City of Kirkland

Innovative Housing Evaluation

October, 2006

Michael Luis & Associates

ATTACHMENT 2

ZONE 06-00004

Evaluation Report

Kirkland Innovative Housing Program

October, 2006

I. Background

In September, 2002, the Kirkland City Council adopted an Innovative Housing Demonstration Project Ordinance (#3856). An innovative housing demonstration program was one of a series of recommendations from the city's Housing Task Force, which was convened in March, 2000. The goals stated in ordinance were to:

> *Increase housing supply and the choice of housing styles available in the community through projects that are compatible with existing single-family developments; and*
>
> *Promote housing affordability by encouraging smaller homes.*

The ordinance called for approval of up to five projects, with no more than two projects demonstrating the same type of innovative housing and no more than two in the same neighborhood. The types of housing allowed were: (a) cottages; (b) compact single family; (c) duplex/triplex designed to look like single family.

Five projects were proposed, four in North Rose Hill and one in South Rose Hill. The limit of two projects per neighborhood allowed approval of only two of the four projects proposed for North Rose Hill. The single project proposed for South Rose Hill was not considered sufficiently compatible with the surrounding neighborhood, and therefore not selected.

Two projects were selected under the Ordinance:

Danielson Grove
10500 128th Avenue NE
The Cottage Company

Kirkland Bungalows
NE 97th Street and 132nd Avenue NE
Camwest Development

Both projects fell under the "compact single family" category, which allowed a 50 percent density bonus. Once the projects were past the initial selection, they underwent the City's Process IIB review. This required a neighborhood meeting, notice to property owners within 500 feet, a hearing with the city Hearing Examiner, and final approval by the City Council.

Both projects were completed in the summer of 2005. All sales of the Kirkland Bungalows closed between May and September, 2005, while sales of Danielson Grove cottages closed between July, 2005 and June, 2006. Prices at the Kirkland Bungalows ranged from $429,000 to $490,000 and prices at Danielson Grove ranged from $375,000 to $650,000. (See attachment A for project profiles)

In June, 2006, the City of Kirkland Department of Planning and Community Development began an evaluation of the projects built under the Innovative Housing Ordinance. The stated purpose of the evaluation, which is the subject of this report, was to provide information to the Planning Commission and City Council so they can determine "whether permanent regulations for Innovative Housing should be adopted by the City and whether any changes to the standards identified in the ordinance are needed." A consultant was to concentrate on evaluation of community perception of the projects, while City staff would focus on technical and code evaluation.

Michael Luis & Associates proposed an approach that emphasized qualitative research methods, and was built around a series of group interviews. Budget constraints and the highly uneven knowledge levels among the general public made quantitative research methods (i.e. surveys) less appropriate for this evaluation.

The report that follows has four sections. First is a summary of the key findings that provide insight into the threshold questions that the Council and Planning Commission will consider. Second is a summary of the group interviews. Third is a set of more detailed themes and findings that provide guidance to questions that will arise in designing a permanent innovative housing program. Fourth is a set of recommendations for a public information strategy to support adoption of a permanent ordinance.

II. Key Conclusions

The evaluation of the Kirkland Innovative Housing program and the projects built under it yields the following key conclusions:

A. The two projects have been well received

In interviews with neighbors, citizens from other Kirkland neighborhoods, project residents and housing industry professionals, the two projects were widely praised. They are perceived as fitting well into their existing neighborhoods, despite having a density higher than the underlying zoning, and were viewed by many as an appropriate alternative to the larger conventional homes that would likely be built on the sites under existing zoning. The only significant concerns were about on-street parking.

B. Similar projects would likely work in other Kirkland neighborhoods

The demographics and motivations of the buyers, combined with the views of industry professionals, indicate that projects with a similar profile (smaller detached units, higher density) would succeed in the Kirkland market. Nearly all the non-neighborhood citizens interviewed said they would be willing to have such projects built in their neighborhoods. All groups agreed that the projects do a good job of providing a wider range of housing choices in Kirkland.

C. More work is needed on development standards and housing types

While the projects were successful for the two developers, additional research is needed to determine the level of density bonus and the specifics of development standards that will make innovative projects more attractive to builders from a business perspective than conventional projects. Industry professionals felt that other types of innovative, higher density projects would be successful in Kirkland, but that work is needed to identify appropriate areas and development standards.

D. The projects do not address concerns about affordability

Affordability, in an absolute sense, was not a goal of the ordinance. Nonetheless, many of those interviewed were concerned about the fact that the homes were not affordable to average buyers who might want to live in Kirkland, and that, from a square-footage perspective, were quite expensive. Interview subjects in all groups were divided as to the degree to which the projects should have addressed absolute affordability (unit cost as compared to prevailing incomes), as opposed to "relative" affordability (lower unit cost than the larger alternative), as the ordinance called for. There was lack of clarity among the groups as to whether absolute affordability had been a goal of the City.

III. Summary of Meetings

The evaluation process was built around a series of meetings and group interviews with various audiences. Specific information from the discussions is incorporated into the next section on themes and findings. Composition of the meetings and overall outcome are as follows.

A. North Rose Hill residents

Open meetings were held on the evenings of July 31 and August 15, 2006, at the fire station at NE 100th Street and 124th Avenue NE. 686 flyers were mailed to property owners and residents within approximately a 1,000-foot radius of each of the projects. 12 individuals participated in the first meeting, and 15 participated in the second meeting. Among the attendees at both meetings were community activists and members of the real estate and building industry. (See Attachment B for discussion outline)

In both meetings a diversity of opinion was present, with no particular point of view dominating the discussion. Many attendees were critical of certain aspects of the projects (especially parking and the lack of affordability) but few had an overall negative view of them. Some impacts were cited, especially parking, about which there was extensive

discussion. There was not, however, a dominant sense that these impacts were having a noticeable negative impact on the neighborhood as a whole. The concerns about parking were more from a visual perspective than from any sense that parked cars are causing traffic problems or spilling into other parts of the neighborhood.

Participants generally felt that the process under which the projects were approved was fair, although some felt that they ultimately had little choice in whether the projects got built. Several participants felt that the visual materials presented during the public processes for the innovative projects were misleading, and that the projects did not turn out quite as presented.

B. Kirkland Voters

Formal focus groups were held on August 5 and August 12, 2006. A research service was used to recruit participants, with a mix of ages and gender, from all parts of the city who met the following criteria: (a) current resident and homeowner; (b) voted in the past local election; (c) had not participated in a land use process or in a community organization in the past five years. Participants were told only that they would be discussing "important issues in the city of Kirkland." 15 citizens participated in the first focus group and 13 participated in the second.

The focus groups took about three hours and consisted of three parts (see Attachment C for full discussion outline). First, was an hour-long discussion, held at the 124th Avenue fire station, that began with big-picture views of conditions in Kirkland and its neighborhoods, and then narrowed to a discussion of housing and various innovative housing types (see Attachment D for verbatim results of top-of-mind exercises). Second, the groups toured both projects on foot, and filled out a questionnaire on each (see Attachment E for verbatim results of tour questionnaires). Third, the groups had a wrap-up discussion of impressions of the projects and the degree to which more of such projects should be allowed in Kirkland.

In the top-of-mind discussion at the beginning, when no one knew that the focus group was going to be about housing, both groups zeroed in on concerns about the rapid development taking place in Kirkland and, specifically, the large homes being built on infill and tear-down sites. Both groups were somewhat wary about the alternative models shown (cottages, small lots, townhomes, small multi-family, ADUs).

After touring the projects both groups had an overall positive view of them. They felt that they provide good alternatives to the large conventional housing that is being built in the area and that they contribute to growth management goals. In the first group all but one member said that they would accept a similar project in their neighborhood, while the second group had two dissenters.

As with the neighbor groups, the citizen groups were concerned about housing affordability and did not feel that the projects did a lot to help that problem. There was a split in both groups about the value of pursuing "relative" affordability.

C. Project residents

All residents of both projects were invited to meetings. Kirkland Bungalow residents met on September 18, 2006 at Mark Twain Elementary School. Danielson Grove residents met on September 27, 2006 in their Commons building. Five residents attended the Kirkland Bungalows meeting and seven residents attended the Danielson Grove meeting (see Attachment F for discussion outline).

Perhaps not surprisingly, residents of both projects were very happy with their homes. In both cases, residents said they were looking for a home that was smaller than traditional large homes, but still detached and offering more privacy than condominiums. They noted that construction was uniformly high quality and that the homes were a good investment.

Residents of Danielson Grove had nothing negative to say about anything. Two Kirkland Bungalow residents did not like the traffic in or near the project (one of these was the resident on the corner of 132nd Avenue). They said that the new N.E. 97th Street has become a cut-through route for cars and that with homes so close to the sidewalk, even walkers can be a disturbance.

D. Housing industry professionals

A meeting was held on October 17, at Kirkland City Hall, attended by three homebuilders and two realtors (see attachment G for discussion outline). Participants were all familiar with the projects themselves and the Innovative Housing program.

Participants felt that there is a market for more of these kinds of projects, but that they will not achieve goals for absolute affordability. Demographics will continue to drive demand for these kinds of homes, and they are not widely available in Kirkland.

Industry professionals discussed the fact that it is still quite profitable to build large single family homes in Kirkland and that builders might not take advantage of a permanent innovative ordinance. They concluded that for Kirkland to induce builders to undertake housing alternatives instead of conventional housing, the city will need to offer a somewhat more attractive package of density bonus and development standards, and provide a relatively easy process with short timeframes and predictable outcomes.

E. Project developers

Individual meetings were held on October 26 with project development personnel at The Cottage Company and Camwest Development (see attachment H for discussion outline).

Both firms are pleased with the overall outcome of the projects. The projects sold well and the financial results were good. Both developers indicated that they would consider doing similar projects in Kirkland in the future. Both developers also noted that the process was reasonable and that City leaders and staff were very supportive of the program. The Cottage Company appreciated the flexibility given to staff to make adjustments to development standards.

Both developers felt that it would be difficult to include a formal affordability component in projects of this size. They felt that the relative affordability of the projects offered a helpful alternative to the much more expensive homes being built in the area.

IV. Themes and Findings

The themes and findings that emerged during the evaluation process are grouped into three categories: policy rationale, design and neighborhood fit, and market and economics.

A. Policy rationale

Innovative housing developments can be allowed in traditional neighborhoods in order to fulfill a number of policy objectives. The evaluation looked at the Kirkland projects from the perspective of the two policy objectives named in the ordinance: choice and affordability. The evaluation also addressed an objective that influences the policy climate: growth management and compact urban development. The projects also seem to provide a solution to a fourth policy objective that was not directly introduced into the evaluation process, but which emerged during discussions: the desire to provide alternatives to large homes that are perceived as out of scale with the neighborhood in ways that do not penalize builders.

1. The projects provide choices not currently available

All of the groups interviewed believe that the two projects do a good job of providing housing choices that are not widely available in the Kirkland market. These choices lie between the large single family homes on standard lots, and attached housing. Groups felt that it is important to have such choices available and that this is a valid policy objective.

