City of Bremerton
Downtown Regional Center
Subarea Plan
December 19, 2007

Minor Amendments in May 2016 (Ord 5299) and Dec 2018 (5363)

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1.0 Introduction, Purpose and Need

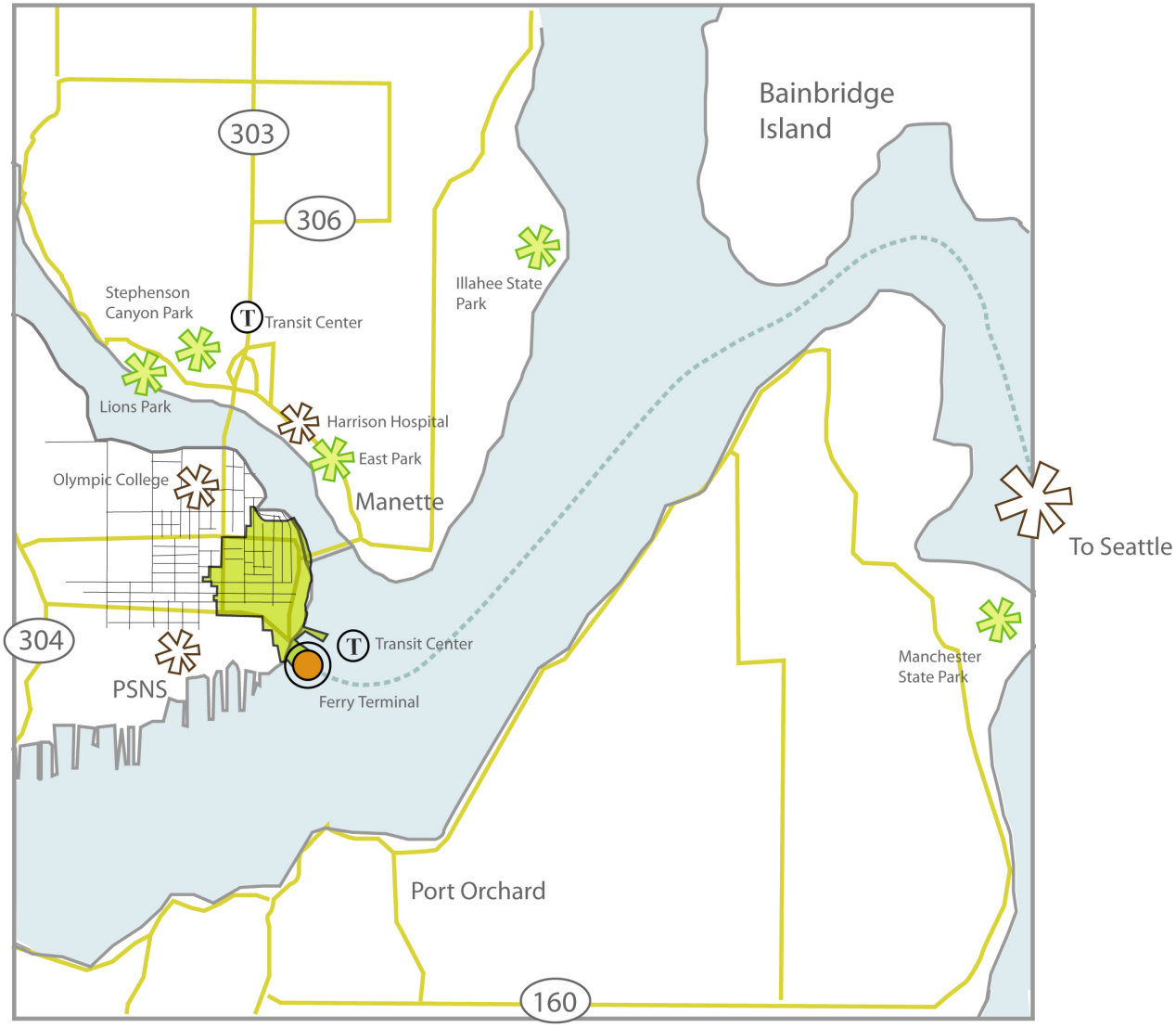
Bremerton's Downtown Subarea Plan provides a long term, coordinated outlook to help direct decision making affecting the ongoing revitalization and regeneration of the downtown. This will allow the City to continue to build upon its existing natural, social and physical assets.

The Subarea Plan supports and implements the policies presented in the 2004 and the updated 2016 City of Bremerton Comprehensive Plan, while concentrating on issues and opportunities at a scale more responsive to the Subarea's specific needs.

How the Plan Works:

Chapters One and Two provide a generalized introduction to the plan

Chapters Three and Four define new urban design strategies to guide the City's preferred



Downtown Subarea Context Map

patterns of urban design; detailing bulk, scale, massing and public space design principles by District. Chapter Five contains a set of new, preferred street types and circulation that help to balance transportation modes throughout the downtown.

Most importantly for each Chapter, the plan identifies specific implementation items, potential funding sources, timing, and responsibilities to achieve its vision. Furthermore, adopted as part of the Comprehensive Plan, new development standards will supersede as zoning within the Subarea, supplementing Title 20 of the City of Bremerton Municipal Code.

