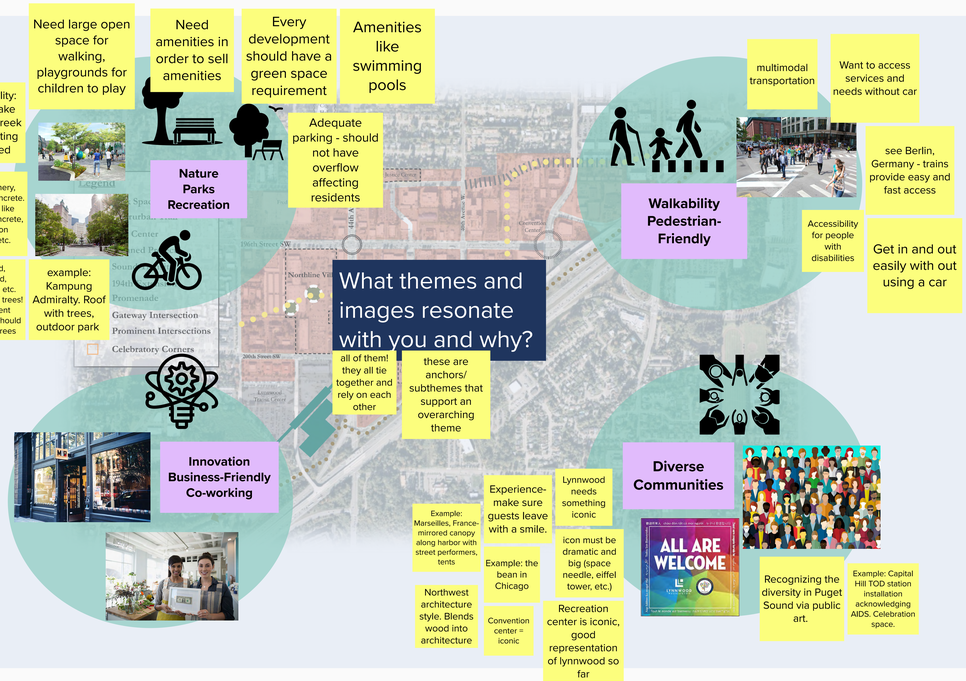
Lynnwood City Center Visioning

Defining a Brand for the City Center Neighborhood

Virtual Community Workshop | October 12, 2021

What themes and images resonate with you and why?



Need large open space for walking, playgrounds for children to play

Need amenities in order to sell amenities

Every development should have a green space requirement

Amenities like swimming pools

Accessibility: Scriber Lake Park and creek that is getting daylighted

Adequate parking - should not have overflow affecting residents

Parks, greenery, minimal/no concrete. Little things like decorated concrete, greenery on concrete, etc.

Lynnwood, Crestwood, Maplewood, etc. We're a city of trees! Development agreements should incorporate trees

example: Kampung Admiralty. Roof with trees, outdoor park

multimodal transportation

Want to access services and needs without car

see Berlin, Germany - trains provide easy and fast access

Accessibility for people with disabilities

Get in and out easily with out using a car

all of them! they all tie together and rely on each other

these are anchors/ subthemes that support an overarching theme

Experience- make sure guests leave with a smile.

Lynnwood needs something iconic

Example: Marseilles, France- mirrored canopy along harbor with street performers, tents

Example: the bean in Chicago

icon must be dramatic and big (space needle, eiffel tower, etc.)

Northwest architecture style. Blends wood into architecture

Convention center = iconic

Recreation center is iconic, good representation of lynnwood so far

Recognizing the diversity in Puget Sound via public art.

Example: Capital Hill TOD station installation acknowledging AIDS. Celebration space.

What features exist today in Lynnwood that are attractive/ iconic to you?

Recreation center

Efficiency standards for buildings - Snohomish PUD working on these

Sno-Isle Library!

Very low carbon energy for Snohomish County

What do you want to see in City Center?

Determine adequate park space per # of residents

Playgrounds, green space

Family-oriented activities

Activities for both kids and adults!

New Library?

Open plaza space - gathering space

Consider a downtown association for regular meetings

Food & drink

Consider campus space of various kinds

start smaller with opportunity to grow (like Northline village)

Control traffic to reduce impact on neighborhood

Particularly 40th

Forward thinking to move people outside of cars

Good medical facility would attract doctors and other health professionals

High quality jobs + public service

What themes are not listed here that you would like to see incorporated into City Center's branding? Why?

Who are the audiences?

- current and future residents
- business owners & people who visit businesses
- visitors who might spend more time here if they see a vibrant neighborhood

developers & investors, who will be building out city center -> fulfilling our vision

Physical 3D model of what Lynnwood will look like

site selectors and commercial realtors. they drive developers

big conferences. need something to draw them in. walkability and amenities attractive to conference-goers

Accessibility

Family friendly walkable spaces

people who move on wheels should be able to get around City Center

Events

Lynnwood is lacking events and festivals

Example: taste of Edmonds, Mountlake Terrace 4th of July parade

variety of small events- figure out what works, then make it Lynnwood's big iconic event

events while the weather is nice

"start here"

Taller buildings

After 8th floor- good views

Maybe the iconic thing is a tall building with a restaurant and good views

take advantage of mountain views

Social places

Gathering spaces

when you're in city center, you know you're there

city center pulls together the city

What is Lynnwood known for? Right now, almost nothing. Good example: Edmonds

Goal: change exit sign to "Lynnwood City Center"

Here are some examples of other sub-themes that came up in interviews...

Public art | Connectivity | History / Heritage | Quality design | Water features | Taller buildings

Events | New business | Green building | Social places | Visibility and activity | Safety

These other cities came up as examples for inspiration. What do you like about these examples? What don't you like about them?

Image source: www.psrc.org

Downtown Bothell

☺

McMinniman's with free swimming pool for children

Gathering areas

Renovations on existing buildings

Incorporating library

Allows residents to swim at McMinniman's pool for free. Perk for residents

Parking strips - good buffer

Access to riverfront park

New City Hall / offices

☹

Parking strips - awkward for getting in and out of safely

Downtown Redmond

☺

Gathering areas

Redmond Town Center- walkable streets than can easily be converted for events

Example: exotic car events, elevated walkways for high vantage points

Young people don't care about parking- they want views, etc. Encourage rooftop gathering spaces

Scaled for humans, not cars

☹

Needs more greenery

Downtown Everett

☺

Gathering areas

☹

The only thing I see is the clock. Not exciting- should be bigger

Lynnwood needs something grand, like a fountain, waterfall

Woodinville

☺

Gathering areas

Renton

☹

car-dominated

Missing parks and natural spaces

Retail-focused