

Kingsgate Neighborhood Plan Community Survey Summary

From October through December of 2023, the City of Kirkland conducted an online community survey to inform the update of the Neighborhood Plans for the Kingsgate neighborhood. This is a summary of the results and key themes from the Kingsgate neighborhood community survey.

The goal of the survey was to gather information to help determine if the future visions for the neighborhood reflect the desired future growth of the area, and to identify key challenges or improvements to be considered during the plan update process. The results will help revise the vision statements and policies for the neighborhood plans.

The Survey Monkey survey was open for 71 days and consisted of 17 community questions as well as 6 optional demographic questions. Participants were asked to identify what about their neighborhood is valuable to them, what they would like to see changed, evaluate values, prioritize potential solutions for climate issues, and gauge key topics of interest.

Promotion of the survey consisted of mailing postcards with the survey link and QR Code to 4941 residents and property owners within the Kingsgate neighborhood. Staff used the postcard as a form of targeted outreach by sending the postcard to all multifamily properties (i.e., all condos, apartments, townhomes, etc. with at least 4 units) within the Kingsgate neighborhood boundaries, as well as all properties located within 2020 Census block groups with a median income at or below the Federal Poverty Level¹. Targeting the residents and business owners in these areas of the neighborhood aligned with an overarching goal set within the Kingsgate Neighborhood Plan Community Engagement & Public Outreach Plan² of increasing awareness and participation in the Plan update from update from traditionally underrepresented parts of our population such as renters and households that may be lower income. A link to the survey was included on the project webpage and advertised consistently in Citywide bulletins. The survey link was included in a list serv announcement to 250 email addresses, the Evergreen Hill Neighborhood Association posted a social media announcement about the survey, and local businesses were encouraged to participate via in-person visits and flyers.

Quick Facts and Demographics of Who Participated

Participants were prompted to identify their relationship to the neighborhood, such as if they are a resident, employee, business owner, student, or visitor of Kingsgate (Question 1). The results are as follows:

- *Resident:* 286
- *Visitor:* 39

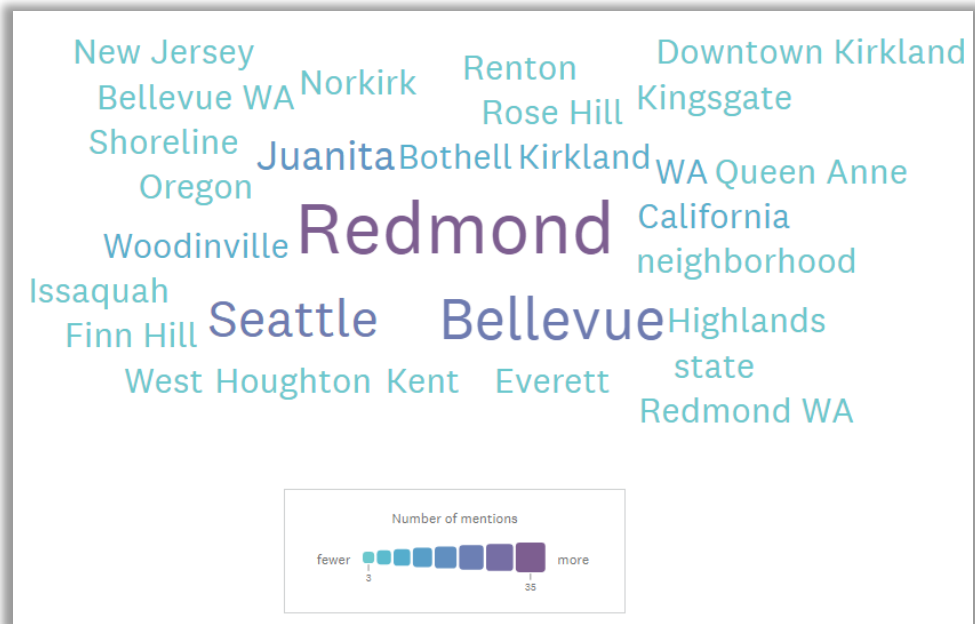
¹These addresses were identified using 2020 census block groups and data from the C17002 (Ratio of Income to Poverty Level) American Community Survey 2022 5 Year Estimate table

