

SILVERDALE REGIONAL CENTER

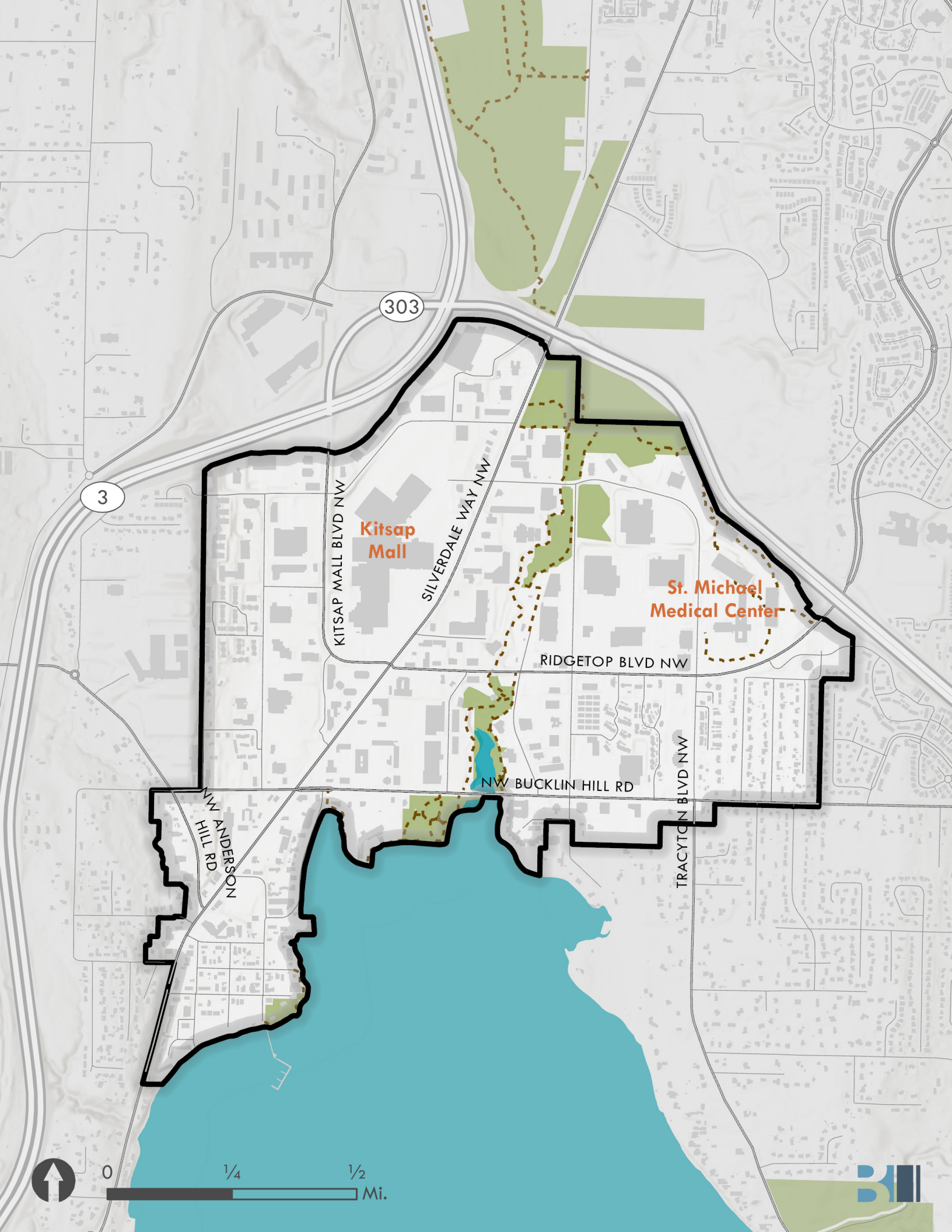
Staff & Stakeholder Workshop 1:
Development Frameworks

