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Sustainable – Connected – Welcoming

Economic Development Element

Focus Group Session #1

November 1, 2023



Agenda

- Staff Introductions
- Logistics and Community Principles
- Comprehensive Plan update 101
- What is the purpose of the Economic Development Element?
- Breakout Room Exercises (55 min. x2)
- Wrap Up / Focus Group #2 Preview



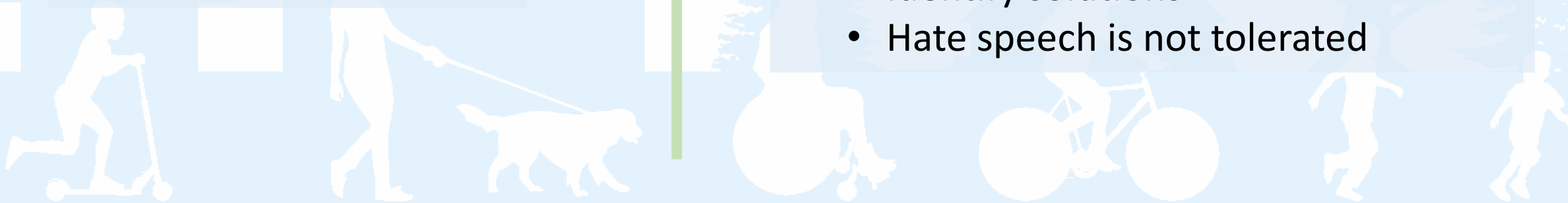
Logistics & Community Principles



Overview of buttons & etiquette

Community Principles

- Arrive as a community, leave as a community
- Respect the views of others
- Listen to understand, not to debate
- One person speaks at a time
- Identify solutions
- Hate speech is not tolerated



Role of Focus Group



- Deep-dive into Economic Development topic area to update policies
- Discuss City's role in economic development vs. private sector
- Influence “guiding principles” for staff to use when revising goals and policies
- Identify priorities and trade-off decisions, and how they align with identified guiding principles
- Report back to Planning Commission and City Council results from the focus group and survey

Growth Targets: Planning for 2044



HOUSING UNITS			JOBS		
Existing (2018)	K2044 Target (2019 – 2044)	Existing Capacity (2023) *	Existing (2018)	K2044 Target (2019 – 2044)	Existing Capacity (2023)*
38,656	13,200 (above 2018 existing)	19,595	49,280	26,490 (above 2018 existing)	36,082

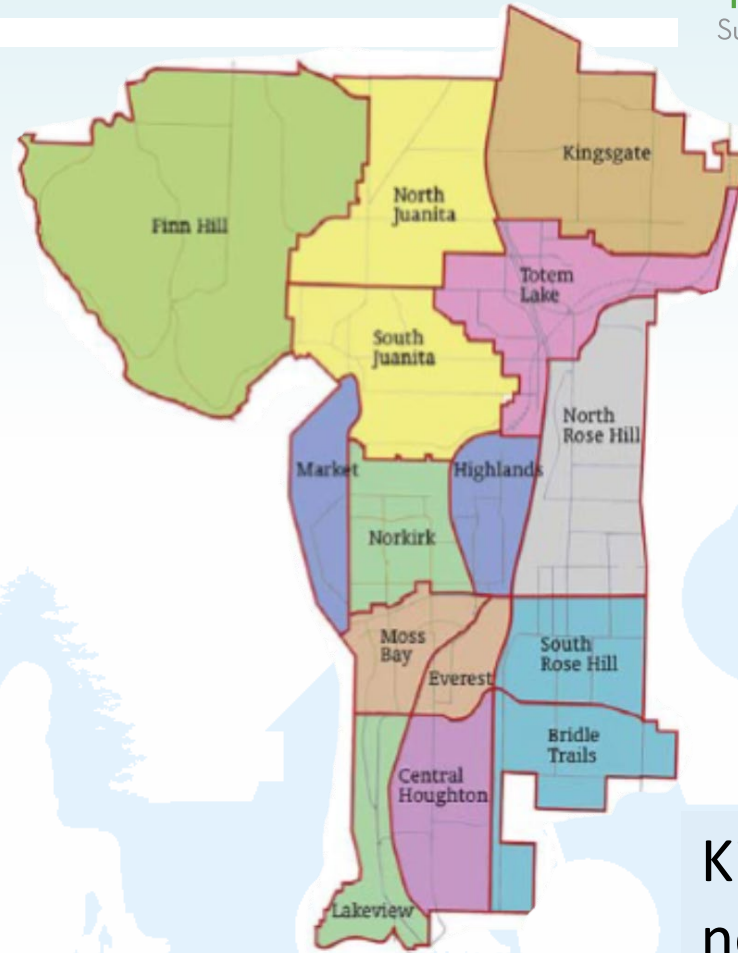
**Estimate pending completion of the City's 2044 capacity analysis. Number reflects approximate remaining capacity from K2035 Plan (units/jobs planned for but not achieved) + additional capacity adopted in NE 85th St Station Area Plan*



What is a Comprehensive Plan?

Citywide guiding policy document to attain Kirkland's long-range vision for the future and plan how to accommodate expected growth in housing and jobs by the year 2044.

- ✓ The Comprehensive Plan includes our **Community Vision, Goals, and Policies**
- ✓ Leads to regulations and City programs



Kirkland's neighborhoods

Where are we in the process?



Outreach & Engagement continues throughout process

Community Profile

Population

Existing: 96,920 (2023)

Income

Median household income: \$116,595

3.4% of family incomes below the poverty level (2022)

19% of families have incomes less than \$50,000 (2022)

Employment

Existing jobs: 52,525 (2022)

89% of Kirkland's workforce live outside city (2022)

People who work from home: 21,485 (2021)

Businesses

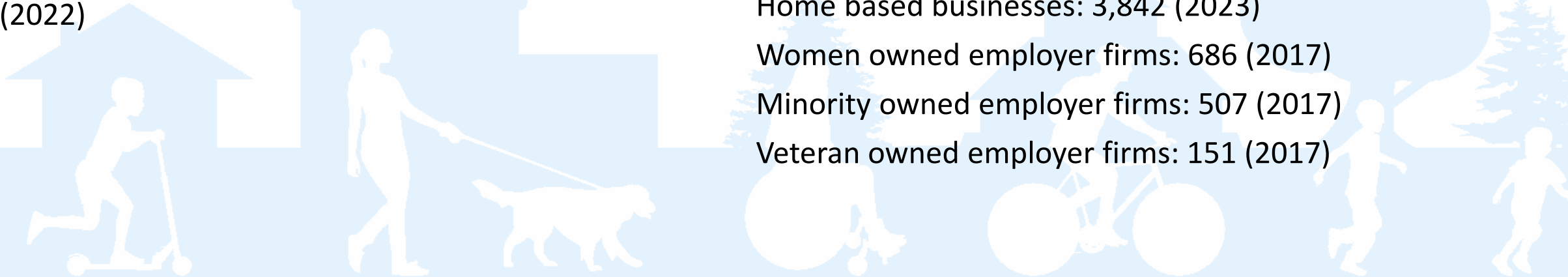
Business license with address in Kirkland: 7,085 (2023)

Home based businesses: 3,842 (2023)

Women owned employer firms: 686 (2017)

Minority owned employer firms: 507 (2017)

