

PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE



Draft Vision, Guiding Principles & Key Goals & Phase 1 Summary Materials



“Helping Communities and Organizations Create Their Best Futures”

Founded in 1988, we are a multi-disciplinary strategy and analysis firm providing integrated, creative and analytically rigorous approaches to complex policy and planning decisions. Our team of strategic planners, policy and financial analysts, economists, cartographers, information designers and facilitators work together to bring new ideas, clarity, and robust frameworks to the development of analytically-based and action-oriented plans.

BERK & ASSOCIATES

120 Lakeside Avenue
Suite 200
Seattle, Washington 98122
P (206) 324-8760

www.berkandassociates.com

Principals: Bonnie Berk and Michael Hodgins
Project Team: Meghann Glavin, Bonnie Berk, Pia Franzese,
Tralee McGinness



PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

City Council and Planning Commission Workshop: June 27, 2007

PACKET CONENTS

- Meeting Agenda
- Draft Vision, Guiding Principles, and Key Goals
- Public Outreach Materials and Summary
 - Community Conversations
 - Summary
 - Agenda
 - Handouts and Posters
 - Community Questionnaire
 - Summary
 - Results
 - Advertising
 - Press Release
 - Website
 - Flyers

Prepared by:





PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

City Council and Planning Commission Workshop: Vision, Guiding Principles, and Key Goals

City Council Chambers, City Hall, 19050 Jensen Way NE, 98370

June 27, 2007: 5:00 – 7:30 pm

A G E N D A

Workshop Purpose & Outcomes:

1. Review Project Poulsbo: Comprehensive Plan Update public outreach process and feedback to date.
2. Discuss and provide feedback on the draft Vision Statement and Guiding Principles as well as the draft Key Goals.
3. Identify next steps for the Project.

- | | | |
|-------------|--|------------------------------|
| 5:00 | Welcome & Opening Remarks <ul style="list-style-type: none">• Introductions | Mayor Quade |
| 5:10 | Workshop Purpose & Outcomes | Karla Boughton |
| 5:15 | Public Outreach & Feedback <ul style="list-style-type: none">• Public process to date and next steps• Key Outcomes: Community conversations and community questionnaire• Questions and discussion | Meghann Glavin |
| 5:30 | Discussion: Draft Vision & Guiding Principles | Bonnie Berk/All |
| 6:00 | Discussion: Key Goals for the Comp Plan | B. Berk/All |
| 7:10 | Public Comment | |
| 7:25 | Next Steps <ul style="list-style-type: none">• Plan development and further Council involvement | M. Glavin/K. Boughton |
| 7:30 | Adjourn | |



CITY OF POULSBO COMPREHENSIVE PLAN

Vision Statement, Guiding Principles & Key Goals

VISION

Poulsbo is a vibrant community distinguished by its unique location on Liberty Bay, access to natural beauty and urban amenities, and historic, small-town character. Environmentally and economically healthy, Poulsbo is an all-seasons city with a functional yet picturesque downtown core that connects the City's neighborhoods and communities. The Citizens of Poulsbo are civically engaged, local government responds to public needs, and neighbors work collaboratively to continually improve quality of life.

GUIDING PRINCIPLES

1. Maintain Poulsbo's character, including the neighborhood and district identities and historic downtown
2. Improve and sustain the beauty and health of the surrounding natural environment
3. Develop a sustainable balance of services, amenities and infrastructure for a diverse population
4. Promote community interaction by supporting gathering places, open spaces, and parks
5. Support community members in their efforts to make healthy lifestyle choices
6. Connect the City, neighborhoods, and neighbors through multiple mobility options
7. Establish processes that engage citizens and community partners and implement policies that reflect the desires and concerns of community members

KEY GOALS

Land Use

- Achieve a mix of commercial land uses that serve the needs of the City's residents, businesses and visitors.
- Plan for residential development that maintains the character of existing neighborhoods.
- Plan and provide for public utilities and infrastructure to support the geographic and population growth of the City.

Housing

- Achieve a mix of housing types to meet the needs of households at various income levels and ages.
- Achieve a mix of housing types and densities while maintaining healthy neighborhoods, and guide new housing development into appropriate areas.

Natural Systems

- Support standards that maintain or improve environmental quality.
- Preserve the City's natural systems to protect public health, safety and welfare, and to maintain the integrity of the natural environment.
- Support regulation of activities in sensitive and hazardous areas to ensure high environmental quality and to avoid risks or actual damage to life and property.

Transportation

- Promote alternative mobility options and modes of transportation to reduce reliance on cars, including infrastructure for public transit, pedestrians, and bicyclists.
- Develop standards to improve the function, safety, and appearance of the City street system.
- Maintain a consistent level of service on the City's street system that is appropriate for existing and future growth to improve traffic flow.
- Participate in efforts to enhance the City's connectivity to the region.

Capital Facilities

- Proactively plan and provide for critical public facilities and infrastructure to meet the needs of existing population and future growth.
- Provide the necessary public facilities identified through Capital Facility Plans within the City's ability to fund or within the City's authority to require others to pay.
- Provide solutions for downtown parking challenges for residents, businesses, and tourists.

Parks, Recreation and Open Space

- Develop a high quality, diversified park, recreation, and open space system that benefits citizens of all ages, incomes, and physical abilities.
- Establish a network of trails, pedestrian linkages, and open spaces throughout the Poulsbo community.
- Provide more opportunities for indoor and outdoor recreational activities and team sports in City of Poulsbo parks.

Economic Development

- Promote a strong, diversified, and sustainable local economy.
- Attract appropriate businesses and foster local entrepreneurship that serves residents and non-residents needs.
- Support the provision of education and training opportunities to maintain a skilled workforce.
- Help facilitate the retention and attraction of living wage jobs for people living in Poulsbo.

Community Character

- Improve quality of life and create places where people can live, work, learn, shop and play.
- Maintain the positive identifiable images and features that make Poulsbo memorable.
- Encourage community cohesion by providing a range of spaces and places for civic functions, such as public meetings, ceremonial events, and community festivals.
- Provide a well-designed, pedestrian friendly, and community-oriented downtown center.
- Maintain the character of the City's downtown, waterfront, and residential areas, while allow for new development, expansion, and renovation that is compatible with the scale and character of the area.
- Accommodate infill development and redevelopment that enhances the quality of city neighborhoods and business areas and maintains green and open space in neighborhoods.



PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

Community Conversations



PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

Phase 1: Community Conversations Summary

COMMUNITY ASSESSMENT AND VISIONING

The City of Poulsbo sponsored two Community Conversations for residents to provide early feedback that will guide the Comprehensive Plan Update. The meetings were held on Saturday, May 12, 2007 at Vinland Elementary School from 9:30 a.m. to noon, and on Thursday, May 24, from 6:30 p.m. to 9:00 p.m. at Poulsbo Elementary School. The meetings were advertised on the City's website, in utility bills, on posters and flyers in the community, through a press release distributed to all local papers, and through local organizations including the Chamber of Commerce, Sons of Norway, Rotary, and the North Kitsap School District.

Approximately 80 people participated in the events, including residents, city staff, Poulsbo Chamber of Commerce members, and local business owners. After a brief introduction to elaborate on the project purpose, scope, and timeline of the Comprehensive Plan update process, City Planning members and third-party consultants led small groups in a discussion of the following questions:

- What are Poulsbo's most notable strengths?
- What challenges does Poulsbo face?
- What opportunities are available to the City?
- How do you envision Poulsbo in 20 years?

After the small group discussions, group representatives reported the highlights of their conversations to the rest of the Community Conversation participants. A complete summary of the comments is attached.

Key Themes

During the small group sessions, group members discussed what they felt were Poulsbo's strengths, challenges, opportunities and vision for the future. In general, Poulsbo residents have a strong sense of pride in their community; enjoy the small town feel, geographic location and the natural environment; and are concerned about the impacts the GMA will have on their community. Conversation participants would like more accessibility to local government officials; are concerned about overdevelopment and maintaining Poulsbo's small-town feel and traffic congestion; and want more local living wage jobs for community members. Other topics that arose include environmental and economic sustainability, availability of programs for community youth and seniors, balancing local resident needs with tourist culture, and ensuring a strong infrastructure is in place during the predicted growth.

Since participants enjoy the small-town feel of Poulsbo, they envisioned that in 20 years the City would retain this sense of closeness as well as its idiosyncratic characteristics (including the Norwegian history and style reflected in architecture, festivals, and local businesses) as well as focus on environmental conscientiousness and being more easily accessible by alternative modes of transportation. Ideally, Poulsbo's downtown area will continue to reflect the natural beauty, the City's pride in its Norwegian heritage, and will be intelligently and deliberately preserved as the City's core by continuing to serve tourists as well as the local population. Many community members want Poulsbo to be home to many professional industries, as well as sustain living wage jobs and provide the services and housing required for related businesses and employees.

What are Poulsbo's most notable strengths?

Historic Downtown, Small Town Feel, and Beautiful, Unique Look and Identity

- Poulsbo feels like "Little Norway" because of the sky, trees, and water
- Despite being a suburb, the City has a distinctive feel and character (2)
- The Old Town has a vibrant atmosphere and harbor
- Sense of identity
- Attractive to tourists
- Unique charm
- Heritage
- Destination – people are coming here
- Downtown core is good – leave it as it is
- Town has a theme: keep as much as possible
- Old Poulsbo houses: historic, not fancy but have character
- Old Town embraces waterfront
- Norwegian/historic element – like a town on a fjord – keep and spread this element
- Downtown merchants keep the area clean and inviting for Poulsbo residents and tourists
- Walkable downtown
- No high rises
- Homes are one-storey in the downtown core
- Historic village atmosphere
- Downtown: quaint, fits together, has flowers, has some parking, places to eat, art galleries
- City has a unique, individual identity
- Near Seattle but is still a small town (2)
- The City has a Northern European feel
- The City has no-nonsense character
- Great combination of urban and rural atmospheres
- Small town atmosphere
- Self-contained small town
- Parks/green spaces
- Kindness/courtesy of people (small town)
- Small town with access to big city things

Excellent Geographic Location and Natural Environment

- Enjoy the farmland, rural area (2)
- Beautiful location on the Bay
- Access to natural areas
- Salmon runs are nearby
- Enjoy accessibility of Liberty Bay
- Natural beauty
- Clean air
- Great water and nature views
- Water/mountains
- Scenery
- Setting
- Retain the natural setting

- Pretty good weather – keep this a secret
- View of the waterfront from the hill
- Wildlife: salmon runs, whales, eagles
- Beautiful driving on Fjord and Ludwig – you can still see the water
- Beautiful walk along the water where you can still see the trees

Good Amenities & Recreational Opportunities

- Accessible boating and marinas (2)
- Good library (3)
- Park & Rides are close by
- Good park system in place – highly utilized, good location and mix of uses, and has parking, located in neighborhood settings
- Good public schools (2)
- Family-friendly
- Good public transportation system
- Enjoy the Parks & Recreation programs
- Lots of sports for kids
- Good fire department and emergency services
- Central Market (2)
- Conveniently located near two main ferry terminals
- The City has many small, independent businesses, and few big box businesses
- There are restaurants and small businesses on the main street
- City government is very responsive
- The City is walkable, i.e. Poulsbo Place (2)
- Good parks (2)
- Access to peninsula/ferry (Seattle)
- Special attractions: festivals, Viking, Arts by the Bay
- Marine service center
- Tourist amenities are enjoyed by residents (restaurants, shops, bakeries)
- Boating community
- Parks are nice and well-kept -- could use more
- Sidewalks, plenty of places to walk – a good leash law
- Good medical services
- Science Center

The Community: Quality of Life, Growth, and Diversity

- Strong sense of community
- Best state and town in America
- People
- Cultural diversity, i.e. the Viking Festival (2)
- Good quality of life
- Safe, low crime, presence of police (4)
- Global warming maintenance
- No heavy industry
- There are lots of community volunteers and participation
- Low crime

- Neighbors know each other, friendly
- Quiet at night
- Good schools, good pool
- Good churches, they cooperate here
- Lots of community service groups & volunteers – Lion’s Club, Rotary, Sons of Norway
- Charitable people
- Good place to raise children

Other

- Economy starting to grow
- Great personal landscaping
- All kinds of boats, protected bay and pretty – the setting is kind of beautiful
- Irish Corner revitalized

What challenges does Poulsbo face?