SUMMARY PRE-PACKET

June 26, 2025

 **BERK**  **Parametrix**  **SH&A**





303

3

Kitsap
Mall

SILVERDALE WAY NW

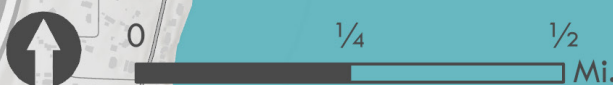
St. Michael
Medical Center

RIDGETOP BLVD NW

NW BUCKLIN HILL RD

TRACYTON BLVD NW

ANDERSON
HILL RD



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Key Planning Considerations

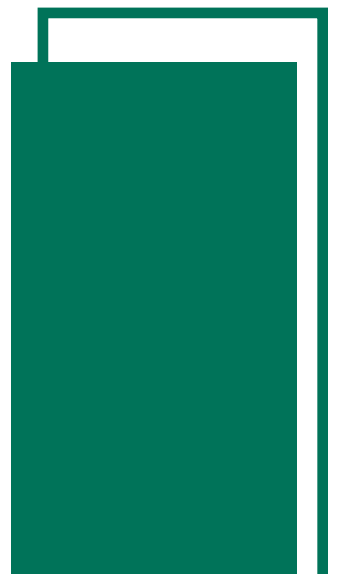


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1 WORKSHOP

OVERVIEW & PURPOSE

Silverdale is entering an exciting phase of transformation as we work together to update and advance the vision for the Regional Center. This effort aims to guide the area's evolution from its current development pattern into a **vibrant, walkable, and well-connected urban center, providing everyday essentials for residents, workers, and visitors.**

This workshop is the first in a two-part series to engage County staff, local leaders, stakeholders, and community partners in shaping the future of the Regional Center. It will focus on **establishing development frameworks to guide both physical and economic growth of the center** by:

- Communicating shared values and articulating a cohesive vision for growth
- Identifying catalytic projects, investments, and implementation strategies to advance the vision
- Fostering collaboration among public agencies, private partners, and community advocates

The second workshop, scheduled for late summer, will be a design-focused session aimed at refining preferred concepts for a future street network, development types, public spaces, and a framework for future design standards.

Workshop 1 Goals

This workshop will include two key sessions (morning and afternoon), and we strongly encourage your participation in both – your insights are vital to shaping the future of the Silverdale Center. These sessions will 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

WHAT WE NEED FROM YOU

- **Please review this summary packet prior to the workshop.**

Especially the Key Considerations section, as well as the Project Background. This will ensure everyone arrives with a shared understanding and we can make the most of our time together in productive discussion and idea generation. For your reference, links to more detailed reports are also included in the appendix.

- **Workshop participants represent a wide range of voices from the Silverdale community.**

Some of you may be more familiar with the material than others. Please be considerate in the conversation –make space for all perspectives and encourage inclusive dialogue.

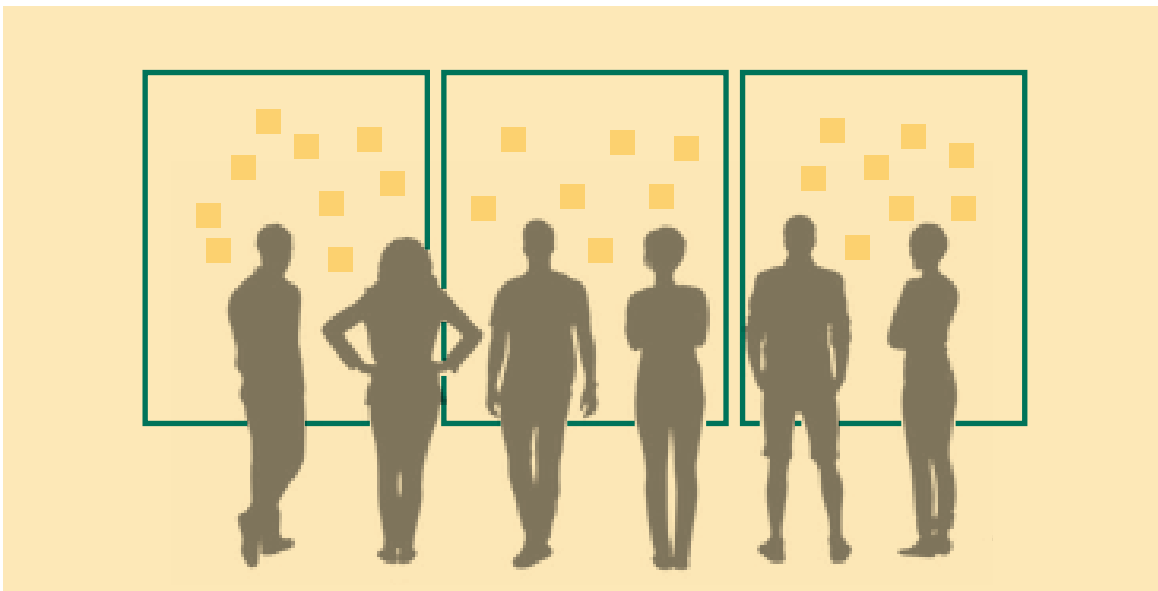
- **This is a workshop, *not* a design charrette.**

Our goal in this first workshop is to collaboratively explore and prioritize strategies, using a team-based approach. We're engaging a diverse group of experts, advocates, and community stakeholders to align, coordinate, and co-create integrated development frameworks for the Silverdale Center –ones that reflect community values and balance various needs.

Focus on the big ideas –prioritizing key investments, connections, and opportunities for the future and don't get too caught up in the finer details.

