

Silverdale Center Plan Outreach

Planning Commission
July 15, 2025



Agenda

Silverdale Center Plan

Project Overview

Outreach Efforts To Date

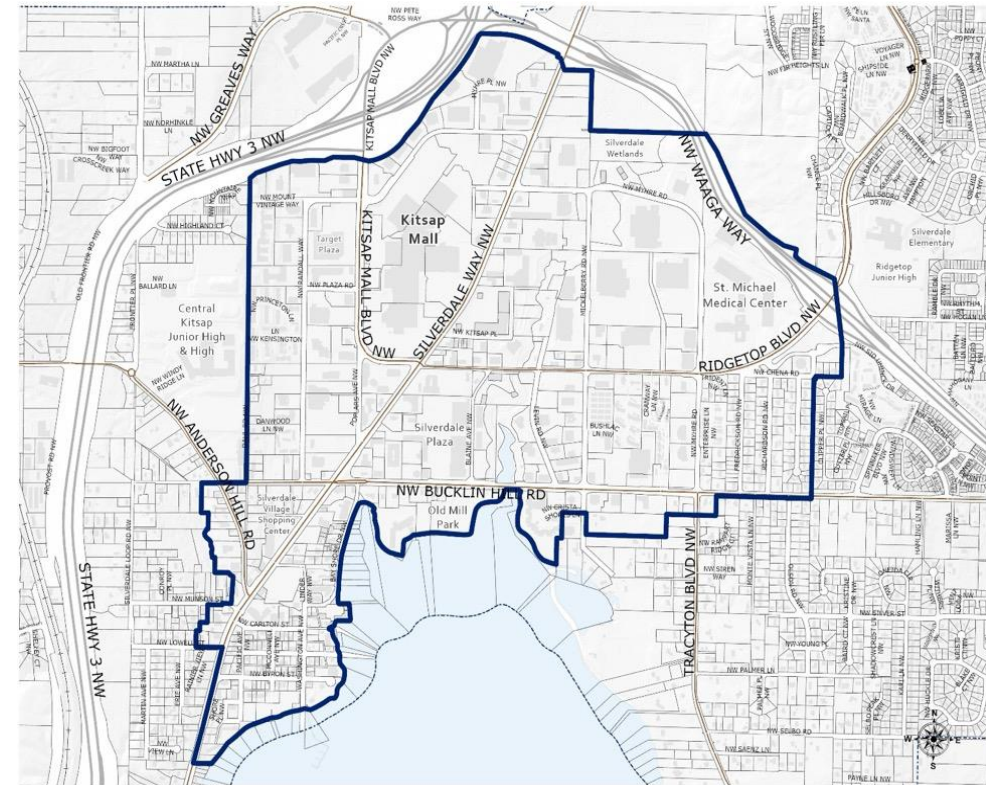
Next Steps

Timeline

Project Overview

Silverdale Center Plan

The Silverdale Center Plan, was updated as part of the 2024 Comprehensive Plan update, but greater detail is needed related to ‘regional growth centers’ development, public investment, transportation improvements, design standards, and development code. The evolution of Silverdale Regional Center into a 24/7 urban center is a key aspect of the County and Regional Growth Strategy.

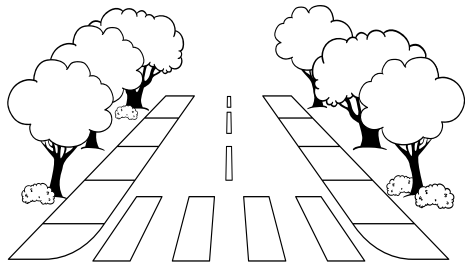


Regional Growth Centers Overview

- The region has 30 regional growth centers.
- PSRC *VISION 2050* and the Regional Growth Strategy.
- Mix of uses and activities connected by efficient transportation
- 65% of growth directed into centers
- Kitsap - 2 Growth Centers & 1 Manufacturing/Industrial Center

