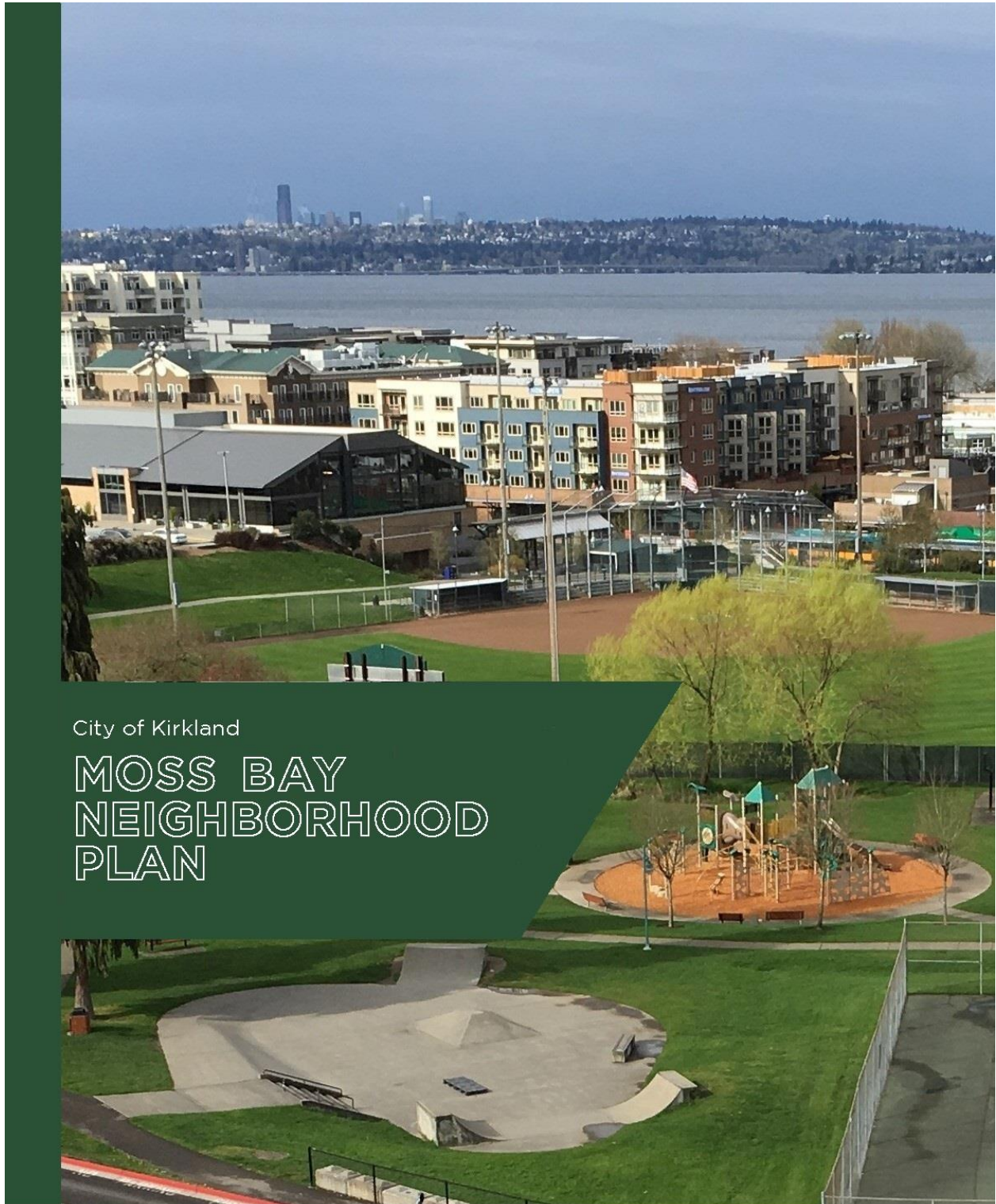


XV.D. Moss Bay Amended Ord. 4864

Print Layout (PDF)



City of Kirkland
MOSS BAY
NEIGHBORHOOD
PLAN

~~CITY OF KIRKLAND LOCAL LAND ACKNOWLEDGEMENT~~

~~We acknowledge that the Southern Salish Sea region lies on the unceded and ancestral land of the Coast Salish peoples, the Duwamish, Muckleshoot, Puyallup, Skykomish, Snoqualmie, Snohomish, Suquamish and Tulalip tribes and other tribes of the Puget Sound Salish people, and that the present-day City of Kirkland is in the traditional heartland of the Lake People and the River People. We honor with gratitude the land itself, the First People who have reserved treaty rights and continue to live here since time immemorial and their ancestral heritage.~~

1. OVERVIEW

In terms of land use, the Moss Bay Neighborhood is Kirkland's most complex area. Situated on the shores of Lake Washington, the area contains a wide variety of land uses, including Downtown retail businesses, industrial activities, offices, well established ~~single-family~~ areas of ~~single-unit detached housing~~, large-scale ~~multifamily-multi-unit residential~~ development, a marina, a baseball facility, a post office, and the Cross Kirkland Corridor (CKC).

While the neighborhood is often characterized by the commercial activities associated with Kirkland's Downtown, there are considerable opportunities for residential and mixed use development. A major policy emphasis for the Moss Bay Neighborhood is to encourage commercial activities in the Downtown, and to expand "close-in" housing opportunities by encouraging dense residential and mixed uses in the perimeter of the Downtown (Figure MB-1).

The Moss Bay Neighborhood is within the Greater Downtown Urban Center as designated in the King County Countywide Planning Policies (see Land Use Element Figure LU-2 for Urban Center boundaries). The City also ~~submitted an application to~~ designated ~~portions of~~ the Moss Bay Neighborhood and the NE 85th Station Area as the City's second Regional Growth Center within the Puget Sound Regional Council (PSRC) policy framework. The Moss Bay Neighborhood Plan provides policies that support the NE 85th Station Area and ensure that these two plan areas are aligned to ensure seamless transportation and ~~multi-modal-multimodal~~ connections between Downtown and the planned NE 85th BRT/Stride Station, provide additional housing choice, increased employment opportunities, and amenities to serve a strong Regional Growth Center. Another important aspect of fostering sustainable growth patterns is the ability to plan for and provide supporting capital facilities. The City's Capital Facilities Plan, which applies to Moss Bay and the rest of Kirkland, accomplishes this by considering future needs for transportation, parks, sewer and water infrastructure and other public services, and provides the necessary financial tools to develop new infrastructure.

Both the King County Countywide Planning Policies and PSRC's VISION 2050 envision cities with designated regional centers as playing an important role in shaping future growth patterns through accommodating a significant portion of the region's housing and employment growth. As of 2019, the County-designated Greater Downtown Urban Center (centered on Moss Bay but including adjacent areas in other neighborhoods) supported 4,180 dwelling units and 17,000 jobs. ~~The Greater Downtown Regional Growth Center was designated by PSRC in 2023.~~ By 2035, it is anticipated that there will be an increase of 4,000 dwelling units and 9,700 jobs within the plan area, to a total of 8,180 dwelling units and 26,700 jobs. ~~According to a 2018 Zoned Capacity Analysis, the total number of employees and residents in the plan area is projected to be 39,000 by 2035, which means there is capacity for growth.~~ A market study ~~will be was~~ conducted for the entire Regional Growth Center and its relevant findings ~~will be were~~ incorporated into ~~a future version of this~~ ~~the Regional Growth Center application plan to help achieve the expected housing and employment growth.~~

Throughout the region, Center designations are part of a growth management and transportation planning strategy to provide for greater intensity and density in areas of compact development where housing, employment, shopping and other activities are close together in proximity to transit. These centers form the backbone of the transportation

network, linking communities to reduce the rate of growth in vehicle miles traveled and greenhouse gas emissions by expanding innovative transportation options. Properties within the shoreline jurisdiction are also subject to the policies in the Shoreline Area chapter and the shoreline management regulations in the Kirkland Zoning Code.

