

The background of the cover page is a photograph of a park. In the foreground, there are two tall, silver poles supporting colorful, abstract sculptures. One sculpture is blue with many small, circular, multi-colored discs attached to it. Another sculpture is red and blue. In the background, there are green trees and a clear sky. A dark blue horizontal bar is positioned across the middle of the page, containing the main title in white text.

# SILVERDALE REGIONAL CENTER SUBAREA PLAN

**Draft Plan 12/04/25**

Prepared for Kitsap County



# Acknowledgements

Special thanks to the entire Silverdale community for your attendance and active participation in the Subarea Plan update events, meetings and workshops.

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# PLAN SNAPSHOT

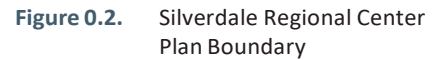
The Silverdale Regional Center Update began in April 2025 to create a more detailed and forward-looking Subarea Plan. Building on the 2024 Kitsap Comprehensive Plan, this update advances the community vision and strengthens goals and policies through refined concepts, targeted actions, and prioritized projects. It also identifies potential sites for new public realm investments, civic and community gathering spaces, and outlines the multimodal transportation improvements needed to support them. Together, these updates guide future main street development, housing opportunities, public parks and other key community investments for the Regional Center.





The Silverdale Regional Center Plan update sets a bold but attainable direction for transforming the area from a predominantly auto-oriented retail district into a vibrant, mixed-use urban center. Over time, Silverdale will evolve into a livable, connected, and waterfront and trail-oriented destination that serves daily needs for residents, employees, and visitors while strengthening access to Old Town, the shoreline, and surrounding natural assets. A consistent community vision has emerged across multiple planning efforts: a desire to create a compact, walkable center with diverse housing, integrated mobility, high-quality public spaces, and sustainable development patterns. This plan advances that shared vision by guiding reinvestment, redevelopment, and public realm improvements that support a first-class, waterfront urban district.

- **Urban Community** - A healthy, welcoming, and people-first urban environment
- **Mobility & Connectivity** - A multimodal network that allows residents and visitors to move safely and comfortably without a personal vehicle
- **Environmental Integration** - Nature is preserved, highlighted, and woven into the urban form for long-term ecological health.
- **Economic Development** - Incentives and strategic partnerships to enable reinvestment and redevelopment.
- **Housing & Livability** - Diverse housing choices supported by recreation, amenities, and cultural assets.





# Actions to Address Key Challenges

## Establishing a Distinct Center Identity

**Challenge:** Silverdale lacks a defined, pedestrian-oriented identity and cohesive sense of place.

### Plan direction:

- Update and adopt pedestrian-oriented, compact development standards (page 68-71)
- Advance Kitsap Mall district public realm improvements (page 28 & 72)
- Reinforce Old Town character and waterfront activation (page 32 & 76)
- Support trail-oriented development and expanded parks, gathering places, and everyday amenities (page 79-80)
- Leverage cross-sector partnerships to implement public realm investments (page 98)



Figure 0.3. Caption

## Providing a Complete Multimodal Network

**Challenge:** Limited street grid and large superblocks constrain safe circulation, especially for non-motorized travel.

### Plan direction:

- Build a complete active transportation network with protected bike and pedestrian facilities
- Establish block-level connectivity requirements for large redevelopment sites (page 85)
- Coordinate transit-oriented development with Kitsap Transit (page 39)
- Complete priority projects identified in the 2018 Transportation Implementation Strategy, TIP (page 38)
- Adopt Complete Streets policies and pursue funding for street, trail, and transit improvements (page 88)



Figure 0.4. Caption

## Enabling Compact, Market-Feasible Urban Growth

**Challenge:** Auto-dominant form and suburban context create barriers to walkable mixed-use development.

### Plan direction:

- Use height bonuses, parking reform, and redevelopment incentives to reduce barriers (see Design Standards Update)
- Implement multifamily tax exemptions and other tools to support housing delivery
- Focus compact growth along priority street corridors and transit nodes

## Creating a Cohesive, Nature-Integrated Urban Framework

**Challenge:** Incremental, disconnected development has resulted in fragmented land use patterns and environmental impacts.

### Plan direction:

- Link Clear Creek Trail to key civic and cultural destinations through improved streetscapes
- Coordinate parks, stormwater systems, and public spaces as multifunctional green infrastructure
- Connect distinct character areas into a cohesive placemaking network
- Partner with property owners to support phased redevelopment that aligns with an integrated urban design framework

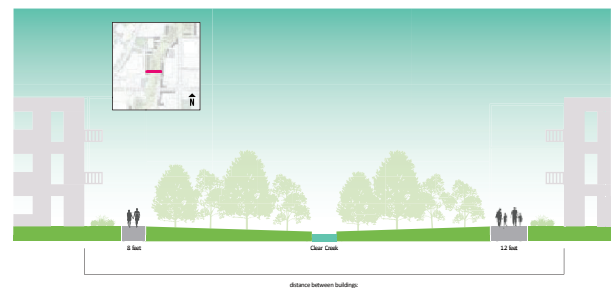
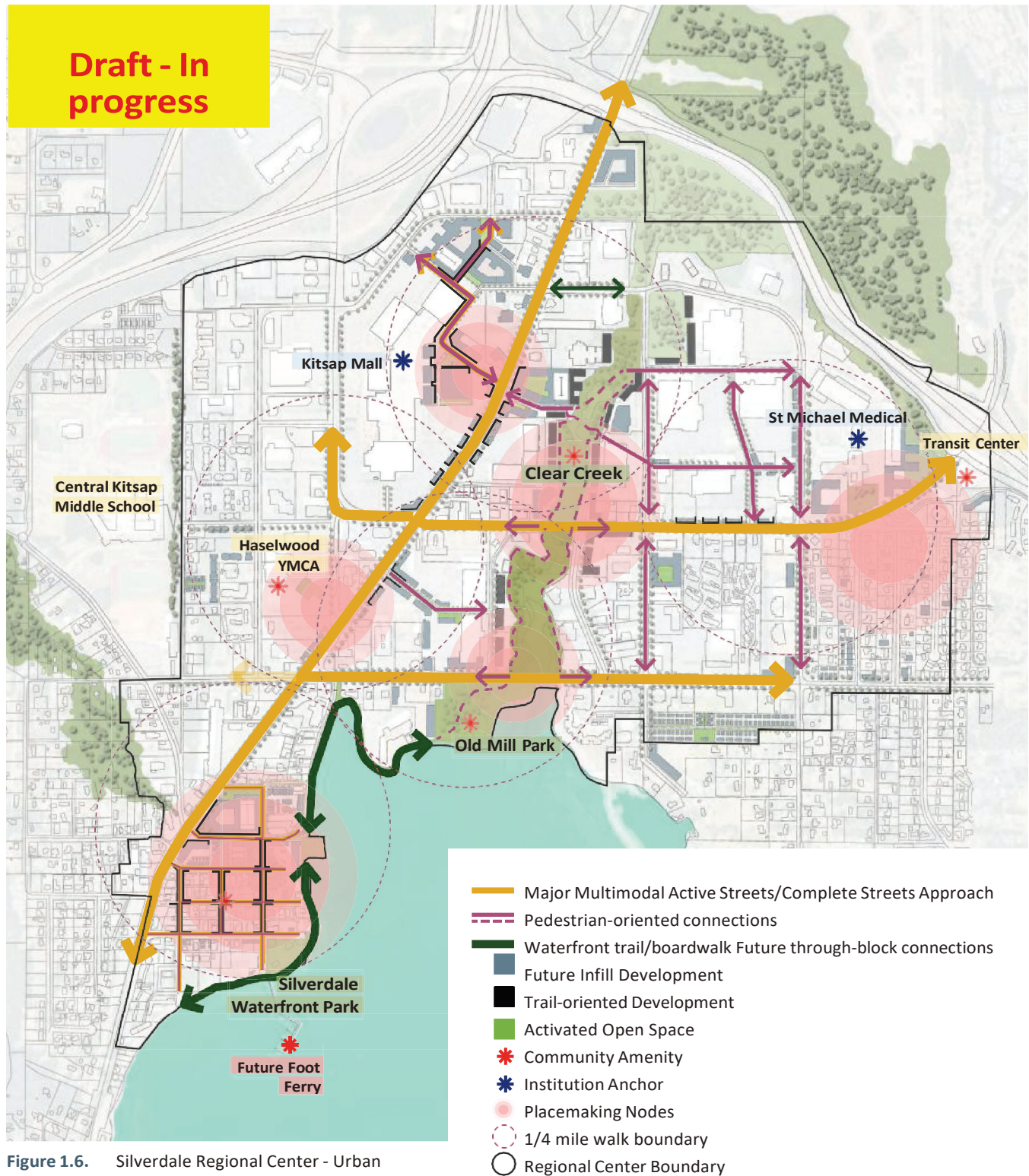


Figure 0.5. Caption

# Silverdale Regional Center - Proposed Urban Design Framework



**Figure 1.6.** Silverdale Regional Center - Urban Design Framework & Concepts



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# 1. BACKGROUND

## Plan Purpose

The Silverdale Regional Center Subarea Plan establishes a cohesive framework to guide the area's continued growth and transformation. It envisions a more integrated, connected, and walkable regional center that offers diverse retail and employment opportunities, supports a vibrant and livable community for residents and workers, and celebrates its relationship with nature and the waterfront. Building on previous planning efforts and aligning with Kitsap County's Comprehensive Plan, the Plan outlines updated concepts, policies and strategies to realize this shared vision.



# Why Plan Now?

Silverdale is entering an exciting new phase of transformation as the community works together to refine and advance the vision for the Regional Center. This effort will guide the area's evolution from its current development pattern into a vibrant, walkable, and well-connected urban hub that meets the daily needs of residents, workers, and visitors.

The Silverdale Regional Center Subarea Plan (also known as the Silverdale Center Plan) was initially updated as part of the 2024 Comprehensive Plan, but a more detailed and refreshed Subarea Plan is now needed. This update provides greater clarity on regional growth center development, public investments, transportation improvements, design standards, and development regulations. The continued evolution of the Silverdale Regional Center is central to both Kitsap County's Comprehensive Plan and the Regional Growth Strategy.

**As a designated Regional Growth Center, Silverdale may receive additional attention and funding at the regional level. For Kitsap County, it represents a focal point for innovative planning, economic development, and strengthening community connections.**

Over the next 20 years, significant increases in housing and employment will reshape Silverdale. A key objective of this Plan is to direct much of the Silverdale Urban Growth Area's anticipated growth into the Regional Center. This approach will preserve the character and scale of surrounding neighborhoods while fostering new, dynamic districts within the Center. The result will be a more vibrant urban community with convenient access to shops, services, and community-oriented amenities.

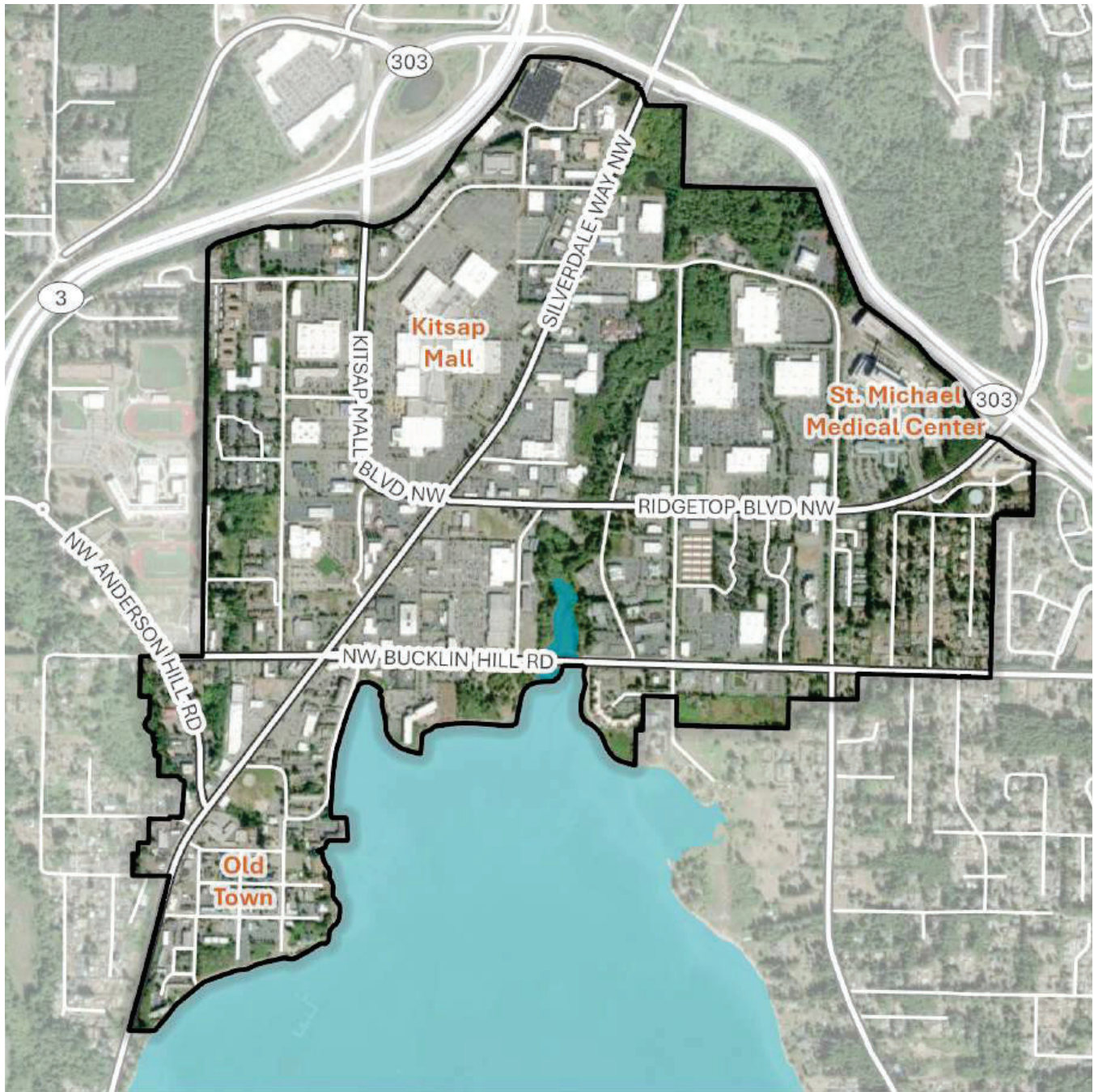
## PSRC Centers Framework and Growth Targets

The Silverdale Regional Center Plan **will satisfy the regional growth goals outlined in the Puget Sound Regional Council's (PSRC) 2018 Regional Centers Framework Update and VISION 2050.**

Regional Growth Centers are designated urban areas planned for concentrated job and housing growth, supported by coordinated infrastructure and transportation investments. As key elements of VISION 2050 and the Regional Growth Strategy, these centers guide growth allocations, shape local and transit planning, and serve as priorities for PSRC's federal transportation



## Silverdale Regional Center Study Area



**Figure 1.1.** Study Area

The Silverdale Regional Center boundary was updated as part of the 2024 Kitsap County Comprehensive Plan update, which included amendments to the preferred alternative boundary shown above, adding the Old Town Neighborhood Commercial area and removing a property northwest of SR 303.



# Planning Context

## Kitsap County Comprehensive Plan

The Silverdale Urban Growth Area (UGA), located in Central Kitsap County at the north end of Dyes Inlet, was established in 1998 with the adoption of the Kitsap County Comprehensive Plan. In 2006, as part of the adoption of the 10-year update to the Kitsap County Comprehensive Plan, the Silverdale UGA was expanded to encompass approximately 7,400 acres, the Silverdale Subarea Plan was adopted, and Draft Silverdale Design Guidelines were referenced in the Integrated Comprehensive Plan and Draft Environmental Impact Statement.

In 2003, the Kitsap Countywide Planning Policies and Puget Sound Regional Council (PSRC) recognized portions of the Silverdale UGA as a Regional Growth Center for employment and population. Regional growth centers are intended to be dense and diverse urban centers with a regional focus on significant business, cultural, governmental, residential, and recreational activities. Development should result in compact and centralized working, shopping and activity areas linked by transit. PSRC's VISION 2050 includes a goal of attracting 65% of regional population growth and 75% of employment growth to centers and high-capacity transit station areas.

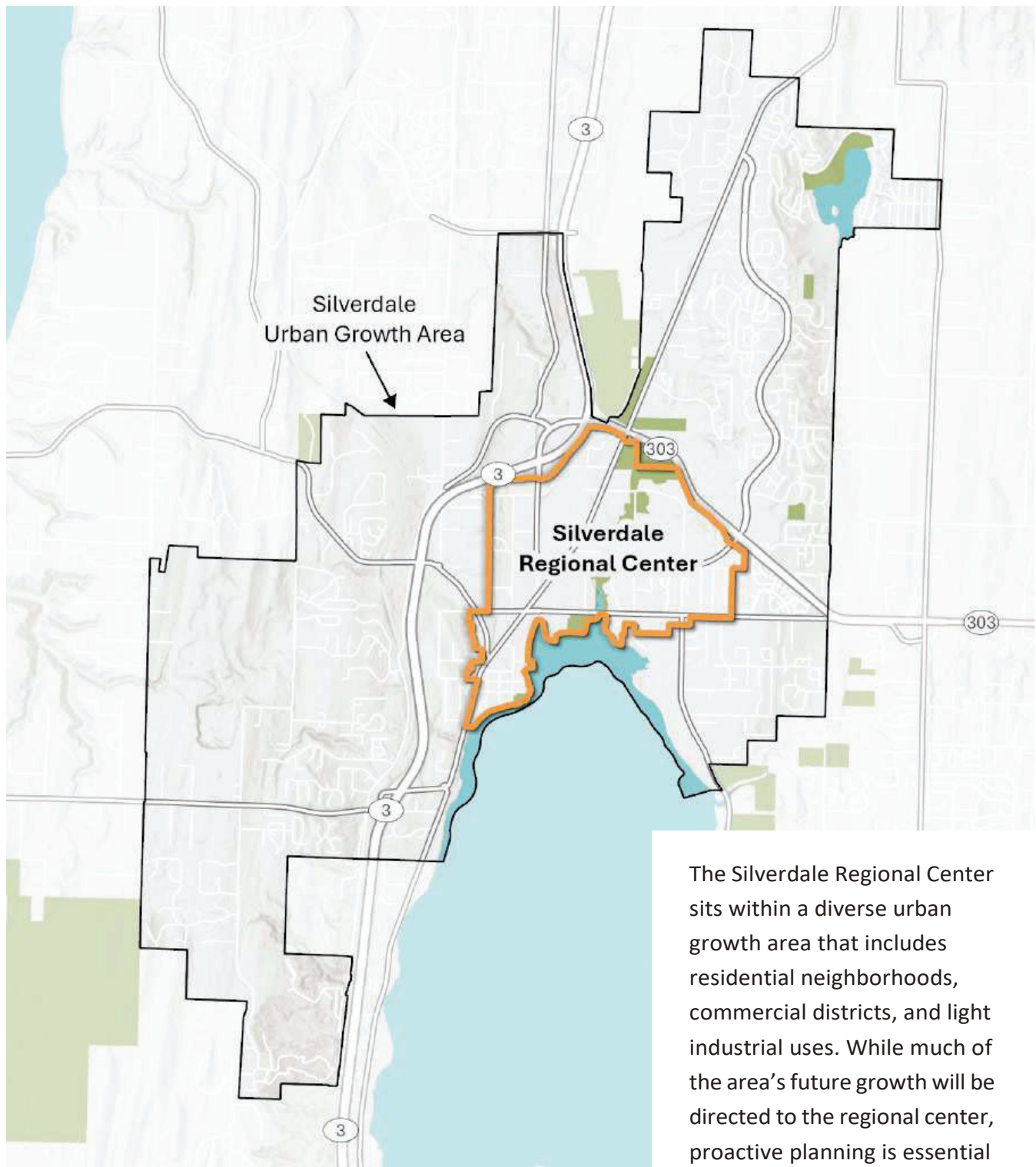
In 2018 and 2020, PSRC updated and more clearly defined the minimum requirements for a Regional Center through the Regional Centers Framework and VISION 2050. In 2021, the Kitsap Regional Coordinating Council (KRCC) updated Kitsap County Countywide Planning Policies to stay consistent with PSRC's Regional Centers Framework and ensure Silverdale is a Regional Center.

## Prior Plan Update (2024)

The Silverdale Center Subarea Plan was an adopted element in the recently updated Kitsap County Comprehensive Plan in 2024 and is updated again in this document. The subarea plan offers Silverdale focused policy direction regarding land use, natural systems, economic development, housing, transportation, and capital facilities over the 20-year planning horizon.



## Silverdale Urban Growth Area



**Figure 1.2.** Silverdale UGA Boundary

The Silverdale Regional Center sits within a diverse urban growth area that includes residential neighborhoods, commercial districts, and light industrial uses. While much of the area's future growth will be directed to the regional center, proactive planning is essential to ensure this growth supports and complements the broader Silverdale Urban Growth Area.



# PSRC Centers Framework and Growth Targets

PSRC requirements establish minimum requirements for jobs and population, known as “activity units.” Each resident or job counts as one activity unit. To be designated as a regional center, Silverdale Regional Center must have at least 18 current activity units per acre and a planned target of 45 activity units per acre. As of the 2024 Silverdale Regional Center Subarea Plan, the 717-acre Silverdale Regional Center includes 15.8 activity units per acre. Following a 2024 boundary revision, the updated estimate increased to 17.8 units per acre, with a mix of 19% residents and 81% employees. By 2044, growth is projected to reach 46.7 activity units per acre.

A 2025 Market Study and land capacity analysis specific to Silverdale Center refined previous assumptions based on zoning updates, boundary adjustments, and local development conditions. The analysis reduced right-of-way and public facility deductions to reflect Silverdale’s extensive existing infrastructure. Compared to the 2024 Comprehensive Plan update, the revised study identified 189 net buildable acres (about 21 more acres), accommodating 5,267 new housing units (approximately 13,113 new residents) and 7,575 new jobs. Combined with existing development, this totals 17,955 jobs and 6,225 housing units (about 15,498 residents). This updated evaluation confirms that the Silverdale Regional Center has sufficient land capacity to meet its long-term population and employment targets (ECONorthwest, 2025)

For more information on growth targets and land capacity see Chapter **XX on page, XX** and *Appendix XX: 2025 Silverdale Regional Center Market Study*

## Silverdale UGA & Regional Center Growth

Among the 30 regional growth centers in the Puget Sound Region, the Silverdale Regional Center is the only center in an unincorporated area.

In the 2044 Comprehensive Plan, targeted growth for the overall Silverdale UGA includes 11,416 new jobs and 9,896 new people in the 20-year time horizon through 2044. **A large share of that growth is planned to occur within Silverdale Regional Center boundary, with capacity for 6,751 additional jobs and 3,557 additional people.** Regional Centers may receive additional focus and funding at regional scale.



Figure 1.3. Stakeholder Workshop Engagement

## Updating the Vision

The Silverdale Regional Center Vision was last updated in 2006. This new Subarea Plan refreshes that vision, refines community goals and policies, and adds greater specificity through actionable strategies and priority projects to guide future growth and investment.

The topic-based visions established in 2006 (see next page) remain strong foundations for the community's aspirations. A community survey conducted as part of this update confirmed that these themes continue to reflect Silverdale's core values and priorities. This plan builds on those foundations, expanding and updating them to address current and emerging needs. Through extensive public engagement, stakeholders including property owners, businesses, employees, residents, and community members identified new priorities, opportunities, and projects to strengthen and connect these topic-based visions through integrated design and planning frameworks for the future.

## Silverdale Center Plan: 2006 Topic-based Visions



### Urban Community & Design

Inspire a healthy, inter-connected urban community where pedestrians are priority, buildings and open space are openly inter-related, the site and design make a positive contribution to the public realm, and ultimately, people thrive in vibrancy, whether working or living in Silverdale.



### Connectivity & Mobility

Create a multi-modal transportation system that supports an increasing number of people living, working, and visiting Silverdale and increases the ability to access destinations without the need for a personal automobile.



### Natural Environment

Build a community that features nature into this developing urban community, creates landscapes that restore both nature and human activity, and cares for and preserves the natural environment for ourselves and future generations.



### Economic Development

Foster re-development through processes that balance flexibility and predictability, effective use of financial incentives, and cultivation of public/private partnerships that result in mutually beneficial solutions.



### Housing

Nurture a community that accommodates a diversity of income levels, activities, amenities, open spaces, gathering places, recreation, and mobility options that all contribute to a self-sustaining community where people aspire to live, work and play.


The topic-based visions outlined above remain central to the Silverdale Regional Center's future. They help organize the Plan's goals, policies, and actions for each key area of focus (see page XX). The next chapter, *Vision & Concept* builds on these themes, showing how they come together in a holistic framework that connects ideas, physical design concepts, and priority projects to guide future growth and investment in the Center.





## 2. VISION & CONCEPT

The updated Vision for the Silverdale Center outlines a thriving, inclusive, and sustainable future built around a walkable, mixed-use core supported by strong connections for walking, transit, and community interaction. It envisions a vibrant commercial destination paired with welcoming public spaces and essential services, all within an urban environment that values its natural surroundings. The vision and concepts emphasize opportunity for diverse and attainable housing options and a lively waterfront district that celebrates Silverdale's unique setting.



# Plan Drivers

To accomplish our goal of transforming Silverdale, we must take action: Grow density, increase investment, seek out and welcome both new development and redevelopment; encourage forward-thinking opportunities that redefine the intersection between retail and residential. This, all while highlighting and providing greater access to Old Town, Dyes Inlet, and the remarkable views of water and mountains that surround Silverdale will enable it to become a first-class waterfront city. The priorities and considerations highlighted in the next pages provide the foundation for the concepts and strategies that will shape the future vision for the Silverdale Regional Center.

## Community Priorities

Throughout this planning process, community engagement including surveys, virtual meetings, and in-person stakeholder workshops consistently highlighted key priorities for the Silverdale Regional Center. Residents, stakeholders, and local partners emphasized the importance of:

- **Strengthening east–west connections** between the Mall, Hospital, Transit Center, Clear Creek, YMCA, and Old Town
- **Activating Clear Creek** as a vibrant community green spine
- **Introducing micro-activation and placemaking** through pocket parks, streetscape improvements, services and amenities, and community gathering spaces.
- **Providing more diverse and attainable housing**
- **Enhancing walkability, safety, and the visual appeal** of the Center
- **Celebrating and improving access to the waterfront**
- **Preserving Old Town’s character**
- **Implementing a reliable transit circulator**
- **Ensuring clear accountability as projects advance**

The Vision for the Silverdale Regional Center Subarea aligns with Kitsap County’s Comprehensive Plan and reflects broad community and stakeholder engagement. Building on the Center’s strengths and addressing key challenges, this section presents strategies to guide redevelopment and infill in the Regional Center and its key subareas, including the Kitsap Mall area, Clear Creek Corridor, and Old Town.



**Figure 2.1.** Stakeholder Workshop Engagement

See further community and stakeholder engagement summaries in *Chapter 03: Process*.

# Market-Driven Considerations

The Silverdale Regional Center is poised for transformative growth that builds on its unique assets and regional role. The 2025 Market Study

Strong demand for higher-density housing near transit, amenities, and the hospital, combined with population growth and healthcare investment, creates opportunities for a thriving, mixed-use community. Enhancements to arts, entertainment, and the waterfront can further strengthen the Center’s identity and appeal, making it a destination for residents, workers, and visitors alike.

Available land—including roughly **80 acres of vacant sites and 82 acres of underused parcels, including publicly owned properties near SR-303 and Old Town**—provides a foundation for strategic development. Townhomes, mid-rise apartments, and horizontal mixed-use projects are likely to be the most feasible forms of growth, complemented by adaptive reuse and medical office development. Thoughtful strategies to reduce parking requirements, repurpose underperforming retail, and incentivize housing can help maximize these opportunities while maintaining a balanced urban environment.

At the same time, the Center faces challenges that must be addressed to realize its full potential. **Regulatory constraints, including height limits, fees, stormwater requirements, and permitting delays, can slow development, while limited childcare, labor, and financing options present additional barriers.** By leveraging recent policy adjustments, streamlining permitting, and focusing on community-centered design, Silverdale can guide growth that supports both economic vitality and the character, livability, and connectivity of its neighborhoods.

For more information see *Appendix XX: 2025 Market Study*.

## 2025 Market Study: Key Opportunities at a glance

- Strong demand for three-story, multi-unit housing
- Prime redevelopment in Old Town, near Strawberry Creek, hospital, and Silverdale Way
- MFTE program to encourage mixed-income development
- Adaptive reuse of large retail stores
- Workforce and seasonal housing linked to healthcare growth
- Investments in arts, entertainment, and retail
- Waterfront revitalization to enhance public spaces
- Improved transit access via Kitsap Transit Center and potential ferry service



## Recent Multifamily Construction



Figure 2.2. Rivulet Apartments

The Rivulet Apartments (2023) feature 78 units with amenities and a Clear Creek Trail connection. Developments like this reflect housing demand from a growing workforce, supporting local business and economic growth.

*Image Source: Clark Construction, [clarkconstruct.com/portfolio/rivulet](http://clarkconstruct.com/portfolio/rivulet)*



Figure 2.3. The Highlands at Silverdale

Highlands Apartments (Completed 2024) – Located north of Kitsap Mall, just outside the Silverdale Regional Center, this 570-unit complex with amenities could help boost local businesses and support broader growth by increasing population density.

*Image Source: [highlandsatsilverdale.com/apartments/wa/silverdale/photos](http://highlandsatsilverdale.com/apartments/wa/silverdale/photos)*

# Urban Design Challenges

While Silverdale boasts many strengths—its economic vitality, waterfront setting, and diverse amenities—the community faces key challenges that have emerged from its development history and location. Unlike more traditional urban centers, Silverdale lacks a coherent, pedestrian-friendly core, partly due to its incremental growth pattern, suburban setting at the junction of two state highways, and absence of an early, guiding plan for a central community hub.

- **Lack of an identifiable center:** Like many outer suburbs developed in the late 20th century, Silverdale does not have a true pedestrian-oriented focal point, making it difficult to create a sense of place or encourage walkable, community-focused development.
- **Arterial-dominated streets:** Large blocks and a road network designed primarily for vehicles create circulation challenges for pedestrians, cyclists, and other non-motorized users, leading to an environment that feels uninviting for walking.
- **Market challenges for compact urban development:** The combination of its suburban location and auto-oriented character makes it more difficult to attract and support the smaller-scale, pedestrian-friendly development forms desired for the area.
- **Disjointed land uses:** Incremental and unplanned development has resulted in scattered, disconnected land uses, reducing opportunities for synergy between businesses, services, and housing, and limiting the potential for a cohesive, walkable community.



**Figure 2.4.** Aerial View

Big box retail stores and large parking lots dominate the visual character of Silverdale.



**Figure 2.5.** Incremental and unplanned development

# Urban Design Opportunities

Despite the challenges noted, Silverdale features enough assets that when combined with thoughtful planning, enhanced development regulations, and community management and leadership, that the subarea can achieve its vision:

- **Emphasize and enhance the Waterfront.** Prioritize waterfront areas and connections to the waterfront with public improvements and updates to zoning and design regulations that enhance the character, visibility, and accessibility of the Waterfront.
- **Plan for enhanced connectivity.** Identify future connections and update zoning and design provisions that integrate new pedestrian and vehicular connections in conjunction with new development.
- **Today's parking lots are tomorrow's development opportunity.** Kitsap Mall's large parking lots and other large parking lots serving big box stores provide some of Silverdale's best opportunity areas to transform the area into a vibrant pedestrian-oriented mixed-use community. Update zoning and design provisions to anticipate this change.
- **Orient to trails.** Clear Creek Trail is a tremendous asset to Silverdale and zoning and design regulations could be updated to promote development that orients towards the trail and riparian corridor as an amenity.
- **Build upon the unique character of Old Town.** Zoning and design regulations could be updated to reinforce and enhance Old Town's human scaled development pattern.



Figure 2.6. Kitsap Sailing, Old Town

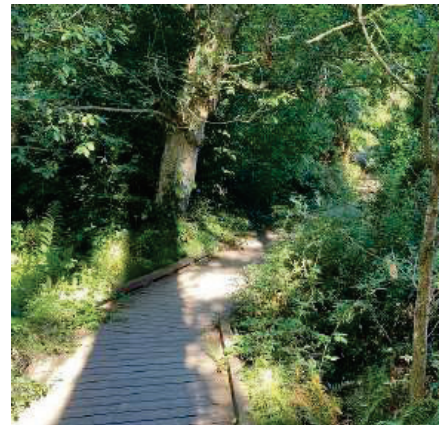


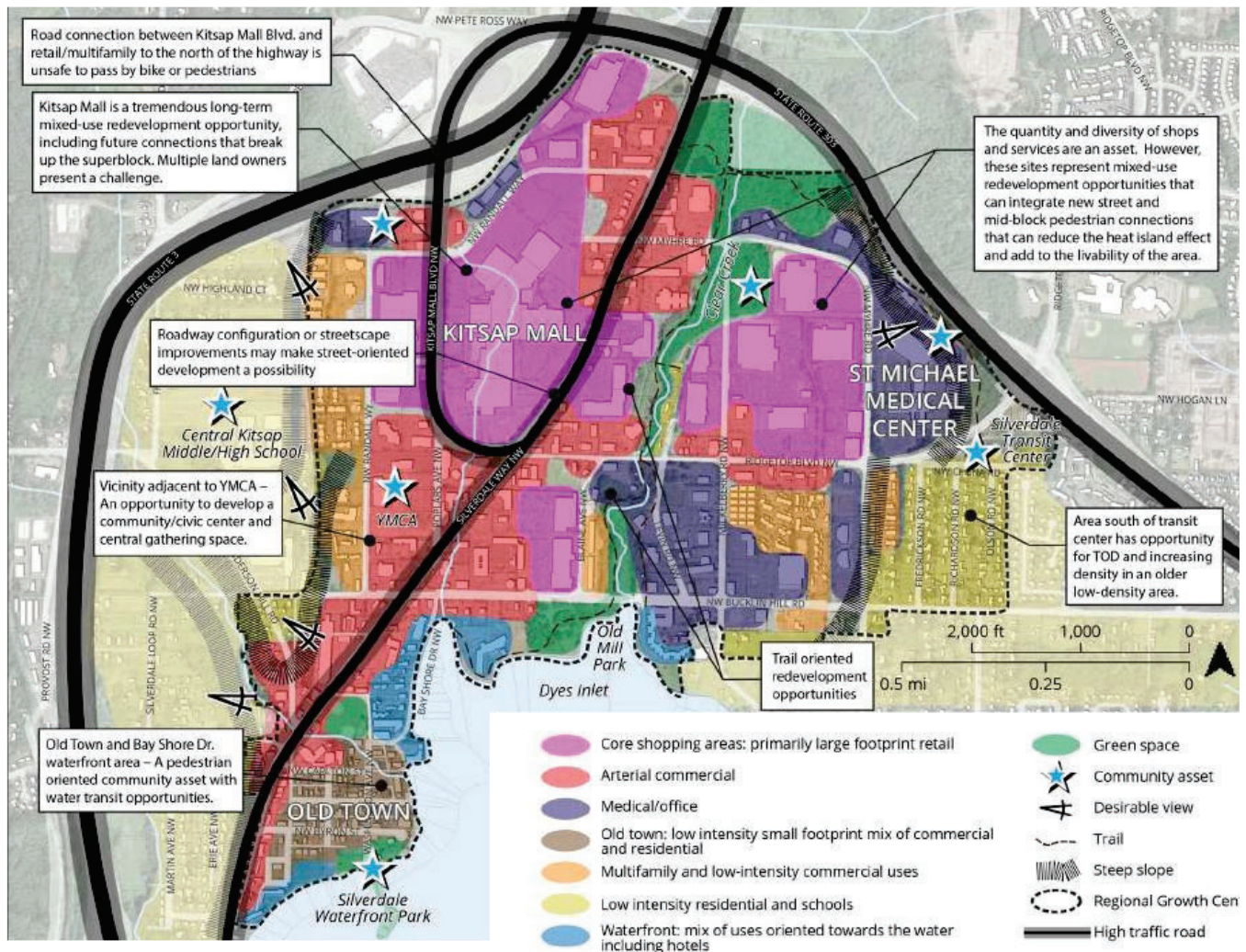
Figure 2.7. Clear Creek Boardwalk



Figure 2.8. Kitsap Mall



## Regional Center - Strategic Investments & Partnerships



**Figure 2.9.** Opportunities

Currently, Silverdale does not feature a coherent “center” due in part to its incremental development pattern, outer suburban location near the junction of two state highways, and the lack of plan to create a community. The mix of current uses, large parcel ownership patterns, and evolving business and real estate environment, require that Silverdale and the County will need to be strategic in terms of investment and partnerships to ultimately achieve the community’s vision. Particularly as some sites may continue current uses and development forms through the plan’s 20-year time horizon, whereas some unexpected vacancies may arrive on sites owned by forward thinking property owners.



Figure 2.11. Caption

# Urban Design Framework

The Silverdale Regional Center’s growth and transformation will not happen overnight. Key capital investments in multimodal transportation facilities that connect parks and open spaces will encourage and support the redevelopment of the Silverdale Regional Center. As mentioned in the previous chapter, the topical visions for the Silverdale Center remain strong and relevant. This plan update focuses on turning those enduring ideas into a cohesive development framework that serves today’s needs while planning for future generations.

The overall approach for the Regional Center Plan concept is to foster a connected network of neighborhoods with walkable streets and blocks that form a cohesive urban fabric. This framework is designed to incorporate natural features in an accessible and fully integrated way, ensuring they remain part of everyday community life. It also provides flexibility to support a variety of building types and housing options, enabling growth that is both sustainable and responsive to market realities. This approach aims to create vibrant, livable places that meet the community’s needs now and into the future.

## From Vision to Concept

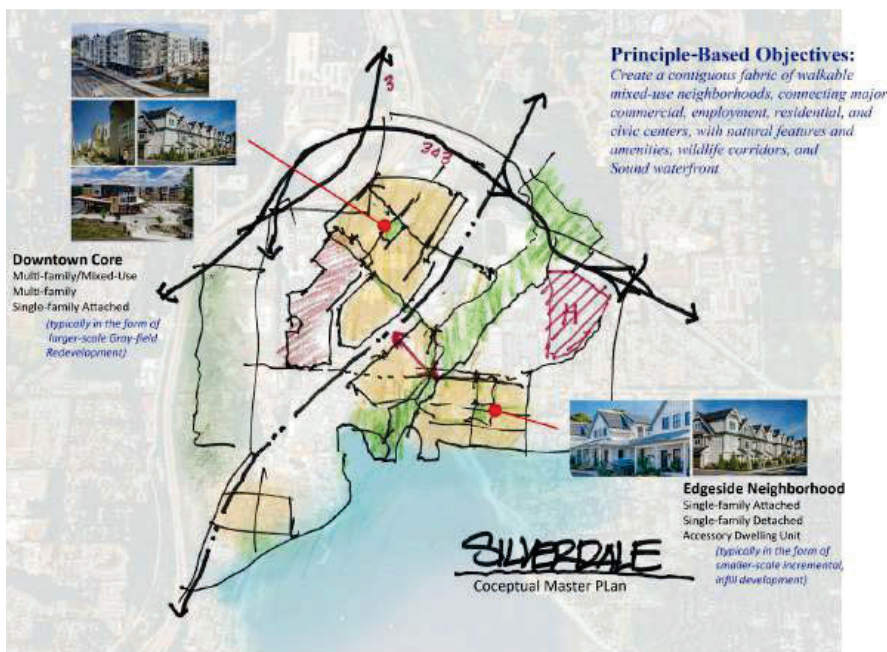
The urban design framework and concepts in this chapter illustrate how the community’s aspirations for the Regional Center could take shape—one of several possible paths forward. Co-developed through feedback from community surveys, workshops, and stakeholder input, these concepts will rely on multi-agency collaboration, development incentives, public-private partnerships, the right market and regulatory conditions, and strong community commitment to become reality!



# Principles Guiding Growth

Informed by community and stakeholder input, market and development considerations, previous planning efforts, and alignment with the County's Comprehensive Plan, the following urban design principles guide the framework and plan concepts for the Silverdale Regional Center.

- **Create a contiguous fabric of walkable, mixed-use neighborhoods**
- **Connect major commercial, employment, residential, and civic centers, with natural features and amenities, wildlife corridors and waterways, and Puget Sound waterfront.**
- **Homes for all: Diverse, affordable, and higher density housing choices**
- **Linked destinations: Distinct placemaking for Old Town and the Mall area**
- **Build on existing strengths and fabric**



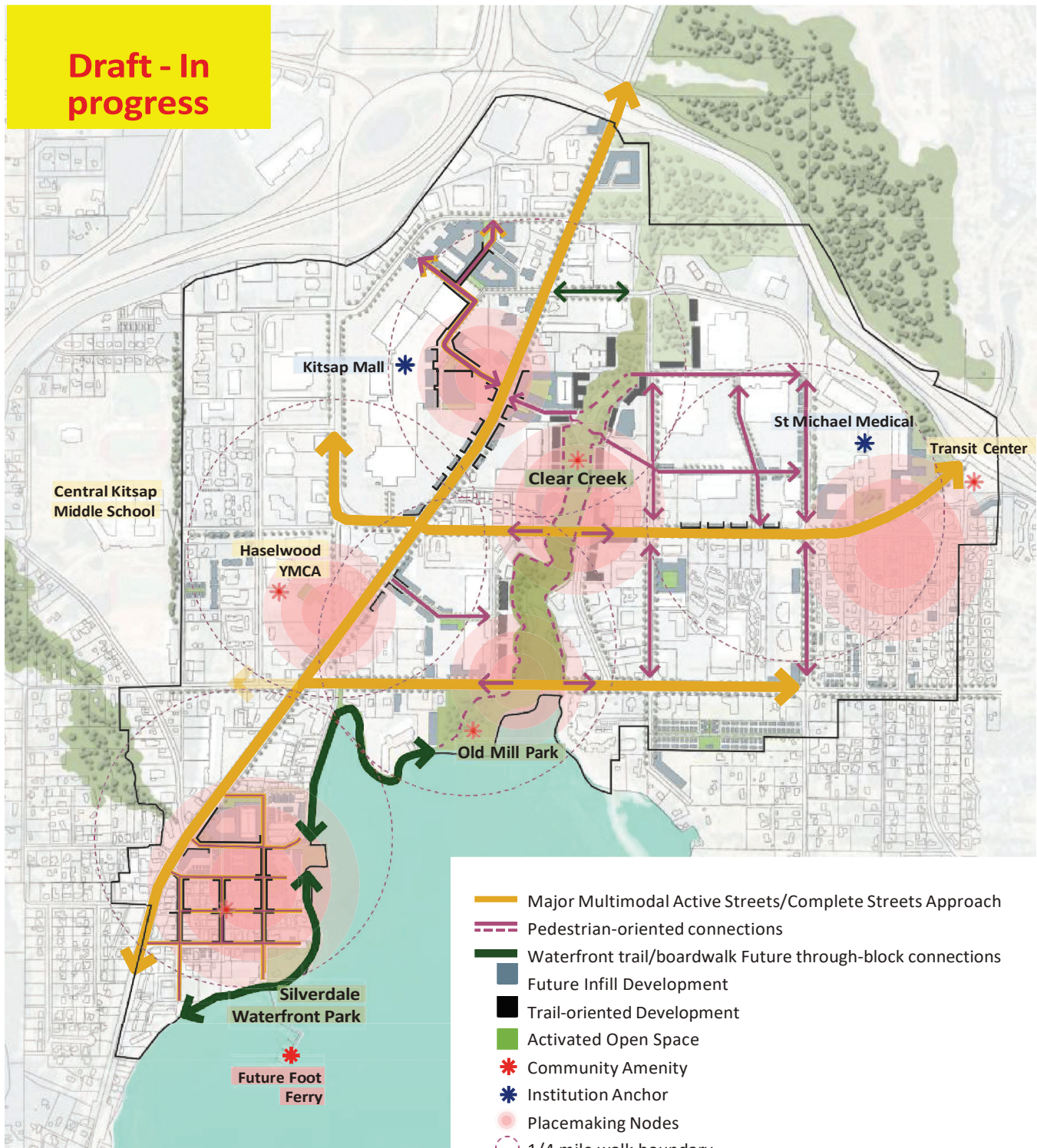
**Figure 2.12.** An early sketch

translating design principles into a conceptual urban design framework for the center's future.

## Silverdale Assets

Silverdale's substantial Dyes Inlet waterfront and upland water views are the Regional Center's biggest visual and physical amenity. Protecting and enhancing this asset will play a big role in the community's growth and character. Public assets include the Silverdale Waterfront Park, Old Mill Park, Clear Creek Trail, Port of Silverdale Boat Ramp, and Bayshore Drive. Numerous private developments and businesses take advantage of the waterfront setting. Further enhancing access to the waterfront and promoting infill development that strengthens the community's waterfront character and setting is essential.





**Figure 2.13.** Silverdale Regional Center - Urban Design Framework & Concepts





**Figure 2.14.** The Village of Rochester Hills, Rochester, MI.

Built in 2002, the 375,000-square-foot outdoor shopping district replaced a former enclosed mall with a “lifestyle streetscape” designed to function like a traditional downtown main street.

## 01 Mall-Creek Area

Engagement feedback highlighted that while the Silverdale community values the convenience of having major retail destinations concentrated in one area, they want the Regional Center to be more attractive, walkable, bike-friendly, and suitable for family-oriented activities—a place where people can spend time beyond meeting shopping needs, and ultimately a more livable, 24/7 community. **Transforming large auto-oriented areas such as the Kitsap Mall and smaller strip malls will require long-term, coordinated efforts among the County, property owners, developers, and public works.** The mall remains a major destination and its structure is not expected to be majorly redeveloped in the near term. Instead, the Regional Center Update takes a strategic approach that builds on existing opportunities. Underutilized mall parking lots offer significant potential for higher-density housing, enabling more residents to live within walking distance of shops, services, and transit.

To support a more integrated and vibrant environment, the vision emphasizes weaving the Kitsap Mall area into the broader Regional Center rather than isolating it as a standalone district. Enhancing the surrounding public realm with walkable streets, plazas, pocket parks, and flexible community event spaces is essential. Key



**Figure 2.15.** Insert



**Figure 2.16.** Aerial view of Kitsap Mall

improvements include incorporating public spaces such as parks and plazas, safer pedestrian connections to Silverdale Way and Clear Creek, Complete Street upgrades, activating edges with liner buildings, and strengthening links to Old Town.

As redevelopment progresses and new housing, public realm enhancements, and pedestrian connections strengthen the area's livability, the mall's tenant mix can also evolve gradually shifting toward more community-oriented, 24/7 uses such as entertainment venues, fitness and wellness spaces, food halls, and flexible gathering places that better serve a growing residential population.

The concept illustrated on the following page presents one possible vision for integrating the Mall area, Silverdale Way, and the Clear Creek extension into a continuous, walkable urban fabric. It demonstrates how streets and blocks can be designed to accommodate existing needs, anticipated housing and future retail, and natural features while remaining accessible and inviting, creating a fully connected environment. This approach provides a flexible development framework capable of supporting a variety of building types, densities, and housing options, allowing the area to evolve over time to meet community needs.

## Suburban Mall Retrofits

Across the country, traditional mall contexts are being reimagined as walkable, mixed-use town centers. This shift builds on early open-air mall concepts that introduced street-like layouts and easier pedestrian access. Successful retrofits integrate retail, services, and public spaces with convenient mobility options and year-round programming to keep the area active and engaging.



**Figure 2.17.** University Village

University Village illustrates the transformation of a 1950s strip center and surface parking into a nationally recognized lifestyle center and model for urban retail design.



## Mall-Creek Area Concept

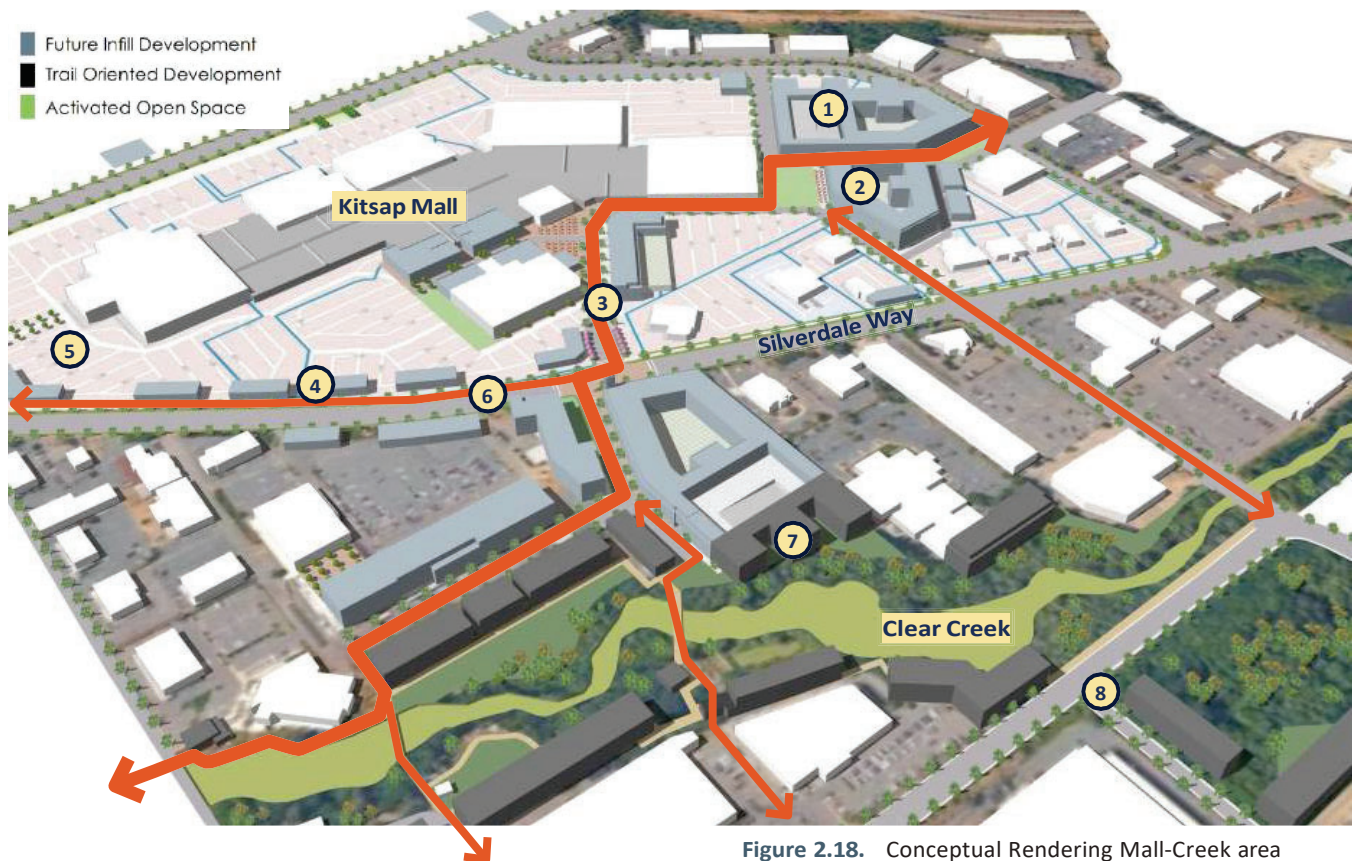


Figure 2.18. Conceptual Rendering Mall-Creek area

1. Under-utilized surface parking lots are redeveloped with new **multi-family buildings with ground floor retail space**, fronting new thoroughfares built to public ROW standards. Parking is a combination of structured deck, on-street parking, and higher utilization of existing Surface lots.
2. New buildings front attached **public greens and pocket parks, as well as hard-scaped plazas**, available for outdoor dining and programmed events
3. **A new urban “street”** cuts between a vacant Anchor space, re-tenanted as a family entertainment center, and the existing mall common areas, creating **an extended pedestrian network**, while providing new leasing options for tenants that prefer open-air centers. The street itself could be closed for special events.
4. **“Liner Buildings”** serve as short-term, flexible uses that help create pedestrian-friendly block frontages and support Complete Streets.
5. **Ample parking maintained** for mall and other business use or as alternative park-and-ride options for the broader Regional Center until market demand and feasibility support the construction of structured parking or redevelopment of the sites for other uses.
6. **A Complete Streets** approach along key sections of Silverdale Way creates a safe, vibrant, and multimodal connection to Old Town and the waterfront.
7. **Trail-Oriented Development** New and reconfigured developments will treat the Clear Creek corridor as a key open-space amenity, with residential uses oriented to visually connect private and public spaces along the creek.
8. **Activity nodes** Most of the creek frontage remains residential, but key east–west intersections are ideal for cafés, corner stores, and other community amenities.





**Figure 2.19.** Conceptual Cross-section

A vision for Clear Creek park with neighborhood-scale, mid-density residential development oriented to the creek. Private open spaces would connect to a public, continuous walking and biking path running north–south to Silverdale Waterfront and Old Town. The main creek corridor is preserved in its natural state, with development carefully buffered to protect critical environmental areas.

## Trail Oriented Development: Clear Creek

Throughout the Regional Center Update engagement process, Clear Creek consistently emerged as a defining natural and community asset for a reimagined Silverdale Regional Center. County staff, stakeholders including businesses, property owners, community organizations, public agencies, and elected officials and the broader public all reinforced the idea that Clear Creek should function as a community-oriented spine. Participants emphasized a vision where medium-scale housing could face the trail, allowing the creek corridor to serve as a low-stress east–west pedestrian and bicycle connection linking the mall, the transit center, Silverdale Waterfront Park, and Old Town.

## Liner buildings to support pedestrian edges

Liner buildings can serve as short-term, flexible uses that help create pedestrian-friendly block frontages and support Complete Streets, while allowing existing businesses to maintain necessary parking. These structures provide a transitional approach until market conditions support longer-term, higher-value redevelopment. See [page XX](#) for additional details on this building type.



**Figure 2.20.** Trail-oriented development in Victoria, British Columbia.



**Figure 2.21.** Pedestrian-oriented retail, University Village, Seattle.

## 02 Old Town Infill

Unlike the Mall-Creek area, the strategy for infill and redevelopment in Old Town focuses on market-feasible, small-scale development that reintroduces residential uses into the area. When larger parcels are redeveloped—or smaller parcels are assembled—efforts should be coordinated to create neighborhood-scale pocket parks, new public rights-of-way, complete streets for vehicles and pedestrians, and pedestrian-only pathways. Redevelopment should also provide opportunities to address past environmental impacts, such as daylighting Strawberry Creek, or combine these improvements in ways that enhance the community.

### Old Town Infill Opportunities

- **Preserve Small-Scale Character:** Support walkable blocks and new public spaces by limiting block sizes and tailoring open space requirements to parcel size and location
- **Streetscape & Public Realm:** Prioritize pedestrian, intersection, and waterfront-access improvements to strengthen safety, character, and connectivity.
- **Transit-Oriented Development:** Position Old Town as a key stop for a future transit circulator and potential foot ferry service.
- **Waterfront Activation:** Encourage infill housing, commercial uses, and community amenities that capitalize on future foot ferry opportunities.
- **Parking Management:** Explore district-wide parking strategies, including park-and-ride options and, where feasible, centralized garages.
- **Daylight Strawberry Creek:** Explore opportunities to daylight the creek as a community green asset and integrated green infrastructure.



Figure 2.22. Insert



Figure 2.23. Historic Image of Old Town

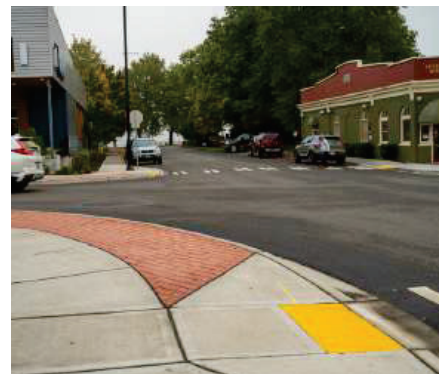


Figure 2.24. Old Town Today

## Old Town Infill Concept



Figure 2.25. Conceptual Rendering - Old Town

1. Infill redevelopment and new public streets, introducing a **mix of housing types and densities that gradually transition** from Old Town's small-scale, organic character to higher density towards Silverdale Way frontage to the north.
2. **Public realm improvements** can include pedestrian-oriented pathways, inviting storefronts, street trees and plantings, and stormwater features designed as visual amenities.
3. **Larger multifamily buildings should reflect the design character and scale of Old Town**, ensuring new development complements the historic fabric. Their larger footprint may also create opportunities for **shared or centralized structured parking**.
4. **A Complete Streets approach** along key sections of Silverdale Way creates a safe, vibrant, and multimodal frontage and connection to Old Town and the waterfront.
5. **Day-lit Strawberry Creek** as a community pathway and integrated green infrastructure.
6. **Opportunity for continuous waterfront pathway** that integrates natural and built features, offering recreation, community amenities, and business opportunities.
7. **Waterfront Community Assets** like new parks, recreational amenities, and flexible outdoor spaces can help activate the waterfront as a vibrant community asset.
8. **Future Foot Ferry** presents opportunities for transit-oriented development for residents and workers, and attracting visitors to Old Town as a key destination.
9. **Small-scale infill development** filling gaps along key streets to create continuous, active frontages, supporting vibrant, pedestrian-oriented retail.





Figure 2.26. Insert



Figure 2.27. Conceptual before-and-after rendering of a new 3-over-1 multifamily building in northern Old Town along Silverdale Way.



Figure 2.28. Bothell Horse Creek Improvements

## Incremental and Gradual Infill Densification

Support gradual infill development for living, working, and recreation in Old Town. Larger parcels along Silverdale Way and the northern edge can host bigger mixed-use buildings with structured parking, while smaller parcels allow incremental densification with self-parking. Streetscape improvements should align with frontage standards, consolidate local-access streets where possible, and create pedestrian-friendly environments with on-street parking on new and existing streets.

## Daylighting Strawberry Creek

Opportunity to daylight Strawberry Creek, enhance stormwater management, and create a signature open space with public access at its confluence with Dyes Inlet, guided by studies to protect the riparian habitat.

## 03 Hospital/Transit Center Area

The recent hospital expansion and growing demand for healthcare services are driving the need for workforce and seasonal housing in the area. Planned growth in women's health, cardiovascular, orthopedic, imaging, and urgent care services, along with the development of a teaching hospital, is expected to further increase local housing demand and stimulate economic activity.

The new Kitsap Transit Center, located directly across from the hospital, significantly improves accessibility for staff, patients, and visitors. This proximity presents a prime opportunity for transit-oriented development (TOD), including mixed-use housing, retail, and service-oriented projects that leverage high transit connectivity. TOD can support compact, walkable neighborhoods, reduce reliance on automobiles, and enhance the vibrancy of the district by integrating housing, amenities, and healthcare-related services within easy reach of public transit.



Figure 2.29. Insert

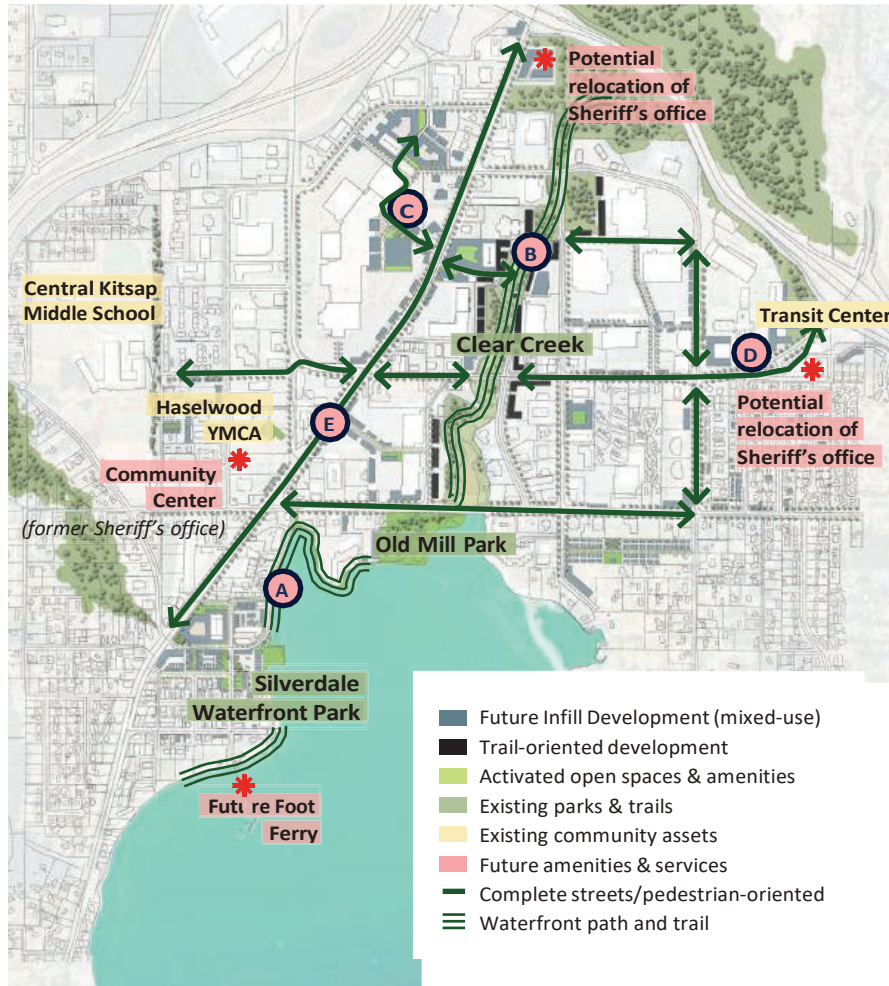
For more information on urban design concepts, goals and policies see Chapter XX, page XX

### 2025 Regional Center Market Study

The study identifies the recent hospital expansion as a catalyst for continued growth including infill and redevelopment in the regional center. It recommends reviewing height and parking requirements to encourage denser development and strengthening partnerships with the hospital and other key stakeholders. Convening a focus group with healthcare workers and sector affiliates can help identify housing and amenity needs to attract residents and support Silverdale's economic growth and quality of life.



## 04 Parks, Third Spaces and Civic Centers



**Figure 2.30.** Opportunities for expanded community spaces, parks and third spaces

Community engagement highlighted the need for diverse public spaces, parks, and “third places” where people can gather, alongside social and recreational amenities like cafes, restaurants, and flexible community centers. Activating and celebrating the waterfront while preserving natural elements was also a top priority. Creating these spaces will require a coordinated public-private effort. Some parks and amenities could build on existing projects, such as Public Works’ stormwater improvements on Clear Creek and efforts to daylight Strawberry Creek, while others may take shape through future private developments.



