

CREATIVE DISTRICT ADVISORY COMMITTEE

Meeting Summary for 6/06/2019

Committee Members present:

Steven Cristol
Nora Carlson
Oleg Gorboulev
Anabel Hovig
Scott Merrick
Ashley Song
Susan Loreen

Julaine Fleetwood
Lillyan Hendershot
Joe Mclalwain
Sarah Mixson
Donna Stewart
Richard Suico

Committee Members absent: Mark VonGunten, Diane Buckshnis, Stephen Waite, Tracy Felix, Diane Cutts, Brittany Williams

Staff present: Frances Chapin, Cindi Cruz, Anindita Mitra, Consultant

Public present: Judith Works, Patty Eger

1. Introductions

2. General comments/questions? None

3. Committee Updates:

a. Branding Committee – Lily reported on discussion about who the target market is for the CD, and drivers of choice for why businesses/visitors come to Edmonds. Will work on budget outline for creation of logo. Next meeting scheduled June 17.

b. Directory Committee – Frances reported the business license list has been obtained will meet June 17.

c. Creative Learning/Diversity (not yet convened): added Nora to the committee.

4. Fourth Avenue Cultural Corridor Update: Anindita Mitra provided an introduction to the project – challenge is to move people back and forth between the ECA and core downtown. Creative District emphasis on economic development, need to think about what the metrics of success are. Discuss how to create a special place around 4th Ave and look at what makes it special. Edmonds has public art, so what makes the cultural corridor special?

Background – Chapin briefly reviewed efforts since 2005-6 when Planning Board first looked at creating unique BD5 zoning for an Arts Corridor. BD5 zoning encourages live/work and mixed use space, entries from 4th frontage and pedestrian friendly elements. Crea worked on the 2006 update to the Streetscape Plan and developed the first concepts for the Arts Corridor in one of the Appendices.

Mitra gave an overview of the topography of the 3 blocks, with a dip at Edmonds St. and ECA as the visual terminus. Crea's early concept divided the area into Foyer, Arena, and Forecourt (ECA), destination spaces.

Mitra talked about economic benefits of developing such a corridor – how to experience the Creative District in ways that make you want to linger. 4th Ave is a critical piece of the experience – what can it offer to tourist/resident experience that leads to economic growth. Spend time to spend money. Design space for time, lingering. What kind of memories will it create? Spontaneity is important – will it be different a few years from now – how is variation included? Both art experiences and retail. Blend activity and rest.

First breakout session exercise – **What activities do you envision for 4th Ave?**

Group 1 – Events around 4 seasons, international food event, focus on millennials, boche ball. Portable art installations, use lights to draw people, lanterns. Create anchor points to beach and back. Piazza style.

Group 2 – Block party, food trucks. Flower corners, make the intersections special, embedded elements, crosswalks, signs (e.g. What is art?) More murals (3 already), flags and markers up and down the street for events. Like historical plaques, add colorful art signage/plaques. Add trees at corners, covered walking.

Group 3 – Seasonal events, complement other activities, e.g. Tree Lighting, Halloween, Jazz Connection, maybe close street for parade or exhibit (e.g. scarecrows). Street dances. One way street with diagonal parking on other side, forces people to walk, provide benches, reflect on historical or art markers, Edmonds Street wide enough for a roundabout (*fire department access an issue with that*). Lighting, like the lights in road.

Group 4 – Mini versions of cultural festivals. Close street for pedestrian events. Replace lights in roadway, make it permanent. Live music, like Austin's 5th St, as part of atmosphere. Use front lawn of ECA for events and maybe outside projection of concert inside. Signage and wayfinding with sculptural elements, encourage awnings and overhangs.

Group 5 – Feel of a cobblestone street, special look and texture, keep lights. Find moments to create covered areas. Identify view corridors, e.g. Edmonds Street with pocket park. Front lawn of ECA, maybe a sculpture garden, use outdoor space at ECA for events, project down the corridor. Use digital signage.

Group exercise two – **How do you know it is a special place? Configuration of 4th & Main intersection.**

Mitra presented three concepts for physical configuration of intersection: Table at Main; 4th becomes a table; 4th shaved down to same level as Main. All three assume curbless 4th Ave. Use of decorative drain covers and bollards in all options.

Comments: Majority like the table on Main that disrupts the traffic, a few preferred taking level of 4th down. All interested in texture, color, and lights. Question about safety of curbless design. Flat street is more event friendly, can use globes, flower pots etc as bollards/dividers. Decorative manhole covers, lights in decorative drains motion activated. Texturize the street surface.

Next Meeting: Thursday, July 11, 5:30 – 6:30 pm, Plaza Room

Staff:

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