



# ***Community Design Forum*** ***Synopsis of Community Input***

*September 27, 2007*

# Hwy 99 AND POINTS EAST

## Planning a new direction

First Church of God  
Student Ministries Room 2<sup>nd</sup> Floor  
3606 NE 78th St.  
Vancouver WA 98665

## COMMUNITY DESIGN FORUM

Thursday, September 27, 2007

### Program

- 8:15 a.m. Sign-in
- 9:00 a.m. **Introductions, meeting purpose and ground rules**  
Vaughn Lein, *LSW Architects*
- 9:15 a.m. **Welcome**  
Betty Sue Morris, *Board of Clark County Commissioners*
- 9:30 a.m. **Keynote**  
Mark Hinshaw, *FAIA, FAICP, LMN Architects*
- 10:30 a.m. **Current conditions and opportunities**  
Marty Snell, *Director, Clark County Community Planning*
- 10:45 a.m. Break
- 11:00 a.m. **Breakout session #1** - Vision and theme
- 12:30 p.m. Lunch
- 1:30 p.m. **Breakout session #2** - Strengths, obstacles and opportunities
- 2:30 p.m. Break - Refreshments located in the hallway.
- 2:45 p.m. **Breakout session #3** - Focus areas
- 3:45 p.m. **Envisioning a new Highway 99**  
What have we learned and where do we want to go?  
Casey Wyckoff, *LSW Architects*
- 4:15 p.m. **Closing comments / Ticket to the future**  
Vaughn Lein, *LSW Architects*
- 4:45 p.m. **Adjourn**



# Session One

## Task:

“Imagine that it is 20 years from now, in the year 2027. Describe a hopeful, positive vision of what the Hwy 99 area looks like.”

## Responses:

- Happy peds – walk-ability
- Trees
- Signs for historic assets
- Roundabout traffic flow
- Healthy business w/ easy access
- Bike friendly – access to trails and connections!
- Gateway at NE 78<sup>th</sup> Street by I-5
- Easy access to planners to develop property
- More crosswalks
- Mixed use – live/work zoning
- Light rail, mass transit, street car
- Traffic calming
- Visuals for walkers
- Reduce sign clutter better/readable signs
- Recreation on BPA easement
- Attractive low income housing
- Build more sidewalks
- Brick structures
- Keep variety of buildings (new & old)
- Preserve historic buildings
- Interpretive trails and walkways hwy 99, BPA, trails
- Parking behind buildings
- Overhead lines go underground
- Open space
- Small green areas, “pocket parks”, street furniture, signs (history)
- Visual edge to separate from I-5, pleasing, flowers, art, etc.
- Hanging baskets along Hwy 99
- Connect trails to Kline line park to Hwy 99 – easy access
- Community gardens – BPA easement WSU land
- Economic diversity
  - Business – Mom & Pops
  - Keep original business
  - \* Not just Subway shops, etc.
- More landscapes
- Farmers open market
- Street Lights! Unique – green - solar
- Green streets – center median
  - Collect stormwater

- Treats water
  - Trees/landscape
  - Good access
- Textured /color sidewalks, not just grey concrete
- Sports – outdoor park
- “Don’t have people pass through – invite them in.”
- Trans
- Wider road “right-of-way”, ped, cars, medians, landscape, trees, bikes, sidewalks, bioswales
- Trolley
- Historic identity
- Dark sky street lighting (solar)
- Main street
- Murals
- Control left turn traffic w/ “U” turn areas
- Better ped crossing opportunities
- Hwy 99 is a “Main St” and not a thoroughfare
- Broken up street parking
- “flex cars”
- Prominent address
- Street sign guidelines
- Fewer access driveways and more shared
- Slow traffic naturally...don’t stop it
- Don’t add traffic lights... syc lights – “Green Wave”
- How does H.D Parade work around medians?
- Is the boundary more appropriate to be Hazel Dell on West to 99 on east – and not “99 and points east” Why are we ignoring Hazel Dell ... 99 has a lot in common with Hazel Dell Ave.
- Major crossing arterials like 99 St. and 78St should also have medians and street-scaping to tie the web together
- How about an elevated rail instead of a trolley?
- Aesthetics
  - Gateways at major intersections – each is unique
  - Get rid of power lines or consolidate them
  - Local artwork incorporated into transit centers – tiles
  - Mixed use
  - Buildings close to road. Not a sea of parking lots
  - Plazas mixed in, landscaping (people oriented spaces)
  - 24-hour occupancy allows passive observation security and policing
  - BIG TREES
  - Retain the spirit of the farming parcels that are interspersed within the community (community gardens networked to paths and parks) (WSU property community “farmers market”)
  - Don’t take buildings away from street (2-3 stories)
  - Retain lower building height character of existing streetscape
  - Toppenish style murals
  - Kline Line Bridge replacement is a “gateway” opportunity. Make it pretty.
  - Artwork on hydrants

