

**Kirkland's Innovative Housing Demonstration Program;
An Evaluation Strategy**

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February 2006

ATTACHMENT	<u>6</u>
<u>80N06-00004</u>	

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Introduction-

Kirkland's Innovative Housing Demonstration Project Ordinance #3856 (Appendix A), which was passed in September 2002, was the outgrowth from recommendations by the Kirkland Housing Task Force to have greater housing choice and affordability. The City Council created the task force in March 2000 following lack of significant progress in meeting the targets for affordable housing which were part of the 1995 Comprehensive Plan update. Innovative housing was focused upon as a means to increase housing choice and affordability by encouraging new housing types within the City, including small lot single-family development, cottage housing, and duplexes and triplexes designed to look like single-family homes. As household sizes in Kirkland decrease, there is also a need for housing that fits this demographic change, especially within single-family neighborhoods where many people choose to live. Thus, Kirkland's Innovative Housing ordinance encourages a variety of housing types, including cottage housing.

In looking at the history of cottage homes, one of the early precursors to recent housing projects are the Pine Street Cottages, which were built in Seattle in the early 1900's and then renovated in the 1990's. Within Washington state, a resurgence of interest in these smaller homes came about in the 1990's as household sizes continued to decrease, housing prices increased, and cities looked to promoting greater housing choice and affordability. In 1995, a housing project, called the Third Street cottages, in the City of Langley on Whidbey Island led the way for the more recent innovative housing projects within the Puget Sound area. Although small homes on smaller lots are nothing new in the American housing inventory, what was novel about this approach was its blend of detached single-family homes clustered around a shared open space which is often owned communally. In many instances, a cottage development is sold as condominium units, thus, emerging as a blend of single-family and multi-family housing. Some of the benefits of this housing typology include a sense of community and security amongst the clustered homes (generally 4 -12 homes); smaller homes tailored to the needs of smaller households; and more efficient land use within already developed urban residential areas.

Since 1995, other cities in Washington State have developed cottage housing ordinances to allow this innovative housing, with many approving this as a conditional use or allowing just a few such projects to evaluate their acceptability to their citizens. Some cities have adopted broad innovative housing ordinances, which regulate both cottages and other types of housing: Seattle (1998), Kirkland (2002), and Redmond (2005). The following includes cities that have adopted housing ordinances specific only to cottage developments: Langley (1995), Shoreline (2000), and Redmond (2002). Given that cottage developments are a new housing type, there are varying degrees of acceptance for these projects that are located within lower density single-family zones. The following are some of the concerns which have been raised about cottage developments: their individual home and site design; parking and increased traffic; and the impact upon the property values of nearby homes.

In this document, I will provide some evaluation strategies for evaluating the two current innovative housing projects in Kirkland. City Council has indicated that such an evaluation is desired before they consider a permanent ordinance to allow additional innovative housing projects. The background information and comparative analysis with other cities is intended to provide some guidance for Kirkland policy makers as they review whether any modifications are necessary to the existing ordinance. Given the pressure for infill development in residential areas, it is important to consider if these housing types are well suited to single-family areas. Thus, an evaluation of the two current projects will help ascertain if the ordinance sets forth adequate guidelines for achieving the goals desired by Kirkland residents and their civic leaders.

Chapter 1 – Background

The Kirkland Housing Task Force which met sixteen times from July 2000 to October 2001 was comprised of members representing different interests and backgrounds. They were asked to explore housing issues in Kirkland, and to outline specific strategies related to these that could be implemented. In their November 2001 Final Recommendation Report, the Housing Task Force outlined the following six strategies. The first three require review by the Planning Commission because of the need to amend either the Zoning Code or the Comprehensive Plan: The strategies they recommended are the following:

- Transit-Oriented Development- Explore opportunities to develop TOD housing at Kirkland's three Park and Ride facilities.
- Innovative Housing- Adopt regulations to allow styles of: cottages, small-lot single-family homes, and multiplex units designed to look like single-family homes, in order to create more housing choice and affordability.
- Market Provision of Affordable Housing- Encourage developers to provide affordable housing through incentives, modified review process, and flexibility in development standards.

The following three strategies do not require specific action by the Planning Commission.

- Preservation of Affordable Housing- Identify and support the preservation of affordable housing through various means.
- Subsidization of Affordable Housing- Utilize various means to subsidize affordable housing.
- Education- This is an important component of each strategy, as well as, a strategy in itself. An educational campaign can achieve many results, including the following: a.) create a greater awareness of housing issues in Kirkland; b.) involve more citizens in addressing this issue; and c.) increase public acceptance of solutions.

Therefore, the adoption of the Interim Innovative Housing Ordinance #3856 was a direct outgrowth of these recommendations.

The cost of housing in Kirkland has continued to grow, and will begin to exclude a larger group of people unless strategies are implemented to retain and develop housing for all income levels. A recent snapshot of the Kirkland housing market came from summer 2005 when the Public Works department sought information about new housing costs to determine regulations for street improvements. There were 83 new single-family homes listed for sale on August 24, 2005 in the 98033 zip code, with the lowest price home at \$545,000 and the highest priced home at \$3.75 million. (Windermere Realty) The majority of the homes, 76% or 63 homes were priced above \$1 million.

Compact and cottage homes do provide a less expensive alternative to the new single-family homes (cited above) being built in Kirkland. The smaller lots and smaller dwellings result in a sales price range of high \$300s to \$500,000s. The King County Budget Office stated that in Spring 2000 a household would have to earn 200% of the median income for King County (\$56,286) to afford a new single-family detached home at the price of \$378,000. The median household income in Kirkland in 2000 was \$60,332 (U.S. Census) which would fall very short of affording any of the new construction homes as cited above, and even the compact and cottage homes would be beyond the means of median income households.

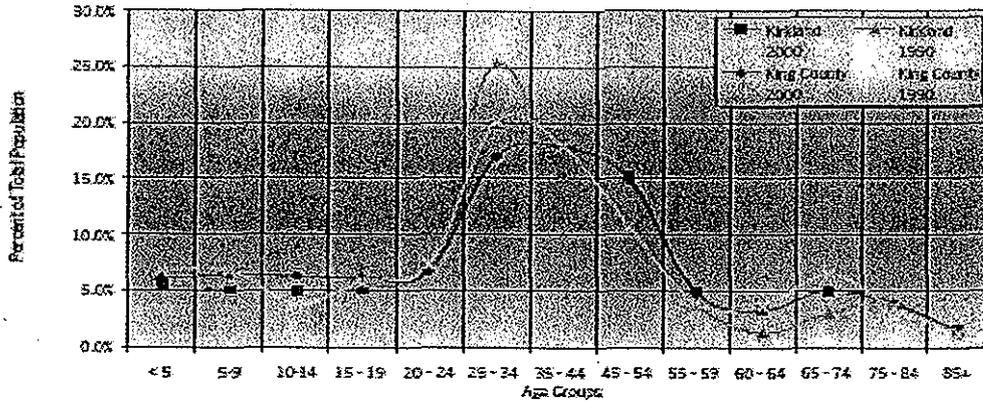
If the City decides that a goal for innovative housing is to provide both choice and affordability, then it will be important to address how incentives to developers can be offered so that some units can be affordable. This may also require some flexibility in development standards. An example of this can be found in Seattle's Ravenna Cottages, selected through their housing Demonstration Project. Three carriage homes were allowed to be built atop the nine-car garage located on the alley. These units provided several benefits: screening freeway noise from the development and decreasing the development costs for the project by 11% (also construction costs decreased from \$236 to \$210 per

square foot) by increasing the density. (City of Seattle: Evaluation of 1998-2001 Demonstration Program for Innovative Housing Design, p. 64)

Another housing issue that the Kirkland Housing Task Force examined was the change in demographics for city residents. The 2000 Census listed the average household size for Kirkland as 2.13 persons, with 2.3 persons per owner-occupied housing units and 1.91 persons per renter-occupied units. Yet the new construction single-family homes are often getting larger as household sizes decrease. Allowing smaller housing types in single-family neighborhoods can allow for a variety of smaller households who wish to live in these neighborhoods: empty nester couples, singles- either working professionals or elderly, single-parent and other smaller family households. An evaluation of the two current innovative housing projects may find it very useful to survey the current residents who have chosen these homes. Their demographics can then be compared against the likely population trends for Kirkland to ascertain the desirability and demand for smaller homes on smaller lots, and the community aspect of the project's design.

The following chart shows the shift towards an older population in Kirkland during the period 1990-2000. This trend is predicted to continue as the Baby Boomers reach retirement age. There are great implications of this aging population in terms of their housing needs. Many will wish to remain in the cities and neighborhoods they call home, yet will not necessarily want to remain in their larger homes. Therefore, this population will likely be seeking smaller residences which could include cottages or compact homes, accessory dwelling units (ADUs), and condominiums.