Overall, the Subarea Plan helps resolve the questions of how to responsibly increase density while laying the groundwork for a long-term, high quality city environment. The Plan encourages development patterns which lend attention to the public realm, optimizing the scarce resource of downtown land, and allowing densities to increase even in mature neighborhoods.

In sum, the Subarea Plan will:

1. Provide certainty and protect investment for both community and developers;

2. Provide continuity and cohesiveness of public realm and private spaces;

3. Encourage developers and property owners to think beyond their property lines to achieve mutual benefit;

4. Develop a collaborative, trusting relationship between community, city, and "city builders";

5. Synthesize long-term community needs with an understanding of livability issues concerning the natural environment, the public realm, and economic sustainability.

In The Past		New Directions
Conflicting Growth in Mature Neighborhoods	→	*Planned intensification in residential areas*
A Struggling Downtown	→	*Sustainability District, Employment District, Amenity Bonus System and development standards by construction type*
Automobile Dominate Streets	→	*Pedestrian interventions, multimodal streets, Pacific Avenue upgrade*
Copy Cat Architecture	→	*Design Review Board throughout Subarea*
Excess Surface Parking	→	*Long-term, centralized Parking Management Strategies*

1.1 Subarea Plan Goals

1.1.1

Optimize Bremerton's existing infrastructure investments by increasing the downtown population without sacrificing livability.

1.1.2

Create user-friendly development and street standards that will foster active street life, support the public realm, and add appropriate development intensity with an aim towards building a superior identity for downtown Bremerton.

1.1.3

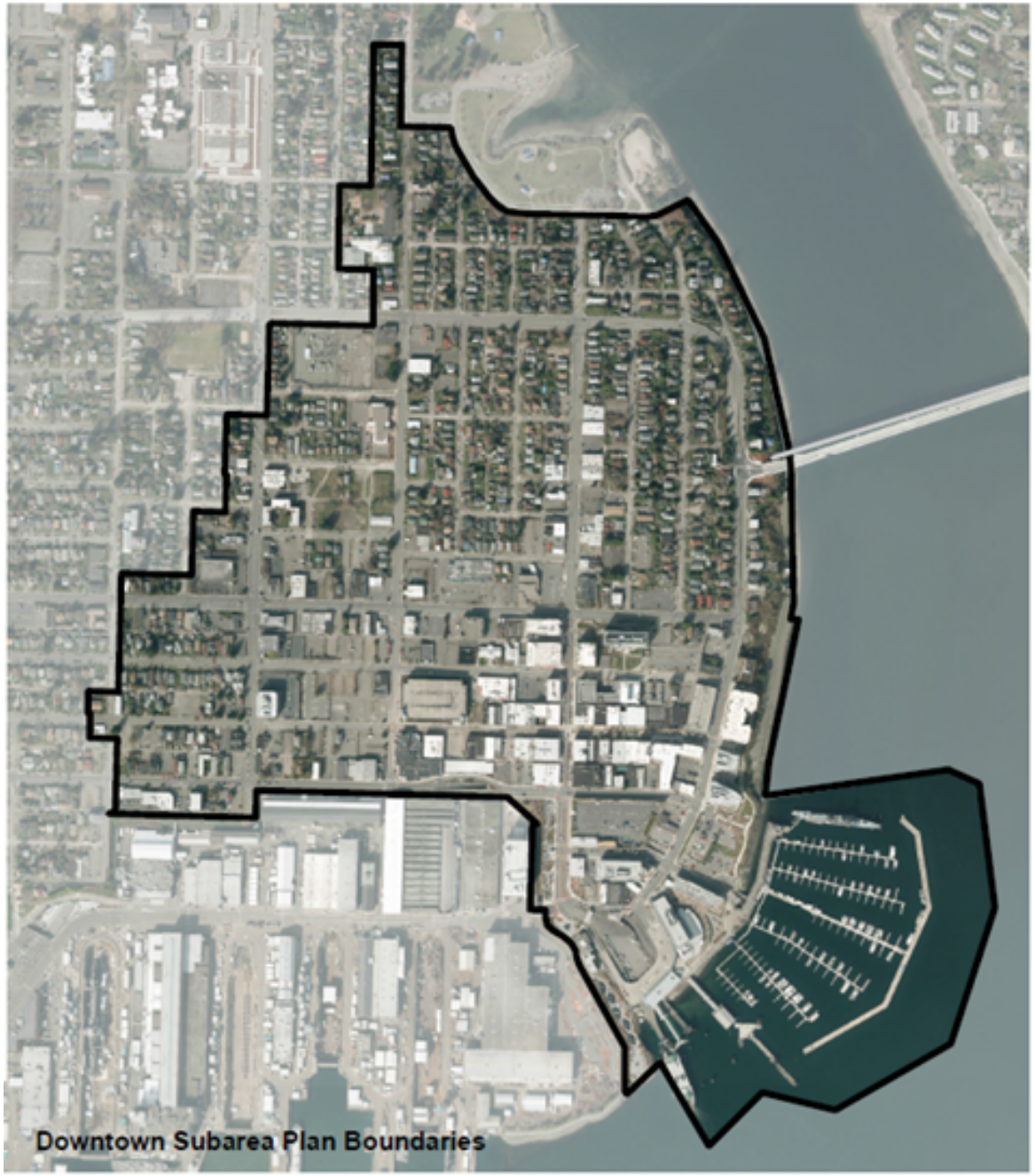
Promote fine grained and pedestrian-oriented development by enabling desired intensification to be achieved through a public bonus amenity system in downtown core and downtown waterfront areas.