- **We need your active participation.**

Share your thoughts, write them down, talk to each other, sketch ideas, and help us prioritize. What actions can we take now that offer high impact with low barriers? What larger investments are worth pursuing? We know we can't do it all –but with your input, we can identify the most meaningful and effective paths forward.



2 WORKSHOP PROGRAM

WORKSHOP LOCATION:

Central Kitsap Fire & Rescue
5300 NW Newberry Hill Rd #10,
Silverdale, WA 98383

SESSION 1: VISION & PRIORITIES | 10:00 – 11:30 AM

Session Objectives

- Build a **shared understanding** of the Silverdale Center's **identity, needs, and opportunities**.
- Align on a **shared vision and priorities** for the center's future.
- Identify **actionable strategies and potential investment areas** that can bring the vision to life.

Please plan to arrive a few minutes early to allow time for check-in, informal introductions with fellow participants, and to get settled before the session.

🕒 10:00–10:20 AM: Welcome and Overview

Brief presentation by Consultant Planning Team

🕒 10:20–11:00 AM: Group Discussions by Topic Area

Participants will engage in focused conversations within smaller groups based on key topics of interest. Groups will be pre-assigned based on participant background and affiliation, though you may choose to split your time between two groups if you'd like broader exposure. A consultant team member will facilitate each group. The full participant invitee list is included in the Appendix.

Discussion Topics:

1. **Transportation, Connectivity, and Stormwater Management**
2. **Community Facilities, Public Spaces, Parks, and Environment**
3. **Housing, Retail/Commercial Development, and Urban Design/Form**

Each group will:

- Identify priority projects, ideas, and strategies relevant to their topic.
- Map potential investment locations, key assets, and strategic connections and relationships
- Collaboratively visualize opportunities using provided maps and materials.

Guiding questions for discussion:

- What needs or challenges in this topic area are most important to address?
- Where are there gaps or opportunities for improvement?
- What types of projects or investments could create long-term benefits for the Silverdale Center?

SESSION 1 CONTINUED

11:00–11:30 AM: Group Pin-up and Synthesis

- Each group will share key takeaways with the broader group, highlighting identified priorities and mapped ideas.
- Together, we'll identify cross-cutting themes and consolidate the core objectives that will guide future growth and development in the Regional Center.

11:30 AM – 3:30 PM: Work Session (Consultant & Project Staff Only)

Project Team: Review and synthesize input from Session 1 and draft preliminary concepts and ideas.

Participants: Lunch will be provided. Participants may leave after and return for Session 2.

SESSION 2: DEVELOPMENT FRAMEWORKS | 3:30 – 5:00PM

Session Objectives

- Synthesize input from Session 1 into **draft frameworks, focus areas and planning concepts**
- Collaboratively **align, develop, and refine** key ideas

3:30 – 3:50 PM: Gallery Walk

Pin-up of draft consolidated frameworks and concepts. Participants can walk around at their own pace, leave feedback on sticky notes, and engage in informal discussions.

3:50 – 4:00 PM: Consultant Presentation

Summary of key takeaways from Session 1 and presentation of consolidated concepts and frameworks.

4:00 – 4:40 PM: Full Group Discussion and Q&A

Collaboratively discuss preferences for one or more concepts (or combinations) and work toward consensus on shared development frameworks and key components to guide the next 20 years of growth in the Silverdale Center.

4:40 – 5:00 PM: Wrap-Up & Next Steps

3 PROJECT BACKGROUND

The current Silverdale Regional Center Subarea Plan, aka Silverdale Center Plan, was updated as part of the 2024 Comprehensive Plan update, but greater detail is needed in a completely refreshed and improved Subarea Plan, including more **detail related to 'regional growth centers' development, public investment, transportation improvements, design standards, and development code.** The evolution of Silverdale Regional Center is a key aspect of the County and Regional Growth Strategy.

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 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**?

Project Timeline



Puget Sound Regional Council (PSRC) Center Recertification

Kitsap County must ensure the Center meets PSRC requirements to retain Regional Growth Center status. PSRC will be recertifying all Regional Growth Centers in December of 2025 to ensure they meet minimum standards. Centers that do not meet those standards are subject to losing their “Center” designation, which would severely **jeopardize regional funding for transportation and other infrastructure to support planned growth**. The Silverdale Regional Growth Center does not currently meet PSRC’s minimum standards needed for recertification. The following are critical steps in ensuring Silverdale maintains its Center designation:

- **Coordination with PSRC**
- **Coordination with Public Works**
- **Completion of a market study (complete)**
- **Submission of a recertification application report**

Regional Center Vision

The Silverdale Regional Center Vision was last updated in 2006. This current planning process aims to refresh that vision, refine community goals and policies, and add greater detail through actionable items and specific projects.