- Something like the “Benson Bubblers” drinking fountains along street
- Regional artistic or historic accents on common elements (light poles, bus stops, man-hole caps, sidewalks...)
- Broad range of shopping with mixture of big and small stores w/ local merchants
- More mix of residential housing
- Pedestrian friendly environment
- Emphasis on safety, transportation
- Sense of place. Separate and distinct (sustainable)
- Destination
- Roundabout at 78<sup>th</sup>
- Less continuous turn lanes
- More center dividers w/ landscaping
- Inc. history into artwork, historic parks/trails
- Pocket parks on corners that provide rest areas for pedestrians
- Develop trails from Burnt Bridge Creek to Salmon Creek involve walking organizations
- Less signage
- Lower sign height limits
- Provide incentives for property owners to revitalize and redevelop
- Who is target audience?
  - Local community and external community
- Hi rise office buildings w/ mix of uses such as retail on bottom
- Gateways
- Emphasize connectivity
- Commercial nodes w/ smaller building setbacks, entrances on opposite side of Hwy 99
- Incentives
  - Parking structures at strategic locations to minimize traffic congestion and utilize land more efficiently
  - Gateways will include welcome signs, historic signs, highly attractive landscaping
  - Roundabouts at intersection 78<sup>th</sup>, 63<sup>rd</sup>, 99<sup>th</sup>, use as public safe havens
  - Could serve as gateways
  - Get of cubra-style streetlights
  - Add European style streetlights
  - Underground utility lines
  - Pedestrian crosswalks with distinct pavements, bricks, etc.
  - Pedestrian sidewalks w/ pervious pavement
  - More park and rides to serve trolley
  - Trolley to connect to Max, WSU-V, Legacy, WSU Ext., Kline Line Park
  - Cougar, Tenney Creek maintain/preserve as pedestrian trails using non=hard surfaces i.e. no pavement. Emphasis on conservation
  - Connect Kline Line multi-use trail to BPA
  - Parks on BPA at major intersections
  - Groups of picnic benches every 100 yards
- Top 5
  - High density commercial nodes/gateways w/ mix-use between nodes that are high-rise bldgs

- Trolley running from Esther Short Park down Hwy 99 to WSU (free)
  - Pedestrian friendly – burying power lines, signage, crosswalks
  - Landscaping, trees, aesthetics w/ historic influences, signage and lighting, art
- Connectivity with trails and transportation
- No power lines overhead
- No poles in sidewalks
- Core areas: North, South
- Roundabout (?) Cooperative use of R.O.W. by diverse interests/agencies
- Gateway at RR bridge (63<sup>rd</sup> trail overpass integrated)
- K line bridge poss. Gateway
- Length of Hwy 99 broken up with areas of differing character
- Zoning focused with commercial at major intersections
- Overpass at 88<sup>th</sup> Street – pedestrian and transit – I-5
- Change name of “Hwy 99” to something more interesting/appealing
- Districts along 99:
  - Restaurant
  - Family entertainment/theater
  - Commercial
  - High dens. Residential
  - Office
- Lots of room E of 88 for Hi-D residential
- Walking trails/pocket parks
- Tenney creek, BPA, Interconnectedness
- Buffer any off street parking from view with berms (?)
- Signage at bldg facade/parapet
- Trees for shade, interest
- Median with trees – break up asphalt and low shrubs
- Reduced visual “Noise”
- Streetcar connecting length of 99 to WSU-V
- Connect park-n-rides
- Focal point at 99<sup>th</sup> (78<sup>th</sup>?) and Hwy 99
- Intersection 78<sup>th</sup> St/Hwy 99 has most immediate potential: Fred Meyer moving, etc.
- Tenney Creek Trail? Both sides Hwy 99
- Redevelop poor farm site (Clark County Garden Park)
- Trails through BPA R.O.W. parks/playfields – interconnect w/ other trail systems
- Interconnect W. side of I-5 and Hazel Dell Ave w/ E. Side:
  - Buildings/parkway – pedestrian structure over freeway
- Build up K-line line recreation opportunities
- Salmon Cr. Trail tie in w/ trails E of I-5/99
- 119<sup>th</sup> St On/off ramp to I-205
  - Tie in bike trail down I-205, N. to WSU-V
- Higher density, multi-story development generally prevalent on 99
- Develop green area N of Kline line
- On-street parking heavily landscaped at commercial uses.
- At larger sites – parking at perimeter,
- “Village” set up
- Retirement/assisted living
  - Mixed ages

- Destination spot as opposed to just passing through
- Pedestrian friendly
- Soften curbs and hard edges
- Addition of center median/U-turn access points (Ft. Lauderdale example)
- Move utilities underground
- Mixed-use development
- \* Improved access to west of 99
  - need an 99<sup>th</sup> street overpass perhaps
  - only access points are 78<sup>th</sup> and 99<sup>th</sup> streets
  - Improved frontage roads along the west side on I-5, , parking and gateways
- Look at zoning between I-5 and Hwy 99 instead of low-end housing, maybe add commercial
- Lower crime in the area and let people build
- Cluster the like-minded uses to support each other
- Room for mass transit/semi-trucks to unload deliveries, or service routes behind
- Partner complexes
- Access to all the businesses
- Cluster areas into high-density, mixed-use areas
- Don't expect the entire hwy 99 stretch to be pedestrian friendly – choose specific areas for ped access
- Be mindful not to drive out all long-term small businesses
- Maybe relocate certain businesses to be beneficial to them and the community development
- Grouping could reduce congestion through-out the entire route
- Park n Ride development help bring in new customers buyers into the area
- Improved traffic flow off of I-5 to Hwy 99
- Want Hwy 99 to be unique “you gotta take 99 North/South to get to...”
- Prominent entrance or “gate” with landscaping to announce presence
- Or many “gates” that announce different components
- Focus on a few areas to bring in mixed-use
- Street development project vs. regional development project
- Utilize BPA areas
- Stronger connection and accessibility to WSU campus
- Tie into Salmon Creek Trails and parks and rec destinations
- Tie into residential points on the east
- Be able to walk to a nice restaurant and movie
- Clusters then in the middle have pedestrian –friendly activities and businesses
- Bring business up to hwy 99, don't separate pedestrians and businesses with a sea of asphalt
- Make sure we aren't walking next to jail-linked run-off areas – make sure it is well designed and attractive
- Cluster parking, easy to get to, encourages people to get out and walk around
- Cluster business for example cars/auto repair on one node, small business retail in around node (NW 23<sup>rd</sup> feel)
- Gives a full experience, allows someone to spend the day or an afternoon there. Parks entertainment, restaurants, book stores.
- Need public spaces, events to draw a crowd