²Complete Community Engagement & Public Outreach Plan is available at https://www.kirklandwa.gov/files/sharedassets/public/v/3/planning-amp-building/neighborhood-plan-updates/juanita-kingsgate-2023-neighborhood-plan-framework_final_wattachments_09072023.pdf

- *Employed in Kingsgate: 18*
- *Own a business in Kingsgate: 13*
- *Student in Kingsgate: 15*
- *Attend worship service in Kingsgate: 2*

Race, ethnicity, length of time in neighborhood

- Question 2 – Length of time living in neighborhood:
 - *20+ years: 36.75% (111 responses)*
 - *11-19 years: 18.21% (55 responses)*
 - *6-10 years: 17.55% (53 responses)*
 - *1-5 years: 19.87% (60 responses)*
 - *<12 months: 2.32% (7 responses)*
 - *Not a resident: 5.30% (16 responses)*
- Question 3 – For residents: Where did you live before residing in Kingsgate?
 - This question was answered by 262 respondents and skipped by 50 respondents



- Question 18 – Gender identity:
 - *Girl/Woman (cisgender or transgender): 53.82%*
 - *Boy/Man (cisgender or transgender): 30.90%*
 - *Non-binary or 'Something else fits better': 1.66%*
 - *Prefer not to answer: 9.63%*
- Question 19 – Age:
 - *Prefer not to answer: 7.64% (23 responses)*
 - *Under 18: 0.00%*
 - *18-24: 1.66% (5 responses)*

