



**Agenda for Gig Harbor Planning Commission
Gig Harbor Civic Center
Thursday, August 22, 2024 5:30 P.M.**

This meeting may also be accessed through Zoom at <https://zoom.us/j/95353411299> or by calling (253) 215- 8782 and entering Meeting ID 953 5341 1299. Please see the Public Comment & Decorum section at the end of this agenda for information on options to make public comment.

This meeting may also be viewed live in the Council Chambers at the Civic Center.

Call to Order/Roll Call:

Approval of Minutes: August 15, 2024

Public Comment:

Agenda Items:

Other Business: Next meeting Thursday, August 29, 2024

Adjournment:

PUBLIC COMMENT & DECORUM

The city desires to allow a maximum opportunity for public comment. However, the business of the Planning Commission must proceed in an orderly, timely manner. The purpose of a Planning Commission meeting is to advise on subjects prescribed by the City Council; it is not a public forum.

Public comment may be made in-person from the microphone, remotely via Zoom or by phone during designated portions of the meeting. To speak during the meeting via Zoom, press the Raise Hand button near the bottom of your Zoom window or press *9 on your phone. Please refrain from raising your hand until the Chair has announced that the Commission has opened the public comment portion of the meeting. Your name or the last three digits of your phone number will be called out when it is your turn to speak. When using your phone to call in, you may need to press *6 to unmute

yourself. Speakers will be allotted 3 minutes per individual, unless revised by the chair. Comments shall be made, first giving the speaker's name and address. Anyone making "out of order" comments may be subject to removal from the meeting.

Instead of making oral comments, written comments may be submitted to the Planning Commission at MThomas@gjgharborwa.gov.

All remarks shall be addressed to the commission as a body and not to any specific commissioner. All speakers shall be courteous in their language and deportment and shall not engage in or discuss or comment on personalities or indulge in derogatory remarks or insinuations with regard to any commissioner, or any member of the staff or the public.

There will be no demonstrations during or at the conclusion of any public comment. These guidelines are intended to promote an orderly system of holding public meetings, to give every person an opportunity to be heard and to ensure that no individuals are embarrassed by voicing their opinions.

AMERICANS WITH DISABILITIES (ADA) ACCOMMODATIONS

ADA accommodations can be provided upon request. Those requiring special accommodations should contact the city clerk at cityclerk@gjgharborwa.gov or (253) 853-7613 at least 24 hours prior to the meeting.



**Minutes for Gig Harbor Planning Commission
Gig Harbor Civic Center
Thursday, August 15, 2024 5:30 P.M.**

Call to Order/Roll Call:

Chair Krawczyk called the meeting to order at 5:30 P.M. Commissioners Snodgrass, Martin, Tessicini and Bradbury were present. Commissioner Jordan and Burcar were excused.

Staff: Interim Community Development Director, Jeff Wilson; Principal Planner, Robin Bolster-Grant and Planning Technician, Michelle Thomas

Approval of Minutes:

Motion: Move to approve minutes from August 8, 2024 (Bradbury/Martin)

Vote: Unanimously approved

Public Comment:

Holmaas, 98332, provided comments on density, building height, impervious surfaces and parking requirements for multi- family housing in C-1 & B-2 zones.

Filand, 98332, provided comments on the Community Development and Land Use Elements.

Agenda Items:

Introduction to the Economic Development and Community Design Elements – Presentation Robin Bolster-Grant and Commission discussion

Other Business: Next meeting Thursday, August 22, 2024, Review of the Introduction for Economic Development and review of Community Design Element.

Adjournment: 7:25

Michelle Thomas
Michelle Thomas
Planning Technician

7 Economic Development

7.1 Introduction

7.1.1 Overview

Economic development is a cornerstone of Gig Harbor's vision for a vibrant, sustainable future. The Economic Development Element of the Comprehensive Plan outlines a strategic framework designed to enhance the city's economic vitality while preserving the unique character and quality of life that define Gig Harbor. This element is aligned with the goals of the GMA and is intended to encourage economic growth in a way that benefits all community members.

Historically rooted in resource extraction industries, Gig Harbor's economy has evolved over recent decades, transitioning towards a more diversified local service economy characterized by retail, healthcare, and specialty businesses. As the city continues to grow, the Comprehensive Plan aims to attract appropriate employment opportunities that reduce transportation impacts and support localized job creation, thereby strengthening the local economy and ensuring long-term prosperity for all residents.

7.1.2 City Vision

The City's most recent vision for economic development in Gig Harbor reads as follows:

Gig Harbor prioritizes the establishment and success of local small businesses by increasing walkability and lessening dependence on cars in the downtown. Gig Harbor makes use of underutilized commercial space by providing incentives for small local businesses to fill those spaces.

7.1.3 State Requirements

The State Growth Management Act identifies economic development as a planning goal under RCW 36.70A.020(5), which reads:

Economic development. *Encourage economic development throughout the state that is consistent with adopted comprehensive plans, promote economic opportunity for all citizens of this state, especially for unemployed and for disadvantaged persons, promote the retention and expansion of existing businesses and recruitment of new businesses, recognize regional differences impacting economic development opportunities, and encourage growth in areas experiencing insufficient economic growth, all within the capacities of the state's natural resources, public services, and public facilities.*

RCW 36.70A.070(7): *An economic development element establishing local goals, policies, objectives, and provisions for economic growth and vitality and a high quality of life.*

7.1.4 County Requirements

The Countywide Planning Policies for Pierce County adopted in May of 2022 identify several goals and policies specifically for economic development. The major economic development

- EC-1** Jurisdictions will work to achieve a prospering and sustainable regional economy by supporting business and job creation, investing in all people, sustaining environmental quality, and creating great central places, diverse communities, and high quality of life. This will involve assuring consistency between economic development plans and policies and adopted comprehensive plans.
- EC-2** Promote diverse economic opportunities for all citizens of the County, especially the unemployed, disadvantaged persons, minorities and small businesses.
- EC-3** Plan for sufficient growth and development balancing fiscal/economic costs and benefits derived from different land uses.
- EC-4** Work to strengthen existing businesses and industries and to add to the diversity of economic opportunity and employment.
- EC-5** Provide both the private sector and the public sector with information necessary to support and promote economic development.

7.2 Local Context

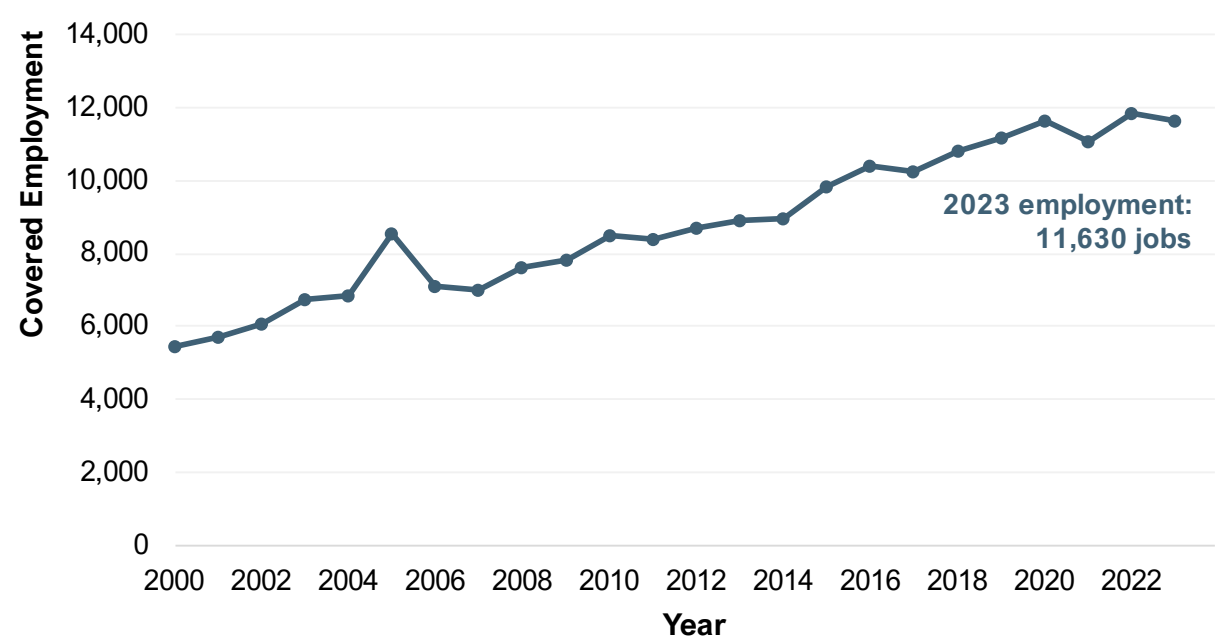
7.2.1 Employment Trends

General statistics on employment are provided in the following exhibits:

- Exhibit 7-1 shows total covered employment¹ for Gig Harbor from 2000 to 2023.
- Exhibit 7-2 provides the distribution of covered employment is for major sectors for 2023, and Exhibit 7-3 presents this distribution for 2012 to 2023.
- Exhibit 7-4 provides the total changes in employment between 2012 and 2023 by major sector.
- Exhibit 7-5 includes a location quotient analysis to highlight the proportional changes in employment and performance of each major sector.

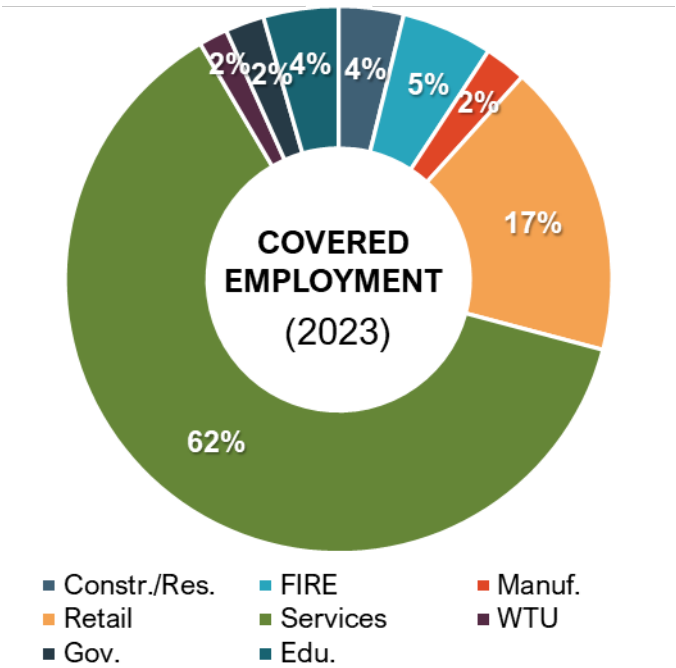
¹ Covered employment refers to positions covered by the Washington Unemployment Insurance Act, which account for approximately 85-90% of all employment. Covered employment exempts the self-employed, proprietors and corporate officers, military personnel, and railroad workers, so those categories are not included in the dataset.

Exhibit 7-1. Gig Harbor Covered Employment, 2020–2023.



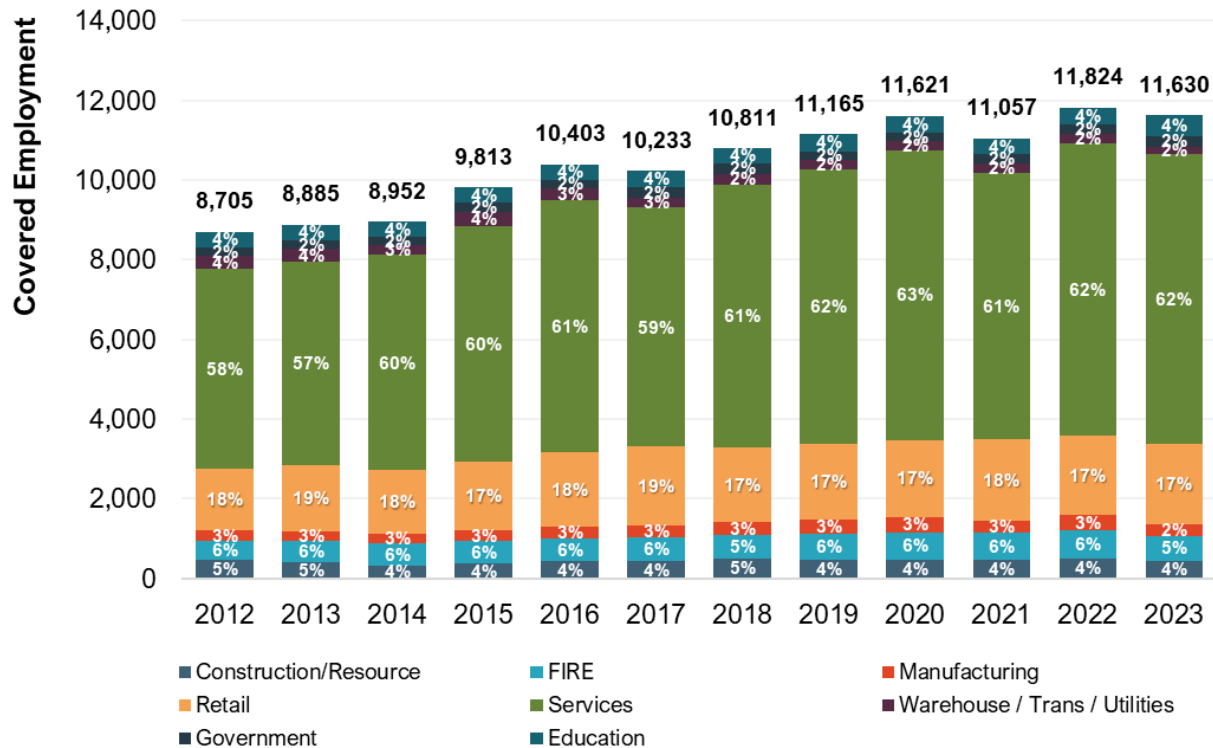
Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-2. Gig Harbor Covered Employment by Major Sector, 2023



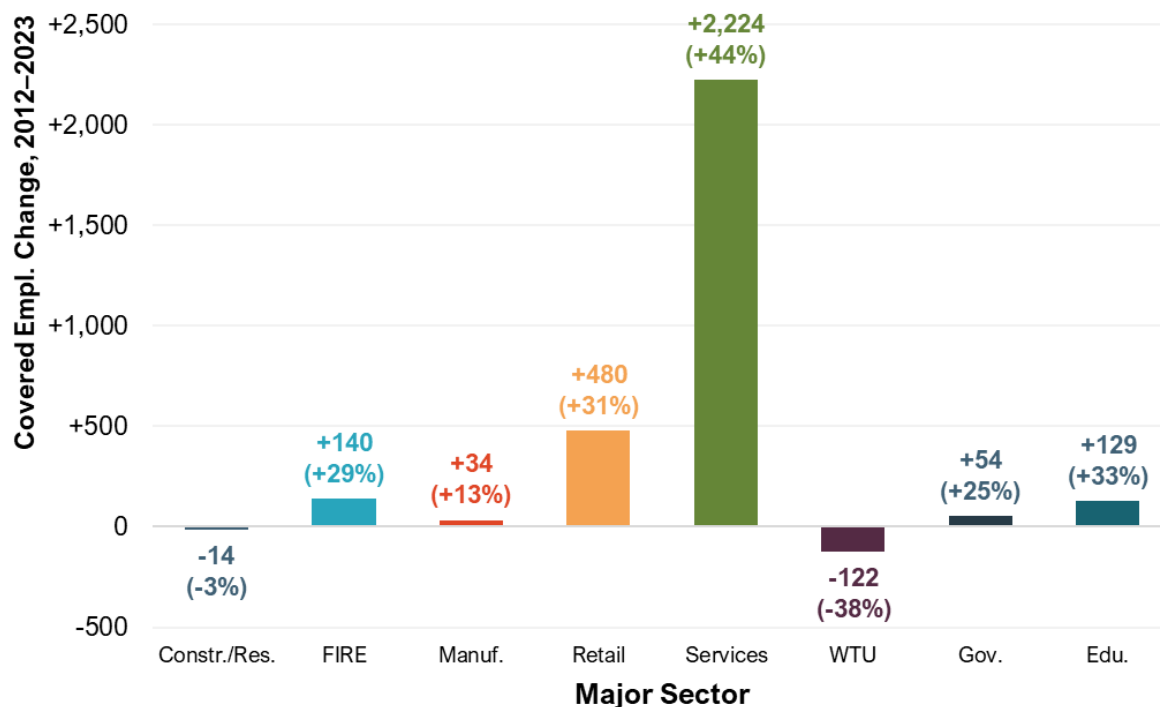
Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-3. Gig Harbor Covered Employment by Major Sector, 2012–2023



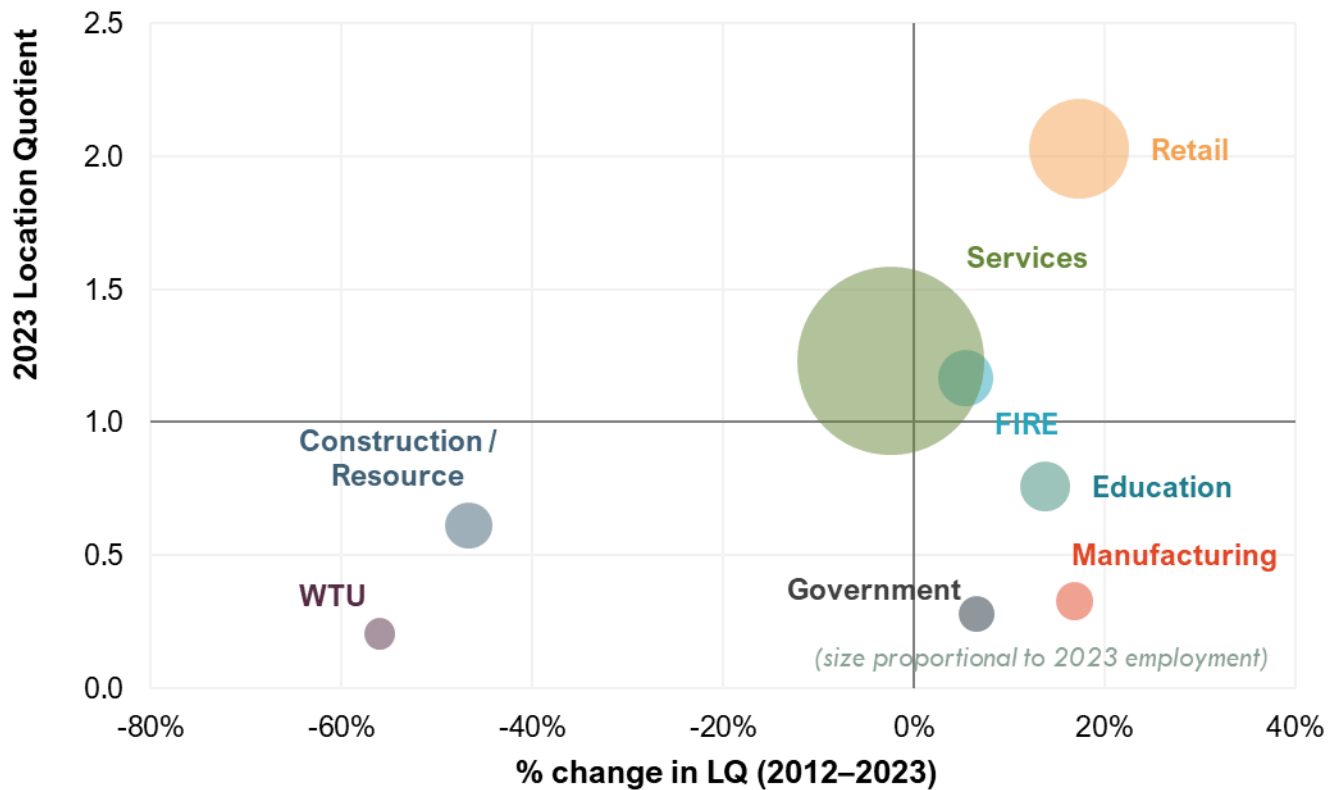
Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-4. Changes in Gig Harbor Covered Employment by Major Sector, 2012–2023



Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-5. Location Quotient Analysis, Gig Harbor Employment, 2012–2023



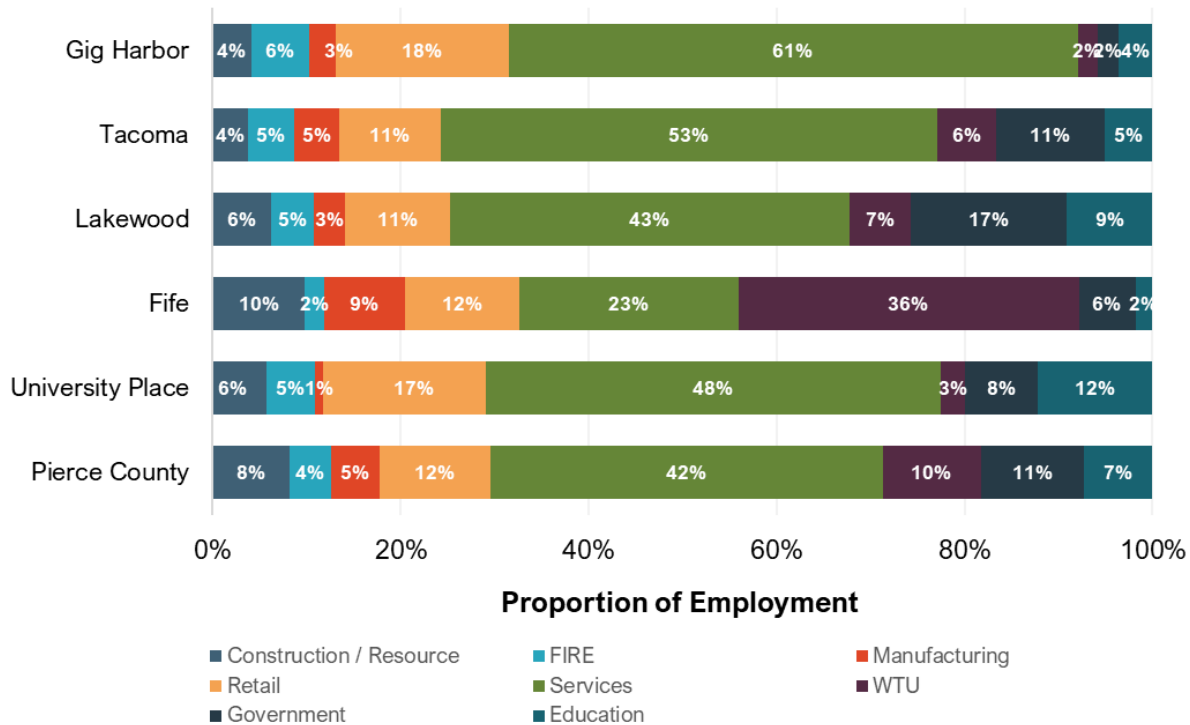
Sources: PSRC, 2024; BERK, 2024.

7.2.2 Comparative Analysis

Understanding how the city performs in relationship to its neighbors can be essential in determining Gig Harbor’s economic position and competitiveness. The following charts provide key statistics to highlight how the city compares to other jurisdictions and Pierce County as a whole:

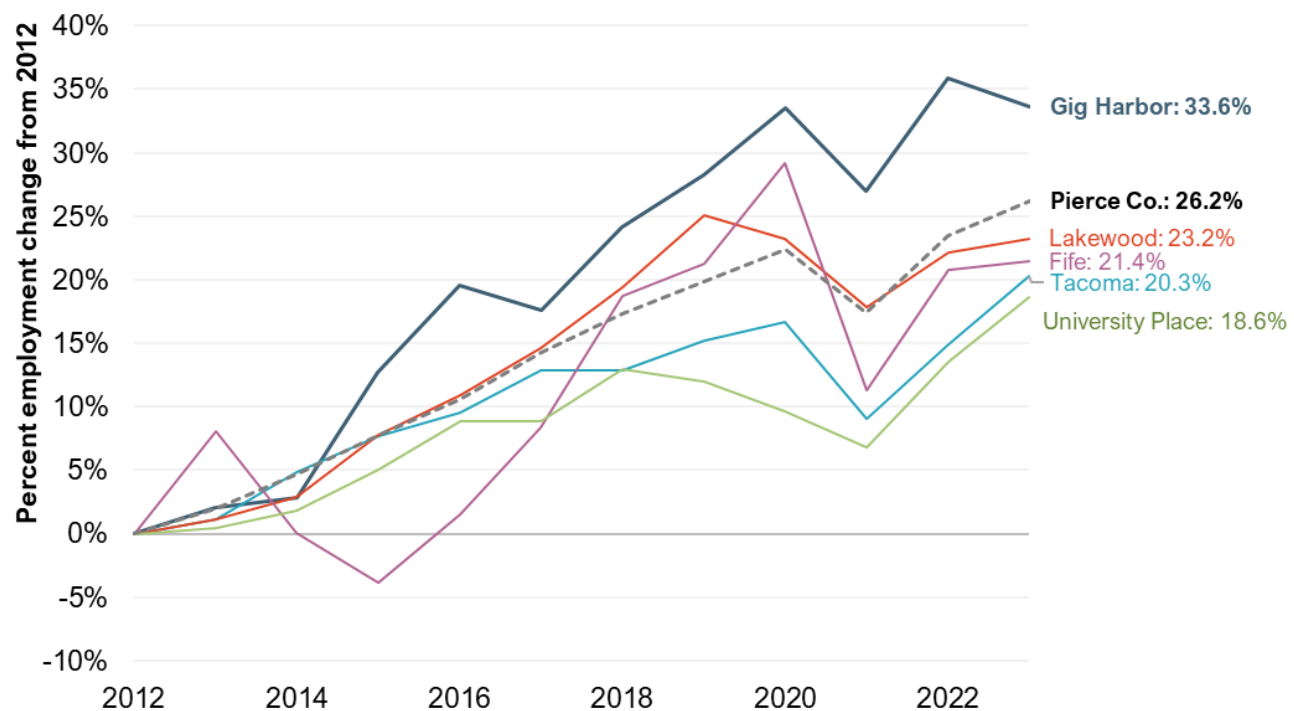
- Exhibit 7-6 provides comparisons between the city’s distribution of employment by major sector with those of Tacoma, Lakewood, Fife, and University Place, as well as with the County as a whole.
- Exhibit 7-7 presents comparisons in employment growth between the cities and with Pierce County between 2012 and 2023, with 2012 provided as a base year.
- Exhibit 7-8 provides the ratio of jobs to population for each city and the county overall, highlighting those jurisdictions that may be more dominated by employment or residential land uses and activities.

