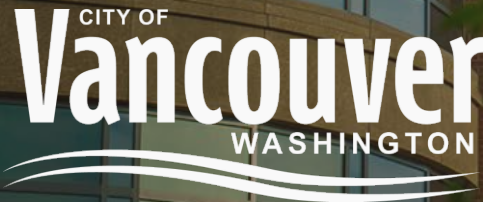


# Commercial Corridors Strategy – Evergreen and Grand Boulevards



September 20, 2021  
City Council Workshop

Bryan Snodgrass, Principal Planner, Community  
and Economic Development Department

# Presentation Overview and Purpose

- Review Commercial Corridors project background
- Review and provide feedback on Evergreen and Grand Boulevards Strategy Public Comment Draft
- Review next steps for finalization and adoption of Strategy document, and follow-up implementing standards in 2022

# Process to date

- City Council review on December 2, 2019 and May 4, 2020 (adoption and subsequent lifting of temporary development moratorium); Council workshops on September 14, 2020 and March 8, 2021
- Planning Commission memorandum on April 1, 2020. Workshops on June 9, 2020 and February 23, 2021
- Community in-person open house on February 13, 2020. Virtual open houses on August 26 and 27, 2020, and February 4, 2021

# Commercial Corridors Strategy

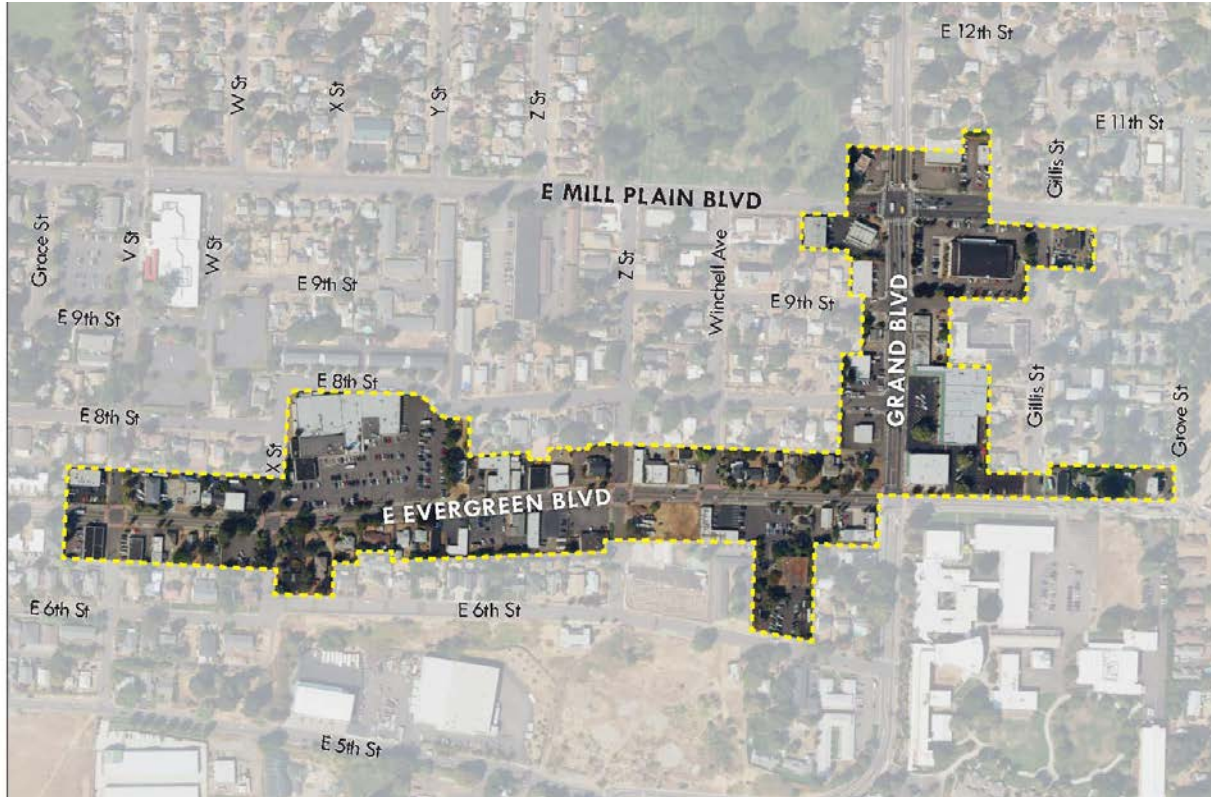
A community planning process intended to:

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





# Evergreen and Grand Study Area



- Fine-grained development pattern
- Smaller-scale buildings oriented to the street, particularly on Evergreen Blvd.
- Older commercial buildings and streetfront single-family homes

# Community Input

February 13, 2020 in-person open house and online survey:

- Concerns about out-of-character development, poor appearance/disrepair of the public realm and existing buildings.
- Desire for more local eating/drinking establishments, small-scale retail, and neighborhood-serving amenities and services.



# Community Input

## August 26 and 27, 2020 virtual open houses:

- General agreement on vision/goals
- Specific concerns about existing buildings condition, traffic speeds on Grand, and general public safety.
- Desires for multi-modal upgrades on Evergreen, traffic calming on Grand, and community gathering spaces including local grocery and/or farmers market.
- Expressed need adequate parking for retail and residential development, and desire to continue existing character, and provide connections and wayfinding to other areas.

# Community Input

## February 4, 2021 virtual meeting:

- Support for improved streetscape with wider sidewalks, greenery, and trees, and more public amenities and gathering spaces.
- Support for local businesses rather than chains through funding assistance and incentives. Concerns about maintaining affordability and avoiding displacement.
- Support of economic diversity and range of housing types.
- Concerns about higher density development being out of scale and character. Support for adequate parking to avoid neighborhood spillover.
- At BRT hub, support for local grocer. On Evergreen Blvd, support for ground floor commercial, and concerns about building heights beyond 3-4 stories.



