

**Introduction**

The Roosevelt Neighborhood Association (RNA) in Northeast Seattle seeks the assistance of an experienced professional urban planner in the process of updating its existing neighborhood plan, *Tomorrow's Roosevelt*.

**Background****Historical Neighborhood Planning Efforts**

The Roosevelt Neighborhood Association first began to design a neighborhood plan in 1991-1992, and completed the process in 1997-1998 within the framework established by the passage of the City's Comprehensive Plan. The creation and approval of the neighborhood plan "*Tomorrow's Roosevelt*" was the result of over 30 months of effort by local residents with the support of professional urban designers. The process included: monthly committee meetings; more than fourteen public events (presentations and workshops); the creation and distribution of outreach materials on a half-dozen occasions; monthly inclusion of progress reports in the neighborhood newsletter; and two community-wide surveys to further assess public opinion beyond the numerous occasions for public input.

Roosevelt's Neighborhood Plan was adopted by a unanimous vote of the City Council in 1999 - and as such stands as one of the first plans to be completed and adopted in Seattle.

*Tomorrow's Roosevelt* is available online at [www.cityofseattle.net/neighborhoods/npi/plans/rosvlt/](http://www.cityofseattle.net/neighborhoods/npi/plans/rosvlt/)

**Impact of Mass Transit**

At the time of the Neighborhood Plan's creation, although there was the intention to locate a light rail station somewhere in the Roosevelt neighborhood, the precise choice of site was still years away. Thus, while *Tomorrow's Roosevelt* recommended where the station would be most suitably situated, a number of planning issues had to be deferred pending Sound Transit's determination of the location.

In the Fall of 2004, Sound Transit was set to finally decide the location of Roosevelt Station. Unfortunately, the agency seemed poised to choose an alignment for the route which would tear down a broad swath of the neighborhood and locate the station away from the community's business core. The RNA spearheaded a grassroots effort ("North Link Neighborhoods for 12<sup>th</sup>") which lobbied for the station to be located as advised in the neighborhood plan - underground, in the center of the community. Both residential and business inhabitants supported the selection of this site because it met the goals of preserving and enhancing the community while beginning to address the accommodation of an expanding population (the number of residences in Roosevelt is forecast to double by 2025).

In January 2005, with the support and endorsement of over 30 civic, governmental, and neighborhood groups, the community succeeded in convincing the Sound Transit Board

to choose the “smart-growth site” for the transit station - even in the face of an expected \$40 million additional cost to select this location and alignment.

**Integrating Mass Transit into the Neighborhood**

Once the light rail alignment decision was made, the RNA set out to plan for integration of a mass transit hub into the core of the community. Such “Station-Area-Planning” is best done well in advance of station construction to incorporate the station into the existing neighborhood and to plan for future “transit-oriented development”.

In the early days of planning for Seattle’s light rail line, the Seattle Department of Transportation and Sound Transit had done some initial station area planning work in North Seattle. Unfortunately, multiple station locations were being considered in Roosevelt, so the work was never very focused - and the effort was suspended completely when it was decided that the Northern portion of Link Light Rail would not be built in the first phase of construction.

With the siting of Roosevelt Station, the RNA recommenced an exploration of neighborhood re-zoning. In meetings with City Council members, the RNA was encouraged to not simply look at zoning, but to work within our Neighborhood Plan - revising it as necessary - to insure that we continue to serve the “big picture” of residential and commercial goals of the neighborhood. The council members further suggested that a Department of Neighborhoods “Small and Simple” grant would be an appropriate funding source to make certain that revisions were the result of thorough and well-executed neighborhood planning processes. Seattle Mayor Greg Nickels has also indicated support for renewed North Link Station Area Planning efforts, and has included funds in his 2006 budget for the Department of Planning and Development to work on this.

**Additional Challenges**

While the transit station will bring the greatest change to the community since construction of the Interstate 5 freeway fifty years ago, it is not the only factor transforming the community. Roosevelt High School is nearing completion of a multi-year renovation and will reopen in September 2006. Property owners and developers have been stimulated by the station decision and are considering a variety of mixed use projects. One seventy-six unit condominium project is scheduled for occupancy in Summer 2006.

What’s more, the boundaries of the neighborhood have recently expanded by six city blocks to include additional homes and businesses. In each case, these changes and their ramifications were not foreseen by the existing neighborhood plan, further necessitating the need for an update.

