

# Yakima Downtown Master Plan

Public Workshop #3
September 9, 2013



CRANDALL ARAMBULA
Revitalizing America's Cities

Thomas Consultants Inc Fehr & Peers





#### Portland Firm Beats National Competition

11/5/2002 Rich Riegel www.djo-or.com



Deorge Cranisal, APE, and Don Arambula, principals of the Portland urban design from Crandall Arambula, represent the beint of what oby planning can be all about.

Portland-area residents know the city is considered a leader in urban planning. Proof of that idea was given veragity recently. In a bold move, downtown Knowille, Tenn,'s task force, called Nine Counties One Vision, selected Crandall Arambula, the Portland urban design firm, to prepare a plan to revitalize its

On Lake

- . Making downtown pedestrian friendly.
- . Creating a balanced transportation system.
- . Connecting downtown with the surrounding neighborhoods.

With these goals in mind, Portland becomes the perfect role model.

Portland's TriMet MAX light-rail transit and streets system, Tom McCall and Eastbank waterfront park and the historical renovation of numerous building represent many of Portland's qualities that Knoxville would like to emulate, Portland's living room, Pioneer Courthouse Square, 23rd Avenue



Posted Wednesday, March 22, 2006

#### Council approves downtown master plan

By RICHARD HANNERS, WILDRIGHT PROF

City Council pushed shead on a proposed Downtown Master Plan on Monday, but residents should not be surprised by the speed with which things are moving.



Funding for the \$3.6 million project could come from the sale of the current City Hall site and use of tax-increment financing funds

Marks said.

THE NEW YORK TIMES REAL ESTATE SUNDAY, JULY 24, 2009

#### A Gritty Midwest City Is Reinventing Itself As a Colony for Artists

By ROBERT SHARKEY, Palented July 24, 2015



a investir, recently from Chairage and Millereston, according to Device Batherbead, resolutive detector of the expects Dommores Raulas Cosporation. "People are starting to occupate an anaplace to see quality art," he said.

Owy Sochat, the city's surpos, said flucture in resing to ottage Charago people on terrotor sebook. "We've parting more extends influence than "Married to have and "Throat one function

The New York Times mercial Real Estate, Pages 20-21

GARY B

Sunday

CRANDALL ARAMBULA
Revitalizing America's Cities

ption anymore." nomy truly mirrors the nation. But where Conomy truly mirrors the nation. But by Racine and its surrounding suburbs, the last few years have been marked by gradually ris-ing prosperity, in step with the national trend. And the recent history of Racine, like that of the nation as a whole, is, also the story of how a community comes to grips with the larger forces of globaliza-tion and technological change. This continuing transformation helps explain why the peo-

> Continued From Page 1 ple of Racine, like per where, often appear ag round them. In a world echnologies can quickly dustry and China and body knows exactly which

Tomolog, Warsh 29, 2005

#### Downtown plan is a bold vision for the future

And we should not let fear of change blind up

At no other time is recast memory have as many Cast Plan residents been so actively emoked in creating a plan. And it shows I usgs anyone who locating test the plan reflects the will of the promunity to severe the documentation of object petopalish and performerives the estant to which the views of the majority shaped the final

Of course, the prain is not without by orders. Then have taked a lot about the character of Gair Park and the values that have made our community something truly special. What they seemed to have forgotten is that it was this very character and the values its obligate shared that pushed us to actively tursue changes that would be in the best long-term resent of the sidage as a whole.

unchanged and will continue to do 65e to enhance the character of our downtown that prices of the plan claim is as evident.

At an artisted Linux the souther of conseras an accretical sense the execution of preserving factory. Bits my professions also has tasged med that writers we believe tour passion for preservation will the ecologistion that the non-size be against, too, them There can be no factor. If med don't make all band a little sport for the new where will the next Frank. Liby@2Mght perfect his craft?

The values that put Dail Park on the map followed changes that, in their time, were continuers all and even radical to many But those days are new little nore than fond memories to we Call Partiers who well them and ourstakes to scholars who sludy the volution of social change. Perhaps this time for those of us who remember those heady times to start spending a little less time reminiscipio alcothe past and a litt more time imagining the future

Yes, if can be herd to accept that all that is old is not productive Cally for those of us who are gatters

which is given first priority. Community residents and busines. leaders rolled up their sleeves and worked hard to bring Racine back from the brink







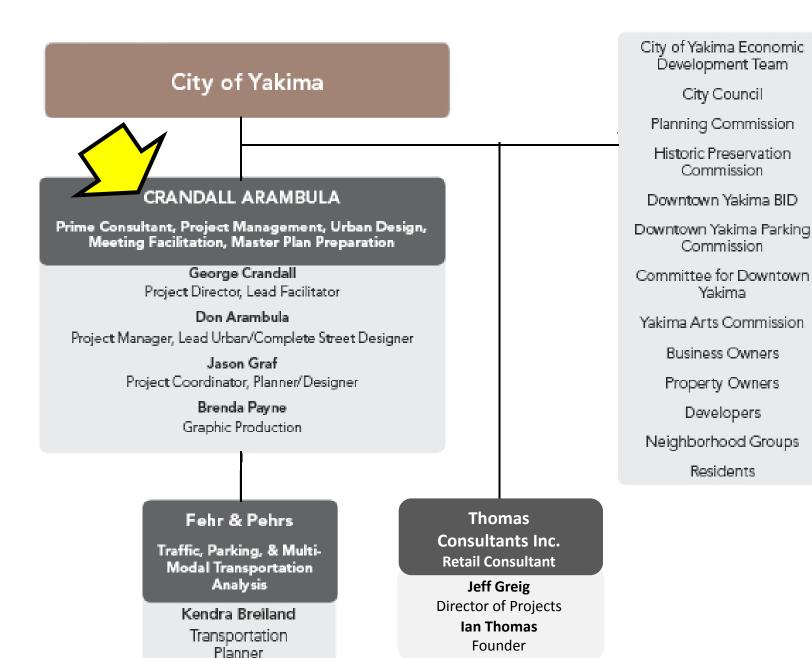
"PRIOR TO THE PLAN PEOPLE SAID. "WHY NOT JUST BULLDOZE DOWNTOWN AND BE DONE WITH IT?" BUT NOW THE LOCAL GOVERNMENT, BUSINESSES. AND THE CITIZENS ENTHUSIASTICALLY ENDORSE IT



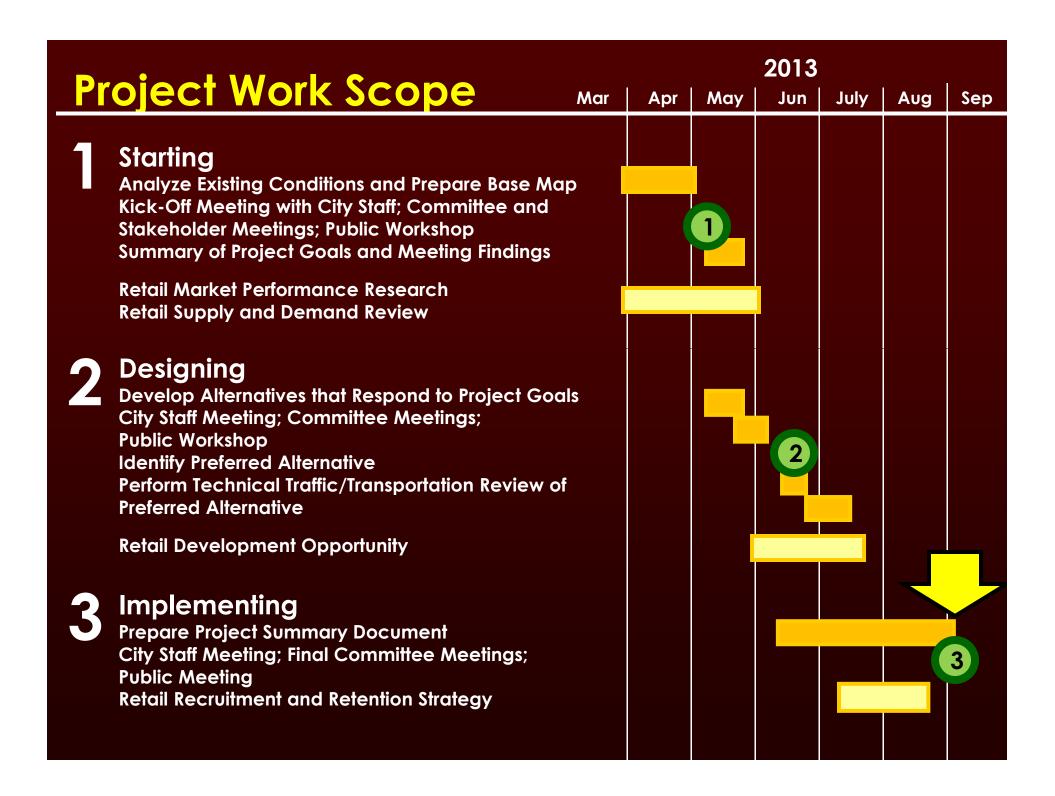


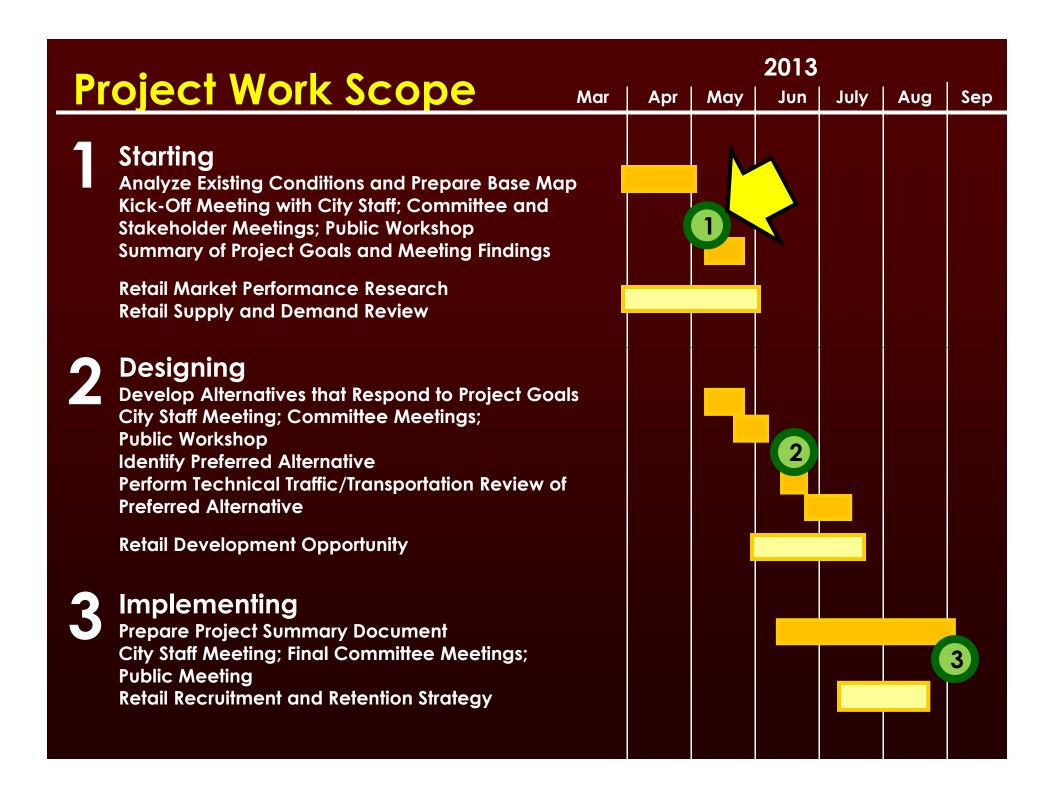






# **Project Team**







Workshop #1

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

#### 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:

- ۱. —
- 2
- 3. -

#### Additional Comments

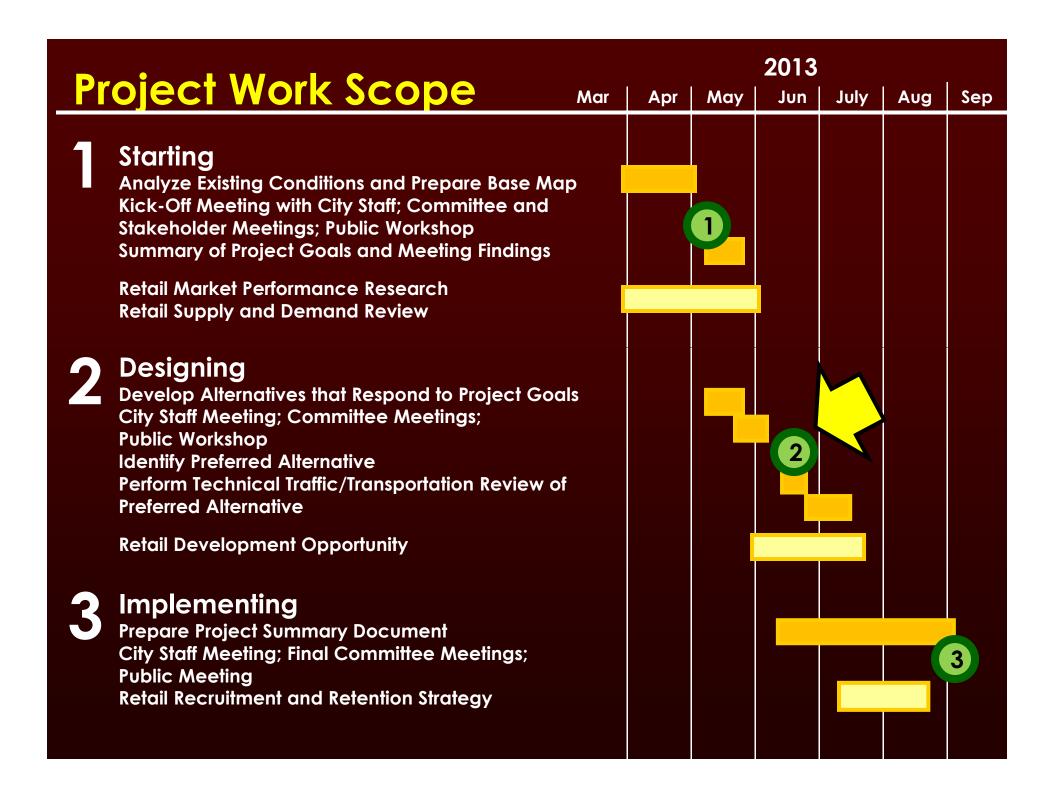
Please note additional comments on the back of this sheet.