2. The projects provide "relative" affordability but not absolute affordability

All groups spent a great deal of time discussing the degree to which the projects helped alleviate Kirkland's housing affordability problems. All groups acknowledged that Kirkland is a costly market and that new construction homes have become quite expensive. They also acknowledged that these projects were less expensive on a per-unit basis than the traditional single family homes that would have been built on the sites under current zoning.

Many participants did note, however, that these homes were more expensive on a per-square-foot basis than traditional homes and that they, therefore, did not really constitute an advance on affordability. Builders explained that smaller homes such as those in the projects, contain all the most expensive parts of a home, such as kitchens and bathrooms, and less of the inexpensive spaces, such as bedrooms and bonus rooms.

Not all participants agreed that "relative affordability" is an important policy objective. Most of the group discussions reached a point at which participants expressed their frustration about the lack of affordability in Kirkland and their wish that these projects

had done more to address it. Even those familiar with the innovative housing program were not clear about the degree to which absolute affordability was an underlying policy objective.

Many participants in the various groups seem to have held the assumption that a City-sponsored program on housing would somehow result in homes affordable to those with modest incomes.

3. The projects help meet Kirkland's obligations under the GMA
Interview participants who are active in the real estate industry were familiar with the Washington State Growth Management Act (GMA) and some of the non-industry participants were aware of it. When the GMA was explained, participants generally felt that the projects constitute a reasonable response to Kirkland's obligations to provide more infill housing.

4. The homes provide an alternative to larger homes being built in neighborhoods.
Each of the citizen focus groups had a "top of mind" exercise which took place before participants had any idea that the topic of the focus group was housing. In both groups, citizens brought up the subject of large houses being built in existing neighborhoods with modest-sized homes. Many felt that these new homes are out of scale and character with the existing neighborhoods. This sentiment was widespread in both groups and quite intense.

The two projects were seen by the focus group participants as useful alternatives to the larger homes being built. Their size (approximately 1,500 square feet) and design was felt to be much closer to the existing older homes in the area. The higher density of the projects was not seen as a major problem from a visual perspective, since there is a perception that the larger homes are being built so close to the street and so close to adjacent lot lines that they appear quite dense, despite being on traditional lots.

B. Neighborhood Fit

Both projects are located in traditional single family neighborhoods currently zoned for 7,200 square foot lots. In all groups, a good deal of time was spent in discussions about how the projects, with their higher densities and non-traditional site plans, fit into these neighborhoods.

With the neighbor groups, the overall sense of neighborhood fit was positive. Some participants in the neighbor meetings had not been in favor of the projects, but no one could point to any specific ways that they have had a negative impact on the neighborhood. Even concerns about parking did not seem to rise to the level of a serious problem.

The reaction from the citizen focus groups was overwhelmingly positive. At the conclusion of each focus group session, after touring both projects, each individual in the group was asked to indicate how they would feel about having a similar project built in their neighborhood. In one group every participant said they would accept a similar

project in their neighborhood (one participant expressed a qualified "maybe"). In the other group, Danielson Grove received three "no" votes and the Kirkland Bungalows received two "no" votes. So, out of 28 total participants, only two would absolutely not accept either project in their neighborhood.

1. Scale is in keeping with surrounding areas
As noted above, most participants felt that the homes themselves are an appropriate scale for the surrounding neighborhoods. Several participants expressly noted their preference for similar projects over the kinds of large homes being built in their neighborhoods.

2. Density is less an issue than the site plan
Because the homes are smaller, observers did not express a sense of higher density. There was concern about the possible lack of privacy with the homes clustered together in both projects. Participants in the focus groups touring the projects observed that in both cases windows and doors were arranged to maximize privacy in the clustered environment.

On the threshold question of whether the City should allow exceptions to the underlying zoning, both sides were heard from. Several participants in the neighborhood meetings said they felt that the existing zoning should be the rule in all cases and that exceptions should not be allowed. On the other hand, many of the focus group participants expressed exactly the opposite view, suggesting that builders should be allowed to propose projects that deviate from existing zoning.

3. No increase in traffic is perceived
The neighbors of the projects did not report any noticeable increase in traffic as a result of the two projects.

4. Overflow parking is noticed in the area
Neighbors of both projects did note a significant amount of on-street parking originating in the projects. They noted that cars are nearly always parked along 97th Street outside the Kirkland Bungalows, and that cars are frequently parked along 128th Avenue outside Danielson Grove. This does not appear to have reached the level of a major problem, although one observer noted that that 97th Street becomes effectively a one-lane street.

C. Market and Economics

Both projects sold out within a reasonable timeframe, indicating that they met a market need, despite being somewhat unusual for that market area. It was noted, however, that both projects came on market during an extraordinarily strong housing market. All groups felt that the projects did meet a need in Kirkland.

1. Projects provide a needed choice
Residents in both projects expressed a similar reason for buying these homes. They like the privacy of detached housing, but do not want the larger interior and exterior spaces of traditional homes. The homes provided an alternative to condominiums for those who

were downsizing. Several residents said that they had lived in attached condominiums, and found these homes far superior.

Builders and realtors said that there is significant demand in the market for this choice, citing the success of the Third Avenue Bungalows, just south of Downtown Kirkland, which met a similar need. The project developers indicated that they sold a number of units to people already living in Kirkland, thereby meeting a need for downsizers who can convert their equity in a larger older home into a brand new home. Specific ideas for other types of products that might meet market needs are noted below in the recommendations.

2. Projects serve different markets
Although the densities and unit sizes of the two projects are very similar, they serve quite distinct markets. Residents of the Kirkland Bungalows, while knowing their neighbors, tended to appreciate the greater privacy of the layout, and actually avoid using the common open space, for fear of violating others' privacy. Danielson Grove residents enjoy a closer relationship with their neighbors. Bungalow residents decided, after the original covenants were in place, to expand their landscaping contract for common areas to cover all landscaping in the project, since many residents dislike gardening. In contrast, residents of Danielson Grove collectively maintain the common landscaping themselves and also tend to their own sections of landscaping.

At least one resident from each of the projects said they had looked at both, since they were on the market at the same time. Each cited reasons for choosing one of the projects or the other, based on their own preferences.

3. Homes can accommodate families with children
Some observers who are familiar with these kinds of projects were surprised to find that several of the Danielson Grove homes had children living in them. Previous cottage projects have sold primarily to single people and some couples. Residents of Danielson Grove noted that the homes are larger than in other cottage projects and that the site layout is safe and appropriate for children. They also pointed out that there are parks just a few blocks in either direction.

4. 50 percent bonus might not be sufficient
One builder interviewed said that he attempted to pencil out a compact single family project using a 50 percent bonus and found that he would take less risk and make more profit building standard 3,500 square foot homes. He said that the small homes are quite expensive to build, and that they do not include spaces, such as bedrooms and bonus rooms, that buyers will pay for but that cost little to build. In other words, the most profitable parts of the house are missing. The builders felt that additional work is needed to determine the size of bonus that would make the innovative project more attractive than a traditional project.

One project builder, Camwest, thought that a larger unit bonus might make the projects too dense, thereby changing the character of the developments. On the other hand,

adding another 200 square feet to the allowable floor area would enhance marketability while not altering perceptions of the projects.

5. Innovation should be incentivized, not penalized
Builders felt that with the risks inherent in homebuilding, especially in an expensive infill context, it might be better to take the safe route and build traditional single family homes. They felt that long approval processes and uncertain outcomes would act as disincentives to undertaking innovative projects. Therefore, if the city wants to encourage more projects like the Kirkland Bungalows and Danielson Grove, it should make it at least as easy to get such a project permitted as it would be to get a traditional project permitted.

Camwest said that the critical approval is the threshold "Yes-No" question about whether the site will be approved for a project that deviates from current zoning. If that decision is made early, before extensive investment in design and engineering work, other processes can proceed at a reasonable pace.

6. Other innovative infill projects could work in Kirkland
The builder/realtor group and project developers identified a number of housing types that would be feasible for various Kirkland neighborhoods:

a. Small mixed-use buildings. This might be a four-plex over a small office. An example is the mixed use building in the Bridle Trails shopping area. This could also be configured as live-work space.

b. Housing with stand-alone retail/commercial. A development could include a small retail building that is located on a major street and buffered by new housing.

c. Mixing of detached unit size. The Cottage Company suggested that a project could blend the bonuses available for cottages (100 percent) and compact single family (50 percent) resulting in projects with a mix of unit sizes.

d. Duplex on corner lot. A corner lot with two street frontages can accommodate the visual impact and parking of a side-by-side duplex.

e. Zero lot line with shared driveways. Zero lot line allows homes to be very close, or attached on one side, while the shared driveway allows parking in the rear.

f. Combine two lots. Where two 7,200 square foot lots can be combined, allow four new homes to be built. This improves the economics of tear-downs which can be expensive where there is just a one-to-one replacement.

g. Duplex/triplex. Duplex and triplex structures that look like single family homes were allowed in the demonstration program, but not proposed.

V. Communicating about Innovative Housing

The research conducted for this evaluation contains valuable information for adjusting codes and processes to improve the economics of innovative housing such that builders are more likely to undertake the innovative option instead of the standard option. The scope of this report, however, is limited to the public outreach and communications challenges, so the following analysis focuses on ways to inform various segments of the community about innovative housing.

A. Overall positioning and communication approach

Citizen opinion on a public policy matter can be segmented into five groups, indicating the level of support or opposition. Following is an estimate of the positioning of these five groups on the issue of innovative housing as an alternative to existing zoning, based on the findings of the various group interviews conducted for this evaluation:

Strong opposition	Weak opposition	No opinion	Weak support	Strong support
Those who believe, as a matter of principle, that no exceptions should be granted to underlying zoning.	Those who fear specific negative impacts on neighborhoods, especially traffic and parking impacts	Most likely those currently living in large multifamily complexes who do not feel a stake in a particular neighborhood	Those who generally feel that an increase in housing choices is good for the city, and who are persuaded by GMA objectives	Members of the homebuilding, real estate and related industries.
This group is unlikely to be persuaded to change this view.	Personal observation and evidence from parking and traffic studies may change the views of some members of this group.	Members of this group could become interested after learning about new housing choices that they may be able to take advantage of.	Focus groups suggest this segment could be large. It will form the core of interest in a permanent innovative housing program.	Interviews suggest that this group is enthusiastic about increasing housing choices in Kirkland.

The neighborhood meetings and citizen focus groups identified individuals from all except the "no opinion" group (which is to be expected, since nearly all participants were homeowners from Kirkland neighborhoods and they were at the meeting because they have opinions). Quantitative research can determine the size of each of these groups, but absent such research, it can be concluded from the focus groups that majority of Kirkland citizens would fall into the middle three groups. The focus groups also showed that individuals in the "weak opposition" and "no opinion" groups can be moved to the "support" categories if provided with good information.