Exhibit 7-6. Regional Comparisons in Covered Employment by Major Sector, 2023



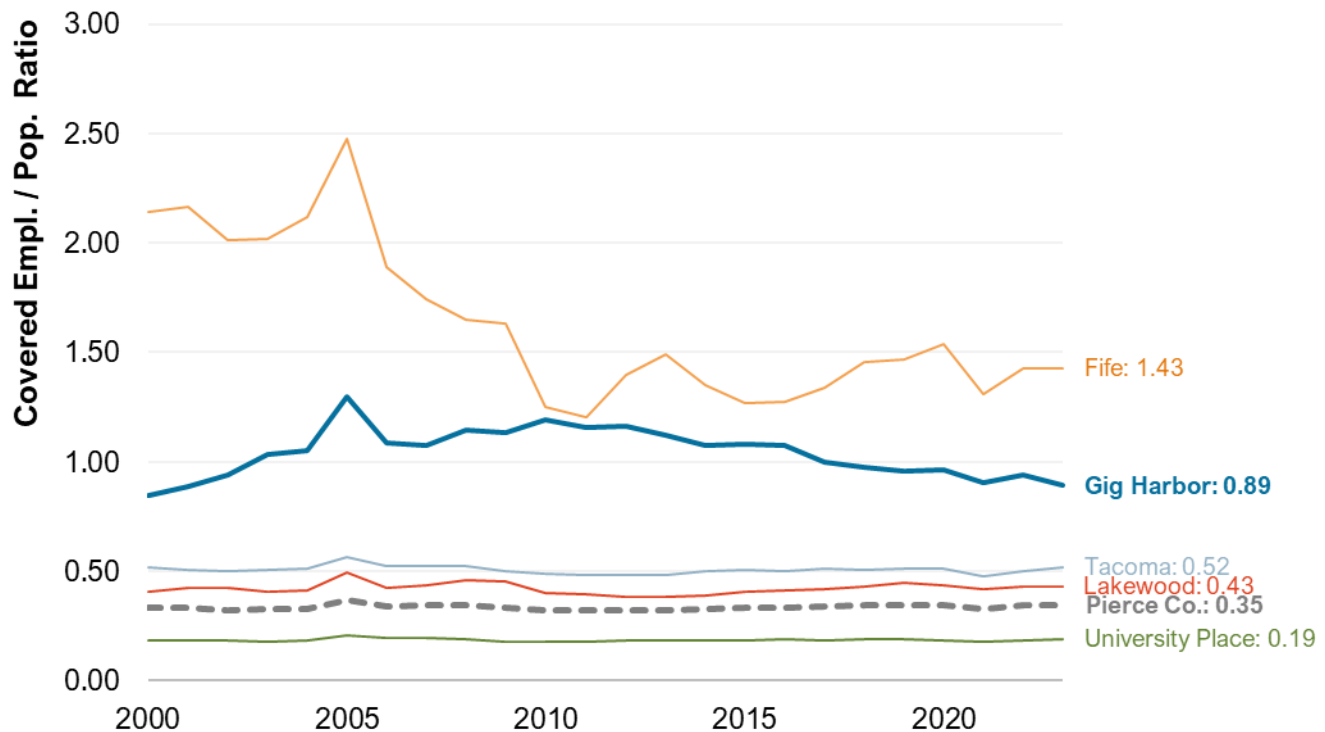
Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-7. Regional Comparisons of Changes in Covered Employment, 2012–2023



Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-8. Regional Comparisons of Jobs-to-Population Ratios, 2000–2023



Sources: PSRC, 2024; BERK, 2024.

7.2.3 Buildable Lands Assessment

Under the Pierce County Ordinance No. 2022-46s, Gig Harbor employment targets have been defined as follows:

Estimated 2020 employment:	12,855 jobs
2020–2044 employment growth:	+2,747 jobs
2044 total employment:	15,602 jobs

Under the previous 2021 Buildable Lands Report, employment capacity within the city was estimated at 3,416 total jobs with capacity allocated as follows:

Vacant land:	2,074 jobs
Underutilized land:	748 jobs
Pipeline development:	594 jobs

For the current land use concept, Exhibit 7-8 provides the expected allocation of employment capacity by zone.

Exhibit 7-9. Estimates of Employment Capacity under Future Land Use Map Concept.

Zone	Vacant Employment Capacity	Underutilized Employment Capacity	Pipeline Employment Capacity	Total Employment Capacity
B-1	12	-	-	12
B-2	256	176	185	520
C-1	171	36	7	213
DB	14	76	-	88
ED	715	129	27	1,063
PCD-BP	242	-	371	613
PCD-C	-	-	-	-
PCD-RMD	-	-	-	-
PI	-	-	-	-
PRD	-	-	-	-
R-1	40	60	-	103
R-2	34	14	-	49
R-3	-	0	-	-
RB-1	24	38	-	62
RB-2	246	123	72	451
WC	19	(1)	-	18
WM	-	-	-	-
WR	-	-	-	-
WTR	-	-	-	-
TOTAL	1,772	652	663	3,192

Sources: Pierce County, 2022; BERK, 2024.

7.2.4 Major Themes for Economic Development

In May 2023, as a part of the Comprehensive Plan process, the City engaged a consultant to host six focus group conversations to gauge community perspectives and priorities, including around economic development.

Through these focus groups, several challenges have been identified as part of the local economy:

- **Durability of retail.** There are challenges in the community's retail sector, notably those businesses serving tourists and those located along the waterfront. Storefront turnover is a community concern, but it may also be a case of the turnover occurring in some of the community's most visible areas. Business failure may be no higher than elsewhere, but much of what draws attention in Gig Harbor's condition is its location along the busy waterfront.
- **Vacancy and obsolescence of building stock.** The community's older building stock is growing obsolete, difficult to retrofit to satisfy evolving customer or resident demands. This is a factor in both residential and non-residential construction, where contemporary user expectations or permitting requirements surpass a property's ability to adapt.
- **Barriers to reinvestment.** It is expensive to redevelop property, combine parcels, demolish existing structures, remediate any environmental contamination, prepare sites, secure capital, and obtain necessary permits for new construction. This may be exacerbated by City requirements and processes, which can projects to languish.
- **Interconnection of three business districts.** There are three prominent business districts in Gig Harbor: Uptown, Downtown, and North Gig Harbor. Rather than seeing them as competing, community members prefer to see them as part of an interconnected commercial organism and have distinct expectations of each.
- **Local employment.** Many of Gig Harbor's employed public work elsewhere, and it is a community priority to change this. While larger urban centers—like Tacoma, Bremerton, or Seattle—may provide the higher incomes Gig Harbor residents earn, locals want more opportunity for lucrative local employment.
- **Transition to infill.** The last ten years have seen large-scale development of vacant land in Gig Harbor's north. Growth in the future will likely occur as “infill,” where parcels within the city's developed landscape will be redeveloped with new or more intense uses to accommodate new households or new jobs.
- **Regional collaboration in planning.** Land use, transportation, economic development, housing, parks, and capital facilities planning are regional in nature, built upon and maintained through a series of relationships with local agencies and driven by the larger regional economy and ecosystem. Community members are interested in partnerships and also hope the City is able to advocate for its interests effectively and with responsibility to the greater area.
- **Location of urban density.** The Comprehensive Plan calls for increased intensity to be in the “centers of local importance.” The details of managing this new density will be important in guiding a sustainable and effective local economy that meets local needs.

7.3 Goals and Policies

► EC-1 **Increase local employment opportunities through workforce development and business attraction, retention, and expansion strategies.**

- EC-1.1 Ensure sufficient development capacity and infrastructure to support 15,602 jobs by 2044.
- EC-1.2 Develop a city economic development and marketing strategy to provide guidance on business attraction, retention, and expansion efforts.
- EC-1.3 Encourage reductions in commuting across the Tacoma Narrows Bridge through expansion of local employment and support for employees working at home.
- EC-1.4 Coordinate with Pierce County, public agencies, and local businesses in marketing projects to attract new businesses to Gig Harbor.
- EC-1.5 Work with the County, local educational institutions, and other organizations to match local residents and employers with workforce development programs.

► EC-2 **Encourage local commercial and industrial development to meet expected demand from businesses, address underutilized sites, and build a sustainable tax base.**

- EC-2.1 Develop and maintain a commercial and industrial site inventory that identifies major sites that could accommodate local employment opportunities and indicates potential infrastructure limitations that would impact their use.
- EC-2.2 Coordinate efforts to provide sufficient supporting infrastructure to sites that could accommodate additional employment, with a priority on sites that provide significant public benefits.
- EC-2.3 Coordinate with local economic development organizations to market available sites for use by businesses looking to expand or to relocate to Gig Harbor.
- EC-2.4 Ensure extensions of public services for commercial and industrial activities within the urban growth area are contingent on agreements to accept annexation.
- EC-2.5 Encourage the reuse of older buildings and infill commercial development to revitalize older commercial and business districts within the city. Help structure local marketing efforts, physical improvements programs, parking and building improvements and special management organizations.
- EC-2.6 Coordinate local marketing efforts with planning and investment in neighborhoods.

► EC-3 **Encourage and support local business development.**

- EC-3.1 Coordinate local business development programs, particularly for small start-up business concerns which may be owned by or employ local residents.

- EC-3.2 Promote small business financing and management assistance and training programs to support local businesses.
- EC-3.3 Identify incubator facilities which may be used for small business start-ups, such as older structures which may be reused for business purposes.
- EC-3.4 Support local groups to develop improvement districts and other programs that can help revitalize and support city businesses.
- EC-3.5 Monitor local and regional trends in relevant markets and provide information and support responsive to these trends.
- EC-3.6 Recognize the importance of home-based businesses in the city through guidelines, standards, and support for home occupation uses that can protect neighbors from nuisances while supporting local business activity.
- EC-3.7 Coordinate efficient and timely permitting and licensing processes, with additional support provided for small businesses.
- EC-3.8 Integrate considerations for small businesses into neighborhood planning, especially with respect to retail and service offerings for local residents.

Policy Audit Document

Previous Plan Content	Rationale for Change	Recommended Content
7.1: DEVELOP A SOUND FISCAL BASE. Help market local socio-economic resources to increase employment opportunities, develop office and industrial park properties, and provide the City with a sound tax base.	These goals need to be separated to provide clear direction.	[removed – note below]
7.1.1 Job creation	Separate as an individual goal.	EC-1 Increase local employment opportunities through workforce development and business attraction, retention, and expansion strategies.
[new]	Include a specific mention of the County employment target under Pierce County Ordinance 2022-46s.	EC-1.1 Ensure sufficient development capacity and infrastructure to support 15,602 jobs by 2044.
[new]	Include provisions for a future marketing strategy.	EC-1.2 Develop a city economic development and marketing strategy to provide guidance on business attraction, retention, and expansion efforts.
a) Help create employment opportunities within the local economy, particularly for residents who now commute across the Tacoma Narrows Bridge to work. Participate with other public agencies and private interests in marketing projects, labor force training programs, and other efforts to attract new businesses to Pierce County and Gig Harbor Peninsula area.	Separate policies.	EC-1.3 Encourage reductions in commuting across the Tacoma Narrows Bridge through expansion of local employment and support for employees working at home.
[new]	Separate policy from above and focus on business attraction. Note that workforce development should be included later.	EC-1.4 Coordinate with Pierce County, public agencies, and local businesses in marketing projects to attract new businesses to Gig Harbor.
[new]	Separate policy from above and focus on workforce development.	EC-1.5 Work with the County, local educational institutions, and other organizations to match local residents and employers with workforce development programs.
b) Determine reasonable jobs-to-housing balance by coordinating land use and development policies to help achieve the designated balance of adequate affordable housing near employment centers.	Remove as this is baked into the target noted up front.	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
c) Encourage the redevelopment of declining commercial areas through a variety of incentives such as reduced fees for permits or utility connections and the consideration of waivers from land use performance standards, as appropriate.	These considerations should be moved under a new goal.	[removed]
d) Meet the 2030 employment target allocation established by the Pierce County Buildable Lands Report for Gig Harbor (shown in Table 1) of 9,95410,189 jobs.	Moved up front.	[removed]
[new]	Split off the commercial development provisions from the previous goal.	EC-2 Encourage local commercial and industrial development to meet expected demand from businesses, address underutilized sites, and build a sustainable tax base.
7.1.2. Site identification. Work with other public agencies and private interests to identify and promote sites which can be suitably developed for a variety of local employment opportunities.	This has been rewritten and reorganized based on the different provisions included under 7.1.2 to 7.1.4.	EC-2.1 Develop and maintain a commercial and industrial site inventory that identifies major sites that could accommodate local employment opportunities and indicates potential infrastructure limitations that would impact their use.
7.1.3. Site efficiencies. Work with property owners to determine the effective development capacity of sites having employment center possibilities. Determine the costs involved with providing sewer, fire and police protection, access roads, recreational areas and other public services and amenities versus the public benefits which may be realized by the creation of local jobs and tax potentials. Negotiate equitable cost/benefit trade-offs between public and private sector interests.	This has been rewritten and reorganized based on the different provisions included under 7.1.2 to 7.1.4.	EC-2.2 Coordinate efforts to provide sufficient supporting infrastructure to sites that could accommodate additional employment, with a priority on sites that provide significant public benefits.
7.1.4. Site priorities. Rank possible sites using a priority system which reflects the possible cost/benefits associated with providing public services. Allocate public services, sewer in particular, to sites which provide the greatest possible returns, unless private property owners can assist with the costs involved in extending or providing service.	This has been rewritten and reorganized based on the different provisions included under 7.1.2 to 7.1.4.	EC-2.3 Coordinate with local economic development organizations to market available sites for use by businesses looking to expand or to relocate to Gig Harbor.

Previous Plan Content	Rationale for Change	Recommended Content
7.1.5. Capture revenues. Withhold public services, sewer in particular, unless potential property developments within the urban growth area will agree to annexation and the payment of local property or other revenue taxes.	Edited to focus this policy.	EC-2.4 Ensure extensions of public services for commercial and industrial activities within the urban growth area are contingent on agreements to accept annexation.
7.2.2. Property revitalization. Assist with special planning and development efforts to reuse older buildings, redevelop vacant properties, and revitalize older commercial and business districts within the city. Help structure local marketing efforts, physical improvements programs, parking and building improvements and special management organizations.	- Edited for brevity and clarity. - Split the policy to provide greater focus. - Note that this includes considerations from 7.1.1(c) above.	EC-2.5 Encourage the reuse of older buildings and infill commercial development to revitalize older commercial and business districts within the city. Help structure local marketing efforts, physical improvements programs, parking and building improvements and special management organizations.
[new]	Split from above.	EC-2.6 Coordinate local marketing efforts with planning and investment in neighborhoods.
7.2: INCREASE LOCAL ECONOMIC OPPORTUNITIES. Support local business development efforts and property investment projects and programs, protect local economic opportunities, and provide for an increasing home-based business sector.	Edited for brevity and clarity to ensure focus.	EC-3 Encourage and support local business development.
7.2.1 Small business development. Encourage local business development opportunities, particularly for small start-up business concerns which may be owned by or employ local residents. Promote the local use of special small business financing and management assistance programs. Help identify facilities which may be used for small business start-ups including older structures which may be suitably reused for business purposes.	Split these policies to provide for a structure that is easier to follow.	EC-3.1 Coordinate local business development programs, particularly for small start-up business concerns which may be owned by or employ local residents.
[new]	Split from above.	EC-3.2 Promote small business financing and management assistance and training programs to support local businesses.
[new]	Split from above.	EC-3.3 Identify incubator facilities which may be used for small business start-ups, such as older structures which may be reused for business purposes.

Previous Plan Content	Rationale for Change	Recommended Content
7.2.3. Financial programs. Help local private groups structure special improvement districts including parking and business improvement authorities, local improvement districts, or other programs necessary to the effective revitalization of older business and commercial areas of the city. Participate in special public/private ventures when such ventures provide public benefits and are appropriate to the long-range goals of the city.	This needs to be reorganized to keep it from duplicating EC-3.2 and to focus its intent.	EC-3.4 Support local groups to develop improvement districts and other programs that can help revitalize and support city businesses.
7.2.4. Future development opportunities. Monitor proposed urban zoning designations and developments elsewhere on the Peninsula. Determine market requirements and potentials for commercial, office and industrial uses and protect Gig Harbor's interests in the allocation of future development opportunities. Protect existing commercial and business developments within the Gig Harbor area from overzoning.	This should be significantly realigned to focus on business support and away from development.	EC-3.5 Monitor local and regional trends in relevant markets and provide information and support responsive to these trends.
7.2.5. Home Based Occupations and Businesses. Provide reasonable guidelines and standards for the siting of home-based businesses (home occupations) in residential neighborhoods. Insure that home-based businesses do no alter or impact the residential character of neighborhoods.	Rework to focus the intent of the policy.	EC-3.6 Recognize the importance of hone-based businesses in the city through guidelines, standards, and support for home occupation uses that can protect neighbors from nuisances while supporting local business activity.
[new]	Recommended addition under the goal.	EC-3.7 Coordinate efficient and timely permitting and licensing processes, with additional support provided for small businesses.
[new]	Recommended addition under the goal.	EC-3.8 Integrate considerations for small businesses into neighborhood planning, especially with respect to retail and service offerings for local residents.

4 Community Design

4.1 Introduction

4.2 Goals and Policies

► **CD-1 Support active interfaces between public and private realms for new commercial and residential development.**

- CD-1.1 Require new commercial development to incorporate outdoor people-oriented common spaces for public use.
- CD-1.2 Encourage designs which provide public orientation to the public right-of-way and minimize streets with privacy fences, blank walls, or similar barriers.
- CD-1.3 Encourage structures, entry ways, landscaping, and common areas to be oriented to the right-of-way with parking uses to the side or rear.
- CD-1.4 Encourage facades that face the neighborhood and provide engagement with rights-of-way and public spaces.
- CD-1.5 Promote people-centered building and streetscape design that minimizes the impacts of parking.
- CD-1.6 Encourage the use of glazing on residential and commercial frontage.
- CD-1.7 Encourage outdoor vending in common areas to provide color, activity, and a sense of vibrancy to commercial areas.
- CD-1.8 Provide for displays of public art and space for temporary uses as part of common areas.

► **CD-2 Provide for pedestrian and non-motorized transportation connections in the city.**

- CD-2.1 Support connections between new developments and existing uses with connecting paths and sidewalks.
- CD-2.2 Promote pedestrian access through corridors and gateways that address barriers to movement.
- CD-2.3 Minimize impervious areas designed exclusively for motor vehicles.

CD-2.4 Coordinate with Pierce Transit on providing user-friendly bus stops in the city with regular service, supporting amenities, and consistent wayfinding.

CD-2.5 Develop a master trails plan for the City to support a pedestrian and non-motorized transportation network between recreational, commercial, and residential areas.

► **CD-3 Enhance the local sense of place by maintaining and enhancing historically significant structures, views, and cultural resources.**

CD-3.1 Identify significant vistas, view corridors, and view termination points.

CD-3.2 Preserve the visual quality of corner lots and view terminal points by discouraging asphalt-intensive uses on these parcels without screening or landscaping.

CD-3.3 Designate visually sensitive areas for highly visible or prominent sites that would require increased landscaping and screening of visually distracting.

CD-3.4 Encourage larger areas of greenery to provide a greater visual impact.

► **CD-4 Encourage a sense of arrival into the city and specific neighborhoods.**

CD-4.1 Limit freeway exposure and visibility of development.

CD-4.2 Develop city gateways with formal landscaping, information kiosks, public art or civic structures at intersections near freeway off-ramps and arterials entering the city.

CD-4.3 Identify and develop gateways for neighborhoods to distinguish and highlight these areas.

► **CD-5 Promote architectural styles that reflect the city's historical and natural context and human-scale design.**

CD-5.1 Encourage pitched, varied roof lines for new structures and discourage boxy, single-mass buildings in lower-density neighborhoods.

CD-5.2 Encourage building designs with a visual and functional distinction between the ground floor and higher levels.

CD-5.3 Encourage mixed-use structures that provide good form, neighborhood character, and public benefits.

CD-5.4 Promote the use of primary structures as focal points on a site through distinctive design and higher building heights.

► **CD-6 Encourage distinctive building and site designs to distinguish and enhance neighborhoods.**

CD-6.1 Develop neighborhood design standards and guidelines that reflect the existing characteristics of these neighborhoods and enhance local neighborhood quality.

CD-6.2 Consider the following individual neighborhood design areas for detailed design standards or guidelines, as designated on the Neighborhood Design Areas Map:

- a) View Basin.
- b) Soundview.
- c) Gig Harbor North.
- d) Peacock Hill.
- e) Rosedale/Hunt.
- f) Westside.
- g) Bujacich Road / NW Industrial.

CD-6.3 Consider the following elements as part of neighborhood design standards and guidelines:

- a) Natural Vegetation and Topography
- b) Trails, Parks and Open Space
- c) Sidewalks and Circulation
- d) Parking and Building Orientation
- e) Historical Buildings and Uses
- f) Building to Building Relationships
- g) Housing Patterns
- h) Architectural Quality and Character
- i) Site Amenities

► **CD-7 Maintain and incorporate local natural conditions into design.**

CD-7.1 Incorporate existing vegetation into new residential developments and encourage site designs that preserve high-quality vegetation currently on the site.

CD-7.2 Retain high-quality native trees and understory where feasible.

CD-7.3 Encourage native vegetation plantings.

CD-7.4 Provide for buffers and clustered open spaces that are consistent with the scale of development and needs for screening.

CD-7.5 Encourage property owners to preserve native forest communities and tree canopies and maintain the health of trees and vegetation on their land.

CD-7.6 Maximize opportunities for creating usable, attractive, and well-integrated open space in new developments.

CD-7.7 Respect existing topography and minimize visual impacts of site grading.

► **CD-8 Residential developments should be designed to support and enhance local quality of life in Gig Harbor.**

CD-8.1 Provide for the parking necessary for residents and visitors while minimizing impacts to safety, aesthetics, and the environment.

CD-8.2 Consider changes to lot and building orientation, yard size, and setbacks in areas with increasing residential density to support existing character and maintain high quality in the local built environment.

CD-8.3 Encourage sustainable land development and building practices in new residential projects.

► **CD-9 Preserve views to the waterfront.**

CD-9.1 Identify associated visual points of interest and their point of reference from prominent public places and from individual parcels.

CD-9.2 Incorporate points of interest associated with waterfront views into building and landscape design.

► **CD-10 Establish design standards for the waterfront to ensure compatible land uses, architecture, and neighborhood design.**

CD-10.1 Preserve historical structures along the waterfront related to the city's rich history in the fishing industry.

CD-10.2 Encourage modern interpretations of historical building designs in new construction.

CD-10.3 Ensure compatibility in form and scale with historical structures and landmarks along the waterfront.

CD-10.4 Encourage building materials that complement Gig Harbor's historical structures.

► **CD-11 Develop the waterfront as a place of outdoor activity.**

CD-11.1 Encourage outdoor activities along the commercial waterfront zones with outdoor dining locations, play areas, spaces for civic events, and other public spaces.

CD-11.2 Develop public art displays at the waterfront.

CD-11.3 Design protective features to improve the comfort of outdoor public spaces and allow them to be used year-round.

CD-11.4 Minimize asphalt coverage and hard surfaces along waterfront, especially with respect to parking.

CD-11.5 Use treatments and materials such as colored, textured or grass-block pavers to break up hard surfaces along the waterfront.

CD-11.6 Encourage human-scale development with ground-level uses and designs that complement the streetscape.

► **CD-12 Preserve structures with important historical, architectural, and/or cultural significance.**

CD-12.1 Encourage retention and adaptive reuse of older buildings with development incentives.

