



WEST KELSO SUBAREA PLAN

Workshop #2 Summary

OVERVIEW

The second public workshop for the West Kelso Subarea Plan was held on November 19, 2015 from 6-7:30pm at Catlin Hall in the West Kelso neighborhood. Approximately 15 people attended. The workshop included the following activities:

- A. Open House Display of Land Use Alternatives, Design Options and Public Outreach Results
- B. Presentation on Alternatives, Design Standards and Additional Revitalization Strategies
- C. Survey and Group Discussion



Figure 1: Workshop Exercise on Plan Priorities

The following summary provides an overview of the input received at the workshop, as well as individual participation exercise descriptions. Attached is a list of attendees and the existing conditions boards that were available to workshop attendees.

Q&A

After the presentation on alternatives, public outreach results, and next steps a question and answer session was opened. The following represents some of the concerns that were raised.

- Can the alternatives be modified? Are they mutually exclusive?
- The main (between the alternatives) right now is the difference in residential type and the buffer to the south?
- Catlin – what about parking if no curb cuts will be allowed with the next phase of the realignment project?
- If you upzone the single family areas does it inhibit those who stay from getting home improvement loans?

- There were rumors that homes were going to be bought up for the hotel by the fairgrounds. Where is that allowed? It seems like we should all be coordinating (Kelso, the fairgrounds, the county, Longview).

SURVEY RESULTS

1 – 5. Alternatives Preference – Rank your preference for each change area with 1 being the first choice.

Exhibit 1. Alternatives Preference

	No Action	Alternative 1	Alternative 2
Area A	1.3	1.3	1.8
Area B	2.9	1	2
Area C	2.6	1.4	2.0
Area D	2.8	1.3	1.9
Area E	2.5	1.6	1.8

Note – The chart above shows the averages for the answers given, where 1 is the most preferred alternative for different areas of the neighborhood and 3 is the least preferred. Averages were used instead of total count because some respondents only gave preference responses to some, and not all, parts of a questions.

6. Design Alternatives Preference

Exhibit 2. Design Options Preference

Design Option	Like	Neutral	Don't Like
1 Vacate Street to expand park	7	1	1
2 Pedestrianize Main Street	9	0	0
3 Improve Spray Park	9	0	0
4 Improve Trail Along River	6	3	0
5 Convert area North of Catlin and Main to Plaza Space	6	3	0
6 Redevelop area South of Catlin and Main to Park/Open Space	7	2	0

Note – numbers presented are the total count for those who answered the questions.

Additional Comments:

- Like pedestrian overlay, neutral about the area B multi option, don't like leaving 1st Street the same
- Pedestrianized main street - like low bushes if outdoor seating
- Like spray park improvements - more restroom access
- Neutral about improving trail and adding a viewing area along the river - if self-made
- Like a pedestrianized main street - low trees/ bushes, ie. Japanese Maples
- Like improvements to spray park - public restrooms please

7. Vision Statement

Exhibit 3. Vision Statement

	Like	Neutral	Don't Like
How do you feel about the proposed vision statement?	8	1	0

Note – numbers presented are the total count for those who answered the questions.

Additional Comments:

- Nice dream, but lack of ability to affect outcome since it really depends on coordinated private investment

8. Why do you like or not like the statement? What would you add or change?

- Safety and economic conditions are the biggest issues facing West Kelso. I'm happy this is addressed first thing.
- It speaks well for the way a neighborhood should be, and I believe it was once this way a long time ago. It's time to bring it back. It is an extremely well-travelled area (West Kelso) but has become run down in the residential areas.
- I like the forward thinking towards an attractive vibrant place to visit. A pedestrian neighborhood is attractive, but we need a grocery that serves the area and small restaurants.
- It sounds like an all-around good statement for West Kelso.
- Like the whole statement and the desire to improve area.

9. Which of the following would you like to see more of in West Kelso?

Exhibit 4. Additional Strategies

Option	More	The Same	Less
Public Improvements			
Street Art	7	0	1
Street Lighting	8	0	0
Signage	2	6	0
Public Plazas	8	0	0
Pocket Parks	7	0	0
Riverfront Viewing Areas	8	1	0
Storefront Improvements	9	0	0
City Action			
Policing program to help place those dealing with drugs in treatment	7	0	1
Enforcement of nuisance laws	9	0	0
Blight and vacant property laws	9	0	0

Purchase and redevelopment of distressed property by City	7	1	0
Partnerships and Community Groups			
Neighborhood watch	9	0	0
Community clean-ups	9	0	0
Local Business/Main Street organization	8	1	0

Note – numbers presented are the total count for those who answered the questions.

Additional Comments & Observations

- Some survey takers put extra emphasis on more street lighting, public plazas, and storefront improvements for Public Improvement options
- Some survey takers put extra emphasis on the city taking more action on enforcing nuisance laws and having more blight and vacant property laws
- One survey taker put extra emphasis on a desire for more local business and main street organizations
- There was one comment on the strategy of a policing program to help place those dealing with drugs in treatment that stated "Not a police job! Police can help but it's a public health issue."

10. What were your favorite concepts presented and why?

- Rezoning of Catlin to dense housing
- Plaza ideas near West Main and Catlin
- Pedestrian overlay - mandates on design focusing on public engagement
- Expand commercial area and mix with residential - safer for pedestrians
- Pedestrian Overlay
- Zone B
- Zone D for CWK
- The vision and the design options in terms of what an ideal "West Kelso" could be!
- The pedestrian concept
- The new MF areas
- Ideas of improving the area is good. Need more coordination with Longview & Cowlitz County in their proposed projects
- Artists/ Artwork
- Attracting young vital growing families
- More lighting

11. What were your least favorite concepts presented and why?

- Widening street on Catlin - \$\$\$ for what value?

- Conformity if existing property attractive and well maintained, not
- Need to make a clear upgrade standard for new properties
- Mixed residential could seem intrusive if you have single family homes adjacent to multifamily. There would have to be design "rules" that would allow these areas to blend well together while maintaining a safe, clean and attractive, inviting area to come home to
- Parking issues. Lots are empty because businesses are not attractive. With improvements parking will be an issue. If no streetside options, public lots may need to be considered.
- I feel phase two of the Catlin Street project is not needed and will harm business access. I hope this is reconsidered.
- I like the idea of trees down West Main and 5th but I hope they are low laying ones so not to disrupt views

12. Are there any additional things you would like to see in West Kelso?

- Give West Kelso an identity. Start using its historical name of Catlin more. Make "Catlin Neighborhood" street signs. Give it something people can identify with.
- Would love city help in creating a neighborhood business association
- Service oriented coordinated development
- Activity focus
- Biking, walking, water sports?
- Eliminate ditches along roadways (i.e. SW 4th Avenue) and better lighting along main roadways (Washington Street)
- Restaurants, a grocery store, street repairs and curbs
- Assisting new home buyers in obtaining financing
- We do not support the road realignment as it seems to constrict things in the area
- Public restrooms
- Business association to boost pride and vitality
- Catlin district, not West Kelso - Catlin historic and trendy
- Artists create specific art - ie. benches, lightpost, birdhouse or water fountains
- Community, neighborhood events
- Shuttle services to eliminate traffic bottlenecks
- If docks built, consider public restrooms/shows for boaters
- Unified front

ALTERNATIVES

Change Areas

The map below shows the areas in West Kelso that will be referenced in the survey. Please use the map handout to refer to the different alternatives.



Questions

Please fill in the following questions with 1, 2 or 3 to rank your preference for the area identified, with 1 being your first choice.

