4.0 Public Workshop #2

4.1 Public Workshop #2 Summary

17 May 2004

Design Options:

The intent of the second public meeting was to solicit comment on two design options. At the meeting attendees were:

- Invited to review and comment on materials and findings generated in the first public meeting in an open house forum.
- Asked to review and comment on two design alternatives that were based upon previous public comment.

GGLO summarized the findings from four questions asked at the first public meeting:

- What is most important? / What should be saved?
  View /access to the water, preservation of the small town character, maintaining year round public access, the boat launch, and the swimming beach.
- What activities should be considered?
  Passive recreation, retail and restaurants, and community events.
- What should the character of the new plaza be like?
  Like it has always been there, 'European' balanced and formal, and traditional small town.
- Describe the plaza in 15 years
  A pleasant place to gather – to meet and be seen, it is the signature of the City, well maintained, a source of community pride.
- Other comments gleamed from public responses:
  Integration of art is fundamental, safety is key, make references to Kirkland's history, include whimsy.

Based on feedback from the first community meeting, the LPWG worked with the design team to prepare conceptual design options to illustrate different responses to community sentiment. The options were intended to illustrate an "informal" park-like approach to the space contrasted with a more "formal", urban design response. These design options were presented at the second community meeting.

The two options are included in this section of the document. Each option is supported by plans, aerial views, images, and words. The two options can be summarized as:

- **Informal** – *with qualities of a village green and traditional park, feeling more familiar and intimate, with coarser and less polished materials, emphasizing what Kirkland is.*
- **Formal** – *with qualities of a rough hewn urban environment or plaza, using symmetry and more formal planting, with more finished and polished materials, emphasizing what Kirkland may become*

Attendees viewed the design options and were then asked to evaluate how well they thought each design alternative responded to the priorities identified in the first community meeting. Next, attendees discussed the design alternatives in small groups to offer and listen to varying viewpoints. Finally, attendees shared the results of their discussions with the full group. In summary, attendees were generally able to take elements of the two options and articulate where they saw ways to improve the design.

Both options illustrated removal of the existing pavilion and incorporation of its functions into new facilities. Although some members of the community have reacted negatively to this idea, the majority of participants were indifferent, provided that the functions and values are replaced and better integrated with other activities. The options also showed different approaches to providing an amphitheater for concerts, etc. Attendees preferred a softer, less formal amphitheater with grassy areas that are child friendly.

Participants suggested that the project needs multiple access points to integrate successfully with the downtown. A general preference was expressed for a grander gesture, including consideration of a gateway at Park Lane.

Attendees discussed preliminary findings indicating that revenue from new retail and from parking fees could significantly offset project costs. This revenue could mean that the project could be structured to require little public funding (e.g. – property tax). While there was not opposition to generating revenue, attendees wanted the project to be clearly perceived as public space and not as a private retail area.

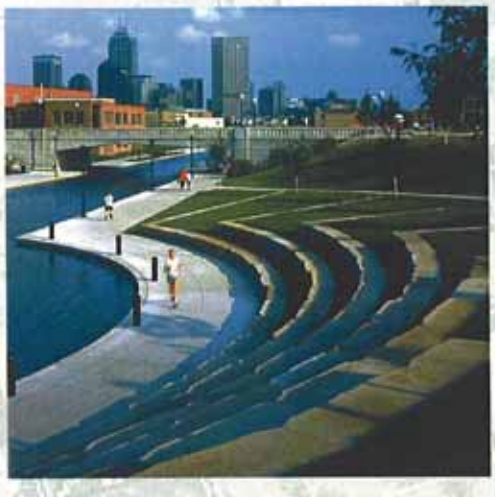
The guidance toward developing a preferred alternative was:

- Creating an active and more formal environment softened with naturalistic planting
- Constructing a new pavilion that better serves the community is okay
- Modifying the amphitheater to have both hard and soft seating
- Linking the Plaza to downtown is important – develop gateways and multiple access points
- Ensuring that the Plaza feels 'public'

Detailed meeting results and public comment are included in Appendix 8.2.

Option 1 - Informal

- village green
- park-like
- more natural
- more intimate
- more familiar and folksy
- Blend of what Kirkland is and what it may become
- Subtlety of experiences and materials
  - more wood / more coarse stone/more naturalistic planting / less organized and more discovery



"Bring downtown to the lake… bring the lake to downtown."

