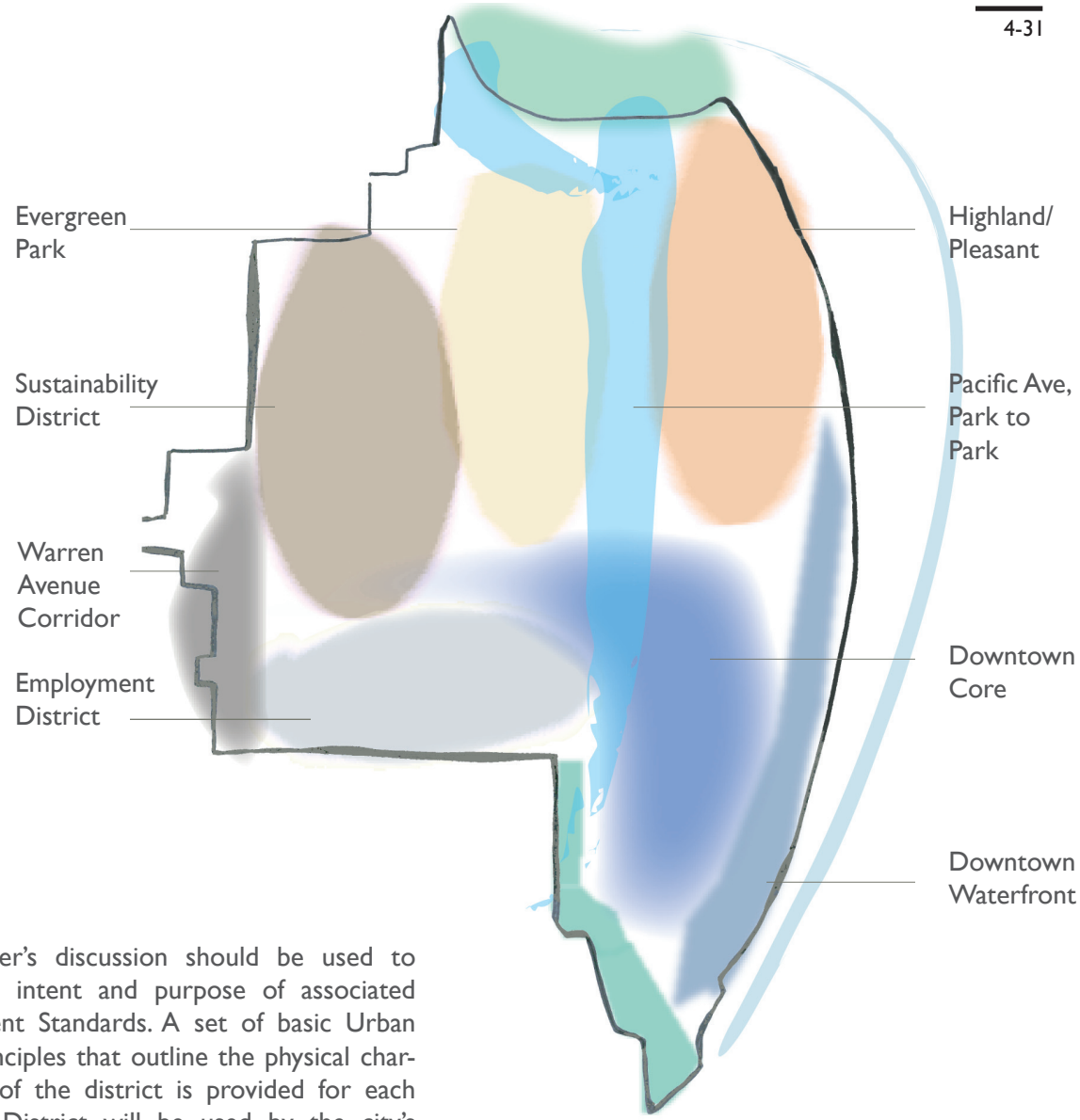
4

4.0 District Character and Design Principles

Each of downtown Bremerton's urban neighborhoods retain singular attributes that help differentiate between them. Characteristics such as historic buildings, key recreational or commercial destinations, scale and street type and natural features provide each neighborhood with its own unique "sense of place."

This Chapter identifies these form-based "clues" to help establish principles to guide the intensity and style of future development.

For each neighborhood, the Plan identifies a.) its existing character; b.) a future vision including opportunity for future growth and c.) key tools and/or recommended actions to achieve that vision. In order to reinforce and further distinguish these neighborhoods, the Subarea Plan encourages the development of distinct activity areas and gateways, context sensitive buildings and key physical connections.

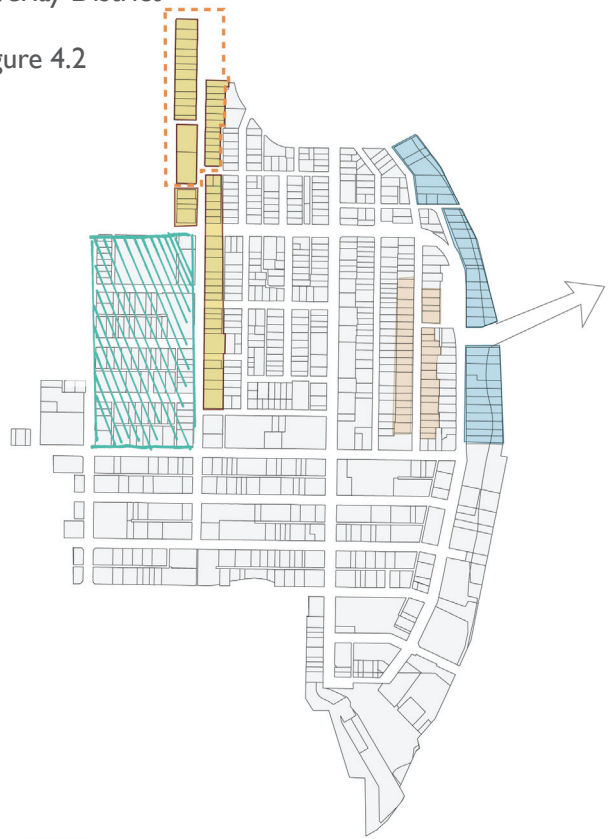


This chapter's discussion should be used to inform the intent and purpose of associated Development Standards. A set of basic Urban Design Principles that outline the physical characteristics of the district is provided for each Character District will be used by the city's Design Review Board as a guide for the review and conditioning of project proposals.

In May 2016, the Downtown Regional Center (per Ordinance 5299 and 5301) was expanded and land use districts were revised. Please use Chapter 5 Maps for correct zones, overlays and heights.

Overlay District

Figure 4.2



Highland Overlay

Sustainability District Overlay

Waterfront Overlay

Neighborhood Business Overlay

Subarea Plan Extension

Land Use Plan

Figure 4.3

One and Two Family Residential

Multi-Family Residential - One

Multi-Family Residential - Two

Pedestrian Oriented Mixed Use

Employment District

Warren Avenue Corridor

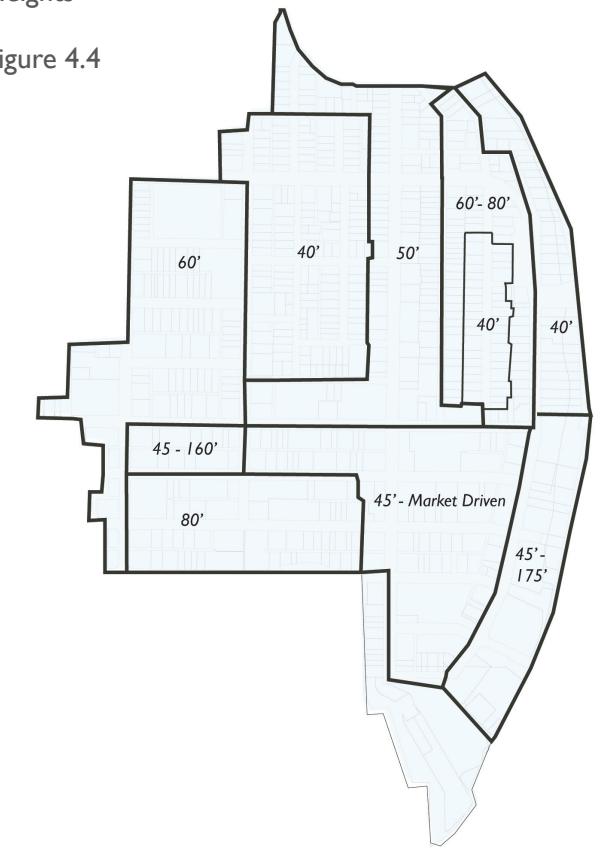
Downtown Core

Downtown Waterfront

Park

Heights

Figure 4.4



4.1 Downtown Core

EXISTING CHARACTER

Already the most fully developed area of Bremerton, the Downtown Core is a high-intensity office and employment center and primary hub for business, communications, office and hotels. Dynamic topography, surprising street-end views to the Puget Sound and the Olympic Mountains and the presence of the PSNS lend the downtown its character, while proximity to transportation at the WS DOT ferry terminal, and Kitsap Transit bus service provide some of the best transit in Kitsap County and make this an obvious place for centralized activities.

