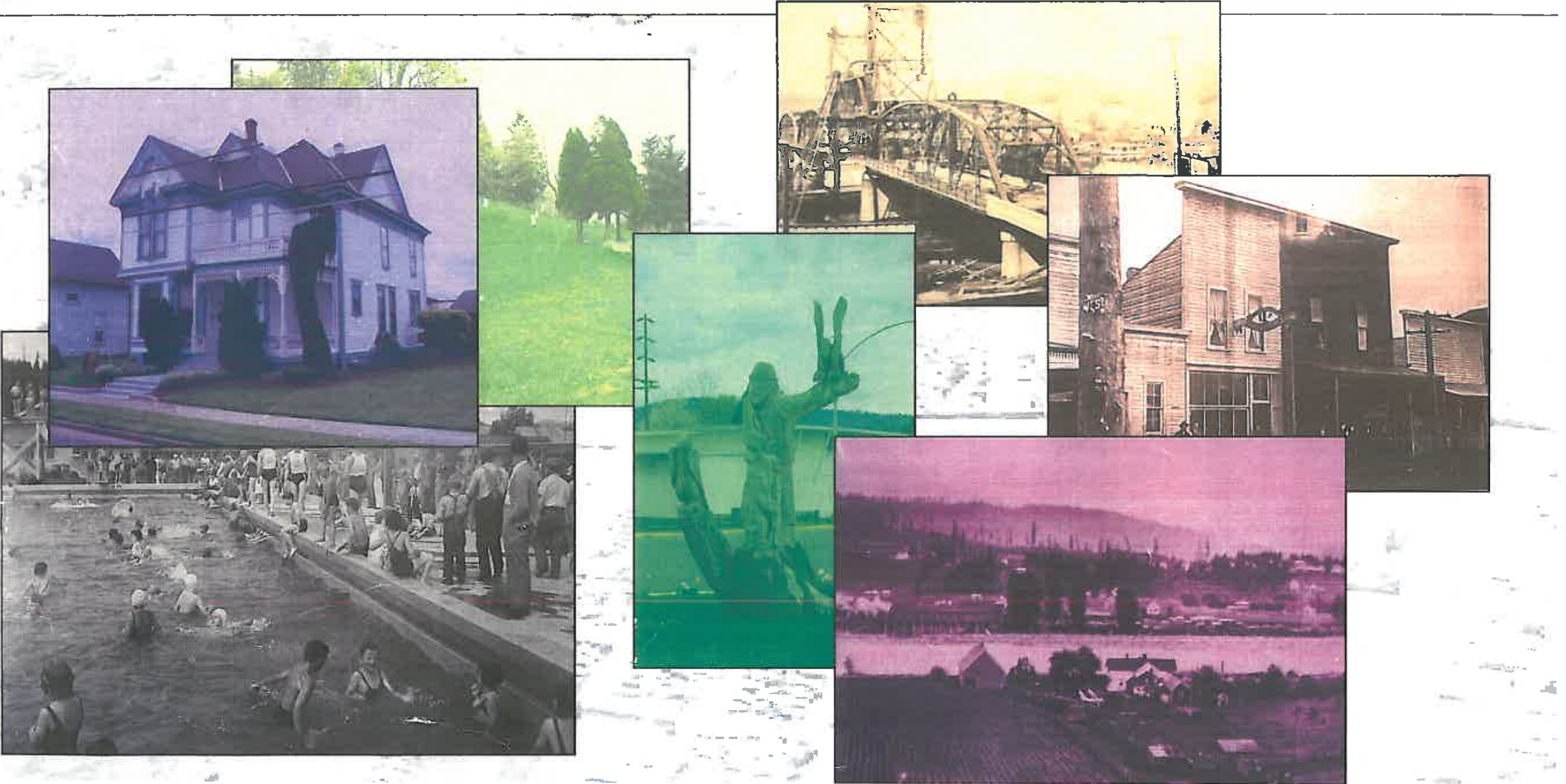
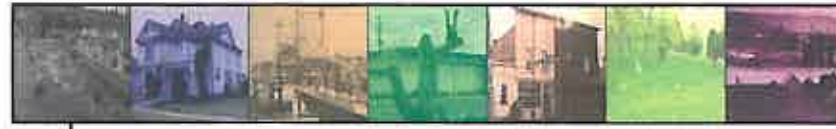


REALIZING THE POSSIBILITIES: An Asset Based Plan For Revitalization of West Kelso



WEST KELSO
CATLIN
SUB-AREA
PLAN



REALIZING THE POSSIBILITIES: An Asset Based Plan For Revitalization of West Kelso

Prepared for:

City of Kelso

Prepared by:

Department of Urban and Regional Planning,
Eastern Washington University

December 6, 2004

WEST KELSO CATLIN SUB-AREA PLAN



EXECUTIVE SUMMARY



1909 Map showing Catlin instead of West Kelso.

Executive Summary

The Catlin-West Kelso Sub-Area Plan is designed for the future revitalization of its commercial, residential, and public land uses. This project was a partnership between Eastern Washington University, the City of Catlin/West Kelso, and the community members to establish a sub-area plan to improve the character of the district and to forge a vision that preserves the neighborhoods assets while building on bigger things for its future.

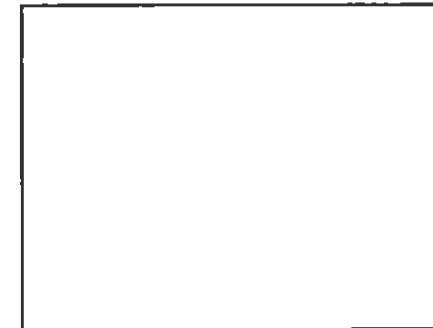
The community supported the strategy of focusing on the existing assets for residential, commercial, and public land uses by addressing how to preserve, enhance, and create them.

For the residential land uses, the cottage homes, historic homes, historic mixed-use, existing multifamily homes, and vacant lands were identified as vital assets. Strategies for preserving these assets include retention, rehabilitation programs, and expansion of homeownership. Strategies to enhance comprise of creating design guidelines, forming neighborhood associations, giving incentives for historic restoration, and fostering mixed-use development. Strategies to create entail forming a redevelopment agency, new cottage home developments, and incentives for mixed use.

Similarly for the commercial land uses, the auto-oriented commercial areas, the traditional Main Street, motel, neighborhood retail, and vacant commercial lands were

recognized as key assets. Strategies for preserving them include concentrating/containing commercial areas, forming merchant association, access management, and landscaping. Strategies to enhance consist of infill development, revitalizing streetscape, improving parking and expanding motel space. Strategies to create include new mixed-use infill, attracting new development, a Riverside District, a conference center complex, and a farmers market under the bridge.

Furthermore for public land uses, the fairgrounds, Catlin Community Center, Catlin Pool, Catlin School, bridges, triangle park, river corridor, open space, and fine grid streets were acknowledged as significant assets. Strategies for preserving this land use involve a traffic calming plan, rehabilitating of pool /community center, installing a primitive river trail, and improving transit service. Strategies to enhance includes implementing gateways, negotiating re-alignment, implementing green streets, installing traffic calming, developing a new park, and a pedestrian/bike trail on the river. Strategies to create compose of expanding school space, relocating pool/community center, creating a skateboard park, public art, a riverside amphitheater, and linking green streets.



WEST KELSO CATLIN SUB-AREA PLAN



EXECUTIVE SUMMARY

Executive Summary Continued



The Lower Cowlitz tribe occupied 30 villages dotting the Cowlitz River from present-day Mossyrock southward to within a mile or two of the Columbia River. While the Cowlitz bands continue to seek Federal recognition, West Kelso-Catlin can extend greater local recognition by honoring the history and culture of the first peoples along the river by using interpretive signs and trails.



Splash Pool



High Density Residential



Amphitheater



Main Street redevelopment



Green Streets

WEST KELSO
CATLIN
SUB-AREA
PLAN



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WEST KELSO CATLIN SUB-AREA PLAN



The river has long been a spawning ground for smelt. For centuries native tribes relied on smelt, both as a food source and as a major trade commodity. The economic value of smelt continued into the twentieth century, and in 1956 Kelso declared itself "Smelt Capital of the World". While the economic value of this resource has declined, its historic and cultural value should be preserved.