# **Project Goals**

Identified by Stakeholder Meetings and Public Workshop #1

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<ul><li>Enhance the Downtown Pedestrian Experience</li></ul>	37
<ul> <li>Make Yakima Avenue a Destination</li> </ul>	20
<ul><li>Create Bike-Friendly Streets</li></ul>	15
<ul> <li>Locate a Downtown Trolley</li> </ul>	11
LAND USE	
<ul> <li>Downtown is a Shopping &amp; Entertainment Destination (Retail)</li> </ul>	47
<ul> <li>Create a Central Gathering Space (Plaza)</li> </ul>	33
<ul> <li>Embrace Yakima's Cultural Diversity &amp; Heritage (Mercado)</li> </ul>	27
<ul> <li>Encourage Downtown Investment</li> </ul>	43
<ul> <li>Ensure Adequate &amp; Convenient Parking</li> </ul>	15
<ul> <li>Cultivate Local Retail &amp; Business Development</li> </ul>	15
<ul> <li>Improve Downtown Safety</li> </ul>	21
<ul> <li>Establish Development Guidelines &amp; Standards</li> </ul>	21
<ul> <li>Preserve/Enhance Historic Buildings</li> </ul>	10
<ul> <li>Increase Downtown Housing Options</li> </ul>	14
<ul> <li>Create a Family-Friendly Downtown</li> </ul>	8



# **Project Goals**



Identified by Stakeholder Meetings and Public Workshop #1

# CIRCULATION Enhance the Downtown Pedestrian Experience Make Yakima Avenue a Destination Create Bike-Friendly Streets Locate a Downtown Trolley

# **LAND USE**

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

## **Response Sheet**

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

Circulation Concept

#### Yakima Avenue-Traffic Calmed

	rakina / Wende Traine Camea				
	No Bikeway No Trolley	Trolley Added	Bikeway Added	Bikeway & Trolley Added	Other
Boulevard Segment  Median Travel Lanes - 2 Turn Lane- Optional  'Parkway' Segment Curbside Landscaping Each Side of Street	■ Median- 12'-24' ■ Curbside	■ Median- 12'-24' ■ Trolley in Traffic ■ Curbside	<ul> <li>Median- 10'</li> <li>Protected         Bikeway-         8' Each side</li> <li>Curbside</li> </ul>	<ul> <li>Median- 10'</li> <li>Trolley in Traffic</li> <li>Protected</li> <li>Bikeway-</li> <li>8' Each side</li> </ul> Curbside	
■ Travel Lanes- 2 ■ Turn Lane- 1	Landscaping- 13' Each Side	Landscaping- 13' Each Side ■ Trolley in Traffic	Landscaping- 8' Each Side • Protected Bikeway- 8' Each side	Landscaping- 8' Each Side Protected Bikeway- 8' Each side Trolley in Traffic	
CHECK PREFERENCE (One Only)					
Land Use Concept					
City Center Alternativ	Altern e 'South	REVERSIONES D	Alternative 2 'North Plaza'	Other	
CHECK PREFERENCE (One Only)					

**Response Sheet** 

# Circulation Concept

# Yakima Avenue- Traffic Calmed

	No Bikeway No Trolley	Trolley Added	Bikeway Added	Bikeway & Trolley Added	Other
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CHECK PREFERENCE (One Only)	2	1	25	<mark>59</mark>	8

**Response Sheet** 



'Boulevard' — Bikeway and Trolley Added



'Parkway' — Bikeway and Trolley Added

## **Response Sheet**

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

#### Circulation Concept

#### Yakima Avenue-Traffic Calmed

		No Bikeway No Trolley	Trolley Added	Bikeway Added	Bikeway & Trolley Added	Other
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<b>N</b>	CHECK PREFERENCE (One Only)					
	Land Use Concept					
7	City Center Alternative CHECK PREFERENCE (One Only)	Alterna e 'South	1007GNE08E6 E	Alternative 2 'North Plaza'	Other	

**Response Sheet** 

### Land Use Concept

City Center Alternative
CHECK PREFERENCE
(One Only)

Alternative 1 'South Plaza'



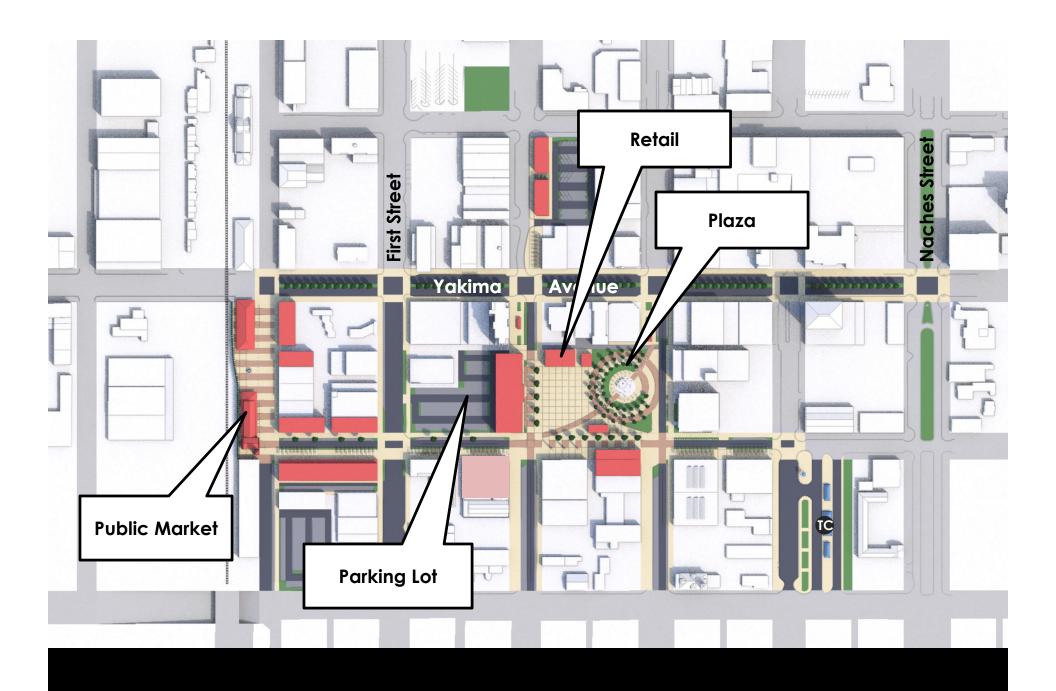
Alternative 2 'North Plaza'

Other





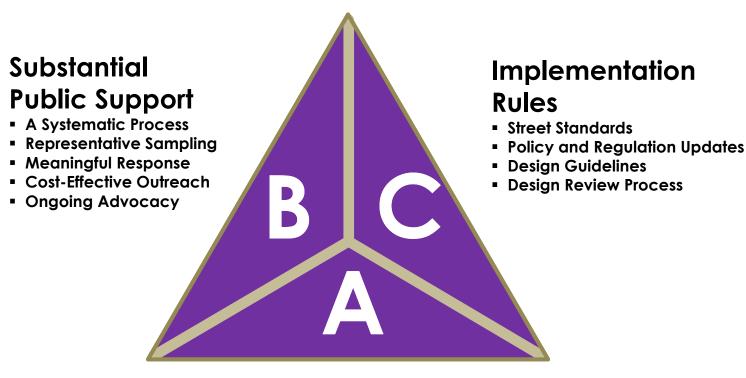




City Center Alternative 1: 'South Plaza'



# Downtown Master Plan



### A Complete Plan

- Game Changers
- Retail Concentration
- Employment Districts
- Housing Districts
- Central Public Square
- Parks & Open Space
- Complete Streets
- High Quality Transit
- Civic Facilities
- Cultural Destinations
- Implementation Strategy

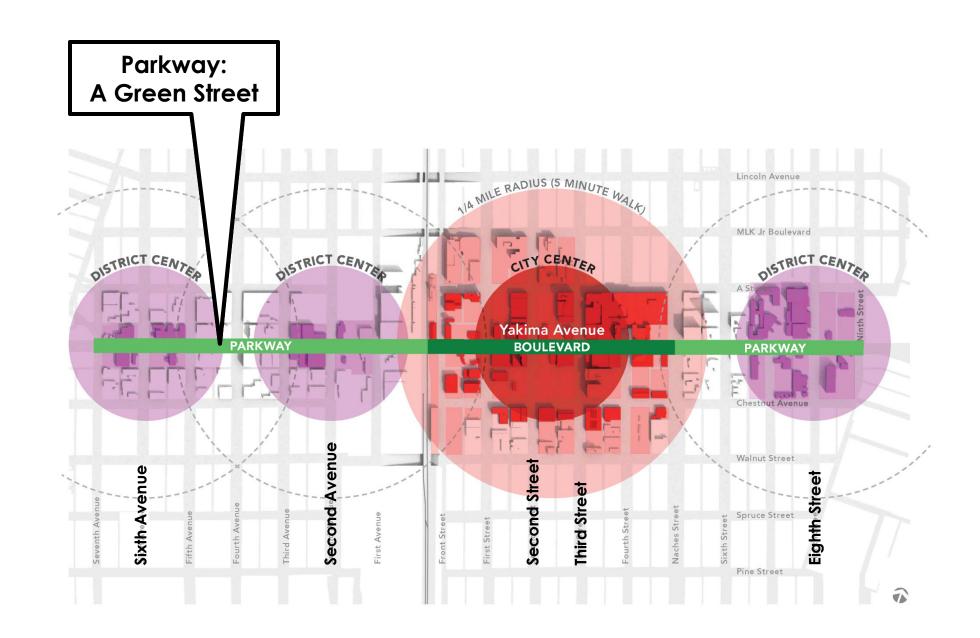
# **Revitalization Fundamentals**

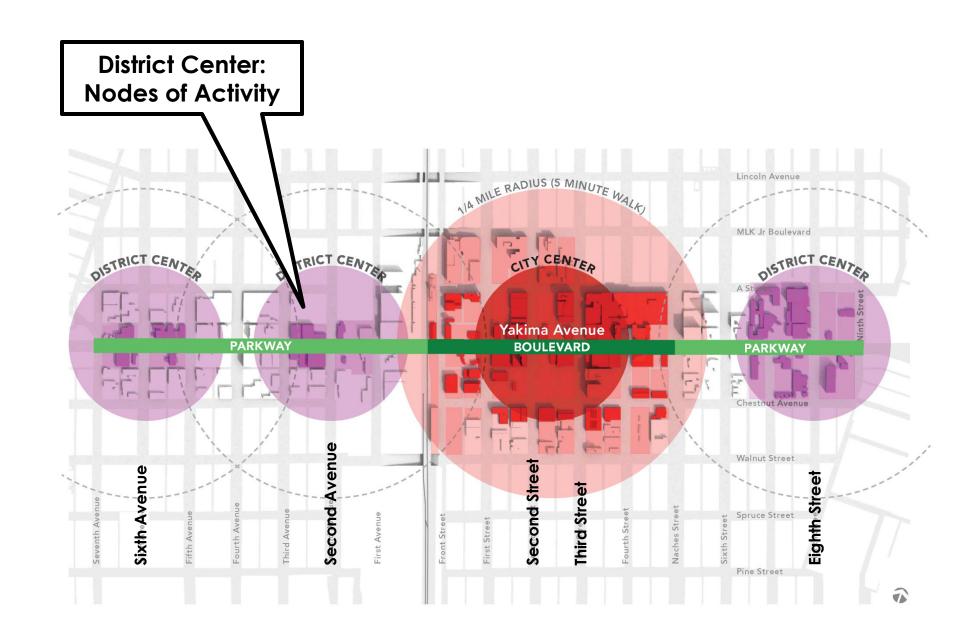
## **Table Of Contents**

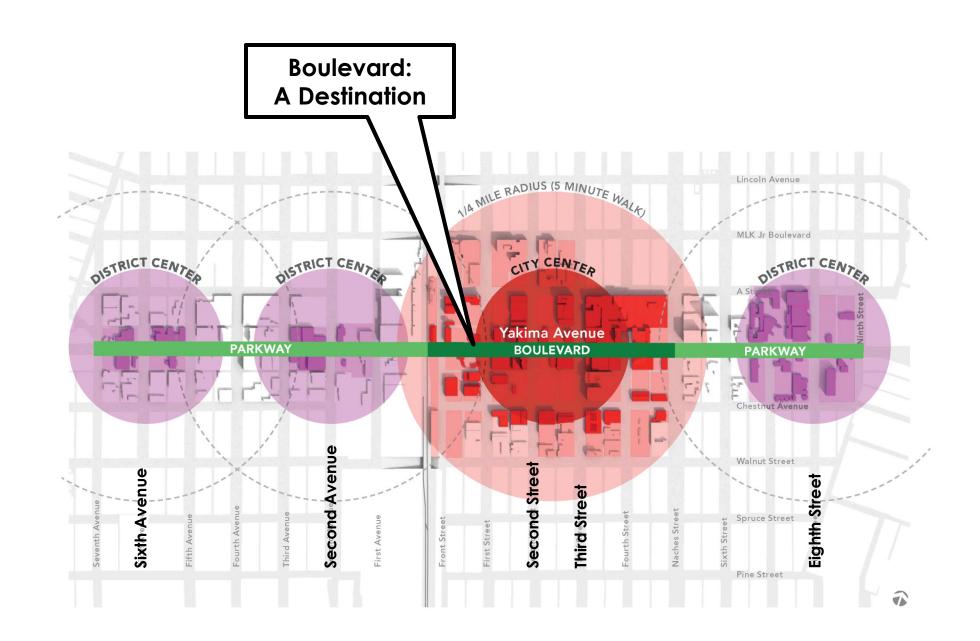


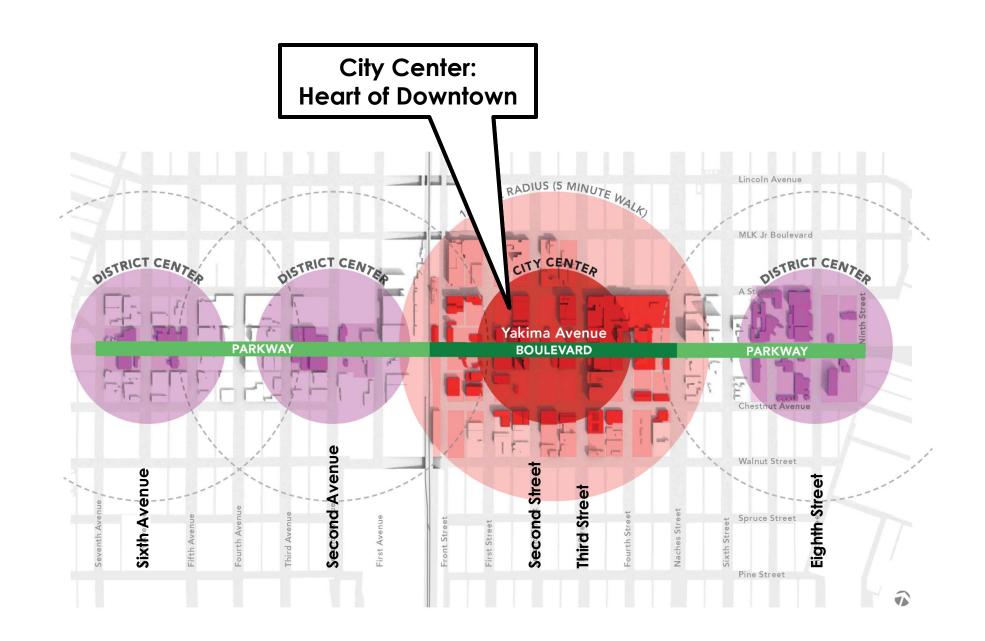
# > PLAN ELEMENTS

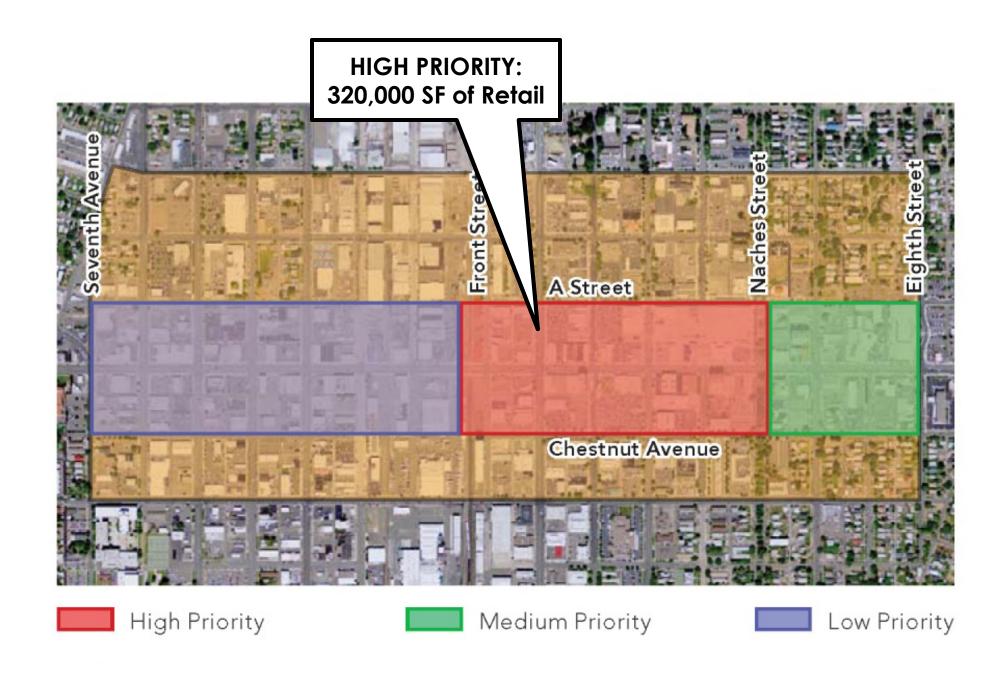
Introduction
PROJECTS
Game-Changer & Essential Projects18Yakima Plaza20'Retail Main Street' & Public Market.22Yakima Avenue.24Downtown Parking Strategy.26Diversion Study.28Policy Updates.29Zoning Ordinance Updates.30Design Guidelines.33Downtown Street Standards.36
IMPLEMENTATION
Introduction
Retail Strategy