Relatively short blocks and narrow walkable streets contribute to the pedestrian friendliness of downtown and a number of historic buildings contribute to Bremerton's rootedness and connection to its past.

Existing: Downtown Pacific Ave

Existing: Bremerton Skyline

Vision: A walkable, active downtown with wide sidewalks, and a range of building scales.

VISION

An expanded and revitalized Downtown Core will contain qualities and characteristics that do not exist elsewhere on the Kitsap Peninsula. Additional population will activate the area at all times of the day and achieve a "vital, 24 hour a day downtown." The primary goal will be to encourage people to linger, leave their cars behind and explore beyond their first destination.

Subarea Plan development standards encourage large scale, assembled, mixed-use projects with residential components. An Incentive Zoning program allows increased tower heights with limits only in those areas abutting residential and lower-intensity uses at the district boundaries (see figure 4.4). Participation in the Incentive Zoning program is predicated upon streetscape upgrades as required by Subarea Plan Street Typologies and as directed by the Design Review Board. Additional design standards will apply to towers.

Urban Design Principles

These Principles inform the overall character of buildings within the Downtown Core in order to establish a vital, active public realm with a diversity of uses.

An Active, Vital Downtown

Creating an active, safe public realm is a priority for the city's main shopping and walking district. Ground floor facade designs should emphasize the following:

1. Diversity and density of activities;
2. Building transparency with active windows and facades;
3. Recognizable entrances and/or plazas;
4. Narrow retail frontages (limited storefront widths) on the street.

The Downtown Core should prioritize the development of a diversity of uses and the provision of needed services and amenities for the downtown population in order to reduce automobile trips and automobile dependency.

Residential portions of new buildings should be designed with livability concerns and include adequate access to amenities.

Comfortable Walking Environment and Neighborliness

Building designs in the downtown should prioritize access by the pedestrian, and plan for pedestrian safety including safety, lighting, paving and curb cuts.

Reduce the visual impact of parking through maintaining existing street wall, and screening parking from view except for entry points.

The rhythm, scale, architectural detail, windows and colors of new facades must be in keeping and provide a harmonious relationship with the existing street context, particularly south of 6th Street.

Respect for adjacent historic buildings, and the adaptive re-use of existing historic buildings downtown is encouraged.

Avoid overshadowing of existing public and private spaces. Shadows generated by proposed tower projects must be minimized within the Subarea based on the following hierarchy of spaces:

1. Parks
2. Public open spaces
3. Pacific Avenue
4. Semi-private and private open space

Preservation of Views

Preserve street end views, as well as the outlook upon both near and distant views during tower siting and design.

figure 4.5: A required eighty feet minimum tower spacing radius to adjacent buildings provides for both near and distant views.

Public Space Design

New public spaces achieved through the amenity program should contain direct access from adjacent streets and, where appropriate, contain a variety of opportunities for casual and informal social interaction, including the placement of sit walls, movable seating and benches.

Building Tops and Skyline

Rooftops with visual interest should be considered to form an appealing skyline.

Rooftops are often seen from taller buildings. Low buildings and podiums should consider greening or partially greening roofs and should screen all unsightly mechanical equipment.

Vancouver waterfront towers viewed from the waterfront

Tanner Springs in Portland, Oregon not only provides an interesting array of textures, landscapes and resting places but it also collects and filters storm water.

Terraces and gardens on rooftops

4.2 Downtown Waterfront

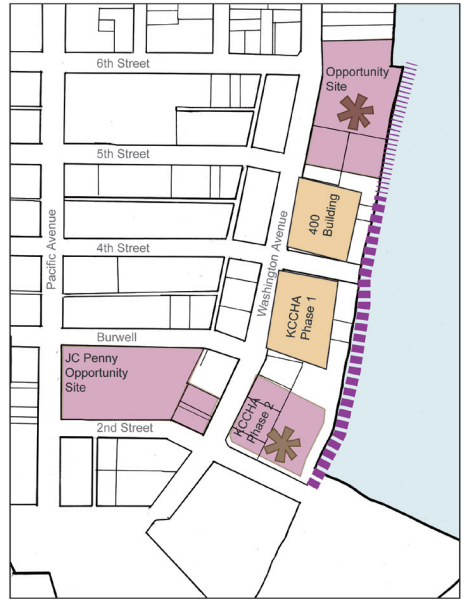
EXISTING CHARACTER

The Downtown Waterfront district acts as a gateway to the city for those arriving and departing by ferry. The area has already received major public investment with the development of a new Ferry terminal, waterfront condominiums, conference center and planned marina (see Section 2.1 Summary of Recent Achievements).

KCCHA has partnered with the City to develop an eight foot wide public walkway promenade which extends from 2nd to 4th Streets along the waterfront. The project also comprises of two large scale public access promenades extending from Washington Ave to the waterfront at Burwell and 4th Streets and significant streetscape improvements. Newly finished waterfront condominiums in (September/October 2007) set a precedent for a four- to six-story street wall with pedestrian orientation. Washington Avenue's 400 Building brings detail to the pedestrian level and engages the street with multiple, ground level entrances.

In this District, up to 175 ft. height limits can be achieved with the provision of public amenity. Key amenities sought for the area are a public space of generous proportion; a public promenade and overlook; or connections to the city boardwalk.

figure 4.6 Waterfront Opportunities



Waterfront Condominums

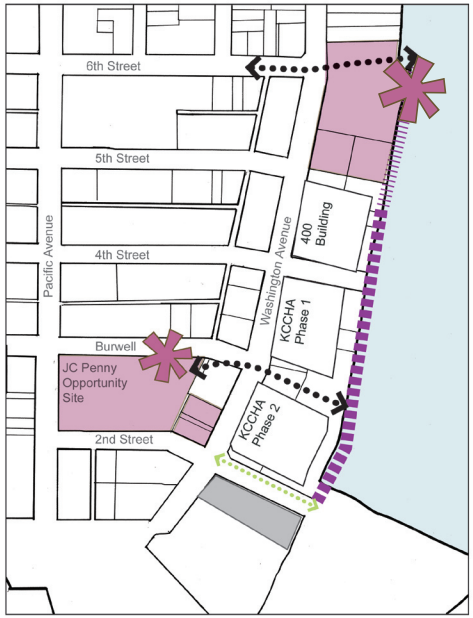
Opportunity Site

Existing waterfront promenade

Proposed promenade extension

Tower opportunity sites

figure 4.7 Waterfront Connections



Opportunity Site

Connection Opportunity

Connection Opportunity

Street wall Opportunity

existing blank street wall

VISION

Comprehensive Plan policies encourage active use along the waterfront, with public accessibility as a priority. As an area of significant civic importance, all new development in this area warrant special consideration in order to ensure porosity between land-side and water-side activities.

Subarea Plan Development Standards introduce taller buildings in order to a.) trade height for public benefit; b.) add interest to the skyline through a diversity of heights and c.) create a new hierarchy to compete with the PSNS.

Urban Design Principles

The purpose of these principles is to give architects and developers direction in the design of both public and private space in the Downtown Waterfront Zone.

An Active Streetscape

Where possible, buildings located on Washington Avenue should contain an active street edge to engage pedestrians. Ground floor facades should emphasize the following

1. Recognizable entrances, small plazas and outlooks.
2. Narrow and transparent retail frontages
3. The introduction of active uses, such as restaurants and marine related retail where possible.

Incorporate large expanses of window glazing to increase transparency on the waterfront.

Comfortable Walking Environment

See section 4.1 Design Principles

A Priority on Public Open Space

Amenity space provided throughout the Bonus amenity Program should be active and exploratory, reflecting the expansive nature of the waterfront, as well as its significance as a major urban destination.

Open Spaces should integrate ecologically sensitive landscape elements in order to reflect the sensitive nature of the waterfront environment,

Streetscape, lighting and paving in public spaces achieved through the Incentive Zoning Program should be consistent with existing features.

figure 4.8 Waterfront Public Space

downtown loop
existing parks
proposed public space

Waterfront condominiums on Washington and shoreline promenade. Source: KCCHA

Use the Tower-Podium Concept

The overall form of development along Washington Avenue should be that of a continuous low rise streetwall with towers spaced appropriately to allow for both views and privacy rising above the podium configuration.

