

Downtown Camas Washington Vision and Action Plan Update 2008

Enhancing and Expanding the Heart of Camas



Downtown Vision Coalition

Public Hearing before City Council on _____, 2009

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I. Introduction

The Original Downtown Vision and Action Plan: 2001

In August 2001, the Camas City Council formally accepted the Downtown Vision and Action Plan, culminating eighteen months of community outreach, planning and prioritization. The resulting Action Plan outlined fifteen strategies and forty-nine actions for bringing the community's vision for downtown to life.

Implementation of downtown strategies and actions began immediately, and over the course of the following five years, over eighty-five percent of proposed programs and projects had been completed or initiated. Implementation responsibility was shared among a wide range of stakeholder groups, with critical financial and technical support provided by the City of Camas. Oversight was charged to the Downtown Vision Coalition, consisting of volunteers representing implementation partner organizations, downtown businesses and other community interests. Representation on the Coalition changes periodically to ensure broad buy-in and participation, and to ensure a continuing influx of new ideas and approaches.

The Downtown Vision Coalition has presented status reports, identified current budget priorities and defined key implementation activities annually since 2002. Since implementation was formally initiated in 2002, forty-two of forty-nine proposed projects and programs have been completed or put into motion, including the brief set of examples below:

- The term *vacancy rate* has become obsolete in the inner core, with 28 new businesses locating downtown between 2003 and 2005 alone. While a small percentage of businesses rotate in and out, the overall percentage of used space remains at or near capacity. Vacancies were considerably higher as recently as 2000.
- The “4th Avenue design motif” has been expanded to other streets, fulfilling a public priority and extending the “small town charm” sought by so many other communities.
- Several mini-plazas and bulb-outs have been installed to expand walkways, increase gathering space and improve pedestrian safety.
- In addition to façade improvements, visitors now enjoy additional street trees with lights, hanging flower baskets, glass blocks, old-fashioned lamps with colored post banners and other treatments.
- A coordinated, cooperative, merchant-led marketing effort has helped draw a steadily growing stream of visitors from within and outside Camas.
- A Downtown Business Resource Guide was created to help existing businesses grow and facilitate the location of new ones.
- An organized calendar of events and festivals brings people from all over to the downtown core for shopping and fun, including “Boo Bash,” Plant Fair, Hometown Holidays, Camtown Youth Festival, Winter and First Friday Art Walks, and Camas Days among others.
- The new www.downtowncamas.com website provides access to all vendors, an events calendar and other resources and information.
- Improvements at SR-14 are underway and will facilitate and enhance gateway corridors into the downtown core.

Original Actions Pending Implementation

As noted above, many of the proposed programs and projects of the Original Vision Plan have been implemented. However, there are a few notable exceptions. The following actions remain unfulfilled and are noteworthy due to the continued support they received from key stakeholders and the public during the most recent outreach effort. Key actions yet to be implemented include:

- Creation of a large public plaza / central gathering place

- Establishment of a farmers market venue
- Installation of additional downtown housing
- Increased parking capacity
- Anchor-store / fine dining recruitment
- Additional social or cultural attractions

The Revised Downtown Vision and Action Plan: 2008

Where should technical and financial resources be targeted in the years ahead to ensure that downtown remains vibrant in the future? To help answer this question and plan the next phase of downtown visioning, the DVC and City of Camas revisited the plan and sought input from key stakeholders and the community at large. The results of the outreach efforts are provided in “Background Research” section of this document.

At the conclusion to outreach activities, the DVC Board of Directors organized the results of the surveys and focus groups by both popularity (e.g.: Central Gathering locale) and pragmatism (e.g.: registering the DVC as a non-profit entity). The resulting Strategies and Actions Matrix is provided below. The Board intends to update their progress on an annual basis.

II. Strategies and Actions Matrix 2008

Timeframe Notes			
Strategy 1 - Active members of the Washington State Main Street Program			
1.1	Non-profit corporation (501C3) with interim board (see Strategy 8 for long term growth of the 501C3)	2009	
	(A) File application with state and IRS	2009	
	(B) Conduct Regular Board Meetings to establish functions of organization and monitor progress of committees	ongoing	
1.1.2			
1.1.3	(C) Organize and recruit membership	ongoing	
1.1.4	(D) Promote the mission of the organization	ongoing	
1.2	Maintain active membership in the Mainstreet Program	2010	Apply in 2009
1.2.2	(A) Attend annual seminars and workshops for maintaining continuing knowledge of the Mainstreet Program	2010	Annually
1.2.3	(B) Apply for Second Tier Mainstreet Status with CTED [Begins with a letter of intent to CTED]	2009	
1.2.4	(C) Maintain regular contact with CTED by assigning Director/Board Member to provide reports [Note: <i>They can offer services/grants to further the mission of the foundation</i>].	ongoing	
Strategy 2 - Establish downtown Camas as a cross-generational gathering place			
2.1.1	 Central gathering locale: A) Evaluate and chose the most popular and feasible choice(s) from a range of options to include a new park, gazebo, town square or fountain.	2010	
2.1.2	(B) Construct a central gathering location.	2011	

		Timeframe	Notes
2.2	<u>Farmers Market</u> : Development and nurturing of a market for local, sustainably produced food in downtown Camas.	ongoing	~ Financial grant from city or other agencies
2.2	<u>Events and celebrations</u> : Be active partners of the traditional events of downtown (Boo Bash, Hometown Holidays and First Fridays) while creating new events for all to participate and feel engaged.	ongoing	
2.3	<u>Signage</u> : (a) directional signage to downtown core ('b) welcome signage within the downtown core ('c) Link downtown to surrounding recreation opportunities/pathways with signage.	2009	
2.4	<u>Public art</u> : Create a citizen-based committee responsible for establishing a public art and murals program	2009	
2.5.1	<u>Public amenities-physical</u> : Provide key amenities such as benches, convenient parking, information kiosks, and restrooms.	ongoing	
2.5.2	<u>Public amenities-other</u> : provide wireless service to all visitors to downtown	2009	
Strategy 3 - Make downtown a mixed-use showcase (variety of housing, a mix of shops, restaurants and entertainment)			
3.1	★ Housing strategy : Create/revise zoning and development standards that apply to the downtown zone that allows and encourages mixed uses.	2010	
3.2	★ Design consistency : Revise design standards to (a) maintain quality and charm. (b) consistency with other development codes and (c) streamline permitting.	ongoing	Downtown Design Manual adopted 9/2/08
3.3	<u>Fourth Avenue mall expansion</u> : Build on the 4th Avenue mall motif (lamp posts, tree lighting, benches and flower baskets) and expand onto 3rd, 5th and 6th Avenues, Dallas and Garfield, and adjacent cross-streets.	2010	
3.4	<u>18-Hour Downtown</u> : Plan, develop and implement a strategy where stores hours are similar to those at malls, where there are a variety of restaurants and entertainment to keep patrons in the downtown area into the evening.	ongoing	
Strategy 4 - Identify and recruit a mix of downtown tenants, including specialty and anchor stores			
4.1.1	★ Business Recruitment : (a) Identify and recruit a mix of businesses – including anchor stores, specialty shops, boutiques, restaurants and entertainment establishments.	ongoing	
4.1.2	(b) Develop appropriate marketing material to include investment guides	ongoing	
4.1.3	(c) Planning and distribution of marketing materials	2009	
4.2	<u>City liaison</u> : Maintain a permanent city-based downtown liaison position to improve communication, coordinate existing and new events and expedite critical projects.	ongoing	

		Timeframe Notes
Strategy 5 - Develop "Gateway" properties in a manner that ties-in with the downtown core.		
5.1	Create concept map: Create a map that depicts the 2008 vision areas to include fourth avenue expansion, gateway and edge properties.	2011
Strategy 6 - Protect, enhance and promote the historical structures and features of downtown		
6.1	Historic preservation:	(A)
	(a) Create a map of historic structures in Camas	2009
	(b) Purchase historic structures that can be used in perpetuity for cultural and historical purposes	(B) 2018
6.2	Historic monumentation: Create a system of plaques, interpretive signage and promotional materials that tell the story of historic downtown Camas, and serve as a foundation for an historic walking tour of the core.	2010
6.3	Museum: Developing and locating a museum or visitor's center in the downtown area that would showcase the history of Camas and river-based industries	2015
Strategy 7 - Actively pursue public-private partnerships to foster healthy business conditions		
7.1	Employer collaboration: Develop a mutually beneficial relationship between the community and all major employers.	2009
7.2	Market analysis: Surveys based on specific business markets to offer potential downtown investors.	as needed
Strategy 8 - Establish an effective range of incentives to facilitate physical renovation of the downtown core		
8.1	Permitting priority: Streamline permitting processes and prioritize applications that achieve Downtown Vision Strategies	2009
8.2	Tax credits: Provide an appropriate range of tax credits, impact fee credits and other City-based tax incentives – including tax increment financing – to encourage and stimulate development. (e.g. B&O tax incentives)	2010
8.3	Underutilized property development: Create a strategy for developing or redeveloping underutilized properties.	2011
8.4	DVC thrives into a development authority (501C3): the development authority will acquire property downtown for purposes of DVC redevelopment	2015

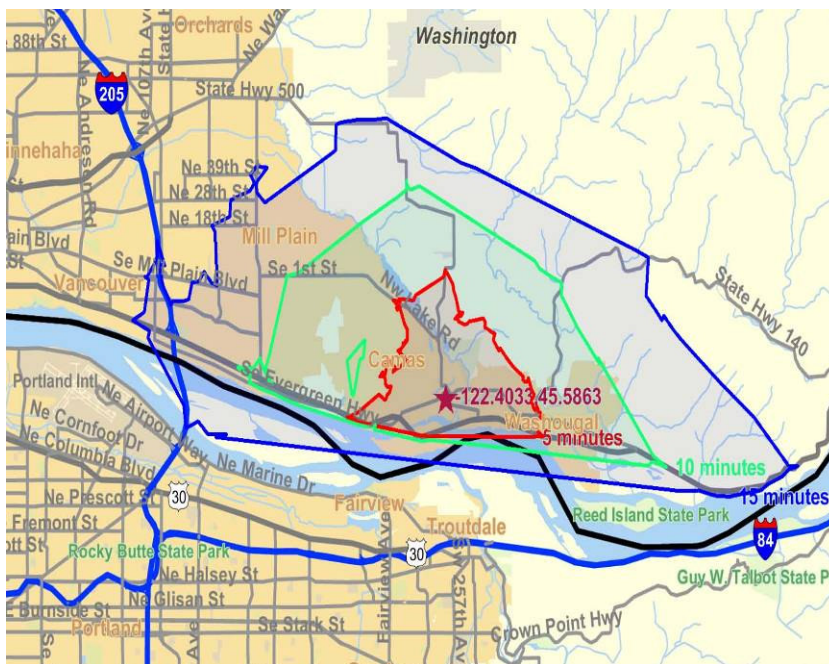
III. Research and Outreach

Updated Downtown Market Snapshot

In late 2006, Barney & Worth and Cascade Planning updated portions of the original 2001 Downtown Camas Market Analysis to identify any significant change in trends since that time. A quick look at the “numbers” shows how the downtown Camas market and demographic profile has evolved in recent years. For instance, the following data taken from the US Census, Bureau of Labor Statistics and ESRI Forecasts reveal that:

- By 2011, nearly 100,000 people will live within a 15-minute drive of downtown, and about 13,000 within 5 minutes.
- Average household income will exceed \$100,000 by 2011 for the 15-minute drive zone.

5, 10 and 15-minute Driving Radii from Downtown Camas

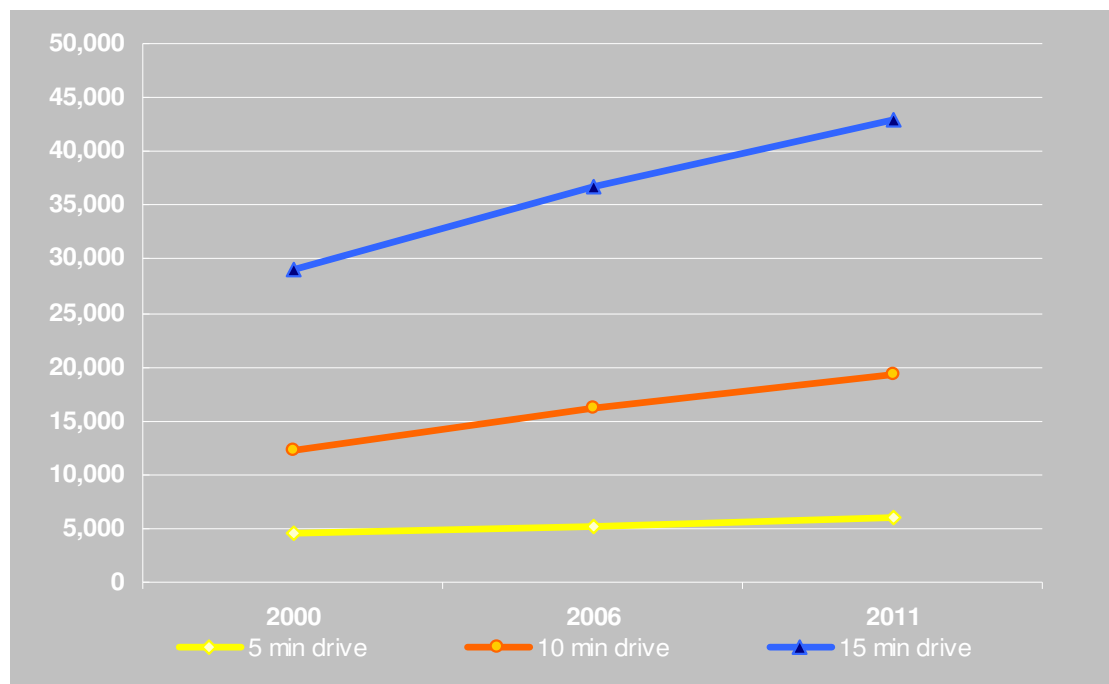


Population and Income Both Growing

	Drive Time		
Total Population	5 min.	10 min.	15 min.
2000	11,011	32,072	73,264
2006	12,866	42,477	92,215
2011	14,738	50,897	108,689
Med. Household Income	5 min.	10 min.	15 min.
2000	\$46,462	\$54,404	\$51,818
2006	\$59,674	\$69,663	\$64,946
2011	\$71,033	\$84,040	\$78,398
Ave. Household Income	5 min.	10 min.	15 min.
2000	\$56,643	\$65,624	\$62,368
2006	\$75,604	\$88,791	\$81,658
2011	\$95,104	\$113,912	\$102,436

- More than 10,000 units of housing will be added to the 15-minute drive zone by 2011.

Housing Unit Growth in 5,10 & 15-minute Drive Zone



- Spending on goods and services typical to downtown areas is robust, with area households, on average, purchasing more than \$28,500 in retail goods alone in 2006.
- Between 2000 - 2005, downtown-related goods and services taxable sales increased from \$28.2 to \$39.9 million, a 40% gain. Categories with greatest gain include hardware, service stations, apparel, and specialty retail.

Total & Average Household Expenditures on Key Goods and Services, 2006

		Drive Time		
		5 min.	10 min.	15 min.
Apparel & Services	Total \$	\$10,714,199	\$38,474,927	\$80,369,252
	Ave.	\$2,166.24	\$2,498.53	\$2,316.45
Entertainment/Recreation	Total \$	\$17,734,140	\$64,938,907	\$133,296,497
	Ave.	\$3,585.55	\$4,217.09	\$3,841.95
Food Away from Home	Total \$	\$17,700,058	\$63,974,520	\$133,739,113
	Ave.	\$3,578.66	\$4,154.46	\$3,854.71
HH Furnishings & Equipment	Total \$	\$10,419,263	\$38,710,659	\$79,752,265
	Ave.	\$2,106.60	\$2,513.84	\$2,298.67
Retail Goods	Total \$	\$130,149,837	\$478,803,954	\$989,599,933
	Ave.	\$26,314.16	\$31,093.18	\$28,522.84

In summary, the updated downtown market assessment indicates a continuation of trends that helped to fuel the original growth in downtown five years ago. In particular, downtown can expect to benefit from sustained overall growth in population, income, disposable income and other key indicators of economic vitality for the foreseeable future.

Downtown Property Owner and Investor Interviews

Beginning in 2006 and continuing through summer 2007, the consultant team interviewed a number of downtown property owners and investors. Questions focused on the interviewees future plans downtown as well as their own vision for the future of downtown. In all, more than 20 individuals and organizations

were consulted. Because some of the information shared was proprietary in nature, their responses and feedback have been generalized. Summary conclusions from these interviews follow:

Key Finding #1: Any significant change to “status quo” will require an expanded core.

At the beginning of the visioning process, initiated more than five years ago, many downtown retail spaces sat unoccupied. Since that time, due to implementation of the Vision and general market improvements, the downtown core has reached full-occupancy. While some businesses do and will continue to turn over in the core downtown area, there is generally very little opportunity to purchase a building in the core let alone begin a new business venture. By expanding the core, Camas can open up new downtown development opportunities (e.g. one or more new blocks with 4th Ave. motif/charm) and facilitate the in- and out-migration of certain business types (e.g. office to the periphery, retail to the interior).

Key Finding #2: Mixed use development, including upper floor housing / lower level retail, is viewed as greatest opportunity to expand retail diversity and the foot traffic to support it.

Beyond creating new space, downtown can benefit from a more optimal use of existing space. Mixed use development, where people or office uses reside above retail, increase potential return from a building investment standpoint, but also generates more revenue for the greater business district and community by adding population to the retail center. NW 23rd Ave. in Portland was often cited as “something to shoot for” by members of the public during the original planning process, and is confirmed as an intriguing idea by many of the stakeholders contacted during the preliminary phase of the implementation plan update.

Key Finding #3: Recruiting fine dining / anchor retail remain high on the downtown “to do” list.

While the lion’s share of the original 50 or so downtown actions were initiated or completed within the first five years of the implementation phase, several key actions have not been completely fulfilled. While various fine dining establishments have expressed interest in downtown as a future location, no “deal” has been reached due primarily to lack of appropriate space. The situation is similar for recruiting an anchor tenant.

Key Finding #4: Although opinions are mixed regarding timing, stakeholders agree parking will have to be addressed to recruit / accommodate developments identified in Findings #2 and #3.

While parking is perceived by some as an immediate concern, it is not likely as bad as imagined. Nonetheless, successful recruitment of one or more anchors, or the siting of housing in downtown, will require additional parking capacity. Some stakeholders suggest using currently vacant lots for parking; others that it be included with new development. All agree parking should be placed as close to the central core as possible

Key Finding #5: Any future expansion or redevelopment of existing core buildings will be dependent upon willingness of current property owners to enter into public-private partnerships.

Multiple stakeholders report they are already “in progress” in terms of identifying parcels and buildings for purchase in order to support future expansion or new business ventures. However, a combination of factors, including long-term leases, unwillingness to sell and other obstacles make new investment difficult at best. Some suggest creative public-private partnerships, where the public entity helps private property owners and/or investors understand the vision and potential economic gain, would go a long way toward stimulating future vitality downtown.

A few additional priorities, observations and other comments shared by these stakeholders:

- The DVC should continue to “unite” the downtown with physical connections (e.g. 4th Avenue motif, brick sidewalks, etc.), especially if the core is expanded to new areas.
- Start-up a façade improvement program to help struggling businesses afford sprucing up their storefronts, or at a minimum, waive permit fees for renovations in downtown area.

- Some suggest investors are willing to invest in commercial real estate ventures. They say commercial property is easier to manage than residential, and offers a great return now that property values have stabilized.
- Feelings are mixed on a major “central plaza.” Some think it will attract more retail, others say it will take up space.
- Some say there “has to be more to do” downtown before we can bring in more shoppers or support residential development.
- Additional businesses stakeholders would like to see: pharmacy, Italian restaurant, bike store, specialty shoe store; men’s clothing store.
- Some think more can be done to get Prune Hill residents to come downtown as opposed to shopping “out west.”
- Some are concerned there isn’t enough space for community events downtown (e.g. the WAM Festival moved to Port).
- All like the idea of an 18-hour downtown.

Merchant Focus Groups and Questionnaire

In June 2007, the consultant team held two downtown Camas merchant focus groups and distributed a fill-in questionnaire to other downtown businesses (thanks to help from some very helpful merchants). Merchant stakeholders identified a range of ideas for in-filling and expanding the assortment of activities and attractions located downtown in the future. Sorted into predominant themes, these ideas included:

Retail / Restaurants

- Boutique
- Clothing and Unique Retail Stores
- Fine Restaurant and Pub (e.g. McMenamins)
- Bakery; Gourmet Grocery (e.g. Whole Foods)

Education / Art

- Junior College
- Performing Arts Center; Art Galleries

Housing / Lodging

- Apartments over buildings
- Bed & Breakfast
- Condos (like in the Pearl District)

City Services / Open Space

- Civic Center or Large Plaza
- Parking Structure
- Playground (like at Bridgeport Village)

Camas Days Questionnaire

In August 2007, the DVC issued a brief community questionnaire to patrons attending Camas Days. Approximately 50 people completed the three-question form. Full responses are included in the appendix. Responses were generally consistent with those of the merchants, though there appears to be greater receptivity to chain stores and an even higher focus on services and attractions.

IV. Downtown Mapping

Based on the feedback above, and the DVC's request to graphically represent the "next stage" for downtown, the consultant team endeavored to develop a concept that would physically capture what downtown might look like if key community priorities were implemented.

The resulting map physically projects the ideas and recommendations gleaned from stakeholder outreach into a series of renditions that people are able to react to and comment on. As a whole, the renditions unify and reveal "what could be" and "what it would take" to get to the next stage.

Key Assumptions and Considerations

Several themes and actions items from the original plan remain top community priorities, and therefore should be more fully developed or pursued under the current vision. Specifically, these include:

- Downtown extending beyond NE 4th Avenue (moving downtown look and feel north toward 5th/6th and south to 3rd)
- Expansion of 4th Ave streetscape into side streets and other main thoroughfares
- Enhanced gateways
- A central gathering place or downtown plaza
- Recruitment of 1-2 anchor stores (e.g. Powell's Books)
- Additional close-in parking (structured)
- An emphasis on mixed-use development
- Infusion of market-rate housing stock to enhance 18-hr appeal and merchant foot traffic
- Creation of a Farmers Market venue
- Incorporation of more attractions: focus on historic downtown, children's activities, cultural offerings
- Partnership with Georgia-Pacific to optimize use of "transitional" properties between mill, downtown

The team also took into consideration several other important factors. For example, to identify future scenarios, it is necessary to select "sites." To that end, the consultant team picked two locations referred to as the "north" and "south" blocks below. Working with DVC liaisons, the team met with property owners in those vicinities to explain the design plan and intent. Specifically, the team relayed to property owners that this would not be presented as a "done deal" but rather a model of future mixed use development. In reality, the mixed-use concepts shown here could be applied to multiple locations downtown.

The team also chose to select a neutral "look and feel" for the architecture and to focus more on the configuration and use of space. If these conceptual plans were to move forward, considerable attention and time would be spent focusing on things like colors, shapes and textures.

The team also introduced the concept of green roofs, not because of any particularly strong public demand, but rather because trends in municipal construction show a sharp focus on going "green." As revealed in the survey results, the green roof feature proved to be quite popular.

Architectural Renditions

The following architectural rendition boards include:

1. Site Plan and Photos
2. Aerial Overview and Street-level Watercolor #1 (3rd/Dallas, looking west)
3. Street-level Watercolor #2 (3rd/Adams, looking east) with Vignette Views

These scenarios were developed by DAO Architecture with direction from Barney & Worth, based on input from the DVC, downtown merchants, property owners and other stakeholders including the general public. Notes for interpreting each board are included alongside the board itself.

DOWNTOWN CAMAS POTENTIAL REDEVELOPMENT SITES



SITE PLAN

In an effort to build upon and extend the downtown's aesthetically-pleasing and pedestrian-friendly 4th Avenue downtown core, the City of Camas is exploring the redevelopment potential of several surrounding blocks. North of 4th Avenue, on the blocks bounded by 5th and 7th Avenues and Adams and Birch Streets, commercial uses could be built on the sloping blocks, with parking underneath. An interblock terraced walkway would tie small outdoor areas together, and link this pedestrian area to 4th Avenue. To the south, along 3rd Avenue between Adams and Dallas Streets, other blocks could hold a variety of shops and other uses surrounding a small plaza, topped by housing with views to the river and Mount Hood beyond. Green roofs, street trees, and other design elements help integrate the core with the redeveloped blocks.



DOWNTOWN CAMAS REDEVELOPMENT VISIONING STUDY

CITY OF CAMAS, WASHINGTON AND THE CAMAS DOWNTOWN VISION COALITION

November 7, 2007

Baney & Worth, Inc. / DAO ARCHITECTURE LLC

Notes regarding Board 1:

The northern blocks emphasize office and shopping; the southern blocks shopping, entertainment and housing mixed-use. Outdoor, public spaces are key in each area - a gateway courtyard on 6th Avenue in the north and a central public plaza, stretched along 3rd Ave. in the south. These are linked by street-scape improvements on Birch, with secondary north/south connections emerging later on Cedar.

Block North1 (between 7th/6th and Adams/Birch) shows an office/retail mixed-use development, with parking below grade, entered from Adams. The existing house on this block remains. An internal terraced walkway steps up the hill, to increase store frontages, allowing more possible entrances to shops and office uses, seen from 6th Avenue.

Block North2 (between 6th/5th and Adams/Birch) shows additional office/retail, with shops and/or offices entered from the terraced walkway. Taller building volumes flank 6th Ave., creating a figurative gateway. You can see these higher building volumes in the aerial watercolor rendering on the next board. The parking for these blocks (and mill) is accommodated below, dug into the slope and entered from the down-slope portions of the block. Sloped blocks often allow 1-1/2 levels of parking entered directly from the street.

Block South1 (between 3rd/2nd and Adams/Birch) shows ground level retail, with parking below or on south portion of block. This block is prominent, as it sits at the 90 degree turn from Adams and 3rd, and when traveling east is one of the first opportunities for the downtown to make a visual impression. This block is closely connected to Block South2 (between 3rd/2nd and Birch/Cedar) which contains a 1/2-block public plaza (farmers market?) along 3rd Avenue, lined with smaller scale retail stores and landscaping, with housing above to take advantage of views and proximity to shopping. New parking would go on the railroad side of the block, either on the surface or below buildings.

Block South3 (between 3rd/2nd and Cedar/Dallas) shows additional small-scale retail on the ground floor, with housing above. An inter-block retail passageway provides entranceways to smaller retail shops. Alternatively, this block (or South2) could hold a theater, to help activate the area at night.

The streets in this Site Plan overlay show additional street tree planting, notably along 3rd, Birch, and Cedar, as the trees have a tremendous impact in defining the space of the street, essentially creating an outdoor room, which is augmented by the street furniture so successful on 4th Avenue.

DOWNTOWN CAMAS POTENTIAL REDEVELOPMENT SITES



Aerial view, looking southeast, of potential redevelopment sites near the 4th Avenue pedestrian core



Above the intersection at 3rd and Dallas, looking to the west towards the mill, with a small plaza in the foreground housing a Farmers' Market and fountain

Notes regarding Board 2:

The aerial rendering uses color (the peachy tone) to highlight the more pedestrian-oriented spaces of the redeveloped blocks, namely the inter-block terraced walkway connecting the small pocket park and court in the northern end, and the larger plaza lining 3rd Avenue in the south. Additional street trees are shown on Birch, which would connect 5th to 3rd.

The northern blocks are shown with more of an office aesthetic, with skylights to provide light to building interiors, and illustrating the higher building volumes at the gateway location at 6th and Adams.

Generous amounts of green roofs, augmented with rooftop terraces would work well here, providing a view over the downtown for workers / public at large. Other uses here, more retail oriented, or theater, outdoor store, etc. are also possible, but we've illustrated the development currently as more generic.

The southern blocks show a finer-grain to the buildings, depicting retail with housing above. Housing here could take advantage of the views to the south, over the river to Mount Hood.

The lower watercolor shows some of this tighter grain, and hints at a Farmers' Market, or similar type of gathering able to activate the plaza. The plaza is connected with paving (via removable bollards) to slow traffic and make it as easy as possible to walk from current activity on 4th to new activity here.

Two-story building volumes are shown adjacent to 3rd (as most of the existing grain is one- or two-story), to minimize shading the street. Once the building volumes move back from the street, additional stories work well for housing, which then allows for terraces or other outdoor spaces. Higher buildings are possible, and would give even better views, though it would require additional research to determine whether higher buildings are appropriate and economically viable.

DOWNTOWN CAMAS REDEVELOPMENT VISIONING STUDY

CITY OF CAMAS, WASHINGTON AND THE CAMAS DOWNTOWN VISION COALITION

November 7, 2007

Barney & Worth, Inc. / DAO ARCHITECTURE LLC

DOWNTOWN CAMAS POTENTIAL REDEVELOPMENT SITES



Looking south towards the new plaza from 4th and Birch



Looking east from above the intersection of 3rd and Birch



Standing at 5th and Birch, looking north at pocket park and interblock terraced walkway



Looking south down the terraced walkway from 7th Avenue, between Adams and Birch



New development to the south of 3rd Avenue, seen from 3rd and Adams

Notes regarding Board 3:

The lower watercolor shows prominent corner at 3rd and Adams, and in this version a theater (or retail mall) is shown as an anchor. Parking could be entered from Adams south of 3rd, (to right of image). The rendering shows some of the upper terraces for the housing units, which give views over street and plaza.

The upper vignettes show the south block development, the left image depicting the view directly south down Birch, with increased street trees, and a focus on the plaza and fountain on the plaza's western side. The existing buildings are shown somewhat transparent, so that the view focuses attention on newer buildings surrounding the plaza (with the one- or two-story retail base and housing units above).

The same plaza is shown in the upper right vignette, this time looking east, highlighting the water feature which could be jets flush with plaza surface, enabling that space to be used when water is turned off. This type of fountain has been popular with kids in summer (examples at Beaverton main library and in Hillsboro's civic plaza). Street trees are again shown here, to help bring a sense of enclosure to the plaza. Barely in view in the upper left is the European-type retail passageway beyond.

The middle vignettes show views of the north blocks, the image on the left showing the terraced walkway from below, with a pocket park and bosque of trees and seating. The terraced green roofs to the left can be accessible and used, if desired. The right image shows the same space from above, with mostly offices and retail facing this pedestrian zone. This inter-block walkway offers access to a number of entrances and ties the small open spaces together.

**Note that the computer model vignettes are illustrative primarily of the urban space. Details such as lamp posts, flower baskets, misc. site furniture, etc. are not shown in these views, as the computer tends to render these in a cartoon-like fashion. The watercolor renderings capture more of those details, which we would assume would be attributes of the streetscapes along 3rd, Birch, Cedar, and others as the community desires.*

DOWNTOWN CAMAS REDEVELOPMENT VISIONING STUDY

CITY OF CAMAS, WASHINGTON AND THE CAMAS DOWNTOWN VISION COALITION

November 7, 2007

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Community Questionnaire on Architectural Renderings

Draft architectural renderings were tested with potentially impacted property owners and members of the Downtown Vision Coalition. Based on that feedback, the renderings were revised and presented for public comment.

Public comment was requested in the form of a front-page article in the Camas-Washougal Post-Record on date. The feature story highlighted various aspects of the project and noted two distinct opportunities to comment, including completion of a web-based questionnaire on the DVC website and completion of an in-person questionnaire during “First Friday” downtown on December 7, 2007.

The renderings were posted at Steward Title between December 1-7 at the corner of 4th and Cedar. DVC volunteers “manned the booth” throughout the afternoon and evening of Friday, December 7.

In total, 60 individuals completed either the web or in-person questionnaire. Complete responses are included in the appendix. The following provides a summary of their feedback. Please note not all respondents answered every question, so not all questions total 60 responses.

1. Do you like the proposed mixed use scenarios, with retail at the ground-level and housing above?

▪ Very much	40
▪ A little	16
▪ Not much	2
▪ Not at all	1
▪ No opinion	0

2. Do you like the way trees, brick crosswalks and lamp posts help integrate 3rd Ave into the downtown core?

▪ Very much	49
▪ A little	9
▪ Not at all	2
▪ Not much	0
▪ No opinion	0

3. Some building heights shown in the sketches are higher than existing downtown buildings, but at or below the highest point of the Georgia-Pacific mill. Do you think these heights are:

▪ Just right	31
▪ Slightly too high	16
▪ Much too high	5
▪ Not high enough	5
▪ No opinion	3

4. The south blocks sketches show a “civic plaza” along the south side of 3rd Ave. Do you like this location for a future central gathering place?

▪ Very much	27
▪ A little	15
▪ Not at all	5
▪ Not much	4
▪ No opinion	2

5. Do you like the use of “green roofs” (to enhance vegetation, use rain water) in the north blocks?

▪ Very much	43
▪ A little	9
▪ Not much	2
▪ Not at all	2
▪ No opinion	1

6. Understanding that not all design enhancements shown could or would be implemented right away or at the same time, tell us which you think are the THREE MOST IMPORTANT improvements to get started on.

	Total Votes
Develop a farmers market venue	20
Adding mixed use development with ground floor retail and upper story housing	18
Creating an “18-hour” downtown, with additional activity into the evening	18
Integrating and expanding downtown by focusing on 5th Ave and above	17
Building a large central gathering space for events, festivals (e.g. Camas Days)	16
Integrating and expanding downtown by focusing on 3rd Ave and below	14
Creating new spaces for family-oriented entertainment venues	13
Additional underground and surface parking	12
Incorporating “green building” facets into all new construction	11

7. Would you like to see this concept move forward?

▪ Yes	48
▪ No	1

APPENDICES

Appendix A

**Downtown Camas Vision and Action Plan Update
Extended Core Vision**

**Community Questionnaire
December 2007**

Introduction

In 2001, the City of Camas approved the Downtown Vision and Action Plan, a citizen-based road map for ensuring downtown remains economically and socially vibrant into the future. Since implementation of the plan began in 2002, nearly 90% of proposed programs and strategies have been launched or completed. Now, five years later, the Downtown Vision Coalition (DVC) is seeking to “re-stock” the action plan and, with community input and feedback, take downtown to the next level.

Over the past several months, the DVC and its consulting team have met with various property owners, talked to merchants and heard from many in the community through surveys and other exchanges. Equally important, we have revisited the original action plan to see what public priorities have not yet been brought to life. The resulting “expanded core” concept, captured in a series of renditions, attempts to integrate these various community priorities, while also showing what it might look like if these downtown goals were implemented.

In brief, key messages received from community members include:

1. Keep the historic charm and extend the 4th Ave streetscape
2. Create space for medium sized “anchor” stores to create more foot traffic
3. Ensure adequate and convenient parking
4. Establish a central gathering place / civic plaza
5. Pursue mixed use development options that include street-level retail, upper level housing
6. Attract more family-oriented entertainment venues / destinations

I’m ready, I’ve read the brief and looked at the conceptual drawings, hand me the questionnaire!

Please return your questionnaire to the store-front host, or drop off later at Camas City Hall, c/o Sarah Fox.

You may also complete the questionnaire on-line by visiting:

www.downtowncamas.org

Tell your friends and family!

Downtown Camas Vision and Action Plan Update Community Questionnaire

These “extended core” sketches contain much detail and suggest a few significant changes to downtown. In general, sketches are focused on use of space. The building facades are intentionally generic, and can be refined later in the planning process if the overall concept is well-received by the public. Please tell us what you think about the following topics:

1. Do you like the proposed mixed use scenarios, with retail at the ground-level and housing above? (check one)

- ☐ Very much
- ☐ A little
- ☐ Not much
- ☐ Not at all
- ☐ No opinion

2. Do you like the way trees, brick crosswalks and lamp posts help integrate 3rd Ave into the downtown core? (check one)

- ☐ Very much
- ☐ A little
- ☐ Not much
- ☐ Not at all
- ☐ No opinion



3. Some building heights shown in the sketches are higher than existing downtown buildings (2-4 stories), but at or below the highest point of the Georgia-Pacific mill. Do you think these heights are: (check one)

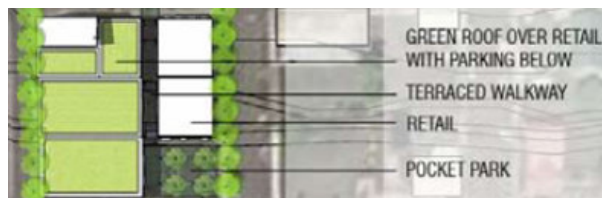
- ☐ Much too high
- ☐ Slightly too high
- ☐ Just right
- ☐ Not high enough
- ☐ No opinion

4. The south blocks sketches show a “civic plaza” along the south side of 3rd Ave, between Birch and Cedar. Do you like this location for a future central gathering place? (check one)

- ☐ Very much
- ☐ A little
- ☐ Not much
- ☐ Not at all
- ☐ No opinion
- ☐ What do you like or dislike about the location? _____

5. Do you like the use of “green roofs” (to enhance vegetation, use rain water) in north blocks? (check one)

- ☐ Very much
- ☐ A little
- ☐ Not much
- ☐ Not at all
- ☐ No opinion



6. Understanding that not all design enhancements shown could or would be implemented right away or at the same time, tell us which you think are the **THREE** MOST IMPORTANT improvements to get started on.

- Integrating and expanding downtown by focusing on 5th Ave and above
- Integrating and expanding downtown by focusing on 3rd Ave and below
- Adding mixed use development with ground floor retail and upper story housing
- Building a large central gathering space for events, festivals (e.g. Camas Days)
- Develop a Farmers Market venue
- Creating new spaces for family-oriented entertainment venues
- Adding additional space for new retail
- Creating an “18-hour” downtown, with additional activity into the evening
- Offering “inner-block” retail access with pedestrian only access
- Additional underground and surface parking
- Incorporating “green building” facets into all new construction
- Other Ideas? (enter below)

7. Overall, what design elements in these sketches are you most excited about?

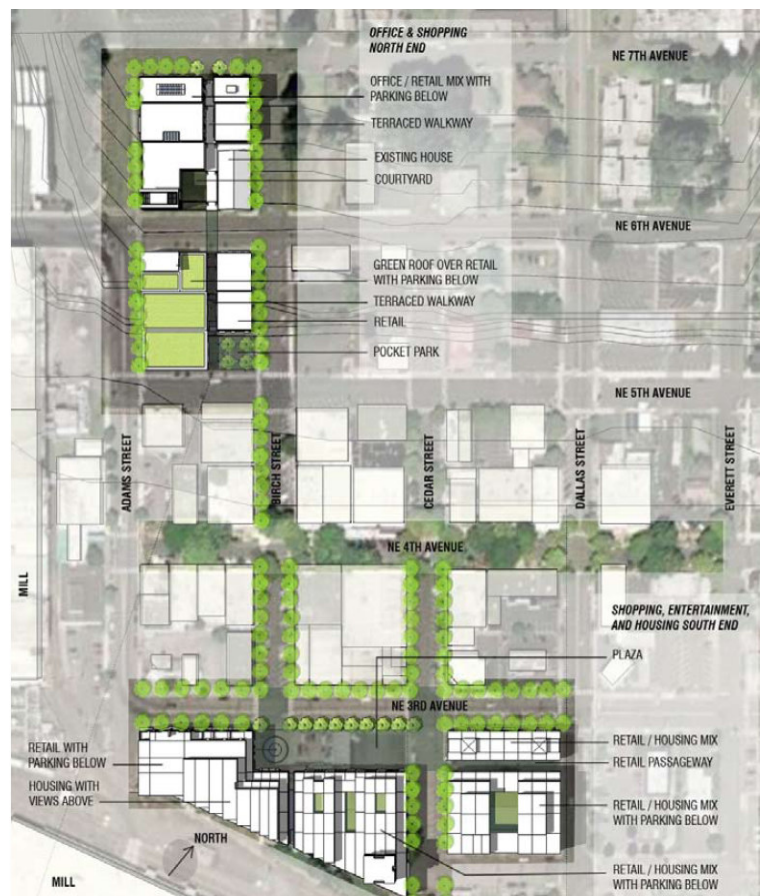
8. Are there any design elements that concern you?

9. Would you like to see this concept move forward?

- Yes
- No
- Yes, but only if:

- No, because of or unless:

10. Any final thoughts, comments or suggestions?



Appendix B

Camas Expanded Core Concept and Community Questionnaire

RESULTS

In November and December 2007, 60 participants completed questionnaires online and by mail. The following is a summary of responses:

8. Do you like the proposed mixed use scenarios, with retail at the ground-level and housing above?

- | | |
|--------------------|-----------|
| ▪ Very much | 40 |
| ▪ A little | 16 |
| ▪ Not much | 2 |
| ▪ Not at all | 1 |
| ▪ No opinion | 0 |

9. Do you like the way trees, brick crosswalks and lamp posts help integrate 3rd Ave into the downtown core?

- | | |
|--------------------|-----------|
| ▪ Very much | 49 |
| ▪ A little | 9 |
| ▪ Not at all | 2 |
| ▪ Not much | 0 |
| ▪ No opinion | 0 |

10. Some building heights shown in the sketches are higher than existing downtown buildings, but at or below the highest point of the Georgia-Pacific mill. Do you think these heights are:

- | | |
|---------------------|-----------|
| ▪ Just right | 31 |
| ▪ Slightly too high | 16 |
| ▪ Much too high | 5 |
| ▪ Not high enough | 5 |
| ▪ No opinion | 3 |

11. The south blocks sketches show a "civic plaza" along the south side of 3rd Ave. Do you like this location for a future central gathering place?

- | | |
|--------------------|-----------|
| ▪ Very much | 27 |
| ▪ A little | 15 |
| ▪ Not at all | 5 |
| ▪ Not much | 4 |
| ▪ No opinion | 2 |
- What do you like or dislike about the location?
- You don't own it stop trying to steal it
 - Gathering should be by the Library and City Hall
 - Camas lacks a "town square" or "town green" like old New England towns. If this "plaza" was a bit further north or east, it would have that "town green" feel.
 - Well I own Le Reve Boutique and that location is wonderful for a plaza.

12. Do you like the use of “green roofs” (to enhance vegetation, use rain water) in the north blocks?

- **Very much** **43**
- A little 9
- Not much 2
- Not at all 2
- No opinion 1

13. Understanding that not all design enhancements shown could or would be implemented right away or at the same time, tell us which you think are the THREE MOST IMPORTANT improvements to get started on.

	#1 Priority	#2 Priority	#3 Priority	Total Votes
5) Develop a farmers market venue	6	11	3	20
3) Adding mixed use development with ground floor retail and upper story housing	12	5	1	18
8) Creating an “18-hour” downtown, with additional activity into the evening	1	9	8	18
1) Integrating and expanding downtown by focusing on 5th Ave and above	16	1	0	17
4) Building a large central gathering space for events, festivals (e.g. Camas Days)	7	7	2	16
2) Integrating and expanding downtown by focusing on 3rd Ave and below	9	5	0	14
6) Creating new spaces for family-oriented entertainment venues	2	5	6	13
10) Additional underground and surface parking	0	1	11	12
11) Incorporating “green building” facets into all new construction	1	1	9	11
9) Offering “inner-block” retail access with pedestrian only access	0	3	4	7
7) Adding additional space for new retail	0	1	1	2

▪ **Other Ideas?**

- Comment: control your costs, stop annexing, live with what you have
- Comment: Dining options are still lacking. Development of parking and such should be to support increased dining.
- Comment: The mill is becoming less and less of an asset to downtown, and more and more of an eyesore. Screen it out by planting trees around it. Tear out the west sidewalk on Adams if you have to. Wilson Cady would be an ideal person to consult about this.

Overall, what design elements in these sketches are you most excited about?

- underground parking
- enhanced atmosphere and greenery
- vegetation
- farmers market
- anything
- fourth avenue
- 18 hour
- large central gathering
- Adding additional space for new retail
- green building
- like development of 4th Ave
- all of them
- adding mixed use
- green building
- green building
- green building
- the renewal
- family-oriented entertainment
- farmers market
- courtyard and green building
- green building
- None. Why don't you remove or remodel the city owned buildings, rather than the private property owners.
- Expansion of greenness of downtown out. Toward 3rd is good for it has the least current buildings.
- farmer's market venue
- The tree and plaza feel, to make downtown pedestrian friendly.
- The restaurants, retail, and farmers market.
- Seems more people and pedestrian-friendly than today. I love the green roofs, lets make them ALL green - lead by example! I also like the idea of mixed retail and housing, having people downtown 24/7 seems like a very good thing.
- I'm very excited about the whole design. To compete with Vancouver's redeveloped downtown and what Portland has to offer we need some major improvement and development of our downtown core. I've been open a year and I have a big goal and vision for my boutique's growth and the continued success and improvement of our downtown is vital to my goals coming to fruition.

14. Are there any design elements that concern you?

- none
- adequate parking
- none
- would like the old brick architecture included
- parking
- becoming too mall - like downtown
- What will happen to existing 3rd Ave businesses?
- not enough parking
- the pace of the growth
- taking away the small town feel
- losing the feel of our old buildings
- height/unobstructed views

- traffic
- parking
- traffic
- The fact that you are willing to incite anger from your citizens by believing you can steal other peoples land for your vision. You have no title nor right to think that these properties, that you consider under developed, will be developed in any fashion.
- Too tall
- Turning the currently-busy 3rd Avenue into a lower-traffic thoroughway, with no apparent provision for handling the traffic.
- Making sure Camas maintains its small town 'feel' while staying sophisticated in design.
- The layout of the lots and buildings seems to lack character - they are all rectangles. You don't have to make them weird, just make them have some character, e.g. rounded corners, historic decoration. To me, the New Liberty Theater is the "emotional heart" of downtown, and the rest of downtown should somehow tie in to that sort of era & styling (or even earlier). Please do not go "modern". I am a bit concerned about the ability to sell housing right next to the RR tracks, due to the noise. On the other hand, if gas hits \$6/gallon this seems like a logical place for a light rail station.
- Only that the article in the Post Record mentioned that medium sized national chain stores would be attracted to our downtown. It would really be hard to compete with some of those stores for us little guys. That's the only scary part but "in theory" it would only squeeze out stores that don't have a solid theme and business plan going. If you make your boutique strong enough it will blossom from the added customers being attracted to the area.

15. Would you like to see this concept move forward?

- Yes 45
- Yes, but only if: 2
 - Don't grow too fast!
- Yes and no 1
- No 1

16. Any final thoughts, comments or suggestions?

- none
- none
- Do it
- none
- 6 - green building
- mixed feelings if it looks "too modern"
- Don't grow too fast!
- Please do not take away from 4th Ave
- small family park would be nice like Pearl District
- get 'er done
- Need activities that bring out families
- If, more buildings stay and the architecture sim.
- Good to get a review beforehand
- Hope it happens soon
- Stop your greed. Stay within your current limits.
- This is nice, but there needs to be communication between the design/vision committee and the City of Camas. With the new area north of the lake coming into the city, the transportation network of the future is going to be at its maximum capacity. A significant part of that capacity is going to be coming south on Everett and will need to pass through downtown Camas, on one of these redesigned streets, on its way to Hwy 14 south and west of downtown. There needs to be provision for handling this traffic, and it's going to need to use 3rd Avenue (because of traffic from Washougal) or 6th Avenue (the traffic from the north), or both.

- Making sure that there is no traffic congestion is a big thing... and also making Downtown Camas more accessible.
- Please download and read this book from the Copenhagen Institute for Futures Studies, and think about how the ideas in that book are supported or not supported by this design concept: <http://www.cifs.dk/en/boeger.asp> (click on "Read or download Creative Man") I would be up for providing more design feedback & ideas - contact me at davem98607@yahoo.com. I provided many of the feedback & ideas that went into the Klickitat Park design (<http://www.ci.camass.wa.us/parks/klickitatpark.jpg>)
- Please! Let's get started!!! No seriously let's get started!

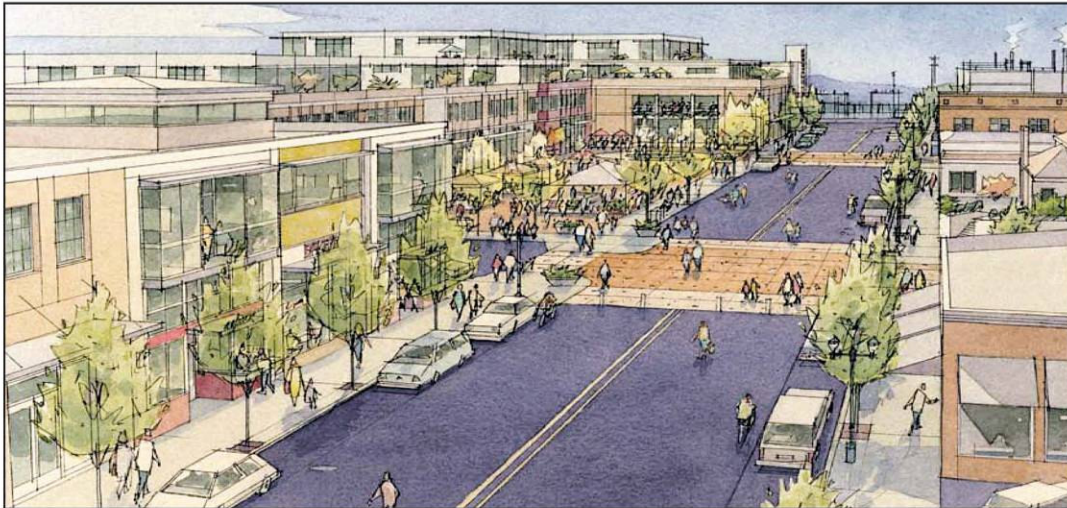
Appendix C

CAMAS-WASHOUGAL POST-REC

Volume 99 No. 48

Camas-Washougal, Washington, Tuesday, November 27, 2007

DOWNTOWN EXPANSION



RENDERING COURTESY OF BARNEY & WORTH AND DAO ARCHITECTURE

This conceptual rendering offers some of the possibilities for future development from a view above the intersection at Northeast Third Avenue and Dallas Street, looking west toward the mill. Some elements include a small plaza in the foreground, housing, a farmers' market and a fountain. The building facades are purposefully neutral in design at this point in the process to allow room for changes in the future.

A new vision for Camas

OPPORTUNITIES FOR PUBLIC INPUT

- From Dec. 1 to 7, renderings will be on display in the storefront window of Stewart Title, 339 N.E. Cedar St., with viewing available at the corner of Fourth Avenue and Cedar Street.

- On Dec. 7, from 5 to 8 p.m., as part of the First Friday events in downtown Camas, Downtown Vision Coalition members will be on hand to answer questions and conduct "mini-surveys" to those interested in providing feedback.

- Conceptual renderings and questionnaires are also available at www.downtowncamas.com.

□ City seeks citizen feedback on downtown conceptual plan

By Heather Acheson
Post-Record staff

Employed by downtown Camas businesses for the past 44 years, Kay Thornton has had a front row seat for the ups and downs that have been a part of the area's economic history.

Upon moving to Camas from Arlington, Texas, in 1963, Thornton began working at Walter's Studio on Northeast Cedar Street. She was later employed at Runyan's Jewelers on Fourth Avenue, and then at Prudential Northwest Properties until she landed her current realtor position at Windermere Crest Realty.

During her time as a fixture in downtown Camas, she has seen some businesses thrive while others seemed to quickly close up shop.

Thornton watched in the 1960s as a group of business owners rallied to plant

the seeds for visionary improvements to downtown. In later years, she became involved in organizations that followed in their footsteps — the Camas Downtown Association and most recently the Downtown Vision Coalition.

And today, as a member of the DVC since its inception, Thornton again has her finger on the pulse of what is being proposed as the second — and possibly most ambitious — phase of downtown redevelopment.

"I think the ideas are wonderful, and it's a perfect way to reach some of the goals that were set to begin with," Thornton said. Some of those goals, originally brought to the table during the first phase of a plan in 2001, include creating space for parking, larger retail businesses and fine dining establishments.

The recently released conceptual drawings propose development along Birch Street from Northeast Fifth Avenue to Northeast Seventh Avenue and along Northeast Third Avenue from Adams to Dallas streets. The Georgia-Pacific Camas mill, as well as other indi-

See Downtown, page A3

Downtown

Continued from page A1

vidual landowners currently own several of the properties.

Future additions to these areas could include a mix of retail such as restaurants, medium-size anchor stores, and smaller boutique-style shops, as well as office space and housing. Also on the drawing board are small pocket parks, underground parking, a theater, a farmer's market location, a community plaza, and a "gateway" entrance to downtown at Sixth Avenue and Adams Street.

"With this new initiative, we are taking a serious look at some of the bigger things," said Jason Robertson, vice president of Barney & Worth, Inc., the consultant company that has worked with the city on its downtown revitalization since 2001.

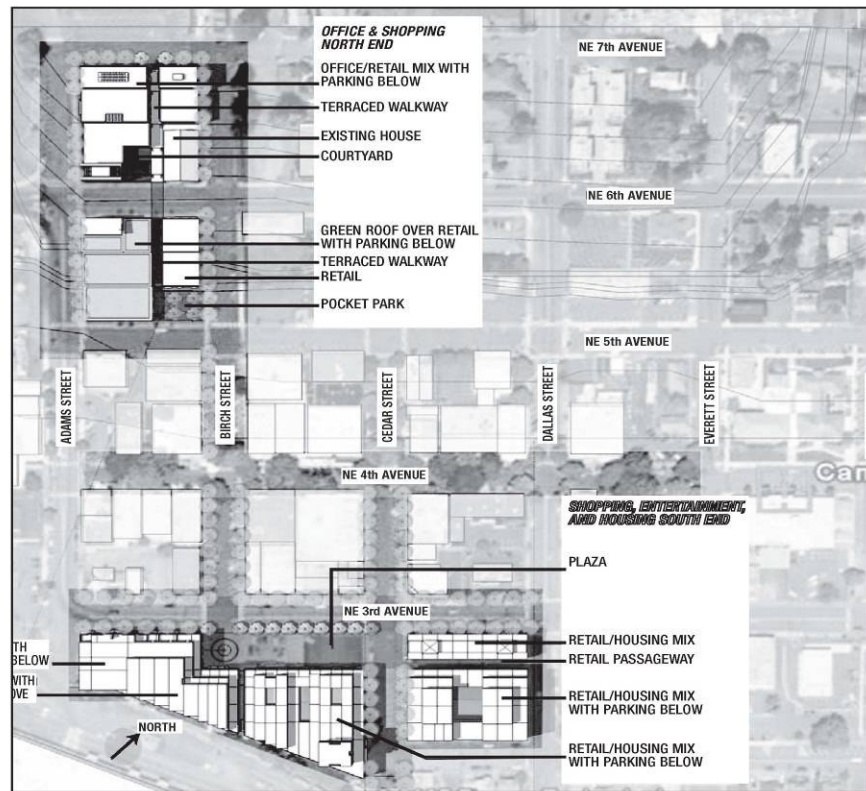
The proposal builds on the strides made since the first phase of that downtown revitalization effort that began six years ago. At that time — with the help of Barney & Worth — the city, downtown merchants and other interested citizens developed a Camas Downtown Vision and Action Plan.

Implementation of the plan began in 2002, and additions to the downtown core have included decorative water fountains, new street lighting, signage and sidewalks, and an abundance of flowers, shrubs and benches to decorate the landscape. In addition, building and business owners have made investments of their own by updating building facades and interiors, and establishing successful monthly and seasonal events. In many ways, downtown Camas has become a destination spot.

Doug Quinn, former Camas public works director who was employed by the city when many of the initial improvements were put into place, is currently a member of the DVC.

"The city has long been active in business recruitment and business retention," he said. "And the council decided 'we are going to treat our downtown just like one of those businesses that we need to help and take care of.' I was pleased to see our council make that commitment, and it's paying off."

While efforts to date have primarily focused on the main thoroughfare of Northeast Fourth Avenue and some its adjoining side streets, the new plan carries the revitalization concept to surrounding blocks — effec-



The above rendering gives examples of what the redevelopment of several blocks surrounding the downtown Camas area might include. The "green roof" concept involves installing a rooftop water proofing and root repellent system, a drainage system, filter cloth, and then planting vegetation.

tively planning for the expansion of the downtown core.

"It accomplishes efforts to redevelop some blocks that have been underdeveloped in recent years, and brings in the opportunity for new investment," Mayor Paul Dennis said of the new conceptual plan. "For downtown to go to its next step, it means bringing some investment to Third and Fifth avenues."

Carrie Schulstad and her business partner, Amy Rose, opened The Uncommon Gift on Birch Street in 2004. In 2006, they moved to a more spacious location on Northeast Fourth Avenue between Dallas and Cedar streets. Schulstad, also a member of the DVC, said she is optimistic about the direction downtown Camas is heading.

"For a thriving downtown, you have to have the residential foot traffic, nightlife and fine dining," she said. "These are all things they are thinking of adding."

According to Dennis, investors have already

expressed interest in downtown Camas. Some of the keys to securing those investment dollars, he said, will be providing a timely permitting process, bringing other public or non-profit partners to the table, and offering other incentives such as tax credits.

The city has had preliminary discussions with owners of properties in the proposed re-development areas, although no official agreements have been made. So far, Dennis described the feedback as "positive, but reserved." The primary question being, "How does it get funded?"

"The next step of this plan is to look at the financial strategy to make this happen," Dennis said.

The mayor added that he envisions most aspects of the proposed plan being accomplished within the next decade.

"I don't think it's overly ambitious, but I do think that 5 to 10 years is a good market point," he said.

Members of the DVC agree

that the plans, although currently conceptual, are entirely possible.

"I honestly have always seen an incredible amount of potential in that area," Quinn said. "I think what I'm seeing is just the beginning of what the potential there is."

Others saw that same potential four decades ago as well, when those visionaries took some of the important steps — from planting the trees that now form the canopy along Fourth Avenue to addressing parking issues — that have had long-term positive impacts on downtown.

"Think of what a beginning that was for what is being done now," Thornton said. "It really laid the foundation."

"Much of [the success of downtown Camas] is built on what happened before," she continued. "But these 'new-timers' have brought such a positive energy that more things seem to be happening."

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11/27/07

Community input will be key in development of downtown plans

By Heather Acheson

Post-Record staff

Following six years of work and many positive accomplishments in the realm of the revitalization of downtown Camas, some new and even more exciting opportunities appear to be on the horizon for this little gem that has slowly become the heart of the community.

After gathering input from downtown property owners and merchants, as well as the community at large, a series of conceptual renderings have been released that outline the potential development opportunities in several blocks surrounding the Northeast Fourth Avenue corridor. It's an ambitious plan that includes retail businesses, housing, office space, pocket parks and plazas in the aesthetically pleasing setting that has come to define the downtown area.

But so far, these ideas are simply that. The thoughts and opinions of local residents are being sought to refine and potentially add to the plan.

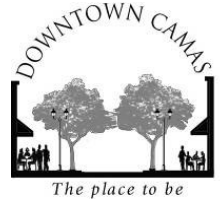
There are several opportunities for Camas citizens to give their opinions on what is being proposed. From Dec. 1 to 7, renderings will be on display in the storefront window of Stewart Title, 339 N.E. Cedar St., with viewing available at the corner of Fourth Avenue and Cedar Street. Then, on Dec. 7, from 5 to 8 p.m., as part of the First Friday events in downtown Camas, Downtown Vision Coalition members will be available to answer questions and conduct "mini-surveys" to those interested in providing feedback. For those who prefer to do their research online, conceptual renderings and questionnaires are also available at www.downtowncamas.com.

Any kind of re-development will need to include participation from a number of partners — from the city and local merchants to investors. If all of the pieces fall into place, the next decade could mean some exciting changes for downtown Camas. And only through community involvement and input will this gem continue to flourish and grow.

Appendix D

Help Shape the Future of Downtown Camas!

The City of Camas and Downtown Vision Coalition want to hear your thoughts on how to keep downtown vibrant and exciting for many years to come. After successfully implementing much of the original Downtown Camas Vision (2000), it's time to set our sights on the next level. Please take a moment to jot down your own ideas and goals, and return this card to the City Tent attendant.



- 1. What is your own, personal vision for the future of downtown Camas? What would you like to be able to say about downtown in, say, the year 2020?**

- 2. What new or expanded businesses, activities or features would you like to see downtown in the future?**

- 3. Anything else we can do to make sure downtown remains the heart of Camas?**

Thank you!

For more information, please visit:

www.downtowncamas.com



Appendix E

Camas Days Downtown Vision Update Questionnaire

Complete Responses

1. What is your personal vision for the future of downtown Camas? What would you like to be able to say about downtown in, say, the year 2020?

- Affordable renting for offices and businesses. Improving on adequate living spaces without large taxes. Quit cutting down local trees and building huge heavy houses that replaces stable group. Camas also reflects surrounding areas, such as Lacamas lake area. If this is over developed, it will create more problems in the rivers, lakes, and will effect other areas local as well.
- Keep the “small town” ambiance.
- No condos! Cleaner water. Parks, please save our wildlife!
- That it is still here.
- Moderate growth.
- Many diverse shops- alternative and herbal products.
- I would like to see the “old time” small town atmosphere it has today.
- That it retained it's old fashion charm but grew and stabilized enough that there was a waiting list when store fronts became available.
- That it is alive and vibrant, quaint and keep the trees.
- I like the vibrancy that the mill brings to main street. The contribution the mill makes to a lively downtown is very important and appreciated.
- That everything's clean.
- More walking trails and signs for the trails.
- I would like to say it is a place for families to get together safely, where it is clean and thriving.
- I think it will look a lot bigger than it is now and more shops.
- Continued safety, stores with reasons for us to come by, welcoming, beautiful.
- Walking friendly from downtown to the river & Washougal.
- Safe- pedestrian friendly.
- That it has grown and improved.
- More affordable shops.
- Best place to live.
- I like the change. It's still small and personal.
- Family oriented, park areas, outdoor beautification, floral areas, gardens, fountains.
- Walk safely at night.
- I like the small town feel. I work downtown.
- Excellent.
- Things are looking up- keep changing for the good.
- Community recreation center! Re-vitalize outdoor pool!
- How about a n annual antique/flea market downtown.
- Well everybody that moved here from California needs to go back, and let Camas go back to the original.
- More retail, indoor play park.
- I don't think Camas should be changed. It is really nice at its size right now.
- That it is beautiful, that it still feels like a small town even if it has gotten a lot bigger.
- Still tree lined, small town feel with viable businesses.
- Continued citizen friendly atmosphere. Residents over businesses but still business friendly.
- Same small-town community feel.
- Small town atmosphere but upscale stores.
- A very vibrant environment that includes all walks of life.
- Scared as hell. It is growing so fast and changing so much, we need to keep our Camas the way it is.

- Keep spaces full and vibrant.
- I would like to have stores to shop in to buy ordinary needs. It is a beautiful town.
- Bigger.
- Stay small, a "community."
- Expanding downtown Camas.
- Not sure- recently moved here.
- We need a large shopping mall.
- Quite, lots of small town goodies. The best restaurants, shopping and family things.
- Leave it alone.
- Would like to see the town with slow growth.
- Nice, clean, quite, small town. No crime or little crime.
- It's pretty much good as it is.
- It is a very sweet town, leave it alone.
- Continue growth of local business.

2. What new or expanded businesses, activities or features would you like to see downtown in the future?

- Keep it small.
- More art related stuff.
- No large retailers
- Wal-Mart, something to replace the mill.
- Community based.
- I would envision myself owning a shop
- Affordable shops.
- More restaurants and entertainment.
- Shoe store, bakery.
- Keep up with the local feel. I would not like to see more chain stores and franchises. They detract from the real taste of our own local style.
- Too small to put anything else anyway.
- More restaurants and places for the kids to hang out.
- A Starbucks! Actually it would bring more people into downtown. And they are good gathering spots.
- I think we need more food places and clothing shops for poor people.
- Healthy food place?
- Continue with the boutique shops and family owned businesses. No box stores.
- More big retailers- Trader Joes, Target. Not only big box stores- but not just upscale boutiques.
- More small businesses.
- Gift shops.
- More music.
- Things for children.
- Community services, parks. No big stores.
- Kids fun areas!
- New stuff for kids.
- Costco, Wal-Mart.
- Just about any kind of music store.
- Senior center!
- Motocross shop.
- Restaurants.
- A bike path along the Camas portion of the Columbia river.
- Services seem to be moving away as a downtown resident the more I can walk to what I need the happier I am, my neighbors feel the same it is a big issue with us.

- Boutiques and restaurants.
- More pedestrian facilities.
- More restaurants! (not chains)
- A medium priced restaurant!
- Jobs for everyone now that Mill will be closing. Affordable shopping.
- Arcade activity center for kids (family).
- Shoe store. Fabric store/knitting.
- Variety stores, shoe store, moderate priced clothing, etc.
- Taco Bell.
- No "chain" stores please. Mom and pop local small businesses.
- We have a new "Brew Pub."
- More businesses. Larger retail stores.
- More retail, specialty shops, books.
- Ross Department Store
- A family steak house type restaurant- that everyone can afford.
- Local businesses keeping their profile.
- Nothing.
- None.
- Carl's Jr. Restaurant.
- Family restaurant.
- More activities for small children and families.
- I'd like to see more of current electricity feature shops like Game Stop.
- Another movie house. More shopping.
- Seasonal activities.

3. Anything else we can do to make sure downtown remains the heart of Camas?

- Keep it small, personal.
- What will happen when the Mill goes?
- Keep up the good work.
- Parking might be the one item to keep an eye out
- Community events like Camas Days Plant Sale, etc.
- Provide funding for police foot-patrols year around, not just the summer.
- Maintain flowers, etc.
- Give businesses that operate in the eve tax incentives and advertising regionally. Underwrite them with port taxes.
- Clean river water to play in.
- Get rid of that stinky mill.
- Keep it clean, safe, with lots of security and family activities.
- