

Chapter 6. Economic Development

6.1. Plan Context

The purpose of this chapter is to outline economic development goals and policies for the City and to describe conceptually the anticipated types and intensity of employment projected within the planning area. In addition, this chapter will discuss briefly employment goals in Port Orchard and the potential benefits of the City of Port Orchard as an employment center. The State of Washington has recognized the need to promote economic competitiveness in community planning efforts.

6.2. Economic Development Vision

The Washington State's Growth Management Act includes an Economic Development component for Comprehensive Plans and this element incorporates the community vision and goals to provide guidance to that end. The Port Orchard Downtown Economic Development Plan works in concert with the City's Comprehensive Plan. This vision for the future of Port Orchard, as articulated in the Port Orchard Economic Development Plan (2004),

- Unify the Business Community,
- Establish Investment Priorities,
- Plan for a Vital Sustainable Economy, and
- Work in Concert with Current Plans and Processes.
- Continually strives to promote, attract, and maintain a diversity of jobs and businesses thereby creating and maintaining a dynamic, diverse, and vigorous employment and economic base.
- Honors and values its past heritage through the preservation of its historic commercial district which creates a visible link to Port Orchard's unique maritime past.

Toward that effort and in support of the local vision of the City of Port Orchard, this Comprehensive Plan element strives to create and encourage a business environment that is supportive of a variety of economic uses in order to diversify the local economy and reduce its reliance upon the federal government as well as support the vision of the community.

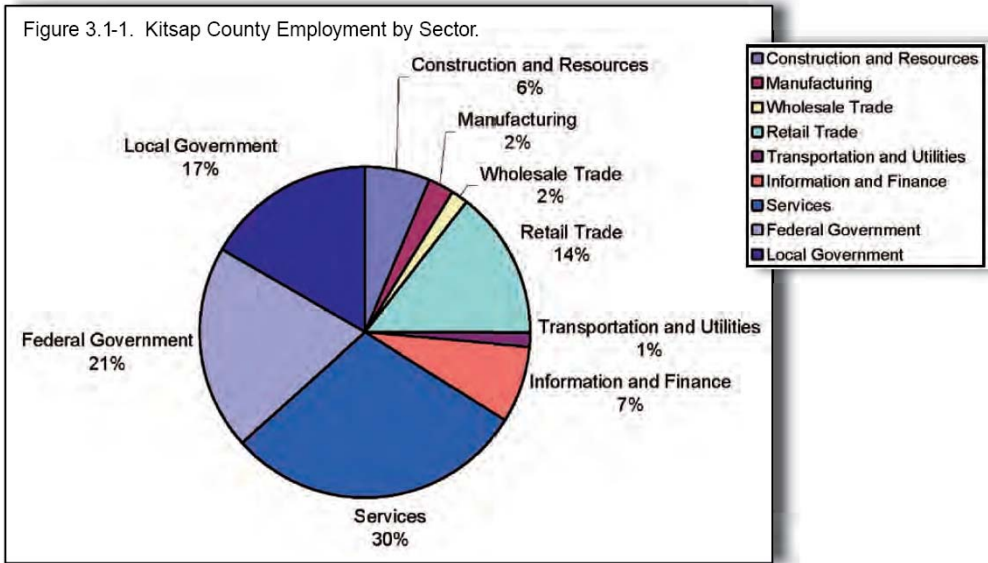


Figure 6-1 Kitsap County Employment by Sector: Source Port Orchard 2004 Economic Development Plan

This Comprehensive Plan includes the City’s economic development by providing for goals and policies to guide development, identify key goals and opportunities, and designate appropriately zoned land for development of primary employment. The plan promotes economic development by providing a diverse mix and appropriate range of commercial, office, and residential uses that, in turn, will provide opportunities for businesses to locate within close proximity to residents and create living wage jobs that contribute to a healthy local economy. The economic development element will be implemented through the goals and policies in this chapter; as well as in the Land Use chapter and map designations adopted as part of this Comprehensive Plan.