Population Distribution by Age
1990-2000



Source: City of Kirkland website: Community Profile, U.S. Census data

At this time, there is a rental option for smaller households seeking to live in Kirkland's single-family neighborhoods, and that is by living in an accessory dwelling unit (ADU). These detached or attached units have been allowed in Kirkland's single-family neighborhoods and have been well accepted, with 100 permits issued from 1995-2005. Appendix B gives a summary of the number of units per neighborhood. It can be considered whether ADUs should be allowed in innovative housing projects as a means of providing yet more choice in housing size and type, especially for smaller households.

Chapter 2 – Policy

Goals Stated Within Housing Ordinance

As the concept of innovative housing has spread amongst Puget Sound cities, followed by the subsequent housing development, there has been both learning and sharing between different municipalities. Cities have examined the existing regulations in other jurisdictions, and developed their own ordinances to regulate these housing types. The stated goals within these ordinances often address GMA requirements for their city, and are delineated in either general or specific terms. The following is a comparison of the ordinances of the three cities of Kirkland, Redmond, and Shoreline which outlines some of the similarities and differences.

Comparison of Stated Goals for Innovative and Cottage Housing

Kirkland – Innovative Housing: Interim Ordinance 3856

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

Shoreline – Cottage Housing: Ordinance 20.40.300

- Support the growth management goal of more efficient use of urban residential land;
- Support development of diverse housing in accordance with Framework Goal 3 of the Shoreline Comprehensive Plan;
- Increase the variety of housing types available for smaller households;
- Provide opportunities for small, detached dwelling units within an existing neighborhood;
- Provide opportunities for creative, diverse, and high quality infill development;
- Provide development compatible with existing neighborhoods with less overall bulk and scale than standard sized single-family detached dwellings;
- Encourage the creation of useable open space for residents through flexibility in density and design.

Redmond – Cottage Housing Developments: Ordinance 20C.30.52

- Provide a housing type that responds to changing household sizes and ages (e.g., retirees, small families, single person households)

- Provide opportunities for ownership of small, detached dwelling units within a single-family neighborhood;
- Encourage creation of more useable open space for residents of the development through flexibility in density and lot standards;
- Support the growth management goal of more efficient use of urban residential land;
- Provide guidelines to ensure compatibility with surrounding land uses

In summary, all three cities cite the following goals within their innovative housing ordinance:

- Land Use: Project(s) to be sited within single-family neighborhoods
- Housing Choice: More choices
Smaller homes
- Housing Design: Flexibility of standards
Provide design guidelines

The cities of Redmond and Shoreline also cite these additional goals:

- Land Use: Compliance with GMA
Promote useable open space

The City of Kirkland has the following additional goal:

- Housing Choice: Increase affordability

As the Kirkland Planning Commission and Kirkland City Council review the existing Innovative Housing Ordinance, it can be considered whether there should be any modifications of its stated goals. The goals within an ordinance provide an opportunity for establishing measurable objectives, which can then help policy makers and residents review if the goals have been met.

Comparison of Different Cities' Review Process of Innovative Housing

Each municipality sets forth different guidelines in their code and ordinances to regulate innovative housing. An important component is the prescribing of who shall be the reviewing body for these innovative housing projects, and what guidelines the developers and architects must adhere to for these projects. The type of review body will also affect the amount and type of public participation that will be allowed in the review process, thus,

it is important to consider the desired role for the public as a review process is chosen and then codified in a city ordinance. The Housing Partnership, a nonprofit organization in King County dedicated to increasing the supply of affordable housing, offers the following recommendation:

“Rather than codifying all parameters of cottage development, jurisdictions should consider a more informal approach of design guidelines and design review. These processes, which should be handled administratively, allow a developer and city to work together to craft a development that meets community needs and works well with the site and target market.”(Cottage Housing in Your Community, June 2001)

Thus, the Housing Partnership cautions against being too prescriptive so that there is flexibility for the city and developer to work out an agreeable design.

The following table compares how cities review their innovative housing projects:

Review Process for Innovative Housing							
(as specified in relevant ordinance)							
Cities	Applicable Guidelines		Review Body				
	Specific Innovative Housing design guidelines	General multifamily design guidelines	Administrative Review (staff)	Planning Commission	City Council	Hearing Examiner	Design Review Board
Kirkland	X		X		X	X	
Redmond	X		X				
Shoreline	X		X				
Seattle	X		X				X
Woodinville		X	X				
Poulsbo		X	X		X		
Bothell		X	X				
Mukilteo	X		X			X	

Chapter 3- Two Innovative Housing Demonstration Projects

Kirkland City Council adopted an interim ordinance on September 3, 2002 to allow up to five innovative housing projects to develop housing choices that were not available in the single-family neighborhoods. Applicants were invited to submit their proposals for review and selection. Five applications were submitted, with four located in the North Rose Hill neighborhood and one in the South Rose Hill neighborhood. The Planning Commission was authorized under the ordinance to select up to five projects, however, no more than two could have the same housing type and there could be no more than two projects in a neighborhood. Thus, due to the housing types and locations proposed, only three of the five were able to be selected. The design of the only project in another neighborhood, South Rose Hill, was not viewed as meeting the goals of compatibility with its surrounding neighborhood, and thus, was not selected.

On December 5, 2002, the Planning Commission selected the two projects submitted by applicants: Camwest Development and the Cottage Company. These projects were then required to undergo the Process IIB review which includes the following: a.) neighborhood meeting; b.) public notice to property owners within 500 feet of project; c.) a hearing before the City's Hearing Examiner; and d.) final decision by the City Council. Thus, each selected project was to undergo an evaluation by staff and policy makers, while also allowing public input.

Description of Selected Demonstration Projects

Project Name: Danielson Grove

Applicant: The Cottage Company

The applicant proposed subdividing a 97, 929 square foot lot (2.25 acres) RSX 7.2 zoned single-family into 16 single-family lots to construct 14 compact, detached homes and 2 detached cottages. The compact single-family homes were required to be less than 1,500 square feet per the ordinance, with a height limit of two stories. The cottage housing was limited to under 1,000 square feet and no more than one story (or 15 feet) in height. The

project had to comply with the maximum building height regulations of 30' for RSX 7.2 zones, and the applicant proposed heights of 22'3" to 28'9" depending upon the grade at each building site. The compact homes were 2-3 bedrooms, 2+ bath and the cottage homes were 1-2 bedroom, 1 bath. A Commons building was also proposed that would be one story and be approximately 572 square feet in size.

Danielson Grove						
Housing Type	Bedrooms	Baths	Lot Size	Living Area	Ground floor area (excluding porches & decks)	Sales Price
15 Compact SF homes	9 3-bedroom	1.75-2.25 bath	2,185-3,072sq.ft.	1,320-	850-960sq.ft..	\$570-\$599K
	6 2-bedroom	2-2.5 bath		1700sq.ft.		
2 Cottages	1 2-bedroom	1 bath	2,318	890sq.ft.	890sq.ft.	Unknown
	1 1-bedroom	1 bath	2,479sq.ft.	680sq.ft.	680sq.ft.	Unknown

Source: King County Property Tax

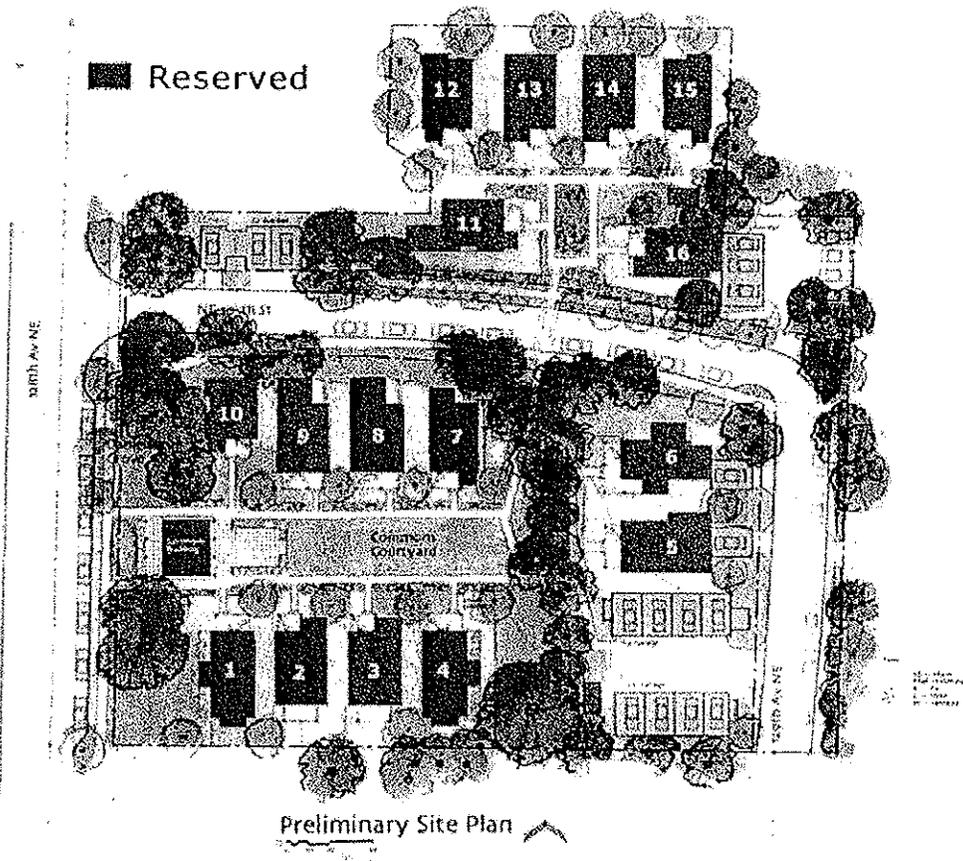
Parking- There would be six single-story parking garages to be built to accommodate a total of 16 stalls, one for each unit. Another 15 parking stalls were to be provided in 2 locations on the site to meet the total of 31 stalls required by the ordinance.

