

Commercial Corridors Strategy Update

VANCOUVER
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WASHINGTON

March 8, 2021

City Council Workshop

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Presentation Overview and Purpose

- Review Commercial Corridors Strategy background
- Review Evergreen and Grand Corridors background, vision concepts and general recommendations, community and Planning Commission feedback, and next steps
- Obtain Council feedback and direction, particularly on potential regulatory recommendations, and policy and programmatic recommendations

Planning Commission and City Council Review

- December 2, 2019: City Council Public Hearing on temporary development moratorium
- April 1, 2020: Planning Commission Memo in lieu of workshop
- May 4, 2020: City Council Public Hearing to lift moratorium
- June 9, 2020: Planning Commission workshop
- September 14, 2020: City Council workshop
- February 23, 2021: Planning Commission workshop

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

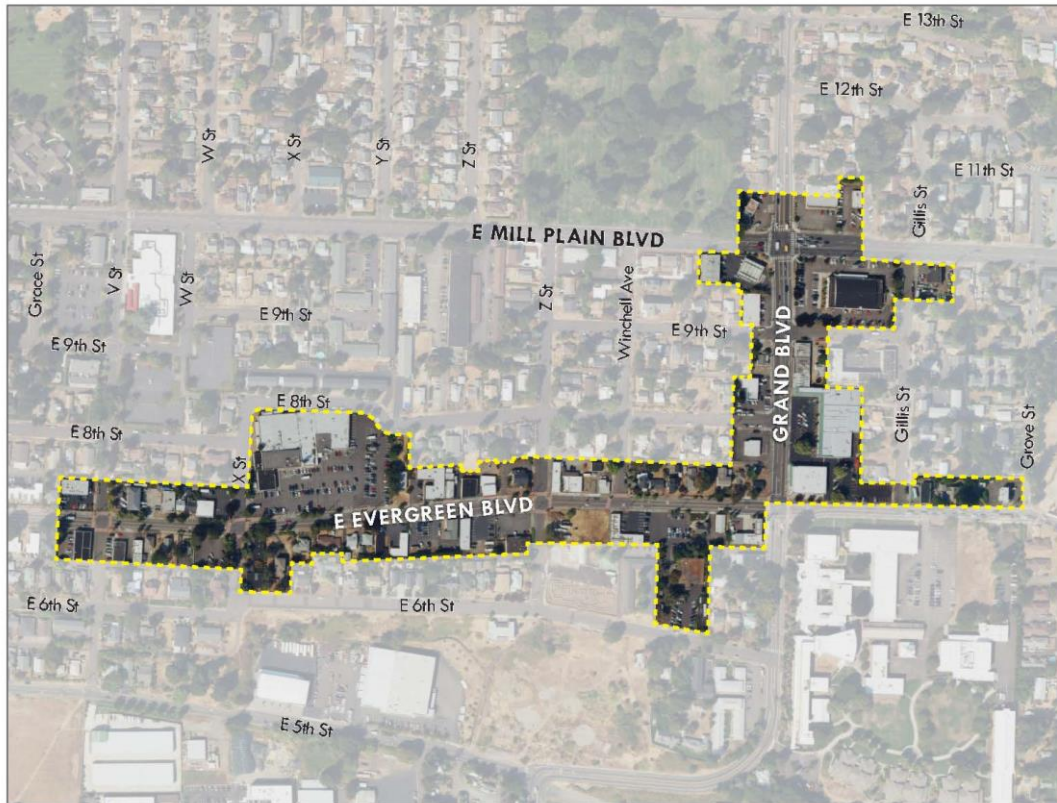


Commercial Corridors Project Outcomes

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

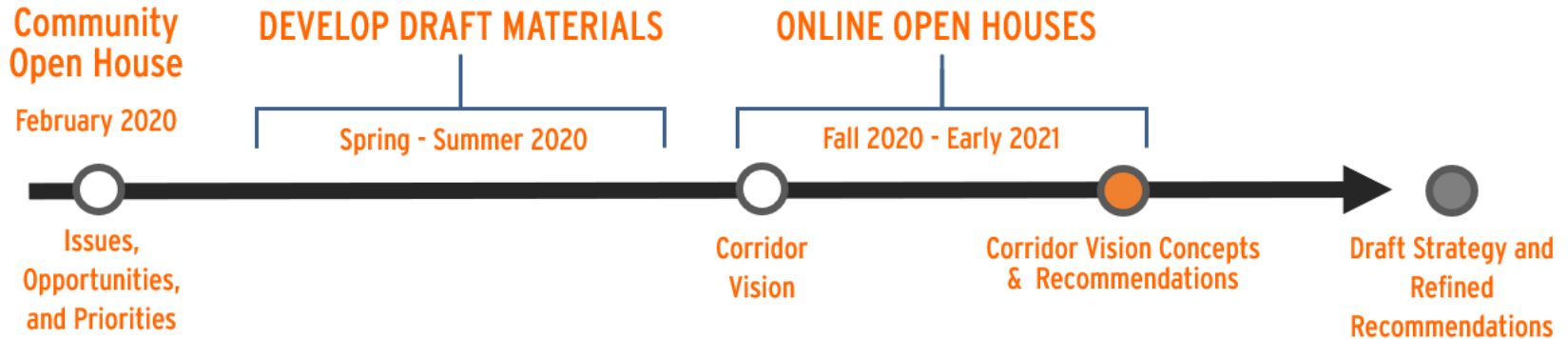
- Development of general corridor vision concepts
- Amendments and updates to zoning designations and standards related to allowed uses, building densities, building orientation in relationship to the street, and access and parking requirements
- Recommendations related to the location and density of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

Evergreen and Grand Study Area



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

Evergreen and Grand: Timeline



Issues & Opportunities Public Outreach

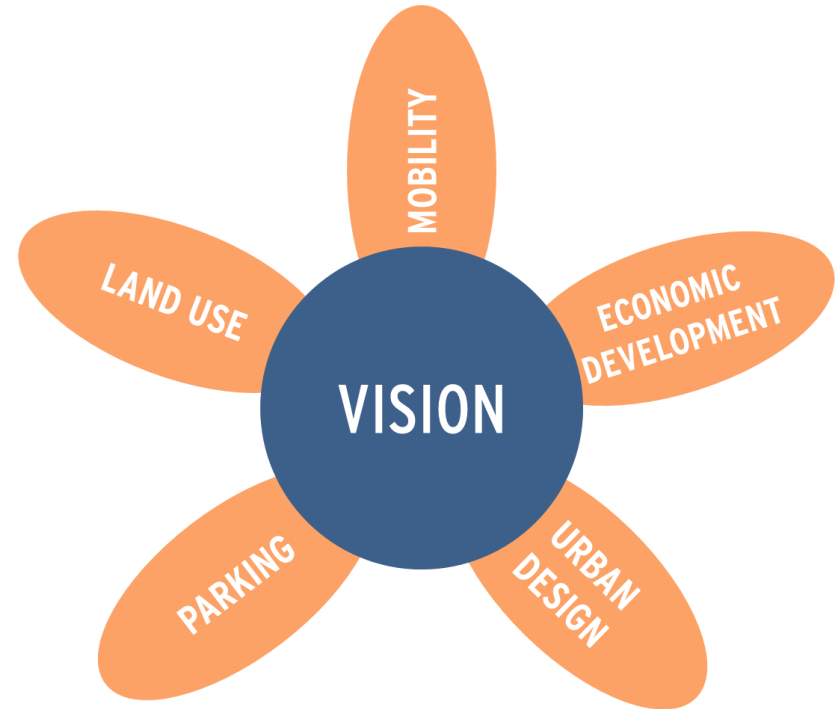


February 2020 in-person open house and online survey with 50 combined participants. Community concerns and priorities included:

- 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

Vision, Goals, & Objectives Public Outreach

- August 2020 virtual open houses and online survey to gather community feedback on the vision, goals, and objectives
- Over 40 combined participants



Vision, Goals, & Objectives Public Feedback

- Desire for a balanced mix of residential and commercial uses, community amenities, and public gathering spaces
- Maintain/build upon neighborhood character and regulate building scale
- Prioritize safer, more accessible streets for a variety of commuters
- Ensure adequate parking for new multi-family housing and commercial buildings
- Encourage local businesses that serve low- and moderate-income residents
- Existing buildings in need of repair

Vision, Goals, & Objectives

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.



GOALS

LAND USE. Strengthen current businesses while providing an appropriate mix of commercial and residential uses.