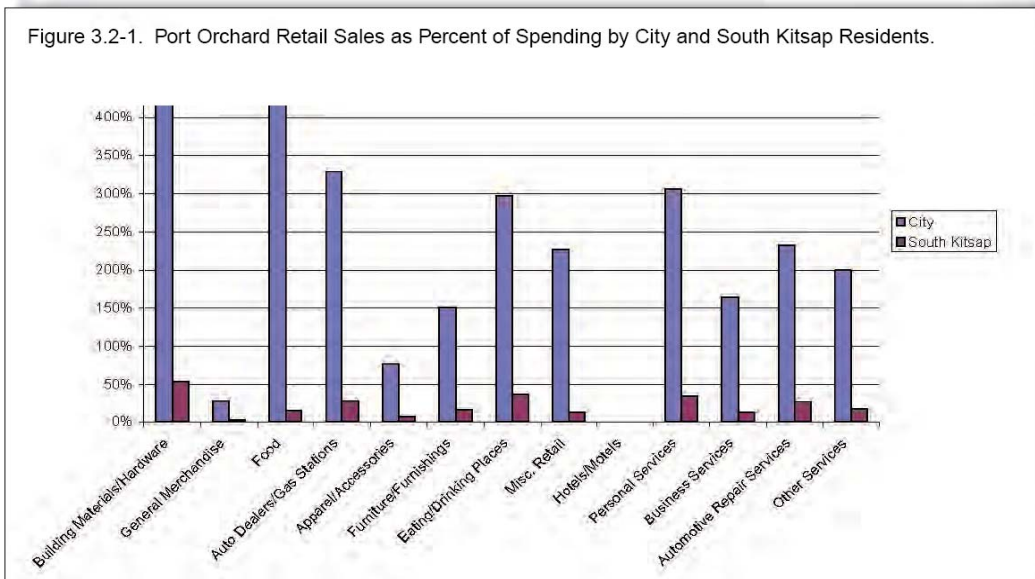


Figure 6-2 Port Orchard Retail Sales. Source Port Orchard 2004 Economic Development Plan

The Port Orchard Comprehensive Plan incorporates these goals with another major Comprehensive Plan goal, that of balancing business and economic development with environmental protection. Local economic policy plays a strong role in balancing the needs of growth and protection of our environment. Areas designated must have easy access to necessary public facilities such as utilities and highways, yet have a limited impact on environmentally sensitive areas such as streams and wetlands. This plan incorporates goals and policies that address both growth and environmental protection.

6.3. Economic Development Goals and Policies

This plan addresses Economic Development in several categories, each with associated goals and policies for economic development identified for Port Orchard as they provide the primary foundation for this Economic Development element, supporting both the overall vision of the Comprehensive Plan and the needs and desires of the community.

Goal 1. Support a vital diversified economy that provides living wage jobs for residents, supported by adequate land for a range of employment uses, and that encourages accomplishment of local economic development goals.

Policy ECON-1 Provide, through sub-area & comprehensive plans, zoning, & land use designations, that create an adequate supply of land to accommodate the targeted employment growth.

Goal 2. Encourage economic growth and diversification that minimizes long-term and short-term cyclical unemployment, decreases dependence on the national defense industry and decreases dependence upon the income of residents who commute out of the city.

Policy ECON-2 Implement long-term economic policies that will encourage and assist in developing an economic market analysis and a strategy to support the needs of employers, thus meeting diversification and employment objectives and improving the City's tax base.

Policy ECON-3 Improve competitiveness in economic development by encouraging and developing incentives for business growth, expansion, and relocation.

Policy ECON-4 Improve the Jobs/Housing balance on a City-wide basis.

Policy ECON-5 Adopt an employment target for the creation of one new living wage employment or job opportunity for every new household population growth forecasted through the 2025 planning period.

Policy ECON-6 Encourage office development to increase Citywide share of office space.

Goal 3. Increase the number of primary jobs, which are jobs producing goods or services that are principally sold to clients outside of the City, that in turn enable the creation of secondary jobs, which are jobs that produce goods or services that principally serve clients within the City.

Policy ECON-7 Recapture a percentage of retail and service sales occurring within the City. Concentrate on local community goods, unique services, and an emphasis on quality and service.

Policy ECON-8 Support implementation of the City of Port Orchard Economic Development Plan and complement economic growth of the City of Port Orchard.

Goal 4. Promote and support a healthy, diverse economy that provides for a strong and diverse tax base, encourages expansion of business, creates industrial and employment opportunities to attract new industry to Port Orchard, and fosters new industry that is environmentally responsible and consistent with the Comprehensive Plan.

Policy ECON-9 Recognize the arts as a growing component of the South Kitsap economy. Encourage and support the creative and economic contribution of the arts as an ongoing economic contribution to the diversity of Port Orchard.

Policy ECON-10 Recognize tourism as a growing component of the South Kitsap economy. Encourage and support the economic contribution of tourism as an ongoing economic contribution to the diversity of South Kitsap. Encourage participation in selected community events and destinations by visitors with multiple-day stays.

Policy ECON-11 Encourage small business enterprises and cottage industries, and allow appropriate and traditional home occupations as permitted by local regulations.