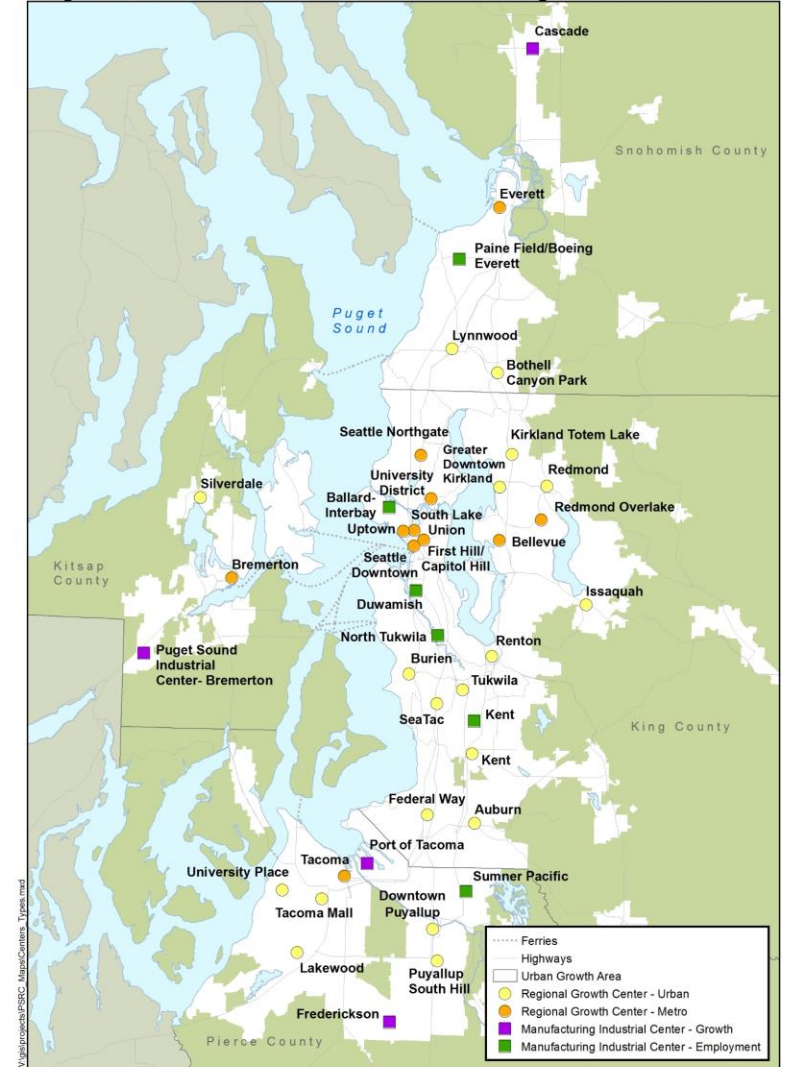
Federal transportation
funding through PSRC

\$4 – \$5 million every two years.

