April22

JOB NO. P90598. 01 VANCOUVER CITY CENTER VISION DRAFT March 21, 2004 Page 1

AGENDA CRT Workshop #2

March 25, 2004, 7:00 pm Vancouver City Hall Council Chambers, 210 E. 13th Street, Vancouver, WA

1. Introductions – Steve Burdick

(2 min.)

- 2. Project Update
 - Purpose of this workshop and VCCV Team activities to date Paddy Tillett
 (2 min.)
 - Present the Success Audit Chris Zahas

(3 min.)

The Revitalization Agenda - Bob Wood

(2 min.)

- Review the list of current concepts and ideas "as a starting point" Bob Wood
 (4 min.)
- 3. Project Principles Development Paddy Tillett, Moderator
 - CRT input ideas for redevelopment opportunities (what is important to the community?)
 (10 min.)
 - Revisit the Esther Short Principles and Goals as a way to begin discussion.
 (5 min.)
 - CRT and VCCV Team work together to create Principles and Goals. (30 min.)
 - With above work, re-visit and prioritize current concepts and ideas. (10 min.)
 - Document any new initiatives or ideas that came up in the workshop.

(+/-10 min.)

- 4. Summarize input and give consultant team direction "what did we hear today and what's next "- Paddy Tillet (+/- 5 min.)
- 5. Upcoming meeting dates Paddy Tillett

(5 min.)

6. Adjourn

Total: 1 hour 30 min.

REVITALIZATION AGENDA

Purpose

The Revitalization Agenda is intended to be a program of improvements to be implemented in the next six years. Revitalization Agenda topics will be addressed on concept level plans produced in Steps 3, and reviewed and refined in Steps 4 and 5. Some changes made in the first six years will prepare for eventual accomplishment of twenty-year goals.

Land Use

- 1. Review zoning and Special Districts and propose revisions that will:
 - Attract 24-hour a day land uses that support the growing community.
 - Attract land uses that stimulate development and draw people to the Central City.
 - Develop macro building massing, form and image of the Central City.
- 2. Identify agency/resource needs, e.g. DRA expansion.
- 3. Assess and implement Urban Renewal/Sub-Area Plan/EIS process.
- 4. Review timelines for all projects, planning processes and civic events within the next six years to inform implementation strategies.

Transportation, Traffic and Parking

- Identify and implement funding for Pedestrian Streetscape and traffic improvements:
 - Main Street, Broadway and McLoughlin change to two-way streets.
 - New north-south collector west of Esther Short Park.
 - Improvements to Jefferson-Kaufman.
- Prepare conceptual design and contextual urban design for a landmark pedestrian bridge linking the Historic Reserve and the Central City across the freeway.
- 3.
- Identify funding and implement the new Esther Street underpass.
- 4. Develop a strategy to increase Central City use of transit.
- Establish Central City/I-5 task force to ensure that Downtown needs are met in design of the new river crossing.
- Identify opportunities to remove or reduce the railroad berm which is a barrier to the Waterfront.
- 7. C-Tran Transit Center relocation.

Public Open Space

- 1. Identify funding for and prepare conceptual design of public open space along west Downtown Waterfront.
- 2. Link civic and pedestrian destinations to landmarks, Main St. and the Waterfront.

Community Values

- 1. Prepare a marketing plan that promotes the Central City (with specific focus on retail) within and outside of the community.
- Identify and implement economic development tools to provide incentives for redevelopment.
- 3. Encourage institutions to locate Downtown.

Issues Beyond the Next Six Years

- 1. To be included in VCCV projects that should take place in the next six years, to support and prepare the City for development beyond the next six years.
- 2.
- 1. I-5 widening and alternative crossings at the Columbia River crossing.
- 2. I-5 off-ramp to 6th Street.
- 3. Light Rail transit through the Central City.
- 4. Full development of the Vancouver Waterfront.
- 5. Additional connections through the railroad berm.
- 6. Construction of South Loop Road at Vancouver Waterfront.
- 7. Projects yet to be identified.

CURRENT CONCEPTS AND IDEAS

The Big Ideas

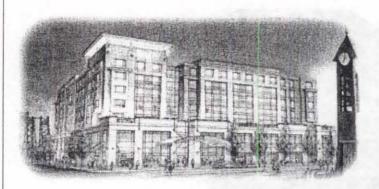
- Continue the growth of residential development
- Connection and the development of the Waterfront.
- Reinvigorate Retail to support the Central City
- Make Main Street <u>THE</u> Main Street of Vancouver
- I-5 Expansion and the Rail Road Berm

Concepts and Ideas that are part of the Vision

- 1. Specific retail opportunities:
 - Support Hotel/Conference Center.
 - A full service grocery store.
 - Increase evening and weekend attractions.
- 2. Develop concepts for the future massing of buildings.
- 3. Find stimulus to encourage sale or redevelopment of underused properties.
- 4. Redevelop streets and all pedestrian connections, eg: crosswalks, sidewalks, etc.
- 5. Prioritize civic linkages and pedestrian destinations to landmarks, Main St. and the Waterfront.
- 6. Identify, prioritize, and propose funding sources for pedestrian oriented street improvements.
- 7. Address noise pollution (trains, planes, and street cleaning)
- 8. Connect Fort and Military Lands to the Central City.
 - Strengthen existing connections over freeway.
 - Include the Heritage Way concept.
- 9. Address vehicular traffic that shortcuts through neighborhoods.
- 10. Reconnect the street grid to improve access.
- 11. I-5 off-ramp to 6th Street.
- 12. Review parking supply and management to ascertain if sufficient facilities exist
- 13. Integrate the central city circulator (Trolley) connecting work-day destinations and tourist destinations.

- 14. Consider and connect all public open space facilities to the central City
 - Waterfront Trail
 - Fort and Military Lands
 - Bike Paths
- 15. An international garden to celebrate diversity.
- 16. Identify opportunities for civic programs such as the Vancouver's Downtown Association (VDA) Hanging Basket Program.
- 17. Include Lightrail Transit
- 18. C-Tran Transit Center relocation.
- 19. South Loop Road in the Vancouver Waterfront.
- 20. Review zoning and Special Districts and propose revisions
- 21. Assess and recommend Urban Renewal/Sub-Area Plan/EIS processes
- 22. Review timelines for all projects, planning processes and civic events within the next six years
- 23. New north-south collector west of Esther Short Park.
- 24. Improvements to Jefferson-Kaufman.
- 25. Establish Central City/I-5 task force to ensure that Downtown needs are met in design of the new river crossing.
- 26. Prepare a marketing strategy that promotes the Central City

Conference Center & Hotel



Location:

6th and Columbia (south of Esther Short Park)

Investment:

\$70 million

Owners:

Downtown Redevelopment Authority

Project Team: Architects - Fletcher, Farr, Ayotte

Construction - FaulknerUSA

Identity Clark County

City of Vancouver

Downtown Redevelopment Authority

City & County Public Facilities Districts

Description:

This project will be downtown Vancouver's first conference center. The project will include a 30,000 square-foot conference center featuring grand and junior ballrooms as well as flexible meeting space. The grand ballroom will have a maximum seating capacity of 933 people for banquets or 1,700 for receptions. The adjacent junior ballroom will have banquet capacity for an additional 469 people. The project also includes a 226-room, four-star Hilton hotel, restaurant, lounge and smaller meeting rooms.