Landscaping and Site- Individual lot sizes range from 2,155 to 4,819 square feet, with the common open space at 20,261 square feet or 20.6% of the site. There were 151 healthy significant trees on the site, with 41 (27%) proposed to be retained, although 12 of the retained trees were to be potentially affected by disturbance within their driplines.

Access- To provide access to lots, the applicant proposed a new through loop public street with a 37-foot wide right-of-way dedication to the City of Kirkland. The new street was to include 2 driving lanes, parking on one side, and a sidewalk on each side.

The following site plan shows the location of the proposed homes, community building, open space, and rights-of-way.

Danielson Grove



Project Name: Kirkland Bungalows

Applicant: Camwest Development

The applicant proposed subdividing a 95,644 square foot lot (2.25 acres) RSX 7.2 zoned single-family into 15 single-family lots to construct 15 compact, detached homes. The compact single-family homes were required to be less than 1,500 square feet per the ordinance, with a height limit of two stories. The project had to comply with the maximum building height regulations of 30' for RSX 7.2 zones, and the applicant proposed heights of 22'3" to 29'8" depending upon the grade at each building site. The compact homes were 2 bedroom, 2.5 baths.

Kirkland Bungalows						
Housing Type	Bedrooms	Baths	Lot Size	Living Area	Ground floor area w/ garages (excluding porches & decks)	Sales Price
16 Compact SF homes	2 bedroom	2.5 bath	2,359-4,099sq.ft.	1,470-1,550sq.ft.	880-960sq.ft.	\$429,000-489,950

Source: King County Property Tax

Parking- Each unit was to have its own attached 1-car garage, with adequate room to park one more car on the driveway which would yield the required minimum of 30 parking spaces. A total of 4 units will have shared driveways for two units together. An additional 25 cars could be accommodated with on-street parking, for a total of 55 stalls.

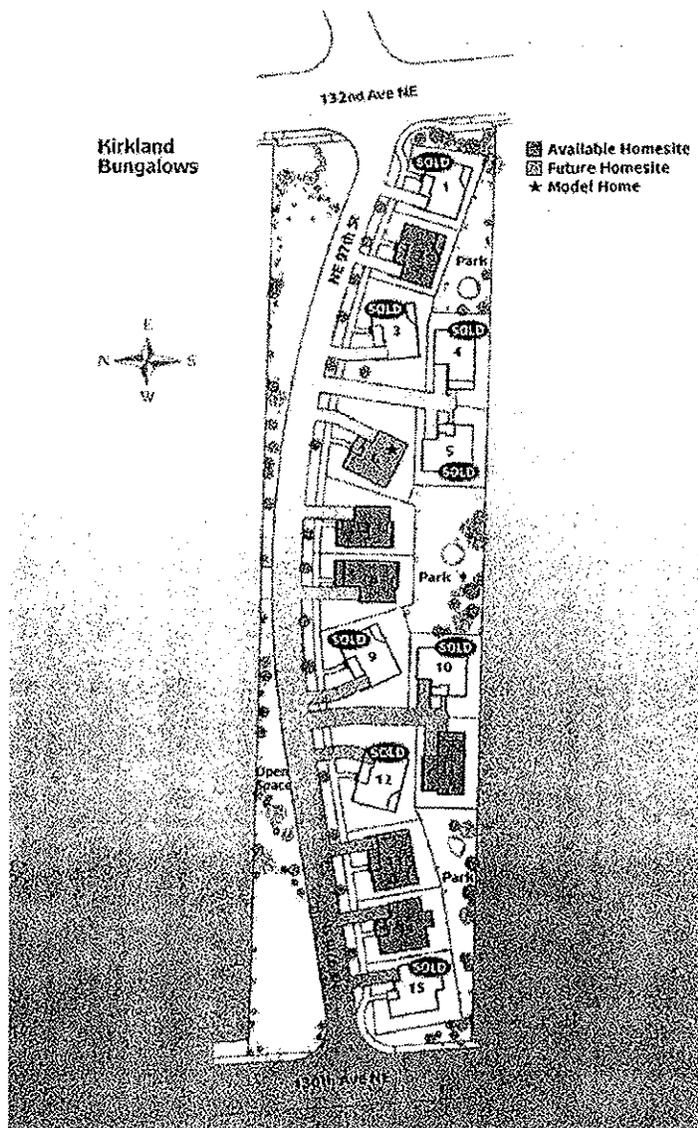
Landscaping and Site- Individual lot sizes range from 2,388 to 4,137 square feet, with the common open space at 27,370 square feet or 37.8% of the site (excluding the 35' wide right-of-way.) Some of this open space is used for stormwater retention and so is not available for active recreational use, but does provide some benefits. There were 117

healthy significant trees on the site, with 22 (18%) proposed to be retained, which is less than the required 25%.

Access- To provide access to lots, the applicant proposed a new through public street with a 35-foot wide right-of-way dedicated to the City of Kirkland. The new street was to include 2 driving lanes, with a sidewalk and parking on the south side.

The following site plan shows the location of the proposed homes, open space, and right-of-way.

Kirkland Bungalows



Ordinance #3856 Review Criteria

Ordinance #3856 specified that any innovative housing projects would also need to comply with the criteria outlined below.

Ordinance Criteria 2b.i: *The impacts of the proposed development will be no greater than the traditional development that could be constructed on the property with respect to total floor area of structures and structure sizes:*

Project site area- The two projects' site areas were of similar size:

Kirkland Bungalows:

- 95,644 square feet (2.2 acres), including 23,215 sq.ft. for new right-of-way.

Danielson Grove:

- 97,656 square feet (2.25 acres), including 18,273 sq.ft. for new right-of-way.

Subdivision of site- Under the standard development code, each site could have been subdivided to create ten 7,200 sq.ft. lots for the construction of 10 single-family homes. Ordinance 3856 allowed a 50% increase in density for compact single-family and a 100% increase in density for a cottage home. Each project developed the following number of homes:

Kirkland Bungalows: 15 compact single-family homes

Danielson Grove: 14 compact single-family homes and 2 cottages.

FAR- The FAR in the RSX 7.2 zone is 50%. Under the standard development regulations, 10 homes would have yielded 36,000sq.ft. of floor area. Some units on their lots exceed the 50% FAR, however, that doesn't consider the communal open space. The overall project FAR is significantly below the requirement. The two projects have the following total floor area and FAR:

Kirkland Bungalows

- Total floor area- Approximately 22,500sq.ft
- FAR: 31%

Danielson Grove

- Total floor area- 25,640sq.ft.
- FAR: 32%

Ordinance Criteria 2b.ii: *The proposal is not larger in scale and is compatible with surrounding development with respect to size of units, building heights, roof forms, building setbacks from each other and property lines, number of parking spaces, parking location and screening, and lot coverage.*

Size of Units- The standard development regulation would allow a FAR of 50% which could yield a home of 3,600 sq.ft for the standard 7,200 sq.ft lot.

Kirkland Bungalows- The living area for the units ranges from 1,470-1,550 sq.ft with a range of 1,690-1,770 sq.ft. when the attached garages are included.

Danielson Grove- The living area for the units ranges from 680 – 1700 sq.ft.

These square footage calculations include items that were allowed to be excluded from the 1,500 square foot floor area limitations. These items include second floor areas under the slope of a roof with six feet or less of headroom and architectural projections such as bay windows.

Building Height- The standard development regulation for building height in the RSX 7.2 zone is a limit of 30 feet, and each of the projects kept buildings under that height.

Kirkland Bungalows-

- Building heights were 22'3"-29'8" with pitched roofs, roof overhangs, and dormers to add architectural details.

Danielson Grove-

- Building heights were 22'3" – 28'9" with pitched roofs, roof overhangs, and dormers, and exposed rafter tails to add architectural details.

Setbacks- The standard development regulations are the following setbacks: front-20', rear-10', and sides -5'.

Kirkland Bungalows-

- The project varies from the standard code, with the majority of the projects having a 10-15' front setback, 5' side setbacks, 6 of the 15 units having a rear setback of 5-10'.

