



**CITY OF KIRKLAND**  
**Planning and Building Department**  
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**MEMORANDUM**

**To:** Planning Commission  
Houghton Community Council

**From:** Angela Ruggeri, AICP, Senior Planner  
Paul Stewart, AICP, Deputy Director  
Eric Shields, AICP, Director

**Date:** June 16, 2016

**Subject:** Houghton/Everest Neighborhood Center & 6<sup>th</sup> Street Corridor Study  
File No. CAM12-00639

**RECOMMENDATION**

Receive overview from project consultant on Houghton/Everest Neighborhood Center and 6<sup>th</sup> Street Corridor Study and give direction.

**BACKGROUND DISCUSSION**

On September 16, 2014, the City Council passed Resolution R-5067 relating to the Houghton/Everest Neighborhood Center (see Attachment 1). The resolution provides a timeline for completion of the Neighborhood Center update process. It states that the Planning Commission will hold a public hearing on the Comprehensive Plan amendments and zoning regulations and make final recommendations to the City Council by October 31, 2016.

**CONSULTING TEAM**

The consulting team has been hired to work on this project in conjunction with a study of the 6<sup>th</sup> Street Corridor. The team includes 3 Square Blocks, Berk and Transpo. The team's work will include public outreach and facilitation, the 6<sup>th</sup> Street Corridor study, and the Houghton/Everest Neighborhood Center study. The draft project schedule is included as Attachment 2.

Deborah Munkberg from 3 Square Blocks will provide an overview of the public outreach plan and the basic timeline for this project. The public outreach will include: informal outreach at neighborhood gathering locations; an online survey (see Attachment 3) and supporting outreach such as listserv notices, web page postings and informational flyers and materials; a community workshop; and attendance at various Planning Commission, Transportation Commission and Houghton Community Council and City Council meetings.

### Work Products

The work products from the consulting team will include the following.

#### Public Outreach and Facilitation

- Public outreach plan
- Public outreach materials, including project identity, project website, and communication materials, including a newsletter, signs, flyers, cards
- Findings from informal outreach events
- Findings from online survey
- Community meeting materials and meeting summary

#### 6<sup>th</sup> Street Corridor Study

- Summary corridor draft goals/objectives and general transportation context using available performance measures reflective of these goals
- Technical memo with methods, data collection and proposed project study limits
- Draft conditions for baseline and proposed land use scenarios, and listing of potential constraints and opportunities
- Updated conditions for baseline and proposed land use scenarios with potential solutions prepared in a draft presentation
- Report that provides the foundation and supporting analysis to convey trade-offs and decision making for the lay public

#### Houghton/Everest Neighborhood Center Study

- Assessment of neighborhood center existing land use conditions
- Assessment of development potential under existing zoning regulations, including visual representations
- Description of scenarios and visual representations of each scenario
- Summary of demographic and market conditions
- Summary of stakeholder interviews
- Development feasibility of identified scenarios
- Summary report document methods, findings and recommendations for the neighborhood center

#### Attachments:

1. Resolution R-5067
2. Draft project schedule
3. Survey summary

RESOLUTION R-5067

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KIRKLAND RELATING TO PLANNING AND LAND USE AND ACCEPTING THE RECOMMENDATION OF THE KIRKLAND PLANNING COMMISSION TO DEFER ACTION ON THE HOUGHTON/EVEREST NEIGHBORHOOD CENTER CITIZEN AMENDMENT REQUESTS UNTIL THE COMPLETION OF THE COMPREHENSIVE PLAN (FILE CAM13-00465, #14).

WHEREAS, the City is updating its Comprehensive Plan, the guiding policy document to direct growth and development in Kirkland over the next 20 years; and

WHEREAS, the City accepted Citizen Amendment Requests that proposed property-specific changes to the land use map/zoning map, existing Plan goals and policies and/or zoning regulations as part of the Plan update process; and

WHEREAS, the Kirkland Planning Commission reviewed the Citizen Amendment Requests at its July 10, 2014, meeting; and

WHEREAS, the City Council considered the Planning Commission recommendations at the July 15, 2014, Council meeting; and

WHEREAS, City Council agreed with the recommendations of the Planning Commission on the Citizen Amendment Requests, including a recommendation that staff return to the Planning Commission with options for handling the Houghton/Everest Neighborhood Center review including the two Citizen Amendment Requests within the Central Houghton Neighborhood; and

