



2018 Commercial Districts Ordinance Update
Overview Memo
Initial Public Release of Draft Amendments
March 2018

1.0 INTRODUCTION

The Growth Management Act of Washington (GMA) requires counties and cities to review and evaluate comprehensive plans and development regulations, and update them if necessary, according to a schedule established by RCW 36.70A.130. The City of Poulsbo adopted an updated comprehensive plan in December 2016, which provides a framework of goals and policies. In 2017, the City of Poulsbo updated the Critical Areas Ordinance and Land Division Ordinance.

The City's next review of development regulations is the Commercial Districts, found in [Poulsbo Municipal Code \(PMC\) 18.80](#). The general purpose of the city's commercial districts is to provide the necessary commercial goods and services for the Poulsbo and greater north Kitsap communities. The commercial districts provide for the location of retail sales and services, professional services and offices, food and drinking establishments, lodging, personal and health services, arts, amusement, medical facilities, educational and recreational uses among others.

The primary purposes of the 2018 Commercial Districts Update is to incorporate development standards consistent with the land use and community character policies of the 2016 Poulsbo Comprehensive Plan; to ensure that commercial developments respect the scale, design and character of Poulsbo; provide for a mix of commercial land uses that respond to market changes, and serve the needs of residents, businesses, and visitors; and provide clarifications in some areas where ambiguity of the development standards exist.

2.0 SUMMARY OF UPDATE

Poulsbo's Comprehensive Plan establishes the commercial land use designation that supports the provision of commercial goods and services for Poulsbo. The commercial designation has then been further refined into four commercial zoning districts on the City's zoning map based on geographic areas of the city and are identified as: C-1: Downtown/Front Street, C-2: Viking Avenue, C-3: SR 305 corridor, and C-4: College MarketPlace. The designation, location and boundaries of the commercial zoning are as shown and depicted on the [Zoning Ordinance Map](#). The proposed amendments include changes within the commercial districts code language itself and does not include recommendations for site-specific rezones.

The proposed amendments have been developed based upon several factors: ownership change and potential redevelopment in the C-1 Downtown/Front Street zoning district; increased interest in mixed-use structures and development; adaptation of uses in commercial zones due to the impact of online retail; clarification or enhancement of some existing standards; and addressing the City Council interim prohibition on self-storage facilities in the C-3 zoning district.

The 2018 Commercial Districts Ordinance Update amendments are represented as underline for proposed additions and ~~strikeouts~~ for deletions. The proposed amendments can be summarized within three themes:

C-1 Zoning District Design and Development Standards

A comprehensive review of the design and development standards for the C-1 zoning district (downtown) was undertaken to ensure consistency with the following policies adopted in the City's [2016 Comprehensive Plan](#) Update:

- ***Policy LU-3.5***

In order to retain the pedestrian-friendly scale in the C-1 (Downtown/Front St) zoning district, the City's zoning ordinance shall identify appropriate development standards for height and scale of new development and redevelopment in this district.

- **Policy LU-3.7**
Design standards for the commercial land use designation shall be used to continue the northwestern architectural style of the existing commercial areas, and the Scandinavian small fishing village scale architectural style of the C-1 Zoning District.
- **Policy CC-5.2**
Maintain the Downtown as a primary identifying feature of Poulsbo, setting it apart from the rest of the City through control of such characteristics as height, scale, and intensity. The existing character of Front Street, with its two-story buildings, awnings, and store fronts located at the sidewalk, provide an appealing pedestrian scale that should be preserved.
- **Policy CC-5.3**
Encourage interspersed landscaping, public plazas with seating and tables, pleasing street frontage design and colors, and inclusion of public art throughout Downtown Poulsbo.
- **Policy CC-5.7**
New development and redevelopment in Downtown Poulsbo shall retain its pedestrian-friendly scale and be limited in height to an average of 35’.
- **Policy CC-5.8**
The City’s design standards for Downtown Poulsbo should be evaluated to ensure that redevelopment in the Downtown will retain its intimate, pleasant and pedestrian-scale character. Height, street frontage design and colors, building design, placement of buildings, and view of rooflines (from below and above), at a minimum should be assessed.
- **Policy CC-5.9**
Encourage mixed use by allowing residential units to be located in association with commercial frontage in Downtown Poulsbo. New mixed-use buildings shall be designed to complement the existing character and pedestrian-scale of Downtown Poulsbo, shall be limited in height to an average of 35’, and have a mix of both commercial and residential uses incorporated within the building.

