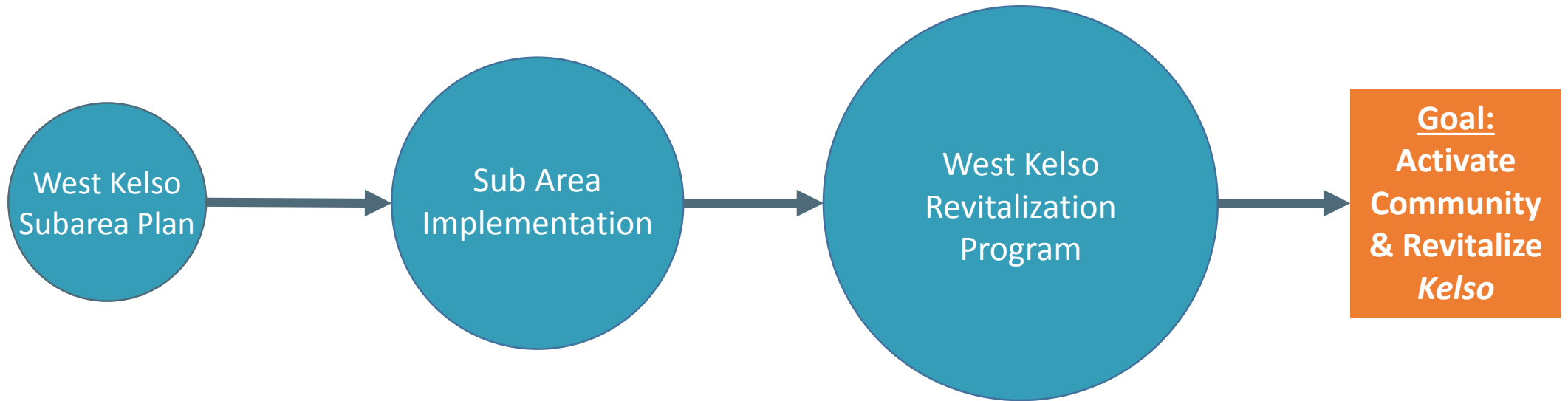




West Kelso Subarea Plan
Draft Plan Presentation
January 19, 2016

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

Plan Process

- Online Survey
- 1-on-1 Interviews with Key Stakeholders
- Existing Conditions Analysis
- Workshop #1 – Vision Statement and Guiding Principles
- Workshop #2 – Plan Alternatives
- Three City Council/Planning Commission Presentations
- City Website