CD-12.2 Provide financial incentives such as low-interest loans, tax credits or grants for historical preservation.

CD-12.3 Provide design assistance and resources to support historical preservation and restoration projects.

CD-12.4 Recognize outstanding preservation efforts through public awareness programs.

► **CD-13 Preserve neighborhood character in areas that include building styles reflective of historical development.**

CD-13.1 Establish a Historic Conservation Area to encourage local preservation and maintain the character of historical areas of the city.

CD-13.2 Provide design assistance for restoration, renovation or expansion of historic structures.

CD-13.3 Incorporate considerations of historical preservation and reuse into administrative design review processes.

CD-13.4 Minimize impacts of city projects on the integrity and use of historical structures and neighborhoods.

► **CD-14 Consider historical preservation and reuse in the development of zoning regulations.**

CD-14.1 Adopt setback standards which reflect historic development patterns.

CD-14.2 Allow housing clusters consistent with historical densities.

CD-14.3 Encourage building forms, designs, and materials that are consistent with historical buildings.

CD-14.4 Retain desirable design characteristics of historical districts.

CD-14.5 Provide parking design standards to address needs while avoiding significant aesthetic and environmental impacts.

CD-14.6. Explore the use of facade and/or streetscape improvement programs.

Policy Audit Document

Previous Plan Content	Rationale for Change	Recommended Content
4.1 Assure that new commercial and residential projects include an active interface between the public and private realms.	Edit for clarity.	CD-1 Support active interfaces between public and private realms for new commercial and residential development.
4.1.1. Create outdoor "people" spaces. Require new commercial development to have outdoor "people" spaces incorporated into its design. Examples of appropriate people spaces include the following: a) Plazas or common areas (described below). b) Pocket parks c) Covered walkways and colonnades which incorporate seating areas.	- Edited for clarity and brevity. - Remove examples – these should be included as part of more detailed design standards / guidelines, not policy.	CD-1.1 Require new commercial development to incorporate outdoor people-oriented common spaces for public use.
4.1.2. Provide public orientation. Prohibit designs which provide no public (street) orientation. a) Require that commercial structures include shops, storefronts, plazas or common areas on all sides visible to the public right-of-way. b) Prohibit designs which line streets with privacy fences or blank walls.	Revised to reduce duplication and improve clarity.	CD-1.2 Encourage designs which provide public orientation to the public right-of-way and minimize streets with privacy fences, blank walls, or similar barriers.
4.1.3. Keep commercial structures in foreground of development. Emphasize structures, landscaping, and common areas at the street face and encourage side or rear lot parking areas.	Revise for clarity and brevity.	CD-1.3 Encourage structures, entry ways, landscaping, and common areas to be oriented to the right-of-way with parking uses to the side or rear.
4.1.4. Encourage houses which engage the neighborhood. House designs with clearly defined entrances are much more inviting than the intimidating appearance of the hidden entrance.	- Revise for clarity and brevity. - Simplify by removing examples which should be maintained in a development standard / guidelines.	CD-1.4 Encourage facades that face the neighborhood and provide engagement with rights-of-way and public spaces.
a) Encourage front porches with well-defined entrances.	Remove as this is too detailed for policy.	[removed]
b) Discourage designs which hide or obscure the front entry.	Remove as this is too detailed for policy.	[removed]
c) Discourage designs which emphasize vehicular enclosure over human habitation. As much as possible, garages should appear as a secondary element in the design of structures.	Edited for clarity and focus.	CD-1.5 Promote people-centered building and streetscape design that minimizes the impacts of parking.

Previous Plan Content	Rationale for Change	Recommended Content
d) Encourage generous use of windows on house fronts. A solid/void ratio of 30 - 35% is ideal (e.g., 30% of wall surface in windows).	- Edited for clarity. - Note that targets are best to include in code.	CD-1.6 Encourage the use of glazing on residential and commercial frontage.
[new]	Provide additional policy from 4.3.	CD-1.7 Encourage outdoor vending in common areas to provide color, activity, and a sense of vibrancy to commercial areas.
[new]	Provide additional policy from 4.3.	CD-1.8 Provide for displays of public art and space for temporary uses as part of common areas.
4.2 Provide functional links between developed and developing parcels.	Edited for clarity	CD-2 Provide for pedestrian and non-motorized transportation connections in the city.
4.2.1. Link development with connecting paths. Require perimeter sidewalks and/or traversing paths, (depending on adjacent pedestrian links) on all commercial and multi-family housing projects. These should connect to all logical points of entry on adjacent parcels and/or be consistent with an approved master trails plan for the City.	Edited for clarity and brevity.	CD-2.1 Support connections between new developments and existing uses with connecting paths and sidewalks.
4.2.2. Facilitate pedestrian access. Provide pedestrian corridors and "gateways" through and/or between structures, perimeter fences, berms and buffers, together with necessary access easements.	Edited for clarity and focus.	CD-2.2 Promote pedestrian access through corridors and gateways that address barriers to movement.
4.2.3. Limit asphalt areas. Allow and encourage shared parking between developments.	- Edited for clarity. - Remove consideration of shared parking here as it is not relevant to the identified goal.	CD-2.3 Minimize impervious areas designed exclusively for motor vehicles.
4.2.4. Develop user-friendly bus stops. In Coordination with Pierce Transit, incorporate on-site bus stops as an amenity to the site and to riders. Bus stops should be inviting and must include more than a sign and a bench on the street edge. Ideally, bus stops should be incorporated into on-site public spaces.	Heavily edited for clarity and focus.	CD-2.4 Coordinate with Pierce Transit on providing user-friendly bus stops in the city with regular service, supporting amenities, and consistent wayfinding.
4.2.5. Develop a master trails plan for the City. A master trails plan will help to identify appropriate locations for paths and trails which link recreational, commercial, and residential areas. The trails plan should be used as a guide when reviewing all future development proposals and when considering property acquisition for recreational and public transportation improvements.	Condense and summarize the intent of this policy.	CD-2.5 Develop a master trails plan for the City to support a pedestrian and non-motorized transportation network between recreational, commercial, and residential areas.

Previous Plan Content	Rationale for Change	Recommended Content
4.3 Create commercial centers which provide high levels of public amenities in areas determined appropriate for commercial, high density residential, or mixed uses	▪ This section should be removed, as it is too prescriptive and duplicative of other policies. Some of these considerations should be included as part of design standards or guidelines.	[removed]
4.3.1. Develop common areas. Functional and attractively designed common areas facilitate pedestrian activities, enhance the shopping experience, link adjacent business areas, serve as a transition point between commercial and residential areas, and provide a pleasing aesthetic element to commercial development. Common areas should be provided on site or in close proximity to all new commercial development.	▪ Removed as prescriptive/duplicative.	[removed]
a) Develop minimum common area standards for both small and large scale commercial development.	▪ Removed as prescriptive/duplicative.	[removed]
b) Encourage the provision of public restrooms, drinking fountains, telephones and seating areas in both sunny and shaded locations. These should be attractively landscaped and be designed to compliment the design of commercial structures.	▪ Removed as prescriptive/duplicative.	[removed]
4.3.2. Encourage limited outdoor activities. Some types of outdoor activities provide color, activity, and a sense of vibrancy to commercial areas. Allow limited numbers of the following types of outdoor vendors and uses in common areas*: *Outdoor uses may be restricted to tenants leasing indoor space and may be limited to no more than three vendors per common area or one vendor per 5000 square feet, which ever is less.	▪ Removed as prescriptive/duplicative. ▪ Note that it is included above in CD-1.	[removed]
(a) Single item food products or flowers sold from a portable handcart or vending cart.	▪ Removed as prescriptive/duplicative.	[removed]
(b) Temporary displays of art including paintings, sketches, pottery sculptures, carvings, jewelry or similar crafts.	▪ Removed as prescriptive/duplicative.	[removed]
(c) Permanent displays of public art.	▪ Removed as prescriptive/duplicative.	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
(d) Farmers markets	▪ Removed as prescriptive/duplicative.	[removed]
(e) Outdoor dining	▪ Removed as prescriptive/duplicative.	[removed]
(f) Other uses as may be approved through the site plan or conditional use process.	▪ Removed as prescriptive/duplicative.	[removed]
4.4. Enhance the city's sense of place by preserving prominently visible parcels for aesthetically pleasing development	▪ Edited for clarity.	CD-3 Enhance the local sense of place by maintaining and enhancing historically significant structures, views, and cultural resources.
4.4.1. Identify significant views. Identify and map all significant vistas, view corridors, and view termination points. These may include corridors into the City, primary thoroughfares through the City, street ends, and panoramic views of the harbor.	▪ Edited for clarity and brevity.	CD-3.1 Identify significant vistas, view corridors, and view termination points.
4.4.2. Preserve Corner lots and view termination points. Preserve the visual quality of corner lots and view terminuses by prohibiting parking lots, gas stations, convenience stores or other asphalt-intensive uses on these parcels. These areas were traditionally reserved for structures of a more stately appearance and play a crucial role in establishing an identity for the city.	▪ Edited for clarity and brevity.	CD-3.2 Preserve the visual quality of corner lots and view terminal points by discouraging asphalt-intensive uses on these parcels without screening or landscaping.
4.4.3. Designate enhancement zones. Designate visually sensitive areas for highly visible or prominent parcels including corners, entry corridors, highway and freeway corridors, view termination points, etc. Development of these parcels would require increased landscaping, a higher level of design review for structures, and prohibition (or increased screening) of visually distracting appurtenances such as gas pumps, satellite dishes, storage racks, mechanical equipment, etc.	▪ Edited for clarity and brevity.	CD-3.3 Designate visually sensitive areas for highly visible or prominent sites that would require increased landscaping and screening of visually distracting.
4.4.4. Cluster green spaces. Diluting green spaces down into several small areas lessens the visual impact of required landscape areas. Develop large areas of greenery which provide a visual impact as opposed to creating small areas of unusable "residue".	▪ Edited for clarity and brevity.	CD-3.4 Encourage larger areas of greenery to provide a greater visual impact.

Previous Plan Content	Rationale for Change	Recommended Content
4.5. Maintain a sense of arrival by preserving a well defined city "edge" and by developing gateways into the city and into districts within the city.	▪ Edited for clarity and brevity.	CD-4 Encourage a sense of arrival into the city and specific neighborhoods.
4.5.1. Limit freeway exposure. Limit freeway exposure or visibility of development to select visual nodes.	▪ Edited for clarity and brevity.	CD-4.1 Limit freeway exposure and visibility of development.
4.5.2. Designate freeway enhancement zones (see above).	▪ Remove as unclear – this references earlier policies that have been changed.	[removed]
4.5.3. Develop City gateways. Develop intersections near freeway off-ramps as City gateways with formal landscaping, information kiosks, public art or civic structures.	▪ Edited for clarity and to expand consideration of gateways.	CD-4.2 Develop city gateways with formal landscaping, information kiosks, public art or civic structures at intersections near freeway off-ramps and arterials entering the city.
4.5.4. Identify and develop district gateways. Areas which are visually, geographically, and functionally distinct should be denoted with well defined points of entrances. This may include the following:	▪ Edited for clarity and brevity. Note that the examples below are removed as too prescriptive for policy guidance.	CD-4.3 Identify and develop gateways for neighborhoods to distinguish and highlight these areas.
(a) Vegetative buffer between districts		[removed]
(b) Change in street and/or sidewalk paving materials, particularly at gateway intersections.		[removed]
(c) Retain and promote an architectural style for a given district.		[removed]
BUILDING & STRUCTURE DESIGN	▪ Remove headers	[removed]
4.6: Articulate an architectural style which reflects gig harbor's built and natural environment and which appeals to the human spirit.	▪ Edited for clarity and brevity. ▪ Consolidated with following sections.	CD-5 Promote architectural styles that reflect the city's historical and natural context and human-scale design.
4.6.1. Maintain a small town scale for structures. New structures should not overpower existing structures or visually dominate Gig Harbor's small town city-scape, except as approved landmark structures.	▪ Remove as not appropriate for citywide application.	[removed]
4.6.2. Identify an appropriate form for structures. New structures should be characterized by interesting forms and roof lines. Boxy, single-mass buildings should be discouraged except as may be appropriate in a downtown streetscape.	▪ Edited for clarity and brevity.	CD-5.1 Encourage pitched, varied roof lines for new structures and discourage boxy, single-mass buildings in lower-density neighborhoods.

Previous Plan Content	Rationale for Change	Recommended Content
4.7: ENCOURAGE BUILDING DESIGNS WHICH DEFINE AND RESPECT THE HUMAN SCALE. The scale of the building in relation to the human form should be obvious, particularly at the sidewalk level.	Consolidate with above.	[removed]
4.7.1. Define floor levels. Encourage building designs with a visual and functional distinction between the first floor and all subsequent floors so that in elevation view, the human scale can be easily defined in relation to the building height.	Edited for clarity and brevity.	CD-5.2 Encourage building designs with a visual and functional distinction between the ground floor and higher levels.
4.7.2. Encourage mixed-use structures. Mixing uses within a structure enhances the ability to give interesting form and character to a building. For example, allowing residential units above retail shops encourages designs more common to a village or small town setting while providing another housing opportunity for local merchants or retirees with limited transportation.	Edited for clarity and brevity.	CD-5.3 Encourage mixed-use structures that provide good form, neighborhood character, and public benefits.
4.8: DEVELOP AN HIERARCHY IN BUILDING AND SITE DESIGN. Visual interest in the urban-scape can be achieved through an hierarchical approach to design. For example, strategically located structures designed as focal points create a visual "draw" and suggest a point of activity. These serve also as a reference point for all subordinate structures.	Removed and consolidated with above.	

Previous Plan Content	Rationale for Change	Recommended Content
4.8.1. Include primary structures as focal points. Primary structures are those which serve as a visual draw to a site, streetscape or prominent urban setting. Site plans can be significantly enhanced by including primary structures as a focal point rather than a myriad of "carbon copy" buildings with no visual hub. Primary structures may be emphasized by a combination of the following types of design attributes: (a) Increased building height* *Parcels which serve as view termination points may be ideally situated for landmark-type structures and may appropriately be considered for increased building height during the site plan review process, provided such increase does not threaten significant natural view corridors. (b) Prominent roof form including large hips and intersecting gables, cascading down onto lower roof forms. (c) Colonnades (d) Plaza's incorporated into building niches and overhangs. (e) Towers, pinnacles, or similar design elements which provide a stately appearance.	Consolidate and summarize.	CD-5.4 Promote the use of primary structures as focal points on a site through distinctive design and higher building heights.
4.8.2. Integrate secondary structures as support buildings. Secondary structures may be much simpler in design and still provide interest to the site plan or streetscape. Architectural interest is of less importance with secondary structures if the primary structure adequately serves this purpose and if the secondary structures appear as an integral element in the overall site plan.	Remove as the discussion of primary structures implies these considerations.	[removed]
NEIGHBORHOOD DESIGN. Gig Harbor is composed of many neighborhoods which, over time, have established their own design characteristics that should be maintained to preserve the character of the City.	Remove headers.	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.9: Define neighborhood design areas	This is significantly consolidated to recognize that these considerations should be outlined in design standards or guidelines separate from the Comprehensive Plan.	CD-6 Encourage distinctive building and site designs to distinguish and enhance neighborhoods.
4.9.1. Design standards should recognize existing neighborhood characteristics.	This is consolidated with 4.9.2.	CD-6.1 Develop neighborhood design standards and guidelines that reflect the existing characteristics of these neighborhoods and enhance local neighborhood quality.
4.9.2. Design standards should enhance and be compatible with existing neighborhood characteristics.	Removed and consolidated.	[removed]
4.9.3. Neighborhood Design Areas. Neighborhood design areas are identified to serve as a basis for establishing or accommodating detailed design standards. The Comprehensive Plan defines eight (8) neighborhood design areas, which are shown on the Neighborhood Design Areas map:	This should be significantly consolidated to shift this detail to separate design standard/guideline documents.	CD-6.2 Consider the following individual neighborhood design areas for detailed design standards or guidelines, as designated on the Neighborhood Design Areas Map:
a) View Basin. The view basin is the City's heritage. It was within the view basin that the Gig Harbor fishing village was born. Today the view basin is a vibrant mix of retail, restaurant, residential, maritime and community activities contained within the historic neighborhoods of the City. Pedestrian walkways link the historic areas of Finholm, Waterfront Millville, Downtown and Borgen's Corner which serve as neighborhood centers for the surrounding mixture of contemporary and historic homes.	Consolidated as a list.	a) View Basin.
b) Soundview. The Soundview neighborhood design area includes the residential and commercial areas around Soundview Drive, Kimball Drive and Reid Drive. The neighborhood serves as a gateway to historic Gig Harbor, providing scenic views of the Narrows, Colvos Passage and Mt. Rainier. This mixed-use area sits above the Puget Sound with high bluffs dominating the shoreline. Multifamily/single-family homes and low-intensity commercial and community services characterize this neighborhood.	Consolidated as a list.	b) Soundview.

Previous Plan Content	Rationale for Change	Recommended Content
c) Gig Harbor North. The Gig Harbor North neighborhood design area serves as a regional service area. The neighborhood design area is characterized by contemporary architecture, pedestrian and bicycle connections and retention of large natural areas. The area has considerable lands available which will allow the area to expand its office, industrial, medical, retail and residential uses.	▪ Consolidated as a list.	c) Gig Harbor North.
d) Peacock Hill. The Peacock Hill residential neighborhood design area includes the residential areas along Peacock Hill Avenue and Canterwood Boulevard. The neighborhood design area is characterized by suburban density developments of contemporary homes built around large trees and greenbelts.	▪ Consolidated as a list.	d) Peacock Hill.
e) Rosedale/Hunt. The Rosedale/Hunt neighborhood design area includes the commercial and residential areas west of SR 16 and along Rosedale Street, Skansie Avenue (46th Avenue) and Hunt Street. The area is characterized by lower intensity commercial and industrial uses and community and school facilities surrounded by suburban density housing developments.	▪ Consolidated as a list.	e) Rosedale/Hunt.

Previous Plan Content	Rationale for Change	Recommended Content
f) Westside. The Westside neighborhood design area is located south of Hunt Street and west of SR 16. The business area in the vicinity of the Olympic Drive/Point Fosdick Drive interchange serves as the primary service area for the city. This area has a vibrant mix of destination retail, medical offices, neighborhood businesses, grocery stores, multiple- family housing and retirement communities. The area experiences heavy traffic and pedestrian connections have been limited. Having developed over time, the architecture of the businesses is varied. Many of the businesses have developed with a significant number of existing trees being retained. The Westside residential areas are characterized by suburban density subdivisions of contemporary homes built around large trees. Many homes in this area have territorial views.	Consolidated as a list.	f) Westside.
g) Bujacich Road / NW Industrial. The Bujacich Road / NW Industrial neighborhood design area includes the employment districts and public/institutional districts along Bujacich Road. The area is intended to meet the long term employment needs of the community and provide areas for large-scale essential public facilities. Design standards should reflect the functional needs of these type of industrial and government uses.	Consolidated as a list.	g) Bujacich Road / NW Industrial.
h) Purdy. The Purdy neighborhood design area is characterized by residential uses, local services, retail businesses, public utilities and school facilities. As the gateway to the Key Peninsula, Purdy has enjoyed a unique identity in its relationship to Henderson Bay.	Removed as this area is not within the city.	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.9.4. Each neighborhood design area has a common set of features which should be emphasized to varying degrees in order to affect the best possible course of new and renewal development. These features include but are not limited to: a) Natural Vegetation and Topography b) Trails, Parks and Open Space c) Sidewalks and Circulation d) Parking and Building Orientation e) Historic Buildings and Uses f) Building to Building Relationships g) Housing Patterns h) Architectural Quality and Character i) Site Amenities	▪ Edited for clarity and brevity. ▪ Note that this may be too specific, but this does provide a framework/outline for future standards.	CD-6.3 Consider the following elements as part of neighborhood design standards and guidelines: a) Natural Vegetation and Topography b) Trails, Parks and Open Space c) Sidewalks and Circulation d) Parking and Building Orientation e) Historic Buildings and Uses f) Building to Building Relationships g) Housing Patterns h) Architectural Quality and Character i) Site Amenities
RESIDENTIAL DEVELOPMENT DESIGN. Residential development includes all subdivisions, short plats, single-family and duplex homes and multifamily projects.	▪ Remove header as unnecessary.	[removed]
4.10: Maintain and incorporate Gig Harbor's natural conditions in new residential developments.	▪ Edit and rephrase this goal for broader considerations.	CD-7 Maintain and incorporate local natural conditions into design.
4.10.1. Incorporate existing vegetation into new residential developments. Roads, lot layout and building sites in new residential developments should be designed to preserve high quality existing vegetation by clustering open space and native trees in order to protect not only the trees, but the micro-climates which support them.	▪ Edited for clarity	CD-7.1 Incorporate existing vegetation into new residential developments and encourage site designs that preserve high-quality vegetation currently on the site.
4.10.2. Preserve existing trees on single-family lots in lower-density residential developments. High quality native trees and understory should be retained where feasible.	▪ Edited and broadened to ensure that the policy will not impact the ability to provide for infill.	CD-7.2 Retain high-quality native trees and understory where feasible.
4.10.3. Incorporate new native vegetation plantings in higher-density residential developments. Ensure that the size of buffers and clustered open space are consistent with the scale of the development, especially where new higher-density developments are adjacent to existing lower- density developments.	▪ Separate out individual considerations in the policy.	CD-7.3 Encourage native vegetation plantings.

Previous Plan Content	Rationale for Change	Recommended Content
	Separate out individual considerations in the policy.	CD-7.4 Provide for buffers and clustered open spaces that are consistent with the scale of development and needs for screening.
4.10.4. Encourage property owners to preserve native forest communities and tree canopies.	Edited for clarity.	CD-7.5 Encourage property owners to preserve native forest communities and tree canopies and maintain the health of trees and vegetation on their land.
4.10.5. Include landscape buffers between new residential development and perimeter roads. Native nursery-stock and existing vegetation should be used to buffer residential development from perimeter roads. Buffers should be wide enough to effectively retain existing or support re-planting of native vegetation. The use of berms and swales along with landscaping can also adequately buffer residential developments from perimeter roads.	Removed for brevity. Duplicative with other policies and too prescriptive.	[removed]
4.10.6. Maximize opportunities for creating usable, attractive, well-integrated open space in new residential developments. Well organized outdoor open spaces can be created by the grouping and orientation of building sites. These open spaces provide buffering, preservation of natural areas and recreation opportunities. Open space which is integrated into residential projects can also provide for important hydrologic functions.	- Edited for clarity and brevity. - Broadened to discuss all developments.	CD-7.6 Maximize opportunities for creating usable, attractive, and well-integrated open space in new developments.
4.10.7. Respect existing topography and minimize visual impacts of site grading. Existing topography should be maintained while still providing usable yards and open space. Retaining walls, when necessary, should be terraced and enhanced and/or screened to minimize their visual impact.	Edited for clarity and brevity.	CD-7.7 Respect existing topography and minimize visual impacts of site grading.
4.11: Ensure new residential developments provide an interface between public and private activities.	Removed as duplicative with CD-2 and other policies.	[removed]
4.11.1. Provide pedestrian and non-motorized vehicle connections. Residential developments should provide pedestrian walkways and non-motorized vehicle trails which link all homes to adjacent properties and neighboring uses.	Removed as duplicative.	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.11.2 Provide vehicle connections between neighboring residential developments. Provide vehicular connections between new residential developments and, where feasible, connections between new and existing residential developments.	Removed as duplicative.	[removed]
4.11.3 Provide an appropriate number of visitor parking spaces in residential developments based on the intensity of the development.	Considered below in CD-8.	[removed]
4.11.4 Encourage alternatives to on-street parking. Aesthetics, safety and visual impacts should be considered in placement and size of parking areas.	Considered below in CD-8.	[removed]
4.12: Homes and residential developments should be designed to enhance existing characteristics of Gig Harbor.	Rephrased for clarity and focus.	CD-8 Residential developments should be designed to support and enhance local quality of life in Gig Harbor.
[new]	Drawn from 4.11.3 and 4 above.	CD-8.1 Provide for the parking necessary for residents and visitors while minimizing impacts to safety, aesthetics, and the environment.
4.12.1. The size of new residences and residential remodels should maintain a reasonable proportion of building to lot size to reflect the characteristic of existing neighborhoods. When residences cover more lot area than is normally seen in an existing area, they appear to be incompatible with the neighborhood.	Removed as this is duplicative with the next policy.	[removed]
4.12.2. With increased residential density, additional consideration should be given to lot orientation, building orientation and yard sizes. Varied lot configurations and building orientation can reduce repetition of the built forms along the streetscape. Lot widths should be selected to allow the best architecture for the housing type proposed.	- Edited to reframe this policy and consider broader elements. - Note that this will be relevant to increases in density allowed under this Comprehensive Plan.	CD-8.2 Consider changes to lot and building orientation, yard size, and setbacks in areas with increasing residential density to support existing character and maintain high quality in the local built environment.
4.13: Promote sustainable residential developments	Consolidated with above.	[removed]
4.13.1. Encourage sustainable land development and building practices in the construction of new residential development.	Minor edits.	CD-8.3 Encourage sustainable land development and building practices in new residential projects.