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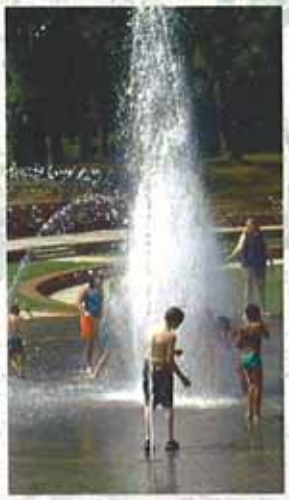
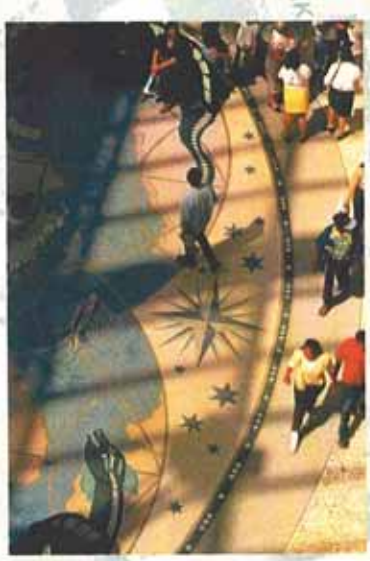
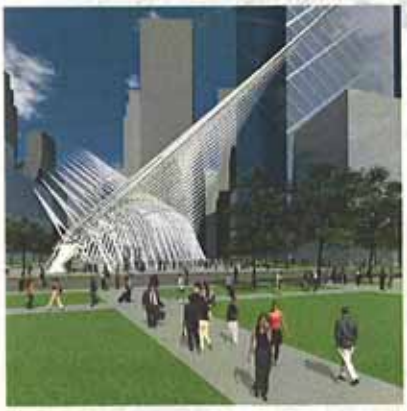
Option 2 - Formal

- rustic urban
- plaza-like
- formal planting
- more retail
- Blend of what Kirkland may become and a bit of what it currently is.
- Directness of experiences and materials
  - more metal / more polished stone / more formal planting and color / more organized







"Bring downtown to the lake… bring the lake to downtown."

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Option 1 Concepts

Lakeshore Plaza
@ Marina Park
Public Workshop #2

Circulation
Red - pedestrian Yellow - vehicle

Areas
Hardscape: 68,000sf
Softscape: 73,500sf
Building Footprint: 12,500sf

Right-of-way
Total: 49,000sf

New Buildings
Retail sf: 10,000
Restaurant sf: 9,500
TOTAL SF: 19,500sf

Parking
Retail: 29 required
Restaurant: 63 required
TOTAL PARKING STALLS: 218

Amphitheater capacity: 800-1400 people

Plaza levels
Green - 1st level Purple - 2nd level

Retail locations

Parking level

"Bring downtown to the lake… bring the lake to downtown."

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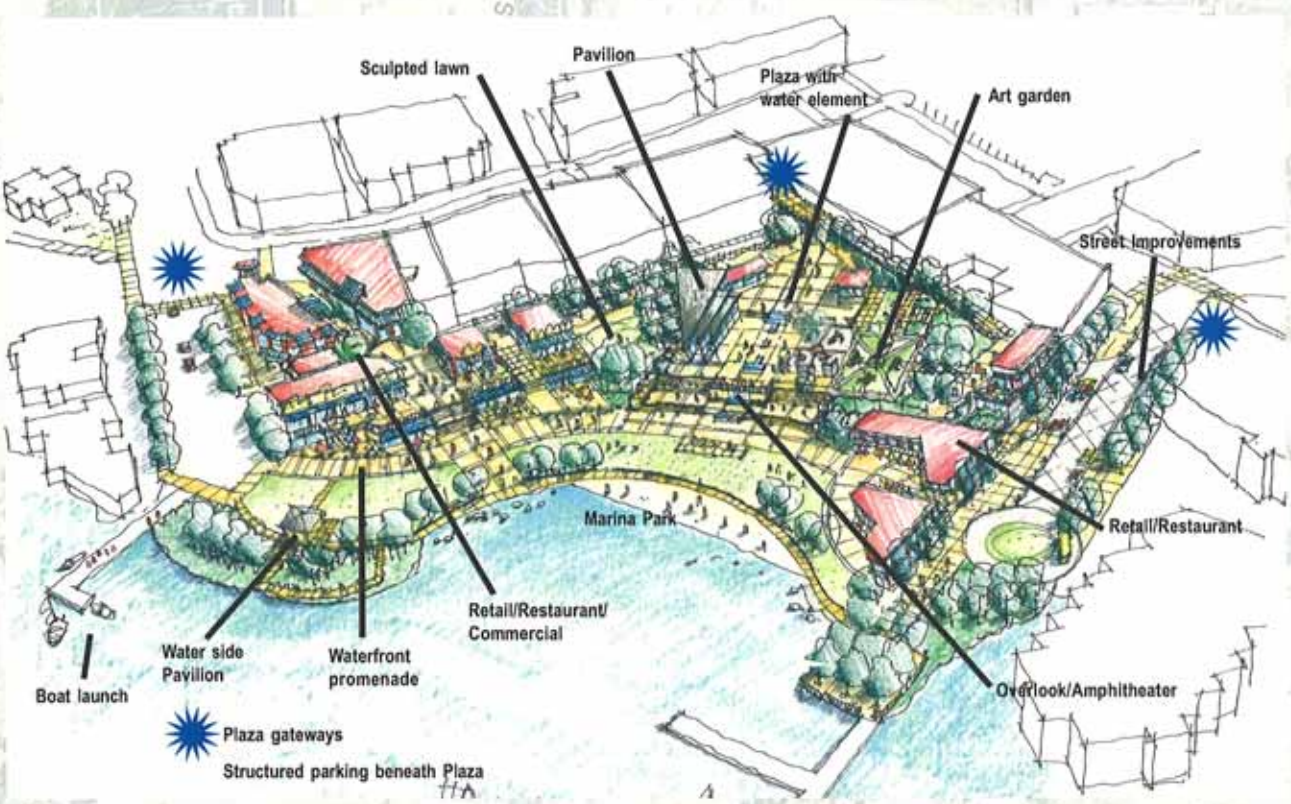
Option 2 Concepts

