



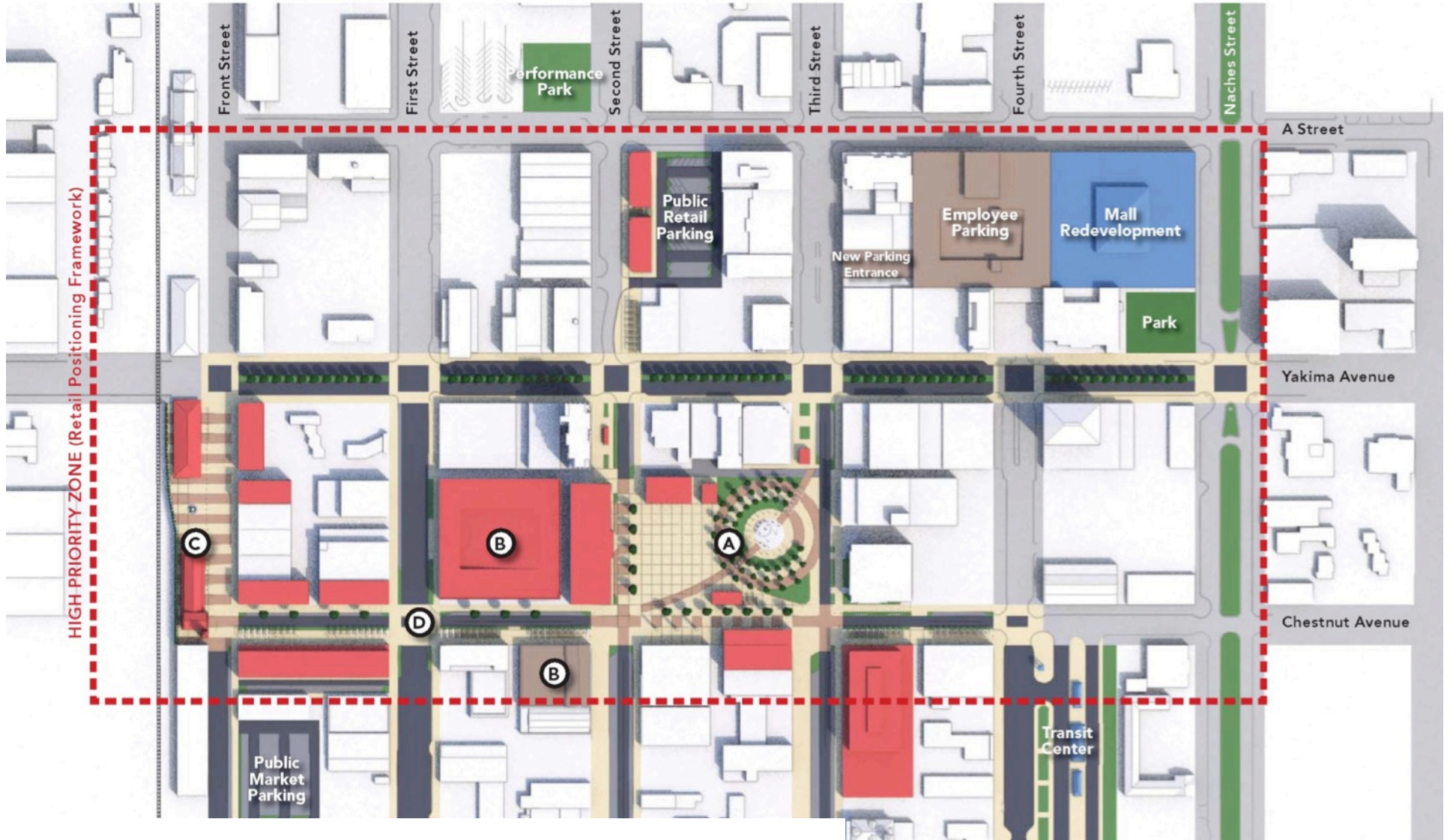
Yakima Downtown Master Plan

Council Work
Session
October 21, 2013



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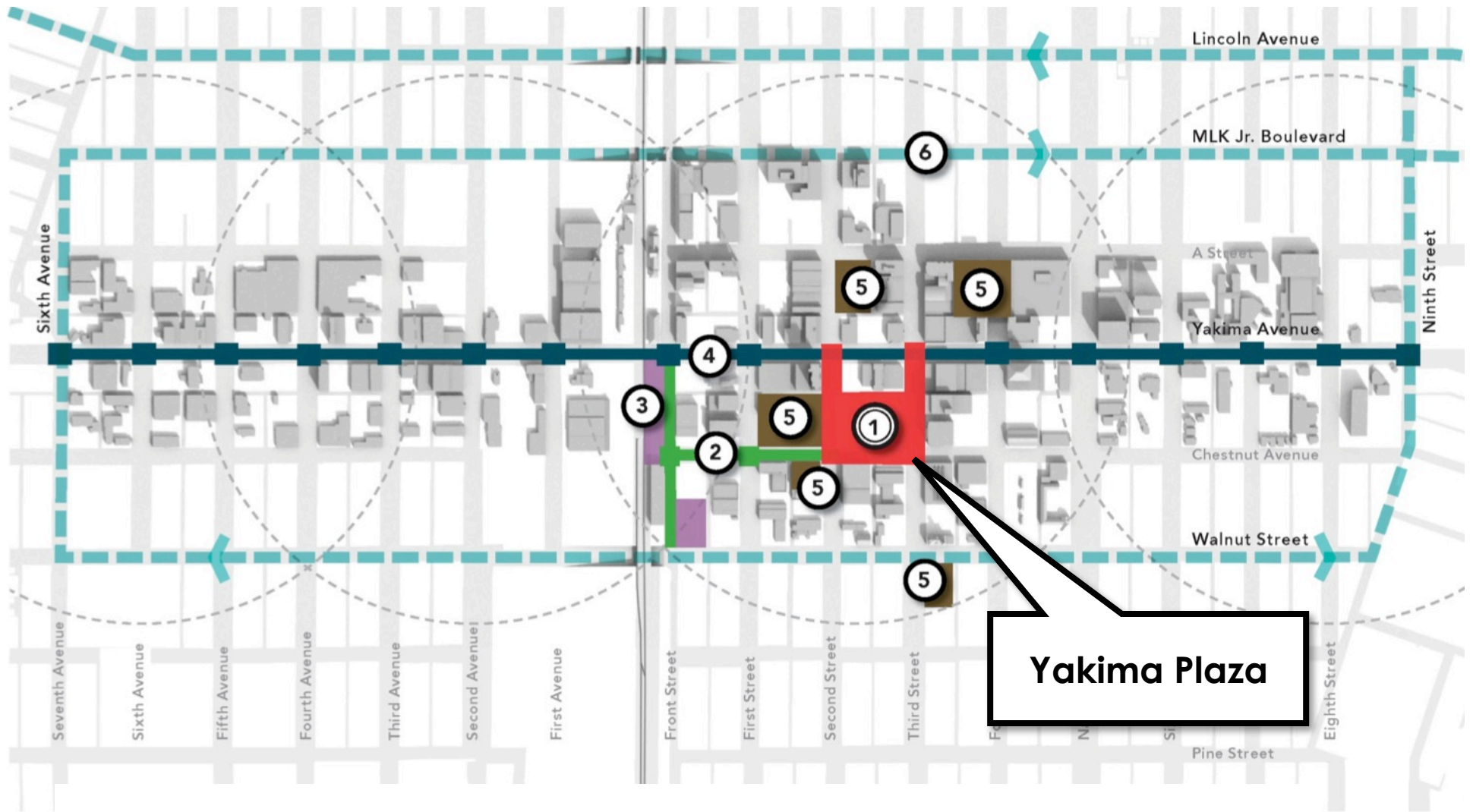


