



ECONOMIC ELEMENT

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ECONOMIC PROFILE

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ECONOMIC ELEMENT - Introduction

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4 The future economy of Bainbridge Island is linked to the community's *vision* and
5 strategy for dealing with future needs. A healthy, resilient economy, based on our
6 collective future vision of the Island, is a tool for accomplishing larger community *goals*
7 that will help create a robust future.

8
9 “The *vision* a community has of itself is important to its economy.
10 Each community plays a crucial role in creating for itself an
11 environment that is attractive to and nurturing of new and existing
12 businesses. A vital economy requires adequate *public facilities*
13 (water, sewer, roads, schools, parks, libraries, emergency
14 services and utilities). A community that does all that AND
15 preserves its natural features will have an edge when it comes to
16 improving its economy.” (Washington State Department of
17 Commerce).

18
19 The *Growth Management Act* (GMA) addresses the concerns of
20 “uncoordinated and unplanned growth that potentially pose a threat to the
21 environment, sustainable economic development, and the health, safety and
22 high quality of life enjoyed by residents.” An important part of a healthy
23 economy is the quality of the environment.

24
25 The Economic Element of the *Comprehensive Plan* is intended to guide the
26 climate for enterprise and commercial exchange on Bainbridge Island and
27 reinforce the overall vision and values of the *Comprehensive Plan* adopted in
28 1994, and subsequently updated in 2004 and 2016: to steward a sustainable
29 community; to protect the quality of its environment: the water, air and land;
30 and to encourage traditional resource based activities such as agriculture.

FRAMEWORK

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32
33 **Retain and enhance an economy that reinforces Bainbridge Island’s**
34 **diverse character and capitalizes on its assets, including: history and**
35 **heritage, high educational attainment, diverse skills, artistic creativity,**
36 **rural quality, agricultural base, natural resources, preserved *open***
37 ***spaces*, beaches and shorelines, maritime orientation, and proximity to**
38 **the Seattle metropolitan area and the Kitsap Peninsula. These critical**
39 **elements of our community identity and economy are all susceptible to**
40 **anticipated changes in our climate, population and the subsequent**
41 **responses we make with regard to that change. By considering these**
42 **changes explicitly we can work to increase the resilience of our**
43 **economy and thrive in the face of change.**
44
45

1 The Economic Element is **meant intended** to be integrated with other parts of
 2 the *comprehensive plan* because the economy is intertwined with all aspects
 3 of community life. The Economic Element recommends *goals and policies*
 4 which recognize the following considerations:

5
 6 **1. The Island's economic future *should* include enterprises that are
 7 diverse by type and scale, under local ownership and control; that offer
 8 a variety of employment options; and that support a broad range of
 9 income and skill levels.**

10
 11 Bainbridge Island residents have high incomes relative to the rest of the state and
 12 region. However, the prospect of functioning solely as an exclusive high-income
 13 bedroom community is not desirable. The Comprehensive Plan aims to foster a
 14 **diversity of diverse** residents and business opportunities, as does the Economic
 15 Element. Creating a diversity of jobs and affordable housing coupled with provisions
 16 for responding to market conditions and encouraging innovative business activity are
 17 important economic policy steps for the City's future.

18
 19 **2. Bainbridge Islanders are enterprising and are establishing small scale
 20 businesses which create jobs and grow bigger businesses.**

21
 22 Over half of Island-based businesses are home-based. National studies indicate
 23 that small businesses provide impetus for new business development and job
 24 creation. Existing land use codes and City business tax structure are supportive
 25 of home-based and small-scale businesses. This **support** *should* be continued
 26 and expanded into a more complete continuum of opportunities for locating and
 27 **capturing maintaining** Island-grown business

28
 29 **3. When weighing choices regarding our future economy, the fundamental
 30 considerations *should* be the quality of the Island's natural environment
 31 and the community's desire to maintain the visual character.**

32
 33 Bainbridge Island's quality of life is associated with forests and fields, waters and
 34 harbors, *open space* and abundant natural resources, and a thriving town center.
 35 These elements of Bainbridge Island are anticipated to be affected by climate change
 36 over the coming decades. Careful stewardship of our land and other resources - the
 37 foundation for our invaluable sense of place—will be necessary as we promote and
 38 permit new development, both residential and commercial.

