

## LYNNWOOD CITY CENTER BRANDING AND PROMOTION

### *Virtual Open House Summary*

October 12, 2021 | 6:00 p.m. – 7:30 p.m.

v. 10-22-21

### Welcome and Introductions

Annalise Ritter, facilitator, welcomed participants to the Lynnwood City Center Branding and Promotion Virtual Open House. She noted that the meeting was being recorded; the recording is available for viewing at [www.lynnwoodwa.gov/citycenter](http://www.lynnwoodwa.gov/citycenter). There were approximately 10 participants, including Lynnwood residents, business owners, and community members who live in neighboring cities and spend time in Lynnwood.

Annalise invited the following Lynnwood city staff in attendance to introduce themselves:

- Karl Almgren, City Center Program Manager
- Sarah Olson, Parks, Recreation & Cultural Arts Deputy Director
- Marielle Harrington, Healthy Communities
- David Kleitsch, Development & Business Services Director
- Lynn Sordel, Parks, Recreation & Cultural Arts Director

Annalise invited Victoria Oestreich and Sara Hammerschmidt, Urban Land Institute (ULI), to introduce themselves. They explained that ULI Northwest's mission is to shape the future of the built environment for transformative impact in communities through local programs, education, and research. ULI has supported the City's branding effort for the Lynnwood City Center neighborhood, including sending a panel of experts for a site visit in 2020.

Annalise reminded participants that the purpose of the Virtual Open House is to create a community dialogue about how to represent Lynnwood and the City Center. The goal is to understand participants' preferences for representing City Center via a brand statement and logo.

Karl invited participants who need, or know someone who needs, interpretation or translation services to contact him by emailing [kalmgren@LynnwoodWA.gov](mailto:kalmgren@LynnwoodWA.gov) or calling 425-670-5041.

### Project Background and Goals

Karl Almgren, City Center Program Manager, shared information about the background of the project. See Attachment A for the presentation slides. Karl shared the location of City Center, explained the goal to create a brand statement and logo, and described the major changes coming to Lynnwood, including the Lynnwood Link Extension, new private developments, Northline Village, and 196<sup>th</sup> Street widening.

### Community Visioning

Annalise explained that Lynnwood staff have conducted several interviews with business owners and other stakeholders in City Center. Four themes came up frequently during these interviews to use as starting points for discussion during the Open House:

- Walkability, pedestrian-friendliness
- Nature, parks, and recreation
- Innovation, business-friendliness, and co-working
- Diverse communities

Participants split into two breakout rooms to further discuss these themes. The facilitators recorded this discussion onto a Mural Board. See Attachment B for the Mural Board. Participants focused their discussion on the following guiding questions:

- What images/themes resonate with you? Why?
- What features exist today in Lynnwood that are attractive/iconic to you? What do you want to see in City Center?
- Several other cities (e.g., Downtown Bothell, Redmond, Renton, etc.) came up as examples for inspiration. What do you like about these examples? What don't you like about them?
- What themes are not listed here that you would like to see incorporated into City Center's branding? Why?

Participants then returned to the full group and the breakout room facilitators summarized the general themes discussed in each breakout room.

### *Summary of Themes*

During the breakout room discussions, participants shared their feedback and preferences about Lynnwood City Center's branding. Themes of the discussion are summarized below.

**Goals of branding:** Participants identified several goals or outcomes of successful branding for City Center.

- When you are in Lynnwood City Center, you know you are there.
- People and businesses are attracted to visit or locate in Lynnwood.
- The exit sign says "Lynnwood City Center."
- Lynnwood is known for something iconic.

**Audiences:** Participants emphasized the importance of clarifying the audience for branding and identified several audiences.

- Current and future residents (including families)
- Business owners
- People who visit Lynnwood
- Developers and investors
- Site selectors and commercial realtors
- Conference-goers

**Themes that resonated:** Throughout participants' discussions of the four guiding questions, they brought up themes that can be incorporated into logos and branding.

