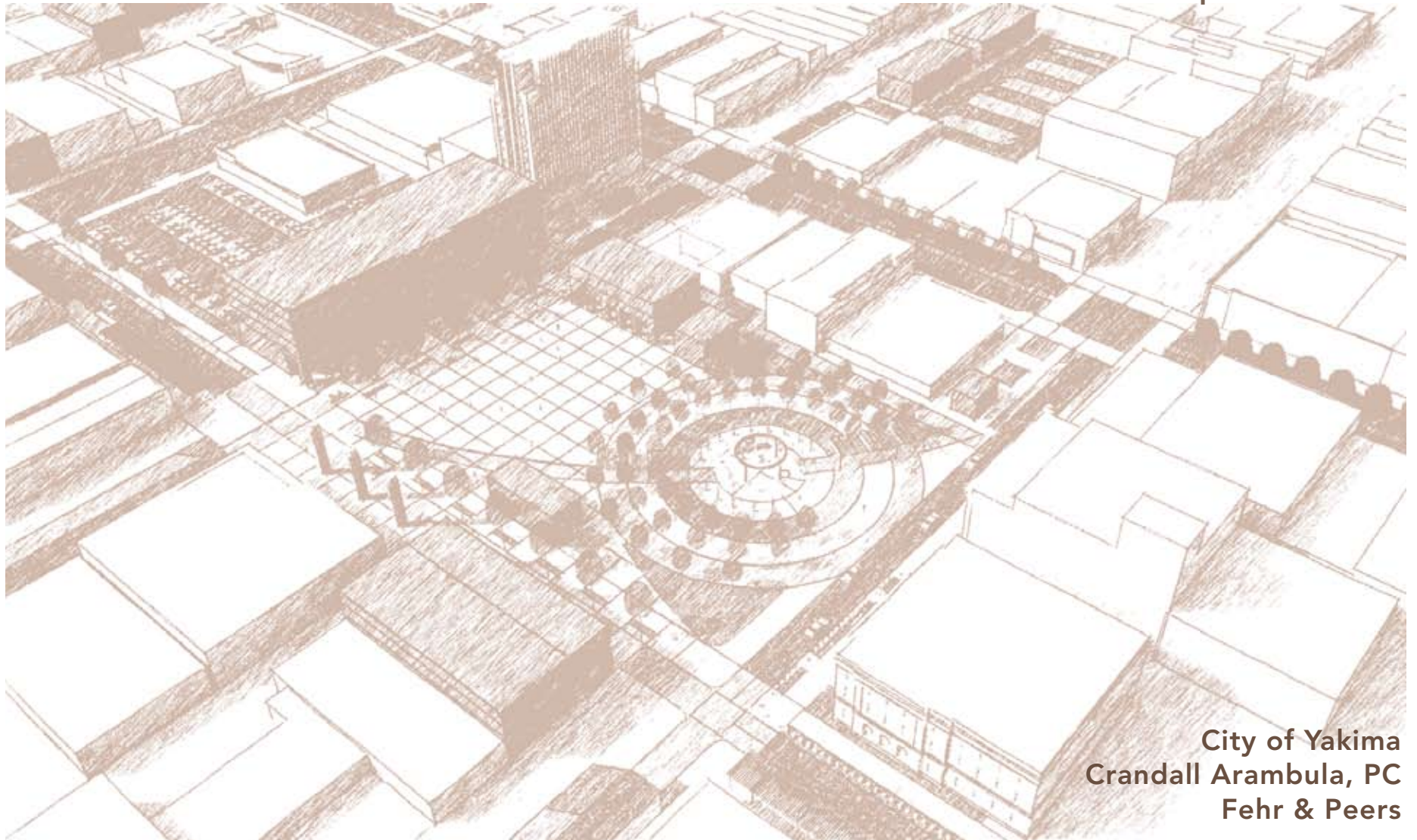


YAKIMA DOWNTOWN MASTER PLAN- APPENDIX

September 2013



City of Yakima
Crandall Arambula, PC
Fehr & Peers

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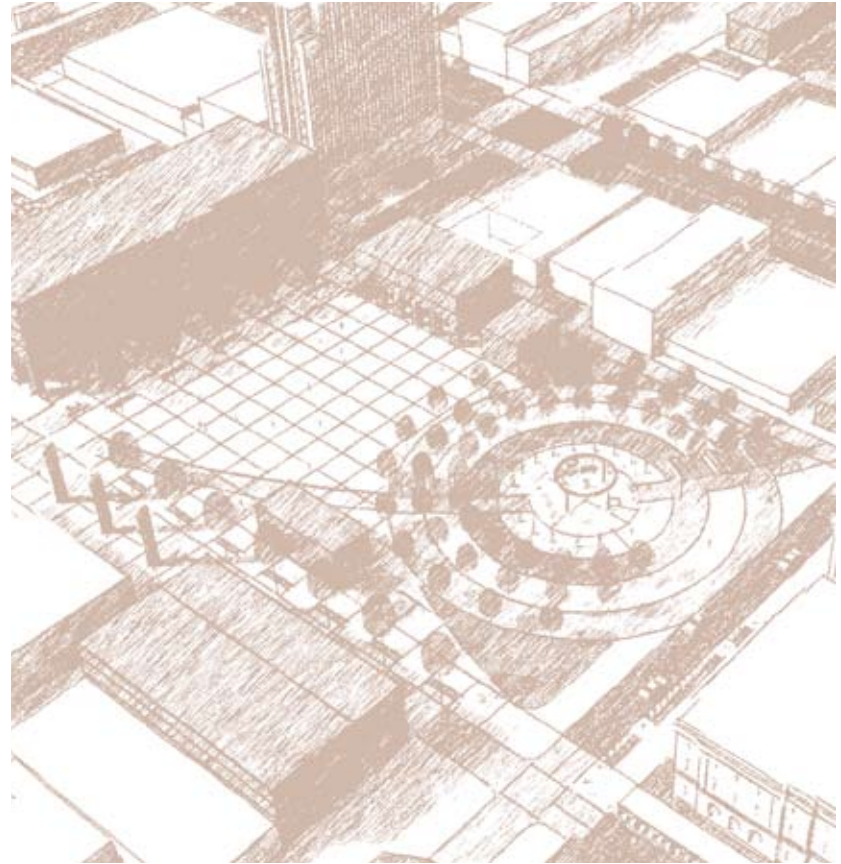
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The Yakima Downtown Master Plan can be found as a separate document.



STARTING

PROJECT WORK SCOPE

Starting

Analyze Existing Conditions and Prepare Base Map
 Kick-Off Meeting with City Staff; Committee and Stakeholder Meetings; Public Workshop
 Summary of Project Goals and Meeting Findings

Retail Market Performance Research
 Retail Supply and Demand Review

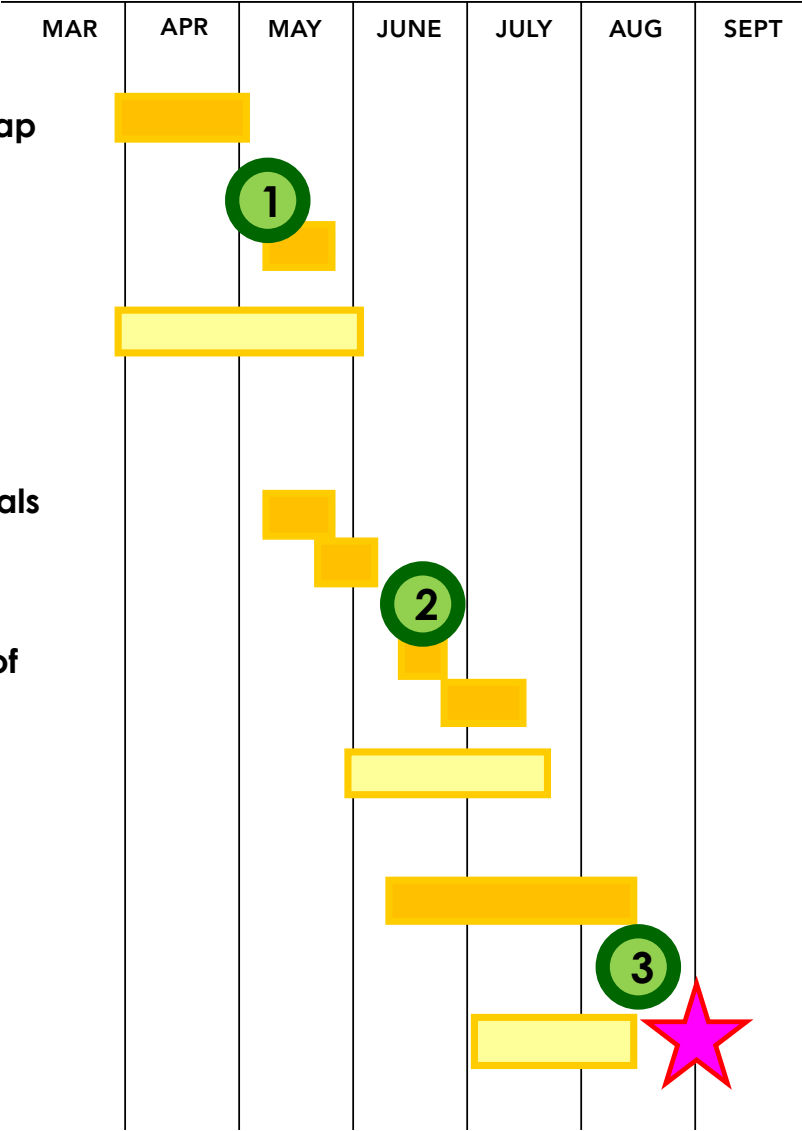
Designing

Develop Alternatives that Respond to Project Goals
 City Staff Meeting; Committee Meetings;
 Public Workshop
 Identify Preferred Alternative
 Perform Technical Traffic/Transportation Review of Preferred Alternative

Retail Development Opportunity

Implementing

Prepare Project Summary Document
 City Staff Meeting; Final Committee Meetings;
 Public Meeting
 Retail Recruitment and Retention Strategy



PUBLIC INVOLVEMENT PLAN

PUBLIC INVOLVEMENT PLAN

Crandall Arambula stresses the importance of participation and involvement of a broad range of interest groups, organizations, governments and citizens to result in more creative and effective decision-making.

GOALS

Public input is necessary for the development of a comprehensive, place-specific plan and is crucial to successful implementation. The public involvement process should:

- Provide information to and involve all stakeholders interested in or affected by the planning effort.
- Engage community participation so that a wide spectrum of views and opinions on area change and redevelopment may be provided to decision makers.
- Include the voices and opinions of those who are not typically involved as well as those who consistently participate.

KEY MESSAGES

Communication messages related to this project should promote participation and support the openness and transparency of the process.

Individual stakeholders, technical advisory committee, steering committee and project team members and the public will be asked to contribute to the process by evaluating ideas and design proposals presented during each of the three phases of the project: starting, designing, and implementing. Community feedback will inform the plan refinements during subsequent phases of the project.

TARGET AUDIENCES

- General Public
- Local Organizations, Committees, and Commissions
- Property Owners
- Business Owners
- Individual Stakeholders and Interest Groups
- Developers and the Investment Community
- City/County Departments and Public Works
- Utilities and Service Providers
- City Council and other Elected Officials

TARGETTED COMMITTEE MEMBERS

Each effort should include a designated Steering Committee and Technical Advisory Committee. The number of people that form each of these committees is stronger when it is manageable, approximately 10 to 20 individuals for each committee is the typical range.

Steering Committee

The Steering committee is represented by local movers and shakers with a high degree of community respect and knowledge of the community and downtown issues. This committee has a formal role in endorsing the plan and recommending approval. The committee should be established as a first priority and must be in place prior to the first set of public meetings.

The role of the steering committee is to meet at periodic intervals throughout the length of the project to:

- Review all project concepts/proposals and presentation materials and provide direction, comments and suggestions for refinements.
- Provide a recommendation for plan adoption to appropriate authorities
- Convene periodically after the plan to review implementation schedule and progress of plan development

The following organizations, groups or individuals should be considered for the steering committee and include:

- A Council member and planning commission member
- Chamber of Commerce representative
- Downtown Business Association representative
- City Planning or Economic Development representative(s)
- Neighborhood Association representative
- Business Owners (especially retail business owner)
- Property owner (Those owners that own a substantial portfolio of downtown properties or those owners who own key sites should be encouraged to serve on the committee, owners historically active in rehab/regeneration of properties are key as well)
- Downtown supporting associations- may be more than one (the kind of groups that can garner support for downtown and organize downtown events Chamber, Visitors Bureau etc.)
- Downtown bank president or vice president (those who finance development downtown)
- Major Employers such as Hospital or other representatives

Technical Advisory Committee

The Technical Advisory Committee is represented by City departments, and coordinating agencies who provide a technical review of project concepts and help determine a recommended path for project implementation. The committee should be established as a first priority and must be in place prior to the first set of public meetings.

The role of the Technical Advisory Committee is to meet at periodic intervals throughout the length of the project to:

- Review all project concepts/proposals and presentation materials prior to public workshops
- Determine issues and opportunities and provide comments and suggestions for refinements.

The following organizations, groups or individuals should be considered for the steering committee and include:

- Economic Development
- Traffic Engineer
- Land Use and Transportation Planner

Public Involvement Plan

- Development Review Planner
- Public Works
- City Administration
- Police
- Fire
- Building Inspector
- City Parks Department
- Parking Commission

Stakeholders

Stakeholders should include individuals, groups, businesses, major employers, key property owners, and residents etc.. that have a stake in downtown- essentially an expanded mix of the steering committee.

The role of the stakeholders is to meet at periodic intervals throughout the length of the project to:

- Meet with the consultant team in one-on-one, or small group meetings identify project issues and opportunities and to review project concepts/proposals and presentation materials
- Provide comments and suggestions for refinements.

The following organizations, groups or individuals should be considered for the steering committee and include:

- Key Property Owners
- Former Yakima Mall Owner
- Developers
- Public Schools Representative
- Utilities Representative
- Historic Preservation Representative
- Arts and Culture Representatives
- Active Transportation Organizations (Walking and Biking)

COMMUNICATION ROLES

Primary Point of Contact, Project Manager — Joan Davenport. Responsible for day-to-day communication with all audience groups listed above.

Secondary Point of Contact, Crandall Arambula, Project Manager — Jason Graf. Responsible for day-to-day communication with the City Project Manager — Joan Davenport and communication with all project subconsultants.

TOOLS AND TACTICS

Public involvement in evaluating ideas and design proposals will be garnered through a series of public meetings and workshops. This open and transparent public process involves citizens in the project planning and provides education on the role of urban design and planning in shaping the downtown's built environment, fostering sustainable growth and generating economic vitality and a high quality of life for all residents. This process ensures that the final plan is supported by local agencies, stakeholders, and the public during each phase of development.

Public Involvement Plan

The public meeting and workshop process will be supported by a Facebook page. This social media outlet provides a reference for the community to check for upcoming meetings, review the results of previous public input and to provide input during specific timeframes within each phase of the project.

1. Meetings and Public Workshops

Crandall Arambula proposes three multiple day meeting and public workshop trips. During the three visits, the following shall occur:

Meetings and Stakeholder Interviews- Crandall Arambula will facilitate meetings with the Project Team (City Project manager and CA), the Steering Committee, Technical Advisory Committee, and selected stakeholders during each of the three visits prior to the Public Workshops. Meetings and Interviews will be held in one-hour intervals throughout the day and will include:

- a) A review of materials and the slideshow to be presented at the public workshop
- b) Identifying issues, concerns or opportunities
- c) Updating the slideshow as needed based on comments and suggestions

Public Workshops- Crandall Arambula will facilitate three* public workshops. One during each of the three phases the 'Starting' 'Designing' and 'Implementing'. Public workshops will include:

- a) An educational and concept explanatory PowerPoint presentation
- b) Use of ballot response sheets at each public workshop to gain input from stakeholders and the public.

The use of ballot response sheets will help inform the SAC and TAC committees, city staff and the elected officials and appointed boards on the citizens' choices and ultimately create a plan that is politically defensible.

These meetings will provide opportunities to develop study concepts with the TC and SC, stakeholders and the public and to solicit the feedback necessary to move the study forward. Key project milestones are:

- Review of existing conditions, opportunities and constraints
- Review of land use and circulation alternative concepts
- Review of preferred concepts and downtown plan

Each trip will include the following sessions:

- Staff Meetings—to review the workshop materials, presentation and strategy. Suggestions or changes made by staff will be incorporated into the PowerPoint presentation prior to the subsequent meetings.
- Committee Meetings—with the Steering Committee and Technical Committees to review the workshop materials and presentation and to obtain the perspectives and input of committee members.
- Stakeholder Meetings—one-on-one sessions (lasting a half-hour to an hour over the course of an entire day) with public and private stakeholders to discuss their issues and preferences in a candid environment.
- Public Meeting—a two-part meeting with the public and stakeholders or Council/Planning Commission Presentation

Each public meeting will include a 30 to 40 minutes presentation followed by a public workshop. At each meeting, Crandall Arambula will review previous meeting(s), provide educational information on key concepts, and present a series of alternatives on which to base decisions. A systematic balloting and polling process will be used to ensure that the input of all participants is recorded equally. Public meeting components are:

- Education—Presentation of educational information and design alternatives using a highly-graphic, PowerPoint presentation
- Background—Summary of findings and alternative preferences from previous meetings at the following meeting
- Materials—Plans, diagrams and other graphics and illustrative drawings depicting study alternatives
- Workshop—Participants break into workgroups to discuss design alternatives
- Group Reports—A spokesperson from each workgroup reports the group’s key concerns back to the larger audience
- Individual Response—Each member of the audience completes a ballot that responds to the alternatives and established project goals

The keystone of our public process is the belief that when given good information, the public always makes the right choice. The public’s issues, concerns and vision will drive the process and shape all design decisions and implementation strategies. We will ensure that the public is provided easy-to-understand information, examples and a rationale so that they can make informed choices throughout out the process.

City Responsibilities: The City will be responsible for selecting and securing a location for each meeting and workshop and for strategically targeting audiences.

All committee and stakeholder meeting locations must meet the following criteria:

- **The ability to completely darken the room for PowerPoint presentations**
- Committee and stakeholder meetings held in a small conference or meeting room with seating for up to 25 people
- Single or multiple large screens, power connections
- Tables, and chairs arranged in a manner that each person is visible and can be easily heard
- A sign-in sheet

All public workshop locations must meet the following criteria:

- **The ability to darken the room for consultant PowerPoint presentations**
- A sign-in and greeting table just outside of the conference or meeting space
- Main PowerPoint presentation held in a large conference or meeting facility with seating for 150 to 500 people (Seating in round tables for six to ten persons each)
- Single large screen, microphone for audience questions, computer and PowerPoint connections
- A podium and microphone for CA presentation

Optional Item-

Online Presentations

The City may wish to have the presentation recorded and synched with the slideshow for viewing on the web either through a link from the City's website or directly through YouTube. The City should determine the need and coordinate the work tasks and projected budget with Crandall Arambula as an additional task beyond the original work scope.

Sample Meeting Schedule

Day 1

Evening Arrival in Yakima

Day 2

8:00 – 8:30 am CA and Project Team (City) Meeting
 8:30 – 9:30 am Technical Advisory Committee Meeting
 9:30 – 10:30 am Steering Committee Meeting
 10:30 – 11:30 am Scheduled Stakeholders Meeting
 11:30 – 12:30 am Scheduled Stakeholders Meeting
 12:30 – 1:30 pm Lunch Break
 1:30 – 2:30 pm Scheduled Stakeholders Meeting
 2:30 – 3:30 pm Scheduled Stakeholders Meeting
 3:30 – 4:30 pm Scheduled Stakeholders Meeting
 4:30 – 5:30 pm Workshop Prep
 6:00 – 8:30 pm Public Workshop #1

Day 3

8:00 – 9:00 am CA and Project Team (City) Meeting Debrief
 8:30 – 9:30 am Technical Advisory Committee Meeting Debrief
 9:30 – 10:30 am Steering Committee Meeting Debrief
 Noon Depart Yakima

City Notification

- Target 5,000 Bismarck business and residential addresses within $\frac{3}{4}$ mile radius of the study area
- Target landlord property owners within $\frac{1}{2}$ mile of the study area
- Target majority property owner, business owners, and resident stakeholders within primary study area

Public Involvement Plan

2. Outreach

Crandall Arambula will be available as needed for interviews with the Yakima Herald, local television and other media outlets to promote and encourage informed discussion about the project and its progress.

Crandall Arambula and the City will identify sources for additional outreach through various groups, organizations, and committee newsletters. Crandall Arambula will provide sample text and graphics for the City to incorporate into announcements, newsletters, reminders and general education materials.

Crandall Arambula and the City will determine the need, extent and ability to do direct mailing to support project outreach.

City Responsibilities: The City will be responsible for developing a project mail and email list. The list should be culled from previous lists and supplemented with new contacts at each meeting and public workshop to develop a comprehensive downtown resource for outreach distribution of project milestones, timelines, and to ensure well attended meetings and public events. The City will distribute meeting announcements, reminders, direct mailings and general education materials as needed to encourage participation at meetings and public workshops.

DOWNTOWN YAKIMA MASTER PLAN- COMMITTEES AND STAKEHOLDERS ROLES AND RESPONSIBILITIES

MASTER PLAN PURPOSE

The city of Yakima is leading an effort focused in the core commercial are of the central business district located along Yakima Avenue between 9th street and 7th avenue and adjoining vicinity. (see map)the purpose of the effort is to develop a master plan that encourages and promotes redevelopment and identifies an implementation strategy that transforms the downtown area into a place where people want to live, work and be entertained. The effort will:

- Address issues such as parking, traffic, walking and biking downtown
- Identify opportunities for downtown retail, new public gathering spaces and a permanent location for the farmers market, improved wayfinding & gateways, locations for public art, a trolley circulator and encouraging people to live downtown

MASTER PLAN MANAGEMENT

The Downtown Yakima Master Plan is managed by the project team which consists of:

- *Joan Davenport*- City of Yakima, Strategic Project manager
- *Sean Hawkins*- City of Yakima, Economic development manager
- *Crandall Arambula* – consultants George Crandall, Don Arambula and Jason Graf, assisted by Fehr & Peers transportation consultants Kendra Breiland, and Ariel Davis
- *Jeff Greig*- Thomas Consulting, retail consultant

MASTER PLAN OVERSIGHT AND PUBLIC INVOLVEMENT

Oversight and public involvement consists of the following:

- *Downtown Master Plan Steering Committee*- meet at periodic intervals throughout the length of the project to review all project concepts/proposals and presentation materials and provide direction, comments and suggestions for refinements
- *Downtown Master Plan Technical Advisory Committee*- meet at periodic intervals throughout the length of the project to provide a technical review of all project concepts/proposals and presentation materials and provide comments and suggestions for refinements
- *Downtown Master Plan Stakeholders*- meet at periodic intervals throughout the length of the project to review all project concepts/proposals and presentation materials and provide direction, comments and suggestions for refinements
- *Public Workshops*- there will be three opportunities for engaging the public throughout the length of the project

DOWNTOWN YAKIMA MASTER PLAN STAKEHOLDERS

PROPERTY OWNER / REAL ESTATE

JOE MORRIER (JEM DEVELOPMENT)
JOE MANN
LARRY HULL (MEGALODON LLC)
ROGER WILSON (WILSON PROPERTIES)
ELIZABETH MCGREE (JEM DEVELOPMENT)
MORIET MEKITA (PRUDENTIAL ALMON REALTY)

RESTAURANT / WINERY

KATHERINE GOODSON (KANA WINERY)
LAURA RANKIN (GILBERT CELLARS)
TONY HARRELSON (ANTOLIN CELLARS)
IVONE PETZINGER (LOOKOUT)
STEVE PINZA (SECOND STREET GRILL)
JAR AARCAND (SANTIAGOS)
BRAD MASSET (5 NORTH)
TRAVIS HEITMAN (SPORTSCENTER)
JESSICA MOSKWA (GILBERT CELLARS)
KATHI BONLENDER (SUB SHOP)

NORTH FRONT STREET ASSOCIATION /

WESTSIDE GROUP

NANCY RAYNER (OPERA HOUSE)
GEORGE PECHTEL (NYFD)
CORDAY TRICK (LUND BUILDING)
DAVID TOMPKINS (NORTHTOWN COFFEE)
PATTI SCHNEIDER (1ST AND YAK)
BRAD CHRISTIANSON (ACE HARDWARE)
JULIE BROWN (LITTLE SOAPMAKER)
DAN CRAIG (PRECISION OPTICAL)

TROLLEY GROUP

BOB DESGROSELLIER
JEFF PETER
PAUL EDMONDSON
ED NEEL
KEN JOHNSON
KARL PASTEN

DOWNTOWN HOTELS

LISA VALLEJO (HILTON GARDEN INN)
WANDA RHEIL (HOLIDAY INN)
COLETE KEETON (HOWARD JOHNSONS)
JIM STEELMAN (RED LION)
LUIS GUITTEREZ (HOLIDAY INN EXPRESS)
JOHN COOPER (VCB)
JESSICA VIVEROS (HILTON GARDEN INN)
BRITTANY UDELHOFEN (HOLIDAY INN)
ROGER PETERSON (RED LION)
ANDREW HOFFMAN (HOWARD JOHNSONS)

ARTS GROUPS

STEPHANIE CLEVENGER
MARY PLACE
ELIZABETH MILLER
NOEL MOXLEY
JOHN GASPERETTI
JAN LOWELL
ANDY GRANNITO
GEORGE PECHTEL
JIM FITCH

ENTERTAINMENT / THEATRE / FESTIVAL

KATHI MERCY (ORION THEATRE)
STEVE MERCY (ORION THEATRE)
STEVE CAFFREY (CAPITOL THEATRE)
GAY PARKER (CAPITOL THEATRE)
PAT STROSHAL (THE SEASONS)
ELLIE STROSHAL (THE SEASONS)
DAVID ROGERS (NEW SYMPHONY DIRECTOR)
NAVID ELIOT (MUSICIAN)
DON EASTRIDGE (FARMER'S MARKET)
RICH AUSTIN (SPORTS COMMISSION)

DOWNTOWN YAKIMA MASTER PLAN STEERING COMMITTEE

JOE MORRIER – PROPERTY OWNER (JEM DEVELOPMENT COMPANY)
JOE MANN – PROPERTY OWNER (RON’S COIN AND BOOK), BUSINESS OWNER AND DYBID REPRESENTATIVE
STEVE PINZA – PROPERTY OWNER AND RESTAURANT OWNER (SECOND STREET GRILL)
BRAD CHRISTIANSON – BUSINESS OWNER (ACE HARDWARE), DYBID ADVISORY BOARD CHAIR AND WESTSIDE
NANCY RAYNER – PROPERTY OWNERS AND N. FRONT STREET ASSOCIATION
JOHN BAULE – PROPERTY OWNER (YAKIMA VALLEY MUSEUM)
PATTI SCHNEIDER – DOWNTOWN PROPERTY OWNER
ANITA MONOJAN – YAKIMA NEIGHBORHOOD HEALTH
LUZ GUTIERREZ – HISPANIC CHAMBER OF COMMERCE
VERLYNN BEST – YAKIMA CHAMBER PRESIDENT
DAVE MCFADDEN – NEW VISION PRESIDENT
JOHN COOPER – VISITOR AND CONVENTION BUREAU PRESIDENT
MIKE BROADHEAD – CENTRAL VALLEY BANK AND DOWNTOWN PROPERTY OWNER
JESSICA MOSKWA – GILBERT CELLARS WINERY
LAURA RANKIN – GILBERT CELLARS WINERY
DAVE HANSEN – SUNRISE OUTREACH - HOMELESS SERVICES
MANUEL LUQUIN – FIRST BAPTIST CHURCH
DAVE DIAN – DOWNTOWN ROTARY IN COMING CHAIR
DOUG RICH – PRESTIGE REALTY

YAKIMA CITY COUNCIL MEMBERS

BILL LOVER
SARA BRISTOL
KATHY COFFEY

Downtown Yakima Master Plan Technical Advisory Committee Members

1. Pete Hobbs , Utility Services
2. Glenn Denman, Supervising Building Inspector- Code Administration
3. Royale Schneider, Code Administration
4. Dana Kallevig, Engineering Division
5. Mark Soptich, Fire Department, Deputy Chief
6. Ken Mehin, Transit Division Manager
7. Kevin Futrell, Transit Division Planner
8. Kenneth Wilkinson, Parks Division Manager
9. James Scott, Refuse Division Supervisor
10. Joseph Rosenlund, Streets and Traffic Division Manager
11. Jay Seely, Police Department Sgt.
12. Steve Osguthorpe, Community and Economic Development Director
13. Bruce Benson, Senior Planner
14. Jeff Schneider, Police Department Capt.



Downtown Yakima Master Plan- Study Area

EXISTING CONDITIONS ANALYSIS MEMO

Date: June 3, 2013

To: Joan Davenport, AICP Strategic Project Manager
Sean Hawkins, City of Yakima Economic Development Manager

From: Jason Graf, Associate Principal
Crandall Arambula

Project: Yakima Downtown Master Plan—Task 1.1, Existing Conditions Analysis Summary Memorandum

This memo documents existing physical conditions, plans, policies and regulatory documents relevant to the project study area. The memorandum addresses the following:

- **Background Information**— Review and analyze existing study area land uses and identify ‘soft parcels’ where redevelopment, intensification or improvements may be viable
- **Downtown Retail**— Identify locations and concentrations of existing downtown study area retail and competing retail within the community. (Additional detailed market research and retail supply and demand analysis developed by Thomas Consultants is included in a separate memorandum)
- **Urban Design** — Inventory and assess existing building fabric, including architectural character, and presentation and opportunities for housing
- **Public Amenities**— Assess current features of public plazas, parks, monuments and public art
- **Circulation and Parking**—Identify existing traffic, transit, bicycle, pedestrian and parking conditions. Additional analysis and a qualitative assessment of current and projected traffic conditions, including existing capacity and level of service, and an existing parking occupancy survey is provided as a separate memo by Fehr and Peers (Memorandum - *Yakima Downtown Master Plan – Existing Conditions Findings; Fehr & Peers; May 3, 2013*)
- **Plans and policies**—Identify existing plans and policies
- **Constraints & Opportunities**—Identify relevant study area constraints and opportunities



Study Area

BACKGROUND INFORMATION

Land Use

The type and location of existing land uses is identified and represents the pattern of development and investment in downtown.

Analysis

- There is a concentration of employment in the downtown associated with city and county government, the school district, banking, and Del Monte foods
- There is a lack of public space in downtown
- There is a concentration of auto oriented and low intensity development along Yakima Avenue coming from the east and at major arterial/collector intersections throughout the corridor
- The downtown retail offering is limited and dispersed
- The outer edges of the study area are well defined by single family neighborhoods
- A limited amount of housing exists within the study area



Existing Land Uses

Soft Parcels

Potential soft sites include vacant lots, underutilized buildings and parking lots. Soft parcels represent potential opportunities for downtown redevelopment.

Analysis

- The largest single use underutilized site is the former Mail.
- Numerous vacancies and underutilized upper floors exist along Yakima Ave, 3rd Street, Chestnut Street, 1st Street and Front Street south of Yakima Avenue
- Significant land area is surface parking and its continued expansion will further deteriorate the downtown investment environment



Soft Parcels

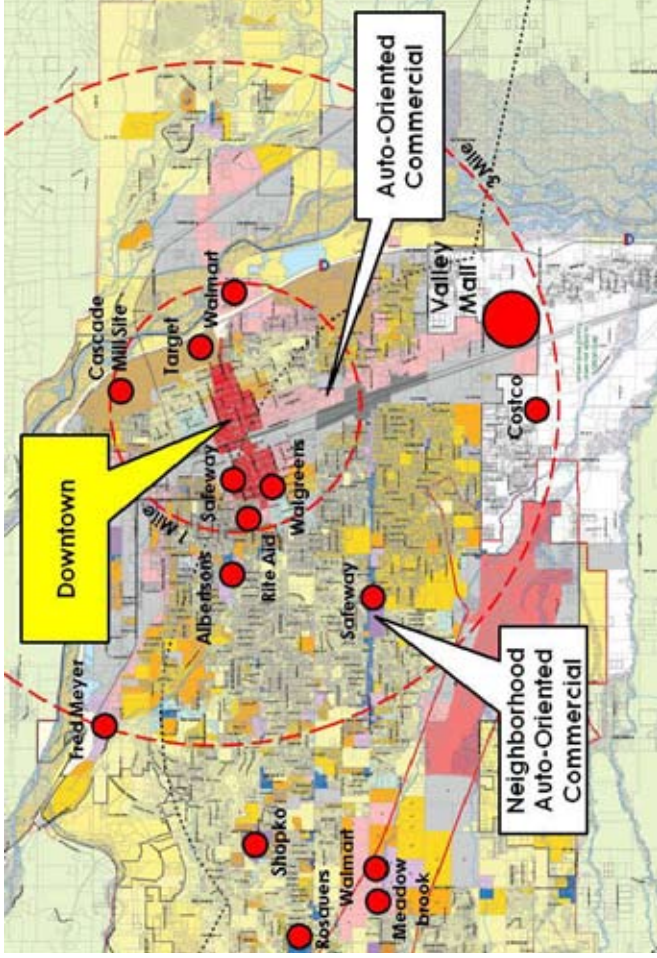
DOWNTOWN RETAIL

Downtown Retail Competition

The location of ground floor retail was identified within the study area along with competing retail community wide.

Analysis

- Competing retail is in the form of big box retail along the edges of the community, within commercial corridors, and the Valley Mall south of downtown in Union Gap
- Additional potential future retail concentration has been identified for the former Cascade Mill site
- Downtown lacks a grocery store, and a full service offering of retail



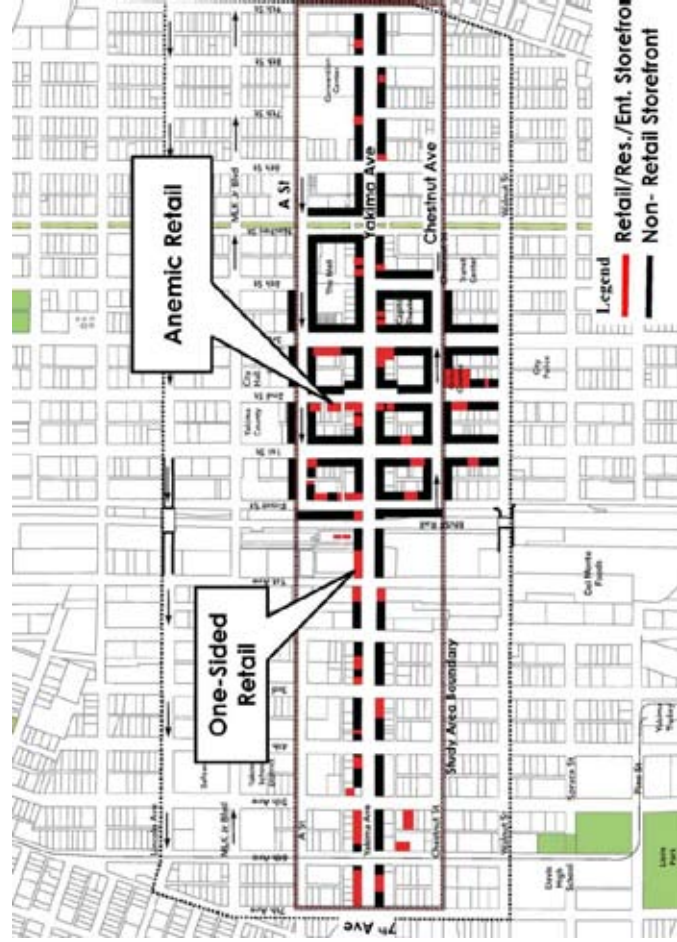
Retail Competition

Street-Oriented Retail

The map indicates areas of retail concentration. A successful retail environment requires edge-to-edge retail storefronts on both sides of the street and concentrated within a three to four block area.

Analysis

- Street oriented retail is dispersed
- Limited retail concentrations exist along Front St and A Ave,
- 2nd St, 3rd St, and Yakima Ave west of 5th Ave
- The majority of retail is one-sided
- The downtown has lost the traditional department store anchors and is limited to the Orion Cinemas located away from retail concentrations along Chestnut Avenue
- Large retail vacancies exist in the former Mall and Nordstrom sites



Street-Oriented Retail

Existing Retail

The location of existing retail was identified through GIS mapping data and a windshield survey. The definition of retail includes the sale of goods, restaurants/bars, and entertainment. Banks, professional offices, or other sales of service uses are not included. The estimated retail square footage is based on a formula of storefront width times a depth of fifty feet.

Analysis

- There is no critical mass of retail (ideally 150,000 square feet) concentrated edge-to-edge within an eighth mile radius or five minute walk.
- Two distinct districts were identified along the Yakima Ave corridor and included a neighborhood/antique/home wear precinct along the west end and a food/beverage, entertainment precinct east of the BNSF rail line
- A concentration of hotels are located adjacent to the Convention Center and just beyond a five-minute walk to downtown retail



Existing Retail



Local Antiques- West Yakima Ave



Natl. Chain Restaurant- East Yakima Ave



Local Coffee Shop- 1st St



Local Wine Bar & Dining- East Yakima Ave

URBAN DESIGN

Historic Resources

Downtown buildings of historic significance were identified and include the National Register of Historic Places- Old North Yakima Historic District and National Register designated historic properties.

Analysis

- The Old North Yakima Historic District (along Front St) includes a concentration of historic fabric and recall associated with the Depot and a collection of traditional storefronts
- Several signature and prominent buildings include the former Depot buildings, Capitol Theater, the Federal Building, the Larson Building and the Seasons Building
- Representative historic styles include a collection of Art Deco, Spanish Monterey style, Foursquare, and Classical Revival
- The Yakima Trolley and rail line represents a rare and intact example of an interurban electric railway system that has been continuously in service since service began in 1907



Historic Resources



Capitol Theater- Roman-Renaissance



The Seasons- Italian Renaissance



Larson Bldg.- Art Deco



The Depot- Mission Style

Active Edges

Ground floors of buildings with windows and doors facing the street and a significant amount of transparency (50% to 70% of Building Wall) support an active street environment, animate the public realm and offer a high level of comfort and safety.

Analysis

- The majority of corners and intersections along Yakima Avenue are plagued by windowless bank buildings, drive-thrus' and traditional suburban auto-oriented development
- Much of the development along Yakima Ave from the freeway to 6th Street is auto-oriented and imprints the initial impression of downtown
- Blank storefronts and limited transparency storefronts round out the majority of buildings



Active Edges



70% or More Transparency- Good



50% or More Transparency- Fair



Less Than 50% Transparency- Poor



Less Than 50% Transparency- Poor

Housing

The location of existing housing and buildings with upper floors that have the potential to house residents is indicated. A healthy downtown includes residents who support local business and create an active 18-hour environment—versus the typical “bankers hours” associated with downtowns concentrated primarily by office or employment uses.

Analysis

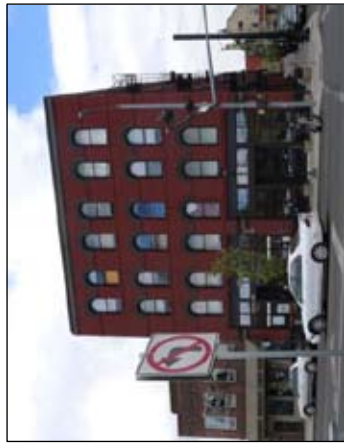
- There is a lack of market rate housing opportunities
- The majority of housing is for seniors, low income and subsidized residents
- Some market rate housing exists in the former Bon Marche
- Some sites offer the potential for upper floor housing, however, the gains in downtown population will be less significant than the development of new housing in concentrated areas that establish a housing neighborhood versus limited dispersed sites throughout the study area



Potential Upper-floor Housing Sites



Potential Upper-Floor Housing- Yakima Ave



Upper-Floor Affordable Housing- 1st St



Market Rate Condos- 3rd St



Subsidized Upper-Floor Apts- Yakima Ave

PUBLIC AMENITIES

Parks and Open Space

The location of existing parks, plazas, open spaces, public art and monuments is indicated. Parks and open space help to define the health and values of a community, provide opportunities for civic engagement and social interaction while presenting a positive economic benefit for adjacent businesses.

