Port Orchard Comprehensive Plan Update 2016: Making Connections

University of Washington Studio Team

Joint City Council-Planning Commission Meeting
Thursday June 5, 2014 at 7:00pm at Port Orchard City Hall
Agenda for tonight

- Introductions
- “Connections” theme
- Process
- Findings: What we heard
- Plan Goals and Actions
- Moving Forward
- General Comment & Questions
- Council Comment & Announcements
Planning Process

2014, 2015, 2016
City Staff work, public outreach, and public hearings

Scheduled Plan adoption: March 2016
Community Changes & Challenges

Port Orchard Population and Projections

- Population
- McCormick Woods Annexation
- 2035 County Projections
Community Changes & Challenges

Age Demographic Population
2000, 2010, and 2020

Age Group

Percent

0% 5% 10% 15% 20%

0 to 9 10 to 19 20 to 29 30 to 39 40 to 49 50 to 59 60 to 69 70 to 79 80+

Community Changes & Challenges
Public Outreach Summary

- March 8\textsuperscript{th} public meeting
- May 3\textsuperscript{rd} open house
- Focus group and stakeholder outreach
- Online survey
Theme: Connections

Residents

Neighborhoods

The Region

Government

Businesses

Open Space

Planning

Land Use

Utilities

Transportation

Parks & Open Space

Economic Development

Capital Facilities

Housing
Spring 2014 Survey Results

- Conducted online April-May, 73 respondents
- Distributed the URL via email, Facebook, flyers
- Main question categories:
  - Identity
  - Housing
  - Land use
  - Transportation
  - Basic information and demographics
  - Downtown
  - Challenges and opportunities
Survey Results - Notification

How did you learn about this survey?

- City Website: 66%
- Social media (e.g. Facebook): 12%
- May 3rd Open House: 12%
- Email: 4%
- School district or PTSA: 3%
- Other: 3%

Social Media: Where did you learn about this survey?

- 'Port Orchard' Facebook group: 48%
- 'City of Port Orchard Government' Facebook page: 39%
- Post by a Facebook friend: 4%
- Twitter: 9%
- Other: 3%
Survey Results - Identity

Port Orchard IS...

- An independent small town: 40%
- A bedroom community: 22%
- A tourist attraction: 8%
- A center for economic/industrial activities: 3%
- A regional center: 5%
- Other: 8%

Port Orchard SHOULD BE...

- An independent small town: 21%
- A bedroom community: 21%
- A tourist attraction: 12%
- A center for social activities: 28%
- A regional center: 7%
- Other: 2%
Survey Results - Transportation

What is your primary way of getting around Port Orchard?

<table>
<thead>
<tr>
<th></th>
<th>Work</th>
<th>School</th>
<th>Shopping</th>
<th>Recreation</th>
<th>Entertainment</th>
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<td>Drive</td>
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<td>96%</td>
<td>76%</td>
<td>89%</td>
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Survey Results - Land Use

Where do you do the majority of your shopping?

- Port Orchard: 47%
- Bremerton: 0%
- Silverdale: 18%
- Gig Harbor: 31%
- Poulsbo: 1%
- Tacoma: 2%
- Other: 1%

What types of jobs and industries should Port Orchard focus on attracting?

- Retail/customer service: 27%
- Industrial/manufacturing: 17%
- Government: 6%
- Hi-tech/startups: 21%
- Healthcare: 9%
- Business/professional: 18%
- Other: 3%
How much do you pay for housing?

- More than 50 percent of my income: 1%
- More than 40 percent of my income: 15%
- About a third of my income: 32%
- Less than 30 percent of my income: 52%

As Port Orchard grows, what types of new housing would you prefer to see?

- Single family neighborhoods: 61%
- Multi-story apartment/condo complexes: 8%
- Houses and/or apartments mixed with commercial services: 26%
- Other: 5%
Survey Results - Growth Strategy

Where should Port Orchard locate future job and population growth?