Previous Plan Content	Rationale for Change	Recommended Content
WATERFRONT DESIGN. Gig Harbor's waterfront is a vital aspect of the City's identity and possesses qualities which require special design consideration. While all other city-wide goals and policies for design should be applied to development of the harbor, additional and supporting criteria are necessary to preserve those qualities which are unique to the waterfront only.	▪ Remove header	[removed]
4.14: PRESERVE VISUAL POINTS OF INTEREST. Some of the more memorable and characteristic components of Gig Harbor are those items associated with and around the waterfront.	▪ Edited for brevity.	CD-9 Preserve views to the waterfront.
4.14.1. Identify visual points of interest and their point of reference from prominent public places and from individual parcels.	▪ Edited for clarity/brevity.	CD-9.1 Identify associated visual points of interest and their point of reference from prominent public places and from individual parcels.
4.14.2. Incorporate points of interest into building and landscape design	▪ Edited for clarity/brevity.	CD-9.2 Incorporate points of interest associated with waterfront views into building and landscape design.
a) Where possible, shift location of buildings to maintain points of interest from the street.	▪ Removed for brevity.	[removed]
b) Encourage designs which frame points of interest between architectural forms, e.g., archways, corridors, and building masses.	▪ Removed for brevity.	[removed]
c) Assure that landscaping complements points of interest without obscuring their view from prominent points of reference.	▪ Removed for brevity.	[removed]
4.15: Identify, preserve, and develop an appropriate waterfront architecture.	▪ Edited for clarity.	CD-10 Establish design standards for the waterfront to ensure compatible land uses, architecture, and neighborhood design.
4.15.1. Respect established waterfront architecture. Gig Harbor's waterfront architecture should reflect the following components of the waterfront area:	▪ Consolidated and summarized.	CD-10.1 Preserve historical structures along the waterfront related to the city's rich history in the fishing industry.
a) Historic structures in the Millville and Donkey Creek areas.	▪ Removed.	[removed]
b) Traditional fishing industry structures such as net sheds and boat houses.	▪ Consolidated.	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.15.2. Allow modern interpretations of historic structure designs.	▪ Edited for clarity.	CD-10.2 Encourage modern interpretations of historical building designs in new construction.
4.15.3. Limit mass and scale of new structures to historic forms and proportions.	▪ Edited for clarity	CD-10.3 Ensure compatibility in form and scale with historical structures and landmarks along the waterfront.
4.15.4. Limit building materials to those characteristic of Gig Harbor's historic structures.	▪ Softened to allow for broader interpretation.	CD-10.4 Encourage building materials that complement Gig Harbor's historical structures.
4.16: Develop the waterfront as a place of outdoor people activity.	▪ Edited for clarity.	CD-11 Develop the waterfront as a place of outdoor activity.
4.16.1. Encourage limited types of outdoor activities along the commercial waterfront zones including: a) Outdoor dining b) Entertainment activities c) Play areas for children d) Civic events and gatherings	▪ Edited for clarity. ▪ Consolidate list into the policy.	CD-11.1 Encourage outdoor activities along the commercial waterfront zones with outdoor dining locations, play areas, spaces for civic events, and other public spaces.
4.16.2. Develop the waterfront as a place for public art displays. This may require adoption of a public arts program.	▪ Remove second sentence – implementation not policy.	CD-11.2 Develop public art displays at the waterfront.
4.16.3. Provide for maximum comfort of outdoor space. a) Maximize sun exposure to avoid creating cold, unpleasant exterior areas. b) Provide covering from rain	▪ Broaden policy and revise wording.	CD-11.3 Design protective features to improve the comfort of outdoor public spaces and allow them to be used year-round.
4.16.4. Minimize asphalt coverage along waterfront. Standard parking requirements have prompted removal of structures characteristic of Gig Harbor's historical development and have encouraged bleak expanses of asphalt along the waterfront. To counter this trend consideration should be given to: (a) Revised parking standards for waterfront districts. (b) Development of off-site parking areas, public and private.	▪ Edited for clarity and brevity. ▪ Removed given CD-11.4. ▪ Removed given CD-11.4.	CD-11.4 Minimize asphalt coverage and hard surfaces along waterfront, especially with respect to parking. [removed] [removed]

Previous Plan Content	Rationale for Change	Recommended Content
(c) Use of aesthetically pleasing paving materials including colored, textured or grass-block pavers.	Expanded to individual	CD-11.5 Use treatments and materials such as colored, textured or grass-block pavers to break up hard surfaces along the waterfront.
[new]	Consideration split from 4.16.4.	CD-11.6 Encourage human-scale development with ground-level uses and designs that complement the streetscape.

HISTORIC DEVELOPMENT AND DESIGN. Gig Harbor is typically referred to as an historic fishing village which began in the mid 1800's when two Slavonian and one Portuguese fishermen rowed into the Harbor for shelter. Their arrival prompted others to follow and fishing became an important industry to the harbor area. Fishing continues to be an important aspect of the local culture. However, Gig Harbor's beginnings were based upon other industries as well, including boat building and saw milling.

These occurred almost simultaneously and resulted in the platting of two towns - the original townsite of Gig Harbor at the head of the bay and the Town of Millville in the area of Dorotich Street and Harborview Drive. As these areas developed structures were built to accommodate both the housing and social needs of the community. These included churches, hotels, and schools and also small cabins to shelter the influx of workers into the area.

Few structures built during this initial period stand today. However, many of the historic structures which remain around the bay can be traced to a relatively early period of Gig Harbor's development and serve to remind today's residents of the people and events responsible for shaping the Gig Harbor community.

While a number of historic structures in the harbor area retain their original form and appearance, many have been altered by recent renovations and additions. Moreover, structures which have not been individually modified have nonetheless been impacted by the incongruous development styles and forms of the past several decades. The impacts of these changes on Gig Harbor's historic areas have raised the concerns of many Gig Harbor area residents who are concerned that the "small village" atmosphere of Gig Harbor is being eroded by a myriad of architectural styles and forms now evident on almost every street in Gig Harbor's historic areas.

The effect of modern development on Gig Harbor's historic areas is significant and raises doubts as to whether or not there remains sufficient historic fabric to justify the designation of a historic district. Yet despite modern development's impact on the historic

- This is not needed in a set of policies and should be included in the description in the front of the element. [removed]

Previous Plan Content	Rationale for Change	Recommended Content
integrity of the area, there are still a number of structures which individually are of historical significance or which collectively contribute to the historic flavor of the area.		
4.17: To preserve the integrity of those structures which individually possess important historical, architectural, and/or cultural significance. Some structures standing alone would have important historical value to the community and should be carefully preserved as close to their original form as possible.	▪ Edited for clarity and brevity.	CD-12 Preserve structures with important historical, architectural, and/or cultural significance.
4.17.1. Encourage retention and adaptive reuse of older buildings with the following types of incentives:	▪ Edited for brevity. ▪ Removed list from this policy and included some elements as separate policies.	CD-12.1 Encourage retention and adaptive reuse of older buildings with development incentives.
(a) Zoning incentives, e.g., setback and height standards which allow for restoration/renovation or expansion of existing structures.	▪ Covered under CD-12.1.	[removed]
(b) Financial incentives such as low interest loans, tax credits or grant monies which may become available to the City for historic preservation.	▪ Revised as individual policy. ▪ Note “historic” versus “historical”.	CD-12.2 Provide financial incentives such as low-interest loans, tax credits or grants for historical preservation.
(c) Design assistance including suggestions on how to expand living space without compromising the design of the original structure	▪ Consolidate with (d).	CD-12.3 Provide design assistance and resources to support historical preservation and restoration projects.
(d) Resource information including in-house library with historic preservation/restoration publications and information.	▪ Consolidated above.	[removed]
4.17.2. Recognize outstanding preservation efforts through an awards or plaque program.	▪ Edited for clarity/brevity.	CD-12.4 Recognize outstanding preservation efforts through public awareness programs.
4.18: TO PRESERVE THE CHARACTER OF THOSE SITES OR DISTRICTS WHICH REFLECT THE STYLE OF GIG HARBOR'S HISTORICAL DEVELOPMENT.	▪ Revised – why are people shouting?	CD-13 Preserve neighborhood character in areas that include building styles reflective of historical development.
4.18.1. Identify and establish an Historic Conservation Area. The purpose of the conservation area is to preserve the historic or "village-like" character of an area despite alterations which may have compromised the historic integrity of the area.	▪ Edited for brevity/clarity.	CD-13.1 Establish a Historic Conservation Area to encourage local preservation and maintain the character of historical areas of the city.

Previous Plan Content	Rationale for Change	Recommended Content
4.18.2. Develop guidelines which promote compatible development within designated areas. Guidelines should specify building forms, styles, and motifs appropriate for Gig Harbor's historic areas.	▪ Remove as this is covered under CD-6.	[removed]
4.18.3. Provide design assistance for restoration, renovation or expansion of historic structures. Many owners of historic structures are anxious to maintain the integrity of their buildings but are often unsure how to bring the structure up to modern living standards without compromising the integrity of the structures original design.	▪ Edit for brevity.	CD-13.2 Provide design assistance for restoration, renovation or expansion of historic structures.
4.18.4. Determine appropriate procedures for design review which may include one or a combination of the following: (a) Establishment of an Historic District Commission (b) City Staff review and/or recommendation (c) Mandatory review of commercial and multi-family housing projects and optional review of single family development.	▪ Consolidate this and remove options related to providing design review or different processes.	CD-13.3 Incorporate considerations of historical preservation and reuse into administrative design review processes.
4.18.5. Review impacts of all City projects on existing historical structures or neighborhoods. Plans for street or infrastructure improvements can be at odds with the established character of historic areas. These should be reviewed carefully.	▪ This policy has been realigned to focus specifically on the outcomes.	CD-13.4 Minimize impacts of city projects on the integrity and use of historical structures and neighborhoods.
4.19: TO ASSURE CONSISTENCY BETWEEN ZONING REGULATIONS AND HISTORIC PRESERVATION OBJECTIVES. The historic areas of Gig Harbor are typified by small lots with modest sized houses built near the road. This pattern placed many front porches near the sidewalk, thus emphasizing the communal aspect of the neighborhood. Maintaining this pattern is possible only when zoning codes allow similar types of development.	▪ Edited for brevity	CD-14 Consider historical preservation and reuse in the development of zoning regulations.

Previous Plan Content	Rationale for Change	Recommended Content
4.19.1. Adopt setback standards which reflect historic development patterns. E.g., allow reduced front yard setbacks when a front porch is incorporated into the design of the structure.	▪ Edited for brevity	CD-14.1 Adopt setback standards which reflect historic development patterns.
4.19.2. Review minimum lot size standards and impervious coverage requirements to allow housing clusters consistent with historic densities.	▪ Edited for focus and brevity.	CD-14.2 Allow housing clusters consistent with historical densities.
4.19.3. Consider standards which encourage building forms consistent with historic designs, e.g., massing, roof styles and scale.	▪ Edited for focus and brevity.	CD-14.3 Encourage building forms, designs, and materials that are consistent with historical buildings.
4.20: TO RETAIN VITALITY OF HISTORIC BUSINESS DISTRICTS	▪ Removed and consolidated into CD-14 above.	[removed]
4.20.1. Define and retain "small town" characteristics of historic business districts. Such characteristics may include setbacks, lot coverage, street orientation, pedestrian amenities, aesthetic qualities, etc.	▪ Not relevant to goal	CD-14.4 Retain desirable design characteristics of historical districts.
4.20.2. Develop downtown parking standards. Standards should address downtown parking needs while avoiding asphalt encroachment into historic business areas.	▪ Edited for brevity	CD-14.5 Provide parking design standards to address needs while avoiding significant aesthetic and environmental impacts.
4.20.3. Explore benefits of facade improvement program.	▪ This may not be viable, but this has been retained.	CD-14.6. Explore the use of facade and/or streetscape improvement programs.
a) Develop design criteria which will guide facade renovations	▪ Removed as not necessary.	[removed]
b) Provide financial incentives to comply with program objectives, e.g., low interest loans or grants.	▪ Removed as not necessary.	[removed]
4.20.4. Develop marketing plan for downtown areas. Promote the downtown's historic qualities and encourage business and property owners to preserve and develop these qualities in order to maintain the economic vitality of the downtown.	▪ This should be consolidated in the Economic Development Element.	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
LANDSCAPE DESIGN. One of the most prominent natural features in Gig Harbor is the harbor itself. However, the harbor setting is further enhanced by its lush array of trees, flowers and ground covers. These should be preserved and incorporated into urban-type development if Gig Harbor is to retain its natural beauty.	▪ Heading removed.	[removed]
4.21: PRESERVE THE NATURAL AMBIANCE OF THE HARBOR AREA.	▪ This is duplicative with other goals/policies and should be removed.	[removed]
4.21.1. Incorporate existing vegetation into site plan. As much as possible, site plans should be designed to protect existing vegetation. Such efforts should include the following:	▪ Removed as duplicative.	[removed]
(a) Cluster open space in order to protect not only trees, but the micro-climates which protect them. To be effective, a single cluster should be no less than 25% of the site area.	▪ Removed as duplicative.	[removed]
(b) Identify areas of disturbance prior to site plan approval. Too many good intentions turn sour because of incorrect assumptions on the location of proposed development in relation to property lines and existing tree stands. This can be avoided by surveying the property and locating areas proposed for clearing before a site plan or subdivision is approved.	▪ Removed as duplicative.	[removed]
(c) Install protective barricades prior to clearing and grading. Even the best intentions by the land developer to preserve natural vegetation can be undermined by careless equipment operators who might indiscriminately clear an area intended to be preserved.	▪ Removed as duplicative.	[removed]
(d) Increase restrictions on vegetation removal after construction.	▪ Removed as duplicative.	[removed]
4.22: ENHANCE THE BUILT ENVIRONMENT WITH FORMAL LANDSCAPING AND CONSISTENT STREET FURNISHINGS. Formal landscaping provides a pleasing transition between the natural setting and the built environment and between wall surfaces and pavements.	▪ Removed as duplicative.	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.22.1. Maintain current standards which define landscape requirements for parking areas.	▪ Removed as duplicative.	[removed]
4.22.2. Define pedestrian spaces with planting areas and overhead tree canopies.	▪ Removed as duplicative.	[removed]
4.23: CONTROL VEGETATION TO PRESERVE SIGNIFICANT VIEWS. Vegetation should be retained as an important element in the harbor setting but efforts to retain vegetation should be balanced with the more general of preserving the entire harbor setting including views of the water and distant vistas.	▪ These policies are duplicative with CD-3 and CD-7 and should be removed.	[removed]
4.23.1. Retain significant vegetation. Identify vegetation that can be removed while retaining Gig Harbor's characteristic vegetation.		[removed]
a) Selectively thin larger tree stands which, over time, have closed off significant views. Limit thinning so as to maintain an appropriate balance of timber and a continuous canopy.		[removed]
b) Consider ways to trim up existing trees to preserve views while maintaining a healthy balance between the crown and trunk of the tree.		[removed]
c) Avoid topping or other trimming activities which alter the natural symmetry of a tree.		[removed]
d) Require that consideration be given to changes in micro-climates as one or more removed trees exposes retained nearby.		[removed]
4.23.2. Allow trees to be a part of the view. Panoramic views, when they occur, are not necessarily void of trees, even in the foreground.		[removed]
a) Limited numbers of trees should not be considered an obstruction to a view.		[removed]
b) Recognize that every tree impacts someone's view to one degree or another.		[removed]
c) Recognize that removal of trees to provide a view alters the view that everyone hopes to get.		[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.24: PRESERVE SIGNIFICANT VEGETATION WHILE MAINTAINING SIGNIFICANT VIEWS.	These policies are also duplicative with CD-3 and CD-7 (and with 4.23!) and should be removed.	[removed]
4.24.1. Differentiate between view lots and potential view lots. It is not the policy of the City to encourage or facilitate tree removal to create view lots. Reasonable efforts should be given to maintaining existing views, recognizing that views may be impacted by the eventual growth of trees or by development activities. These are natural or normal occurrences and are to be expected.		[removed]
4.24.2. Control clearing activities. Develop standards for clearing large parcels which includes appropriate timing of clearing and the amount of clearing to be done at any one time.		[removed]
SIGNAGE & ILLUMINATION. Signs have become one of the more visual components of modern urban landscapes and are of primary concern to business owners. Clear and effective signage is essential to the successful operation of businesses and can facilitate vehicular and pedestrian activities. However, signage can also be the greatest contributor to visual clutter and blight. Large, garish signs designed as "attention getters" are neither necessary nor desirable in Gig Harbor's small town setting. With care, signs can serve to both effectively identify businesses and also provide a positive contribution to the City's visual quality.		[removed]
4.25: POSITION SIGNS TO FIT WITHIN FEATURES OF THE FACADE	These goals/policies should be removed and incorporated into the sign code. These policies are not necessary!	[removed]
4.25.1. Avoid covering architectural details. Signs should not cover or obscure important architectural details of the building; they should appear to be a secondary and complimentary feature of the building facade.		

Previous Plan Content	Rationale for Change	Recommended Content
4.25.2. Incorporate sign space into building design. Wall signs should be located within architectural sign bands or other blank spaces which visually frame the sign. Many historical buildings were designed to accommodate signage in the parapet. This should be a prime consideration when designing new commercial buildings also.		[removed]
4.25.3. Consider projecting signs when there is limited wall space. Projecting signs can provide an attractive alternative to wall signs where wall signs might hide or over-power architectural details. Projecting signs are particularly effective in pedestrian environments such as the downtown area.		[removed]
4.26: KEEP SIGNAGE AS A SUBORDINATE ELEMENT IN BUILDING DESIGNS.	▪ These goals/policies should be removed and incorporated into the sign code. These policies are not necessary!	[removed]
4.26.1. Minimize sign area in facade design. Avoid expansive blank walls oriented to the public's view. These take on the character of large billboards when used for signage.		[removed]
4.26.2. Avoid using signage as a dominant architectural statement. Building designs should not depend on signage for interest or completion of design. Signage should compliment the building's design without being overpowering. For example, many service station canopies, while functional for weather protection, have the visual appearance of a free standing sign; Many warehouse and "super store" structures would be little more than a concrete box without their signs. Consider the following two-fold test: (1) would the structure which supports the sign appear unfinished or void of architectural interest if the signs and logo panels were removed; and (2) will the proposed signage appreciably alter the character of the building it is applied to?		[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.26.3. Encourage sign designs which reflect the building style or period. Some types of signs are out of character with building styles or designs. For example, internally illuminated signs are often out of character with the older or historic structures in the downtown area. Wooden painted or sandblasted signs with an external light source may be more appropriate in this location.		[removed]
a) Provide incentives for use of sandblasted signs, e.g., increased sign area allowance.		[removed]
b) Consider dis-incentives for internally illuminated signs in the downtown area, e.g, decreased sign area allowance.		[removed]
c) Limit allowed materials for awnings in the downtown area to traditional fabrics and designs. Covers with a shiny look of plastic or vinyl should be avoided.		[removed]
4.26.4. Include corporate or logo panels into signage area calculations. Many businesses apply steel, lexan, or similar panels with corporate colors or logos onto their building as part of their business identification. Excessive use of these panels can make them a dominant architectural feature and should be avoided.		[removed]
a) Include the area of corporate or logo panels into signage area calculation.		[removed]
b) Prohibit illumination of corporate or logo panels except for the text or symbol within the panels.		[removed]
4.27: AVOID FLAMBOYANCY IN SIGNAGE DESIGN. Signs needn't be excessively flashy or luminous to be effective, readable or visually appealing.	▪ These goals/policies should be removed and incorporated into the sign code. These policies are not necessary!	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.27.1. Keep internally illuminated signs subdued. Illumination of signs should be limited to the text of the sign only. Individual pan-channel letters with a plastic face or individual cut-out letters (i.e., letters routed out of the face of an opaque sign face and cabinet) are preferred. Reversed pan-channel letters with an internal light source reflecting off of the building face may also be used for "halo" or "silhouette" lighting.		[removed]
4.27.2. Maintain traditional designs of awnings. Awnings have become a popular sign alternative, but their use and design have gone far beyond an awning's traditional application, resulting in trendy designs applied haphazardly to buildings and sign posts.		[removed]
a) Limit the area of awnings to be used for signage to no more than 20% of the awning face.		[removed]
b) Prohibit use of back-lit awnings except for sign text. Allow back-lit translucent materials on sign letters only.		[removed]
c) Allow awnings in traditional locations only, e.g., above doors, windows, and walkways. Awnings should not obscure architectural details or be the dominant architectural feature.		[removed]
4.28: COORDINATE SIGN DESIGNS ON MULTI-TENANT BUILDINGS. Variety in sign designs can be exciting and visually pleasing, but too many types and styles of signs in a single project can be a disruptive element in an otherwise unified site design.	▪ These goals/policies should be removed and incorporated into the sign code. These policies are not necessary!	[removed]
4.28.1. Design signs to compliment the building's architecture. Signs should be sensitive to the building's design, both in terms of color and style. This is particularly important on Gig Harbor's historic structures in the downtown area.		[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.28.2. Develop master sign plans for multi-tenant buildings. Buildings or commercial projects with more than one tenant should have a master sign plan which identifies the type and size of sign each tenant space is allowed. A sign plan can specify design elements common to each sign such as materials, background colors or letter styles, each of which will serve to unify the site design		[removed]
4.28.3. Coordinate free standing signs with building design. Free standing signs should be designed to complement the style of the building or project to which they apply, using similar materials, colors, etc.		[removed]
4.29: MINIMIZE SIGN AREA BY ENCOURAGING EFFECTIVE SIGNAGE AS OPPOSED TO LARGE SIGNS	▪ These goals/policies should be removed and incorporated into the sign code. These policies are not necessary!	[removed]
4.29.1. Encourage use of descriptive names for businesses. It is best for the nature of a business to be identified by at least the second or third word in a business name. For example, it is clear from the name Tide's Tavern what the nature of the business is, but it is not so clear what one might find in a store called Once Upon a Time. It may be children's books or it may be antiques.		[removed]
4.29.2. Avoid excessive lines of sign text. A single line of legible sign text can convey more information at a glance than several lines of multiple messages. Limit single signs to no more than three messages or business names.		[removed]
4.30: RESTRICT USE OF OFF-PREMISE SIGNAGE. The uncontrolled proliferation of off-premise signs can result in a garish and cluttered cityscape. Off premise signs should be restricted to those businesses that cannot be adequately identified with on-premise signage.	▪ These goals/policies should be removed and incorporated into the sign code. These policies are not necessary!	[removed]

Previous Plan Content	Rationale for Change	Recommended Content
4.30.1. Encourage use of directory signs to business areas. Some business areas (e.g., the Head of the Bay area) are not readily found by visitors or new- comers to Gig Harbor and may require off-premise directory signage.		[removed]
4.30.2. Avoid signs designed for distant viewing. Business signs should be oriented to the street on which the business is located. Off-premise signs for specific businesses should be located on the street or intersection on which the business is located. Off-premise signs for business areas should be restricted to primary routes leading to the identified business area.		[removed]

From: [Miriam Battson](#)
To: [Michelle Thomas](#)
Cc: [Jeff Wilson](#); [Robin Bolster-Grant](#)
Subject: Planning Commission meeting thoughts on Economic Development
Date: Friday, August 16, 2024 11:02:01 AM
Attachments: [image001.png](#)

Dear Commissioners and City Staff,

Thank you for your passion for this community and the economic vitality of our area. It is a passion that we also share. Having attended your commission meeting online it's encouraging to hear your thoughtfulness to Economic Development in Gig Harbor. There are some points that you brought up last night that we can shed some light on. Our comments I'm certain are only a piece of the equation however we are here to add to the conversation whenever you have questions.

Here is our take on a few of the discussion points from last night's meeting, sorry for the long email.

Economic Development Section 7

Workforce Development - This is an area that Tacoma Community College – Gig Harbor Campus, Chamber and Alliance have been working on in collaboration with other organizations like Pierce County Economic Development (PC EDC) (Betty Capestany & Sara Garner are our contacts) and SCORE who meets in our office with clients on Wednesdays. Should work force development be on the shoulders of the city? Possibly not directly, however an encouraging environment for hosting training events, codes that indicate that yes this is important, could in the future be helpful should an incubator/co-working space with training room be designed. By removing the words of workforce development does that have any impact on the TCC campus here in our community ?

Home based businesses - To clarify the types of individuals/home-based businesses who work from home, that we see on a regular basis, these are: travel agents, personal care products, makers (think Local Makers), childcare, website developers, marketers, coaches, bookkeepers, accountants, etc. These are business owners within our community who could utilize coworking spaces to hold meetings, zoom calls during the summer when the house might be full of rowdy kids living their best noisy lives, and individuals who want to collaborate with other remote workers. Co-working spaces could also be a place in addition to resources like the school district and TCC where educational classes are held.