Analysis

- Very limited parks, plazas and open spaces are within the study area
- Millennium Park, is minimal in size, has limited visibility and is surrounded by a parking lot and the back side of businesses fronting Yakima Ave
- The A Street park suffers from similar conditions as Millennium Park with inactive edges, is not well located for frequent use and offers little shade
- Along sidewalks- the number, location and canopy of street trees are sparse and provide little shade for pedestrians and adjacent storefronts
- The Naches Boulevard provides an excellent example of a mature greenway and street tree canopy that is a unique element in the downtown



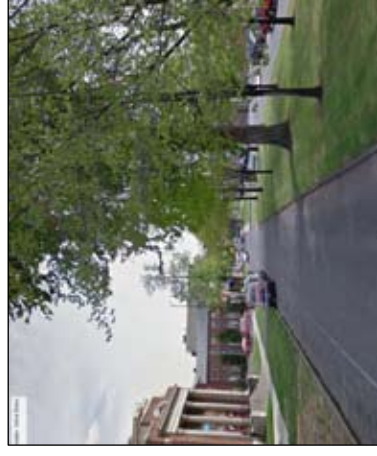
Parks & Open Spaces



Millennium Plaza



A St Park



Naches Street Boulevard



Sparse Plantings and Limited Canopy

TRANSPORTATION and PARKING

The Role of Complete Streets

As a part of the master plan process the lens of Yakima’s street network will be viewed under the ability to create complete streets that compliment the need for auto access with the desire to create a downtown environment that is pedestrian and bike friendly. Complete Streets are designed and operated to balance the needs of all users. At the minimum, a complete street provides:

- Sidewalks for pedestrians
- Bike lanes for bicyclists
- Travel lanes for drivers
- Travel lanes and stops for transit patrons

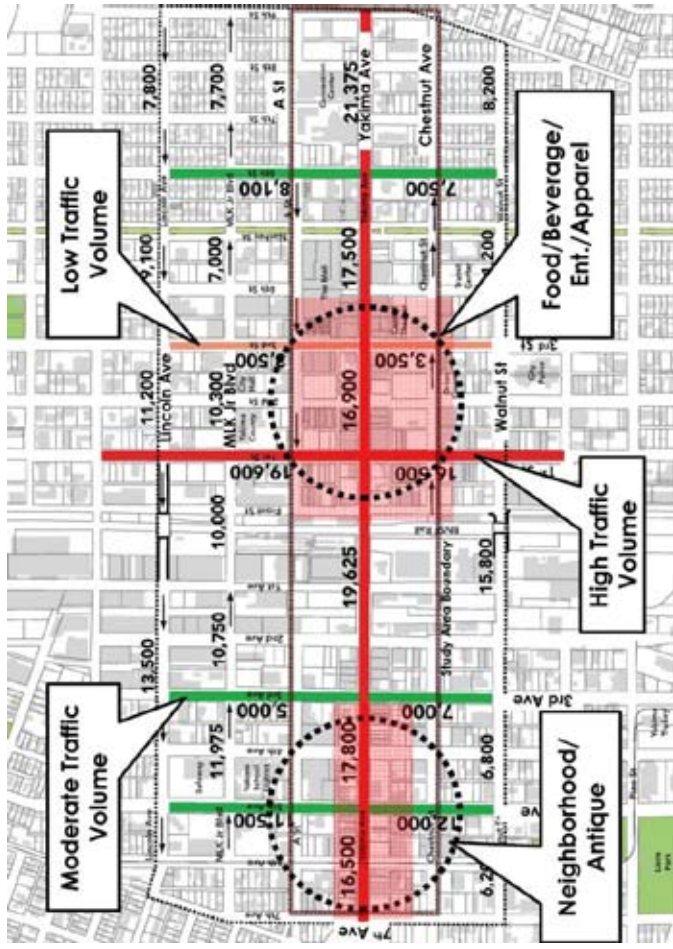
The specific design of a complete street will be sensitive to the function of the corridor and the needs of the community context. Though each street design will be unique, complete streets can generally emphasize a mobility function or a destination function. Mobility-emphasis streets are designed to facilitate through-movement of each mode; Destination-emphasis streets are designed to facilitate a sense of arrival and place, functioning as an outdoor room to support adjacent retail, commercial, employment uses.

Traffic

Traffic volumes were located and mapped as indicated. High traffic volumes (those in excess of 15,000 cars a day) are an indicator of mobility through the downtown and coupled with traffic speeds especially those over 30 mph are not supportive of a pedestrian and bike friendly environment.

Analysis

- The highest traffic volumes and widest streets exist along Yakima Ave and 1st St, creating a hostile environment and potential safety issues for pedestrians and cyclists
- Lincoln Avenue, MLK Jr Blvd and Walnut Street provide alternate routes for east/west through traffic and include grade separated crossings of the BNSF rail line which make them more conducive to through traffic as an alternative to Yakima Ave and may allow for a reduction in capacity to calm Yakima Ave to greater support pedestrian and bicycle use within the core downtown area
- The benefit of high traffic volumes is the visibility, access and exposure it provides adjacent businesses—balancing access with a comfortable shopping and dining environment will be the challenge for Yakima Avenue



Traffic

Pedestrian-Crossing Distances

Downtown’s role as a destination for the community necessitates that the pedestrian remain a high priority in street design—intersections provide the location of greatest conflict between pedestrians and autos. The width of downtown streets and signals that allow for safe pedestrian and bike crossing has a direct impact on the ability to make downtown a destination. Three elements of downtown streets design, impact the ability to comfortably walk or bike and include:

- *Number of travel lanes and roadway width-* Street width impacts pedestrian crossing distances and the intimacy of the street.
- *Location of traffic signals-* signals regulate traffic flow and allow for safe crossings for pedestrians.
- *Traffic speed-* speeds above 25 mph are more dangerous for pedestrians and cyclists.

Analysis

An analysis of the number of lanes on downtown streets and location of signals were identified and rated based on their impact on the pedestrian environment. In general, those streets with fewer lanes provide a shorter crossing distance for pedestrians and signalized intersections ensure safe crossing.

- Yakima Avenue, 1st Street, 3rd (street south of Yakima Avenue), 5th Ave, and 3rd Ave are barriers to pedestrian and bike movement; increase pedestrian crossing distances beyond a comfortable distance; and detract from the intimacy of the built environment
- Adequate signals are located throughout to ensure safe pedestrian crossings
- For all streets there is very little use of curb extensions (or inadequate curb extensions) which provide an opportunity to reduce pedestrian crossing distance (especially on wider streets with on-street parking), improve pedestrian safety; and enhance the downtown investment environment



Bicycle

The study area bicycle facilities are indicated and include primarily existing or planned routes where bikes ride in the travel lane with traffic. Encouraging bicycling will require an investment in separated bike facilities from auto traffic and direct and continuous routes to traffic generators.

Analysis

- There is little or no opportunity for safe biking within a five minute bike ride to and within downtown
- The dispersed nature of development along Yakima Avenue means that destinations are not necessarily in walking distance and limited options exist other than by driving to destinations
- Downtown traffic volumes and wide streets are not conducive to safe bicycling and are a detriment to bicycle ridership



Bicycle

Transit

Yakima Transit operates nine fixed routes. Eight fixed bus routes run on Saturdays. Most routes run on one half hour to one hour headways. Yakima Transit has two transfer centers. The downtown facility is located at 105 South Fourth Street, one block south of Yakima Avenue. This center can accommodate twelve buses and has public restrooms.

Analysis

- Current routes have limited headways to support high transit use for those who have an alternative
- Current routes run in a loop system maximizing geographic area but providing longer travel times and indirect routes to traffic generating uses
- Downtown bus transfers occur at the 4th Street transit center



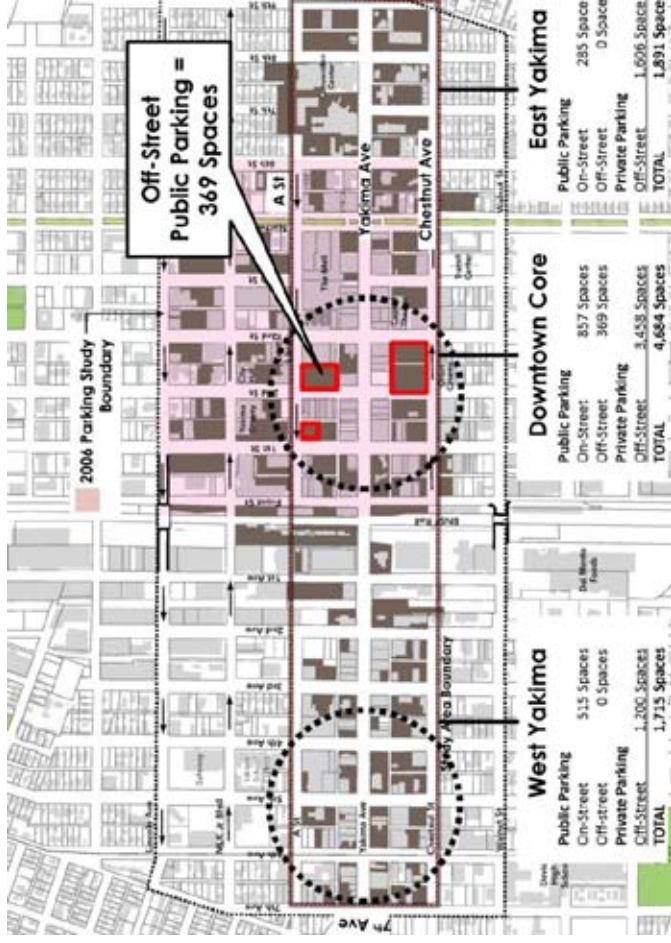
Transit

Parking

Downtown study area parking consists of on-street spaces and off-street facilities within private surface lots, and three publicly owned lots. Parking data was collected from the 2006 Parking study and from aerial photographs. Analysis

- A total of 8,290 parking spaces were identified within the study area and additional blocks collected from the 2006 Parking Study
- A parking occupancy survey on a Friday and Saturday indicated that parking supply is abundant within downtown. Although some blocks were at full capacity, within the central retail core, parking was always available on an adjacent block.

- The downtown business district is exempt from all minimum parking requirements with the exception of those related to residential uses.
- A large reserve of parking within the former Yakima Mall (1,400 spaces) is underutilized and unavailable for lease or hourly parking
- Time regulated on-street parking is in excess of 2 hours and is inadequately enforced which has a negative impact on the need for higher turn over required to support downtown retail. Public parking is adequate today but as demand for development increases, and surface lots are eliminated, a central parking strategy will need to be developed to encourage development and ensure the economic health of downtown
- It is estimated that the actual built supply of downtown parking is over 2.5 spaces per 1000 sf of development. As a comparison, cities of similar size to Yakima rarely have a documented actual demand for parking above 1.75 spaces and illustrates the gap between parking required and actual parking demand.



Parking

PLANS, and POLICIES DOCUMENTS

Zoning- Title 15

Title 15 is the regulating document for zoning uses and development standards in downtown. The study area exists entirely within the Central Business District and M-1 Light Industrial Zones

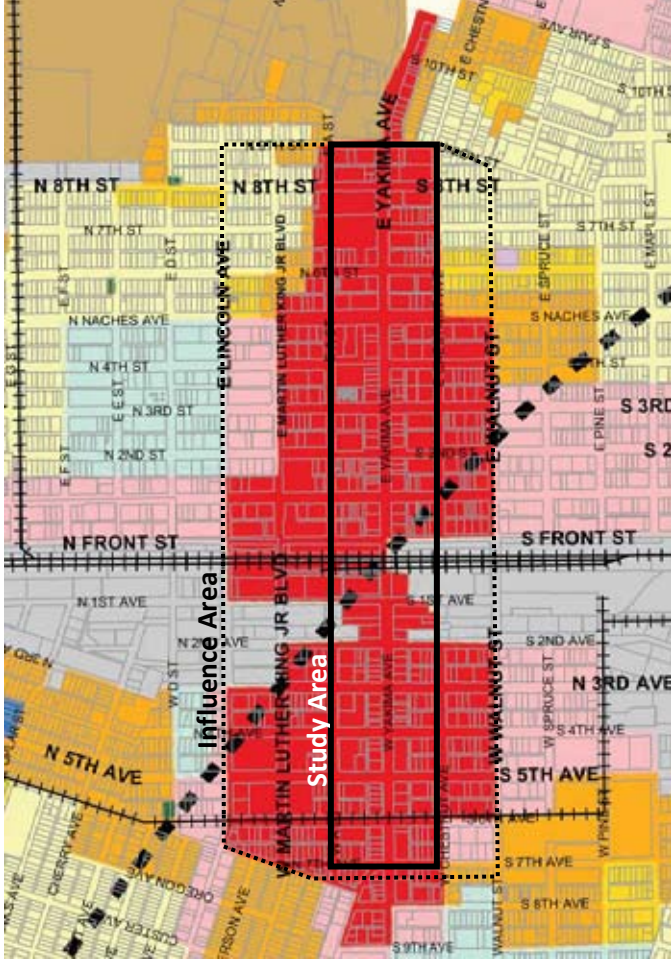
Central Business District (CBD)-

The purpose of the Central Business District is to preserve the business district of the City of Yakima as the region's center of commerce, finance, government, industry, recreation, and culture. This district is characterized by very intensive development and a variety of land uses including retail sales and service establishments, high-density residential development, financial institutions, professional buildings, and government offices

Light Industrial (M-1)-

The intent of the light industrial district is to:

1. Establish and preserve areas near designated truck routes, freeways, and the railroad for light industrial uses;
 2. Direct truck traffic onto designated truck routes and away from residential streets; and,
 3. Minimize conflicts between uses in the light industrial district and surrounding land uses.
- The light industrial district provides areas for light manufacturing, processing, research, wholesale trade, storage, and distribution facilities. Uses permitted in this district should not generate noise levels, light, odor, or fumes that would constitute a nuisance or hazard.



Zoning

Yakima Urban Area Transportation Plan Update, 2025 (2006 and Addendum 2012)

Current and future transportation projects affecting the study area include:

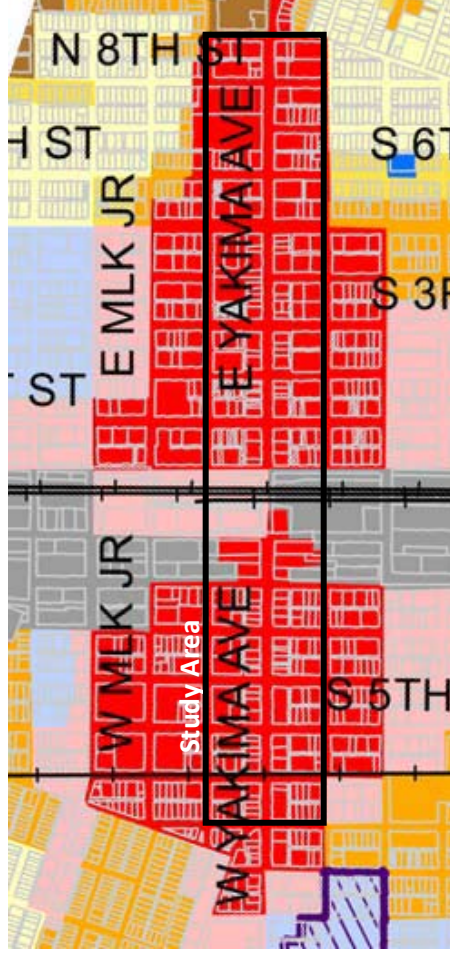
- Construction of the MLK underpass of the BNSF rail line
- East-West Corridor: Yakima County is the lead agency on this part of the project. Construction will be broken out into several phases, with the City portion likely to be constructed first (2017 at the earliest).
- Cascade Mill Parkway is a City project. The first construction project will be a roundabout at Fair Avenue/10th Street/Lincoln Avenue. Construction of the roundabout would replace a non-standard intersection of Lincoln Avenue and Martin Luther King Boulevard at Fair Avenue. The Roundabout will accommodate left turns at this intersection which are currently restricted by geometry and will provide a construction access into the Mill Site. Earliest construction of the roundabout would be 2014. Additional construction of the Cascade Mill Parkway is dependent upon removal and clean-up of the former Municipal Landfill which is targeted for winter of 2014-2015, at the earliest.
- The Cascade Mill Parkway will be constructed with public funds from the roundabout at Fair Avenue to the roundabout at the East-West Corridor. Private development will likely be responsible for the Parkway north of the East-West Corridor, sometime after 2016.
- I-82 & Yakima Avenue Interchange Modification: The current Interchange Justification Report (IJR) authorizes a major change to the current configuration of the Yakima Avenue Exit from I-82. There will NOT be a new interchange at "H"

Street. Exiting traffic for the East-West Corridor, Fair Avenue and Yakima Avenue will all depart I-82 at the new ramps. Yakima Avenue Traffic will continue along a Collector Distributor (C-D road or frontage road) which parallels the interstate to the current Yakima Avenue bridge. The exit at Fair Avenue from I-82 will be closed, as the traffic will be combined on the C-D road.

- Removal of the former Municipal Landfill on the mill site south of the rail line is the single most important step at this time to facilitate new development and street/interchange construction. The City is working through the permit process with Washington State Department of Ecology. The earliest this will be accomplished is the winter of 2014-2015.
- The City of Yakima received authorization to use a form of Tax Increment Financing for redevelopment of the Mill Property. However, there must be street construction, and infrastructure of other public funding projects started by June of 2016. A total of \$20 Million was designated for local streets and infrastructure, \$30 Million toward interchange improvements. The City can bond over a period of years, but need to get the construction going by 2016.

Yakima Urban Area Comprehensive Plan, 2025 (2006 and Addendum 2012)

This Urban Area Comprehensive Plan (UACP) was developed in accordance with the Growth Management Act to address growth issues in the City of Yakima and the adjacent Urban Growth Area. It represents the community's policy plan for growth over the next 20 years. It provides policies to guide decision-making for growth, development and public services. Cities are required to update their plans every ten years. The original Yakima GMA Plan was adopted in 1997 and planned through the year 2015. The update of 2006 and 2012 will carry the community forward through 2025. The study area exists entirely within the Central Business District Core Commercial and Industrial designations.



Comprehensive Plan

- *Central Business District Core Commercial*- Central Business District Core Commercial designation is a wide variety of intense retail, office, institutional and high-density residential land uses with the broadest range of mixed uses and flexibility. Land uses to be encouraged in this area are those new developments that foster the unique, regional nature of the Yakima Central Business District.
- *General Commercial*- General Commercial provides a wide variety of commercial retail and services that are heavily dependent on convenient vehicle access along major travel routes. General Commercial land uses may include those uses identified in Neighborhood Commercial or Community Commercial, but do not serve only the adjacent neighborhoods. Commercial includes uses such as fast food restaurants, auto-oriented services and other commercial services. The City has designated these areas with the intent that each will be intensively developed within designated boundaries and that undesirable strip commercial development is avoided.
- *Industrial*- The Industrial designation is a range of activities, including construction businesses, manufacturing, transportation, communication, utilities, and wholesale and warehouse activities, which may include some accessory office and retail use.

Opportunities

- **Government & Employment Center-** Yakima Avenue east of the BNSF rail line includes a concentration of employment to support downtown businesses and is a destination for expanding office and employment uses
- **Mall Site-** Good visibility and access to drive-by traffic along Yakima Avenue provides the opportunity for redevelopment of this property. Activating the untapped reserve of parking within the existing structure will provide the opportunity to leverage additional investment downtown unencumbered by direct costs of building parking



Opportunities

- **Regional Visitor Attractor-** The Yakima Convention Center provides a steady regional draw of convention goers that make up the visitor economy and support local business. The challenge will be drawing those customers into the downtown and keeping them there for extended hours- Additionally, opportunities for increasing the number of hotel rooms and range of accommodations should be explored
- **Existing Retail-** There are remnants of emerging retail, shopping and dining opportunities within the Front St Historic District, and 2nd and 3rd Streets (east of the BNSF rail line)-- Additional retail on a neighborhood level is emerging west of the BNSF rail line between 2nd Ave and 7th Ave
- **Parking Lots and Underutilized Sites-** There are numerous sites for small and large infill redevelopment and several strategic sites exist under city or county ownership or a under single ownership, such as, the Former Yakima Mall.
- **Heavy Traffic-** Yakima Avenue and 1st Avenue offer the drive-by and visibility important to support downtown retail. Managing traffic flow and speeds will be the determining factor in the ability to create a walkable and bikable retail destination.
- **Yakima Trolley-** Reintroduction of the Yakima Trolley provides the opportunity link local residents, customers and visitors to the entire one and a quarter mile stretch of the Yakima Avenue corridor and establishes a unique element and marketable identity for downtown.

MEMORANDUM

Date: May 3, 2013
To: Jason Graf, Crandall Arambula
From: Ariel Davis and Kendra Breiland, Fehr & Peers
Subject: **Yakima Downtown Master Plan – Existing Conditions Findings**

SE13-0293

This memorandum includes our findings regarding the existing conditions of the transportation system in Downtown Yakima.

SUMMARY OF FINDINGS

The findings of the existing conditions assessment are briefly summarized here. A more detailed discussion follows.

- **Roadway System:** There is relatively little congestion within the study area today. All study segments meet the City's level of service standard. The railroad grade separation on Lincoln Avenue provides a convenient alternative to Yakima Avenue for westbound traffic; a similar project is underway on Martin Luther King Jr. Boulevard for eastbound traffic.
- **Pedestrian Facilities:** Pedestrian facilities vary throughout the study area with good facilities within the central retail core. However, adequate sidewalks are lacking in some of the industrial areas to the west.
- **Bicycle Facilities:** No dedicated bicycle facilities are present within the study area. However, bicycle lanes and sharrows are provided on the Lincoln Avenue/Martin Luther King Jr. couplet to the north.
- **Transit:** Downtown is served by ten Yakima Transit bus routes and a transit center. In addition, Yakima Valley Trolleys operates a historic trolley system seasonally that serves a more recreational purpose.
- **Parking:** A parking occupancy survey on a Friday and Saturday indicated that parking supply is abundant within downtown. Although some blocks were at full capacity within the central retail core, parking was always available on an adjacent block.



STUDY AREA

Downtown Yakima is anchored by Yakima Avenue, a principal arterial which runs in a generally east-west direction. The roadway is two lanes in each direction with left turn pockets at each intersection. Parking lanes eight feet in width are provided on both sides of the road, resulting in a cross-section of seven lanes totaling approximately 66 feet. Crossings are marked at most intersections and some intersections have bulb-outs to reduce the pedestrian crossing distance. All intersections are signalized with the exception of 7th Street and 9th Street. At the east end of the study area, Yakima Avenue has an interchange with I-82, one of four interchanges providing access to the City. Yakima Avenue carries more than 21,000 vehicles per day on its busiest stretch. The speed limit is 25 miles per hour (mph) throughout the study area.



The study area runs along 16 blocks from 7th Avenue to 9th Street, and extends one block north and south of Yakima Avenue to A Street and Chestnut Street. Between Front Street and Sixth Street, A Street is one-way westbound and Chestnut Street is one-way eastbound. The north-south running BNSF railroad bisects the study area just west of Front Street. Approximately nine trains per day pass along the tracks at up to 35 mph. The crossing has gates, flashers, and bells at Yakima Avenue.



North of the study area, Martin Luther King Jr. Boulevard and Lincoln Avenue form a one-way couplet. An underpass of the BNSF railroad is currently under construction on Martin Luther King Jr. Boulevard and an underpass has already been completed on Lincoln Avenue. The one-way couplet provides convenient access from I-82 to points west.



Looking westbound along Yakima Avenue near the 3rd Street intersection

ROADWAY SYSTEM

The City of Yakima periodically counts the average daily traffic (ADT) on local roadways. The Yakima Urban Area Transportation Plan Update 2025 uses street segment volume-to-capacity ratios to quantify roadway level of service (LOS). The analysis time period is the PM peak hour, which is the busiest hour of travel within the City. The Plan suggests an hourly capacity of 1,000 vehicles per lane. The City defines LOS using the thresholds shown in Table 1. The City sets its LOS standard at LOS D, which equates to a v/c ratio of 0.89 or less. For example, a two-lane street would need a volume of no more than 1,780 vehicles per hour to achieve the LOS standard.

TABLE 1. STREET SEGMENT LEVEL OF SERVICE THRESHOLDS

Level of Service	Volume-to-Capacity Ratio (v/c)
A	Less than 0.60
B	0.60 to 0.69
C	0.70 to 0.79
D	0.80 to 0.89
E	0.90 to 1.0
F	Greater than 1.0

Source: Yakima Urban Area Transportation Plan Update 2025.



Using this methodology, volume-to-capacity ratios were calculated using the most recently available ADT, factored to reflect the PM peak hour. As shown in Table 2 on the following page, all study segments operate at LOS A.

In addition to the study segments shown above, v/c ratios were calculated for Lincoln Avenue and Martin Luther King Jr. Boulevard. The couplet operates at LOS A with v/c ratios lower than those on Yakima Avenue. Although the street segment level of service reflects LOS A conditions, the frequent traffic signals along Yakima Avenue result in more congestion. Field observations suggest LOS B or C may be more reflective of operations along Yakima Avenue due to the control delay caused by the signals.

Much of the Yakima Avenue vehicle traffic is regional in nature, carrying traffic headed for the highway or areas to the east. Lincoln Avenue provides a more convenient alternative for westbound through traffic due to the lower volumes, fewer traffic signals, and fewer conflicting traffic movements. Although Martin Luther King Jr. Boulevard is currently closed for construction of the railroad underpass, it will provide the same benefit for eastbound through traffic when completed.



TABLE 2. VOLUME-TO-CAPACITY RATIOS ON STUDY SEGMENTS

Street Segment	PM Peak Hour Volume	v/c Ratio	LOS
Yakima Avenue from 7th Avenue to 5th Avenue	1,440	0.36	A
Yakima Avenue from 5th Avenue to 3rd Avenue	1,550	0.39	A
Yakima Avenue from 3rd Avenue to 1st Street	1,710	0.43	A
Yakima Avenue from 1st Street to 3rd Street	1,470	0.37	A
Yakima Avenue from 3rd Street to 6th Street	1,520	0.38	A
Yakima Avenue from 6th Street to 8th Street	1,860	0.47	A
5th Avenue from MLK Jr. Blvd to Yakima Avenue	620	0.16	A
5th Avenue from Yakima Avenue to Walnut Street	1,050	0.26	A
3rd Avenue from Lincoln Avenue to Yakima Avenue	430	0.11	A
3rd Avenue from Yakima Avenue to Walnut Street	620	0.16	A
1st Street from MLK Jr. Boulevard to Yakima Avenue	1,710	0.43	A
1st Street from Yakima Avenue to Walnut Street	1,440	0.36	A
3rd Street from MLK Jr. Boulevard to Yakima Avenue	300	0.15	A
3rd Street from Yakima Avenue to Walnut Street	300	0.08	A
6th Street from MLK Jr. Boulevard to Yakima Avenue	700	0.35	A
6th Street from Yakima Avenue to Walnut Street	650	0.33	A
8th Street from MLK Jr. Boulevard to Yakima Avenue	520	0.26	A
8th Street from Yakima Avenue to Walnut Street	470	0.24	A

Note: PM peak hour volume is calculated by applying the 0.087 factor identified in the Yakima Urban Area Transportation Plan Update 2025 to the ADT counts provided by the City.
 Source: City of Yakima traffic counts and Fehr & Peers, 2013.

Future Growth

The Comprehensive Plan includes a population growth projection of 10 percent by the year 2025. If that population growth is extrapolated to vehicle traffic, the volume-to-capacity ratio along Yakima Avenue would continue to fall within the LOS A category, indicating that the capacity provided on Yakima Avenue is sufficient to serve traffic through 2025 and beyond.



PEDESTRIAN & BICYCLE FACILITIES

The sidewalk network is continuous within the study area east of Front Street. The central portion of downtown, between Front Street and Naches Avenue, has recently constructed pedestrian amenities such as bulb-outs, which minimize the distance pedestrians must travel to cross the street. Mid-block crossings are provided on some north-south cross streets. The cross streets in the eastern part of the



Mid-block crossing on North 3rd Street

study area provide a pleasant atmosphere for pedestrians in general. However, due to the heavy traffic volumes and width of the roadway, crossing Yakima Avenue is more hostile. Sidewalks are provided along Yakima Avenue throughout the study area. However, sidewalks are lacking on some nearby streets on the west side of the study area which includes many industrial uses. In some areas, sidewalks are provided, but may not have ADA-compliant facilities.

No dedicated facilities are provided for bicycles within the study area. Chapter 6.75.040 of the municipal code states that bicyclists may not travel on the sidewalks within the central business district. Along Yakima Avenue, cyclists must share the travel lane with vehicles. As shown in the photo to the right, cyclists “take the lane” to travel the corridor. Bicycle lanes and sharrows are provided on portions of the Lincoln Avenue/Martin Luther King Jr. Boulevard couplet to the north.



Bicyclists riding westbound on Yakima Avenue



The Washington State Department of Transportation conducted pedestrian and bicycle counts at the intersection of Yakima Avenue and 3rd Street in 2008. Between 7 and 9 AM, 15 bicyclists and 109 pedestrians passed through the intersection. The afternoon peak period included essentially equal bicycle volumes, but much higher pedestrian activity than the morning peak period. Between 4 and 6 PM, 16 bicyclists and 312 pedestrians were recorded passing through the intersection.

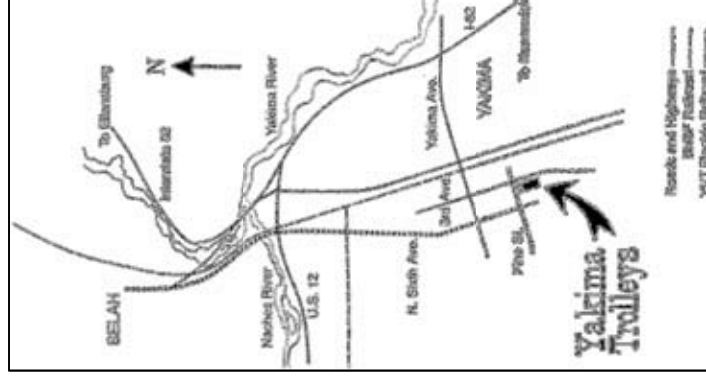
TRANSIT

The study area is well served by local bus routes, operated by Yakima Transit. A transit center is located along the eastern side of Fourth Street between Chestnut St and Walnut Street. All ten of Yakima Transit's routes (shown at right) serve the study influence area, providing good access to downtown from all parts of the City. Most bus stops do not have benches and few have shelters.



Source: Yakima Transit Route Map, Fall 2012.

Yakima Valley Trolleys operates a turn-of-the-century trolley system. The trolley barn is located at the corner of Third Avenue and Pine Street, just south of the study area. Yakima Valley Trolleys maintains tracks along 6th Avenue and Pine Street. The 6th Avenue line, which stretches from Pine Street all the way to downtown Selah is currently closed for repairs. The Pine Street line from 3rd Avenue to 11th Avenue is used for current operations. The trolley operates on weekends during the summer (Memorial Day to Labor Day) as well as for special events or charters. As is shown in the map, the trolley route is outside of the downtown commercial area. The land uses that currently flank the trolley tracks are industrial in nature.



Source: Yakima Valley Trolleys.



PARKING

Parallel parking is available along most of Yakima Avenue. On side streets, both parallel and angle spaces are provided. Parking occupancy was assessed on a Friday between 1 PM and 3 PM and on a Saturday between 11 AM and 1 PM. Table 3 summarizes the observed occupancy by zone.

TABLE 3. PARKING OCCUPANCY

Study Location	Friday 1PM - 3PM		Saturday 11AM - 1PM	
	Total Parked Cars	Occupancy	Total Parked Cars	Occupancy
West of Front Street				
West Yakima Avenue	20	18%	29	26%
West A Street	33	26%	12	9%
West Chestnut Street	38	29%	7	5%
North-South Cross Streets	100	32%	60	19%
Total	191	28%	108	16%
Front Street to Naches Avenue				
East Yakima Avenue	30	35%	32	37%
East A Street	57	53%	40	37%
East Chestnut Street	37	36%	25	24%
North-South Cross Streets	144	58%	133	54%
Total	268	49%	230	42%
East of Naches Avenue				
East Yakima Avenue	12	17%	18	26%
East A Street	15	32%	23	49%
East Chestnut Street	19	22%	8	9%
North-South Cross Streets	42	38%	22	20%
Total	88	28%	71	23%

Note: PM peak hour volume is calculated as 8.7% of ADT per the Yakima Urban Area Transportation Plan Update 2025.
 Source: Fehr & Peers, 2013.




Overall, parking utilization during the Friday observation was higher than on Saturday. This held true for both the retail core and the more industrial area. The central zone between Front Street and Naches Avenue had the highest occupancy with 49 percent of the parking supply utilized on Friday and 42 percent of the parking supply utilized on Saturday. The following locations had occupancies over 80 percent during the Friday count period:

- South side of A Street between 2nd Street & 3rd Street
- North side of Yakima Avenue between 4th Street and Naches Avenue
- Both sides of Chestnut Street between 3rd Street & 4th Street
- South side of Chestnut Street between Naches Avenue and 6th Street
- West side of 2nd Street between A Street and Yakima Avenue
- West side of 2nd Street between Yakima Avenue and Chestnut Avenue
- Both sides of 3rd Street between Yakima Avenue and Chestnut Avenue
- West side of Naches Avenue between A Street and Yakima Avenue

Although parking on the busiest blocks reached full utilization, parking was always available on an adjacent block or even the other side of the street. Overall parking occupancy within the western and eastern zones was similar to each other with utilization ranging from 16 to 28 percent.


The current municipal code (Chapter 15.06.040) requires off-street parking minimums based on the type of land use. However, the downtown business district is exempt from all minimum parking requirements with the exception of those related to residential uses. Residential areas are not present within the study area for the most part, but are immediately adjacent within the study influence area. The minimum parking requirements for residential uses range from 1 to 2 spaces per dwelling unit depending on the type of residential development.

WORKSHOP #1 FINDINGS



**Downtown
Yakima
Master Plan**

Public Workshop #1
May 9th, 2013



CRANDALL ARAMBULA
Revitalizing America's Cities
Thomas Consultants Inc
Fehr & Peers

Key Issues to Address

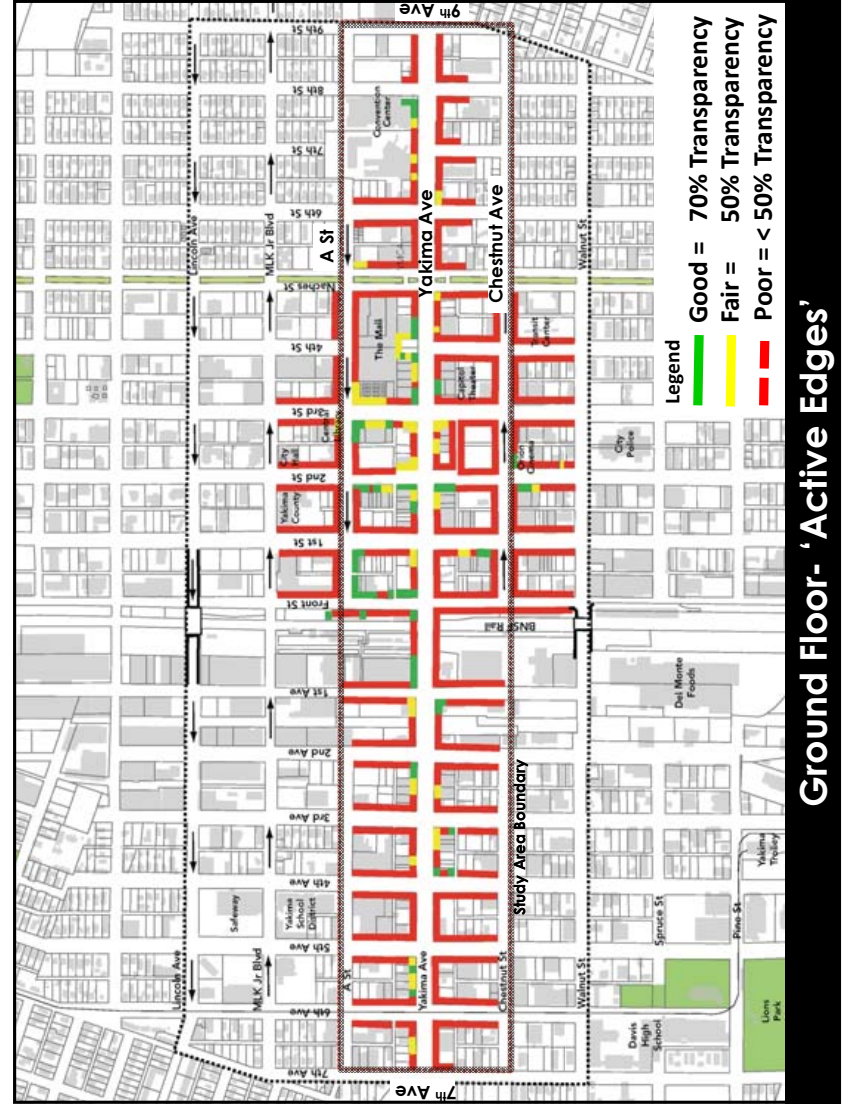
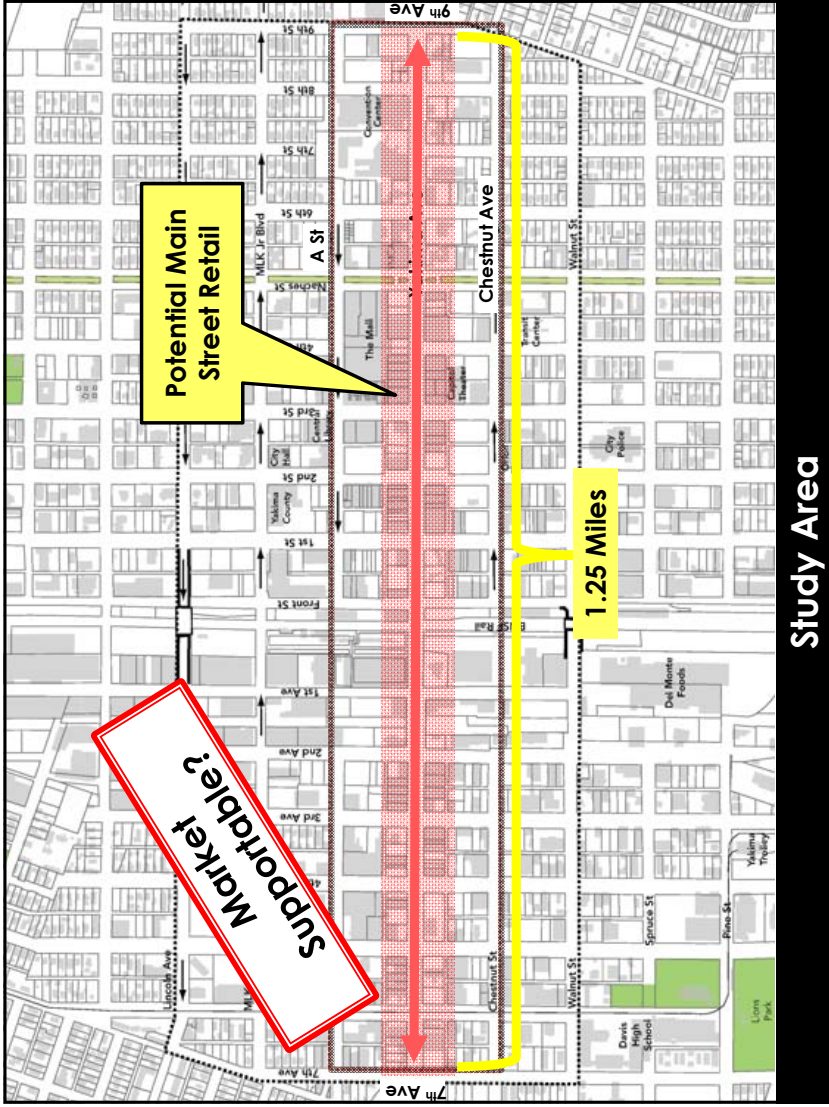
- 1) Downtown Retail
- 2) Urban Design
- 3) Public Amenities
- 4) Transportation
- 5) Design Standards
- 6) Implementation

