



# Silverdale Center Plan and Design Standards

## Community Kick-Off and Visioning Workshop

May 15<sup>th</sup>, 2025



**BERK**

# Meet the Consultant Team



**Taskina Tareen**  
Project Manager, UD +  
Planning Support



**Ferdouse Oneza**  
Project Director



**Fred Young**  
Transportation +  
Connectivity Lead

■ **BERK:** Subarea Planning, Stakeholder Engagement, Placemaking, Mapping & Visualization, Implementation Strategies, Policy Tool Development

■ **Parametrix:** Transportation Planning, Connectivity & Mobility, Wayfinding, Utilities & Infrastructure

■ **Seth Harry & Associates:** Architecture & Urban Design, Form-Based Codes & Design Standards, Public Realm & Placemaking, Redevelopment Frameworks



**Ana Costa**  
Planning Analyst, GIS  
Support



**Lisa Grueter**  
Subarea Planning Strategic  
Advisor



**Seth Harry**  
Design Visioning +  
Standards Lead



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GIS and Engagement  
Support



## Kitsap County Staff

**Colin Poff**  
(Planning Supervisor)

**Jim Rogers**  
(Long Range Planner)

# Tonight's Agenda

**5:30**

Welcome &  
Group Polls

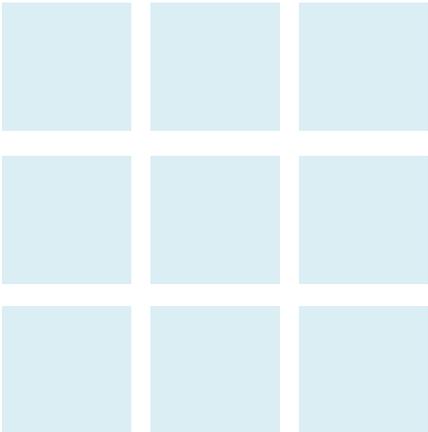
**5:45**

Project  
Overview

Silverdale  
Today

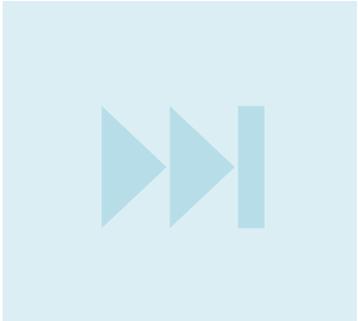
**6:05**

Visioning  
Small Groups



**6:45**

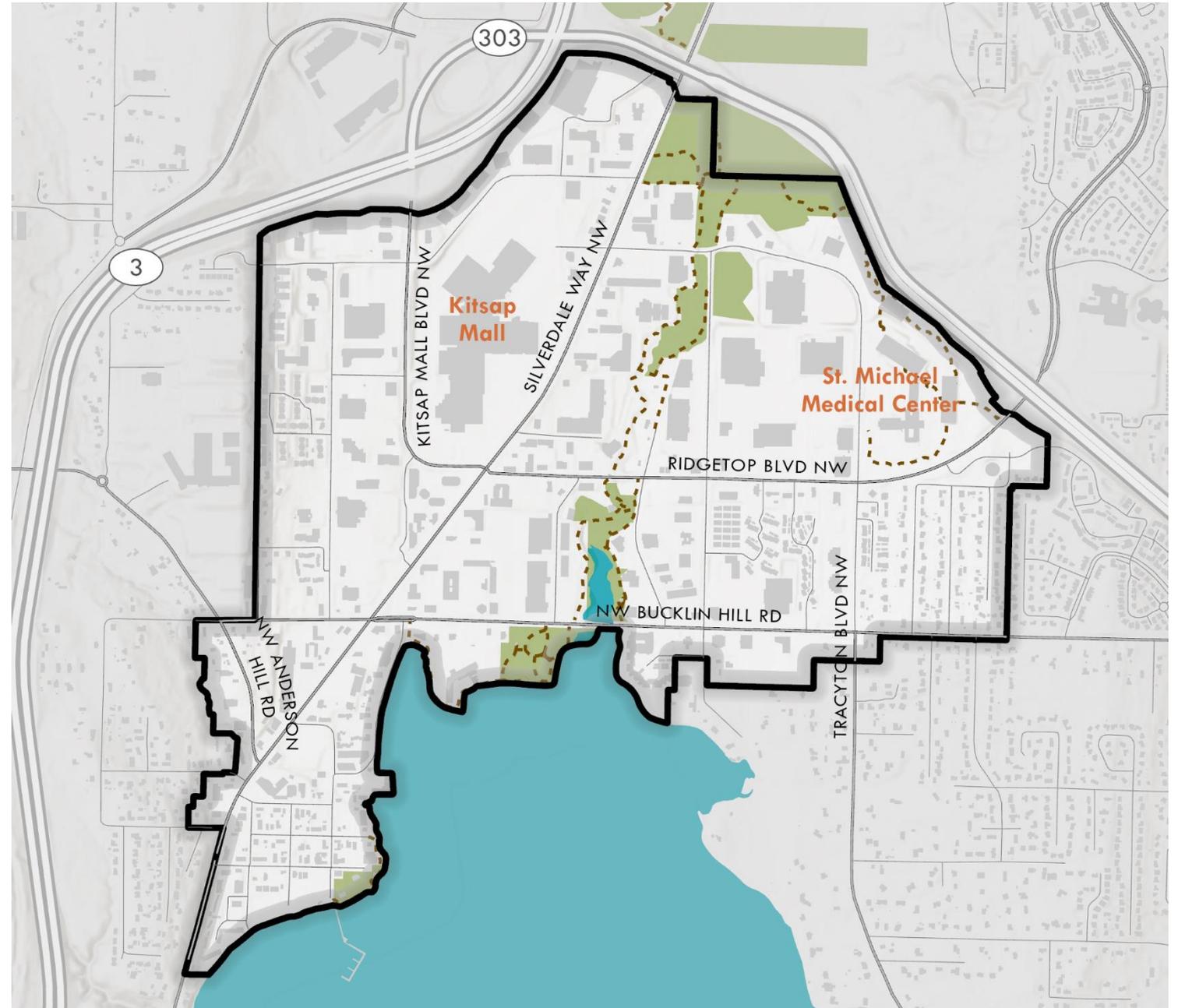
Report out &  
Next Steps



# Why We're Here Today

Silverdale Regional Center:

- **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 **types of investments** do we want see? Where?
- How do we **imagine Silverdale's identity evolving** over the next 20 years?



