



Totem Lake Symposium: Highlights & Next Steps

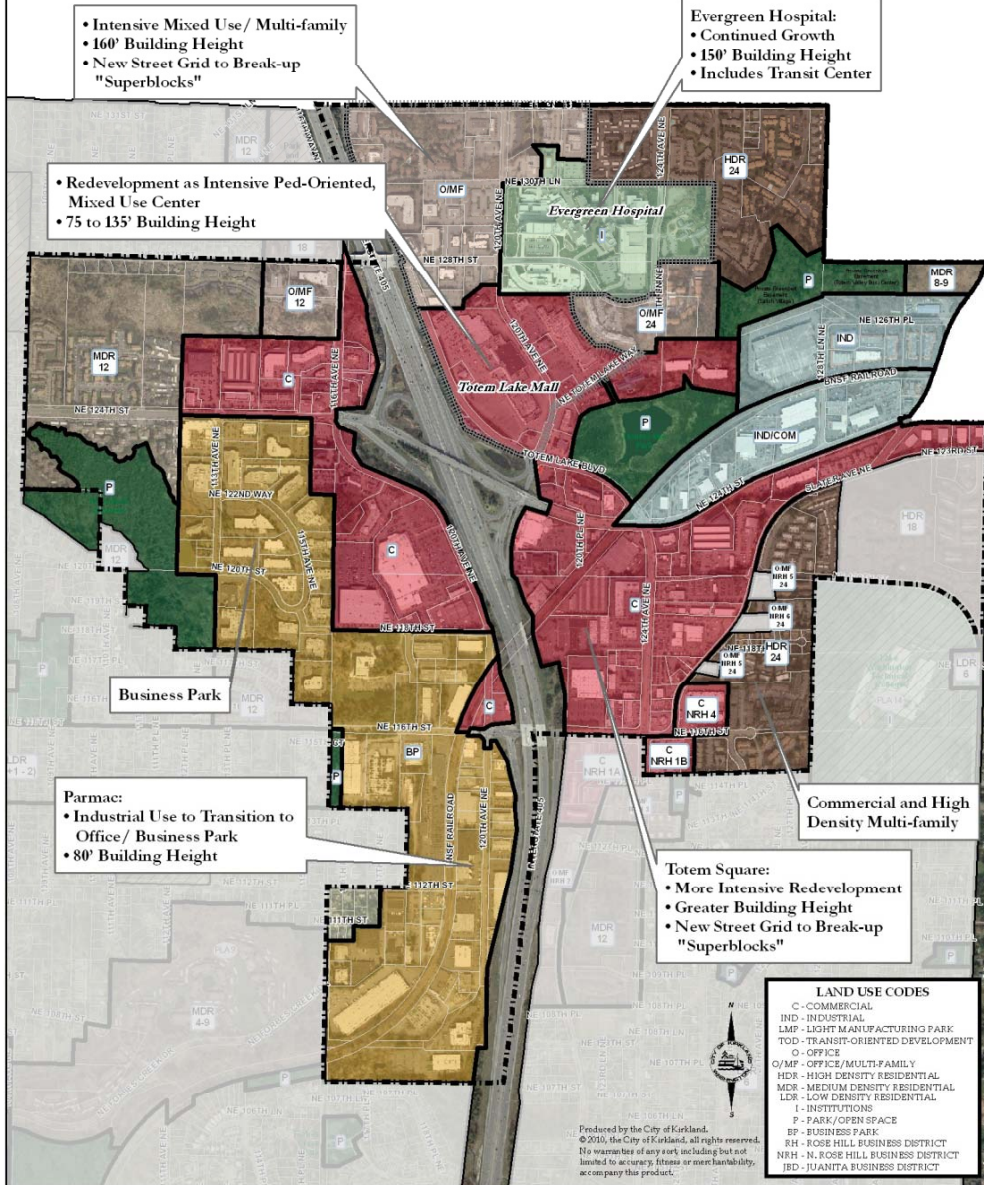
Kirkland Business Roundtable

October 13, 2010

Google

Totem Lake

Totem Lake Urban Center Planned Land Use and Vision



Totem Lake Urban Center Expectations (2002 Neighborhood Plan)

- Vital district of jobs, housing and economic activity
- Rich mix employment options, commercial uses and housing types
- Broad range of mobility options
- Vibrant, mixed - use mall including 200 plus apt units, offices, plaza, theatre, 300,000 sf retail

Totem Lake Today

Key to City Economy

- **36% of jobs**
- **31% sales tax receipts**
- **13 % of city acreage (860)**
- **11% of population (5,500)**

Public/Private Project Investments

- **80.3 million in improvements to street system, I-405 access and transit hub**
- **Evergreen Hospital Expansion**

Totem Lake Today....