Towers should break up building mass to reduce the overall perception of building bulk.

The Waterfront as a Gateway

As a gateway to the city, buildings viewed from the waterfront should occupy a dynamic, prominent position in order to add visual interest and hierarchy to the Bremerton skyline.

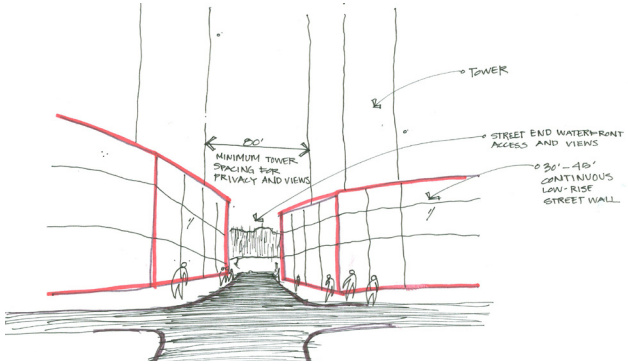
Towers and podium built form should not isolate the waterfront.

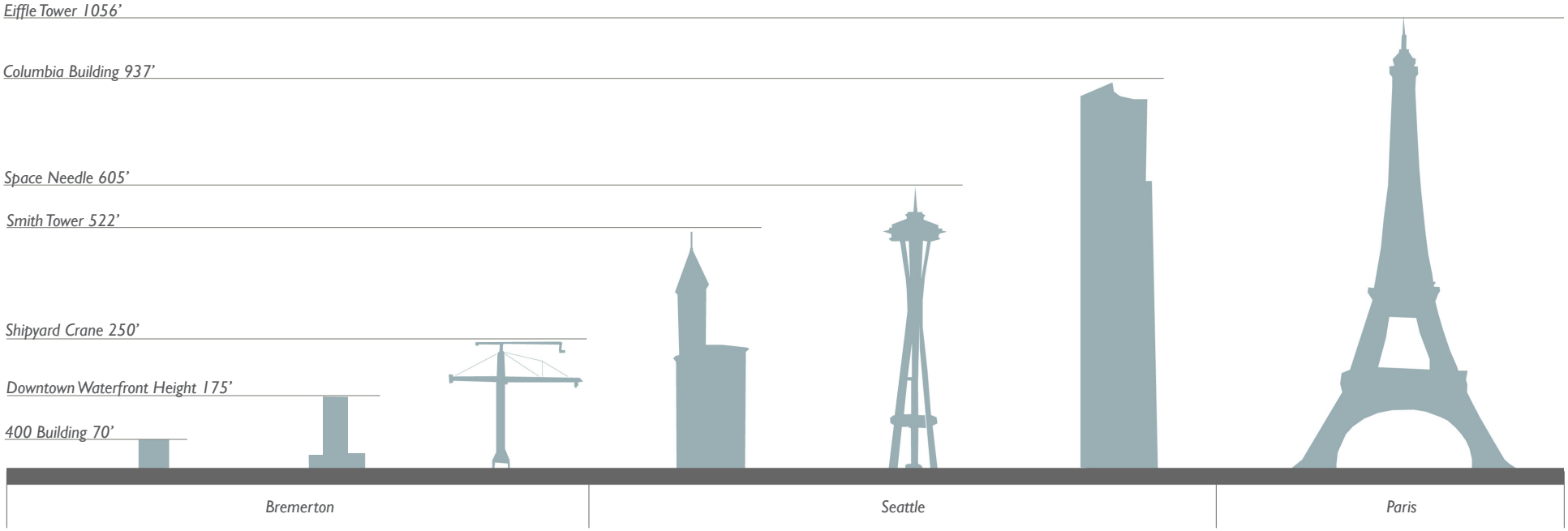
Where possible, developers should attempt a slimness ratio for towers that achieves elegant tall forms as opposed to bulky, slab like buildings.

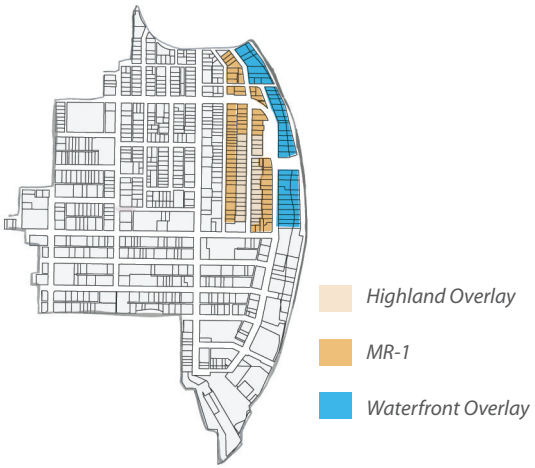
When using the bonus amenity program, increased heights are preferable to building bulk in order to better increase the potential for public access and views.

Street End Access and Views

Prioritize views and access at public street ends where possible. Where views are not possible, include extensive transparency or architectural feature and clear path to nearest access.







4.3 Highland Neighborhood

EXISTING CHARACTER

The Highland Neighborhood has a centralized location perched upon the crest of the hill over looking the Port Washington Narrows. From this high point it also has views west to the Olympic Mountains.

As part of the 2005 zoning code update, and the 2004 Comprehensive Planning process, this area has been slated to become a high density residential district in order to support the creation of a vital downtown.

The neighborhood contains detached single-family houses, some of which have been converted to multi-tenant buildings. The quality of existing housing stock varies greatly, with significant historic homes located primarily on Highland Avenue. These older homes, although may not merit an official Historic Registry designation, do provide an important contribution to the city's character. A survey conducted as part of the adoption of the City of Bremerton Comprehensive Plan (1986) outlines the particular housing types found in the area. The City of Bremerton Comprehensive Plan (2004) policy aims to "encourage the preservation and rehabilitation of architecturally or historically significant houses of the Highland Area which are uncommon to Bremerton." To achieve this goal, the 2004 Comprehensive Plan recommends the creation of zoning mechanism in order to manage preservation and compatible development within the Highland Area.

VISION

The future district character for the Highland Neighborhood will be mid-rise apartment buildings and attached housing of 40 to 80 feet in height with ground-oriented townhouse forms opening directly on to the street.

Restoration and adaptive re-use of historically significant structures along Highland Avenue will be encouraged through the creation of the Highland Overlay and Transfer in Development Rights program.

The Subarea Plan development standards maintain a lower scale of development on Highland in order to highlight the street's existing fine-grained and historic character. Standards will trade this development intensity to streets more suitable for large scale development.

WATERFRONT OVERLAY

The Waterfront Overlay limits the height of buildings on the waterward side of Washington Ave. to preserve the existing views and expe-

figure 4.9 Highland Character street showing a townhouse form of development with taller buildings fronting Washington.

rience of the waterfront. Due to a unique topography stepping up from the water, buildings up to 40 feet measured from the average grade of the Washington frontage can be allowed without blocking existing view opportunities on the landward side of Washington. The Waterfront Overlay is an outgrowth of community concern that large scale development will permanently block waterfront access and privatize a community-wide amenity that will help establish and maintain Bremerton's unique "sense-of-place."

THE HIGHLAND OVERLAY

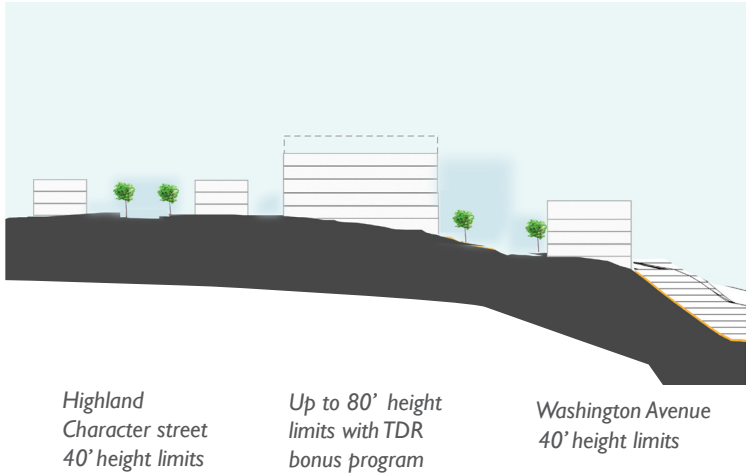
This regulation places 40' height limits (35' top of wall plate, 40' top of roof peak) on parcels fronting on Highland. Setback requirements and development coverage maximums enforce a lower scaled intensity on Highland Avenue preserving the desirable characteristics of the street. This Height overlay extends from Highland to the existing rear parcel line.

