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Economic Development Element

Planning Commission Briefing

January 25, 2024

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Economic Development Element



Kirkland's existing Economic Development strategy promotes:

- Economic growth while maintaining a sustainable city
- A diverse economy:
 - variety of businesses to weather economic cycles
 - well-paying jobs
 - goods, services, small, start-up, locally owned companies
- City provides a **positive business climate** (low permit fees, business license fees, streamlined permit processes)
- Allows the City to have revenues to provide infrastructure and public services
- Future land use is focused on the **Totem Lake Business District, the NE 85th Street Station Area, and other commercial areas.**

City Business Programs and Services



- [Explore Kirkland tourism program](#) promotes people to stay in hotels, shop, and dine
- [Business assistance programs](#) and grants for new and small businesses
- **Shop Local Kirkland** and **Kirkland Cash Programs** to promote local businesses
- Ombudsman services to help problem-solve
- Coordinate with local and Eastside business organizations to promote Kirkland
- Coordinate with **educational facilities** who provide job training
- The City's [Development Service Center](#) provides an online and in-person customer service portal for development permit processing and public information at Kirkland City Hall

Kirkland's commercial districts

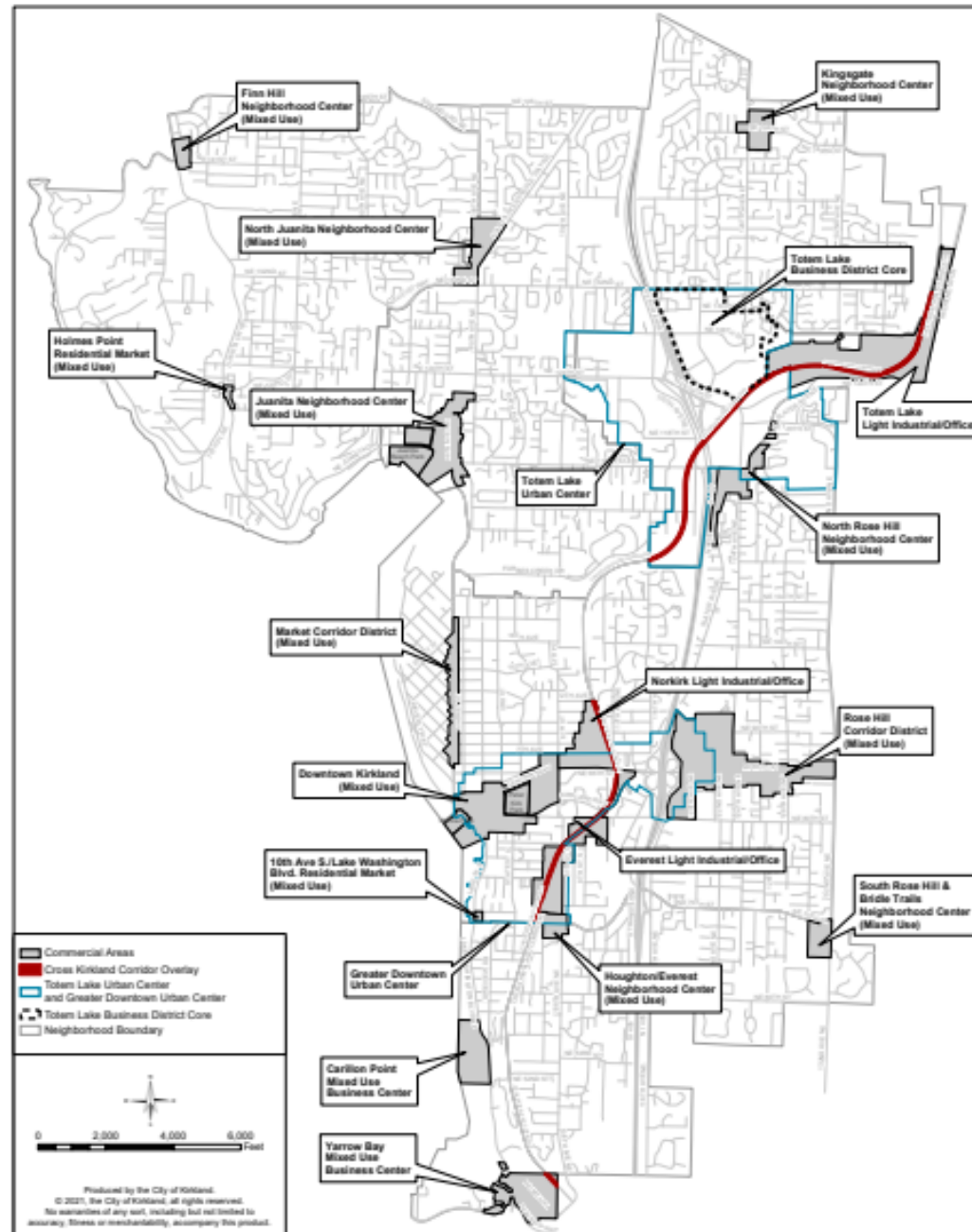


Figure LU-2: Commercial & Mixed Use Areas

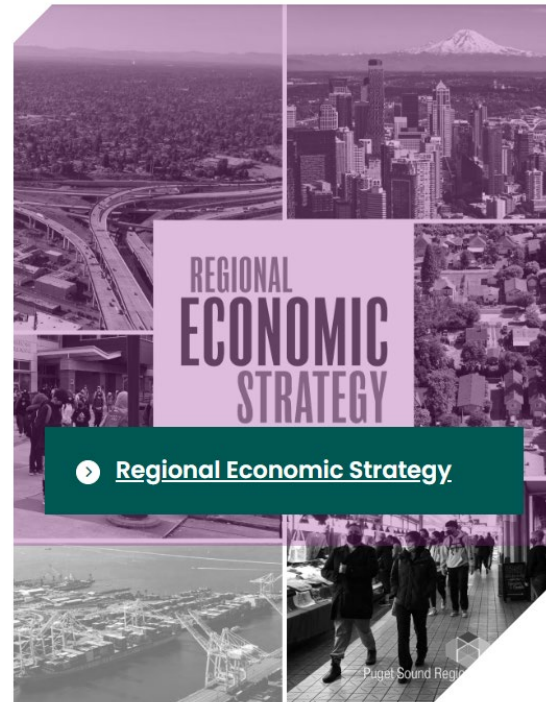
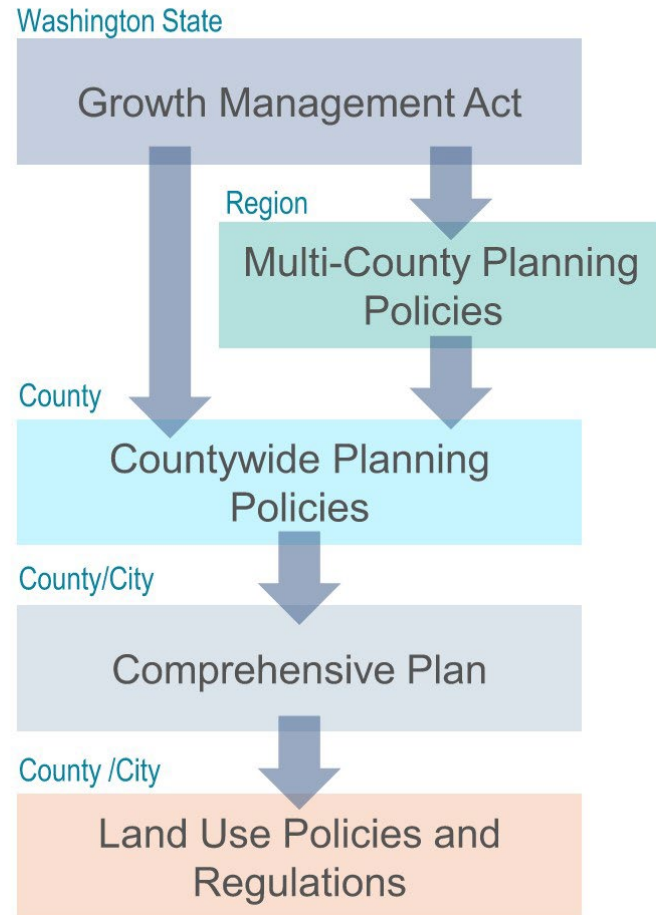


