

Silverdale

Silverdale, which includes Kitsap Mall, is the retail center of Kitsap County. In 2010, unincorporated Kitsap County had a population of 170,022, while the county’s total population was 251,133. Silverdale has its roots in the timber industry, which thrived in the area until the 1880s. When timber gave way to agricultural production of the land, the Silverdale Dock became an important distribution center. Commercial development around the waterfront soon followed. In 1971, the Navy announced a major expansion of the Bangor Sub Base. The area saw significant growth in response to the Bangor Sub Base expansion and later development of the Kitsap Mall. Despite several incorporation efforts by residents – the most recent vote in February 2013 – Silverdale remains unincorporated. Silverdale is the only regional growth center in an unincorporated area.

Silverdale was designated as a regional growth center in 2003, and is the second regional growth center in Kitsap County. The Silverdale center is located between the Dyes Inlet shoreline and State Route SR 3 and 303. Historic Old Town sits on the Dyes Inlet shoreline. The center includes Kitsap Mall, completed in 1985, and surrounding commercial development. Silverdale contains a mix of commercial, office, residential and service uses, in addition to Clear Creek and several parks, Harrison Memorial Hospital, and the Silverdale Community Center.

Acreage, Density & Mix of Activity

Silverdale is among the largest regional growth centers in terms of total gross acreage (1,002 acres) with a net developable acreage of 818 acres (82% of gross acres). Compared to centers as a whole, Silverdale has a comparatively small number of total activity units (12,611), with employment-oriented activity (67% jobs/33% residents) and a low density of activity (12.6 units per gross acre).

Urban Form

Silverdale's average parcel size is 0.7 acres, which is smaller than the average size for growth centers. Silverdale currently provides a challenging pedestrian environment, with a very limited network of sidewalks (63% coverage) and large super-blocks with a 16.5 acre average size.

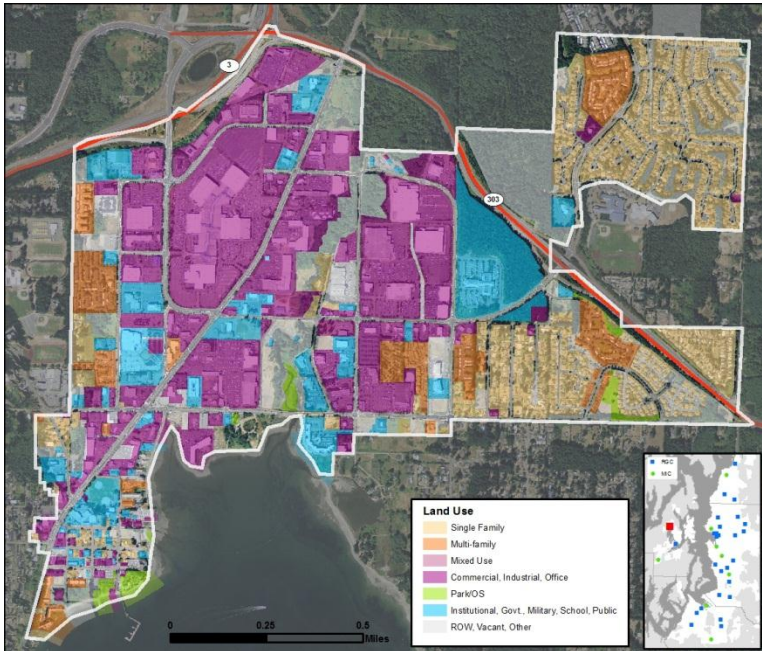
The presence of amenities is an important aspect of urban form. Silverdale has a moderate, balanced set of urban amenities (288 total amenities / 0.29 amenities per gross acre). Food/Drink (33%) and Public/Civic Services (33%) represent the largest amenity categories, with specific concentrations in Healthcare, Restaurants, Clothing/Shoes, and Banks.

2010 Summary Statistics

Land Use	
Gross acreage	1,002
Average block size (acres)	16.5
Average parcel size (acres)	0.7
Mix of Uses	
Population/Employee ratio	.49 : 1
Population+Employee/acre	12.6
Population	
Total population	4,168
Population density/acre	4.2
Change (2000–2010)	1080
Housing	
Total housing	2,260
Housing density/acre	2.3
Change (2000–2010)	765
Employment	
Total employment	8,443
Employment density/acre	8.4
Change (2000–2010)	944
Transportation	
Housing access to transit	61%
Employee access to transit	88%
Work-based mode share	
SOV / HOV	85% • 8%
Walk & Bike / Transit	1% • 6%

Urban Amenities

Food & Drink	
Restaurants	58
Grocery	6
Cafes & Bars	18
Home Supplies & Services	
Pet Supplies	3
Laundry & Haircuts	13
Home supplies	12
Clothing & Shoes	36
Banks	18
Arts & Recreation	
Spectator Sports	1
Fitness & Outdoors	10
Electronics & Toys	6
Bookstores & Libraries	3
Arts & Culture	3
Public & Civic Services	
Social Services	10
Schools & Childcare	6
Police, Fire, Postal, City Hall	2
Pharmacy	2
Healthcare	79
Residential Care Centers	2



Land Use

Silverdale contains a diverse set of current land uses that are evenly distributed between commercial/industrial (38%) and residential (28%) in terms of total net land area. The major land uses are commercial (37%), single-family residential (19%), institutional (14%) and vacant developable (13%).

