

2021 Neighborhood Plan Update Framework

March 8, 2021



Moss Bay & Everest Neighborhood Plan Update

In 2021, the City of Kirkland Planning and Building Department in coordination with the neighborhoods and overall community is tasked with updating the Moss Bay and Everest Neighborhood Plans. The purpose of a neighborhood plan is to establish a vision for each neighborhood over the next 20 years that promotes the citywide goals and policies in the Comprehensive Plan.

The planning and public outreach process for updating the two neighborhood plans will be on a parallel schedule for public meetings with the City's Boards and Commissions and the public outreach process. Where appropriate, staff will utilize the same public information materials and combine public involvement activities. Two separate Working Groups made up of representatives from each neighborhood association, the business community, and other community members will work with city staff to help conduct this process. The goal is to complete the update process by the end of 2021 for adoptions with other citywide amendments to the Comprehensive Plan. Follow-up code amendments may be necessary to implement new policies in 2022.

Examples of known policy changes to consider with the Plans include: updating the Moss Bay Neighborhood Plan related to the King County Countywide Planning Policies designation of the Greater Downtown as an Urban Center, conducting a market analysis, studying how more affordable housing can be provided in the Downtown, reevaluating parking and ground floor retail strategies, and fostering equity and inclusion. Both Plans will need to include revised policies (such as land use changes, pedestrian connections, transportation improvements) reflecting recommendations from the Station Area Plan when it is completed.

Purpose of the Neighborhood Plan Update Framework

This document provides the scope of work, planning steps, questions to consider, plan outline, public outreach plan, and schedule for the process. This document is intended to help structure the formulation of neighborhood plans to make them more streamlined while still benefitting from strong public input that reflects the community's vision. This framework seeks to implement Comprehensive Plan¹ Implementation Strategy NP.4:

¹ The Comprehensive Plan establishes a vision, goals, policies, and implementation strategies for managing growth in Kirkland over the next 20 years.

Develop a comprehensive template for future neighborhood plans that provides a framework for policies addressing the possible range of issues unique to each neighborhood, recognizing that not all template items will be applicable to all neighborhoods. The intent is to make the neighborhood plans concise and streamlined.

The City seeks to complete an update to each neighborhood plan within an 8-year timeframe. Instead of devising a new update process each time, this framework will provide a loose structure from which the community and City staff can work through neighborhood plan updates.

Special note: this framework is intended to be a starting point, not a rigid structure, and the specific needs of individual neighborhoods may lead to deviations from this framework (while being consistent with and supportive of Citywide policy). The intent is to guide the updating of neighborhood plans while:

- Identifying and incorporating the diverse aspirations of Kirkland's neighborhoods;
- Focusing on the specific ways each neighborhood will implement the Comprehensive Plan;
- Minimizing redundancy between neighborhood plans and the Comprehensive Plan; and
- Doing the above as efficiently as possible to maintain public interest in the process and complete all the plans on time.

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1. Expectations for Process

Preparation of a neighborhood plan update requires strategic coordination between the neighborhood community, other stakeholders, and City staff. This Framework is predicated on key responsibilities and expectations being achieved by the participants. Table 1 summarizes fundamental expectations for a productive and efficient neighborhood plan update process.

Table 1: Expectations for Process

Expectation	Community Member Responsibility	Staff Responsibility
<i>Baseline Knowledge/Education</i>	<p>Come to meetings with an open mind and a collaborative attitude. Be open to learning about the neighborhood plan process, including what a neighborhood plan can achieve as well as its limits.</p> <p>To maximize your participation and contribution for this effort: read and understand your existing plan, think about if any changes are needed, familiarize yourself with basic principles of land use planning and urban design, and learn about the roles and responsibilities that communities have in accommodating growth anticipated for the region, and doing so in an equitable and inclusive way.</p>	<p>Establish clear expectations with neighborhoods regarding the scope of work of the update, expectations for input, and expected background knowledge (including baseline knowledge of the existing plan and underlying strengths/weaknesses of the neighborhood). Disseminate online tutorials, videos, and a digest of the existing plan to help neighborhoods become more familiar with the planning process and regional growth targets and review basic planning principles at initial meetings. Educate the community about the planning process via workshops, lectures and other means before, during, and after the plan formulation process. Create and update a neighborhood planning website – a resource that community members can access for baseline education about the City's plans, planning framework, and planning best practices.</p>
<i>Schedule</i>	<p>Recognize that the neighborhood plan is on a strict timeline so that every neighborhood plan in the City can be updated once every 8 years. Actively help to achieve this schedule by raising issues of concern early in the process – preferably by the time the first draft of the plan is presented to the community.</p>	<p>Clearly communicate expectations regarding schedule, help to identify and address concerns early in the process, and provide for meaningful public feedback.</p>