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Regional System

Statewide Growth Planning Framework



REGIONAL TRANSPORTATION PLAN

2022-2050

Community Engagement

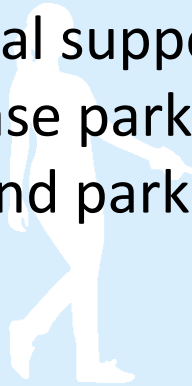
- Economic Development focus group
- Economic Development survey
- Discussions with Senior Council and Youth Council
- Door to door staff outreach to businesses was conducted in Juanita, Kingsgate, and Totem Lake business districts
- Media announcements (This Week In Kirkland, Biz News newsletter, Govdelivery listserv)
- City Manager's Home-Based Business Survey



Focus Group Comments



- Space for entrepreneurs; small business start-ups to “test the market”;
- Reliable, accessible transportation-transit system for employees; goods and services;
- Affordable housing options for workers to live and work in Kirkland;
- Year-round farmers market or multi-cultural community space for nonprofits; businesses;
- Improve communication with businesses;
- Streamline the City permit review process and business license approval;
- Provide educational support for new businesses; how to start a business;
- Downtown: increase parking, pick-up and delivery spaces; improve maintenance; repair sidewalks and parking lots.



General Survey



- 53% (136) Girl/Woman (cisgender or transgender)
- 31% (80) Boy/Man
- 2% Non-binary (4)
- 40 Business Owners
- 28 have business in home
- 208 do not own a business

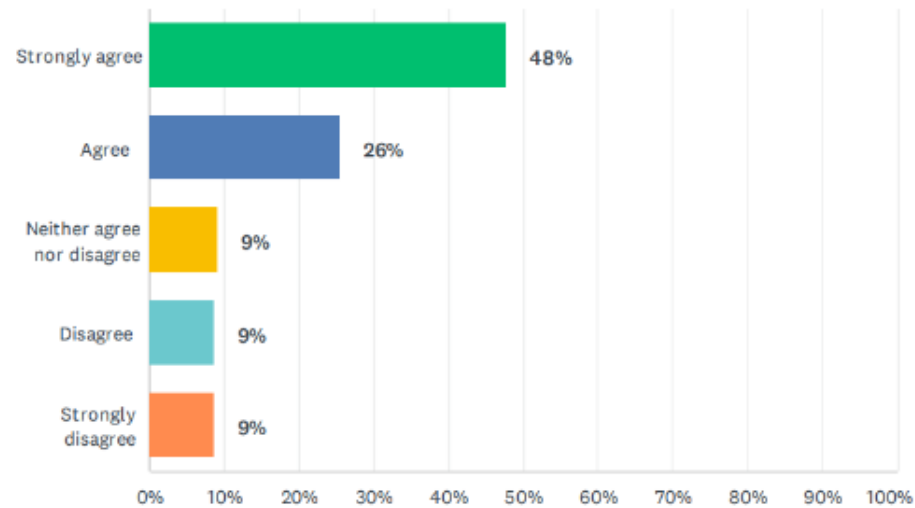
City of Kirkland		Economic Development Survey
Population	96,920	257 respondents (<1% total population)
Age (24 and under & 65 and over)	<24: 27.5% (24,348) 65+: 13.6% (12,536)	<24: 1 response (<1% of survey responses) 65+: 81 responses (32% of survey responses)
Non-White Population	28% (25,573)	~12% (30 responses) identified as non-white
Median Household Income	\$116,595	~18% (46 responses) identified a household income less than the Citywide median income



General Survey

Q20 Would you support allowing more small commercial businesses in residential neighborhoods such as corner coffee shops, small-scale grocery stores, bakeries, and/or retail stores?

