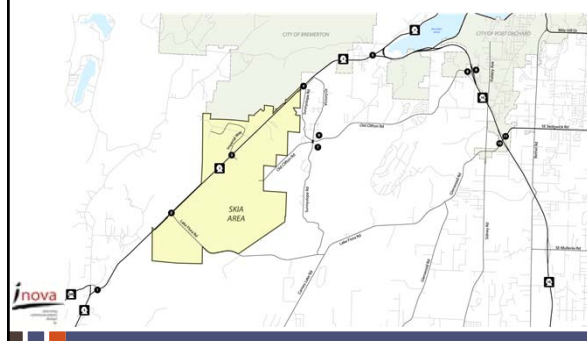


Case Studies

- 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



South Kitsap Industrial Area



SKIA Character



SKIA Character



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



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.

Read more:
<http://www.kitsapsun.com/news/2009/aug/11/bremerton-port-commission-votes-kill-kitsap-seed/#ixzz28xYQYcte>



Project Challenges

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



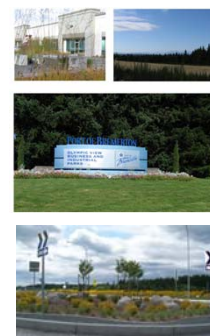
Outcomes

- 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

- Goals and Strategies
- Implementation
- SKIA Zoning and Development Standards
- Sustainable Design Guidelines and Development Incentives
- Capital Facilities Plan



Subarea Plan: Section C

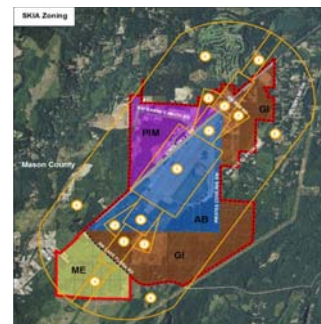
Zoning and Development Standards

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



Zoning Districts

- Zoning**
- Aviation Business (AB)
 - General Industrial (GI)
 - Port Industrial Mix (PIM)
 - Mixed Employment (ME)
- Airport Compatibility Overlay**
- Airport Compatibility Zone Number** - Assigned per WSDOT Aviation Compatibility Guidebook



Use Standards

- Flexible regulations
- Ease of use
- Airport compatibility



Site Development Standards by Zone

Standards	General Industrial	Port Industrial Mix	Aviation Business	Mixed Employment
Maximum Height ¹	Market Driven	Market Driven	Market Driven	Market Driven
Minimum External Setbacks when abutting an R-10 Zone or a residential use outside of SKIA boundaries ^{2,3}	50 feet	50 feet	50 feet	25 feet

Notes:

- Where building heights might affect airport operations at Bremerton National Airport applicants must demonstrate compliance with the criteria specified in Federal Aviation Regulations Part 77 and other applicable requirements.
- This setback applies where a property line abuts another property. Refer to Section C.2.020 for additional information on where these setbacks apply.
- An additional setback of 10 feet is required for outdoor storage use only.



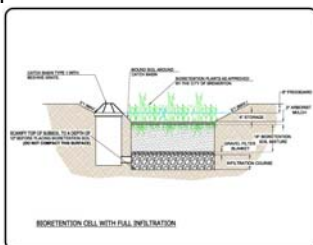
Development Standards

- Minimum basic standards
- Encourage sustainable development
 - Site clearing and 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

Incentive Levels	Points
Tier 1	70
Tier 2	105
SKIA Certified Evergreen	140



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
 - Biodiesel 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



