

# FOURTH PLAIN CORRIDOR SUBAREA PLAN



CITY OF VANCOUVER FOURTH PLAIN BOULEVARD CORRIDOR STUDY

JANUARY 2007



# ACKNOWLEDGEMENTS

## Vancouver City Council

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*Royce Pollard, Mayor*  
*Dan Tonkovich, Mayor Pro Tem*  
*Pat Jollota*  
*Jeanne Harris*  
*Tim Leavitt*  
*Jeanne Stewart*  
*Larry Smith*

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## I. EXECUTIVE SUMMARY

**Fourth Plain Boulevard Corridor** and surrounding neighborhoods serve many purposes. It is a street for moving people and goods...a home for small businesses serving multi-ethnic communities...the location of important public facilities like a community center, schools, a post office.... and it is the front door for a diverse mix of businesses and residents.

In each of these ways, the Fourth Plain area is important to the City as a whole and to the adjacent neighborhoods in particular. And, in each of these ways, Fourth Plain is not yet reaching its full potential. Residents and businesses are concerned about crime, pedestrian safety crossing Fourth Plain Boulevard, the high turnover of residents, the relatively low incomes in the adjacent neighborhoods and the image created by a street whose physical character is focused on parking lots, not people. At the same time, residents and businesses are keenly aware of a high potential for fixing the problems and changing their goals.

The City of Vancouver and local public agencies and stakeholders initiated the Fourth Plain Corridor Subarea Plan to evaluate the opportunities and challenges and to clarify what is important to residents and businesses now and what they hope for in the future. The final goal was to develop policies and plans that would be incorporated into the City's Comprehensive Plan, including an urban design plan, a streetscape plan and an implementation strategy.

An Oversight Committee composed of citizens and business representatives reviewed the study at various points during the 18-month process. There were also meetings with housing experts, property owners and developers. Through these meetings and two public open houses, a community vision emerged.

The community envisions Fourth Plain Corridor as the core of safe, diverse, prosperous and stable neighborhoods that offer residents employment and economic security, increased levels of home ownership, attractive streetscapes and storefronts that celebrate a burgeoning ethnic diversity. The Fourth Plain Corridor needs to function to support accessibility and mobility, particularly for alternate transportation modes like walking, cycling, and transit.

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A consultant team led by David Evans and Associates, Inc. helped craft this vision and then developed an urban design plan and implementation strategy to make the vision a reality. There are three overarching themes guiding the design and implementation plans:

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- 1) Change the street to meet the needs of people, and especially for pedestrians and their safety;
- 2) Build on what is there—preserve established small businesses, help the newer businesses with international flair that are regional destinations, improve access to and safety in parks, focus attention on the multiple community services; and
- 3) Address the fundamental economics by finding ways to stabilize and grow the local economy.

The design plan is built around four “pulse points” along Fourth Plain Boulevard. Pulse points are places along a corridor with higher levels of development intensity. They are places with a mix of uses and a street network with connections to adjacent neighborhoods. Fourth Plain Boulevard is not a single entity with a single set of opportunities and constraints. Instead, it is a collection of individual places, each with its own character, purpose, and condition. An effective way to plan for a collection of places is to identify its “pulse points” and emphasize attention and investment there. The character and location of the four pulse points are:

Pulse Point 1, Village Character: Fourth Plain Boulevard near the intersections of Fort Vancouver Way, Grand Boulevard, and Norris Road

Pulse Point 2, Community Center: Fourth Plain Boulevard Near the intersections of General Anderson and the Burnt Bridge Creek Greenway

Pulse Point 3, Employment Focus: The Kyocera site is located at the heart of this pulse point

Pulse Point 4, Regional Destination: southward from the corner of Fourth Plain and NE Andresen

A good plan is necessary, but not sufficient by itself to produce desired change. It is important to have an implementation strategy with very specific action items. Put another way, the success of any plan does not depend on its adoption by a city council or by the quality of its physical design; success is achieved by actual programs and built projects that combine to change the landscape and the economy in ways that conform to the vision.





Figure 1 | Side street and sidewalk just off of Fourth Plain Boulevard

The strategies for the Corridor have been tailored to the Fourth Plain community. Successful implementation of the Fourth Plain Corridor Subarea Plan involves several key components:

- ❑ Leadership: identify committed, ongoing City and private sector leadership, including a “champion” to advocate for the Fourth Plain corridor and resolve issues quickly.
- ❑ Leverage: maximize public investment by linking it to private sector projects.
- ❑ Many projects and stakeholders: have an active list of projects big and small, and keep stakeholders involved.
- ❑ Strategic communications and marketing plan: identify and celebrate successes on all levels to attract new investment and celebrate the efforts of the City, residents and businesses.
- ❑ Ongoing review: evaluate policies and implementation to keep the focus moving forward.

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The Fourth Plain Corridor Subarea Plan amends the Vancouver Comprehensive Plan. It includes all of the above components, as well as the elements of subarea plans required by the Washington State Growth Management Act. The vision, design and development principles, and implementation strategies have been translated into goals, policies and action items that will guide future investment and development.

Through implementing the Subarea Plan the City will work to implement the aspirations of the neighborhoods and stakeholders, protect neighborhood investment and advance the City’s goals for a vibrant, inviting, and compactly developed area.

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## II. INTRODUCTION AND PROJECT PURPOSE

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**Study Area** The Fourth Plain Corridor is in central Vancouver and includes approximately 1200 lots comprising 1,133 acres. Fourth Plain Boulevard extends more than 2.5 miles through the area, from St. John's Boulevard on the west side to Burton Road on the east. SR 500 bounds the study area to the north, and the 18 Street/20th Street bounds the area to the south. The study area is shown in Figure 2.

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**Other documents pertinent to this subarea plan include**

- Fourth Plain Boulevard Corridor Study Briefing Book (including an evaluation of existing conditions)
  - City of Vancouver Comprehensive Plan, 2003-2023
  - Vancouver Transportation Plan
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**Fourth Plain Boulevard** and the surrounding area are many things. It is a street that provides mobility for people and goods. It is a home for small and large retailers serving both local residents and regional shoppers. It is a way to access some of Vancouver's most important public facilities—a community center, a city maintenance center, a post office, the central office for Vancouver Public Schools, and a C-TRAN transit center. It is an area with a diverse mix of businesses and residents.

In each of these things, Fourth Plain Boulevard is important to the city as a whole and to the adjacent neighborhoods in particular. And, in each of these things, the Fourth Plain area is not reaching its full potential to meet the needs of the people who live and work there.

The Fourth Plain Corridor's potential is underscored by a rich and varied history. It is named "Fourth Plain" as one of five forest clearings existing in the early 19<sup>th</sup> century during early settlement. The area was transformed during World War I and II when there was a large scale military presence at Fort Vancouver and a booming local civilian population involved in war production efforts. Investment subsided in the post-war years, eventually exacerbated by the construction of SR-500 and other regional improvements. Throughout, Fourth Plain has often served as a starting point for new Vancouver residents, as it does today.

The City of Vancouver initiated the Fourth Plain Plan to address the concerns of residents and businesses. By creating an urban design plan, streetscape plan and by implementing a development strategy, the City hopes to implement the aspirations of the neighborhoods and stakeholders, protect neighborhood investment and advance the City's goals for a vibrant, inviting, and compactly developed area. The Fourth Plain Plan includes recommended policies which address public safety, transportation, recreation, housing, economy and other issues of concern to those who live and work in the area. The plan also includes a detailed implementation strategy intended to transform the corridor when completed. The Fourth Plain Plan is an element of the Vancouver Comprehensive Plan.

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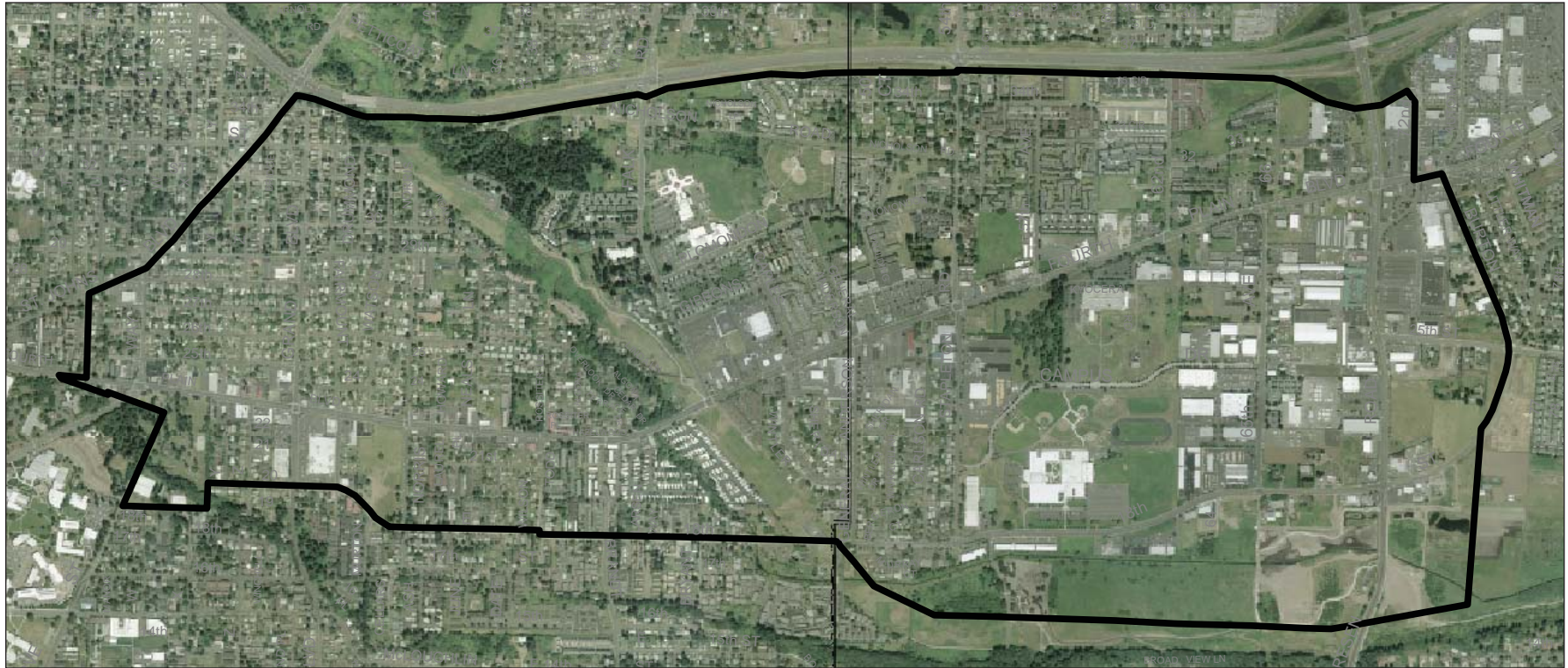


Figure 2 | Fourth Plain Corridor Study Area (March 2005 Aerial Photograph)

### III. PUBLIC INVOLVEMENT

This is a plan for the people who live and work in the Fourth Plain Corridor. To make it valid and valuable, it was essential to have an extensive program to include residents, property owners and businesses throughout the corridor.

Development of the Fourth Plain Plan was guided by an Oversight Committee of community stakeholders<sup>1</sup>, working with a Project Team that included the Consultant Team, led by David Evans and Associates, Inc. and City long range planning, transportation, and economic development staff,. The Oversight Committee held four meetings beginning in June 2005 and ending in March 2006. The membership of the Oversight Committee can be found on the Acknowledgements Page at the beginning of this plan.

Public involvement aimed at engaging all stakeholders – residents, business owners, developers and real estate professionals, representatives of institutions, and property owners – in developing a vision for the corridor’s future and a plan to achieve it.

Early activities included a community workshop and group stakeholder interviews. Opportunities, constraints, and areas where the project team should focus revitalization efforts were identified. The Oversight Committee reviewed the results of these early activities, distilled them into a vision statement, and chose four areas in the corridor for focused attention.

As the Fourth Plain Plan was developed, public involvement turned to sharing the draft revitalization plan and implementation strategies and listening to responses to the plan. The second community workshop was an opportunity to “ground-truth” the draft plan. The Oversight Committee reviewed community comments and recommended a final plan for adoption by the City Council.

The Fourth Plain Plan’s public involvement program also targeted participation from minority and immigrant communities. The community’s unique character within the City is, in part, due to the minority and immigrant owned-businesses along Fourth Plain Boulevard and the diversity of residents in the corridor. The project

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<sup>1</sup> See Appendix for a list of Oversight Committee members

8 ] aimed to reach non-English speakers by making translated materials available and including some information translated into Russian and Spanish in each newsletter. Project staff also talked about the project with parents of students learning English at area elementary schools. Finally, project staff canvassed the area to gather input from business owners.

### Public involvement tools

**Community workshops:** two workshops hosted by the project team during the development of the Fourth Plain Plan.

**Oversight Committee:** composed of stakeholders, met four times during the development of the plan; approved the project vision statements, focus (“pulse”) points and the draft plan.

**Newsletters:** two newsletters, one before each workshop, were mailed to all homes and businesses in the study area.

**Minority outreach:** project information translated into Spanish and Russian was distributed through elementary schools and at ethnic businesses before the second open house. Project staff attended meetings for parents of students learning English at two elementary schools to share information about the project and gather input.

**Stakeholder interviews:** three groups of stakeholders were interviewed; Participants included community members, business owners and the development community; interviews focused on opportunities and constraints in the project area.

**Business site visits:** Project team members visited more than 75 businesses in the project area to discuss the project and encourage participation at the second community workshop.

**Expert review panels:** Three meetings were convened to explore issues of property development, housing, and crime/code enforcement in detail. Each meeting was attended by 6-8 private or outside agency representatives having expertise in these areas, and project team staff.



Figure 3 | Community Workshop



## IV. CALL TO ACTION

### **A Call to Action for Fourth Plain Corridor**

During development of the Fourth Plain Plan, the public helped identify the constraints and opportunities of the Fourth Plain Corridor. Residents and businesses are concerned about high crime rates, personal safety crossing the street, the high turnover of residents, the relatively low incomes in the adjacent neighborhoods and the image created by a street whose physical character is focused on parking lots, not people.

The Fourth Plain Corridor can be better—much better. The following pages define the physical changes along the street that can make it better and an implementation strategy for making change happen. The plans and strategies have three overarching themes:

**Change the street** Fourth Plain Boulevard is built for automobile speed and capacity. The first transforming strategy is to make it a street that is also built for the comfort of people. It needs to be a walking street, a transit street and a desirable front door for businesses, while still accommodating vehicular traffic. The change begins with adding pedestrian amenities like street trees, pedestrian furniture, continuous sidewalks and well-marked crosswalks. It should include opportunities for high capacity transit and use of a median where possible. The quality of these improvements should signal that Fourth Plain Boulevard is a place to be, not just to pass through. Figure 4 is an example of the types of changes needed.