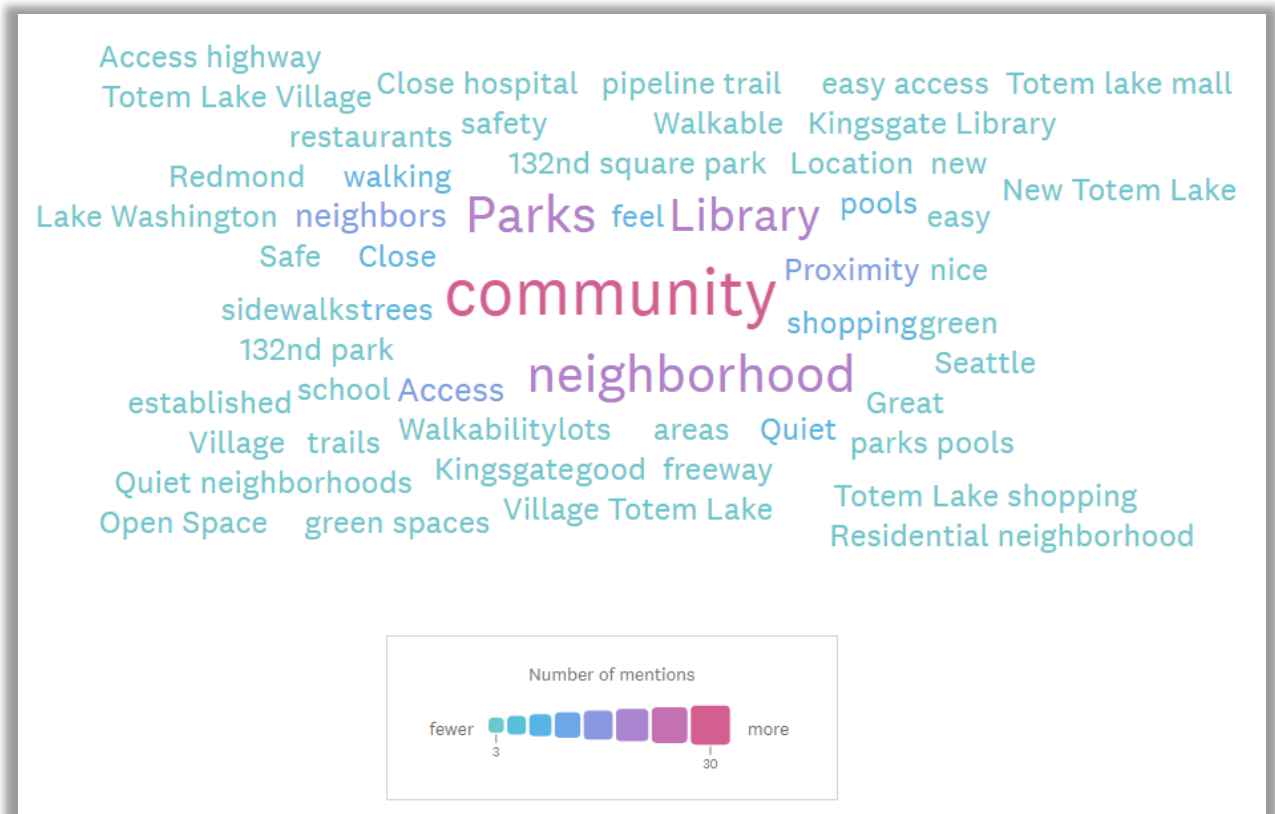
- 25-34: 9.97% (30 responses)
 - 35-44: 30.90% (93 responses)
 - 45-54: 17.94% (54 responses)
 - 55-64: 15.61% (47 responses)
 - 65+: 16.28% (49 responses)
- Question 20 – What is your ethnicity?
 - *Hispanic/Latinx*: 5.0% (15 responses)
 - *Not Hispanic/Latinx*: 76.7% (231 responses)
 - *Prefer not to answer*: 18.3% (55 responses)
 - Question 21 – Do you consider yourself...(select all that apply)?
 - *American Indian or Alaskan Native*: 1.7% (5 responses)
 - *Asian*: 12.3% (37 responses)
 - *Black/African American*: 1.0% (3 responses)
 - *Native Hawaiian/other Pacific Islander*: 1.0% (3 responses)
 - *White*: 69.1% (208 responses)
 - *Prefer not to answer*: 16.3% (49 responses)
 - *Other*: 1.7% (5 responses)

Staff Comments:

*Esri 2020 population, income, and demographic data estimates that the population in Kingsgate neighborhood was 12,588 people with the majority of people 59.4% identified as white alone. The median age in this area is 37.3, compared to U.S. median age of 38.6. The techniques used by staff and Working Group members to promote the survey are likely responsible for the **312 total responses**. At the same time, a greater diversity of participants within the race, ethnicity and age categories was hoped for. The older age of participants is consistent with what we typically see involved in neighborhood plan updates. The survey is just one tool that is being used to gather public opinion and staff will continue to promote a diversity of participation in the process.

Survey Questions and Key Themes

(Q4) **What are three places, things, or features about Kingsgate that you enjoy most?**



Respondents identified a wide variety of factors that make Kingsgate an enjoyable place to live. Key themes received from comments:

- Convenient location close to shopping, health care services, other jurisdictions
- Established public gathering spaces such as the Kingsgate Library, 132nd Square Park, Sno-King Ice Arena, and community pools and parks
- Access to trees, trails, parks, walking paths and other greenspace
- Safe and inviting feel with a great network of neighbors, schools, community activities, and involved home owners associations

(Q5) What are three places, things or features you would like to see changed or improved on to make the neighborhood even better?