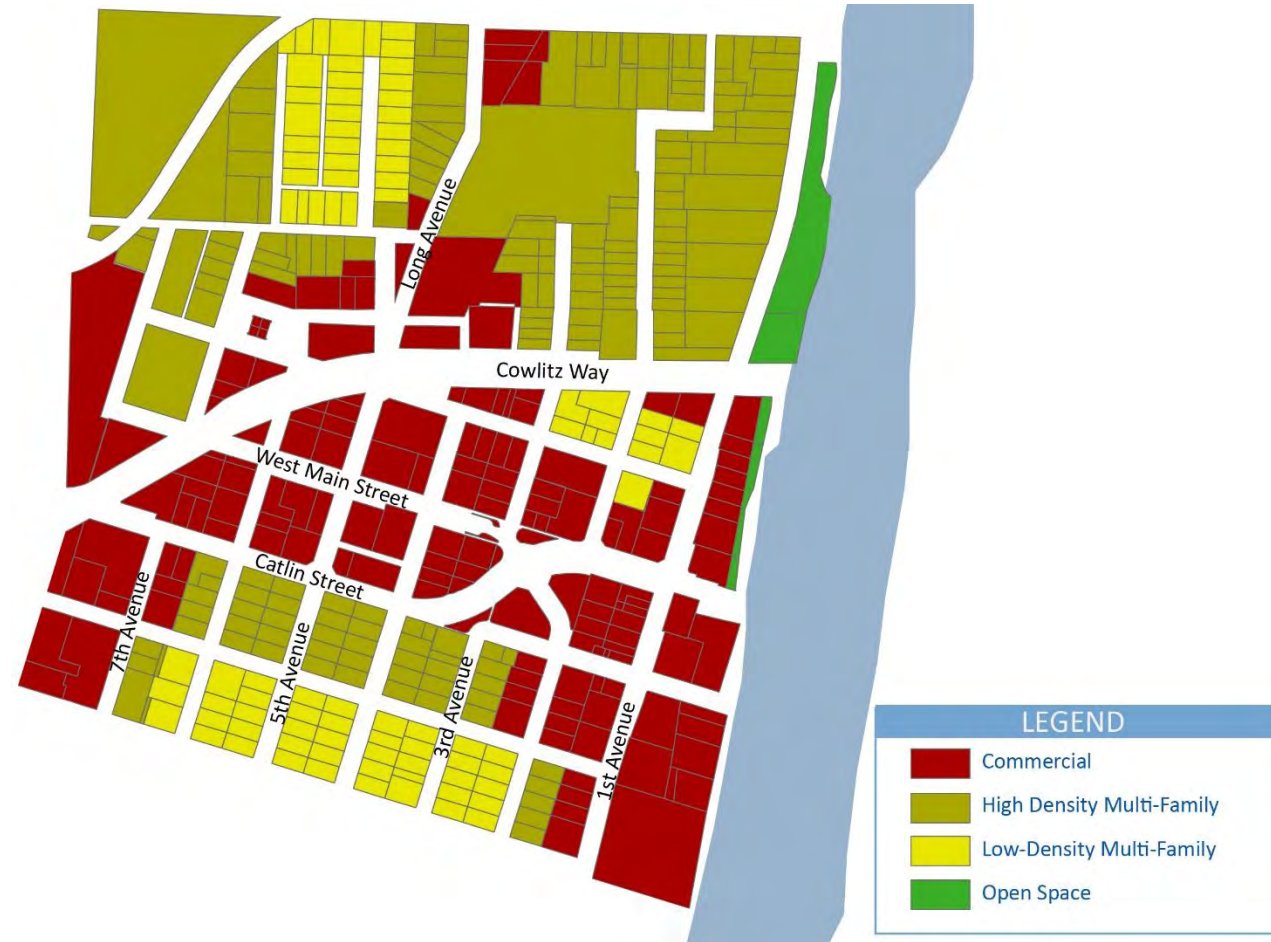
Vision Statement

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.

