

# Silverdale Center Plan and Design Standards

Staff & Stakeholder Workshop#2:  
Plan Concepts + Action Steps  
September 30th, 2025



**BERK** Parametrix

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

# Contents

We look forward to seeing you at the second Silverdale Regional Center Staff and Stakeholder Workshop. To help us have a productive and collaborative session, please take a moment to review this deck beforehand so that everyone starts on the same page. We'd especially appreciate your attention to the slides highlighted in orange below.

- **Slides 3-7:** Workshop Overview and Process Recap
- **Slides 8-10:** August 20<sup>th</sup> Community Open House Takeaways
- **Slides 11-13:** Workshop Discussion Framing
- **Slides 14-23:** Part 1 Discussion – Transportation & Connectivity
- **Slides 24-44:** Part 2 Discussion – Urban Design & Infill Redevelopment

# Today's Gameplan!

**1:00**

Welcome &  
Purpose

**1:10 – 2:00**

Transportation  
& Connectivity

Small Groups

**2:10 – 3:10**

Urban Design &  
Infill  
Redevelopment

Small Groups

**3:20-4.05**

Full Group  
Discussion

**4:05**

Closing &  
Next Steps

# Workshop 1 Recap

## In Workshop 1 we...

- Built shared understanding of context, needs and assumptions for the Silverdale Regional Center
- Identified key nodes, connections, and relationships
- Defined public realm and connectivity opportunities
- Agreed on some core principles for redevelopment framework
- Prioritized some near and long-term initiatives

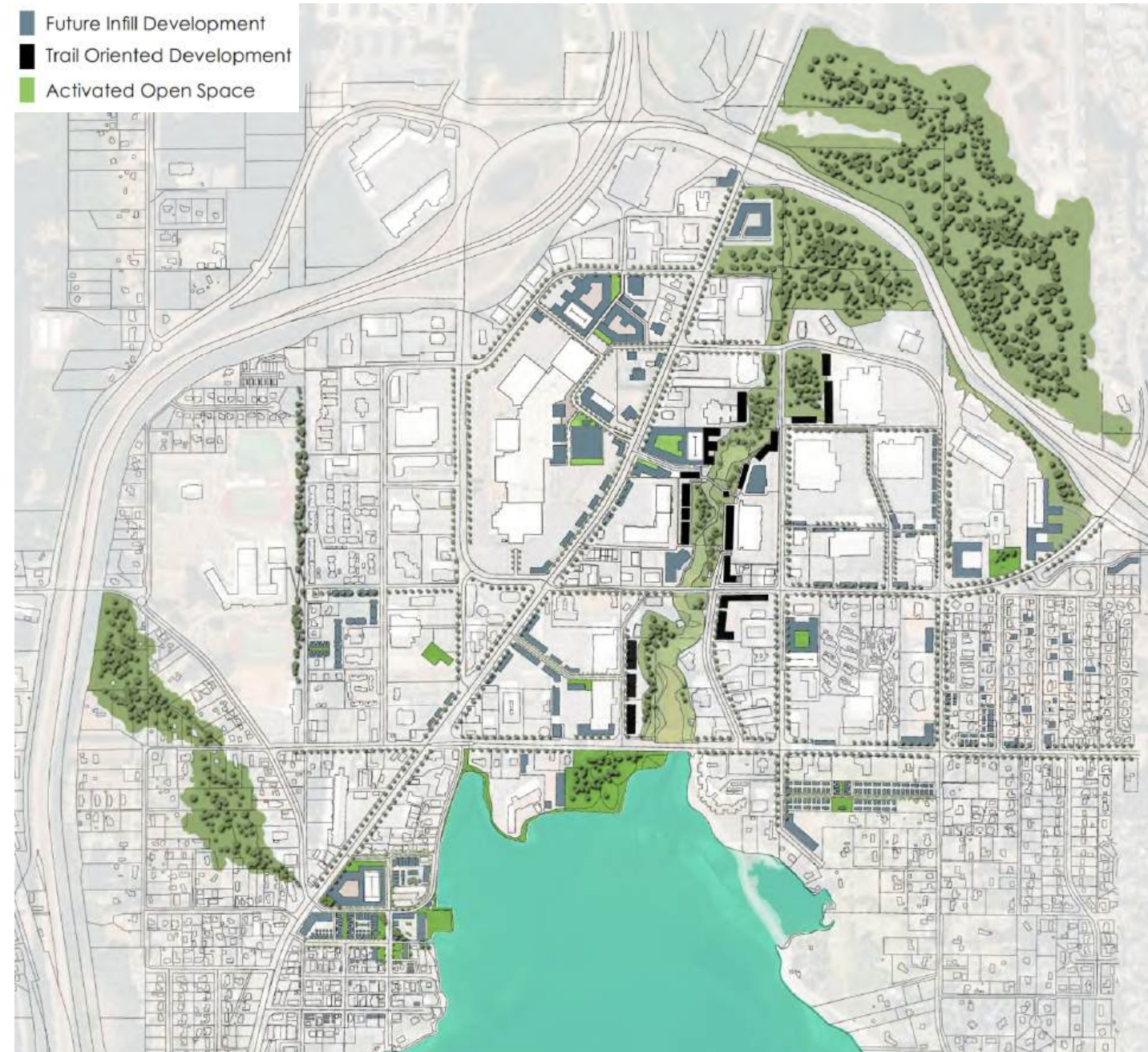
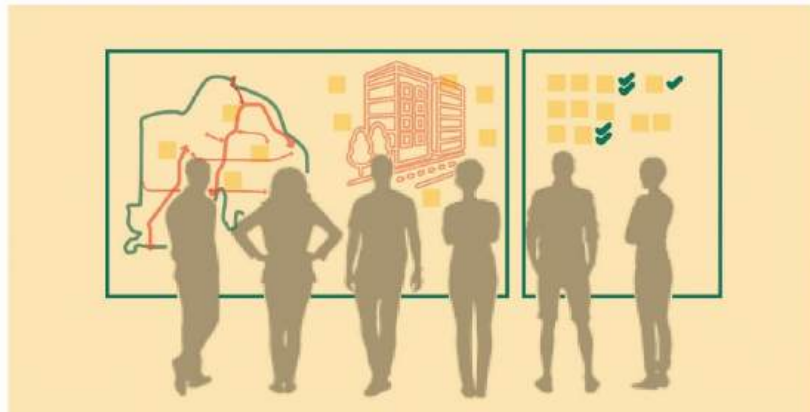


- **Strengthen East-West Connectivity** and enhance ped/bike connectivity between areas: Mall ↔ Hospital, YMCA, Old Town.
- **Trail-Oriented Development:** Leverage Clear Creek as a green corridor linking housing, transit, amenities, and community spaces.
- **Design for “Two Silverdales”:** Consider 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

# Workshop 2 Purpose

Today, we will work together to shape a comprehensive plan for the Center by:

- Advancing the Regional Center's future transportation and mobility network
- Exploring future infill and redevelopment opportunities
- Refining street typologies, development types, the public realm, and parking strategies
- Establishing an early action framework with key recommendations including: priority projects, design standards, and implementation strategies, including public-private partnerships



Silverdale Regional Center: Conceptual Plan/Framework

# Process Overview



**Vision & Opportunities**



**Regional Center Plan**



**Design Standards**

**Workshop 1**

**Workshop 2**

**Spring 2025**

Review Existing  
Conditions  
Community Visioning  
Market Study

**Summer 2025**

Community  
Workshops  
Hot Topic Discussions  
Design Concepts

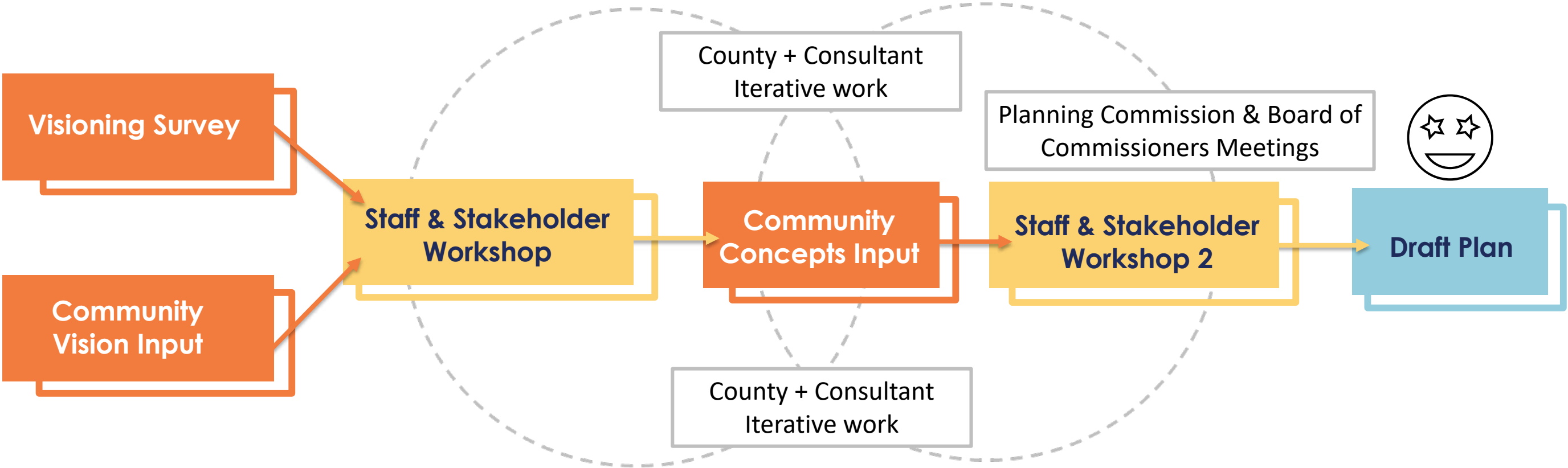
**Fall 2025**

Draft Plan  
Draft Design  
Guidelines  
Implementation Strategies

**Winter 2026**

Final Plan  
Final Design  
Guidelines  
Integrate into Comp Plan

# Engagement Overview



# Aug 20th – Community Open House Recap



# Aug 20th – Group Discussion



## 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

The session included great dialogue on the draft concepts, identification of key gaps and priorities, and a collective voting exercise to gauge how well the concepts aligned with participants' visions for Silverdale across the three categories.

# Aug 20th – Group Discussion

Summary of key discussion points. Feedback aligns with priorities from the first stakeholder workshop, with additional considerations highlighted in orange.

## Transportation & Connectivity

- **Safe biking and walking:** Current connections are inadequate; Ridgetop, Bucklin Hill, and parts of Clear Creek trail are unsafe. Quieter, low-traffic routes and paved trails are needed, including north-south corridors and connections to YMCA.
- **Multimodal access:** Improved crossings, circulation shuttles, and accessible facilities for mobility-impaired residents are priorities. Bottlenecks into and out of Silverdale affect all modes.

## Parks, Urban Design & Streetscape

- **Green space & comfort:** Shade trees, regenerative planting, and continuity of walking routes enhance livability.
- **Placemaking & visual appeal:** Large developments should incentivize attractive, human-scaled design, avoiding vacant storefronts and disconnected parcels.
- **Pocket parks seen as local assets,** while larger parks raise questions about parking and access for visitors.
- **Desire to activate Clear Creek as a community amenity,** but safety concerns (homelessness, transience, unattended areas) must be addressed.
- Strong support for pocket parks, shade trees, beautification projects, and community centers.
- **Improving connectivity to and celebrating the waterfront**

## Community Engagement & Placemaking

- **Small-scale projects matter:** Initiatives like “adopt-a-pole” daffodil planting were memorable and foster community involvement. Public realm improvements and beautification. Partnerships with local organizations are valued.
- **Old Town identity:** Preserve historic structures, maintain consistent urban fabric, and create an active, welcoming gathering place. Consider forming an Old Town association.
- **Parks & Recreation:** More parks and recreational amenities are desired, including a community/recreation center. Safety, maintenance, and diversity of activities are key concerns.

