

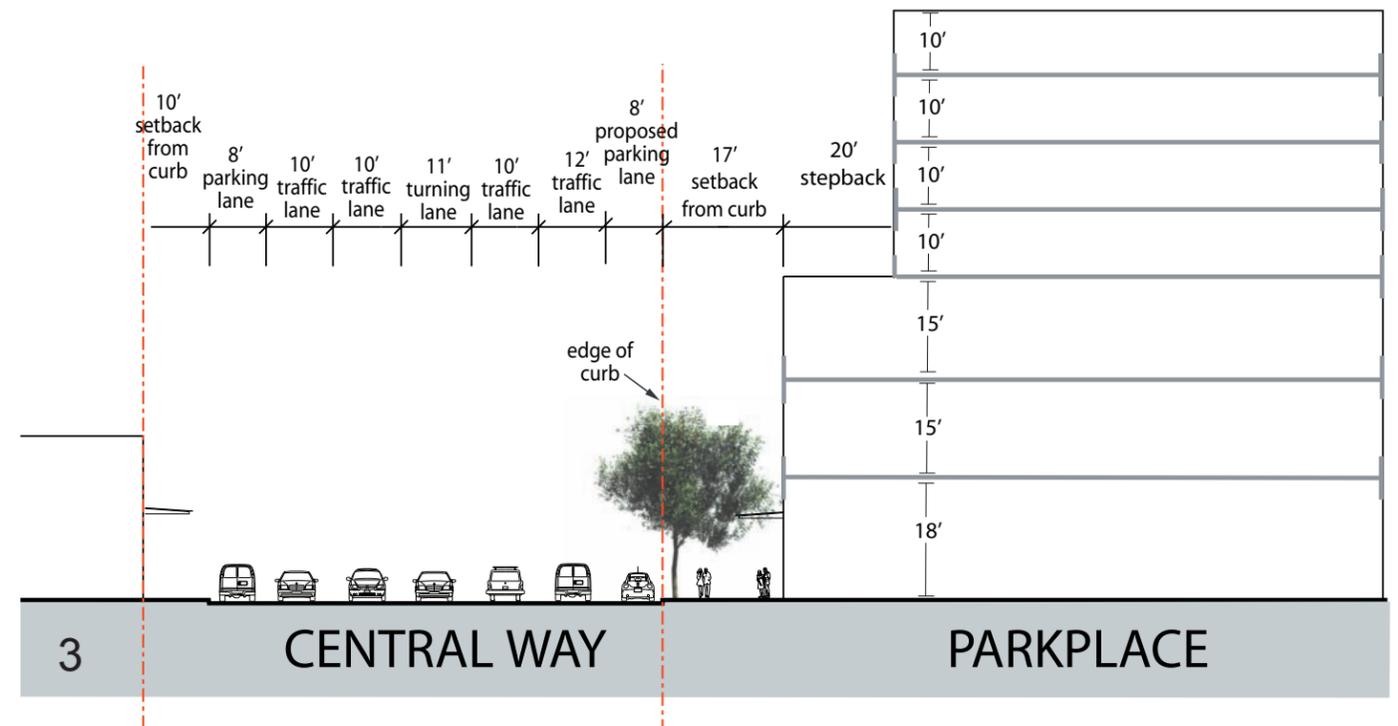
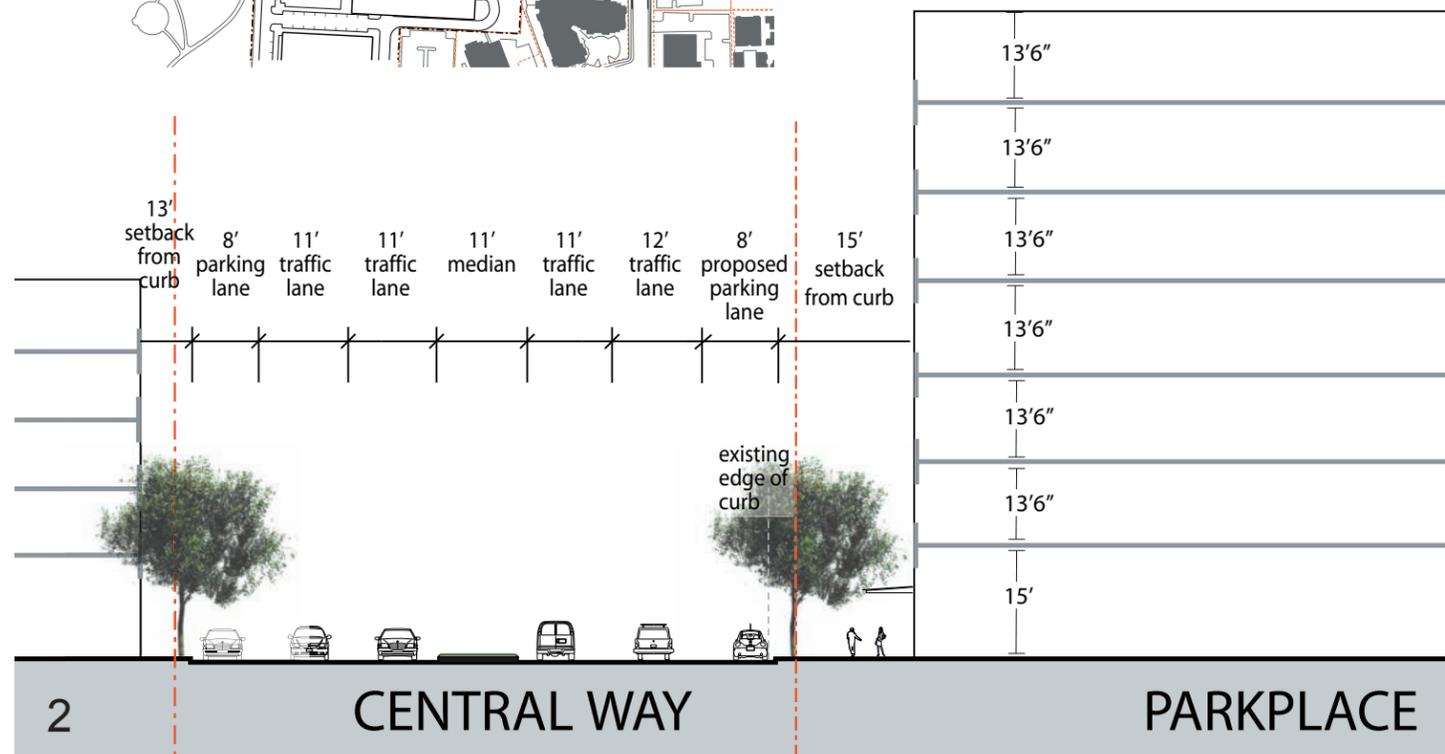
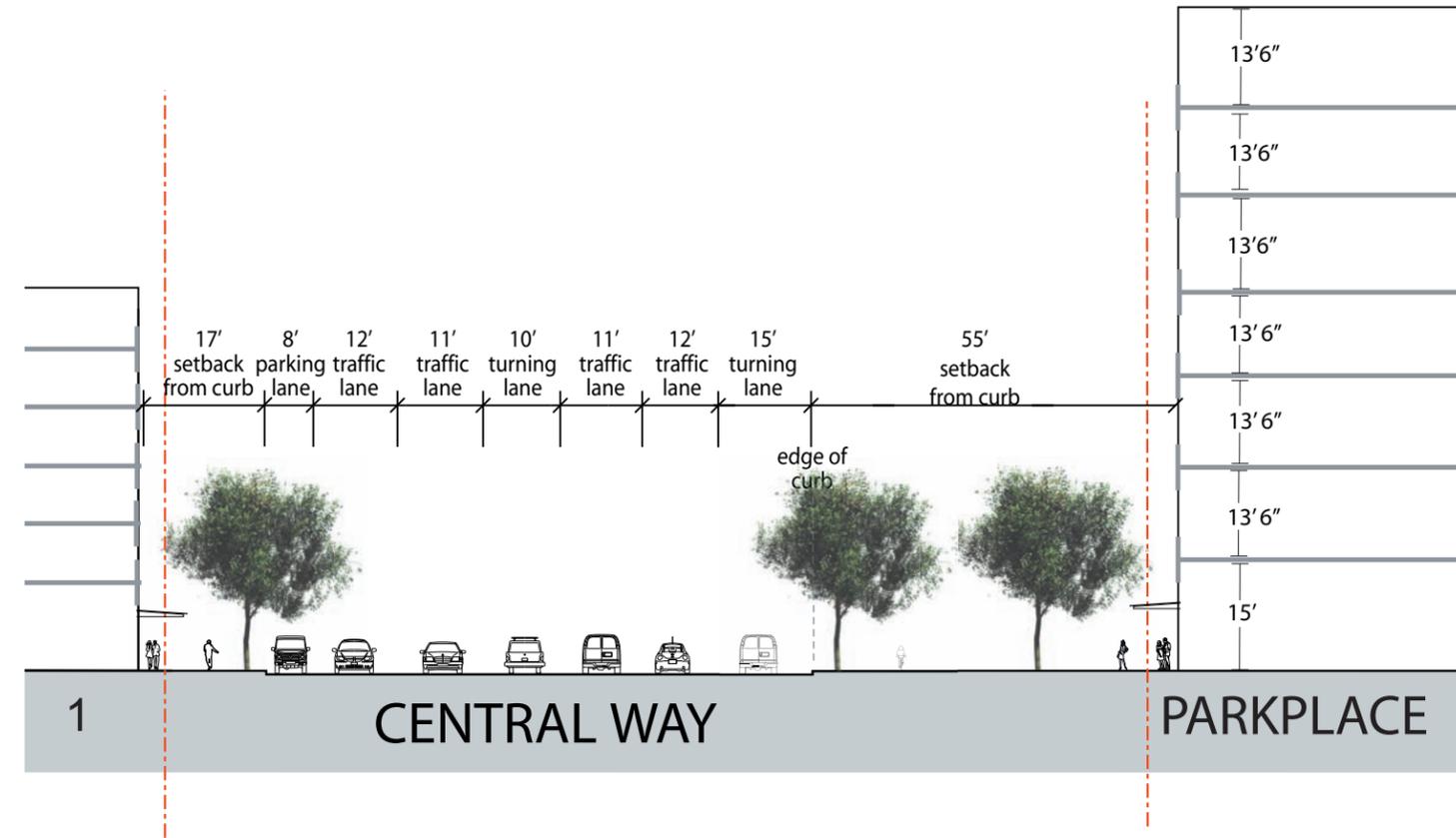
