



Agenda

1. Receive the Minutes of the September 16, 2022 Meeting
2. Comprehensive Plan Update: Economic Development and Land Use Policy Gap Analysis
3. Special Event Tourism Grant Application: Glass Quest
4. Business License Analytics
5. Discover Stanwood Camano Analytics
6. EDB Rules of Procedure
7. EDB Next Meeting on November 18, 2022

ZOOM MEETING INVITATION

Topic: Economic Development Board Meeting

Time: October 21, 2022 7:30 AM

10220 270th ST NW

Stanwood, WA 98292

Join the zoom meeting with the link below:

<https://us02web.zoom.us/j/83386362913>

Webinar ID: 833 8636 2913

Join by telephone: (253) 215-8782



Economic Development Board Meeting Minutes September 16, 2022

The September 16, 2022, Economic Development Board Meeting held in person and via Zoom, was called to order at 7:37 a.m.

Board Members in Attendance:

Les Anderson, Kristine Birkenkopf, Dave Pelletier, John Russell (online), Randy Heagle

Absent: Blake Arnold, Ashley Palmer

Staff Members in Attendance:

Patricia Love, Sarah Cho, Audrey Rotrock

Also known to be present: N/A

Approval of Minutes:

The Board unanimously approved the Minutes of the last meeting on July 15, 2022.

Storefront Improvement Project Update

Storefront Improvement Programs are a common tool used throughout the United States to incentivize private property owners to make investments in their properties. The program seeks to preserve and enhance the charm of the downtown commercial area by providing small grants to property owners to make physical improvements to their storefronts.

Community Development Director, Patricia Love, told the Board that this program is moving forward. The City Council had good feedback and recommended the grant amount be increased. Patricia would like to suggest \$100,000 for the budget. This will allow a range of grants (in amounts of \$5,000, \$10,000, and \$20,000) for different pilot projects to be dispersed. One of the City's consultants from BHC Consultants, who is working on the Stanwood Municipal Code update project, is a professor at the University of Washington. She has suggested using Planning students from the university for the Storefront Improvement Project as a class project. The students would work on the guidelines, and research & design parameters for this project, gaining real world planning experience. Sarah Cho, will handle the application materials and processes for businesses wanting to participate in the program.

BHC is taking this idea to the University's panel of instructors for approval, and the topic will be back on the Economic Development Board agenda in November. The City hopes to bring it back to Council in January.

The Board members had the following comments:

- The Board would like to see a common theme maintained to preserve and maintain historic/small town details.
- How will this apply to new buildings? The grant program is intended to be for existing buildings, but if a developer wanted to build a new building, they would likely need to follow the parameters of the grant program. These details are still being discussed.
- The Storefront Improvement guidelines will eventually be codified into the Municipal Code.

The Economic Development Board unanimously supports the Storefront Improvement Program.



Economic Development Board Meeting Minutes September 16, 2022

Draft Work Plan for 2023

Staff has drafted ideas for the 2023 work plan for the Economic Development Board and would appreciate suggestions on the following items:

1. Twin City Mile – City Beautification
2. Business recruitment, retention, and expansion
3. Storefront improvement program
4. Special events
5. EDB requests

The Board discussed adding the following items to the Work Plan for 2023:

- Adding a four-way stop to the intersection of 102nd Avenue NW and 271st Street NW – a high traffic intersection. A stop sign would allow safe crossing of the road and bring more people to west Stanwood businesses.
- Two-hour parking enforcement in west Stanwood.

Other topics discussed:

- Status of the bypass project: WA DOT is continuing to analyze traffic studies, looking at peak periods, delays, and considering whether a bypass or other, less expensive traffic calming measures would be appropriate.
- How can the City draw more residents into west Stanwood?

Business License Analytics

In the month of **July**, the City received a total of 28 new business applications – 16 Non-Resident Business, 7 Home Occupation Business Licenses, and 5 City Business Licenses. Below is the breakdown of NAICS codes for the businesses:

- 39% were classified as Construction,
- 14% were classified as Administrative and Support Services,
- 11% were classified as Retail Trade,
- 7% were classified as Other Services (except Public Administration),
- 7% of businesses were classified as Real Estate Rental and Licensing,
- 4% were classified as Transportation and Warehousing,
- 4% were classified as Information,
- 4% were classified as Health Care and Social Assistance,
- 4% were classified as Professional, Scientific, and Technical Services,
- 3% were classified as Wholesale Trade, and
- 3% were classified as Utilities.

In the month of **August**, the City received a total of 32 new business applications – 22 Non-Resident Business, 3 Home Occupation Business Licenses, 6 City Business Licenses, and 1 Non-Profit Business. Below is the breakdown of NAICS codes for the businesses:

- 47% were classified as Construction,
- 13% were classified as Other Services (except Public Administration),
- 10% were classified as Retail Trade,
- 6% were classified as Admin & Support & Waste Management & Remediation Services,
- 6% were classified as Health Care and Social Assistance,



Economic Development Board Meeting Minutes September 16, 2022

- 6% were classified as Transportation and Warehousing,
- 3% were classified as Accommodation and Food Services,
- 3% were classified as Finance and Insurance,
- 3% were classified as Real Estate Rental and Licensing, and
- 3% were classified as Wholesale Trade.

The Board members discussed the following topics:

- Grants and/or a program for power and internet infrastructure. Since the pandemic, working from home and internet usage is on the rise. Many residents and business owners in the City conduct business online and/or have a presence online. When there are power outages and low bandwidth, it affects how business can be conducted.
- Stores providing essentials, such as T-shirts and socks, are needed in the City.
- The City is beginning to provide Grand Opening ceremonies for new business to increase public attention.
- The Land Use Assessment is going to the Planning Commission on Monday, September 19, 2022. The Economic Development Board will have a chance to see it on the agenda in October. This will be an opportunity to update zoning codes. Stanwood has met the population target but is not meeting the employment target. Changing zoning in some areas could provide opportunities for more businesses to move in and provide more jobs.

Discover Stanwood Camano Analytics

Analytics for the month of **July** are as follows: Users: 2,427, Page views: 4,580. Of those views, 88.5% were New Visitors and 11.5% were Returning Visitors.

The Acquisition Overview is 49% Organic Search, 31.4% Direct, 11.3% Referral, and the remaining 8.3% through Social.

The audience locations from the United States were: Washington: 1,612, Virginia: 150, Wyoming: 145, California: 109, and Oregon: 44.

Within Washington, the audience locations were: Seattle: 403, Not Set: 390, Camano: 146, Everett: 54, Marysville: 52, Stanwood: 49, and Mount Vernon: 34.

Facebook – Page Reach: 7,031, Page Visits: 528.

Instagram – Page Reach: 1,396, Profile Visits: 156.

Analytics for the month of **August** are as follows: Users: 2,828, Page views: 5,327. Of those views, 88.5% were New Visitors and 11.5% were Returning Visitors.

The Acquisition Overview is 52.2% Organic Search, 21.9% Direct, 19.3% Referral, and the remaining 6.6% through Social.

The audience locations from the United States were: Washington: 2,080, Virginia: 148, Wyoming: 133, Texas: 46, and Oregon: 40.

Within Washington, the audience locations were: Seattle: 554, Not Set: 425, Camano: 155, Everett: 78, Marysville: 76, and Stanwood: 59.

Facebook – Page Reach: 22,253, Page Visits: 1,036.

Instagram – Page Reach: 2,454, Profile Visits: 333.



Economic Development Board Meeting Minutes September 16, 2022

The Board members discussed the following topics:

- After looking at the Washington page views, could we find more nearby cities to advertise in, such as Bellingham, to attract more visitors?
- How are younger demographics getting information/news? Try to target advertising in those markets (Facebook, Instagram, TikTok, etc.)
- Find out what search word people are using to find the DSC website.
- Consider creating a handout/brochure to distribute to people participating during Glass Quest as a guide to local shopping and restaurants.

Economic Development Board Membership

Five out of the seven board members terms are set to expire this year.

1. Les Anderson – Idler's Car Show
2. Randy Heagle – Windermere Real Estate
3. Blake Arnold – Windermere Real Estate
4. John Russell – The UPS Store
5. Ashley Palmer – Flora & Fauna

If board members choose to renew their terms, their new term will run from 2023-2024.