## Housing & Development

- Interest in **infill housing**, mixed-use projects around Clear Creek, and apartments with structured parking.
- Community wants **affordable and “missing middle” housing**, with clarity on how affordability will be defined and delivered.
- Development must balance growth with parking, infrastructure capacity, and traffic flow.

## Implementation & Governance

- **Questions about zoning** for liner buildings, regulations, maintenance, and enforcement.
- **Tension between achieving “low-hanging fruit” quick wins** (beautification, crossings) and tackling larger investments (infrastructure, housing).
- **Concerns about timelines, accountability,** and how the county will deliver on plans.
- **Local control & GMA context:** Silverdale, as the state’s largest unincorporated urban growth area, needs local oversight for growth, development incentives, and infrastructure planning.
- **Learning from past projects:** Previous YMCA-area development highlighted challenges in implementation; incentives and clear guidelines are needed for future projects.

## Economic Vitality & Urban Form

- Concerns about **vacant commercial space** and retaining businesses.
- Desire for Old Town to build a **distinct identity** (drawing on Poulsbo, Bainbridge, Gig Harbor examples) while preserving its historic character.
- Interest in redesigning the mall as an **open-air, mixed-use space.**

# 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](#)

# Mindset for Today's Workshop

- **Gradual transformation** –meaningful change will occur over time through a series of coordinated steps.
- **“Steps” include both near-term and long-term investments** – achievable, high-impact initiatives to demonstrate progress and build momentum, alongside bold ideas aimed at long-term transformation.
- **Vision with feasibility** – big and good ideas grounded in market, economic, and regulatory conditions.
- **Prioritize holistic and balanced outcomes** that support both current and future residents, businesses, and community needs.
- **Help us define implementation pathways** –clear approaches for advancing projects, including capacity building, funding mechanisms and public-private partnerships.
- **Funding perspective** – Design the plan as an implementation tool, potential to strengthen future grant applications and investment for Silverdale.

# Today's Activity



## Part 1: Transportation & Connectivity

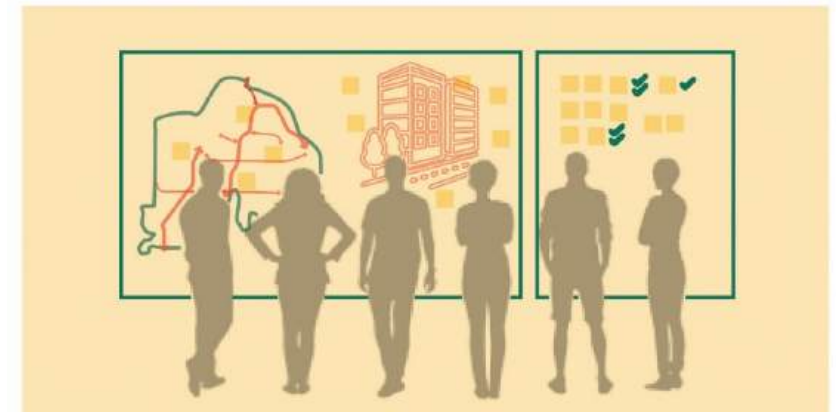
Presentation + Small Groups



## Part 2: Urban Design & Infill Redevelopment

Presentation + Small Groups

## Part 3: Regional Center: Conceptual Master Plan + Priority Actions/Projects



Full Group Discussion + Live Workshoping

## Walk / Bike Network



## Trail Oriented Development



# Transportation & Connectivity Network *(part 1)*

# Complete Streets

Complete Streets are streets for everyone. A transportation system that accommodates all forms of transportation is more accessible, comfortable, economical, sustainable and efficient in the travel space provided.

## Why are Complete Streets Important?









- 20% to 25% of Washington residents can't or don't drive
- People aged 16-34 are driving 23% fewer miles than previous generations
- About 10% of households in Silverdale don't have access to a car

## Complete Streets Strategies

- Connected sidewalks that meet the Americans with Disabilities Act (ADA) requirements
- Dedicated bicycle facilities
- Safe crossings
- Transit stops
- Context appropriate separation of users



# 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>		

# Recent Projects



Ridgetop Boulevard (2021)



Bayshore Drive (2023)



Silverdale Way (2018)

## 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

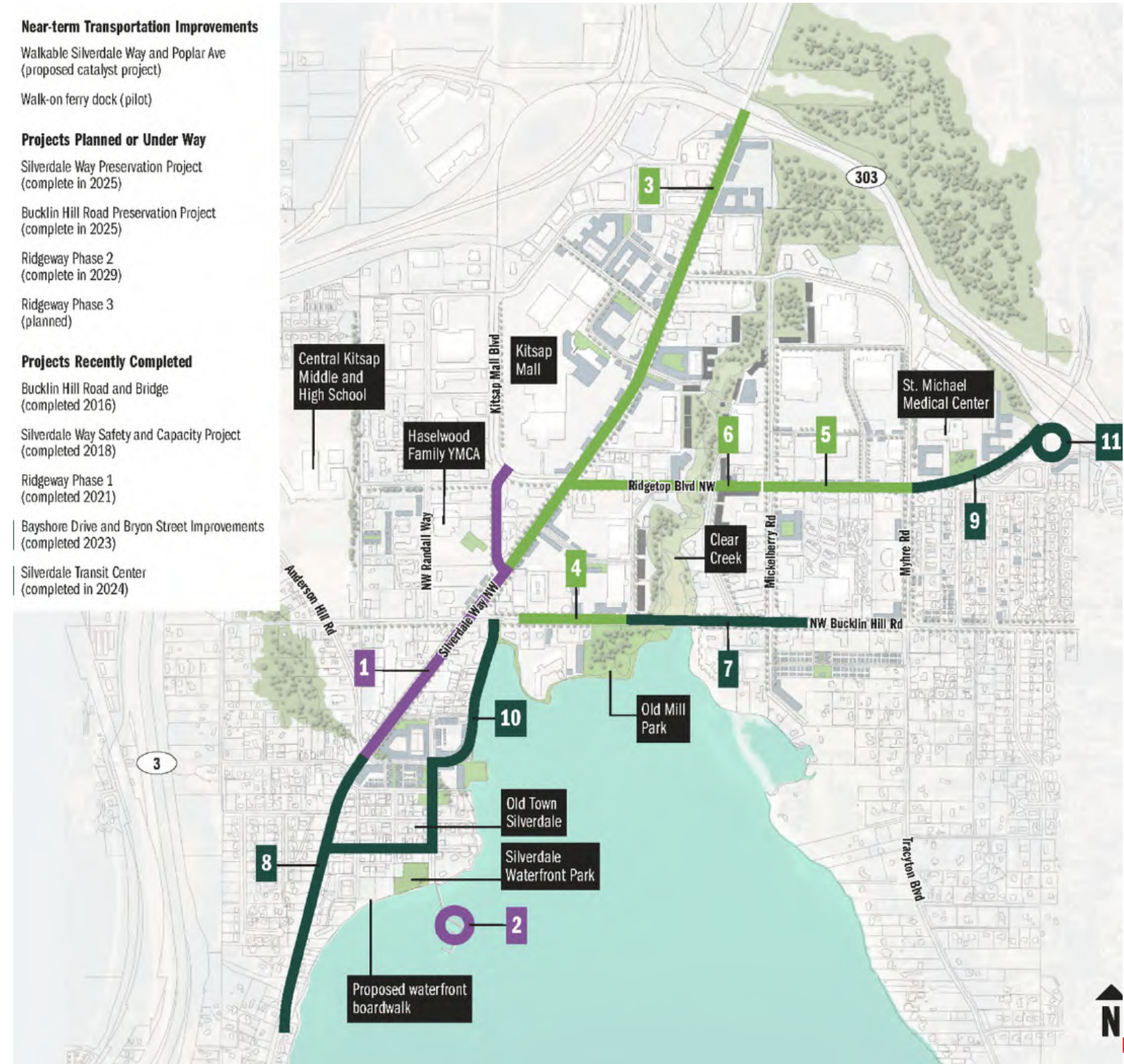
Bucklin Hill Road and Bridge  
(completed 2016)

Silverdale Way Safety and Capacity Project  
(completed 2018)

Ridgeway Phase 1  
(completed 2021)

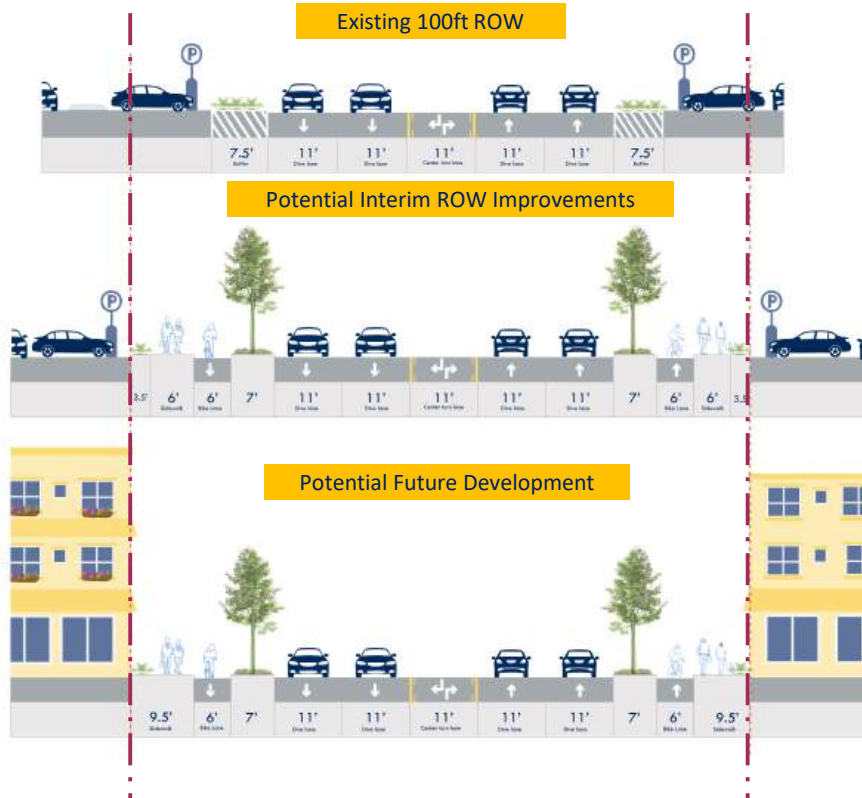
Bayshore Drive and Bryon Street Improvements  
(completed 2023)

Silverdale Transit Center  
(completed in 2024)



