Timber

The roots of our community
1850-1930 Timeline

- 1853: Washington Territory Created
- 1855: Native Americans give land to the US
- 1859: Military Road from Tacoma to Bellingham
- 1861: Snohomish County Created
- 1869: Washington granted Statehood
- 1889: Klondike Gold Rush
- 1897: Puget Mill Demonstration Farm
- 1917: Highway 99 replaces Military Road
- 1927: Great Depression
- 1929: Interurban began daily runs between Seattle & Everett
January 22, 1855

The Duwamish and allied tribes conveyed Puget Sound land to the United States excluding the land now known as the Tulalip Reservation.
Early Logging in Lynnwood/Alderwood
The owners of the mill on Hall’s Lake put pressure on the Interurban Line to extend the track to 52\textsuperscript{nd} Avenue West. When the Interurban Line changed hands in 1910, the new owners completed the line to Everett.
Heavy logging in the area resulted in the land being clear cut with no other development present.
Homesteading followed the era of logging. This is the sight of the current Alderwood Mall.
This homestead was one of the last undeveloped, original homesteads in the Alderwood area. Part of the homestead is now part of Pioneer Park.
Organized in 1909, the Hall’s Lake Grange, later the Cedar Valley Grange, is probably the oldest social organization in the area.
Transportation

..... that shaped our community
Early Map of Lynnwood Area

- Interurban Railway
- Military Road
- Highway 99
- Puget Mill Company Ownership
- Homestead Tracts
The Interurban approaching the Martha Lake Station. The 29 mile trip from Greenwood to Everett took 70 minutes and included 27 stops along the way.
Interurban Trolley at Alderwood Manor
In 1917 the Puget Mill Company opened the Demonstration Farm to attract buyers who could purchase the clear cut land.

Advertised:

“attractive school building” and “rapid growth of the district”

“Ideal Electric Train Service...Every hour from 6:30 in the morning until midnight every day of the year”
The inside advertised:

“Health, Happiness, Independence!”

Beautiful homes, wholesome lifestyle, 5-acre plots and prosperity
Five acre parcels were used to raise chickens for egg production.
By 1921, Alderwood was home to 200,000 chickens and at its peak was the second largest egg producer in the nation.
New development in the area resulted from the introduction of the automobile.
To meet new economic demands, new types of businesses were started. Keeler’s Corner is an early business oriented to Hwy 99.
Early Development

Lynnwood emerges as a vibrant city serving Snohomish County
1930 – 1980 Timeline

- **1937**: Lynnwood Plat
- **1933**: Demonstration Farm closes
- **1939**: Closure of Interurban Railway
- **1950**: Growth along Highway 99
- **1956**: Incorporation committee established for Lynnwood
- **1960**: Interstate-5 Construction Begins
- **1960**: City of Lynnwood Incorporated April 23
- **1959**: Construction of Alderwood Mall begins
- **1968**: Interstate-405 Construction Begins
- **1971**: Lynnwood Civic Center Opens
- **1971**: Alderwood Mall Opens
- **1979**: Construction of Alderwood Mall begins
- **1978**: Construction of Alderwood Mall begins
In 1938 Lynnwood Lumber was the first business to use Lynnwood as part of their business name.
1950’s View
(196th Street SW looking southeast)
1960's View
(196th Street SW at the Alderwood Shopping Center site)
1960’s View
(196th Street looking west towards Hwy 99)
In the 1960’s construction of Interstate 5 marked the beginning of a new era of development.
Expansion

Lynnwood becomes an urban center for commerce
1980 – 2005 Timeline

1981 Lynnwood Athletic Complex developed

1989
- Fisher Building construction begins

1989
- Police & Municipal Court Building constructed

2002
- I-5 & 196th interchange construction begins

2002
- Heritage Park & Alderwood completed

2003
- Lynnwood Convention Center construction begins

2003
- Transit Facility Construction begins

2004
- Transit Facility completed

2004
- Heritage Park & Alderwood completed

2005
- City Center Plan Adopted

2005
- Lynnwood Convention Center opens
Circa 1980 View

Alderwood Mall

Lynnwood High School
In 1989, the Fisher Business Plaza (now Alderwood Business Center) was constructed, bringing new businesses and development standards to Lynnwood.
In recent years, catalyst projects in Lynnwood included: Alderwood Mall, Lynnwood Convention Center, Heritage Park, Lynnwood Transit Center, and transportation improvements.
Alderwood Expansion
The Terraces 2005
Loews Cineplex 2005
Macy’s Expansion at Alderwood 2008-2009
Lynnwood Convention Center