Expectation	Community Member Responsibility	Staff Responsibility
<i>Public Outreach</i>	Recognize that staff is undertaking thorough public outreach, but that no outreach is as effective as word of mouth. Visit and talk to your neighbors and members of your community that may be underrepresented in the planning process and encourage them to get involved in the planning process.	Undertake a robust, inclusive public outreach process that reaches members of the community who wouldn't typically be active participants in a plan update (including business/property owners, employees, other non-residents, apartment residents/renters, people of color, youth). Find an appropriate balance of technological outreach (e.g., web surveys, email list serves) and in-person meetings to foster meaningful input. Consider who might be impacted or benefited by the project. Consider outcomes that eliminate or minimize impacts and maximize benefits. Document public comments and measure success and limitations.
<i>Working Group</i>	Establish a clear and open communication channel between the Working Group and community members. The Working Group should actively seek to reconcile competing ideas, so staff has clear direction on the plan update, and take "ownership" of the plan. The Working Group will also be expected to present the plan at public meetings, including to Planning Commission, City Council and the Houghton Community Council, as warranted. It is anticipated that the Working Group will meet three-four times as a group in addition to attending public meetings.	Staff will recruit and select Working Group members to be sure there is a diverse group of people and interests represented on the update process. The Working Group should be comprised of 1-2 people from each of the following communities such as: neighborhood association, residents, property owners (residential/commercial), businesses, employees, non-resident interest groups, young people, elderly, Black, Indigenous, Immigrants, and People of Color (BIPOC), faith based, renters, human services, social justice, affordable housing organizations. Staff will establish a clear and open communication channel between staff, the Working Group, and community members. Make sure that decision making is transparent and that major drafts of plan updates are presented in a public forum.
<i>Vision</i>	Think broadly about what your vision is for your neighborhood, focusing on big-picture ideas and not plans for specific properties. Consider the need for plan amendments from the perspective	Help reach consensus on a vision for the neighborhood, maintaining a focus on overarching ideals for the future of the neighborhood.

	of the entire neighborhood and, the broader community, not just the issues that you're most interested in.	
Expectation	Community Member Responsibility	Staff Responsibility
<i>Plan Drafts</i>	Understand that any up-front work conducted by staff on administrative drafts of plans is intended to help guide the planning process and not presuppose the outcome. Help staff build a plan that's reflective of the community's vision by communicating ideas about plan changes early in the process, listening to your neighbors, actively seeking out feedback from community members who may not be actively involved in the planning process, and being sensitive to legal, economic, and other constraints on plan formulation. Recognize that the City Council (based on a Planning Commission recommendation) will have a final say on the content of the plan.	Transparently identify and communicate: a) changes that have been made to an existing plan; b) the rationale for the changes; c) the derivation of those changes (i.e., public comment, Comprehensive Plan policies); and d) points of disagreement or where there is uncertainty. Be upfront when there is competing direction on plan changes and clearly describe how the plan was changed.
<i>Plan Scope</i>	This is the community's plan, and it should reflect the aspirations of the neighborhood, but keep in mind that the Comprehensive Plan provides an overarching vision for the City, and neighborhood plans should be consistent with that vision. The plan should not replicate or repeat policies in the Comprehensive Plan.	Foster a plan development process that is adapted to the needs of the neighborhood and educate the neighborhood about City-wide policies in the Comprehensive Plan and elsewhere, along with regional growth objectives, that should guide the formulation of the plan.

2. Scope of Work

This section includes the scope of work for the Moss Bay and Everest neighborhood plan update as a starting point for identifying key steps in the process, milestones, and opportunities and methods for public input. Some ongoing tasks (e.g., some internal meetings, creation of a project website) are not explicitly listed here but are important to the overall process. "Planning staff" may also include the use of consultant assistance.