**The RNA and its Neighborhood Plan**

The Roosevelt Neighborhood Association is the principle stakeholder in discussions of these issues, because it serves as the representative for all inhabitants, both residential and commercial, and acts as a conduit for community outreach. In working with other

stakeholders to discuss proposed projects, the community's preeminent tool and resource is its Neighborhood Plan, which represents the guidelines established for development and which reflects the consensus of the commercial and residential inhabitants. Thus it is in the best interests of the community to insure that their plan is as complete, relevant, and up-to-date as possible.

A careful assessment of the existing plan *Tomorrow's Roosevelt* has shown that it requires thorough revision. An updated plan is needed to address issues and conflicts arising from current and future developments and significant population growth. Poised for dramatic change, the Roosevelt neighborhood clearly needs an updated Plan.

## **DON Grant**

The Roosevelt Neighborhood Association has been awarded a "Small & Simple" grant by the Seattle Department of Neighborhoods for the update of its neighborhood plan. The grant is now active and work is targeted for completion by August 15, 2006. The scope of work is described in contract documents with DON as follows:

**"The project will build on the success of the existing Neighborhood Plan by updating it to reflect conditions, issues, information and implementation priorities which have changed since the plan was originally written."**

## **Neighborhood Planning Team**

The Roosevelt Neighborhood Association formed a committee in Spring 2005 to revise the current neighborhood plan. The committee is called the "Neighborhood Plan Update Team" and consists of residents, business owners, managers and employees, developers, and representatives from other community organizations (high school site council, church, P-Patch, etc.). There are fifteen to twenty active members of this committee which meets monthly as a group and in frequent sub-committee meetings.

The Neighborhood Plan Update Team has begun this project by undertaking a thorough evaluation of the existing neighborhood plan. This process has identified sections which need to be eliminated, modified, amended or created. The intention is NOT to create a new neighborhood plan from scratch, but rather to revise those portions of the existing plan which are found to be out of date.

In addition to the dedicated work of the Neighborhood Plan Update Team, it is clear that a professional urban design firm must be hired to ensure a complete and thorough end product. These consultants will serve to guide the community team through their current efforts of plan review; draft potential revisions; and aid outreach to the residential and business community. Moreover, design specialists will offer analysis in areas such as transit ridership, population growth, traffic planning, and the neighborhood plan's relationship with the City's Comprehensive Plan. Professional expertise will be needed to properly understand and incorporate urban issues and strategies such as "smart-growth" and "transit-oriented-development".

Thousands of volunteer hours were dedicated to creating the initial neighborhood plan and the current updating work has already tallied hundreds more. Access to experienced urban planners will be just one factor in this locally-driven public participatory process, but the expertise it provides will be essential. It is also vital to have the guidance of professionals experienced in Seattle's urban planning process so that any revisions conform to the Comprehensive Plan, and will be found acceptable by the City and Council.

The community and the Neighborhood Plan Update Team are motivated and well organized. We will have nearly a year of preliminary work behind us as we engage a professional design firm, whose task it will be to assess the work to date, to guide, direct and review ongoing efforts, and to produce the final product, the updated Roosevelt Neighborhood Plan.

## **Work Plan**

**Steps Required to Complete Project, modified from DON Agreement.  
Responsibility for the work in each step varies - some will be carried out completely by Neighborhood Plan Update Team, others in conjunction with Urban Design Consultant.**

<i>Steps Required</i>	<i>Estimated Dates</i>
1. Form Plan Update Team, create initial workplan, obtain matching funds, begin review of existing plan	May –Nov 2005
2. Evaluate Neighborhood Plan and current neighborhood conditions in context of proposed Sound Transit Light Rail Station, begin creation of revised plan content.	Sept 2005 – Feb 2006
3. Create scope of work for consultant and complete selection and hiring process	March 2006
4. Share Team work-to-date with consultant for evaluation; review and revise workplan	March 2006
5. Full Team meeting with consultant; consultant to share revised workplan & strategy; team to present rough draft of revised plan elements	April 2006
6. Review and further refine plan elements; identify additional content needed, corrections and updates to plan text and graphics	April 2006
7. Identify more complex/contentious issues, and produce draft options	April 2006
8. Design, prepare, produce and implement public survey to obtain better sense of neighborhood consensus and awareness	April 2006
9. Update draft plan content and/or potential options	May 2006

