



City of Mercer Island Economic Development **VISION**

Online Workshop #1 | June 30, 2022

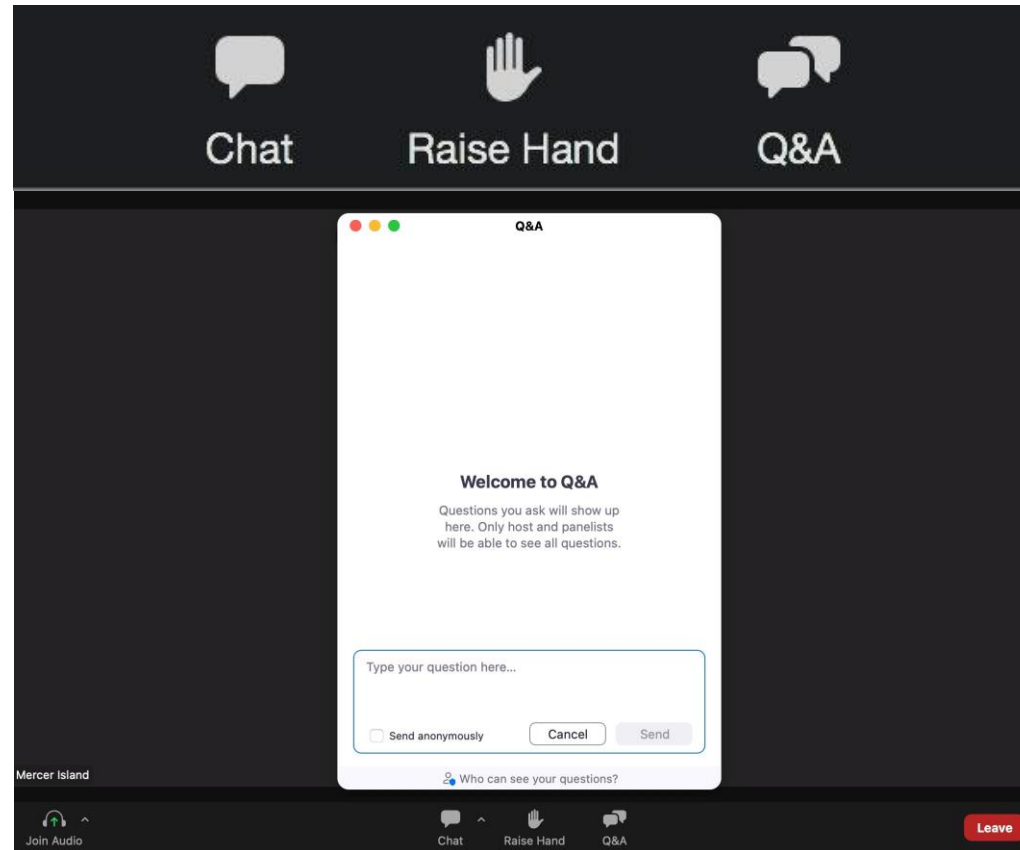




Please submit your questions using the Q&A function.

If you need technical assistance, please use the chat function to let us know and we will work to troubleshoot the issue with you.

Questions?





Workshop Purpose

The City
wants to
hear from
YOU!

This is the **first community workshop** on the Economic Development Element that will be added to the Comprehensive Plan during this update.

Feedback provided here will **inform City decision makers** as they work on drafting the Economic Development Element.