- What is the anchor? Big box, community event space?
- Well lit area, safe for walking at night
- For lighting sports courts, it could be “pay lights”
- No “Dead zones” must have a storefront (no storage facilities on ground level for example)
- Mom and Dad can drop kids off and there is a sports complex or play fields and courts. Swimming pool?
- Expand east of Kline Line and add water features and other points of interest
- Develop parkway east of Salmon Creek Trail
- Tie all the assets together
- Provide alternative North/South routes to help reduce traffic on Hwy 99
- By creating other north/south frontage roads you may be able to double your business capacity.
- Strong business associations to help market and provide events
- Top 5
  - Improved access east and west for pedestrians and autos
    - Easy access to cluster parking using intersections as gateways to specific areas
  - Develop “economic clusters”
    - Ex. Auto cluster, mixed-use cluster
  - Create double-frontage roads
    - Ex. 78<sup>th</sup> Street and 99<sup>th</sup> Street
  - Design Feel
    - Double-story minimum
    - Trees, landscaping
    - Median
    - Well lit
    - Extended hours on use
    - Bring buildings to the road
- Have community events and facility for it
- West and east of highway considered as integral to health of highway
- Nodes w/ green spaces in between
- WSU property holds onto agriculture focus – Kibbutz feel
  - Incubate farmers – educate kids
  - Neighborhood/community gardens
  - Gardening classes – farmers market
  - Chef training – restaurant
- Planning area expands beyond current boundaries
- Note that what happens in current project area will impact outside the current planning area
- Don’t lose site of connectivity
- Trolley w/ stops at trails – goes all way to Main St to Esther St
- Stores at street, parking behind
- More parks – children’s play area
- Places to sit in green
- Pocket parks
- Playing fields in neighborhoods
- Nodes have park feel/pocket parks

- Sidewalks as promenades w/ people turnouts featuring benches, trees, perhaps with small parks for children
- Green tress
- Beautiful landscaping
- Fast, safe traffic – flowing
- Trolley
- Underground utilities
- Families walking
- Bikes
- Nice restaurants – sit down , locally owned
- Mixed use – clustering – such as car lots together, that help shopper promote stability
- People places
- Environment that promotes places people want to be
- Community centers – public places where people want to gather – pool
- Farmers market/artists market
- Connecting/accessing for those w/o cars
- Green with trees and other growing things
- Public places where people want to gather – pocket parks to community centers – trails, greenways, sidewalks that people want to use
- Nodes that serve as focal points/gateways into surrounding areas
- Trolley rubber tired for easy transport of people/families to various points on highway, connect from WSU to Esther Short Park
- WSU property has AG focus
  - Incubate farmers
  - Teach kids
  - Community gardens
- Farmers market
  
- Vision & Theme
- Street Improvements – 1
  - Trees
  - Wide sidewalks
  - Underground utilities
  - Median – landscape (trees and groundcover) wider in some areas after a core is ID
    - Would make peds and traffic safe
  - Bike lanes
  - Landscape strip (i.e. curves, landscape, sidewalk)
  - No over lighting, low impact & more diffuse
- Some way to move people, C-Tran and possibly a trolley system with more frequent stops. Will also provide identity. – 5
- Just north of 122<sup>nd</sup>, green space on west side of Hwy 99, would provide a unique entry feature
  - Possibly a roundabout at Hwy 99 and 119<sup>th</sup> and/or other traffic calming techniques. Maybe a water feature.
- Zoning and design standards
  - More mixed use (live/work) ppl – 4

- Have to be able to get dinner within walking dist.
  - Multi story development
- Live/work...people should be able to own a home with retail and/or office space on the ground floor
- UH adjacent to MX to provide customers for local businesses
- Design standards need to be flexible – 3
- Signs attached to the bldg or monument
  - Limit pole signs and limit size of all signs
  - No “back lighting” of wall signs
- Design standards are important to provide certainty – 3
- 102<sup>nd</sup> to 122<sup>nd</sup> unique standards to diff. From other stretches
- Parks and open space: - 2
  - At 122<sup>nd</sup> on w. side of 99. Open and areas entry feature
  - Parks and open space linked with hiking trails
  - Urban trail. Tie it into the historic resources in the areas (Salmon Creek Methodist Church)
- Total Change – A sense of Place - 1
- Left turn
- Calming
- Safety
- Multimodal transport
- Walking
- Biking
- Senior citizen mobility
- Enhance reflect history - 5
- WSU extension
- Farmers markets
- Schools as community partner
- WSU build design carried into community
- Economic redevelopment – 2
- Attractive
- Shopper friendly
- Building maintenance
- Balanced for transportation
- Wheel chair
- Utility poles
- Design in gather places – 3
- Community centers
- At each focus area
- Parks
- Used car lots
- CH Zone – conditional use
- Off Hwy 99 frontage
- Pedestrian flow to start at BP 63 St up to 134<sup>th</sup>
- Professional services (Legacy spin-offs) to be attracted in zoning and services
- Economics of diversity in housing - 4
- Office campus business park
- Encourage home ownership

