

Main Street Promise



Transportation Mobility
Commission Public Hearing
October 3, 2023



Ryan Lopossa, Transportation Manager, Public Works
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Agenda

Introduction

Prior TMC/City Council Review

City Strategic Plan Alignment

Presentation of Final Design Elements

Public Outreach

Business Retention Strategy

TMC Recommendation to City Council



Project Overview

The case for Main Street:

- The roadway, sidewalks, and adjacent outdoor spaces on Main Street will be reconfigured to improve safety, foster a sense of community, and support economic prosperity.

Funding:

- American Rescue Plan Act (ARPA)
- City Transportation Fund
- Multi-family Tax Exemption Public Benefit
- Utility Fund
- City of Vancouver General Fund



Project Goals and Guiding Principles

Goals

- Increase safety for people and vehicles
- Accessible to all
- Connected infrastructure
- Support Main Street businesses



Guiding Principles



Honor and celebrate the history of downtown Vancouver



Build upon existing, and establish new, partnerships with local businesses and the community



Create a stronger sense of community identity and a welcoming place for Vancouver residents and visitors



Create an environment for renewed businesses and property owners' investment



Connect Main Street, Esther Short Neighborhood, the Waterfront and Fort Vancouver National Historic Site



Create an attractive, coordinated and quality downtown environment that can be a model for future improvements

Prior TMC/City Council Review

TMC

- June 2022 Workshop – Design Kickoff
- February 2023 Workshop – Review 30% Design
- August 2023 Workshop – Review 60% Design
- September 2023 Workshop – Design Specifics
- October 2023 – Public Hearing

City Council

- December 2022 Workshop – Design Kickoff
- July 2023 Workshop – Review 60% Design
- October 2023 – Public Hearing



City Strategic Plan Alignment

Livability

Equity and Inclusion

Innovation

Sustainability and Resilience

Trust and Relationships

Focus Area – Transportation and Mobility

- Mode Split
- Transportation User Experience

Focus Area – Economic Opportunity

- Business Diversity
- Job Creation

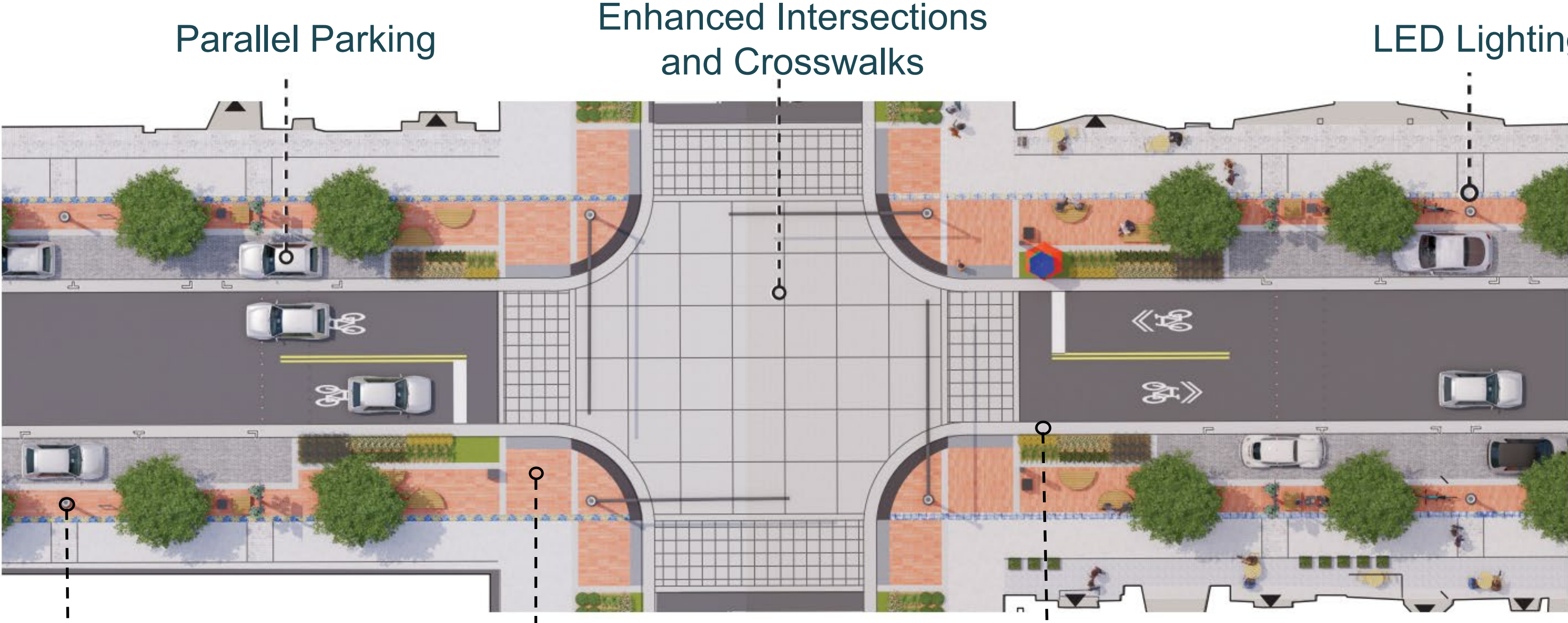
Focus Area – Vibrant and Distinct Neighborhoods