# Near-term projects

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



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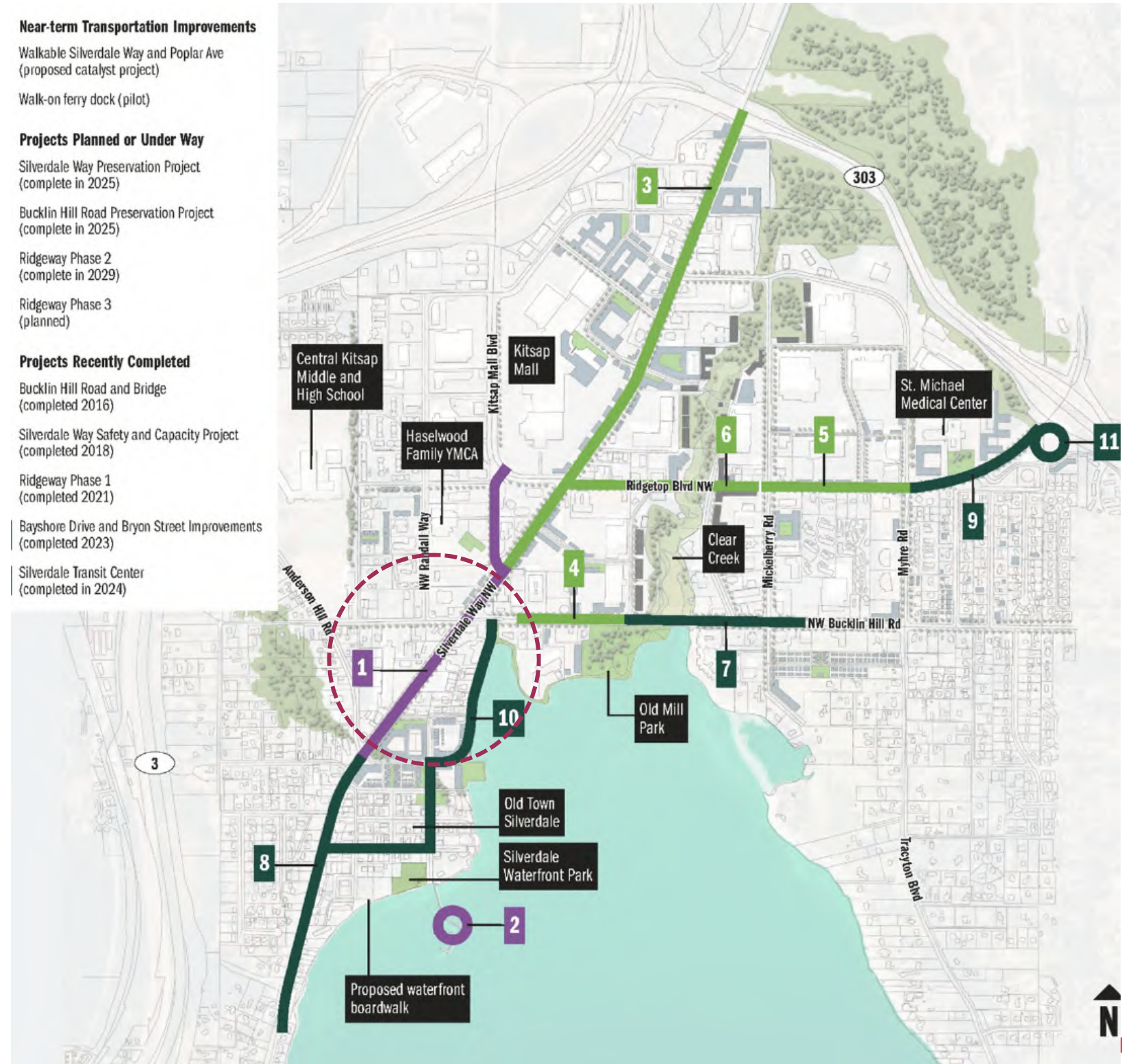
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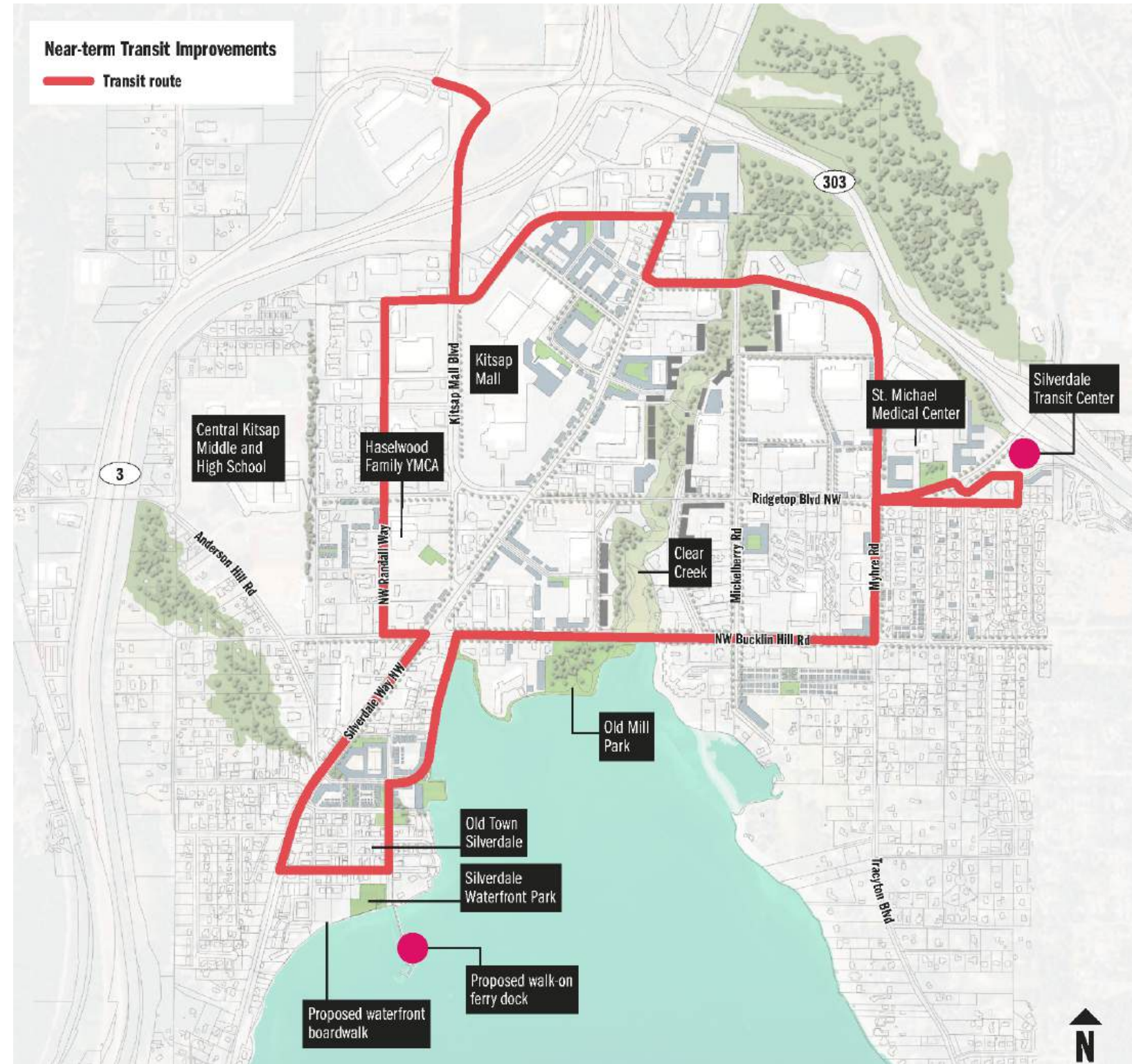
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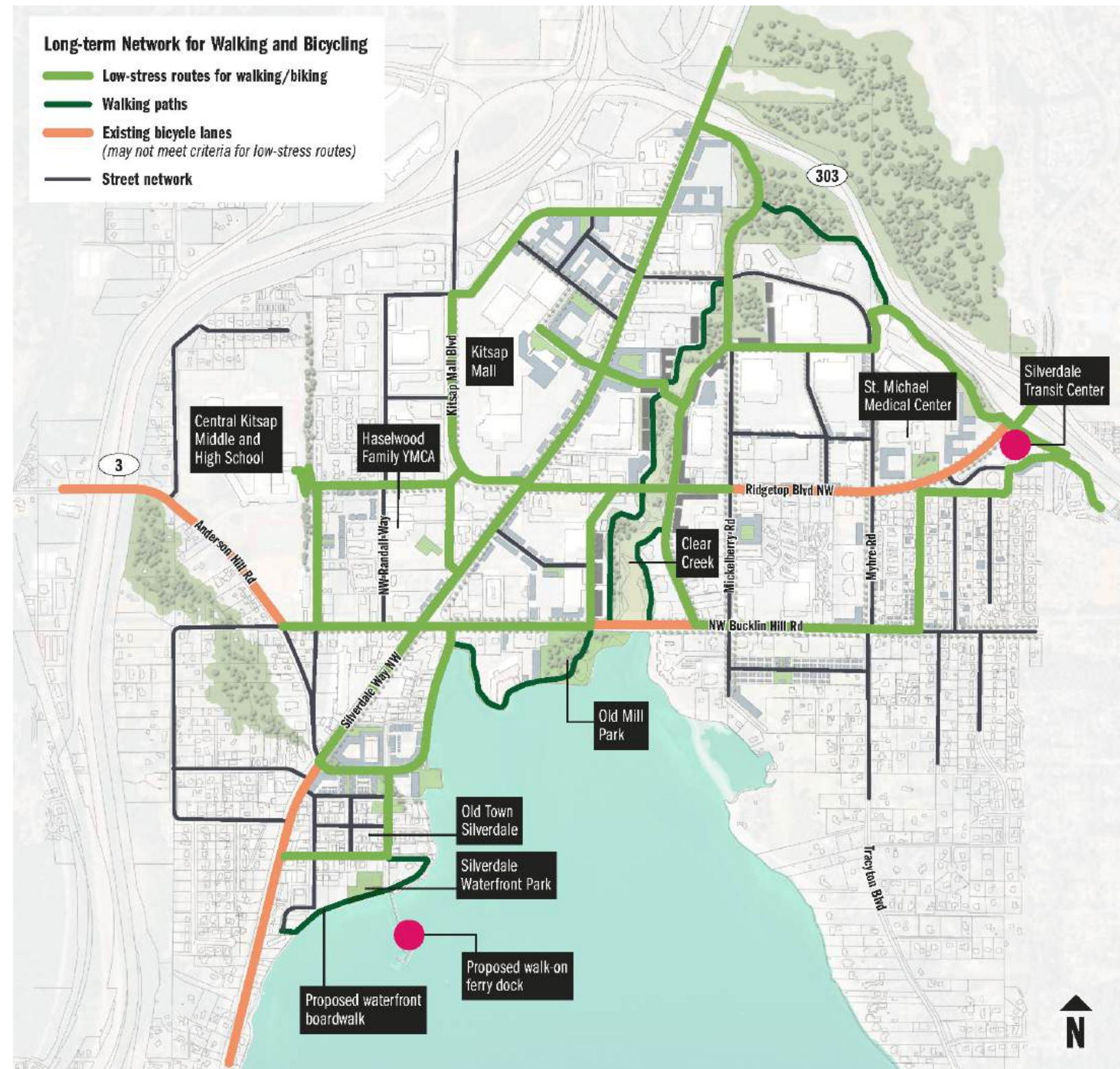
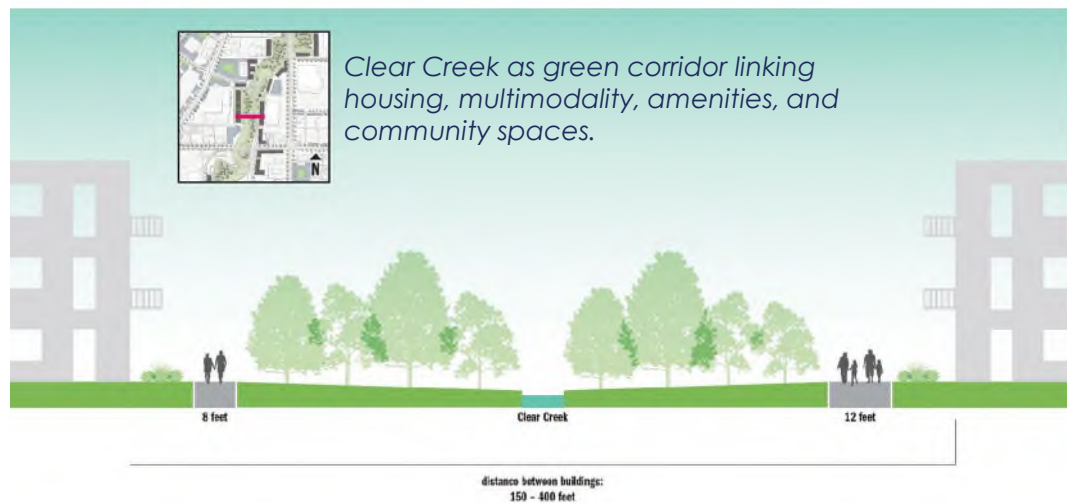