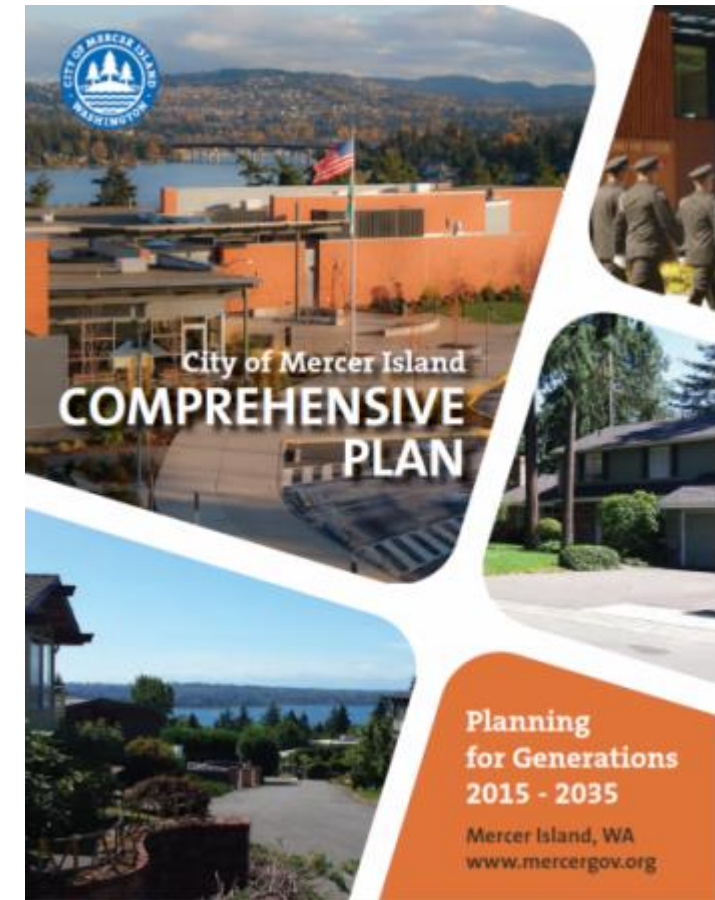
We want your input on

- **Vision for the future of economic development**
- **Existing strengths in our local economy**
- **Aspects of the local economy in need of a revamp in the coming years**



What is the Comprehensive Plan?

- Provides a long-range plan to implement the community's vision through 2044 – **who we are, what we need to plan for, our community goals, and how we will achieve them.**
- Comp Plan goals and policies **guide Mercer Island's physical development** and **the policy and program decisions** made by elected officials and City staff.
- Goals and policies **ensure that changes in the City are consistent with the community's vision and goals** and guide the coordination of public services, programs, and amenities to support new growth.



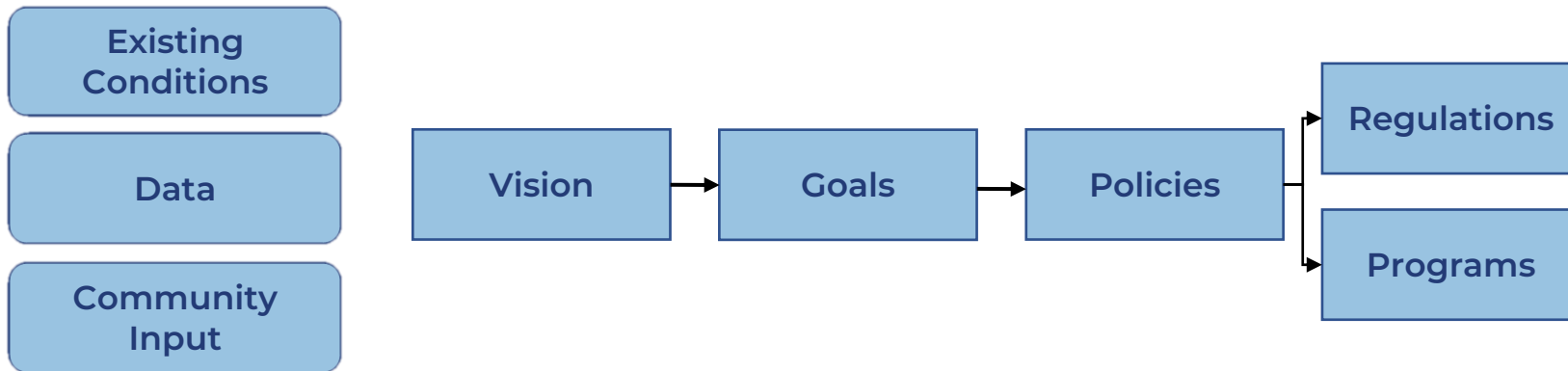


Mercer Island Comprehensive Plan

Mercer Island's Comprehensive Plan currently includes an introduction and six separate but interrelated topic elements:

- Land Use Element
- Housing Element
- Transportation Element
- Utilities Element
- Capital Facilities
- Shoreline Master Program Policies

Each Element Includes:



During this Comp Plan update, the City will add a new **Economic Development Element**.



2024 – 2044 Comprehensive Plan Periodic Review

Surgical Update of the Mercer Island Comprehensive Plan

Why update the Comprehensive Plan?