City Center Concept

Projects

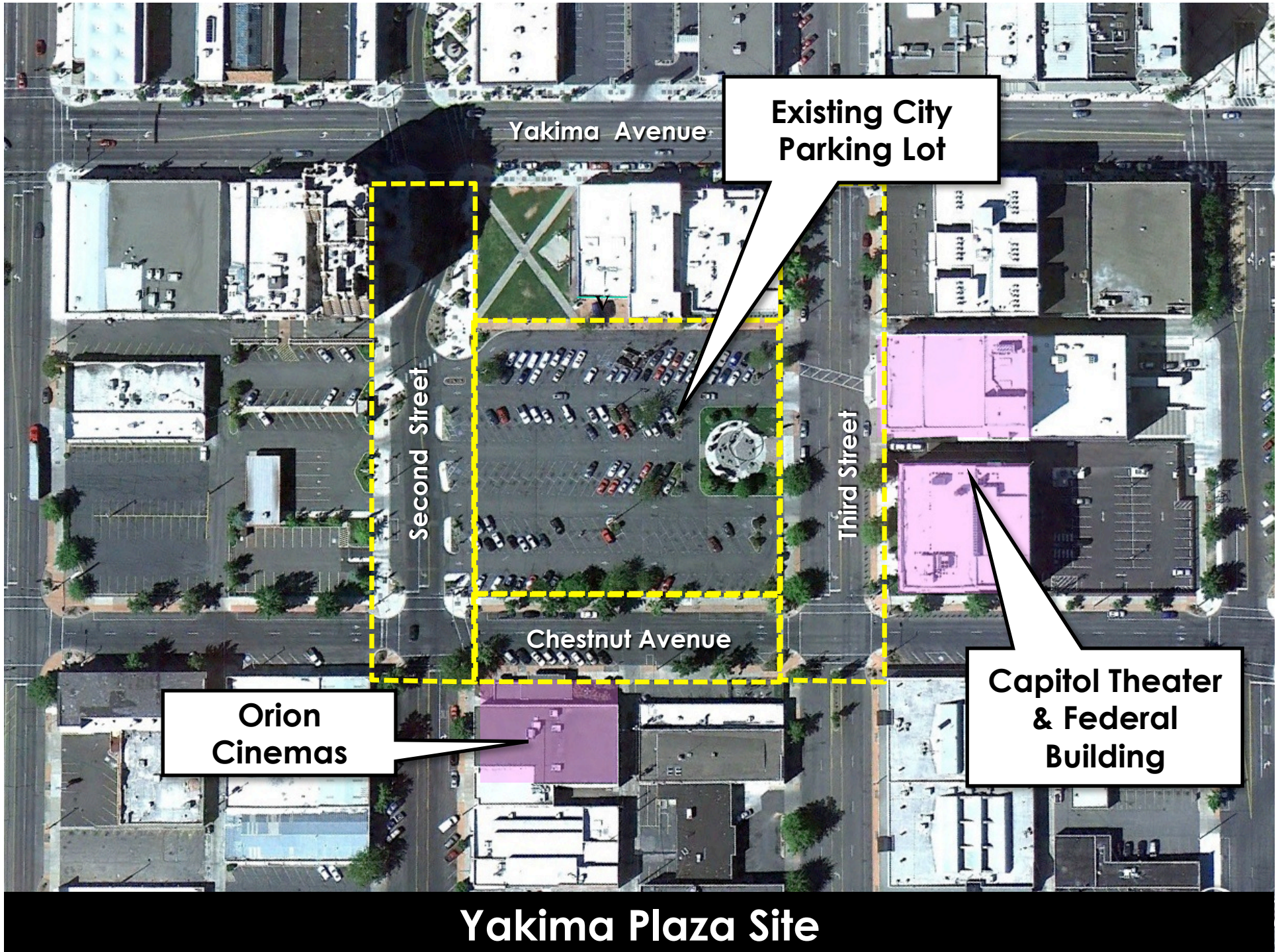
GAME CHANGER PROJECT

- Yakima Plaza



Gam
4

Game Changer

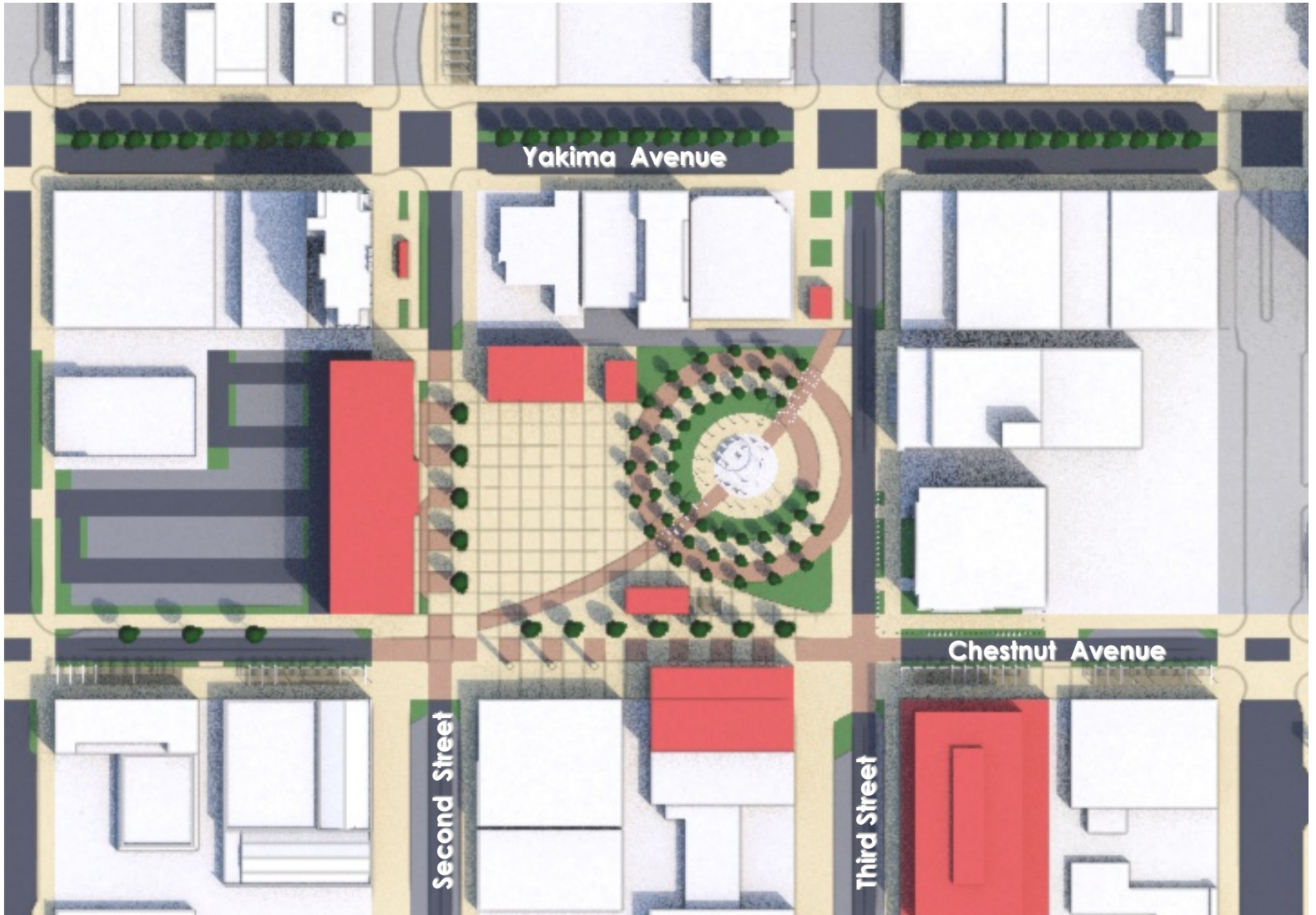


**Existing City
Parking Lot**

**Capitol Theater
& Federal
Building**

**Orion
Cinemas**

Yakima Plaza Site



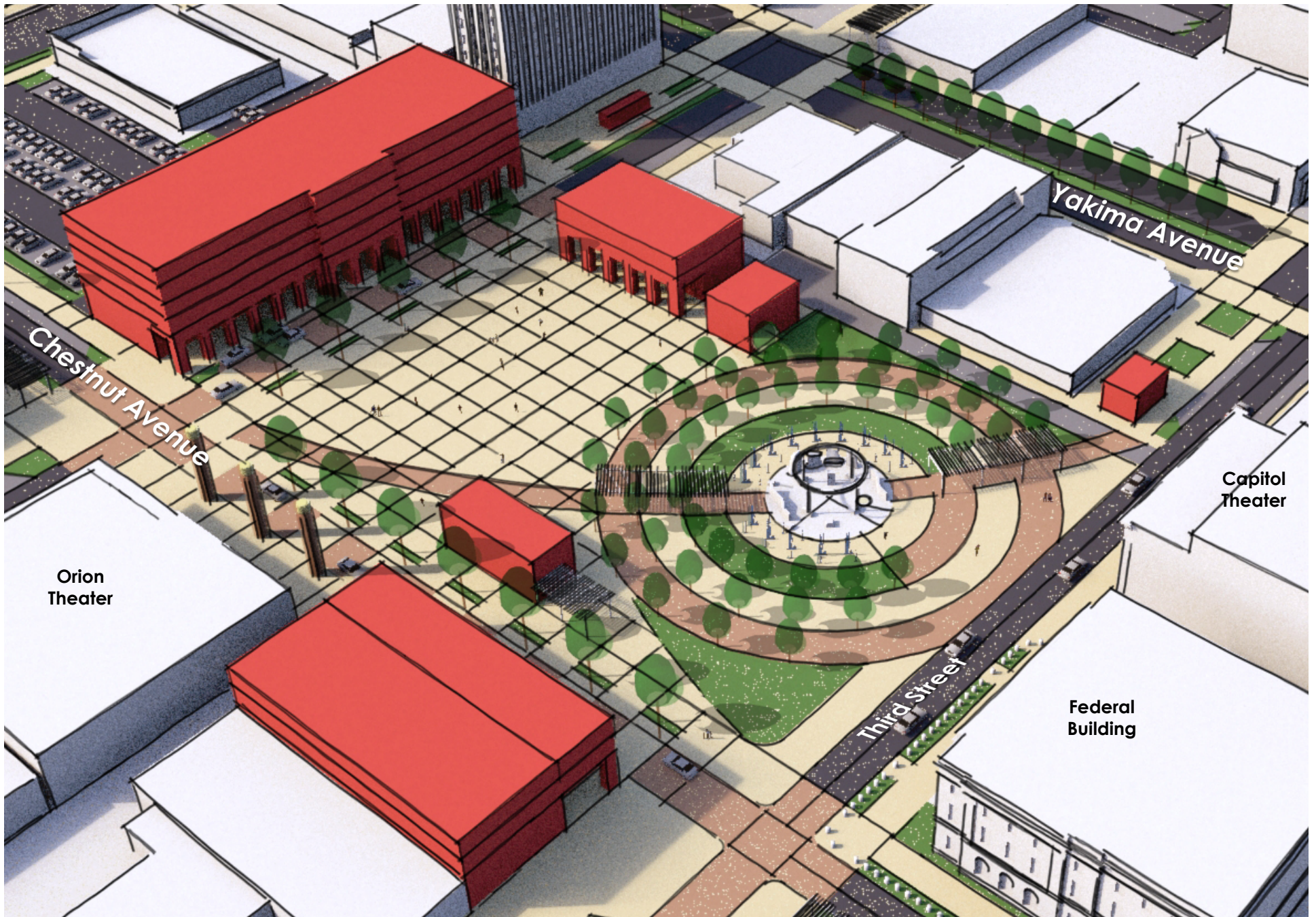
Yakima Avenue

Chestnut Avenue

Second Street

Third Street

Yakima Plaza



Orion Theater

Capitol Theater

Federal Building

Yakima Plaza

Projects

GAME CHANGER PROJECT

- **Yakima Plaza**

ESSENTIAL PROJECT

- **Replacement Parking**
- **Public Market**
- **Retail Main Street**
- **Yakima Avenue**
- **Diversion Study**
- **Policy Updates**
- **Zoning Ordinance Update**
- **Design Guideline Creation**
- **Downtown Street Standards Creation**

