

# Main Street Promise Update



Transportation Mobility  
Commission Workshop  
September 5, 2023



**Ryan Lopossa**  
Transportation Manager, Public Works

**Chris Harder**  
Deputy Director, Economic Prosperity & Housing

**Michael Walker**  
Executive Director, Vancouver Downtown Association

**Rebecca Kennedy**  
Deputy Director, Community Development Department

**Marianne Wilson Stein**  
MSP Project Advisory Group



# Agenda

Introduction

Takeaways from August Workshop

TSP Policy Guidance

Design Updates

Next Steps





# 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

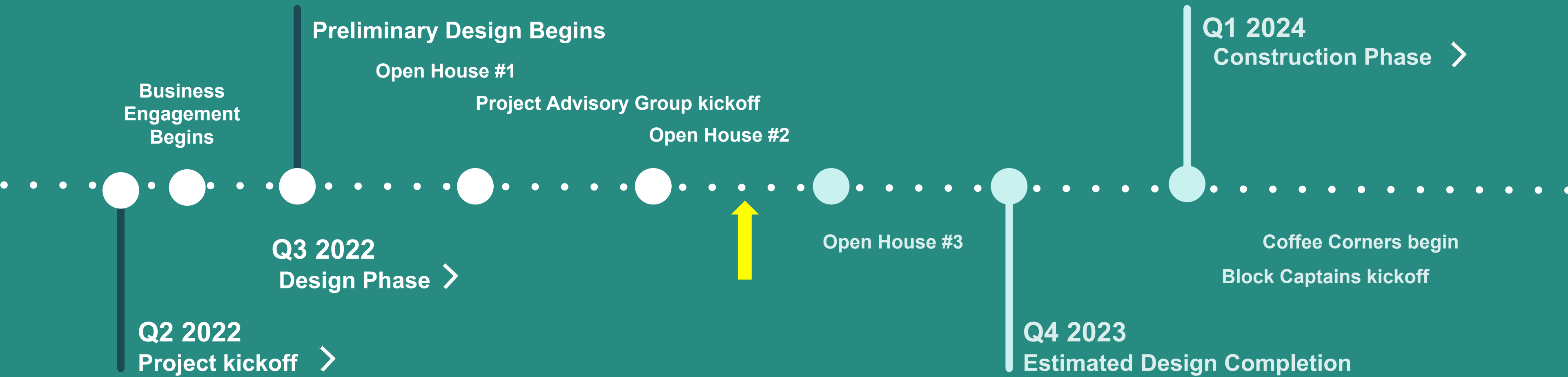


Connect Main Street, Esther Short Neighborhood, the Waterfront and Fort Vancouver National Historic Site