- Neighborhood Cohesion
- Diversity of Businesses
- Existence of Key Businesses



Final Design Elements

Safe: A safe environment for walking, biking, rolling and driving.



Parallel Parking

Enhanced Intersections and Crosswalks

LED Lighting

Pedestrian Scale Lighting

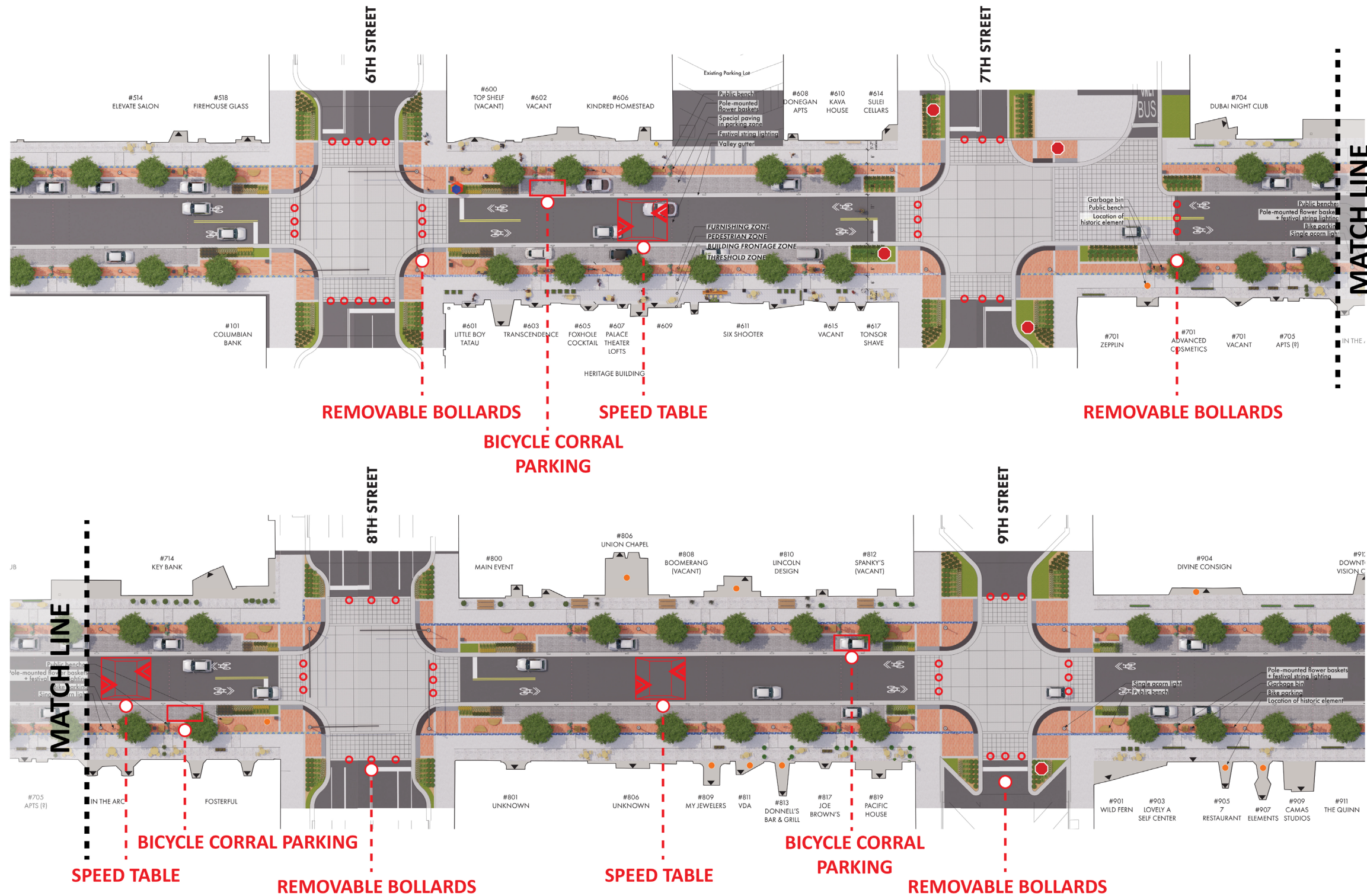
Extended Sidewalks

Curbless Condition



Final Design Elements

Safe: A safe environment for walking, biking, rolling and driving.