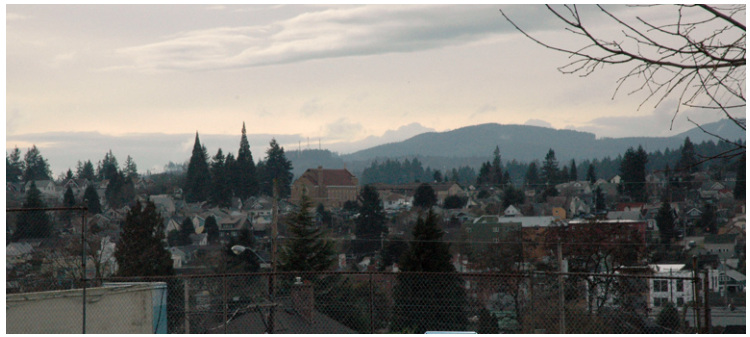
Transfer in Development Rights:

A Transfer Development Rights (TDR) program is implemented to balance development within the historic scale on Highland, while maintaining overall allowable density. A TDR program will allow heights of 80' fronting on Pleasant and Washington Avenues only with the purchase of air rights from adjacent parcels on Highland Avenue.

A Transfer in Development Rights program works by "unbundling" the rights associated with land ownership; allowing a monetary exchange to direct development rights away from one parcel of land, in favor of another parcel better suited for development. In this situation, a developer seeking to build on Pleasant or Washington will purchase a "development right" from a historic property in order to receive a one time development bonus of 20 ft to raise height limits to a total of 80 ft in height.

Figure 4.10 Heights in the Highland Neighborhood





View of the Olympic Mountains from Pleasant Ave

Urban Design Principles

The purpose of these principles is to give architects and developers direction in the design of mid-rise, infill housing appropriate to the Highland Neighborhood. These Design Principles may also be adapted to other MFR zones within the Subarea. These principles attempt to promote livability, safety through "eyes on the street," and an animated street edge definition.

Neighborliness and Livability

Design and siting of building must take into account street context and must be sensitive to existing homes.

Project designs will be considered for their sensitivity to existing cohesiveness of streetscape and their ability to add to, rather than detract from, overall livability.

Buildings should be designed to project a sense of neighborliness with respect to

1. access to sunlight
2. privacy
3. views
4. parking

Balconies and windows should be placed in respect to existing window outlooks.

Side and rear setbacks may be stepped back to prevent overshadowing of existing yards and houses.

The façade of new, large scale developments must be broken into smaller elements that draw from the scale and existing design of surrounding buildings.

Setbacks also allow light and air to meet the street with a residential character.

Transitional space between street and building.

Public Realm and Street Edge Definition

New developments should foster a high quality public realm and a comfortable environment for walking.

Eliminate ambiguous space between public and private realms through clear spatial definition.

Front setback landscaping should contribute to the quality of the public realm. Tree planting should be part of the landscape of all infill projects regardless of scale and existing vegetation should be preserved wherever possible.

Sidewalks should be provided that tie in to existing pedestrian networks and should look for opportunities to provide new or improved connections.

HVAC ventilation should be screened or placed in an unintrusive location so that it does not disrupt or negatively affect streetscape character.

Buffers

Large scale infill developments should transition between scale and height of abutting housing.

Views

Development should respect sightlines and featured views that are important to the character of the neighborhood.

Open Space

Building forms that permit novel approaches to providing public green space and shared open space amenity are encouraged.

Buildings should not be oriented around surface parking or drive courts. In unique cases, drive courts should be designed for shared use between both vehicles and pedestrians.

Below Grade or Screened Parking

All off street parking for buildings covering more than 50 percent of lot area must be screened or be located below grade.

Portions of the building used for parking, storage or other non-residential functions located above grade must be either located to the side or rear of a structure or should be screened within the building facade so that these functions appear residential in scale, character and design.

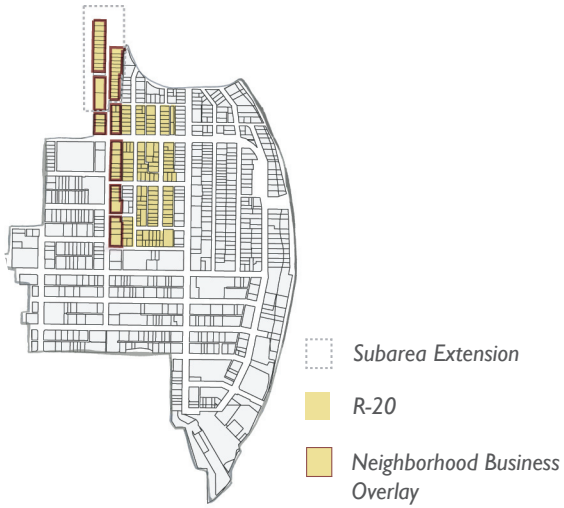
Garage entries should be to the rear of the building where possible and should be architecturally integral to building design.

Design Excellence and Architectural Style

Materials and textures are important stylistic elements that help larger structures fit an existing residential context. Traditional materials such as brick, shingle, and wood siding may be more appropriate than corrugated metal. Materials that age quickly such as vinyl and stucco are not encouraged.

Material choice and setback accentuates scale of street wall

Massing transition between neighboring housing.



4.4 Evergreen Park

EXISTING CHARACTER

Existing urban form consists of small-scale single family detached housing. Lot configuration to the north of 11th Street is largely irregular with narrow streets and uneven setbacks. These attributes, combined with dynamic topographic changes and proximity to Evergreen Park, give this area a unique urban form and a desirable, village-like atmosphere that residents would like to enhance and preserve.

The area to the south of 11th Street is a mature single family neighborhood with regular blocks. Building types are Craftsman style single family detached housing, as well as ranch, or bungalow housing. Many have garages access from narrow, gravel alleys which typically run the length of each block. Standard lot sizes range from 3,000 to 4,500 sq. ft.

VISION

Density in this neighborhood will increase with compatible, small-scale residential infill. Development Standards introduce multiple forms of ground-oriented housing in order to promote housing variety and accommodate housing choice near to both employment and transportation centers. Planned intensification will also increase the range of potential home buyers, including starter homes, assisted living, apartment rentals, condominiums and town-houses.

New permissible housing types include small lot homes, and single and double party-wall attached town housing (up to four contiguous units). This district will also contain alleys activated by carriage housing. Stacked flats are also permissible, and are encouraged to have careful design to provide for livability with adequate open space, and ground access.

Subarea Plan Development Standards do not designate individual zoning categories for each building type. Development standards allow indi-vidual owners to determine what kind of building type makes the most sense for their parcel, as well as their budget. Restrictions ensure that buffering setbacks, ground orientation, and open space ratios cue a low density neighborhood.

NEIGHBORHOOD BUSINESS OVERLAY

Within the Evergreen Park area, a Neighborhood Business Overlay (see figure 4.2) responds to community desire for the strategic location of non-residential, neighborhood serving businesses allowing individuals to walk to services.

The Neighborhood Business Overlay allows small scale non-residential uses to line Park Avenue. This allows the conversion of existing buildings or creation of small scaled live/work townhomes and small scaled businesses. The Overlay intends to promote local services such as professional offices, corner stores and restaurants.

Adaptable live-work units can accommodate a range of commercial activities or work spaces, such as studio or gallery spaces or walk-in trade. Allowing the live-work unit in this area brings to life one of the city's most traditional and well-loved building forms, a shop below with a home overhead.

Urban Design Principles:

These principles provide direction for the design of low density, infill housing while maintaining sensitivity to existing form.

Neighborliness and Livability

Design and siting of a building must take into account existing street context and must be sensitive to existing neighboring homes. Projects should be designed to project a sense of neighborliness, particularly with respect to access to sunlight, privacy, views and parking. For example, in order to maintain sensitivity to neighboring yards, arrange building volumes to reduce overshadowing.

The design of new projects should consider natural buffering opportunities, such as plantings, or built form as well as consider the appropriate placement of windows and balconies to preserve privacy.

Project designs will also be judged based upon their sensitivity to existing neighborhood, cohesiveness of streetscape and ability to support rather than detract from overall local livability.

An Active, Safe Street Environment

Design should allow for interaction and the concentration of social activities on the front sidewalk in order to activate the street for pedestrian use, and maintain a safe environment.

Designs should eliminate ambiguous space between public and private realms; and ensure a transition between private, semi-private and public spaces using portals, low gates or other architecturally integrated elements.

Housing which fronts on two streets should have distinctive features to recognize both frontages, such as porches and verandas, accents or material change.

Public Realm

A street tree canopy should be incorporated along the street frontage of each development within a street tree easement area.

