



Downtown Yakima Master Plan

Public Workshop #1
May 9th, 2013



CRANDALL ARAMBULA
Revitalizing America's Cities

Thomas Consultants Inc
Fehr & Peers

Agenda

Part 1 – Presentation

- 1) Study Area Issues & Existing Conditions
- 2) Constraints and Opportunities

Part 2 – Discussion

- 1) Questions (5 minutes)
- 2) Table Discussions (25 minutes)
- 3) Table Reports (20 minutes)
- 4) Adjourn

Portland Firm Beats National Competition

11/5/2002 Fish Riegel www.fjor.com



George Crandall, left, and Don Arambula, architects of the Portland urban design firm Crandall Arambula, represent the best of what city planning can be all about.

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

- 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 buildings represent many of Portland's qualities that Knoxville would like to emulate. Portland's living room, Pioneer Courthouse Square, 23rd Avenue and the recently expanded retail center Pioneer Place also serve as models, making downtown Portland and its surrounding neighborhoods vibrant and livable. Portland's housing opportunities have also increased dramatically with many new downtown and Pearl District developments.

"It's important to step back and realize all that we've accomplished," said Principal George Crandall. "Our city leaders have successfully



Posted Wednesday, March 22, 2006

Council approves downtown master plan

By RICHARD HANNERS, Whitefish Pilot

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

"The plan is moving at a deliberate pace," city manager Gary Marks told the Pilot. "There's been 16 months in the planning phase."

The plan for the



Chamber Music Center

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.

• Moving

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

By ROBERT SHARKEY, Published July 24, 2008



The new movement is attracting about 5,000 residents annually, mostly from Chicago and Milwaukee, according to Dennis Sutherland, executive director of the nonprofit Downtown Racine Corporation. "People are starting to recognize us as a vibrant, new quality city," he said.

Clay Buckler, the city's mayor, said he is trying to attract Chicago people on weekend weekends. "We're getting more outside influences," he said.

RACINE, WIS. (AP) — A gritty Midwest city is reinventing itself as a colony for artists.

Commercial Real Estate, Pages 20-21

The New York Times

Sunday Edition

On Lake Michigan



GARY BR...
 states as...
 traditional...
 replaced by...
 as an incre...
 As Racine...
 for business...
 was electe...
 to trim...
 resident...
 links...
 his...
 but he says it...
 and progress. "In...
 a sustained economy," he said...
 anyone."

...er economy truly mirrors the nation. But Racine and its surrounding suburbs, the last few years have been marked by gradually rising 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 globalization and technological change.

This continuing transformation helps explain why the pro-

Continued on Page 7

Continued From Page 1
 ple of Racine, like pe where, often appear as about the seismic change round them. In a world technologies can quickly dustry and China and large on the economic i body knows exactly wh

CRANDALL ARAMBULA
 Revitalizing America's Cities

WEDNESDAY JOURNAL

Downtown plan is a bold vision for the future

And we should not let fear of change blind us: Trust Our Entrepreneurs

The recently adopted plan for the near-reinvention of our downtown is a remarkable document—not just because of its content, which is very good, but also because of the broad community process that created it.

At no other time in recent memory have so many Oak Park residents been so actively involved in creating a plan. And it shows. I urge anyone who doubts that the plan reflects the will of the community to review the documentation of citizen participation and see for themselves the extent to which the views of the majority shaped the final plan.

Of course, the plan is not without its critics. They have talked a lot about the character of Oak 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 citizens shared that pushed us to actively pursue changes that would be in the best long-term interest of the village as a whole.

unchanged and will continue to do little to enhance the character of our downtown that critics of the plan claim to so evident.

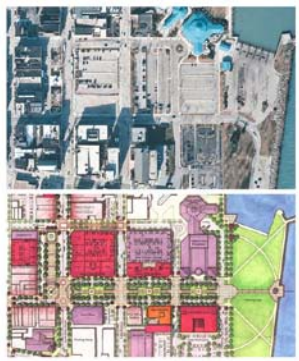
As an architect I know the wisdom of preparing a study. But my profession also has taught me that unless we balance our passion for preservation with the recognition that the new can be good, too, then there can be no future. If we don't make at least a little room for the new, others will the next Frank Lloyd Wright perfect his craft?

The values that put Oak Park on the map featured changes that, in their time, were controversial and even radical to many. But those days are now little more than fond memories to us Oak Parkers who lived them and ourselves to scholars who study the evolution of social change. Perhaps it is time for those of us who remember those heady days to start spending a little less time reminiscing about the past and a lot more time imagining the future.

Yes, it can be hard to accept that all that is old is not good—especially for those of us who are getting

...ne
 ...ent Plan
 ...l
 Architect and Urban designer
 Crandall Arambula P.C.

A very thoughtful planning process has achieved a clear, flexible, and realistic vision and has generated a high level of public confidence that will allow the plan to overcome any difficulties in the implementation. The plan incorporates the lake and river to reflect their historic and visual worth, as well as their potential for public use. Integrating residential uses into Racine's historic core will bring an important and much needed dimension back to the area. While the plan responds to the necessity of accessible access and parking, it does not compromise the pedestrian environment, which is given first priority. Community residents and business 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"



Representative Downtown Plans

- Fairbanks, Alaska
- Oak Park, Illinois
- Portland, Oregon
- Missoula, Montana
- Casper, Wyoming
- Lincoln, Nebraska
- Santa Fe, New Mexico
- Bismarck, North Dakota
- Knoxville, Tennessee
- Racine, Wisconsin
- Vancouver, Washington
- Astoria, Oregon
- Woodinville, Washington
- Springfield, Oregon
- Whitefish, Montana
- Albany, Oregon

Representative Downtown Plans

- Fairbanks, Alaska
- Oak Park, Illinois
- Portland, Oregon
- Missouri
- C

LESSONS LEARNED

- Save the heart first
- Authentic – reconnect to history
- The pedestrian is the priority
- Balance Economic Development & Quality of Life

essee

n

ington

ington

Oregon

Montana

any, Oregon



Project Team

City of Yakima

CRANDALL ARAMBULA
Prime Consultant, Project Management, Urban Design,
Meeting Facilitation, Master Plan Preparation

George Crandall
Project Director, Lead Facilitator

Don Arambula
Project Manager, Lead Urban/Complete Street Designer

Jason Graf
Project Coordinator, Planner/Designer

Brenda Payne
Graphic Production

Fehr & Pehrs
Traffic, Parking, & Multi-
Modal Transportation
Analysis

Kendra Breiland
Transportation
Planner

**Thomas
Consultants Inc.**
Retail Consultant

Jeff Greig
Director of Projects

Ian Thomas
Founder

- City of Yakima Economic Development Team
- City Council
- Planning Commission
- Historic Preservation Commission
- Downtown Yakima BID
- Downtown Yakima Parking Commission
- Committee for Downtown Yakima
- Yakima Arts Commission
- Business Owners
- Property Owners
- Developers
- Neighborhood Groups
- Residents