Task 1: Internal Kick-off Meetings. Planning staff will hold several meetings with representatives of different City departments to identify stakeholders, and discuss expectations regarding the scope of work, planned projects in the vicinity, necessary background data, and the overall schedule for the project. (Deliverables: agendas, stakeholder list, list of information needs)

Task 2: Prepare Preliminary Scope/Schedule/Outreach Plan/EIA. Planning staff will prepare a preliminary scope of work and schedule, using the materials in this framework. The scope of work will also include a detailed public outreach plan. The scope will begin with development of the Equity Impact Assessment (EIA) at this stage (see Section 7 below), designed to foster meaningful, focused input while reaching members of the community that may not be typically actively involved in a neighborhood planning project, including property/business owners, employees, non-resident interest groups, young people, the elderly, and Black, Indigenous/Immigrants, and People of Color (BIPOC). (Deliverables: scope of work, schedule, public outreach plan, draft EIA)

Task 3: Prepare Background Data. As part of this task, Planning staff will begin to collect background data and compile a fact sheet about the neighborhood and base map. The fact sheet could include information about socio, economic, racial data, the potential for enhanced transit service, opportunities for bike and pedestrian linkages to achieve the City's 10-minute neighborhood walk goal, likely growth in the area, environmental issues, tax revenue generation, and other data to help understand how the neighborhood functions in the City as a whole. Data collection and compilation, including the preparation of technical studies such as economic and transportation reports, will extend across all the subsequent tasks. (Deliverables: fact sheet, base map, technical reports, and associated educational resources)

Task 4: External Project Kick-off Meeting-Working Group Planning staff will meet with the Working Group (See Table 1) to discuss expectations regarding the project schedule, public outreach plan, education plan, EIA, overall process, and to get input on stakeholder lists. A tour of each neighborhood may be conducted with the Working Group to discuss issues. Two-three additional meetings are likely to discuss study issues and the draft Plans. (Deliverables: meeting agenda, preliminary stakeholder list, and preliminary outreach/education plan)

Task 5: Release Neighborhood Survey. Working collaboratively, with Planning staff taking the lead, Planning staff and the Working Group will produce and disseminate a neighborhood survey to identify information about existing conditions (which could include walk routes, gathering places, connectivity and environmental issues) and areas where change can best be accommodated. (Deliverables: neighborhood survey, and notifications about survey)

Task 6: Attend Neighborhood Association Meeting. Planning staff and the Working Group will attend neighborhood association meetings to describe the overall planning process, identify expectations for the scope of work and schedule from both

staff and the neighborhood, and seek input on big-picture thoughts related to the neighborhood plan update. (Deliverables: handouts)

Task 7: Community-Initiated Amendment Requests (CAR). Formal Community-Initiated Amendment Requests (CARs) for change in land use, rezone, or code amendment related to their property will be considered as part of the plan update, but changes to the land use designations or development regulations that apply to individual properties will be considered in the context of the community's vision for the plan. Early submittal of the applications will ensure there is adequate time to study the request, receive a threshold determination from the Planning Commission and City Council on which have merit for further study, to receive public input on the proposal and evaluation of the request for compatibility with the neighborhood's revised vision statement. (Deliverables: applications, handouts, presentation materials)

Task 8: Conduct Visioning Workshop. Planning staff and the Working Group will conduct a visioning workshop to help ascertain the type and degree of change that is desired in the neighborhood, gathering information to draft a revised vision statement and study issues suggested by participants. Ideally, CAR requests would be introduced to the public (Deliverables: handouts, presentation materials, draft vision statement)

Task 9: Present Preliminary Issues to Planning Commission. This task will involve a check-in with the Planning Commission if warranted, to confirm the key issues that will be addressed in the neighborhood plan update. The Planning Commission's overarching objectives for the planning process (both substance and process) should be discussed at this meeting, and the community will be able to voice concerns about neighborhood issues that relate to the plan update. (Deliverables: draft scope/schedule)

Task 10: Present Preliminary Issues to City Council. As a follow-up to the previous task, Planning staff will present the key issues, CAR requests that will be addressed in the neighborhood plan update to City Council. The City Council's overarching objectives for the planning process (both substance and process) should be discussed at this meeting, and the community will be able to voice concerns about neighborhood issues that relate to the plan update. (Deliverables: final scope/schedule)

Task 11: Prepare Draft Plan #1. Based on information gathered at the previous meetings, the neighborhood survey, the visioning workshop, Working Group and background research, Planning staff will prepare Draft Plan #1. Depending on the volume of changes, Draft Plan #1 may be a mark-up version of the existing neighborhood plan. (Deliverables: Draft Plan #1)

Task 12: Present Draft Plan #1 to Community. Planning staff and the Working Group will present Draft Plan #1 to the community and will seek input on this first draft of the revised plan, including any major planning issues that should be addressed in the plan. The format of the meeting should take into account expected participation and the level of change in the draft document, but could take the form of listening sessions, topical/small group discussions, story boards, and/or large group discussion

