



# C-2/VIKING AVE CODE AMENDMENTS

## *Public Participation Plan*

### **BACKGROUND**

Viking Avenue has long served as a central commercial and transportation corridor in Poulsbo. The oldest structure was built in 1914, with the newest structure having been completed in 2019 with the complete tear down and rebuild of McDonalds. In the latter half of the 20th century, Viking Avenue saw significant commercial development, with numerous retail establishments, restaurants, and service providers setting up along the street. This growth mirrored Poulsbo's transformation from a small, rural town to a more suburban and economically diverse community.

The blue-collar aspect of Viking Avenue is rooted in Poulsbo's history. Originally, the area was home to many working-class families involved in industries such as fishing, logging, and farming. This heritage is still evident today, with several businesses on Viking Avenue catering to tradespeople and laborers. You can locate a nursery, roofing and electrical companies, appliance repair, auto repair, RV and auto sales, and equipment rentals. Highlighting the eclecticism, Viking Avenue is also home to three breweries, cooperative neighborhood kitchen, Mexican bakery, grocery store, hair salons, massage therapists, coffee shops, and restaurants.

The Viking Avenue corridor is mostly occupied by the Commercial/C-2 zoning designation, with residential zoning adjacent, city limits to the west and south, and Liberty Bay to the east. According to the 2021 [Buildable Lands Report](#) (BLR), the C-2 zoning district has the capacity for 602 jobs. During the BLR process, staff did not assume a mixed-use development pattern. However, with mixed-use development, the C-2 zoning district has the capacity for 453 jobs and 603 population. Viking Avenue is identified as a "minor arterial" in the [2016 Transportation Functional Plan](#) and sees over 17,000 average daily trips. The street infrastructure includes sidewalks and bicycle lanes and serves as a major transit route to Bremerton and Silverdale.

A [Market Analysis and Feasibility Study](#) was done in June of 2023 by Leland Consulting Group (LCG) for the SR 305 corridor. Given the size of Poulsbo, LCG stated that the market study could be applied to other commercial areas within city limits and recommended the city consider the following regulatory changes to encourage development:

- Reducing minimum front yard setback to 0'.
- Allowing/encouraging shared parking ratios between housing and commercial space in the same building.
- Allowing lower parking levels in locations where residents could feasibly walk to transit and other destinations.
- Allowing garden apartments, single family housing, and middle housing.
- Allow more height and require significantly less ground floor commercial space.

Following the June 25, 2024 Planning Commission meeting, where staff provided an [overview](#) of potential code amendments for Viking Avenue and invited property owners to provide comment, staff spent time considering the feedback and the best options for moving forward. Given the existing PMC 18.80.070, Infill and Redevelopment Incentives in C-2 (Viking Avenue) zoning district, staff proposed to amend this code section to encourage the development of mixed-use sites/housing within the C-2 zone. Viking Avenue has seen a renaissance over the last several years and by amending PMC 18.80.070 and not the general development standards for the C-2/Viking Ave zoning district, it will allow for that to continue while also encouraging the creation of needed housing units.

### **PUBLIC AND AGENCY GOALS**

To provide the public with timely information, an understanding of the process, and opportunities to review and comment, and to have those comments forwarded to the City's decision makers.

- Ensure that information about the process is provided to the public early in the process and at regular intervals thereafter, to maximize public awareness and participation in the process.
- Actively solicit information from citizens, property owners and stakeholders about their concerns, questions, and priorities for the future of Poulsbo land uses and the City's Comprehensive Plan.
- Encourage the public to informally review and comment on the amendments throughout the process.
- Incorporate public comment into the local government's review process prior to significant milestones or decision making.
- Provide forums for formal public input at milestones prior to decision making by local officials.
- Consult and consider recommendations from neighboring jurisdictions, federal and state agencies, and Native American tribes.

Public participation is an integral part of the planning process. Early and continuous public participation brings diverse viewpoints and values into the decision-making process and enables the city to make more informed decisions. These collaborative efforts build mutual understanding and trust between the city and the public they serve. The goal of this PPP is

to provide all residents, property owners, business owners, and other stakeholders, an opportunity to understand and participate in the code amendment process.

## **COMMUNICATION TOOLS**

The following methods may be used as part of the public outreach program to ensure that a broad population is informed and has the opportunity to participate:

- **Website**: The PED Department webpage will house the amendments where interested citizens and community members may visit for status updates, draft documents, official notices, minutes, and project information: <https://cityofpoulsbo.com/development-regulation-amendments-2/>
- **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 amendment progress. Individuals interested in being on the mailing list should email [plan&econ@cityofpoulsbo.com](mailto:plan&econ@cityofpoulsbo.com) and request being placed on the Development Regulations updates e-notice mailing list.
- **Written Comment**: Interested citizens are encouraged to provide comments to the city by letter or email. All comments will be forwarded to the 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  
or [plan&econ@cityofpoulsbo.com](mailto: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.

## **INFORMATION AVAILABILITY**

The proposed amendments are available for public review. The primary repository of all information related to the update is the Planning and Economic Development webpage at <https://cityofpoulsbo.com/development-regulation-amendments-2/> – where draft documents, meeting dates, updates on process, and official notices (notice of application, environmental review, public hearing notices, etc.), will be posted.

Documents are also available for review at Poulsbo City Hall 200 NE Moe Street, Poulsbo. Copies will be provided at a reasonable cost. Official notices will be published in the Seattle Times and posted in the Poulsbo Post Office, Poulsbo Library, and Poulsbo City Hall notice boards.

## **PUBLIC AND AGENCY REVIEW TIMELINE**

<b>TASK</b>	<b>DATE</b>
Initial Release of Proposed Amendments	July 16
Planning Commission Workshop 6 p.m.   Council Chambers and via Zoom	July 23
Notice of Application with Optional DNS and Planning Commission Public Hearing Issued	Aug 6
Planning Commission Public Hearing 6 p.m.   Council Chambers and via Zoom	Aug 27
City Council Workshop 5 p.m.   Council Chambers	Sep 11
City Council Public Hearing 5 p.m.   Council Chambers	Sep 18
<i>*All dates and times subject to change, please check the project website for up-to-date information*</i>	

## **PUBLIC HEARINGS**

The Planning Commission and City Council will conduct at least one public hearing each to gather and consider public testimony on the amendments. Public notice of all hearings will state explicitly the date/time, review body and location of the public hearing. The public notices will be published in the Seattle Times, posted at the City's public notice locations, sent to the E-notice mailing list and others who request such notice.

## **RECORDING OF MEETINGS**

All public meetings and hearings will be audio recorded. Minutes and/or meeting summaries for all public meetings will be prepared, and hard copies made available upon request.

## **UPDATES**

This Public Participation Plan may be revised as needed during this amendment process and activities not anticipated may occur or be added without revision of this plan. Errors in exact compliance with this specific public participation program shall not constitute grounds for invalidation of legislation adopted under the amendment, so long as the spirit of the procedures are observed, unless otherwise provided by state or federal law.