- Community investment public and private partnership
- The Street
  - Wide sidewalk
  - Storefront set up front
  - Vegetation and tree lined
  - Upper Main as an example
  - History noted and celebrated
  - Mix residential in with storefront
  - Frontage roads for large lot parking – parking in back
- Sub area focus
  - Water feature at Salmon Creek
  - 78<sup>th</sup> Hwy 99 to fwy and 13<sup>th</sup> to 88<sup>th</sup>
  - WSU Ag Extension Master plan
  - 134<sup>th</sup> down to Kline Line
  - Kline line to 99<sup>th</sup>
- Gateways
  - 63<sup>rd</sup> & Hwy 99 turnabout
  - RR overpass – a gateway w/art!
  - 78<sup>th</sup> & 99<sup>th</sup>
  - 99<sup>th</sup> & 99<sup>th</sup> major gateway 1-4
  - 129<sup>th</sup> & 99
  - 99<sup>th</sup> east side
  - 78<sup>th</sup> east side 5-6 second gateways
  - 117<sup>th</sup> Salmon Creek
  - Hwy 99 – guidelines to clean up businesses
- Parks
  - WSU Ag site a park!
- Connections
  - Connect to existing trail network outside and inside plan area, BPA line as a major trail connector
    - Enhance and improve the existing parks and green spaces
    - Identify land mark and schools etc historic places to connect!
  - 78<sup>th</sup> St - design as a great st boulevard look
    - ped wide sidewalks
    - street trees
    - traffic calming
    - plantings
  - Transit/light rail
  - Hw 99 – Main street approach
    - Active street
    - Wide sidewalks
    - Street trees
    - Crosswalk
    - Street furniture
  - Building with NO set back from street
  - Parking on street and in rear of bldg
  - Transit stations on 18<sup>th</sup> and 99<sup>th</sup> St shuttle buses to other places
  - Special planting w/ color
  - Traffic calming places to sit and rest

- Law enforcement satellite office needed in area
  - Community center in WSU site
  - Urban site
- Great streets – design as a great street
  - Hwy 99
  - 78<sup>th</sup> St
  - 99<sup>th</sup> St
  - 88<sup>th</sup> St
- Bring events to area like a farmers market, carnivals
- Overhead wires and poles underground
- Hwy 99
  - Create an old Main Street feel with buildings at sidewalk
  - 8-12' sidewalk so tables can be on them
  - small plazas and pocket parks between buildings
  - Raise building heights to 5-6 storey's
  - Mixed use in bldgs mostly and some mixed use on site
  - Eugene, Camas and Kalama good examples
- Slow down traffic – aesthetic ways!
- Park with band stand where concerts can occur
- Outdoor amphitheatre at WSU site
- Cultural centers and opportunities along 99 Hwy
- Sign standards – maybe retro 50 signs designs, balloons, flags only for events
- Benches on trails
- Use hazel nut trees in special places for historic reasons
- Gateway signage
- Landscaped median
- Self contained local dev.
- Continuous and improved bicycle lanes
- Improved higher density housing and affordable hsg.
- Improvement of paved areas walkways, pkg lots, add ldscp
- Reduce visual obstructions ie ovhd, power lines, traffic lights and signage
- Promote locally owned businesses
- Limitations on fast food locations
- Research station to remain as historic site for community, parks rec. and maintain wetlands
- Realistic, practical, economical developmt. Plan
- Established priorities
- Designated wi-fi area
- Improved level of safety
- Improved night lighting
- Accessibility for ADA thru-out
- Improved public transp.
- Agreed upon design standards
- Phased development progression – starting at a central core and progressing outward.
- Community center
- Open small public outdoor event area (pedestrian only)
- Separation of vehicle and pedestrian traffic

- Overall street improvements
- Safety
  - Consistent flow of sidewalks
  - Center medians
  - Crime issue
  - Good lighting, lots of vegetation
- Traffic flow capacity by 2027 (example Mill Plain)
  - Well thought thru controlled accesses
- “Extended hour” business
- Destination w/ a possible theme
  - Northwest theme for overall aesthetics – historical
- No more than 3-4 story buildings
- WSU area – soccer complex w/ hotels and restaurants tied to the west with shopping district
- 3 major focal areas connected by wide paths and possibly trolley
- Far north area – business high rise
- Bridge feature over freeway at 88<sup>th</sup> St.
- Lots of vegetation throughout
- Lights with flower baskets in core
- Water features – kid friendly for families
- Pocket parks
- A “Central Park” on WSU Ag \*
  - Link to BPA
  - Museum
  - Community center
  - Paths for running and biking
  - Amphitheater (sound shell)
  - Event center for weddings, etc.
  - Soccer fields
- Hwy 99 \*
  - Light rail
  - Mixed use node
  - Pocket parks
  - Outdoor dining
  - Smaller “funky” businesses
  - Luxury apts w/ mixed use
  - Trees
  - Uniqueness/murals /art
  - Coordinate RR bridge & 117<sup>th</sup> as entryways
  - School site on 25<sup>th</sup> (too small?)
    - Make it a library
  - Control traffic speeds
  - Put old signs together as urban art!
- Green Spaces – integrated w/ other uses, incl. Commercial (like Target)
- WSU extension site
  - Preserve historic character
  - Maintain some agricultural base “so kids know where food comes from”
  - Include Ag education
- Hwy 99 #2 \*

- Developing “Sense of Place”
- 5-6 stories with mixed uses
- Walk to work/shop/home/recreation
- Attract business w/ \$50-60K jobs
- Create development nodes
- Public transportation (like trolley, light rail, etc.)
- BPA
  - Trail for multiple users
  - Linkage to WSU site
- Transportation
  - Make sure it's well connected to larger region
  - Make sure it serves all major all major comm.. sites
  - Preferred modes of transit
    - Matter of political will and a vision for the system
    - \$50 mil/per mile
    - Light rail – best “long-term” approach, highest cost, but has dedicated right-of-way...connected to larger region, “layout the red carpet now...for 50-years of good development”, also serves wider audience
    - Street car – could get stuck in traffic, OK for local trips
    - Buses could get stuck in traffic
- Land Uses
- Moving away from cars
- Car lots – gradually relocate, as land values increase here
- This is “Our Main Street” with personality, make it attractive enough to draw people from larger region to visit
- Aging population 0 need non-auto development
-

# Session Two

## Task A:

“Given the Vision and Theme discussion we’ve just had, what obstacles currently exist that need to be overcome in order to fully realize your vision of the future?”

