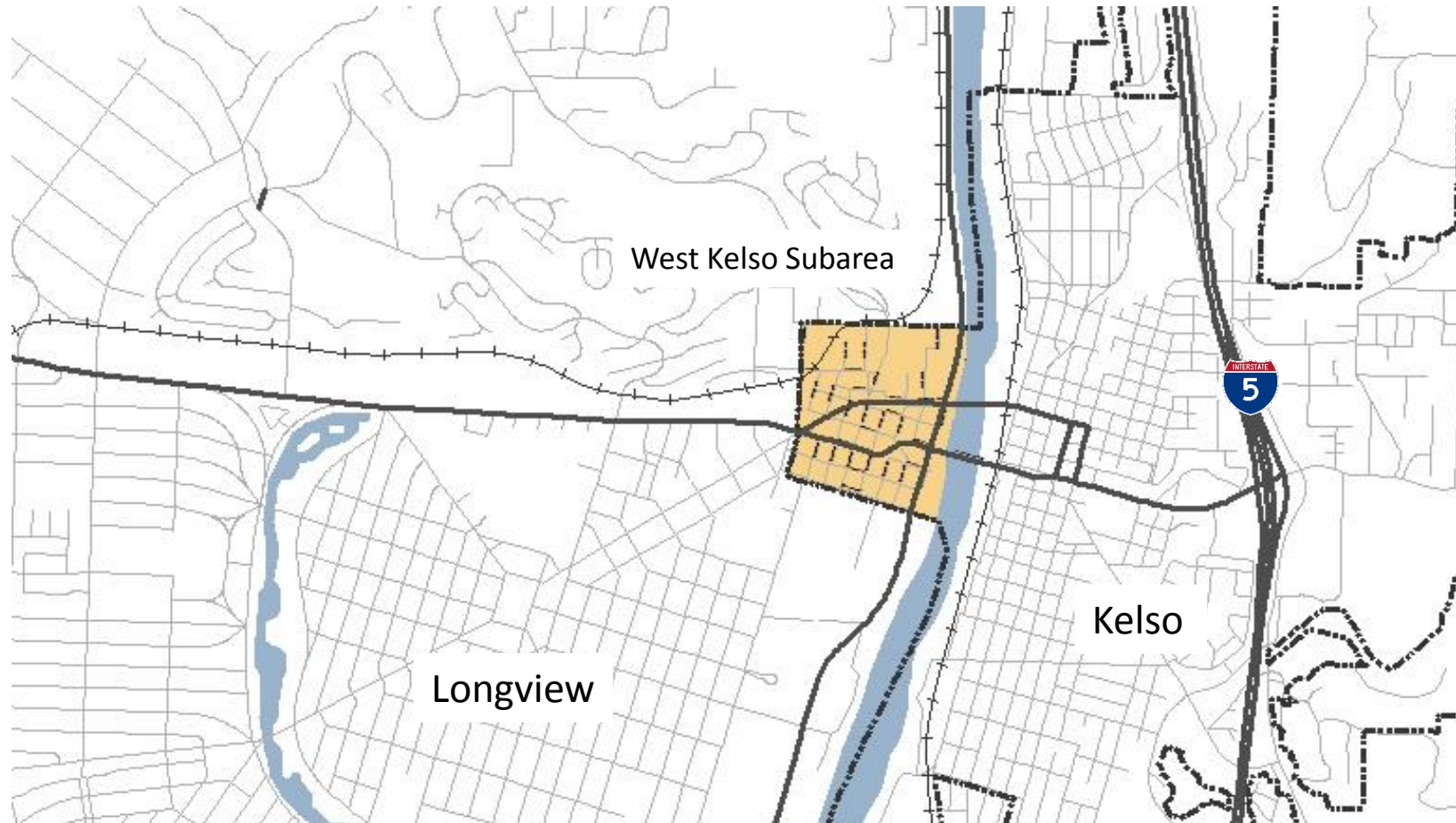




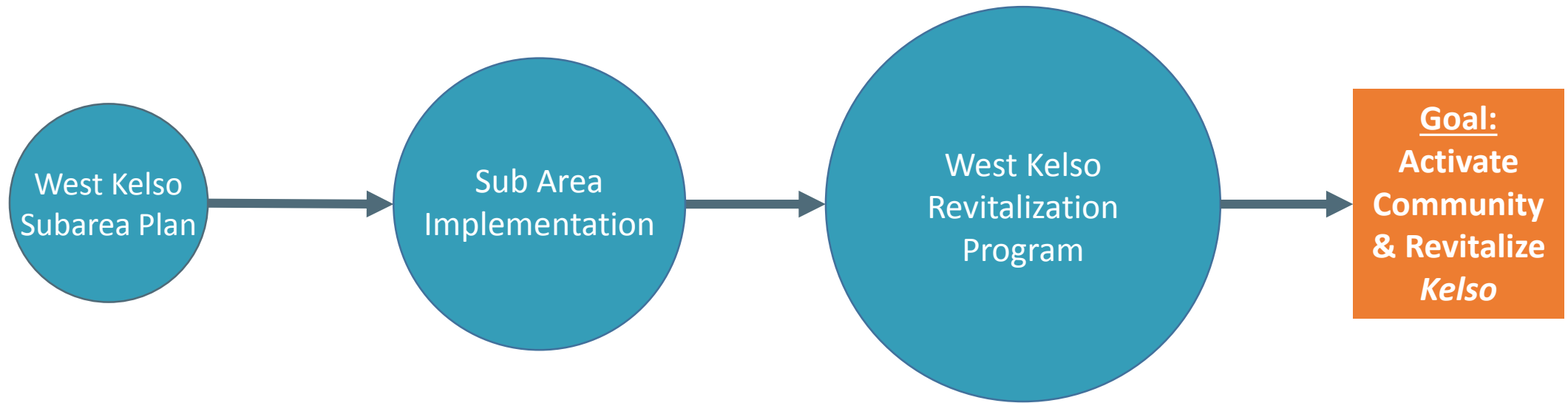
West Kelso Subarea Plan
City Council Presentation
October 20, 2015

Regional Context + Subarea Planning



- Land Use
- Urban Design
- Economic Development
- Transportation
- Housing
- Streetscapes and Public Spaces
- Parks and Trails
- Public/Private Partnerships
- Community Organizations
- Implementation Plan