Demographics

The total population in Silverdale is 4,168, and has grown by 1,080 residents over the past 10 years. The center has older residents than the region as a whole, with a moderate share of youth (16%) and, among the centers, one of the largest shares of seniors (20%). The age of residents is predominantly 35-64, followed by 18-34 (64% for both age groups combined). At 30 percent, Silverdale's racial diversity is slightly above the region's 27 percent share of non-white residents. The groups with the highest shares in Silverdale are White (70%), Asian/Pacific Islander (17%), and Other (8%). Six percent of residents identify as Hispanic.

Employment

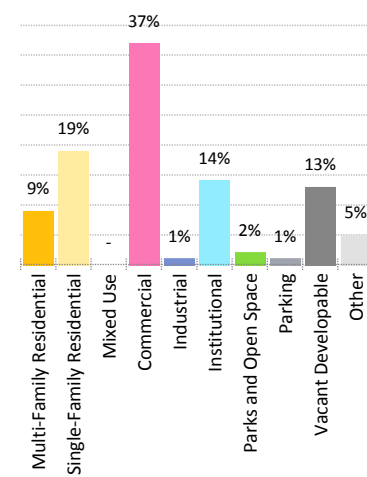
The total employment in Silverdale is 8,443, increasing by 944 jobs over the past 10 years. The major industry sectors are Services (54%) and Retail (35%). Some of the largest employers in this center are Harrison Hospital and large retail businesses operating in and around Kitsap Mall.

Housing

Silverdale has 2,260 total housing units, with a density of 2.3 housing units per gross acre. Over the past 10 years, housing has grown by 765 units (51% increase). Based on Census Block Group data, Silverdale

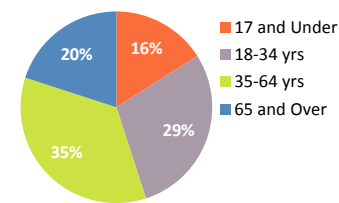
Current Land Use

(818 net acres)



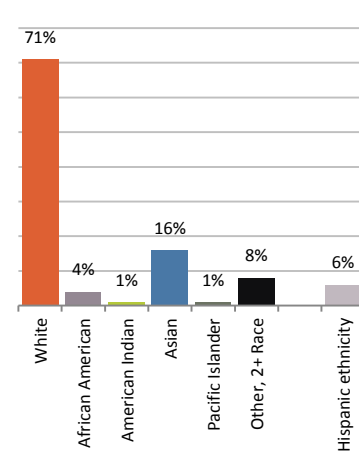
Age of Residents

(4,168 residents)



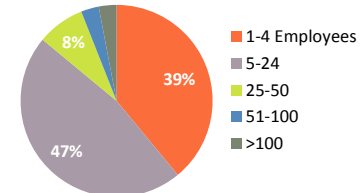
Racial/Ethnic Composition

(4,168 residents)



Size of Businesses

(565 workplaces)



has a large share (38%) of single family and 2- to 4- unit multifamily dwellings and a significant share 5- to 19- and 20+ unit multifamily housing (63%). In terms of unit affordability, Silverdale’s owner-occupied housing tends to be slightly less expensive than the region as a whole (based on Census Block Group data). The center's share of units under \$300,000 is 56 percent, whereas the region's share is 38 percent. The center's share of units over \$500,000 is 11 percent, whereas the region's is 25 percent.

Transportation

For work-based trips, the Silverdale regional center's travel characteristics are different from the region as a whole, with more single-occupant vehicle (SOV) and fewer transit trips. The region’s SOV share is 76 percent, while the center's share is 85 percent. The region’s non-SOV mode share is 24 percent, with 10 percent in transit and 5 percent in walk/bike. The center’s non-SOV share is 15 percent, with 6 percent in transit and 1 percent in walk/bike. The total daily trips from Silverdale are highly focused on destinations in regional centers (27% of all trips); this includes trips that stay within the center (25%) and trips that go to other centers (1%).