Task 13: Check-in with Boards and Commissions. Planning staff will present Draft Plan #1 to City boards and commissions, including the Transportation Commission and Parks Board, to collect early feedback on issues of concern. (Deliverables: presentation materials)

Task 14: Submit Written Comments on Draft Plan #1. Planning staff will convey comments from the community, boards, and commissions to the Working Group. The Working Group will provide another round of review, taking into account input from the previous meetings, and provide one set of written comments on Draft Plan #1 to City staff. These comments should seek to resolve contradictory comments to the extent possible. (Deliverables: comments on Draft Plan #1)

Task 15: Prepare Draft Plan #2. Based on written and verbal comments collected from the neighborhood and Working Group since publication of Draft Plan #2, along with data from neighborhood survey #2, Planning staff will prepare Draft Plan #2. (Deliverables: Draft Plan #2)

Task 16: Present Draft Plan #2 to Community for comment. Planning staff and the Working Group will present Draft Plan #2 to the community and will seek input on this second draft of the revised plan. The format of the meeting should take into account expected participation and the level of change in the draft document, but could take the form of listening sessions, topical/small group discussions, story boards, and/or large group discussion. Planning staff will collect all public comments received and share them on the project website. (Deliverables: handouts, presentation materials)

Task 17: Present Draft Plan #2 to Other Commissions. Planning staff would present Draft Plan #2 to City boards and commissions, including the Transportation Commission and Parks Board. Any comments generated by these commissions would be presented to the Planning Commission, and City Council. (Deliverables: presentation materials)

Task 18: Planning Commission Study Session. Planning staff and the Working Group will present Draft Plan #2 to the Planning Commission, as warranted, in a study session. The focus of the meeting will be confirming that the plan is on the right track and identifying areas where the plan could be improved. (Deliverables: presentation materials)

Task 19: Prepare Draft Plan #3 and Code Amendments. Based on written and verbal comments collected from the neighborhood, the Planning Commission, if warranted, Planning staff will prepare Draft Plan #3 and associated amendments to the Zoning Code, Municipal Code, and City standards and procedures depending on scope of amendments and if schedule permits). (Deliverables: Draft Plan #3)

Task 20: Publish State Environmental Policy Act (SEPA) Addendum. This scope of work assumes that an Addendum to the Environmental Impact Statement (EIS) prepared for the Kirkland 2035 Comprehensive Plan Update would be the appropriate level of environmental documentation for a neighborhood plan update. An Addendum typically comprises a short report analyzing changes to a plan that do not result in new

significant environmental effects. Planning staff would prepare such an Addendum as part of this task. (Deliverables: Addendum)

Task 21: Department of Commerce Review Complete. This task involves a 60-day notice and review of the draft neighborhood plan update by the State Department of Commerce. Any substantive comments made by the Department of Commerce on the draft plan would be addressed prior to City Council adoption of the plan. (Deliverables: Response to comments from Department of Commerce)

Task 22: Planning Commission Public Hearing. At this public hearing, the Planning Commission would make a recommendation to the City Council regarding adoption of the neighborhood plan update and associated Code amendments. (Deliverables: staff report and presentation materials)

Task 23: City Council Study Session/City Council Adoption. These tasks would entail the meetings leading up to adoption of the neighborhood plan update and associated Zoning Code amendments. There may be 1-2 meetings associated with this task. (Deliverables: staff report, presentation, final Comprehensive Plan and Zoning Code amendments)

3. Schedule

Table 2 (attached) is the tentative schedule for the neighborhood plan update. It is anticipated that these two plans could have a low to moderate level of change over the next 8 years because there is a limited scope of issues that need to be addressed in the update. As with any neighborhood plan update, if land use changes or code amendments are recommended it may take longer to complete. Therefore, while the goal is to accomplish the update in one year's time, it may take 1.5 years to complete.

4. Plan Outline

This section presents the desired outline for the neighborhood plan. This standard template for plan organization establishes a framework for the scope and topics considered in the plan update. Ultimately, the plan update should be concise, and descriptive text should be reduced or eliminated in favor of using maps/graphics to illustrate existing conditions and policy priorities.