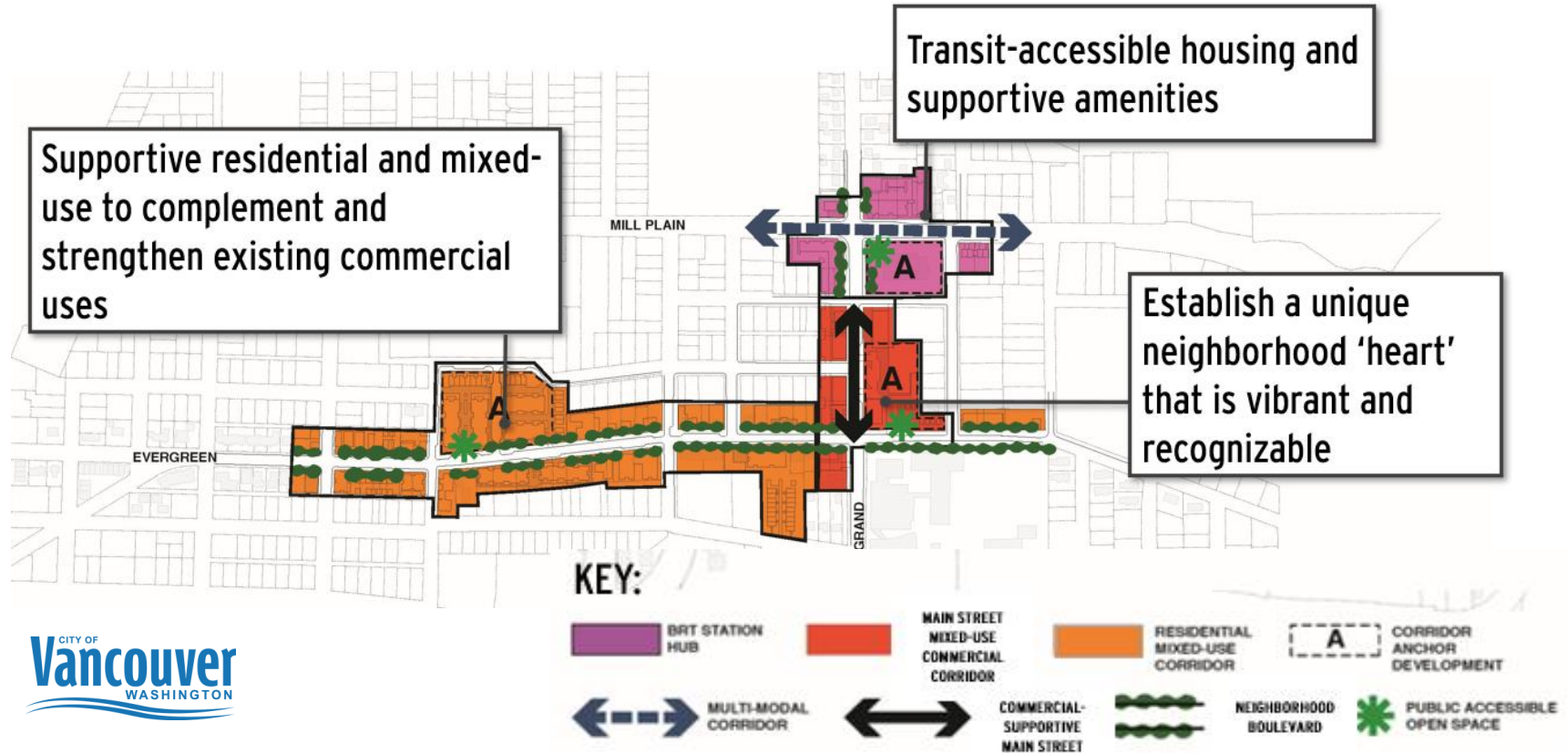
MOBILITY. Establish a balanced multi-modal network of motor vehicle, transit, walking, and biking routes through the corridors.

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

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

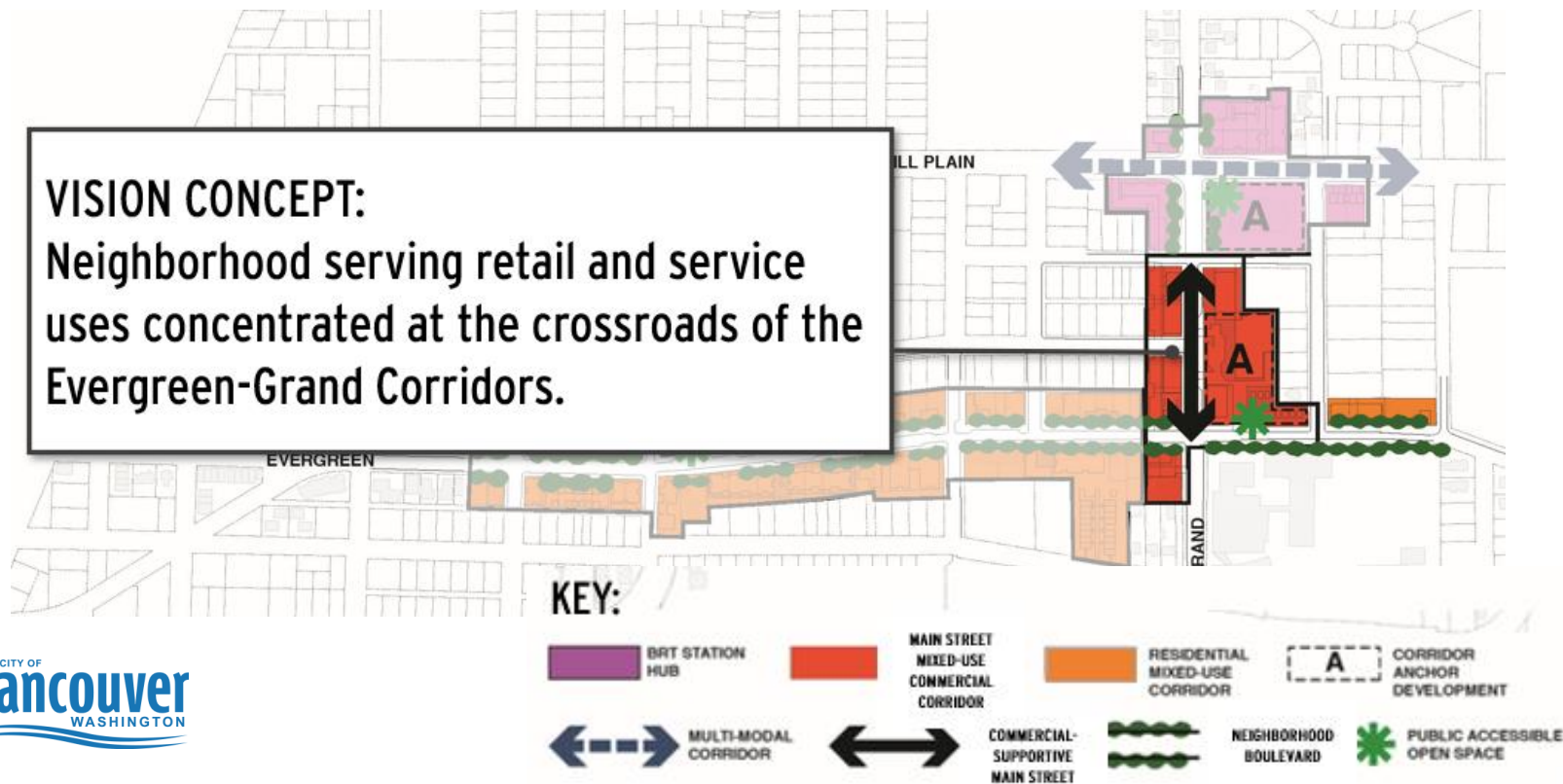
ECONOMIC DEVELOPMENT. Provide ample opportunities for small-scale, locally-owned business to thrive.

