

# Silverdale Center Plan and Design Standards

Planning Commission Meeting

October 21st, 2025



CENTRAL KITSAP  
COMMUNITY COUNCIL

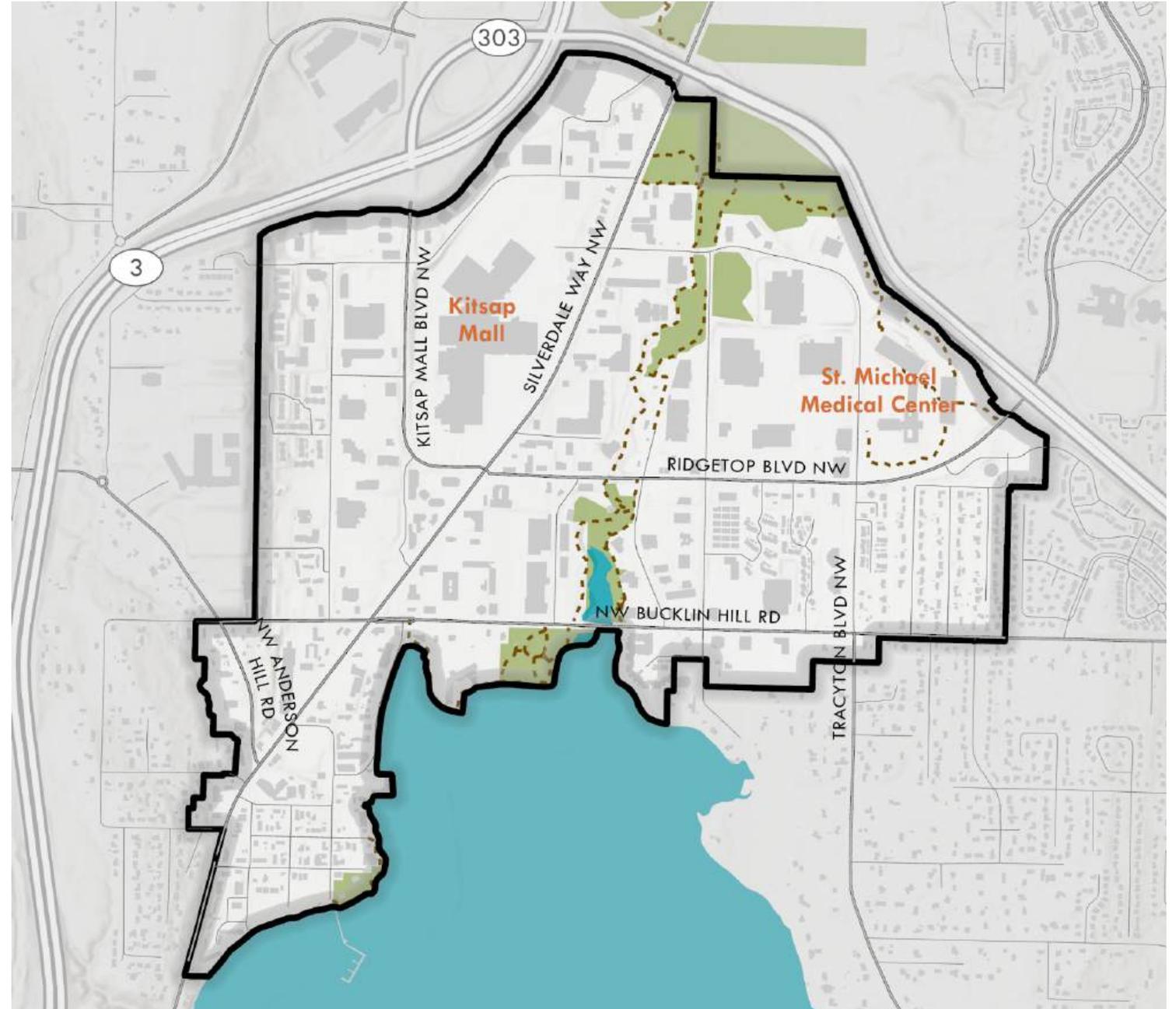


**BERK** ParametriX



# Project Objectives

- Silverdale Center Plan was updated as part of the 2024 Comprehensive Plan update
- **What's needed?**
  - Update vision (last updated in 2006)
  - Greater detail on land use, public investment, transportation, design standards, and development code
  - Clear strategies for accommodating growth and infrastructure



# Regional Center Plan – Reminder

## Why?

- Silverdale is a designated **Regional Growth Center (urban)** –a cornerstone of Kitsap County's growth strategy.
- Maintaining this status is essential for accessing **regional transportation and infrastructure funding**.
- Silverdale does not yet meet the minimum standards required **for recertification by the Puget Sound Regional Council (PSRC)**, scheduled for December 2025.

The Vision was last updated in 2006, this initiative offers an opportunity to set new goals, address emerging needs, and introduce greater specificity through concrete action items and projects.

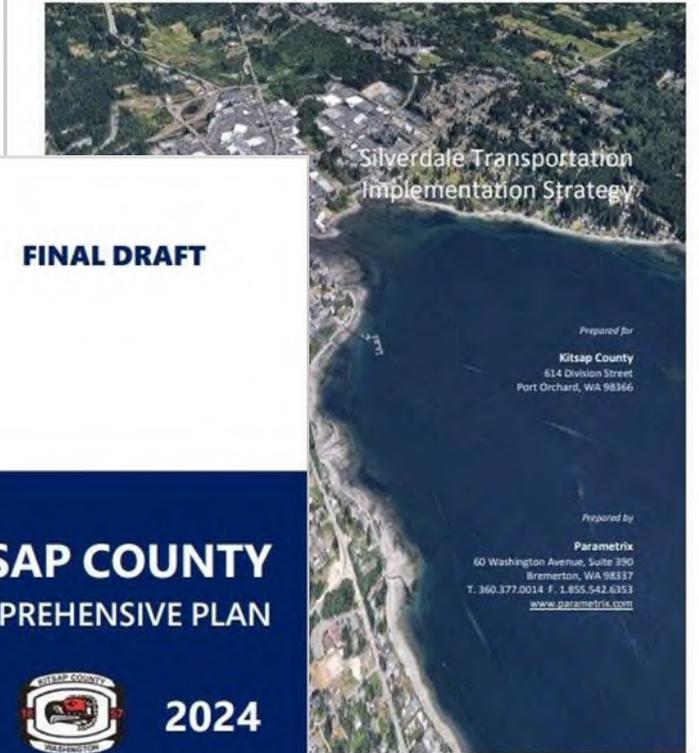
## Silverdale Center Status and PSRC Criteria

Centers Criteria	Metric	Silverdale
Compact Walkable Shape	Generally Round or Square	Yes ✓
Existing Density (current year)	18 Activity Units/Acre	17.3
Planned Future Density (2044)	45 Activity Units/Acre	Current estimate at 46.2 (growth scenarios analysis could increase this)
Planned Mix of Res/Emp	15% min	Yes ✓
Existing or Planned Fixed Route Transit Service	<15 min service, 16 hr/day	New circulator routes began in 2024, frequency to increase with demand
Market Potential	Evident potential to support growth targets	Market study underway (May)
Clear Regional Role	Planning in support of growth	Center is primary destination for medical and retail services

A key goal is to support the creation of a subarea plan that is consistent with the Puget Sound Regional Council (PSRC) VISION 2050 Guidance for Regional Growth Center Plans. PSRC states that: “[**regional growth centers**] have an **important regional role, with dense existing jobs and housing, high-quality transit service, and planning for significant growth. These centers may represent areas where major investments — such as high-capacity transit — offer new opportunities for growth.**” They are positioned where most of the region’s significant business and cultural facilities locate and grow. [2025 Silverdale Center Plan – Market Study Link](#)

# Building on and Coordinating Efforts

- 2025 Silverdale Regional Center Market Study
- Kitsap Transit Upgrades and Plans
- 2018 Transportation Implementation Strategy
- Prior Community Engagement Findings
- 2024 Comprehensive Plan, the Silverdale Regional Center Subarea Plan
- Silverdale Design Standards, and Silverdale Design Districts
- PSRC requirements, aligning potential strategies with housing and job growth targets.