**Figure 2.31.** Example: Waterfront walkway and park connecting parks, businesses and trails.



**Figure 2.32.** Example: Trail-oriented housing, with shared path and protected Creek area.



**Figure 2.33.** Example: Community parks and plazas shaped by mixed-use development by Kitsap Mall.



**Figure 2.34.** Example: Pocket parks and seating areas near workplaces.



**Figure 2.35.** Example: Long-term transformation of active street edges shaping vibrant public spaces.



# Transportation Improvements

**Transportation improvements are essential to unlocking development potential and realizing the community’s vision for the Silverdale Regional Center.**

Today, Silverdale’s auto-oriented street network and large block structure limit internal connectivity, making it difficult to travel efficiently by car, bicycle, or foot. This lack of local connections pushes more traffic onto major arterials such as Silverdale Way and reinforces car dependency. Proposed regulatory concepts can gradually improve connectivity by requiring new streets or through-block connections as development occurs. Addressing these mobility challenges is central to the success of the Center’s development framework.

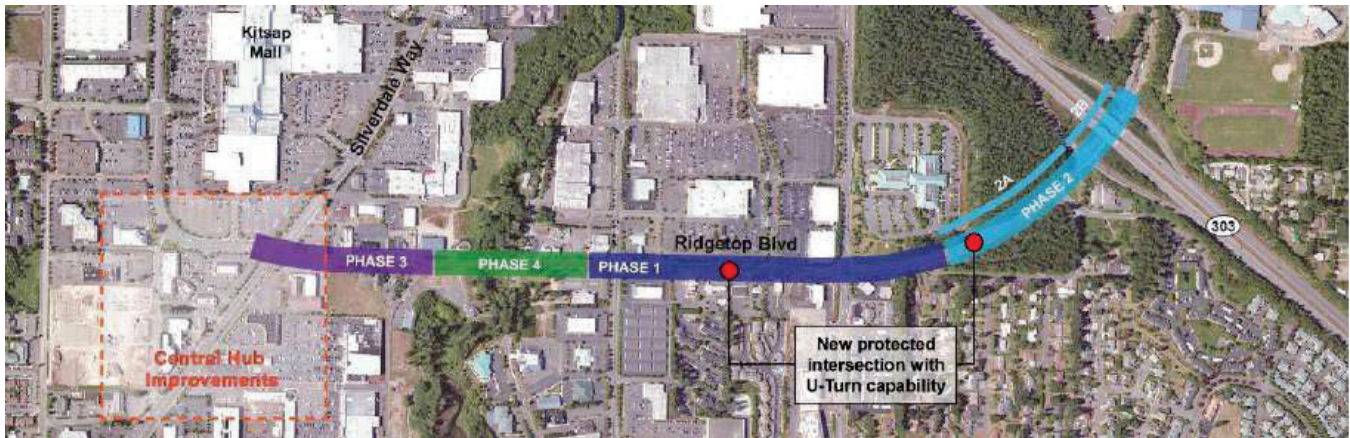
Community input underscored the urgency of this need. Survey respondents identified transportation issues as the Center’s most significant weaknesses, citing congestion, car dependency, poor road conditions, and limited options for transit, walking, and biking.

The Regional Center planning process offers a key opportunity to tackle these issues holistically. By coordinating transportation improvements with land use strategies, market conditions, and community priorities, and by aligning them with planned transit investments, the plan can deliver an integrated mobility network that supports and strengthens the Center’s long-term growth.

For more information on Transportation Goals and Policies for the Center see *Chapter XX, page XX*

## Recent Transit Improvements and Future Plans

- **The new circulator Routes 265 and 266** provide connecting service to almost all areas of employment, services, and housing in the Silverdale Regional Center.
- **The new Transit Center** offers increased bus operating capacity, closer proximity to housing, jobs and services than the old Transfer Station.
- **Ferry Service Feasibility.** Kitsap Transit currently has commissioned a study for a new ferry route connecting Silverdale to Bremerton.
- **Kitsap Transit’s Long Range Transit Plan** call for service frequency and span of service increases.



**Figure 2.36. The Ridgetop Boulevard Corridor**

The Ridgetop Boulevard Corridor is identified as a critical east-west corridor that provides access from Silverdale Way to the hospital, transit center, retail, and access to SR303. The 2018 Transportation Implementation Strategy breaks the project into 4 phases: Phase 1 (Mickelberry to Myhre): **at 60% design**; Phase 2 (from Myhre to SR303): **Complete**; Phase 3 (Silverdale Way to Blaine): **Concept only**; Phase 4 (Blaine to Mickelberry): **Concept only**

## 2018 Transportation Implementation Strategy (TIS)

The Silverdale Transportation Implementation Strategy (TIS) is a technical analysis that identifies and prioritizes transportation projects for implementation through the County's Transportation Improvement Program. The 2018 TIS evaluated a range of potential improvements within the Silverdale Regional Center, assessing safety, circulation, non-motorized benefits, and project costs. This analysis resulted in a prioritized, phased list of projects that can be delivered as funding becomes available. Key TIS projects are complete or underway, driven by ongoing work from Silverdale Public Works to create the connectivity and circulation improvements needed to support and advance the plan's core concepts.

- **Ridgetop Boulevard - Mickelberry to Myhre (60% Design)**
- **Silverdale Way Preservation (complete)**
- **Buckling Hill Rd Multimodal?**
- **Stormwater Park (pocket park)?**

### 2018 TIS Prioritized Project Categories

- **Ridgetop Boulevard Corridor Improvements** from SR 303 to Silverdale Way.
- **Silverdale Way Corridor Improvements** from SR 303 to Anderson Hill Road.
- **Spot Improvements**
- **Opportunity Projects.**

# Kitsap Transit Long Range Plan

Kitsap Transit has made significant investments in the Silverdale area. New circulator Routes 265 and 266 connect nearly all major employment, service, and housing areas within the Regional Center; Route 266 runs every 30 minutes and is designed for future 15-minute service. The new Transit Center increases bus capacity and is more centrally located near housing, jobs, and the hospital, making transit more accessible. Kitsap Transit is also studying a potential new ferry route connecting Silverdale to Bremerton.

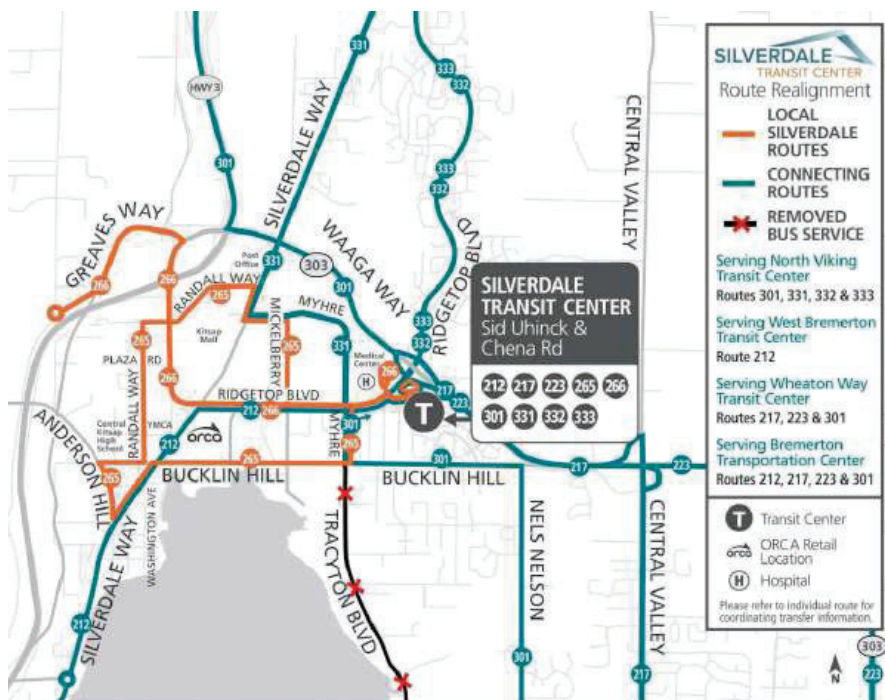


Figure 2.37. New circulator Routes 265

## 2018 Kitsap County Non-Motorized Facility Plan

The regional center plan integrates key recommendations from the 2018 County Non-Motorized Plan, which outlines a regional vision for a connected trail and on-street bicycle/pedestrian network, prioritizes key routes, supports diverse users, and encourages coordinated planning among local jurisdictions. The Non-Motorized Plan is scheduled for an update in the next one to two years. A Non-Motorized Facilities Community Advisory Committee (NMFC) also advises the County Commissioners and staff on non-motorized transportation issues.



# Future Opportunities

## A Complete Streets Policy for Silverdale Regional Center

In 2022, the Washington Department of Transportation (WSDOT) enacted a Complete Streets policy that guides the planning, design, implementation, operation, and maintenance of WSDOT facilities. Currently, this policy only pertains to WSDOT-led projects; however, it provides guidance on developing a Complete Streets policy for the Silverdale Regional Center. WSDOT focuses on a safe system approach to provide facilities for people walking and riding bicycles that meet a low Level of Traffic Stress (LTS). Two key strategies include reducing motor vehicles speeds in coordination with increasing separation of facilities for walking and biking.

## Complete Streets Policy

In Washington, a Complete Streets policy opens funding opportunities through the Transportation Investment Board (TIB) and a Complete Street policy that uses LTS as a performance measure aligns with criteria in many grant programs within WSDOT

## Near-Term Recommendation:

### Silverdale Way (Anderson Hill Rd to Randall Way)

This segment of Silverdale Way has seen little investment for decades and currently lacks sidewalks. The 2018 Silverdale Transportation Implementation Strategy recommends improving capacity and enhancing multimodal mobility, with low-stress bikeways and sidewalks as core project elements.

In the near term, there is an opportunity to reallocate the existing ROW to maintain current travel lanes while adding low-stress walking and biking facilities that connect Old Town to Kitsap Mall and the YMCA. The concept sections illustrate how reorganizing private parking within the ROW can free space for new sidewalks and separated bike lanes.

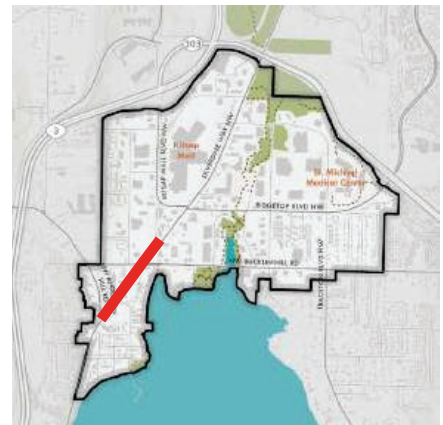
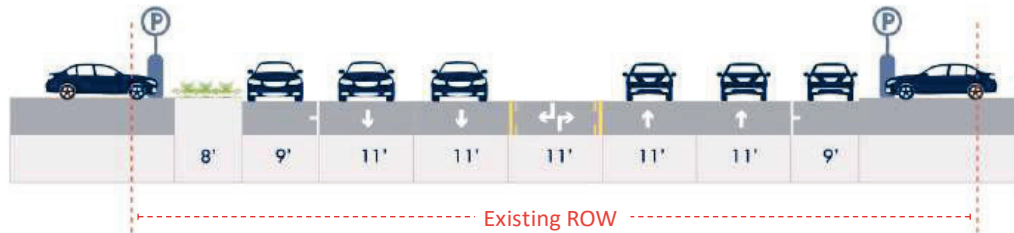


Figure 2.38. Insert

## Silverdale Way - Future Improvements (Conceptual - Anderson Hill Rd to Randall Way)

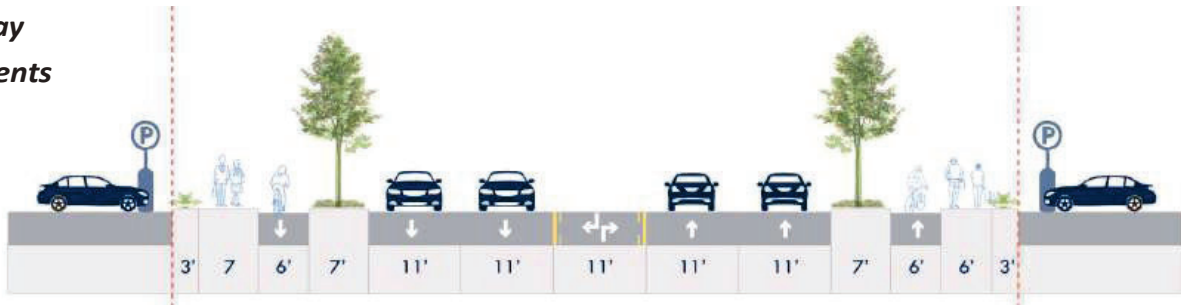
### Existing



**Figure 2.39.** Existing

This segment of Silverdale Way is a car-focused arterial with five traffic lanes, sidewalks that can feel intimidating alongside moving traffic, and on-street and surface parking on both sides encroaching into the right-of-way (ROW).

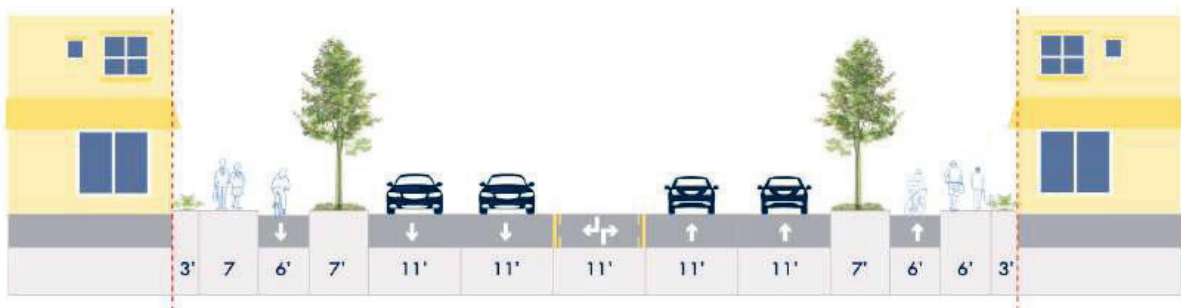
### Right of Way improvements



**Figure 2.40.** Medium-term:

The street section above shows a strategy to re-organize the existing private parking within the ROW to maximize the best use of the corridor by adding buffered sidewalks, trees for shade, and separated bike lanes, while maintaining vehicular lanes.

### Long-term transformation



**Figure 2.41.** Long-term:

Over time, new development would follow established frontage standards, featuring active ground-floor uses and pedestrian-oriented fronts along Silverdale Way, with parking located at the rear. Enhanced sidewalks, bike lanes, and streetscape improvements would transform the corridor into a vibrant, active, and walkable boulevard.

## Long-Term Recommendation:

### Silverdale Way (Ridgetop to SR303)

The 2018 Silverdale Transportation Implementation Strategy recommends a Complete Streets approach for Silverdale Way between Ridgetop and SR 303, including low-stress bikeways and sidewalks. With an existing right-of-way of roughly 80 feet, achieving this vision will require either reallocating portions of the roadway to pedestrian and bicycle facilities or expanding the ROW.

Two regional case studies show how a larger ROW could retain the same number of travel lanes while significantly increasing the quality of space allocated to people walking and bicycling.

- **Lake City Way (SR522):** This busy commercial corridor in Seattle has a 100ft ROW, and includes wide sidewalks, mid-block crossings, a parking lane, street trees and a center median, transit stops to facilitate high frequency bus routes. (see section below)
- **Bothell Way:** This segment of Bothell Way had a cross section very similar to the existing Silverdale Way cross section. As part of a larger district redevelopment plan, the city significantly expanded the ROW to about 140ft to create a multi-way boulevard that includes access and parking lanes that provide a wide buffer between a high-quality pedestrian experience and the main travel lanes for the corridor. Bicyclists comfortably use the access lane as a shared street to travel along the corridor.

In addition to the Silverdale Way projects outlined above in the near- and long-term project recommendations, there is opportunity to apply a Complete Streets approach to the segments of Ridgetop Boulevard that have not yet been implemented.

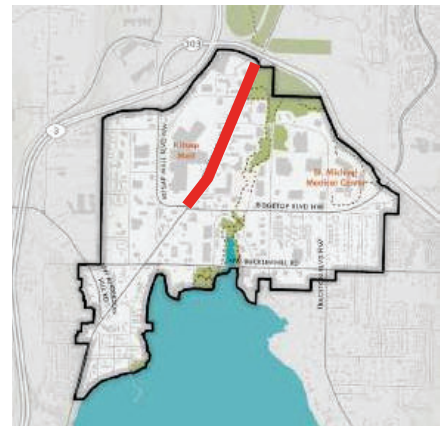


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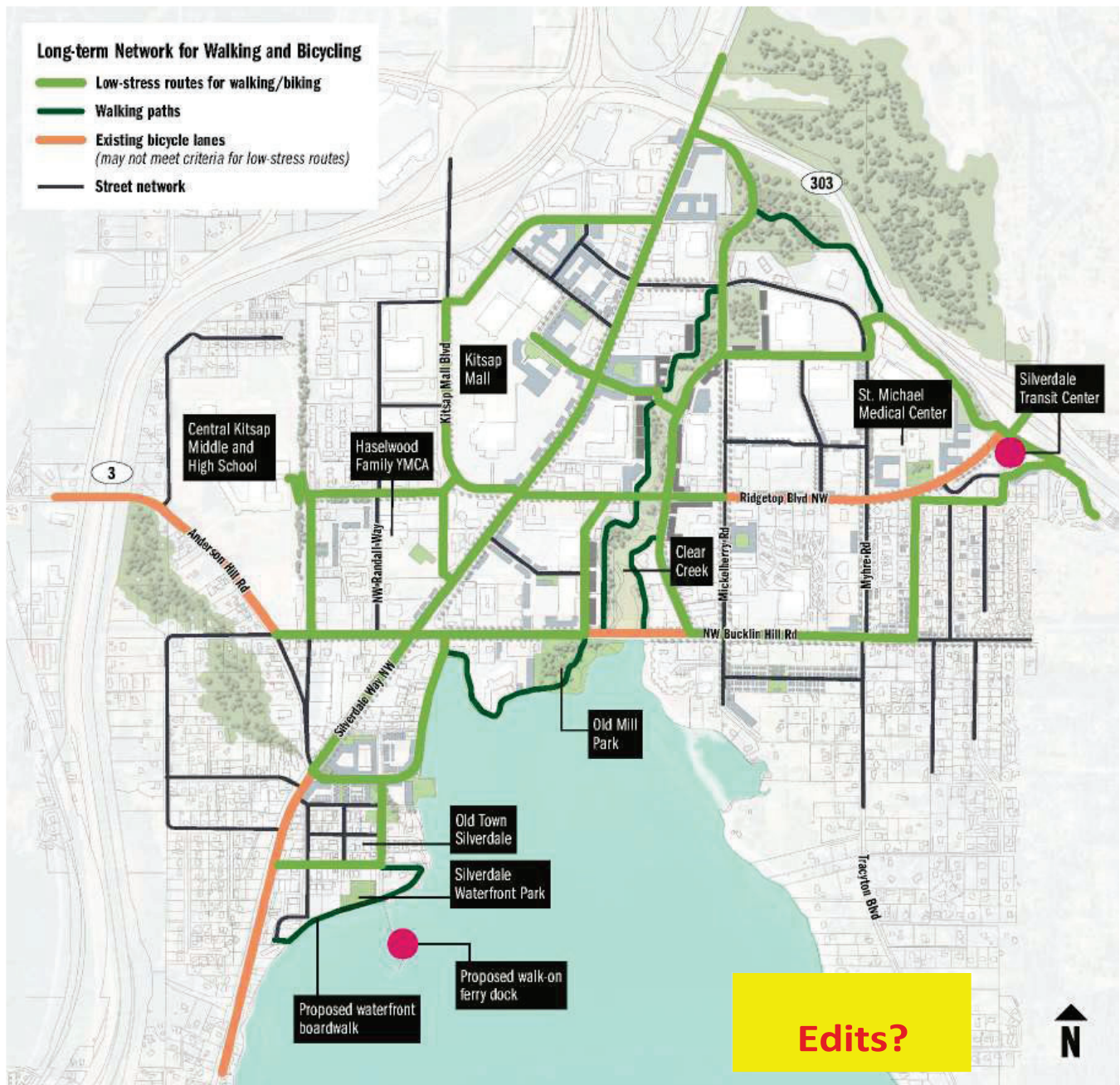
Figure 2.43. Lake City Way (SR522)



Figure 2.44. Bothell Way NE & 185th St



## Long-term low stress network



**Figure 2.45.** Long-Term Low Stress Network

A future mobility network for the Regional Center envisions complete streets that balance vehicle traffic with safe, low-stress walking and biking. Guided by Level of Traffic Stress (LTS) standards, it emphasizes slower vehicle speeds and greater separation for active modes. The network would close gaps between existing street improvements, such as Ridgetop Blvd and NW Bucklin Hill Rd, enhance the public realm, support multimodal upgrades along Silverdale Way and other key streets, integrate new pedestrian and bike paths within private developments, and connect existing and improved trails.

The background of the slide is a photograph of a whiteboard. Several yellow sticky notes are attached to the board. A person's hands, wearing a red sweater, are visible in the lower right, holding and moving one of the sticky notes. A dotted white line curves across the top left and middle of the image.

## 3. PROCESS

### Overview

vision update, concept development, projects  
prioritization, goals and policies, design standards  
update



# Timeline

The Silverdale Regional Center update took place from Spring 2025 to Spring 2026 and involved a robust, iterative planning process. Engagement included collaboration with County staff, stakeholder representatives such as property and business owners, partner agencies, and community organizations, as well as outreach to residents and the broader public.