- I. Overview and Neighborhood Facts
- II. Vision Statement
- III. Historical Context (include text regarding First People of Kirkland Duwamish Tribe); see Market Neighborhood plan for example.
- IV. Land Use
 - a. Introduction
 - b. Existing and proposed Land Use Map
 - c. Policies
- V. Natural Environment
 - a. Introduction
 - b. Existing Geological Hazardous Areas, Wetlands, Streams, Lakes Maps

- c. Policies
- VI. Parks and Open Space
 - a. Introduction
 - b. Describe existing and potential new parks and open space areas
- VII. Transportation
 - a. Introduction
 - b. Existing and proposed Street Classification, Bicycle, Pedestrian Circulation System Maps
 - c. Policies
- VIII. Other Topics (one or more topics of special interest to the neighborhood)
 - a. Introduction
 - b. Existing and proposed Conditions Map
 - c. Policies

If changes to development regulations would be required to implement policies in the neighborhood plan update, the plan should be accompanied by an Implementation Plan that provides guidance on needed Municipal Code amendments. Policies in the neighborhood plan update should express the broad vision of the neighborhood and should not be mired in the minutiae of building height/setbacks and zoning in general, municipal regulations, or internal City procedures.

5. Cookbook of Policy Questions

Every neighborhood plan update should include policies that reflect the aspirations of the neighborhood. These policies should also be supportive of the overarching policies in the Comprehensive Plan. Table 3 (attached) provides a “cookbook” of questions that can be considered as part of neighborhood plan updates, keyed to corresponding Comprehensive Plan policies. This cookbook can be used as a starting point for formulating policies as part of a neighborhood plan update, and special consideration should be given to ensure that neighborhood plan policies don’t restate or conflict with policies already in the Comprehensive Plan. Also, the existing Comprehensive Plan policies in Table 3 are not all-inclusive but come to mind as policies that could foster neighborhood-specific policies when plan updates are undertaken.

6. Public Outreach Plan (Attachment A)

The Public Outreach Plan in Attachment A describes the many public engagement opportunities and media channels that will be used to inform the public during the process.

7. Equity and Inclusion Assessment

When updating neighborhood plans (and other policy documents) it is important to convey the City’s social justice and inclusiveness objectives stated in R-5434 (*Black Lives Matter...*) and R-5240 (*Kirkland is a safe, inclusive and welcoming city...*) adopted by City Council in 2020. Staff will draft an Equity Impact Assessment (see Task 2 above) for the plans to assess demographic data about each neighborhood and seek ways to encourage greater participation from people who have historically been underrepresented in the neighborhood planning process.

Another outcome of the EIA will be to review and amend the existing text in each neighborhood or subarea plan for policies and text that may be perceived as exclusive or inequitable to the broader community. Based on previous neighborhood plans, this review will address the following equity and inclusion principles:

- Focus on the physical characteristics of neighborhoods/places, not the people who live in them.
- Existing residents aren't the only stakeholders (consider employees, visitors, and future residents).
- Public spaces (streets, parks, schools) in a neighborhood might be used by community members throughout (and beyond) Kirkland.
- Protect natural resources and community amenities such as views but avoid policies that could have the implication of making it harder to build new housing units or spaces for new small businesses.
- Reflect the history of the Duwamish Tribe (who predated white settlement), and also be aware that our traditional policies to protect historic resources may inadvertently neglect Duwamish sites and features (very few of which are visible and/or represented in the built environment).
- Plans should not just be neutral on issues of housing diversity and inclusion -- they should enthusiastically support the City-wide policies and programs that promote these objectives.



Table 2- Schedule for Neighborhood Plan Update 2021 Moss Bay/Everest *- Draft 03082021

**Where feasible we will combine the planning and public outreach process for both Moss Bay and Everest Plans. Dates subject to change*

#	Task	Month or Date
1	Kick Off with Working Group members and Neighborhood Associations	February/March
2	Create website, Working Group meeting, release survey, mail postcard	March/April
3	Planning Commission Briefing on Scope and Schedule	April
4	Visioning workshop, survey/workshop results, draft vision	May/June
5	Draft plans #1 and comment	June
6	Planning Commission study session	June/July
7	Draft plans #2 and comment	August
8	Planning Commission conducts public hearing on Draft #3	September/October
9	SEPA compliance, finalize draft plans	November
10	City Council study session & adoption	December
11		
12		

Notes:

1. "Working Group"
2. Shading = Public Meetings

Table 3 Neighborhood Plan Framework Table 3: Cookbook of Policies (version 3-8-2021)