When we have worked with the PC EDC, a primary focus of their incubator work is on minority businesses. There have been several Gig Harbor businesses who have taken their programs that they offer in Tacoma. The EDC is a Pierce County service and not a membership-based organization. There is also the Economic Development Board located in Tacoma works closely with the PC EDC and local/regional organizations. We have collaborated with both organizations when they had business opportunities for relocation and we were promoting Latitude 47.

I think the question of "What businesses do you want in the community?" Is an excellent question to pose in the Gig Harbor Positive Town Talk group on Facebook. If you read through the comments on a recent post by Gig Harbor Now on their article regarding the

openings of the BECU and the Commencement Banks, BECU is being praised for their location selection (which includes a community meeting space). The location selection of Commencement Bank (following the beloved Harbor General Store closure) comments is typical to what you hear in the community for the sentiment of what should be downtown. I would encourage you to cruise through those comments.

Advisory Economic Development Commission – The Gig Harbor Chamber of Commerce and the board of directors welcomes taking part in an advisory commission and I have started thinking through some successful businesses in the 3 business districts who I'm sure would be willing to help serve on this commission if asked. Having continuity throughout the 3 districts would help tie each area together.

Business Mentoring – There are several things happening in this area. 1) Post pandemic SCORE has returned to our office working with individuals on Wednesdays. 2) Our Economic Development Committee has been offering a business education series for entrepreneurs that offers a mentoring option the week following the class. These classes are open to all businesses within the greater Gig Harbor area. 3) The Alliance has an education committee that offers periodic training within their district. 4) The Chamber is in the process of building a mentoring program that will partner with the City, Alliance, and Gig Harbor Rotary. As a result of a meeting with Carl DeSimas (prior to his departure), Katrina Knutson, Carrienne Ekberg (Alliance) and myself, we identified and discussed a need that was arising from BAM meetings. Individuals with business ideas were/are coming for BAM meetings not fully prepared with a business plan, funding, etc. This mentoring program will be in place by the end of the year.

Co-Working/Incubator facility – This would be a helpful location for current businesses as described above as well as a potential location if we are able to fill a Pierce County EDC incubator class with entrepreneurs from this side of the bridge. Having spoken with them, they are willing to work with us if we can fill their program should the volume warrant. This facility could be a private/public partnership and there are a couple groups looking for space at this time, using the approach of [VIBE Coworks](#) (Poulsbo area).

Travel partners – Visit Gig Harbor (our tourism department) is monitoring the travel data of our visitors and marketing into those key areas of interest points. We are also working with travel bloggers and other DMO's bringing these writers to our community. It is a multi-prong approach to marketing Gig Harbor as a tourist destination. The Visitor/Relocation guide (PROFILE magazine) is specifically set up so that the tourist information starts out the magazine followed by the relocation details in the back.

Regarding the monitoring of economic development trends, are you aware of this page on our website <https://www.gigharborchamber.net/gig-harbor-statistics>? We have been monitoring this area for a few years now and you may find this information helpful. We do have some comparison information for the Gig Harbor area vs. the whole of Pierce county. Additionally, the PC EDC does put out periodic reports that are interesting for trends, however they don't always apply to this side of the bridge.

Programs that help businesses – There are several state and regional programs available to small businesses. One that we are hoping entrepreneurs lean into is the childcare programs that the Association of Washington Business Institute has identified. They along with WA Retail Association, Department of Commerce, SBA, and WSBDC offer many

education and support opportunities for our businesses.

Permitting – Thank you for the work city commissions, council, and staff have done to help streamline this process. The BAM meetings have been very helpful for businesses as it has helped them identify holes they should address before moving forward with their projects.

Comparison city idea – Bainbridge Island is also a gateway city to the peninsula. We have been discussing a similarity from a tourism perspective with their Tourism director. We are planning to lean into this during FIFA World Cup in 2026.

All the best,

Miriam Battson

President/CEO

Gig Harbor Chamber of Commerce

3125 Judson St - PO Box 102 - Gig Harbor, WA 98335

253-851-6865



From: [Julie Martin](#)
To: [Michelle Thomas](#)
Subject: Community Development Element Comments
Date: Tuesday, August 20, 2024 2:03:36 PM

I would like to see a goal/policy that develops new designs for the waterfront area for consideration. I am understanding the proposed goals/policies would keep things the same. I think that the city can keep view corridors, limit height restrictions while supporting a master design plan for the next 20 years and meeting the needs and desires of our current community and future business and residential needs.

Specific questions/input

CD-1.7 What is meant by "outdoor vending"

CD-4.1 Does the City have influence on freeway exposure?

CD-6 Is this too limiting to meeting the requirements of the GMA?

CD-7.1 What is "high quality vegetation" ?

CD-12.2 How does the City facilitate low interest loans?

CD-13 Can this be done and encourage new designs?

From: [Jami Hoffman-Perron](#)
To: [Robin Bolster-Grant](#); [Michelle Thomas](#)
Subject: FW: GH Comprehensive Plan - Economic Development
Date: Tuesday, August 20, 2024 1:55:41 PM

Julie Martin replied to me since I was the one that sent it out. So forwarding to you both. See below...

Jami Hoffman-Perron | Community Development Assistant
3510 Grandview Street • Gig Harbor, WA 98335
253-851-6170 | 253-530-7075 (direct) | www.gigharborwa.gov

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From: Julie Martin <juliemartin7199@gmail.com>
Sent: Tuesday, August 20, 2024 1:21 PM
To: Jami Hoffman-Perron <jHoffman-Perron@gigharborwa.gov>
Subject: Re: GH Comprehensive Plan - Economic Development

I recommend that we do not add the current economic statement, since this appears to not be in alignment of the state mandate, but reframe the City's goals vision please.
We should encourage and seek out businesses that fit with our community and drive economic prosperity inclusion.
(or something to that effect)
Thank you

On Fri, Aug 16, 2024 at 5:02 PM Jami Hoffman-Perron <jHoffman-Perron@gigharborwa.gov> wrote:

Dear Commissioner,

Here is the current draft of the Economic Development section with the introduction included.

Thank you,

Jami Hoffman-Perron | Community Development Assistant
3510 Grandview Street • Gig Harbor, WA 98335
253-851-6170 | 253-530-7075 (direct) | www.gigharborwa.gov

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7 Economic Development

7.1 Building a Stronger Future for Gig Harbor

7.1.1 Overview

Economic development is a cornerstone of Gig Harbor's vision for a vibrant, sustainable future. The Economic Development Element of the Comprehensive Plan outlines a strategic framework designed to enhance the city's economic vitality while preserving the unique character and quality of life that define Gig Harbor. This element is aligned with the goals of the GMA and is intended to encourage economic growth in a way that benefits all community members.

Historically rooted in resource extraction industries, Gig Harbor's economy has evolved over recent decades, transitioning towards a more diversified local service economy characterized by retail, healthcare, and specialty businesses. As the city continues to grow, the Comprehensive Plan aims to attract appropriate employment opportunities that reduce transportation impacts and support localized job creation, thereby strengthening the local economy and ensuring long-term prosperity for all residents.

Commented [L1]: From Berk

Listening to Our Community

In May 2023, we engaged with our community through six focus group conversations to understand their perspectives and priorities for economic development. These discussions revealed several key challenges and opportunities:

- **Durability of retail:** Supporting our retail sector, particularly in tourist areas and along the waterfront, to address storefront turnover and business failures.
- **Vacancy and obsolescence of building stock:** Upgrading our older buildings to meet evolving demands and user expectations.
- **Barriers to reinvestment:** Streamlining redevelopment processes and reducing costs to encourage investment in our community.
- **Interconnection of business districts:** Fostering collaboration and distinct identities among our Uptown, Downtown, and North Gig Harbor business districts.
- **Local employment:** Creating more lucrative job opportunities in Gig Harbor to reduce commuting and enhance our local economy.
- **Transition to infill:** Embracing redevelopment and intensification within our existing landscape to accommodate growth.
- **Regional collaboration:** Building partnerships with local agencies to drive regional economic growth and advocacy.
- **Location of urban density:** Managing increased intensity in our centers of local importance to ensure a sustainable and effective local economy.

Commented [L2]: I haven't seen this word applied in this way before.

Commented [L3]: So, why not use the word density?

Commented [L4]: I tweaked these and relocated them

7.1.2 City Vision

Derived from the focus groups and other means of input, the City's most recent vision for economic development in Gig Harbor reads as follows:

Gig Harbor prioritizes the establishment and success of local small businesses by increasing walkability and lessening dependence on cars in the downtown. Gig Harbor makes use of underutilized commercial space by providing incentives for small local businesses to fill those spaces.

Commented [L5]: Still wonder where this came from. I think this vision is not comprehensive enough and does not capture where we could be 20 years in the future. Also, shouldn't this be at the very beginning of this element?

7.2 Local Context

Gig Harbor's economy has experienced significant growth and changes over the past two decades. Understanding the local context is essential to developing effective economic development strategies.

Commented [L6]: Starting here through 7.2.4 are my changes.

Economic Development Overview

Gig Harbor's economy is characterized by a diverse mix of industries, including:

- A strong presence of small businesses and entrepreneurs
- A growing healthcare and social services sector
- A significant retail and tourism industry
- A mix of light industrial and manufacturing businesses

Key Trends and Statistics

- Gig Harbor's population has grown from approximately 7,000 in 2000 to over 10,000 in 2023 (Exhibit 7.1 in Appendix).
- The city's economy has diversified, with a decrease in reliance on traditional industries like manufacturing, and an increase in services and healthcare.
- Gig Harbor has seen a significant increase in new businesses and startups, particularly in the downtown area.

Commented [L7]: Going forward, could add an exhibit number from the appendix associated with the relevant text.

Commented [L8]: Here is an example

7.2.1 Employment Trends

- The city's employment base has grown, with a total of over 14,000 jobs in 2023.
- The largest employment sectors are:
 - Healthcare and social services (23%)
 - Retail trade (20%)
 - Accommodation and food services (15%)
 - Professional and business services (12%)
- The city has seen growth in higher-paying jobs, particularly in the healthcare and professional services sectors.

Where Do Gig Harbor Residents Work?

- Most Gig Harbor residents do not work in our city. According to the Bureau of Labor Statistics, the top employers in our area are:
 1. Retail stores
 2. Healthcare and social services
 3. Restaurants and accommodations

However, many residents commute to jobs outside Gig Harbor, with 61.6% working elsewhere in Pierce County or beyond. This means that while we have jobs in Gig Harbor, many are filled by people who don't live here.

Why Does This Matter?

Our commuting patterns affect traffic on roads like SR 16 and highway interchanges. By attracting more jobs that match our residents' skills, we can reduce traffic and create a stronger local economy with more tax revenue.

7.2.2 Comparative Analysis

Understanding how Gig Harbor compares to neighboring cities and Pierce County is essential to assessing its economic position and competitiveness.

Regional Employment Landscape

Gig Harbor's employment distribution, growth, and jobs-to-population ratios are compared to those of neighboring cities, including Tacoma, Lakewood, Fife, and University Place, as well as Pierce County as a whole.

Key Findings

- Gig Harbor has a higher percentage of employment in the healthcare and social services sector compared to neighboring cities.
- The city's employment growth rate is slower compared to Tacoma and Lakewood, but faster than Fife and University Place.
- Gig Harbor's jobs-to-population ratio is lower compared to Tacoma and Lakewood, indicating a potential need for more employment opportunities.

7.2.3 Buildable Lands Assessment

Gig Harbor's buildable lands assessment evaluates the city's capacity for future employment growth and development.

Employment Targets and Capacity

- The city's estimated 2020 employment was 12,855 jobs, with a target growth of 2,747 jobs by 2044.
- The total employment capacity under the current land use concept is estimated at 3,192 jobs, allocated across various zones.

Zone-Specific Capacity

- The Downtown Business (DB) zone has the highest employment capacity, with 1,063 jobs.
- The Business Park (PCD-BP) zone has the second-highest capacity, with 613 jobs.
- Other zones, such as the Waterfront (WC) and Residential (R-1, R-2, R-3) zones, have lower employment capacities.

7.3 Goals and Policies

► EC-1 Increase local employment opportunities through workforce development and business attraction, retention, and expansion strategies.

EC-1.1 Ensure sufficient development capacity and infrastructure to support 15,602 jobs by 2044.

EC-1.2 Marketing and Attraction

"Develop and implement a comprehensive marketing strategy to attract new businesses, support local businesses, and promote Gig Harbor's economic opportunities in coordination with Pierce County, public agencies, and local stakeholders."

EC-1.3 Developing Gig Harbor's Economy and Workforce

"Foster a thriving local economy that supports the well-being of our community, with a focus on creating quality job opportunities for residents. Collaborate with local educational institutions, organizations, and Pierce County to develop a skilled workforce that meets the needs of local employers and supports the city's economic growth."

EC-1.4 Encourage reductions in commuting across the Tacoma Narrows Bridge through expansion of local employment and support for employees working at home.

Commented [L9]: My attempt at combining the original goals numbered 1.2, 1.4, 1.5 and 2.6

► EC-2 Encourage local commercial and industrial development to meet expected demand from businesses, address underutilized sites, and build a sustainable tax base.

EC-2.1 Develop and maintain a commercial and industrial site inventory that identifies major sites that could accommodate local employment opportunities and indicates potential infrastructure limitations that would impact their use.

EC-2.2 Coordinate efforts to provide sufficient supporting infrastructure to sites that could accommodate additional employment, with a priority on sites that provide significant public benefits.

EC-2.3 Coordinate with local economic development organizations to market available sites for use by businesses looking to expand or to relocate to Gig Harbor.

EC-2.4 Ensure extensions of public services for commercial and industrial activities within the urban growth area are contingent on agreements to accept annexation.

EC-2.5 Encourage the reuse of older buildings and infill commercial development to revitalize older commercial and business districts within the city. Help structure local marketing efforts, physical improvements programs, parking and building improvements and special management organizations.

► EC-3 Encourage and support local business development.

EC-3.1 Coordinate local business development programs, particularly for small start-up business concerns which may be owned by or employ local residents.

EC-3.2 Promote small business financing and management assistance and training programs to support local businesses.

EC-3.3 Identify incubator facilities which may be used for small business start-ups, such as older structures which may be reused for business purposes.

EC-3.4 Support local groups to develop improvement districts and other programs that can help revitalize and support city businesses.

EC-3.5 Monitor local and regional trends in relevant markets and provide information and support responsive to these trends.

EC-3.6 Recognize the importance of home-based businesses in the city through guidelines, standards, and support for home occupation uses that can protect neighbors from nuisances while supporting local business activity.

EC-3.7 Coordinate efficient and timely permitting and licensing processes, with additional support provided for small businesses.

EC-3.8 Integrate considerations for small businesses into neighborhood planning, especially with respect to retail and service offerings for local residents.

Appendix

7.1.3 State Requirements

The State Growth Management Act identifies economic development as a planning goal under RCW 36.70A.020(5), which reads:

Economic development. Encourage economic development throughout the state that is consistent with adopted comprehensive plans, promote economic opportunity for all citizens of this state, especially for unemployed and for disadvantaged persons, promote the retention and expansion of existing businesses and recruitment of new businesses, recognize regional differences impacting economic development opportunities, and encourage growth in areas experiencing insufficient economic growth, all within the capacities of the state's natural resources, public services, and public facilities.

RCW 36.70A.070(7): An economic development element establishing local goals, policies, objectives, and provisions for economic growth and vitality and a high quality of life.

Commented [L10]: This should be placed in an appendix

7.1.4 County Requirements

The Countywide Planning Policies for Pierce County adopted in May of 2022 identify several goals and policies specifically for economic development. The major economic development

- EC-1** Jurisdictions will work to achieve a prospering and sustainable regional economy by supporting business and job creation, investing in all people, sustaining environmental quality, and creating great central places, diverse communities, and high quality of life. This will involve assuring consistency between economic development plans and policies and adopted comprehensive plans.
- EC-2** Promote diverse economic opportunities for all citizens of the County, especially the unemployed, disadvantaged persons, minorities and small businesses.
- EC-3** Plan for sufficient growth and development balancing fiscal/economic costs and benefits derived from different land uses.
- EC-4** Work to strengthen existing businesses and industries and to add to the diversity of economic opportunity and employment.
- EC-5** Provide both the private sector and the public sector with information necessary to support and promote economic development.

Commented [L11]: Two thoughts:
1) This should also be placed in an appendix
2) I realize the bullets are mirroring what is in the CPP, but they are also the exact same style as those used for the goals. If it confused me, it will confuse others.

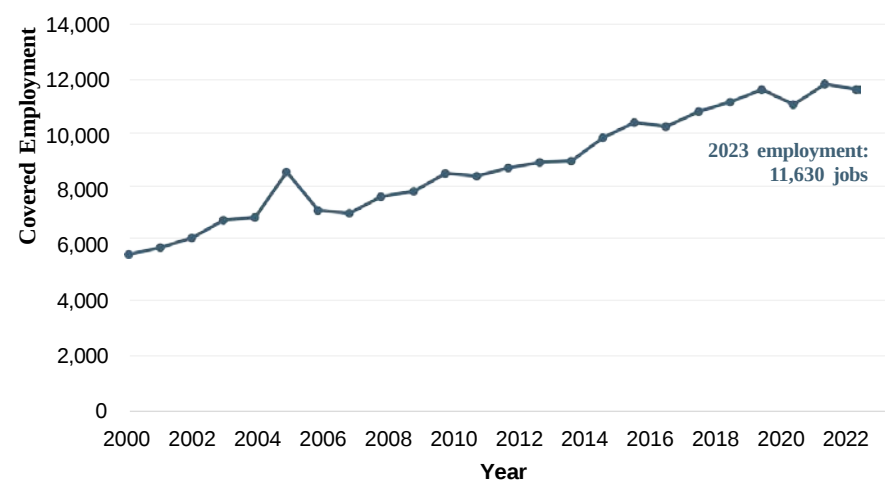
7.1.1 Employment Trends

- General statistics on employment are provided in the following exhibits:
- Exhibit 7-1 shows total covered employment¹ for Gig Harbor from 2000 to 2023.
 - Exhibit 7-2 provides the distribution of covered employment is for major sectors for 2023, and
 - Exhibit 7-3 presents this distribution for 2012 to 2023.
 - Exhibit 7-4 provides the total changes in employment between 2012 and 2023 by major sector.
 - Exhibit 7-5 includes a location quotient analysis to highlight the proportional changes in employment and performance of each major sector.

¹ Covered employment refers to positions covered by the Washington Unemployment Insurance Act, which account for approximately 85-90% of all employment. Covered employment exempts the self-employed, proprietors and corporate officers, military personnel, and railroad workers, so those categories are not included in the dataset.

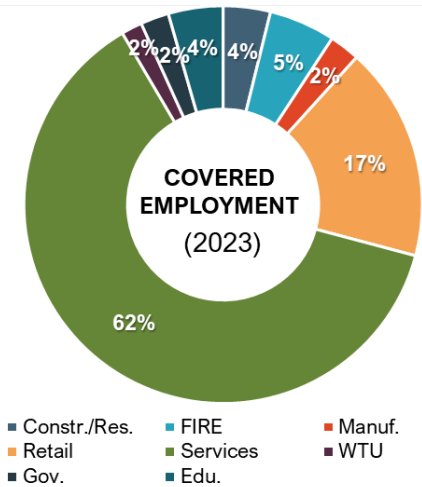
Exhibit 7-1. Gig Harbor Covered Employment, 2000–2023.

Commented [L12]: I changed this from 2020 to 2000



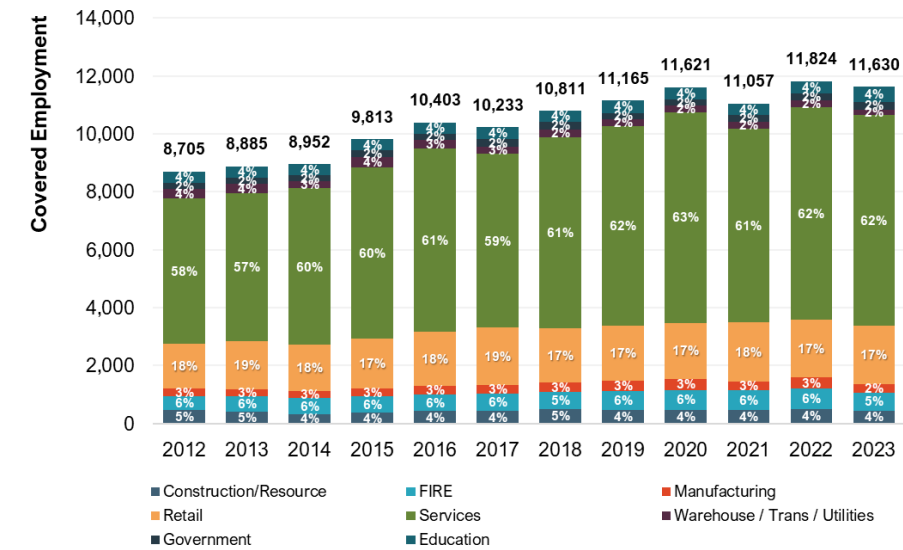
Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-2. Gig Harbor Covered Employment by Major Sector, 2023



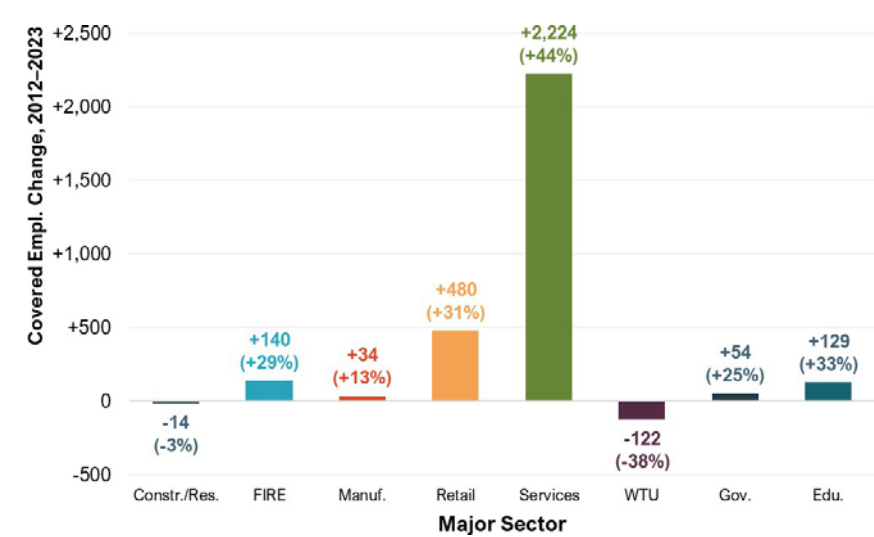
Sources: PSRC, 2024; BERK, 2024.
Finance, Insurance, and Real Estate (FIRE); Wholesale Trade, Transportation and Utilities (WTU)

Exhibit 7-3. Gig Harbor Covered Employment by Major Sector, 2012–2023



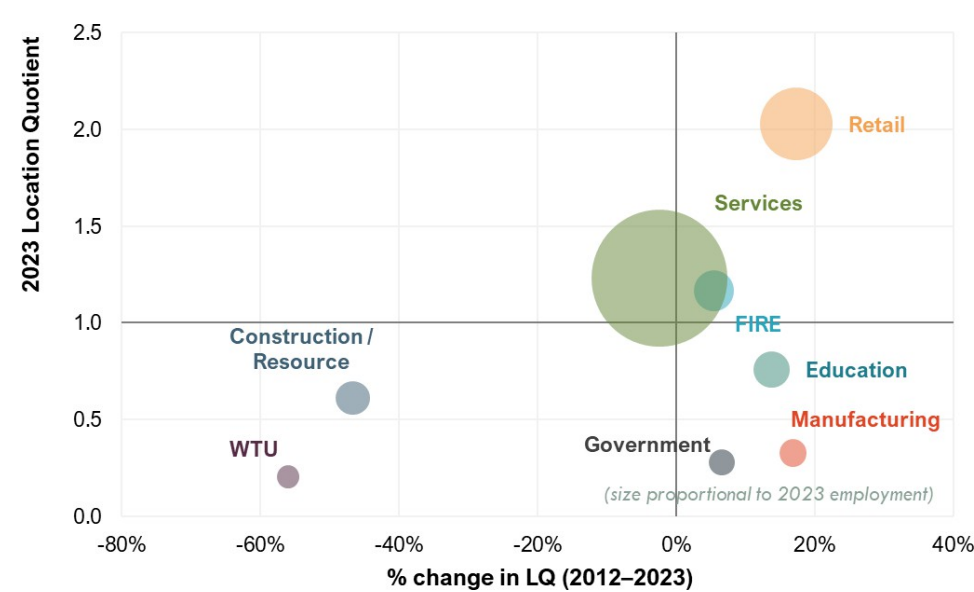
Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-4. Changes in Gig Harbor Covered Employment by Major Sector, 2012–2023



Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-5. Location Quotient Analysis, Gig Harbor Employment, 2012–2023



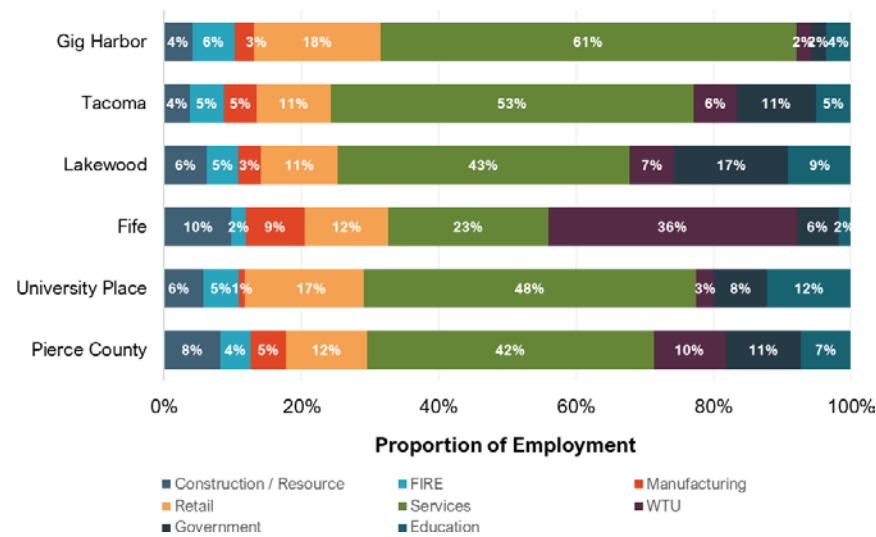
Sources: PSRC, 2024; BERK, 2024.