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300 Additional Spaces

**80 Spaces
Night & Weekend**

Second Street

Third Street

Yakima Avenue

Chestnut Avenue

Walnut Avenue

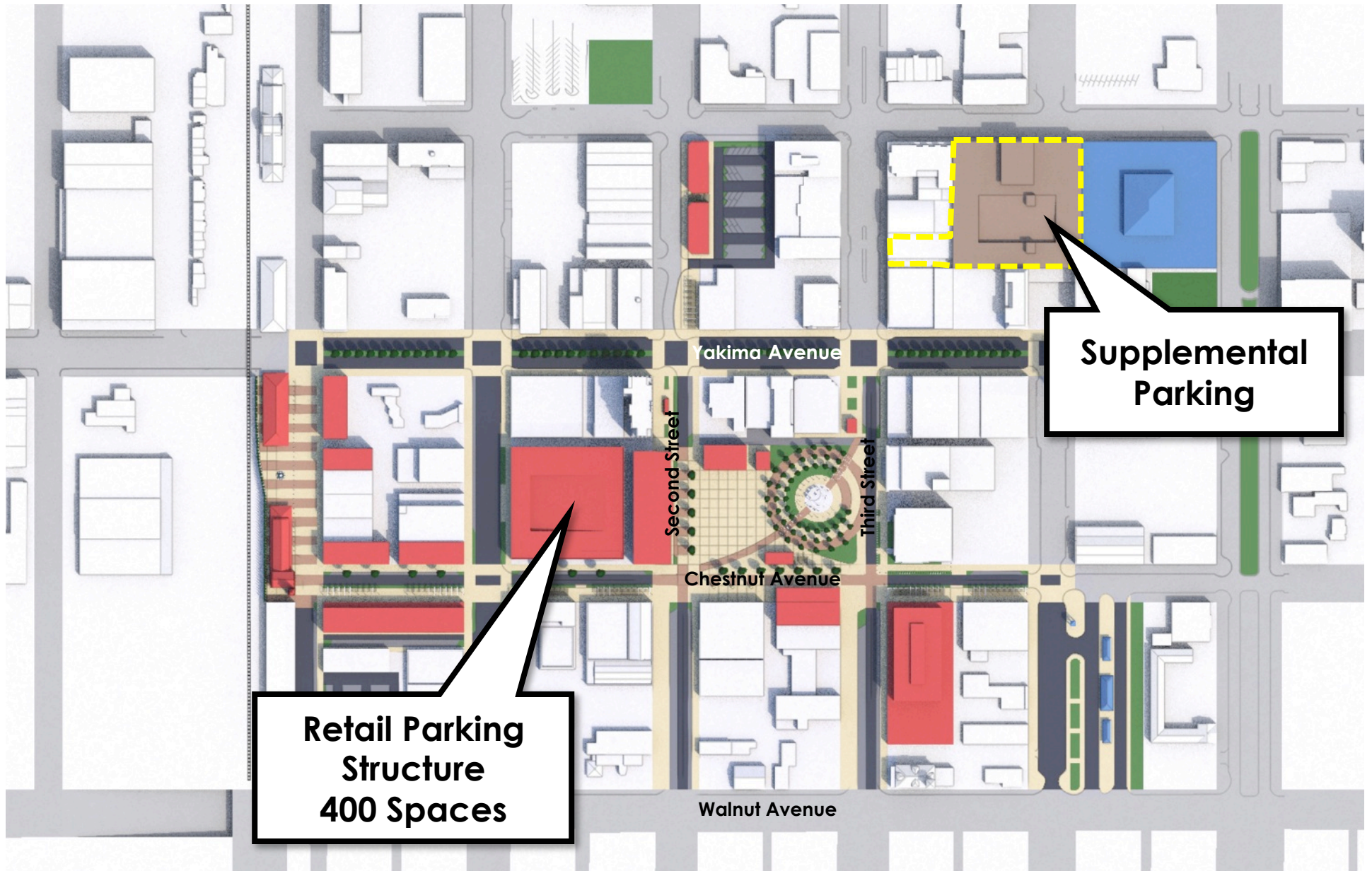
**220 Spaces
City Parking
Lot**

**60 Spaces
On-Street**

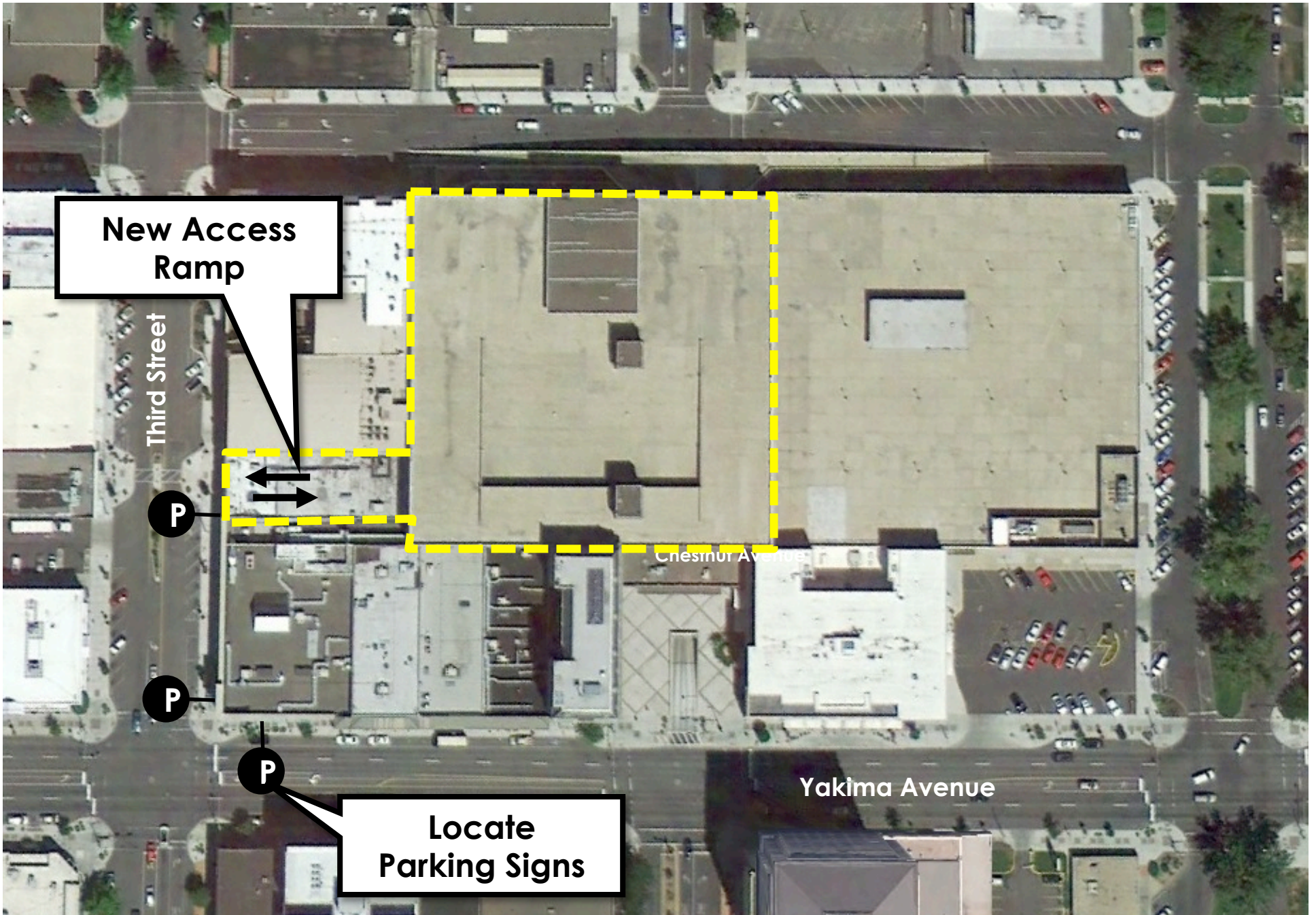
**60 Spaces
City Parking Lot**

**100 Spaces
Dragon Inn**

Downtown Parking Strategy — Short Term



Downtown Parking Strategy — Long Term



New Access Ramp

Third Street

P

P

P