- The Comprehensive Plan is the centerpiece of **Mercer Island's long-range planning** and articulates a series of **goals and policies that guide growth and development**, that are intended to guide day-to-day decisions by elected officials and local government staff.
- Mercer Island's Comprehensive Plan looks **twenty years into the future**, so it needs to be revised and **updated periodically to keep it current** and to incorporate changes in state law, regional and county planning, trends, and community priorities.
- The Growth Management Act (GMA) **requires local cities to update their Comprehensive Plans periodically**. Mercer Island is required to complete its next required GMA periodic review and adopt updates to the Comprehensive Plan by December 31, 2024.



History

- **1960:** First Comprehensive Plan adopted.
- **2016:** Most recent periodic update.
- **2006-2021:** 77% of all housing growth occurred within the Town Center (TC) and surrounding multi-family (MF) zones



2024 – 2044 Comprehensive Plan Periodic Review

Summer 2022 – Summer 2024

Surgical Update of the Mercer Island Comprehensive Plan

Comprehensive Plan Update will primarily focus on the **technical updates required** by state law. **No changes to residential zoning or density** expected during the update. Land Use, Transportation, Utilities, and Capital Facilities will only require minor, technical, updates during the periodic review.

Housing Element: The Housing Element goals and policies will be updated to ensure that the City can accommodate the housing growth target. This process will include more than technical updates.

Economic Development Element: The Economic Development Element will be a new element added to the Comprehensive Plan during the update.

Public Comments

Email:

Comp.Plan@mercerisland.gov

Visit:

[letstalk.mercergov.org/
comprehensive-plan-periodic-update](http://letstalk.mercergov.org/comprehensive-plan-periodic-update)

Key City Staff Contacts

For questions, contact:

Adam Zack

Senior Planner

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Alison Van Gorp

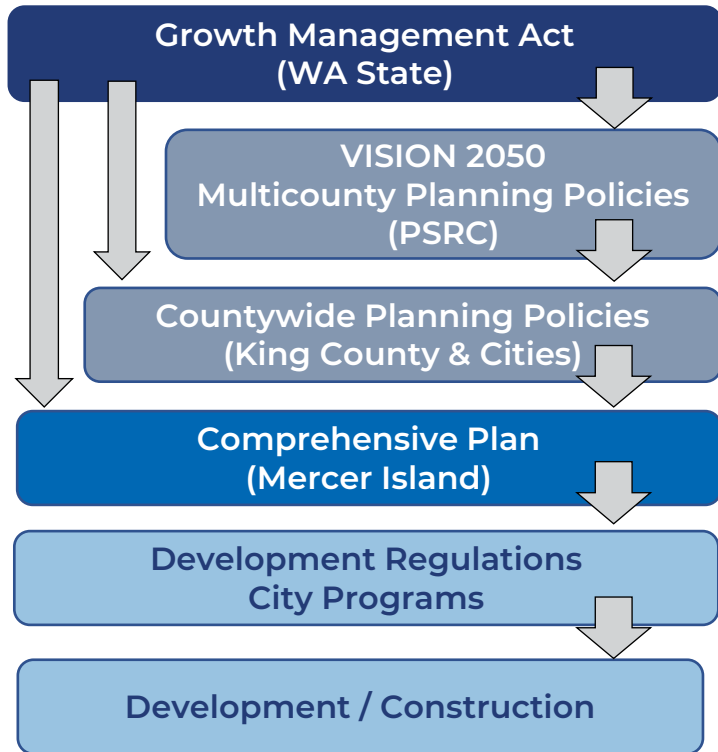
Deputy Director

Alison.VanGorp@mercerisland.gov



Growth Management Act Implementation

PLANNING FRAMEWORK



Growth Management Act (GMA)

The state’s [Growth Management Act](#) (GMA) requires cities to accommodate a certain amount of additional growth over the 20-year planning horizon from 2015-2035

VISION 2050

[VISION 2050](#) is the Central Puget Sound Region’s plan for growth. It is a product of a regional planning process led by the Puget Sound Regional Council (PSRC), an association of cities, towns, four counties (King, Kitsap, Pierce, and Snohomish), ports, tribes, and state agencies.

VISION 2050 provides guidance for King County’s updates to the countywide planning policies and regional allocation of growth.

2021 King County Countywide Planning Policies:

The [Countywide Planning Policies](#) or CPPs are a series of policies that address growth management issues in King County. The CPPs provide a countywide vision and serve as a framework for King County and every city in King County to develop its own comprehensive plan, which must be consistent with the CPPs and VISION 2050. Including updated housing and employment targets allocated to the local jurisdictions.