Front landscaping combined with a porch-like or outdoor room should be used to articulate entrances.

Parking

Parking access should be from rear lanes where possible. Garages may not occupy more than 50% of lane frontage maximizing backyard open space and articulation along laneway.

Lots that do not have access to lanes or parking from the rear should ensure that garages do not overwhelm the front facade or disrupt the project's integrated relationship to the street.

Where required, parking stalls located in the front of the unit must be carefully screened with vegetation or other design features.

Massing and Height

The City of Bremerton housing forms have simple massing and a traditional housing form following the example of the bungalow, Craftsman, and ranch. New housing types, while they may not replicate these housing forms, should reinforce their existing patterns, rhythms, massing, respecting proportions and details including vertical articulation of roof shapes, building height, and building form. New housing should aim for simple forms, and respect the existing relationship of walls to windows.

Attached housing is encouraged to create an incremental rhythm by breaking massing into smaller vertically articulated components.

Live Work Units, Vancouver, BC

Small lot single family houses

figure 4.11 Housing Options R-20

4.5 Sustainability District

A new sustainable multifamily residential neighborhood is located at the Western edge of the Subarea. In order to encourage the development of both green buildings and infrastructure, the Sustainabilty District will implement policies and practices that work to achieve a set of identified sustainability targets and measures.

VISION

The Sustainability District will build off of existing assets and stakeholders within the area including the following;

1. Puget Sound Energy: With significant interest in energy savings, future consolidation of existing holdings in the district may make green development possible along Park Avenue. Collaborative efforts between PSE and the City could also help provide support for home-owner retrofits to lower district energy consumption.

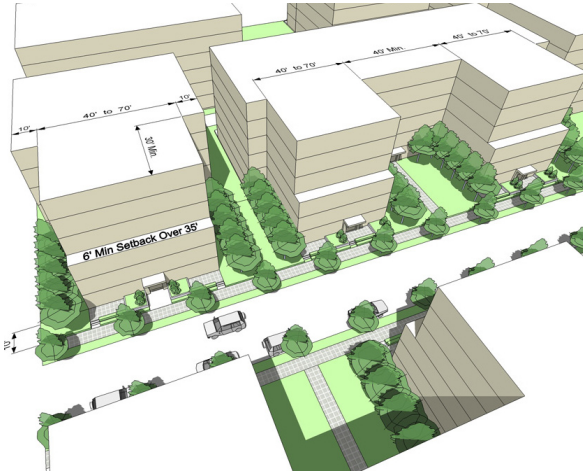
2. Green Streets: Existing low traffic streets coupled with wide right-of-ways present opportunity for shared community spaces, lush streetscapes and the application of low-impact techniques.

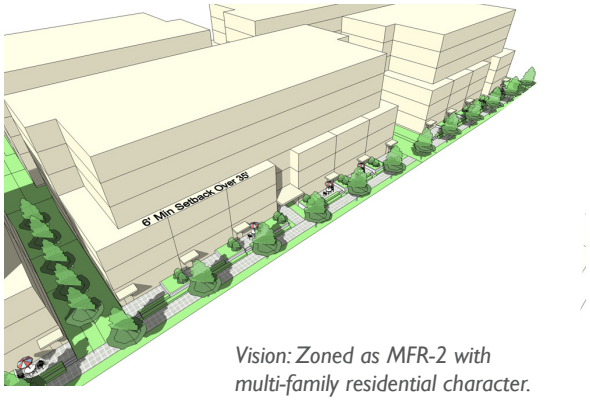
3. Kitsap Community Resources has already completed a 22,000 sq. ft. LEED certified building located at Eighth and Warren. This building will house community resources such as WIC, Americorps, Educational and Employment Programs.

4. Brownfields remediation and BHA: $1 million dollars is already invested in environmental clean up on this block. The Bremerton Housing Authority (ownership highlighted in orange) can work as a collaborative partner with the City to develop green workforce housing.

5. City owned lot provides an opportunity for a green building demonstration project.

figure 4.12, 4.13: Housing Options MR-2





Vision: Zoned as MFR-2 with multi-family residential character. Development standards encourage courtyards, and ground related entries.

Sustainability District

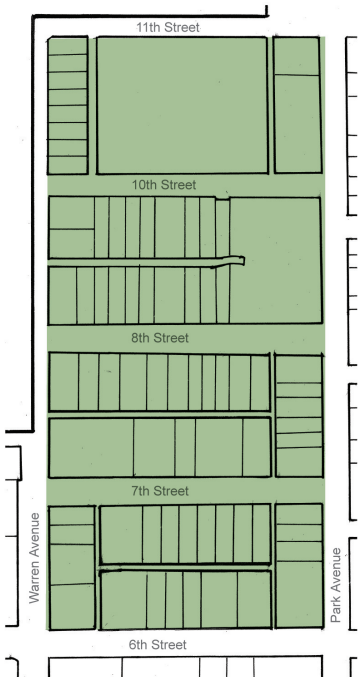


figure 4.14

Bioswales, Green Roofs

Internal Character

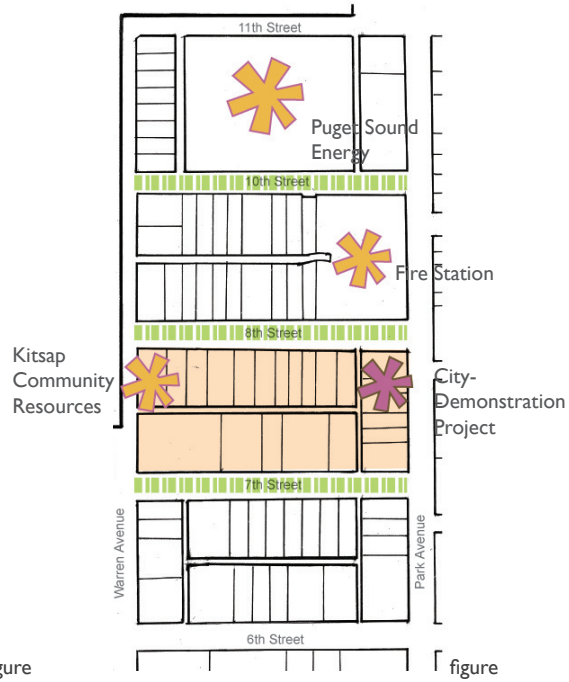


figure 4.15

Existing Influences

Opportunity Sites

BHA Brownfield Site

Green Streets

Key district stakeholders and current sustainable pilot projects will help to demonstrate the potential of the Sustainability District.

External Character

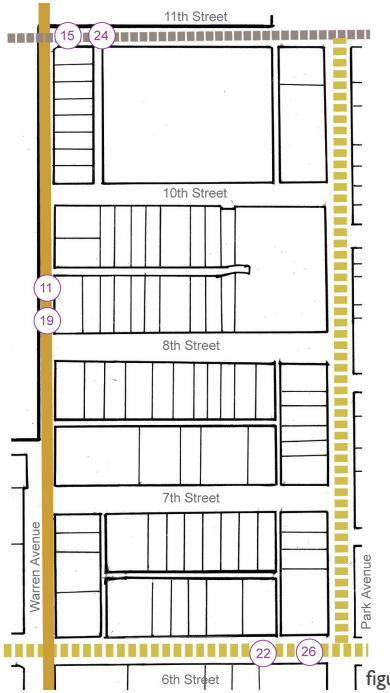


figure 4.16

Regional Arterial

Multimodal Street

Community Boulevard

11 Bus Routes

This District's centralized location on a major arterial within close proximity to downtown services and major employment centers allows district residents to choose transit, walking, or biking.

District Impact

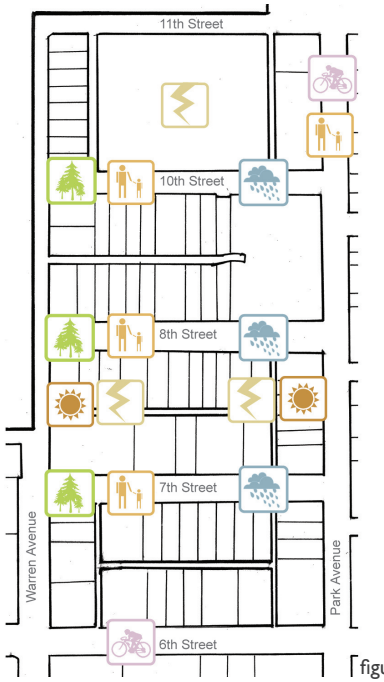


figure 4.17

Bicycle Orientation

Pedestrian Orientation

Stormwater Mitigation

Daylighting

Greenery/Streetscapes

Alternative Energy

This diagram shows various opportunities to influence and improve the overall environmental performance of the area as ell as new and existing developments. This zone can become a model for best practices in sustainable urban design.