Locate Parking Signs

Chesnut Avenue

Yakima Avenue

Downtown Parking Strategy- Mall Parking



Mall Parking- Signage On Yakima



Mall Parking- Third Street Entry Ramp

Projects

GAME CHANGER PROJECT

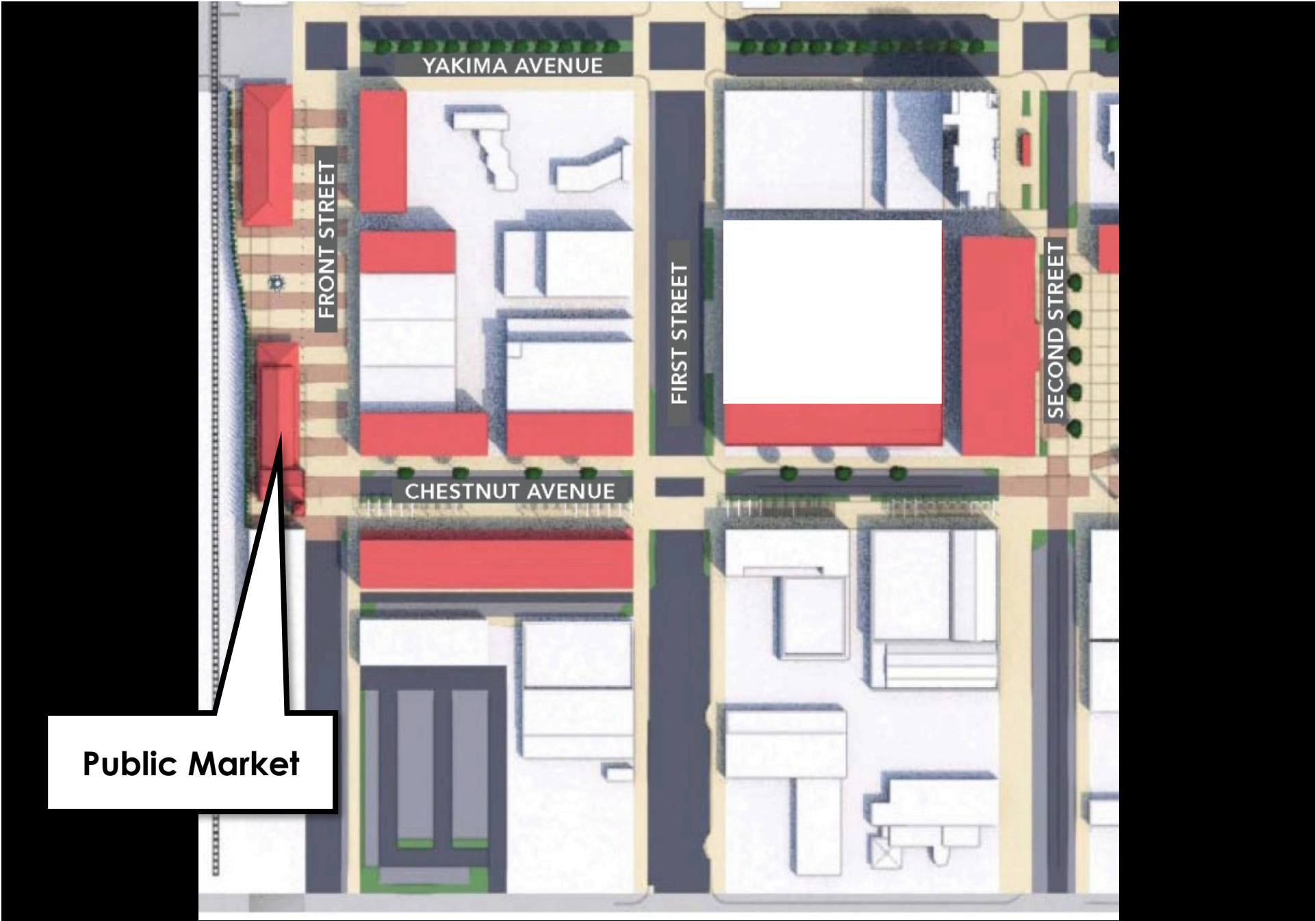
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Public Market & Retail Main Street



Public Market

Public Market & Retail Main Street



Public Market

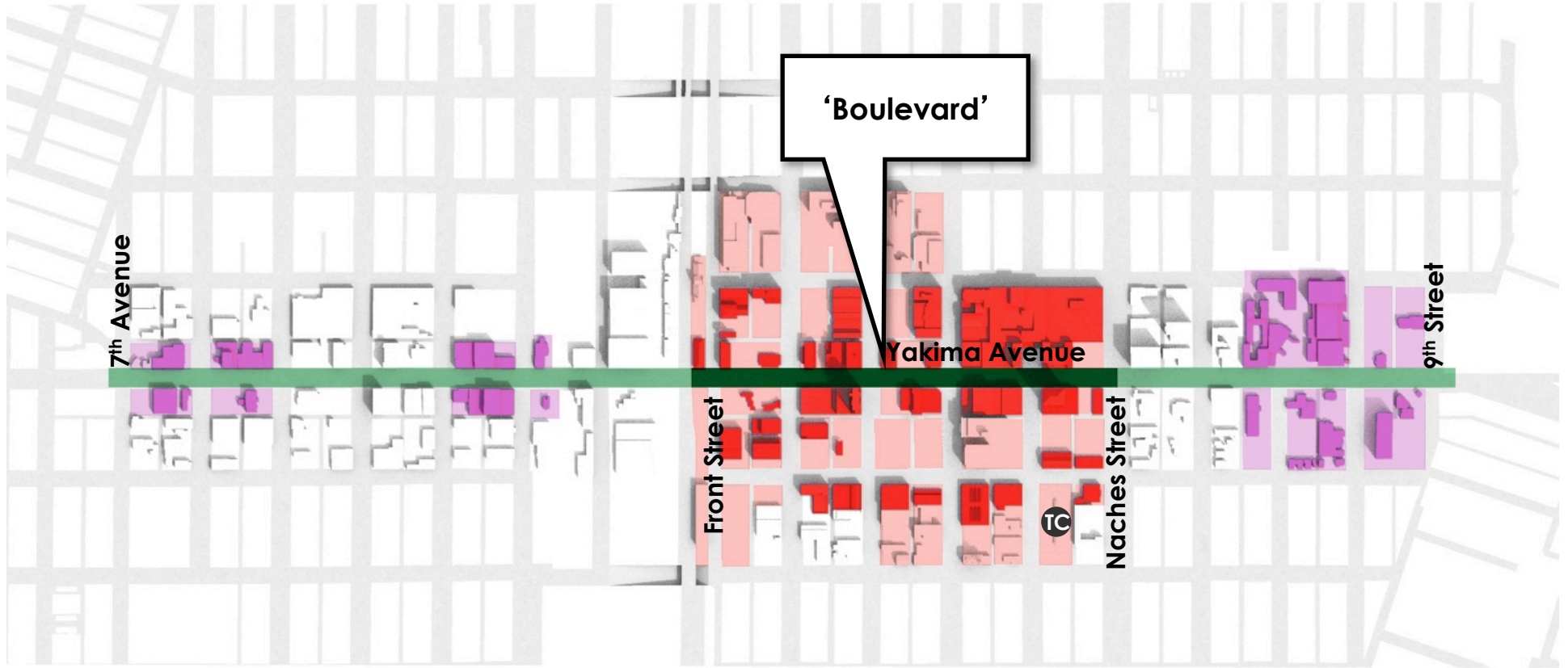
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Yakima Avenue