King County Growth Allocations Countywide Planning Policies of King County

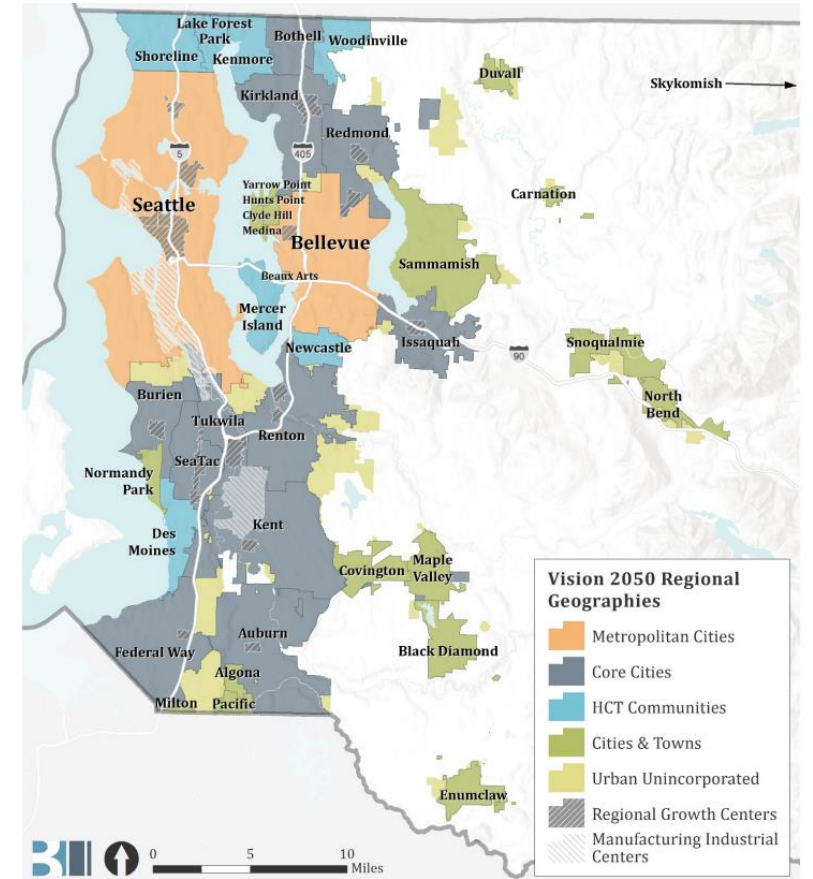
City of Mercer Island 2019-2044 Growth Targets*

- **Housing Target:** 1,239 new housing units
- **Employment Target:** 1,300 jobs

*2021 King County [Countrywide Planning Policies](#) (CPP), adopted on December 21, 2021 (Ordinance 19384), ratified on April 6, 2022, by King County and the 39 cities within King County, including Mercer Island.

Growth Targets Definition: The number of residents, housing, or jobs that a jurisdiction will use as the land use assumptions in its comprehensive plan. Growth targets are set by countywide planning groups for counties and cities to meet the Growth Management Act requirement to allocate urban growth that is projected for the succeeding twenty-year period (RCW 36.70A.110).