INTRODUCTION

Introduction

BACKGROUND

This document represents the final phase of a project begun several years ago. The first step was to do an inventory and analysis of the existing conditions in the West Kelso/Catlin sub-area. The findings of this analysis were presented at an open house in West Kelso in the spring of 2003. In the fall of 2003, residents were involved in a values identification workshop. Based on the goals identified by the community in this workshop, this sub-area plan has been formulated to try to help guide planned community development. An important aspect of this plan is to try to incorporate the historical roots and sense of pride and place that this community exhibits.

PROJECT

This document is a sub-area plan for the community of West Kelso/Catlin based on goals and desires for future development expressed by the citizens of West Kelso/Catlin.

Key objectives of this phase of the planning process were to:

- ✦ Create a working plan based on community identified assets.
- ✦ Identified assets were grouped into three categories: Residential, Commercial and Public/Open Spaces.
- ✦ Three different characteristics of these three asset groups would be defined: Preserve, Enhance and Create.

Because West Kelso/Catlin has such a rich historical legacy, care and thought has been given to try to retain those features of the community that preserve the spirit of that legacy.

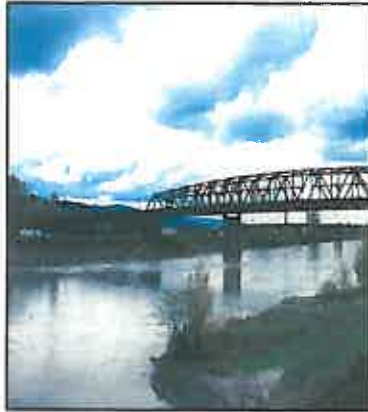
PROCESS

The fundamental components of the three categories of residential, commercial and public/open spaces were identified in terms of what aspects of those categories were essential for the community to preserve. These findings were then assessed as to what actions might best serve to enhance those assets. Finally, based on the key assets and the direction residents wished to go with the future development of their community, ways were identified to create new assets. Through considering what residents had expressed as concerns and needs for the orderly growth and enjoyment of their community into the future, the following sub-area plan for West Kelso/Catlin was created.

WEST KELSO CATLIN SUB-AREA PLAN



FRAMEWORK



The headwaters of the Cowlitz river are on Mt. Rainier, and its major tributary, the Toutle River, has headwaters on Mount St. Helens. It was a major trade route for native tribes and early settlers, and made settlement of the area attractive.

Current Conditions

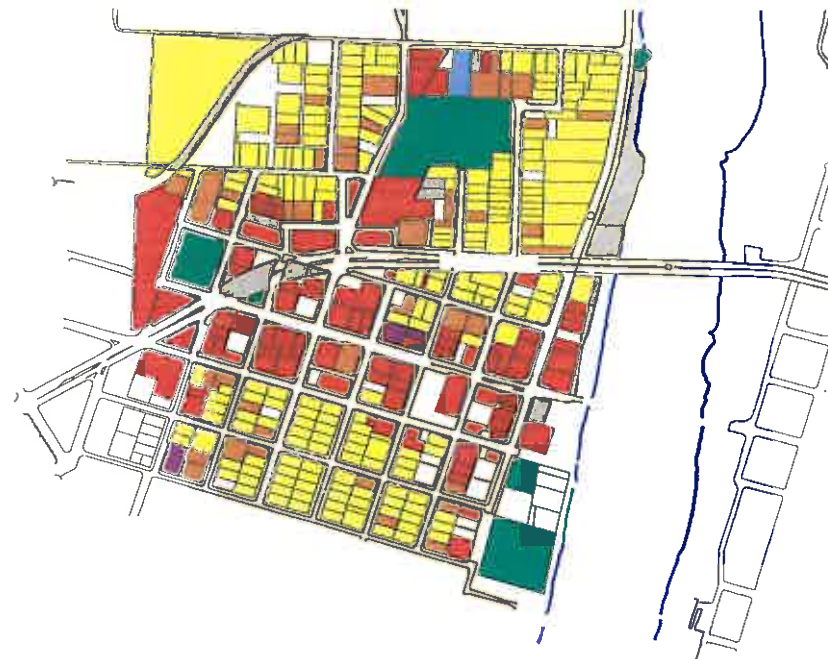
The population of West Kelso is approximately 900 people, and the community occupies 110 acres, covering 50 city blocks. There are three areas of development and land use that have been analyzed - Residential, Commercial, and Community/Public Space and Facilities.

Regarding residential/housing development, there are 440 dwelling units, with fifty-nine percent of those being single family structures. Approximately seventy percent of housing is renter occupied. West Kelso also has a high percentage of cottage scale housing, meaning houses less than 800 square feet.

West Kelso has roughly 16.3 acres of land in Commercial use right now, which is about 15% of all the land in the community. Approximately 35% of land consists of Community/Public Space and facilities, which includes the fairgrounds, community center & pool, bridges, Triangle Park, river corridor, open spaces, SR 4, and SR 411.

There are several traffic problems in the community: Traffic volume is very high along Cowlitz Way and Main Street; a turning movement conflict exists at Cowlitz Way and Main Street; and, there is a low level of service at certain intersections, particularly for pedestrian traffic.

Current Land Use



Red - Commercial
Green - Public and Open Space
Yellow - Single Family Residential
Brown - Multi-Family Residential
White - Vacant
Purple - Other

Source: EWU Land Use Summer, 2002- Updated 2004

WEST KELSO CATLIN SUB-AREA PLAN



FRAMEWORK



The Catlin cemetery, one of the oldest in the state, provides a great example of teaching community service. Each year in Spring, area schools participate in maintenance of the grounds. This practice, in place for decades, instills important lessons: appreciation of history, importance of contributing to community, and pride of undertaking valued service.

Current Conditions Cont.

West Kelso Demographics

Population

Total Population	887
Median Age	
Both Sexes	33.5
Males	32.3
Females	35.0

Households

Median Income	\$12,115
Average Household Size	2.16
Household Size	
1 Person	42%
2 Person	28%
3 Person	13%
4+ Person	17%

Tenure

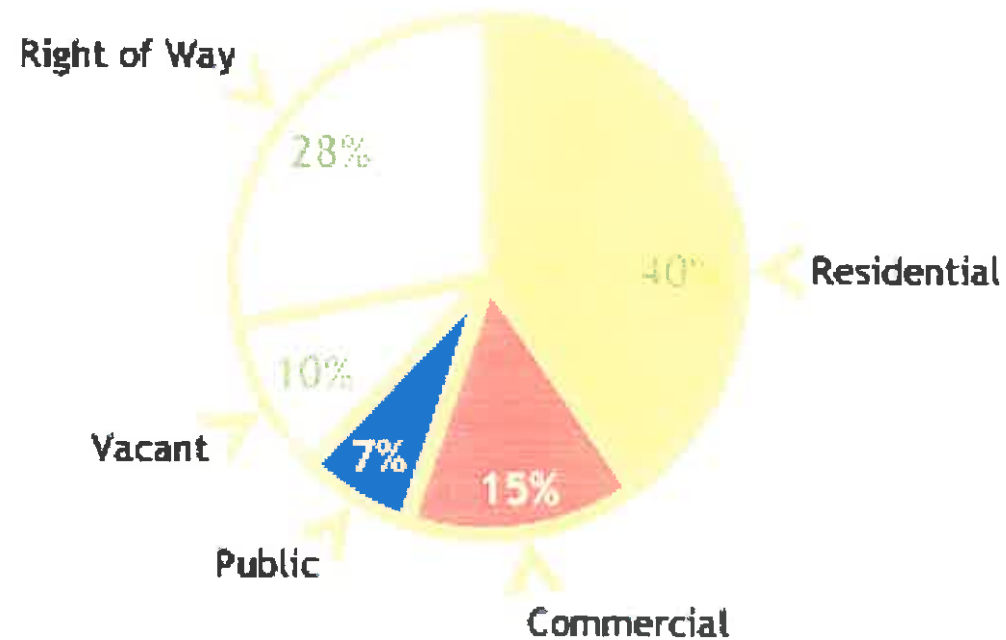
Renter Occupied	76%
Owner Occupied	24%

Median Home Value \$37,000

Median Rental Value \$230

Source: U.S. Census Bureau: Census 2000

West Kelso Land Use



WEST KELSO CATLIN SUB-AREA PLAN



FRAMEWORK



A gateway not only welcomes visitors to a town or neighborhood, but it can communicate an image of the locality, and help to reinforce a sense of community.