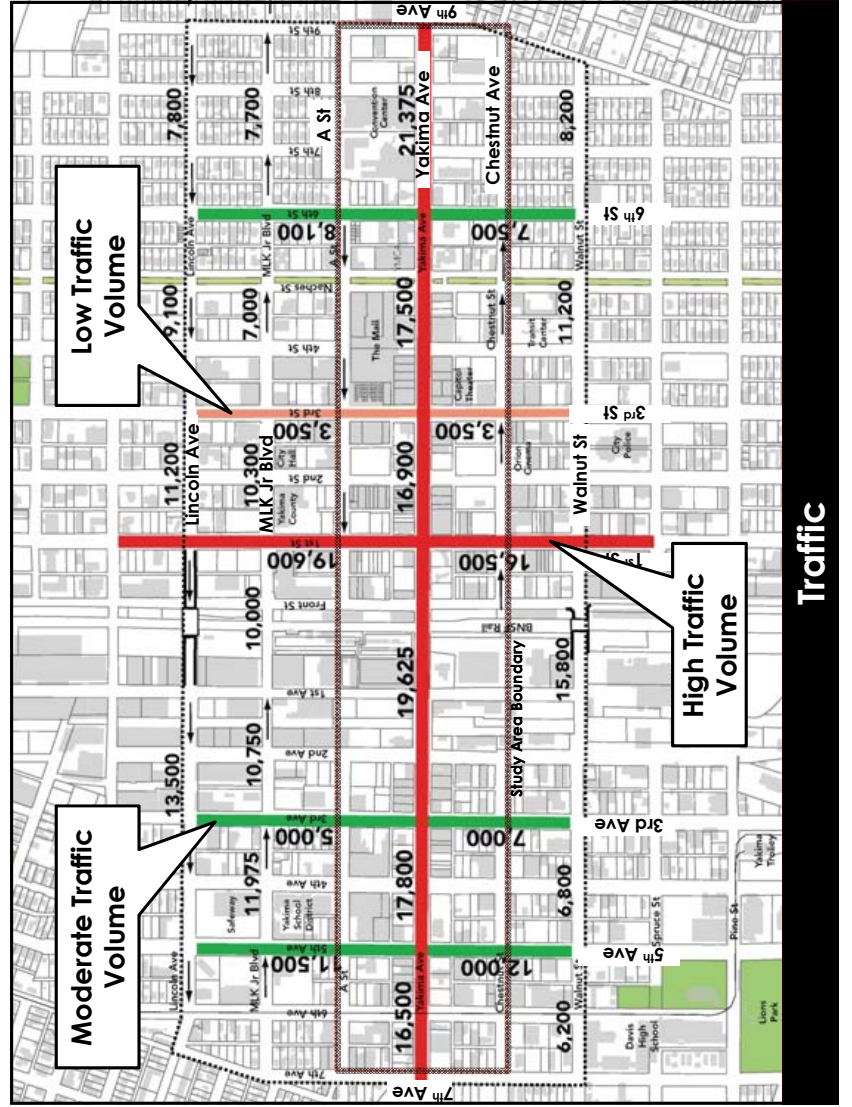
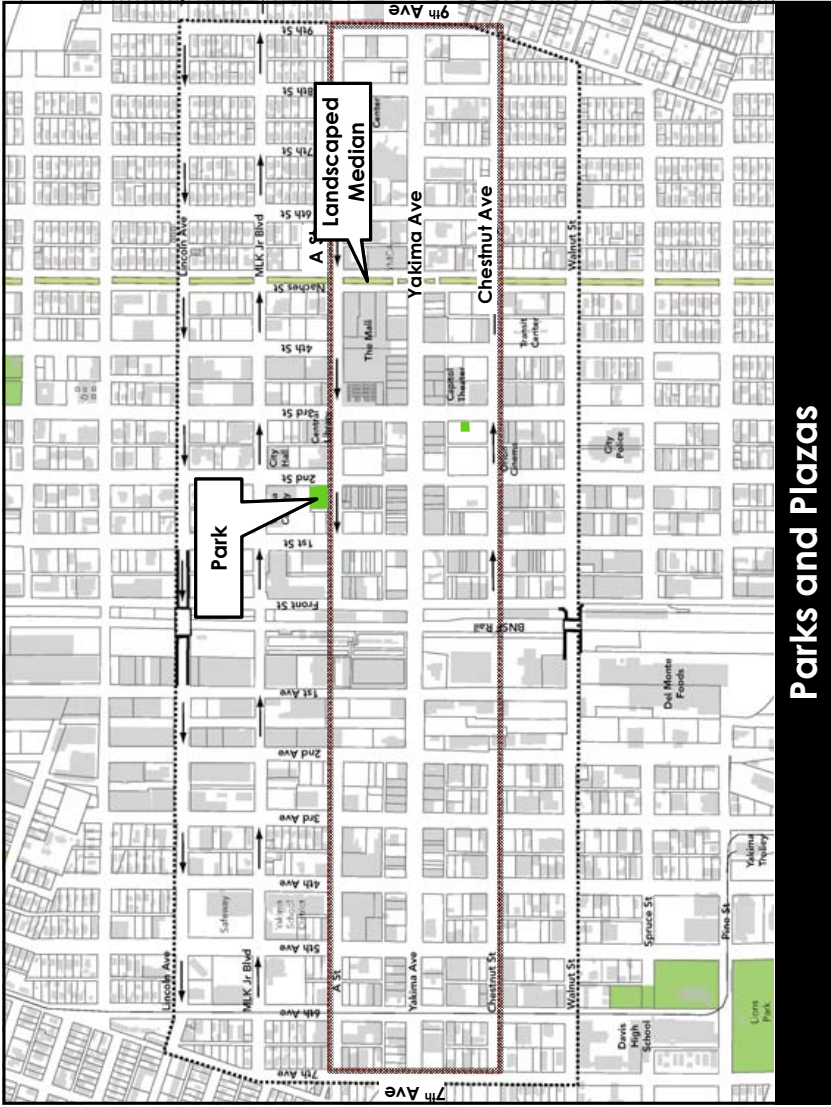


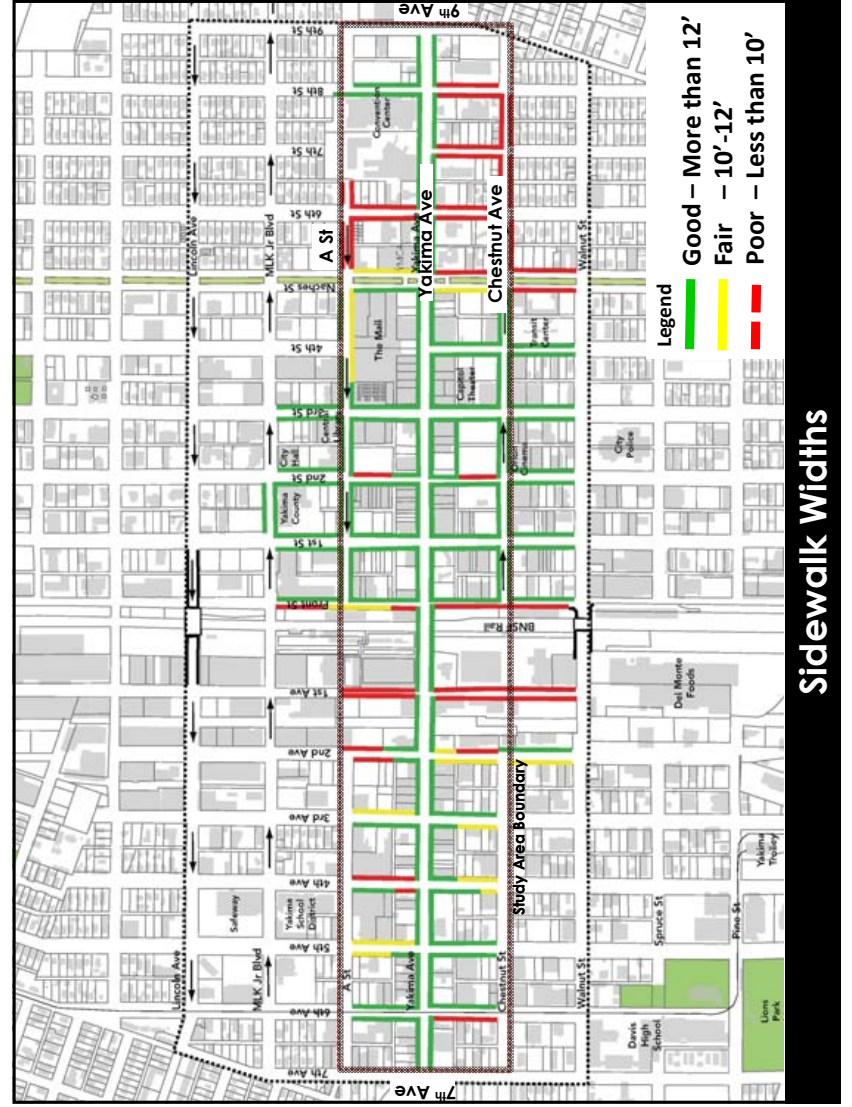
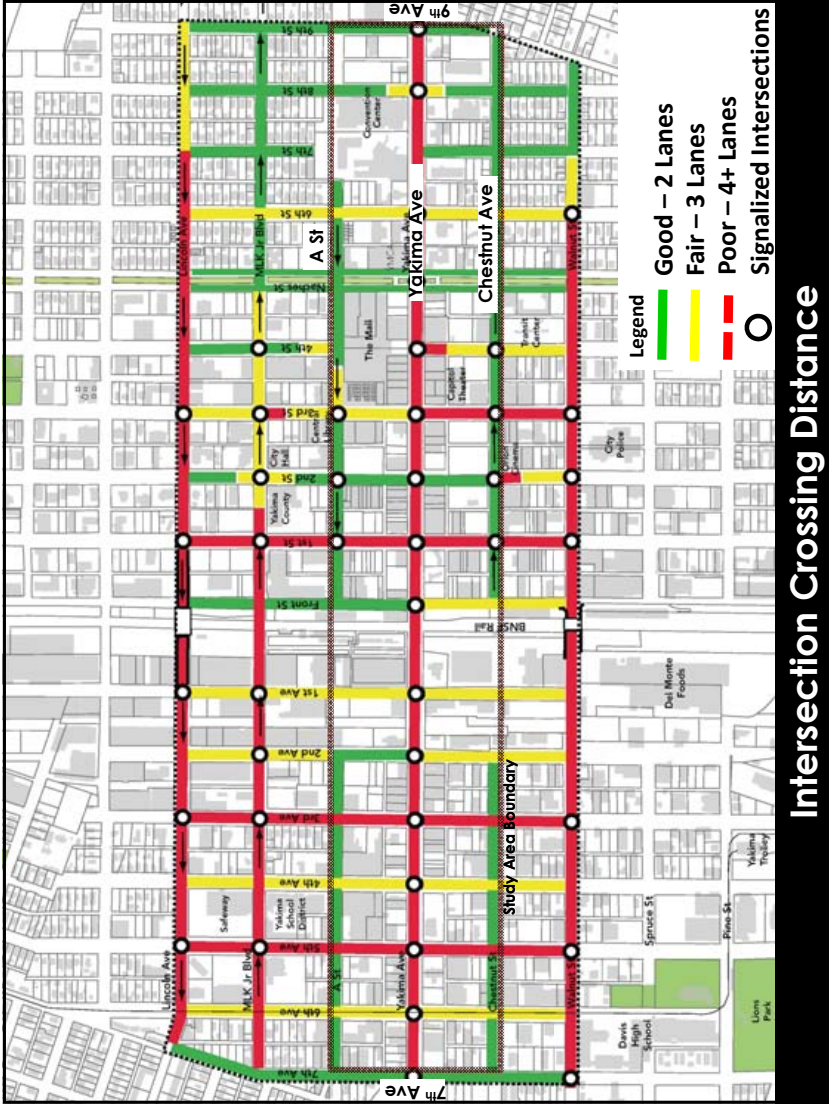
Study Area

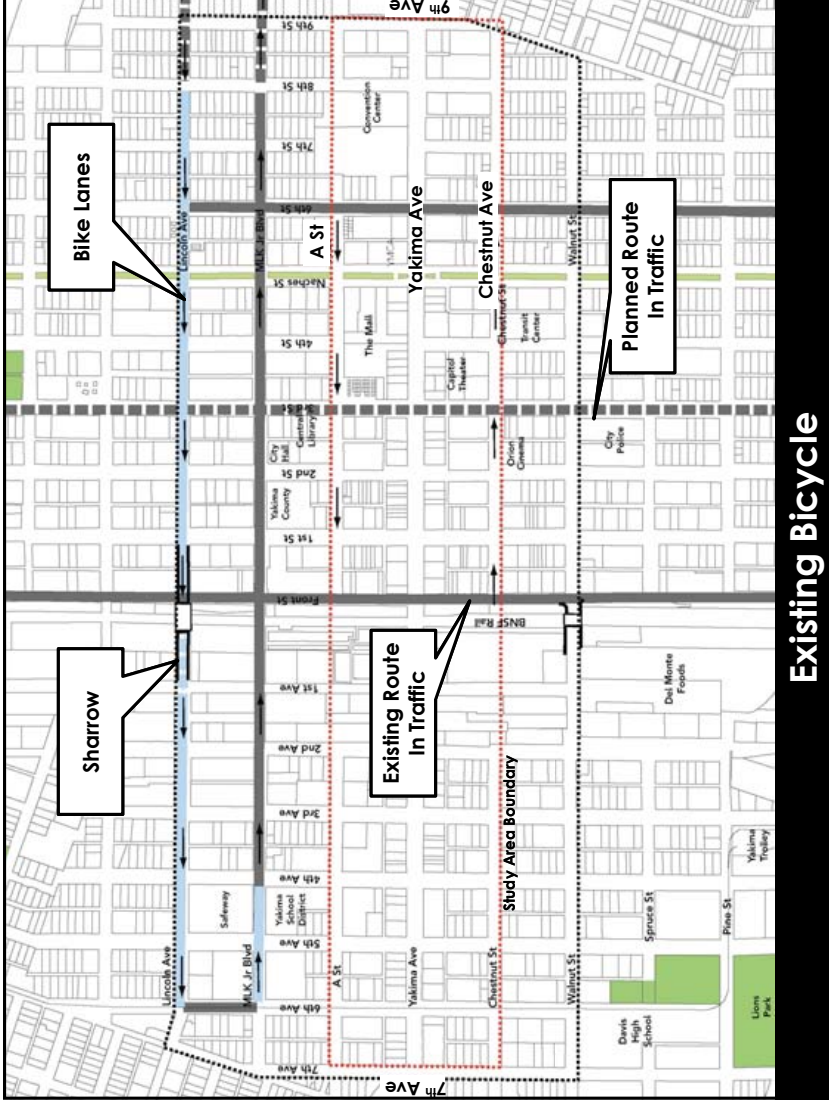
Plans and Policies

- 1) Yakima Urban Area Comprehensive Plan 2025 (2006)
- 2) Yakima Urban Area Transportation Plan Update, 2025 (2006)
- 3) Yakima Urban Area Comprehensive & Transportation Plan (Addendum 2012)
- 4) Title 15- Zoning Ordinance
- 5) Yakima Cascade Mill Parkway Development & East-West Corridor Project (2012)
- 6) Downtown Parking Analysis and Recommendations (2006)
- 7) Historic Yakima Downtown Walking Tour
- 8) Old North Yakima District Renovation (2006)

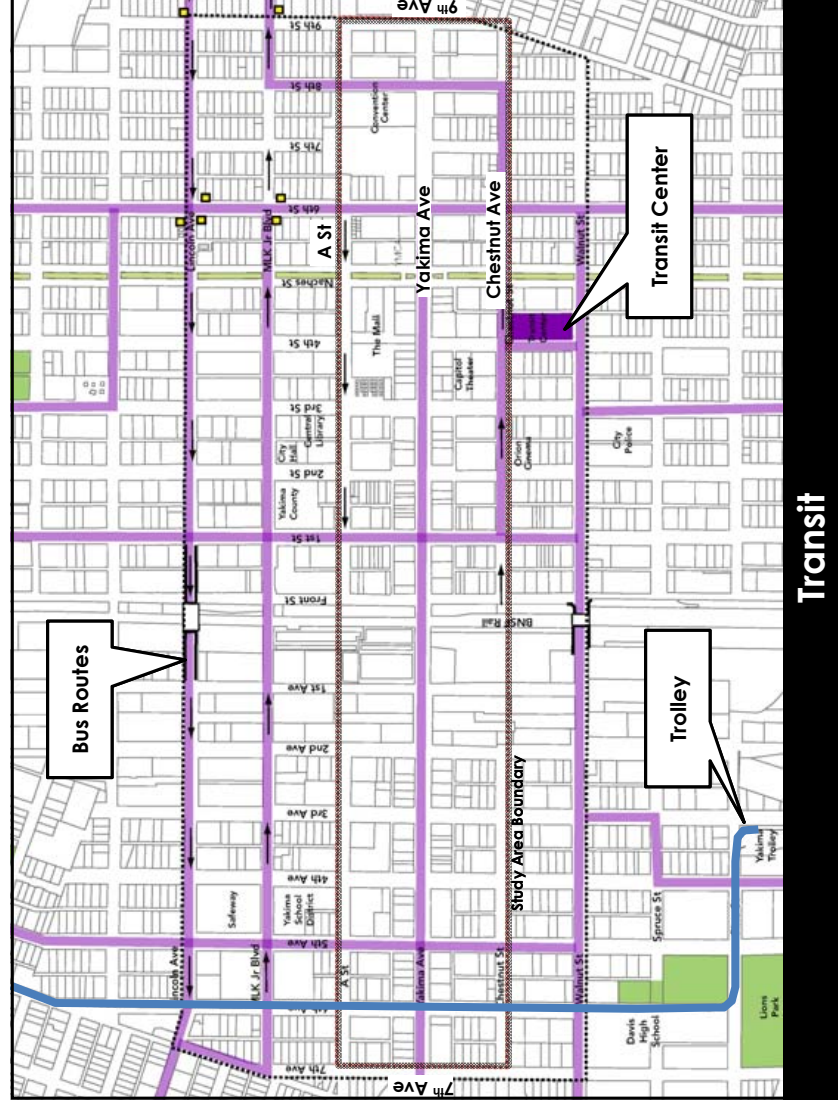




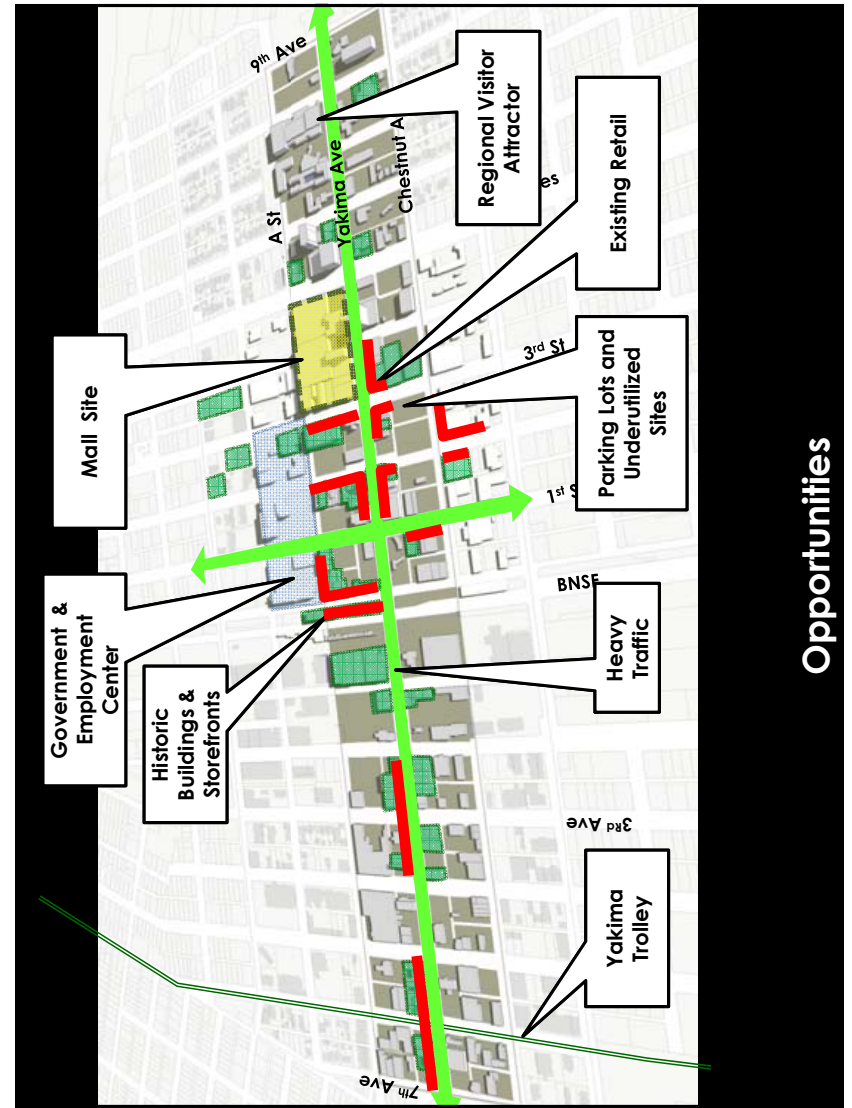
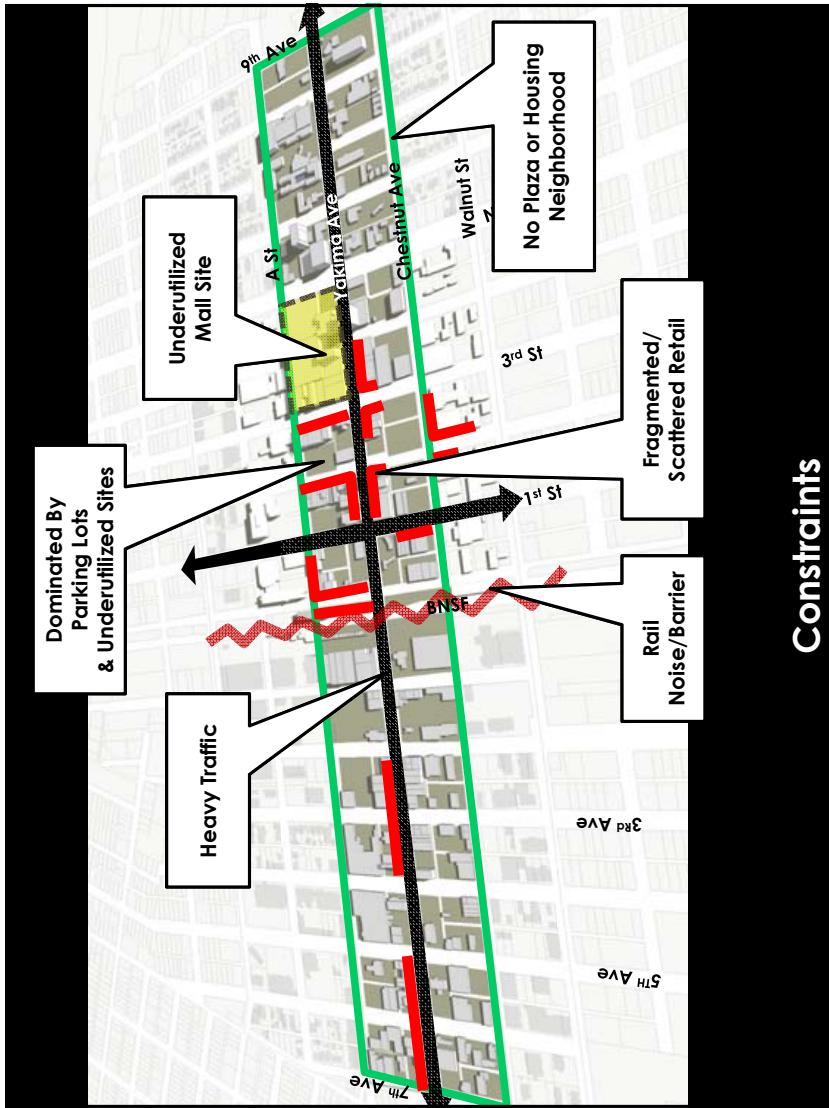




Existing Bicycle



Transit



SUMMARY

Downtown Yakima Master Plan Meetings & Public Workshop #1

May 9-10 2013

Summary

The first of three Downtown Yakima Master Plan committee and stakeholders meetings and public workshop were held on May 9th and 10th, 2013. During that period, the consultants presided over a total of 7 one-on-one hour-long meetings with a Technical Advisory Committee, a Steering Committee, and stakeholder groups at the City Building located at 129 North 2nd Street.

The Public Workshop #1 was held on May 9th from 6:30-8:00pm at the Howard Johnson Plaza Ballroom and was attended by approximately 150 community members.

Meetings and Workshop Purpose

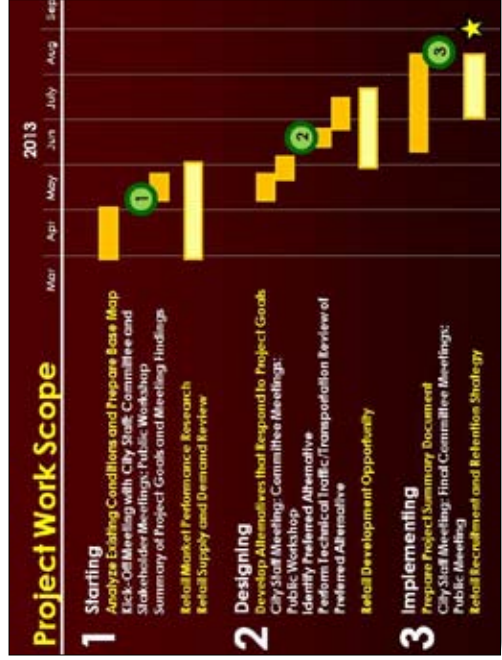
The purpose of the meetings and workshop was to:

- Inform the committees, stakeholders, and citizens about the planning process
- Obtain thoughts on key issues that need to be addressed
- Answer questions

Each meeting began with the consultants presentation of the project process and schedule (shown above right) and analysis of the opportunities and challenges of the study area. Following the presentation, attendees discussed the issues and concerns. The workshop portion concluded with table reports from each group summarizing the discussion. Written response sheets (shown below right) were provided to all with the purpose of documenting the top issues and concerns as well as the areas presenting special design opportunities.

The following pages include:

- Draft Project Goals
- Response Sheet Summary- Top Three Issues and Concerns
- Special Design Opportunities and Areas of Concern
- Presented Opportunities and Concerns



Project Process & Schedule

Response Sheet
Downtown Yakima Master Plan Meetings & Public Workshop #1
May 2013

Study Area

Opportunities and Constraints
On the map above, please note areas you believe:

- Present special design opportunities
- Present design constraints

Issues and Concerns
List your top three issues and concerns:

1. _____
2. _____
3. _____

Additional Comments
Please note additional comments on the back of this sheet.

Name (optional): _____
If you need additional time to respond, please return your comments through:
MAIL: 520 SW Taylor, Room 3404, Portland, OR 97204 EMAIL: jgrafius@city.com FAX: 503-417-7904

Response Sheet

Draft Project Goals

A summary of the response sheets' top three issues and concerns form the basis for the project goals.

In all, one hundred and twelve response sheets were collected from the public workshop, and seven stakeholder meetings. Of all the responses fifteen project goals were identified as indicated below.

These goals combined will guide the planning and development of the Master Plan concepts throughout the planning process.

Goal	Times Mentioned
Make Downtown a Hotspot for Shopping and Entertainment	47
Encourage Downtown Investment	43
Enhance the Downtown Pedestrian Experience	37
Create a Central Gathering Space	33
Embrace the Cultural Diversity and Heritage of Yakima	27
Improve Downtown Safety	21
Establish Development Guidelines and Standards	21
Make Yakima Avenue a Destination and Gateway	20
Create Bike Friendly Streets	15
Cultivate Local Retail and Business Development	15
Ensure Adequate and Convenient Parking	15
Increase Downtown Housing Options	14
Locate a Downtown Trolley Route	11
Preserve and Enhance Historic Buildings	10
Create a Family Friendly Downtown	8

The comments below are a summary of the issues, concerns, and downtown opportunities mentioned in the response sheets collected from the committee and stakeholder meetings and Public Workshop #1. Comments are grouped under the overarching project goal.

Make Downtown a Hotspot for Restaurants, Shopping & Entertainment

1. Steering, Technical and Stakeholder Meetings Issues & Concerns

- Create a destination area with restaurants and fun things to do in Yakima
- Vitality of downtown including N 1st Street
- Retail! Retail! Retail!
- Increase retail and restaurants 4
- We need an anchor retailer
- Lack of things to do downtown except during events
- Capitalize on Medical school students
- We lack culinary options and decent restaurants 2
- There is a lack of shopping opportunities
- We don't have the critical mass today
- Not enough activities for conference goers
- No people-watching area (plaza, shops, cocktails, light foods)
- There is no downtown grocery

2. Public Meeting Issues and Concerns

- A cooperative market in the old mall
- More retail and restaurants 11
- Make the Front-Historic District pop-out- make it a must see destination and bring it to life. Tell the history of the district 3
- A permanent farmers market 4
- Need more foot traffic business (like Olive garden)
- T.O.D as related to retail development
- Bring in Chilis or TGIFridays
- Galleries breweries and wine tastings
- Continuous shop frontage loops and corridors: our current retail has too many gaps! 5
- Shops that stay open later
- A bookstore

Encourage Downtown Investment

1. Steering, Technical and Stakeholder Meetings Issues & Concerns

- Present owner of Umpqua Bank is destroying Track 29
- Large empty buildings
- Absentee owners 2
- We need more infrastructure improvements
- Underutilized storefronts
- Lack of downtown businesses
- More businesses around the hotels along Yakima Ave
- Investment changes the perception of downtown
- We need the political will to affect change 3
- Redevelop parking lots
- Get the Old Mall repositioned
- Move the jail 2

2. Public Meeting Issues and Concerns

- Chronic empty buildings and storefronts 5
- Economic development entities need to work together 2
- Old Yakima Mall is biggest problem and opportunity 14
- Lack of density- too many parking lots and ground-floor only use of buildings
- Short sighted & greedy owners/bad design/poor use 2
- Lack of support from investors
- Absentee landowners & development constraints 5
- Joe M needs to step up even if it requires concession from the city
- Parking lots 4
- Lack of political will 2

Response Sheet Summary - Issues, Concerns, and Opportunities

Enhance the Downtown Pedestrian Experience

1. **Steering, Technical and Stakeholder Meetings Issues & Concerns**
 - Sidewalk 'scapes' need to be more green downtown
 - We need shade!
 - Pedestrian accessibility
 - North 1st St is a big traffic impediment!
 - There has been a lot of discussion of east Yakima Ave-- but the businesses people walk to are along east Yakima Ave

2. Public Meeting Issues and Concerns

- Too much parking downtown we want green space
- Green things up
- Focus on peds
- Seems difficult to create a continuous pedestrian experience
- Close A St to auto traffic during business hours-- open after 10 pm to resupply businesses
- Walkable streets and sidewalks 13
- Promote green transportation walking, trolley & bike lanes
- Urban forest/water for welcoming atmosphere/draw dog friendly
- More shade on streets 6

Create a Central Gathering Space

1. **Steering, Technical and Stakeholder Meetings Issues & Concerns**
 - We need a public space 4
 - Love the idea of a 'game changer' public area-- like a park with water feature
 - A plaza with built in infrastructure to serve events
 - Love the idea of a plaza and the yellow brick road concept drawing people to retail
 - Regarding a plaza talk to Rod Knipper
 - Place the plaza where the two banks are today on Yakima Ave between 2nd and 3rd
 - Lack of a gathering space encourages street closures for events which hurts downtown businesses

2. Public Meeting Issues and Concerns

- Public place to hang out and people watch 2
- Public gathering- need place for fresh hop ale fest, concerts etc...

- Focus on open space 4
- A town square and meeting space-- Depot or Front Ave plaza
- Green are for gathering
- Limited outdoor gathering space
- Street closures for events hurt businesses 2
- Game changer plaza 11
- Make downtown parking a plaza and move parking out 3
- Where is our 'living room'?
- Maybe an amphitheater
- Save track 29 for where you put the farmer's market/ late night concerts
- Millennium plaza is under used and icky

Embrace the Cultural Diversity & Heritage of Yakima

1. Steering, Technical and Stakeholder Meetings Issues & Concerns

- Marketing Yakima to the world 3
- Community capacity building!
- A downtown arts center
- A way to unite Latino and Anglo
- Diversity- a mercado site to showcase Mexico
- Find niches like agriculture, wine and local produce
- Arts groups need to be located downtown
- Museums need to be downtown
- We need a cultural center
- Performing arts needs to develop an arts triangle linking together downtown venues
- An arts center in the depot
- The arts giving circle has sites for downtown public art

2. Public Meeting Issues and Concerns

- Remember the Latinos (4)
- Emphasize fresh produce and fruit-healthy living
- Lack of input from Hispanic community and the surrounding neighborhood
- Cultural diversity- cater to all communities (6)
- Connect ideas to strength of local agriculture (3)
- Market Yakima both as local & regional
- We need public art downtown
- Lack a cohesive arts center
- Latino Arts and Culture Center 6

Improve Downtown Safety

1. Steering, Technical and Stakeholder Meetings Issues & Concerns

- Safety 6
 - Reduce vagrancy & public intoxication
 - Eliminate businesses that cause issues
 - The safety issue is perception. I feel safe 2
 - The perception of downtown as unsafe hurts downtown
 - The city is starting bike patrols downtown
 - Neighborhoods around downtown used to be stable now they are slums
- ### 2. Public Meeting Issues and Concerns
- Graffiti 2
 - Create a graffiti wall
 - Perception of safety 5
 - Not safe 5
 - Homeless and vagrants 3
 - Use of alleys as toilets 2
 - Provide services for those in need
 - Adjacent neighborhood- improve area around the downtown 3

Establish Development Guidelines and Standards

1. Steering, Technical and Stakeholder Meetings Issues & Concerns

- Design standards 3
- Signage codes and code enforcement
- Current zoning and standards restricts the vision for redevelopment

2. Public Meeting Issues and Concerns

- Design standards 8
- Lack of common building design standards
- Drive thru culture still exerting influence
- No McDonalds downtown/ no drive throughs 4
- Disruptive architecture styles
- Lack of consistent zoning 3

Make Yakima Avenue a Destination and Gateway

1. Steering, Technical and Stakeholder Meetings Issues & Concerns

- Slow down traffic along Yakima Avenue
- Ability for transit Bus's having access through downtown
- Convention visitors have to deal with negative aspects of Yakima Ave when getting into downtown
- I don't see diverting traffic off Yakima Ave is an option
- Can the 1-82 interchange affect traffic along Yakima Ave?

2. Public Meeting Issues and Concerns

- Revert downtown traffic to another street so that core could be more focused
- A light at 9th St and Yakima Ave
- More park-like at the entrance of Yakima Ave/ freeway
- Slow down traffic
- Put Yakima Ave on a road diet 14
- Reduce traffic

Create Bike Friendly Streets

1. Steering, Technical and Stakeholder Meetings Issues & Concerns

- No comments

2. Public Meeting Issues and Concerns

- Bike paths to greenway and rest of city needs to be developed
- Bikeability- I like the idea of connecting to the greenway
- Focus on bike accessibility 9
- Bike lanes 5
- Connect to greenway and river 4

Response Sheet Summary - Issues, Concerns, and Opportunities

Cultivate Local Retail & Business Development

- 1. Steering, Technical and Stakeholder Meetings Issues & Concerns**
 - There is no place for Track 29 businesses to move to
 - Maintain uniqueness- no homogenization
 - Ensure the edge areas around Walnut, Chestnut and A support employment centers, incubators etc..
 - Utilize old parking garage on Chestnut for shops
- 2. Public Meeting Issues and Concerns**
 - Lack of variety of local owned restaurants- under saturated market
 - Affordable rent for new and start up businesses 5
 - More diversity in types of businesses 4

Ensure Adequate and Convenient Parking

- 1. Steering, Technical and Stakeholder Meetings Issues & Concerns**
 - Parking 4
 - Opportunities for growth in business development
 - Convenient parking
 - Mall garage could be taken over by the city 2
 - There is a lot being done such as the 4-hr parking zones
 - The lot at 2nd and A street should become a structure
 - The Mall structure is not grandma friendly
 - The mall has 1,400 spaces
- 2. Public Meeting Issues and Concerns**
 - Establish a parking policy that encourages housing downtown similar to Seattle neighborhood permits
 - Parking-not enough 3
 - Convenient parking and access 2
 - Parking? Been proven, Yakimans prefer free parking

Increase Downtown Housing Options

- 1. Steering, Technical and Stakeholder Meetings Issues & Concerns**
 - Housing!
 - We need to look at housing on upper floors of buildings--possible federal programs to help finance
 - Maybe looking at blighted areas for creating a neighborhood
- 2. Public Meeting Issues and Concerns**
 - More housing 7
 - Promote downtown living in upper stories of buildings 3
 - Too much low income downtown
 - We need a grocery to support housing 6
 - Lack of quality medium and high end housing
 - Lack of good quality reasonably priced housing
 - Loft living: needs lifestyle (secure park, BBQ, landscaping)

Locate a Downtown Trolley Route

- 1. Steering, Technical and Stakeholder Meetings Issues & Concerns**
 - Possibility of a historic trolley going through town linked to Depot
 - A great tool for downtown- bring it back to Front Street
 - Could be an icon for Yakima
 - Yakima Ave used to have a double set of tracks
 - The cascade Mill had a line that ran down 8th street to the Mill
- 2. Public Meeting Issues and Concerns**
 - Trolleys downtown (A St, Front, to Convention Center 2
 - Make accommodations for trolleys to go from A St to the Info Center
 - Trolley is key! Bring it back 4
 - How soon could trolley be expanded?

Preserve & Enhance Historic Buildings

1. Steering, Technical and Stakeholder Meetings Issues & Concerns

- Find a way to use the Wilson building- it is central to everything else and a logical place for a downtown arts center
- Focus on historic buildings and renovation

2. Public Meeting Issues and Concerns

- Save Track 29 (5)
- Trolley system
- Heart of City historically the train depot- build on historic district & Larson building 2
- Building preservation and Track 29
- Save historic buildings 2
- We need a program to preserve vintage bill boards painted on buildings
- Train station...an unused classic 3
- Depot building needs to be city owned and maintained
- The Colonel should be saved

Create a Family Friendly Downtown

1. Steering, Technical and Stakeholder Meetings Issues & Concerns

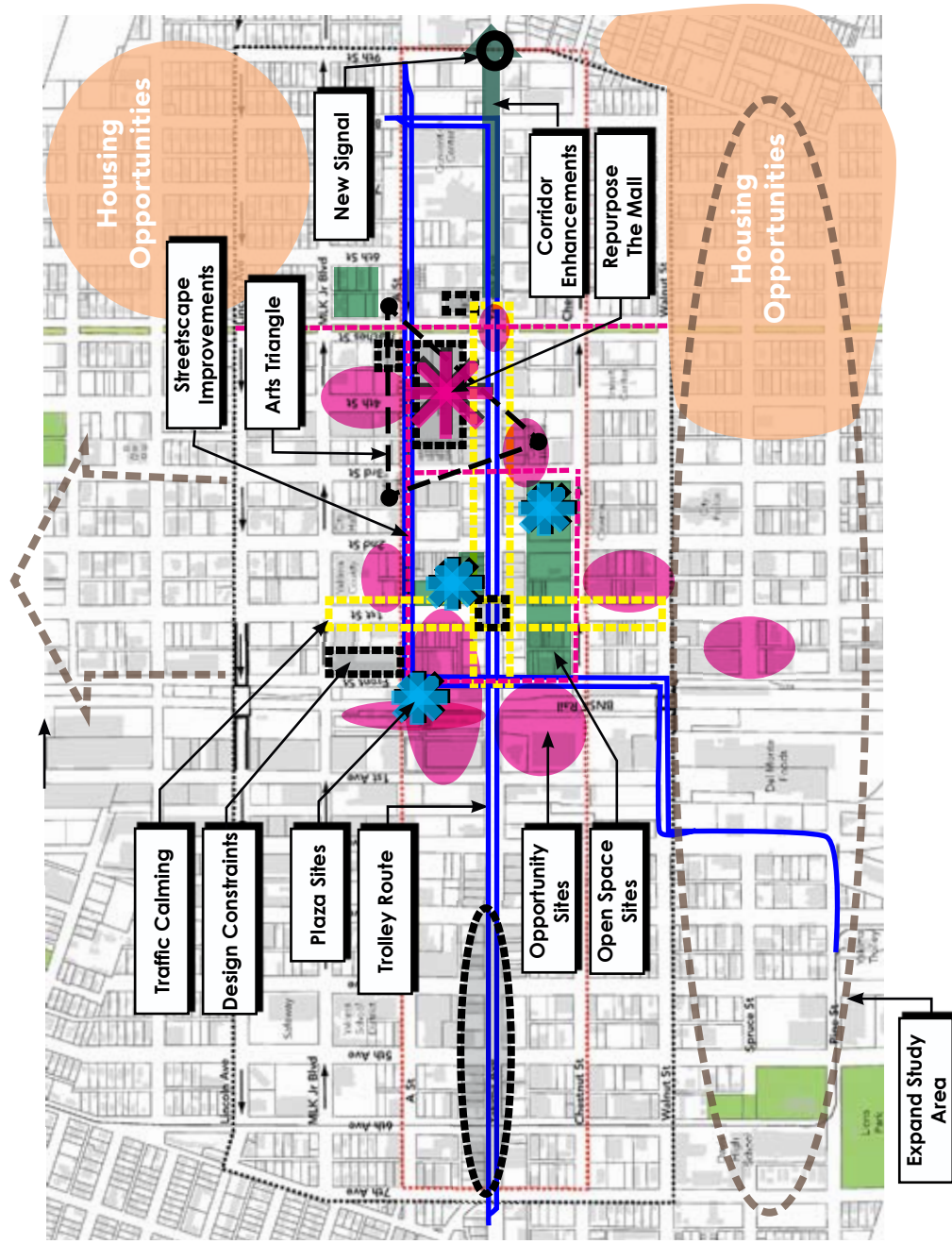
- We need family things to do!
- Need something for children when traveling with parents
- The trolley is family friendly
- Attracting families hasn't happened

2. Public Meeting Issues and Concerns

- More family oriented entertainment venues & activities as well as shopping 3
- Activities/sports/climbing 2

Special Design Opportunities and Areas of Concern

Comments regarding special design opportunities and areas of concern identified on the response sheets and table maps are graphically illustrated and summarized on the diagram below.