Corridor Vision Concepts

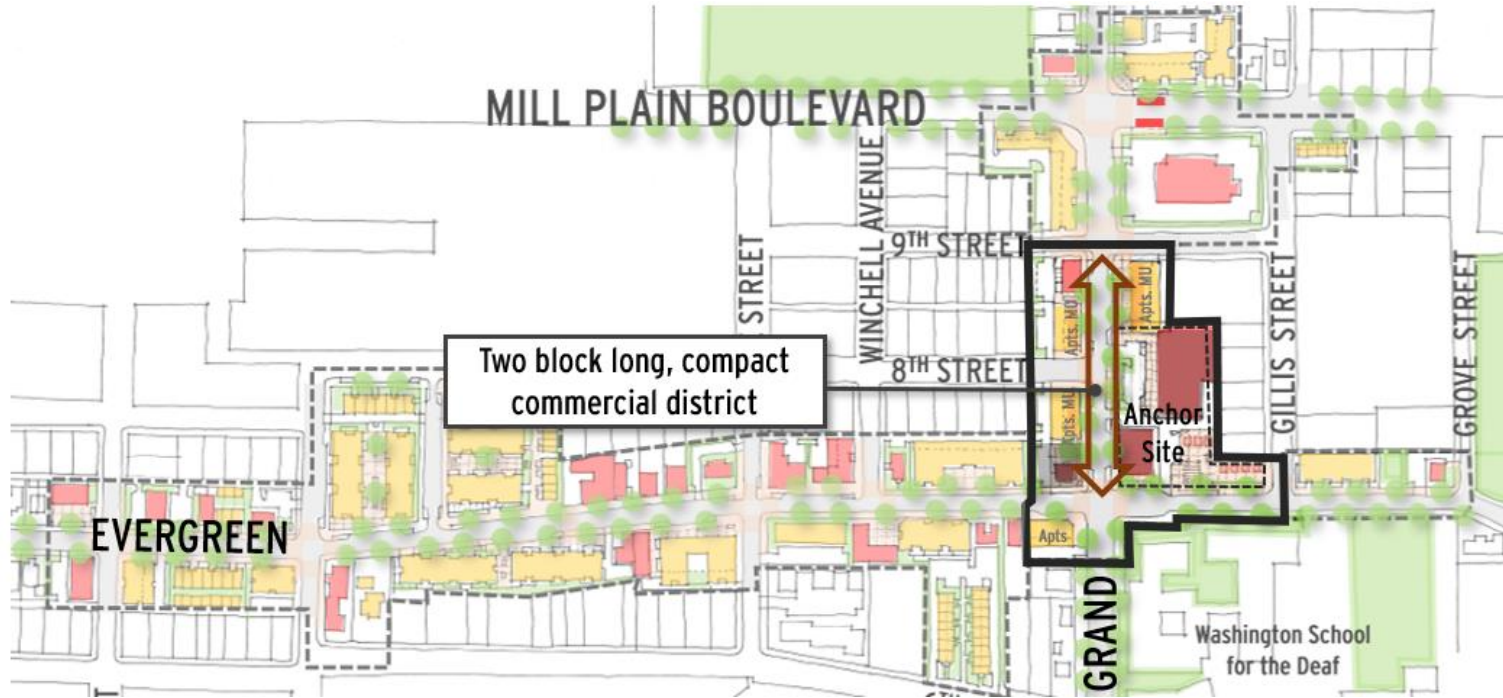


Commercial Mixed-Use Corridor

VISION CONCEPT:
Neighborhood serving retail and service uses concentrated at the crossroads of the Evergreen-Grand Corridors.



Commercial Mixed-Use Corridor



Commercial Mixed-Use Corridor

Existing shopping center



Renovated shopping center example



Commercial Mixed-Use Corridor



Commercial Mixed-Use Corridor



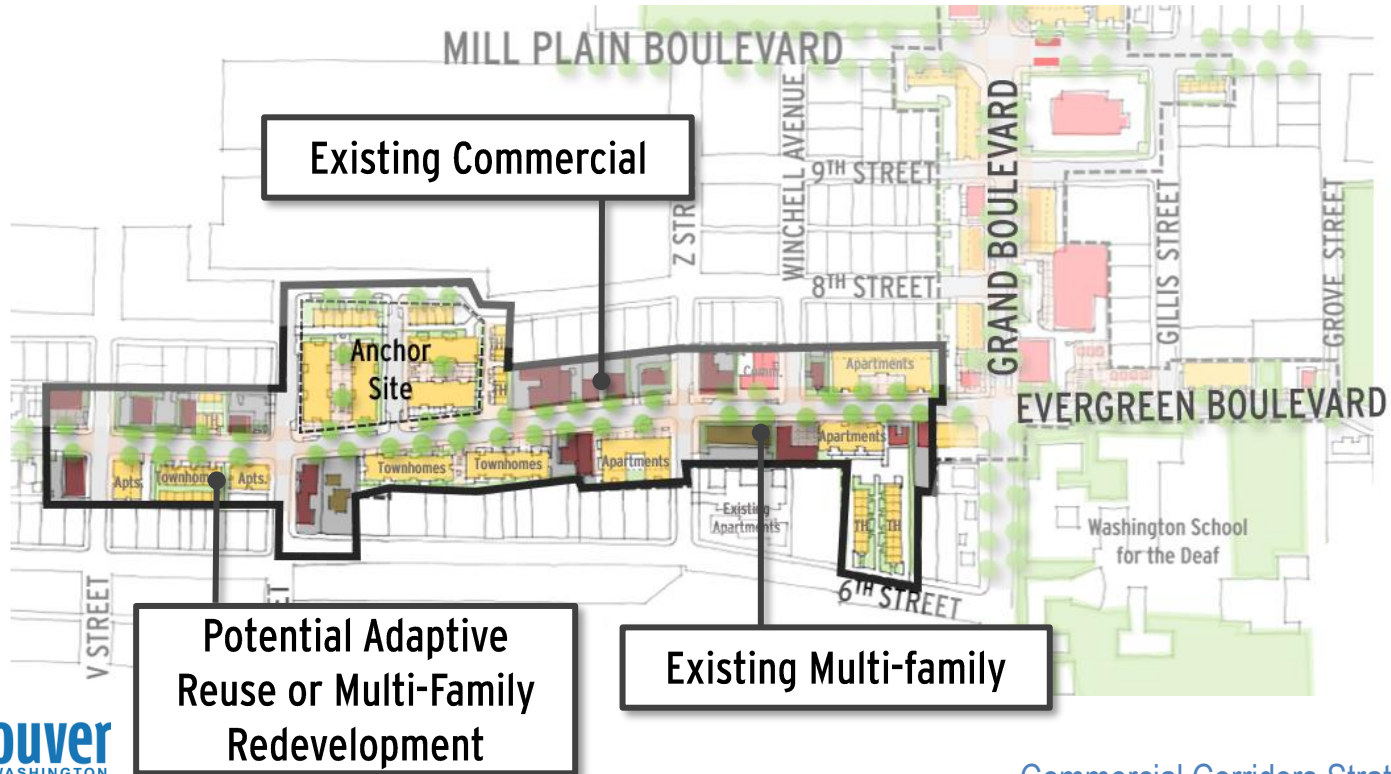
Residential Mixed-Use Corridor

VISION CONCEPT:

A residentially-focused mixed-use neighborhood boulevard that supports and strengthens existing commercial



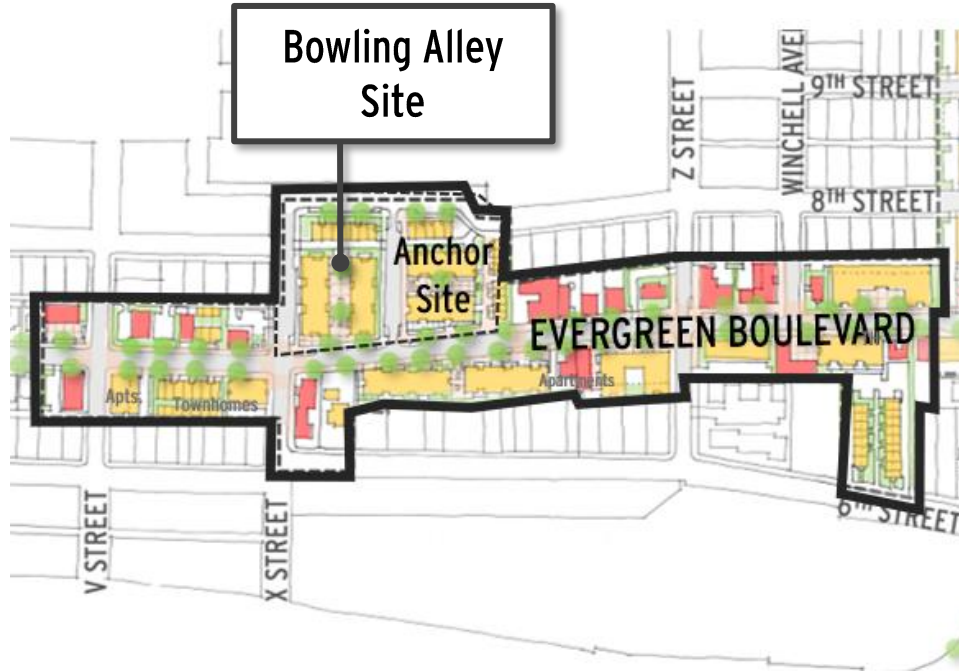
Residential Mixed-Use Corridor



Residential Mixed-Use Corridor



Residential Mixed-Use Corridor



Residential Mixed-Use Corridor

PUBLIC REALM VISION:

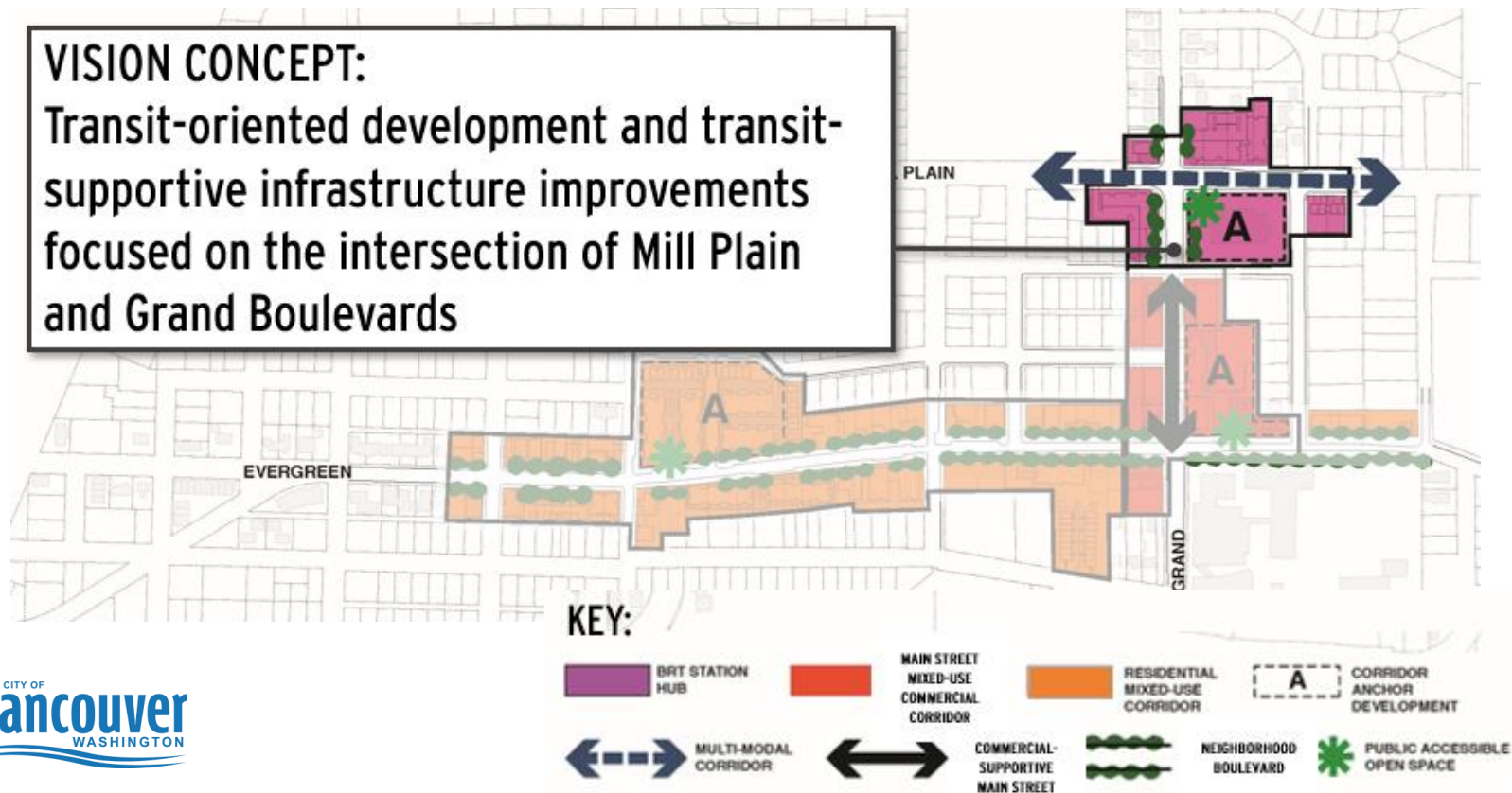
- Refocus street as a neighborhood boulevard rather than a street for commerce
- Extend/unify the streetscape character along Evergreen
- Provide additional family-oriented publicly accessible open space as part of any redevelopment project



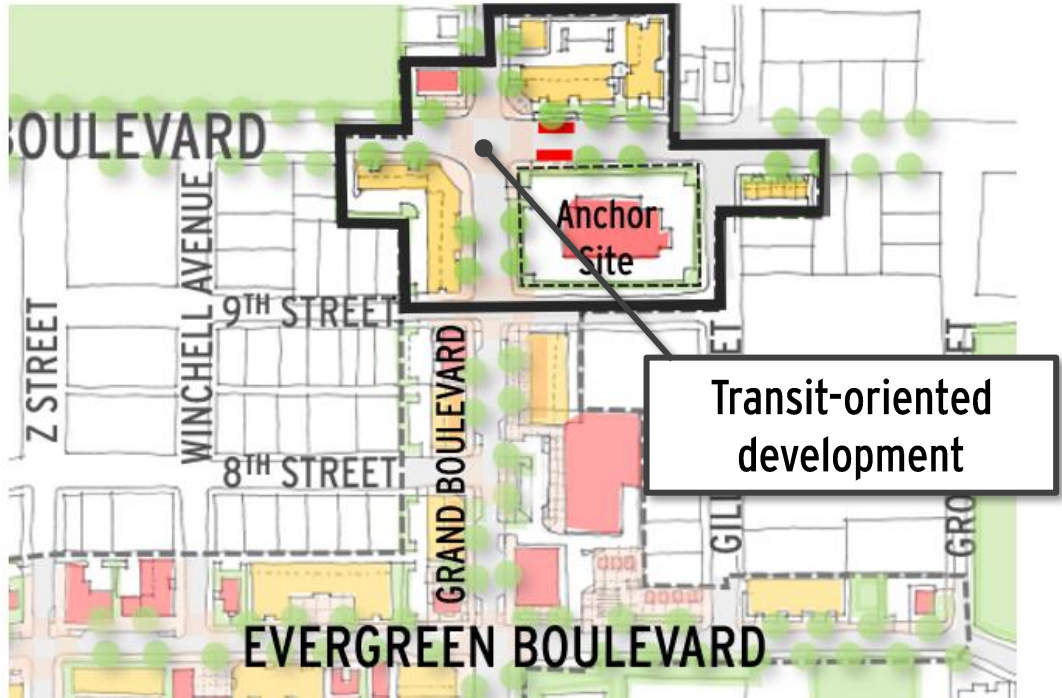
Bus Rapid Transit Hub

VISION CONCEPT:

Transit-oriented development and transit-supportive infrastructure improvements focused on the intersection of Mill Plain and Grand Boulevards



