



Meeting Notes Advisory Group Meeting 1

April 28, 2022, 4:00 pm to 5:30 pm, Via Zoom

Purpose of Meeting 1:

This was the first advisory group meeting for the City Center + Alderwood Plan. The meeting focused on introducing the planning team and process, as well as discussing the roles and responsibilities of the advisory group. The planning team presented the proposed study area context/geography and history of the City Center + Alderwood area, and we reviewed proposed elements that will be studied.

The remainder of the meeting focused on having the Advisory Group respond to a series of brainstorming questions through the online interactive program Mentimeter. The responses to these questions, attached, will help support developing a vision and guiding principles for the subarea. We also discussed our first outreach effort: Big Ideas Month in May. During the Advisory Group meeting gathered input from members about how they could support the effort. Lastly, we discussed the importance of ongoing engagement activities and the next steps in the process.

Staffing:

- Kristen Holdsworth, Senior Planner and CC + A Plan Project Manager
- Ashley Winchell, Planning Manager
- David Kleitsch, Director Development and Business Services
- Ben Wolters, Economic Development Manager
- Karl Almgren, City Center Program Manager
- Mandi Roberts, OTAK
- Sierra Carson, OTAK
- Brian Vanneman, Leland Consulting Group

Advisory Group Attendees:

- AJ Temple – Temple Distillery
- Ali Cheikh – Resident
- Andrea Heppner – Resident
- Brock Howell – Snohomish County Transportation Coalition (Snotrac)
- Chad Brathwaite – Resident
- Flex Velasco – Anytime Fitness
- Janet Pope – Lynnwood Public Facilities District
- Juanita Chase – Resident
- Larry Putrick – Resident
- Louise Stanton-Maston – Resident
- Matt Cail – Resident, SuperCharge Marketing, and Planning Commissioner
- Matt Finch – Edmonds School District
- Neil Heineman – James Russell, PLLC
- Phong Nguyen – Resident, Anna's Home Furnishings, and Lynnwood Business Consortium
- Shawn Walker – 360 Hotel Group
- Zoe Reese – Verdant

AGENDA:	
4:00 to 4:25	Introductions to the planning team; Advisory Group introductions
4:25 to 4:35	Review work plan, timeline, and future meeting topics
4:35 to 4:55	Review of proposed study area context, geography, and history as well as proposed elements to be studied and planning background information
4:55 to 5:25	Brainstorming questions via Mentimeter (see attached results)
5:25 to 5:35	Review of Big Ideas Month engagement and next steps in process; next meeting will be July

Presentation:

The presentation provided at the April 28, 2022 Advisory Group Meeting is available on the project website (www.LynnwoodWa.gov/CCA) for reference.

Comments and Questions:

In addition to the input gathered as part of the brainstorming activity (summary attached), the following comments and questions were provided by Advisory Group members during the meeting.

- Access to the Convention Center by public transportation is an important issue that should be studied in this project including the need for better local transit connections from the light rail station to the Convention Center and other key locations.
- There is a lack of pedestrian connectivity and concerns about the ability to walk through the CC+A subarea as a family with strollers. Sidewalks can be too narrow or nonexistent. There needs to be a better pedestrian crossing and sidewalk network.
- It is important that this Advisory Group and outreach efforts include people from diverse races, ethnicities, and cultures.

Next Meeting:

- July 28, 2022 (4-5:30 PM)

Tell us one thing you love about Lynnwood!



In thinking about the City Center + Alderwood area today -
what is your favorite place there?

goods and services
all in one location
convention center
transit center
easy access
heritage park
mall
i 5 access
parks
restaurants
lynnwood transit center
stores around the mall
civic campus
dessert places to gather
the mall
theater

In thinking about your favorite place in the City Center + Alderwood area today - why do you like it so much?

Enjoying community

Accessibility

closest park/green area

People walking, meeting, talking

connectivity to Seattle

We love people watching

Options for family time

offers friendly walk specially with kids

the variety

In thinking about your favorite place in the City Center + Alderwood area today - why do you like it so much?

Wide variety of experiences at the mall

We like to gather there

Community focused, natural setting and environmet

Boosts local economy

The transit center is an access point to get so many other places. Represents freedom & mobility without needing to pay for or use are car.

close proximity to home and work

Well laid out, supportive of businesses of all sizes. It's a 'one-stop-shop' kind of area that is diverse but not overly busy/crowded.

