

4 ECONOMIC DEVELOPMENT

INTRODUCTION

The Economic Development Element is one of the mandatory elements for comprehensive plans.

The Growth Management Act includes thirteen goals that must be considered when updating the Comprehensive Plan. Consideration of these goals ensures that our local plans and policies are consistent with State goals. The following goals relate mostly to the Economic Development Element:

Goal 1. Urban Growth: Encourage development in urban areas where adequate public facilities/services exist or can be provided in an efficient manner.

Goal 3: Transportation: Encourage efficient multimodal transportation systems that are based on regional priorities and coordinated with county and city comprehensive plans.

Goal 4: Housing: Encourage the availability of affordable housing to all economic segments of the population of this state, promote a variety of residential densities and housing types, and encourage preservation of existing housing stock.

Goal 5: Economic Development: Encourage economic development throughout the state that is consistent with adopted comprehensive plans, promote economic opportunity for all citizens of this state, especially for unemployed and for disadvantaged persons, and encourage growth in areas experiencing insufficient economic growth, all within the capacities of the state's natural resources, public services, and public facilities.

Goal 7: Permits: Applications for both state and local government permits should be processed in a timely and fair manner to ensure predictability.

Goal 12: Public Facilities and Services: Ensure that those public facilities and services necessary to support development shall be adequate to serve the development at the time the development is available for occupancy and use without decreasing current service levels below locally established minimum standards.

Goal 13. Historic Preservation: Identify and encourage the preservation of lands, sites, and structures that have historical or archaeological significance.

ECONOMIC DEVELOPMENT ACTION PLAN

The Economic Development Element will help the City include economic considerations in day-to-day planning and decision-making. The economic goals, strategies and activities provide the direction for economic development. This direction will be adjusted in response to changing circumstances. In addition to the Comprehensive Plan and its Background Report, an Economic Development Profile and Key Issues report has been prepared to provide current economic data and projected future economic trends.

The Economic Development Action Plan, 2015-2020, updates the City's first Economic Development Action Plan, adopted on November 22, 2005. To assist in preparing this update, Mayor Nicola Smith convened an Economic Development Advisory Group (EDAG) on March 10, 2014. The EDAG served as a dedicated group of community volunteers whose engagement, energy, and enthusiasm was instrumental in developing this Plan. The Lynnwood Chamber of Commerce, and the City of Lynnwood Arts Commission, Parks and Recreation Commission, and Planning Commission all gave input on the

1 Plan. The goals, strategies and actions within the Plan as recommended by the EDAG reflect the
 2 consensus achieved through these discussions and deliberations. The City values the participation of our
 3 many volunteers as we strived to make Lynnwood a great deal more.

4 **STRATEGIC THEMES**

5 The Economic Development Action Plan was informed by the Economic Development Profile. The
 6 Economic Development Profile articulated a number of themes that emerged from the data and analyses
 7 to inform the development of Goals and Actions in the Plan.