West Kelso Revitalization



City of Kelso

- Capital Investments
- Development Standards
- Design Guidelines
- Partnering

Community

- Organization
- Landscaping
- Events
- Marketing

Private Sector

- Infill and Redevelopment
- Economic Restructuring
- New Businesses

Project Schedule + Milestones

Public Engagement	Plan Milestones	Timeline
Plan Advisory Committee	Project Kick-off and Public Engagement Plan	  August - Sept
Stakeholder Interviews	Existing Conditions Assessment	 
Public Workshop #1	Vision and Guiding Principles	  October-Nov
Public Workshop #2	Plan Development + Alternatives	 
Input from Advisory Committee, Planning Commission, and City Council	Final Subarea Plan & Implementation Strategy	  December-Jan
	Adoption Process	  



Public Engagement

- Stakeholder Interviews
- Project Website:
<http://www.kelso.gov/west-kelso-subarea-plan>
- Project Survey:
<https://www.surveymonkey.com/r/WestKelso>
- General Input: WestKelso@gmail.com
- Workshop #2: November 19, 2015 @ 6:30pm – Catlin Hall

WK YOU'RE INVITED!

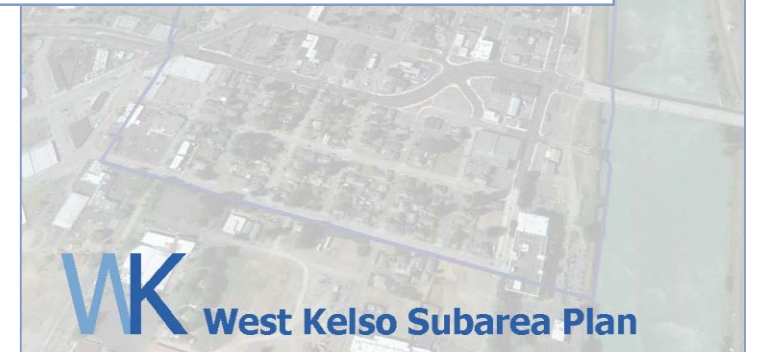
West Kelso Subarea Plan Workshops

WHEN:
September 30, 2015 6:00pm - 8:00pm
November 19, 2015 6:00pm - 8:00pm

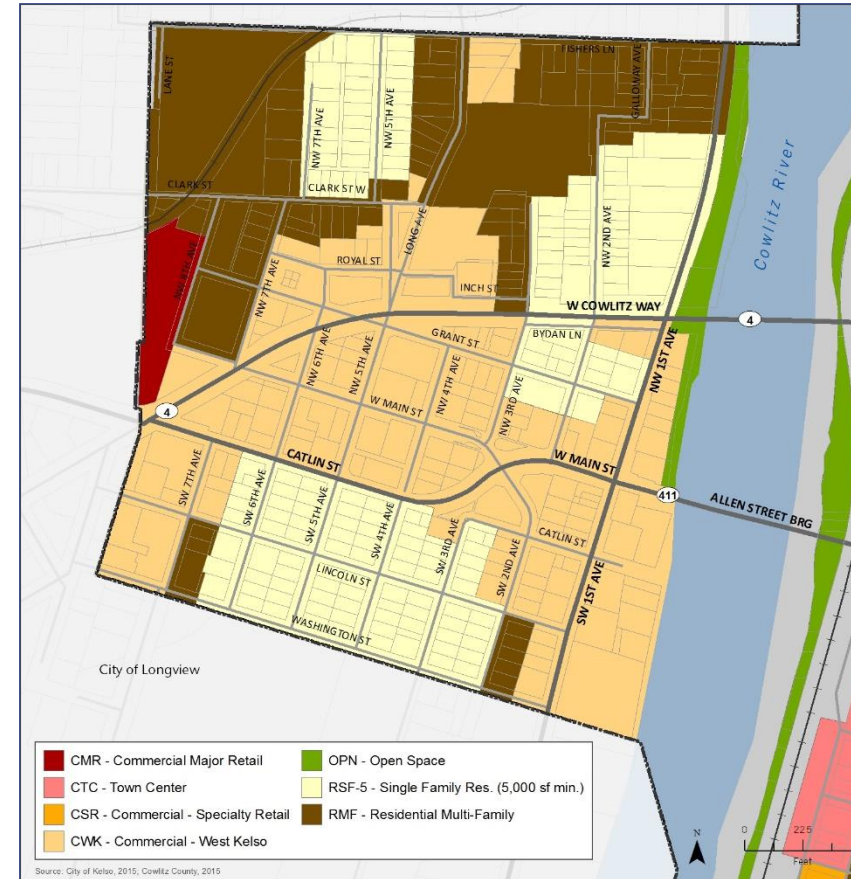
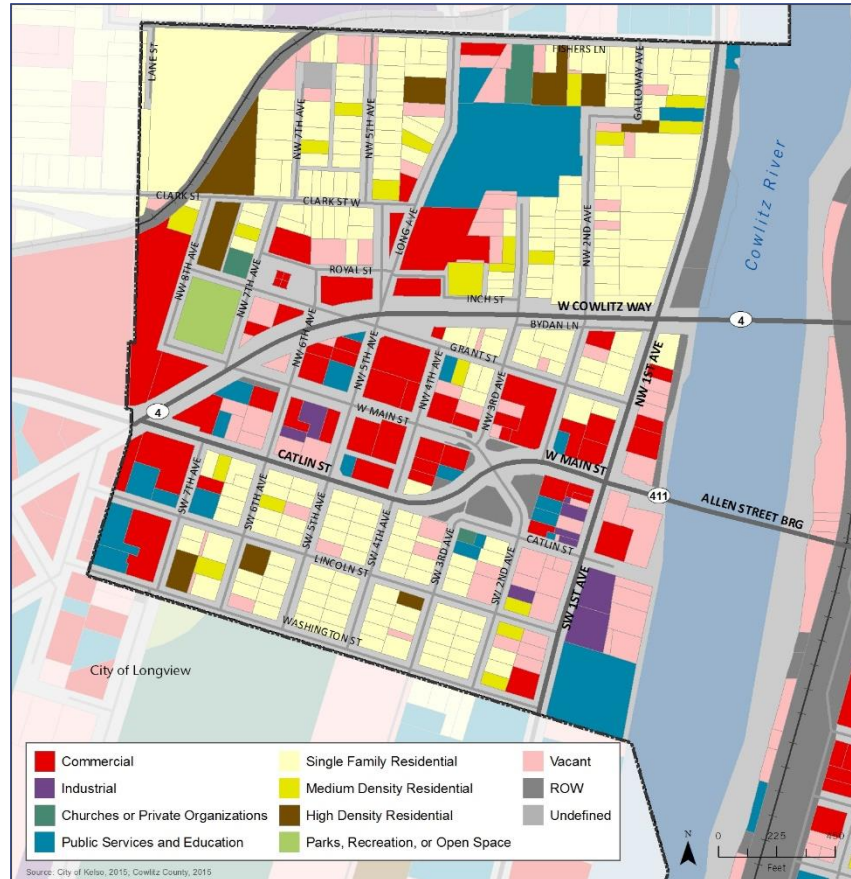
WHERE:
Kelso Senior Center
106 8th Ave NW
Kelso WA 98626