A nexus of social, community activity in the city.

it's a place to see and be seen

In thinking about your favorite place in the City Center + Alderwood area today - why do you like it so much?

it's a place that is engaging and not just static

What I like most about Lynnwood (and most cities): They're home. They're places where people live, providing security, services, inspiration, community, prosperity.

What are the top three challenges in the City Center + Alderwood area today that should be addressed by this planning process?

Traffic / transportation	Transportation infrastructure	Traffic!!CrimeCleanliness
Access to businesses due to constxn	lack of affordable housing	The traffic on the weekends, decrease ease of getting around.
Crime	Some on city council are opposed to increased density	Many local residents don't have vision and the city needs to come up with a plan to create this vision and reintroduce the New Lynnwood to it's residents and visitors.

What are the top three challenges in the City Center + Alderwood area today that should be addressed by this planning process?

Transportation. Housing. Greenery (need more trees and green canopy with all of the buildings +concrete)

affordable housing

Resistance to growth, political squabbling, action beyond visioning

Ability to walk safely (side walks)

Access to the convention center by attendees to Seattle

traffic especially on main roads such as 196th!

need to increase density to support growing population

Homelessness / crime

crime

What are the top three challenges in the City Center + Alderwood area today that should be addressed by this planning process?

No "slow down" signs in the side streets used during construction

leveraging transit project to create more housing and services for city

Increase in cars/traffic

Tourist appeal, resident appeal, and a cohesive vision of how the city will be viewed.

Need more homes for more people, so they can benefit from access to transit, jobs, and education.

Crime.

Negativity of "outsiders" -- think Lynnwood is too far away

Homelessness

Need for infrastructure. Political leadership,. apathy

What are the top three challenges in the City Center + Alderwood area today that should be addressed by this planning process?

Crime prevention through environmental design

Making development/redevelopment practical/ feasible.

Needs placemaking - a sense of place, and places for community gathering.

Need to address income disparity

Pedestrian safety inside city center

Our entire region faces a housing shortage, and the City Center is part of the solution.

Balancing residential and commercial interests.

Creating a brand image for the New Lynnwood.

City needs to address bringing market rate housing not just affordable.

What are the top three challenges in the City Center + Alderwood area today that should be addressed by this planning process?

Food truck hubs like in Maui

International walk featuring Beer/Wine/Food and small shops to show off our cultural diversity



Think about some of the favorite places you have visited—downtowns, shopping and entertainment districts.

Name the top one or two places that you've been to and why you like them so much.

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Downtown Edmonds

Victoria BC

Downtown Edmonds and downtown Snohomish

Downtown Edmonds: Walkability and restaurants also diverse type of shops

Hillsboro, OR-- local feel with access to mainstream services and a train to portland

Chicago because of how easy it was to get around on public transit and the amount of open/green spaces that are walkable/bikeable

Kirkland / Ballard: vibrancy restaurants shops people

Downtown Edmonds very pedestrian oriented and offers shopping, restaurants, entertainment

Oakland Lake Merritt: Restaurants from different ethnicities

Name the top one or two places that you've been to and why you like them so much.

Edmonds DT - lots of activity/ options in small area

Barcelona, commercial and residential built up around public plazas and gathering spaces.

Locally Downtown Bothell/Edmonds. Other San Diego hotel district. Ashland OR All for accessibility & shopping, dining & entertainment

Edmonds & Snohomish are welcoming, clean, quaint and unique

Green Lake - Walkable trail, parks.

Brisbane - bars, restaurants, walking friendly, social/ communal gathering spots

Rooftop gathering spaces atop downtown buildings and in Asia where people can gather and get outdoors and see panoramic views of the surrounding areas.

Parks and the pedestrian friendly areas they offer. Would be nice to see that aspect here with so many residents in a compact area

Montreal: Parks and views

Name the top one or two places that you've been to and why you like them so much.

Fremont - strong neighborhood identity, fun landmarks.

Ballard: Farmers Market, one of the best I've been to

Places with businesses where you can get essentials

Port Townsend--the shopping and variety of different shops("not cookie cutter stores:")--ease of walking around Pearl District in Portland -- again the shops, restaurants--ease of walking around

Ruston Point Tacoma for the vibe.

Downtown Bothell for amenities, multi-modal transportation options, access to parks/trails/freeways

San Juans - a sense of place and serenity

Looking ahead over the next 20 years...

What is the most important change that you would like to see happen in the City Center + Alderwood to make this a successful and important part of the Lynnwood community?

What is the most important change that you would like to see happen in the City Center + Alderwood?