Stuggles

- **27% vacancy rates**
- **Mall stalled**
- **Growth that has gone elsewhere**
- **Is it the economy stupid or.....**

Objectives of the Symposium

- **The development community will hear and believe that the City is ‘Open for business’**
- **The City will better understand current perceptions of Totem Lake and barriers to redevelopment**
- **The City will prepare a list of short and long term actions**

Attendees Categorized

Totem Lake Symposium	
Developers	5
Brokers	9
Business	17
Finance	3
Environmental	1
Architects	2
Owners	7
Neighborhood	1
Total	45

Assets Identified

- **Evergreen Hospital**
- **Lake Washington Technical College**
- **Infrastructure Investments**
- **Demographics**
- **Visibility and access I-405**
- **Readiness for redevelopment**
- **Spatial and geographic division
residential and commercial uses...**

Barriers Identified

- **No sense of place**
- **Lack of public or private funding**
- **Perception of Kirkland**
- **Zoning is too proscriptive**
- **Permitting is uncertain and slow**
- **Market**
 - **Seattle and Bellevue need to fill first**
 - **27% vacancy rates...**

Solutions

- **Market-driven zoning – performance and/or form-based**
- **Fast-track permitting**
- **Funding for infrastructure**
- **Incentives for development**
- **Pedestrian and vehicular circulation**
- **Amenities**
- **Subdivision of mall**
 - **Ease of development**
 - **Circulation**

Potential Actions

Improve the Grid

- Identify current Totem Lake related capital projects
- Reprioritize transportation capital projects to focus on Totem Lake
- Seek State and Federal dollars for transportation improvements
- Act to reduce confusion – Better signage, rename streets?

EVALUATE THE ZONING/REGULATIONS

- Enterprise Zone Overlay concept – more flexible zoning. “Let the market decide.”
- Research examples from the Urban Land Institute (ULI) and other local/national models.
- Convene developers and real estate professionals to examine the zoning in each quadrant

IMPROVE THE NEIGHBORHOOD

- Establish more amenities and a better “sense of place.”
- Identify current actions that will enhance the community such as the Off Leash Dog Park and the new Public Safety building
- Create connectivity – sidewalks and BNSF corridor rail and trail potential
- Stormwater improvements – Reprioritize SWM project dollars to focus on Totem Lake
- REET and Parks CIP reprioritization to focus on Totem Lake for recreation opportunities

DEMONSTRATE KIRKLAND WILL ACT

- **Evaluate all ideas from Totem Lake Symposium and implement what is possible**
- Adopt a Totem Lake Action Plan with short and long term actions in October/November
- Adopt a budget with reprioritized CIP focused on Totem Lake
- Identify potential reforms and improvements to permit processes in Totem Lake such as impact fees, expedited reviews, flexibility, and certainty

DEMONSTRATE KIRKLAND WILL ACT_(CONT'D)

- Market what we currently do and what we will do in Totem Lake to revitalize it.
- Provide frequent updates, seek frequent feedback and ideas.
- Celebrate results

Next Steps

- **Sort and triage comments received**
What are we already doing/not doing?
How can we improve, tweak, or promote?
- **Sort remaining recommendations**
Short and long term actions, cost , legality, feasibility, bang for buck...
- **Hold focus group of developers to validate strategies that would incent development**
- **Draft an Action Plan to be vetted by Boards, Commissions and Council**
- **Organize a staff group to oversee adopted Action Plan**
- **Quarterly reports-out to Council and attendees**

Discussion

- **What are the most important actions going forward?**
- **Where do you see possible wins or early wins?**
- **What have we left out?**