39
 40 The Economic Element incorporates fifteen *goals* and related *policies* as
 41 enumerated below. The order of the *goals* and *policies* does not in any way
 42 indicate preference or priority.

GOALS AND POLICIES

DIVERSIFIED ECONOMY

GOAL EC-1

Promote economic vitality, growth and stability.

Bainbridge Island has the opportunity to create a robust, resilient and durable economy by demonstrating early leadership and acknowledging the changes that will affect our economy. **By planning Planning** for these changes and taking actions that support and encourage a local economy will help reduce community vulnerability to issues such as aging demographics, housing availability, transportation constraints, and climate change.

By providing enterprises that both serve and employ local residents, Bainbridge Island **is will be** better able to withstand fluctuations in the larger regional economy. In addition, people who live and work in their community are available to invest time and money in their families, organizations, and community life. A key to a healthy, stable and vital economy is to create and undertake business opportunities that anticipate and respond to conditions that affect our community. This **can would** include identifying emerging **needs and** markets **needs and trends such so that** Bainbridge Island businesses **benefit from being on the leading edge of change. is on the forefront benefitting from early leadership as they arise.**

Policy EC 1.1

Develop and maintain regulations that provide support for our community's business sectors. These will prepare our strong existing business sectors for change, while encouraging the business community to look for emerging sectors that will be part of responses to change on Bainbridge Island and beyond.

Policy EC 1.2

The city *should* embrace diverse and innovative **business plans that are opportunities** compatible with **the** community **values** and develop programs to make Bainbridge Island an attractive location for those businesses.

Bainbridge Island is affected by regional, national, international and global environmental and economic trends **and changes in the physical environment. that change over time. Many of the current environmental and economic conditions were not predicted at the time the City incorporated and unforeseen changes are to be expected in the future.** While we cannot control global economic or environmental conditions we can support the local economy by providing *policy* direction and land use *infrastructure* to allow for and encourage robust economic **activity activities** that are prepared for and responsive to change.

Policy EC 1.3

Coordinate with local business groups to track commercial activity, identify trends and assess the economic health of the Island. Adopt an economic vitality strategy to identify creative and appropriate ways for the City to encourage and stimulate business activity.

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Policy EC 1.4

Support entrepreneurship by providing adequate *land use* designations in keeping with the character of the Island, while avoiding investment in sectors/activities/*infrastructure* that will not remain viable in the foreseeable future. ~~relevant or viable under future conditions and therefore likely to damage the character of the island.~~

Policy EC 1.5

In order to provide opportunities for business enterprise along a continuum, adequate space must be provided for growth that recognizes and protects the Island's valued natural amenities, its limits of land and water and the quality of its residential *neighborhoods*. [NOTE Commissioner Quitslund has question]

Policy EC 1.6

Establish, maintain and share with interested parties a data base of indicators of the health of the sectors of the Island's economy.

Policy EC 1.7

Partner with the Chamber of Commerce, the Bainbridge Island Downtown Association, and others to monitor the Island's business climate and make appropriate adjustments to the economic vitality strategy.

INFRASTRUCTURE

GOAL EC-2

Provide sufficient and resilient infrastructure that is supportive of a healthy economy and environment.

Policy EC 2.1

Identify long-term *infrastructure* needs that support economic sustainability and are designed to withstand future conditions.

Policy EC 2.2

Support *infrastructure* enhancement to accommodate new information technology and changing conditions.

Policy EC 2.3

Implement infrastructure and technology improvements around *designated centers* to provide enhanced service and to retain and attract business.

SUSTAINABILITY

GOAL EC-3

1 **Promote business practices that protect the Island’s natural beauty, and**
 2 **environmental health, and support long-term business success.**

3
 4 Environmental protection is a value expressed in the *guiding principles* that are the
 5 foundation of the comprehensive plan. A quality environment promotes and enhances
 6 economic vitality of the community.

7
 8 **Policy EC 3.1**

9 Encourage the use of *green building* materials and techniques in all types of
 10 construction, as well as design approaches that are responsive to changing
 11 conditions.

12
 13 **Policy EC 3.2**

14 Help businesses find markets for surplus materials, by-products and waste.

15
 16 **Policy EC 3.3**

17 Encourage local enterprises to participate in programs, such as the Kitsap
 18 County Waste Wise and Green Community Initiative, programs that recognize
 19 and assist business efforts to protect the environment.

