



## **Mountlake Terrace Planning Commission**

Meeting Agenda

Monday, March 9, 2026, 7:00 PM

Mountlake Terrace City Hall, and via Telephone or  
Teleconference

### **AGENDA**

1. Call to Order
2. Attendance Roll Call
3. Approval of the February 9, 2026, Meeting Minutes
4. General Public Comment
5. City Organization Update
6. Presentation on Branding Update
7. Director's Report
8. Miscellaneous Business by Call of Planning Commissioners
9. Adjournment

To listen to the meeting via telephone, call 1-253-215-8782. To watch the meeting online: 1) Go to <https://zoom.us/join>; 2) Enter meeting ID 832 0588 1330 and click “join”. No passcode needed.

The City of Mountlake Terrace strives to provide access and services to all members of the public. Please notify the City at least one week prior to the event if reasonable accommodations are needed.

## **City of Mountlake Terrace Guidelines on Addressing the Planning Commission**

The Planning Commission welcomes public input at the appropriate time during a public meeting. If you wish to address the Commission, you will be called on when your hand is raised and recognized by the Planning Commission Secretary.

Anyone who is addressing the Planning Commission will need to state their name and city of residence at the beginning of their testimony, or comments.

To comment on an item not listed on the agenda, please address the Planning Commission at the time listed on the agenda as public comment.

To comment on an item listed on the agenda, please do so when the Chair calls for public comment during that particular agenda item.

Unless the Planning Commission Chair directs otherwise, comments on any item should not exceed five minutes per person.

To provide public comment or testimony remotely (via Zoom or telephone), please refer to the Public Comment and Public Hearing Testimony Protocol on the city website <https://www.cityofmlt.com/458/Planning-Commission>.

To submit written public comment or hearing testimony, mail to/drop off at City Hall (23204 58th Avenue W., Mountlake Terrace, WA 98043) or email remarks to Jennifer Joki, [jjoki@mltwa.gov](mailto:jjoki@mltwa.gov), no later than 4 p.m. on the public hearing date.

No person shall make personal attacks or threatening remarks while addressing the Council which disrupts, disturbs, or otherwise impedes the orderly conduct of the meeting. All hate speech will be construed as threatening remarks.

### **Purpose of Work Sessions**

Occasionally the Planning Commission will discuss City topics in the form of a Work Session. The purpose of Work Sessions is for the Commission to collectively discuss ideas with each other, as well as observe staff presentations on selected topics. While the Planning Commission cannot take any official actions during a Work Session, the public is welcome to speak regarding an item before the Work Session begins. The public is always welcome to attend and monitor Planning Commission Work Sessions.

MOUNTLAKE TERRACE PLANNING COMMISSION  
MINUTES

February 9, 2026  
7:00 pm

Mountlake Terrace City Hall  
and via Teleconference

Commissioners Present

Chair Bautista  
Vice Chair Bettcher  
Commissioner Finch  
Commissioner Stenson

Commissioners Absent

Commissioner Morgan  
Commissioner Thompson  
Commissioner Wu

City Staff Present

City Clerk Jennifer Joki  
Civil Engineer Lucas Kragt  
Community and Economic Development Director Christy Osborn

Consultant Staff Present

None

1. Call to Order - Roll Call

Chair Bautista called the meeting of the to order at 7:05 pm.

Commission Wu was excused from this meeting at the 1/26/2026 meeting.  
Commissioner Thompson asked to be excused from this meeting.

A motion to excuse Commissioner Thompson was made by Vice-Chair Betcher and seconded.

**Motion carried 4-0.**

2. Approval of January 26 Meeting Minutes

The January 26, 2026 meeting minutes were approved as presented.

3. Public Comment

None

4. Public Hearing: Engineering Development Manual and Ordinances Adopting Associated Code Amendments (Lucas Kragt)

Kragt presented on this topic to include the purpose, timeline for updates, legislative history, subject summary, key municipal code changes, key manual changes, and recommendation.

A motion to open the public hearing was made by Vice-Chair Bettcher and seconded.  
**Motion carried 4-0.**

Public Testimony: None.

A motion to close the public hearing was made by Vice-Chair Bettcher and seconded.  
**Motion carried 4-0.**

A motion was made to recommend approval of Engineering Development Manual and Ordinances Adopting Associated Code Amendments to the City Council was made by Vice-Chair Bettcher and seconded.  
**Motion carried 4-0.**

5. Director's Report (Christy Osborn)

Osborne presented on this topic to include information on upcoming MLT Community Academy and commission work plans to be presented at February 19 City Council meeting.

6. Miscellaneous Business by Call of Planning Commissioners

Commissioner Stenson will be absent for the 2/23/2026 meeting, A motion to excuse Commissioner Stenson from 2/23 Planning Commission meeting was made by Vice-Chair Bettcher and seconded.  
**Motion carried, 4-0.**

7. Adjournment

The meeting adjourned at 7:25 pm.

These minutes are subject to approval at the next Mountlake Terrace Planning Commission meeting.

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City Clerk Jennifer Joki

# Mountlake Terrace

The title 'Mountlake Terrace' is centered in a large, bold, orange font. Surrounding the text are several decorative elements: a small plus sign and a larger asterisk on the left side, and a plus sign, a larger asterisk, and a small plus sign on the right side. All these decorative elements are in a light beige color.

**SUB AREA BRAINSTORM**

**Plan Commission Meeting  
3.6.2026**



# Contents

**01** Welcome & Framing

**02** Sub Area Character

**03** Priorities & Use Cases

**OI**

# welcome & framing



# discover and celebrate

MLT's unique history



# engage diverse voices

through listening sessions,  
surveys, and workshops

# develop a brand platform

including our story, messaging, and visual identity system

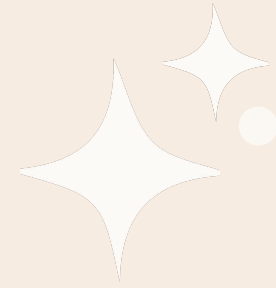


# create ideas and strategies for wayfinding & placemaking

including elements such as street furniture, lighting, public art, and environmental graphics

# build a marketing strategy

with recommendations for business attraction,  
visitor promotion, and community pride.