In terms of employee access to transit, Silverdale has nearly complete access, with 88 percent of employees within a 1/4 mile walk of transit. For residential, Silverdale has partial access with 61 percent of housing units within a 1/4 mile walk. For the 1/2 mile walkshed, the center has good levels of residential access to transit (73%).

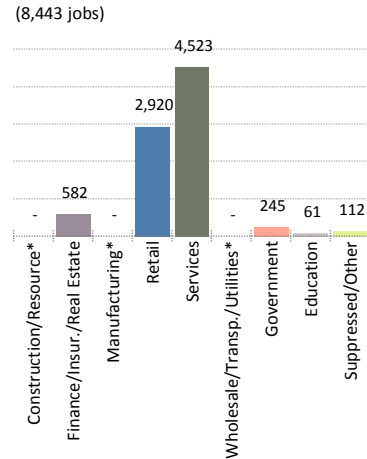
Plan Overview

The *Silverdale Subarea Plan* is adopted as an element within Kitsap County’s comprehensive plan. While recognizing the regional designation by PSRC for the Silverdale center, the subarea planning addresses an area larger than that defined by boundaries of the regional growth center. Policy direction is provided for the issues of land use, natural systems, economic development, housing, transportation, and capital facilities. While there are several policies adopted in the subarea plan that are established specifically for the regional growth center, most are geared to the incorporation of this area over the 20-year planning horizon and relate to the larger Silverdale UGA planning area.

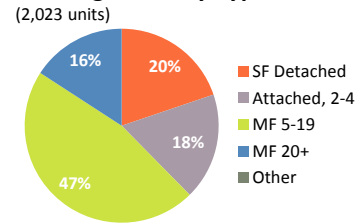
Comparison to Center Plan Checklist

The center’s primary planning document was reviewed to evaluate the extent to which the plan addresses topics in the PSRC Regional Center Plan Checklist. This policy-level review of the current plan is intended both to provide preliminary assessment of consistency of the plan with center guidelines and to evaluate the Regional Centers Checklist for any potential improvements.

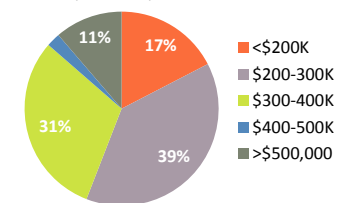
Jobs by Sector



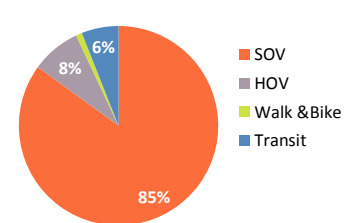
Housing Units, by Type



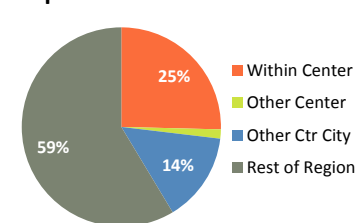
Value of Owner-Occupied Units



Mode Shares



Trip Destinations



Many aspects of the Regional Growth Center Plan Checklist are addressed in the plan element. A vision is provided that lays out the framework for land use, economic development, transportation, housing, governance, social capital, capital facilities, and the natural environment. An introduction provides some information on the relationship between the Silverdale UGA and comprehensive plan and its regional growth center designation—a map is also provided that helps users understand this. Critical areas significant to the Silverdale area are identified and policy direction is provided for the protection of these, including areas within the regional growth center. Parks and open space are not directly identified, but policy direction is provided for these. Also addressed in the plan element is stormwater and drainage, including the use of low-impact development, as well as the issues of housing density and affordability. Many of the transportation-related aspects of the checklist are also addressed, including the development of a multimodal system, design in the regional growth center, coordination with transit providers, and the development of complete streets.

The plan meets many of the existing expectations of the Regional Growth Center Plan Checklist, though there are aspects that the subarea plan does not address or that could be strengthened in future updates. The element does not yet address growth targets and mode split goals for the center. Public utilities in the center are addressed through goals and policies, and more detail on financing and specific improvements to capital facilities could be provided. Air pollution and greenhouse gas emissions have not yet been addressed in the plan. Given the subarea plan's policy focus, it provides a limited amount of information on the existing conditions, such as on the economic role of the center within the county and region and on the mix, distribution, and location of existing uses.

Planning Challenges

As noted by the city in its May 2012 presentation to the Growth Management Policy Board, as well as a 2011 survey, the Silverdale center's challenges include fragmented parcel ownership, oversupply of parking, limited funding for needed infrastructure improvements, congestion and lack of transit and bicycle facilities. The county also notes the center has very long blocks and there are limited options to create a denser road network because of the established commercial land use pattern and Clear Creek running through the center.

Kitsap County has employed strategies to address challenges and plan for the success of the Silverdale regional growth center. Regulatory mechanisms include flexibility in parking standards, height incentives for mixed use development, and design standards in the center.