Infrastructure, Local Government, and Amenities

- Utility capability
- Lack of diversity, the City needs different values from a diverse population to challenge the government
- Better access to City government
- Lack of community centers in the outer areas of Poulsbo
- Need better infrastructure, especially with impending growth (3)
- Better parks funding
- Better handicap access
- Need more bike trails, make the City more bicycle-friendly
- Reduce number of power outages
- Not pedestrian friendly
- Additional post office on Olhava
- School capacity should continue to fit the needs of the residents
- Improve street repair
- Filthy sidewalks downtown (pressure wash them and litter)
- Small parks – not effective
- More public restrooms
- There is a lack of indoor recreation infrastructure
- Would like to be more technologically connected, i.e. Wi-fi and better broadband (2)
- Connectivity to business core from residential edges (bike and walking paths)
- Not a lot of parks/green space outside of downtown

Transportation, Parking, and Traffic

- Traffic and downtown waterfront parking is always full
- Manage traffic by mitigating current and future problems by regulating signals, installing radar units and roundabouts, and reducing speeds (especially on Sixth, Jonson, Fjord, Front, and Hostmark Streets) (8)
- Lack of downtown parking, and would like a structure to be built that would blend in but provide needed parking spaces (2)
- Poor visibility at Front and Hostmark, and at Ebenezer and Fourth Avenue

- Parking in Poulsbo Place
- Overpass at Bond & 305
- Need alternate commuter options, i.e. pedicabs, electric trains, and Levee
- Block off Front Street from traffic

Business Mix and Job Creation

- Invite hospitals and related businesses to the City for jobs
- Develop industries using local talent and resources
- Develop Port's image and responsibilities
- Need to bring in living wage jobs (2)
- Are we going to be a bedroom community or economically self-controlled? (i.e. bring business here)?
- There is a current lack of buildings for businesses operations

Recreation, the Environment, and Sustainability

- Sustainability
- City salmon hatchery
- Meaningful open space, keep trees
- Capitalize on natural aspects/enhance tourism by highlighting streams, parks, and wildlife
- Managed growth and cutting down trees – tree preservation
- Would like a completed trail/boardwalk around Liberty Bay
- More recreation for all areas
- More walking trails

Preserve Existing Community, Attractiveness, and Small Town Feel

- We need to keep the small town village look of Poulsbo (3)
- Keep downtown ambience while promoting tourism
- Need to blend in unattractive cell towers
- New growth shouldn't mean losing the City's small town feel
- Keep small town commercial – keep the mom & pop shops
- "Blue Benches" campaign – encourage similar programs, public art

Providing Quality Housing, Keeping the City Affordable

- Don't want "mega houses" in the downtown core, or houses that don't conform to the public's wishes
- Developers are very hungry for water view, but this can change the views and landscape if not regulated
- Mixed use development would be good
- Affordable housing (as a policy)
- Senior housing
- Mixed housing, both affordable and regular

Managing Growth and Development, Balancing Old and New

- Need to intelligently accommodate growth (2)
- Because of annexation issues, a large part of surrounding population can't vote
- A lot of development recently
- Annexation is happening too rapidly
- Maintain geographic boundaries

- Better landscape regulations
- Need design regulations – no big boxes, instate landscaping regulations
- Need density regulations – 50-250 set back is a change
- Not consistent/unclear building codes
- Square footage/lot size is changing
- Preserve Old Town
- Lots of new housing development is changing the schools, roads, and open spaces
- Neighborhood commercial business
- Visual impact of development, i.e. Walmart's lights and unattractive exterior
- Mixed-use development at Poulsbo Village
- Infill in zones other than downtown
- Increase building (condo) height if parking underneath
- Too much building variation in style – could have had stricter codes – will be a challenge with growing population
- No more room
- Height limitations (should be a requirement)
- Downtown already very dense
- Where to move commercial/residential development?
- Zoning challenges
- We need more deliberate economic development

Other

- The City would benefit from a "Below the surface" cleaning
- Revive the purpose behind Liberty Bay, the farmers market, and bring back independent sellers and businesses
- We're generating storm water problems
- The community needs to be more vibrant
- Need better infrastructure, including bike lanes, better roads, and sidewalks and walking paths
- Need to grow the City without diminishing its strengths
- Improve Port of Poulsbo
- People shop at big box stores in Poulsbo but want to preserve community in their own city
- Even if you are not a resident of Poulsbo, you are effected by City decisions and can't vote for who is on the Council
- Keep boating community happy (make sure port is doing its part)
- Old Town study – needs to be implemented
- Don't want to be Kirkland
- The City's culture should reflect the needs of the local citizens rather than the tourists, i.e. more night-time activities

What opportunities are available to the City?

Facing Growth and an Increase in Density, and Maintaining Cohesive Design Standards

- Cities should be like an onion – include periphery
- Should not be any attached housing with low density (mother-in low units, etc.)
- Annexation
- More continuity
- Cute houses not condos – or smaller structures with condos
- Consider strengthened design standards/design sensitive; not uniform, but historically accurate and thematic

Strategic, Appropriate Development

- Mixed-use development
- Need to allow clustering
- Educate developers (need less density design/buildings) – low impact development
- Green standards
- City can promote green building
- Apartment/condominium development
- Room for development in Wal-Mart/Home Depot area
- Establish corridors for commercial growth
- Keep waterfront view – no high condo development
- Keep downtown a higher-density pedestrian-friendly area with adequate parking (4)
- Make Poulsbo a “business-friendly” place by encouraging local business, resulting in keeping community-minded people here, e.g. Boxlight, ensures employment opportunities for locals; could provide incentives for start-up businesses: Subsidies, City marketing to draw business
- Better location for Farmer’s Market
- Plan better: business location
- Want to educate business how to do clean practices - non-polluting in design and planning (consulting firm Powder Hills is a good example)
- Can limit growth and still provide opportunities – i.e. new library – reflects charm, etc
- Preserve the view, no high condos
- Upgraded and underground electricity grid – more consistent
- Modern infrastructure – opportunity for better information highway, want areas with cable and fiber optics (none currently in Poulsbo)

Increase Transportation Options and Address Traffic Challenges

- Improve Transit system within Poulsbo
- Improve parking/traffic
- Better timing of traffic lights
- Traffic should cater to local residents (not to tourists & commuters), related to infrastructure
- Implement the Mosquito Fleet Trail System
- Viking Avenue (North of Lindvig to SR 305)
- Public transit within a regional perspective
- Consider changes on Front Street: one way with angled parking; close a portion to cars; make pedestrian-friendly – better crosswalks, lights or flags
- Immediate opportunity: one ways on Fjord: encourage walking; bike routes; traffic planning

- Traffic/road patterns
- Transit – bus services, Kitsap Transit, Park n Ride, can get to Seattle without getting into a car
- Bridge from Illahee to Bainbridge
- Enforce 1-2 hour parking especially employees downtown
- Keep the post office downtown – fix the flow of traffic and parking
- Consider one-ways for downtown – get us back on the highway!

Preserve Natural Beauty of the City and Invest in Parks and Trails

- Plant more trees
- Become a model city in community sustainability
- Improve parks – make it cheerful: more parks east of 305; more walking trails and bike trails; make variety in what's in parks
- Preserve greenbelts, open space, critical areas, and wildlife habitat (3)
- More green space – protect it now
- Better park funding – less use of volunteers
- Increase number of pedestrian areas to make the City more walkable
- Recreational opportunities because of setting
- Preserve wildlife that we have and think about it as a tourism opportunity – otters, eagles, water fowl; consider wildlife preserves
- Tie parks together with trails – Oyster Park to Nelson Park
- Encourage safe – walking & biking
- Encourage greenbelts in new development – missed the boat with Poulsbo Place; makes for a more attractive place to live
- Where are our open spaces? Where do we want to keep them?
- More parks in general
- Develop neighborhood parks instead of larger ones
- Potential park/development site – Morris property, 7th/8th Ave
- Want to balance the livability of the town for locals and the tourist industry
- Self-containment (2)
- Downtown – shuttle employees to make sure there is enough downtown parking – employers should insist on this – make more room for customers

Provide a Place for Residents to Work, Shop, Live and Play

- Create jobs for Poulsbo's future employees and promote professional and high tech jobs; this will bring commercial/economic development (2)
- There was affordable housing opportunities in the past – this should continue
- Lots of potential for business development; would like to focus on the software/tech industry and bringing in skilled professionals
- Encourage tourism, but need to keep the flavor of the town
- Encourage more entertainment

Focus on Youth, Community, and Family Activities

- We need to make sure we're taking care of our young and the elderly. There need to be places for the young people to go and we need to make sure our elderly are taken care of. A community can't be healthy if it's not caring for all its citizens.
- Promote community involvement

- Develop off-season “draw” – all year draw – events to bring people in every month, i.e. art walk, mystery weekend
- Old high school gymnasium –field house
- Schools/free playtime
- Get young people involved in the discussion and in the community
- Nothing for teenagers –we need more entertainment: bowling/skating/mixed-use center

Retain and Enhance Poulsbo’s Look and Historic Ambience

- Maybe create a small European town feel – limiting growth to a defined area, like Portland, OR
- Ordinances and zoning that promote/retain character of Poulsbo (2)
- Preserve community appearance
- Rural atmosphere, trees
- Size – small town feel
- Make town more attractive – clean up flower pots downtown
- Like the classic, old-time feel of downtown
- Retain fishing village houses
- Old Town is the core of the charm of Poulsbo (2)
- New small businesses – restaurants, affordable stores with charm
- Keep Norway feel
- One-storey homes in downtown – can still see mountains, trees, water
- If you live in Old Town Poulsbo, you can walk anywhere
- Downtown shops, Norwegian architecture, restaurants
- Can still see water from downtown

Establish Better Exchange between Citizens and Government

- Better communication with County in regards to growth
- Better access to government, i.e. more open, public meetings; six times per year, have an open community forum to involve community members
- Focus of City government should be on what we have, and define “better” because “better” doesn’t always mean bigger
- Want more access to legislature
 - Like the third party approach, maybe a mediator between citizens and Council?
 - Citizens want direct access to local government
 - Government should be “returned to the people”
 - The government should inspire the community to be involved
- Community members want more voice – want a citizen liaison, ombudsperson?
- Better government website
- Give more power to the Board of Adjustment and Appeals
- Want more accountability on all levels, commitment to plans
- Establish more frequent opportunities to comment (perhaps in various neighborhoods)

Focus on Sustainability and Environmental Responsibility

- Maintain air quality. Right now there is very little pollution – can see the stars
- Continue to have good ground water (currently there are few storm water problems)
- Keep surrounding wildlife
- Improve Liberty Bay

- Salmon creeks
- Encourage new non-polluting industries – (medical) engineering, research

Other Comments

- Center of growth for North Kitsap County
- Implement the Old Poulsbo Comp Plan
- Geographic challenges
- Strong downtown – people live in downtown
- Where does City Hall get built? Don't bankrupt the City; why?
- Co-locate/consolidate City services – police, etc.
- Support Historic Poulsbo Downtown Association – get them the museum
- Ensure there is plenty of senior housing; Viking Park may be demolished or lost with growth

How do you envision Poulsbo in 20 years?

Preservation of Current Feel, Specifically Rural, Small Town

- Maintain picturesque Poulsbo, like the famous postcard
- Enhance the Northern European feeling (5)
- Maintain the small town atmosphere (3)
- Maintain downtown character (2)
- Keep things the way they are – keep the "Feel" (2)
- Keep the City identity centralized in the downtown core; bring back the theatre, the grocery
- Vibrant downtown – where community comes together
- Historic designation
- Poulsbo has things other places don't that we need to value and share: salmon runs, Lion's Park, downtown/Old Town, and living in Poulsbo means maintaining a lifestyle choice
- Maintain character in face of being a bedroom/retirement community – Norwegian past & present – invite the King/Queen to the Centennial
- Expand the charm – can make Viking Way more attractive
- Think Tahoe, draw people and share it
- Retain architecture downtown
- Small town, friendly feel, don't dilute; promote healthy living (walking, organic bakery etc)
- Keep Poulsbo as a tight-knit community – no matter the size
- Make small changes that will positively benefit the town
- Don't change Poulsbo: keep rural feel, where residents can see the water, there is low crime, small size and charm

Enforced Design Standards and Density Control

- Instate view ordinance so the water view can be maintained (2)
- Slow, cautious growth
- Keep low density near downtown
- Maintain height regulations all over town and keep existing height on Front & Fjord (w/in 200 yards of shoreline)
- Greater ability for a family to own a business where they live (in residential areas)
- Less intense commercial zoning that could apply to residential areas

Increased Downtown Density and Successful Mixed-Use Development

- Work harder at bringing in companies that could bring jobs (i.e. call centers, good office jobs etc.); learn how to attract the right jobs
- Like low impact business on 10th Ave
- Downtown condos – some disagreement
- Rather see condos than housing 6’ apart

Infrastructure and Local Employment

- Predictable infrastructure
 - Less piecemealed
 - Infrastructure not “developer” driven but clearly spelled out in plans
- Continued cooperation with developers on infrastructure improvements
- Continuity of building styles
- Touch up deteriorating buildings
- Get city hall built
- Promote healthy wage-earning jobs (more self-sustainability)
- Get the police to be more active and more accountable
- Amenities must be identified in order to contribute/enhance Poulsbo’s quality of life and to attract businesses (high tech, professional jobs)
- Strong Police force – community-minded police force
- Keep developing clean water supply
- Build apartments in areas zoned for high density and supporting infrastructure
- Taxes – keep tax rates down, encourage businesses and residents
- Infrastructure: sewage where we don’t need them; dumping in the Bay; shellfish are inedible; creeks are polluted and don’t pass WO standards
- Maintain streets – “potholes are NOT charming”
- Keep tax rate low

Local Government

- Public opinion will not be marginalized
- Community involvement before decisions are made
- Strong leadership in the City – strong planning commission and City Council
- Public officials believe the people and listen and set public policy according to the people
- Better communication between citizens and City government: City employees and politicians need to respect the citizens
- The moratoriums were good, the City deserves credit for saying no and taking their time
- City if getting better, needs to continue to improve
- Neighbors have gone to the City to request support about traffic speeds and the City only responded after many months
- City needs to be more responsive to citizen’s requests
- Continuing community involvement – citizens should feel like they’re making a difference
- Open and transparent government

Improved Transit and Traffic

- Rapid transit to Ferry & Bainbridge
- Traffic is managed and downtown becomes the destination rather than a thoroughfare
- More alternative transportation: the Trolley, Hydrogen-based transport, ferries, more people using alternatives to cars (5)
- Bridge in the South end? Need an alternate route
- Intra-city transportation
- Mixed use on Viking Way
- Protect people by lowering speed limits
- Public transit: need increased services
- Carbon-neutral
- Bike lanes, smaller/flexible buses
- Ferry (passenger) to Seattle
- Improve traffic situation/flow (2)
- Streets in disrepair – infrastructure needs improvement
- Need solutions to parking downtown (2)
- Traffic (2)
- Traffic: volume and flow on all streets; go through downtown to avoid highways
- Kitsap Transit – keep more
- Beach access from streets – by car
- Traffic circulation: how will density affect it?
- Impact of flow-through area – people driving through Poulsbo to get the ferries, etc.
- Preserve what we have

Successful Parks, Trails, Connections, and Use of Naturally Beautiful Space

- Protect Johnson Creek watershed and its wildlife (2)
- Protect Poulsbo Creek
- Extend the waterfront trail
- Capitalize on our natural resources, establish a variety of parks and gathering spaces (2)
- Wildlife habitat
- Pedestrian connectors (walking trail the goes all the way around the City)
- Walking city/walking trails around bay; outer city trails
- Pedestrian-friendly City with better/wider sidewalks to encourage walking (2)
- Connectivity between residential areas to commercial services; create more pedestrian linkages
- Parks, open space, and natural features need to be inventoried and identified in comprehensive plan
- Trails connecting public spaces
- Need lots of open space, trees, like Centennial Park, American Legion Park – use volunteers for clean-up maintenance
- Dog park (already have one)
- Keep the natural environment healthy and attractive
- Citizens will take pride in the natural environment, resist pollution, and maintain the natural beauty including greenbelts and the Bay (4)
- Loss of open space, trees
- Parkway – a creek corridor – use the creeks, use what is naturally here “niche it in”
- Protecting the trees that make the City beautiful

- Natural vegetation, hang onto that in appropriate places
- Preserve Liberty Bay, water quality, and area around; preserve the shorelines
- Extend the boardwalk downtown to Fish Park
- Safe bicycle routes around town including on streets; need striping to distinguish bicycle area

Tourism Destination

- Attract quality over quantity in tourism
- Make sure Poulsbo's events and tourism reflect the community values – could be cheaper too, utilize local resources

Land Use and Development

- Keep the parks, small businesses, and no industrial sites
- More functional small businesses (more than gift shops)
- Lots of housing alternatives: alternate condo housing, housing cooperatives, mixed housing, and self-help housing
- Plan for mixed-use in higher density areas and provide greater guidance in business/retail planning (2)
- Character and parks in new development
- Strategic architectural/design review
- Don't want to be a town of a million cul-de-sacs
- City keeps growing and moving into rural areas, Finn Hill, etc.
- UGA is on the creek areas, where they don't belong
- Development pressure: are developers here more?
- Grow smaller communities/clusters while maintaining downtown
- Low impact development
- Mixed use focused in downtown
 - Commercial services up on Lincoln "west" side – smaller than SR305 corridor. Some commercial development distributed in residential areas
- Keep careful balance of higher density areas and lower density areas
- Developers MUST pay mitigation fees (particularly for Parks) as well as maintain green space/trails
- Logical and sound planning – determine the areas that need to be protected
- Would like a college or university here
- Wal-Mart vs. merchants – want to keep downtown alive
- Wal-Mart is producing traffic, diminishing water cleanliness
- Critical Areas – use a moratorium to slow down growth to create the ideal kind of growth
- Attract business, but they need to be in appropriate locations and clustered
- Be careful about what business you attract (to not crush downtown)
- College campus
- More business for locals, currently more for tourists; grocery store within walking distance
- Decentralized mixed use "corner grocery store"

Attract a Mix of Ages and Income Brackets

- Balance of housing and services types: young families, retired families
- Youth opportunities
- Greater amount of activities for youth to engage in programs, open space, business
- Rent control?
- Employment opportunities for real living wage jobs

- Some new jobs (i.e. Wal-Mart) provides low-wage jobs - they need more support: housing and social services can be a burden on the community

A Safe, Clean, Healthy Place to Live

- Neighborhood commercial centers designed to build community
- Safe community
- Clean city
- Will be recognized everywhere as an independent, healthy, and sustainable community in all aspects: businesses, food, natural resources, environment, aquifers, Liberty Bay (6)
- Low light pollution
- Cleaner water (by Port)

Dealing with the GMA and Growth

- Look to Willamette Valley study: identify critical areas and protect them
- How can we say no to growth projections/population allocations to protect our City and the large military base?
- Getting too populated
- Feels the GMA might kill us
- GMA – problem accommodating density – fewer PRTs, regulate zoning – we don’t want large homes on small lots
- Balance the changing needs of the population who will be moving into Poulsbo in the next 20 years
- Challenge the GMA

Other Comments

- Develop Port’s image/role
- More unique/individual business
- Central Market is a huge asset
- Have associations talk to each other for consensus – have everyone work in the same direction
- Use local business to help communication



PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

Meeting Materials

PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

Community Listening Session

Poulsbo Elementary Gym: 18531 Noll Road NE

May 24, 2007

6:00 to 8:30 pm

A G E N D A

6:00 Open House

6:30 Welcome, Introductions, & Project Overview Kathryn Quade, Mayor

- Project Overview

6:40 Overview of Today's/Tonight's Agenda Meghann Glavin

6:45 Small Group Discussions: Strategic Assessment and Visioning

- Discussion of key strengths, challenges, needs, and opportunities for the City
- Visioning for the best future for the City of Poulsbo

7:45 Small Group Reporting Group Reporters/M. Glavin

8:15 Summary and Next Steps M. Glavin

8:30 Adjourn

Project Poulsbo: Comprehensive Plan Update

Phase 1: Community Meetings Facilitator's Discussion Guide

Facilitator Job Description:

- Lead the group discussion and record group comments on a flip chart; ensure that everyone is heard and has the opportunity to contribute.
- Meghann will be floating and accessible if you need help guiding your group.

SMALL GROUP DISCUSSION GUIDE AGENDA

6:45 Small Group Discussions: Initial Tasks

- Briefly **introduce** yourselves to the others in your small group. **YOU START.**
- Select a **Recorder/Reporter** for your group to report the key points from your discussion back to the larger group.

6:50 Strategic Assessment Discussion

- What are Poulsbo's key **strengths**? What do you like about living in Poulsbo that should be retained?
- What **challenges** does Poulsbo face?
- What **opportunities** are available to Poulsbo?

When discussing strengths, opportunities, and challenges consider the following subjects. You do not need to cover all of these subjects.

- Land Use
- Level of City Services
- Transportation & Parking
- Housing
- Business & Economic Development
- Parks, Recreation and Open Space

7:15 City Visioning

- Visioning the best future for Poulsbo: In 20 years, the City of Poulsbo will ...

7:40 Summary

- Make sure that there's agreement on your key points or that the reporter can characterize any dissenting view points
- Summarize the key points on a flip chart for the report to speak from

THANK YOUR SMALL GROUP MEMBERS FOR CONTRIBUTING

Project Poulsbo: Comprehensive Plan Update

Community Listening Sessions

MEETING PLAN

Pre-Meeting Huddle for Meeting Organizers, including Volunteer Facilitators

- Discussion groups of 8-12 people are planned.
- Each small discussion group will be led by a volunteer facilitator.
- The facilitator will keep the discussion flowing and on schedule, making sure to allow each group member to speak.
 - During the pre-meeting huddle Berk staff will review the small group facilitator role.
- The consultant team facilitator will roam the room, helping facilitate individual discussions where needed.

Room Set-up

- A staffed sign-in table is near the door, with pens, nametags, and handout packet for each participant.
 - The handouts include agendas, about the project and project schedule, frequently asked questions, surveys, contact cards, and possibly others.
 - There will also be boards describing the process and schedule, what a Comprehensive Plan is and is not, the role of the plan and the role of the vision, possibly photographic examples of different types of development and densities, and others.
- Refreshments will be available.
- Room set-up will be round tables, if possible. Each table will be set up with an easel, flip chart, and markers for the facilitator.

Open House, Attendee Greeting & Sign-in

- Attendees will be greeted at the door, welcomed, asked to sign-in and fill out a name tag.
- During the Open House, attendees will be able to read the board and handouts and talk to any elected officials, planning commission members, or city staff that are attending.

Welcome, Introductions and Overview of Study Purpose, Outcomes and Schedule

- Facilitator will call the meeting to order.

- City officials will welcome all and will overview the study's purpose, content, outcomes and schedule.
- Overview will include the importance of this meeting and community involvement generally and both fit into the overall process.

Overview of Meeting

- Consultant facilitator will state the specific purpose of the meeting.
- Facilitator will briefly review agenda and key discussion questions.

Charge to All for Small Group Discussions

- Facilitator will charge the group to discuss the questions.
- People will be encouraged to move to a table where they will meet new people (don't sit with your co-workers or people you see frequently).
- Role of facilitator and recorder for each small group will be explained.

Small Group Discussions

- The volunteer facilitators will work through the small group agendas recording the group's discussion.
- The consultant team facilitator will wander through the meeting, helping groups, and listening to conversations.

Reporting Out to the Full Group

- Consultant Facilitator will call on the first group to identify their top, most important issue.
- Each table will report out their top issue, going around the room 3 times or time permitting, until the major issues are identified.

Summary of the Meeting, Next Steps and Adjourn

- Review other upcoming project deadlines and meetings.
- Participants are encouraged to fill out the survey online or at the meeting.

After the Meeting: Staff and Project Team Debrief

- Gather all small staff small group recorders and facilitators to quickly debrief the meeting process and content
 - What was heard
 - What could be improved



Project Poulsbo: Comprehensive Plan Update

About the Comprehensive Plan Update

The City of Poulsbo invites the community to participate in updating its Comprehensive Plan.

Introduction and Purpose

In the face of continued growth, the City seeks to shape its future in ways that will maintain the quality of life that makes Poulsbo a special place to live and work.

The Poulsbo Comprehensive Plan is a policy document that guides the City in its development decisions. It is required by all cities to meet Washington State planning requirements under the Growth Management Act (GMA). The Plan was written in 1994 in compliance with GMA and last reviewed in 2004. The City is now revising the Plan to ensure the document is up to date with community needs and vision as well as appropriately reflecting changing economic and demographic factors.

What is the Comprehensive Plan?

The Comprehensive Plan will provide a broad statement of community goals, objectives, and policies that directs the orderly and coordinated physical development of a city over a 20-year span. The vision, goals, objectives, policies, and maps of a Comprehensive Plan provide the foundation for a city's development regulations, capital programs, and municipal services. The Plan will address land use, economic and community development, parks and recreation, the environment, capital facilities, transportation, utilities, and communication and public involvement.

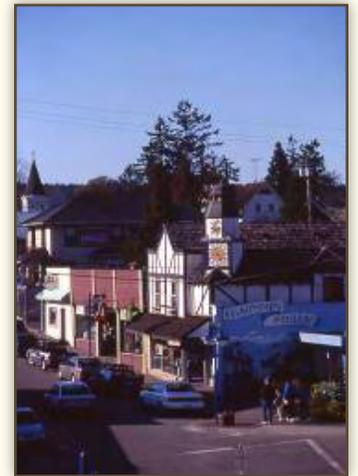
Why should it be updated?

The purpose of the current update is two-fold:

1. To adhere to current GMA regulations which stipulate specified local governments review their Comprehensive Plans every five years; and
2. That the Plan accurately reflect the community of Poulsbo's vision of the future in the face of new economic, demographic, and political trends and changes. The City needs your help to ensure the Plan reflects our current needs and vision.

Community Involvement

Public participation will be a vital component in the Poulsbo Comprehensive Plan update process. In order to effectively ensure that a wide variety of community voices are heard, the City has created various mechanisms to receive public response and feedback including a **Community Questionnaire** and **Multiple Community Conversations and Forums**. The City is also maintaining and updating a **Project Website** (www.cityofpoulsbo.com/projectpoulsbo.asp).



Opportunities to Comment

The City is using a three-phase approach in updating its Comprehensive Plan. There are multiple opportunities and ways to provide your input in all of the phases:

Phase One: Community Visioning (April 2007 - September 2007)

- Participate by joining the City in **two Community Conversations (May 2007)** or go online to fill out a **Community Questionnaire** (www.cityofpoulsbo.com) which surveys preferences on traffic, housing, municipal services, and other related issues.
- Based on community response, a Vision Statement will be drafted, as well as policies and objectives that will guide the development of the updated Comprehensive Plan.

Phase Two: Comments on Draft Plan (October 2007 - December 2007)

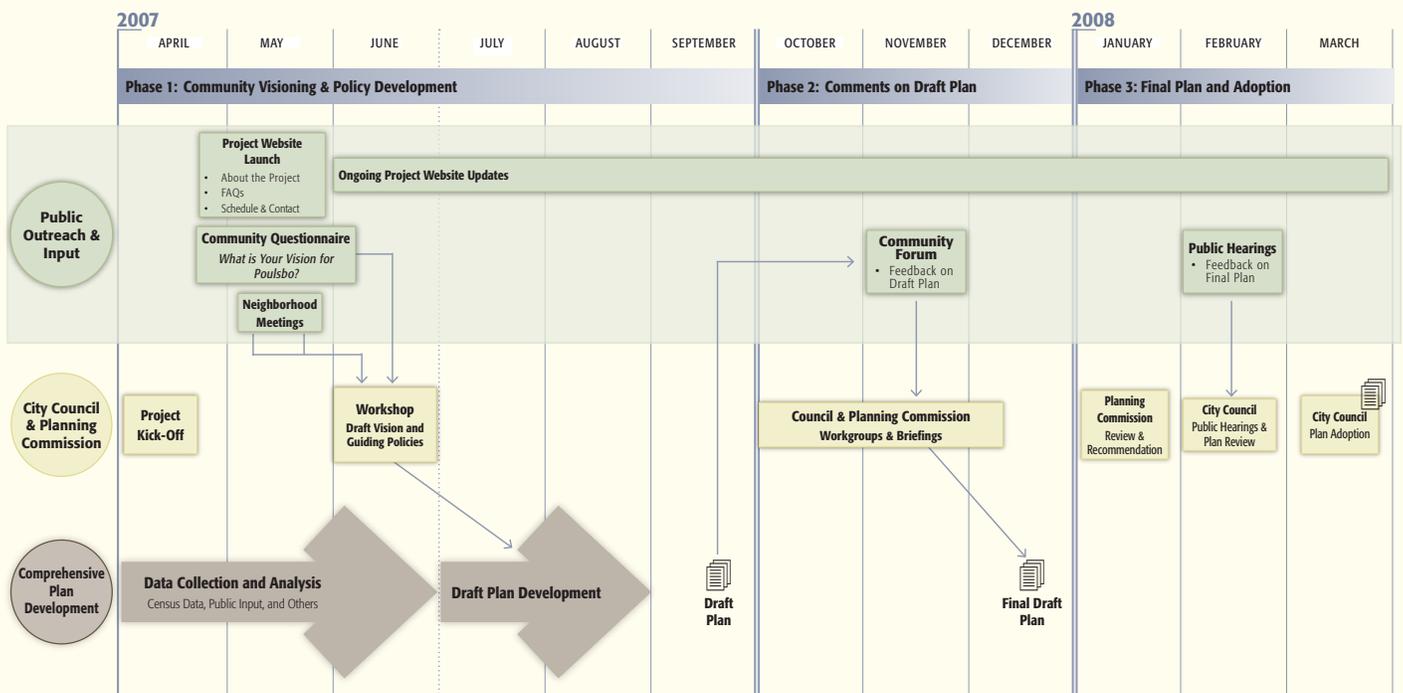
- Based on Phase One feedback, the City will present the Draft Comprehensive Plan for public review and comment.
- The Planning Commission will serve as a working group and interested citizens are invited to attend and provide input.
- The City will host a **Community Forum** and present opportunities to comment on the **City's Project Website**.

Phase Three: Final Plan Public Hearing Process and Adoption (January 2008 - March 2008)

- The City will hold **Public Hearings** on the Final Draft Comprehensive Plan before the Council adopts it as final.
- After adoption, the City of Poulsbo will forward the Comprehensive Plan to the State of Washington and the Comprehensive Plan will take affect as a legal document.

Remember, the Comprehensive Plan is not a static document and will continually be reviewed to ensure it reflects current community views, needs, and changing circumstances.

Project Schedule



FOR MORE INFORMATION

Visit www.cityofpoulsbo.com and click on Project Poulsbo

OR email: Poulsbo@berkandassociates.com; call Tralee McGinness @ (206) 324-8760



POULSBO COMPREHENSIVE PLAN UPDATE

Frequently Asked Questions (FAQs)

If you have other questions, not answered here, please email them to Poulsbo@berkandassociates.com or call Tralee McGinness at (206) 324-8760.

OVERVIEW

In the face of continued growth, the City seeks to shape its future in ways that will maintain the quality of life that makes Poulsbo a special place to live and work. To effectively guide the City in its development decisions as well as meet State planning requirements, the City of Poulsbo is updating its Comprehensive Plan. The Poulsbo Comprehensive Plan is a reflection of the wide variety of individual and community desires, needs, and aspirations all within the context of the goals and requirements of the Growth Management Act (GMA). The City of Poulsbo's Comprehensive Plan is not a static document and will continue to evolve along with changing community needs, unforeseen circumstances and new local or regional trends.

The information below will provide some general information on comprehensive plans as well as specifics on why Poulsbo's Comprehensive Plan needs to be updated, what issues within the plan are and will be addressed, and an outline of the update process.

GENERAL INFORMATION

What is a Comprehensive Plan?

The Comprehensive Plan is a legal document that provides a broad statement of community goals, objectives, and policies that directs the physical development of a city over a 20-year span. The plan should anticipate economic, political, and demographic changes and serve as a guide for designating land uses, infrastructure development, and community services by providing specific direction for future legislative and administrative actions.

It should be noted that while a Comprehensive Plan identifies growth-related problems and points the way toward actionable solutions, it does not include specific regulations such as zoning and critical area ordinances or detailed capital improvement plans. It is the goals and policies in the Comprehensive Plan that the development regulations and capital improvement plans are based upon.

What is the Growth Management Act?

While local governments in Washington have prepared comprehensive plans for many years, the passage of the Growth Management Act (GMA) by the Washington Legislature in 1990 made the creation of such a plan a requirement for the fastest growing counties and cities within them. The GMA was enacted in response to rapid population growth and concerns with suburban sprawl, environmental protection, quality of life, affordable housing, and related issues. At present 29 counties in Washington are either mandated to fully plan under the GMA or have chosen to do so.

What goes into a Comprehensive Plan?

The vision, goals, objectives, policies, and maps of a Comprehensive Plan provide the foundation for the regulations, programs, and services that implement the Plan. Specifically, cities and counties in complying with GMA requirements must plan extensively in keeping with State goals on:

- Sprawl reduction
- Affordable housing
- Open space and recreation
- Environmental protection
- Natural resource industries
- Permit processing
- Early and continuous public participation
- Concentrated urban growth
- Economic development
- Regional transportation
- Property rights
- Historic lands and buildings
- Public facilities and services
- Shoreline management.

Why Must Cities Plan for Growth?

Under the GMA, counties must also meet with cities to establish a collaborative process for adoption of county-wide planning policies that is consistent with state-wide goals and minimum requirements established by the statute. One such provision is the requirement of cities and counties to designate Urban Growth Areas (UGAs), which are districts where compact development will be encouraged and can be supported with adequate facilities, such as sewer and water. UGAs are created, in large part, to accommodate growth in a cost-effective manner, maintain open spaces, and protect the natural environment.



Cities, in implementing growth policies, are not only governed by internal factors within their municipal boundaries, but are also impacted by county, regional, and statewide forces. For example, in order to preserve the surrounding rural landscape, cities must effectively plan for concentrating people into contained areas – which can translate into zoning regulations that encourage multi-family dwelling units and greater neighborhood density. Ultimately, citizens should be aware that cities must balance the tradeoffs

associated with the costs and gains of growth that are not only affected by local development challenges but also county and state issues.

CITY OF POULSBO'S COMPREHENSIVE PLAN

What is the Current City's Comprehensive Plan Vision?

To guide the City in its decisions, the vision of the future – which is shared by citizens and elected officials – the current Poulsbo Comprehensive Plan's Vision Statement, developed by the community in 1994, identifies the following:

Environment, Open Space:

- Restore water quality in Liberty Bay to acceptable standards;
- Encourage conservation of trees and open space during the development process;
- Create open spaces and parks;
- Preserve open space on Liberty Bay;
- Preserve and enhance public access to the waterfront;
- Encourage the creation of a continuous trail around Liberty Bay, and trails throughout the community.



Quality of Life:

- Lower the crime rate;
- Strive for continued improvement in educational facilities and achievement;
- Maintain or optimize City services;
- Use electronic technology and other means as appropriate to increase citizen awareness of community issues, and their involvement in finding solutions.

Residential Development:

- Provide a variety of housing types and densities;
- In appropriate areas, encourage mixed use development;
- Maintain the character of existing neighborhoods;
- Provide transition areas for existing and future residential neighborhoods;

Commercial Development:

- Preserve and enhance the historic downtown;
- Encourage commercial recreational activities for everyone;
- Encourage commercial and industrial development;
- Preserve the Scandinavian identity;
- Encourage an architecturally pleasing business environment with easy access;



Traffic and Circulation:

- Improve traffic flow throughout the City;
- Take a bold step toward solving the traffic and parking problem downtown;
- Create a pedestrian-friendly environment;
- Provide for and encourage alternative transportation.

Why is the City Updating Its Comprehensive Plan Now?

The City is required to review and, if needed, revise its comprehensive plan and development regulations every five years to ensure compliance with GMA amendments. Over the last 10 years, the City has kept the Plan current through the annual amendment process, sub-area planning, and updates to its zoning ordinance. In 2004, the City reviewed its Comprehensive Plan to determine if the document adhered to GMA regulations. While a few policy-related additions were made to the Plan, no major modifications were needed. While the City of Pousbo is not legally obligated to review its Comprehensive Plan until 2009, the City feels that the Plan should more accurately reflect the current trends and changes occurring right now in Pousbo, as well as ensure that the Plan is user- friendly as a readable document.

How will Pousbo Update Its Plan?

The City is using a three-phase approach in updating its Comprehensive Plan:

Phase One: Community Visioning

- The City of Pousbo reaches out to the community:
 - Two Community Listening Sessions in May 07 have been scheduled for interested residents to come together with their neighbors and discuss what a future Pousbo could look like.
 - A questionnaire asking residents about their preferences on transportation, housing, municipal services, and other related issues will be posted on the City website and distributed in public places across the City.
 - A vision statement will be developed based upon the input received from the community, as well as guiding goals and policies for the development of a new Comprehensive Plan.



Phase Two: Comments on Draft Plan

- The City of Pousbo presents a Draft Comprehensive Plan:
 - An initial draft of a new Comprehensive Plan is slated for release in October 2007.
 - Public response to the Draft Comprehensive Plan will be collected through a community forum and a City website feedback form.
- The City's Planning Commission will serve as a Working Group on the Draft Comprehensive Plan:
 - Planning Commission members will review in detail the Draft Plan. City Council committees, members of other volunteer boards, and community members, will augment the Planning Commission's review process by focusing on specific chapters or areas of interest.
 - All residents are invited to attend and provide comments to the Planning Commission during its working group review.
 - A final Draft Plan will be created.



