

# Sultan Comprehensive Plan Update Planning Summit Series Recap



December 1, 2023





# SULTAN RESIDENTS WEIGH IN ON THE COMPREHENSIVE PLAN UPDATE

The City of Sultan will be engaging with community members through the summer of 2024 to hear their vision for the evolution of the city, and how that will inform the upcoming 2024 Comprehensive Plan Update. The latest major engagement event was the Planning Summit, which took place over three evenings from November 13th through 15th. The City welcomed this initial participation, which saw over 70 community members participate in the series.

The Planning Summit covered comprehensive planning education, community visioning exercises, and area-focused sessions where public feedback was received. The first night's hybrid Kick-off and Visioning session gave an overview of the comprehensive plan update process

and gathered community feedback through a variety of polling and mapping exercises. Two subsequent sessions were held virtually over Zoom and focused on the future of downtown, the US-2 Corridor, and Sultan's neighborhoods. Each of these events included a series of questions in an online polling process to provide the team with a general idea of the shared values and preferences of the community. Interactive online mapping was also used to gather location-specific feedback from the public.

Each of these Summit meetings was live-streamed, recorded, and uploaded with multi-lingual subtitles to the Sultan 2044 website at <https://www.sultan2044.com>.

## Key Findings

The interests and desires expressed by the community throughout the Planning Summit are consistent with what the project team has heard during outreach efforts that took place over the past five months. The Comprehensive Plan will build upon these collective efforts and reflect community needs.

- » The condition of the US-2 Corridor remained a focal point for many participants. Several people would like to prioritize traffic decongestion and safety improvements ahead of additional growth.
- » Sultan's parks, rivers, mountain views, VOA, Sno Isle Library, and Main Street are popular assets identified by participants during the community mapping exercise.
- » Flooding, wildfire risk, unattractive US-2 development, a disconnected transportation network, unsafe walking and biking conditions, and traffic congestion are recurring challenges.
- » Community mapping participants found alignment with several desired connections: east-west alternatives between Sultan Basin Road and the western side of Sultan, between Osprey and Reese Parks, and safe crossings between downtown and the neighborhoods south of US-2.
- » Participants expressed a desire to see a diversity of options in housing and transportation. Many would like to see safe multi-modal connections between neighborhoods, neighborhood-serving commercial centers, and small multi-family structures that reflect Sultan's character and identity.
- » Some participants expressed concern about rapid growth such as impacts on schools, infrastructure, transportation, and residential neighborhoods.
- » Top Downtown desires:
  - o Streetscape and facade improvements
  - o Concrete plans for undeveloped City property
  - o Mixed-use buildings
- » Top US-2 Corridor desires:
  - o Safe pedestrian north/south crossing and east/west traversal
  - o Bring tourism in from the highway
  - o Existing development pattern was desired by 0% of attendees polled
- » Top Neighborhood desires:
  - o Safe multimodal connections from Sultan Basin Road to Downtown
  - o Neighborhood-serving commercial
  - o Housing choice and affordability

## Attendance Statistics

<b>3</b>	Meetings
<b>6</b>	Presenters / City Staff / Consultants
<b>86</b>	Total Registrants
<b>73</b>	Individuals attending at least one meeting
<b>23%</b>	Attended more than one meeting
<b>35</b>	November 13th – In-Person Kick-Off and Visioning
<b>8</b>	Online webinar attendees
<b>30</b>	November 14th – Downtown & US-2 Corridor
<b>36</b>	November 15th – Sultan's Neighborhoods



The Planning Summit Series follows several months of community outreach. Between June and October, the project team attended farmers markets, the Sultan Shindig, and other community events with a variety of tabling and mapping activities. In combination with over 750 community surveys, feedback collected during this time was used to inform the direction of the Planning Summit. All ideas, priorities, and challenges learned to date are being used to refresh the community vision, growth alternatives, and goals and policies during forthcoming phases of the project.

Demographic information was not collected during the Planning Summit. However, it is clear to the project team that some groups in the community were underrepresented. Conflicting Diwali celebrations and inadequate multi-lingual materials, for example, likely led to no participation from Sultan’s Indian and Hispanic communities. The events also failed to attract participation from young adults and kids. Moving forward, the project team will focus on explicit outreach to these groups by meeting with leaders in the Indian and Hispanic communities, attending community events, and through lunchtime activities at Sultan’s schools.

# Kick-Off & Visioning Summit

November 13, 2023



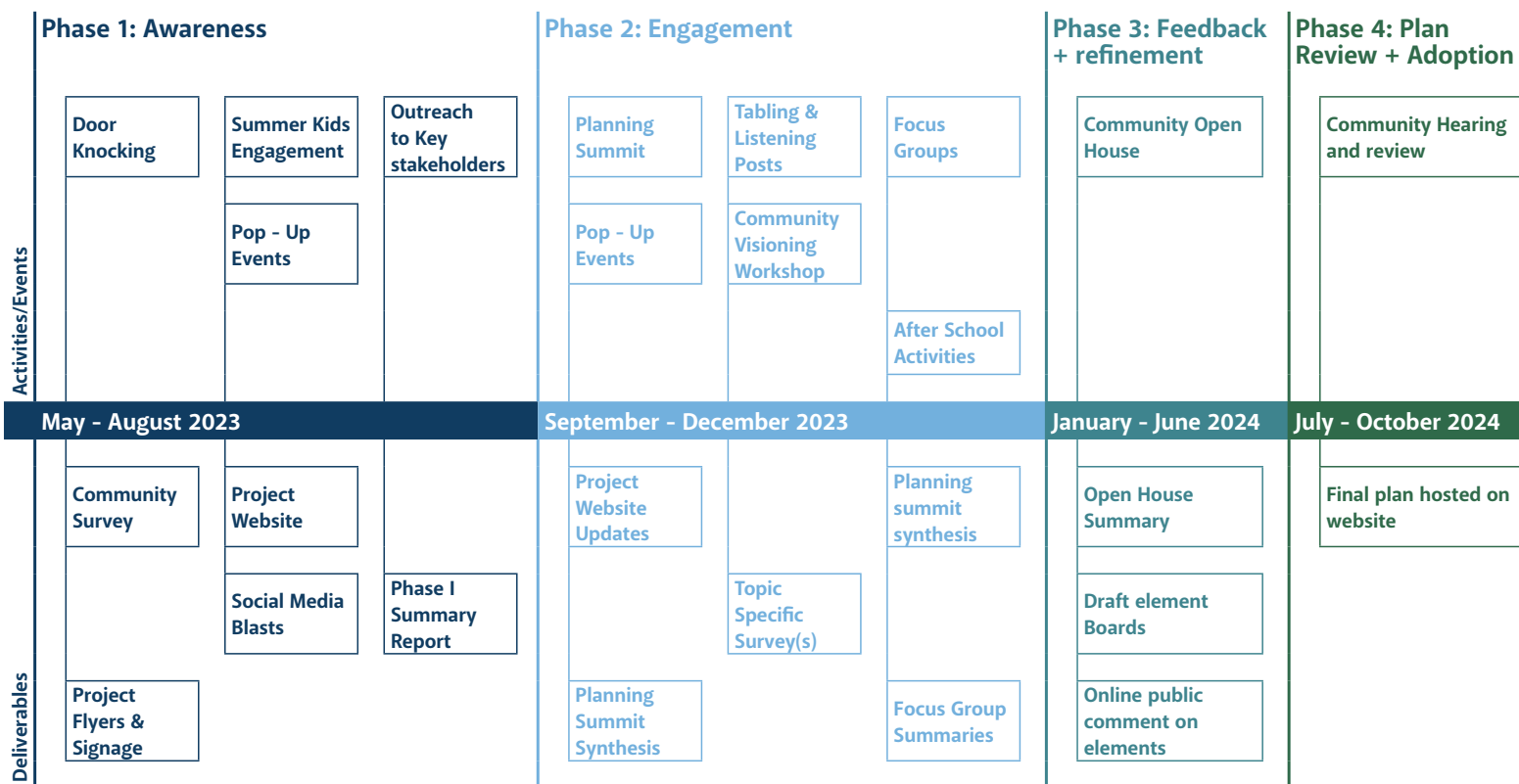
Tyler Quinn-Smith of Framework presenting to the crowd at Sultan Middle School

The first Kick-Off and Visioning session took place at the Sultan Middle School and was live-streamed via Zoom Webinar for those who could not attend in person. Speakers from the City included Sultan Mayor Russell Wiita and Community Development Director Hal Hart. Tyler Quinn-Smith, Project Manager at Framework, and Sarah Lukins, Planner and Urban Designer at Framework, were speakers for the consultant team. Additional facilitators at the event included City planning and economic development staff Cyd Donk, Mark Bond, and Melody Dazey, plus Lesley Bain and Matt Campbell of Framework. Thirty-five community members attended this first meeting, including eight online-only attendees.

After welcoming remarks from Mayor Wiita, the formal presentation portion of

the meeting explained the nature of a city Comprehensive Plan and the plan update process. Tyler began by introducing the State, regional, and county requirements that influence comprehensive plans and described the 20-year lifecycle of plan adoption, implementation, monitoring, and refinement. Hal spoke about the implications of comprehensive planning on the daily functioning of city hall and, ultimately, the lived experience of Sultan residents.

Next, Sarah Lukins of Framework shifted the focus to community visioning. After overviewing the City’s existing vision (established in 2011) and other visioning efforts, Sarah shared ten draft “Big Ideas” based on what the project team has heard from the community thus far.