An information strategy, therefore, has three parts. First, address the concerns of the "weak opposition," so they see that the actual impacts of these projects will be minimal. Second, provide those with no opinion information about the advantages of innovative housing. Third, provide supporters with information to carry throughout the community.

If the City were to conduct a public information campaign about innovative housing, it could address the five groups as follows:

1. For the "strong opposition" clarify support for alternatives to existing zoning.
Since Kirkland has an existing PUD process there is a precedent for allowing alternatives to existing zoning. If the City still supports having alternatives, the strong opposition can be told that the question is not "whether," but "how."

2. Use data to address concerns of the "weak opposition." group.
Most people have an innate concern about any actions that will cause negative change in their neighborhood. The evaluation suggests, however, that there will be few actual negative impacts from similar projects. Those whose opposition to a permanent innovative housing program is based on concern about impacts may soften that opposition when shown evidence that impacts, such as traffic and parking, will be minimal. This might include traffic studies, parking studies and project demographics.

3. Explain advantages to the "no opinion" group.
Those currently looking for alternatives to their current home – either downsizing or seeking an alternative to multifamily – could become interested in innovative housing if they were aware of the possibility of new choices that would allow them to remain in Kirkland. Perhaps the most useful way to explain this is to provide insights into the marketing strategies of builders to show that current residents are an important target market. Testimonials of project residents would also be helpful.

4. Use the "weak support" and "strong support" groups to spread the word.
Those who feel that greater housing choice, improved affordability (in a relative sense) and achievement of GMA goals are all good for Kirkland can be given tools and opportunities to inform their neighbors. In addition to the information provided to the other groups, this would include information about demographics, markets and project outcomes.

B. Key messages

Discussions in the evaluation process suggest some central messages that need to be developed or refined to support the communications strategy.

1. Clarify affordability goals
Without some subsidy or incentive, builders will not likely produce new construction detached housing in Kirkland that is affordable even at median incomes, let alone the 80 percent threshold for "affordable housing." Yet many people interviewed for the evaluation had an expectation that the projects would somehow be "affordable."

> ***Recommendation**: The City needs to be very clear about the affordability objectives of a permanent innovative housing program. This begins with a distinction between purely market-driven innovative housing (such as the projects demonstrated) and housing efforts that involve subsidies or bonuses and that have income restrictions. These two types of programs aim at different policy objectives and that should be kept clear. **(Comment from Arthur Sullivan: Consider exploring the idea of some type of price cap, even if at a higher level of affordability – public comments seem to call for exploring this further).***

2. Explain the role of growth management

After nearly 15 years, the GMA is having its intended effect of encouraging infill development in areas that area already urbanized. This trend has given rise to significant development activity in Kirkland neighborhoods, such as North Rose Hill, that have undeveloped land and large parcels. Infill development featured prominently in the top-of-mind exercises of both focus groups.

The market trends and policies that are driven by the GMA can appear confusing to those not familiar with the state's approach to growth management and counties' and cities' responses to that policy framework. Results of the citizen focus groups, as well as past experience, shows that awareness of the GMA can be quite low among citizens not active in community or civic affairs. However, once citizens understand key goals of the GMA – preservation of rural and resource areas and efficient use of infrastructure – they are far more likely to support policies such as higher density innovative housing.

> ***Recommendation****: Whenever discussing innovative housing, whether in public information programs or code amendment processes, broaden the policy context of the discussion to include the GMA, Vision 2020, the countywide planning policies and Kirkland's comprehensive plan.*

3. Communicate the role of on-street parking

While various issues may arise when working with individual citizens, the one potential negative impact that arose consistently during the evaluation was on-street parking. Many observers of the two projects objected to the presence of cars parked on adjacent streets. No one was able to demonstrate a functional impact of this parking, but people seemed bothered by the visual impact. This issue should be addressed clearly.

In discussing innovative housing, it should be emphasized that on-street parking may play an important role in compact development since it provides guest and overflow parking that does not take up land that can be better used for homes and landscaping. Communications about innovative housing need to explain the advantages of on-street parking and that cars parked visibly along streets are an intentional outcome of innovative projects. It should be noted that on-street parking capacity is planned as part of the project design and that total parking should be sufficient to prevent spillover to nearby streets.

> ***Recommendation: Determine the role on-street parking plays in innovative developments, and seek ways to address the concerns of the neighbors. Examine the causes of the problem, and consider solutions that may minimize the problem, while acknowledging that some on-****street parking in innovative developments may be necessary.*

4. Focus on project demographics

Among the buyers of homes in the two projects are two important groups. First, many residents were already living in Kirkland, and either downsized from a larger home or moved from a condominium. Second, several of the buyers in Danielson Grove have children. It should be emphasized that these kinds of homes serve needs of groups that are important to Kirkland: current residents and young families.

Recommendation: *track demographics in the projects and emphasize the variety of needs being met by these kinds of homes.*

C. Information and communication strategies

The concept of innovative housing, and its advantages for Kirkland, is a complex topic to communicate. Most citizens and voters currently own a home and are not looking for a new one, and therefore not paying a lot of attention to the housing market. For most residents, innovative housing will have only an indirect benefit, by creating a richer, more varied and interesting community. At the same time, those in the "strong opposition" category will tend to be vocal. Innovative housing is a classic example of a public policy with broad and shallow support and narrow and deep opposition.

It is helpful to segment the audiences into three groups, based on their level of engagement. Following is a description of each group and suggested ways to communicate with them.

	Stakeholders	**Engaged citizens**	**General public**
Description	Individuals who attend public meetings. This includes community activists as well as representatives of various interest groups. 1-2 percent of population	Individuals who are regularly exposed to local public policy issues and pay close attention to civic affairs, but rarely attend public meetings. Frequently found at service clubs and civic organizations. Up to 10 percent of population	Not included in the other two groups. Minimally aware of civic affairs. Up to 90 percent of population.
Communication vehicles	City website, public cable, public meetings, earned media, direct mail special events and project tours, one-on-one with elected officials and staff.	Public cable, city website, organization meetings and events, direct mail, earned media	Earned media, public cable, paid advertising

Given the nature of the issue and budget constraints of the city, efforts should be concentrated on the first two groups. As an item of council business that will probably not appear on a ballot, the general public is not pay a lot of attention. The stakeholders will be involved, by definition. Therefore, the effort should be concentrated on the "engaged citizens."

The engaged citizens are likely to take an interest in the issue, and will be receptive to new information, but only if it is presented directly to them in easily digestible forms. Whereas the stakeholders are likely to represent the extreme ends of the opinion spectrum (strong opposition, strong support) the engaged citizens will tend to represent the three middle groups (weak opposition, no opinion, weak support) and this is the most fruitful ground for public information.

Identifying the engaged citizen group begins with examination of recent city projects, boards, and commissions, and then moves on to service clubs, business groups and civic organizations. These individuals and group will be receptive to direct mail and speaking

engagements, and will likely read news articles in local papers. There may be opportunities for articles in organization newsletters.

Public information campaigns can be quite open-ended and extensive, if allowed. Given the strong support for innovative housing seen in the evaluation process, it may not require too extensive a campaign for city leaders to feel a comfort level with public support. Reactions should be monitored during an information process to avoid overkill.

VI. Conclusion

The evaluation of community reaction to the two innovative housing projects indicates that they are successful developments that provide good models for future developments. Although the City can expect some opposition, on principle, to any program that allows deviations from existing zoning, there appears to be a solid current and potential base of community support for innovative housing programs. Allowing alternatives to large single family homes will provide choices that will be appreciated by current Kirkland residents as well as newcomers.

Looking forward, the City will need to further develop and emphasize several objectives in order to create a policy framework that clarifies the desirability of housing alternatives in single family zones. Research suggests there will be community support for these objectives. Demographics and housing markets have changed in Kirkland, and citizens appear ready to accept new types of housing that respond to those changes.

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Attachments

A. Project profiles

B. Neighborhood meeting discussion outline

C. Citizen focus group discussion outline

D. Citizen focus group verbatim top-of-mind responses

E. Citizen focus group verbatim walking tour questionnaire responses

F. Resident meeting discussion outline

G. Builder/Realtor meeting discussion outline

H. Project developer meeting discussion outline

Attachment A

Danielson Grove

Developer: **The Cottage Company**
Architect: **Ross Chapin, AIA**

A cluster community of 16 cottages and detached compact homes in Kirkland's North Rose Hill neighborhood.

Home Size 14 two-story homes range from 1,098 to 1,497 square feet, with two or three bedrooms. Two one-story cottages have 651 and 799 square feet, and one and two bedrooms, respectively.

Density 7.1 units/acre gross density, including community open space and public street equals 6,125 square feet per home. After community open space and public street lot sizes range from 2,155 to 3,074 square feet.

Parking One detached garage space for each home plus sixteen spaces on new public street that serves the community. No RV or boat parking allowed. Garages must be used for vehicle.

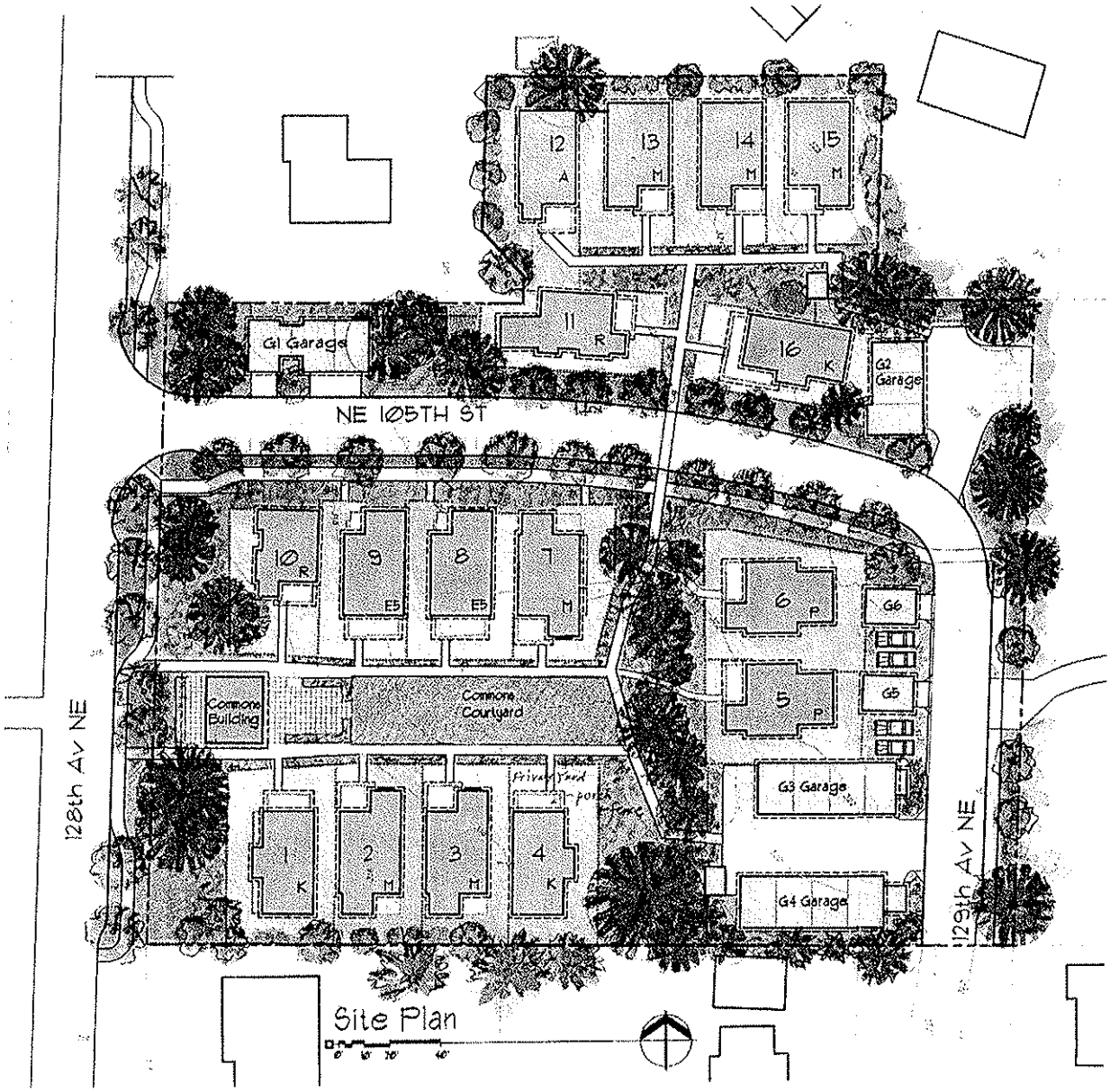
Access The community includes a public street that connects to existing streets on both ends. Access to individual homes is by walkways through the community.