Ways to join the conversation:

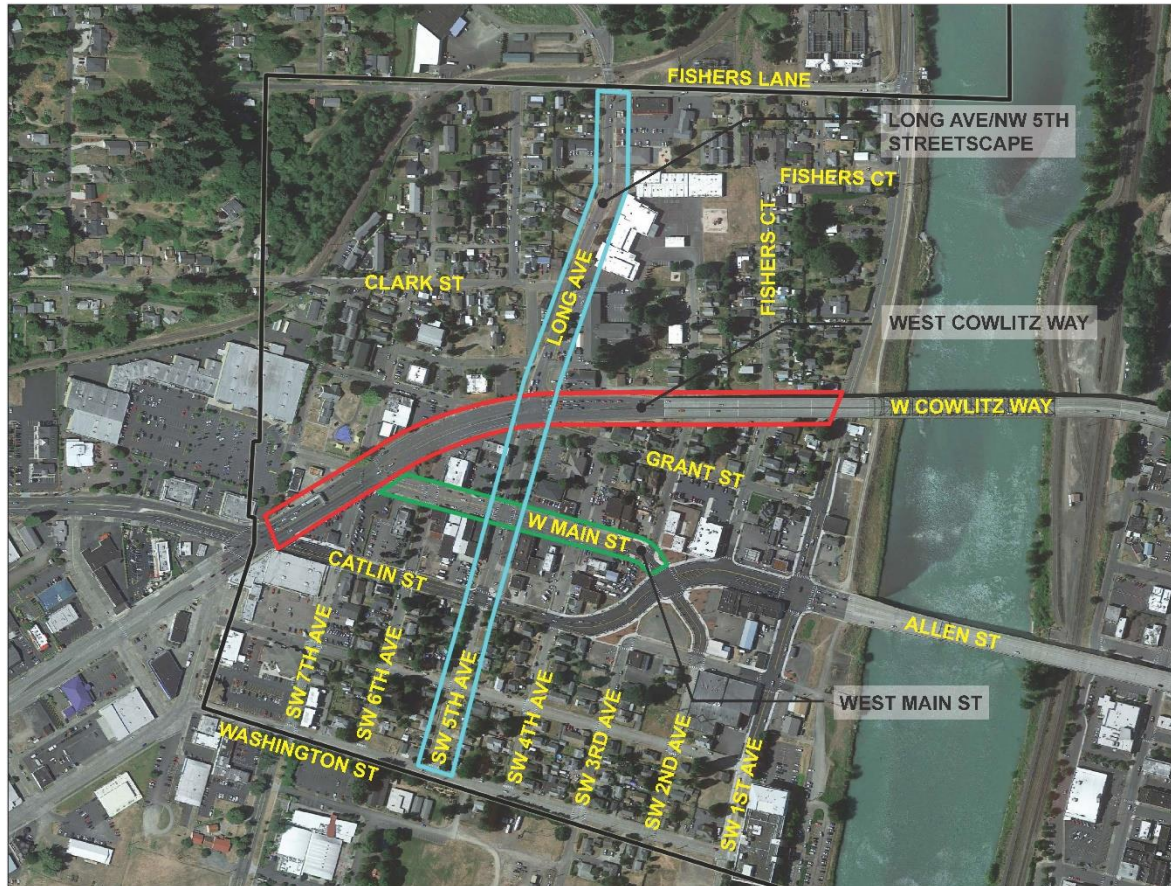
1. Attend the workshops on September 30th and November 19th
2. Take our survey at <https://www.surveymonkey.com/r/WestKelso>
3. Visit the project website at <http://www.kelso.gov/west-kelso-subarea-plan>
4. Email WestKelso2015@gmail.com for any comments or questions