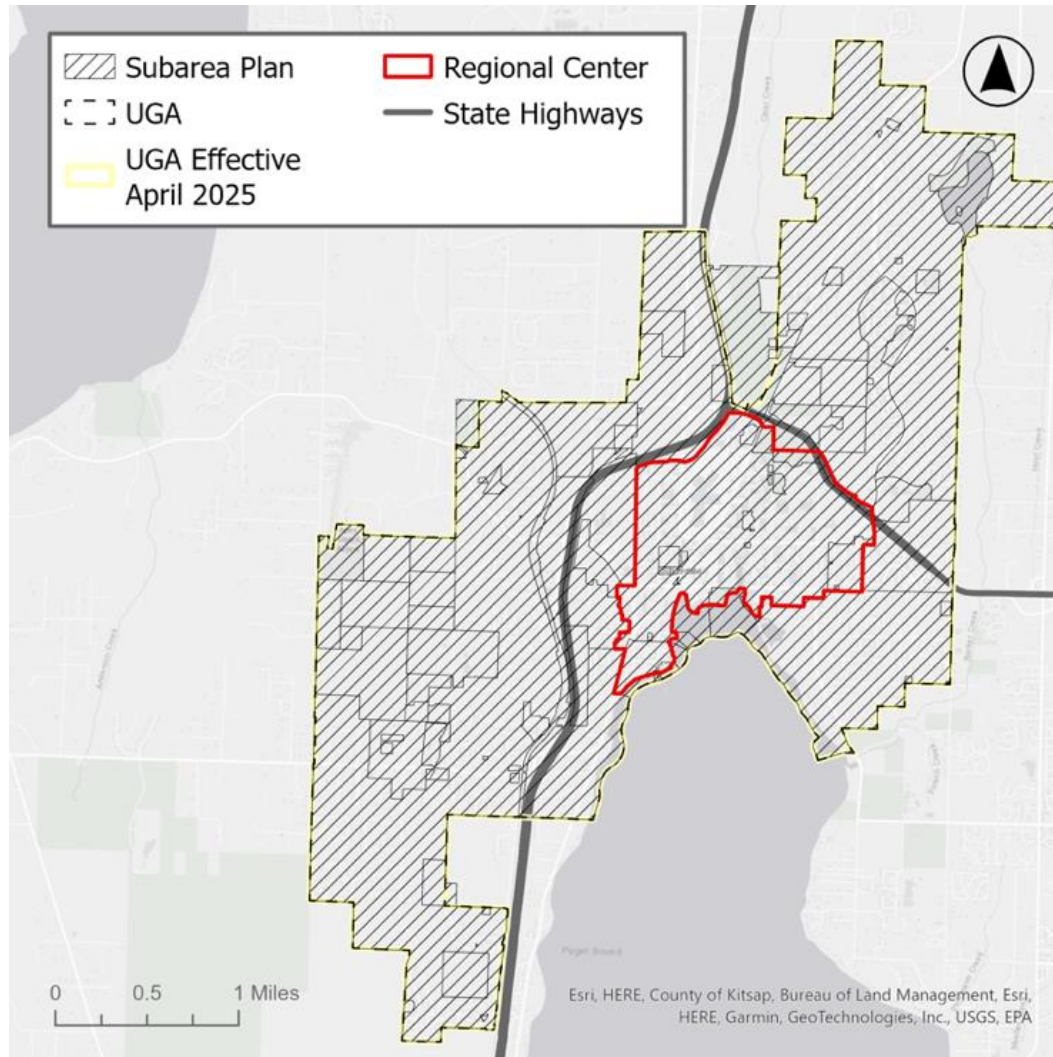


- Coordination with PSRC
- Coordination with Public Works
- Complete market study
- Submission recertification report

Regional Growth Centers and Manufacturing/Industrial Centers



PSRC Regional Center



Activity Unit Criteria

- Silverdale must have at least **18** current activity units per acre and a planned target of **45** activity units per acre by 2044 to be designated a regional center.
- As of 2024, the Silverdale Regional Center had 12,765 activity units, or **17.3** activity units per acre which consists of 79% employees and 21% residents.
- New estimates show planned targets landing at 46.2 or more by 2044.

Project Overview

Silverdale Center Plan

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?

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?

Design Standards

- How do we **clearly translate our 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?**

Scope of Work

BERK Consulting, Inc., Seth Harry & Assoc, Parametrix, Inc.

Project
Management
Coordination

Plan Review
and Analysis

Public
Workshops

Stakeholder
Workshops

Visioning

Conceptual
Plans

Design
Guidelines

Redevelopment
Code

Outreach

Silverdale Center Plan



Community Engagement Plan

- Foster positive engagement
- Gather community feedback
- Understand the impacts
- Confirm the vision
- Make meaningful decisions

- Port of Silverdale
- Senior Center
- Schools
- Emergency Services
- Kitsap Transit
- Business Owners
- Developers
- Nonprofits



CKCC Subcommittee



Workshops

- **Public Workshop 1 – Visioning**
- **Public Survey**
- **Stakeholder Workshop 1 – Visioning and Concepts**
- **Public Workshop 2 – Concepts and Design Concepts**
- **Stakeholder Workshop 2 – Designs and Development Types**

Outreach

Public Visioning Workshop 1 (virtual)



Join us for a community visioning workshop where your voice can help guide Silverdale Center's future. This is a chance to learn about the planning process, share your ideas, and connect with neighbors, planners, and community leaders. Together, we'll explore what's working, what could be improved, and how we can create a vibrant, welcoming Silverdale Center for everyone.