Project Team

Project Work Scope

2013

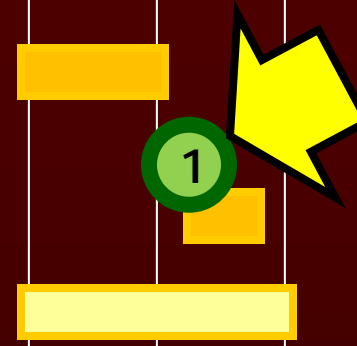
Mar Apr May Jun July Aug Sep

1 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

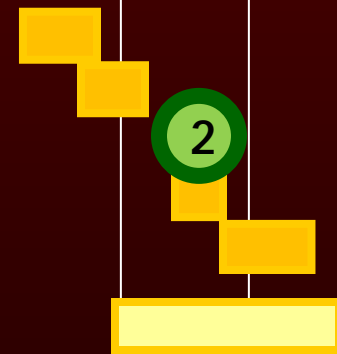


2 Designing

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

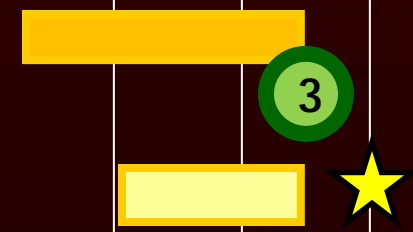


3 Implementing

Prepare Project Summary Document

City Staff Meeting; Final Committee Meetings;
Public Meeting

Retail Recruitment and Retention Strategy

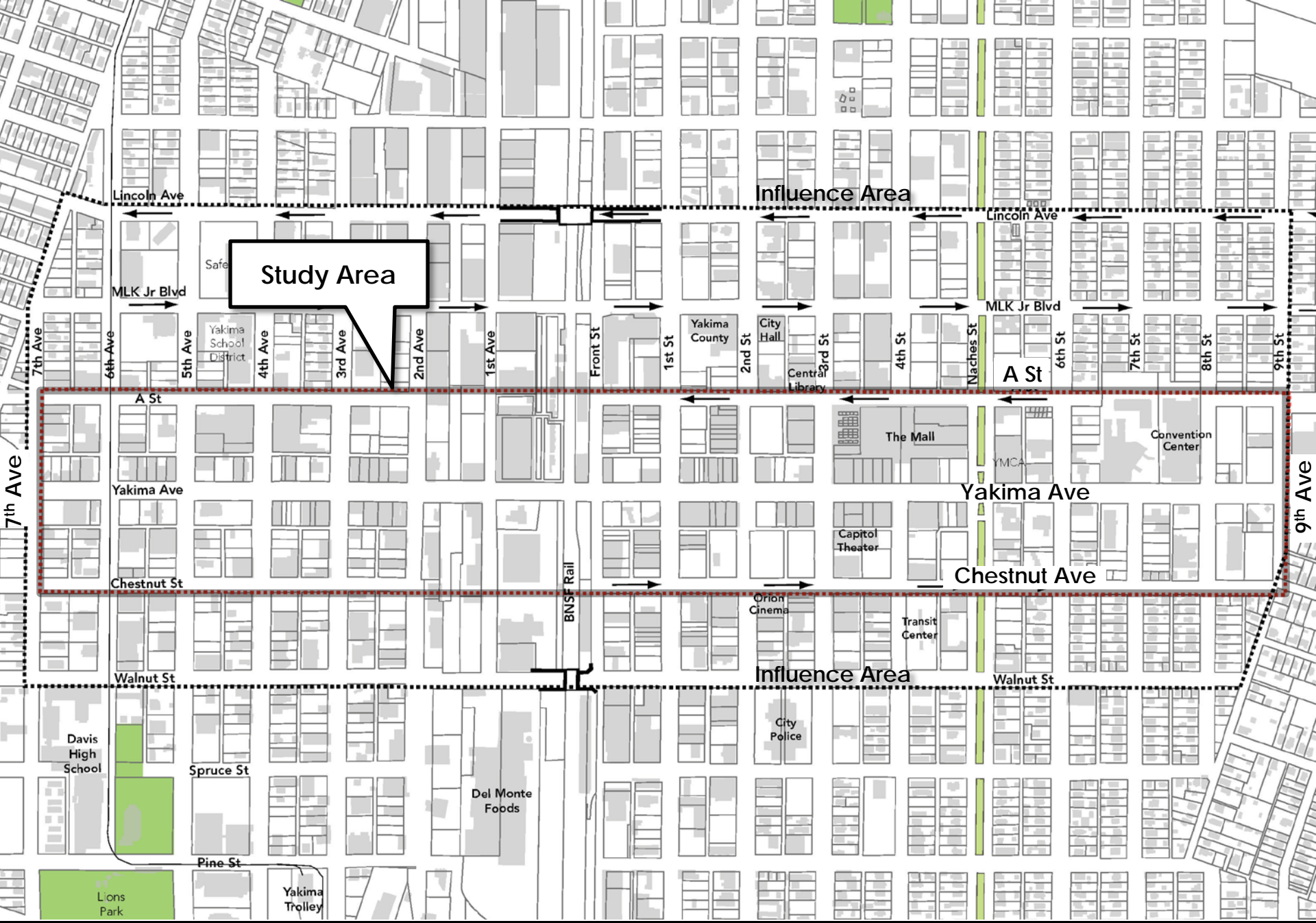


Key Issues to Address

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



Study Area



Study Area



Plans & Policies

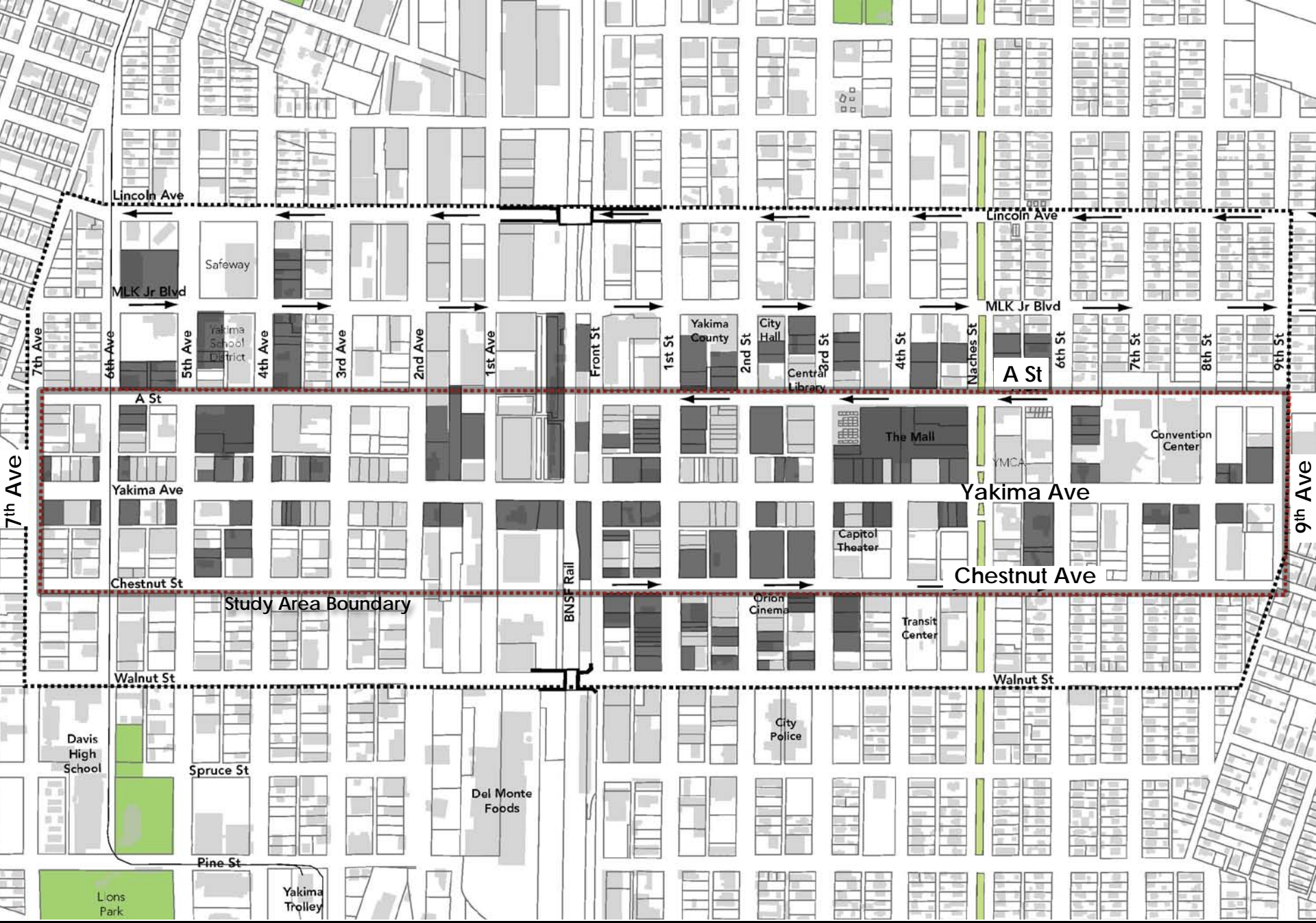
Background Information

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 Land Use



Soft Sites

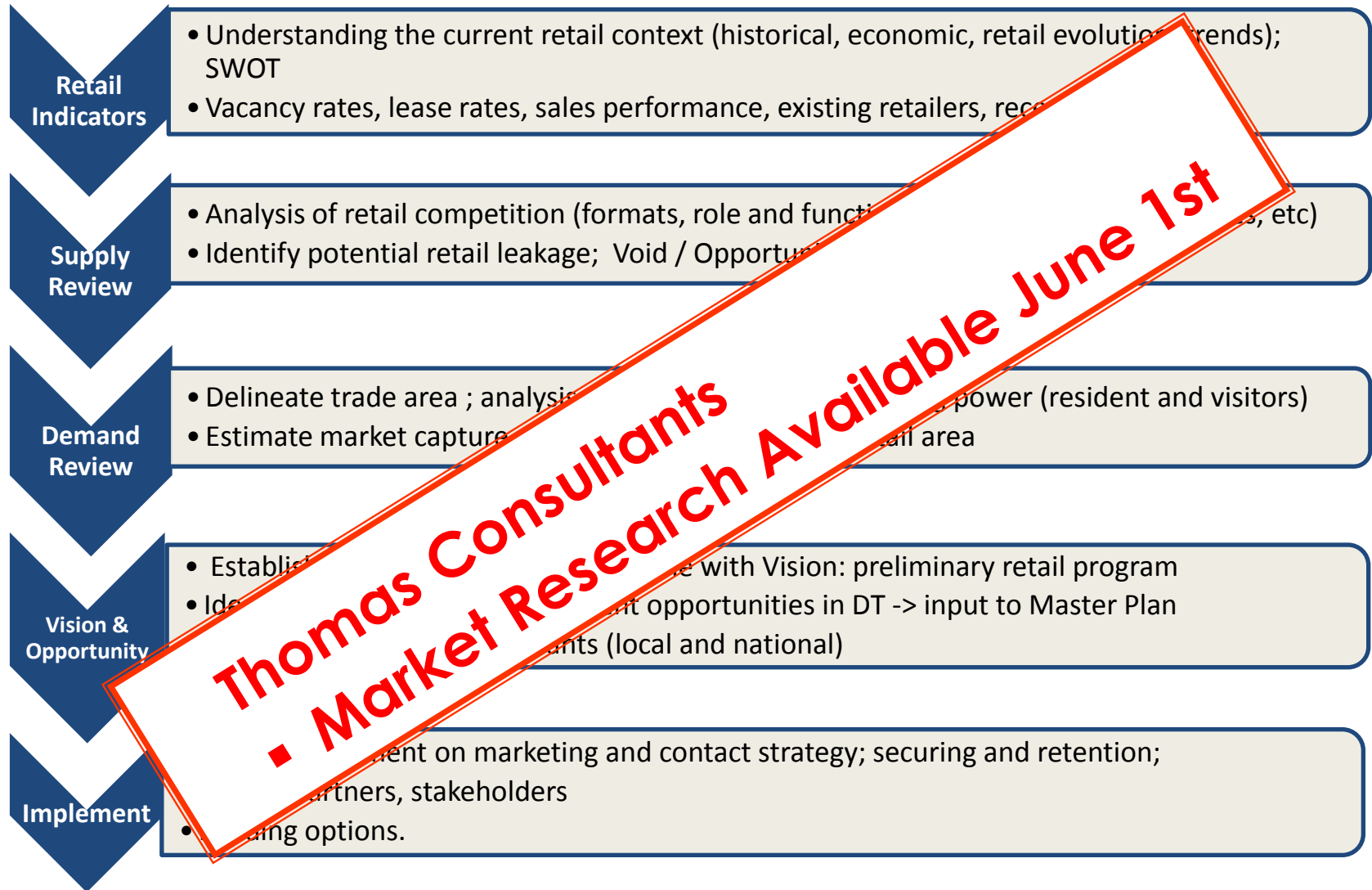


Study Area Issues

Key Issues to Address

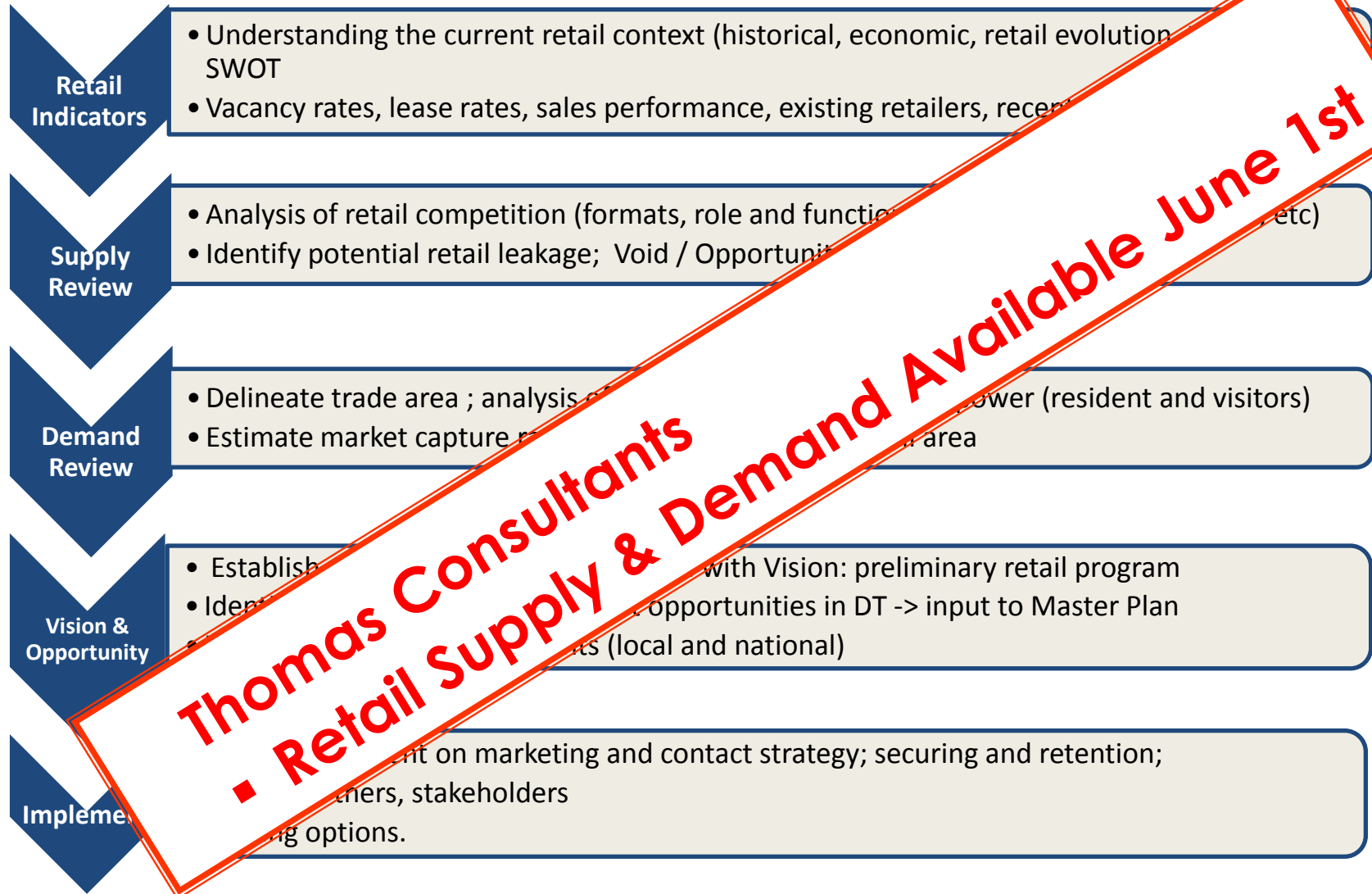
- 1) Downtown Retail
- 2) Urban Design
- 3) Public Amenities
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KEY COMPONENTS OF RETAIL PLAN



Market Research

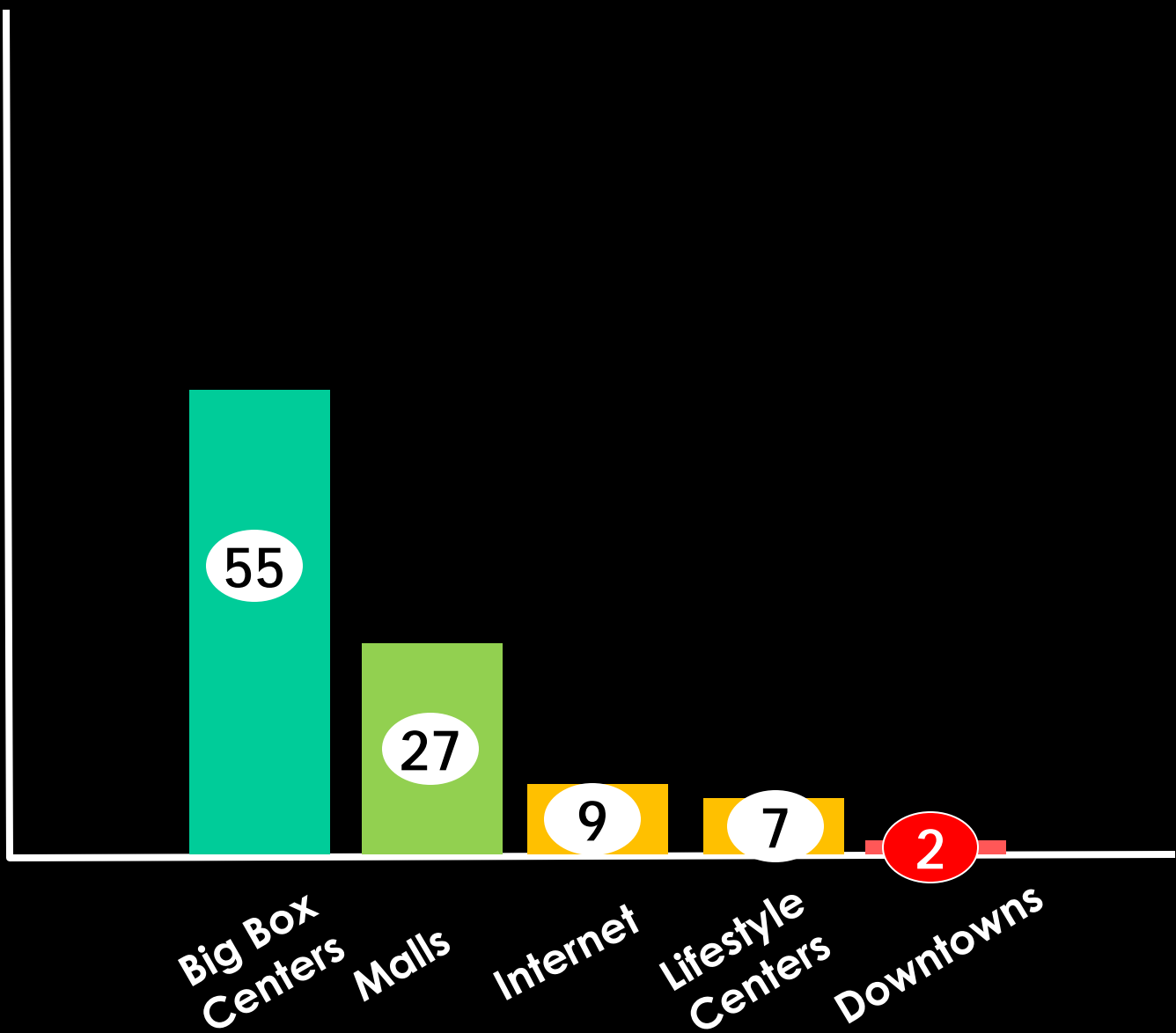
KEY COMPONENTS OF RETAIL PLAN



Retail Supply and Demand

Percentage of Shopping Trips
(Nationwide)

80
60
40
20