4.6 Western Harbor Employment District

EXISTING CHARACTER

The Puget Sound Naval Shipyard (PSNS) is the largest and most diverse shipyard on the west coast and one of Washington State's largest industrial complexes. The shipyard contains six drydocks and 12,300 lineal feet of deep-water pier space, four mooring sites, and six million square feet of floor space. There are also a number of outside related entities that work for the shipyard, and contractors who spend a range of time in the area from several months to several years.

However, conditions directly to the north of PSNS reflect an imbalance of land uses, with a high concentration of underutilized parcels as surface parking in order to accommodate PSNS workers and others who commute to the area.

VISION

Enhance district vitality and importance by building opportunities to expand the existing industrial cluster located at the naval base. As the area is currently underutilized, the introduction of light-industrial production and assembly will not disrupt or displace existing facilities. Land use policy allowing a true mix of uses will significantly increase land productivity in an already urbanized area with very high location efficiency.

The district will provide supportive spaces including educational institutions, research and development, medical facilities, office support, small scale production and assembly and secondary residential with artisan live/work spaces. Cooperatives and other innovative shared spaces are also encouraged, such as shared workshops, storage areas, and flex space.

The City of Bremerton can stay competitive with land prices in unincorporated Kitsap County by using creative and flexible policies to manage existing parking impacts in the district. The City should explore the addition of a second large-scale consolidated parking garage in the area. A parking-in-lieu policy with an additional large scale garage would allow employers locating in the district to have limited on-site parking requirements. This benefit will be available when buildings conform to identified urban design goals and principles.

The reduced parking requirement could also encourage employers to take advantage of and utilize existing regional transit and Kitsap Transit Commute Trip reduction programs.

Vision: Creative spaces

Vision: High quality industrial design

Vision: Brewery Blocks in Portland Oregon

Urban Design Principles

The purpose of these principles is to give architects and developers direction in the design of an adaptable, aesthetically pleasing, high intensity, warehouse form.

An Adaptable Building Type

Infill development should recognize the needs of the community it will serve now and in the future. Building form should be able to respond to ongoing changes in community needs/demographics, and lifestyles.

Infill development should encourage the development of the traditional, transitional building form of the warehouse. These building forms contain large multi-paned window, and rhythmic concrete columns with a consistent application of the street wall.

Infill development in this area should learn from the character of adaptable warehouse neighborhoods such as Brewery Blocks in Portland, Yaletown in Vancouver and the Pike/Pine Corridor in Seattle.

A True Mix of Uses

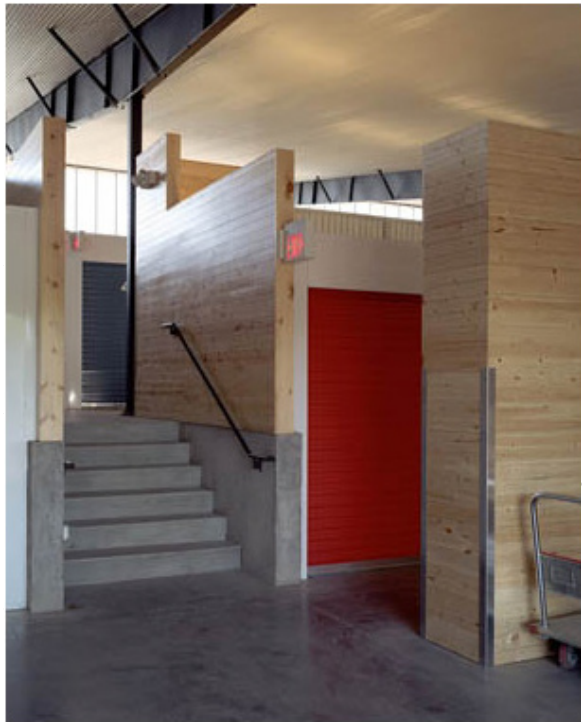
Buildings should design basic open floorplates in order to provide spaces for a true diversity of uses. Residential uses located in this district are secondary to employment uses.

This Self Storage system in Topeka, Kansas with minimal reconstruction, has the ability to adapt to commercial or retail uses.

High Quality Interior Spaces

Buildings within this district are encouraged to use timeless materials for durability including metals, stones, and modular building materials.

Encourage the creation of day-lit work environments for both long term worker productivity, energy reductions, and long term value.



Daylighting

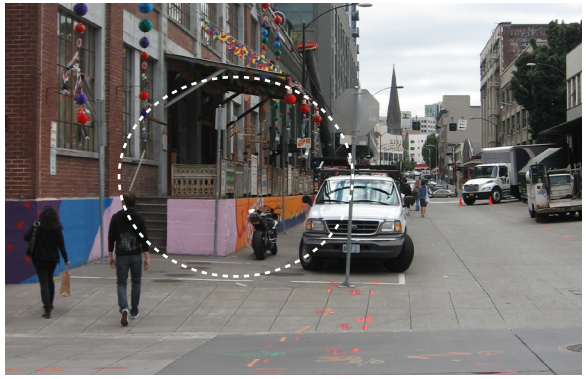
Urban Streetscapes

Respect the neighborhood's proximity to the Bremerton Gate and provide some ground level activities at key corner locations to encourage a more vital neighborhood, and to offer employees a reason to stay in the area at the close of business.

Environmental Factors

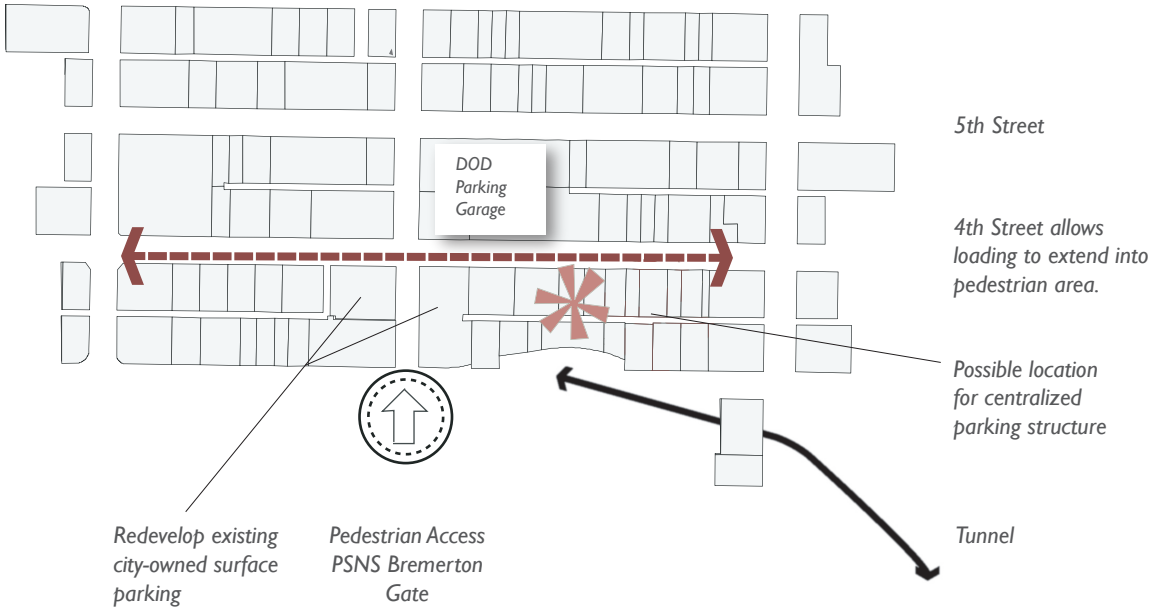
All manufacturing, service and light industrial businesses locating in this area should mitigate against environmental concerns such as odors, noise and dust.

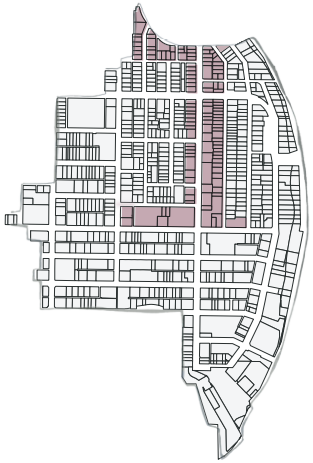
Light manufacturing uses should be located within enclosed spaces.



Portland's Pearl District loading bays may extend into pedestrian area.

Employment District Opportunities





4.7 Pacific Avenue

EXISTING CHARACTER

Pacific Avenue connects the Downtown to supporting residential neighborhoods, as well as Evergreen Park.