Tools:

Dedicated tax revenue credits from State sales taxes and local lodging taxes, tax-exempt bonds, design-build development contract, private donations and creation of two special purpose facility districts.

West Coast Bank Building



Location:

W. 6th & Broadway

Developer:

Killian-Pacific

Timeline:

Completed March 2001

Investment:

\$23 million

Description:

This project boasts 61,000 square feet of commercial space, 23 luxury condominiums and a 267-space public parking structure. Tenants include West

Coast Bank (anchor) and University of Phoenix.

The developer approached the City of Vancouver with a proposal to redevelop the City's "front door" on the I-5 freeway. Adjacent to the property were two derelict buildings - a vacant card room and a transient hotel. The developer purchased the card room through negotiation. The City acquired the transient hotel using its redevelopment condemnation powers.

Tools used:

Property acquisition/disposition, public parking, street vacation, expedited

permitting, system development charge waivers

City Center 12 Cinemas



Location:

8th & C Streets

Developer:

Prestige Development

Timeline:

Completed December 1998

Investment:

\$10 million

Description:

The 2,224 seat 43,932 s.f. 12-plex also features Rose's Deli and Bakery - a

legendary Northwest eatery.

Key to the developer's consideration of this project was a 548-space public parking structure located across the street from the project site. At the time of the

development, the City held a long-term lease on the parking structure.

Subsequent to the development, the City negotiated the purchase of the parking structure and the offices constructed on top of it and assigned the purchase

agreement to the theater developer.

Tools:

Property acquisition/disposition, street vacation, public improvements (traffic

signal), expedited permitting

Visitor Center in Slocum House



Location:

605 Esther St.

Description:

Since 2003, the historic Slocum House has been a Southwest Washington Visitor

and Convention Bureau Visitor Center in partnership with the City of Vancouver.

It is also the home of the Slocum House Theater Group.

Co-Location of Chamber, CREDC and Other Business Promotion Groups

Location:

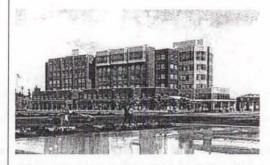
1101 Broadway

Description:

To put a stronger focus on regional economic development efforts, the Greater Vancouver Chamber of Commerce, the Columbia River Economic Development Council, SW Washington Workforce Development Council and others co-located in the Broadway Business Center creating more opportunities for partnerships

and economic growth.

Clark County Public Service Center



Location:

1300 Franklin St.

Timeframe:

June 2001 - October 2002

Investment:

\$41 million

Owner:

Clark County

Description:

The Clark County Public Service Center consolidated County functions and provided opportunities for co-location with some city departments (Transportation, Solid Waste) to improve customer service and efficiency.

The project included a complete renovation of the County Courthouse, a three-story, 145,000-square-foot parking garage and a six-story, 164,000-square-foot public service center.

Business Improvement District

Description:

The Downtown Call to Action Task Force is initiating the development of a Business Improvement District in downtown. The BID has two dimensions: 1) the ability to raise money for physical improvements in downtown; and 2) the ability to fund management services that make downtowns clean, safe and active.

The BID works in partnership with local government but is run and governed by representatives of the businesses that provide the BID financial support.

Easy Street Campaign



Description:

The Downtown Call to Action Easy Street campaign was a business recruitment contest launched in August 2003 aimed at creating a vibrant shopping district along Main Street in downtown Vancouver. Interested businesses were invited to compete to win an impressive awards package sponsored by Bank of Clark County, West Coast Bank, Architects Barrantine Bates Lee and A & J Cabinets that included \$20,000 to be applied toward the winner's first year of rent, space planning services and cabinets for the new location. The winning entrant was Taketa Art and Framing who opened a new shop at 1104 Main St.

Mill Plain Extension





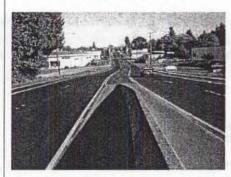
Description:

The Mill Plain Extension Project is a multi-modal, arterial roadway that improves access into the Port of Vancouver industrial area and Vancouver Lake Lowlands. The project created a five-lane roadway extending from Columbia Street in downtown Vancouver west along 15th Street over the Burlington Northern rail yard and into the Port of Vancouver. It then turns north to meet Fourth Plain Boulevard west of Fruit Valley.

Timeframe:

Industrial segment (completed in October 1998); urban segment (competed in May 1999); and bridge segment (complete in September 2000).

Fourth Plain Reconfiguration



Description:

In the spring of 2002, Fourth Plain Boulevard, between Fruit Valley Road and I-5, was resurfaced. As part of this project, the road was also re-striped to reflect a new lane configuration from four lanes in each direction to two lanes in each direction with a center turn lane and bike lanes. Fourth Plain cuts through neighborhoods and was the primary access to the Port of Vancouver before the completion of the Mill Plain extension. The new configuration has diverted much of this truck traffic on to the Mill Plain extension.

Bi-State Task Force

Description: In 1998, the Washington State Department of Transportation partnered with the Oregon Department of Transportation and other local stakeholders in Washington and Oregon to plan and implement improvements along the I-5 corridor from I-84 in Oregon to I-205 in Washington.

> Preliminary engineering and EIS will include recommendations for improvements anticipated to exceed \$1 billion.

Bridge Lift Reductions

Description: Identity Clark County led the effort to reduce the number of times the I-5 bridge

went up on week days. ICC members met with barge owners, sailboat clubs and organizations that would potentially need a bridge lift. In the end, they were able to get all interested parties to agree to use the channel during rush hour.

Downtown Transportation Plan

Description: The Downtown Transportation System Plan was a community-based planning

effort to identify transportation improvements needed to support planned growth within the downtown core of the City. The Downtown TSP sets forth policy direction and project improvements that should be advanced within the next 6-years within the city center. The Downtown TSP supports the implementation of

the city's Comprehensive Plan in addition to the Esther Short Sub Area

Redevelopment Plan.