Veteran owned employer firms: 151 (2017)

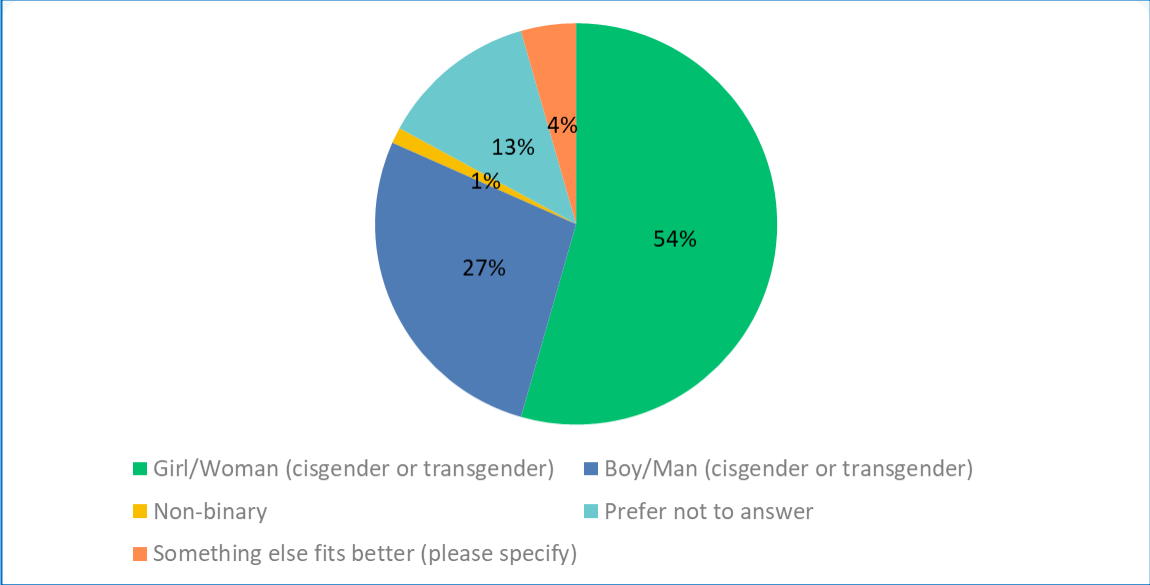


What we have heard so far

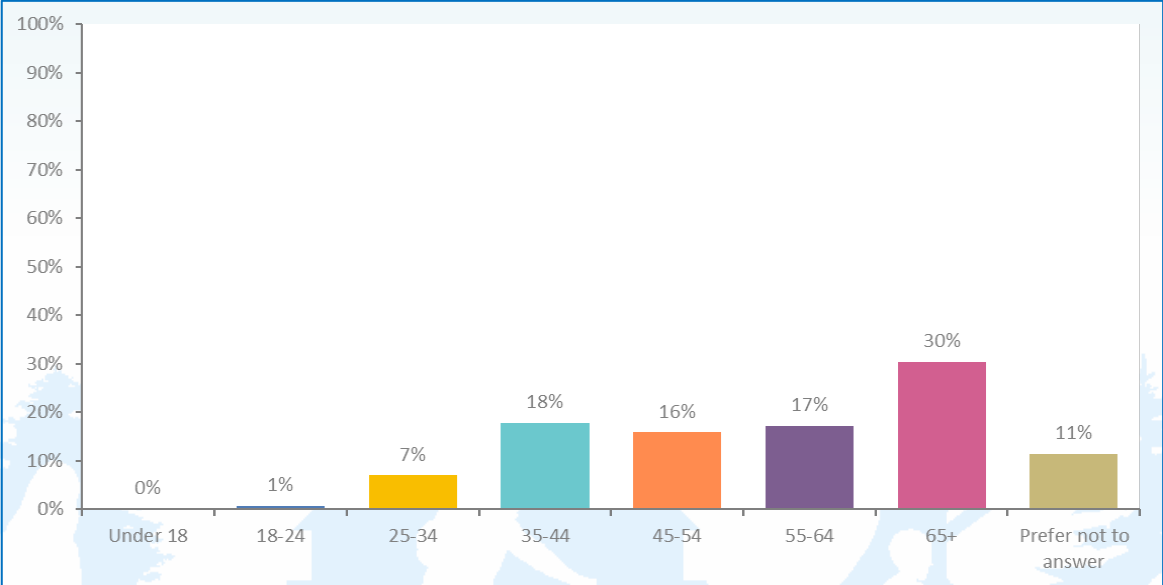
158 survey responses



Gender identity:



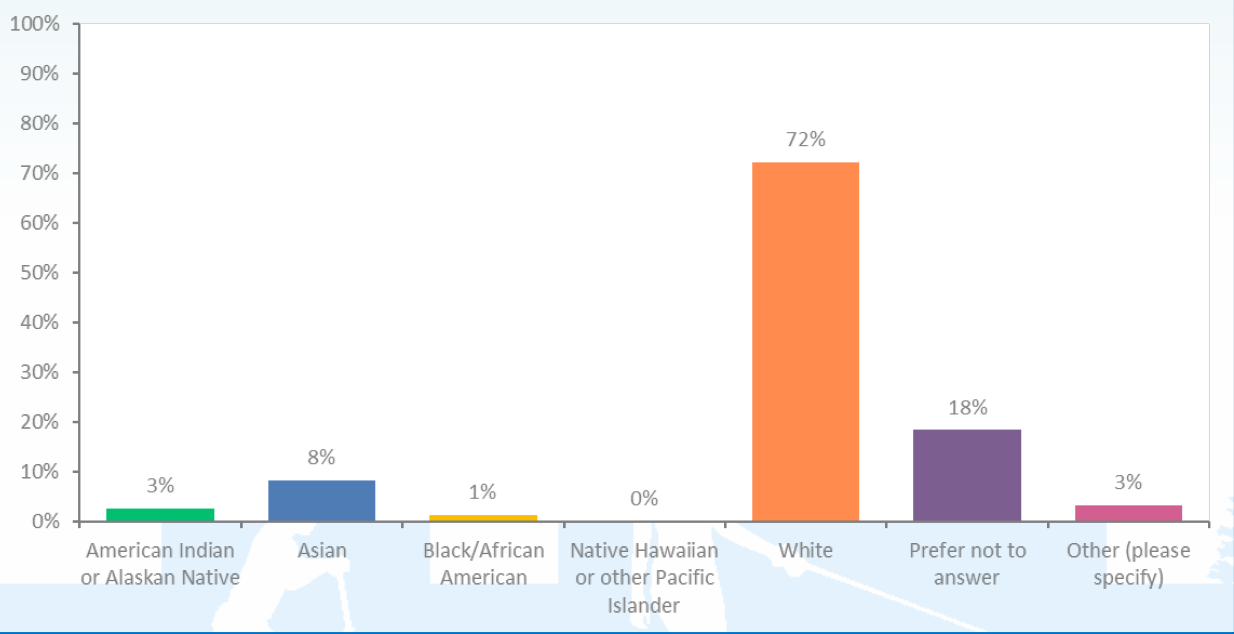
Age:



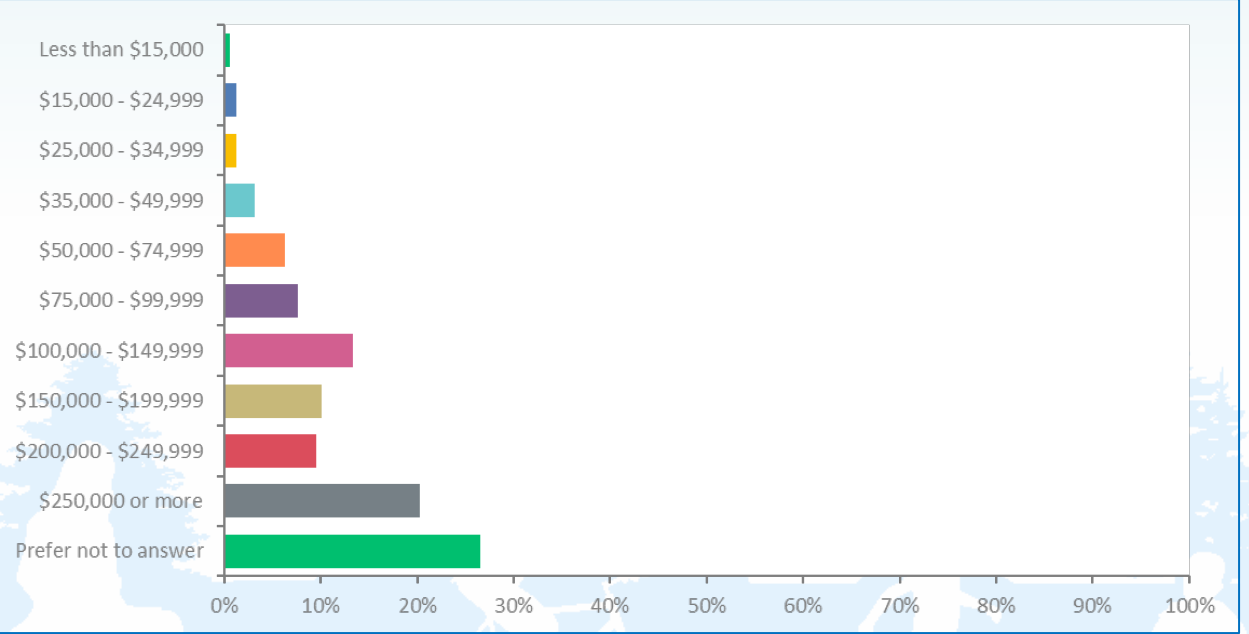
Survey Responses



Race Identity:



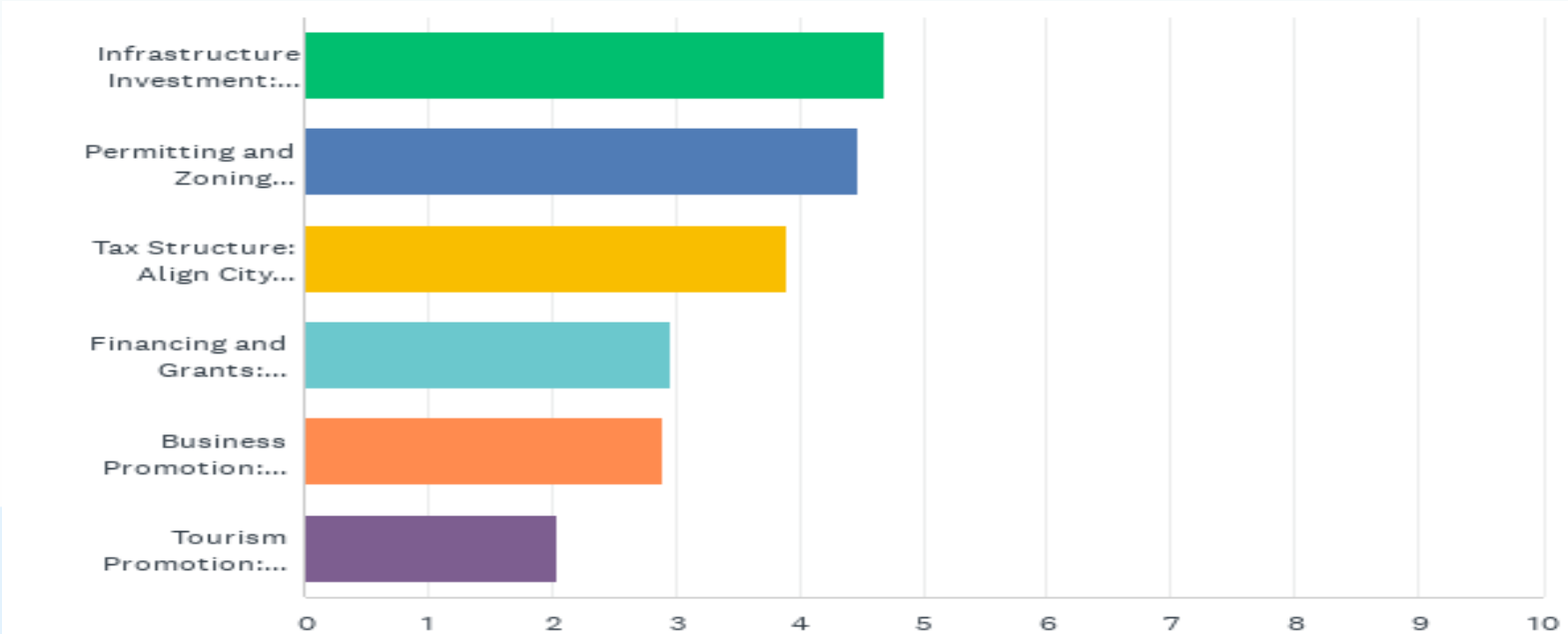
Income:



Survey Responses



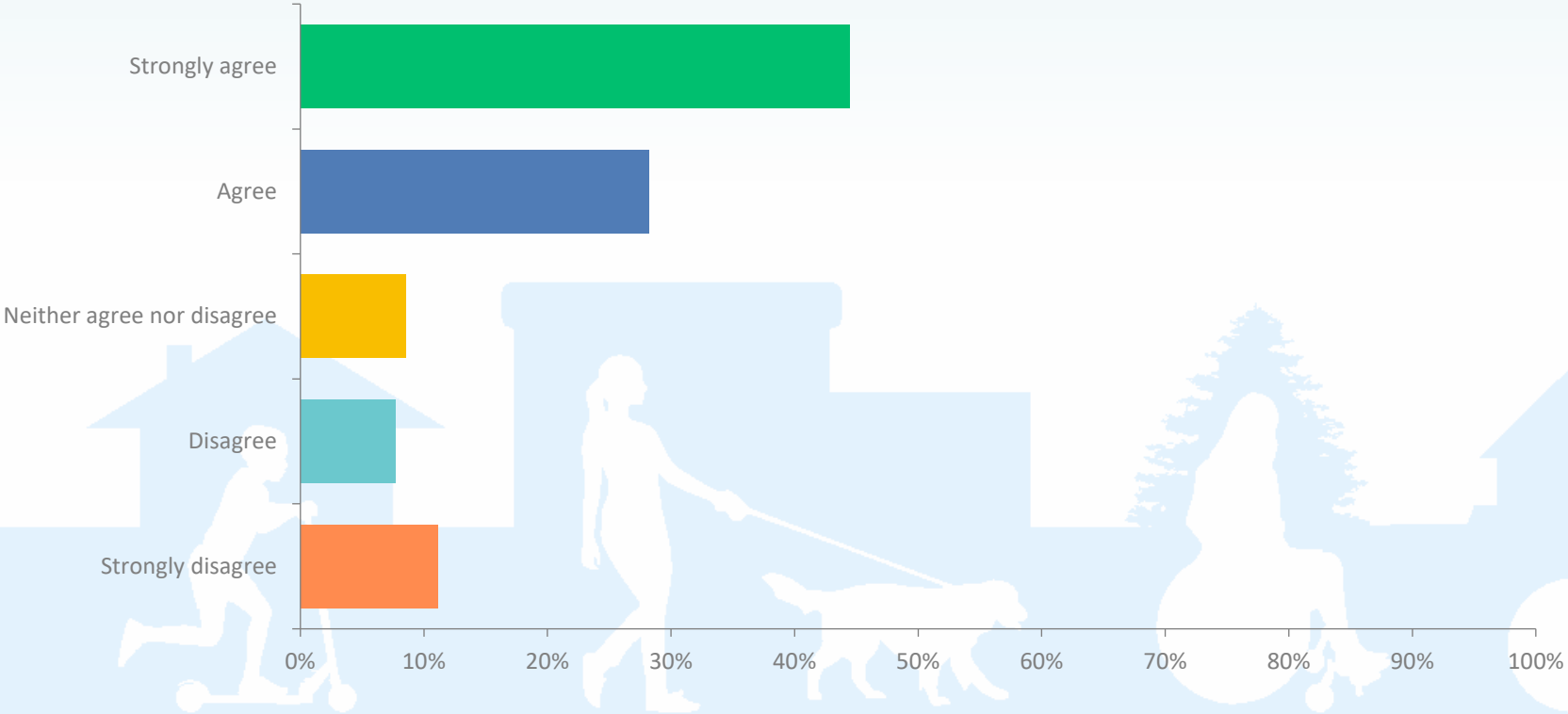
Current policies identify economic development tools that should be used to provide a positive business climate. Please rank which tools you believe are most important (Rank in order of importance: 1 - Most Important, 6 - Least Important)



Survey Responses



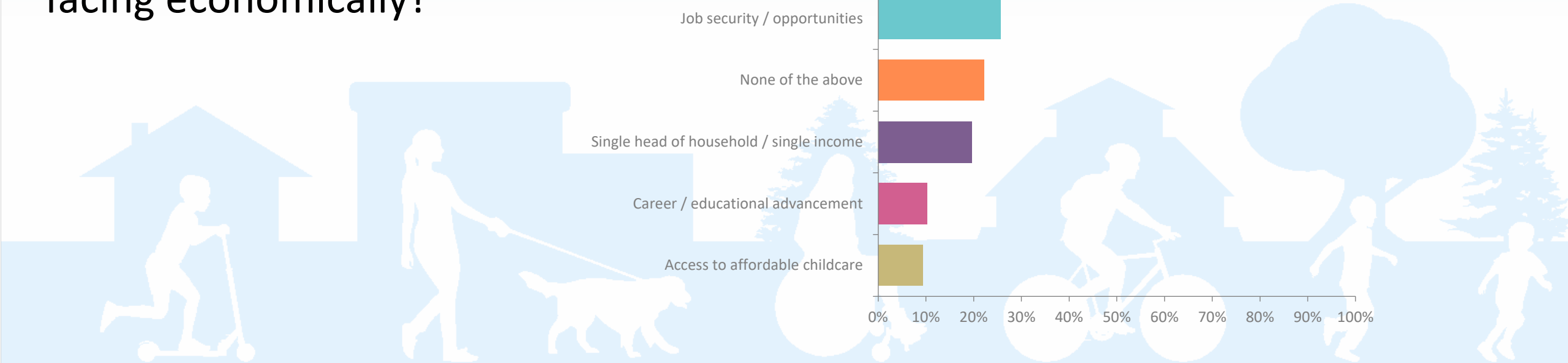
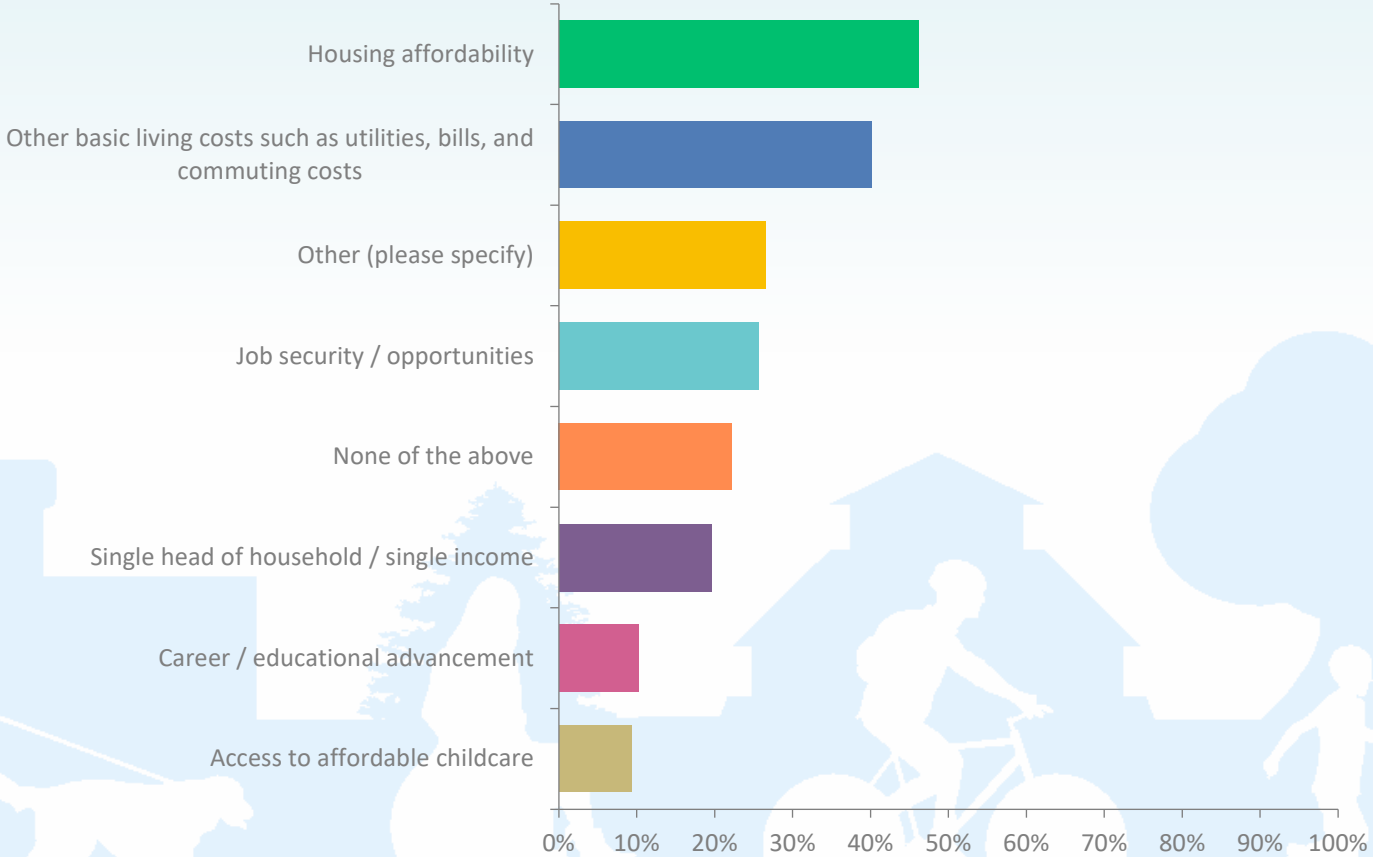
Would you support allowing more small commercial businesses in residential neighbourhoods such as corner coffee shops, small-scale grocery stores, bakeries, and/or retail stores?



