

FOURTH GENERATION X AKING STRIDES TO BRING ELLENSBURG FAMILY MAKING STRIDES TO BRING ECONOMIC DEVELOPMENT

DECEMBER 20, 2007

REGIONAL RETAIL FOR ELLENSBURG

THIS PUBLICATION IS AUTHORED AND PRODUCED BY THE LAMB FAMILY AND IS NOT AN EDITORIAL FEATURE OF THE DAILY RECORD.

I'm Randy Lamb. My brother Frank, sister Claudia and I are the ones who want to develop a regional retail center at the West Interchange and hence the name -Triple L Regional Retail Center.

The land is the last 70 acres of our family's ranch. I was raised in Ellensburg and now live in Moses Lake. Frank and Claudia live in the Tri-Cities. Our family has owned the land since 1954 and since that time someone in the family has always lived in Ellensburg.

A few weeks ago we submitted a master site plan to the city in accordance with the recently adopted regulations for a development of this nature.

There has been so much community discussion, almost daily newspaper articles, many, many public meetings and online comments; sometimes the information has been confusing; sometimes inaccurate. We thought it best to show you what we have submitted to the City, tell you in more detail about our plans for the project and try to answer questions.

Thank you to the many supporters who have worked on bringing a regional retail development to Ellensburg! We are very proud and excited to be in a position after many years of hard work, to have the opportunity to help bring new businesses and economic development to Ellensburg and Kittitas County.

This insert contains what we believe, intend and promise. If after reading this information you have any questions please email or call me directly.

Randy H. Tamb

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PROJECT DESCRIPTION Concept and implementation plan, the theme of

the development. P2

POTENTIAL RETAILERS Stores that we hope to attract to Ellensburg. P3

PROJECT PROCESS

Master plan approval, city requirements, environmental review, and mitigation. P4

SITE & FAMILY HISTORY

History of the Lamb family property at the West Interchange. P5

GET THE FACTS

Historic downtown, contacts, and open house. P6

Hi,

DESCRIPTION

CONCEPT

The plan shown at right is the plan we have submitted to the City. It's a concept plan that is intended to be implemented over a 5 to 10 year period. The plan will evolve and change as it is developed based on the size, shape and location of retailers and other businesses who commit to locate here.

However, this drawing does tell the story of the overall size and nature of the project as well as our intent to meet or exceed all of the regulations that apply to the project.

There will be at least two large and several small retailers. There will also be office, hotel, restaurant, and other uses commonly found in a regional retail center. Some of the property will be sold and some we will develop and continue to hold. Exactly which parcels will be sold and which will be held has not been determined but we do expect to sell parcels at a fair price to the anchor retailers to make the project economically feasible.

We will build an attractive, well landscaped, ranch themed development of which all Ellensburg and our family can be proud.

The plan includes about twice the amount of landscaping typi-



WETLAND MITIGATION AREA

INTERSTATE 90

cally found in centers of this nature. Each building will have a decorative outdoor plaza with an area for seating. The roads, driveways, landscaping, outdoor lighting, seating, bike racks, and artwork will be coordinated to provide a cohesive, attractive center.

Pedestrian walkways will be extended to all build-

ings. Bike access will be provided within the development and bike racks at each building.

Smaller retail buildings and restaurants will be placed along the US-97 frontage to mitigate the view of parking lots.

landscaping pedestrian walkways plazas/site features

N

THE RANCH THEME

Our center will be designed with a ranch theme. We selected the ranch theme because that is what surrounds the community and what Ellensburg was founded on. The theme complements Ellensburg, Kittitas County and

The ranch theme does not mean board and batten barns or a cowboy western town. The buildings will all be constructed of modern materials and meet Review Commission, it's modern building codes.

The site and buildings will in- matter to implement the theme clude elements that are typi- in a authentic and genuine way. cally identified with ranches in We absolutely agree. It is going the area, for example split rail to be very challenging "getting fence, ranch entry arches, farm it right" but with the help of the ponds, gabled roofs, trellis aw- Design Commission and others nings, stone walls or columns, in the community we believe we knee braces on columns and covered porches.

TRIPLE L

PLAZA

RETAIL

RETAIL

As was pointed out in our first meeting with the Landmark's & Design easy to show images and talk about what our goal is; it is another

can do it.

UHH

RETAIL

Historic Downtown.