1. AREA A

Please select your ranking for the three alternatives in this area:

Rank	Alternative	Description
	No Action Alternative & Alternative 1	Maintain RSF-5 Zoning
	Alternative 2	Rezone to MR

2. AREA B

Please select your ranking for the three alternatives in this area:

Rank	Alternative	Description
	No Action Alternative	Maintain RSF-5 Zoning
	Alternative 1	Rezone to RMF
	Alternative 2	Rezone to MR

3. AREA C

Please select your ranking for the three alternatives in this area:

Rank	Alternative	Description
	No Action Alternative	Maintain CWK Zoning with no changes
	Alternative 1	Apply a pedestrian overlay
	Alternative 2	Apply a pedestrian overlay

4. AREA D

Please select your ranking for the three alternatives in this area:

Rank	Alternative	Description
	No Action Alternative	Maintain RSF-5 Zoning
	Alternative 1	Rezone to RMF
	Alternative 2	Expand CWK below Catlin and rezone partially RMF

5. AREA E

Please select your ranking for the three alternatives in this area:

Rank	Alternative	Description
	No Action Alternative	Maintain RSF-5 Zoning
	Alternative 1	Rezone only to portion to the East and West as RMF to create a buffer between residential and commercial/mixed-use zones

	Alternative 2	Rezone to MR and rezone a half block to the east and west as RMF to create a buffer between residential and commercial/mixed-use zones
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DESIGN QUESTIONS

Please refer to the design alternatives map for depiction of the options below.

6. How do you feel about the alternative design options:

Design Option	Like	Neutral	Don't Like
①			
②			
③			
④			
⑤			
⑥			

VISION STATEMENT

Draft 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.

7. How do you feel about the vision statement above (circle one)?

Like	
Neutral	
Don't Like	

8. Why do you like or not like the statement? What would you add or change?

ADDITIONAL QUESTIONS

9. Which of the following would you like to see more of in West Kelso?

Design Option	More	The Same	Less
Public Improvements			
Street Art			
Street Lighting			
Signage			
Public Plazas			
Pocket Parks			
Riverfront Viewing Areas			
Storefront Improvements			
City Action			
Policing program to help place those dealing with drugs in treatment			
Enforcement of nuisance laws			
Blight and vacant property laws			

Design Option	More	The Same	Less
Purchase and redevelopment of distressed property by City			
Partnerships and Community Groups			
Neighborhood watch			
Community clean-ups			
Local Business/Main Street Organization			

10. What were your favorite concepts presented and why?

11. What were your least favorite concepts presented and why?

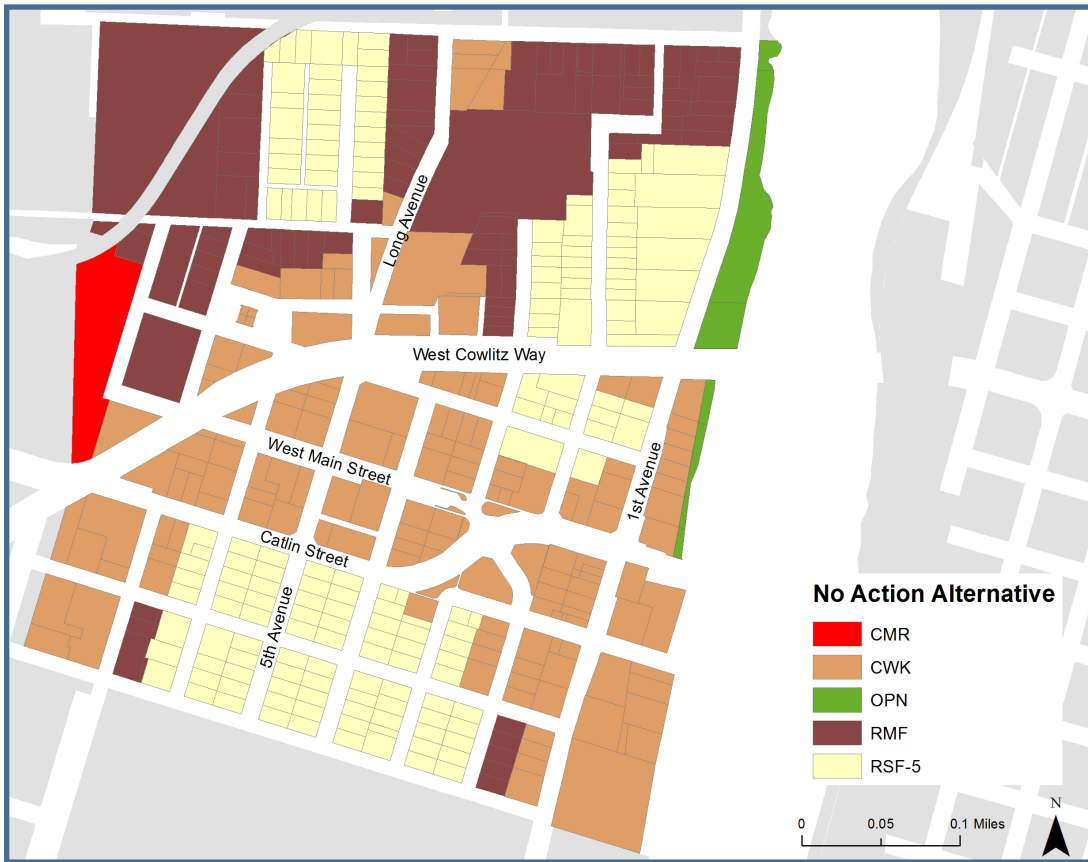
12. Are there any additional things you would like to see in West Kelso?



No Action Alternative

No Action Alternative

The No Action Alternative maintains the existing zoning designations for the study area including the Commercial West Kelso, Residential Multi-Family, Residential Single-Family-5, Open Space, and Major Retail Commercial Zones. Existing development standards would also be maintained.



No Action Alternative

Current Land Use

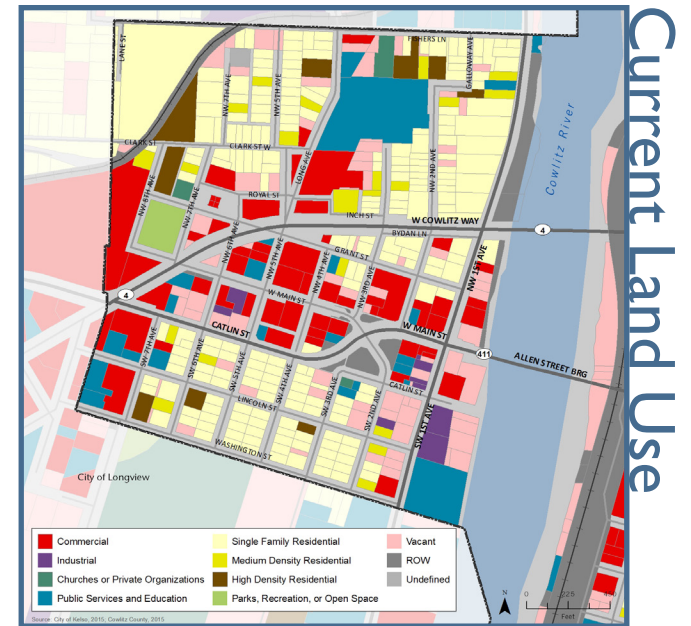
Today, 40% of land in West Kelso is used for single family residential. The second highest use of land is commercial (19%). There is also a notable portion of vacant land (13%).

Zoning

West Kelso is predominantly zoned for residential and commercial uses.

Future Land Use Map

The future land use map for West Kelso designates the entire neighborhood as a Special Study Area.