Silverdale Center Plan Boundary

# Opening Polls

*(Results attached separately)*



# Q 1: What's your connection to the Silverdale Center?

- I live in or near the area
- I work here
- I visit for recreation or leisure
- I attend school nearby
- I own a business here
- I shop here
- I use nearby healthcare services
- I provide services in the area
- I regularly drive through the area
- Other (tell us in the chat!)

**Q 2: What's your favorite place, feature, or thing about the Silverdale Center?**

**Q 3: If you had to describe the Silverdale Center's identity today in a sentence or two, what would you say?**

# Project Overview



# Project Objectives

- Silverdale Center Plan was updated as part of the 2024 Comprehensive Plan update
- **What's needed?**
  - Updated community 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



## 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.

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## Remember: A long-term view!

- Transformation will not happen overnight, occur **gradually over time**.
- Future development should **reflect the community vision**
- Prioritizing and phasing of **key infrastructure projects**
- Paths towards **realizing and funding** these projects
- Guidance on the **roles different stakeholders will play**.

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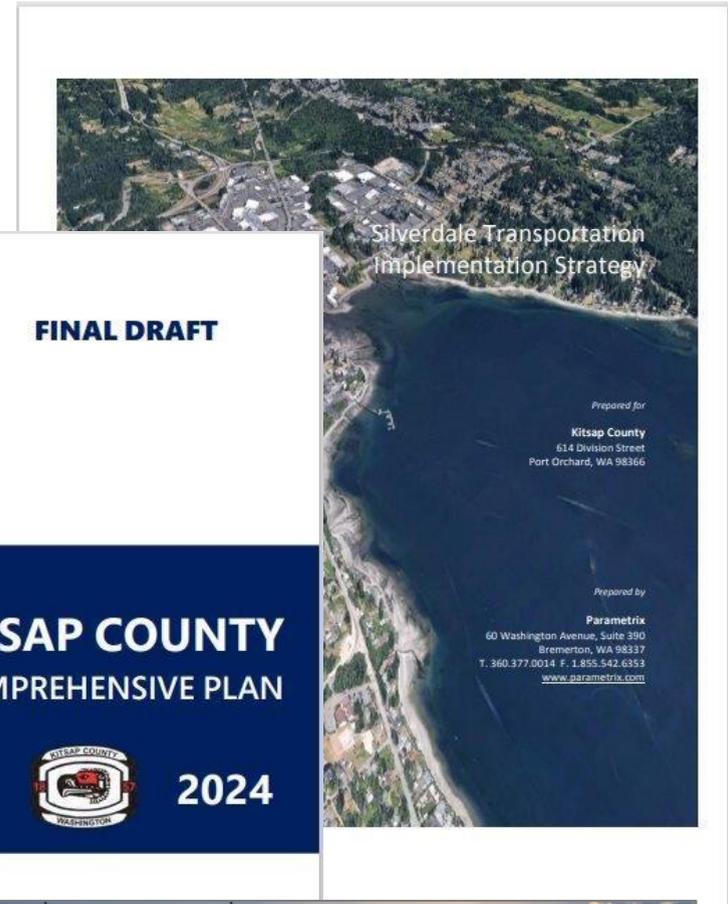


## Tonight: Visioning the Center's future

- Be bold, creative, and forward-thinking
- Stay grounded in what makes sense for the Silverdale Community
- What could the Center become in 5, 10, 15, and 20 years?
- For those who live, work, visit, and connect here – today and tomorrow

# 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.



*and in collaboration with You!*

# Timeline & Phases



# Project Timeline



**Vision & Opportunities**



**Draft Regional Center Plan**



**Draft Design Standards**



**Final Submission**



**We are here!**

# Project Parts



## 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

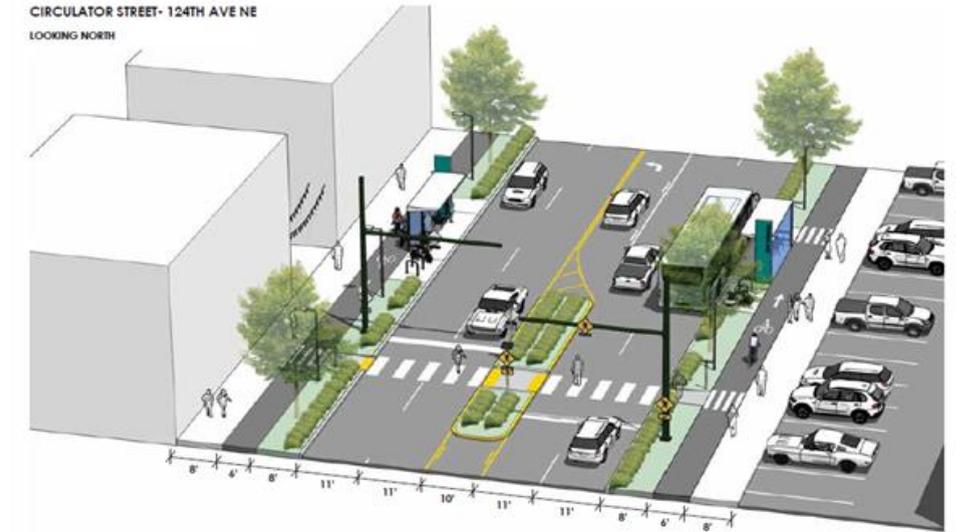
- How do we **clearly translate our development vision** so everyone—inside and outside the community—understands it?
- What **design standards and policies can guide future development** while staying flexible as needs change?
- How do we make sure our guidelines **support great ideas without limiting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

