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Economic Development Element – Policy Briefing

Planning Commission Study Session

March 14, 2024



Agenda



- Economic Development Element Overview
- UW Evans School of Public Policy and Governance Presentation
- Draft Goal & Policy Revisions Discussion
- Planning Commission Questions & Feedback



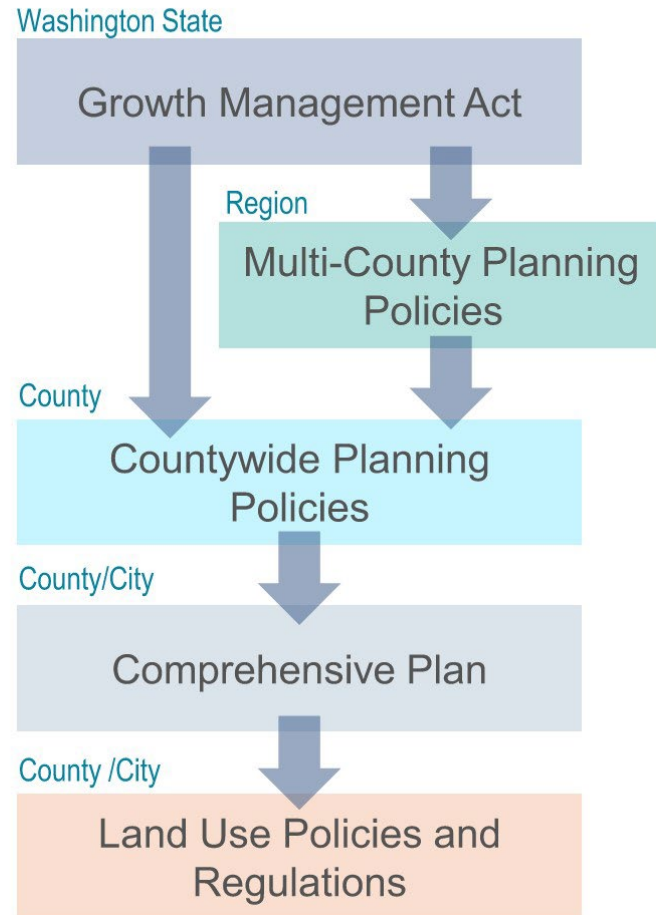


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Background

Regional System

Statewide Growth Planning Framework

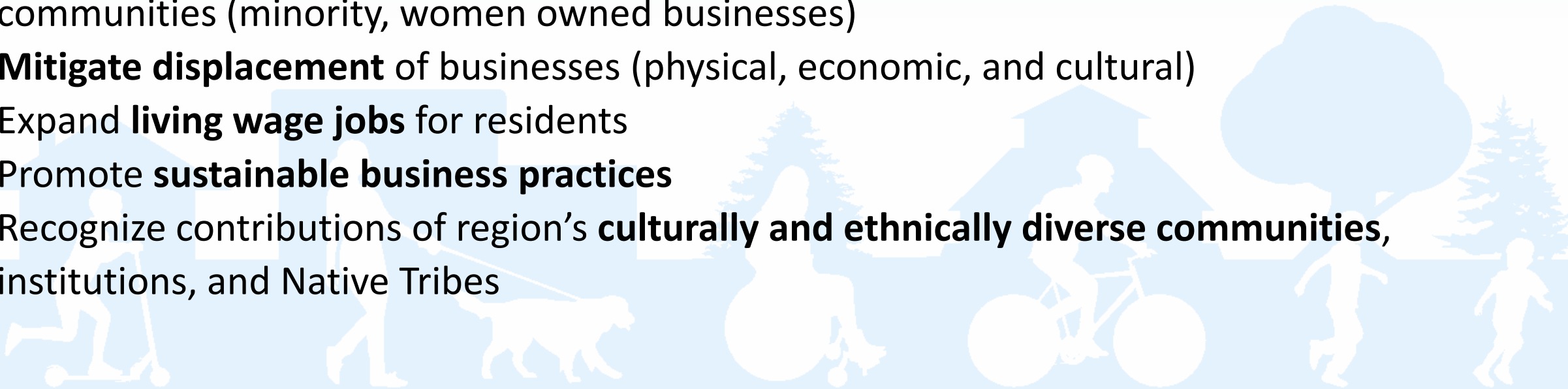


Puget Sound Regional Council

REGIONAL TRANSPORTATION PLAN 2022-2050

Regional-Countywide Policy Topics

- Show capacity for **King County 2044 Growth Job Targets** and population projections
- Emphasize employment in **Growth Centers**
- Increase **jobs and housing balance**
- Expand **equitable access to opportunity**; remove barriers for economically disconnected communities (minority, women owned businesses)
- **Mitigate displacement** of businesses (physical, economic, and cultural)
- Expand **living wage jobs** for residents
- Promote **sustainable business practices**
- Recognize contributions of region's **culturally and ethnically diverse communities, institutions, and Native Tribes**