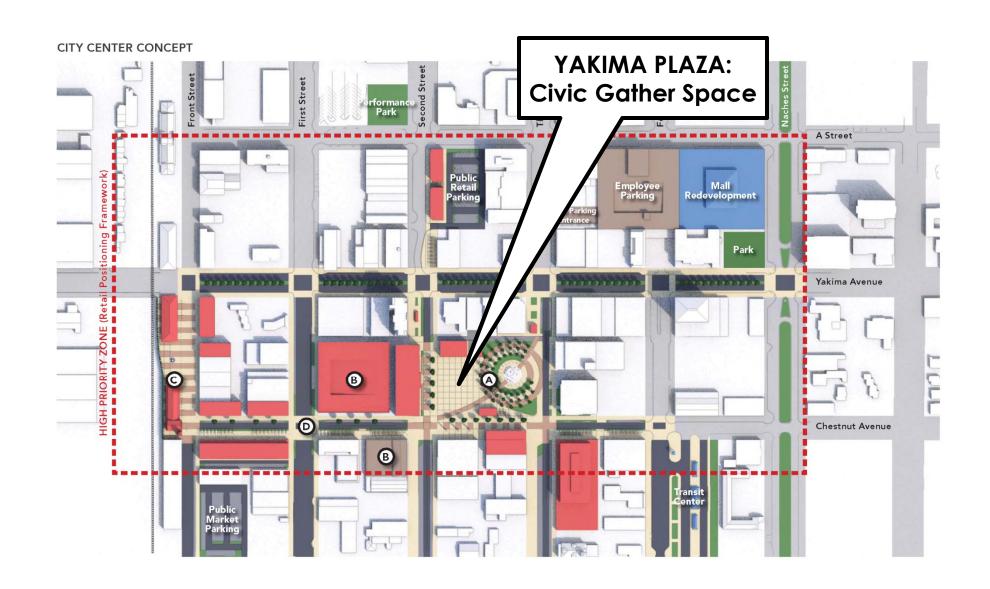


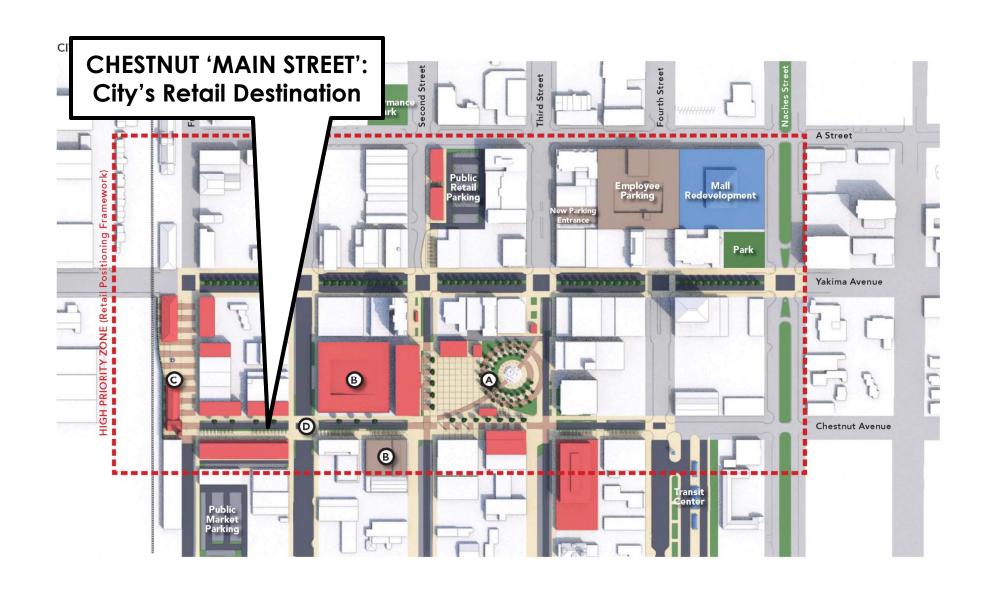


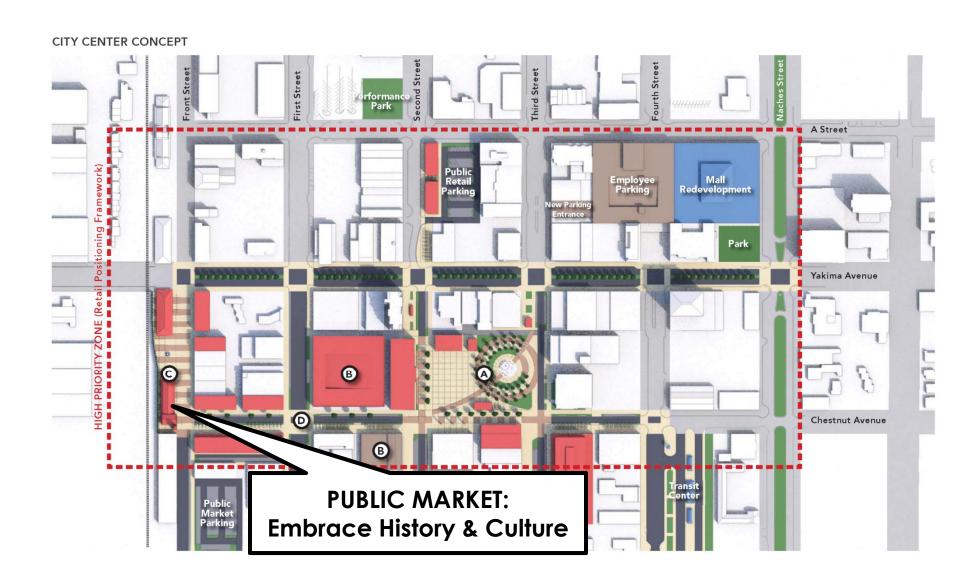




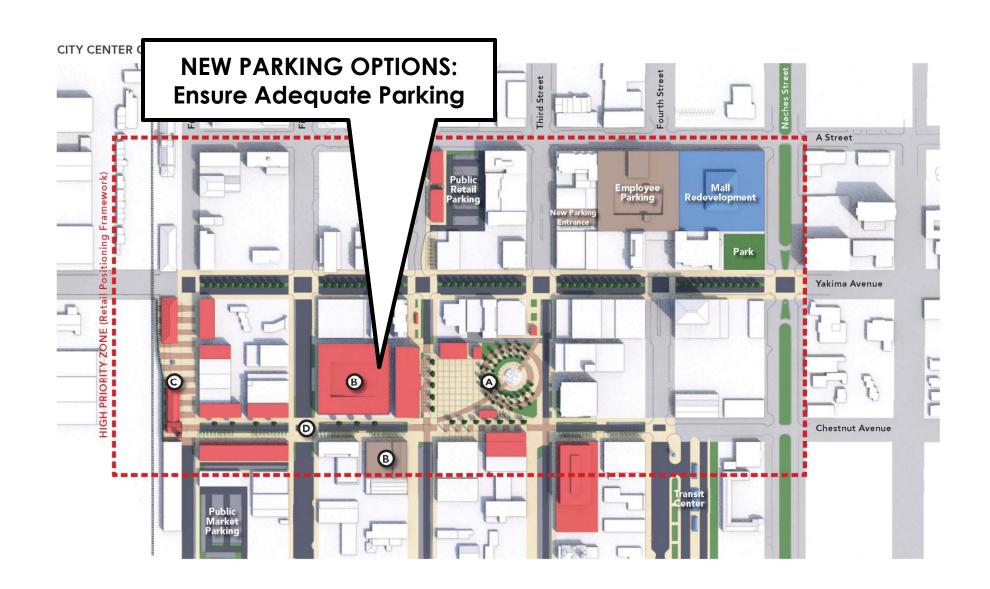
# City Center 'Retail Positioning'