Source: BERK Consulting

## Part 1: Vision & Opportunities

### April - June 2025

The first phase of the project focused on refining the overall vision for the future of the Regional Center. This included clarifying community goals, identifying key assets, mapping major project opportunities, and outlining public investments that could catalyze private development.

During this phase, the planning team conducted a community visioning survey, hosted a virtual workshop, met with the Central Kitsap Community Council, and held a stakeholder workshop. These efforts helped identify opportunities for transportation improvements, housing and commercial infill development, and new parks and public spaces. Together, the team and community explored possible development concepts and priority moves to help illustrate and advance the shared vision for the center's future.



#### Vision & Opportunities

- **What's working? What's not? What could be better?**
- **Where do we see the center in 5, 10, 15, and 20 years? Who will it be for?**
- **What kinds of Investments** do we want to make, and what should come first?



## Part 2: Regional Center Update

June - November 2025

The second phase of the project focused on refining a holistic framework for the Regional Center update, including identifying and mapping priority locations for investments in streets, connections, parks, and public spaces. This phase also clarified the types of development needed to support local businesses, housing options, and community uses, and a framework for funding tools, policies, incentives, and partnerships required to bring the vision to life.

This phase was highly iterative. It included an in-person community workshop where the planning team presented initial concepts developed from the June stakeholder workshop to confirm community priorities. A second in-person stakeholder workshop further refined development concepts and implementation strategies, ensuring strong alignment with community goals.



### Regional Center Plan

- Where should we **prioritize investments** in streets, connections, parks and public spaces?
- What **types of development** do we want for local businesses, housing, and community spaces?
- What **funding, policies, incentives and partnerships** are needed to bring our vision to life?

## Part 3: Design Standards Update

December 2025 - April 2026

The third phase, currently underway, focuses on updating design standards for the Regional Center and establishing a clear wayfinding framework. The goal is to translate the community vision into flexible, implementable guidelines that support high-quality, context-sensitive development.

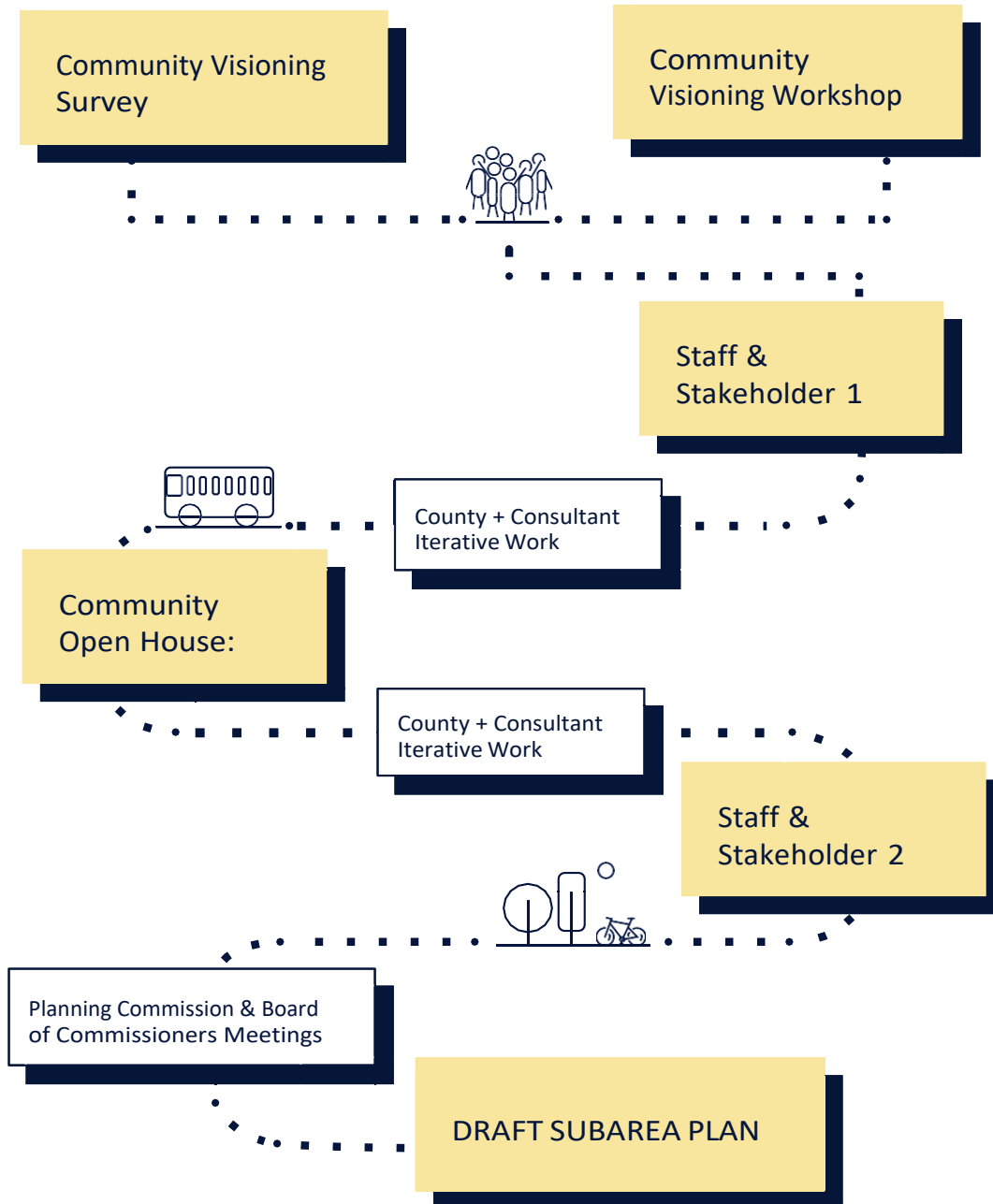
This phase includes collaboration with a design committee, public input via comment forms, and review with the Kitsap Planning Commission and Board of Commissioners to ensure alignment with community priorities and readiness for adoption.



### Design Standards

- How do we **clearly translate out development vision** so everyone - inside and outside the community - understands it?
- What **design standards and policies** can guide future development while staying flexible as needs change?
- How do we make sure our guidelines **support great ideas without limiting what's possible**?

# Engagement Process:



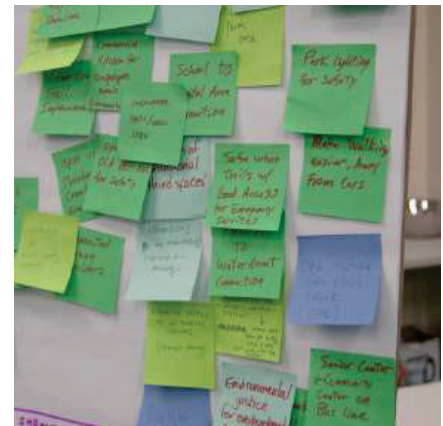
# What we heard

## Visioning Survey & May 15th Community Virtual Workshop

- Strong alignment with previous center visions; Build on existing Center strengths and assets
- Appreciation for the central location, variety of businesses, and natural beauty
- Key concerns: transportation and safety for walking and biking, and overall attractiveness of the Center
- Desired improvements: more parks, amenities, and “third spaces” like restaurants and cafes.
- Emphasis on celebrating the waterfront, incorporating natural elements, and prioritizing sustainability
- More housing choices including attainable and workforce housing

## Jun 26th Staff & Stakeholder Workshop 1

- East–West Connectivity: Enhance pedestrian and bike connections between Mall, Hospital, YMCA, and Old Town.
- Trail-Oriented Development: Use Clear Creek as a green corridor linking housing, transit, and community spaces.
- Context-Specific Design: Address everyday and destination needs with tailored design approaches.
- Housing Diversity: Support a mix of housing types, including higher-density and affordable options.
- Distinct Retail Areas: Maintain Old Town character and walkability; reimagine Mall area as a community asset with its own public realm.
- Micro-Activation & Placemaking: Add pocket parks, street improvements, and small gathering spaces.
- Waterfront as a Destination: Develop a continuous trail/boardwalk connecting Clear Creek, Old Town, and future ferry service.



**Figure 3.1.** Stakeholder Workshop Engagement



**Figure 3.2.** Stakeholder Workshop Engagement



**Figure 3.3.** Stakeholder Workshop Engagement



## Aug 20th Community Open House

General alignment with key concepts shared with additional feedback highlighting:

- Support for small-scale, quick-win projects and interim strategies, including community art and events
- Emphasis on implementation and accountability
- Balance growth with parking, infrastructure, and traffic capacity
- Promote affordable and “missing middle” housing

## Sept 30th Staff & Stakeholder Workshop 2

- Prioritize a transit circulator and coordinate with TIP-identified projects
- Explore funding tools, including TIF and BIDs
- Apply a Complete Streets policy to key streets
- Integrate stormwater management into public amenity projects
- Incorporate long-term planning for adjacent and satellite areas around Silverdale Center



Figure 3.4. Community Open House



Figure 3.5. Community Open House




Figure 3.6. Stakeholder Workshop Engagement



## 4. SILVERDALE TODAY

### Subarea Context

This section provides more information on the Regional Center's physical setting, population, housing and employment characteristics, transportation context, development patterns, and open space system. It provides the background to support the goals and policies outlined in the following chapter.





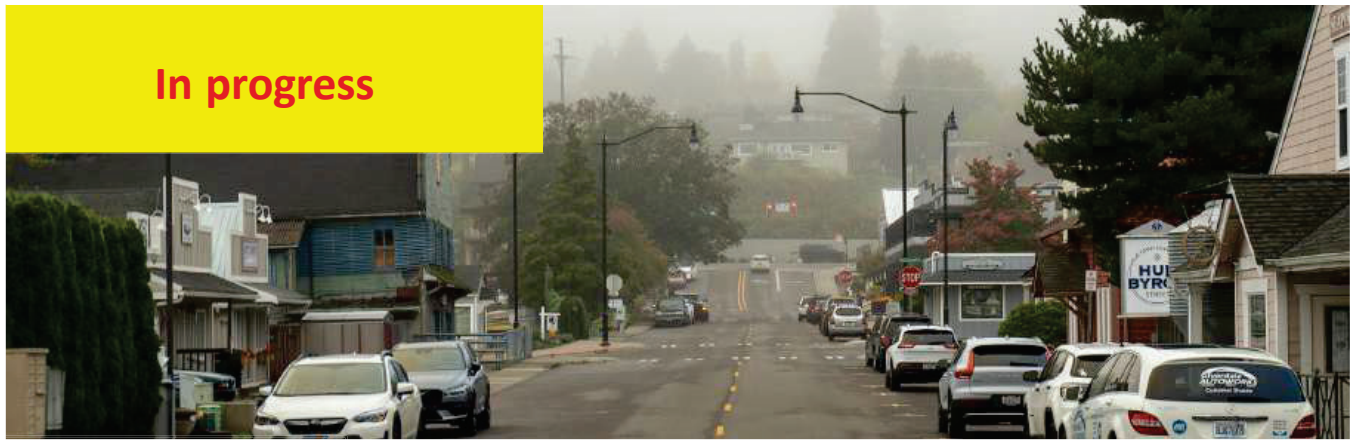


Figure 4.1. Silverdale Oldtown

# Urban Design & Community

The urban design of the Silverdale Regional Center is highly automobile oriented, characterized by big box stores and shopping plazas, large parking lots, and vehicle-centered street design. Influenced by Silverdale's strategic position as a regional commercial hub, the urban design is focused on low-density commercial land uses and retail spaces for residents of the surrounding areas. This design has created a community with no clear central space and amenities that are often geographically segregated.

This existing urban fabric can exist at odds with Silverdale's natural features and pedestrian amenities, like the Clear Creek trail and Silverdale Waterfront. High traffic roads, lacking pedestrian infrastructure, and connectivity gaps make travelling within the Center on foot, bicycle, or other non-motorized means difficult and unappealing to residents. People who live and/or work in and around Silverdale describe the area as unfriendly and confusing as a pedestrian or bicyclist. Public safety is a top concern, owing in part to Silverdale's existing urban design, with residents underserved by sidewalks, bike lanes, and connected features.

## Opportunities:

- Emphasize and enhance the Waterfront; Orient to trails
- Build upon the unique character of Old Town
- Embrace existing parking lots as development opportunities

## Challenges:

- No identifiable center; Silverdale lacks a true pedestrian-oriented focal point
- Arterial dominated road network
- Reliance on favorable market conditions
- Disjointed development pattern





Figure 4.2. Silverdale Way

## Connectivity & Mobility

Silverdale’s history as a regional commercial hub lent itself toward vehicle-centered design. An incremental growth pattern has resulted in a sparse road network with disconnected services and destinations. The arterial street network is often overburdened by the amount of traffic it receives, which often spills over into the surface parking lots that make up Silverdale’s characteristic “super” blocks.

The principal arterial street network consists of Silverdale Way (north – south) and Kitsap Mall Blvd/Ridgetop Blvd (east – west) providing the primary access to and cross routes for the Center. The Minor Arterial Street network consist of Mickelberry Rd., Myhre Rd., and Randell Way (north – south) and Bucklin Hill Rd., Anderson Hill Rd., Randle Way, and Myhre Rd. (east – west) providing significant secondary connections to and within the Center. This sparse arterial system forms large or “super” blocks within the Center. Internal vehicle movement within the super blocks is by a small number of local County roads, private roads, large commercial driveways, and through large and small parking lots. The local road/driveway network has a wide range of functional, access, and designs (Kitsap County, 2024).

### Opportunities:

- Plan for enhanced connectivity; coordinate with Kitsap Transit
- Increase density to decrease travel burdens
- Introduce mid-block connections
- Complete Streets design

### Challenges:

- Existing street design splits the area apart; limited east-west pedestrian connections
- Funding for transportation improvements is limited

**In progress**



Figure 4.3. Silverdale Old Mill Park

# Environment & Climate

The natural environment in and around Silverdale has been identified by residents as a key feature of the Regional Center and part of what defines the area’s unique character. From Clear Creek trail to Old Mill Park to the Silverdale Waterfront, the natural beauty of the Kitsap Peninsula is intertwined with the urban environment. Maintaining and strengthening the relationship between the people and the natural environment in Silverdale is an integral piece of the plan for Regional Center’s future. Both in supporting the continued enjoyment of the natural area through parks and open spaces as well as bolstering efforts to steward and preserve it for generations to come.

## Environmentally Critical Areas and Assets

Approximately one-sixth of the landscape within the Silverdale subarea is designated as a geologic hazard area. Erodible soils are found along the Dyes Inlet and some creek drainage corridors, while hydric soils that could be subject to liquefaction during seismic events are primarily found in the drainage corridors associated with Clear Creek, Strawberry Creek, Steele Creek, and Barker Creek .

### Opportunities:

- Encourage higher density, compact development to avoid encroachment into natural assets
- Stormwater interventions as amenities
- Design for multi-modal transportation to reduce GHG

### Challenges:

- Extensive impervious surfaces
- Rising per-capita emissions
- Short-term impacts of new development



Figure 4.4. Silverdale Commercial

# Economic Development

The Silverdale Regional Center serves not only as the commercial hub of the region, but also an employment hub. In 2025, the population in the Silverdale Regional Center was just 2,385 people while also hosting a total of 10,380 jobs (ECONorthwest, 2025). These numbers highlight the transient nature of how people interact with the Regional Center, as many who work within it live elsewhere. Unsurprisingly, jobs in Silverdale are mostly focused on the retail sectors, at 25.5%. Accommodation and food services represent the third-largest industry in the area by employment, accounting for 16.1% of local jobs in 2022. Residents have identified the retail and commercial side of Silverdale as a key piece of its identity, one that continues to be desired as Silverdale grows into the future (U.S. Census Bureau, 2022).

Another key industry in the region is defense. Naval Base Kitsap is the County's largest employer. In Silverdale, roughly 14% of employees work in the Armed Forces, or industries that likely support the base, (such as manufacturing and public administration), employ a quarter of civilian employees (ECONorthwest, 2025).

## Opportunities:

- Healthcare expansion
- Investments in the arts, entertainment, and smaller retail
- Updated design standards can catalyze new economic activity
- Adaptive reuse of large retail stores

## Challenges:

- Insufficient community attraction
- Unpredictable market factors
- Restrictive development regulations
- Lack of supporting amenities, e.g. childcare





Figure 4.5. Insert

# Housing

Housing within the Silverdale Regional Center is insufficient to support the number of people who work and spend time in the area. Throughout its history, Silverdale has largely been treated as a transient space –somewhere people travel to or through, rather than a place to call home. This is reflected in the urban form that emerged over decades of incremental growth: a sparse arterial network characterized by wide, multi-laned streets, super blocks, expansive surface parking lots, and a lack of housing.

The current housing stock within is minimal, with less than 1,000 total units. Exhibit 13 presents the share of those units by housing type. Only 16% of housing units in the Regional Center are single-family. Nearly half of all units are multi-family at moderate density, typically containing between 2 to 9 units total. Units in structures with 10 or more units are considered high density. In the Silverdale Regional Center, these units make up 36% of the existing housing stock.

To service a housing need to all household incomes, the County will need to focus on diversifying its housing stock, with much of that effort taking place in Silverdale. In 2021, 19% of the housing in the Center was Single-Family detached, 28.4% moderate-low density, 21.1% moderate-high density, and 31% high density (Kitsap County, 2024).

## Opportunities:

- High demand for multi-family residential; A new MFTE program can incentivize mixed income multifamily development
- Under-utilized parcels are opportunities for higher intensity development.
- Adaptive reuse/ Redevelopment opportunities for former big box locations


## Challenges:

- Extensive barriers and burdens to development
- Existing short-term shortages limit growth
- Funding for transportation improvements is limited

The background of the page features a photograph of two tall, silver poles topped with large, colorful, circular art pieces. These pieces are made of various materials, including wood and metal, and are painted in vibrant colors like blue, green, yellow, and red. They are arranged in a way that resembles a large, stylized flower or a cluster of circles. The poles are set against a backdrop of lush green trees and a clear sky. A green horizontal bar is positioned above the section header.

## 5. GOALS & POLICIES

This chapter outlines the goals and policies that will guide the Silverdale Regional Center’s growth, development, and public realm improvements. Building on the vision and concepts, these goals establish the community’s priorities and values, while the policies provide actionable guidance for decision-making by the County, developers, and partner agencies. Together, they serve as a framework to shape a vibrant, accessible, and sustainable Regional Center that meets the needs of residents, businesses, and visitors.

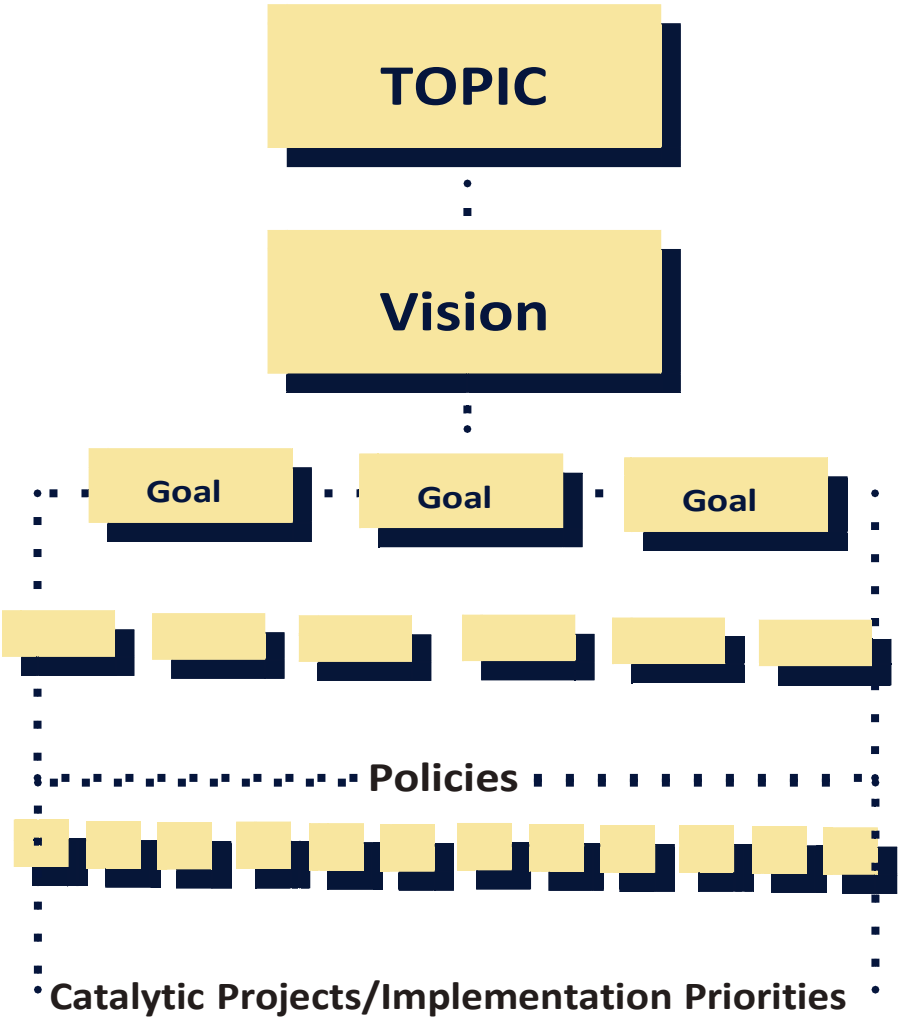




# How to read this Chapter:

Topic > Vision > Goal >Policy>Catalytic  
Projects/Implementation Priorities

Key Actions (in next chapter)





# Urban Design & Community



## Vision

Inspire a healthy, inter-connected urban community where pedestrians are priority, buildings and open space are openly inter-related, the site and design makes a positive contribution to the public realm, and ultimately, people thrive in vibrancy, whether working or living in Silverdale.