**Build on what you have** Despite its challenges, Fourth Plain Boulevard has many strengths. It is home to many businesses that serve both the neighborhoods and the broader community—International Marketplace, Butcher Boys and Albertsons, to name just a few. The corridor also features community facilities such as the Jim Parsley Center, a post office and the central police precinct. The Kyocera site presents a significant opportunity to add quality commercial and retail development to the corridor. The second transforming action, therefore, is to take advantage of these facilities and development sites by focusing future development at these points of strength. The character of each of these places is different and each will serve a different function. Collectively these points will help to provide opportunities for community gathering places. Section VI includes concept plans and illustrative diagrams that build on the existing development pattern.

- 10] **Address the fundamental economics** To be better, Fourth Plain Corridor needs new private development and a more stable residential population. The third transforming strategy is to encourage jobs that would increase incomes and encourage home ownership in the residential areas adjacent to Fourth Plain Boulevard. Building on the proximity of Clark College and the underutilized portions of the Kyocera site, this strategy encourages economic improvements in the surrounding community. The specific actions are those that promote home ownership, educational achievement and better jobs. Section VII discusses these in greater detail.



**Figure 4 | Street perspective near General Anderson Road (left) and typical Fourth Plain proposed street section (right)**

Action Item 4P: Establish minimum 10- to 12-foot-wide sidewalks on Fourth Plain Boulevard. Explore building continuous sidewalks with limited curb cuts, street trees, landscaping and/or street furnishing zone between sidewalk and road, prominent transit features, bike lanes, and median diverters (see Fourth Plain Plan, Goals and Policies, page 38).





## V. OPPORTUNITIES AND CONSTRAINTS

The opportunities and constraints were identified through research and input from residents, business owners, and other stakeholders during the public involvement process.

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### People

Opportunities	Constraints
Population growth to drive new housing	Low incomes and buying power
Public commitment to revitalize the corridor	Lag behind city in income, education
Affordable housing	Higher levels of transience
Culturally diverse population	Language challenges to public involvement

### Business

Opportunities	Constraints
Ethnic businesses are a regional draw	Over-retailed for adjacent neighborhoods
Proven market for new housing investment	Limited demand for new retail
Modest income growth	Retail activity is very dispersed—too little concentration
Proximity to Clark College	No organized business association
	Westfield Shopping Town (previously the Vancouver Mall) creates retail hub outside the corridor

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## Community Character

Opportunities	Constraints
Schools and other community uses serve as anchors	Dual character of corridor—small residential lots to the west, large commercial and industrial lots to the east
Vibrant historical context	Large pods of multifamily housing do not integrate with neighborhood
Many parks and greenspaces	Auto oriented landscape
	Inconsistent streetscape and setbacks
	Real/perceived high crime area

## Access and Mobility

Opportunities	Constraints
Very accessible from anywhere in region	Limited north south automobile and pedestrian connectivity east of the BPA/Burnt Bridge Creek
Well-served by transit	High traffic counts in Fourth Plain Corridor
	Planned WSDOT access closures to SR-500

## VI. COMMUNITY VISION & DESIGN PRINCIPLES

The Oversight Committee that was convened for assistance in developing the Fourth Plain Plan articulated a vision for the corridor. The Opportunities and Constraints, combined with the Vision Statements, were used to create the Design and Development Principles, which in turn guided the preparation of the rest of the Fourth Plain Plan. <sup>[13]</sup>

### **Vision for the Fourth Plain Corridor** **People**

- ❑ All people feel valued and safe.
- ❑ The Fourth Plain Corridor community celebrates diversity. All of its residents feel welcomed and valued.
- ❑ The people who live in the corridor are well served by services, stores, schools and public transportation.
- ❑ Residents and business owners are able to use their skills and experience to increase their economic security.
- ❑ Current residents are able to continue to live in the area and home ownership is encouraged.

### **Business**

- ❑ The corridor supports small businesses and continues to function as a business incubator.
- ❑ The corridor attracts business that will assist in raising the income levels of residents and create parity with the rest of the city.
- ❑ The corridor supports a diverse range of employment including light industrial, office, education, and retail.
- ❑ Business owners create an organization to advocate for their interests and to focus attention on the needs of the corridor.
- ❑ Underutilized land is redeveloped and a mix of uses is sought.
- ❑ A mix of uses are encouraged at key intersections causing retail to cluster around these nodes.

## 14 ] Community Character

- ❑ The Fourth Plain Corridor is a city-wide destination for goods and services with an international flair.
- ❑ The community's history and diversity is celebrated.
- ❑ Schools continue to be a focus of community activities and have adequate space to expand.
  - Storefronts at key intersections present a pleasing visual character with focus and themes.
  - The Fourth Plain Corridor is as safe or more safe than other areas in the city.
  - The public realm features places to gather and a streetscape that is well cared for and inviting with adequate lighting, street furniture, and plantings.

### Access and Mobility

- ❑ The transit system is enhanced and improved and accessible to all residents.
- ❑ Street connectivity is improved, especially at the east end of the corridor.
- ❑ Pedestrian connections and crossings are available as pleasant, safe choices.
- ❑ Safe bike routes are available and cyclists follow traffic rules.
- ❑ Regional transportation systems are strongly connected to the region.
- ❑ Traffic safety study recommendations are implemented.

## Design and Development Principles

These principles implement the vision. They provided specific direction for the creation of a concept plan that included “pulse point” concept plans and implementation strategies.

### Design Principles

- 1) Focus development at a limited number of “pulse points” in the corridor. Consider:
  - ❑ Market opportunities
  - ❑ North-South access into adjacent neighborhoods.
  - ❑ Availability of vacant or redevelopable land.
  - ❑ Current and future transit service.
- 2) Tie pulse points together through Fourth Plain Boulevard streetscape improvements. Strive for distinctive treatments that are appropriate to adjacent uses and reflect neighborhood character.
- 3) Use streetscape improvements to improve safety, encourage pedestrian and transit uses, and enhance area attractiveness and identity.
- 4) At the Kyocera site, develop a signature project that mixes uses and with Fourth Plain Boulevard as its front door.
- 5) Celebrate the Boulevard’s historic past and its present multi-cultural character.
- 6) Enhance north-south connectivity, especially east of the BPA Power Line Corridor.
- 7) Consider park security in the design of buildings adjacent to parks. Complete trails in the BPA right-of-way north and east from Burnt Bridge Creek Greenway and throughout the project area.
- 8) Design development to serve the people who live there. Create design standards for public and private development that emphasize local building diversity and postwar boulevard character.
- 9) Create/enhance public gathering places.



Figure 5 | Community center along Falk Road, located in Pulse Point 2

16 ] **Development Principles**

- 1) Seek early successes. Work with motivated property owners and developers to facilitate development of key sites.
- 2) Facilitate desired development/discourage less desired development: Fourth Plain Corridor needs a better balance of uses that encourages opportunities for family- wage employment and home ownership.
- 3) Build partnerships: Potential public partners include Clark College, Vancouver School District, Vancouver Housing Authority, C-TRAN, and others.
- 4) Emphasize existing as well as new businesses and residents in achieving design and development goals.
- 5) Rely on multiple projects: No single project will save the day. Sequence smaller projects to create a sense of community, sustain momentum, spread risk, and involve more developers.
- 6) Leverage existing and planned public and private investments in infrastructure and buildings. Focus on areas where leverage can be maximized.



## VII. PULSE POINTS

### **How the Pulse Points were Selected**

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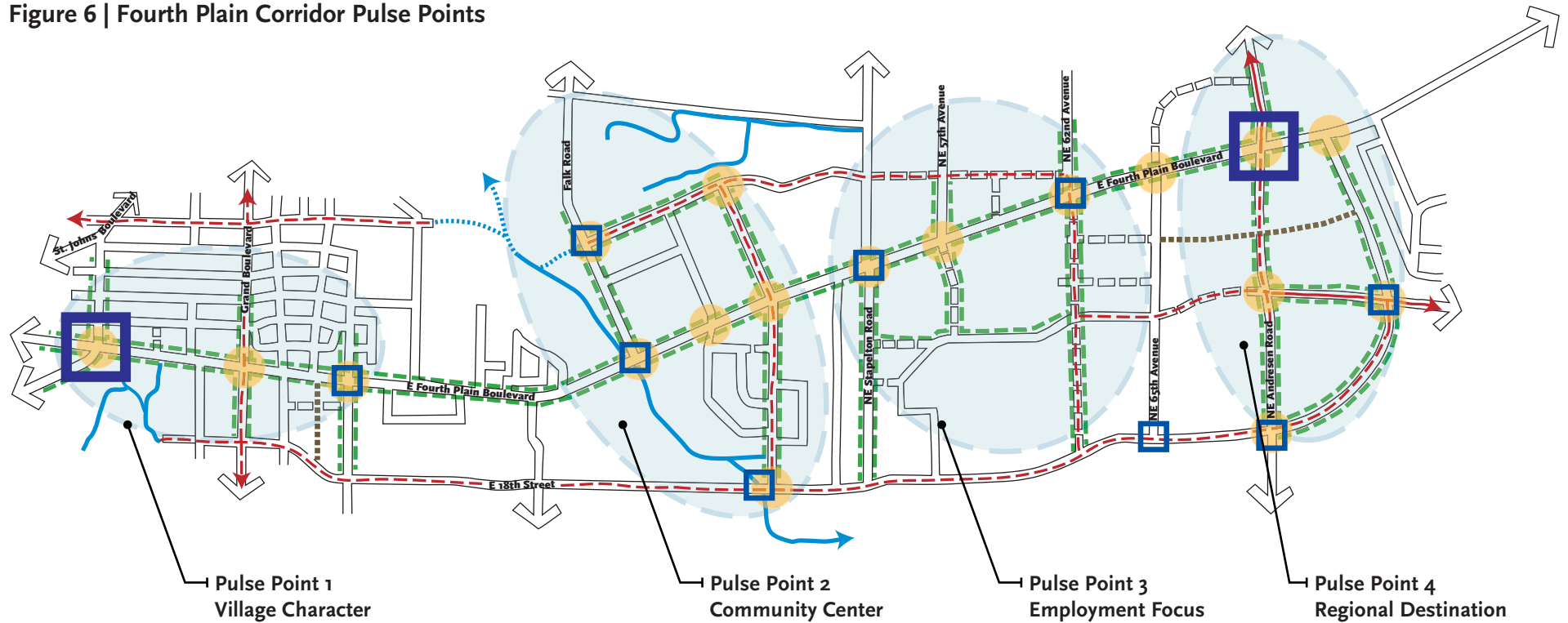
The Fourth Plain Corridor is not a single entity with a single set of opportunities and constraints. Instead, it is a collection of individual places, each with its own character, purpose, and condition. An effective way to plan for a collection of places is to identify “pulse points” of activity, where attention and investment can be emphasized.

Pulse points are places along a corridor with higher levels of development intensity. They are places with a mix of uses and a street network with connections to adjacent neighborhoods. By focusing development activity into pulse points, development along the corridor will rise and fall in intensity, and allowing for a critical mass of activity to form, thereby enhancing the viability of retailers and small businesses. Rather than dilute limited investment dollars over the entire corridor, pulse points leverage existing infrastructure and reinforce the sense of place that adds character to the corridor and its adjacent neighborhoods.

The selection of pulse points along Fourth Plain Boulevard was based upon the Design and Development Principles. Community members were involved in selecting pulse points at a community workshop and through the project’s Oversight Committee. The Oversight Committee discussed the opportunities and constraints at each node and selected four pulse points by consensus.

Figure 6 | Fourth Plain Corridor Pulse Points

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Pulse Point

Corridor Gateway

Pulse Point Gateway

Intersection Enhancements

Streetscape Enhancements

Proposed Pedestrian Connection

Existing Trail

Proposed Trail

Existing Bike Route

Proposed Bike Route

Note: This drawing is intended to show potential configurations of possible new buildings and streets and is not intended to promote a specific plan for redevelopment.





Figure 7 | Window of a local butcher

### Pulse Point 1, Village Character

This section of Fourth Plain Boulevard contains some of the oldest development in the corridor. The right of way at this point is approximately 72 feet. Many buildings are close to or at the right of way line. Consequently, this area comes closest to having a village main street character. Clark College is planning a Medical and Technology Sciences Center on the southeast corner of Fort Vancouver Way and Fourth Plain Boulevard. This will intensify activity in the area and link it more directly to the College. The Fred Meyer site is a major existing development site with opportunities for intensification over time in the heart of this pulse point. A cooperative development opportunity also exists on the Vancouver School District Site at the corner of Norris Road and Fourth Plain Boulevard. Both sites would benefit from the north south grid of streets that helps the adjacent residential neighborhood gain access to Fourth Plain Boulevard. Future development in this area should focus on residential and retail uses.