# 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.

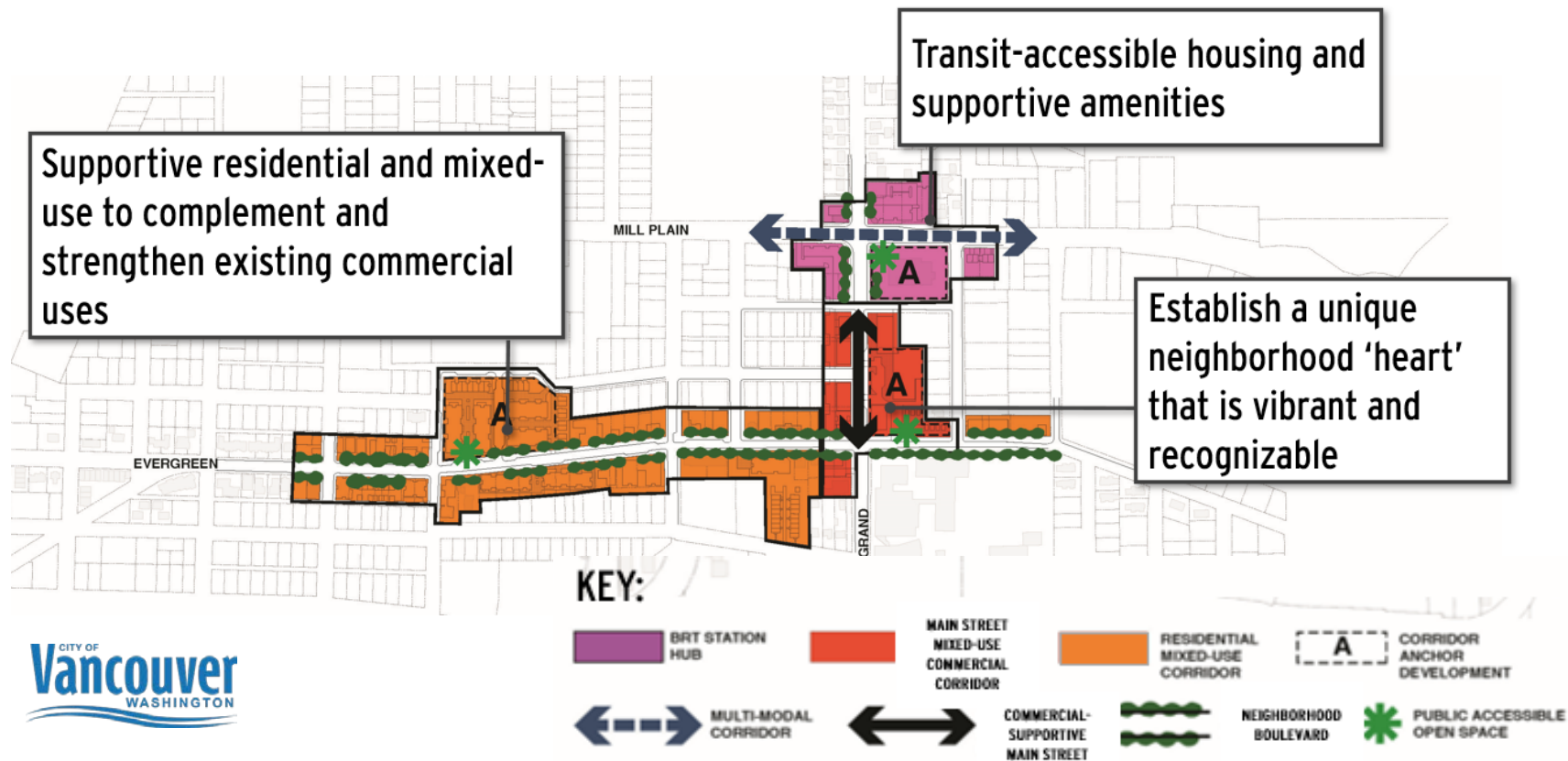
**MOBILITY.** Establish a balanced multi-modal network of motor vehicle, transit, walking, and biking routes through the corridors.