# Goal 1: Compact, urban, pedestrian-oriented community

Create a compact, visually attractive, mixed use, urban community that prioritizes pedestrian safety and comfort and enhances the quality of life for all who live, work, or visit the Silverdale Regional Center.

## Silverdale Regional Center Policy

**SRCP 1.1.** Adopt and update development and design standards which prioritize urban form and quality pedestrian-oriented development. (See page XX for key elements)

**SRCP 1.2.** Foster the development of a pedestrian-oriented retail/mixed-use focal point for Silverdale.

**SRCP 1.3.** Coordinate, and where possible, partner with property owners and developers to integrate pedestrian, bicycle, and gathering space amenities into developments.

**SRCP 1.4.** Promote pedestrian-oriented development to encourage human-scale connectivity within the Center.

**SRCP1.5.** Reduce the number of drive-through developments in the center to promote pedestrian-oriented development.

**SRCP1.6.** Strengthen the pedestrian connections from existing Kitsap Mall concourses to surrounding streets. This can occur by extending the enclosed concourses towards the street and/or by constructing pedestrian and open space improvements.

**SRCP 1.7.** Promote the integration of “Quadrangle” and courtyard open space features as a part of the Northeast Business District development pattern.

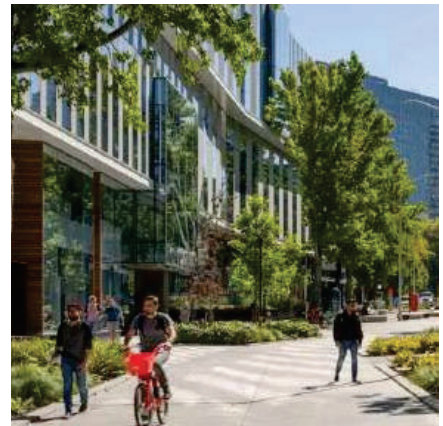


Figure 5.1. Arbor Blocks West



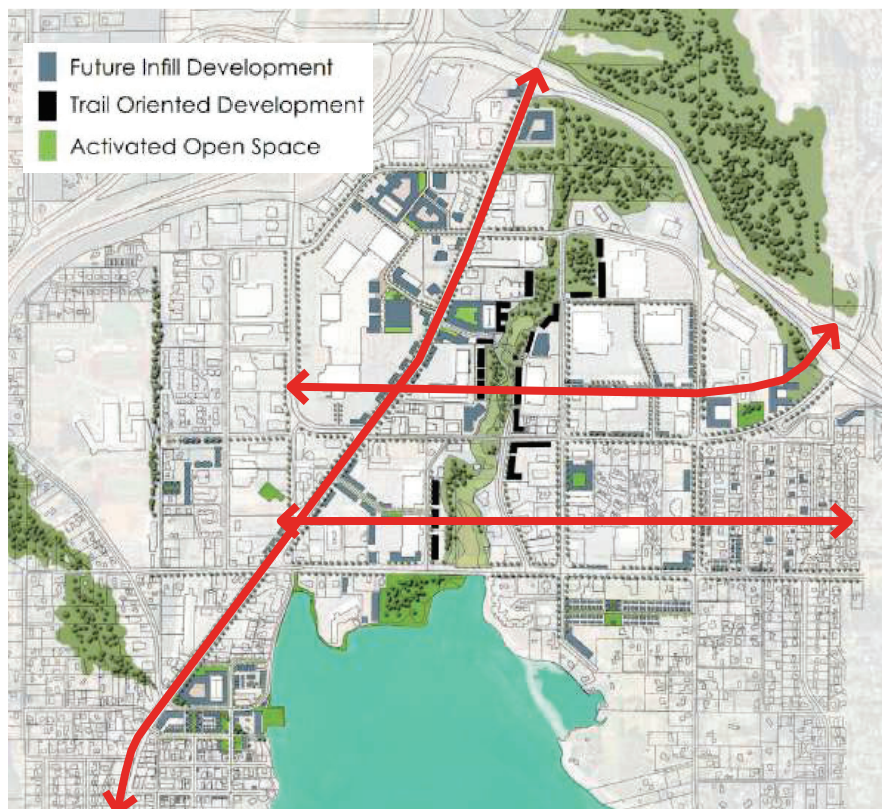
Figure 5.2. Kirkland Park Lane

# Catalytic Projects and Implementation Priorities

## Update and Adopt Design Standards

Updated Design Standards for the Regional Center should reflect the community's renewed vision and the concepts in this plan. Standards should prioritize areas best suited for infill and redevelopment—sites near existing uses and along key multimodal streets that can support vibrant, pedestrian-oriented development. Priority locations include vacant and underused parcels on Silverdale Way, large redevelopment opportunities around Kitsap Mall, new housing along Clear Creek, transit-oriented sites near the Transit Center and Hospital, and key community-focused areas in Old Town that connect to the waterfront.

Standards should also proactively shape walkable environments even on sites unlikely to redevelop soon, such as big-box stores



## Prioritizing Infill Development

The most promising opportunities for redevelopment are where land is centrally located, already zoned for denser mixed-use development, and surrounded by existing uses. Many “vacant” parcels in the Regional Center are currently used as surface parking for nearby businesses and could offer redevelopment potential depending on future parking needs. Additional opportunities also exist on other underutilized properties and publicly owned sites.

Figure 5.3. Name



or smaller auto-oriented properties, by promoting through-block connections, enhanced walkability, and human-scaled design. In the interim, flexible strategies—like adding liner buildings along underused frontages or parking lots—can introduce pedestrian-friendly edges and support Complete Streets while maintaining necessary parking. These approaches enable gradual, manageable transformation and prepare the area for higher-value redevelopment as market demand grows.

Updated Design Standards should provide guidance for:

- **Streetscape:** Ensure sidewalks, street trees, landscaping, lighting, and street furniture reflect the community vision.
- **Block Frontage:** Define where pedestrian-oriented storefronts are required or encouraged; set standards for ground-floor residential uses to balance privacy and active streetscapes; clarify appropriate locations for off-street parking.
- **Trail Frontages:** Enhance safety and character along Clear Creek Trail, leveraging it as a development amenity.
- **Side and Rear Yards:** Coordinate design for commercial, mixed-use, and multifamily developments to improve livability and visual coherence.
- **Pedestrian-Oriented Spaces:** Require wider sidewalks, courtyards, or open spaces for medium and large retail developments; ensure internal pedestrian access is functional and welcoming.
- **Open Space / Recreation:** Establish minimum usable open space standards for residential development to support community livability.
- **Landscaping:** Enhance character and livability, buffer undesirable views, and integrate service elements thoughtfully.
- **Building Design:** Use massing, articulation, and façade details to reduce scale, enrich the streetscape, and provide pedestrian-scale interest.
- **Materials & Treatments:** Ensure quality building materials, design treatments, and avoid large untreated blank walls in commercial, multifamily, and mixed-use areas.

## Through-block Connections

As the Regional Center evolves, redevelopment sites will require privately owned through-block connections to break up large blocks and improve pedestrian and bicycle connectivity. Some of these connections may be multimodal, extending the street network and subject to block frontage and ground-floor guidelines, while others may be primarily pedestrian- and cyclist-oriented, functioning as shared paths or alleys that provide safe, off-street links through the site.

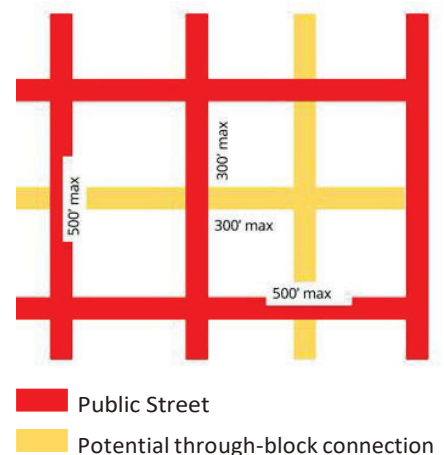


Figure 5.4. Insert

## Liner buildings to support pedestrian-oriented streets

As the Regional Center evolves, liner buildings can be strategically applied along key urban streets to support Complete Streets development. This building type has been adapted to support the phased redevelopment of contemporary suburban shopping centers by utilizing underused peripheral parking along arterial frontages. Priority locations include Silverdale Way, particularly between Kitsap Mall and Old Town, to create a continuous active street frontage, enhance the pedestrian experience, and increase patronage to the mall area, Clear Creek, and Old Town. Additional opportunities exist along underutilized sites on Ridgetop Boulevard and NW Bucklin Hill Road, connecting the Hospital, Transit Center, and surrounding residential areas.

Updated design standards for the Regional Center should integrate a Complete Streets approach along key arterials, aligning block frontages, mixed-use development, and ground-floor design requirements to support a vibrant, pedestrian-oriented environment.



Liner buildings are typically small narrow structures, often less than 20 feet deep, that line streets, plazas, or other public spaces. They create continuous, active frontages that are more engaging for pedestrians than blank walls or large parking lots. By defining the edges of public spaces, liner buildings foster a sense of “spatial enclosure,” making streets and plazas feel more like rooms rather than open highways.

These buildings offer a cost-effective, short-term strategy for walkable development, while generating additional leasing revenue. Upper-story spaces, accessed from the rear or parking areas, can accommodate residential or service uses that benefit from lower rents while remaining close to major commercial frontages.



Figure 5.5. LA Strip Commercial

Figure 5.6. Insert

## Liner Buildings - Regional Center Application

**Liner buildings fronting on major arterials (existing parking lots), with an enhanced pedestrian environment including wider sidewalks, street trees, and pedestrian-scaled lighting.** *Conceptual example: Silverdale Way by Kitsap Mall parking lots.*

A



Existing

Figure 5.7. Insert



Potential

Figure 5.8. Insert



Figure 5.9. Insert

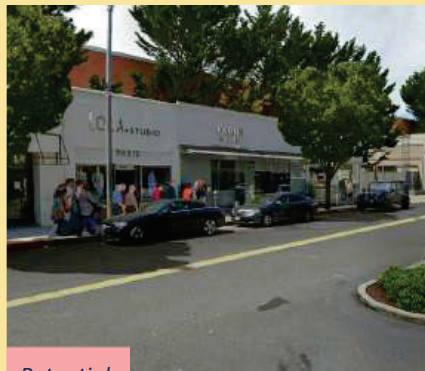
**Liner buildings fronting on major arterials (big box blank walls), with an enhanced pedestrian environment including wider sidewalks, street trees, and pedestrian-scaled lighting.** *Conceptual example: Best Buy rear wall*

B



Existing

Figure 5.10. Insert



Potential

Figure 5.11. Insert

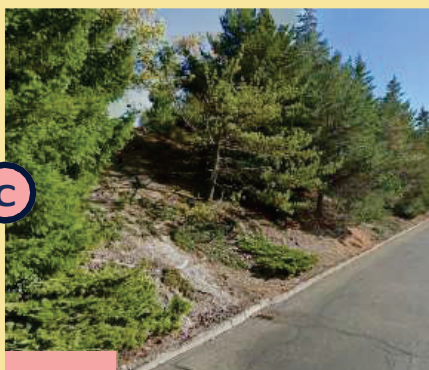


Figure 5.12. Insert

**Liner building types specifically designed to help manage elevation changes in the Regional Center to facilitate connectivity and pedestrian access.**

*Conceptual example: NW Myhre Rd*

C



Existing

Figure 5.13. Insert



Potential

Figure 5.14. Insert

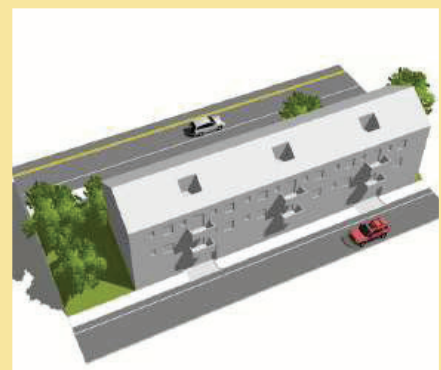


Figure 5.15. Insert



# Advance Kitsap Mall Public Realm Vision

Kitsap Mall and its large parking areas, along with other big-box retail sites, offer some of Silverdale’s best opportunities to create a vibrant, pedestrian-oriented, mixed-use community. The principal arterial network—Silverdale Way (north–south) and Kitsap Mall Boulevard/Ridgetop Boulevard (east–west)—provides key access and connections, making these corridors central to future redevelopment.

Zoning and design standards should be updated to support higher-density, mixed-use development. A master plan for the Kitsap Mall area should be developed in collaboration with property owners and developers to align redevelopment with the community vision. Block frontage standards, as outlined in Policy 1.1, should guide locations for main street-style retail and pedestrian-focused areas to ensure new development reflects the desired urban character. As redevelopment occurs, open spaces, parks, and plazas—particularly along the southern and eastern edges—should be integrated to create welcoming, walkable spaces that support pedestrian activity and community gathering, transforming the area into a cohesive, lively, and accessible center.



Figure 5.16. Insert

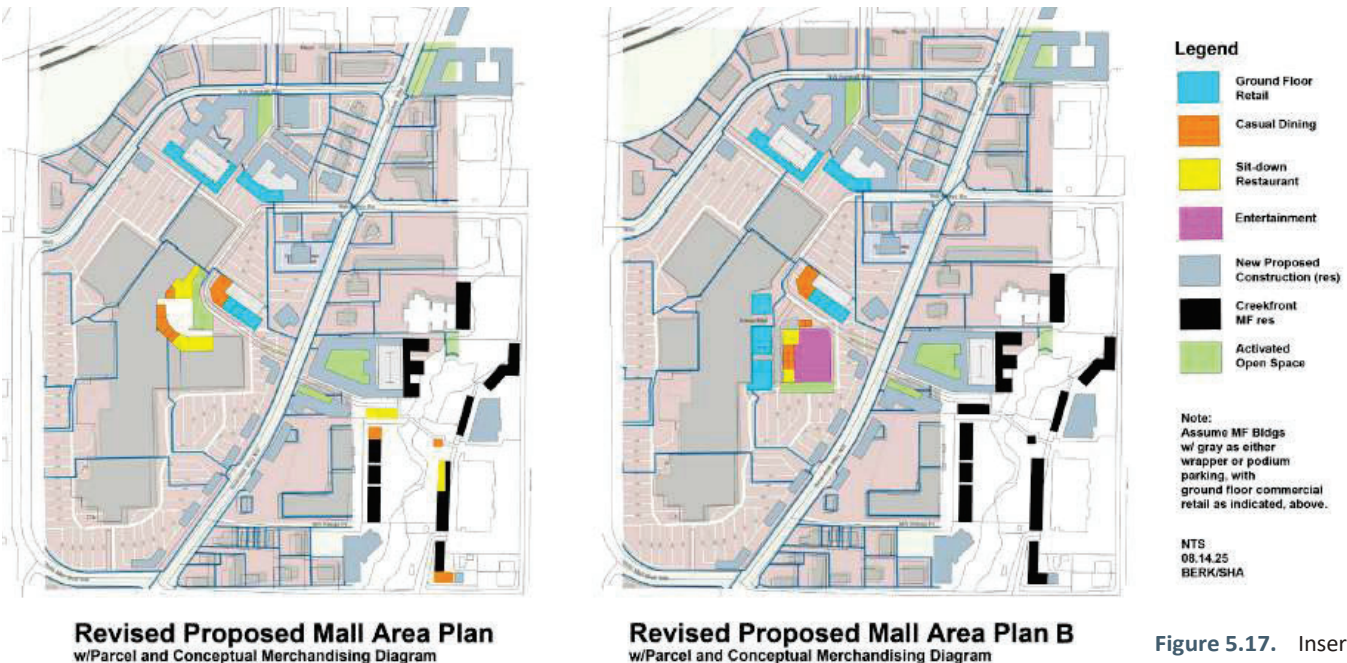


Figure 5.17. Insert

## Promote Transit-Oriented Development

Promote transit-oriented development (TOD) near key transit hubs, including bus corridors and the proposed foot ferry, and consider establishing a TOD overlay for targeted growth areas to support redevelopment and new development. Priority opportunities include:

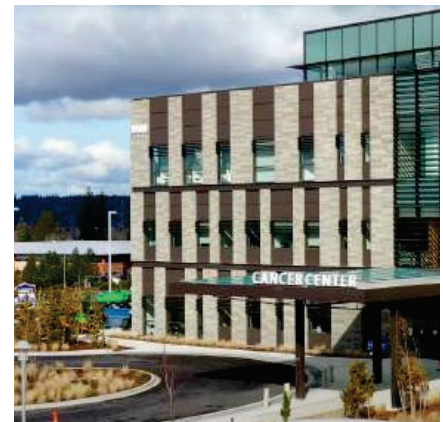
- Areas surrounding the new transit center, where higher-density, mixed-use development can maximize access to public transportation.
- The Old Town neighborhood near the proposed foot ferry connecting Silverdale and Bremerton, creating pedestrian-friendly, mixed-use nodes that strengthen public realm connections and support ferry ridership.
- Consider differentiating the Old Town “main street” and waterfront areas from the rest of the Neighborhood Commercial zone.

By advancing TOD in these locations, the County can enhance multimodal connectivity, reduce reliance on automobiles, and create vibrant, walkable neighborhoods that integrate housing, commercial uses, and community amenities around key transit investments.

Figure 5.18. Silverdale Transit Center



Figure 5.19. Hospital Expansion



# Goal 1 - Catalytic Projects and Implementation Priorities

## Implementing Updated Design Standards

- Focus on areas best suited for future infill and redevelopment—locations near existing uses and along key multimodal streets to create continuous, active spaces.
- Establishing Block Frontage Standards: Define locations and opportunities for main street-style or pedestrian-oriented retail and ensure new development aligns with this vision.
- Planning Through-Block Connections: Anticipate future connections and identify larger blocks suited for phased, longer-term redevelopment.

## Advancing Kitsap Mall Public Realm Vision

- Update zoning and design standards to support higher-density housing, mixed-use development and adaptive building types such as liner buildings.
- Develop a master plan for the Kitsap Mall area in collaboration with property owners and developers to guide redevelopment in line with the community vision.
- Integrate open spaces, parks, and plazas—especially along the southern and eastern edges—to create welcoming, walkable areas that encourage pedestrian activity and community gathering.

## Promote Transit Oriented Development

- Consider establishing a TOD overlay for targeted growth areas to support redevelopment and new development prioritizing area around Transit Center and Old Town.

## Other Policy Coordination:

Updated design standards and a master plan for the Kitsap Mall area should be closely aligned with other Regional Center policies focused on Complete Streets implementation **(SRCP XX)**, public space investments **(SRCP XX)**, redevelopment and economic incentives **(SRCP XX)**, housing strategies **(SRCP XX)**, stormwater and green infrastructure strategies **(SRCP XX)**, and coordination with public works projects. **(SRCP XX)**



## Goal 2: Waterfront Community

Emphasize and enhance Silverdale's waterfront as a character-defining feature of the community.

### Silverdale Regional Center Policy

**SRCP 2.1.** Evaluate and update current zoning and design standards to ensure that new development enhances the pedestrian environment and the visual character of the waterfront.

**SRCP 2.2.** Collaborate with property owners and developers to help foster development that enhances the pedestrian environment and the visual character of the waterfront.

**SRCP 2.3.** Enhance the community's physical and visual connection to the waterfront via public improvements, updating connectivity standards for new development, and coordinating with property owners and developers to facilitate improvements.

**SRCP2.4.** Prioritize pedestrian and streetscape improvements in Old Town to enhance the neighborhood's visual character, safety, and access to the waterfront. This is most critical at intersections.

**SRCP 2.5.** Prioritize the maintenance and improvement of Silverdale Waterfront Park, Clear Creek Trail, and other public waterfront lands on Dyles Inlet.



**Figure 5.20.** Maydenbauer Bay Park Waterfront Bellevue WA



**Figure 5.21.** David E. Brink Park, Kirkland Waterfront WA

## Goal 2 - Catalytic Projects and Implementation Priorities

### Connected Waterfront Development

Update design and connectivity standards to reflect the community's vision for an accessible, inclusive, and celebrated waterfront. Where direct water access is limited, standards should preserve views and provide clear wayfinding. Key actions include:

- Plan for a continuous waterfront experience along Dyes Inlet, connecting key public spaces—Clear Creek, Old Mill, and Silverdale Waterfront Park—to the proposed foot ferry terminal
- Collaborate with property owners and developers to facilitate waterfront improvements through new and incremental development.
- Improve and update existing public areas along the waterfront, including plazas, parks, and gathering spaces, to enhance accessibility, amenities, and overall user experience.



