

PUBLICATION SUMMARY
OF ORDINANCE NO. 4170

AN ORDINANCE OF THE CITY OF KIRKLAND RELATING TO COMPREHENSIVE PLANNING AND LAND USE AND AMENDING THE COMPREHENSIVE PLAN, ORDINANCE 3481 AS AMENDED, TO IMPLEMENT CHANGES TO THE DOWNTOWN PLAN SECTION OF THE MOSS BAY NEIGHBORHOOD PLAN AND THE TRANSPORTATION ELEMENT, AND APPROVING THIS SUMMARY FOR PUBLICATION, FILE NO ZON07-00016

SECTION 1. Amends the following specific portions of the Kirkland Comprehensive Plan:

- A. Amends Table T-6: State Routes in the Transportation Element,
- B. Amends Table T-7: Signalized State Route Intersections in the Transportation Element'
- C. Amendments Downtown Plan (3) in the Moss Bay Neighborhood Plan section.

SECTION 2. Provides a severability clause for the ordinance.

SECTION 3. Authorizes publication of the ordinance by summary, which summary is approved by the City Council pursuant to Kirkland Municipal Code 1.08.017 and establishes the effective date as five days after publication of summary.

SECTION 4. Establishes certification by City Clerk and notification of King County Department of Assessments.

The full text of this Ordinance will be mailed without charge to any person upon request made to the City Clerk for the City of Kirkland. The Ordinance was passed by the Kirkland City Council at its meeting on the 16th day of December, 2008.

I certify that the foregoing is a summary of Ordinance 4170 approved by the Kirkland City Council for summary publication.



City Clerk



ORDINANCE 3481

AN ORDINANCE OF THE CITY OF KIRKLAND ADOPTING A COMPREHENSIVE PLAN AS REQUIRED BY CHAPTER 36.70A RCW AND PURSUANT TO CHAPTER 35A.63 RCW; AND REPEALING THE EXISTING COMPREHENSIVE PLAN.

WHEREAS, the Washington State Legislature adopted ESHB 2929 during the 1990 legislative session and RSHB 1025 during the 1991 legislative session, known collectively as the Growth Management Act, Chapter 36.70A RCW ("GMA"); and

WHEREAS, the Growth Management Act mandates that the City of Kirkland prepare a comprehensive plan to include certain required elements including land use, housing, capital facilities, utilities, and transportation; and

WHEREAS, the Kirkland Growth Management Commission was appointed by the Kirkland City Council in November 1991 to present a recommended, updated Comprehensive Plan to the City Council; and

WHEREAS, the Growth Management Commission presented a Draft Comprehensive Plan to the City Council on March 28, 1995; and

WHEREAS, the City in preparing the Comprehensive Plan established procedures for early and continuous public participation; and

WHEREAS, the City and Growth Management Commission held over 105 public meetings, 14 public workshops and open houses, and 5 public hearings on the Comprehensive Plan. The City received over 290 letters and written comments on the Comprehensive Plan. The City Council conducted a series of study sessions on the Comprehensive Plan and held a public hearing on June 27, 1995 for the purpose of obtaining community input prior to adoption; and

WHEREAS, the Comprehensive Plan adopted pursuant to the GMA must be coordinated with and consistent with comprehensive plans adopted by King County and other Cities which have common borders with Kirkland or which share related regional issues; and

WHEREAS, Kirkland has cooperated with King County and other suburban cities in the development and adoption by King County of county-wide planning policies;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Kirkland as follows:

Section 1. Declarations.

A. Pursuant to the State Environmental Policies Act (SEPA) a Draft Environmental Impact Statement (DEIS) was prepared and issued on July 18, 1994. The DEIS analyzed three alternative plans for the purpose of disclosing possible environmental impacts created by the Comprehensive Plan update. The DEIS went beyond normal SEPA requirements by also discussing specific GMA requirements and providing a broader range of information to choose a preferred alternative. The Final Environmental Impact was issued on March 9, 1994.

B. The City provided copies of the Draft Comprehensive Plan, the DEIS and the final EIS to surrounding jurisdictions, King County, the Puget Sound Regional Council and the Washington State Department of Community, Trade and Economic Development.