- 8 **1. Accommodating Forecasted Growth:** Though the City is not expected to grow rapidly in
 9 population, the increasing presence of multifamily housing and the significant growth in
 10 Lynnwood’s potential annexation areas require the City to think strategically about where and
 11 how new growth can integrate into the existing fabric of its neighborhoods. New development
 12 can create powerful community assets.
- 13 **2. Harnessing the Power of a Diverse Community:** Ethnic restaurants, cultural festivals and
 14 international districts are just a few of the opportunities that diverse populations bring to the cities
 15 they live in. Lynnwood is already one of the more diverse communities in the region, with large
 16 populations of Asian and Mexican origin. As the City and the region continue to diversify,
 17 Lynnwood can work with its residents to develop a strong communal identity.
- 18 **3. Focus on Housing & Amenities That Attract New Workers & Residents:** While many
 19 Lynnwood residents find housing difficult to afford, housing is relatively affordable in Lynnwood
 20 when compared to the region. New housing projects can bring additional affordable units to
 21 Lynnwood, but developing mixed-income communities and attracting new residents that work in
 22 a diverse range of industries is the best long-term strategy for increasing prosperity for Lynnwood
 23 residents.
- 24 **4. Identifying Opportunities to Grow Mixed-use Centers:** Employment projections predict
 25 robust job growth in Lynnwood through 2040 and over 2,000 multifamily units are already in the
 26 development pipeline in Lynnwood and its Municipal Urban Growth Area. The City Center has
 27 significant untapped zoned capacity, giving Lynnwood a chance to bring new employers to the
 28 City and entice new workers to live near their place of employment.
- 29 **5. Diversification of the City’s Economic Base:** Services and Retail will remain a large part of
 30 Lynnwood’s economy, with the Services sector projected to grow faster than any other in the
 31 City. A limited uptick in Manufacturing in the area and the continued presence of office
 32 employment represent opportunities to further diversify the economic base in Lynnwood.
- 33 **6. The Changing Face of Retail:** New developments in Lynnwood—including Lynnwood Place,
 34 Lynnwood Crossroads and the City Center Senior Living Apartments—indicate that the real
 35 estate market favors walkable, mixed-use development. New amenities and capital
 36 improvements can help pave the way for new retail development, and Lynnwood’s development
 37 regulations should encourage this style of retail. Market metrics indicate that new retail
 38 development is feasible, with favorable lease and vacancy rates compared to Snohomish County.
- 39 **7. Capitalizing on Investments in Infrastructure:** Existing development activity in the City
 40 Center and the coming light rail station, scheduled for completion in 2023, present an opportunity
 41 to promote geographic diversity in the City’s employment, attract new employers, and decrease
 42 the negative externalities associated with commuting via personal automobile.

1 **INVENTORY AND EXISTING CONDITIONS**

2 The following inventory and existing conditions provide the data used to prepare the Economic
3 Development Element of the Comprehensive Plan.

4 **POPULATION & DENSITY**

5 Since its incorporation in 1959, Lynnwood has grown from a city of 6,000 in an area of three square miles
6 to over 36,000 people in more than 7 square miles. Edmonds and Mountlake Terrace lie adjacent to the
7 west and south; Lynnwood's Municipal Urban Growth Area (MUGA) is to the north and east. Growth in
8 land area has historically been tied to annexations.

9 Growth in land area and population have both slowed in recent decades. Population projections for
10 Lynnwood show slower growth than the region as a whole. At the same time, parts of Lynnwood's
11 Municipal Urban Growth Area are projected to grow rapidly. Lynnwood's housing density is moderate
12 when compared to the region. Single family neighborhoods are typical with multifamily housing
13 clustered east of Highway 99.

14 **AGE & EDUCATION**

15 Lynnwood's population is aging; residents aged 55+ account for a larger percent of all residents now than
16 in 2004. Since 2004, the 55+ age segment has grown by 23%. Compared with other areas in the region,
17 Lynnwood has the third highest percentage of total population comprised of those aged 55 and over
18 (behind Edmonds and Bellevue).

19 Fewer of Lynnwood's residents (27%) have a bachelor's degree or higher when compared with Edmonds
20 or Bothell (40%-50%). However, the share of Lynnwood residents who hold a bachelor's degree or
21 higher grew 21% from 2000, an increase that outpaces the 13% growth rate in the greater MSA.

22 **INCOME & DIVERSITY**

23 Lynnwood is ethnically and racially diverse, with growing Hispanic and Asian populations. Between
24 2000 and 2011 Lynnwood's non- white population increased 29%. Currently more than one-third of the
25 the largest non-white racial category at 18% of the population. Overall, 27% of Lynnwood's residents are
26 foreign-born. Nearly half come from Asia, and almost one-third come from the Americas (predominantly
27 from Mexico). Thirty-three percent of residents speak a language other than English at home, and Spanish
28 accounts for the largest portion of non-English languages spoken.

29 Lynnwood's Median Household Income of \$47,700 is lower than comparison cities. Median income is
30 less than 80% of the Area Median Income for the Seattle-Bellevue Fair Market Rent Area, which the U.S.
31 Department of Housing and Urban Development uses to determine eligibility for subsidized housing.