- as needed to reflect results of survey
10. Conduct community forum/open house to present proposed corrections to plan for comment, AND engage public in examination of complex issues and potential options May 2006
  11. Review results of public outreach, outline scope of tasks to address, identify items where more analysis or public input is required to finalize draft plan update May 2006
  12. Create any remaining pieces needed to complete updated plan June 2006
  13. Assemble complete working draft of updated plan. June 2006
  14. Present working draft of updated plan to public for comment June 2006
  15. Review outreach results, revise plan as necessary June 2006
  16. Assemble final working draft of updated plan July 2006
  17. Submit final working draft of the Neighborhood Plan to the City for consideration in Comp Plan process July 2006

**Actual Status of Work Plan Effort in Early March 2006***General Organization*

The Neighborhood Plan Update Team is fully constituted and highly functional, with regular meeting activity and considerable work in progress. The Team roster now consists of fifteen to twenty active individuals and continues to grow. The Team is led by Andrew Reay-Ellers, former RNA Vice-President who resigned from the RNA Board to focus energy on this project. RNA President Jim O'Halloran is also actively involved. Sub committees have formed and flowed to address specific issues and tasks.

*Community Awareness*

Community members are generally aware of the neighborhood planning efforts, through regular updates in the monthly RNA newsletter, *The Roosie*, and from brief reports at monthly RNA meetings. Participation has been aided by the success of the RNA in influencing the light rail station location, and from community spirit generated during the first annual summer event, the Roosevelt Bull Moose Festival held in July, 2005. The second annual festival is scheduled for July 29, 2006 and may provide a venue for further community participation in the plan update process.

*Status of Work Plan*

The Work Plan outlined above represents our best estimates at this time of the steps, sequence and timeframes necessary to complete our project. We expect to refine the work plan in consultation with our selected consultant.

*Engagement with City and Regional Agencies*

The RNA has formed productive relationships with various government agencies which have and will facilitate development and ultimate adoption of the updated neighborhood plan. Here are the highlights of the community's engagement with City and regional agencies to date:

**City of Seattle***Department of Neighborhoods*

The RNA has received a grant from DON and has ongoing engagement with our project manager, John Eskelin as well as our neighborhood district coordinator, Karen Ko.

*Department of Planning & Development*

DPD has requested funding for 1.0 FTE in its 2006 City Budget to work on North Link station area planning. These resources are not yet in place but expected to be active later in 2006. DPD's Tom Haugen has been very supportive of Team efforts, by conducting a "zoning primer" in the neighborhood, providing info and answers as needed, and by outlining the process for ultimate approval of the plan update.

*Department of Transportation*

SDOT's Eva Khoury is on call to the Team, for consulting on transportation matters which are relevant to the plan update. SDOT's Randy Wiger is concluding the *Roosevelt Neighborhood Parking Action Strategy* effort with substantial involvement of residents and businesses, and will present the plan in a Community Forum on March 28, 2006. This work product is expected to further inform the update of the neighborhood plan.

*City Council*

Councilmember Peter Steinbrueck provided initial encouragement for the updating of the Roosevelt neighborhood plan in a March 2005 meeting. We expect to engage his Urban Development and Planning Committee as our project moves forward. Councilmember David Della, previous chair of the City Council committee covering neighborhood issues, also supported the community's effort to update its plan in another March 2005 meeting. Councilmember Richard McIver is most recently familiar to the Roosevelt neighborhood through his role as Sound Transit boardmember, and for his support of the 12<sup>th</sup> Avenue station location. We are ready to approach other City Council members as necessary to garner support and input for the neighborhood plan update project.

*Mayor's Office*

Mayor Nickels and his staff have been apprised of planning efforts in Roosevelt as recently as February and early March, 2006. We have found considerable support from the Mayor's office for previous community efforts, most notably the Sound Transit light rail alignment, and we reasonably expect continued support for an updated neighborhood plan which is in sync with the City's Comprehensive Plan.

**King County***Metro Transit*

Metro Transit manager Victor Obeso consulted with the RNA during the light rail alignment discussion, and we intend to re-engage his team as necessary to address bus routing issues in the updated plan. The RNA also worked with King County Executive Ron Sims and his staff, County Councilmembers Larry Phillips, Julia Patterson, Dwight Pelz and Bob Ferguson on the Sound Transit issue as it affected the Roosevelt neighborhood.

**Regional Transit Agency***Sound Transit*

The RNA established a positive and productive working relationship with Sound Transit Board and staff during the Roosevelt station alignment issue in late 2004 and early 2005. CEO Joni Earl was reminded of Roosevelt neighborhood planning efforts in a March 3, 2006 letter from the RNA. Project Manager Ron Endlich has asked to be kept apprised of plan update efforts, and has provided useful information on numerous occasions. Sound Transit is expected to have a more active role in the station area planning process as we move forward.