Board members Les Anderson, Randy Heagle, and John Russell agreed to renew their membership. Sarah Cho will reach out to those on the list who were absent for this meeting.

Chamber of Commerce Update – Les Anderson

The Stanwood Chamber of Commerce is in the process of disbanding as it was and will be restarting/rebranding as the Stanwood Commerce Alliance. This new Alliance will be partnering with the Economic Alliance of Snohomish County (EASC) and will assist and promote Stanwood businesses. More announcements will come out later this year.

Adjourn: 8:57 am

Next meeting: October 21, 2022, at City Hall at 7:30 am

Audrey Rotrock, Associate Planner



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATE: October 21, 2022

SUBJECT: Comprehensive Plan Update: Economic Development and Land Use Policy Gap Analysis

CONTACT PERSON: Patricia Love, Community Development Director

ATTACHMENTS: Attachment A: Policy Gap Analysis
Attachment B: Gap Analysis Land Use PPT

2024 COMPREHENSIVE PLAN POLICY GAP ANALYSIS

Staff is working with the consultant team on policy analysis of the Comprehensive Plan as part of the periodic update process currently underway. LDC, Inc., one of the consultant firms on the project team, has been tasked with performing the gap analysis on the current Comprehensive Plan and recommending areas of revision and change to the City's goals and policies.

There are three components to the policy analysis:

- 1) Gaps in current policies caused by changes and updates to the Multi-County Planning Policies (MPPs) and Snohomish County's Countywide Planning Policies (CPPs);
- 2) Gaps in goals and policies related to requirements of the housing element in the Growth Management Act, which received a major update in 2021 as a result of the passage of House Bill (HB) 1220; and
- 3) Internal inconsistencies, overlaps, and outdated references or language within the current comprehensive plan.

This policy analysis update presents the Planning Commission with the policy gaps associated with the land use and economic development elements under component #1 above. (The HB 1220 gap analysis will be covered when the Planning Commission addresses housing element gaps in a later meeting, and LDC anticipates the internal policy review will be ready for the next Planning Commission meeting on the comprehensive plan.)

This gap analysis begins with the presumption that the existing comprehensive plan, having been reviewed by Commerce and found to be in compliance with the Growth Management Act, is consistent with the previous MPPs and CPPs. It is important to note that the City of Stanwood is

not required to have a goal or policy for every CPP or MPP, and one city policy can fully or partially implement different CPPs.

Because VISION 2050 was adopted by the Puget Sound Regional Council in 2021, and Snohomish County updated its CPPs accordingly, a gap analysis is needed to identify where new or updated CPPs implement new or updated MPPs, requiring policy language in the Stanwood Comprehensive Plan to be updated to be consistent with these plans.

CATEGORIES OF GAPS IDENTIFIED

The first level of analysis is identifying which existing City of Stanwood comprehensive plan policies, if any, implement each Countywide Planning Policy (and which CPPs, in turn, implement each Multi-County Planning Policy). You will note in the gap analysis table that the same sets of comprehensive plan policies repeat in many rows; this is because the same sets of policies implement related county or regional policies.

The next level of analysis involves determining whether there is a full or partial gap relative to a Countywide Planning Policy. Partial gaps typically arise as a result of language being added to existing policies, whereas full gaps typically come from new or wholly rewritten MPPs in VISION 2050 that translate to one or more new policies addressing new subjects or requirements within the CPPs. This distinction is important because in many cases, existing policies can be modified, expanded, or rewritten in some way to address a partial gap, while new policies or more substantial rewriting are more likely to be needed if a total gap is identified.

Substantively, there are several different categories of MPP/CPP updates that suggest changes the city could make to its economic development and land use comprehensive plan policies.

- 1) Updates to regional policies related to changes in the Regional Growth Framework and Centers Framework
- 2) Access to opportunity, including living wage jobs and jobs-housing balance, for historically underserved populations
- 3) Access to open space and parks for historically underserved populations
- 4) Reduction of health disparities
- 5) Coordination of planning with Tribal Nations
- 6) Preventing and mitigating displacement
- 7) Mitigating displacement risk
- 8) Climate change and resilience

GAP ANALYSIS DOCUMENT

Attached for your review is the full gap analysis and a truncated version showing only the policies where gaps were identified. Please note that these are large documents, in large part because multiple CPPs implement different parts of a given MPP and multiple city policies may fully or partially implement different combinations of CPPs. It is important for the record to identify all relevant policies and their relationships so that gaps can be fully accounted for and mitigated.

In the attached policy analysis, we have pulled out the table rows where gaps have been identified relating to the city's economic development and land use policies.

Attachment A: Policy Gap Analysis

VISION 2050 POLICY NUMBER and CHAPTER	VISION 2050 policy	Implementing Snohomish Countywide Planning Policy	Is there a current City of Stanwood Comprehensive Plan Policy that fully or partially implements the new or revised policy?	Notes/Comments/ Suggested Action for 2024 Comprehensive Plan update
VISION 2050 #	Policy/Action	Policy/Action	Policy/Action or indicate policy gap	
MPP-RC-1	Coordinate planning efforts among jurisdictions, agencies, and federally recognized Indian tribes, ports, and adjacent regions, where there are common borders or related regional issues, to facilitate a common vision.	JP-7 Snohomish County Tomorrow, the County, and cities should coordinate countywide and local planning efforts with tribes, recognizing the shared benefits and impacts of growth occurring within and outside Tribal Reservation lands	Partial gap	Consider modifying policies related to tribal coordination specific to benefits and impacts of growth.
MPP-RC-2	<u>Prioritize services and access to opportunity for people of color, people with low incomes, and historically underserved communities to ensure all people can attain the resources and opportunities to improve quality of life and address past inequities.</u>	DP-38 ➤ The County and cities should reduce disparities in access to opportunity for all residents through inclusive community planning and making investments that meet the needs of current and future residents and	Policy Gap EDG-3 - Promote a strong, diversified and sustainable local and regional economy, preserving or enhancing the quality of life in the community.	City should consider adding policies around reducing disparity in access and opportunity, specifically for communities with low and very low access to opportunity.
			Policy gap	City should consider adding policies around reducing disparity in access and opportunity, specifically for communities with low and

		businesses.		very low access to opportunity.
		ED-6 ➤ <u>As a part of the overall countywide economic development strategy, jurisdictions should target economic development activities that improve access to economic opportunity for residents that historically have low and very low access to opportunity.</u> PS-18 The County and cities should work collaboratively at a local and countywide level to promote equitable access of public services and facilities for all residents, especially	Partial gap UTP-1.11 – The City will pursue steps to meet or exceed all water quality laws and standards. NFP-2.1 - Work with other local, state, and federal jurisdictions on regional environmental issues such as surface and ground water quality and quantity and the maintenance/enhancement of the Stillaguamish River, Church Creek and Douglas Creek.	City should consider adding historically underserved focus to NFP-2.1.

		those that are historically underserved.		
MPP-RC-3	<u>Make reduction of health disparities and improvement of health outcomes across the region a priority when developing and carrying out regional, countywide, and local plans.</u>	DP- ((35)) 40 ➤ The County and cities should address the safety, health, and well-being of residents and employees ((by)) <u>in countywide and local planning through:</u> a. ((Adopting)) <u>Adoption of development standards ((encouraging)) that encourage design and construction of healthy buildings and facilities; ((and))</u> ((Providing)) <u>Provision of infrastructure that promotes physical activity((.)); and c. Incorporating a focus on health and well-</u>	Partial Gap LUP 23.2 Approve amendments that meet the following criteria: - a The amendment bears a substantial relation to the public health, safety, or welfare; - b The amendment is warranted because of changed circumstances or because of a need for additional property in the proposed Comprehensive Plan designation or because the proposed amendment is appropriate for reasonable development of the subject property; - c The subject property is suitable for development in conformance with standards under the proposed Comprehensive Plan designation; - d The amendment will not be materially detrimental to uses or property in the immediate vicinity of the subject property; - e The proposed Comprehensive Plan amendment has merit and	the city should consider language around design and construction of healthy buildings and inclusivity for those marginalized.