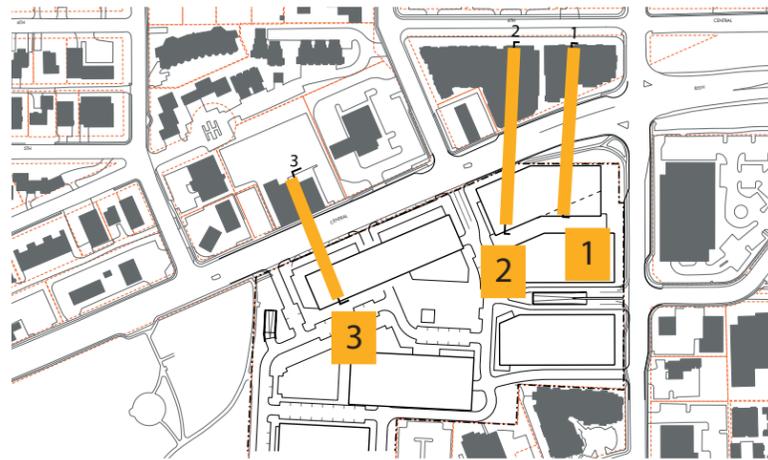
2. The Buildings along Central Way provide set backs and building modulation to create a great pedestrian experience