Answered: 195 Skipped: 62

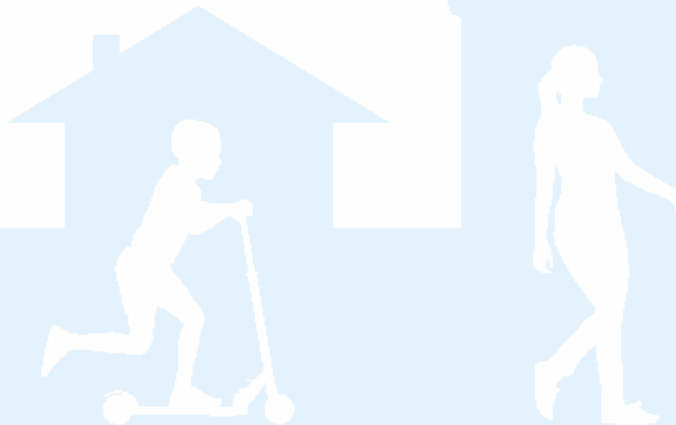


ANSWER CHOICES	RESPONSES	
Strongly agree	48%	93
Agree	26%	50
Neither agree nor disagree	9%	18
Disagree	9%	17
Strongly disagree	9%	17
TOTAL		195



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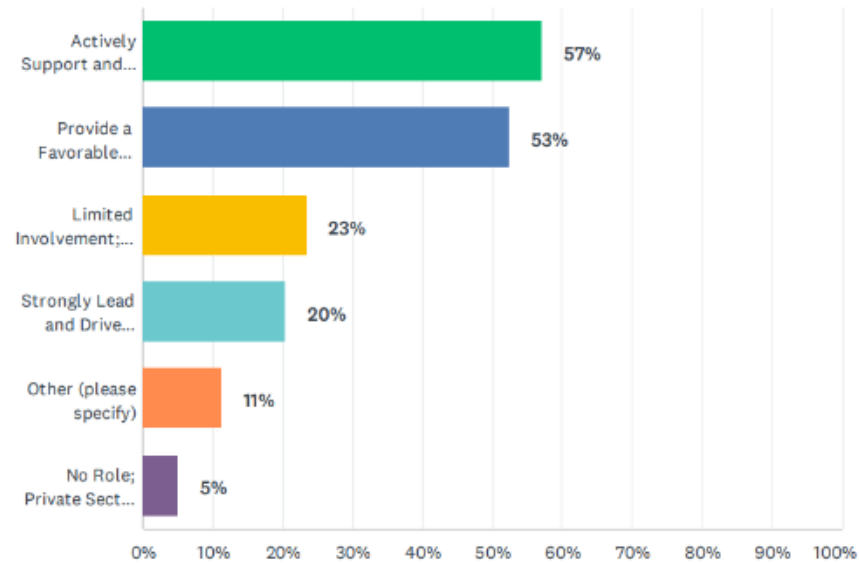
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General Survey

Q16 What role should the City of Kirkland play in promoting economic development? (Select all that apply)

Answered: 196 Skipped: 61



ANSWER CHOICES	RESPONSES	
Actively Support and Collaborate with Businesses	57%	112
Provide a Favorable Regulatory Environment and Policies	53%	103
Limited Involvement; Let the Market Decide	23%	46
Strongly Lead and Drive Initiatives	20%	40
Other (please specify)	11%	22
No Role; Private Sector Should Lead	5%	10
Total Respondents: 196		



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General Survey



Tools for a positive business climate priorities:

1. **Tourism promotion**
2. **Business promotion and networking**
3. **Financial support and grants**
4. Tax and fee structure
5. Permitting
6. Infrastructure



Policy Study Issues



- Incorporate the City Manager’s Office draft Economic Development Strategic Action Plan;
- Support women and minority owned businesses and other DEIB goals;
- Allow small-scale commercial uses in residential neighborhoods (Land Use Element);
- Zoning changes to allow “maker” retail which draw people to shop in person;
- Restructure vehicle parking requirements for retail, restaurants, and change of use;
- Home-based businesses code amendments; small scale neighborhood businesses;
- Policies that promote entrepreneurship; broad-based and distributed economic prosperity; and
- Study the future of the workforce (changes to housing, vacant office space, online sales).

Next Steps



- Evans School of Business master's student project to evaluate draft goals and policies
- March 14 study session on draft goals and policies



Discussion



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