Changing Markets - Where People Shop

February 20, 2013

HUFF
POST

SMALL BUSINESS

The Era of Giant Chain Stores Is Over -- And They've Ruined America

Posted: 02/19/2013 6:24 pm

Back in the day when big box retail started to explode upon the American landscape like a raging economic scrofula, I attended many a town planning board meeting where the pro and con factions faced off over the permitting hurdle.

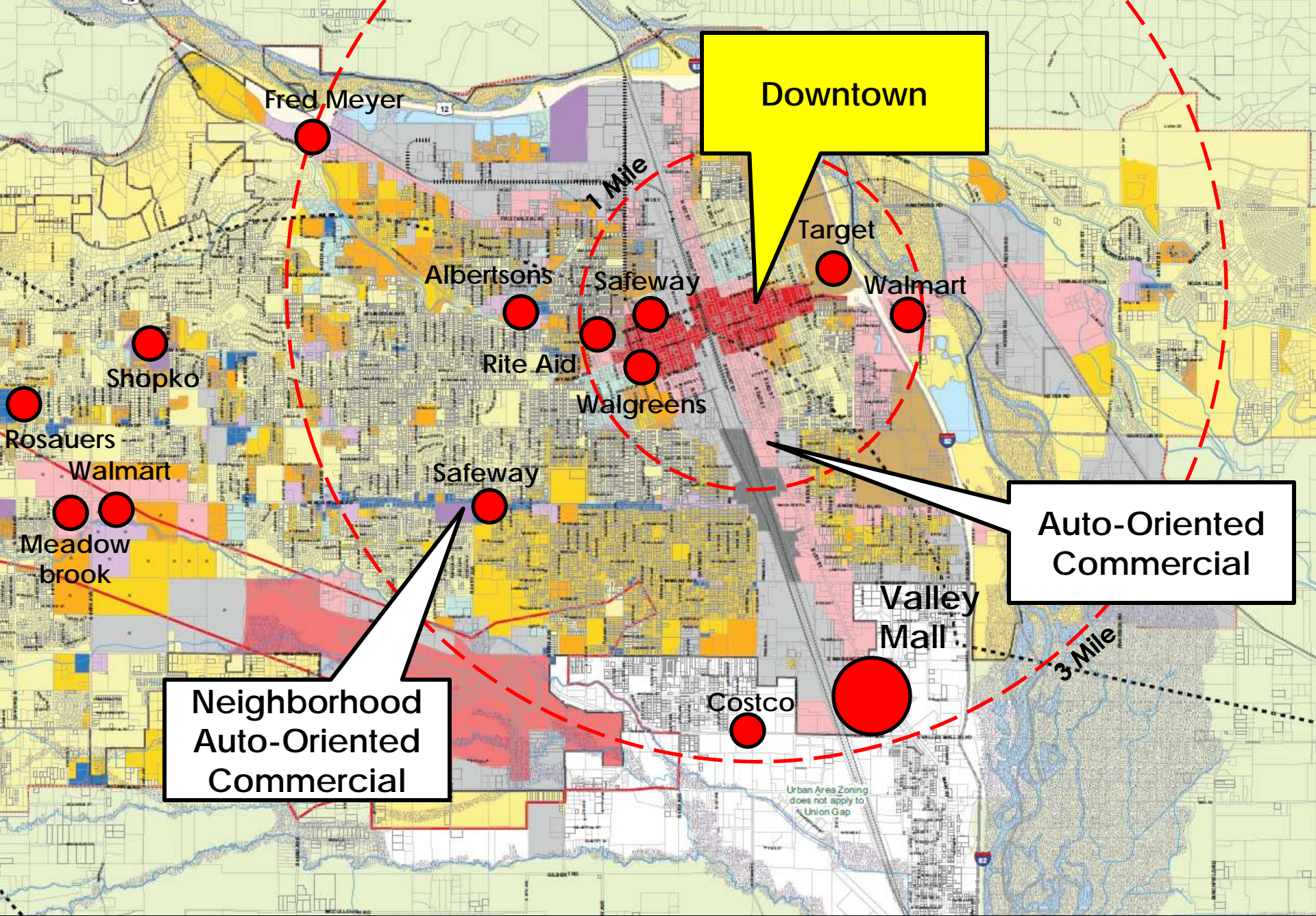
The meetings were often raucous and wrathful and almost all the time the pro forces won – for the excellent reason that they were funded and organized by the chain stores themselves (in an early demonstration of the new axioms that money-is-speech and corporations are people, too!).

The chain stores won not only because they flung money around -- sometimes directly into the wallets of public officials -- but because a sizeable chunk of every local population longed for the dazzling new mode of commerce. "We Want Bargain Shopping" was their rallying cry.

The unintended consequence of their victories through the 1970s and beyond was the total destruction of local economic networks, that is, Main Streets and downtowns, in effect destroying many of their own livelihoods. Wasn't that a bargain, though?