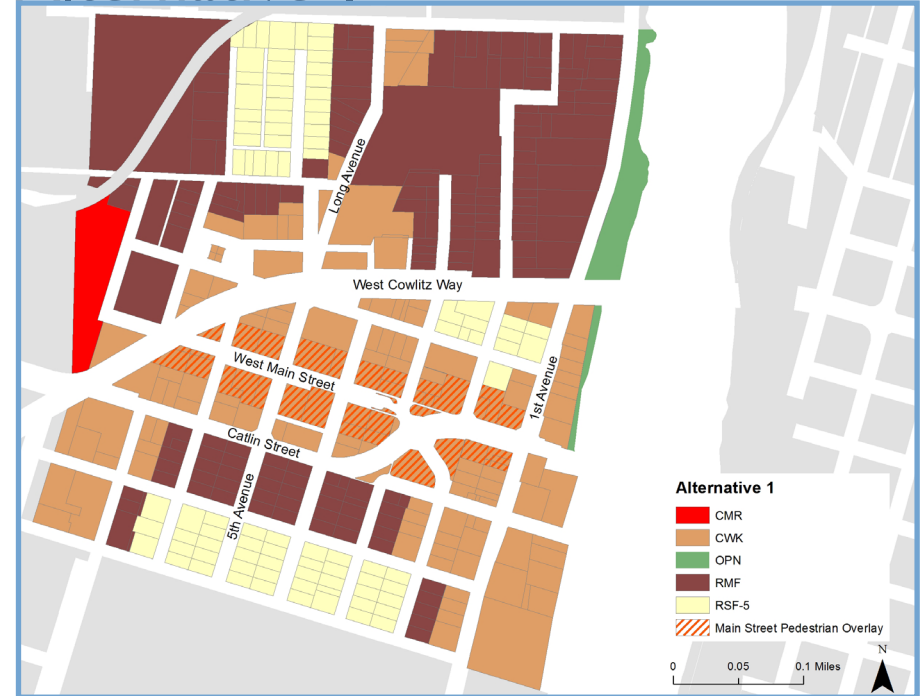


Current Land Use

Alternative I Change Areas



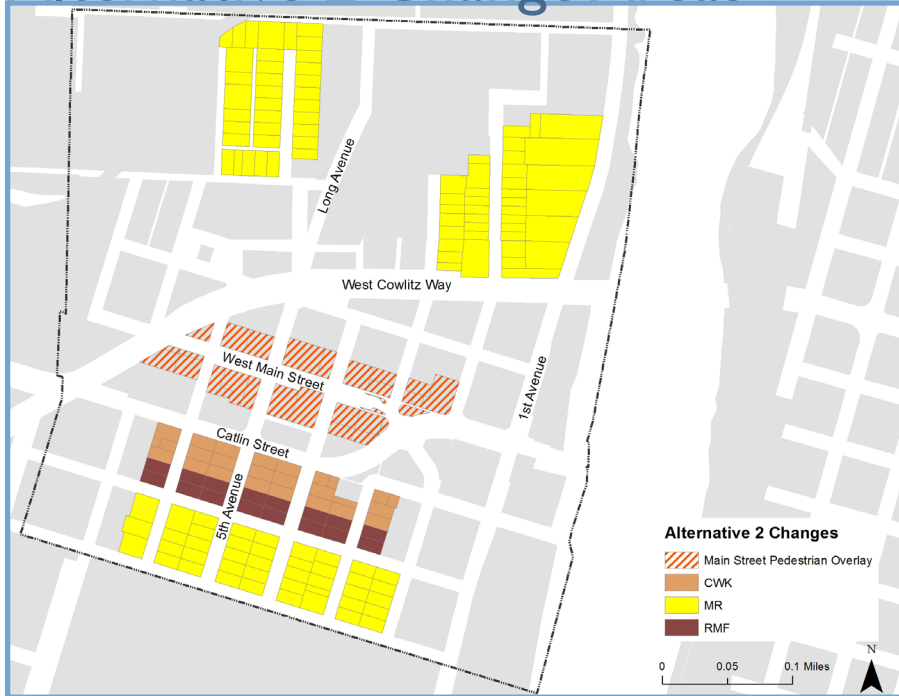
Alternative I



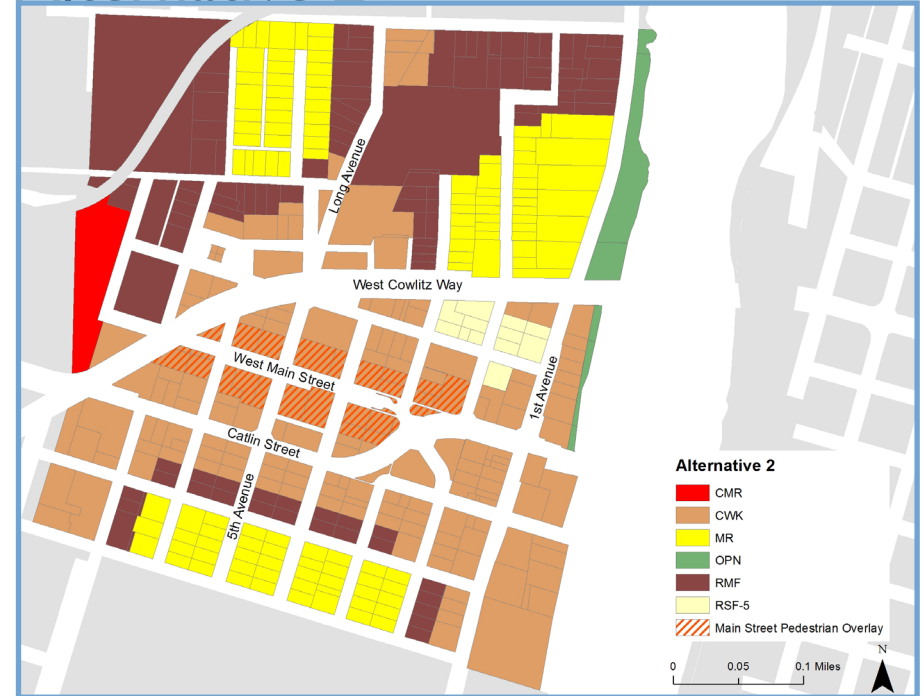
Alternative I maintains the existing zoning districts in the study area, but modifies the existing zoning district boundaries. A pedestrian oriented design overlay is applied to the properties that front on West Main Street from Catlin Street to Cowlitz Way. New development within the overlay will require active first floor uses with pedestrian oriented design. Key changes compared to the No Action Alternative include:

- Expanded RMF Zoning District boundary to include the RSF-5 zoned properties in the northeast corner of the study area around NW 3rd Avenue.
- Expanded RMF Zoning District Boundary south of Catlin Street in support of Phase II of the West Main Realignment Project. This action should be dependent on the completion of Phase II. This RMF zoned area is also intended to provide a buffer between the CWK Zone and the RSF-5 Zone to the south.
- Added Pedestrian Overlay on West Main Street and surrounding parcels.