Ongoing Monitoring of Engagement Events + Activities





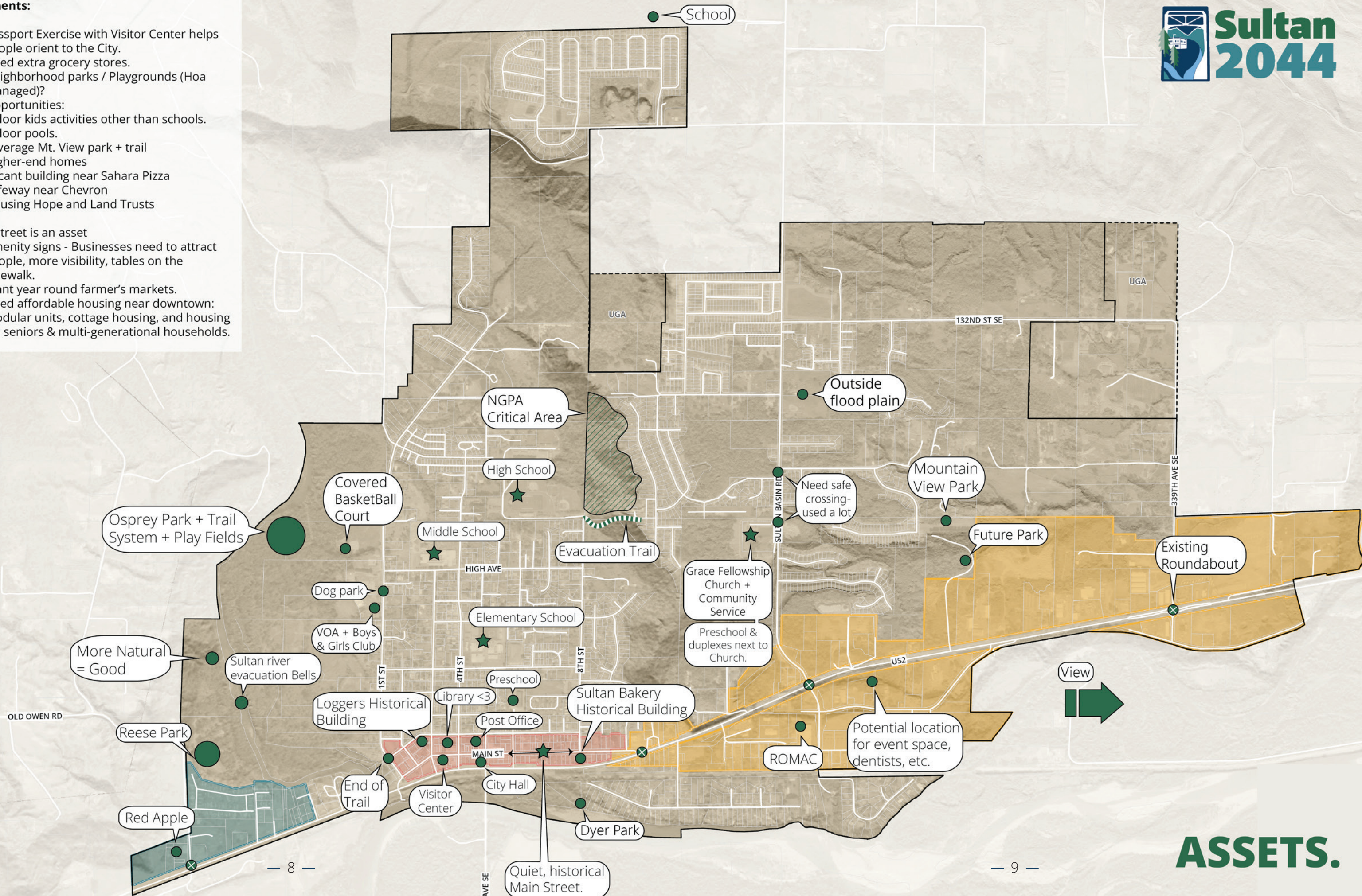


**Comments:**

1. Passport Exercise with Visitor Center helps people orient to the City.
2. Need extra grocery stores.
3. Neighborhood parks / Playgrounds (Hoa managed)?
4. Opportunities:
  - Indoor kids activities other than schools.
  - Indoor pools.
  - Leverage Mt. View park + trail
  - Higher-end homes
  - Vacant building near Sahara Pizza
  - Safeway near Chevron
  - Housing Hope and Land Trusts

**Main Street is an asset**

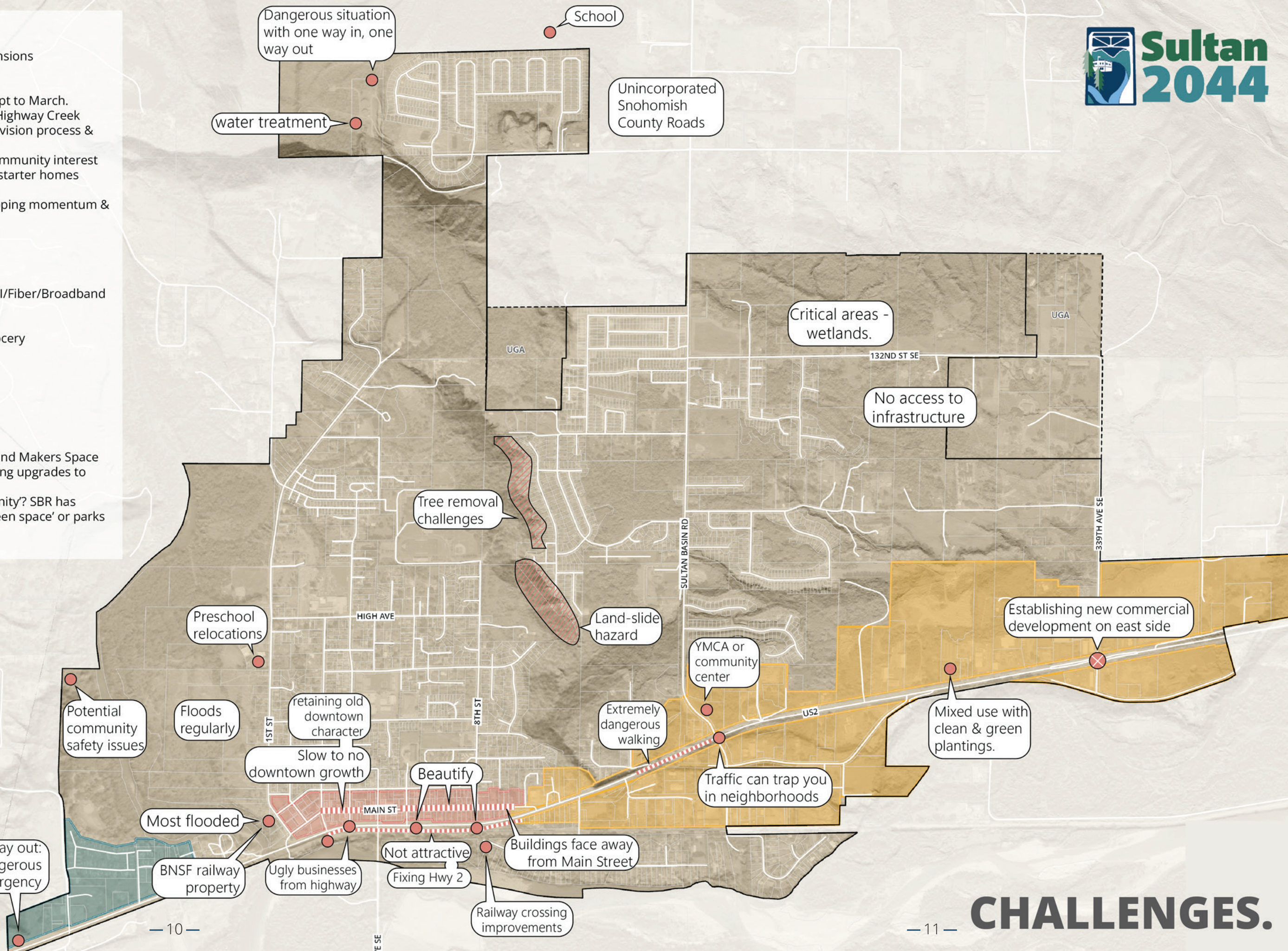
1. Amenity signs - Businesses need to attract people, more visibility, tables on the sidewalk.
2. Want year round farmer's markets.
3. Need affordable housing near downtown: modular units, cottage housing, and housing for seniors & multi-generational households.





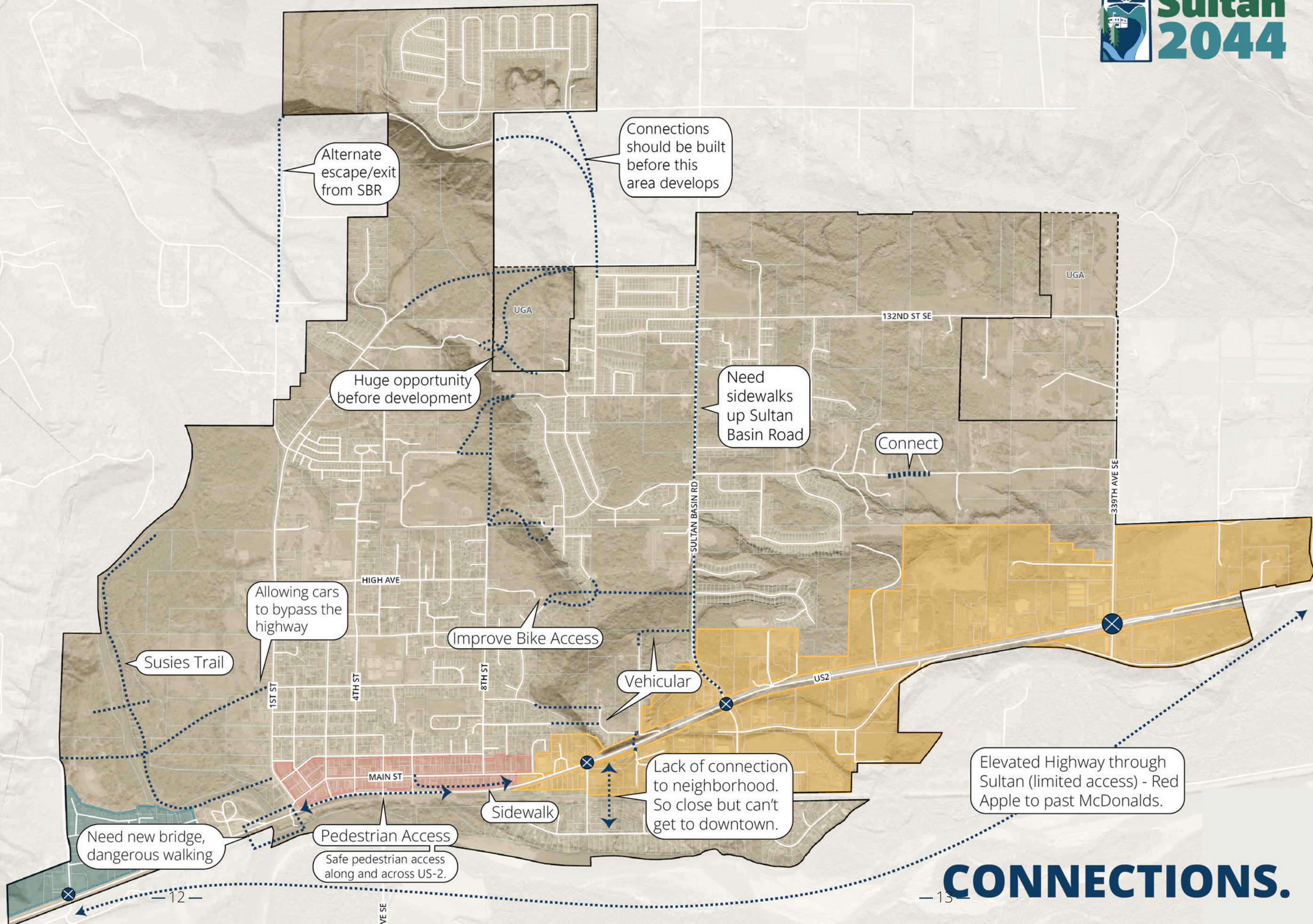
**Comments:**

1. Impervious Surface Expansions
2. Critical Areas
3. Missing Childcare
4. No place for kids from Sept to March.
5. Bridge on Sultan River + Highway Creek
6. No transparency in supervision process & approach
7. Developers don't have community interest
8. Limited housing stock to starter homes
9. doesn't look appealing
10. Status quo residents stopping momentum & change
11. Missing Childcare/Doctor
12. Insecure Sky Valley Coop
13. Grocery Access
14. Some Itinerant Camping
15. Utility Gaps including WIFI/Fiber/Broadband
16. Emergency Notification
17. Flood Design
18. Need Retail and small grocery
19. School growth
20. ADU / Infill
21. Housing
22. Cemetery
23. Walkability!
24. Industry
25. Rent going up
26. Need for Co-op Grocery and Makers Space
27. Flood regulations impacting upgrades to homes and businesses
28. How to preserve 'community'? SBR has development without 'green space' or parks within walkable distances.
29. Library expansion



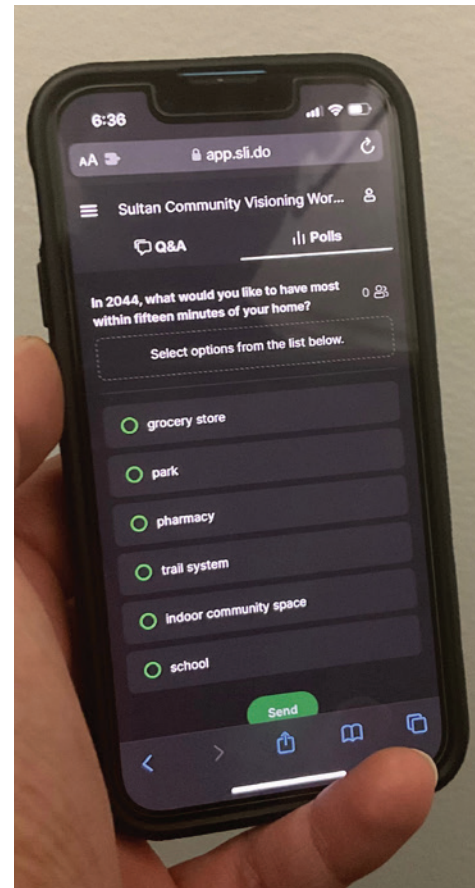
**CHALLENGES.**





# CONNECTIONS.





## Slido

Slido is an interactive web-based tool used by the project team to poll the community in real time.