Downtown Vitality Partners Development Agreement

Investment: \$40-\$50 million

Timeline: Development is expected to take place within 2-3 years

Description: Allows the owners of The Columbian newspaper to develop land west of the

conference center and hotel project to transition their current operations.

Tools Used: Vacation of Fifth Street

Murray's Corner



Location:

8th & Washington

Timeframe:

Completed September 2002

Description:

This building consists of bottom-floor retail and eight studio apartments on the

second floor.

Vancouvercenter



Location:

Between 6th & 8th and Columbia & Washington Streets

Owner:

DOWNTOWN LIVING

Belbadi Group

Investment:

\$100 million

Description:

Largest private investment in downtown Vancouver's history covering two square blocks once occupied by the Lucky Lager Brewery. Features 194 on-site apartments, 68 luxury condominiums, an 800-car garage in three-levels underground and 165,000 square feet of Class-A office

and retail space.

Tools:

Property acquisition/disposition, public parking, tax abatement on the apartments, environmental clean-up, expedited permitting and system

development charge waivers.

City Center Jancouver

Heritage Place



Location:

300. W. 8th St.

Owner:

Al Angelo Company

Investment:

\$25 million

Description:

137 condominium units; plus covered, gated parking and 14,500 s.f. of retail space. Businesses include: Starbucks, Subway, Tiger Garden Restaurant, Willows, Contessa Shoes and Vancouver Wine & Gift.

The developer was selected over six competitors for the right to develop the first upper-income downtown residential project in the city's history. In addition to conventional provisions for land sale, public improvements and tax exemptions, this disposition and development agreement required the City to reconstruct Esther Short Park while the private improvements were being constructed and to provide bicycle police to patrol the area after the development was complete.

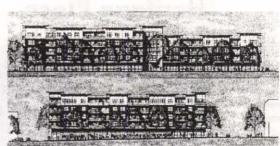
Tools:

Property acquisition/disposition, street vacation, public improvements (street lights, sidewalks, public landscaping, public plaza), environmental clean-up, tax abatement, expedited permitting, system development charge waivers.

OWNIOWN INING

Esther Short Commons





Location:

Between 6th & 8th and Columbia & Washington Streets

Developer:

Vancouver Housing Authority

Kemper Company

Timeline:

October 2003 (constructed started). Scheduled for completion Spring 2005

Description:

Once completed, the project will feature 160 apartments, 20,000 s.f. of retail and 115 parking spaces. Twenty one of the apartments will be offered at market rate rents. The balance of the residences will be marketed to renters

earning \$10 to \$15 per hour.

The ground floor will be the new home of the hugely popular Vancouver Farmers Market. Over the years, the Market bounced from one temporary location to another. The City feared that the downtown would lose the Market and its enthusiastic customer base. The Vancouver Housing Authority used grants from City bonds and federal block grant money, as well as its full faith and credit to lease space from the developer and then to sublease the space to the Farmers Market. With this leverage, the City was able to secure 8,000 s.f. of commercial space facing on Esther Short Park for a permanent indoor location for the Market on very favorable terms. The agreement provides that the Market will own their space at the end of the lease. Being jointly developed by the Vancouver Housing Authority and Kemper Co, a Portland, Oregon developer,

Tools:

City of Vancouver/CDBG land acquisition grants, housing tax credits, low interest State loans, sandwich lease, tax abatement, expedited permitting, system

development charge waivers.

OWNTOWN LVING

City Center Jancouver

Anthem Park at Uptown Village



Location:

300. W. 8th St.

Developer:

Vancouver Housing Authority
Vern Rifer Real Estate Development

Investment:

\$15 million

Description:

The project is a mixed-use housing and retail community with 58 rental apartments, 22 owner-occupied town homes and two retail buildings built around a one-half acre public plaza that also serves as the roof of the underground parking garage.

This project is located at the corners of four strong neighborhood associations and adjacent to the Uptown Village merchant's district.

Driven by public involvement, primary characteristics are owner-occupied housing, niche retail and preservation of community open space.

Tools:

Public street improvements, residential tax exemptions, parks impact fee credits and system development charge waivers.

DOWNTOWN LIVING

Kirkland Union Plaza



Location:

1414 Kauffman Ave.

Owner:

Union Manors

Description:

This 61-unit retirement community was developed by a union labor retirement association on surplus land left after construction of a major arterial from

downtown to the Port of Vancouver.

Tools:

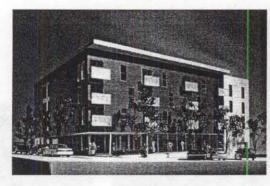
OWNTOWN LIVING

Property acquisition / disposition, street vacation, school impact fee waiver, system development charges waivers, tax abatement and grants and loans from

federal funds.

City Center Jancouver

Lewis & Clark Plaza





Location:

621 Broadway

Team:

Prestige Development

Description: Lewis and Clark Plaza is a four story 46-unit senior housing and interpretive center in downtown Vancouver, Washington. The project will bring affordable senior housing into the mix of the downtown redevelopment.

OWNTOWN LIVING

City Center Jancouver

Esther Short Park Redevelopment







Location:

Columbia Street to the east, 8th Street to the north, Esther Street to the west, 6th

Street to the south.

Timeline:

1997 - June 2002

Description:

Esther Short Park is Washington's oldest public square. By the mid-1990's, the park had deteriorated to become a place where people felt unsafe and therefore, didn't visit. The current transformation has taken place with the help of a \$3.7 million donation from long-time parks and recreation supporters, George and Carolyn Propstra. The most recent phase of improvements have resulted in a 33,000 square foot brick and concrete community square with a one-of-a-kind bell tower with a glockenspiel that tells the Chinook legend of the salmon, and an additional 9,200 square feet of planting beds, and a 3,000 square-foot water feature.

A Community Resource Team made up of parks and recreation commission members, residents and community leaders developed the design objectives for the park's redevelopment. The playground equipment, donated by the Angelo family, is constructed in a Victorian theme that reflects the history of the park. Other amenities include an oval walkway with radiating walks connecting perimeter sidewalks to the surrounding development and streetscape, a gazebo, bronze sculpture, restrooms, rose gardens and a pavilion/bandstand. The park has proven to be a gem that has contributed to a surge of economic development around the park.