In response to the policy direction provided in the above policies, amendments to building design, lot coverage, building height and mixed-use opportunities are proposed:

- **Building Design:** Revisions and enhancements to the building design standards for the C-1 zoning district are proposed. The purpose of the enhanced design standards is to meet the comprehensive plan policies above to continue the character as a small-town waterfront fishing village with Scandinavian heritage.
- **Site Design:** Additional standards for new or redevelopment site features are identified, including providing for pedestrian features and connections, landscaping, and hardscape features (seating areas, steps, boulders, plazas).
- **Building Height:** Consistent with comprehensive plan policies, the building height for the C-1 zoning district is limited to 35’.
- **Lot Coverage:** New standards for lot coverage are proposed.
- **Shopfront Overlay:** A new overlay is proposed and is intended to preserve the historical development pattern along Front Street defined by small parcels, pedestrian scale buildings, and retail and service uses. The shopfront overlay has specialized design standards for this limited area in the C-1 zoning district and requires the unique and individual ‘shopfront’ character be maintained.
- **Mixed Use Opportunities:** Mixed use – which is the term used for when commercial and residential uses are located together either within the same building or on the same site – is proposed through mixed use structures, and for commercial zoned through lots bordered by Front Street on the west and 3rd Avenue on the east as a mixed-use site.

Revisions to Commercial Use Table

A review of Table 18.80.030 Commercial Zoning Districts Use Table was made to evaluate and respond to the changing retail market through the growth of online sales, and to include uses that may be appropriate in the commercial zoning districts (within enclosed buildings). Review of uses allowed within the C-1 zoning district were completed as well, with limited locational refinement proposed.

- Additional uses are proposed in all C zones to allow for tech and IT, biotechnical, research and development, and electronics uses; light assembly and fabrication uses completely within enclosed buildings; and handcrafted artisan type products, crafts, or food processing.
- Refinement of uses allowed in the C-1 zoning district shopfront overlay, to ensure the businesses in downtown continue to provide the diverse and unique shopping experiences, products or eating/drinking opportunities not found online or at typical retail settings. Some uses are proposed to be located above or behind the primary storefront uses of retail, services and food/drink establishments.
- The Poulsbo City Council adopted an interim development regulation in 2017 to prohibit self-serve mini storage facilities in the C-3 zoning district. Table 18.80.030 proposes making this prohibition permanent, while continuing to allow the use in the C-2 and C-4 zoning districts.

C-2, C-3 and C-4 Development Standards

Development standards for the other commercial zoning districts were assessed as well. Building design, site and parking lot landscaping, and screening standards (trash/recycling and mechanical) were all reviewed with some amendments proposed. Additional development standards are proposed for siting of self-serve mini storages in the other permitted commercial zoning districts. Amendments to the standards for mixed use structures are also proposed.

- Revised or new site, landscaping and building design standards for the C-2, C-3 and C-4 districts.
 - Revisions and consolidations of building design standards for architectural details, articulation, roof expression, exterior materials and colors.
 - Revisions to landscaping standards for setbacks and parking lots.
 - Clarification to mechanical screening and screening enclosures for trash/recycling facilities.
- Additional site design standards for self-serve mini storage in the C-2 and C-4 zoning districts and allowing existing mini storages in the C-3 zoning district to expand within existing property boundaries.
- Mixed-Use Structure: Inclusion of a minimum requirement for commercial square footage on the ground or street level floor.

3.0 PLANNING COMMISSION AND CITY COUNCIL REVIEW

The Poulsbo Planning Commission, in its role as advisory body on land use policy documents and regulations, will begin meeting to methodically review the 2018 Commercial Districts Code Update. Five workshops are scheduled with the Planning Commission, with the ability to add more if determined necessary by the Commission. After the Planning Commission has completed its review through workshops, a public hearing on the proposed amendments will be held, and a recommendation to the City Council will occur. The Planning Commission recommended draft commercial code will then be transferred to the City Council. The Council will also hold a series of workshops and a public hearing. These meetings and dates are detailed below.

4.0 PUBLIC AND AGENCY REVIEW TIMELINE

All documents related the 2018 Commercial Districts Code Update are available for public review and will be posted on the City's website here: <https://cityofpoulsbo.com/development-regulation-amendments/>.