Special Design Opportunities and Areas of Concern

Repurpose the Mall

This property was identified as a serious concern and a symbol of downtown disinvestment but remains a key redevelopment parcel to support downtown revitalization. Ideas for repurposing the Mall included:

- A Mercado
- An Arts/ Cultural Center
- Bring back anchor retail tenants
- City should acquire parking structure and make available for public parking
- Open the Mall along 4th Street
- An indoor farmer's Market
- Include a retail and small business incubator

Plaza Sites

A couple of sites were identified for locating a public plaza with several responses preferring the existing parking lot west of 3rd Street opposite the Capitol Theater. Sites included:

- Within the Old Depot Building and along Front Street
- North of Yakima Avenue along North 2nd Street
- Within the existing City parking lot between 2nd and 3rd Streets and north of Chestnut Avenue

Open Space Sites

Opportunities for creating downtown open space was identified at the following locations:

- South of Yakima Avenue between N. 3rd Street and Front Street as an organizing public gathering space oriented to the Capitol Theater, and Orion Cinemas
- North of the Seasons event space as a focus for arts and entertainment uses north of The Mall

Arts Triangle

The Arts Triangle was identified as a concept for integrating Yakima's art and public institutions including the The Seasons, The Capitol Theater, and the Library, through streetscape improvements--possibly an arts loop

Traffic Calming

Yakima Avenue and 1st Street were identified as streets with traffic needing traffic calming measures.

New Signal

A new signal at Yakima Ave and 9th Street was suggested to create a safe crossing

Streetscape Improvements

Key downtown streets were identified as having opportunities for creating a more walkable downtown, enhancing the shopping experience and greater utilization of the Naches "Boulevard". Suggested street improvements were identified for:

- A Street from the Front Avenue Historic District to Naches Street
- Naches Street was identified as an underutilized downtown amenity
- A downtown loop along Front Avenue, A Street, 3rd Street and Chestnut Street

Corridor Enhancements

Visual enhancements and redevelopment along the east end of Yakima Avenue, anchored by the Convention Center and hotels, was identified as an area needing to improve the visitor experience

Opportunity Sites

Multiple sites were identified as opportunities for redevelopment. Development suggestions included:

- An emerging do it Yourself (DIY) movement is taking shape in Downtown. Yakima Space Maker is looking at a potential site along Spruce Street
- Track 29 and the Front St Historic District
- South of Chestnut between 1st and 2nd Streets
- 2nd St and Yakima Avenue
- A Street between 1st and 2nd
- 4th Street north of The Mall

Design Constraints

Design constraints included elements that negatively influence the perception of downtown and significant impact the pedestrian environment and include:

- The Mall
- The County Jail
- 1st Avenue and Yakima Avenue
- The YMCA

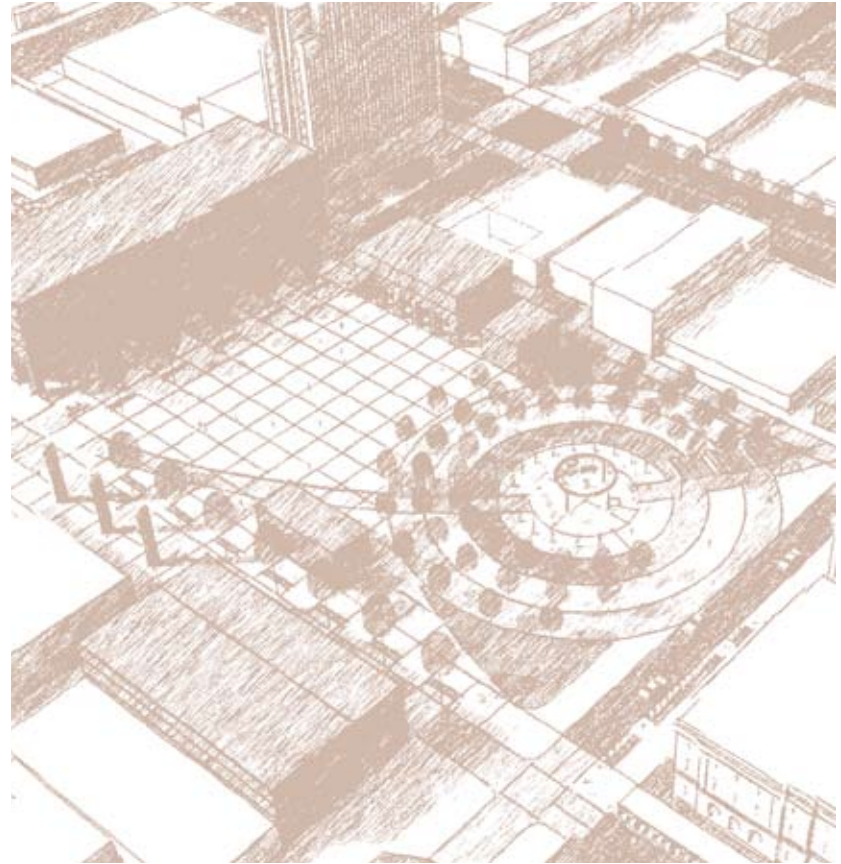
Expand Study Area

Limits of the study area were mentioned and recommendations for expanding the study area include:

- 1 St avenue North
- Extend into the residential neighborhood to the south

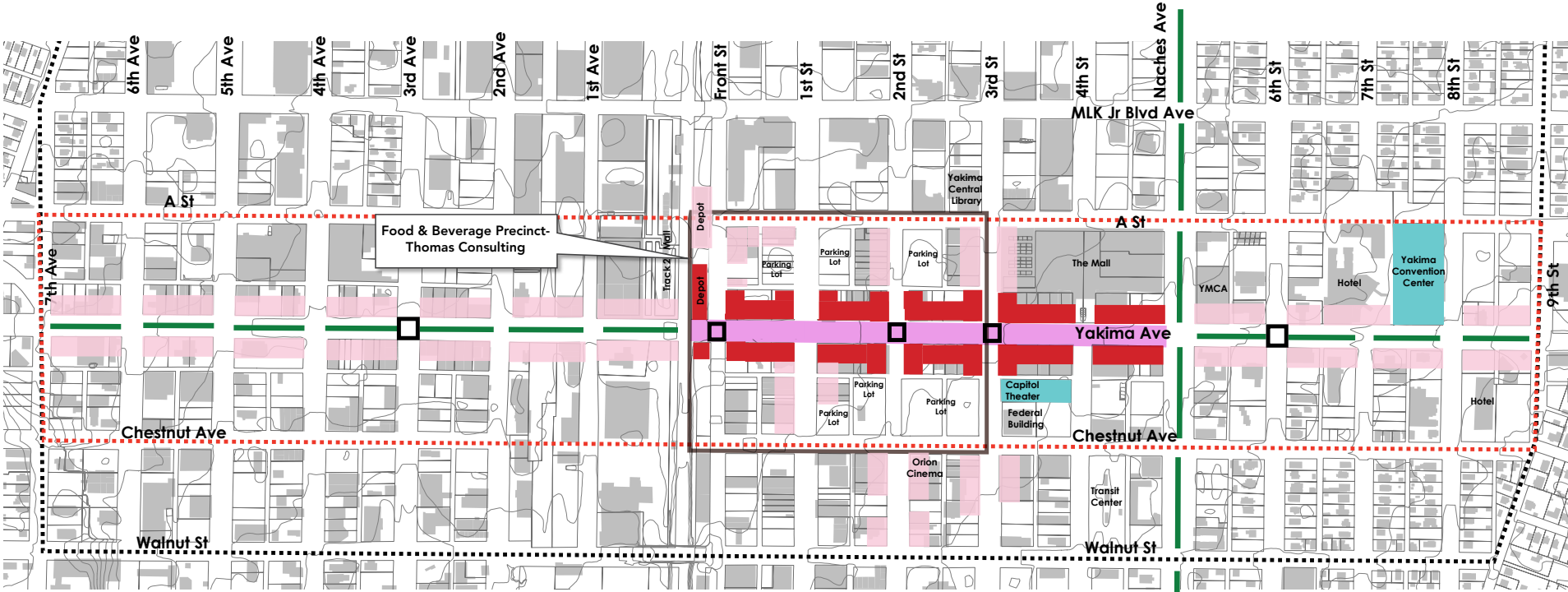
Trolley Route

Potential trolley routes were identified along Yakima Avenue and A Street



DESIGNING

DISCUSSION DRAFT DOWNTOWN CONCEPTS (1-5)



- LEGEND
- Ground-Floor Retail
 - Ground-Floor Commercial
 - Shopper Friendly Street Improvements
 - Landscaped Median
 - Pedestrian Enhanced Intersection

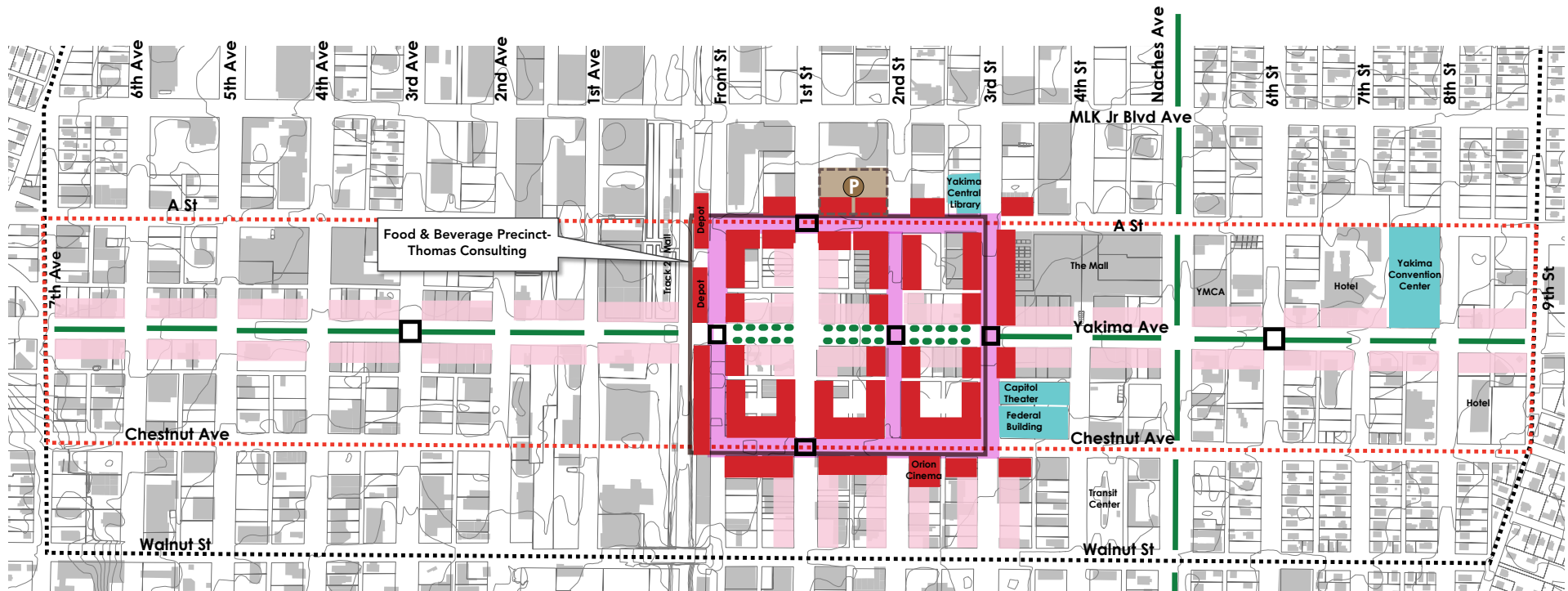
DRAFT CONCEPT- OPTION 1 DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - April 17, 2013



DRAFT CONCEPT- OPTION 2 DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - April 17, 2013

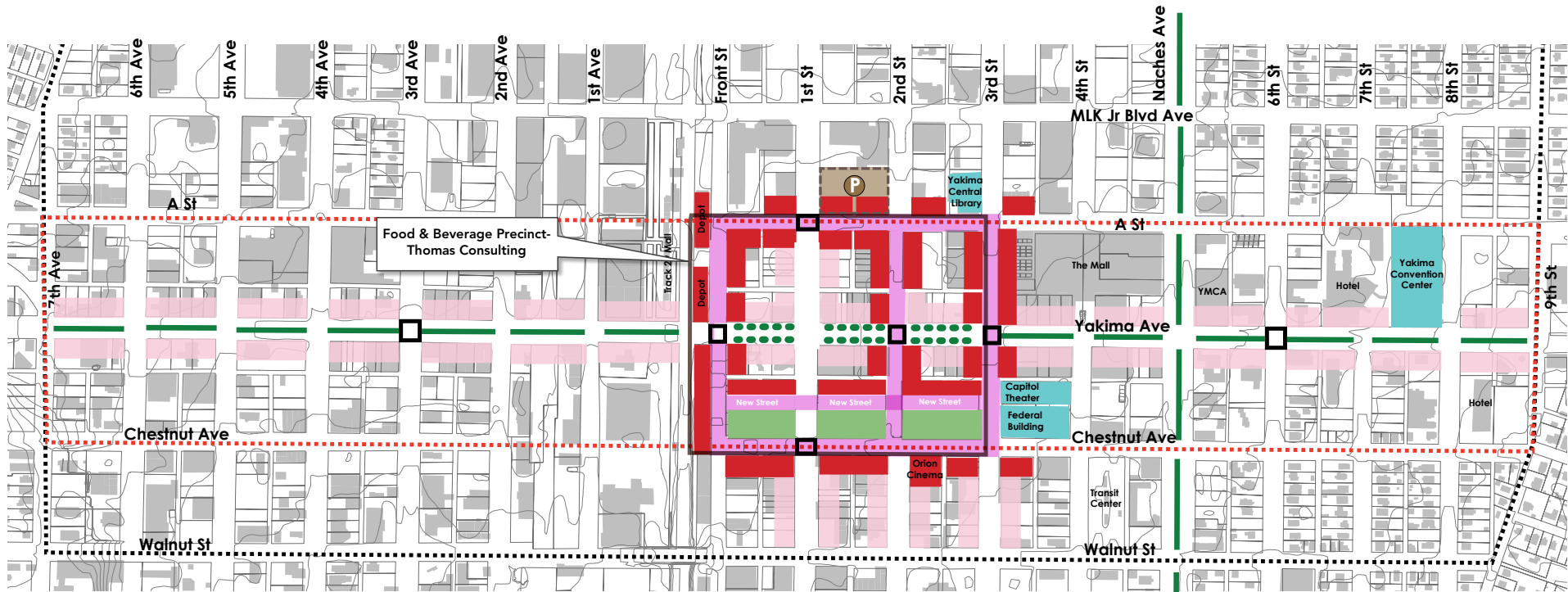


Food & Beverage Precinct-
Thomas Consulting

- LEGEND
- Ground-Floor Retail
 - Ground-Floor Commercial
 - Shopper Friendly Street Improvements
 - Landscaped Median
 - Promenade
 - Pedestrian Enhanced Intersection
 - P Retail Parking Structure

DRAFT CONCEPT- OPTION 3 DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - April 17, 2013

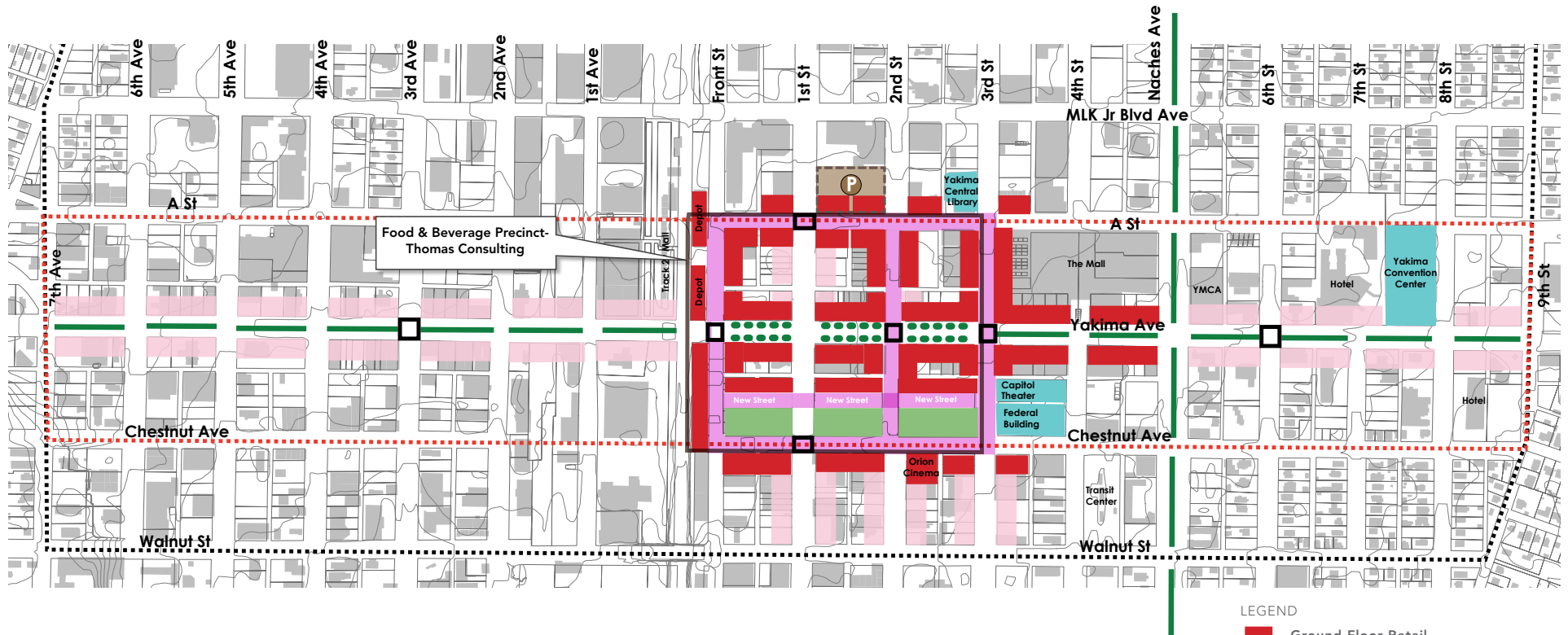


Food & Beverage Precinct-
Thomas Consulting

- LEGEND
- Ground-Floor Retail
 - Ground-Floor Commercial
 - Shopper Friendly Street Improvements
 - Landscaped Median
 - Promenade
 - Park Block
 - Pedestrian Enhanced Intersection
 - P Retail Parking Structure

DRAFT CONCEPT- OPTION 4 DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - April 17, 2013



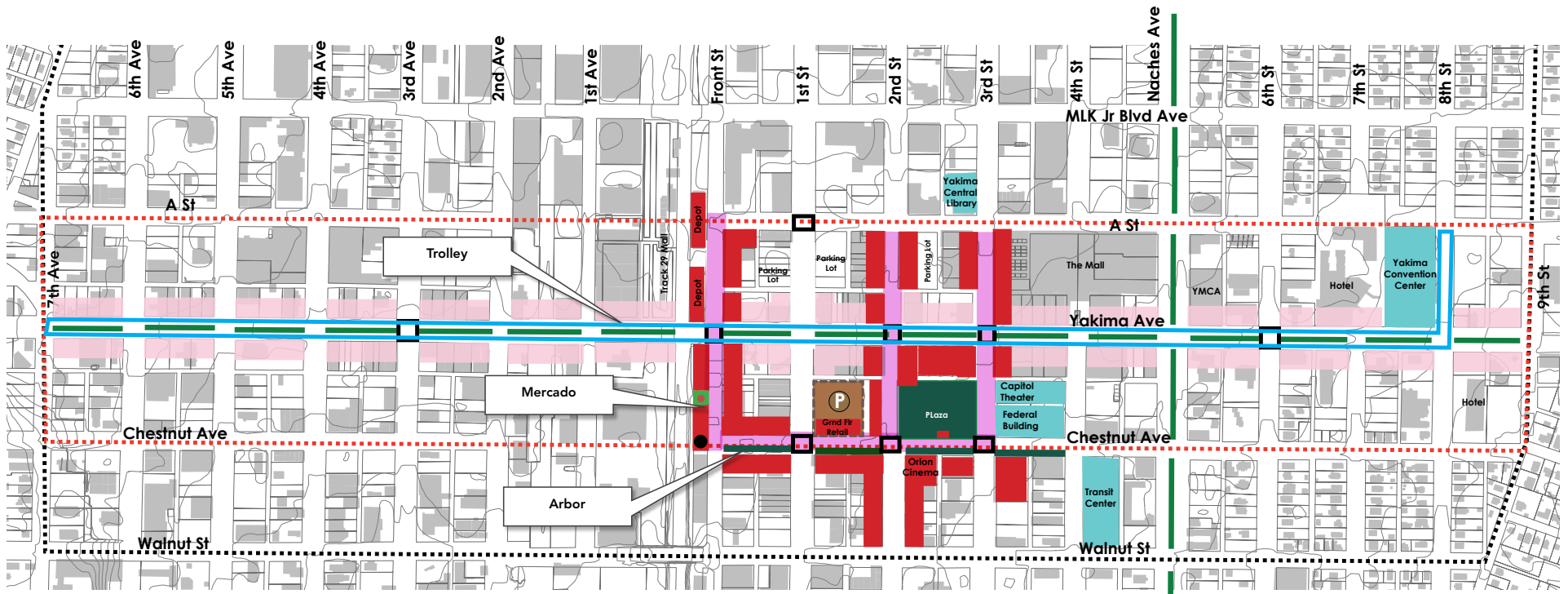
Food & Beverage Precinct-
Thomas Consulting

- LEGEND
- Ground-Floor Retail
 - Ground-Floor Commercial
 - Shopper Friendly Street Improvements
 - Landscaped Median
 - Promenade
 - Park Block
 - Pedestrian Enhanced Intersection
 - P Retail Parking Structure

DRAFT CONCEPT- OPTION 5 DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - April 17, 2013

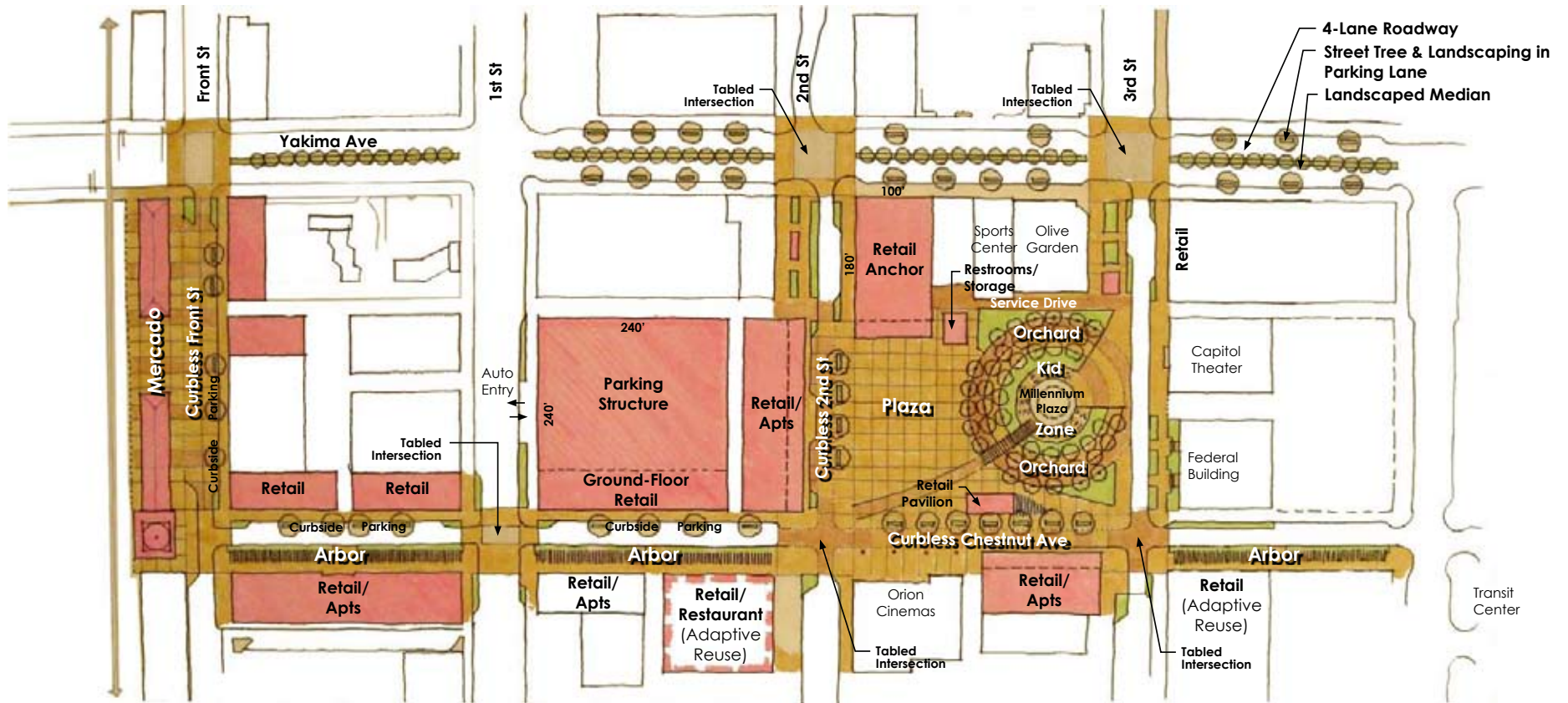
DISCUSSION DRAFT CONCEPT (PREFERRED)



- LEGEND
- Ground-Floor Retail
 - Ground-Floor Commercial
 - Shopper Friendly Street Improvements
 - Landscaped Median
 - Arbor
 - Plaza
 - Pedestrian Enhanced Intersection
 - P Retail Parking Structure

DRAFT CONCEPT DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - 06-07- 2013



DRAFT ILLUSTRATIVE PLAZA AND RETAIL CONCEPT
DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - 06-07- 2013



DRAFT ILLUSTRATIVE PLAZA AND RETAIL CONCEPT (VIEW LOOKING NORTHWEST)
DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - 06-07- 2013



DRAFT ILLUSTRATIVE PLAZA AND RETAIL CONCEPT (VIEW LOOKING NORTHEAST)
DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - 06-07- 2013



DRAFT ILLUSTRATIVE PLAZA AND RETAIL CONCEPT (LOOKING SOUTHWEST)
DOWNTOWN YAKIMA MASTER PLAN

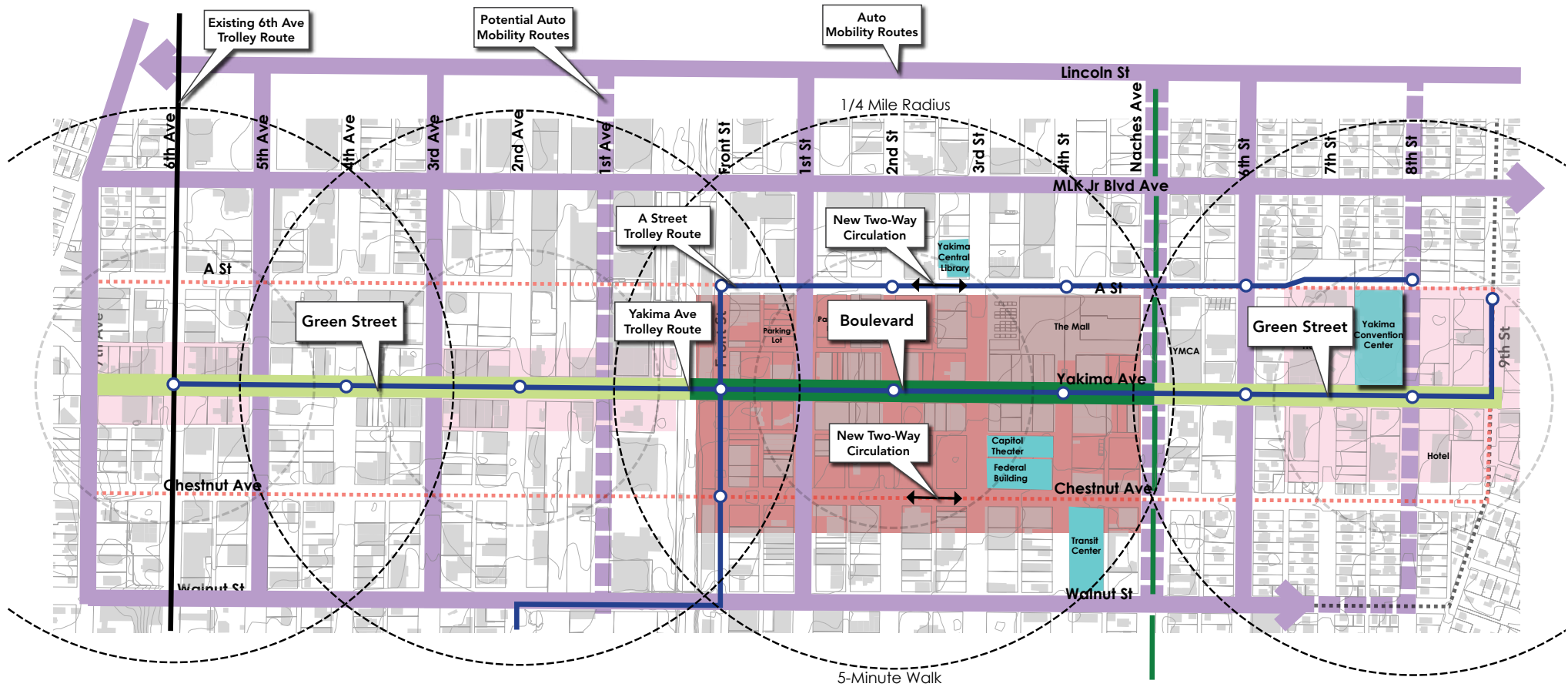
Crandall Arambula - 06-07- 2013



DRAFT ILLUSTRATIVE PLAZA AND RETAIL CONCEPT (VIEW LOOKING WEST)
DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - 06-07- 2013

DISCUSSION DRAFT CIRCULATION CONCEPTS



DRAFT CIRCULATION FRAMEWORK DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - 06-12-2013



DRAFT CIRCULATION FRAMEWORK - TYPICAL SECTIONS
DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - 06-12-2013



EXISTING
(5-LANE)



EXISTING
(5-LANE)



PROPOSED
(3-LANE)

YAKIMA AVE GREEN STREET 3-LANE CONCEPT



PROPOSED
(4-LANE)

YAKIMA AVE GREEN STREET 4-LANE CONCEPT

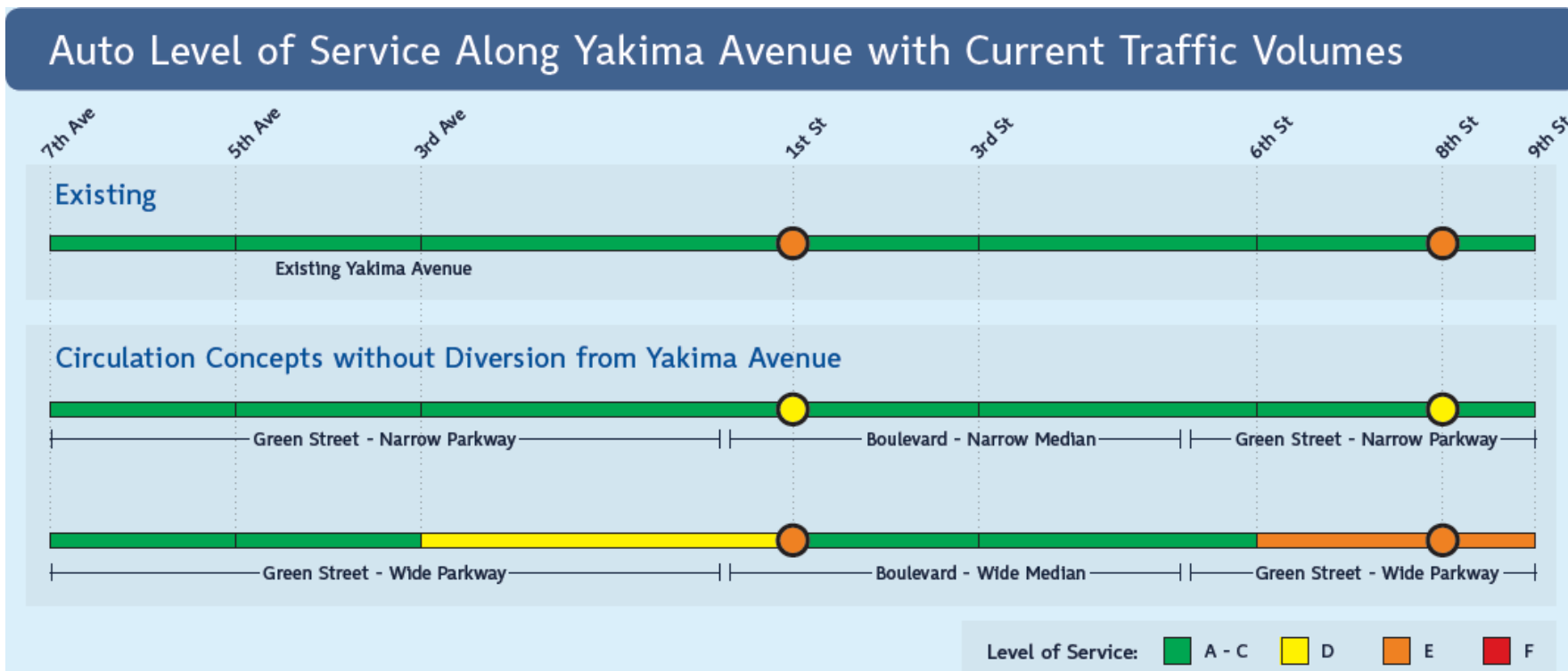
DRAFT CIRCULATION FRAMEWORK - TYPICAL SECTIONS DOWNTOWN YAKIMA MASTER PLAN

Crandall Arambula - 06-12-2013

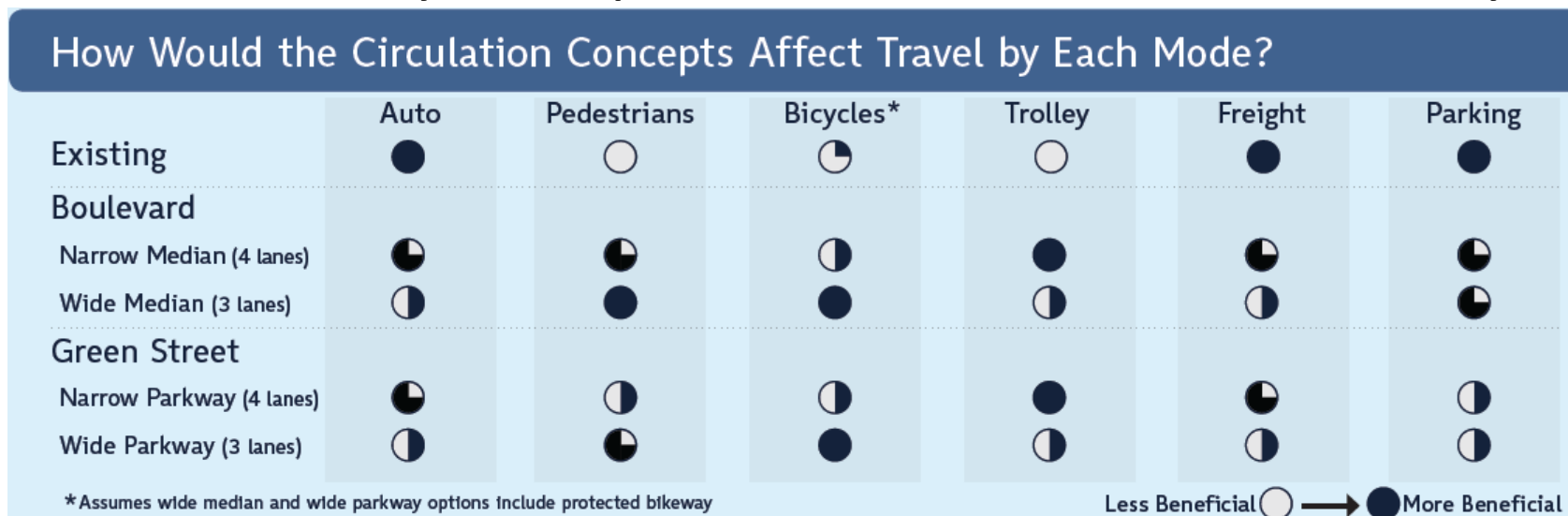
DRAFT CONCEPT TRAFFIC EVALUATION SUMMARY

Yakima Avenue: Preliminary Transportation Assessment Summary

- Corridor level of service may understate impacts since there are frequent signals
- Level of service was evaluated at two intersections for a more conservative assessment.
- The wide parkway and wide median options would be over capacity with the current levels of traffic along Yakima Avenue
- The narrow median and narrow parkway options may offer limited benefit because left turning vehicles would block the inside lane and signal operations would be less efficient.



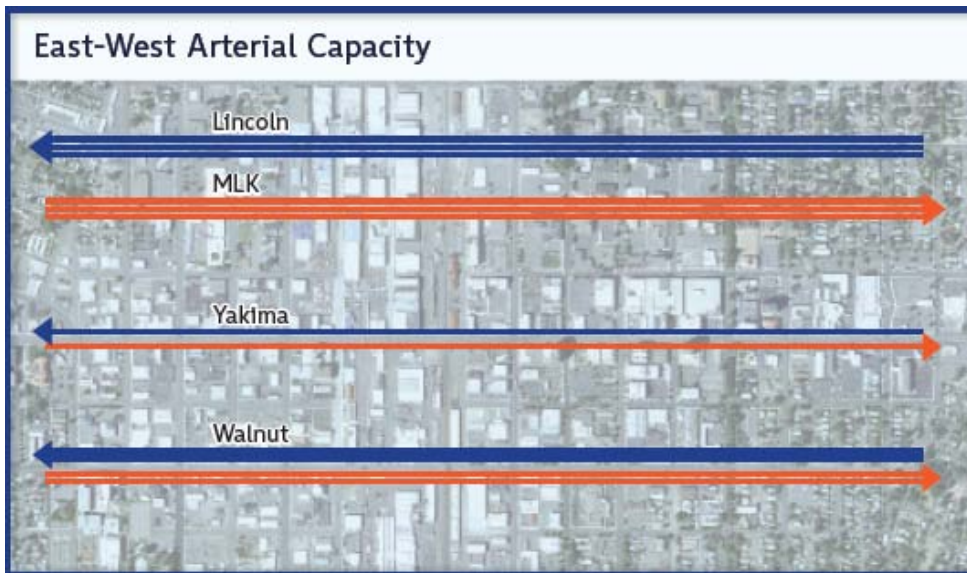
Yakima Avenue: Preliminary Transportation Assessment Summary



- Pedestrians would benefit from more separation from the roadway, slower speeds, and shorter crossing distances.
- The wide median and wide parkway could allow a protected bikeway. Without the protected bikeway, they may not offer as much benefit due to limited width to share with vehicles.
- The trolley would experience more delays under the wide median and wide parkway with a single lane of through traffic. Conversely, the trolley would cause delays to vehicle traffic.
- Large trucks could maneuver more easily with the narrow median and narrow parkway.
- Some on-street parking stalls would be lost under all of the alternatives. However, a recent parking survey indicated ample parking is available downtown.