Open Space The community contains several common courtyards and open spaces. Common open space totals 40,240 square feet, or 41 percent of the site. The project also includes a common building for use by all residents. The owners association with a fee paid by each lot maintains the common open space. Each of the homes have a private yard.

Prices & Ownership Fee simple ownership. Cottages priced at $375,000 and $425,000. Detached homes priced from $570,000 to $650,000.

Market Cottage cluster developments have mostly appealed to singles and couples. Initial buyer profile included nine singles and seven couples. Four of the initial buyers had children.

Entitlement The community was developed as part of the Innovative Housing Demonstration Program sponsored by the City of Kirkland, and was therefore given a 50% density bonus for the compact size homes. The homes may not be enlarged. The underlying zoning of the area is RSX-7,200, so the property would otherwise have accommodated up to 10 larger homes.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129th Av NE
Site Plan

Kirkland Bungalows

Developer: **CamWest Development**
Architect: **Mithun**

Community of 15 detached compact homes in Kirkland's North Rose Hill neighborhood.

Home Size All homes are approx. 1500 square feet. All have two bedrooms, two-and-half bath, and single car garage.

Density Seven units/acre gross density, including community open space and public street. Lot sizes range from 2,350 to 4,100 square feet.

Parking One-car garages in each home. At least one space on each driveway apron and parking on one side of the plat road serving the community.

Access The community includes a public street that connects to existing streets on both ends. Four homes have shared driveways.

Open Space Three park areas are surrounded by four to six homes. The park areas range in size from 3,200 to 5,000 square feet. Other open spaces include open space/ landscape/ storm water tracts and equal approximately 6,500 and 7,899 square feet.

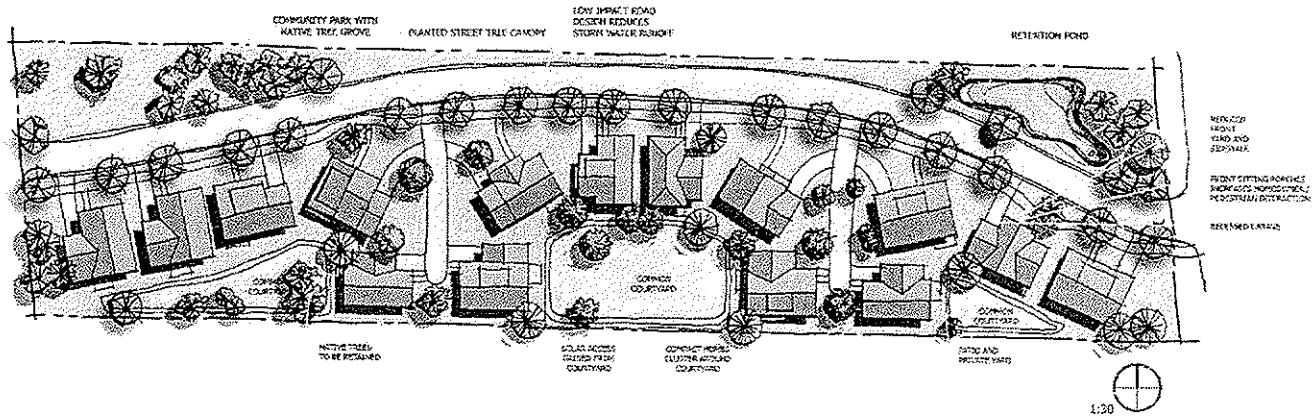
Prices & Ownership Fee simple ownership. Priced from $450,000 to $470,000, before custom upgrades.

Market With two bedrooms, a single car garage and small private yards, these homes were aimed primarily at singles and couples. Initial buyer profile included 10 singles, four married couples and one investor.

Entitlement The community was developed as part of the Innovative Housing Demonstration Program sponsored by the City of Kirkland, and was therefore given a 50% density bonus. The homes were limited to 1,500 square feet and cannot be enlarged. The underlying zoning of the area is RSX-7,200, so the property would otherwise have accommodated up to ten larger homes.

STREETSCAPE

SITE PLAN



STACY PROPERTY

MITHŪN

CAM·WEST

Attachment B

Kirkland Innovative Housing Evaluation Neighborhood Conversation

Discussion Outline, July 31, August 15

Introduction

Thank you for coming. This meeting is part of an evaluation process undertaken by the City of Kirkland to see how well the innovative housing program worked and what the results might mean for future housing policies in Kirkland.

My name is Mike Luis. I am an independent consultant hired by the city to conduct the evaluation. As you can see, there are no city employees or elected officials here. I hope you will be candid and honest in your views. And don't be surprised if I ask you to clarify your thoughts or expand on them. This is your chance to express your views on the projects and how they were built.

But I also want to make sure that the input we receive here is helpful to future discussions of innovative housing in the city. So as you think about these projects, try to think about the broader context of your neighborhood and the city.

Also, this meeting will be very structured. There are some specific kinds of information we are looking for, so please bear with us. I'm pretty sure that just about all of the thoughts you might have will fit somewhere in the questions I have. If not, there will be time at the end for you to add additional ideas.

There will be three parts to the discussion. The first part will be about the projects themselves. The second part will cover the process under which they were built. The third part will be about the broader policy context – that is, why the city decided to undertake this program.

[if not too many people, self-introductions, including which of the projects they live near and/or have particular thoughts about]

Any questions before we get started?

Part I. The Project

First, we want to talk about the projects themselves and how well they fit into the neighborhood. We will talk later about the process through which they got built, so hold those thoughts. Right now, we want to discuss the projects strictly on their merits as housing developments.

1. Pre-design reaction

The first thing I'd like to hear about is what you thought when you first heard that there might be projects in your neighborhood that would be different from the current zoning? Were you aware that these projects were going to be built? If you were, what were you imagining might get built? What did you think the impact might be on the neighborhood?

(discuss and probe)

2. Reaction to designs

Once the projects were announced, the developers produced some designs. Did you see them? If so, what did you think of the concepts? Did they seem appropriate to the neighborhood? Did you see design features that you particularly liked? Who did you think might buy the homes?

(discuss and probe)

3. Reaction to finished projects

Once the projects were completed, what did you think of them? How did the finished projects compare to what you thought they would look like? Did they seem to accurately reflect the plans you saw? Did they have an overall quality of design that you approve of? Are there specific features that you really like or really dislike?

(discuss and probe)

Now, let's talk about who lives there. These designs are quite different from the homes in the surrounding neighborhoods. What buyers do you think these homes would appeal to? [discuss projects separately] Would you like to live in one?

For the Kirkland Bungalows, in particular, they represent a trend in the housing market of smaller homes on smaller lots at lower prices. These homes are about 1,500 square feet and sold for around $475,000. If homes had been built on that property according to current zoning, they would likely have been about 3,600 square feet and sold for between $ 750,000 and $1 million. From a buyers perspective, what do you think of that trade-off of price for space?

(discuss and probe)

4. Impacts on neighborhood

Finally, have you perceived any impacts on the neighborhood from these projects? [leave open-ended at first].

The most common concern about projects like these is added traffic. Have you perceived noticeable additional traffic, beyond what you might have expected, had the land been developed in a conventional manner?

(discuss and probe)

In preparation for this evaluation, the City of Kirkland conducted traffic counts in the area of these projects. Those counts showed a modest increase in traffic above what might have been anticipated with a conventional development. Does that seem consistent with your observation? Do you notice much traffic from curious people?

(discuss and probe)

Now, thinking back to your original thoughts about the projects, before they were built, how have the impacts compared with what you thought might happen?

(discuss and probe)

Part II. The Process

These developments were built under a special demonstration program. I'd like to hear your thoughts about the program.

First, do you feel you were adequately notified about the program and the projects?

(discuss and probe)

Do you feel you had adequate opportunities to express your views about the program and the specific projects?

(discuss and probe)

Are any of you familiar with the city's process for approving short-plats? Do you feel that the short-plat process gives you adequate opportunity for input?

(discuss and probe)

Part III. The Policy Context

The last thing we want to talk about is the reasons behind the innovative housing program. There are three primary objectives for building housing of this kind, and we will discuss each one in-turn.

1. Growth Management

Under the Growth Management Act, counties establish an urban growth boundary on the edge of the developed area of the county, and nearly all new development must take place inside that line. How many of you are familiar with this law?

With the restriction of land available on the periphery of the area, we need to make the best use of the land remaining. So, allowing a more intensive use of the land in certain areas allows us to keep up with the supply of housing while using less land. These projects are a way to make that happen. Does this seem like a reasonable way for Kirkland to address its housing needs in the context of growth management?

(discuss and probe)

2. Housing choice

Most of the housing stock of the region consists of two types of homes: large detached houses on lots of around 7,200 square feet, and large apartment or condominium complexes. Yet demographics and market trends indicate that there is high demand for types of housing in between those two extremes. Cottage housing and small lot housing are two alternatives.

So, these projects are ways to meet the housing needs of demographic groups that already want to live in Kirkland or already live in Kirkland and want a smaller residence. We discussed earlier the market for these homes. Do the projects seem like a good way to get more housing choices in Kirkland?