Policy ECON-12 Encourage providing space for small-scale low-impact enterprise developments to allow for non-retail business uses that have minimal impacts on the environment and surrounding uses, including, but are not limited to, artists'

studios, research and development, computer software development and manufacture, commercial kitchen for value-added farm product processing, duplicating services, and small-scale assembly. Creative ways of providing affordable commercial space should be considered, and live-work opportunities should be explored as a component of the development.

Policy ECON-13 Establish Port Orchard as a unique and significant waterfront destination with recreational and retail opportunities for tourists and residents.

Policy ECON-14 The City shall value and preserve its historic commercial district creating a visible link to its unique maritime past.

Goal 5. Provide a diverse mix and appropriate range of commercial, industrial, and business park uses within Port Orchard and South Kitsap area that will provide living wage jobs.

Policy ECON-15 Encourage mixed use developments within commercial districts that will enhance the visual, economic, and environmental quality of these areas and improve the transition between commercial and residential districts.

Policy ECON-16 Encourage pedestrian orientation for non-residential uses and office or residential uses above ground floor retail uses.

Policy ECON-17 Discourage strip commercial development type patterns and signage, and concentrate commercial/office development into “nodes” or pedestrian friendly village-type developments.

Goal 6. Balance business and industrial development with environmental protection and continue to maintain and enhance the quality of life in Port Orchard as growth occurs.

Policy ECON-18 Provide for the location of environmentally responsible light industrial, manufacturing, commercial, and high technology firms within Port Orchard.

Policy ECON-19 Encourage the use of “green” materials and techniques in all types of construction. Adopt the US Green Building Council, Leadership in Energy and Environmental Design (LEED) certification and evaluation process.

Policy ECON-20 Encourage public sector solid waste reduction and recycling. Develop and utilize methods to help businesses find markets for surplus materials, byproducts and waste.

Policy ECON-21 Encourage local enterprises to participate in programs such as the Solid and Hazardous Waste and EnviroStars programs of the Bremerton-Kitsap County Health District and the Green Works program of the Kitsap County Public Works Department, which recognize and assist business efforts to protect the environment.

Goal 7. Support and coordinate economic expansion and diversification through the development of capital facilities, multi-modal transportation and urban services.

Policy ECON-22 Encourage the full utilization and development of designated commercial and industrial areas. Promote revitalization within existing developed areas to take advantage of the significant investments in existing buildings and infrastructure.

Policy ECON-23 Rehabilitation and expansion of existing commercial facilities should be encouraged in preference to building of new commercial facilities.

Goal 8. Ensure that economic development will be concurrent with the existing capacity of required capital facilities.

Policy ECON-24 Development plans shall consider, in addition to other infrastructure, a technology infrastructure component depicting the type and siting of technology infrastructure, including fiber optic or other high-speed data links, provisions for reserve capacity and future expansion, such as reserve space inside planned conduits.

Goal 9. Make use of the land use and strategic location of the Port Orchard to attract new employers to the City and allow existing employers to expand.

Policy ECON-25 Encourage the cooperation of agencies and groups interested on economic development of the sub-area in developing a campaign to attract new businesses, while retaining existing ones.

Policy ECON-26 Encourage economic development opportunities utilizing new and the existing development infrastructure, as well as aviation, rail, marine, and transportation infrastructure connecting Port Orchard and the South Kitsap Industrial Area.

Policy ECON-27 Encourage business opportunities that maximize the availability of highly skilled workforce and geographic proximity associated with existing military facilities.

Goal 10. Foster and facilitate partnerships and cooperation among government, private corporations, and nonprofit

entities to promote the economic development goals and policies of the Comprehensive Plan.

Policy ECON-28 As appropriate, work with other Jurisdictions and agencies such as state and federal agencies, Tribes, the Port of Bremerton, the cities, the Kitsap Economic Development Council (KEDC), Chamber of Commerce, and the Kitsap County Public Utilities Districts, in marketing and developing the City of Port Orchard.

Policy ECON-29 Collaborate with tribal governments, ports, and other special districts to identify innovative development methods such as public and private partnerships and community development assistance financing to increase economic vitality.

Policy ECON-30 Property Owners and the Chamber of Commerce will encourage Kitsap County, adjacent cities, and the KEDC in actively recruiting new employers to locate within the City of Port Orchard and in encouraging existing employers to expand their business within the City of Port Orchard.

Goal II. Attract new educational institutions and improve, and expand existing educational institutions that provide vocational and postsecondary programs to assure a highly skilled, technically trained resident work force.

Policy ECON-31 Encourage development of a state or private 4-year university, or promote further expansion of existing educational institutions.

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