Green
Median

Yakima Avenue 'Boulevard'

Projects

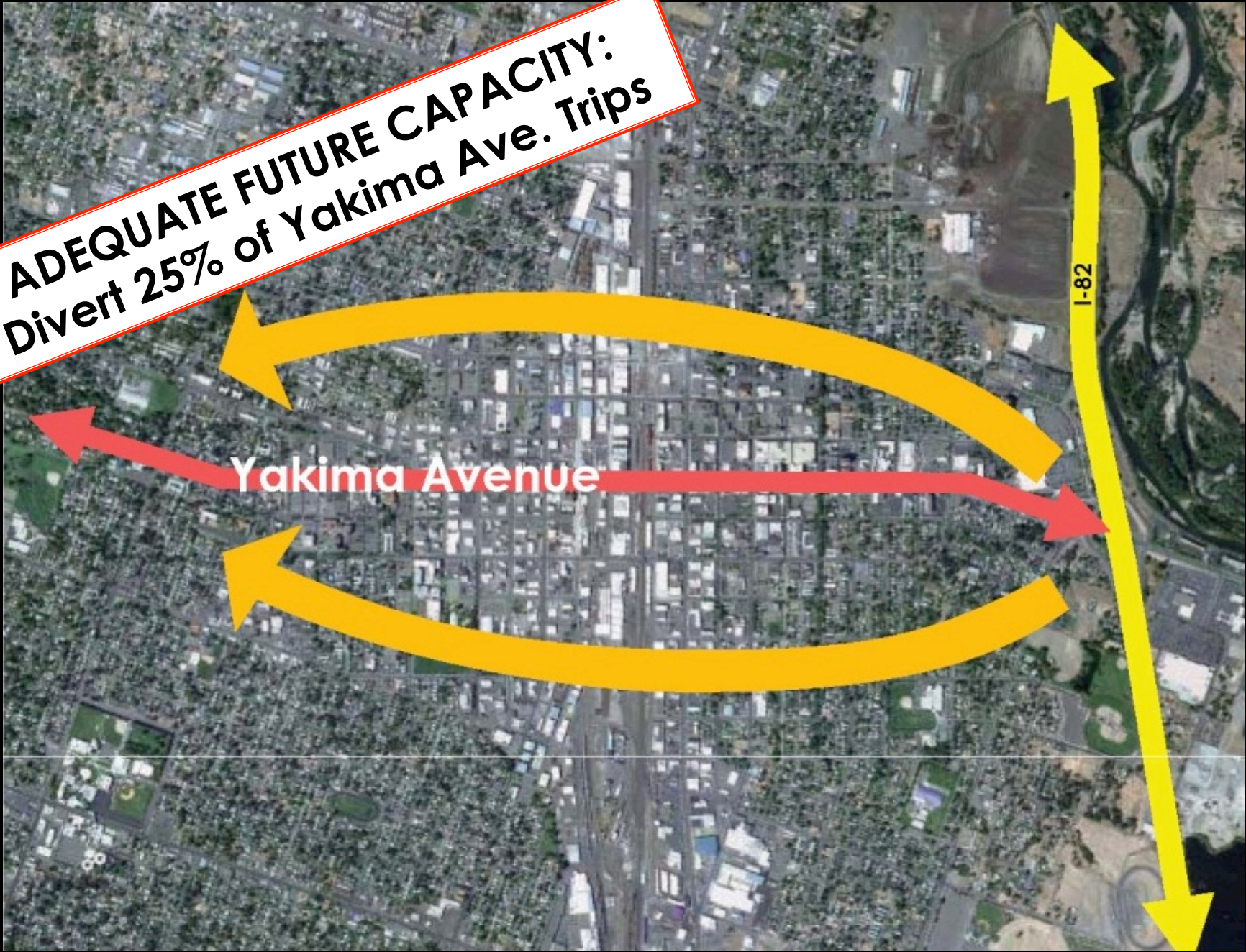
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**ADEQUATE FUTURE CAPACITY:
Divert 25% of Yakima Ave. Trips**



Diversion Study

Projects

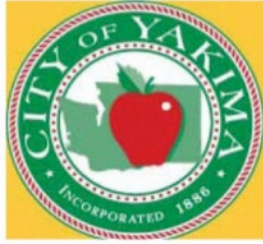
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**CONSISTENCY:
CITY & STATE
OBJECTIVES**



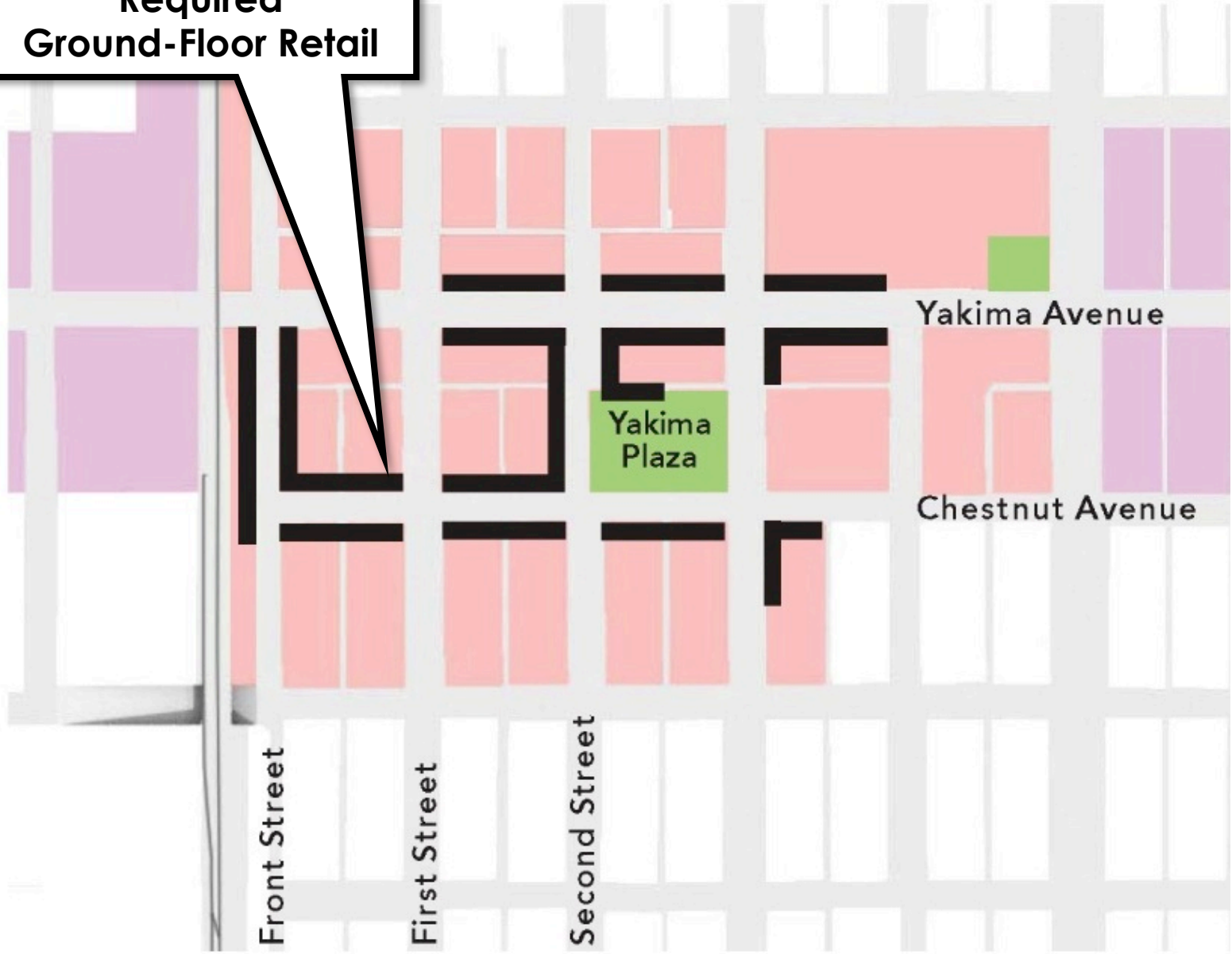
**Yakima Urban Area
Comprehensive Plan 2025**