20
 21 **Policy EC 3.4**

22 Encourage public sector solid waste reduction, reuse and recycling.

23
 24 **Policy EC 3.5**

25 Encourage existing and new businesses to become part of a linked cooperative
 26 whereby the by-products and waste of one enterprise become the raw materials
 27 of another.

28
 29 **Policy EC 3.6**

30 Create opportunities to foster green technology and industries, such as energy, waste
 31 and information technology, which have the potential to create local, family wage jobs in
 32 our community at the same time we are protecting our natural beauty, environmental
 33 and economic health.

34
 35 **CIVIC LIFE**

36
 37 **GOAL EC-4**

38 **Encourage a broad range of civic activities and organizations.**

39
 40 Non-profit organizations are a source of employment and other economic
 41 benefits for Islanders and utilize many local commercial and service providers.
 42 Volunteers also provide significant contributions to the local economy.
 43 Organizations such as Helpline House, Arts and Humanities Bainbridge,
 44 Bainbridge Island Museum of Art, Housing Resources Bainbridge, Bainbridge
 45 Island Downtown Association, and the Chamber of Commerce rely largely on

1 volunteer efforts and provide irreplaceable **human** resources to the
2 community.

3
4 **Policy EC 4.1**

5 Support the non-profit sector of human and social service providers.

6
7 **Policy EC 4.2**

8 Encourage and recognize individuals, organizations, and businesses that
9 volunteer time and skills to the community.

10
11 **Policy EC 4.3**

12 Encourage local business groups, educational **institutes-institutions**, and
13 other entities to provide continuing education and skills development.

14
15 **Policy EC 4.4**

16 Promote Bainbridge Island as a **family-friendly** community **for families** with high quality
17 schools, recreational opportunities and a safe, clean environment.

18

19

20

20 **JOBS/HOUSING BALANCE**

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22

23

23 **GOAL EC-5**

24 **Provide a variety of *affordable housing* choices so that more people**
25 **who work on Bainbridge Island can live here.**

26

27 The Housing Element of the *comprehensive plan* provides several options for the
28 development of *affordable housing* on the Island.

29 **Policy EC 5.1**

30 Continue to monitor the progress in implementing the Housing Element
31 and evaluate new ways of providing *affordable housing*.

32

33 **Policy EC 5.2**

34 In concert with the Housing Element's Goals and Policies, pursue a housing strategy
35 that seeks to accommodate a wide variety of housing options, both in design and
36 affordability, to meet the demands of the full range of the population, including
37 service sector employees, retirees, students, artists, **farmers** and **craftspeople** **others**.

38

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43

43 **DEVELOPMENT IN DESIGNATED CENTERS**

44

45

45 **GOAL EC-6**

46 **As the city's *designated centers* evolve, balance their **roles** **functions** as places of**

1 **commerce and employment with their roles helping to meet housing needs and**
 2 **provide focal points for civic engagement and cultural enrichment.**

3
 4 **Policy EC 6.1**

5 Create **great central places** attractive **designated centers** that will help the Island
 6 economy prosper and provide a high quality of life **that integrates transportation, the**
 7 **economy, and the environment**, creating ancillary benefits such as decreasing pollution
 8 (including *greenhouse gas emissions*), protecting *open space*, and creating local family
 9 wage jobs.

10
 11 **Policy EC 6.2**

12 Utilize urban design strategies and approaches to ensure that changes to the built
 13 environment are at a locally appropriate scale and enhance the Island's unique
 14 attributes, in recognition of the economic value of "sense of place."

15
 16 **Policy EC 6.3**

17 **Utilize Develop** urban design strategies **and approaches** to ensure that the built
 18 environment is appropriate for present and future conditions, including the impacts of
 19 *climate change*.

20
 21 **Policy EC 6.4**

22 Ensure the efficient flow of people, goods, services, and information in and throughout
 23 the Island with infrastructure investments, particularly within and connecting to
 24 designated centers, to **meet- anticipate** the **distinctive** needs of the Island's **economy**
 25 **businesses**.

