

An aerial photograph of a vast agricultural landscape. The foreground and middle ground are filled with meticulously arranged rows of green vineyards, likely for grape production. In the distance, a small town or village is visible, followed by a range of large, rolling hills or mountains. The mountains are bathed in a warm, golden light, suggesting either sunrise or sunset. The sky is a pale, clear blue.

YAKIMA DOWNTOWN PLAZA

Citizen Survey

- Overall image of Yakima 21%
- Overall feeling of safety 29%
- Public places people want to spend time 30%
- Employment opportunities 27%
- Vibrant downtown 22%
- Importance in investing in economic development 91%

Economic Development Priorities

- North 1st Street \$11 million
- Cascade Mill Site \$2.5 million
- Yakima Airport \$12 million
- Downtown Plaza \$14 million

Yakima Downtown

- Retained Crandall Arambula and Thomas Consultants in 2013 to create a Downtown Master Plan to guide future development and design of downtown
 - Build on prior public/private investment
 - Create a more safe, vibrant, attractive, and successful environment
 - Expand retail, restaurant, and entertainment options
 - Drive foot traffic with edge to edge retail/restaurant experience
- After five comprehensive public meetings a Downtown Plaza was identified as a key game changer for downtown

Plaza = Economic Development

- Medford, Oregon (pop. 80,000) ROI \$15 - \$1
- Racine, Wisconsin (pop. 80,000) ROI \$66 - \$1
- Lincoln, Nebraska (pop. 260,000) ROI \$5 - \$1
- Portland, Oregon (pop. 600,000)
- Pioneer Square ROI \$55 - \$1
- Missoula, Montana (pop. 70,000) 1 million visitors
- Rapid City, South Dakota (pop. 70,000) 700,000 visitors