**Role of Urban Planner**

The purpose of this Request for Proposal is to explain in reasonable detail the background, status and objectives for the update of the Roosevelt Neighborhood Plan, so as to encourage and enable enthusiastic and articulate responses from qualified urban planners. The overall process is largely prescribed, and the final work product is clear as to its form, but we invite creative input for improving the process and the approach. Moreover, we are interested in how our prospective urban planning partners would propose to contribute their expertise to extend the effort and experience of the volunteer Neighborhood Plan Update Team, which will continue to bear the majority of work needed to complete the project. Here is a probable list of project responsibilities for the successful urban planner:

- Meet with Neighborhood Planning Team as Necessary
- Review Existing Work Plan; Suggest Revisions
- Guide Development of Shared Urban Village Vision
- Coordinate Neighborhood Plan Update with City's Comprehensive Plan
- Coordinate with DPD Staff on Plan Update Process

- ❑ Establish Flexibility in Plan for Future Changes
- ❑ Guide Development and Analysis of Community Survey
- ❑ Plan for Community Input Event
- ❑ Facilitate Community Input Event
- ❑ Review & Amend N-PUT Team Plan Drafts
- ❑ Produce Final Working Draft for Comp Plan Consideration

Please note that the Roosevelt Neighborhood Association is also trying to accomplish two other things in the update of its neighborhood plan:

**Dovetail with Future Station Area Planning Process** – We expect that Sound Transit and/or the City of Seattle will re-engage the community when funding becomes available for a focused exercise in Station Area Planning. We want for the updated neighborhood plan to anticipate and inform future Station Area Planning efforts.

**Employ Best Practices in the Fields of “Smart Growth” and “Transit Oriented Development”** – We hope that our urban planning partners can demonstrate familiarity with successful projects which are relevant to the issues and opportunities in Roosevelt, and suggest how these lessons can be applied in our community.

### **Project Schedule**

The 17-Step plan outlined above provides a general guide to the type and timing of activities for the project. In any case, the focus of activity for the successful urban planner and the Team will be second and third quarter of calendar year 2006. Proposers are advised to carefully consider the timing and sequence of activities for community outreach and for final development of the Plan documents. Final plan recommendations must be available to coordinate with City’s annual Comp Plan update process in September, 2006.

### **Budget**

The RNA’s Small & Simple grant from the Department of Neighborhoods is for a maximum of \$15,000. Out of these funds the RNA’s administrative expenses for this project will be paid. We are also interested in simple computer modeling of our urban environment to facilitate communication with the public, and may chose to reserve as much as \$2,000 for this purpose. Potential urban planning partners are advised to structure their proposals within these constraints, and to emphasize the value of services offered whatever the cost.

**Contract Terms**

The RNA will execute a simple contract with the successful urban planner to include details such as project milestones, progress payments and final payment.

**Instructions for Proposers**

No specific form is required for submission of a proposal. However, proposals should include the following elements:

- ❑ Statement of Interest
- ❑ Statement of Qualifications and Relevant Experience
- ❑ Identification of Staff assigned to project
- ❑ Description of Community Outreach Process
- ❑ Total Cost of Service, and Cost Detail, as appropriate
- ❑ Evidence of Liability Insurance

Proposals are due by 3:00 PM , March 20, 2006

Submit proposals to Jim O'Halloran, RNA President, at 6219 Brooklyn Ave NE, Seattle, WA 98115

Additional information available:

[www.rooseveltneighborhoodseattle.org](http://www.rooseveltneighborhoodseattle.org)

Or contact Jim O'Halloran at 206-523-1770, [jim@ohalloran.cc](mailto:jim@ohalloran.cc)

**Evaluation of Proposals****Evaluation Process**

A Selection Committee will promptly review all proposals received, and a short list of urban planners will be invited to interview with the Selection Committee. The Committee will evaluate proposals using weighted criteria, including but not limited to:

- ❑ Experience with Seattle neighborhood plans
- ❑ Experience with Seattle land use zoning
- ❑ Experience with public participatory processes
- ❑ Experience and capability with computer modeling of urban environments (an optional but interesting idea for our project, subject to budget limitations)
- ❑ Cost of service
- ❑ Dedication of senior staff time to our project
- ❑ Ability to articulate and adapt best practices in urban design to Roosevelt neighborhood
- ❑ Creative approach to Roosevelt neighborhood plan