These sections show the proposed building heights and setbacks along Central Way.

The interface of the development with Central way will incorporate the following:

- 7 stories heights
- retail at the ground floor
- generous sidewalks widths
- The hotel/sports club/retail building (section 3) will also include:
 - a 20ft upper level step back from the edge of the building
 - a distinct architectural read from the office buildings
 - 10ft floor to floor heights
 - ground floor retail may be built up to the sidewalk as shown or step back to allow for greater sidewalk widths

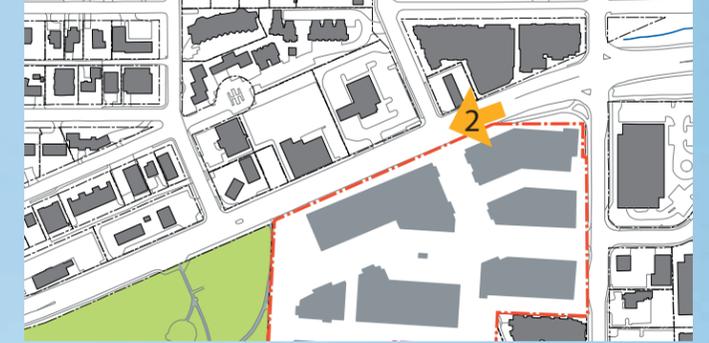
A discussion of the architectural treatment to proposed office/retail building at the corner of 6th and Central has been submitted previously and is included in this packet.



2. The Buildings along Central Way provide set backs and building modulation to create a great pedestrian experience

Central Way: looking west

This rendering shows the intersection of 5th Street and Central Way looking west towards downtown. It depicts possible architectural treatments of the hotel/sports club/retail building along Central Way with gracious sidewalks, large step backs of the upper levels with meaningful articulation.