Land Use, Zoning, and Design Standards



Streetscapes

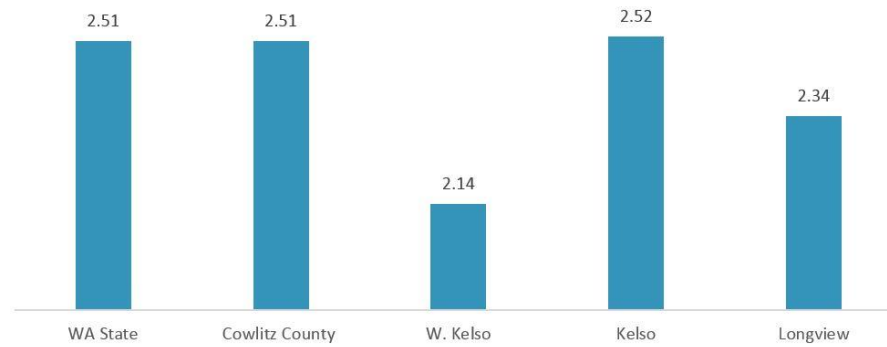


Public Space

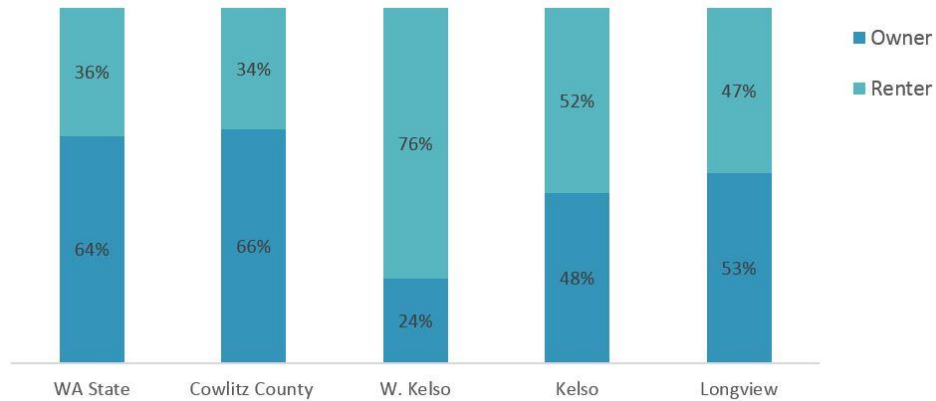


Housing

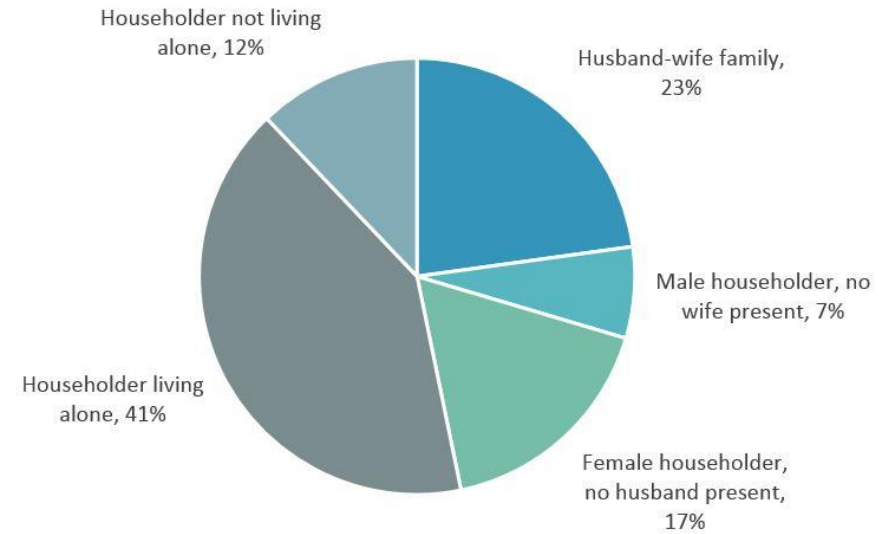
Household Size



Owner vs. Renter Occupancy



Household Type

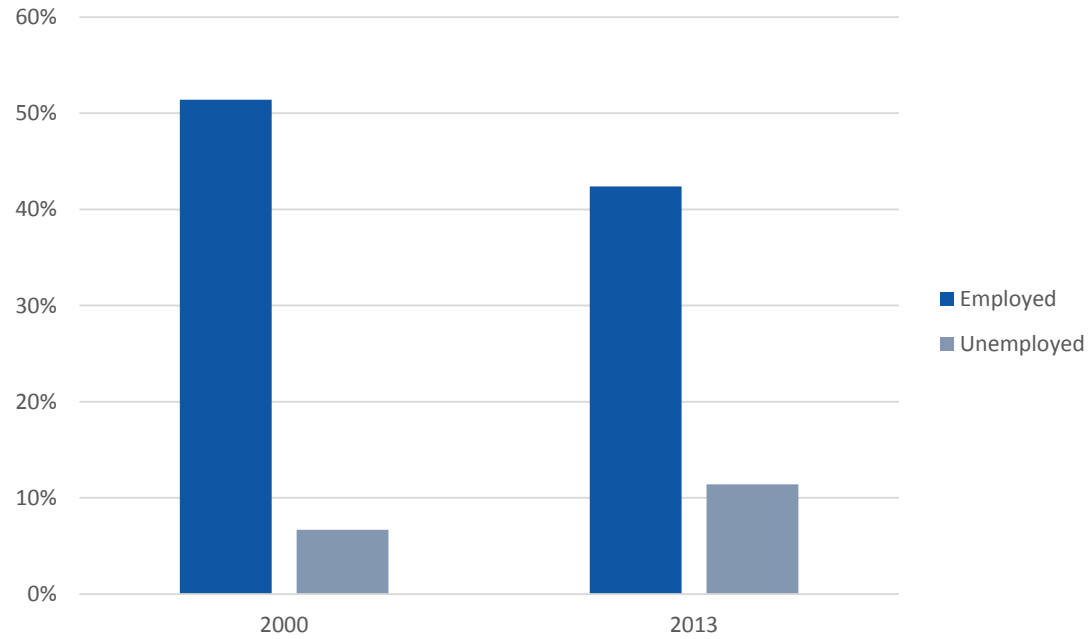


Income

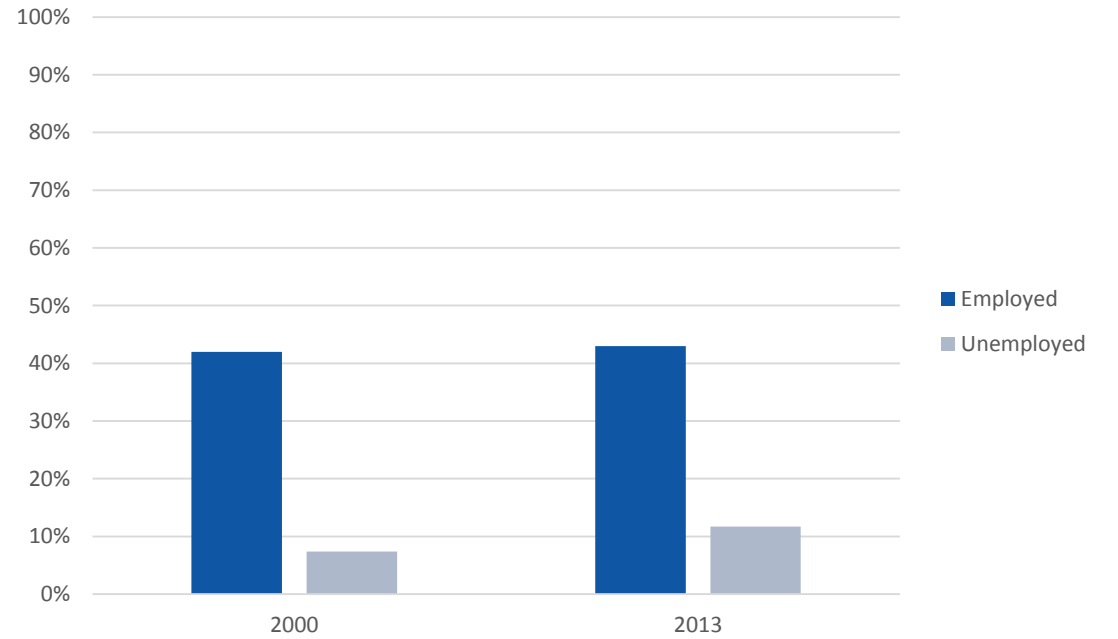


Workforce Participation

City of Kelso

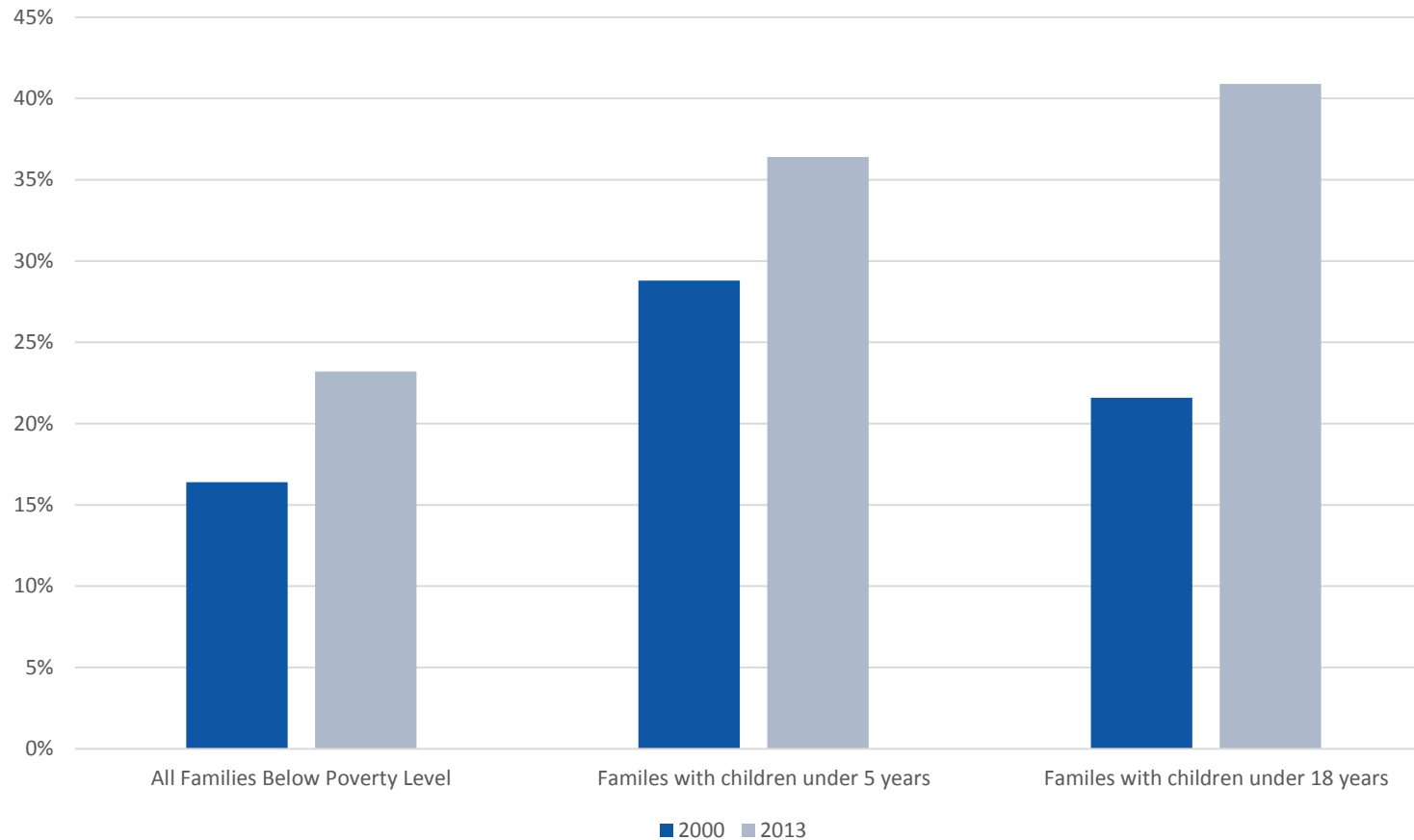