		<u>being, including the reduction of existing disparities between population groups, into countywide and local decision-making processes.</u>	value for the community as a whole; and f. The proposed amendment is consistent with the goals and policies of the Comprehensive Plan. LUP 19.6 Promote retention of open space and recreational opportunities.	
MPP-RC-4	<u>Coordinate with tribes in regional and local planning, recognizing the mutual benefits and potential for impacts between growth occurring within and outside tribal boundaries.</u>	GF-2 ➤ Through Snohomish County Tomorrow and adoption by the County Council, the process for updating the Countywide Planning Policies shall be collaborative and participatory. This process should include regional service providers, state agencies, ((other)) tribal governments, and ((citizen)) public input. JP-7 ➤ <u>Snohomish County Tomorrow, the County, and cities</u>	Policy gap	The city should add policy language supporting coordination with tribes in planning for and mitigating impacts of growth. Consider modifying policies related to tribal coordination specific to benefits and impacts of growth.

		<u>should coordinate countywide and local planning efforts with tribes, recognizing the shared benefits and impacts of growth occurring within and outside Tribal Reservation lands.</u>	Policy gap	
RC-Action-7 (Regional and Local)	Funding Sources: PSRC, together with its member jurisdictions, will investigate existing and new funding sources for infrastructure, services, economic development, military-community compatibility, natural resource planning, and open space, to assist local governments with the implementation of VISION 2050. Explore options to develop incentives and innovative funding mechanisms, particularly in centers and transit station areas. Provide technical assistance to help local jurisdictions use existing	ED-5 ((The process for designating Manufacturing/Industrial Centers (MICs) shall be as follows: a. A local jurisdiction may nominate an MIC; b. An economic development subcommittee of Snohomish County Tomorrow (SCT) reviews the proposal for conformity with the criteria in ED-6; c. If the MIC proposal is found to be	Partial gap EDP-3.1 - Identify sectors of the economy within Stanwood where opportunity might exist to create additional jobs and identify potential strategies for attracting employment. EDP 3.2- Provide a supportive business environment for start-up of commercial businesses, light manufacturing, and assembly businesses throughout the City. EDP-3.3 - Strive to create jobs in order to promote economic opportunity for Stanwood citizens. EDP-3.4 – Recognize the importance of home-based businesses as a source of new business development. EDP-3.5 – Provide incentives to attract new industry.	City could consider adding language to existing economic development policies referencing the importance of living wage jobs.

	and new funding sources.	appropriate the SCT Steering Committee recommend s the MIC for designation ; and d. The County Council holds a public hearing and makes the decision to seek designation of the MIC as a candidate center to be forwarded to the Puget Sound Regional Council for consideration.)) <u>Jurisdictions should promote economic and employment growth that creates a countywide economy that consists of a diverse range of living wage jobs for all of the county's residents.</u>	EDP-3.6 - Encourage businesses and recreational activities that promote tourism. EDP-3.7 - Participate or otherwise assist in business sponsored activities to increase local awareness of goods and services available in Stanwood.	
MPP-RGS-6	Encourage efficient use	DP-15	Partial gap	Plan's statement of

	of urban land by maximizing optimizing the development potential of existing urban lands and increasing density in the urban growth area in locations consistent with the Regional Growth Strategy such as advancing development that achieves zoned density.	➤ The County and cities should adopt policies, development regulations, and design guidelines that allow for infill and redevelopment of <u>underutilized lands and other appropriate areas</u>((as identified in their comprehensive plans)).	LUP 1.1 Establish density lot size and road access standards that create incentives for infill development in urban areas that are either underdeveloped or underutilized.	conformity with VISION 2040 references studying underused lands, but there are no specific policies to that effect. Consider inventory of underutilized land as a policy.
MPP-RGS-8	Attract 65% of the region's residential growth and 75% of the region's employment growth to the regional growth centers and high-capacity transit station area to realize the multiple public benefits of compact growth around high-capacity transit investments. As jurisdictions plan for growth targets, focus development near high-capacity transit to achieve the regional goal.	DP-8 ➤ <u>If applicable, the County and cities shall designate and provide for the development of local, countywide, and regional centers consistent with the Regional Growth Strategy, the Regional Centers Framework, and the Countywide Center Criteria contained in Appendix I.</u>	Potential policy gap LUP 2.9- Maintain commercial centers with a sufficient range of uses a. To allow residents to meet their basic daily needs within town, b. support a network of personal and business interactions that result in a friendly hometown. LUP 7.1 The City recognizes the importance of a well-designed, aesthetically pleasing built environment in attracting customers to its	Stanwood's existing plan identifies downtown as a Center under VISION 2040. Will need to have a discussion about whether to designate downtown as a local center under the Centers Framework of VISION 2050.

			commercial centers. Therefore, the City supports the adoption of design/development guidelines that addresses facades, signage and site planning. HP-2.4 - Encourage single and multi-family housing close to transportation facilities, public services, and employment centers.	
MPP-RGS-9	Focus a significant share of population and employment growth in designated regional growth centers.	DP-8 ➤ <u>If applicable, the County and cities shall designate and provide for the development of local, countywide, and regional centers consistent with the Regional Growth Strategy, the Regional Centers Framework, and the Countywide Center Criteria contained in Appendix I.</u>	Potential partial gap LUP 2.9 Maintain commercial centers with a sufficient range of uses a. To allow residents to meet their basic daily needs within town, b. support a network of personal and business interactions that result in a friendly hometown. LUP 7.1 The City recognizes the importance of a well-designed, aesthetically pleasing built environment in attracting customers to its commercial centers. Therefore, the City supports the adoption of design/development guidelines that addresses facades, signage and site planning.	The City designated its downtown as a center according to VISION 2040. Will need to have a conversation about whether it will want to designate downtown as a local center under the RGS and Regional Centers Framework.

			HP-2.4 - Encourage single and multi-family housing close to transportation facilities, public services, and employment centers.	
MPP-RGS-10	Focus a significant share of employment growth in designated regional manufacturing/industrial centers.	DP-((7)) 6 ➤ City and County comprehensive plans should locate employment areas and living areas in close proximity in order to maximize transportation choices, ((and)) minimize vehicle miles traveled, ((and to)) <u>optimize the use of existing and planned transportation systems and capital facilities, and improve the jobs-housing balance.</u>	Partial Gap LUP 9.1 Maintain a unified signage plan that establishes the gateways to both the Uptown and Downtown Centers and also directs people to districts and facilities. LUP 7.1 The City recognizes the importance of a well-designed, aesthetically pleasing built environment in attracting customers to its commercial centers. Therefore, the City supports the adoption of design/development guidelines that addresses facades, signage and site planning. LUP 9.9 Provide for pedestrian sidewalks along SR 532 from the west City limits to 98th Ave NW and connect these sidewalks to downtown sidewalk network.	City could consider adding policy language to one or more of these policies related to jobs-housing balance.

			LUP 4.1 Allow a mix of residential, office, retail, entertainment and service uses to serve incorporated Stanwood, unincorporated Snohomish County and Camano Island in Island County.	
MPP-En-12	<u>Identify, preserve, and enhance significant regional open space networks and linkages across jurisdictional boundaries through implementation and update of the Regional Open Space Conservation Plan.</u>	DP-35 Jurisdictions should identify and plan for the development of parks, civic places, and public spaces, especially in or adjacent to centers. Env-2 The County and cities should work collaboratively to identify, designate, and protect regional open space ((networks/wildlife)) networks and wildlife corridors both inside and outside the Urban Growth Area and across the jurisdictional boundaries. Jurisdictions should establish policies and coordinated approaches to preserve and enhance	Partial gap LUP 2.10 Encourage preservation of open space and recreational opportunities. LUP 19.6 Promote retention of open space and recreational opportunities. NFP- 1.4 - Encourage the protection of the natural environment and open space through the use of clustering (i.e. Planned Residential Developments [PRDs]). NFP-1.5 – Consider the use of density transfers or other incentives to promote clustering for the protection of critical areas and open space. NFP-2.2 – Work with other local jurisdictions to preserve and manage vegetated and open space corridors that extend beyond the City's boundaries, but are necessary to provide	City could consider adding a reference within existing policies to the Regional Open Space Conservation Plan and coordination with the county.