Alternative 2 Change Areas



Alternative 2

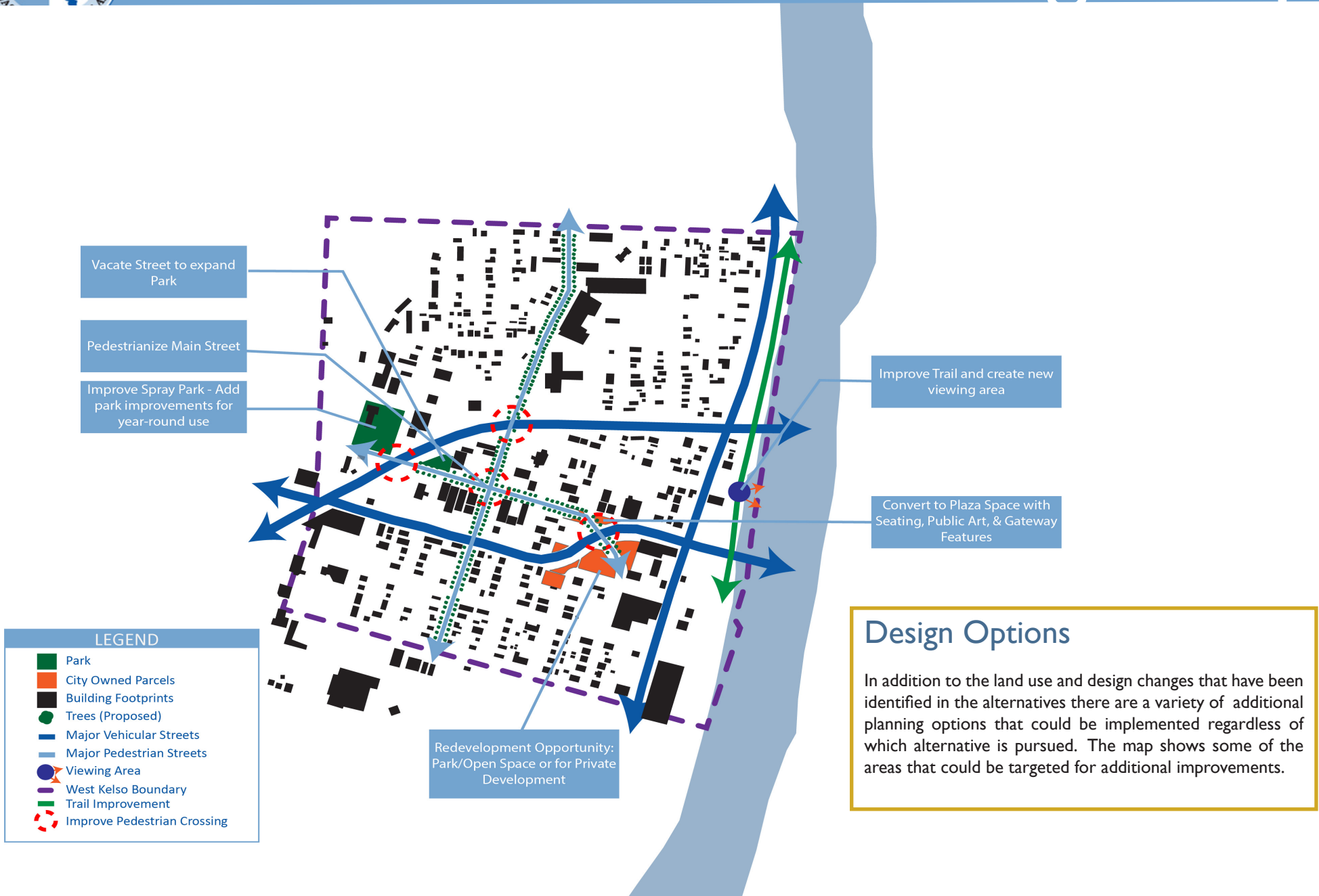


Alternative 2 is similar to Alternative 1 except existing RSF-5 zoned areas are converted to a new Mixed-Residential Zone that allows a mix of residential development types, including single-family homes, duplexes, triplexes, and smaller scale multi-family up to approximately 15 units per acre. Alternative 2 also includes the Main Street Pedestrian Overlay. Key changes compared to the No Action Alternative include:

- New Mixed Residential Zone (MR) applied to the properties between Washington and Lincoln Streets (formerly RSF-5) and transition of the RSF-5 areas in the north and north east of the neighborhood to MR.
- Application of RMF Zoning District to those parcels north of Lincoln to create a buffer between the multifamily and commercial areas.
- Expand the CWK Zone south of Catlin Street in support of Phase II of the West Main Realignment Project. This action should be dependent on the completion of Phase II.
- Added Pedestrian Overlay on West Main Street and surrounding parcels, but unlike Alternative 1 it does not include properties that front on Catlin Street or on West Main east of Catlin Street.



Design Map





Vision & Principles

Draft Vision

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.



Draft 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.



Online Survey Results

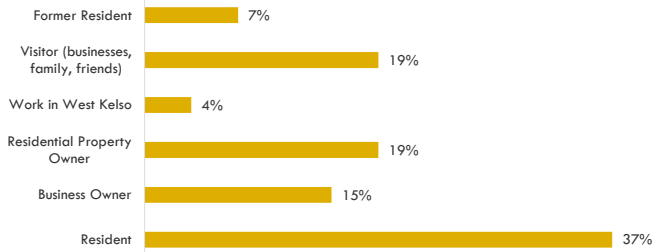
Online Survey

An online survey was open from September through November. The survey asked respondents about priorities and concerns about West Kelso.

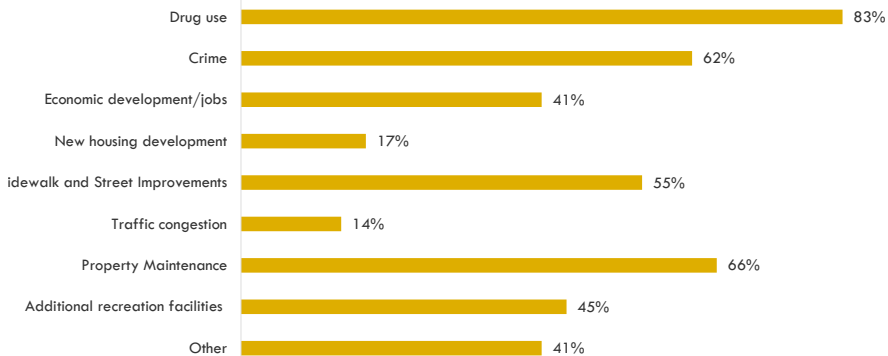
Respondents: 56

- » 90% of respondents were homeowners
- » 60% of respondents living in West Kelso have lived there for 5 or more years

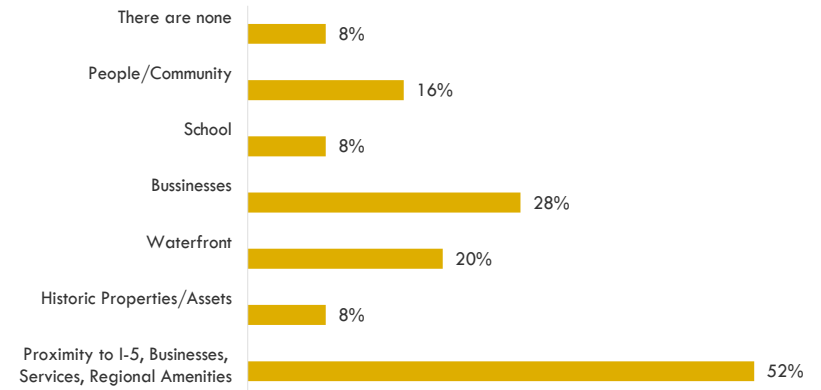
Respondents described their role in the community as:



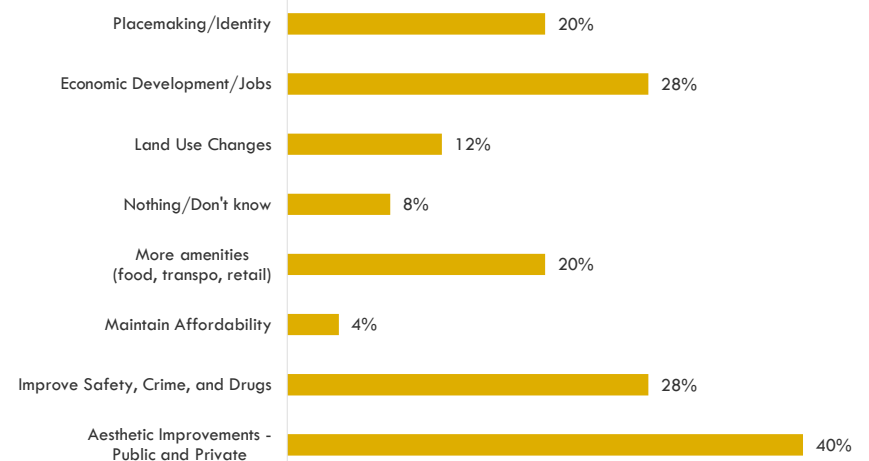
Respondents were asked about the most important issues in West Kelso:



Some of the assets identified by respondents include:



Some of the opportunities for improvement identified by respondents



Workshop #1

A Workshop was held at the Kelso Senior Center on September 30th. At the workshop, a presentation gave a general introduction to the project and project timeline as well as the results of an existing conditions analysis, which identified opportunities and challenges. There were 25 attendees.

