



Kirkland Business Roundtable Meeting

Visioning Comments

October 9, 2013

The following summarizes topic questions and comments generated in group discussions.

What qualities and features does Kirkland need to attract business?

- Develop Cross Kirkland Corridor (CKC) to create a walkable community
- Be a unique community – lakefront/art galleries
- Incorporate art into the CKC
- Increase mobility and connectivity throughout the city
- Attract, nurture and train workforce
- Encourage live in proximity to where you work. (Work & Play Community)
- Encourage pride in community
- Diverse, unique and innovative housing
- Active lifestyle and recreation options
- Quality of roads
- Provide fiber technology
- Be open for business and attract businesses
- More entertainment & dining for young adults
- Attract young and startup businesses
- Provide affordable housing for employees to live here
- Provide parking to accommodate employees
- Type of business drives the length of commute or type of housing
- Create a small town feel in Seattle metro area
- Reduce cost of housing which is based on land cost and square foot of housing
- City must figure how to tip scale to bring in businesses
- Need broader range of goods and services here (buy a suit & have dinner)
- Diverse neighborhoods
- Maintain Kirkland's quality schools
- Increase parking in Downtown and Marina Park to support restaurants and attract tourists and residents
- Free-flowing traffic
- Connectivity between areas including Totem Lake to rest of city
- Affordability and housing amenities
- Variety and accessibility of services
- Provide what younger generation likes: parks, housing choices, amenities, walkability, activities, access to employment
- Provide appropriate spaces to grow a business
- Lower taxes (no B&O) balanced with amenities – must outweigh cost of doing business
- Accessibility to transportation
- Provide good schools

- Walkability
- Free Wi-fi

What kinds of businesses should the City try to attract?

- Creative class
- Innovative technology
- Tech & professional clustering – aerospace, architecture
- Balance with service and support industries – plan for feasible housing/living
- Understand and profile professional classes to develop methods to attract and retain employees
- Startup companies
- Auto dealers – retain
- Retail
- Water taxis but need to be able to park
- If CEOs live here, they bring their businesses
- Provide life-style and amenities to attract businesses and people
- City should not be in business of recruitment
- CKC will attract businesses to locate along the trail
- UW, Amazon, Microsoft

Where do you envision businesses locating?

- Proximity to Downtown
- Where there is available parking
- Where there is no traffic
- Focus on the two epicenters “Downtown is the living room of Kirkland, and always will be” and Totem Lake can be the family room?” with the CKC connecting the two epicenters
- Carillon Point: specific use. Built for specific type of companies that it attracted.
- Finn Hill should attract people from the south part of Kirkland
- Juanita Village improve access, traffic and infrastructure issues
- Business districts with mixed-use
- Foster connectivity between business centers and parks with the CKC (look at Carmel, Indiana)
- Near parks, community centers, restaurants

What role can the Cross-Kirkland Corridor play in supporting new businesses?

- Quick access to and from CBD
- Share with light rail
- Need student housing
- Encourage a Stanford-like university
- Events and restaurants along trail
- Cottage housing near trail
- Low income housing
- School access to trail
- Bike store on trail
- Look at big picture getting people to and from work: make it easy
- Design from the beginning as a multi-modal trail (bikes, pedestrian, rail). People won't like change later if not.
- Need regional commuter connection and not just on trail
- Need more parking lots by trail

What can the City do to promote Economic Development?

- Embrace new construction ideas, unlike other cities
- Fast track building permits
- Consistency and certainty on the permit process
- Economic Development Manager & others in city be pro-active
- Communicate that City is progressive
- Improve image as a result of stall of Park Place & Totem Lake Mall

What types of Housing would encourage businesses & employees to locate here?

- Greater choice in the types of housing such as multi-generational, smaller lots with smaller houses and yards
- Less demand for large lots, preference for views & amenities such as shared green space.
- Allow more density, parking and trails around parks for more shared opportunities
- Healthy baby boomers still in homes
- Live/work housing
- Business owners locate here because they want to live here.
- Employees like urban living

What is your vision for Kirkland's future transportation system that would promote economic development and support the business community?

- Provide light rail and contribute to regional effort
- People mover or trolley cars on CKC corridor to connect to Totem Lake and South Kirkland Park and Ride
- Enhance Totem Lake Mall – like Juanita. Provide a place for employees
- Improve connectivity from Lake Washington Institute of Technology (LWIT) to Totem Lake
- Improve walkability connections from neighborhoods with downtown
- Consider fewer people driving
- Connect outlying area with Kirkland employees
- Parking is an issue
- Consider smaller cars – could impact parking etc.
- More bikes could impact other modes of transportation & parking needs
- Can't widen existing streets – limits the solutions some
- Bridge is an impediment
- Enhanced public transit
- Large lines at intersections
- Provide connector buses, shuttle or free trolley between neighborhoods
- Co-op businesses
- Close downtown to traffic
- Non-motorized grid/trail

What role do Parks and Recreation play in the success of Kirkland businesses and economic development?

- Parks define a city
- Increase morale for employees by providing break time and recreation opportunities
- Smaller homes will demand more parks and open space
- Use parks for concerts and activities will keep people here – less driving
- Use transit along corridor, to allow employees to get to parks on breaks

Totem Lake: What steps can the City take to make this a more successful and vibrant area? What are the barriers to redevelopment?

- Improve access and infrastructure (such as designated freeway off ramp to mall)
- Increase the number of hotels and restaurants
- Collaborate between Lake Washington Institute of Technology and Evergreen Hospital to be a health care related economic development strategy
- Lake Washington Technical Institute could help small businesses to provide incubator facilities
- Improve image of Totem Lake
- Need anchor tenants at Totem Lake Mall
- Improve crossing over I-405 for pedestrians and cars
- Make the area attractive to draw people to the east side
- Improve permit process and reduce cost
- Allow High rises
- Facebook village in Mountainview – like college dorms
- Allow residential above light industrial uses
- Need locations for manufacturing
- Developers do not like to pay for infrastructure improvements
- Provide Pedestrian and bike connectivity

What do you think are the important qualities and community images that the City should promote in the future to encourage businesses to locate in Kirkland?

- Kirkland has personality; promote who we are as a warm place – we are not Bellevue
- Attractive city
- Waterfront
- Small town feel
- Uniqueness
- High rise in Totem Lake
- Destination
- Sustainable economy, environment
- Events
- Enhance downtown night life
- Leverage Google locating in Kirkland!