The unintended consequences of big box retail through the 1970s and beyond was the total destruction of local economic networks, that is Main Streets and downtowns, in effect destroying many livelihoods of the local population.

Despite the obvious damage now visible in the entropic desolation of every American home town, WalMart managed to install itself in the pantheon of American Dream icons, along with apple pie, motherhood, and Coca Cola. In most of the country there is no other place to buy goods (and no other place to get a paycheck, scant and demeaning as it may be). America made itself hostage to bargain shopping and then committed suicide. Here we find another axiom of human affairs at work: People get what they



Yakima Avenue Retail Competition



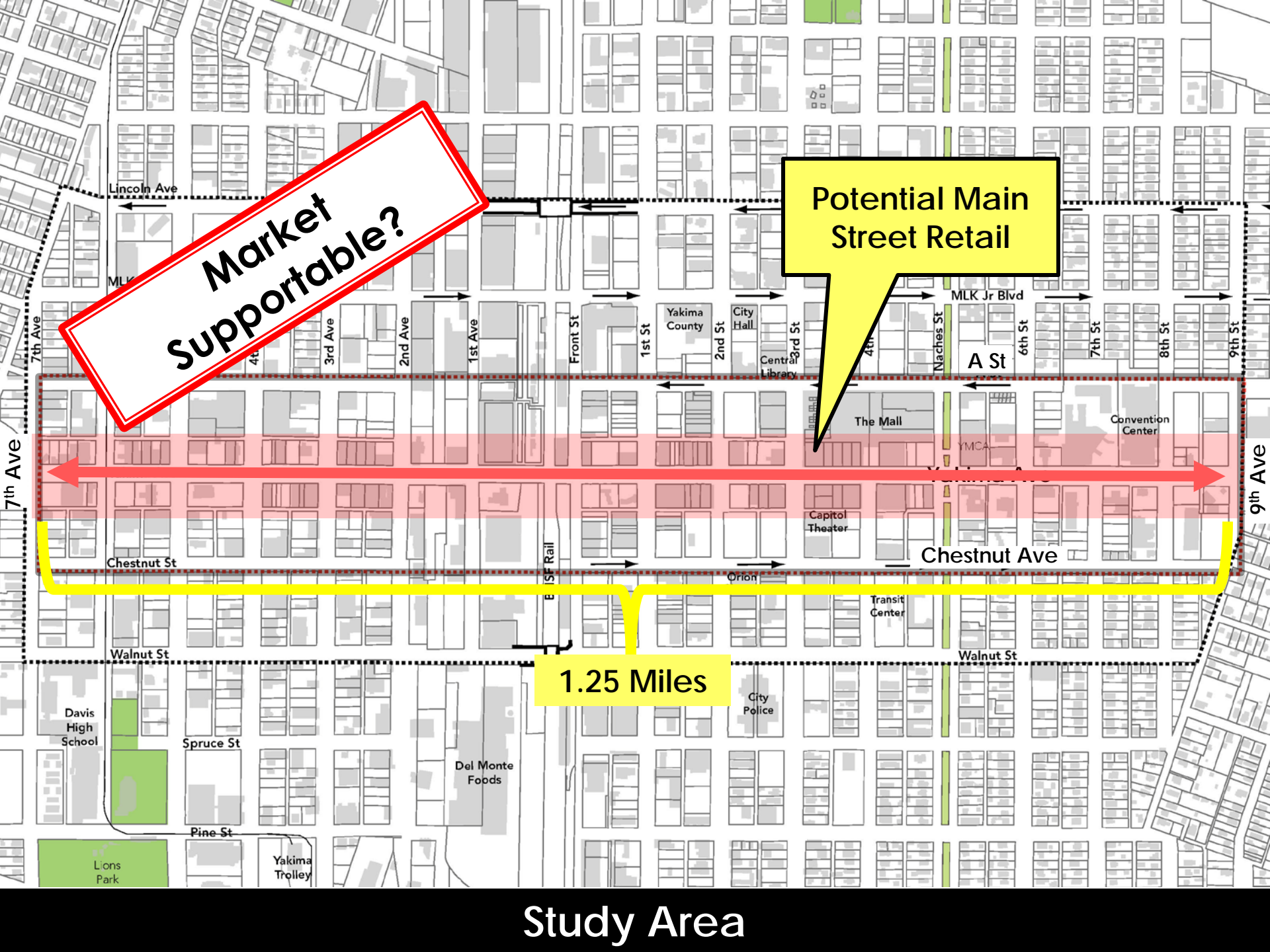
Yakima Avenue Retail Competition- 1 Mile Radius

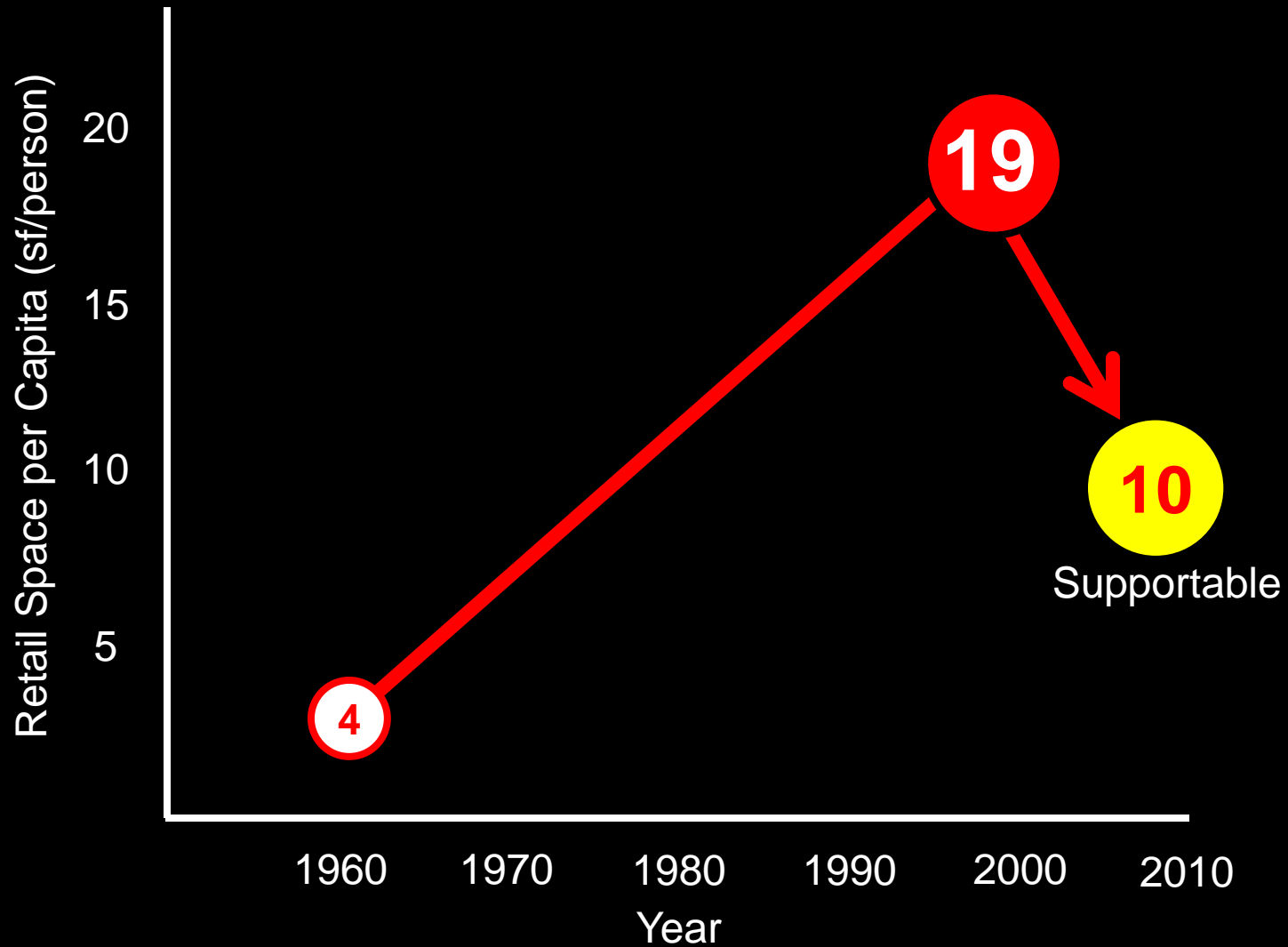
Market Supportable?

Potential Main Street Retail

1.25 Miles

Study Area





National Retail Space Growth

Retail Recipe for Success

CRANDALL ARAMBULA PC



Traditional Retail Main Street

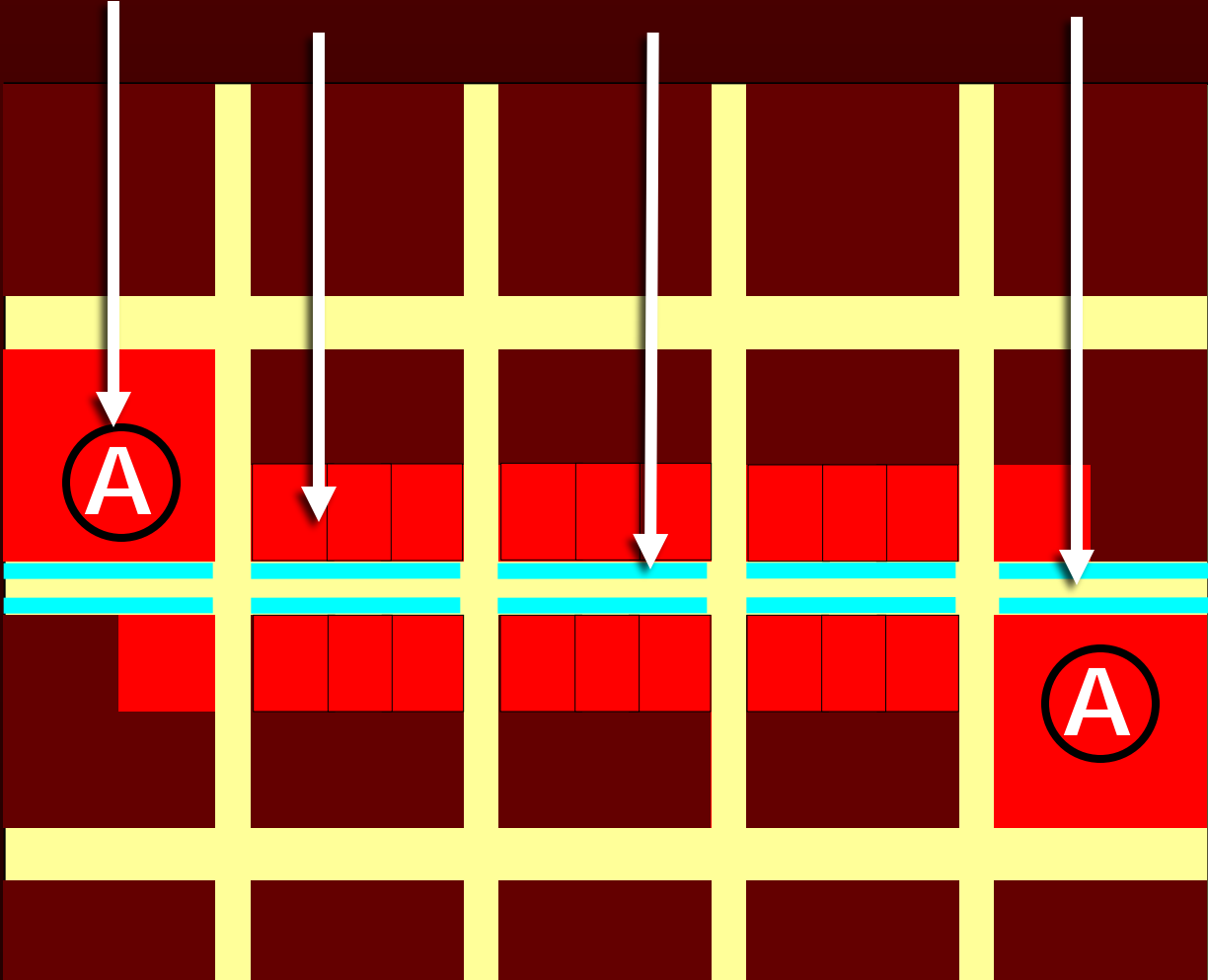
Fundamental Configuration

Anchor Store
(Department Store)