VISION

As a "Primary Pedestrian Street" Pacific Avenue will be the most significant public walking corridor in the Downtown Subarea. Emphasis on an upgraded and enhanced street, including street trees, expanded sidewalks and low impact development will bolster the public perception of this street. To the north of the corridor, Sheldon Boulevard will become a mixed-use destination, and provide activities to service Evergreen Park.

Development standards support the enhancement of this street through the introduction of higher intensity mixed-use projects containing active commercial uses on the ground floor. A broad array of compatible uses, including retail, eating and drinking establishments, residential, office, cultural, educational, and indoor recreation are encouraged to locate along Pacific.

Figure 4.18 Vision: mixed use building on Sheldon Boulevard and Pacific Ave

Vision: mixed use building in San Francisco

Urban Design Principles

The purpose of these principles is to give architects and developers direction in the design of pedestrian oriented, and livable mixed-use buildings, in order to build a coherent streetscape and comfortable walking and living environment.

Active Edges

Where possible, buildings located on Pacific Avenue, Sheldon Boulevard and 6th Street should contain an active street edge. As such, the ground floor designs should place an emphasis on the following:

1. Recognizable entrances, small plazas and outlooks.
2. Narrow and transparent retail frontages which bring interior activities to the street.

New development should provide ample pedestrian amenities such as entrance plazas, landscaping, weather protection and unique public art.

Building facades at the ground floor should provide articulation, with changes in the wall plane to provide recessed entries, seat walls, and semi-public spaces to provide places for pedestrians to rest and socialize.

Architectural Excellence

Strengthen the architectural character of the Pacific Avenue corridor. Buildings should contain distinctive detailing and colors but also relate to one another harmoniously.

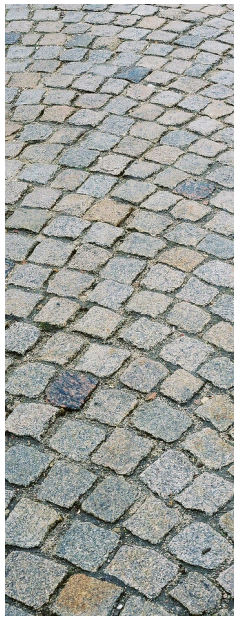
Multi-story buildings should articulate their facades both horizontally and vertically. Long undifferentiated wall planes are discouraged.

Side and rear facades should also contain detailing, and high quality materials.

Parking

Driveways should be kept to an absolute minimum to avoid conflicts with pedestrians. If driveways do cross the pedestrian area, they should be clearly marked with contrasting pavement.

Surface parking lots are discouraged and may not be located between the building and the street. Surface lots should be screened with large trees, and landscaping to decrease their visual impact.



Paving patterns help provide contrast to parking areas., as well as visual interest.

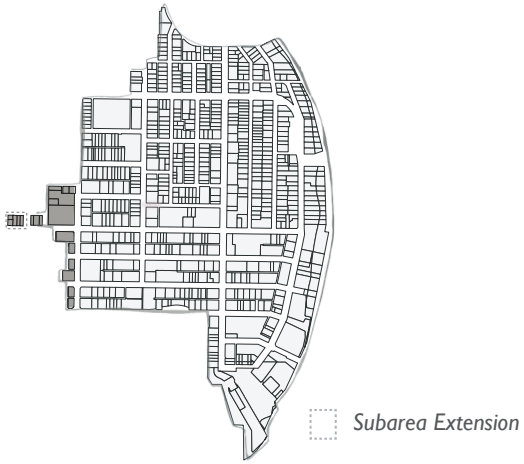
Context Sensitive

The rear of mixed-use buildings abutting residential zones and lower trafficked residential streets should be sensitive to this context using stepbacks to avoid overshadowing.

Rear of buildings should contain multiple entrances and ground oriented town housing in order to transition to residential uses.

Dumpsters and storage areas should be screened, or be placed within the building envelope.

figure 4.19



4.8 Warren Avenue Corridor

EXISTING CHARACTER

Located on Warren Avenue, this district frames a major transportation corridor carrying 10,000 to 14,000 vehicles daily. As a result, land uses in this area are oriented towards the automobile and are more dispersed than in other areas downtown. Warren Avenue currently has limited streetscape amenity and buildings which are set back from the street. As such, this district faces significant challenges to re-orient itself towards compact development, and a pedestrian friendly streetscape. However, there is broad community support for pedestrianization, and the subsequent integration of land use with transportation.

Of all streets in the Downtown Subarea, Warren Avenue, in particular is well suited to become a major surface transit route connecting points to the north of the Warren Avenue Bridge and Olympic College with the Downtown and Burwell Street. A focused approach to increase public transportation options will also help to regulate the number of vehicular trips on Warren Avenue and enhance the environment of surrounding land uses.

VISION

The Transit Corridor extends a the downtown's mixed-use characteristic to the edge of the Subarea at a moderate intensity with out density limitations. Development standards contain design requirements for a shopping style street with limited setbacks, and buildings located at the street edge. The physical environment along Warren Avenue should be enhanced, helping to articulate a sense of enclosure and place.

Existing condition: Warren Avenue

Vision: Narrow median separates traffic lanes

City of Kirkland intersection pedestrianization

Urban Design Principles

The purpose of these principles is to give architects and developers direction in the design of pedestrian oriented, and livable mixed-use buildings, in order to build a coherent streetscape and comfortable walking and living environment.

Active Edges

Where possible, buildings located on Warren Avenue should address the street through infill and compact massing.

New development should provide ample pedestrian amenities such as entrance plazas, landscaping within the building frontage area, weather protection and unique public art.

Building facades at the ground floor should articulate structural form to provide interest for pedestrians and provide recessed entries where possible.

Entrances for commercial and residential portions of the building must be separate and distinct.

Architectural Excellence

Strengthen the architectural character of Warren Avenue as a gateway to the downtown.

Side and rear facades abutting residential neighborhoods should also contain detailing, and high quality materials.

Context Sensitive

The rear of mixed-use buildings abutting residential zones and lower trafficked residential streets should be sensitive to this context using stepbacks to avoid overshadowing.

Balconies are encouraged to promote a more active "eyes on street."

Dumpsters and storage areas should be screened, or be placed entirely within the building envelope.

Parking

Primary access from Warren Ave should be avoided. If driveways do cross the pedestrian area on Warren, they should be clearly marked with contrasting pavement.

Surface parking may not be located between the building and the street.

Where surface lots are necessary, they should be screened with large trees, and contain pedestrian amenities such as benches, planters and seating to decrease their visual impact and provide open space for residents.

PAGE INTENTIONALLY
LEFT BLANK

Action Item	Description	Responsible Parties	Timeframe	Cost/Funding Notes
4.0.1 Expand Boundary for Design Review Board	Expand Design Review boundary to the extent of the Downtown Regional Center for all projects including 4 or more units and/or 5,000 or more GSF commercial.	Council. DCD. DRB	Concurrent with Subarea Plan Adoption.	No direct.
4.0.2 Explore creating a Historic Preservation program.	Explore establishment as a Certified Local Government (CLG) for historic preservation. Local CLGs have ability to list structures for protective regulations, tax incentives, and can receive grants. A historic survey must be completed. CLGs require 3 or more qualified board members. Historic Preservation program should be designed to work with Transfer in Development Rights program.	DCD. Kitsap Historical Museum. Naval Museum. Others.	2009	Allocation of Staff Time. Board member volunteer time.
4.0.3 Prototype Infill Guidebook	Maintain a consolidated book of well-executed prototype development projects. Make available to the development community for reference.	DCD.	2008- On	
4.0.4 Design Excellence Award	Create a City design excellence award program on an annual or biennial basis to recognize and promote high quality design in the City.	DCD. Design Review Board.	2008- On	
4.0.5 Sustainbility	Adopt the 2005 Department of Ecology Manual .	PW&U.	2008	No direct.

