



11930 Cyrus Way • Mukilteo, WA • 98275

City Council
Land Use & Economic Development Committee
Wednesday, July 19, 2017
4:30 PM

Community Development - Planning Table Conference Room

Meeting Report

Attendees:

Committee Members: Councilmember Emery (Chair), Councilmember Cook

City Staff: Planning Manager Osaki, Assistant City Engineer Swisstack

Absent: Councilmember Whelpley, Chamber President and CEO Martin

Agenda Items

1. Approve Meeting Notes of June 21, 2017 meeting

The Land Use & Economic Development Committee (LU&ED) did not act on the June 21, 2017 meeting notes. Only one LU&ED Committee member in attendance was at the June 21, 2017 LU&ED Committee meeting. Approval of the June 21, 2017 meeting notes will be on the LU&ED Committee's August 16, 2017 agenda.

2. Snohomish County Tourism Bureau Presentation

Amy Spain, Snohomish County Tourism Bureau Executive Director, and Tammy Dunn, Snohomish County Tourism Bureau Sports Development Director provided a presentation on the activities of the Snohomish County Tourism Bureau.

Executive Director Spain noted that the Snohomish County Tourism Bureau is a non-profit organization focusing on tourism, convention marketing and sales. The Snohomish County Tourism Bureau contracts with Snohomish County for this purpose. The Snohomish County Tourism Bureau is funded with countywide lodging tax funds; it is not a membership organization.

The Snohomish County Tourism Bureau also assists area businesses with tourism development by providing educational seminars, training sessions and cooperative advertising opportunities.

The Snohomish County Tourism Bureau's discussion featured a PowerPoint presentation. Among the items noted included:

- Tourism is economic development. Recent visitor spending in Snohomish County is over \$1 billion per year (up 2.8% from the prior year), with almost 11,000 County jobs in the tourism industry. This makes tourism the second/third largest industry in the County.
- The Snohomish County Tourism Bureau focuses on internal and external strategies. Examples of internal strategies include industry education, offering marketing platforms and referrals/sponsorship opportunities. Examples of external strategies include marketing (e.g. websites, advertising, social media) as well as direct sales through recruiting trade shows and conventions.
- Overnight visitors in Snohomish County (staying in commercial lodging) average 2.1 people per travel party, stay 2.1 nights and spend \$366 per travel party per day.
- The economic impact of convention, sports and group tour sales and service totals \$58.9 million per year. Economic benefit derived from sports sales and service specifically is \$35.7 million annually. Economic benefits from tournaments held at the Harbour Pointe Badminton Club were mentioned

The LU&ED Committee noted that the Snohomish County Tourism Bureau should give this presentation to the full City Council

Additional LU&ED Committee discussion included whether there were opportunities to coordinate with transit agencies on items like bus circulator routes to improve transit opportunities to the Mukilteo waterfront and relieve parking demand that exists there.

3. Pedestrian Bridge Project Update

Assistant City Engineer Swisstack presented background on the design process that has taken place to date on the pedestrian bridge project.

Two pedestrian landing options were presented to the LU&ED Committee - one with a switchback form and the other with a circular form.

The LU&ED Committee generally found both options acceptable as each offered potential advantages. Comments included:

Switchback Landing Option

- Offers seating options (which is nice to have for resting purposes)
- In offering seating options, there may be an opportunity to activate the plaza area as a venue for certain activities,
- Loses fewer parking spaces
- Likes the visual appeal the step design offers
- If selected, would want to make sure the ramps do not look or feel “too busy”

Circular Landing Option

- Is more graceful and open than the switchback option
- Offers flat areas for sitting (which is nice to have for resting purposes)
- Would like to see the face of the ramps to make a more informed decision (the concrete ramp (of Slide 7) was not liked by the Committee.)
- Transition needs to be smooth, otherwise the ramps could be too busy

Pedestrian Bridge Wall/Railings/Deck/Throw Fence

- Would like to see design that is dramatic, intriguing and visually engaging,
- Maybe place panels in the deck that are glass and can be seen through as one walks on the deck.
- Would like to see the throw fence transparent
- Asked if the walls can incorporate glass (e.g. safety glass, tempered glass with etchings)
- The throw fence design in the lower left (of Slide 11) was liked (e.g. transparent)
- The laser cut art (cut outs) with an arch (on Slide 3) was liked

The LU&ED Committee also indicated:

- The design of certain bridge elements could be an art project for students from schools, such as tiles on the floors/walls, sandblasting glass, etc.
- There should be ways to involve the community in this effort. Tiles could be placed on parts of the wall, bricks in other places.
- A public meeting to gather public input would be appropriate for this project.

Next Steps

Assistant City Engineer Swisstack mentioned that the Parks and Arts Commission (PAC) is scheduled to review the designs at its August meeting. LU&ED Committee comments will be shared with the PAC at that meeting.

Next LU&ED Committee Meeting: Wednesday, August 16, 2017 - 4:30 p.m.

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