**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.

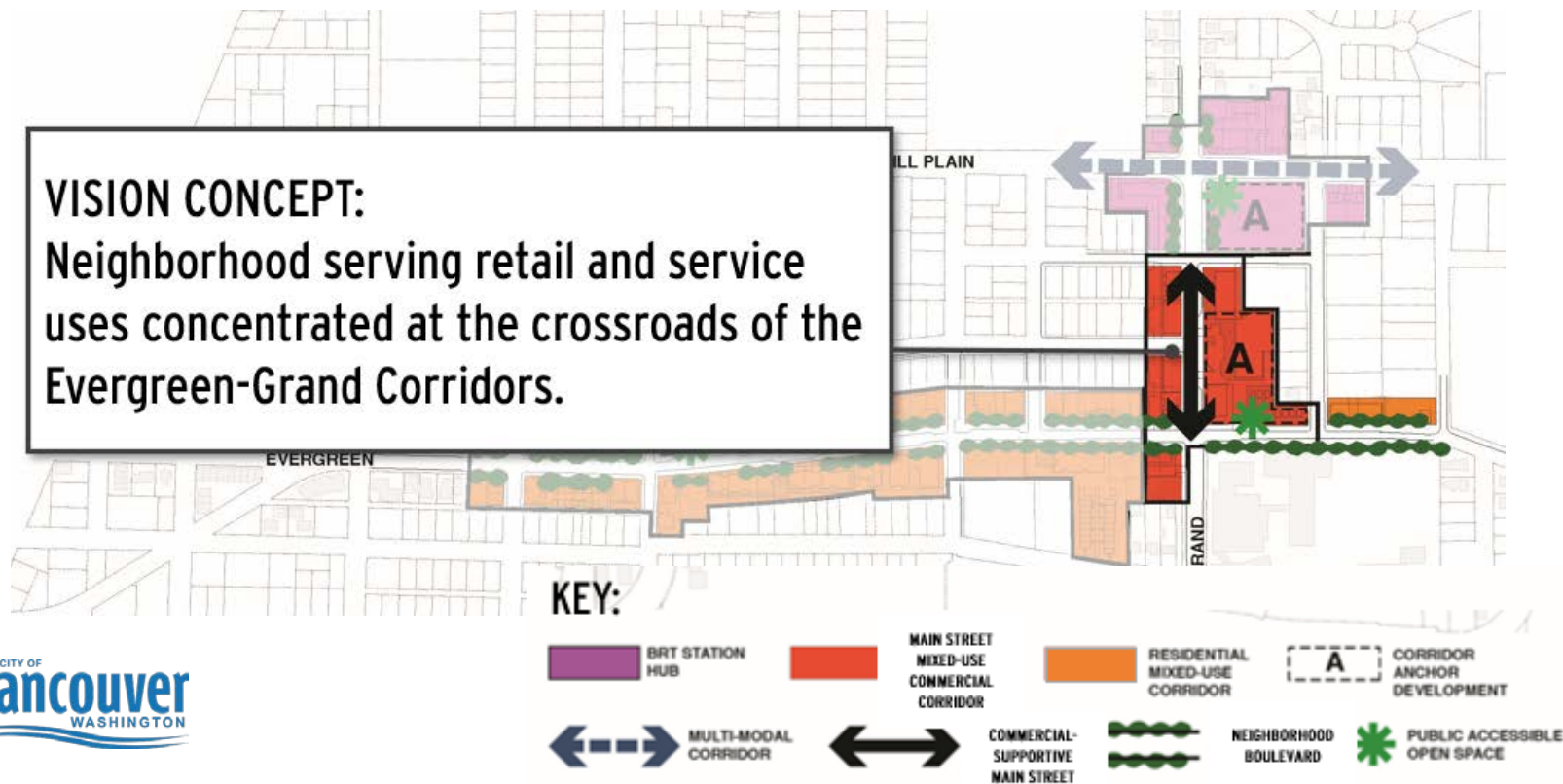
**ECONOMIC DEVELOPMENT.** Provide ample opportunities for small-scale, locally-owned business to thrive.