The Commons Development Strategy — Medford, Oregon

Game Changer

\$ 10 Million

Private Investment

\$ 145 Million



Game Changer — The Commons, Medford, Oregon



Before



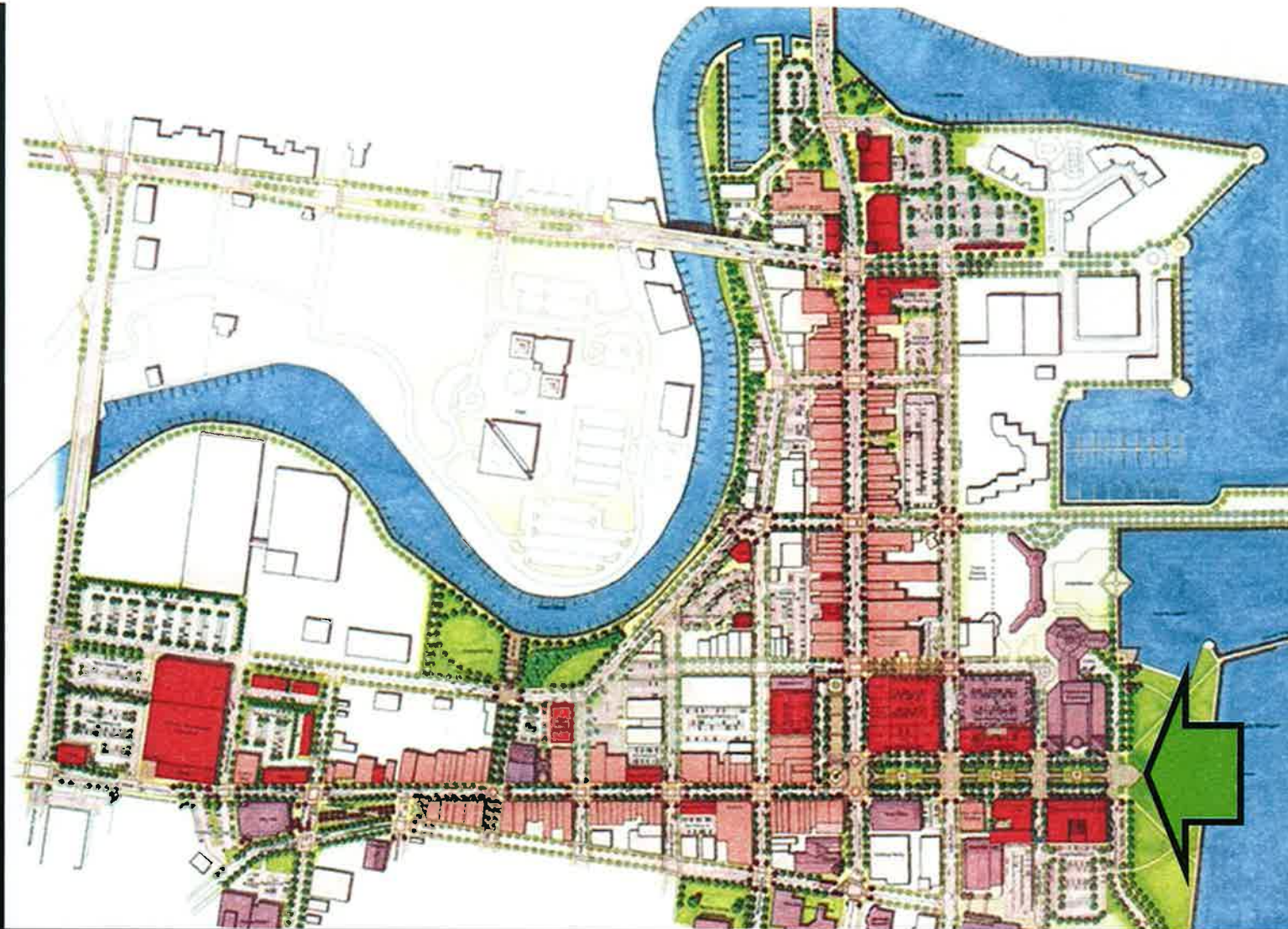
Construction

The Commons — Medford, Oregon



After- Pear Festival

The Commons — Medford, Oregon



Downtown Strategy — Racine, Wisconsin

Game Changer

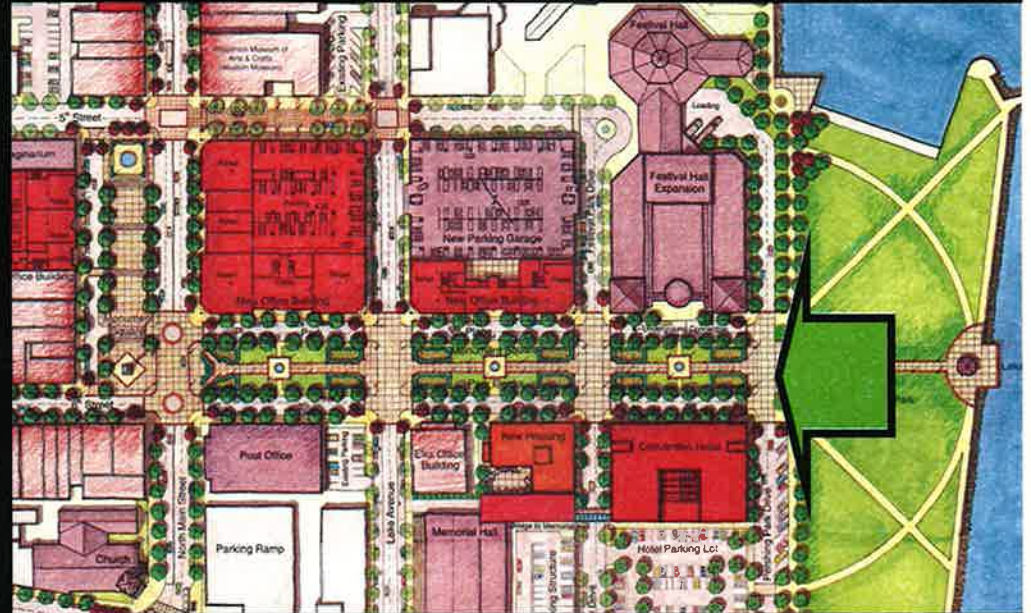
\$ 3 Million

Private Investment

\$ 200 Million



Before



Game Changer

Game Changer — Racine, Wisconsin Park Blocks



Game Changer — Racine, Wisconsin Park Blocks

Before



After



Civic Plaza & Catalyst Project, Nebraska