Community Assets

Historic Roots:

West Kelso-Catlin has a unique history and identity separate from Kelso and Longview.

River Corridor:

One element of that identity has been its orientation along the river.

Mix of Uses:

A second element has been the mix of uses combining commercial, residential and public space.

A Range of Housing:

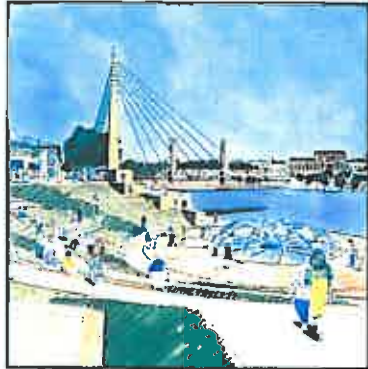
A third element has been the variety of housing choices.

Catlin School:

Historically the school has served as an important community center and source of pride. It remains a central asset. Building on assets is a foundational principle of this plan.



WEST KELSO CATLIN SUB-AREA PLAN



The river has played a central role in the past and it can play a major role in the future. Locating a community facility like an amphitheatre and a landscaped path along the river could "add value" to this existing asset. Adding value to existing assets is a recurring theme of this plan.



FRAMEWORK

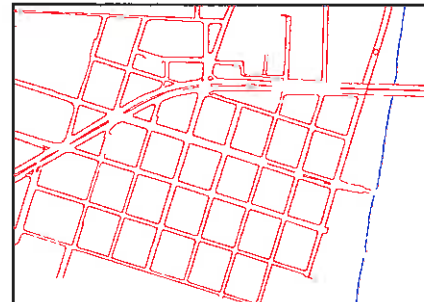
Community Assets Cont.

Neighborhood Scale/Fine Grid Streets: Although major arterials bisect the area, off of these streets, the fine grid pattern of streets and residential orientation to street make the area walkable and safe.

Central Location: Catlin has historically served as a gateway of bridge between the two larger communities. Its central location and historic role will gain in importance.

Fairgrounds: The fairgrounds green space and growing activity center provide both a defining southern landscape edge as well as offering economic stimulus.

Catlin Pool & Community Center: This area has long been a community gathering and recreational space. While specific uses may change the spirit of an area, that "public space" can extend well into the future.



WEST KELSO CATLIN SUB-AREA PLAN



Zoning and general plans can be crafted to permit multiple land uses in the same area. This type of development encourages pedestrian scale uses and helps to connect people in the community.

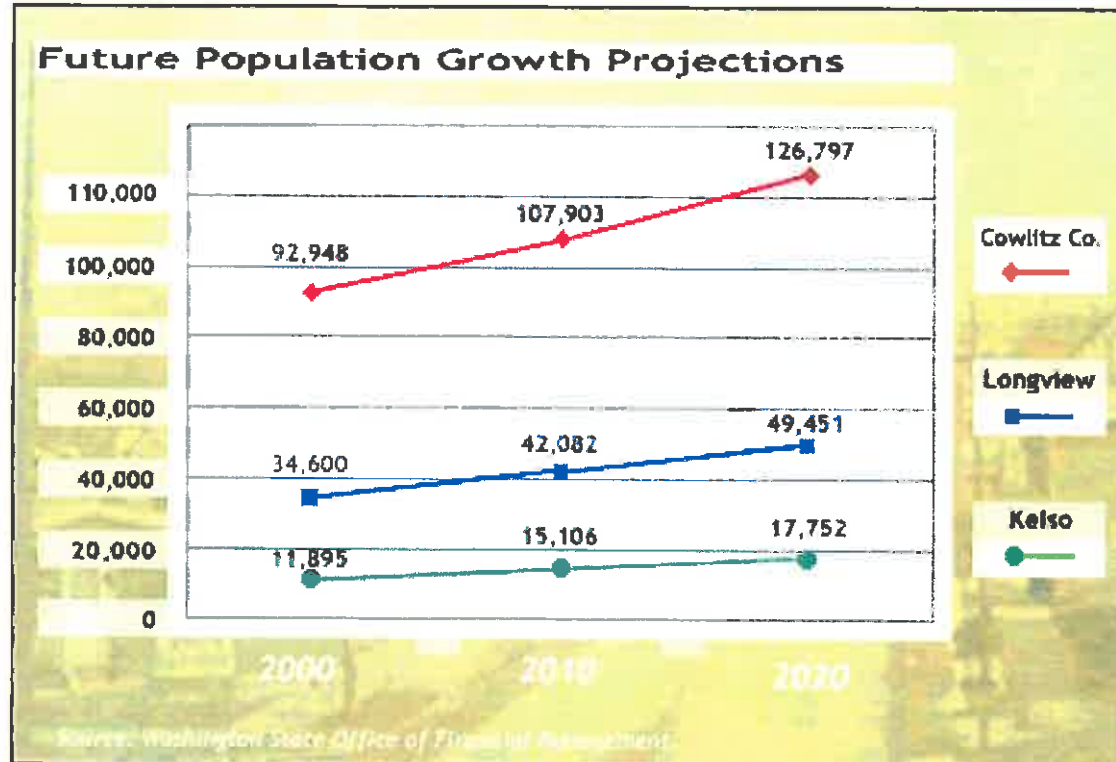


FRAMEWORK

Trends

Over recent decades the population of West Kelso-Catlin has remained fairly consistent, although the area lost about residents between years 1990 and 2000, putting the local population at its lowest level in at least thirty years.

However, growth projections show the population of Kelso, Longview, and Cowlitz county all increasing substantially by year 2020 (see chart at right). This projected growth is sure to put growth pressure on West Kelso-Catlin.



WEST KELSO CATLIN SUB-AREA PLAN



ALTERNATIVES



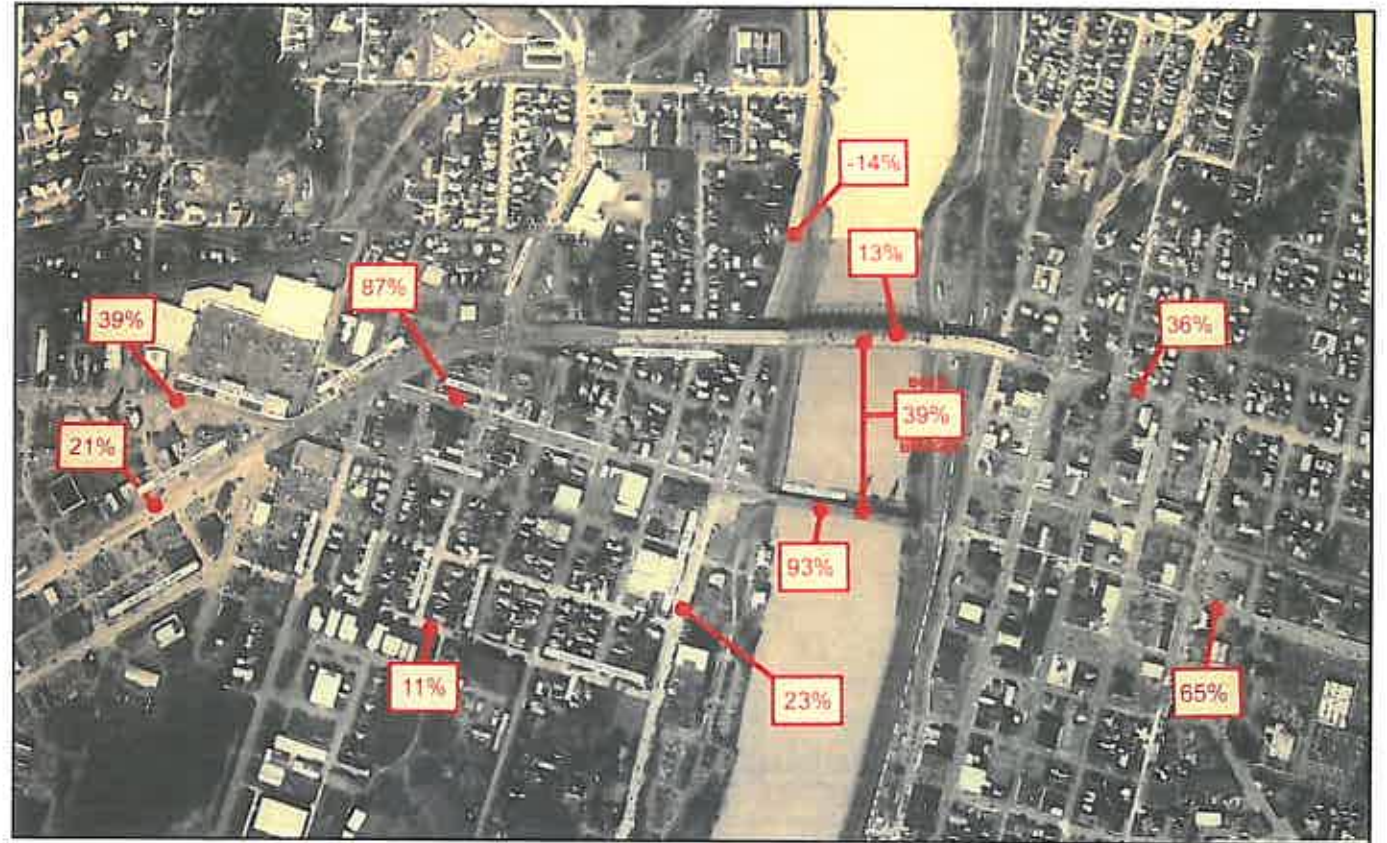
The historic street patterns of our early cities and that of West Kelso encourage pedestrians and other alternative forms of transportation. Small block sizes as well as narrow roads and sidewalks provide an environment that is suitable to pedestrian activity.