WHEREAS, following additional review at its August 14, 2014, meeting, the Planning Commission recommended that action be deferred on the Houghton/Everest Neighborhood Center Citizen Amendment Requests until the completion of the Comprehensive Plan update when the Everest Neighborhood Plan can be updated; and

WHEREAS, the Houghton Community Council met on August 25, 2014, to discuss the process options for the Houghton/Everest Neighborhood Center Citizen Amendment Requests and agreed with the recommendation of the Planning Commission; and

WHEREAS, the existing Central Houghton Neighborhood Plan establishes goals and policies for the Houghton/Everest Neighborhood Center and the Houghton Center which need to be harmonized and coordinated with the Everest Neighborhood Plan; and

WHEREAS, the Everest Neighborhood Plan, along with all other Neighborhood Plans in the City, is being updated as part of the Comprehensive Plan update process; and

WHEREAS, accepting the recommendations of the Houghton Community Council and the Planning Commission to defer the Central

Houghton Neighborhood Citizen Amendment Requests would allow for the update of the Everest Neighborhood Plan except for the areas of Everest that are included in the Houghton/Everest Neighborhood Center; and

WHEREAS, in order to provide certainty and predictability in land use, the City Council wishes to work with the Houghton Community Council, property owners and residents of Central Houghton and Everest to consider the entire Houghton/Everest Neighborhood Center following the completion of the Comprehensive Plan update.

NOW, THEREFORE, be it resolved by the City Council of the City of Kirkland as follows:

Section 1. Action will be deferred on the Houghton/Everest Neighborhood Center Citizen Amendment Requests until the completion of the Comprehensive Plan update.

Section 2. Immediately following the Plan update, and no later than January 15, 2016, the City Council and staff shall initiate a formal public review and update process for the Houghton/Everest Neighborhood Center in partnership with the Houghton Community Council, property owners and the residents of Everest and Central Houghton.

Section 3. The Houghton/Everest Neighborhood Center update process shall result in recommendations to the Planning Commission for Comprehensive Plan amendments and zoning regulations for the Houghton/Everest Neighborhood Center no later than July 15, 2016.

Section 4. The Planning Commission shall consider and hold a public hearing on the Comprehensive Plan amendments and zoning regulations and shall make final recommendations to the City Council no later than October 31, 2016.

Section 5. The Council may accept, modify or reject the Comprehensive Plan amendments and zoning regulations. Both the Everest and Central Houghton Neighborhood Plans will be updated as necessary to reflect any final Council action on the Houghton/Everest Neighborhood Center.

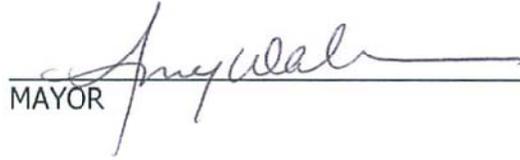
Section 6. The existing Comprehensive Plan language and zoning regulations affecting the Houghton/Everest Neighborhood Center in both the Everest Neighborhood Plan and the Central Houghton Neighborhood Plan shall remain unchanged until the process outlined above is completed.

Section 7. The scope of the Comprehensive Plan Environmental Impact Statement will include an evaluation of business districts, but any Houghton/Everest Neighborhood Center-specific policies and zoning regulations will be deferred from the Comprehensive Plan to the process outlined above.

R-5067

Passed by majority vote of the Kirkland City Council in open meeting this 16th day of September, 2014.

Signed in authentication thereof this 16th day of September, 2014.

  
MAYOR

Attest:

  
City Clerk



# PROJECT SCHEDULE

as of June 3, 2016

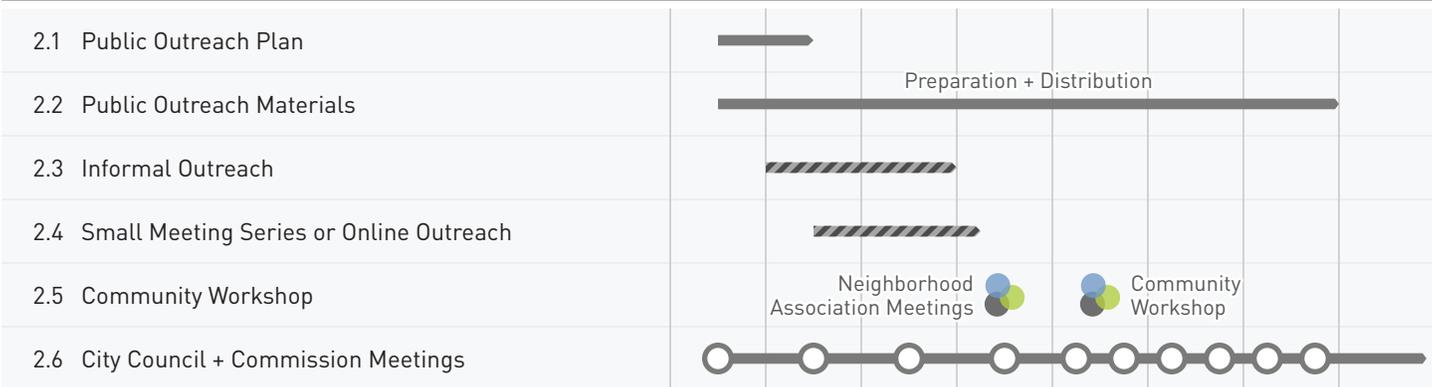


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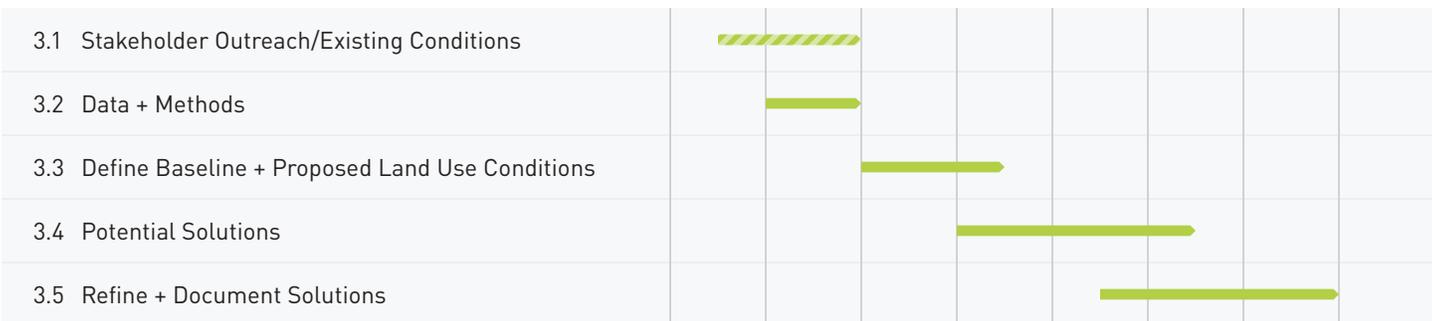
## Task 1: Project Initiation



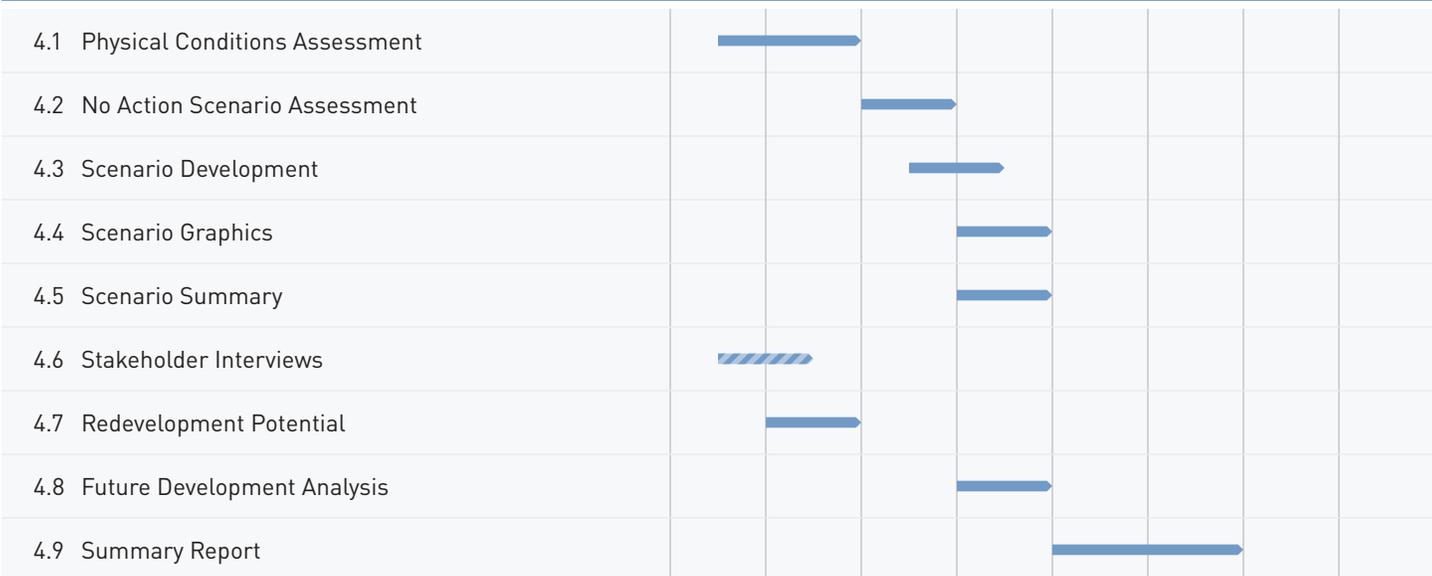
## Task 2: Public Outreach + Facilitation



