

# Commercial Corridors Strategy Update

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# Presentation Overview

- Commercial Corridors Strategy Overview
- Evergreen and Grand Commercial Corridors
  - Vision, Goals, and Objectives
  - Public Outreach
- Next Steps

# Commercial Corridors Strategy

A community planning process intended to:

- Enhance existing commercial corridors
- Increase walkability
- Ensure access to services and amenities
- Support job growth
- Increase housing opportunities

# Commercial Corridors Study Corridors

- Evergreen Blvd from V St to Grove St, and Grand Blvd from E Mill Plain Blvd to E Evergreen Blvd
- St. Johns/St. James couplet, from Burnt Bridge Creek to NE 68th St.
- Mill Plain Blvd from E Reserve St to 192nd Ave, and Fourth Plain Blvd, from I-5 to NE 172nd Ave



# Commercial Corridors Project Goals

## EVERGREEN, GRAND, & ST. JOHNS/ST. JAMES

*Smaller, neighborhood-serving and locally-oriented corridors*

- Evaluate for the types of uses that are allowed, pedestrian environment, building orientation in relationship to the street, and creating an environment where small businesses can thrive

## MILL PLAIN AND FOURTH PLAIN

*Longer, regionally-significant transit corridors with important employment and housing opportunities*

- Require broader policy considerations to address allowed uses, densities, and multi-modal safety to allow increased access to employment and amenities
- An in-depth focus around existing or proposed Bus Rapid Transit stations

# Commercial Corridors Project Outcomes

A set of recommendations for policies, programs, and tools to achieve the long-term vision established for the corridors. Potential deliverables include:

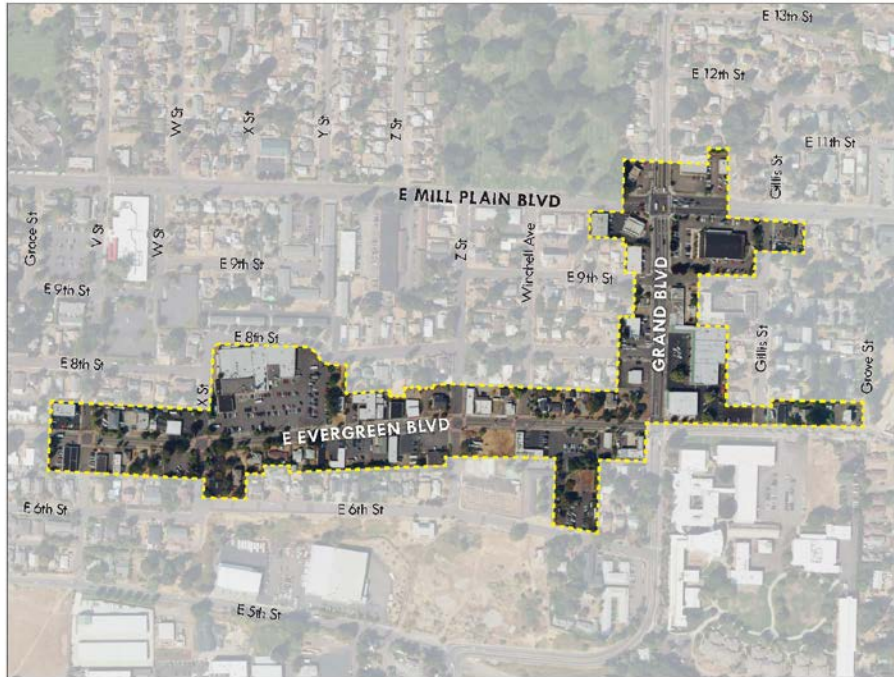
- Development of general corridor design concepts
- Amendments and updates to zoning designations and standards related to allowed uses, building densities, building orientation in relationship to the street, and access and parking requirements
- Recommendations related to the location and density of housing
- Improvements to multi-modal transportation and access
- Placemaking recommendations

# Evergreen and Grand Commercial Corridors

- Temporary moratorium established November 2019 as potential development activity raised concerns of area building out inconsistent with its potential and City policy guidance
- Moratorium discontinued in May 2020 following onset of pandemic and related local economic hardships, with direction to continue planning activities focused on Evergreen and Grand Boulevards