Downtown Core Action Items

Action Item	Description	Responsible Parties	Timeframe	Cost/Funding Notes
4.1.1 Taller Buildings with Public Amenity	Allow taller, slender buildings in the downtown core if public amenities are provided according to a Bonus Amenity program.	Council. DCD.	Concurrent with Subarea Plan Adoption.	No direct.
4.1.2 Pacific Avenue (See Also Circulation, Section 5)	Upgrade the streetscape on Pacific Avenue, making it a Park to Park 'main street'.	Council. DCD. PW&U. Mayor.	6th St. south, 2008. 6th St. north, 2009 – 2012.	Fund 6th Street North through TIP.
4.1.3 Alley Vacations & Mid-Block Crossings	Encourage and support the vacation of long alleys. Incentivize creation of mid-block crossings to break up long blocks.	DCD. PW&U.	Concurrent with adoption of Subarea Plan. With development over time.	
4.1.4 Workforce Housing	Support workforce housing projects in the downtown core. Excellent access to job centers, transportation choices.	DCD. CDBG program. BHA. KCCHA. Mayor. Others.	2007	Potential allocation of City CDBG funds, site control.
4.1.5 Continue to recruit services	Continue to work with developers to bring retail back to downtown. Seek grocery, public market. Continue to encourage redevelopment of JC Penney's site.	Economic Development. DCD. Mayor	Ongoing	

Downtown Waterfront Action Items

Action Item	Description	Responsible Parties	Timeframe	Cost/Funding Notes
4.2.1 Taller Buildings with Public Amenity	Allow taller, slender buildings in the downtown waterfront if public amenities, especially public connections to the water are provided, according to a Tower Amenity Bonus program.	Council. DCD.	Concurrent with Subarea Plan adoption.	No direct.
4.2.2 Build the Boardwalk	Continue raise funds to construct the Boardwalk and sewer access project, extending from the existing Louis Mentor Boardwalk to Evergreen Park.	PW&U.	Ongoing	Range of federal, state funding sources and local funds.
4.2.3 Harborside Phase II – One Tall Tower.	Facilitate development of a single tall tower on the Harborside condos Phase II site. Create large public plaza space at base for public amenity and waterfront access. Explore options for synergy with expanded marina, including potential hotel at top of tower, retail at ground level.	KCCHA. Port of Bremerton. Mayor. Economic Development.	2007- 2010	Primarily private with quasi-public agency sources.
4.2.4 Waterfront and Boardwalk connections.	Create multiple public waterfront / boardwalk connections as depicted in this Subarea Plan. Include public / private partnership with develop-ment for connections where appropriate.	DCD. PW&U. Private Developers	2009-2012	With development and boardwalk construction.
4.2.5 Shore-side public walkways.	Encourage extension of existing shore-side waterfront promenade with new development – especially from 4th to 6th Street in required Shoreline Master Program buffer areas.	DCD. Private Development	2007-	With development
4.2.6 Require ground level retail	Require ground level retail in development stan-dards and review to ensure active streetscape.	DCD.	Concurrent with Subarea Plan adoption.	No direct

Highland Neighborhood Action Items

Action Items	Description	Responsible Parties	Time Frame	Cost/Funding Notes
4.3.1 Create Highland Avenue character street.	Adopt development standards that enhance Highland Ave. as a Bremerton character street. Encourage preservation of historic structures, and new development compatible with historic scale.	DCD. Council.	Concurrent with Subarea Plan adoption.	No direct.
4.3.2 Create Transfer Development Rights (TDR) Program	Adopt a City TDR program by Ordinance. Allow transfer of development away from historic portion of Highland Ave. and to the Washington and Pleasant frontages. Develop TDR contract, historic preservation easement documents, and formal process for nominating to a Bremerton list of eligible historic properties	DCD. Attorney. Council	Concurrent with Subarea Plan adoption.	No direct.
4.3.3 Raise awareness of key historic structures on Highland Ave.	Work with Kitsap Historical Museum to include several of Highland's key historic structures in walking tour brochure. (See also Overall Actions – Historic Preservation program.)	DCD. Kitsap Historical Museum.	2008 – 2009	No direct.

Evergreen Park Action Items

Action Items	Description	Responsible Parties	Timeframe	Cost/Funding Notes
4.4.1 Allow infill density in neighborhood scale.	Adopt development standards to allow a range of ground-related infill housing types within the scale and character of the Evergreen Park neighborhood.	DCD. Council.	Concurrent with Subarea Plan adoption.	No direct.
4.4.2 Extend Downtown Boundary to Park Ave. / Evergreen Park frontage.	Extend the Boundary of the Downtown Regional Center and apply Subarea Plan designations for R-20 and the NB overlay on Park Avenue fronting parcels adjacent to Evergreen Park.	DCD. Council. .	Concurrent with Subarea Plan adoption.	No direct.

Sustainability Action Items

Action Item	Description	Responsible Parties	Time Frame	Cost/Funding Notes
4.5.1 7th, 8th, 10th Green Street Demonstration Project	Implement Green Street low Impact Development (LID) and streetscape improvement projects on 7th, 8th and 10th Streets between Park and Warren.	PW&U. DCD. Sustainable Bremerton.	2008-2010	Grant sources available. City TIP. (See also Circulation Section 5) Stewardship grouped for maintenance.
4.5.2 "Green" Workforce housing development on BHA block.	Partner with BHA to create a large scale workforce housing development on the block between 7th and 8th Streets. Encourage green building techniques and transportation choices through good bicycle and pedestrian access. Explore options for the City owned site consistent with bond funding constraints.	BHA. DCD. Mayor. Others. Finance.	2009-2013	BHA - range of Federal and State Housing programs. Potential City CDBG funds allocation. Potential partnership with private development.
4.5.3 Sustainability Indicators	Establish and track a set of sustainability indicators for the District. Create a checklist/guide to go along with the indicators to assist property owners to contribute to District sustainability. Establish a Base line, and track performance measures.	Sustainable Bremerton. DCD. PW&U (Water Conservation.) Others	2008- On	Various state and private funding sources available for sustainability projects.
4.5.4 Awareness / Outreach	Create publicity campaign to educate residents about sustainability. Advertise on BKAT. Potential signage.	DCD. Sustainable Bremerton	2008-on	
4.5.5 Training/ resources	Encourage the creation of a local resource center for residents through a public private partnership. Train city staff in LEED and other green building programs City sponsored education on simple upgrades to increase efficiency and save money, similar to the storm water disconnection outreach program.	DCD. Mayor. Others	2008-2010	Kitsap Community Resources, BHA. Private/ public grants.

Employment District Action Items

Action Items	Description	Responsible Parties	Time Frame	Cost/Funding Notes
4.6.1 Allow and encourage Shipyard supportive businesses including light industry and 'flex' businesses	Adopt development standards to allow and encourage light industry and a full range of shipyard supportive business in this District to synergize with existing business incentives. Allow an appropriate 4th St. streetscape to support such uses. (See also Circulation, Section 5)	DCD.	Concurrent with Subarea Plan adoption.	No direct.
4.6.2 Get the word out	Ensure businesses are aware of new development standards in the Western Harbor Employment District to allow light industry. Include in City brochures, and other promotional materials for business incentives.	Mayor. Economic Development. PSNS.	2008-	No direct.
4.6.3 Additional Centralized Parking Structure	Explore future additional large centralized parking structure to satisfy employer parking needs. (See Also Parking Section 5). Tie new garage to parking requirements within Employment District to encourage redevelopment.	Mayor. Economic Development. Finance. Clerk	2010-2015	TBD.
4.6.4 Allow loading zones to extend into pedestrian area on 4th Street.	Develop a set of design guidelines to allow a more flexible street space that shares between vehicular space, loading, bicycles and pedestrians.	DCD.	Concurrent with Subarea Plan Adoption	No direct.

Pedestrian Oriented Mixed Use Action Items

Action Items	Description	Responsible Parties	Timeframe	Cost/Funding Notes
4.7.1 Allow mixed use development along a Pacific Avenue 'park to park' corridor.	Adopt development standards to allow mixed use development for full length of Pacific Ave and the Evergreen Park frontage.	DCD.	Concurrent with Subarea Plan adoption.	
4.7.2 Pacific Avenue Streetscape (See Also Circulation, Section 5)	Upgrade the streetscape on Pacific Ave., making it a Park to Park 'main street'. Pedestrianize the intersection of 11th and Pacific and add public art as a significant gateway.	DCD. PW&U. Council. Mayor.	Phase 1 2008. Phase II (6th St. north) 2010 – 2014.	Fund 6th St. north through City TIP. Grant sources.

Transit Corridor Action Items

Action Items	Description	Responsible Parties	Timeframe	Cost/Funding Notes
4.8.1 Allow transit supportive infill density along the Warren Avenue frontage.	Adopt development regulations to allow infill commercial and residential development with a moderate parking ratio in the Warren Ave. corridor	DCD. Council	Concurrent with Subarea Plan adoption.	No direct.
4.8.2 Extend Downtown Boundary to complete 6th St. block to Chester.	Extend the Boundary of the Downtown Regional Center and apply Subarea Plan designations for Transit Corridor on 4 parcels fronting 6th Street to Chester Ave.	DCD. Council.	Concurrent with Subarea Plan adoption.	No direct.
4.8.3 Collaborate with Kitsap Transit to enhance transportation options on Warren Avenue	Enhance the streetscape environment and livability of the district through a coordinated approach to increasing transportation availability.	DCD. Council	Ongoing	

PAGE INTENTIONALLY
LEFT BLANK