		these ((networks/corridors across jurisdictional boundaries)) open space networks and corridors and ensure that all residents have access to parks and open space.	habitat connectivity in the region. NFG-3.2 – Prepare an updated City-wide comprehensive map and inventory of critical areas, including identification of natural corridors and open space that should be retained and maintained to provide connectivity and migration routes between critical areas and other designated open space. NFP-8.3 – Encourage the preservation and incorporation of natural streams, wetlands, and open spaces into new commercial development.	
		Env-3 The County and cities shall work collaboratively to create goals and policies intended to implement and address the needs identified in the Regional Open Space Conservation Plan.	PROS 5.1.1 Preserve and protect significant environmental features for open space including wetlands, woodlands, shorelines, waterfronts, and other areas with characteristics that reflect Stanwood’s natural heritage. PROS 5.1.2 Encourage the preservation of unique areas	

			and/or site features including natural and exemplary built features such as the Hamilton Smokestack. PROS 5.1.3 Provide public use and access to open space in new land developments. PROS 5.1.4 Work with property and facility owners to increase public access and utilization of special features – including the shorelines, wetlands, and bluffs that meander through and between developed areas. PROS 5.1.5 Acquire or protect, through easements or other means, ecologically significant areas and preserve them in their natural state.	
		Env-((4)) 5 The County and cities should work with neighboring jurisdictions and tribes to identify and protect significant open space areas, natural resources, and critical areas through appropriate local	NFP-2.2 – Work with other local jurisdictions to preserve and manage vegetated and open space corridors that extend beyond the City’s boundaries, but are necessary to provide habitat connectivity in the region.	

		policies, regulations or other mechanisms such as public acquisition, easements, voluntary agreements, ((or by))supporting the efforts of conservation organizations, and other best practices.		
MPP-En-15	<u>Provide parks, trails, and open space within walking distance of urban residents.</u> <u>Prioritize historically underserved communities for open space improvements and investments.</u>	DP-35 Jurisdictions should identify and plan for the development of parks, civic places, and public spaces, especially in or adjacent to centers.	Partial gap LUP 4.1 Allow a mix of residential, office, retail, entertainment and service uses to serve incorporated Stanwood, unincorporated Snohomish County and Camano Island in Island County.	City could consider updates in its PROS plan update that would prioritize historically underserved communities for open space investments and improvements.
		Env-2 The County and cities should work collaboratively to identify, designate, and protect regional open space ((networks/wildlife)) networks and wildlife corridors both inside and outside the Urban Growth Area and across the jurisdictional	LUP 2.10 Encourage preservation of open space and recreational opportunities. LUP 19.6 Promote retention of open space and recreational opportunities. NFP- 1.4 - Encourage the protection of the natural environment and open space through the use of clustering (i.e.	

		boundaries. Jurisdictions should establish policies and coordinated approaches to preserve and enhance these ((networks/corridors across jurisdictional boundaries)) open space networks and corridors and ensure that all residents have access to parks and open space.	Planned Residential Developments [PRDs]). NFP-1.5 – Consider the use of density transfers or other incentives to promote clustering for the protection of critical areas and open space. NFP-2.2 – Work with other local jurisdictions to preserve and manage vegetated and open space corridors that extend beyond the City's boundaries, but are necessary to provide habitat connectivity in the region. NFG-3.2 – Prepare an updated City-wide comprehensive map and inventory of critical areas, including identification of natural corridors and open space that should be retained and maintained to provide connectivity and migration routes between critical areas and other designated open space. NFP-8.3 – Encourage the preservation and incorporation of natural streams, wetlands, and	
--	--	--	---	--

			open spaces into new commercial development.	
MPP-DP-2	<u>Reduce disparities in access to opportunity for the region's residents through inclusive community planning and targeted public and private investments that meet the needs of current and future residents and businesses.</u>	DP-38 The County and cities should reduce disparities in access to opportunity for all residents through inclusive community planning and making investments that meet the needs of current and future residents and businesses. ED-6 <u>As a part of the overall countywide economic development strategy, jurisdictions should target economic development activities that improve access to economic opportunity for residents that historically have low and very low access to opportunity.</u>	Partial Gap EDP-3.3 Strive to create jobs in order to promote economic opportunity for Stanwood citizens. EDP-3.4 Recognize the importance of home-based businesses as a source of new business development. EDP-2.5 Coordinate with universities, community colleges, the local Workforce Investment Board, private firms, and other community stakeholders to align research, workforce development, and resources to support targeted industry sectors. EDP-2.6 Support expansion of higher education programs to address the educational and training needs of the local workforce	There is a partial gap around disparity and inclusivity. the city should have language around reducing disparity.
MPP-DP-4	Support the transformation of key underutilized lands, such as surplus public lands	Not in crosswalk table	Partial gap LUP 1.1 Establish density lot size and road access standards that create	City should consider more clearly call for an inventory of both underutilized and potentially environmentally

	or environmentally contaminated lands as brownfields and greyfields, to higher-density, mixed-use areas to complement the development of centers and the enhancement of existing neighborhoods.		incentives for infill development in urban areas that are either underdeveloped or underutilized. LUP 4.2 Support re-development of the area within the Transit Overlay for pedestrian oriented development organized around the Amtrak Station. Develop a sub-area plan for the Transit Overlay area and develop flexible parking standards within the Overlay to encourage business development.	contaminated land. Also, since the city is seeking to eliminate the overlay zones as part of this comprehensive plan update, redevelopment around the Amtrak station should be modified in the goals and policies as well as the code.
MPP-DP-7	<u>Consider the potential impacts of development to culturally significant sites and tribal treaty fishing, hunting, and gathering grounds.</u>	DP- ((34)) 37 The County and cities are encouraged to protect and preserve historical, cultural and archaeological resources in a manner consistent with state law and local policies and in collaboration with state agencies and tribes. <u>The County and cities should consider the potential impacts of development to culturally significant sites and tribal treaty fishing, hunting, and gathering grounds and should work with tribes to protect Tribal</u>	Partial Gap EDP-4.3- Balance the continued need to protect the natural features of property with the desire for growth and development EDP 1-2 – Develop incentives for property owners to improve deteriorating facades, signage and the general outside appearance of buildings.	The city could consider adding language to existing policies related to potential impacts of development on culturally significant sites and tribal treaty fishing, hunting, and gathering grounds.

		Reservation lands from encroachment by incompatible land uses and development both within reservation boundaries and on adjacent land.		
MPP-DP-8	Provide a wide range of building and community types to serve the needs of a diverse population. Conduct inclusive engagement to identify and address the diverse needs of the region's residents.	DP-38 The County and cities should reduce disparities in access to opportunity for all residents through inclusive community planning and making investments that meet the needs of current and future residents and businesses.	Policy Gap	This is a totally rewritten MPP. City should add at least one EDP policy related to inclusive planning and investing to reduce disparities in access to opportunity.
MPP-DP-19	Develop and implement design guidelines to encourage construction of healthy buildings and facilities to promote healthy people.	Not in crosswalk table	Partial gap LUP 9.3 Maintain design guidelines that control or direct development along SR 532 to minimize the appearance of a strip mall. LUP 7.1 The City recognizes the importance of a well-designed, aesthetically pleasing built environment in attracting customers to its commercial centers. Therefore, the City supports the adoption of design/development guidelines that addresses facades, signage and site planning. LUP 7.2 Revise downtown design guidelines to promote greater pedestrian scale and attractive façades.	The city could consider broadening its recommendations on design to cover the city as a whole and promote health and wellbeing more broadly.

			LUP 7.3 Provide incentives for property owners to facilitate the improvement of deteriorated facades, signage and general outside appearance in the downtown. Base the improvements on the design characteristics of the downtown. LUP 7.4 Develop design guidelines for sign awning design, and color schemes.	
MPP-DP-22	Plan for densities that <u>maximize benefits of transit investments in high- capacity transit station areas</u> that are expected to attract significant new <u>population or employment growth</u>.	DP-10 The County and cities shall coordinate the designation and planning of ((urban)) <u>regional, countywide, and local centers</u> with transit service and other <u>service</u> providers to promote well-designed and transit oriented developments that enhance economic development opportunities for <u>all residents</u>, address environmental goals, and reduce vehicle miles traveled <u>and greenhouse gas emissions from transportation</u>.	Potential partial gap TG 7 – Support the development of a balanced regional transportation system and work with federal, state, regional and local agencies to develop the City’s transportation system, financing strategy, and land use plan that helps achieve regional mobility goals. <u>TP-7.1</u> – Coordinate with WSDOT and with Puget Sound Regional Council (PSRC) to ensure consistency with state and regional transportation plans and requirements. <u>TP-7.2</u> – Coordinate with WSDOT, Island County, and Snohomish County to implement the SR-532 Route Development Plan, including the collection of impact fees for improvements on SR-532.	N/A to the MPP (Stanwood has no high-capacity transit station areas) Stanwood defines its downtown as a Center consistent with VISION 2040, but centers designation has changed with VISION 2050. City will need to decide whether downtown will continue to be a local center per VISION 2050.