Continuous
Retail

On-Street
Parking

Busy
Street



Key Issues to Address

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



Ground Floor- 'Active Edges'



70% or More Transparency (Good)



50% or More Transparency (Fair)



Less than 50% Transparency (Poor)



Central Valley Bank

ANTIQUE MALL

Central Valley Bank

CVB

Less than 50% Transparency (Poor)



Less than 50% Transparency (Poor)

Housing Fundamentals

CRANDALL ARAMBULA PC





East A Street / North 3rd Street

Downtown Yakima Housing



Changing Markets - 'Millennials' and 'Empty-nesters'



Adaptive Re-Use



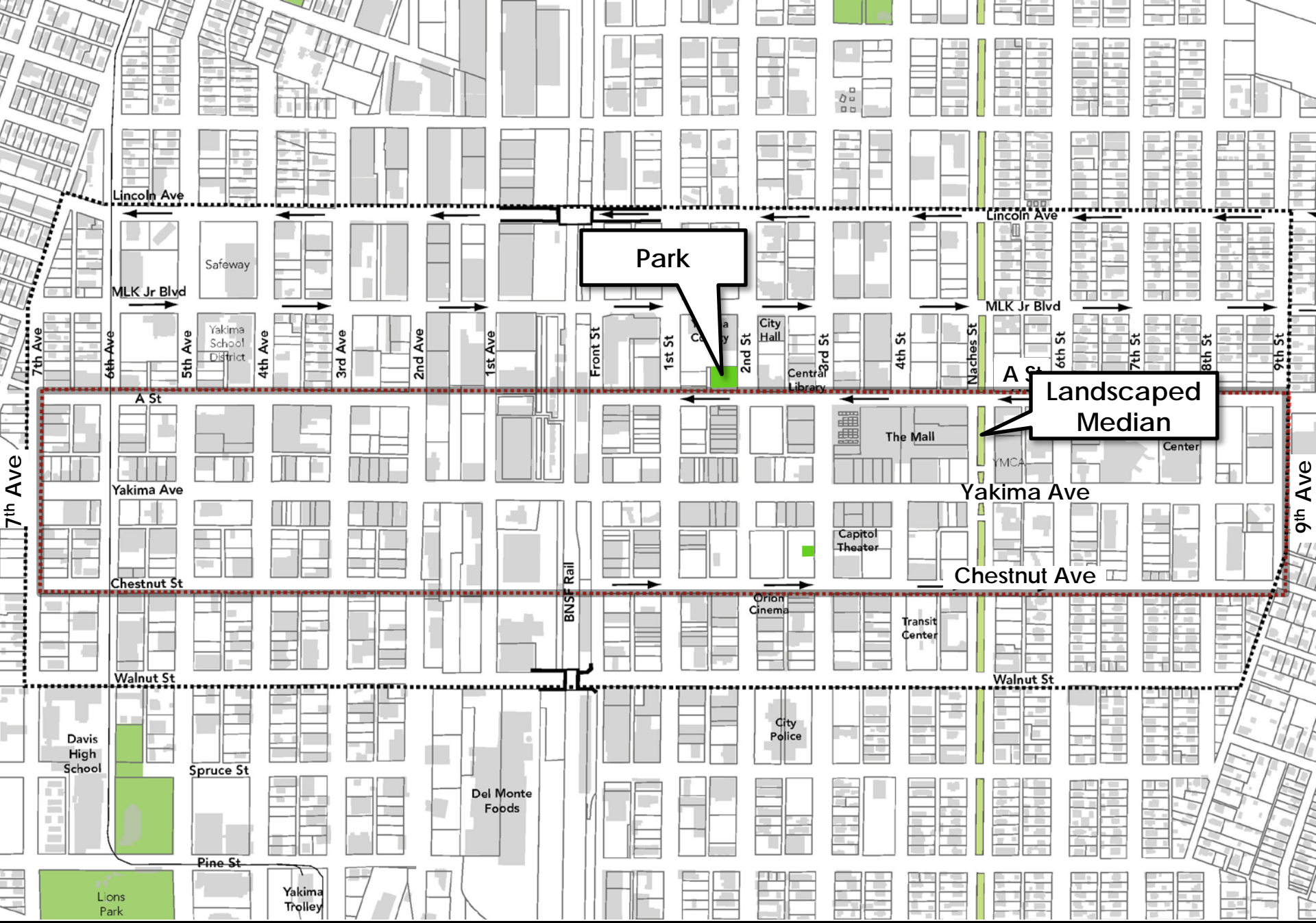
New Construction



Affordable Housing

Key Issues to Address

- 1) Downtown Retail
- 2) Urban Design
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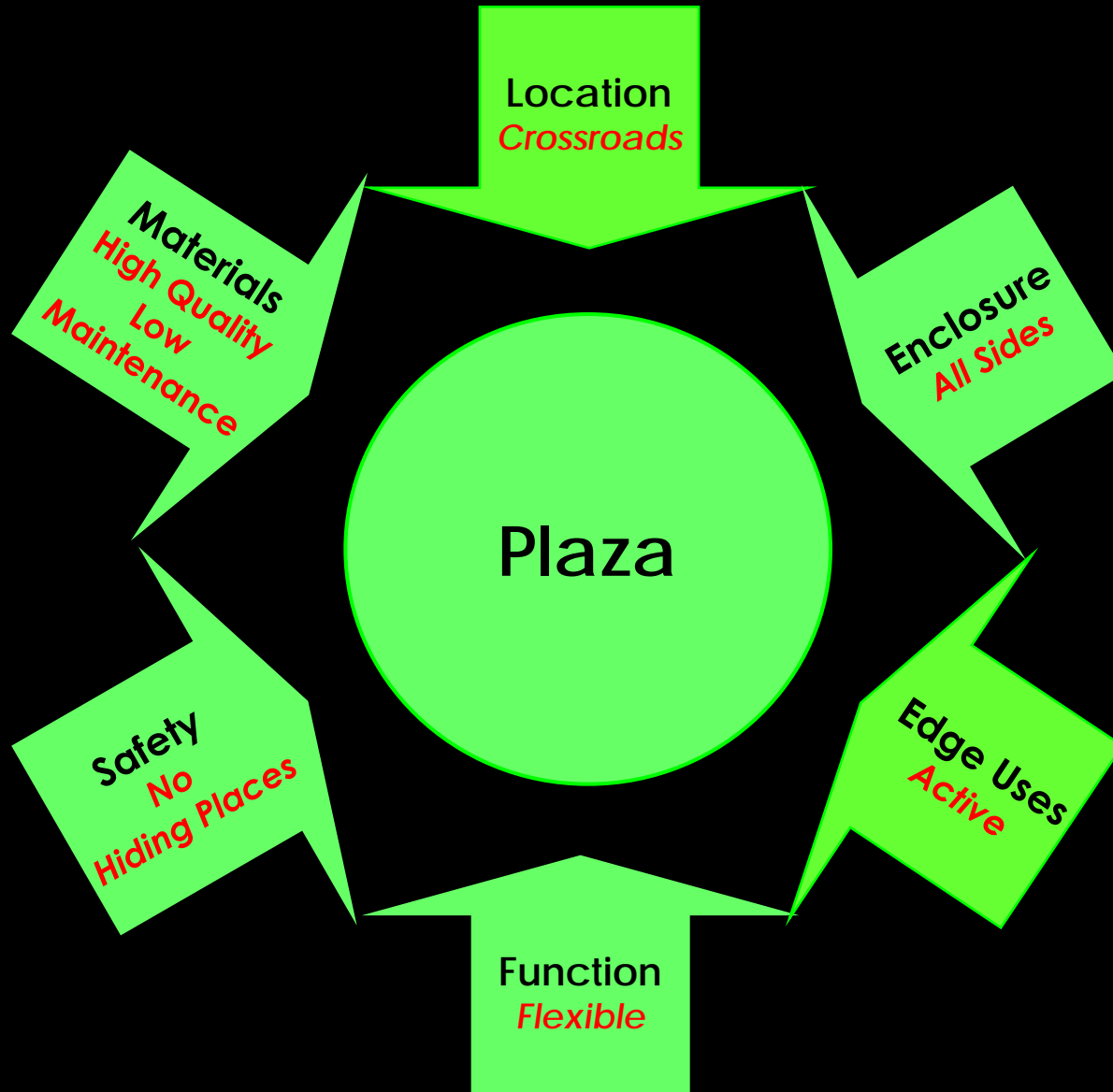
Park

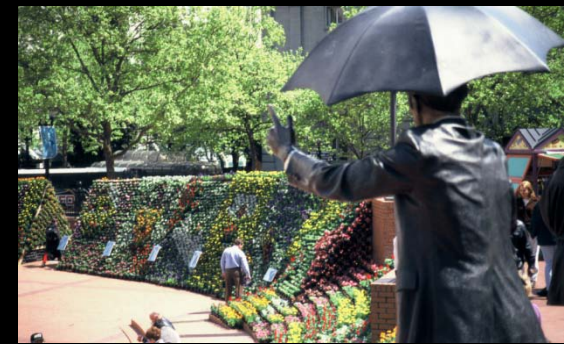
Landscaped Median

Parks and Plazas

Plaza Fundamentals

CRANDALL ARAMBULA PC





Pioneer Courthouse Square– Portland, Oregon



Pioneer Courthouse Square– Portland, Oregon

Key Issues to Address

- 1) Downtown Retail
- 2) Urban Design
- 3) Public Amenities
- 4) Transportation**
- 5) Design Standards
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Autos