Final Design Elements



On-Street
Parallel Parking

Curbless Condition

Tactile Guidance

Wider Sidewalks



Bike Parking

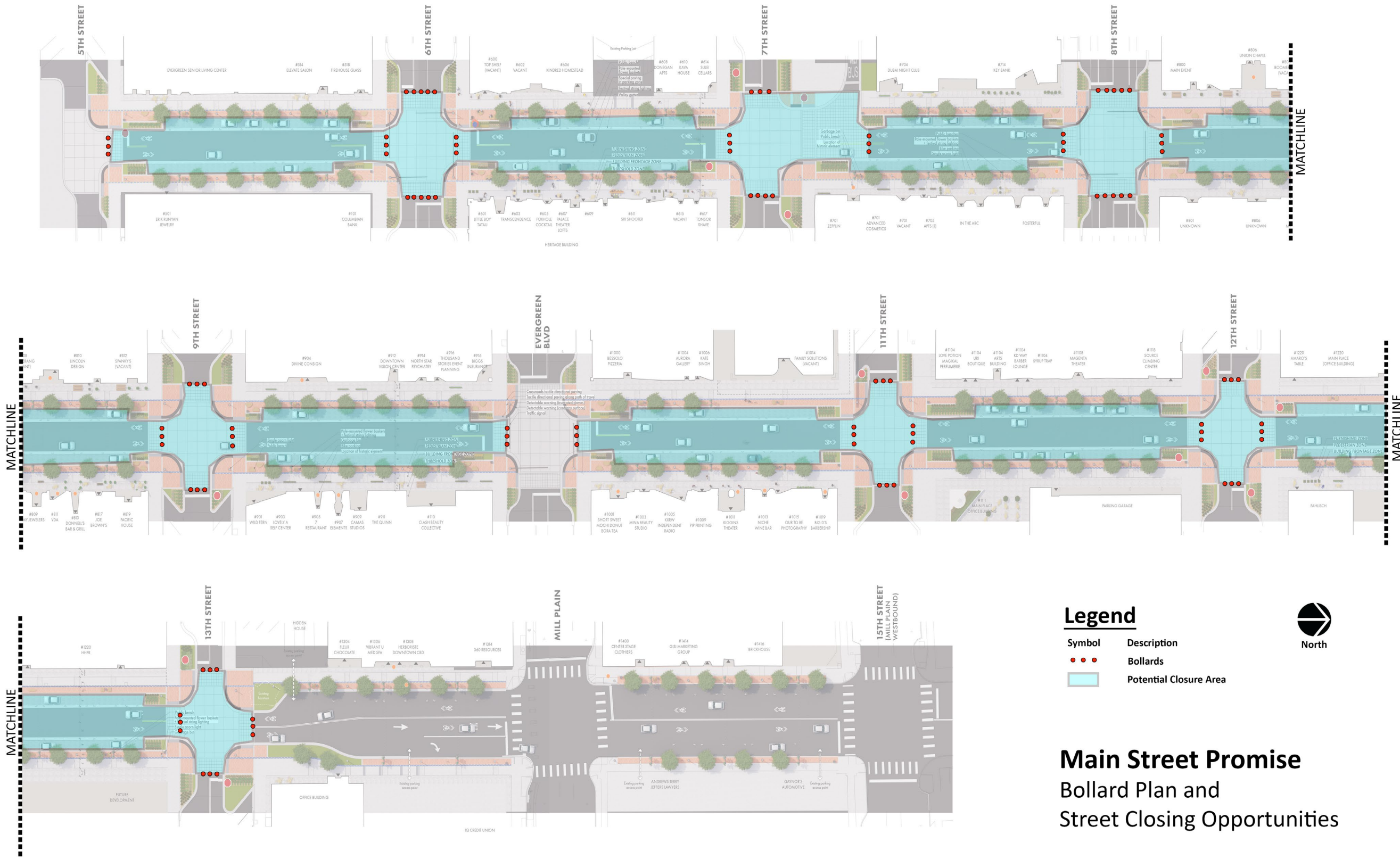
Four Single “Staple” Racks Per Block

One Bike Corral at 6th, 8th, 9th, Evergreen, Mill Plain and 15th

- Existing Bike Parking: 82 Spaces
- Proposed w/o Corrals: 76 Spaces
- Proposed w/ Corrals: 112 Spaces
- Flexibility to add more corrals as need arises
- Charging Stations for E-bikes



Bollard Plan



Legend

Symbol	Description
•••	Bollards
□	Potential Closure Area

North

Main Street Promise
 Bollard Plan and
 Street Closing Opportunities



Community Engagement & Feedback

Open House 1 – November 30, 2022:

- Encouraged to **“THINK BIG”**
- Asked to **“prioritize pedestrian experience”** & accommodate accessible movement for people with mobility or visibility challenges – **“go curbless”**

Open House 2 - June 8, 2023

- **70%** of commenters **expressed support & excitement** for the project.
- “Curbless design and width of sidewalks and integrating art throughout the city - **great plans!**”

Open House 3 - November 29, 2023



Community Engagement & Feedback

- Dec 2022: Open House drop-in @ 1st Friday
- Dec 2022: PAG application process opens
- Jan 2023: 15 PAG members selected
- Feb 2023: First of five PAG meetings (Feb-Sept)
- May 2023: Small Business Resource Fair
- Jun 2023: Pride event at Esther Short Park
- Jun 2023: Juneteenth event at Esther Short Park
- Aug 2023: Direct business emails & mailings

In The News:

- MSP Design Updates – The Columbian (Dec 2022)
- GVC’s Mind What Matters webinar (Dec 2022)
- KXL Radio interview (Apr 2023)
- Vancouver Business Journal article (Apr 2023)
- VDA’s monthly e-Newsletter (ongoing)
- City’s public newsletter (ongoing)
- MSP Design Updates – The Columbian (Jul 2023)
- MSP Design Updates – KGW News (Jul 2023)



Project Advisory Group (PAG)