Yakima Avenue: Preliminary Transportation Assessment Summary

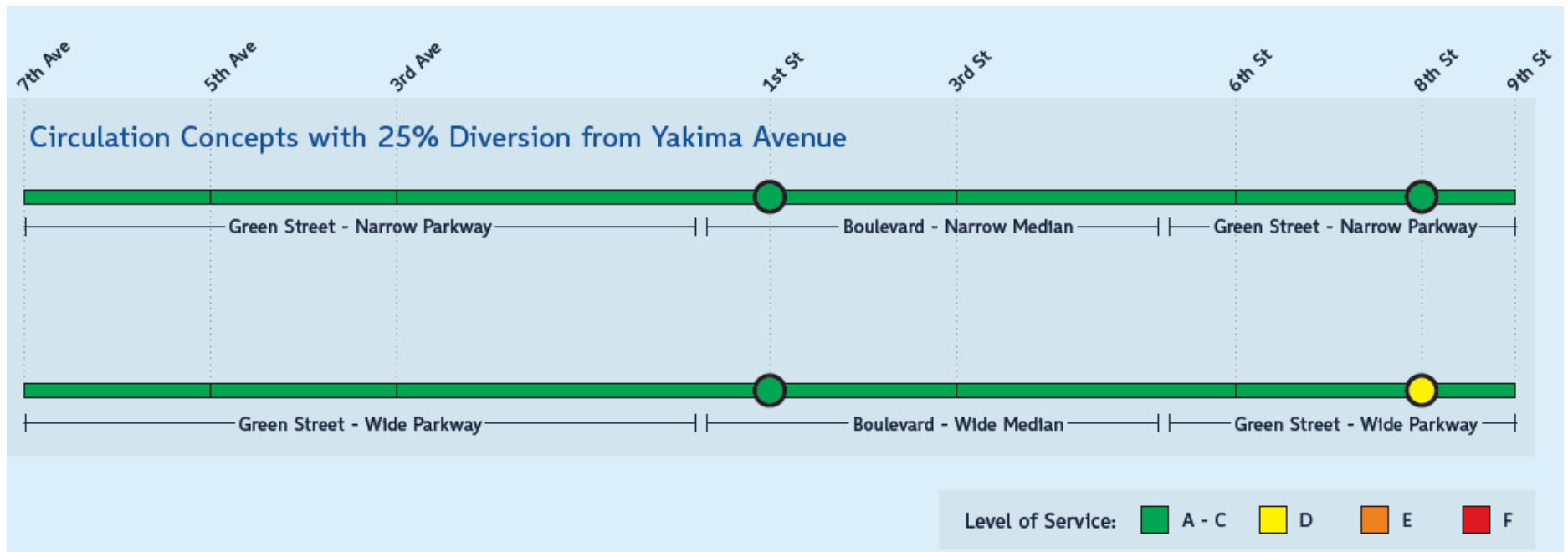
How Much Cross-Town Traffic Would Need to Divert to Alternate Routes To Avoid Congestion on Yakima Avenue?



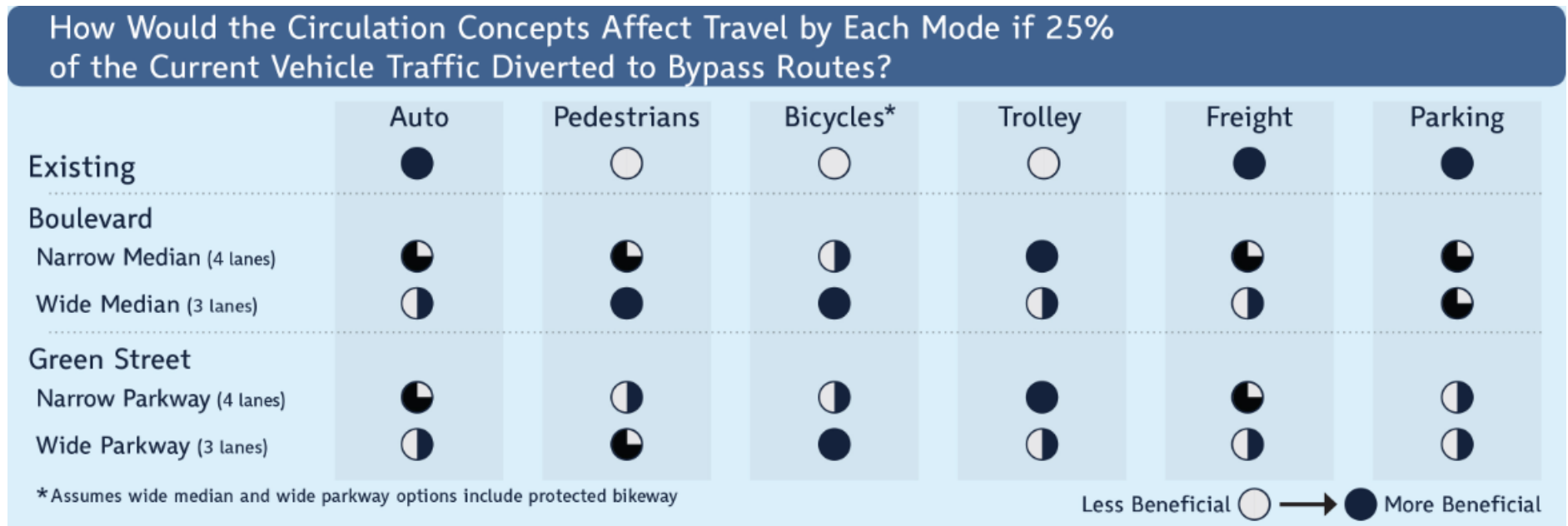
- Across Lincoln, MLK, Yakima, and Walnut, there are a total of six through lanes in each direction (assuming the wide median/parkway option). This provides a total hourly capacity of 9,600 vehicles.
- Current traffic volumes across these four arterials total 61,700 vehicles per day or about 5,400 vehicles during the PM peak hour.
- The four arterials could carry roughly 75% more traffic than they carry today, indicating ample capacity into the future.
- If the City can encourage 25% of the current Yakima Avenue traffic to divert to bypass routes, Yakima Avenue would operate acceptably under either circulation option.

Yakima Avenue **With Diversion:** Preliminary Transportation Assessment Summary

- Corridor and intersection LOS were re-evaluated with volumes reduced by 25%
- Corridor level of service would be LOS C or better
- Intersection level of service would be LOS C or better for the narrow median/narrow parkway option and LOS D or better for the wide median/wide parkway option
- Even with reduced volumes, the narrow median/narrow parkway options may offer limited benefit because left turning vehicles would block the inside lane and signal operations would be less efficient.



Yakima Avenue **With Diversion:** Preliminary Transportation Assessment Summary

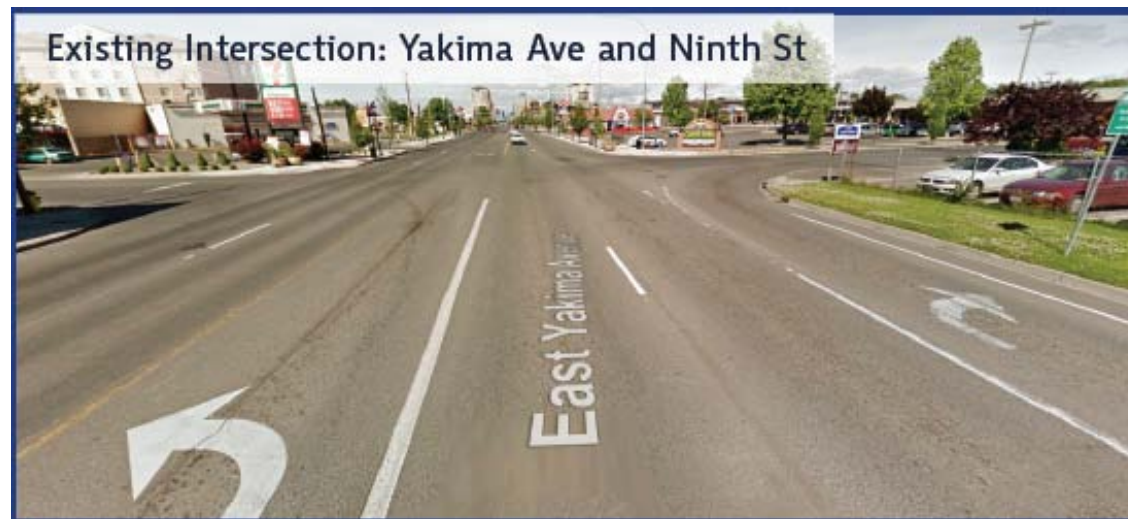


- The general relationships between the alternatives would remain the same as shown with the current traffic volumes.
- Reduced traffic volumes would result in improved operations for all modes of travel.
- Parking effects would be the same regardless of traffic volume

Yakima Avenue: Preliminary Transportation Assessment Summary

How Can We Encourage Cross-Town Traffic to Use the Underpasses on Lincoln Ave and Martin Luther King Jr. Blvd?

- Current traffic volumes along Yakima Avenue range from 16,500 to 21,400 vehicles per day
- Three lane roadways are generally recommended only for facilities with less than 18,000 vehicles per day
- Yakima Avenue already has a “drop” lane at Ninth Street that allows for free right turns as shown below.
- Other possible routes to Lincoln and MLK include Eighth Street, Naches Street and First Avenue



Yakima Avenue: Preliminary Transportation Assessment Summary

- Wayfinding is a critical component of encouraging cross-town traffic to use Lincoln and MLK
- Sample signs are show below. They should be implemented at both ends of Downtown to reduce traffic on Yakima Avenue in both directions.
- They could also be implemented at intermediate locations along Yakima Avenue, such as First Avenue and Naches Avenue.



Yakima Avenue: Preliminary Transportation Assessment Summary

- A roundabout would signal to drivers that they are at a decision point. This would be reinforced by the transition to a green street west of Ninth Street.
- A channelized right turn at Eighth Street or Ninth Street could also be considered.
- A trap lane could be implemented eastbound on Summitview Ave or westbound on Yakima Ave.



DRAFT CONCEPT TRAFFIC EVALUATION MEMO

MEMORANDUM

Date: September 9, 2013
To: Jason Graf, Crandall Arambula
From: Ariel Davis and Kendra Breiland, Fehr & Peers
Subject: **Yakima Downtown Master Plan – Traffic Review Findings**

SE13-0293

This memorandum includes the findings from our technical review of the two circulation concepts proposed for Downtown Yakima. There are two “road diet” options under consideration for Yakima Avenue: reducing the existing five-lane roadway to either four or three lanes. Within each option, there are two distinct cross-sections: a boulevard option which would be in place in the downtown core between Front Street and Naches Street and a parkway option outside of the core on Yakima Avenue (Seventh Avenue to Front Street and Naches Street to Ninth Street). The table below summarizes the characteristics of each roadway concept.

TABLE 1. CIRCULATION CONCEPTS

Circulation Concept	Boulevard (Front Street to Naches Street)	Parkway (Seventh Avenue to Front Street and Naches Street to Ninth Street)
Four-Lane Roadway	Two lanes in each direction with a narrow median	Two lanes in each direction with a narrow parkway on either side of the street
Three-Lane Roadway	One lane in each direction with a wide landscaped median and turn pockets at key intersections	One lane in each direction with a continuous center turn lane and wide parkways on either side of the street

This memo summarizes the effects of narrowing Yakima Avenue from its current five-lane cross-section to either four or three lanes. In particular, vehicle congestion is addressed as well as ways to encourage through traffic to use parallel routes. The memo also outlines the potential benefits of the proposed options, which include creating a more hospitable environment for pedestrians and bicycles.

FINDINGS

Roadway System

Both options are designed to create a more balanced transportation environment by narrowing the portion of right-of-way devoted to vehicle travel and converting that area to enhanced landscaping and pedestrian and bicycle facilities. We began with an assessment of auto operations to determine if the proposals were feasible. The City of Yakima periodically counts the average daily traffic (ADT) on local roadways. The Yakima Urban Area Transportation Plan Update 2025 uses street segment volume-to-capacity (v/c) ratios to quantify roadway level of service (LOS). The analysis time period is the PM peak hour, which is the busiest hour of travel within the City. The Plan suggests an hourly capacity of 1,000 vehicles per lane. The City defines LOS using the thresholds shown in Table 2, and sets its LOS standard at D, which equates to a v/c ratio of 0.89 or less. For example, a two-lane street can carry no more than 1,780 vehicles per hour to achieve the City's LOS standard.

TABLE 2. STREET SEGMENT LEVEL OF SERVICE THRESHOLDS

Level of Service	Volume-to-Capacity Ratio (v/c)
A	Less than 0.60
B	0.60 to 0.69
C	0.70 to 0.79
D	0.80 to 0.89
E	0.90 to 1.0
F	Greater than 1.0

Source: Yakima Urban Area Transportation Plan Update 2025.

This methodology was applied to the two proposals—while the volumes were held constant, the capacities were decreased to account for the loss of vehicle travel lanes. Table 3 and Figure 1 summarize the results. The existing roadway functions at LOS A throughout the corridor. Reducing the capacity by one lane (i.e. removing the center turn lane) would increase congestion slightly, but would maintain acceptable operations corridorwide. Reducing the capacity by two lanes (i.e. removing one through lane in each direction) would introduce more congestion with

one segment (Yakima Avenue between Sixth and Eighth Streets) falling to LOS E, below the City's standard.

TABLE 3. VOLUME-TO-CAPACITY RATIOS ON STUDY SEGMENTS

Street Segment	PM Peak Hour Volume	Existing	4 Lane	3 Lane
Yakima Avenue from 7th Avenue to 5th Avenue	1,440	A / 0.36	A / 0.48	C / 0.72
Yakima Avenue from 5th Avenue to 3rd Avenue	1,550	A / 0.39	A / 0.52	C / 0.78
Yakima Avenue from 3rd Avenue to 1st Street	1,710	A / 0.43	A / 0.57	D / 0.86
Yakima Avenue from 1st Street to 3rd Street	1,470	A / 0.37	A / 0.49	C / 0.74
Yakima Avenue from 3rd Street to 6th Street	1,520	A / 0.38	A / 0.51	C / 0.76
Yakima Avenue from 6th Street to 8th Street	1,860	A / 0.47	B / 0.62	E / 0.93

Note: PM peak hour volume is calculated by applying the 0.087 factor identified in the Yakima Urban Area Transportation Plan Update 2025 to the ADT counts provided by the City.
 Source: City of Yakima traffic counts and Fehr & Peers, 2013.



Figure 1

This analysis provides a relative indication of operations, but does not capture the full impact of the proposals. Since Yakima Avenue has frequent traffic signals, the volume-to-capacity methodology may overestimate the hourly carrying capacity of Yakima Avenue. For example, although the methodology suggests that the existing roadway operates at LOS A, field

observations indicate that LOS C may be more reflective of actual conditions due to the control delay caused by the signals.

To more accurately estimate the operations under each alternative, we also analyzed intersection level of service at two key intersections using the Synchro software package. The two intersections are Yakima Avenue/First Street in the boulevard section and Yakima Avenue/Eighth Street in the parkway section of the roadway. These results are also shown in Figure 1, as circles at First Street and Eighth Street. As expected, the intersection level results show more congestion than the segment level results.

Under the four-lane option, the study intersections would operate at LOS D and under the three-lane option, the study intersections would operate at LOS E. Although the isolated intersection analysis suggests better operations under the four-lane option, this option would likely offer only limited benefit over the three-lane option since left turning vehicles would block the inside lane. As a result, the majority of the through traffic would likely travel in the outside lane reducing the overall capacity of the roadway. Moreover, the three-lane option would allow the signal to operate with a dedicated left turn phase at key intersections, which would not be possible under the four-lane option since left and through traffic would share the inside lane. Thus, we believe that the two options are fairly similar from a traffic perspective.

Effects on All Modes

In addition to the quantitative vehicle analysis, we assessed how each mode would fare under the alternatives, as shown in Figure 2. Each cross-section is qualitatively rated with a full circle representing the most beneficial and an empty circle representing the least beneficial.

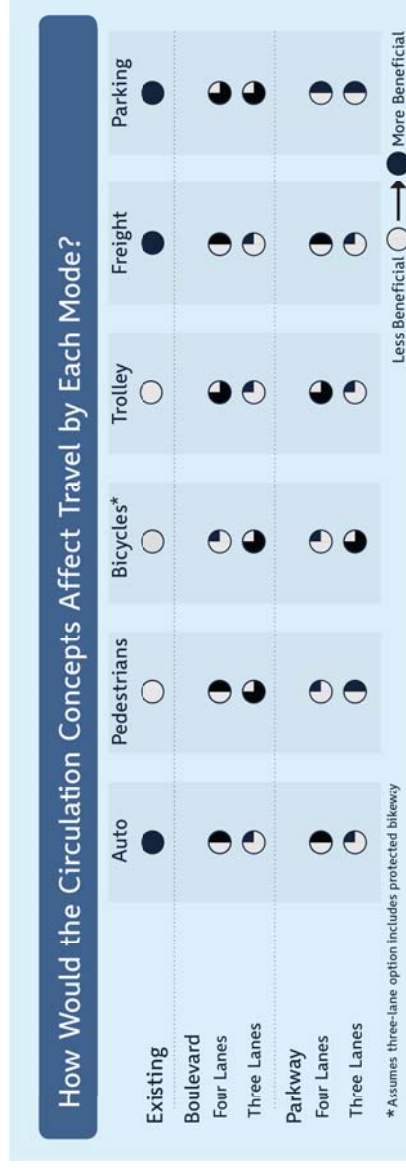


Figure 2

The reasoning behind each rating is summarized below:

- **Auto** – As discussed in the previous section, autos would fare best under the existing scenario where capacity is greatest. The four-lane and three-lane options would result in more congestion for autos due to decreased capacity. Although the four-lane option provides more capacity, it may provide limited benefit due to the inside lane being blocked by left-turning vehicles, in essence causing the outside lane to function as the only through lane.
- **Pedestrians** – Both options would improve the pedestrian environment by creating more separation from the roadway, reducing speeds, and shortening crossing distances. The three-lane option would provide the most benefit.
- **Bicycles** – The three-lane option would allow implementation of a protected bikeway, making it the most beneficial to bicycles. However, without the protected bikeway, the three-lane option would not offer as much benefit as the four-lane option due to the limited width available to share with vehicles.
- **Trolley** – Each option includes a potential trolley track in the outside lanes. The trolley would experience more delays under the three-lane option due to the single lane of through traffic. Conversely, the trolley would also cause more delays to vehicle traffic under the three-lane option. The four-lane option would provide an additional degree of flexibility as the inside lane could be used to pass a stopped trolley.
- **Freight** – Large trucks operate with the fewest constraints under the existing configuration. The four-lane option would provide more flexibility for trucks than the three-lane option, which would be most constrained. If the three-lane option is implemented, care must be taken in final design to ensure trucks are able to maneuver without encroaching on the pedestrian realm.
- **Parking** – Some on-street parking stalls would be lost under both the alternatives. However, a recent parking survey indicated ample supply is available downtown so this is not expected to be problematic.

DIVERSION

As mentioned in the previous section, the current levels of traffic along Yakima Avenue would cause the three-lane option to operate with substantial congestion. However, there are three nearby parallel routes that currently operate under capacity and could provide attractive bypass routes for through traffic. One of the major obstacles to east-west travel through the study area is the BNSF railroad which runs in a north-south orientation just west of Front Street. The City of Yakima has made a significant capital investment to alleviate the problem by constructing underpasses at Lincoln Avenue and Walnut Street. A third underpass on Martin Luther King Jr. Boulevard is currently under construction. Lincoln Avenue and Martin Luther King Jr. Boulevard function as a one-way couplet, and have fewer traffic signals than Yakima Avenue. These characteristics result in efficient traffic operations and short travel times, making the couplet particularly well suited to carry through trips, while Yakima Avenue could serve motorists whose destinations are within Downtown.

Figure 3 shows the four east-west arterials with each arrow representing a travel lane. Across Lincoln Avenue, Martin Luther King Jr. Boulevard, Yakima Avenue, and Walnut Street, there are a total of six through lanes in each direction (assuming the three-lane option is implemented on Yakima Avenue). This provides a total hourly capacity of 9,600 vehicles.¹ PM peak hour traffic volumes across these four arterials currently total about 5,400 vehicles. This indicates that there is not only ample capacity across the east-west roadway system for current traffic levels, but that there is capacity to accommodate future growth as well.

Given that there is adequate capacity systemwide, the next question becomes how much traffic would need to be diverted from Yakima Avenue for the roadway to operate acceptably. Current traffic volumes along Yakima Avenue range from 16,500 to 21,400 vehicles per day. Three lane roadways are generally recommended for facilities with less than 18,000 vehicles per day. If the City can encourage roughly 25 percent of the current Yakima Avenue traffic to divert to bypass routes, Yakima Avenue would operate comfortably below the 18,000 vehicle threshold.

¹ This assumes the more conservative 800 vehicles per hour per lane used by the City before the Yakima Urban Transportation Plan Update 2025.

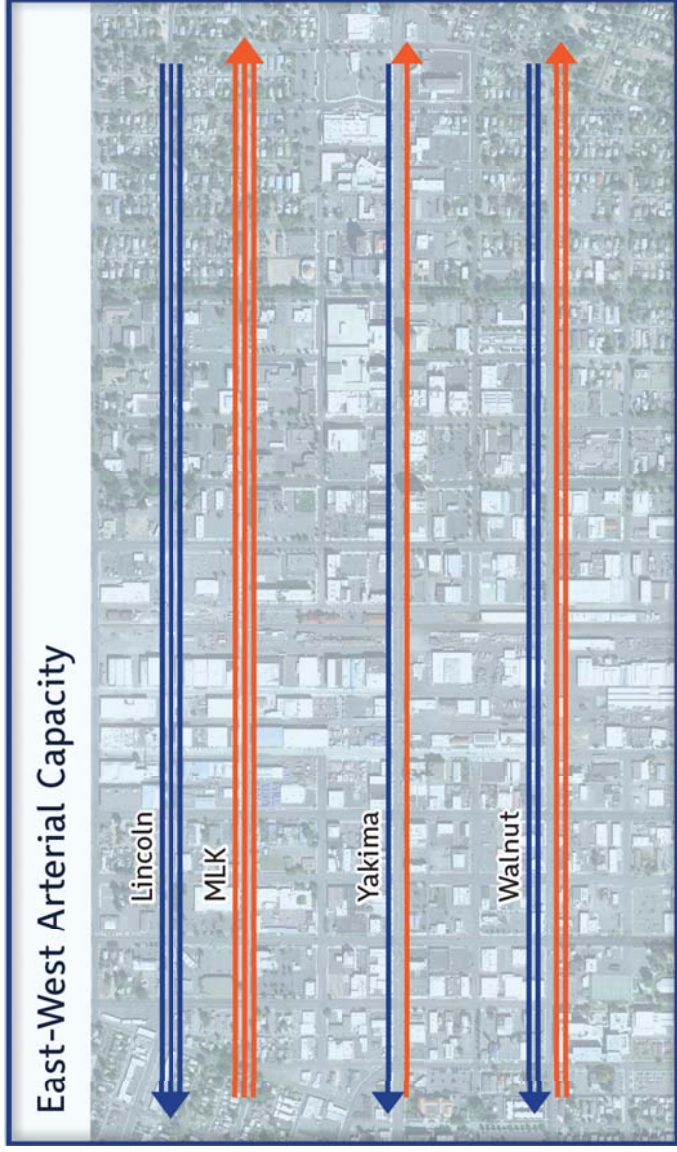


Figure 3

Both segment and intersection level of service analyses were revised to estimate operations with 25 percent of the current volumes diverted to parallel routes. The results are shown in Figure 4. That level of diversion would result in a corridor level of service of C or better for both options. Intersection level of service also suggests acceptable operations under both options. As stated previously, even with the reduced volumes, the four-lane option may offer limited benefit because left-turning vehicles would block the inside lane and a dedicated left turn phase would not be possible.

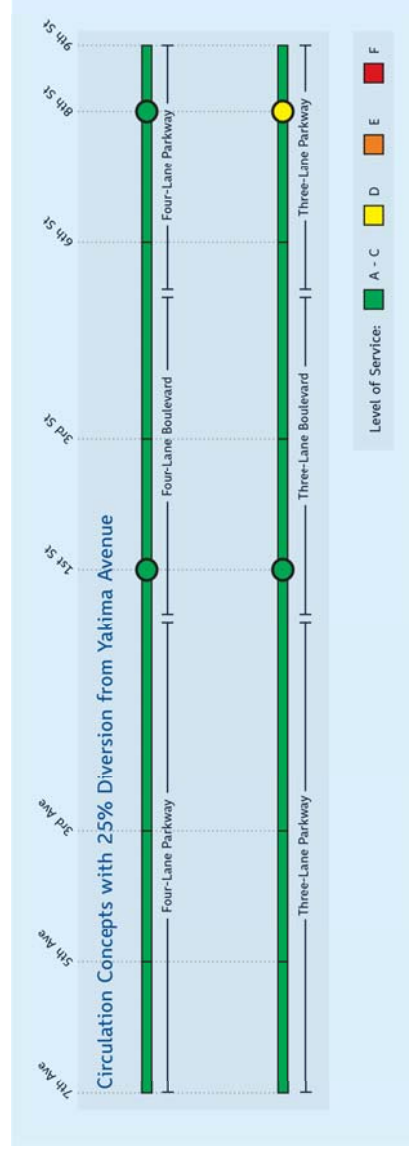


Figure 4

The qualitative assessments of each mode were also updated to reflect conditions along Yakima Avenue with lower traffic volumes, as shown in Figure 5. All of the general relationships between the alternatives would remain the same as shown in Figure 2 with the current traffic volumes, but the diversion would result in improved operations for all modes of travel. Parking effects would be the same regardless of traffic volume.

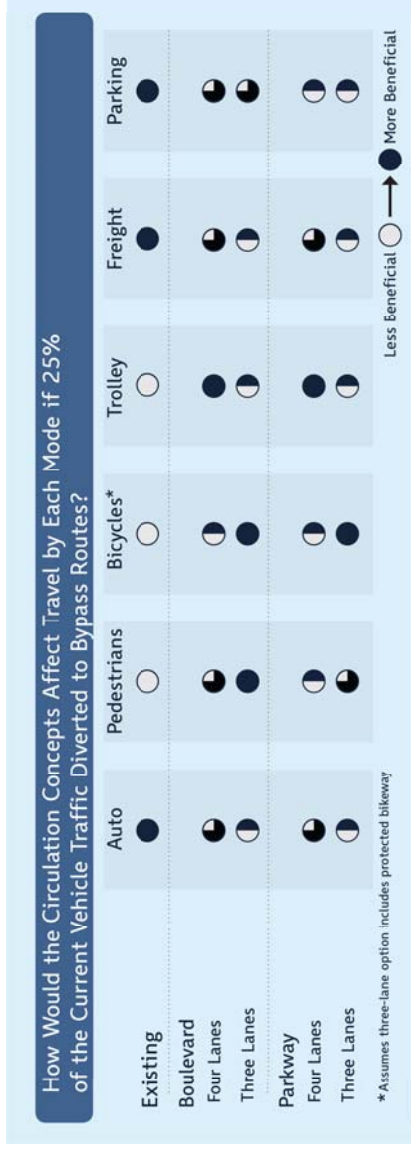


Figure 5

After identifying the 25 percent diversion goal, the project team considered *how* cross-town traffic could be encouraged to use the alternate routes.

DIVERSION STRATEGIES

Encouraging through traffic to divert to alternate routes would likely be achieved through a combination of three factors:

- Yakima Avenue becoming less attractive to through traffic due to reduced capacity
- Capital improvements at key decision points
- Signage and wayfinding at key decision points

Currently, Yakima Avenue is a direct and relatively uncongested route between I-82 and points west. However, if the current volumes continued on the narrowed roadway, increased congestion would cause substantially longer travel times. This loss of convenience would likely result in many motorists deciding to use alternate routes with fewer traffic signals and faster travel times.

As westbound drivers enter the study area, they travel through the Yakima Avenue/Ninth Street intersection. This intersection could function as a key decision point for drivers. The start of the

parkway streetscape would serve as a visual cue that the character of the roadway is changing. Moreover, the City could take advantage of the existing infrastructure which includes a “drop” lane that allows motorists to make a free right turn onto Ninth Street. This intersection could be enhanced by signage and wayfinding directing through traffic to Lincoln Avenue and Downtown traffic to Yakima Avenue. If a more substantial change is deemed necessary, a roundabout could be considered, as shown in Figure 6.



Figure 6

Wayfinding is a critical component of encouraging cross-town traffic to use alternate routes. Sample signs are shown below in Figure 7. They should be implemented at both ends of Downtown to reduce traffic on Yakima Avenue in each direction. Similar to the east end of the study area, wayfinding would be most effective when used in conjunction with convenient and intuitive roadway configurations. For example, a sign on eastbound Summitview Avenue at Pierce Avenue would be most effective if the inside eastbound lane was modified to be a trap lane bound for Pierce Avenue. Signs could also be implemented at intermediate locations along Yakima Avenue such as First Avenue and Naches Avenue.




Figure 7

ONE-WAY TO TWO-WAY CONVERSION

Throughout the course of this project, there has been some discussion of converting A Street and Chestnut Avenue from one-way to two-way operations. One-way streets have both positive and negative characteristics. A one-way street system can require some out of direction travel and be confusing and inconvenient to drivers unfamiliar with the area. However, one-way streets also move traffic more efficiently because conflicting movements are minimized. Given that there are limited funds available for capital investment and that the Downtown Master Plan has prioritized projects along Yakima Avenue, no further study of a one-way to two-way conversion was considered in this project. However, it could be revisited at a later time.


WORKSHOP #2 ALTERNATIVES



Downtown Yakima Master Plan

Public Workshop #2

July 10, 2013



CRANDALL ARAMBULA
Revitalizing America's Cities
Thomas Consultants Inc
Fehr & Peers

Project Goals

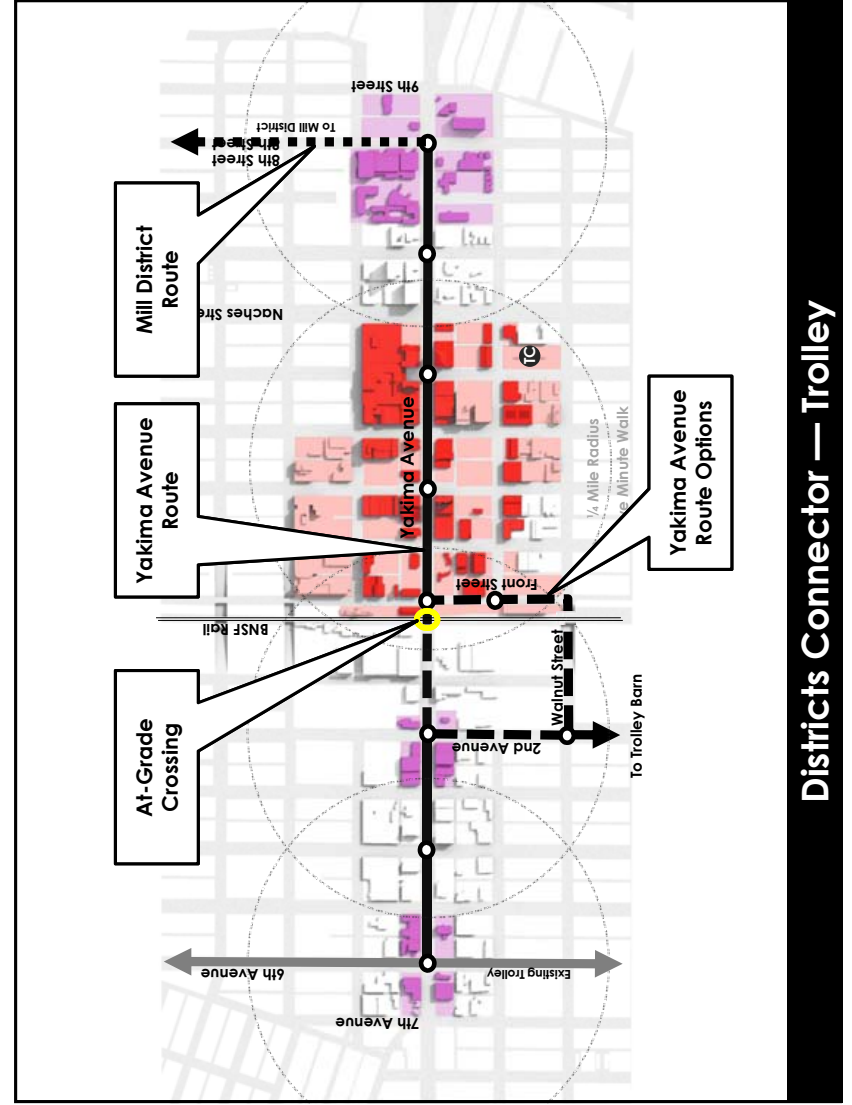
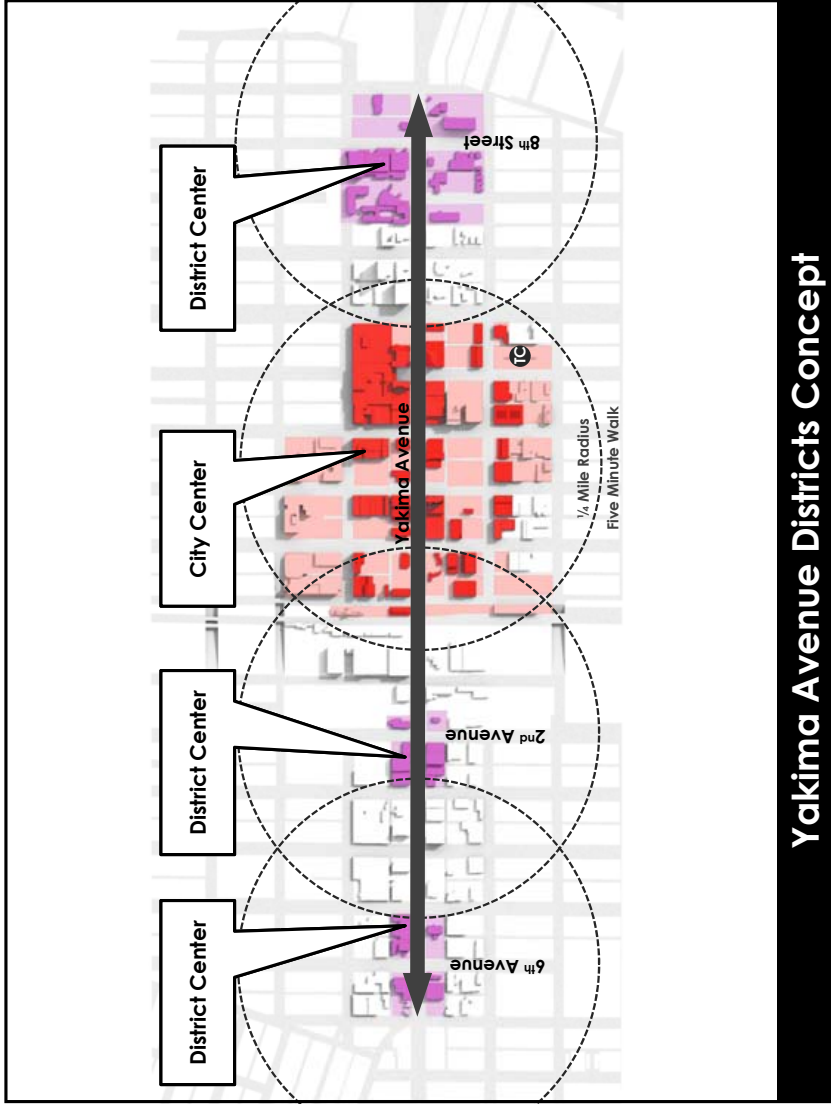
Identified by Stakeholder Meetings and Public Workshop #1

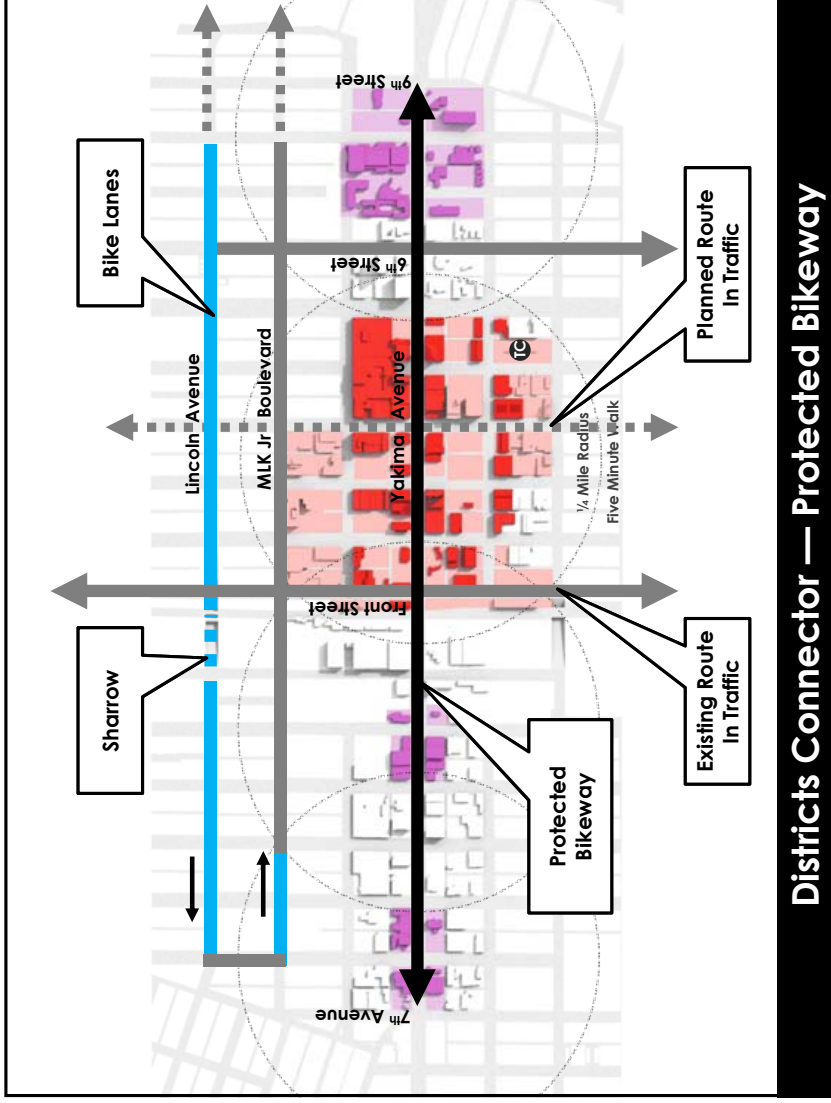
CIRCULATION

- Enhance the Downtown Pedestrian Experience 37
- Make Yakima Avenue a Destination 20
- Create Bike-Friendly Streets 15
- Locate a Downtown Trolley 11

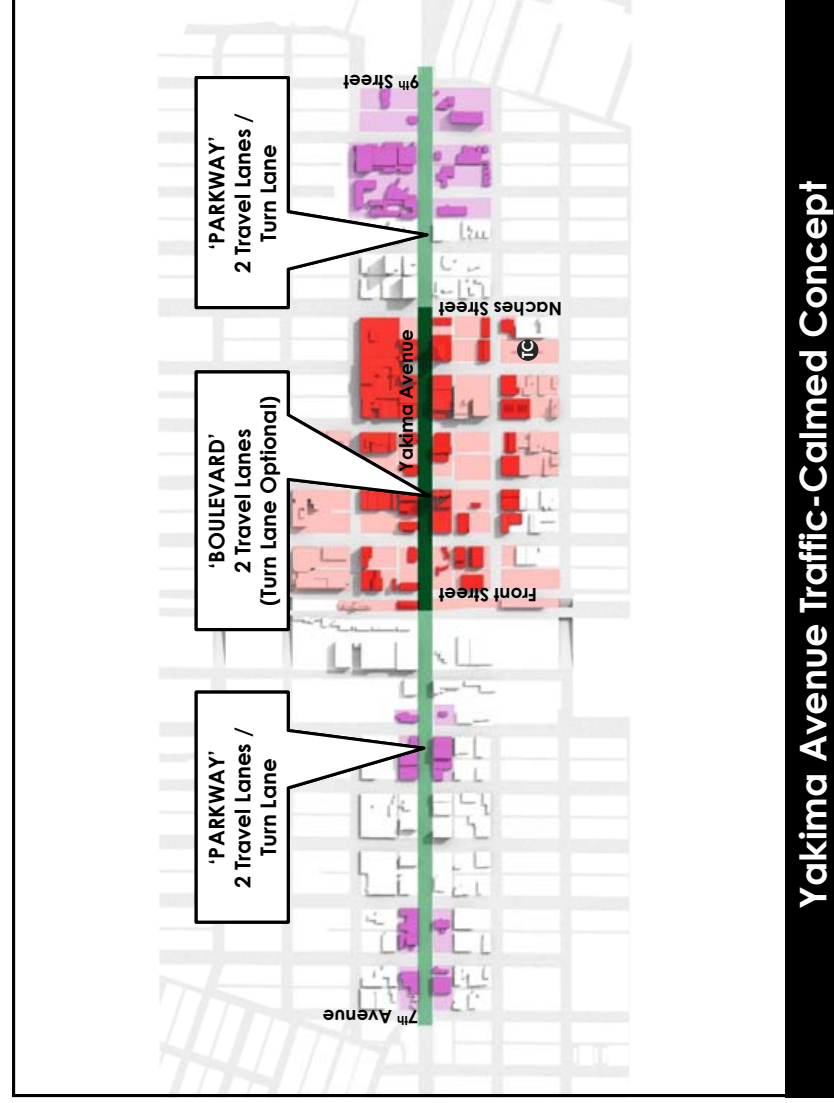
LAND USE

- Downtown is a Shopping & Entertainment Destination (Retail) 47
- Create a Central Gathering Space (Plaza) 33
- Embrace Yakima's Cultural Diversity & Heritage (Mercado) 27
- Encourage Downtown Investment 43
- Ensure Adequate & Convenient Parking 15
- Cultivate Local Retail & Business Development 15
- Improve Downtown Safety 21
- Establish Development Guidelines & Standards 21
- Preserve/Enhance Historic Buildings 10
- Increase Downtown Housing Options 14
- Create a Family-Friendly Downtown 8