**December 2006
Final Adopted Version**

Policy Updates

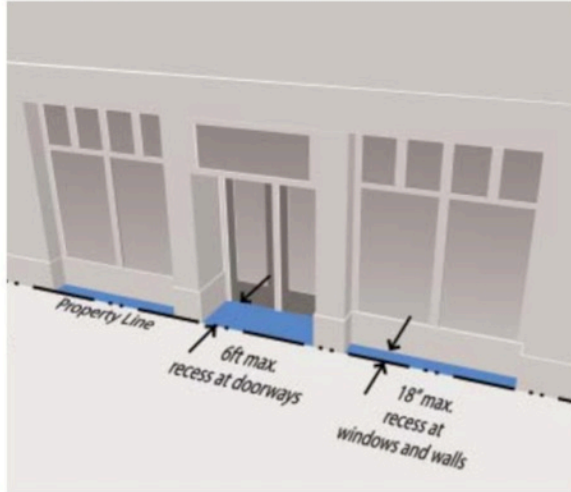
**Required
Ground-Floor Retail**



Zoning Ordinance Updates

Site Design Standards

BUILD-TO-LINES



ACTIVE EDGES



Zoning Ordinance Updates

PEDESTRIAN EMPHASIS



ARCHITECTURE



LIGHTING



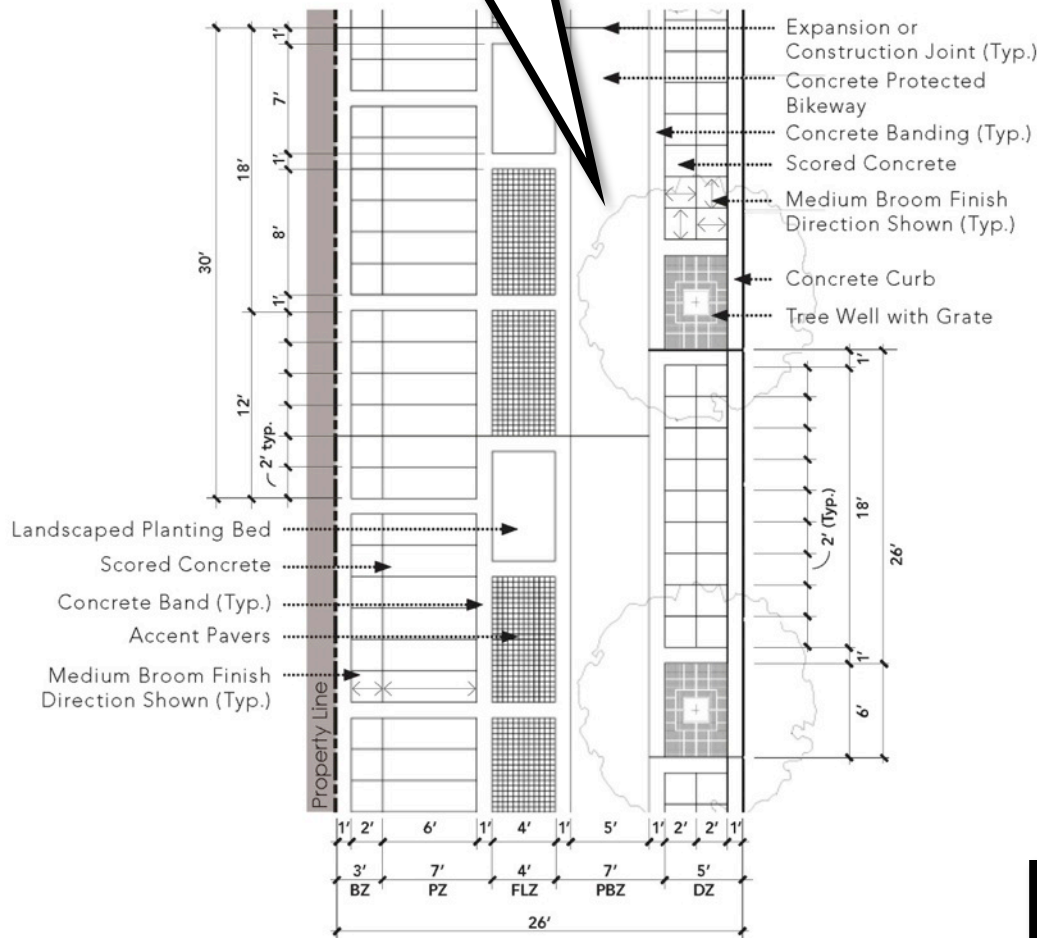
SIGN



Create Design Guidelines

Design Details

SIDEWALK AND ROADWAY DETAILS EXAMPLE



STREET FURNITURE ELEMENTS EXAMPLE



- Sidewalk Lighting**
- Manufacturer—Boulevard Lighting
 - Model—Boulevard Luminaire, 10-ft. pole

Design Specifications

Create Downtown Street Standards



Yakima Downtown Master Plan

Next Steps

Public Work
Commission
October 21, 2013



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Time Sensitive Actions

Consultant Led:

- **Plaza Design Study**
- **Public Market Feasibility Study**
- **Design Guidelines**

Staff Led:

- **SEPA Review of Downtown Plan**
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Council Direction

The following issues needing direction include:

1) Plaza Location: Does Council support the Plaza project at proposed location, including adjoining street modifications and related elements as a high priority project?

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4) Yakima Avenue: Do you support the addition of a green median with other improvements to be studied and if appropriate, added later?

5) Implementation Committee: An Implementation Committee is recommended to include Council members, property owners, civic clubs, retail representatives, bankers/ realtors, other stake-holders (Possibly, 3 Council members and 9 citizens).

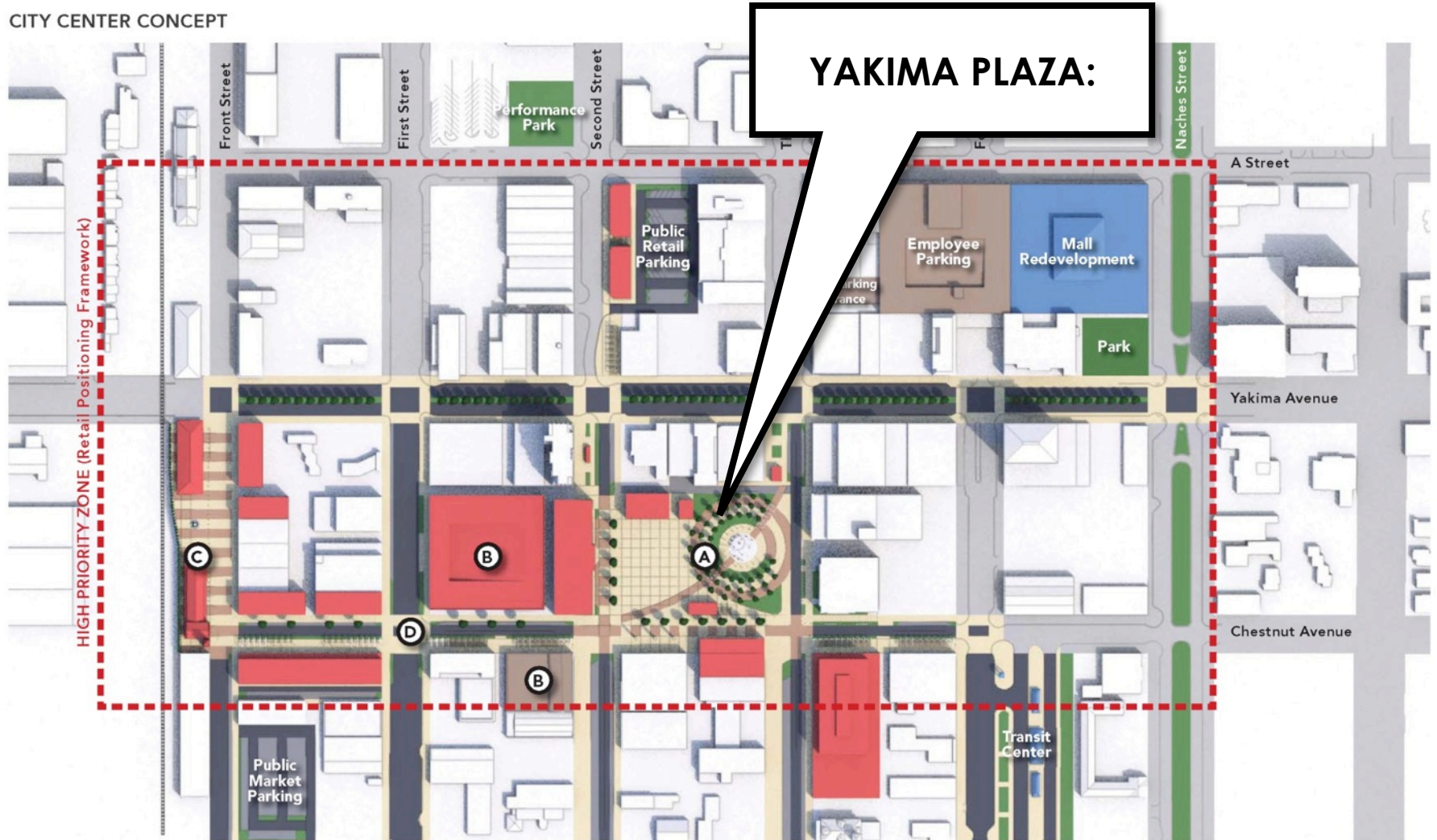
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CITY CENTER CONCEPT