OTENTIAL RETAILERS

ELLENSBURG NEEDS NEW BUSINESS TO COME TO TOWN. For too long we have been seen as a "drive by" or JUST A PLACE TO FUEL UP ON THE WAY TO SOMEWHERE ELSE. REGIONAL RETAIL HAS SHOWN AN INTEREST IN US. WE SHOULD WELCOME THE OPPORTUNITIES AND THE CHANCE TO KEEP SOME OF OUR SPENDING LOCAL. WE HAVE TO BE ACTIVELY SAYING ELLENSBURG IS OPEN FOR BUSINESS. IF THE COMMUNITY LEADERS PUT OUT THE GO SOMEWHERE ELSE SIGN THAT IS WHAT WILL CONTINUE TO HAPPEN. THE ECONOMIC LIFE BLOOD WILL CONTINUE TO GO SOMEWHERE ELSE. OUR FUTURE IS IN OUR HANDS NOW.

MAYOR OBIE O'BRIEN

TALK:

WE WANT TO WEIGH IN ON THE IDEA OF GENERATING ADDITIONAL REVENUE FOR OUR CITY, PROVIDING SHOPPING OPPORTUNITIES FOR OUR RESIDENTS HERE IN KITTITAS COUNTY AND KEEPING ELLENSBURG THE ECONOMIC CENTER OF THE REGION. WE THINK ALL OF THOSE OUTCOMES ARE NOT ONLY GOOD BUT IMPERATIVE!

THE KELLEY AND WILLIAMS FAMILIES PAUTZKE BAIT COMPANY

I HAVE WATCHED WITH INTEREST THE IDEA OF KEEPING OR RESTORING A VIBRANT DOWNTOWN WHILE ADDING REGIONAL RETAILERS INTO THE COMMUNITY. WE CONFRONTED SIMILAR DECISIONS IN MOSES LAKE. WE TOO WERE AFRAID FOR OUR DOWNTOWN, YET IT IS PROSPERING MORE THAN EVER.

WE'RE BRINGING OUR LOCAL CITIZENS BACK TO

Community Realty is currently preparing a marketing plan ers, especially Kohl's, have the stores such as Big 5, Tri-State to present the project to an- merchandise and selection Outfitters chor retailers. We will begin most in demand in Ellensburg. development with one anchor retailer's commitment but over time will need another for long such as Kittitas County and are all retailers that were suggestterm success.

If we are to capture retail sales in our own county we must provide merchandise, service and price that people are driving elsewhere to obtain. Three economic studies have been completed and all confirm what we lot of shopping in Yakima and on the west side of the mountains. the community.

The studies all agree that the retail categories most needed are apparel and home furnish-

Bob Hansen of RE/MAX ings; therefore our top choice or Office Max, a craft store like is Kohl's or Target. Both retail-Both retailers have developed prototype buildings for markets aggressively expanding in Washington State.

Other anchor retailers on our list to contact are Home Depot, Lowe's, Shopko, Top Food, Winco, and Wal-Mart. Midsized retailers such as Bed, Bath & Beyond, or Linens and ment. We are actively seeking already know... we are doing a Things, and Pier 1 are also on another sit down restaurant like the list of retailers requested by

> Apparel stores like Old Navy, Ross, Eddie Bauer Outlet, Gap Outlet, office supply like Staples

Michaels and sporting goods or Sportsmen's Warehouse are all possibilities.

We have promised to contact ed by Ellensburg citizens when responding to surveys.

We recently sold a lot to Hampton Inn. They are in the process of applying for a building permit. IHOP has signed a purchase and sale agree-Applebee's and are working on an office building to be located next to the hotel.



SHOPPING IN OUR OWN COMMUNITY, RATHER THAN HAVING THEM TRAVEL TO FIND WHAT THEY WANT AND NEED. LOCAL BUSINESSES HAVE CENTERED ON WHAT THEY DO BEST – PROVIDING EXCELLENT CUSTOMER SERVICE, LOCAL FLAVOR AND PRODUCTS YOU CAN'T FIND IN THE REGIONAL RETAILERS.

REGIONAL RETAILERS, PRIMARILY WAL-MART AND Home Depot, have dramatically increased the SALES TAX REVENUE THAT WE HAD BEEN LOSING TO REGIONAL SHOPPING AREAS OUTSIDE THE CITY. SALES AT OUR BOUTIQUE STORES DOWNTOWN INCREASED SHORTLY AFTER THE REGIONAL STORES SETTLED HERE. THE ECONOMIC IMPACTS WERE SO GREAT WE WERE ABLE TO GIVE OUR POLICE AND FIRE EMPLOYEES A 4% PAY INCREASE.