The topical visions below are from the 2006 Silverdale Regional Center Subarea Plan and will serve as a starting point for discussion at the Staff and Stakeholder Workshop. They may be refined, expanded, or updated to reflect evolving needs and priorities. Prior goals and policies can be viewed using this link: www.kitsapgov.com



Urban Community: 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 are drawn to live, work and play.



Connectivity and Mobility: Create a more efficient 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



Environment: Build a community that draws 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.

4 KEY PLANNING CONSIDERATIONS

Community-Driven

The project team held a **virtual Kick-off on May 15** to launch the project and gather early community input on values, improvement areas, and long-term goals for the Silverdale Regional Center. A **visioning survey** open throughout May also collected feedback on public spaces, housing, and transportation needs.

Key insights from the workshop and survey are summarized below to inform the staff and stakeholder workshop. Full summaries are available on the [project webpage](#).

Key Findings: Community Kick-Off Meeting & Visioning Survey

Community-identified Strengths of the Regional Center:

- Natural beauty, waterfront, and scenic views
- Central, accessible location
- Diverse services and businesses, including healthcare, retail, and dining

Top Weaknesses Identified:

- Traffic congestion and car-centric design (survey)
- Poor transit, walkability, and bike infrastructure
- Undesirable mix of businesses and amenities
- Uncoordinated planning, sprawl, and inefficient layout
- Vacant and underused spaces
- Lack of identity and placemaking

Community Priorities for the Next 20 Years:

- Parks, open space, and environmental protection
- Expanded housing options including multifamily and senior
- More third spaces, cultural gathering spaces and events

Vision for a More Livable, 24/7 Community:

- ~75% of survey respondents want more community gathering spaces and cultural events
- Strong interest in enhancing the waterfront
- Desire for specialty retail, experiential dining, and mixed-use development
- Better connectivity, walkability and bike infrastructure
- Support for local businesses and concern about parking design and availability

Kick-Off Meeting -
27 participants
Survey
Engagement -
131 Respondents

Market-Driven

In spring 2025, County staff worked with EConorthwest to prepare the **Silverdale Regional Center Market Study to support subarea planning and help Kitsap County meet PSRC Regional Growth Center recertification** requirements under VISION 2050. The study analyzes current market conditions, growth trends, development opportunities, stakeholder input, feasibility, and growth scenarios, offering recommendations to guide future planning. The full report is available on the [project webpage](#).

Key Community, Market analysis, and Development Findings:

Overall:

- Growing demand for **higher-density housing near amenities and transit** and **senior housing**
- Strategic location and regional population growth support **continued demand for retail development**.
- Strong potential for **expanded healthcare investment**, driving demand for both **workforce and seasonal housing**.
- **Arts, entertainment, and retail investments**—especially waterfront revitalization—could significantly enhance local appeal.
- **Developers cite numerous regulatory hurdles**, including height limits, high impact and affordable housing fees, strict parking requirements, permit delays, stormwater regulations, and a rigid appeals process.
- **Lack of onsite childcare** poses a major barrier for working parents.

Residential Growth - Opportunities and Challenges:

- Strong housing demand, especially in Old Town and near the hospital
- Hospital growth drives need for permanent and temporary workforce housing
- MFTE would incentivize multifamily development.
- Opportunities to build mid-rise (3-story) apartments and townhomes.
- Parking requirements can limit feasibility, especially on smaller sites (recent changes could help).
- Height limits in Neighborhood Commercial zones recently simplified
- Labor, materials, and financing are harder to access than in ferry-connected areas
- Permitting delays affect feasibility; recent improvements may ease this