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ECONOMIC DEVELOPMENT FOCUS AREAS

Study Issues, PC, Public Comments: Economic Development*

BUSINESS DEVELOPMENT

- Align policies with the **City Manager's Office Economic Development programs**
- Increase **Jobs/Housing balance**
- Create new ideas for **start-up businesses; incubator spaces**
- Allow **pop up shops on underutilized land or parking lots**
- **Activate parks with businesses**
- Encourage retail stores that sell **affordable products**
- Promote **Kirkland as an arts destination** by marketing the arts, hotels, restaurants, recreational businesses
- Encourage to **buy and invest locally**
- Reduce, restructure, or remove **parking standards**

DIVERSITY- EQUITY

- **Support women-minority owned businesses; other DEIB goals**
- **Commercial displacement** from redevelopment or high rents

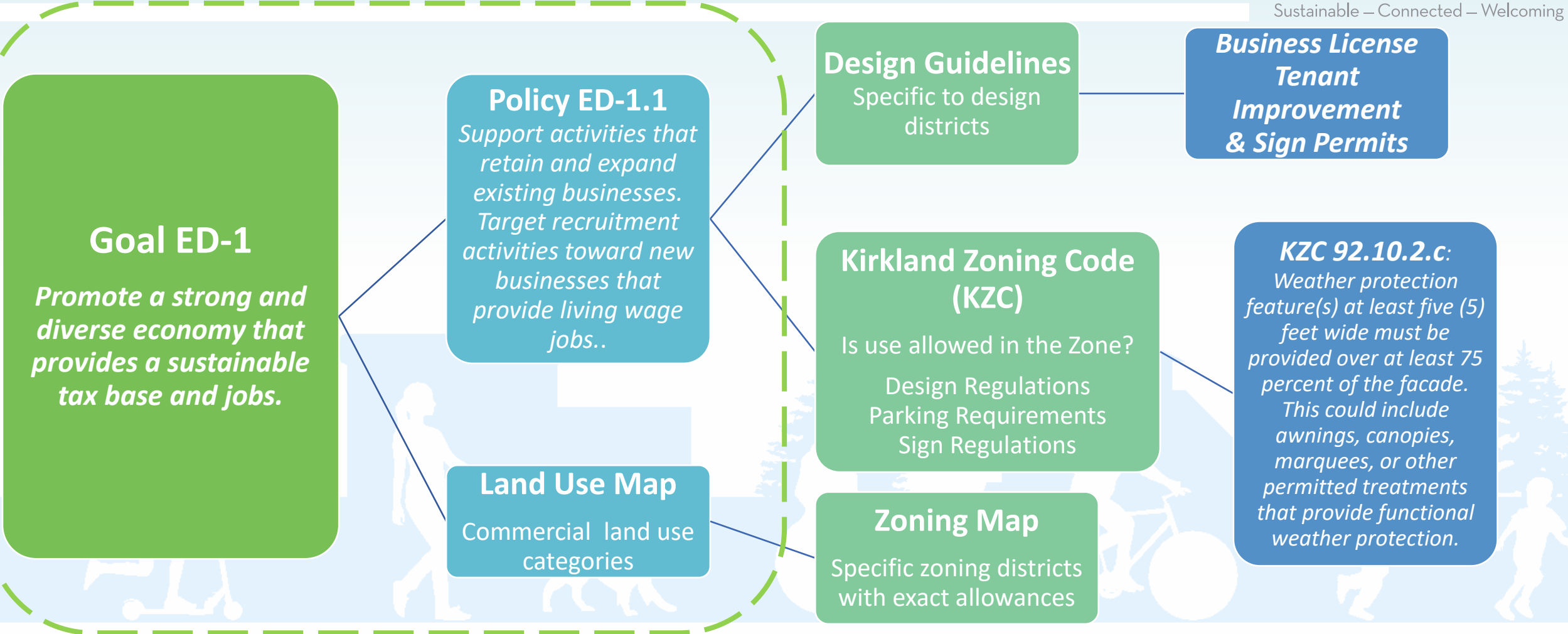
RETENTION

- Strategize with businesses & property owner's to **fill vacant commercial retail spaces**
- Concern about the **future of auto dealerships** significant source of sales tax revenue