# Corridor Vision Concepts – Three Subdistricts

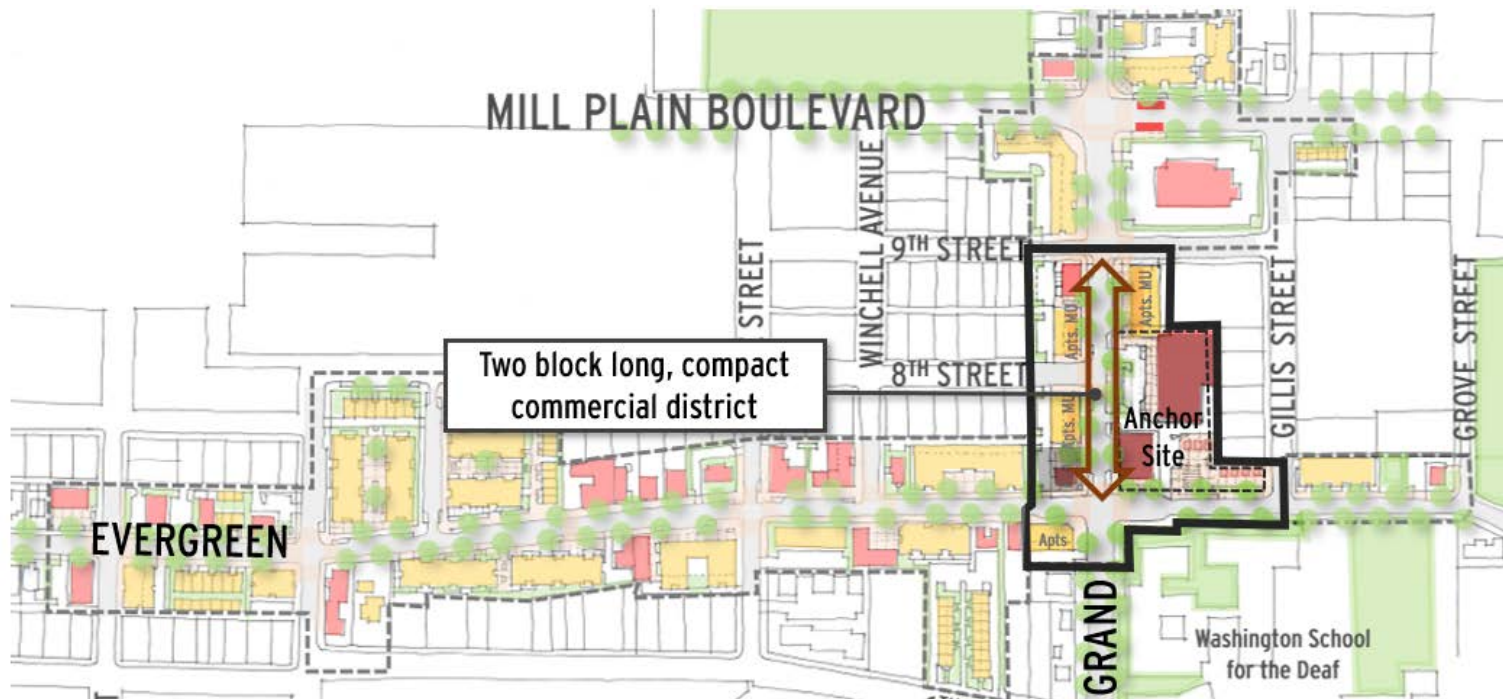


# Commercial Mixed-Use Corridor

**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



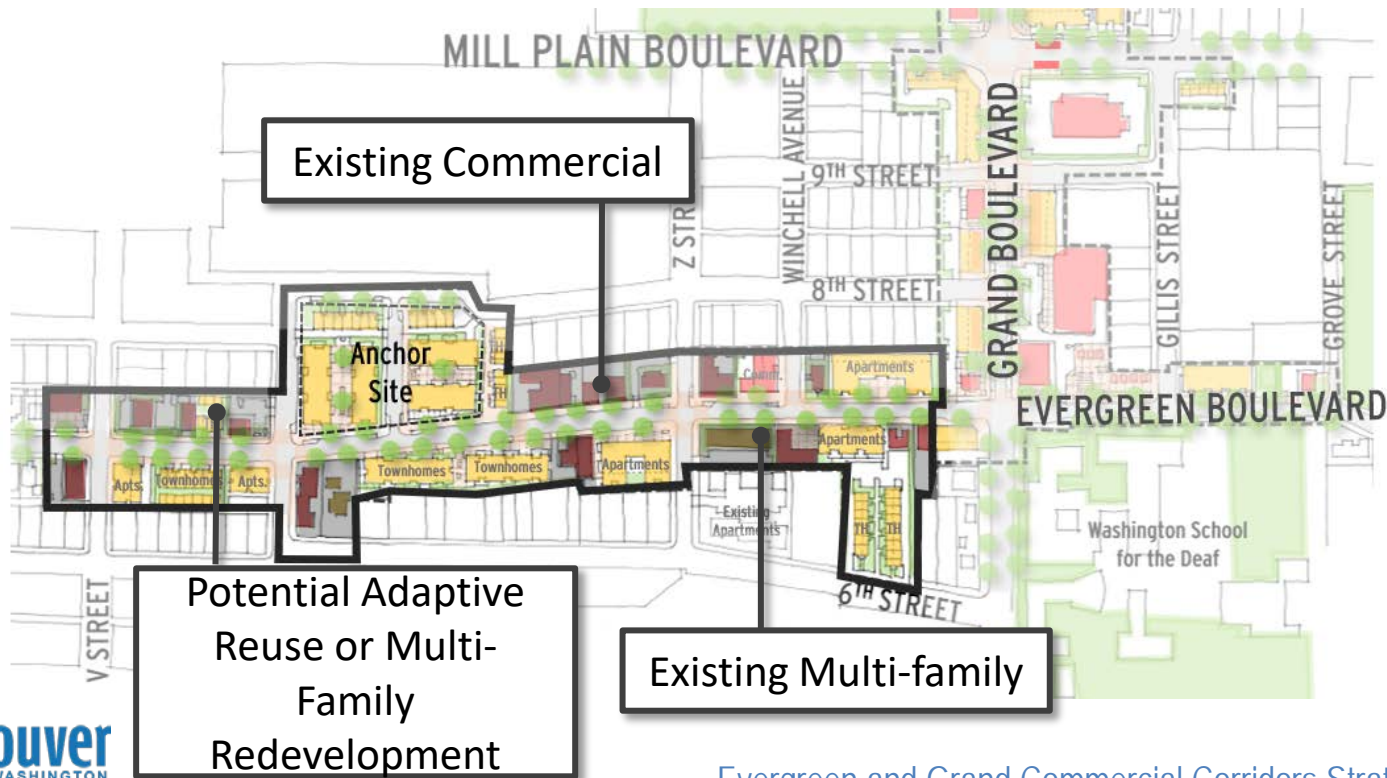
# Residential Mixed-Use Corridor

## VISION CONCEPT:

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



# Residential Mixed-Use Corridor



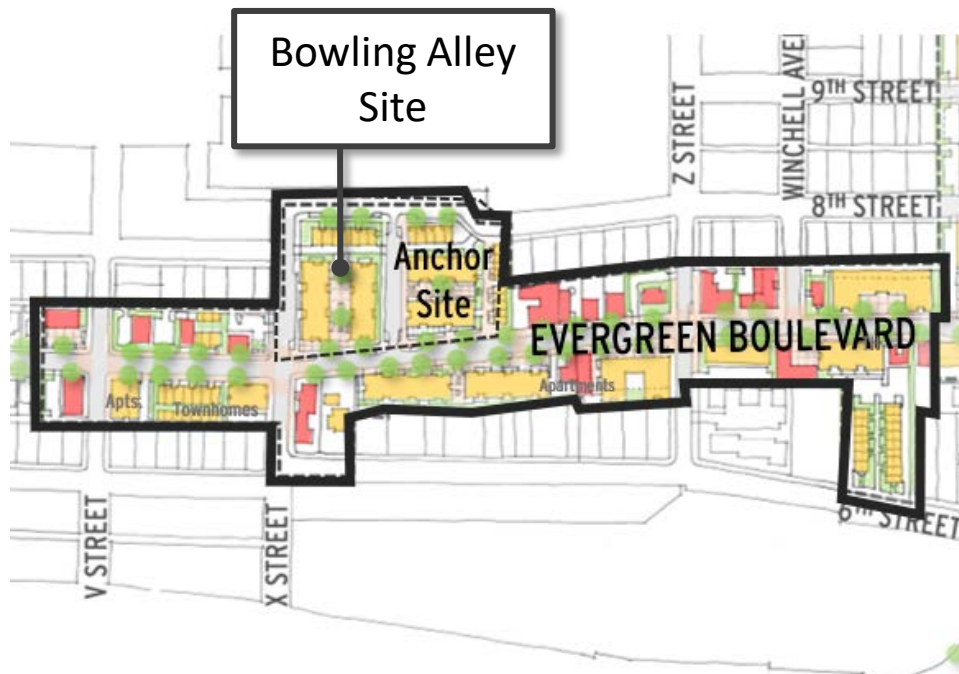