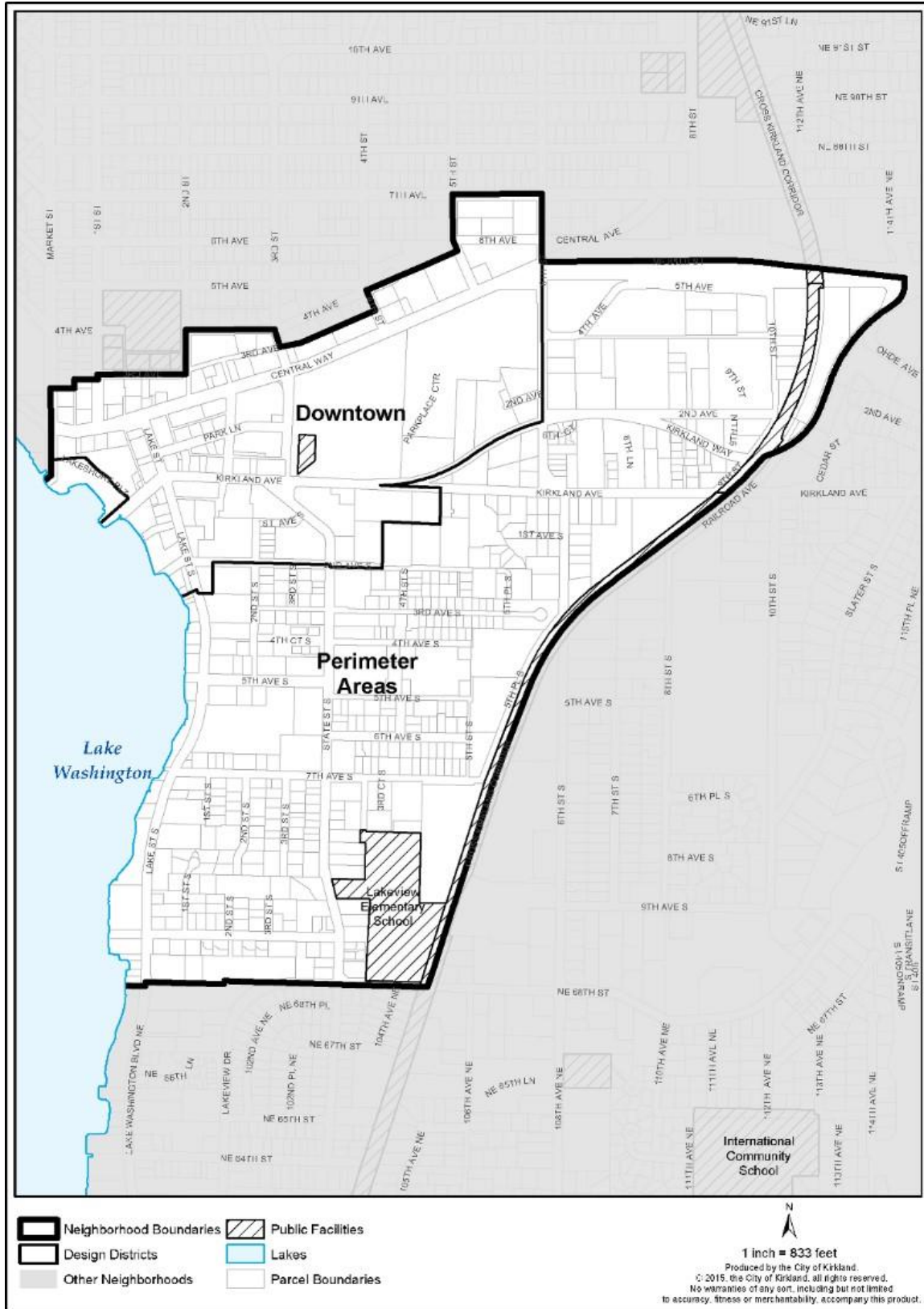


Figure MB-1: Moss Bay Area Boundaries

2. VISION STATEMENT

The following vision statement is a description of the character and qualities of the Moss Bay Neighborhood at a future time when the goals and policy direction expressed in this neighborhood plan are realized.

The Moss Bay neighborhood contains a diverse mixture of jobs, housing, and parks, and is the cultural heart of Kirkland. Downtown Kirkland provides a strong sense of community identity for all of Kirkland. This identity comes from Downtown's physical setting along the lakefront, its distinctive topography, the human scale of existing development, and, most importantly, the community that lives and works in Moss Bay. This identity is reinforced in the minds of the Kirkland residents community by Downtown's historic role as the cultural and civic center of the community. The Moss Bay neighborhood is a key part of the Greater Downtown urban center and is a vibrant, walkable community where many choose to live, work, play, learn and worship.

Environmental protection and equity are fundamental characteristics of neighborhood life. Amenities such as parks, green space, community gardens, and shorelines have been preserved and refreshed, with new public access points. Additional recreational facilities have been created to serve community members of all ages and abilities, including a new major regional recreation center in Peter Kirk Park. This has increased awareness of equity and inclusion so that parks, trails and other amenities serve the entire community, including people who have not been able to enjoy them historically. The community has embraced sustainability and more energy-efficient buildings and clean renewable energy infrastructure such as solar arrays, geothermal systems, and wind turbines. In addition, the prevalence of rain gardens and green roofs keep stormwater quality and quantity manageable and enhances the ecological integrity of streams and wetlands, Lake Washington, and aquatic life. These inclusive priorities have led to a healthier natural environment and overall community.

The community has made it a priority to ensure that people who wish to live in this desirable neighborhood, including people of all incomes who work in or near Downtown, can afford to do so. Creating new housing options in Moss Bay resulted from an imaginative look at new ways of housing people, and housing choices in Downtown now include co-housing, residential suites, and family-sized apartments and condominiums large enough to accommodate all family sizes. Success was achieved and embraced by residents as this welcome change to the area's housing stock still allowed for views to be enjoyed, did not add to congestion or parking issues, made more effective use of existing parking, and located new homes near multi-modal transportation corridors and hubs, such as the NE 85th Street Bus Rapid Transit station and the Cross Kirkland Corridor. The community's design and its dedication to equity and inclusion has transformed the Moss Bay neighborhood into a national model for sustainable urban living.

At the same time, small businesses in Downtown are thriving. Ground-floor spaces are occupied by a mix of businesses that generate pedestrian activity and benefit from a compact, walkable-human-scale street network that is easy to navigate by way of walking and rolling. The small scale of commercial spaces in much of Downtown ensures that bricks-and-mortar locations are unique and accessible to new business owners. New shops and restaurants serve the burgeoning residential and employment population of Moss Bay, and neighborhood-serving home-based businesses help support the local economy outside.

Moss Bay is a safe, clean and diverse neighborhood where you don't need a car to get around quickly and efficiently. If you do drive, there is enough parking to meet demand for businesses, students, employees, residents and visitors alike. It is the most walkable neighborhood in Kirkland. The pedestrian connections and protected bike lanes link seamlessly to a transit network that is aligned in moving many people and has worked as planned. The Cross Kirkland Corridor and numerous connections to NE 85th Street (Central Way) support multi-modal travel to destinations throughout the Greater Downtown urban center and the region. In addition, the first ever urban gondola system in the Puget Sound Region shuttles passengers from the Downtown Transit Center to the Bus Rapid Transit station, which connects to the regional light rail network. Investments in regional facilities and transportation and mobility infrastructure for the neighborhood has ensured that Moss Bay feels like a small town while growing gracefully to welcome more people to enjoy this place that community members love.

3. HISTORICAL CONTEXT

[See the Kirkland Historic Narrative included in Appendix # for a discussion of citywide historic context, inclusive of all previous inhabitants of the area \(pre-and post-white/European settlement\) especially along the culturally rich Lake Washington shoreline.](#)

~~The original inhabitants of the eastern shore of Lake Washington were the Duwamish Indians. Native Americans, called Tahb tah byook, lived in as many as seven permanent longhouses between Yarrow Bay and Juanita Bay and at a village near Juanita Creek. Lake Washington and its environment provided a bounty of fish, mammals, waterfowl and plants. Smallpox, brought by fur traders in the 1830s, eliminated much of the Native American population. However, survivors and their descendants continued to return to Lake Washington until 1916 when the lake was lowered for building the Ship Canal which destroyed many of their food sources. The salmon spawning beds in the marshes dried out and the mammal population, dependent on salmon for food, also diminished. With most of their food sources gone, the Native American population in Kirkland declined dramatically.~~



A s-tsah-PAHBSH family.
Source: Museum of History and Industry



Several tribes gathered in 1933 for a reenactment of the 1855 Treaty of Point Elliott, at Juanita Beach, once the location of a Duwamish village.²²

When the Moss Bay area was offered to homesteaders, it was Edwin M. and Phoebe Church who filed the first claim. The bay was then called Nelson Bay after another settler. In 1888, after forming the Kirkland Land and Improvement Company, Peter Kirk and his business partners purchased much of the land owned by the Churches. Nelson Bay was renamed Moss Bay after Moss Bay in Workington, England where Peter Kirk had lived before coming to America. His intent was to build a steel mill in Moss Bay, but he was not successful due to a number of issues including the 1893 nationwide financial panic.

The 1888 founders were elderly, the long-awaited ship canal was being built and it was time to turn Kirkland's future over to a younger team. In 1910 Burke & Farrar, two real estate partners, purchased the holdings of the Kirkland Land and Improvement Company which included much of the Moss Bay Neighborhood. Moss Bay was sparsely developed, and the time was right for change.

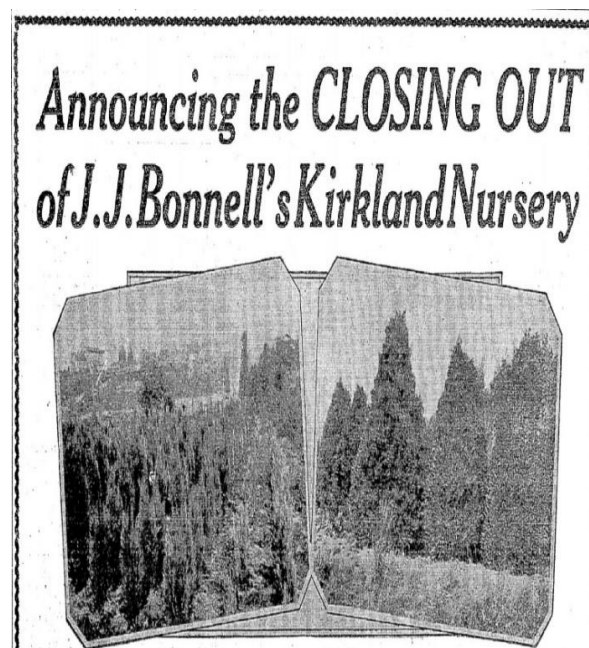
It was during the Burke & Farrar era that Kirkland experienced its first boom. With the Lake Washington Ship Canal and the lowering of Lake Washington in sight, Kirkland's earliest businessmen set up shop on the lake shore with their buildings balanced on pilings over the lake. Burke & Farrar had their office just north of the ferry landing so that it was the first business commuters and visitors saw coming into Kirkland.



The Yellowstone Trail, our nation's first transcontinental automobile highway, was established in 1912. The road's slogan was "A Good Road from Plymouth Rock to Puget Sound." It just so happened that the Yellowstone Trail ended at the ferry dock in Kirkland. From there the cars would board an auto ferry and travel to Seattle where they continued on gravel roads. The first oiled road in King County was the 13 miles of blacktop that was the Kirkland/Redmond road and ended at Kirkland's ferry slip. Kirkland took advantage of the press reports about the Macadam Road and the Yellowstone Trail and changed the name of Redmond Road to Kirkland Avenue.

In 1916, with Lake Washington nine feet lower and stabilized, Kirkland's town center moved from 7th Avenue and Market to Moss Bay. Several buildings still stand from the early development of Moss Bay. Todd Feed was built in 1925 and is still standing on Park Lane. Rosin's Kirkland Paint Factory at 219 Lake Street South still stands.