# Scope & Timeline



## PHASE 1

*OCT - DEC*

Brand Audit  
Community Survey  
Site Visit  
Stakeholder Discussions  
Positioning + Audience  
Analysis  
Strategic Direction



## PHASE 2

*JAN - MARCH*

Brand Platform &  
Marketing Direction  
Resident Open House  
+ Council Presentation  
Brand Development  
Wayfinding &  
Placemaking Strategy

WE ARE  
HERE

## PHASE 3

*APRIL - MAY*

Council Presentation  
Marketing Strategy  
Brand Templates  
Brand Guidelines  
Staff Training



## Shoreline

**A diverse and family-friendly city, unique for its park system and new light rail stations.**



## Edmonds

**A picturesque waterfront with a strong arts identity and ferry terminal.**



## Woodinville

**A scenic, suburban city known for its new development and emerging multi-use trails.**



## Bothell

**A vibrant city known for its growing biotech & tech industries and emerging TOD projects.**



## Lynnwood

**Growing suburb known for its regional transit hub and shopping mall.**



## Kirkland

**A lakeside city popular for its arts and tech scene and growing TOD neighborhoods.**

# MLT's Regional Positioning

## MLT's Position:

A small, diverse community with new transit access, positioned for thoughtful growth.




# Target Audience Strategy

## WHO WE'RE FOCUSING ON & WHY

Rather than competing for everyone, we're focusing on three audiences whose success creates momentum for authentic growth:

- **Residents who become champions** of MLT's evolution
- **Visitors who discover hidden gems** worth returning for
- **Growth-oriented businesses & development partners** who invest in community character



When residents feel their values are protected, they guide growth on MLT's terms. When visitors find experiences they can't get elsewhere, they become regulars. When developers align with community vision, they create places that strengthen—not replace—what works. This three-way dynamic ensures growth serves people, not the other way around.

# Brand Personality

Mountlake Terrace is four square miles of everyday people building extraordinary things—a place where you're connected to everywhere, rooted right here.

*This has always been a place to build something.  
Now it's your turn.*

## OUR CHARACTER

- Small but mighty
- Nice but not fancy
- Unpretentious
- Intimate
- Neighborly
- Authentic



## personality traits

### GROUNDLED OPTIMIST

Made up of a tight-knit community who know their neighbors, MLT believes that good things are still possible and acts on that belief. This has been earned through generations of people who built what they needed rather than waiting for it to arrive. The community looks forward without forgetting what made it worth staying.

### INTENTIONALLY PACED

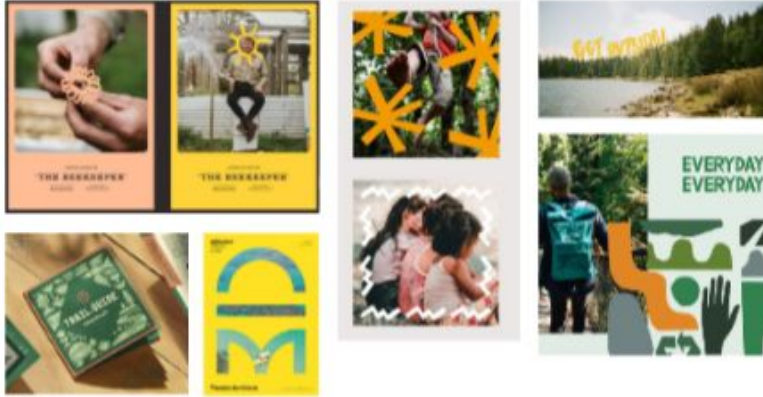
Mountlake Terrace is growing—on purpose and on our terms. We'd rather walk than race, connect rather than compete, and savor rather than rush. The next chapter of our story is one of intentional growth that allows us to grow into a true destination.

### OPEN-ARMS

MLT has always been a landing pad for anyone looking to build something. That spirit of welcome extends to the present: new neighbors, new businesses, and new ideas are met with genuine openness. We're building spaces for niche businesses ready to grow with us, and established companies looking for a home base and an unbeatable quality of life.

# Working Brand Aesthetic

## GRAPHIC TREATMENTS



## COLOR PALETTE



## PHOTOGRAPHY



## ICONS & ILLUSTRATION STYLE



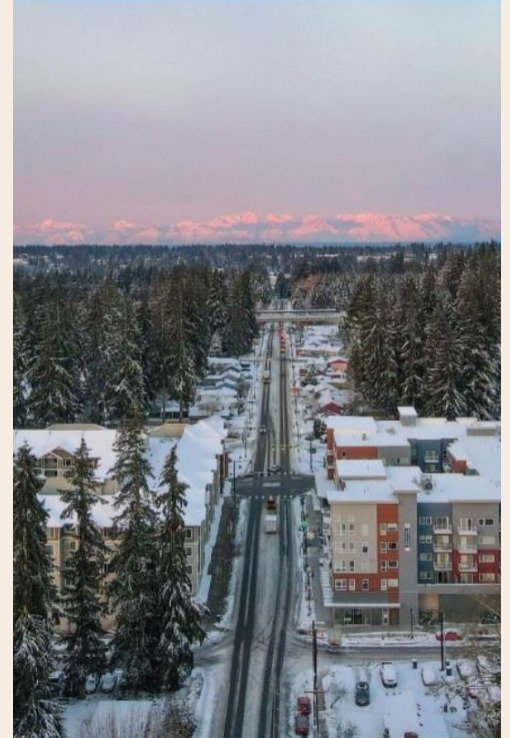
# neighborhood sub areas

**Goal:** develop a distinct economic character for each of MLT's neighborhoods. Create a visual architecture and messaging to support future land use and zoning work, with better awareness and buy-in from neighborhoods



# We Have the Data. You Have the Vision

- We're developing a scalable brand system for MLT, including simple brand marks for each of the city's six neighborhood sub-areas
- **We've done the research:** 15+ stakeholder conversations, 313 community survey responses, and deep review of the Comp Plan and Economic Development Strategic Plan
- We want to understand how you see each area's character and what you hope these identity tools actually accomplish
- **Your input will directly shape the neighborhood concepts we bring back for review**