HOME OCCUPATIONS / NEIGHBORHOOD COMMERCIAL

- More allowances for **small and middle-scale businesses in residential areas**
- **Home-based business code amendments**

Goals - Policies - Regulations



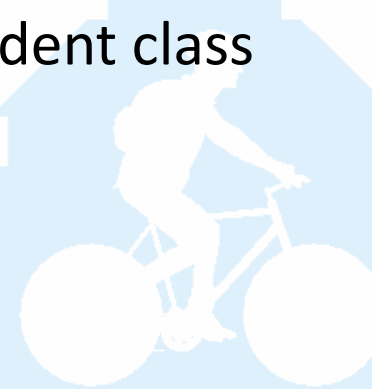


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COMMUNITY INPUT

Community Engagement

- Economic Development focus group
- Economic Development survey
- Home Occupation survey
- 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)
- UW Evan's School of Governance and Policy Master's Student class





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UW Evan's School of Governance and Policy Students



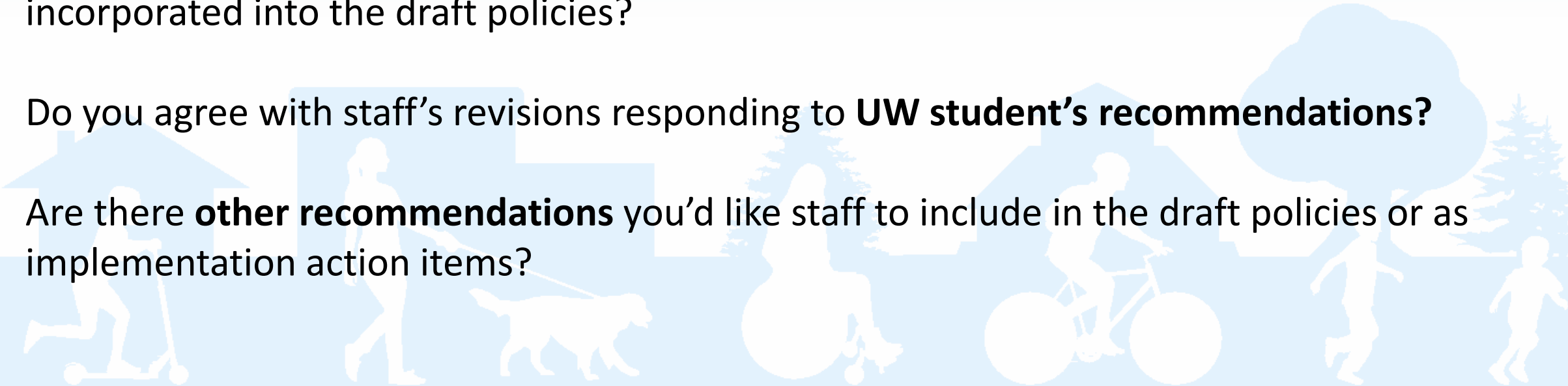
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DRAFT GOAL & POLICY AMENDMENTS

Questions for Planning Commission



1. Do Commissioners have any questions or feedback about any **specific draft revisions** to Economic Development Element goals or policies?
2. Are there any **additional policy themes or concepts** that you believe need to be incorporated into the draft policies?
3. Do you agree with staff's revisions responding to **UW student's recommendations**?
4. Are there **other recommendations** you'd like staff to include in the draft policies or as implementation action items?



Economic Development Element Strategy



The overarching economic strategy for Kirkland strives to provide:

-A sustainable and resilient economy

-A diverse tax base

-Access to job opportunities

-Goods and services for the whole community especially for lower income households, communities of color, and other historically underserved or underrecognized people so that economic growth is distributed across the community.