PSRC Vision 2050 Regional Geographics Used for Summarizing Growth Capacity



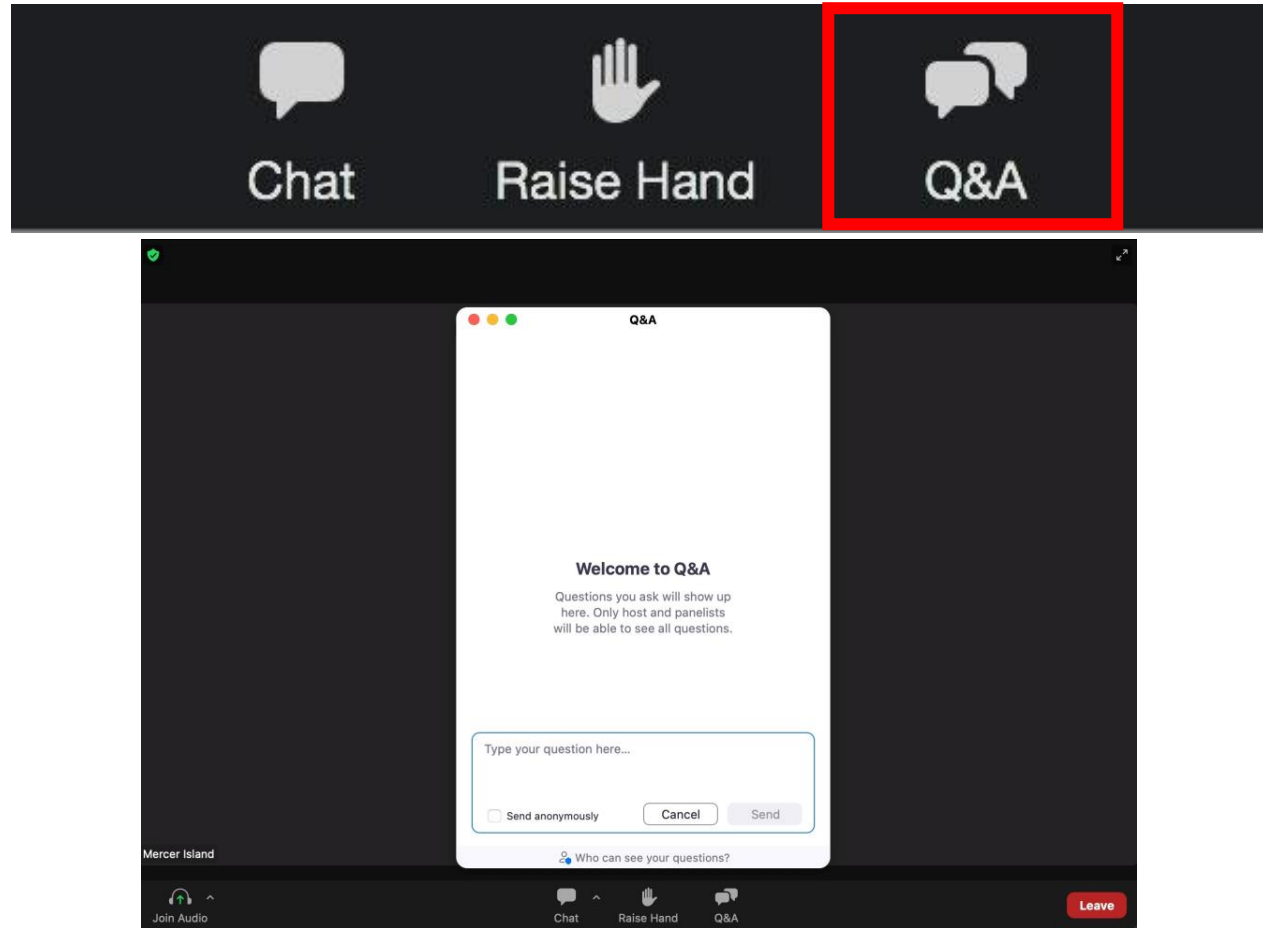


Questions?



To submit your questions:

Please submit your questions using the Q&A function.





2024 – 2044 Comprehensive Plan Periodic Review and Update

Summer 2022 – Summer 2024

Provide your input on the City of Mercer Island Comprehensive Plan Review & Update

Help inform the City’s vision, goals, and policies for its Economic Development Element and Housing Element. The City will host community workshops, conduct interviews with key stakeholders, and distribute community-wide surveys to gather input on updates to its long-range Comprehensive Plan through 2044.

Public participation is a vital aspect of the update process to inform the City’s growth over the next 20 years.



Want More Information?

Share your questions and provide additional feedback at our website:



letstalk.mercergov.org/comprehensive-plan-periodic-update

City Contacts

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2024 – 2044 Comprehensive Plan Periodic Review

Economic Development Vision Workshop – June 30, 2022

Gathering community input to develop a vision for the City's first Economic Development Element, which will include goals & policies to guide future economic growth.

Community Outreach: This first community workshop, stakeholder interviews, and a community survey kicks off the City's Periodic Review of the Comprehensive Plan in 2022, with a focus on economic development.

Public Input: Public input will guide City staff and the Economic Development Workgroup (2 Planning Commissioners & 3 City Council members) in drafting a new Economic Development Element. The resulting element will include the City's Economic Development vision, goals, and policies for the 2024-2044 planning period.

Why is there a new Element? Mercer Island's City Council has identified strengthen economic development on the island as a priority. The development of an Economic Development Element will gather data and public input to formulate the community's long-range vision for the economic development in the next planning period 2024-2044.

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Developing an Economic Development Element Vision

The current Land Use Element includes an Economic Development Goal with supporting policies:

Goal 14: Support the further economic development of Mercer Island, particularly in the Town Center.

First step in drafting an element is to articulate a vision

Gather community input on the vision for the City's Economic Development.

- "What do we want to become?"
- "Where, how, and on what should the City focus on?"