# Regional Center Plan - Connectivity Improvements



2018 Silverdale Transportation Implementation Strategy

## CIRCULATOR STREET - 124TH AVE NE

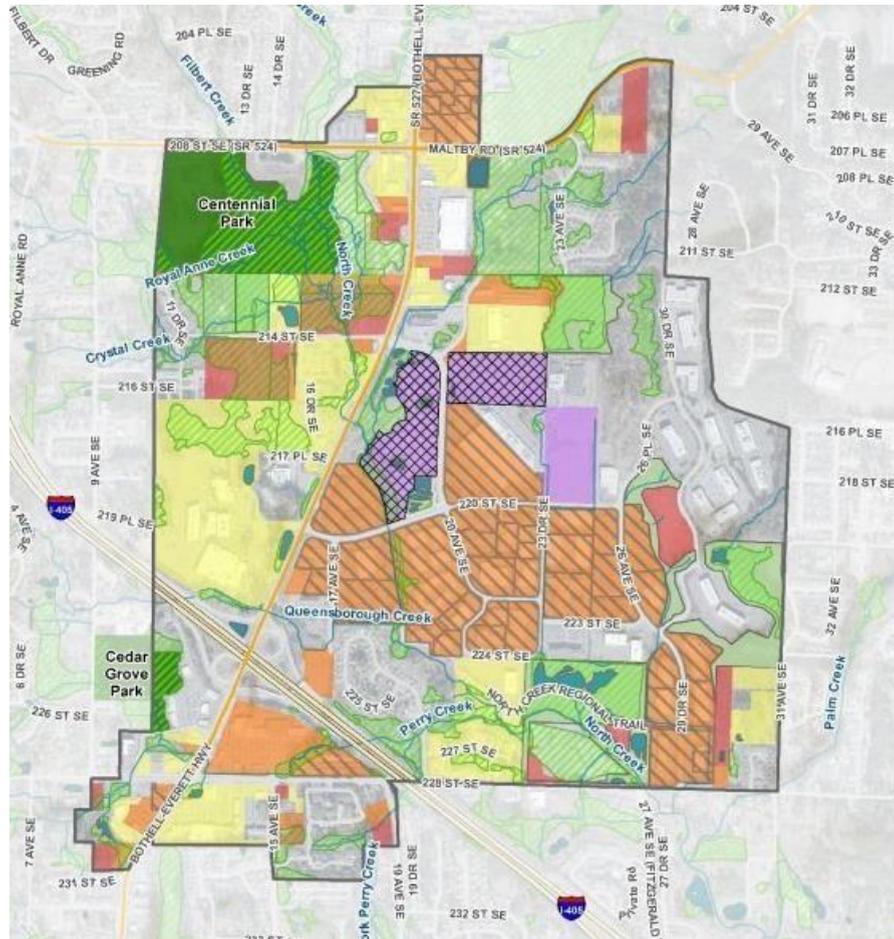


## LIVE WORK RETAIL STREET



Example: Totem Lake Street Typologies, Parametrix

# Regional Center Plan - Land use and Development



- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| Additional Area to Include in Study | Pipeline Development                |
| Bothell Parks                       | Partially-Used Property             |
| Public and Private Open Space       | Redevelopable Property              |
| Wetlands                            | Vacant Property                     |
| Water Bodies                        | Pipeline - Preliminary Review       |
| Rivers and Streams                  | Snohomish County 2035 Redevelopable |

Example: Bothell Canyon Park - Buildable Lands, BERK



Example: Suburban Retrofit Sketch, (Seth Harry & Associates)



Example: Village at Rochester Hills, MI (Seth Harry & Associates)

What frameworks can guide a shift to a vibrant, mixed-use community where people can live, work, and thrive?

# Design Standards

**A** Facade Articulation  
**Windows & Transparency**

**C** Articulation and transparency of all faces of a building are important, but those facing streets, Parks, and Open Space are most critical. Transparency in the building facade adds visual interest, contributes to a sense of liveliness on the street, and improves safety through natural surveillance. At a building's Lower Stories, a series of clear and unobstructed views both into and out of buildings enriches the urban experience for pedestrians and building occupants alike.

**D** **Intent Statements**

**3.E** To provide a minimum level of transparency on all facades

**3.F** To ensure that building activities are visible from the Public Realm and vice versa

**3.G** To ensure that building facades do not cause glare or negative impacts to the Public Realm

**3.H** To encourage well-detailed fenestration and curtain wall designs

**G** **DENVER ZONING CODE TRANSPARENCY REQUIREMENTS**

The Denver Zoning Code requires a minimum percentage of Street Level transparency (the total linear feet of windows or permitted alternatives along the Street Level facade) to provide visual interest, and activate the street and sidewalk. The design standards and guidelines in this section are intended to build on Denver Zoning Code Street Level transparency requirements.

**B** **Additional Information**

Windows & Transparency  
Denver Zoning Code  
Section 22.01

**E** **Design Standards**

**3.20** Street Level transparent facade areas shall be located to provide visibility into the Street Level Active Uses required by the Denver Zoning Code.

**3.21** Street Level windows shall use transparent glass with a maximum visible light reflectance of approximately 0.15 to allow pedestrians to view the activity within the building.

**F**

- Clear glass for wall openings, i.e., doors and windows, shall be used along all Street Level facades for maximum transparency, especially in conjunction with retail uses
- Dark tinted, reflective or opaque glazing is not permitted for any required wall opening along Street Level facades
- Required transparency at the Primary Street Facing Facades shall not be blocked by signage, furnishings, or displays
- Highly Reflective or mirrored glazing shall not be allowed

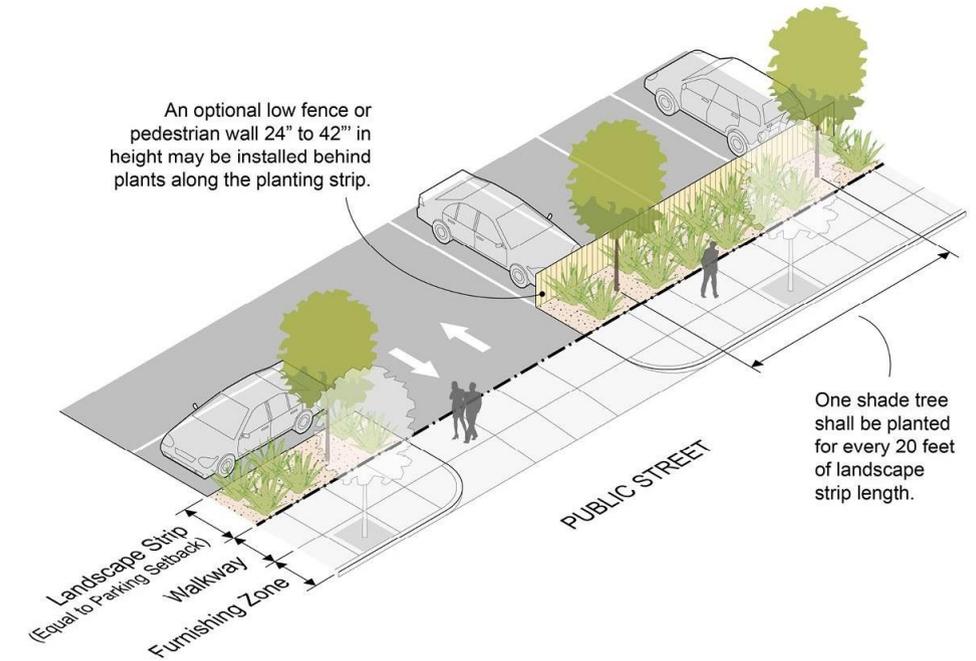
**H**

**I**



- A** **Topic or Subtopic** is also identified in the heading.
- B** **Location** of topic or subtopic within the chapter.
- C** **Narrative** of the design goals for each topic or subtopic.
- D** **Intent Statements** establish the objectives to be achieved for each topic or subtopic and may also be used to determine the appropriateness of alternative or innovative approaches that do not meet specific design standards.
- E** **Design Standards** set prescriptive criteria for achieving the intent statements. They are numbered by chapter for reference and use the term "shall" to indicate that compliance is expected.
- E** **Design Guidelines** provide additional suggestions to achieve the intent statements. They are numbered by chapter for reference and use the term "should" or "consider."

