

POSITIVE BUSINESS CLIMATE

GOAL ED-1

Nurture an economic climate that will attract and retain businesses, and assist in their development, expansion and success.

Policy ED 1.1

Promote and maintain a business climate that supports the recruitment, retention, and expansion of the city's economic base.

Policy ED-1.2

Support the retention and expansion of existing ~~firms by promoting~~ local businesses and by promoting locally produced goods and services. *{focus to local businesses rather than firms to reflect the growing amount of locally produced goods}*

Policy ED-1.3

Foster a supportive environment for business startups, small businesses, locally owned and women- and minority-owned businesses to help them prosper. *{to address PSRC Vision 2050 consistency checklist}*

Policy ED-1.4

Ensure that economic development sustains and respects the region's environment and encourages development of established and emerging industries, technologies, and services that promote environmental sustainability, especially those addressing climate change and resilience. *{to address PSRC Vision 2050 consistency checklist}*

Policy ED-1.3

~~Proactively recruit new businesses to locate in the City of Poulsbo. Examples of proactive recruitment activities include development of marketing and promotional printed and digital materials and staffing for implementation activities.~~

Policy ED-1.56

Foster a culture of creativity, entrepreneurship and innovation which helps promote job growth and new business creation, including artisanal and small-scale producers, including craft food and beverages. *{to respond to the increase in small scale craft food and beverages; i.e. Oxalis kitchen, Echoes, Armenian kitchen, etc}*

Policy ED-1.67

Encourage infill and redevelopment of existing or underutilized commercial and light-industrial areas, while striving to maintain a jobs/housing balance. *{to address PSRC Vision 2050 consistency checklist}*

Policy ED-1.7

Evaluate and amend ~~Consider amending~~ design and development standards that respond to the changing needs and support the growth of the city's four commercial districts; College Market Place, Viking Avenue, Downtown/Front Street, and SR 305. *{To match our development regulations and zoning designations which provide specific design and development standards depending on the zoning district while acknowledging each district provides different functions}.*

Policy ED-1.84

Facilitate the collection, analysis and dissemination of information that promotes existing and new economic activity.

Policy ED-1. 95

Facilitate efforts of businesses and institutions to train workers, and support and advocate continuing education for Poulsbo's business community.

Policy ED-1. 108

Include an assessment of the economic benefit to the community and the effects on business in developing and implementing City policies and programs, ~~decision makers should take into consideration.~~ {wording change}

Policy ED-1. 119

The City Council shall consider and weigh the impacts of the city's policies regarding taxes, fees and utility rates on Poulsbo's economic development goals, while recognizing the balance between economic development, the maintenance of high-quality services, and the financial health of city government.

EDUCATION AND WORKFORCE DEVELOPMENT

GOAL ED-2

Commit to academics, affordable educational options, career training and lifelong learning.

Policy ED-2. 14

Support and Partner with educational institutions to maximize resources and improve the quality of life for both city residents and students. Support and collaborate with Olympic College, Western Washington University, North Kitsap School District, and other education institutions to:

- Maintain and enhance the quality of education at all grade levels;
- Maintain and expand the programs of the Olympic College and Western Washington Poulsbo campus;
- Encourage the development of programs that meet the changing needs of employers and employees; and
- Encourage educational institutions, governments, and businesses to provide opportunities for youth to see and experience a variety of employment and business opportunities.
- Encourage a commitment to lifelong learning to strengthen and diversify the existing workforce and attract talented new workers.

Policy ED-2.1

Encourage expansion of the OC/WWU presence in Poulsbo and the "college town," distinction by supporting:

- ~~Increased 4 year degree programs;~~
- ~~Increased facilities to be more campus like and less satellite college;~~
- ~~Increased community oriented classes and lectures;~~
- ~~Provision of dorms/student housing;~~
- ~~Provision of student union/recreation center;~~
- ~~Improved nightlife, entertainment and evening activities; and~~
- ~~Provision of student jobs. {redundant to Policy 2.1, formerly 2.4}~~

Policy ED-2.2

~~Continue to support the provision of high quality primary and secondary education by the North Kitsap School District and private schools. {redundant to Policy 2.1, formerly 2.4}~~

Policy ED-2.3

~~Support a commitment to lifelong learning which drives innovation, strengthens and diversifies existing workforce, and attracts talented new workers. {Moved to last bullet under 2.1}~~

Policy ED 2. 25

Provide apprenticeships and other workplace learning opportunities in Poulsbo City government. {to respond to interviews with OC/WWU to reflect PC request to include the trades}

PLANNING AND INFRASTRUCTURE

GOAL ED-3

Provide a sufficient amount of land for commercial, light industrial, and business uses, the infrastructure and public facilities necessary to support economic growth, and an efficient and timely permit process.

