

Chapter 9: Economic Development			
Existing No.	Notes	Policy Language	Development Regulation Updated Required (Y/N)
GOAL ED-1	No change	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 <u>recruitment, retention, and expansion</u> of the city's economic base.	N
Policy ED-1.2		Support the retention and expansion of existing firms by promoting local businesses <u>and by promoting</u> locally produced goods and services.	N
Policy ED-1.3	Original ED-1.3 deleted, New	Foster a supportive environment for business startups, small businesses, locally owned and women- and minority-owned businesses to help them prosper. 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.	N
Policy ED-1.4	Original ED-1.4 moved to ED-1.8, New	<u>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.</u>	N
Policy ED-1.5	Original ED-1.5 moved to ED-1.9, ED-1.6 moved to ED-1.5	Foster a culture of creativity, entrepreneurship and innovation which helps promote job growth and new business creation, <u>including artisanal and small-scale producers, including craft food and beverages.</u>	N
Policy ED-1.6	Original ED-1.6 moved to ED-1.5, ED-1.7 moved to ED-1.6	Encourage infill and redevelopment of existing or underutilized commercial and light-industrial areas, <u>while striving to maintain a jobs/housing balance.</u>	N
Policy ED-1.7	Original ED-1.7 moved to ED-1.6, New	<u>Evaluate and amend design and development standards that respond to the changing needs and support the growth of the city's four commercial districts: College Marketplace, Viking Avenue, Downtown/Front Street, and SR 305.</u>	N
Policy ED-1.8	ED-1.4 moved to ED-1.8	Facilitate the collection, analysis and dissemination of information that promotes existing and new economic activity.	N
Policy ED-1.9	ED-1.5 moved to ED-1.9	Facilitate efforts of businesses and institutions to train workers, and support and advocate continuing education for Poulsbo's business community.	N
Policy ED-1.10	ED-1.8 moved to ED-1.10	<u>Include an assessment of the</u> economic benefit to the community <u>and</u> the effects on business <u>in</u> developing and implementing City policies and programs, decision makers should take into consideration.	N
Policy ED-1.11	ED-1.9 moved to ED-1.11	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.	N
GOAL ED-2	No change	Commit to academics, affordable educational options, career training and lifelong learning.	
Policy ED-2.1	Original ED-2.1 deleted, ED-2.4 moved to ED-2.1	<u>Support and Partner</u> 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: <ul style="list-style-type: none"> ▪ 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. <u>Encourage expansion of the OC/WWU presence in Poulsbo and the "college town," distinction by supporting:</u> <ul style="list-style-type: none"> ▪ 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. 	N
Policy ED-2.2	Original ED-2.2 deleted, New	Provide apprenticeships and other workplace learning opportunities in Poulsbo City government. Continue to support the provision of high-quality primary and secondary education by the North Kitsap School District and private schools.	
Policy ED-2.3	Deleted	Support a commitment to lifelong learning which drives innovation, strengthens and diversifies existing workforce, and attracts talented new workers.	
Policy ED-2.4	ED-2.4 moved to ED-2.1		
GOAL ED-3	No change	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		<u>Monitor and Maintain</u> 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, <u>while factoring in the changing needs due to a growing remote work force.</u>	N
Policy ED-3.2	Original ED-3.2 moved to ED-3.4, New	<u>Promote economically viable neighborhood commercial that can foster small business enterprises, entrepreneurship and reduce vehicle miles while encouraging walking and cycling.</u>	N
Policy ED-3.3	Original ED-3.3 deleted, New	<u>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). 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.</u>	N
Policy ED-3.4	ED-3.2 moved to ED-3.4	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, <u>while providing flexibility and incentives as appropriate.</u>	N