(discuss and probe)

3. Affordability

Given the prices of the homes in these projects, affordability might seem like a stretch. But they were less expensive than the alternative large homes that might have been built on the sites. Kirkland has become a very expensive market. Do these projects seem like reasonable ways to provide some lower cost alternatives?

That brings us to the end of the formal questions. Anything else to add?

Attachment C

Kirkland Innovative Housing Evaluation
Citizen Focus Groups

Discussion Outline 8-5-06, 8-12-06

Welcome

My name is Michael Luis, and I am a consultant hired for this project.

That is all I am going to tell you for now. By the end of the session all will be revealed.

A few procedural items:

1. We are here to discuss a series of specific questions and ideas. To get the most out of this session, please:

   A. Be totally honest. There are no right or wrong answers, just your opinions.

   B. Please speak one at a time.

   C. Feel free to chime in and agree or disagree with anything that is said, but please don't be disagreeable.

   D. Understand that if I have to cut things off it is because we have lots to get through.

2. This is being videotaped, but the tape is not for general distribution. Also, we will be doing some paper exercises which we will collect, but your name won't be on them.

3. You are going to be asked to react to a lot of things. The best reactions are usually the first ones, so don't think too much. There is too much for everyone to have a say about everything, but I am especially interested in very positive or very negative reactions.

4. We will be having lunch at around 12:30. Please make sure you grab something to eat to tide you over until then.

So, lets get started.

First, introductions. Please tell us your name, where you live, and what you do for a living. Or, if you are retired or staying at home, what you used to do.

1. Top of Mind (20 minutes)

First, I am handing out a sheet that asks "What are the most pressing issues facing the Puget Sound region," and "What are the most pressing issues facing Kirkland."

Now, having done this sort of exercise a lot of times, I know that all of you are going to write something about transportation in the first line. Don't do that. We know that is the number one issue, so please write down the next three. And don't think too hard. Just put down the first things that come to mind. If you cannot think of three issues, don't worry about it.

Now, I am passing around another sheet with two questions: "My biggest hope for my neighborhood in the future is . . ." and "My biggest fear about the future of my neighborhood is . . ." Please take just a minute and write down your thoughts about these questions. Again, go with your first thoughts and keep it brief.

(few minutes for writing)

OK, let's see what you came up with on the first sheet.

(call on participants, probe. Drill in on housing or growth as they are mentioned)

Some of you mentioned something about housing. Tell me more about what you think about housing in the region and in Kirkland.

(call on those that mentioned it, as well as those who did not. Probe for causes and impacts of housing prices. Steer discussion towards housing choice and demographics – retirees, etc.)

Some of you mentioned something about growth. Tell me more specifically what you mean by growth and how it affects the region and Kirkland.

(call on those that mentioned growth. Probe for relationship between growth pressures and housing.)

Now let's look at the second sheet, about your neighborhood. We will come back to these thoughts later in the discussion.

(call on participants, probe)

2. General housing discussion (35 minutes)

You can tell by now, from the previous discussion, that we are here to talk about housing. There are three issues around housing policy and markets that we want to focus on now. I am going to describe all three, and then you can ask clarifying questions before we move on.

A. Growth Management

First, how many of you are familiar with Washington's Growth Management Act? *(probe for awareness of specifics)*

One of the many features of the Growth Management Act is the Urban Growth Boundary. Counties establish this hard line on the edge of the developed area of the county, and nearly all new development must take place inside that line. So although there are developments being built outside the line that were permitted before the law was put in place, nearly all new homes and businesses are now being built inside the line.

With the restriction of land available on the periphery of the area, we need to make the best use of the land remaining. The region continues to grow, so allowing a more intensive use of the land in certain areas can help us keep up with the supply of housing.

You have probably noticed in the past five years or so that a lot of vacant land in your neighborhoods has been developed into new homes, often just one or two at a time. This kind of infill development is what is supposed to be happening under Growth Management.

B. Housing choice

Historically, most of the housing stock of the region has consisted of two types of homes: traditional detached houses on lots of between 7,200 and 10,000 square feet, and large apartment or condominium complexes. Yet demographics and market trends indicate that there is high demand for types of housing in between those two extremes.

A lot of this is being driven by demographics. A larger and larger number of households consist of single people, couples without children, retirees, empty-nesters, etc. Many of these people do not want a large home with all the costs and maintenance headaches, but they also do not want to live in large complexes. They want the feel of a neighborhood, but in less space. They are looking for choices that can be very difficult to find in the marketplace.

C. Affordability

Housing prices are going up everywhere in the region. Home prices have gone up over 15 percent countywide in the past year, and nearly 20 percent in Kirkland. The median home price in Kirkland in June was $520,000.

The region continues to grow, and Kirkland is a very desirable place to live within the region for reasons that I am sure you all could tell me. The homebuilding industry simply cannot keep up with the demand for housing across the region or in Kirkland, and that pushes prices up.

So, we want to focus on these three issues: working with growth management and the urban growth line, providing more choice in the market, and addressing affordability. And, believe it or not, there is a solution to all three! That is where we want to go now.

The way to address all three of these issues is to develop housing that uses less land while maintaining the feel of a neighborhood, as opposed to a large complex. There are several ways to do this, and I'll show you a few models that are in the region

(slides of cottages, small lot, duplex/triplex, small townhouse, detached ADU [ANY OTHERS?])

What is unique about the projects that you have just seen, is that most of them are integrated into regular single family neighborhoods, as opposed to being stand-alone developments. Apartments and condominiums are usually built by themselves near commercial areas or on busy arterials. These projects are built in traditional neighborhoods.

I now want to get your reaction to these projects on three questions:

A. How do you think they would address the three housing problems: growth management, choice and affordability?

B. How well do you think they would fit into a single family neighborhood? Remember, we are not talking about converting entire neighborhoods to this type of housing ,but rather, scattering such developments around.

C. How would you feel about having them as your neighbors? How do you think one of these projects might enhance your neighborhood? Think about what you wrote down at the beginning about your hopes and fears for your neighborhood.

Note that I did not ask you if you, personally, would want to live in any of them. You might, but that is not important to our discussion. All of the developments I have just shown you were very successful commercially, so it is clear that some people want to live in them and are willing to make the trade-offs that they imply.

So, let's go back through the slides again, and talk about the three questions

(review slides and discuss)

3. Kirkland projects introduction (5 minutes)

So now we get to the specific cases in Kirkland. You may be aware of an innovative housing program undertaken by the City of Kirkland over the past few years. The city asked developers to submit proposals for housing developments similar to the kinds of developments we just looked at. This was a one-time experiment to see how such projects would fit in Kirkland neighborhoods. The city received five proposals and accepted two of them: Danielson Grove and the Kirkland Bungalows. For the rest of our time today we are going to be evaluating those projects. You may know about them already.

Before we get going, I would ask that you bear three things in mind. These are very important.

First, these sites would have been developed at some point, probably soon, even if they had not been acquired for these projects. This is a hot market, and it is very hard to find two acre parcels. In other words, don't think about the projects in comparison to an undeveloped, wooded site, but rather think about the projects in comparison to what would have been built under the current zoning. Here are a couple of examples from the area of the sorts of homes that would have been built. *(show slides of homes in the 3,200 sf range)*

Second, don't compare the projects to each other. They were planned and designed to serve very different market segments, so the design features will be quite different. We are not asking you to decide if one is better than the other. They both try to meet housing needs in ways that are different from the conventional developments like you have just seen.

Third, I again emphasize that you should not evaluate them based on your personal preferences for where you would like to live. If you find the personally appealing, that's great. But if your preference is for other kinds of housing, that's fine too. Remember, these developments sold out quickly, at the prices that the developers wanted, so it is clear that there are lots of people who want this sort of home.

Now it's time to get up, stretch your legs, get in your car and drive up the street. We will be parking at Mark Twain Elementary School just a few blocks from here, and walking over to the Kirkland Bungalows, which are on 97th Street between 130th and 132nd Avenue. After that, we will move on to Danielson Grove where we will have lunch. You can walk there if you'd like – it will take about 10 minutes to walk – or drive.

(hand out driving maps). Let's meet in the parking lot at the school and walk over to the Kirkland Bungalows together. (restroom break first!)

4. Site visits

I am going to give each of you a worksheet in a clipboard, and I want you to make some notes about the projects as you walk through. The first two pages are looking for comments about the projects as you observe them. Try to answer all the questions, but please do not feel you must fill in all the lines. The third page asks some specific questions.

For each of the projects I have a site plan and a description of the projects to guide you. You may have questions that I cannot answer, but remember, we are asking for your thoughts about how the project answers the three housing issues – growth management, choice, affordability – and how it fits in the neighborhood. *(read through project description and answer questions)*

So you can now walk up and down the street and look at the project and fill in the worksheet.

> (Bungalows) I would ask that you stay on the street and sidewalk and not enter the driveways. We need to respect the privacy of the residents.
>
> (Danielson) I would ask that you stay on the road that runs through the development and in the courtyard immediately adjacent to the commons building. Since we are very near private homes in a quiet area, please do not talk while you are walking around. The residents have kindly allowed us to use their space, and we want to respect their privacy and quiet. You can bring your questions back to me here.

We will meet back here in 15 minutes.

5. Debrief over lunch

We do not have time to go through all of your observations from the first two pages. Those are of great interest and we will record them all.

What we do want to spend our time on is the question of how well the projects address the three housing issues.

> Growth management
>
> Choice
>
> Affordability

(discuss projects in turn)

Now, let's talk about how they fit into the surrounding neighborhoods. Think about how these developments look and feel compared to a development of larger more conventional homes that could have been built under the existing zoning.

(discuss projects in turn)

Finally, how would you feel about having one of these projects in your neighborhood?

(discuss projects in turn)

That is the end of the program. Anyone have any final thoughts?

This focus group has been part of a larger evaluation of these projects being undertaken by the City of Kirkland. I appreciate your time.

A couple of residents of Danielson Grove have offered to answer questions you have about life in the neighborhood, and I will invite them in now. You are welcome to stay a few minutes, or you can wander back to your car now.

Please see me for your honorarium before you leave!