- **Adam Hendrix**, Union Chapel
- **Cliff Myers**, Visit Vancouver USA
- **Dean Irvin**, Property Owner
- **Diana Kirkpatrick**, Center Stage Clothiers
- **Earl Frederick**, Clark College Culinary Arts
- **Elise Chelak**, Pahlisch Commercial
- **Holly J. Williams**, Parks Commissioner
- **Janet Kenefsky**, Greater Vancouver Chamber
- **Jill D. Stryker**, Property Owner
- **Karen Knauss**, LSW Architects
- **Kimberly Quiroz**, Hispanic Metropolitan Chamber
- **Marianne Wilson Stein**, Dandelion Teahouse & Apothecary
- **Meghan Arntson**, Albina Fuel
- **Michael Lary**, Source Gym
- **Seanette Corkill**, Frontdoor Back



Engagement with Public Boards and Commissions

- Vancouver Accessibility Task Force
- Transportation and Mobility Commission
- Historic Preservation Commission
- Culture, Arts & Heritage Commission
- Parks, Recreation & Cultural Services
- Urban Forestry Commission
- Parking Advisory Committee
- Vancouver's Downtown Association (VDA)
- VDA's Design Committee
- Uptown Village Business Association
- Arnada Neighborhood
- Esther Short Neighborhood
- NE Hazel Dell Neighborhood Association
- SW WA Small Business Providers Consortium
- Vancouver Farmer's Market Board
- Downtown Stakeholders Forum
- Visit Vancouver Board
- Columbia River Economic Development Council
- Cycle Vancouver Club
- I-5 Bridge Replacement Project Team
- WA State School for the Deaf
- WA State School for the Blind

How to Stay Informed



Stay Informed
Subscribe for Main Street updates

- See the latest project updates at beheardvancouver.org/MainStreetPromise
- Attend the **Stakeholders Forum** the 3rd Tuesday each month, 1:00-2:00 pm
- Check out the **Project Advisory Group meetings** at beheardvancouver.org/MainStreetPAG
- **Email** the Project Team at smallbusiness@cityofvancouver.us
- Stay tuned for details of the **next open house this fall!**

Business Retention Plan

Vision

- Corridor businesses remain open and customer counts stable
- Broader business community is aware of the project and its long-term benefits
- Project information is easy to access:
 - BeHeardvancouver.org/mainstreetpromise
 - Project Liaisons at the City (Julie Arenz) and VDA (Michael Walker)

Goals

- Reach out to businesses in the project corridor to offer technical assistance
- Retain Main Street businesses and customers during project (current count: 293)
- Effectively spread the word that Main Street is open for business



Business Impact & Retention Program

Before Construction

Data collection: map each business on project corridor

One-on-one business visits, site visits, basement visits

Create and facilitate Advisory Group for nine months

Offer numerous outreach and engagement opportunities

- Virtual meetings, periodic Open House events, website
- Surveys, snail mail, e-Newsletters, direct email

During Construction

Offer business grants, funding and grant-finding opportunities

Offer free technical assistance, free workshops and free business classes

Information sharing using Block Captains and Coffee Chats

Create social media campaigns to help draw shoppers/customers to downtown



Where are we at now? Next Steps

Community and Business Engagement

- Open House #3 (November 29, 2023)
- Social Media, Website, Online Public Surveys (ongoing)

Business Mitigation and Engagement

- One on One Business Engagement (ongoing)
- Block Captains (Fall 2023)
- Coffee Corner (Q4 2023)



Where are we at now? Next Steps

Design

- 90% Design (Estimated Completion: Q3 2023)
- Final Design (Estimated Completion: Q4 2023)

RFQ Release for Bid

- (TBD)

Construction

- Construction Begin Q1 2024



Where are we at now? Next Steps

TMC

- Public Hearing: October 3, 2023

City Council

- Public Hearing: October 23, 2023



TMC Recommendation to City Council

Based on the information included in the Staff Report and Presentation, staff recommends the Transportation and Mobility Commission forward a recommendation to City Council in support of the following:

- The final project design and public engagement process as described in the Staff Report and Presentation
- Implementation of the Business Retention Strategy as outlined in the Staff Report and Presentation
- Council to direct staff to return in five years to present information on the benefits and impacts of temporary street closures of Main Street to inform a discussion of if/when a permanent closure of Main Street may be appropriate



Thank you!

To learn more, visit www.beheardvancouver.org/MainStreetPromise