32 **WORKFORCE**

33 Lynnwood's workforce lives throughout the region; no single jurisdiction in the region houses more than
34 9% of Lynnwood's workers. Lynnwood residents tend to work in large, concentrated employment
35 centers on the east and west sides of Lake Washington, predominantly north of Interstate 90. Economic
36 development strategies should balance the needs of a workforce that commutes to the City from places
37 across the region, as well as the needs of residents who commute to regional employment centers.

38 **EMPLOYMENT AND WAGES**

39 Lynnwood is one of the larger job centers in Snohomish County, and the City is likely to grow in stature
40 as a regional employment center in the future. Jobs in Lynnwood are concentrated in Retail as well as the
41 fast-growing Service sector. Overall, Lynnwood's employment is poised to grow much faster than its
42 housing stock.

1 Lynnwood is a net job importer with a jobs-to-Housing ratio of 1.7, and is a significantly larger
 2 employment center than neighboring cities of Edmonds and Mountlake Terrace. More Retail jobs are
 3 located in Lynnwood than in any other jurisdiction within Snohomish County. The Retail sector accounts
 4 for 28% of total employment in Lynnwood. However, average annual retail wages are low at less than
 5 \$29,000 a year. Service sector jobs account for the largest portion (45%) of Lynnwood's employment,
 6 with annual average wages of \$38,000.

7 The Finance, Insurance and Real Estate (FIRE) sector which pays much higher wages than either Service
 8 or Retail, has lost about 500 jobs in Lynnwood since 2004. Currently FIRE accounts for 6% of the jobs
 9 in Lynnwood.

10 **FISCAL IMPACTS**

11 Lynnwood is a regional leader in taxable retail sales per capita, averaging nearly \$55,000 per capita in
 12 2012. Sales tax revenues account for more than 30% of the City's budget, making it the largest single
 13 source of revenue for the City. The 2008 recession, combined with a change in the way sales tax is
 14 collected in the State of Washington, initiated a decline in Lynnwood's taxable retail sales. Overall
 15 taxable retail sales have fallen by 5% since 2002.

16 **RETAIL TRADE ANALYSIS**

17 Trade capture analysis shows how local retailers attract customers. Trade capture in Lynnwood is highest
 18 in stores that sell clothing and clothing accessories, with nearly 100% of household spending on these
 19 items by residents who live within eight miles of City Center. Lower trade capture in performing arts and
 20 spectator sports, food services and drinking establishments, and hospitality, suggest opportunities to grow
 21 the City's entertainment offerings.

22 **FORECASTS & TRENDS**

23 The 2008 recession had an impact on all regional and local economies. Lynnwood, however, has
 24 remained a significant job center for Snohomish County and the central Puget Sound region, and
 25 employment is returning to pre-recession levels. Employment forecasts indicate that between 2012 and
 26 2040 total employment in Lynnwood will grow by 2.9% annually, adding more than 29,000 additional
 27 jobs in the City [Exhibit E4]. The FIRE-Services sector is expected to add the most jobs and to
 28 experience the fastest growth, a Compound Annual Growth Rate (CAGR) of 3.6%. Most of this growth
 29 is expected to occur in the eastern portion of Lynnwood, in and around the Regional Growth Center and
 30 City Center.

31 **HOUSING**

32 Lynnwood had 15,235 housing units in 2012. Multifamily units accounted for more than 40% of all
 33 housing in Lynnwood [Exhibit E5], higher than in Bothell, Edmonds, and Mountlake Terrace. However,
 34 single-family units compose the majority at 60%. Overall, 94% of Lynnwood housing units are occupied.
 35 Multifamily housing is increasingly desirable to both younger and older Americans as they prefer
 36 flexibility in living arrangements and accessibility to transit.

37 Housing affordability is a concern for Lynnwood. Lynnwood has the highest share of residents spending
 38 more than 30% of their gross income on housing (an affordability guideline set by HUD) of any
 39 comparison city studied.