Pedestrians



Bicycles



Transit



Service Vehicles

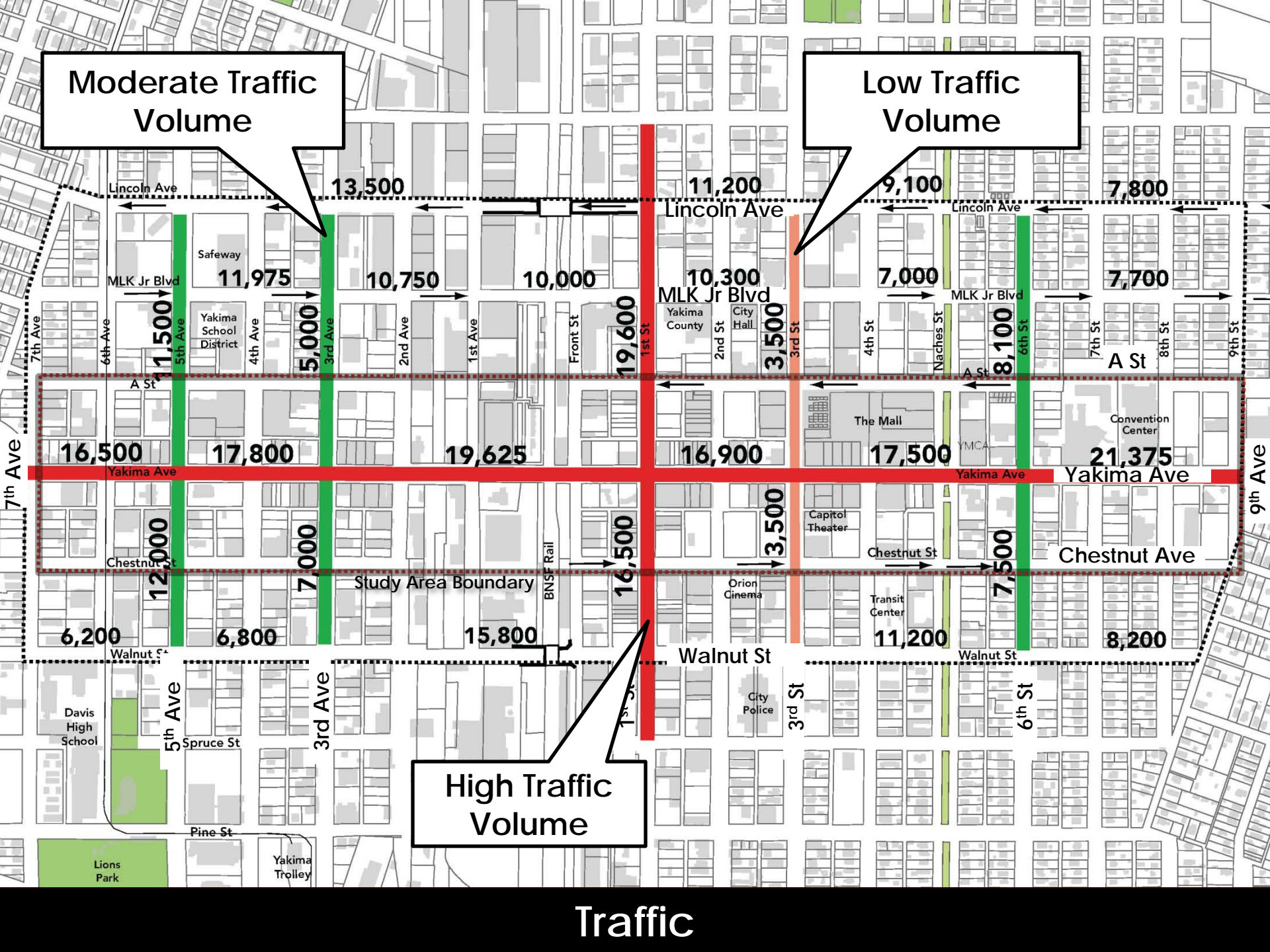


Emergency Vehicles



Transit Vehicles

Complete Streets — Accommodate Essential Services





Autos



Pedestrians



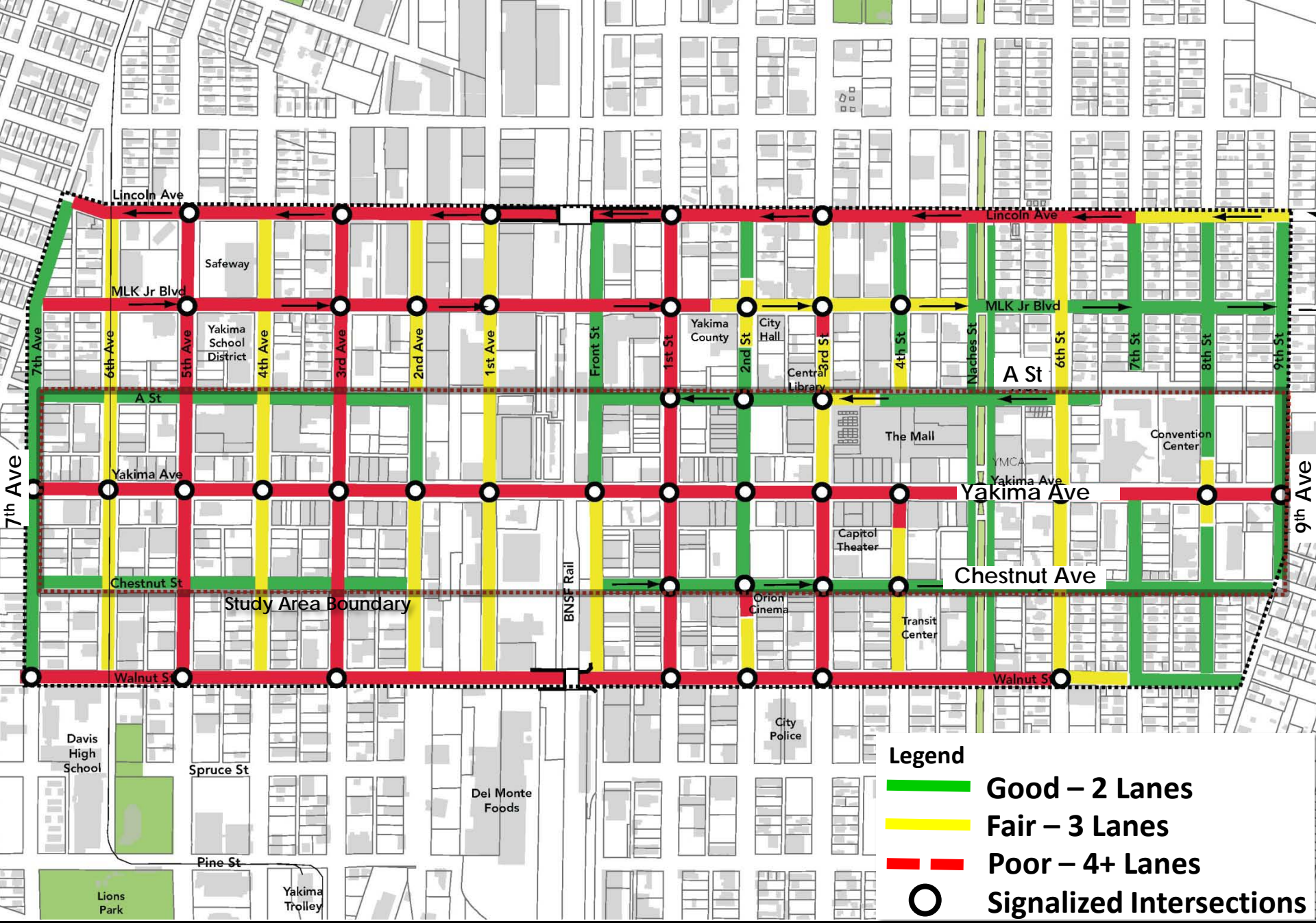
Bicycles



Transit



Complete Streets — The Pedestrian is the Priority



Intersection Crossing Distance

5 Lanes

100' ROW

98'

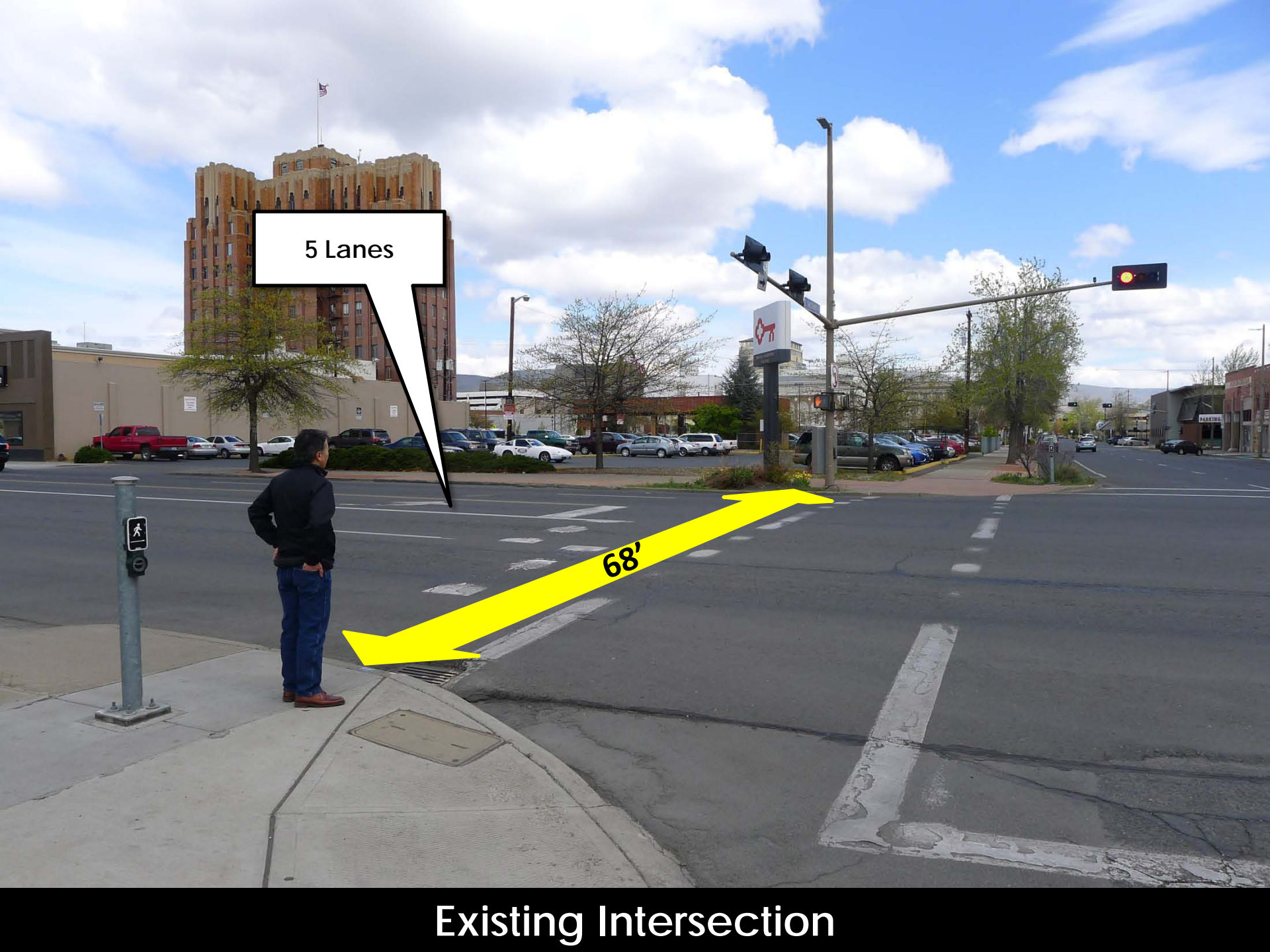
Existing Intersection



5 Lanes

68'