# Evergreen and Grand Commercial Corridors



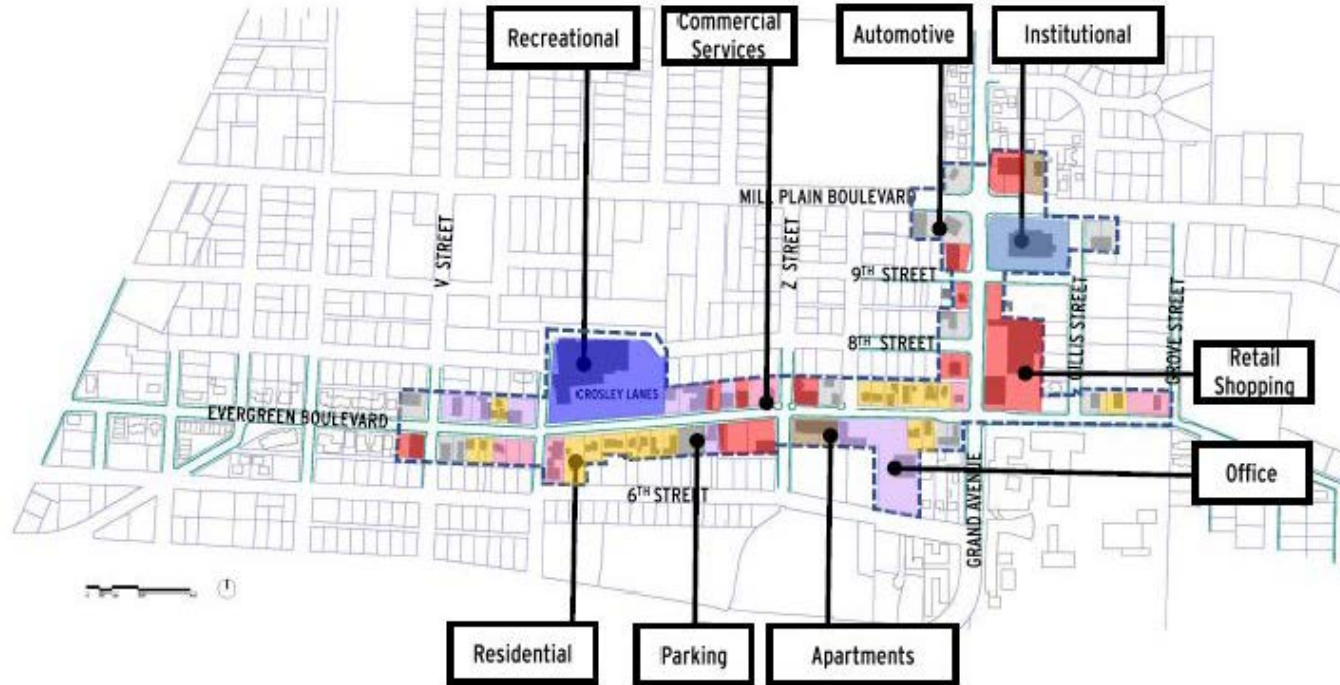
- Fine-grained development pattern
- Smaller-scale buildings oriented to the street
- Older commercial buildings and streetfront single-family homes



# Evergreen and Grand: Existing Zoning



# Evergreen and Grand: Existing Land Uses



# Evergreen and Grand: Issues & Opportunities

- Corridors present an opportunity to enhance existing 20-minute neighborhoods and an emerging small business district
- Evidence of recent local market interest in development and redevelopment in the area



# Evergreen and Grand: Issues & Opportunities

- Current development regulations do not recognize the unique built environment of these corridors or promote development that would be consistent with City Strategic Plan goals.



# Issues & Opportunities Public Outreach

- February 13 kick-off open house and online survey to identify issues, opportunities, and community priorities
- Engaged over 50 residents, property and business owners, and other community stakeholders





