IMPROVING LANDOWNER DEVELOPMENT DECISIONS

Improving Landowner Development Decision is an outreach program designed to engage, inform, and educate current and potential property owners. This program’s outreach will engage Kitsap County residents before they begin proposed projects, empowering them to make informed decisions that are code compliant and non-impactful upon Kitsap County resources.

What We Are Doing

By utilizing social marketing strategies, this project will inform residents of development considerations, improve site design, reduce negative resource impact, and reduce the frequency of costly post-project amendments to existing projects.

How We Are Doing It

The Improving Landowner Development Decisions program objective is to improve landowner decisions before reaching the permit stage. Subsequently, this project will create awareness, educate targeted audiences, and motivate desired behavioral changes.

Additionally, the project will entail stakeholder analysis. External stakeholders who are engaged in the early stages of development will be evaluated as a means of improving target market penetration.

WHY IS THIS ISSUE IMPORTANT

Approximately 54% of Kitsap County parcels are intersected by or adjacent to critical areas. Yet, property owners may not be aware of the land cover, stormwater, or critical area ordinances that impact their land use or development projects. The potential for negative impact upon resources and the costs to property owners for corrective measures is significant, while social marketing can reduce these risks and improve landowner decisions.

WHAT YOU CAN DO

Prior to implementing land use or development plans, learn more about the permitting associated with your intended project by visiting the Kitsap County of Community Development or accessing information online at www.kitsapgov.com/dcd.

FOR MORE INFORMATION

https://www.kitsapgov.com/dcd
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