Danielson Grove-

- The front yard setback is difficult to interpret and apply when units face onto a common open space. All units meet the 5' side setbacks and 10' rear setbacks.

Parking- The standard code for RSX 7.2 zoning is for 2 parking stalls per unit. There is no mandate on screening of parked vehicles. There are, however, design guidelines for the relationship of the garage to the house if the garage is located on the front facade. Ordinance #3856 specifies location of parking stalls for innovative housing projects.

Kirkland Bungalows-

- This project provides 30 on-site parking stalls in either garage or driveway, thus, meeting the regulation. There are an additional 25 stalls for on-street parking.

Danielson Grove-

- This project provides 31 parking stalls, and used the regulations in Ordinance 3856 which allowed 1.5 stalls for cottage housing units under 1,000 square feet. The project divided the location of the stalls between detached garage structures, open parking stalls, and on-street parking in the new right-of-way through the project. It also provided the necessary screening of the parking to meet the regulations for innovative housing.

Lot coverage- The standard is 50% for single family zoning RSX 7.2.

Kirkland Bungalows-

- The lot coverage is approximately 30%.

Danielson Grove-

- The lot coverage is less than 50%.

Ordinance Criteria 2b.iii: *The proposal provides elements that contribute to a sense of community within the development by including elements such as front porches, common open space, and common buildings or common spaces within buildings.*

Elements promoting community- There are no specific standard regulations requiring this for single-family residences.

Kirkland Bungalows-

- Each unit has a front porch of at least 60sq.ft (porch is only required for cottages) to promote interaction amongst neighbors.
- Units are clustered around common open spaces at the rear of the units, providing opportunities for residents to meet and socialize with their neighbors.

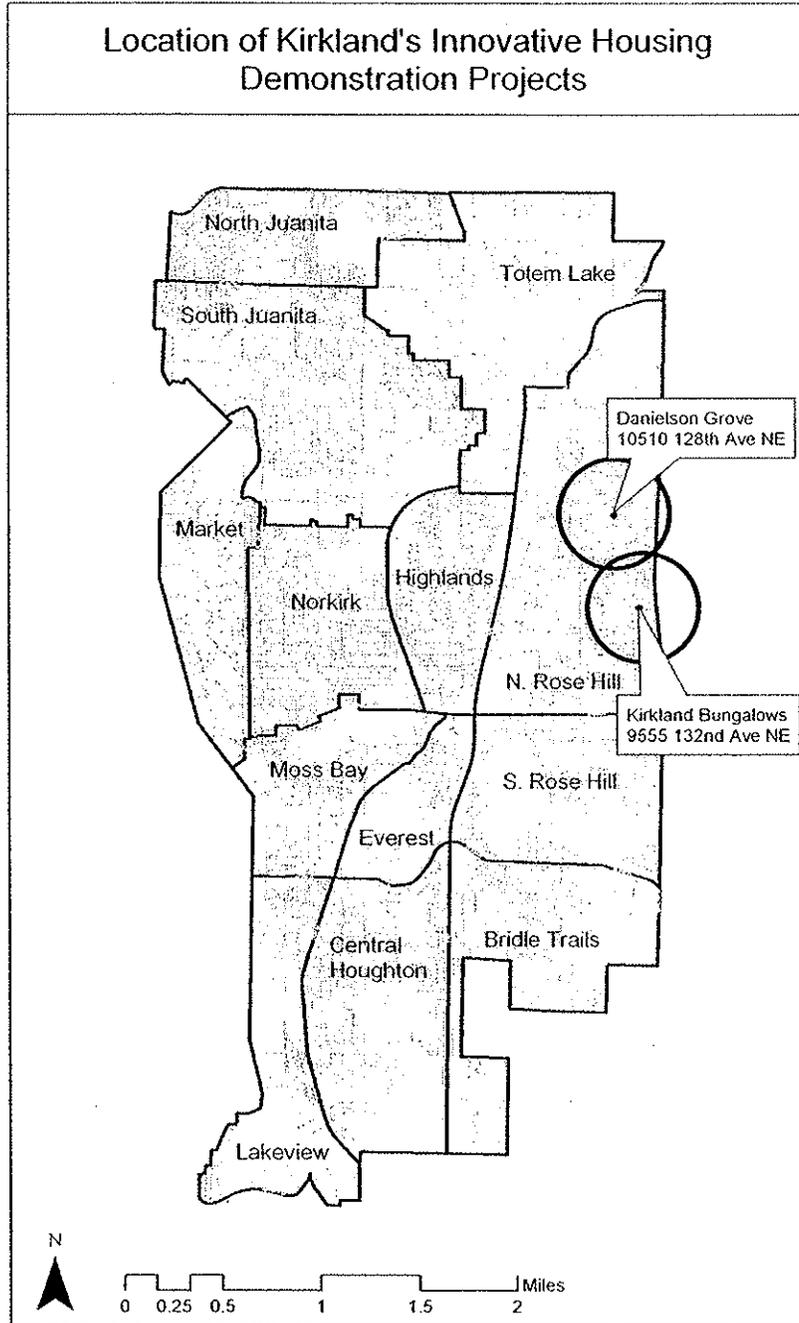
Danielson Grove-

- Each unit has a front porch of at least 70sq.ft, with the 2 cottages meeting the size requirement of an 80sq.ft.porch.
- Eight of the units (50%) also have a rear deck which provides another opportunity for neighbors to interact. The units are clustered on two common open spaces, thus, providing more opportunity to meet neighbors.

Summary

The two innovative housing projects are consistent with surrounding single-family development and with many of the standard development regulations, such as: lot coverage, FAR, parking (Kirkland Bungalows), height, and tree retention (Danielson Grove). The areas where they have needed and used the flexibility allowed in Ordinance #3856 include the following: setbacks, parking (Danielson Grove), tree retention (Kirkland Bungalows), lot sizes, and number of units.

Location of Innovative Housing Projects- As stated in the interim ordinance, innovative housing projects need to be at least 1500 feet from another such project. The areas outside each circle below depict where another project could be located. As noted in the map below, the two existing projects are nearly twice the required distance from one another.



Chapter 4- Preliminary Evaluation

During 2005, city planning staff worked on the update of the Highlands Neighborhood Plan, which was to include new housing goals and policies. Staff believed that it would be very helpful for citizen representatives to visit the two existing innovative housing projects within Kirkland, as well as, examples in neighboring cities, to provide awareness of these housing typologies to be considered for the updated policies. As part of the process to update this neighborhood plan, a Highlands Working group had been established, which consisted of representatives from various stakeholder groups, to provide a diversity of perspectives on the different issues to be addressed by the plan.

The housing tour was led by Arthur Sullivan and Janet Lewine, staff from ARCH (A Regional Coalition for Housing). ARCH staff developed a very informative information packet for tour participants (Appendix C) which provided some education about the innovative housing, the related issues including design and costs, and some comparative information about other cities' projects.

On June 21, 2005, the Highlands Working group visited the following four sites:

- 1.) Stacy Property/Kirkland Bungalows: small lot single-family compact homes
132nd Av. NE at NE 97th Street, (N. Rose Hill neighborhood), Kirkland
- 2.) Danielson Grove: cottages and small lot single-family compact homes
10500 128th Ave NE, (N. Rose Hill neighborhood), Kirkland
- 3.) Conover Commons: cottages and compact homes
132nd Ave NE at NE 11th Street, (Willows-Rose Hill neighborhood), Redmond
- 4.) Claridge: small lot single-family with duplex and triplex
14788 NE 16th St., Bellevue (off 148th Ave NE, south of Bell-Red road)

There was a discussion period following the tour for participants to give their feedback about the four innovative housing projects. The following is a summary of their comments:

Site Design/Building Design

Cottages

- Liked Kirkland Bungalows best - houses at angle

- Kirkland Bungalows - liked feel of this project – good light and sense of privacy from interior
- All would fit in Highlands if dispersed throughout neighborhood
- Cottages in Redmond – too small
- Uniformity was avoided in Kirkland Bungalows
- Kirkland Bungalows - liked convex curve of street so homes face outwards & give sense of privacy; and concave curve adjoining public space for sense of community.
- Danielson – too alike with not enough modulation. Felt like barrack housing
- Advantage of Kirkland Bungalows was access to both arterials, no dead end.
- Liked Cottage Co – but too regimented. Not like the individuality of Highlands.
- 2nd floor is important, provides more privacy and more square footage
- Kirkland Bungalows best example of getting more housing in limited land.
- Lots of crawl space and under roof storage at Kirkland Bungalows. Will help people keep their cars in their garages.
- A lot of what helps is detail of architectural character- Cottages had good variety in color, detail and siding

Duplex/Triplex

- Duplex and triplex fit in well in S.F. development in the Claridge development.
- Claridge – Duplex great; Triplex not so good aesthetics
- Liked how duplex fit into the development
- Liked Bellevue example of minimal infill
- Triplex on dead end put undue burden on S.F. Better on corner.
- Another example of mix of single-family and multi-family is Cambridge Court in Bellevue where triplexes fit in with the adjoining SF.
- A lot of what helps is detail of architectural character, e.g. Claridge had good variety in facade, peak roofs, street setback.

