Overview

- Blending environmental and economic opportunities to pivot from past suburban patterns to create vital neighborhoods
- Three case studies:
  - Bremerton – Kitsap County
  - Covington
  - Port of Douglas County

Presenting Challenges

- **Bremerton:**
  - Underperforming urban area with high value habitat and new sewer service. Assigned to Bremerton for future annexation.
  - What is the future?

- **Covington:**
  - Last major greenfield development site. Request for significant commercial and multifamily growth. Away from planned Town Center.
  - How do you think about the long-term vision?
  - How do you gain public benefits and economic development?

- **East Wenatchee / Port of Douglas County:**
  - Underdeveloped property with lack of leadership in planning for area.
  - What is the best use of the land?
  - What are the county/city/port/special district roles on infrastructure investment?

Featured Tools

<table>
<thead>
<tr>
<th>Tools</th>
<th>Bremerton</th>
<th>Covington</th>
<th>East Wenatchee</th>
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<tr>
<td>Integrated Science &amp; Land Use</td>
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<td>Market Based Assessment</td>
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<td>Land Use Incentives</td>
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<td>Public or Stakeholder Engagement</td>
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Gorst Watershed & Subarea Plan

Why plan?
City sewer brought to area
UGA assigned to City
Highroad growth pattern
Significant growth
Environmental concerns
Federal grant

Gorst Creek Watershed Plan
Gorst UGA Subarea Plan & Planned Action
Key Approaches

- Uniting Environmental and Economic Values
- Interagency Partnerships
- Effective Outreach

Shared Guiding Principles

- Allow Gorst to become a more complete community
- Protect water quality, habitat and fish while fostering economic development
- Prime Gorst for potential redevelopment
- Identify areas for development, restoration and protection based on science
- Plan for future project (CIP)

Interagency Partnerships

- Advisory Committee
  - City
  - County
  - Suquamish Tribe
- Planning Partners
  - All of the above
  - Kitsap Public Health District
  - Ecology
  - WDFW
  - EPA
  - Navy
  - Sustainable Bremerton

The land speaks
Stormwater Concerns

Habitat & SWM Standards & Incentives

- Gorst Creek Management Overlay

<table>
<thead>
<tr>
<th>Management Zone</th>
<th>Habitat Standards</th>
<th>Impervious Allowances</th>
<th>Stormwater Allowances</th>
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</thead>
<tbody>
<tr>
<td>in. 50 feet north of principal road</td>
<td>50 in. deep, 50% shade, 30% coverage by shrubs and ground cover</td>
<td>0 feet, 0%</td>
<td>No new structures with stormwater disposal system</td>
</tr>
</tbody>
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- Height and Density Incentives, Reduced Impervious

<table>
<thead>
<tr>
<th>Incentive Description</th>
<th>Development Incentive</th>
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</thead>
<tbody>
<tr>
<td>Reduced Impervious</td>
<td>No new structures with stormwater disposal system</td>
</tr>
<tr>
<td>Stormwater</td>
<td>No new structures with stormwater disposal system</td>
</tr>
</tbody>
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Transportation

Regional • Local • Multimodal Improvements • Land Use/Transportation Link
Lessons Learned

- Watershed Planning -> Subarea Planning
- Interlocal partnerships can work!
- Public can surprise you
- Inform early and often
- Must have some flexibility
- Be clear and break it down

Covington – Hawk Property

- Small & Growing Community
- Large Trade Area
- Market demand
- Last major greenfield site ~212 acres
- Engaged City leaders
- Developer willing to invest

Questions and More Questions

- .... Will a second mixed use center deflate Town Center Plans?
- .... Will it just be more big box?
- .... How will it fit in with adjacent single family areas?
- .... How will it affect critical areas, open space, and trails?
- .... Will it add to or relieve traffic?

How do you manage a near term opportunity with a long-term vision?

Approaches

- Developing shared goals
- Market-based implementation strategies
- Effective outreach
Focus on & Building for Economic Resurgence
- Capitalize on Economic Strengths
- Conduct a SWOT Analysis
- Remove Barriers to Development
- Analyze Deficiencies in Land Use Plans and Development Codes
- Engage Citizens
- Involve Elected Officials
- Covington is Leader in Annual Retail Sales Growth for Washington Cities-10% in 2013
- Depressed residential development during recession: 25-50% lower

Goals of Hawk Subarea Plan
- Position Ourselves for Economic Success
- Emphasis on Sustainability Techniques
- Interagency Collaboration & Communication
- Focus on Broad Public Participation Process-Do Something Unique
- Preserve Council Vision for Both a Town Center Urban Village and a Highway-Oriented Mixed-Use Village

Hawk Subarea Public Outreach Objectives
- Used unique interactive involvement
  - Citizen teams developed scenarios
  - Created a commercial and residential urban village
  - Protected environmentally sensitive areas
  - Provided varied recreation and open space amenities
  - Improved transportation mobility in the area

Takeaways- Lessons Learned
- Establish achievable goals from the beginning
- Obtain buy-in & involvement from “electeds”
- Involve all the public from the beginning
- Focus on sustainability-at neighborhood level
- Take your time & do more than the minimum
- Remember strong interagency coordination
- Keep “electeds” informed throughout-No Surprises!

Port of Douglas County – East Wenatchee
- Project Goal:
  - “Spur development of job-creating industry and tourist recreation opportunities within the Greater East Wenatchee Urban Area” through the development of:
    - A coordinated Capital Facilities Plan
    - Completion of a market and economic feasibility study
Why Plan?
Nothing was happening. No one agency or landowner was taking leadership.

Study Area
Identify Consistent and Collaborative Infrastructure Investment

What is the future of this area?

- Market Feasibility
- Other Examples

Approaches

- Interagency Partnerships
- Coordinated Infrastructure Investment

Lessons Learned

Questions

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