**02**

# sub area character

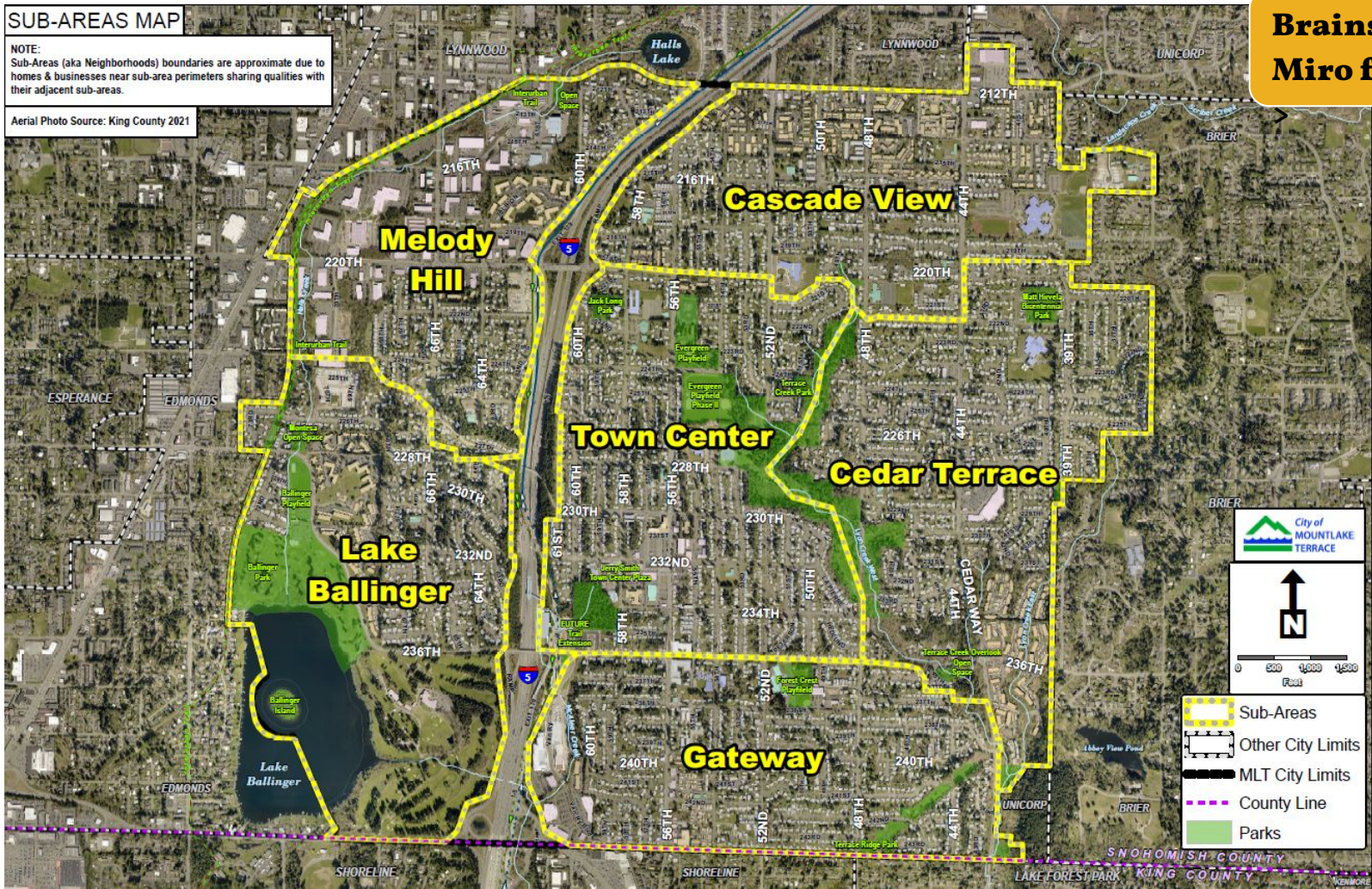


# SUB-AREAS MAP

NOTE:  
Sub-Areas (aka Neighborhoods) boundaries are approximate due to homes & businesses near sub-area perimeters sharing qualities with their adjacent sub-areas.

Aerial Photo Source: King County 2021

**Brainstorming in Miro for each area**



03

# **priorities & use cases**

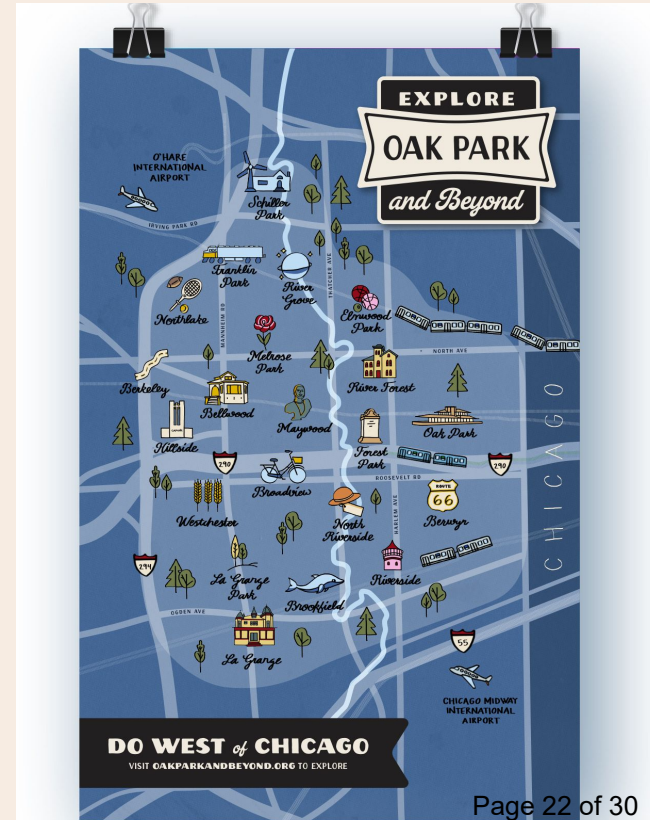
# Neighborhood Sub Area Use Cases

## DELIVERABLES:

- System of brand marks for each of the six sub areas that live within the city brand
- Key messaging about the personality of each district to guide future development and recruitment

## USE CASES:

- Light pole banners (to build awareness)
  - *Implemented slowly*
- Developer recruitment
- Marketing support for smaller commercial nodes
- Illustrated City map

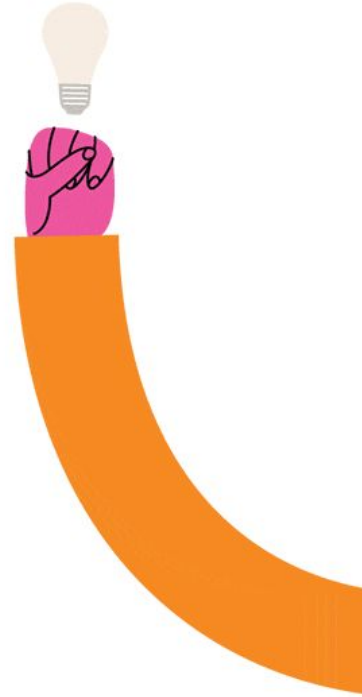


# ADDITIONAL QUESTIONS



- Are there any other ways you imagine these neighborhood identities being used?
- Which of these areas is most in need of a defined identity?
- Is there anything you want us to know about community sensitivities around any of these areas?
  - Names that feel off, boundaries that are contested, any history that should know?