40 **TRANSPORTATION**

41 25% of Lynnwood residents commute via a mode other than driving alone; 15% of these walk, bike or
 42 carpool while 10% take public transportation - more than in any other comparison city but SeaTac. The
 43 share of those using public transit to commute to work could increase with the completion of light rail,
 44 scheduled to open in 2023.

1 **MARKET ANALYSIS**

2 After slowing during the recent recession, real estate developers in Puget Sound are once again actively
 3 developing new projects and Lynnwood is capturing a share of those projects. Over 2,200 housing units
 4 are currently in the pipeline for the City and its Municipal Urban Growth Area (MUGA), with the
 5 majority of the development occurring within the MUGA (rather than inside City limits).
 6 City Center is intended to anchor new commercial and residential development. While the market for
 7 retail development is stronger in Lynnwood than in Snohomish County as a whole, the market for office
 8 development suffers from higher vacancy rates. However, these office vacancy rates are declining,
 9 suggesting opportunities for growth in the office market.

10 **GOALS, STRATEGIES & ACTIONS**

11 Economic Development in Lynnwood is a citywide effort, extending beyond the Office of Economic
 12 Development to include all City Departments. The following goals and action strategies have been
 13 identified to achieve the Economic Development goals of the City of Lynnwood.

| | |
|---------------|---|
| GOAL 1 | Support and grow new and existing businesses in Lynnwood. |
|---------------|---|

14 Strengthening the diversity of employment opportunities in Lynnwood is critical to Lynnwood’s
 15 economic vitality and to creating opportunities for a wide range of people to both live and work. By
 16 concentrating on higher wages professional and technical jobs, the city will continue to expand its
 17 economic base beyond its strong retail core.

18 **Strategy 1.1 Target Sectors: Pursue a Targeted Sector Focus to Strategically Grow the City’s**
 19 **Economic Base.**

20 **Action 1.1.1** Identify & target sectors within high-growth segments, based on Lynnwood’s current
 21 and projected economy, and living-wage occupations - including electronics,
 22 semiconductor, aerospace, software engineering, and financial services jobs.

23 **Action 1.1.2** Develop “need profiles” for each high growth sector to guide retention and attraction
 24 efforts; sectors should include: advanced manufacturing; R&D; engineering; health
 25 care; retail; tourism; professional services.

26 **Action 1.1.3** Catalogue key locational factors for these sectors and identify Lynnwood’s assets
 27 to anchor formal and informal marketing materials.

28 **Action 1.1.4** Leverage Lynnwood’s accessibility and retail and hospitality prominence as an asset
 29 to attract economic development activity and anchor employers in high growth
 30 sectors.

31 **Action 1.1.5** Maintain Lynnwood’s retail prominence and seek new opportunities for high-
 32 quality retail development.

33 **Action 1.1.6** Recruit arts and culture businesses to Lynnwood’s growing City Center.

34 **Action 1.1.7** Identify gaps in business services in Lynnwood and recruit firms to strengthen target
 35 sectors.



37 **Strategy 1.2 Business Development: Support new and existing business development in the**
 38 **City of Lynnwood.**

- 1 **Action 2.3.6** Compile testimonials from satisfied customers to distribute in marketing
- 2 materials.
- 3 **Action 2.3.7** Develop key themes and messages around the City’s economic development
- 4 program and its competitiveness and approach to customer service.
- 5 **Action 2.3.8** Contact local media regularly with story ideas to keep Lynnwood in the press.
- 6 **Action 2.3.9** Provide public information through a centralized point of contact in the City.
- 7 **Action 2.3.10** Develop a means for businesses to provide feedback and comment to city officials
- 8 and staff.

GOAL 3 Prioritize high-quality development & infrastructure projects.

9 Investment in quality development and efficient infrastructure can unlock economic potential. A major
 10 goal for Lynnwood is to foster high quality development and infrastructure that can open up and leverage
 11 new possibilities for private sector investment, a key driver to economic success. The Lynnwood
 12 Regional Growth Center - encompassing the City Center Sub-Area, the Alderwood Mall / City Center
 13 Transition Area, Alderwood Mall, Lynnwood Place, and proposed Sound Transit Light Rail Station -
 14 represents Lynnwood’s best opportunity for such a strategy. Significant transportation, transit, and
 15 multimodal improvements already serve this area, and other infrastructure investments are proposed.