Figure 5.22. Insert

### Old Town Ferry-Oriented Development

Support compatible infill development near the proposed foot ferry connecting Silverdale and Bremerton. Key actions include:

- Encourage development that enhances public realm connections around the ferry terminal.
- Explore opportunities to daylight Strawberry Creek.
- Update zoning and design standards to support ferry-oriented, pedestrian-friendly development.
- Evaluate the Old School site for potential housing and assess long-term redevelopment along West Silverdale Way, including possible hotel development to meet Navy-related demand.
- Differentiate the Old Town “main street” and waterfront areas from the broader Neighborhood Commercial zone.



Figure 0.23. Pop Up Ferry

## Goal 3: Public Spaces & Parks

Create a system of interconnected parks, open spaces, trails, and public gathering places that provide recreational, social, and cultural amenities to serve the needs of all Silverdale residents.

### Silverdale Regional Center Policy

**SRCP 3.1.** Make parks and open space accessible to all ages and ability, with specific attention to the needs and locations of vulnerable populations.

**SRCP 3.2.** Provide well-landscaped, non-motorized connections and locate them in areas that link the Waterfront with other destinations, parks, riparian corridors, and other shared urban spaces.

**SRCP 3.3.** Improve and extend the existing Clear Creek Trail network in conjunction with redevelopment activity on adjacent sites and by supporting a public/private partnership to increase connectivity to surrounding uses. Provide for viewing facilities, pedestrian bridge(s) and continuous trails and paths along both sides of the creek. The trail shall be identified as an important connection to surrounding pedestrian and bicycle infrastructure.

**SRCP 3.4.** Expand an interconnected system of nonmotorized trails and parks to increase mobility within Silverdale, provide health and transportation benefits, emphasize recreational benefits and connect to the larger, regional land and water trail systems.

**SRCP 3.5.** Prioritize and invest in new parks, open space and trail projects within the regional center.

**SRCP 3.6.** Promote the development of Complete Streets and Green Streets throughout Silverdale Connect existing and planned



**Figure 5.24.** placemaking example  
Seattle John C. Robinson.



**Figure 5.25.** placemaking example  
Seattle



parks and open space with a network of Complete Streets, Green Streets and Trails.

**SRCP 3.7.** Integrate natural features such as wetlands, riparian corridors, and hillside views into site design as amenities. Protect them as environmental resources and provide access to the natural landscape.

**SRCP 3.8.** Include native and low maintenance landscaping installations with new road, pathway, and development projects.

**SRCP 3.9.** Develop mechanisms to maintain landscaping throughout Silverdale Center.

**SRCP 3.10.** Encourage and pursue the integration of plazas and open spaces, such as Privately Owned Public Spaces (POPS), in commercial and mixed-use areas that promote shoppers to linger and provide amenities to residents and employees.

**SRCP 3.11.** Allow partial fee-in-lieu payments of onsite open space requirements to fund central park areas and trails.

**SRCP 3.12.** If and when Kitsap Mall redevelops with urban residential and mixed-uses, integrate open space, parks, and/or plazas into the development, particularly along the southern and eastern edges of the mall.

**SRCP 3.13.** Identify gaps in access to parks and open spaces and take steps to reduce these gaps, ensuring all residents have opportunities to enjoy public recreational resources.

**SRCP 3.14.** Identify and reserve strategic sites within the Regional Center for future civic facilities—including community centers, public safety services, cultural spaces, and other essential public amenities.

**SRCP 3.15:** Identify infrastructure improvements and investments support public art and community amenities, and strengthen place-making and community identity.



**Figure 5.26.** placemaking existing, Redmond



**Figure 5.27.** placemaking existing, Redmond wa

## Goal 3 - Catalytic Projects and Implementation Priorities

### Clear Creek Corridor

Similar to the Mall public realm vision, the County should establish a clear design framework or master plan for future development along the Clear Creek corridor. This framework would build on the concepts in this plan, incorporating design standards and zoning updates to guide incremental private development into a cohesive vision. Community feedback confirms that Clear Creek should be prioritized as a natural and community-focused asset—a place where people live, play, and connect.

Building on an earlier “Clear Creek Village” concept developed by County Staff, which envisioned a village-style mix of residential, commercial, and office uses connected by pedestrian paths and streets, this updated approach positions Clear Creek as a central connective element. New development is oriented to the creek as an open-space amenity, but the focus shifts from a standalone village to strengthening east–west connectivity and integrating the entire Silverdale Regional Center.

Activation would occur at key nodes where the linear park meets surrounding streets, supporting small, neighborhood-serving retail and amenities such as corner stores or childcare services, rather than creating a major retail hub. Importantly, all planning and development should be coordinated with Public Works to incorporate critical environmental buffers, stormwater management strategies, and other measures that protect the creek’s natural features and biodiversity while supporting an accessible, livable community.

Much like the redevelopment vision for the Mall, creating a cohesive, vibrant, trail-oriented neighborhood along the Clear Creek park edges will be a gradual, long-term process. Success depends on a clear and adaptable design framework that reflects the community’s vision, accommodates future needs, and is supported by a flexible regulatory environment responsive to emerging market trends.



Figure 5.28. Insert

## Third Spaces & Micro activation Strategies

Community and stakeholder feedback highlighted a strong need for more cultural and social amenities, including cafés, restaurants, childcare services, indoor community centers, and “third spaces” such as pocket parks and plazas where people can gather and connect. The County should prioritize strategies that support the development and activation of these spaces, including:

- Partnering with developers and property owners to integrate community amenities into new and redevelopment projects
- Identifying underutilized public and private spaces that could be converted into plazas, pocket parks, or gathering areas
- Implementing micro activation strategies, such as pop-up parks, temporary seating, art installations, and community events, to energize underused spaces and test longer-term improvements.
- Expanding childcare services by encouraging on-site or nearby facilities in new developments, supporting public-private partnerships to increase capacity, and updating zoning to allow childcare centers near housing, transit, and employment hubs.
- Supporting programs and initiatives that encourage local businesses, cultural activities, and community events.
- Ensuring that design standards and zoning regulations facilitate pedestrian-friendly, accessible, and inclusive gathering spaces.

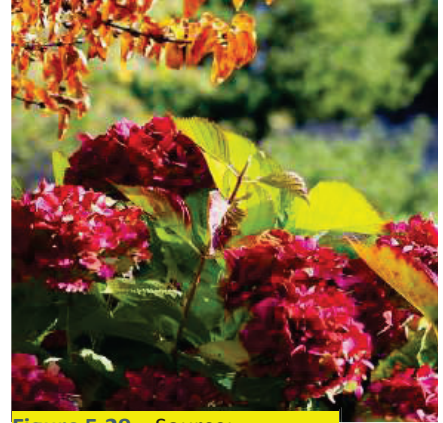


Figure 5.29. Source:



Figure 5.30. Source:



## Goal 4: Urban Development Standards

Establish development standards based on urban, rather than suburban densities and needs.

### Silverdale Regional Center Policy

**SRCP 4.1.** Strategically increase building heights and density to promote pedestrian-oriented forms of development that can be served by structured and underground parking.

**SRCP 4.2.** Evaluate and update dimensional standards to help facilitate pedestrian-oriented forms of development.

**SRCP 4.3.** Reduce minimum parking requirements to help facilitate pedestrian-oriented forms of development.

**SRCP 4.4.** Codify established design standards and redevelopment standards.

**SRCP 4.5.** Establish incentives for desired development types and forms through enhanced or expedited permit processes.

**SRCP 4.6.** Evaluate and simplify design standards to provide a higher level of predictability while integrating strategic provisions for flexibility.



Figure 5.31. Source:



Figure 5.32. Source:

# Connectivity & Mobility



## Vision

Create a multi-modal transportation system that supports an increasing number of people living, working, and visiting Silverdale and increases the ability to access destinations without the need for a personal automobile.

## Goal 5: Coordinate Transit & Land Use

Facilitate a coordinated land use and transportation pattern that reduces the reliance on the single occupancy vehicles (SOV).

### Silverdale Regional Center Policy

**SRCP 5.1.** Implement transportation demand management and commute trip reduction strategies.

**SRCP 5.2.** Promote transit ridership to reduce per capita VMT and greenhouse gas emissions.

**SRCP 5.3.** Collaborate with Kitsap Transit to improve the speed and reliability of transit service in Silverdale.

**SRCP 5.4.** Ensure public transit services within the Center, Silverdale UGA, and surrounding communities have routing, frequencies, and levels of service to promote public transit as a viable alternative for daily transportation needs within and between communities and which supports the County's land uses.

**SRCP 5.5.** Ensure that Express and Bus Rapid Transit services providing services between communities are routed through and provide direct access within the Silverdale, Central Kitsap, and Bremerton Urban Growth Areas to support access and mobility within the communities and connections between communities.

**SRCP 5.6.** Collaborate with Kitsap Transit to provide an alternative to SOV trips, including commute trip reduction, shared vehicles (i.e., Zip Cars, Scoot Cars) Bike Share, ORCA card passes, and other strategies.



Figure 5.33. Source:



Figure 5.34. Source:



**SRCP5.7.** Promote and support Transit Oriented Development in coordination with Kitsap Transit, primarily by increasing population and employment density near high-capacity transit stations.

**SRCP 5.8.** Invest private and public funds in architecture and circulation facility design that supports transit choices such as transit facing entries, weather protection and pedestrian connections between buildings and community spaces, and transit stop spacing that supports fast, efficient transit.



Figure 5.35. Source:

## Goal 6: Complete Transportation Network

Use a Complete Streets approach to support the transportation vision for the redevelopment of the Silverdale Regional Center.

### Silverdale Regional Center Policy

**SRCP 6.1.** Prioritize a complete Active Transportation network suitable for people of all ages and abilities that includes on-street facilities and trails to provide low-stress connections to destinations throughout Silverdale Regional Center and adjacent neighborhoods. Improve existing trails and strengthen connections between trails and on-street facilities.

**SRCP 6.2.** Create connectivity/maximum block size standards that apply to new large-site development and redevelopment. Specifically:

- The standards should be tiered to allow larger block sizes provided through-block connections are integrated to enhance connectivity.
- The standards for block sizes should vary depending on the zone and corresponding permitted intensity of development, with those areas emphasizing a mixture of pedestrian-oriented commercial and multifamily blocks being the smallest (no more than 300 feet long between a street and through-block connection).
- Through-block connections may be a mixture of private streets, alleys, woonerfs (narrow curb-less routes designed to allow pedestrians and vehicles to share the same lane), and pedestrian-only connections.

**SRCP 6.3.** Promote the desired urban form of Silverdale by focusing first on street design and streetscapes.



Figure 5.36. Source:



Figure 5.37. Source:

**SRCP 6.4.** Design streetscapes that are safe and inviting for pedestrians and alternative walk, bike, and roll. This includes providing simple design standards for building frontages along public and private streets and through-block connections to help ensure that there's "eyes on the street" and other Crime Prevention Through Environmental Design (CPTED) principles.

**SRCP 6.5.** When locating and designing facilities within the Active Transportation System, consider the health and equity impacts on vulnerable populations, including low-income, children, the elderly, and those with disabilities.

**SRCP 6.6.** Study and implement strategies for new funding streams for the Silverdale Regional Center to support the financing of capital improvements, programs, and maintenance. These strategies may include Tax Increment Financing (TIF), or Local Improvement Districts (LIDs), such as a County Road Improvement District (CRID), a Utility Local Improvement District (ULID), Business Improvement District (BID), or other similar organizations.

**SRCP 6.7.** Partner with Washington State Department of Transportation (WSDOT) and local property owners to improve connections between arterial streets and state highways.

**SRCP 6.8.** Invest in multimodal transportation infrastructure that offers an alternative to single-occupancy vehicle travel and encourages a mix of travel choices. Strive to achieve a mode-split of 75% for SOV and 25% for non-SOV (transit, HOV, walk, bike, roll) for Silverdale Regional Center by 2044.

**SRCP 6.9.** Implement a pilot Silverdale-Bremerton foot ferry in coordination with a shuttle system to connect people with destinations and parking.

**SRCP 6.10.** Implement a multimodal wayfinding signage program with a priority pilot to support the foot ferry and shuttle system.



**SRCP 6.11.** Adopt a Complete Streets Policy for Silverdale Regional Center that uses Level of Traffic Stress (LTS) as a performance measure.

**SRCP 6.12.** Develop partnerships with Community Based Organizations (CBOs), property owners, and businesses to support creative approaches to mobility, parking, and maintenance needs.

**SRCP 6.13.** Update Kitsap County Road Standards to allow use of design guidance suitable for the desired urban context for the Silverdale Regional Center, such as WSDOT's Active Transportation Programs Design Guide (2024), AASH-TO's Guide for the Development of Bicycle Facilities (2024), and NACTO's Urban Bikeway Design Guide (2025).

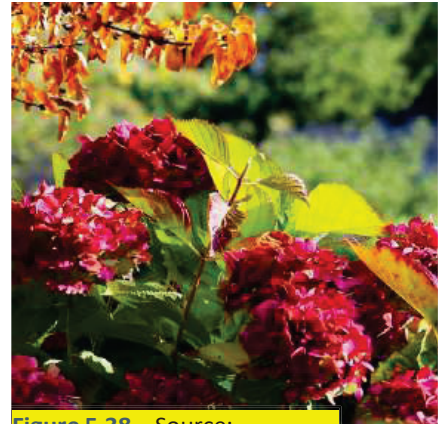


Figure 5.38. Source:



Figure 5.39. Source:

# Catalytic Projects and Implementation Priorities

## Adopting a Complete Streets Policy for Silverdale Regional Center

Implementing a Complete Streets policy in the Silverdale Regional Center presents a significant opportunity to enhance safety, multimodal connectivity, and overall community livability while unlocking funding opportunities. In Washington, a Complete Streets policy can support applications for grants through the Transportation Improvement Board (TIB), and using Level of Traffic Stress (LTS) as a performance measure aligns with criteria in many Washington State Department of Transportation (WSDOT) grant programs.

**Complete Streets Washington:** WSDOT's 2022 Complete Streets policy guides planning, design, and maintenance of state facilities, emphasizing a safe systems approach with low-stress walking and biking facilities through reduced vehicle speeds and increased separation. While the current policy applies only to WSDOT-led projects, it provides a model for the Silverdale Regional Center to develop its own policy.

### Implementation Priorities and Opportunities:

- Develop a Silverdale Regional Center Complete Streets policy with clear design guidance and performance measures.
- Use LTS analysis to identify streets for improved pedestrian and bicycle access.
- Prioritize key corridors, including Silverdale Way and Ridgetop Boulevard, for multimodal improvements.
- Align private development with Complete Streets objectives.
- Leverage state and regional funding opportunities for project implementation.

### A strong Complete Street policy includes the following components:

- Establishes commitment and vision
- Prioritizes underinvested and underserved communities
- Applies to all projects and phases
- Allows only clear exceptions
- Requires coordination
- Adopts excellent design guidance
- Requires proactive land-use planning
- Measures progress
- Sets criteria for choosing projects
- Creates a plan for implementation

# Environment & Climate



## Vision

Foster a community that integrates natural elements into the built environment, creates landscapes that restore the connection between people and nature, and safeguards the environment for present and future generations.



## Goal 7: Stormwater Management

Improve stormwater quality and management.

### Silverdale Regional Center Policy

**SRCP 7.1.** Coordinate development with stormwater detention and treatment as part of the larger regional stormwater system.

**SRCP 7.2.** Incentivize development that utilizes Low Impact Development (LID) Practices which improve stormwater quality and runoff flow control beyond minimum standards.

**SRCP 7.3.** To protect wildlife habitat areas and reduce adverse stormwater impacts, minimize grading of landforms and the extent of soil and vegetation disturbance in new development.

**SRCP 7.4.** Support innovative stormwater management practices that protect water quality, enhance resilience, and integrate natural systems into the built environment, including sustainable design solutions to manage runoff, reduce flooding, and improve ecological health.



Figure 5.40. Source:



Figure 5.41. Source:

## Goal 8: Critical & Environmentally Sensitive Areas

Enhance wetlands and the riparian corridors to safeguard and improve environmental functions and fish and wildlife habitat.

### Silverdale Regional Center Policy

**SRCP 8.1.** Incentivize the restoration or rehabilitation of wetlands and riparian corridors as part of new development or re-development. Encourage clustering of development in a manner that both preserves and celebrates these areas as amenities to nearby development.

**SRCP 8.2.** Connect natural areas to stream corridors and open spaces outside the Silverdale Regional Center.

**SRCP 8.3.** Promote the integration of interpretive signage along nature trails to educate users about the features and benefits of wetlands and riparian corridors.

**SRCP 8.4.** Collaborate with property owners to ensure the completion of creek restoration or revitalization plans.

**SRCP 8.5.** Enhance Strawberry Creek and riparian corridor by including an expanded riparian area in the vicinity of Linder Field and Silverdale Way, public access or viewing facilities, trails, and paths along key portions of creek, and public access at the confluence of the creek and Dyes Inlet.

**SRCP 8.6.** Protect and enhance Silverdale Creek through daylighting where feasible as a part of private development north of Bucklin Hill Road.

## Goal 9: Sustainable Community

Create a sustainable community, consistent with Kitsap County's Comprehensive Plan Sustainability Policies.

### Silverdale Regional Center Policy

**SRCP 9.1.** Support projects that increase air quality, reduce air pollution and greenhouse gas emissions, or reduce climate change impacts.

**SRCP 9.2.** Support electric transportation infrastructure and provide incentives for commercial or multifamily developments that include Level 2 or 3 charging stations.

**SRCP 9.3.** Establish a Sustainability Building Strategy for Silverdale. Maintain innovation as a key to the County's sustainability efforts.

**SRCP 9.4.** Encourage buildings and infrastructure in the public and private sectors which:

- Minimize energy use and reduce overall climate impact.
- Use recycled water to conserve potable water resources.
- Employ non-toxic materials to promote healthier environments.
- Enhance air quality through increased filtration and circulation.
- Integrate recycled, third party green certified, and locally sourced materials.
- Manage and reduce stormwater runoff.
- Support biodiversity by providing wildlife habitat.
- Use innovative green building technologies, products, and processes.



**SRCP 9.5.** Support the development of community gardens as a valid option to comply with an open space requirement.

**SRCP 9.6.** Retain existing trees in critical areas and their buffers, along designated pedestrian corridors and in other urban green spaces. Plant new trees wherever possible, recognizing their benefits micro-climate regulation, urban design, public health, and overall livability.



Figure 5.42. Source:

## Heading 2

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## Goal 10: Reduce Greenhouse Gas Emissions

Develop greenhouse gas emissions reduction targets and achieve them through integrated strategies in land use, transportation, commercial and residential building construction, and site development strategies.

### Silverdale Regional Center Policy

**SRCP 10.1.** Strive to meet GHG emissions targets set in VISION 2050.

**SRCP 10.2.** Pursue an Energy and Climate Plan for Silverdale.

**SRCP 10.3.** Emphasize and incentivize compact, mixed-use, and transit-oriented development in the Silverdale Regional Center, ensuring that residents, workers, and visitors in the region have convenient, preferably walkable, access to goods and services.

**SRCP 10.5.** Support a multi-modal transportation system so that all people who live and work in the Center have a variety of convenient low- or no-emission transportation options.

**SRCP 10.6.** Establish a program to support energy efficiency retrofits of existing buildings which will not be redeveloped in the short term.

**SRCP 10.7.** Work with Puget Sound Energy to expand participation in the Green Power Program.

# Economic Development



## Vision

Foster re-development through processes that balance flexibility and predictability, effective use of financial incentives, and cultivation of public/private partnerships that result in mutually beneficial solutions.



## Goal 11: Economic Growth

Maintain Silverdale's economic engine by accommodating and attracting most of the anticipated job and housing growth for the Silverdale Urban Growth Area in the Regional Growth Center.

### Silverdale Regional Center Policy

**SRCP 11.1.** Promote up-front investments and placemaking strategies that act as a catalyst for redevelopment.

**SRCP 11.2.** Invest in infrastructure—in advance of residential, commercial, and industrial development when necessary—to encourage new development or re-development in support of planned growth.

**SRCP 11.3.** Require conduit and/or fiber to be installed as part of all street and utility projects that are at least one block in length.

**SRCP 11.4.** Craft design standards that enhance the livability of developments by creating safe and inviting pedestrian routes, integrating open spaces and amenities, and creating attractive and welcoming block frontages. Such improvements will then enhance the setting for subsequent nearby development.

**SRCP 11.5** Identify ways to incentivize adaptive reuse development and redevelopment particularly in opportunity areas and areas impacted by business closures.

**SRCP 11.6** Explore the establishment of a supportive redevelopment organization or staff member.

**SRCP 11.7** Support the addition of more restaurants, arts, and entertainment businesses and more childcare facilities.

**SRCP 11.8** Advance public-private partnerships in support of Silverdale's economic development.

## Goal 12: Effective Outreach

Educate the public about the benefits associated with the Silverdale Regional Growth Center planning efforts.

### Silverdale Regional Center Policy

**SRCP 12.1.** Work with the Greater Kitsap Chamber, the Kitsap Economic Development Alliance and other cooperating agencies and groups to promote the Silverdale Regional Growth Center as a desirable destination to live, work, and play. This also should include efforts that support business formation, retention, expansion, and recruitment in Silverdale.

