



KENMORE 2044



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## Framing the Future of Housing - Event Summary

### City of Kenmore – Missing Middle Housing

*June 20, 2023*

#### EVENT OVERVIEW AND BACKGROUND

On June 3, 2023, the City of Kenmore engaged the community at an in-person event, called "Framing the Future of Housing," on the topic of housing choice. The event aimed to gather both creative and practical input from the community, while sharing information about updates to Kenmore's policy. Its purpose was to receive input from the community about the types of Missing Middle housing they would like to see more of in Kenmore, and where they would prefer it be located. All event activities were designed based on input received from community members at previous events on Missing Middle housing and housing choice in general.

#### EVENT FORMAT AND DETAILS

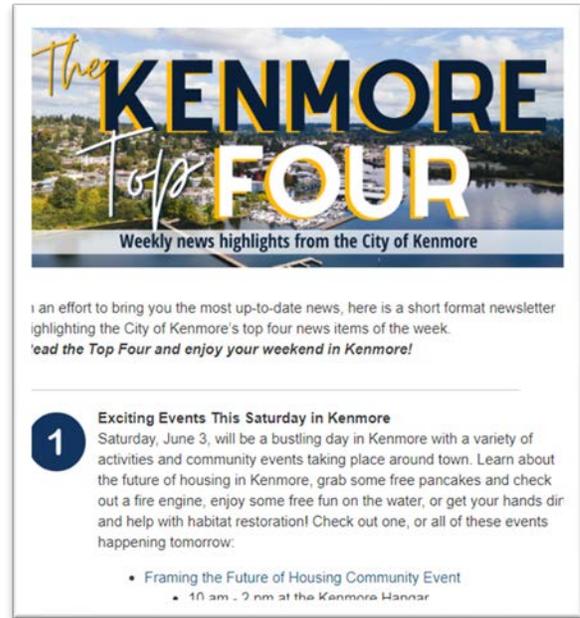
The project team hosted the "Framing the Future of Housing" event at the outdoor public space of The Hangar at Town Square. Community members were invited to drop by the event between 10 AM and 2 PM, without the need for prior registration or tickets. The project team set up three stations with simple and engaging activities, each stationed under a pop-up tent. Additionally, PRR provided a bilingual staff member who welcomed and engaged with Spanish-speaking participants, catering to their needs and facilitating communication in Spanish.



#### OUTREACH

PRR created a thorough notification plan to support the City in outreach and advertisement for this event. This plan provided ready-made content in English and Spanish for use in the City's main communication channels, including a weekly newsletter, the website, and social media. Also included were template emails that the City could send on a one to one basis to other frequent collaborators such as community-based organizations and local businesses. The City used this notification plan to include information about the event in the May edition of the City e-newsletter and featured the event in two publications of the Kenmore Top Four e-newsletter.

To reach a wider audience, the City used its social media platforms including Facebook, Instagram, and Twitter to post about the event. A total of three posts were created on Facebook, three in English (May 16, May 27, and June 2) and two in Spanish (May 16 and June 2). Three were posted on Instagram in English (May 16, May 27, and June 2) and one in Spanish (June 2). And one Twitter post on June 2 in English. PRR recommended that the City publish content in both English and Spanish as separate posts. This approach is intended to enhance the visibility of the content in algorithms and improve its reach to a wider audience. By posting separate content in each language, the City can ensure that its messages are more effectively delivered and understood by users who primarily speak either English or Spanish.



Additionally, the City posted event posters at significant community gathering spaces and updated the project webpage with information regarding the event, using the image of the event poster for the Spanish content. The final piece of the puzzle was a postcard that the City developed separately and mailed to every household in Kenmore on May 26 (English only). The City provided PDF posters in Spanish and English to the following community based organizations to display or distribute to the individuals they serve:

- A Regional Coalition for Housing (ARCH) (via email with request to display)
- Kenmore City Hall
- Kenmore Community Club (via email with request to display)
- Kenmore Library
- Kenmore Plaza
- Kenmore Senior Center
- Kenmore Town Square, The Hangar
- Kenmore Safeway
- Kenmore park kiosks (Rhododendron Park Log Boom Park, Wallace Swamp Creek Park)



## DESCRIPTION OF ACTIVITIES

### Activity 1: Draw Your Place

At the event, a table with chairs was available for children and parents or guardians to sit and participate. The table had 11x17 sheets of paper, along with crayons and markers for drawing. A sign on the table provided instructions, suggesting participants draw their home, their route to school, or design a welcome mat. Facilitators engaged with the adults, encouraging them to reflect on their desired neighborhood characteristics, while keeping children occupied.

Attendees talked about topics such as sidewalks, cycling paths, trees, and housing styles in their neighborhoods. Staff asked participants about the presence of green spaces, nearby parks, playgrounds, and community connections. The facilitators encouraged participants to take their drawings home. Staff displayed drawings left behind by hanging them from the edge of the pop-up tent roof.



### Activity 2: Dots for Dwellings

Next to the information table, an easel was set up with a large poster clipped to a foam core board. The poster included the event name, City logo, Framing the Future logo, and the header, "Which type of Missing Middle housing would you like Kenmore to include in residential neighborhoods?" It featured six options, each accompanied by an image and title, including duplexes, triplexes, builds with four to nine units, cottage housing, ADUs (Accessory Dwelling Units), and DADUs (Detached Accessory Dwelling Units). The facilitator explained the activity to participants and provided them with a strip of three sticky dots. Additionally, the facilitator took notes of participants' verbal comments, answered questions, and engaged in conversation.



### Activity 3: Design Kenmore

The activity centered around a large poster lying flat on a table. Participants were prompted with the question, "Where should Kenmore include Missing Middle housing?" Facilitators invited participants to use tiny plastic houses to indicate their preferred locations for Missing Middle housing on a simplified city map displayed on the poster. The map included key geographic features such as the river, major roads and streets, the downtown area, and public parks.



A project team member facilitated the activity, taking notes of participants' verbal comments and addressing any questions. Additionally, the facilitator provided participants with 8.5x11 versions of the map to mark up with a pencil.

### KEY TAKEAWAYS

Over 50 people attended the event and actively participated in the activities; 28 people left written comments. Community members who visited the event engaged in conversations with team members, sharing their concerns, providing feedback, and asking questions. The project team provided relevant information that helped the general public in understanding the policies and options related to Missing Middle housing.

Key takeaways from community member comments included:

- Many people expressed Missing Middle housing was a step in the right direction.
- There was widespread support for the potential benefits of duplex-style housing. Most people chose cottage housing as a housing option they would like to see in the city.
- Some attendees raised concerns about parking availability and lot sizes.
- Some community members expressed worries about how the distribution of housing options would impact rentals in the area, though it was unclear from the written comment whether that concern was surrounding the availability of rentals, the number of renters, or something else.
- Some attendees emphasized their desire to include and maintain green spaces and community areas alongside new developments, and retain access to them.
- Some community members expressed concern about increased traffic, prompting the suggestion to explore transportation options like transit.
- The potential impact on the tranquility of existing neighborhoods was a worry, as attendees think these changes would make neighborhoods busier with more people.

- Some participants called on the City to minimize regulations and bureaucracy to facilitate permitting and construction of new units, including converting single-family homes with ADUs or DADUs.
- Community members suggested the City provide pre-approved plans for the new housing types.
- Some proposed the City subsidize costs for first-time homeowners and ensure that, upon sale, the unit remains affordable for future first-time homebuyers.

## EVENT LAYOUT