- 55,000 total square feet
- 34,000 square feet of meeting space
- $32.4 million project cost
Lynnwood Transit Center and HOV access ramps

- First HOV access ramps in state
- Express Bus Service for commuters
- Proposed light rail transit station: ST2
Heritage Park
Interurban Car No. 55
Public Art at Heritage Park
Traffic Improvements

• I-5 and 196th Street Interchange Project
• Pedestrian Bridge @ I-5 and 196th Street
• I-5 ramp project 2010
• City Center Access Study
• Citywide Transportation Business Plan
• Southbound Braided Ramps
44th Ave W. Street Improvements

Under Construction

After
176th Street Improvement
The Future

... plans for economic growth and enhanced quality of life
Why is Economic Development Needed?

Diversify Economy and Employment:
Lynnwood’s business and employment base is currently concentrated in lower wage jobs

Revenues:
Business activity provides 75% of all revenue to Lynnwood’s general fund

Quality of Life:
Provide funding for public infrastructure such as roads, parks, and community facilities; and public services such as police, fire and recreation.

Economic Vitality:
Achieve higher wage jobs, quality business development, and private sector investment
Economic Development Plan Goals

1. Grow and diversify Lynnwood’s economy and employment through business retention, expansion and attraction
Northview Corporate Center
Cypress Semiconductor
Genzyme
Zumiez Corporate Headquarters
Homewood Suites by Hilton
Alderwood Mall Parkway
Maple Precinct – Annexed in 2009

Lynnwood Annexation
Economic Development Plan Goals

1. Grow and diversify Lynnwood’s economy through business retention and attraction

2. Redevelopment activities to enhance the City’s economy and sense of place
Proposed City Center Infrastructure Improvements

Infrastructure improvements envisioned for the City Center

- Parks and Streetscapes
- Multi-choice transportation system
- Poplar Way Extension Bridge Project
- 196th Street SW, 48th Ave W to 37th Ave W
- 200th Street SW, 64th Ave W to 40th Ave W
- 44th Ave W, I-5 to 194th Street SW
- 42nd Ave W, 200th Ave W to 194th Street SW
- 194th Street SW Ext., 40th Ave W to 33rd Ave W
- 35th/36th Ave W, Maple Road to SR-99

Town Square Park

City Center 196th Street SW Improvement Project
City Center Conceptual Streetscape & Redevelopment
Proposed Lynnwood City Center Senior Living Apartments

Existing Condition

Proposed
Sound Transit Lynnwood Link Light Rail Expansion

- Extends light rail from Northgate to the Lynnwood Transit Center
- Planned opening in 2023
- Supports the Lynnwood City Center
- Lynnwood projected to be the busiest station in this extension with 20,000 daily boardings
Sound Transit Lynnwood Link Light Rail Expansion
DEIS Alternatives
Sound Transit Proposed Lynnwood OMSF Alternative

Lynnwood Alternative: Requires Additional Track & Facility in Bellevue

Alt. 1 Lynnwood OMSF

Alt. 1 Lynnwood OMSF - Bellevue Segment
Edmonds School District Redevelopment Sites

District surplus properties proposed for redevelopment
Proposed Lynnwood Place Project
Former Lynnwood High School Property

Multi-phased project:

Phase 1: Site infrastructure and a Costco Wholesale Warehouse

Phase 2: Mixed-use with retail, entertainment and housing
Highway 99 Revitalization Strategies

- Adopted: September 12, 2011
- Approve zoning and design guidelines
- Create gathering spaces and a broad mix of uses
- Improve identity/image of corridor & key segments
- Support small businesses
- Produce a physical plan for the corridor
Highway 99 Before Revitalization
Lynnwood Crossroads
196th Street SW & Hwy 99
Unibank
Economic Development Plan Goals

1. Grow and diversify Lynnwood’s economy through business retention and attraction

2. Redevelopment activities to enhance the City’s economy and sense of place

3. Enhance Lynnwood’s livability and quality of life
Variety of Housing Options
Parks & Recreation
Edmonds School District
Capital Improvement Projects