## Task 3: 6th Street Corridor Study



## Task 4: Houghton/Everest Neighborhood Center Study





# Public Involvement Software User Guide



**MetroQuest**  
Public Involvement Software

## MetroQuest Terminology

**Screen Types** - Screens are the building blocks of MetroQuest. The MetroQuest platform contains a wide variety of visual and interactive screen types to suit a range of different public involvement needs.

**Configuration** - Each version for a project is called a Configuration and consists of 4 or 5 screens configured with your project information that the public goes through in order to provide input.

## Attachment 3 Working with MetroQuest

### The Process

The MetroQuest team provides much more than software. Think of us as your trusted project partner with over 18 years of experience with digital engagement. We take care of setting up the software to meet the specific needs and goals of your project. We also guide you along the way to ensure the best results.

The MetroQuest team works collaboratively with you and your team to determine the 4 or 5 screens that will best meet the needs of your project. We then use your content (pictures, phrases, branding, color schemes, maps, etc) to set up the MetroQuest screens. MetroQuest comes configured for mobile, tablet and desktop platforms so no matter how your participants wish to engage, we'll make sure that their experience is delightful.

Once MetroQuest is launched it's time for your team to actively promote and monitor participation. We'll back you up with great advice about how to maximize participation and even target particular demographic groups to ensure broad representation of your community.

Our team is available by email or telephone for any strategic or technical questions you might have before, during or after the engagement process. To ensure that no technical issues arise, we host and support the software on cloud-based servers in the US and Canada.

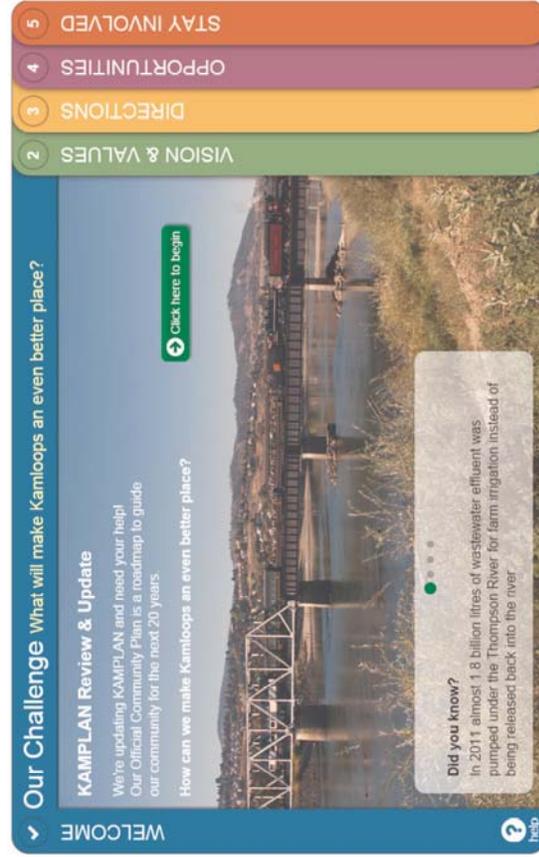
You'll have 24/7 access to MetroQuest Insights, an intuitive dashboard for monitoring, reporting, evaluating, and exporting your results. MetroQuest Insights allows you to visualize the results through colorful graphs and maps, summarize the findings, break results down by demographic group and even export the data in specially formatted spreadsheets to allow maximum flexibility.