			TP-7.3 – Encourage rail providers to expand passenger rail service.	
		DP-18 <u>In coordination with transit agencies, jurisdictions that are served by transit should, where appropriate, enact transit oriented development policies and development standards. Transit oriented development should include the following common elements:</u> a. <u>Located to support the development of designated local growth centers, countywide growth centers, regional growth centers, and existing and planned transit emphasis corridors;</u> b. <u>Include pedestrian scale neighborhoods</u>	Partial gap TG-5 – Reduce the number of trips made via the single occupant vehicle. TP-5.1 – Encourage land use patterns that facilitate multi-purpose trips and reduce the quantity and length of trips by single-occupancy vehicles in association with Commute Trip Reduction Act goals and policies. TP-5.2 – Encourage use of public transit and bicycle and pedestrian facilities. LUP 4.2 Support re-development of the area within the Transit Overlay for pedestrian oriented development organized around the Amtrak Station. Develop a sub-area plan for the Transit Overlay area and develop flexible parking standards within the Overlay to encourage business development.	Transit-oriented development is mentioned in passing a couple policies, but given that the Transit Overlay is likely to disappear as part of this plan periodic update, it might make sense to re-examine where and how transit-oriented development is supported in the city.

		<u>and activity centers to stimulate use of transit and ride sharing;</u> c. <u>Plan for an appropriate intensity and mix of development, including both employment and housing options, that support transit service; and Plan for growth near high-capacity transit.</u>		
MPP-DP-25	Support the development of centers within all jurisdictions, including <u>high-capacity transit station areas and countywide and local centers.</u> town centers and activity nodes.	DP-8 <u>If applicable, the County and cities shall designate and provide for the development of local, countywide, and regional centers consistent with the Regional Growth Strategy, the Regional Centers Framework, and the Countywide Center Criteria contained in Appendix I.</u>	Potential policy gap	Stanwood defines its downtown as a Center consistent with VISION 2040, but centers designation has changed with VISION 2050. City will need to decide whether downtown will continue to be a local center per VISION 2050.

		DP-9 ((Local plans should identify centers as designated by the Regional Growth Strategy presented in VISION 2040.)) Jurisdictions ((in which)) that have designated regional growth centers and ((manufacturing and industrial)) manufacturing/industrial centers ((are located)) shall ((provide)) direct a significant share of population and employment growth to those areas through the provision of land use policies and infrastructure investments that support growth levels and densities consistent with the regional vision ((for these centers)).		
MPP-DP-51	<u>Protect tribal reservation lands from encroachment by incompatible land uses and development both within reservation boundaries and on</u>	JP-7 <u>Snohomish County Tomorrow, the County, and cities should coordinate countywide and local planning efforts with tribes, recognizing the shared</u>	Policy gap	City should add one or more policies on coordination with tribes on growth and protection of cultural resources.

	<u>adjacent land.</u>	<u>benefits and impacts of growth occurring within and outside Tribal Reservation lands.</u> DP- ((34)) 37 The County and cities are encouraged to protect and preserve historical, cultural and archaeological resources in a manner consistent with state law and local policies and in collaboration with state agencies and tribes. <u>The County and cities should consider the potential impacts of development to culturally significant sites and tribal treaty fishing, hunting, and gathering grounds and should work with tribes to protect Tribal Reservation lands from encroachment by incompatible land uses and development both within reservation boundaries and on adjacent land.</u>		
DP-Action-7 (Local)	<u>Identification and</u>		Partial gap	The plan's statement of

	Clean-up of Underused Lands: <u>Local governments, in cooperation with state and/or federal regulatory agencies, will develop strategies for cleaning up brownfield and contaminated sites. Local jurisdictions should identify underused lands (such as environmentally contaminated land and surplus public lands) for future redevelopment or reuse.</u>		LUP 1.1 Establish density lot size and road access standards that create incentives for infill development in urban areas that are either underdeveloped or underutilized.	conformity with Vision 2040 states, "The comprehensive plan also addresses local implementation actions in VISION 2040, including identification of underused lands[...]". Cannot find any goals or policies specifically related to identification of underused lands.
MPP-H-10	Encourage jurisdictions to review and streamline development standards and regulations to advance their public benefit, provide flexibility, and minimize additional costs to housing.	Not in crosswalk table	Partial gap LUP 7.8 Incentives supporting development in the Downtown Center should be evaluated to reduce the cost of development within the floodplain. Incentives may include programs such as: a. Streamlined processing; b. Reduction in impact fees when road and park facilities are not required to serve new capacity; c. Regional stormwater and drainage facilities; d. Off-site mitigation sites for wetland, flood and stormwater mitigation.	The city could consider adopting development standards streamlining as a land use goal related to housing and/or a housing goal encouraging the city to seek ways to streamline standards and permit process to minimize unnecessary costs to housing.

			EDP-8.3 – Streamline the permit process for developments that are consistent with the Downtown Plan.	
MPP-H-12	Identify potential physical, economic, and cultural displacement of low-income households and marginalized populations that may result from planning, public investments, private redevelopment and market pressure. Use a range of strategies to mitigate displacement impacts to the extent feasible.	HO-5. d Evaluate the risk of physical and economic displacement of residents, especially low-income households and marginalized populations.	Policy Gap	City should consider developing new policy or policies related to countering economic and physical displacement of low-income households and marginalized populations
MPP-Ec-1	Support economic development activities that help to recruit, retain, expand, or diversify the region's businesses, targeted - Target recruitment activities towards businesses that provide family living-wage jobs.	ED-2 ➤ The County and cities should ((encourage)) foster an equitable business and regulatory environment that supports and encourages the establishment and growth of ((locally owned,)) small and startup businesses	Partial Gap EDP 3.2 Provide a supportive business environment for start-up of commercial businesses, light manufacturing, and assembly businesses throughout the City. EDP-3.4 – Recognize the importance of home-based businesses as a source of new business development. EDP-8.2 – Encourage business retention.	Could consider adding particular support for woman- and minority-owned businesses to existing policies.

		((through comprehensive plan policies, infrastructure investments, and fair and appropriate land use regulations in all communities)), especially those that are woman- and minority-owned.		
MPP-Ec-8	Encourage the private, public, and nonprofit sectors to incorporate environmental and social responsibility into their practices.	ED-5 ➤ <u>Jurisdictions should promote economic and employment growth that creates a countywide economy that consists of a diverse range of living wage jobs for all of the county's residents.</u>	Policy gap	City should add policy language that supports a focus on living wage jobs.
		ED-15 ➤ <u>Jurisdictions should ensure that economic development sustains and respects the county's natural</u>	Partial gap EDP-4.1 - Support new commercial and industrial businesses that are resource based and build on the natural amenities present in the community. EDP-4.2 - Consider service and	City could consider adding language to one or more of these policies addressing climate change and resilience.

		<u>environment and encourages the development of existing and emerging industries, technologies, and services that promote environmental sustainability, especially those addressing climate change and resilience.</u>	infrastructure implications during business recruitment and address needs in the Capital Improvement Plan. EDP-4.3- Balance the continued need to protect the natural features of property with the desire for growth and development	
		ED-6 ➤ <u>As a part of the overall countywide economic development strategy, jurisdictions should target economic development activities that improve access to economic opportunity for residents that historically have low and very low</u>	Policy Gap	City should add language to one or more policies to focus economic development efforts on those with low and very low access to opportunity.