# Project Overview



Vision & Opportunities



Regional Center Plan



Design Standards

## Spring 2025

Review Existing Conditions  
Community Visioning  
Market Study

## Summer 2025

Community Workshops  
Hot Topic Discussions  
Design Concepts

## Fall 2025

Draft Plan  
Draft Design Guidelines  
Implementation Strategies

PSRC Checklist

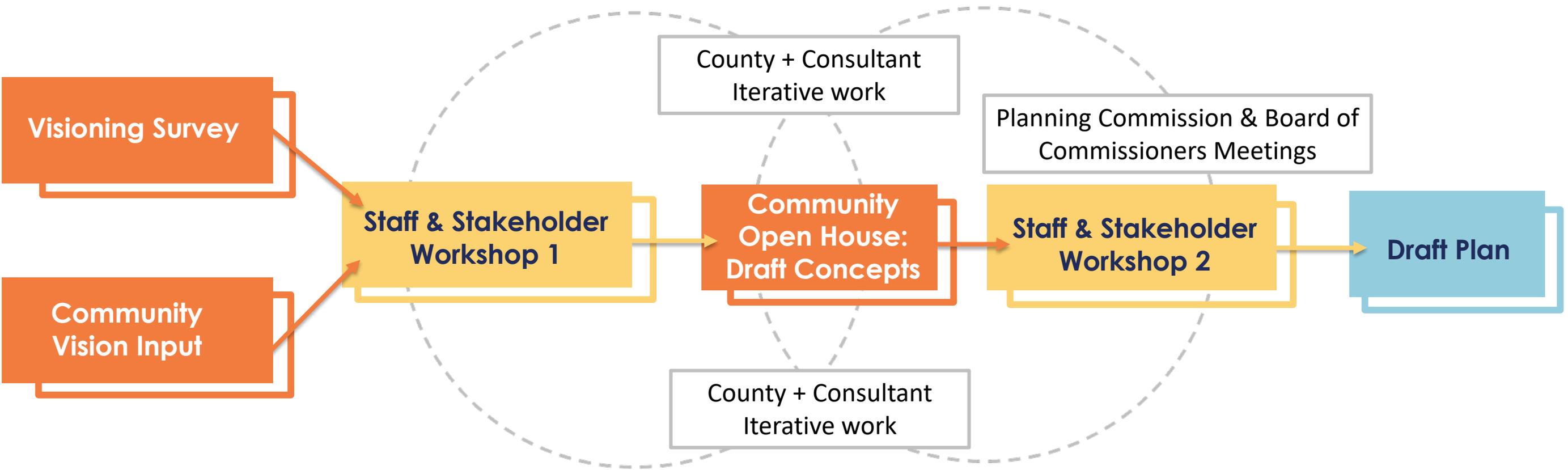


## Winter 2026

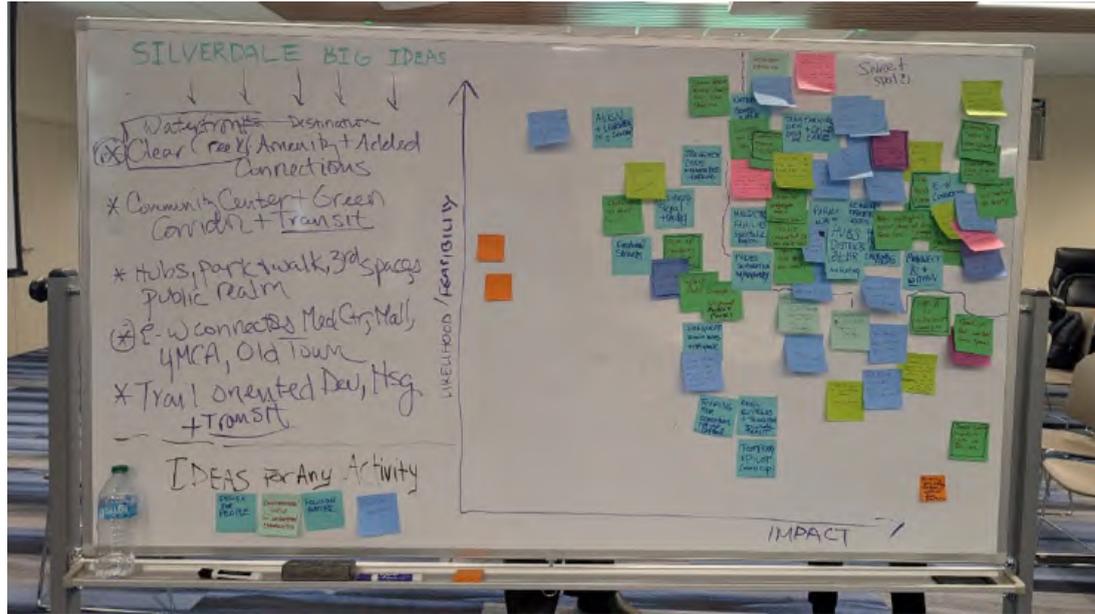
Final Plan  
Final Design Guidelines  
Integrate into Comp Plan



# Engagement Overview



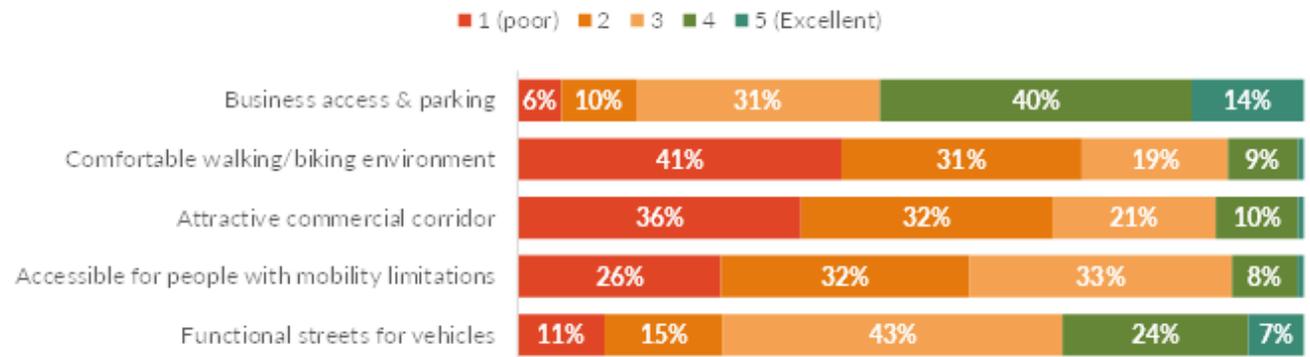
# Engagement



# Survey & Public Meeting 1 (Virtual)

Exhibit 6. How Well the Silverdale Center Fulfills Needs (n = 127)

Survey question: "How well does the current Silverdale Center fulfill the following needs? (1 = Poor, 5 = Excellent)"



Source: BERK, 2025.

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

- Grocery or specialty food markets**: Includes a "Produce" sign and a "whoofood" comment.
- Convenience stores/pharmacies**: Shows a CVS/pharmacy storefront.
- Big box retail**: Shows a large retail building with a note: "While we might not need more big box, what we have is nice and convenient. Hoping that all in one place."
- Boutique stores/small retail**: Shows a boutique interior with a note: "Uptown Gig harbor is vibrant (example)".
- Mixed-use development/retail cluster**: Shows a modern multi-story building with a note: "Senior, replacement community center. Study done in 2014, current community center about 20% of demand. Senior area is growing. Significant use for seniors. A local military that provides care." and "We need to become generating businesses. Opportunity for engagement with neighborhood offices to bring them to center."
- Local coffee shops and bakeries**: Shows a "MARKET CAFE" storefront.
- Restaurants/Special Occasion**: Shows an outdoor dining area.
- Chain/Fast food**: Shows a "chilis" storefront.
- Bars/Breweries**: Shows people at a bar with a note: "Currently the venue for 'it' in Silverdale. About 100,000 sq ft. Not a bar prior to 2010. Opportunity to build a young professional crowd and have those who have regulars." and "Secure the walkable location in the street is important. Make sure the young professional crowd and have those who have regulars. Make the area more attractive for business, not just for recreation.".
- Walkable shopping centers**: Shows a street-level view of a shopping center with a note: "just a note - A lot of people come from Jefferson County to shop at K&L and use medical services. They bring money in."
- Co-working or maker spaces**: Shows an interior workspace.
- Child care services**: Shows a child in a play area with a note: "Half my income went to child care as a single parent. Child care is very important." and "Extremely important for young families that could bring. Not sure how we get about adding more. About removing barriers."
- Wellness/Beauty**: Shows a beauty salon interior.
- Auto/Insurance/Print/Other etc.**: Shows a "The UPS Store" storefront.
- Drive thru**: Shows a drive-thru building with a note: "Geographic dispersion of stores and facilities might pose a lot of challenges. Geographical make it hard to afford driving - these kind of businesses are ok on their own. Also these days, more delivery options available."
- other?**: A box for other suggestions.

# June 26 Staff & Stakeholder Workshop 1

- **Strengthen East–West Connectivity** and enhance ped/bike connectivity between areas: Mall ↔ Hospital, YMCA, Old Town.
- **Trail-Oriented Development:** Leverage Clear Creek as a green corridor linking housing, transit, amenities, and community spaces.
- **Design for “Two Silverdales”:** Consider everyday needs and destination needs. Apply context-specific design approaches rather than a one-size-fits-all model.
- **Housing Diversity:** Support a mix of housing types throughout Center, including higher density and affordable options.
- **Distinct Retail Environments:** Shape Old Town around urban design and walkability, maintaining character. Reimagine the Mall area with its own public realm experience and as community asset
- **Micro-Activation & Placemaking:** Pocket parks, street improvements, and small gathering spaces along arterials and major areas
- **Waterfront as a Destination:** Create a continuous trail/boardwalk connecting Clear Creek to Old Town and future ferry service



# Aug 20 – Public Open House

## Transportation & Connectivity

**How much does this reflect your vision?**  
Use a push pin & share your thoughts on a matching color post-it note!

**Section A: East-West Connectivity + Trail Oriented Development**  
Ferry/Ferry to Clear Creek, trail to community facilities, linking to regional transit connections, and providing a safe, scenic, and scenic trail corridor.

**Section B: Multimodal Improvements**  
Safe, multimodal streets for walking, biking, rolling, driving, and transit. Priority improvements include segments of Silverdale Way, adjacent to bus rapid transit, and NW 100th Road.

**Section C: Waterfront Boardwalk & Transit**  
Activated waterfront boardwalk being used for transit, park, and other recreational activities.

**Silverdale Regional Center Plan / Big Ideas**

- Stronger east-west connectivity
- Clear Creek trail corridor
- Safe, multimodal streets for walking, biking, rolling, driving, and transit
- Future ferry and water transit connections

**How much does this reflect your vision?**

Not at all	1
A little bit	3
Somewhat	22
Mostly	11
Completely	0

## Transportation & Connectivity

How accurately does this reflect your vision?

Not At All	1
A Little	3
Somewhat	22
Mostly	11
Completely	0

## Housing & Commercial Development

How accurately does this reflect your vision?

Not At All	0
A Little	1
Somewhat	16
Mostly	14
Completely	1

## Public Spaces & Parks



Not At All	0
A Little	6
Somewhat	6
Mostly	16
Completely	2

# Aug 20 – Public Open House

## Needs:

- Safer biking and walking routes
- Affordable and “missing middle” housing.
- Balance growth with parking, infrastructure capacity, and traffic flow
- Placemaking & visual appeal
- Small-scale projects matter

## Hopes:

- Activate Clear Creek as a community amenity
- Improve connectivity to and celebrate the waterfront
- Preserve Old Town identity
- More parks and recreational amenities are desired, including a community/recreation center.

## Concerns:

- Safety, maintenance of public spaces
- Vacant commercial space and retaining businesses.
- Concerns about timelines, accountability.
- Local control & GMA context.