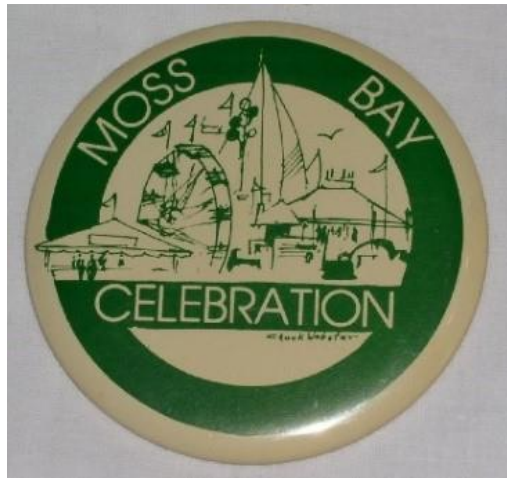
Peter Kirk Park was once Bonnell Nursery. French Horticulturist Julius J. Bonnell purchased 14 acres in 1910 and operated the gardens until 1926. Bonnell sold the land to Kirkland with the understanding that it be developed as a park.



During WWII, the Kirkland Marine Construction Company, also known as the Wooden Boat Factory, had the largest government contract to build Picket Boats for the U.S. Coast Guard. The boatyard is now the David Brink Park.



In 1972 Kirkland celebrated its first Centennial honoring the original pioneers. The 1972 Moss Bay Founders Day was such a success that Moss Bay Celebration started in 1973 and continued until 1985.



Clark Nettleton, a newspaper publisher, built his home on State Street in 1929. His stately home is now the centerpiece of Nettleton Commons.

One of Kirkland's largest events was in 1985 when the Shumway Mansion was moved from Moss Bay to the Juanita Neighborhood.



Policy MB-1:

Provide markers and interpretive information at historic sites/places that are inclusive of all previous inhabitants of the Moss Bay Neighborhood (pre-and post-white/European settlement) and especially along the culturally rich Lake Washington shoreline.

Providing markers and interpretive boards enables the community to have a link with the history of the area. Attention should be given to celebrating the neighborhood's history in an inclusive way, including by helping [residents and visitors](#) [people](#) understand the history of the area prior to non-indigenous settlement.

Policy MB-2:

Incentivize retention of structures of historical significance [in the neighborhood](#) and ensure educational opportunities are provided to increase awareness of historical preservation opportunities.

A significant number of the historic resources in Kirkland already have been identified and mapped in Moss Bay and Citywide efforts to retain these resources are guided by the [Community Character](#) [Land Use](#) Element. Education of the community of these historical resources is essential to preserving them for future generations to enjoy.

4. NATURAL ENVIRONMENT

Policy MB-3:

Protect and enhance the natural environment in the Moss Bay Neighborhood.

Environmental policies for the Moss Bay Neighborhood Plan strive to protect and enhance the quality and function of the natural environment and protect life and property from environmental hazards. The Moss Bay neighborhood is located within the Moss Bay drainage basin and contains a few streams and a shoreline of Statewide significance (see Figure MB-2). Natural features help maintain water quality, recharge groundwater, provide wildlife and fish habitat, and provide open space and aesthetic enjoyment. Figures MB-3a and MB-3b identify geologically hazardous areas within the neighborhood, including slopes with moderate to high landslide susceptibility and land with potential for medium to high liquefaction during a seismic event. City regulations ensure that activity in these areas addresses risks and impacts associated with development.

Policy MB-4:

Maintain and restore the functional integrity of streams and wetlands. Improve segments adjacent to the Cross Kirkland Corridor with native vegetation during implementation of the CKC Master Plan.

Opportunities may come to enhance the water quality of waterways and streams that connect to them along the Cross Kirkland Corridor and public and private efforts to increase natural vegetation provide multiple benefits to human and aquatic life.

Policy MB-5:

Promote and incentivize green infrastructure such as green roofs, raingardens, trees and landscaping that cleans the water that enters Lake Washington.

Development regulations require stormwater to stay on site when new development occurs. However, redevelopment projects or minor landscaping projects that may not require stormwater management could make a significant difference in water quality and quantity. In addition, efforts to increase the cleaning of garbage and litter on streets and in and around storm drains can also decrease pollutants that move towards the shoreline and into Lake Washington.

Policy MB-6:

Open streams within the eastern portion of the Moss Bay neighborhood (Figure MB-2) should be maintained or restored, when feasible, in a natural condition and should allow for natural drainage.

In the eastern portion of the Moss Bay Neighborhood, the water table is at, or very near, the surface. In this area, the topsoil is wet and soggy and there could be drainage problems associated with development. It is essential that the open streams in this area are free of obstructions including vegetation and eroding soil so that they do not contribute to existing drainage issues.