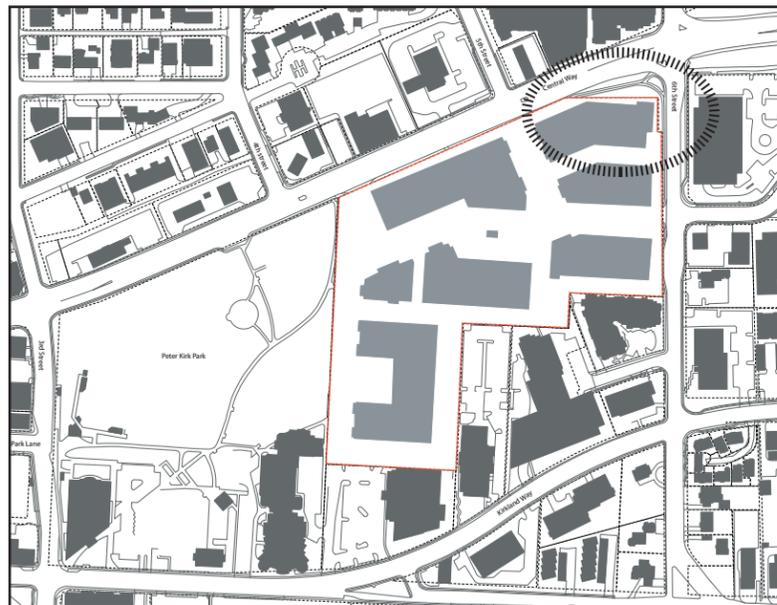
3. The corner of 6th and Central will provide a dramatic and welcoming entry into downtown Kirkland

ARCHITECTURAL STUDY AND DESIGN APPROACH: THE CORNER OF 6TH AND CENTRAL

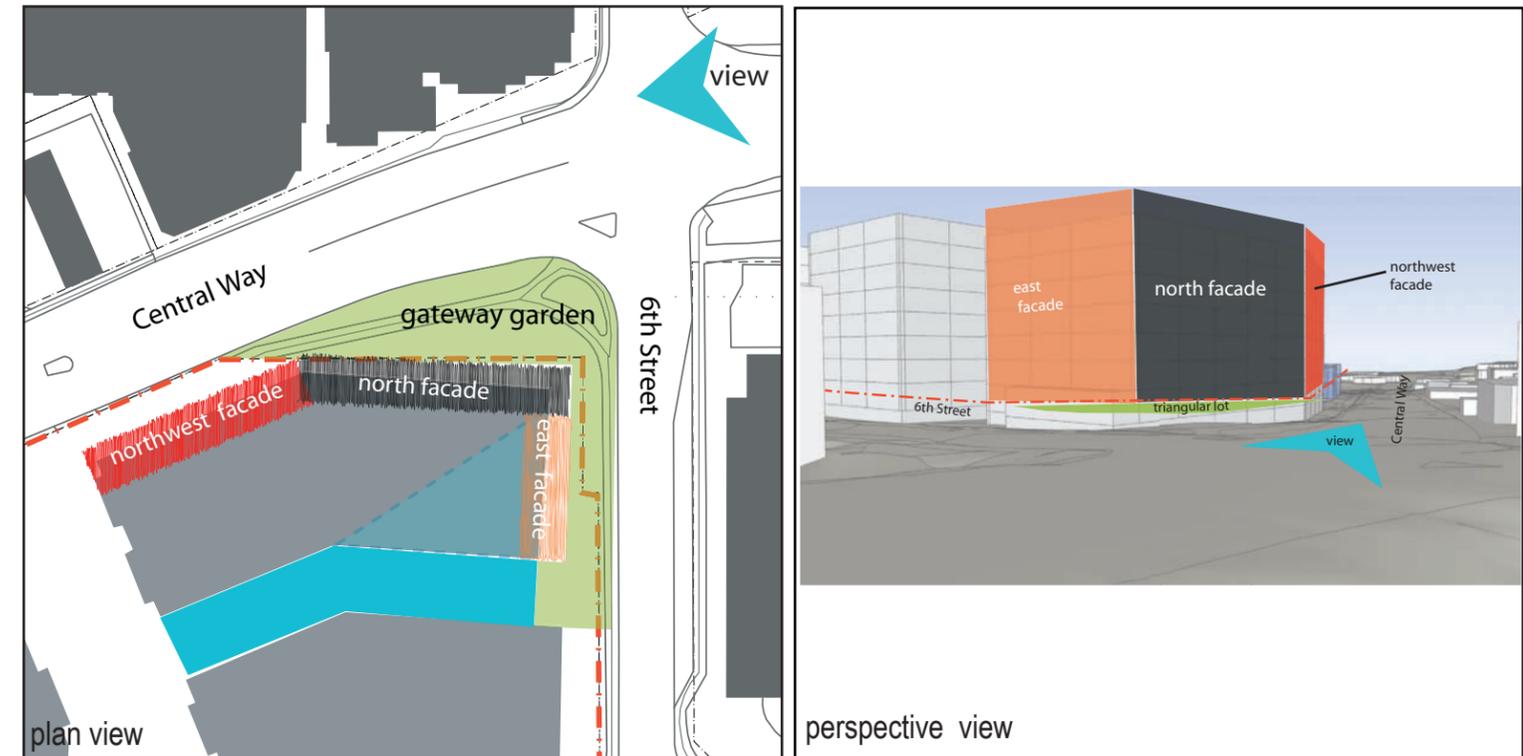
From the many discussions with the Design Review Board, Planning Commission, City staff and members of the public, it is clear there are some concerns about some edges and interfaces of the proposed Kirkland Parkplace mixed use project. In the process of defining a preferred alternative we intend to address some of these edges with a more in depth analysis than is typically taken at a master planning phase of an architectural project.