West Kelso



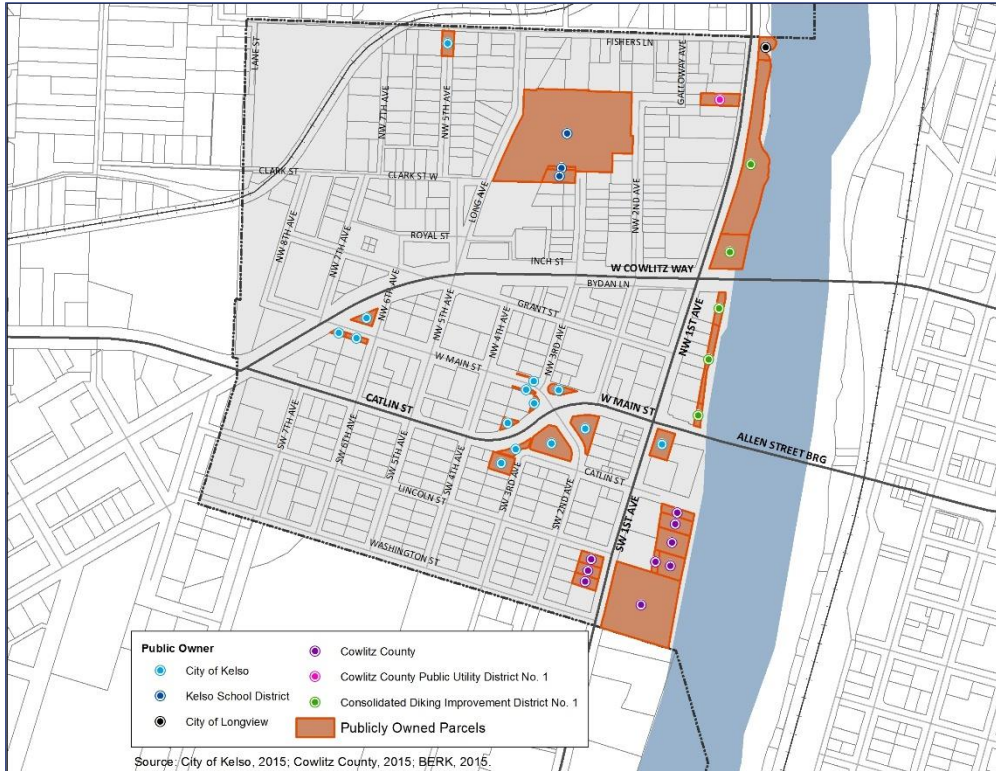
Poverty Levels

City of Kelso



Opportunities

Public Ownership



Redevelopment Opportunities



Urban Design

Urban Design Existing Conditions

Character districts

- Business district
- Commercial back side
- Auto-oriented commercial
- Regional commercial
- Perceptions of crime
- Civic
- Landscaped, natural, or open space
- Residential
- Opportunity for pedestrian-oriented area