YOUR ELECTED OFFICIALS CANNOT IGNORE THE POSSIBILITIES OF EASING THE BUDGET DIFFICULTIES BY CAPTURING THESE REVENUES THAT OTHER MUNICIPALITIES HAVE BEEN RECEIVING FROM ELLENSBURG CITIZENS. NOR CAN THEY IGNORE THE FACT THAT MANY, MANY ELLENSBURG CITIZENS ARE NOT BEING SERVED BY THE RETAIL SERVICES AVAILABLE NOW.

THIS IS NOT AN EITHER/OR SITUATION. AT LEAST IT WASN'T HERE. WE DIDN'T LOSE OUR DOWNTOWN WITH THE ADDITION OF REGIONAL RETAILERS. WE DIDN'T LOSE THE SOUL OR CHARACTER OR OUR COMMUNITY,

LEE BLACKWELL FORMER MAYOR & COUNCILMAN CITY OF MOSES LAKE

WE HAVE THE **OPPORTUNITY TO HAVE MANY OF THE STORES YOU SHOP IN COME TO ELLENSBURG!**



STATUS

The Master Site Plan Approval is a two step process. First the overall site plan concept is approved and, secondly each specific building is approved. We are starting the overall site plan approval process. The first step includes addressing traffic impacts, wetlands, streams, topography, street access, internal road layout and availability of utilities. This insures there is enough parking and landscaping. Also how the buildings are connected to the street and each other with sidewalks and bike facilities.

Our plans are now being distributed to all interested parties including relevant City, State and Federal agencies and commissions. Neighbors within 300 feet of the property are officially notified and the public is invited to comment on the plans. All of the documents we have submitted to the City, State, and Federal Government are available in the library. You may request copies at the City of Ellensburg's Community Development Department. The first phase of the approval will take a minimum of 4 months.

The second phase of the approval process involves approving each individual and specific building project. The City's review will include the location of the building on the lot, building setbacks from the property lines, landscaping, parking, signage, lighting and architectural features. Upon approval of the site plan the development may then submit for a building permit. The TRIPLE L MASTER PLANNED DEVELOPMENT WILL PROVIDE OPPORTUNITIES THAT DON'T EXIST IN THE COMMUNITY OR THE COUNTY TODAY. IT WILL CREATE ECONOMIC BENEFIT BY HELPING MEET THE DEMAND FOR GOODS AND SERVICES ON A LOCAL BASIS; PROVIDE ADDITIONAL NEEDED EMPLOYMENT AND TAX REVENUE AND INCREASED COMPETITION BETWEEN RETAILERS. THREE PUBLIC SURVEYS WERE CONDUCTED AND EACH DOCUMENTED THE DESIRE OF THE LOCAL POPULATION FOR MORE LOCAL SHOPPING OPPORTUNITIES.

RON CRIDLEBAUGH, EXECUTIVE DIRECTOR ELLENSBURG CHAMBER OF COMMERCE

LKEEP SEEING THE ADS ON TV THAT SAY TO "SUPPORT THE HOME TEAM. SHOP LOCALLY." WHAT THE CITY NEEDS TO DO IS ALLOW STORES TO COME HERE, SO THAT I CAN "SUPPORT THE HOME TEAM" AND NOT SHOP SOMEWHERE ELSE. THIS WILL NOT KILL ALL THE DOWNTOWN STORES. GIFTS OF THE CROW SELLS THINGS THAT MACY'S AND TARGET DO NOT. TOWNS WITH MALLS STILL HAVE SMALL BUSINESSES! THE TOWN NEEDS TO GET ACTIVE IN FIGURING OUT THE BEST WAY TO INCORPORATE BIG STORES IN OUR TOWN, TO NOT LOSE DOWNTOWN APPEAL, AND THEN LET IT HAPPEN!...THEN WE WOULD HAVE MONEY FOR IMPORTANT FACETS OF OUR TOWN, LIKE THE ELLENSBURG ANIMAL SHELTER AND A NEW MIDDLE SCHOOL. AND WE WOULDN'T HAVE TO CONTINUALLY HEAR HOW THERE IS NO MONEY FOR IMPROVEMENTS...CREATING TV ADS IS NOT GOING TO CHANGE PEOPLE'S NEEDS. IF IT ISN'T HERE, WE CAN'T BUY IT!