After the presentation, a mapping exercise was completed in groups of 4-5 with the help of a consultant team member.

Exercise Results

Those issues identified as high priorities were drug use and crime. Economic development, new housing, traffic, and building maintenance were also priorities to some while new recreation facilities was a low priority.



Mapping Exercise



Assets identified during the mapping exercise include:

- » Red Leaf
- » Walkability
- » Centrally Located
- » Commercial/small business along W. Main and Catlin
- » Riverfront

Challenges identified during the mapping exercise include:

- » Rental rates stagnant
- » Vacant buildings
- » Crime and disinvestment
- » No river access - visual or physical
- » Homelessness
- » Traffic
- » Not enough parking
- » Not enough restaurants & other local businesses



West Kelso Subarea Plan

Workshop #2

November 19, 2015

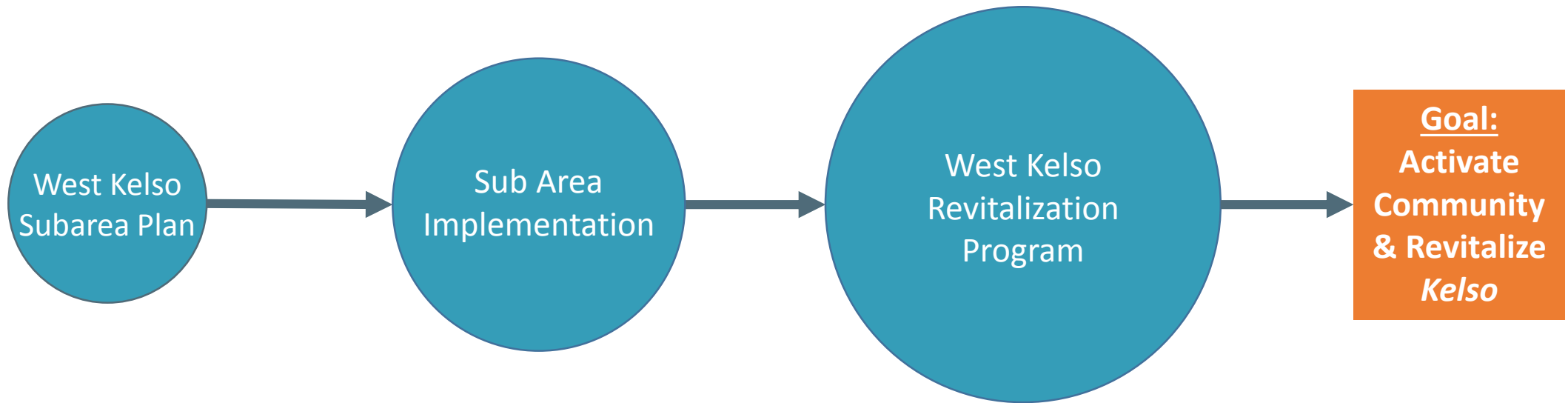


Regional Context and Subarea Planning



- 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

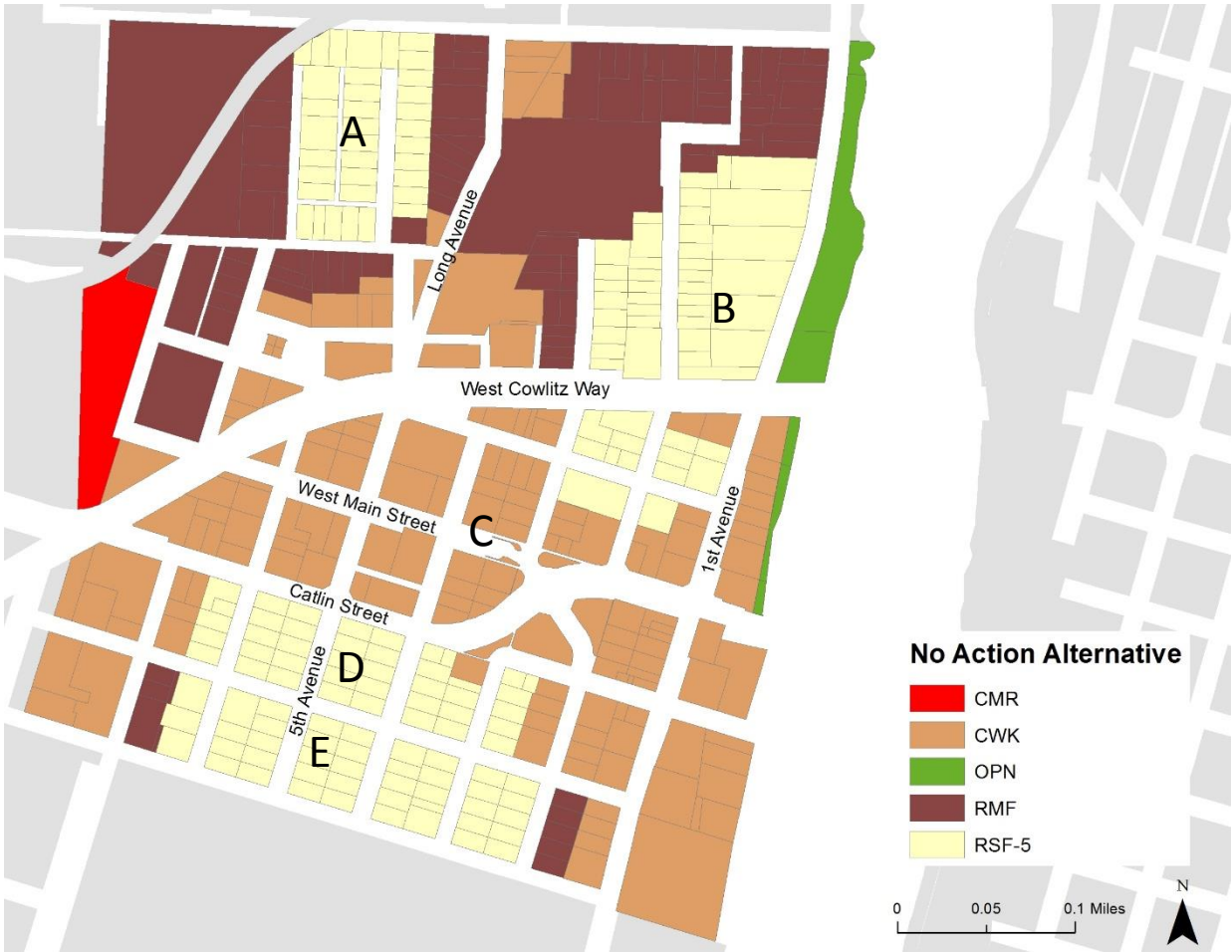
Vision Statement

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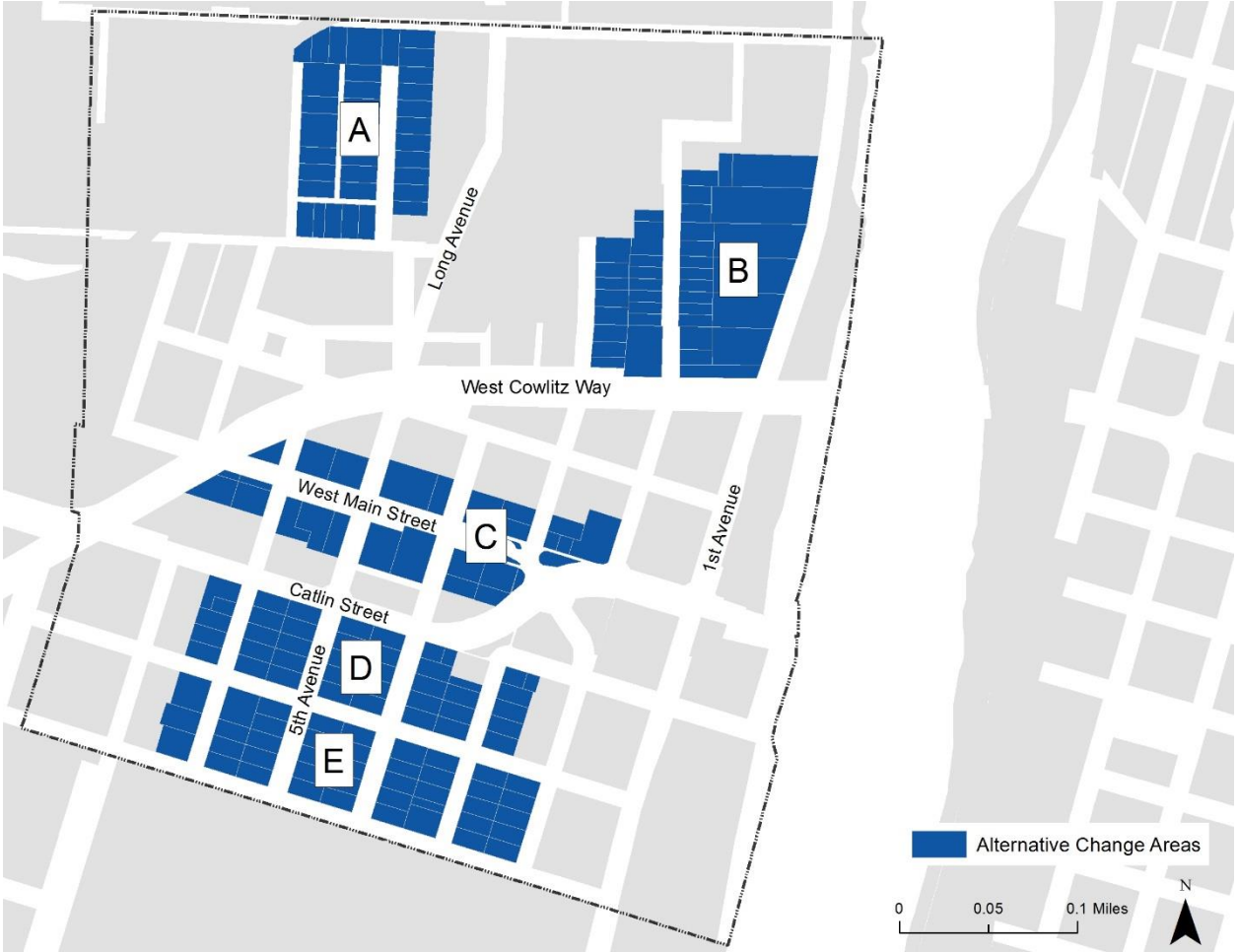
Guiding Principles

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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.
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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.
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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.