What will you find in an Economic Development Element?

- Data
- Trends
- Community and stakeholder input
- Strengths to build upon
- Opportunities for improvement

Highlights of Feedback Gathered from Interviews:

21 interviews with business owners, residents, and subject matter experts conducted March – May 2022

- Strong connection between business community and larger community that could be strengthened further
- Desire for more variety in goods and services
- Challenging regulation and permitting process for entrepreneurs
- Challenging car-centric commercial area design

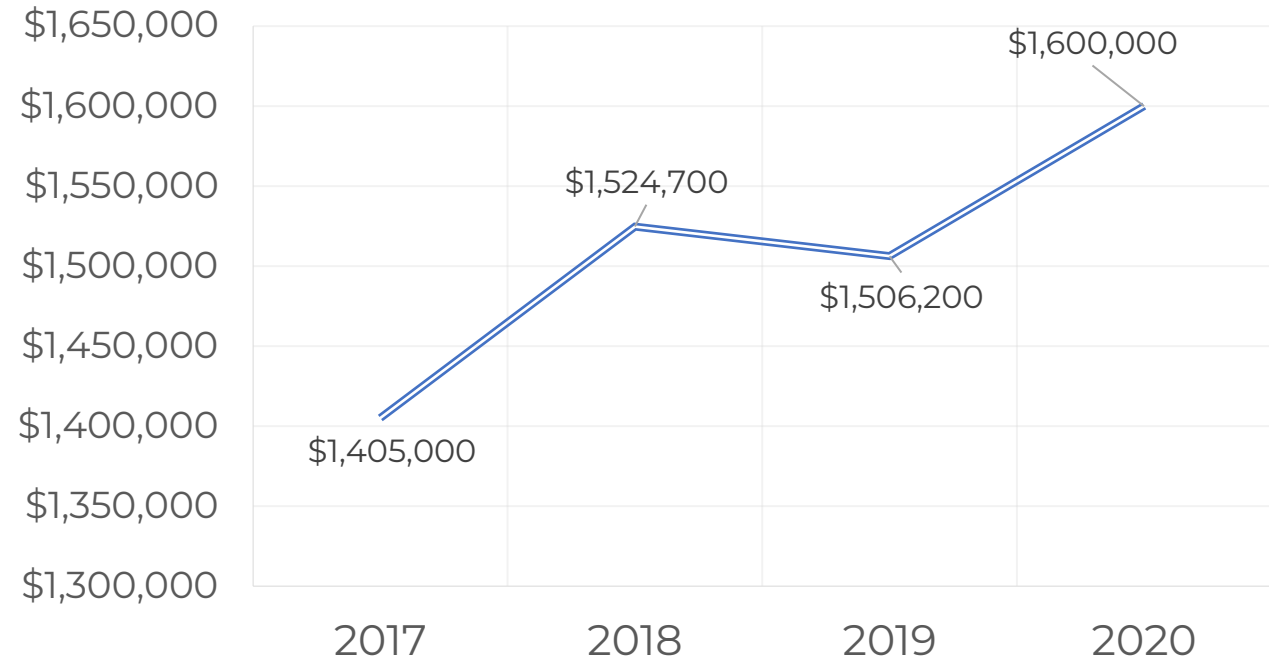


Snapshot of Mercer Island Community

American Community Survey (ACS) Data	2011-2015	2016-2020
Population	24,100	25,800
Median Age	45.3 years	45.9 years
Household Income	\$126,100	\$150,500
Household Size	2.51 people per household	2.54 people per household
Home Ownership	72%	67%
Unemployment Rate	5.1%	2.2%
Travel Time to Work	23.2 minutes	25.9 minutes

Source: U.S. Census Bureau, 5- Year American Community Survey Estimates
Retrieved from <http://dataexplorer.psrc.org/community-profiles> on 6/15/2022