As we have presented the City with preliminary design guidelines that outline our design intent, it is clear that more definition and study is required in certain areas of greater concern. The design guidelines were presented to the City staff and planning commission as a base from which to start these discussions. As we continue to get more feedback from our approach, we have taken an initiative to further develop these guidelines.

This discussion is meant to build upon the previously submitted guidelines and offer greater clarification and evidence to our design approach.



The corner of 6th Street and Central Way has been discussed as an important area to the identity of the City of Kirkland. It has been described as a gateway and potential view corridor into the City and beyond. Therefore the appropriate design response of the buildings and site planning of this corner is key. There are three major issues associated with the design response to this corner: view protection, bulk concerns and creating a gateway. These three issues need to be brought together to create a creative design solution that appropriately addresses these concerns while still maintaining a buildable/feasible project. There has already been a brief analysis of a possible approach to dealing with the issue of view (that analysis also included in this package). The analysis of bulk and gateway design are introduced in the following pages. However, before we visit these issues its important to consider the physical aspects of the site itself and the implications each building facade has on the public realm.



The Site

The property line of Kirkland Parkplace follows the right-of-way along most of Central Way, except at the very corner where a triangular shaped parcel which creates a larger setback from the edge of curb.

The Facades

The northwest facade facing Central Way is the facade of concern for possibly impacting a view, this is the face on which step backs may be employed for view concerns.

The north facade along the triangular property, will not inhibit a view down Central Way yet is the broadest face seen when approaching the intersection from the north. Therefore the north facade has the most opportunity to have a role in shaping the gateway. The east facade may also have a role in shaping the gateway, but be more directed towards the internal project site.

3. The corner of 6th and Central will provide a dramatic and welcoming entry into downtown Kirkland

BULK AND GATEWAY

The corner building at 6th and Central needs to be shaped in a way that complements the character of Kirkland and visually attracts visitors and residents into the City. This condition needs to be perceived not only at a distance but possibly more importantly at the ground plane: along the street.

The design team has taken this condition as an opportunity to sculpt the building in a way that creates a unique experience at the pedestrian level and a visually distinctive presence of the different uses contained within the building. Several design options are being studied, the following images show the various techniques that are under consideration. These images are also included to demonstrate that the massing blocks that have been shown to date are not in any way a final design proposal. Each building will receive rigorous design study and treatment as this project moves forward.

The concepts that are being explored look at carving the ground level retail to create an invitation both physically and visually into and along the project. This idea also reduces bulk at the ground level by cutting back the retail facade while keeping a more symmetrically shaped office plate above. The conceptual renderings on this page denote a seven story building at the corner of 6th and Central with significant ground level setback and activated gateway plaza.



4. The amount of proposed parking at Kirkland Parkplace is adequate and addresses the concerns of the PAB



TECHNICAL MEMORANDUM

Project: Kirkland Parkplace
 Subject: Parking Analysis
 Response to Comments from the Parking Advisory Board
 Date: June 12, 2008
 Author: Marni C. Heffron, P.E., P.T.O.E.

This memorandum responds to comments from the City of Kirkland’s Parking Advisory Board in its memorandum to Eric Shields, May 19, 2008. These comments relate to the parking analysis presented in the *Technical Memorandum, Kirkland Parkplace, Parking Demand and Supply*, Heffron Transportation, Inc., February 11, 2008. That technical memorandum had been included as an Appendix to the DEIS for the Kirkland Planned Action Ordinance.

For clarity, we have numbered the comments and paraphrased them. Responses follow each comment.

Comment 1. Provide evidence to support the assumption that only 84% of the office trips would be by auto.

Response: The mode of travel assumptions that are inherent in both the trip generation calculations and parking demand calculations for the Parkplace site were derived by the City’s consultant Jones & Stokes with input from City staff. The values assumed for office commuters were derived from three sources: 1) the average mode of travel for all businesses in Kirkland affected by the State’s Commute Trip Reduction (CTR) Act; 2) the mode of travel assumption in the Puget Sound Regional Council’s (PSRC) travel demand model for the site’s location; and 3) a former CTR employer located in the existing Parkplace. The values from each of these sources along with those assumed for the study are listed in Table 1.