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

# Project Timeline



# August TMC Workshop Takeaways

## Make it Safer for Bicyclists/Small Mobility Users

- Sharing the lane with autos
- Speed Differential
- Riding Uphill
- Wayfinding

## Need More Places to Secure Bikes/Mobility Devices

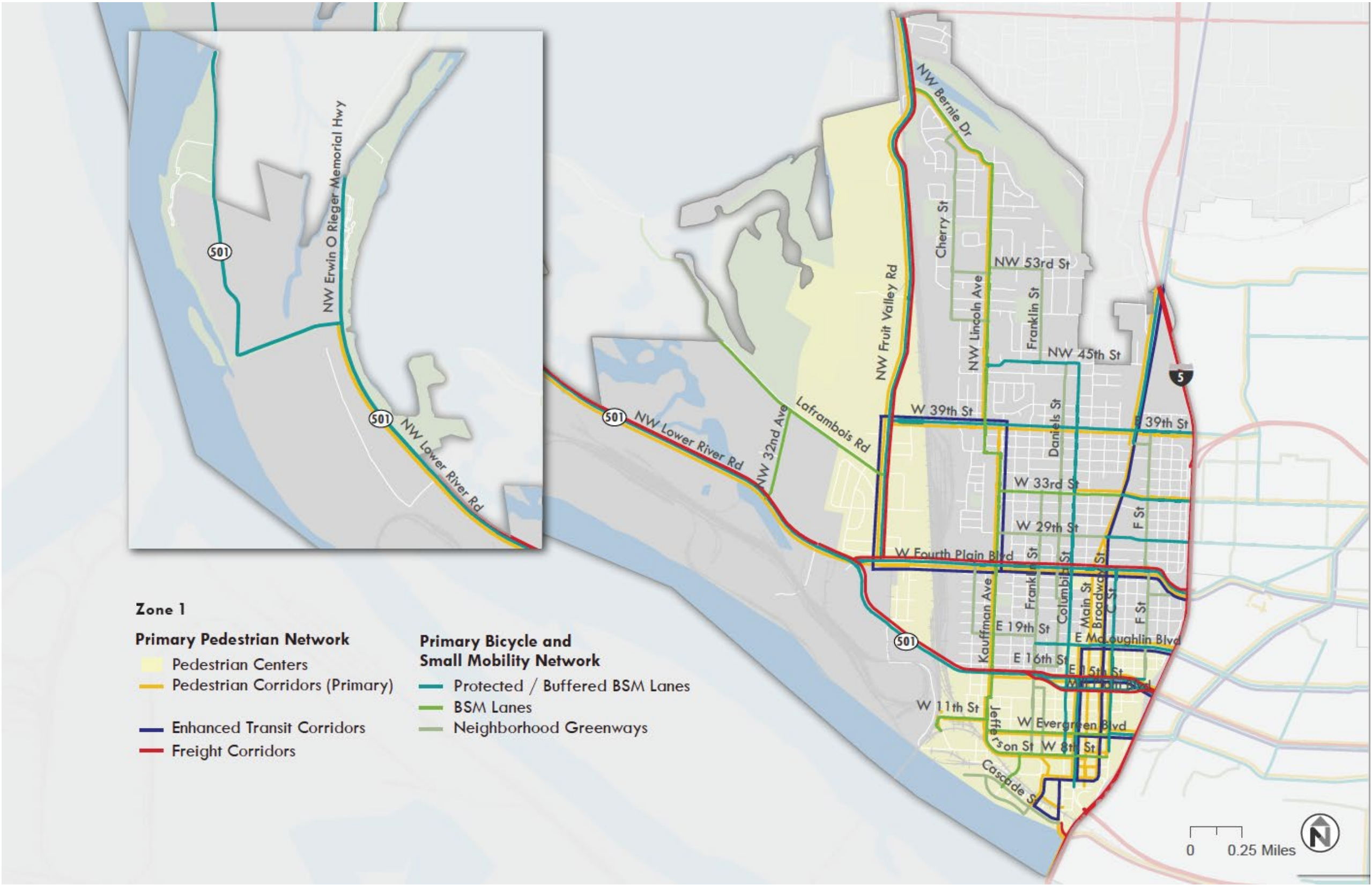
- Bike Corrals
- Charging Stations for E-bikes