Lakeshore Plaza
@ Marina Park
Public Workshop #2



Circulation
Red - pedestrian Yellow - vehicle

Areas
Hardscape: 85,000sf
Softscape: 40,000sf
Building Footprint: 29,000sf

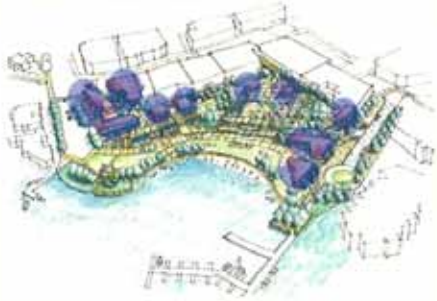
Right-of-way
Total: 49,000sf

New Buildings
Retail: 32,250sf
Restaurant: 12,250sf
TOTAL SF: 44,500sf

Parking
Retail: 92 required
Restaurant: 82 required
TOTAL PARKING STALLS: 300

Amphitheater capacity: 1000-2000 people

Plaza levels
Red - 1st level Light blue- 2nd level



Retail locations

Parking levels
Green and Purple - 1st level Purple - 2nd level

"Bring downtown to the lake… bring the lake to downtown."

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Discussion Group Questions

Lakeshore Plaza
@ Marina Park
Public Workshop #2

1) In general, what were your reactions to the two alternatives? Where were the sharpest points of differences between the two? Which one did you tend to like the most? Why?

2) Are there combinations of features or elements from the 2 options that create a preferred alternative?

3) Both options show a new pavilion that can better handle events and is near the center of the new plaza. Options for the existing pavilion include removal and relocation. How do you feel about this?

4) Option 1 has more "softscape" – green areas that are less formal looking, and an amphitheatre that is made of soft green tiers rather than the more structured steps of the Option 2. Do you tend to prefer the softer landscape and amphitheatre, or the more structured landscape and amphitheatre?

5) As you review the gateways and connections in the two alternatives, what are your reactions? Does one do a better job of promoting circulation than the other? Is there more that could be done to connect the plaza to downtown and the surrounding community?

6) Initial financial analysis indicates that project revenue could significantly offset project costs. The main revenue variables are user fees for parking and revenue from retail and restaurant pads.

   For example, Option 2 has more revenue producing elements. Would you direct the designers to pursue a model that might not require any public funding (e.g. – property tax) or a model that requires limited public funding and depends less on project revenue?

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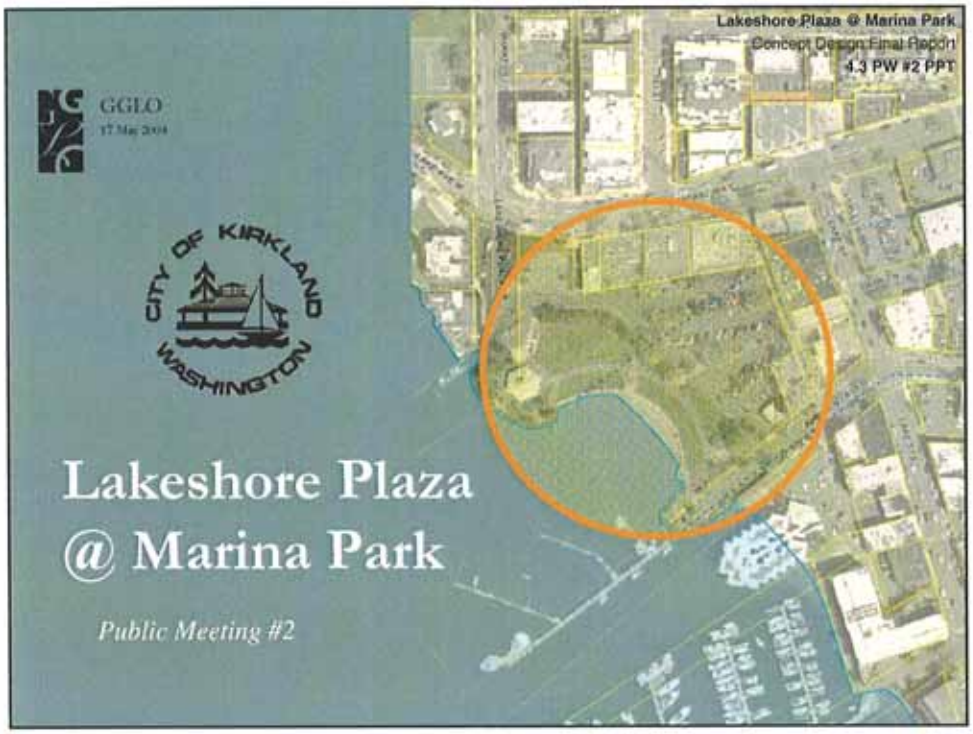
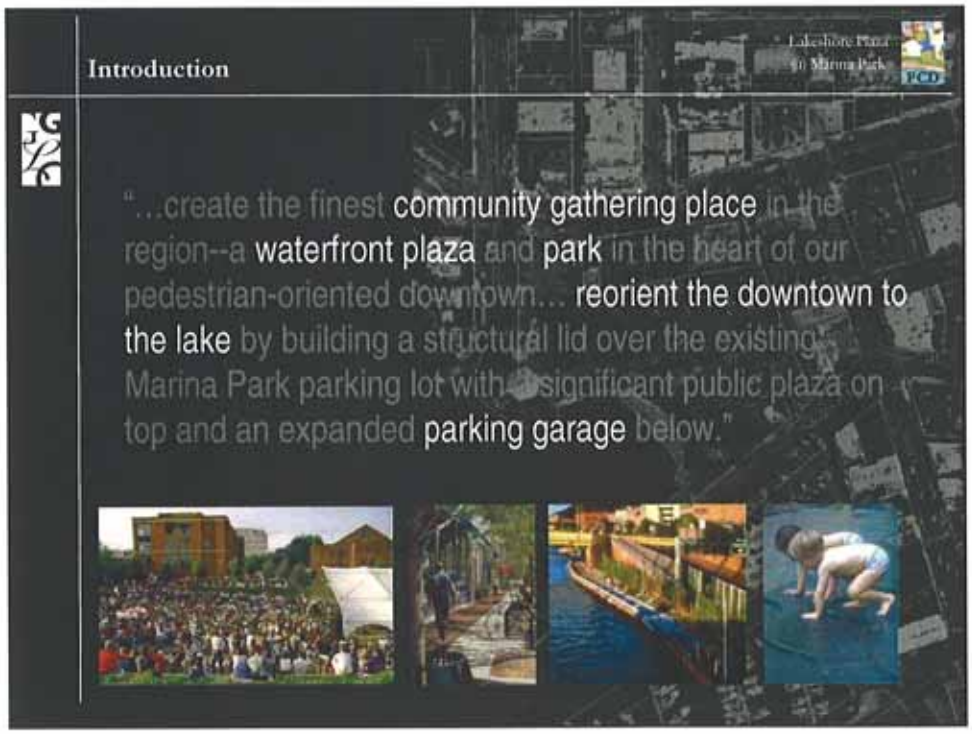
"Bring downtown to the lake… bring the lake to downtown."