C. The Comprehensive Plan is consistent with the King County Countywide Planning Policies, the Multicounty Planning Policies and the Growth Management Act.

D. The proposed plan was transmitted to the Washington State Department of Community, Trade and Economic Development on April 28, 1995, which is at least 60 days prior to adoption.

Section 2. That certain Comprehensive Plan which has been filed with the City Clerk and which bears the date of July 11, 1995 is hereby adopted as the City of Kirkland's Comprehensive Plan. The City Council declares that the adoption of this Comprehensive Plan is intended to satisfy the mandates of Chapter 36.70A RCW (GMA) and also to be the adoption of the City of Kirkland's Comprehensive Plan pursuant to Chapter 35A.63 RCW (relating to land use planning and zoning).

Section 3. Implementation.

Hereafter, all ordinances of the City of Kirkland, policies, plans, and actions by the City of Kirkland, concerned with the development and welfare of the community and its people, shall be in compliance and consistent with the Comprehensive Plan and goals, policies, text and implementation strategies contained herein. The following instruments of official implementation as now or hereafter applied, adopted, amended or developed, shall be consistent with said plan:

- A. The use district or zoning ordinance.
- B. The subdivision ordinance.
- C. The fire safety and building codes and ordinances.
- D. Development approvals, actions or permits.

- E. Other policies, guidelines, controls, regulations, plans, programs, standards and actions, as may be deemed necessary to effectuate the goals, policies, text and strategies established in the plan herein adopted.

Section 4. Kirkland's Shoreline Master Program, including KMC Chapters 24.05 and 24.06, is hereby adopted as a part of Kirkland's Comprehensive Plan by this reference as though fully set forth herein.

Section 5. The existing Kirkland Comprehensive Plan, as amended through June 30, 1995 (Ordinance 2346, as amended), is hereby repealed. Repeal of the existing Kirkland Comprehensive Plan shall have no effect on, nor shall it invalidate, any action or pending action taken with regard to said Comprehensive Plan prior to the effective date of this ordinance.

Section 6. Severability. If any section, subsection, sentence, clause, phrase, part or portion of this ordinance is for any reason held to be invalid or unconstitutional by any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

Section 7. This Ordinance shall be in force and effect five days from and after its passage by the Kirkland City Council and publication, as required by law.

Passed by majority vote of the Kirkland City Council in regular, open meeting this 11th day of July, 1995.

Signed in authentication thereof this 11th day of July, 1995.

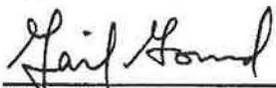


 MAYOR

Attest:


 Deputy City Clerk

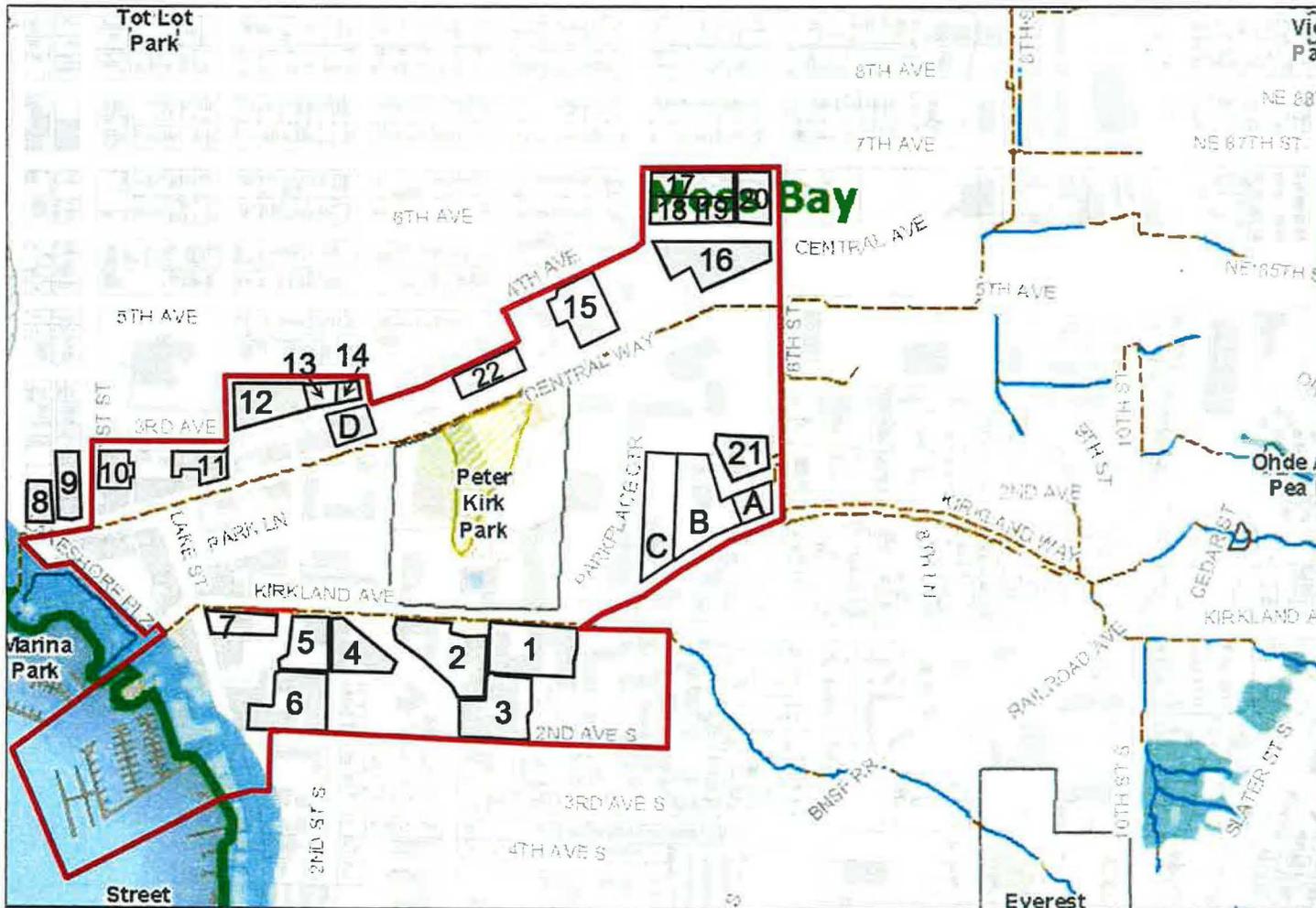
Approved as to Form:



 City Attorney

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Residential and Office Development in Downtown Kirkland (CBD) Since 1990