CIVIC IMPROVEMENTS

City Center) ancouver

Mill Plain Tile Wall



Location:

Mill Plain Extension

Timeline:

April 2001 - September 2001

Finance & Support by: City of Vancouver Cultural Plan Grant

Community Foundation

Friends of the Arts

Vancouver School District

Hough Neighborhood Association

ED Hovee Co. Laurie Tilton Wells Fargo Deb Veach-White Naomi Royle

Jeanine Casteneda

Barbara Sampson

Hough Foundation

SWIFT Realvest

Star Masonry

Earth, Glaze and Fire

Leslie Durst

Vancouver Granite Main Street Trader

Julie Garver

Frank Temple

Angela Pozzi

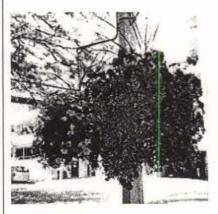
Description:

2,400 handmade low-relief tiles were created by students at Hough Elementary, Vancouver School of Arts and Academics, neighborhood residents and businesses for the sound walls separating the Hough neighborhood from the commercial downtown area. This project was a celebration of pure community involvement at it's best.

An artist-in-residence was the design lead and instructor. A professional tile installer hired by the City of Vancouver installed and sealed the tiles. Maintenance of the tile wall is the responsibility of the City of Vancouver.

City Center) ancouver

Hanging Flower Baskets



Location:

CIVIC IMPROVEMENTS

Various throughout downtown and Uptown Village

Description:

Started by the Vancouver's Downtown Association, the hanging flower baskets have become a symbol of spring and summer in downtown Vancouver. The baskets are created by horticulture students at Clark College and maintained by members of the VDA.

Sculpture Garden Expansion





Location:

9th & Broadway

Description:

Four sculptures created by local artists. The garden is also used as a venue for

small, intimate open-air concerts.

City Center) ancouver

Evergreen & Main Rehabilitation





Location:

1001 Main St.

Owner:

CIVIC IMPROVEMENTS

Dean Irvin

Description: This project involved tearing away a 1960s modernization and restoring the

facade with its original arched windows.

Melvin's Mens Shop Building Rehabilitation



Location:

901 Main St.

Owner:

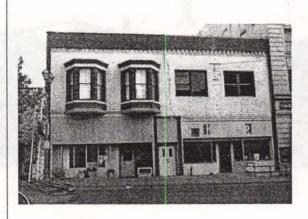
John McKibbin

Description: The false covering was torn away to reveal leaded glass windows. Other improvements include restoring the painted brick section to its original color and

continuing a glazed tile trim at the street level entrance.

City Centers uncouver

6th & Main Rehabilitation





Location:

605 Main St.

Owner:

CIVIC IMPROVEMENTS

Bill Norton

Description: Formerly the Palace Theater, the southern half of the building was gutted by fire and remained vacant for many years. The new owner created four upper level studio apartments, each with its own bay window and bottom-floor retail. The building is one of two remaining in town with original iron pillars.

Railroad Mural



Location:

Over Columbia Street near the Inn at the Quay

Description: In a 1998 partnership with the Graffiti Task Force of the Clark County Sheriff's Office, at-risk students from Lewis and Clark High School painted "graffiti art" murals on both sides of the crossing which was a notorious target for "taggers".

Since then, the site has remained graffiti-free.

City Center) ancouver

7th Street Transit Routes



Description: Before May, 2003, every C-TRAN bus serving downtown left the 7th Street

transit center at the same time causing excessive fumes as well as noise and traffic disruptions. Buses are now dispatched using a staggered system allowing for more pleasant street conditions in downtown and more efficient use of transit

stops.

CIVIC IMPROVEMENTS

Esther Short Lowering

Description: The existing Esther Street elevation will need to be lowered approximately 6

feet between the existing railroad berm and 6th Street. The reduction in the elevation will be required to provide the necessary vertical clearance beneath the railroad bridge and to match the elevation of the existing roadway on the south side of the berm. Typical sections will consist of two 12-foot traffic lanes,

5-foot bike lanes, with 8-foot wide parking, and 6-foot sidewalks.

Esther Street Extension – BNSF Undercrossing

Description: The City of Vancouver will extend Esther Street south through the existing

Burlington Northern Santa Fe (BNSF) Railroad berm to create a new transportation connection between the downtown and waterfront area. This will require the City to construct an undercrossing at the BNSF double track main line

beneath the existing railroad berm.

CIVIC IMPROVEMENTS

ADA Crosswalk Improvements

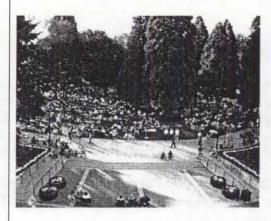
Description: The Esther Short Neighborhood Association applied for Community Development Grant Block funds to pay for ADA crosswalk improvements throughout downtown.

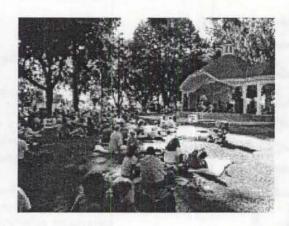
Sewer and Water Main Replacement

Road Repairs

City Center Jancouver

Esther Short Park Programming





Location:

Columbia Street to the east, 8th Street to the north, Esther Street to the west, 6th

Street to the south.

Timeline:

Beginning summer 2002

Description:

The renovation of Esther Short Park opened the door for a variety of community events and concerts that draw thousands to downtown Vancouver every year. The Vancouver Farmer's Market also relocated to Esther Street along the west side of the park which draws crowds every Saturday and Sunday from April through October. The quality programming is a key element to the success of the park.

Key events/concerts include:

- Noon concerts
- Wine and Jazz Festival (August Started in 1998. It is now one of the city's largest events featuring world-renown performers and local cuisine. Draws over 15,000 people)
- Taste of Vancouver (Labor Day weekend Started in 1999. Attracts over 25,000 visitors over four days.)
- Six to Sunset concerts (every Thursday from July through August)
- Symphony Under the Stars (September)

CULTURAL ENRICHMENT

City Center)/ancouver

North Bank Artists Community

Location:

1005 Main St.

Timeline:

Opened November 2003

Description:

North Bank is a community of local artists who pooled their resources to lease studio and gallery space on lower Main Street in downtown. They have completed a very appealing renovation of the space. The work of nine members of North Bank Artists Community are regularly featured, including metal and glass jewelry, dyes on silk, serigraph work and acrylic on canvas paintings

North Bank received a City of Vancouver Cultural Grant of \$4,394 in the 2003/2004 grant cycle. This money was used for start-up and marketing of community education classes.

Storefront Galleries

Location:

901 Main St., 1004 Main St., 1194 Main St.

Timeline:

Opened November 2003

Description:

Through a partnership with the Downtown Vancouver Association, Storefront Galleries is a project that creates unique gallery space for artwork in currently vacant downtown properties on lower Main Street.

Storefront Galleries received a City of Vancouver Cultural Grant of \$4,394 in the 2003/2004 grant cycle.

