

MAKING A  
GREAT PLACE  
TOGETHER

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**Focus on Downtown Living**  
**BDA Launches Inaugural Resident Survey**

Who lives downtown and why? In the hearts and minds of residents, where should we be headed as an urban center? The quest for these answers drives a survey just launched by the BDA.

The survey, the first of its kind for residents, will measure perceptions about living downtown, uncover lifestyle trends and establish a downtown livability index to track attitudes over time.

As the community prepares for substantial growth, the survey results will also aid in planning for the thousands more who will discover downtown in the next decade.

The BDA, in collaboration with Northwest Research Group, is offering the survey online to more than 3,000 residents of multifamily condominiums and apartments in the downtown core.

The BDA will reveal the survey results at the Annual Celebration on March 1.

**See Annual Celebration on page 4.**

**Briefly**

**Welcome Neighbors:**  
**Downtown Era Begins for City Hall**

Cascading outdoor walkways, a state-of-the-art emergency services center, a Council rotunda, an expansive outdoor plaza, public art displays and meeting rooms are just a few of the many highlights at the City's new home.

For the City, the move and major makeover of the former Qwest building realized a 20-year goal to relocate downtown and nurture an even stronger civic presence.

We look forward to greeting our new neighbors as they discover the many benefits of working downtown. The new building is now expected to open in late February. The City will host a public grand opening celebration on May 20. Welcome!

**Hotspot Highlights:**  
**Nightlife Guide Set to Debut**

The Spring Issue of *Bellevue Downtown* will present the first guide to Downtown Bellevue "Alive after Five," the best places to enjoy an evening on the town. Recently-opened hotspots will join local favorites on the comprehensive list available on Feb. 28. It's the must-have resource for nightlife in Downtown Bellevue.

**A Word From the President**

It was a truly magical season. From the joyful beat of Snowflake Lane to the swoosh of skates and sounds of laughter at the Magic Season Ice Arena, downtown hosted another successful series of holiday events. We applaud Kemper Development Company for creating a new tradition along the sidewalks of The Bellevue Collection. The thousands who packed the streets each night saw a brilliant display of community and holiday spirit.



The Magic Season Ice Arena enjoyed one of its most successful seasons. For a ninth year, we owe our thanks to the Parks Department and staff at the City for their ongoing support of the arena and cooperation in use of the Downtown Park for this holiday tradition.

We also offer a hearty congratulations to Meydenbauer Center for giving the community a remarkable run of holiday performances; and a standing ovation to Garden d'Lights at the Bellevue Botanical Garden, which continues to offer a display unlike any other in the region.

Thank you again to all of our sponsors and partners whose generosity makes these traditions possible.

We're already well underway with our plans for 2006. The Great Place Initiative will lead a major piece of our agenda and strategic plan, including a prioritized list of improvements for downtown. Lisa Rowe covers this work in more detail in her column (see page two).

Finally, we hope to see you at the Annual Celebration on March 1. We will spotlight trends driving urban living, the bevy of cool projects coming soon and the debut of results from the BDA's first in-depth survey of downtown residents.

- Leslie Lloyd



### Chair's Corner: Goals in 2006

by Lisa Rowe, BDA Chair

Happy New Year and a very special welcome to our new board members: Brian Brand, Wayne Reisenauer, Mitch Smith and Rick Tupper. They join a Board of Directors that has shown - year after year - extraordinary commitment and leadership for this organization.

And to Richard Leider, Leslie Lloyd and the BDA staff, thank you for your tremendous leadership and hard work! As our 2005 Chair, Richard, together with Leslie and her loyal staff, applied great vision and execution in bringing life back to the Neighbors in the Heart of the City outreach program, generating momentum on the Great Place Initiative, launching the Members Only website and setting record attendance at our community events, such as the Symetra Family 4th, Bellevue Live, Live at Lunch, the 6th Street Fair and the Magic Season. Thank you for a great year and for paving the way for our future success.

As for the future, we are hard at work executing our 2006 Strategic Plan as approved by our Board of Directors. We will continue to concentrate our efforts in areas that align with the BDA's vision and our ongoing advocacy on critical issues. Here are a few highlights.

**Great Place Initiative** - We are working diligently with our members and the City of Bellevue to identify public improvements in our downtown that fulfill the vision of the Downtown Implementation Plan (DIP). Topping the list of priorities is traffic congestion and better auto/pedestrian mobility, followed by parks and open spaces, urban design, infrastructure and amenities.