Affordability

- Quality of design drives up price. Would like to see some of the units more affordable.
- Like idea of mixed affordability within a project.
- Significant increase in density, even if needed for affordability, will be a real problem. Neighborhood has only three access points.
- Cottage may be opportunity for more affordability if interior not quite as upscale
- Danielson could have “afforded” an affordable unit instead of recreation building.
- Like a mix (not solely dedicated to affordable) so that it's integrated.

General

- Concern that Highland neighborhood residents may resist innovative housing if it brings in lots more density.
- Some of the examples would fit into Highlands, but concern that zoning flexibility would instead lead to apartments and condos that are too large and too alike.

Parking/Garages

- Potential problem of demo projects is lack of parking within garages. Not sold on tandem or parking on street.
- Danielson Grove – garages too regimented
- Visitor parking should be accommodated.

Open space/Landscaping

- Landscape maintenance an issue if not maintained in common. Private and common areas not well defined.
- Liked layout of open space in Kirkland Bungalows. More interior open space broken up and added some creativity to development. Opposed to Danielson Grove, where it is more centrally located, and no privacy.
- Conover Commons displays how landscaping improves over time, similar to the great gardens at Cambridge Court/Resurrection Housing in Bellevue

In summary, the participants were generally receptive to the idea of cottage and compact homes within the Highlands neighborhood. Some voiced that they would not choose that for their own housing, but believed that it should be an option for others. The members of the Highlands Working Group continued to be involved with the update to the Highlands Neighborhood Plan, which included policies in support of Innovative Housing. (Appendix D) With City Council's adoption of the Highlands neighborhood plan in December 2005, there are now two neighborhoods within Kirkland that have housing policies that support innovative housing in areas zoned single-family. North Rose Hill neighborhood was the first to adopt such policies and to have the two demonstration projects.

Chapter 5 – Innovative Housing Projects in Other Cities

Main Issues Regarding Innovative Housing-

Some cities in the Puget Sound area have adopted either broad ordinances regulating innovative housing, or ordinances specific to a particular housing type, e.g., cottage housing. These new regulations have resulted in a number of housing developments, which have been located in either single-family or multi-family zones. Particularly in the case of innovative housing projects developed within single-family neighborhoods, the quality and sensitivity of their design to their surrounding context can greatly affect their acceptability to the community. This is not to infer that project quality is unimportant in multi-family zones, but there is considerable evidence within several cities that new housing typologies in single-family zones face more scrutiny and inspire greater anxiety by homeowners concerned about the resulting possible impacts of traffic, parking, economic value, etc. of these projects.

Design is often cited as one of the primary issues involving these new housing typologies, with traffic impacts as another significant concern. The Housing Partnership has written several papers about the new cottage housing developments within the Puget Sound area. In their March 2000 paper on Cottage Housing, this organization issued a note of caution to cities:

“The surest way to destroy public support for cottage development would be to build cheap little boxes that add density while degrading the aesthetics of the neighborhood. While very inexpensive cottages may provide affordability in the short run, such development will inevitably erode support for the higher densities necessary for long-term affordability.”

Thus, it is important to plan for quality projects that meet the intended goals set forth in the ordinances of each city.

In this chapter, I will describe the experience of other Puget Sound cities as they have approved and developed innovative housing projects. Few of these cities have implemented any formal evaluation of their housing projects. Most cities have relied upon the housing market to indicate whether these new housing projects are desirable to current

or incoming residents. Some cities have received positive and negative feedback from citizens, and have striven to address these concerns through public education and public meetings, to various degrees of success. Some cities, such as, Shoreline, have also proposed amendments to their existing ordinance and code to address some of the concerns raised by residents. This information can thus outline some ideas for an evaluation strategy for the two existing innovative housing projects in the City of Kirkland. The lessons learned from other cities can be useful to Kirkland's city officials and residents as they decide whether to make permanent the existing interim ordinance authorizing innovative housing and whether there should be any modifications to the existing code.

Topic Areas

It can be helpful to separate the concerns raised by different groups into broad topic areas in order to develop appropriate evaluation strategies to examine the impact and outcome of these innovative housing projects. The cities cited below have received feedback from a number of groups, including residents, planners, developers, architects, and others regarding the various projects. The categories listed below strive to identify the primary issues and are not mutually exclusive of one another:

- Design- Includes the design and quality of the individual units, as well as, the overall site design.
- Transportation- The impacts upon traffic, and how parking is handled
- Economic- Impact of development upon nearby homes and neighborhood, affordability of units, and resale value
- Land Use & Natural Environment- Impact of this increased housing density on natural environment
- Zoning and Location- Zoning regulations and the proximity of developments to each other

Innovative Housing Projects Within Other Cities

SEATTLE

Similar to the program in Kirkland, the City of Seattle began a Demonstration Program for Innovative Housing Design in 1998 to test housing concepts and acceptability of different housing design. Most of the projects selected were detached ADUs, and one cottage housing proposal, the Ravenna Cottages, by Threshold Housing was selected for the

program. The proposal was for 6 cottages and 3 carriage units (on top of a 9-car garage) to be built on a lot area of 10,500 square feet. The cottages were to be 2 bedrooms, 1.5 bath.

The Demonstration Program was revised in 1999 to create two categories of cottage housing: Type A- includes cottage housing, tandem housing, or small lot single family development and Type B- allows increased density within developments in certain circumstances. Several departures from the Demonstration ordinance were allowed, including lot coverage, lot size, and size of second story floor. The Type B allowed 50% more density (one unit per 1,067 square feet) if carriage units above the garages were provided, however, these units could not exceed the maximum height allowed for single-family homes within the area. The City of Seattle selected a cottage housing project that attempted to have the bulk and density of the project to blend in within the neighborhood.

The Demonstration Program required an evaluation phase for the selected projects. The method of evaluation for the Ravenna cottages was a questionnaire. A "Neighborhood Impact Survey" questionnaire was mailed in August 2002 to residents living within 300 feet of a cottage housing project and to residents living near several detached ADU projects. (See Appendix E) There were 42 responses received regarding the cottage housing development which are summarized in a chart below.

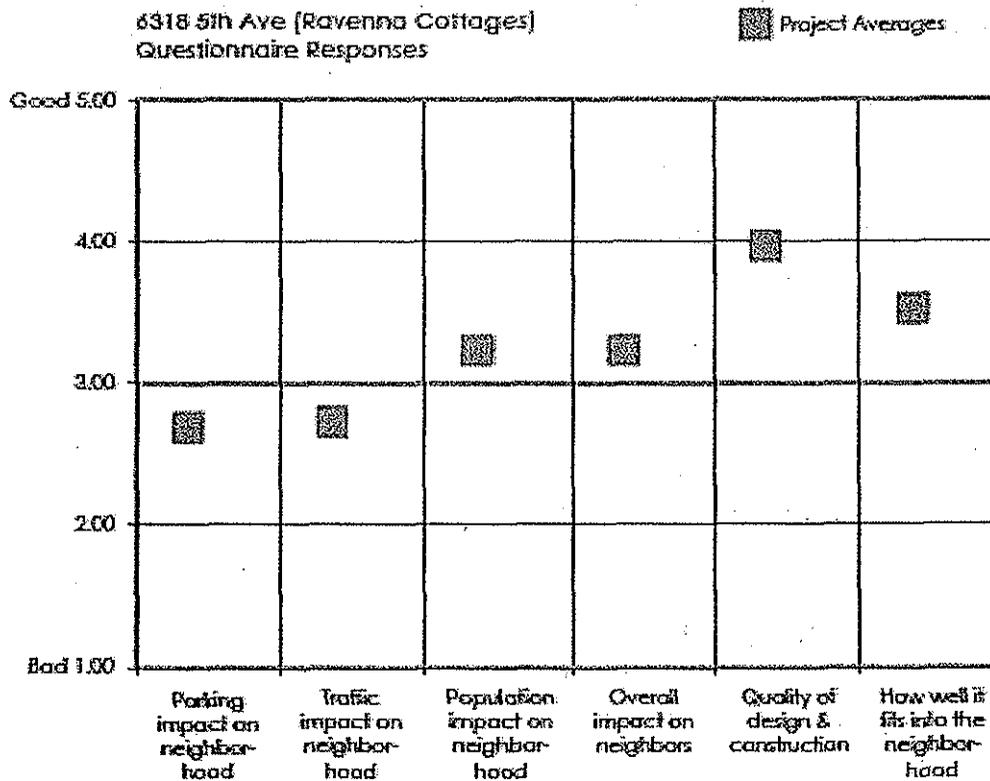
The questionnaire was composed of 12 questions which dealt with the following topics:

- Parking and traffic impact on neighborhood
- Quality of design and construction
- Compatibility with neighborhood
- Environmental impact of housing project
- Interest in building or living in cottage
- Unintended consequences

Results of Seattle's Neighborhood Survey

Cottage Impact Survey Questions			
Ravenna Cottages	28%	27%	45%
	Bad	Neutral	Good
Housing Type in General	34%	26%	40%
	Bad	Neutral	Good

Source: City of Seattle- Evaluation of the 1998-2001 Demonstration program for Innovative Housing Design



There was recognition that the more dense Project B developments might generate different questions and issues to explore, so the following questions are listed in the ordinance:

Type B Cottage Housing Demonstration Projects- The evaluation of Type B projects will include the following questions, instead of those questions listed in Ordinance 119241 for the evaluation of cottage housing development demonstration projects:

- Do the development standards already in the code for cottage housing developments, other than density limits, work for Type B cottage housing development? What development standards, including height, are appropriate for accessory structures? Should some standards be modified and if so, how?
- What was the cost of construction? How did the additional density affect the per unit cost of construction? Does the additional density result in more affordable units? What are the factors that help or hinder the affordability of this type of development?
- What do the neighbors think of this type of development? Is the number of units an issue with neighbors? What is the reaction of the residents of the housing in terms of livability of the unit and how it could be improved?
- If Design Review is to be used for this type of development, are additional design guidelines needed to address more directly the issues relevant to this type of single family development?
- Did this project provide a design concept that would likely be applicable and acceptable in other neighborhoods?
- What were the positive results of this project? What were the negative results?
- Were there any unintended consequences that need to be resolved?
- Are there certain neighborhoods or types of neighborhoods that are more appropriate for this type of development than others?

SHORELINE

History and Moratorium

As mentioned previously in Chapter 2, the City of Shoreline adopted its development code for cottage housing in the year 2000. This ordinance resulted in the construction of seven projects and a total of 55 cottage homes. Concerns had been raised by some residents about some of these developments. On August 23, 2004, Shoreline City Council voted to adopt a moratorium, thus excluding any further cottage developments until the issues could be further studied and reviewed. This moratorium has twice been extended and is due to expire in February 2006.

Subsequent Actions

Planning staff outlined in a June 2, 2005 memo to City Council that there were two alternative actions that could be taken:

- 1.) Planning Commission hold a public hearing to receive comments on the proposed alternatives for cottage housing
- 2.) Adoption of proposed amendments to achieve a more desirable and compatible cottage housing development.

The proposed amendments would limit the amount of cottage housing, but would ensure higher quality developments by addressing the issues of: over-concentration, density, parking, accessibility, open space, building form, and property values. Staff identified 15 issues, which I have grouped into the five topic areas discussed earlier, and where they may pertain to more than one topic, I have grouped them with their predominant topic:

Design

- Some cottage housing developments are too big with too many units.
- Developers are building some cottages too bulky.
- Developers are building some cottages too tall.
- Cottage housing should be ADA accessible for the elderly.

Transportation

- Cottage developments do not have enough parking on site and create overflow problems on neighbor parking strips.
- Cottage housing increases traffic in the neighborhood.

Economic

- Cottage housing seems likely to become rentals rather than owner occupied.
- Cottage housing reduces/increases neighboring appraised values.

Land Use

- Allowing double the density of the underlying zoning district is too much.
- Cottage housing appears crammed together.
- Cottage housing should preserve significant trees.

Zoning and Location

- Over-concentration and unpredictable location of cottages in single family neighborhoods.
- Cottage housing is incompatible with Shoreline's single-family neighborhoods.
- Cottage housing is another way to allow greater density in R-6 zones.

Other

- Cottage housing provisions should be reviewed every (2) years

Staff responded to the concerns raised above with new amendments to the cottage housing ordinance. Jim Soules of the Cottage Company spoke at the Shoreline City Council meeting on January 23, 2006 to urge adoption of the amendments rather than a repeal of the code. He pointed out that Shoreline had been one of the first communities to adopt a cottage housing ordinance, and therefore, simply needed to now catch up to the more rigorous guidelines being adopted by other cities to ensure good quality housing projects.

City staff note in the June 2, 2005 memo to the Shoreline Planning Commission that the Greenwood Cottages (developed by Jim Soules, The Cottage Company) is the only current development that would be able to meet the proposed code amendments. It is noted that although the amendments would limit the amount of cottage housing in Shoreline, the intent and results of the proposed amendments would be to ensure higher quality developments.

The following is a summary of some of the proposed amendments:

- Cottage housing projects limited to 8 units instead of current 12.
- Limit building bulk: 700sf on the ground floor as minimum, with 300sf for 2nd floor or all 1000sf to be ground floor
- Height limits: cottage 25', garages and community buildings 18' minimum
- Parking: Increase parking requirement to 2 stalls/unit and 1 guest stall for every 2 units.
- Reduction in density bonus from 2 to 1.75 units.
- Increase open space width: 40' distance between homes across open space.
- Location of projects: No more than 8 units shall be located within 1,000 feet from any single point in the city.

Evaluation Strategy

The City of Shoreline has utilized public hearings for citizens to share their views, which have sometimes polarized the different viewpoints rather than achieving reconciliation and consensus. There was concern about the economic impact of the cottage homes upon their

neighbors, so city staff reviewed the properties adjacent to several cottage housing and found there to be no difference. A review of property values for those properties abutting three cottage developments (these developments were selected because they had been constructed years before) revealed that their property values increased at 6.5% both before and after the presence of the cottages. This information did not ease fears of residents; they continued to cite concerns of negative impacts upon their property values at public hearings.

At the February 13, 2006 City Council meeting, the City Council voted to repeal the cottage housing ordinance, thus ending the near term possibility of any further cottage housing projects. Before the Council voted, planning staff outlined the following more stringent review process for cottage housing: a.) pre-application meeting; b.) staff screens up to 4 projects twice a year, for a total of 8 projects per year to be reviewed; c.) neighborhood meeting held with staff; and d.) a public hearing for design review. The idea was to institute a competitive process which would be slow and predictable, and would result in the approval of only 2 projects per year. Yet the vote to repeal the cottage housing ordinance precluded any further evaluation process for cottage housing in Shoreline.

REDMOND

Redmond adopted a cottage housing ordinance in June 2002, and gave approval for its first cottage housing project called Conover Commons developed by The Cottage Company. (See Appendix C for description). This housing development offers both cottages and small lot homes; the first phase of 12 cottages was completed in Fall 2005, with the second phase with twelve small lot homes and one carriage home to be completed in Spring 2006. According to Redmond planning staff, the Conover Commons development has been greeted with praise for its design; no formal review is planned at this time. Redmond is relying upon the market to indicate the desirability of this housing type.

Following the cottage housing ordinance cited above, Redmond City Council adopted in August 2005 a more comprehensive innovative housing ordinance which includes a range

of housing typologies, including cottage housing. City staff emphasized that there is a strong desire to ensure flexibility within the innovative housing ordinance, so that developers can “come on down and show us what you’ve got” in terms of design ideas. Redmond does not want a mandated design review process, but to have latitude for selecting desired projects that may need to be allowed some departures from the code. As of February 2006, there has been only one more innovative housing project submitted for review, however, no others have been approved. Redmond is yet to apply its innovative housing development regulations to any other project beyond Conover Commons.

POULSBO

The City of Poulsbo does not have an ordinance specific to innovative housing. A project currently underway is called Poulsbo Place, a 30 acre site, which will ultimately have 314 housing units of a wide range of housing options: condominiums, cottage and compact homes, duplex, attached, and live-work units. It was designated as a Master Plan and thus needed a minimum lot area of 20 acres. It was reviewed by the City Council for approval. According to staff, the city’s subdivision process doesn’t give much discretion for design, so the Master Plan approval process allows for more discussion and review.. The units are individually owned, with a condominium association for ownership of the common open space. It was learned during Phase I that 1-car garages and 1 parking space per unit on the street led to inadequate parking (especially as items were stored in the garages). Phase II had widened streets and 2 spaces per unit on-street parking and resulted in a more pedestrian friendly, walkable design.

BOTHELL

There is a significant housing boom occurring within Bothell, and the primary housing typology being developed are detached condominiums which often look very similar to cottage or compact homes. City staff stated that several large projects between 50-100 units are underway, all of which must be located within areas zoned medium multifamily density (8 dwelling units/acre). Thus, these projects are more concerned with good design internal to the project than of compatibility with single-family homes. In the same time period that 300-400 detached condominiums have been built, there have been only about

50 single-family homes being built. Staff cited that there are less people seeking the new single-family units because of their high price, often nearly \$1,000,000 due to the large lots and large homes.