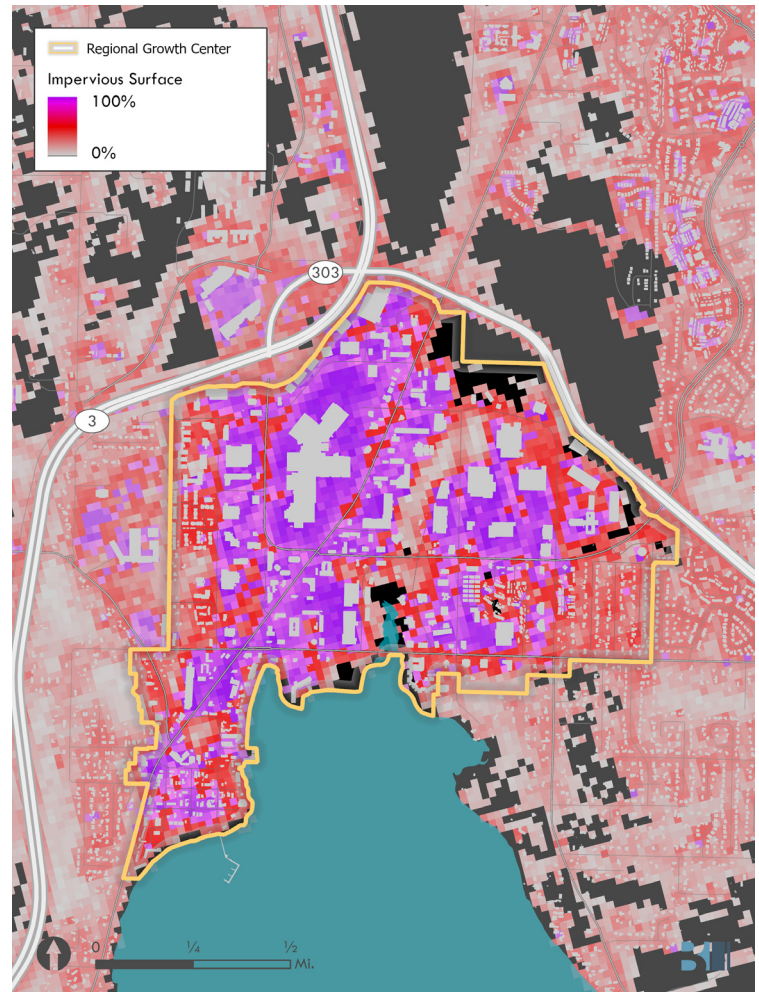
Development Opportunity and Challenges

- 80 acres of vacant and 82 acres of underused land offer key development potential and publicly owned land near SR-303 and the Old Town area
- Balancing the economic benefits of thriving big-box stores with proactive strategies to repurpose underperforming ones
- Townhomes and 3-story apartments most feasible without new incentives
- Reducing minimum parking requirements could increase development feasibility.
- Adaptive reuse is challenging but possible under certain conditions.
- Medical office development will likely continue.
- Horizontal mixed-use development is more likely than vertical mixed-use.

Urban Design

- Auto-dominated layout hinders compact, pedestrian-oriented development
- High impervious surface coverage; large parking lots dominate the landscape
- Disjointed land uses with poor connectivity between developments
- Sparse street network limits access and walkability
- Large-scale retail and superblock patterns disrupt circulation and cohesion
- Challenges for all modes of travel, particularly non-motorized forms.

Community feedback in both the kick off meeting and survey highlight these features as weaknesses of the center, with many expressing a desire for more non-motorized transportation options. At the same time, respondents acknowledged and valued the convenience of nearby retail and services. This contrast underscores the need for thoughtful urban design and development strategies that maintain retail accessibility while enhancing the urban environment.