The following is the anticipated public review timeline of the 2018 Commercial Code Update. Interested parties are encouraged to attend the workshops and/or public hearings. Written testimony may be submitted at any time up until the close of the City Council public hearing. All meetings are held at Poulsbo City Hall, Council Chambers, 200 NE Moe Street.

March 2, 2018

Public Release of Commercial Ordinance Update: 1) post on City's website; 2) distributed to local, regional and state agencies; 3) distributed to Planning Commission and City Council; 4) email announcing availability of material sent to email list.

March 9, 2018

Notice of Application with Optional DNS published in NK Herald and distributed to resource agencies, Tribe, other interested parties.

March 13, 2018

Planning Commission (PC) workshop - 6 p.m. | Council Chambers

Topics: Overview of proposed amendments to PMC 18.80; begin discussion on revisions to Table 18.80.030 Commercial Zoning Districts Use Table

March 20, 2018

PC Workshop - 6 p.m. | Council Chambers

Topics: Continued discussion on Commercial Use Table (including interim prohibition on self-serve mini-storage use in C-3 zoning district); begin discussion on proposed Tables 18.80.040.A and 18.80.040.B (lot coverage and building height).

March 23, 2018

NOA/ODNS comment period over

March 27, 2018

PC Workshop- 6 p.m. | Council Chambers

Topics: Continued discussion from previous meeting; begin discussion on C-1 district design standards and shopfront overlay.

April 10, 2018

PC Workshop- 6 p.m. | Council Chambers

Topics: Revised standards for the C-2, C-3 and C-4 zoning districts; revisions to Section 18.80.080 Additional Standards for C zoning districts, including mixed-use structures and mixed-use site.

April 17, 2018 - cancelled

PC Workshop- 6 p.m. | Council Chambers

Topics: Continued discussion from previous meeting; discussion on any 'parked' elements and/or responses to questions/requests for additional information.

April 24, 2018

PC Workshop- 6 p.m. | Council Chambers

Topics: Wrap up and review of proposed modifications.

April 25, 2018

Economic Development Committee - 3:30 p.m. | 3rd floor conference room

May 8, 2018

PC Public Hearing 7 p.m. | Council Chambers

May 11, 2018

Transmittal PC Recommended Commercial Code Update to City Council

May 16, 2018

City Council Workshop - 7 p.m. | Council Chambers

May 23, 2018

Economic Development Committee – 3:30 p.m. | 3rd floor conference room

June 6, 2018

City Council Workshop – 7 p.m. | Council Chambers

June 13, 2018

City Council Workshop – 7 p.m. | Council Chambers

June 20, 2018

City Council Public Hearing - 7 p.m. | Council Chambers

5.0 PUBLIC ENGAGEMENT OPPORTUNITIES

The City is committed to providing multiple opportunities for the public to engage throughout the process. The City will take advantage of various modes of communication to inform the public and encourage their participation.

- **Website:** The City’s Planning and Economic Development (PED) Department webpage will house the 2018 Commercial Ordinance Update where interested citizens and community members may visit for status updates, draft documents, official notices, minutes, and project information. This webpage will be the primary repository of all information related to the process:
<https://cityofpoulsbo.com/development-regulation-amendments/>
- **E-Notice Mailing List:** An e-notice mailing list of interested persons and organizations has been established. Those on the e-notice list will receive periodic notices regarding the Commercial Ordinance Update progress. Individuals interested in being on the mailing list should contact the PED Department at (360) 394-9748 or at plan&econ@cityofpoulsbo.com and request being placed on the Development Regulations updates e-notice mailing list.
- **Comment:** Interested citizens are encouraged to provide comments to the City by letter, email or fax. All comments will be forwarded to the Poulsbo Planning Commission and City Council. Written comments can be submitted by the following methods:

City of Poulsbo Planning and Economic Development Department
200 NE Moe Street
Poulsbo, WA 98370
Fax (360)697-8269
plan&econ@cityofpoulsbo.com

- **Attend:** Interested citizens are encouraged to attend and provide verbal comments to the City at the Planning Commission and/or City Council workshops and public hearings.

A public and agency participation plan has been developed for this project and can be viewed at the [City’s website](#), under the link <https://cityofpoulsbo.com/development-regulation-amendments/>.