## Task B:

“What opportunities exist to help achieve your vision? What first steps can be taken that will move in the direction of your vision?”

## Task C:

“What are the current strengths that could be reinforced to increase the likelihood that your vision will be achieved?”

## Responses:

- Obstacles
  - Funding source – compete needs
  - Uniting visions
  - Multiple land owners (interests)
  - Environmental constraints
  - Lack of ownership of project to improve area
  - FEAR OF CHANGE
  - Lack of trust
  - Funding
    - Costs of relocating utilities
    - Cost to buy R/W
    - Construction
    - Design/engineer
  - Cost
  - Existing land users
  - Lack of design standards
  - Sign code
  - Allowed uses
  - R.O.W.
  - No property owner incentive to revitalize/redevelop
  - Money
  - Property ownership
  - Mass transit boosting economy attracting fed funding
  - Inertia – getting started
  - Agency coord. /cooperation competing uses, red tape
  - Use districting to raise public \$
  - Zoning issues
  - Lack of concrete planning too much talk ...
  - Attracting key businesses
  - Cooperation with existing businesses
    - Create incentives for existing biz to upgrade facilities or relocate
  - Who is the “champion” of this project?
  - Need a government structure that has the legal authority to do redevelopment
  - Money

- Convincing PUD to put utilities underground
- Phasing – What do you do first? Competing locations and how to not tick off later development?
- Putting together contiguous parcels to do a big redevelopment
- Current structure: long, narrow strip and we need bigger clusters to put together
- How does the community get to the BPA public gardens
- Tax increases to pay for it
- Bond sales
- Gateways that push out current occupations
- Maybe convincing owners of a land swap
- Things that get in the way
- Current owners and tenants
- Cost = \$\$\$ how/who to pay for it
- Politics, politics, politics
- Prioritization
- Agreeing on a plan
- Lack of leadership
- Communication w/ greater community and getting buy-in
- Difficulty of retrofitting
- Making significant changes while keeping existing businesses alive
- Length of time required for changes
  - Need for patience
- WSU Ag
- Individual issues suck energy from Hwy 99 overall project
- \$
- Length
- Parcelization, some individual property owners
- Existing zoning
- Beaucroatic process
- Some ppl's attitude re: change
- Topography
- Proximity to I-5
- Road network at Hwy 99 & 134<sup>th</sup>
- Funding for improvements
- Zoning being limiting
- Area is vast in length
- Pass through traffic vs. destination trips
- Identity issues
- Visual clutter
- Infrastructure age/capacity
- Fragmented checker board development pattern
- Totally auto oriented designs
- It's ugly
- Redevelopment is more \$
- Ownership of key properties
  - Unwillingness to sell i.e. 78<sup>th</sup> & 99<sup>th</sup>
  - Resistance to change
- Utilities – i.e. overhead power lines
- Freeway interchanges – not ped/bike friendly

- Historic use – as a thoroughfare
- Funding – public and private
- Existing physical obstacles
- Political will /lack of public investment
- Lack of identity
- Name of Hwy 99
- Reputation of area (negative)
- Poor treatment of natural areas – i.e. Cougar Creek
- Very long corridor – big area
- Narrow vision of area by people who live in other areas
- Mish-mash of signs
- “Messy” built environment
- poor condition of housing in some areas
- high crime rate
- existing zoning
- lack of leadership – not proactive
- car oriented
- types of businesses
- super blocks
- prior commitments of BPA corridor
- Financial
- Regulatory
- Realistic consensus
- Resistance to change
- Impact on exist. Business
- How to improve OR relocate auto-related business (sales lots, drive-thrus)
- Limiting driveway access points
- MONEY
- POLITICAL WILL
- Development + momentum...”Who will invest FIRST?” in quality mixed-use projects
- Public interest vs. private interests
- Resistance to change/new design codes and regulations
- Costs – underground utilities
- Displacement – esp low inc./elderly
- Opportunities
  - Grants
  - Public interest/demand
  - Partnerships
    - WSU
    - EPA
    - Schools
    - DOE – Public agencies
  - To leverage funding sources
  - Ownership of project and place
  - Coordinate projects
    - Apply for grants
    - Social marketing
  - Potential revenue sources partnerships, incentives, grants, take advantage of vacant land opportunities as arise

- Incentives to demonstrate economic benefit to land owner
- Develop and implement design standards
- Eliminate grandfather uses
- Eliminate certain allowed uses
- Build at same time to maximize shared costs
- Historic features to incorporate into redevelopment
- Open spaces
- Existing trails
- Capitalize on existing community involvement
- Expand public-private partnerships
- Auto traffic congestion reduction
- System connectivity (highways, bus, trails)
- Agricultural use on BPA
- Design own standards for redevelopment area
- Cooperation w/ BPA and WSU-V on access ...
- County ownership of RR x at 63<sup>rd</sup> and Kline line
- High community interest and energy – good involvement
- Shallow depth of property near Steakburger N-S
- Cemetery on WSU Property (poor farm)
- Historic value of poor farm
- Scattered park lands throughout
- Natural habitat at poor farm
- Tenney Creek/Cougar Creek/Salmon Creek riparian habitat
- Exist. Wide green spaces at Tenney Creek
- Lack of trail funding source
- Hwy99 Team/group in place
- County support
- Trails are already in place
- WSU parcel
- First Steps
  - Master Plan then Marketing program
  - Determine which areas are to be addressed first (prioritization)
  - Market analysis
  - Timeline development
  - “Core Team” Development
  - Development office where people can see drawings/model
  - Get the media involved
- Pump out BPA land to create wider park areas
- I-5 access
- Creation of 88<sup>th</sup> St. overpass to give more east/west access
- Destination area
- Regional outlet malls as a draw
- Create the vision
- Communicate the vision
- Public/private partnership
- WSU Ag space as community support center
- BPA rightaway
- Demonstration project at Hwy 99 at one node, Salmon Creek bridge project – bicycle, pedestrian, fish friendly, greenway presence
- Trolley as demonstration project