No Action Alternative



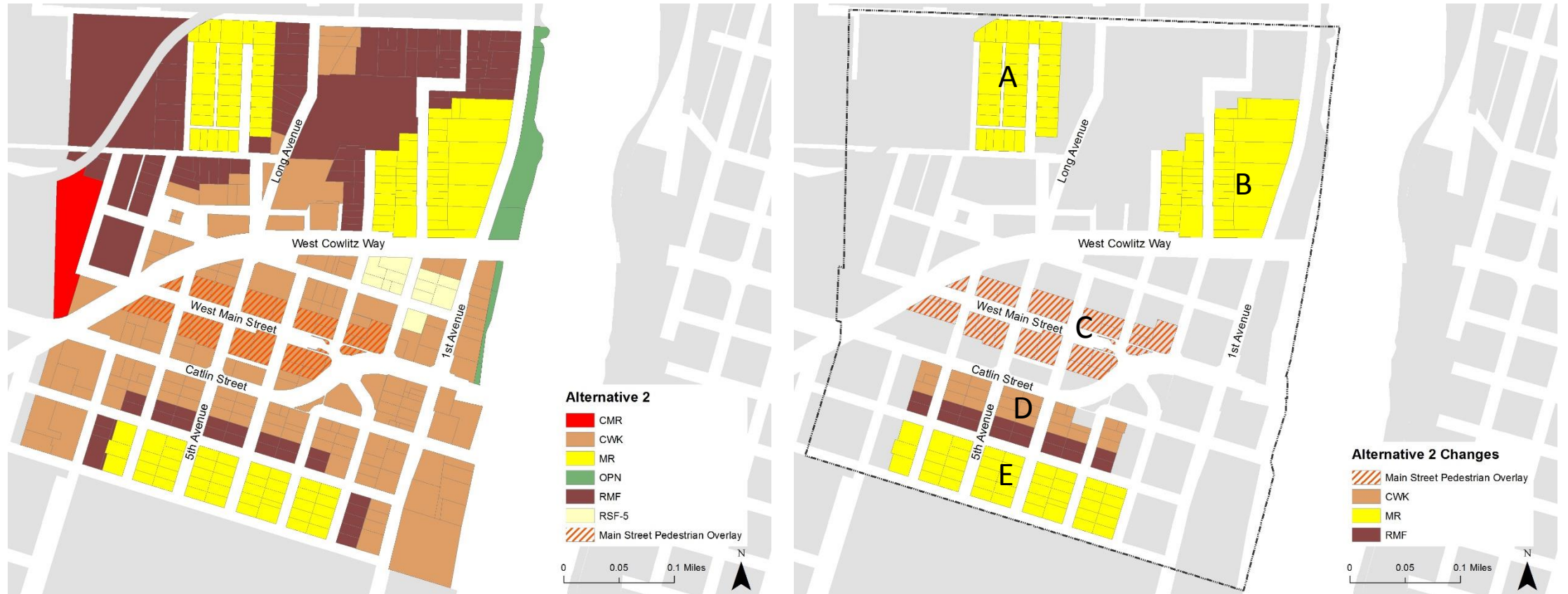
Alternative Changes



Alternative 1



Alternative 2



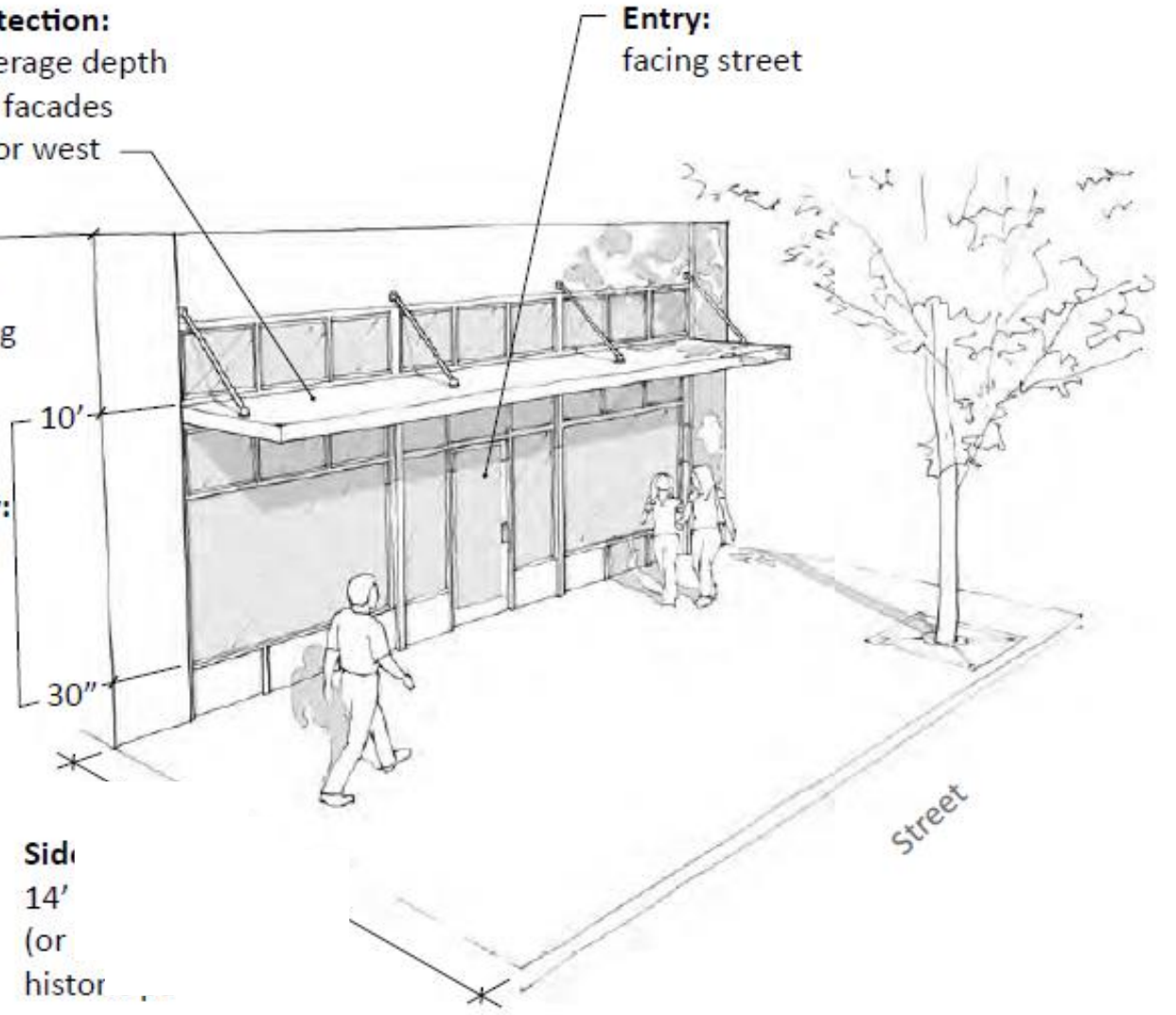
Alternatives 1 & 2: Main Street Example Frontage Standards for New Development

Weather protection:
At least 5' average depth
along 60% of facades
facing south or west

Height:
13' minimum
floor to ceiling

**Windows/
transparency:**
At least 60%
of facade
between 30"