- F** **Additional Information** is provided as a bulleted list beneath some standards and guidelines to describe more detailed concepts or appropriate approaches and strategies, but is not intended to be an exhaustive list or set of requirements.
- G** **Sidebar**s provide background information on the design topic or relationship to the Denver Zoning Code.
- H** **Photographs and Diagrams** visually describe the standards and guidelines.
- I** **Underlined Text** indicates cross references to related document topics and website hyperlinks (in PDF version). **Capitalized Text** indicates defined terms in the glossary.



Example: Downtown Design Standards, Denver, CO

Example: Beverly Design Standards, MA, Utile Inc.

# Engagement Opportunities

● County + Consultant

○ County Led



**Vision & Opportunities**



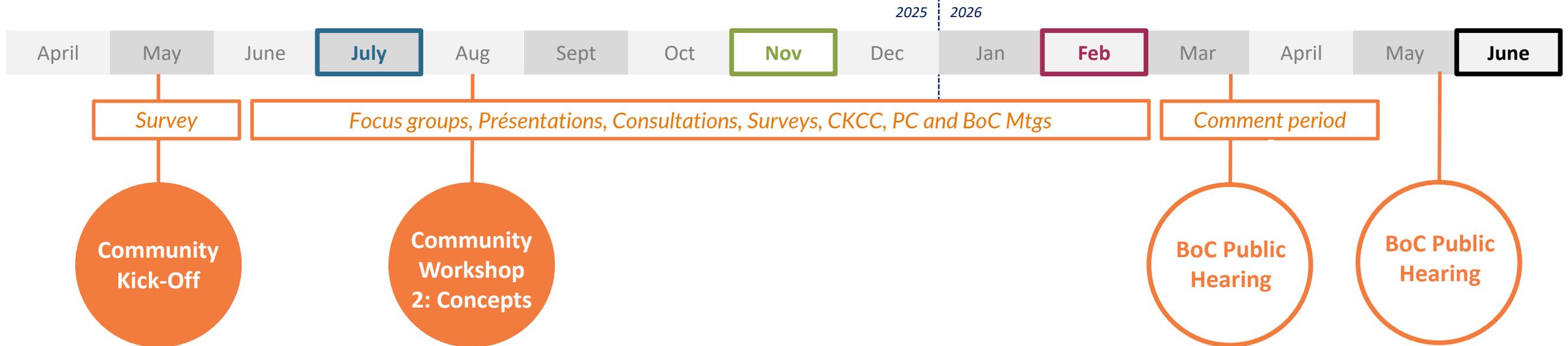
**Draft Regional Center Plan**



**Draft Design Standards**



**Final Submission**



**We are here!**

# Silverdale Today



# Take a look back



**Early Days**

Sa'quad

One of the names used by the Suquamish tribe to refer to the Clear Creek camping ground, the estuary, and Dyes Inlet. The Suquamish had a winter village in Silverdale.

**1850s**

Logging and farming

Loggers began their operations on the shoreline and then moved inland.

**1920s**

Commercial port

Silverdale residents voted in favor of establishing a port district to be known as "Port of Silverdale."

**1980s**

Kitsap Mall

Silverdale has been known as the county's retail hub, a shift sparked by the opening of Kitsap Mall.

**1990s**

UGA

The Silverdale UGA was established in 1998 with the adoption of the Kitsap County Comp Plan. In 2006, it was Expanded and the Subarea Plan (SAP) was adopted.

**Today**

SAP

Kitsap County is updating the SAP and associated Design Standards.

# Community Profile



	Population	No. of households	Owner vs Renter Occupied	Median Household Income
Silverdale	21,046	8,490	53% - 47%	\$101,400
Kitsap County	276,581	107,264	70% - 30%	\$98,500