Future Land Use



Zoning

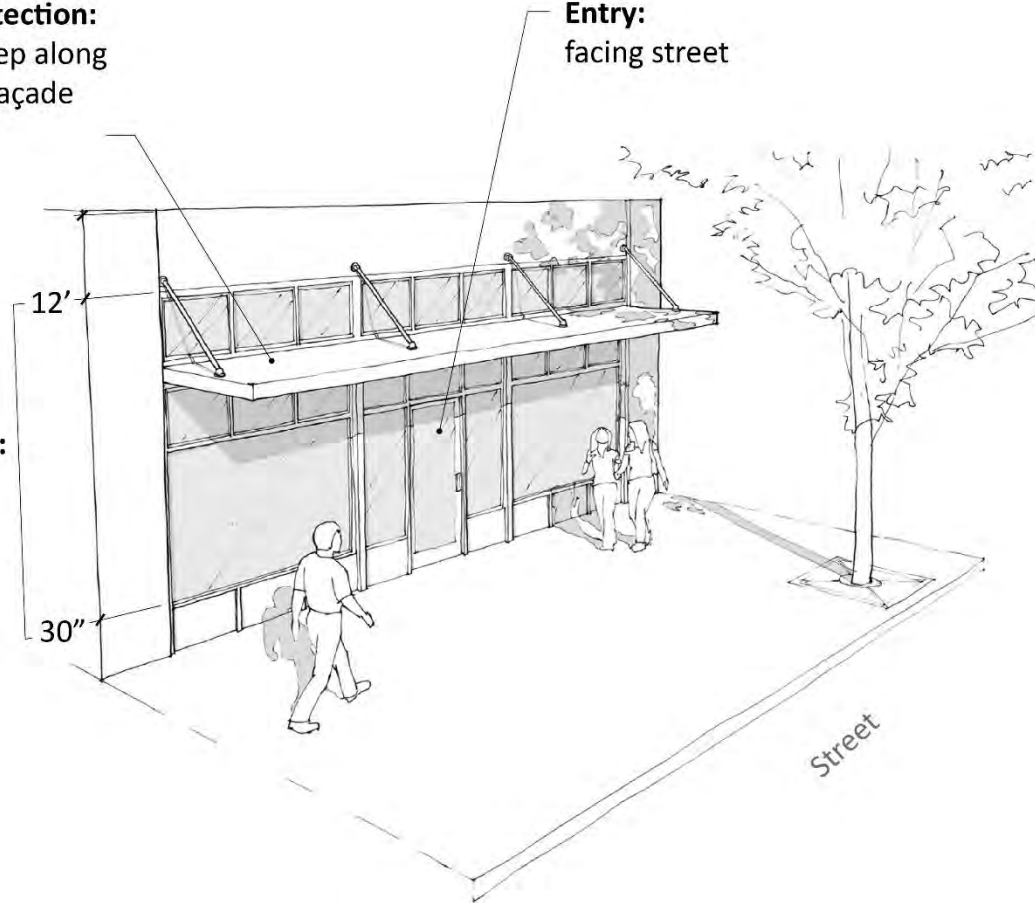


West Main Pedestrian Overlay

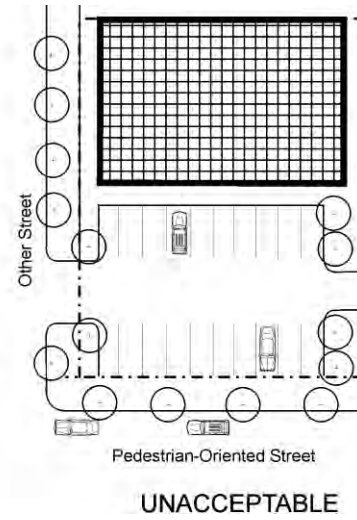
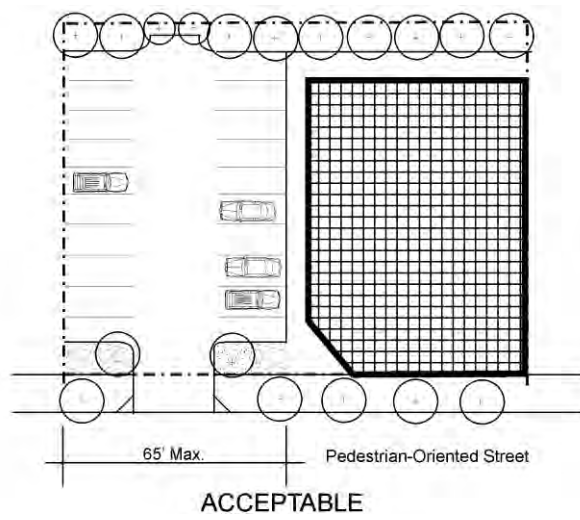