- Concentrate growth downtown, 13%
- Spread out growth evenly across the city, 28%
- Concentrate growth in multiple clusters around the city, 44%
- Limit growth to the outer areas, 8%
- Other, 7%
Observations: What we heard

KEY ISSUES:
● Downtown & Waterfront
● Identity & Character
● Communication & Involvement
● Capital Resources
Observations: What we heard

DOWNTOWN & WATERFRONT

● Making Connections:
  ○ Identity
  ○ Utilizing assets

● Prior plans

● Vitality and historic character
IDENTITY & CHARACTER

- Making Connections:
  - Scenic natural beauty
  - Regional economic and urban centers
- “Quiet, small-town feel”
- How to retain it?
Observations: What we heard

COMMUNICATION AND INVOLVEMENT

● Making Connections:
  ○ City Hall and residents
  ○ Residents with each other
● Strong sense of community
● Explore new approaches
Observations: What we heard

CAPITAL RESOURCES
● Making Connections:
  ○ Maintaining levels of service
  ○ Controlling costs
● Infrastructure and efficiency
● Retaining character
The Document & Our Recommendations

● Structure of the Plan
  ○ Elements
    ▪ Introduction
    ▪ Land Use
      ● Goals and Policies
    ▪ Housing
      ● Goals and Policies
  ▪ Appendices
The Document & Our Recommendations

• New Components and Approach
  o Connections
  o Centers Strategy
  o Citizen Engagement Strategy
  o “Issue in Focus” Boxes
The Document & Our Recommendations

● Connect
  o Individual neighborhoods to the greater city
  o People to the waterfront
  o People to downtown
  o Downtown and the waterfront
  o People via land use choices that encourage meaningful interactions
  o Separate areas of the city with a variety of transportation options
The Document & Our Recommendations

● Connect
  
  ○ People to the history of the city through the built environment
  
  ○ To the regional trail network
  
  ○ Parks to housing and to other parks
  
  ○ Citizens and government officials
  
  ○ Business and government through a high level of partnership and cooperation
The Document & Our Recommendations

Centers Strategy

- Framework for designating
- Kitsap Countywide Planning Policies
- Accounting for future growth
  - Existing infrastructure
  - Places already with activity
What is a center?

- Land use technique
- Priority growth district
  - Concentrate growth
  - Preserve the environment
- Manage and define future growth
  - Keeping growth harmonious with overall community plans
- Enhance the larger community
Centers Strategy Advantages

● Efficiency
  ○ Housing
  ○ Infrastructure
  ○ Business and development

● Encourages preservation of:
  ○ Open space
  ○ Community character
Centers Strategy Advantages

● Compact
  o Concentrated housing and employment
  o Shorter commutes

● Housing
  o Affordability
  o Diversity of housing types

● Connecting to parks
Centers Criteria

● Areas with:
  o Fast, frequent reliable transit
  o Vacant or under-used land
  o Existing development patterns
  o Residential areas with mix of densities
  o Bike and pedestrian facilities

● Areas near:
  o Principal arterial network
  o Open space
  o Assisted living facilities
The Document & Our Recommendations

● Civic Engagement Strategy
  o What?
    ▪ Response to what we heard
  o Goals
    ▪ An informed citizenry
    ▪ Diverse and inclusive participation in local government
    ▪ Transparency in the planning process
    ▪ Observable results
The Document & Our Recommendations

- Civic Engagement Strategy
  - Active approaches
  - One-on-one stakeholder meetings
  - Meeting with community groups
  - Explore online programs
    - Mindmixer, Facebook, Textizen
  - Representative neighborhood council
Moving Forward

● If we had more time...
  o Downtown parking study
  o Safe Routes to School
  o Targeted public outreach

● Next steps:
  o Staff drafts other elements
  o Multiple other public hearings
  o Council adopts updated plan in early 2016
Moving Forward

● Port Orchard’s assets ensure quality of life
  o Outstanding natural environment
  o Strong community
  o Locally-based economy
● Let’s make a good city a great city
Thank You

Questions?