# Sept 30<sup>th</sup> Staff & Stakeholder Workshop 1

*Note: Key Takeaways from the meeting are presented as considerations for next steps*

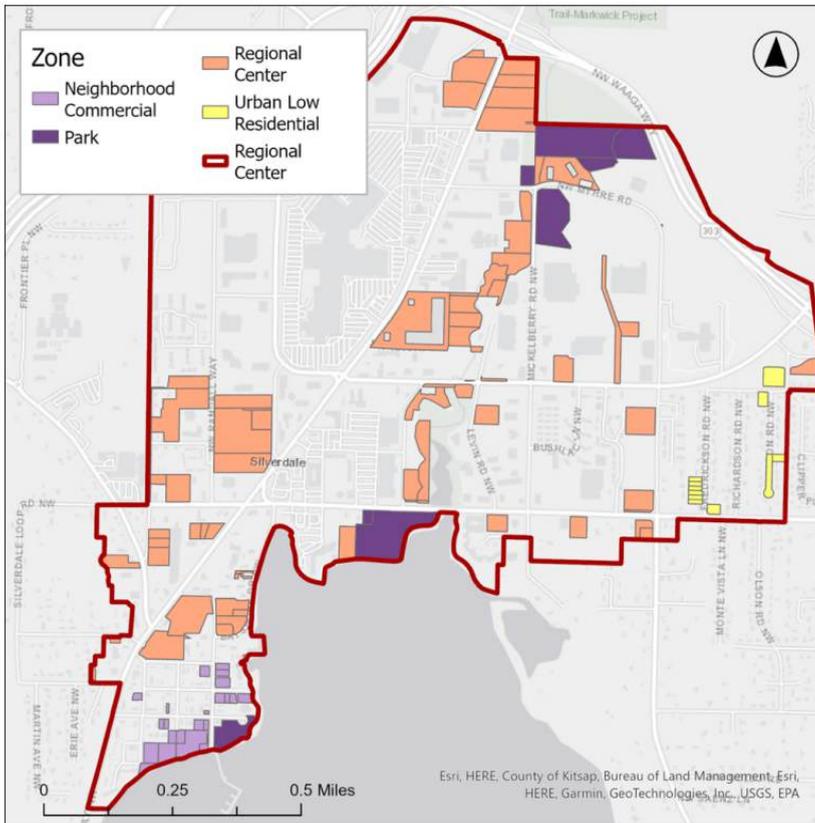




# Plan Concepts

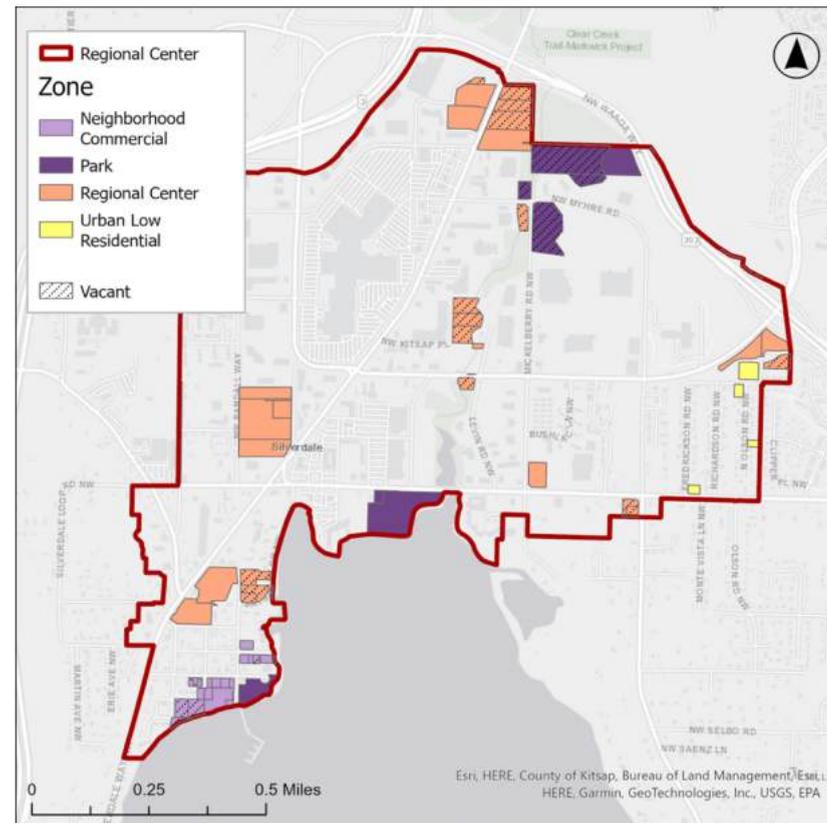
# 2025 Market Study – Infill Opportunities

Vacant Parcels



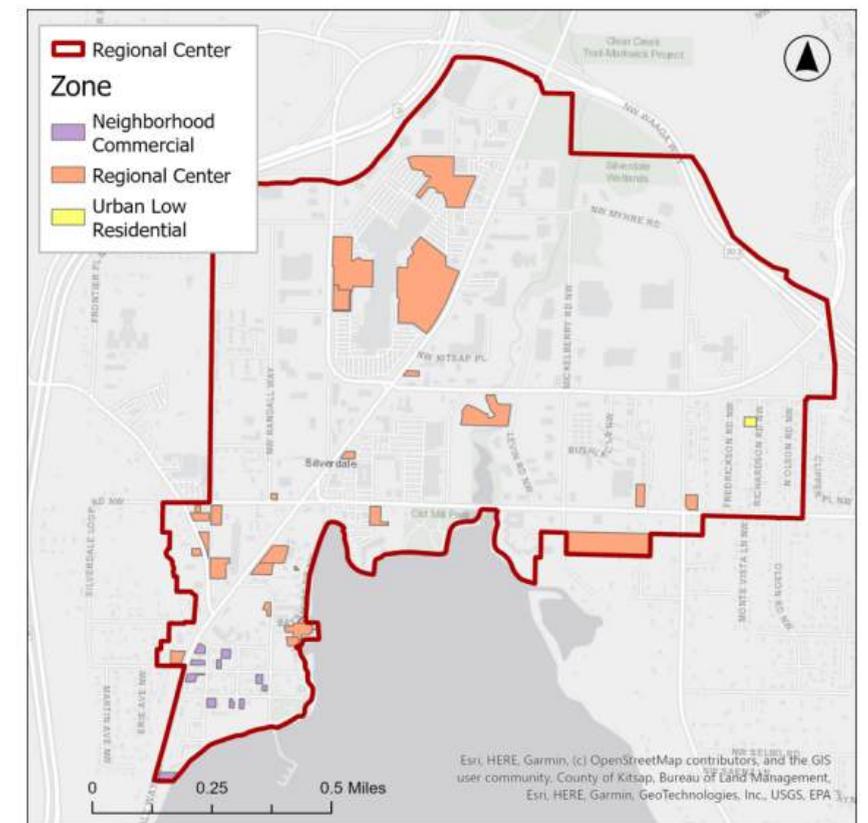
Data Source: ECOnorthwest, Kitsap County Assessor Data

Publicly Owned Parcels



Data Source: ECOnorthwest, Kitsap County Assessor Data

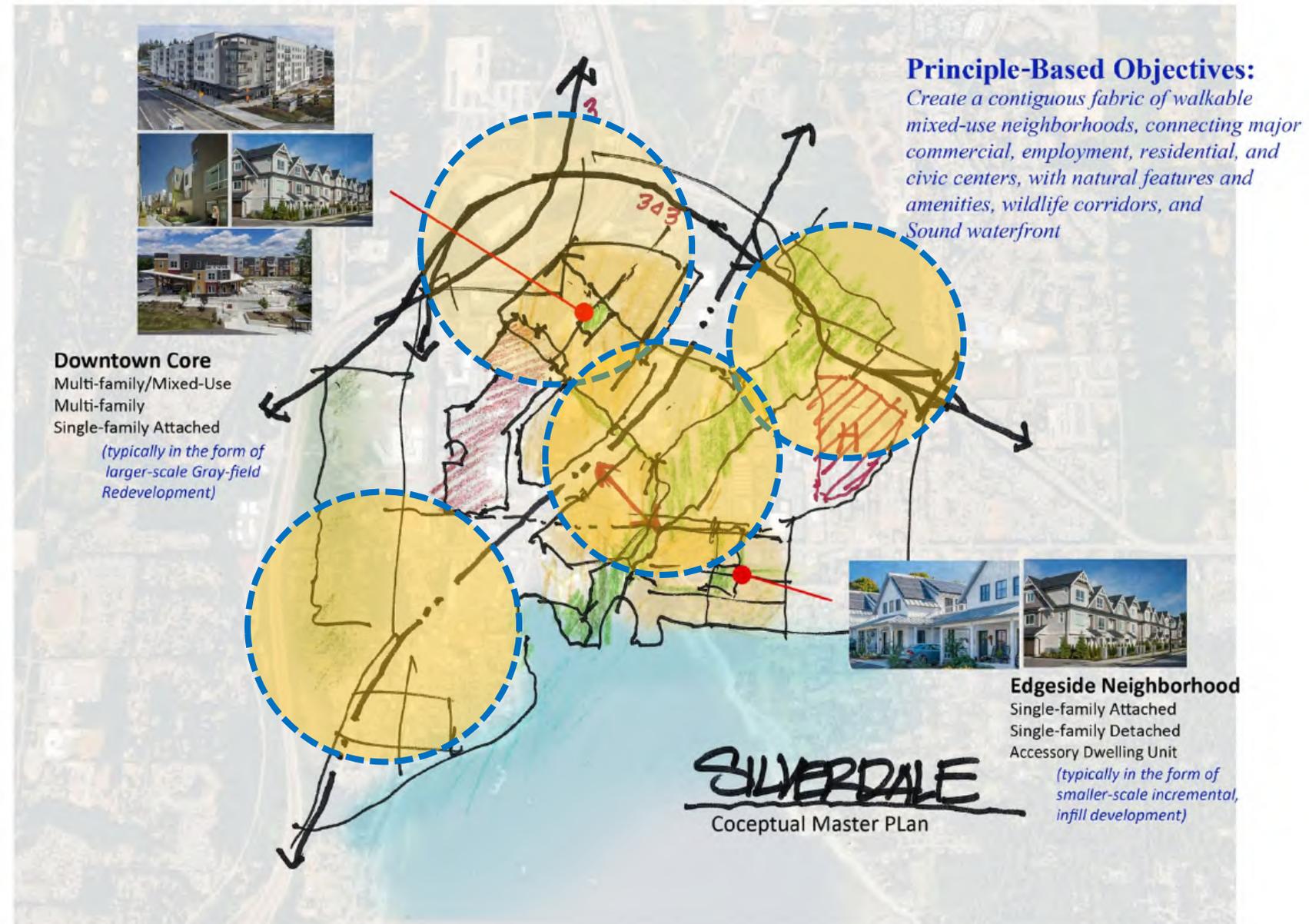
Underutilized Parcels



Data Source: ECOnorthwest, Kitsap County Assessor Data

# Urban Design Principles

- ✓ 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**



# Trail Oriented Development TrOD

- ✓ East-west connectivity
- ✓ Community-oriented
- ✓ Trail as back or front yard
- ✓ Safe and vibrant connections to retail/work/key destinations
- ✓ Activated nodes at the interface between the linear park/creek and the adjoining urban fabric



