		SOURCE	LEAD	PARTNERS	Scope	for Strategy	-	Funding		Timing				Priority
					Commitment	: Engagement	res Council Consideration	affing/FTE Needs	nt Costs, Ongoing Costs, h	ediate Term (Coming Year)	iort-Term (1-3 Years)	ıg-Term (3+ Years)	Bu	Priority
					e	ublic	equir	taffi	Upfront ( or Both	- me	hort	-buc	oɓu	<u>с</u> Ш
USING & ECON	OMIC DEVELOPMENT   Provide ample opportunities for small-scale, locally-owned businesses	to thrive, and maintain	livability for current and	future residents	_ ⊢	<u> </u>	<u> </u>	S S	<u> </u>	5	S S		0	*
	ment 1: Foster a unique and attractive corridor identity				1	1	T	1 1		1			1	
0.101.110 2010.00	Provide seed support for a locally based, self created neighborhood Business District													
ED 1.1	Organization that can meet the shared needs of new and future businesses through networking, marketing, promotions, special events, beautification, and advocacy. First steps: Meet with Fourth Plain Forward to learn about its founding and how its first leader was selected or identified. Network with Corridor Strategy engagement participants as well as local businesses and non-profits to identified. Network with corridor strategy engagement.	Commerical Corridor Strategy	Economic Prosperty and Housing Department	Communications, Office of Neighborhoods							x			*
ED 1.2	Provide staff and resource support to the Business District Organization so it can develop into a fully fledged, self-sustaining, and independent organization.		Economic Prosperty and Housing Department	Communications, Office of Neighborhoods, Business District Organization								x		*
50.4.2	First step: Explore whether a Business District Organization might be eligible for CDBG funds administered by the City to cranization like Fourth Paine Forward, as well as what other funds might be accessible. Support the Business District Organization as it establishes a brand identity for the corridor and		Economic Prosperty and	Communications, Office of								>		
ED 1.3	launches an initial marketing campaign (e.g. launching a website, attracting journalistic and social media coverage), providing staff, resources, and connections as needed.	Commerical Corridor Strategy	Housing Department	Neighborhoods, Business District Organization								x		
ED 1.4	Establish a placemaking program along Grand Boulevard and in the BRT Hub, using signage and tactical urbanism (see Urban Design 1.2) to affordably communicate the place's new identity and support.		Economic Prosperty and Housing Department	Communications, Office of Neighborhoods, Business District Organization				Loc	lging tax grant			x		
ED 1.5	Support the establishment of a storefront improvement program, based on prior programs, in partnership with the Business District Organization to promote corridor identity and attractiveness of existing business spaces	Reside Vancouver + Vancouver Culture, Arts, & Heritage Plan	Economic Prosperty and Housing Department	Business District Organization							x			
ED 1.6	Periodically convene a meeting between a liason from the local Hudson's Bay and Edgewood Park Neighborhood Associations and Business District Organization to coordinate on corridor improvements and programming.	Hudson's Bay Neighborhood Action Plan (ED Action Item 1.4)	Office of Neighborhoods	Hudson's Bay and Edgewood Park NAs, Business District Organization								x		
ED 1.7	Provide technical assistance and seed funding to designate a non-profit in pursuit of a state Main Street designation that will support the vision for the corridor's identity and economic development		Economic Prosperty and Housing Department	Business District Organization							x			
conomic Developm Isinesses	ent 2: Establish a business-friendly climate that supports a diversity of neighborhood-serving	Corridor Strategy		Chamber of Commerce										
ED 2.1	estate development. Promote incentives to ensure existing businesses are aware of these		Economic Prosperty and Housing Department										x	
ED 2.2	Dependences of the Public Works' Street Eats program and the use of other relevant programs and incentives along the corridor.	Corridor Strategy	Public Works	Community Development Department							x			
ED 2.3	leverage environmental remediation funding opportunities as an incentive to develop eligible sites	Corridor Strategy	Economic Prosperty and Housing Department	Business District Organization		Property Owners	No	Exi	sting grant funds	x				
ED 2.4	Meet with a representative from the Greater Vancouver Chamber of Commerce's to explore the possibility of greater partnership, such as creating an Evergreen-Grand business cohort to participate in GVCOC's business workshops, coaching, and consultation.		Economic Prosperty and Housing Department	Greater Vancouver Chamber of Commerce							x			
