

DOWNTOWN ACTION TEAM

Meeting Notes
November 9, 2006

Members Present: Dick Beazell; Bob Burke; Joe Castleberry; Bob Cornish; Doug Davis; Ken Dueker; Marilyn Dillard; Joanna Hancock; Carolyn Hayek, Chair; George Lawson; Jeff Leach; Mike Nelson; Glenn Peterson; Don Samdahl; Boris Srdar; and Bill Vadino.

City Staff Present: Jeremy McMahan, Planning and Community Development; Paul Stewart, Planning and Community Development and Ellen Miller-Wolfe, City Manager's Office

Chair Carolyn Hayek called the meeting to order at 4:05 pm. She announced the agenda; she asked if there were any additions to the agenda or any comments or changes on meeting notes of June 7. There was none. She invited public comment; there was none.

Introductions: Members introduced themselves.

Due to Jeremy having technical difficulties with his presentation, he asked that the PAB report precede his DSP assessment and update.

(4:08 pm) Parking Advisory Board: Glenn Peterson advised members regarding the status of Board vacancies and asked them to give prospective PAB members' names to Tami White. He gave updates on additional parking for cars, motorcycles and scooters as well as unrestricted parking in the Library Garage after 6:00 pm. He said the PAB is recommending a change in the "free" parking status and hours of the Lake & Central parking lot. There was a discussion and DAT members offered suggestions regarding alleviating parking problems.

(4:25 pm) DSP Assessment and Update

Jeremy advised that consultants are currently being solicited to assist the DAT in this effort. He reviewed Strategic Planning as compared with Tactical Planning. He said that the consultants RFQ responses are due November 30 and expects kickoff with the DAT in January 2007. He asked members not to underestimate the importance of their involvement in this process.

Jeremy facilitated a Strengths/Weaknesses/Opportunities/Threats (SWOT) exercise, asking members to break into three small groups. Following the exercise, each group reported out with their top 3 or 4 issues as follows:

Group	Strengths	Weaknesses	Opportunities	Threats
# 1	<ul style="list-style-type: none">Small/several parcels still available for development.Desirable destination - at the momentCharacter hard to match by comparison	<ul style="list-style-type: none">Lack of business diversityCumbersome permit processParking challenges	<ul style="list-style-type: none">TourismLakeshore PlazaMore festivals and events	<ul style="list-style-type: none">Economy – land valueContradictory signals from community re economic development

Group	Strengths	Weaknesses	Opportunities	Threats
#2	<ul style="list-style-type: none"> ▪ Historic small town character/scale ▪ Excellent strategic plan ▪ Numerous good restaurants 	<ul style="list-style-type: none"> ▪ Non-local traffic ▪ Parking ▪ Popularity of existing development makes it hard to change ▪ Limited variety/retail ▪ High rents stifle retail 	<ul style="list-style-type: none"> ▪ Town square with a lake view ▪ Put surface parking underground to facilitate development ▪ Create a small conference center 	<ul style="list-style-type: none"> ▪ Transit center if done wrong ▪ Too narrow a market/mix ▪ Cost of redevelopment threat to historical property ▪ Market leakage
#3	<ul style="list-style-type: none"> ▪ The Lake and parks ▪ Scale – “walk-able” feel ▪ Passionate citizenry 	<ul style="list-style-type: none"> ▪ Lack of parking ▪ Lack of retail mix/seasonal variation ▪ Traffic congestion and safety 	<ul style="list-style-type: none"> ▪ Unique retail in downtown core ▪ Integrate Marina Park with downtown (waterfront) 	<ul style="list-style-type: none"> ▪ Discouragement/attitude about downtown ▪ Lack of political leadership and will; Wishy-washy; Lack of cultural consensus ▪ Accidental development

(5:30 pm) Additional Action Reports

Downtown Transit Center:

Mike Nelson reported that there would be an open house and workshop November 16. A printed project update was provided. Jeremy presented a slide from Ray Steiger that shows a new curb line and other factors. Paul emphasized that this is just a look at the footprint and doesn't indicate the actual design details.

(5:35 pm) KDA:

Dick Bezell reported that there would be holiday lighting of downtown on November 25. He advised members of downtown improvements in progress. Central Way is finished and there are very few vacancies in the core area. Kirkland Wednesday market will be Noon to 6:00 pm next year – it was changed this year to accommodate downtown construction. A Car Show, July 4th festivities, and SummerFest events are planned. He emphasized that there was addition of parking spaces on Central Way.

Chamber of Commerce:

Bill Vadino reported that Evergreen Hospital would be given checks from Chamber fundraising in the near future. He said that growth of the Chamber is occurring now and that training sessions are available for

marketing and networking the fourth Tuesday of every month. There is a Chamber Day in May and the Chamber is facilitating a quarterly “coffee” in each business district.

(5:37 pm) Kirkland Business Roundtable:

Ellen Miller-Wolfe reported that they had their first meeting and will meet quarterly. She said retail is well represented. She said there is an emphasis on attracting innovative companies. The “coolness” factor, workforce, and office product were addressed as well as what retail business needs to survive and grow.

George Lawson asked for an update on the Lakeshore Plaza project. Jeremy reported on Lakeshore Plaza. He and Ellen went on a tour and they found that three property owners don't like the project and four feel that it benefits them. Jeremy said that they plan to meet with three more owners and noted that he expects priorities to emerge through the DSP assessment and update process.

Lodging Tax Advisory Committee:

There was no report.

(5:55 pm) Redevelopment activity:

Jeremy reiterated that the Central Way project is completed, transit center is under way, Merrill Gardens has approval, and gave updates on other projects. There was discussion regarding employee parking. The Olympic Building still has not announced a development plan. He directed members to the City's website regarding Totem Lake Mall.

(5:50 pm) Other Reports:

- **Planning Commission:** Chair Hayek reported that they are wrapping up the Norkirk and Market Plans. Regarding the car wash/tire store area, there is a proposal to allow five extra feet for height. There is a potential for smaller lots in Norkirk or Market that could spur some different development. Innovative housing will be discussed at tonight's Planning Commission meeting.

Upcoming Meetings

Transit Center Open House is set for November 16, 2006, 5:00-7:00 pm, Northlake Unitarian Church, 308 Fourth Avenue South, Kirkland

ADJOURNMENT

There being no further business, the meeting was adjourned at 6:05 p.m.