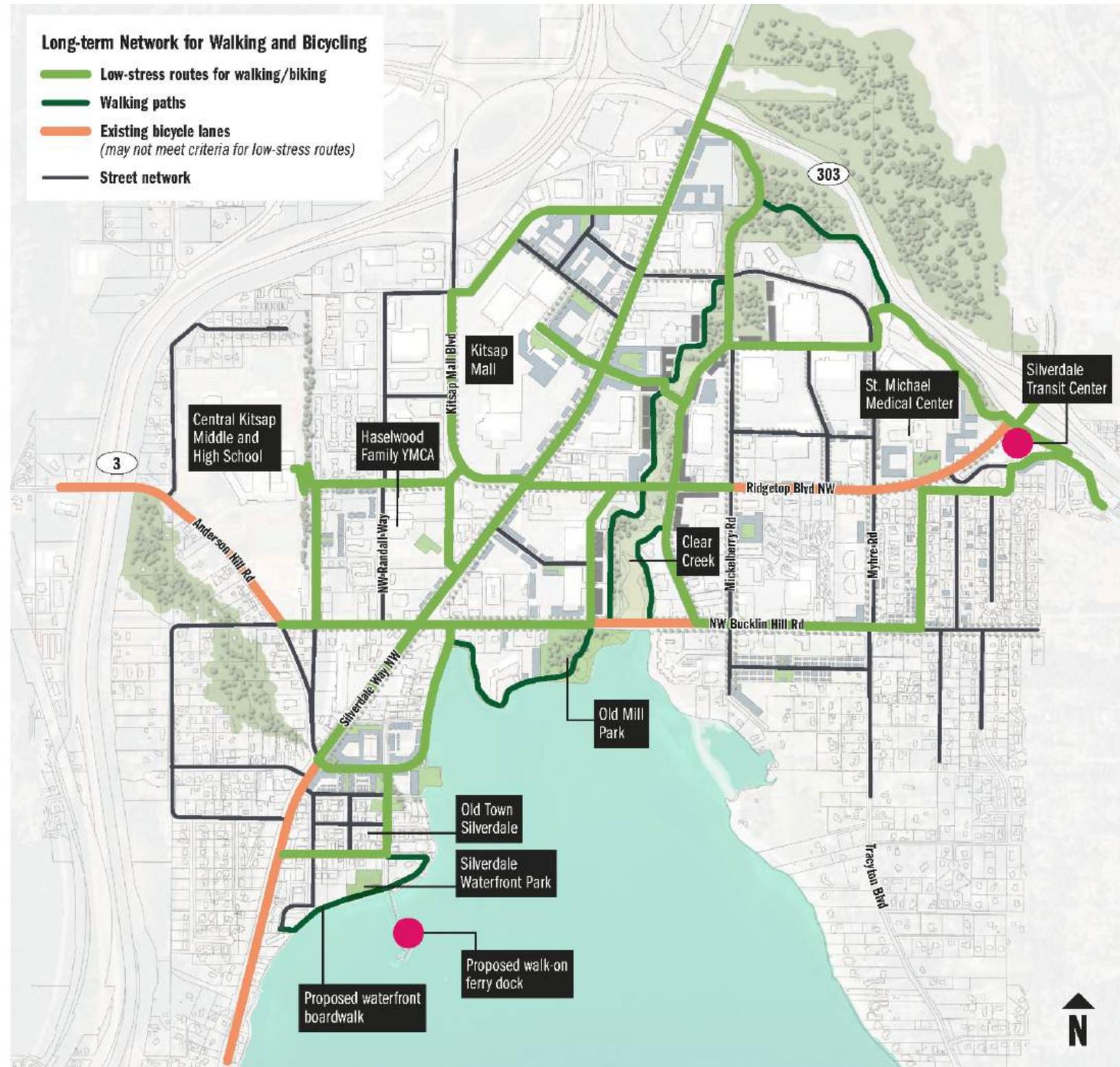
Example: Victoria TrOD



Example: Alewife Linear Trail, MA



# Long-term Low Stress Network

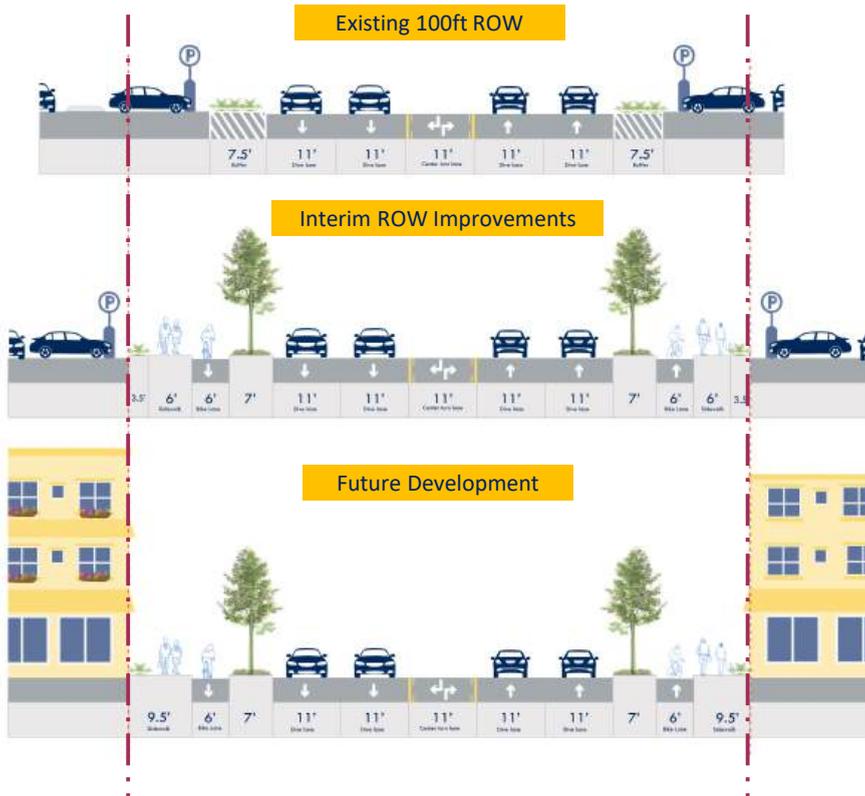


# WSDOT Complete Streets

Level of Traffic Stress	Description	Bicyclist	Pedestrian
1	<ul style="list-style-type: none"> <li>• Suitable for all ages and abilities</li> <li>• Children could walk or bike here independently.</li> <li>• Separated and/or barrier-protected.</li> </ul>		
2	<ul style="list-style-type: none"> <li>• Comfortable for most adults, including most adults experiencing disabilities.</li> <li>• Some separation, no barrier.</li> </ul>		
3	<ul style="list-style-type: none"> <li>• Tolerable for enthusiastic and/or confident adults.</li> <li>• Little space, no separation.</li> </ul>		
4	<ul style="list-style-type: none"> <li>• Only used by highly confident people, or those with no alternative.</li> <li>• No dedicated space, no separation</li> </ul>		

# Near-term Projects

- Walkable Silverdale Way
  - Low-stress route for walking/biking



## Near-term Transportation Improvements

Walkable Silverdale Way and Poplar Ave  
(proposed catalyst project)

Walk-on ferry dock (pilot)

## Projects Planned or Under Way

Silverdale Way Preservation Project  
(complete in 2025)

Bucklin Hill Road Preservation Project  
(complete in 2025)

Ridgeway Phase 2  
(complete in 2029)

Ridgeway Phase 3  
(planned)