Figure MB-2 Moss Bay Wetlands, Streams, and Lakes

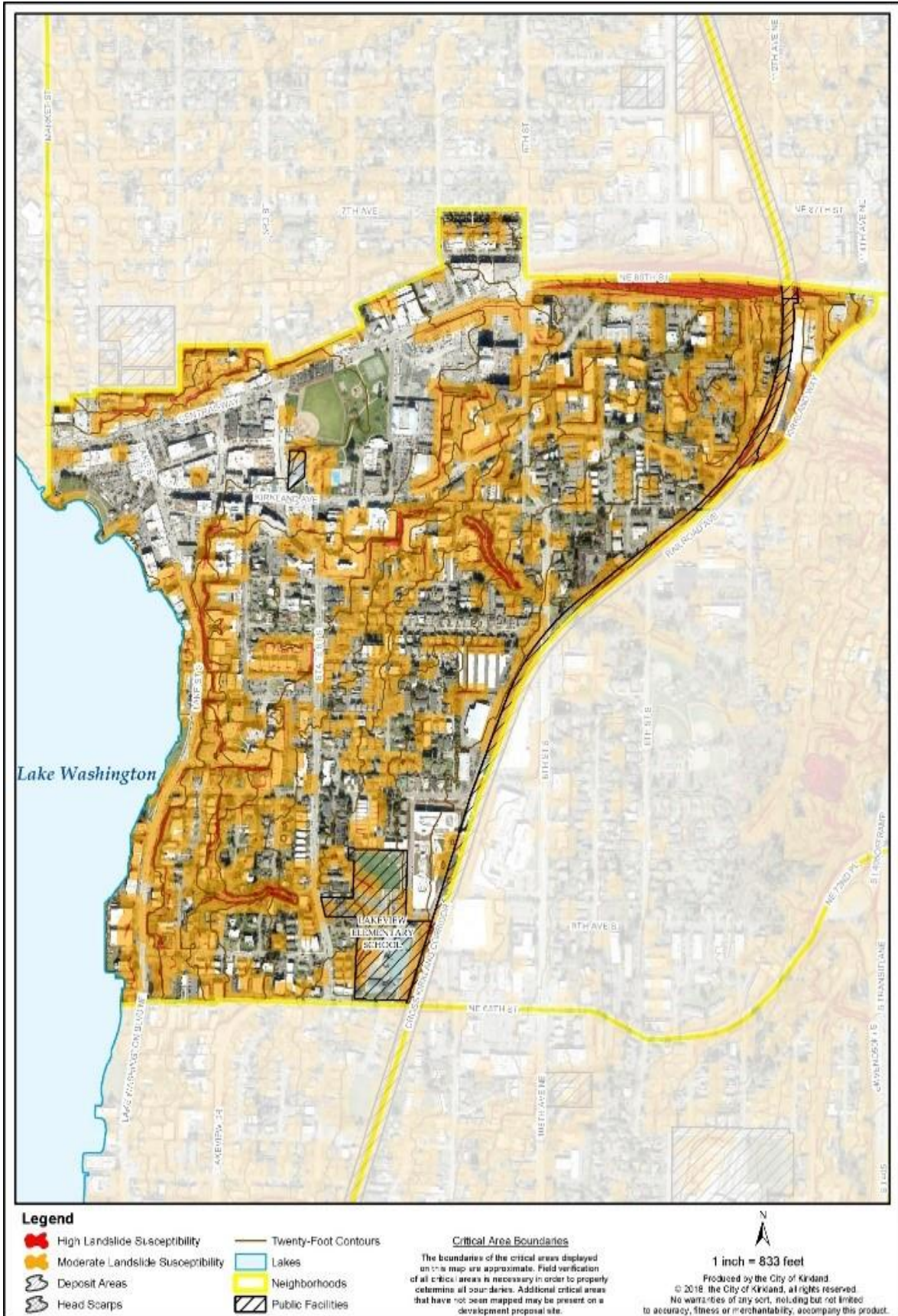


Figure MB-3a: Moss Bay Landslide Susceptibility

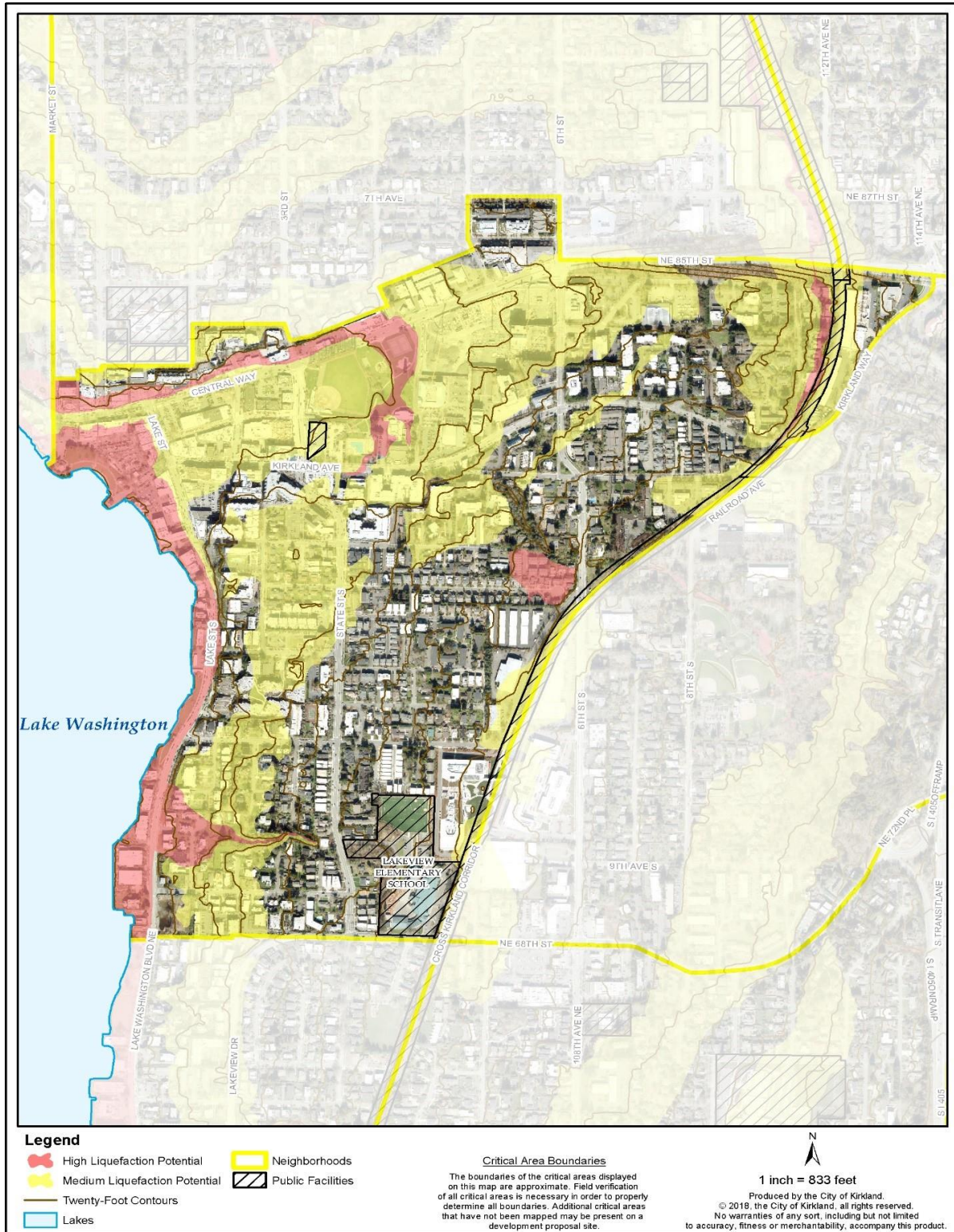


Figure MB-3b: Moss Bay Liquefaction Potential

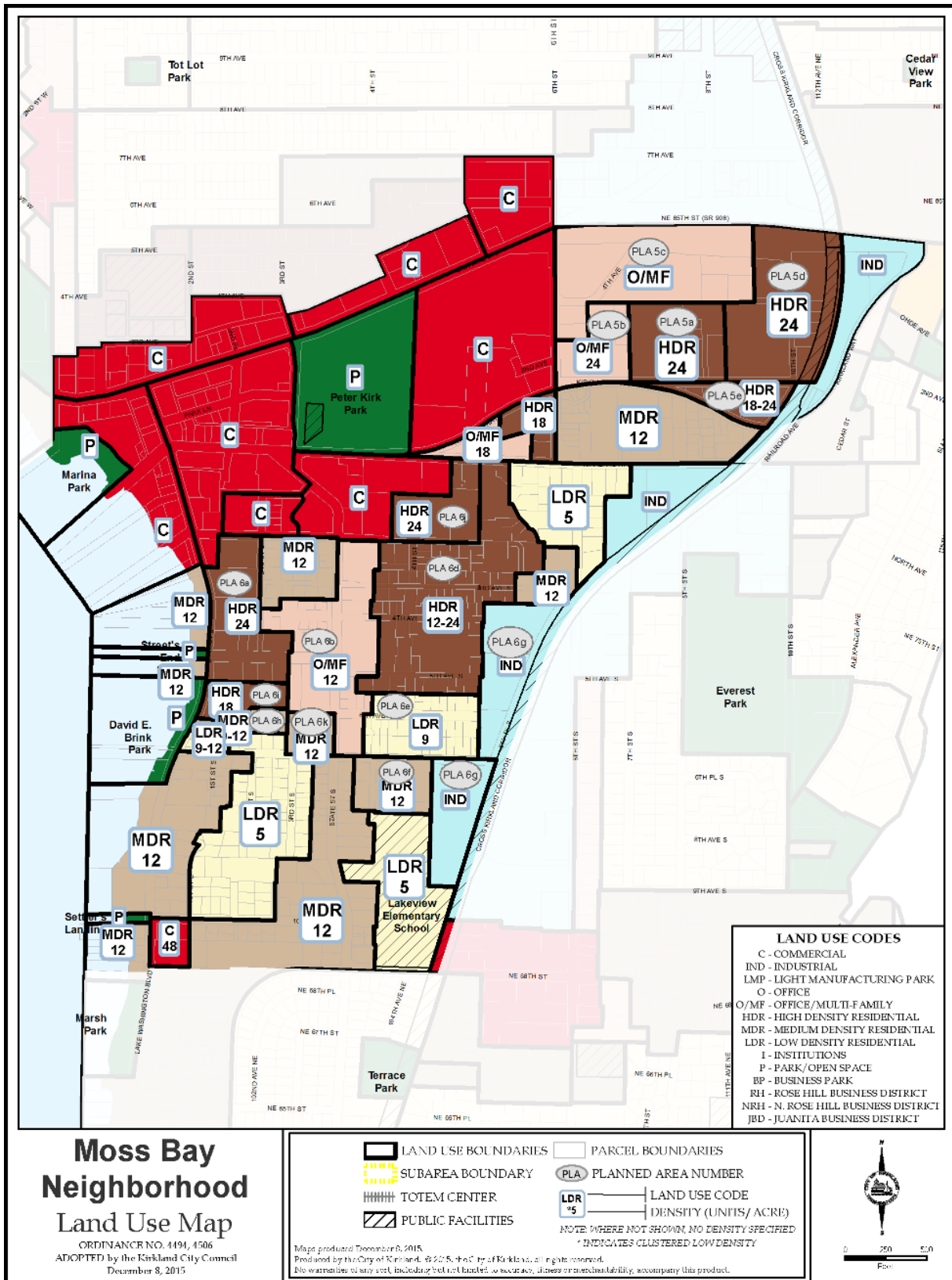


Figure MB-4: Moss Bay Area Land Use

5. LAND USE

The Land Use discussion of the Neighborhood is considered in terms of the Downtown area and perimeter areas around the Downtown.

A. Downtown

The Downtown area is the historic commercial center of the City with many of the City's most intensive land uses. The Downtown area is appropriate for a wide variety of uses. The area's economic vitality and identity as a commercial center will depend upon its ability to establish and retain a critical mass of retail uses and services, primarily located west of 3rd Street, along pedestrian-oriented streets, and within Kirkland Urban. If this objective is not reached, it relegates the Downtown to a weaker and narrower commercial focus (i.e., restaurants and offices only) and lessens the opportunities and reasons for Kirkland residents, ~~and~~ employees, students and tourists, to frequent the Downtown.

The enhancement of the area for retail and service businesses will best be served by concentrating such uses in the pedestrian core and shoreline districts and by encouraging a substantial increase in the amount of housing and office floor area either within or adjacent to the core.

Policy MB-7:

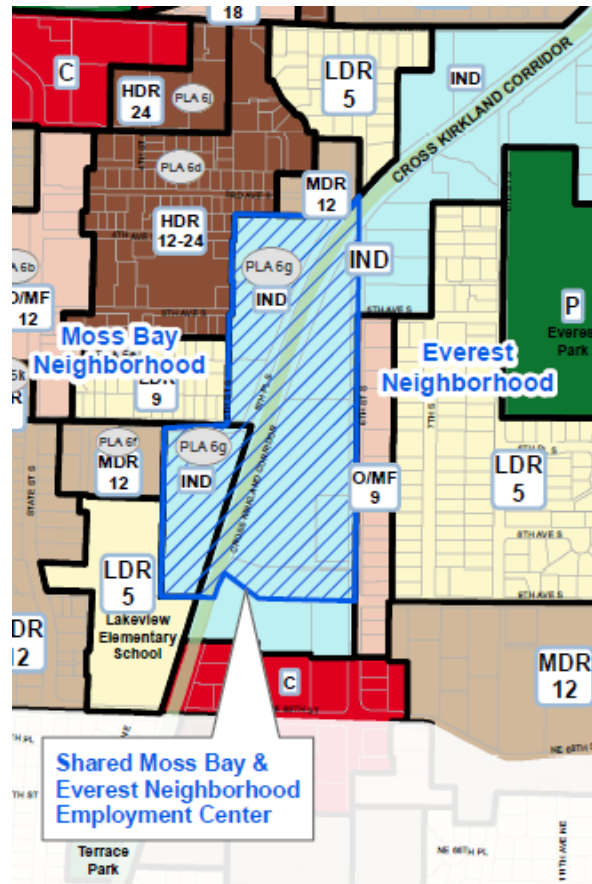
Foster new development that is supportive of the Greater Downtown Urban Center and ~~pending~~ Regional Center designation in terms of: transit-supportive and business-supportive densities; provision of open space, childcare, public art, and other public amenities; provision of housing that is affordable to a range of income groups; and inclusion of environmental sustainability measures.

As described in Land Use Element Policy LU-5.5, the Moss Bay neighborhood is part of the Greater Downtown Urban Center as designated in the King County Countywide Planning Policies, and the Greater Downtown Regional Growth Center as designated by PSRC-(see Land Use Element Figure LU-2 for Urban Center boundaries). The NE 85th Station Area subarea plan, the Moss Bay neighborhood, and an employment center that is shared by the Moss Bay and Everest neighborhoods constitute the areas the Puget Sound Regional Council City is proposing for has designated as a Regional Growth Center ~~designation by Puget Sound Regional Council~~. ~~These~~ center designations ~~are a way to~~ recognize the history of great urban planning in the Moss Bay neighborhood that has created a compact, walkable, transit-supportive community that has embraced growth in housing and employment. These smart growth principles continue to guide the long-term vision for the neighborhood and the King County and PSRC designations will continue to help the City address the infrastructure needs that accompany that growth.

The Greater Downtown Urban Center, which is centered on Moss Bay but encompasses portions of other neighborhoods, including the NE 85th Street Station Area, has an existing zoned activity level ~~development capacity~~ of 30.6 activity units per acre (encompassing the residential and employee population, and the gross acres in the urban center) and by 2035 has a planned density of 96.645.5 activity units per acre. ~~The minimum activity units per acre required for an Urban Regional Growth Center is 45, and when including planned development capacity in the proposed NE 85th Street Station Area Plan will be much higher.~~

To ensure a mix of housing and employment ~~complementary~~ land uses in a Regional Growth Center, PSRC requires that current employment activity ~~units~~ ~~credits~~ comprise at least 15% of the total activity ~~units~~ ~~credits~~ and current residential activity ~~units~~ ~~credits~~ comprise at least 15% of the total activity ~~units~~ ~~credits~~. Currently in 2035, approximately 356 percent of the activity units in the Greater Downtown Urban Center ~~are~~ ~~would be~~ residential, and 654 percent ~~are~~ ~~would be~~ commercial/office. These ~~projected~~ mixes ensure a job-rich environment with plenty of activity after most employees leave for the day.

