

City of Kenmore



City of Kenmore - 18120 68th Avenue NE - PO Box 82607 - Kenmore WA 98028
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CITY OF KENMORE CITY COUNCIL SPECIAL MEETING AGENDA

7:00 p.m., Thursday, September 6, 2012

Kenmore City Hall

18120 68th Avenue NE, Kenmore, WA 98028

If you have any questions or to confirm agenda items prior to the meeting, or if you require special accommodations, please call the City Clerk at 425-398-8900. You may also stop by City Hall at 18120 68th Avenue NE, Kenmore. Council agendas are also available on our website at: www.kenmorewa.gov.

I. CALL TO ORDER

II. STUDY SESSION

A. Kenmore Village - Positioning Statement

B. Kenmore Village - Specific Actions

III. PUBLIC COMMENTS

Please limit your comments to the topic of Kenmore Village. Please be brief to allow time for all those who wish to speak.

IV. COUNCIL COMMENTS/REPORTS

V. ADJOURNMENT

Upcoming Meetings:

Monday, September 10, 2012 7:00 p.m. Regular Council Meeting
Monday, September 17, 2012 7:00 p.m. Council Study Session
Monday, September 24, 2012 7:00 p.m. Regular Council Meeting

Draft Positioning Statement

“Kenmore Village is a walkable place with a public square where Kenmore-area residents and workers can meet their daily needs and see one another face-to-face.”

Definition and Discussion

“Kenmore Village”: This refers to the former portions of the shopping center and the park-and-ride lot now owned by the City and the park. This positioning statement envisions a commercial area with a public square, with residential uses adjacent to and possibly above the commercial areas.

“Walkable Place”: “Walkable” here has two meanings: both walkable within and walkable to. While most standard shopping centers are walkable in the sense that distances are not so great that shoppers have to get in their cars and drive between stores, the monotony of the parking lots and the fact of walking down drive lanes discourages most people from going more than several hundred feet. In a truly walkable place, pedestrians feel safe and there are interesting things along the route that draw them forward. This is true even at Granville Island, in Vancouver, BC, where the pedestrians share the asphalt with cars slowly driving by. The second meaning of “walkable”, “walkable to”, means that Kenmore Village is perceived to be a walkable destination, that it is either within walking distance of neighborhoods or work places or other stores, or that the route itself is interesting enough to make the walk.

The second word here, “place”, implies not just that this is a piece of property or real estate or a destination for day-to-day needs, but that it has a sense of place, an interesting character and personality that comes as much from what goes on there as from the buildings and layout.

“Public square”: This will be a place the public owns and controls, where people can sit down without worrying about when the stores or shopping center close. Like the old courthouse square where Forrest Gump sat, it is a public place at the center of things, where people from different backgrounds can strike up a conversation. It is important that this square be integrated with other uses so that it has life day to day. Just because it is a public square and carries the civic identity does not mean that it cannot have less formal and more active uses on the side, like a skateboard park or pea patches.

“Kenmore area residents and workers”: While the users may initially be mostly nearby residents, over time this should serve as amenity for nearby businesses, so workers can walk

to coffee, take a break from work and hold business meetings there either outside or in restaurants and coffee shops. Things like a gym will also serve draw worker use.

It is also important to define residents inclusively, to include not just middle-income families but seniors, low-income families, latch-key kids, single people, the elderly, teens hanging out together, childless couples, empty nesters, and those who speak a foreign language at home. Recognizing the variety of these different kinds of people will lead to more interesting design and programming. One of the best prospects for animating this space is meeting the needs of the large number of people already living nearby who do not now have much improved outdoor space to enjoy.

“Daily Needs”: This is in contrast to comparison goods purchased in Lynwood, Northgate or University Village. As used here, “daily needs” includes cash and non-cash goods, services and experiences.

On the commercial side, this could include food stores, restaurants, coffee houses, hair salons, pet stores, toy stores, banks, wealth managers, realtors, title companies, insurance firms, gyms, yoga parlors, clothing and shoe stores, stationery and specialty paper stores, knitting and quilting stores, rug and furnishing stores, tutoring and test preparation, ice cream stores, art and framing, Christian Science reading rooms, optometrists, medical clinics, dentists, pet care, and mailing stores. The key distinction is between high volume/ low service establishments found in the malls and low-volume/ high service establishments found more locally, where convenience, staff training and customer relationships are critical to success.