# Center - Community Features



Silverdale Waterfront Park



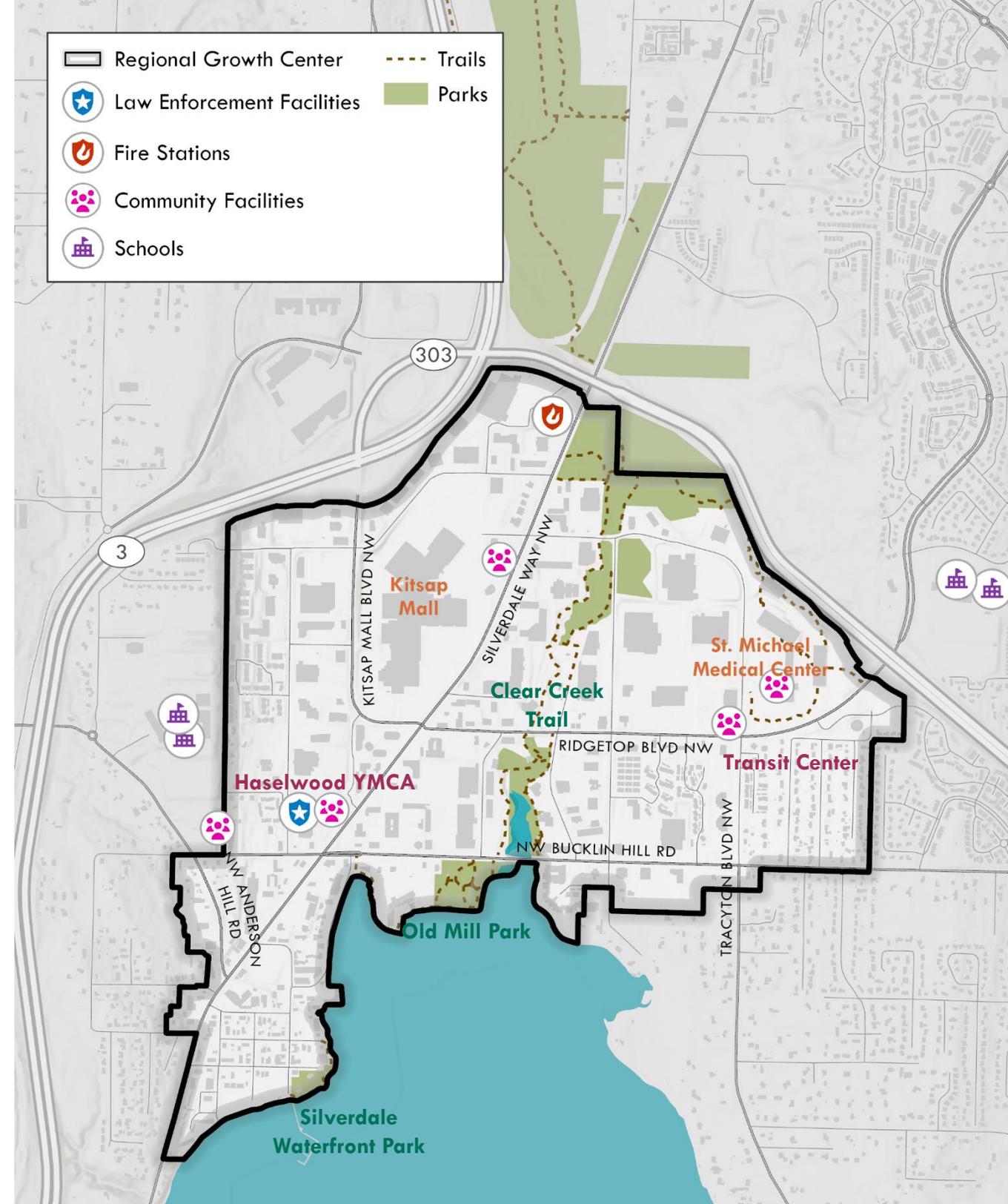
Clear Creek Trail



Haselwood YMCA



Silverdale Community Church

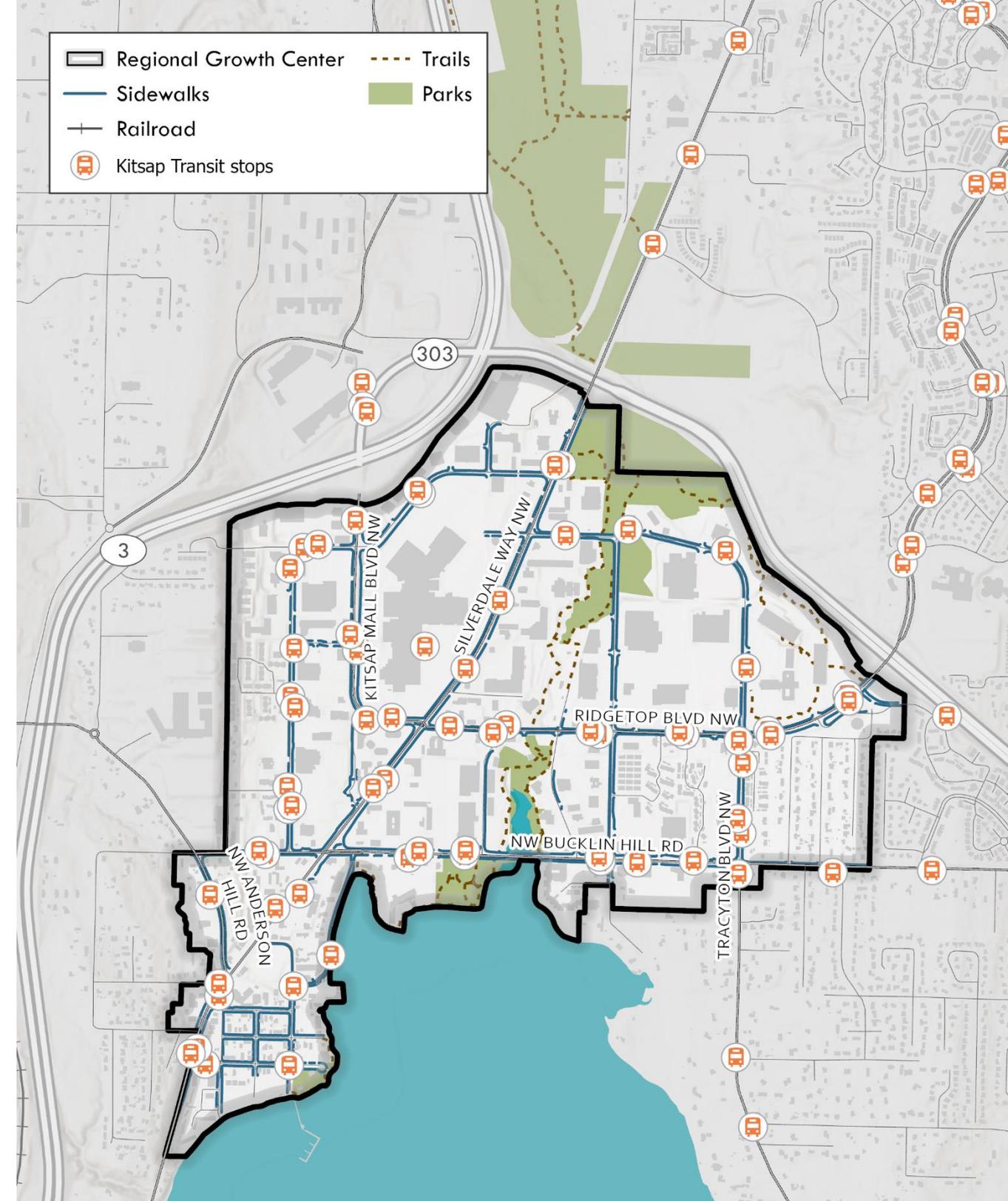


# Transportation + Connectivity

- June 2024: Silverdale Transit Center (STC) - enhance public transportation in the region; increase route connections throughout the county and bolster its growing electric bus fleet.



Elisha Meyer/Kitsap News Group photos The new Silverdale Transit Center in Central Kitsap.