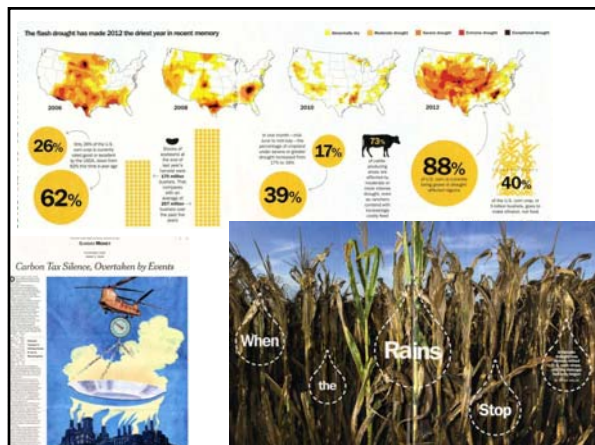
United We Plan

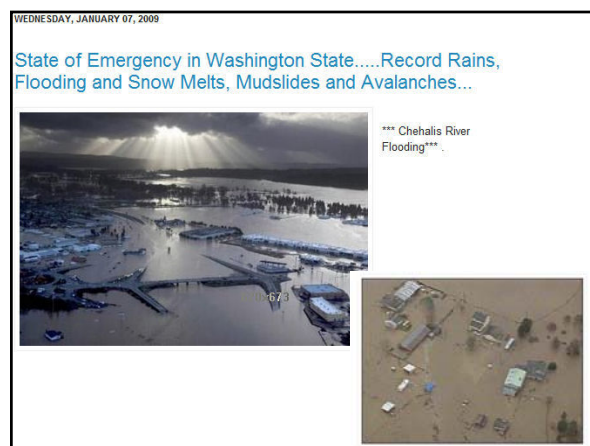
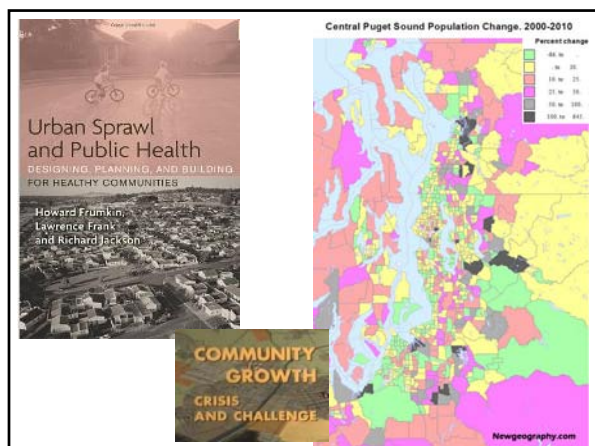
GAME CHANGING INITIATIVES TO ADDRESS EMERGING CHALLENGES AND CREATE GREAT COMMUNITIES

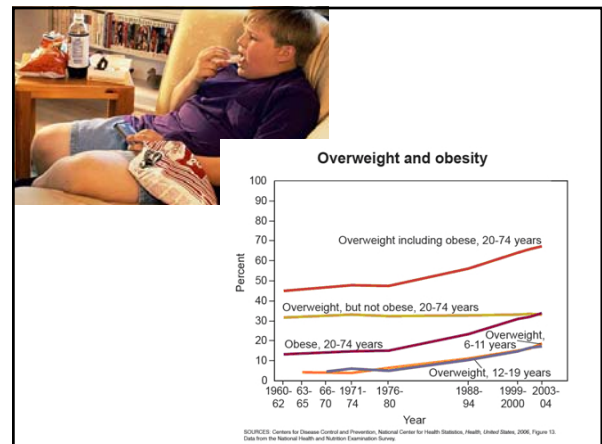
Washington Chapter APA Conference
October 11, 2012

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

Our Future??!





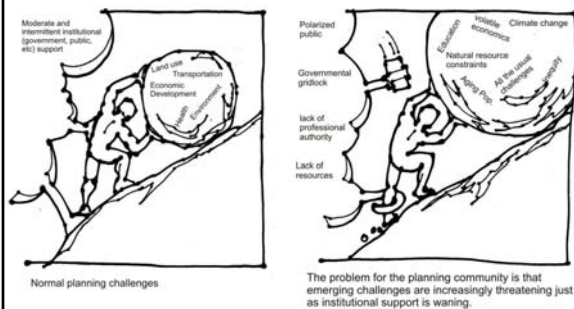




Our Challenge



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
- Discuss 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



Washington's Efforts



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

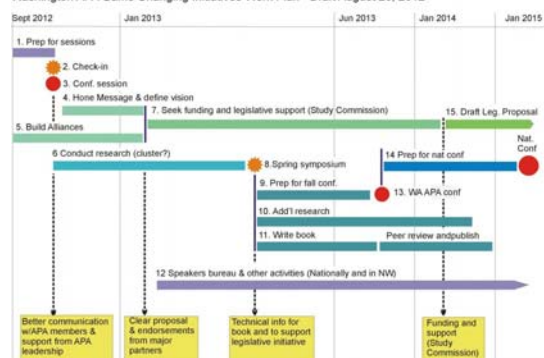
1. Influence **important legislation**, especially an update to GMA
2. Compile/synthesize new information and techniques into a **comprehensive strategy with implementation tools** - and publish
3. A splash at the **2015 National APA Conference**

Game Changing Initiatives

Proposed Work Process for Washington



Washington APA Game Changing Initiatives Work Plan Draft August 26, 2012



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?

Perspectives & Discussion

- **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?**



Perspectives & Discussion

**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?

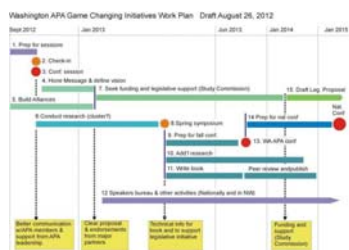


What might be included in new legislation to address the items discussed?



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