Lakeshore Plaza @ Marina Park
Concept Design Final Report
4.3 PW #2 PPT
GGLO
17 May 2004
CITY OF KIRKLAND
WASHINGTON
Lakeshore Plaza
@ Marina Park
Public Meeting #2


Introduction
Lakeshore Plaza
@ Marina Park
"...create the finest community gathering place in the region--a waterfront plaza and park in the heart of our pedestrian-oriented downtown... reorient the downtown to the lake by building a structural lid over the existing Marina Park parking lot with a significant public plaza on top and an expanded parking garage below."

Process/Schedule

Public Workshop #1: March 2004
- *Outline process and present findings*
- *Discuss vision and goals*

Public Workshop #2: May 2004
- *Present and discuss design alternatives*
- *Select preferred design*

Public Meeting #3: June 2004
- *Present and discuss preferred design*

Project Completion: July 2004

Future Phases
- *Identify public/private partners & finalize detailed design*
- *Project development*

Answers to Discussion Group Questions

1. What is most important?

- What we heard:
  - Preserve view/access to water/beach (hide cars)
  - Preserve/enhance existing small town character/feel
  - Maintain 24/7 access to site
- Summary – No specific preservation stated except beachfront and boat launch.

Answers to Discussion Group Questions

2. What activities should be considered?

- What we heard:
  - Passive recreation uses – viewing/cafes/small areas for gathering and relaxing
  - Retail/Restaurant activity – can enhance plaza experience
  - Maintain site as venue for community events and concerts
  - Cars/parking are OK if separate from pedestrian uses
- Summary – no active recreation uses requested/uses should support the public and passive qualities of the place

Answers to Discussion Group Questions

3. What should the character of the new plaza be like?

- What we heard :
  - 'Like it has always been there' – absolute Kirkland
  - 'European' – balanced/formal
  - Strong connection to new/existing retail
  - 'Traditional open space' – seating/art/natural/small town-like
- Summary – Respectful with qualities of Kirkland

Answers to Discussion Group Questions

4. Describe the plaza in 15 years.

- What we heard :
  - Pleasant place to gather, meet, be seen for individuals and community
  - Is Kirkland's front door – signature
  - Well maintained, a fun place, a source of community pride
- Summary – Supports lakefront location/ works well with intimate and large gatherings/familiar and respectful

The established list of uses (program) and assumptions

- Boat launch/lift station/beach front are unchanged
- Ability to handle community events and small gatherings
- Familiar, friendly, family oriented, safe, 'of Kirkland'
- Strong connection to water and downtown
- 24/7 use with covered area, intimate areas
- Gap between plaza and existing building should be used as a transitional area for future development
- Gateway markers / restroom / retail/restaurant / amphitheater / water feature