Table 1. Mode of Travel Assumptions - Office Trips

	Existing CTR ¹	PSRC Model Data ²	Parkplace CTR ³	Assumed for EIS Analysis ⁴
Drive Alone (SOV)	82.0%	78.9%	76.0%	78.0%
Carpool	12.1%	11.6%	11.0%	12.0%
Transit	3.0%	5.9%	12.3%	6.0%
Motorcycle	0.5%	0.8%	0.0%	0.0%
Walk	1.5%	2.5%	0.5%	4.0%
Bike	0.8%	0.3%	0.2%	
Total	100.0%	100.0%	100.0%	100.0%

- ¹ City of Kirkland 2005 average of sites that are affected by State Commute Trip Reduction (CTR) Act. These include businesses with more than 100 employees who work between 6:00 and 9:00 A.M.
- ² Assumptions in the Puget Sound Regional Council (PSRC) regional travel demand model. Values provided by Mirai Associates, the City’s modeling consultant.
- ³ 2005 CTR Survey results for large employer at Parkplace.
- ⁴ Mode of travel used to estimate office trip generation and parking demand in the City of Kirkland Downtown Area Planned Action Ordinance Draft EIS, April 2008.

The above table shows that 90% of the employees are expected to commute by private automobile to the site (78% SOV + 12% carpool). However, assuming the lowest number of occupants per carpool—2 people—only 84% of the employees would have a car to park at the site (78% SOV + 12% carpool/2 people per car). This value, 84%, was used to derive the parking demand for the office component of the project. If carpool occupancies increase to more than 2 people per vehicle (for example, if vanpools are formed), then the percent of office employees who would require a parking space would decrease. Therefore, this percent is conservative.

Comment 2. Provide evidence of the price effect on the office parking demand.

Response: Research supports the notion that the price of parking is the most important factor in increasing transit usage. A Transportation Research Board report, *Strategies that Attract Auto Users to Public Transportation*¹ states, “Cities with restrictive parking practices, including higher parking prices, tend to have better transit service and higher transit ridership rates. Change in factors related to parking price have a stronger effect on mode choice than do factors related to transit service.” It also states that, “increasing parking prices for employees is more effective in reducing SOV travel than any of the other pricing strategies examined.” The chart below was excerpted from this report, although it reflects an urban work location, it shows that the price of parking does have a positive effect in reducing SOV travel.

The mode of travel assumed for the analysis is based, in part, on the existing experience in Kirkland. There are few employers in Kirkland that now charge for parking. Therefore, it is likely that when employees are charged to park, the SOV rate would be lower than currently experienced.

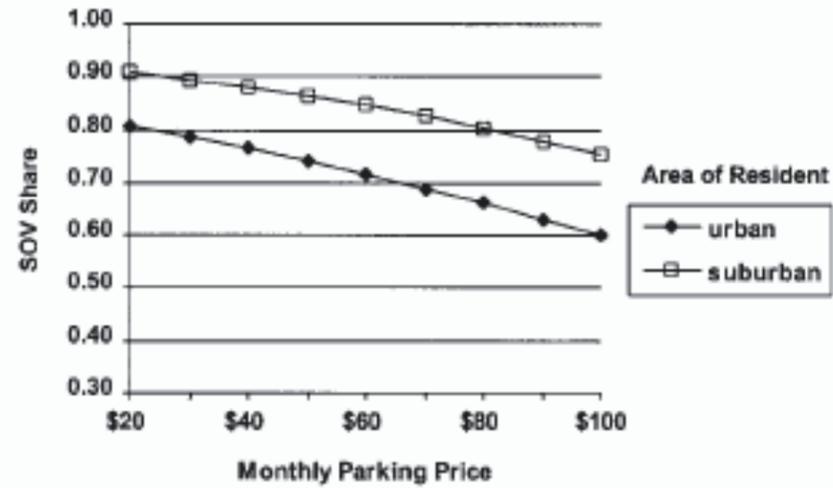
¹ Transportation Research Board, *Strategies that Attract Auto Users to Public Transportation*, TCRP Report 40, 1998.

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Kirkland Parkplace
Response to Comments from the Parking Advisory Board

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Figure 1. Effect of Monthly Downtown Parking Price on SOV Share



Source: Transportation Research Board, *Strategies that Attract Auto Users to Public Transportation*, TCRP Report 40, 1998.

Comment 3. How would the parking supply change if a 10% vacancy cushion were provided for the non-office uses?

