Mission: Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

Membership: Over 46,000 members globally, comprised of land use professionals (developers, designers, financial services, public sector)
10 Minute Walk

- National movement led by The Trust for Public Land in partnership with the Urban Land Institute and the National Recreation and Park Association

- Goal is to create a world where everyone in the U.S. has safe, convenient access to a park within a 10-minute walk of home by 2050.

- Endorsed by nearly 300 mayors in cities across the United States
Benefits of Parks

- Community Connection
- Health
- Equity and Inclusion
- Community Engagement
- Environmental Sustainability
- Equitable Economic Development
Expert Panelists

Aletha Dunston - Chair
Executive Director, Fort Harrison Reuse Authority
Indianapolis, Indiana

Rachel Banner
Director of Park Access, National Recreation and Park Association
Washington, DC

Dan Eernisse
Economic Development Director, City of Everett
Everett, Washington

Erin Ishizaki
Partner, Mithun
Seattle, Washington

Ellen Martin
Principal, Economic and Planning Systems
Sacramento, California

Jeanne Myerson
Principal, The Belgrave Group
San Francisco, California

Steve Qualkinbush
Partner, Q2 Real Estate
Northbrook, Illinois

Jeff Stewart
Executive Director, Johnson County Park and Recreation District
Johnson County, Kansas
National Study Visit Process

- Briefing materials
- Tour of the study area
- Stakeholder interviews
- Develop actionable recommendations
- Public presentation
- Written report to City of Lynnwood
Study Area & Vicinity
Study Questions

PARKS AND THE PUBLIC REALM IN CITY CENTER

What role would a City Center urban park play in catalyzing civic activity and promoting property investment in the neighborhood?

Which tools and partnership opportunities are available to leverage public and private investment in the area to build public amenities, like parks/plazas, and how can more private development be incentivized?

How can the City assist the development community with consolidation of small parcels?

What streetscape interventions can remake City Center into a pedestrian oriented TOD, integrating existing infrastructure like the Interurban Trail, with active park-façade interfaces creating an integrated greenspace-to-urban fabric?
What We Heard...

- Great for families
- Good schools
- Great police department
- 17 parks within 7 square miles
- Relatively affordable
- Very diverse population
What We Heard...

- Auto-centric and unsafe for pedestrians
- Strip malls and furniture stores
- No public awareness of City’s plans
- Skepticism that City Center will get started/done
- Lack of identity
City Identity & Branding

Who are we, who do we want to be, and how are we going to get there?

- What is Lynnwood’s brand?
City Identity & Branding

Who are we, who do we want to be, and how are we going to get there?

- What is Lynnwood’s brand?

- You already have a brand. Everyone does.
  - How do others describe you?
City Identity & Branding

Who are we, who do we want to be, and how are we going to get there?

- What is Lynnwood’s brand?

- You already have a brand. Everyone does.
  - How do others describe you?
  - What was our takeaway?
    - Sea Mar Community Health Center
    - Lynnwood’s Civic Center feels like a “Central Park” (Rec Center, Veteran’s Park, City Hall, Library, etc.)
    - Amphitheater

- Small, individual decisions add up to your identity

- Requires ongoing commitment and constant reinforcement
City Center
A 2020 Vision

- It is time for a refresh of the vision
- Original vision anticipated office use
- Market forces are demonstrating residential focus
- Parks and plazas should reflect the anticipated uses/users
City Center

A 2020 Vision
City Center

A 2020 Vision
City Center
A 2020 Vision
City Center
A 2020 Vision
Recommendations:
Leadership to Guide Change
Guide change
Take advantage of opportunities

Lynnwood Light Rail Extension (LLE)

City Center development activity

Apartments in vicinity of Alderwood Mall

Street & traffic changes
Guide Change

Update Vision and Clarify Process

- Update City Center Plan
  - Update public realm improvement guidelines
  - Integrate with Northline Village streetscape concepts
  - Focus on clear health benefits of open space
- Continue City’s efforts to clarify process, improve predictability
  - Minimize risk stemming from uncertain & changing process
- Strengthen physical connections between City Center, Civic Center & Convention Center
- Make City Center development work for the entire community

Vienna Metro Station, Vienna, VA
Guide Change
Community Engagement

**Why?**
To build support for City Leadership to prioritize & fund City Center parks & public realm improvements

- Multiple constituencies
  - Residents
  - Riders
  - Existing businesses
  - Developers making things happen

- Engage diverse community
  - Residents speak more than 100 languages
  - 29% are foreign born*
  - Diverse family income levels
  - Existing affordable housing stock

*2017
Guide Change
Community Engagement

Formalize the process – build support for new parks in City Center

“We are all part of this”

- Form a Community Advisory Board
  - Possible model: Police Advisory Panel
  - Tap variety of residents and pay for participation
- Define community-oriented programming and uses
  - Embrace Community College interest
  - Afterschool programming
  - Partner with VOA and Boys & Girls Club
- Crowdsource funding (hold festive fundraisers, park benches, painted tiles, fountains, etc)
- Explore opportunities for grants and philanthropic funding
Recommendations:
Physical Realm and Connections
Physical Realm and Connections

Community

Connectivity to the Transit Station

- Bus Schedules and Routes
- On Demand Transportation
- Focus on Bike and Pedestrian Mobility and Safety
- Wayfinding / Landscaping
Physical Realm and Connections

Community

Facilities and Services

- Demand for Park and Recreation Services
- Central Park and Greenspace
- Public Safety
- Public Health
Physical Realm and Connections