Phase Three: Final Plan–Public Hearing Process and Adoption

- The City of Poulsbo holds public hearings on the final Draft Comprehensive Plan:
 - Public hearings will be held before both the Planning Commission and City Council on the final Draft Comprehensive Plan.
 - Feedback from interested residents will be made through the formal public hearing process.
 - State agencies, tribes, other local jurisdictions review and comment on the final Draft Comprehensive Plan.
 - The City Council, at the conclusion of their public hearings, will approve a new Poulsbo Comprehensive Plan.
- The City of Poulsbo forwards the newly adopted Comprehensive Plan to the State of Washington.
- The newly adopted Poulsbo Comprehensive Plan takes affect as a legal document.



The new Comprehensive Plan will continually be reviewed to ensure it reflects the current community views, community needs, and changing circumstances. To effectively plan for such changes, it is important that the City develop appropriate baseline data and measurable objectives to determine if short and long-term goals have been successfully reached. Citizen participation will be an important and vital component in monitoring and updating the Plan over the future years.

If you have other questions, not answered here, please email them to Poulsbo@berkandassociates.com or call Tralee McGinness at (206) 324-8760.

THE COMPREHENSIVE PLAN

DOES

- Support the Vision Statement by providing a big picture view of what a community should look like in the future.
- Identify goals, objectives, policies, and strategies for growth and development of a community.
- Point out growth-related problems and point the way toward actionable solutions.
- Serve as a guiding document for all land use and development regulations.
- Provide a foundation for making changes or developing new regulations.
- Continuously evolve as a community's desires, perceptions, and demographics change.

DOES NOT

- Identify specific streets, buildings, City services, etc. that should be targeted for improvement or change.
- Specify municipal regulations such as zoning and critical area ordinances or detail capital improvement plans.
- Propose, adopt or create new municipal regulations.
- Reflect the desires and needs of just one particular segment of the community.
- Remain a static, unchanging document.



THE VISION STATEMENT

DOES

- Help frame the Comprehensive Plan by identifying specific strategies a community should pursue in the future.
- Offer a concise idealized description of what a community finds important and wants to strive towards.
- Inspire, energize and help create a mental picture of a community's expectations and aspirations.
- Envision all elements and sectors of a community working cooperatively to maintain the character and quality of community life.
- Evolve over time, reflecting changes in community perceptions, needs, and desires.

DOES NOT

- Provide a "to do" laundry list.
- Get bogged down in details such as who will be directly responsible for implementing strategy or when specific tasks should be accomplished.
- Offer solutions to growth-related challenges or identify specific policies that need to be employed.
- Remain a static, unchanging vision of a community's future.





PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

Community Questionnaire



PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

Phase 1: Community Questionnaire Summary Findings

About the Questionnaire

The City of Poulsbo distributed a community questionnaire to solicit feedback from residents that will help guide the Poulsbo's Comprehensive Plan Update. The goal of this Questionnaire, as well as the Phase 1 Community Conversations, was to engage the community and gather public response that would influence the City's Vision Statement, Guiding Principles, and Comprehensive Plan Key Goals.

The Questionnaire was made available from May 25, 2007 through June 3, 2007. It was hosted on the City's website and hard copies were obtainable at the Library and City Hall. Community members could also request copies of the questionnaire by emailing or calling the project team.

The Questionnaire was advertised on the City's website, in utility bills, on posters and flyers in the community, through a press release distributed to all local papers, and through local organizations including the Chamber of Commerce, Sons of Norway, Rotary, and the North Kitsap School District.

About the Results and Respondents

225 Poulsbo residents and employees responded to the Comprehensive Update Community Questionnaire (204 of the total responses were online and 21 were filled out and returned to City Hall or the Library).

The responses are not statistically valid for two reasons:

1. Participants were not randomly selected to participate, so there is an inherent self-selection bias; and
2. The respondents do not fully reflect Poulsbo's demographic distribution. For example, nearly 60% of respondents were women and the highest percentage of respondents (35%) were between 35 and 44 years old, while,, according to the 2000 US Census, 35 to 44 year olds make up 15% of Poulsbo's actual population.

Summary Findings

While the questionnaire does not fully capture the breadth and diversity of Poulsbo's citizenry, the results and feedback received do provide valuable insight on how a significant segment of the community feels about development-related issues within the City.

This following section highlights some of the key high-level quantitative and qualitative findings useful for developing the City's Vision, Guiding Principles, and Key Goals. Representative sample qualitative feedback is highlighted in italics. The Comprehensive Plan Project Team will continue to analyze and use the results to influence the draft Comprehensive Plan. Please see Attachment A for complete results.

Quality of Life and Community Character

- Respondents were attracted to and have stayed in Poulsbo because of its small-town atmosphere (83%) and beautiful natural surroundings (79%). Respondents also felt the city was safe (67%) and had a strong sense of community (52%)
- *"My desire is that Poulsbo not lose its small town atmosphere...I love to walk along the waterfront and have choices for lunch or dinner, and the unique shops it offers. Keep the downtown area quaint with character for locals and visitors to enjoy."*

Residential Development

- Respondents are satisfied with most aspects of Poulsbo's neighborhoods, including access to services and neighborhood appearance and character.
 - However, affordability and access to public transit are a concern.
- Respondents feel that the current levels of density are appropriate.
 - For Residential Low and Medium, respondents feel that the current levels of density are appropriate. Respondents feel that residential high density is too dense and that the City should work towards making these neighborhoods feel more open.
- Respondents' qualitative feedback focused on dealing with growth in an attractive, sustainable way that maintains Poulsbo's character.
 - *"I live in the old town neighborhood which has good access to services and strong community cohesion. Density is moderate which contributes to character. Newer neighborhoods have high density which is acceptable if adequate open space is provided - which it typically is not. The City should require more open space in high and medium density to encourage common areas and opportunity for community interaction."*
 - *"Planned and projected housing developments appear to be designed for maximum revenue and growth; not for retaining the ideals of small town atmosphere or seclusion."*
 - *"I would love to see Poulsbo...lead the way in sustainable, environmentally friendly growth instead of follow the desires of developers and their bottom line and making the same mistakes other cities around us now regret. Let's learn from other's mistakes! We have an incredible amount to lose if Poulsbo fails to grasp this opportunity."*
 - *"I understand high density but it needs to be balanced with open space for recreation and services that allow errands w/o driving. I don't see that being done."*
 - *"Density is a must for the vitality of any city core, including Poulsbo's. The key is to ensure that the parking and traffic infrastructure keeps up with the growth, and the city can ensure that through proper planning, zoning, and building codes. For Poulsbo, this does not mean that high rise development is appropriate. A mix of one to four story buildings having traditional Nordic/Northwest architectural elements and pedestrian friendly public spaces would enable Poulsbo to grow and thrive economically without losing its essential qualities or identity."*

PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

- Nearly 80% of respondents strongly support or support special standards for Old Town that limit the size and height of new development.
 - *"I live in "Old Town" and am very interested in this area remaining unique. I am concerned that many existing homes will be knocked down and replaced with large, out-of-scale structures. Because of the run-up in property values, this is a greater risk than ever."*
- Nearly 50% of respondents think it is important or very important for the City to offer affordable housing options; over three-quarters think it is at least somewhat important.
 - *"It is very difficult for a single mother to find affordable housing in Poulsbo, where she works."*
 - Respondents are generally supportive of senior housing, smaller homes including cottages and townhomes, attached dwelling units, and self-help housing even when they equate to higher density.
 - Respondents want to ensure that affordable housing development is deliberate and maintains Poulsbo's character. They are wary of some types of housing options. Respondents are split on small lot sub divisions (40% support and 41% do not) and apartments (38% support and 38% do not).
 - *"We are beginning to have too many Small lot subdivisions. I realize we need to have density, but all the developments do not need to be small lots."*

Transportation & Parking

- Most respondents, 83%, predominantly travel in their car and more than 55% are mainly traveling on minor arterials and residential streets.
- Transportation is a major concern for Poulsbo residents – 63% are dissatisfied or very dissatisfied with traffic flow.
 - 60% of respondents agree that traffic congestion within the city is a major problem.
 - 78% believe that traffic congestion on SR 305 is one of the most important challenges facing Poulsbo. Many respondents are anxious to see how or if the flow improves when construction is complete.
 - *"I am looking forward to having Highway 305 be four lanes. Then less need for people to drive thru the "Old Town" to get from point A to point B. Make "Old Town" a destination in itself."*
- Respondents would like to see the City invest more in transportation improvements, especially sidewalks and street improvements. 88% and 80% of respondents respectively felt sidewalks and street improvements were important or very important investments. Respondents are generally supportive of all improvements that connect neighborhoods.
 - *"There are not enough sidewalks or walking paths or crosswalks with lights, making it safe to cross. Cars have the right away in Poulsbo not pedestrians. I think that deteriorates the lifestyle here."*
- Respondents believe parking downtown is challenging, 70% disagree that there is adequate parking downtown. 47% would support a parking garage downtown supported through City funds, paid parking, and business contributions.
 - *"A parking garage in downtown would be acceptable if it were designed and built so it was not ugly. Perhaps into a hillside or something similar."*

Business & Economic Development

- Respondents are generally satisfied with the mix of businesses and services in Poulsbo, with 65% of respondents satisfied or very satisfied and only 17% dissatisfied or very dissatisfied.
- Respondents have mixed opinions about whether it is possible to live and work in Poulsbo. About half of respondents agree and more than one-quarter disagree. Many respondents call Poulsbo a “bedroom community.” The respondents that disagree cite limited living wage jobs and the rising cost of living and housing as the primary reasons that living and working in Poulsbo could be challenging.
 - *“If you were to come in now, you couldn't buy a nice home and have a good paying job here in Poulsbo. The salaries paid do not support the housing prices.”*
 - *“Outside of service industries, construction, certain professions like doctors and dentists, and schools, it seems like Poulsbo is mostly a bedroom community or for retirees. That's not a bad thing. I moved here because I wanted a nice quiet community that wasn't too far from Seattle, where I work.”*
- Respondents feel that the City should be encouraging more professional service and retail job opportunities.

Business Owners

- 31 of the 225 respondents own a business in Poulsbo.
- By far the most popular reason (68%) for these respondents to locate a business in Poulsbo was the high quality of life.
 - *“Our downtown is second to none in atmosphere. It makes us such a great city, combined with the great Marina and parks we are truly a world class little city. There should be no higher priority for the continued growth and development of this fine city.”*
- A high percentage of respondents, 45%, believe that permitting and regulation is the greatest challenge facing their businesses. Other challenges include rising land values and rents, 38%, and transportation congestion and maintaining business year round, 29%.

Parks, Recreation & Open Space

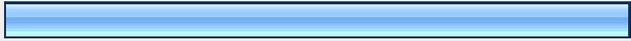
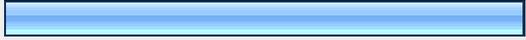
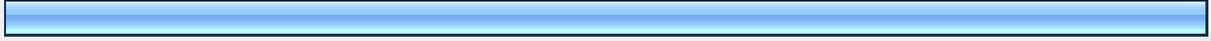
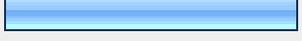
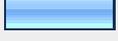
- Respondents are satisfied with the parks and recreation opportunities in Poulsbo. Respondents use Waterfront Park most frequently, 62%, but also rely on the North Kitsap School District facilities for recreation opportunities, 50%.
 - *“The kids in Poulsbo need somewhere to go and hang out where there is some type of supervision. Like a teen center. I think the kids should give ideas on what they would want there.”*
- Respondents would like to see the City invest in a citywide trail system.
 - *“I would like to see a city-wide connected to a county-wide trails & corridor system.”*

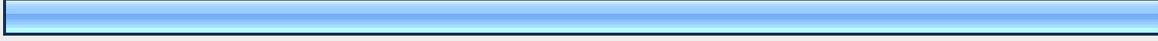
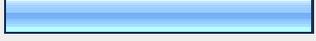
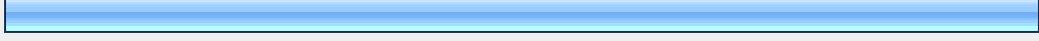
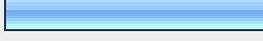
Levels of City Services

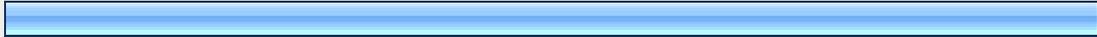
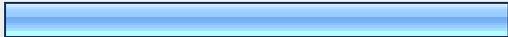
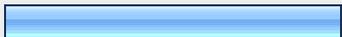
- Respondents are satisfied with some aspects of city services, especially parks, police, and utilities and garbage.
- Building on the business owners' responses, 23% of respondents are dissatisfied or very dissatisfied with permitting.
- Respondents are also mixed about City Council and Executive leadership; 22% are satisfied or very satisfied, 35% are neither, and 26% are dissatisfied or very dissatisfied.
 - *"The majority of the council is not prepared to make forward thinking decisions as Poulsbo enters what looks to be a tremendous period of growth."*
 - *"I hope and believe that the council is more in tune with the public, wanting to share in the decision process as elected representatives. I believe the Mayor is forward thinking and wants to keep the citizens in the decision loop, which I think is very positive."*

Communication & Public Involvement

- 39% of respondents are satisfied or very satisfied with the City's efforts to communicate with citizens, 38% feel indifferently, are neither satisfied nor dissatisfied, or have no opinion.
- Many respondents feel positively about the questionnaire and May community conversations and encourage the City to continue their efforts.
- Many respondents encourage the City to develop and maintain their website and email lists as a way of distributing information. Respondents were also interested in direct mail and downtown posterage or other displays.