Game Changer

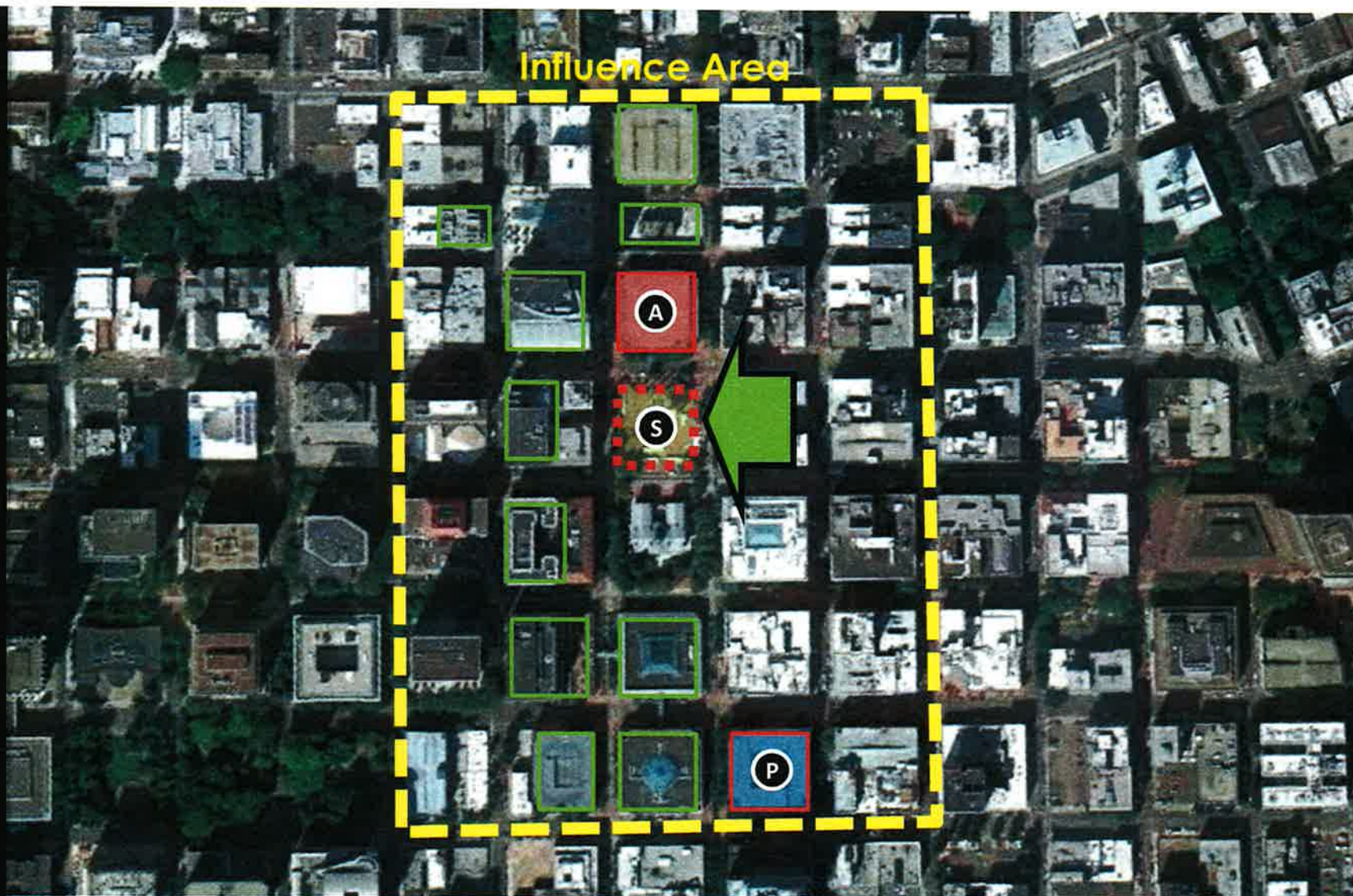
\$ 10.5 Million

Private Investment

\$ 54 Million



Plaza/Catalyst Project Development Leveraged



Pioneer Square Influence Area — Portland, Oregon

Game Changer

\$ 17 Million

Private Investment

\$ 930 Million

Plazas – A Draw for People

- Caras Park – Downtown Missoula, MT
 - Drew nearly 1,000,000 people to downtown Missoula in 2013. Events every Thursday, Friday, Saturday and Sunday all summer
- Main Street Square – Rapid City, SD
 - Drew 700,000 visitors to Downtown Rapid City in 2013. Movies, concerts, ice skating rink are the biggest draws