KAREN FOLEY (LETTER TO THE EDITOR) Ellensburg

CITY REQUIREMENTS & ENVIRONMENTAL REVIEW

It is difficult at best to determine how long the entire approval process will take and depends in part on how quickly an anchor retailer is willing to commit to the project. At a minimum it could take six to eight months.

The earliest a large retailer could start construction is probably in the spring of 2009 with an opening in the fall of 2009. To the best of our knowledge we meet all of the recently adopted city requirements for a Regional Commercial Center. We did attend all of the meetings and hearings over the past 3 years and fully participated in the discussion on regional retail.

All of the documents we submitted to the city council are in the library for those who are interested. We have been absolutely honest and forthright in all of our dealings with the community and city officials. Quite frankly we are very offended when rumors and statements made in public are anything to the contrary. Please pick up the phone and call me if you want to know anything about this project. Most people don't realize we have been working on developing our property for commercial development since 1993. Through the previous annexation, rezone and sub-division processes we have studied every aspect of the property and responded to every concern raised.

We have done an archeological study, wetlands investigations and mitigation plans, hydrological studies, geotechnical studies, plant and wildlife assessments, traffic studies, topography surveys, storm water assessment and flood plain analysis.

The critical areas on our property have been investigated and mitigated. Washington State Department of Ecology, Army Corp of Engineers, US Department of Agriculture Natural Resources Conservation Service and the Environmental Committee of the City of Ellensburg have determined that wetlands have been adequately dealt with for development of the property. Reecer Creek, the closest water way to the project site, is over 300 feet to the east.

TALK:

We believe the development on our property will meet the requirements proposed in the new critical area ordinance now being finalized.

IMPACT MITIGATION

City and State regulations require mitigation of the impacts related to the development of our project. It is important to me that you know that our family has paid for all of the improvements associated with development of the property. We have already extended all utilities to the property with sufficient capacity to handle the project including water, sewer, gas, electricity, cable TV, and fiber optic.

We improved a section of US-97 roadway that runs through our property to five lanes including street lighting, sidewalks and bike lanes several years ago. The rest of the frontage along our property will be improved with this proposed project.

Traffic mitigation measures have been identified and will require off site improvements at several locations. Including a new traffic signal at the University Way/ Dolarway/ US 97 intersection, at the University Way/Dry Creek Connector and at the project main entrance. There will be two pubic roads built on our property to improve access and circulation within the neighborhood.

In 2001 we mitigated the fill of a small isolated wetland on the south end of our property through creation of a replacement wetland. A separate legal tract was created to protect the wetland in perpetuity, the tract is fenced and the wetland is being monitored for a period of 10 years by the State Department of Ecology.

The City has passed a resolution to direct 30% of the retail sales tax proceeds from a regional retail commercial project to Historic Downtown Ellensburg to provide support for preservation, restoration and additional mitigation.

SITE & FAMILY HISTORY

THE LAMB FAMILY

We Lamb's are a fourth generation Ellensburg family. In 1954 our Grandfather (Frank Lamb), Uncle (John Lamb), and parents (Bobbie & Harold Lamb) relocated from Mesa, WA to Ellensburg and bought four ranches. The brothers created a partnership and worked the land through the mid 60's. In 1969 our parents bought the ranches from our grandparent's estate and continued ranching until 1990.

The construction of I-90 in the mid 60's took a portion of one of the ranches and US 97 cut it in half. Frank, Claudia and I gained controlling interest of have spent the property

in 1993 and formed Triple L, LLC. The ranch was used for pasture until development started to take place in 2001.

Our property at the West Interchange was annexed into the City in 1993. It was rezoned from single family to light industrial and tourist commercial in June of 1996. Extensive environmental investigation, review and approvals were granted in 2000. We improved the US-97 frontage and installed the utility extensions in 2001.

As part of these processes we

hundreds of thousands of dollars studying every aspect of the property that the City, State and Federal Governments requested. We have done geotechniarcheological, cal, hydrology, wetland, wildlife, transportation and economic studies. All of them support development of the property.

We marketed the property for Tourist Commercial and Light Industrial uses with little success, except University Auto Center and Kelleher Ford both purchased land from us.