# Issues & Opportunities Public Outreach

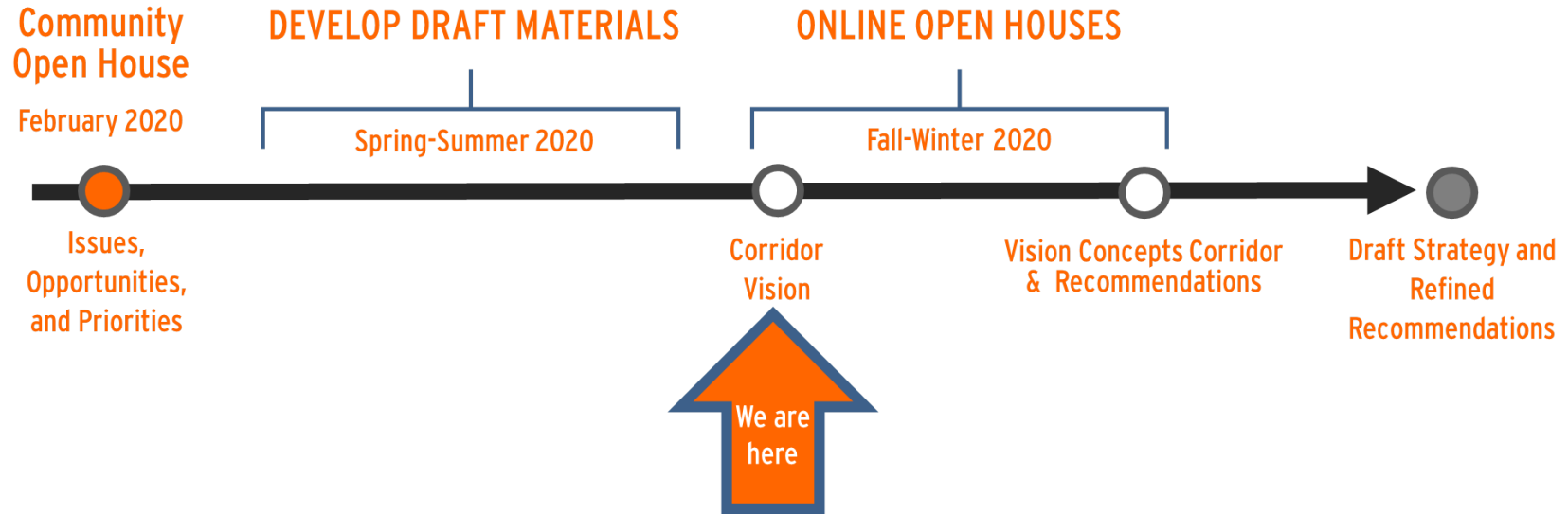


Key community concerns and priorities:

- Walkability and pedestrian safety
- New development out of character
- Poor appearance/disrepair of the public realm and existing buildings
- Desire for more local eating/drinking establishments, small-scale retail, and neighborhood-serving amenities



# Evergreen and Grand: Timeline



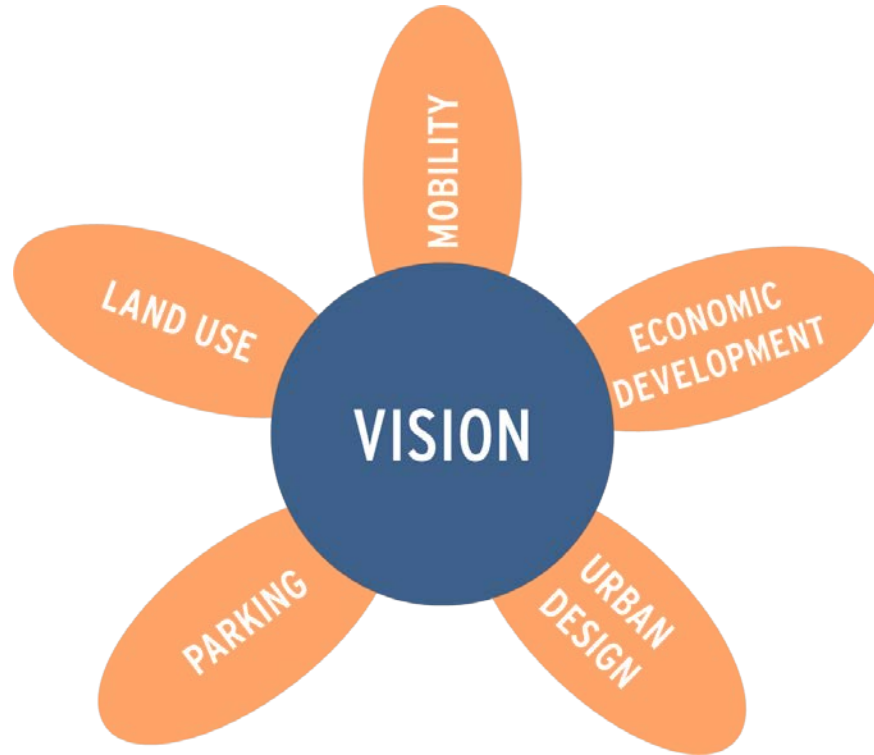
# Evergreen and Grand Corridors Vision



*Promote equitable and diverse corridor development that is vibrant, sustainable, and mixed-use.*

*Foster development that recognizes and builds upon the neighborhood's unique setting, history, culture, and character.*

# Evergreen and Grand: Five Goals



# Evergreen-Grand: Land Use Goal



# Evergreen-Grand: Land Use Objectives

- Provide viable opportunities for new retail and dining uses that attract local and regional businesses.
- Support a mix of uses that serve the daily needs of surrounding neighborhood residents and employees.
- Encourage transit-supportive uses near the planned Mill Plain Bus Rapid Transit (BRT) station platform at the intersection of Mill Plain and Grand.