Edges and Barriers

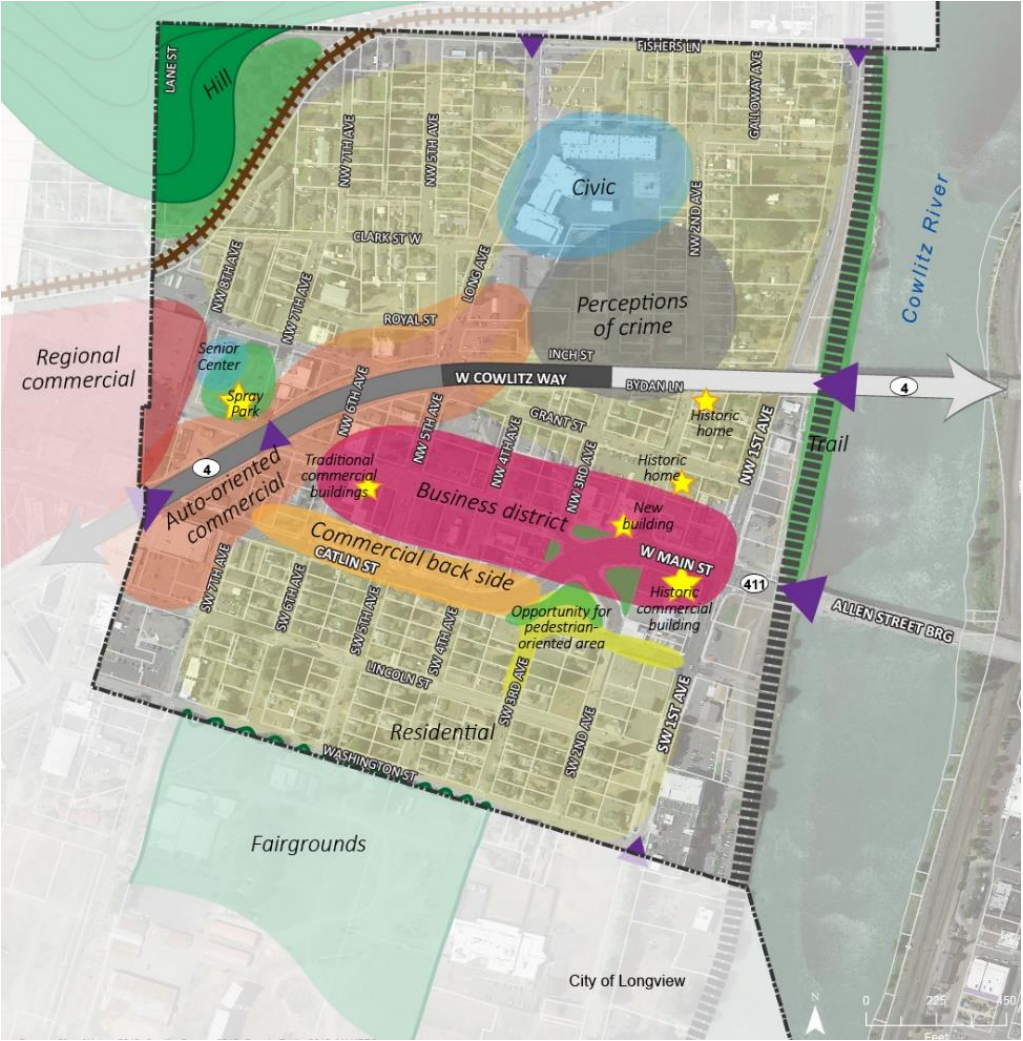
- Hill
- Railroad
- Levee along river
- ← 6-lane heavily trafficked road
- Ramp up to bridge; walls at street level
- Highway above ground
- Fairgrounds

Gateways

- ▲ Major gateways
- ▲ Minor gateways

Landmarks

- ★ Major landmarks
- ★ Minor landmarks



Stakeholder Interview Themes

- Challenges

- Crime and Safety
- Middle Class Attraction and Housing
- Parks
- Mobility
- Youth Activities
- Urban Design
- West Main and Catlin

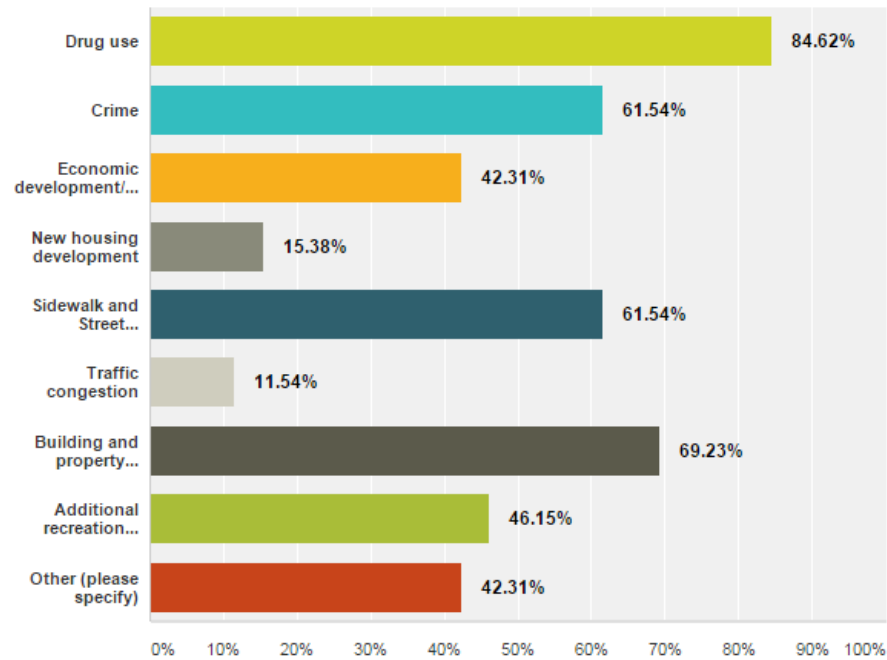
Assets + Opportunities

- Kelso Schools
- Local Small Businesses
- Wildlife, the River, Hunting, Fishing
- Fairgrounds Master Plan