Key themes received from comments:

- More traffic calming measures (speed bumps, roundabouts, etc.) as well as better traffic management due to influx of traffic from neighboring jurisdictions
- More public amenities: outdoor gaming courts, open space, indoor activity center
- Stronger commercial anchors in the Kingsgate neighborhood commercial center
- Safeway plaza (on 124th Ave NE) should be developed into a mixed use residential/commercial area
- The neighborhood is in need of better sidewalk/crosswalk infrastructure and more frequent maintenance of the sidewalks; feels inequitable compared to other parts of Kirkland

- Parks, trees, and natural space are lacking in Kingsgate
- Opposed to increased development, changing the built environment; use “smart growth” techniques; don’t destroy the neighborhood
- In need of multifamily development that is affordable for renters
- Increase pedestrian and bicycle connectivity to Woodinville, Kingsgate to Totem Lake, pedestrian access to Kingsgate neighborhood commercial center, improve sidewalk connectivity (fill in missing sidewalks) especially along NE 140th between 124th Ave NE and 132nd Ave NE; crosswalk safety at 124th Ave NE and NE 144th St intersection, less reliance on vehicles

Staff Comments:

Respondents have varied opinions on the extent of growth that the neighborhood should experience. As repeated throughout the survey, it is clear there are advocates for increased pedestrian and bike infrastructure and connectivity to major destinations around the city. There are several ongoing programs that support improving non-motorized transportation network throughout the city: The Transportation Strategic Plan (formerly known as the Transportation Master Plan) is currently being updated. The Safer Routes to School program seeks projects to improve pedestrian access around schools. The Neighborhood Safety Program allocates funds annually for neighborhood capital improvement projects. As we move forward in this process, staff will consider how these concerns can be addressed.

(Q6) Please rank how effective the current Kingsgate neighborhood is in carrying out the following neighborhood principles:

Top three principles identified as performing excellently:

1. *Diversity*: There is a wide range of people, cultures, and traditions that exist and are celebrated in the neighborhood. Everyone feels like they belong.
2. *Connectedness*: I can conveniently get to where I need to go by whatever mode works best: walking, biking, taking transit, or driving.
3. *Safety*: I feel free from the risk of danger and risk of loss, in my home, and while traveling around the neighborhood knowing I have City police, fire and emergency services available.

Top three principles identified as performing poorly:

1. *Affordability for all*: People who wish to live here can find affordable, suitable housing in the neighborhood, regardless of income, age, race, or other factors
2. *Economic Viability*: A diverse range of businesses provides needed services to the local neighborhood, and obtaining commercial spaces in the neighborhood is affordable for the local community.
3. *Walkability/Bikeability*: Alternatives to driving like walking and bicycling are safe and easy to use in my neighborhood, and connect me to destinations such as schools, shopping, employment, and faith-based places.

Staff comments:

Based on the top choices, Kingsgate community members recognize that the neighborhood is home to a diverse population. The neighborhood is also connected to other areas of the city through an adequate street network, and it is easy to get to destinations. Kingsgate is safe and respondents feel generally free from risk, loss, and danger.

Kingsgate's challenges or improvement areas identified by survey participants include housing affordability for others (not necessarily themselves), the lack of viable commercial and retail options, as well as pedestrian and bicycle safety and mobility.

(Q7) How often do you use the following methods to learn what is going on in Kingsgate? (rank never, rarely, sometimes, often, daily)

Most frequently used methods:

1. Local social media groups (unaffiliated Facebook pages, Nextdoor, Twitter (X))
2. Word of mouth through established relationships
3. City of Kirkland announcements and/or webpages

Least frequently used methods:

1. My neighborhood association
2. Local news (television, news articles, etc.)

Staff comments:

Results lead staff to believe the most frequently used methods include the methods that relay information the most frequently. Neighborhood associations and local news might give periodic updates but aren't relied upon by the community to give real-time news and announcements. This supports other evidence that social media and social interaction is the best way to understand happenings at a local level.

