CITY OF SULTAN

STRATEGIC PLAN AND VISION

2021

AGENDA

1. Review Process
2. Recommendations
   - Create a sense of place
   - Make small, visible investments
   - Invest now for the long-term
3. Specific Project Options
4. Questions

PROJECT PROCESS

How can the City of Sultan **strategically revitalize** its **downtown** to **sustainably** attract Sky Valley consumers and businesses to meet the **changing needs** of the community?

Literature Review
50+ articles, plans, regional and state guidance

Peer City Interviews
8 cities across King and Snohomish counties

Community Survey
440 responses, 79% from Sultan

Focus Group Conversations
4 conversations, 40 participants

RECOMMENDATIONS

GOAL #1: CREATE A SENSE OF PLACE ON MAIN STREET

1. Develop and adopt downtown design guidelines

1. Implement facade improvement program

1. Build bike paths and increase walkability, prioritize alternative route from Sultan Basin Road
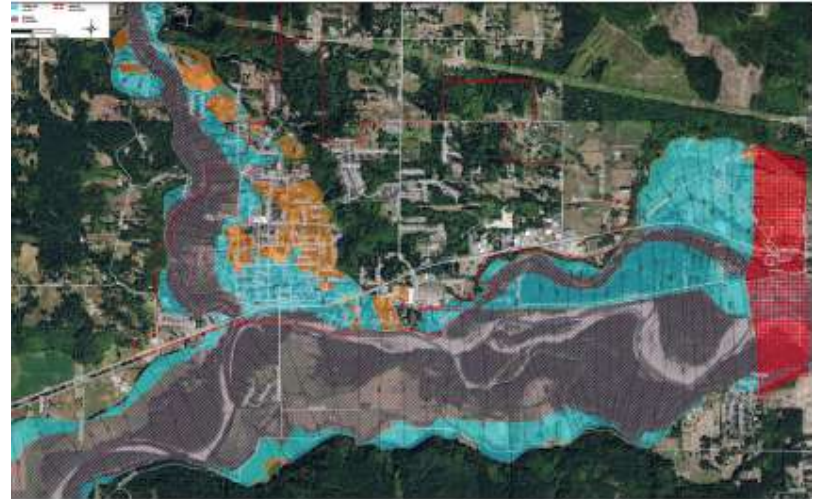
1. Create an illumination plan

GOAL #2: MAKE SMALL, VISIBLE, IMMEDIATE INVESTMENTS

1. Work with Storefront Studio in Spring 2022
2. Identify five projects to accomplish in five years, including wayfinding signs
3. Activate the space
4. Shift resources to communication

GOAL #3: INVEST NOW FOR THE LONG-TERM

1. Prioritize flooding solutions

1. Explore tax increment financing

1. Revise city code to a form-based code

1. Purchase property for future development

SPECIFIC PROJECT OPTIONS

Dream a little...

1. Re-do retail facades
2. Design guidelines
3. City theme
4. Coffee shop
5. Holding other social events

Install lights and develop High Street Trail

Dream a little more...

1. Incentivize businesses to move to Sultan
2. Lighting
3. Alternative route from Sultan Basin (including bike/walking)
4. Outdoor dining
5. Diminishing vacancies

Wayfinding Signs

Dream big

1. Bike paths and increased walkability
2. Community center
3. Splash pad
4. Bigger grocery store
5. Better parking (including handicap)

Increase and develop riverfront access

QUESTIONS?