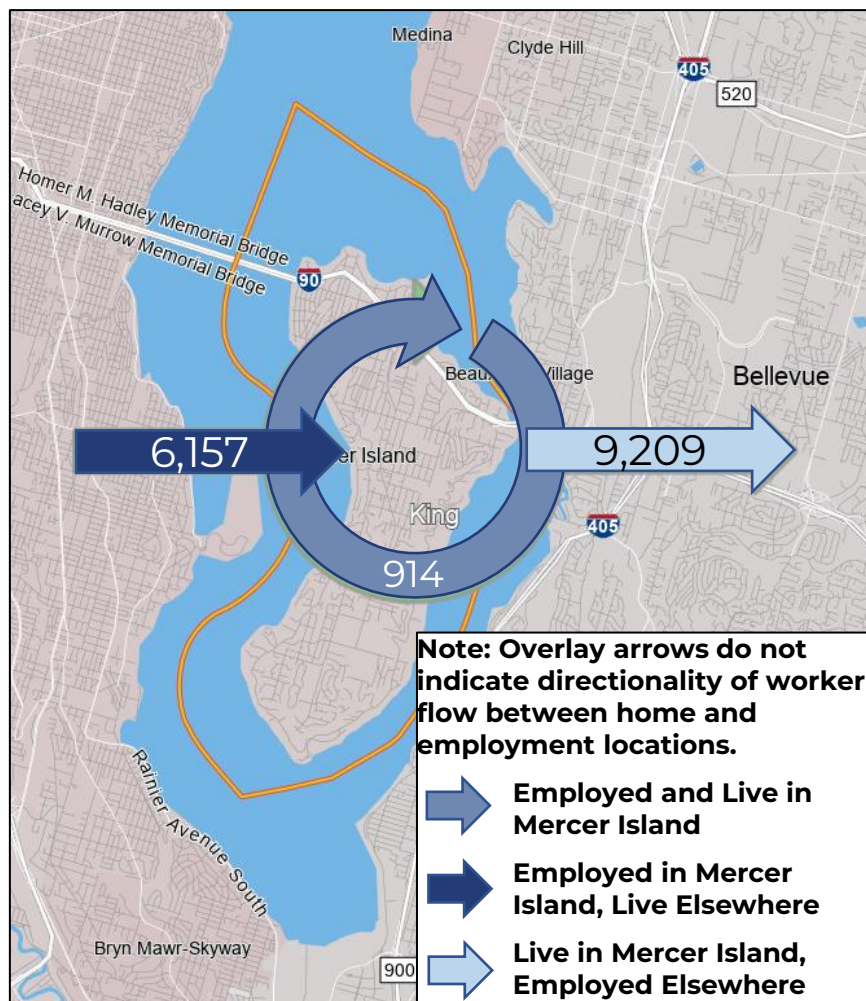
MERCER ISLAND MEDIAN HOME PRICE



Source: Washington Center for Real Estate Research (WCRER) Median House Price data (per RCW [36.70A.610](http://leg.wa.gov/RCW/default.aspx?cite=36.70A.610)) last updated 10/12/2021. Retrieved from <https://wcrer.be.uw.edu/housing-market-data-toolkit/house-prices/> on 6/15/2022