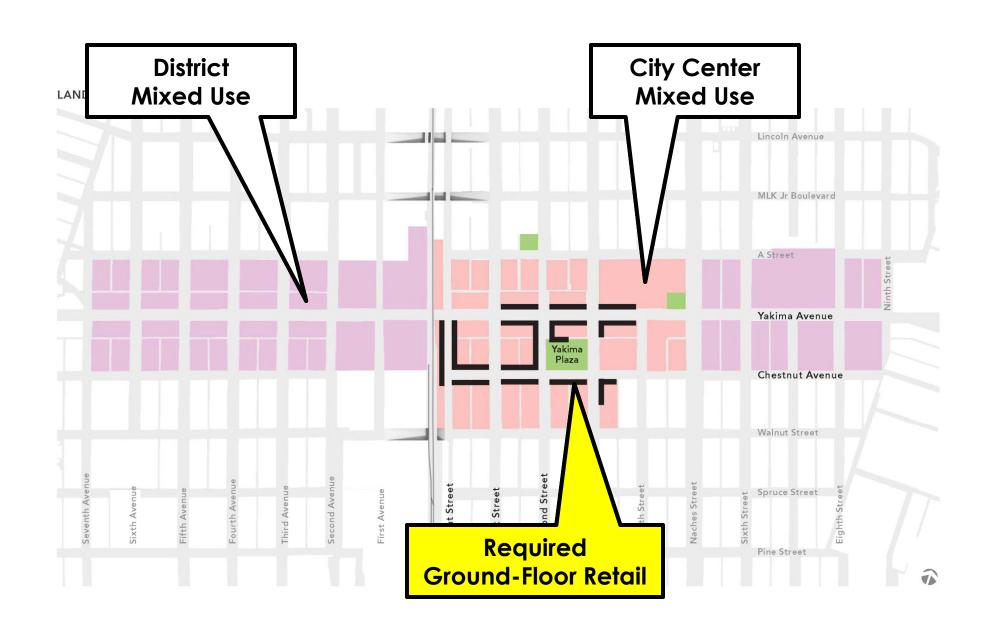


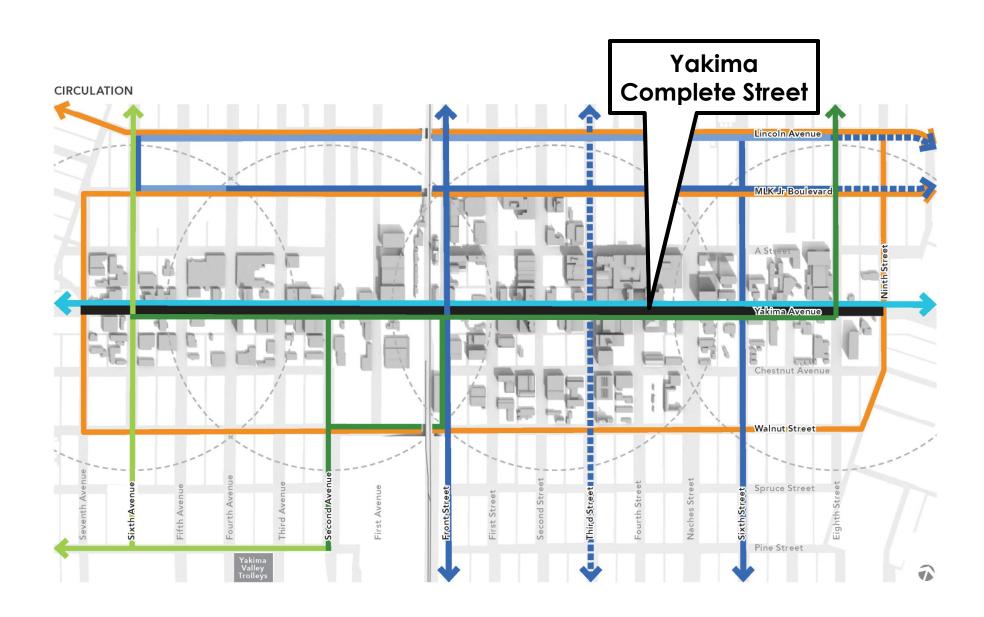


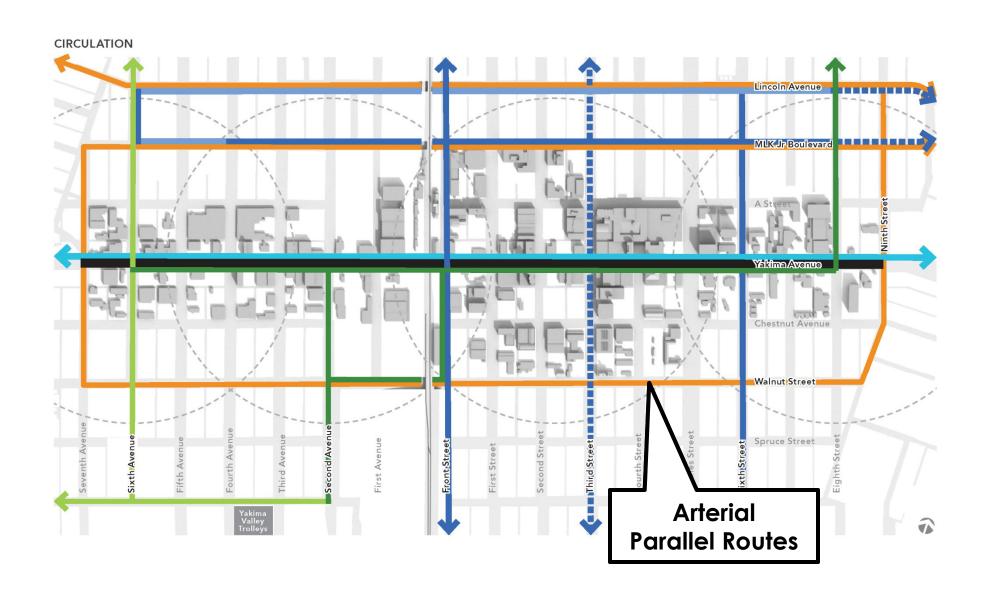


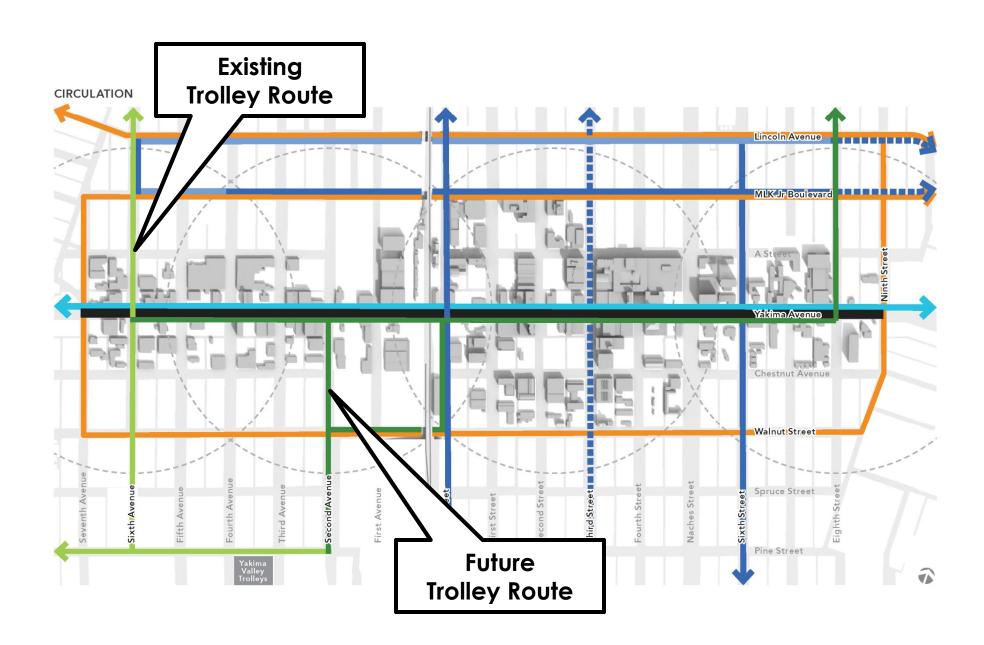
# **City Center Concept**

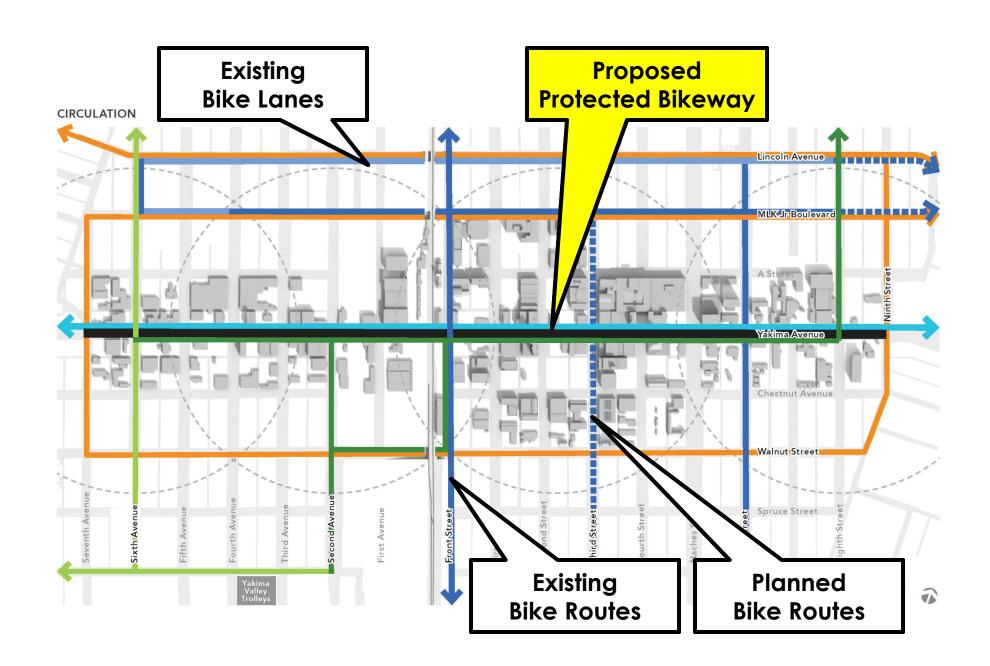












#### **Table Of Contents**

#### **PLAN ELEMENTS**

	Introduction	6
	Fundamental Concept	8
	City Center Concept	
<b>.</b>	Land Use	
┛	Circulation	14
_ \		
	PROJECTS	
٦/	Game-Changer & Essential Projects	18
<b>y</b>	Yakima Plaza	
	'Retail Main Street' & Public Market	
	Yakima Avenue	24
	Downtown Parking Strategy	
	Diversion Study	
	Policy Updates	
	Zoning Ordinance Updates	
	Design Guidelines	
	Downtown Street Standards	
	IMPLEMENTATION	
	Introduction	42
	Implementation Oversight	
	Schedule	
	Action Plans	
	Yakima Plaza	
	Retail Main Street	
	Public Market	
	Yakima Avenue	
	Downtown Parking Strategy	
	Diversion Study Policy Updates	
	Zoning Ordinance Update	
	Design Guidelines	
	Downtown Street Standards	
	Retail Strategy	55

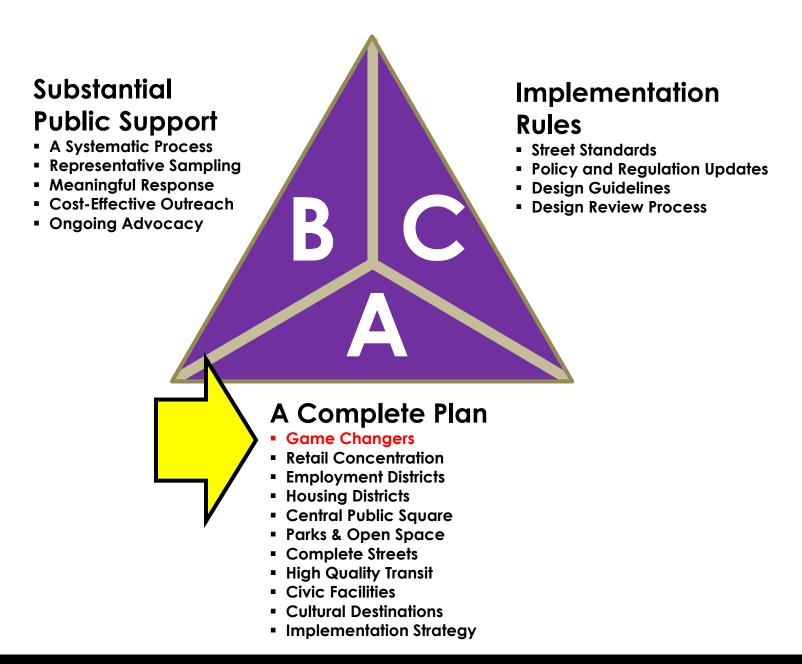
## **Projects**

### **GAME CHANGER PROJECT**

Yakima Plaza

#### **ESSENTIAL PROJECT**

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



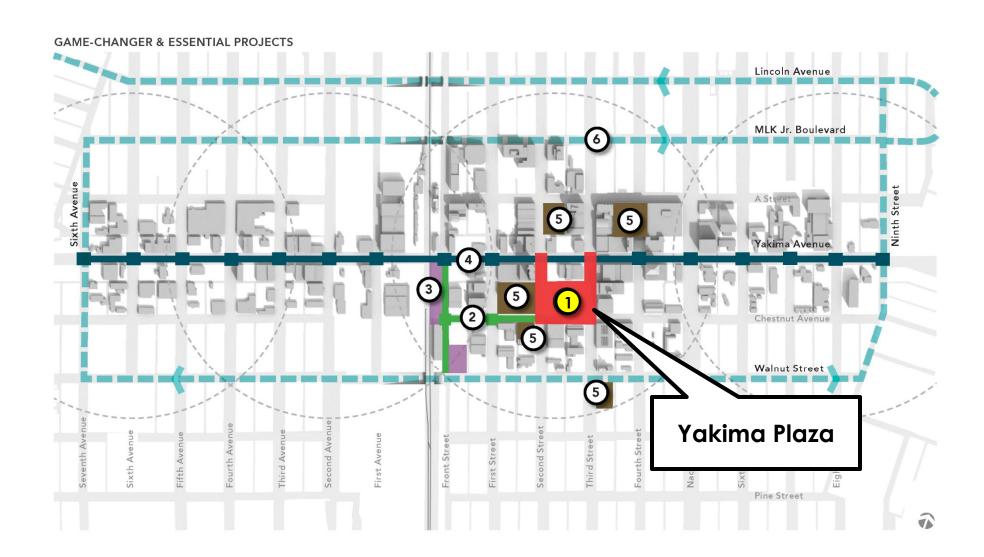
**Revitalization Fundamentals** 

## Game Changer Fundamentals

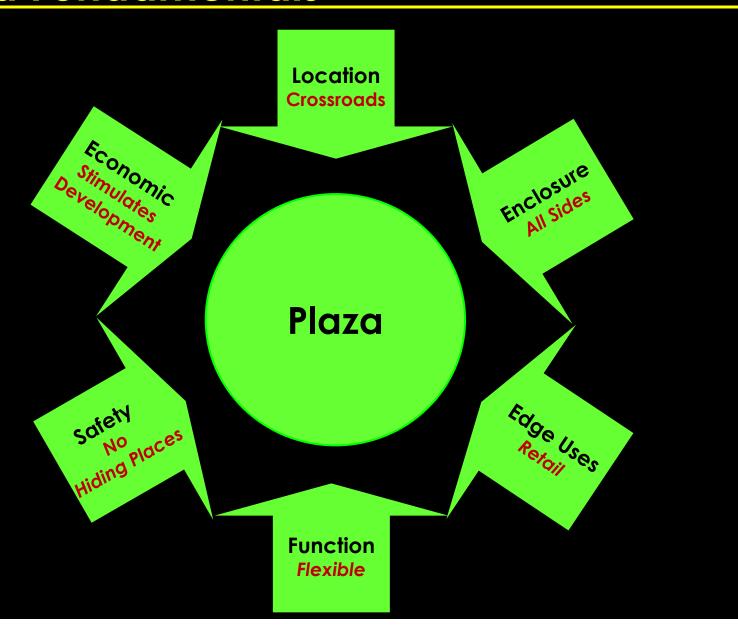




### Game Changer & Essential Projects



# Plaza Fundamentals



Before





Parking Lot 1970



**Square Today** 

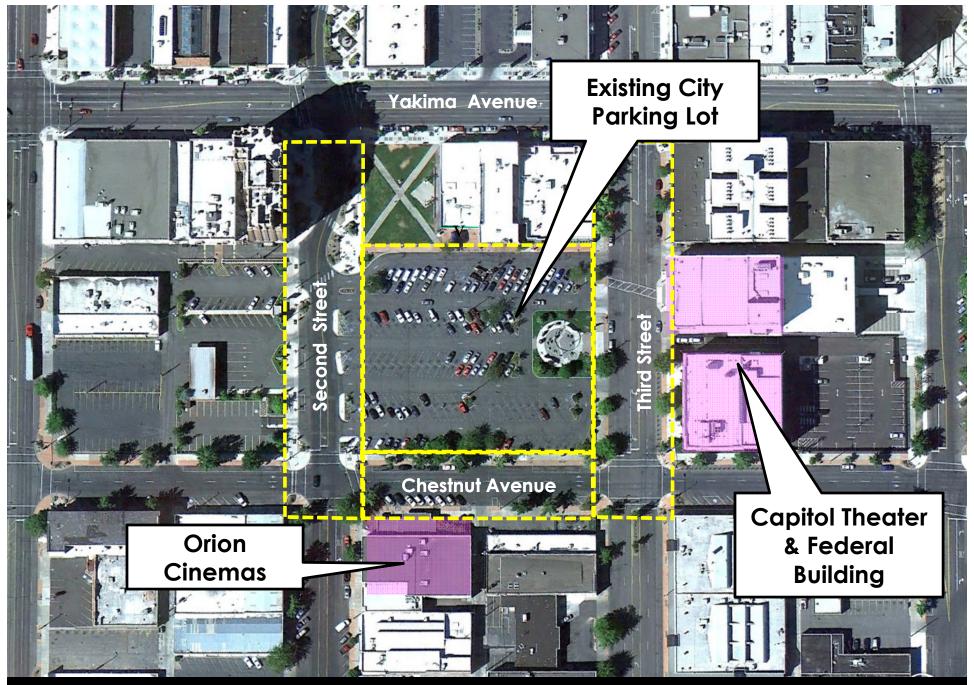
Pioneer Courthouse Square — Portland, Oregon



Pioneer Courthouse Square — Portland, Oregon



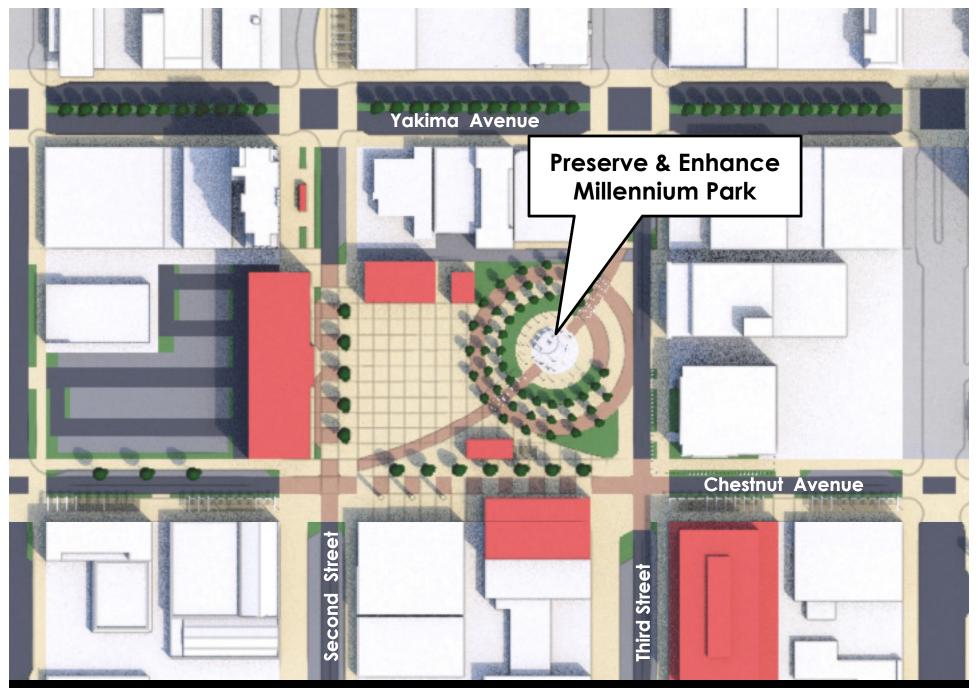
Pioneer Courthouse Square — Portland, Oregon



