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PIVOTING COMMUNITIES TOWARDS SUSTAINABLE ECONOMIC SUCCESS

BERK | APA – Legacy and Prophecy October 2014

Overview

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- 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
Approaches & Tools
Outcomes

Presenting Challenges

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- **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

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Tools	Bremerton	Covington	East Wenatchee
Integrated Science & Land Use	●		
Market Based Assessment		●	●
Land Use Incentives	●	●	
Infrastructure Investment	●	●	●
Planned Action	●	●	○ future
Interagency Partnerships	●		●
Public or Stakeholder Engagement	●	●	●

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Gorst Watershed & Subarea Plan

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

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Bremerton – Gorst

Gorst Creek Watershed Plan
Gorst UGA Subarea Plan & Planned Action

Approaches


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A complete and sustainable community



Key Approaches

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



Need for access improvements and congestion relief. Continued economic opportunities.





Gorst is a community.

Listed Species, Cultural Resources, Shoreline Access, Flooding.

Shared Guiding Principles

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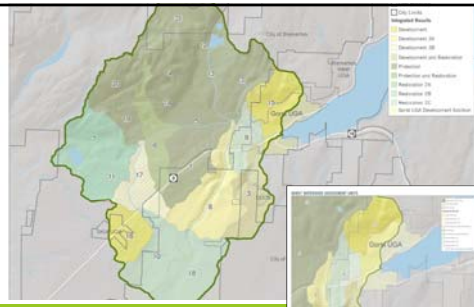
- Allow Gorst to become a more complete community
- Protect water quality, habitat and fish while fostering economic development
- Prime Gorst for potential redevelopment
- Identify areas for development, restoration and protection based on science
- Plan for future project (CIP)