## Plan to Close Main Street to Autos – Install the Infrastructure Now

- Bollards
- Wayfinding
- Curbless
- Utility Connections





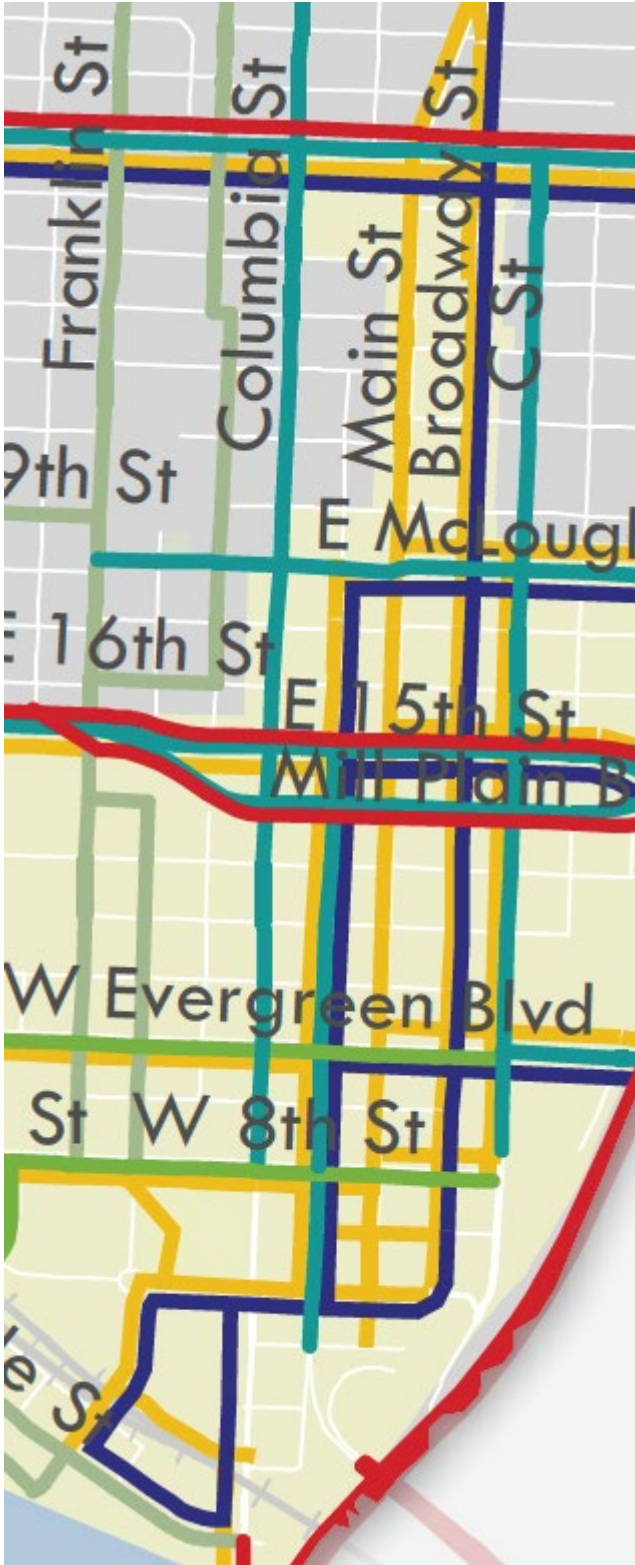


### Primary Pedestrian Network

- Yellow square: Pedestrian Centers
- Yellow line: Pedestrian Corridors (Primary)
- Dark blue line: Enhanced Transit Corridors
- Red line: Freight Corridors

### Primary Bicycle and Small Mobility Network

- Teal line: Protected / Buffered BSM Lanes
- Light green line: BSM Lanes
- Dark green line: Neighborhood Greenways





As part of the City’s Transportation System Plan update that is currently in its final phases, Council has endorsed a policy for the Low Stress Mobility Network that aims for a low stress facility every half mile.

Low-Stress	LS 1	Key Policy *****	Low-Stress Mobility Network	Adopt a city-wide low-stress long-term mobility network that prioritizes safety and comfort for people of all ages. This network is a subset of the city’s larger mobility network consisting of lower-stress facilities such as neighborhood greenways and shared-use paths. The density target for low-stress facilities is every half-mile.
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### BUILD LOW-STRESS NETWORKS

**Make the walking, bicycling and small mobility networks inviting for all ages and abilities.**

The BSM network today consists of lower-stress neighborhood streets isolated by higher-stress collector and arterial streets. This makes it challenging to bike outside of a neighborhood. Sidewalks are missing on nine miles of arterial streets – the fastest and most daunting places to walk. Adopting a citywide low-stress network for BSM and walking must be complemented by policies and programming (wayfinding, education) that further incentivize use of the networks.