City Center Concept

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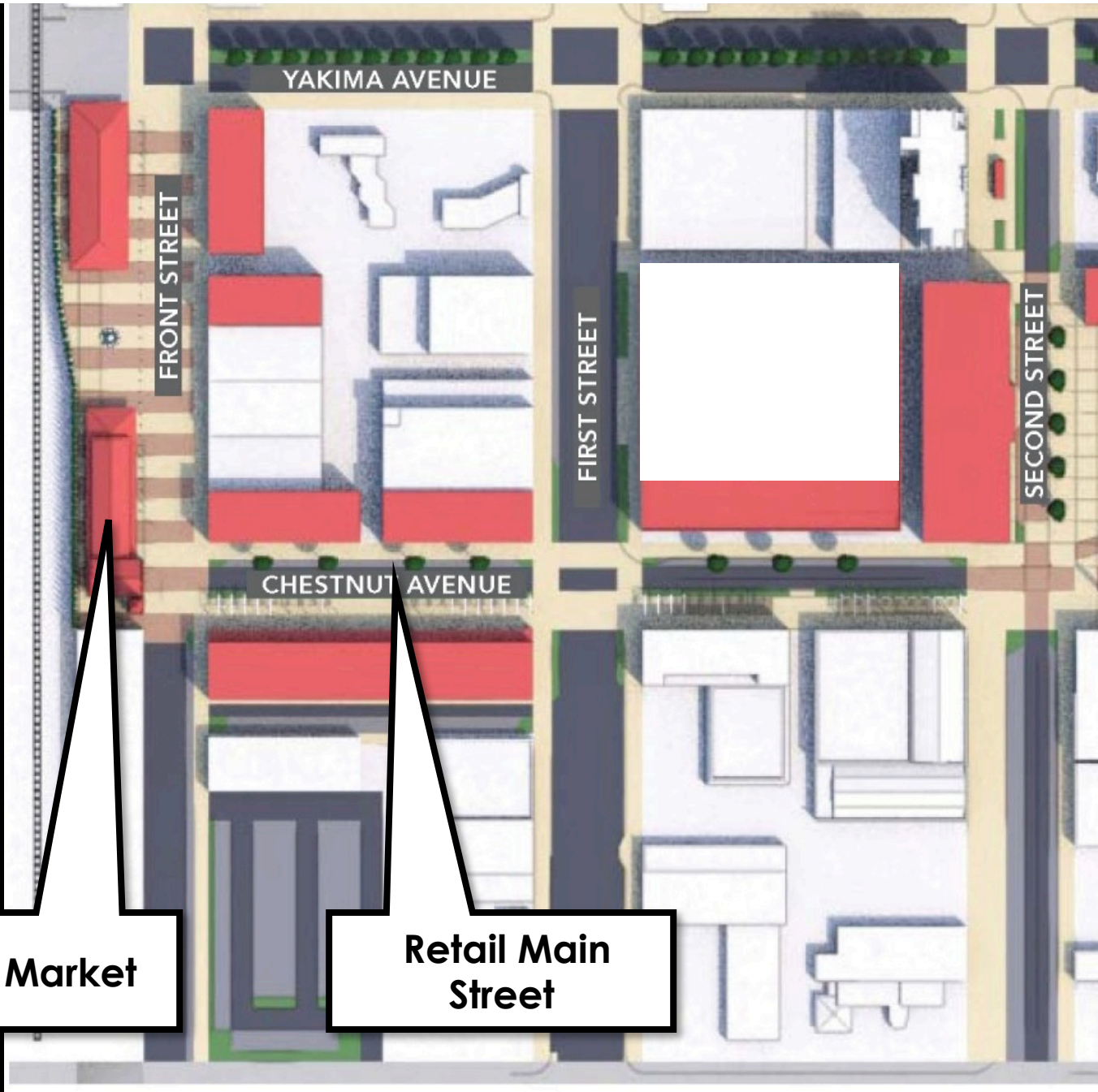
Downtown Parking Strategy — Short Term



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Public Market & Retail Main Street

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Implementation Committee Purpose

- **Meet Monthly**
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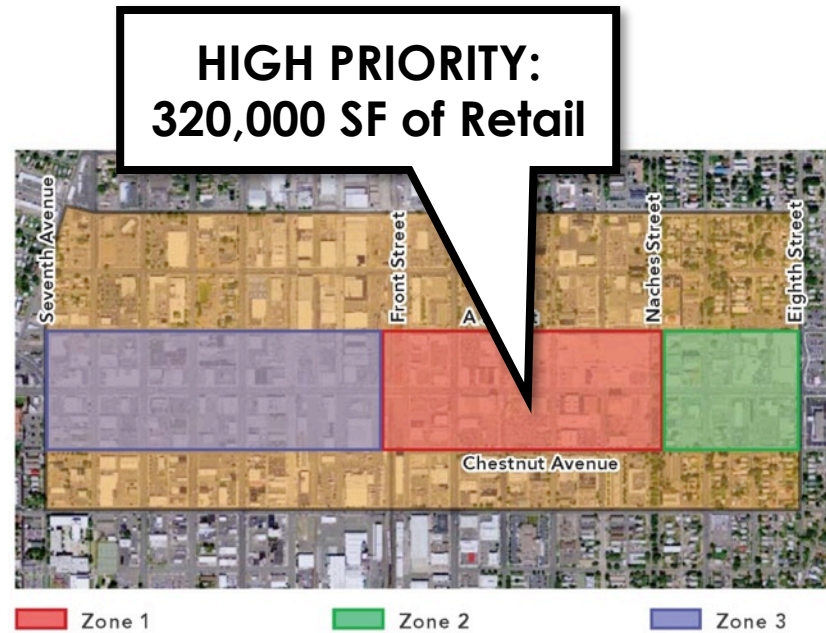
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4) Establish short-term and discounted leases for vacant or underutilized municipal property to encourage retail growth in the Downtown. (City should lead by example and encourage private developers/landlords to do similar)	Ongoing once policies are in place	City & Council
5) Develop a marketing strategy	3	City
6) City officials attend retail conferences or trade shows such as the annual Retail Convention (RECON) in Las Vegas	Ongoing	City & Council
7) Identify potential sponsors/sponsorship opportunities for catalyst projects (eg. expansion of Millennium Plaza park)	6	City