Game Changer — Caras Park, Missoula



Game Changer — Main Street Square, Rapid City

Yakima Downtown Plaza

- In 2014, the Yakima City Council selected Katherine Gustafson and Brett Baba to design the plaza project.
- After five public meetings and 1,600 survey responses, a plaza design was adopted by the City Council in October 2014.

Yakima Downtown Plaza

- Plaza design is based on Yakima's local heritage, natural environment, and sense of place:

- * Two ridges

- * Two rivers

- * Two gaps

- * One Valley

- * Water features

- * Lawn / landscaping

- * Shade

- * Market hall

- * Restrooms

- * Storage

- * Lighting

- * Parking (54 stalls for seniors/disabled)

- Yakima's living room
- Active and passive enjoyment
- Multi-functional
- Built to last 100 years
- Stimulate private business investment



GUSTAFSON GUTHRIE NICHOL





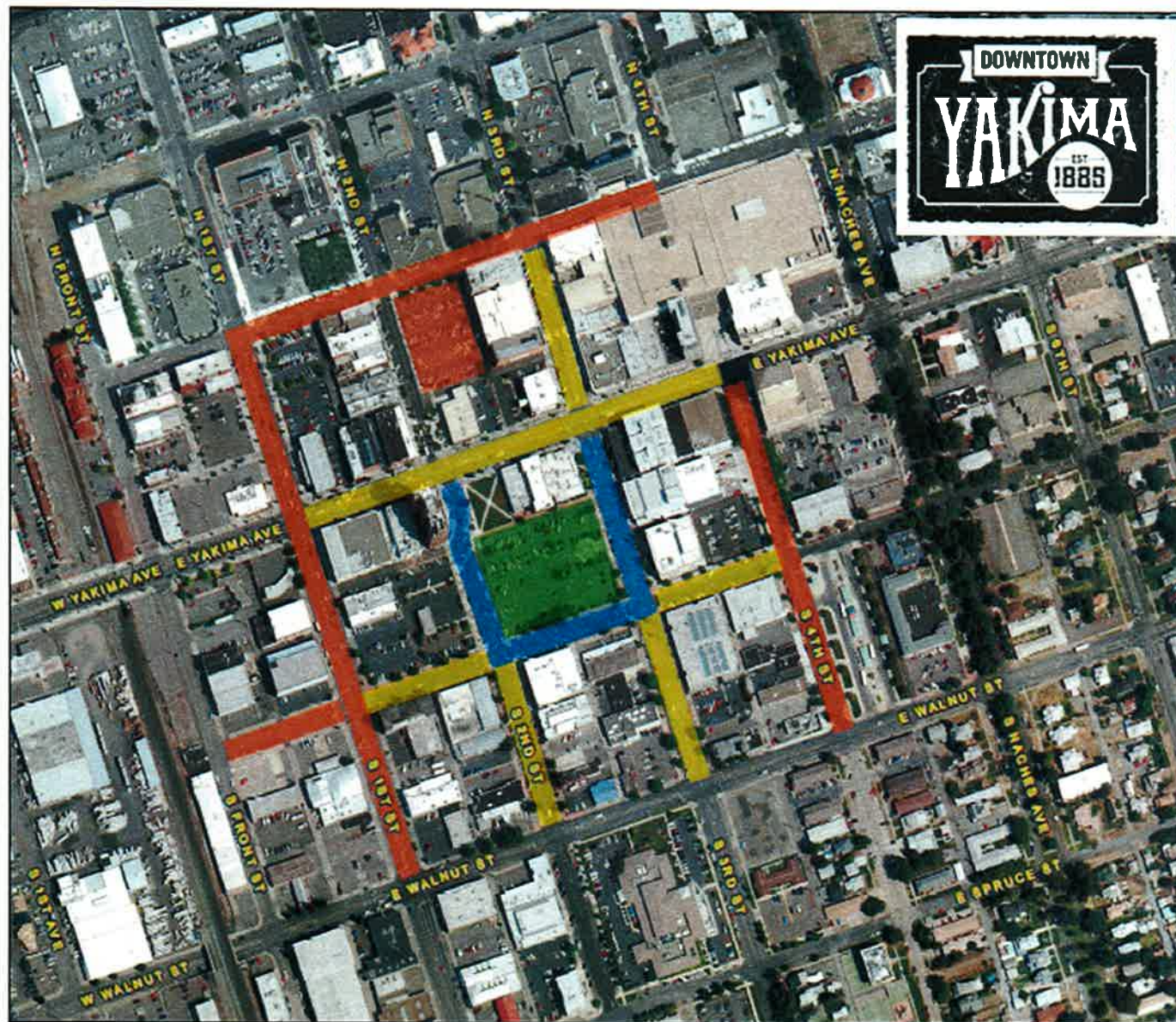


Parking

- Now 750
- Phase I 851
- Phase II 991
- Phase III 1,287

Security

- Bike patrol
- Private security
- Lighting upgrades – adjacent public parking lots
- Shuttle service for Capitol Theatre main events

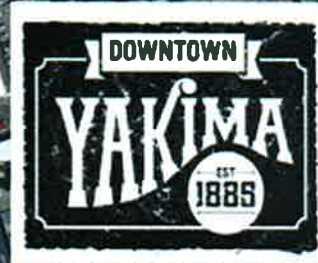


Plaza Parking Base Site

- Base Site - 196
- Adjacent - 41
- Within 1 Block - 180
- Within 2 Blocks - 333
- Total - 750



Prepared February 6th, 2015 - Yakima GIS/ITS



Plaza Parking Phase 1

| | |
|---|-----------------------|
| | Base Site - 196 |
| | Adjacent - 72 |
| | Within 1 Block - 223 |
| | Within 2 Blocks - 360 |
| Total - 851 | |

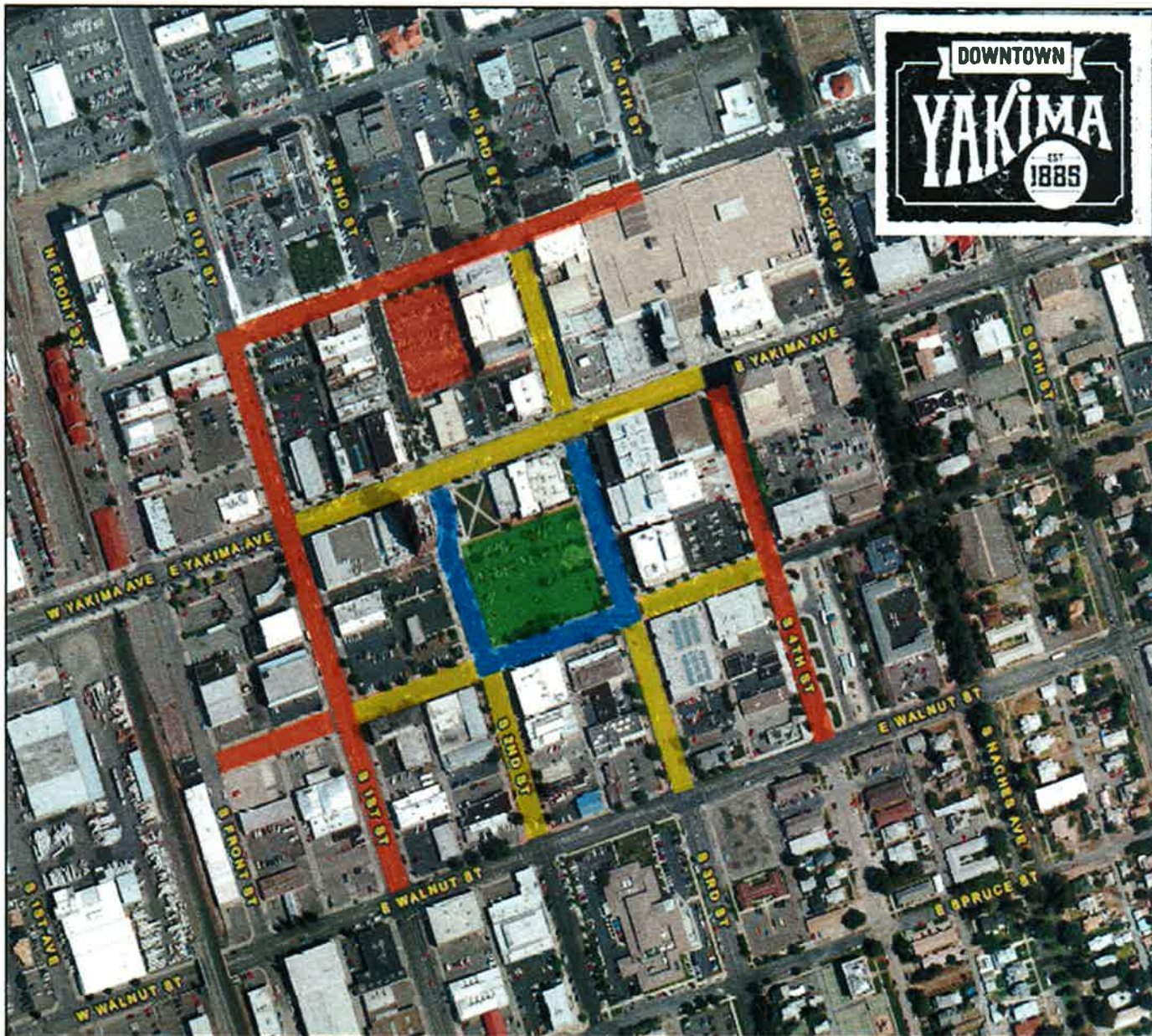
Phase 1 includes
new angled parking on S. 3rd Street and Chestnut
Street adjacent to proposed plaza site