Policy ED-3.5	ED-3.7 moved to ED-3.5	Maintain an efficient, timely, predictable, and customer-focused permit process, conducted in a manner that integrates multiple city departments into a coordinated entity.	N
Policy ED-3.6	Original ED-3.6 moved to ED-3.8, New	<u>Continually explore efficiencies in permit reviews by harnessing appropriate technologies.</u>	N
Policy ED-3.7	ED-3.8 moved to ED-3.7	Enforce development regulations in a consistent, objective manner.	N
Policy ED-3.8	ED-3.6 moved to ED-3.8	Encourage and support the development of technology and telecommunications infrastructure citywide.	N
Policy ED-3.9	Original ED-3.9 deleted, ED-3.5 moved to ED-3.9	Continue to plan, identify, construct, and maintain <u>public</u> infrastructure systems and <u>capital</u> facilities required to manage a positive economic climate. Anticipate needs and coordinate City infrastructure investments with economic development opportunities. 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	N
Policy ED-3.10	Deleted	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.	
GOAL ED-4	No change	Encourage an economic development strategy that is flexible and nimble, able to respond quickly to market changes and climate.	N
Policy ED-4.1	No change	Encourage an environment supportive of entrepreneurial activities, evolving business models and emerging work forces.	N
Policy ED-4.2	No change	Accommodate a mix of jobs, while actively seeking a greater proportion of family wage jobs that will benefit a broad cross-section of Poulsbo residents.	N
Policy ED-4.3	Original ED-4.3 moved to ED-4.4, ED-4.8 moved to ED-4.3	<u>Continue to support development of flexible workspaces where people with shared interests can meet, collaborate, and develop their business ideas and products.</u>	N
Policy ED-4.4	Original ED-4.4 moved to ED-4.5, ED-4.3 moved to ED-4.4	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 Poulsbo's economic development goals.	N
Policy ED-4.5	Original ED-4.5 moved to ED-4.6, ED-4.4 moved to ED-4.5	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.	N
Policy ED-4.6	Original ED-4.5 moved to ED-4.6, ED-4.5 moved to ED-4.6	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.	N
Policy ED-4.7	Original ED-4.5 moved to ED-4.6, ED-4.6 moved to ED-4.7	Support the Kitsap Public Utility District efforts to install telecommunication infrastructure, especially high-capacity fiber optic cable.	N
Policy ED-4.8	Original ED-4.5 moved to ED-4.6, ED-4.7 moved to ED-4.8	Monitor trends in telecommunication and technology, ensuring that new infrastructure will be in place or available for <u>the</u> future businesses.	N
GOAL ED-5		Foster partnerships with <u>local</u> 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, <u>including industry clusters</u> , and attracting new job opportunities.	N
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. <u>Collaborate with Assist</u> the Chamber and Downtown <u>M</u> erchants in development of community marketing materials.	N
Policy ED-5.3	No change	Cooperate with Kitsap County, state agencies, and the private sector, to ensure that public improvements necessitated by new private development are funded equitably.	N
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.	N
Policy ED-5.5	Original ED-5.5 deleted, ED-5.6 moved to ED-5.5	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. 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.	N
Policy ED-5.6	New	<u>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.</u>	N
GOAL ED-6	No change	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	No change	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.	N
Policy ED-6.2	Original ED-6.2 moved to ED-6.3, New	<u>Promote and encourage public art that supports Poulsbo's culturally, ethnically diverse communities, institutions and Native Tribes.</u>	N
Policy ED-6.3	ED-6.2 moved to ED-6.3	Maintain development standards that ensure high quality design and urban amenities for public and private development.	N
Policy ED-6.4	Original ED-6.4 deleted, ED-6.3 moved to ED-6.4	Provide a range of housing options to accommodate Poulsbo's diverse workforce, <u>while striving to reach a jobs/housing balance.</u> Support efforts that promotes tourism, hotel, retail and arts businesses.	N
Policy ED-6.5	Original ED-6.5 deleted, ED-6.6 moved to ED-6.5	Maintain and implement programs specifically designed to improve Poulsbo's community appearance (i.e. graffiti, litter, weed abatement, property maintenance.) 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.	N
Policy ED-6.6	ED-6.6 moved to ED-6.5	See above.	
Policy ED-6.7	Deleted	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.	
GOAL ED-7	New	Foster Poulsbo's recreation and tourism-based economy	N
Policy ED-7.1	New	<u>Support emergence as a tourist destination by promoting tourism efforts in the community</u>	N
Policy ED-7.2		<u>Promote the development of walking, bicycling, boating and kayaking tours that include a variety of destinations throughout Poulsbo.</u>	N

<i>Policy ED-7.3</i>	<i>New</i>	<u><i>Collaborate with downtown business, the Port of Poulsbo and civic organizations to support Poulsbo as an emerging cruise destination.</i></u>	N
<i>Policy ED-7.4</i>	<i>New</i>	<u><i>Encourage development of expanded lodging options to support overnight stays by tourists and other visitors, while monitoring the short-term rentals and gauge their impact on the community.</i></u>	N
<i>Policy ED-7.5</i>	<i>New</i>	<u><i>Encourage and support community, entertainment, and evening activities throughout the commercial areas of the city, to support a nightlife economy.</i></u>	N