1.1.4

Create a functional and accessible downtown by designing streets that act as links between neighborhoods.

1.1.5

Recommend a centralized and strategic management plan for both long- and short term parking in downtown bremerton to reduce existing spill over impacts.



1.2 Subarea Plan Consistency

The Bremerton Comprehensive Plan, updated in 2004, outlines the "Urban Centers Concept" which calls for the creation of a series of compact downtown villages, with the Downtown Subarea as the Urban Core and the Metropolitan Center of the West Puget Sound.

Comprehensive planning policies outline the development and community goals for the City of Bremerton. These policies have provided the basis for decisions within the Subarea Plan. The Community Character Element of the Comprehensive Plan provides the best overview of the basic themes for desired urban growth patterns.

CC1 Demonstrate excellent urban design qualities in urban development.

CC2 Assure that new development relates to surrounding uses and provides for urban livability.

CC3 Provide a safe, pleasant and rich pedestrian experience.

CC4 Promote the development of areas of special character, encouraging a diversity of communities within the city.

Additional comprehensive plan policies as they relate to the Subarea Plan, are summarized below.

1. Encourage a Mix of Uses:

•Promote neighborhoods which foster interaction among residents, contribute to well-being of citizenry, and create and sustain a sense of community and personal safety.

•Strategically locate mixed use, and higher density development around existing infrastructure and transportation hubs.

2. Distinctive Design:

•Build upon the intimate scale, street grid, and historic buildings of downtown Bremerton to create an environment having distinctive character and quality.

3. Create a Lively Downtown:

• The Waterfront District should contain a mix of transportation facilities, marina and sport services, specialty shops, and restaurants, and low-rise, high density residential.

•Encourage the expansion of services and utilization of amenities to attract citizens to the downtown business district beyond core business hours.

4. Preserve and Enhance the City's Character:

•Buildings should demonstrate efforts to accommodate a human scale and urban livability.

•View corridors in alignment with east-west upland streets should be preserved.

•Ensure that infill construction is done in a manner that reinforces the neighborhood's desired and defined character and architecturally complements the surrounding commercial and residential areas.

5. Use Design Review:

•The Development Standards within the Sub-area Plan use the Design Review Board as a key tool to ensure that design remains compatible and consistently high quality.

1.3 Meeting Growth Targets

The Downtown Subarea Plan seeks to meet population and employment growth targets as projected per the 2004 Comprehensive Plan. The Subarea Plan does not call for a substantial increase in density. Rather, the Subarea Plan details the form and design of future development within the growth parameters already evaluated with the 2004 Comprehensive Plan. A buildout analysis demonstrating consistency with established growth targets is prepared with the Subarea Plan and is on file with the Department of Community Development.

1.3.1 PLANNING PROCESS

The subarea planning process contained a public outreach component including the following:

1. Individual one-on-one and group meetings were held with stakeholders identified by the City of Bremerton, Community Development Department. These meetings occurred through out the planning process. Stakeholders are listed in the table at right.

2. To refine development standards for the Subarea Plan, a focus group was held with professional market analysts and local stakeholders in the development community to ensure project feasibility and impacts. This meeting also helped to ensure that the development standards reflect community goals outlined in the Comprehensive Plan.

3. Three Public Open Houses were held at the City of Bremerton City Hall. These community meetings were advertised through mailed and published notices to residents living within 2/3 mile of the downtown Subarea.

Contacted Stakeholders

Bremerton Housing Authority,
Department of Economic Development,
Department of Public Works,
Fire Department,
Public Safety,
Parks Department,
City of Bremerton, Attorney,
City Council members,
Department of Defense, US,
Naval Base, Bremerton,

Diamond Parking,
Local Development Community,
Kitsap County Consolidated Housing Authority,
Kitsap Transit,
Mayor's Economic Roundtable,
Olympic College,
Parametrix (Non-Motorized Transportation Plan Coordination),
Puget Sound Naval Shipyards,

Residents , Highland Neighborhood,
Residents, The 400 Building
Residents, Harborside
Sustainable Bremerton

Public Open House

May 5, 2007 – City of Bremerton, Council Chambers, Open House: Existing Conditions.

July 12, 2007 – City of Bremerton, Council Chambers, Open House: Alternatives.

September 18, 2007 – City of Bremerton, Council Chambers, Open House: Preferred Alternatives.

October 23, 2006 – City of Bremerton, Council Chambers, Presentation of Draft Report.

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