

# Sedro-Woolley Economic Development Action Plan (Draft)

## Focus on public Downtown Improvements

- Lighting
- Painting
- Wiring for festivals
- Lights for festivals – consider lights hanging across Metcalf
- Alleys
- Sidewalks
- More trash cans downtown (on Metcalf) with better designs
- Planters
- Murals
- Parklets
- Address Parking – consider parking regulations, supply
- AED signs
- Support updates to key buildings (ex. Woolley Market)
- Partner with BNSF on public use of their right of way (ex. mobile art walk)
- Develop a Downtown concert venue

## Improve the State Route 20 and State Route 9 Corridors

- Partner with the new owners of Skagit Industrial Park, Sedron Industries, to leverage Sedron's investment in the park to accent and benefit Downtown Sedro-Woolley and the State Route 20/9 corridor
  - Improve the State Route 20/9 appearance of the park
  - Explore improved connectivity of the park to the rest of the City
  - Evaluate Downtown improvements that may compliment the park and elements of the park that may be able to compliment Downtown and the State Route 20/9 corridor
- Develop an archway to cover the railroad trestle and point tourists to Downtown
- Work to get Ferry Street properties improved on the entry to Downtown from Highway 9, perhaps some funds could be used for environmental studies, as needed, in this area
- Improve the appearance of fencing
- Improve directional signage
- Improve the appearance of roundabouts

## Improve the Cleanliness and Visual Appearance of Commercial Areas, including Downtown

- Invest in additional Public Works staff or partnerships to enhance the cleanliness of commercial areas in Sedro-Woolley

## Engage in creative placemaking – support the creation of experiences and places that are unique for visitors to and residents of Sedro-Woolley

- Focus on making Sedro-Woolley more fun and interesting
- Support public art with the support of the Arts Commission
- Invest in trails and parks and connect them

- Evaluate streetscapes and landscaping
- Create a more dog-friendly city - evaluate dog park expansion and the development of additional dog parks
- Capitalize on small-town Americana strengths by supporting and promoting experiences and services that people want
- Develop small parks – ex. the lot by Tricky Busiu could be used for a park and parking if received from BNSF
- Possible food truck pads at our parks (especially Olmsted and Memorial)

#### Provide business-friendly permitting

- Invest in Planning & Building staffing to better support business permitting
- Establish permitting benchmarks for commercial permits and track progress
- Invest in Lean/Six Sigma process improvement processes to increase permitting system efficiency
- Improve the City’s Code to allow for more efficient and simplified permit processes
- Evaluate fees

#### Do further work with economic development partners to provide additional help and technical assistance for online commerce and other technical business support services

- Offer resources and referrals to partners from within the Planning & Building Department
- Partner with the Chamber to promote shopping local and to celebrate local businesses, especially manufacturing and retail
- Partner with organizations like RAIN Catalysts, the Small Business Development Center, the Center for Inclusive Entrepreneurship, and the Economic Development Alliance of Skagit County (EDASC) to provide services for Sedro-Woolley businesses. Consider providing space to one or several from which to deliver services more locally here.

#### Support infill commercial and housing development

- Evaluate options/opportunities and identify barriers during the 2023-2025 Comprehensive Plan update
  - Focus on site readiness and removing obstacles

#### Support housing development to provide a larger local workforce and to further support local retail

- Evaluate the housing types needed to have the largest benefit on the Sedro-Woolley economy through the 2023-25 Comprehensive Plan Update
- Implement strategies and incentives to support housing types desired

#### Continue to partner regionally to benefit the regional economy, which will benefit the Sedro-Woolley Economy

- Leverage collective strengths in Skagit Valley and care out our area of that – possible focus on food. Leverage valley value-added agriculture as the theme
- Use the 2023-25 Comprehensive Plan Update to become clearer on what industry clusters the City wants to recruit and grow to help diversify its economy

### Continue to Partner with the Port of Skagit and Skagit County on the Continued Redevelopment of the SWIFT Center

- Support business incubator space at the SWIFT Center
- Support the theme of community wellness, recreation, tourism, and hospitality at the SWIFT Center
- Help support the \$45 million needed to renovate SWIFT Center buildings
- Destination music in the park in the shorter term could be a benefit to the community
- Develop meeting space

### Support Enhanced Tourism

- Become the Basecamp of the North Cascades, leveraging outdoor recreation
  - Partner with the North Cascades Institute, North Cascades National Park, the Pacific Northwest Trail Association, local wilderness guides, and other recreation-based organizations and businesses
- Tap into the City's history by working more formally with the Sedro-Woolley Museum and other history-focused organizations
- Promote and develop sports tournaments and events through partnerships
- Work with hotel operators to consider developing in Sedro-Woolley
- Evaluate vacation policies related to vacation rentals if hotel development does not materialize
- Leverage lodging tax funding to fuel more tourism
- Develop marketing videos
- Develop a parks and trails map
- Evaluate cycling infrastructure and services, recruit a bike shop and other key services
- Cultivate and sustain a more open and welcoming atmosphere

### Citywide Public Infrastructure Development

- Continue to fund and build projects to support growth. Review impact fees and project funding to make sure there is financial support for the planned projects.
  - Plant beautiful trees that don't heave sidewalks
  - Repair sidewalks

### Workforce Development

- Form a Sedro-Woolley Workforce Development Action Team
  - Evaluate opportunities for youth to get into apprenticeships, build partnerships with schools
  - Work with the Port to evaluate possible education uses of SWIFT Center
  - Help Sedro-Woolley School District connect students with businesses
  - Work with Job Corps and Skagit Valley College
  - Engage CTE programs (career technical education)
  - Have more of a trades-focus locally