# Near-term Transit

- 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 low stress network



# Long-term Improvements Silverdale Way

Existing 80ft ROW



Concept 1: 100ft ROW



Concept 2: 140ft ROW



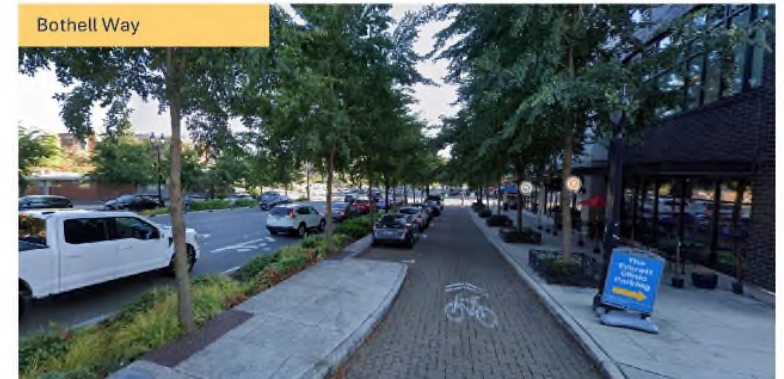
Existing Silverdale Way



Lake City Way (SR522)



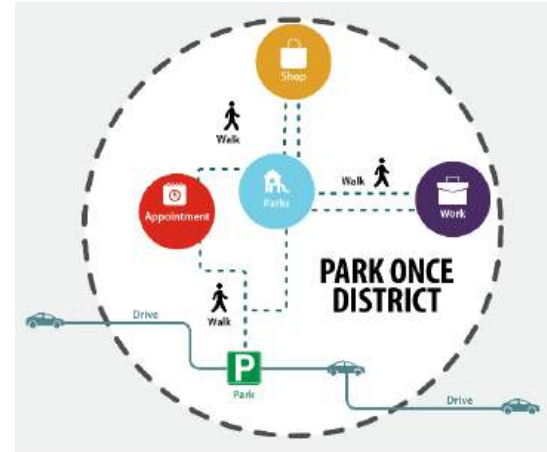
Bothell Way



# Parking Considerations

The long-term redevelopment of low-density, single-use, suburban style development, into more compact, walkable, transit-supportive mixed-use nodes, represents one of the greatest challenges to sustainable development and greater housing access for any region. Effectively managing parking supply and demand during that process is key to successful implementation and public support:

- **Surface Parking Inefficiency:** Low-density, single-use surface lots maximize congestion and environmental impact with minimal value. Every trip needs its own space.
- **Mixed-Use Nodes:** Higher density supports “park once and walk,” serving multiple needs per space and boosting transit use.
- **Larger Parcels:** Best used for high-value, high-density projects with structured parking, lowering per-unit land costs and environmental impacts. Public financing can support shared parking.
- **Redevelop Surface Lots –** Transform underused parking into mixed-use sites with self-parking designs, green roofs, and higher density to cut impervious surfaces, reduce VMT, and boost walkability
- **Parking Standards:** In transit-rich or dense areas, set maximum (not minimum) parking; unbundle spaces from housing costs, with extras offered at market rate.
- **Complete Streets:** New and retrofitted ROWs should include safe speeds, road diets, and on-street parking to support walkable, mixed uses.
- **Lower-Density Areas:** Use tuck-under parking to reduce footprint, free land for housing, and lessen environmental impacts.
- **Challenging Sites:** Build on steep/underutilized lots to add infill without reducing existing parking.
- **Site Design:** Place parking at the rear, preserving continuous, pedestrian-friendly frontages in mixed-use areas.



## 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

# Small Group – Discussion Questions

## Q1: Balancing improvements:

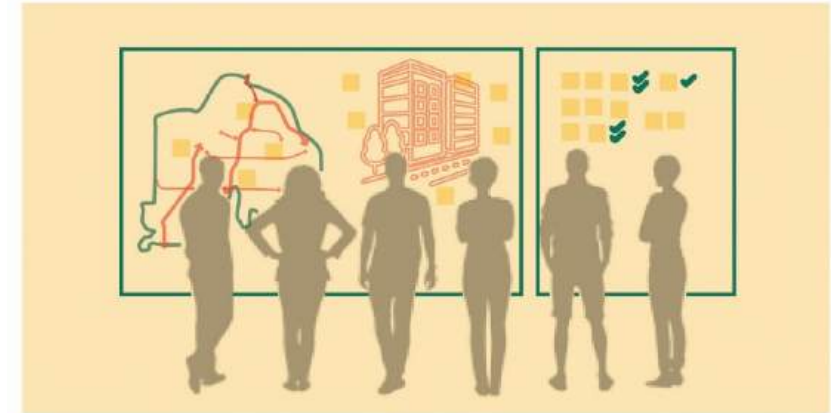
- Should a Complete Streets policy be a goal for identifying context appropriate facilities for walking and bicycling?
- Given the recent transportation improvements in the past 10 years, do the near-term opportunities balance the need to improve mobility for active modes?
- What other near-term opportunities should we consider?
- Have we identified the right long-term low-stress network?

## Q2: Parking:

- What strategies should be considered to balance the needs for parking?
  - infill development will include parking
  - park once and walk
  - parking structures
- Where is there demand for parking?

## Q3: Implementation and funding:

- Help us outline the specific strategies and opportunities that exist for funding ROW improvements in Silverdale Center:
  - Examples: developer requirements, local public investment, grants, others?



Connect, converse, and capture your ideas and comments:

- Write on sticky notes,
- Mark them on the maps
- Draw what you're envisioning!

