



# Chapter Summary – Economic Development

City Council Review | July 17, 2024

## WORKSHOP EXPECTATIONS

For each chapter, the City Council shall come prepared to provide direction to staff for any desired modifications to the narrative, goals, and policies, offer comments, and ask questions.

## STAFF NOTES:

- Optional Chapter per RCW 36.70A (Growth Management Act).
- Included in this packet is a “clean copy” of the chapter allowing for ease of reading. You can find a ~~strikethrough~~ and underline (with notes) version online [here](#).
- Updated and streamlined narratives.
- Community “Key Goals” integrated into the goals and policies.

## BACKGROUND:

The Economic Development Chapter “is built upon the understanding that the City’s economy is intrinsically tied to its quality of life, as well as the identity it presents to others, whether they are visitors, shoppers, residents, developers or employers”. This chapter also is intended to provide policy support to ensure that the city meets its employment growth target of 4,000 new jobs by 2044.

Proposed amendments were primarily informed by interviews with select stakeholders between April and August 2022. In addition, the proposed changes were informed by: 1) [Review of Puget Sound Regional Council’s \(PSRC\) Vision 2050 Consistency Tool](#), 2) [Poulsbo Commercial Land Market Analysis completed by Beckwith Consulting Group in November 2021](#), 3) [PSRC Puget Sound Regional Economic Strategy Plan adopted December 2021](#), 4) [Vision 2050 Planning Resources Economic Development Element Guide dated February 2022](#) and 5) [Review of other jurisdictions economic development chapters](#).

The following policies were amended and added to reflect the desires of PSRC to ensure that our comp plan expands business opportunities and includes areas of anticipated business growth: ED-1.3, ED-1.4, ED-1.6, ED-5.1, ED-6.2 as well as the requirement to pursue the appropriate center designation (ED-3.3).

Additionally, this chapter has been updated to reflect the changing nature of our economy, largely due to the COVID-19 pandemic, by acknowledging the impact of remote work on the desirability our city and the changing nature of our commercial space (ED 1.7 & ED-3.1) and the changing needs of our four commercial districts (ED 1.7).

## NOTABLE AMENDMENTS:

**Revised and expanded Policy ED-2.1 of GOAL ED-2, Commit to academics, affordable educational options, career training and lifelong learning (Page 9):**

### GOAL ED-2

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

#### ***Policy ED-2.1***

*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.*

**Question for Council:** These amendments were suggested prior to the notification from the universities of their plans to expand the Poulsbo campus and the city's subsequent amendments to the Commercial and Business Park districts to allow for the expansion of residential uses and increased height. Does the Council believe that the proposed changes adequately support the colleges? Does the Council want to add to the second bullet the language proposed by Councilmember Stern to capture the broader community that our community serves?

*Support the academic and technical training provided by higher education that serves our community, Kitsap & Olympic peninsulas, and the region.*

**New Goal ED-7, Foster Poulsbo's Recreation and Tourism-Based Economy, and Policies 7.1 – 7.5 (page 14):**

**Policy ED 7.1**

*Support emergence as a tourist destination by promoting tourism efforts in the community.*

**Policy ED -7.2**

*Promote the development of walking, bicycling, boating and kayaking tours that include a variety of destinations throughout Poulsbo.*

**Policy ED-7.3**

*Collaborate with downtown businesses, the Port of Poulsbo, and civic organizations to support Poulsbo as an emerging cruise destination.*

**Policy ED-7.4**

*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.*

**Policy ED-7.5**

*Encourage and support community, entertainment, and evening activities throughout the commercial areas of the city, to support a nightlife economy.*

**Question for Council:** Are there additional recreation and/or tourism activities that the council would like included?

**RECOMMENDED AMENDMENTS**

Based on recent council discussions and preference for specific word choices, staff suggest adding 'rolling' to ED-3.2 (page 10).

**Policy ED-3.2**

*Promote economically viable neighborhood commercial that can foster small business enterprises, entrepreneurship and reduce vehicle miles while encouraging walking, rolling, and cycling.*