# Attachment 3 Choosing Screen Types

Once you have created your engagement plan and you are clear about your goals and objectives, it's time to choose the MetroQuest screen types that will collect the right type of feedback to achieve your objectives.

The MetroQuest team will help you through this process, first listening to your project goals and objectives and then recommending the best screen types for your project. To prepare for this discussion it is useful to familiarize yourself with some of the more popular screens.

## Welcome



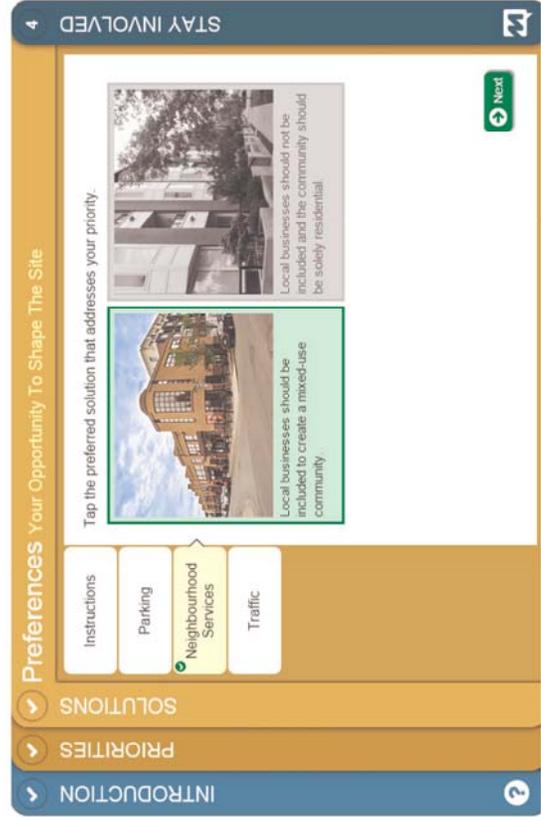
The Welcome Screen is used to briefly set the context for the project and encourage people to participate. It is a visually appealing screen with room for a bit of background and a call to action.

# Priority Ranking



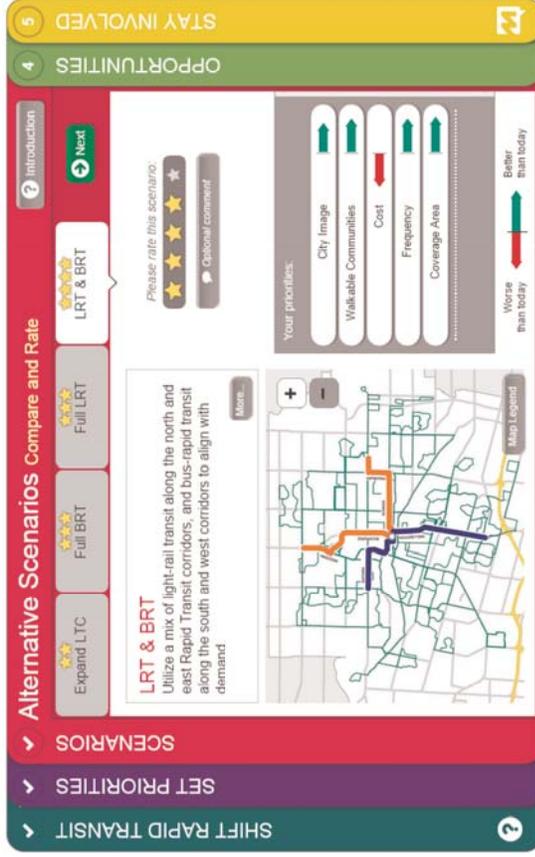
The Priority Ranking Screen is used to rank order a set of items. It's an easy and intuitive way to get quality feedback from the community on issues, objectives, topics or priorities.