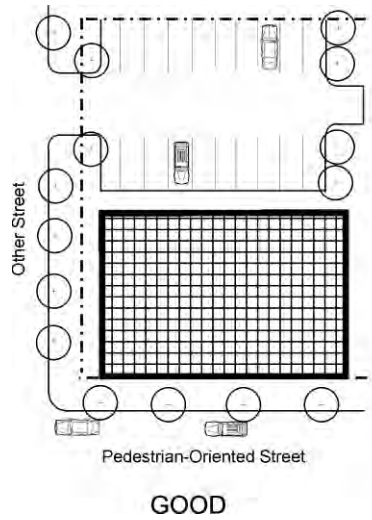
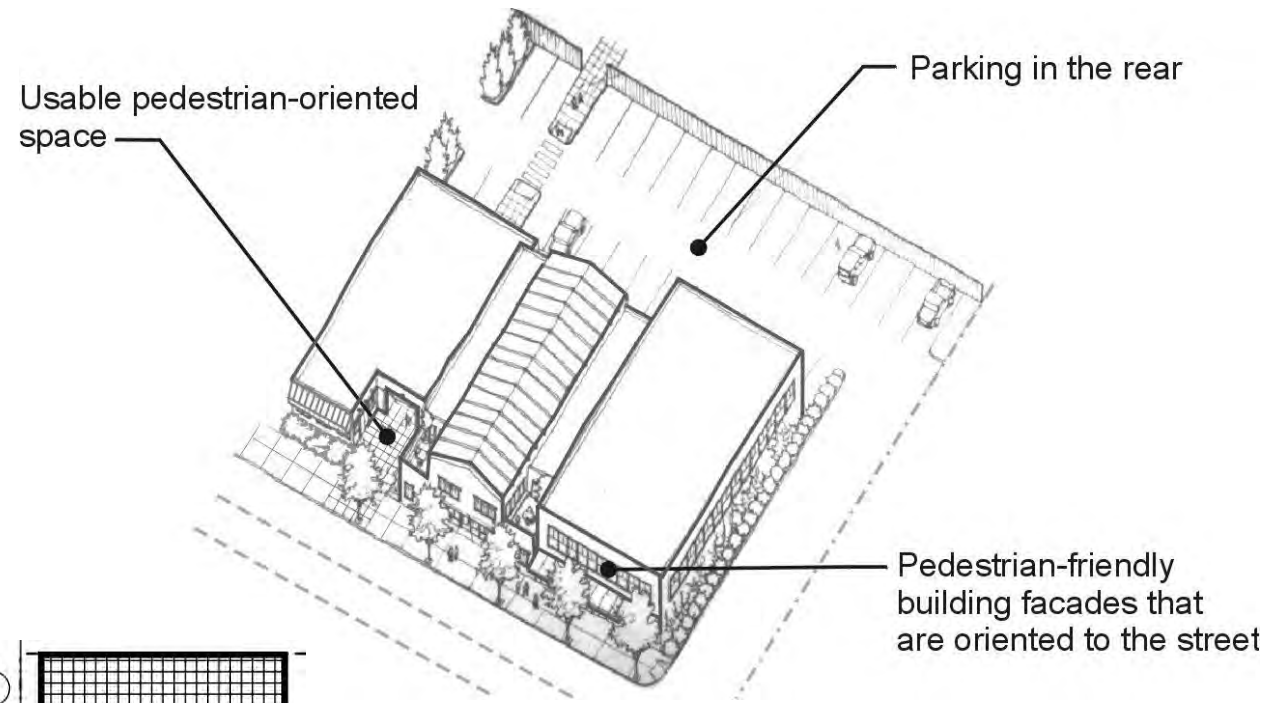
Weather protection:
At least 5' deep along
min. 80% of façade
width