Survey Responses



What are the most pressing concerns you and your family are facing economically?

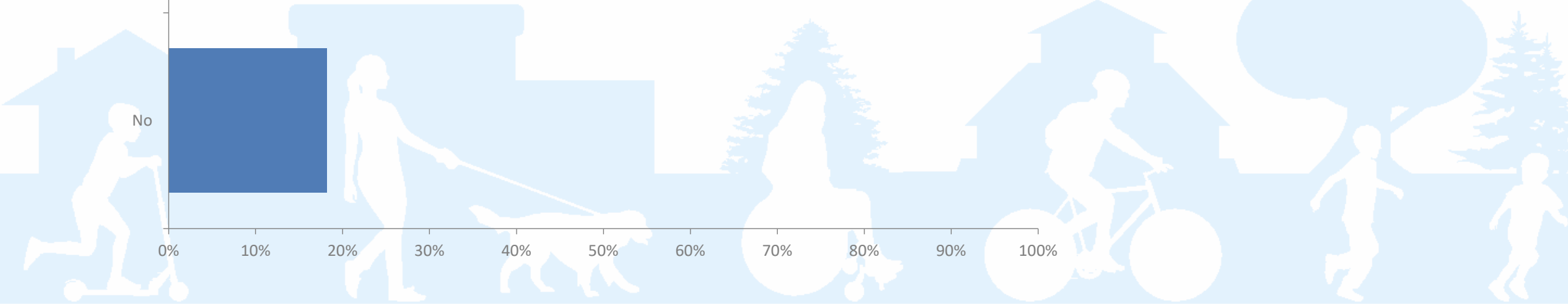
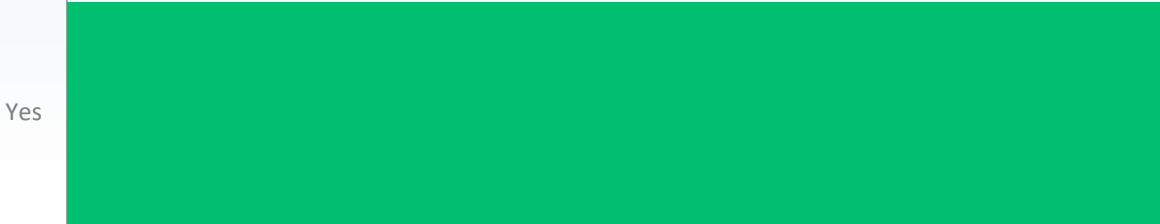


Survey Responses



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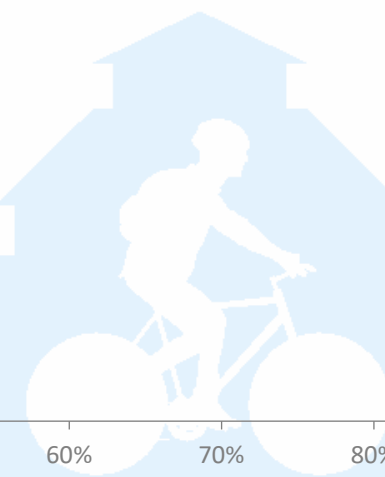
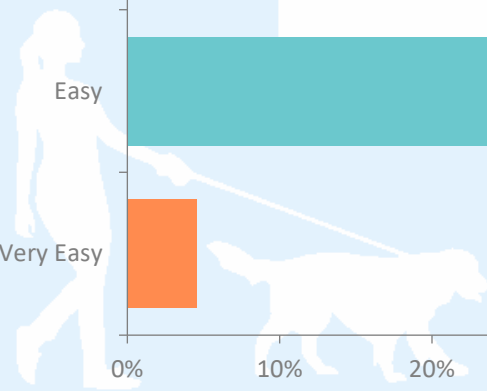
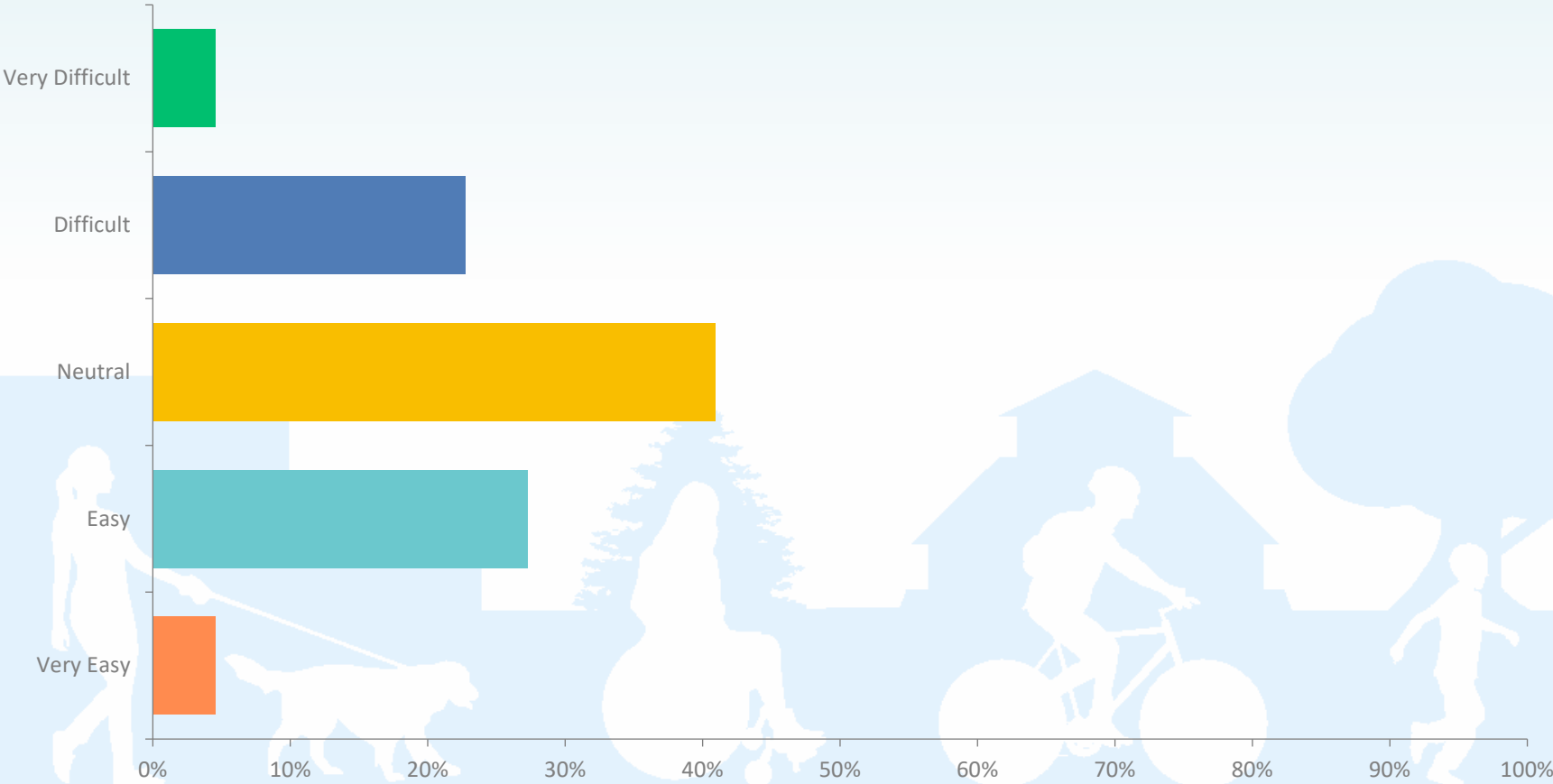
Do you operate your business from your home (known as a home occupation)?