SILVERDALE CENTER PLAN

Virtual Community Visioning Workshop

🕒 5:30 - 7:00 PM
📅 May 15, 2025

VIRTUAL MEETING ONLY
JOIN ONLINE

➡ 
bit.ly/SilverdaleWorkshop

 Visit the project website and take our community visioning survey

 **QUICK SURVEY**



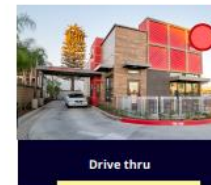
- 27 members of the public
- Interactive polling
- Small breakout group discussions
- Commercial development
- Housing
- Third spaces
- Mobility & Connectivity

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Breakout Group Discussion Boards

What types of commercial development or services would you like to see more of in the Silverdale Center and where?

Options (for inspiration)



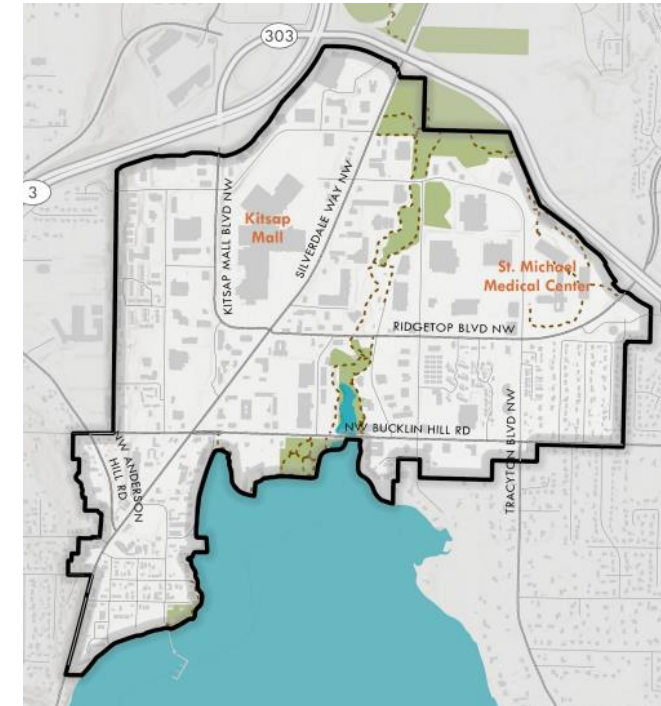
Senior - replacement community center. Study done in 2016 - central community campus. About 20% of Kitsap is senior and is growing - significant stat to consider. A lot of military that retire/move here.

We need income generating businesses. Opportunity for engagement with Navy/contract officers to bring offices into center.

Just a note - A lot of people come from Jefferson county to shop in Kitsap to shop and use medical services. They bring money in.

Hotel/lodging - for people who come to visit.

other?



Half my income went to child care as a single parent. Child care is very important.

Extremely important, for young families and cost of living. Not sure how we go about adding more. About removing barriers.

Geographic dispersion of stores and facilities right now requires a lot of driving. Gas prices make it hard to afford driving - these kind of businesses kind of die on their own. Also these days, more delivery options available.

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Breakout Group Highlights

- Mixed opinions on big box stores—convenient but lack character
 - Desire for more workforce and senior housing
 - Strong support for public spaces, community venues, and small parks
 - Interest in enhancing pedestrian and bike infrastructure
 - Strong desire for ferry connections
 - Concerns about parking availability and design
 - Interest in improved Old Mill Park amenities
 - Silverdale Way seen as a barrier—needs to be more walkable
 - Desire to enhance existing assets
-

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Breakout Group Highlights

- Support for 3–5 story buildings in the downtown core
- View protection is a key concern—limiting building heights
- Desire for mixed-use development and support for local businesses
- Stormwater management noted as a priority
- Excessive parking remains a concern
- Strong community value on the waterfront and growing opportunities there
- Interest in multigenerational housing—for both seniors and youth
- Discussion about reimagining the mall space, referencing Totem Lake as a model

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Public Survey – Key Findings (131 Responses)

Current Strengths:

- Natural beauty, including the waterfront and scenic views.
- Located in central Kitsap.
- Services and businesses, including healthcare and medical services and a variety of shopping and dining options.