Attachment D

Kirkland Innovative Housing Evaluation
Citizen Focus Groups

Top of Mind Responses

August 5 group

Most pressing issues facing Puget Sound

First response	Second Response	Third Response
Environmental – Way too much population growth. Habitat destruction	Water quality – iol spills, air quality – smog -	Educational quality Don't want to become the new L.A.
Pollution – water, air, ground, etc.	Rabidly increasing population	Loss of "Evergreen" appearance – "wild" nature
Water quanity	Power (energy)	population
Schools – money for	Growth	crime
Rising crime rates	Cost of housing	schools
Crime prevention	Education quality	Bike trails,, bike access
Housing congestion	Sidewalks for safety	Park maintenance
Taxation reform	Education – character development	Business development
School system	Housing development	-
Water supply	Emergency response	Medical availability
Employment at a living wage	Clean air and water	Neighborhood density – encourage is ok – just be sure infrastructure keeps up (to avoid losing more land to development
Taxation	Cost of living	education
Housing/business development (population density)	Taxes	Crime (water – air) quality
Education	Development	Cost of living

Most pressing issues facing Kirkland

First response	Second Response	Third Response
Growth – giant houses filling all habitat	Tree-cutting, habitat destruction	Homes and space for our kids, grandkids

NOISE from "those things that move so fast on 405!"	Inadequate land space for housing – lots becoming way too small	Lack of enough housing for population - too expensive to afford
Growth	Keeping community together	crime
Managing growth – development	Sewer issues	-
Crime prevention	Bike trails, bike access, sidewalks	Affordable housing
Population congestion	Quality of education	Healthcare availability for all
Expanse of housing	Education	Balanced priorities
Overbuilding of condos in downtown Kirkland - (Boulevard, 128th on State, Kirkland Central)	Maintenance of the parks	Roads (maintenance)
Water supply	Police protection	growth
Continue adding and developing our wonderful neighborhood parks – thanks bunches for MacCaliff (sp) park!!	-	-
Taxation	Cost of living	Education!!
Housing/business development	City identity – large smalltime city	Police/fire dept.
Affordability	Development	building

August 12 group

Most pressing issues facing Puget Sound

First response	Second Response	Third Response
Growth – economically, environmentally	Meeting budgets - taxes	Crime – outside influence
Pollution/environment quality	Housing shortage (shortage of affordable housing) (population growth sprawl)	N/A
Housing – affordability	Schools – good quality education from Kindergarten to high school	State Parks/green spaces
Quickly growing population	Homeland security	Global warming/greenhouse gases
Too many people – loss of green environment	Water quality – Puget sound/rivers/lakes/streams	Selfish voting (GOP) – time/loss of healthcare service
Crime/law enforcement	education	Local politics

Education	Affordable housing for middle income	N/A
Smog – air and water pollution	Building control	homeless
Rising home prices driving out low/middle income residents	Quality of public school education	Emergency preparedness (earthquake, avian flu, etc.)
Education WASL – preparing our kids for the future	crime	Sprawl (community planning to handle growth
environment	taxes	Population growth
Schools (neighborhood)	Population growth	Housing affordability
Affordable housing	Water quality – environment – Puget Sound green spaces	Uncontrolled growth – management –

Most pressing issues facing Kirkland

First response	Second Response	Third Response
Growth	Crime – nightlife downtown core – outside influence	Meeting Budgets
Maintaining pleasant environment despite massive development downtown and infilling with mansions in all the neighborhoods	Maintaining high level of public services, good service at City Hall, good police, fire, great library and performing center and senior community center	N/A
Housing - affordability	Parks – upkeep and development of green spaces	overdevelopment
N/A	Less natural earth, over-developing	N/A
#1 above – need to learn the value of "stop"	#2 above	#3 above
Over building - parking	education	Fire and police protection
education	Safer streets for children ie: sidewalks and paving paths and street lights in housing districts	N/A
Housing (building codes) size of house vs. lot size and affordability	Maintenance of parks	Removing power lines (put underground)
Managing growth while maintaining quality of life	Affordable housing	N/A
Adequate planning for increased development – sound transit example	Protection of trees and open spaces	Downtown development
Population growth	housing	schools

Losing lawns and trees due to large homes	taxes	Restrictions(permits) on homes and lots
Growth	services	taxes

August 5 Group

Biggest hope for my neighborhood	Biggest fear for my neighborhood
That it remains the same (quality)	Taxes
To stop enrichment of developers at expense of our quality of life	My grandchildren may never see a squirrel, a tree or birds around. .
Safe place to live – family centered – excellent schools – people take care of their ownerships	Loss of the character of Kirkland.
It remains to have the same feel as it did growing up	Over-development and having only condos and houses right on each other.
Tie neighborhoods together	Population housing (single house) including "changing Kirkland's identity", charm – small city feel.
Wireless internet becomes a public utility (or free)	The cost of living skyrockets.
Not all "older"homes get bulldozed and to put up on the former single family site. Keep mature trees when development occurs, sidewalks on my street	See above; homes too huge proportionate to lot.
To stay the same	Overcrowding as new construction replaces old with higher occupancy.
Burying the power lines	Demolishing the 1940's homes in Houghton/Lakeview area.
relationship	Security.
Continued safety	Aggressive behavior on part of citizens due to congested living circumstances.
More concise development of homes, buildings, schools	Lack of control of growth affecting services.
stability	Overdevelop.
Continued development of "green spaces", parks, etc.	Forced compliance to "new" city codes/regulations

August 12 Group

Biggest hope for my neighborhood	Biggest fear for my neighborhood
Neighbors getting to know neighbors	House to lot ratio, lot size
Will feel like a friendly community with lots of walk-to services and retail and good pedestrian-friendly walking route, (sidewalks, paths, SAFE crosswalks), safe bicycle routes	Alienation of neighbors as mansions separate neighbors, crime, urban bright.
Keeping enough green space in Kirkland	overdevelopment
A close-knit, non-discriminating community	No real order/structure, population control
Over-building doesn't ruin it	Escalation of property values – making neighborhood unaffordable
That the Kirkland City Council will know how to decide "STOP"	Wildlife – losing deer/ducks…etc.
Sidewalks, parking, paths and street lights	That all affordable housing will be torn down. (They are buying up all single family housing and rebuilding)
Power lines go underground – fewer power outages during storms	Increased noise from freeway
Maintaining quality of life and home values	Over-development drives infrastructure problems
Development will be properly managed	The megahouses that are being built will "overtake" what I know as my neighborhood
N/A	Losing the quiet neighborhood feel
We stay cohesive	Losing friends (moving away) due to rising taxes.
Add sidewalks – storm drainage control, home improvements neighborhood	Growth – loss of open space

Attachment E

Kirkland Innovative Housing Evaluation
Citizen Focus Groups

Walking Tour Questionnaire

Danielson Grove – August 5 group

Overall layout of the site	Relationship of homes to each other	Relationship of development to surrounding neighborhood	Relationship of homes to the public street
I love the layout. I think it is very community friendly. The chairs out in back were nice. Also if the room is available that is nice.	No separate space for singles and young couples it can't have a party.	It is very nice looking and can look better than surrounding	It is back far enough that it doesn't feel pushed to the road.
Really liked the cottage area, having a common central yard area is really nice	Good community feel, but noise may be an issue with all the homes close to each other	Seems to fit in well!	No streets running through next to the front of the houses is good. Seems to be sufficient parking.
Very well laid out. Small windows on side so they don't see in other house.	Well-designed	Different, but not visible	Far enough away - quiet
Too much in terms of plants – not enough "grounding in grass". What will it look like in one year?	Too close to each other – but some doors do not look directly into each others'	Okay – too much of a "Hippie Community", look however.	The set back off 128th is good – small greenbelt feel.
Very nice looking. Quiet. Feels like a nice neighborhood	Very close, quaint feeling	Different from existing single family houses, but looks nicer	Integrated, very close to the streets
Quite lovely – appears to be lots of privacy	Owners told us that each home's side windows are either large (facing that home's yard) or small and textured (facing neighbor's yard). Nice design.	Don't slap you in the face from the street and feels nice	Seems ok – through street is good; like that there's no parking on the street within the property.
For its style and concept – very nice	To each other – OK. Very close, a bit too side by side.	Acceptable based on how the area is configured and landscaped – certainly does not blend in, but is not overly visible to neighboring homes etc.	Acceptable
Fair – very little shade	Doesn't seem to provide much privacy	Tucked in well to community – fits	Really nice – back away from traffic.

	– but told inside the homes are very quiet (owner). Clear division of lots	right in. Where can company park?	Neither place very handicap accessible.
Seems like small, close community	A little too close side to side	Unobtrusive	Some close, some seem a bit far away. Overall, not bad.
Great	Perfect	Fits right in	Compatible
I like the variety of cottages and detached houses. I don't like the detached garage. Still doesn't seem to provide for families with children.	Don't like the homes that face each other, but there is variety in homes that don't face each other.	Fits into the rest of the neighborhood well.	Good street parking for visitors.
Natural surroundings – good. Great open common area set back off street with wide sideway access. Well design. Make neighbors more close.	In rows facing each other could be a negative for privacy. Also driveways away from houses, cottages	Blends in with old growth evergreens	Very separated from larger lots.
Very well done. Great use of space	Pretty tight but manageable. Good alternative to condos. Privacy is limited.	Fits in nicely – Love it!!	Perfectly situated and nestled within the neighborhood
This is a beautiful layout. What I have loved best about Kirkland are the cottages with beautiful properties. This at least keeps with the cottage idea. It's more modest and fits in this neighborhood better – which was semi-rural only 15 years ago.	Comfortable relationship. Having the inner open area and gives a sense of space to the community even though it is quite dense.	Tucked away nicely. Non-intrusive except of course that this was recently forest and wildlife habitat.	Off-set from the street, so it doesn't look like a crowded development.
Good – garages not very accessible, but acceptable.	Nice spacing – a bit tight but better than upright stacked units by far and much nicer than Juanita Village.	Good – unbelievably quiet neighborhood	Good – excellent feel on landscaping and fencing

Overall design of the homes	**Trim, finishes, details**	**Landscaping and hardscaping**
I think the houses while very small are very appealing. I really think that it blends on the high level of design.	Excellent. The ? adds a lot to these places.	Very, very nice. Looks very country looking like.

Very cute homes	Same as the last place, looks very nice	Less manicured than the last place, but I like that. Not too much grass to mow, but enough that the place looks nice
I would like to see inside. Outside very nice.	Well done	excellent
Don't care for the cottages – one story – cheap looking. Two story w/patio above porch very pleasant – old porch style nice.	Do not think detached garage good. Good – but some cheap vertical siding not good looking.	Toooo much plantings
Conventional, looks good	Very nice	Nice sidewalks, roads too narrow, parking not good. Some people would have to walk. Not enough hydrants for fire load
Love the roomy front porches and manageable size yard.	Charming; skylights that open are a good touch; arbors.	Common area is great; like the common area "cottagey" plantings. Like the bricked parking on the east end
Fine as an alternative – not very practical for an 'average' sized family.	Overdone – but probably cute and attractive to many	Very pretty – overdone – not practical.
Nice – balconies on 2nd floor nice tough – seems small for families	Interesting colored glass squares incorporated into design!	Nice courtyard with tables and chairs – flowers beautiful but encroach on sidewalk – nice variety but feels overwhelming – not much shade.
Cute little cottage look	Nice and neat	Overdone and cluttered
Unique	So -so	Great
Box – like. Nice porches!!	Beautiful homes.	Too many flowers, plants to maintain. Would like more grass.
Good cottage/house theme. All fit well together – All similar, yet a little different customized.	Good over-all features.	Well maintained – very individual styles. Good for people who like to garden or individualize their yards.
Extremely well done. Love the colors and names of each home "casa bella", etc.	Lots of details were taken into account. Doors not facing each other. Small windows or large windows facing each other.	Would like the landscaping to be softer and not so rugged. Doesn't feel "manicured" but it fits their theme, "grove".