**Thank  
you!**

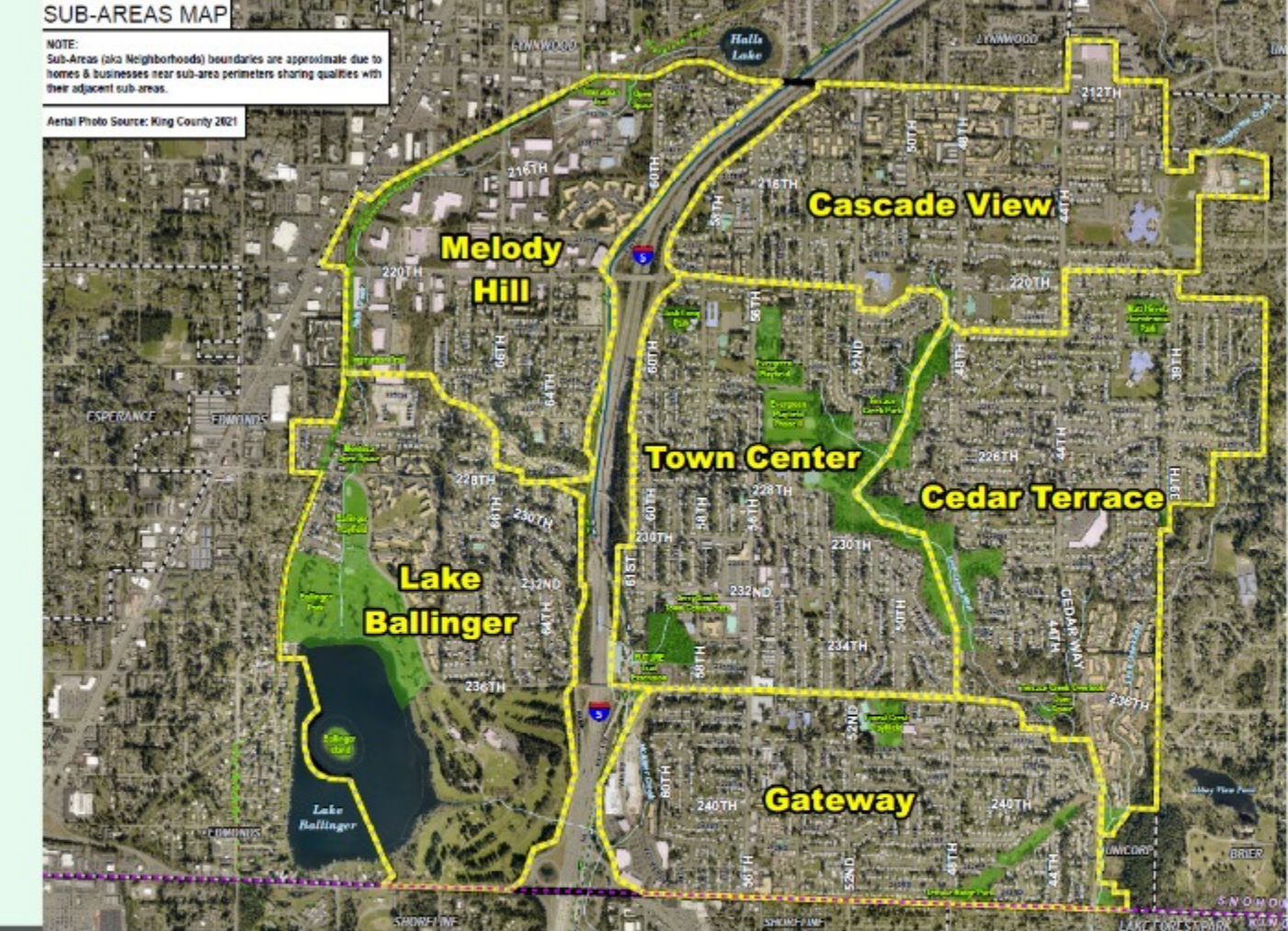




## NEIGHBORHOOD SUB AREAS

# CASCADE VIEW

*Residential neighborhood with unclear identity*



## what it is today

- Primarily single-family residential in the northeast corner of the city, east of I-5 and north of Cedar Terrace
- Includes Hills Lake in the far north
- Borders 212th St SW, which is the Lynnwood/MLT boundary — some residents in this zone identify with Lynnwood
- Lowest neighborhood awareness of any named sub-area: only 2.7% of survey respondents identified with it
- Neighborhood commercial nodes in the area are very small

## development priorities

- Connectivity and walkability improvements
- Neighborhood node commercial support

## planning vision

- No major commercial or development transformation envisioned in current plans
- Connectivity to Town Center, schools, and parks is the primary planning consideration
- Higher-density infill near commercial nodes could apply modestly here