- **Nature, parks, and recreation:** Participants emphasized green spaces, including parks, trees, and greenery on and around buildings. They shared examples of upcoming green spaces in Lynnwood, including Scriber Lake Park and a creek that will be daylighted.
- **Walkability and pedestrian-friendliness:** Participants emphasized the importance of being able to get to and around City Center without a car, multi-modal transportation, human-scaled architecture, and accessibility for people with disabilities.
- **Gathering spaces:** Participants wanted to see gathering areas in City Center, including outdoor plazas, playgrounds, and rooftop spaces.
- **Tall buildings and views:** Participants encouraged taking advantage of Lynnwood's mountain views by building taller buildings and creating rooftop gathering spaces, restaurants, or observation areas.
- **Iconic installations and public art:** Participants expressed excitement for creating something iconic in Lynnwood, such as public art. They encouraged art that recognizes the diversity of the

Puget Sound area. They shared examples of the Port Vieux Pavilion in Marseille, Chicago Bean, and AIDS Memorial Pathway in Capitol Hill.

- **Iconic and/or public buildings:** Participants expressed interest in creating an iconic building in Lynnwood. They identified the recreation center, convention center, and library as existing iconic buildings. They resonated with the northwest style of architecture, which incorporates wood. They also encouraged additional public buildings, such as a new City Hall or a tall building with an observation deck.
- **Iconic events and experiences:** Participants encouraged iconic events and festivals, which could be held annually. They shared examples of those held by neighboring areas, such as the Mountlake Terrace July 4<sup>th</sup> events.
- **Amenities that attract businesses and professionals:** Participants shared that they want to see amenities that attract businesses with high quality jobs in City Center. They shared examples of medical campuses and other types of campuses.
- **Amenities for families:** Participants encouraged the development of amenities that serve families with children, including playgrounds, green spaces, swimming pools, and perks specifically for residents.
- **Green buildings and energy efficiency:** Participants expressed pride and interest in energy efficient building standards, low carbon energy, and renovations to existing buildings.
- **Cars and parking:** Participants shared the importance of adequate parking for public spaces and measures to reduce the impact of traffic on neighborhoods. They linked this to the theme of walkability and transportation methods that get people out of their cars.

## Wrap Up

Annalise thanked the participants for their time and feedback. She reminded them that the project team will use their feedback to create draft branding, which will be shared publicly for further feedback in late November.

Karl invited participants to contact him if they have any additional feedback.

## Adjourn

The Open House adjourned at 7:32 p.m.

## Optional Extended Question & Answer Opportunity

Some participants remained on the virtual meeting to share additional feedback and ask questions as follows:

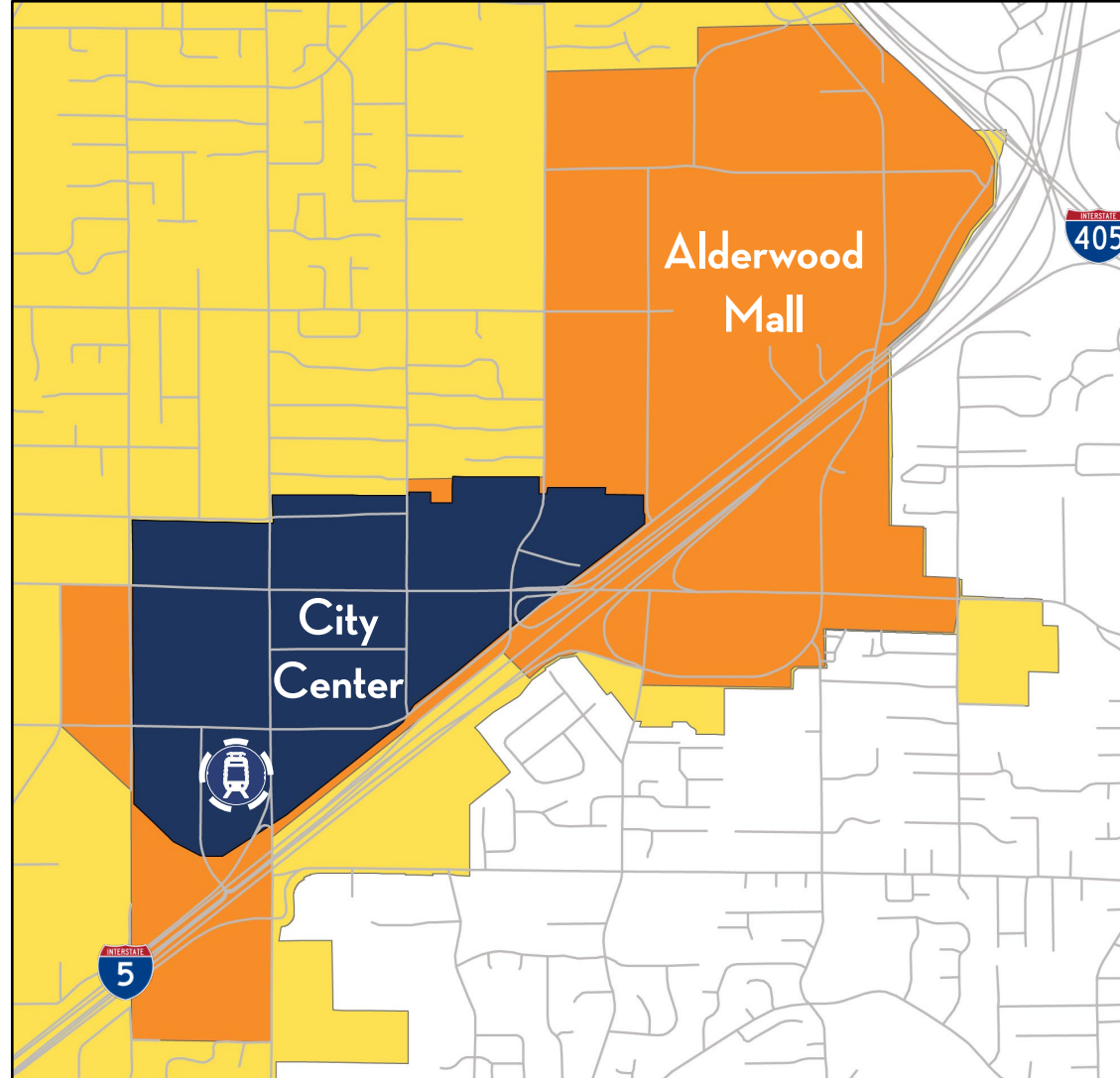
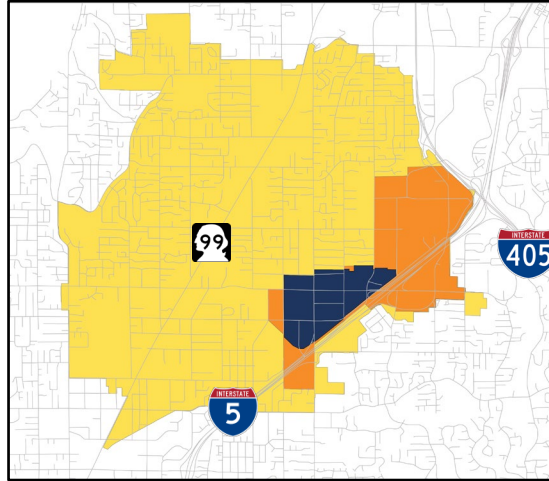
- One participant thanked city staff for improving the sidewalks behind Fred Meyer to make them accessible for people using wheelchairs.
- One participant expressed appreciation for the presentation and encouraged city staff to get more people involved in this conversation.
- One participant asked about the boundaries of City Center and asked whether these boundaries are able to be changed in the future.

# City Center Branding Open House

Karl Almgren, City Center Program Manager  
October 12, 2021



# Lynnwood City Center



*Our community is poised and positioned to become the premiere city north of Seattle over the next twenty years. At the heart of this renaissance is a new Lynnwood City Center.*

*City Center Subarea Plan, 2007*

# Identity and Branding

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- **Communicate Vision**
  - What Are We Achieving?
  - Why Us?
- **Committed to Vision**
  - Project Demonstration
  - Signature/Iconic Amenities