Traffic Increases

Vehicle traffic has increased significantly in West Kelso in the past several decades.

Traffic is expected to increase by 93% on the Main Street Bridge between the years 1997 to 2017. Overall, both bridges are expected to have a traffic increase of 39%. The area of Main Street before it intersects Cowlitz Way is expected to increase by 87% during this same time period.

The proposed realignment is one way to mitigate the negative effects of this traffic increase by diverting traffic to a more suitable intersection.



WEST KELSO CATLIN SUB-AREA PLAN



FRAMEWORK



Street trees perform many functions and provide many benefits including calming traffic, improving air quality and conserving energy.

Green streets should strive to connect schools, parks, work places, and other high-use destinations.

Future Possibilities

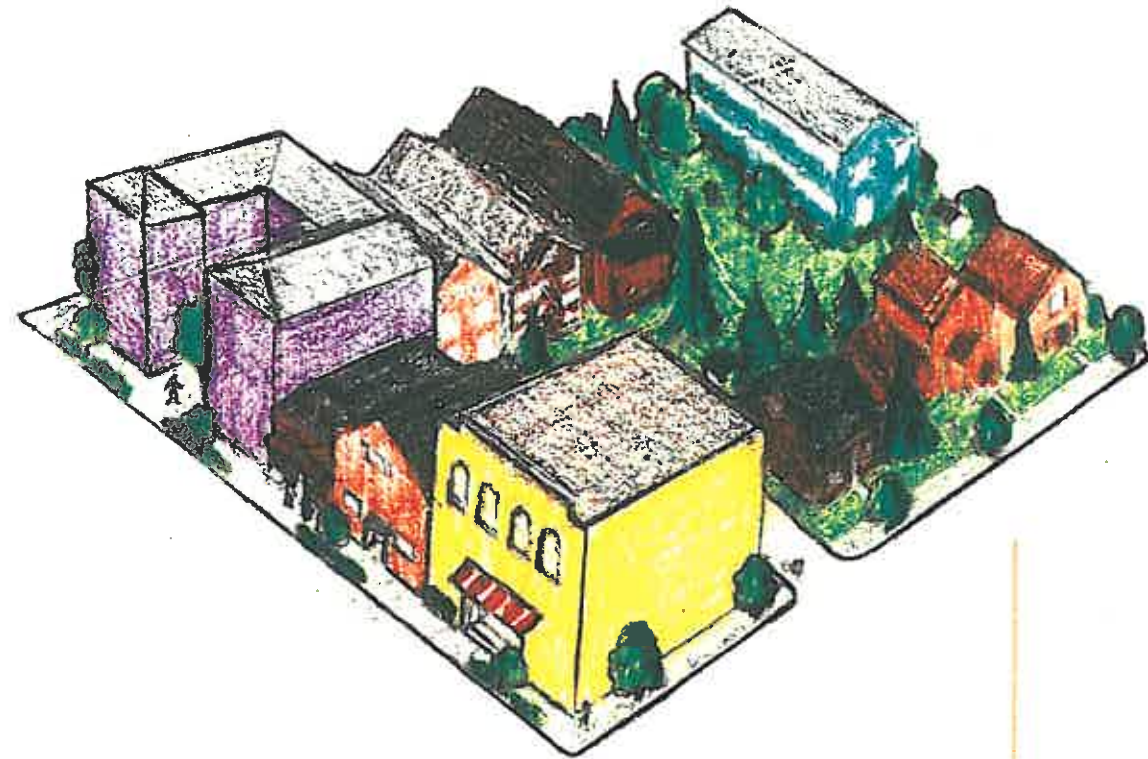
Projected increases in traffic offer the opportunity to attract both regional residents and out of area visitors to businesses located in West Kelso. Continued development of office space and neighborhood commercial space can offer jobs and benefit West Kelso residents.

Balancing residential needs and commercial expansion is both a challenge and opportunity for planning and development efforts. The city has taken important steps in preserving residential areas with recent changes in land use codes. Additional steps are needed to encourage diversity and intensity of both commercial and residential uses. This plan explores options for mixed use areas and areas for redevelopment. The basis framework of assets are in place—the plan can build off of these assets.

Public amenities and open space are important considerations in making West Kelso more attractive and livable. The river corridor, the fairground edge and lower Hill offer opportunities for providing green buffers and improved walking paths. Space within the river corridor could be designated and developed for expanded public use. Redevelopment of the pool and community center area could better serve residents and visitors. Expansion of school area might offer opportunity for additional recreation and off loading space.

The proposed realignment of SR4 could address traffic congestion needs as well as provide opportunities to stimulate redevelopment.

These and other possibilities were explored with the community over two years of workshops and meetings. The following discussion on alternatives discusses the refinement of those initial ideas.