## key question:

**Is "Cascade View" the right name, does it resonate with residents who live there?**



**Are there any parks or other institutions that people connect with in this area?**

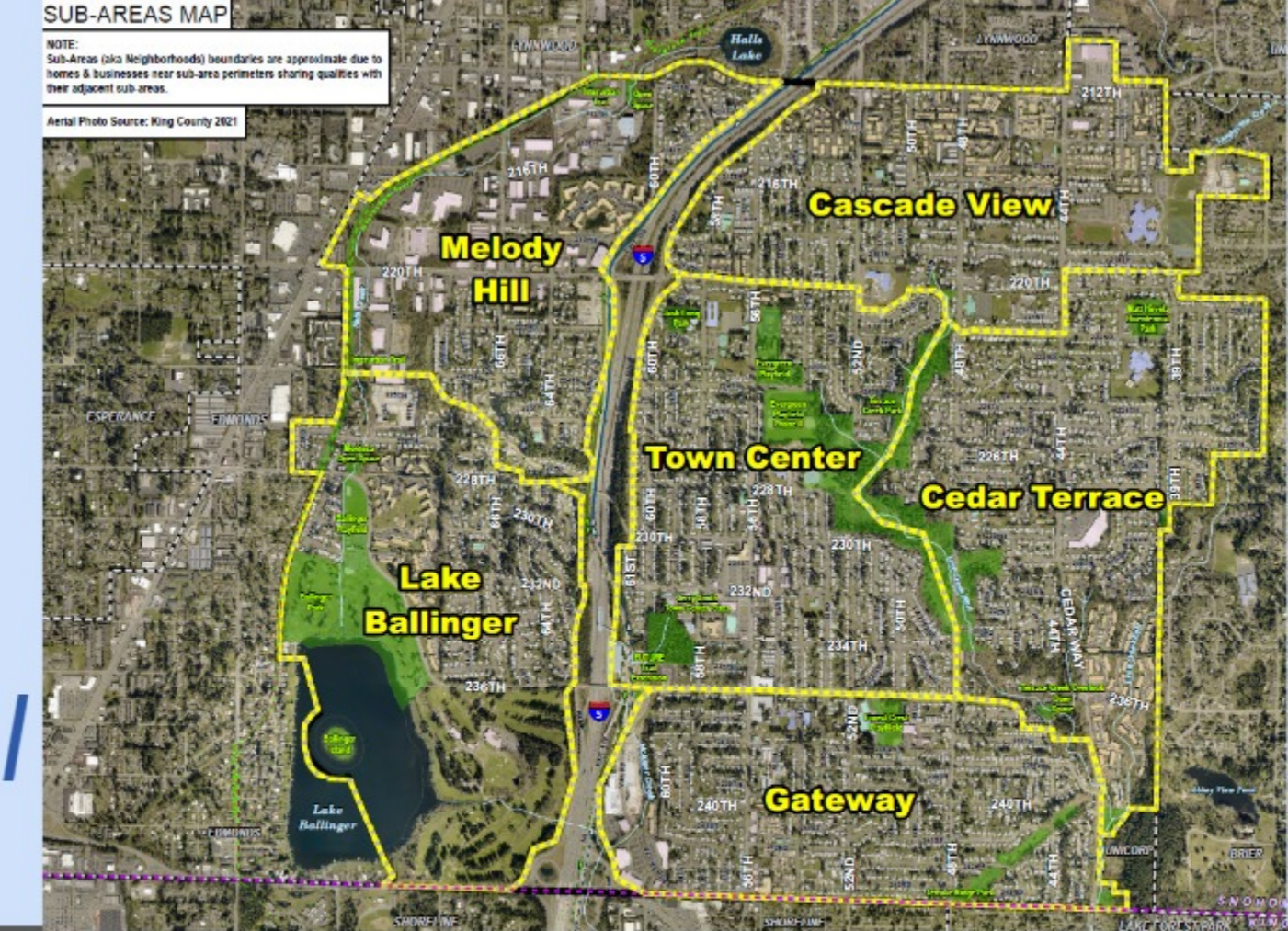




## NEIGHBORHOOD SUB AREAS

# CEDAR TERRACE

*Established residential with neighborhood-serving commercial*



## what it is today

- Primarily single-family residential, east of Town Center
- **Commercial anchor:** Cedar Plaza (44th Ave W & 228th St SW) — designated secondary commercial node
- Secondary commercial node also at 44th Ave W & 212th St SW
- Neighborhood nodes (small 1–4 parcel commercial clusters) on the east side of I-5 in this general area
- **Character:** stable, tree-lined, post-war residential; survey respondents describe MLT's walkability and neighborhood feel in terms consistent with this area

## development priorities

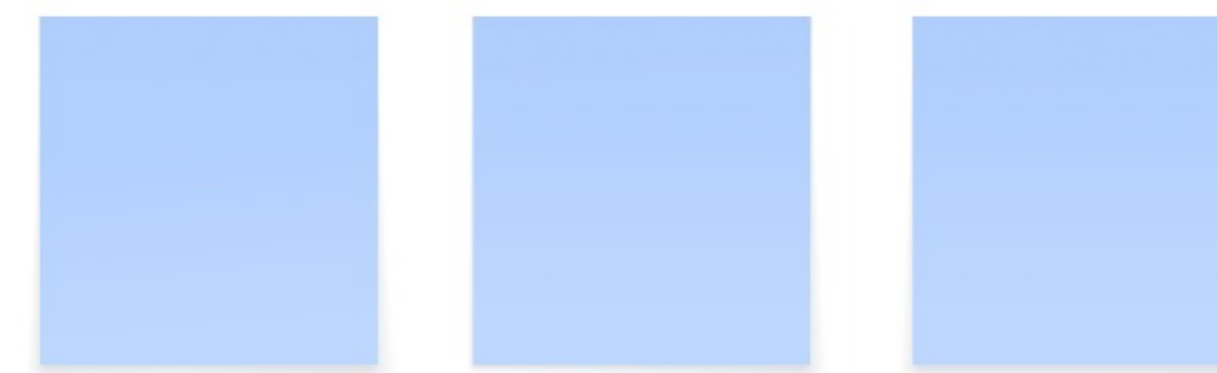
- Cedar Plaza as the primary commercial node to support and potentially activate
- Middle housing infill near commercial nodes

## planning vision

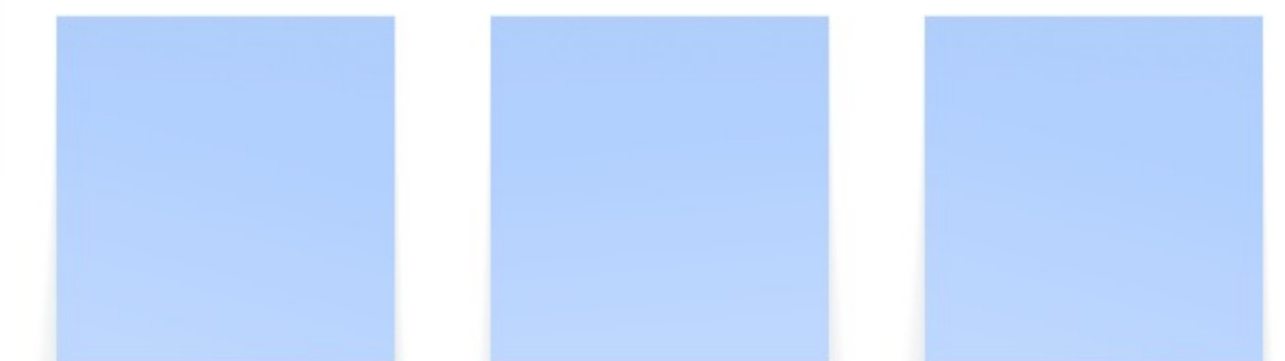
- Maintain and gently strengthen neighborhood-serving commercial (not a transformation zone)
- Encourage neighborhood commercial expansion through compatible-scale adaptive reuse and infill
- Higher-density housing near commercial nodes to increase customer base for local businesses
- Focus on access and equity, ensuring residents have goods and services nearby

## key question:

Anything else that a sub area brand for this district should capture?



Are there specific businesses or amenities residents are missing that a stronger identity could help attract?