**Marketing and Membership Initiative** - We will focus on enhancing member benefits and community communication, such as new features in our *Bellevue Downtown* magazine, innovative programs that create value for our event sponsors and member feedback efforts to ensure our events and programs are meeting expectations.

**The Voice for Downtown Bellevue** - At the core of our mission is excellent communication with our stakeholders and effective advocacy. In 2006, we will create a "livability index" for downtown by launching a resident survey. We are also initiating a Town Hall forum for discussion of hot, timely topics that impact our entire community. Our goal is to leverage these tools to address priorities for action on key issues like transportation and land use.

By design, we've set big goals and have high expectations for 2006. Our success depends on our members, and we look forward to working with you to make Downtown Bellevue even more viable, accessible, livable and memorable.

*Lisa Rowe is Vice President-Leasing for Bentall Capital.*

### Board Profile:

#### Crafting Priorities with Wayne Reisenauer

To form a truly great piece, a woodworker's creative ambition must employ a balance of skill and patience through to the final detail and last touch.

A host of talented people lend time, experience and creativity to projects in the downtown wood shop. Meet Wayne Reisenauer, one of the BDA's fine craftsmen, who joins the Board of Directors in 2006.

Together with Land Use Task Force Co-Chair and Board Member Bob MacMillan, Reisenauer has helped carve out priorities for the BDA's Great Place Initiative and set the agenda for accomplishing key projects in the Downtown Implementation Plan.

Reisenauer has watched, studied or participated in land use decisions for most of his life. The son of a general contractor, he graduated from the University of Wisconsin's real estate and urban land economics school.

His work on land-use issues in Bellevue began 20 years ago as a land resource manager for Northwest Building Corporation. Today, Reisenauer oversees the development assets of Property Development Corporation (PDC), including the prominent retail and office blocks of Bellevue Village.

Reisenauer expects Bellevue Village and PDC's adjacent property to play a large role in shaping the future character and livability of the neighborhood north of Bellevue Square. Naturally, his personal stake in downtown helps motivate his work with the BDA.

But Reisenauer is quick to credit the need for collaboration and a shared vision to make downtown a truly great place. While encouraged by the City's ability to embrace change and make progress, he acknowledges a lot of work remains.

"As a board member, it's my goal to make sure the priorities of the Great Place Initiative get done," he said. "We'll have a chance to reflect back in 20 years and see how far we've come. Downtown is going to grow, and it's time to execute for the long-term."

Reisenauer's work with the BDA is one of several community and business responsibilities. He takes on Scoutmaster duties, as well as service on the boards of First Place School and the Building Owners and Managers Association of Seattle/King County.

It's also fitting that Reisenauer shares a passion for woodworking. His patience, skill and attention to detail have solidified the framework for the next big step of the Great Place Initiative.

#### **Special Recognition**

**Su Development:** Little things can make a big difference in our day-to-day work. Thank you to Su Development for the generous donation of a functioning, modern refrigerator. Thanks also to Turner Construction for installing it.

-BDA Staff

## Events & Happenings

### Welcome New Members!

The Parlor Billiards & Spirits  
Polygon Northwest Company  
ScanlanKemperBard Companies  
Spektor Dental  
Washburn Communication

### Member Highlights:

- ◆ **Equity Office** and **Wright Runstad** announced plans to develop City Center Plaza, a 26-story office building adjacent to City Center Bellevue. The 559,000 square-foot structure will feature ground-floor retail and a 2.5-acre outdoor plaza. Groundbreaking is scheduled for July 2006.
- ◆ **The Bellevue Downtown Courtyard by Marriott** opened for business on Dec. 12, 2005. The four-story 251-room hotel offers flexible meeting space, catering services, a fitness center, a full restaurant and a spacious lounge. A public grand opening reception is planned for Feb. 15.
- ◆ **Vino 100, The Parlor Billiards & Spirits, Manzanita Rotisserie Grill, Lincoln Square Cinemas and U.S. Bank** have all opened at **Lincoln Square**. On a related note - *Seattle Homes & Lifestyle Magazine* named Lincoln Square among one of the of the top 100 people/places/things that define Seattle design.
- ◆ **AvalonBay Communities** reached a milestone this month as site preparations began at the future home of Avalon Meydenbauer, a mixed-use project with 368 apartments and a Safeway flagship store at NE 4th St. and Bellevue Way.
- ◆ **Gerding/Edlen Development** has begun demolition work in advance of groundbreaking for the Bellevue Towers, a 42- and 43-story 565-unit condominium development planned to rise at NE 4th St. and 106th Ave. NE.
- ◆ **First Mutual Bank** filled the Bellevue Rooms at Meydenbauer Center on Jan. 31 for its annual Economic Forecast Breakfast. The event featured Weyerhaeuser economist Lynn Michaelis.
- ◆ The **Performing Arts Center Eastside** kicked-off a \$100 million fund-raising campaign that will feature 26 life-sized fiberglass deer painted by artists and placed along city streets.