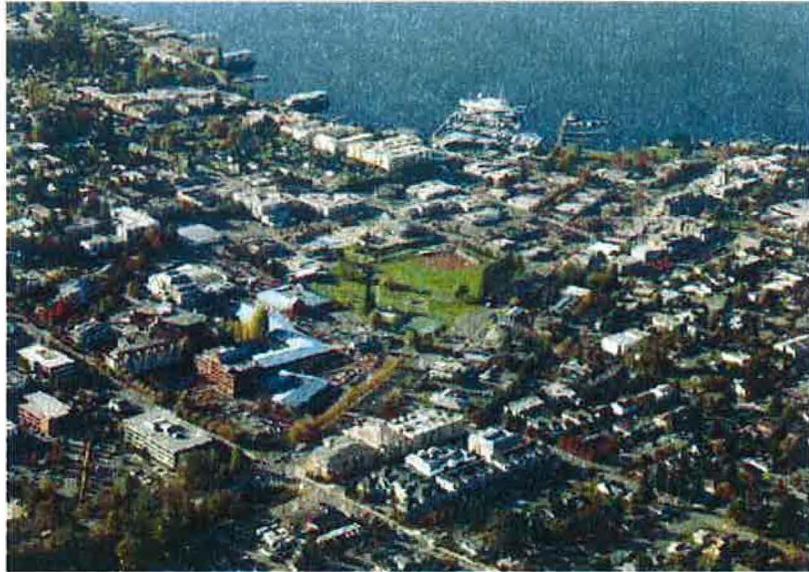
LEGEND

RESIDENTIAL			
	Project Name	Year Built	Lot Size (sf)
1	Boulevard	2006	72,000
2	Plaza on State	1995	72,314
3	128 on State	2007	65,397
4	Kirkland Central	2005	41,526
5	Merrill Gardens	2008	35,432
6	Portsmith	1997	71,626
7	Merrill Gardens	2010	28,269
8	Tiara Lago	1998	10,686
9	Westwater	2002	22,950
10	Water View	2000	22,459
11	Marina Heights	1996	25,198
12	Brezza	1997	39,760
13	255 4 th Ave	1990	13,852
14	Park 34	1998	9,297
15	450 Central Way	Proposed	48,475
16	Tera	2000	67,403
17	Soho	2000	38,500
18	602 Fifth Street	1996	16,500
19	520 Sixth Ave	1998	22,007
20	Park Avenue	1997	33,007
21	Watermark	1997	35,428
22	324 Central Way	Proposed	27,459
Residential Subtotal:			819,545

OFFICE			
	Project Name	Year Built	Lot Size (sf)
A	570 Kirkland Way	1990	18,064
B	Continental Plaza	1990	73,180
C	Emerald Building	1995	59,375
D	Opus Bank	2000	19,951
Office Subtotal:			170,570

DOWNTOWN KIRKLAND RETAIL STRATEGY

**Prepared for:
City of Kirkland**



March 2009



E. D. Hovee & Company, LLC

Economic and Development Services



Downtown Kirkland Retail Strategy

Prepared for:

**City of Kirkland
123 5th Avenue
Kirkland, Washington 98003
(425) 587-3000**

Prepared by:

**E.D. Hovee & Company, LLC
P.O. Box 225
2408 Main Street
Vancouver, Washington 98666
(360) 696-9870**

March 2009

AT-A-GLANCE SUMMARY

This downtown Kirkland retail strategy is intended to serve as a vital step toward realizing the *working vision* of “a vibrant and charming urban waterfront community with unique shopping, destination, dining, public art and galleries, beautiful parks and gathering places.” What follows are summary observations from this retail strategy report prepared in cooperation with the Downtown Advisory Committee (DAC).

Strategic Retail Context. This strategic planning initiative is shaped in the context of existing economic development and land use planning documents pertinent to downtown – including the Kirkland Downtown Strategic Plan, City Comprehensive Plan (and zoning), Design Guidelines for Pedestrian-Oriented Business Districts, citywide economic development planning, and the most recent 2007 Strategic Situation Assessment for the downtown strategic plan. An overall objective of this strategic planning process is to build on the analysis and community input embodied by work to date.

Market Review. As of 2008, Kirkland had an estimated 48,410 residents – representing 17% of a larger eastside trade area described as a *best case destination* market targeted to maximize shopping dollars potentially available for capture by downtown business. Compared to in-city residents, this larger east side destination market is growing more rapidly and is more suburban in character with a younger population, larger households and higher median household income.

While downtown contributes less than 7% of the City’s total annual retail sales tax volume, downtown’s economic prosperity is important because of the opportunity to shore up lagging tax revenues citywide while better serving Kirkland residents and nearby community needs. When viewed from the perspective of the in-city population only, Kirkland businesses appear to be fairly well-performing – because they also draw substantially from surrounding communities. However, an evaluation of retail sales patterns indicates that this larger destination trade area remains underserved by about \$1.4 billion per year (capturing only 72% of resident-generated retail sales demand).

With a *moderate capture* scenario, downtown Kirkland could support an estimated 116,000 square feet of added retail space over the 2008-2013 time period (averaging 23,200 square feet per year). Over a longer term time frame to 2020, cumulative retail space potential increases to more than 150,000 square feet.

With an *aggressive capture* scenario, the amount of retail space supported potentially doubles (both through 2013 and to 2020). Both the moderate and aggressive capture scenarios are well above a track record averaging less than 6,000 square feet of new retail construction annually since 1994 – excluding an added increment of retail space as planned for the McLeod project recently approved by the City Council.

Stakeholder Perspectives. Building from interviews and focus groups conducted with the 2007 *Kirkland Downtown Strategic Situation Assessment*, this project also draws on:

- Resident and business surveys conducted in conjunction with a recently completed *Kirkland Economic Sustainability Assessment* – including shared resident/business objectives for a more sustainable economy offering a complete spectrum of goods and services serving Kirkland residents combined with the opportunity to explicitly brand downtown Kirkland regionally for sustainable retailing practices.
- Currently, Kirkland residents surveyed indicate that they most frequently shop downtown for groceries and pharmaceuticals and more modestly for dining or other retailing. Residents patronize downtown less frequently for most services, except mailing/postal and banking/finance

activities. Highest rated features of the downtown experience are pedestrian and mass transit accessibility, followed by quality of products, family friendly environment, visual appearance and customer service. Least well rated are affordability, variety and parking availability.