The characters of the two plans

Lakeshore Plaza
@ Marina Park

A. Option 1 - Informal

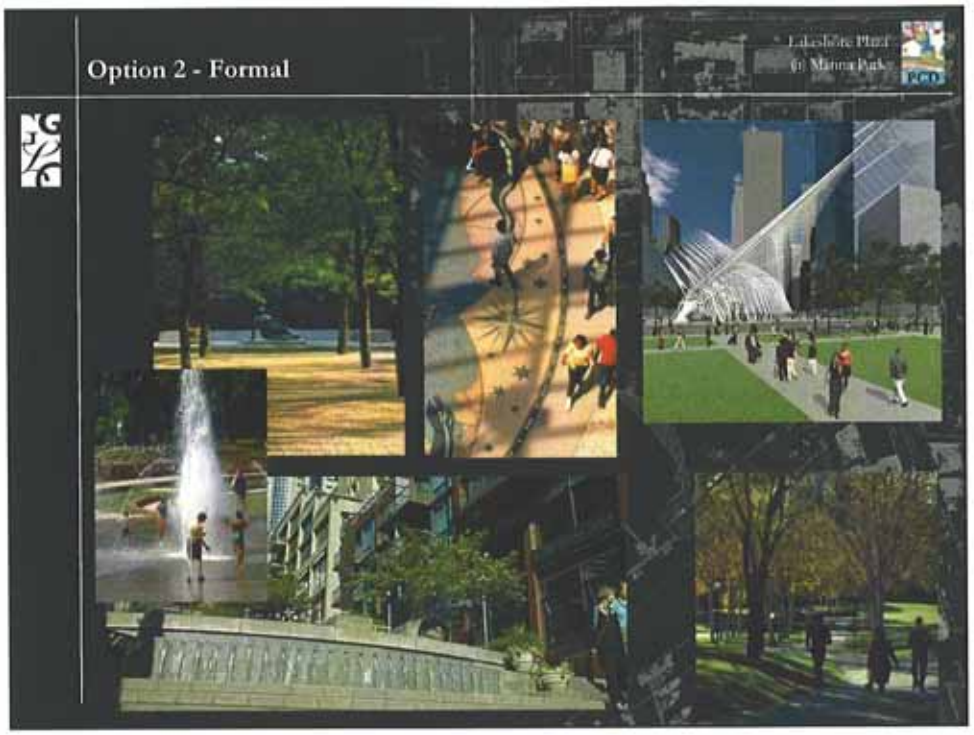
- village green
- park-like
- more natural
- more intimate
- more familiar and folksy
- Blend of what Kirkland is and what it may become
- Subtlety of experiences and materials
  - more wood / more coarse stone/more naturalistic planting / less organized and more discovery/

B. Option 2 - Formal

- rustic urban
- plaza-like
- formal planting
- more retail
- Blend of what Kirkland may become and a bit of what it currently is.
- Directness of experiences and materials
  - more metal / more polished stone / more formal planting and color / more organized

Option 1 - Informal

Lakeshore Plaza
@ Marina Park


Option 2 - Formal

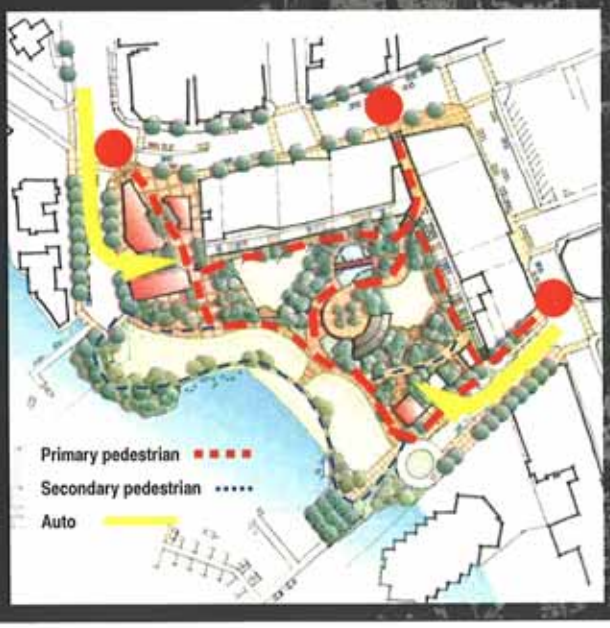
Option 1 – Informal elements
Pond/Bridge
Amphitheater
Pavilion
Lawn/Naturalized planting
Street Improvements
Overlook/Plaza
Waterfront walk
Naturalized area

Option 1 – Gateways

Option 1 - Informal areas

Option 1 – Retail/Restaurant/Commercial

Option 1 – Circulation (plan view)