7.1.2 Comparative Analysis

The following charts provide key statistics to highlight how the city compares to other jurisdictions and Pierce County as a whole:

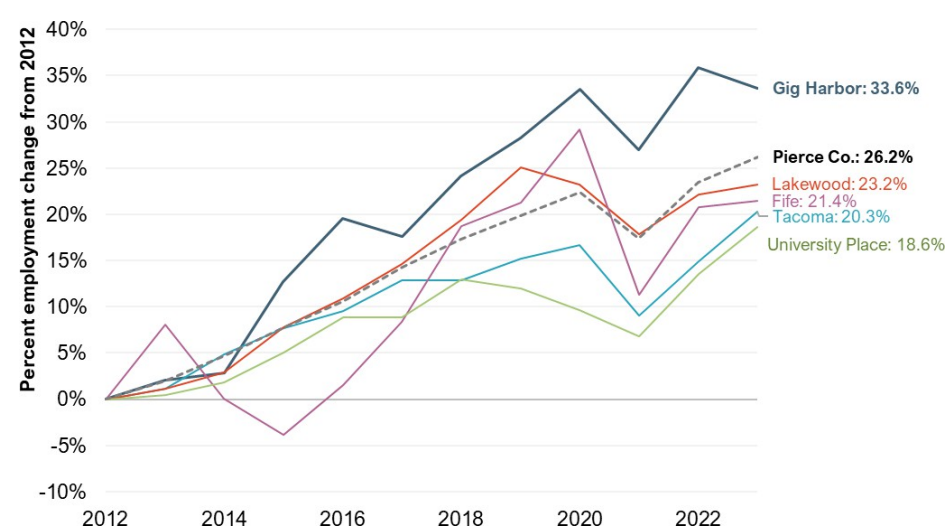
- Exhibit 7-6 provides comparisons between the city’s distribution of employment by major sector with those of Tacoma, Lakewood, Fife, and University Place, as well as with the County as a whole.
- Exhibit 7-7 presents comparisons in employment growth between the cities and with Pierce County between 2012 and 2023, with 2012 provided as a base year.
- Exhibit 7-8 provides the ratio of jobs to population for each city and the county overall, highlighting those jurisdictions that may be more dominated by employment or residential land uses and activities.

Exhibit 7-6. Regional Comparisons in Covered Employment by Major Sector, 2023



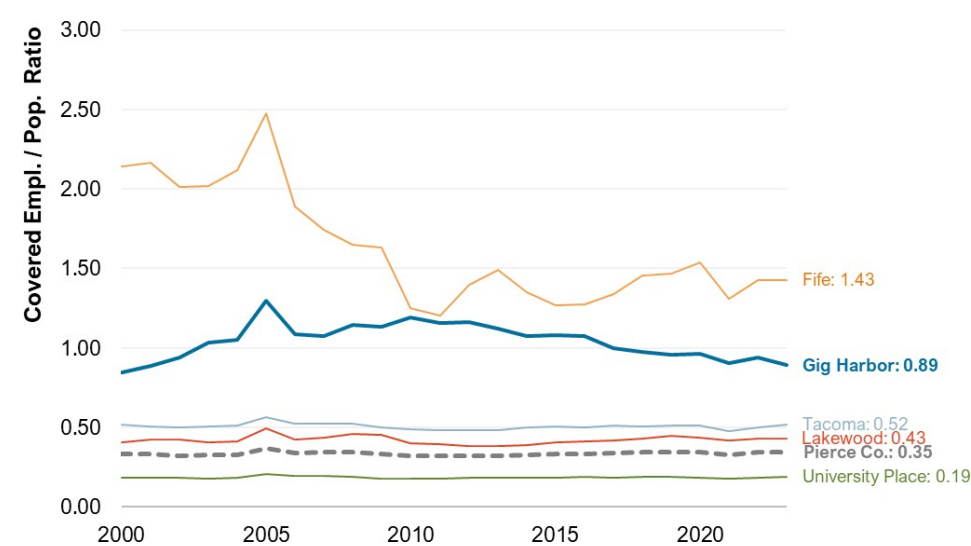
Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-7. Regional Comparisons of Changes in Covered Employment, 2012–2023



Sources: PSRC, 2024; BERK, 2024.

Exhibit 7-8. Regional Comparisons of Jobs-to-Population Ratios, 2000–2023



Sources: PSRC, 2024; BERK, 2024.

7.1.3 Buildable Lands Assessment

For the current land use concept, Exhibit 7-9 provides the expected allocation of employment capacity by zone.

Commented [L13]: Corrected

Exhibit 7-9. Estimates of Employment Capacity under Future Land Use Map Concept.

Zone	Vacant Employment Capacity	Underutilized Employment Capacity	Pipeline Employment Capacity	Total Employment Capacity
B-1	12	-	-	12
B-2	256	176	185	520
C-1	171	36	7	213
DB	14	76	-	88
ED	715	129	27	1,063
PCD-BP	242	-	371	613
PCD-C	-	-	-	-
PCD-RMD	-	-	-	-
PI	-	-	-	-
PRD	-	-	-	-
R-1	40	60	-	103
R-2	34	14	-	49
R-3	-	0	-	-
RB-1	24	38	-	62
RB-2	246	123	72	451
WC	19	(1)	-	18
WM	-	-	-	-
WR	-	-	-	-
WTR	-	-	-	-
TOTAL	1,772	652	663	3,192

Sources: Pierce County, 2022; BERK, 2024.

From: [Loreto](#)
To: [Robin Bolster-Grant](#)
Cc: [Michelle Thomas](#)
Subject: One more time!
Date: Wednesday, August 21, 2024 7:24:46 PM

Howdy,

Sorry, after a while the vision statement I sent - just sounded so usual. So, I gave it another go:

"Thriving Together: Gig Harbor's Economic Future"

Guiding Principles:

Whereas, the city of Gig Harbor strives to preserve, protect, strengthen, and when and where possible, increase the natural resources for future generations, recognizing our need for a healthy balance between human economic activity and the earth that supports us all.

Whereas, the city of Gig Harbor in recognizing both the debt and damage to the original peoples, will strive to use all of our resources efficiently, fairly and responsibly so that the needs of all people on whom we have an impact, and the future needs of people who are not yet born, stand the best chance of being met.

Whereas, the city of Gig Harbor will strive to ensure fair opportunities, resources, and decision-making processes for all residents, helping to create a culture of inclusivity and social harmony.

Our Economic Vision:

"In creating our city's prosperity, we recognize that our economy is just a very small, delicate strand in a much larger web that sustains us. Through our unique character and natural beauty, and through the lessons and wisdom of those who came before us, we envision a vibrant, resilient, and inclusive economy that benefits all members of our community, and honors the land we call home. By listening to the voices of our community, and weaving their ideas into action, we will create a thriving economic future that is adaptable, sustainable, and prosperous for generations to come – where the earth and all its inhabitants can flourish together."

From: Carrienne Ekberg <executivedirector@ghdwa.org>
Sent: Thursday, August 22, 2024 10:40 AM
To: Jeff Wilson <jwilson@gigharborwa.gov>
Cc: Robin Bolster-Grant <RBolster-Grant@gigharborwa.gov>
Subject: Planning Commission Meeting today

Hi Jeff,

I plan to be at the planning commission meeting today and plan to speak. I'm going to summarize the document below in the google drive file (it's 30 pages fyi). I will bring one copy of the packet but can you please send the planning commission the digital link to the file? You can also download a copy and email it to them but it's a large file and may not transfer well.

The document includes:

1. Letter to planning commission on economic vitality in the waterfront district
2. Executive Summary from our Main Street American Transformation Strategy Visit
3. Survey and Placer AI data summary from Main Street America (Feb/Mar 2024) that I think they will find very helpful in determining what the general public wants to see in the waterfront district.

Link: https://drive.google.com/file/d/1x1oN0DHaq_GLo0m1hUBI8pFkUStm8EvO/view?usp=sharing

Thank you!

Carrienne

Carrienne Ekberg
Executive Director
Gig Harbor Downtown Waterfront Alliance

253-514-0071
www.gigharborwaterfront.org

"Bringing Together All Our Community - Encouraging Our Economic Vitality - Honoring Our Historic Character"



Dear Gig Harbor Planning Commission,

As you consider the updates to the comprehensive plan, I would like to highlight the unique economic landscapes within Gig Harbor. Our city boasts several distinct districts, each with its own set of attractions that draw both businesses and visitors. What appeals to and sustains commerce in Uptown and Gig Harbor North differs significantly from what drives traffic to our historic downtown waterfront district. A one-size-fits-all approach does not work in Gig Harbor.

The historic waterfront, in particular, requires a focused approach to attract both local residents and tourists throughout the year, especially during the quieter months from October through May. The Gig Harbor Waterfront Alliance recently completed a Transformation Strategy process with Main Street America and Washington Main Street, resulting in a more targeted plan for the waterfront district over the next three to five years. The strategy we adopted, titled "An Active Waterfront for All," is designed to stimulate economic growth and community engagement in our historic downtown area. I have attached an executive summary and supporting survey data for your review and consideration for the comprehensive plan.

Within this strategy, the economic prospects for the waterfront district indicate significant potential for year-round growth. Forecasts for the Gig Harbor Waterfront District suggest a rising demand for niche retail and services, entertainment and recreation, pet-related activities, and family-friendly dining options. The goal then becomes finding ways to attract those businesses to the waterfront district and make the process for opening their business efficient, effective and timely.

As the Planning Commission shapes the future economic vitality of Gig Harbor, I strongly urge you to incorporate specific strategies and language into the Comprehensive Plan that will bolster our efforts in the waterfront district. Please consider the following recommendations:

1. **Outdoor Gathering and Green Spaces:** Enhance public spaces to encourage year-round community engagement, including play spaces.
2. **Improved Design Guidelines:** Develop cohesive design standards that reflect the character of our waterfront while fostering a unified aesthetic.
3. **Comprehensive Wayfinding Plan:** Implement a wayfinding system to guide visitors and residents, enhancing their experience and promoting local businesses from land and water.
4. **Beautification Efforts:** Continue initiatives to beautify the waterfront area, making it more inviting and vibrant.
5. **Parking Solutions:** Address parking challenges to ensure easy access to businesses and attractions.
6. **Multi-Generational Design:** Plan with the needs of all age groups in mind, creating a district that is welcoming and functional for everyone.
7. **Accessibility Improvements:** Focus on making the waterfront more accessible, including ADA compliance, curb design, seating, and ease of access.
8. **Preservation of Historic Character:** Maintain the historic charm that defines our waterfront, ensuring that new developments respect and enhance this unique aspect of Gig Harbor.

9. **Continuous Process Improvement:** Establish ongoing efforts and feedback mechanisms to streamline permit procedures, ensuring an efficient, effective, and timely process for businesses to open and operate.

Each of these elements is critical to the continued success of our historic downtown waterfront district and will play a vital role in fostering a thriving, year-round economy.

Gig Harbor's distinct districts each contribute to the city's overall economic health in different ways. By incorporating these recommendations into the comprehensive plan, the Planning Commission has the opportunity to enhance the vitality of our historic downtown waterfront while supporting the diverse needs of our broader community. I appreciate your attention to these important matters and look forward to the continued growth and success of our beloved waterfront district.

Thank you for your consideration.

Sincerely,



Carrienne Ekberg, Executive Director
Gig Harbor Waterfront Alliance
executivedirector@ghdwa.org

Attch 1: Transformation Strategy Executive Summary

Attch 2: Data & Survey Results from Main Street America



GIG HARBOR WATERFRONT ALLIANCE

Transformation Strategy Summary Report

“An Active Waterfront for All”

PRESENTED BY

CARRIANNE EKBERG, EXECUTIVE DIRECTOR



SUMMARY

“CREATING A STRATEGY DRIVEN APPROACH TO REVITALIZATION IS KEY TO SUSTAINABLE ECONOMIC VITALITY IN OUR COMMUNITY”

-CARRIANNE EKBERG, EXECUTIVE DIRECTOR
GIG HARBOR WATERFRONT ALLIANCE

Between November 2023 and May 2024, the Gig Harbor Waterfront Alliance, in collaboration with Washington Main Street and Main Street America, engaged in a **strategic transformation initiative**.

Main Street America advocates for the effectiveness of strategy-driven programming in enhancing the overall success, sustainability, and **viability of Main Street and historic districts**. This approach aligns board and committee efforts with data-driven strategies.



THE GIG HARBOR AUTOMOTIVE TEAM



-JENNY CZYZEWSKI, OWNER
STITCH O ROO & ART TOO

The initiative integrated Placer AI demographic data collection, survey findings from 900 participants, input from focus groups, and community feedback.

This **report synthesizes the outcomes of the Main Street America Transformation Strategy implemented with the Gig Harbor Waterfront Alliance**, delineating new strategies and priorities for the Alliance over the upcoming three to five years.

PLACER AI DATA RESULTS

Gig Harbor, Washington, has undergone significant demographic shifts and economic growth since 2017, marked by a **substantial increase in population** and a notable drop in unemployment. The city's median income stands impressively at around \$150,000, with home values experiencing a remarkable surge of 30%.

However, alongside this growth, there's a noticeable aging trend in the population, **with 53% aged 65 or older**, followed closely by **families with young children**. Despite the predominantly white demographic makeup (91%), there's a growing opportunity to attract more diverse, young families to the area.

In terms of economic prospects, **there's a clear avenue for growth, particularly in retail, entertainment, and dining sectors**. Forecasts predict a significant increase in demand for apparel and services, entertainment and recreation, pets, and dining out.

The **waterfront district serves as a focal point for visitors**, with a notable 2 million visits recorded in the past year. July emerges as the peak month for visits, contrasting with January as the quietest. Notably, Saturdays witness the highest footfall, particularly during lunch or dinner hours, highlighting opportunities for businesses to capitalize on peak visitation times.

Analysis of visitor behavior reveals varying dwell times, with a notable 19% staying for 30 minutes and 16% extending their visit to 2.5 hours or more, with an **average time in district of approximately 68 minutes**, indicating potential for both casual and extended experiences.

In summary, the waterfront district, presents a dynamic landscape ripe with opportunities for both economic expansion and community enrichment. The city's impressive economic indicators coupled with its scenic waterfront and growing visitor influx underscore its potential for further growth and development. However, to fully capitalize on these opportunities, **stakeholders must strategize ways to diversify the population, enhance visitor experiences, and leverage the city's unique charm to foster repeat patronage.**



-AMY FLIPPO, OWNER
HARBORNEST



-CHIEF BRITTANY ERWIN, OWNER
B'S BAGELS



-JORDEN KIRBY, AESTHETICIAN
HAVEN



COMMUNITY SURVEY RESULTS

The community survey data for Gig Harbor's waterfront district **provides valuable insights into visitor demographics, preferences, and concerns.** With 900 respondents, the survey predominantly reflects the views of females aged between 35 and 75, many of whom are employed full-time, retired, or self-employed.

Most respondents reported **visiting the district weekly or monthly, typically residing within a 5-15 minute drive away.** While 90% of visitors rely on cars for transportation, a notable 7% opt to walk, underlining the district's accessibility.

Feedback regarding what visitors appreciate about the district highlighted its **picturesque setting, sense of community, and local dining options.** However, concerns centered around parking availability and traffic congestion emerged as the primary dislikes. The **top three identified issues were the scarcity of parking spaces, a perceived lack of businesses catering to individual preferences, and inconsistent operating hours among existing establishments.**

Despite these challenges, the district remains popular for dining, events, and socializing, with **respondents expressing a desire for additional amenities such as grocery stores, family-friendly restaurants, and coffee shops.**

Overall, the survey underscores a strong sense of safety, welcome, and comfort among visitors, with an **overwhelming majority feeling positively about their experiences in the district.** Addressing parking issues, enhancing business diversity, and maintaining a **vibrant social atmosphere** are key areas for stakeholders to focus on, ensuring continued growth and satisfaction within Gig Harbor's waterfront district.

TRANSFORMATION STRATEGY IDENTIFIED

HERITAGE DISTILLING CO. TEAM



DINERS AT ANTHONY'S RESTAURANT

➤ AN ACTIVE WATERFRONT FOR ALL ◀

Taking into consideration insights from Placer AI, community surveys, focus groups, and board feedback following a two-day transformation strategy session with Main Street America and Washington Main Street, the Gig Harbor Waterfront Alliance is thrilled to **unveil its latest initiative: "An Active Waterfront For All."** The organizations immediate focus is on refining our work plans to harmonize with this innovative strategy.



GHCKRT MEMBER PRACTICING

The Alliance eagerly anticipates further collaboration with the city, fellow civic organizations, and other non-profits, aiming to forge new partnerships that will invigorate the Gig Harbor waterfront district into a thriving hub for both people and businesses year-round.

*Note this survey ran for approximately 4 weeks during Jan/Feb 2024. The primary target for the survey was residents/locals.

*The survey asked participants to focus on the waterfront district defined as businesses along Harborview Drive from Anthony's Restaurant to 7 Seas Brewing and along Jusdson Street and part way up Pioneer Street.

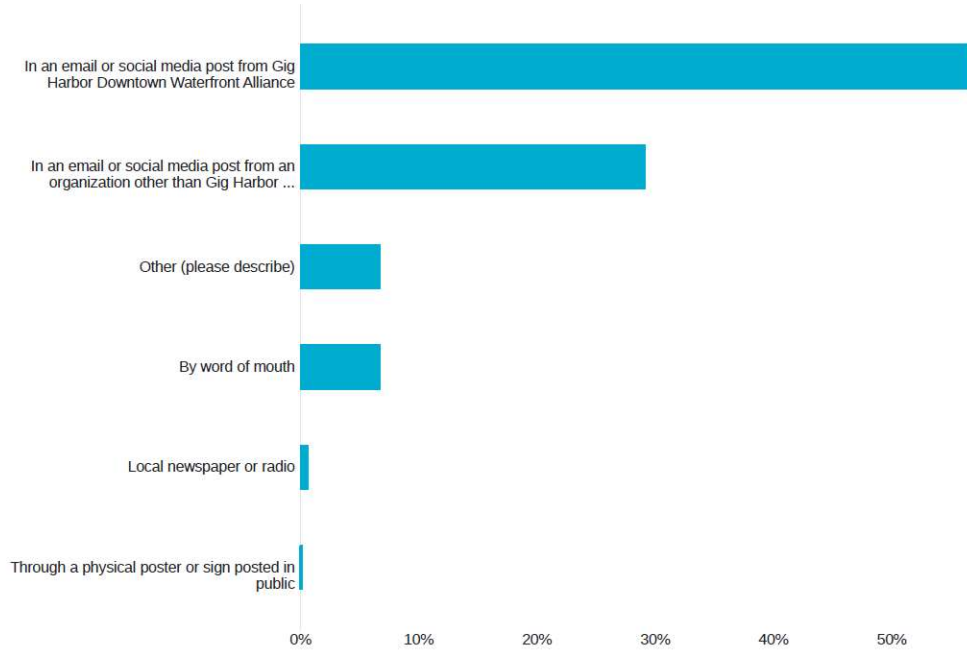
Demographic/Placer AI data was compiled and provided by Main Street America



**COMMUNITY
VISION FOR
DOWNTOWN**

Q1 - How did you find out about and/or receive this survey?

738 Responses



0% 10% 20% 30% 40% 50%

Ethnicity

Hispanic or Latino	Count	Percentage	Ethnicity	Count	Percentage
Hispanic or Latino (of any race)	896	7%	Hispanic or Latino/a/x	13	2%
Not Hispanic or Latino	11133	93%	Not Hispanic or Latino/a/x	518	82%
			Prefer not to answer	103	16%

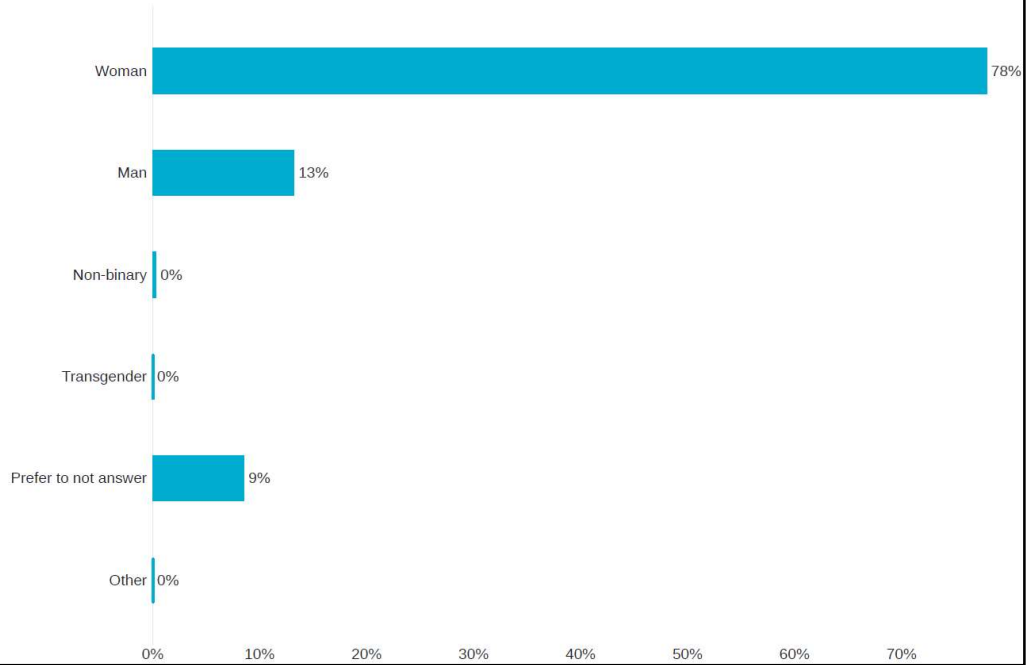
Age

Age (2020)	Count	Percentage	Age	Count	Percentage
Under 5 years	608	5%			
5 to 9 years	705	6%			
10 to 14 years	686	6%			
15 to 19 years	566	5%	Under 18	0	0%
20 to 24 years	477	4%	18-24	4	1%
25 to 34 years	1053	9%	25-34	41	6%
35 to 44 years	1481	12%	35-44	187	25%
45 to 54 years	1362	12%	45-54	152	20%
55 to 64 years	1478	12%	55-64	135	18%
65 to 74 years	1785	15%	65-74	138	19%
75 to 84 years	1179	10%	75-84	68	9%
85 years and over	649	5%	85 or older	2	0%
			Prefer not to answer	17	2%

COMMUNITY
VISION FOR
DOWNTOWN

Q35 - Please select the option(s) that best describe your gender:

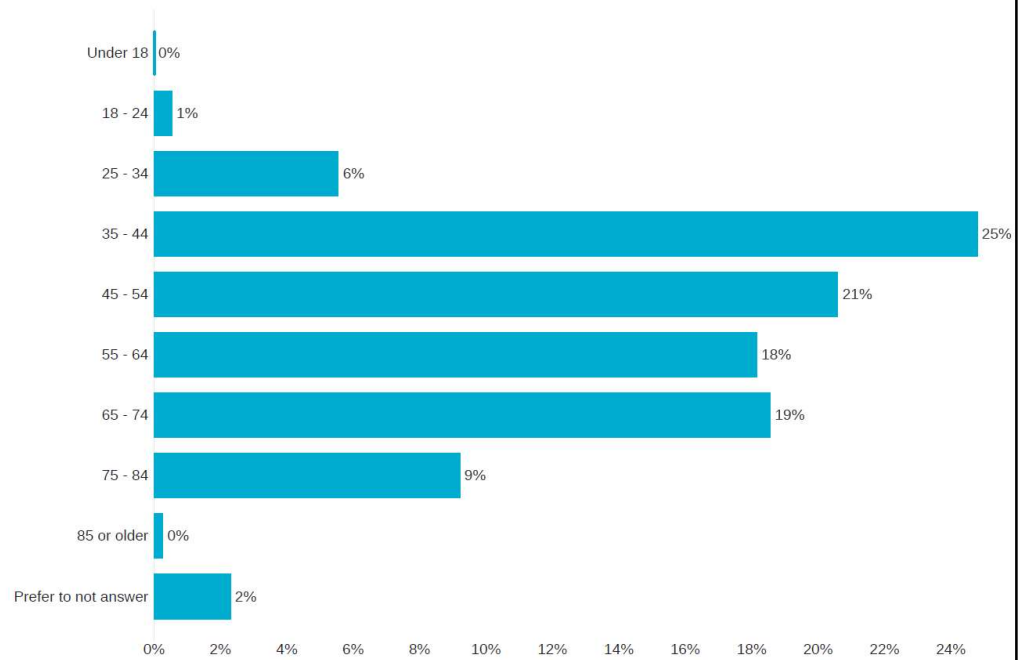
643 Responses



COMMUNITY
VISION FOR
DOWNTOWN

Q7 - What is your age?