Figure 8 | Local businesses at Fairmount Center

Figure 9 | Pulse Point One

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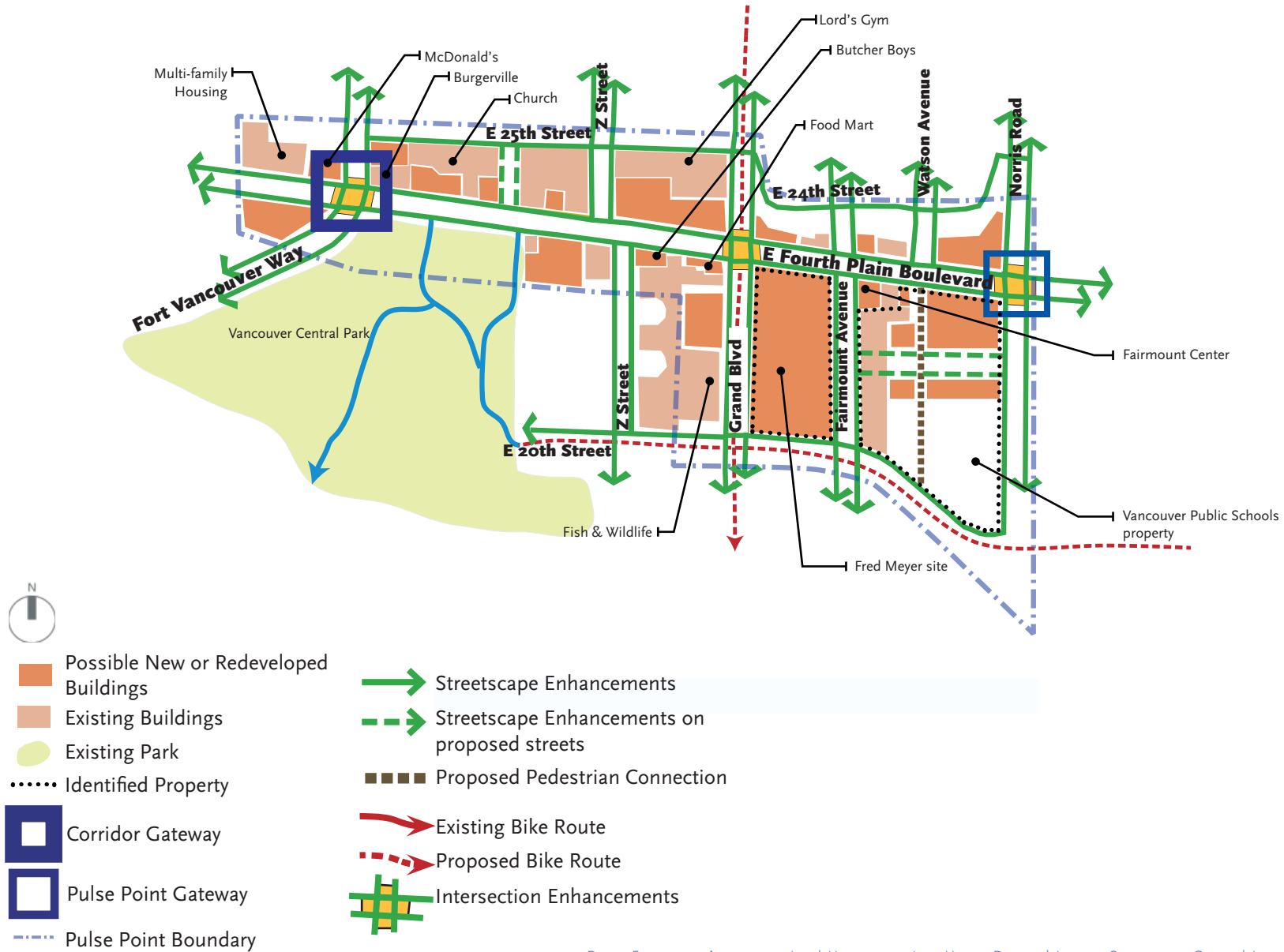


Figure 10 | Pulse Point One



Note: This drawing is intended to show potential configurations of possible new buildings and streets and is not intended to promote a specific plan for redevelopment.



**Figure 11 | Narrow sidewalk along Fourth Plain Boulevard**  
 4P Action Item 26. Establish minimum 10- to 12-foot-wide sidewalks on Fourth Plain Boulevard. Explore building continuous sidewalks with limited curb cuts, street trees, landscaping and/or street furnishing zone between sidewalk and road, prominent transit features, bike lanes, and median diverters (see Fourth Plain Plan, Goals and Policies, page 53).



**Figure 12 | Single-dwelling residences**  
 4P Goal 2. Increase home ownership in the corridor while protecting the ability of residents to continue residing in the area (see Fourth Plain Plan, Goals and Policies, page 47).



**Figure 13 | Waterworks Park**  
 4P Action Item 18. Work with Vancouver-Clark Parks and Recreation and the Vancouver Police Department to explore ways of improving user and facility security and safety at Waterworks Park and Evergreen Park after dark, such as better lighting near Fourth Plain Boulevard and raising using tree canopy or thinning of trees directly adjacent to discourages use of the park after closing time (dusk) for illegal activities. Consistent police enforcement of park hours (7am to dusk) is encouraged (see Fourth Plain Plan, Goals and Policies, page 51).



**Figure 14 | Pedestrians waiting to cross Fourth Plain Boulevard at Fort Vancouver Way**  
 4P Policy 29. Create attractive, convenient and safe pathways for pedestrians including curb ramps, textured crosswalk paving, pedestrian signals, pedestrian refuge islands, landscaping and intersection median barriers (see Fourth Plain Plan, Goals and Policies, page 54).



Figure 15 | Evidence of Fourth Plain's agricultural history

## Pulse Point 2, Community Center

Fourth Plain Boulevard is the front door for many public facilities and this pulse point is at the heart of these public activity centers. They include a school, the school administration building, a major City Public Works operation center, a police precinct and a post office. This public ownership dominates the character of this area. The Community Center Pulse Point is also a gateway to the City's greenway trail system.

Future development in this pulse point should focus on a major enhancement of the City operations center with a well-designed office building located at the intersection of General Anderson and Fourth Plain Boulevard. New retail development would complement the community uses on the north side of Fourth Plain Boulevard. These community uses are regional draws that could benefit retail business as well.



Figure 16 | Golden Skate roller-skaing center and the future location of the consolidated City of Vancouver Operations Center and Central Services Center

Figure 17 | Pulse Point Two

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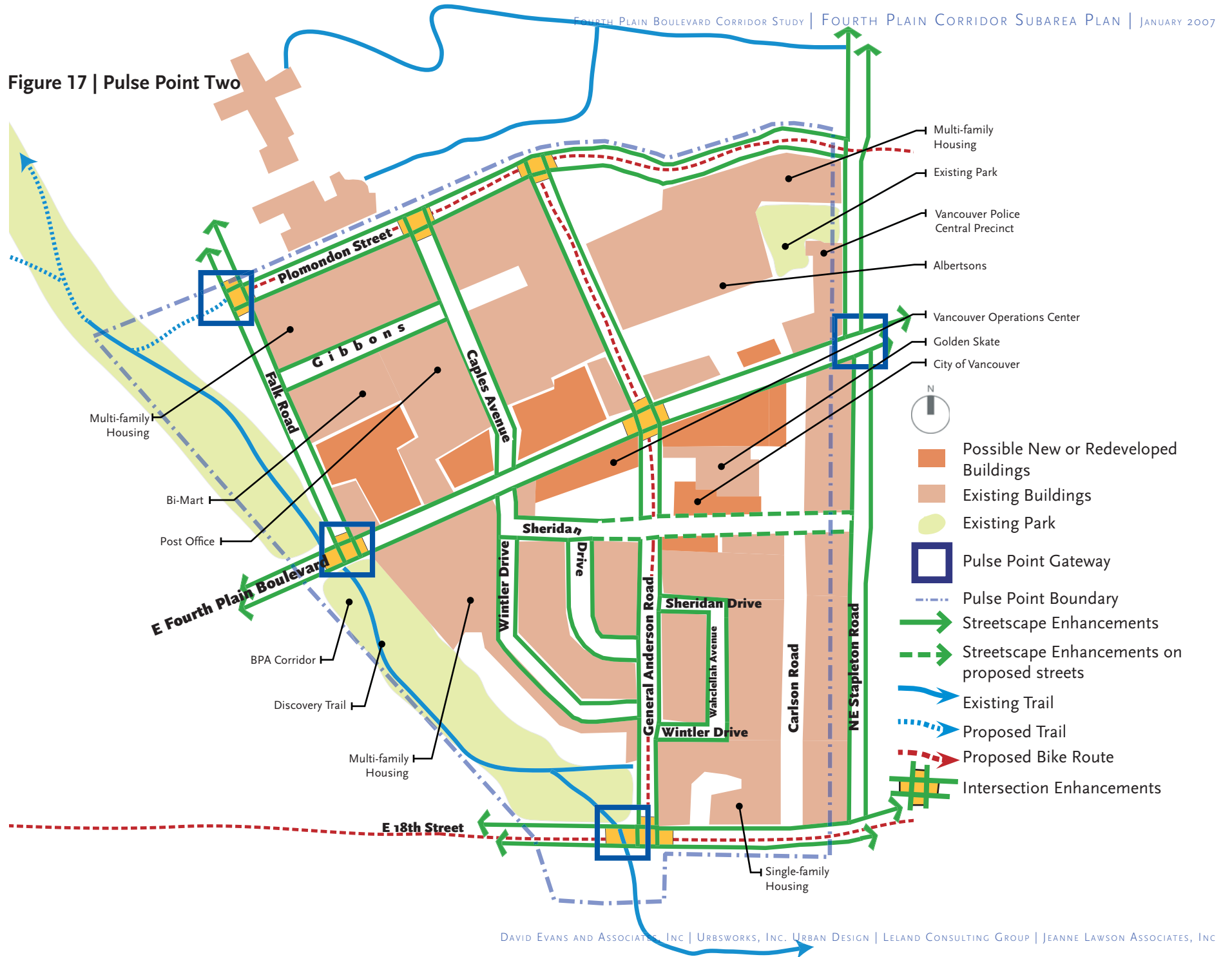
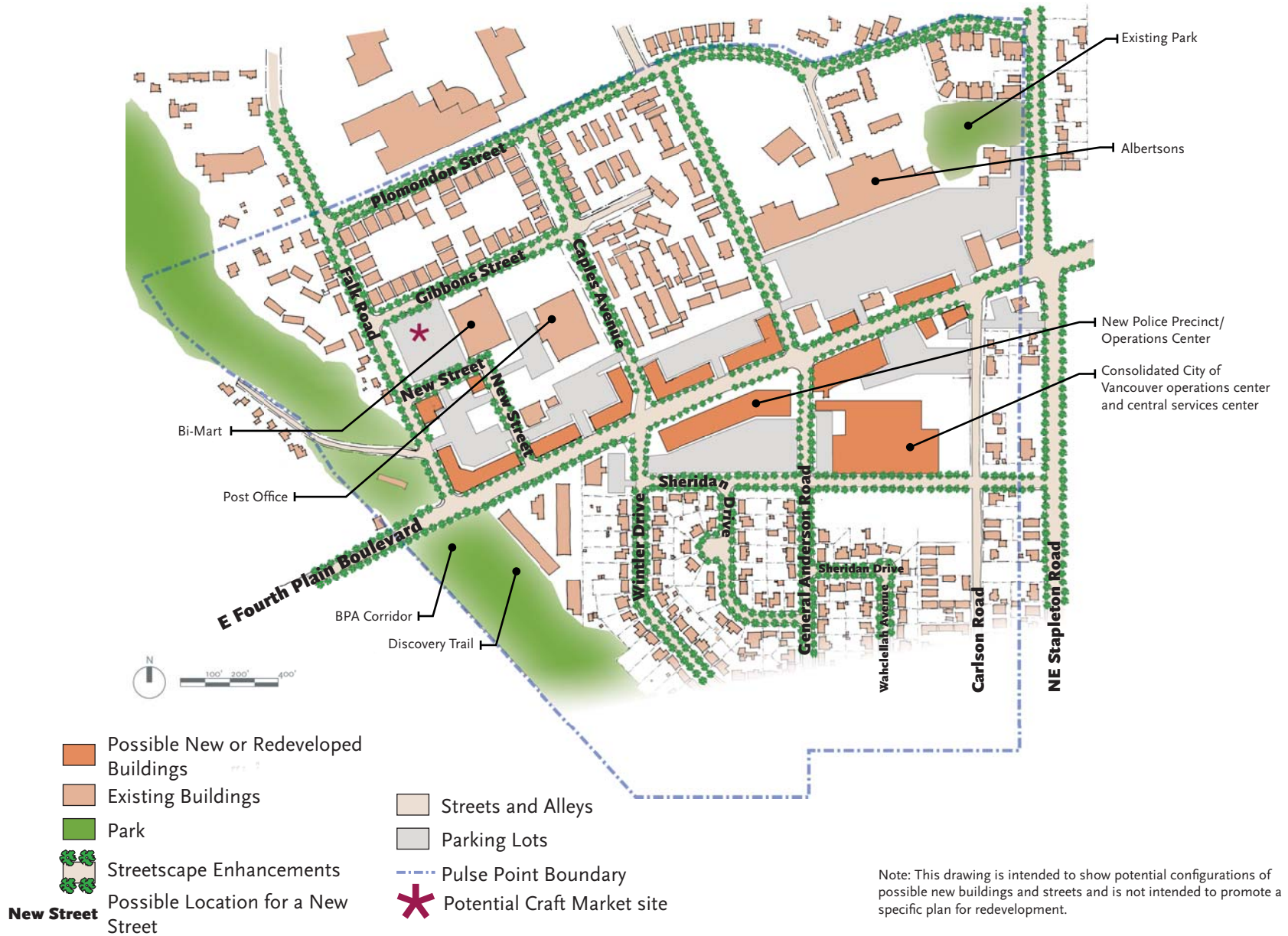


Figure 18 | Pulse Point Two



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**Figure 19 | New townhomes**  
 4P Action Item 6. Revise zoning code requirements to increase development flexibility in single-family and multi-family residential districts. Revise commercial zoning as needed to permit development of residential uses. Allow detached dwellings in multi-family zoning districts and attached single-family and small-lot development in single-family districts provided overall density goals are met (see Fourth Plain Plan, Goals and Policies, page 47).



**Figure 20 | Waterfowl in a pond near Columbia River Mental Health Facility**  
 4P Policy 37. Encourage the use of sustainable and green design practices in larger new private and public construction projects (see Fourth Plain Plan, Goals and Policies, page 58).



**Figure 21 | Burnt Bridge Creek Greenway and recreational trail**  
 4P Action Item 21. Improve linkages between the Fourth Plain Corridor enhancements and the Burnt Bridge Creek Greenway (see Fourth Plain Plan, Goals and Policies, page 52).



**Figure 22 | Multidwelling housing**  
 4P Policy 8. Encourage a diverse range of housing types to accommodate the range of housing needs in the corridor (see Fourth Plain Plan, Goals and Policies, page 47).



### Pulse Point 3, Employment Focus

The large site owned by Kyocera is located at the heart of this pulse point. It represents the best opportunity for job creation in the corridor. The Vancouver Housing Authority (VHA), in its role as a development agency, is attempting to purchase the property and prepare a master development plan that calls for a mix of job producing uses and some residential development. The Vancouver School District (VSD) is cooperating with VHA on planning for redevelopment of the site.