Survey Responses



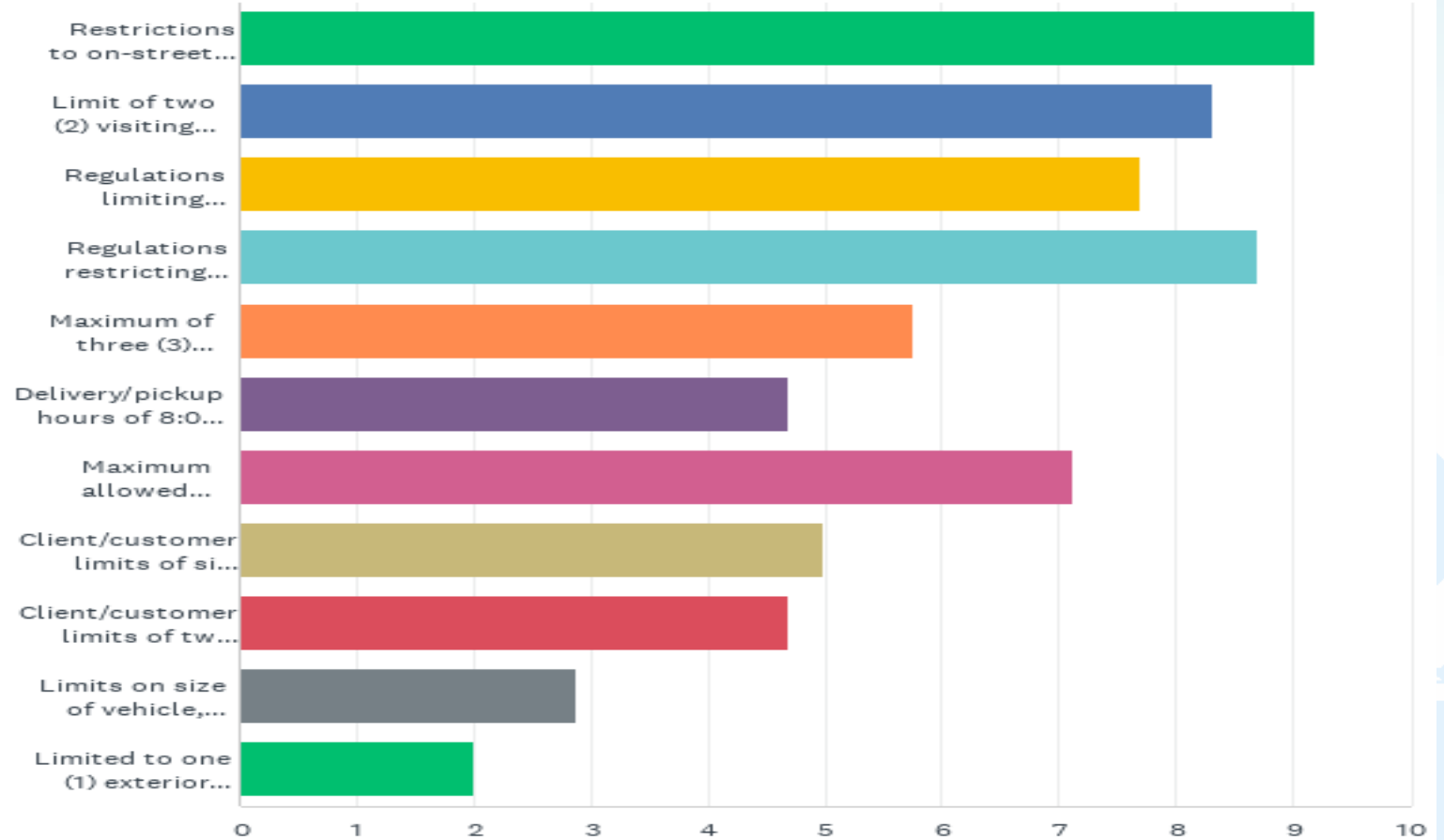
How would you rate the ease of starting a business in Kirkland?



Survey Responses



The City establishes rules and regulations for operating a home occupation in a residential dwelling. (Rank the top 3 regulations with the most impact on your business: 1 - Highest Impact)

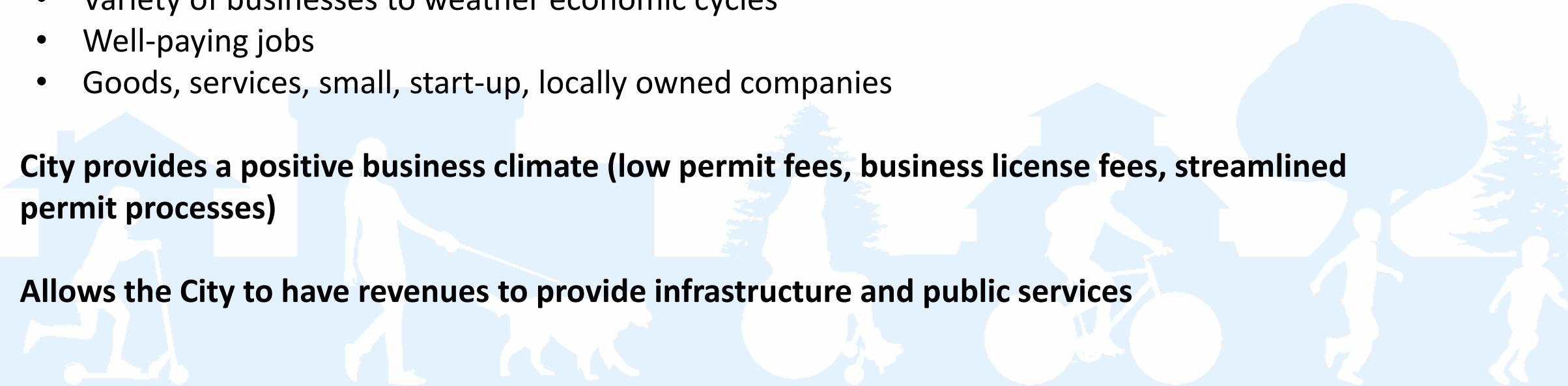


What is Economic Development?