16 **Strategy 3.1** **Major Projects: Focus efforts on economic revitalization and redevelopment in**
 17 **key areas:**

18 **Strategy 3.1a** **City Center.**

- 19 **Action 3.1a.1** Continue to implement the City Center Plan.
- 20 **Action 3.1a.2** Identify funding options to pay for critical infrastructure projects with a focus on City
 21 Center project prioritization.
- 22 **Action 3.1a.3** Strongly promote development incentives including the Planned Action
 23 Ordinance with regional developers to spur interest in City Center projects.
- 24 **Action 3.1a.4** Explore methods for integrating Lynnwood’s municipal facilities into the
 25 design framework of City Center to establish it as a focus for government
 26 activities.
- 27 **Action 3.1a.5** Develop phased program for consolidation of City offices and facilities into City
 28 Center.
- 29 **Action 3.1a.6** Create a “first mover’s advantage” by offering time- delimited incentives that improve
 30 project feasibility such as targeted exceptions to development regulations.
- 31 **Action 3.1a.7** Target incentives for catalytic projects that meet criteria related to project size,
 32 density, mix of uses, orientation toward the street, multi-modal connectivity and
 33 aesthetics.
- 34 **Action 3.1a.8** Identify and plan for the integration of Transit- Oriented-Development opportunities
 35 into and surrounding the future Lynnwood Sound Transit station.
- 36 **Action 3.1a.9** Build upon successful partnerships to assemble property for catalytic development
 37 projects.
- 38 **Action 3.1a.10** Prepare legislative strategies and lobbying to support the development and growth of
 39 City Center and infrastructure funding.

1 **Action 3.1a.11** Create and maintain a detailed list of available properties that could support
 2 redevelopment in City Center; develop a property acquisition strategy, parameters
 3 and site information to streamline due diligence.



5 **Strategy 3.1b** **Major Projects: College District.**

6 **Action 3.1b.1** Collaborate with Edmonds Community College on implementation of the College
 7 District Plan and on infrastructure planning and urban design along shared
 8 linkages and gateways.

9 **Action 3.1b.2** Identify specific College District infrastructure gaps, and prioritize improvements
 10 and enhancements.

11 **Action 3.1b.3** Identify specific College District infrastructure gaps, and prioritize improvements
 12 and enhancements.



14 **Strategy 3.1c** **Major Projects: Highway 99.**

15 **Action 3.1c.1** Continue to encourage vibrant mixed-use and infill development along Lynnwood’s
 16 Highway 99 corridor in the nodes identified in the Highway 99 Sub-Area Plan.

17 **Action 3.1c.2** Celebrate Highway 99’s ethnic diversity through unique branding, signage and
 18 façade and streetscape improvements.

19 **Action 3.1c.3** Foster the retention and expansion of auto dealerships where appropriate along
 20 the corridor.



22 **Strategy 3.1d** **Major Projects: South Lynnwood.**

23 **Action 3.1d.1** Define boundaries for a South Lynnwood revitalization area.

24 **Action 3.1d.2** Develop a vision for the future South Lynnwood in partnership with
 25 Neighborhoods, local businesses, and other stakeholders.

26 **Action 3.1d.3** Commission a South Lynnwood Revitalization plan; analyze zoning, land use,
 27 business activity and real estate market trends and dynamics.

28 **Action 3.1d.4** Develop a focused business attraction and revitalization strategy based on
 29 plan analytics and findings.

30 **Action 3.1d.5** Market the benefits of the designated SBA HUBZone south of 196th Street
 31 in South Lynnwood.



33 **Strategy 3.2** **Housing: Encourage the development of a range of housing types to ensure**
 34 **balanced housing options within the City of Lynnwood.**

35 **Action 3.2.1** Conduct targeted outreach to developers and brokers to facilitate high-quality and
 36 innovative mixed-use and residential development across a range of affordability
 37 levels.