Figure 23 | Community information on wall of Don Pedro Mexican Restaurant



Figure 24 | International Square provides space for a variety of small businesses

Figure 25 | Pulse Point Three

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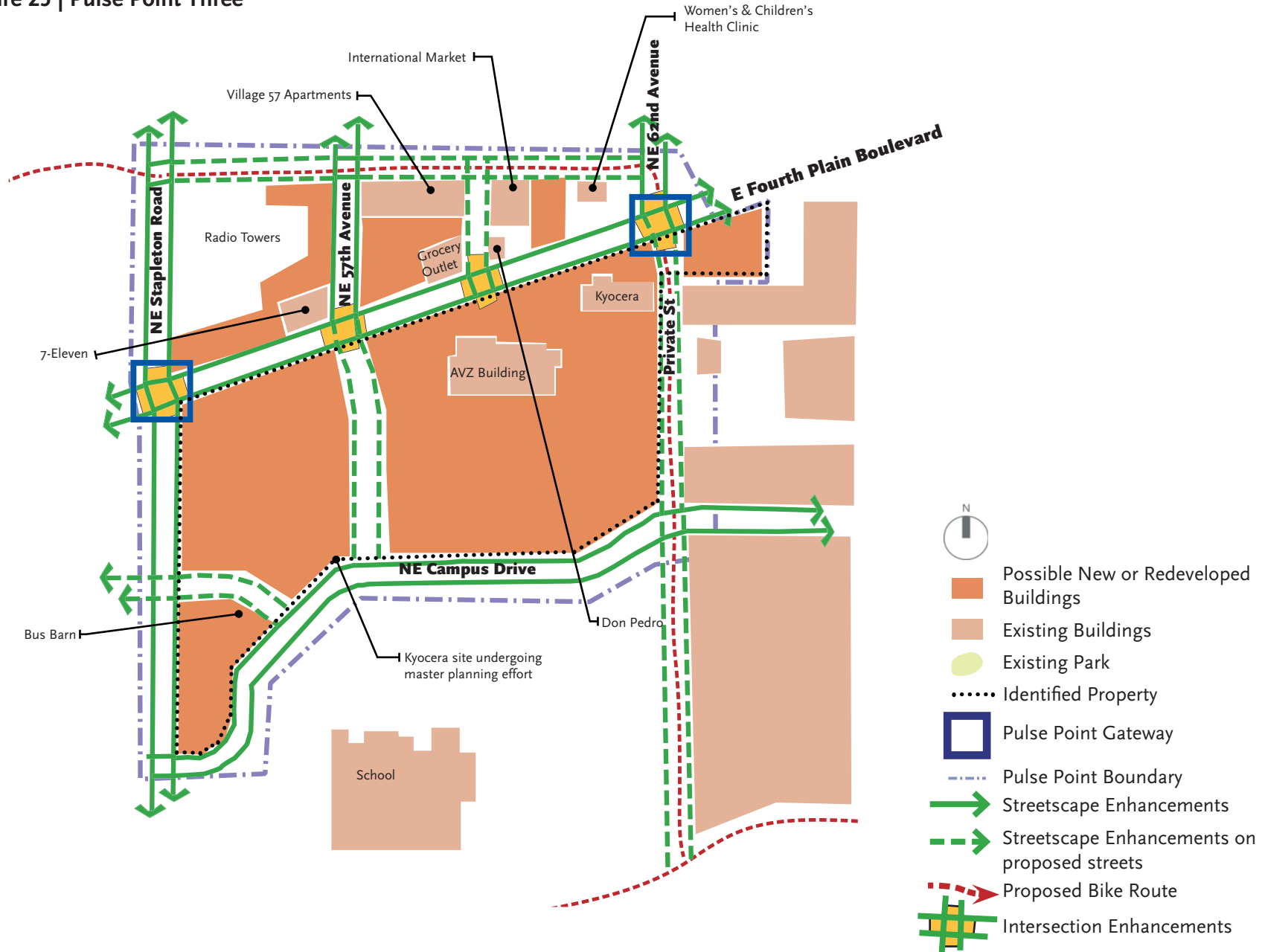
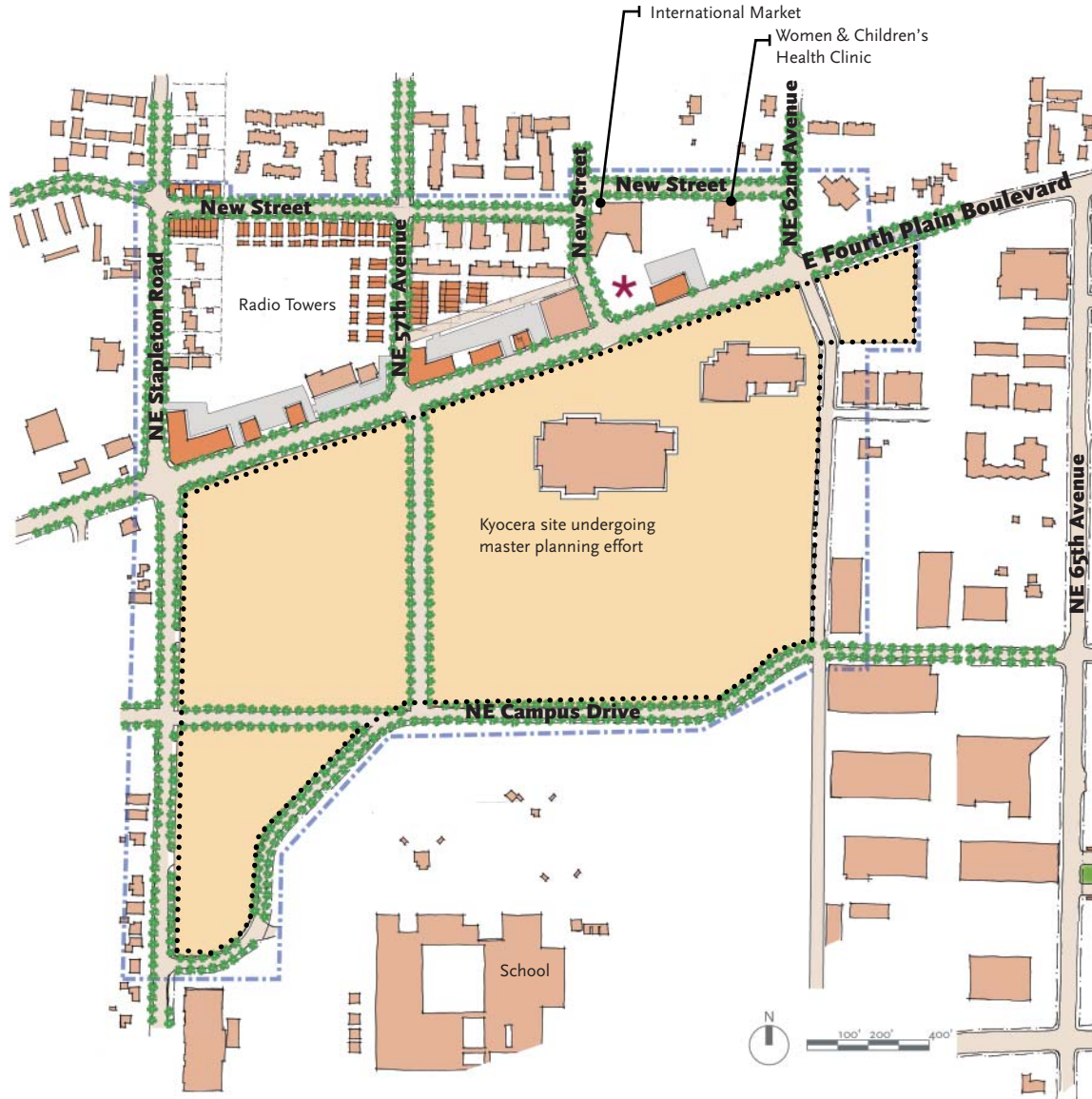


Figure 26 | Pulse Point Three



- Possible New or Redeveloped Buildings
- Existing Buildings
- Park
- Streetscape Enhancements
- New Street** Possible Location for a New Street
- Streets and Alleys
- Parking Lots
- Pulse Point Boundary
- Potential Craft Market site
- Identified Property

Note: This drawing is intended to show potential configurations of possible new buildings and streets and is not intended to promote a specific plan for redevelopment.



**Figure 27 | View towards Kyocera site from across Fourth Plain Boulevard**  
4P Policy 5. Encourage existing businesses and residents to expand and improve, as well as attracting new development in order to achieve design and development goals.

Action Item 4P-4: At the Kyocera site, develop a signature project that mixes uses and uses Fourth Plain Boulevard as its front door

(see Fourth Plain Plan, Goals and Policies, page 46).



**Figure 28 | Side wall of Grocery Outlet along Fourth Plain Boulevard**  
4P Policy 2. Create design standards for public and private development that emphasize building local diversity and attractive boulevard character. Tie pulse points together with streetscape improvements, composed of distinctive treatments that are appropriate to adjacent uses and reflect neighborhood character.

4P Policy 27. Ensure that Fourth Plain Boulevard continues to be considered a transit priority, and receives investments in technology to provide signal priority and improve transit travel time reliability. Consider future enhancements such as branded or premium bus service with shorter headways and improved transit stop amenities

(see Fourth Plain Plan, Goals and Policies, pages 46 and 59).



**Figure 29 | Foot trail through wooded area near the Kyocera site**  
4P Goal 6: Maintain existing parks and complete planned trails system through the corridor (see Fourth Plain Plan, Goals and Policies, page 51).



**Figure 30 | Don Pedro Mexican Restaurant**  
4P Policy 15. Maintain and support the niche businesses that attract regional customers, such as the ethnic retail goods, food markets, and restaurants that can effectively compete against retail centers outside the corridor (see Fourth Plain Plan, Goals and Policies, page 49).



Figure 31 | Burnt Bridge Creek Greenway restoration along Andresen Road

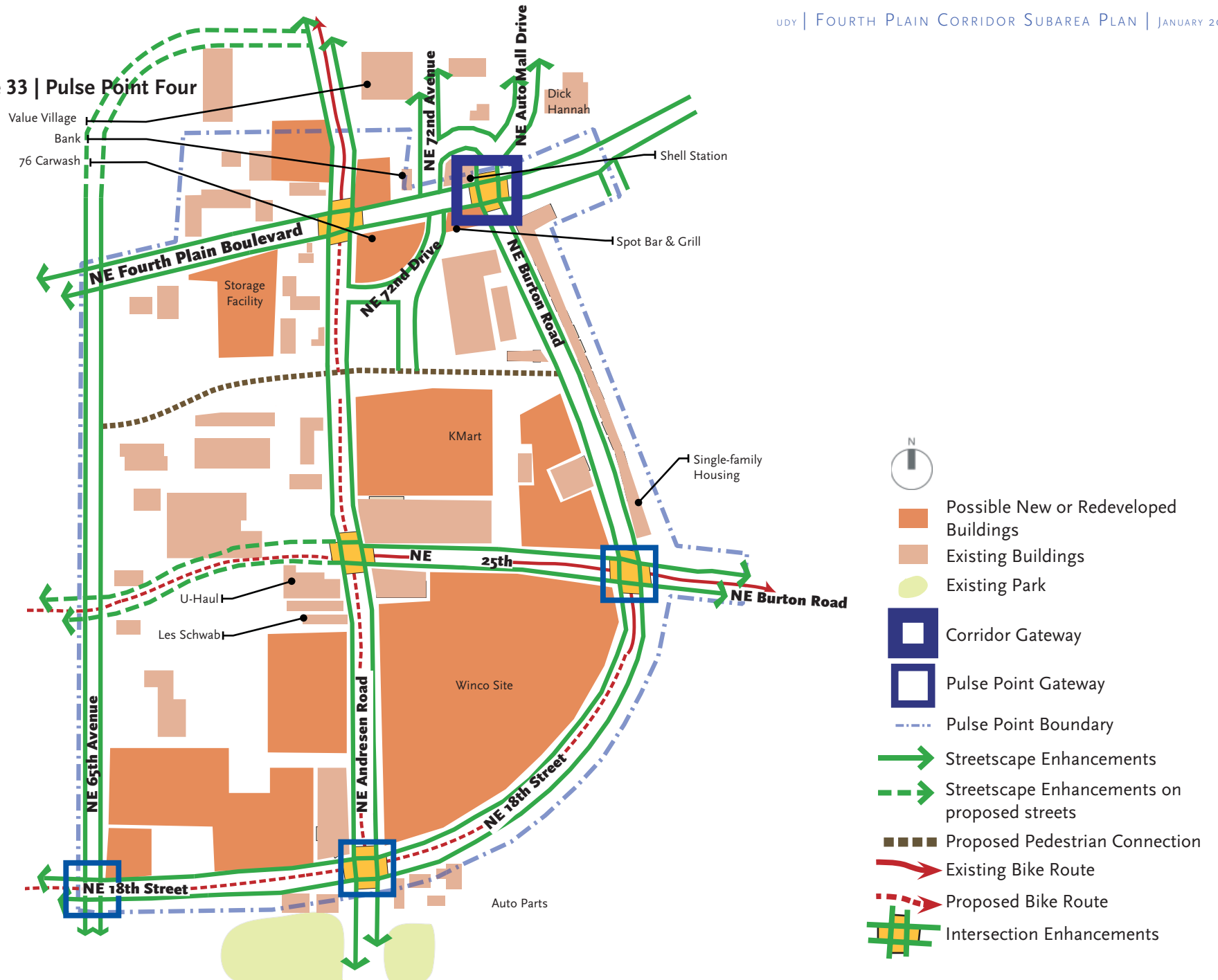
### Pulse Point 4, Regional Destination

This pulse point pushes southward from the corner of Fourth Plain Boulevard and NE Andresen. This area is dominated by low density one story commercial development. Most existing development and proposed development is focused on large footprint buildings. Recognizing that these developments are newer and therefore an existing reality, future efforts should focus on inserting new streets to break up the blocks and improve traffic and pedestrian circulation. Encouraging infill with other uses would also improve the function of this pulse point. C-TRAN has proposed to move its transit transfer point from Vancouver Mall to property on the east side of 65<sup>th</sup> Avenue.