**SRCP 12.2.** Collaborate with key stakeholders and landowners to envision redevelopment projects that include significant public benefit.

**SRCP 12.3.** Improve access and visibility of old town Silverdale.

**SRCP 12.4.** Ensure transparent and consistent engagement with the community in all economic development initiatives. This includes providing accessible information, soliciting input from a diverse range of stakeholders, and maintaining open communication throughout planning and implementation to build trust and support informed decision-making.

# Catalytic Projects and Implementation Priorities

## Key Collaborations and Partnerships

Achieving the vision for the Silverdale Regional Center depends on strategic collaboration across public, private, and community stakeholders. Partnerships help align resources, leverage expertise, and ensure that redevelopment supports the community's long-term economic, social, and placemaking goals. Key areas for collaboration include:

- **Agencies:** Coordinate with transit agencies to enhance multimodal connections and with Public Works to plan for infrastructure needs.
- **Hospital:** Collaborate to address workforce housing needs and support local employees.
- **Kitsap Mall:** Partner to create vibrant retail frontages and activate public spaces.
- **Local Businesses and Community Organizations:** Engage to support arts, cultural programming, and placemaking initiatives.
- **Developers / Public-Private Partnerships:** Work together to implement pedestrian-oriented public realm improvements and leverage private investment for community benefits.

## Workshops:

[write about success of this process workshops]



# Housing



## Vision

Nurture a community that accommodates a diversity of income levels, activities, amenities, open spaces, gathering places, recreation, and mobility options that all contribute to a self-sustaining community where people aspire to live, work and play.

## Goal 13: Housing Growth

Locate a majority of Silverdale Urban Growth Area housing growth in the Silverdale Regional Growth Center.

### Silverdale Regional Center Policy

**SRCP 13.1.** Strategically increase building heights and density together with strengthening design standards to enhance the character and livability of new developments.

**SRCP 13.2.** Incentivize the development of higher density residential buildings in the Silverdale Regional Center. Examples of incentives may include:

- Increased height allowance and/or reduced parking requirements for projects that commit to frontage improvements, affordable housing provisions, senior housing provisions, mixed use development, or additional open space provisions.
- Reduce minimum parking restrictions and add site specific flexible standards
- County government fee reductions.
- Reduced or streamlined permitting timelines
- Use of incentives authorized by the State of Washington.
- Design elements that support multi-modal transportation.

**SRCP 13.3.** Streamline and **adapt** regulations to **support** infill and redevelopment. Regulations shall reduce barriers and provide incentives to foster infill and higher intensity development.

**SRCP 13.4.** In preparation for housing growth, **adopt a variety of strategies to reduce the risk of residential** displacement and preserve existing affordable housing units, **including leveraging growth opportunities to provide new units and maintain the current stock.**



## Goal 14: Housing Diversity

Prioritize the development of a diverse mix of market rate and affordable housing that meets the needs of both employees and residents, providing adequate amenities, open space, and communal gathering spaces.

### Silverdale Regional Center Policy

**SRCP 14.1.** Create and implement a multifamily tax incentives (MFTE) program, including the 8-year and 12-year program, and consider the 20 year option for projects that include affordable housing (See 2024 Comprehensive Plan's Appendix B: Housing Availability and Affordability Analysis).

**SRCP 14.2.** Monitor effectiveness of policies overtime, specifically focusing on creation of new housing types and availability to various income segments.

**SRCP 14.3.** Encourage coordination and partnerships with housing organizations, community groups, and service providers to address issues such as homelessness, fair housing, and displacement, and to promote equitable and inclusive housing opportunities within the center.

**SRCP 14.4.** Meet residential growth targets.

The background of the page is a photograph of a street intersection. In the upper portion, there are traffic lights and a street sign that partially reads "Silverdale". A green banner with white text is overlaid on the image. The banner is divided into three horizontal sections of different colors: dark blue, yellow, and green.

## 6. IMPLEMENTATION

This chapter outlines the priority, timing, responsible parties, and potential resources for the policy and project actions identified earlier. Advancing this plan will require thoughtful infrastructure and implementation efforts. Strategic public investment is key to attracting private development and supporting the housing, mixed-use, and urban design projects needed to realize the community's shared vision.

The chart on page XXX summarizes the anticipated timing and prioritization of actions.

# Short-term Priorities

While the Regional Center’s full transformation will unfold over many years, several near-term steps should begin within the next five years. This list is not exhaustive, but it provides a pipeline of priority initiatives that will help advance the Silverdale Regional Center vision

## Adopt and update development and design standards

As part of this plan update, design standards for the Silverdale Regional Center will be updated to reflect community priorities while addressing market, economic, and environmental considerations. The goal is to simplify standards, remove barriers to redevelopment, and create a flexible framework that supports block and connectivity improvements, diverse housing types, adaptive reuse, and future parcel assembly. The standards will guide redevelopment of constrained sites, encourage temporary or incremental activation of frontages, and update height, density, and parking requirements.

Most importantly, in the short term, the County should translate these updated design standards into code-ready provisions to ensure they can be efficiently adopted and implemented as part of the subarea plan update.

## Conduct a Parking Study

Parking is a major cost driver for multifamily development and can influence land use outcomes. As a short-term priority, the County should conduct a Silverdale Center parking study that includes community outreach, data collection, and analysis. The study should recommend policies to “right-size” parking, adjusting minimums, considering maximums, and tailoring requirements to specific areas, while exploring innovative management strategies that support the center’s land use and development goals.

Several near-terms actions are already ongoing or near complete.

- **Update Design Standards** to reflect community priorities and incentivize desired development.
- Establishing regulations that **prohibit the development of new drive-through businesses** in pedestrian-oriented areas.
- Exploring a **multifamily tax exemption (MFTE) program** including a 12-year option for projects that include affordable housing.
- Ongoing coordination with Kitsap Transit, property owners, Downtown businesses and other key stakeholder groups.



## Establish incentives for development through reduced permit/impact fees and expedited permit processes

Identify ways to reduce impact fees and reduce or streamline permitting timelines, perhaps as a part of the existing Kitsap County Permit Review Efficiency Program or PREP project underway at the county.

## Collaboration & Partnerships

While the long-term vision for infill redevelopment and public realm improvements in key areas such as Clear Creek, Kitsap Mall, Silverdale Way, the Transit Center, and Old Town will unfold gradually, establishing strong partnerships early is essential to stabilize the vision and maintain consistent priorities. The County should reprioritize efforts to strengthen collaboration with businesses, property owners, anchor institutions, regional agencies, and community organizations.

## Collaborate with Kitsap Transit on Circulator

Improve the speed and reliability of transit service in Silverdale, including the analysis and subsequent potential implementation of a bus circulator system for the downtown core, as well as the potential for ferry service for both workforce and tourism purposes.

## Explore funding for transportation projects

The 2018 Silverdale Transportation Implementation Strategy identifies a range of projects, both large and small, that can significantly improve the center's transportation network and encourage desired redevelopment patterns. In the short term, the County should prioritize exploring funding opportunities to advance these projects. Strategies may include pursuing state and federal grants, leveraging partnerships with regional transit and public works agencies, integrating transportation improvements with redevelopment projects, and identifying catalytic projects that support walkable, transit-oriented growth.

## Funding Possibilities

- **Tax Increment Financing (TIF):** Capture future increases in property tax revenue from new development to fund infrastructure, public realm improvements, and catalytic projects within the center.
- **Complete Streets policy** to qualify for state and federal grants.
- **Incentives for Storefront and Public Realm Improvements** through Business Improvement Districts (BIDs), local grants, or TIF-supported programs.
- **Latecomer Agreements:** Allow a property owner to recover part of the cost of street or utility improvements from neighboring properties that later connect to or benefit from those improvements.
- Public-private partnerships
- Other state and federal grants

## Develop a Complete Streets Policy for Silverdale Center

The County should adopt a Complete Streets policy to guide redevelopment of key streets into safe, multimodal, and community-oriented corridors. The policy would support pedestrians, bicyclists, transit users, and motorists, while enhancing public spaces and connectivity. It can help unlock key for priority streets—such as Silverdale Way, Ridgetop Boulevard, and connections to the Transit Center, mall, hospital, and Old Town.

## Create Wayfinding for the Center

Implementing a clear wayfinding system is a high-impact, low-effort short-term strategy. It improves connectivity to key destinations, supports economic development by guiding visitors to businesses and amenities, enhances pedestrian-friendly streets, and reinforces the center’s identity. Wayfinding also offers opportunities for public education about local amenities, history, and environmental features, providing immediate benefits while longer-term redevelopment progresses.

## Coordinate parks and public spaces with stormwater management

This plan update begins to identify potential locations and strategies for new pocket parks, neighborhood parks, and public spaces. The County should coordinate closely with Public Works to integrate stormwater infrastructure, ensuring it functions as both a utility and a community amenity. Innovative stormwater strategies can enhance parks and public spaces, reflecting community priorities. While full implementation is long-term, early coordination with existing or planned parks can serve as a proof of concept.

## Short to Medium Priorities (0-10 years)

### Old Town improvements

- Strategies for Old Town investments should anticipate future transit opportunities, including a circulator route and foot-ferry connection, and support transit-oriented development. Given its potential to shape the long-term character and connectivity of the center, this should be treated as a short- to medium-term priority (0–10 years).

### Interim Frontage Activation

- Incentivize frontage activation and flexible building types to encourage street continuity and vibrant frontages as an interim strategy until longer-term redevelopment occurs.

# Implementation Table

Short Term: 0-5 years

Medium Term: 6-10 years

Long Term: 10+ years

Long Term Transformation: 20+ years

**Bold** = Priority or High Impact Actions

Action	Timeline	Responsibility
<b>Urban Design &amp; Community</b>		
▪ <b>Adopt and update development and design standards which prioritize urban form and quality pedestrian-oriented development.</b>	<b>Short-Term</b>	<b>DCD; PW</b>
▪ Update design standards to consolidate and simplify design districts.	<b>Short-Term</b>	<b>DCD</b>
▪ Strategically increase building heights and density and lower parking requirements to promote pedestrian-oriented forms of development.	<b>Short-Term</b>	<b>DCD; PW</b>
▪ <b>Conduct a parking study for the Silverdale Center area that includes community outreach and participation, data collection and analysis, and develops recommendations on new policies to right size future parking.</b>	<b>Short-Term</b>	<b>DCD; PW</b>
▪ Right-size parking minimums, and consider maximums, to limit how much parking is developed and ensure they are not result-ing in a disconnect in the amount of parking provided and land use goals.	<b>Short-Term</b>	<b>DCD</b>
▪ Collaborate and partner with property owners of key properties to: (1) Foster the development of a pedestrian-oriented re-tail/mixed-use focal point for Silverdale; (2) foster development that enhances the pedestrian environment and the visual charac-ter of the waterfront and (3) integrate pedestrian, bicycle, and gathering space amenities into developments.	<b>Ongoing</b>	<b>DCD; PW</b>
▪ Define areas within the center where to focus streetscape im-provements, storefronts and mixed-use development, and cul-tural focal points.	<b>Ongoing</b>	<b>DCD</b>
▪ <b>Evaluate Old Town for priority streetscape and pedestrian improvements, set priorities and update applicable streetscape design standards and develop improvement plans, and seek funding for the most critical improve-ments.</b>	<b>Medium-Term</b>	<b>DCD; PW</b>
▪ <b>Establish incentives for development through enhanced or expedited permit processes.</b>	<b>Short-Term</b>	<b>DCD</b>



Action	Timeline	Responsibility
<b>Urban Design &amp; Community</b>		
<ul style="list-style-type: none"> <li>Establish diagrams and conceptual maps illustrating how Silverdale could evolve into a vibrant pedestrian-oriented mixed-use center over time. Such map(s) could illustrate future streets, through-block connections, and enhanced streetscapes plus pre-ferred block types, lengths, and building orientation to be used by prospective future development and redevelopment projects</li> </ul>	Ongoing	DCD
<ul style="list-style-type: none"> <li>Work with downtown business and downtown interests to improve streetscape details, such as street furnishings, streets trees, lighting, and art installations.</li> </ul>	Ongoing	DCD; PW
<ul style="list-style-type: none"> <li>Promote and host street activation by allowing innovative uses of low-traffic streets and parking lots, such as temporary street closures, festivals and events, and waiving any related fees for small events.</li> </ul>	Ongoing	DCD, Parks and Recreation.
<ul style="list-style-type: none"> <li>Establish regulations that prohibit the development of new drive-through businesses in pedestrian-oriented areas.</li> </ul>	Short-Term done/in progress?	DCD
<ul style="list-style-type: none"> <li>Encourage and pursue the integration of plazas and open spaces in commercial and mixed-use areas that promote shoppers to linger and provide amenities to residents and employees.</li> </ul>	Short-Term, Ongoing	DCD
<ul style="list-style-type: none"> <li>Adaptive Reuse? Mall is already doing it – code for adaptive re-use where possible consistent with fbc. Case by case</li> </ul>	Short-Medium	DCD
<ul style="list-style-type: none"> <li>Incentivize and create regulatory environment for Temporary frontage / activation to meet long term demand when it comes. Liner buildings, primary frontages.</li> </ul>	Short-Medium	DCD
<b>Transportation &amp; Connectivity</b>		
<ul style="list-style-type: none"> <li>Implement transportation demand management (TDM) and commute trip reduction (CTR) strategies.</li> </ul>	Ongoing	PW
<ul style="list-style-type: none"> <li>Create and update mode split goals specific to Silverdale Regional Center that represents a significant increase in nonmotorized travel modes over time.</li> </ul>	Ongoing	DCD/ PW
<ul style="list-style-type: none"> <li>Explore funding for projects identified in the Silverdale Transportation Implementation Strategy</li> </ul>	Ongoing	PW

Action	Timeline	Responsibility
<b>Transportation &amp; Connectivity</b>		
<ul style="list-style-type: none"> <li>Collaborate with Kitsap Transit to improve the speed and reliability of transit service in Silverdale, including the analysis and subsequent potential implementation of a bus circulator system for the downtown core, as well as the potential for ferry service for both workforce and tourism purposes.</li> </ul>	Ongoing	DCD/ Kitsap Transit
<ul style="list-style-type: none"> <li>Create a wayfinding signage program with a priority on gateway signage. (low hanging fruit – impact cost/benefit)</li> </ul>	short term?	PW / DCD
<ul style="list-style-type: none"> <li>Pursue a County Road Improvement District (CRID) and Utility Local Improvement District (ULID) options for the Silverdale Regional Center.</li> </ul>	Medium-Term	PW
<ul style="list-style-type: none"> <li>Modify impact fees to ensure that development in the Silverdale Regional Center contributes its fair share to multi-modal transportation improvements.</li> </ul>	Medium-Term	PW
<ul style="list-style-type: none"> <li>Pursue the adoption of funding mechanisms to incentivize and support transit and multi-modal transportation trips.</li> </ul>	Short-Term	DCD/ PW
<ul style="list-style-type: none"> <li>Work with Kitsap Transit and the long-range transit plan to plan around locations of future high-capacity transit (BRT) stations and service.</li> </ul>	Ongoing	Kitsap Transit/ DCD
<ul style="list-style-type: none"> <li>Work with Kitsap Transit to plan and implement fixed route and on-call transit services within Urban Growth Areas and subareas with routing, frequencies, and level of service to support use of transit within the community for daily transportation needs.</li> </ul>	Ongoing	Kitsap Transit/ DCD
<ul style="list-style-type: none"> <li>Create connectivity/maximum block size standards that apply to large site development and redevelopment.</li> </ul>	Short-Term	DCD
<ul style="list-style-type: none"> <li>Develop an alignment for an east-west multi-modal pathway through the Regional Center using a mix of off-street and on-street facilities.</li> </ul>	Short-Term	DCD / PW
<ul style="list-style-type: none"> <li>Link Clear Creek Trail with important downtown landmarks through improved streetscapes and trails.</li> </ul>	Medium-Term	DCD / PW
<ul style="list-style-type: none"> <li>Develop new street sections and corridor standards for specific streets in the Center where mixed-use development and pedestrian activity is prioritized.</li> </ul>	Short-Term	DCD / PW
<ul style="list-style-type: none"> <li>Pursue a regional center complete streets policy? Will help qualify for TIB – if they use traffic stress.</li> </ul>	Short-Term	DCD / PW
<ul style="list-style-type: none"> <li>Support the reuse of surface parking lots for infill development.</li> </ul>	Ongoing	DCD

Action	Timeline	Responsibility
<b>Environment &amp; Climate</b>		
<ul style="list-style-type: none"> <li>Identify the Silverdale Regional Center as a receiving site for the Transfer of Development Rights (TDR) program.</li> </ul>	Short-Term	DCD
<ul style="list-style-type: none"> <li><b>Identify and map possible locations and strategies for new pocket parks, neighborhood parks, and public space.</b></li> </ul>	Short-Term	DCD, Parks
<ul style="list-style-type: none"> <li><b>Ensure that stormwater infrastructure acts as an amenity for Silverdale.</b></li> </ul>	Short-Term	DCD, PW
<ul style="list-style-type: none"> <li>Coordinate development with stormwater detention and treatment as part of the larger regional stormwater system.</li> </ul>	Ongoing	DCD, PW
<ul style="list-style-type: none"> <li>Incentivize development that utilizes Low Impact Development (LID) Practices which improve stormwater quality and runoff flow control beyond minimum standards.</li> </ul>	Medium-Term	DCD, PW
<ul style="list-style-type: none"> <li>Evaluate and update grading standards to better ensure that such standards protect wildlife habitat areas and minimize adverse stormwater impacts.</li> </ul>	Short-Term	DCD, PW
<ul style="list-style-type: none"> <li>Evaluate and update development clustering provisions to preserves and celebrates wetlands and riparian corridors as amenities to nearby development.</li> </ul>	Short-Term	DCD, PW
<ul style="list-style-type: none"> <li>Promote the integration of interpretive signage along nature trails that helps to educate users to the features and benefits of wetlands and riparian corridors.</li> </ul>	Ongoing	DCD, Parks
<ul style="list-style-type: none"> <li>Establish a Sustainability Building Strategy for Silverdale. Maintain innovation as a key to the County's sustainability efforts.</li> </ul>	Short-Term	DCD
<ul style="list-style-type: none"> <li>Pursue an Energy and Climate Plan for Silverdale.</li> </ul>	Short-Term	DCD
<ul style="list-style-type: none"> <li>Establish a program to support energy efficiency retrofits of existing buildings which will not be redeveloped in the short term.</li> </ul>	Short-Term	DCD
<ul style="list-style-type: none"> <li>Work with Puget Sound Energy to expand participation in the Green Power Program.</li> </ul>	Ongoing	DCD/PSE




Action	Timeline	Responsibility
<b>Economic Development</b>		
▪ If needed based on current density, Complete a Market Study for the Regional Center	Short-Term, done	DCD
▪ <b>Consider a Planned Action Environmental Impact Statement (PEIS) for the Silverdale Regional Center.</b>	Medium-Term	DCD
▪ Update design standards to require pedestrian-oriented storefronts key area(s) that are intended to function as the Center's most walkable area(s).	Short-Term	DCD
▪ Identify groups or individuals that can lead a downtown advisory group to ensure interests are aligned in Silverdale's vision, investment, and activities.	Short-Term	DCD
▪ <b>Make strategic public investments in streetscape improvements, civic and recreational uses, infrastructure, or other amenities that catalyze new development patterns downtown.</b>	Ongoing	DCD, PW
▪ <b>Create a masterplan for redevelopment of the Kitsap Mall area.</b>	Long-Term	DCD – with collaboration of property owner(s)
<b>Housing</b>		
▪ Strategically increase building heights and density while strengthening design standards to enhance the character and livability of new developments.	Short-Term	DCD
▪ <b>If made available to the County, create and implement a multifamily tax exemption (MFTE) program and evaluate including a 12-year option for projects that include affordable housing.</b>	Short-Term	DCD
▪ <b>Monitor effectiveness of policies and regulations over time, specifically focusing on creation of new housing types and availability to various income segments. To make sure that the Center's housing targets are being achieved at various income levels. Identify additional steps (reasonable measures) to spur housing development if monitoring shows the housing goals for Silverdale are not being achieved.</b>	Ongoing	DCD
▪ Evaluate the effectiveness of incentives for housing development and adapt to respond to market trends.	Medium-Term	DCD
▪ Partner with housing organizations and community groups to address issues of homelessness, fair housing, anti-displacement strategies.	Short-Term	DCD; Human Services

# SILVERDALE WATERFRONT PARK



SERVING THE SILVERDALE COMMUNITY

  
Kitsap Sailing  
Foundation  
Learn to Sail  
Youth & Teen Summer Camps  
High School Sailing Teams  
Adult Sailing Lessons  
Community Sailing Nights  
[kitsapsailing.org](http://kitsapsailing.org) (360) 447-8520

  
SILVERDALE  
WHALING DAYS  
[www.WHALINGDAYS.com](http://www.WHALINGDAYS.com)  
**JULY 26, 27, 28**

  
Kitsap Peninsula  
Water Trails  


TRANSIENT  
MOORAGE  
FACILITY

Patrol

S

360

0

[In progress]

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