Throughout the summit, meeting attendees were able to use their smartphones to vote in polls, submit typed responses, and see and respond to live feedback generated by other participants.

A variety of open response, visual preference, and rating questions were employed by the team. Visual preference selections and improvement examples were selected from different cities with similar characteristics and constraints, as well as based on feedback on model cities received during night one. To avoid potential bias, place names were omitted from the polling questions, but have been added into the results pages where appropriate.

Results from each night's polling are presented after the corresponding event's summary.

*The Slido interface can easily be navigated on phones (left), and provides real-time updates as responses roll in (below)*



# Night 1 Slido Polling Results

Kick-Off and Visioning

**Question 1: In 2044, what is one word that you hope describes Sultan?**

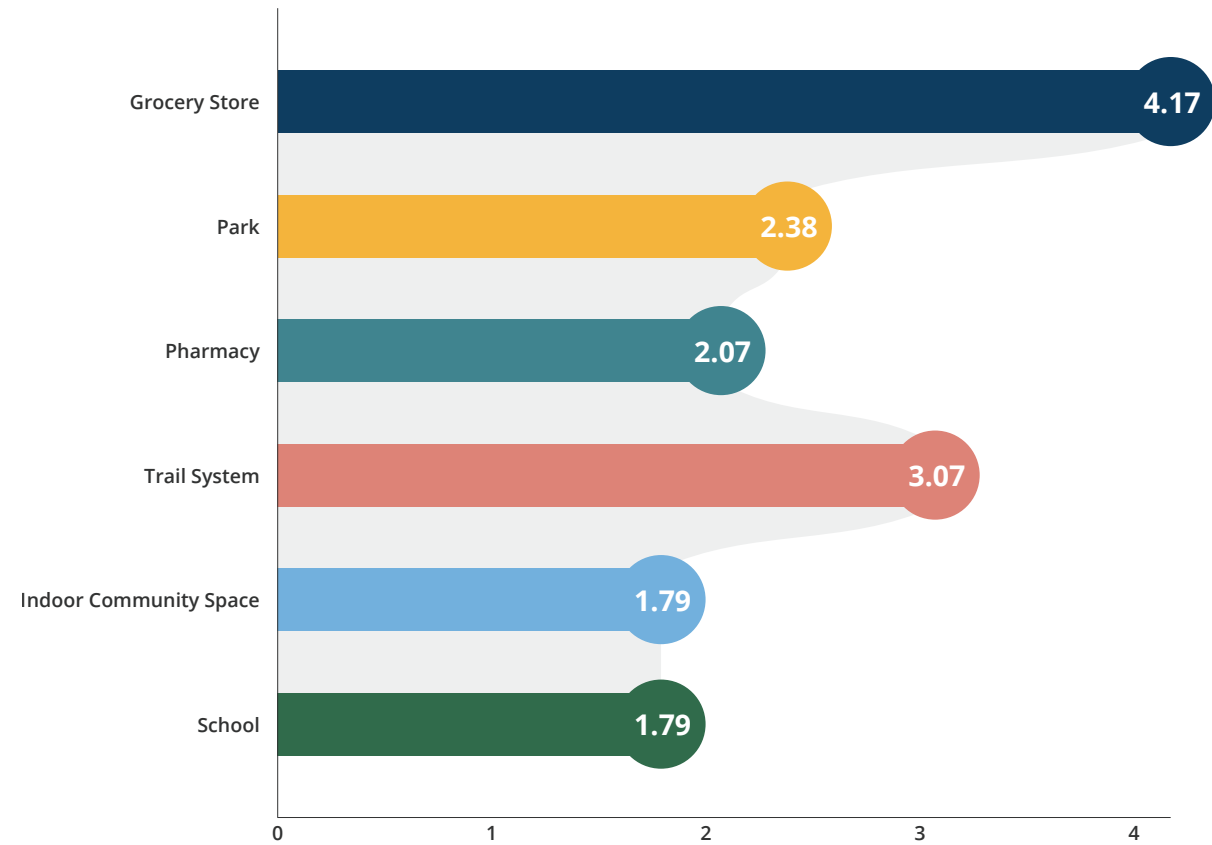


**Question 2: Sultan Residents have told us that they love the city's small town feel. Describe what you like most about living in a small city.**





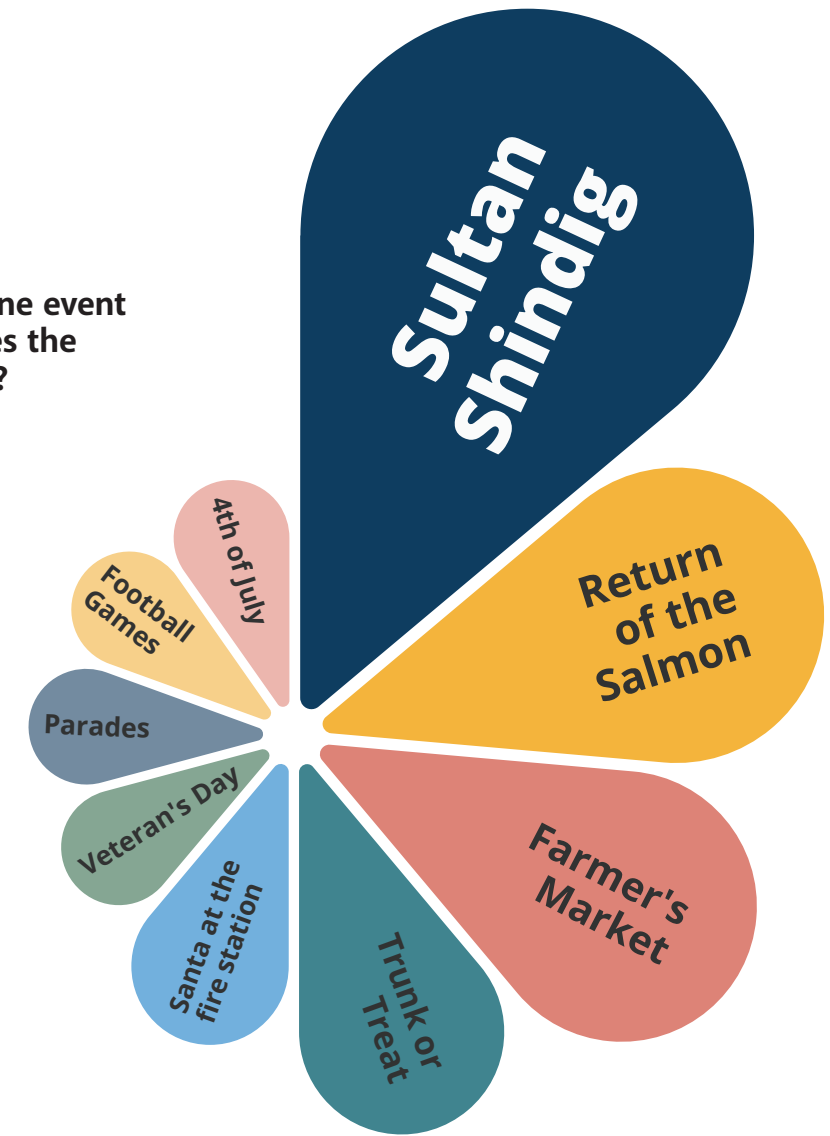
Question 3: In 2044, what would you like to have most within fifteen minutes of your home?



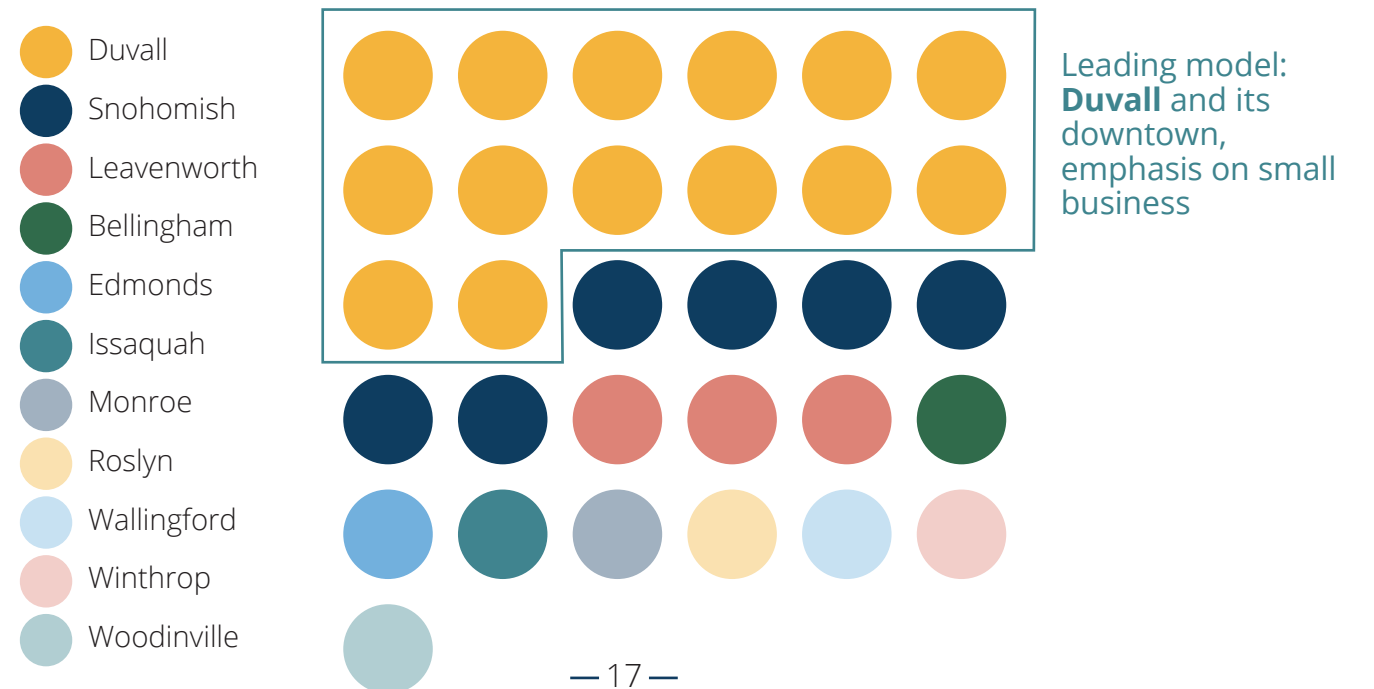
Question 4: What is one place in Sultan that you think captures Sultan's essence?



Question 5: What is one event in Sultan that captures the community's essence?



Question 6: What communities should we look to as models for Sultan, and what aspect of them should we reference?