new angled parking within one block on Chestnut
Street S. 3rd Street and South 2nd Street

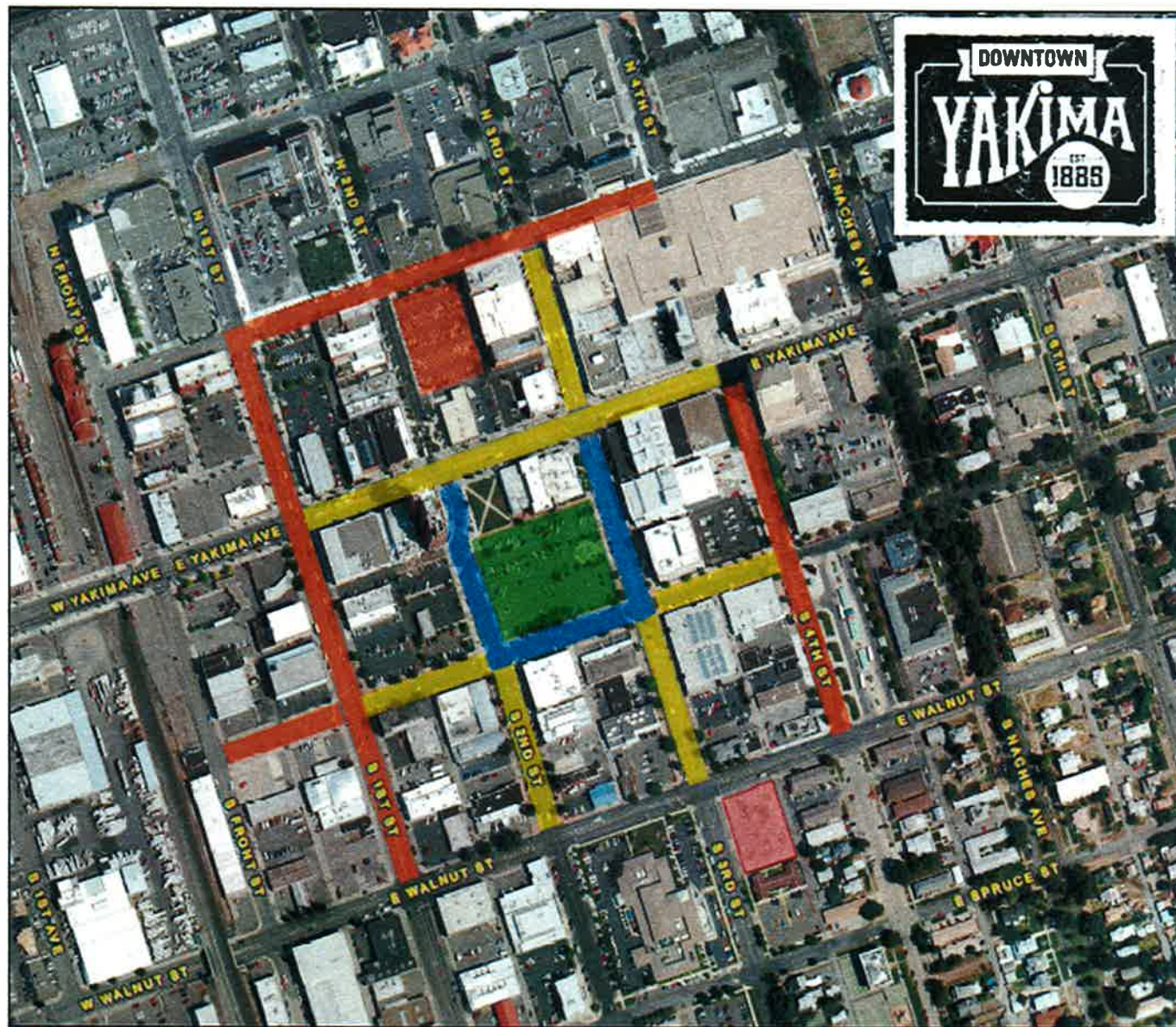
new angled parking within two blocks on Sgt
Pendleton Way between 4th Street and 1st Street