On the public service side this will or could include reading at the library, book check out and meetings held at the library; visits to the post office, license renewal at a DMV office, and picking up permits at City Hall.

On the civic and non-profit side, this could include a community center, a re-located senior center, a branch of the YMCA or Boys and Girls Clubs, and garden-club maintenance of the public square or nearby arbors.

At the personal and individual level, this could mean making Kenmore Village a destination for a walk, sitting in the park and watching kids or other people, meeting there as a starting point for rides with a bicycling group, or joining an exercise group in the park.

“See One Another Face to Face”: Two people passing in a supermarket parking lot may glance at one another or, if they know one another, stop briefly to talk, but Kenmore Village will provide a place where people can slow down enough to talk and even sit down if they want to. The promise of the place is that you will regularly run into someone you know or even make new friends there.



City of Kenmore

Kenmore Village Update

June 18, 2012

Following the announcement of the agreement for Kenmore Camera to purchase one of the Kenmore Village parcels, the City Council held a study session on June 14, 2012 to discuss a proposed action plan that will lead to selling the remaining Kenmore Village properties (located at the NW corner of 68th Ave. & 181st St.). The objective is to bring the properties to market in a way that advances the goals for Kenmore's downtown. These goals are a realization of many hours of community effort and involvement over the years and are summarized as follows:

- Integrate existing businesses and add new commercial businesses which include local shopping and dining opportunities. Encourage businesses that draw patrons during both the day and evening.
- Promote high density residential development including housing opportunities meeting the housing needs of a variety of income levels and which also support transit.
- Strengthen connections (particularly pedestrian connections) between the downtown quadrants, neighborhoods and waterfront. Capture pass through traffic on SR522 and the Burke Gilman trail.
- Create a destination, unique community gathering space and promote community events that bring residents together and meet the needs of a range of ages and interests.
- Improve ("beautify") the physical environment through design guidelines, sidewalks, landscaping, street trees, public art and signage.
- Provide a development that is responsive to the market and is fiscally responsible.

Under the guidance of these goals, the City Council agreed on the following action plan that takes the properties to market:

Summary of Kenmore Action Plan and Key Dates

(All of the meetings listed below are open to the public. Unless otherwise noted, meetings will take place at Kenmore City Hall)

Step 1: Complete a purchase and sale agreement with Kenmore Camera for a portion of the Kenmore Village property and close the sale. The purchase and sale agreement was approved on June 11, 2012.

Step 2: Contract with a property management company for the Kenmore Village properties—
July 2012.

Step 3. Place the remaining property on the market for sale that leads to closing.

- A. City Council Study Session June 14, 2012: Review the proposed action plan and key goals that must be affirmed for the Kenmore Village property and downtown.
- B. Council meeting July 30, 2012: Develop a positioning statement for the site. Identify what existing assets position the site to win, and what businesses/uses are likely to be attracted to and successful at this site. To obtain business and community perspectives prior to July 30, hold the following public meetings:
 - 1) City Council/developer forum on **July 10 at 7 p.m.** Location: Kenmore Village parking lot. The public will also have the opportunity to ask questions and comment. Arrive between 6 p.m. and 7 p.m. for hotdogs.
 - 2) Community Meeting on **July 24 at 7 p.m.** Location: City Hall. The public will have additional opportunities to ask questions and comment.
- C. Council Meeting Thursday, September 6, 2012: Determine specific actions the City should take (or commit to take) before putting the property on the market for sale in order to position the Kenmore Village property to successfully compete against other locations. Hold a **Town Hall Meeting on September 24 at 6:30 p.m.** to obtain further public input and answer questions.
- D. Council Meeting October 1, 2012: Determine which mechanism the City should use to sell the property.
- E. Take the properties to market as directed by the City Council.