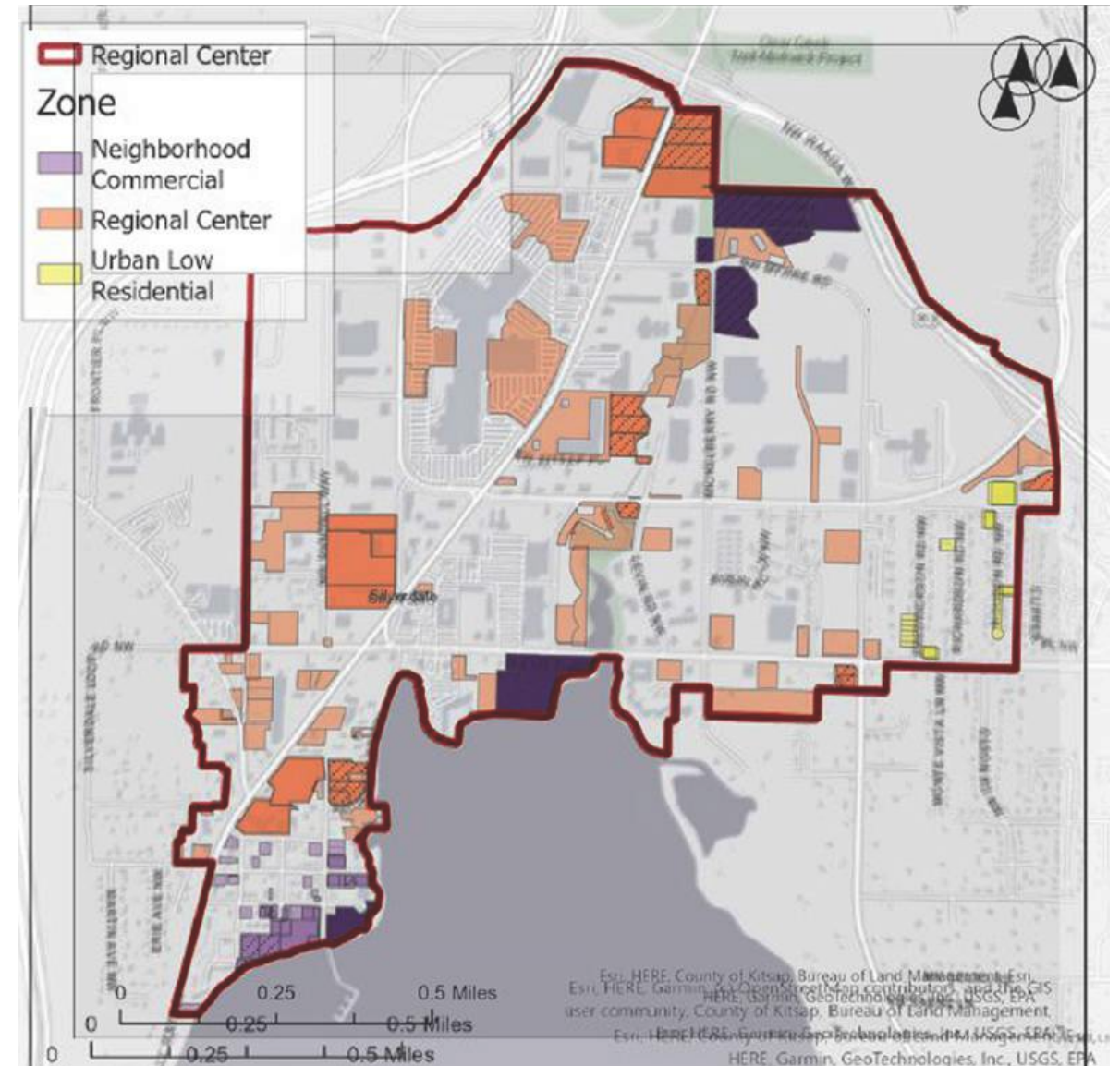


# Urban Design & Infill Redevelopment *(part 2)*

# 2025 Market Study

## Most Likely to redevelop (Redevelopment Quotient)

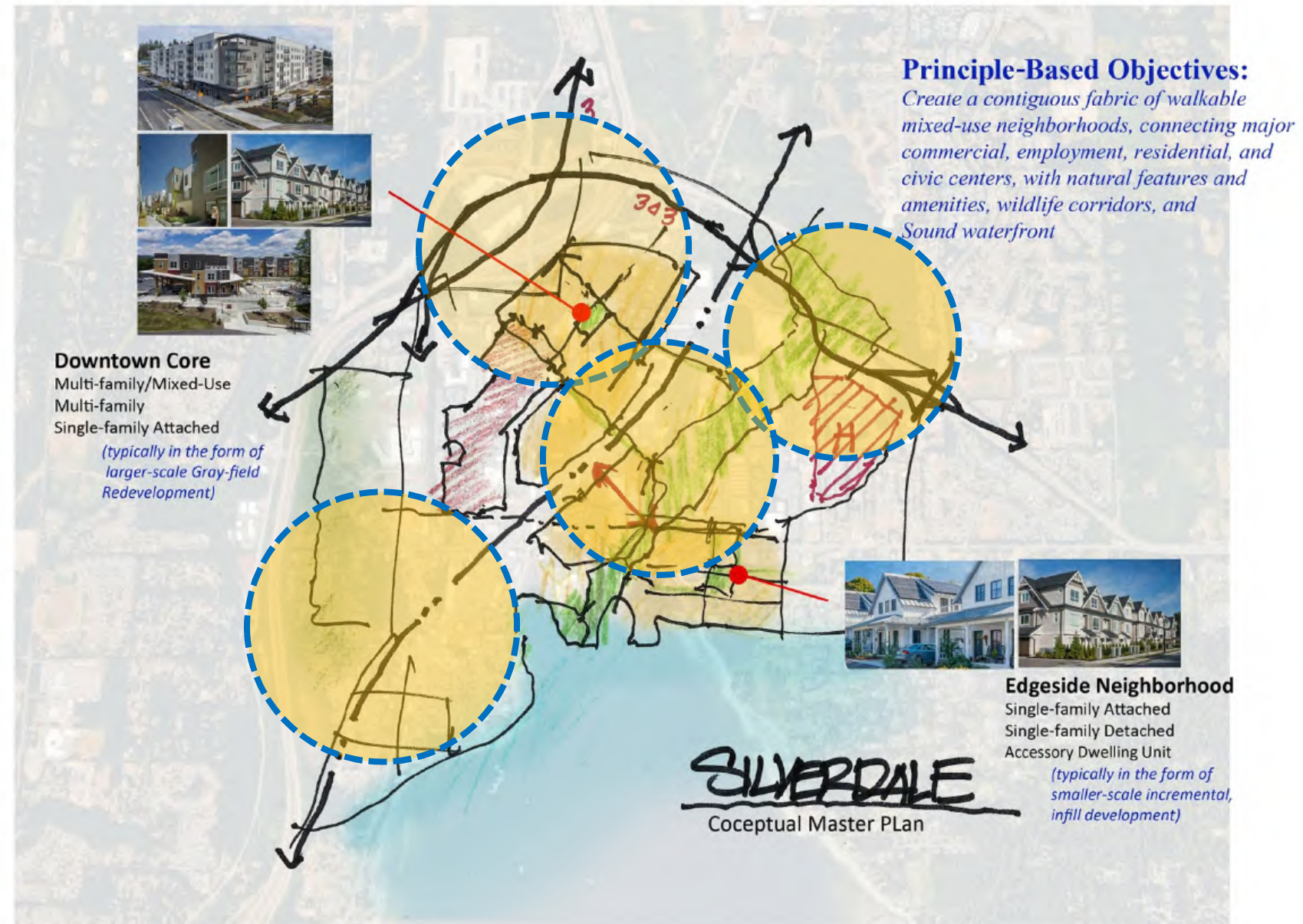
- Vacant Land
- Underutilized Land (surface Parking/low value uses)
- Publicly-owned land



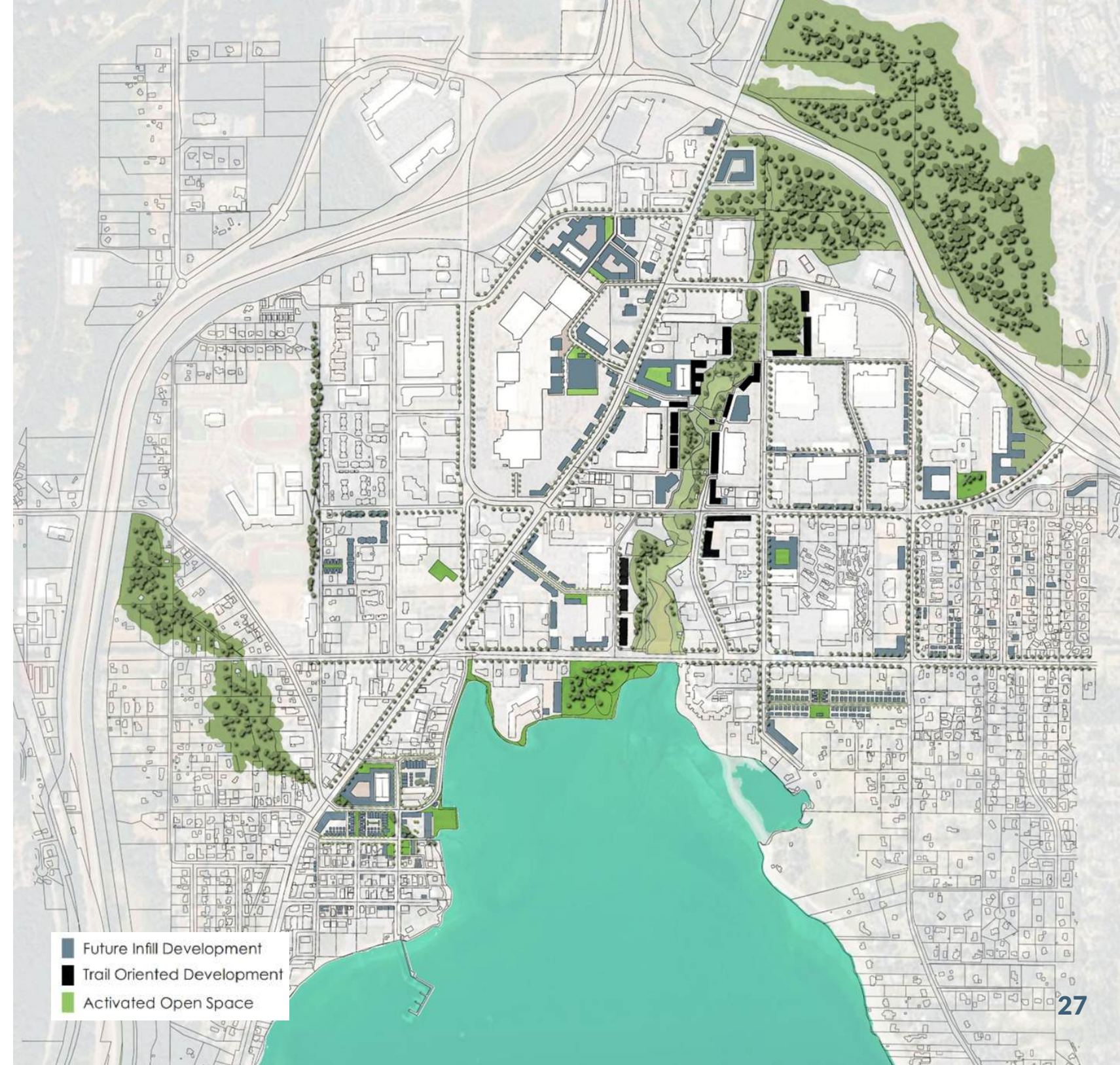
2025 Silverdale Center Market Study – Vacant, Publicly owner, and Underutilized parcels (combined). Source: ECONorthwest, Kitsap County Assessor Data

# Urban Design Principles

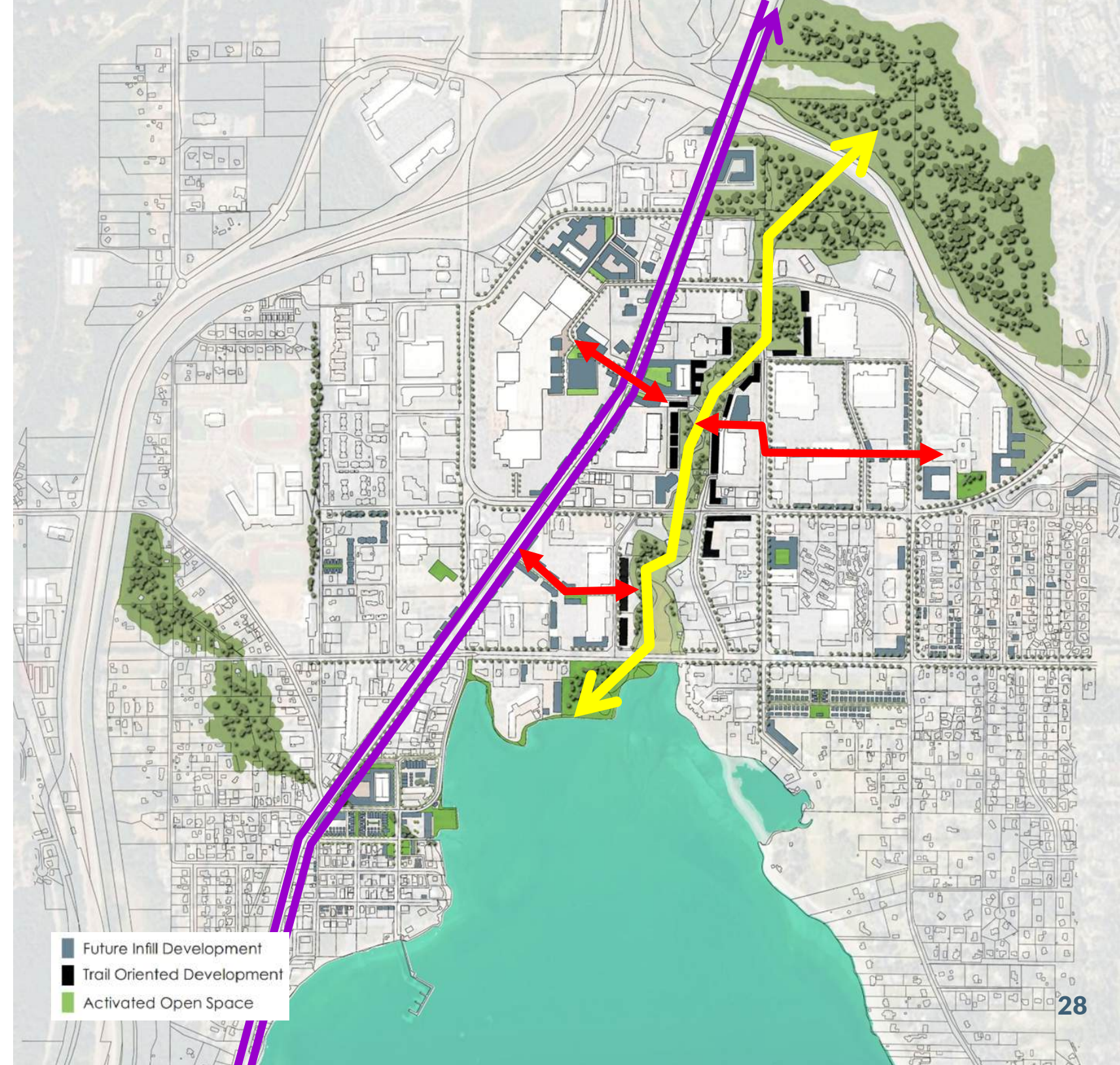
- ✓ Create a **contiguous fabric of walkable, mixed-use neighborhoods**
- ✓ **Connect major commercial, employment, residential, and civic centers, with natural features and amenities**, wildlife corridors and waterways, and Puget Sound waterfront.
- ✓ **Homes for all:** Diverse, affordable, and higher-density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