Entry:
facing street

**Windows/
transparency:**
At least 60%
of façade
between 30"
and 12'



West Main Pedestrian Overlay



West Main Street Pedestrian Overlay

- Modify off-street parking requirements
 - Eliminate off-street parking requirements for each land use up to 5,000 square feet
 - Reduced off-street parking requirements
 - Further allowances for shared parking
 - Site specific parking waivers
- Conduct a parking study following completion of the West Main Streetscape Project

Mixed-Residential Zone



Townhouses with private covered entries facing street

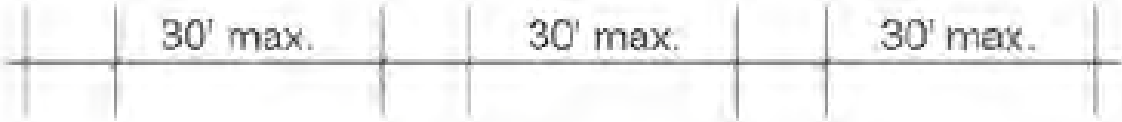
Shared access drive for townhouses with private garages in back

- Facade Articulation features including
- Use of windows/entries
 - Roofline modulation
 - Vertical building modulation

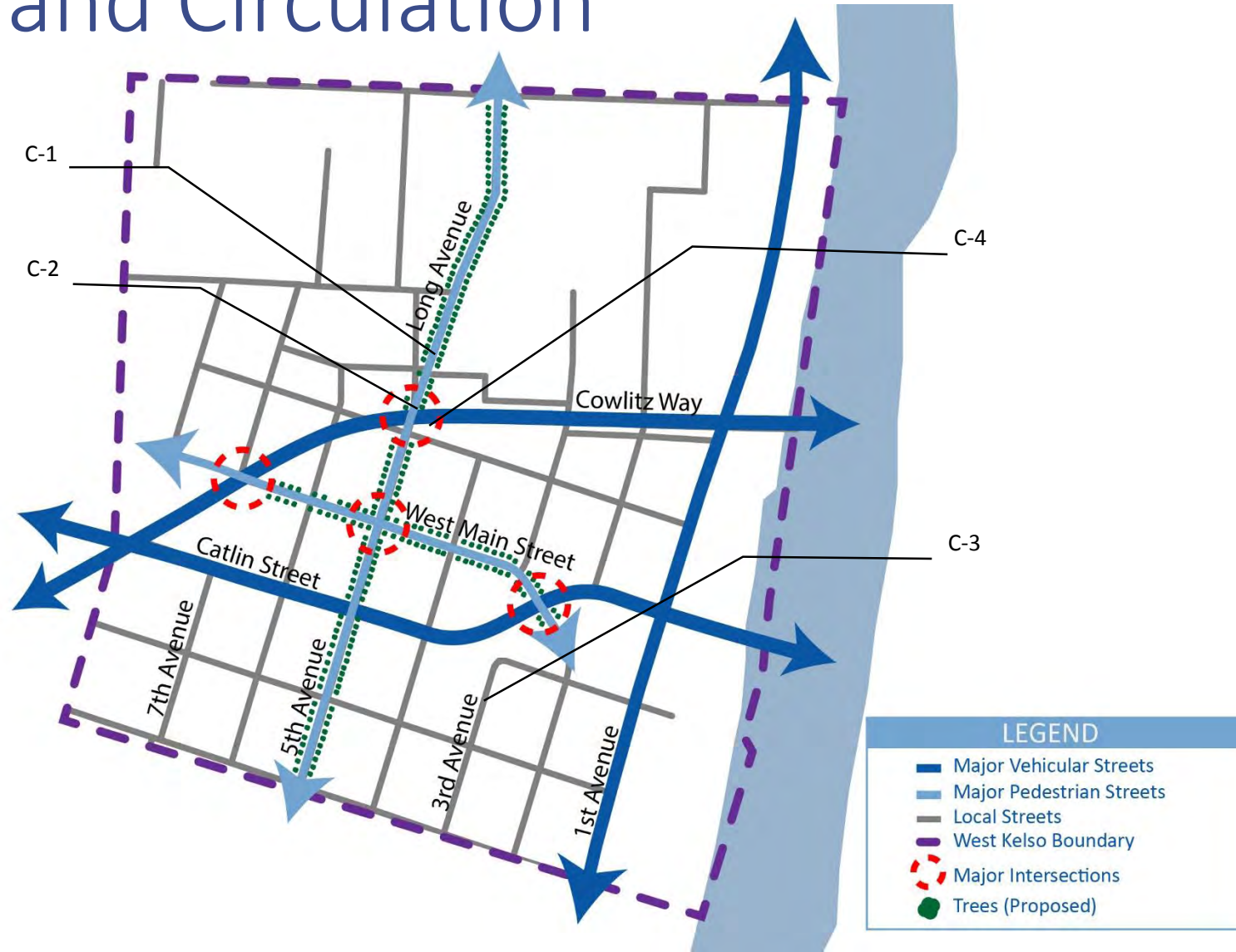
Mixed-Residential Zone



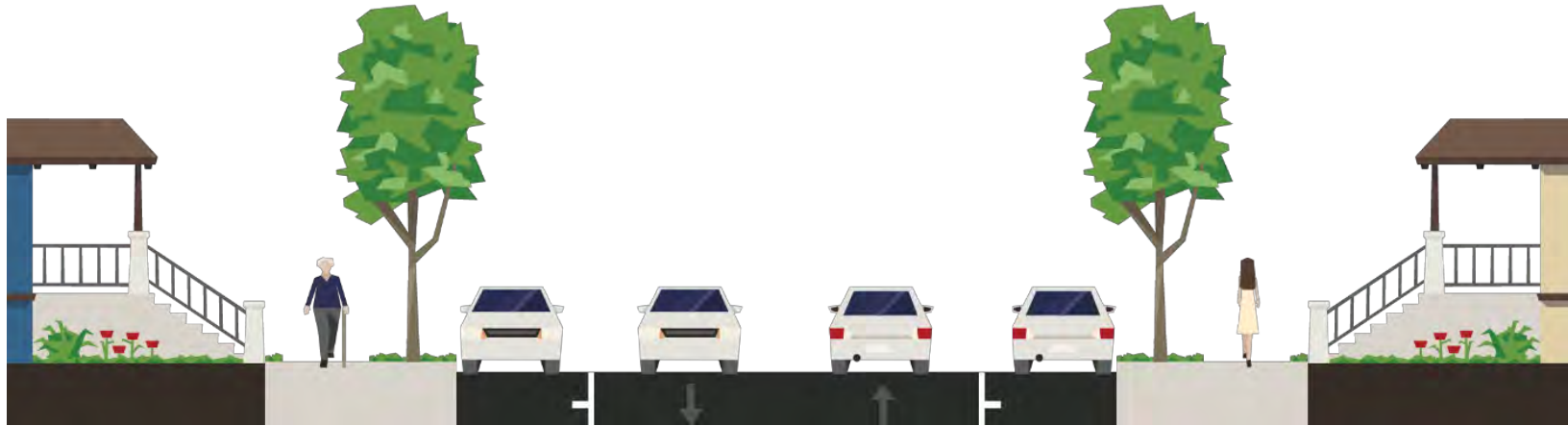
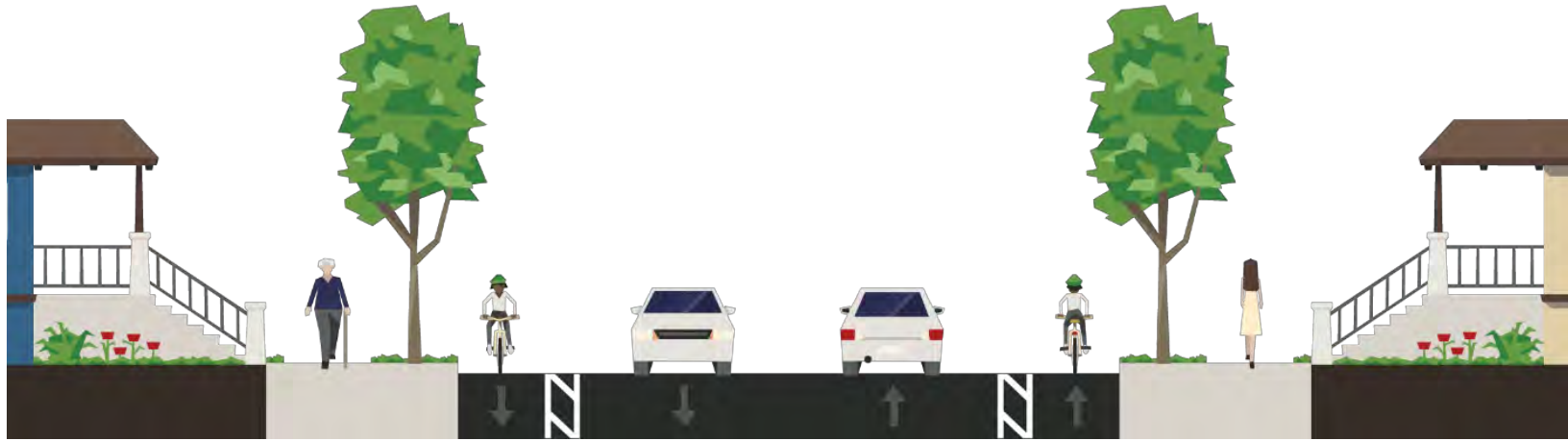
Design Standards