Initial Survey Themes

What are some of the most important issues to address in this plan? (check all that apply)

Answered: 26 Skipped: 26



Workshop Summary

- Themes
 - Public Safety and Drug Use
 - Property and Building Maintenance
 - Support and Opposition for Rezoning Single Family Neighborhoods
 - West Main Realignment Project
 - Other
 - Support for Youth Activities
 - Stronger Connection to Waterfront
 - Strengthen Local Businesses
 - Improved Sidewalks and Parks



Workshop Summary – Plan Priorities

Plan Priorities Exercise

DIRECTIONS
Please place dots on those issues you see as a priority:
GREEN for high priority issues
RED for low priority issues
YELLOW for those issues you are not concerned about

NOTES

Drug Use

Street Improvements

New Housing Development

Economic Development & Jobs

Crime

Traffic

New Recreation Facilities

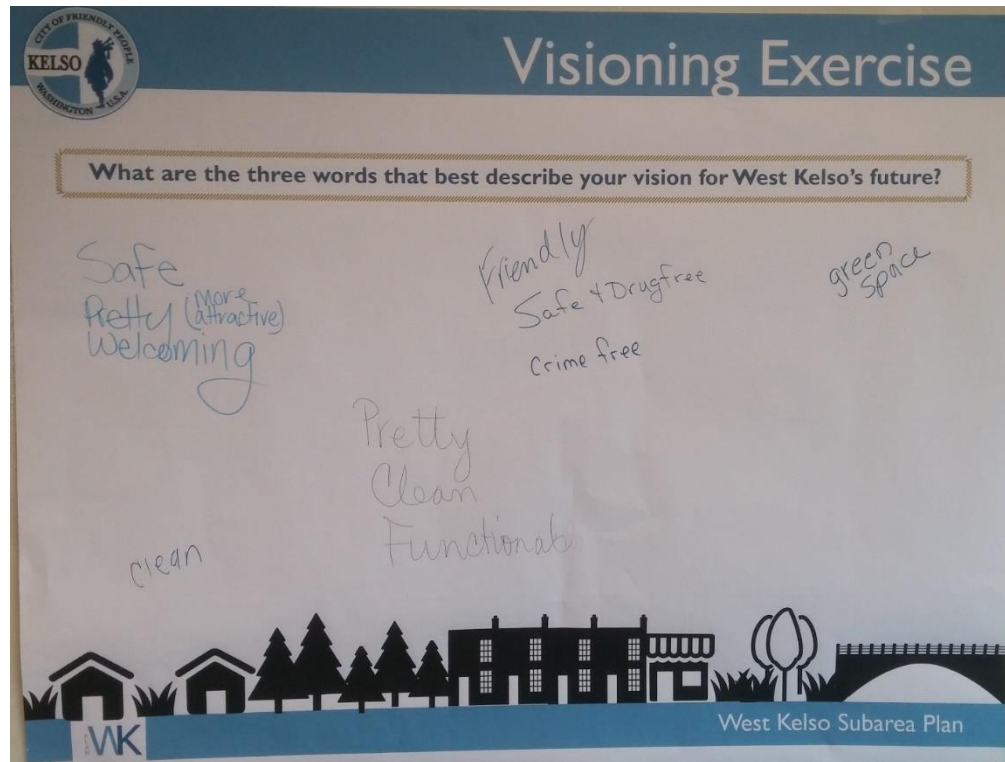
Building Maintenance & Appearance

Other

WK West Kelso Subarea Plan

Category	Points
Drug Use	24
Crime	21
New Housing Development	11
Street Improvements	11
Traffic	11
Building Maintenance & Appearance	8
New Recreation Facilities	6
Economic Development and Jobs	6
Other	2

Workshop Summary – Visioning Exercise




Vision Words
Safe (2)
Pretty (More Attractive) (2)
Clean (2)
Welcoming
Functional
Drug Free
Crime Free
Green Space
Friendly




Workshop Summary – Mapping Exercise


Places to Protect or Improve


- Red Leaf/Red Leaf Building
- Hall of Justice
- Walkability
- Conference Center
- West Main (once improvements are complete will be nice)
- Older buildings at Allen St Bridge gateway are an asset
- Centrally located
- Flat – easy to walk/bike
- Close to businesses
- Farmer’s market at fairgrounds (but not well attended)
- Riverfront is an asset
- Nice school, updated
- Spray park needs help, but it could be a good thing
- Some of the commercial/small businesses along W. Main and Catlin are good.

 **What do you like/not like?**

Tell us your thoughts by marking the map with these colors:

-  **ASSETS**
Places to protect/enhance
Please note what you like about these places
-  **CHALLENGES**
Places to improve/change
Please note what you'd like to see in these places
-  **CONNECTIONS**
Routes to add or improve
Please mark key connections and note if improvements should address walking, bicycling, or vehicular movement
- FUTURE DEVELOPMENT**
Please cut out any photos of buildings, parks, or street types you like and place them on the map where you'd most like to see them

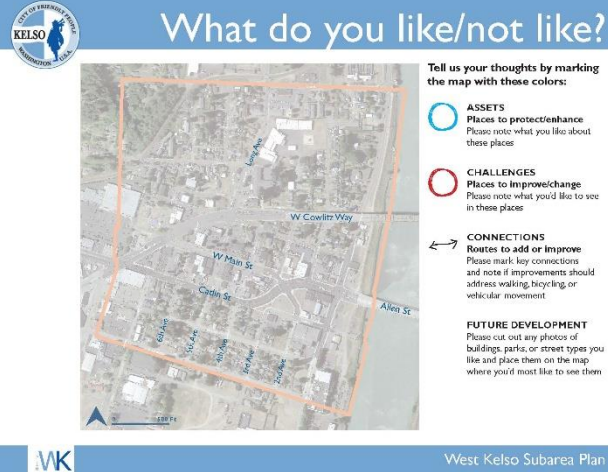


 West Kelso Subarea Plan

Workshop Summary – Mapping Exercise

Places to Improve

- Residential rental rates stagnant – if you have a good renter, keep them!
- Buildings at Allen St. gateway vacant for 20+ years
- Crime and disinvestment north of Cowlitz Way
- River – can't see it, can't use it, not very attractive
- Spray park would be better if cleaned up – worse since needle event – not good for kids
- Residential developers concerned about retaining their property investment
- Homeless sleeping in doorways
- Gateway at Office Max looks horrible
- Fears about hotel/buying up residential property
- Why is there a curve off SW 4th and Catlin
- Half of businesses closed because of realignment
- Slow traffic coming off of Cowlitz onto Catlin – backups, accidents, and noise
- Need parking downtown if the businesses are going to do well
- Need restaurants – would be nice to have some places to eat



What do you like/not like?