Love the design! Truly look like homes – very cozy. Love front porches. Love the small cottages for older people or singles. Nice for a single parent and teen. Probably too neat for active kids.	Just beautiful.	Fantastic gardens and nice that people who want to garden can do so. Also pets allowed. If I didn't have 4 big dogs, I could be happy in one of these units. Happy they kept some trees. The megahouses really clear cut their properties. Very stable. This is the nicest and most original development I've ever seen.
Good	Excellent – loved porches	Wonderful flowers and saved trees - good

Danielson Grove – August 12 group

Overall layout of the site	Relationship of homes to each other	Relationship of development to surrounding neighborhood	Relationship of homes to the public street
Garages away from homes allow for bigger one car garage - have extra spot next to garage to park 2nd car; like common area and bldg. to gather	Not too close – have plants in between to soften; no angles to add different view – just look straight across to house next door	Not overbearing on neighborhood; would be nice if didn't go right up to couple surrounding neighborhood houses	Set back nicely with plants and grass to soften
Great – Variety, peaceful feeling, cohesive	Great – I've been in these homes and you can see directly into the neighbors home. I don't necessarily see that as a negative but more a personal choice.	Fits in	No difference than usual – some further back (all the better)
Generally loved this development and the layout! Lots of trees. Beautiful gardens. The grassy common area is very nice as well as the common building. A real neighborhood/community feel.	Too close? What about noise?	Seems to be very appropriate	Houses are off major streets – very quiet.
Good layout – close proximity	Obviously, very close	Good – doesn't intrude	Public street runs thru development
Liked this one much better	Liked the front porches and individual touches (.ie. front yards are different, cottage doors, vs. traditional doors) personal choice – more open space	Some cottages are extremely tight to existing homes/neighborhood – not sure I would like that	reasonable

Couple different lots. Spaced out well as far as lots go. I believe the houses are way too close and un-personal. No privacy.	Not too much privacy. I like the close-knit feel, perhaps a little too close. I get more of a resort-type feel. Would seem slightly uncomfortable.	Tucked in very nicely.	Decent street space
Beautiful. I really love the common area that I am positive gives a feeling to residents of community. The straight 90 degree angles are not as emotionally rewarding as the angles used between houses at Kirkland Bungalows. I love the TALL trees – although those are also in a 90 degree angle row (BAD).	Again – I would NOT use the straight line effect; unless, there was a greater distance between each unit. Even with the large common area, the lining up of each house creates a crowdedness which is unappealing. Even the houses around the perimeter feel way too 90 degree angled and lined up. Using some acute and obtuse angles would be great!	This site works! To provide living for many people in a village-type situation is excellent! A rambler or two would add some diversity, and fit into the general neighborhood that residually exits.	No answer
It feels like a retirement center. Not enough one story housing and too close together.	Cookie cutter, no original	Feels out of place	No answer
Good flow. Easy to get around. Getting stuff from your car could be a chore.	Tight, but cozy.	Unobtrusive, set back.	Set back well.
Too close to each unit but very community oriented. The community bldg. is super-fantastic! The parking being separate is acceptable – the external balconies off upstairs are awesome! The center courtyard is the best!	Very good – I prefer the more natural look between mature trees having grand paths – wow wouldn't that be a new idea to keep a cabin atmosphere to the complex having all natural approaches like a Boy Scout camp!	The marring of the development is excellent! This development is mellow with the existing homes and invites a restful place to want to live at. Children here would not be appreciated.	The roadway is wider than another site visited and is a much safer – better fit!
Very appealing – some concerns re: distance from garage to houses – detached garage is less convenient and secure.	Tight – the straight lines of the houses along the walkway are visually appealing, but don't lend themselves to privacy (i.e. bedroom window opens to next door's bedroom window)	Very appropriate re: size and scale of house	Appropriate – allows sufficient privacy for most, with relatively easy access.

Adorable. Love all the flowers. A bit off though – seems very "organic". Separate garages might be inconvenient at times. Needs some open space for "utility" purposes – I saw laundry hanging in one garage, I bet because they're to allowed to hang it on porches because it would be "ugly".	Fine. Really seems to emphasize the community. Seems like a commune sort of. Probably great as long as like-minded souls live here, because they certainly must see a lot of each other, because of how this is laid out.	It's cohesive and different, so that it's unlikely people would integrate into the surrounding neighborhood. Neighbors probably feel like Danielson Grove is "that hippie commune over there" and they don't mix.	Good. Pathways are nice.
Like the close neighborhood feel, very relaxing. Great that they each have a small area to plant as desired.	Good spacing between cottages	Merges very well with the rest of the neighborhood.	Don't realize that there are that many homes back in here until you walk back.

Overall design of the homes	**Trim, finishes, details**	**Landscaping and hardscaping**
Like porches in each house facing common area – nice that there are a couple one story homes	Nice! Love the little porches	Have room for small garden! Little lawn (if any) by homes to mow
Lovely – like the front porches you can sit on – encourages community.	Well done	Great
Although all very similar, I like the design	Nicely done – nice individual touches. I love the names on each cottage.	Beautiful landscaping!
Outside – adequate – didn't have opportunity to see interior design	Seem to be well kept and in good repair	Excellent – low maintenance
Like the Green" concept	Seems to be a little better quality	Like the interfacing of old growth within new growth
No answer	No answer	No answer
Love the porch area. I am thinking that a greater use of variety in house to house would make this site an even more appealing village.	Like the variety of color used and the combinations. I would not have had the trim of each house so closely the same. A light brown on the brown house, a pale beige on the brown house – something different than the trim used on the green house!	I really like the "garden" areas that are liberally spread throughout.

Again too cookie cutter	Nice	Very little yard – grass areas.
Good variety. Big, small - all a bit different.	Good variety, quality, well-built.	Great landscaping. Park – like.
I particularly like the single story w/o stairs at 12810 and craftsman porches, waiting benches, stones.	More streetlights would be nice! Nice colors – natural – green – re-used materials – fences	Very good – large trees are limited. Are there covenants to prevent tropical plants – palms – New Zealand Flaxes, etc. Some vine maples may get too big?
Lovely – enough consistency to develop a common look, but enough variation to be interesting.	High quality and very interesting (especially the glass tile details on the porches)	Stunning landscape; hardscape appropriate
Cute. I like the bungalow-style architecture.	Are people required to garden here, or is it coincidence? What happens if a slob moves in and lets a yard go to ruin?	Beautiful with all the gardens.
Love the feel of the homes with their front porches and overlooking the common area	Feel of similarity but each is different and unique	Love the common space versus the owner's own space to show off the way they want.

Kirkland Bungalows – August 5 Group

Overall layout of the site	**Relationship of homes to each other**	**Relationship of development to surrounding neighborhood**	**Relationship of homes to the public street**
By angling the houses on the turn, you keep it from looking like tunnel housing.	Way too close. I cannot know if any yard is private or public	Looks nice and plush with neighborhood. Artistically, it is very nice.	Not much space, but seems to be adequate.
Very nice, attractive layout. Homes themselves are cute.	Not too close, but close enough to create a good community feel.	Close to school = good; nice, calm area	Not very busy streets surrounding them, so the close proximity to the streets isn't that bad (read: "acceptable")
Very inviting, creative, colorful. Looks bigger than it is inside.	Very close, but placed well.	Very different. Well Kept.	Far enough away. Quiet!!
Very pleasant – Trees – landscaping – pitch of roofs facing fence w/trees – nice thought.	Front doors are all in their own direction. Private - nice	Fits nicely – small houses w/a grand home appeal.	Two that face the street directly – 13101 and 13109 – not as much appeal – too close

Great, I like it, feels like nice neighborhood, conventional	close	Fits in	Would like to see better parking – off street. Street is too narrow
Not all lined up in a row – very attractive; common areas are small	See above	Unobtrusive; though neighborhood will change	Through street (east to west) is good. Assume street is wide enough to support emergency vehicles, but looks very narrow.
Great layout	Varied, attractive. Very nice.	Fits in well	Acceptable
Great – love the different angles houses set at – not "cookie cutters" appearance. Good use of different colors	Mostly good – don't like the ones side-by-side – provides moderate privacy	Fine – Where does company park?	Love the "safety" of the intersecting street
Very tight, lacking in adequate parking	Very close together, close to the street	Seems to fit in ok. However, I see increased use of overtaxed roads	unobtrusive
nice	Very well done	Fits right in	ok
Like the layout. If they are for singles, married without children, the size is ok. Don't see space inside or out for children, maybe one.	Very close, but space is used well.	Fenced off and separate from surrounding neighborhood. Fits in.	Street too narrow
Probably a good first home, if they wanted new. Off mainstreet – a plus. For small 1,2 people – maybe too small for family of 3 or 4	Good layout – design and different styles.	Good blend of style. Yards neatly landscaped and maintained.	Quiet street, low traffic.
Fantastic: first reaction to the house on the corner was extremely positive. No cookie cutter!	Nice colors and designs. Enough space in between homes. Great use of space.	Fits in nicely	No answer
This is one of the nicest developments in Kirkland. (said by someone who hates developments). Beautifully laid out – has a neighborhood look vs. the huge megahouses.	Have enough separation from each other to feel like private houses vs. being a condominium. Could, if chose to do so, develop a relationship with neighbors given communal land behind homes.	Fits in much better than the megahouses.	Nicely set off, but easy access.
Excellent – superior. Good placement of units. Much nicer than Juanita Village	Very nice – not too tight – yards give feeling of individuality. Some fenced backyards.	Fits in well – nice variety.	Nice spacing – narrow road. Unbelievably quiet.

Overall design of the homes	Trim, finishes, details	Landscaping and hardscaping
I think very nice – I enjoy the look	The houses look nice with trims	If you need fence it can see
Nice, quaint designs	Attractive finish for all of them.	Small gardens/landscaping in front is nice. It doesn't take much work for upkeep.
Stairs seem to be a problem. Need more greenness. Cramped.	Well done, clean, attractive.	Excellent, well kept.
Grand! North facing nice	Pleasant – colors fit the nature surrounding - good windows.	Very nice – used some older trees to appear having been here longer
conventional	No answer	Landscaping is nice, road too narrow, nice sidewalk. I like that it has two access points.
Cute, cute, cute; covered area just outside front door is wonderful	Alternating square and round pillars is nice; ditto with siding variations; also really like the 2nd floor deck/balcony	No community parking (unless Twain is used.)
From the outside – very nice. Craftsman-like	Very Nice. Well done.	Well done.
Nice – all two-story – too small for any family – and too expensive for many	Mostly well kept up	Number of dead trees – grass green – little variability of plants – but nice variety
Nice Kirkland feel	Fine, clean lines	Very nice
Blends right in	No eaves	Great
Beautiful inside and out. Didn't see home layout.	Great job.	Well done. Some of the plants are dying. Question care – who is responsible?
No answer	No answer	No answer
Very, very nice	Great colors, enough contrast	Fantastic, very consistent.
I like how the houses are a kilter from each other rather than lineal. Houses have some personality.	Very nice.	Very neat. Like the public areas.
Exterier appears superior – nicely finished and implemented. Garage seems pretty tight – narrow. Good site.	Excellent	Good – saved big trees.