Response: The parking demand and supply projections provided for the project in the February analysis were based on a worst-case (or maximum-development) scenario. Based on comments from City staff, input from City experts and refinements to the project program, the overall project and its parking demand will likely be lower than earlier estimated. For instance:

- The size of the hotel will likely be smaller in the Preferred Alternative. The Draft EIS assumed two hotels with a total of 325 rooms. The final plan will only have one hotel with a total of about 175 rooms.
- The parking demand rate assumed for the hotel use in the February analysis was conservatively high. According to the City of Kirkland's parking consultant, Rick Williams and his experience working on hotel projects, the peak parking demand for a hotel should be calculated as:

$$\text{Total rooms} \times 75\% \text{ occupancy} \times 0.75 \text{ vehicles parked per occupied room}$$

The parking demand rate based on this equation would be 0.56 vehicles per room. This is much lower than the 0.91 vehicles per room used in the February analysis, which also assumed that the peak demand would occur midday. When the final projected site usage is known, the hotel parking demand will be re-estimated using this new information.

- The parking garage design has evolved since the DEIS parking analysis was performed. Current plans show that more than 3,500 stalls could likely be provided.

The final parking demand and supply will not be known until the final building program is determined as the Preferred Alternative for the Final EIS. Peak and hourly parking demand estimates would then be revised. Touchstone will work to provide sufficient parking during the midday weekday period to allow for the preferred 10% vacancy rate for non-office uses. The final analysis and preferred alternative will include discussion of parking management during peak times, and provide evidence of the ability for separate land uses to share parking.

Comment 4. The applicant should provide more evidence of frequency of peaking and appropriate occupancy rates so that parking congestion does not occur more than thirty (30) hours per year.

Response. The individual land uses at Parkplace will have peak parking demand that varies by time of day, day of week and season of year. Figure 2 shows how parking rates for various land uses change month to month. These data, from the Institute of Transportation Engineers' (ITE) *Parking Generation*, reflect how the parking rates compare to the average parking rate. This shows that the peak activity for restaurants, the movie theater and the hotel occurs in the summer. Movie theater activity reaches its maximum peak on the day after Thanksgiving and during the week between Christmas and New Year. However, these are holidays when office parking demand is low.

Retail activity spikes from mid-November to mid-December. During this season, movie theater activity and hotel activity are lower than normal. Anecdotal information suggests that health club activity drops in December (it then peaks in January). There is also no seasonal activity data available for office uses. However, parking demand tends to be lowest during peak vacation periods in the summer and around the holidays.

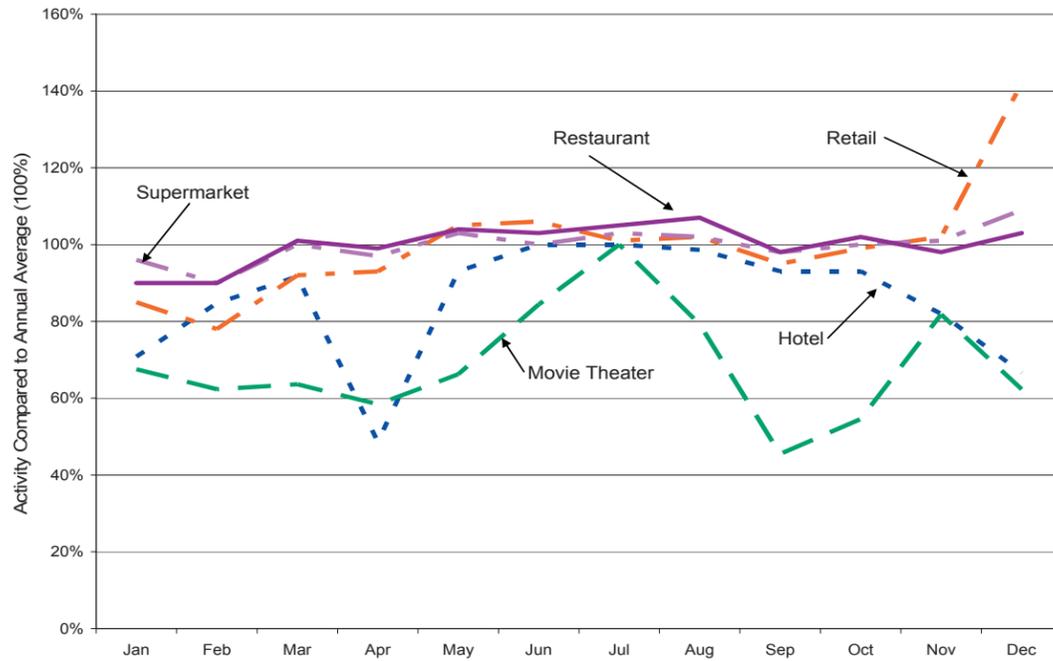
The data show that the highest parking demand is likely to occur in December when the supermarket and retail activity increases to its highest level of the year. Retail peaks that occur midday on weekday are expected to be very limited; the highest retail demand is still likely to occur in the evenings and on weekends when most office parking on the site would be available for customers.