The shared Moss Bay and Everest Neighborhood employment center is a subarea that contains a large corporate technology campus that spans both neighborhoods and is organized around the CKC as a transportation and open space spine. This employment center is proposed for inclusion ~~included~~ in the Regional Center as a way to recognize the significance of the employment and transportation needs of this subarea (see map below).



Policy MB-8:

Promote seamless transportation connections between the campuses of major employers for enhanced mobility between campuses, to the Downtown area and to the 85th Street BRT/Stride Station.

For purposes of the ~~pending~~ Regional Center designation by Puget Sound Regional Council, the large corporate technology campus that spans both the Moss Bay and Everest neighborhoods is ~~proposed for inclusion~~ included in the Regional Center as a way to recognize the significance of the employment and transportation needs of the campus. This designation also acknowledges the important transportation relationship of this campus located on the CKC to the Kirkland Urban campus of this major employer.

Policy MB-9:

Implement inclusionary zoning and other affordable housing requirements in Downtown to promote inclusion and equity.

At the end of 2021, the Moss Bay Neighborhood had 129 affordable housing units that are a mix of rentals and owned units with varying levels of affordability, ranging from 50 to 120 percent of the Area Median Income (AMI).

Inclusionary zoning for affordable housing is not currently required as properties redevelop in much of the Downtown area, largely due to reticence over providing building height incentives necessary to offset the cost of the mandate to developers.

The addition of an inclusionary housing requirement with a companion increase in development capacity would help the City achieve the goals identified in the Housing Element. It is important to utilize the policies and actions contained in the Housing Element of the Comprehensive Plan for guidance before redevelopment occurs to ensure that displacement of people and businesses is minimized, and that affordable homes are retained and many more are created through the adoption of inclusionary zoning. The City is a member of A Regional Coalition for Housing

(ARCH), and adopted a Housing Strategy Plan in 2018, which addresses existing and future housing needs in the city including the Moss Bay Neighborhood. In addition, the City is committed to increasing affordable housing through numerous policy measures, including direct purchase of affordable units. Ground-floor retail ~~requirements-~~ ~~policies~~ in Downtown also foster the creation of smaller retail spaces over time, providing new opportunities for small businesses in Moss Bay.

Mixed land use, nearby goods and services and the Downtown transit center provide an optimal environment for affordable housing because there is less reliance on personal automobiles. Reducing or eliminating the cost of vehicle ownership and parking can enable ~~residents-~~ ~~people~~ to use that income for other higher priority expenses. Innovative public/private partnerships should ~~to~~ be utilized while exploring methods to yield the greatest number of affordable units to the community.

In addition to supporting equity in housing affordability, the City begins its efforts for planning, public outreach and participation for City updates to neighborhood plans with an Equity and Inclusion Analysis (EIA) to connect with community members who have traditionally been underrepresented in the planning process. One result of this analysis led the City to conduct a survey of Moss Bay residents who are also renters, and the plan's vision statement reflects that the entire community that participated in the plan's creation values equity, inclusivity and diversity. The EIA is an iterative document and will further impact and narrow the equity gaps still existing in the community. It will also help staff apply lessons about equity to future updates to this plan.

Policy MB-10:

Expand green building incentives and requirements to ensure that new projects are high performance buildings.

Additional codes or incentives that make buildings more energy and resource efficient can be considered for Citywide adoption as part of implementing the Sustainability ~~Master-~~ ~~Strategic~~ Plan. Larger buildings in the Downtown area consume more energy, but if they are designed to use less energy then it will reduce operating costs for those who live and run businesses in these buildings and will help the City reduce its carbon emissions as it continues to grow.

Policy MB-11:

Explore the creation of an energy district that might include concepts like the capture and use of water and effluent to produce renewable energy and/or the use of geothermal methods to provide heating/cooling of local buildings.

The Downtown area provides an opportunity to consider the sharing of energy to be more efficient and cost-effective. These methods can increase the creation of renewable energy generation that helps reduce greenhouse gas emissions in the City.

Policy MB-12:

Ensure that Downtown has a critical mass of retail uses and services and regularly review and recruit businesses that enhance the vibrancy of the business district.

The City should help to foster economic vitality in the Downtown by working with the private sector and by encouraging independent efforts toward economic development. Such assistance to the business community might include supporting efforts to establish local improvement or business improvement districts and working with regional economic development partners on collaborative efforts.

Other public efforts to strengthen the Downtown business climate should include the continued promotion of public projects such as the tour boat dock, in addition to continued support for public and/or private projects such as Lakeshore Plaza at Marina Park, which would help to implement the City's economic development goals.

Policy MB-13:

Explore opportunities to support formal and informal cultural institutions and artists in Downtown, such as pop-up galleries, street music and festivals.

Supporting arts and culture is an important part of Kirkland's identity. It is critical to encourage up and coming artists as well as established artists to continue to grow this movement. Consideration should be given to continue using public space for artists and allowing flexible land use which permits installations that further enhance the vibrancy of the Downtown area.

Policy MB-14:

Promote partnerships and increase two-way communication efforts between the business community and City government.

Initiatives like the Shop Local Kirkland initiative represent important efforts that bring businesses and City government closer together on a common purpose. Opportunities to enhance communication also include ensuring that business and property owners are made aware of pertinent issues in a timely manner.

Policy MB-15:

Encourage ground-floor uses that promote an active pedestrian environment.

Downtown Kirkland has been the historic heart of Kirkland's pedestrian orientation because it has traditionally provided great destinations for pedestrians in terms of shops, services, and amenities as well as the supporting pedestrian infrastructure to make the walk pleasant and safe. Future evaluation of appropriate ground floor uses will need to consider the types of pedestrian destinations being created and will require collaboration with the business community, commercial property owners, and other stakeholders to understand the right balance of uses.

Policy MB-16:

Explore redevelopment of the Lake/Central surface parking lot with public and private amenities that enhance the 10-minute neighborhood concept. The exploration should include inclusive community engagement and participation from businesses, property owners, residents and the broader community.

This surface parking lot, situated at a prime corner in the Downtown core, was acquired by the City when the neighboring property owners participated in a Local Improvement District (LID) to generate the funds for the City to acquire the property for the purpose of providing public parking for patrons and visitors to the Downtown. A more current look at the community needs and vision, inclusive of the stakeholders noted here, would help determine if this is the time to reimagine the site as a focal point for the Downtown.

Parking

Policy MB-17:

Encourage efficient utilization of existing parking to its full potential and development of new shared parking around the perimeter of Downtown to increase parking supply while preserving and enhancing the walkable nature of Downtown.

Due to the significant cost and sustainability issues associated with building a new public parking garage, making better use of existing parking should be a priority. There is a significant supply of public and private parking in and around Downtown that could be used more efficiently through wayfinding signage, joint use agreements, technology applications, public education campaigns, and innovative and visible shuttle services.

Policy MB-18:

Increase the prevalence of charging stations and other support facilities for electric vehicles (EV), electric bicycles (E-Bikes) and other micro-mobility by partnering with owners of new and existing parking facilities to promote clean transportation options.

Promoting clean transportation options and related programs and initiatives can reduce pollution and, in the case of bicycles, scooters and emerging clean [shared](#) mobility options, can reduce congestion and foster a healthier

community. Ensuring that buildings and parking facilities support these needs will facilitate the transition to a cleaner transportation future.

B. Perimeter Areas

The Perimeter Area is the area to the south and east of Downtown's Central Business District. This area contains a wide variety of housing types, representing a broad range of densities. The Comprehensive Plan supports providing a range of housing opportunities, and the Moss Bay Neighborhood is representative of how that diversity can build a stronger community (see Figure MB-4). Included in the mix of land uses is a variety of commercial areas that provide employment opportunities close to shops, services, and housing options. The following sections discuss these diverse land use districts.

Planned Area 5

The northeastern portion of the Moss Bay Neighborhood is designated as Planned Area 5 (see Figure MB-4). Due to topographic conditions and circulation patterns, land in Planned Area 5 is relatively secluded. The area has been designated for high-~~density~~ intensity residential and office uses because of the ability to buffer such ~~high density~~ development from other uses in the area. The area is developed primarily ~~in high density with apartments,~~ condominiums and other stacked residential development while limited office uses exist in the northwestern portion of the area. This planned area is divided into five subareas. The Zoning Code details the applicable development standards such as allowed uses, height and ~~density-residential intensity~~ for each planned area and related subarea.

Planned Area 6

The bulk of the land south of Kirkland Avenue is contained in Planned Area 6 (see Figure MB-4). Within this planned area, land is divided into a number of subareas, based on unique conditions including use conflicts, various parcel ownerships, traffic problems, lack of utilities, and other factors which may influence future development of the land. Due to its location, this planned area also has a special relationship with the Downtown. This planned area is divided into ten subareas. The area has multiple designations including ~~low, medium and high density~~ residential at varying intensities, office/~~multi-family mixed use~~, and industrial along the eastern boundary line. The Zoning Code details the applicable development standards such as allowed uses, height and ~~density-residential capacity~~ for each planned area and related subarea.

Policy MB-19:

Explore ~~density minimum~~ policies in ~~low density~~ residential ~~neighborhoods within~~ areas of Moss Bay with low intensity to promote more affordable and compact housing options.

Allowed housing options like ADUs, cottages, and two/three-unit homes can help bridge the gap in missing middle housing needs in the perimeter residential areas and increase diversity in the community. Due to the scarcity and cost of land in the Moss Bay neighborhood, optimizing the use of the land should be a consideration to take advantage of all the amenities that are available.

Policy MB-20:

Explore expanding allowances for home-based businesses in residential districts.