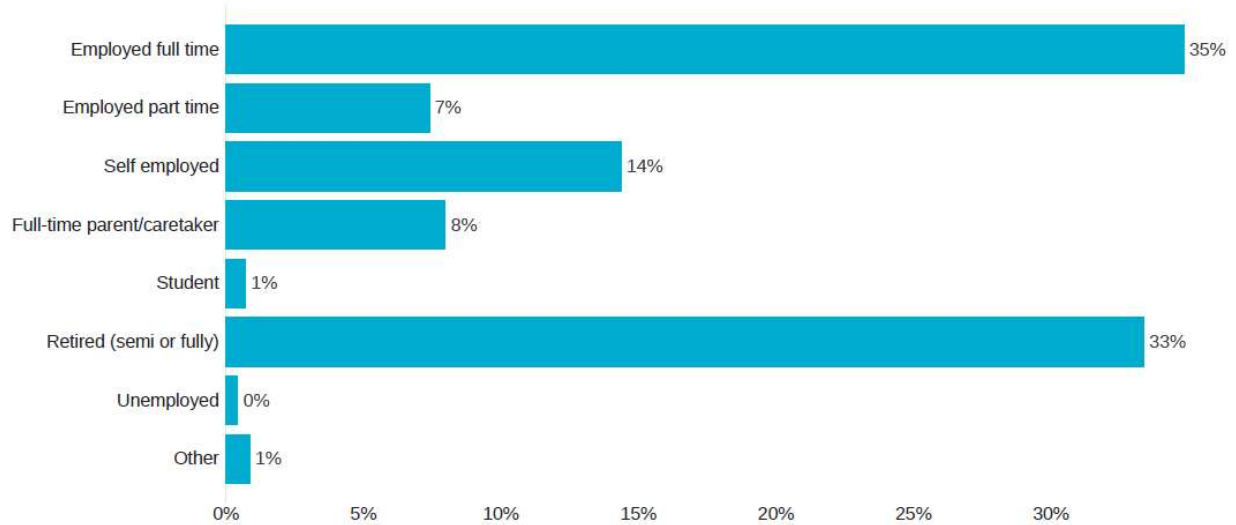
738 Responses



**COMMUNITY
VISION FOR**

**Q29 - Which of the following statements below describes your current employment status?
(Please select all that apply)**

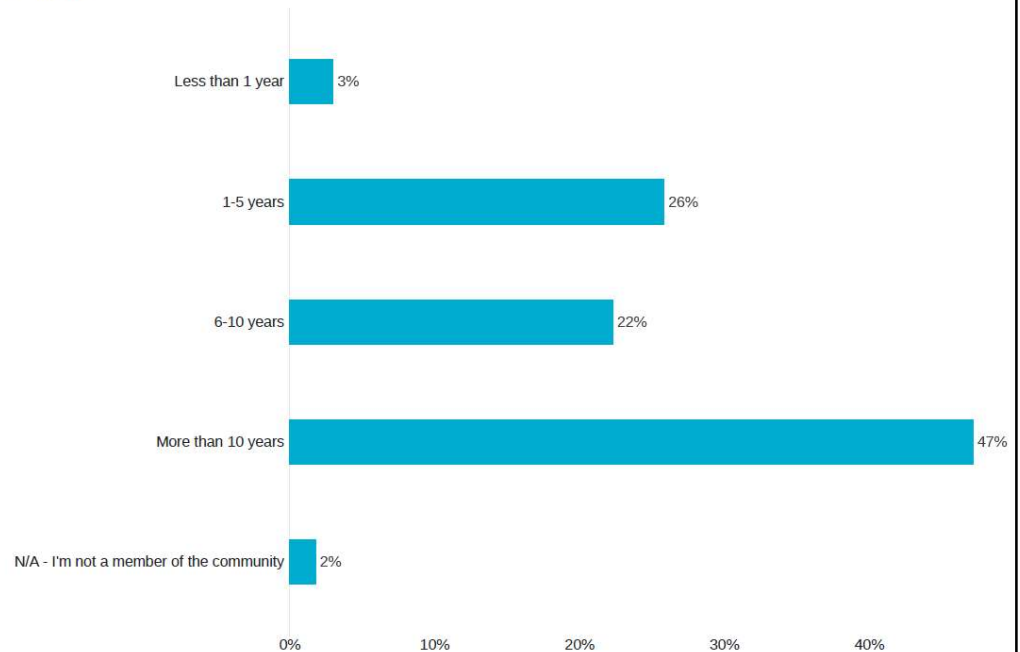
647 Responses

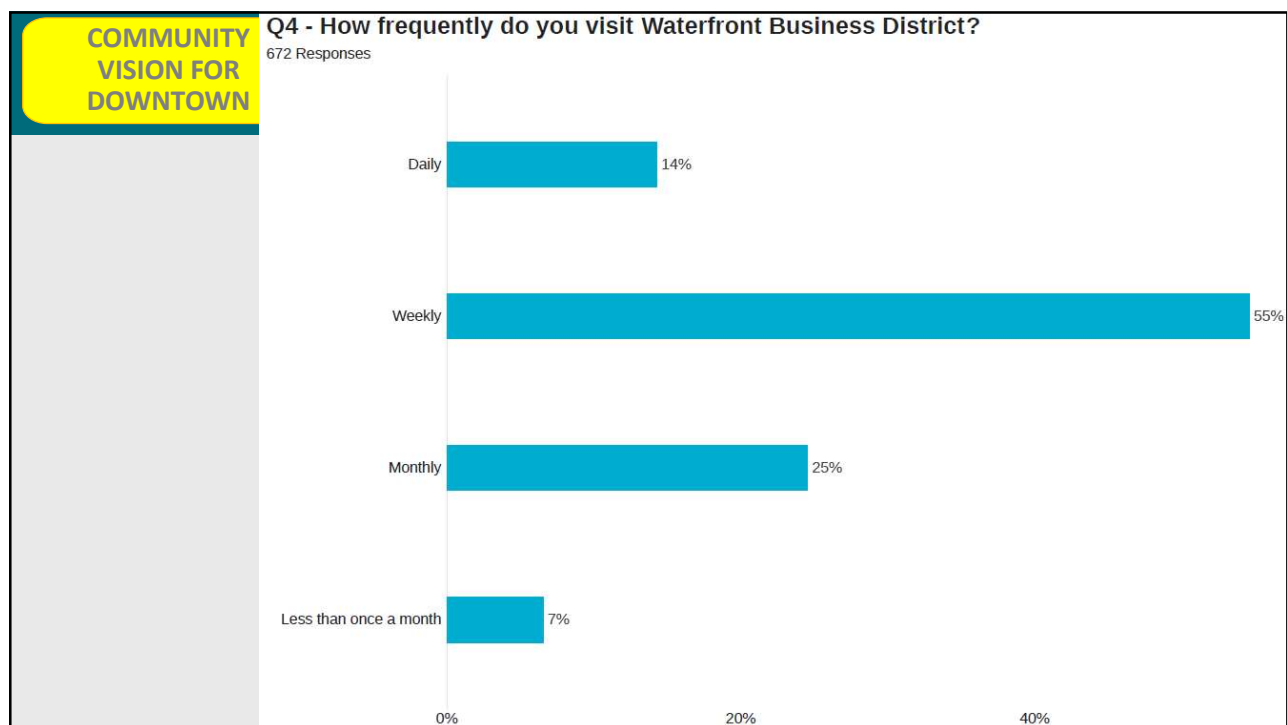
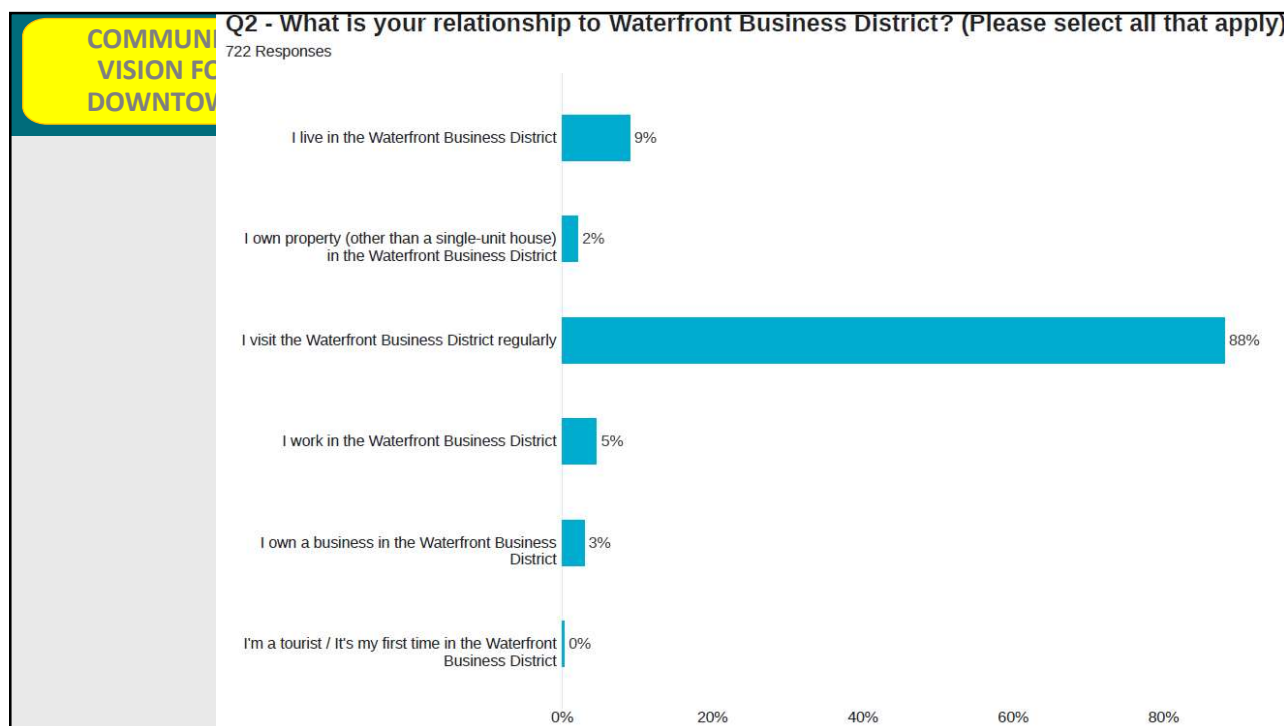


**COMMUNITY
VISION FOR
DOWNTOWN**

Q3 - How long have you been a member of this community?

736 Responses

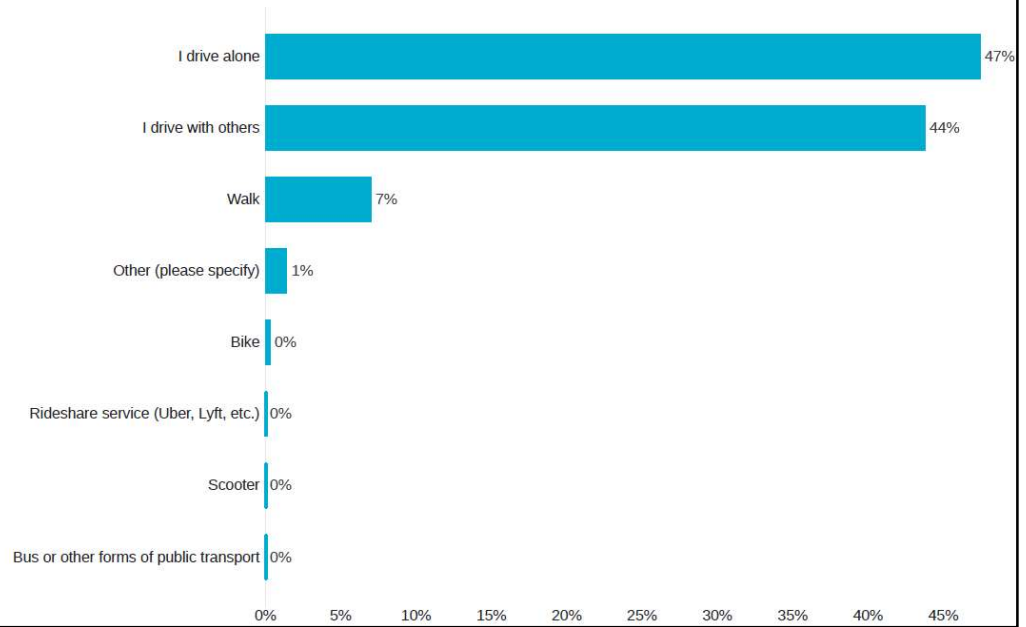




**COMMUNITY
VISION FOR
DOWNTOWN**

Q5 - Generally, how do you get to Waterfront Business District? (Please select your most common method.)

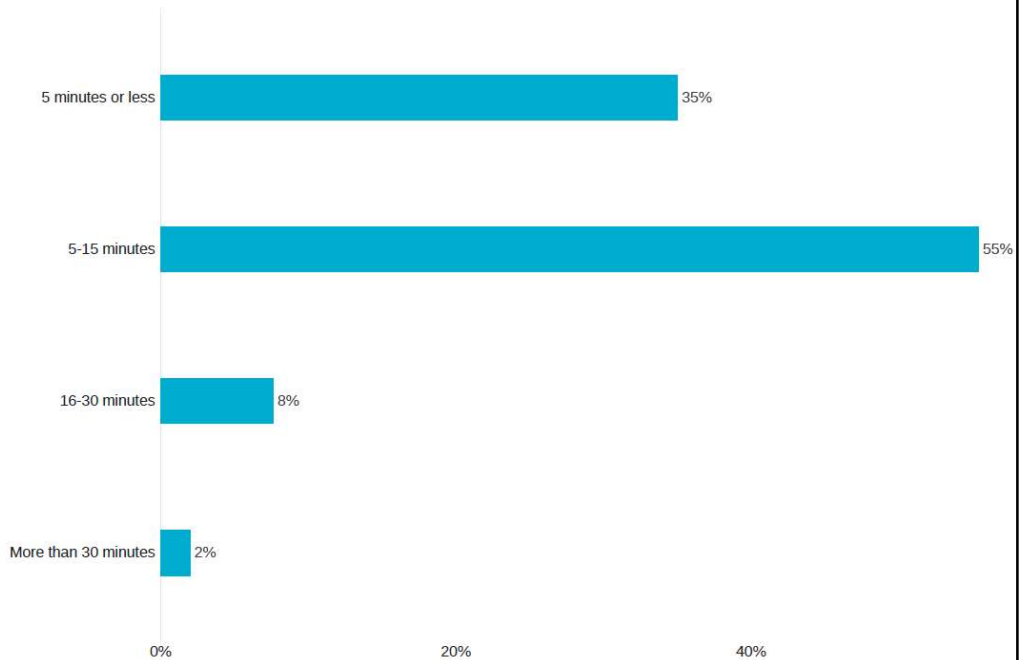
628 Responses



**COMMUNITY
VISION FOR
DOWNTOWN**

Q6 - Generally, how long does it take you to get to Waterfront Business District?

657 Responses



**COMMUNITY
VISION FOR
DOWNTOWN**

COMMUNITY INPUT THROUGH ONLINE SURVEYS

What one word comes to mind as you think about things you like about the Waterfront Business District?



**COMMUNITY
VISION FOR
DOWNTOWN**

COMMUNITY INPUT THROUGH ONLINE SURVEYS

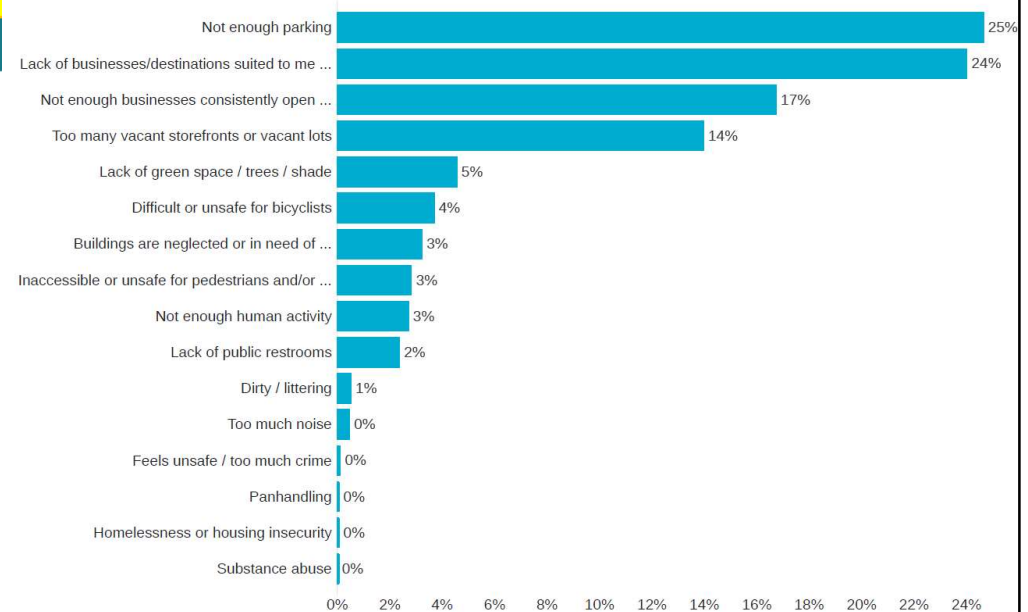
What one word comes to mind as you think about things you dislike about the Waterfront Business District?



COMMUNITY VISION FOR DOWNTOWN

Q18 - What do you see as the top three issues in Waterfront Business District? Please select from the list below:

676 Responses



“OTHER” WRITE-IN RESPONSES (229)



Loss of Character and Charm: Concerns about the replacement of historic stores with banks and real estate offices, leading to a loss of the area's unique charm and historical significance.



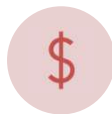
Lack of Business Diversity: Complaints about the dominance of certain types of businesses, such as banks and real estate offices, and a desire for more variety, including family-friendly dining options and retail stores.



Traffic Congestion and Safety: Issues with traffic congestion, speeding vehicles, narrow sidewalks, and inadequate pedestrian crossings, impacting safety and accessibility for visitors and residents alike.



Need for Amenities: Calls for essential amenities like grocery stores and family-friendly restaurants, as well as a desire for more leisure activities and entertainment options.



High Rent and Business Closure: Concerns about high rent prices forcing out small businesses and leading to closures, as well as absentee landlords contributing to the decline of the area.



Preservation and Beautification: Desires for preservation efforts, better upkeep of structures, and improved landscaping to enhance the overall appearance and appeal of the waterfront.



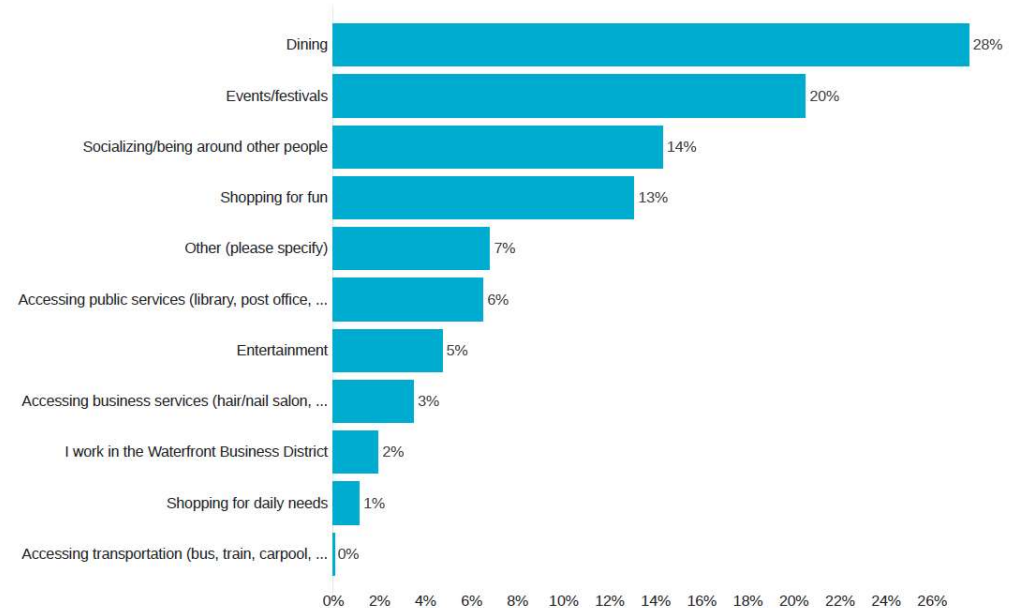
Community Engagement and Promotion: Suggestions for better marketing and promotion of local businesses to both residents and tourists, as well as the need for community involvement in revitalization efforts.

*This is a summary of the main focal points from the 229 write-in responses.

COMMUNITY VISION FOR DOWNTOWN

Q22 - What are the top three reasons you visit Waterfront Business District? Please select from the list below:

605 Responses



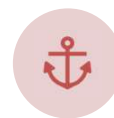
“OTHER” RESPONSES - 114



Scenic Walks: Many visit for the scenic views and to enjoy the waterfront, harbor, and ocean.



Recreation and Exercise: People visit for exercise purposes, including walking, running, and kayaking along the harbor and waterfront.



Boating and Marina: Some come to moor their boats, visit the marina, or access water-related activities.



Outdoor Activities: Visitors enjoy outdoor activities such as walking, kayaking, and fishing.



Community Events and Services: Reasons include visiting parks, participating in community activities like Gig Harbor Junior Sail, and accessing services like grocery stores, banks, and the BoatShop.



Enjoying the Environment: Visitors appreciate the small-town feel, scenery, water views, and opportunities for relaxation.



Dog Walking: Some come to walk their dogs along the waterfront and harbor.



Personal Interests: Others visit for personal interests such as music lessons or volunteering at local establishments like Skansie Netshed.

*This is a summary of the main focal points from the 114 write-in responses.

COMMUNITY
VISION FOR
DOWNTOWN

COMMUNITY INPUT THROUGH ONLINE SURVEYS

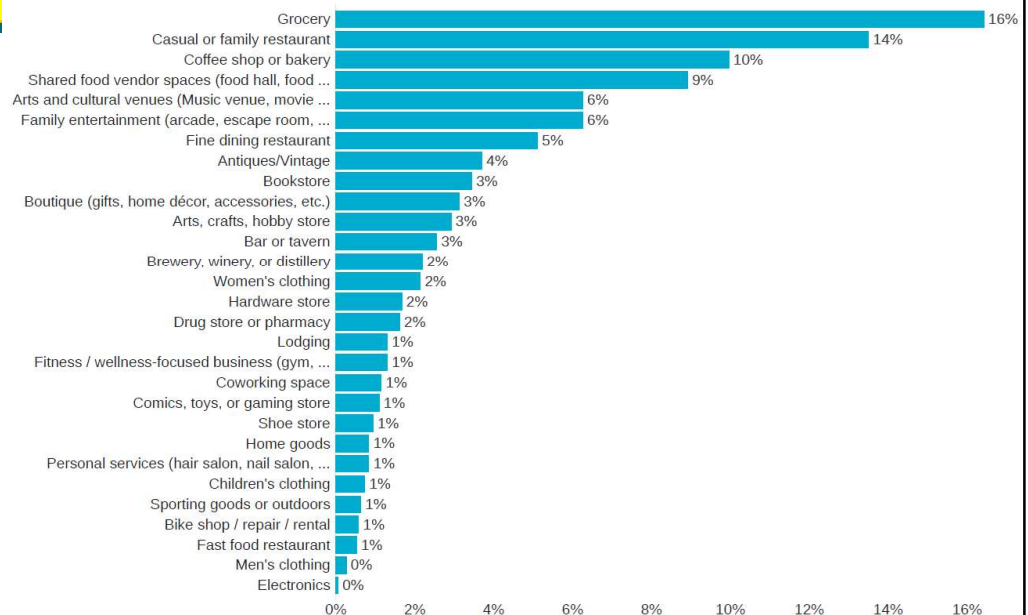
What destinations do you most often frequent in the Waterfront Business District?