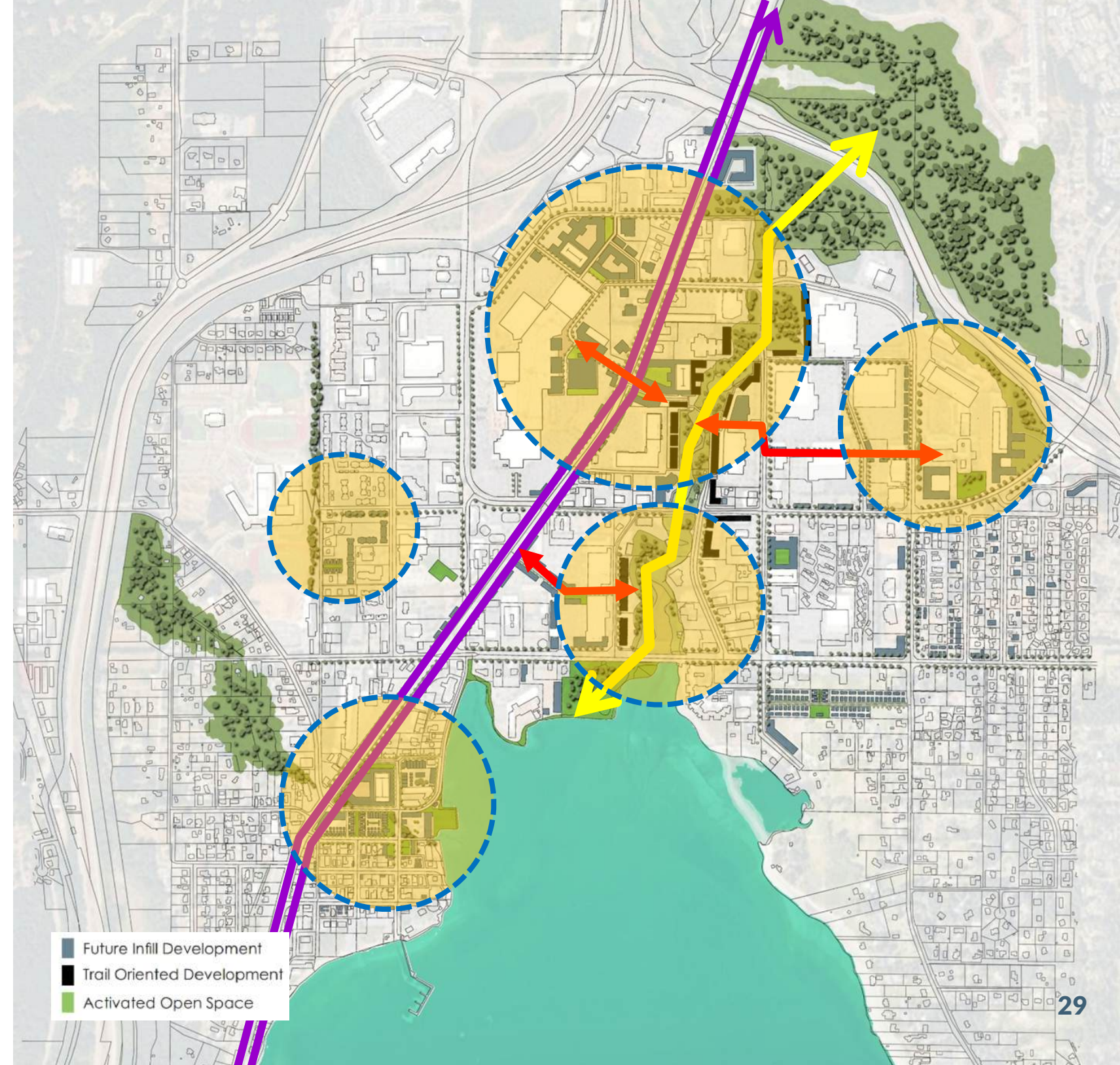
# Conceptual Plan



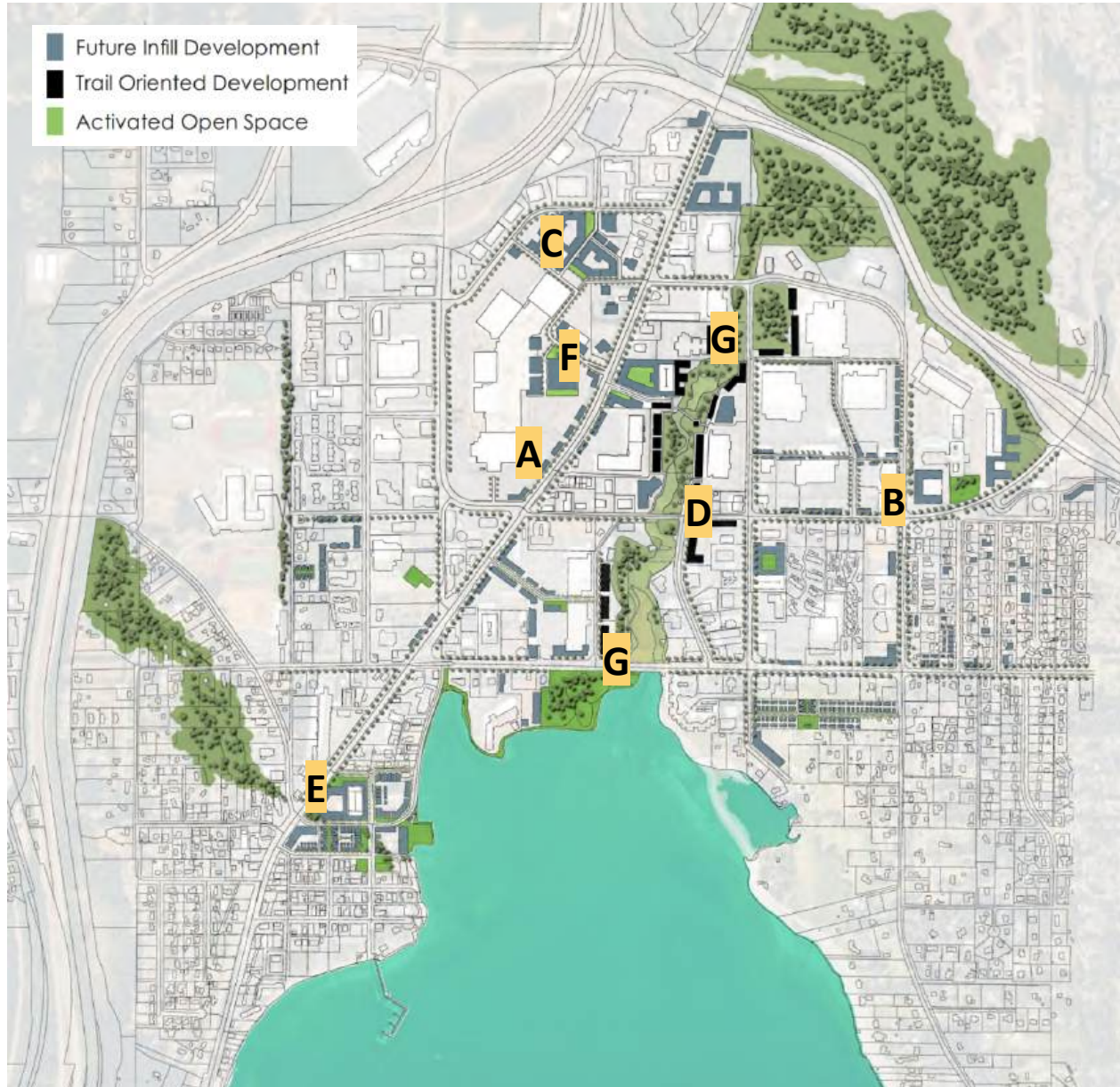
# Key Connections



# Key Areas



# 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.

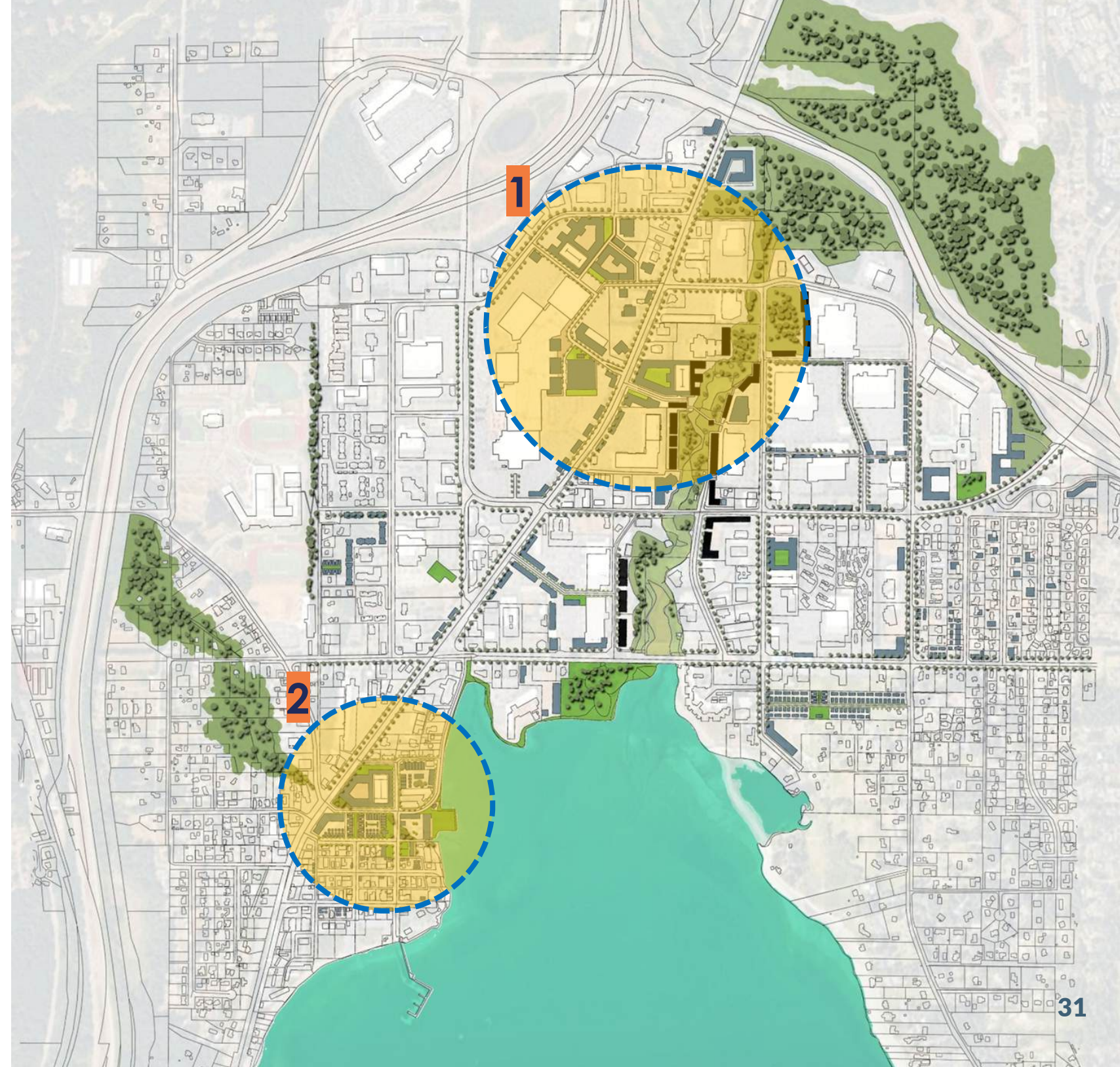


**G** **Clear Creek Trail as a community backbone**, serving as an east-west connection and the “front/back yard” for future homes and local amenities, and connection to Old Town waterfront and future foot ferry