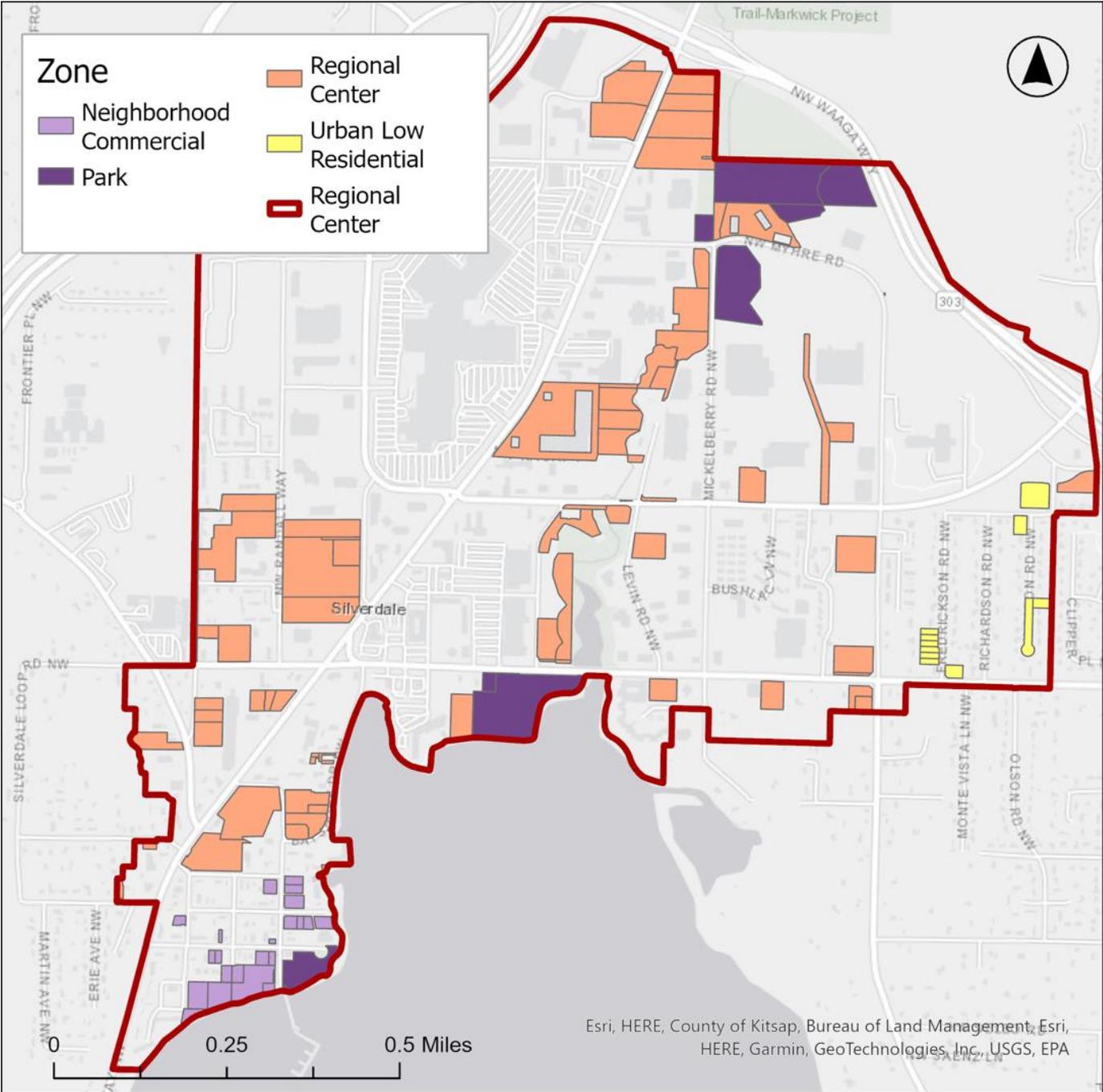
# Commercial/Retail Activity

- Retail hub - characterized by its larger stores and diverse shopping options.



Data Source: EConorthwest, Kitsap County Assessor Data

# Vacant/Underdeveloped



Data Source: EConorthwest, Kitsap County Assessor Data

# Development Stock



Old Town businesses



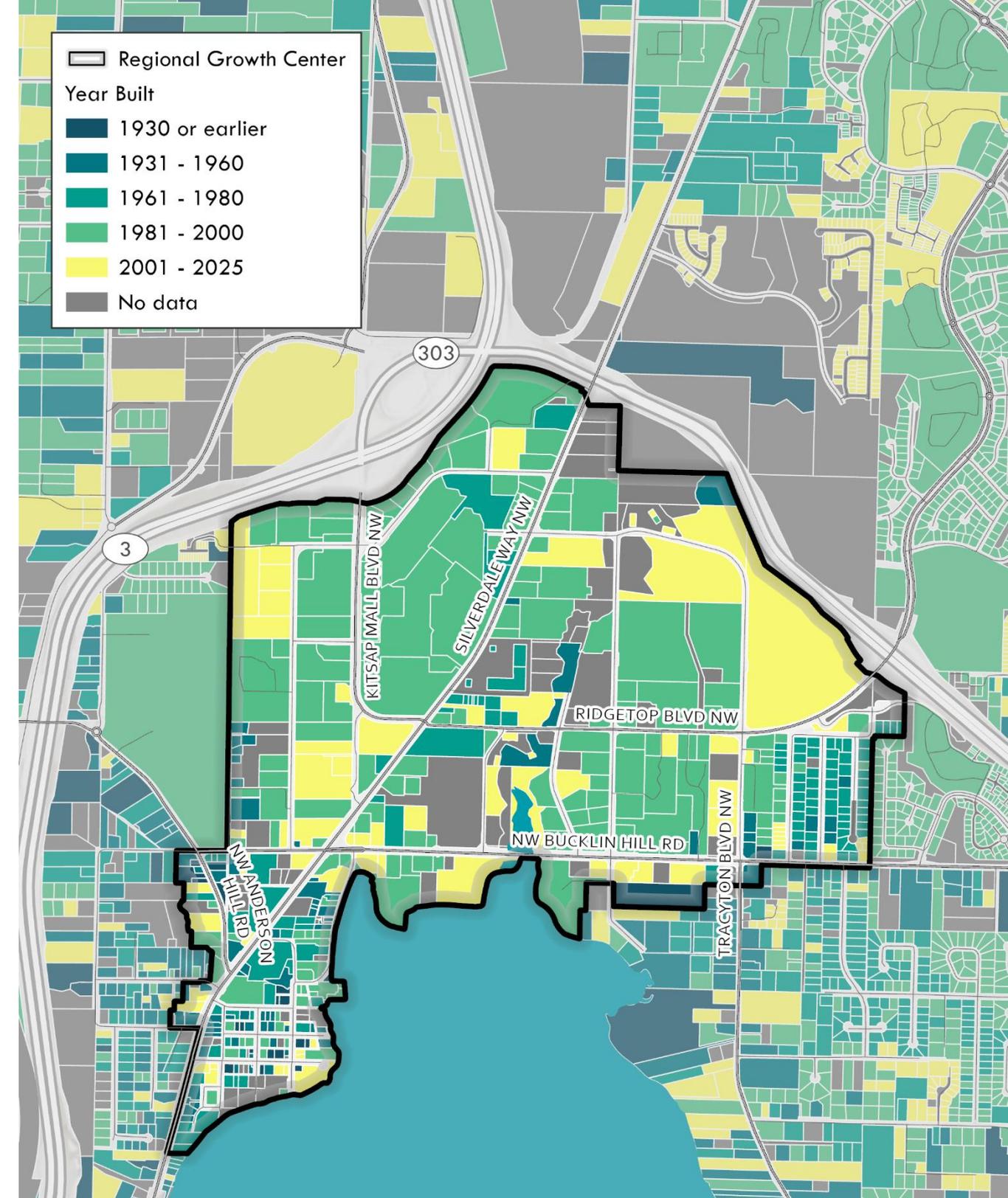
Larger commercial buildings tend to be older (over 35 years old – built prior to 1990)