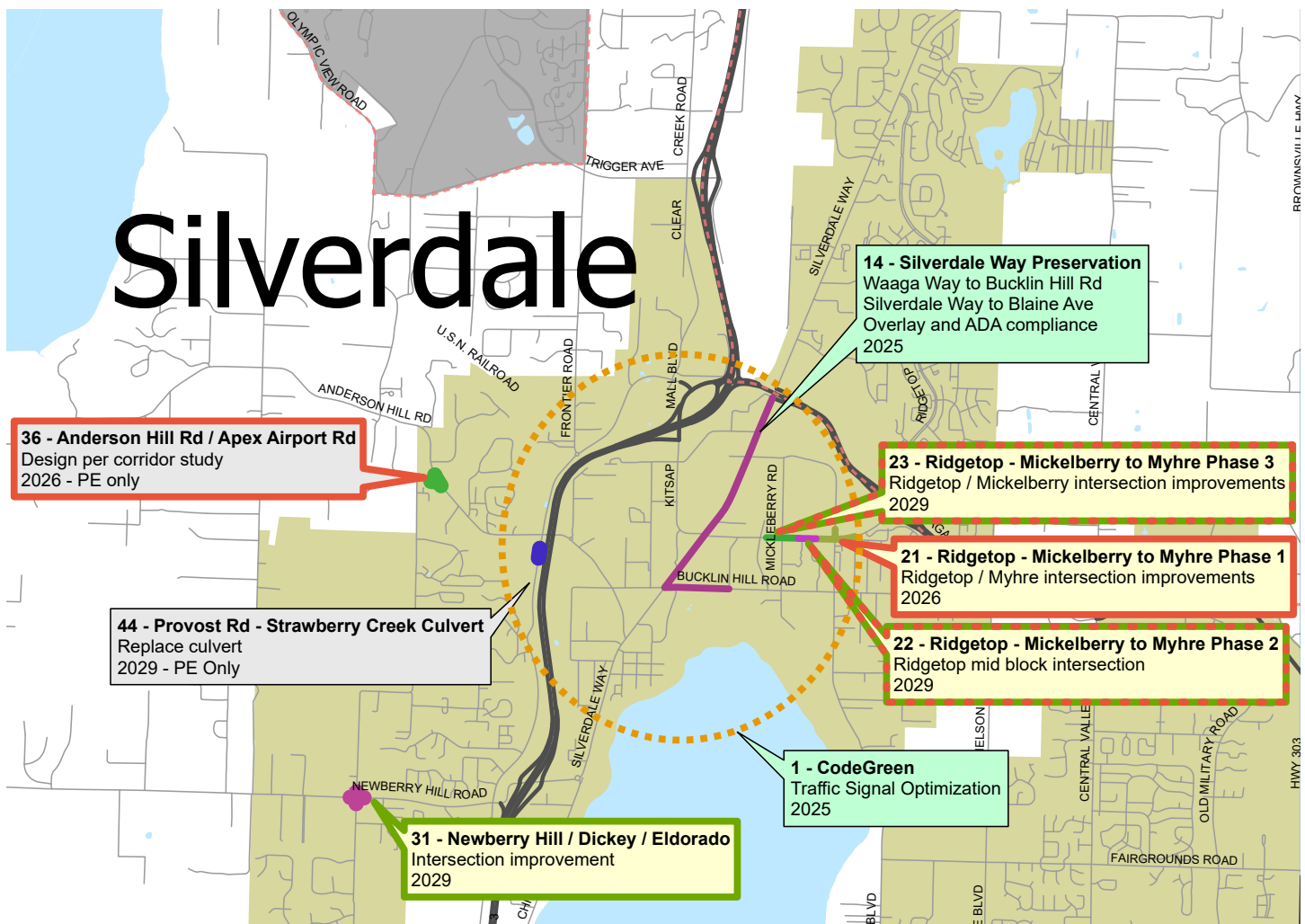
Transportation

Tackling mobility challenges will be key to the success of proposed development frameworks for the Silverdale Regional Center. The recent visioning survey highlighted transportation-related issues as the Center's most frequently cited weaknesses, including traffic, car dependency, poor road conditions, and insufficient infrastructure for transit, walking, and biking. The Regional Center planning effort presents a valuable **opportunity to comprehensively address these transportation issues in coordination with broader land use, market, and community needs.** By aligning planned transit improvements with a larger, integrated transportation network vision, the plan can ensure mobility solutions are effectively woven into the Center's overall development strategy.

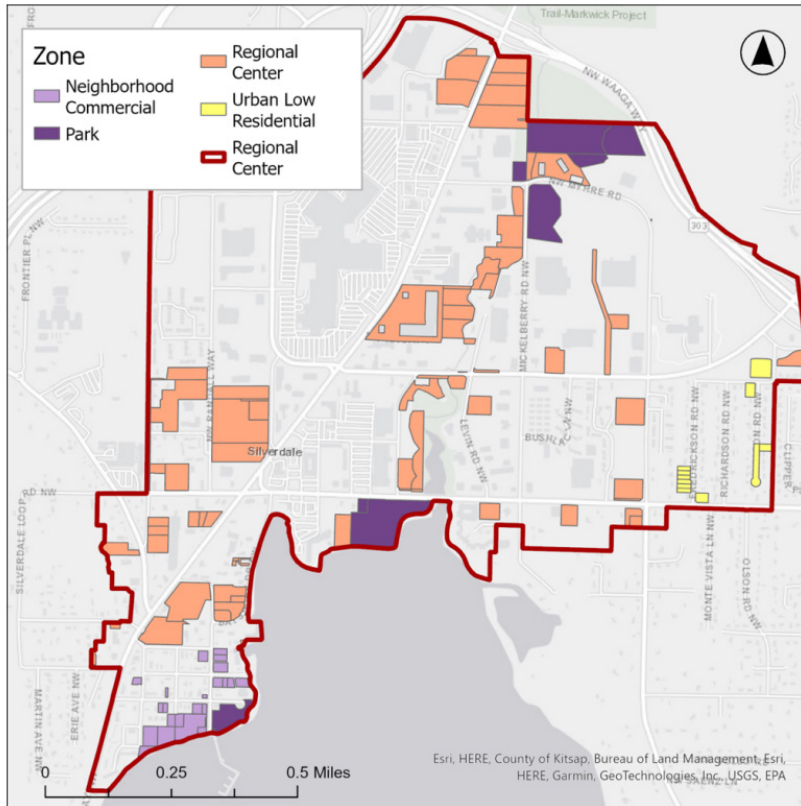
Recent Transit Improvements and Future Plans

- **New Circulator Routes (265 & 266):** Connects major areas in Silverdale Regional Center; bidirectional routes replace inefficient loops; Route 266 runs every 30 minutes with potential for 15-minute service; offers more seating, direct service, and later evening hours.
- **New Transit Center:** Provides increased bus capacity and better access to housing, jobs, and services; fully accessible for passengers with disabilities; located near housing and the hospital to encourage transit use.
- **Ferry Service Feasibility Study:** Kitsap Transit is studying a potential Silverdale–Bremerton ferry route; no current transit-oriented development planned; two recent applications for apartments off of Bucklin Hill Rd have been conditioned to include free transit passes for residents with reduced parking ratios but not yet built.
- **Long-Range Transit Plan:** Proposes more frequent and extended service; lacks current funding; highlights a service gap in west Silverdale near Anderson Hill Road and Dickey Pit.