Option 1 – Plaza levels

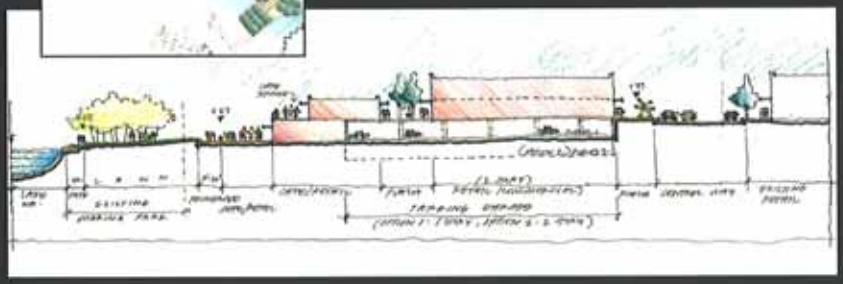
Option 1 – Parking levels

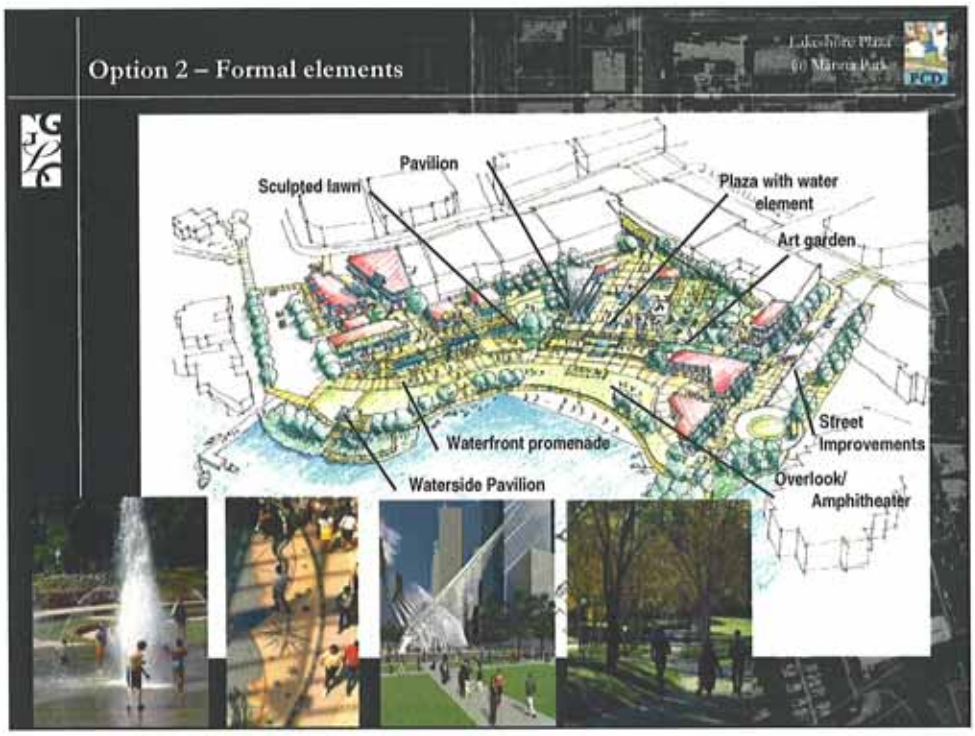
Option 1 – Section B: Marina Park to Lake Street

Lakeshore Plaza
60 Marina Park

Option 1 – Section A: Marina Park to Market & Central

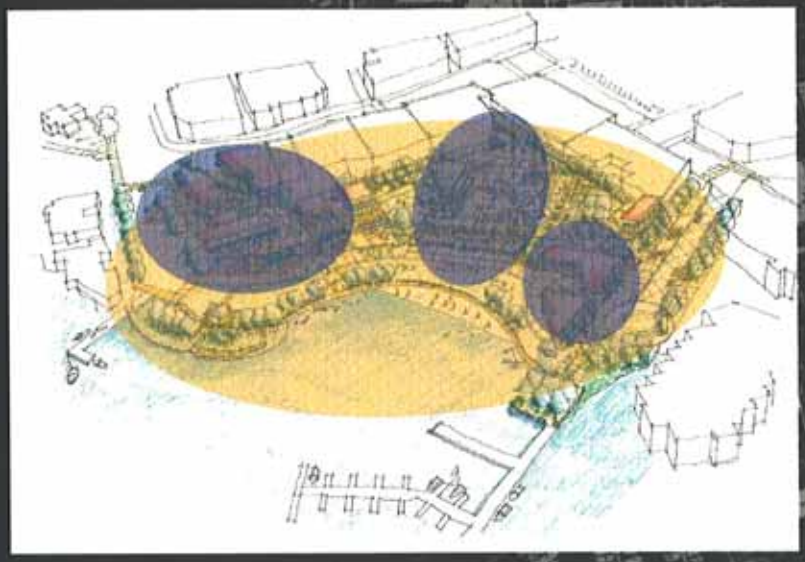
Lakeshore Plaza
60 Marina Park




Option 2 – Formal elements
Pavilion
Sculpted lawn
Plaza with water element
Art garden
Street Improvements
Waterfront promenade
Waterside Pavilion
Overlook/ Amphitheater