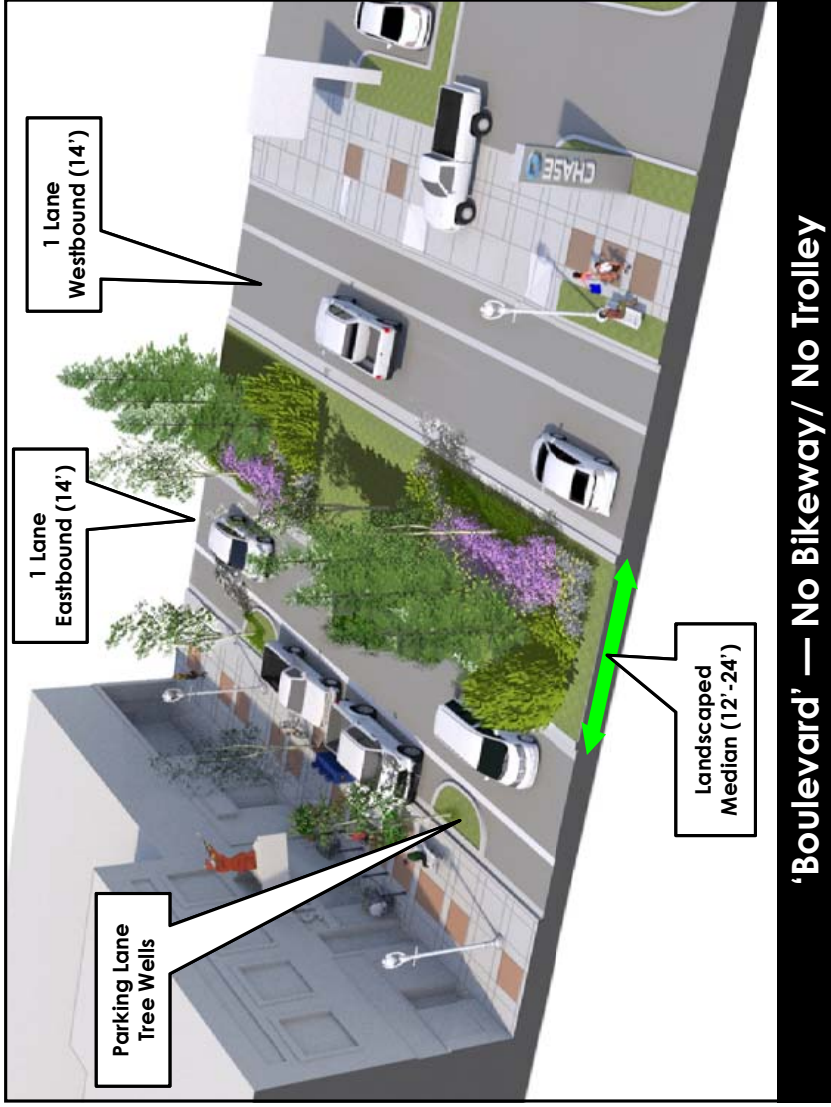


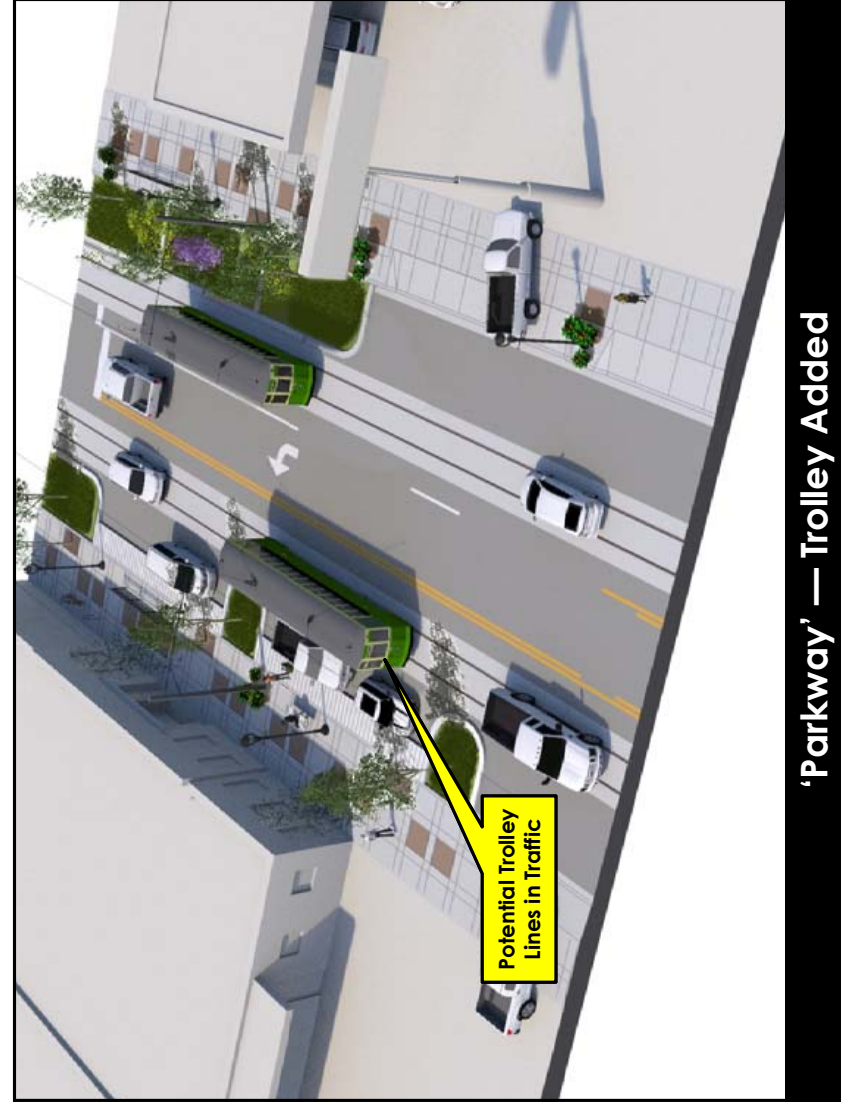
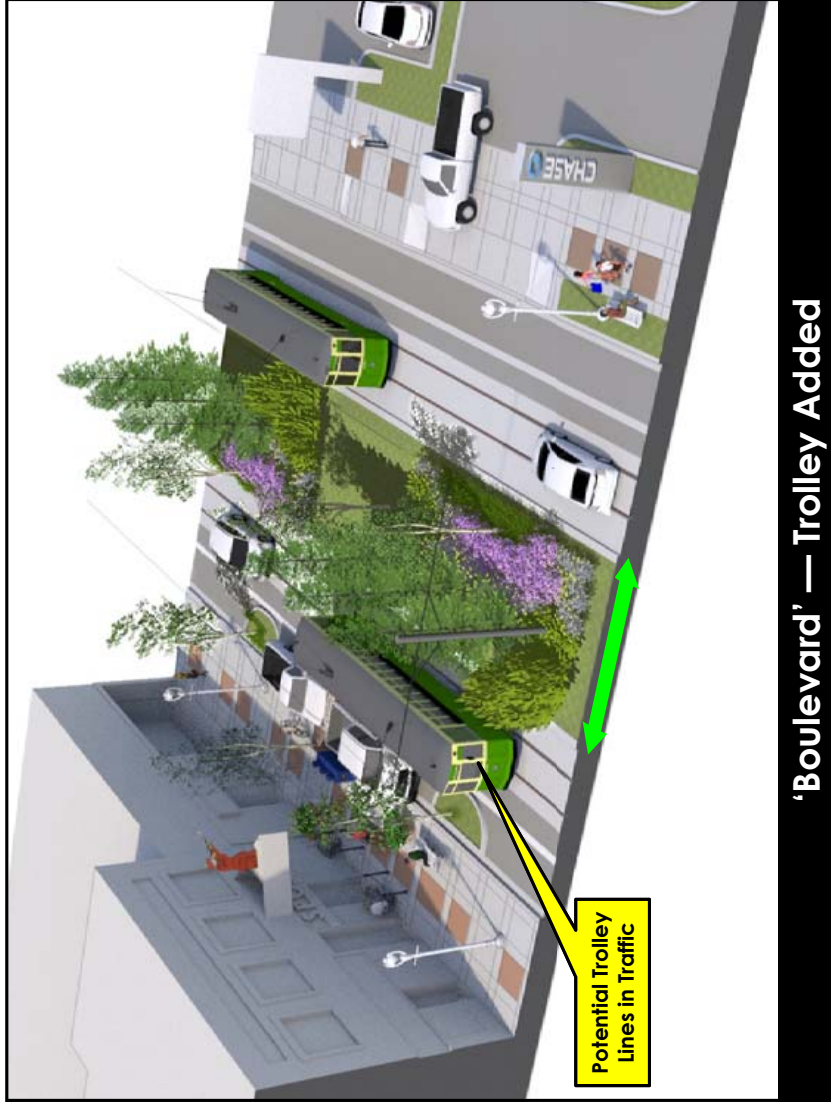


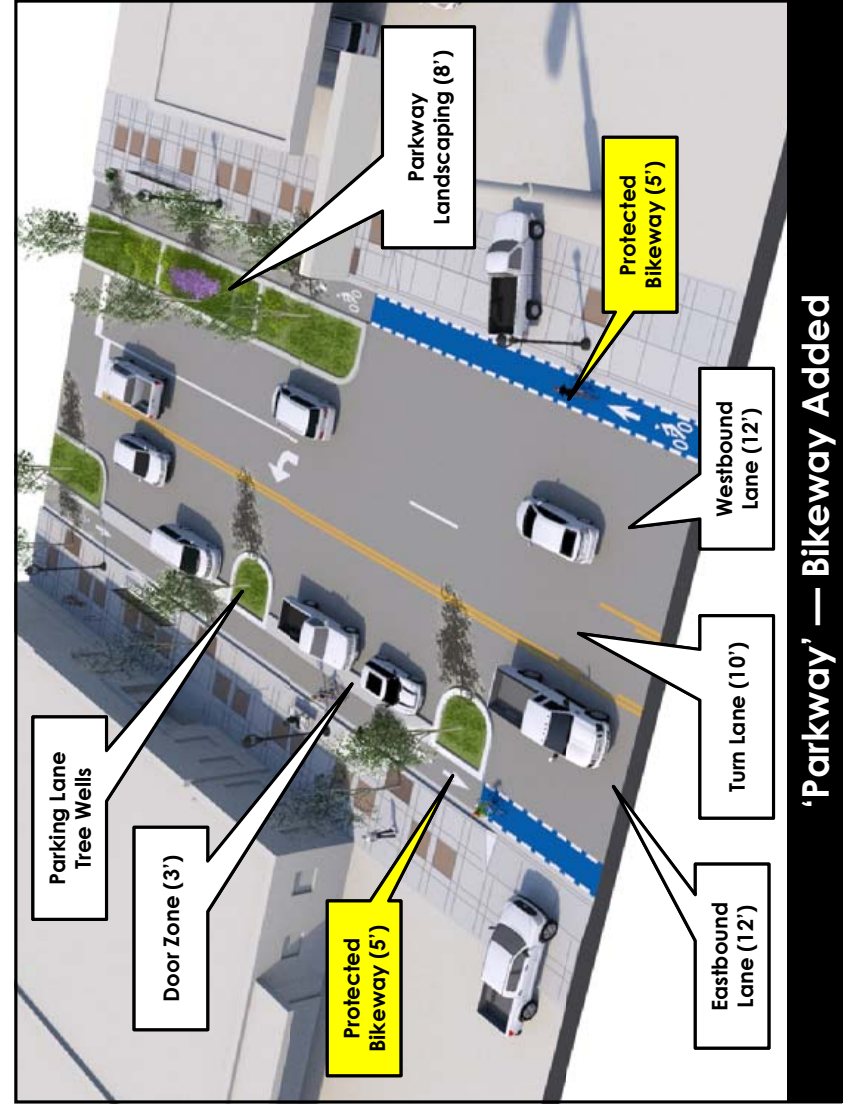
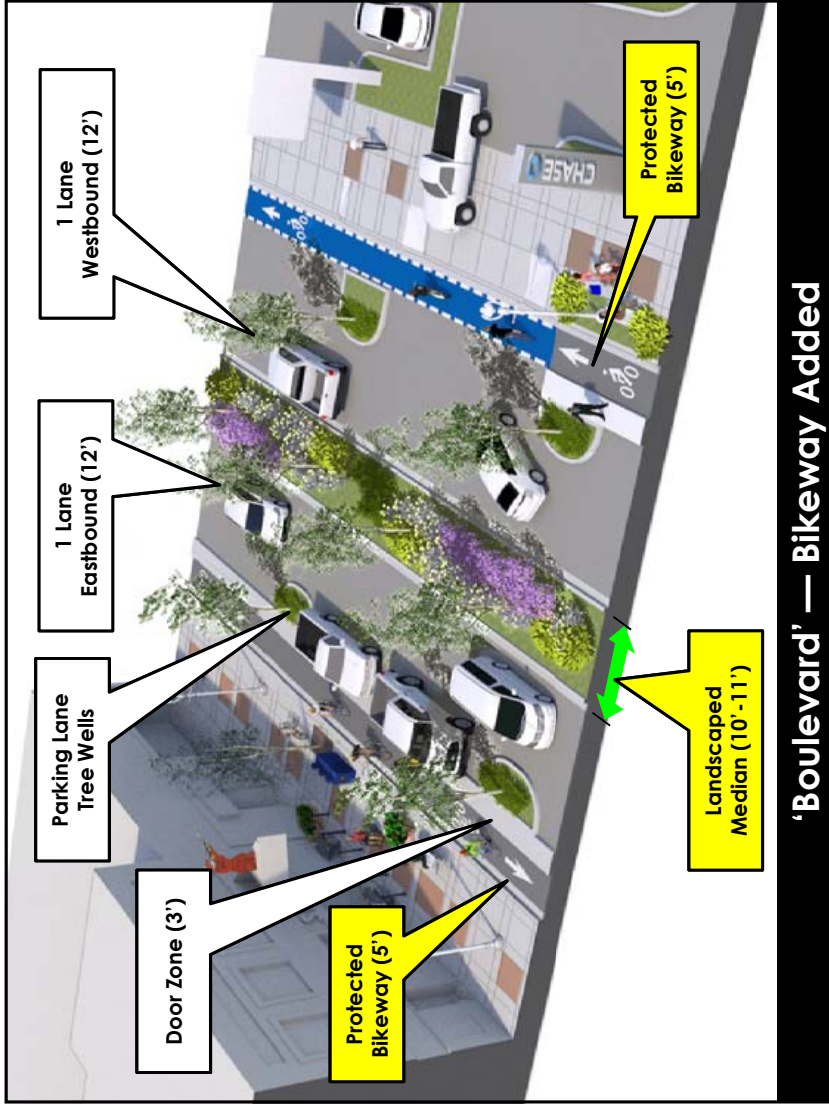
Districts Connector — Protected Bikeway

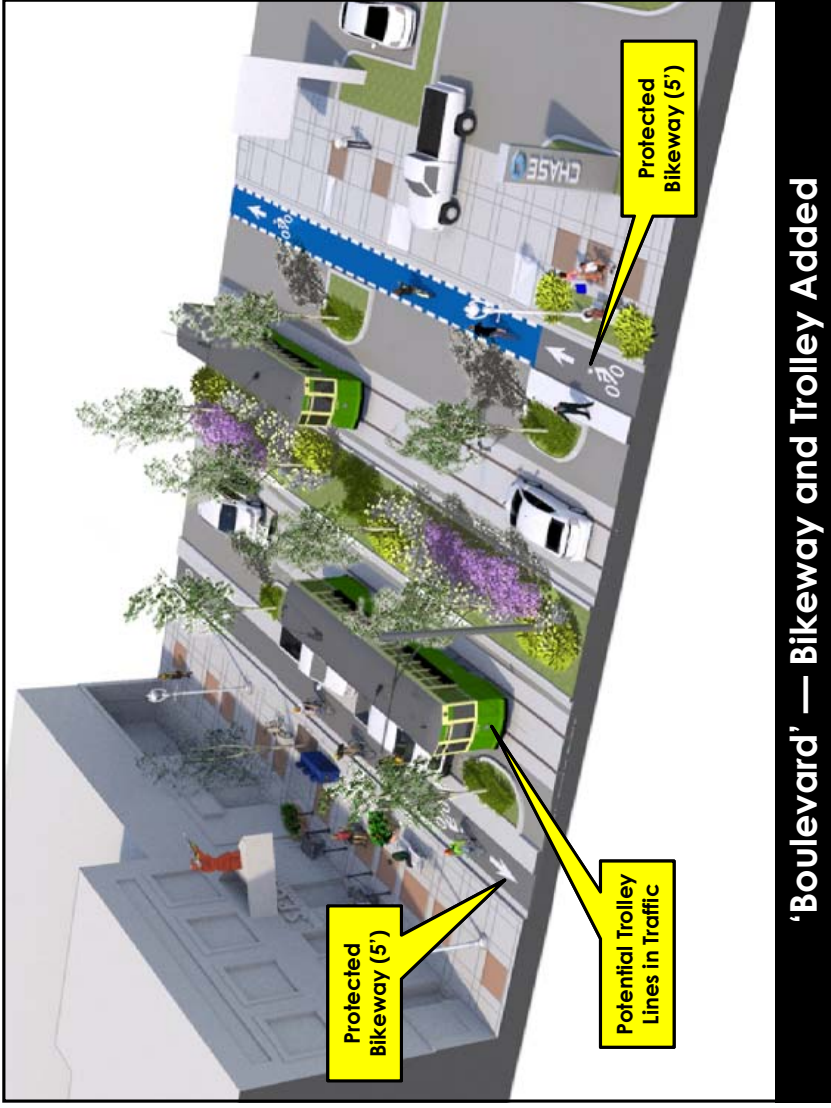


Yakima Avenue Traffic-Calmed Concept

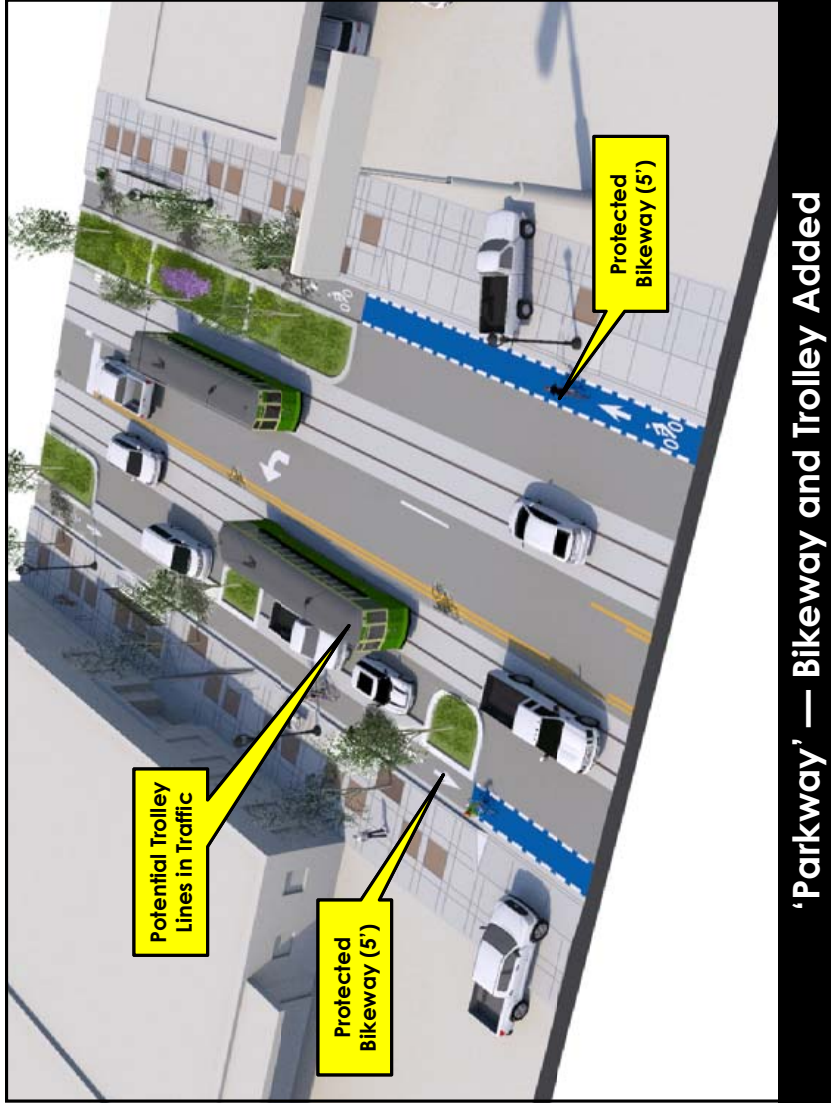




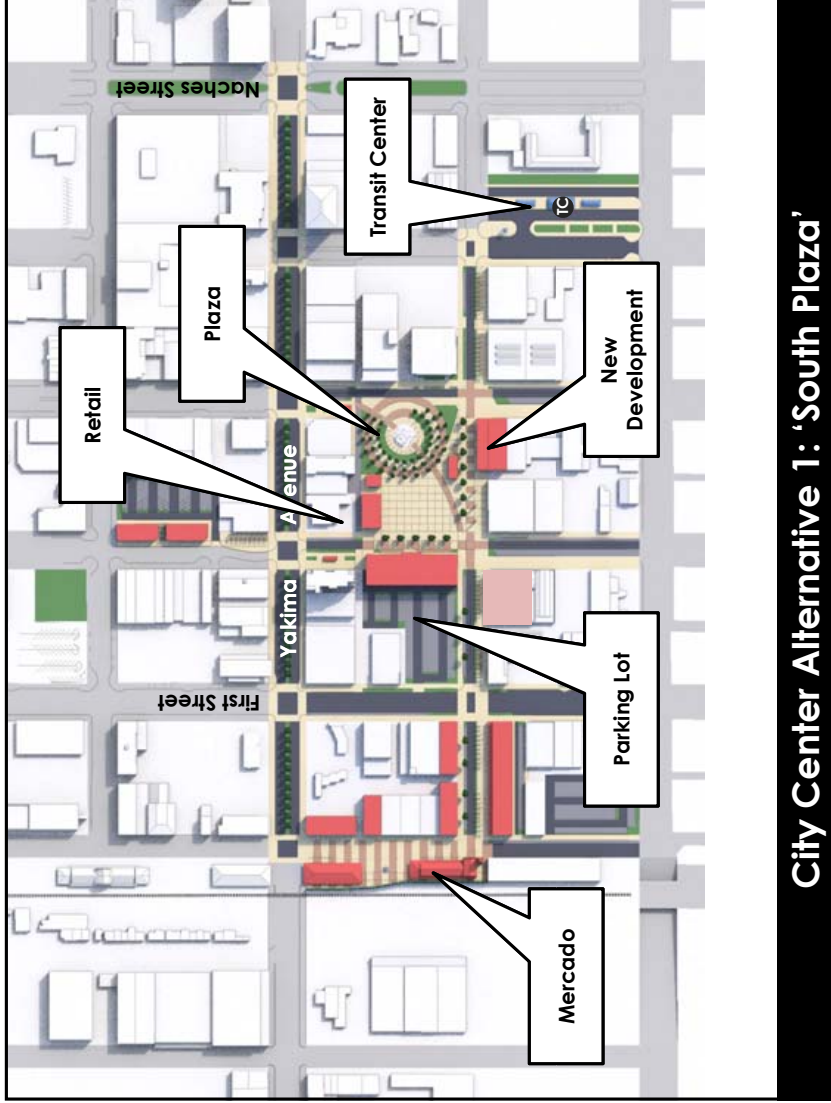




'Boulevard' — Bikeway and Trolley Added



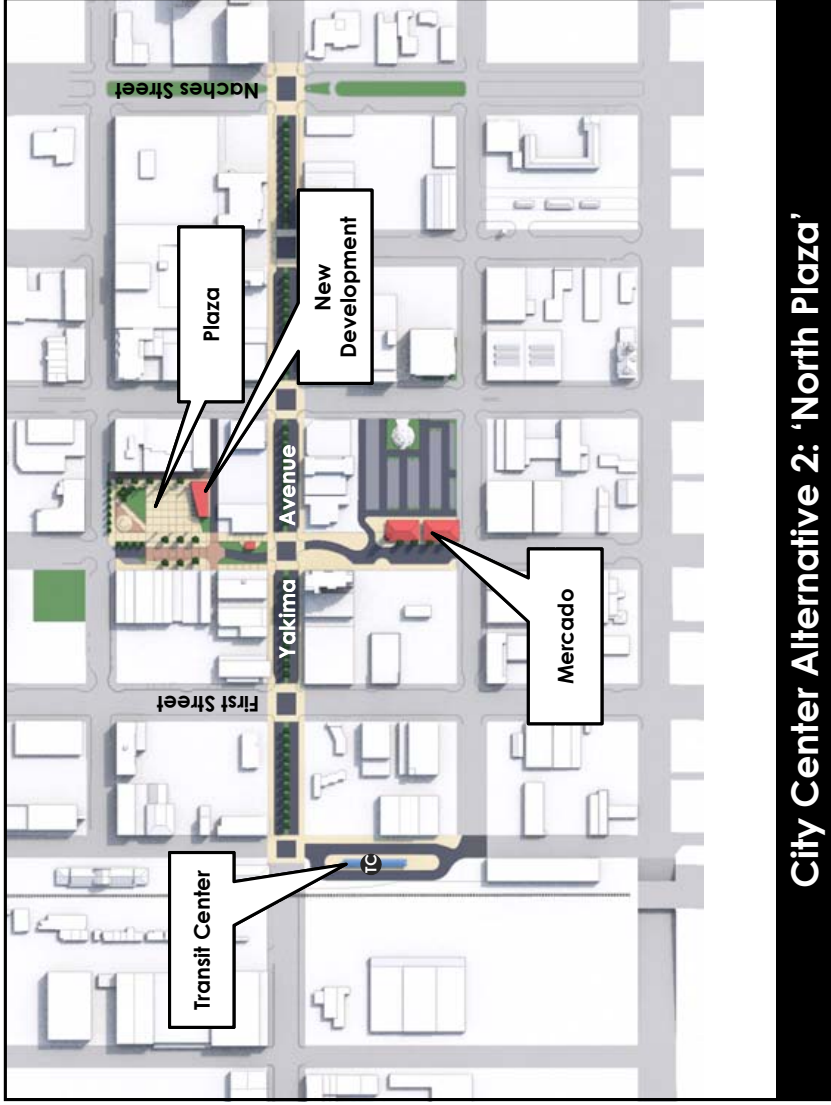
'Parkway' — Bikeway and Trolley Added



Private Investment: \$17.5 Million

Alternative 1 - 'South Plaza'			
Private Investment			
Retail	110,000 SF	\$27.5 MIL	
Office	100,000 SF	\$26.0 MIL	
Housing	115 DU	\$24.0 MIL	
Total			\$77.5 MIL

Alternative 1 'South Plaza' - Investment Potential



City Center Alternative 2: 'North Plaza'

This aerial rendering shows a different view of 'Alternative 2: North Plaza', focusing on the area between First Street and Third Street. A prominent red callout box with white text reads 'Private Investment: \$4.0 Million'. The street names First Street, Yakima Avenue, and Third Street are visible.

Alternative 2 - 'North Plaza'	
Private Investment	
Retail	16,000 SF \$ 4 MIL
<hr/>	
Total	\$ 4 MIL

Alternative 2 'North Plaza' - Investment Potential



Alternative 1: 'South Plaza'

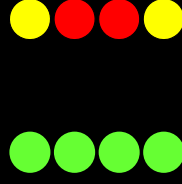
Alternative 2: 'North Plaza'

Evaluation Criteria

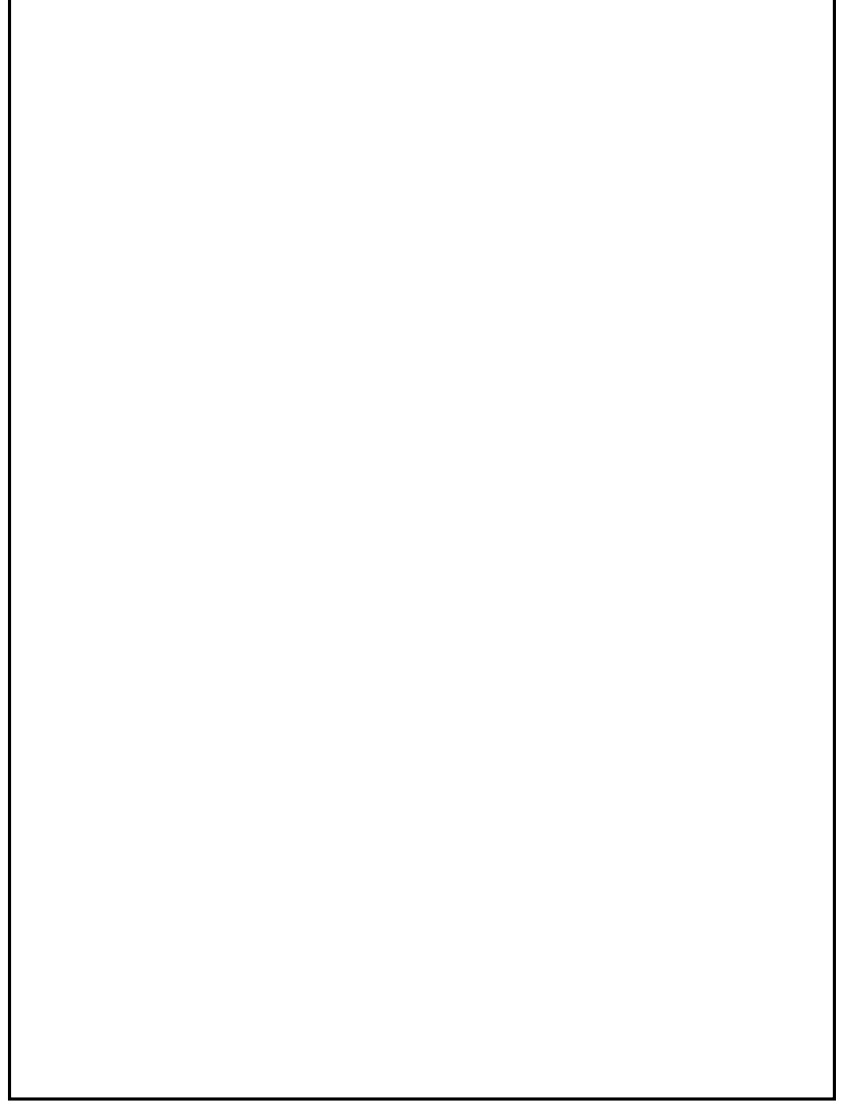


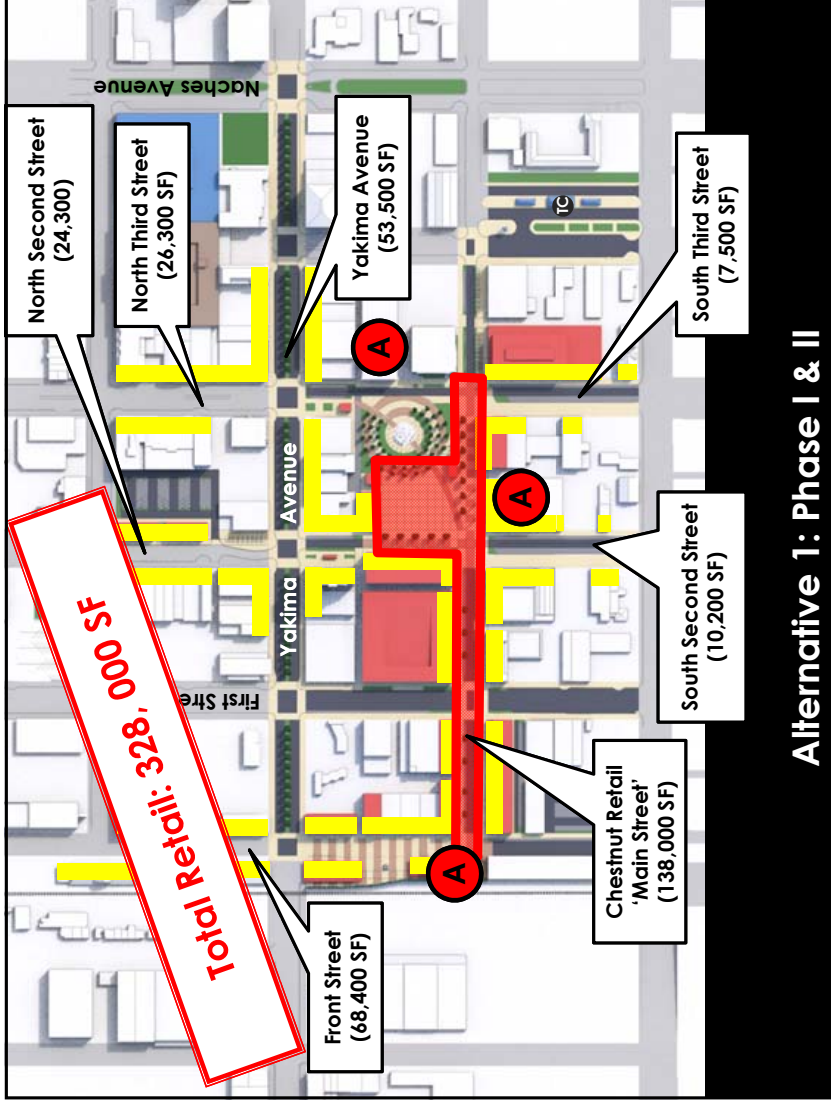
Alt 1 Alt 2

1. Plaza (Economic Stimulus)
2. Retail (Configuration & Expansion)
3. Retail Parking (Retail Adjacent)
4. Public Market (Retail Stimulus)

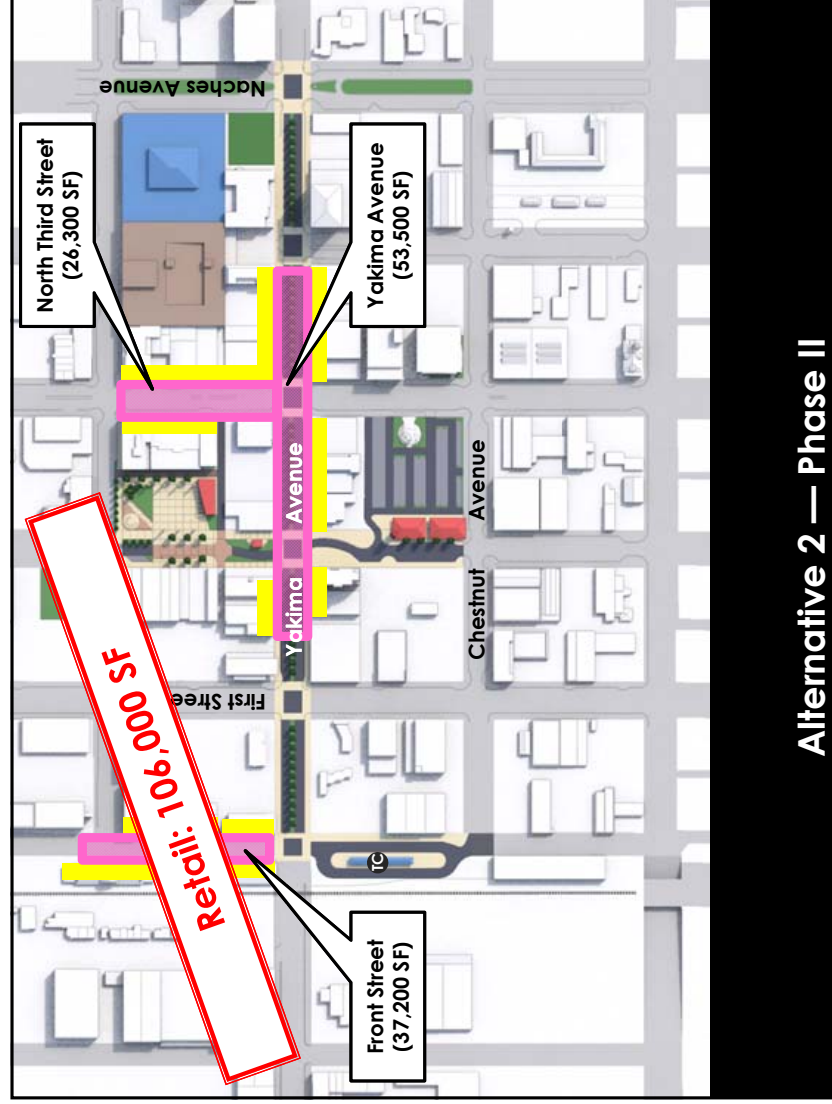


Land Use Assessment Summary

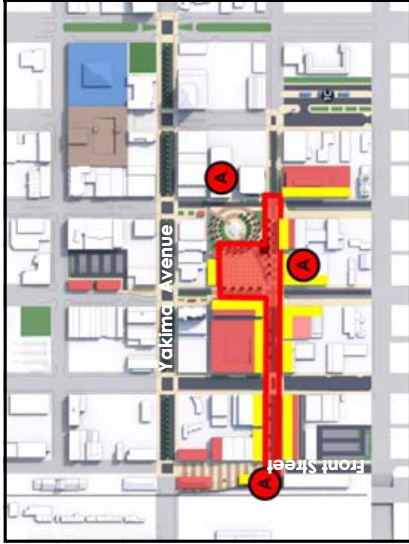




Alternative 1: Phase I & II



Alternative 2 — Phase II



Alternative 1



Alternative 2

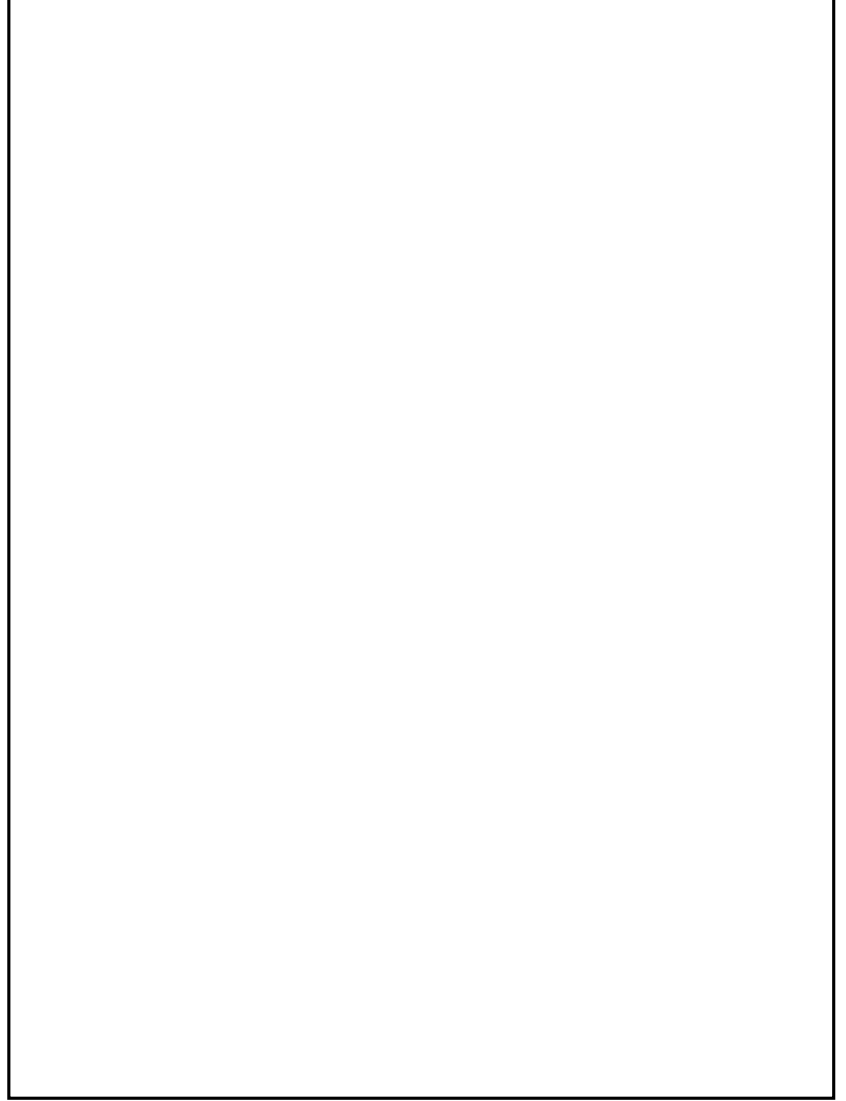
Evaluation Criteria



Alt 1 **Alt 2**

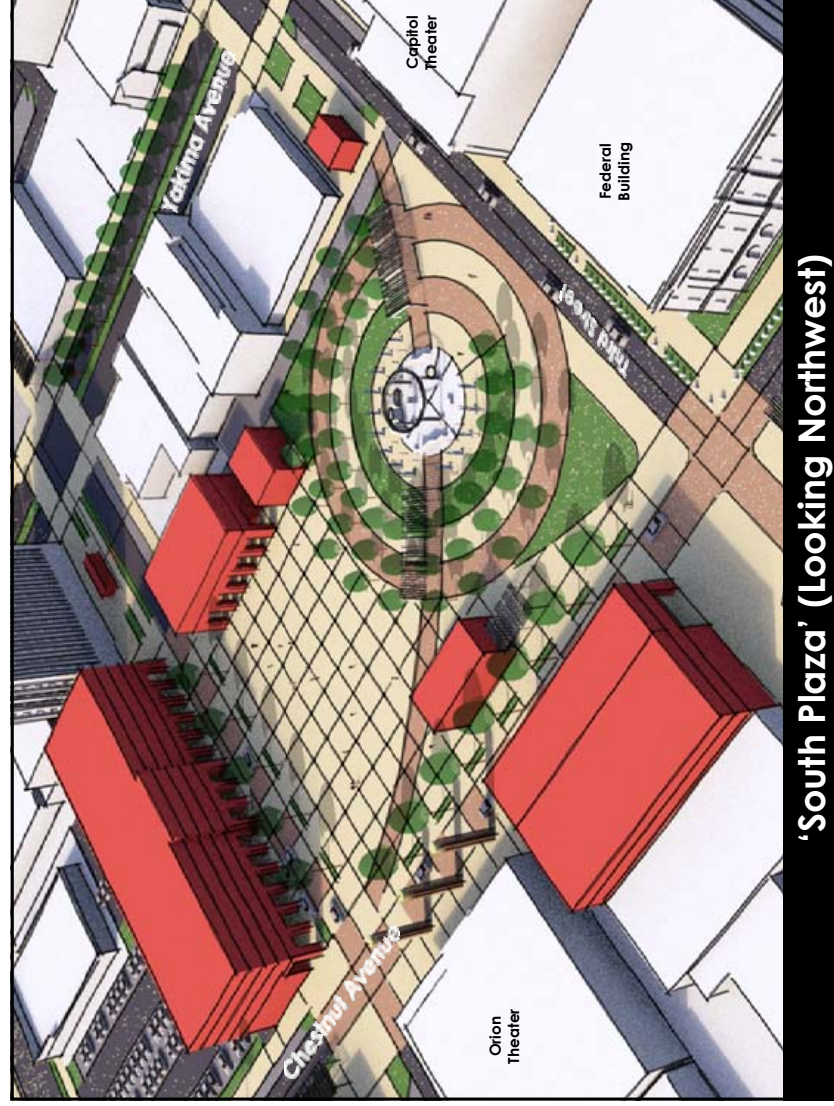
- 1. 125,000 - 200,000 SF 138 M ● 44 M ●
- 2. Continuous Retail Edges ● ●
- 3. Anchor Retail ● ●