# NACTO\* Design Guidance

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

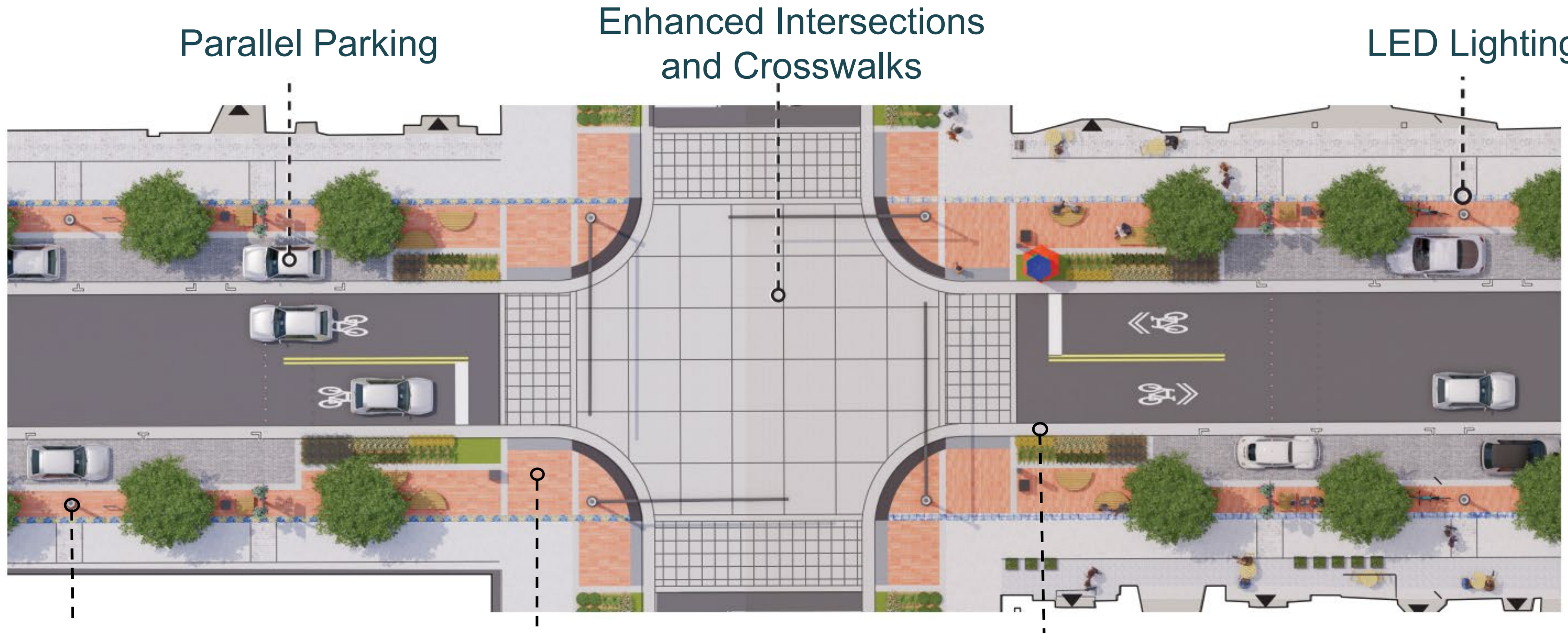
\*National Association of City Transportation Officials

NACTO Contextual Guidance for Selecting All Ages & Abilities Bikeways				Recommended Facility Type
Roadway Context				
Motor Vehicle Speed	Motor Vehicle Volume (ADT)	Motor Vehicle Lanes	Considerations	
	Any	Any	High curbside activity, frequent buses, motor vehicle congestion, or turning conflicts	Protected Bicycle Lane
< 10 mph	Less relevant	No centerline, or single lane one-way	Pedestrians on the roadway	Shared Street
≤ 20 mph	≤ 1,000 – 2,000		Single lane each direction, or single lane one-way	< 50 motor vehicles /hr in the peak direction at peak hr
≤ 25 mph	≤ 500 – 1,500	Low curbside activity, or low congestion pressure		
	≤ 1,500 – 3,000			Buffered or Protected Bicycle Lane
	≤ 3,000 – 6,000			Protected Bicycle Lane
Greater than 26 mph	> 6,000	Multiple lanes per direction	Any	Protected Bicycle Lane, or Reduce Speed
	Any	Single lane each direction		Protected Bicycle Lane, or Reduce to Single Lane & Reduce Speed
	≤ 6,000	Multiple lanes per direction	Protected Bicycle Lane	
	Greater than 6,000	Any	Any	Protected Bicycle Lane
High-speed limited access roadways, natural corridors, or geographic edge conditions with limited conflicts		Any	High pedestrian volume	Bike Path with Separate Walkway or Protected Bicycle Lane
			Low pedestrian volume	Shared-Use Path or Protected Bicycle Lane