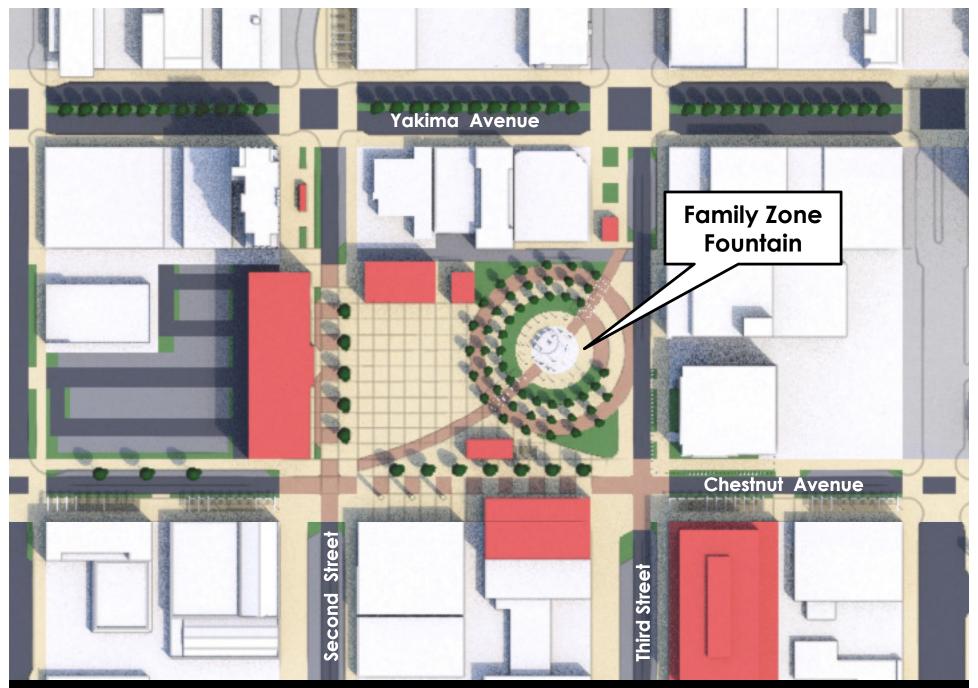
Yakima Plaza Site



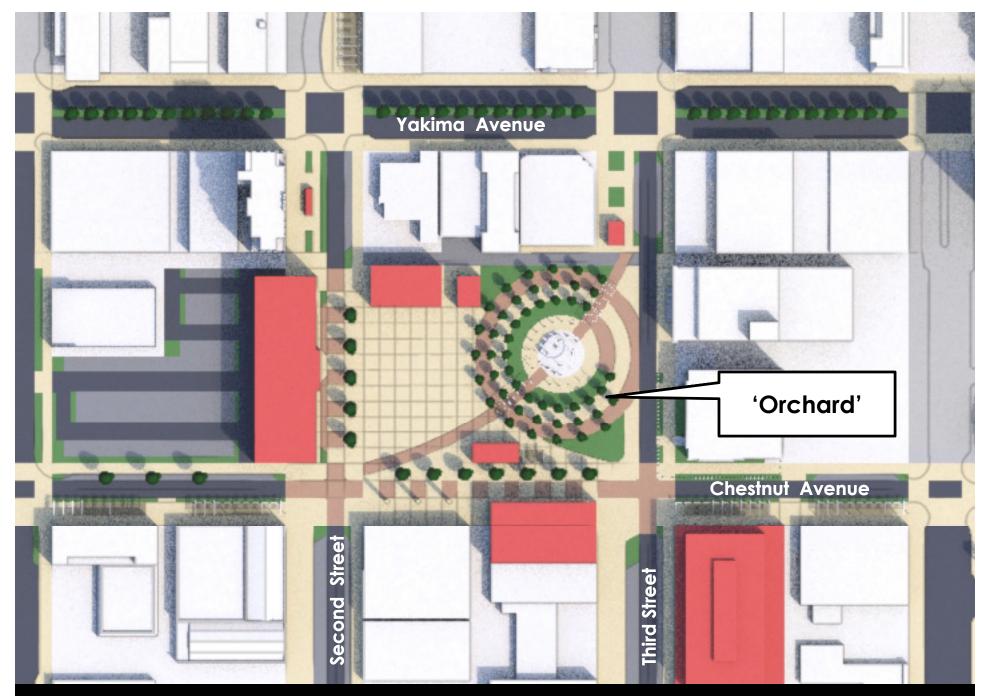
Yakima Plaza



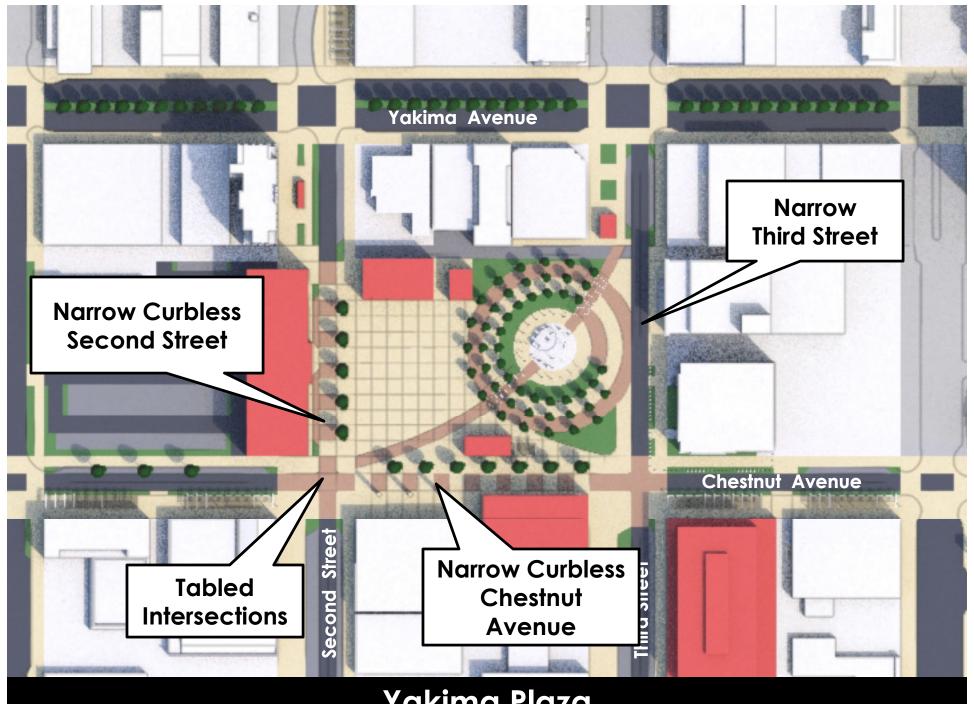
Yakima Plaza



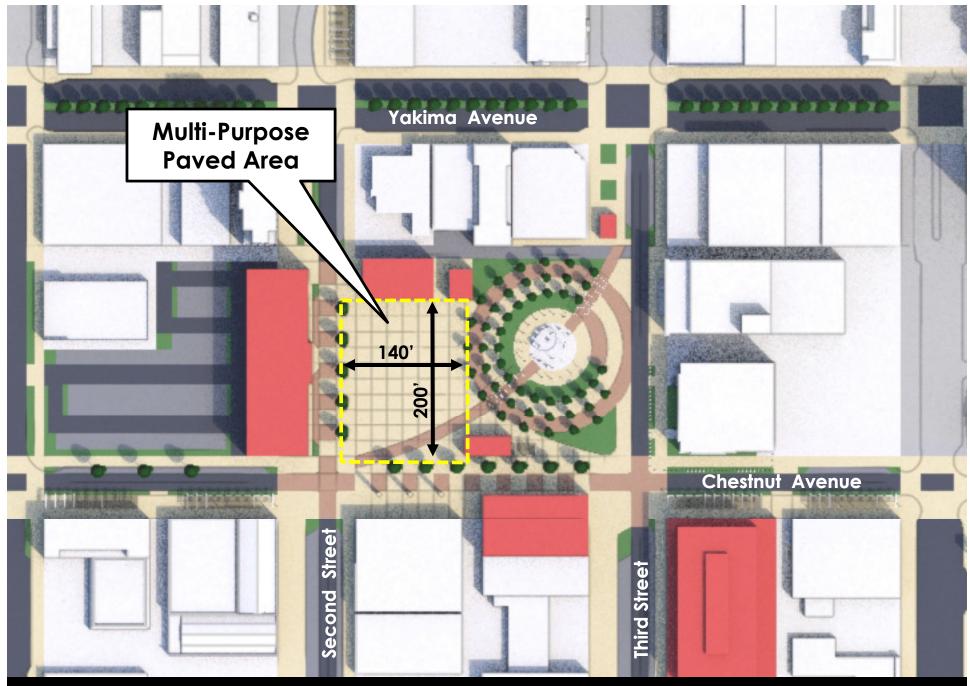
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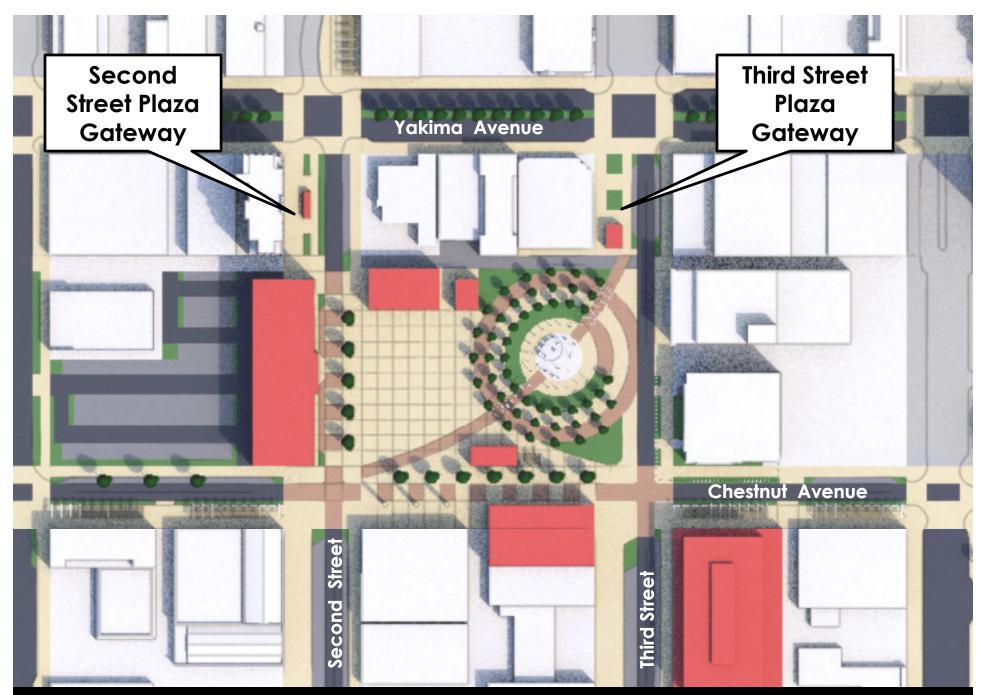
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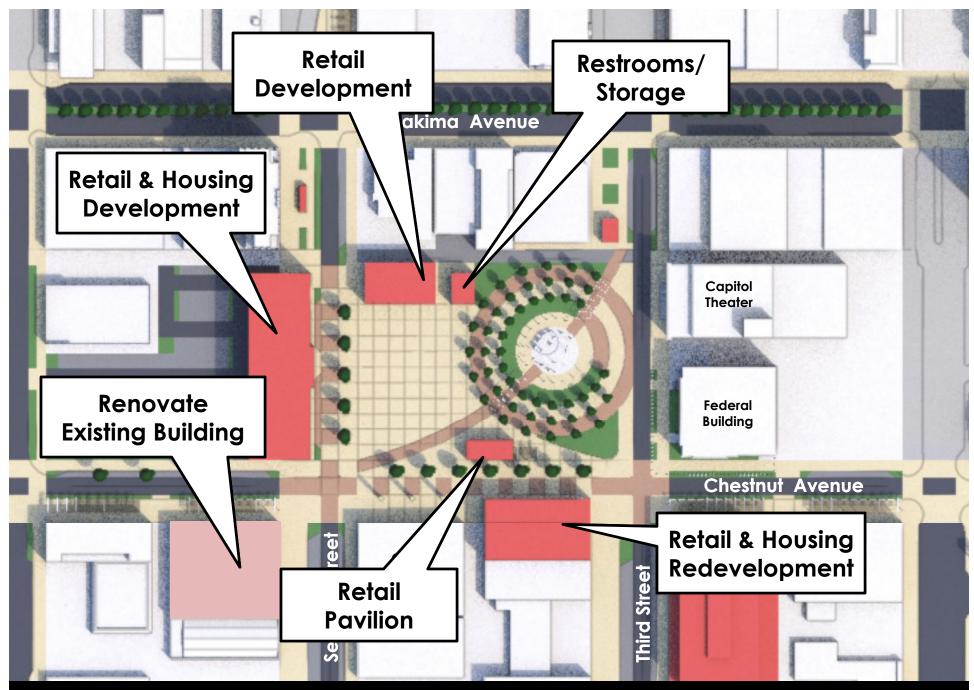
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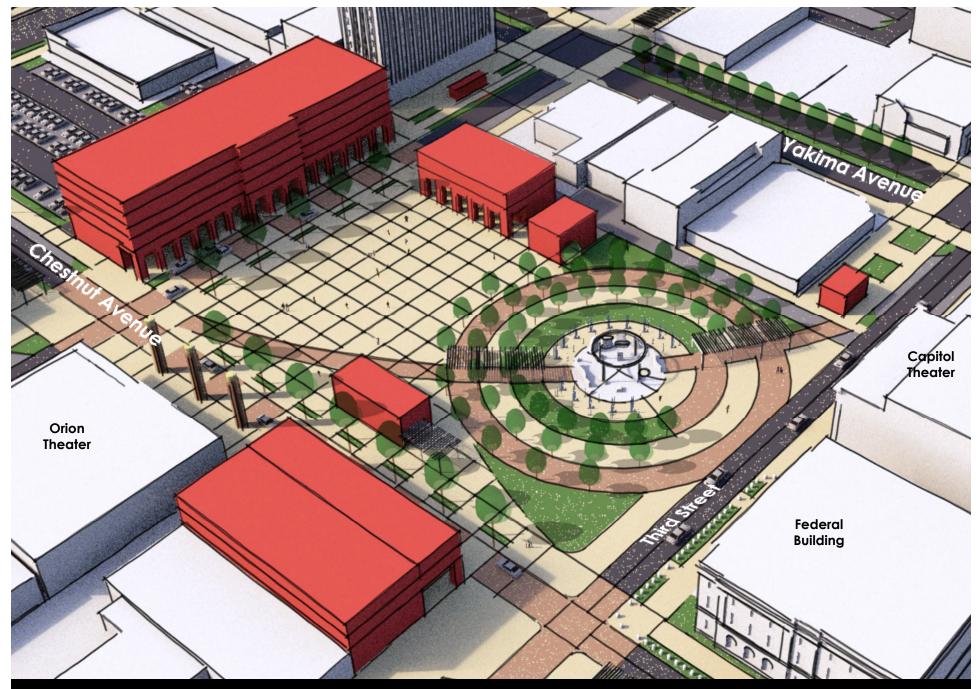
Yakima Plaza