# Infill Redevelopment: Study Areas

**1** Mall – Creek Area

**2** Old Town Transition Area



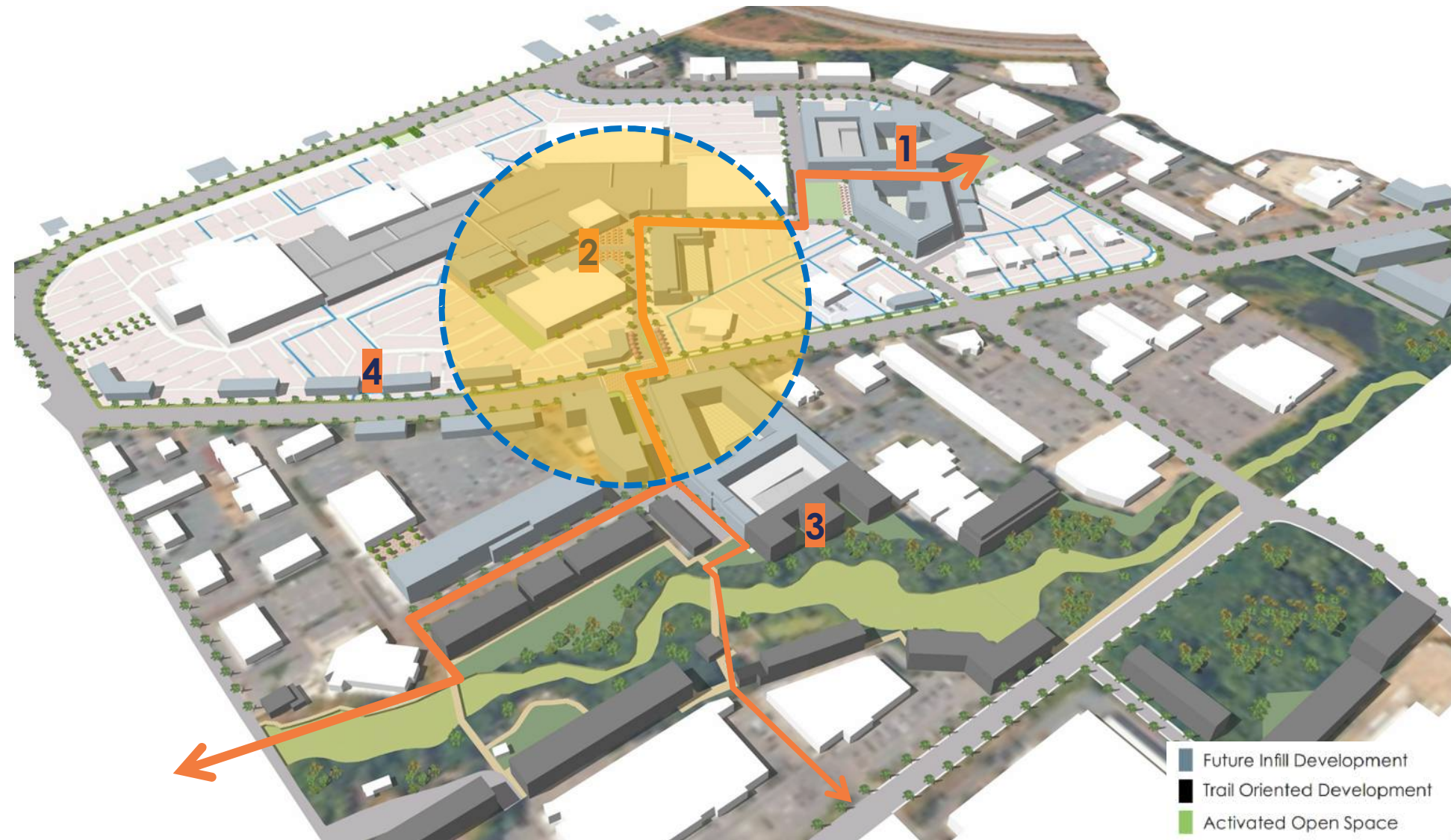
# Mall-Creek Area

- 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

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Future Infill Development  
Trail Oriented Development  
Activated Open Space

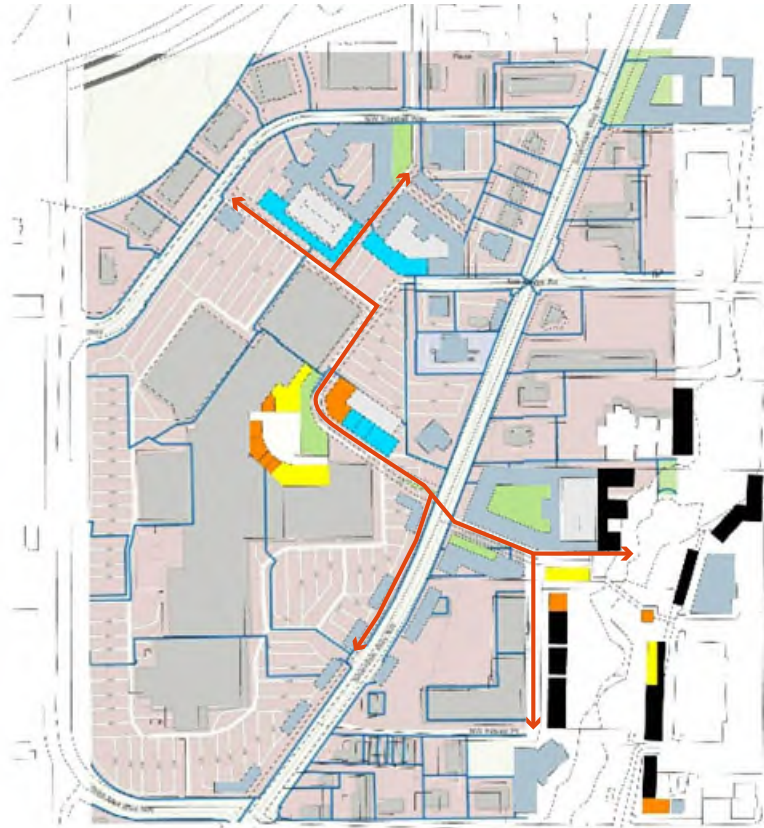
# Open-air Urban street

## Legend

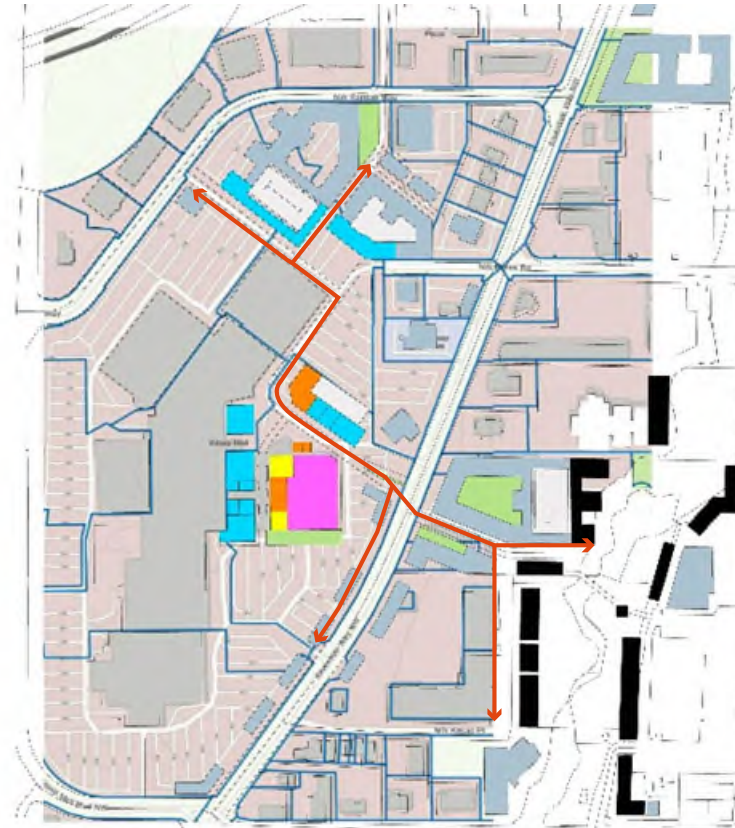
- Ground Floor Retail
- Casual Dining
- Sit-down Restaurant
- Entertainment
- New Proposed Construction (res)
- Creekrfront MF res
- Activated Open Space

Note:  
Assume MF Bldgs  
w/ gray as either  
wrapper or podium  
parking, with  
ground floor commercial  
retail as indicated, above.

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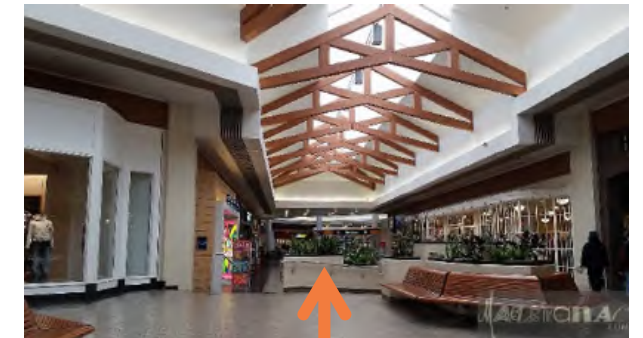
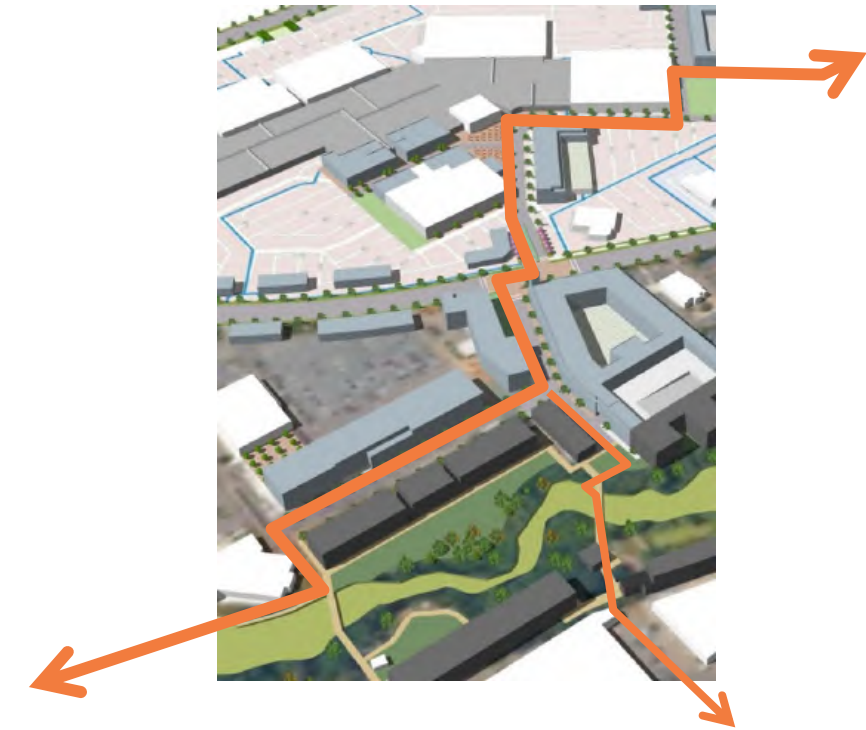


**Revised Proposed Mall Area Plan**  
w/Parcel and Conceptual Merchandising Diagram



**Revised Proposed Mall Area Plan B**  
w/Parcel and Conceptual Merchandising Diagram

Two proposed options for creating an open-air Urban street condition further integrating new residential and mixed-use Development into a continuous walkable street network.



