**Case Studies**

- City of Bremerton
  - South Kitsap Industrial Area
- Kalundborg, Denmark
  - Eco-industrial development park
- Silver Bay, Minnesota
  - Eco-industrial development park
- San Diego, California
  - Clean tech cluster

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**South Kitsap Industrial Area**

- EPA Climate Communities Showcase Grant
  - Economic development
  - Job creation
  - Protection of natural systems
  - Reduction in GHG emissions
  - Sustainable development patterns and buildings
  - Innovative and sustainable infrastructure

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**Project Challenges**

- Infrastructure
- Historic baggage
- Trust
- Regulatory climate
- Perceptions of sustainability
Infrastructure Requirements

| Local roads | $25.7 million |
| Water       | $12.3 million |
| Sewer       | $35.6 million |
| Total       | $73.7 million |
| State roads | $256 million |

Project Challenges

- Infrastructure
- Historic baggage
- Trust
- Regulatory climate
- Perceptions of sustainability

Kitsap Sun (08/11/09)

BREMERTON—Port of Bremerton commissioners on Tuesday drove the final stake through the heart of the dying SEED project.

Commissioners voted 2-1 not to pursue the construction of a clean-technology business incubator building, the foundation of the port’s proposed Sustainable Energy and Economic Development project.

They did so while agreeing that the principles of clean-tech industry will guide the port in the future.

The action essentially kills years of study and sometimes heated discussion of the project, which backers had hoped would bring new economic diversification and up-to-date jobs to Kitsap County.


Outcomes

- Policies promote small business growth
- Explicit recognition of need for alignment among stakeholders
- Streamlined, simplified development regulations
- Focus on sustainability incentives over regulations

Subarea Plan Contents

A. Goals and Strategies
B. Implementation
C. SKIA Zoning and Development Standards
D. Sustainable Design Guidelines and Development Incentives
E. Capital Facilities Plan
Subarea Plan: Section C

Zoning and Development Standards
- Zoning Districts and Uses
- Development Standards
- Right-of-Way Standards

Use Standards
- Flexible regulations
- Ease of use
- Airport compatibility

Development Standards
- Minimum basic standards
- Encourage sustainable development
- Transportation, parking, circulation, pedestrian access
- Landscaping
- Signs
- Exterior Lighting
- Noise and Emissions
- Low Impact Development

Low Impact Development
- Encouraged per Kitsap County LID Manual
- Site evaluation
- Site design

Right-of-Way Standards
- Street typologies
- Preference for roundabouts
- Non-motorized facilities
### Subarea Plan: Section D

**Sustainable Design Guidelines and Development Incentives**
- Site planning and building design
- Landscape design
- Sustainable Development Incentives

### Sustainable Site Design
- Clustered development
- Building location, orientation, access
- Compatibility with adjacent land uses
- Compatibility with environmental features
- Service delivery and storage areas
- Fences and walls
- Exterior lighting
- Pedestrian and bicycles
- Street corners

### Sustainable Building Design
- Building massing, form and scale
- Weather protection
- Green building and energy conservation
- Color and materials
- Utilities and mechanical equipment
- Signs
- Drive-through facilities
- Roof-mounted equipment

### Sustainable Development Incentive Program

<table>
<thead>
<tr>
<th>Incentive Levels</th>
<th>Points</th>
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<tr>
<td>Tier 1</td>
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<td>Tier 2</td>
<td>105</td>
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<tr>
<td>SKIA Certified Evergreen</td>
<td>140</td>
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### Incentive Categories
- Site development and building design
- Transportation
- Environmental stewardship and habitat
- Low impact development
- Water conservation
- Energy efficiency and alternative energy

### Incentives
- Hard surface and impervious surface coverage
- Priority permit review
- Press release, economic development outreach
- Building permit fee rebate
SKIA 2030?

In 2030, SKIA is a vibrant and lively industrial center, distinguished for success in recruiting, growing and retaining industrial employment in an attractive and sustainable setting.

Kalundborg Denmark

- Eco-industrial park
- Power plant produces waste stream of steam and heated water
  - Warm water used by fish farm tanks
  - Steam used for heating by City and by Novo Nordisk, a pharmaceutical company, in production
  - Organic sludge waste to farms to use as fertilizer.
- Cooperation between businesses was voluntary
- By 1998, agreements have amounted $160 million in savings.

Silver Bay Minnesota

- New eco-industrial park
  - Elements include:
    - Biomass heat and power facility
    - Greenhouse to grow food for distribution within the City
    - Fish farm
    - Biodegradable fuel that would make use of fish waste
- Principle goals:
  - Optimize resource productivity
  - Recover energy and material byproducts
  - Power facilities with an integrated renewable energy system
  - Integrate conservation design and green building features
  - Move toward zero waste and emissions
  - Create synergies and economic benefits that will incent business growth
- Groundbreaking October 2011

San Diego Cleantech Initiative

- Initiated in 2007
- Government, academia and industry partnership
- Targeted assistance to clean technology companies
- Incentive package to all new industries but focused recruitment and marketing efforts on clean-tech cluster
- Highest growing sector in San Diego.