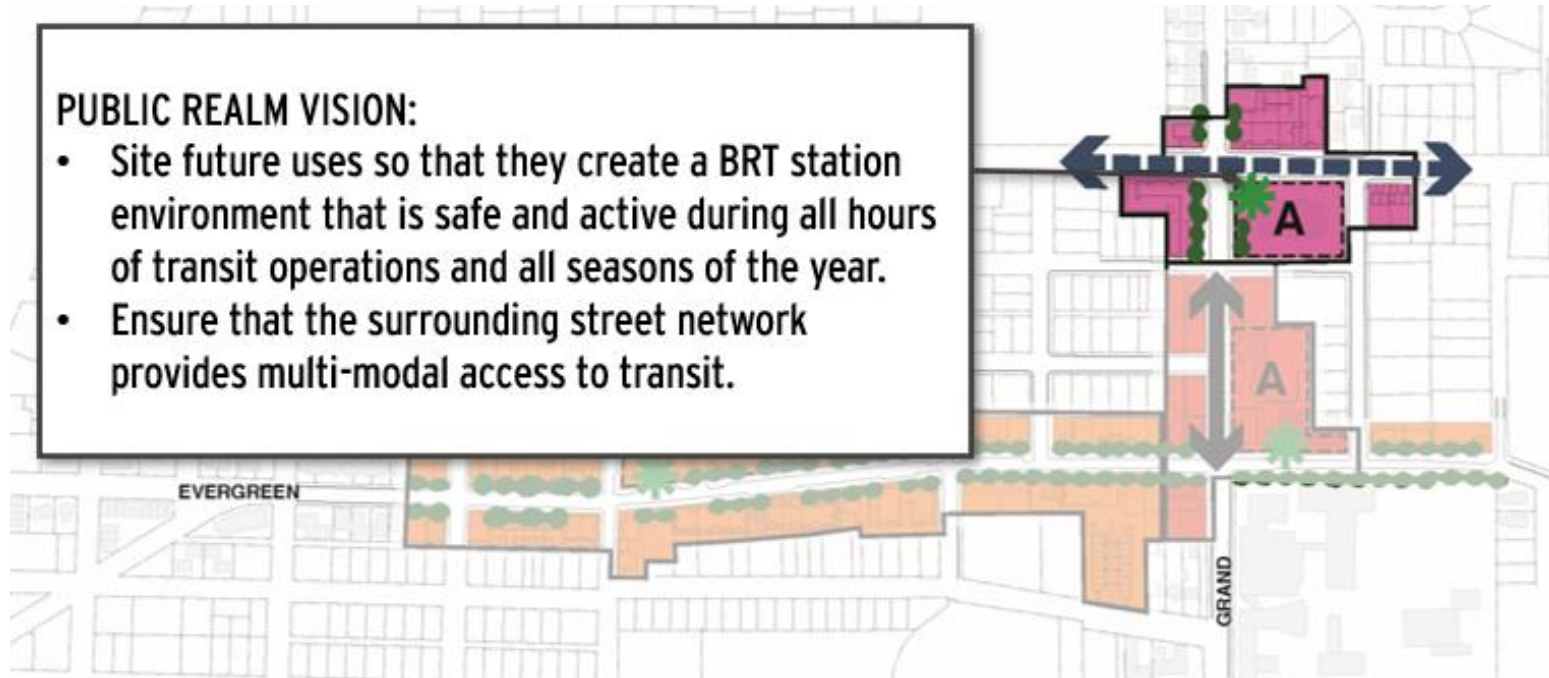
Bus Rapid Transit Hub



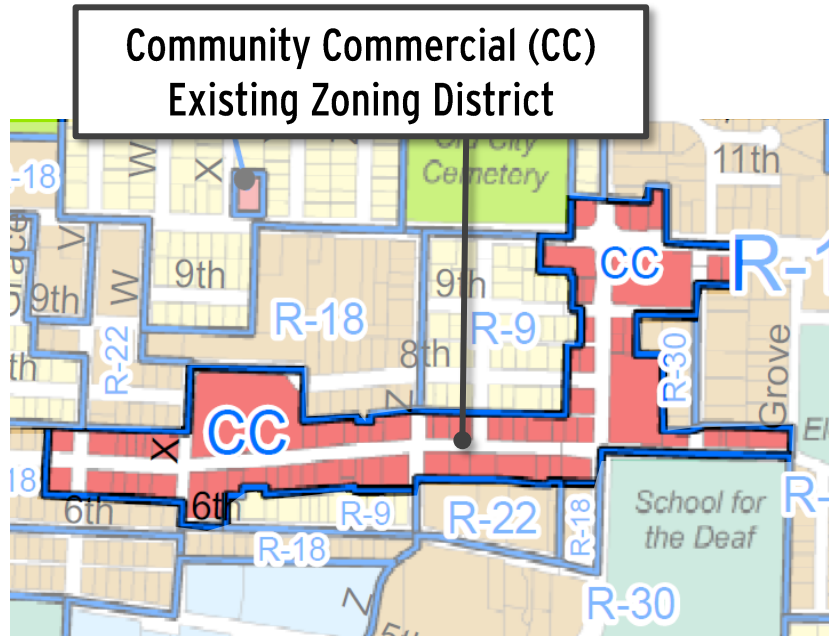
Bus Rapid Transit Hub

PUBLIC REALM VISION:

- Site future uses so that they create a BRT station environment that is safe and active during all hours of transit operations and all seasons of the year.
- Ensure that the surrounding street network provides multi-modal access to transit.



Existing Community Commercial (CC) Zoning



Existing Community Commercial Zone

- Intended to provide for retail goods and services purchased regularly by residents of several nearby neighborhoods.
- Current regulations and allowed uses do not support development that meets the zone's intent or the vision and goals established through this process.

Existing CC Zoning Regulations

- Allowed uses include limited types of residential; limited lodging; office; general retail including less-restrictive uses such as drive-thru banks and credit unions, big-box retail, etc.; motor vehicle repair, sales/rental, and gas stations; self-storage
- 10-foot minimum front setback
- Maximum building height of 50 feet (4 stories)

Existing CC Zoning Regulations

Current off-street minimum parking requirements for residential uses

Residential Use	Minimum Off-Street Parking Requirements
Single-family	1/1
Multi-family	1.5/1

Existing CC Zoning Regulations

Current minimum off-street parking requirements for non-residential uses

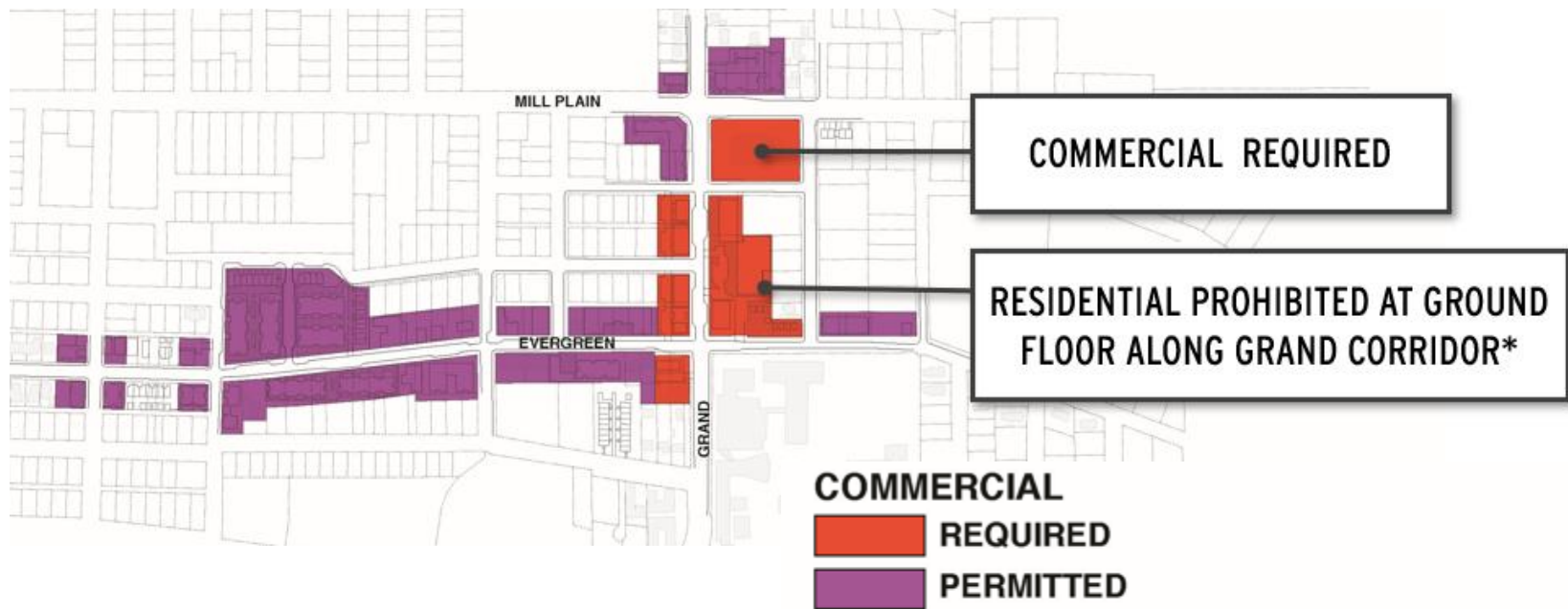
Land Uses		
Office	Commercial	
General: 1/400 sf Medical: 1/200 sf	General Retail	1/300 sf
	Eating/drinking establishments	1/250 sf

General Regulatory Recommendations

Create an overlay for the study area that includes the following development regulations to ensure the intent and community vision is met:

- Ground floor commercial requirements
- Building height limitations
- Minimum off-street parking requirements
- Minimum setback, building transparency, and front door access requirements to achieve an ‘active edge’ at the ground floor