Home occupations can reduce commuting for the business owner and provide residents with nearby services. An appropriate range of uses and supporting regulations can result in home-based businesses that are a positive contribution to the vibrancy of the overall neighborhood. To support Economic Development Policy ~~ED 1.7-ies~~ within ~~the~~ Comprehensive ~~plan~~ Plan, revising development standards should be carefully considered and crafted to minimize impacts on the neighborhood while increasing economic activity.

6. TRANSPORTATION

The circulation routes in the Moss Bay neighborhood are well established (see Figure MB-6). There is a relatively large flow of traffic through the area, in addition to traffic generated by activities within the Downtown. The major north/south traffic corridors include Lake Street, State Street, 3rd Street, and 6th Street South. The major east/west corridors include Central Way, Kirkland Avenue/Kirkland Way, and NE 68th Street.

The Moss Bay neighborhood has some of the City’s best transit, walking, [and rolling and bicycle](#) routes that can move people efficiently and with less congestion than traditional modes of travel. However, it is acknowledged that many vehicles need to move through the neighborhood to connect to Downtown from many other places.

“Mode split” is the term used to describe how trips are allocated amongst various types of transportation, or modes. The Transportation Element in Kirkland’s Comprehensive Plan identifies the baseline estimate of the mode splits and the goals for future mode splits in the Downtown Central Business District (CBD).

Current mode split in the CBD is low because it does not currently include any major Commute Trip Reduction (CTR) employers. In contrast, large CTR employers just outside the CBD and within the Greater Downtown Urban Center are currently achieving mode splits resulting in drive-alone rates between 62% and 78%.

| Downtown Kirkland (CBD) Existing Mode Split (2018) Peak Hour, Work Trip Types | |
|---|-------------------|
| Mode | Fraction of Trips |
| Drive Alone | 88% |
| Transit | 1% |
| Rideshare | 5% |
| Walk and Bike | 6% |

The future goals for the Totem Lake and Greater Downtown Urban Centers are shown below:

| Totem Lake and Greater Downtown Mode Split Goals, Peak Hour, All Trip Types | |
|---|-------------------|
| Mode | Fraction of Trips |
| Drive Alone | 45% |
| HOV 2+, Vanpool, Transit | 46% |
| Walk and Bike | 9% |

It is important that people have acceptable options besides private vehicles, so that public transit, walking, and cycling become more desirable. Equally important are connections for public transit and innovative [non-motorized mobility-walking and rolling](#) options to get to the CKC and regional transportation systems so that the entire transportation system is efficient.

A. Public Transit

Third Street has been designed for the pedestrian and public transit user, with the METRO transit center located on this street. The use of public transportation as an alternative for people who work or shop in the Downtown should be encouraged. Increased use of transit would help to reduce traffic congestion and parking problems in the Downtown area. The NE 85th Street BRT/Stride station will be a major transportation hub with regional connections when it is complete. The Stride station will be a major asset to the Moss Bay neighborhood with supporting pedestrian, bike, and land use infrastructure in place to fully leverage this regional transit investment.

Policy MB-21:

Ensure that transit service and all modes of transportation are aligned and efficient through the Greater Downtown Urban Center, including the NE 85th Street Station Area.

Implementation of the Transportation [Master Strategic](#) Plan will play an important role in making seamless connections between the urban center and the NE 85th Street Station Area including the BRT/Stride station and the Cross Kirkland Corridor.

Policy MB-22:

Utilize the most innovative and effective methods to move people through the neighborhood and to connect to the surrounding community and region.

As new technology emerges, so must the ways to enhance connections throughout the neighborhood, which could include pilot projects and initiatives connecting existing and future transportation infrastructure.

Policy MB-23:

Partner with transit agencies and larger employers to foster enhanced and frequent transit service to and from Downtown and other regional connections.

The connections between modes of transit and major employers is integral to the entire system and partnerships can ensure that moving people remains a priority.

Policy MB-24:

Explore new and innovative means of ~~micro-mobility~~ [micromobility](#) to allow people to easily make last-mile connections from transit.

Last-mile connections are often the missing link to greater public use of the existing transit system. As part of the Transportation [Master Strategic](#) Plan, implementing new forms of micro-mobility can help bridge this gap.

Policy MB-25:

Explore establishing ferry service to and from Downtown Kirkland as part of the Transportation [Master Strategic](#) Plan update process.

Ferry service to and from Downtown Kirkland has long been part of the City's history. Consideration should be given for a pedestrian and bicycle ferry service as another tool to enhance current and future growth in the neighborhood.

B. Pedestrian and Bicycle Circulation

Pedestrian routes should have higher priority than vehicular routes in Downtown circulation. Pedestrian amenities and routes should continue to be improved and should be given higher priority than vehicular routes for circulation within the Downtown. Modifications to the street network and traffic patterns should not be allowed to disrupt Downtown pedestrian activity and circulation.

The establishment and improvement of pedestrian pathways between activity centers should be a high-priority policy objective. Major pedestrian routes within the Downtown area are identified in Figure MB-5. Major pathways include the extensive east-west "spine" or "Park Walk Promenade," which links the lake with points east of 6th Street and the shoreline public access trail.

Figure MB-6 also identifies other important pedestrian routes which provide north-south pedestrian access. Improvements to these pathways should be promoted, particularly at the intersection of 6th Street and Central Way.

Policy MB-26:

Complete and enhance the existing sidewalk network and consider sidewalk widening pilot projects to ensure public safety and further promote a pedestrian oriented neighborhood.

There are numerous opportunities to add and improve sidewalks to promote connectivity within the neighborhood, to surrounding neighborhoods, and regionally via the CKC and Stride station. See Figure MB-7.

To be a truly successful walking environment, the core area of the Downtown must be safe, convenient, and pleasant for pedestrians of all ages [and abilities](#). Pedestrian safety should continue to be a high priority in the placement and design of intersections, crosswalks, and sidewalks throughout the neighborhood.

Policy MB-27:

Explore the construction of systems of overhead coverings to improve the quality of major pedestrian walkways year-round.

The continued creation of a system of overhead coverings such as awnings, arcades, and marquees provide protection to the pedestrian during inclement weather, allowing for [pedestrian-community](#) activity year-round. These features also add visual interest and vitality to the pedestrian environment.

Policy MB-28:

Implement ongoing pilot projects to improve pedestrian and bicycle conditions along Lake Washington Boulevard, including conversion and reallocation of vehicle lanes and parking areas.

The sidewalks along Lake Washington Boulevard connect many parks and offer scenic views of Lake Washington that could be further enjoyed if there were more space available for pedestrians.

More community members would like to make more trips by bicycle; one reason they do not is because the current network of on-street bicycle lanes does not meet their needs for safety and convenience. In order to unlock the potential of bicycling, the existing network of on-street bicycle lanes should be improved with facilities that people of all ages and abilities find safe and welcoming.

Policy MB-29:

Create new and enhance existing pedestrian, bicycle, and transit connections between the lake-front commercial district, Kirkland Urban, the NE 85th Street Station Area Plan, and the Cross Kirkland Corridor.

The Park Walk Promenade identified in Figure MB-5 should consist of a series of minor structures placed at prominent locations along the walkway in order to clearly identify the pathway throughout its length, as well as to provide some protection during wet weather. The walk serves the Peter Kirk Park civic and cultural center, as well as commercial areas to the east and west. The current promenade concept under consideration by the City now should be encouraged as it offers a unique way to move people from the Lakeshore marina area through the Downtown area all the way to the CKC.

Policy MB-30:

Ensure seamless bike and pedestrian connectivity with options for people of all ages and abilities and provide and/or improve ~~non-motorized~~[pedestrian](#) mobility connections to the Cross Kirkland Corridor.

Convenience to the pedestrian will be enhanced by improving the directness and ease of pedestrian routes. “Shortcuts” between streets, or even between buildings, can link pedestrian routes over large distances where vehicles cannot circulate. Bicycle routes including building proposed greenways can also be helpful in creating safe routes for ~~cyclists~~ [walking, biking and rolling](#), and care should be taken so ~~cyclists young and old~~ [all people](#) can [access and](#) use these routes.

Access points to the CKC along the Convergence Zone and Everest Edge in the Moss Bay neighborhood can provide safe, logical, well-marked connections to the street network for pedestrians and cyclists. The CKC also

provides an additional route to the regional light rail system in Bellevue. In addition, the proposed greenways increase points of access, further enhancing the user experience.

Policy MB-31:

Explore the possibility of an innovative off-surface transportation system such as a gondola to connect the BRT/Stride Station, Kirkland Urban, and potentially other nearby employment centers.

The construction of the NE 85th Street BRT/Stride station provides an excellent opportunity to consider how to efficiently move people using new ideas and technologies that don't increase congestion and traffic, mitigate the barrier formed by I-405, and improve accessibility.