# Residential Mixed-Use Corridor





# Residential Mixed-Use Corridor



# Residential Mixed-Use Corridor

## PUBLIC REALM VISION:

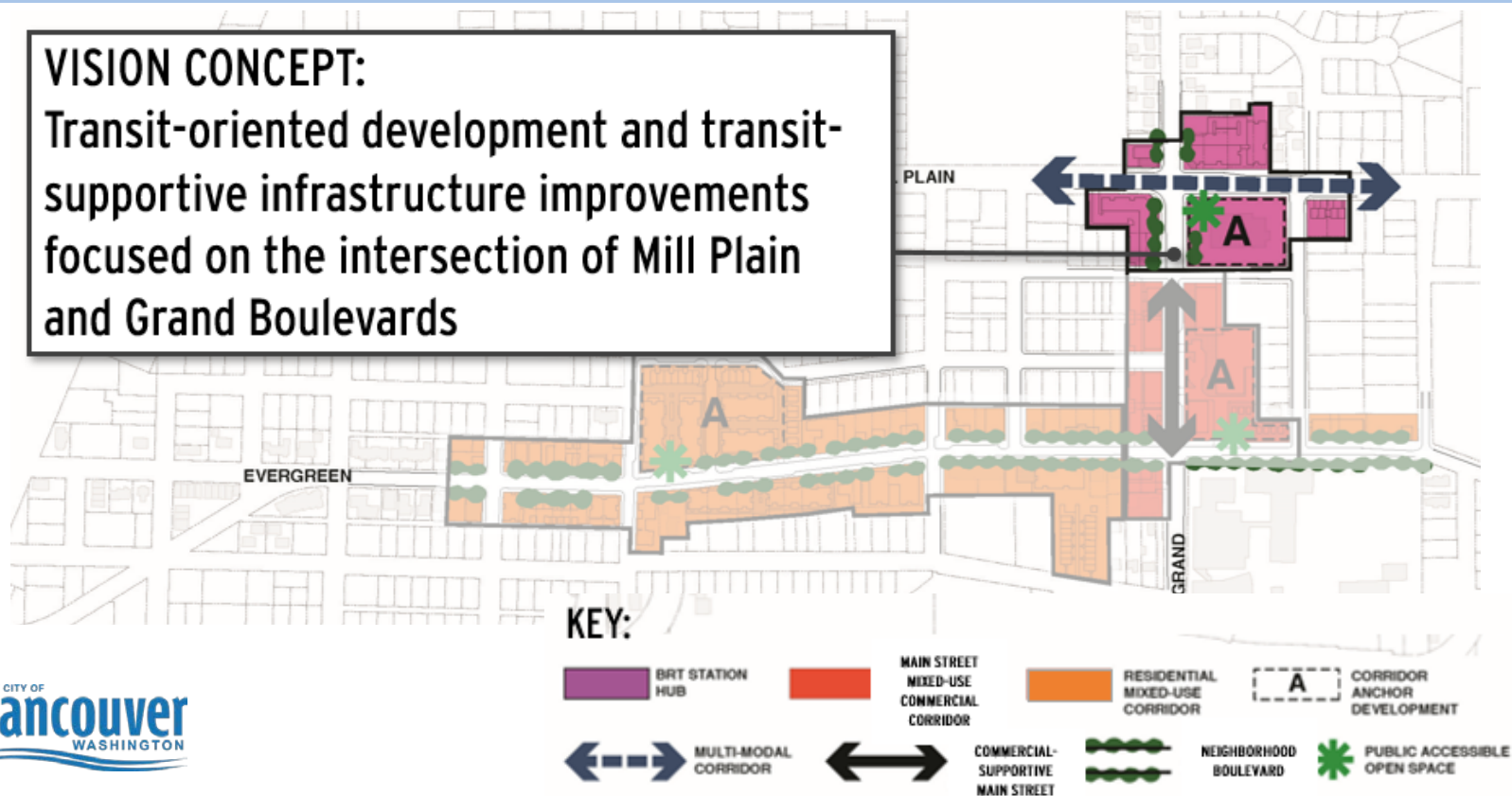
- Refocus street as a neighborhood boulevard rather than a street for commerce
- Extend/unify the streetscape character along Evergreen
- Provide additional family-oriented publicly accessible open space as part of any redevelopment project