26
 27
 28 **Policy EC 6.5**

29 Promote emerging business sectors such as artisanal and craft producers, including
 30 specialty foods and beverages, as well as low-impact, specialty manufacturing,
 31 including software, electronics and green technology.

32
 33 **Policy EC 6.6**

34 Preserve and enhance activities that feature Bainbridge Island's history of maritime,
 35 agricultural and **art-artistic** enterprises.

36
 37 **Policy EC 6.7**

38 Monitor parking requirements in the **designated centers** and revise them as needed to
 39 encourage business development, while reasonably accommodating parking demand.
 40 This should be done in concert with efforts to **reduce dependence on automobiles**
 41 **increase use of non-motorized transportation** and improve our local environment.

42
 43 **PUBLIC/PRIVATE PARTNERSHIPS**

44
 45 **GOAL EC-7**

46 **Partner with local businesses and business associations on programs and**
 47 **projects to diversify and grow the City's economic make-up, reduce sales**

1 **leakage, attract spending by visitors, enhance local employment, and increase**
 2 **municipal tax revenues to support local services.**

3
 4 **Policy EC 7.1**

5 Leverage technology assets, such as existing fiber connections, to support technology-
 6 based businesses and potentially to pursue new revenue streams.

7
 8 **Policy EC 7.2**

9 Focus **on recruitment** and “buy local” community marketing on consumer spending
 10 segments in which there is significant “leakage” and also a strong possibility of
 11 recapturing spending.

12
 13 **Policy EC 7.3**

14 Support and enhance social, cultural, artistic, recreational and other learning activities
 15 for residents, workers and visitors.

16
 17 **Policy EC 7.4**

18 Integrate programs and activities related to economic prosperity with objectives related
 19 to environmental sustainability, social and political equity, climate change adaptation
 20 and cultural engagement.

21
 22 **Policy EC 7.5**

23 Continue to support and enhance the arts/culture sector and the visitors that arts and
 24 **cultural** events **attract** **and activities attract**.

25
 26 **Policy EC 7.6**

27 Support and enhance sports **nature**, and other outdoor events **and activities** that
 28 attract visitors.

29
 30 **Policy EC 7.7**

31 Support and **make Bainbridge Island a** model **community for** *climate change*
 32 preparedness and sustainability practices that ensure long-term business viability while
 33 attracting and protecting visitors, businesses and residents.

34
 35 **Policy EC 7.8**

36 Support and enhance our waterfront, including docks and maritime services that attract
 37 visitors and residents.

38
 39 **Policy EC 7.9**

40 Provide an efficient, timely and predictable regulatory environment within the framework
 41 of a strong customer service approach

42 **Policy EC 7.10**

43 Encourage the private, public, and non- profit sectors to incorporate environmental
 44 and social responsibility into their practices.

45
 46 **RETAIL AND SERVICES**

1 **GOAL EC-8**

2 **Maintain and enhance Winslow as the commercial hub of Bainbridge Island.**
 3 **Position the Neighborhood Service Centers to provide the opportunities for**
 4 **smaller-scale commercial and service activity.**

5
 6 **Policy EC 8.1**

7 Reinforce Winslow as the mixed-use center for commerce and exchange by fully
 8 implementing the Winslow Master Plan.

9
 10
 11 **Policy EC 8.2**

12 Neighborhood-Service-Centers *should* be developed at higher residential *densities*,
 13 as recommended in the Land Use Element, in order to attract a variety of small-
 14 scale retail and service providers.

15
 16 **Policy EC 8.3**

17 Promote and support a “Buy it on Bainbridge” program. [Commissioner Quitslund
 18 questions whether this is redundant with Policy EC 7.2]

19
 20 **SERVICES SECTOR**

21
 22 **GOAL EC-9**

23 **Grow a healthy service sector to increase employment opportunities, enhance**
 24 **local revenues, and meet emerging needs of the Island’s changing demographics.**

25
 26 **Policy EC 9.1**

27 Increase availability of housing to enable service sector employees to live on the Island.

28
 29 **Policy EC 9.2**

30 Increase access to transportation options **to that** better enable service sector employees
 31 who live off- Island to work on-Island.

32
 33 **Policy EC 9.3**

34 Promote an emerging professional services sector that recognizes the Island’s linkage
 35 to the Seattle job market for managerial jobs and information-based industries.