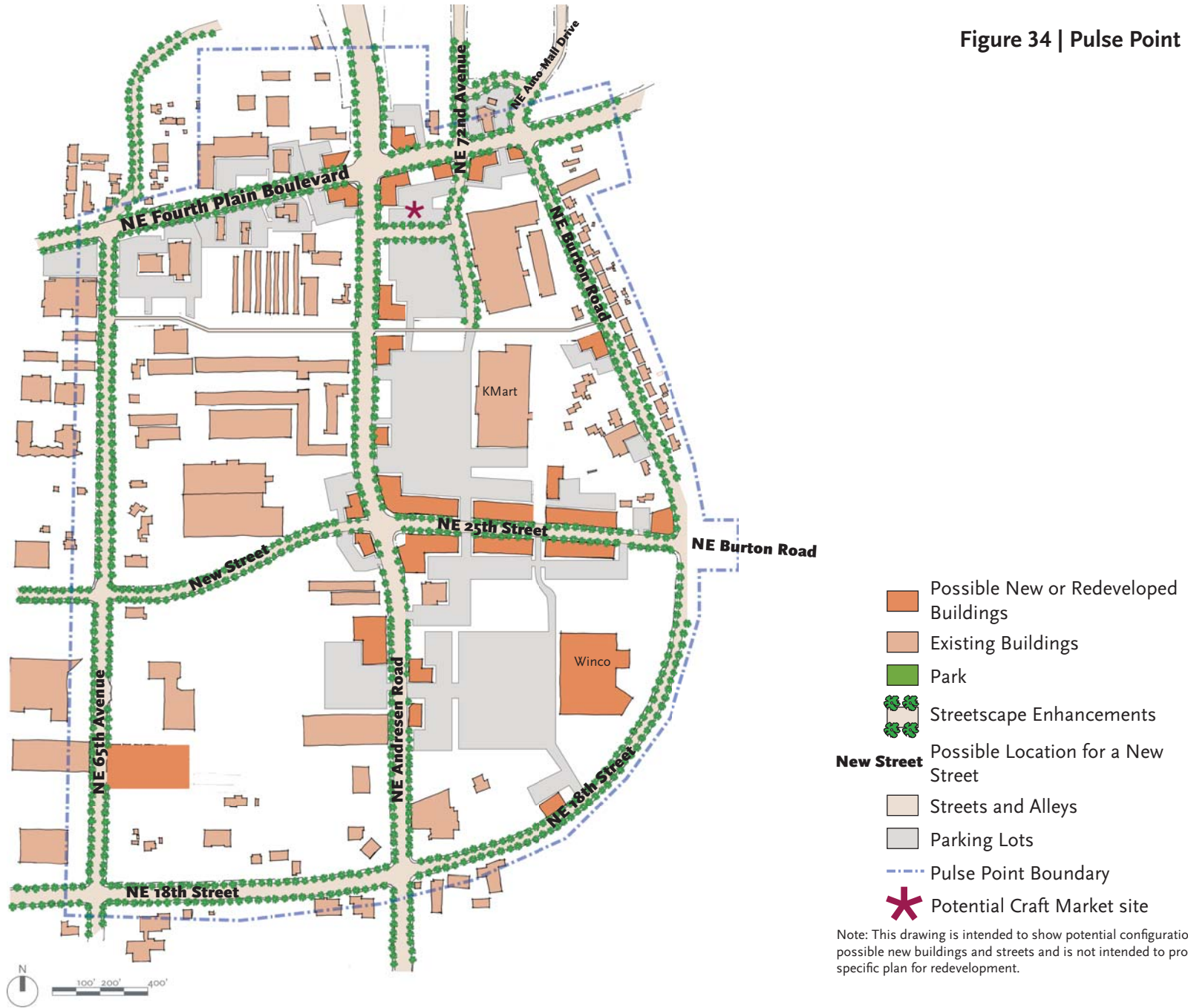
Figure 32 | Intersection of Andresen and NE 25th Street

Figure 33 | Pulse Point Four



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Figure 34 | Pulse Point Four





**Figure 35 | Bosnia Restaurant and other small businesses along Burton Road** 4P Action Item 11. Help establish a Fourth Plain Merchants Association to create marketing campaigns, support design and maintenance standards, provide business education and training programs, advocate within the city, conduct research and survey, organize events, establish improvement districts or other fundraising mechanisms, and other tasks (see Fourth Plain Plan, Goals and Policies, page 50).



**Figure 36 | Vacant buildings** 4P Goal 4: Revitalize and grow the corridor's economy while actively helping the existing diverse employment base and serving as a new business incubator (see Fourth Plain Plan, Goals and Policies, page 49).



**Figure 37 | View of Burnt Bridge restoration along Andresen Road** 4P Policy 21. Continue to support efforts to restore the Lettuce Fields Open Space area and extend and improve the natural environment of Burnt Bridge Creek 4P Action Item 21. Improve linkages between the Fourth Plain Corridor enhancements and the Burnt Bridge Creek Greenway (see Fourth Plain Plan, Goals and Policies, pages 51 and 52).



**Figure 38 | View along Fourth Plain Boulevard and Andresen Road** 4P Policy 30. Improve bicycle route safety and connectivity across and along Fourth Plain Boulevard, and through the corridor (see Fourth Plain Plan, Goals and Policies, page 54).





## VIII. IMPLEMENTATION STRATEGY

A good plan is a necessary first step toward community change, but much more is needed to make change happen. The purpose of an implementation strategy is to define the specific actions required to achieve changes in the landscape and the economy in ways that conform to the vision. The strategy components must be carefully tailored to the Fourth Plain Corridor community. Successful implementation involves several key components:

- ❑ Leadership
- ❑ Leverage
- ❑ Many stakeholders
- ❑ Strategic communications and marketing plan
- ❑ Ongoing review

### **Committed Ongoing City and Private Sector Leadership**

The Fourth Plain Corridor must have many advocates, but ongoing, committed leaders who see the plan through are essential to its success. Seek out leaders who:

- ❑ Desire success for the entire community;
- ❑ Are respected by the community;
- ❑ Have the ability to motivate and organize stakeholders; and
- ❑ Promote and communicate the vision of the plan.

Early in the process, a “champion” should be designated within the City to advocate for the Fourth Plain Corridor and to resolve issues quickly. Implementation of the Fourth Plain Plan will involve multiple city agencies; an internal champion can help motivate and coordinate these agencies as well as quickly resolve issues and act as a liaison to policymakers. From the private sector, an individual, a committee, or an umbrella organization that represents a broad base of special interests should work in partnership with the City to further the vision for

the Fourth Plain Corridor. Responsibility for implementing the Fourth Plain Plan could be assumed by a new Community Development Entity (CDE), the City of Vancouver, or the Vancouver Housing Authority (VHA). A high-level partnership of public and private leaders is necessary for successful implementation of the district master plans.

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## **Leverage**

In a time of limited public resources, implementation efforts should be focused where they can maximize impact by benefiting from past, ongoing, and future projects. As an economic development initiative, the revitalization of Fourth Plain Corridor inherently requires the attraction of private investment in developments, businesses, and people. Leverage occurs best when public investments are linked to private projects. Rather than “build it and they will come,” strategic planning should bring private investors and public works together to build private projects at the same time as public investments are made. If the private sector is not waiting in the wings to make investments adjacent to public projects, then the public sector should seek out other types of projects that will better attract private dollars.

## **Many, Many Projects**

To keep the plan and vision on track, always have a variety of projects and actions ongoing. Recognize that it is unlikely that a single big project will “save the day.” Rather, through a series of small and mid-size actions, programs, and projects, the public and private sectors working together will implement the vision. Having many, many projects underway enables a diversity of development products, keeping projects small and facilitating involvement from the local financial and development community. The definition of what constitutes a project is broad: regulatory policy, code revisions, development projects, and educational programs are all projects.

This can (and should) be a lengthy list of dynamic projects and actions – anything that furthers the vision. Indeed, to create the dynamic environment that will sustain development momentum, the list of projects underway should never drop below 15. Too few projects risks the loss of momentum; if one or more project should fail or not materialize, there will be plenty of other projects to sustain momentum.

## **Many, Many Stakeholders**

Implementation requires collaboration and support among stakeholders. A stakeholder is any individual or organization with an interest in the Fourth Plain Corridor’s outcome. This includes a wide group of individuals, companies, and public and private organizations, as well as government bodies at all levels. The key to successful



Figure 39 | Local businesses along Fourth Plain in Pulse Point One

implementation of the vision will be creating mechanisms for marrying the many, many stakeholders – current and potential – with the many, many projects – existing and proposed.

- ❑ Stakeholders provide a broad base of involvement and promote project implementation;
- ❑ Stakeholders form the basis of political support for implementation of the strategy;
- ❑ A wide stakeholder base leads to a diversity of ideas, projects, and solutions;
- ❑ People are often the biggest barriers to success of the plan – help them be part of the solution.

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A key implementation strategy is assigning responsibility for identifying stakeholders, keeping in touch with them, and keeping them informed. A Community Development Entity, or other non-profit or public body will need to be established to oversee implementation.

## Communication and Marketing

A strategic communications and marketing plan provides pride with participation and creates an attractive community for residents and businesses. With many, many projects underway at the same time, there will be many successes to broadcast. Prospects for further successes increase because investors, developers, and lenders seek out environments with market opportunity. In other words, success breeds success. Both the organization and the leadership must:

- ❑ Communicate successful implementation;
- ❑ Make marketing news out of continuing projects; and
- ❑ Facilitate communication at all levels: among implementing agencies, between the many, many stakeholders, and throughout the greater Vancouver community.

The implementation body would assume responsibility for formalizing communication networks so they become regularly filled with implementation success stories. As part of staying in touch with stakeholders, the implementation body and the communication network should address internal communication between stakeholders as well as external communication to the Vancouver community at large. Creative strategies for promoting the plan and capturing the commitment of these target audiences can be devised as part of the marketing and communication plan. Communication may take place via a number of formats:

- ❑ Local media – The Columbian, Oregonian, TV, radio;
- ❑ Newsletters;

- ❑ Websites;
- ❑ Public meetings;
- ❑ Brochures and plans;
- ❑ Signage; and
- ❑ Internal and external e-mail networks.

### **Ongoing Review**

The transformation of the Fourth Plain Corridor will be an ongoing process. The implementation strategy will benefit from establishment of a formal, ongoing review process. An ongoing review process will evaluate policies and the degree to which the plan is being successfully implemented. In order to remain effective:

- ❑ Dynamic plans require ongoing review that responds to changing conditions; and
- ❑ All aspects must be evaluated – the plan, the projects, and communications – and periodic plan adjustments made when necessary.

As the Fourth Plain Plan evolves, the need for internal and external review will become increasingly important. Most plans benefit from the opportunity to stop and examine progress so that the means are consistent with the goals. Setting a date and responsibility for regular review status reports is appropriate and necessary for the Fourth Plain Corridor. While a yearly status report may be too frequent in the first three years of the implementation program to show actual redevelopment, it is important to maintain momentum in the leadership, communications and stakeholder involvement activities. However, once the leadership for implementation is formalized, less-frequent meetings could be held if considered more appropriate to the pace of redevelopment.

## Implementation Program

The implementation program includes the key components described above. It also incorporates more specific recommended actions to implement the vision for the corridor.

	Timing	Lead	Cost
<b>1. Increase wealth and homeownership:</b>			
a. Establish or designate Fourth Plain Community Development Entity or similar local non-profit. <ul style="list-style-type: none"> <li>• Outreach to diverse communities</li> <li>• Marketing of existing homeownership programs to Fourth Plain Corridor</li> <li>• Seek grants for capacity building, capital improvements, marketing the area, rehab loans, etc</li> <li>• Develop rental and owner home improvement loan programs</li> <li>• Work with existing neighborhood associations</li> </ul>	0-2 years	City or existing community service provider	TBD
b. Designate Fourth Plain as a target district for homebuyer and workforce programs.	0-2 years	VHA, City, and County	TBD
c. Provide tax abatement for construction of new residences, or purchase/rehab/condo of existing residences for sale only.	0-2 years	City	TBD
d. Establish and enhance financial assistance and outreach programs to potential homebuyers. Work with lenders to explore additional ways to implement the Community Reinvestment Act.	0-2 years	VHA, City, and County	TBD
e. Target Community Development Block Grant (CDBG) funds	0-2 years	City CDBG Program	TBD

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	Timing	Lead	Cost
<b>2. Support Business Development</b>			
a. Establish Fourth Plain Merchants Association. Potential function includes: creating marketing campaigns, supporting design and maintenance standards, providing business education and training programs, advocating within city, conducting research and survey, organizing events, establishing improvement districts or other fundraising mechanisms.	0-2 years	Local business owner, working with Community Development Entity	\$50,000 seed funds for part time manager for first 18 months
b. Establish business incubator to provide space and support services for small/new businesses in the area.	0-2 years	Clark College/VHA	TBD
c. Explore development of a Craft Market and/or Swap Meet, and identify potential location.	0-2 years	City, working with community organization	TBD
d. Consider adoption of Planned Action Ordinance or other opportunities for regulatory streamlining	0-2 years	City	TBD
e. Seek out available small business assistance	0-2 years	City	TBD
<b>3. Facilitate Physical Change</b>			
a. Kyocera/Kestral Crossing project – Improve both sides of Fourth Plain Boulevard early in the project.	0-2 years	VHA	TBD
b. City Operations Center - Incorporate subarea vision and design recommendation.	0-2 years	City—Public Works	TBD
c. Clark College Health & Technology Center- Incorporate subarea vision and design recommendation.	0-2 years	Clark College	TBD
d. Storefront/Façade Improvement Program- Investigate Main Street, CTED, other grants as seed funds.	3-5 years	City and local business assn.	\$5-20,000 per storefront

	Timing	Lead	Cost
<b>3. Facilitate Physical Change, continued</b>			
e. Waterworks Parks improvements – Adjust fencing and Fourth Plain Boulevard frontage plans as necessary to improve accessibility and consistency with corridor vision.	0-2 years	City—Parks	TBD
f. Burnt Bridge Creek Greenway – Improve linkages with project and Fourth Plain Boulevard enhancements.	0-5 years	City—Parks/Public Works	TBD
g. Establish programs to assist residential and business owners in improving their property and in meeting design standards. Such programs could include loans or grants for storefront improvements, permit expediting or streamlining, or design assistance. Incorporate these programs with public street frontage improvements.	0-2 years	City—Planning Vancouver Housing Authority	TBD
<b>4. Improve Real / Perceived Safety</b>			
a. Increase police presence, neighborhood connection.	0-2 years	City—Police Dept.	TBD
b. Address parks safety concerns regarding accessibility and darkness.	0-5 years	City—Parks	TBD
c. Reduce vandalism and vagrancy.	0-5 years	City—Code Enforcement and Police	TBD
d. Increase contact with apartment managers and owners. Provide support and education for removal of disruptive tenants.	0-2	City	TBD
e. Establish pro-active, targeted code enforcement.	0-2 years	City—Code Enforcement	TBD
f. Continue and enhance coordinated police and code enforcement efforts linked with property improvement incentives to target areas. Use recent Bryant St activities as a model.	0-2 years	City—Code Enforcement and Policy	TBD

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	Timing	Lead	Cost
<b>5. Transportation</b>			
a. Establish minimum 10 foot wide sidewalks on Fourth Plain Boulevard, or 12 feet where feasible, including street furniture and landscaping, to be determined through Streetscape Design Report. Explore continuous sidewalks with limited curb cuts, street trees, landscaping and/or street furnishing zone between sidewalk and road, prominent transit features, bike lanes, and median diverters.	0-10 years	City— Transportation	TBD
b. Establish 500 foot maximum block face standard to provide regular and convenient pedestrian crossings. New connecting streets should be required through all new land divisions or subdivisions where appropriate to meet that standard.	0-2 years	City— Transportation and Planning	Staff time
c. Develop a corridor access management plan in coordination with property owners, including street medians, pedestrian refuges at major pedestrian crossings, driveway consolidation side street access to fronting land uses and other measures to increase safety and efficiency.	0-2 years	City— Transportation	Staff time
d. Maintain high level transit service to and through the corridor to support local mobility, affordability, and investment. Consider future enhancements such as branded or premium bus service with shorter headways and improved transit stop amenities.	0-5 years	C-TRAN	TBD
e. Explore transit infrastructure investments such as light rail or streetcar that demonstrate a long term public commitment to support private investment.	0-5 years	C-TRAN, City— Transportation and Planning	TBD