		<u>access to opportunity.</u> DP-38 <u>The County and cities should reduce</u>		
		<u>disparities in access to opportunity for all residents through inclusive community planning and making investments that meet the needs of current and future residents and businesses.</u>	Partial Gap EDG-3 - Promote a strong, diversified and sustainable local and regional economy, preserving or enhancing the quality of life in the community.	There is a partial gap around disparity and inclusivity. the city should have language around reducing disparity.
MPP-Ec-9	Promote economic activity and employment growth that creates widely shared prosperity and sustains a diversity of <u>family living</u> -wage jobs for the region's residents.	ED-13 Jurisdictions should recognize, where appropriate, the growth and development needs of businesses of local, regional, or statewide significance and ensure that local plans and regulations provide opportunity for the growth and continued success of such businesses. ED-5 <u>Jurisdictions should promote economic and employment growth</u>	Partial Gap EDP-3.1 - Identify sectors of the economy within Stanwood where opportunity might exist to create additional jobs and identify potential strategies for attracting employment. EDP 3.2 - Provide a supportive business environment for start-up of commercial businesses, light manufacturing, and assembly businesses throughout the City. EDP-3.3 - Strive to create jobs in order to promote economic opportunity for Stanwood citizens. EDP-3.4 – Recognize the importance of home-based businesses as a source of new business development.	Consider adding to policy language to reference living wage jobs per CPP ED-5.

		that creates a countywide economy that consists of a diverse range of living wage jobs for all of the county's residents.	EDP-3.5 – Provide incentives to attract new industry. EDP-3.6 - Encourage businesses and recreational activities that promote tourism. EDP-3.7 - Participate or otherwise assist in business sponsored activities to increase local awareness of goods and services available in Stanwood. EDP-3.8 – Stimulate public and private financing of improvement projects for immediate and long-term objective of revitalization.	
MPP-Ec-12	Identify potential physical, economic, and cultural displacement of existing businesses that may result from redevelopment and market pressure. Use a range of strategies to mitigate displacement impacts to the extent feasible.	ED-18 ➤ <u>Jurisdictions should identify the potential for physical, economic, and cultural displacement of existing locally owned, small businesses as a result of development or redevelopment and market pressure. Jurisdictions should consider a range of mitigation strategies to mitigate the</u>	Policy Gap	The city should add one or more policies addressing displacement risk for locally owned, small businesses as well as marginalized residents and businesses.

		<u>impacts of displacement to the extent feasible.</u> DP-39 <u>The County and cities should include measures in comprehensive plans, subarea plans, and development regulations that are intended to reduce and mitigate the impacts of displacement on marginalized residents and businesses as a result of development and redevelopment, particularly in regional, countywide, and other urban centers.</u>		
MPP-Ec-13	<u>Address unique obstacles and special needs—as well as recognize the special assets—of disadvantaged populations in improving the region's shared economic future. Promote equity and access to opportunity in economic</u>	ED-5 <u>Jurisdictions should promote economic and employment growth that creates a countywide economy that consists of a diverse range of living wage jobs for all of the county's residents.</u>	Partial Gap EDP-3.1 - Identify sectors of the economy within Stanwood where opportunity might exist to create additional jobs and identify potential strategies for attracting employment. EDP 3.2 - Provide a supportive business environment for start-up of commercial businesses, light manufacturing, and assembly businesses throughout the City.	City could consider adding language to one or more of these policies focusing growth efforts on jobs/industries that promote living wage jobs.

	<u>development policies and programs. Expand employment opportunity to improve the region's shared economic future.</u>	ED-6 <u>As a part of the overall countywide economic development strategy, jurisdictions should target economic development activities that improve access to economic opportunity for residents that historically have low and very low access to opportunity.</u>	EDP-3.3 - Strive to create jobs in order to promote economic opportunity for Stanwood citizens. EDP-3.4 – Recognize the importance of home-based businesses as a source of new business development. EDP-3.5 – Provide incentives to attract new industry. EDP-3.6 - Encourage businesses and recreational activities that promote tourism. EDP-3.7 - Participate or otherwise assist in business sponsored activities to increase local awareness of goods and services available in Stanwood. EDP-3.8 – Stimulate public and private financing of improvement projects for immediate and long-term objective of revitalization.	
			Policy Gap	City should consider adding one or more economic development policies that focus specifically on those who have had historically low or very low access to opportunity.
MPP-Ec-14	Foster appropriate and targeted economic growth in	ED-5 <u>Jurisdictions should promote economic and</u>	Partial Gap	City could consider adding language to one or more of

	<u>distressed areas with low and very low access to opportunity to improve access to create economic opportunity for current and future residents of these areas.</u>	<u>employment growth that creates a countywide economy that consists of a diverse range of living wage jobs for all of the county's residents.</u> ED-6 ➤ <u>As a part of the overall countywide economic development strategy, jurisdictions should target economic development activities that improve access to economic opportunity for residents that</u>	EDP-3.1 - Identify sectors of the economy within Stanwood where opportunity might exist to create additional jobs and identify potential strategies for attracting employment. EDP 3.2 - Provide a supportive business environment for start-up of commercial businesses, light manufacturing, and assembly businesses throughout the City. EDP-3.3 - Strive to create jobs in order to promote economic opportunity for Stanwood citizens. EDP-3.4 – Recognize the importance of home-based businesses as a source of new business development. EDP-3.5 – Provide incentives to attract new industry. EDP-3.6 - Encourage businesses and recreational activities that promote tourism. EDP-3.7 - Participate or otherwise assist in business sponsored activities to increase local awareness of goods and services available in Stanwood. EDP-3.8 – Stimulate public and private financing of improvement projects for immediate and long-term objective of revitalization.	these policies focusing growth efforts on jobs/industries that promote living wage jobs. City should consider adding one or more economic
--	--	--	---	---

		historically have low and very low access to opportunity.	Policy gap	development policies that focus specifically on those who have had historically low or very low access to opportunity.
MPP-Ec-15	Support and recognize the contributions of the region's culturally and ethnically diverse communities and <u>Native Tribes</u> , including in helping the region continue to expand its international economy.	DP- ((34)) 37 ➤ The County and cities are encouraged to protect and preserve historical, cultural and archaeological resources in a manner consistent with state law and local policies and in collaboration with state agencies and tribes. <u>The County and cities should consider the potential impacts of development to culturally significant sites and tribal treaty fishing, hunting, and gathering grounds and should work with tribes to protect Tribal Reservation lands from</u>	Partial Gap EDP-4.3- Balance the continued need to protect the natural features of property with the desire for growth and development EDP 1-2 – Develop incentives for property owners to improve deteriorating facades, signage and the general outside appearance of buildings.	The city should consider adding one or more policies related especially to tribal treaty fishing, hunting, and gathering grounds considering the city's location and adjacency to tribal lands.

		<u>encroachment by incompatible land uses and development both within reservation boundaries and on adjacent land.</u>		
MPP-Ec-16	Ensure that economic development sustains and respects the region's <u>environmental quality environment and encourages development of established and emerging industries, technologies, and services, that promote environmental sustainability, especially those addressing climate change and resilience.</u>	ED-15 ➤ <u>Jurisdictions should ensure that economic development sustains and respects the county's natural environment and encourages the development of existing and emerging industries, technologies, and services that promote environmental sustainability, especially those addressing climate change and resilience.</u>	Partial Gap EDG-4- Encourage economic development activities which respect the natural environment and take into consideration the area's natural resources, public services, and facilities. EDG-9 - Strengthen Stanwood's concentration of "green" businesses and its reputation as an environmentally-friendly community. EDP-9.6 – Develop a sustainability strategy to encourage environmentally sound practices as the city and among local residents and businesses.	The city could consider adding to existing policies here to address sustainability, climate change, and resilience.
MPP-Ec-17	<u>Utilize urban design strategies and approaches to ensure that changes to the</u>	DP- ((34)) 37 The County and cities are encouraged to protect and preserve	Partial Gap EDP-4.3- Balance the continued need to protect the natural features of property	The city should consider adding one or more policies related especially to tribal treaty fishing, hunting, and

	built environment preserve and enhance the region's unique attributes and each community's distinctive identity in recognition of the economic value of sense of place. <u>Preserve and enhance</u> <u>the region's unique</u> <u>attributes and each</u> <u>community's</u> <u>distinctive identity and</u> <u>design as economic</u> <u>assets as the region</u> <u>grows.</u>	historical, cultural and archaeological resources in a manner consistent with state law and local policies and in collaboration with state agencies and tribes. The County and cities should <u>consider the potential impacts of development to culturally significant sites and tribal treaty fishing, hunting, and gathering grounds and should work with tribes to protect Tribal Reservation lands from encroachment by incompatible land uses and development both within reservation boundaries and on adjacent land.</u>	with the desire for growth and development EDP 1-2 – Develop incentives for property owners to improve deteriorating facades, signage and the general outside appearance of buildings.	gathering grounds considering the city's location and adjacency to the Tulalip tribe
MPP-Ec-20	Sustain and enhance arts and cultural institutions to foster an active and vibrant community life in every part of the region.	DP- ((34)) 37 The County and cities are encouraged to protect and preserve historical, cultural and archaeological resources in a manner consistent with state law and local policies and in collaboration with state agencies and tribes. The County and cities should	Policy gap	The city should consider adding one or more policies related especially to tribal treaty fishing, hunting, and gathering grounds considering the city's location and adjacency to the Tulalip tribe

		consider the potential impacts of development to culturally significant sites and tribal treaty fishing, hunting, and gathering grounds and should work with tribes to protect Tribal Reservation lands from encroachment by incompatible land uses and development both within reservation boundaries and on adjacent land.		
--	--	---	--	--