and 10'

Entry:
facing street



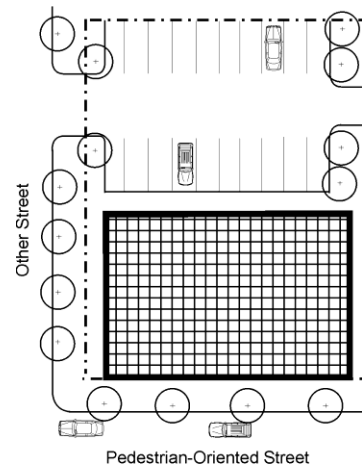
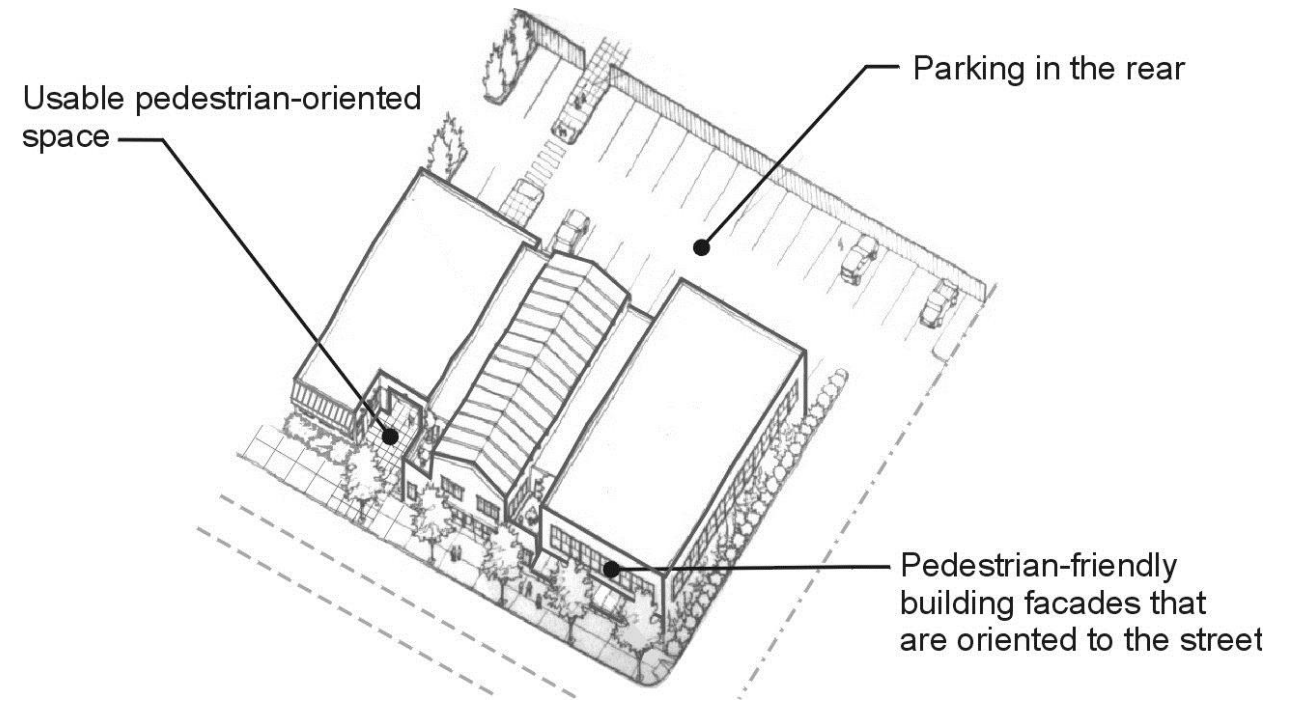
Sidewalk:
14'
(or
historical)

Alternatives 1 & 2:

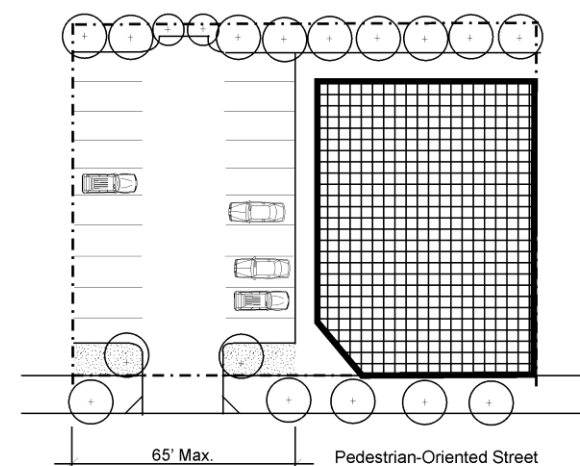
Increase use flexibility by allowing single purpose multifamily in the CWK zone except for Main Street



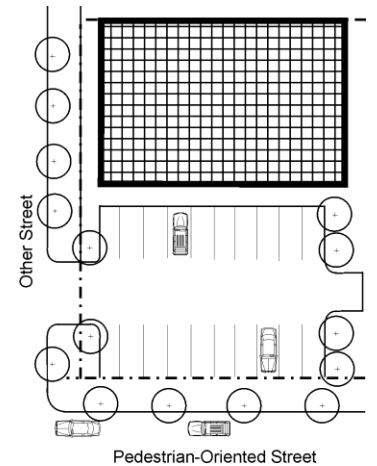
Alternatives 1 & 2: Design standards to address pedestrian oriented design