What qualities of Poulsbo attracted you to live here? (Check all that apply)			Response Percent	Response Count
Small-town scale and atmosphere		82.5%	179	
Sense of community/supportive community		51.6%	112	
Quality municipal services		15.2%	33	
Good school district		41.0%	89	
Access to services and businesses		34.6%	75	
Beautiful natural surroundings		79.3%	172	
Affordability		35.5%	77	
Safe place to live		66.8%	145	
Access to jobs/military stationing		19.4%	42	
Good location for my business		7.4%	16	
I grew up here		9.7%	21	
Other (please specify)		10.6%	23	
		answered question	217	
		skipped question	0	

What qualities have kept you in Poulsbo? (Check all that apply)			Response Percent	Response Count
Small-town scale and atmosphere		74.7%	162	
Sense of community/supportive community		58.1%	126	
Quality municipal services		20.7%	45	
Good school district		41.0%	89	
Access to services and businesses		35.9%	78	
Beautiful natural surroundings		77.0%	167	
Affordability		20.7%	45	
Safe place to live		68.2%	148	
Access to jobs/military stationing		17.5%	38	
Good location for my business		7.8%	17	
I grew up here		6.9%	15	
Other (please specify)		12.4%	27	
		<i>answered question</i>	217	
		<i>skipped question</i>	0	

What do you believe are the most important challenges facing the City? (Check all that apply)		
		Response Percent
		Response Count
Traffic congestion on SR 305		72.4%
Adequate supply of affordable housing		33.6%
Opportunities for family-wage jobs		30.4%
Variety of park and recreation opportunities		22.1%
Availability of downtown parking		43.3%
Quality schools		41.5%
Protection of Liberty Bay and other natural resources		52.5%
New urban density development		52.5%
Provision of sewer and water service		34.1%
Other (please specify)		25.4%
		<i>answered question</i>
		217
		<i>skipped question</i>
		0

How satisfied are you with the following aspects of Poulsbo's neighborhoods?								
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	No Opinion	Rating Average	Response Count
Access to common services (banks, doctors, hardware stores, etc)	39.7% (75)	50.3% (95)	5.8% (11)	3.7% (7)	0.0% (0)	0.5% (1)	1.76	189
Access to retail/restaurants	24.9% (47)	43.4% (82)	15.3% (29)	12.7% (24)	2.6% (5)	1.1% (2)	2.28	189
Access to public transit	18.6% (35)	23.4% (44)	25.0% (47)	9.0% (17)	5.9% (11)	18.1% (34)	3.14	188
Neighborhood appearance and character	26.5% (50)	43.9% (83)	15.3% (29)	10.1% (19)	3.2% (6)	1.1% (2)	2.23	189
Community cohesion	9.1% (17)	39.2% (73)	34.9% (65)	10.2% (19)	1.6% (3)	4.8% (9)	2.70	186
Affordability	4.8% (9)	31.7% (60)	33.3% (63)	22.2% (42)	4.8% (9)	3.2% (6)	3.00	189
	answered question							189
	skipped question							28

Please elaborate on your answers. Are there other aspects of Poulsbo neighborhoods that you like or don't like?		Response Count
		110
	answered question	110
	skipped question	107

Currently, housing types and density of the City is broken into three categories. For each of the following categories, do you think the neighborhoods are too dense, appropriately dense, or not dense enough?						
	Too Dense	Appropriate Density	Not Dense Enough	No Opinion	Rating Average	Response Count
Residential Low: typical of most residential subdivisions, including Deer Run, Forest Rock Hills, and others	12.6% (24)	70.7% (135)	6.8% (13)	9.9% (19)	2.14	191
Residential Medium: most often single family homes with small front and back yards and garages	24.6% (47)	63.4% (121)	4.7% (9)	7.3% (14)	1.95	191
Residential High: allows for more units per acre and usually are attached or on smaller lots, including Poulsbo Place	52.9% (101)	36.6% (70)	4.7% (9)	5.8% (11)	1.63	191
	<i>answered question</i>					191
	<i>skipped question</i>					26

How important is it to you for the city to encourage affordable housing?								
	Very Important	Important	Somewhat Important	Unimportant	Very Unimportant	No Opinion	Rating Average	Response Count
Affordable Housing	23.6% (45)	25.1% (48)	28.8% (55)	13.1% (25)	7.3% (14)	2.1% (4)	2.62	191
	<i>answered question</i>							191
	<i>skipped question</i>							26

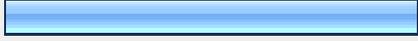
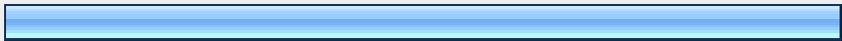
How strongly do you support the following options for providing affordable housing, even if it equates to higher density?									
	Strongly Support	Support	Neither Support nor Do Not Support	Do Not Support	Strongly Do Not Support	No Opinion	Rating Average	Response Count	
Attached Dwelling Units (Mother-in-law)	22.0% (42)	39.8% (76)	15.7% (30)	8.9% (17)	6.8% (13)	6.8% (13)	2.59	191	
Townhomes	18.8% (36)	46.1% (88)	15.7% (30)	10.5% (20)	5.8% (11)	3.1% (6)	2.48	191	
Cottages	18.3% (35)	49.7% (95)	15.7% (30)	7.3% (14)	4.7% (9)	4.2% (8)	2.43	191	
Small-lot Subdivisions	12.0% (23)	27.7% (53)	15.2% (29)	27.2% (52)	13.6% (26)	4.2% (8)	3.15	191	
Duplexes	11.5% (22)	32.5% (62)	17.3% (33)	25.1% (48)	11.0% (21)	2.6% (5)	2.99	191	
Apartments	9.4% (18)	28.3% (54)	21.5% (41)	19.9% (38)	17.8% (34)	3.1% (6)	3.18	191	
Self-Help Housing	17.8% (34)	38.2% (73)	14.7% (28)	7.9% (15)	13.1% (25)	8.4% (16)	2.85	191	
Senior Housing	26.7% (51)	55.5% (106)	10.5% (20)	1.0% (2)	1.6% (3)	4.7% (9)	2.09	191	
	answered question								191
	skipped question								26

Please elaborate on any of your responses about density in Poulsbo.	
	Response Count
	88
	answered question
	88
	skipped question
	129

How strongly do you support applying special residential zoning standards to the “Old Town” area to limit the size and height of new development in order to preserve the existing character of the neighborhood?								
	Strongly Support	Support	Neither Support nor Do Not Support	Do Not Support	Strongly Do Not Support	No Opinion	Rating Average	Response Count
Old Town Zoning	55.0% (105)	24.1% (46)	8.9% (17)	5.2% (10)	4.7% (9)	2.1% (4)	1.87	191
	<i>answered question</i>							191
	<i>skipped question</i>							26

Please elaborate on your feelings about special standards in Old Town.		Response Count
		100
	<i>answered question</i>	100
	<i>skipped question</i>	117

The City is required by the Growth Management Act (GMA) to plan for continued growth for the next 20-40 years. The City has an Urban Growth Area (UGA), where the future growth is slated to occur. A large portion of the City’s UGA has already been annexed. In the next 10 to 15 years, the City will need to reevaluate where future growth should occur. a. What ideas do you have for the City to accommodate future growth? b. Where should it go?		Response Count
		130
	<i>answered question</i>	130
	<i>skipped question</i>	87

What is your predominant mode of travel when visiting destinations within Poulsbo?			Response Percent	Response Count
Car – traveling on major arterials and highways			28.0%	52
Car – traveling on minor and residential streets			55.4%	103
Public transportation			0.5%	1
Walking			12.4%	23
Biking			1.1%	2
Other (please specify)			2.7%	5
			answered question	186
			skipped question	31

How satisfied are you with traffic flow within Poulsbo?								
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	No Opinion	Rating Average	Response Count
Traffic Flow	0.5% (1)	12.4% (23)	22.0% (41)	32.8% (61)	31.7% (59)	0.5% (1)	3.84	186
							answered question	186
							skipped question	31

Please explain your response. If you are dissatisfied with current traffic flow, what improvements could be made?		Response Count
		130
<i>answered question</i>		130
<i>skipped question</i>		87

How much do you agree or disagree with the following statements?								
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	No Opinion	Rating Average	Response Count
Traffic congestion within the city is a major problem (Not including commuting traffic)	26.3% (49)	34.4% (64)	18.3% (34)	18.3% (34)	1.6% (3)	1.1% (2)	2.38	186
Front Street running through Downtown improves the character and vitality of Downtown	32.3% (60)	41.9% (78)	16.1% (30)	4.8% (9)	2.2% (4)	2.7% (5)	2.11	186
There is adequate parking space available in downtown Poulsbo	5.9% (11)	15.1% (28)	7.5% (14)	39.8% (74)	29.6% (55)	2.2% (4)	3.78	186
There is adequate parking space availability at the Kitsap Transit Park 'n Rides	3.8% (7)	17.2% (32)	29.0% (54)	9.1% (17)	5.9% (11)	34.9% (65)	4.01	186
I would support the City's pursuit of a parking garage located Downtown, which would be funded by a taxpayer bond in combination with other funding sources (pay parking, business contributions)	17.7% (33)	30.6% (57)	17.2% (32)	12.4% (23)	19.9% (37)	2.2% (4)	2.92	186
If a parking garage was built in Downtown, I would support the								

Project Poulsbo: Comprehensive Plan Update Questionnaire

Anderson Parkway parking lot (near the waterfront park), being redeveloped as a park to enlarge the existing waterfront park	26.9% (50)	30.6% (57)	11.8% (22)	12.4% (23)	16.1% (30)	2.2% (4)	2.67	186
	answered question							186
	skipped question							31

How important are the following traffic investments to you?								
	Very Important	Important	Neither Important or Unimportant	Unimportant	Very Unimportant	No Opinion	Rating Average	Response Count
Sidewalks	51.6% (96)	36.6% (68)	7.0% (13)	2.7% (5)	0.5% (1)	1.6% (3)	1.69	186
Bike Paths	33.9% (63)	30.1% (56)	18.3% (34)	11.3% (21)	3.8% (7)	2.7% (5)	2.29	186
Street improvements/pavement restoration	24.2% (45)	55.9% (104)	10.8% (20)	5.4% (10)	1.6% (3)	2.2% (4)	2.11	186
Neighborhood connectivity	22.0% (41)	41.9% (78)	19.9% (37)	8.6% (16)	3.8% (7)	3.8% (7)	2.41	186
Improved wait times at traffic signals	22.6% (42)	40.9% (76)	24.2% (45)	5.9% (11)	3.2% (6)	3.2% (6)	2.36	186
Increased public transit opportunities	22.0% (41)	32.3% (60)	28.0% (52)	7.0% (13)	4.3% (8)	6.5% (12)	2.59	186
Citywide trail system	31.7% (59)	30.6% (57)	22.6% (42)	8.6% (16)	4.8% (9)	1.6% (3)	2.29	186
	answered question							186
	skipped question							31

Please elaborate on any of your responses about Transportation in Poulsbo.		Response Count
		69
<i>answered question</i>		69
<i>skipped question</i>		148

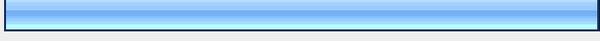
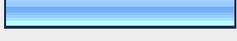
How satisfied are you with the mix of businesses and services available in Poulsbo?								
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	No Opinion	Rating Average	Response Count
Business and Service Mix	14.2% (26)	51.4% (94)	16.9% (31)	14.8% (27)	2.2% (4)	0.5% (1)	2.41	183
<i>answered question</i>								183
<i>skipped question</i>								34