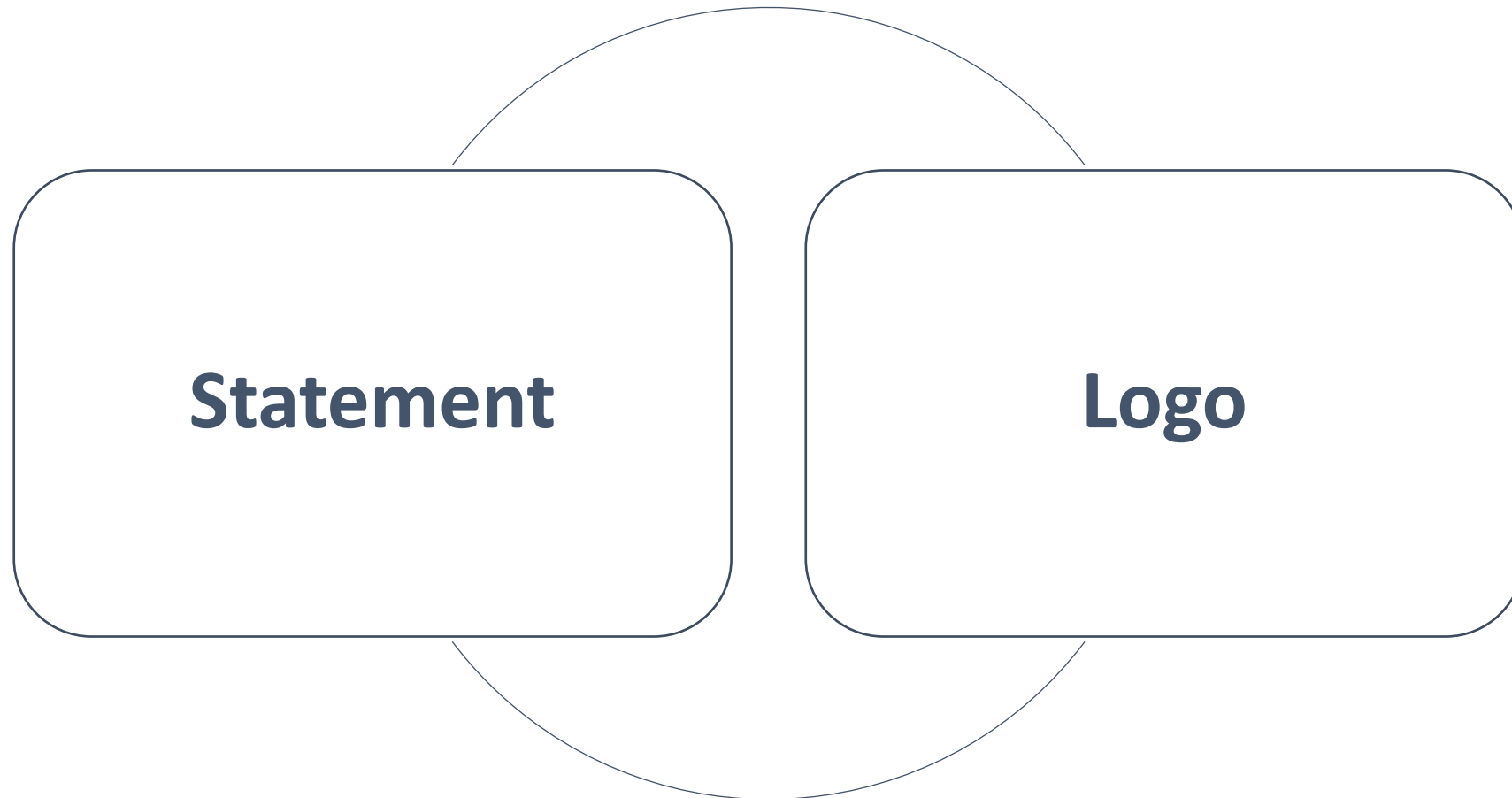
If Lynnwood provides desirable amenities, investors will flock to City Center. **Without the amenities, investors will go where costs are similar, but rewards are greater.**

DAN EERNISSEE, ECONOMIC DEVELOPMENT DIRECTOR, CITY OF EVERETT, WASHINGTON



# Branding Open House

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An architectural sketch of a city street scene. In the background, there are multi-story buildings with varied rooflines and windows. A large tree with yellow-green foliage is on the left. In the foreground, a street with a crosswalk is shown. A person is walking a dog on the left, and a person in a yellow shirt is pushing a stroller in the middle. A car is visible in the street. On the right, there is a building with a covered outdoor seating area where people are sitting at tables. The text "Major Changes In Lynnwood" is overlaid in the upper middle, and "A great deal more" is written in a cursive font in the lower middle. A thick orange horizontal line is positioned below the main title.