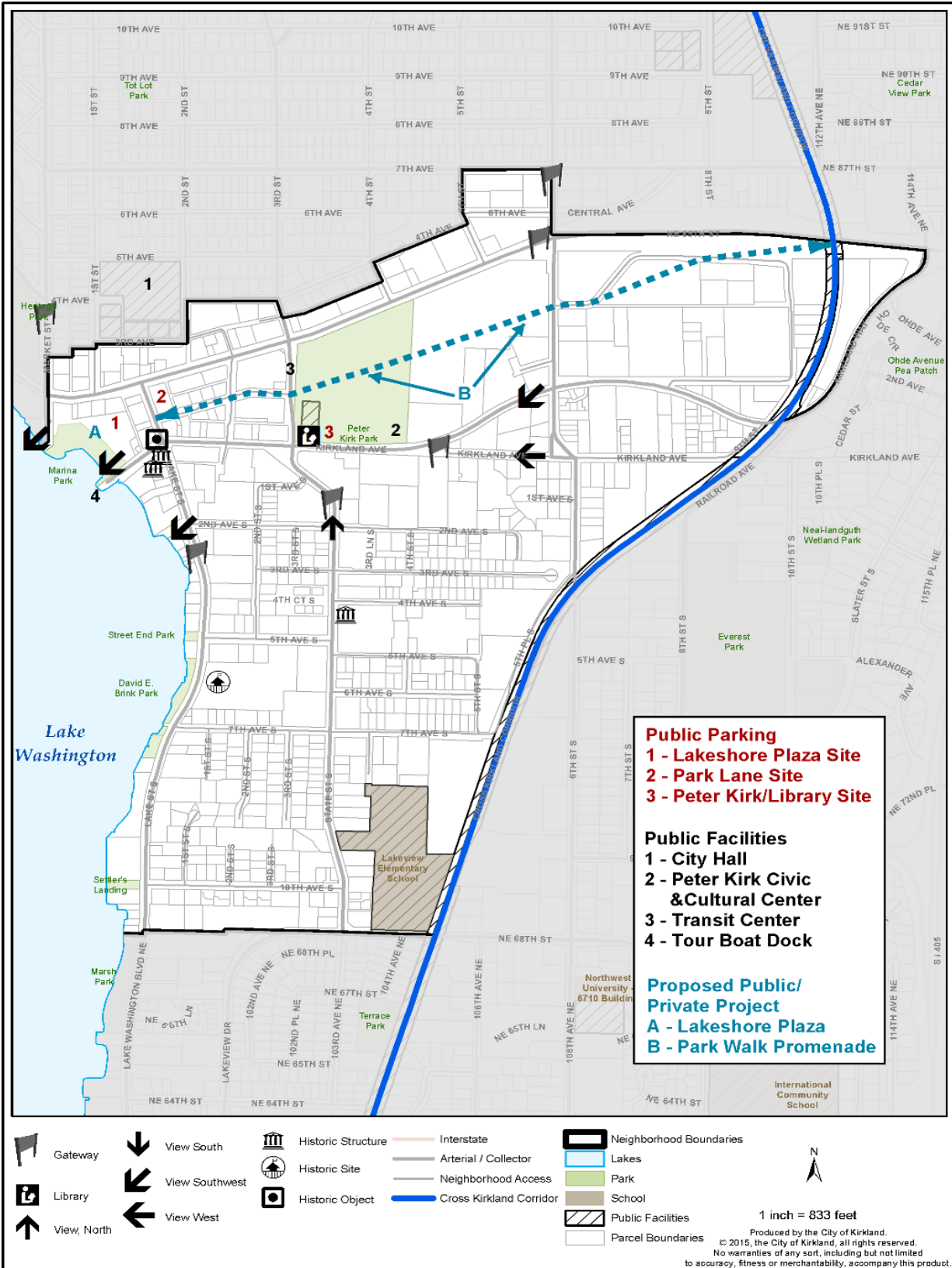


Figure MB-5: Moss Bay Urban Design Features



Policy MB-32:

Expand and iterate pilot programs to enhance pedestrian-only access along Park Lane.

Park Lane in Downtown Kirkland was originally designed to be a pedestrian-oriented street with slow-moving wheeled traffic and has previously been closed to motor vehicles during select special events. In coordination with the Downtown community, in 2020 the City started “Evenings on Park Lane” where the street was opened to people walking and wheeling beginning at 6 p.m. during the warmer months. This allowed more outdoor space for restaurant seating and retail uses while also providing safe places for people to socialize. [In 2023, after considering findings from the Future of Park Lane case study, City Council opted to defer the study of any permanent closure of Park Lane to vehicle traffic until such a time that a robust community engagement process can be undertaken to better understand a wholistic community vision for the future of the Downtown Kirkland area.](#) Data and observations from the Evenings program, [the Future of Park Lane study](#), along with other pilot projects that seek to repurpose street space for people, should be evaluated [in conjunction with community and property owner involvement](#) to consider other similar temporary and permanent programs in the future.