Comprehensive Plan Policy Gap Analysis

Community Development Committee

Planning Commission

Advisory Group

October 2022

Policy Gap Analysis

Assumes Existing Comprehensive Plan is Consistent with Growth Management Act (GMA)

Gap Analysis Considers New or Updated Policies:

- Puget Sound Regional Council Multicounty Planning Policies (MPP's)
- Snohomish County Planning Policies (CPP's)
- City of Stanwood Policies and Inconsistencies

Policy Gap Identification Process

Step 1: Review Existing Policies

- Determine If Existing City Policies Address New or Changed Regional or Countywide Policies

Step 2: Identify Policy Gaps

- Full Gap – New Policy Needed
- Partial Gap – Amendment to Existing Policy
- Potential Gap – Recommended Policy

Major Policy Changes

2022 Regional and County Policy Changes:

- Shifted PRSC Growth Strategy From Regional Geographies (City Sizes) to Transit Oriented
- Emphases on Addressing Impacts to Underserved Populations
 - Jobs, Housing, Parks, Displacement, Public Health, Redevelopment Impacts
- Coordination with Tribal Communities and Nations
- Climate Change



Policy Gap Matrix

Start with Land Use and Economic Development

Matrix Columns:

- PSRC Vision 2050 Policy Number
- PSRC 2050 Policy
- Implementing Countywide Planning Policy
- Identification of Gap
- Suggested Action to Close Gap

How to Identify Policy Changes

- Full Underline – New PRSC or County Policy
- Partial Underline – Existing Policy with Changes

Stanwood: Full Policy Gap

- Tribal Coordination and Protection of Cultural Resources
- Equity, Displacement, Economic Development, Construction Impacts, & Public Investment
 - Low-Income Households
 - People of Color
 - Marginalized Populations
- Advocate for Living Wage Jobs
- Loss of Locally Owned Small Businesses



Stanwood: Partial Policy Gap

- Impacts on Underserved and Marginalized Communities, People of Color, Low Income Households
- Jobs / Housing Balance – “Jobs Closer to Home”
- Open Space and Park Coordination with Regional and County Partners
- Transit Oriented Development & Mix-Use Development Opportunities (New Mixed-Use Zone)
- Reuse of Unused, Underused or Environmental Contaminated Property for Housing



Stanwood: Partial Policy Gap

- Respect Culturally Significant Sites and Tribal Treaty Rights
- Inclusive Planning & Investment Policies to Reduce Impacts / Disparities
- Inclusive Public Health and Well Being Policies (Full City vs Downtown)
- Broaden “In-Fill” Redevelopment Policies to Include “Underutilized”, “Surplus” and “Environmentally Contaminated” Properties
- Support Woman and Minority Owned Businesses
- Address Climate Change, Resilience, & Sustainability



Stanwood: Potential Policy Gap

- Broaden “In-Fill” Redevelopment Policies to Include “Underutilized”, “Surplus” and “Environmentally Contaminated” Properties (Same as Partial Gap)
- Modify “Centers” Language Regarding Downtown; Centers Has a Different Meaning in Vision 2050; Could Cause a Conflict

Definitions:

Vulnerable Populations: People who are unable to avoid or have difficulty recovering from the impacts of hazardous conditions because of factors such as limited resources or impaired physical health

Marginalized Communities: Include, but are not limited to, native and Indigenous peoples, people of color, immigrants and refugees, people with low incomes, those with disabilities and health conditions, and people with limited English proficiency

Living Wage Job: Jobs that pay enough to meet the basic needs and costs of supporting a family or individual independently. Factors for determining living wage jobs include housing, food, transportation, utilities, health care, childcare, and recreation.

Centers: A defined focal area within a city or community that is a priority for local planning and infrastructure. VISION 2050 identifies scales of mixed-use centers, which have a mix of housing, employment, retail and entertainment uses and are served by multiple transportation options. Industrial centers concentrate and preserve manufacturing and industrial lands. Regional centers are formally designated by PSRC.





CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATE: October 21, 2022
SUBJECT: 2023 Special Event/Tourism Grant – Glass Quest
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

BACKGROUND

The Stanwood City Council has adopted and funded a Special Events / Tourism Grant program, established under Resolution No. 2018-13, to promote community events that draw visitors from outside the area. Grants are considered by the Economic Development Board and awarded by the Mayor.

PROJECT DESCRIPTION

The Great Northwest Glass Quest is a 10-day treasure hunt for hand blown glass balls that attracts thousands of people to Stanwood and Camano Island each February. The GNWGQ is applying for a Tourism Grant through the City of Stanwood. The requested amount listed on the application is \$2,000. Grants may be considered in an amount up to \$1,000 for events with less than 4,000 participants, and \$2,000 for events over 4,000 participants.

2022 data taken from on-line check-ins showed the total number of individual questers to be close to 10,000 individuals. Of those people who checked in online, 1,987 individuals indicated that they were here for a day trip, 1,202 individuals lived in the area, 463 individuals stayed overnight in paid accommodations, and 68 individuals stayed overnight with family or friends.

For 2023, they are anticipating a budget of \$54,800, which meets the requirements of the 50% grant award match. History shows the Great Northwest Glass Quest event routinely brings in over 4,000 participants and continues to grow. The event qualifies for the full grant award of \$2,000.



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: October 21, 2022

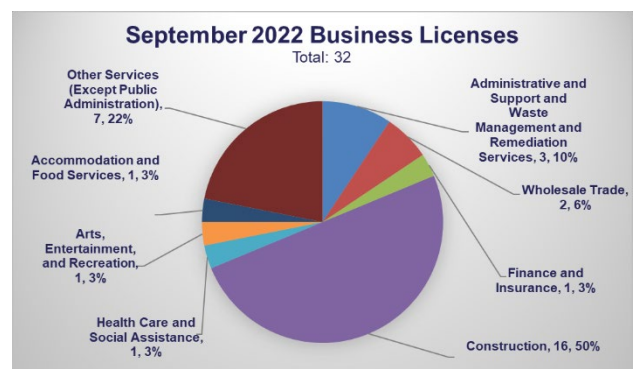
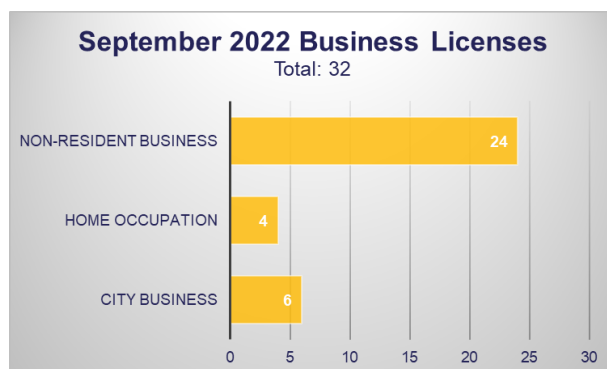
SUBJECT: Business License September 2022 Analytics

CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Business License Analytics for September 2022

For the month of September 2022, 32 business licenses were processed. 24 of the licenses were non-resident business licenses, 4 of the licenses were home occupation licenses, and 6 of the licenses were city business licenses.