- Selected business interviews plus preliminary discussions involving the Downtown Advisory Committee (DAC) and City Council Economic Development Committee (EDC) all indicate support for a retail strategy that will be consistent with Kirkland's vision for its downtown but also results-oriented, rebuilding momentum for a stronger retail base in the years ahead.

Downtown Retail Mapping. Six identifiable *geographic clusters* (or concentrations) of retail activity stand out – including the areas of Lake Street entertainment and specialty, Central Way design for living, Park Lane dining and specialty, Lakeshore Plaza storefront, Kirkland Avenue mixed use, and Parkplace community retail. The combination of dining, night life and lodging activity is most prominent today.

Downtown locations that currently feature what could be termed as *outstanding retail* are most oriented to Central Way (near Lake Street) and portions of Park Lane. Areas characterized by *good retail* are noted for much of Lake Street, Kirkland Avenue and the inner portion of Kirkland Parkplace (adjoining the grocery store). Locations depicted as currently having *weak retail* tend to be arrayed more toward the periphery of the downtown core. Strategic opportunities for strengthening the downtown retail presence could involve extending the influence of the outstanding retail, improving weak retail and encouragement of peripheral office and residential uses to include more active retail or customer-oriented use on the street. The DAC has concluded that all downtown streets (see map on page 42) have potential to be outstanding retail streets.

Sites offering the best opportunity for downtown retail expansion are those located close to existing retail business clusters and large enough for financial feasibility of redevelopment. Potentially viable *retail site* prospects could include the City-owned Lakeshore Plaza and Lake Street lots (subject to parking replacement) – together with private properties including Kirkland Parkplace (for which a plan amendment was recently approved by City Council), Bank of America and McLeod properties (for which development projects recently have been approved), U.S. Bank and Antique Mall properties (though with no current proposals), and longer term potential for up to three block faces on Central Way.

Construction of the McLeod and Bank of America projects will largely complete development south of Kirkland Avenue. This will allow more focus on the core and waterfront areas.

Opportunity & Gaps Analysis. With this retail strategy, a distinction is made between: a) *marketing and promotion* to customers as well as for expansion and recruitment of targeted businesses; and b) *future development* including building rehab as well as new construction of retail only and mixed use projects with strategically placed parking. Four *strategic options* have been outlined for consideration:

- *Option 1 Status Quo* – assuming no substantial changes from current trends and conditions for retail in downtown Kirkland.
- *Option 2 Reinvigorated Destination* – predicated on a ramped up public-private initiative to re-establish Kirkland at the forefront of destination shopping, dining and entertainment districts throughout the eastside and broader Seattle metro area.
- *Option 3 Go Local* – to re-establish downtown as a preferred location for a broader range of local goods and services, perhaps de-emphasizing or actively discouraging added destination retail.

- *Option 4 Locally Driven Destination* – combining elements of a reinvigorated destination with a concurrent strategy for enhanced local retail opportunity but with the caveat that the *go local* part of the strategy is emphasized in the early going.

Recommended as a *preferred strategy* by the Downtown Advisory Committee (DAC) is an approach that combines elements of Options 2 and 3 for a *reinvigorated destination with strong local component*. This combined strategic approach has been recognized by the DAC as offering the opportunity to achieve the vision outlined by the City’s 2007 Situation Assessment for downtown to “flourish, help build community and uniquely reflect Kirkland.”

Downtown Retail Tool Kit. A *tool kit* can be viewed as a set of resources that might be useful for encouraging or effecting short- and long-term downtown retail revitalization. Two distinct *tool kits* (with a total of 31 potential tools listed) are depicted as prospectively integral to the ongoing process of *downtown retail marketing, enhancement of the existing retail experience and development*:

- *Retail Tool Kit* – for initiatives related to business recruitment, retention and marketing; with supportive customer and image marketing opportunities also covered.
- *City Tool Kit* – focusing on the tools available directly or indirectly to City government as means to encourage or facilitate downtown retailing.