Lessons Learned

- Local advocates are critical
- Collaboration breeds success
- Time and patience are needed
- Compatible with small and large urban settings
United We Plan

**GAME CHANGING INITIATIVES** TO ADDRESS EMERGING CHALLENGES AND CREATE GREAT COMMUNITIES

Washington Chapter APA Conference
October 11, 2012

- Paddy Tillett, FAIA, FAICP, RIBA, FRTP, LEED
- Carol Mayer Reed, FASLA
- Joe Tovar, FAICP,
- John Owen

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In Phoenix, a desert city well accustomed to blistering summer temperatures, record highs were set three days last week. Wednesday hit 116. This weekend, the thermometer is expected to hit around 113.
Our Challenge

The Problem: Increasing challenges with reduced institutional support

How this got started

- Oct. 2011 – Symposium
- Winter – Summer 2012 – Committee and outreach work
- Yesterday – Check-in to review progress
- Tomorrow – Begin work on actions discussed yesterday and today
So how do we prepare for these challenges?

Game Changing Initiatives to improve the institutional context in which we work.

- Develop a vision
- Increase alliances
- Communicate more effectively
- Research important questions
- Influence legislation and public policy

So, the program for this session is:

- Describe what is being done in Oregon
- Describe what is being done in Washington
- Discus what can be done to allow us to better address critical issues. (to change the “game” that we are playing)
- Get your ideas for moving forward

Our Work So Far

Work in Oregon

Three Fellows Met in a Bar...

- Initially, APA, AIA & ASLA Fellows met in 2010
- We know that livability & design matter, yet we see many challenges ahead
- We asked ourselves, how can WE make a difference?
- How do we frame & initiate conversations?

Meeting the Northwest Livability Challenge

- Oregon Fellows of APA, AIA & ASLA, on-going
- OR/WA Chapters of APA, on-going
- ASLA national conference, fall, 2012
- AIA Oregon Design Conference, spring, 2012
- APA national conference, spring, 2011
- OR/WA Symposium, fall 2011
- OR/WA Chapter conference of APA, fall 2011
- Rail-Volution conference, fall 2010, national presidents of ASLA, AIA & APA
Urban Form & How We Grow
- Respect established urban & rural separations
- Concentrate growth in developed areas
- Recover brown fields & underdeveloped properties
- Protect natural resources & scenic quality
- Ensure that quality of design matters

Infrastructure & Building Priorities
- Adapt existing ROW to future infrastructure
- Consider adaptive reuse of buildings
- Create a mix of uses for cost efficiency & trip reductions
- Foster safe & accessible public environments
- Enable housing choices with mix of ages & incomes

How We Get Around
- Make walking the preferred mode & connection:
  - Healthy, safe, direct & interesting
- Favor low-impact modes & equitable use of streets
- Provide transportation choices, optimizing all modes
  - Pedestrians, bikes & vehicles

Design Our Cities & Regions
- Shape our cities according to natural features
  - Respect/protect/recover our water, air, forests, floodways, farmlands, etc.
  - Plan & design environments on a watershed level, irrespective of jurisdictional lines
  - Design green infrastructure & natural corridors

Building Community Dialogue
- Listen to many points of view
- Engage others in defining challenges & opportunities
- Inspire people to take action in their communities
- Go beyond “the assignment”

How Do We Get There?
- Shape an action plan to move forward
- Be willing to change institutional & political realms
- Listen to & educate others
- Take a leadership role
Many early accomplishments

- Endorsement by National APA
- Collaboration with the UW & research Proposal
- Contact with the AIA, ASLA, Forterra, Etc.
- Several work sessions with volunteers
- Communications Program
- Meetings with legislators and lobbyist
- Preliminary work plan

But, what do they add up to?

Needed:

- A clear set of tangible objectives
- A focus to coordinate different initiatives
- An actionable strategy for moving forward
- A compelling message and mission with which to garner resources.

Unifying Objectives

1. Influence important legislation, especially an update to GMA
2. Compile/synthesize new information and techniques into a comprehensive strategy with implementation tools - and publish
3. A splash at the 2015 National APA Conference
A Brief Update from Yesterday’s Work Session

Now... Discussion of the Questions

Perspectives & Discussion

How do we avert this doomsday scenario? What will it take?

• Why now? What is different about this period?
• Why us? What can the planning and design professions do?
• Why Here?

Perspectives & Discussion

How can build alliances to address emerging challenges?

How can we address our society’s increasingly segmentation in terms of income and access to resources?
Perspectives & Discussion

How can we communicate better? How can we present a positive picture (vision) for the future and a road map to get there?

How can we build and maintain a public consensus for action?

Perspectives & Discussion

What is missing from GMA?

What might be included in new legislation to address the items discussed?

Next Steps: What are your thoughts for advancing the work to:

• Influence legislation
• Improve our communication capabilities
• Initiate useful research and develop new tools
• Build alliances
• Prepare for the 2015 conference

Thanks for your ideas & comments