36
 37 **Policy EC 9.4**

38 Promote on-Island access to healthcare facilities and medical services, particularly
 39 those addressing the needs of the Island’s increasing older population.

40
 41 **BUILDING DESIGN AND CONSTRUCTION SECTOR**

42
 43 **GOAL EC-10**

44 **Support building design and construction industries to increase employment**
 45 **opportunities, enhance local revenues, and help ensure a built environment that**

1 **responds to and reflects the Island’s Vision and Guiding Principles.**

2
3 The professions and trades involved in design, construction, furnishing, renovation, and
4 marketing of commercial and residential real estate constitute a large and very
5 important sector of the Island’s economy. Productivity and profits within that sector are
6 crucial factors in the stability and wellbeing of the entire community. The built
7 environment is no less important than our natural resources in defining Bainbridge
8 Island as a unique and attractive place. Good development, in a community such as
9 ours, must work within limits and be compatible with the **environment goals of**
10 **environmental conservation.**

11
12 **Policy EC 10.1**

13 **Strive to m Make** the City’s development permit process ~~more~~ timely, fair and
14 predictable.

15
16 **Policy EC 10.2**

17 Partner with Island architects, landscape architects, builders and related construction
18 professionals to draft development standards and practices that incorporate green
19 building practices and context-sensitive design.

20 **TOURISM**

21
22 **GOAL EC-11**

23 **Tourism is a key sector of the Island’s economy and needs to be supported.**
24 **Bainbridge Island provides unique opportunities for visitors to experience**
25 **internationally recognized gardens, cultural centers, parks, and recreational**
26 **events.**

27
28 **Policy EC 11.1**

29 Improve pedestrian links between the ferry terminal, downtown Winslow, and
30 the harbor. Visitors on foot and bicycle *should* be encouraged. Encourage and
31 support public transit and **shuttles shuttle services.**

32
33 **Policy EC 11.2**

34 The predominant focus of downtown Winslow *should* be to serve the commercial
35 and social needs of Island residents. A lively, *pedestrian-oriented* town center that
36 provides a mix of commercial and *residential uses* is, of itself, a potential tourist
37 destination.

38
39 **Policy EC 11.3**

40 Support the Island as a visitor destination by preserving and enhancing the unique
41 qualities of our community.

42
43 **Policy EC 11.4**

44 Encourage multiple-day stays and participation in selected Island events
45 and destinations by off-Island visitors.

Policy EC 11.5

Encourage bed and breakfasts and other creative tourist accommodation.

ARTS**GOAL EC-12**

Continue to promote the arts as a significant component of the Bainbridge Island economy.

Policy EC 12.1

Encourage and support the creative and economic contribution of the arts by implementing the *goals* and *policies* of the Cultural Element.

Policy EC 12.2

Promote **within the arts community within the** northwest region the arts community as an economic assets of the Island.

HOME-BASED BUSINESSES**GOAL EC-13**

Foster home-based businesses as a key to a present and future vital economy.

Nearly half of all businesses licensed on Bainbridge Island are reported as home-based. Bainbridge Island allows home-based businesses in all zones, and 16.3% of the Island workforce works from home.

Policy EC 13.1

Continue performance standards to harmonize impacts of home-based businesses in residential *neighborhoods*.

Policy EC 13.2

Support home-based businesses through business licensing and other City programs.

AGRICULTURE**GOAL EC-14**

Recognize that farming is a part of the Island's heritage and contributes to the island's economy.

1
2 The Environmental and Land Use Elements contains several *goals* and *policies*
3 intended to sustain and enhance agriculture.
4

5 **Policy EC 14.1**

6 Support the market for Island-grown agriculture products by:

- 7 ○ Recognizing and supporting the Bainbridge Island Farmers' Market,
8 including permanently dedicating space for the market and enhancing
9 the market area.
- 10 ○ Allowing and promoting roadside stands that sell Island-grown products.
- 11 ○ Promoting and supporting Community Supported Agriculture (CSA).
- 12 ○ Encouraging the development of value-added processing facilities that
13 can be shared by many farmers.
- 14 ○ Encouraging food crops to be planted on public land.