Improved traffic flow

Green space to use as a gathering place

Prioritizing people over cars in terms of space and mobility.

Small blocks to make more pedestrian friendly

Diverse housing choices and affordability

Wides Sidewalk (some are coming, yay!) and free parking lots

Pedestrian only areas, specially towards where the shops and restaurants will be concentrated

Mixed use development

Mixed use density with a community vibe

What is the most important change that you would like to see happen in the City Center + Alderwood?

It should be a destination city, drawing tourists in and not just secondary to other reasons for being in town

Crime prevention

I would like to see Lynnwood participate in being a connection to the Cascadia Innovation Corridor by brining innovation, technology, research to our city. Invite companies like startups to relocate their businesses here.

Arts center, farmers market, 24/7 destination spaces

Doing our part for the regional need/expectation for housing and jobs near transit.

Building a connected network of walking, biking, and ADA infrastructure.

increased housing density with meaningful places for community to gather, recreate, and shop/socialize, retaining and increasing diversity.

gathering place for families/singles -- inside and outside ?i.e. plaza like area

Walking trails

What is the most important change that you would like to see happen in the City Center + Alderwood?

Mall redevelopment allowing for more housing. Pair that with light rail that goes through Lynnwood (not just hugging I-5) and improved infrastructure. Stronger community identity. All with a lot of green buffers and trees.

Attract business to broaden the city's economy.

Water! Ponds, fountains, etc

Having a Culture/ brand that's known and sought after. We go to Lynnwood because...- shopping- eating - family friendly- diverse- safe- fitness friendly

A diverse place with diverse people, food, and recreation options

incorporate parks and green spaces more into city center

Jobs

would be great to have a town center, a destination for people to come, shop, and walk

Concert venue

What is the most important change that you would like to see happen in the City Center + Alderwood?

More churches

What is one thing/element that you would like to see be built in the City Center + Alderwood area that isn't there today?

Farmer's Market!!

Urban park

Civic commons such as Totem Lake Village

central plaza with affordable/dense housing like the El Centro Plaza in beacon hill next to their lightrail station. Public Space/community center/local shops

Within the next 10 years, at least one 150+ unit apartment building without car parking.

PCC

Shared coworking spaces. Incubators for innovation.

Museum, tied to history of the region

Office space for better employment opportunities

What is one thing/element that you would like to see be built in the City Center + Alderwood area that isn't there today?

A beverage tourist area w/ wineries, breweries etc

A water feature

Arts that is larger than what Edmonds center for arts can provide

Farmers market area

More churches

Parklike settings throughout City Center

Town square park

Food truck area/ pop ups

Community forum, open and meeting space with memorable, landmark architecture.

What is one thing/element that you would like to see be built in the City Center + Alderwood area that isn't there today?

Frequent, free shuttle service within the area

Live entertainment area

Middle housing homeowner opportunities (townhomes, stack housing/flats) near the edge of the City Center, as it transitions to SFZs

Concert venue

Versatile/flexible festival spaces

A tourist area/boulevard with lots of character that isn't the mall

Platinum leed housing

Multipurpose venue

An iconic feature that puts Lynnwood on the map.

Which of the following would YOU be willing to do to help raise awareness about Big Ideas Month? (select all that apply)



Post on social media



Share an email with your friends/family/community



Share information with your neighbors/friends/community



Take posters to organizations/businesses



Present information (or invite us to present) at a meeting/group you are a member of



Other

What events, organizations, or businesses in the CC+A Area should we reach out to for future engagement?

Lynnwood Chamber

Business Consortium

Mall ownership

Project Girl Mentoring Program

Convention Center

Homage Senior Services

Edmonds Center for the Arts (ECA)

Mall owner

CHC Snohomish County

What events, organizations, or businesses in the CC+A Area should we reach out to for future engagement?

Arc of Snohomish County

Fair on 44th

Lynnwood Police Dept.

Homage senior services

Disability Rights Washington

Edmonds School District

Rotary clubs

Volunteer ops

Lynnwood Festivals

What events, organizations, or businesses in the CC+A Area should we reach out to for future engagement?

Edmonds Bicycle Advisory Group

Parks and Rec

Land owners in city center area

Lynnwood PFD - convention center

Lynnwood Chamber of Commerce

Rotary

Community Transit's microtransit team

Local businesses in the affected area

Chamber of commerce

What events, organizations, or businesses in the CC+A Area should we reach out to for future engagement?

Edmonds School District

Developers

Cannabis

ECOSS

Neighborhoods