	Timing	Lead	Cost
<b>5. Transportation, continued</b>			
f. Support pedestrian activity through intersection improvements including curb ramps, textured crosswalk paving, pedestrian signals, pedestrian refuge islands, landscaping and intersection median barriers.	0-2 years	City—Transportation	TBD
g. Realign north/south cross streets to eliminate jogs or offsets to improve traffic operations, and pedestrian and vehicular safety and convenience.	0-5 years	City—Transportation	TBD
h. Reduce visual clutter along Fourth Plain Boulevard by under-grounding utilities and consolidating directional and regulatory signage wherever possible.	0-10 years	City—Transportation	TBD
<b>6. Regulatory Changes</b>			
<p>a. Increase opportunities for affordable homeownership of varied housing types, through measures including but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Revise zoning code requirements. Increase flexibility through greater allowance of detached dwellings in multi-family zoning districts, and for duplex, rowhouse or small lot development in single family districts provided overall density goals are met. Consider adoption of a cluster cottage ordinance.</li> <li>• Encourage homeownership in lots immediately adjacent to corridor commercial use.</li> <li>• Revise commercial zoning as needed to permit development of residential uses.</li> </ul>	0-2 years	City—Planning	Staff Time

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	Timing	Lead	Cost
<b>6. Regulatory Changes, continued</b>			
<p>b. Establish design standards for building orientation and frontage. These standards should apply, at a minimum, to lots that front onto Fourth Plain Boulevard and/or front onto side streets and are within approximately 200' from the Boulevard. The standards should include:</p> <ul style="list-style-type: none"> <li>• Require new development to be located close to the street</li> <li>• Prohibit parking between the building and the sidewalk in most cases.</li> <li>• Require ground floor windows on the side of the building facing a right of way.</li> <li>• Require dense landscape screening of parking lots in those cases where parking lots abut the sidewalk and street.</li> <li>• Eliminate or dramatically reduce minimum parking requirements</li> </ul>	0-2 years	City—Planning	Staff time
<p>c. Limit curb cuts along Fourth Plain Boulevard, and consider grouping multiple store's parking in shared parking lots that are accessed from the side streets, rather than from the Boulevard.</p>	0-2 years	City— Transportation and Planning	TBD



## IX. FOURTH PLAIN PLAN, GOALS AND POLICIES

### Community Development

#### Land Use

The Fourth Plain Corridor study area contains approximately 2,220 properties, or tax lots, covering an area of about 1,100 acres. As shown in Figures 3 and 4, about 22 percent of acreage within the project area is dedicated to single-family residential uses followed by multi-family uses (approximately 17 percent) and parks/open space (approximately 11 percent).

Vacant land not identified as public, and where critical areas affect less than 50 percent of the parcel (or where there are no constraints) totals about 60 acres. Those 60 vacant and buildable acres account for approximately 5 percent of the total acreage in the corridor. Most of the vacant buildable land is zoned for commercial or medium density residential uses.

One part of the vision to encourage redevelopment of the corridor is to concentrate commercial and employment development at nodes along Fourth Plain Boulevard. As discussed above in the section on Pulse Points, Fourth Plain Corridor is a collection of individual places, each with its own character, purpose, and condition. An effective way to plan for a collection of places is to identify “pulse points” of activity, where attention and investment can be emphasized.

Pulse points have higher levels of development intensity, with a mix of uses and a street network with connections to adjacent neighborhoods. By focusing commercial development into pulse points, activity along the corridor will rise and fall in intensity, giving greater definition to each pulse point and allowing for a critical mass of activity to form, thereby enhancing the viability of retailers and small businesses. Many of the Design and Development Principles identified in Section VI form the land use goals and policies.

**4P Goal 1.                    *Achieve the vision for Fourth Plain Corridor that increases the welfare of its residents and workers and creates a vibrant, inviting, and compactly developed area.***

4P Policy 1.                    Focus development at four pulse points in the corridor:

- ❑ Pulse Point 1, Village Character, extending between the gateway to the corridor at Fort Vancouver Way to Norris Road.
- ❑ Pulse Point 2, Community Center, extending the BPA park corridor north past Plomondon, south to 18th Street and east to Stapleton Road.
- ❑ Pulse Point 3, Employment Focus, extends outward from the Kyocera site at the heart of the pulse point, to overlap Pulse Point 2 at NE Stapleton to NE 62nd Avenue.
- ❑ Pulse Point 4 Regional Destination, pushes southward from the corner of Fourth Plain and NE Andresen.

- 4P Policy 2. Create design standards for public and private development that emphasize building local diversity and attractive boulevard character. Tie pulse points together with streetscape improvements, composed of distinctive treatments that are appropriate to adjacent uses and reflect neighborhood character.
- 4P Policy 3. Discourage less desired development to improve the balance of uses and housing types and to encourage opportunities for family- wage employment and home ownership.
- 4P Policy 4. Support the development of a Community Development Entity to pursue implementation of the Fourth Plain Plan.
- 4P Policy 5. Encourage existing businesses and residents to expand and improve, as well as attracting new development in order to achieve design and development goals.
- 4P Action Item 1. Ensure that redevelopment of the City Operations Center incorporates the vision and design recommendations of the Fourth Plain Plan. Explore ways of leveraging the redevelopment effort to achieve the goals and projects of the Fourth Plain Plan.*
- 4P Action Item 2. Create/enhance public gathering places*
- 4P Action Item 3. Contribute financially to development of a community development entity as a “champion” for the neighborhood.*

*4P Action Item 4. At the Kyocera site, develop a signature project that mixes uses with Fourth Plain Boulevard as its front door.*

### Housing

Between 1990 and 2000, the Fourth Plain Corridor grew rapidly and it has continued to see significant, but slower, growth through 2004. The 2004 population in the corridor was estimated to be 13,921. The population for 2024, the estimated date of build-out for planning purposes is roughly estimated at approximately 17,888 persons following buildout of the limited vacant land within the project area, and redevelopment. More than 70 percent of the corridor area housing units are rented. This is almost twice the ratio for the City as a whole, where 41 percent of homes are rented. It is higher yet than Clark County, where a mere 29 percent of homes are rented. Home values are also almost one-third lower in the study area than citywide.

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**4P Goal 2. *Increase home ownership in the corridor while protecting the ability of residents to continue residing in the area.***

4P Policy 6. Monitor progress during redevelopment of the corridor to ensure that adequate, and well-maintained low-income housing remains available for residents.

4P Policy 7. Ensure that existing residents can continue to live in the area.

4P Policy 8. Encourage a diverse range of housing types to accommodate the range of housing needs in the corridor.

4P Policy 9. Encourage homeownership throughout the Fourth Plain Corridor.

4P Action Item 5. *Create flexible development standards that can be form- and performance-based rather than density-based. Consider adoption of a cluster cottage ordinance.*

4P Action Item 6. *Revise zoning code requirements to increase development flexibility in single-family and multi-family residential districts. Revise commercial zoning as needed to permit development of residential uses. Allow detached dwellings in multi-family zoning districts and attached single-family and small-lot development in single-family districts provided overall density goals are met.*

4P Action Item 7. *Expand the Downtown Housing Tax Abatement Program to offer incentives for development or purchase and rehabilitation of units for home ownership.*



Figure 40 | Single-dwelling house in Pulse Point One

4P Action Item 8. *Continue to work with the Vancouver Housing Authority to develop housing on the Kyocera site and assist with entitlements.*

4P Action Item 9. *Develop a targeted incentive and code enforcement package to resolve housing issues and facilitate housing improvements and nuisance code violations abatement.*

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## Community Character

Seven recognized neighborhoods overlap the corridor: Bagley Downs, Central Park, Fourth Plain Village, Harney Heights, Meadow Homes, Ogden, and Rose Village. Community character can be more generally divided into three types:

- west of the Burnt Bridge Creek Greenway the area is older Single Family Residential housing types on small lots, with a mix of retail;
- the area from the Burnt Bridge Creek Greenway east to just past the Kyocera site contains a mix of housing types, a concentration of community services and open space; and
- the eastern end of the corridor has large-lot, big-box commercial uses, with an auto-oriented development pattern and few streets.

**4P Goal 3. *Build on the existing diverse character of the Fourth Plain Corridor while enhancing safety and community amenities.***

4P Policy 10. As infill development occurs, concentrate uses at the Pulse Points but also extend uses into the neighborhoods, ensuring consistency with the desired characteristics of the neighborhoods.

4P Policy 11. Use the design of redevelopment to celebrate the corridor's historic past and its present multi-cultural character.

4P Policy 12. Create public spaces and design guidelines/standards for new development that will be welcoming to new and existing residents.

4P Policy 13. Keep schools as a center of community activity and ensure they have adequate capacity to expand.

- 4P Action Item 10. Establish design standards for building orientation and frontage for, at a minimum, lots that front onto Fourth Plain Corridor and/or onto side streets and are within approximately 200' from the Boulevard. The standards should:*
- Require new development to be located close to the street*
  - Limit parking between the building and the sidewalk*
  - Require ground floor windows on the side of the building facing a right of way.*
  - Require dense screening of parking lots in those cases where parking lots abut the sidewalk and street.*
  - Eliminate or dramatically reduce minimum parking requirements*

### **Employment and Economic Development**

The Corridor’s primary commercial use is retail, with approximately 1.4 million square feet of retail, services, shopping centers, and restaurants/bars making up the primary mix. Despite the prominence of retail/commercial uses on Fourth Plain Boulevard—15 percent of the land in the corridor—the area is primarily made up of residential (39 percent) and institutional (25 percent) uses. Industrial uses constitute 8 percent, and office uses 1 percent. Commercial uses are spread out along Fourth Plain Boulevard, and would benefit from greater concentrations around the major intersections, particularly the 4 Pulse Points.



Figure 41 | Local business in Pulse Point Two

**4P Goal 4.** *Revitalize and grow the corridor’s economy while actively helping the existing diverse employment base and serving as a new business incubator.*

**4P Goal 5:** *Raise the average income in the corridor.*

**4P Policy 14.** Leverage all public investments in the corridor as much as possible and strategically plan to bring private investors and public works together at the same time as public investments are made.

**4P Policy 15.** Maintain and support the niche businesses that attract regional customers, such as the ethnic retail goods, food markets, and restaurants that can effectively compete against retail centers outside the corridor.

**4P Policy 16.** Make permanent physical and aesthetic improvements to Fourth Plain Boulevard to demonstrate the City’s commitment to the corridor and its future investors.

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- 4P Policy 17. Maintain a wide variety and large number of ongoing projects in the corridor at all times.
- 4P Policy 18. Create mechanisms to link and involve the widest variety of private and public stakeholders to the mix of projects.
- 4P Policy 19. Regularly review the Fourth Plain Plan to evaluate policies and the extent of successful implementation.
- 4P Action Item 11. Help establish a Fourth Plain Merchants Association to create marketing campaigns, support design and maintenance standards, provide business education and training programs, advocate within the city, conduct research and surveys, organize events, establish improvement districts or other fundraising mechanisms, and other tasks.*
- 4P Action Item 12. Develop a strategic communications and marketing plan to publicize successes in the corridor and facilitate communication at all levels.*
- 4P Action Item 13. Establish a Community Development Entity to focus on leveraging existing services and programs to secure more funding for projects.*
- 4P Action Item 14. Establish a business incubator to provide space and support services for small/new businesses in the area.*
- 4P Action Item 15. Explore development of a crafts market/swap meet, and identify a potential location.*
- 4P Action Item 16. Implement a storefront or façade improvement program in the corridor.*

## **Natural Environment, Recreation, Parks, and Greenways**

Residents and visitors to the Fourth Plain Corridor are well-served by a variety of open space, natural, and recreation resources. The Burnt Bridge Creek Greenway and Discovery Trail, part of the regional trail and greenway system, runs directly through the study area, and across Fourth Plain Boulevard. Major community parks include Bagley, Central, Waterworks, and BPA Park. Smaller neighborhood parks are Meadow Homes, and Evergreen, which directly abuts Fourth Plain Boulevard. Together, parks and greenways total 113 acres, or nearly 11 percent of the study area. This area benefits from a large amount and variety of parkland. Some of these are regional facilities serving a larger area.





Figure 42 | Shared open space and trail in Pulse Point Two

Neighborhood plans for the corridor call for protecting parks and open spaces and maintaining natural resources, particularly the adjacent lettuce fields and Burnt Bridge Creek Greenway. Local residents have expressed support for local parks, but have said they do not feel safe in some of the area parks, particularly Evergreen Park, after dark because of the dense tree cover and lack of adequate lighting. One option for improving safety would be to raise tree canopy or thin the stands of trees, and provide better lighting.

No new parks are proposed at this time. The 2002 6-year project and financing plan for parks in Vancouver’s Comprehensive Plan identifies sufficient funds to maintain and operate the neighborhood and community parks in the Fourth Plain Corridor.

- 4P Goal 6:** *Maintain exiting parks and complete planned trails system through the corridor.*
- 4P Policy 20. As infill and redevelopment occur, continue to monitor the level of service of neighborhood and community parks and open space and maintain the minimum level of service for all types of parks and facilities within the Park Impact Fee (PIF) district containing the Fourth Plain Corridor.
- 4P Policy 21. Continue to support efforts to restore the Lettuce Fields Open Space area and extend and improve the natural environment of Burnt Bridge Creek
- 4P Policy 22. Consider park security in the design of buildings adjacent to parks, incorporating concepts associated with “eyes on the street”, such as windows facing open areas, and appropriate placement of lighting and landscaping.
- 4P Action Item 17. *Establish the intersection with and frontage on Waterworks Park to form an improved and recognizable gateway to the Fourth Plain Corridor.*
- 4P Action Item 18. *Work with Vancouver-Clark Parks and Recreation and the Vancouver Police Department to explore ways of improving user and facility security and safety at north Central Park and Evergreen Park after dark, such as better lighting near Fourth Plain Boulevard and raising tree canopy or thinning of trees directly adjacent to discourages use of the park after closing time (dusk) for illegal activities. Consistent police enforcement of park hours (7am to dusk) is encouraged.*
- 4P Action Item 19. *Complete planned recreational trails in the project area.*

*4P Action Item 20. Maintain recreational use of Waterworks Park while protecting the safety of the City's primary water supply.*

*4P Action Item 21. Improve linkages between the Fourth Plain Corridor enhancements and the Burnt Bridge Creek Greenway.*

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## **Transportation**

### **Access and Connectivity**

Accessibility ensures that all users of the transportation system have equal access to safe and quality facilities, regardless of transportation mode. Basic transportation access to obtain goods and services and engage in social activities is an essential need that must be met. Motorists, pedestrians, bicyclists, and transit riders should all be able to use the transportation system in a safe, efficient, and uniform way.” (Vancouver Transportation Plan, May 3, 2004)

Fourth Plain Boulevard is dominated by an auto-oriented, strip-commercial and lower-income multi-family development aesthetic. Neighborhoods built in the 1950s through the 1970s lack connectivity and complete pedestrian and bikeways. The Fourth Plain Corridor’s neighborhood plans share common complaints of speeding along Fourth Plain Boulevard, lack of pedestrian and bicyclist amenities. The Fourth Plain Corridor also has a high ratio of workers commuting by bus (8.2 percent), which is likely influenced by the low incomes in the area and the fact that the Fourth Plain bus line has among the highest levels of service in the entire C-TRAN system.