WEST KELSO CATLIN SUB-AREA PLAN



ALTERNATIVES



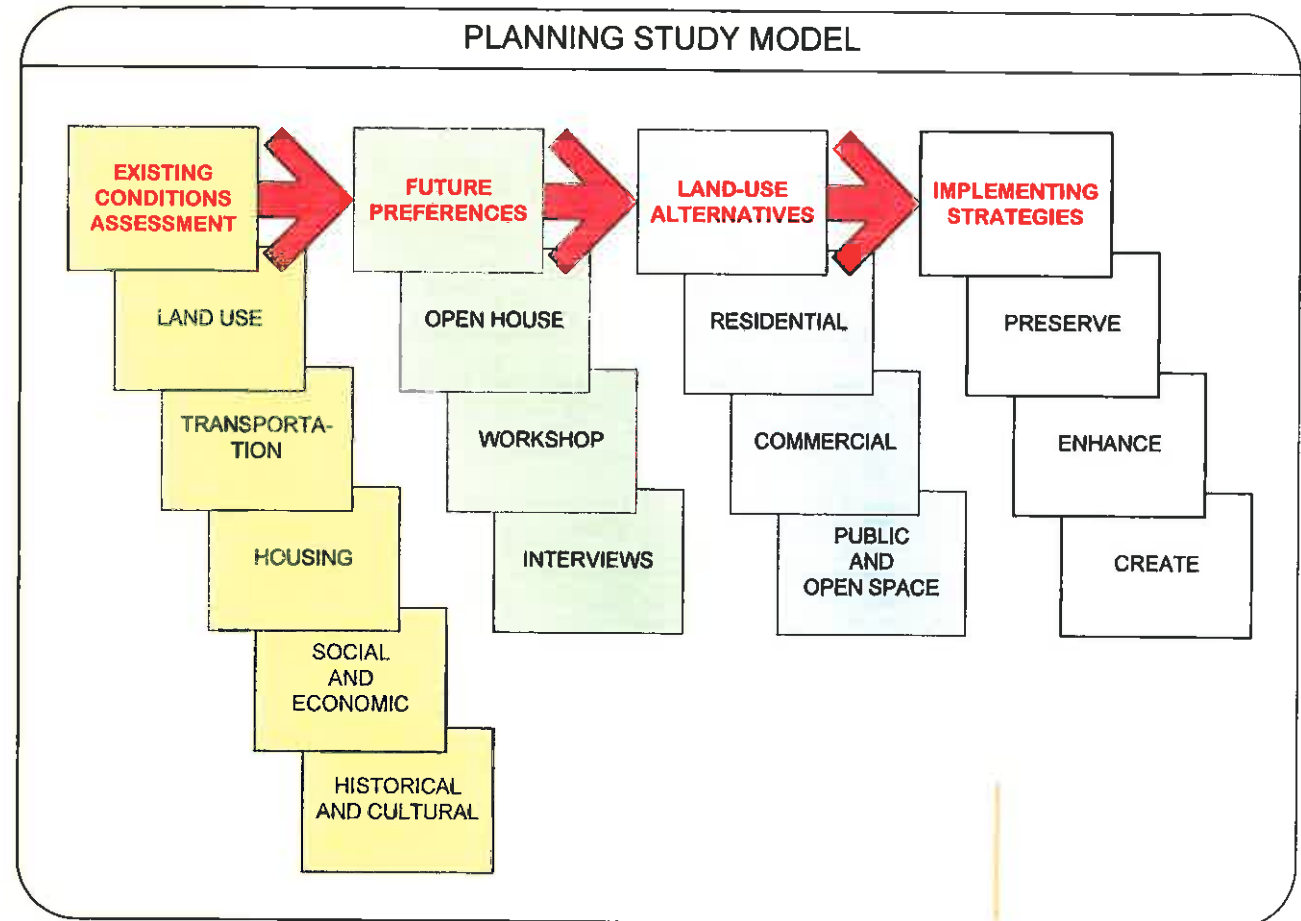
With rolled up sleeves and pencils in hand, Catlin residents contributed three years of time and effort to the community visioning process. Throughout open houses, workshops, and meetings, citizens examined current conditions and investigated viable options for the community's future.

Community Participation

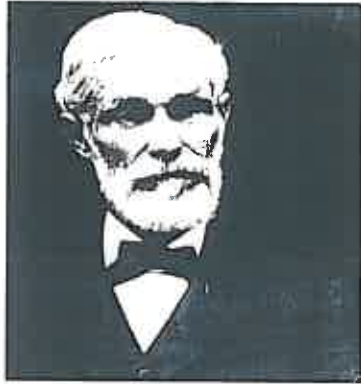
A structured process provides citizens an opportunity to express guiding values and preferences that shape the direction of the plan.

The process used in West Kelso followed the steps outlined in the visioning model.

The outcome of the workshops help to articulate the community's goals and vision and outline the preferred land use choices and future development patterns.



WEST KELSO CATLIN SUB-AREA PLAN



Seth Catlin and his family came to the Cowlitz County area in 1851. Catlin came across the Oregon Trail from Illinois, a six-month journey. He became one of the first two representatives of the Washington Territorial legislature in 1854. In 1889 the village of Catlin was founded on land that was part of Seth Catlin's original 640 acre claim.



ALTERNATIVES

Community Values

Community input at one of the earlier workshops help prioritize a set of guiding values for the plan.

The three highest ranking values of the community were:

- ✦ Preserve and enhance green space
- ✦ Rehabilitate Main Street and other unique commercial districts
- ✦ The importance of good neighborhoods

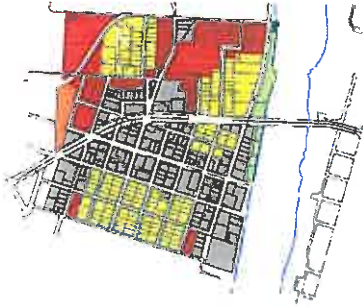
These values can be seen in many aspects of the plan we have developed. Most, if not all, were considered at one time or another and provided a 'reality check' at each stage in the development of the final plan for West Kelso.

Vision

We envision Catlin/West Kelso as a place:

- ✦ Where people come to establish a life and stay to build a community.
- ✦ Where businesses invest in the community and become a vital asset to the region.
- ✦ Where revitalized commerce attracts tourists to enjoy the environment and support the local economy.

WEST KELSO CATLIN SUB-AREA PLAN



Land use is one of the planning tools that protect the health, safety, and general welfare of the public. In West Kelso, land use designations were used to protect the residential areas of the neighborhood and encourage mixed-use commercial growth in designated areas along major arterials.



ALTERNATIVES

Land Use Preferences

Future land use guidance was developed with community input during a fall, 2003 workshop. Three groups were formed and each set out to create preferred land use maps of the community. While each group developed distinct alternatives, patterns were identified. These included:

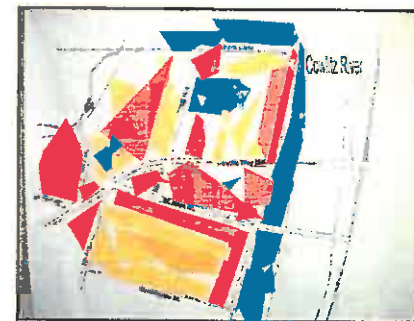
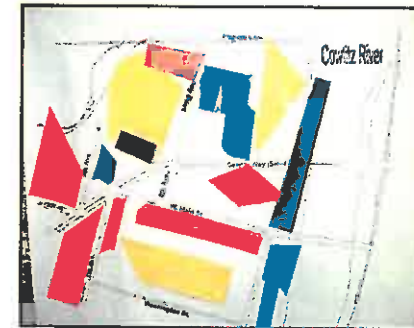
- ✦ Desire for green space on public lands and linking public lands with commercial areas via green streets.
- ✦ Identify and retain unique and historic locations (e.g. keep the community pool).
- ✦ Interest in establishing multi-family and mixed use development.
- ✦ River as a focal point to enhance and attract development to the area.
- ✦ Parking needs an effective solution to meet the needs of commercial area.

Other similar ideas included the belief that commercial areas would continue into the future.

Residential areas also appear to remain static and are relatively consistent across the three groups. This coincides with the community's value that existing residential uses should be protected and enabled to prosper. A variation on the existing uses was the desire by most of the groups to enable more multi-family housing within the identified residential areas. Residential uses, especially multi-family, in close proximity to commercial districts can help

achieve the community goal of attaining a healthy stock of neighborhood businesses.

Public and recreational land use was maximized in each group's vision of West Kelso. All three intend to retain and enhance the existing community assets such as the river, pool, and the elementary school. Many of these areas were further enhanced by the addition and extension of green streets and neighborhood parks.



WEST KELSO CATLIN SUB-AREA PLAN



Burgerville is a good example of how local businesses can contribute to the economy and sense of community. A northwest family-owned business, it prides itself in using regional products such as Walla Walla onions, blackberry milkshakes and halibut for fish and chips.



ALTERNATIVES

Community Goals

Another outcome of the community workshops were goals for the plan. The eight statements below address specific areas of the plan. The areas covered include land use, transportation, economic development, community facilities and infrastructure, natural areas and recreational areas, cultural and historical legacies, housing and design.

- ✦ Goal One: Develop neighborhood land use that is compact, walk-able, and contains a mixture of uses.
- ✦ Goal Two: Offer a variety of transportation options.
- ✦ Goal Three: Assist community businesses to become healthy and contribute to the economic development of Catlin/West Kelso. Also, have diverse economic activities that support a decent standard of living, and have a public and private sector initiatives to support increased investment.
- ✦ Goal Four: Community facilities and infrastructure will continue to be sufficient for modest development and supportive of the needs of the residents.
- ✦ Goal Five: Residents and visitors will be able to enjoy ample and convenient access to natural areas, open spaces, and recreational areas throughout the district.
- ✦ Goal Six: The community will actively preserve and celebrate their cultural, historic and natural legacies.
- ✦ Goal Seven: Multiple housing types will be provided that is affordable and in an environment that is safe, clean and healthy.
- ✦ Goal Eight: Design improvements contribute to the distinction and identity of the community.