# The Future of Sultan's Downtown & US-2 Corridor

November 14, 2023



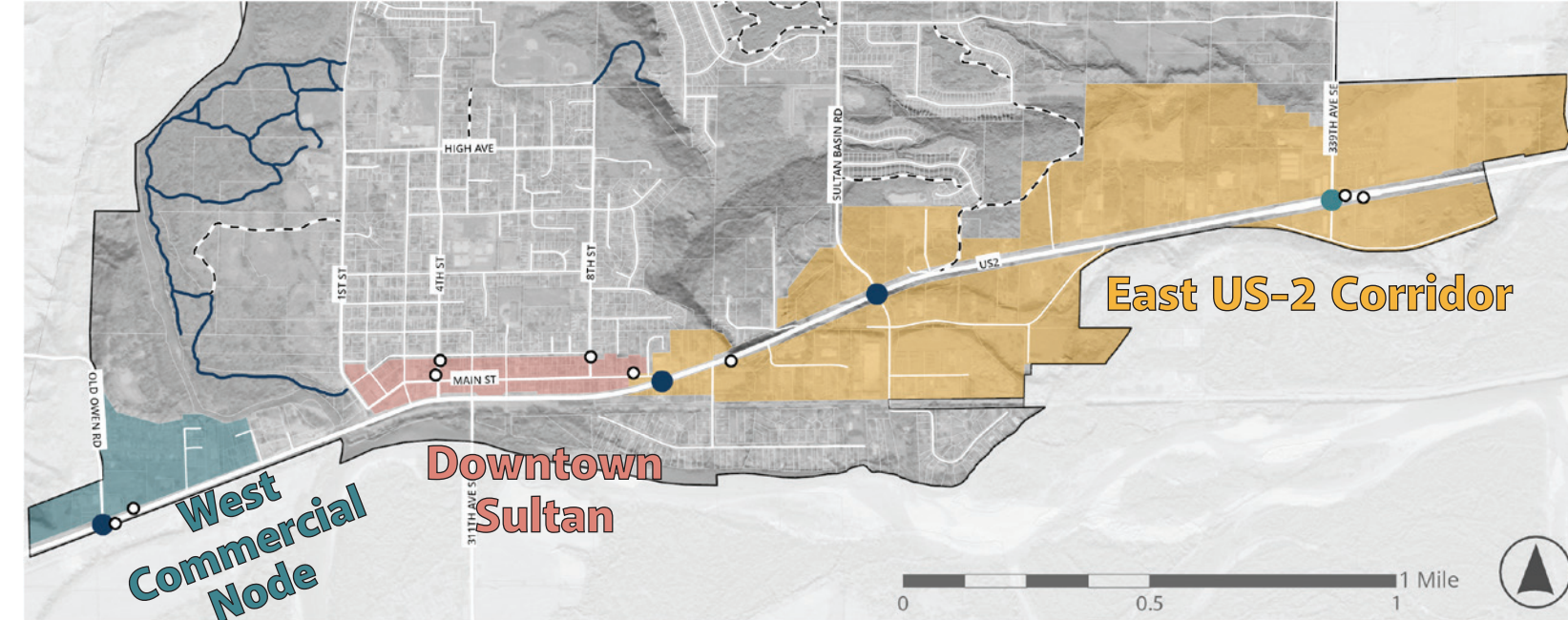
## The Future of Sultan's Downtown & US-2 Corridor

Sultan Comprehensive Plan Update

November 14, 2023

The second night of the Planning Summit took place entirely on Zoom and included a small watch party at City Hall for participants without a computer. Speakers for this session included Tyler Quinn-Smith, Sarah Lukins, and Jeff Arango of Framework and Andrew Bratlien of Transportation Solutions Inc (TSI). Sultan Public Works Director Nate Morgan and Kirk Harris of TSI were also available to address questions related to the ongoing work on the US-2 corridor. Twenty-five community members attended this event, including 5 individuals who joined the watch party at City Hall.

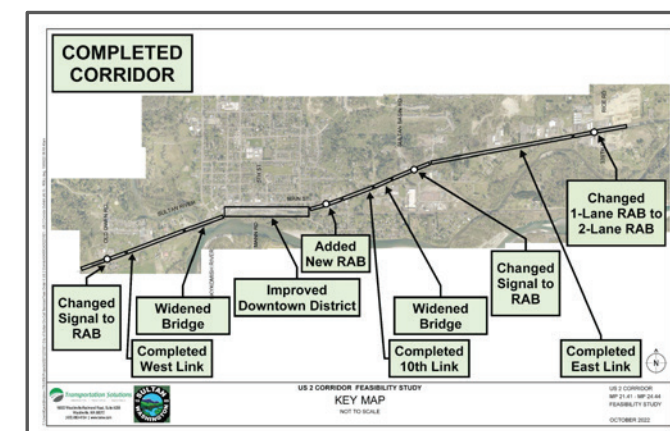
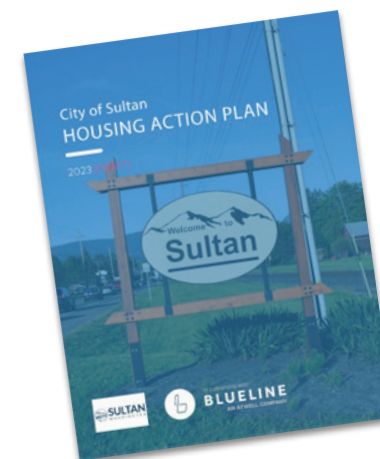
The virtual meeting (above) was also attended by a watch party at City Hall (below)



For the discussion and feedback, two distinct areas of the US-2 corridor were identified and defined, as was Downtown.

The evening began with a short overview on Sultan's Downtown and US-2 Corridor, which was split into the West Commercial Node and East US-2 Corridor. Speakers described the past or ongoing City initiatives that influence these areas and shared a series of maps to explain the zoning, development capacity, housing types, and transportation network that exists today. Demographic and employment statistics for the two larger areas—Downtown and US-2 Corridor—were also used to frame the current conditions compared these areas to the City as a whole.

## City Initiatives





Presenters and participants then explored three topics across Downtown and US-2: land use pattern, aesthetics and placemaking features, and connections to other neighborhoods.

A collaborative mapping software called Konveio was used to generate additional feedback during the final segment of the meeting. During this exercise, participants provided location-based feedback about challenges and opportunities in Downtown, the West Commercial Node, and along the East US-2 Corridor.



Sultan Public Works Director Nate Morgan answering audience questions live from the City Hall watch party.

3 participants ranking

Join at [slido.com](https://slido.com) #2860 607

US-2 1.2: Rank the e for how intersections and roundabouts should be used?

1. B - Gateway Entrance
2. A - Feeder Street Roundabout
3. D - Mixed-use arterial
4. C - Small neighborhood scale

Slido polling was integrated into the Zoom presentation to learn from participants about their preferences and survey their feedback across various topics.

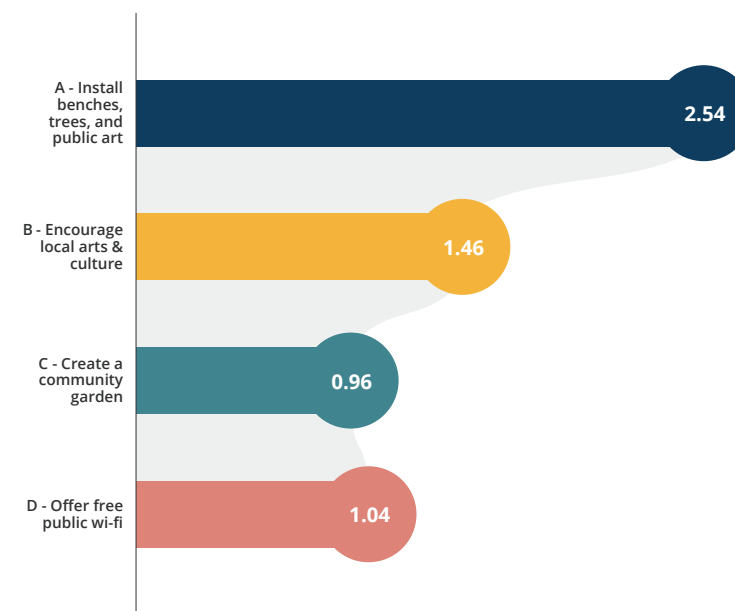
# Night 2 Slido Polling Results

Sultan's Downtown & US-2 Corridor

Question 1: What land uses are missing downtown?

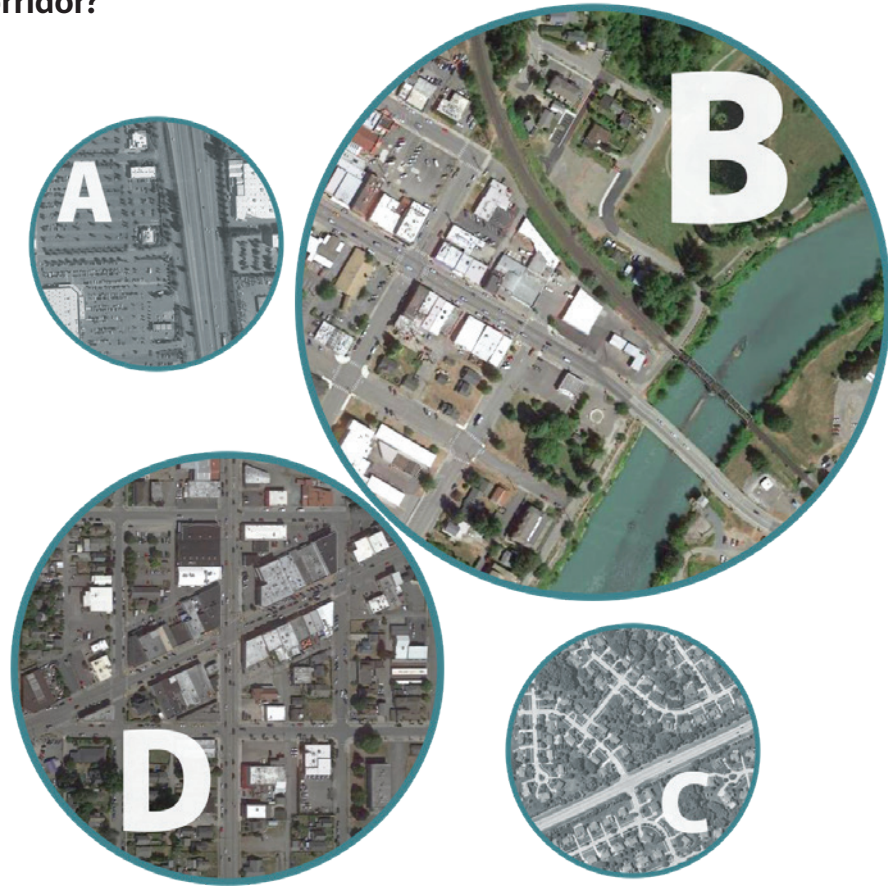


Question 2: What ideas should be prioritized to make downtown more community oriented?