# Visual Preference



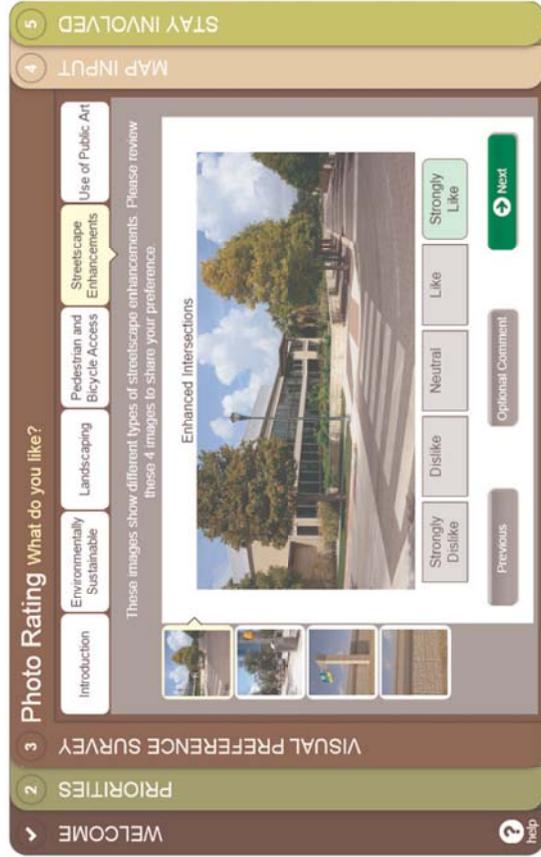
The Visual Preference Screen allows participants to select a preferred image among a set of choices. It's a fast and easy way to collect input on visual alternatives.

# Scenario Rating



The Scenario Rating Screen allows participants to learn about scenarios through visualizations and performance metrics ranked according to their top priorities before providing input.

# Image Rating



The Image Rating Screen allows participants to rate or vote on a series of images one at a time. It provides a fast and visual way for visitors to provide input on designs, concepts or options.

# Creating Great Content

Follow these best practices and advice on creating effective content for your online engagement process:

## Less Is More

Keep it simple. We all know intuitively that long blocks of text, especially if there's complex language, is a big turn off. Don't fall into the trap of writing very long introductions that cover half the screen. Very few people will read it and many will see it and will quit before they start.

Avoid using abbreviations and industry terms. Keep sentences short and to the point. Simply tell people how to give their input and how their feedback will be used.

## Be Careful What You Wish For

Adding a comment button to every question seems like a great idea until you have 10,000 comments to deal with.

Similarly, ask yourself why you are asking something. This is especially true for demographic questions - if you're not actually interested in segmenting the data based on gender, don't ask it. This can be a deterrent for engagement, or worse.

## A Picture is Worth a 1000 Words

Cliché, sure - but it's very applicable to online engagement. Images communicate 60,000 times faster than text and stir emotions incredibly effectively.

MetroQuest's strength is the visual aspect of it - take advantage of this and use images to convey your message.

## Have an Appealing Design

We help with this aspect as the major parts of MetroQuest are designed to look appealing and promote participation and sharing. Choose a color pallet that is appealing to participants - not too light, not too dark. Easy on the eyes and not distracting.

## Use Great Images

The purpose of images are to enhance the text you've written, not distract from it.

Don't use images that are overly complex or confusing. Avoid using random stock images - try to go out and take photos in your community. If you do use other's images, make sure that you get the proper license to use them.

## Keep It Short

Attention spans are short - make sure that your visitors don't lose focus or get bored. Aim for a 5-minute experience.

With only 5 minutes of someone's attention and 5 MetroQuest screens, you have about 1 minute per screen. Keep in mind that more complex screen types will require more time.

## Craft Powerful Calls-to-Action

To drive participants to take action use concise calls-to-action. This includes the titles you choose for each screen type. Be clear with actionable instructions - don't ramble on. For example, a Ranking screen title should be something like "Rank Your Top 5 Priorities", not "Please Let Us Know Which Potential Community Directions You Would Prefer".

## Support Multiple Languages

In many regions two or more languages need to be supported to ensure that your project is accessible to all community members. We'll be happy to use your translated content to create MetroQuest configurations in other languages. That way participants can simply toggle to the language of their choice.