The Vancouver Transportation Plan acknowledges the importance of access and connectivity. Many of the projects and policies in the Transportation Plan apply to issues along Fourth Plain Boulevard and will enhance its future development, such as those for improving coordinated traffic signals for buses, and completing pedestrian connections and bikeways.

### **Transportation Safety**

The Washington Traffic Safety Commission and Steering Committee, in conjunction with the Washington State Department of Transportation, designated seven miles of Fourth Plain Boulevard (from I-5 to 117<sup>th</sup> Avenue) as a Traffic Safety Corridor because of local accident history. In response, the Fourth Plain Traffic Safety Project was

initiated by the City of Vancouver, local agencies and the community stakeholders in 2005 to increase education, law traffic enforcement, traffic signal improvements, and pedestrian improvements at unsignalized intersections. After 18 months, accidents levels in the corridor declined, particularly those attributable to driver inattention. The Fourth Plain Traffic Safety Project worked within the larger Neighborhood Traffic Safety Alliance, which provides a citywide forum for local involvement in traffic safety issues. The NTSA is a group of citizen volunteers from Vancouver’s neighborhoods who advocate for neighborhood traffic safety and advise the City’s Transportation Services department in the administration of two street improvement funding programs. The NTSA acts as an independent advisory committee and is open to membership from any recognized neighborhood association within the City of Vancouver.

**4P Goal 7. *Improve safety and connectivity for all transportation modes across and through the Fourth Plain Corridor.***

**4P Goal 8. *Use transportation planning to further the land use goals for the Fourth Plain Corridor.***

4P Policy 23. Ensure that capital improvements in the Fourth Plain area are designed and funding identified so as to be prioritized for inclusion in the City Transportation Improvement Program (TIP)

4P Policy 24. Maintain regional transportation connections to the corridor.

4P Policy 25. Recognize the beneficial connection between slower, managed traffic flows along Fourth Plain Boulevard, and the economic vitality of existing businesses, the future attractiveness to new businesses, the improved safety of pedestrians and cyclists, and the image of the Fourth Plain Corridor.

4P Policy 26. Balance automobile levels of service with safe and attractive access to the transit system along the corridor. Ensure consultation by C-TRAN of residents and business owners in the corridor for adequate access to any new transfer points in the corridor.

4P Policy 27. Ensure that Fourth Plain Boulevard continues to be considered a transit priority, and receives investments in technology to provide signal priority and improve transit travel time reliability. Consider future enhancements such as branded or premium bus service with shorter headways and improved transit stop amenities.



Figure 43 | Pedestrian crossing Fourth Plain at the middle of the block, located in Pulse Point Three

- 4P Policy 28. Explore transit infrastructure investments such as light rail or streetcar that demonstrate a long term public commitment to support private investment.
- 4P Policy 29. Create attractive, convenient and safe pathways for pedestrians including curb ramps, textured crosswalk paving, pedestrian signals, pedestrian refuge islands, landscaping and intersection median barriers.
- 4P Policy 30. Improve bicycle route safety and connectivity across and along Fourth Plain Boulevard, and through the corridor.
- 4P Policy 31. Encourage local residents to represent the Fourth Plain Corridor neighborhoods on the Neighborhood Traffic Safety Alliance.
- 4P Action Item 22. Establish 500 foot maximum block face standard to provide regular and convenient pedestrian crossings.*
- 4P Action Item 23. New connecting streets should be required through all new land divisions or subdivisions where appropriate to meet that standard.*
- 4P Action Item 24. Realign north/south cross streets to eliminate jogs or offsets to improve traffic operations, and pedestrian and vehicular safety and convenience.*
- 4P Action Item 25. Develop a Fourth Plain Corridor Access Management Plan to increase safety and efficiency, and implement the plan through the development review and capital improvement processes.*
- 4P Action Item 26. Establish minimum 10- to 12-foot-wide sidewalks on Fourth Plain Boulevard, to be determined through Streetscape Design Report. Explore building continuous sidewalks with limited curb cuts, street trees, landscaping and/or street furnishing zone between sidewalk and road, prominent transit features, bike lanes, and median diverters. See Figures 2 and 3 on page 10.*
- 4P Action Item 27. Incorporate the safety improvements recommended by the WSDOT Safety Corridor Committee into the Vancouver TIP.*



Figure 44 | Numerous curb cuts along Fourth Plain Boulevard, located in Pulse Point Three

- 4P Action Item 28. *Work with City transportation planners to determine potential locations or street sections that would allow on-street parking to support local businesses, particularly around the four Pulse Points.*
- 4P Action Item 29. *Adopt a system of public streetscape components that will promote a consistent look along the corridor, and apply to both publicly-funded improvements and private development or redevelopment. Establish a hierarchy for the streetscape improvements when redevelopment is proposed.*
- 4P Action Item 30. *Evaluate the potential benefits of adopting a future street plan for the large-lot area on the east side of the corridor.*
- 4P Action Item 31. *Encourage a Fourth Plain Corridor representative to participate in the efforts of the City's proposed permanent citizens' Pedestrian and Bicycle Advisory Committee (PBAC).*
- 4P Action Item 32. *Reduce visual clutter along Fourth Plain Boulevard by under-grounding utilities and consolidating directional and regulatory signage wherever possible.*

## Public Safety

Real and perceived issues of property crimes and personal safety for pedestrians, cyclists and motorists were raised by stakeholders during the development of the Fourth Plain Plan.

The average crime rate of all neighborhoods citywide is 127 crimes per 1,000 residents. All neighborhoods in the corridor have a higher crime rate than the city average, ranging from Bagley Downs (176 per 1,000) to Meadow Homes (374 per 1,000). Residents and business owners alike rate the reduction of crime as a priority. Improving code enforcement and the condition of rundown homes and businesses can help to reduce crime in neighborhoods.

The Vancouver Comprehensive Plan discusses the provision of emergency services provided by the Vancouver Police Department. The existing and adopted level of service in Vancouver is 1.2 officers per 1,000 people. Funding will support the provision of this level of service until at least 2023. In the long run, as economic development and redevelopment occurs in the Fourth Plain Corridor, incomes will increase and residential transience will decrease. Improved streetscapes will improve overall image of the corridor. Over time, problems with personal safety and property crimes will diminish. In addition to measures to ensure the success of the

Fourth Plain Plan, property and business owners are encouraged to explore and implement other measures to improve public safety.

**4P Goal 9.                    *Increase the safety of the corridor for residents, business owners, and visitors.***

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- 4P Policy 32.                    Enhance enforcement of all laws, regulations and codes in the area to demonstrate the importance of the Fourth Plain Corridor vision to the City and local community,
- 4P Policy 33.                    Reduce vandalism and vagrancy.
- 4P Policy 34.                    Communicate successes in reducing crime rates.
- 4P Action Item 33.            *Obtain and use available City and other agency funds and volunteer efforts to improve storefronts and clean up areas.*
- 4P Action Item 34.            *Use the Fourth Plain business association to explore other measures to improve the physical capital of the corridor and discourage criminal activities.*
- 4P Action Item 35.            *Designate a local police liaison within the Fourth Plain business association, and/or from the neighborhood associations, to track actual levels of calls for emergency services, types of offenses, response times, and resolutions.*
- 4P Action Item 36.            *Implement a targeted code enforcement effort at the worst violators of the City's building and property maintenance codes. Monitor, and where feasible, mitigate unintended consequences, such as higher rents or evictions.*
- 4P Action Item 37.            *Increase contact with apartment managers and owners. Provide support and education for removal of disruptive tenants.*
- 4P Action Item 38.            *Continue and enhance coordinated police and code enforcement efforts linked with property improvement incentives to target areas. Use recent Bryant St activities as a model.*
- 4P Action Item 39.            *Work with Vancouver Police and other relevant agencies to intensify monitoring and enforcement activities in public areas and specific problem areas.*

## Public Facilities and Services: Water, Wastewater, Schools

The Vancouver Comprehensive Plan identifies necessary public facilities and services as water, sewer, police, transportation, fire, schools, storm water management, and parks. Emergency services (fire protection and police services), transportation, and parks are discussed above. The City of Vancouver provides water, sewer, and storm water management in the corridor. The Vancouver School District oversees education facilities.

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### Water

The Vancouver Comprehensive Plan projects that peak water demand of 261 gallons per person per day can be met by current water rights and will be sufficient for planned growth in the city until 2013. Plans for future sources are detailed in the *Water System Master Plan*. In addition, Vancouver is part of a significant planning effort for a proposed Vancouver Lake Area Water Supply Facility. These efforts should ensure sufficient supply to meet projected demand.

### Wastewater

In 2001, the combined average daily flow at the city's wastewater treatment facilities was half of the total capacity. If current wastewater usage (approximately 80 gallons per person per day) continues, there would be more than sufficient capacity for build-out in the Fourth Plain Corridor over the next 20 years. Details of planning for future growth are contained in the *Vancouver Wastewater Collection System Comprehensive Master Plan*.

### Schools

The Vancouver School District operates four public schools and owns 110 acres in the corridor. The District also owns and operates the Jim Parsley Community Center. The current median age in the study area is 27.7. The school-aged and younger population is significantly larger in the corridor than in the city and county. This has implications for the school district's capacity. As redevelopment occurs in the corridor, and as incomes rise, the school-aged demographics should begin to approach that of the rest of the city.

### Capacity

According to the City's analysis<sup>1</sup>, there is sufficient capacity in the water supply, wastewater, and school systems to support the current city population and the projected population to 2009. The population growth that will occur in the corridor depends on infill of vacant and underutilized, as discussed above under land use. Based on growth



Figure 45 | Waiting for the school bus in Pulse Point Two

1 Vancouver Comprehensive Plan 2003-2023, Vancouver Wastewater Collection System Comprehensive Master Plan, City of Vancouver Water System Comprehensive Plan, Burnt Bridge Creek Watershed Plan, Vancouver Sewer System Master Plan.

projections that the corridor will encompass approximately 6,750 households and 10,670 jobs by 2024, all three systems will be able to support future development through additional capital facilities measures. If rezoning and redevelopment plans are successful, the residential density of the corridor will likely increase on vacant lots and along Fourth Plain Boulevard.

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Because redevelopment is likely to occur over a lengthy time period and in relatively small increments along the corridor, and because previous disinvestment in the area has likely freed up capacity, no new projects are needed to accommodate growth in the 6-year capital facilities plan horizon. Over 20 years, aside from school capacity, there is sufficient capacity for additional growth. The Vancouver School District's long-range planning shows that no new schools in Vancouver would be needed for the planning horizon (to 2023). Because estimating school capacity is dependent on so many variables, it is difficult to predict.

**4P Goal 11.**            ***Ensure that public services and facilities can meet projected demand from population and employment growth in the corridor.***

4P Policy 35.            Ensure that projections for new growth in the Fourth Plain Corridor are accounted for in the master plans for water supply, wastewater and storm water management, and schools.

4P Policy 36.            Work with the Vancouver School District to ensure continued adequate capacity as the corridor redevelops.

4P Policy 37.            Encourage the use of sustainable and green design practices in larger new private and public construction projects.

4P Policy 38.            Support efforts by the Vancouver School District to assist and engage the ethnic communities in the corridor.



# **X. APPENDIX**





## APPENDIX I: IMPLEMENTATION

This section elaborates on the key strategies and action items of the implementation program, providing a more detailed framework for the implementation strategy summarized in previous sections of the Fourth Plain Plan.

### **Increase Wealth and Homeownership in the Community**

Increasing the wealth and homeownership throughout the Fourth Plain Corridor will have tremendous benefits through all aspects of the physical and economic landscape. Greater homeownership will increase stability in neighborhoods and schools, generate home equity for residents, create a greater sense of community, and help diversify housing options. An attendant risk with increased home ownership is the potential for gentrification to displace low-income residents. Care must be taken to target programs to current residents so that the economic change occurs through improving their economic status rather than through displacement.

Along with increased homeownership, household incomes in the neighborhoods in the corridor must also be raised. Attacking both of these economic issues will not only improve the quality of life in the neighborhoods, but will increase disposable incomes throughout the corridor to support existing and future businesses. Without an increase in wealth and homeownership, however, the underpinnings of business development, especially for retail, are fragile.

To address this issue, the specific actions that should be pursued are discussed in the following sections.

#### **A.1 Develop or Designate a Fourth Plain Community Development Entity**

Strong neighborhoods always have strong organizations that support them. Despite the breadth of available services and the deep need for support, there is no organization in place in the Fourth Plain Corridor that is charged with reaching out to all residents and businesses to educate, deliver programs, advocate, and provide services. A unifying organization can become the champion to lead a wide range of projects focused on increasing the economic health of the community. While the City can facilitate the identification of such an organization, and can even provide seed funding to get it off the ground, the organization should be a local nonprofit entity separate from government, such as a community development corporation (CDC). A CDC

has many advantages over a public agency, including having greater opportunities to secure funds and grants, being able to operate more flexibly, and having greater acceptance in the community, especially among the many immigrant groups present in The Fourth Plain Corridor. It may not be efficient for the new CDC to take on roles or duties of the agencies already delivering these programs. However, the CDC could participate as an advocate or clearing house to connect Fourth Plain Corridor residents with the programs. Among the wide variety of services that could be provided or facilitated by such an entity include:

- ❑ Reaching out to immigrant communities;
- ❑ Marketing of existing and expanded homeownership programs;
- ❑ Marketing of business development;
- ❑ Operating storefront improvement programs;
- ❑ Seeking grants for community projects;
- ❑ Providing or linking to workforce training and education programs;
- ❑ Serving as a one-stop community service center.