# Major Changes In Lynnwood

*A great deal more*

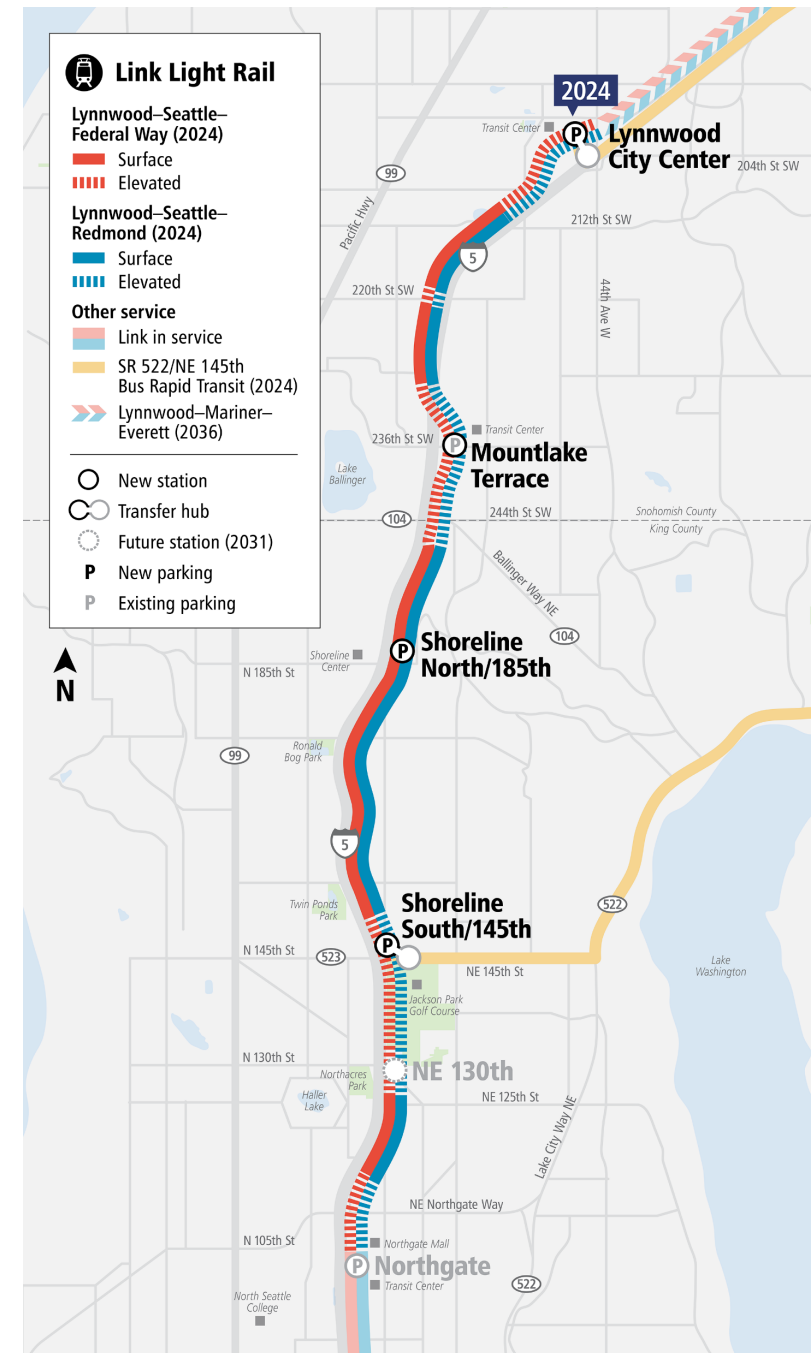






# Lynnwood Link Extension

- **2024 Opening**
  - Lynnwood to Seattle (Westlake): 28 Minutes
  - Lynnwood to Bellevue: 56 Minutes