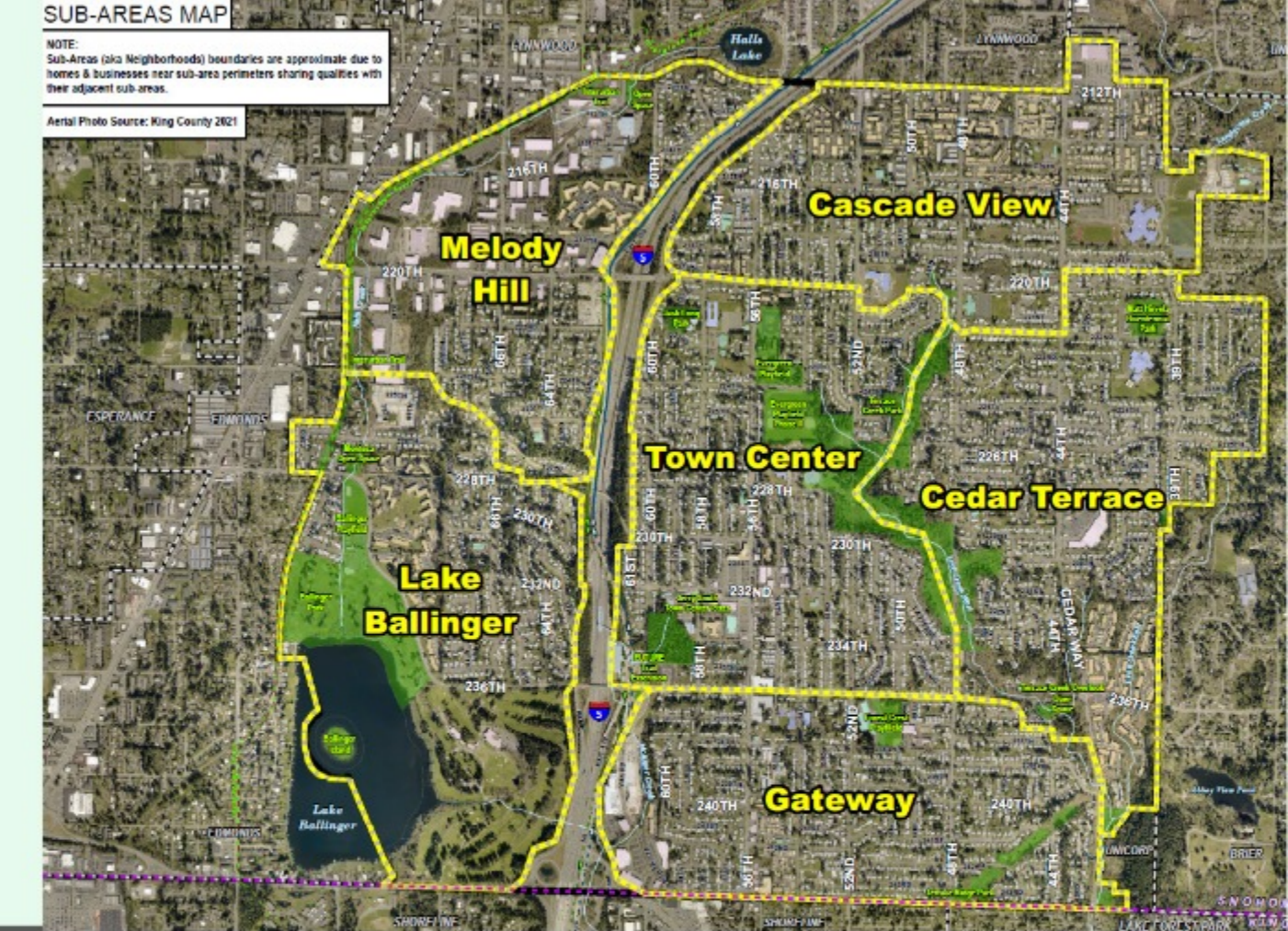




## NEIGHBORHOOD SUB AREAS

# GATEWAY

*Southern commercial anchor, ongoing redevelopment potential*



## what it is today

- South of Town Center, adjacent to I-5 interchange and just south of the light rail station
- One of the city's three major commercial centers (alongside Town Center and 220th/Melody Hill)
- Currently a blend of mixed use redevelopment and auto-oriented commercial
- Multiple pending/redevelopable areas

## development priorities

- Need for better wayfinding from light rail station
- Large-format residential over retail, hotel, or office development

## planning vision

- Positioned as a southern gateway into MLT (arrival experience from I-5 and 244th)
- Significant density and mixed-use potential given proximity to light rail
- Terrace Station, Grocery Outlet, and Forest Crest Athletic Club currently define character
- Higher intensity development appropriate given freeway visibility and transit access