The detached condominiums are popular for a number of reasons:

- less yard care
- smaller homes to maintain
- more public amenities-parks, trails
- lower cost than single-family homes
- greater protection of natural environment due to clustering of homes
- mix of residents- income levels, age, and household type
- less liability about construction of neighboring units because detached

The review process for the detached condominiums is administrative review by staff, following the design standards built into the code; there is no design review board. Staff have insisted on high standards of developers and have warned that good projects will help ensure the continuation of flexible standards. By holding developers to high standards, they then compete with one another for an attractive product, thus, raising the bar rather than the reverse strategy of seeking a lower cost, lower-quality design. Staff appreciate the flexibility of the regulations for multifamily projects to cluster homes, protect more of the natural environment, and urge shared driveways and smaller easements.

Summary

Several important lessons can be learned from these other cities experimenting with innovative housing styles:

1. Build flexibility into the regulations so that there can be discretion on the part of staff or reviewing body to approve a design that meets the desired goals;
2. Adapt regulations as needed when problems or new situations arise;
3. Create ongoing monitoring of projects;

4. Recognize that some locations may lend themselves to particular styles or densities more than other locations- adapt the regulations as needed;
5. The market is a great indicator of the demand for housing types;
6. Encourage residents' participation in setting policies;
7. Seek residents' feedback regarding the resulting projects.

Chapter 6 – Evaluation Strategies for Kirkland’s Innovative Housing Projects

Review of Kirkland Citizen Involvement during 2000-2005 for Innovative Housing Policies

The following is a summary of the different methods utilized for involving Kirkland citizens in the discussion and development of the current interim innovative housing ordinance, as well as, the resulting two demonstration projects in Kirkland.

- Citizen Advisory Committee – In July 2000, a Housing Task Force was created at request of Kirkland City Council, which consisted of 19 members from varied backgrounds and interests plus four planning staff. They met sixteen times during the period, July 2000- October 2001, and presented a final recommendation report in November 2001.
- Public Hearings- During the period of May 2002- January 2005, there have been at least three public hearings held during City Council meetings to discuss the proposed and adopted Interim Innovative Housing Ordinance and the proposed two projects. There have been at least five additional City Council meetings during that same period with innovative housing on the agenda, with the opportunity for public comment.
- Planning Commission meetings- In December 2002, the Planning Commission selected two demonstration housing projects in the North Rose Hill neighborhood. The topic of Innovative Housing was discussed at a number of Planning Commission meetings from 2002-2005, with the opportunity for public comment.
- Citywide Presentation - On June 17, 2002 there was a presentation to the general public about innovative housing styles. Speakers included Jim Soules, developer of cottage housing in Shoreline and Langley.
- Housing Tours- There have been two tours to visit cottage and innovative housing projects which have included: City Council members, Planning Commissioners,

Houghton Community Council (November 13, 2002), and Highlands Working group (June 21, 2005).

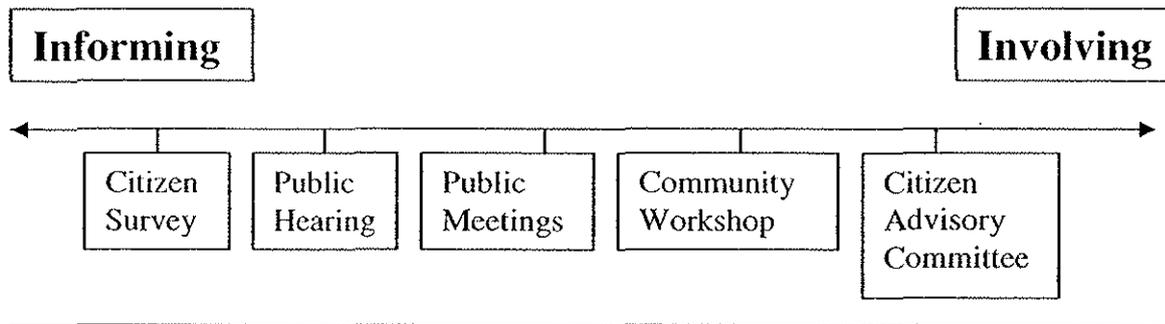
- Neighborhood Meetings and Groups-

- a.) During 2000- 2003, staff worked with a focus group from the N. Rose Hill neighborhood about housing and other issues, which concluded with housing policies in their ten-year neighborhood plan update that support innovative housing.

- b.) In 2003, staff presented information regarding innovative housing to Norkirk and S. Rose Hill/ Bridle Trails neighborhood associations.

- c.) In 2004-2005, staff worked with the Highlands Working Group (a focus group) to update their neighborhood plan and develop housing policies that allow innovative housing.

The following graphic outlines some different public involvement methods along a continuum of seeking to inform and involve citizens about various issues. It is interesting to note that the public process since the year 2000 for Kirkland citizens has included methods from different points along this continuum. This utilization of a variety of public participation methods could be considered a positive aspect of the past public process because there was not an overdependence upon one method. More importantly, it also reveals that the focus has not been solely upon informing citizens regarding innovative housing, but that there has been encouragement and opportunities for direct involvement of citizens as well. As noted in the Summer 2003 newsletter, About Growth, by the Washington Department of Community, Trade, and Economic Development: "Successful communities are those that can work together to make sound collective decisions. Public participation in the planning process is an opportunity, perhaps the best opportunity, for communities to learn to work together effectively."



Citizen Survey- is used to gather information regarding citizen attitudes, values, and priorities. Types of surveys include: mailed questionnaire, questionnaire in newspaper, and on-line survey.

Public Hearing- allows the public to comment on proposed plans and/or projects before officials make a final decision. This meeting allows proponents and opponents to voice their opinions, however, it is not a conflict resolution method.

Public Meetings- can inform, educate, or facilitate interaction and dialogue. It is necessary to clearly state the purpose of the meeting.

Community Workshop- uses small groups of 6-9 people to discuss a topic and generate ideas, with each group reporting back to the whole group at the end of the workshop. This method can help to develop consensus amongst participants.

Citizen Advisory Committee- can offer advice to elected officials on a particular plan, project, or program. It is important to have representation from a cross-section of community interests. Some of the outcomes this can generate are: identification of obstacles; develop interest in land use planning; and resolution of conflicts between interest groups.

Designing an Evaluation Strategy

There are a number of factors that must be addressed when designing an evaluation strategy for the two innovative housing demonstration projects:

1. Who should be asked for feedback/opinion? Possible participants include the following: general population, nearby residents, residents from the two innovative housing projects, developers, public works, building, and fire staff, etc. Each will provide a unique perspective due to how they perceive and are affected by these two demonstration housing projects. Similarities and differences of opinion may be found not only between individuals but also between these different groups.
2. Will the evaluation be a one-time or ongoing event? In conjunction with deciding upon the target population for feedback, it is important to ascertain whether a one-time evaluation will meet the goals for information, or whether an ongoing or periodic evaluation is the best strategy. For instance, there were only two housing projects selected and approved for development under the current interim ordinance, with the goal that these would be evaluated before approval of any additional projects.

If a periodic evaluation is desired, some examples might be: some form of annual review or review after a certain number of projects is completed. A significant drawback to ongoing review is the possibility of a reversal of previous decisions if the public support and opinion should change. A benefit of ongoing review is to monitor public opinion and have the opportunity for policy makers, planners, etc. to respond before the concerns rise to a level of significant opposition.

3. What form will the evaluation take? There are a large range of possible evaluation strategies. Factors that help decide amongst these include: time and resources available; best strategy for the information sought; and direct versus indirect solicitation of feedback (e.g., mailed questionnaire versus face-to-face interview).
4. How will the information be utilized? When feedback is sought from any groups of people, whether they are residents or transportation experts or developers, it is important to state how this information will be used. If one or more groups have an inaccurate belief about how their opinions might affect policies or regulations, then there can be sense of being misled. Stating upfront how information will be considered

and what role it might have for policy makers will help to avoid false beliefs and unfulfilled expectations later on.

5. Public education as a separate task or part of the evaluation? The public is often in a much better position to offer informed opinions when they have been helped to fully understand all sides of an issue. There can be a tendency and desire to simplify an issue, however, the opportunity to examine all of the nuances will often result in discussions that lead to a greater number of possible solutions.

Community Response

There has been general support for the innovative housing policies and projects in Kirkland. To date, there has been some verbal, but no written feedback regarding the existing two demonstration projects and the interim innovative housing ordinance. An example is when staff attended neighborhood meetings in 2003, some concerns were voiced that cottage housing had the appearance of multifamily developments within single-family neighborhoods. At that time, neither demonstration project had been built. Many of these concerns can be addressed through design guidelines to help insure compatibility with the surrounding single-family homes.

As of January 2006, the Kirkland Bungalows have been completed and been sold, and Danielson Grove is nearing completion and being completely sold. Thus, this is an opportune time to evaluate these two projects and for policy makers to consider and decide upon adoption of permanent innovative housing regulations, and whether any modifications to the regulations are needed. As mentioned, there have been considerable opportunities for public involvement about innovative housing, especially during the period 2002-2004. It is vitally important to continue these opportunities. The Washington Department of Community, Trade, and Economic Development offers the following recommendation:

“There’s a tendency to front-load public participation into the visioning step and then abandon it as the process moves through the development and

decision-making steps...A better approach is to see the participation, or "visioning," as a multi-step process tied to the analytical work and, ultimately, the decision-making conclusion. We find that public involvement is most productive at three key steps in the process: setting goals and objectives, evaluating options, and setting priorities." Summer 2003 newsletter, About Growth.

Innovative Housing Goals

It is beneficial to re-examine the goals stated within the Kirkland interim innovative housing ordinance to guide in the process of evaluation of the existing projects. Goals can thus lead to objectives that allow for quantification and analysis.

In Kirkland's Ordinance 3856, the following are the identified goals for innovative housing:

Goal 1: *Increase both housing supply and the choice of housing styles available in the community through projects that are compatible with existing single-family developments.*

Goal 2: *Promote housing affordability through the provision of smaller homes.*

The two goals address many of the five general topic areas related to housing: design, transportation, economics, land use, and zoning/location. Each of these topic areas can then generate possible issues and concerns to explore and evaluate, some of which are listed below. It will be important to prioritize by selecting those issues most important to evaluate in terms of meeting the desired and stated goals. The next step is to choose evaluation strategies that are most suited and appropriate to the issues or concerns selected.

Possible issues and concerns to evaluate include the following:

Design- Includes the design and quality of the individual units, as well as, the overall site design. This addresses the issue of compatibility with neighboring single-family homes, which can be difficult to specify. This element is perhaps most subjective and difficult to regulate to achieve consistent and desired results, yet it is also the key issue to acceptability of new housing typologies.

- Size, bulk, and height of homes
- Architectural details- facades, variety of model, roofline, materials
- Orientation of homes to street and to common open space
- Landscaping- quality, variety, and visibility from sidewalk and street
- Adequate flexibility in regulations for superior design
- Total # of units- strict or flexibility of regulations?
- Variety of units, e.g., carriage units, desired or encouraged?

Transportation- The impacts upon traffic, and how parking is handled.

- Off-street parking meeting need
- Additional cars parked on street
- Extra trip generation- roads meeting the demand
- Availability of transit, and whether could lessen parking requirement

Economic- Impact of development upon nearby homes and neighborhood, affordability of units, and resale value.

- Economic impact to property values of adjacent homes (a comparison group could be the economic impact on SF homes adjacent to PUDs)
- Desirability of these units- # days on the market, sale versus list price
- Affordability of these units in comparison with other SF in neighborhood/city
- Resale value- how much increase, how quickly sold
- Demographic of buyers
- Encourage or not, greater density and flexible design (e.g., carriage units or ADUs) for lower unit cost?

Land Use & Natural Environment- Impact of this increased housing density on natural environment.

- Site design- Clustering of homes allowing more protection of trees?
- Drainage- preferred strategy: storm retention ponds or vaults
- Correct proportion of private and public open space for residents
- Public benefit of viewing open space- visible from street/sidewalk?

Zoning and Location- Zoning regulations and the proximity of developments to each other.

- Ideal locations for developments? Mid-block, corner?
- Within SF zone, adjacent to MF zones?
- Distance between the innovative housing projects

A Choice of Strategies

The Housing Task Force recommended education of the public as an ongoing component of any strategy. An informed citizenry will then be able to identify problem areas based on facts, not simply from fear or misconceptions. Policy makers can feel more secure in their actions regarding regulations and policies if they are supported by involved and informed residents. Thus, several strategies might best happen at the same time to reinforce involvement and education, however, staff resources of time will need to be considered.

Information-Gathering Strategies

There may be a need to get more information about the subject before involving a wider group, so that accurate information is available to disseminate and utilize in the discussion. The following is a list of some possible strategies to gather or disseminate information, as well as, some examples of information that might be helpful. Often fears and misconceptions of residents flourish in the absence of unbiased information.

Mailed questionnaires – types of information that can be gathered include:

- Demographic information on the residents of the 2 innovative housing projects
- Opinions about innovative housing from current residents in such housing.
- Opinions about innovative housing from nearby residents

Brochures, pamphlets- written information that can either be mailed out or can be left where people are likely to pick up a copy.

Real estate analysis- can provide up-to-date data and information:

- Sales price of demonstration project and nearby homes
- Number of days on the market for innovative housing
- Sales price of new construction homes within the North Rose Hill neighborhood.

Participatory Strategies

As mentioned earlier, the City of Kirkland has already utilized a variety of methods for public participation earlier in the process of instituting the housing demonstration project. Many of these can be valuable to repeat either once again or at intervals.

Engaging a large group

The following methods can be helpful for reaching out to a larger group of citizens:

1. Public workshop-visuals can be presented to a group, allows face-to-face interaction to share ideas and work toward consensus, and citizens can work towards setting goals and articulating a vision to pursue.
2. Online survey- this is very quick and immediate, and may garner a higher rate of participation than a mailed survey. May also appeal much more to a younger age group, and encourage their participation.

The power of a shared vision should never be underestimated. Sometimes a simple phrase or slogan can capture the imagination of young and old alike. Whether this is sought through a contest involving children, a discussion group of adults, or focus group meeting...there can be a certain bonding together. A possible slogan could be: "Kirkland Houses Its Own"- referring to the goal of providing housing to all of its residents, from schoolteacher to police officer to corporate head.

Engaging smaller groups

Some possible methods for engaging smaller, more select groups include:

1. Focus Groups- Seek the opinions and feedback from a small group of residents.
2. Housing Tours- Provides a direct experience to residents to view innovative projects on the ground, to see first hand how the projects fit into the context of a neighborhood.

The following chart further outlines some of these strategies, noting some of the pros and cons to each approach. The process of public education and participation does not necessarily have to be linear, and in fact, can be more useful and productive if it is organized as a series of feedback loops. There can be many goals for the processes that I have outlined, but an important one to keep in mind is the following: the education of the citizenry about important and complex issues so that they can give informed input into decisions that affect their community.

Possible Evaluation Strategies				
Method	Participants	Goal of this method	Pros	Cons
Questionnaire (mailed)	Nearby Residents to 2 Innovative Projects	Solicit feedback regarding the direct impacts of projects upon neighbors	*Offer an opportunity for neighbors to express views *Can poll residents' opinions on a variety of factors related to the projects	*Surveys don't have a high return rate *Results may be biased; those with strongest viewpoints may be more likely to respond *Respondents may believe they have greater input/influence on future actions and decisions than other city residents
Questionnaire (mailed)	Residents of 2 Innovative Projects	Solicit demographic info on residents & their feedback regarding the projects	*Demographic info of residents of 2 projects can help increase public understanding of who chooses these projects and ease fears & misconceptions *Residents of the 2 projects have a unique perspective as to how the project is successful and what hasn't worked	*Survey population is small, so need high return rate to get accurate representation of residents' viewpoints *Residents may be concerned about their privacy and may safeguard of this & their viewpoints
Questionnaire (mailed)	Kirkland residents (or random sample of residents)	Solicit feedback regarding the 2 housing projects & future development of this type of housing	*Gain a lot of feedback from residents *May identify particular areas of concern that should be addressed	*Not a method to build consensus or community vision *Results may be biased; those with strongest viewpoints may be more likely to respond

Method	Participants	Goal of this method	Pros	Cons
Online Survey	Kirkland residents	Solicit feedback regarding the 2 housing projects & future development of this type of housing	*May get responses from younger residents *Respondents may appreciate shorter time to complete vs mailed survey	*Results may be biased; those with strongest viewpoints may be more likely to respond *Need to protect against multiple responses from same respondent
Public Workshop	General public	*Build consensus *Solicit ideas *Identify problem areas	*Can help bridge differences between groups and build consensus *Participants can receive same information *Can show visuals (and design choices) to large group	*Participants may not be representative of general population *Need good facilitators, or else may raise more concerns than solutions
Housing Tours	General public or selected groups	*Educate and inform residents about other cities' housing projects.	*Provide new insights and ideas *Dispell false notions and can ease fears	*Need staff time and available vehicles *Can only accommodate a small number of residents

Conclusion

This report has provided background information on the public and staff participation that led to the interim Innovative Housing Demonstration Ordinance. Two housing projects were constructed under this ordinance, and now at completion, are ready to be evaluated. The public process that led to this point must be continued in order to gain knowledge of residents' viewpoints about new housing typologies. By engaging residents in a dialogue about their vision for their city, and pointing out some of the challenges, such as, how to have housing that can accommodate different income levels, there is the opportunity for the public and policy makers to develop solutions together.

It was clear from other cities' experience that flexibility in regulations allows for more opportunity for a housing development that meets the intended goals, good design, and the preference of residents. Most importantly, the dialogue between residents and policy makers should not end with the possible passage of new regulations. There should be ongoing monitoring and feedback such that the regulations reflect the desires of the public. It is much more difficult to recoup public support once it has waned or been lost than to continue to nurture it throughout the process of attempting new strategies and solutions.

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