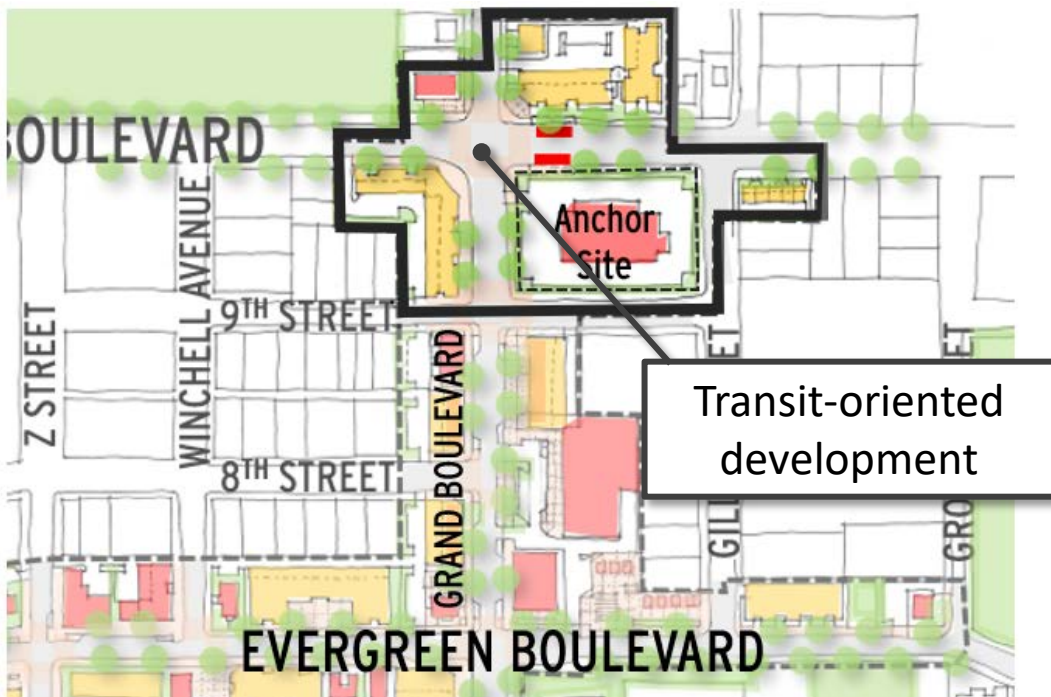
# Bus Rapid Transit Hub

## VISION CONCEPT:

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



# Bus Rapid Transit Hub

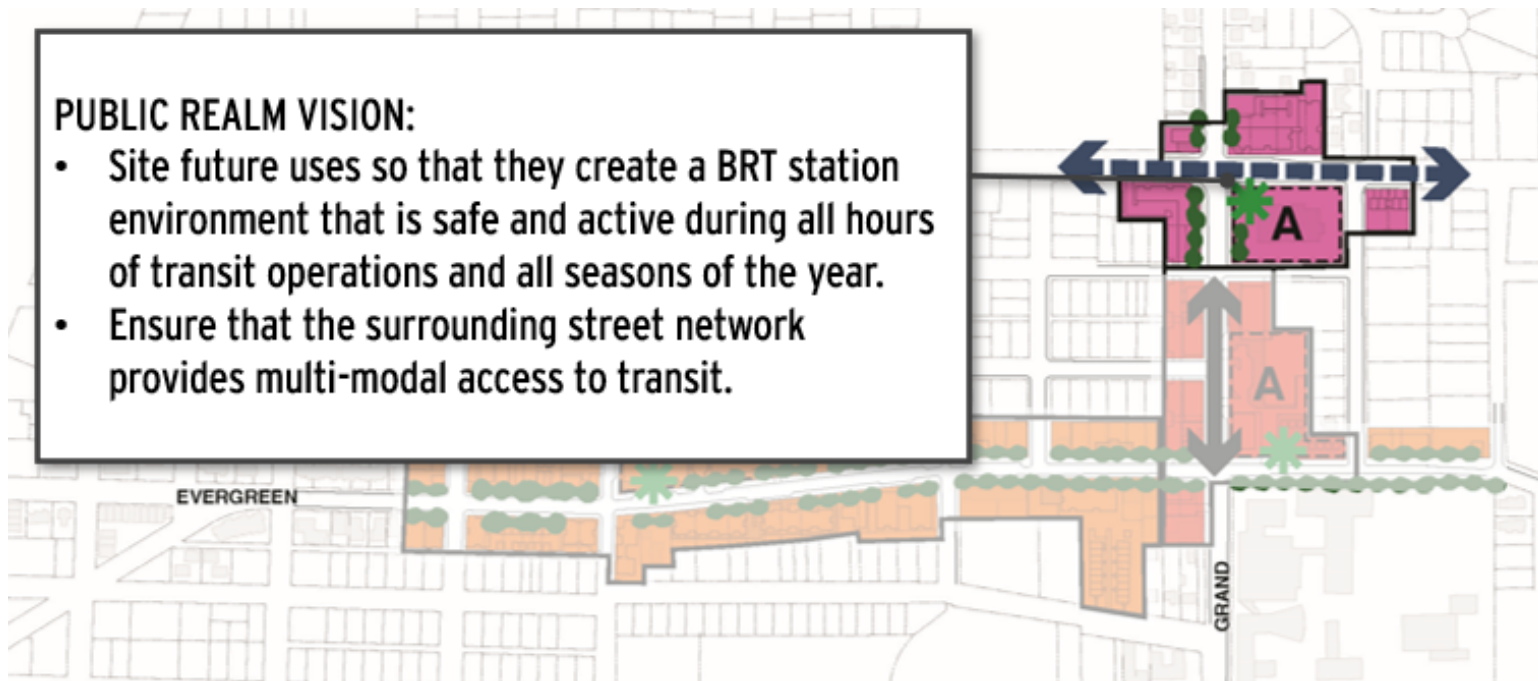




# Bus Rapid Transit Hub

## PUBLIC REALM VISION:

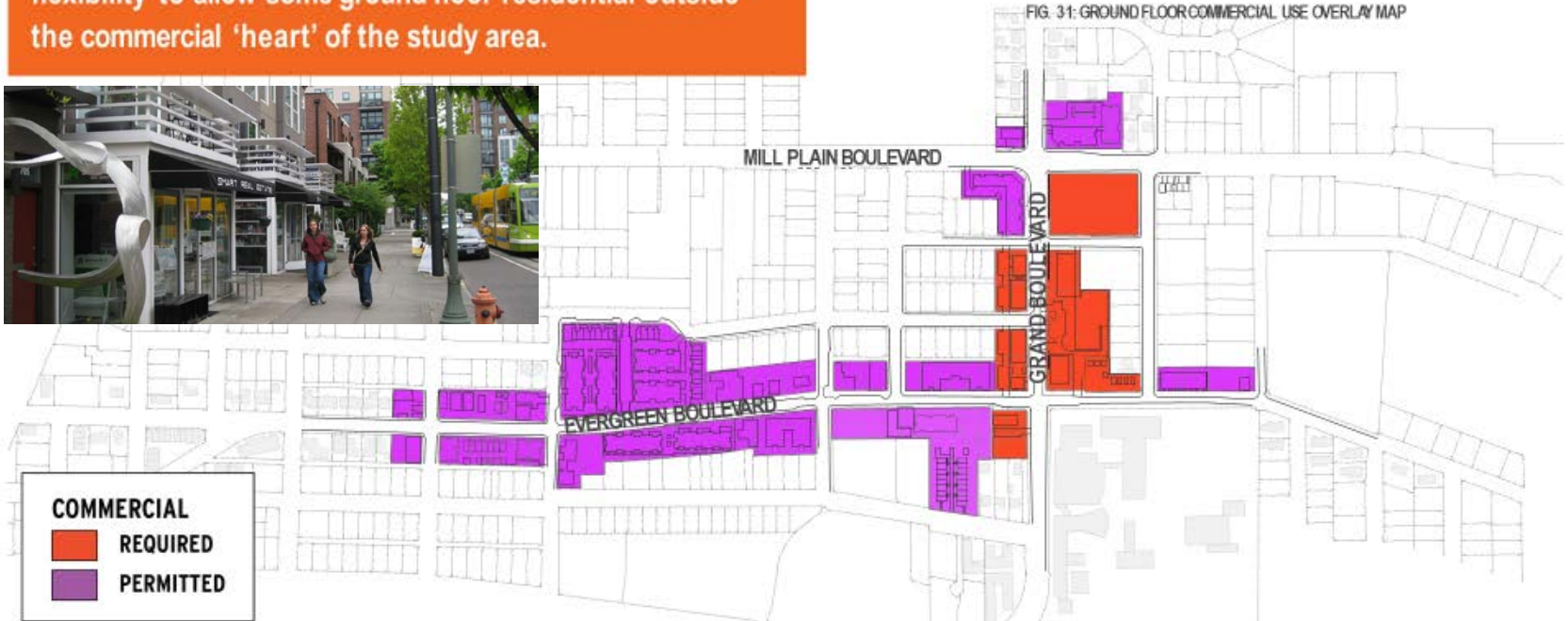
- Site future uses so that they create a BRT station environment that is safe and active during all hours of transit operations and all seasons of the year.
- Ensure that the surrounding street network provides multi-modal access to transit.