University Auto Center constructed their new facility in 2002.

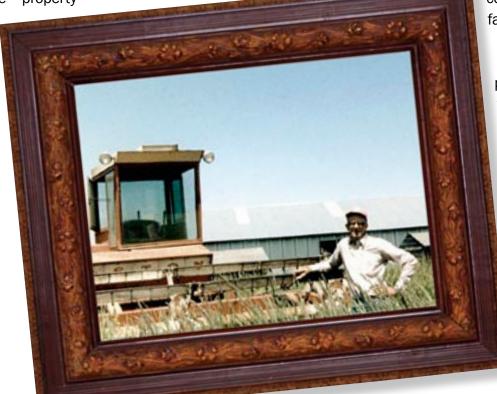
> When it became apparent in 2004 that there was indeed a demand for more retail business in town we applied for comprehensive а plan amendment that would allow us to build a regional retail center. The City Council asked

participate in the and upcoming Comprehensive Plan Update process.

We were assured this would give the community a full opportunity to study the regional retail question. We agreed to do so. We attended all the meetings and participated fully. We responded to every request of the various committees and Council. We submitted documents that supported the case for needed additional retail and why it should be on our property. We gave presentations on

us to withdraw our request what we intended to do and why we felt it would be beneficial to anyone who would listen.

> It took over three years to complete the Comprehensive Plan Update and another eight months to adopt regulations that apply to retail expansion. There were countless, committee meetings, commission meetings, council meetings and public hearings. The City Council in the end decided that there should be more commercial development in Ellensburg.





THE CITY'S OWN ECONOMIC STUDY DONE BY ECO NW IDENTIFIED THAT LARGE RETAIL NOT ONLY HELPS WITH THE REVENUE PROBLEM THAT THE CITY HAS FUNDING BASIC SERVICES. BUT IT IS ALSO THE KEY TO HELPING FUND THE PRESERVATION OF THE HISTORIC DOWNTOWN. OTHERWISE, THEY SAY DOWNTOWN IS GOING TO SUFFER WITH THE CHANGE IN RETAIL TRENDS EVEN WITHOUT REGIONAL RETAIL IN THE CITY.

IT'S SIMPLE... INCREASE TAXES AND FEES OR REDUCE SERVICES. OR TAKE BACK SOME OF THE SALES TAX REVENUE NOW GOING OUT OF THE COMMUNITY BY ALLOWING THE STORES WE ARE ALREADY SHOPPING IN TO LOCATE HERE IN ELLENSBURG!

DAN POWELL Ellensburg



ÉLLENSBURG NEEDS TO ESTABLISH ITSELF AS AN ECONOMIC CENTER FOR CENTRAL WASHINGTON. THE AVERAGE SHOPPER DOES NOT NECESSARILY WANT TO TAKE A ROAD TRIP IF HIS NEEDS ARE MET LOCALLY. THERE IS NO REASON THAT THE DOWNTOWN AREA WILL DIE - PROVIDING MORE OPPORTUNITIES FOR ALL SHOPPERS IN ELLENSBURG MEANS MORE PEOPLE COULD BE EXPOSED TO OUR POPULAR DOWNTOWN.

ALLAN FALTUS UNIVERSITY AUTO CENTER



PHOTOS: TOP TO BOTTOM

FRANK, RANDY, CLAUDIA AND BOBBIE LAMB

HAROLD LAMB

WEST INTERCHANGE FARM FOR SALE

LAMB FAMILY BARN ON CANYON ROAD



ETTHE J FACTS M

HISTORIC DOWNTOWN & REGIONAL RETAIL

We believe there has been way too much animosity between those who support regional retail and those who do not.

Everyone in Ellensburg wants a thriving downtown including us. We believe the City can and must have both a successful Historic Downtown and Regional Retail. They provide separate and distinct retail opportunities. Historic Downtown provides opportunity for small specialized businesses with unique merchandise and a special niche. Downtown has a great social atmosphere, the University, public services, library, museums and arts.

Regional retail provides mainstream merchandise and services at a low cost. The retailers require large buildings with ample parking and easy access.

Ellensburg wants and needs both. We should work together to make it happen.

The City has passed a resolution to direct 30% of the retail sales tax proceeds from a regional retail commercial project to Historic Downtown Ellensburg to provide support for preservation, restoration and additional mitigation.