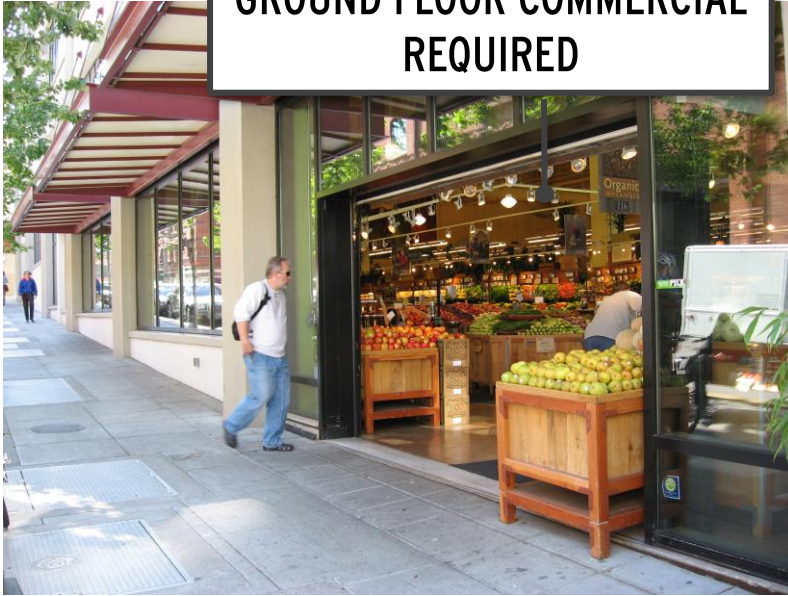
Ground Floor Commercial Requirements



*EXCLUDING RESIDENTIAL LOBBIES AND EXISTING CIRCULATION

Ground Floor Commercial Requirements

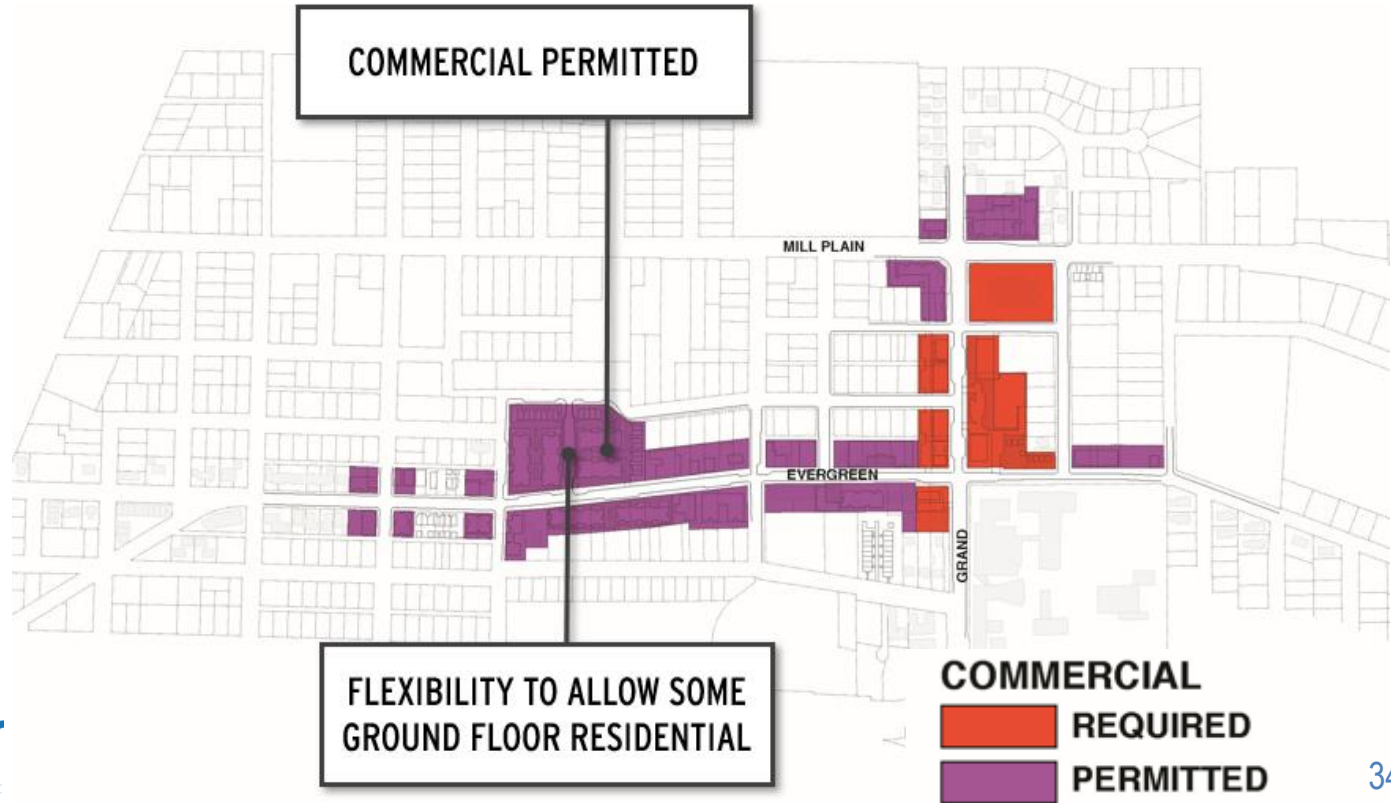
GROUND FLOOR COMMERCIAL
REQUIRED



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Ground Floor Commercial Requirements