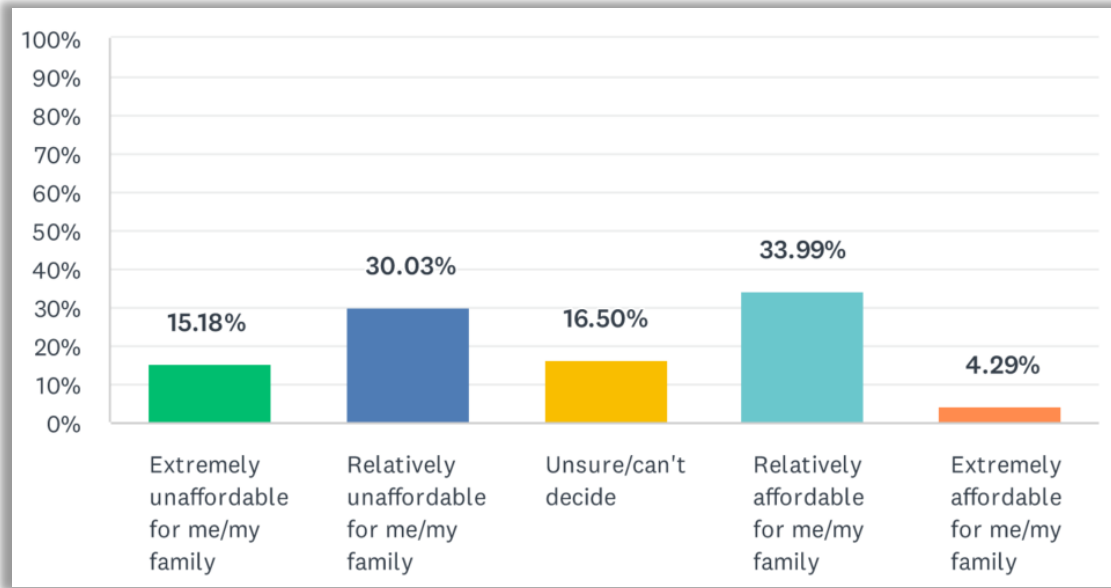
(Q8) Where would you like to see more housing supply in Kingsgate? (select all that apply)

ANSWER CHOICES	RESPONSES	
Nowhere	36.99%	108
Near existing bus stops and/or routes	28.77%	84
Near businesses where people shop or receive services	26.71%	78
In areas that already have townhomes and/or apartments	26.03%	76
Near places where people work	22.60%	66
Near busier and higher-capacity roads (neighborhood example: NE 132nd ST and 124th Ave NE)	19.18%	56
Everywhere (in other words, every part of Kingsgate could have a little more housing)	16.78%	49
Away from busier and higher-capacity roads	10.96%	32
Near schools	8.56%	25
Near parks and trails	7.19%	21
In areas that have mostly single-family homes today	5.14%	15
Total Respondents: 292		

Key themes from write-in comments:

- Current infrastructure (roads, electrical, water/sewer, gas) are already overloaded and are not prioritized to be updated to match the building demand
- Stop allowing high density without enhancing the infrastructure first
- Consider possibility of a small cluster of mixed use residential housing around 132nd square park
- Reduce tear-down and rebuild projects; explore incentives for renovations and remodels
- Whatever gets built should have a priority of owner-occupancy
- Less housing, more trees
- Clean, efficient and affordable units should be the priority, not luxury-style living