Implement Retail Market Study Recommendations



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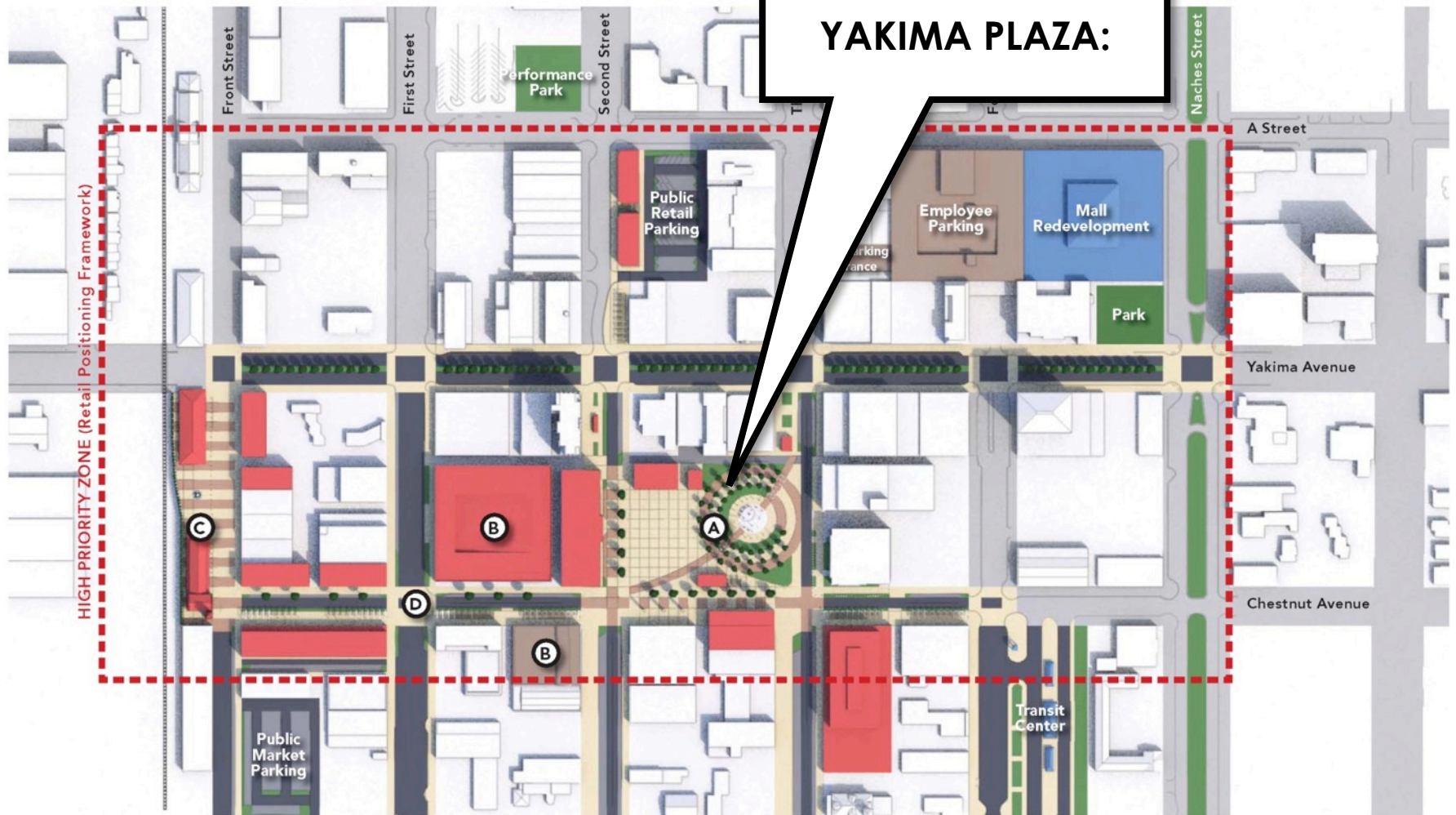
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YAKIMA PLAZA:

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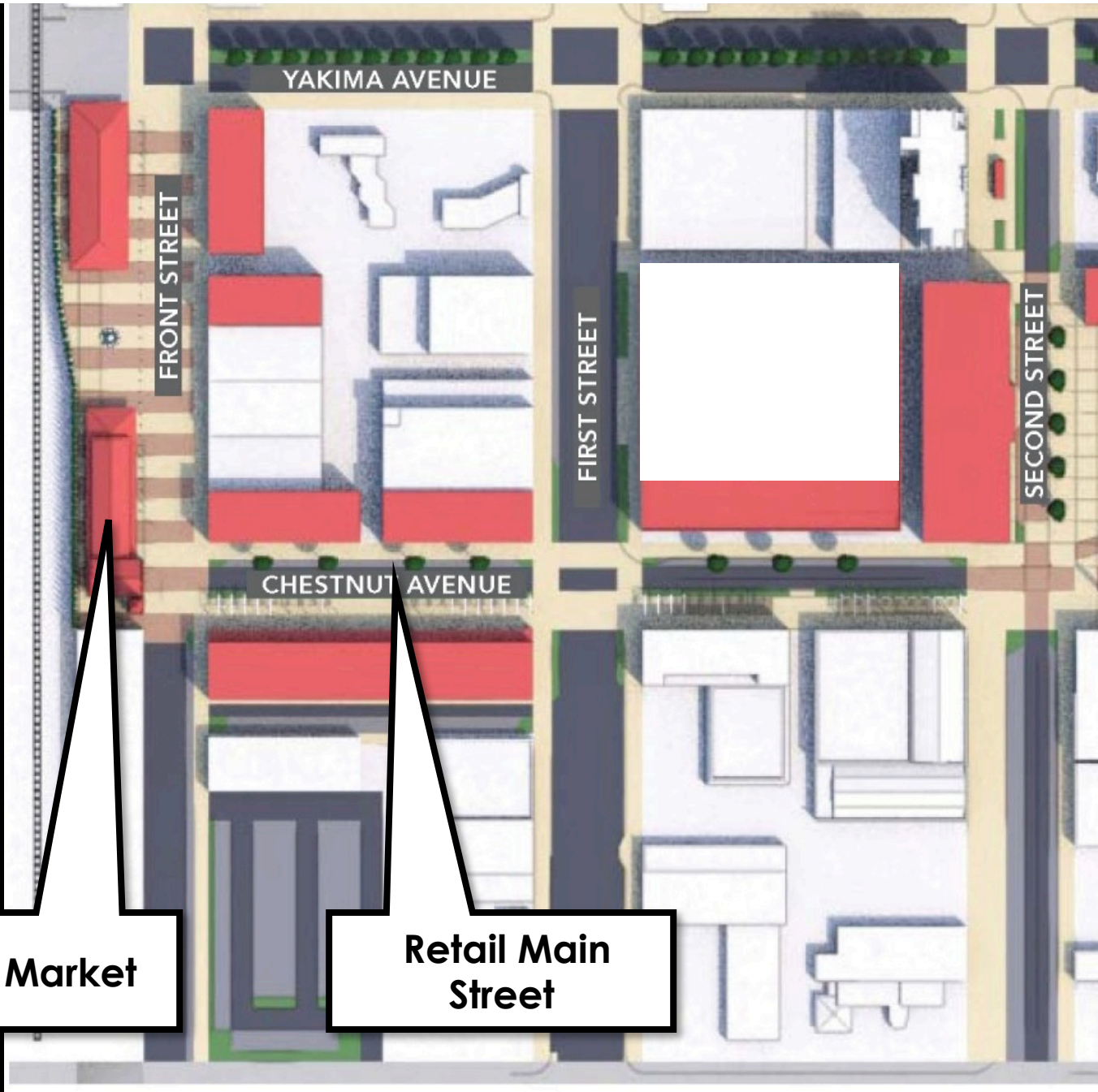
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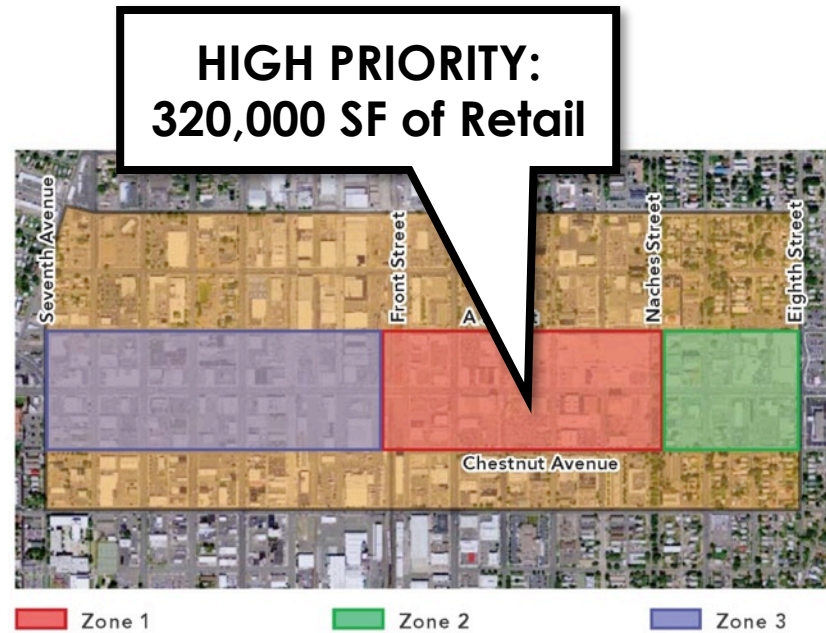
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