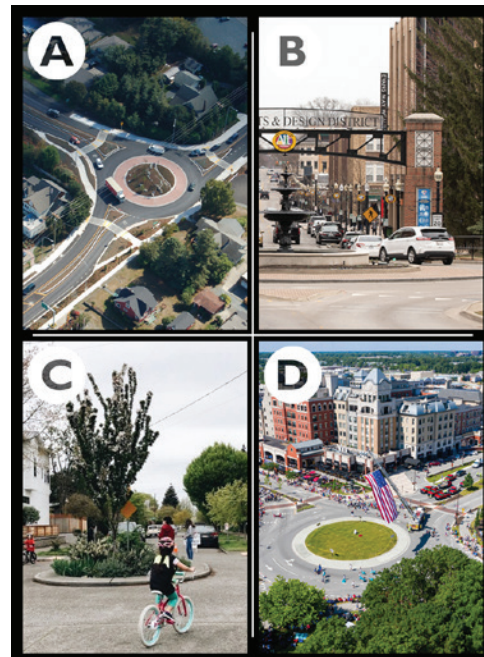
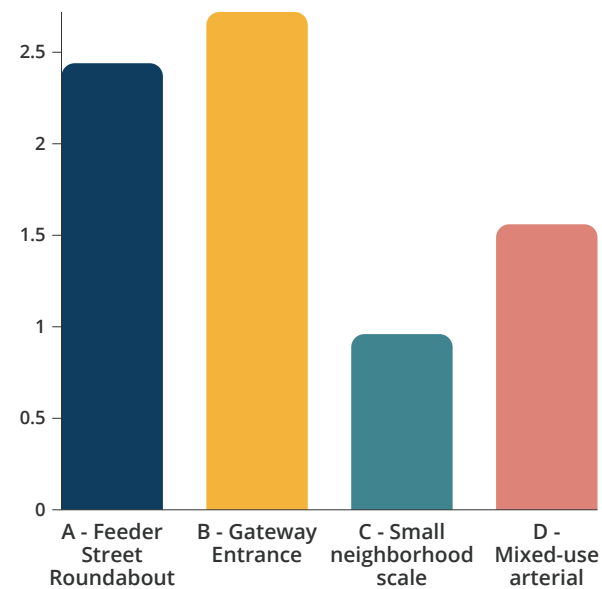




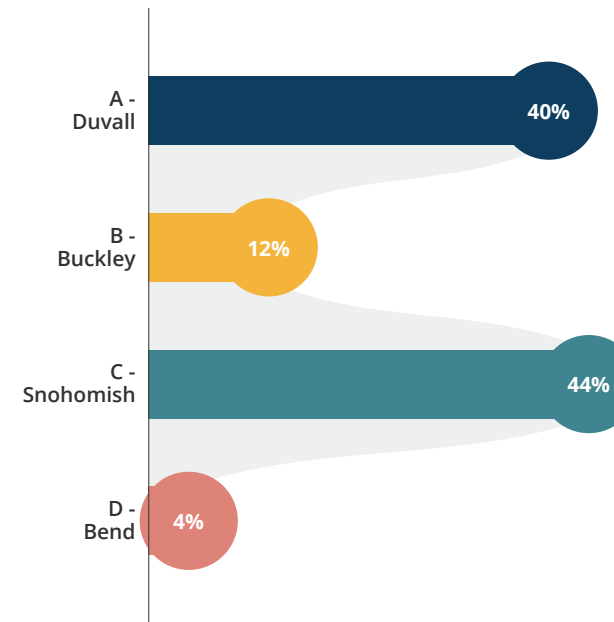
Question 3: Which example best illustrates your desired land use pattern along the US-2 corridor?



Question 4: Rank the examples for how intersections and roundabouts should be used.



Question 5: Which style of development do you like most for downtown?

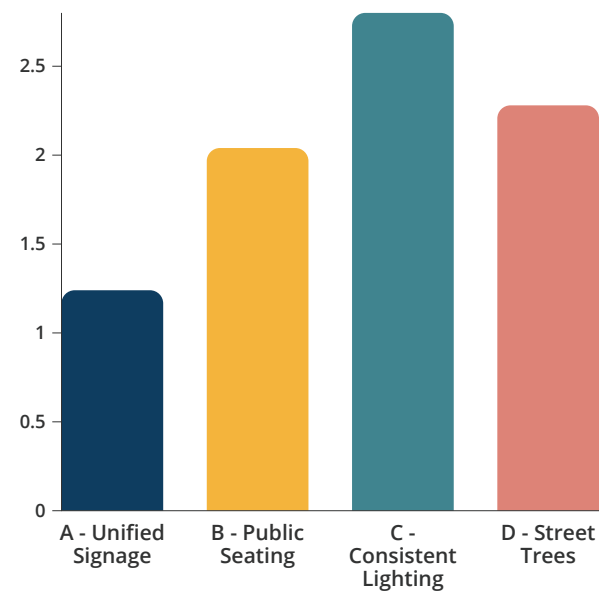


Question 6: What elements do you like most about this photo?

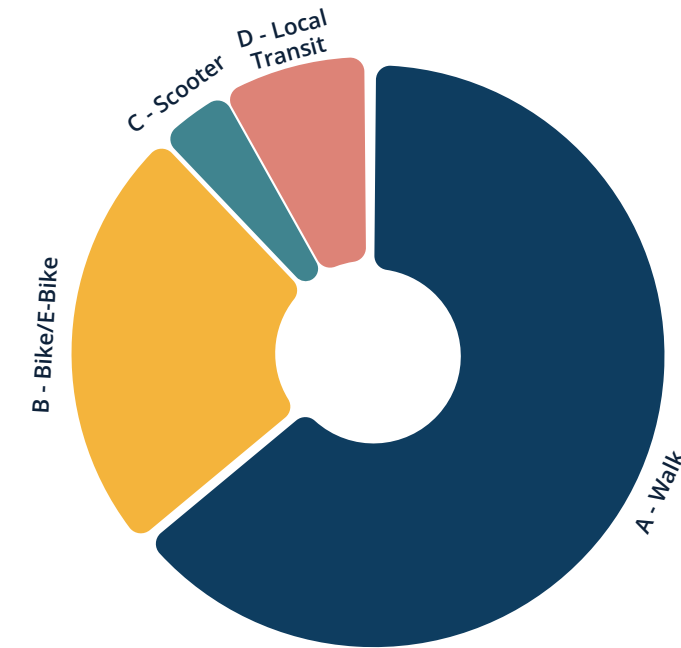




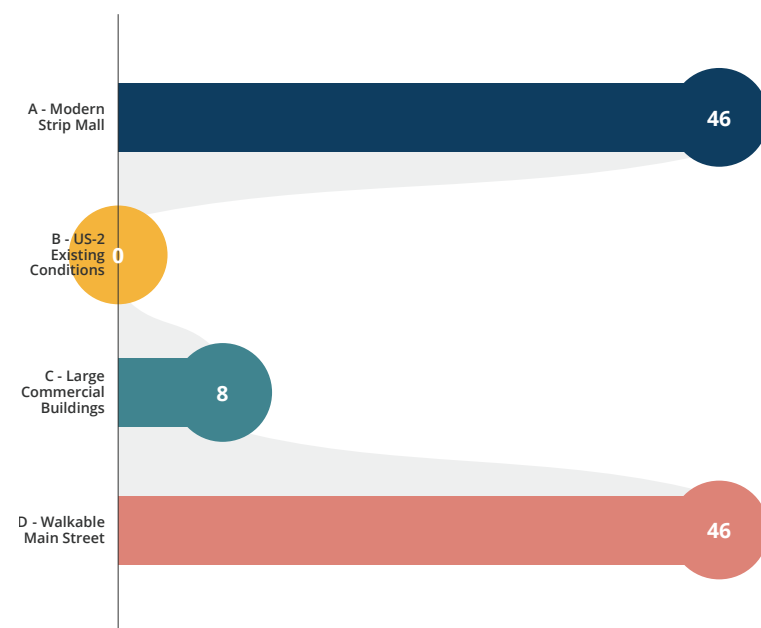
Question 7: Rank the importance of these placemaking features for downtown.



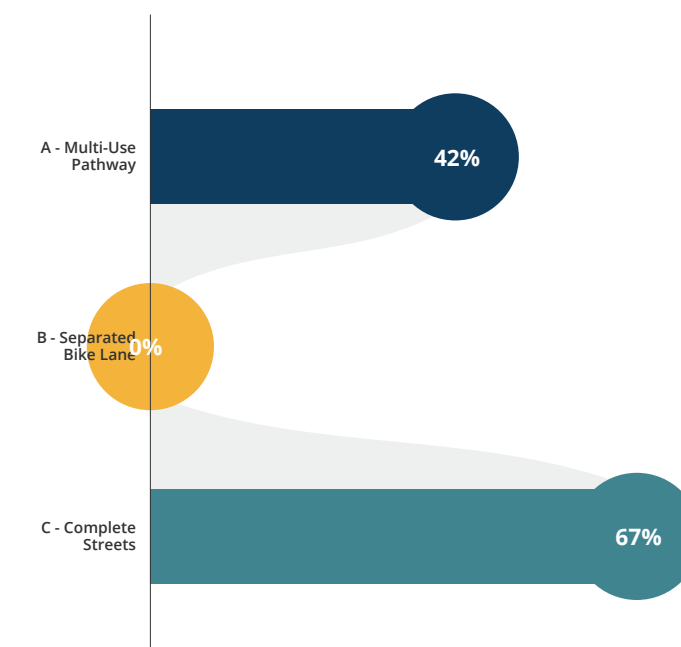
Question 9: Given safe and supportive infrastructure, which modes of travel would you use to access downtown?



Question 8: Which style of development do you like most for US-2?

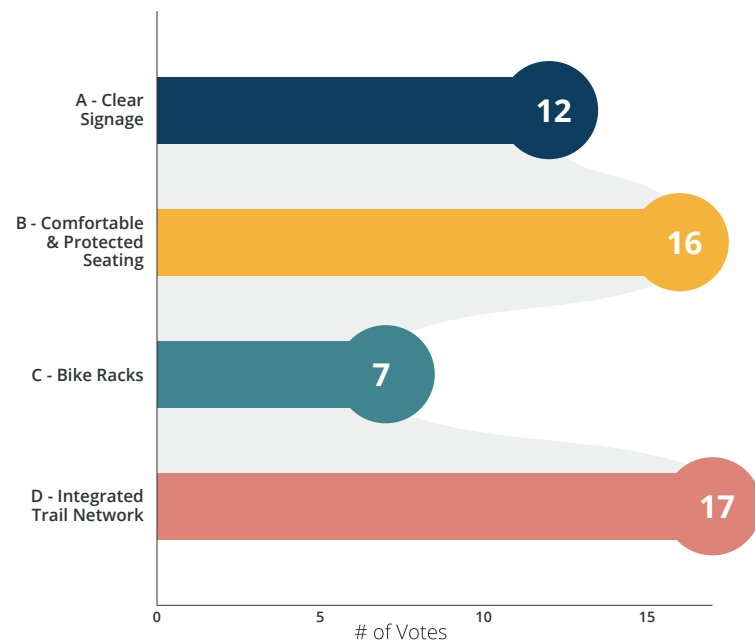


Question 10: Which type of multi-modal infrastructure would you use to access downtown?





**Question 11: Which features should be prioritized for Public Transit?**



# The Future of Sultan's Neighborhoods

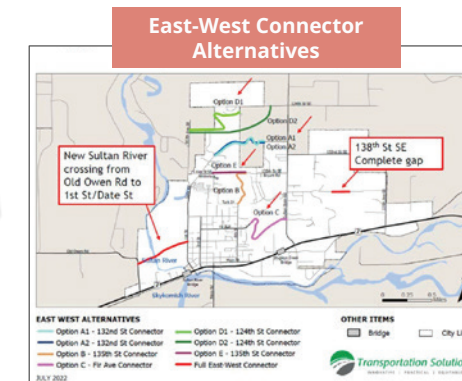
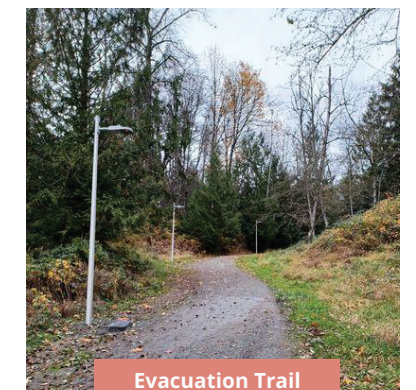
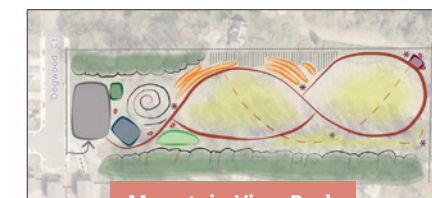
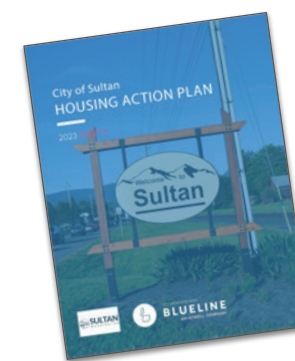
November 15, 2023

The third and final night of the Planning Summit took place on Zoom and again included a small watch party at City Hall for participants without a computer. Speakers for this session included Tyler Quinn-Smith, Matt Campbell, and Jeff Arango of Framework. Thirty-one community members attended this event, including 7 individuals who joined the watch party at City Hall.