## key question:

**How do you want Gateway to feel different from Town Center?**

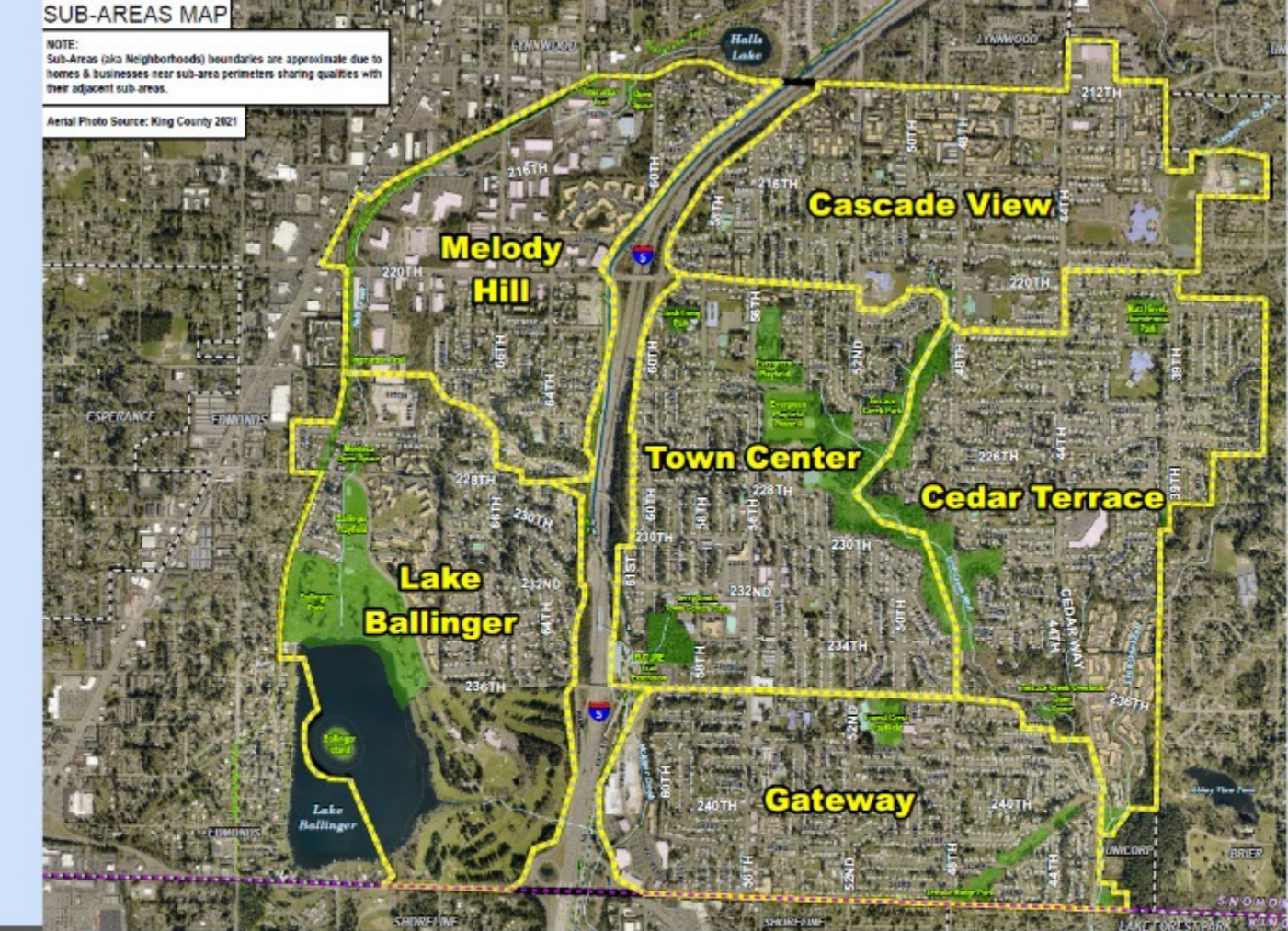




## NEIGHBORHOOD SUB AREAS

# LAKE BALLINGER

*MLT's natural heart and an under-connected gem*



## what it is today

- Primarily residential neighborhood surrounding Lake Ballinger (shared with Shoreline/Lynnwood)
- Lake Ballinger named as representative of MLT by 60% of survey respondents (second only to Double DD Meats)
- **Key assets:** Ballinger Park (ongoing transformation), Mickey Corso Senior Center/Clubhouse, Interurban Trail, lake trail loop
- **Lake restoration story:** formerly one of the most polluted lakes in Western Washington, now safe to fish and swim
- **Indigenous history:** Lushootseed name S'acus (meaning "face")
- Connection to light rail station exists via trail loop but is not obvious or marked

## development priorities

- Ballinger Park investment continuing (future asset for programming)
- Potential for neighborhood events and recreation programming anchored here

## planning vision

- Nature, recreation, and residential character — no significant commercial development planned here
- Non-motorized connections to Town Center, light rail, Interurban Trail, and Ballinger Park are a priority in the econ dev plan
- Wayfinding from the station to the lake is a recognized gap

**key question:** Anything else that a sub area brand for this district should capture?

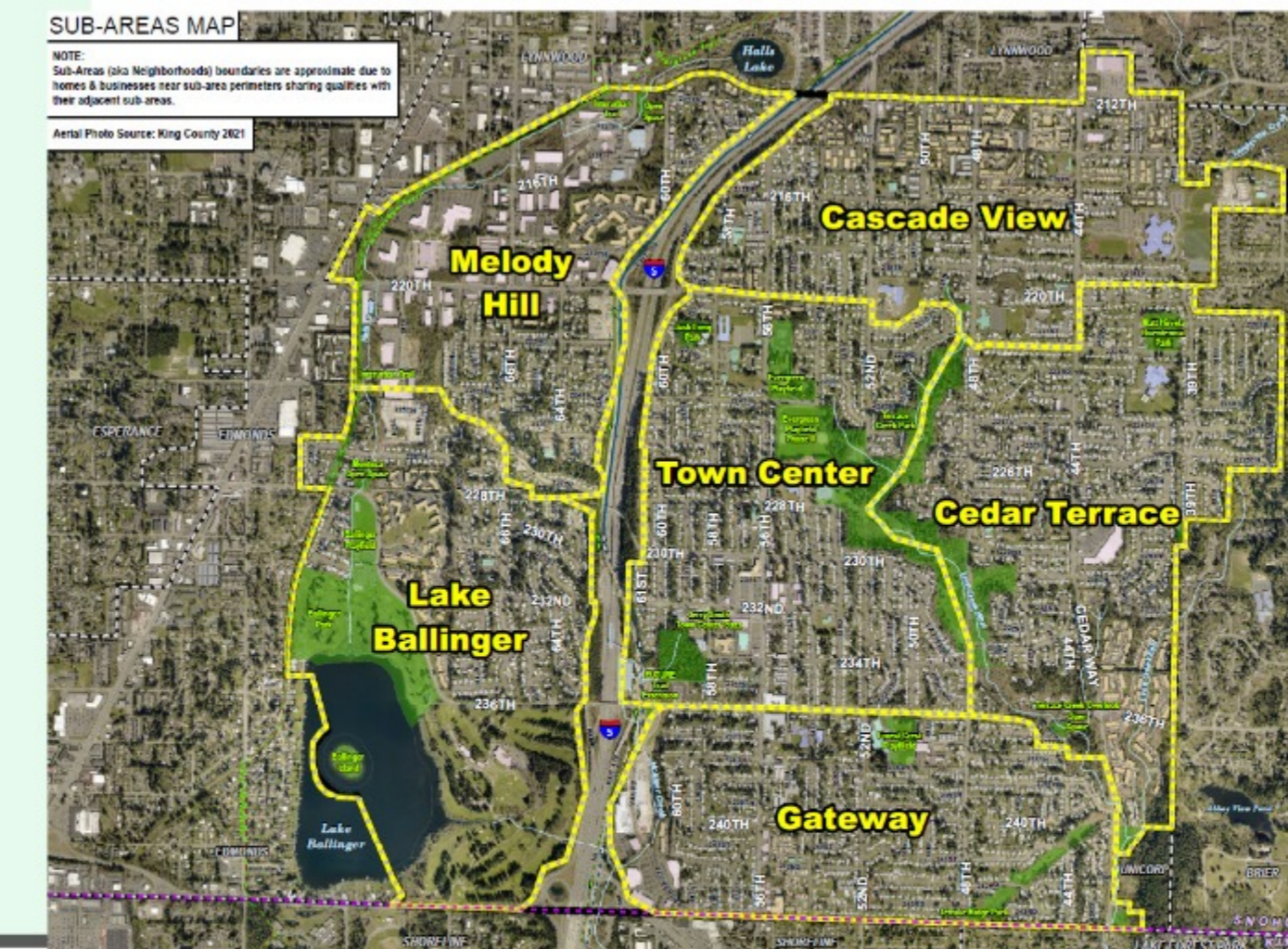




## NEIGHBORHOOD SUB AREAS

# MELODY HILL

*MLT's employment engine with an evolving identity*



## what it is today

- Light industrial / office-park zone (LI/OP zoning) in the northwest quadrant
- Home to Premera Blue Cross, MLT's single largest employer
- Largely auto-oriented, low-density industrial and office buildings
- 220th St SW corridor (west of I-5) named as a major commercial center (and potential future light rail station?)