15
16 **Policy EC 14.2**

17 Support a program that helps working farms through educational, historic,
18 farmstay and tourist visits.
19

20 **BUSINESS/INDUSTRIAL**

21
22 **GOAL EC-15**

23 **The Business/Industrial (B/I) land use designation should provide space for job**
24 **creating enterprises. Island based businesses provide the possibility of living and**
25 **working in the community. It is the purpose of the B/I land use designations to**
26 **provide opportunities for light industrial and other non-retail activities. The City**
27 **should be prepared to respond to a changing marketplace and the business**
28 **opportunities perceived by its citizens, when those opportunities require pre-**
29 **existing infrastructure and well-designed accommodations in order to flourish.**
30

31 **Policy EC 15.1**

32 Promote manufacturing and business/industrial employment as an important source
33 of family wage jobs on Bainbridge Island.
34

35 **Policy EC 15.2**

36 New Business/Industrial (B/I) *land use* designations *shall* be considered based on
37 the following:

- 38 ● Proximity to existing B/I.
- 39 ● The total amount of and expected need for B/I-zoned land.
- 40 ● Compliance with all **existing** *policies* in the Land Use Element.
- 41 ● Reasonable proximity to SR 305.
- 42 ● Availability of public sewer and water, *or* whether permitted uses might safely
43 use wells and septic systems or other alternative systems that are approved
44 by the Kitsap Public Health District.
- 45 ● Consideration of pollution and *aquifer recharge* concerns.

- 1 • Adjacency to non-residential land uses.
- 2 • Minimal impact to residential land uses, neighborhoods and open
- 3 space/conservancy and agriculture areas.

4 **Policy EC 15.3**

5 Business/Industrial development *shall* conform to all Business/Industrial
6 performance standards, the requirements of Site Plan and Design Review, and
7 applicable design guidelines.
8
9

10 **ECONOMIC ELEMENT IMPLEMENTATION**

11
12
13
14 **To implement the goals and policies in this Element, the City must take a number of**
15 **actions, including adopting or amending regulations, creating partnerships and**
16 **educational programs, and staffing or other budgetary decisions. Listed following**
17 **each action are several of the comprehensive plans policies that support that action.**
18

19 **HIGH PRIORITY ACTIONS:**

20
21
22 **Action #1. Adopt and maintain an Economic Development Strategy to coordinate**
23 **public and private efforts to grow and sustain a healthy economy on the Island**
24

25 **Policy EC 1.3**

26 Coordinate with local business groups to track commercial activity, identify trends
27 and assess the economic health of the Island. Adopt an economic vitality strategy to
28 identify creative and appropriate ways for the City to encourage and stimulate
29 business activity.
30

31 **Policy EC 1.7**

32 Partner with the Chamber of Commerce, the Bainbridge Island Downtown
33 Association and others to monitor the Island's business climate and make
34 appropriate adjustments to the economic vitality strategy.
35

36 **MEDIUM PRIORITY ACTIONS**

37
38 **Action #1. Continue efforts to promote and support agriculture as a component**
39 **of the Island's economy, landscape and culture.**
40

41 **Policy EC 14.1**

42 Support the market for Island-grown agriculture products by:

- 43 • Recognizing and supporting the Bainbridge Island Farmers' Market,
- 44 including permanently dedicating space for the market and enhancing the
- 45 market area.

- 1 • Allowing and promoting roadside stands that sell Island-grown products.
- 2 • Promoting and supporting Community Supported Agriculture (CSA).
- 3 • Encouraging the development of value-added processing facilities that can
- 4 be shared by many farmers.
- 5 • Encouraging food crops to be planted on public land.

6

7 **Action #2. Identify capital projects and streetscape standards to enhance non-**

8 **motorized mobility within Winslow and connecting to shoreline activities.**

9

10 **Policy EC 11.1**

11 Improve pedestrian links between the ferry terminal, downtown Winslow, and

12 the harbor. Visitors on foot and bicycle *should* be encouraged. Encourage

13 and support public transit and shuttles.

14

15

16 **OTHER PRIORITY ACTIONS**

17

18 **Action #1. Assure that adequate parking is available to support businesses.**

19

20 **Policy EC 6.7**

21 Monitor parking requirements in the *designated centers* and revise them as needed

22 to encourage business development, while reasonably accommodating parking

23 demand. This should be done in concert with efforts to increase use of non-motorized

24 transportation and improve our local environment.

25