38 **Action 3.2.2** Continue to locate housing options near transit stops, including the
 39 forthcoming light rail station and the Lynnwood Park and Ride.

1 **Strategy 3.5** **Annexation: Continue to explore annexation as a means of diversifying**
 2 **Lynnwood’s economy.**

3 **Action 3.5.1** Commission an annexation analysis to fully understand the economic
 4 development, fiscal and Growth Management policy implications of
 5 annexation opportunities.

6 **Action 3.5.2** Develop a strategy for annexation based on findings of opportunities and
 7 challenges for economic development.

GOAL 4

Strengthen Lynnwood’s image and identify in the region.

8 Perceptions of a community influence prospective employees and investors. A city’s image is often a
 9 major consideration when selecting a location for investment, conducting business, living or visiting.
 10 Marketing the positive image of Lynnwood is important step in attracting economic growth.

11 **Strategy 4.1** **Branding: Continue to implement Lynnwood’s brand and logo.**

12 **Action 4.4.1** Reach out to City boards, commissions and stakeholders to educate them about the
 13 brand and seek their help to implement the brand citywide.

14 **Action 4.4.2** Develop and make available brand materials for use by local businesses and
 15 neighborhoods in their promotional materials.

16 **Action 4.4.3** Incorporate neighborhood and district identity branding, as developed, into City
 17 materials and online presence.

18 **Action 4.4.4** Extend the Lynnwood brand to way-finding signage and gateway and urban design
 19 improvements.

20 **Action 4.4.5** Incorporate branded public amenities into streetscapes, parks and other
 21 public spaces.



23 **Strategy 4.2** **Shop Eat & Stay: Position Lynnwood as a premier Shop, Stay & Eat destination**
 24 **for the central Puget Sound region.**

25 **Action 4.2.1** Partner with the Lynnwood businesses to develop a Lynnwood shoppers program
 26 discount card or similar to encourage local shopping and dining.

27 **Action 4.2.2** Aid in the continued improvement of the Alderwood shopping area as a high-end
 28 regional retail destination.

29 **Action 4.2.3** Build on Lynnwood’s shopping anchors by facilitating the co-location of amenities
 30 such as dining, hotels, spas and nightlife.

31 **Action 4.2.4** Recruit entertainment uses, potentially including a fine arts museum, to provide
 32 amenities to residents and tourists and to lure regional spending on entertainment
 33 activities; consider providing incentives for location in a single area such as the area
 34 around the mall or City Center.

35 **Action 4.2.5** Promote Lynnwood’s accessibility as a regional tourism destination with
 36 branded maps for regional bus and train routes, hotels, restaurants and
 37 destination retail.

38 **Action 4.2.6** Develop and disseminate a branded Shop, Stay & Eat media kit and informational
 39 materials targeted to large corporations in the region.

GOAL 5

Enhance Lynnwood’s livability and unique sense of place.

1 Livability and a strong, positive sense of place contribute critically to developing and maintaining a city’s
 2 comparative advantage in the Puget Sound region. In addition to animating physical space and fostering
 3 greater community connection, place-making improves local business viability by drawing both residents
 4 and visitors to unique, diverse and vibrant commercial and mixed-use areas.

5 **Strategy 5.1 Urban Design: Utilize urban design to improve connections between**
 6 **people and places and to create economic vitality.**

7 **Action 5.1.1** Improve key gateways into and through Lynnwood with coordinated design
 8 interventions.

9 **Action 5.1.2** Enhance the visual impact of City Center from the I-5 corridor by commissioning art
 10 or architectural installations visible from I-5.

11 **Action 5.1.3** Update the Lynnwood Citywide Design Guidelines for consistency with new
 12 planning efforts, branding themes and current urban design best practices.

13 **Action 5.1.4** Assess the utility and feasibility of a form-based code to guide future
 14 development in Lynnwood.

15 **Action 5.1.5** Explore the feasibility of facade improvement grants, tax credit/abatement
 16 programs or revolving loans for property owners that voluntarily make physical
 17 improvements to their properties.