According to the NAICS codes for each business, 50% of businesses were classified as construction, 6% of businesses were classified as wholesale trade, 3% of businesses were classified as finance and insurance, 10% of businesses were classified as administrative support and waste management and remediation services, 3% of businesses were classified as health care and social assistance, 3% of businesses were classified as arts, entertainment and recreation, 3% of businesses were classified as accommodation and food services, and 22% of businesses were classified as other services.





CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATES: October 21, 2022

SUBJECT: Discover Stanwood Camano September 2022 Analytics

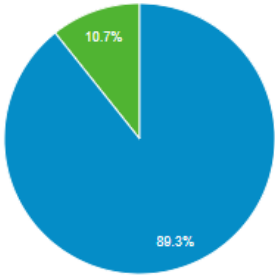
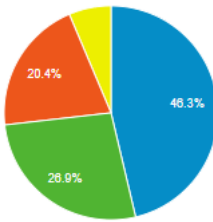
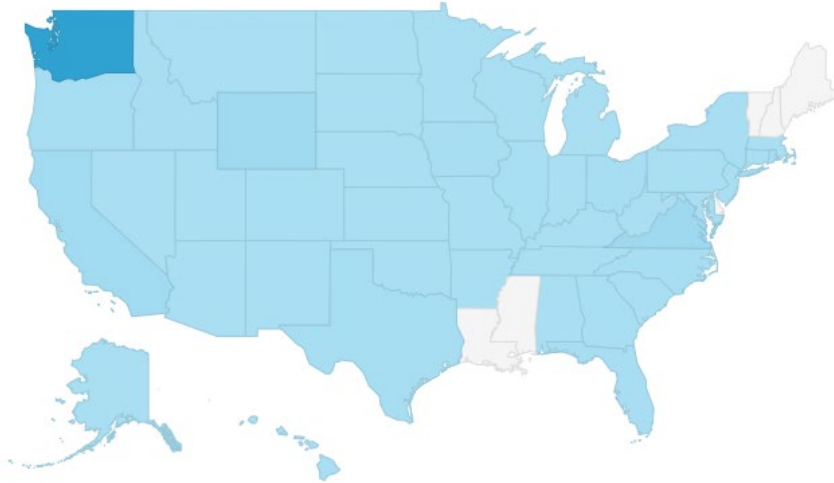
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

Discover Stanwood Camano Analytics for September 2022

For the month of September 2022, Discover Stanwood Camano had 2,229 users (-21%) visit the website for at least one session. There was also a total of 3,829 pageviews (-28%). 46.3% of the audience found the website through organic search, 26.9% of the audience found the website through direct search, 6.4% of the audience found the website through a referral, and 20.4% of the audience found the website through social. The top five states for audience location were Washington with 1,495 visitors, Wyoming with 134 visitors, Virginia with 94 visitors, California with 90 visitors and Texas with 44 visitors. In Washington State, the audience location breakdown was Seattle with 433 visitors, not set (no known location) with 286 visitors, Camano with 82 visitors, Everett with 67 visitors, Stanwood with 46 visitors, Marysville with 44 visitors and Mount Vernon with 35 visitors.

For the month of September 2022, the Facebook page reached over 24,984 people(+12.6%) and had 628 page visits (-36.3%). The Instagram account reached over 2,776 people (+14.7%) and had 190 profile visits (-41.5%)

Discover Stanwood Camano Analytics

September 2022																	
Audience Overview	Acquisition Overview																
Users: 2,229 Page views: 3,829 ■ New Visitor ■ Returning Visitor Sep 1, 2022 - Sep 30, 2022  <table border="1"> <caption>Visitor Type Data</caption> <thead> <tr> <th>Visitor Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>New Visitor</td> <td>89.3%</td> </tr> <tr> <td>Returning Visitor</td> <td>10.7%</td> </tr> </tbody> </table>	Visitor Type	Percentage	New Visitor	89.3%	Returning Visitor	10.7%	 <table border="1"> <caption>Acquisition Source Data</caption> <thead> <tr> <th>Acquisition Source</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Organic Search</td> <td>46.3%</td> </tr> <tr> <td>Direct</td> <td>26.9%</td> </tr> <tr> <td>Social</td> <td>20.4%</td> </tr> <tr> <td>Referral</td> <td>6.4%</td> </tr> </tbody> </table>	Acquisition Source	Percentage	Organic Search	46.3%	Direct	26.9%	Social	20.4%	Referral	6.4%
Visitor Type	Percentage																
New Visitor	89.3%																
Returning Visitor	10.7%																
Acquisition Source	Percentage																
Organic Search	46.3%																
Direct	26.9%																
Social	20.4%																
Referral	6.4%																
Audience Location																	
 United States: Washington: 1,495 Wyoming: 134 Virginia: 94 California: 90 Texas: 44 Washington: Seattle: 433 Not Set: 286 Camano: 82 Everett: 67 Stanwood: 46 Marysville: 44 Mount Vernon: 35																	
Facebook	Instagram																
Page Reach: 24,984 Page Visits: 628	Page Reach: 2,776 Profile Visits: 190																



CITY OF STANWOOD ECONOMIC DEVELOPMENT BOARD AGENDA STAFF REPORT

MEETING DATE: October 21, 2022
SUBJECT: EDB Rules of Procedure
CONTACT PERSON: Sarah Cho, Economic Development and Marketing Manager

BACKGROUND

The Stanwood City Council established an Economic Development Board with the intent to promote a favorable business environment to retain businesses in the City and encourage tourism in the City. At the last City Council meeting, City Council has requested staff to reevaluate term limits and schedules so that a majority of board positions do not expire at the same time, and that board position terms are staggered. The following board members and their terms have been renewed to December 31, 2024: Les Anderson, Randy Heagle, Blake Arnold, John Russell, and Ashley Palmer

The following terms and rules of procedure for the Economic Development Board are outlined:

Term

The Economic Development Board shall be reconvened for a period of four years. At the end of the four year period the organization and effectiveness of the Committee shall be evaluated and the Committee may be reconvened for a longer term as determined by the City Council

Membership

- 7 voting members, representing a cross section of the business community, appointed by the Mayor with City Council ratification.
- Initial terms shall be staggered so that the entire committee does not change at the same time in the future.
 - 4 two-year terms
 - 3 one-year terms
 - All terms become 2 year after the initial terms expire

Composition of the Board

- Stanwood business community with 7 at large members located within the boundaries of the Stanwood Camano School District
- The City Administrator and Mayor as non-voting members

Officers

Officer shall include a Chair and Vice-Chair; both appointed members by a simple majority vote of the Board.

Staffing

As determined by the Mayor and/or City Administrator.

Meeting

Monthly at a time established by the Board.

Responsibilities

- Provide a communication link between the city and the business community.
- Advise the City on implementation of the Economic Development Work Program.
- Advise the City on the business perspective on a range of policy issues such as capital planning, zoning amendments and land use policy plans.
- Advise the city on grant applications for 1) special events grants that benefit Stanwood and 2) small capital projects grants benefiting Stanwood Downtown.

Authority

- The Board shall be an advisory body to the Stanwood Mayor and City Council.
 - Special Events and small capital grants recommendations within specific line item budgeted programs shall be made to the Mayor.
 - All other recommendations addressing work program, policy issues and economic development related budgets issues shall be made to the City Council.

Disqualification

If a Board member finds they may have a conflict of interest on a matter presented, they shall disclose the potential conflict and the Board, as a group, shall determine if that member would be eligible to discuss and/or vote on the topic. A conflict of interest shall generally be defined as a personal or financial interest potentially sufficient to create a conflict of interest in serving the public good or other public interest.

Absences

Absence from more than three (3) consecutive meetings may be cause for removal. Members shall communicate with their Board Chair or city staff representative with requests for excused absences in the event they will miss three or more Board meetings. Emergency requests may be considered.

Voting

In instances where a vote is called for or required, the present majority is sufficient to act provided that a quorum is present. Each member shall have one vote and no proxies shall be allowed. Members may abstain. A tie vote means that the motion fails.

Stakeholders

Board members are encouraged to invite community stakeholders to meetings for the purpose of expanding the conversation and understanding of issues before the Board. Stakeholders may participate in the meetings but are not eligible to vote on matters before the Board. Stakeholders may include, but are not limited to representatives of the following groups: Chambers of Commerce, Downtown Business Associations, the Stanwood School District, Clubs and Organizations, and/or Community Groups.

Rule Amendments

These rules may be amended as needed by a majority vote of the membership.