Substantial Opportunities for Improvement:

- Comfortable walking/biking environment, accessibility for people with mobility limitations, and functional streets for businesses.
- Traffic, roads, car-centric characteristics, and inadequate transit, walkability, and bike infrastructure.
- Lack of character or placemaking

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Public Survey – Key Findings

Vision for Future:

- Build on the Center's existing strengths in the environment, parks and recreation.
- Integrating nature into the urban environment while preserving it for future generations.
- Improved community gathering spaces and cultural events places.
- More parks and green spaces, public/farmers markets, local shops, and restaurants or food trucks.

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Public Survey – Key Findings – Vision Alignment

Housing Vision - “Support a diversity of housing, recreation, and community amenities for a self-sustaining community.”



Economic Development Vision - “Foster redevelopment through incentives and public-private partnerships.”



Environmental Vision - “Integrate nature into the urban environment while preserving it for future generations.”



Mobility & Connectivity Vision - “Create a multi-modal transportation system accessible without a personal vehicle.”



Urban Design Vision - “Inspire a healthy, connected urban community where people come first...”



Overall Vision for Silverdale Center - “Become a livable, sustainable, balanced mixed-use urban area serving residents, employees, and visitors.”



Outreach

Stakeholder Workshop 1



Workshop 1 Goals

This workshop included two key sessions that focus on:

- Building consensus around a shared development framework
- Identifying priority projects and sites for public investment
- Mapping future opportunities for development, multimodal connections, and open space
- Defining appropriate development types for key opportunity areas
- Incorporating findings from market studies, community feedback, and related initiatives

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Stakeholder Workshop 1



Overview presentation of two-session workshop

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Stakeholder Workshop 1



Workgroups by Topics

- **Transportation, connectivity and stormwater**
- **Housing, Commercial, Infill/Redevelopment, Urban Form**
- **Public spaces, Parks, and Environment**

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Stakeholder Workshop 1



**Consultant Work Session,
Summarizing Concepts**

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Stakeholder Workshop 1



Concept Building Session

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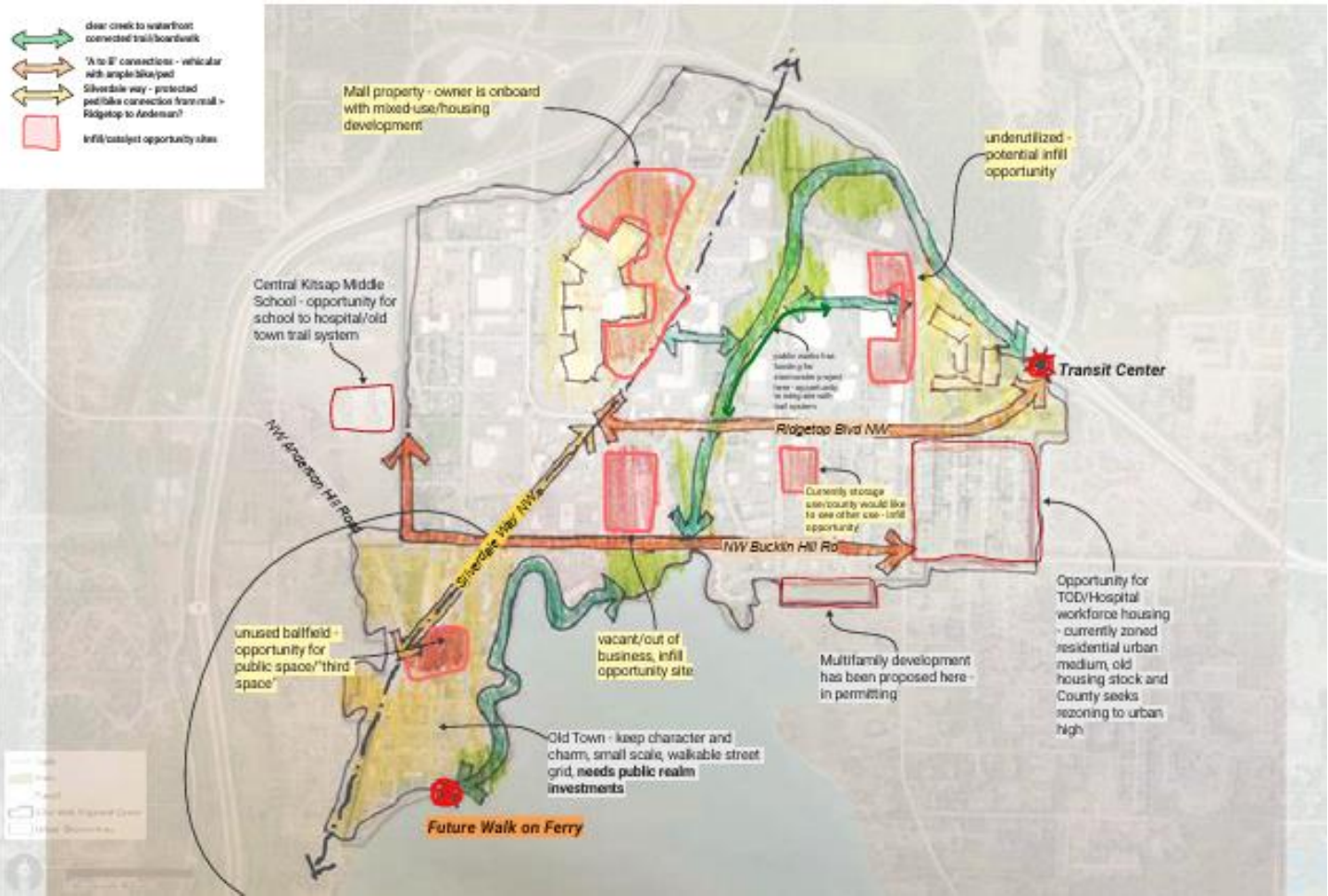
Stakeholder Workshop 1

