

Exhibit G: Marymoor Subarea Focus Group Summary

Southeast Redmond Neighborhood Plan – focus group on September 20, 2013

Background

The City of Redmond held a focus group with local business, academic, arts, and commercial property experts on September 20, 2013. The purpose of the focus group was to gain their perspectives on the Marymoor Subarea's specific strengths and assets as part of setting the foundation for a robust economic future and sense of place and community for the subarea. A number of invited participants were not able to attend and so City staff followed-up with them individually.

The Marymoor subarea is the portion of Southeast Redmond that is west of Redmond Way and zoned Manufacturing Park or Business Park. It shares a long border with Marymoor Park and is the location of a future East Link light rail station.

Participants: Scott Biethan (Redmond Planning Commission), Christian Bruhn (Lake Washington Institute of Technology), Jessica Lambert (VALA Eastside), Eric Murray (Cascadia Community College), Eric Scroggins (OneRedmond Board)

City staff: Jeff Churchill, Kimberly Dietz, Erika Vandenbrande

Focus Group Takeaways

- **Preserve business development space for economic vitality, community vitality**
- **Transform this subarea into something cool that gives identity to Southeast Redmond**
- **This place needs an identity, sense of arrival**
- **What is City Council's view on role of manufacturing in Redmond...if we want to achieve other takeaways, then we need this conversation to happen**

Notes

What are some of the challenges to recruiting businesses to Southeast Redmond?

- Concern that there is nowhere for businesses to go if they want to come to Redmond or expand
 - For example, a business wants to stay in Redmond and needs a large amount of physical land space that is not currently available
 - Rezoning the eastern area for employment would make that area an easier sell because it is undeveloped; adaptive reuse is much harder
- Concern is that there are not amenities to support employees in the area, and that to get to amenities and to/from employment areas one must navigate 520 interchange congestion to get to Downtown

- Needs = variety of businesses that support employees; Southeast Redmond needs to be more self-contained vs. having to go to Downtown for amenities
 - Want additional retail and services to support a large employment base
 - These types of businesses need to be recognizable, such as by brand
 - On the other hand, there is Whole Foods, Chipotle, Zen Rock (personal training), Pomegranate...but those places can be hard to find if you are new or come to the neighborhood infrequently
- Some difficulty is because area is at end of freeway, and have to cross Microsoft traffic to get there
 - There is a negative perception about being at the “end” of the freeway
- Recruiting only small businesses won’t mean success for OneRedmond – need to attract medium and large businesses for economic vitality. Also need those larger companies to build density in Redmond.
- But where can we put 10k employees?

If Southeast Redmond were to be a complete neighborhood / community, what is it missing? What does it want to be?

- Has no Main Street
- Lacks a sense of identity around a street or plaza
- Doesn’t have a central place
- Does have Whole Foods and Marymoor
- Does seem to center around intersection of Redmond Way-E Lk Samm-180th Ave NE
- Whole Foods is more strip mall than gathering place...but on the other hand may have some gathering place elements in it
- East Lake Sammamish trail starts/ends in SER
- If you don’t live in neighborhood, don’t get the sense that there is a community here
- Aesthetics are important, and lacking...flowers on poles, e.g.
- Missing K-12 education
- Missing residential neighborhoods – so would need some adaptive reuse to add more
 - However, adaptive reuse can be more challenging than working with vacant land
- Doesn’t have retail east of Redmond Way
- Doesn’t have walkability and connectivity to Downtown
- A good name
- Community center
- Can it be a complete community with not very much residential?
- No grand entrance to Marymoor – could be an anchor/draw point
- Sense of arrival, a la roundabouts in Woodinville
- You know you arrive when traffic kicks in – no other welcome
- There’s cool stuff that isn’t being set-off / highlighted right now

What are some possibilities for, or needs that could be met in, the Marymoor subarea?

- Can't devote all of Southeast Redmond to business because need to have space for arts/cultural activities somewhere in Redmond...can't exist in Downtown because it is too expensive
- There is very little affordable housing in Redmond (<\$1000/mo) such as units and housing types desired by recent college graduates, and not all companies pay >\$100k
- With a clean slate (though Marymoor subarea is not that), can program in affordable housing, other items
- Probability is that light rail will only affect around two blocks of station
- Area could be home to things that enliven neighborhood, like restaurants; places that create community.
- If we focus on large footprint businesses, how do we maintain community feel? Want to retain Redmond's personality/culture and support large number of families associated with a growing employment base
- Ok to add housing, but need space for business as well
- Interesting places attract people
- Redmond is doing lots of intentional development in Downtown (Cleveland Streetscape, e.g.); if we did similar things in this neighborhood, it would be things like completing the sidewalks
- This may have been planned as business/manufacturing area, but it hasn't turned out that way (have catering, breweries, etc.)
- Area west of Redmond Way seems to have a different flavor: Gotta Dance, Marymoor Press; feels like an incubator space
- Marymoor subarea has more opportunities for affordable rent
- Adaptive reuse has already started in Marymoor subarea
- Starting to see cluster of microbreweries

What is coming next in terms of industry, education needs?

- Science certainly a high priority at Cascadia Community College, but with foundation in humanities
- Southeast Redmond isn't biotech innovation zone like Bothell, nor high tech hub like Overlake
- Teaching methods are changing also: going more online
- How do you get low cost housing in this kind of environment? A difficult problem.
- Maybe buildings at the end of their lifespan are ripe for adaptive reuse a la Pearl District lofts/arts/work space
- Arts District a la 130th/PNB area in Bel-Red corridor
- Good to have big footprint area in Northeast subarea of neighborhood
- Would be good to get some feedback from Council on what kind of manufacturing is coming here
- Hard to get an idea of what we want to be when we grow up...what is vision for Redmond? That would inform what should happen in Southeast Redmond
- Most of what is going on in Redmond now is residential...is that economic development?

- Southeast Redmond has real potential to transform what Redmond could be: has employment base potential
- That won't happen over 10 years, but perhaps over 30 years – have to think long term

What needs to change?

- Sense that Redmond is at end of freeway...can't be "future" or "growth" if you're at the "end"
- Needs to be closer-in housing for lower-wage jobs

Marymoor Park

- Connect to it, play off it
- Great place to congregate
- Not spotlighted in right way
- Could be a big part of identity
- E.g., Redmond publications didn't highlight what was going on in Marymoor over summer – recognize that Marymoor is part of culture of Redmond
- Underutilized

What happens when businesses have to relocate across Redmond Way because of transformation of Marymoor subarea?

- Need ability to spotlight my business
- Council needs to be clear on policy: MP or mixed-use
- MP needs its own space b/c: noise, chemicals, trucks – not compatible with people enjoying aesthetics of area
- Mixing manufacturing and others together creates problems
- Retail rents Downtown are high...hard to get great places there as tenants

Preserving Manufacturing

- Allow it, but also allow other things as part of performance zoning – let market decide

Other items

- Transportation in general: needs to be addressed

Keep this group in loop by:

- Posting CAC meeting minutes