Highlands at Silverdale, 2024



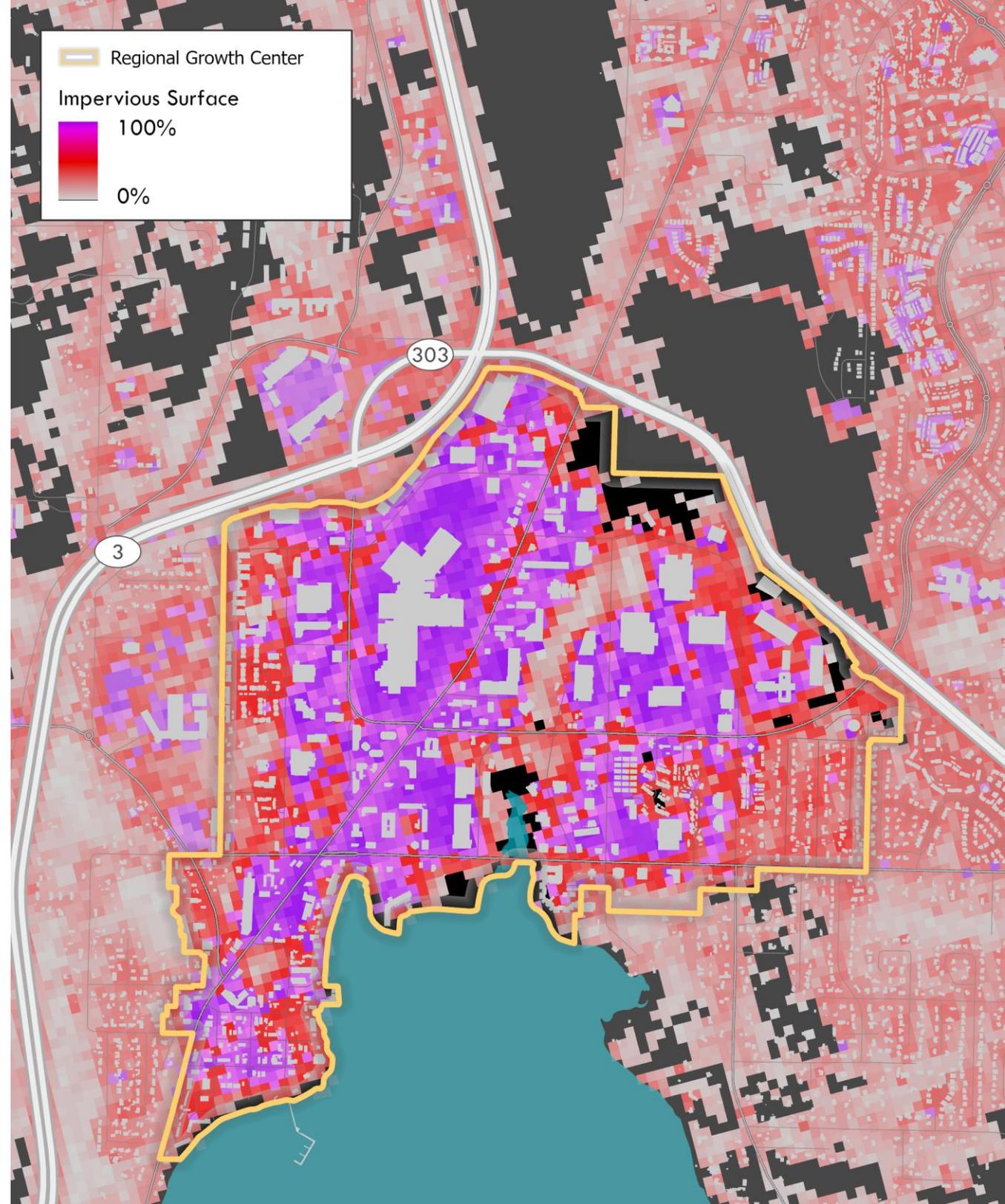
St. Michael Medical Center Acute Care Expansion (2020)



# Development Patterns



# Impervious surface area



# Group Polls Part II

*(Results attached separately)*



# Q 4: What are three things that you love about the Silverdale Center today?

- Central location and regional accessibility
- Job opportunities and economic activity
- Variety of shopping and dining options
- Local schools and educational opportunities
- Healthcare and medical services
- Natural beauty, Dyes Inlet waterfront, and scenic views
- Parks and trails
- Sense of Community
- Other (tell us in the chat!)

# Q 5: What are three big improvements or changes you would like to see at Silverdale Center?

- Support and grow local businesses
- Improve walkability and bike infrastructure
- Add parks, plazas, and green, multi-use spaces
- Strengthen connections between key areas
- Increase tree-lined streets for shade and beauty
- Create welcoming community gathering spots
- Expand dining options for workers and visitors
- Enhance public art and beautify shared spaces
- Improve waterfront access and recreation
- Better transit connections and mobility options
- Other (tell us in the chat!)

