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Redmond Downtown Urban Renewal Project Memorandum

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Subject Development Targets and Strategy Overview

Project No. 5073

This memo provides an overview of the development strategy for the Downtown Redmond Urban Renewal District (DURD). It is an interim memorandum to brief Redmond staff and the DURAC and to give better context to the priority projects (under separate cover). The content of the memo will be incorporated into the project's final report.

The memo begins with a discussion of development targets for the DURD. The development targets are projections of future development that would be possible in the district as a result of proactive strategic investments that address conditions of blight and create an atmosphere that is attractive for private investment. The targets serve two purposes:

1. A communications tool to describe the benefits of urban renewal to Redmond in terms of new jobs, housing, and development value; and
2. Key financial program data to be used in the financial analysis and development of tax increment budgets.

Following the discussion of targets is a discussion of the "big ideas" that will activate this opportunity. The big ideas represent the specific projects or combination of projects within several subareas in the district that will combine to a) overcome a specific deficiency or condition of blight, b) activate a specific development opportunity, and c) create an environment that improves the area's attractiveness as a place to live, work, and play.

DEVELOPMENT TARGETS

Urban renewal is intended to generate economic development through the removal of conditions of blight and other impediments to private investment. Development targets help describe the future economic impact that could be achieved in the district through strategic investments – achieving development levels that would not otherwise be possible if it were not for the urban renewal investments. Development targets for Redmond were calculated based on a market analysis of population and employment forecasts for the region. The targets incorporate development assumptions gleaned from case studies of other cities (see

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previous Case Study report). The targets describe how the DURD could increase its share of the region’s future growth of jobs and housing.

The development targets were calculated using low-range, mid-range, and high-range projections. The low-range projection simply assumes that the DURD will, from new growth in the city over the next 20 years, continue to capture the same share of each land use as the DURD’s share of the city’s total for each use is today (which currently ranges from roughly six percent of the city’s housing to 25 percent of its jobs). The mid- and high-range targets assume that, through urban renewal investments, the DURD will become a more attractive place for investment and the capture ratio for future growth will increase by 25 and 50 percent, respectively (capturing up to 10 percent of new housing and 38 percent of new jobs).

Table 1, below, shows the summary of the target forecast, expressed both in terms of population and employees, as well as in terms of value of net new development (in current 2010 dollars).

Table 1. 20-Year Development Targets, DURD

Land Use Type	Redmond DURD Net New Development Totals, 2011-2030								
	Low-Range Projection			Mid-Range Projection			High-Range Projection		
	Building Value	Dwelling Units/ Square Feet	Population/ Employees	Building Value	Dwelling Units/ Square Feet	Population/ Employees	Building Value	Dwelling Units/ Square Feet	Population/ Employees
Housing	\$134,000,000	700	1,500	\$246,000,000	1,200	2,800	\$414,000,000	2,100	4,700
Office / Medical	\$94,000,000	420,000	1,400	\$118,000,000	520,000	1,700	\$141,000,000	630,000	2,100
Retail / Services	\$75,000,000	380,000	800	\$94,000,000	470,000	1,000	\$113,000,000	560,000	1,200
Industrial	\$36,000,000	270,000	600	\$45,000,000	340,000	700	\$54,000,000	400,000	800
Lodging & Restaurants	\$97,000,000	550,000	600	\$121,000,000	690,000	700	\$145,000,000	830,000	800
Other	\$7,000,000	40,000	100	\$9,000,000	50,000	100	\$11,000,000	60,000	100
Total	\$444,000,000			\$633,000,000			\$878,000,000		

In summary, the high-range projection estimates that the DURD could grow by up 4,700 new residents and up to 5,000 new employees, with new development totaling nearly \$900 million by 2030.

The low-range projection was adopted as the “target projection” for the Urban Renewal Plan.

“BIG IDEAS”

The development targets will be achieved by implementing the many projects described in the Urban Renewal Plan Update. Recognizing that the DURD is a large area with a variety of environments, each with its own unique character and challenges and opportunities, the recommended projects and actions are intended to implement the following themes and big ideas. Without an understanding of the overarching vision for the overall DURD and the key sub-districts, the action plan will merely be a list of projects and not a strategy. The big ideas are broken out into the Downtown, Midtown, and the Uptown Employment Area. Figure 1 shows the approximate boundaries of each area.

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Figure 1. Urban Renewal District Opportunity Areas



Source: Robert Yakas Design

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DOWNTOWN

The Downtown is, and will continue to be, the civic and cultural heart of Redmond. By providing a rich environment of family-oriented places for events, recreation, dining, and shopping, Downtown will be a place with increased human activity. This increased activity will support the success of downtown businesses, which, in turn, will enhance Downtown's suitability as a mixed-use residential and commercial district. As a vital city center, the Downtown will also support Redmond's overall goals of attracting businesses to the city. The projects identified for Downtown largely focus on eliminating barriers and creating places that will attract residents and families on an ongoing basis.

Projects under evaluation that will support the development of the Downtown include:

- Property Assistance Program
- Housing Development Opportunity Fund
- Business Support Programs
- Wayfinding Program
- Circulation Study
- City Hall/Public Safety Center
- Family Entertainment Facility
- Hotel/Conference Facility
- Historic New Redmond Hotel Renovation
- Performing Arts Facility
- Open Space Improvements
- Family Recreation Center
- Restaurant Capital Investment Program
- Evergreen Streetscape Improvements

MIDTOWN

Midtown has significant infill and redevelopment opportunities. So as not to compete with the employment and retail goals of the Downtown, Midtown will increasingly become a mixed-use residential area, with commercial services and amenities that support the immediate neighborhood. Increased housing here will grow the walk-in population of the Downtown (supporting increased activity there) and will provide a new housing base for the growth in jobs to take place in the Downtown and the Uptown Employment Area. Projects are largely focused on creating the amenities that will make the area suitable as an urban housing community, such as small parks and open space, pedestrian connections, and local-serving commercial uses.

Projects under evaluation that will support the development of Midtown area include:

- Property Assistance Program
- Housing Development Opportunity Fund
- Wayfinding Program
- Sidewalk Improvement Program
- Circulation Study
- Dry Canyon Bike/Ped Connections
- Pole Sign Removal Program

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- New Parks

UPTOWN EMPLOYMENT AREA

The Uptown Employment Area has the DURD's largest amount of underutilized and/or vacant land. At the same time, it is home to St. Charles Medical Center, Redmond's primary hospital and an employment "anchor" that is poised to grow over time. Thus, the Uptown Employment Area is the target location for significant employment growth, both in the medical sector as well as other commercial, office, and light industrial uses. Projects in the area are focused on improving transportation access, developing one or more business parks, and redeveloping vacant and underutilized parcels.

Projects under evaluation that will support the development of the Uptown Employment Area include:

- Property Assistance Program
- Wayfinding Program
- Sidewalk Improvement Program
- Circulation Study
- Business Park Master Plan
- Pole Sign Removal Program
- Business/Medical Park Development
- Circulation and Access Improvements