Participants at the City Hall watch party.

## City Initiatives



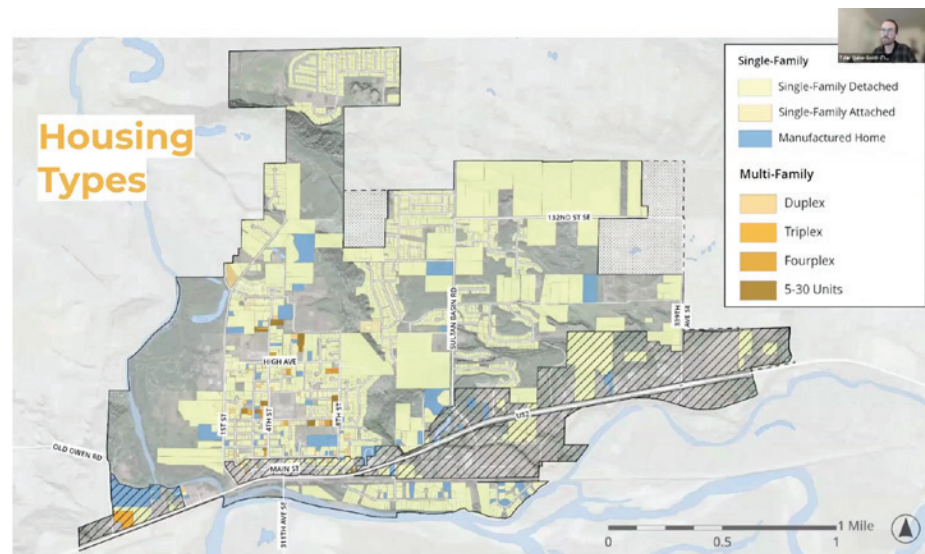
Many of the ongoing city initiatives reflect one of the most common pieces of feedback from the community: connecting Sultan Basin Road to the rest of the city.



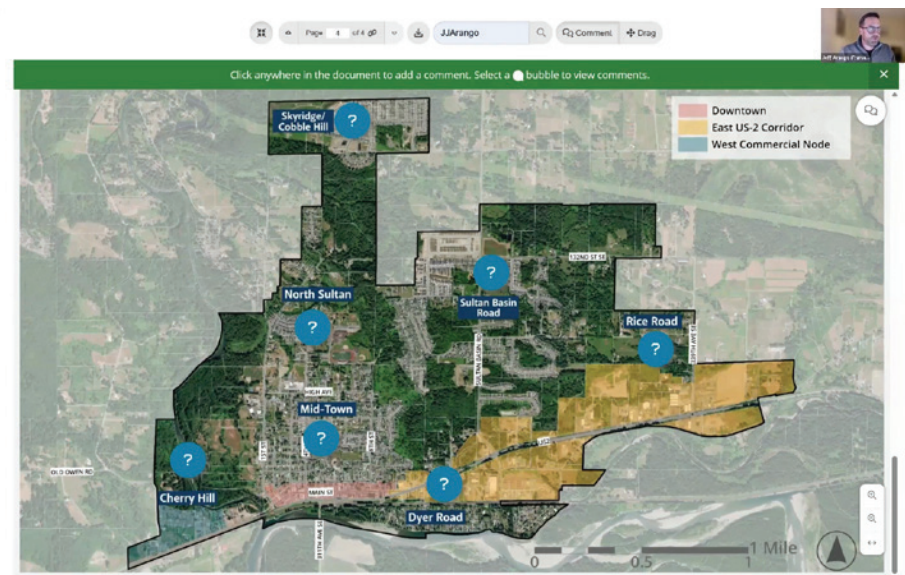
The evening began with a short overview of Sultan's neighborhoods, which were generally categorized as everything outside of Downtown, the West Commercial Node, and East US-2 Corridor. Speakers described the ongoing or past City initiatives that influence these areas and shared a series of maps to illustrate the zoning, development capacity, housing types, and transportation network that exists today. Demographic and employment statistics also helped frame the current conditions and compared Sultan to Snohomish County as a whole.

Speakers and audience members explored four topics across Sultan's neighborhoods: neighborhood design, infill housing, mobility options, and neighborhood destinations. A variety of open response, visual preference, and rating polling was used to better understand residents' intentions for the future.

In the final segment of the evening, Konveio was used to generate location-based feedback about the challenges and opportunities faced across Sultan's Neighborhoods.



One point of discussion was the prevalence of single family homes in Sultan's neighborhoods, and the role multi-family homes could potentially play as the city grows.

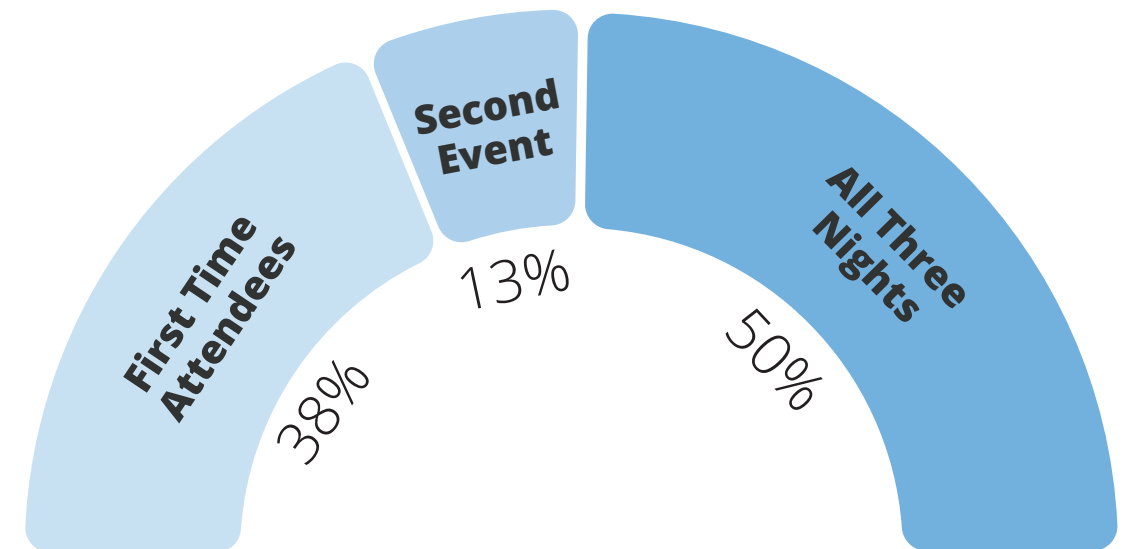


Jeff Arango of Framework guides participants through using Konveio.

# Night 3 Slido Polling Results

Sultan's Neighborhoods

Question 1: How much of the Planning Summit have you attended?

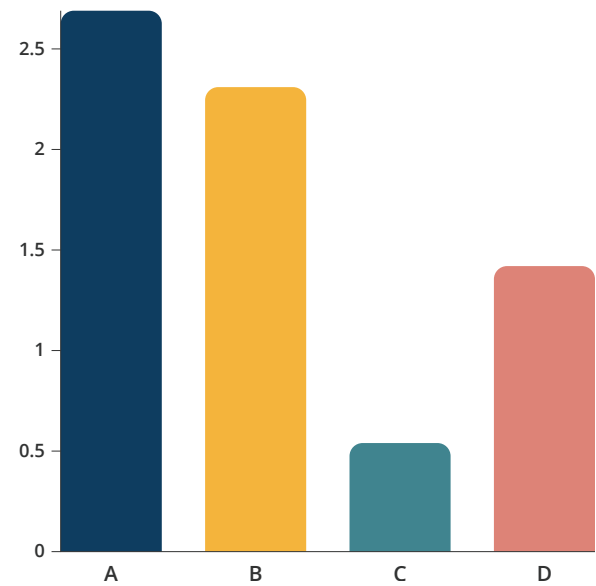


Question 2: In one word, what do you love about your neighborhood?





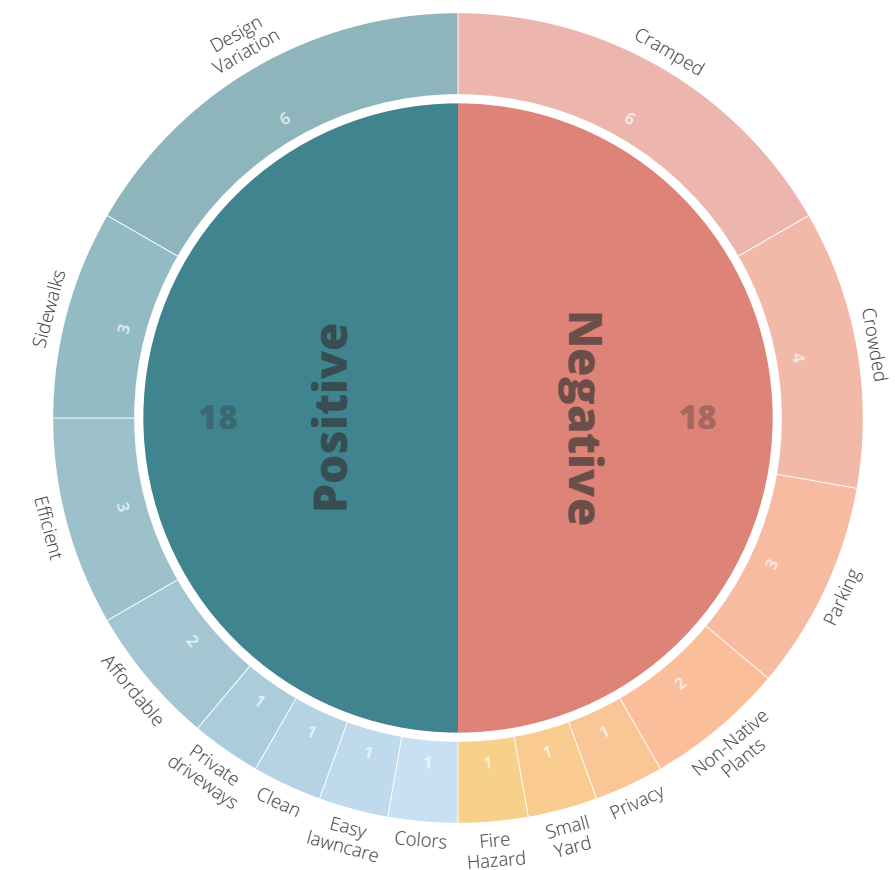
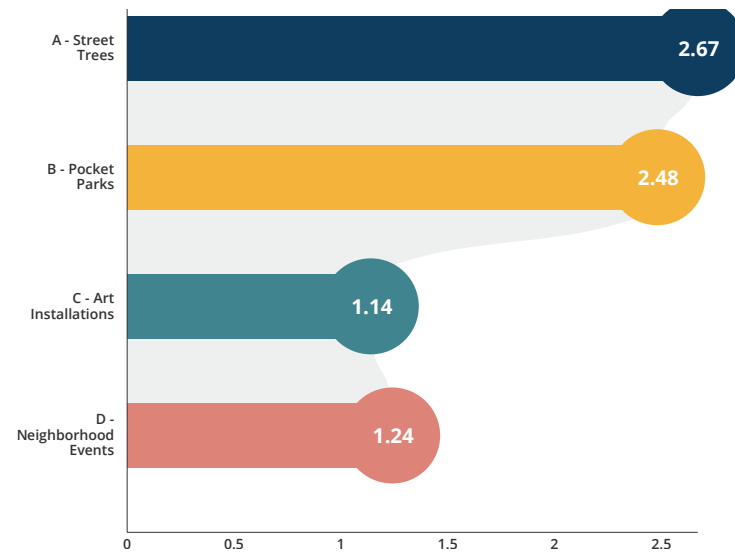
**Question 3: Rank the neighborhood development patterns that you prefer, from most desirable to least.**