First Thursday Art Walk

Location:

Main Street between 6th and 12th

Timeline:

December 2002

Description:

Every first Thursday of the month Downtown Vancouver businesses band together to host the "Alive After Five" First Thursday Art Walk. Local artists display their artwork and dancers and drum circles perform. The art displays range from beaded jewelry to paintings, to blown glass items.

ENRICHMEN CULTURAL

City Center / ancouver

Historic Roots, New Beginnings



Timeline:

Developed Summer 2002

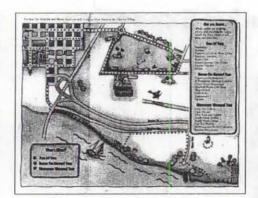
Description:

CULTURAL ENRICHMENT

The Greater Vancouver Chamber of Commerce and the Downtown Call-to-Action group developed the branding theme of "Historic Roots, New Beginnings" to help market the area.

Downtown Walking Tour





Timeline:

Developed Summer 2002

Description:

The marketing subcommittee of the Downtown Vancouver Call to Action group developed a walking tour and accompanying brochure that is available in all city facilities and in selected locations in downtown. The brochure featured three walking tours: "Parkit!", "Hooray for History" and "Waterfront Wonders".

City Center / ancouver

Holiday Tree Lighting



Description: In partnership with the City of Vancouver, the Vancouver Rotary plans a yearly community celebration to light up an evergreen in Esther Short Park during the last weekend in November. The lighting is held in conjunction with their Festival of Trees event held annually at the Red Lion Inn at the Quay. In 2003, this event drew over10,000 visitors to downtown Vancouver.

Farmer's Market Expansion



CULTURAL ENRICHMENT

Description: The Vancouver Farmer's Market, one of the community's most popular attractions will expand their market to the ground floor of the Esther Short Commons building, currently under construction at 8th & Esther. The new location will allow organizers to keep the Market open all year long.

City Center Jancouver

Chumasero-Smith House



Location:

310 W. 11th St.

Description:

This house is the oldest known home in Washington to be built by a Filipino-American. The house, constructed in 1903, is now the Vintage Inn Bed & Breakfast. It was added to the Clark County Heritage Register in 1997 and to the National Register of Historic Places in 1998.

Old House Fair

Description:

Old House Fair provides information on products and services of special interest to owners of older homes. Started in May, 2002, the fair is held at Esther Short Park and is co-sponsored by the Clark County Historic Preservation Commission and City of Vancouver Cultural Services. Vendors help homeowners identify solutions to preserve, restore and renovate their homes in ways that will not compromise their historic character and personality.

Hough Neighborhood Historic District

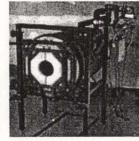
Description:

The Hough neighborhood boasts the largest concentration of pre-World War II homes in the Vancouver area. The district has been listed in the Washington Heritage Register since January, 2003.

CULTURAL ENRICHMEN

City Center) ancouver Firehouse 12 CULTURAL ENRICHMENT





Location:

518 Main St.

Description:

This glassblowing facility is housed in the historic Vancouver National Bank building. This 3,600 sq. ft., two-story building, has been renovated by the owners to incorporate both a glassblowing "hot shop", as well as gallery and studio space. The gallery features emerging glass artists as well as nationally and internationally renowned artists.



POLICIES STREAMLINING

Development Code Rewrite

Description: The updated City of Vancouver Development Code was approved by the City

Council on January 26, 2004, and became effective on March 11, 2004. The purpose of the rewrite was to create a unified development ordinance, reorganize and reformat the entire development code to enhance accessibility, streamline the permit process and decision-making procedures and to implement the City's Comprehensive Plan policies.

Esther Short Redevelopment Plan

Description: In 1997, the Vancouver City Council adopted the Esther Short Redevelopment

Plan, a six-year strategy for revitalizing a 30-block area of downtown Vancouver. The Plan was developed by community members and has helped produce almost \$236 million worth of projects that have either been completed

or have begun construction.

Esther Short District EIS

Description: In addition to fulfilling the broader planning purposes of the Growth

Management Act, the Esther Short Subarea and Redevelopment Plan allowed for the integration of environmental protection measures under the State Environmental Policy Act (SEPA). An Environmental Impact Statement was prepared by the City's planning consultant, taking into account environmental impacts from all anticipated development within the 20-year period. This front-loaded SEPA review adopted by the City provided prospective developers in the redevelopment area with certainty that environmental issues had been addressed, saving them both substantial time and money in the permitting process.

City Center)/ancouver

POLICIE TREAMLINING

Planned Action Ordinance

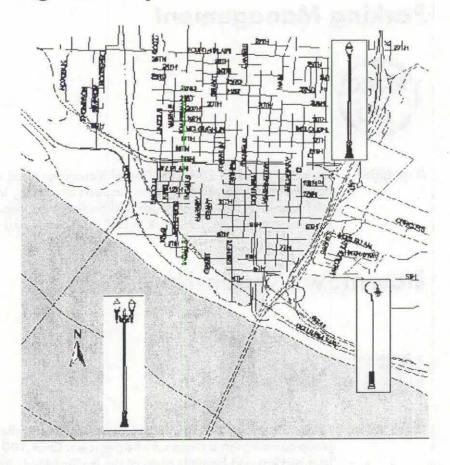
Description: To further implement the policies of the Esther Short Subarea Redevelopment Plan, the City's planning consultant drafted a Planned Action Ordinance for the City. The Planned Action Ordinance for the Esther Short Subarea and Redevelopment Plan was completed in accordance with Washington State House Bill 1724, which allows for the integration of the State Environmental Protection Act and the Growth Management Act.

> With the adoption of a Planned Action Ordinance, local jurisdictions are permitted to implement an expedited project permitting process when planning and environmental review has been done prospectively for an area. The application of this Planned Action Ordinance to projects in the redevelopment area automatically reduces the required review times by as much as thirty days. This Planned Action Ordinance was only the second of its type approved in the state, and the first to be used as a redevelopment tool for a downtown area.

Modification of Downtown Design Guidelines

Description:

Street Light Policy



Description:

STREAMLINING POLICIES

The City of Vancouver developed street light standards for the various districts in the city using single acorn, double acorn and shepard's crook lights.

Parking Management



Description:

Beginning in March 2002, the City of Vancouver hired a full-time Parking Manager to be responsible for all aspects of parking in the city, including the downtown parking lots, garages and on-street parking. In 2003, Parking Services opened the first "Park 'n Go" garage located at Vancouvercenter.

Downtown Clean-Up



Description: In June 2003, the Safety and Security committee of the Downtown Call to Action group coordinated a clean up of downtown. Over 100 volunteers focused on litter pick-up and beautification of the traffic islands from 6th to the south, Mill Plain to the north, the freeway to the east and Columbia to the west. Local businesses donated food and supplies.