PHOTO PROVIDED BY THE ELLENSBURG CHAMBER OF COMMERCE



...I SHOP HERE IN THE VALLEY, AS MUCH AS I POSSIBLY CAN. I FREQUENT WOODS, BI-MART, LOCAL RESTAURANTS AND OTHER SERVICES. I WOULD LIKE NOTHING BETTER THAN TO DO ALL OF MY SHOPPING HERE. I WANT TO KEEP THE TAX DOLLARS HERE FOR MY DAUGHTER'S SCHOOLS AND THE CITY INFRASTRUCTURE. THE BOTTOM LINE HERE IS THAT NO ONE WANTS TO DESTROY ELLENSBURG; THEY SIMPLY ARE FACING THE REALITY THAT MORE IS NEEDED THAN DOZENS OF SPECIALTY SHOPS. WE NEED TO NOT ONLY CATER TO THE TOURIST CROWD BUT TO THE LOCAL CROWD AS WELL,

JAMES L. KUMM (LETTER TO THE EDITOR) Ellensburg

WHY WE BELIEVE **ELLENSBURG IS READY FOR REGIONAL RETAIL:**

- Two public surveys support it.
- Three economic studies support it.
- The Comprehensive Plan supports it.
- The Chamber of Commerce supports it.

... IT HAS NEVER CEASED TO AMAZE ME HOW SO MANY PEOPLE THINK THEY CAN SPEAK FOR EVERY CITIZEN OF THE COUNTY...THE TRUTH OF THE MATTER IS THERE A RE MANY RESIDENTS OF KITTITAS COUNTY WHO WOULD BENEFIT FROM A MAJOR RETAIL STORE HERE. NOT ALL OF THE CITIZENS CAN AFFORD TO SHOP AT SPECIALTY STORES, OR GO OUT OF TOWN TO SHOP AS NEEDED....SO WHY TRY AND TAKE AWAY ONE THING THAT COULD BENEFIT MANY OF THE PEOPLE OF OUR COUNTY IN MORE WAYS THAN ONE? IF YOU DON'T HAVE TO OR CHOOSE NOT TO SHOP AT WAL-MART, I'M HAPPY FOR YOU. BUT LET THE REST OF US HAVE OUR SHOPPING PRIVILEGES TOO.

BEVERLY TILTON (LETTER TO THE EDITOR) CLE ELUM

THE AVERAGE WAGE IN KITTITAS COUNTY IS CLOSER TO MINIMUM WAGE WITH NO BENEFITS, SO IS A BIG BOX STORE GOING TO PAY LESS THAN MINIMUM WAGE? WHO COULD AGREE WITH YOUR STATEMENT, "BIG BOX INCREASES CITIZENS NEEDS FOR PUBLIC ASSISTANCE"? AN AVERAGE SIZE BIG BOX STORE WOULD EMPLOY AT LEAST 150 EMPLOYEES WHO COULD PROBABLY GET OFF PUBLIC ASSISTANCE IF MORE LOCAL JPB OPTIONS WERE AVAILABLE TO THEM...BRING IN BIG BOX STORES, HIRE THE UNEMPLOYED AND KEEP LOCAL PEOPLE SHOPPING LOCALLY, ENJOYING THE SPECIALTY SHOPS UNIQUE TO OUR DOWNTOWN AND THE ENTERTAINING EVENTS HELD THERE.

GREG HARRINGTON (GUEST COLUMN) Ellensburg

The Kittitas County Economic Development Group supports it.



- The new Zoning Regulations allow and control it.
- The City needs additional sales and property tax revenue for general fund expenses.
- The Historic Downtown will benefit as 30% of the sales tax revenue from the regional retail center will be directed to it.
- Commercial business in general will increase by keeping the spill over spending, such as dining out, going to the movies, comparison and specialty shopping in town.
- The citizens of Ellensburg and Kittitas County will not have to drive 40 miles or more for the goods and services they want ... saving time and energy.
- The project will provide several hundred construction jobs and 900 new jobs when fully operational.

CONTACTS

CONTACT THE ELLENSBURG COMMUNITY DEVELOPMENT DEPARTMENT **CITY HALL, 501 N ANDERSON, ELLENSBURG, WA 98926** 509 962 7231

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ELLENSBURG PUBIC LIBRARY 209 N. RUBY ST. **ELLENSBURG WA, 98926**