Option 2 – Gateways

Option 2 – Formal areas



Option 2 – Retail/Restaurant/Commercial

Option 2 – Circulation

Option 2 – Plaza levels

Option 2 – Parking levels

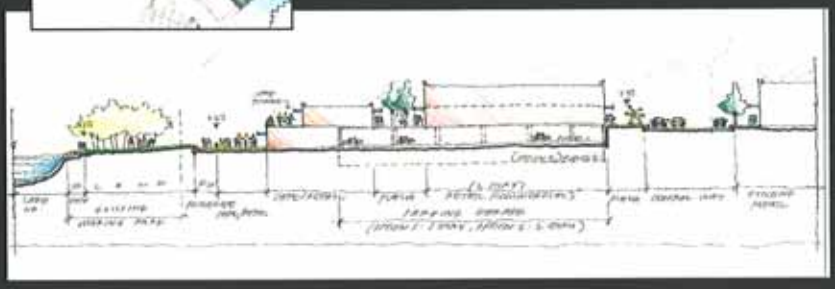
Lakeshore Plaza
60 Marina Park

Option 2 – Section B: Marina Park to Lake Street

Lakeshore Plaza
60 Marina Park

Option 2 – Section A: Marina Park to Market & Central

Lakeshore Plaza
@ Marina Park



Opportunities for Options 1 and 2

Lakeshore Plaza
@ Marina Park

Discussion Group Questions

- In general, what were **your reactions** to the two alternatives? Where were the **sharpest points of differences** between the two? Which one did you tend to like the most? Why?
- Both options show a **new pavilion** that can better handle events and is near the center of the new plaza. Options for the **existing pavilion include removal and relocation**. How do you feel about this?
- **Option 1 has more "softscape"** – green areas that are less formal looking, and an amphitheatre that is made of soft green tiers rather than the more **structured steps of the Option 2**. Do you tend to prefer the softer landscape and amphitheatre, or the more structured landscape and amphitheatre?
- As you review the gateways and connections in the two alternatives, what are your reactions? Does one do a better job of promoting circulation than the other? Is there more that could be done to **connect the plaza to downtown** and the surrounding community?
- Are there combinations of features or elements from the 2 options that **create a preferred alternative**?
- Initial financial analysis indicates that project revenue could significantly offset project costs. The main revenue variables are user fees for parking and revenue from retail and restaurant pads.

4.4 Public Workshop #2 Meeting Script

17 May, 2004

- Thanks for your interest in working to create a civic space along Kirkland's waterfront
- The goal is to create a well used and well loved destination for the community
- Your comments are critical to and enrich the process and plan.
- The plan should reflect the character and spirit of Kirkland from all angles - for today and the future.
- I wanted to report back to you a summary of the last public meeting before we present how we have translated them into plans and images.
- We asked four questions that were intended to get at the heart of the communities feelings about the place of Lakeshore Plaza
- While there was a wide range of sentiments offered the following represent the feeling of the majority
- Question 1 – What is most important?
    - Preserve view/access to water/beach (hide cars)
    - Preserve/enhance existing small town character/feel
    - Maintain 24/7 access to site
    - Summary – No stated preservation save beach front / boat launch rather a clear statement of plaza qualities
- Question 2 – What activities should be considered?
    - Passive recreation uses – viewing / cafes / small areas for gathering and relaxing
    - Retail / restaurant activity can enhance plaza experience
    - Maintain site as venue for community events and concerts
    - Cars / parking are OK if separate from pedestrian uses
    - Summary – no active recreations uses requested / uses should support the public and passive recreation qualities of the place
- Question 3 – What should the character of the new plaza be like?
    - 'Like it has always been there' – ***absolute Kirkland***
    - 'European' – balanced/formal
    - Strong connection to new/existing retail
    - 'Traditional open space' – seating/art/natural/small town-like
    - Summary – Inconclusive character but respectful with familiar qualities and of 'Kirkland-
- Question 4 – Describe the plaza in 15 years?
    - Pleasant place to gather, meet, be seen for individuals and community

  - Is Kirkland's front door – City signature
  - Well maintained, a fun place, a source of community pride
  - Summary – Supports lakefront location / works well with intimate or large gartherings / familiar and respectful
- Items not covered or covered lightly
  - The importance of art as a signature of the community – all types
  - Implied that the plaza will be safe
  - Have WiFi capabilities, create secret garden, recognize area's history, have unexpected discoveries
- Written comments:
  - Make the site whimsical and welcoming
  - More small shops and small hotel
  - Do not make a clone of another place
  - It is time to move beyond the 70's park and make a better waterfront gathering area.
- Summary of the meeting is that work to date has been close to the mark and that there is consensus on qualities of the plaza but style variation of the look and long term vision of what the park should look like should be advanced.
- What have we done with these comments?
  - We have worked to draw what we heard in PM1, what has come before Public Meeting 1, and be respectful of the guiding principals for the project
- While all of you have likely parked in the parking lot, shopped in the retail facing the plaza, experienced the crowds at Summerfest or a stroll on a warm Fall Saturday morning to sit at the beach – how big is this place for Lakeshore plaza
  - Compared to a Peter Kirk Park @ 8.25 A / Lakeshore with ROW's 4.5 A
- What can fit, how far things are apart, and how are they connected.
  - A next step for everyone here is to go out on site and stand at the corners of the site and in the middle looking at the opposite and surrounding corners.
  - Imagining the grades along Lake and Central compared to the beach – 8' grade change
  - Seeing a busy day at the boat launch, a tour boat unloading, and a summer concert.
- We have established a base list of uses/program and assumptions
  - Boat launch/lift station/beach front are unchanged
  - Ability to handle community events and small gatherings – 100 booths / 20,000 people per day
  - Familiar, friendly, family oriented, safe, 'of Kirkland'

- Strong connection to water and downtown
- 24/7 use with covered area, intimate areas
- Create separate and linked identities for Marina Park and Plaza
- Gateway markers / restroom / retail/restaurant / amphitheater / ROW improvements / Art
- Both plans have enlarge lawn areas adjacent to beach front
- Structured parking – replace existing (126) plus required by code