## Projects Recently Completed

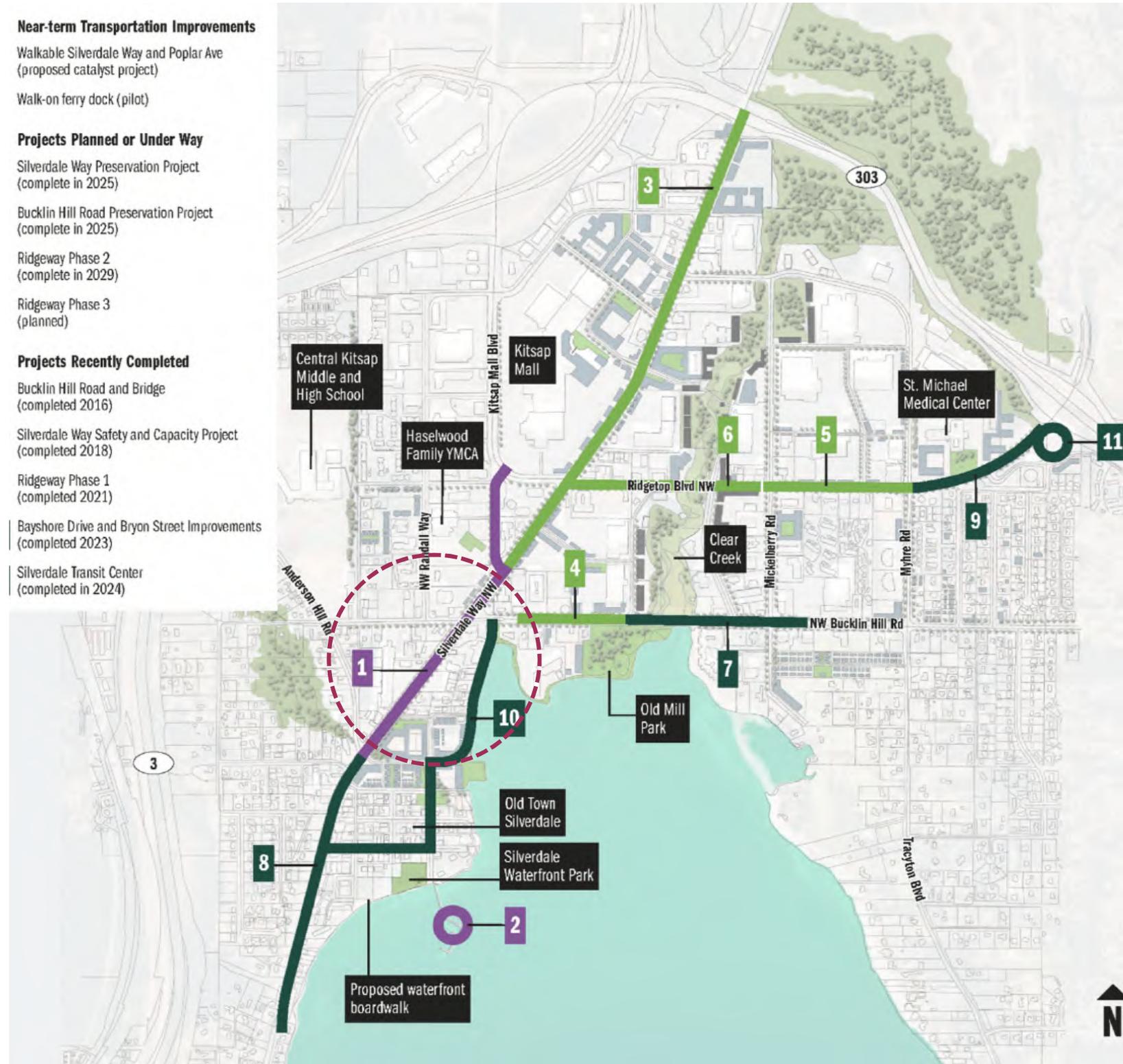
Bucklin Hill Road and Bridge  
(completed 2016)

Silverdale Way Safety and Capacity Project  
(completed 2018)

Ridgeway Phase 1  
(completed 2021)

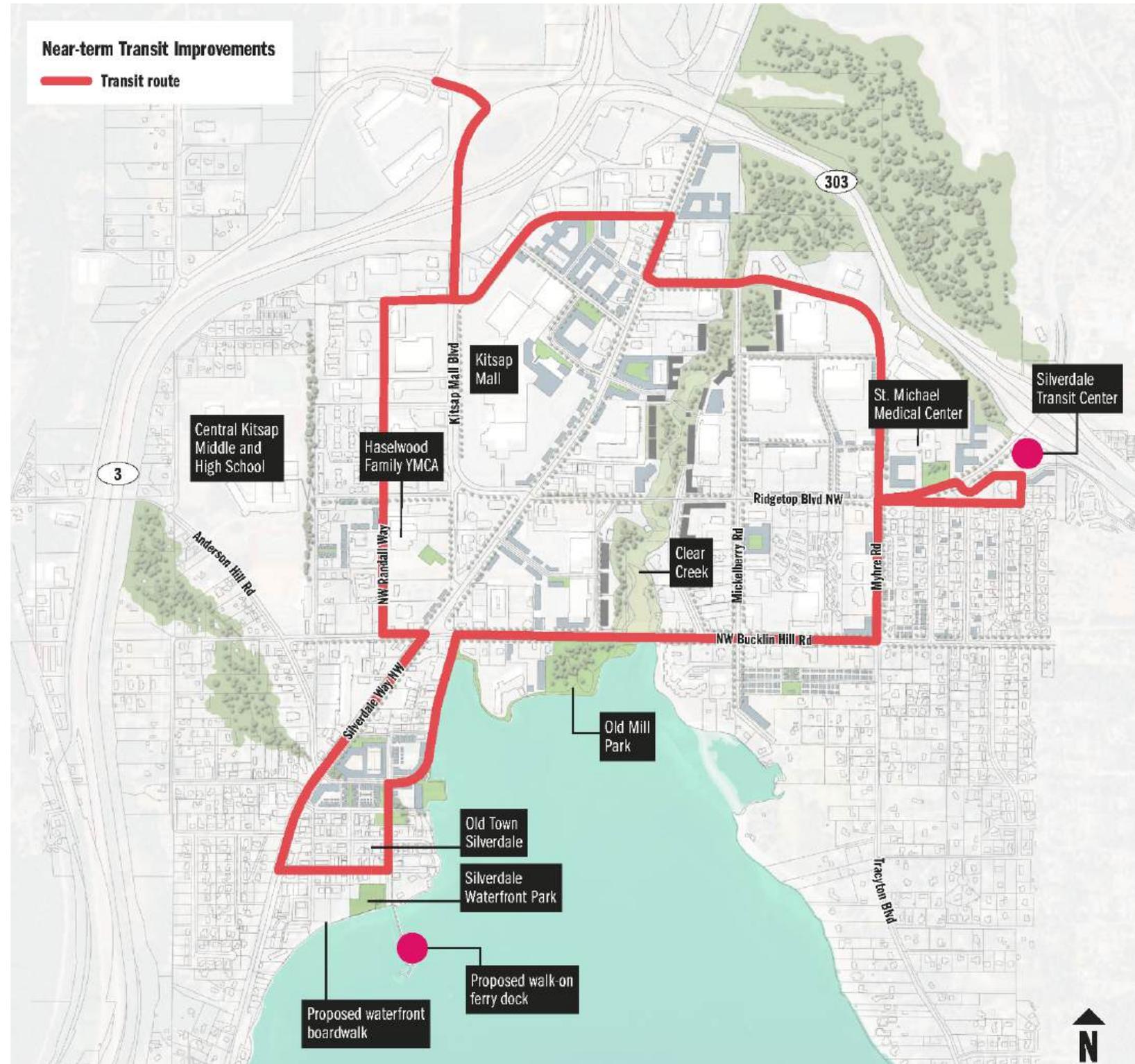
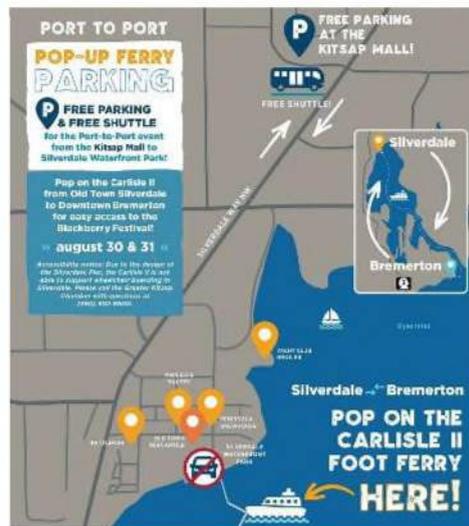
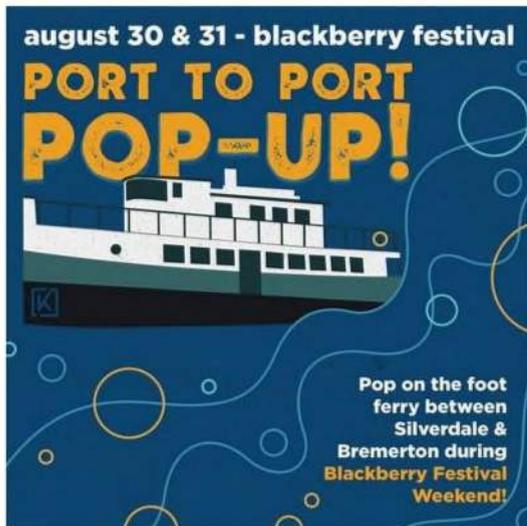
Bayshore Drive and Bryon Street Improvements  
(completed 2023)

Silverdale Transit Center  
(completed in 2024)



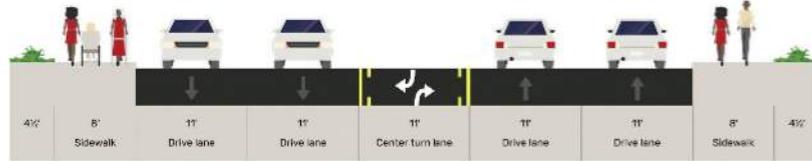
# Near-term Transit

- Circulator bus routes
  - Kitsap Transit Long Range Plan
  - Connects: transit center, hospital, old town, Kitsap Mall
- Silverdale – Bremerton Walk-on Ferry
  - Weekend pop-up pilot in 2025



# Long-term Improvements Silverdale Way

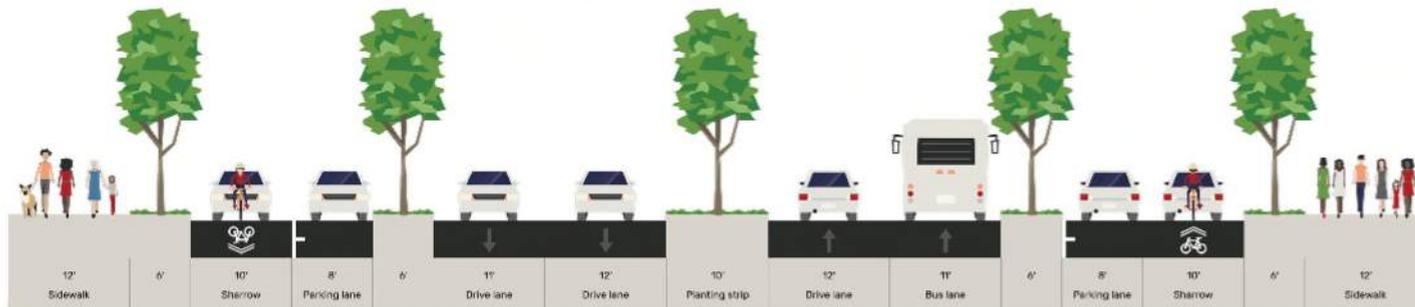
Existing 80ft ROW



Concept 1: 100ft ROW



Concept 2: 140ft ROW



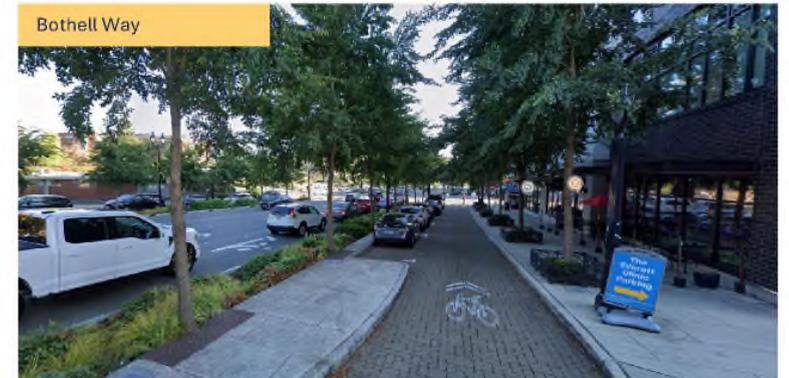
Existing Silverdale Way



Lake City Way (SR522)