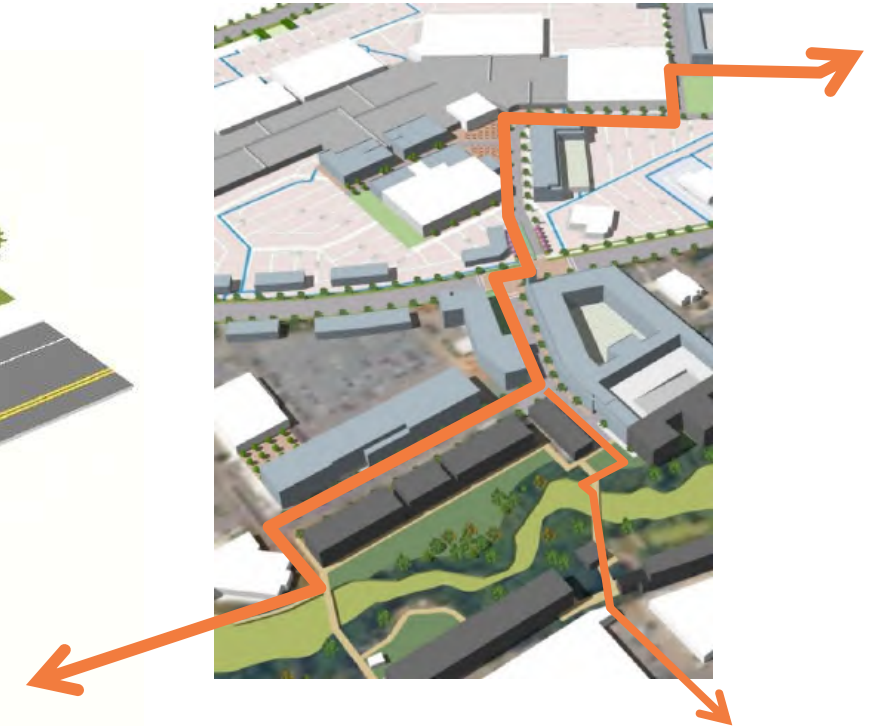
# Mixed-use/Multi-family Infill Development

- 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.
- New buildings front new attached public greens and pocket parks, as well as hard-scaped plazas, available for outdoor dining and programmed events.
- 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 can be closed for special events.



# Liner Buildings

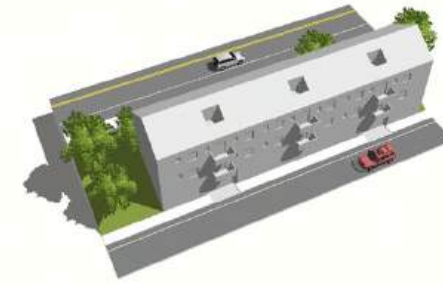
- Liner Buildings – shallow depth multi-tenant commercial buildings that can be accessed from existing parking behind
- Length of individual buildings kept short to permit easy access between off-street surface parking and primary frontage, to provide an active and inviting pedestrian environment.



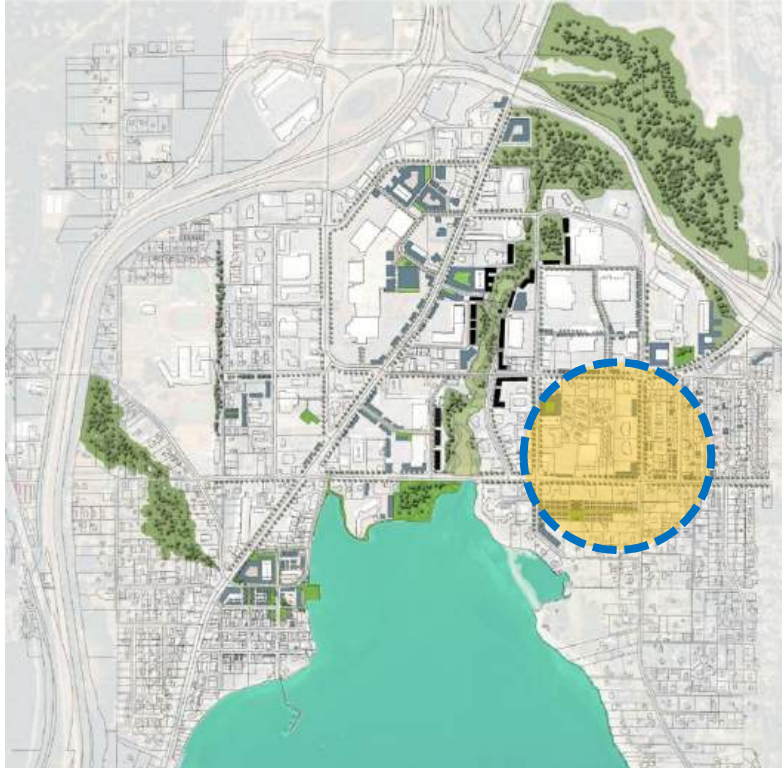
# Liner Buildings



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



# Incremental Densification

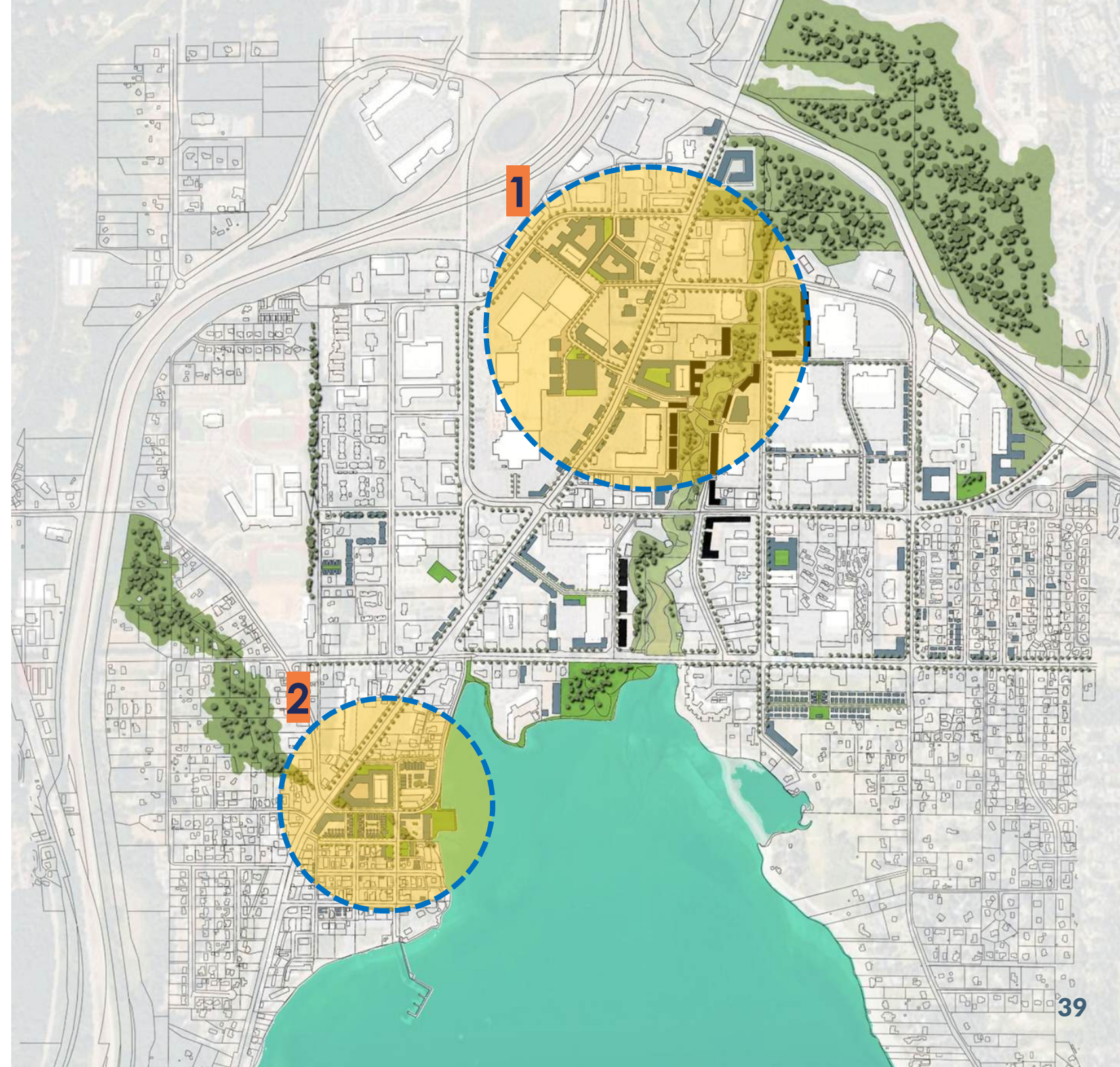


- “Gentle Density” --introducing smaller-scale, multi-unit housing like duplexes, triplexes, townhouses, and accessory dwelling units (ADUs) into areas with lower density residential.
- Designed to be context-sensitive, blending new developments into the existing character of a neighborhood

# Infill Redevelopment: Study Areas

**1** Mall – Creek Area

**2** Old Town Transition 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 Bldgs, pulled up to sidewalk/on-street public



# 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

# Scale Comparatives



Silverdale/Downtown Tacoma scale composite



Silverdale/Ruston Way scale composite



Silverdale/Renton Landing scale composite



Silverdale/Poulesbo scale composite



Silverdale/Bremerton Downtown scale composite

# Gradual Transformation



University Place - 2005



University Place - 2013



University Place - 2017



University Place - 2022



University Place - 2025

# Small Group – Discussion Questions

## Q1: Overall Framework & Connectivity:

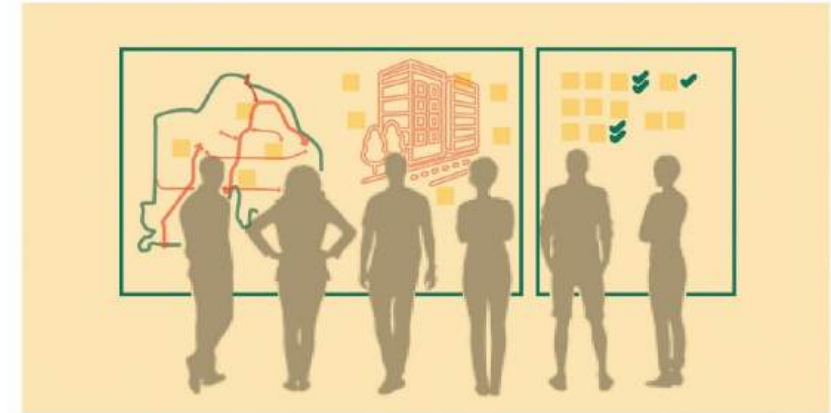
A desired outcome of promoting parallel connectivity is to help reduce congestion on the primary arterials. Regional planning and market-driven approaches to creating a vibrant mixed-use area depend on walkable streets with active ground-level uses.

- Does this overall approach reflect a strong long-term vision for the Silverdale Regional Center? If not, what concerns or improvements do you see?
- Beyond parallel streets and midblock connections, what other strategies could reduce congestion and help attract mixed uses?

## Q2: Density & Housing:

Adding more density, where appropriate, can help support additional amenities, like pocket-parks, and structured parking, to support the park-once and walk model. Larger multi-family buildings along major corridors can also buffer neighborhoods from traffic and commercial areas.

- What are other feasible ways to achieve the outcome of adding amenities?
- Alongside near-term strategies like liner buildings or reusing underutilized parking, what other ideas could help make streets more walkable and people-friendly?
- For Old Town, do you support a gradual transition in building scale as a buffer to redevelopment along Silverdale Way? What other locations or approaches could provide similar buffers and transitions within the Center?



Connect, converse, and capture your ideas and comments:

- Write on sticky notes,
- Mark them on the maps
- Draw what you're envisioning!



# Thank you!

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