# Design Elements & Improvements

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



Parallel Parking

Enhanced Intersections and Crosswalks

LED Lighting

Pedestrian Scale Lighting

Extended Sidewalks

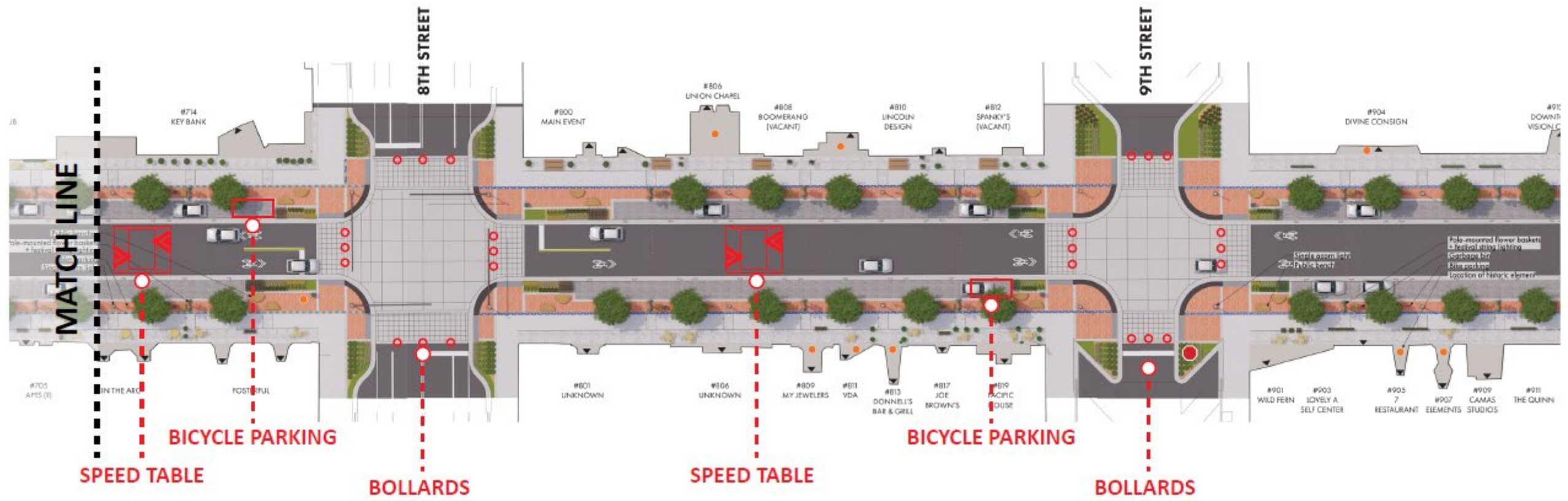
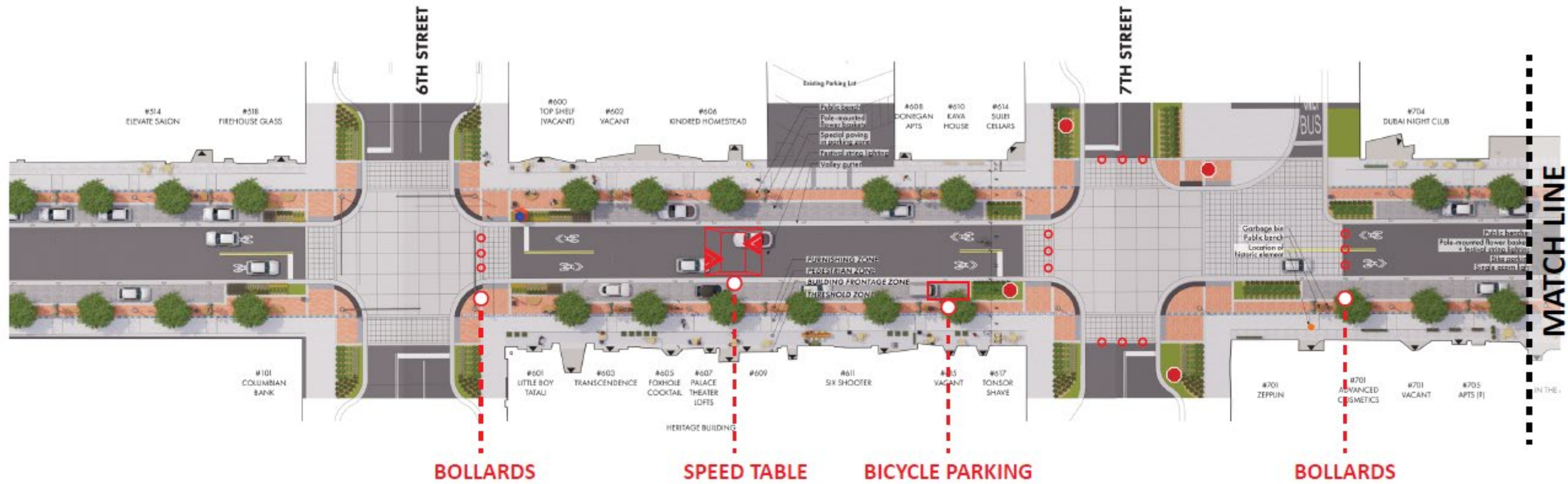
Curbless Condition