18
 19 **Strategy 5.2 Connectivity: Work to ensure multi-modal connectivity throughout the**
 20 **City.**

21 **Action 5.2.1** Designate primary pedestrian and bike connectors through and between
 22 Lynnwood’s major assets and implement public realm improvements including
 23 lighting, signage, landscaping & street furniture.

24 **Action 5.2.2** Continue to enhance bicycle and pedestrian infrastructure citywide, with a particular
 25 focus on the missing links and the Interurban Trail, as well as the Scriber Creek
 26 Trail connection to the Lynnwood Transit Center.

27 **Action 5.2.3** Develop and implement an adopt-a-trail program to ensure maintenance and
 28 upkeep of existing trails in Lynnwood.



29
 30 **Strategy 5.3 Enhance the City’s connectivity with branded wayfinding and signage.**

31 **Action 5.3.1** Enhance the City’s connectivity with branded wayfinding and signage.

32 **Action 5.3.2** Develop community signage that reflects community aspirations around sense of
 33 place; the signage should reinforce the City’s boundaries, business districts,
 34 neighborhoods and key destinations and reflect the Lynnwood brand.

35 **Action 5.3.4** Develop a set of unique wayfinding graphics for primary pedestrian and bike
 36 connectors through and between Lynnwood’s major assets.

37 **Action 5.3.5** Develop neighborhood and commercial / shopping / hospitality district identification
 38 signage based on neighborhood identities.

- 1 **Action 5.3.6** Identify major nexuses of pedestrian connectivity and install wayfinding maps
2 branded with neighborhood and district identities.
- 3 □ □ □
- 4 **Strategy 5.4** **Better Neighborhoods: Make identifying and improving neighborhoods a**
5 **priority.**
- 6 **Action 5.4.1** Coordinate with other City departments and community partners to determine
7 appropriate roles and responsibilities to support and improve the city’s
8 neighborhoods.
- 9 **Action 5.4.2** Invest in neighborhood infrastructure, public spaces and amenities; prioritize
10 infrastructure improvements according to project feasibility and quality of life
11 enhancement.
- 12 **Action 5.4.3** Identify potential sources of funding and assistance for neighborhood-led projects
13 that beautify and brand individual neighborhoods.
- 14 **Action 5.4.4** Partner with neighborhoods to inventory and prioritize neighborhood infrastructure
15 needs and desired community amenities.
- 16 **Action 5.4.5** Partner with neighborhoods to facilitate design charrettes aimed at identifying
17 Lynnwood’s unique neighborhood and district identities.
- 18 **Action 5.4.6** Develop graphics and messaging that celebrate Lynnwood’s unique neighborhood
19 and district identities.
- 20 **Action 5.4.7** Develop a City neighborhood work plan identifying resources and establishing
21 priorities, and determine the placement of this function within the City organization.
- 22 **Action 5.4.8** Orchestrate the creation of a neighborhood advisory group to keep neighborhoods
23 engaged and informed on key issues.
- 24 **Action 5.4.9** Engage with Edmonds Community College students to encourage them to live and
25 work in Lynnwood.
- 26 **Action 5.4.10** Develop a program for new City residents in partnership with local businesses and
27 community organizations to foster neighborhood identity and sense of place and to
28 promote local businesses and services.
- 29 □ □ □
- 30 **Strategy 5.5** **Community Services: Enhance community services as an important element in**
31 **resident satisfaction with their community and their sense of belonging.**
- 32 **Action 5.5.1** Continue to operate a summer farmers market and develop and implement a plan to
33 recruit an organization to operate a permanent, year-round farmer’s market and food
34 hub.
- 35 **Action 5.5.2** Partner with a local bank on a “live where you work” homebuyer program offering
36 favorable mortgage terms for workers considering housing in Lynnwood.
- 37 **Action 5.5.3** Connect neighborhoods with crowdsourcing and crowd funding platforms to fund
38 services and amenities.
- 39 **Action 5.5.4** Monitor residents’ satisfaction with the quality of life in Lynnwood and track
40 progress over time.



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