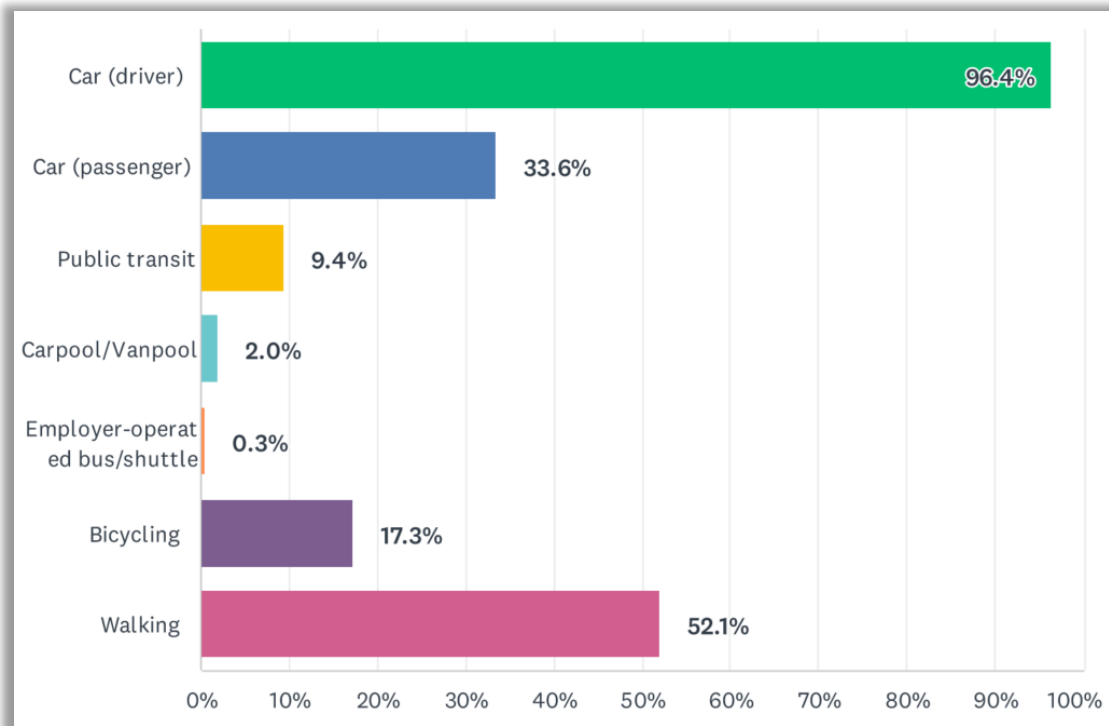
(Q9) How would you rate the affordability of housing in the neighborhood?



Staff comments:

With less than 40% of respondents indicating that the neighborhood housing options are (extremely or relatively) affordable, it is clear that housing costs are affecting the residents of Kingsgate. This aligns with regional and national trends, and highlights the need for more modest, attainable living options in order to ensure that existing residents can remain in Kingsgate while those who wish to live here also have the option to do so.

(Q10) Which modes of transportation do you primarily use to access Kingsgate? (select all that apply)



Staff comments:

Respondents report using cars most frequently to move through and within the neighborhood. While walking was indicated as another popular method of travel, it should be noted that these might be leisurely walks around a neighborhood or within a subdivision. Greater emphasis should be put on improving the diversity of travel methods as a means to reducing traffic congestion, improving health disparities identified in Kingsgate, as well as to meet the accelerated reduction targets of greenhouse gas emissions that are required by state law: 50% reduction by 2030, 75% reduction by 2040, and a 95% reduction by 2050.

(Q11) How often do you leave the neighborhood for the following reasons?

Top three most popular reasons for leaving daily:

1. Work
2. School (or school drop off/pick-up)
3. Recreational activities

Top three most popular reasons for leaving often (multiple times a week):

1. Recreational activities
2. Grocery shopping
3. Other retail shopping

Staff comments:

These responses help staff understand the current needs of the neighborhood and assists in the analysis of how Kingsgate can implement the 10-minute Neighborhood concept. 10-minute Neighborhoods are walkable communities with two vital characteristics: destinations and accessibility. Basic needs are satisfied within a 10-minute walk, and the community can conveniently get to those destinations. Results indicate that Kingsgate community members could do with more grocery, retail, employment, and recreation options closer to them.

(Q12) What are the top three environmental issues you believe to be most pressing in the Kingsgate neighborhood?