Existing Intersection





- Legend**
- █ **Good – More than 12'**
 - █ **Fair – 10'-12'**
 - █ **Poor – Less than 10'**

Sidewalk Widths



Sidewalk Width — More Than 12' (Good)



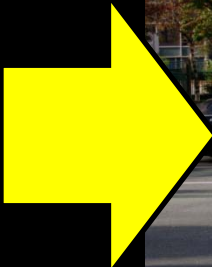
Sidewalk Width — Less Than 10' (Poor)



Autos



Pedestrians



Bicycles



Transit

Potential Bicycle Facilities



Protected Bikeways
(Cycle Track)



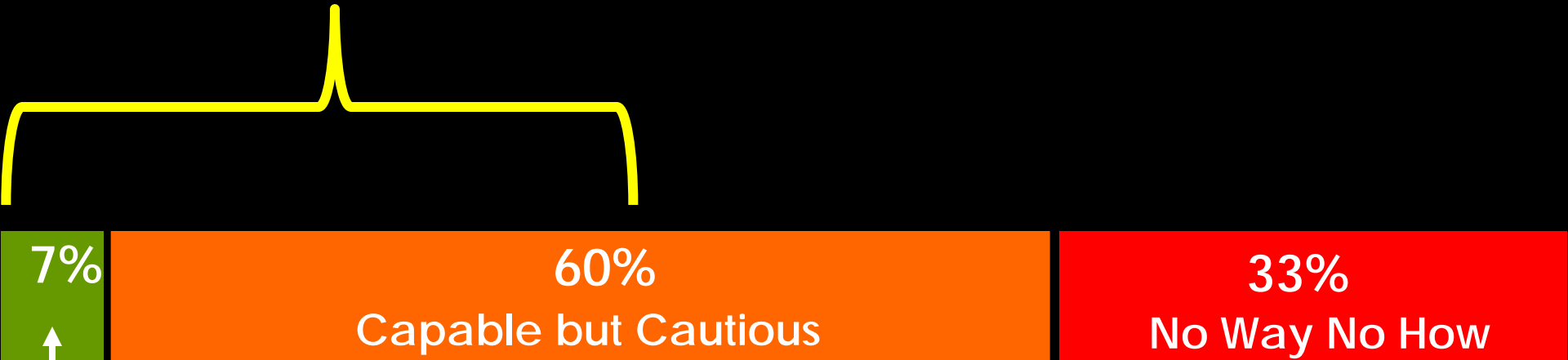
Bike Lanes



Mixed Traffic Lanes
(Bike Boulevards)

Types of Cyclists

35-40% Target



Strong, Fearless,
Enthused &
Confident



+



Strong & Fearless

Will ride with auto traffic
(will ride within on-street bike lanes
and on bike boulevards)

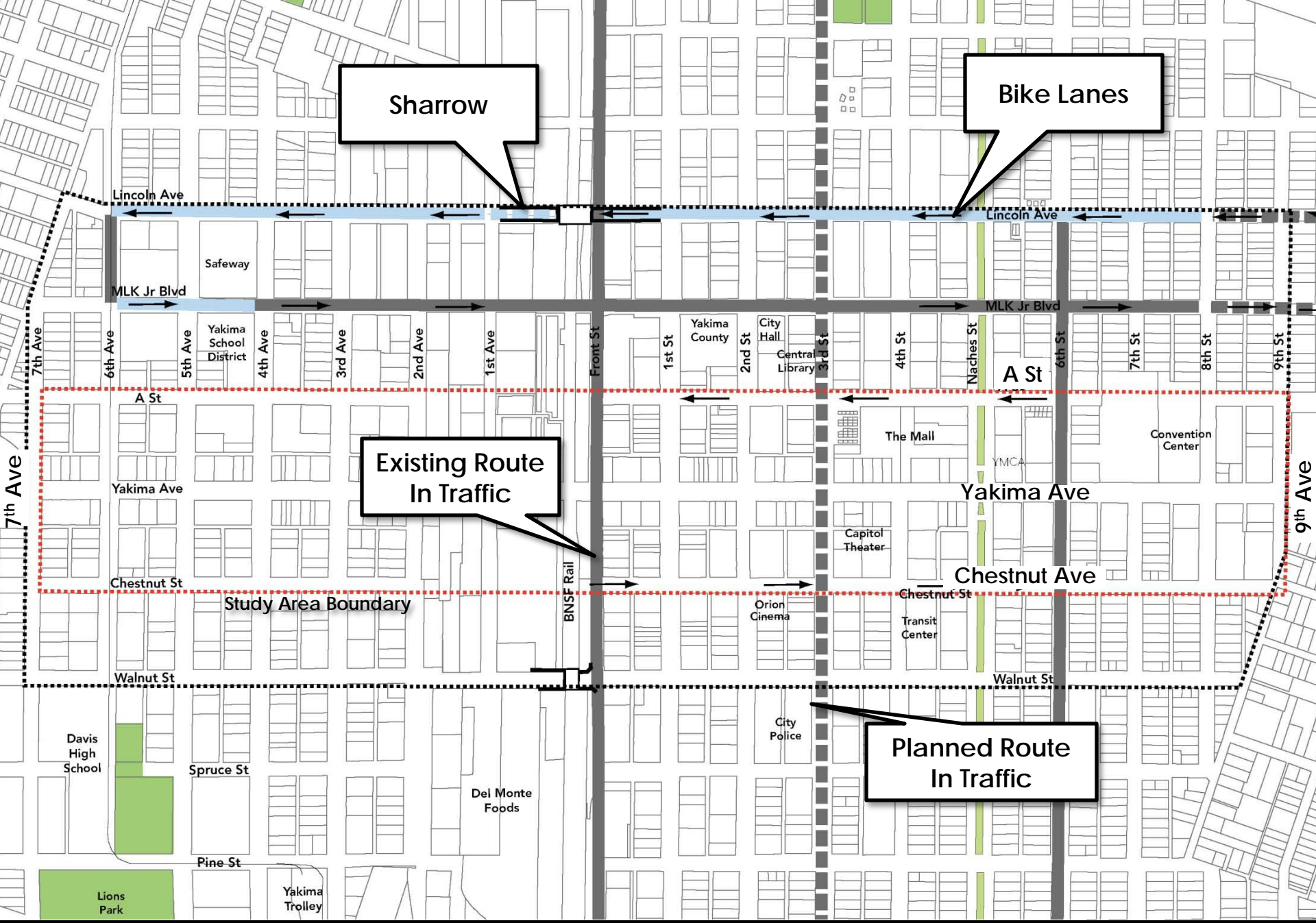
40% Solution
Separating Cars & Bike
Stimulates Bike Travel