Bothell Way

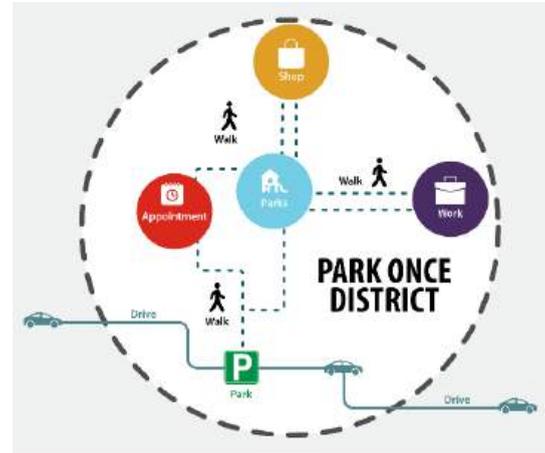


# Parking Considerations



## Maximize underutilized parking areas

Utilize a range of strategies including innovative, self-parking building types, green roofs, and mixed-use, to dramatically reduce impervious surfaces



## Park Once and Walk

central public parking area serves multiple destinations within a walkable district, encouraging less car use and more pedestrian activity



## Parking Structures

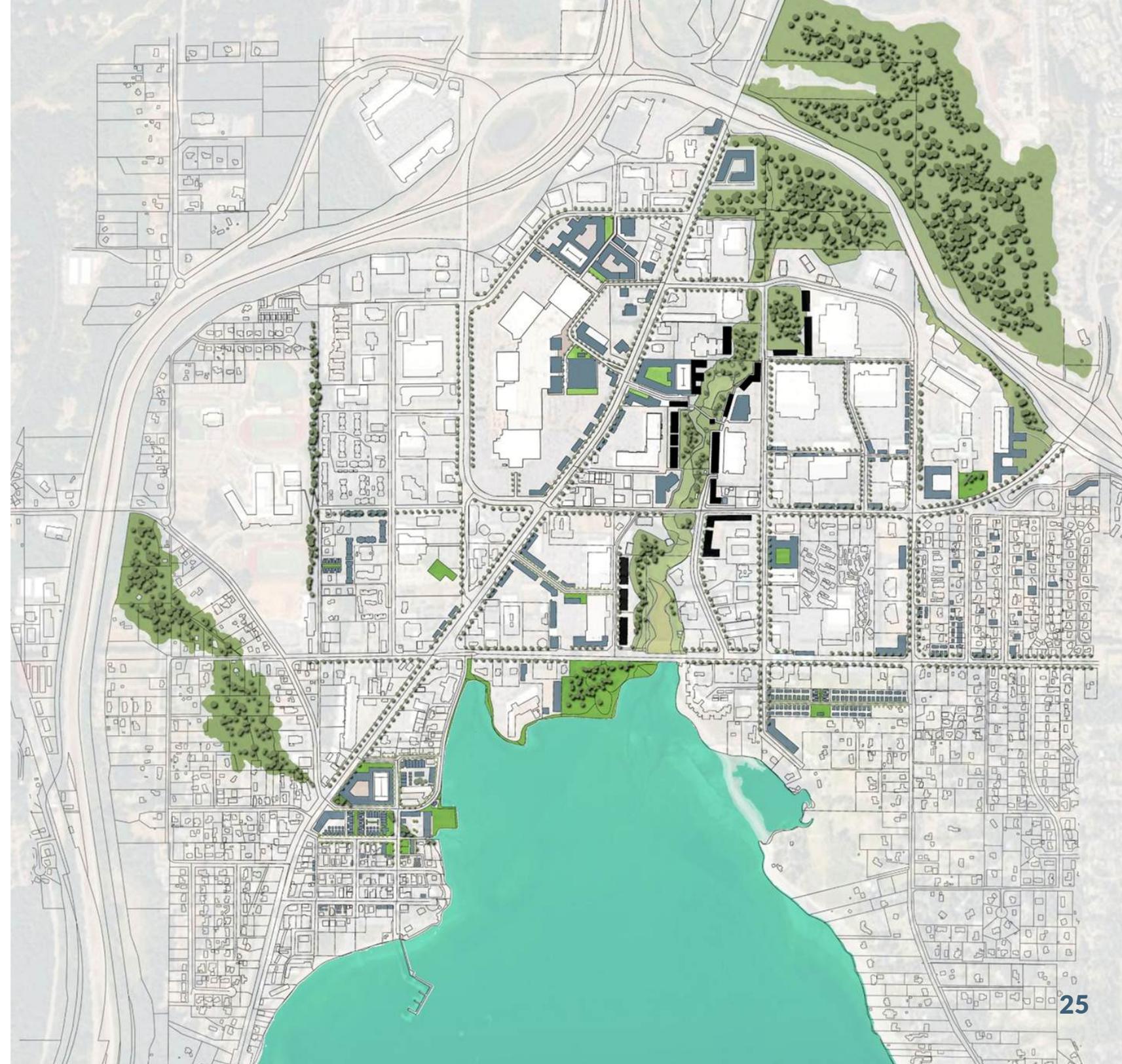
Adaptive/flexible structures - Designing with taller ground floors, generous floor-to-floor heights, flat slabs, and wider layouts allows future conversion for uses like courtyards or other functions



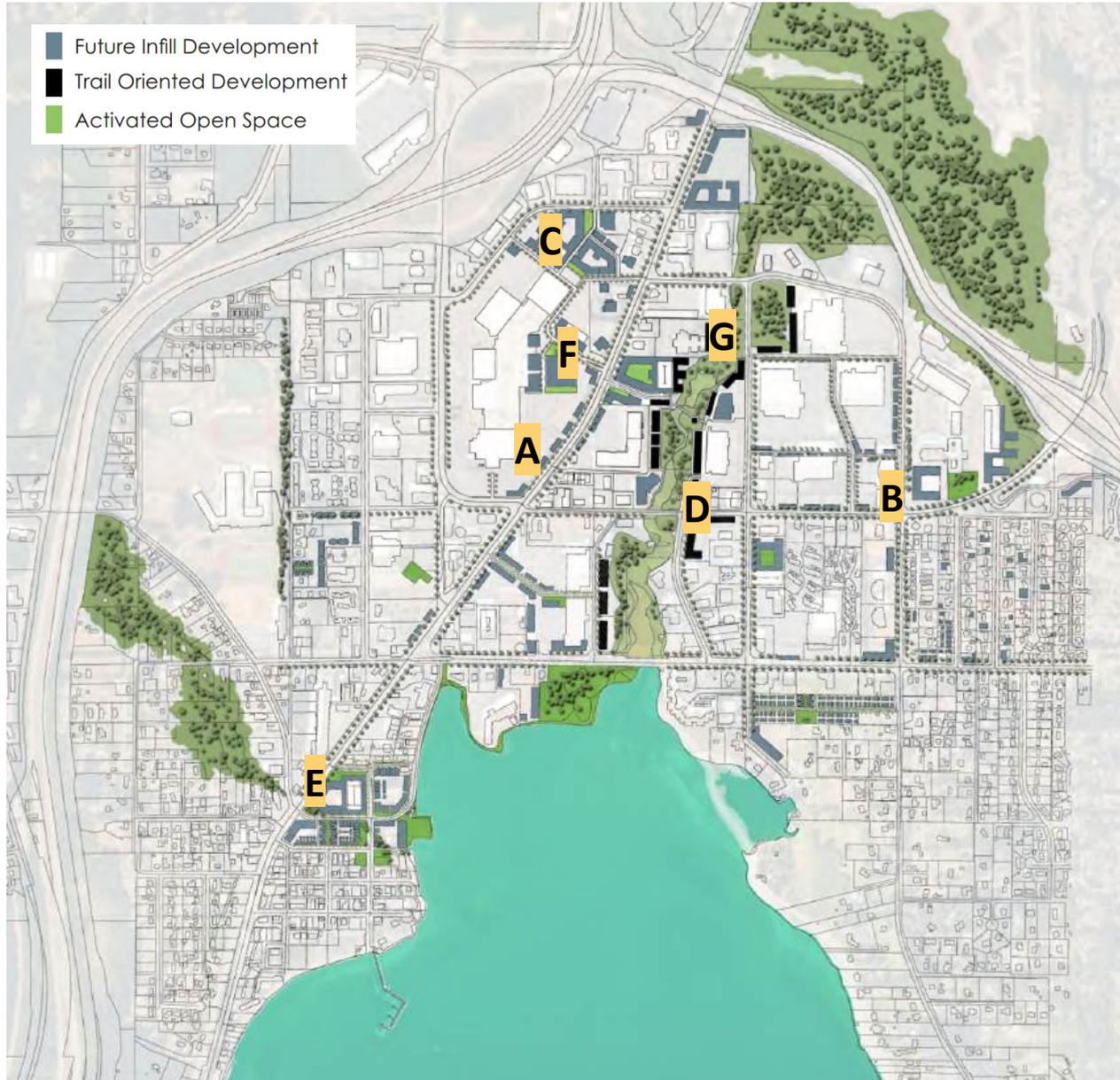
# Urban Design & Infill Redevelopment

# Conceptual Plan

- Future Infill Development
- Trail Oriented Development
- Activated Open Space



# Infill Redevelopment Application



**A** **Liner buildings** fronting on major arterials and liner building types specifically designed to help manage elevation changes to facilitate connectivity and pedestrian access



**B** **Introducing modestly larger multi-unit building types** as a strategy for incremental densification



**C** **Redevelopment of impervious surface parking lots** with higher-value uses, like multi-family/mixed use, and public open space



**D** **Activated nodes at the interface** between the linear park/creek boardwalks and the adjoining urban fabric



**E** **Infill development in Historic Old Town** designed to not overwhelm the scale and feel of the existing community building fabric

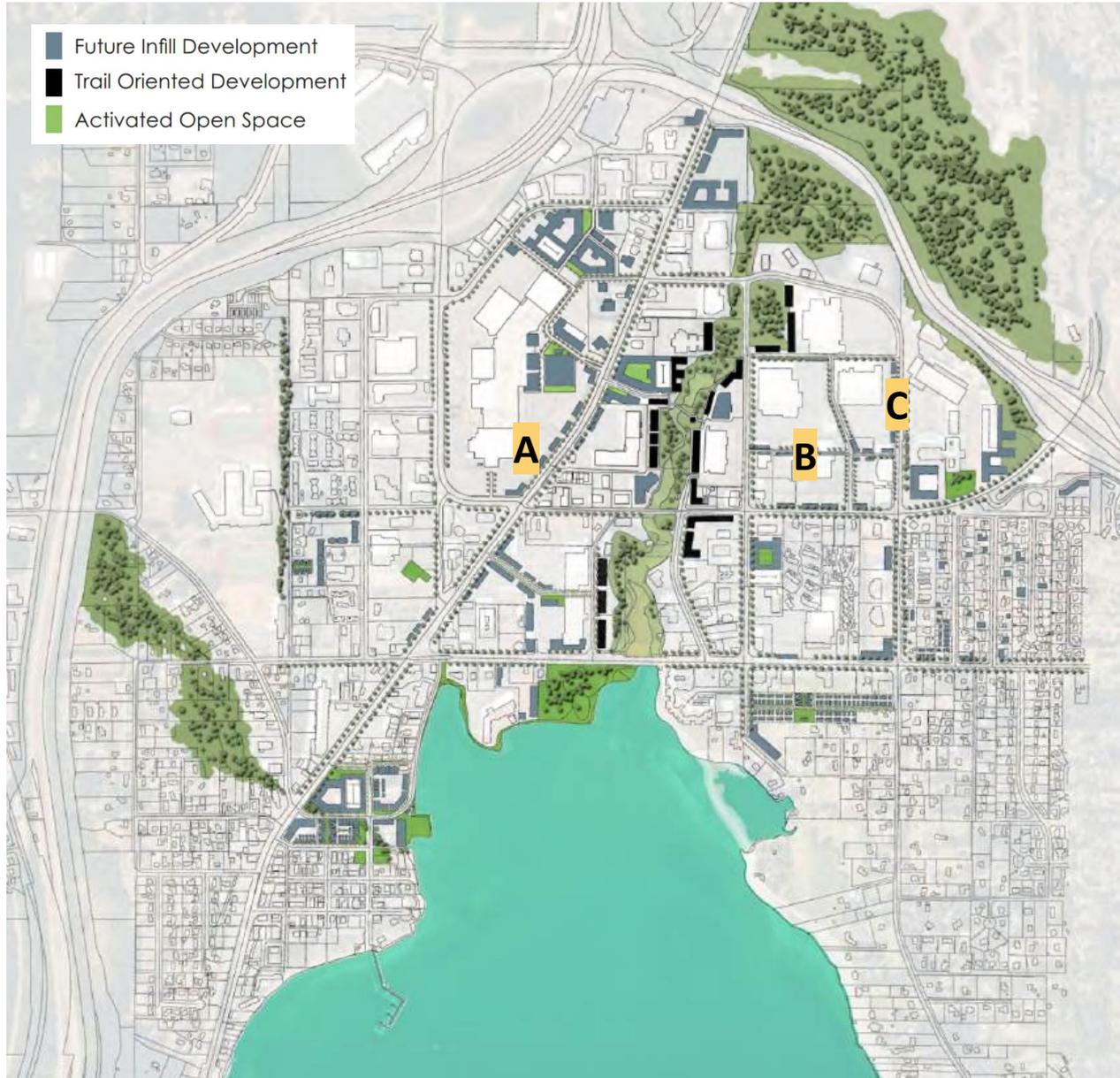


**F** **New urban fabric and street connections fully integrated with the existing mall pedestrian network**, to support new outdoor public event spaces with outdoor dining, etc.



**Clear Creek Trail as a community backbone**, serving as an east-west connection and the “front/back yard” for future homes and local amenities

# Liner building concepts - application



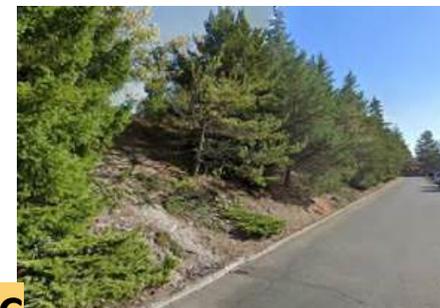
A

**Liner buildings fronting on major arterials (existing parking lots), with an enhanced pedestrian environment including wider sidewalks, street trees, and pedestrian-scaled lighting**



B

**Liner buildings fronting on major arterials (big box blank walls), with an enhanced pedestrian environment including wider sidewalks, street trees, and pedestrian-scaled lighting**



C

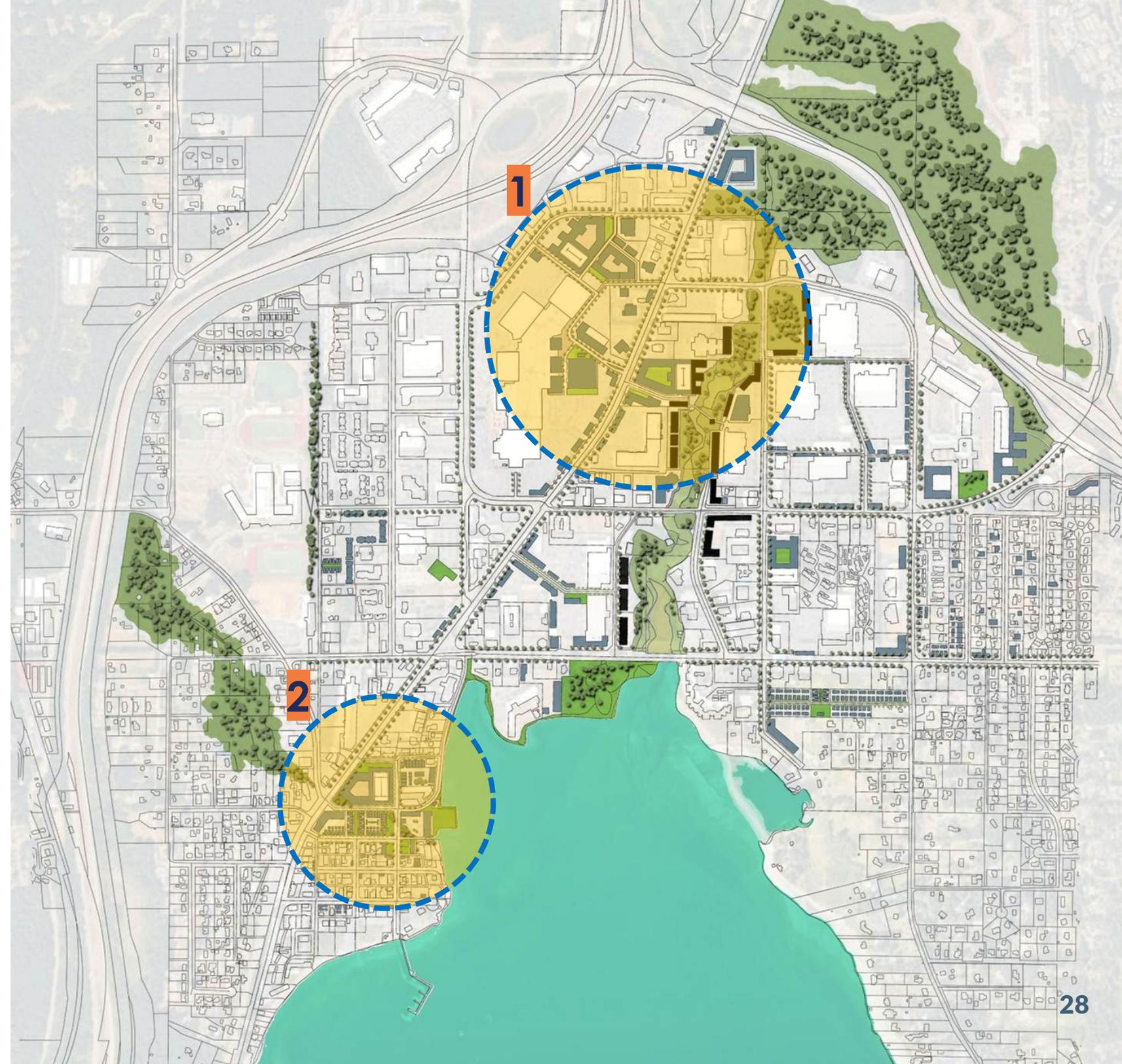
**Liner building types specifically designed to help manage elevation changes to facilitate connectivity and pedestrian access.**