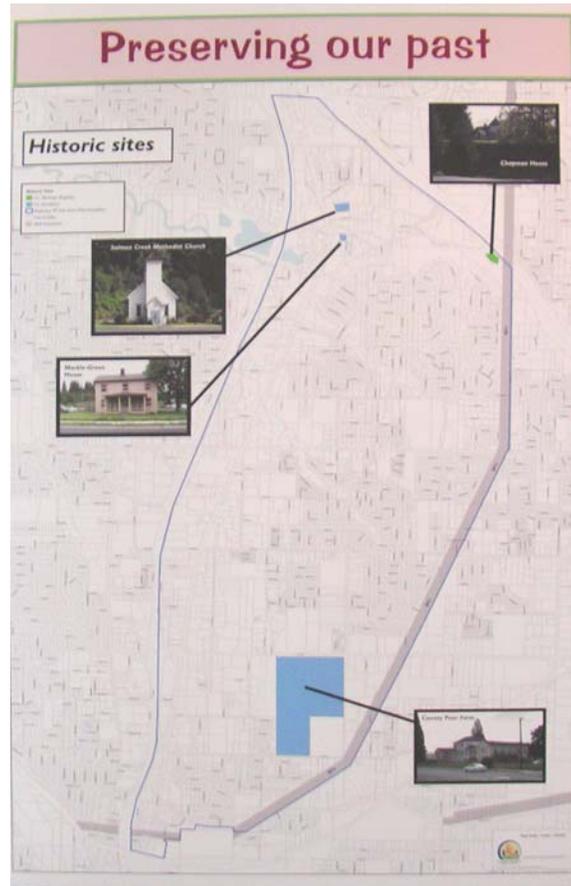
- Connectivity – neighborhoods, amenities
- Grants – public improvements
- Underused land- better use thru better planning
- Identity – Three Creeks urban growth area sub area plan
- Economic development – build it they will come – destination
- Communities involvement to shape vision
- Undeveloped prop along Hwy 99
- BPA R.O.W. and trail connects
- WSU Ag site
- Housing affordability
- Public identity tied to public space – gathering places WSU Kline Line
- Under capitalized business w/o incentive
- Urban renewal district
- LID
- Economic incentives
- New mix use development opportunities
- WSU ag extension
- Kline line destination park
- BP greenway – connect and enhance
- Build office park campus on North side for hospital related theme
- Use width of street to an advantage
- Design standards within the area
- Use 88<sup>th</sup> Street redevelopment as an example first step
- Maintain current employers
- Design guidelines
- Arts center/artist residences, studios
- Parking lot redevelopment
- Combine lots
- Large R.O.W., room to work and add features
- BPA Corridor – trail, etc. recreation, comm.. gardens
- WSU Ext. site
- Active business and neighborhood interests
- Vacant lands
- Lack of community focal point i.e. Esther Short Park as nucleus
- Themed focal points with identity
- Communities willingness and support of change
- Opportunity to expand on communities and businesses exist. Successes
- Available undeveloped properties
- Expanded sense of community
- “Cries out” for improvement
- Public opinion is shifting right now!
- WSU Ag site is already public and has remained open – remarkable asset
- Strong N’hood Assoc(s)
- Wide Hwy 00 Right-of-way (~100’)
  - Can accommodate transit/auto/bike/ped
- Can function with two lanes traffic
- Kline Line Bridge – replacement could lead to first “gateway”
- BPA – available NOW, could be an “early win” – show results
- Growing consensus for new direction
- The 5/205 merge here!

- Strengths
  - Hwy 99 is functional OK
    - C-tran ride count high
  - Planning area defined
  - Community interest
  - Models to copy from for success!
  - Proximity to fairground
  - Anchor business
    - Hospital
    - University
    - Town center
  - Current business climate is good
  - Vacant land to develop (parks, trails, business)
  - Exist. Recreational opp.
  - Community momentum
  - New visions
  - Economic corridor
  - Existing destination
  - Location to Columbia River Crossing
  - Adequate (100') R.O.W. on Hwy 99
  - BPA topo favorable for trails
  - Good exist access to I-5 from Hwy 99
  - County owner ship of Kline Line pond/park – for dev. Of activities
  - Might need to kick-off changes through regulation/design standards
  - Existing elements/uses can be start for strong “centers” or districts (bowling alley restaurants)
  - Parade of bands
  - Lack of community identification vs. city of Vancouver
  - Anti-Vancouver sentiment
  - High impact fees limit development
  - County support of improvements
  - County behind us
  - Recognized need by the community
  - Location
  - Park n ride lot
  - Future light rail along Hwy 99
  - Hazel Dell Business Association
  - This room full of people who care
  - Business assn.
  - Political leadership
  - Master gardeners, bicycle, Neighborhood Assns – Interest groups
  - History of street, community
  - Geography – natural features
  - WSU Ag land/set up already there
  - WSU-V
  - Legacy
  - I-5 Corridor
  - Available land
  - Region developing – strong core city
  - Ppl in the community