Pawn Shop Reductions

Description: As part of the Comprehensive Plan update, a zoning ordinance amendment that went into effect March, 2004 reduced the number of pawnshops allowed in the downtown commercial zone from 6 to 4.

Crime Lab Funding

Description: To help reduce the state's backlog, a \$10 million, two-story, 32,000-square-foot crime lab, will be built near the Clark County Courthouse on Franklin Street. The lab would primarily serve Southwest Washington police agencies but might specialize in a particular type of crime analysis that would be used by outside police agencies.

Vancouver Police Department Substation

Description: A new police substation used primarily for the downtown bicycle patrol is being proposed for 6th & Main.

Environmental Remediation

Description: As part of redevelopment projects, the City of Vancouver removed hazardous materials from the following project sites:

- Heritage Place oil containment
- Vancouvercenter oil containment
- Conference Center oil containment/asbestos
- Monterey oil containment/asbestos

Downtown Redevelopment Authority Formation

Description: The Downtown Redevelopment Authority is the owner and developer of the Conference Center and Hotel. Members focus on policy development and provide oversight on public/private partnerships.

AGENDA Community Resource Team Workshop 1

Tuesday January 20, 2004 at 6:30 pm in the Port of Vancouver Commission's Meeting Room.

- 1. Introductions- Steve Burdick (3 min.)
- 2. Project overview, workshop purpose and overall schedule- Paddy Tillett (4 min.)

PART ONE (30 min.)

- 1. Consultant Summaries:
 - Project Boundary and Sub Areas Description Bob Wood
 - The Esther Short Story Helen Devery
 - Demographic and Market Overview— Chris Zahas
 - Transportation Overview Dan Seeman
 - Highlight Urban Design Issues Bob Wood

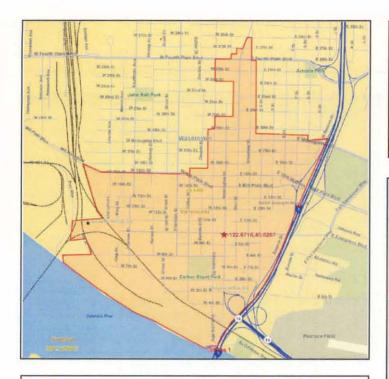
PART TWO (30 min.)

- 1. Introduction to Part 2 and 3 Paddy Tillett
- 2. List of accomplishments and description of the Success Audit Chris Zahas
- 3. In a round table discussion format ask CRT to comment on the Esther Short process and accomplishments of the past six years:
 - What has been done appropriately?
 - What could have been done better?
 - What opportunities have been missed?

PART THREE (30 min.)

- In a round table discussion format ask CRT to identify specific changes that should take place in the next 6 years.
- Ask CRT to identify specific changes that should take place further into the future.
- 4. Next steps and meeting dates.
- 5. Adjourn

CULTURAL ENRICHMENT	CIVIC IMPROVEMENT	DOWNTOWN LIVING	BUSINESS & EMPLOYMENT	STREAMLINING PERMIT	MISCELLANEOUS
PROGRAMS	PROJECTS	PROJECTS	IMPROVEMENTS	PROCESSES	IMPROVEMENTS
Six to Sunset Concerts	Esther Short Park Redevelopment	Heritage Place	West Coast Building	DVP Development Agreement	Demolition and Rehab of Derelict
	117		9		Properties
North Bank Artists Comm.	ADA Crosswalk Improvements	Anthem Park	Evergreen & Main rehab.	Street Light Policy	
					Pawn Shop Reduction
Historic Roots, New Beginnings	Hanging Flower Baskets	Vancouvercenter	Murray's Corner	Modification of Downtown	0
Downtown Walking Tour	Tile Mural Wall	Esther Short Commons	County Administration Building	Design Guidelines	Crime Lab Funding
Downtown Warking Tour	The Murai Wan	Estrer Short Continons	County Administration building	Esther Short District EIS	VPD Location
Esther Short Park Programming	Sculpture Park Expansion	Lewis & Clark Plaza	Conference Center & Hotel		
				Planned Action Ordinance	Downtown Clean-Up
First Thursday Art Walk	Esther Street Lowering	Murray's Corner	Easy Street		
	and Underpass Engineering			Expedited Permit System	Parking Management
Farmers Market Expansion	Seventh St. Transit Routes		Mill Plain Extension		Sewer & Water Main Replacemen
	Seventh St. Transit Routes		Fourth Plain Reconstruction		Sewer & water Main Replacemen
	Façade Improvements		Tourus Fiant Neconstraction		Road Repairs
			Farmers Market Location		
	Sidewalk Improvements				Fifth St. Vacation for DVP
			Downtown Transportation Plan		
					Downtown Redevelopment
			Vancouver Center		Authority Formation
			City Center Cineplex		
			City Center Cinepiex		
			Rose's Deli & Restaurant		
			Visitor Center in Slocum House		
			Consolidation of Chamber, CREDC and Others		
			CREIX and Others		
			Bi-State Task Force		
			Business Improvement		
			District Stragegy		



Demographics

Population	1990 Census	2000 Census	2003 Estimate*	Growth Rate 1990-2000
Central Vancouver	1,974	2,303	2,317	1.55%
1 Mi. Radius**	6,383	6,472	6,530	0.14%
3 Mi. Radius**	46,239	51,985	53,582	1.18%
City of Vancouver	105,147	143,560	153,444	3.16%
Median Household Income	1990 Census	2000 Census	2003 Estimate	Growth Rate 1990-2000
Central Vancouver	\$10,125	\$16,585	\$17,017	5.06%
1 Mi. Radius**	\$15,643	\$27,253	\$28,464	5.71%
3 Mi. Radius**	\$22,071	\$33,188	\$35,503	4.16%
City of Vancouver	\$29,229	\$41,800	\$45,080	3.64%
Household Size (2000)	1	2	3	4+
Central Vancouver	66.7%	20.3%	6.4%	6.6%
1 Mi. Radius**	49.7%	26.8%	11.1%	12.4%
3 Mi. Radius**	34.7%	32.7%	14.3%	18.3%
City of Vancouver	27.6%	33.6%	16.3%	22.5%
Housing Type (2000)	Single Family Detached		Multifa (owner &	
City of Vancouver	61.7	%	38.3	

* The 2003 estimate is a projection based on past trends and may not accurately reflect the addition of new projects on the market.