## BELLEVUE DOWNTOWN ASSOCIATION

### 2006 Community Events

**BDA's 32nd Annual Celebration**  
March 1

**Bellevue Live Jazz Series**  
Wednesdays, April 5 - May 10

**Symetra Bellevue Family 4th**  
July 4

**Live @ Lunch**  
Tuesdays & Thursdays, July 11 - Sept. 14

**Taste of the Arts**  
July 28 - 30

**6th Annual Rockaraoke Challenge**  
Aug. 24

**Bellevue Magic Season**  
Nov. 24 - Jan. 1, 2007

Also available at [bellevuedowntown.com/events](http://bellevuedowntown.com/events)

### Member Resource:

#### "Building Boom" Developments List

Now updated on the Members Only Website ([bellevuedowntown.com/membersonly](http://bellevuedowntown.com/membersonly)) is a complete overview of developments recently completed, under construction or in the permitting/planning stages. The BDA has compiled the list from city records and regular updates from members. If you spot a need for a change, please email the update to Patrick Bannon at [patrick@bellevuedowntown.org](mailto:patrick@bellevuedowntown.org).

### Worthy Cause:

#### BDA Seeks Upgrade to Conference Room

After two decades of meetings and office celebrations, the BDA's conference room furniture is ready to retire. If your organization has a large table and chairs in good condition and needing a new home, please contact Barbara Larson at 425-453-1223.

### 2006 Bellevue Downtown Association Board of Directors

CHAIR Lisa Rowe, *Bentall Capital*; CHAIR ELECT Warren Koons, *Davis Wright Tremaine LLP*; IMMEDIATE PAST CHAIR Richard Leider, *Trinity Real Estate*; TREASURER Ronald Rauch, *Clark Nuber, P.S.*; PRESIDENT Leslie Lloyd; Leo Backer, *Washington Partners*; Richard Bangert II, *PACCAR Inc.*; Sue Baugh, *The Staubach Company*; Stephen Burnett, *U.S. Bank*; Al Close, *Symetra Financial*; Arlan Collins, *CollinsWoerman*; Dennis Conrad, *Sweeney Conrad, P.S.*; Randy Daniels, *Bank of America*; Tim Dore, *Bellevue Plaza*; Kemper Freeman Jr., *Kemper Development*; Alan Fulp, *Charter Bank*; Ken Graham, *Overlake Hospital Medical Center*; Stacy Graven, *Meydenbauer Center*; Charles Hafenbrack, *GLY Construction*; Ralph Iboshi, *KPFF Consulting Engineers*; Ross Jacobson, *Williams Kastner & Gibbs*; Jim Long, *Equity Office*; Bob MacMillan, *MacMillan Associates Consulting*; Marc Neumann, *Kaylen Investment Company*; Grant Ringel, *Puget Sound Energy*; David Schooler, *Sterling Realty Organization*; Mitch Smith, *Mulvanny/G2 Architecture*; John Su, *Su Development*; Rick Tupper, *Courtyard by Marriott*; John Valaas, *First Mutual Bank*; Stu Vander Hoek, *Vander Hoek Corporation*; Kevin Wallace, *Wallace Properties Inc.*; Tom Woodworth, *Schnitzer Northwest*; EX-OFFICIO Betty Nokes, *Bellevue Chamber*; Steve Sarkozy, *City of Bellevue*

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**Bellevue Downtown Association Mission:**

To lead the continuing evolution of Downtown Bellevue as the economic and cultural heart of the Eastside.

AN EVENING  
WITH THE STARS

*The Bellevue Downtown Association invites you to  
celebrate 32 years of making a great place together.*

This year's Annual Celebration will feature the 4th Annual Place Making Awards, results from the first-ever urban living survey of downtown residents and a special presentation by J. Lennox Scott, chairman and CEO of John L. Scott Real Estate on the emerging trends driving decisions to invest and live in urban centers like Downtown Bellevue.



**J. Lennox Scott**

**Wednesday, March 1, 2006  
5:30 p.m.  
Meydenbauer Center**

**\$65 BDA members; \$75 non-members  
\$850/BDA member table of 10; \$1000/non-member table of 10**

**To register or for more information, please visit [bellevuedowntown.org](http://bellevuedowntown.org) or call 425-453-1223.**