What kind of businesses and services would you like to see more of in Poulsbo? Are there businesses or services that you have to leave for that you think should be in Poulsbo?		Response Count
		100
<i>answered question</i>		100
<i>skipped question</i>		117

How much do you agree or disagree with the following statement								
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	No Opinion	Rating Average	Response Count
I believe it is possible for residents to live and work in Poulsbo	11.5% (21)	37.2% (68)	20.8% (38)	21.3% (39)	6.0% (11)	3.3% (6)	2.83	183
<i>answered question</i>								183
<i>skipped question</i>								34

Please Explain your Answer		Response Count
		101
<i>answered question</i>		101
<i>skipped question</i>		116

How strongly would you support commercial zoning in the following areas?									
	Strongly Support	Support	Neither Support nor Do Not Support	Do Not Support	Strongly Do Not Support	No Opinion	Rating Average	Response Count	
7th Avenue, north of existing commercial buildings	18.0% (33)	37.7% (69)	16.4% (30)	10.9% (20)	6.6% (12)	10.4% (19)	2.81	183	
Finn Hill, north of A Street to Urdahl Road	13.1% (24)	27.3% (50)	15.8% (29)	15.3% (28)	16.4% (30)	12.0% (22)	3.31	183	
Bond Road, north of SR 305 intersection	15.4% (28)	30.8% (56)	14.8% (27)	22.0% (40)	9.9% (18)	7.1% (13)	3.02	182	
Viking Avenue, north of existing commercial buildings	19.7% (36)	47.0% (86)	10.9% (20)	10.9% (20)	4.9% (9)	6.6% (12)	2.54	183	
Viking Avenue, north of SR 305 intersection	18.0% (33)	41.0% (75)	13.1% (24)	13.7% (25)	8.2% (15)	6.0% (11)	2.71	183	
	answered question								183
	skipped question								34

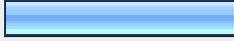
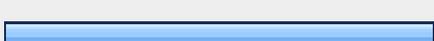
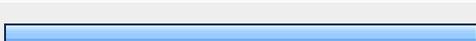
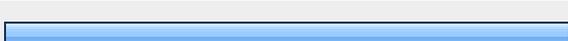
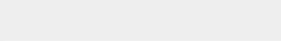
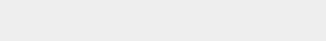
What types of employment opportunities do you believe Poulsbo should encourage?				
			Response Percent	Response Count
Professional Services			82.0%	150
Retail/Restaurant			71.0%	130
Construction			19.1%	35
Education			63.9%	117
Manufacturing			39.9%	73
Arts			54.1%	99
Other (please specify)			15.9%	29
			answered question	183
			skipped question	34

How could the city encourage these jobs?			
			Response Count
			75
		answered question	75
		skipped question	142

Do you own a business in Poulsbo?			Response Percent	Response Count
Yes			17.5%	32
No			82.5%	151
answered question				183
skipped question				34

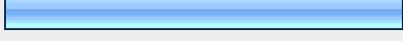
Why did you locate here? What are Poulsbo's market strengths? (Check all that Apply)			Response Percent	Response Count
Affordable Rents/Property			37.5%	12
Good Transportation Access			12.5%	4
Access to Port/Marina			25.0%	8
Quality of Life			68.8%	22
Access to Workforce Pool			12.5%	4
Owner Ties to the Area			31.3%	10
Proximity to Suppliers, Partners, or Synergistic Organizations			12.5%	4
Supportive Business Climate			18.8%	6
Business Outreach Efforts from Chamber or City			3.1%	1
Other (please specify)			18.8%	6
answered question				32

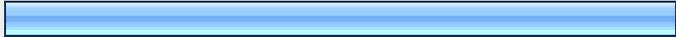
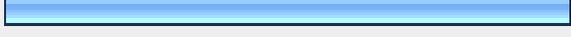
		<i>skipped question</i>	185
--	--	-------------------------	------------

What are the most important challenges your business is facing today? (Check all that Apply)			Response Percent	Response Count
Skilled Workforce			31.3%	10
Competition from Larger Chains			15.6%	5
Maintaining Business in Non-Peak Seasons			28.1%	9
Transportation Congestion			31.3%	10
Land Values and Rising Rents			37.5%	12
Permitting and Regulations			46.9%	15
Commercial Land Availability/Room for Expansion			18.8%	6
Other (please specify)			21.9%	7
			<i>answered question</i>	32
			<i>skipped question</i>	185

Is there anything else you would like to add about owning a business or the business environment in Poulsbo?		Response Count
		11
		<i>answered question</i>
		11
		<i>skipped question</i>
		206

How satisfied are you with parks and recreation facilities in Poulsbo?								
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	No Opinion	Rating Average	Response Count
Parks & Recreation Facilities	13.3% (24)	53.3% (96)	17.2% (31)	12.8% (23)	1.7% (3)	1.7% (3)	2.41	180
<i>answered question</i>								180
<i>skipped question</i>								37

What recreation activities do you participate in?			Response Percent	Response Count
Walking/Jogging			87.8%	158
Organized team sports			31.7%	57
Recreational Activities in City Parks			44.4%	80
Kayaking/Rowing/Canoeing			29.4%	53
Sailing			14.4%	26
Hiking			44.4%	80
Bicycling			35.6%	64
Skateboarding			7.8%	14
Other (please specify)			26.1%	47
			<i>answered question</i>	180
			<i>skipped question</i>	37

Where do you participate in these activities?			Response Percent	Response Count
Raab Park			44.4%	76
Waterfront Park			62.0%	106
Poulsbo Lions Park			40.4%	69
Nelson Park			11.1%	19
Fish Park			18.1%	31
Scandia Knoll Park			2.9%	5
Oyster Plant Park			17.0%	29
School District Fields and Facilities			49.7%	85
Other (please specify)			37.4%	64
			<i>answered question</i>	171
			<i>skipped question</i>	46

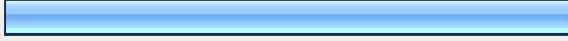
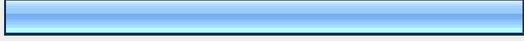
Please elaborate on your response. If you are dissatisfied with the current facilities, what improvements could be made?			Response Count
			66
			<i>answered question</i>
			66
			<i>skipped question</i>
			151

What is your TOP priority for improving the Park and Recreation system? (Check Only One)			Response Percent	Response Count
Acquire land for new parks			13.3%	24
Improve the current parks			19.4%	35
Provide a citywide trail system			33.3%	60
Expanded recreational opportunities			7.8%	14
Build a community recreation center			10.6%	19
Other (please specify)			15.6%	28
			answered question	180
			skipped question	37

How strongly would you support the City in partnering with other jurisdictions as a way to expand recreational opportunities if it meant the creation of a new taxing authority and a potential increase in taxes?								
	Strongly Support	Support	Neither Support nor Do Not Support	Do Not Support	Strongly Do Not Support	No Opinion	Rating Average	Response Count
Partnerships	16.7% (30)	30.6% (55)	19.4% (35)	13.3% (24)	14.4% (26)	5.6% (10)	2.95	180
							answered question	180
							skipped question	37

Please elaborate on your response.		Response Count
		68
	answered question	68
	skipped question	149

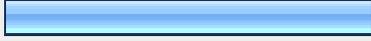
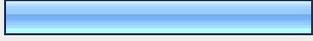
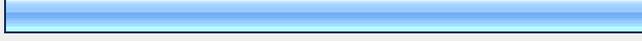
How satisfied are you with the quality of the following City provided services?								
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	No Opinion	Rating Average	Response Count
Parks and recreation	11.2% (20)	66.9% (119)	8.4% (15)	10.1% (18)	0.0% (0)	3.4% (6)	2.31	178
Roads	2.2% (4)	42.7% (76)	18.0% (32)	28.1% (50)	7.3% (13)	1.7% (3)	3.01	178
Utilities	8.4% (15)	59.6% (106)	17.4% (31)	6.7% (12)	2.2% (4)	5.6% (10)	2.52	178
Garbage pick-up	8.4% (15)	58.4% (104)	13.5% (24)	11.8% (21)	1.7% (3)	6.2% (11)	2.58	178
Permitting	1.7% (3)	16.3% (29)	32.6% (58)	14.0% (25)	9.0% (16)	26.4% (47)	3.92	178
Police and public safety	14.6% (26)	55.6% (99)	16.9% (30)	6.7% (12)	0.6% (1)	5.6% (10)	2.40	178
Municipal courts	1.7% (3)	21.9% (39)	33.7% (60)	2.2% (4)	1.1% (2)	39.3% (70)	3.97	178
Fiscal responsibility	2.2% (4)	24.7% (44)	31.5% (56)	14.0% (25)	4.5% (8)	23.0% (41)	3.63	178
Council and Executive leadership	2.8% (5)	19.1% (34)	34.8% (62)	18.0% (32)	8.4% (15)	16.9% (30)	3.61	178
							answered question	178
							skipped question	39

What additional services, programs, and physical improvements do you believe the City should be providing?			Response Percent	Response Count
Public Art			31.5%	56
Community Events			37.6%	67
City-wide Wireless Service			30.9%	55
Business Support and Economic Development			42.7%	76
Workforce Incentives			23.6%	42
Façade Improvement Programs			34.8%	62
Other (please specify)			18.0%	32
			answered question	178
			skipped question	39

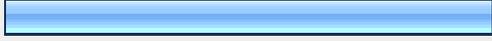
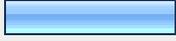
Please share any additional comments on city provided services.		Response Count
		44
		answered question
		44
		skipped question
		173

How satisfied are you with the City of Poulsbo's efforts to communicate with residents?								
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	No Opinion	Rating Average	Response Count
City Communication	5.1% (9)	34.3% (61)	31.5% (56)	16.9% (30)	6.2% (11)	6.2% (11)	3.03	178
<i>answered question</i>								178
<i>skipped question</i>								39

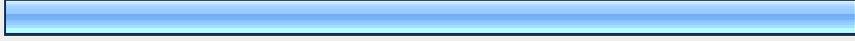
How do you receive information about City government? (Choose all that apply)			Response Percent	Response Count
City Website			34.3%	61
Newspaper			74.2%	132
Internet			25.8%	46
Cable Television			16.3%	29
Mail			36.0%	64
Other (please specify)			20.2%	36
<i>answered question</i>				178
<i>skipped question</i>				39

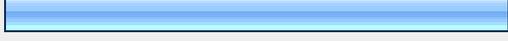
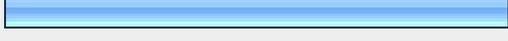
How often have you used the City's website in the last 12 months? (www.cityofpoulsbo.com)			
		Response Percent	Response Count
Daily		0.6%	1
Once Per Week		11.8%	21
Once Per Month		24.7%	44
Once Every Six Months		20.8%	37
Less than Once Every Six Months		42.1%	75
		<i>answered question</i>	178
		<i>skipped question</i>	39

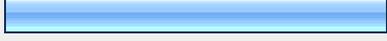
How can the City successfully collaborate with and communicate with residents? What are the approaches most likely to result in constructive outcomes?			
		Response Count	
		82	
		<i>answered question</i>	82
		<i>skipped question</i>	135

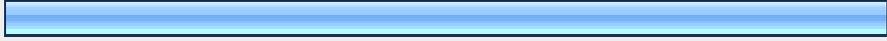
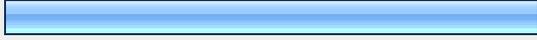
Are you a(n):			Response Percent	Response Count
Employee or business owner in Poulsbo			32.0%	57
Resident of Poulsbo			79.2%	141
Other (please specify)			11.8%	21
			answered question	178
			skipped question	39

What part of Poulsbo do you live in?			Response Percent	Response Count
Old Town			23.5%	32
East Side			20.6%	28
North Poulsbo			12.5%	17
West Side			2.9%	4
Outside the City Limits (Within the Poulsbo UGA)			27.9%	38
Other (please specify)			12.5%	17
			answered question	136
			skipped question	81

Do you live in a specific development?			Response Percent	Response Count
No			43.4%	59
Yes (Specify Development)			56.6%	77
			answered question	136
			skipped question	81

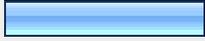
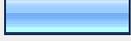
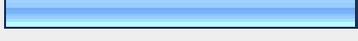
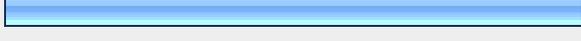
How long have you lived in Poulsbo?			Response Percent	Response Count
Less than 1 year			6.6%	9
1 or 2 years			3.7%	5
3 to 5 years			33.1%	45
6 to 10 years			22.8%	31
Over 10 years			33.8%	46
			answered question	136
			skipped question	81