- And what is different about each plan – subtle but important. Consequence in project costs – character.
  - Amount of retail and therefore parking
  - Character of spaces – hard vs. soft amphitheater / amount of natural and planted areas / location and spirit of pavilion/ beachfront – more or less active
  - Recognize that the design is not complete – a next step in a deliberate iterative process.
- We have developed two plans with distinct characters and enhance programs to best fit the spirit of each plan
  - Option One - informal – village green / park-like / more natural / more intimate / more familiar and folksy / more organic. Blend of what Kirkland is and what it may become
    - Subtlety of experiences and materials – more wood / more coarse stone / more naturalistic planting / less organized and more discovery/
  - Option Two - formal – rustic urban / plaza-like / formal planting / more promenade-like / more symmetrical. A blend of what Kirkland may become and a bit of what it currently is.
    - Directness experiences and materials – more metal / more polished stone / more formal planting and color / more organized
- Let's look at the plans and explore the pieces and activities
- Option 1 'Informal'
    - Park-like qualities stretch to Kirkland and Market / more natural areas grove-like at southeast and natural area to northwest / three primary gateways
    - distinct elements – overlook and upland plaza (community events) / pavilion (wood NW) / amphitheater (soft) / pond (boats, etc.) / natural area / restroom / other elements – fire pit / interpretation / illustration of Kirkland's history (shoreline / creek / buildings)
    - retail – supporting role / majority at NW /
    - dispersed art elements / improvements to ROW's (ped friendly / functional for marina and boat launch)

        - primary circulation from gateways linking park / connection secondary paths (sinuous and exploring with found objects) / auto circulation to parking
        - plaza level / 2nd level plaza / parking (access out to beach / to plaza)
- Option 2 'Formal'
        - Formal qualities embrace the entire site (ROW's / NW corner and retail) / gateways / planting in bosques more refined (clipped) potentially more color.
        - distinct elements – overlook and upland plaza (symmetrical) / supported by pavilion (Calatrava-like) and secondary pavilion / and art sculpture garden / waterside promenade / restroom
        - retail – 45K sf / an active player in plaza / on edges / supporting active water's edge character
        - sculpted lawn / improvements to ROW's (ped friendly / functional for marina and boat launch)
        - circulation – symmetrical (formal / organized / auto access the same
        - plaza level / 2nd level plaza (more) / parking level / lower level parking
- Beyond the two options there are additional variations of development
    - sketch of building build-out into trench – connecting downtown to plaza
    - diagram of increased connections to plaza – Park Lane / from First Street
    - augment retail and visitor use with limited access auto at promenade (option 2 only)
- We believe both plans have strong merit and fit the spirit of Kirkland when looking broadly at the present and potential future. We are asking that you discuss and help bring into focus for us which characteristics best represent the opportunities presented by the site and that capture the spirit of Kirkland.
- We are not necessarily asking to choose one over the other. The space is large and can accommodate diversity – this will support the 'organic and over time character of development'. We are asking if one plan resonates or if a combination of elements from each plan seems to best represent Kirkland.
- Using the jello analogy - the previous work and public meeting have mixed the gelatin and basic flavor, the first public meeting was the hot water to dissolve the work, and we are now picking the marshmallow and fruit to add and deciding which mold to put it all in.
- Any general questions about the plans?
- The questions we would now like you discuss in small groups and then report back to the large groups are – comparing the two alternatives:
    - We are asking about the plans broadly and in detail, about organization and character, relationships and uses, and how well we have listened and responded to your previous comments.

- Your comments are very important and will assist us in refining and guiding the development of this important civic space for Kirkland.
- In general, what were your reactions to the two alternatives? Where were the sharpest points of differences between the two? Which one did you tend to like the most? Why?
- Are there combinations of features or elements from the 2 options that create a preferred alternative?
- Both options show a new pavilion that can better handle events and is near ther center of the new plaza. Options for the existing pavilion include removal and relocation. How do you feel about this?
- Option 1 has more "soft scape" – green areas that are less formal looking, and an amphitheatre that is made of soft green tiers rather than the more structured steps of the Option 2. Do you tend to prefer the softer landscape and amphitheatre, or the more structured landscape and amphitheatre?
- As you review the gateways and connections in the two alternatives, what are your reactions? Does one do a better job of promoting circulation than the other? Is there more that could be done to connect the plaza to downtown and the surrounding community?
- Initial financial analysis indicates that project revenue could significantly offset project costs. The main revenue variables are user fees for parking and revenue from retail and restaurant pads.
- For example, Option 2 has more revenue producing elements. Would you direct the designers to pursue a model that might not require any public funding (e.g. – property tax) or a model that requires limited public funding and depends less on project revenue?
- What is your overall reaction to the alternatives – are there specifics that have clear appeal and immediate unease?
- The proposed uses and program elements are broad brushed – what is your reaction to these and are there things missing?
- Paths and road vary and create different qualities of connection and spirit of the plaza and there are opportunities for more direct connections to the downtown – what are your reactions to these?
- Any other comments about the plans – missing acknowledgement from first public meeting / awry interpretation of guiding principals / specific thoughts about how to respect the site and add flavor of Kirkland?