The City is positioned to facilitate the arrival of new investment to the Kenmore Village properties and the downtown quadrants. The goals and action plan as outlined above will assist in attracting commercial and residential investment that will lead to a more vibrant downtown. For questions, contact Assistant City Manager Nancy Ousley at 398-8900.



City Of Kenmore, Washington

August 30, 2012

TO: Rob Karlinsey, City Manager
FR: Nancy Ousley, Assistant City Manager
RE: Kenmore Village: Potential City Actions

The series of Council and community discussions on Kenmore Village have provided a perspective on the current development environment and a renewed look at community aspirations for the City's downtown. We have also acknowledged the challenges Kenmore faces in attracting development to this site; the importance of the context, especially the issue of reinvestment throughout the downtown; and competition for quality development with nearby cities. The September 6 Council meeting will center on potential actions the City should commit to taking before putting the property on the market.

We propose five types of action to proceed with now:

1. Regulatory changes and incentives.
2. Amenities incorporated in Kenmore Village and in nearby areas.
3. Marketing and messaging for the city as a whole.
4. Dialogue with neighboring users about their needs.
5. Reaching out to potential tenants.

1. Regulatory Changes and Incentives:

These could include new code provisions that allow for regulatory development agreements for certain properties, as allowed by State law. These kinds of agreement provide more flexibility to amend development requirements for design, use, affordability, parking and other regulatory standards for a specific project. Other cities have enacted similar regulations. The Council could also consider amending provisions for property tax abatement for multi-family development or look at other incentives for development. The new code language could be proposed this year for Council action.

2. City Investment in Amenities and Infrastructure

The Council has discussed the possibility of a park, gathering space or town green that would be a signature center for the city, increase both the attractiveness of the area and value of adjoining property. To be successful, the design for such a place should allow for different kinds of activities, year-round, as well as informal meetings and gatherings. We would leave the details of size, location and design until later, when we have a clearer disposition strategy. It is important that the City determine its priorities and level of financial

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commitment to improving this space not just to facilitate this transaction, but as part of a larger strategy for encouraging reinvestment downtown, both at Kenmore Village and in other properties.

The City's strategy for encouraging reinvestment downtown could include other actions as well, such as streetscape improvements, subsidies for downtown events like a farmer's market, and parking. Both as part of the Kenmore Village disposition and in our ongoing economic development efforts, we need to articulate a broader strategy for the downtown, including the rationale and level of public investment. This public strategy will be important to showing private investors that the City is committed to the revitalization of this area.

3. Marketing/Messaging

The 2009 Economic Development Strategy prioritized promoting Kenmore's image and community marketing. We have embarked on creating a set of central , key marketing messages for Kenmore in our work with Frause Full Spectrum Communications and we will integrate the Kenmore Village positioning statement the Council discussed at the July 30 meeting with these key messages. This will emphasize the positive assets of the community such as proximity to higher education and welcoming quality development, particularly in downtown. The Kenmore Village positioning statement as a walkable face-to-face place with the public improvements reinforces the central Kenmore messages and will send the right signals to potential investors.

4. Dialogue with Neighboring Users About Their Needs

We already have several anchor uses which bring people to the area, including City Hall, the Library, the US Post Office, Kenmore Camera, and nearby stores and restaurants. We need to be in closer touch with these neighbors to identify the synergies of use and how a public square and other public improvements can make the entire area livelier and better for each individual organization. Kenmore Camera will also be a partner on site improvements in the immediate area.

5. Reach Out to Potential Tenants

Rather than leaving the marketing of Kenmore Village (or the broader downtown) to some unknown future developer or investor, we can begin these outreach efforts now, making contact with such possible users like Bastyr University (who has indicated an interest in having a presence in downtown Kenmore) , other health care providers, grocers, restaurants and social service organizations. We expect this kind of outreach to become part of the city's regular efforts at economic development.

Next Steps

We will discuss these items in greater detail at the City Council meeting on Thursday, September 6. Staff will not be proposing any specific investments, but we do suggest embarking on certain regulatory changes to provide more flexibility in the redevelopment of Kenmore Village. Staff and consultant Rod Stevens will also suggest a path or strategy for setting priorities for these other actions, with a work plan to follow at a future date.