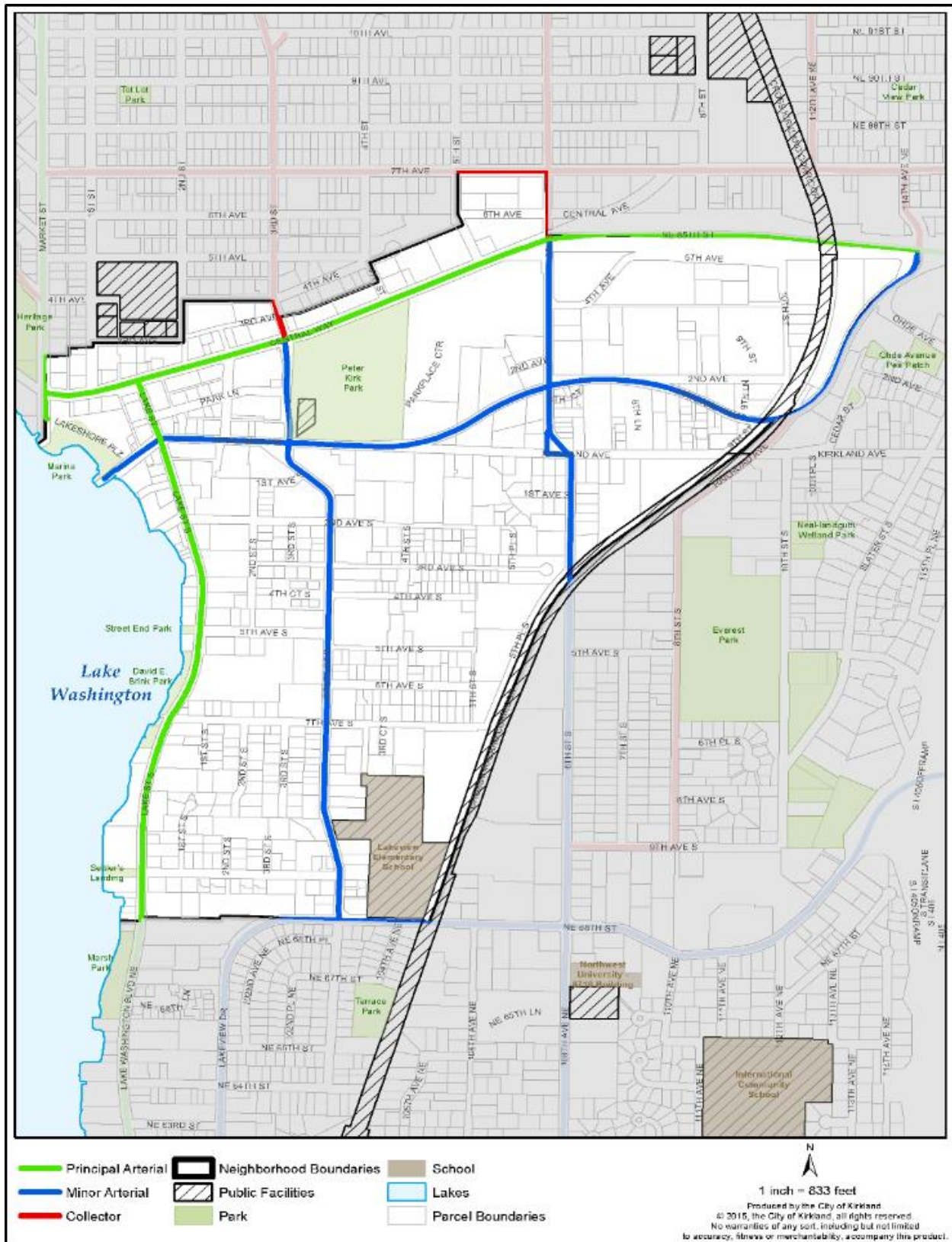


Figure MB-6: Moss Bay Street Classifications

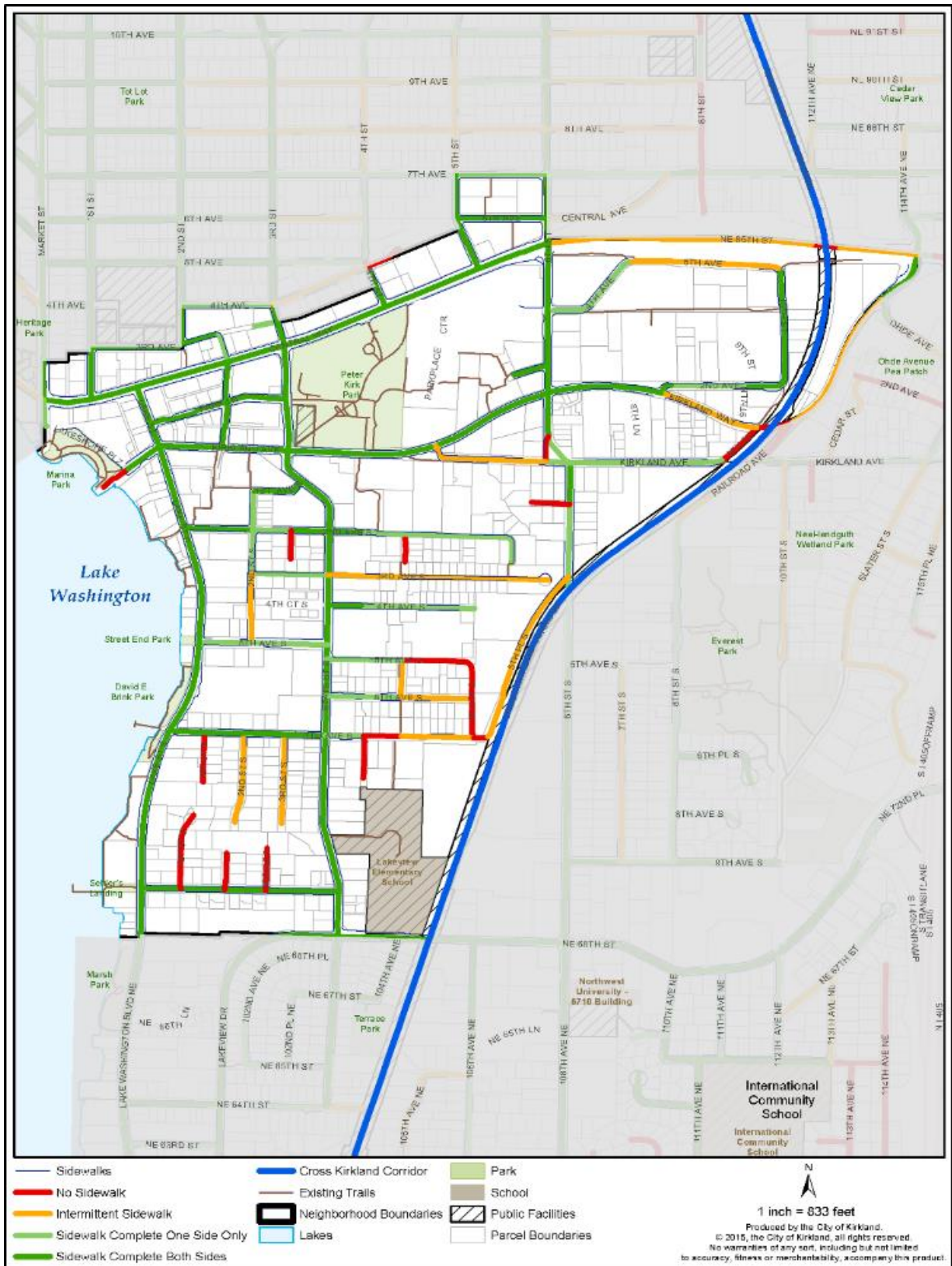


Figure MB-7: Moss Bay Pedestrian System

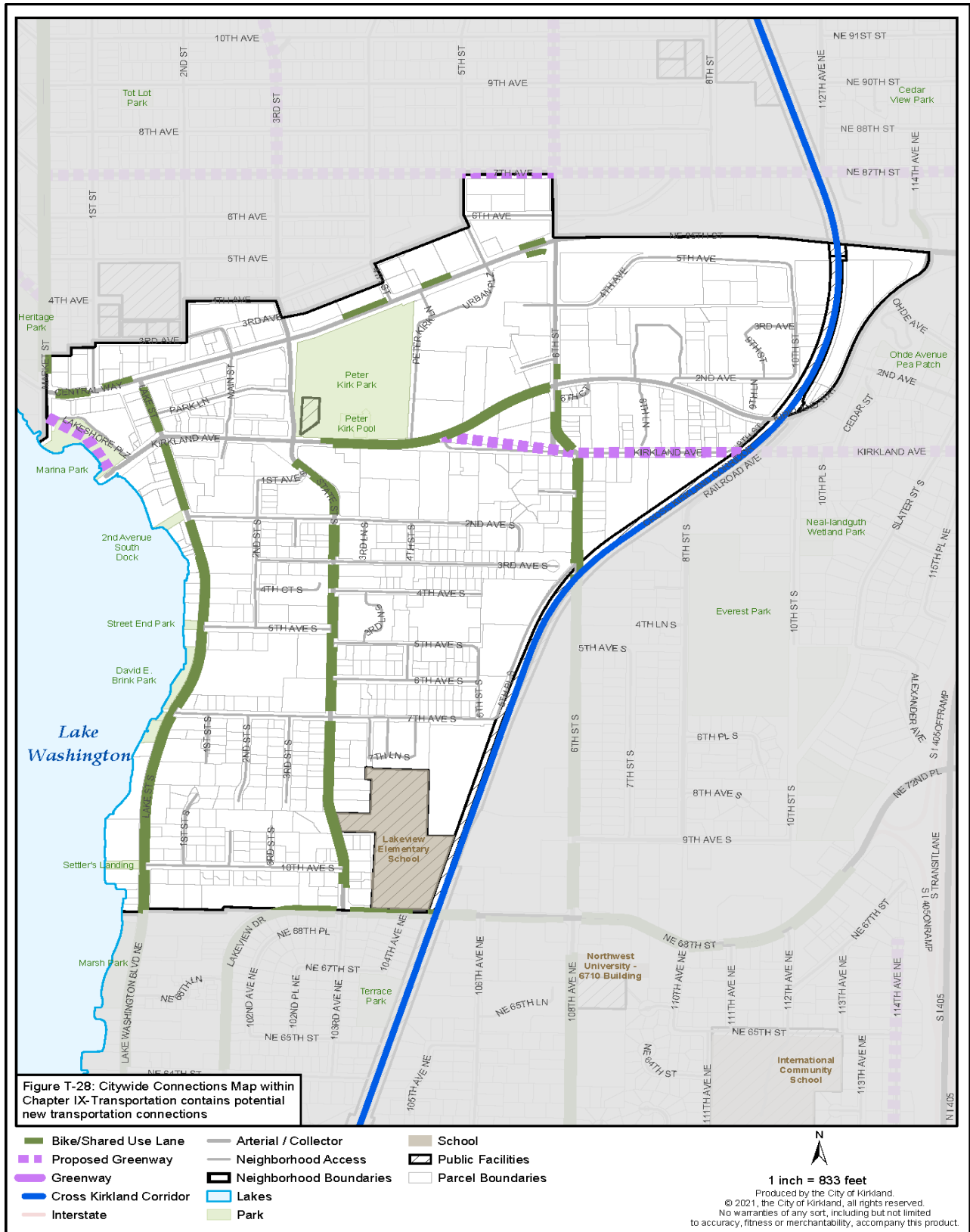


Figure MB-8: Moss Bay Bicycle System

7. OPEN SPACE/PARKS

Four major park sites are critical to the Downtown's feeling of openness and greenery. These parks weave a leisure-time thread into the fabric of the area and provide a valuable amenity, enhancing Downtown's appeal as a destination. Each of the major approaches to the Downtown is met with a park, with Heritage Park enhancing the northern entry, Marina Park enhancing both the northern entry and western entry via Lake Washington, and Peter Kirk Park and Dave Brink Park augmenting the eastern and southern approaches. Physical improvements in and near these parks should strengthen their visual prominence and prevent view obstruction.

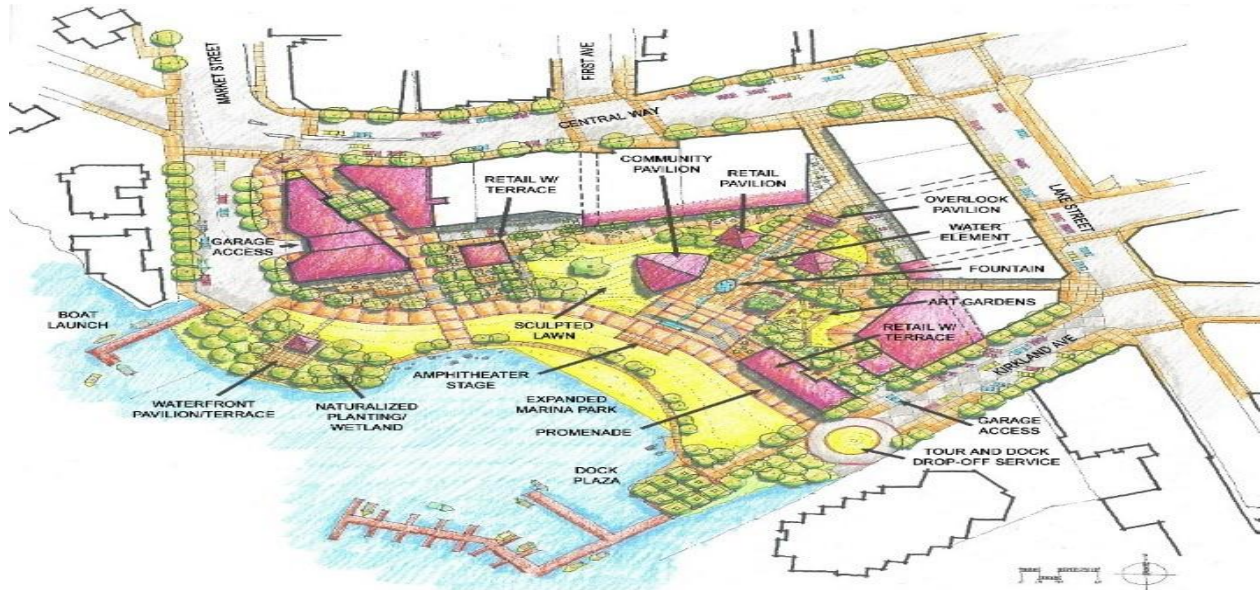


Figure MB-9: Lakeshore Plaza at Marina Park Concept Sketch

Policy MB-33:

Explore the construction of a large public plaza west of buildings on Lake Street to enhance the Downtown's lakefront setting and provide much needed open space while not reducing existing parking supply and increasing usable green space.

The Lakeshore Plaza shown in Figure MB-9 envisions a large public plaza constructed over structured parking. Ideally, the plaza would be developed through public/private partnerships to provide a seamless connection between the Downtown and the lake. The plaza would be at the same grade as Lake Street and would provide visual and pedestrian access from a series of at-grade pedestrian connections from Central Way and Lake Street.

Policy MB-34:

Physical improvements in and near parks should strengthen their visual prominence and prevent view obstruction.

Marina Park and Peter Kirk Park in particular are well used by [individuals](#), families and recreational groups. Public facilities at these parks should continue to expand opportunities for all community members such as the installation of permanent street furniture.

Policy MB-35:

Enhance parks in the Moss Bay neighborhood consistent with the provisions in the [citywide Parks, Recreation and Open Space \(PROS\) Element and PROS Plan](#) [City's PROS plan](#).

All planning efforts regarding parks in Kirkland are done through the outreach and update of the City's PROS plan and participation should be encouraged during public outreach to better serve the community.

Policy MB-36:

Public facilities at parks should continue to expand opportunities for the entire community, including the installation of permanent street furniture, interactive amenities, and programming.

Updating physical features and the uses within the park is something that keeps the park fresh, vibrant and encourages more usage and enjoyment by the community.

Policy MB-37:

Consider developing a Marina expansion plan to promote economic development and tourism in the Downtown area.

The redevelopment of the marina at Marina Park could support the local businesses by expanding it to accept larger boats and more slips. Any redevelopment should be designed and operated in an environmentally responsible manner that adds jobs and revenue while not adding a burden to the parking supply or congestion in Downtown.



Policy MB-38:

Explore the redevelopment of Peter Kirk Park and surrounding city-owned facilities into a major regional recreational facility to increase access and opportunity for the entire community.

A new regional recreational facility could address a need in the community for year-round indoor pools and meeting space, new fields and courts along with supporting parking facilities. In addition to meeting community need, a redevelopment plan could also be a catalyst for additional economic development opportunities.



Policy MB-39:

Promote nonmotorized watercraft usage along Lake Washington, with a node in Downtown.

Encouraging water-oriented retail services, launching facilities, and wayfinding signage can help attract new business that support ecologically friendly use of Moss Bay's waterfront setting and promote tourist opportunities that benefit the neighborhood's economy.