WEST KELSO CATLIN SUB-AREA PLAN



ALTERNATIVES



Providing for a safe and pleasant walking environment can be one of the most effective steps towards an area's revitalization. It brings people from their cars to the sidewalks where access to retail can easily occur.

Main Street Realignment

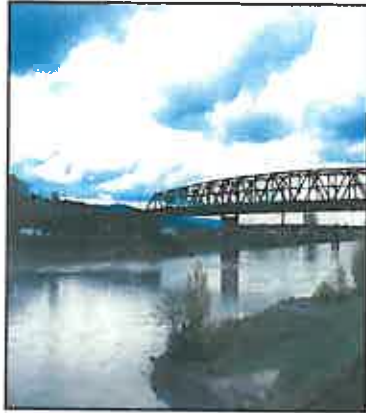
The recommended realignment for Main Street would entail a four lane arterial with sidewalks and bike lanes. Intersection modifications at Catlin/ Cowlitz/ Ocean Beach Highway. Street closures on 5th between Main and Catlin and on Main between 4th and 5th. A new signal at Catlin and 6th. Enhanced pedestrian crossings at key intersections along Cowlitz Highway. Recommended by this plan are prepared "green streets". On Washington St. 3rd St., Fisher St., and 1st to enhance neighborhood "walkability".

The realignment of SR 4 will also likely influence the population. With the amount of traffic in West Kelso, the opportunity for auto oriented commercial business is great. Traffic through West Kelso-Catlin will continue to increase if growth trends are realized. An increase in local business may also serve to attract more people to reside here.

The SR4 realignment will present an opportunity for street and sidewalk improvements that can significantly impact the utility of those corridors as well as the character of the community. An increase in population will likely translate to a need for additional housing in the community in the coming years. And, community/public space and facilities will be increasingly valued by an expanding population.



WEST KELSO CATLIN SUB-AREA PLAN



The headwaters of the river are on Mt. Rainier, and its major tributary, the Toutle River, has headwaters on Mount St. Helens. It was a major trade route for native tribes and early settlers, and made settlement of the area attractive. The river has hosted native blunt-nosed canoes, fur-loaded barges, passenger steamers, and modern kayaks. Many species of fish have provided food and sport to fishermen. The 1980 Mount St. Helens eruption put 33 million cubic yards of ash, sand, and silt into the lower Cowlitz. Today the river flows on to the Pacific, as it has for centuries untold.

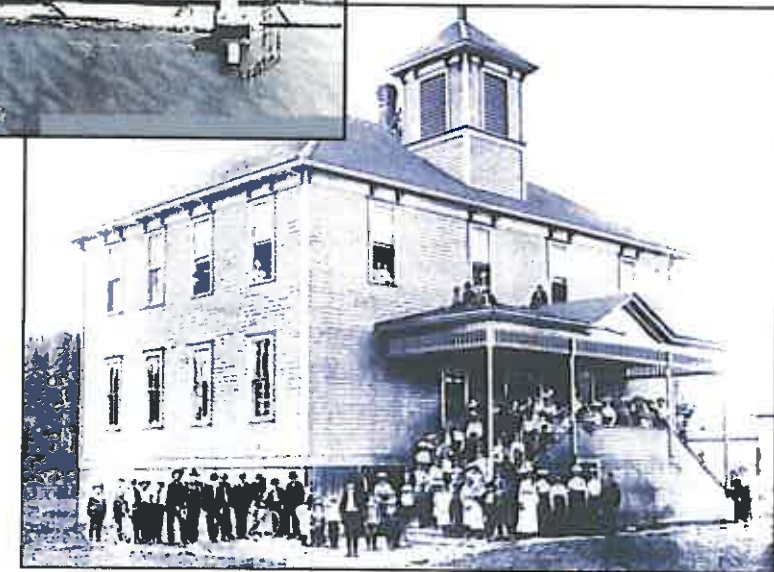


IMPLEMENTATION

Overview

The implementation section of the West Kelso Sub-Area is a list of action items recommended to the City of Kelso in order to preserve, enhance, and create a distinct place for the residents of West Kelso. These action items are based on the community's values and vision for the area. They are designed to foster the land-use and development patterns desired by residents and property owners. Three land use areas are examined: residential, commercial and public/open space.

The plan builds on the assets of those historic land use patterns with a set of interrelated strategies of preserve, enhance, and create.



WEST KELSO CATLIN SUB-AREA PLAN



IMPLEMENTATION



Preserve | Public and Open Space

Policy:

Preserve historic public assets and open spaces by enhancing current usages and encouraging further utilization of these amenities.

Action:

Catlin Pool

- ✦ Renovate, relocate, or convert Catlin Pool to water park.
- ✦ Remodel Catlin Hall and access feasibility alternative use.

Catlin Elementary

- ✦ Utilize the Catlin School for community center activities such as adult enrichment courses, community celebrations and fairs, etc.

Fairgrounds/Convention Center

- ✦ Expand green space landscaping and promote more year round use of fair-ground space.

Bridges

- ✦ Use selected areas of bridges for public art, historical interpretation, and community public space (example: farmers market).

River Corridor

- ✦ Preserve public access to river corridor with pedestrian and bicycle trails.
- ✦ Establish river clean up days and involve community.

Green Streets

- ✦ Designate Washington, Third, River corridor paths, French, and two to three blocks of north Main Street as green-streets.

Green Buffers

- ✦ River corridor, lower goat hill, and the fairground frontage along Washington offer excellent opportunity for buffers of green space on three sides of Neighborhood District.



Selected public spaces to preserve

WEST KELSO CATLIN SUB-AREA PLAN



IMPLEMENTATION



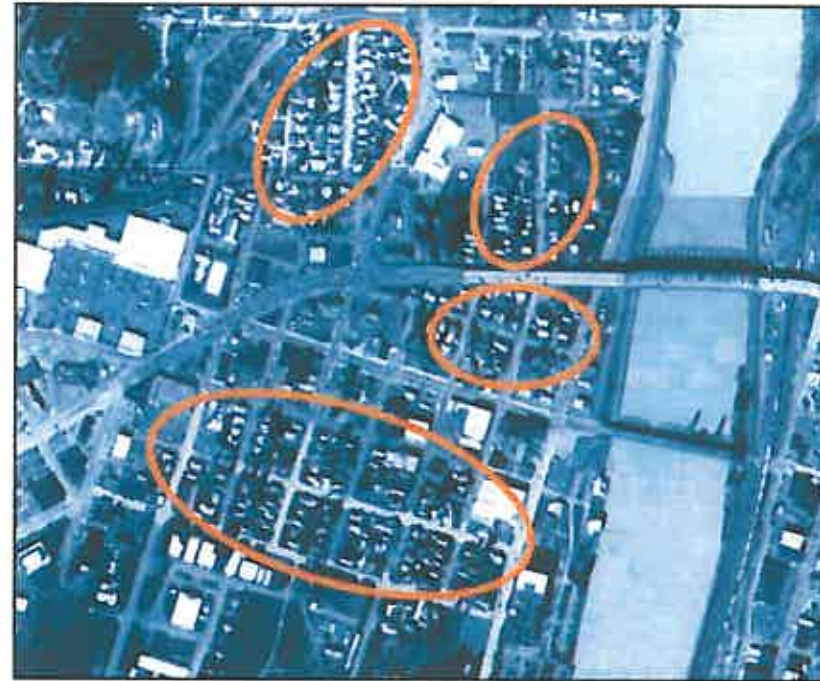
Preserve | Residential

Policy:

Preserve and maintain the current housing stock to ensure the character of residential neighborhoods in West Kelso is of sound quality.

Action:

- ✦ Retain existing single family homes and apartments through appropriate land use planning.
- ✦ Promote and expand preservation of historic homes by establishing a local historical preservation program.
- ✦ Ensure the character of residential neighborhoods by rehabilitating housing stock utilizing Community Development Block Grants.
- ✦ Increase homebuyer knowledge of finance assistance for purchasing and rehabilitating homes.
- ✦ Maintain and strengthen fine grid streets pattern .