# Design Elements & Improvements

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





# Design Elements & Improvements

**Accessible:** An accessible destination to meet, gather, shop and dine.



On-Street Parallel Parking

Curbless Condition

Tactile Guidance

Wider Sidewalks

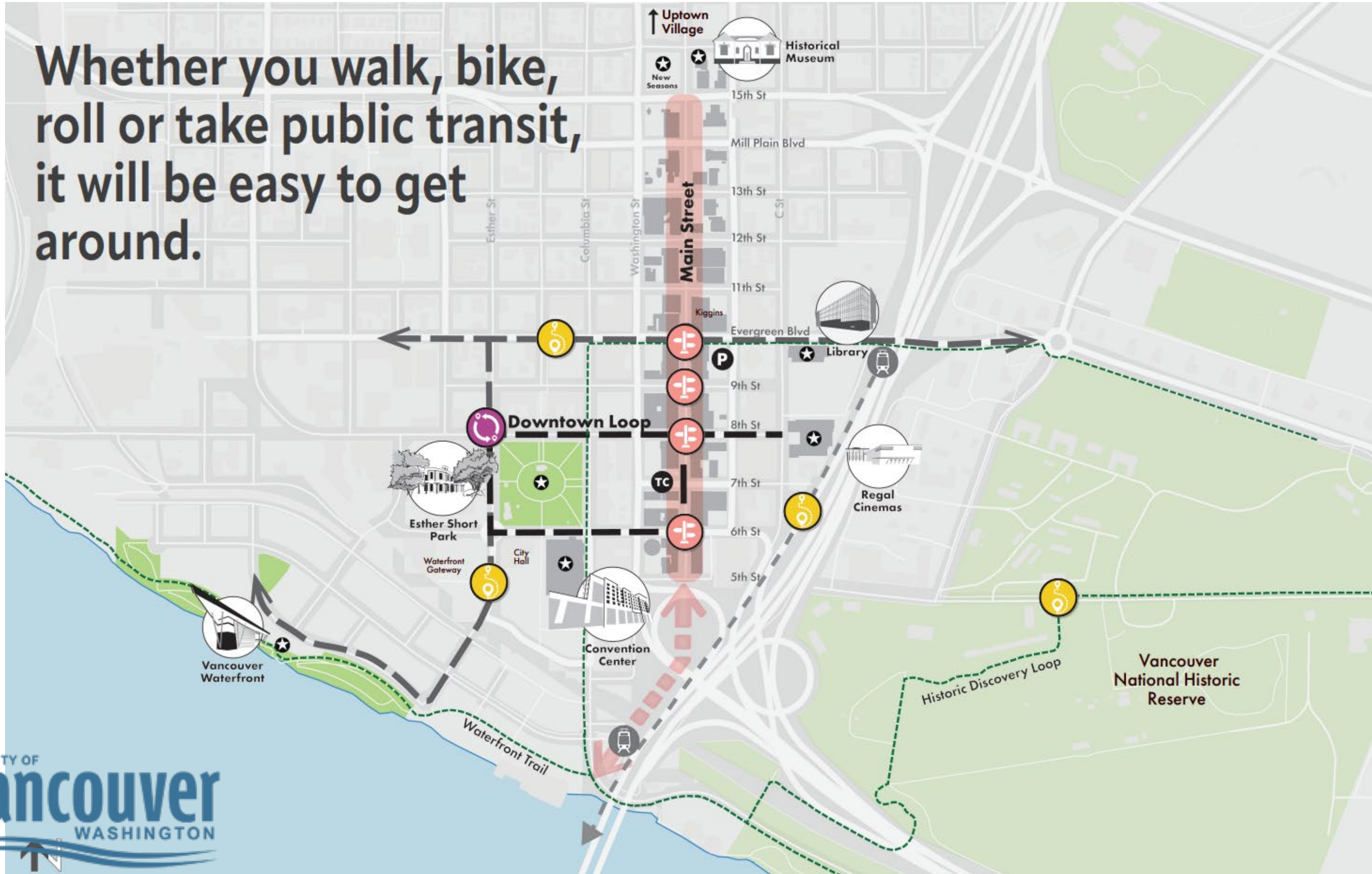




# Design Elements & Improvements

**Connected:** A connected Main Street with links to downtown destinations.

Whether you walk, bike, roll or take public transit, it will be easy to get around.



Key Routes



Downtown Loop



Gateways





# Community Engagement & Feedback

## Open House 1 – November 30, 2022:

- Encouraged to **"THINK BIG"**
- "Welcoming visitors & supporting Main Street businesses" ranked most important project objective
- "Encourage community gathering on Main Street and utilization of outdoor space" highlighted as the best way to welcome visitors
- Asked to **"prioritize pedestrian experience"** & accommodate accessible movement for people with mobility or visibility challenges – **"go curbless"**





# Community Engagement & Feedback

## 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!*”
- Excited about the *expanded opportunities for outdoor* seating and other uses in the building zone & furnishing zone.
- Participants welcome revitalization of this corridor and *look forward to the economic and social benefits* to come.





# Project Advisory Group members

- **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
- Urban Forestry Commission
- Parking Advisory Committee
- Vancouver's Downtown Association
- Vancouver's Downtown Association Design Committee
- Uptown Village Business Association
- Arnada Neighborhood
- Esther Short Neighborhood
- NE Hazel Dell Neighborhood Association
- SW Small Business Providers Consortium
- Vancouver Farmer's Market Board
- Downtown Stakeholders forum
- Visit Vancouver Board
- Columbia River Economic Development Council
- Cycle Vancouver Club
- 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](https://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](https://beheardvancouver.org/MainStreetPAG)