How old are you?			Response Percent	Response Count
Under 18			0.0%	0
18 – 24			0.6%	1
25 – 34			10.2%	18
35 – 44			33.9%	60
45 – 54			26.0%	46
55 – 64			18.6%	33
65 – 75			7.3%	13
75 and over			3.4%	6
Prefer not to answer			0.0%	0
			answered question	177
			skipped question	40

What is your gender?			Response Percent	Response Count
Female			58.3%	102
Male			35.4%	62
Prefer not to answer			6.3%	11
			answered question	175
			skipped question	42

Please select the type of home you live in:			Response Percent	Response Count
Single-family house (unattached to other houses)		92.1%	163	
Duplex		1.1%	2	
Townhome		2.3%	4	
Condominium		1.7%	3	
Apartment		0.6%	1	
Mobile Home		1.1%	2	
Other (please specify)		1.1%	2	
			answered question	177
			skipped question	40

What is your total household income, including all earners in your household?			Response Percent	Response Count
Prefer not to answer		17.8%	29	
\$0-\$29,999		1.8%	3	
\$30,000-\$49,999		8.6%	14	
\$50,000-\$99,999		38.7%	63	
\$100,000 and above		33.1%	54	
			answered question	163
			skipped question	54

How did you hear about this questionnaire?			Response Percent	Response Count
City Website			13.5%	24
Local Newspaper			6.2%	11
Organization I belong to			9.0%	16
Community Poster			2.8%	5
Internet			17.4%	31
Utility Bill			3.4%	6
Friend or Family			23.0%	41
Other (please specify)			38.8%	69
			<i>answered question</i>	178
			<i>skipped question</i>	39

Please enter your email address below to sign up for Project Poulsbo updates. Your email address will not be associated with your responses to this questionnaire.			Response Count
			119
		<i>answered question</i>	119
		<i>skipped question</i>	98

Is there anything else you would like to share with us related to Project Poulsbo, the Comprehensive Plan Update, City Services, or otherwise?		Response Count
		68
	<i>answered question</i>	68
	<i>skipped question</i>	149



PROJECT POULSBO: COMPREHENSIVE PLAN UPDATE

Outreach Materials



Press Release

**City of Poulsbo
P.O. Box 98
Poulsbo, WA 98370**

Date: May 1, 2007

For Immediate Release

Contact: Tralee McGinness, Project Coordinator
Phone: 206-324-8760
Poulsbo@berkandassociates.com

CITY OF POULSBO COMPREHENSIVE PLAN UPDATE

Notice for Public Hearing and Survey Launch

Poulsbo, WA--The City of Poulsbo invites the community to participate in updating its Comprehensive Plan. In order to ensure a wide variety of voices are heard in this early phase of the process, the City is scheduling a pair of **Community Conversation Neighborhood Meetings that will be held on May 12 and May 24**. In addition, a **Community Questionnaire** asking individual preferences on development and growth-related issues has been created that is currently housed on the City website and distributed to various public locations across the City.

The Poulsbo Comprehensive Plan is a policy document that directs the orderly and coordinated physical development of the City over a 20-year span. The Plan is a reflection of the wide variety of individual and community desires, needs, and aspirations all within the context of the goals and requirements of the Washington State Growth Management Act (GMA). The City of Poulsbo's Comprehensive Plan is not a static document and has evolved over the years along with changing community needs, unforeseen circumstances and new local or regional trends.

The City is using a three-phase approach in updating its Comprehensive Plan. The first phase is currently underway and includes gathering information and feedback from the public to draft a Vision Statement as well as creating goals and policies that will guide the development of updating the Comprehensive Plan. The second phase will entail commenting and editing the Draft Comprehensive Plan, with the third phase involved in making final changes and officially adopting the Plan as a legal document. Public participation will be a vital component in all three phases and citizens will be provided multiple opportunities and occasions to offer their thoughts and opinions.

Community Conversation Neighborhood Meetings

The City has scheduled two Community Conversations in May where citizens have the opportunity to learn about the 2007 Comprehensive Plan update and provide input about growth and other land-use related issues. The first meeting will be held on Saturday, May 12, at 10am at the Vinland Elementary School. Interested residents who wish to participate in an Open House are encouraged to arrive at 9:30am. The School is located at 22104 Rhododendron Lane NW in Poulsbo.

The second meeting will be held on May 24th at the Poulsbo Elementary School, located at 18531 Noll Road NE in Poulsbo. The meeting will officially begin at 6:30pm with an Open House starting at 6pm.

Both public meetings will last two hours and shall constructively engage citizens to discuss topics such as the development of policies for economic development, affordable housing, and public transportation. City staff, the Mayor, and Council will be present to answer questions and talk about the challenges and issues associated with updating the Comprehensive Plan.

If persons planning on attending the public hearings or any other meeting associated with this planning process have specialized needs (language interpreter, handicap accessibility, etc.) please call Tralee McGinness at 206-324-8760 for any questions regarding accommodations.

Community Questionnaire

The City has also created a Community Questionnaire that surveys preferences on traffic, housing, municipal services, and other related issues. The Questionnaire can be found on the City Website at www.cityofpoulsbo.com/projectpoulsbo.asp (click on Community Questionnaire). Additionally, physical copies of the questionnaire are available at the Public Library and City Hall. Instructions on where to leave the questionnaire once it is completed will be provided on the document itself.

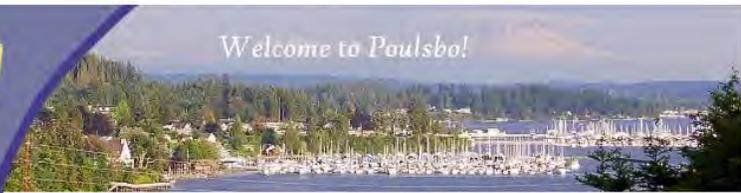
Additional Information

For more information on the City of Poulsbo's Comprehensive Plan update, please visit www.cityofpoulsbo.com and click on Project Poulsbo.

###



Welcome to Poulsbo!



Home Departments City Council Quick links Doing Business About Poulsbo Contact

12:53:17 PM

Search Go!

<< JUN 2007 >>

SU	MO	TU	WE	TH	FR	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

PROJECT POULSBO

Our City, Our Future



Project Poulsbo, Our City, Our Future is a public involvement initiative by the City of Poulsbo to provide opportunities for clear and effective two way communications with those who live and work in Poulsbo.

Comprehensive Plan Update: 2007

[Take the Community Questionnaire](#)

Attend a Community Conversation:

Saturday, May 12th

Vinland Elementary Gym @ 22104 Rhododendron Lane NW
Open House: 9:30 AM
Community Conversation: 10:00 AM - 12:00 PM

Thursday, May 24th

Poulsbo Elementary Gym @ 18531 Noll Road NE
Open House: 6:00 PM
Community Conversation: 6:30 PM - 8:30 PM

In the face of continued growth, the City seeks to shape its future in ways that will maintain the quality of life that makes Poulsbo a special place to live and work. To effectively guide the City in its development decisions as well as meet State planning requirements, the City of Poulsbo is updating its Comprehensive Plan. The Poulsbo Comprehensive Plan is a reflection of the wide variety of individual and community desires, needs, and aspirations all within the context of the goals and requirements of the Growth Management Act (GMA). The City of Poulsbo's Comprehensive Plan is not a static document and will continue to evolve along with changing community needs, unforeseen circumstances and new local or regional trends.

The Plan will be developed through a three-phase project with significant public outreach as seen in the schedule below. The Mayor and Council are looking for residents to contribute to the vision and policies that guide the Comprehensive Plan and more importantly shape our community.

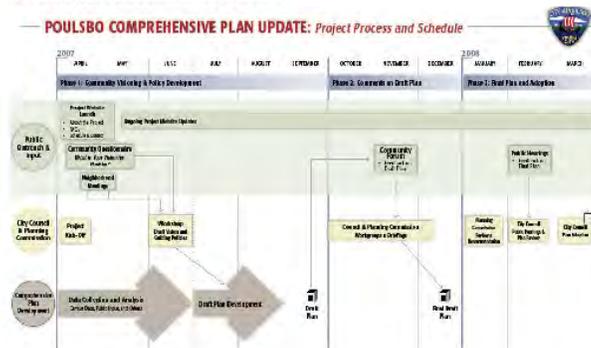
For more information, see "[About the Comprehensive Plan](#)" or the "[Frequently Asked Questions](#)".

If you have a question, not covered here, send an email to "Poulsbo@berkandassociates.com".

We will be updating the website frequently with information about upcoming meetings, the community questionnaire, and the Plan Update Process generally.

If you have any questions or to get involved, send an email to "Poulsbo@berkandassociates.com".

POULSBO COMPREHENSIVE PLAN UPDATE: Project Process and Schedule



Click [here](#) for an electronic version of this diagram.

Look for more from **Project Poulsbo, Our City, Our Future**. In 2007 there will be a wide-ranging outreach effort through Project Poulsbo to engage the community in developing a vision statement describing the desired future of Poulsbo.



Welcome to Poulsbo!



[Home](#) [Departments](#) [City Council](#) [Quick links](#) [Doing Business](#) [About Poulsbo](#) [Contact](#)

2:35:00 PM

Search

< - JUN 2007 - >

SU	MO	TU	WE	TH	FR	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Hello!

The City of Poulsbo is updating its Comprehensive Plan, a high-level policy document required by State Law which helps direct the physical development of cities and counties. We are asking city residents to provide opinions and feedback about their vision for this city to help guide future planning decisions and investments. When answering the following questions, please keep in mind that the City must face certain tradeoffs in order to effectively maintain a high-level of service to a broad, diverse, and growing population.

This questionnaire is just one way you can contribute to shaping Poulsbo's future. We look forward to seeing you at one of two community listening sessions on May 12 and May 24. For more information visit [Project Poulsbo](#).

- ◆ It will take approximately 20 minutes to take this questionnaire.
- ◆ There will be an opportunity at the end of the questionnaire to write comments about anything the questionnaire does not cover.
- ◆ The questionnaire is anonymous and confidential: no information is collected that can link a response to a particular person.
- ◆ The survey will be available until June 2, 2007.

Thank You! You are helping make your City better!

For more information about this questionnaire, please call Tralee McGinness of Berk & Associates at (206) 324-8760 or email us at "poulsbo@berkandassociates.com"

[Begin the Questionnaire by clicking here!](#)

Help Shape Poulsbo's Future!



The City of Poulsbo is Updating its Comprehensive Plan!

Poulsbo's Comprehensive Plan is a reflection of individual and community desires, needs and aspirations within the context of the goals and requirements of the Growth Management Act.

Guide Your City's Future in Multiple Ways:

Community Questionnaire

AND

Community Conversations

- Online at: www.cityofpoulsbo.com/feedback.asp
- Hard Copies available at City Hall & Library

Vinland Elementary Gym
22104 Rhododendron Lane NW **Saturday, May 12**
Open House: 9:30 am
Community Conversation: 10:00 am -12:00 pm

Poulsbo Elementary Gym
18531 Noll Rd NE **Thursday, May 24th**
Open House: 6:00 pm
Community Conversation: 6:30-8:30 pm

More Info on the Project Website

www.cityofpoulsbo.com/projectpoulsbo.asp

Contact Us: poulsbo@berkandassociates.com

Americans with Disabilities Act (ADA) Information. The meeting site is accessible to persons with disabilities. Accommodations for people with disabilities can be arranged with advance notice by calling Tralee McGinness at (206) 324-8760 or emailing poulsbo@berkandassociates.com.

Title VI Statement to Public. The City of Poulsbo ensures full compliance with Title VI of the Civil Rights Act of 1964 by prohibiting discrimination against any person on the basis of race, color, national origin or sex in the provision of benefits and services resulting from its federally assisted programs and activities.

Help Shape Poulsbo's Future!



The City of Poulsbo is Updating its
Comprehensive Plan!

Guide Your City's Future in Multiple Ways:

Community Conversations

Vinland Elementary Gym
22104 Rhododendron Lane NW

Saturday, May 12

Open House: 9:30 am

Community Conversation: 10:00 am - 12:00 pm

Poulsbo Elementary Gym
18531 Noll Rd NE

Thursday, May 24

Open House: 6:00 pm

Community Conversation: 6:30-8:30 pm

AND

Community Questionnaire

- Online at: www.cityofpoulsbo.com/feedback.asp
- Hard Copies available at City Hall & Library

More Info on the Project Website:

www.cityofpoulsbo.com/projectpoulsbo.asp

Contact Us:

poulsbo@berkandassociates.com

For Americans with Disabilities Act (ADA) Information or Title VI arrangements call Tralee McGinness at (206) 324-8760 or emailing poulsbo@berkandassociates.com.