Kirkland Bungalows – August 12 Group

Overall layout of the site	Relationship of homes to each other	Relationship of development to surrounding neighborhood	Relationship of homes to the public street
Nice that they have 3 courtyard areas for people to gather, but only accessible to homes right next to it – would be nice if maybe had little pathways for everyone to gather. Not much extra parking.	Good – different angles and positioning of homes, so not right next to each other cookie style.	Development not too big to draw attention to it; homes don't run up right next to older homes	OK – having green strip with plants between sidewalk and street softens the public street. Would be nice if set back a little more.
Okay –not just a straight line.	Acceptable difference apart.	Fits in.	Like any other area.
Layout is attractive, and seems to make good use of available space. I like the "Village" feel to the development. Individual yard space, white sundial is a nice feature. Lack of play area and open space for kids. Very narrow garages!	Nicely done. I like the frontage that each house has.	Seems to fit in okay. I would not want to view the property to the north.	Fine – concerned though about adequate parking.
Maximum use of available land.	Considering space available – good	Fits in well. Actually – newer than surroundings	Very accessible.
Cute	Very tight	No answer	Too condensed – not a minimum of 20 ft. from main arterial
Design is definitely appealing. Got a sense of clusterness for the majority with the working space they had, though they were placed well.	Definitely seemed dangerous to me in regards to the closeness of the houses.	Seemed to stick discreetly into the surrounding neighborhoods.	The through street in the complex definitely seemed crammed. But did get a simple, convenient feel to it.
I like this site – a lot is here, yet does not feel crowded. I do like the idea of situating the road more north in order to add individual space between each house however.	The angle of each house is interesting – and besides making the physical interesting, probably adds a feeling of more privacy for each house. Having a rambler or two would add interest AND attract a more diverse clientele – perhaps?	This site works! I would have kept TALL trees on the north side of the site, also. This site is not intrusive to the area, and the subtle color used for each house is not an eyesore.	Very well planned. Good job. I do like the gentle curve of the hardscaping – the emotional feel is……"relax".

Very tight but cute. Not enough parking.	Very tight. Small water reservoir very close to houses (bug issue).	No answer	Too close/does not seem like enough distance from main street.
Curved street is nice. It's not one long repetitive sightline.	Different angles to each other help to give them a more individual feel.	I think it blends well and helps upgrade it.	Street side plantings help give some depth between the house and the street. Close, but cozy.
Excellent - except the roadway allowing parking on one side should be another 2 ft. wide minimum as the distance remaining when a car is parked is 12 ft. wide not allowing sufficient work space for fire trucks/hoses.	Stylish, comfortable, can play your own music – stereo.	Excellent – cohesive – modern	Same as above. Sweet gum trees next to sidewalk will tear them up in 10-15 years.
Appropriate – tight in the backyard, though – privacy is an issue.	Doesn't lend itself to much interaction between houses, though. Decent consideration for privacy re: next door, although no back yard privacy. Concern re: parking when 1 house has a party!	Appropriate re: size of house. (4000+ sq. ft. single family wouldn't make sense)	Appropriate – see concern re: adequate parking – OK for 1-2 guests, but beyond that…(not sure it's any different in single-family neighborhoods)
Pleasant.	Pretty tight, but attractively arranged. When lots of cars are home, houses get somewhat cut off from each other by all the vehicles, I bet.	Doesn't really integrate as it is its' own street, but looks like it belongs here.	Good how the busy (132nd Ave.) streets aren't affecting the homes, so the through – street of this development is quiet and okay to front on. I like the front porches.
It has the feel of a more "old fashioned" neighborhood. Limited parking.	Close but some of them have a feel of more privacy than others due to plantings and fence set ups.	Good feel – nice homes that are not the gigantic houses that too many builders are doing now days.	Easy access to streets on either end. 132nd is very busy.

Overall design of the homes	**Trim, finishes, details**	**Landscaping and hardscaping**
Small garages – can hardly fit one car. Have different character from neighborhood, so that is good so just doesn't look the same.	Have nice extra trim and details, looks like they have similarities between houses but some trim and details are different – ex. Some have siding, some shingles.	See comment on 1D. No high fences between houses, so gives better open feel.

Cute looking. One car garages forces people to park on the street. Not enough room to park in driveway.	Okay	Nicely done.
Very nice. Siding looks cheap.	Like the colors and trim.	Fine – who handles upkeep of area between sidewalk and street?
Appealing – NW conventional	Construction and finish appear to be very good	What there is of landscaping well done. Low maintenance.
Builder basic w/cosmetic trims	Too much up-keep of ginger bread trim – check back in 10 years.	Noticed shrubbery dead or dying – probably due too not enough room for root structure. Otherwise seems to be well kept – maybe by landscape co.?
Variety throughout the complex. Design seems simple, yet appealing.	I liked the multi-surfaced paneling.	Was glad to see some sort of effort towards landscaping. Decent yard space for some.
I like the different angles on exteriors – now perhaps a rambler of two and maybe even a couple that would have "round" edges.	I would feel that the natural colors are fine – HOWEVER, maybe a little more extreme use of some other color jus to add some additional interest – for me.	Love the older TALL evergreens. Gentle curve of hardscape walk/road "feels" comfortable. Developer added "NATURAL" vine maple. Very Good landscaping. Road at West end could be situated so as to add more yard area. The overall feel is enjoyable/pleasant/inviting. Actually, if the street were moved North say even only 3-10 ft. – then houses would each have more space between them.
Feel very small.	Houses are going to have roof issues - areas without drain spouts. I like the front porches…	Nice, but again, small and very close together. Why did they not fill in the drainage ditches?
Pleasant.	I liked the single trim. The houses looked well built.	The landscaping helps soften the visual impact of the houses being close together.
I liked the cedar mixes, but did not like some steep slope roofs – other models like heritage style upper floors more appealing – some garage entries were angled – seemed non-aligned.	Column look Craftsman porches very desirable, shutters, shakes good! Planters below windows.	All excellent except wide gap drain covers in driveways. Aggregate surfaced drives nice. All underground power!
Good and appropriate to Kirkland, although different from neighborhood – may spur some upgrades?	Appropriate quality with some nice detail.	Attractive, but nothing fantastic – would have preferred central common area rather than a row of green on the other side of the street from the houses.
Biggest issue I see is one car garages must cause a	I like the bungalow style architecture a lot and	Landscaping is all – the – same, no individuality;

lot of street parking in evenings/on weekends when everyone's home from work – Ugly and cluttered it - it must look like a parking lot. Fact is, every one of these homes probably has 2 or more cars.	always have thought it fees very "Northwest".	are residents allowed to very? Any place for individualized gardens or yard items? Some folks like to garden and might not like lack of opportunity to garden. I wonder if residents feel real "ownership" of the yards and wonder if they spend much time outside or meeting each other? I don't get the flat curbs – what do they do? I like the storm water control pond – looks nice.
Very comfortable and homey feel.	Nice accents and colors. Similar look but each is different.	Nice size sidewalk – good group of planting with variety and also has continuity within the project.

Attachment F

Kirkland Innovative Housing Evaluation Project Resident Meetings

Discussion Outline 9-19-06, 9-27-06

What attracted you to this development?

Density-location trade-off. At the price point of these projects, you could have chosen a less dense type of development in a more peripheral location. Why did you trade-off density for proximity to Kirkland? Are you happy with the results?

Open space.

Both projects trade off private open space for public open space. How comfortable are you with this idea?

Life cycle of the purchase.

How do these homes fit in your plans for the future? Are they long-term residences or are they fitting a need of the moment that may change?

How do you think the homeowners association situation will unfold in the long run?

Site Layout, access, parking.

Parking on a daily basis

The "Thanksgiving problem."

Architecture

(not part of the process, but the architect will be interested in views.

Attachment G

Kirkland Innovative Housing Evaluation
Builder/Realtor Meeting

Discussion Outline 10-17-06

1. **The Kirkland Market.**
   How do these projects fit with the current and future housing market of Kirkland and the broader Eastside? How do you see the market evolving for products at somewhat higher densities and smaller units, located within single family neighborhoods?

2. **Affordability.**
   These projects, while more affordable on a per-unit basis than other projects being built in the area, were still not inexpensive. How can projects like these be built more affordably?

3. **Compared to conventional building.**
   These projects were built as alternatives to the conventional single family homes that the zoning called for. Is there sufficient incentive for builders to undertake the alternative, as opposed to just doing the conventional thing? Can these projects be as profitable? What parcel sizes are required to make these sorts of projects work?

4. **Other products.**
   This program illustrated two products: cottage cluster and small lot detached. What other products at similar densities would be marketable and profitable in Kirkland neighborhoods?

5. **Process.**
   If the City of Kirkland decides to allow these kinds of projects more generally in Kirkland single family neighborhoods, what level of approval process do you think would be reasonable?

6. **Strategy.**
   The reception of these projects by neighbors and the public has been almost uniformly positive. How can Kirkland build on this successful experiment to create city-wide support for departures from traditional building forms?

Attachment H

Kirkland Innovative Housing Evaluation
Project Developer Meetings

Discussion Outline 10-26-06

1. **Overall success of the project**
   Are you satisfied with the outcome of the project? What, if anything, might you have done differently in planning, building or selling the project?

   Given that this was a demonstration ordinance, did you feel that the level of process and public input was fair and reasonable?

   Would you do another similar project if Kirkland were to undertake a permanent program to allow these sorts of projects?

2. **Compared to conventional building.**
   These projects were built as alternatives to the conventional single family homes that the zoning called for. Is there sufficient incentive for builders to undertake the alternative, as opposed to just doing the conventional thing? Can these projects be as profitable? Specifically, what about:

   - Bonus level – At what point does the innovative project pencil better?
   - Development standards – lot coverage, setbacks, parking, streets, etc.
   - Process – balancing need for speed and certainty with desire for public input

3. **Affordability.**
   These projects, while more affordable on a per-unit basis than other projects being built in the area, were still not inexpensive. Could projects like these be built more affordably? What about a formal affordability component – say, an extra bonus for permanently affordable units?

4. **Other products.**
   This program illustrated two products: cottage cluster and small lot detached. What other products at similar densities would be marketable and profitable in Kirkland neighborhoods?

5. **Strategy.**
   The reception of these projects by neighbors and the public has been almost uniformly positive. How can Kirkland build on this successful experiment to create city-wide support for departures from traditional building forms?

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