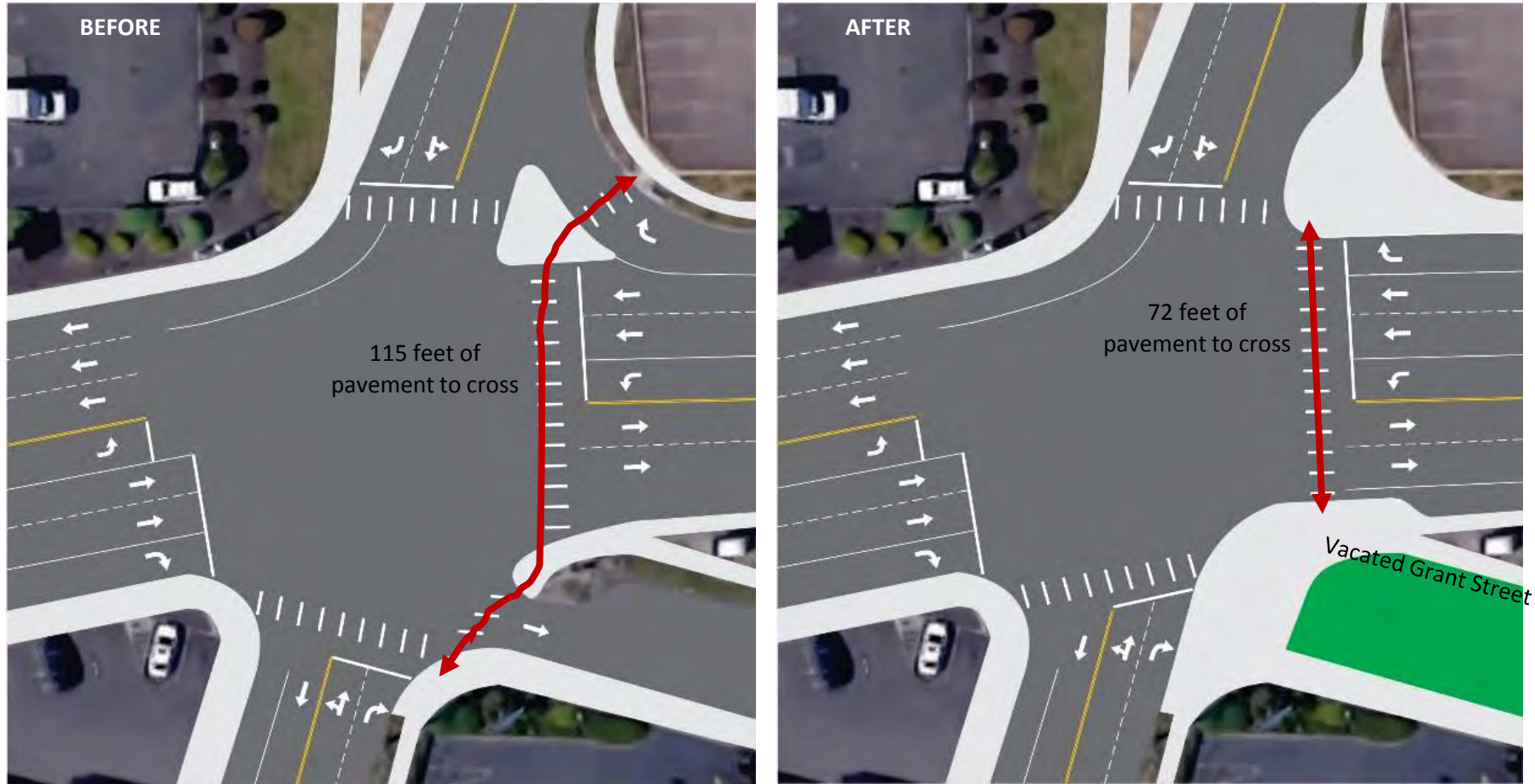
Streets and Circulation



Long Avenue Improvements



Cowlitz Way and 5th Avenue Improvements



Cowlitz Way and West Main Improvements



West Main Plaza Concept



Parks, Open Space, and Trails



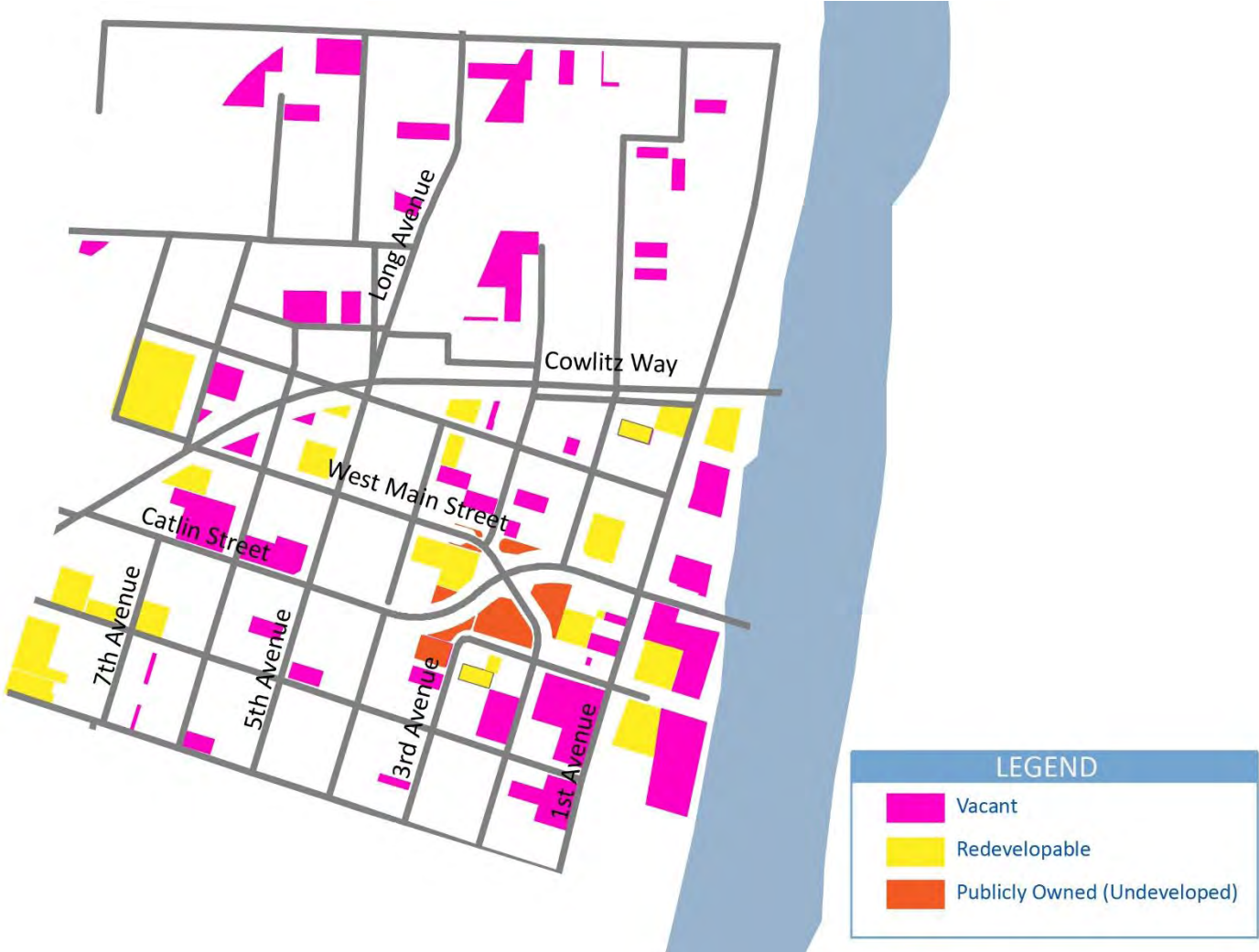
Catlin Hall and Triangle Park Improvements



Riverfront Trail Improvements



Development Opportunities



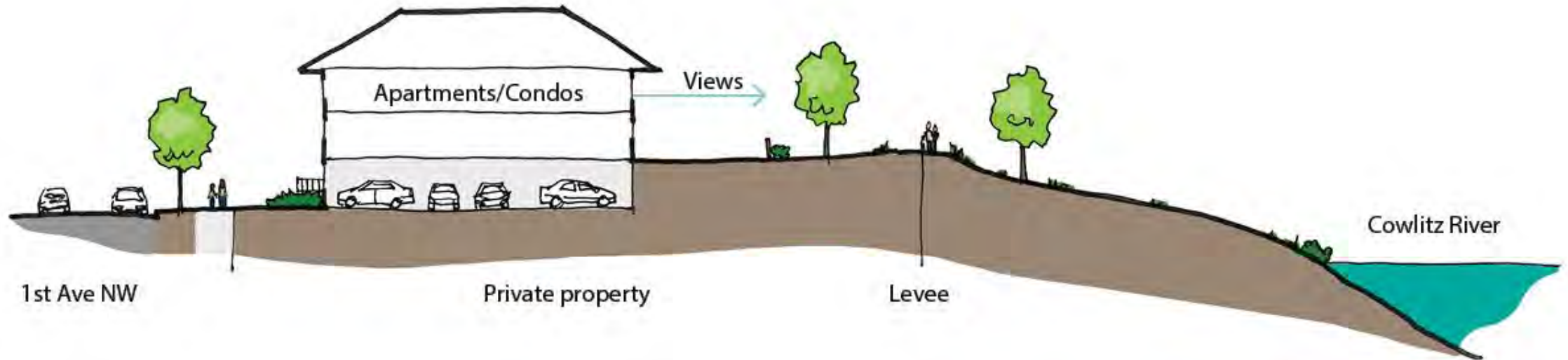
West Main and Catlin Street Concept



Public Properties Redevelopment Concept



Riverfront Residential Infill



Riverfront Views – 3rd Story



Other Plan Recommendations

- Establish a neighborhood revitalization organization
 - City to consider funding startup costs
 - Modeled after the Main Street Program
- Support volunteer neighborhood cleanup efforts
- Establish an “Angel Initiative” program modeled after Gloucester, MA program to connect addicts with treatment providers
- Maintain improved code enforcement program and consider assigning code enforcement officers to particular neighborhoods.