Phase I 'Main Street' Assessment

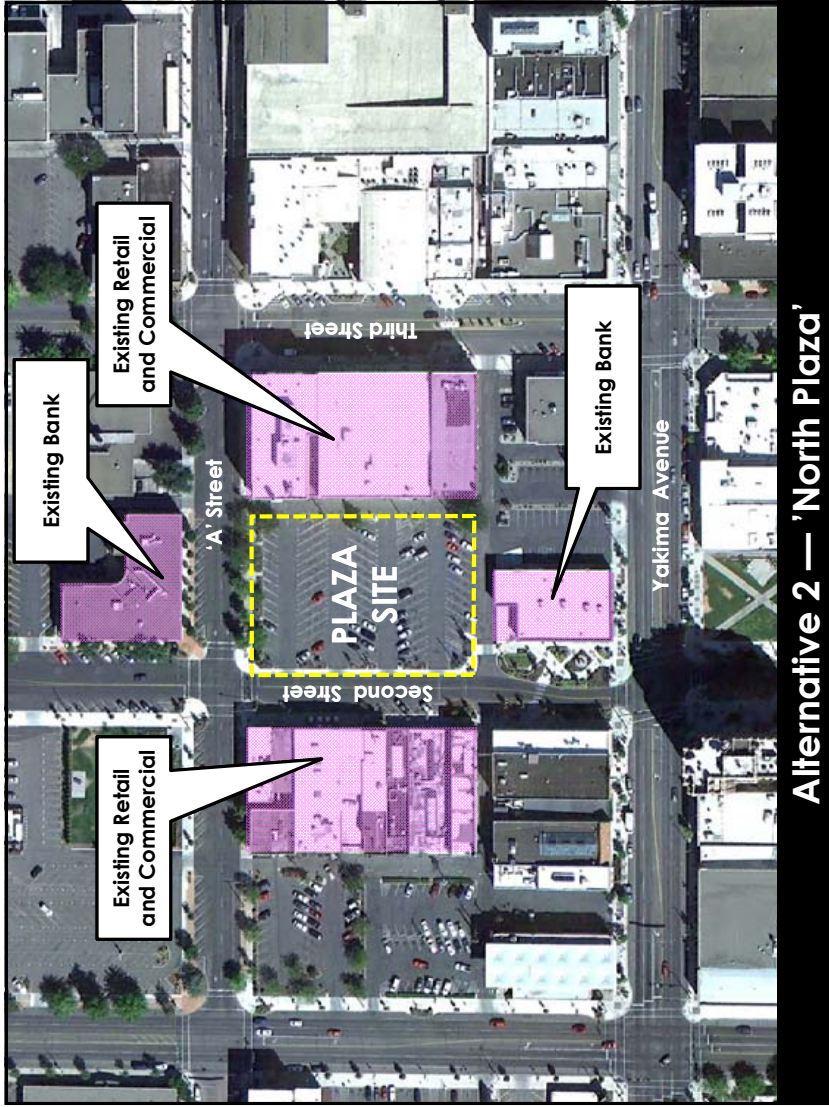




Alternative 1 — 'South Plaza'



'South Plaza' (Looking Northwest)



Alternative 2 — 'North Plaza'



'North Plaza' (Looking South)



Alternative 1: 'South Plaza'



Alternative 2: 'North Plaza'

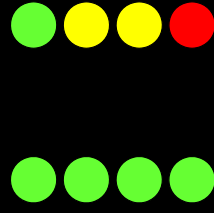
Evaluation Criteria



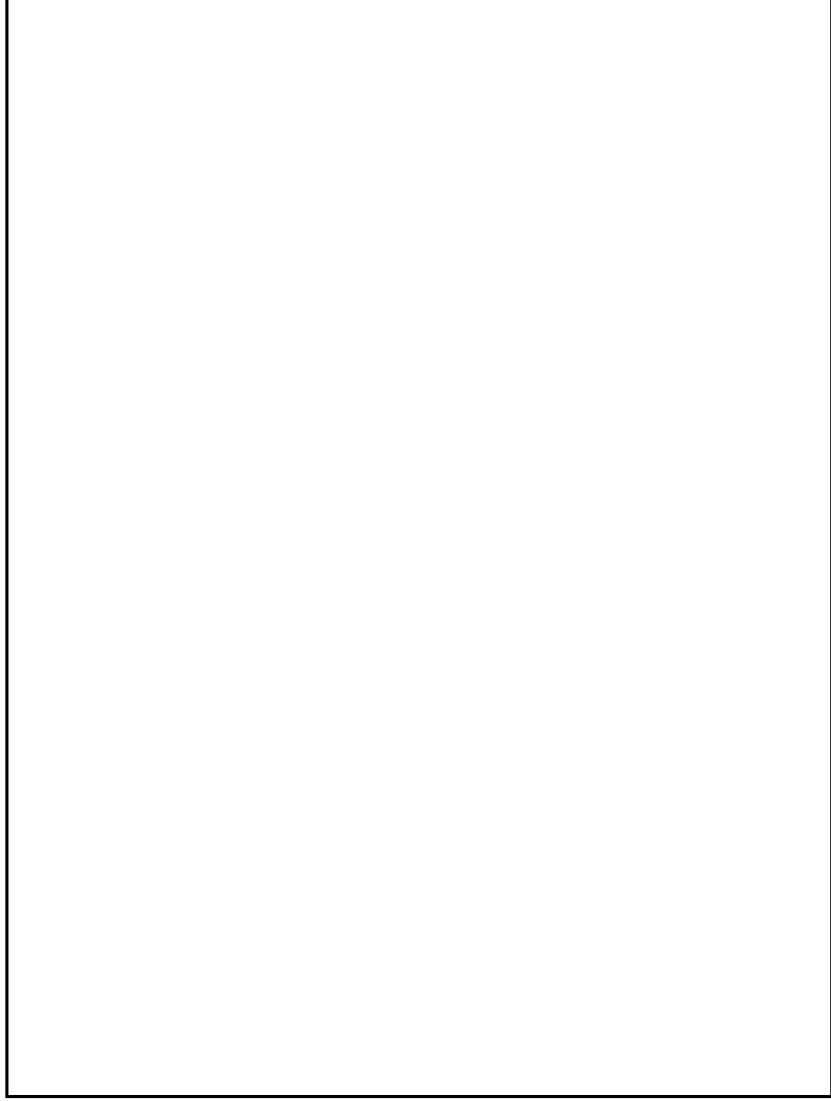
Alt 1

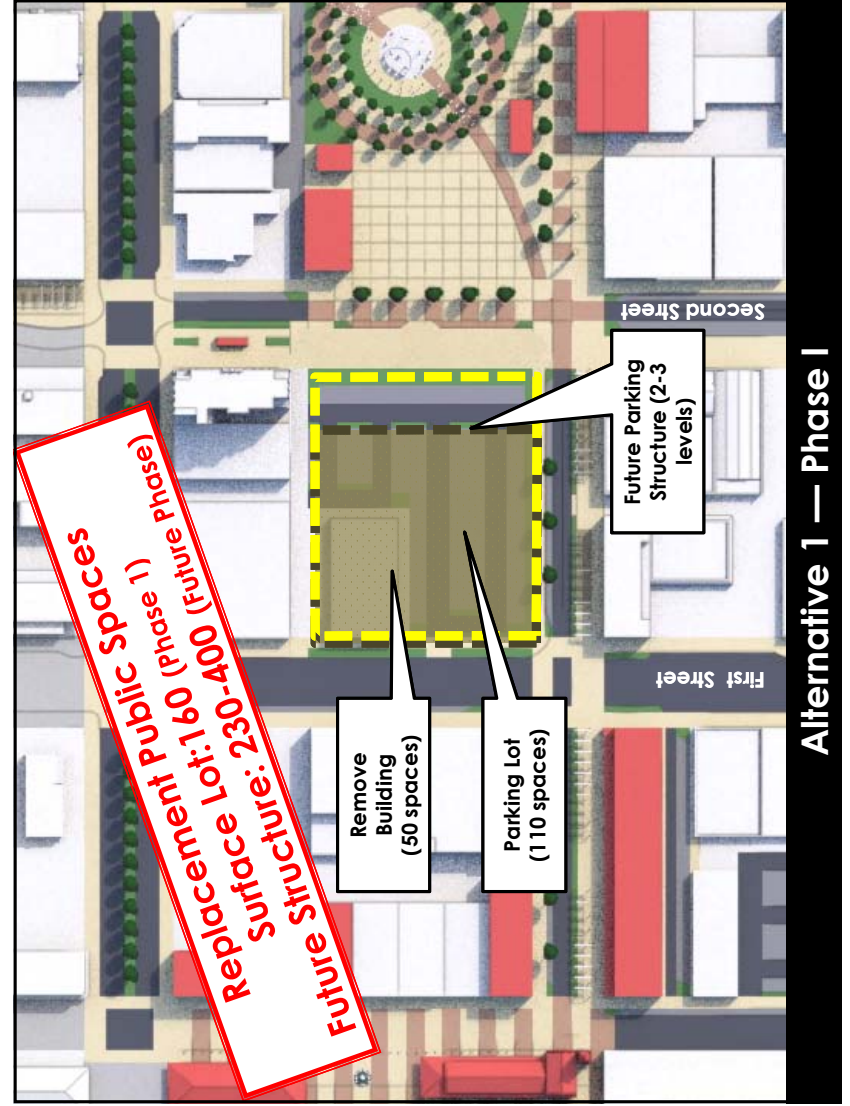
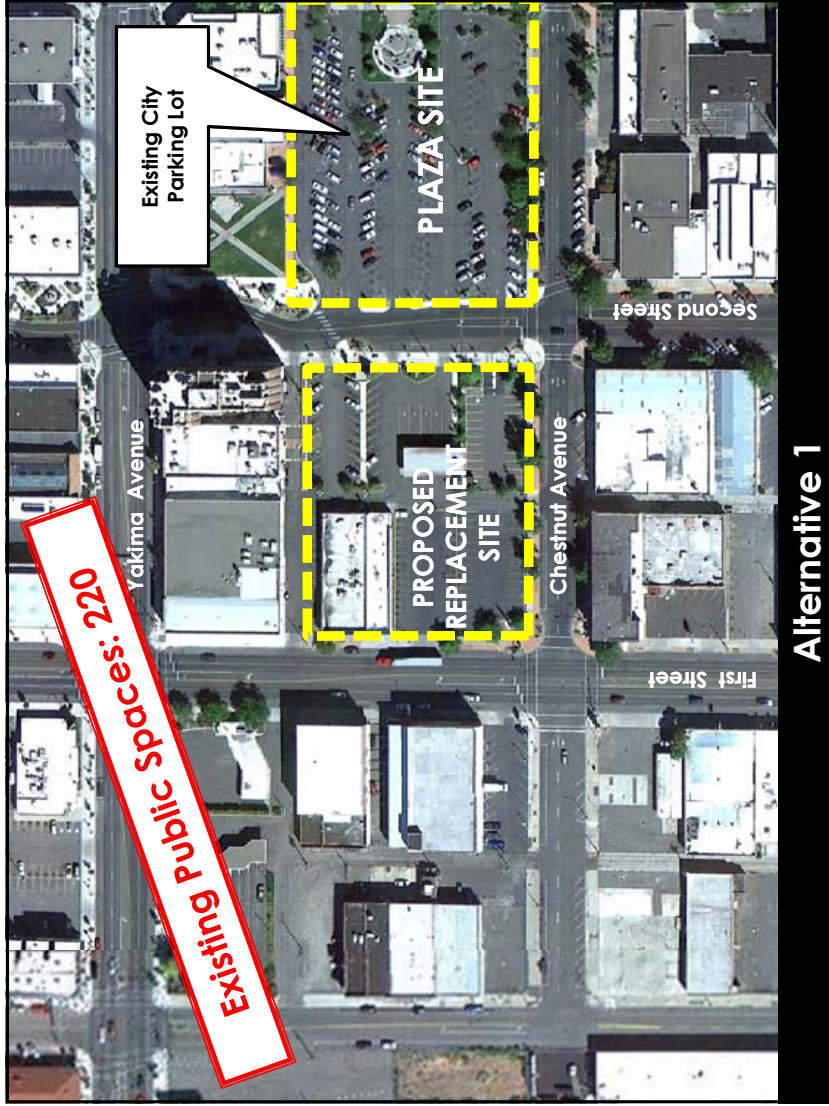
Alt 2

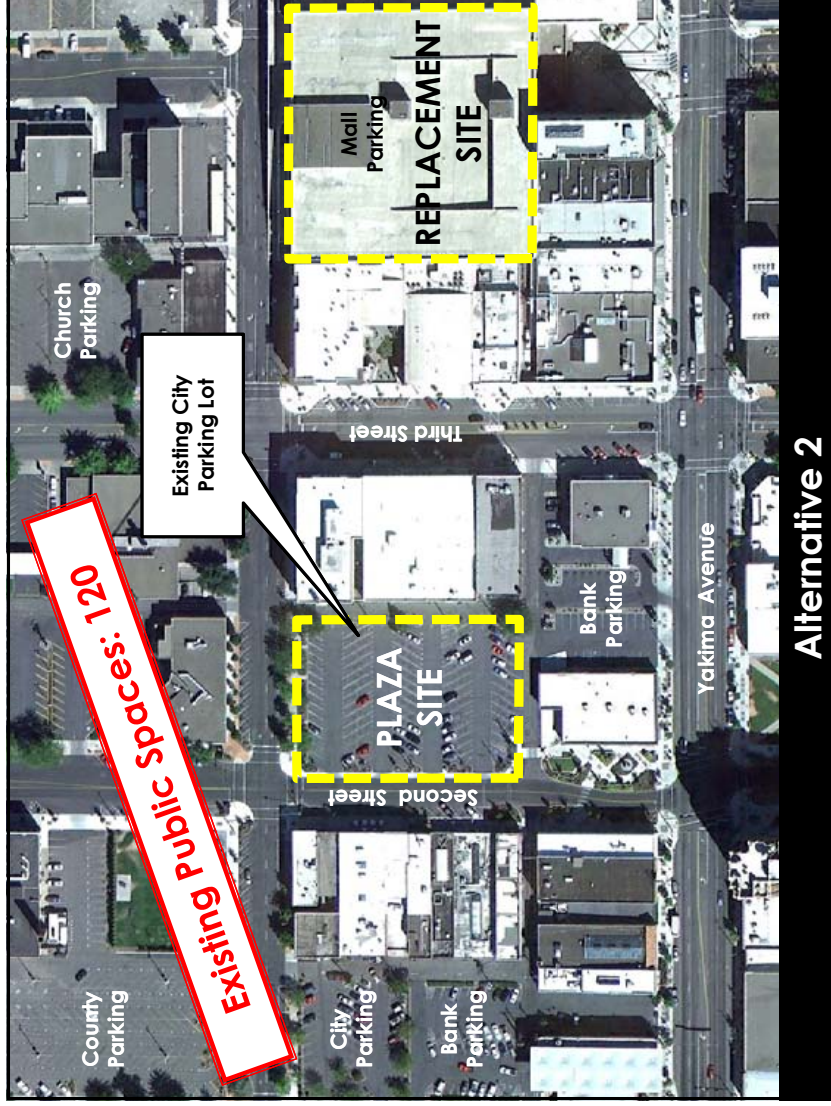
1. Enclosure (All Sides)
2. Edge Uses (Retail)
3. Function (Flexible)
4. Economic (Stimulates Dev.)



Plaza Alternatives Assessment







Alternative 2

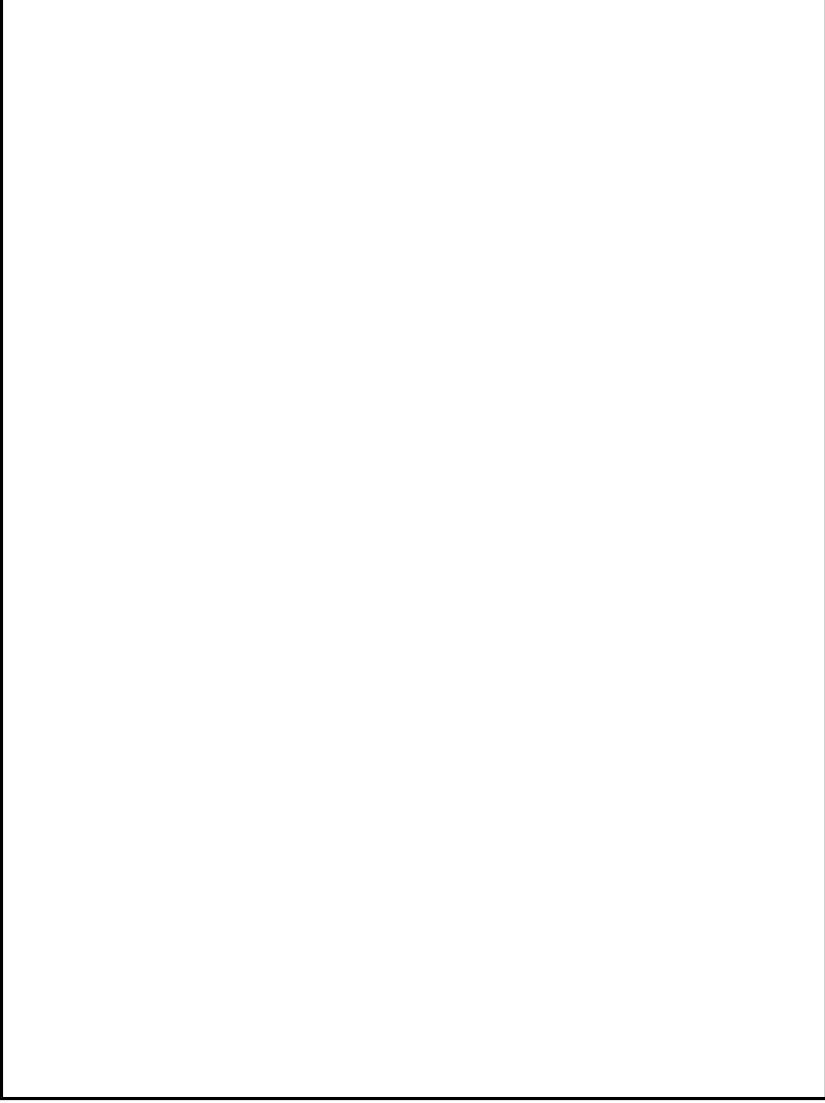


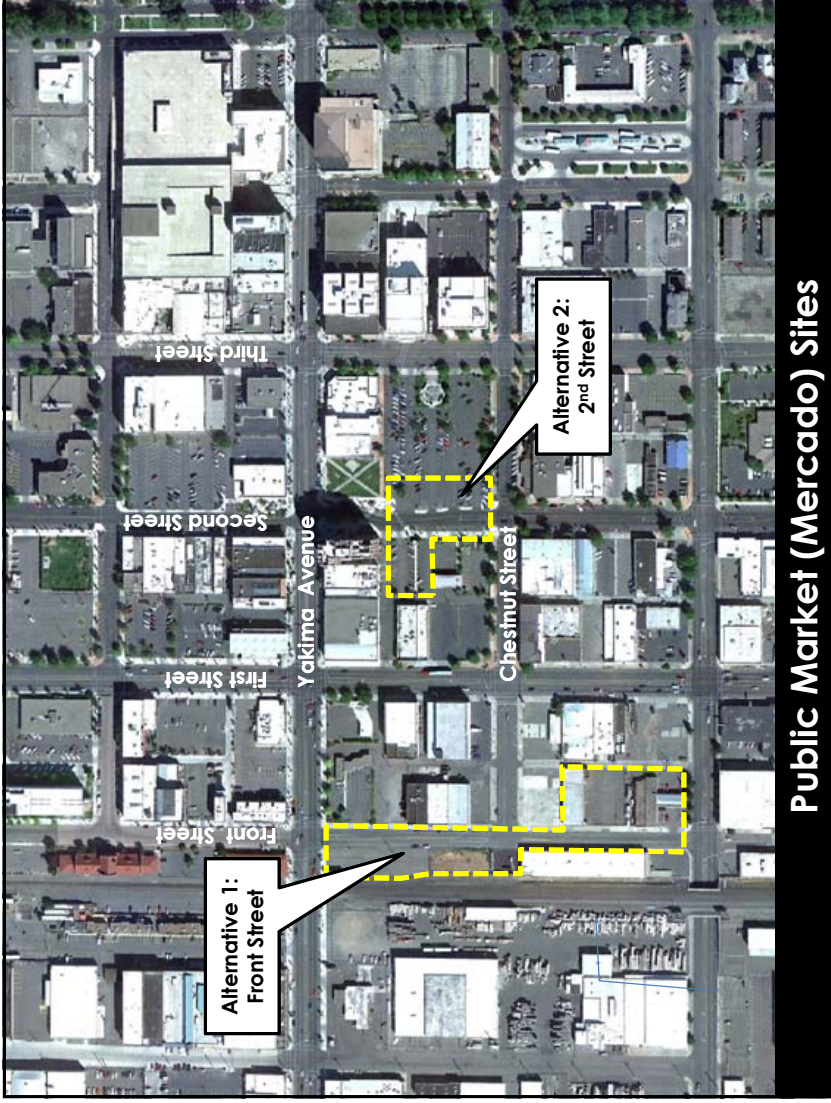
Alternative 2



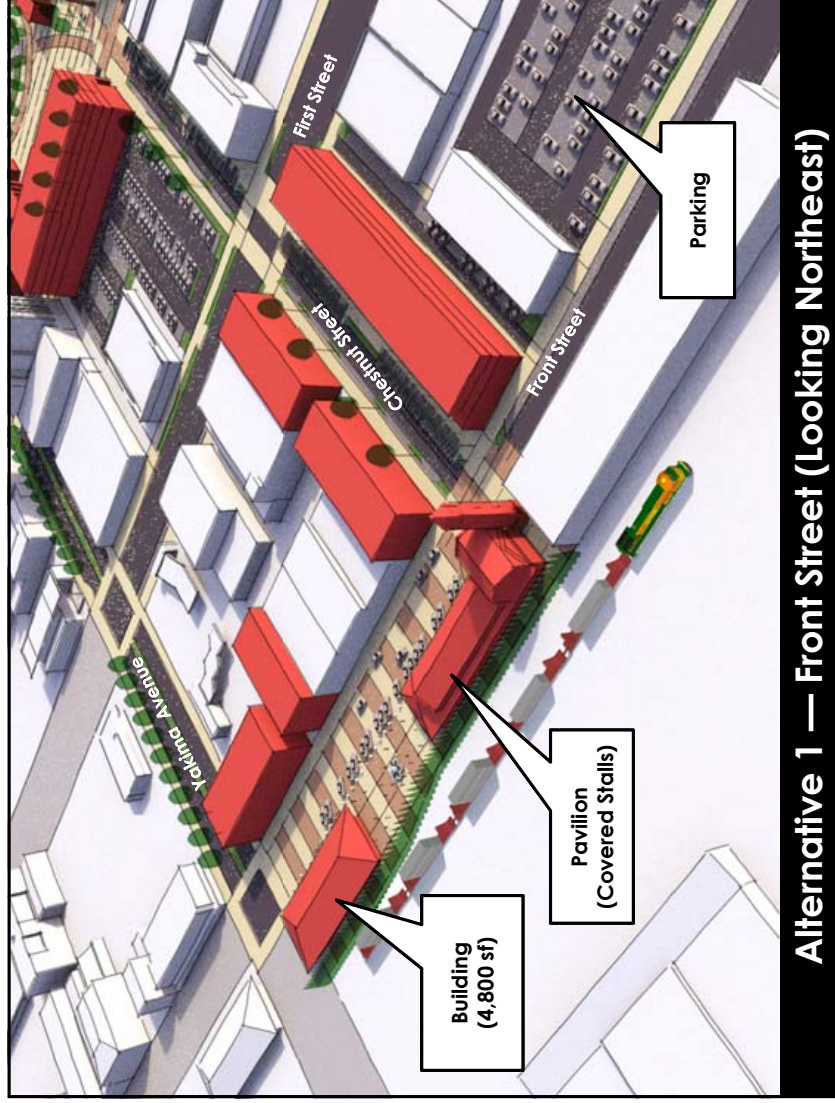
	Alternative 1	Alternative 2
Evaluation Criteria	● Good ● Fair ● Poor	
1. Replacement Parking	●	●
2. Retail-Adjacent Location	●	●
3. 'Grandma-Friendly' Circulation	●	●

Retail Parking Alternatives Summary

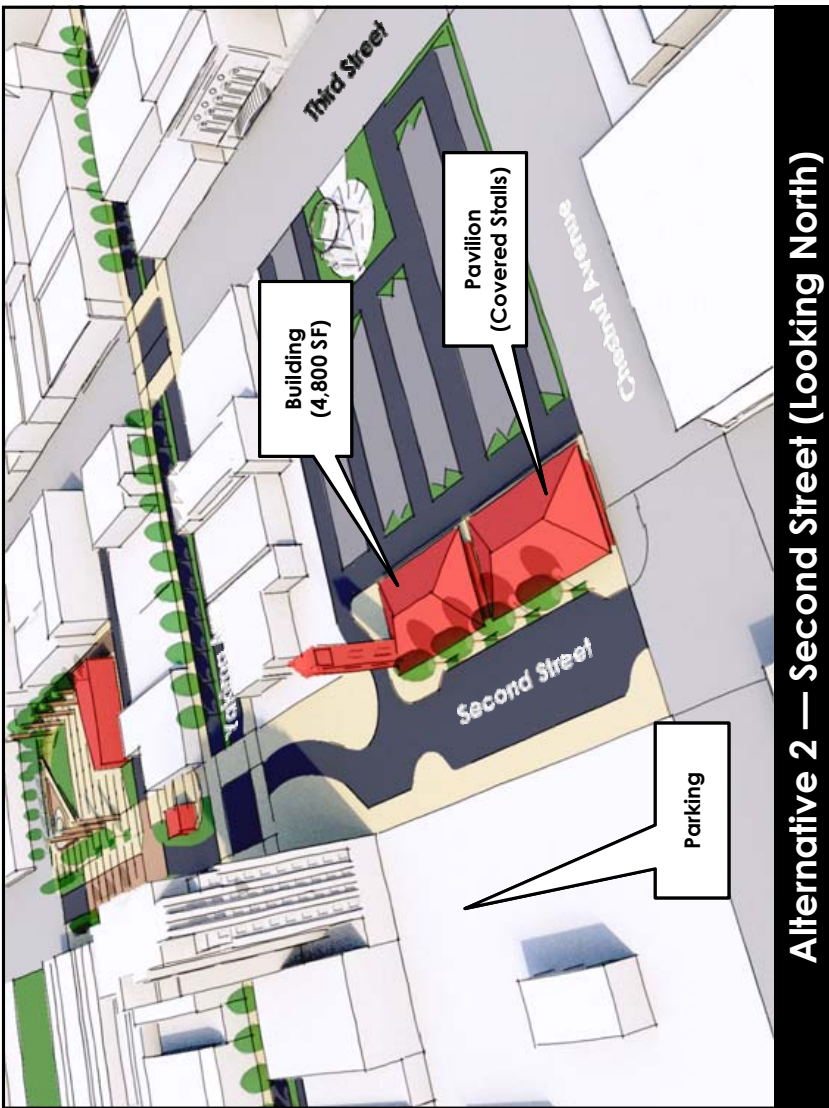




Public Market (Mercado) Sites



Alternative 1 — Front Street (Looking Northeast)



Alternative 2 — Second Street (Looking North)



Alternative 1

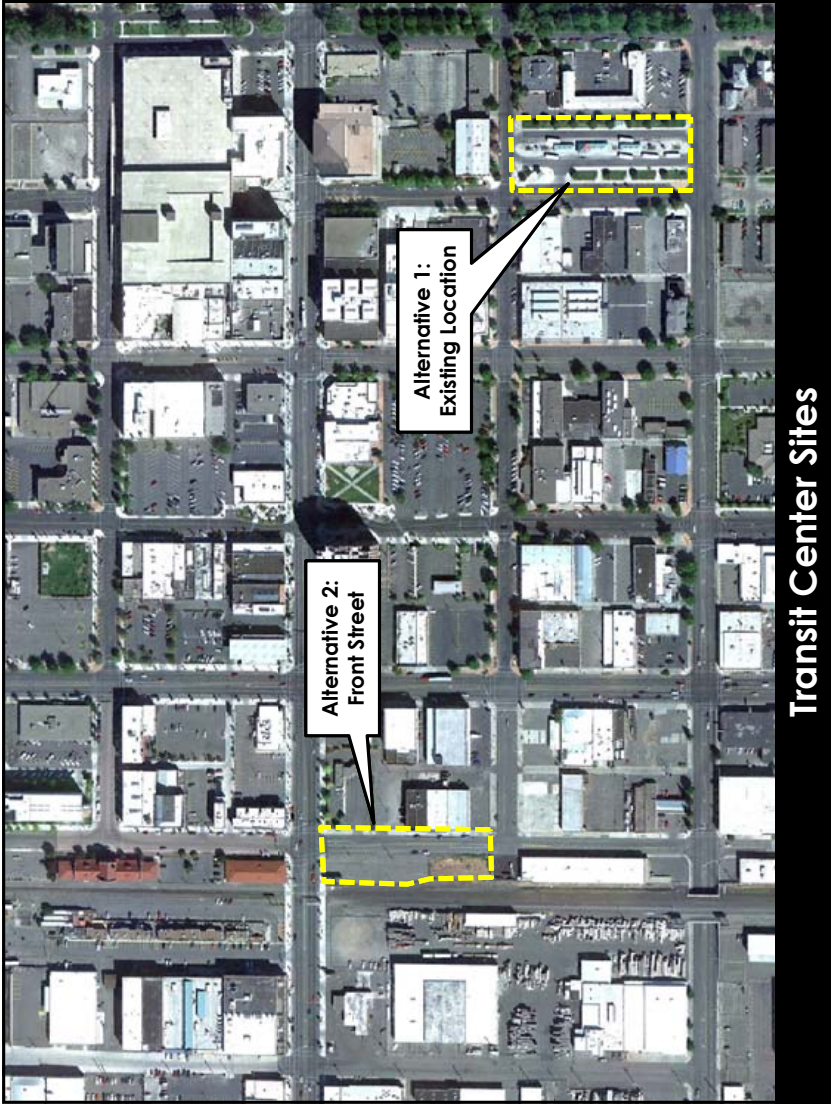
Alternative 2

Evaluation Criteria

Alt 1 **Alt 2**

- 1. Retail Revitalization Strategy ● Good ● Fair ● Poor
- 2. Market Program ● Good ● Fair ● Poor
- 3. Dedicated Parking (TBD) ● Good ● Fair ● Poor
- 4. Cultural Center (TBD) ● Good ● Fair ● Poor

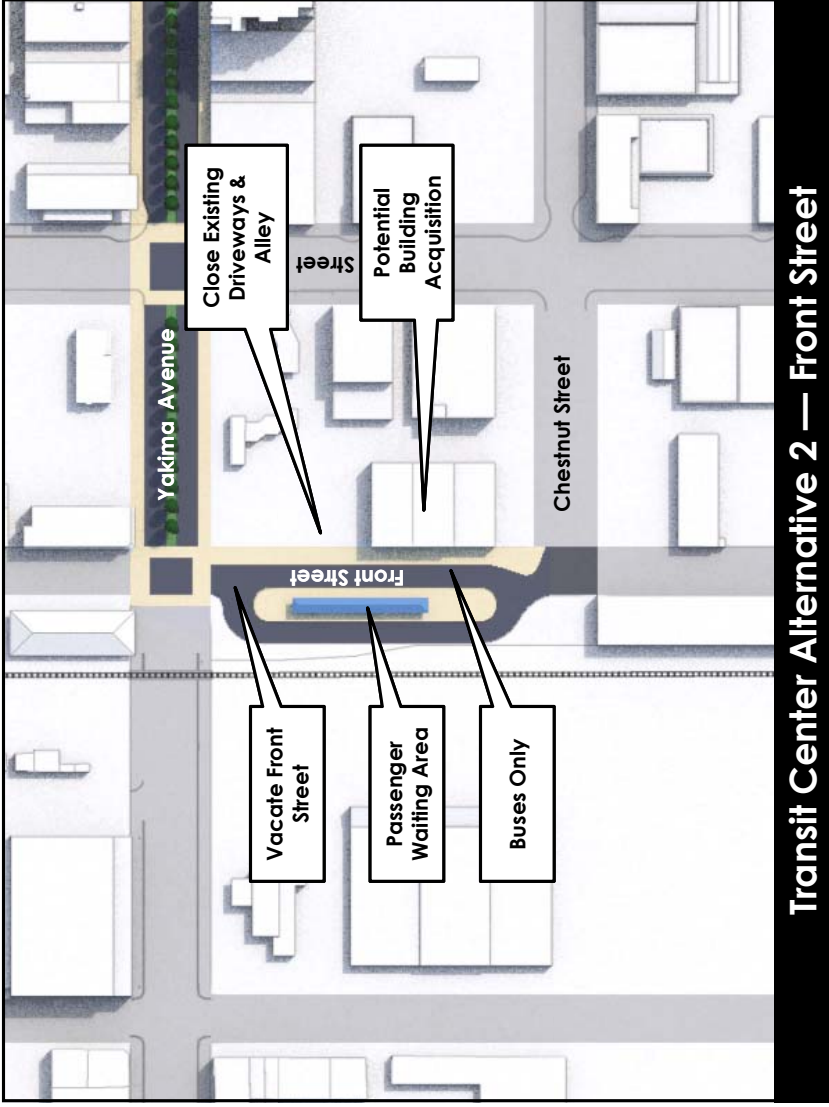
Public Market Alternatives Assessment



Transit Center Sites



Transit Center Alternative 1 — Existing Location



Transit Center Alternative 2 — Front Street

	Alternative 2	
Evaluation Criteria	Alt 1	Alt 2
1. Proximity (Jobs, Services & Retail)	●	●
2. Adjacent Roadway (Impacts)	●	●
3. Passenger Environment (Safe)	●	●
4. Compatibility (Adjacent Uses)	●	●

Transit Center Alternatives Assessment

SUMMARY

Downtown Yakima Master Plan Meetings & Public Workshop #2 July 10 - 11, 2013

Summary

The second of three Downtown Yakima Master Plan committee and stakeholders meetings and public workshop were held on July 10th and 11th, 2013. During that period, the consultants presided over a total of 10 one-on-one hour-long meetings with a Technical Advisory Committee, a Steering Committee, and stakeholder groups at the City Building located at 129 North 2nd Street.

The Public Workshop #2 was held on July 10th from 6:30-8:00pm at the Yakima Convention Center and was attended by approximately 150 community members.

Meetings and Workshop Purpose

The purpose of the meetings and workshop was to:

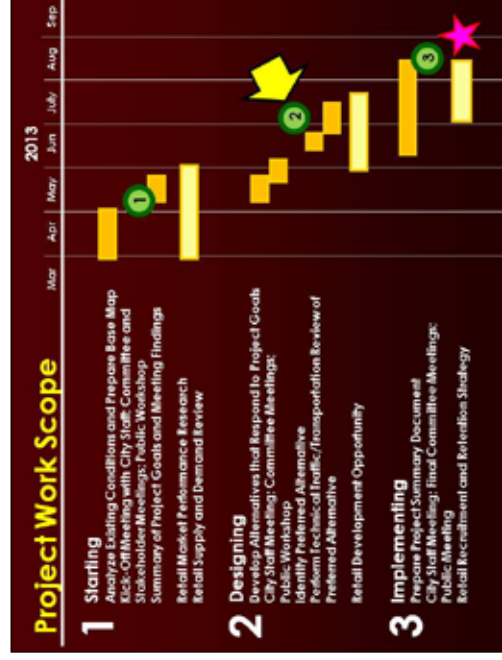
- Review Public Workshop #1 Findings
- Present Downtown Analysis, Design Concepts and Alternatives
- Answer Questions
- Identify Preferences for Yakima Avenue Traffic Calming and City Center Design Alternatives

Each meeting and the Public Workshop began with the consultants presentation of the project process and schedule (shown above right), a summary of Public Workshop #1, and a review of analysis, design concepts and alternatives. Following the presentation, attendees workshop portion concluded with table reports from each group summarizing the discussion. Written response sheets (shown right) were provided to all with the purpose of documenting preferences for calming Yakima Avenue and design scenarios for City Center.