Policy ED-3.1

Monitor and ~~Maintain~~ an adequate supply of developable employment lands (commercial, light industrial, office commercial industrial, and business park) to accommodate the forecasted growth and accomplish the City's economic development goals, while factoring in the changing needs due to a growing remote work force. {to acknowledge remote work and the role it may play in our commercial capacity analysis}

Policy ED-3.2

Promote economically viable neighborhood commercial that can foster small business enterprises, entrepreneurship and reduce vehicle miles while encouraging walking and cycling. {to encourage and consider requiring the potential for pocket commercial development in existing and new neighborhoods}

Policy ED-3.3

Determine and pursue the appropriate center designation(s) for the city, as designed and set forth in Puget Sound Regional Council's adopted and updated Regional Centers Framework (March 2018) and the Kitsap County Countywide Planning Policies (CPP's). {to reflect the upcoming discussion on the appropriate center designation(s) for the city}

Policy ED-3.3

Monitor Poulsbo's light industrial and commercial land availability annually and through the recurring Buildable Lands Report(s) process, as designed and set forth by RCW 36.70A.215. {redundant to Policy 3.1}

Policy ED-3. 42

Review land use regulations, and development standards to ensure that vacant or underutilized employment lands can be used as efficiently as possible. Identify and remove barriers to redevelop underutilized and/or vacant land and buildings, while providing flexibility and incentives as appropriate. {to reflect the flex space ordinance and flexibility that may be offered through a historic preservation ordinance}

Policy ED-3. 57

Maintain an efficient, timely, predictable and customer-focused permit process, conducted in a manner that integrates multiple city departments into a coordinated entity.

Policy ED 3.6

Continually explore efficiencies in permit reviews by harnessing appropriate technologies. {to maintain efficiencies using merging technologies to meet statutory review timelines}

Policy ED-3. 78

Enforce development regulations in a consistent, objective manner.

Policy ED-3. 86

Encourage and support the development of technology and telecommunications infrastructure citywide.

~~**Policy ED-3.4**~~

~~Continue to provide adequate and efficient community infrastructure such as roads, water, sewer, storm water management, parks and recreation, and other public facilities and services. {covered in other elements in other chapters}~~

Policy ED-3.95

Continue to plan, identify, construct and maintain public infrastructure systems and capital facilities required to manage a positive economic climate. Anticipate needs and coordinate City infrastructure investments with economic development opportunities. {intended to reflect portions of previous ED 3.4 and 3.10}

~~**Policy ED-3.9**~~

~~Ensure the City's commercial and employment zoning districts provide suitable areas and uses that support the employment needs of the community and provide a variety of siting opportunities. {redundant with Policy ED 3.1}~~

~~**Policy ED-3.10**~~

~~Provide public services and capital facilities necessary to support the City's planned urban growth at its adopted levels of service. Implement level of service standards which are consistent with economic development goals and policies. {covered in other elements in other chapters}~~

ECONOMIC DEVELOPMENT IMPLEMENTATION

GOAL ED-4

Encourage an economic development strategy that is flexible and nimble, able to respond quickly to market changes and climate.

Policy ED-4.1

Encourage an environment supportive of entrepreneurial activities, evolving business models and emerging work forces.

Policy ED-4.2

Accommodate a mix of jobs, while actively seeking a greater proportion of family wage jobs that will benefit a broad cross-section of Pousbo residents.

Policy ED-4.38

Continue to support development of flexible workspaces where people with shared interests can meet, collaborate and develop their business ideas and products. {to reflect the existence of Vibe Coworks}

Policy ED-4.43

Consider the use of organization and financial tools or investment, including public-private partnerships where appropriate, to catalyze or leverage private sector and other resources, to accomplish Pousbo's economic development goals.

Policy ED-4.54

Encourage economic development through a mix of incentives, economic and planning data, business assistance services, and strategic investments that support the City's adopted plans.

Policy ED- 4.65

Seek grant opportunities or other funding sources for the City to develop an Economic Strategic Plan to consider the opportunities and challenges citywide of a healthy economic climate, retention and expansion of existing businesses and successful recruitment of new businesses.

Policy ED-4.76

Support the Kitsap Public Utility District efforts to install telecommunication infrastructure, especially high-capacity fiber optic cable.

Policy ED-4.87

Monitor trends in telecommunication and technology, ensuring that new infrastructure will be in place or available for ~~the~~ future businesses.

PARTNERSHIPS

GOAL ED-5

Foster partnerships with ~~local~~ businesses, civic clubs, and government agencies to build upon and expand Poulsbo's economic base to enhance and build Poulsbo's economic diversity.