Prepared February 6th, 2015 - Yakima GIS/ITS



0 300 750 1,440 2,160 Feet 2,880



Plaza Parking Phase 2

- Base Site - 196
- Adjacent - 72
- Within 1 Block - 223
- Within 2 Blocks - 500
- 3rd & Walnut Lot
- Total - 991**

Phase 2 includes

- new angled parking along Chestnut Street and 4th Street within two blocks
- opening the 80 spot YPD lot on the corner of 3rd Street and Walnut to the public





Plaza Parking Phase 3

- Base Site - 54
- Adjacent - 124
- Within 1 Block - 223
- Within 2 Blocks - 886
- Yakima Mall Parking
- 3rd & Walnut Lot

Total - 1287

Phase 3 includes

Building the plaza and losing 142 parking spaces on site

new angled parking adjacent to the site along 2nd street and 3rd street

additional leased parking in former Yakima Mall Garage and parking lot on 4th Street and Sgt Pendleton Way



Prepared March 18th, 2015 - Yakima GIS/ITS

0 325 650 1,300 1,950 2,600 Feet

Costs:

| | |
|----------------------|--------------------|
| – Plaza | \$11.2 million |
| – Street enhancement | <u>\$3 million</u> |
| | \$14.2 million |

Funding Commitments:

| | |
|-------------------|-----------------------------|
| – City commitment | \$7.1 million |
| – Private pledges | \$2 million |
| – 65% funding | <u> </u> |
| | \$9.1 million |

| | |
|-------|---------------|
| Need: | \$4.9 million |
|-------|---------------|

Yakima Downtown Plaza

- WOW factor – world class design team
- Economic stimulus
- Built to last
- Yakima living room for events, concerts, and activities
- Accessible/attractive to all
- Convenient parking for seniors on site and 1,287 spaces within two blocks, or 71% more than today

What does the Plaza represent?

An iconic opportunity and legacy
for the Downtown Rotary to be
the naming rights sponsor for the
most transformative enhancement
in Downtown Yakima for
the next century.

An aerial photograph of a vast vineyard in Yakima, Washington. The foreground and middle ground are filled with rows of grapevines, some showing autumnal colors. In the background, a small town is visible, followed by a range of large, rugged mountains under a clear sky. The text "YAKIMA DOWNTOWN PLAZA" is overlaid in large, white, sans-serif capital letters across the center of the image.

YAKIMA DOWNTOWN PLAZA