** Radius taken at 8th and Columbia.

Sources:

ESRI BIS US Census Bureau Leland Consulting Group

Central Vancouver Market Summary

The Central Vancouver study area, shown on the map at left, is bounded by I-5 to the east, the Columbia River to the south, the rail yards to the west, and 15th and McLaughlin Streets to the north. The study area also includes the Main Street corridor north to Fourth Plain Boulevard.

Summary of Key Demographics

Population

- Downtown Vancouver's population has grown since 1990, but at a slower pace than the rest of Vancouver.
- Average household size in downtown Vancouver was 1.44 in 2003.
- 61.2 percent of all households in Vancouver in 2000 consisted of only 1 or 2 people. These are the people most likely to live in urban housing.
- As of 2003, downtown Vancouver had an older median age (39.4 years) than the city as a whole (33.6 years).
- Downtown Vancouver is mobile. Fully 38.9 percent of residents in downtown (as of 2003) had moved to their home in the past year.

Income

- Income levels in downtown Vancouver are much lower than surrounding areas and the City.
 Median household income in downtown is less than half of the median for the City.
- While low, income levels downtown have been rising at a faster rate than other areas.
- The number of households in the study area earning more than \$100,000 per year increased from eight in 1990 to 43 in 2000.

Education

- The number of downtown residents with a 4-year college degree more than doubled, rising from 107 to 234 between 1990 and 2000.
- Nevertheless, 36.5 percent of downtown residents did not have a high school diploma as of 2000.



Central Vancouver Market Summary Real Estate Market Conditions

Recent Housing Projects in and Near Downtown

Project	# Units/type	Date of Completion
Vancouvercenter	194 apartments 34 condominiums (1) 34 condominiums (2)	August 2003 December 2003 TBD
Heritage Place	137 condominiums	2000
West Coast Bank	23 condominiums	2001
Anthem Park Plaza	22 market-rate townhomes 58 affordable	July 2003
	apartments	September 2003
Lewis and Clark Plaza	46 affordable senior apartments	Summer 2004
Esther Short Commons	160 affordable apartments	Fall 2004
DOWNTOWN TOTAL	708 UNITS	

Additional Close-in Projects:

Additional Glose-III F1	dutional close-in Projects.		
Tidewater Cove	45 condominiums	Fall 2003	
	57 condominiums	TBD	
Columbia Shores	200 apartments	2000	
	135 condominiums	Mid-1990s	

Recent and Proposed Office Projects in and Near Downtown

Project	Size	Date of Completion
West Coast Bank	111,000 square feet	2001
Vancouvercenter (ph. 1)	95,000 square feet	Dec. 2003
Vancouvercenter (ph. 2)	70,000 square feet	TBD
Columbian relocation	65,000 square feet	2005 est.

Sources:

Leland Consulting Group, project websites, and interviews with real estate brokers.

Housing

- Almost 700 new housing units will have been completed by the end of 2004, representing a 70 percent increase in the housing stock for downtown.
- Most new housing, with the exception of Anthem Park Plaza, is concentrated around Esther Short Park.
- New residential projects are bringing greater income diversity to downtown.

Office

- There are approximately 600,000 square feet of Class A office space in downtown Vancouver.
- Class A space has seen relatively healthy vacancy rates (considering down economy) – older space is in excess supply.
- Approximately 14,500 jobs are located in and close to downtown.

Retail

- Residential projects around Esther Short Park have strengthened that location for retail.
- Farmer's market will expand to 7 days a week and offer prepared food with opening of Esther Short Commons.
- The market is strongest for restaurants, food, and service businesses that serve downtown workers and residents.
- Some downtown retailers have actually relocated from elsewhere in downtown in order to be at Esther Short Park.
- Uptown Village retail is stable.

Hotel and Conference Center

 225-room hotel operated by Hilton and 30,000 square feet of conference space is under construction immediately south of Esther Short Park.

Outlook for Central Vancouver

- Esther Short Park is rapidly becoming downtown Vancouver's "100 percent corner." It has effectively reached a critical mass of housing and is becoming a distinct place.
- The income base for downtown retail is diversifying with the infusion of new housing especially when considering close-in developments such as Tidewater Cove and Columbia Shores. Additional housing will likely be the main driver for new retail.
- As new housing projects fill up, the downtown population is poised to almost double in just a few years.
- Retail growth in the downtown will continue to be based on serving downtown residents and employees.



Esther Short Subarea and Redevelopment Plan

BASIC OUTLINE

- Urban Renewal Plan per RCW35.81 adopted by City Council in 1998.
- · EIS and Planned Action Ordinance (SEPA Compliance) in 1998.
- · Subarea projects eligible for expedited permit review.
- · DRA (PDA) guide subarea development.

PURPOSE

Guide development in Esther Short Subarea for 20 years.

GUIDING PRINCIPLES

Reinvigorate Esther Short Park, and use plan to complete downtown and as catalyst for development in Vancouver region.

GOALS

Vision-Ensure downtown Vancouver becomes the region's heart.

Connections—Improve mobility and linkages, optimize accessibility within downtown Vancouver and to the region.

Land Use—Ensure an active multi-use 24-hour downtown.

Implementation—Apply innovative measures to implement the vision for downtown Vancouver.

COMMUNITY PARTICIPATION

- 15-member Community Resource Team gave input on vision, community, business, and agency issues. Key messages: plan is a
 watershed, must provide certainty, measure success (benchmarks), make strategic first investments (park, parking, waterfront
 connection; bold vision implementation; establish DRA (PDA); clear/objective development standards; expedited permit review;
 City staff assigned to sustain plan vision.
- 6-member developer/real estate panel gave input on development potential. Key messages were need for a key vision, Bold
 Stroke, plan long-term, larger area beyond 30 blocks, identify catalyst uses, implement infrastructure, major development on
 premium blocks, reclaim waterfront, implementation authority and process critical, housing a primary component, prioritize Esther
 Short Park improvements followed by Columbia Street link to the waterfront.

RECOMMENDED CITY INITIATIVES

- Improve Esther Short Park.
- Improve connections between brewery blocks on 7th & along Columbia to river.
- Brewery block development a precedent.
- Plan for future riverfront development.
- · Prepare an EIS for the plan.
- · Adopt the plan.
- · Establish a DRA (PDA).
- Refine the Capital Facilities Plan for downtown.
- · Institute parking management.
- City approvals of design standards and guidelines.

URBAN DESIGN SUMMARY

- City Center zoning retained.
- Downtown building lines, blank walls, rain protection, surface parking control Combining Districts extended.
- New street classifications urban mixed-use, transit, parkway and neighborhood applied to ensure street functions linked and right-of-way standards proposed.
- Street tree and lighting framework defined street tree type by street type, e.g. parkway ornamental for parkway street.
- Building use and street frontage typologies recommended (grade level built to active building use standard, building frontage, vehicular access) based on street typology.