• Alderwood Early Childhood Center
• Alderwood Middle School
• Beverly Elementary School
• Cedar Valley Community School
• College Place Elementary School
• College Place Middle School
• Evergreen Elementary School
• Hazelwood Elementary School
• Hilltop Elementary School
• Lynndale Elementary School
• Lynnwood Elementary School
• Lynnwood High School
• Martha Lake Elementary School
• Meadowdale Elementary School
• Meadowdale High School
• Meadowdale Middle School
• Oak Heights Elementary School
• Spruce Elementary School

District Support Center: 52nd Ave. W & 204th St. SW
Meadowdale High School
Edmonds Community College Master Plan

Long Term Master Plan
Edmonds Community College
Central Washington University Branch Campus
Edmonds Community College Expansion

- Brier Hall 22,000 square foot two-story addition
- Triton Student Center, Center for Service Learning, College Bookstore, cafeteria, group study rooms, conference rooms, and club and publication office spaces
- Designed to U.S. Green Building Council’s LEED Silver Standard
- $13.4 million project funded by student services and activities fees
Edmonds Community College Dorm Project

- Provides housing for 180 students
- Designed to U.S. Green Building Council’s LEED Silver Standard
- Fully furnished apartments each with communal kitchens, private bedrooms, bathrooms, cable TV and wireless Internet access
- Close to college resources (library, Learning Support Center, student center)
- Includes 37 four-bedroom units, 9 two-bedroom units and 9 studio units with the option for 5 to be double occupancy
- Each floor has common study space and the first floor includes a community room for social and community events
- Chance to live with a friend or meet new roommates from around the world
- Opened Fall 2009
Economic Development Plan Goals

1. Grow and diversify Lynnwood’s economy through business retention and attraction
2. Redevelopment activities to enhance the City’s economy and sense of place
3. Enhance Lynnwood’s livability and quality of life
4. Improve the City’s image and identity in the region
Tourism Marketing and Website

www.lynnwoodtourism.com
Marketing Economic Development

Start here. Lynnwood, Washington

An Affordable Alternative to Downtown Rates 40% Less

Find Lynnwood in the North Puget Sound accommodation list.

Visit www.LynnwoodTourism.com for the great deals on Lynnwood!

Lynnwood-Seattle North
Start Here, Go Everywhere

Where Smart Businesses Locate

Lynnwood offers Businesses a great deal more...
- 16 miles north of Seattle
- Convenient I-5 & I-405 location
- Affordable Class A office space
- Lease rates lower than Seattle
- Affordable lifestyle - Diverse workforce

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Businesses where the future is taking flight.

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Or Call (425) 670-5040
Office of Economic Development

Our mission is to serve as a catalyst for economic development that provides healthy business, quality employment opportunities and sustainable city revenues and to foster economic vitality through programs and projects necessary to implement economic development policies.

The Office of Economic Development is dedicated to fostering economic vitality in the City of Lynnwood by:

- Building a positive business climate
- Improving and diversifying employment opportunities
- Engaging in strategic partnerships

The Office of Economic Development offers:

- Site selection assistance
- Interdepartmental coordination for businesses and the development community
- Public relations regarding business and economic development

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Lynnwood Branding Project

What is Branding?

- Symbolic embodiment of all the information connected with the City
- Includes name, logo and other visual elements
- Encompasses expectations associated with the City which typically arise in the minds of the people
- People are the *audience* of employees, residents, businesses and visitors
Lynnwood Branding - Why we did it

• Define who we are - not let others define us
• Understand Lynnwood’s strengths and weaknesses
• Unite community with a true and honest brand platform
• Use the “brand” for more effective marketing

• Importance of branding Lynnwood:
  ✓ instill community awareness
  ✓ define the image and attributes of the destination
  ✓ convey the location as a choice for businesses, visitors, residents, families and others
Community Insights

1. Lynnwood is accessible
2. Lynnwood = Commerce
3. Lynnwood embraces openness and diversity
4. Lynnwood encourages social activity

Lynnwood is a marketplace
Lynnwood Brand Message

Lynnwood is the kind of place people talk about, more than just a shopping destination, Lynnwood is a people focused community built on a tapestry of human connection and reflection.

Lynnwood offers arts and culture, parks and trails, higher education and most importantly, an entrepreneurial spirit.

Our diverse population is engaged is shaping the city’s progress as a leading marketplace of business and commerce; and as the perfect place to call home.

Lynnwood is a place where the experience is rich, the shopping abundant and the people welcoming. A community that has all the things you’re shopping for in one bag.

A community that is a great deal more
LYNNWOOD
WASHINGTON
A great deal more