- **Email** the Project Team at [smallbusiness@cityofvancouver.us](mailto:smallbusiness@cityofvancouver.us)
- Stay tuned for details of the **next open house this fall!**

# Business Impact & Retention Program

- Created a new program for the City of Vancouver

## Program elements – review:

1. Data Collection
  2. Awareness & Expectations
  3. Listen
  4. Personal, Inclusive & Accessible
  5. Business Assistance
- Business engagement program in partnership with VDA and other small business providers
  - Sets the stage for Interstate Bridge Replacement Project





# Business Retention Plan: Main Street Promise

## Vision

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



## Goals

- Reach out to 100% of the 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 Assistance

**Economic Assistance:** grants, technical workshops, business classes, e-commerce, etc.

## Targeted Marketing and Promotions

- Produce social media posts, videos, business “shout outs” to help drive traffic to Main Street
- Craft “Contractor Specials” to motivate project workers to dine or shop downtown
- Create customer engagement opportunities: Main Street selfie station, Taco Tuesdays, Wine Day Wednesdays, etc. featuring groups of Main Street businesses in each campaign

## Enhanced Business Engagement

- Create Block Captains: act as project experts and communication links back to project team
- Host Coffee Chats: informal, drop-in updates from contractors and project team
- Regular project check-ins (conversations, surveys) and communication (email, newsletter, website) to 500+ stakeholders, businesses and property owners
- Commitment to open sidewalks during construction
- Accessible and inclusive wayfinding and *Open for Business* signage



# Where are we at now? Next Steps

## Community and Business Engagement

- Open House (Fall 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

- Workshop: October 2023
- Public Hearing: November 2023





# Thank you!

To learn more, visit [www.beheardvancouver.org/MainStreetPromise](http://www.beheardvancouver.org/MainStreetPromise)