COMMUNITY
VISION FOR
DOWNTOWN

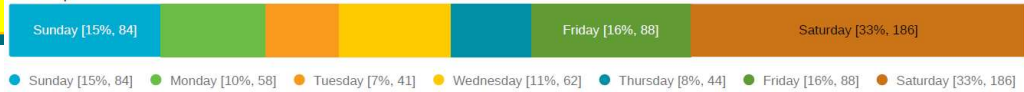
Q21 - What three business types would you like to see more of in Waterfront Business District? Please review the entire (very long!) list of options.

651 Responses



Q23 - If business hours weren't a barrier, what day of the week would you prefer to visit Waterfront Business District?

563 Responses



Q24 - If business hours weren't a barrier, what time of day would you prefer to visit Waterfront Business District?

631 Responses



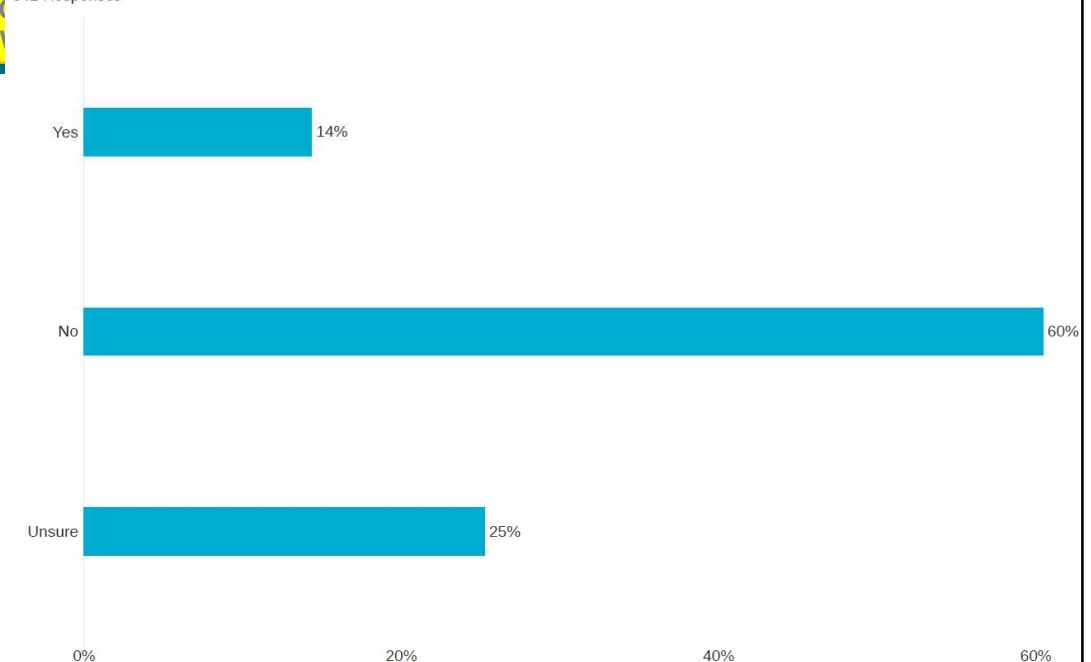
Q25 - Are the businesses in Waterfront Business District that you're interested in generally open when you want to visit?

645 Responses



Q26 - Would you like to see more housing available in Waterfront Business District?

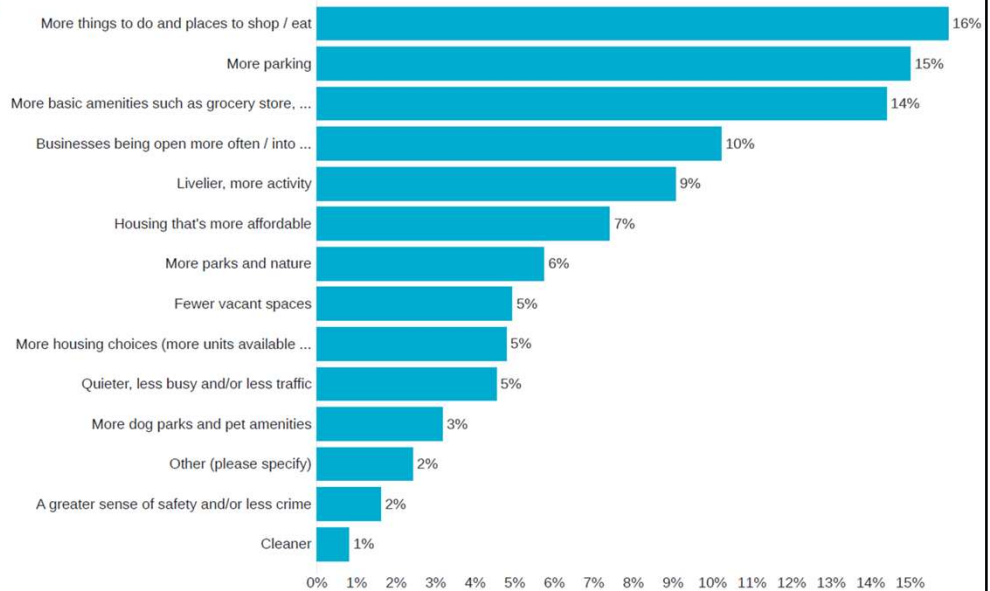
642 Responses



COMMUNITY VISION FOR DOWNTOWN

Q27 - What would make living in Waterfront Business District more desirable (to you or others in your community)? (Please select all that apply)

622 Responses



"OTHER" RESPONSES - 47

Improved Infrastructure: Desire for wider sidewalks, bike lanes, and better traffic management to enhance safety and accessibility.

Variety of Amenities: Suggestions for additional amenities such as food trucks, restaurants, a boat gas station, grocery stores, antique stores, music and arts venues, and a farmers market.

Family-Friendly Environment: Preference for family-friendly options, including playgrounds, basic amenities like groceries, and larger gathering places.

Community Events and Activities: Interest in more events, retail options, and entertainment venues to foster a sense of community and vibrancy.

Walkability and Accessibility: Emphasis on walkability and pedestrian-friendly infrastructure to encourage exploration and movement within the downtown area.

Maintaining Small-Town Feel: Concerns about maintaining the small-town charm and avoiding further expansion that may detract from the area's character.

Convenience and Comfort: Desire for basic conveniences like a grocery store, fueling station for boats, and dog pick-up supplies to enhance quality of life for residents.

Preference for Residential Over Commercial: Some respondents expressed a desire for a residential-focused environment rather than a commercial one, with fewer real estate offices and breweries.

*This is a summary of the main focal points from the 47 write-in responses.

Q31 - Do you agree or disagree with this statement: "I personally feel welcome, comfortable, and safe in and around Waterfront Business District."

651 Responses



● Agree [96%, 627] ● Unsure [3%, 18] ● Disagree [1%, 6]

Q32 - (Optional) Please share more about what would make you feel more welcome, comfortable, and safe in and around Waterfront Business District.

13 Responses

For Anthony's to allow daily parking

More accessible

More unique retail stores that can sustain the high rental prices

Less traffic congestion and noise.

More friendly and welcoming in the shops

More accessibility to people with mobility issues/seniors

Teens are coming down at night to the deadend at the entrance where boats enter. And park in places that they should not traffic since 7 Seas opened is a nightmare who approved that???? Greed over good sense

Business and business organizations could be less self-serving and more interested in community needs

I don't know who feels "unsafe" in the Waterfront area, but the issue seems to be a lack of interesting shops/stores/other businesses that can be supported by tourist dollars.

Better attitude (more welcoming) from businesses

More sidewalk space, more parking and more police presence

I am a black woman who often does not feel welcomed or safe in downtown

I don't fit the demographic downtown is striving to attract.

Q28 - Are you familiar with Gig Harbor Downtown Waterfront Alliance?

646 Responses



BUSINESS & PROPERTY OWNER FEEDBACK

Top Business Concerns (10)

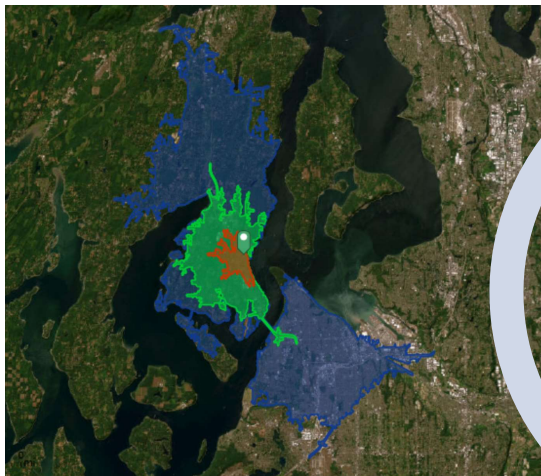
- Attracting new customers
- Cost of rent
- Waterfront Alliance kudos!

Top Property Owner Concerns (6)

- Deteriorating public infrastructure
- Traffic, parking (lack of and regulations)



LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



DEMOGRAPHIC CHARACTERISTICS TO CONSIDER

- + Population size
- + Population trends
- + Number of households
- + Household trends (e.g., smaller or larger)
- + Median HH income and benchmarks
- + Median age and benchmarks
- + Median age trends
- + Households with children at home
- + Homeownership rates
- + Educational attainment
- + Race and ethnicity and trends
- + Psychographic segmentation (“Community Tapestry”)

OTHER DATA TO CONSIDER – PLACER.AI

- + Number of visitors
- + Visitor trends
 - Over the course of recent years
 - Months of the year
 - Days of the week
 - Times of the day
 - Length of stay
- + Visitor journey
- + Visitor demographics
 - + Income
 - + Educational attainment
 - + Race and ethnicity
 - + Household size

MARKET UNDERSTANDING

RECENT CITYWIDE CHANGES

- + Huge population increase in population and housing
 - 27.5% pop increase from 8,651 to 11,917 (2017 est. - 2022 est.)
 - 26.4% housing increase from 4,218 to 5,332 (2017 est. - 2022 est.)
 - 33% of housing citywide was built between 2010 and 2019
- + Indicators of a strong city economy
 - Unemployment rate dropped from 9.4% to 1.8% (2017 est. - 2022 est.)
 - Median income jumped from \$119,314 to \$140,110 (2017 est. – 2022 est.)
- + Jump in housing values
 - Homes valued b/w \$500k and \$1M - From 30.7% to 64.4% (2017 est. – 2022 est.)
- + City population is growing older
 - Pop age 65+ increased by 52.7% (2017 est. – 2022 est.)

MARKET UNDERSTANDING

DEMOGRAPHICS

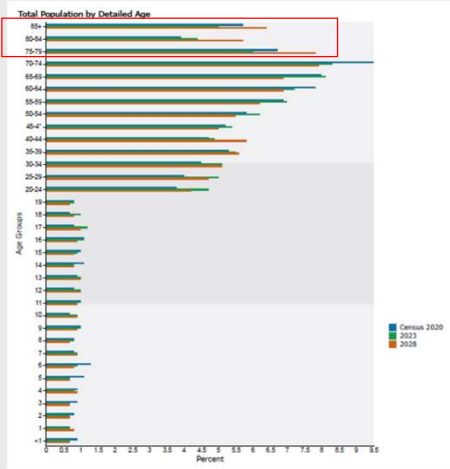
- + Strengths:
 - Larger metro area (20 min)
 - 1.8% unempl rate (5 min)
 - 74.9% white collar (5 min) – 63.6% (20 min)
 - High income (\$110k - \$86k)
- + Weaknesses:
 - Skews to older population
 - Indications that population growth will slow
- + Opportunities:
 - Attract younger population and families toward 5 min radius
 - Convert casual visitors to loyal, repeat
- + Threats:
 - Expensive housing
 - Threats to historic character?

5 minute	10 minute	20 minute
KEY FACTS 5,623 Population 2.2 Average Household Size 51.7 Median Age \$110,704 Median Household Income	KEY FACTS 31,471 Population 2.4 Average Household Size 48.7 Median Age \$118,281 Median Household Income	KEY FACTS 285,756 Population 2.4 Average Household Size 40.5 Median Age \$86,488 Median Household Income
BUSINESS 742 Total Businesses 5,500 Total Employees	BUSINESS 1,740 Total Businesses 17,497 Total Employees	BUSINESS 10,775 Total Businesses 145,882 Total Employees
INCOME \$110,704 Median Household Income \$70,526 Per Capita Income \$331,699 Median Net Worth	INCOME \$118,281 Median Household Income \$66,257 Per Capita Income \$575,454 Median Net Worth	INCOME \$86,488 Median Household Income \$49,800 Per Capita Income \$175,830 Median Net Worth

MARKET UNDERSTANDING

DEMOGRAPHICS

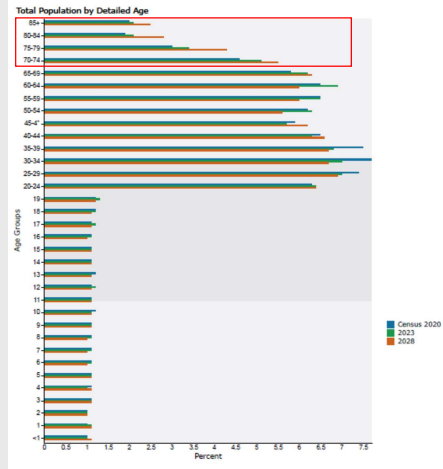
5 minute



< 5 minute
+ Highest growth consistent across 75+ age groups

20 minute >
+ Higher proportions of residents under age 18, 19-44; growth among age 70+

20 minute



MARKET UNDERSTANDING

DEMOGRAPHICS

5 minute



20 minute



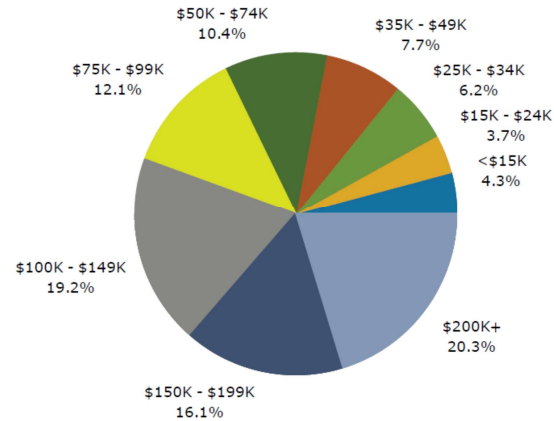
- + Gig Harbor projected to have strong increase in home ownership, compared to state and USA
- + Projected population growth is greater in broader metro area

MARKET UNDERSTANDING

DEMOGRAPHICS

- + Most earn \$200k+
- + Then \$100k - \$149k
- + Then \$150k - \$199k
 - + ~55% earn \$100k+
 - + < 25% earn <\$50k

2023 Household Income



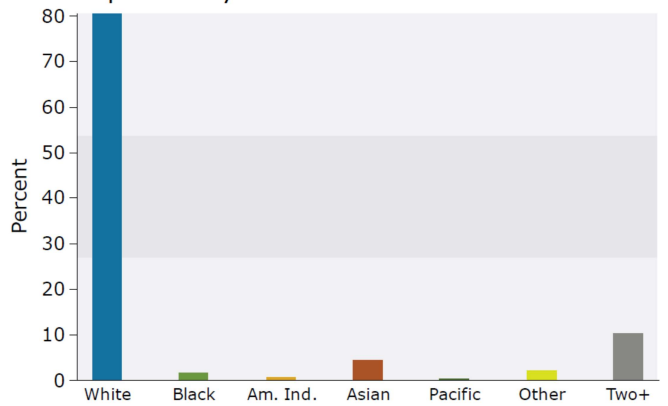
5 minute

MARKET UNDERSTANDING

DEMOGRAPHICS

10 minute

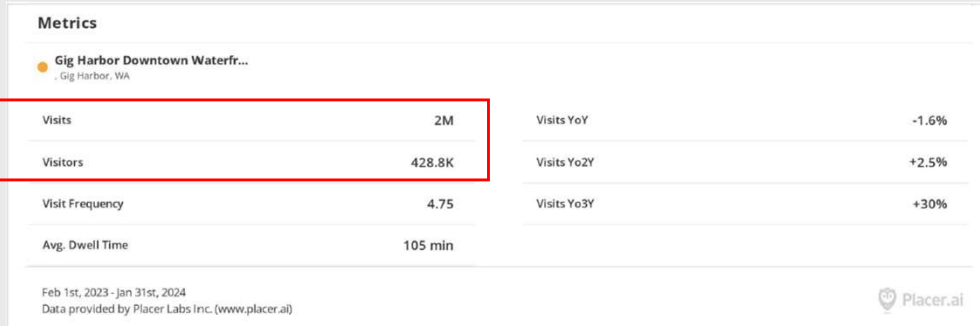
2023 Population by Race



Race (Select all that apply)	Count	Percentage of Respondents	Percentage of Respondents (Excluding Prefer not to Answer option)
White	519	81%	91%
Black or African American	4	1%	3%
Middle Eastern or North African	2	0%	1%
American Indian and Alaska Native	4	1%	3%
Asian or Asian American	12	2%	9%
Native Hawaiian or Pacific Islander	3	0%	2%
Other + More than one race	24	4%	4%
Prefer not to Answer	94	15%	

- + Not exactly aligned with survey results, but follows general shape

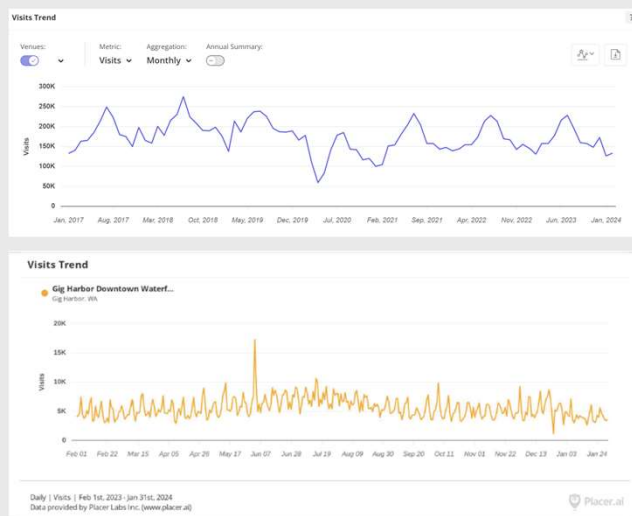
USING PLACER.AI TO UNDERSTAND VISITORS



+ 2,028,446 visits in last 12 months

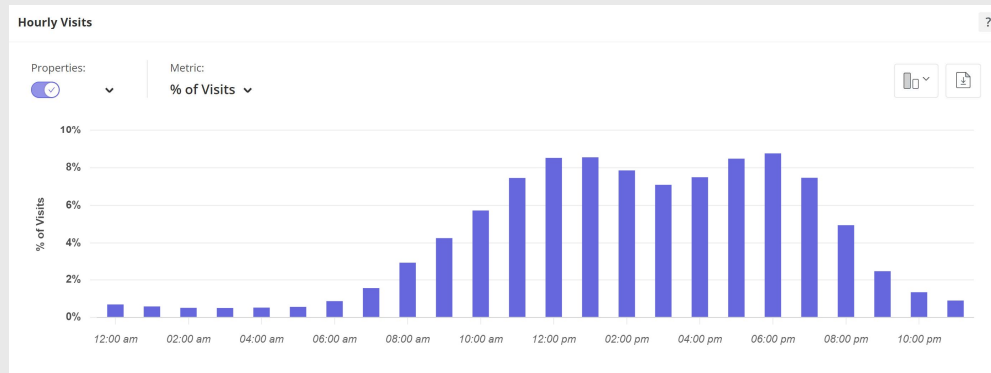
+ 428,800 visitors: 12,181 residents = 35 visitors:resident

USING PLACER.AI TO UNDERSTAND VISITORS



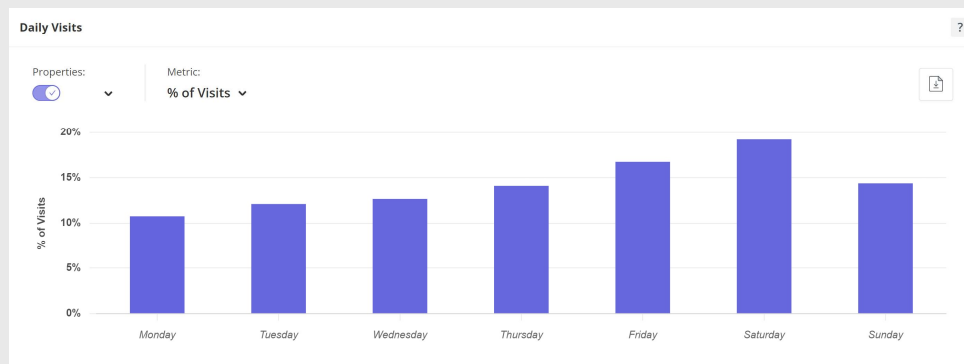
- + **Busiest day of visits:** Saturday, June 3rd – 17,300 visits
- + **Quietest day of visits:** Christmas 2023 – 1,100 visits
- + **Busiest month of the last 12 months:** July 2023 (228,600)
- + **Quietest month of the last 12 months:** January 2024 (126,500)
 - Peak month (July) = 80% more visits low month (Jan 2024)

USING PLACER.AI TO UNDERSTAND VISITORS



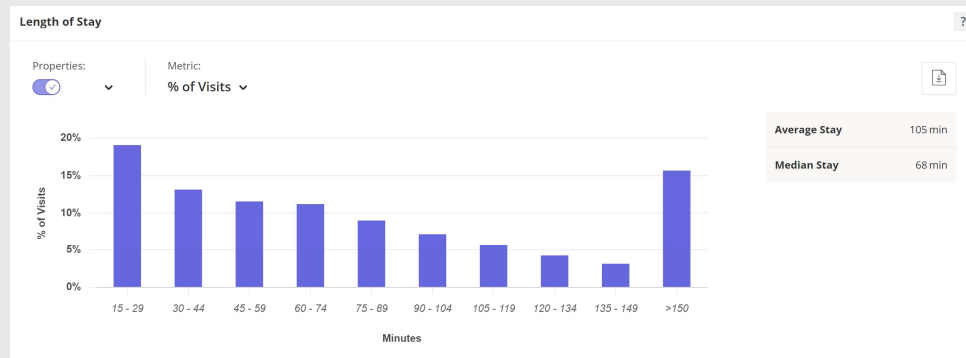
- + Fairly typical pattern: visits peak during lunch and dinner hours
 - + Tapers below 2% prior to 8am and after 9pm.
 - + Mid-afternoon traffic dips to about 7% at 3pm.

USING PLACER.AI TO UNDERSTAND VISITORS



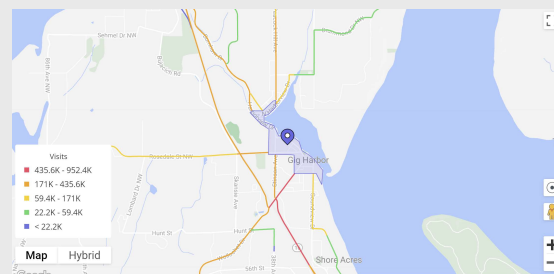
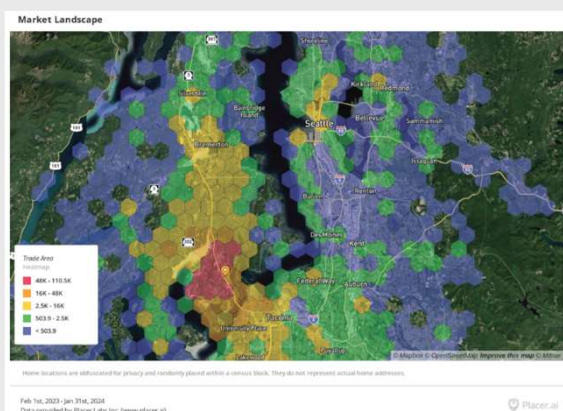
- + Monday is quietest day for visits (11%). Saturday is busiest (19%).
- + Evidence that this is a steadier district for visits than most.

USING PLACER.AI TO UNDERSTAND VISITORS



- + 19% of visits are quick stops between 15 and 29 minutes long.
- + 16% are longer than 2.5 hours.

USING PLACER.AI TO UNDERSTAND VISITORS



- + Visits come from several directions, from throughout much of the broader metropolitan area
- + Traffic into downtown most often comes from the south

USING PLACER.AI TO UNDERSTAND VISITORS



- + Most visits are people either coming from home or going home; work isn't a big factor
- + 5.5% of visits end with someone going out to eat outside the district

USING PLACER.AI TO UNDERSTAND VISITORS

Audience Overview

Property: ☒ Dataset: Census 2021 View: Captured vs Potential Compare to: Washington

Audiences	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
Captured Market	\$111.3K	47.0%	White (80.3%)	2.62
Potential Market	\$89.9K	42.3%	White (71.7%)	2.44
Washington	\$83K	37.3%	White (66.5%)	2.60

- + Consistent with earlier demographic notes, visitors are more often high income, high educational attainment, and White
 - + Larger households among visitors than we'd might predict