Ground Floor Commercial Requirements

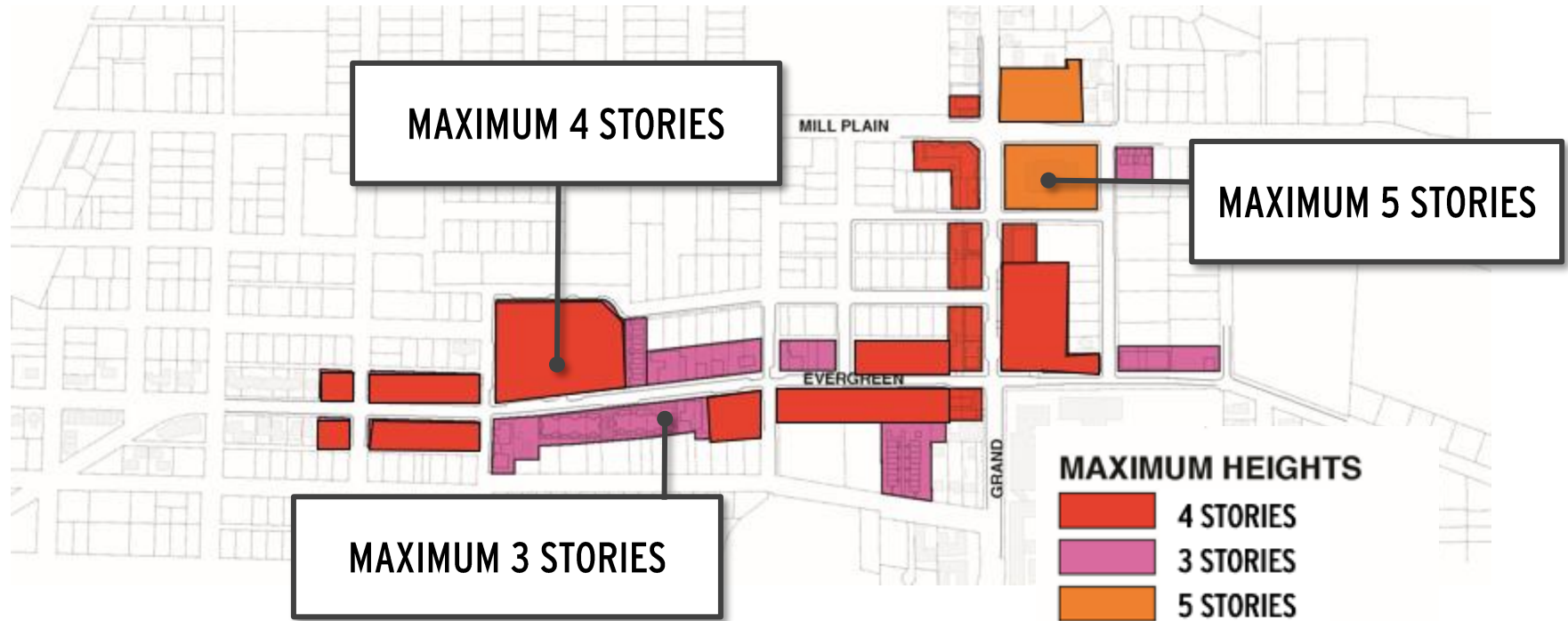
**RESIDENTIAL USE WITH
VERTICALLY MIXED LIVE WORK
COMMERCIAL**



**RESIDENTIAL USE WITH
HORIZONTALLY MIXED
COMMERCIAL**



Building Height Limitations



Building Height Limitations

3 Stories



Building Height Limitations

4 Stories

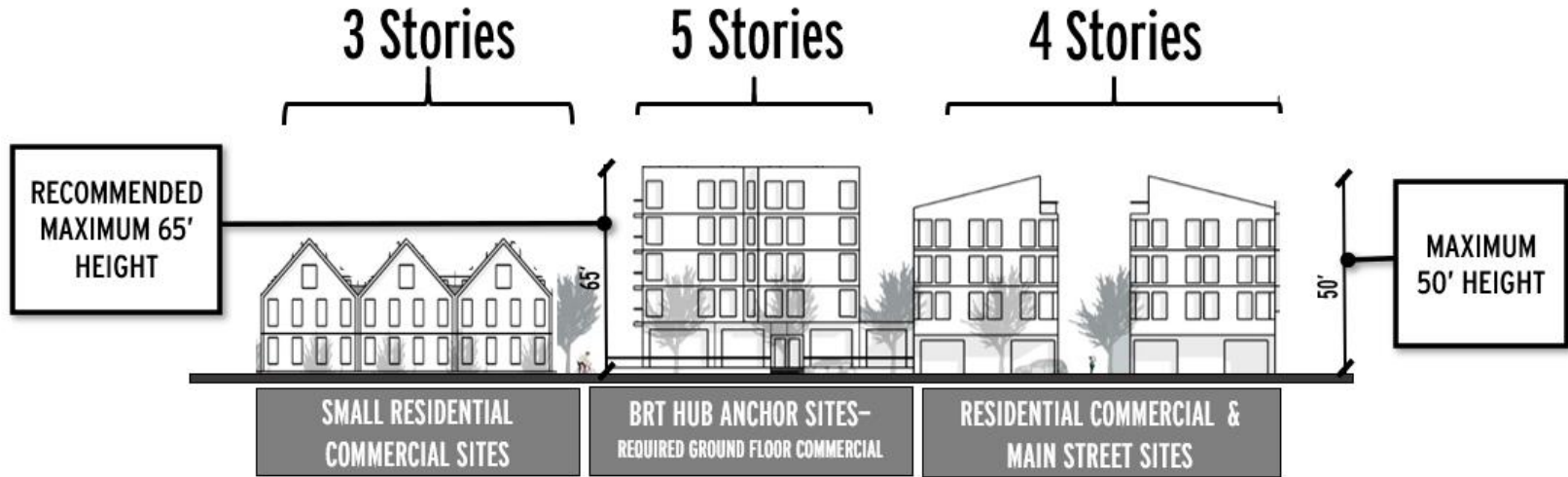


Building Height Limitations

5 Stories

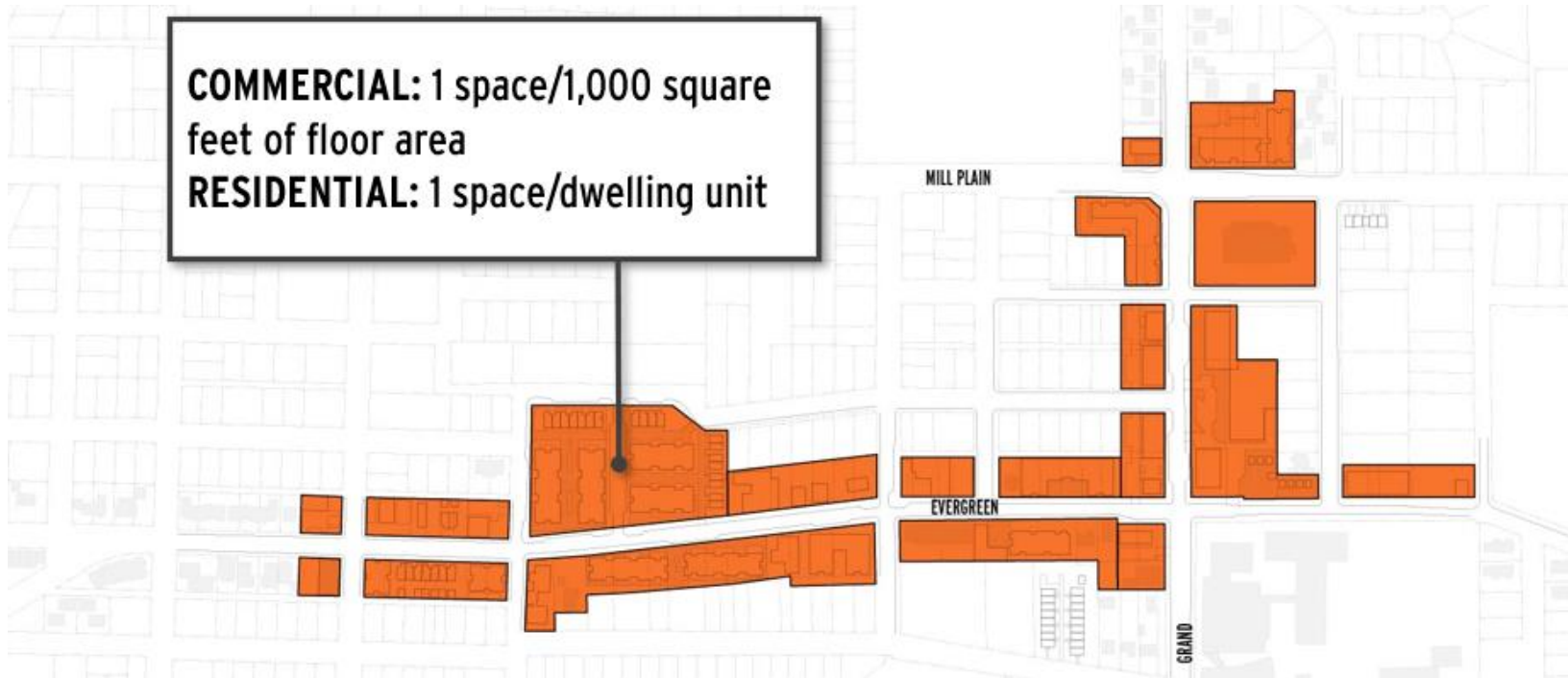


Building Height Limitations

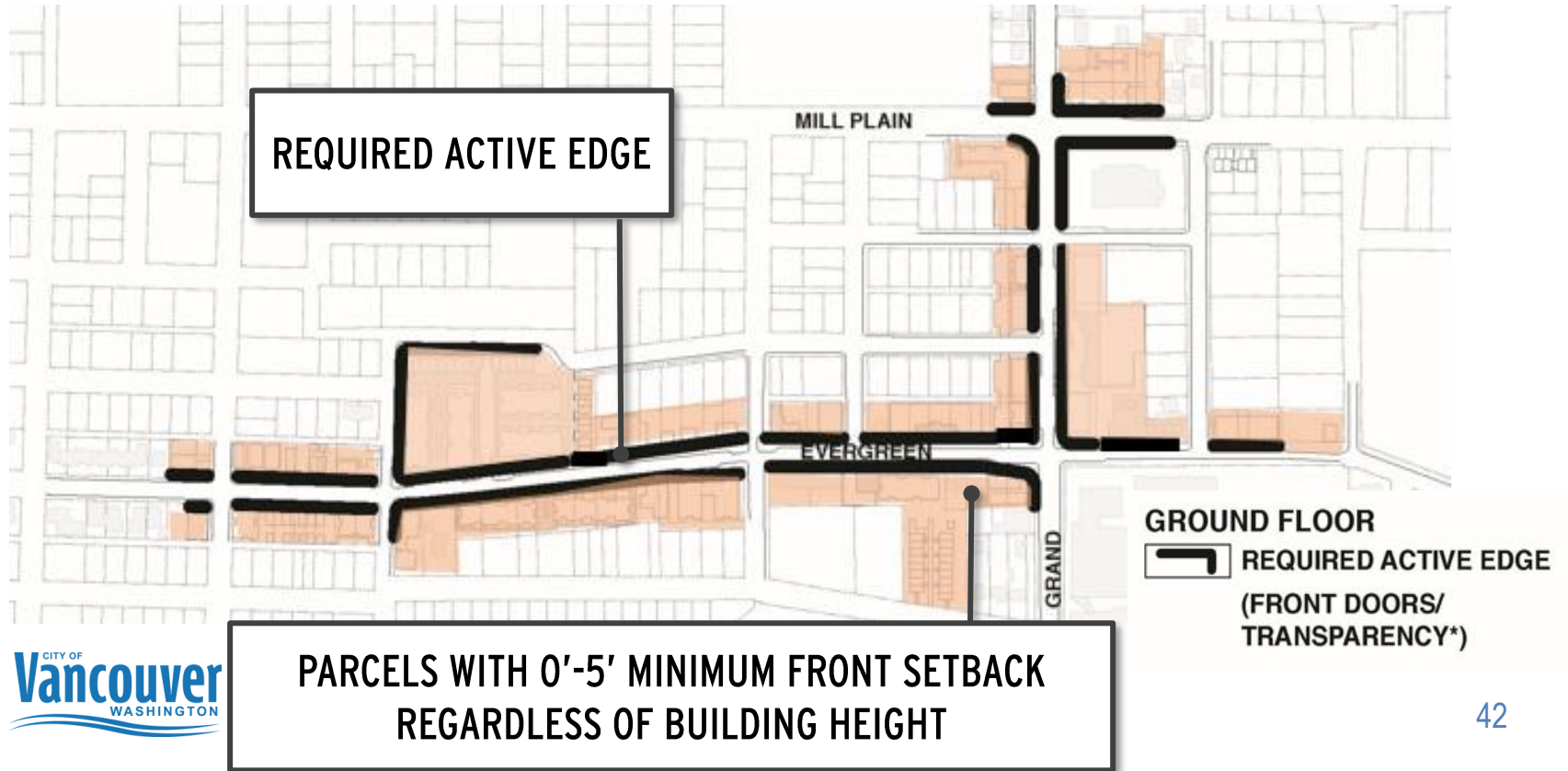


Minimum Off-Street Parking Requirements

COMMERCIAL: 1 space/1,000 square feet of floor area
RESIDENTIAL: 1 space/dwelling unit

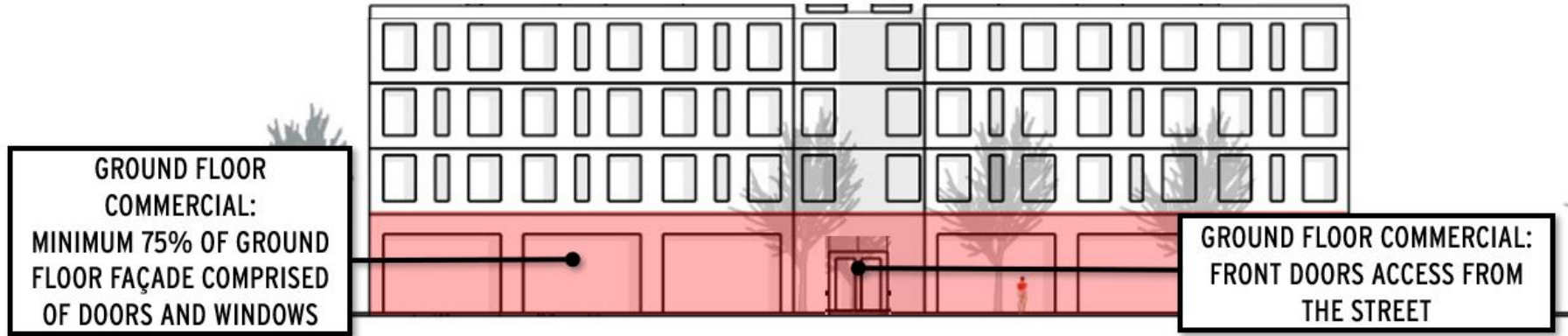


Active Edge Development Standards



Active Edge Development Standards

COMMERCIAL ACTIVE EDGE

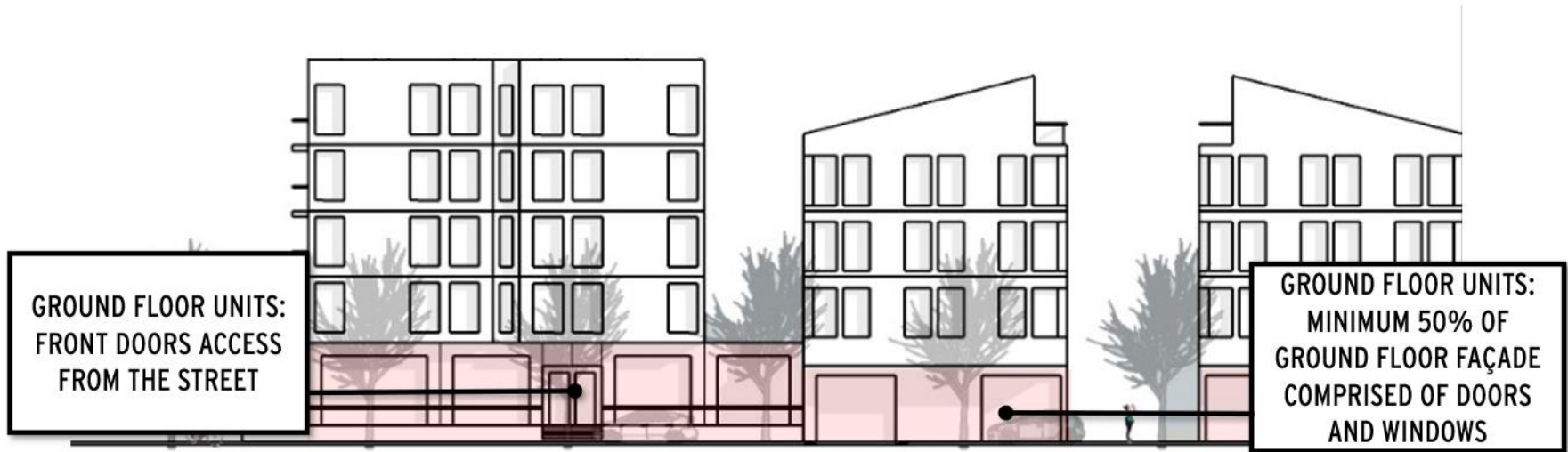


Active Edge Development Standards



Active Edge Development Standards

RESIDENTIAL ACTIVE EDGE



Active Edge Development Standards



Community Feedback

- Support for an improved streetscape with wider sidewalks, greenery, and trees, and more public amenities and community gathering spaces
- Support for grants, funding assistance, and incentives to support existing and new small businesses
- Desire for local businesses rather than chains
- Continue to accommodate and encourage ground floor commercial along Evergreen Boulevard
- Desire for a local grocer in the BRT Hub
- Maintain economic diversity and a variety of housing types

Community Feedback

- Concerns about ‘canyoning’ with building heights taller than 3-4 stories, particularly along Evergreen Boulevard, and potential conflicts with Pearson Airport airspace
- Ensure adequate parking for new development, specifically multi-family
- Maintain affordability and prevent gentrification and displacement
- Concern that higher-density development is out of scale, and an emphasis on maintaining neighborhood character
- Need for right-of-way/streetscape improvements to support a walkable pedestrian environment

Stakeholder Feedback

- Concern about market feasibility of new commercial and prohibiting certain land uses the corridors, such as drive-thrus