Top three most pressing environmental issues:

1. *Retention of greenspaces and parks:* 71.10% (214 responses)
2. *Sustainable transportation options:* 36.88% (111 responses)
3. *Climate change adaptability and mitigation:* 26.25% (79 responses)

Other issues identified:

1. Wildlife preservation
2. Waste reduction and recycling
3. Energy efficiency and renewable energy

Key themes from write-in responses:

- Noise pollution from the interstate (I-405)
- Reliability of the electrical grid; there are frequent power outages
- Tree removal and replacement standards for developers are too lenient while regulations for homeowners can be too stringent and expensive
- Congestion due to overpopulation
- Lack of greenspace within the Kingsgate neighborhood commercial center

(Q13) Please rate how effective you think the following actions might be for protecting the natural environment, providing quality of life, and enhancing greenspaces in Kingsgate: (rank most to least effective)

Ranking based on 304 responses:

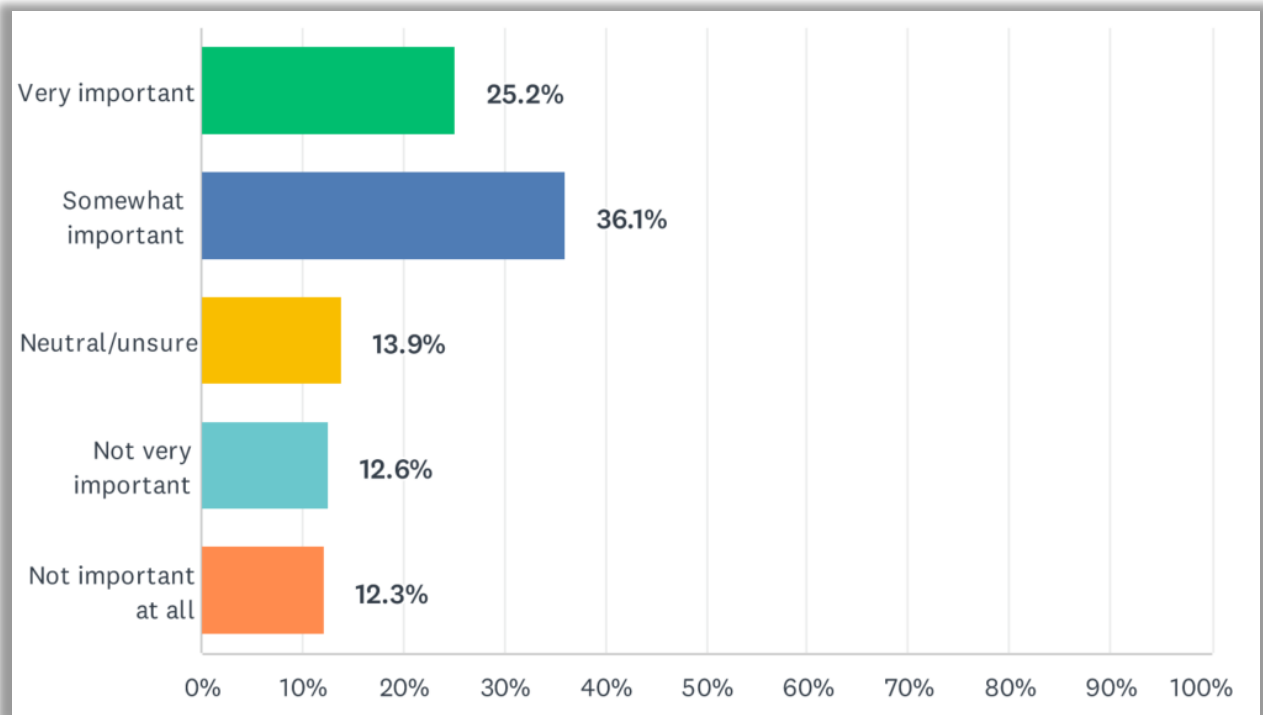
1. *Pedestrian-Friendly Design:* Prioritize walkability with wide sidewalks, crosswalks, and pedestrian plazas to make high-density areas more accessible and enjoyable for pedestrians.
2. *Transit-Oriented Development (TOD):* Concentrate higher-density housing and mixed-use developments around public transit hubs, reducing the need for cars and encouraging the use of public transportation.
3. *Energy-Efficient Transportation:* Invest in electric vehicle charging infrastructure and promote the adoption of electric vehicles to reduce emissions from transportation.
4. *Public Space Activation:* Design public spaces that encourage social interaction, cultural activities, and community gatherings to enhance the quality of life in high-density areas.