Recommended as a strategic priority is a *return on investment (ROI)* perspective – as a guiding principle for investment of City resources. Also recommended is City Council determination of which specific tools are most appropriate for near-term consideration, especially for *must do* projects.

Retail Strategy. In two meeting sessions, the Downtown Advisory Committee (DAC) outlined what has been termed as a *must do* list – with recognition of top priority, mid priority and lower priority actions. Top priority actions recommended by the DAC are:

- Core and waterfront area master plan to coordinate public and private initiatives
- To complete the pedestrian spine from Parkplace to the lake and to improve the orientation of downtown to the lake, create a visual and pedestrian connection west of Lake Street
- Creating new retail space for critical mass
- Increase public parking supply now
- Partnerships to bring a true anchor tenant to downtown
- Consolidating resources and efforts between KDA, Chamber and City
- Define downtown shopping district through unified streetscape improvements including elements such as seasonal banners, lighting, and plantings

In response to downtown/business community concerns and effects of the current economic downturn, efforts to attract more business are already underway with the City’s Economic Development Program. Restructuring the City’s revenue base for less dependency on sales tax revenues is also a City priority. The DAC has also reviewed existing retail conditions mapping and concluded that all retail streets in the downtown have the potential to be outstanding retail streets – if the right initiatives are taken.

Remaining steps with adoption of a downtown Kirkland retail strategy by City Council are envisioned to include refinement and approval of the *Must Do* list, identification of resources for 2009/2010 implementation of top priority actions, establishing a (preferably annual) City retail work plan, and publishing a yearly report card to monitor implementation progress and subsequently to adjust course as warranted.

Conclusion. While the timing of national and regional economic recovery remains uncertain, actions taken over the course of the next 12-24 months are important to stabilize downtown Kirkland retail as best possible, then to set the stage for an even more vibrant downtown as the recovery takes hold. Working together, this retail strategy is intended to offer a framework for action that can bring downtown Kirkland from *good to great* – starting now.

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Talon Private Capital working on massive Kirkland Parkplace project

sick of boring wellness programs?



Marc Stiles
Staff Writer-
Puget Sound Business Journal
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Seattle-based Talon Private Capital is Prudential's new partner on Parkplace, the mega mixed-use project planned for seven years for downtown Kirkland.



Enlarge Photo

Envision Kirkland Parkplace rendering

Talon Private Capital of Seattle is the new partner on Parkplace, a large mixed-use project proposed for downtown Kirkland. Initial plans called for 1.5 million square feet of office and retail, though a Kirkland city official said Wednesday that Talon and Prudential Real Estate Investors are discussing building a smaller project. Prudential owns the Parkplace property at Central Way and Sixth Street.

The city of Kirkland's planning director, **Eric Shields**, said Wednesday that he met with the leaders of Talon on Tuesday. He said a representative of **Prudential Real Estate Investors**, which owns the property, joined the conversation by conference call. The Prudential firm, based in Madison, N.J., was planning a 1.5-million-square-foot office and retail development on the site.

"I guess they're noodling with what they might do with the property," Shields said. He added that Talon and Prudential officials talked about reducing the size of

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Responsible Pain Relief

the controversial project at Central Way and Sixth Street.

Talon moves ahead as project developer, would be the company's first ground-up development. Shields said he met with Talon co-founders Bill Pollard and Jim Neal. Pollard declined to comment Wednesday, and Prudential officials could not be reached immediately.

Prudential, the real estate investment management business of Prudential Financial, had been working with another Seattle real estate company, Touchstone Corp. Those two companies bought the Parkplace property seven years ago for nearly \$60 million, and set about planning the project that backers said would have cost up to \$1 billion to develop. In addition to office and retail, plans called for a hotel and 3.5 acres of open space.

Despite strong opposition from some citizens, the Kirkland City Council agreed to increase allowable building heights for the Parkplace project from five to eight stories. Council members expended significant political capital in making that decision. They did so in hopes of bringing more jobs downtown.

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Marc Stiles covers commercial real estate and government for the Puget Sound Business Journal.

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