## development priorities

- Inventory vacant and underutilized properties for redevelopment targeting
- City tours with regional site selectors and brokers to promote the corridor
- Support Premera's long-term health as anchor employer

## planning vision

- Maintain employment focus (not a residential conversion zone)
- Attract regional growth industries: clean technology, life sciences, ICT, business services
- Encourage adaptive reuse of older warehouses as maker/incubator space
- Potential office-to-life sciences conversions; flex/modern industrial
- Proposed future light rail station at 220th would significantly amplify development pressure here

## key question:

**Anything else that a sub area brand for this district should capture?**



**Is there a desired business type or employer "win" that would define success here?**

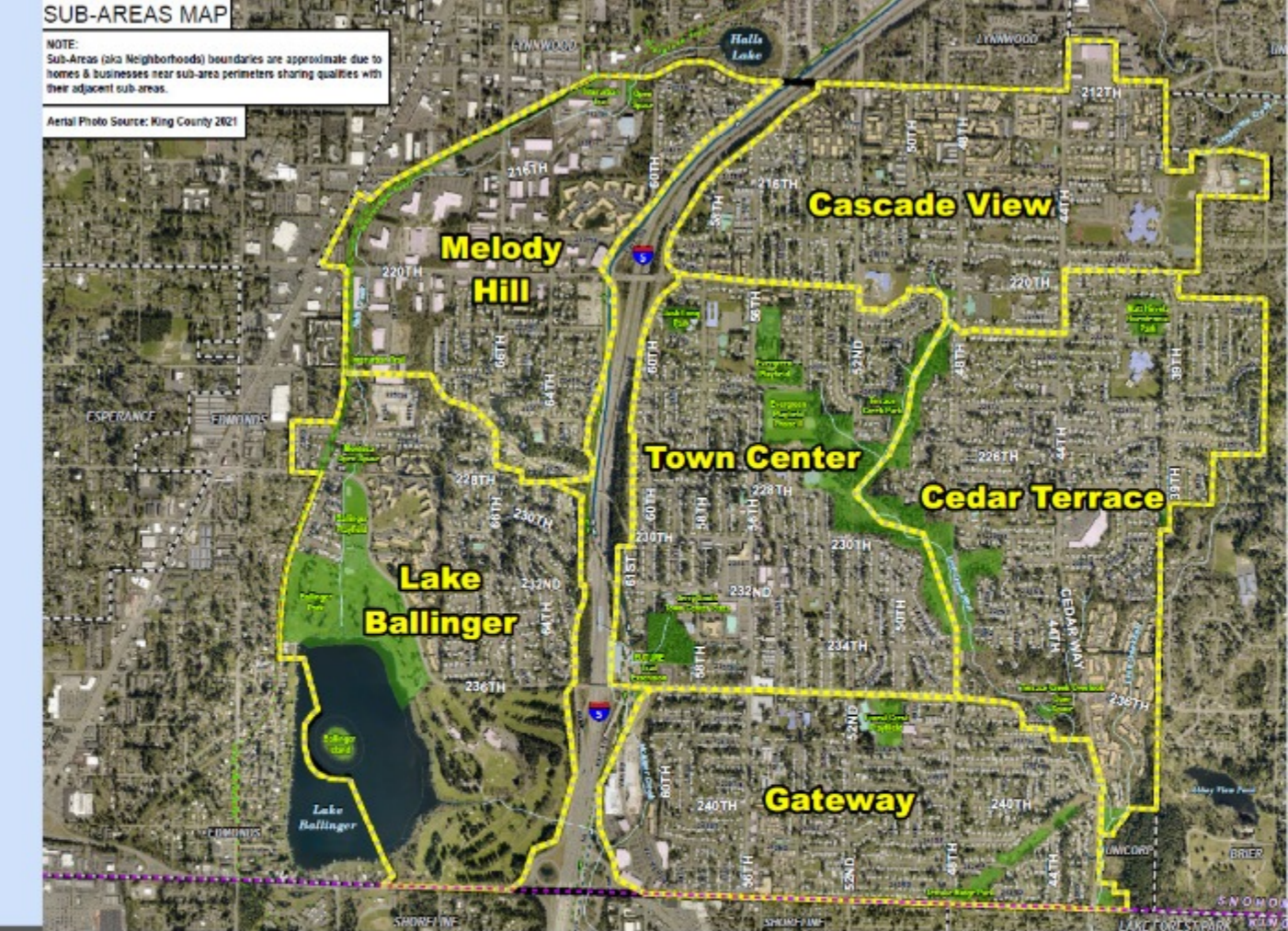




## NEIGHBORHOOD SUB AREAS

# TOWN CENTER

*The heart of the city with active transformation underway*



## what it is today

- 82-acre mixed-use zone anchored by the light rail station, Civic Campus, and Veterans Memorial Park
- ~40% redeveloped; significant new multifamily residential built, under construction, or in permitting
- **Key corridors:** 56th Ave W (main spine), 236th St SW (transit connection), 57th Ave W (future "Main Street")
- **Existing businesses:** evolving mix of established local and service retail

## development priorities

- Priority Development Focus Areas already designated for targeted public/private investment
- Business Improvement District (BID) exploration when critical mass develops
- Pedestrian connection from station through Veterans Park to Town Center core is nearing completion, waiting for final construction & future connection.

## planning vision

- Vibrant, walkable, transit-oriented downtown with 4–12 story buildings (tallest near station/I-5, stepping down toward residential edges)
- 57th Ave W designated as future "Main Street"
- Goal: ground-floor retail, restaurants, outdoor dining, destination shops
- Arts and cultural integration throughout; public art in both public and private projects
- Structured parking, active ground floors, compact block pattern

## key question: Anything else that a sub area brand for this district should capture?