# Evergreen-Grand: Land Use Objectives

- Allow a variety of housing types to serve a range of needs, preferences, ages, and incomes.
- Discourage additional motor vehicle related uses (service and repair shops, gas stations, etc.) in the corridors.
- Discourage nuisance uses that may lead to increased crime, or excessive traffic or noise.
- Foster street-oriented uses that create walking and biking activity throughout all business hours, all days, and all seasons.



# Evergreen-Grand: Mobility Goal



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

# Evergreen-Grand: Mobility Objectives

- Provide safe and direct sidewalk and bike lane routes and intersection crossings within and to the corridors for all regardless of age or physical ability.
- Foster safe and comfortable connections to and from transit, including the planned Mill Plain Bus Rapid Transit (BRT) and existing bus routes.
- Limit excessive traffic speed through effective speed reduction and/or traffic calming measures.
- Maintain access for emergency, service, maintenance, delivery, and personal vehicles to businesses.

# Evergreen-Grand: Parking Goal



*Provide adequate parking to serve existing uses and future development.*

# Evergreen-Grand: Parking Objectives

- Support existing and future retail uses by providing adjacent short-term curbside parking and bike parking, as appropriate.
- Minimize impacts of parking on the walking and biking environment.
- Limit excessive spillover parking into adjacent residential areas.
- 'Right-size' site parking requirements that may stifle development.

# Evergreen-Grand: Urban Design Goal

*Create public and private spaces that are inclusive, integrated, and contribute positively to the livability of the corridor.*





# Evergreen-Grand: Urban Design Objectives

- Create opportunities for cultural, community, and other amenities that attract customers and strengthen businesses.
- Encourage safe and active public spaces that are inclusive, accessible, and comfortable for all residents, customers, employees, and visitors.
- Encourage new public spaces that contribute to the livability and economic vitality of the corridors.



# Evergreen-Grand: Urban Design Objectives

- Foster a distinct identity and improve corridor aesthetics by increasing the amount of cohesive landscaping and streetscape features.
- Promote sustainable design for buildings, sites, and streets.
- Ensure form, massing, and scale of new development is context-sensitive and supports and strengthens the livability of the corridor.

# Evergreen-Grand: Economic Development Goal

*Provide ample opportunities for small-scale, locally-owned businesses to thrive.*



# Evergreen-Grand: Economic Development Objectives

- Maximize redevelopment opportunity sites.
- Discourage gentrification and displacement by identifying policies, programs, or other measures to address affordability concerns and wealth creation opportunities for residents and businesses.
- Provide regulatory flexibility to foster innovation and creativity.
- Strengthen existing local and small businesses by establishing programs and tools to support their economic viability.
- Implement policies, programs, and other tools to mitigate impacts of the ongoing coronavirus pandemic.

# Corridors Vision Public Outreach

- August 26 and 27 virtual open houses for community input on the vision, goals, and objectives
- Accompanying online survey open through end of September
- Option to provide public input directly to staff for community members unable to participate digitally

# Corridors Vision Public Outreach: Input To-date

- Maintain/build upon character of the corridors
- Existing buildings in need of repair
- Excess traffic speeds on Grand Blvd and the need for traffic calming
- More direct connections to the corridors, wayfinding, and multi-modal upgrades on Evergreen Blvd
- Desire for community amenities and public gathering spaces
- Public safety
- Adequate parking for retail businesses and new residential development

# Next Steps

- Fall/Winter 2020: Vision Concept & Recommendations public outreach, Planning Commission and City Council workshops
- Winter 2020/Early 2021: Draft Strategy and refined recommendations, public hearings and final adoption

# Questions and Discussion

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Commercial Corridors Project Website,  
[cityofvancouver.us/CommercialCorridors](http://cityofvancouver.us/CommercialCorridors)