**Question 5: What elements do you like most about this photo?**

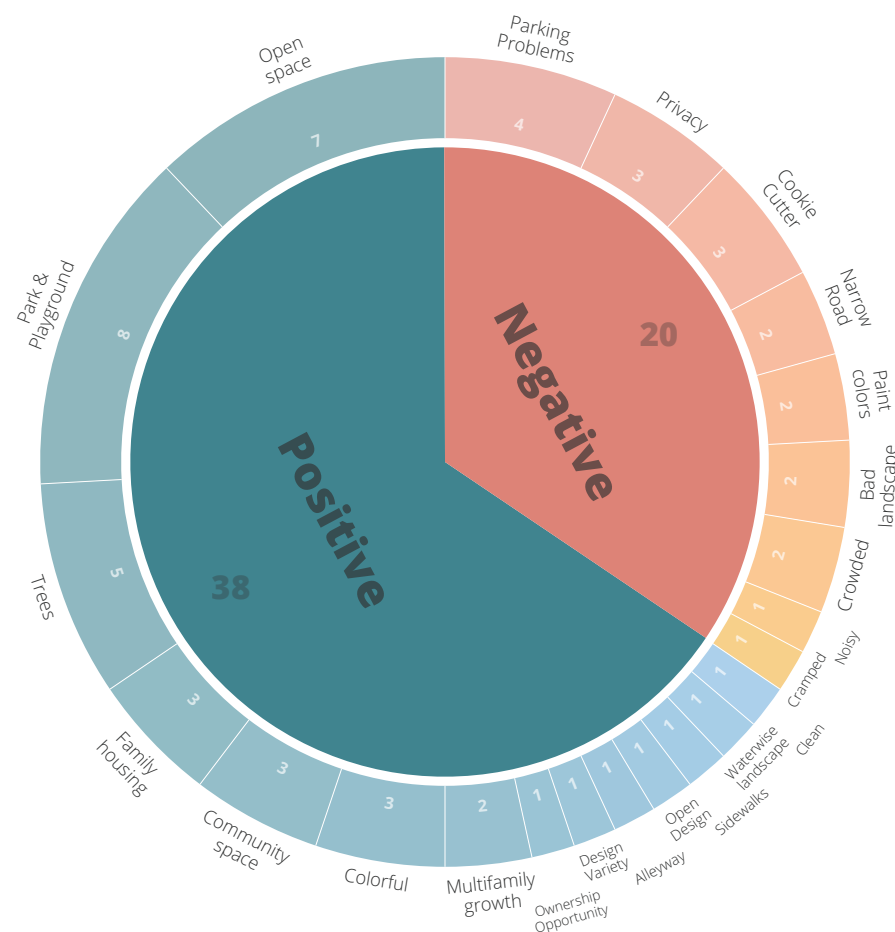


**Question 4: What ideas should be prioritized to make Sultan's neighborhoods more community-oriented?**

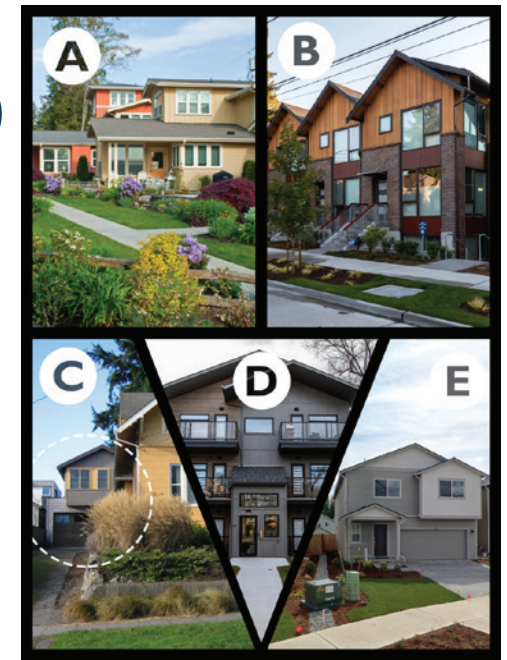
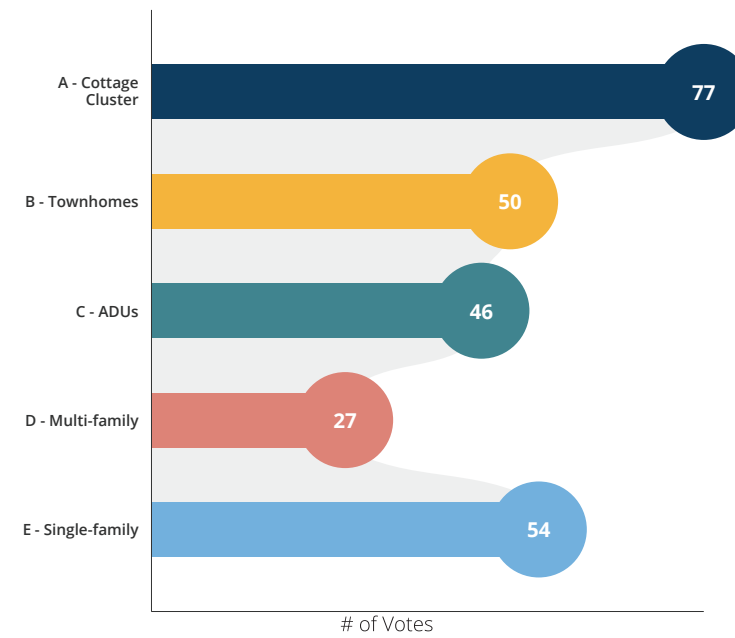




Question 6: What elements do you like most about this photo?



Question 7: What housing types should Sultan prioritize as the city grows? Choose up to 3 answers.

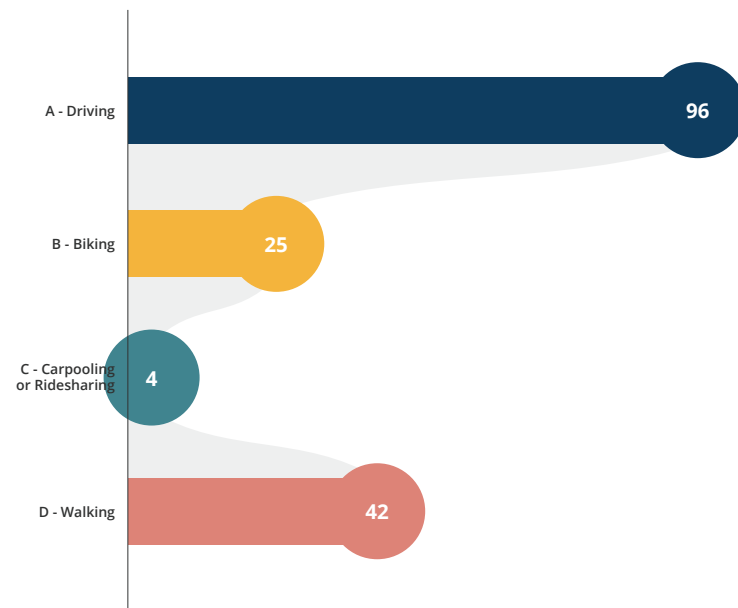


Question 8: What places in Sultan exist today that you would like to access without a car, but can't?

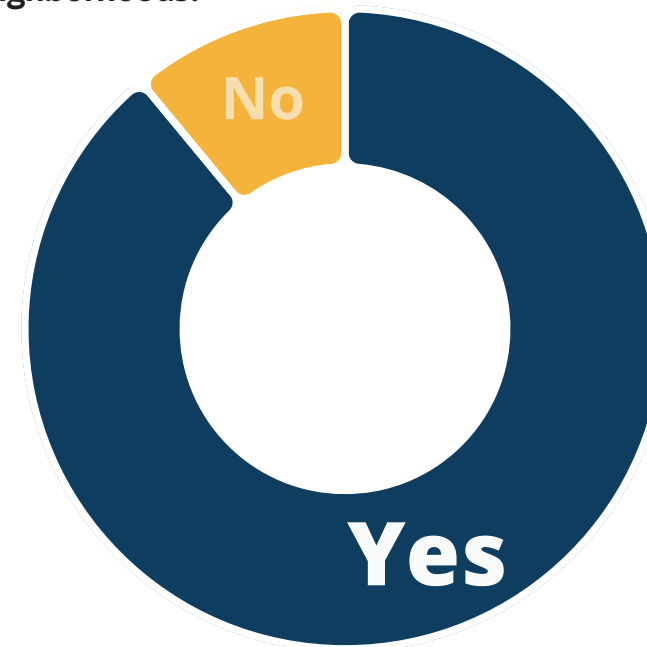




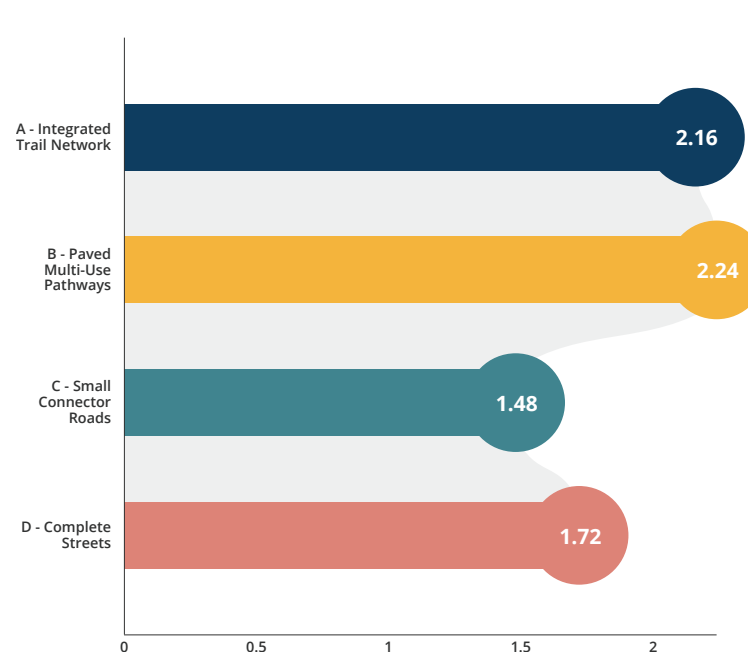
Question 9: Which transportation modes do you feel most comfortable using?  
Choose all that apply.



Question 11: Do small corner stores or cafes have a place in Sultan's neighborhoods?



Question 10: Rank the types of connections between neighborhoods that you would like to see more of, from most desired to least.