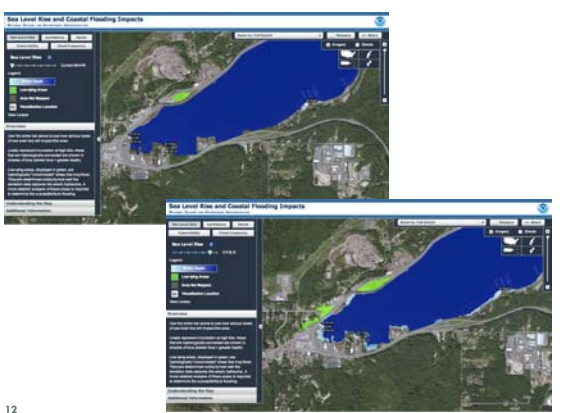
Interagency Partnerships

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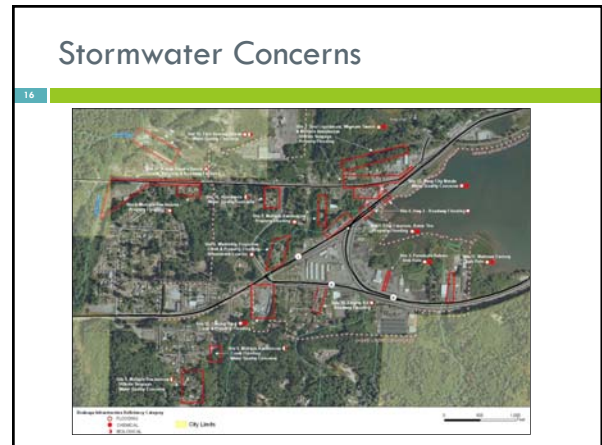
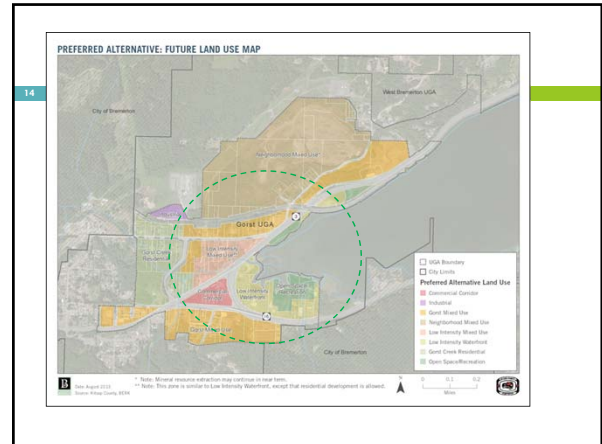
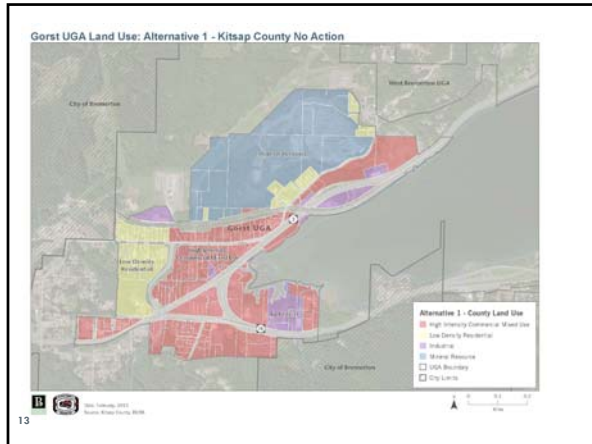
- Advisory Committee
 - City
 - County
 - Suquamish Tribe
- Planning Partners
 - All of the above
 - Kitsap Public Health District
 - Ecology
 - WDFW
 - EPA
 - Navy
 - Sustainable Bremerton



11 **The land speaks**



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Habitat & SWM Standards & Incentives

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- Gorst Creek Management Overlay

Management Zone	Habitat Standards	Impervious Allowances	Structure Allowances
A: 0-50 feet upland of ORWM or bulkhead	A-1: Retain significant native trees, shrubs, and ground cover consistent with Bremerton Shoreline Master Program, BMC 20.24 Critical Areas and BMC Chapter 20.50 Landscaping. A-2: Enhance degraded areas of	Perpendicular trails constructed of permeable materials and no greater in street way width than five feet subject to Type A-1 and A-2 Standards. Spaced no more frequently than every 660 feet.	No new structures with permanent foundations are allowed.
- Height and Density Incentives, Reduced Impervious

Public Benefit Description	Development Incentive Select one or more bonus item
Project provides a clustered residential project with LB street per Chapter 50.	100% Density Bonus 50% Height Bonus 50% Development Coverage Bonus
Project uses permeable surfacing or detention/infiltration methods to reduce overland flow in excess of the 100-year storm	25% excess of 100 year storm infiltrated onsite: 50% Density Bonus

Overlay: 0-100 feet, three management zones, 0-50 feet, 50-85 feet, 85-100 feet
Incentives: Could be earned up to 100% to established maximums; stormwater, habitat & access incentives

Transportation

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Bremerton Economic Development Study

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

20 Covington – Hawk Property


Covington – Hawk Property

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



Hawk Property

Why Plan?
 Manage a near term opportunity. Address development pressures. Consider growth in relation to public benefits.




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

Hawk Property Conceptual Plan



Key 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



Community Workshop March 2013

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!

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Port of Douglas County – East Wenatchee

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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.

North Study Area
Primary Study Area

31 Study Area

Identify Consistent and Collaborative Infrastructure Investment

What is the future of this area?

- Market Feasibility
- Other Examples

High Impact
Medium
Low

Low Feasibility Medium High

Higher Education Institution
Tourism/Resort
Agri-Tourism
Mixed Use Development
Recreation

Approaches

Road Network Plan

Key Approaches

- Interagency Partnerships
- Coordinated Infrastructure

Groundwork: Political Support, Planning, Stakeholder Coordination, Design and Engineering

Initial Investments: Phase 1 Road Improvements, Sewer Main Extension

Supporting Growth: Phase 2-4 Road Improvements, Street Main Extension and LR Stations, Water Distribution System

Time

Lessons Learned

Questions

Contact Information

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