**Timing:** Immediately, first two years.

**Lead:** City or existing community service provider

**Cost:** TBD

## **A.2 Designate the Fourth Plain Corridor as a Target District for Homebuyer and Workforce Programs**

The need for services is always greater than the resources available. In a large area such as Clark County, social service program dollars can be stretched very thinly. Vancouver can increase the leverage of existing tools by designating the Fourth Plain Corridor as a target district and concentrating a portion of existing funding there. Such a targeting effort requires collaboration by the many service providers in the area and will require leadership from the City and, possibly, the community development entity discussed above. Potential programs that could be targeted to the Fourth Plain Corridor include:

- ❑ Homebuyer assistance;
- ❑ Home improvement loans;
- ❑ Workforce development and training programs;

### **A.3 Provide Tax Abatement for Residential Construction or Rehabilitation**

Section 3.22 of the Vancouver Municipal Code allows for tax abatement of multifamily residential development and rehabilitation in targeted areas. The program is currently in place downtown and could be extended to The Fourth Plain Corridor as an incentive for new housing. By extending it to select parts of Fourth Plain, particularly close to the transit corridor where higher densities are desired, the City could spur reinvestment and provide new housing opportunities. The program currently allows for tax abatement on both rental and ownership housing. The City should explore the feasibility of restricting the abatement to ownership housing and to extend it to single-family housing as an incentive to increase the level of homeownership in the Fourth Plain Corridor.

## **B. Support Business Development**

Just as increased wealth among the residents in the community will further the vision, increasing the economic health of existing businesses is also important. Thinking of the Fourth Plain Corridor as not just a home to residents but as a home to businesses creates a more complete picture of how a corridor functions. The Fourth Plain Corridor has developed a special niche as the home for many ethnic food stores and restaurants and was frequently described as Vancouver's "International District." These are strengths that are the key to its continuing growth. Some specific actions that could enhance the business and economic environment include:

### **B.1 Establish a Fourth Plain Business or Merchants Association**

There is currently no organized association of retailers or other businesses specific to the Fourth Plain Corridor. Such an organization could provide many, many benefits to businesses and the larger community. A business association could:

- ❑ Create marketing campaigns for the corridor (advertising, banners, flyers),
- ❑ Support design guidelines and maintenance standards,
- ❑ Provide business education and training programs (retail clinics, tax and licensing education, coordinate with incubator programs, etc.),
- ❑ Advocate for the corridor at the City and other levels,
- ❑ Conduct research and surveys on behalf of businesses,
- ❑ Organize events (fairs, outdoor markets, international festivals),
- ❑ Establish a business improvement district or other fundraising mechanism.

iv ] The key to an effective business organization is a full- or part-time staff. In most cases, business owners are simply too busy to adequately staff an organization on a volunteer basis. Nevertheless, a local champion, preferably a Fourth Plain business owner, must lead the effort to create the organization, secure seed funding, form a board of directors, and hire a manager. While the organization should be a private nonprofit, it is not unusual for cities to jump start an organization with full or matching funding to hire a manager for the first year or two.

**Timing:** Immediately, first two years

**Lead:** Local business owner champion, possibly in collaboration with community development entity. Seed or matching funding provided by City of Vancouver

**Cost:** Seed funding of \$50,000 for 18 months part-time manager

## B.2 Business Incubator

In coordination with a local business organization, Clark College, and other business support entities, a “business incubator” should be formed. A business incubator provides services to entrepreneurs and emerging small business including technical support, shared workshop space, commercial kitchens, management training, and business planning. The VHA has expressed interest in partnering with Clark College and including an incubator facility in the Kyocera redevelopment project.

**Timing:** Midterm, three to five years

**Lead:** Clark College, possibly in coordination with VHA, a business association, and other groups

**Cost:** TBD

## B.3 Craft Market

Community-based markets are flourishing throughout Washington and the Northwest. These markets also serve as community events that bring people together on a regular basis, and include elements such as prepared foods, music, arts and crafts, and children’s events. Such a market could strengthen Fourth Plain’s niche for ethnic foods and could highlight the diversity of its residents. To succeed, an organization would need to be in place to secure a site, operate the market, recruit vendors, and conduct marketing.

**Timing:** Midterm, three to five years.

**Lead:** TBD, possibly involved with community development entity, business association, or existing informal swap meet.

**Cost:** TBD

## **C. Facilitate Physical Change**

While the economic improvements generated by a community development organization will generate the most fundamental and long-lasting changes, they should be combined with physical changes to have a greater impact. This sends a strong and visible message to the community that change is afoot and that investments will be supported by the long-term permanence of physical improvements. Thus, the following physical improvements should be made in the study area:

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### **C.1 Kyocera Project**

The Vancouver Housing Authority's is seeking to redevelop the Kyocera property and transform one of the corridor's key pulse points with potential new jobs, housing, and retail. Aspects of the project will need support by the City. This could range from expedited permitting, fee waivers, zone changes, and other elements that will speed up the project and result in a better, more feasible design. Thus, a close working relationship should be maintained between the VHA and the City to ensure that the project moves forward. Key to supporting other elements of the Fourth Plain Plan will be development and redevelopment on the Kyocera site that engages the street and includes street improvements on both sides of Fourth Plain Boulevard.

### **C.2 City Operations Center**

The City has announced plans to redevelop its operations center at the intersection of General Anderson Road and Fourth Plain Boulevard. Current plans envision new operations buildings, reconfigured vehicle storage, and a new police precinct. The removal of the existing aging and deteriorating facilities will make an immediate positive impact on that pulse point. Further, a new facility could potentially include private uses directly on Fourth Plain Boulevard. While the project is already in the planning stages, final plans should incorporate the vision and design recommendations included in this document. At a minimum, the facility should face Fourth Plain Boulevard with active uses and entrances.

### **C.3 Clark College Health and Technology Center**

Located at Fourth Plain Boulevard and Fort Vancouver Way, the Clark College Health and Technology Center is a proposed new education facility. It will be designed and built in three phases, beginning in 2007, with construction to begin in 2011 and completed by 2013. The building will have approximately 70,000 square feet for instructional space for an anticipated increase of 882 full time equivalent students. Some mixed uses may also be provided, such as retail space and off-street parking.

#### C.4 Storefront or Facade Improvement Program

Storefront improvement projects are a low-cost and effective way to dress up a retail area. On Fourth Plain Boulevard, a storefront program could make a significant visual impact on older buildings, dressing up the street and enhancing the viability of retailers. Storefront improvement programs are typically operated by cities and are specifically targeted to certain neighborhoods such as downtowns. The granting agency offers direct or matching grants and loans for improvements to the facades of buildings in order to improve the look of a retail district. Usually these grants are limited to exterior improvements. Often, grants are available to both the building owner and the tenant, allowing for two grants to enhance the same building – even when the building and business owner are the same. Grants may be used for any type of exterior improvements including, but not limited to, window repair and replacement, lighting, awnings, doors, paint, signage, and professional services fees (architects and designers).

**Timing:** Midterm, three to five years

**Lead:** New CDC or local business association, with assistance from the city

**Cost:** Varies. Many programs offer grants ranging from \$5,000 to \$20,000 per storefront

#### C.5 Waterworks Park Improvements

Adjust fencing and Fourth Plain Boulevard frontage plans as necessary to improve accessibility and consistency with corridor vision.

**Timing:** 0-2 years

**Lead:** City—Parks/Public Works

**Cost:** TBC

#### C.6 Burnt Bridge Creek Greenway

Improve linkages with project at/near greenway intersections with Fourth Plain Boulevard and the Andresen/65<sup>th</sup> area.

**Timing:** 0-5 years

**Lead:** City-Parks/Public Works

**Cost:** TBC



### **C.7 C-TRAN Transfer Facility**

The proposed C-Trans transfer facility on 65<sup>th</sup> Street will bring considerable amounts of activity to that location. However, there are few development opportunities and no service amenities in the immediate area that could leverage this public investment. C-Tran and the City should consider changing the location of the facility to a site that is closer to Fourth Plain Boulevard, where transit-oriented development opportunities are greater and where existing services are located. If that is not feasible, both parties should work closely to ensure that linkages between the transfer facility and nearby services are as direct, safe, and attractive as possible.

**Timing:** 0-2 years

**Lead:** City and CTRAN

**Cost:** TBC

### **C.8 Property Improvement Program**

Neighborhoods benefit from property improvements and ongoing maintenance of individual homes and buildings. To keep the Fourth Plain Corridor's building stock in good condition, the City should establish programs to assist single and multi-family residential and business owners in improving their property and in meeting design standards. Such programs could include loans or grants for storefront improvements (discussed above), permit expediting or streamlining, or design assistance. Incorporate these programs with other implementation actions such as public street frontage improvements.

**Timing:** 0-2 years

**Lead:** City-Planning, Vancouver Housing Authority

**Cost:** TBC

## **D. Improve Safety**

### **D.1 Increase police presence, neighborhood connection.**

An increased police presence is part of a number of the redevelopment strategies, because code enforcement and public safety are key issues in the corridor. Corridor residents that might have barriers to connecting with local law enforcement due to their language or culture should be a focus of targeted outreach designed to overcome barriers.

**Timing:** 0-2 years

**Lead:** City—Police Dept.

**Cost:** TBD

## D.2 Park Safety

Address parks safety concerns regarding accessibility and darkness. Work with Vancouver-Clark Parks and Recreation, police, design professionals, and adjacent residential developments to improve visibility in the park, enhancing a sense of “eyes on the street” to improve park safety.

**Timing:** 0-5 years

**Lead:** City/Parks

**Cost:** TBC

## D.3 Reduce vandalism and vagrancy.

Local business owners and residents would benefit from assistance in dealing with property vandalism that can affect the patronage of local businesses and sense of security of residents. Enhanced police presence and access, code enforcement, and graffiti removal are part of this strategy.

**Timing:** 0-5 years

**Lead:** City-Code Enforcement and Police

**Cost:** TBC

## D.4 Build Landlord Contacts

Working closely with landlords and property owners can pay significant dividends in reducing crime and improving property maintenance. A little time spent up-front working to address problems can avoid much more time (and expense) later on once problems have become worse. Community partners should increase the level and frequency of contacts with apartment managers and owners. Topics for contact can include providing support and education for the removal of disruptive tenants, discussing safety campaigns, informing about property investment assistance, and other tools.

**Timing:** 0-2 years

**Lead:** City and community development entity

**Cost:** TBC

### **D.5 Establish pro-active, targeted code enforcement.**

When owners of blighted properties are not proactive about making needed improvements or addressing critical safety issues, code enforcement can play a significant role in making change happen quickly. Continue and enhance coordinated police and code enforcement efforts linked with property improvement incentives to target areas. Use recent Bryant St activities as a model. This effort should be closely coordinated with a program to assist property owners to fund improvements and coordinated with any community development entity that is formed to ensure that there are no unintended consequences such as raised rents or evictions.

**Timing:** 0-2 years

**Lead:** City—Code Enforcement and Policy

**Cost:** TBC

## **E. Transportation**

### **E. 1 Improve Pedestrian Environment**

Establish minimum 10 foot wide sidewalks on Fourth Plain Boulevard, or 12 feet where feasible, including street furniture and landscaping. Explore continuous sidewalks with limited curb cuts, street trees, landscaping and/or street furnishing zone between sidewalk and road, prominent transit features, bike lanes, and median diverters.

**Timing:** 0-10 years

**Lead:** City —Transportation

**Cost:** TBC

### **E.2 Establish development standards for blocks**

Establish 500 foot maximum block face standard to provide regular and convenient pedestrian crossings. New connecting streets should be required through all new land divisions or subdivisions where appropriate to meet that standard.

**Timing:** 0-2 years

**Lead:** City—Transportation and Planning

**Cost:** Staff time

### E.3 Pedestrian Improvements at Intersections

Support pedestrian activity through intersection improvements including curb ramps, textured crosswalk paving, pedestrian signals, pedestrian refuge islands, landscaping and intersection median barriers.

**Timing:** 0-2 years

**Lead:** City—Transportation

**Cost:** TBC

### E.4 Develop Fourth Plain Corridor Access Plan

Develop a corridor access management plan including street medians, pedestrian refuges at major pedestrian crossings, driveway consolidation side street access to fronting land uses and other measures to increase safety and efficiency.

**Timing:** 0-2 years

**Lead:** City—Transportation

**Cost:** Staff time

### E.5 Transit Service

Maintain high level transit service to and through the corridor to support local mobility, affordability, and investment. Consider future enhancements such as branded or premium bus service with shorter headways and improved transit stop amenities. Explore transit infrastructure investments such as light rail or streetcar that demonstrate a long term public commitment to support private investment.

**Timing:** 0-5 years

**Lead:** CTRAN, City—Transportation and Planning

**Cost:** TBD

### E.6 Realign north/south cross streets

Realign north/south cross streets to eliminate jogs or offsets to improve traffic operations, and pedestrian and vehicular safety and convenience.

**Timing:** 0-5 years

**Lead:** City—Transportation

**Cost:** TBD

### **E.7 Reduce Visual Clutter on Fourth Plain Boulevard**

Reduce visual clutter along Fourth Plain Boulevard by under-grounding utilities and consolidating directional and regulatory signage wherever possible.

**Timing:** 0-10 years

**Lead:** City—Transportation

**Cost:** TBD

## **F. Regulatory Changes**

### **F. 1 Increase opportunities for affordable homeownership**

Increase opportunities for affordable homeownership of varied housing types, through measures including but not limited to the following:

- ❑ Revise zoning code requirements. Increase flexibility through greater allowance of detached dwellings in multi-family zoning districts, and for duplex, rowhouse or small lot development in single family districts provided overall density goals are met. Consider adoption of a cluster cottage ordinance.
- ❑ Encourage homeownership in lots immediately adjacent to corridor commercial use.
- ❑ Revise commercial zoning as needed to permit development of residential uses.

**Timing:** 0-2 years

**Lead:** City—Planning

**Cost:** Staff Time

### **F.2 Establish design standards for building orientation and frontage.**

These standards should apply, at a minimum, to lots that front onto Fourth Plain Boulevard and/or front onto side streets and are within approximately 200' from the Boulevard. The standards should include:

- ❑ Requirement that new development to be located close to the street
- ❑ Prohibition of parking between the building and the sidewalk

- ❑ Requirement for ground floor windows on the side of the building facing a right of way.
- ❑ Requirement of dense screening of parking lots in those cases where parking lots abut the sidewalk and street.
- ❑ Elimination or dramatic reduction in minimum parking requirements

xii ] **Timing:** 0-2 years

**Lead:** City—Planning

**Cost:** Staff time

### **F.3 Limit curb cuts along Fourth Plain Boulevard**

Limit curb cuts and consider grouping multiple store's parking in shared parking lots that are accessed from the side streets, rather than from the Boulevard.

**Timing:** 0-2 years

**Lead:** City—Transportation and Planning

**Cost:** TBC