ED 2.5	Explore opportunities for outdoor local markets, sellers, and microbusinesses (e.g. farmers market, art fair), such as by connecting with representatives from Micro-Enterprise Services of Oregon (MESO) and the Vancouver Farmers Market to better understand potential scale, scope, City role, and first steps.	Reside Vancouver + Vancouver Culture, Arts, & Heritage Plan	Economic Prosperty and Housing Department	Vancouver Farmers Market, Micro-Enterprise Services of Oregon								x		
ED 2.6	Support evidence-based approaches to enhancing community safety along the corridor, including by coordinating between the Vancouver Police Department, Business District Organization, and other relevant City staff and community stakeholders.		Economic Prosperty and Housing Department	Business District Organization, Vancouver Police Department								x		
ousing 1: Maintain	economic diversity and housing affordability, especially for low- and moderate-income households	Corridor Strategy												
Housing 1.1	Extend the Multi-Family Tax Exemption (MFTE) program calibrated to implement the vision and goals for the corridor and consider adding workforce housing	Corridor Strategy	Economic Prosperty and Housing Department	Community Development Department		BeHeard	Yes			x				
Housing 1.2	creation or preservation of altordable housing in the neighborhood.	Cascadia Partners	Economic Prosperty and Housing Department	Community Development Department, Local Affordable Housing Providers									x	
Housing 1.3	Contact the Vancouver Housing Authority for a copy of the displacement risk assessment they commissioned in 2023 and use it to inform the City's understanding of the local risk factors. Similarly, review "Reside Vancouver: An Anti-Displacement Plan" produced by a PSU Masters of Urban Planning student group for the City in 2019.	Cascadia Partners	Economic Prosperty and Housing Department	Vancouver Housing Authority							x			
Housing 1.4	Identify opportunities to support houseless communities	Corridor Strategy	Economic Prosperty and Housing Department							x				
RBAN DESIGN <u>  C</u>	reate public and private spaces that are inclusive, integrated, and contribute positively to the	livability of the corridor	s			·		· ·		•				
rban Design 1: Su	pport a vibrant and active corridor													
Urban Design 1.1	Work with development community to identify and dedicate publicly accessible community or plaza space as part of private development projects in a central location along the corridor	Corridor Strategy	Community Development Department	Parks and Recreation, Business District Organization								x		

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Urban Design 1.2	amenity, and offer opportunities for new low-barrier businesses.	City Staff	Economic Prosperty and Housing Department								
Urban Design 1.3	inviting spaces.	(1) Reside Vancouver (2) Vancouver Culture, Arts, & Heritage Plan	Community Development Department	Business District Organization, Office of Neighborhoods				x			
Urban Design 1.4	In pursuit of a complete arts and culture ecosystem, leverage Culture, Arts, and Heritage Grant funding to fulfill critical gaps in the corridor's arts and cultural network, such as performance spaces, public art, or historical plaques in the public realm.	(1) Vancouver Culture, Arts, & Heritage Plan	Business District Organization	Parks and Recreation					x		
Urban Design 1.5	Explore the possibility of seeking a historic district designation for the corridor, so long as it does not undermine the intent and purpose of this work's parallel updates to development code.	City Staff	Economic Prosperty and Housing Department	Community Development Department							
Urban Design 2: Pu	rsue opportunities for climate resilient design	Climate Strategy NS-1 - NS-3									
Urban Design 2.1	Coordinate with Surface Water Management to implement stormwater best management practices in alignment with the City's Low Impact Development standards and the Climate Action Framework.	(1) Corridor Strategy (2) Climate Strategy NS-3	Community Development Department	Environmental advocacy and educational groups (Watershed Alliance, Columbia Springs, Lower Columbia Nature Network, Water Resources Education Center) and Residential and commercial building owners						x	
Orban Design 2.2	street trees and identify opportunties to introduce additional climate resilient tree canopy	(1) City's Tree Canopy Assessment (2021) (2) Climate Strategy NS-1 and NS-2	Urban Forestry Department	Community Development Department, City Manager's Office						x	
	Increase community awareness by using educational plaques or public art to commemorate climate-resilient infrastructure or design elements.	Cascadia Partners									
	sh a balanced, multi-modal network of motor vehicle, transit, walking, and biking routes throug	gh the corridors.									
