

Group	Strengths	Weaknesses	Opportunities	Threats
1	<ul style="list-style-type: none"> <li>▪ Small/several parcels still available for development (4)                             <ul style="list-style-type: none"> <li>○ BOA</li> <li>○ Antique</li> <li>○ US Bank</li> <li>○ L&amp;C</li> </ul> </li> <li>▪ Desirable destination - at the moment (3)</li> <li>▪ Character hard to match by comparison (3)</li> <li>▪ Lakefront (2)</li> <li>▪ Small town feel (1)</li> <li>▪ Starting to have mix of civic, retail, residential</li> <li>▪ Walk-ability (1)</li> <li>▪ City staff (fabulous/supportive) (1)</li> <li>▪ Interested citizens and business</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of business diversity (4)</li> <li>▪ Cumbersome permit process (3)</li> <li>▪ Parking challenges (3)</li> <li>▪ Lack of clear/specific vision (2)</li> <li>▪ Unwillingness to stick to plan (2)</li> <li>▪ Turns back to lake (1)</li> <li>▪ Process oriented</li> <li>▪ Difficulty in making decisions</li> <li>▪ Safety</li> <li>▪ Condos not supporting retail</li> <li>▪ Snow birds</li> </ul>	<ul style="list-style-type: none"> <li>▪ Tourism (5)</li> <li>▪ Lakeshore Plaza (4)</li> <li>▪ High tech companies</li> <li>▪ Ferry (2)</li> <li>▪ Parking – still a few sites left (2)</li> <li>▪ More festivals and events (2)</li> <li>▪ Office</li> </ul>	<ul style="list-style-type: none"> <li>▪ Contradictory signals from community regarding economic development (5)</li> <li>▪ Economy – land value (4)</li> <li>▪ Transit center if done wrong (3)</li> <li>▪ Retail position compared to Totem Lake Mall, Bellevue Square (3)</li> <li>▪ North-south through traffic</li> </ul>
2	<ul style="list-style-type: none"> <li>▪ Historic small town character/scale (4)</li> <li>▪ Numerous good restaurants (4)</li> <li>▪ Location on the lake (3)</li> <li>▪ Excellent strategic plan (3)</li> <li>▪ Fun activities – SummerFest and car show (2)</li> <li>▪ Residential proximity (2)</li> <li>▪ Human scale – Park Lane (1)</li> <li>▪ Charming town (1)</li> <li>▪ New transit center (1)</li> <li>▪ Friendly downtown</li> <li>▪ Easy to navigate</li> <li>▪ High demand for housing</li> <li>▪ Landscaping</li> <li>▪ Arts – public facilities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Non-local traffic (not residents or customers) (6)</li> <li>▪ Limited variety/ retail (2)</li> <li>▪ High rents stifle retail (2)</li> <li>▪ Parking (2)</li> <li>▪ Popularity of existing makes it hard to change (2)</li> <li>▪ View blockage (1)</li> <li>▪ Need, expense, physical constraints, underground parking (1)</li> <li>▪ Non-local traffic</li> <li>▪ Downtown too small for change</li> </ul>	<ul style="list-style-type: none"> <li>▪ Town square with a lake view (7)</li> <li>▪ Put surface parking underground to facilitate development (3)</li> <li>▪ Small conference center (3)</li> <li>▪ Family attraction (2)</li> <li>▪ Expanded farmers market (2)</li> <li>▪ Remove building to open up lake view (1)</li> <li>▪ Eliminate cars – pedestrian district (part time) (1)</li> <li>▪ Condo meeting space (1)</li> <li>▪ Cannery</li> <li>▪ Public purchase opportunity sites</li> <li>▪ Expanded city marina</li> </ul>	<ul style="list-style-type: none"> <li>▪ Too narrow a market/mix (7)</li> <li>▪ Cost of redevelopment threat to historical property (4)</li> <li>▪ Opinionated people with resources that don't agree (1)</li> <li>▪ Market leakage (1)</li> </ul>

Group	Strengths	Weaknesses	Opportunities	Threats
3	<ul style="list-style-type: none"> <li>▪ Scale – “walk-able” feel (6)</li> <li>▪ The Lake and Parks (5)</li> <li>▪ Passionate citizenry (4)</li> <li>▪ District identity (3)</li> <li>▪ Integrated residential component – emerging density (1)</li> <li>▪ Location (1)</li> <li>▪ Natural/organic evolving downtown</li> <li>▪ Access</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of parking (5)</li> <li>▪ Underdeveloped core (4)</li> <li>▪ Traffic congestion and safety (4)</li> <li>▪ Lack of retail mix/seasonal variation (3)</li> <li>▪ Turn back on lake (2)</li> <li>▪ Lack of cohesiveness (downtown &lt; - &gt; Park Place) (1)</li> <li>▪ Negative attitude from development community (1)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Unique retail in downtown core area (7)</li> <li>▪ Integrate Marina Park with downtown (waterfront) (7)</li> <li>▪ Bring community around – engage (3)</li> <li>▪ More day people (2)</li> <li>▪ Keep working hard (1)</li> <li>▪ Re-do dock/pier – bring boaters back</li> <li>▪ Improve existing identity – livable/desitination permanent living (1)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of political leadership and will; Wishy-washy; Lack of cultural consensus (6)</li> <li>▪ Competing priorities city-wide (4)</li> <li>▪ Accidental development (3)</li> <li>▪ Loss of parking opportunities (3)</li> <li>▪ Too cavalier (2)</li> <li>▪ Traffic (2)</li> <li>▪ Totem Lake (1)</li> <li>▪ Discouragement/ attitude about downtown</li> <li>▪ Reduction in retail strength – economic slowdown</li> <li>▪ How do we get focused on downtown</li> </ul>

*This table represents the results of a small-group exercise completed by the Downtown Action Team on November 9, 2006. Attendees were divided into three small groups and asked to brainstorm what they perceived to be downtown’s strengths, weaknesses, opportunities, and threats. Results were recorded then each group was asked to vote for the importance of the issues. Individuals were given three dots per category to register their opinion. The number of votes each issue received is registered above in parenthesis. Each group then reported out on the top three issues in each of the four categories.*