- Desire to maintain neighborhood character and promote an appropriate style and intensity of development, including lower building heights at Evergreen-Grand intersection
- Encourage non-mixed use housing stock
- Ensure adequate parking for new development
- Support for flexibility along Evergreen to existing ground floor commercial requirement
- Ensure right-of-way/streetscape recommendations promote accessibility for people of all abilities and an inclusive pedestrian environment

Other Implementation Recommendations

- Create a business district organization to support art, events, and other placemaking activities
- Develop corridor design guidelines for new development
- Extension of the MFTE program calibrated to implement the vision
- Streetscape and roadway recommendations to feed into the Transportation System Plan update
- Other programs and tools to strengthen existing and new local and small businesses, discourage gentrification and displacement,, mitigate ongoing impacts of the coronavirus pandemic

February 2021 Planning Commission Feedback

- General support for proposed building heights, consider impacts of winter shadows
- Support for focusing commercial development on Grand, and allowing flexibility in ground floor commercial requirement along Evergreen
- Concern about requiring ground floor commercial on Evergreen. Need for strategies to address achieving a balance in this area
- Need for a signage program on Grand and design review for the study area
- Consider recommendations for other city investments to support future development
- Consider proactive neighborhood traffic monitoring as part of recommendations
- Consideration of cut-through traffic on side streets, potential for sharrows on Evergreen to help slow traffic, and accommodating emerging trends in transportation

Next Steps

- Spring/Summer 2021: Planning Commission and City Council workshops on the draft Strategy report and refined recommendations
- Fall 2021: Anticipated public hearings for adoption of Strategy
- Specific code language and other short-term implementation measures following Strategy adoption

Questions and Discussion

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Commercial Corridors Project Website,
cityofvancouver.us/CommercialCorridors