Policy ED-5.1

Continue to participate with and support the Kitsap Economic Development Alliance as a primary resource to provide advice and data on economic development issues, the potential for retaining and expanding existing industries, including industry clusters, and attracting new job opportunities. *{to address PSRC Vision 2050 consistency checklist}*

Policy ED-5.2

Continue to partner with the Chamber of Commerce and Historic Downtown Poulsbo Association and other organizations to promote and market the city's retail districts. Collaborate with ~~Assist~~ the Chamber and Downtown ~~Am~~merchants in development of community marketing materials.

Policy ED-5.3

Cooperate with Kitsap County, state agencies, and the private sector, to ensure that public improvements necessitated by new private development are funded equitably.

Policy ED-5.4

Continue working with the Port of Poulsbo to provide and promote Poulsbo as a destination for the boating community, ~~and to assist the Port where feasible, to improve their facilities including additional parking for port use.~~

Policy ED-5.5

~~The City Council's Economic Development Committee shall continue to work to build these partnerships, support the Poulsbo business community, and identify programs and policies to enhance and build Poulsbo's economic diversity.~~

Policy ED-5.56

Encourage public and not for profit organizations to enter into partnership arrangements with private business interest to facilitate economic development projects that would not otherwise occur without cooperation of both the public and private sector.

Policy ED-5.6

Collect, analyze, and disseminate information that contributes to economic activity, anticipates issues, and identifies early action to avoid decline in the city's commercial areas. {to reflect the role of the economic development arm of the planning and economic development department}

LIVABILITY AND ECONOMIC VITALITY

GOAL ED-6

Continue to support and invest in the quality of life attributes that provides Poulsbo with a competitive advantage in attracting business interests.

Policy ED-6.1

Recognize the economic benefits of city and private sector investments in urban amenities like arts and culture, open space and recreational facilities, and high-quality urban design. Strengthen the City's assets in these areas as an explicit component of the City's economic development strategy.

Policy ED-6.2

Promote and encourage public art that supports Poulsbo's culturally, ethnically diverse communities, institutions and Native Tribes {to address PSRC Vision 2050 consistency checklist, specific to the arts}.

Policy ED-6.32

Maintain development standards that ensure high quality design and urban amenities for public and private development.

Policy ED-6.43

Provide a range of housing options to accommodate Poulsbo's diverse workforce, while striving to reach a jobs/housing balance. {to reflect the desire to maintain job/housing balance as highlighted during our population and employment target discussions}

~~*Policy ED-6.4*~~

~~*Support efforts that promotes tourism, hotel, retail and arts businesses.*~~ {moved to Policy 7.5 below}

~~*Policy ED-6.5*~~

~~*Facilitate the redevelopment and re invigoration of older commercial areas. Work with property owners and stakeholders to transform such areas into dynamic retail/mixed use commercial areas that also provide a gathering place.*~~ {redundant to Policy 3.2}

Policy ED-6.56

Maintain and implement programs specifically designed to improve Poulsbo's community appearance (i.e. graffiti, litter, weed abatement, property maintenance.)

~~*Policy ED-6.7*~~

~~*Encourage and support community, entertainment and evening activities throughout the commercial areas of the city, to broaden the community's choices of things to do after dark.*~~ {moved to NEW GOAL 7.6 and slightly reworded to reflect City Council's terminology during recent discussions (November 9 & 16, 2022)}

RECREATION AND TOURISM

Goal ED-7

Foster Poulsbo's recreation and tourism-based economy

Policy ED 7.1

Support Accelerate downtown Poulsbo's emergence as a tourist destination by promoting tourism efforts in the community. the efforts of the Port of Poulsbo, Visit Kitsap, the Chamber of Commerce, and Historic Downtown Poulsbo Association. (to address PC comment be more inclusive to the multitude of tourist activities).

Red ~~Strikethrough~~ and Underline = Staff Amendments
Blue ~~Strikethrough~~ and Underline = Planning Commission Amendments
Orange notes reason for amendment

Policy ED -7.2

Promote the development of walking, bicycling, boating and kayaking tours that include a variety ~~as~~ of destinations downtown throughout Poulsbo, ~~its various museums, urban trails, and art.~~ {to reflect interviews with Historic Museum, HDPA and the Chamber}

Policy ED-7.3

Collaborate with downtown businesses, the Port of Poulsbo and civic organizations to support Poulsbo as an emerging cruise destination. {based on interviews}

Policy ED-7.4

Encourage development of expanded lodging options to support overnight stays by tourists and other visitors, ~~bed and breakfasts and other creative tourist attractions~~ while monitoring the short-term rentals and gauge their impact on the community. {to reflect the communities concern over short term rentals while encouraging tourism within the commercial districts and expanding options based on increased demand for overnight stays and address PC Comment on Cascade Marine Trail}

Policy ED-7.5

Encourage and support community, entertainment and evening activities throughout the commercial areas of the city, to ~~broaden the community's choices of things to do after dark~~ support a nightlife economy. {to reflect the City Council's terminology during recent discussions (November 9 & 16, 2022)}