Mobility 1: Leverage	e ongoing corridor and neighborhood-wide infrastructure projects										
Mobility 1.1	Explore funding strategies for transportation investments that serve the entire district, such as improvements at critical intersections that connect the corridor with neighborhods to the North.	(1) Corridor Strategy	C-Tran	Community Development Department				x			
Mobility 1.2	Ensure the designs for future transportation projects and real estate developments prioritize creating safe, multi-modal streets throughout the corridor.	(1) Complete Streets Policies	Community Development Department							x	
	Improve the neighborhood's connectivity to nearby destinations such as Downtown Vancouver, the Fort Vancouver National Historic Site, and the Pearson Field Airport by identifying and being at the table for key transportation projects (e.g.Vine BRT)	(1) Corridor Strategy	Economic Prosperty and Housing Department	Community Development Department						x	
Mobility 2: Support	targeted interventions to improve walkability, bikeability, and connectivity to transit	Climate Strategy TLU-1			Would						
Mobility 2.1	Develop a funding strategy for projects that retrofit Evergreen and Grand with a street design aligned with the corridor's TSP Modal Designation.	Corridor Strategy	Public Works	City and State Transportation Departments	require FTE					x	
Mobility 2.2	Boost the effect of the forthcoming Transportation Demand Management program through complementary programming and built environment interventions that promote multimodal travel to and through the corridor and manage overall commuting activity.	Corridor Strategy	Community Development Department	Public Works, Economic Prosperity and Housing		Grant funding	x	x			
Mobility 3: Improve	safety for all corridor users										
Mobility 3.1	Improve user safety and comfort through crossing signage, speed limits, and school zone demarcations in key areas.	Corridor Strategy	Public Works Department						x		
Mobility 3.2	Study and construct enhanced safe crossings at Grand & 6th and Evergreen & V as well as traffic calming measures along the length of Grand (e.g. school zone near Washington School for the Deaf, speed cushions)	Corridor Strategy (pg 45)	Public Works Department			Funding for design and construction needed			x		
Mobility 3.3	Create an intake process for residents to request traffic calming measure for vehicle speeds and traffic volumes when thresholds for the City's existing Neighborhood Traffic Calming Program are met	Corridor Strategy	Public Works Department	Hudson's Bay and Edgewood Park Neighborhood Associations, Business District Organization					x		
PARKING   Support	t adequate parking to serve existing uses and future development.										
Parking 1: Evaluate	and manage vehicular parking impacts to local residents										
°	Conduct parking study to inventory all on-street parking available and current utilization rate	Cascadia Partners	Economic Prosperty and Housing Department				x				
Parking 1.2	Create a parking mitigation plan once parking occupancy exceeds 85% on adjacent residential streets, as found through a parking study.	Corridor Strategy	Economic Prosperty and Housing Department					x			
Parking 1.3	Explore the possibility of a parking benefit district with permitted parking for residents to address concerns related to spillover parking	Cascadia Partners	Economic Prosperty and Housing Department						x		
-	Apply the Vancouver Curb Policy to the corridor	Curb Policy Document	Economic Prosperty and Housing Department						x		
Parking 2: Support cl	limate and parking goals by increasing micromobility, shared parking options, and EV	Corridor Strategy									
Parking 2.1	Advance availability of short-term bike parking amenities by identifying suitable right of way sections on or near residential and commerical sites; support implementation of new parking stations.	TSP	Public works						x		
Parking 2.2	Support the Vancouver Climate Strategy by setting evidence-based EV charging station targets in the corridor and participating in any citywide code updates related to EV charging	Climate Strategy TLU-3 (19)	Economic Prosperty and Housing Department	Community Development Department, Private Developers		Federal grant money				x	
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