

EVERGREEN AND GRAND COMMERCIAL CORRIDORS STRATEGY IMPLEMENTATION PLAN

		SOURCE	LEAD	PARTNERS
HOUSING & ECONOMIC DEVELOPMENT Provide ample opportunities for small-scale, locally-owned businesses to thrive, and maintain livability for current and future residents				
Economic Development 1: Foster a unique and attractive corridor identity				
ED 1.1	Support the development of a neighborhood Business District Organization that can meet the shared needs of new and future businesses through coordinated networking, marketing, promotions, special events, beautification, and advocacy.	Commerical Corridor Strategy	Economic Prosperity and Housing Department	Communications, Office of Neighborhoods
ED 1.2	Establish a placemaking program along Grand Boulevard and in the BRT Hub, using signage, wayfinding and tactical urbanism (see Urban Design 1.2) to affordably communicate that this is a unique place and district.		Economic Prosperity and Housing Department	Communications, Office of Neighborhoods, Business District Organization
ED 1.3	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 Prosperity and Housing Department	Business District Organization
ED 1.4	Partner with community members from Hudson's Bay and Edgewood Park Neighborhood Associations, the business district organization, the National Park, business owners, property owners, residents and other key stakeholders 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
ED 1.5	Explore potential for state Main Street designation that will support the vision for the corridor's identity and economic development.		Economic Prosperity and Housing Department	Business District Organization
Economic Development 2: Establish a business-friendly climate that supports a diversity of neighborhood-serving businesses				
ED 2.1	Evaluate existing federal, state, and local grants and incentives that support corridor businesses or real-estate development. Promote incentives to ensure existing businesses are aware of these opportunities. Consider culturally-specific outreach efforts to broadly promote availability of incentives to black, indigenous, and people of color business owners and tenants.	Corridor Strategy	Economic Prosperity and Housing Department	Chamber of Commerce
ED 2.2	Promote the City's Pre-Lease, Adaptive Reuse, Street Eats program and other relevant programs and incentives along the corridor.	Corridor Strategy	Public Works	Community Development Department
ED 2.3	Identify if any sites on the corridor would require environmental remediation (brownfields), then leverage environmental remediation funding opportunities as an incentive to develop eligible sites.	Corridor Strategy	Economic Prosperity and Housing Department	Business District Organization
ED 2.4	Connect businesses with existing partners and technical assistance providers.		Economic Prosperity and Housing Department	Greater Vancouver Chamber of Commerce
ED 2.5	Explore opportunities for outdoor local markets, sellers, and microbusinesses.	Reside Vancouver + Vancouver Culture, Arts, & Heritage Plan	Economic Prosperity and Housing Department	Vancouver Farmers Market, Micro-Enterprise Services of Oregon
ED 2.6	Support evidence-based approaches to enhancing community safety along the corridor, including by coordinating between the Vancouver Police Department and Streets and Transportation programs, and other relevant City staff and community stakeholders. Utilize Crime Prevention Through Environmental Design (CPTED) principles.		Economic Prosperity and Housing Department	Business District Organization, Vancouver Police Department
Housing 1: Maintain economic diversity and housing affordability, especially for low- and moderate-income households				
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 Prosperity and Housing Department	Community Development Department
Housing 1.2	Leverage Vancouver Affordable Housing funds to support the creation or preservation of affordable housing in the neighborhood.	Project team	Economic Prosperity and Housing Department	Community Development Department, Local Affordable Housing Providers
Housing 1.3	Utilize the Cities' Equity Index and Displacement Risk Assessment tools to assess equity impacts, including displacement.	Project team	Community Development Department; Economic Prosperity and Housing Department	
Housing 1.4	Implement elements of Reside Vancouver, including expanding rental protections and rental assistance programs.		Community Development Department; Economic Prosperity & Housing Department	
Housing 1.5	Identify opportunities to support houseless communities.	Corridor Strategy	City Manager's Office	

URBAN DESIGN | Create public and private spaces that are inclusive, integrated, and contribute positively to the livability of the corridors.