Existing Comprehensive Plan Policy	Questions to Generate Neighborhood Plan Policies
<u>Community Character Element</u>	
Policy CC-4.4: Maintain and enhance connections between neighborhoods and to the waterfront, parks, and the Cross Kirkland Corridor/Eastside Rail Corridor.	<ul style="list-style-type: none"> • Where might additional pedestrian, bike, visual, or other connections be developed and how might they integrate with existing parks and transportation corridors?
Policy CC-4.6: Preserve and enhance natural landforms, vegetation, and scenic areas that contribute to the City’s identity and visually define the community, its neighborhoods and districts.	<ul style="list-style-type: none"> • What are key natural and scenic assets in the neighborhood? • How might their visibility and protection be enhanced?
Policy CC-4.7: Enhance City and neighborhood identity through features that provide a quality image that reflects the City’s unique characteristics and vision.	<ul style="list-style-type: none"> • What makes the neighborhood unique and how might these unique qualities be enhanced? • What gateways does the neighborhood have and how might a sense of arrival/departure at those gateways be created?
<u>Environment Element</u>	
Policy E-1.2: Manage activities affecting air, vegetation, water, and the land to maintain or improve environmental quality, to preserve fish and wildlife habitat, to prevent degradation or loss of natural features and functions, and to minimize risks to life and property.	<ul style="list-style-type: none"> • What environmental threats exist in the neighborhood and how might those be addressed? • What environmental opportunities exist in the neighborhood and how might those be leveraged to create environmental and economic benefits?
Policy E-1.3: Manage the natural and built environments to achieve no net loss of the functions and values of each drainage basin; and proactively enhance and restore functions, values, and features.	<ul style="list-style-type: none"> • Are there degraded and undergrounded waterways in the neighborhood (both on public and private property)? • How might they be restored?
Policy E-2.1: Strive to achieve a healthy, resilient urban forest with an overall 40 percent tree canopy coverage.	<ul style="list-style-type: none"> • How might the tree canopy be enhanced in the neighborhood? • Are there significant tree stands that could benefit from further protection?
Policy E-4.10: Promote preservation and adaptive reuse of existing structures.	<ul style="list-style-type: none"> • What can be done to make it easier to repurpose older buildings?

Table 3 Neighborhood Plan Framework Table 3: Cookbook of Policies (version 3-8-2021)

Existing Comprehensive Plan Policy	Questions to Generate Neighborhood Plan Policies
<u>Land Use Element</u>	
Policy LU-1.3: Encourage attractive site and building design that is compatible in scale and in character with existing or planned development.	<ul style="list-style-type: none"> • How are buildings arranged in the neighborhood in relation to the street? • How might those patterns be improved? • Where might taller buildings be appropriate in the neighborhood to generate pedestrian activity? • How can architecture and design be used to enhance the identity of the neighborhood?
Policy LU-1.4: Create effective transitions between different land uses	<ul style="list-style-type: none"> • What are parts of the neighborhood where transitions between land uses require special attention, and what might those transitions look like if areas are redeveloped?
Policy LU-2.2: Facilitate infill development and encourage redevelopment of underutilized land.	<ul style="list-style-type: none"> • Are there opportunity sites in the neighborhood, and what is the vision for those sites?
Policy LU-3.2: Encourage residential development within commercial areas.	<ul style="list-style-type: none"> • What commercial areas in the neighborhood might be suitable for transitioning to mixed-use environments with housing? • What might that housing look like?
Policy LU-4.5: Allow neighborhoods to propose small scale neighborhood-oriented commercial uses within residential areas to meet local needs and reduce reliance on vehicle trips to meet daily needs.	<ul style="list-style-type: none"> • Are there residential neighborhoods where small-scale commercial uses could be supported (e.g., retail, live/work uses)? • Where might those commercial uses be located and what might they look like?
Policy LU-5.2: Maintain and strengthen existing commercial and mixed use areas by focusing economic development within them.	<ul style="list-style-type: none"> • What targeted investments or policies would enhance the economic vitality of existing commercial and mixed use areas in the neighborhood?
Policy LU-5.5: Support designating the Greater Downtown area as an Urban Center	<ul style="list-style-type: none"> • The King County Countywide Planning Policies designated the Greater Downtown as an Urban Center. The City has a pending application with the Puget Sound Regional Council (PSRC) to designate Greater Downtown as a Regional Growth Center.
<u>Housing Element</u>	
Policy H-2.2: Promote the development of accessory dwelling units on single-family lots.	<ul style="list-style-type: none"> • How can ADU’s be encouraged on single family lots?