Concept Building Session



Outreach

Stakeholder Workshop 1



Concept Building Session

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Stakeholder Workshop 1



Concept Building Session

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Stakeholder Workshop 1

Silverdale Way (Bucklin Hill Rd to Anderson Hill Rd)

Existing

- 100ft ROW, but only 80ft used for transportation



Reallocation of full ROW

- 100ft ROW reallocated for transportation
- no change to space currently allocated for motor vehicles



Redevelop Parking

- 100ft ROW reallocated for transportation
- parking redeveloped to street oriented



Concept Building Session

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Stakeholder Workshop 1

Trail Oriented Development



Concept Building Session



Outreach

Stakeholder Workshop 1



**Closeout Session,
Overview of Concepts**

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Stakeholder Workshop 1

BIG IDEAS

- **'Trail-oriented development'**
 - Clear Creek as a green corridor - amenities, connections, transit, housing, community oriented
- **East-west connections**
 - ped/bike paths from Clear creek. Mall<>Hospital, YMCA, Old Town
 - "A to B" multimodal connections, Ridgetop, Bucklin Hill, Silverdale Way
- **Waterfront destination**
 - boardwalk, continuous trail connection from clear creek
 - future walk on ferry, Old Town
 - key parks and focal points
- **Community hubs, third spaces, public realm investments**
 - more micro-activation strategies along arterials, clear creek i.e. pocket parks, placemaking, intentional gathering spaces, street improvements, daylighting etc.
 - support for mall to anchor more public activation through public realm improvements, community-oriented spaces and programming

Next Steps

Silverdale Center Plan

- **July- Aug:** Further develop preliminary concepts including:
 - Trail-oriented development including east-west connections, infill housing and mixed-use development
 - Priority street and connectivity improvements (Portion of Silverdale Way – from NW Bucklin Hill to Anderson Hill Rd to enhance Mall to Old Town multi use connection, Ridgetop Blvd NW, Bucklin Hill Rd)
 - Concept Mixed-use development in catalytic sites (e.g. Mall parcels, vacant sites, etc.)
 - Strategy for public investments including micro activation such as pocket parks and third spaces, public realm improvements like improved sidewalks, and community gathering spaces/facilities.
- **Late Aug:** Public Workshop 2 (in-person) to share concepts and get feedback
- **Mid-late Sept:** Stakeholder Workshop 2 (virtual) to discuss expanded concepts, implementation strategies including draft design standards framework
- **November:** 80% Draft Silverdale Center Plan , PSRC requirements check

Timeline

Silverdale Center Plan



Questions? Comments?