GOOD



ACCEPTABLE



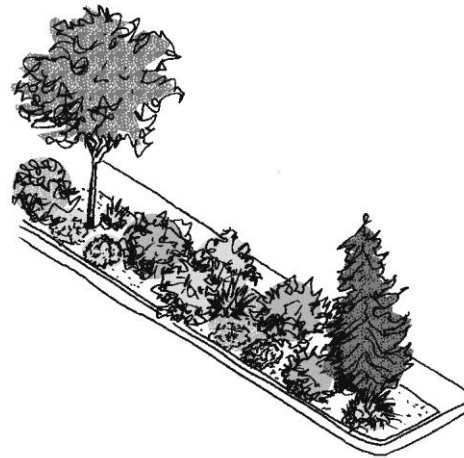
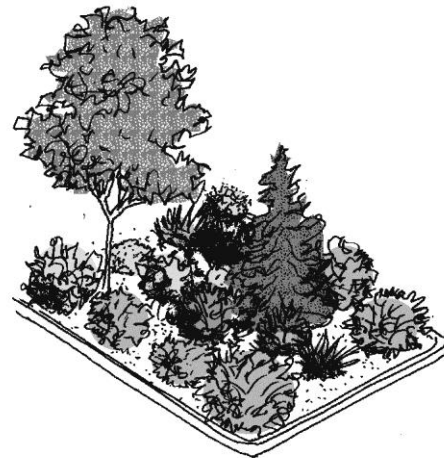
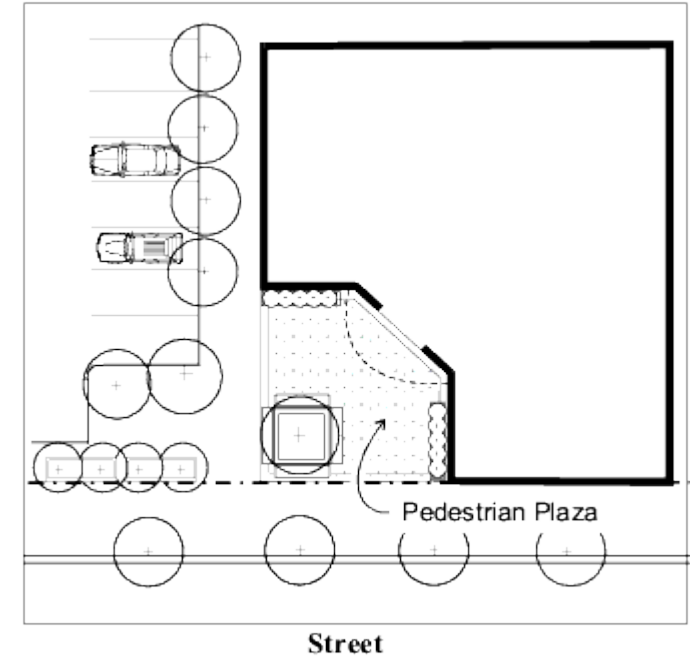
UNACCEPTABLE

Alternatives 1 & 2: Design standards to address building design



Alternatives 1 & 2:

Design standards to address reduced off-street parking requirements, shared open space, and landscaping



Alternative 2:

Portion of RSF-5 converted to a new Mixed-Residential Zone that allows a mix of residential development types



Townhome Concept Plan (Existing)



Townhome Concept Plan



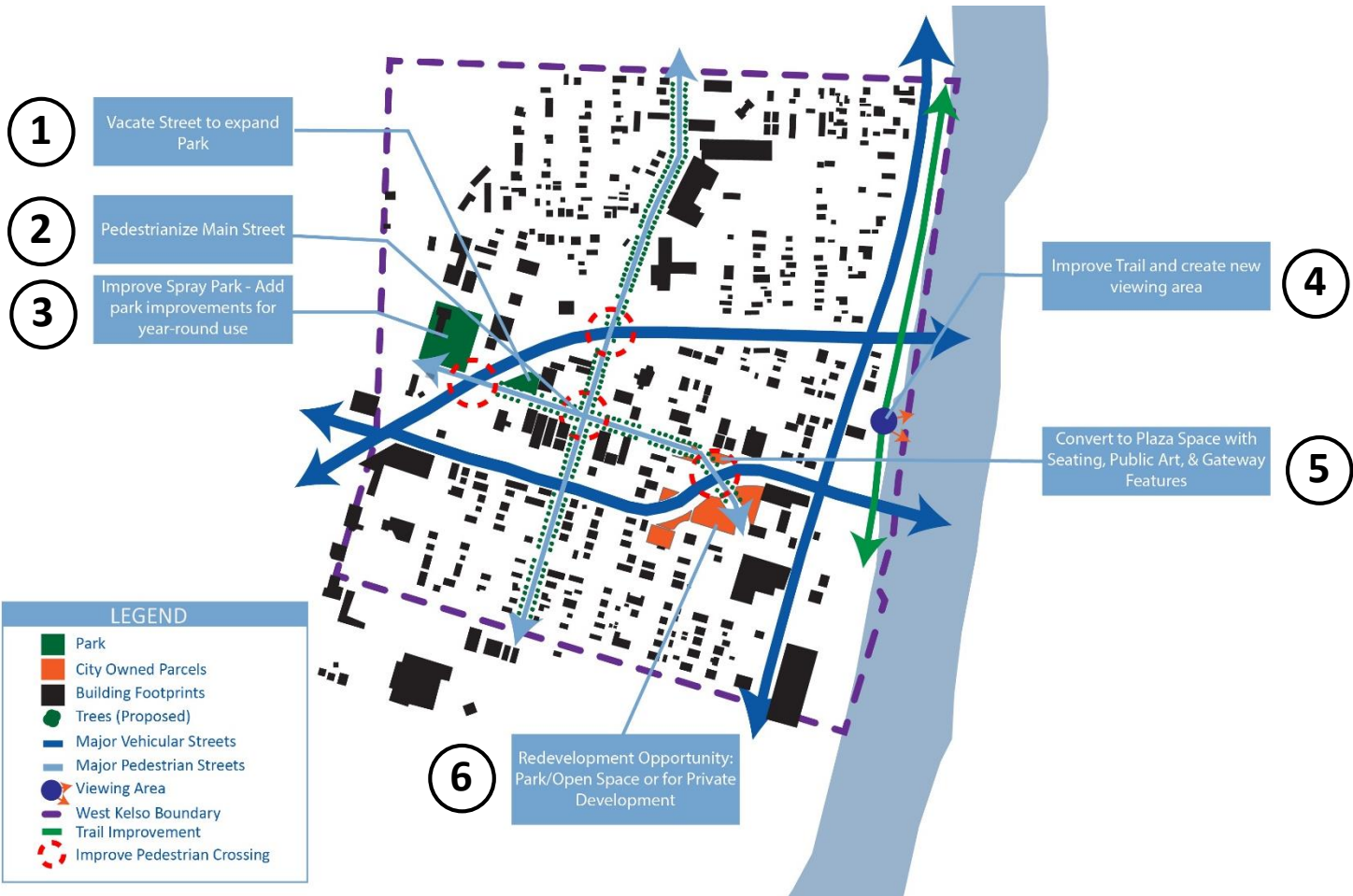
Current Zoning: 8.7 units/acre
Townhome Density: 16.5 units/acre



Example of housing adjacent to River



Design Alternatives



Public space improvements where the street realignment was completed at West Main and Catlin Streets



Plaza (Existing)



Plaza



Additional Plan Options

- Establish West Kelso Business Improvement Organization
 - Events
 - Marketing
 - Landscape Maintenance
 - Small scale public improvements
 - Public Art Program
- Organize and sustain neighborhood volunteer clean-up efforts
- Partner with Public Health Agencies to increase access to drug treatment

Next Steps

- City Council and Planning Commission Presentation –
 - December 1, 2015
- Draft Plan
 - Mid-January
- Final Plan
 - Early February
- Questions: WestKelso2015@gmail.com