Selected residential areas to preserve

WEST KELSO CATLIN SUB-AREA PLAN



IMPLEMENTATION



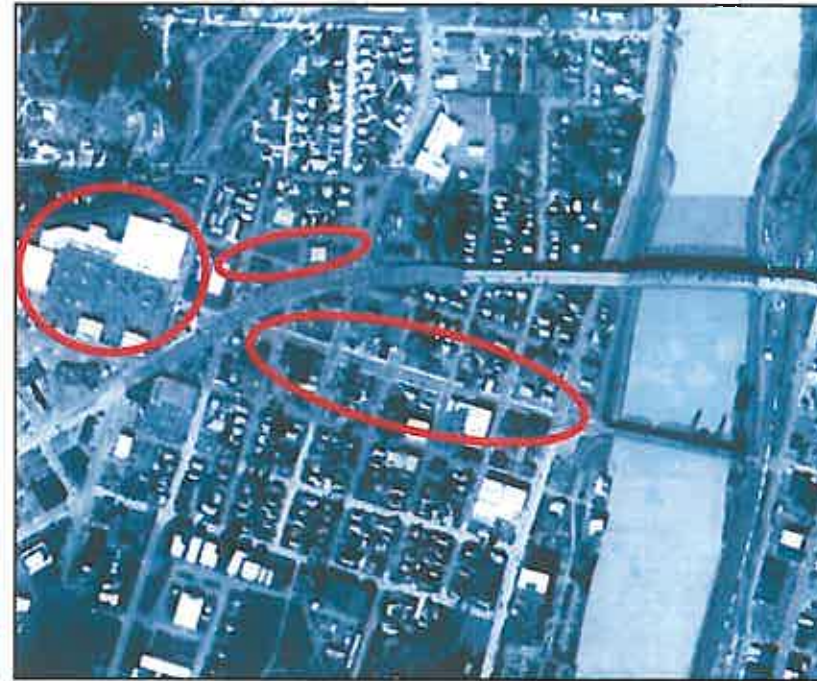
Preserve | Commercial

Policy:

Preserve commerce by identifying district commercial areas. Protect the balance between commercial/ residential uses through appropriate design and land use planning

Action:

- ✦ Concentrate and contain auto-oriented commercial in appropriate areas along arterials such as on Main Street and Cowlitz Way.
- ✦ Capture traffic with better site access and landscaping along Main Street.
- ✦ Form merchant association to assist community businesses to become more healthy and sustainable.
- ✦ Ensure ample business input into details of proposed re-alignment.
- ✦ Protect and concentrate neighborhood oriented business on Fisher St. with appropriate zoning.
- ✦ Explore alternatives for long-term development expansion of shopping center and motel area.



Selected commercial areas to preserve

WEST KELSO CATLIN SUB-AREA PLAN



IMPLEMENTATION

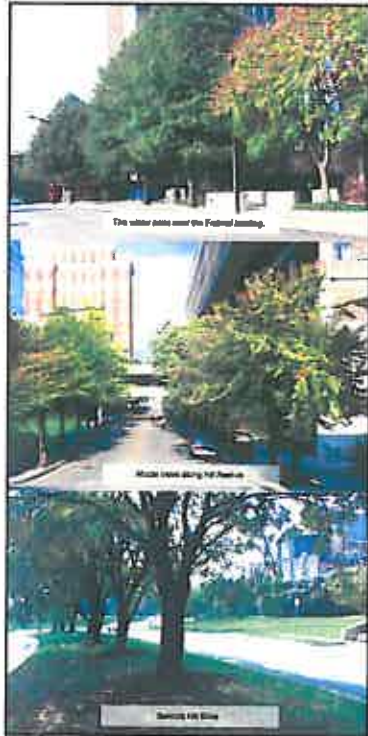
Enhance | Public and Open Space

Policy:

Elevate the importance of public spaces and community recreational assets as key to enhancing the quality of life for Kelso residents.

Actions:

- ✦ Develop design plans for green streets and riverwalk proposals.
- ✦ Use planning construction phase of re-alignment to help leverage alternative resources for designation and implementation of green streets and riverwalk improvements.
- ✦ Undertake long range master plan for Catlin Pool/Community Center and River Corridor.
- ✦ Develop strong partnerships to leverage public investment of re-alignment with private re-development dollars.
- ✦ Study feasibility of street closure between 5th and 7th after realignment.



Develop a landscaped trail along the levy to encourage a pedestrian oriented "riverwalk."

Create gateways or Interpretative signs to show the historic significance of West Kelso.

Design and create green streets for a more livable community.

WEST KELSO CATLIN SUB-AREA PLAN



IMPLEMENTATION

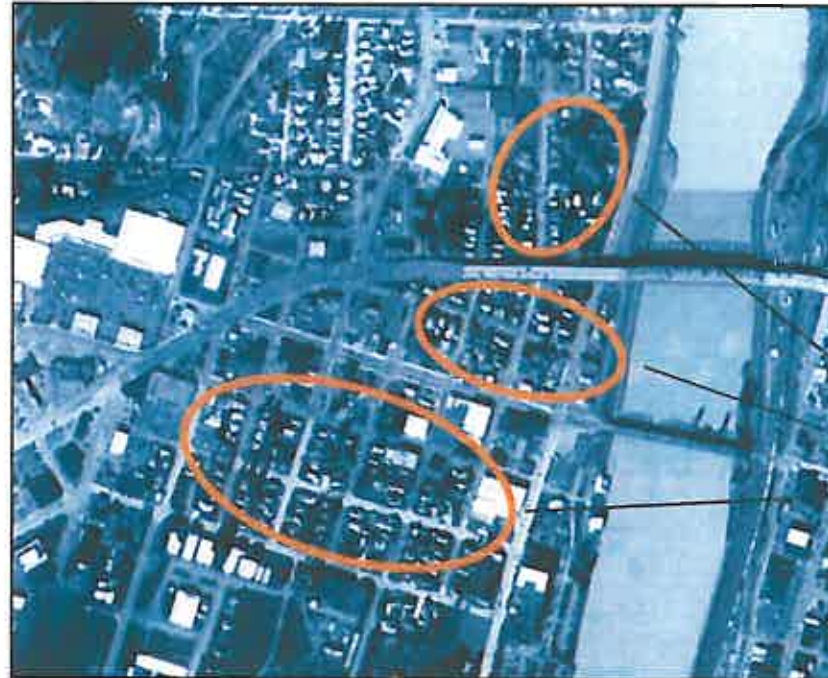
Enhance | Residential

Policy:

Enhance the residential elements of West Kelso by advocating redevelopment in some areas and protection of the single family character of the neighborhood in others.

Action:

- ✦ Utilize the HUD affordable housing program as a tool to finance owner occupancy in the target neighborhood.
- ✦ Work closely with neighborhood group in realignment, green streets, and redevelopment proposals.
- ✦ Form a neighborhood association whose purpose is to represent the interests and issues of West Kelso and other older neighborhoods.
- ✦ Form a neighborhood "Blockwatch" and "Community Night Out" program to strengthen community security and establish relationships with local law enforcement.



Utilize the HUD affordable housing program as a tool to finance owner occupancy in the target neighborhoods.

WEST KELSO CATLIN SUB-AREA PLAN



IMPLEMENTATION



Create | Public and Open Space

Policy:

New Community/Public Space and Facilities in Catlin-West Kelso will promote positive social interaction, natural beauty, environmental integrity, healthy recreation, and support renewed economic vitality for residents and visitors. Improvements in public spaces will provide impetus for improvements in residential and commercial development.

Action:

- ✦ Leverage Cowlitz realignment to implement a Green Streets program for healthy and attractive streetscape.
- ✦ Develop a landscaped trail or "Riverwalk" along the levee.
- ✦ Construct a gateway or other entry marker near the west bridge to provide a neighborhood boundary and welcome travelers.
- ✦ Form a Public Enhancement Committee to consider the feasibility of a historical interpretive center and design elements.
- ✦ Purchase land for a new park to promote outdoors recreation, natural beauty, and community interaction.

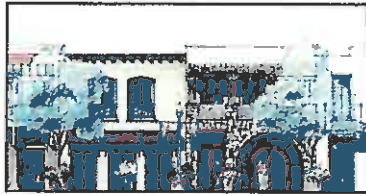


Develop public art and historic interpretation riverwalk and expanded public plaza

Create gateways or Interpretative signs to show the historic significance of West Kelso.

Create green streets for a healthy dynamic streetscape.