# Q 6: What do you hope Silverdale becomes over the next 20 years?

- **A vibrant, walkable and transit-oriented regional hub** with a mix of housing, jobs, retail, arts, and culture—designed for people, not cars.
- **A community with diverse and affordable housing options** that support people of all ages, incomes, and life stages.
- **A thriving commercial and medical center** with upgraded public infrastructure, modern amenities, and welcoming spaces for workers and visitors alike.
- **A regional leader in innovation and jobs**, attracting new industries, supporting local entrepreneurs, and offering career training for the future.
- **An inclusive, multigenerational community** with public spaces, housing, and services designed to support people of all ages, backgrounds, and abilities.
- **A signature waterfront district** on Dyes Inlet, with public walkways, open spaces, marinas, restaurants, and year-round recreation for all.
- **A model for sustainable living and environment-friendly design**, incorporating low impact design, green buildings, renewable energy, nature-friendly design, and a connected network of parks and trails.

# Tonight's Activity



# Small Group Discussions *(results attached separately)*

- **Commercial Development & Services:** What types of businesses or services would you like to see more of in the Silverdale Center and where?
- **Housing:** With housing set to shape the future of Silverdale, what types of housing would best serve the community and where should it go?
- **Third Spaces:** Places where people go to gather outside of home and work are essential to community life — what kinds would you like to see in Silverdale?
- **Mobility & Connectivity:** How do you usually get around Silverdale, and where would you like to see transportation/mobility improvements?



# Example: Third Spaces/Parks and Open Spaces

“Third spaces” (places to gather outside of home and work) are essential to community life — what kinds would you like to see in the Silverdale Center?

Options (for inspiration):



Community centers or event spaces



Arts and Culture focused



Indoor Activity (e.g. arcades, sports, youth centers, classes)



Live music venues, events, theatres



Cafes, libraries, bookstores



Parks/Flexible open spaces



Parks with amenities (e.g. playgrounds, picnic areas, splash pads)



Connected trails/multi-use paths



Pocket parks (smaller, easy to walk to)



Public infrastructure like plazas, street furniture, walkways etc.



Waterfront access and amenities



Dog parks

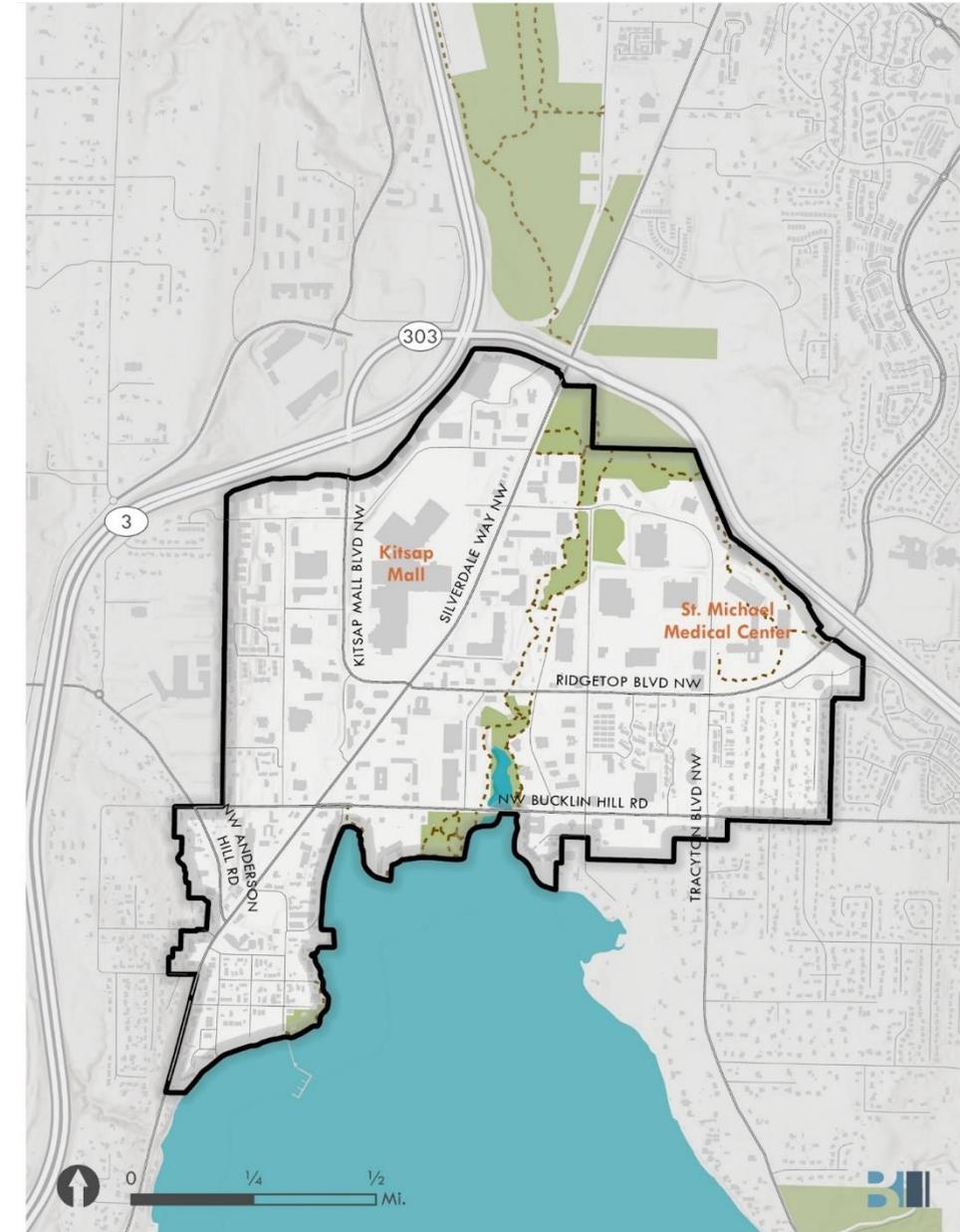


Indoor: public lobby/shared seating



Planned events/Street closures

other?

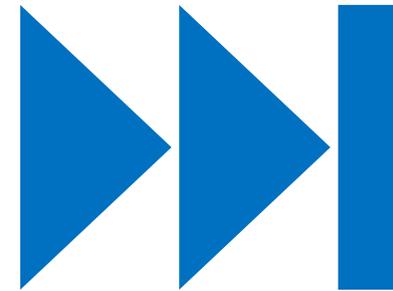


**What's  
Next?**



# Next Steps and Upcoming Events

- Coordination with Public Works, Transit, other departments, agencies, and stakeholders.
- Complete the Silverdale Center Visioning Survey and share it with friends and family! Survey closes May 30th
- Stay in the loop—visit the [plan website](#) for updates, events, survey results, market reports, and more.
- Have questions? Submit comments directly on the plan website.
- Join us later this summer (date to be determined) for an in-person public workshop, where we'll explore design concepts and ideas together!



**Thank  
You!**