- Existing infrastructure, inc. width of Hwy 99 for bike lines, sidewalks etc.
- Kline line Park and Salmon Creek, trails and Open Spaces
- # of accesses from I-5
- Proximity to downtown Vancouver
- School district
- Strong development community
- Community Org (Neighborhood Assoc, business groups, service org.)
- Medical complex
- Good infrastructure to start the process
- Any improvement is noticeable
- Build in diversity in development housing types
- Community recognition that a change is necessary
- Redevelopment is more acceptable now
- Location in the region
- Examples of “nice” development do exist
- Highway 99 as transit corridor w/ connections to regional infrastructure and facilities
- Road system
- Open public process
- Proximity to fwys
- Community support
- Available media resources to communicate development intent to community
- Appropriate tax base
- Expanding available local housing.
- BPA – early win, positive results soon/low cost
- WSU – move ahead to plan/acquire it for more public use
- Kline Bridge could be new gateway...coming soon...
- Support growing consensus with more public info and participation and link with N’hood Assoc and Team 99 group

# Session Three

## PRESERVING OUR PAST



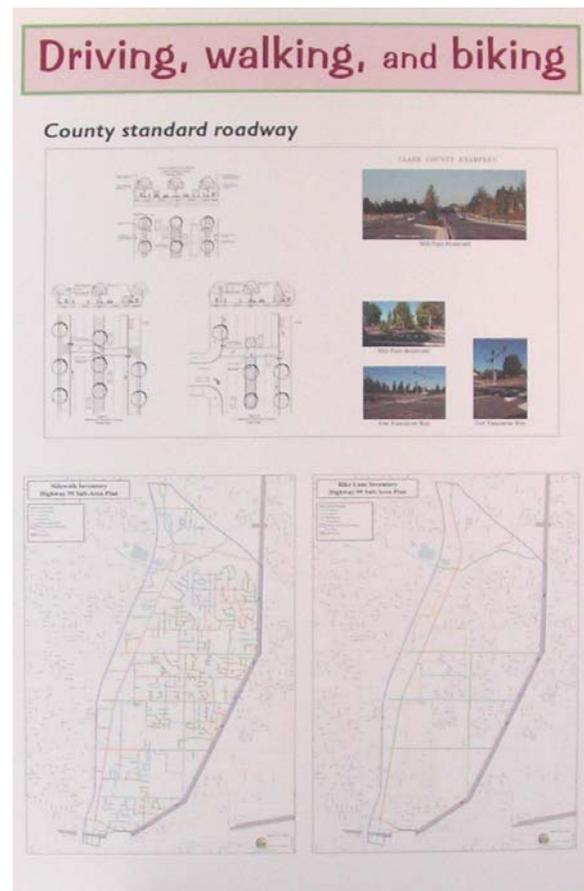
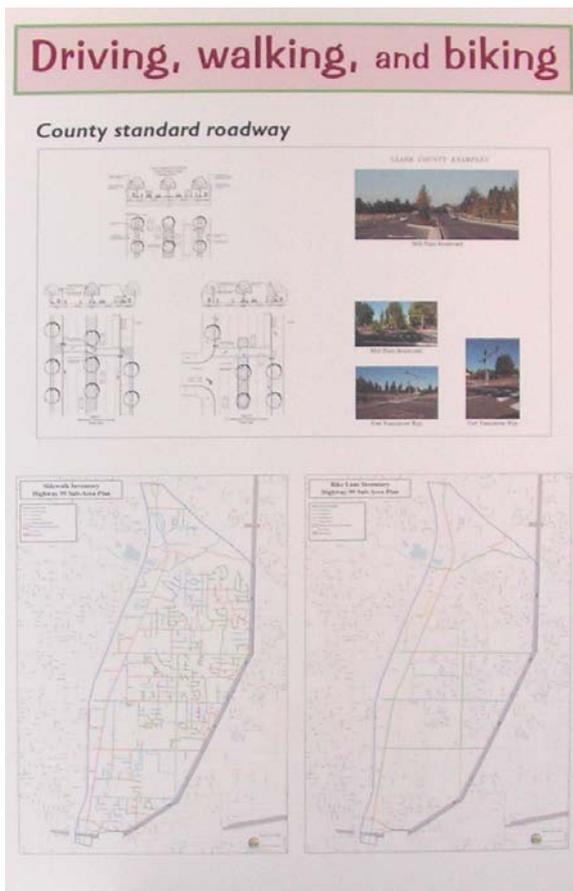
### Comments

- Make a website or blog to get residents to post their story – put with Columbian Neighborhoods section or [www.columbiantable.com](http://www.columbiantable.com)
- Keep the building a working facility – Poor Farm WSU
- Create boards – park lots – radio recording of historic areas. Include trails
- Capitalize on 'Historic Route' Highway 99 a la Route 66
- Plant Hazel Nut Orchard – a la Old Apple Tree

## PUBLIC TRANSPORTATION

- Light rail! Not BRT system – much more of an economic development catalyst
- Existing system just cross river! LR
- Public transit in Highway 99 area needs to be compatible with public transit in neighboring areas.
- Light rail up Hwy 99 to 134<sup>th</sup> X X
- Light rail
- Light rail creates economic development need to enhance the regional redevelopment
- Street car system – send – BPA site, N. end to Expo Center.
- Extend light rail into Clark County
- Light rail up 99 to 134<sup>th</sup>.
- Chel. Prairie train – great idea to cross the county diagonally /not car & gasoline
- Light rail from Expo to various regional centers , e.g. to WSU-V, fairgrounds, casino, mall and back across I-205
- Trolley w wheels – rubber tires only.
- No light rail/RBT
- Chelatchie Rail – Trail must happen