Urban Design 1: Support 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
Urban Design 1.2	Identify and implement strategies affordably activate the corridor, providing a local amenity, and offer opportunities for new low-barrier businesses.	Project team	Economic Prosperity and Housing Department	
Urban Design 1.3	In partnership with the Business District Organization, execute programmatic and tactical urbanism interventions in the public spaces (such as farmers markets, arts installations, cultural events, pop-up parklets, painted intersections, mobility lanes, etc) to promote pedestrian-friendly, activated, and inviting spaces.	(1) Reside Vancouver (2) Vancouver Culture, Arts, & Heritage Plan	Community Development Department	Business District Organization, Office of Neighborhoods
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
Urban Design 2: Pursue 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; Public Works Department	Environmental advocacy and educational groups (Watershed Alliance, Columbia Springs, Lower Columbia Nature Network, Water Resources Education Center) and Residential and commercial building owners
Urban Design 2.2	In accordance with the Complete Streets Program and the Climate Action Plan, preserve existing street trees and identify opportunities to introduce additional climate resilient tree canopy.	(1) City's Tree Canopy Assessment (2021) (2) Climate Strategy NS-1 and NS-2 (3) Complete Streets Program	Urban Forestry Department	Community Development Department, City Manager's Office
Urban Design 2.3	Increase community awareness by using educational plaques or public art to commemorate climate-resilient infrastructure or design elements.	Project team		

MOBILITY | Establish a balanced, multi-modal network of motor vehicle, transit, walking, and biking routes through the corridors.

Mobility 1: Leverage ongoing corridor and neighborhood-wide infrastructure projects				
Mobility 1.1	Implement transportation investments that serve the entire district, such as improvements at critical intersections that connect the corridor with neighborhoods to the North and wayfinding directing users to and from the BRT station on Mill Plain to the corridor.	(1) Corridor Strategy	C-Tran	Community Development Department
Mobility 1.2	Ensure the designs for future transportation projects and real estate developments prioritize creating safe, multi-modal streets throughout the corridor, in alignment with Transportation System Plan goals and the City's Complete Streets Policy.	(1) Complete Streets Policies	Community Development Department	
Mobility 1.3	Improve the neighborhood's connectivity to nearby destinations such as Downtown Vancouver and Fort Vancouver National Historic Site by identifying and being at the table for key transportation projects (e.g.Vine BRT).	(1) Corridor Strategy	Economic Prosperity and Housing Department	Community Development Department
Mobility 1.4	Advocate on behalf of the corridor in support of sustainable and active transportation within citywide initiatives, such as the Transportation System Plan (TSP), improvements to transit, the deployment of electric scooters, and regulation and build out of public and private EV charging infrastructure.			Community Development Department
Mobility 2: Support targeted interventions to improve walkability, bikeability, and connectivity to transit		Climate Strategy TLU-1		
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
Mobility 2.2	Expand knowledge of and access to the City's 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

Mobility 3: Improve safety for all corridor users				
Mobility 3.1	Improve safety and comfort for all types of users of different abilities through traffic calming, crossing signage and improvements, speed limit reductions, and school zone demarcations in key areas.	Corridor Strategy	Public Works Department	
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	
Mobility 3.3	Work with residents, businesses and property owners to request traffic calming measures through the City's Neighborhood Traffic Calming Program.	Corridor Strategy	Community Development Department; Public Works Department	Hudson's Bay and Edgewood Park Neighborhood Associations, Business District Organization
PARKING Support adequate parking to serve existing uses and future development.				
Parking 1: Evaluate and manage vehicular parking impacts to local residents				
Parking 1.1	Conduct parking study to inventory all on-street parking available and current utilization rate, and track this regularly.	Project team	Economic Prosperity and Housing Department	
Parking 1.2	Create a parking mitigation plan once parking occupancy exceeds 85% on adjacent residential streets, as found through a parking study.	Project team	Economic Prosperity and Housing Department	
Parking 1.3	Explore the possibility of a parking benefit district with permitted parking for residents to address concerns related to spillover parking.	Project team	Economic Prosperity and Housing Department	
Parking 1.4	Apply the curb management policies included in the TSP to address multiuser needs along curbs.	TSP	Economic Prosperity and Housing Department	
Parking 2: Support climate and parking goals by increasing micromobility, shared parking options, and EV infrastructure		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 commercial sites; support implementation of new parking stations.	TSP	Public works	
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 Prosperity and Housing Department	Community Development Department, Private Developers