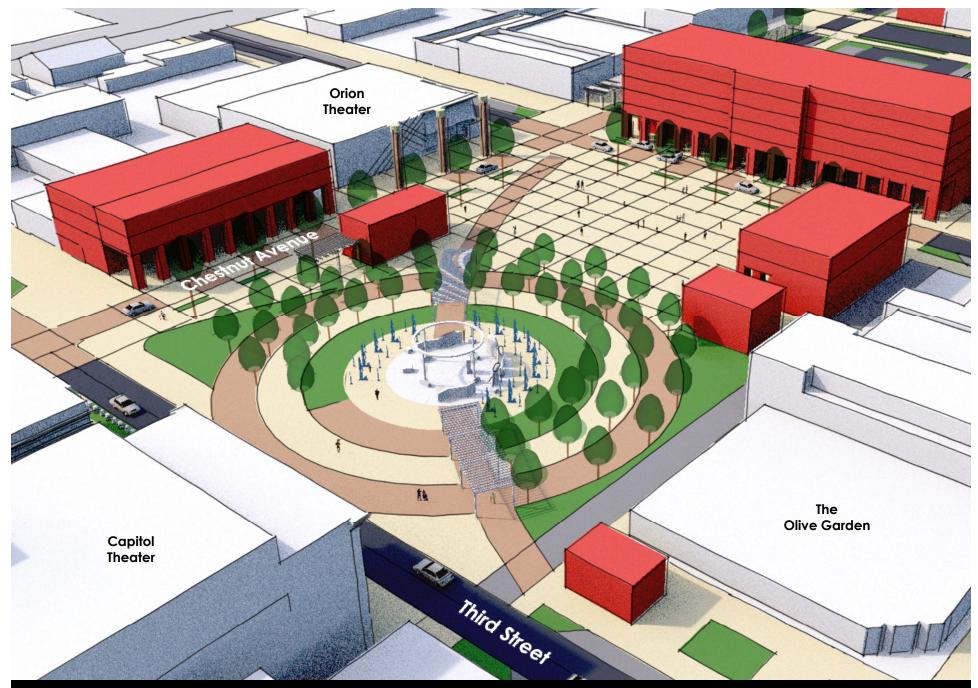
Yakima Plaza



Yakima Plaza



Yakima Plaza



Yakima Plaza

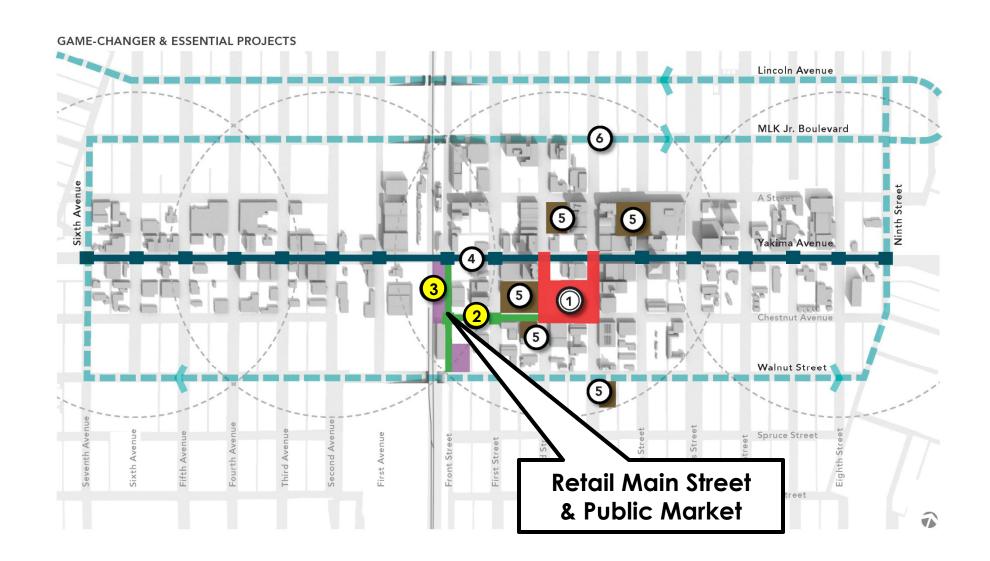
## **Projects**

### GAME CHANGER PROJECT

Yakima Plaza

#### **ESSENTIAL PROJECT**

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

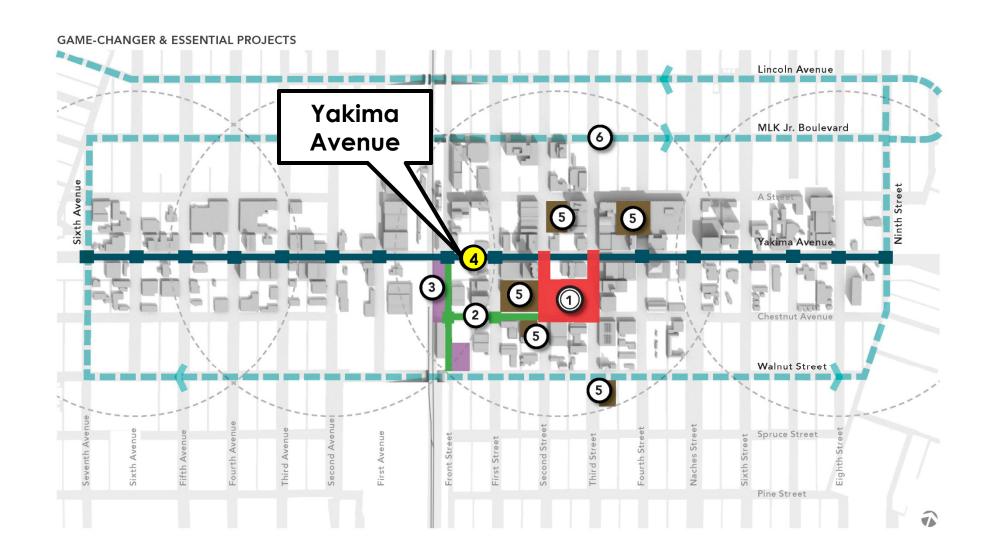




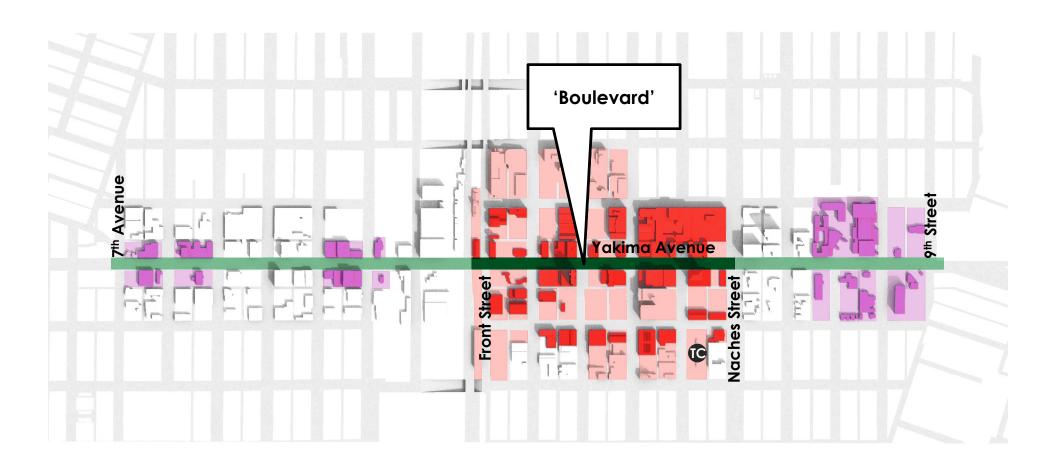
Retail Main Street & Public Market Site



Retail Main Street & Public Market



### **Essential Projects**





Yakima Avenue 'Boulevard'



Yakima Avenue 'Boulevard'



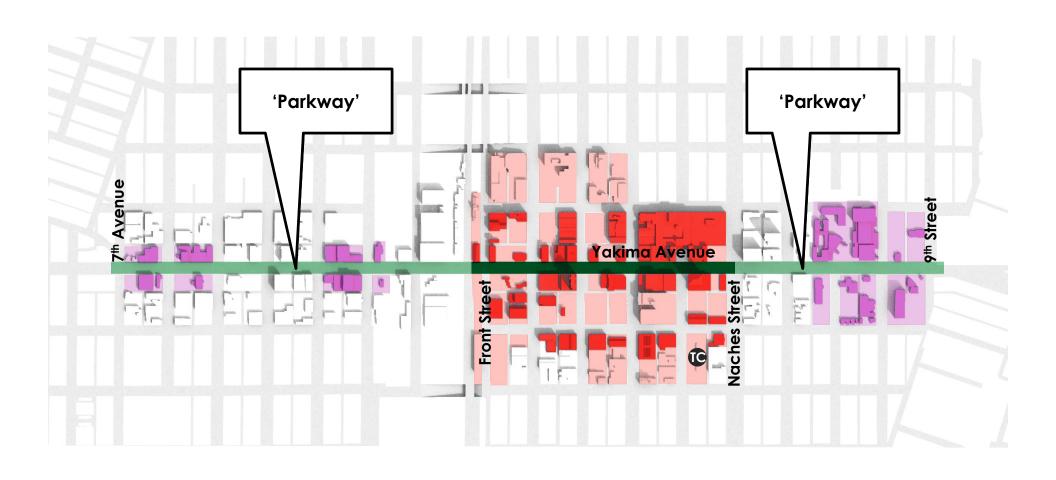
Yakima Avenue 'Boulevard'



Yakima Avenue 'Boulevard'

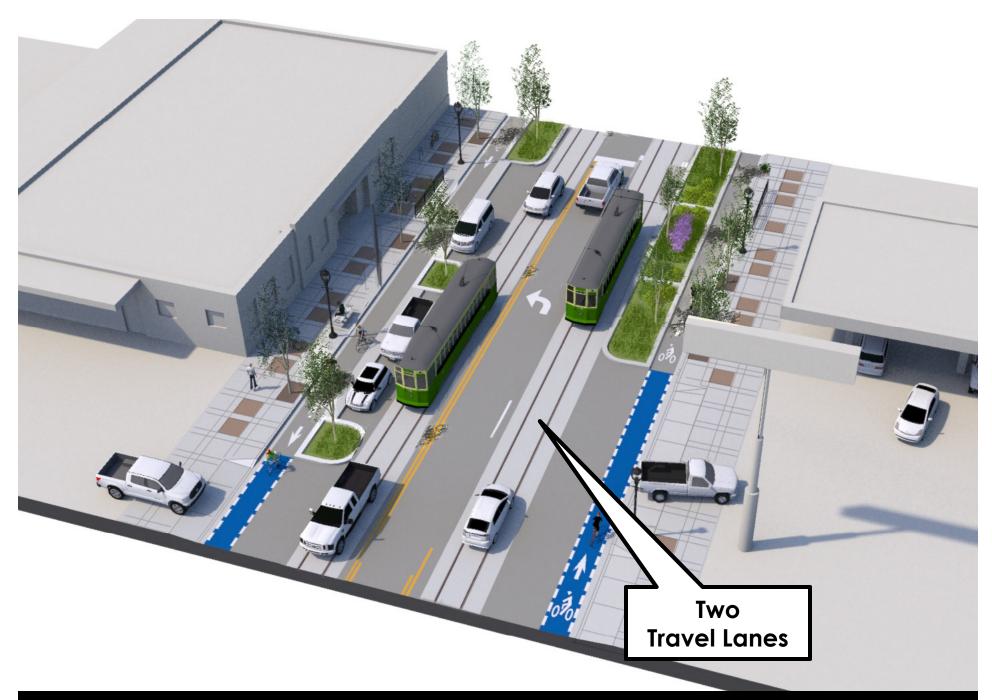


Yakima Avenue 'Boulevard'