The following pages include:

- Response Sheet Tally
- Response Sheet Comments
- Table Reports

2



Project Process & Schedule

Response Sheet

Downtown Yakima Master Plan Meetings & Public Workshop #2
July 2013

Circulation Concept:

	No Bikeway No Trolley	Trolley Added	Bikeway Added	Trolley & Bikeway Added	Other
'Boulevard' Segment	<ul style="list-style-type: none"> Median 10'-24" Turn Lane: Optional 	<ul style="list-style-type: none"> Median 10'-24" Trolley in Traffic Protected Bikeway 8' Each Side 	<ul style="list-style-type: none"> Median 10' Protected Bikeway 8' Each Side 	<ul style="list-style-type: none"> Median 10' Trolley in Traffic Protected Bikeway 8' Each Side 	<ul style="list-style-type: none"> Median 10' Trolley in Traffic Protected Bikeway 8' Each Side
'Parkway' Segment	<ul style="list-style-type: none"> Circle-to-Landscaping Each Side of Street Turn Lane: 2' 	<ul style="list-style-type: none"> Circle-to-Landscaping Each Side of Street Trolley in Traffic Protected Bikeway 8' Each Side 	<ul style="list-style-type: none"> Circle-to-Landscaping Each Side of Street Protected Bikeway 8' Each Side 	<ul style="list-style-type: none"> Circle-to-Landscaping Each Side of Street Trolley in Traffic Protected Bikeway 8' Each Side 	<ul style="list-style-type: none"> Circle-to-Landscaping Each Side of Street Trolley in Traffic Protected Bikeway 8' Each Side
CHECK PREFERENCE (One Only)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land Use Concept					
City Center Alternative	Alternative 1 'South Plaza'		Alternative 2 'North Plaza'		Other
CHECK PREFERENCE (One Only)	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Comments	Please note comments below or on the back of this sheet.				
Name (optional): _____					
<small>For more information on this project, please visit our website at www.yakima-city.com MAIL: 520 SW Yakima, Room 301A, Portland, OR 97204 EMAIL: ipgr@yakima-city.com FAX: 503-417-7904</small>					

Response Sheet

Response Sheet Tally- Circulation and Landscape Concepts

Circulation Concept

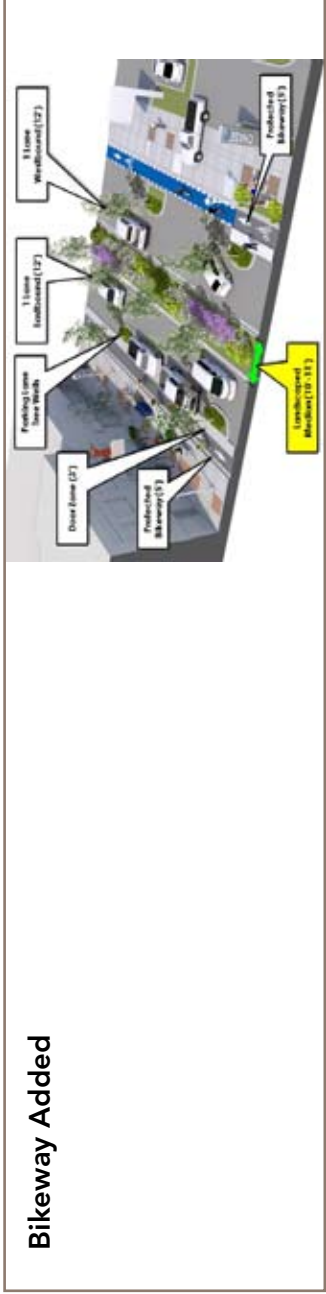
Yakima Avenue- Traffic Calmed

	No Bikeway No Trolley	Trolley Added	Bikeway Added	Bikeway & Trolley Added	Other
'Boulevard' Segment <ul style="list-style-type: none"> ▪ Median ▪ Travel Lanes - 2 ▪ Turn Lane- Optional 	<ul style="list-style-type: none"> ▪ Median- 12'-24' 	<ul style="list-style-type: none"> ▪ Median- 12'-24' ▪ Trolley in Traffic 	<ul style="list-style-type: none"> ▪ Median- 10' ▪ Protected Bikeway- 8' Each side 	<ul style="list-style-type: none"> ▪ Median- 10' ▪ Trolley in Traffic ▪ Protected Bikeway- 8' Each side 	
'Parkway' Segment <ul style="list-style-type: none"> ▪ Curbside Landscaping Each Side of Street ▪ Travel Lanes- 2 ▪ Turn Lane- 1 	<ul style="list-style-type: none"> ▪ Curbside Landscaping- 13' Each Side 	<ul style="list-style-type: none"> ▪ Curbside Landscaping- 13' Each Side ▪ Trolley in Traffic 	<ul style="list-style-type: none"> ▪ Curbside Landscaping- 8' Each Side ▪ Protected Bikeway- 8' Each side 	<ul style="list-style-type: none"> ▪ Curbside Landscaping- 8' Each Side ▪ Protected Bikeway- 8' Each side ▪ Trolley in Traffic 	
CHECK PREFERENCE (One Only)	2	1	25	59	8

Land Use Concept

City Center Alternative	Alternative 1 'South Plaza'	Alternative 2 'North Plaza'	Other
CHECK PREFERENCE (One Only)	84	1	10

Circulation Concept-Yakima Avenue Traffic-Calmed



Circulation Concept-Yakima Avenue Traffic-Calmed



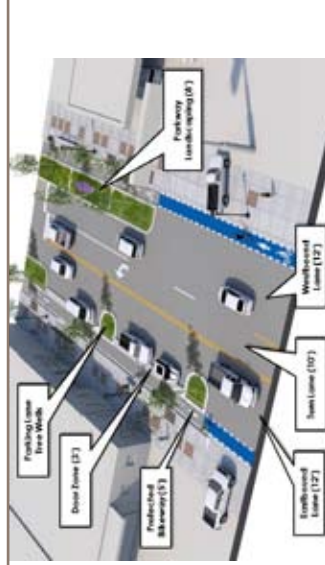
No Bikeway/No Trolley



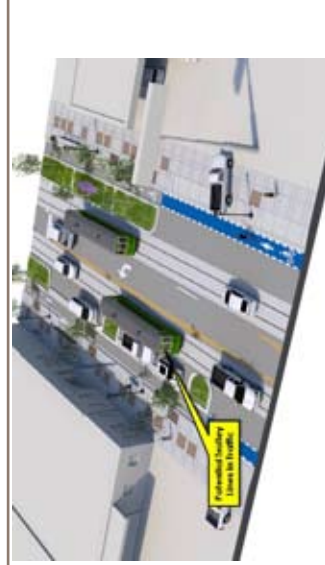
Trolley Added



Bikeway Added

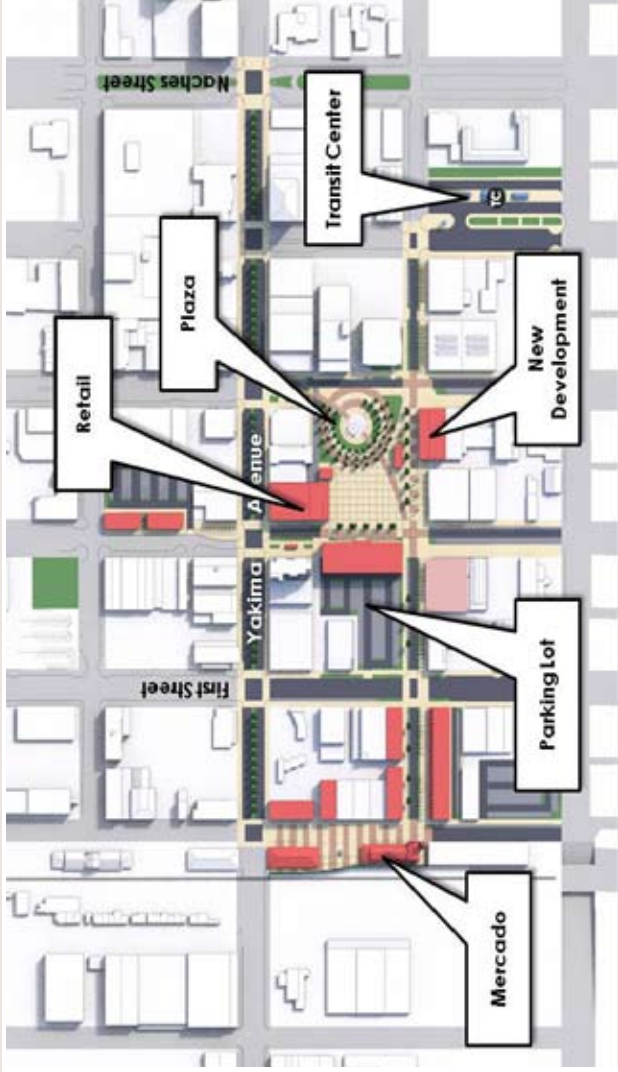


Bikeway & Trolley Added



Land Use Concept- City Center Alternatives

'South Plaza'



84

'North Plaza'



1

Other

10

Response Sheet Comments

Below is a summary of the comments mentioned in the response sheets collected from the committees and stakeholder meetings, and Public Workshop #2.

Yakima Avenue Traffic Calmed

- Retain four lanes on Yakima Avenue and turn lanes. My observations of downtown redevelopment in other cities depends upon high density housing in downtown (Condos and apartments) occupied by people who have money to spend on restaurants, entertainment and other purposes. The housing has to be part of the original redevelopment for the redevelopment to succeed. Reduction of traffic on Yakima Ave. Fails to consider freight trucks and semi-trucks can be rerouted. Most, if not all trucks will not use railroad underpasses. "In for a Penny, in for a pound" – we absolutely need to dream 'bigger'. I prefer the bikeway/trolley option; this could make us a premiere small city in region.
- Is it possible to continue the plaza design elements out to Yakima Ave. so it draws people to the plaza? What about having people spaces in the median. This was done very well in Denver. Delete parking and force people to use parking lots and walk. Extend the boulevard the full length and delete the turn lane.
- Median should have tables, benches, etc to be people friendly.
- "Parkway" no median. No tree wells in parking lane, In sidewalk only =- no median with trees. Trees on both sides already yes. Center turns lanes. Angled parking instead of parallel.
- Bike trail pathway to downtown and trolley roundtrip to downtown Yakima from Selah (1-trip).
- Too much expense vs. impact re: road diet – trolley, – authenticity/special/unique.
- It seems to be a challenge for Yakima to maintain existing downtown landscaping consider shuttle busses in lieu of trolleys.
- Maybe trolley on just one side of street and bike lane on the other?
- I would consider the trolley at a later date. My biggest concern is cost. A few folks did change my mind a little with the single trolley lane as well.
- Trolley when ¼ mile proves successful and expansion west is imminent.

- I like the bikeway and the Trolley. Downtown Yakima Ave – but only one lane for each.
- I believe one trolley track would be set to history and sufficient for Yakima. Track down the middle of Yakima.
- Move trolley to A Street/Chestnut - continue to Visitor Center – Include most Hotels. I believe the trolley would be great if affordable but not necessary to start with.
- Move trolleys to A Street.
- Bike and Trolley is ok but the trolley should be designated on one side of the street combined in the bike lane or one of them.
- One trolley track not mixed with traffic shuttle back and forth. Can't imagine it would take all that long to go 1 ¼ miles.
- Add trolley to later phase – when downtown is more developed but add infrastructure when redoing Yakima Avenue. Reduce to one trolley lane and reduce vegetated median.
- No trolleys in traffic but we want the trolleys in the plan! Alternative for trolleys: A Street from Front Street to Convention Center – or better yet – Information Center on Fair Avenue to maximize service to all hotels and tourism/shopping.
- No trolley tracks in the roadway. Becomes a hazard when crossing the road. Tree Wells will create problems for snowplowing.
- For the trolley to succeed, it has to start somewhere that people are, and take them somewhere they need to go – need a plan to connect it seamlessly to other transportation.
- Dedicated trolley downtown median with planting/green space on each side was not listed as an alternative. Would have liked to have seen the advantages of this in terms of cost of laying tracks.
- Review A street with 4th Street - Trolley just center from convention to depot going through the mall and utilizing the parking lots for plaza to blend with Naches Ave parkway (seasons).
- Everything (Bike and Trolley) would crowd too much.
- Trolley is a waste of money – don't do it.

Response Sheet Comments (Cont.)

- I like trolley, however think should be done in a later phase. Very expensive and not necessary before we grow more.
 - Trolleys are a part of Yakima's history. Two trolley tracks, one of cost is problem
 - Trolley not in traffic lane – slows down traffic – Bike lane not enough?
 - Would enough people use bike lane downtown? Bike lanes on parallel streets
 - Bike lanes on Yakima will be used if you revamp feeders into downtown – use different roads than auto arterials, which you're currently presenting as bike feeders. Cyclists don't feel safe there.
 - Plans for bike plans to downtown! (Smiley face)
 - Turning lane options on bikeway? No matter what – I want bikeways! Bikeways are better than trolleys, but both would be nice. Is there a possibility for shared parking?
 - Bike system would need to be extended beyond Yakima currently not friendly for cyclists to travel from beyond the center of town.
 - Put the bikeway on Chestnut St and A St not on Yakima Ave, Walnut or B Street.
 - Starting with bikeways would be key! A trolley could be added later if needed. Yakima is not only the fruit capital of the USA but also the perfect hub for outdoor enthusiasts! We are smack dab in the middle of the region available to enjoy the outdoors. If we have an active approach on this downtown development our community would most likely be healthier down the road.
 - Protected bikeway has the problem of creating probable collision locations where cars won't see bicyclists at driveway locations. Visibility is best where bicyclists ride adjacent to the cars. Solution:
1. Allow no new driveways (eg banks, fast food) in downtown Yakima. 2. Landscape median is excellent for creating safety for pedestrians crossing Yakima Avenue thereby connecting the retail areas north and south of Yakima Ave. 3. BNSF will not permit trolleys to cross their main line – at least at an affordable cost – bring trolleys across BNSF at Walnut (on MLK?) 4. Trees that provide shade for pedestrians are essential due to hot summers and heat island mitigation. Shade is needed to promote walking
 - Are they going to maintain RR's better than they are now? Why do you need tree wells? Wasted parking already in need on storefront! The trolley only does 2 stops?
 - No trolley at least in the initial phases. Bikes need to be downtown - bike lanes in Yakima.
 - Love the green ways.
- ### City Center Alternatives
- Alternative 1 I feel is the best overall and is the best for growth – and allows for more options for retail housing and open space – Possibly one trolley track
 - Where else did you consider for the plaza space? Grocery Store anchor, Sports, REI?
 - South plaza
 - South Plaza looks great! Will lead to more big events – it will be interesting to see how retail develops on 2nd, 3rd and 4th.
 - Alt 1 'South Plaza' – open more parking, more development = revenue, open concept more family-oriented
 - Alt #1. centralized, circular, greater space, potential for new development and benefit Mercado. Can lead to more people , less crime, more projected revenue. Land median is great. Can add tables and chairs instead of plants.
 - How are they addressing 'Missing teeth'? Mercado near train connects with past and enlivens dead space.
 - Market! Option 1 activates a vital but neglected part of downtown. Housing!
 - Good Pick on S Front Street for permanent Farmers Market. Mercado Space.
 - Alternative one has more potential – more sizzle, work toward this ASAP
 - Yakima has great potential, but has tended to select 'cost-effective' alternatives with a short term life. Please choose the full proposed design including the medians, plaza, market, etc
 - City Center Alternative is north and South of depot occupying space currently used as parking lots
 - I would like to see a rock-climbing wall incorporated

Response Sheet Comments (Cont.)

into one of these plazas to also showcase some of the natural outdoor activities in Yakima's outlying areas.

- I think a climbing wall should be worked into the plaza or a satellite park (2nd street and Avenue A), as a reflection of Yakima's outdoor cultural heritage, it would be fun and wouldn't take up more space
- Outdoor sports – Outdoor friendly area – rock climbing wall
- Incorporate regional activities into the downtown to bring in more pedestrian traffic and family activities from our community and others. A climbing wall would be ideal as a 'gateway to the Cascades'
- I work at Garden Dance on Front and Yakima and look forward to more directed retail over end of town.

Other

- A great deal of information to take in – in one sitting. At first glance, very interesting and I like it.
- More wineries! Water fountain for kids!
- Grow A St. With retired use existing Parking structure. ALL employees park in parking garage!!! To open customer parking. (sic)
- Diversity and inclusion are important but rather than only focus on Hispanic population, lets not forget the Native America heritage. In the South Plaza Alt. Develop/renovate the Dragon Parking lot.
- The bar shares parking with more daytime retail spaces? I don't like parking next to plaza. (Alt 1). Why not repurpose the depot Building as the Mercado? The mall parking ramp should be used as parking for people who are able and willing to walk a little. Too many parking lots in Downtown Yakima. Keep the trees! Add more and more visible bicycle parking.
- Please provide Hispanic cultural museum to reflect our community, attract tourists and stimulate private and public investment. Please think long-term about connecting to river and greenway
- Thank you for your work – you really listened to the group that came the first time. As a person that travels to many cities, you did a nice job of moving the city into the future.

- Close off the street in front of the capital theater to the south. Outdoor restaurant
- Close 2nd Street, Chestnut and 3rd around the Plaza!!
- This is a waste of money. When the Yakima Mall was open there was tons of pedestrian traffic downtown – use that space for your new plaza and retail area, Good luck buying it.
- Community garden near plaza
- This is very exciting! Thanks so much guys! (save our colonel)
- Though I imagine it could be cost prohibitive, I would love to see BOTH plazas! Beautiful Proposals! Thanks!
- I would like to see the potential for Amtrak returning to Yakima Considered in the downtown development plan.
- LEAVE THE PARKING LOTS ALONE
- Thank you for your hard work. Parking – if a parking structure was utilized, concern comes with how much those parking structures could cost the common person. The history of certain property owners has shown heavy feet which 'could' lead to people not wanting to travel downtown.
- Must have bikes to avoid building employee parking. Thank you, I think it looks great. I understand science of community planning. I don't know what the strange grouchy man was on about, something about "all the media" I guess he won't be a part of the "Revolution, shits!"
- Climbing Wall? Need to be pragmatic and address needs of majority versus narrow special interests
- Gang activity in downtown and nearby areas needs to be addressed for family friendly areas/access and safety. Use existing warehouses only Yakima avenue and nearby adjacent streets to convert to residential apartments/Lofts/condos
- Close 3rd between Yakima and Chestnut in front of ?? for plaza, keep parking lot at 2nd and Chestnut in front of Capital.
- NONE OF THE ABOVE!! NONE OF THE ABOVE!! Trees and planters are NOT needed in the middle of Yakima Avenue! At peak times it is hard enough to get through town as it is, We need MORE parking!! Not obstructions in the street. The trees

Response Sheet Comments (Cont.)

lighted look nice but are not needed, what is the cost to the city for the upkeep? What duties are these people unable to do while they play gardener or are they people who have been added to the payroll? How about getting the landlord of the lot that used to have Penney's auto center on it to CLEN IT UP and make it available for parking? You are doing a decent job on North First. How about the core downtown? That lot is an awful eyesore. Playgrounds in the core area would bring families downtown if there was something for the rest of them to come downtown for!! If someone wanted to bring retail to downtown how long would it be to get permits to bring new buildings and businesses to the area?

- Great Presentation, need to focus on streets per plan. Parking, more central for new development, projected revenue was great, more emphasis on retail, add landscaping but put tables and benches to make it more people friendly. Don't need parking on Yakima Ave., more warehouses to be converted to housing apts. Need Mercado to bring more retail to the plan
- It would have been a great addition to include what/how research was done and what the findings were for "Historic Yakima", and what the focus/vision for bringing it back . Also the abandoned mall is a HUGE issue that was brought up first meeting by many that was not addressed.
- What about busses? Will trolleys be the bus system? Probably not. Who will maintain landscape? City.
- What speed does Trolley go? What about USPS Postal collection boxes? Work with you. How much for the coffee shop in North Plaza? Who did you ask for the demand analysis? Did you ask public prior to your creation what they thought? What about the old mall? What are you doing about that? Is Shorty's part of Phase II or Phase III? Where will 4 or 77 million investment come from? What is the timeframe? What about 'cruising the Ave.'? 3000 to 4000 or 5000 at the plaza? Which is it?

Table Reports

Below is a summary of the comments presented by members of each table during Public Workshop #2.

TABLE 1

- Our consensus was for Alternative 1- ‘South Plaza’
- There was a great deal of discussion of trolley and bikes with a suggestion for putting them on opposite sides with the trolley in a single track

TABLE 2

- The bikeway and trolley was the best idea. The median is great but add more outdoor seating in the median
- All agreed with Alternative 1 ‘South Plaza’--this has more open space and greater retail leveraged

TABLE 3

- We liked the bikeway and trolley together
- Alternative 1 “South Plaza”
- We agreed with what was said previously

TABLE 4

- South Plaza has most potential for development and integration of mercado (Public Market)
- There was a question about the bikeway and how much it would be used
- This plan gives a ‘sizzle’ to downtown

TABLE 5

- Single trolley lane
- Move bikeway to A and Chestnut
- We liked the Alternative 1 ‘South Plaza’

TABLE 6

- We acknowledge the ambition of the Yakima Streetscape- Go Big!
- Excited about South Plaza for events and additional activity
- Want to hear more about ‘missing teeth’ and how to affect change with uses like Wheatland and Chase Banks
- The Mercado (public market) is exciting and addresses our history and improves Front St

TABLE 7

- Alternative 1 ‘south Plaza’ is exactly what we should do and maybe eliminate all traffic in this zone
- Bike lanes are extremely important. People are not confident riding today. This will open up the street and bring more people downtown. We have so much sunshine- embrace it!
- We appreciate your efforts

TABLE 8

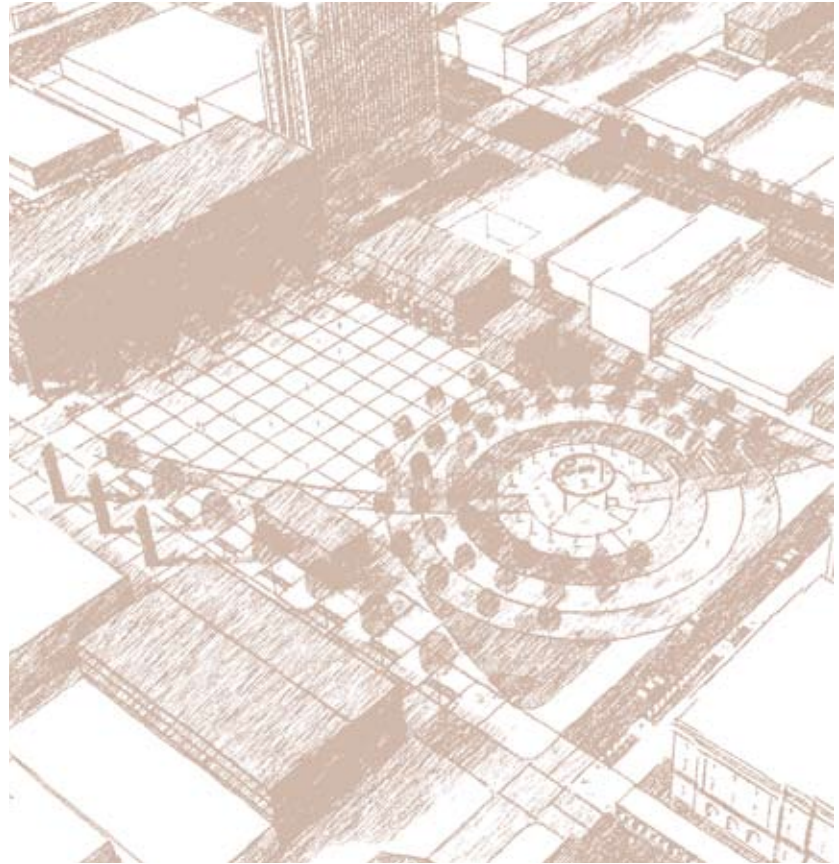
- South Plaza a good idea
- One lane for trolley is preferred in the median

TABLE 9

- As a concept I like full design of bikes and trolleys. Keep these on Yakima- A and Chestnut is not a good alternative
- We liked that this plan can be phased
- South Plaza was supported. We want to see some willing partners

TABLE 10

- Agreed with South plaza plan- private property impacts are a concern. We like the concept.
- Maybe the trolley is done in a later phase
- Remember the concept for a climbing wall somewhere in the plan. This is a part of the outdoor culture. Maybe locate in the plaza or the Penny’s building



IMPLEMENTING

PUBLIC WORKSHOP #3 SUMMARY

3

Response Sheet
Yakima Downtown Master Plan
Meetings & Public Workshop #3
September 9, 2013



Comments

Please note comments below or on the back of this sheet.

Name (optional): _____

If you need additional time to respond, please return your comments through:

MAIL: 520 SW Yamhill, Roof Suite 4, Portland, OR 97204 EMAIL: jgraf@ca-city.com FAX: 503-417-7904

Downtown Plan Public Meeting #3 September 9, 2013 Public Comments from Attendees

Part I- Written Comments

1. Did you survey the westside of the tracks?
2. How much does it cost? Where are you getting the money for it? Instead of taking parking lot used by at least 8 businesses (including the Larson Building) why has the derelict building of the Yakima Mall that has been vacant for over 10 years not been seriously considered for the plaza?
3. Change is great!
4. The street lights are important for creating a nice welcoming atmosphere that invite people to site down to chat and walk around. It would be important that the street lights matched the Capitol Theater and other historic building in Yakima downtown, which means they need to be period style. It is also important that the design in the general plaza blends in with historic buildings (Linda Wierman, linda.wierman@hotmail.com)
5. Alternate routes replacing traffic flow on Yakima Ave is a concern. These routes must make east of access a priority, as well as moving business and tourist traffic smoothly for west to east and visa versa.
6. The area really needs to be well lighted for safety purposes. The other problems is homeless using this area and bothering the patrons at retail areas. A flag pole that is light needs to be added to this area. The trolley needs to make a continuous loop to flow with traffic and would be nice to go down Fair Ave to the Sundome and fairgrounds.
7. We can find a new route for parades for the 3 or 4 days a year. Plaza trees should be tall with big canopies for shade. Separated bike lanes make bikers less visible to cars as they cross streets and driveways (collision points). Design standards should prohibit driveways downtown as much as possible. First Street is a significant barrier for connecting Front Street Mercado to Plaza, so include significant traffic calming on First Street. I echo the verbal comment for bicycle parking needed. Be sure to ask bicyclists what type of parking racks to use and where to put these because some racks are not good and some locations they were put a few years ago should have been better selected. Design standards should require multi-story to create density. Make sure the separated bike lanes connect at both ends to routes that safely continue away from the downtown. Integrate them with Comp Plan's existing bike paths and lane plans (see Transportation Plan, adopted by City Council December 2006 as part of the Comp Plan). I support converting the parking lot to a plaza. Pedestrian friendly means exit the car, discover the legs. I question new commercial buildings in the plaza because they are barriers to existing businesses having frontage to the plaza and also reduce the size of the plaza area. Make bicycle racks that are also works of art that enhance the downtown.
8. There are many events that happen downtown (3 on 3, Farmers Market, Cinco de Mayo, etc). Create "planned" routes for parades, (maybe Walnut) and other future destinations for present and future events. More living space downtown, however, where would the parking be for them? Would there be more company/organizations who would be

- available to help with small business loan applications like what the Chamber does? Would that help retail? Could the pavilion be used as parking during Capital Theater events to help with the concerns of citizens who are afraid of a longer walk? Could that be possible if the Capital Theater takes responsibility? For the “negative Nancy’s” who don’t like change, where can we direct them to help them understand the benefits of change? (OK, this may not be possible but really, what can we create to spin a positive outlook to the changes to come before construction happens? Is there a way to utilize “I heart Yakima” to help educate about changes? Thank you for dedicating your time to this - most appreciated! Yvette Lippert, greeneyesten@yahoo.com
9. Thank you. I support your ideas. We don’t need parking lots Ryellow@gmail.com
 10. Need more hard goods, etc. There’s enough food places. Aladin2288@gmail.com
 11. Let’s get started ASAP. We have been to all 3 meetings. You have been able to put a plan together that will move the city forward. Thank you.
 12. I like it!
 13. I don’t like the greenery in the middle of Yakima Avenue. I do like the overall design and the stages you are proposing with the exception of the tracks down Yakima Avenue. Expanding to both ends of the main downtown area is good. More restrooms would be good. We do need new codes for building design, not the problems with McDonalds and Starbucks. Nancy Rayner
 14. Let’s charge ahead!!! Love the plaza and the retail segment. Definitely are parking alternatives available. (always having full parking lots is great for retail & restaurants). Remember historic preservation. Must keep to a time schedule. Joe Mann 248-1117
 15. I believe this is a beautiful plan. I am glad to have parking lots out of sight. Who wants to look at a parking lot. I am excited about more downtown housing.
 16. I can’t support the trolleys on Yakima Avenue because I can’t imagine that many local citizens would ride them. Until we know where the shift of traffic around the 1 lane in each direction of Yakima will be located. I am not in favor of reducing the number of lanes. I do support the use of the old mall parking spaces. Jackie Hertel
 17. I generally support the proposed master plan. Issues that are of concern: agree we need an implementation team; agree about the need for revised/updated design standards; need for preserving/enhancing existing historic properties; need for special lighting of court house and Capitol Theater; agree with proposed parking plan; need exists for maintenance plan for plantings. Nancy Kenmotsu
 18. What about using “vintage” style trolleys that are motorized rather than electric track trolleys. Cheaper and more flexible. Wes Schut
 19. Sidewalks – plan to rigid/cold. Need to allow within the prescribed width sidewalk café (coffee, wine, etc.). Or just some benches in shade for elderly to rest. The small retail shops within the plaza- Disrupt pedestrian flow on and off plaza & block retail in their shadow, when vacant (as happens with such shape) is an eyesore. The restroom building is essential though.
 20. Put Yakima Plaza at 2nd & A Street, not 2nd/3rd & Chestnut. No 30 ft pole sign (two) on 1st & Yakima Ave @ McDonalds. No electronic reader boards at McDonalds 1st St & Yakima. No trees in parking spaces on Yakima Avenue. 3 rows is enough. Don’t call it a Mercado. Call it a Farmer’s Market.
 21. Momentum that will remove barriers for small business. This plaza and Mercado will create it. Invest local.. For those “on the fence” about visiting downtown this will be the

- game changer. SPENDING = tourism. Let's not be governed by fear of change. We MUST trust our research and our vision and invest in a future that will allow us to surpass other communities. Jessica Moscowa
22. Love it all! Laura Rankin
23. Don't be dissuaded by the folks scared of change. This is the way forward for our town. Awesome job!! Go Yakima!! Bridget Russel
24. Keep the idea of a Hispanic Museum as a key piece of providing vitality and also identity for the revitalized Yakima downtown. Glad to see housing as found a place in the plan. Glad to see that urgency and momentum are critical to getting things done within 5 years. Need to keep project in front of public by publicizing quick "hits" successes so disbelievers become believers and naysayers become contributing citizens. Thank You! Casey Corr
25. These are great ideas but Yakima needs more if it's going to be re-branded and appeal to community and tourists. A particularly good option is a cultural institution that reflects the richness of the diverse community – something like Latino Museum. Parades? What about preserving the west end of Yakima Avenue as a wider road for parades? Do you really have to integrate the Millennium Plaza? It is unattractive and blocks the open orchard/fountain concept. It would be nice to at least shift it to the edge. Child-friendly: puppet theater like they have in French parks. Bike rental shed on site. Parking is overblown concern but could generate serious push-back. You have a good solution. Stick with it.
26. Please, please move forward on the plaza – the pushback on parking and whatever may be fierce but forward motion should take precedence. Also, do not let the Yakima Mall block be an impediment – move the plan forward on the blocks where we can. Yakima tends to be a naysayer on planning, but embraces change once it happens. Also, note that No Action is not an option. John Baule
27. Parades can go down Walnut or MLK Blvd. It would be nice to have a Yakima Valley Museum Annex/Exhibit Gallery/ Gift shop in the retail area. Also, take advantage of the Wm. O Douglas Library Museum – show casing one of our most notable “natives”. I like the “orchard” idea but if they are fruit bearing trees they'll have to be managed for insects; pests, pruning, etc. Were you thinking of fruit bearing trees? Peggy Ludwick
28. People will not go downtown unless there is good parking. The elderly will not go in a multi-level parking garage.
29. I don't want to get stuck in a one-lane road behind a trolley. Keep it 2 lanes each way! Where is trolley going? Only for tourists? Maintenance must be factored in to a long term cost of making changes. I don't want to lose parking spaces in that lot!
30. Good idea! Start now. I like the lights on the Capitol Theater and Federal Building.
31. Can fountain be changed to a skating rink in freezing weather? Is snow removal complicated by the design changes to Yakima Avenue?
32. Street lights should not have flat tops for birds to sit on. Only one trolley track is needed – trolleys do not have to turn around. Overhead wire powers the turns not the car. Make sure trees do not have root systems that raise sidewalks and roads. Remember maintenance is needed. Remember fire trucks, ambulances, garbage haulers, etc.
33. Garage parking has to be safe especially at night. Free or inexpensive for the elderly (and safe). We talk about child friendly, there should be an elderly friendly also. Both groups

require safety and relatively an expensive experience. Yet, elders attend program at the Capital and they eat out a lot – maybe not if they have to pay to park in a garage.

34. I like the concepts that you have come up with- the proposed plaza site is in a great location.
35. I support the 2 trolley tracks for function, time efficient & to be used as a means of transportation, not just touristy. We saw what happened there, it got shut down. Move parades to different street, to the side street where traffic is being diverted in this plan. 3 – 5 parades a year vs. the other 360 days. Love the median and the greenery. We lived in Bellingham for 6 years going through school 7 what made Bellingham so vibrant was the college and young 20's & 30's. Cafes, bike lanes, farmer's market, music, events, greenery. Along with Latin culture, Yakima's heritage is built on the vineyards and farming, but originally Yakima is built on land that the Yakima Indians once roamed on. Why are we not embracing the heritage of the Yakima Indian Tribe & tribes of the PNW? The historical farmers? I didn't like the image of the street light you were showing. Classic old rustic look is more charming for this location than urban & modern. People are afraid of change, but I am very excited for this long needed change! Let's get some life back in this town to attract younger generations to come, stay & raise families. We want to invest in this downtown with our brewery someday. © Sarah & Dave Hunter
36. Yakima Avenue parkway with planter strip in center of street is not compatible with the parades on Yakima Avenue that contribute to community spirit (Sunfair, Veteran's Day, etc.). Single set of trolley tracks, not in automobile lane is possible, without the central planter strip. The short distance between Front Street and the Convention Center would not make a long wait with a trolley running back and forth on a single track. It is undesirable to drive on trolley tracks. See Option "C" that I submitted (2 copies) for Yakima Avenue design, at public meeting #2. "Restroom" is not an efficient use of the facility because it takes too long to rest. Jim Dodge
37. I am very interested in transforming downtown Yakima. I's a good idea and I need some inspiration. Dora Nores
38. Concerned about the community demographics – lots of children with our Hispanic families – Family is heart of the culture – 48% of our population – the space needs to welcome everyone. This space also needs to accommodate mixed housing - is essential to include all income and age levels.
39. Comments that I appreciate: Improvements for children, also art focus, these two can complement each other. I think Jim Dodge's comments about "parade friendly" is important. Why not design for parades? Yes, they are important and people can watch parades from green spaces, and one trolley track may be plenty and trolley tracks (previous Yakima trolley tracks) are tough to drive on. Like many cities retail has diminished because of poor planning. Incentives have been to grow roads and suburban malls. The City's welcoming of West Valley WalMart is one of the worst examples of poor planning. So housing and retail must go hand in hand. That means tax incentives for both. The Square as a children's concert area is great! In Canada, taxes are reduced when people improve properties – such a brilliant concept! But exactly the opposite happens here. Builders and developers are penalized for improving properties with higher taxes. Tax incentives for developers who build middle-high quality housing - should require 10 -20% low-income included. Prioritize: child-friendly; housing affordable, family-friendly; pocket parks, arts. Barb Smith Gilbert

40. I work for Yakima Federal. Looks like we would lose our parking lot and drive-up?? Can't have a bank without a drive-up. Billy Fetzer, Yakima Federal AVP
41. Bike Lanes!! (and bike parking). Safe access to parking areas. Remember women may feel more threatened and perceive less safety than men (unfortunately). Rain gardens, stormwater detention basins full of plants! Please consider xeriscaping! Also, please consider using actual fruit bearing trees in the "orchard" – Urban foraging is a thing that is definitely gaining popularity. There is so much parking in Yakima. People are afraid of the downtown and are lazy so that is one of the concerns about parking. Perhaps some paid parking. Long term care and maintenance – adopt a tree! Let businesses adopt and maintain the trees in front of their storefront. Rebecca Brown
42. Great plan – I hope this happens as presented today. Don't feel strongly about trolley and am happy it will be a part that is implemented later on (if ever). Would love a community garden added in a few years. I think a coop would be a great addition to the "city center" and a great compliment to a Mercado.
43. As business owners on the south and west side of town, we believe a healthy downtown will drive businesses throughout the area. Jim and Susan Richmond
44. Overall I like the plan. I think it would be a great improvement to the current downtown. Obviously the devil is in the details. My biggest concern is in implementation. The rules, design standards and guidelines are imperative and I hope if adopted the Council and City follow through. That way we can finally transform downtown for the future of Yakima.
45. Very nice general design. I hope Yakima gets to see this implemented, especially adoption of the Comprehensive Plan and implementation of zoning ordinances. I really like the incorporation of Chestnut and Front Street area. Nice job!
46. How will family friendly and children oriented activity be implemented into the structural and commercial schema? I like the idea of an orchard of fruit that is education to young children and tourists. Also like the idea of active life style with walk ways and paths (bicycle)!
47. Awesome! Like the idea of trolleys and understand that this track can be set level, not the old bumpy tracks that were torn up or covered over years ago. Concerned about parades, although road formation may be redesigned /divided or different routes to end up at the plaza. Major sporting event also happen downtown such as Hot Shots which can be redesigned or use different side streets. That is a major event.
48. Parades could be moved onto 1st Street moving North to South or visa versa. I am still curious to see if the number of traffic lights along Yakima Avenue will be decreased as I believe at least 1/3 of them could be removed. Scott Filkins
49. Great concept. I prefer the continuous center lane concept on Yakima Avenue – and the forward thinking on creating more parking on outlying areas, as the city center grows.
Ron Anderson
50. The Capitol Theater is a plaza anchor, but its lobby is a drawback – too small and narrow. When narrowing 3rd Street, is it possible to leave non-road space in front of the theater, to leave room for more inviting entry/gathering space/transition from plaza to theater? Possibly road design on 3rd like that on 2nd? Open continuation of plaza.
51. Plaza – the northwest corner should be more open to Yakima Avenue. I would like to see the retail building shortened so the plaza is visible from Yakima Avenue.
52. I don't see the trolley as a high priority. The protected bike lanes are critical – thanks!
And attractive and plentiful bike parking/locking. Chuck Forster

53. Will bike friendly streets extend beyond the downtown? Sustainable building? Can we “upcycle” – use recycled building materials? Amelia Rutter

Part II – Verbal Testimony

1. Nick Hughes – check document to correct “Naches Street”, replace with Naches Avenue
2. Chuck Forester – how did the study session with Council go?
3. Jim Dodge - How do parades run on a street with a median? A single trolley track would be adequate, driving on trolley tracks is not good.
4. Keith Epler - Parades can work on a street with a median – there are examples. Is there going to be an Arts District?
5. Barbara Cline – Plaza details have not been worked out – this is a conceptual design. Many things to discuss in future, like is a water feature possible as a year-round concept here in Yakima?
6. Jerry Enriquez – As a father of 2 children, I am interested in what activities can be introduced in the downtown and plaza that will be child-friendly.
7. Maria Rodriguez – the Mercado could attract tourists as well as locals. It is small business friendly and family oriented. It would also be a game changer.
8. Rebecca Brown – I support the bike lanes – we also need bike parking. Street standards should incorporate bike racks.
9. Victoria Cowen - She is concerned about parking downtown. She likes surface parking not parking garages. Why are we building a plaza downtown when we have a lack of swimming pools in the community.
10. Rodd Russell – what are the 3 columnar structures that we shown on the sketch of the plaza near Chestnut Street?
11. Phil Cline – He likes the concept of downtown living. How can we encourage housing to be built in the downtown?
12. Barbara Cline – if we want 18-hour per day lighting near the plaza, there are some buildings that are not open, can we explore lighting options.
13. Shawn Bolen – Are there public restrooms planned in the plaza area?
14. Debbie Larsen - Will the Yakima Avenue storefronts need to conform to new standards? Trolleys on Yakima Avenue: where will the stops occur and will some traffic signals be removed? What is the cost to maintain?
15. Dianne LaBissoniere – the impacted businesses do not want to lose the parking at the Millennium Park. The Yakima Mall should be used for parking. Previous beautification efforts in Yakima have not been very successful. We need to create a maintenance plan. How many concert venues does this town need?
16. Jessica Moscowa - Yakima should not be governed by fear of change. Let’s create a place where people will want to visit!
17. Joe Mann – some of the future retail buildings are shown on public spaces, some of which was paid for by local businesses and donated to the City. How does that work? The property owners are still paying the assessment which pays for maintenance. I want a full parking lot as a businessman!
18. David Hunter – Chestnut mainstreet concept is good and needs to be extended further!