Table 3 Neighborhood Plan Framework Table 3: Cookbook of Policies (version 3-8-2021)

Existing Comprehensive Plan Policy	Questions to Generate Neighborhood Plan Policies
<u>Housing Element <i>continued</i></u>	
Policy H-2.4: Allow a broad range of housing and site planning approaches in single-family areas to increase housing supply and choice, to reduce cost, and to ensure design quality and neighborhood compatibility.	<ul style="list-style-type: none"> • What housing types are missing from the neighborhood and how might those be integrated into the existing fabric?
Policy H-3.3: Ensure that affordable housing opportunities are not concentrated, but are available throughout the City and especially in areas with good access to transit, employment, and shopping.	<ul style="list-style-type: none"> • What types of affordable housing would most effectively enhance the livability of the neighborhood? What types could feasibly be built in the short-term? • What are some neighborhood opportunities for an enhanced supply of affordable housing – including affordable by design/market-rate housing?
<u>Economic Development Element</u>	
Policy ED-1.2: Encourage a broad range of businesses that provide goods and services to the community.	<ul style="list-style-type: none"> • Are there services that are missing from the neighborhood? • How could such services be encouraged to locate in the neighborhood?
Policy ED-1.7: Encourage home-based businesses that are compatible with neighborhood character.	<ul style="list-style-type: none"> • Are there ways to address neighborhood needs by fostering home-based businesses?
<u>Transportation Element</u>	
Policy T-1.1: Improve the safety of walking in Kirkland.	<ul style="list-style-type: none"> • • What walk routes in the neighborhood currently feel uncomfortable and how could they be improved? • What changes to the physical environment would enhance the walkability of the neighborhood?
Policy T-2.1: Make bicycling safer.	<ul style="list-style-type: none"> • How easy and safe is it to navigate around the neighborhood by bike, and how could biking be improved?
Policy T-2.3: Build a network of greenways.	<ul style="list-style-type: none"> • Are there missing links in the existing greenway system through the neighborhood? • Might it be possible to bridge those gaps by enhancing informally-used pathways or through other means?
Policy T-3.1: Plan and construct an environment supportive of frequent and reliable transit service in Kirkland.	<ul style="list-style-type: none"> • What land use or design changes could be implemented in the neighborhood to support transit use?
Policy T-3.3: Integrate transit facilities with pedestrian and bicycle networks.	<ul style="list-style-type: none"> • Are there routes that could be created in the neighborhood to make it easier to access transit?

Table 3 Neighborhood Plan Framework Table 3: Cookbook of Policies (version 3-8-2021)

<u>Transportation Element</u> <i>continued</i>	
Policy T-4.3: Position Kirkland to respond to technological innovations, such as electric vehicles and autonomous vehicles.	<ul style="list-style-type: none"> • How might the neighborhood respond to transportation innovations in the future (e.g., self-driving cars, increased car share, electric vehicles)?
Policy T-4.4: Take an active approach to managing on-street and off-street parking.	<ul style="list-style-type: none"> • Are there areas in the neighborhood where parking areas are overutilized or underutilized? • In the overutilized areas, how might parking be better managed? In the underutilized areas, how might area used for parking be repurposed on a limited or long-term basis?
Policy T-4.7: Mitigate negative impacts of motor vehicles on neighborhood streets.	<ul style="list-style-type: none"> • Are streets in the neighborhood comfortable for walking or biking? • What could be improved?
Policy T-5.4: Develop transportation improvements tailored to commercial land use districts such as Totem Lake, Downtown and neighborhood business areas.	<ul style="list-style-type: none"> • Is the neighborhood commercial district easy to travel around? • What could make travel within and to/from the commercial district better?
Policy T-6.6: Create an equitable system that provides mobility for all users.	<ul style="list-style-type: none"> • For whom is the transportation system in the neighborhood (streets, trails, signs, transit, cars) harder to access and use than others? • How might this be improved?
<u>Parks, Recreation and Open Space</u>	
Policy 4.1: Trail System. Develop a network of shared-use pedestrian and bicycle trails to enable connections within parks and between parks, nearby neighborhoods, public amenities, and major pedestrian and bicycle routes identified in the Active Transportation Plan.	<ul style="list-style-type: none"> • Are there trails in the neighborhood that could be enhanced to serve more than one kind of user (e.g., sidewalks that could be converted into bike paths separated from the street)?
Policy 7.2: Natural Area Restoration and Management. Restore and manage City-owned or managed natural areas to protect and enhance their ecological health, sensitive habitats and native species.	<ul style="list-style-type: none"> • Can existing parks be enhanced to promote ecological functions while better serving the neighborhood?