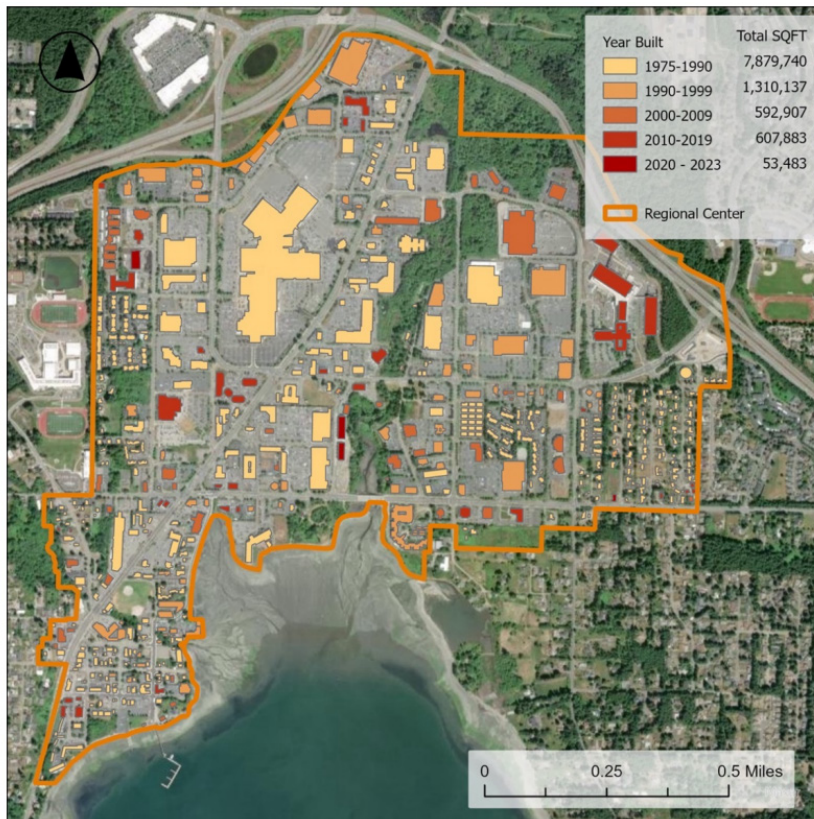
Kitsap County 2025 -2030: Transportation Improvement Program



Land Development



Data Source: ECONorthwest, Kitsap County Assessor Data



Data Source: ECONorthwest, Kitsap County Assessor Data

Vacant Parcels, Silverdale Center.

In the Regional Center zone, much of the land marked as vacant land is likely currently used as parking for existing commercial buildings. Depending on the needs of these establishments, these parcels could pose an opportunity for redevelopment infilling with existing retail.

Building Age, Silverdale Center

Silverdale's larger commercial buildings tend to be older (over 35 years old). In conjunction with shifting demand for these types of commercial space, these buildings could have the potential for redevelopment, either through adaptive reuse or tear-down and reconstruction. However, building age alone is not a guarantee of redevelopment.

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IMPORTANT LINKS AND DOCUMENTS

Subarea Documents

[Project Website](#)

[2025 Silverdale Regional Center Market Study](#)

[Silverdale Regional Center Subarea Plan \(current plan\)](#)

[Silverdale Design Standards](#)

[Silverdale Design Districts](#)

Comprehensive Plan

[Kitsap 2044](#)

[Capital Facilities Plan](#)

Puget Sound Regional Council

[Vision 2050](#)

[Regional Centers Framework](#)

[Transportation Projects Supporting Growth in Centers](#)

Transportation

[2018 Transportation Implementation Strategy](#)

[Kitsap Long Range Transit Plan](#)