City Center

Physical Realm / Connections

- Interurban Trail
- Bike and Pedestrian Friendly Routes
- Gathering and Open/Green Space
- Potential for Civic Services and Partnerships
Physical Realm and Connections

Interurban Trail Improvements

- Becomes Less Recreational around Station
- Dedicated Bike and Pedestrian Lanes
- Sound Barrier Improvements
- Landscaping
- Lighting
- Existing Bridge
Physical Realm and Connections

Bike and Pedestrian Friendly Improvements

- Traffic Calming Design Options
- Tabled Intersections
Physical Realm and Connections

Bike and Pedestrian Friendly Improvements

- Traffic Calming Design Options
  - Reversible Lanes
Physical Realm and Connections
Bike and Pedestrian Friendly Improvements

- Traffic Calming Design Options
- Bike and Pedestrian Friendly

Option for Reallocated Right-of-way

* In addition, travel lanes can be reduced a bit (to 10’), if necessary

Current Plan
Physical Realm and Connections
Civic Services / Facilities

- Pedestrian Oriented Streets
Physical Realm and Connections

Civic Services / Facilities

- City Hall
- Library
- Colleges
- Convention Center
- Park and Gathering Space
- Connection to Bike/Ped Routes
Physical Realm and Connections
Civic Services / Facilities
Physical Realm and Connections

Central Park

- Established Park Setting
- Tree Canopy
- Recreation Center
Recommendations: Attracting Investors to City Center
Attracting Investors to City Center

Provide amenities residents want

REALITY: In past 20 years, City Center resident changed from office worker to apartment dweller
Attracting Investors to City Center
Provide amenities residents want

Who are they? Love or need getting around without a car
✓ Transit nearby
✓ Uber & Lyft pick ups
❑ Safe to ride bike or scooter on street
❑ Pedestrian friendly
Attracting Investors to City Center
Provide amenities residents want

Who are they? Engaged with their immediate neighborhood

- Attracted to public spaces, co-working, and third places
- Hang outs, dining, entertainment
- Convenience shopping like 7-11/Bartells/Trader Joes
- Looking for opportunities to volunteer/serve
Attracting Investors to City Center
Provide amenities residents want

Who are they? Diverse, and valuing authenticity and balance in life

✓ Local businesses with passion and skill
❑ Hang outs
❑ Local entertainment
❑ Dining adventures, food trucks
❑ Places to stay fit
Attracting Investors to City Center
Provide amenities residents want

Who are they? 1 out of 3 are dogs

- ✓ Long walks on Interurban Trail
- ❑ Easy walk around the block before/after work in November
- ❑ Off-leash dog park
- ❑ Pet store
- ❑ Veterinarian
Attracting Investors to City Center

Why providing amenities attracts investors

City should be asking what it can be doing to make residents . . .

✓ Move in more quickly?
✓ Move out more slowly?
✓ Value their home more?
✓ Share what they like about City Center?
Attracting Investors to City Center

Why providing amenities attracts investors

If rents rise—or expenses fall—by $25/month in a 150-unit building, value increases by over $1 million

130th Seattle, Shoreline, Mountlake Terrace, Mercer Island, Bellevue, Spring District, Crossroads, Redmond, Kent/Des Moines, Federal Way

*If Lynnwood provides desirable amenities at City Center, investors will flock to it. Without them, investors will go where costs are similar but rewards greater.*
Attracting Investors to City Center
Reduce Developer Cost, Risk, Uncertainty

- Continue to improve development and entitlement processes
- Solidify vision and planning fundamentals
- Maintain flexibility to respond to changing market conditions
- Support transition of uses
- Facilitate land absorption through potential City Hall, Library, Community College uses
  - Credit tenant for office uses
  - P3 development opportunity
- Consider strategic expansion of the MFTE program
- Identify and prioritize capital improvements needed to support development
Attracting Investors to City Center

City Center Park/Plaza Funding Options

- Aggressive pursuit of grant and other outside funding sources (capital campaigns, crowdfunding, naming rights, etc.)
- Park Impact Fees
- Other City Funding Sources
  - Real Estate Excise Tax
  - Existing LOC Funding
  - Economic Development Infrastructure Fund
    - Potential to backfill using Park Impact Fee revenues
- Operations and Maintenance
  - Property taxes
  - Business improvement area

### POTENTIAL CITY CENTER PARK FUNDING

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Park Impact Fees</td>
<td>$5.0 - $10.0 M</td>
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<tr>
<td>Real Estate Excise Tax</td>
<td>$1.0 M per year</td>
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<tr>
<td>Line of Credit</td>
<td>$5.1 M</td>
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<tr>
<td>EDIF</td>
<td>$10.0 M</td>
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</tbody>
</table>
Attracting Investors to City Center

Specific City Action Items

Overarching Goal: Strategic investment, land acquisition, and regulatory interventions designed to encourage and facilitate desired private sector investments:

1. Purchase land for park/civic center uses
2. Identify public-private partnership opportunities to co-locate civic uses with park and private development opportunities; consider issuance of Developer RFP
3. Establish partnerships with other public sector/institutional users (e.g. Community College)
4. Create business relocation program targeting uses that thrive in an auto-oriented environment
Key Takeaways
Key Takeaways

- Taking no action is also shaping your community
- City needs to lead the way: people want to see something happen
- People should drive the design process, not cars
- Cultivate diversity and cultural authenticity in design, programming, engagement, and leadership
- Be strategically bold: do something substantive within City Center...now
Don’t Forget…

Engage current residents and incoming residents

Do the work together and celebrate successes together

Parks and community development are economic development