Tell us your thoughts by marking the map with these colors:

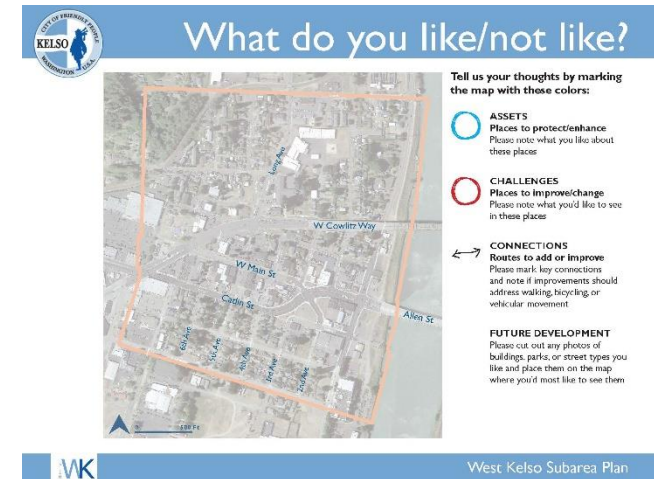
- ASSETS**
Places to protect/enhance
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West Kelso Subarea Plan

Workshop Summary – Mapping Exercise

Connections

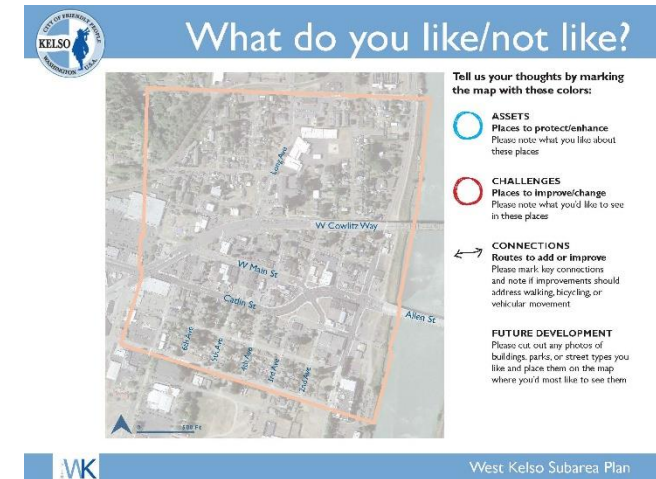
- Cowlitz Way is a barrier – office buildings cut off from core of West Kelso
- At the intersection coming off of the Allen St. Bridge – include improvements for pedestrians
- Too many people making U-turns from Catlin onto SW 1st to get back onto Catlin
- Pedestrian crossing on Washington is a challenge
- Sidewalks on neighborhood streets need improvements – gravel ditch between street and sidewalk is not good
- Jails are full
- Not enough employment opportunities
- Traffic worse than before street improvements – City spent money on project and got grant but would have had to pay back if didn't complete project
- Widen Catlin so you can turn off of Cowlitz onto Catlin – trucks can't turn
- Stop messing with the traffic lights on Cowlitz and Main and Cowlitz and Catlin – fix to be what it used to be.



Workshop Summary – Mapping Exercise

Future Development

- Development opportunity on Royal and NW 5th
- Lot in Longview that gets used as parking for fairgrounds would be nice to develop
- Area near Hall of Justice would be good for attorney offices
- Improving West Main – uses and character – would strengthen residential S. of Catlin
- Townhouses/Duplexes (Picture 1) are desirable
- Woonerf (S11) and Retail/Office (7) in lots near new West Main and Catlin Intersection
- Need eating spots nearby Hall of Justice
- Buy up homes in area near fairgrounds – improve to attract homeowners
- Invest in area around 6th Ave and Washington – give home improvement help
- Shopping/businesses – add office – in area around Red Leaf
- Development of townhomes, retail and office along W. Main and Catlin (pics 6, 7, 4)
- Redevelop hotel outside of W. Kelso
- Storefront retail (pics 5 and 6) downtown near realignment intersection
- Townhouses and apartments (pics 1, 2, 3, 4) in residential areas along Cowlitz River – NW 1st Ave



Vision Statement

West Kelso is a safe, clean, and healthy neighborhood with a strong sense of community engagement and economic opportunities. The neighborhood is known for being a great place to live, raise a family, run a local business, or visit because of the attractive streets and buildings, and a thriving local business district. West Kelso is also a great place to walk with interconnected sidewalks, trails, parks, activities on Main Street, and a strong visual connection to the waterfront. Significant reinvestment by both the public and private sector continues to strengthen the neighborhood.

Guiding Principles

1. **Safe Community.** In order to thrive the West Kelso Neighborhood must be perceived as safe and inviting with low incidents of crime.
2. **Clean Environment.** West Kelso must be clean and inviting for residents, employees, and visitors as well as to attract renewed investment in the community.
3. **Healthy Community.** The West Kelso Neighborhood must support healthy lifestyles by providing high quality parks, open spaces, trails and access to healthy foods and reducing drug addiction.
4. **Economic Opportunity for All.** West Kelso must support economic opportunity for West Kelso residents and the region that provide living wage jobs.
5. **Engaged Community for the Future of West Kelso.** The citizens of Kelso and West Kelso must be actively engaged in shaping the future of the neighborhood for the benefit of the community.
6. **Support Youth.** West Kelso must provide opportunities for kids to thrive by supporting an active and healthy lifestyle and by providing educational opportunities.
7. **Community Investment.** The community, including the City of Kelso, community organizations and the citizens, must commit to creating a better future for West Kelso.
8. **Support Local Businesses.** The local businesses in West Kelso should be supported by the local community to provide a range of goods and services and employment opportunities.
9. **Walkable.** One of West Kelso strongest assets is the interconnected street grid and sidewalk network that should be maintained and strengthened over time.
10. **Attractive.** West Kelso should be attractive and a place people want to live, work, and visit.

Questions?