4. The amount of proposed parking at Kirkland Parkplace is adequate and addresses the concerns of the PAB

Kirkland Parkplace
Response to Comments from the Parking Advisory Board

Kirkland Parkplace
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Figure 2. Seasonal Fluctuation in Parking Demand



Source: Seasonal data from Institute of Transportation Engineers (ITE) Parking Generation, 3rd Edition. Rates for the Movie Theater and Hotel were normalized to reflect percentage of peak condition rather than ticket sales and monthly occupancy.

Comment 5. The PAB recommends that additional measures be included in the TMP prior to approval of a parking reduction.

- The PAB recommends parking be operated as an independent enterprise with manned exits to validation and payments, with bypasses for employees who pay by the month. Parking should not be bundled with space rents. Employees shall pay for parking directly to the parking enterprise. Tenants who subsidize parking shall also subsidize transit.
- A plan for management of on-street parking within the project shall be submitted for approval. The PAB recommends a higher parking price for internal on-street parking than for structured spaces. This will reduce the amount of cruising to find on-street parking.
- Final approval of the parking plan should be contingent upon submission of a detailed parking plan showing layout of spaces and provision for access and separation of types of parking, and plan for operation. The operations plan should address the following issues: how spaces reserved for specific tenants will be shared in on evenings and weekends, how tenant subsidized parking will be managed, coordination with the City to minimize spillover parking and to maximize compatibility of payment technologies.

Response. Touchstone Corporation is proposing to do most of the items listed above. The following describes the current plan for parking operations at the site.

- Touchstone Corporation will likely contract with Diamond Parking (or another parking operator) to manage and operate all on-site parking. All entrances and exits to the parking garage will be controlled so that only vehicles that have a valid monthly parking permit or a validated day permit can exit. At least one of the exit points will be manned so that users who do not have a validated permit can pay to exit.
- Parking will not be bundled with the building leases. However, details about who will be paid for the monthly permits—whether the parking operator or the building manager—have not yet been negotiated.
- Touchstone Corporation will include a provision in its lease agreements requiring office tenants to offer employees subsidized transit passes.
- The on-street parking within the development will be managed to support the site's retail uses. Initially, the parking will be restricted to short time limits ranging from 15 to 30 minutes depending on the adjacent use. Some of the parking will also be designated for load/unload only to facilitate customer pick-up or parcel delivery. The on-street parking will be monitored to assure sufficient turnover. If additional restrictions are needed, Touchstone will consider parking meters (such as pay and display stations) to regulate the amount of time that a vehicle can park.
- Touchstone and its selected parking operator will continue to coordinate with City of Kirkland staff prior to occupancy related to specific parking management plans and payment technologies.

MCH/mch

5. The following draft design guidelines for Kirkland Parkplace Mixed-Use Alternative are developed to ensure that the public benefits will be preserved.

KIRKLAND PARK PLACE

MIXED USE DEVELOPMENT

Design Guidelines
DRAFT June 18, 2008



INTRODUCTION:

Achieving the Vision

The Downtown Strategic Plan calls for Parkplace to be an integral part of Downtown by establishing clearly defined pedestrian connections with the core area and includes the following recommendations:

- *new development in this area should be urban in character to promote a better integration of the Park Place with the core area*
- *enhancing the intersection of Central Way and 6th Street as a “gateway” to downtown*
- *encouraging retail uses and similar pedestrian generating activities on the ground floor of all buildings including those on Central Way*
- *establishing a friendly connection of Park Place to Peter Kirk Park*
- *prohibiting blank walls facing the park*
- *enhance pedestrian connections*
- *add on-street parking on Central Way to support retail and enhance pedestrian environment*
- *encourage underground parking and street parking along surface streets and minimize/eliminate surface parking lots*
- *complete a street in the form of a meandering lane running north-south between Central Way and Kirkland Avenue to provide an urban retail environment*
- *preserve the designation of the CBD 5 area as a Class A office district*

- Source: 2001 Kirkland Downtown Strategic Plan

Both by its location adjacent to Central Way and Peter Kirk Park and its 11.5 acre size, Parkplace will play a key role in realizing the City’s goal of an interconnected, mixed use downtown.

The Kirkland Parkplace Mixed Use Development proposal attempts to achieve all these Strategic Plan goals by creating a vibrant retail village center integrated with the Park and connecting to downtown. The applicant is seeking the proposed Private Amendment Request in order to achieve this vision by providing significant public amenities through private investment.

These guidelines have been created by the applicant as a draft set of standards to help the City to ensure a clear and predictable quality development as well as allow the flexibility necessary to make the project economically feasible.