Mercer Island 2019 Inflow/Outflow of Jobs



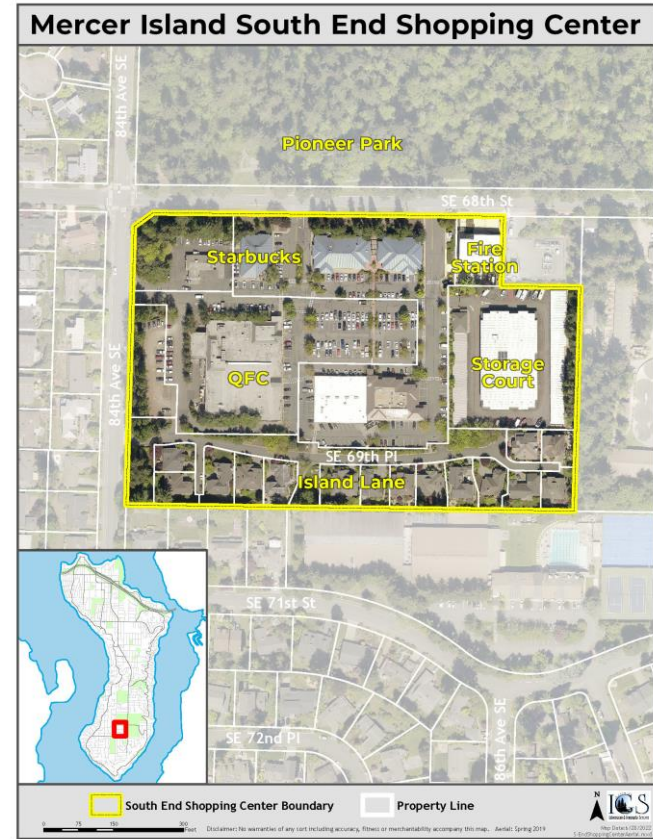
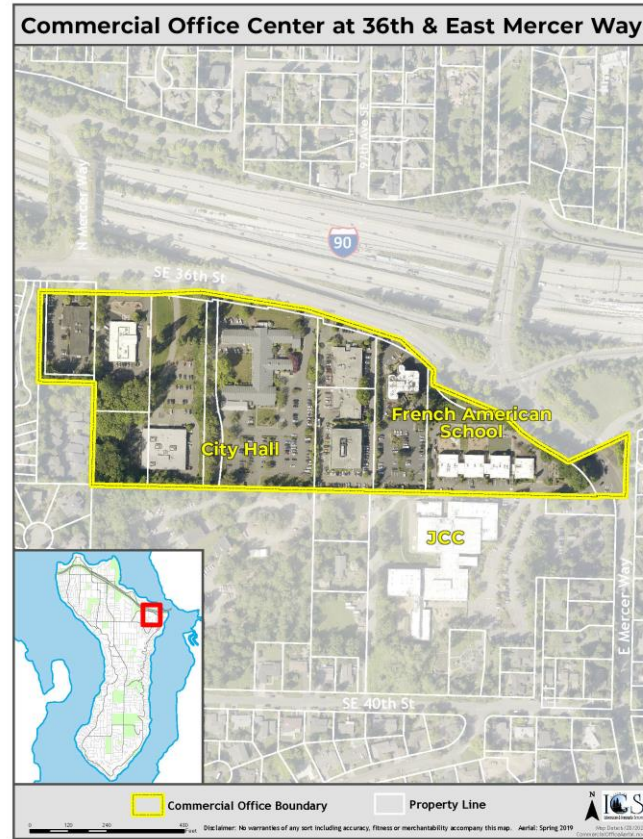
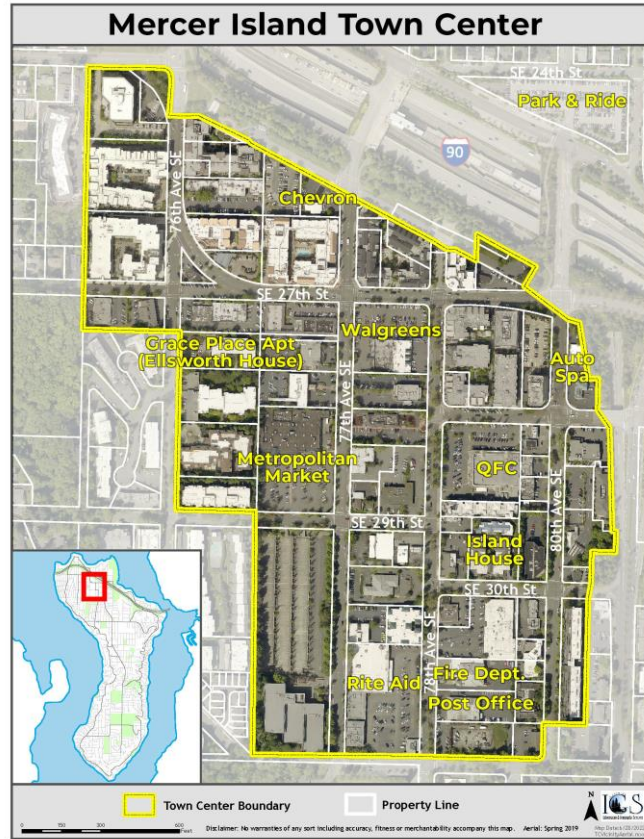
Inflow / Outflow Job Counts (All Jobs), 2019

	Count	Share
Employed in Mercer Island	7,071	100.0%
Employed in Mercer Island but Living Outside	6,157	87.1%
Employed and Living in Mercer Island	914	12.9%
	Count	Share
Living in Mercer Island	10,123	100.0%
Living in Mercer Island but Employed Outside	9,209	91.0%
Living and Employed in Mercer Island	914	9.0%

Source: US Census Bureau.2022. LEHD Origin-Destination Employment Statistics (2002-2019) accessed on 6/22/2022 at <https://onthemap.ces.census.gov/> LODES 7.5



Three Main Commercial Areas





What's Next?

Share your insights: Public participation is a vital aspect of the update process to inform the City's growth over the next 20 years tailored to the needs of the Mercer Island community.

Public Comments

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Take Our Community Survey

Share your thoughts on the future of Economic Development in Mercer Island



The Survey will be open from July 1st to July 31st



Thank you