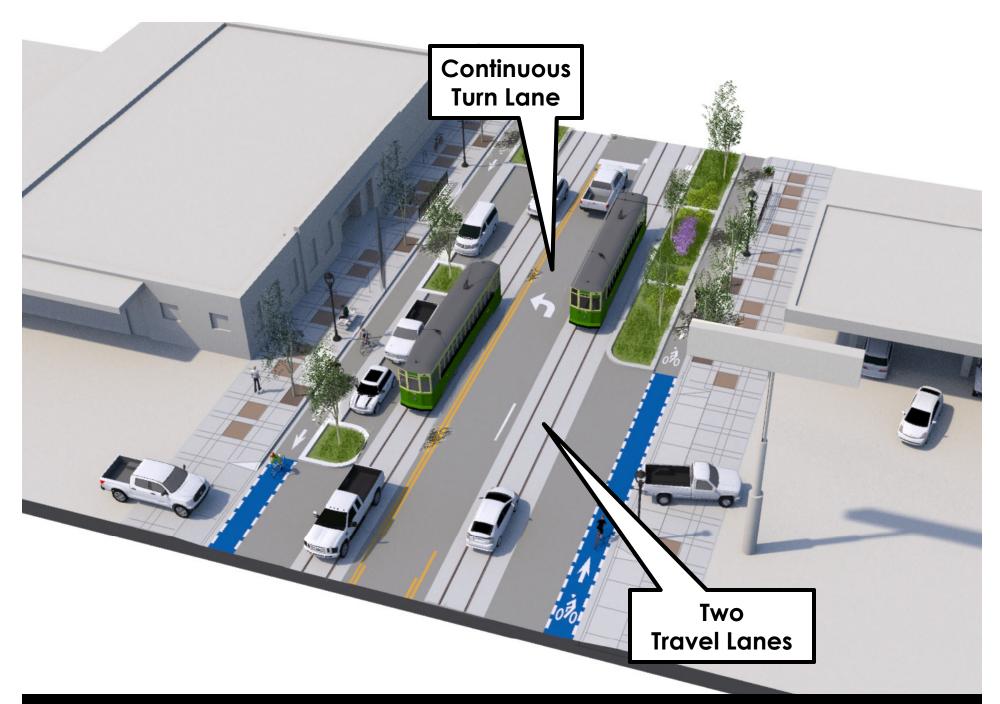


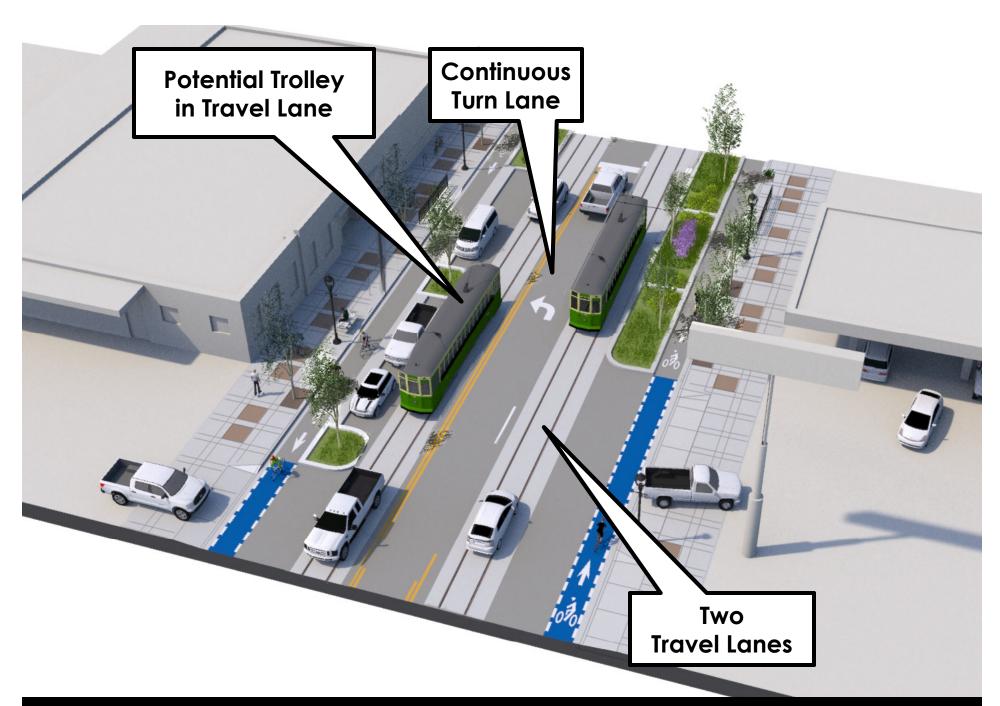


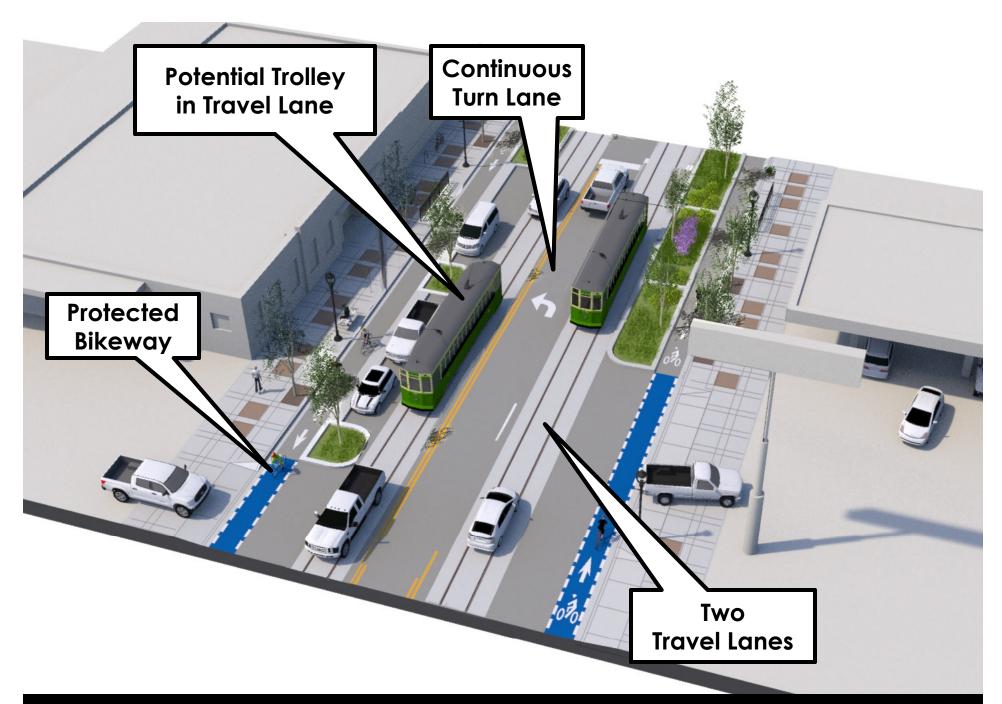
Yakima Avenue 'Parkway'

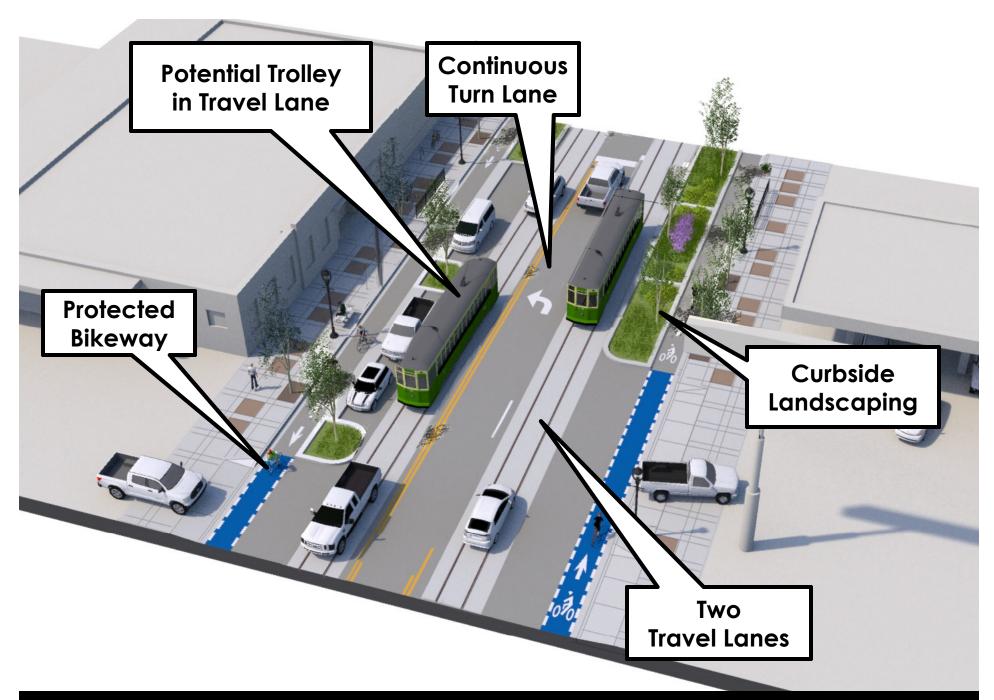


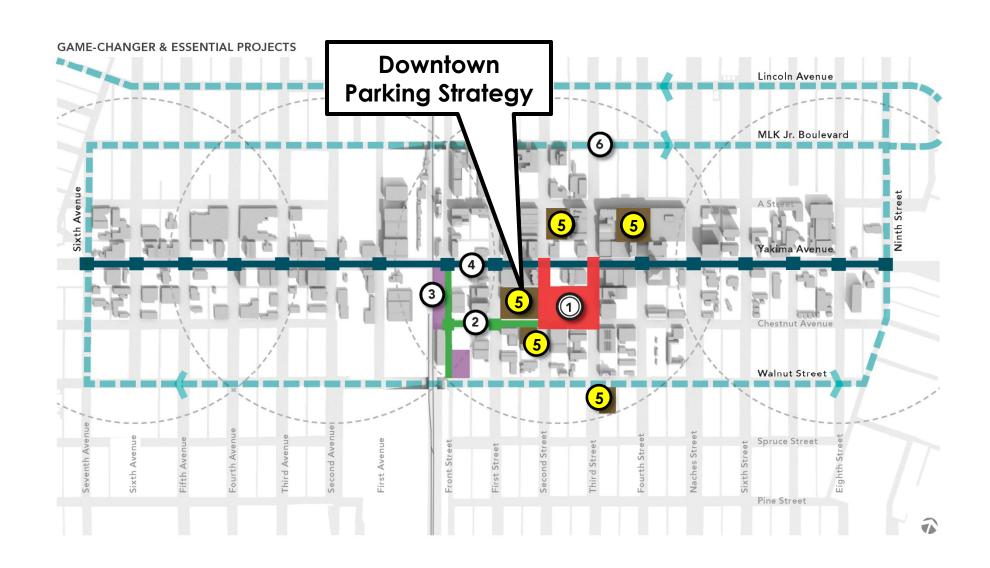
Yakima Avenue 'Parkway'

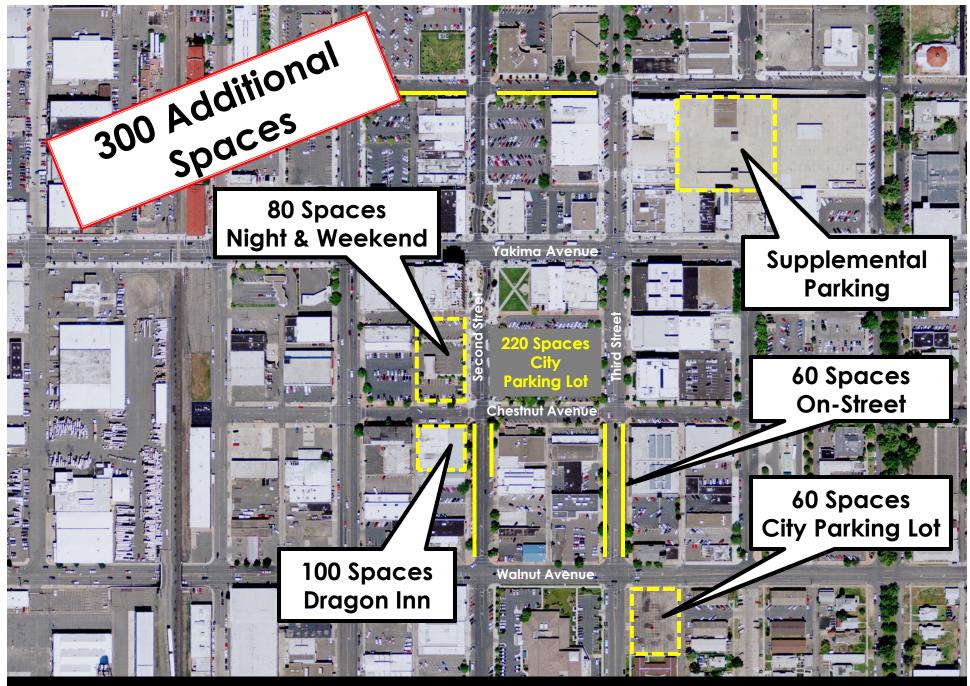




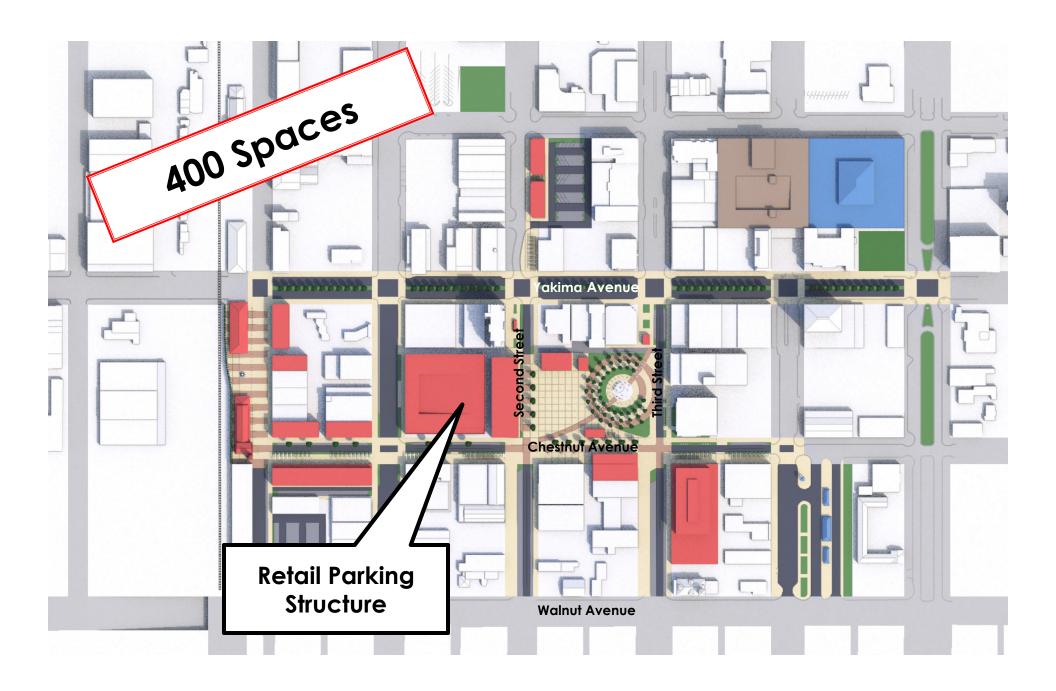


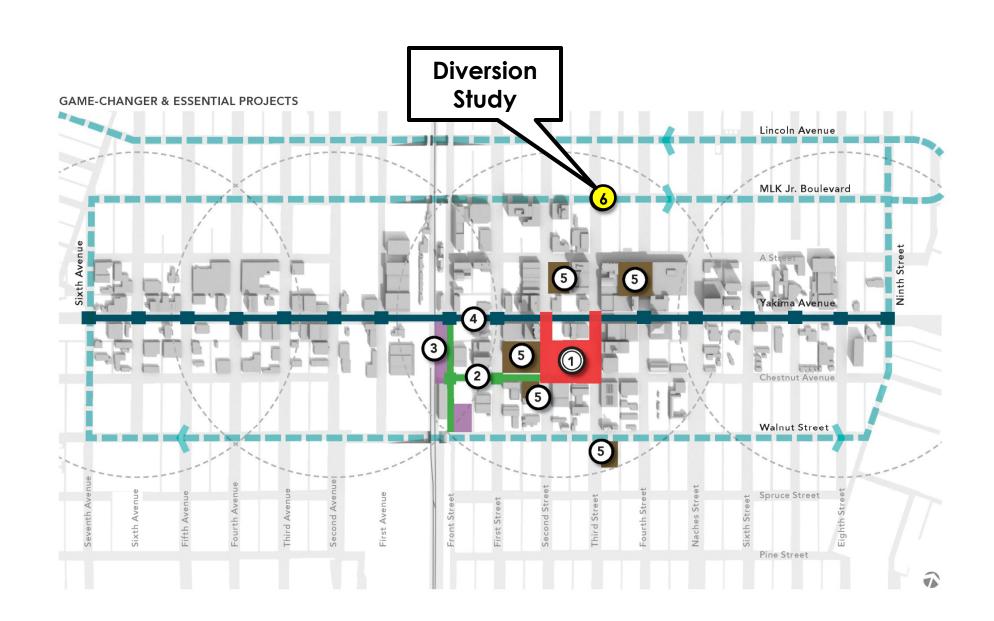


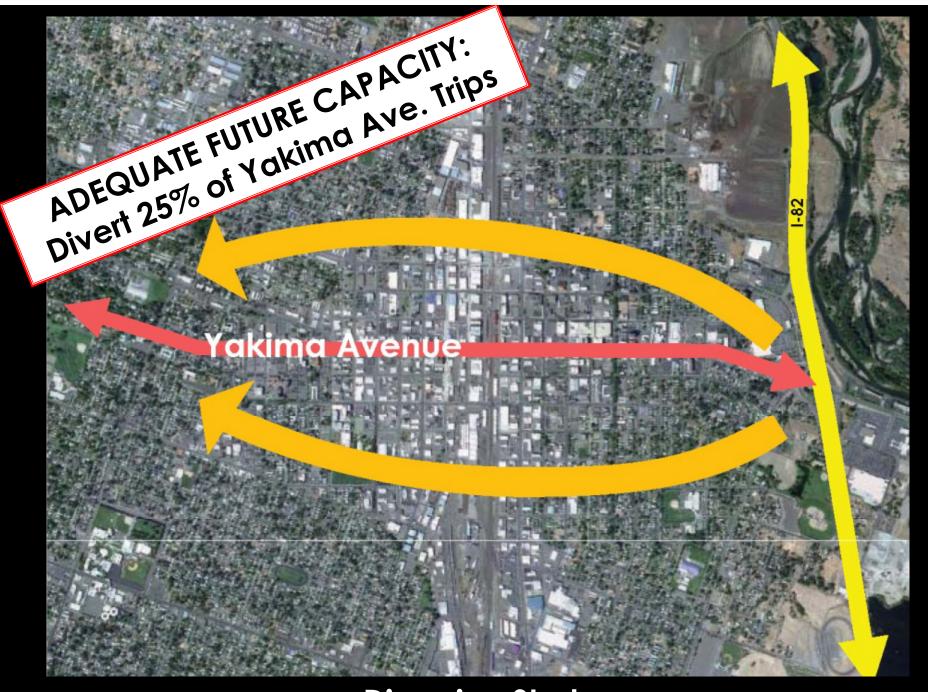




Downtown Parking Strategy — Short Term







**Diversion Study** 

#### **Table Of Contents**

#### **PLAN ELEMENTS**

Introduction	6
Fundamental Concept	8
City Center Concept	
Land Use	
Circulation	
PROJECTS	
Game-Changer & Essential Projects	s18
	20
'Retail Main Street' & Public Market	
Yakima Avenue	
Downtown Parking Strategy	
Diversion Study	
Policy Updates	
Zoning Ordinance Updates	
Design Guidelines	
Downtown Street Standards	
Downtown Street Standards	
IMPLEMENTATION	
Introduction	42
Implementation Oversight	
Schedule	
Action Plans	
Yakima Plaza	43
Retail Main Street	
Public Market	
Yakima Avenue	
Downtown Parking Strategy	
Diversion Study	
Policy Updates	
Zoning Ordinance Update	
Design Guidelines	
Downtown Street Standards	
Retail Strategy	
Finance	5/