Workshop Invitee list

Name	Affiliation/Background	Session 1 - Topic Group
Grove Ayers	Kitsap Mall Representative	G3 - Housing/Commercial/Urban Form
James Bunn	Commissioners Office	G1 - Transport/Connectivity/Stormwater
Anthony Burgess	PW Sewer	G1 - Transport/Connectivity/Stormwater
Jason Christian	CK Fire & Rescue Chief	G2 - Public Spaces/Parks/Environment
Heather Cleveland	DCD Planner	G2 - Public Spaces/Parks/Environment
Edward Coviello	Kitsap Transit	G1 - Transport/Connectivity/Stormwater
Wes Davis	New Life Church	G2 - Public Spaces/Parks/Environment
Scott Diener	DCD Planning Manager	G1 - Transport/Connectivity/Stormwater
Monica Downen	Business Owner (Old Town)	G3 - Housing/Commercial/Urban Form
David Emmons	Greater Kitsap Chamber	G3 - Housing/Commercial/Urban Form
Dave Fergus	Retired Architect	G3 - Housing/Commercial/Urban Form
David Forte	PW Transportation Planning	G1 - Transport/Connectivity/Stormwater
Adrienne Hampton	County Planning Commission and Kitsap Public Health District	G2 - Public Spaces/Parks/Environment
Donna Hart	Retired Mayor, Silverdale Senior BOD	G2 - Public Spaces/Parks/Environment
Phil Havers	Public Facilities District, Law Firm, Old Town Building Owner	G2 - Public Spaces/Parks/Environment
Lauren Heidt	Youth Rep	G1 - Transport/Connectivity/Stormwater
Levi Holmes	Developer	G3 - Housing/Commercial/Urban Form
Mark Hughes	Kitsap Mental Health Services	G2 - Public Spaces/Parks/Environment
Tony Ives	Kitsap Community Resources - Affordable Housing	G3 - Housing/Commercial/Urban Form
Carrie Kale	Community Member	G3 - Housing/Commercial/Urban Form
Wendy Kile	Kitsap Regional Library	G2 - Public Spaces/Parks/Environment
Randall King	Kitsap Builders Association	G3 - Housing/Commercial/Urban Form
Susan Larsen	Land Title Co	G3 - Housing/Commercial/Urban Form
Kate Lawrence	Youth Rep	G2 - Public Spaces/Parks/Environment
Alexandra McLaughlin	Hospital Representative	G3 - Housing/Commercial/Urban Form
Brandon Meyers	Detective Sgt lives in Silverdale & on CKCC	G2 - Public Spaces/Parks/Environment
Melissa Mohr	PW Transportation Planning	G1 - Transport/Connectivity/Stormwater
Joe Morrison	Kitsap Economic Development Alliance	G3 - Housing/Commercial/Urban Form
Irene Moyer	Greater Kitsap Chamber	G3 - Housing/Commercial/Urban Form
Cecilia Olsen	DCD Assistant Director	G2 - Public Spaces/Parks/Environment
Renee Overath	Community Center Committee	G2 - Public Spaces/Parks/Environment

Name	Affiliation/Background	Session 1 - Topic Group
Michelle Perdue	PW Stormwater	G1 - Transport/Connectivity/Stormwater
Sarah Philey Obert	CKCC Vice Chair	G1 - Transport/Connectivity/Stormwater
Colin Poff	DCD Planning	G3 - Housing/Commercial/Urban Form
John Poppe	Silverdale Water District	G1 - Transport/Connectivity/Stormwater
Erin Prince	CK Schools Superintendent	G2 - Public Spaces/Parks/Environment
Caleb Reese	Port of Silverdale	G1 - Transport/Connectivity/Stormwater
Gretchen Ritter	Graphic Designer	G1 - Transport/Connectivity/Stormwater
Jim Rogers	DCD Planner	G2 - Public Spaces/Parks/Environment
Keri Sallee	DCD Planner	G1 - Transport/Connectivity/Stormwater
Alex Sego	Developer	G3 - Housing/Commercial/Urban Form
Richard Shattuck	Planning Commission	G1 - Transport/Connectivity/Stormwater
Harold Shea	YMCA & former CKCC member	G2 - Public Spaces/Parks/Environment
Carmen Smith	County Parks	G2 - Public Spaces/Parks/Environment
Jennifer Strong	Kitsap Credit Union	G3 - Housing/Commercial/Urban Form
Katie Walters	County Commissioner	G1 - Transport/Connectivity/Stormwater
Anna Whalen	Community Planning & Liaison Officer	G2 - Public Spaces/Parks/Environment
Ryan Wixson	CKCC Chair, Contractor	G3 - Housing/Commercial/Urban Form
Rafe Wysham	DCD Director	G1 - Transport/Connectivity/Stormwater

Project Team Attending:

Consultant:

- Taskina Tareen, Project Manager, BERK Consulting
- Lisa Grueter, Subarea Planning Advisory, BERK Consulting
- Ben Han, Senior Planner and Designer, BERK Consulting
- Ruby Barnes, Graphic Designer, BERK Consulting
- Fred Young, Transportation & Connectivity lead, Parametrix
- Seth Harry, Urban Design & Development lead, Seth Harry & Associates

County:

- Colin Poff, Project Manager
- Jim Rogers, Senior Planner, Engagement lead