7%

↑
Strong & Fearless

33% No Way No How

Potential Bike Riders



Sharrow

Bike Lanes

Existing Route In Traffic

Planned Route In Traffic

Existing Bicycle



Autos



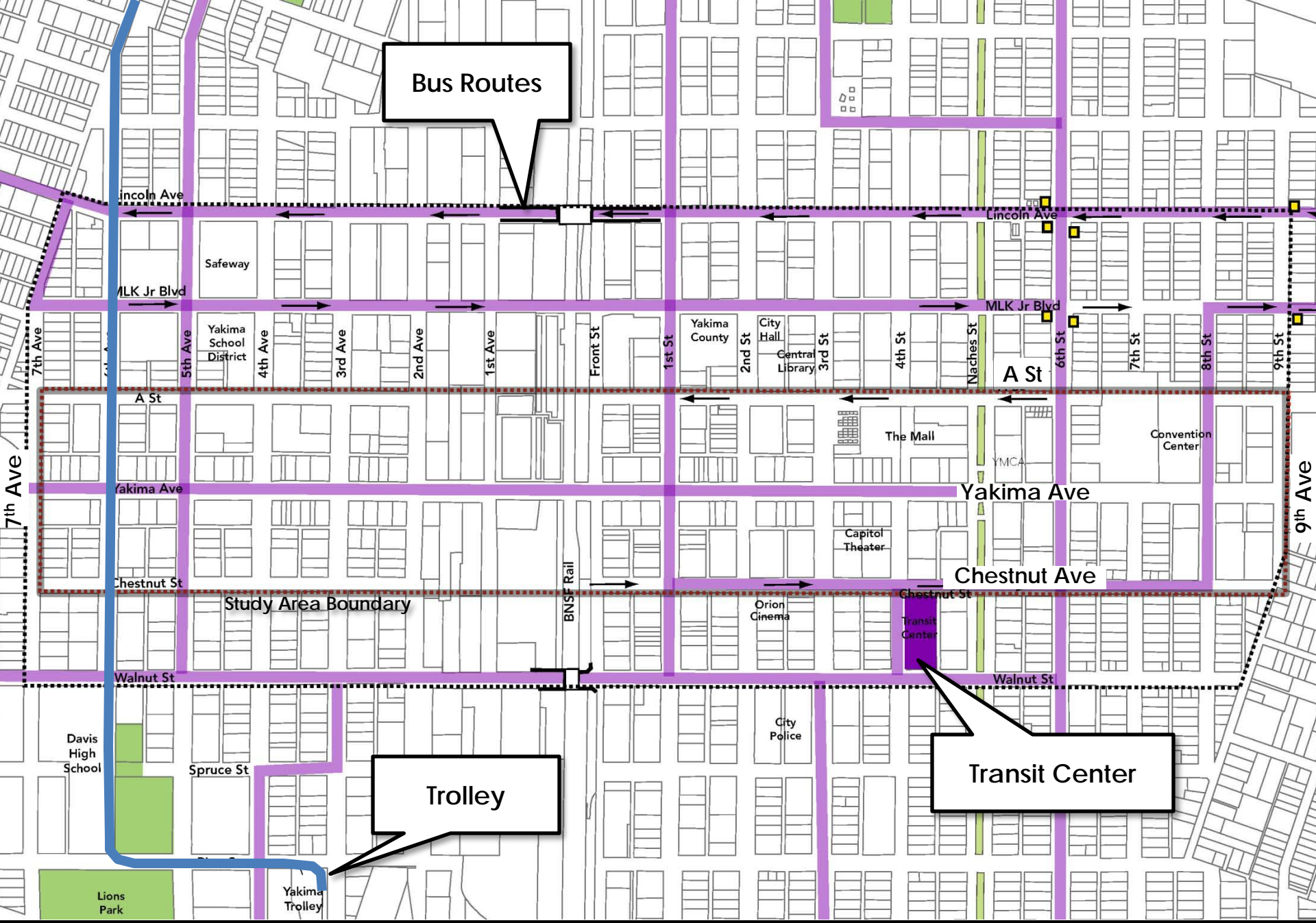
Pedestrians



Bicycles



Transit



Bus Routes

Transit Center

Trolley

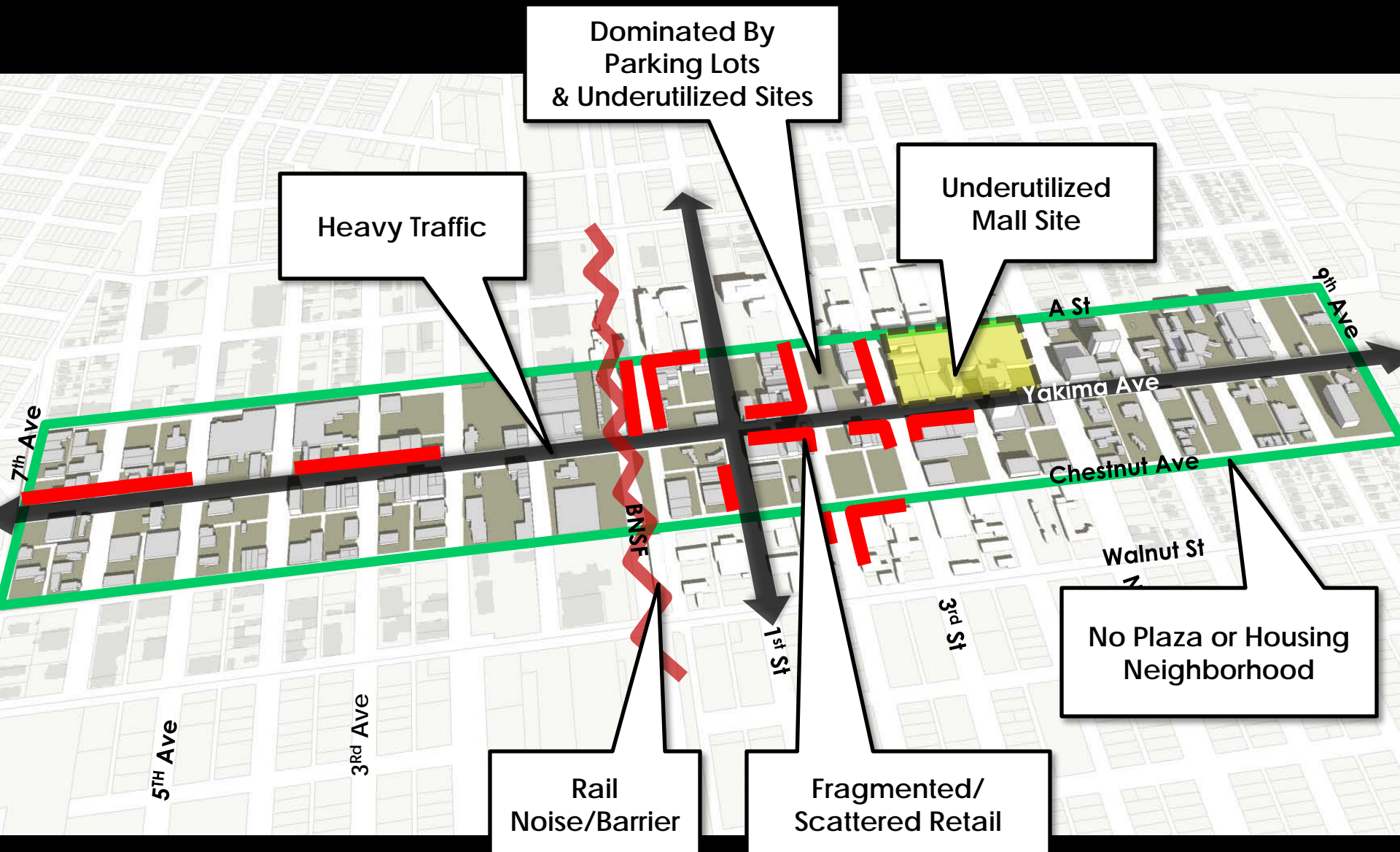
Transit



Yakima Transit Center



Constraints & Opportunities



Dominated By
Parking Lots
& Underutilized Sites

Heavy Traffic

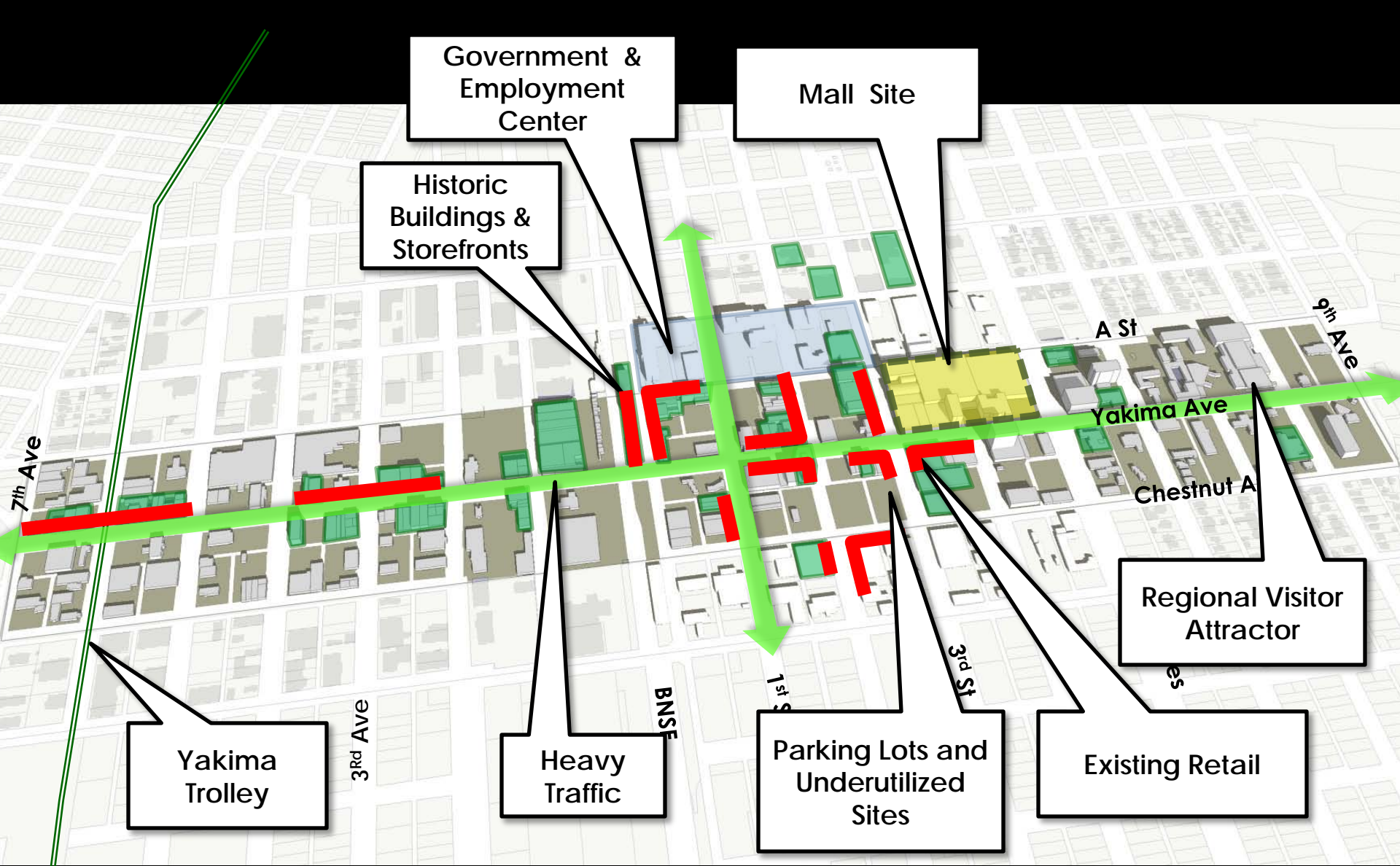
Underutilized
Mall Site

Rail
Noise/Barrier

Fragmented/
Scattered Retail

No Plaza or Housing
Neighborhood

Constraints



Government & Employment Center

Mall Site

Historic Buildings & Storefronts

Regional Visitor Attractor

Yakima Trolley

Heavy Traffic

Parking Lots and Underutilized Sites

Existing Retail

Opportunities

Response Sheet

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:

1. _____
2. _____
3. _____

Additional Comments

Please note additional comments on the back of this sheet.

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Project Work Scope

2013

Mar | Apr | May | Jun | July | Aug | Sep

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Identify Preferred Alternative
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Retail Development Opportunity



3 Implementing

Prepare Project Summary Document

City Staff Meeting; Final Committee Meetings; Public Meeting

Retail Recruitment and Retention Strategy



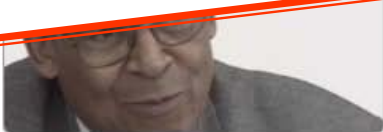


CITY OF **Yakima**
THE HEART OF CENTRAL WASHINGTON

Search Go!

Project Information

<http://www.yakimawa.gov/>



Former Yakima Mayor Henry Beauchamp died on April 24th, 2013 at the age of 79. We salute Henry and his outstanding service to our community.
[Read More >>](#)



Hosted by Sean Davido, Yakima Now is a new video magazine about what's happening in our community.
[Read More >>](#)



Alvie Maxey and Matt Mayer from the City of Yakima Water and Irrigation Division work to open a valve at the City's Glenn Drive Reservoir.
[Read More >>](#)

MAY 7, 2013

[First Yakima Downtown Master Plan Workshop Set for May 9th](#)

MAY 7, 2013

[Grind and Overlay Project Will Close Section of 8th Ave During the Day](#)

MAY 7, 2013

[Volunteer Opportunities on City Boards and Commissions](#)

MAY 3, 2013

[Yakima City Council Preview](#)

[:: News Archive](#)

@CityofYakima

Watch the #Yakima City Council meeting live on Y-PAC Channel 22 Charter Cable airing now.

Photo of the Week

Engage

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Videos

ENGAGE & **CONNECT** ”

Yak Back
MAKE YOUR VOICE COUNT



Yak Back is a convenient way for you to connect with the



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