# Recommendation – Ground Floor Commercial

Continue to require ground floor commercial in the Grand Boulevard Commercial Mixed-Use Corridor, and provide flexibility to allow some ground floor residential outside the commercial 'heart' of the study area.



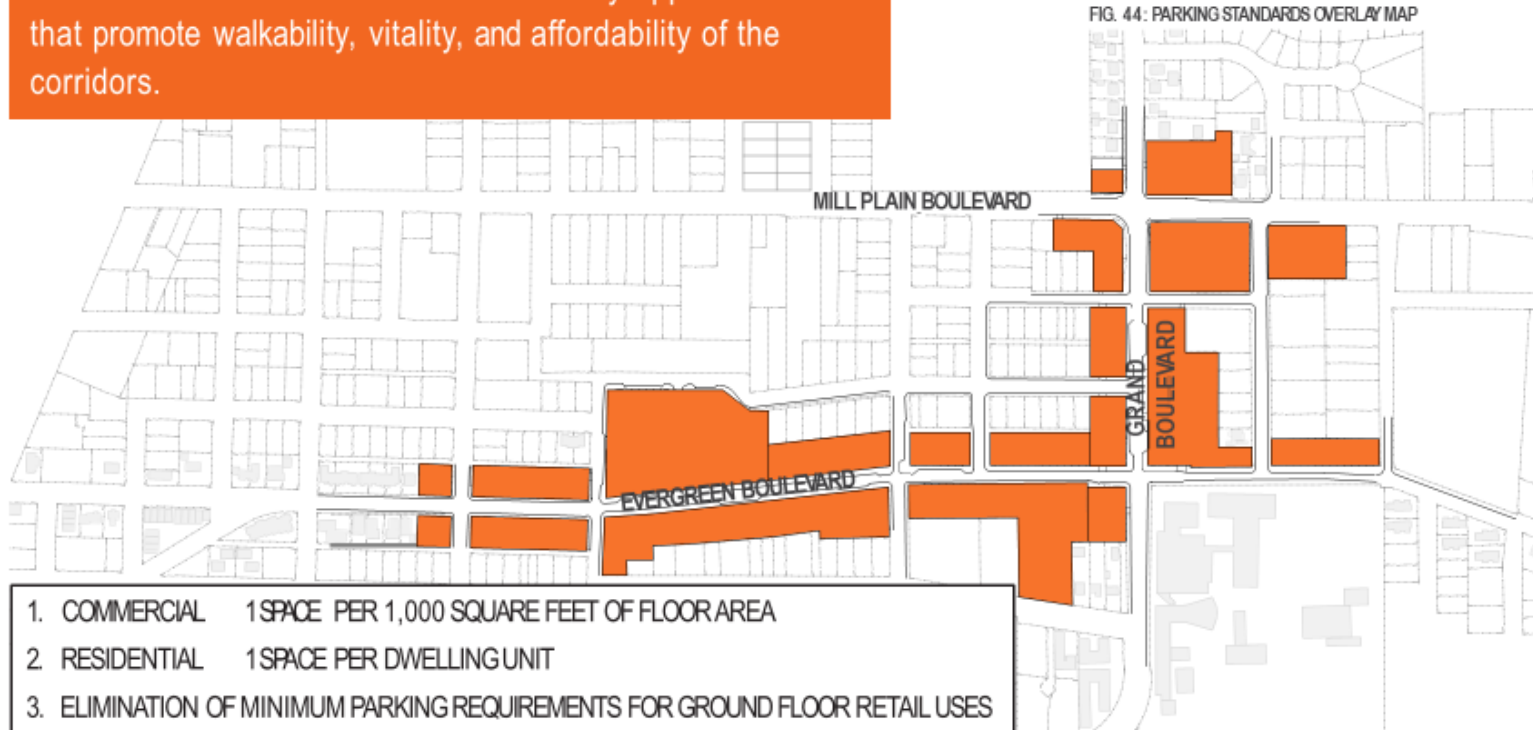
# Recommendation – Building Heights

Tailor maximum building heights to align with the corridor vision concepts for the study area.



# Recommendation – Parking

Adapt minimum off-street parking requirements that support commercial and residential uses and identify opportunities that promote walkability, vitality, and affordability of the corridors.