# Private Single-Site Development

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- **Kinect @ Lynnwood**
  - 239 Dwelling Units (48 Restricted)
  - Opening Winter
  - [Kinectlynnwood.com](http://Kinectlynnwood.com)
  
- **Ember Apartments**
  - 359 Dwelling Units (72 Restricted)
  - Approx. 10,000 SF Commercial
  - Breaking Ground Shortly
  - [Onetrent.com/ember](http://Onetrent.com/ember)





# Northline Village

- 1,370 Residential Units
- 522,000 SF Office Space
- 207,000 SF Retail Space
- 50,500 SF Entertainment Space
- Grid Streets with Two Parks
- Development Agreement Approved by Council, December 9, 2019.

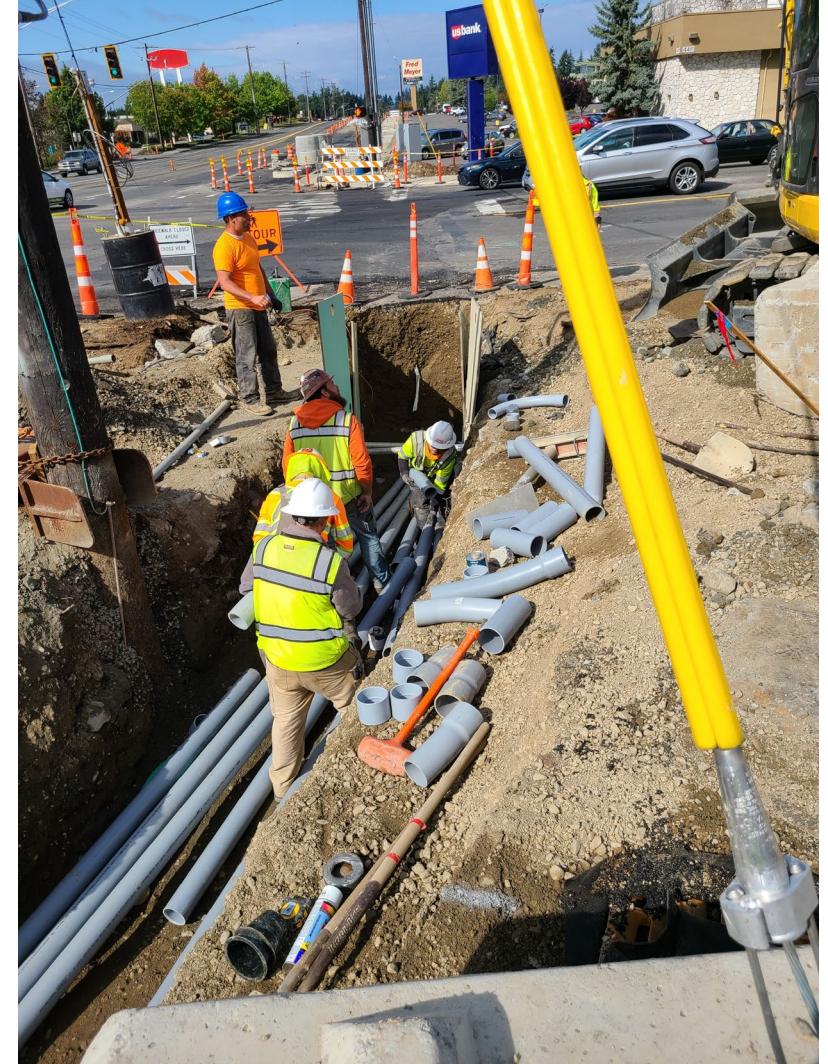




# 196<sup>th</sup> Street SW Widening

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- **Project under construction!**
  - One mile of widening and sidewalks improvements
  - Serves 50,000 vehicles per day
  - Total cost: \$50M
  - Started predesign in 2009
  - Completion in July 2023





# How To Tell Others Our Story?