ECONOMIC SUMMARY

- · Target downtown as cultural and entertainment hub.
- · Improve linkage with waterfront.
- · Reinforce downtown as financial and administrative center.

SUMMARY/KEY COMPONENTS OF CONCEPT PLAN

GROWTH STATISTICS

2,700 new jobs.

1,010 new residential units.

540,000 sf new commercial space.

1,500 new residents.

- · Dense, urban, mixed-use development.
- · Revitalized Esther Short Park (plaza southeast corner).
- · Enhancement of Columbia Street to access waterfront.
- · New access to river at Esther Street through railroad berm.
- · Strong link between park and transit center.
- Housing and live/work accommodation north and west of park (major component in area).
- Commercial expansion along Evergreen.
- Commercial and institutional uses east of park.
- Institutional uses south of park with commercial along Columbia.
- Large parking facility southwest of park along railroad berm.

TRANSPORTATION SUMMARY

- Major constraint freeway system.
- Extend existing grid system.
- · Main/Broadway two way.
- Transit Center—excellent access to bus routes.
- · Improve transit, expand free shuttle service.
- · Add bike lanes and parking.
- · Improve Columbia for pedestrians.
- Improve pedestrian environment (building awnings, informational kiosks, wide sidewalks, connections, curb extensions).
- Improve parking management (limit single user leases, shortand long-term garage parking flexibility, improve signage, lower residential parking rates, shared parking, standardized short-term parking charges).

PLAN IMPLEMENTATION SUMMARY

- Establish DRA (PDA).
- · Streamlined development approval/SEPA compliance.



P.O. Box 1995 Vancouver, WA 98668-1995

www.ci.vancouver.wa.us

January 6, 2004

Dear Colleague,

Downtown Vancouver has changed a lot in the past six years. Vacant, rundown buildings have been replaced with upscale residences and retail. Mouthwatering aromas waft from a dozen new restaurants. In the warmth of summer, crowds stream in to listen to an outdoor concert or attend one of the many festivals or events at Esther Short Park. And, there is life on the streets on weekends and after the end of the work day. This transformation is a direct result of the 1998 Esther Short Redevelopment Plan, a six-year strategy for revitalizing a 30-block area of downtown Vancouver. The Plan was developed by community members and has helped produce almost \$175 million worth of projects that have either been completed or have begun construction. Another \$100 million of projects have been announced or are under way. It's time to revisit the plan and develop a strategy to direct change in central Vancouver for the next six years. This is where we need your help.

We would like you to share your unique perspectives and ideas as a member of the Vancouver City Center Vision Community Resource Team (CRT). Members of the CRT will work together with representatives from the City of Vancouver, the Port of Vancouver, Identity Clark County and a team of consultants to expand upon the original redevelopment plan. CRT members have been carefully selected and will represent a broad sample of community interests. The time commitment we ask of you is your participation in up to six monthly meetings. The first CRT meeting will take place on **Tuesday**, **January 20**, **6:30** p.m. at the Port of Vancouver Commissioner's Meeting Room, 3103 Lower River Rd.

At the first meeting, consultants will explain the project boundaries and present a summary of information. CRT members will be asked to comment on a list of projects accomplished in the past six years. Participants will then be asked to identify specific changes that should take place, in the next six years, or further into the future.

Your participation on the CRT will be appreciated as we move forward with helping to shape the future of central Vancouver for the next six years. If you are able to accept our invitation to become a member of the CRT, please contact Lindsay Wack of the JD White Company at (360) 696-1338.

Sincerely,

ROYCE E. POLLARD

City of Vancouver

Mayor

ARCH MILLER

Port of Vancouver Commission

President

ED LYNCH

Identity Clark County

Chairman

Himes, Dale

From: Sent: Helen Devery [hdevery@jdwhite.com] Wednesday, January 14, 2004 9:50 AM

To:

himesd@wsdot.wa.gov

Subject:

FW: VCCV

Attached is the list of invitees for the Vancouver City Center Vision project Community Resource Team. Please let me know if you have questions.

Eric Jones - Little Italy's Scott Patterson - C-Tran Dale Himes - WSDOT I-5 Partnership Scott Milam - NW Natural Gas Roger Qualman - Norris, Beggs & Simpson Brot Bishop - Uptown Village Nancy Hubbard - VHA Erick Runyan - Runyan's Jewelers Jim Gosnell - Boise Cascade Randy Salisbury - DSP Architects Burlington Northern RR Dale Kidwell - Hough citizen Harris Dusenberry - Esther Short citizen Holly Chamberlain - Arnada citizen & preservation expert Greg Lueck - Firehouse 12/Downtown Vancouver Association Angie Loughlin - Hough Foundation John Caton - Vancouver Planning Commission Karen Rumsey - Plusone Sandy McCloud - Willows Dawn Blankenship - Vancouver Farmers Market Scott Campbell (Doug Ness) - The Columbian

----Original Message----

From: Helen Devery [mailto:hdevery@jdwhite.com]

Sent: Wednesday, January 14, 2004 8:19 AM To: Colleen.Kawahara@ci.vancouver.wa.us

Subject: RE: VCCV

Colleen,

Could I also have the list of people the letter was sent too. So far we've received three acceptances - Harris Dusenberry, Jon Caton and Dale Miller. Thanks Helen.

----Original Message----

From: Colleen.Kawahara@ci.vancouver.wa.us [mailto:Colleen.Kawahara@ci.vancouver.wa.us] Sent: Tuesday, January 13, 2004 4:20 PM

To: hdevery@jdwhite.com

Subject: RE: VCCV

Hi Helen,

Sorry I didn't send this over sooner. Do we know how many responses we've received? Should we do some follow-up calls on our end?

Please let me know if you have any questions.

Colleen

----Original Message----

From: Burdick, Stephen

Sent: Tuesday, January 13, 2004 3:45 PM To: Kawahara, Colleen

To: Kawahara, Coll Cc: Helen Devery Subject: FW: VCCV

Can you please send this to Helen? Thanks.

----Original Message----

From: Helen Devery [mailto:hdevery@jdwhite.com]

Sent: Tuesday, January 13, 2004 3:07 PM To: stephen.burdick@ci.vancouver.wa.us

Subject: VCCV

Steve,

Could you please send me a copy of the final letter and list of people the Mayor invited to be on the CRT for VCCV. We're tracking replies. Helen.

Helen Devery

The JD White Company, Inc.
1111 Main Street, Suite 300
Vancouver, Washington 98660
Direct Line: 360-823-6114

WA: 360-696-1338 OR: 503-286-9485 Fax: 360-696-9317 E-mail:

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