# Recommendation – Active Edge

Require a maximum front setback of 0-5 feet at the ground floor only regardless of building height.

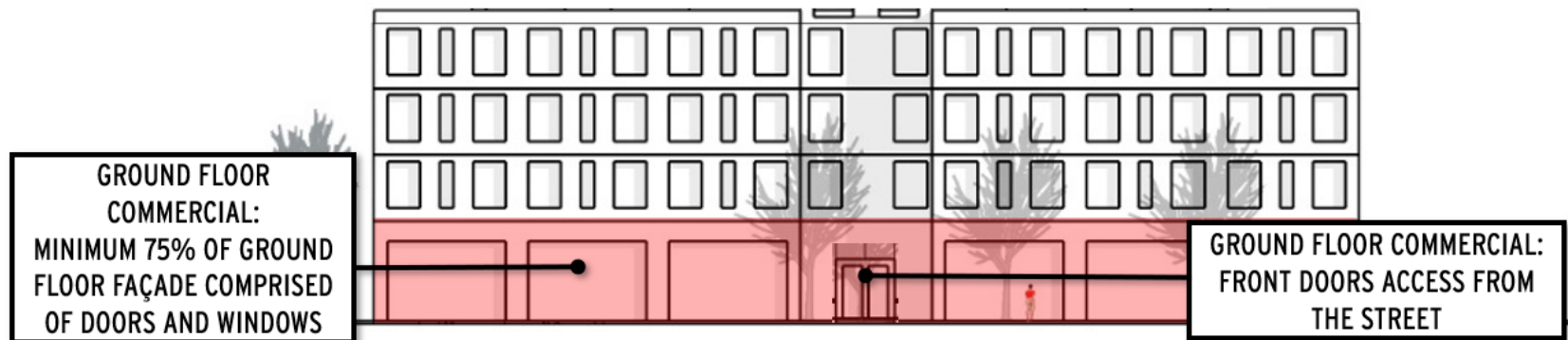
Establish front door access and minimum ground floor transparency requirements for both commercial and residential uses.

FIG. 45: 'ACTIVE EDGE' DEVELOPMENT STANDARDS OVERLAY MAP



# Active Edge Development Standards

## COMMERCIAL ACTIVE EDGE





# Commercial Active Edge



# Active Edge Development Standards

## RESIDENTIAL ACTIVE EDGE



# Residential Active Edge



# Other Regulatory Recommendations

- Prohibit *new* uses potentially inconsistent with corridor visions, such as big-box retail; motor vehicle repair, sales and rental; gas stations; self-storage; and drive-thru establishments. Existing uses can be maintained.
- Adopt standards that support activating vacant and underutilized spaces.
- Develop regulations that provide additional access enhancements in the BRT Hub corridor area that take into consideration first/last mile solutions and universal design best practices.
- Allow for non-mixed-use housing types on smaller parcels, where appropriate.
- Explore providing flexibility for nonconforming uses, such as existing small businesses, adaptively reused single-family homes fronting the corridors, etc.



## Other Regulatory Recommendations (cont.)

- Consider disincentivizing chains and capping commercial business sizes to accommodate small-scale retail and maintain the fine-grained development pattern of the corridors
- Explore allowances for interim/temporary uses such as food cart pods.
- Create standards for ground floor residential to ensure streetfront activation and interest.
- Develop design guidelines bolstering local identity and street activation that considers development affordability
- Encourage streetscape improvements in all redevelopment projects.

# Other Implementation Recommendations

- Create a business district to support art, events, and other placemaking
- Extend the Multi-Family Tax Exemption (MFTE) program calibrated to implement the vision and goals for the corridors and add workforce housing
- Attract and retain neighborhood-serving businesses
- Establish a storefront improvement program to support existing businesses
- Establish a signage and placemaking program along Grand Boulevard and in the BRT Hub
- Identify opportunities to support houseless communities and promote community safety

# Other Implementation Recommendations (cont.)

- Explore strategies to maintain economic diversity and housing affordability, especially for low- and moderate-income households
- Consider height bonuses in exchange for attainably priced workforce housing units
- Improve connectivity to nearby destinations such as downtown Vancouver, the Fort Vancouver National Historic Site, and the Pearson Field Airport as an economic development strategy.
- Leverage environmental remediation funding opportunities as an incentive to develop eligible sites

# Transportation Recommendations

Through the Vancouver Moves project, inform the upcoming citywide Transportation System Plan (TSP) update as follows:

- **Overall:** Create a cohesive, safe, walkable, and multimodal environment. Increase signage, consider integrating stormwater and other sustainability best practices. Explore Demand Management strategies. Determine appropriate access management.
- **Grand Boulevard:** Reduce speed limits and implement traffic calming. Add on-street parking. Allow parking space alternatives such as outdoor seating, or bike parking and other placemaking, temporarily or permanently.



# Transportation Recommendations (cont.)

- **Evergreen Boulevard:** Update street standards through TSP implementation; Widen sidewalks, increase street trees and other landscaping, add street furniture, lighting, and other features. Considering enhanced pedestrian crossing at V Street intersection.
- **Mill Plain/Grand Intersection BRT Hub:** Design transportation infrastructure and streetscape improvements to facilitate multi-modal access to transit for people of all abilities around the future BRT station platforms.

# Next Steps

- September 2021: Circulate Evergreen and Grand Commercial Corridor Strategy Public Comment Draft, hold additional virtual public meeting
- Remainder 2021/early 2022: Hold public hearings before Planning Commission and City Council on Strategy Document
- 2022: Implement strategy through the development of updated zoning standards, design guidelines, and any other near-term implementing measures for public comment and Planning Commission and Council review

# Questions and Discussion

VANCOUVER  
CITY HALL

Bryan Snodgrass, Principal Planner,  
[bryan.snodgrass@cityofvancouver.us](mailto:bryan.snodgrass@cityofvancouver.us)

Commercial Corridors Strategy | City of Vancouver  
Washington