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**



Goals-Policies-Regulations-Programs

**Goal ED-1:
Promote a
strong and
diverse
economy
that provides
sustainable
tax base and
jobs**



Policy ED-1.6:
Promote
Kirkland as a
visitor,
cultrual,
entertainment
destination

Policity ED-1.7:
Encourage
home based
businesses
that are
compatible
with
neighborhood
character



Land Use
Maps
Zoning
Maps

Where
types of
businesses
are
allowed



Zoning
Code
regulations
Design
Regulations
sign
location -
design
types of
uses
allowed
parking
requiremen
ts
tenant
improveme
nt permits



Tourism
Promotion
Special
Events
Hotel
Lodging Tax
Committee



Economic Development Relationship with other Elements



- **Land Use Element** (jobs, housing growth targets, zoning, uses in commercial areas)
- **Transportation Element** (roads, transit, freight, bicycle and pedestrian improvements)
- **Housing Element** (housing for all income levels and needs)
- **Capital Facilities Element** (parks, roads, utilities) and **Public Services Elements** (police, fire)



DEIB Goals



- **Kirkland Diversity, Equity, Inclusion, and Belonging – 5 Year Plan**
- **Incorporate DEIB measures throughout all our policies and goals**
- **Use an equity lens in the update of the element**
- **Prioritize equitable inclusion and access into policies and eventual actions**

Learn more!

Read the Comprehensive Plan Equity Review Report and the City's 5-year DEIB Roadmap

City Business Programs and Services



- **Explore Kirkland tourism program** promotes people to stay in hotels, shop, and dine
- **Business assistance programs** for new and small businesses
- **Shop Local Kirkland** and **Kirkland Cash Programs** to promote local businesses
- **Ombud 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

Commercial Centers

Focus future growth in:

- **Urban Growth Centers: Totem Lake Business District, NE 85th Street Station Area**
- **Commercial areas**
- **Along transit corridors**

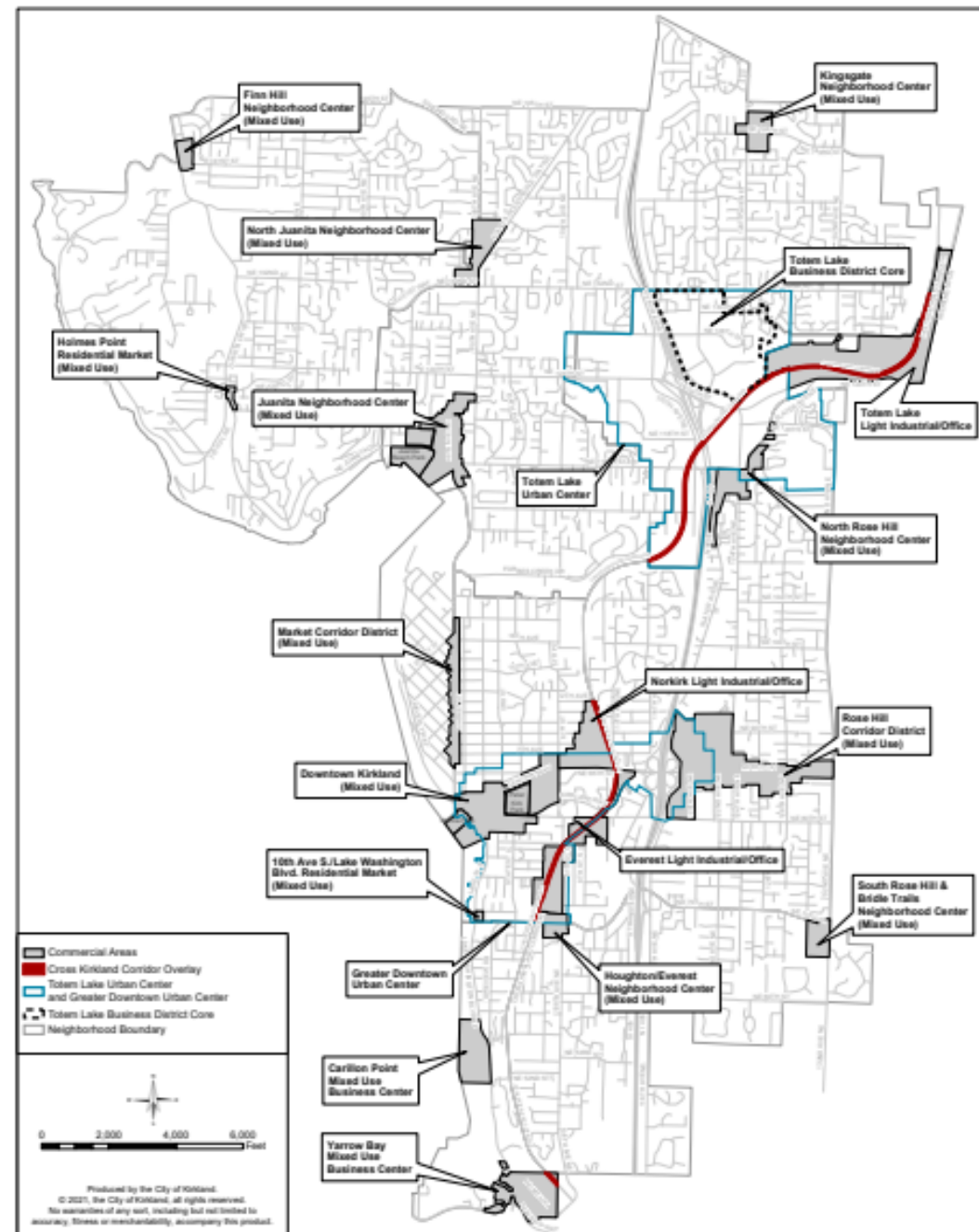
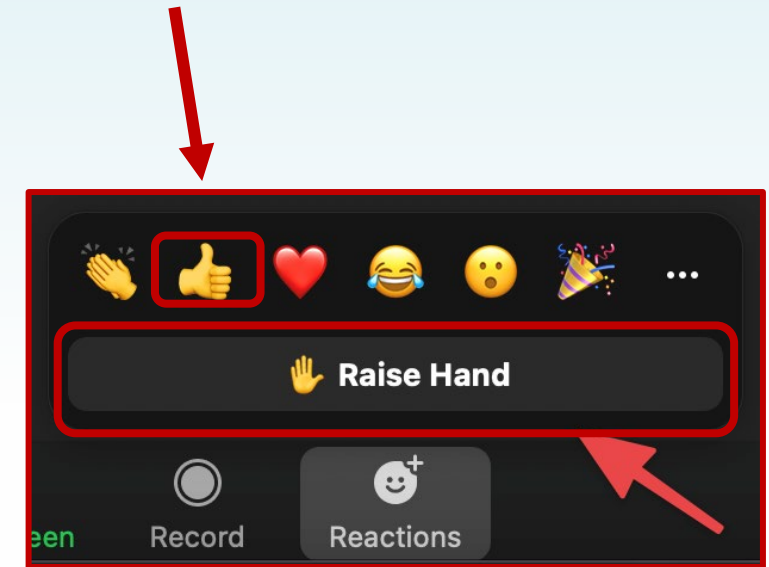


Figure LU-2: Commercial & Mixed Use Areas

Breakout Rooms

- Divide into two breakout rooms for discussion
- Raise hand if you would like to comment
- Add comments in the chat
- Use the “thumbs up” button if you want to amplify someone else’s comment!
- Staff will record your comments in real time, let us know if we didn’t capture your point accurately
- **Remember to adhere to the community principles!**



Welcome to Breakout Room!