WEST KELSO CATLIN SUB-AREA PLAN



IMPLEMENTATION

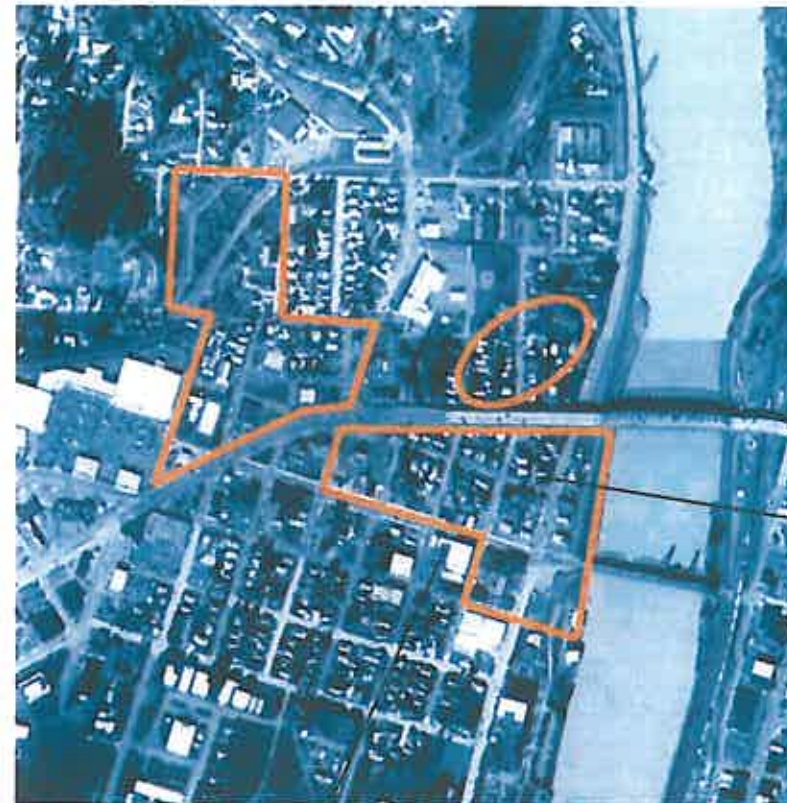
Create | Residential

Policy:

New residential development in Catlin–West Kelso will provide multiple housing types and options. It will build on the historic character of the neighborhood, while creating dynamic densities for future development in an environment that is safe, clean, and healthy.

Action:

- ✦ Form a Housing and Redevelopment Authority to spur further development of multiple housing types.
- ✦ Construct apartments/townhouses in areas that are most suited for higher density multi-family residential.
- ✦ Orchestrate development of a mixed-use district to increase housing choices and to support a pedestrian-oriented commercial center.



Construct townhouses near school and shopping area to expand housing options for residents of West Kelso.

Orchestrate development of mixed-use district to increase housing choice and support pedestrian-oriented commercial needs.

WEST KELSO CATLIN SUB-AREA PLAN



IMPLEMENTATION



Create | Commercial

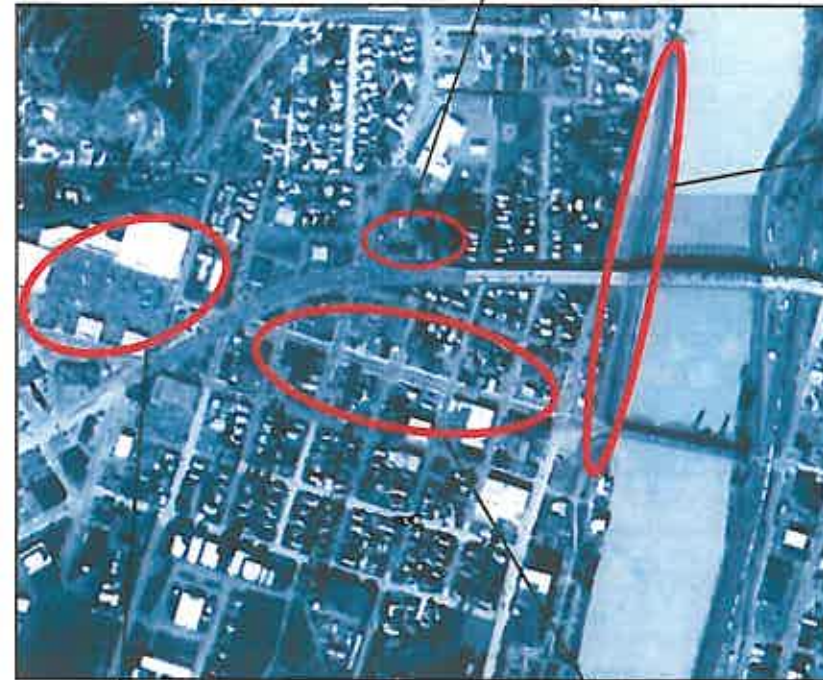
Policy:

New commercial development in Catlin-West Kelso will build on existing community and commercial assets while contributing increased investment, diverse economic activities, and specialized education and training for new and developing businesses.

Action:

- ✦ Develop social activity, commerce, and enjoyment of the river corridor. An entertainment district should be developed which could include a Riverside Amphitheatre along the river.
- ✦ A 3-4 story complex of restaurants, shopping and movies with structured parking.
- ✦ Construct a parking area directly underneath the western section of the Cowlitz Bridge for future surface parking needs.
- ✦ Expand the shopping center to reflect the needs of the citizens living in the neighborhood.
- ✦ Orient some commercial activity towards pedestrian scale after the Main/Catlin realignment of SR-4 to help support the neighborhood's goals of compact, walkable land use.

Hotel redevelopment area expands to East



An entertainment district should be developed along the riverfront which could include a riverside amphitheatre.

Expand existing shopping center

Orient commercial activity to pedestrian scale to help support the neighborhood goals of compact, walkable land use.

WEST KELSO CATLIN SUB-AREA PLAN



Before a buzzword for it existed, frontier towns like Catlin usually had what is now called mixed-use development – that is, residential and commercial land uses in the same zoning area, as shown here.



CONCLUSION

Conclusion

The development of the Catlin-West Kelso Sub Area plan is evidence of the community's desire to protect the existing neighborhood's character and ensure that redevelopment is consistent with that character. The plan focuses on fundamental building blocks to revitalize the community. This revitalization effort is centered on community assets to secure and sustain a sense of place. It recognizes and celebrates the community's historic legacy. Further, it promotes community safety, while supporting a diverse range of housing and transportation choices. The importance of economic development is recognized while not diminishing the promotion of sustainable development patterns that establish an environment supportive of a diverse set of businesses.

Beyond this, many issues identified in the plan require neighborhood involvement and action and cannot be addressed through development regulations. Neighborhood organization and participation are critical elements. As they helped to create the plan, so too must the residents be called upon in implementation efforts.

The citizens of Catlin-West Kelso have created a clear and focused guide for the future of the community's built environment. Most of the recommendations in the plan can be carried out over the next decade—some can be implemented immediately and inexpensively; still others will require

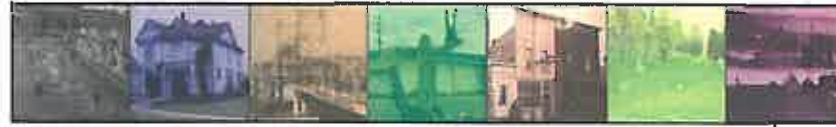
greater time and resources. This focused phasing of plan implementation will help realize the community envisioned by the residents of Catlin-West Kelso—one where people come to establish a life and stay to build upon the community's assets; where businesses invest; and where revitalized commerce and public spaces attract tourist and make Catlin-West Kelso a locus of the surrounding region.

WEST KELSO CATLIN SUB-AREA PLAN



"Catlin is a great place to learn and grow. One great part of Catlin Elementary is the active and supportive parent group".

Principal Nancy Gill



APPENDIX

Appendix

The following reports, while not attached, are on file with City and are considered appendices of this final plan report.

Phase I: A Closer Look at Catlin, Sub Area Planning Study, Department of Urban & Regional Planning, Eastern Washington University, June, 2002.

Phase II: Back to the Future: Development Scenarios for West Kelso/Catlin, Department of Urban & Regional Planning, Eastern Washington University, December, 2003.

Phase III: Building on Assets: Framework for Sub Area Plan for Catlin/West Kelso, Department of Urban & Regional Planning, Eastern Washington University, June, 2004.