To accomplish this, the Economic Development Element:



- *Encourages economic growth while maintaining ~~attractive residential~~ neighborhoods, vibrant business districts, and a sustainable natural and built environment;*
- *Promotes a growing and diverse economy that has a variety of business sectors, living wage jobs, exports goods and services and encourages small, start up, locally owned companies;*
- *Promotes a positive business climate so businesses will grow and enhance Kirkland's role in the Eastside and Puget Sound regional economy;*
- *Supports economic and employment growth consistent with the Puget Sound Regional Council Vision 2050 and the Regional Growth Economic Strategy, focused in the Totem Lake Urban Center, Greater Downtown Regional Growth Center, and other mixed-use commercial areas to meet our employment growth targets for the year 2044;*
- *Promotes a sustainable balance of jobs and housing to provide adequate housing for those working in Kirkland and adequate jobs for those living in Kirkland;*
- *Maintains infrastructure improvements and public services to businesses; -Encourages diversity, equitable, inclusive, and belonging (DEIB) employment practices; and,*
- *Encourages sustainable business practices and community resilience to climate impacts and resiliency during uncertain economic times.*

Economic Development Goals-Policies



Goal ED-1: Promote a strong, and diverse local economy that provides a sustainable tax base, and jobs a range of employment opportunities, and is coordinated and consistent with the Puget Sound Regional Council Vision 2050, the Regional Economic Strategy, and King County Policies.

Revised Policy ED-1.2: Encourage a broad range of businesses that provide goods and services to the community and public spaces that support the needs of different groups in the community such as BIPOC, seniors, youth, and LGBTQIA. Target recruitment activities toward new businesses that provide living wage jobs.

Recruitment Actions may include:

- **Seek new initiatives, or incentives to encourage the use of vacant or underutilized land, parks, or commercial buildings for new start-up businesses**



Economic Development Goals-Policies



Revised Policy ED-1.3: Strengthen and diversify Kirkland's tax base to maintain long-term fiscal sustainability and develop and implement systems that provide a financial safety net during economic downturns and recovery.



Economic Development Goals - Policies



Revised Policy ED-1.7 (Policy ED-1.6): Support the growth and needs of home-based businesses and small-scale commercial uses in residential areas that are compatible with surrounding neighborhood-character to minimize adverse impacts related to safety, noise, parking, light, odor.

Consider these actions:

- **Ensure that regulatory development standards consider and support home occupancy businesses and small-scale commercial neighborhood businesses wherever appropriate;**
- **Provide and support business-to-business and business-to-consumer opportunities for home-based businesses and small-scale commercial neighborhood businesses;**
- **Provide and support technical assistance and growth opportunities for home-based businesses and small-scale commercial neighborhood businesses; and,**
- **Ensure communications strategies effectively reach and include home occupancy businesses and small-scale commercial neighborhood uses, and diverse communities where home-based businesses are common.**

Economic Development Goals - Policies



Revised Policy ED-1.8 (Policy ED-1.7): Foster and support small and emerging businesses, industries, and entrepreneurship. Support locally developed enterprises by encouraging small start-up businesses.

Consider these actions:

- *Retention, expansion, and recruitment strategies to encourage micro, small, immigrant owned, woman-owned, Black, Indigenous, and other People of Color (BIPOC), LGBTQIA+,-owned, and mid-sized businesses;*
- *Encourage opportunities for business incubator spaces and locations for pop-up businesses;*
- *Identify key gaps in service and support for entrepreneurs and startups and collaborate locally and regionally to serve needs of these small enterprises;*
- *Provide and support pathways to funding, including **local banks**, city, regional, state, and federal grant, loan, or **tax rebate programs**, and forge connective partnerships to support small business access to capital;*



Economic Development Goals - Policies



Consider these actions continued.....:

- Provide assistance – including technical and financial – in navigating regulatory requirements, opportunities and processes to lower barriers to entry, or in cases where businesses or jobs are at risk of displacement;
- Provide mediation service assistance programs for tenants and property owners to negotiate affordable commercial rents or extend leases to provide more time to relocate;
- Develop communications strategies and partnerships to ensure effective outreach efforts that successfully reach and include communities traditionally underserved by public communications channels;
- Improve language assistance and translation services, culturally appropriate processes and service delivery methods for immigrant and non-English speaking populations; and,
- Foster and promote workforce equity initiatives including living wages, workforce development, equity in hiring practices, access to education and training and more.



NEXT STEPS