Introduction Round

- Please share your name & pronouns
- Do you operate a business or are you a member of an organization?
- 1-2 sentences: what's your relationship with Kirkland?

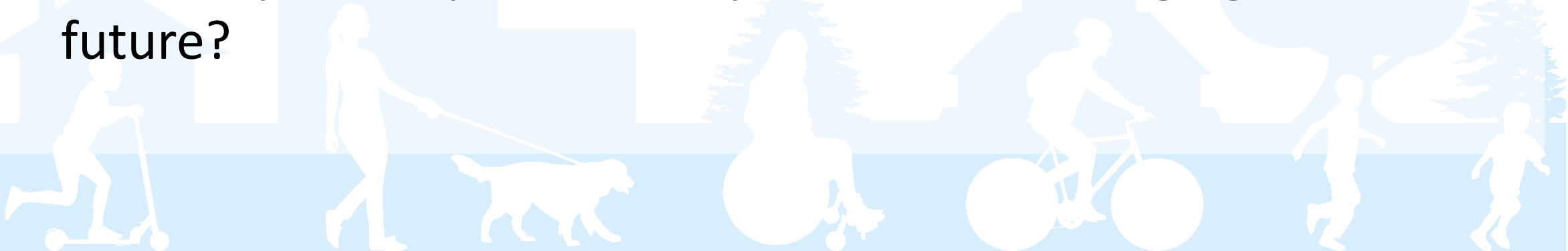


Economic Development Questions



For those who operate a business in Kirkland....

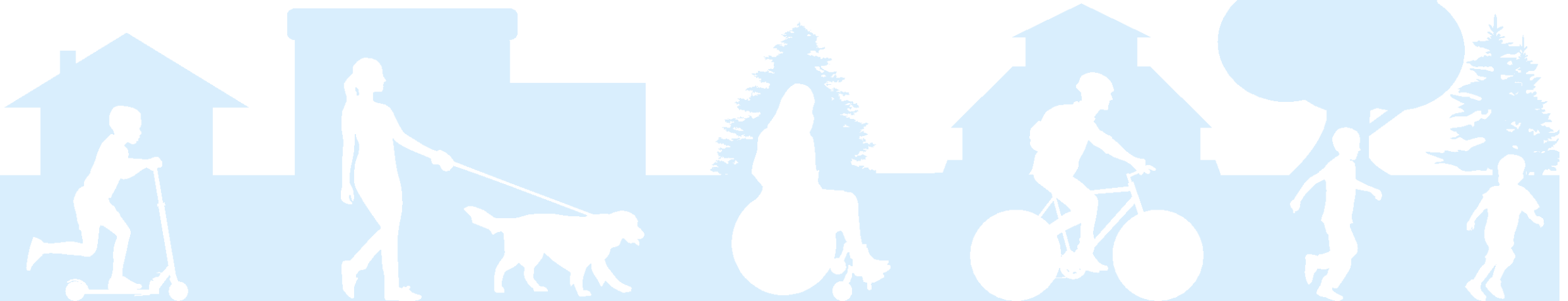
- a. What can the City do to help support your business to be successful?
- b. What is the City currently doing well to support businesses?
- c. How do you see your industry or business changing in the future?



Economic Development Questions



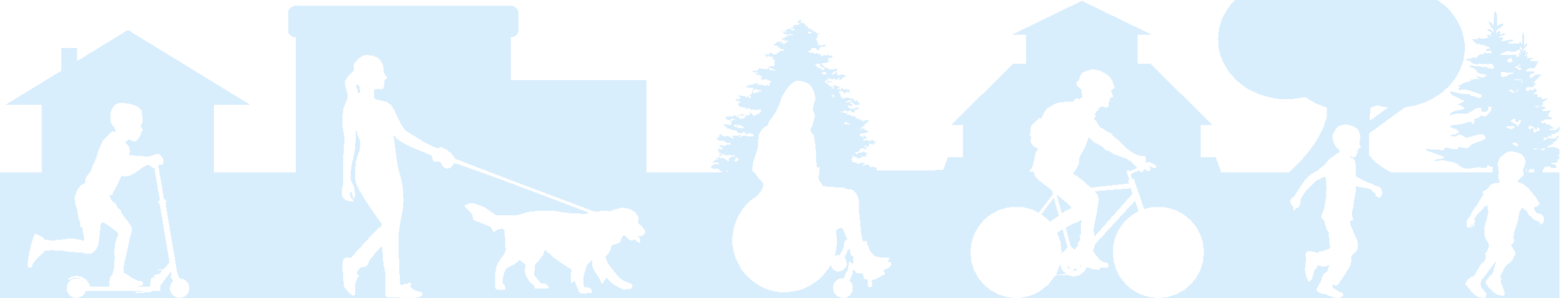
What strategies should the City of Kirkland pursue to discourage turnover and encourage longer-term thriving local businesses? (Downtown, Juanita, Totem Lake, etc.)



Economic Development Questions



We've heard from the community about wanting more accessory commercial uses and entertainment districts? Where would be a good place?

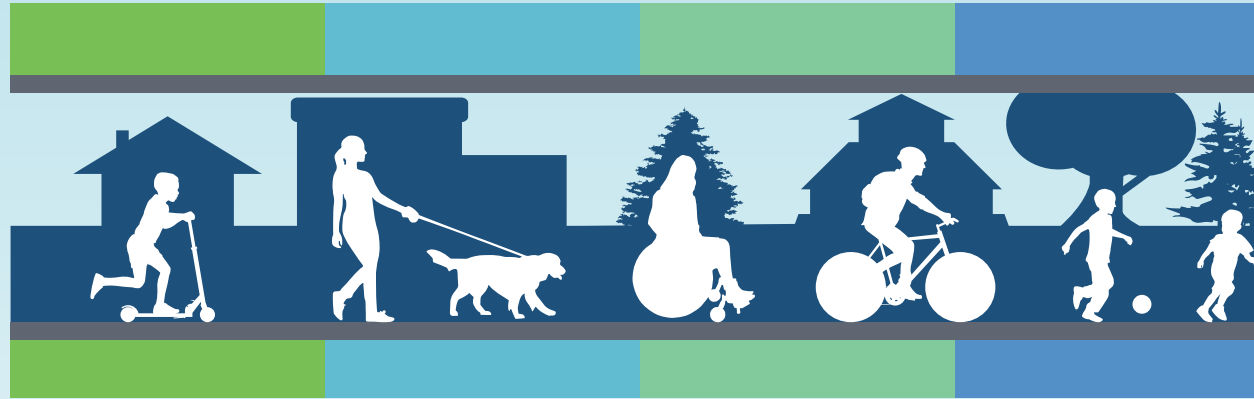


Economic Development Questions



What are 1-2 challenges people that work or want to work in Kirkland encounter?





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Main Room Wrap-up



Final Thoughts & Next Steps



- Focus Group Session #2 – **December 5 from 5:30-7:00 pm**
- Staff will follow-up with a Session #1 wrap-up, and “homework” for Session #2
- Think of something later? Email us, or save it for Session #2!
- Send your thoughts to jswenson@Kirklandwa.gov
- Visit www.kirklandwa.gov/k2044 webpage to learn more:
 - Sign up for email alerts

Stipends available!

**Take the survey
if you haven't
already!**

**ECONOMIC
DEVELOPMENT
SURVEY**