# Infill Redevelopment: Study Areas

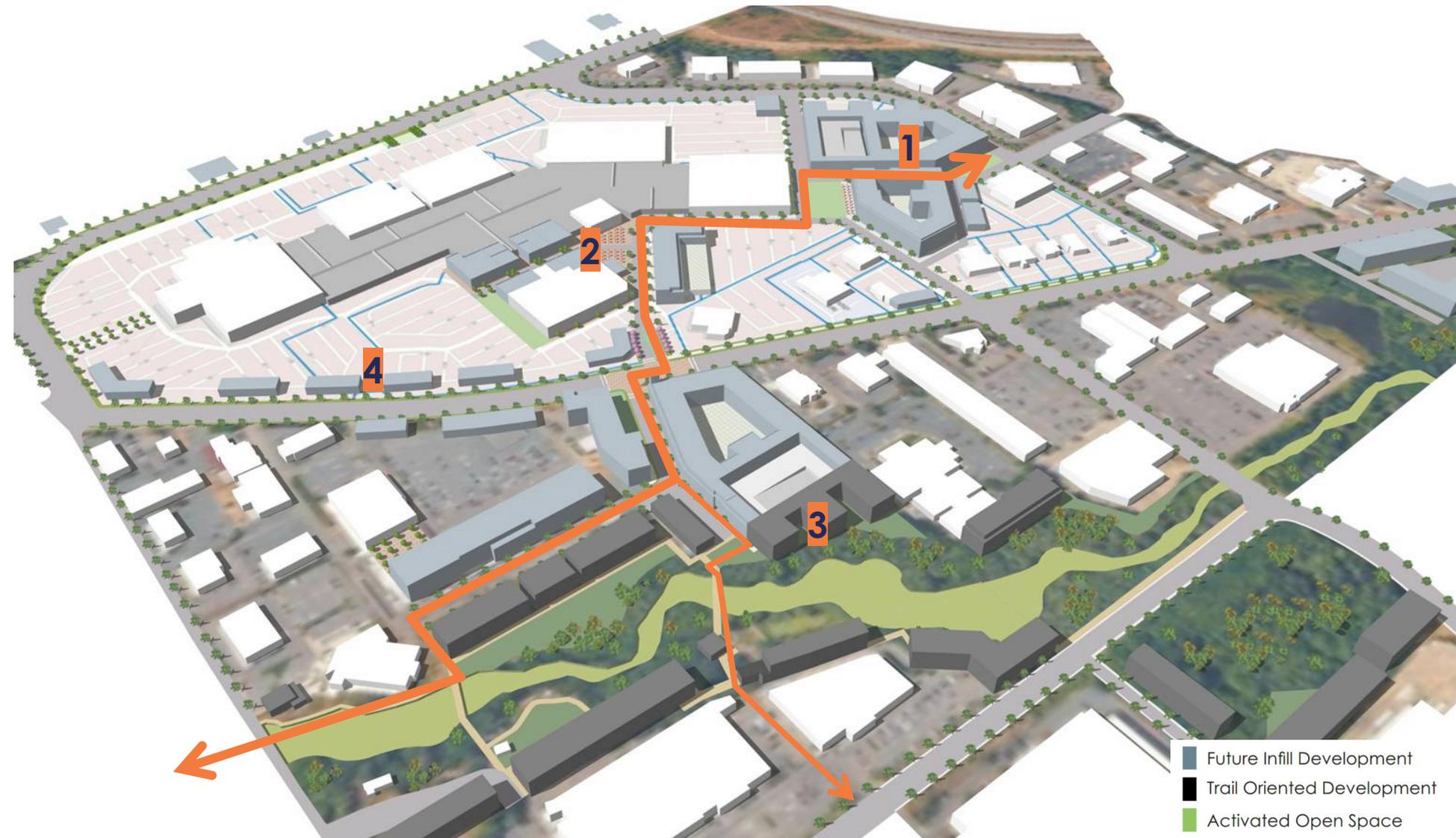
**1** Mall – Creek Area

**2** Old Town Transition Area



# Mall-Creek Area

- 1** Under-utilized surface parking lots are redeveloped with **new Multi-family buildings**
- 2** New **urban “street”** cuts between a vacant Anchor space, re-tenanted as a Family Entertainment Center, and the existing mall common areas
- 3** Smaller-scale **trail-oriented development, east-west connection**
- 4** **Street activation** - Liner buildings fronting on major arterials



# Mall-Creek Area



# Old Town Transition

- 1 New Infill Multifamily/ Mixed-Use w/Structured Parking
- 2 New Infill SFA, and small Multi-unit residential
- 3 Shoreline walking path and New Waterfront Park
- 4 Small-scale infill Commercial/mixed- Use
- 5 Day-lit Strawberry Creek



- Small-scale/shallow depth commercial buildings, pulled up to sidewalk/on-street public



- Future Infill Development
- Trail Oriented Development
- Activated Open Space

# Old Town Transition



- New two-block infill/redevelopment and new public thoroughfare showing a range of housing types and densities as a transition from the small-scale organic Old Town fabric transitioning toward the Silverdale Way frontage and more higher density zoning to the north.
- New public waterfront park, and smaller pocket parks as well as small-site infill commercial building types.



Top: Before view at the intersection of Silverdale Way and Anderson Hill Rd.  
Bottom: Incremental densification – Multifamily infill building

# Next Steps

## Low Stress Network

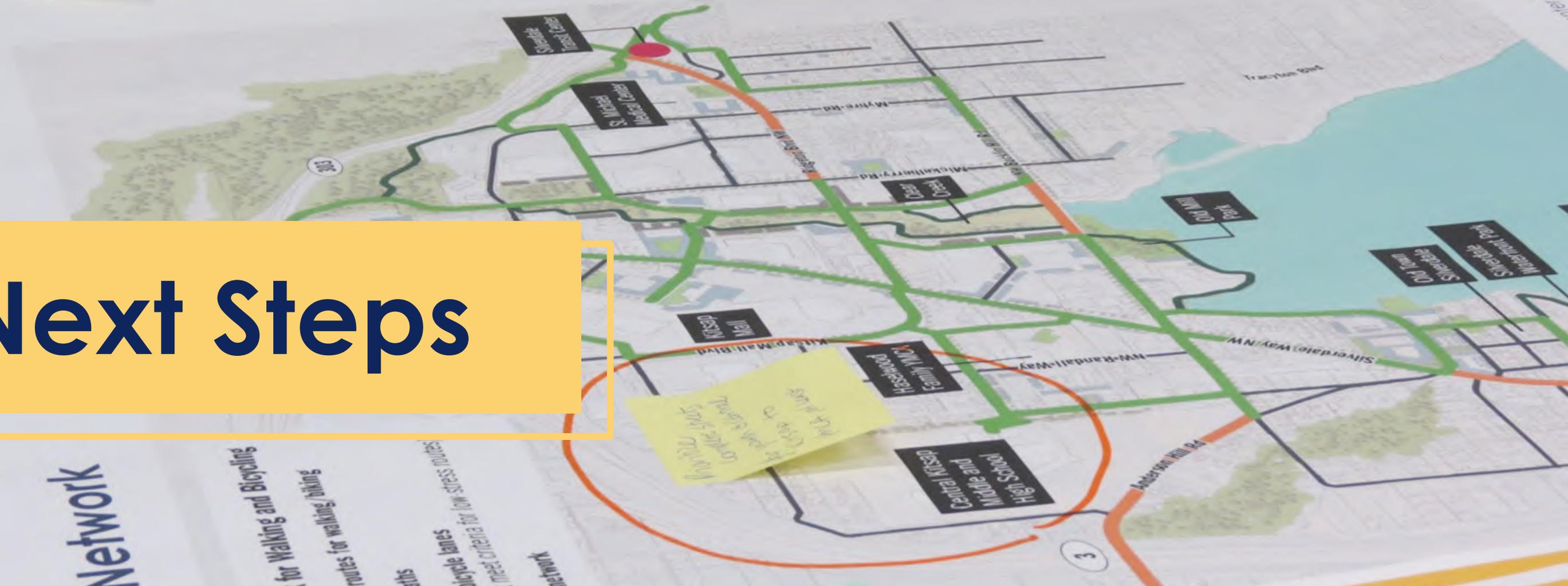
Long-term Network for Walking and Bicycling

- Low-stress routes for walking/biking
- Low-stress routes for low-stress routes
- Walking paths
- Existing bicycle lanes
- Existing bicycle lanes for low-stress routes (may not meet criteria for low-stress routes)
- Streets network

parking lot  
legislation  
will have effects  
parking requirements

High school  
middle and  
central school

Complete Streets



Handwritten notes on yellow sticky notes at the top of the page, including phrases like 'High school', 'middle and central school', and 'parking lot'.

# Next Steps



Vision & Opportunities



Regional Center Plan



Design Standards



# Incorporate 9/30 Workshop Feedback into action items

## Transit & Mobility

- **High-priority transit loop aligned with Kitsap Transit Plan**
- **Complete Streets policy**
- Ferry & shuttle integration
- Pursue grants/funding

## Parking & Land Use

- **Revisit parking requirements** for redevelopment
- Flexible parking: shared, priced, or timed

## Trails & Connectivity

- Strengthen and connect trails (esp. Clear Creek Trail)
- Link trails to schools, mall, neighborhoods
- **Improve wayfinding/signage**
- **Address private property limits on connectivity**

## Housing & Development

- **Prioritize workforce/middle-income & missing middle housing**
- **Relax regulations to incentivize development**
- Consider MFTE for Silverdale
- TOD along transit corridors
- Mall, Old Town standards

## Urban Form & Vision

- **Promote “15-minute community” access**
- Connect activity zones in Silverdale center
- **Use design standards to highlight local identity**
- Integrate functional greenspace

## Infrastructure & Environment

- **Plan transit to support higher-density**
- Manage congestion, air quality, sea-level rise
- Consider urban exception for stream setbacks to allow infill

## Economic Dev & Financing

- **Explore TIF, MFTE, opportunity zones**
- **Partner with landowners for transit uses**
- **Promote public/private partnerships**

## Partnerships & Engagement

- **Collaborate with Port & stakeholders**
- Maintain ongoing community involvement

# Next Steps - Considerations

## **Coordination with Existing Projects**

Factor in recently completed or in-progress road projects (e.g., Ridgetop, Silverdale Way) when planning near-term improvements.

## **Alignment with key long-range plans**

Comprehensive plan, Kitsap Transit Plan etc.

## **Housing Growth & Infrastructure Considerations**

Long-term planning should consider adjacent and satellite areas around Silverdale Center. Several areas are zoning for high-density and will influence overall community development, so a strategic approach is essential to guide how the Silverdale evolves.

## **PSRC Requirements**

Consistency with PSRC's Vision 2050 framework and requirements for growth management, transportation concurrency, and regional coordination. This includes meeting targets for housing, jobs, and transit-oriented development, as well as integrating climate, environmental, and equity considerations.





# Thank you!

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**BERK ParametriX**

**SH&A**  
SETH HARRY & ASSOCIATES ARCHITECTS & PLANNERS