## DRIVING, WALKING AND BIKING



- Add wider sidewalks, make streets prioritize pedestrians

- Provide continuous bike lanes on revamped Hwy 99
- Need a network of bike lanes on arterials throughout Hwy 99 area
- Widen sidewalks on Hwy 99
- Make a continuous sidewalk on Hwy 00 13<sup>th</sup> Ave (from 63<sup>rd</sup> N) needs sidewalks
- Street edges concept 5 – great!
- Hwy 99 concept 5
- Build connection between HD Ave and Hwy 99
- Construct access roads along I-5
- Benches on Hwy 99
- Provide “raised” bike lanes via rolled concrete to make bike lanes 6” higher than the street – see Bend.
- Signs are necessary for business
- Brick walks take too much \$
- Signs may be necessary but they can also be less hideous!
- Sidewalk views 3 & 5 are great
- Street edges – concept 5 is fabulous!
- Put bike lanes near or on streets so people can use them to get to shops and other facilities on Hwy 99
- Would really like to see “green buffer” between roads and pedestrian walkways
- Put in proper grate inlets to not negatively impact riders
- Bike lanes need to be full width for safety
- Keep in mind those using wheelchairs
- Provide water fountains?
- Use rumble strip to separate bike lane from auto lane
- Please no! (referring to line above)
- No center concrete islands
- How do I find Bob’s Ski Shop without a sign?
- Its clear that there needs to be more planning and connectivity in building our sidewalks and bike lanes.
- 12’ walkway on one side of 99 with street trees
- Don’t forget “Green” (Building, landscape, lighting etc) solar/wind



## SIGNS

Signs	
Which do you prefer?	
Pole signs allowed	Only monument signs
	
Residents	
Business owners	

Signs		
Should existing pole signs have to be removed over a period of time?		
	Yes	No
		
Residents		
Business owners		

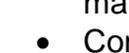
- Under which sign do I prefer. I don't like either choice – something more creative and less auto related! These are both auto.
- The choice from what exists is very boring
- Look for better options
- Restrained pole signs for visibility
- Clear address locators
- Big box locators for business set back from street
- CC Require Conformance with extg requirements as a starting point 0 move to new requirements.
- The question should not be pole signs down but how to get visibility for the business as the corridor changes – phased plan with incentives for change
- Save the Totem Pole Shopping Center sign. Remove it, but incorporate it somehow into the area as historical feature – yes!
- Add more large billboards
- Place street (road) signs at same level and consistent size
- Mandating monument signs might be tough. I believe Beaverton attempted this with the reluctance of business owners. Lawsuits apparently followed.
- Someone suggested taking the existing signs and using them as an historic public art piece – good idea.
- Secure funding to replace existing signs.
- Start a sign museum
- Pole Signs
  - Residents – 2
    - Put signs “on bldgs” push height up, better visibility
    - I believe there should be criteria and standards to pole signs, not complete elimination
    - Variety is good, sameness is stultifying
    - Only downside is less visibility from the freeway

- Business Owners – 2
  - Pole signs allowed
  - Maybe increase setbacks?
  - Maybe reduce size allowance 250 square feet max to 150 square feet
  - Shadow light behind
  - Recessed styled as on Shell bldg 68 E Hwy 99
- Only Monument Signs
  - Residents – 30
  - Business Owners – 2
- I heard this was attempted 20 years ago and didn't last. Ex. Mill Plain and Van Mall overlay zones
- Should existing pole signs have to be removed over a period of time?
  - Residents
    - Yes – 35
    - No – 3
  - Business Owners
    - Yes – 6
- No – 4

## PUBLIC/SPECIAL-PURPOSE FACILITIES

**Public/special-purpose facilities**

*Please pick two*

	Outdoor stage	<input type="checkbox"/>
	Public Plaza	<input checked="" type="checkbox"/>
	Conference center	<input checked="" type="checkbox"/>
	Community Center	<input checked="" type="checkbox"/>
	Fire station	<input checked="" type="checkbox"/>
	Library	<input checked="" type="checkbox"/>
	Post office	<input type="checkbox"/>
	School	<input type="checkbox"/>
	Community education space	<input checked="" type="checkbox"/>
	Visitor/interpretive center	<input type="checkbox"/>
	Community garden/greenhouse	<input checked="" type="checkbox"/>
	Grove of trees	<input type="checkbox"/>
	Urban trails	<input checked="" type="checkbox"/>



- 3 fire stations already in area
- WSU location for library community center garden space public plaza/farmers market
- Comm Ctr to include ice sports facility – hockey, skating, curling, etc.
- Combine community center and plaza – I agree!
- Partner of WSU/Legacy/NACCL/Felida NA/ and others to develop a community center within 3 Creeks planning area w/ WSU campus and provide access to the commercial
- Community Center “built green” to link sustainability to overall area plan – a la Firstenberg Center.
- Community for all ages like Firstenberg Center - youth, families, and honored citizens who are retired.
- We need a farmers market area to provide organic groceries for healthy living
- Performing arts in our community areas
- WSU Ext property as Agriculture focus. Preserving our heritage. Also could serve as incubation ctr. For new farmers, community gardens, farmers market, chef study and restaurant; kids could come to learn about where food comes from, help us grow locally = low food miles.
- YES, YES, YES!
- Outdoor Stage – 1
  - Indoor stage w/ fly space for Broadway traveling shows
  - At Kline Line Park
- Public Plaza – 2
- Conference Center – 1

- Community Center – 26
- Fire Station – 1
- Library – 3
- Post Office – 1
- School – 0
- Community Education Space – 4
- Visitor/Interpretive Center – 0
- Community Garden/Greenhouse – 9
- Grove of Trees – 1
- Urban Trails – 16
- Tree lined urban trail to all amenities

## **LAND USE PATTERNS**

Current – 0 dots

Concept 1 – 11 dots

Concept 2 – 3 dots

Concept 3 - 16 dots

### **Comments:**

- Blend all mix use and multi family
- Don't turn WSU into commercial!!
- Zone whole corridor MX, then overlay areas to designate higher-intensity commercial nodes
- People live in groups and communities
- The land is how people use it
- Urban trails and greenways need improvement.