5. *Adaptive Reuse*: Encourage the repurposing of existing buildings for housing and mixed-use developments, preserving historic structures and reducing demolition waste.
6. *Bike-Friendly Infrastructure*: Create bike lanes, bike-sharing programs, and secure bike storage facilities to encourage cycling as a sustainable mode of transportation.

Staff comments:

Top choices of pedestrian-friendly design and transit-oriented development showcase the desire from the community to draw activity and development toward the established high-density areas in order to preserve greenspaces in other parts of the neighborhood, to reduce the need for vehicular trips, and to make local businesses more accessible.

(Q14) How important is it to you that the Kingsgate neighborhood attracts new businesses and commercial investments?



Staff comments:

These are common themes throughout this survey and the November 29th Visioning Workshop comments for enhancing the Kingsgate neighborhood commercial center by encouraging more restaurants, retail, pubs and cafes.

(Q15) What specific types of business or industries do you believe should be encouraged in Kingsgate?

Top three industries that should be encouraged in Kingsgate:

1. *Food and retail*: 79.47% (240 responses)
2. *Arts and culture*: 46.69% (141 responses)

3. *Green/sustainable businesses*: 32.78% (99 responses)

Key themes from write-in comments:

- Specific suggestions: hardware stores, auto mechanics, salons, gyms, kid activities/childcare, produce stands
- Keep commercial activities in other areas
- More support for people new to our community, especially immigrants (so maybe ethnic grocery stores, etc.)
- A different variety of grocery stores

(Q16) What are some ways that we could connect with our neighbors to discuss these topics and find out what is important to them? (these can be locations, events, etc.)

Key themes received from comments:

- A variety of in-person and virtual meetings for maximum participation
- Special community events
- Door-knocking
- Utilize the Kingsgate Library
- Workshops, town halls, tabling events
- Online surveys like this
- More mailers with QR codes

(Q17) If you have other thoughts about your neighborhood or the plan, please add them here.

Staff comments:

Of the 312 respondents, only 110 participants provided feedback to this question

Key themes received from comments:

- Redevelopment of the Kingsgate commercial center should not come at the cost of the small, local businesses that provide cultural amenities and authentic goods and services. These businesses are often established by immigrant communities or are 'mom and pop' establishments
- Stop pushing growth and development in this neighborhood
 - Please don't overdo or extend commercial zoning. We don't need another mall with Totem Lake so close.
- Get rid of/close the Casino Caribbean Cardroom
- More transit will be the missing link to the success of the growth of Kingsgate. Getting single-occupancy vehicles off of the road is imperative if we are adding more neighbors

- Safety and speeding measures around the neighborhood are needed after recent influx of pedestrian accidents
- Infrastructure capacity is a major concern for this area
- More mixed use development; Woodinville is a good example of what is possible

Next steps

The Planning and Building Department will continue to work with the Kingsgate neighborhood to address these concerns and consider these issues for policy changes to the neighborhood plan. This survey is just one of the several public outreach tools being used to gather public input for the Neighborhood Plan. The survey results will be forwarded to the Planning Commission and City Council.

For more information regarding the Neighborhood Plan update process please visit the project webpage at kirklandwa.gov/KingsgatePlanUpdate or contact LeAndra Baker-Lewis, Senior Planner, Kirkland Planning and Building Department, llewis@kirklandwa.gov, 425-587-3265.

*[Esri](http://Esri.com) (Environmental Systems Research Institute) is a geographic information demographic data and mapping company