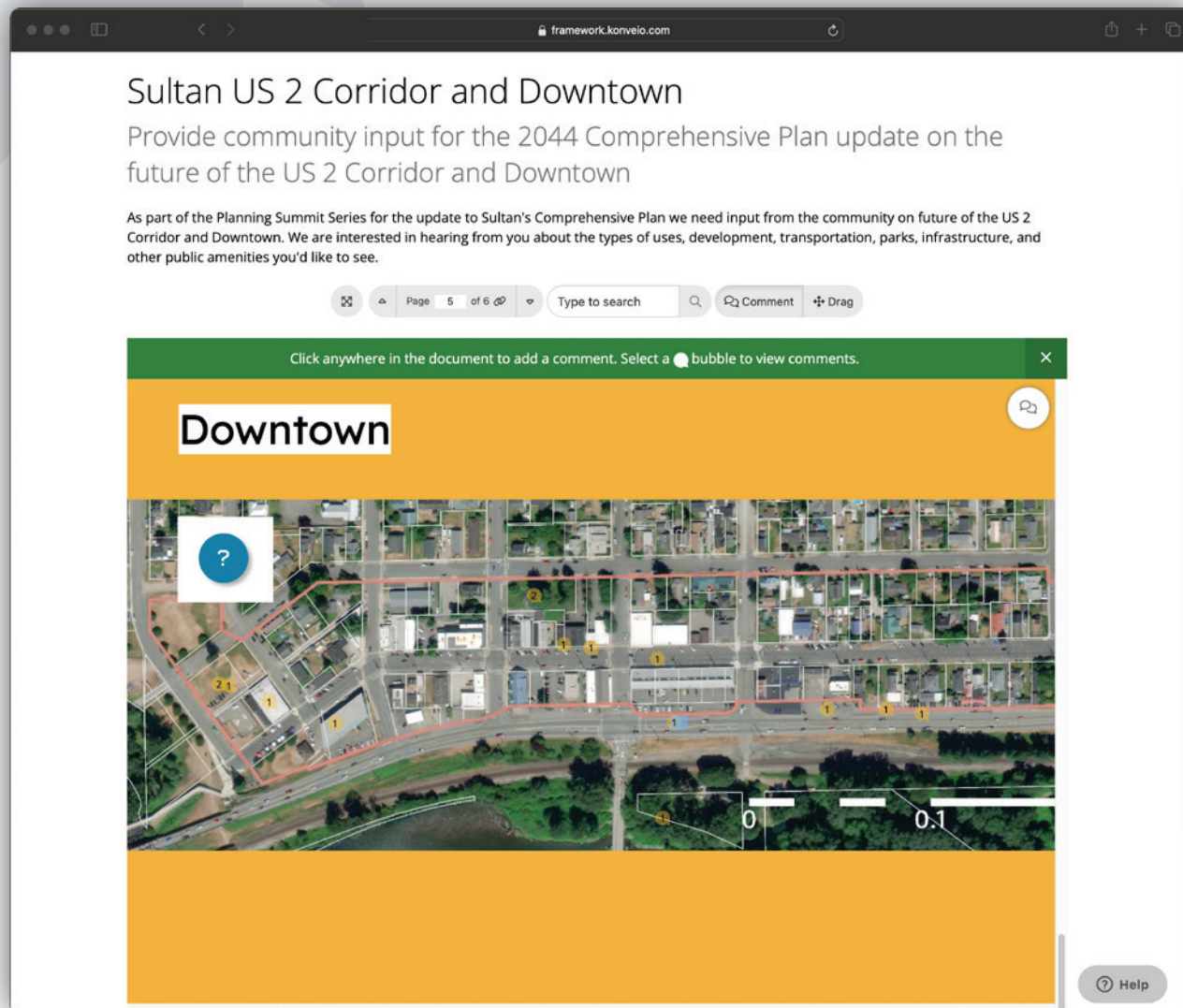


Question 12: Name some services, new types of businesses, or other amenities you would like to see in your neighborhood. Feel free to provide as many responses as you wish.





# Konveio Summary



The user interface for Konveio, populated with comments from community members.

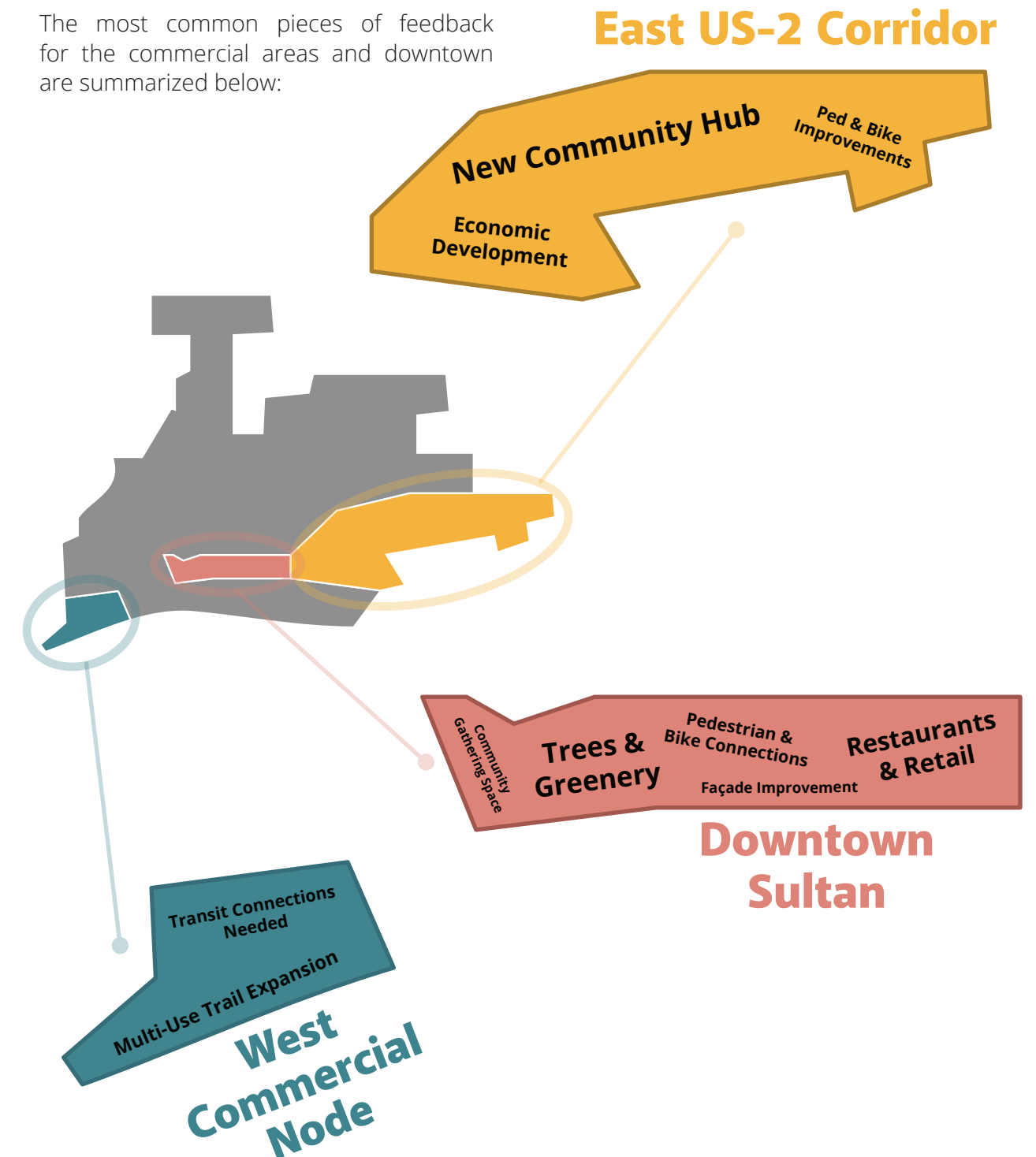
Similar to the first night of the summit, the consultant team also wanted to gather map-based feedback from the community, and allow for asynchronous discussion outside of the webinars themselves. To do so, the team uploaded maps to Konveio and gave an overview of the tool near the end of the presentations on nights two and three. Meeting attendees could click on specific points on the maps of Sultan and then write comments or questions tied to that precise

location. Each map was accompanied by a discussion board, where attendees could provide more general feedback not tied to a pinpointed location.

After the conclusion of the summit, the team reviewed all of the community's comments and discussion posts, aggregating together common themes and looking at site-specific feedback. In total, 83 comments and posts were gathered using Konveio.

## Konveio Feedback: Downtown & US-2 Corridor

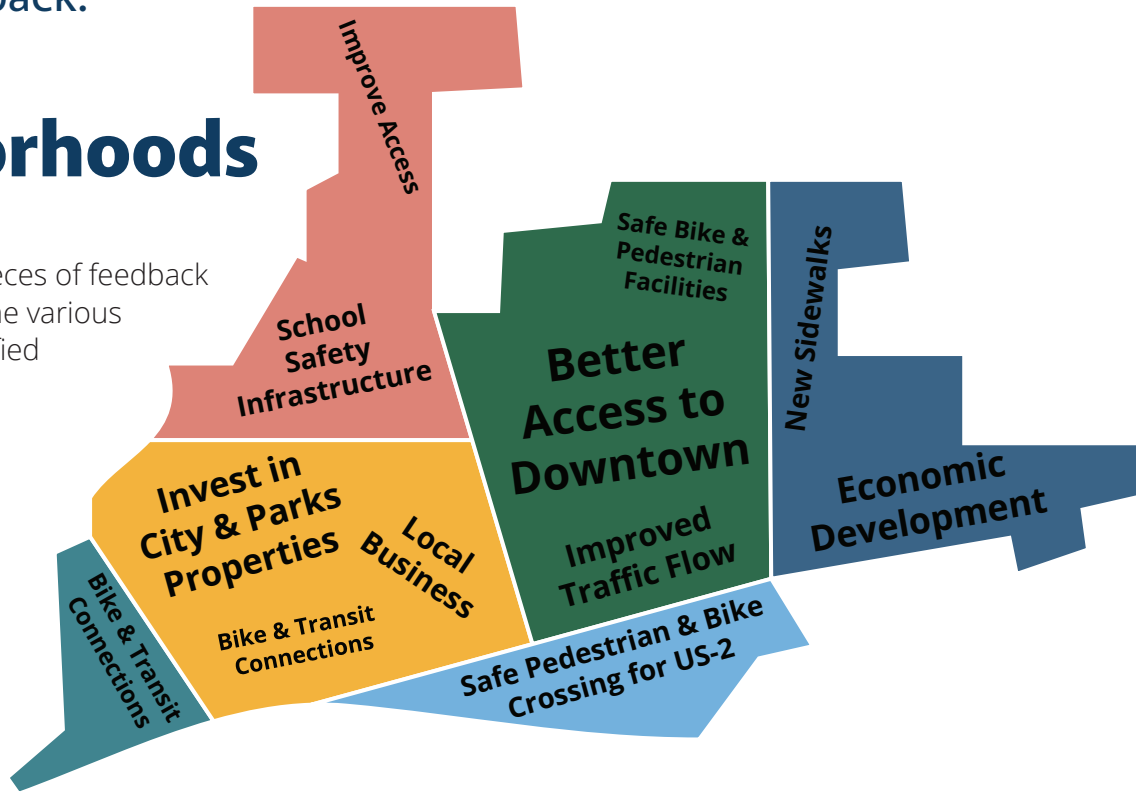
The most common pieces of feedback for the commercial areas and downtown are summarized below:





# Konveio Feedback: Sultan's Neighborhoods

The most common pieces of feedback received for each of the various neighborhoods identified are summarized here:



## Konveio Feedback: Pinpoints

- City Limit
- Sultan UGA
- Downtown & US-2 Corridor

Existing evac route should not be the only way to cross from Sultan Basin Road

Build upon commercial that exists today

What are the City's plans for this recently acquired property?

Businesses fronting US-2 could use facade improvement

Safe US-2 crossing needed