- A Systematic Process
- Representative Sampling
- Meaningful Response
- Cost-Effective Outreach
- Ongoing Advocacy

# Implementation Rules

- Street Standards
- Policy and Regulation Updates
- Design Guidelines
- Design Review Process

#### A Complete Plan

- Game Changers
- Retail Concentration
- Employment Districts
- Housing Districts
- Central Public Square
- Parks & Open Space
- Complete Streets
- High Quality Transit
- Civic Facilities
- Cultural Destinations
- Implementation Strategy

**key** alization Fundamentals



#### **PROJECTS**

- 1 Yakima Plaza
- (2) 'Retail Main Street' \*
- 3 Public Market \*\*
- 4 Yakima Avenue
- 5 Downtown Parking Strategy
  Replacement Parking Lot
- 6 Diversion Study
- 7 Policy Updates
- 8 Zoning Ordinance Update
- 9 Design Guidelines
- 10 Downtown Street Standards



PROJECTS	TIMELINE							
	YEAR 1		YEAR 2		YEAR 3		YEAR 4	YEAR 5
1 Yakima Plaza	Start		ruction ments	Cons	truct			
2 'Retail Main Street' *			Start		ruction ments	Cons	truct	
3 Public Market **			Start		Construction Documents	Construct		
4 Yakima Avenue			Start		Construction Documents		Construct	
5 Downtown Parking Strategy Replacement Parking Lot	Start		ruction ments	Cons	truct			
6 Diversion Study	Sta	art						
7 Policy Updates								
8 Zoning Ordinance Update								
Design Guidelines								
10 Downtown Street Standards					15			

# Schedule

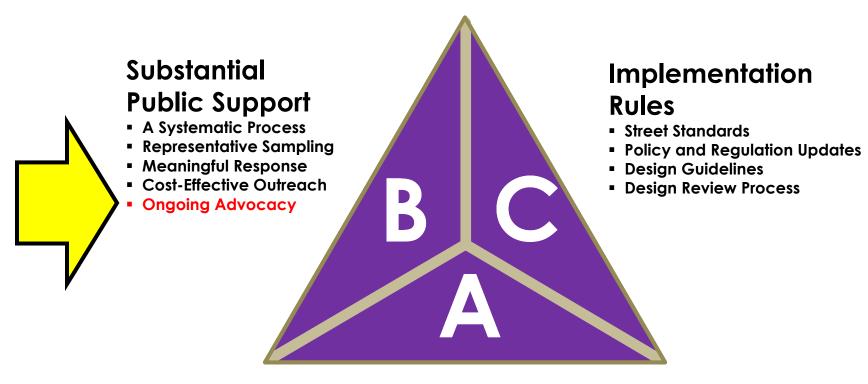
# **Financing**

#### **FEDERAL**

- Community Development Block Grants (CDBG)
- New Market Tax Credit Program (NMTC)
- Federal Rehabilitation Tax Credits
- Low-Income Housing Tax Credits (LIHTC)
- Moving Ahead for Progress 21st Century Act (MAP-21)
- TIGER Grants
- Economic Development Administration (EDA)

#### **STATE & LOCAL**

- Special Districts for Business Improvement, Parking & Other Infrastructure
- General Obligation Bonds
- Road Improvement Districts RIDs
- Downtown Development Incentives Fund (Philanthropic)
- Gas Tax
- Real Estate Excise Tax 1 (REET 1) & Real Estate Excise Tax 2 (REET 2)
- Property Tax
- Local Option Fees and Taxes
- Congressional Direct Appropriations
- Washington Department of Transportation (WSDOT)
- City & County Grants
- Proportional Share Contributions (Private Developer)
- Miscellaneous Local Revenue



#### A Complete Plan

- Game Changers
- Retail Concentration
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## **Revitalization Fundamentals**

# **Typical Implementation Team**

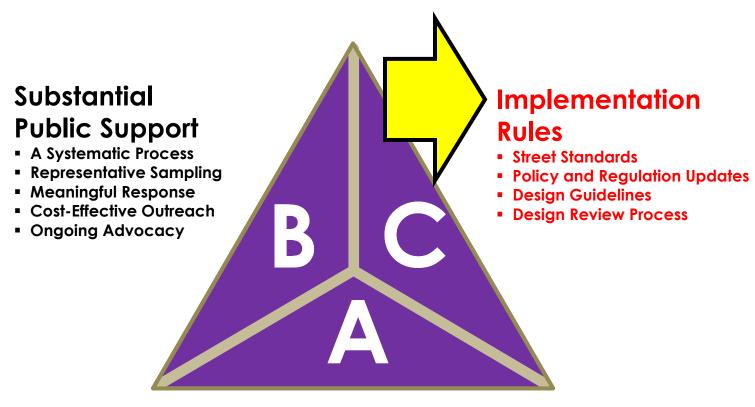
- Downtown Business Improvement District (BID)
- Redevelopment Agency
- Downtown Association
- Transportation Plan Manager
- Plan Services Manager
- Housing Authority
- Parking Commission
- Transit Agency
- City Council Member
- Downtown Businessman

# **Team Purpose**

- Meet Monthly
- Keep the Master Plan 'Alive and Breathing'
- Tackle topics and components of Master Plan, sets goals, find community members to engage in goals, advocates for goals, and create committees to achieve goals
- Recognize that City support is essential in getting this plan done

# **Annual City Council Report**

- An update on accomplishments for the last year
- An updated list of Master Plan accomplishments since the start of the Plan
- The Implementation Team's immediate goals for the near future



#### A Complete Plan

- Game Changers
- Retail Concentration
- Employment Districts
- Housing Districts
- Central Public Square
- Parks & Open Space
- Complete Streets
- High Quality Transit
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## **Revitalization Fundamentals**

CONSISTENCY:
CONSISTENCY:
CITY & STATE
CITY & STATE
OBJECTIVES



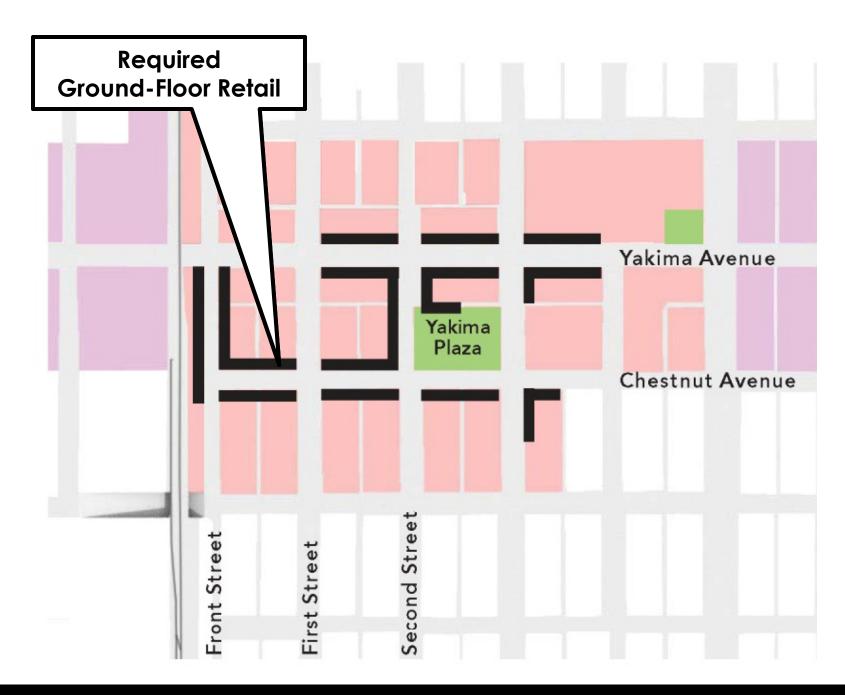
#### Yakima Urban Area Comprehensive Plan 2025







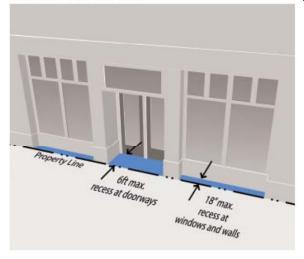
December 2006 Final Adopted Version

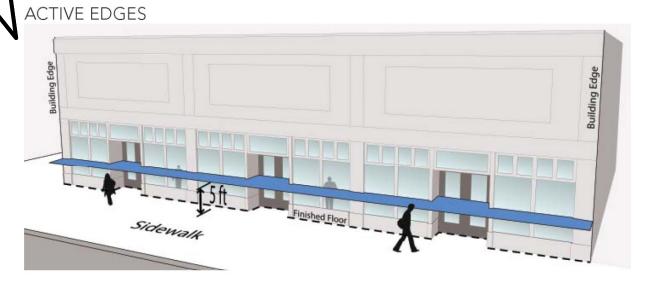


**Zoning Ordinance Updates** 



**BUILD-TO-LINES** 

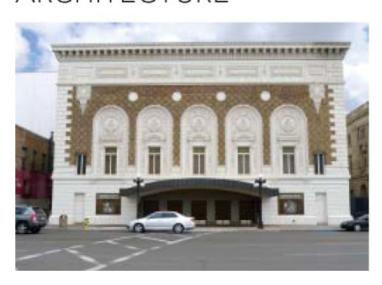




#### PEDESTRIAN EMPHASIS



#### **ARCHITECTURE**



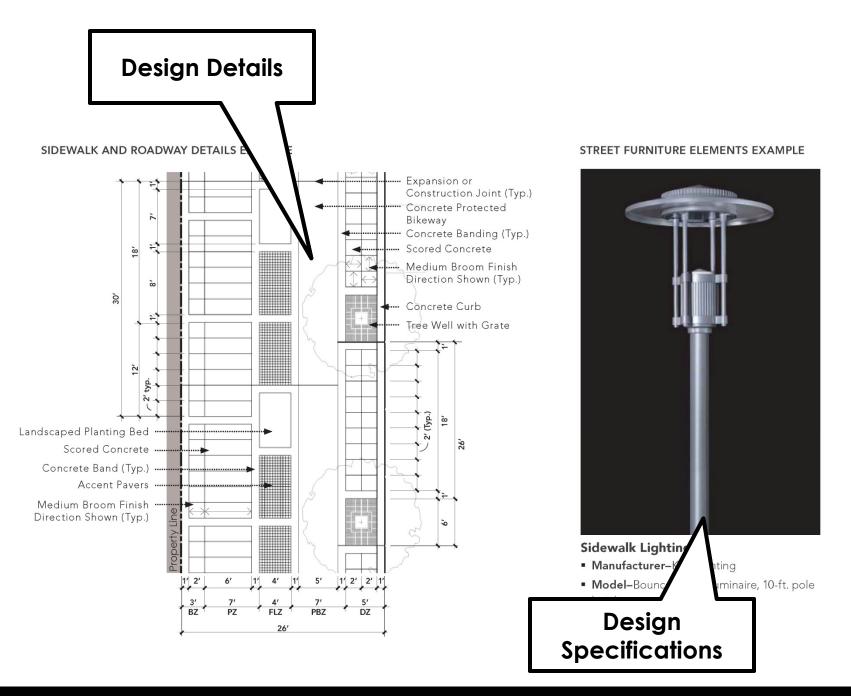
LIGHTING



SIGN



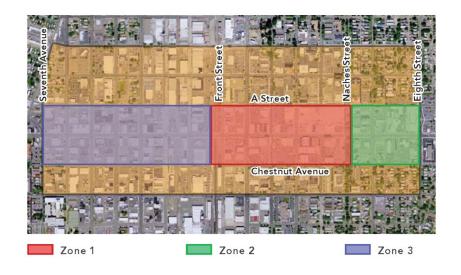
Create Design Guidelines



**Create Downtown Street Standards** 

The Retail Strategy for Downtown Yakima should be guided by a retail zoning framework that identifies three specific retail zones within the Downtown, each with different retail characteristics and priorities, as follows:

- Zone 1- should be positioned as a lifestyle zone, and encourage activity generating uses and retail that fosters a vibrant atmosphere. Retail focus should be on food and beverage, local products/retail businesses, convenience and entertainment and leisure.
- Zone 2- is intended for retail uses that support tourist retail needs, with a focus on food and beverage, convenience and comparison shopping, culture and arts.
- Zone 3- is a less vibrant area intended for general retail needs that serve the Yakima population, such as housewares, interiors, furniture, lighting, electronics, DIY, grocery and other comparison goods.



ACTION	MONTHS TO COMPLETE	PRIMARY RESPONSIBILITY
1) Set up a Retail Task Force	3	City & Council
2) Draft retail related zoning and design guidelines	3	City Planning Department
3) Establish policies and criteria that provide a framework for retail incentives	3	City Planning Department
4) Establish short-term and discounted leases for vacant or underutilized municipal property to encourage retail growth in the Downtown. (City should lead by example and encourage private developers/landlords to do similar)	Ongoing once policies are in place	City & Council
5) Develop a marketing strategy	3	City
6) City officials attend retail conferences or trade shows such as the annual Retail Convention (RECON) in Las Vegas	Ongoing	City & Council
7) Identify potential sponsors/sponsorship opportunities for catalyst projects (eg. expansion of Millennium Plaza park)	6	City

# Implement Retail Market Study Recommendations

# **Project Goals**



Identified by Stakeholder Meetings and Public Workshop #1

# CIRCULATION Enhance the Downtown Pedestrian Experience Make Yakima Avenue a Destination Create Bike-Friendly Streets Locate a Downtown Trolley

## **LAND USE**

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

# **Project Goals**



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# Response Sheet

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

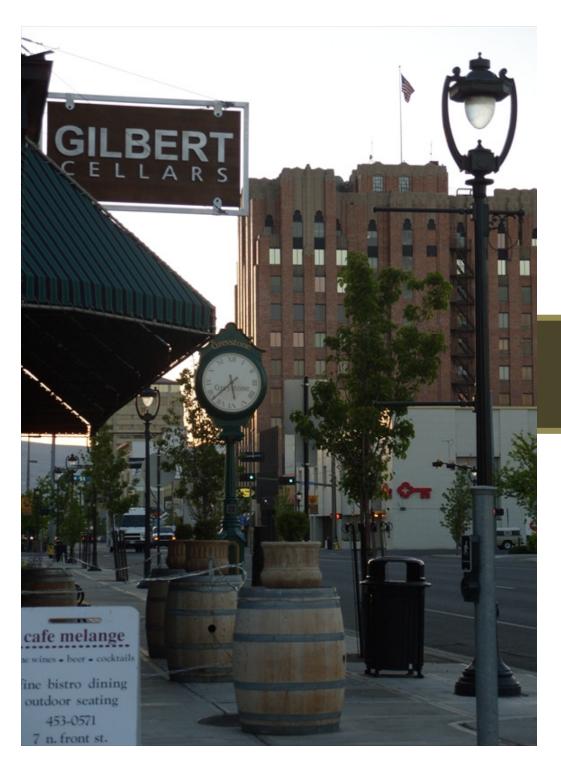




#### Comments

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





# Yakima Downtown Master Plan

Public Workshop #3
September 9, 2013



CRANDALL ARAMBULA
Revitalizing America's Cities

Thomas Consultants Inc
Fehr & Peers