Attachment A- Public Outreach Plan

The list below describes the communication and public outreach techniques that City staff will use to inform the public during the Neighborhood Plan update process. Ideally, the Working Group members will do their own outreach to their neighborhood association constituents and for consistency, use the same “messaging” received from the project manager planner.

Planners/City Staff Responsibilities

- **Organize Working Group** membership and meetings and seek Working group membership that reflects the diversity of the surrounding community
- **Attend Neighborhood Association meetings** to brief public on process
- Create **informational handout** with project description, process etc.
- Create an **informational video** about the process
- Create **Project Webpage on the City’s Planning Services Webpage**- Write project webpage content, description, process, schedule, set up and maintain webpage. At a minimum the page will include opportunities to encourage public participation (update continually):
 - *Sign up and subscribe to listservs to receive email updates on upcoming meetings and events at the project website*
 - *Attend and participate in virtual and in-person workshops and open house events*
 - *Attend City Council, Planning Commission, Transportation Commission, Park Board and other study session meetings and share their ideas during public comment opportunities*
 - *Attend public hearings*
 - *Submit written or email comments that will be forwarded to the decision makers*
 - *Participate in online survey – See below...*
 - *Talk to their neighbors to let them know about the planning effort*
- Create **list serv** with IT Department to send out email announcements about the process and upcoming meetings.
- Create and maintain **email comment list** in Energov permit system.
- Create **survey(s)**- *For examples see: Housing Strategy project using Survey Monkey or www.ideasforum or survey with Finn Hill Neighborhood Association*
- Inform **Boards and Commissions** (Parks, Transportation, Planning Commission) of process, schedule
- Query **internal staff** about major projects and issues in the neighborhood
- Meet with **Communications Division** to help with public outreach and review content
- **Organize and facilitate Workshops at various stages of process** (visioning, issue identification, establish priorities)- date; location; design format; presentation; questions
- **KAN** briefing
- **Postcard mailings** to property owners, residents and businesses for open houses, public hearings, proposed land use changes or code amendments- *decide when in process to mail.*
- Install **public notice signs** throughout neighborhood to inform the community about the plan update; signs are mandatory with rezones
- **Public Notices** are required 14 days prior to public hearing
- **Business Outreach**-
 - Meet with Economic Development staff to discuss objectives, process
 - Send postcard invitations, surveys
 - Attend Chamber of Commerce Board meetings
 - Attend Kirkland Business Roundtable meetings

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- Option: Mailing to all business licenses
- Ascertain whether **other public outreach efforts** are warranted (e.g., pop-up stand at farmer's market or a local public school or smaller settings), this may be helpful for a smaller group to discuss controversial issues
- Create a graphic "**wordle**" or other visual device that encapsulates community objectives and vision
- **Communication Division, Multimedia or Social media assistance**-Coordinate with Communications staff to decide what media outlets will be most effective and create plan for integrating social media with overall communication plan such as article in City Update or produce a video. Examples of our **materials** include: websites, videos, infographics, posters, flyers, brochures, postcards, press releases, articles, op-eds, social media posts, how-to guides, meeting facilitation, outreach strategies and plans, and public participation design and implementation.

Primary media **outreach channels** consist of:

- **This Week In Kirkland** is the City's email newsletter and is sent out every week (deadline is Tuesday, sent out Wednesday)
 - "At the Council" article in This Week in Kirkland is produced every other week (after Council meetings)
 - All Press Releases are included in This Week in Kirkland
- **City Update** newsletter, published quarterly
 - Posted at City Hall, City community centers, libraries and online.
- **Press Releases** are posted to the News Room webpage
 - Linked from the homepage of the City website
 - Emailed to newspapers, local news, community and opinion blogs, as well as Seattle TV and radio stations if it's a big enough story
- **Social media** posts on three main platforms: Nextdoor, Facebook, Twitter
 - Can post information to a targeted area (Nextdoor) or community groups (Facebook), or to subscribers at large (Twitter and Facebook).
- Channels under development:
 - City Update online
 - Equitable and Inclusive outreach to diversify participation from Black, Indigenous, People of Color (BIPOC); renters, faith-based community and youth
- Dave Wolbrecht, City's Neighborhood Services Outreach Coordinator is available to facilitate public meetings
- **Develop a Stakeholders List**- Individual letters and emails to relevant stakeholders- we have a stakeholders checklist we are keeping track of (*see Stakeholders list from 2019 Market, Norkirk and Highlands Neighborhood Plan update*).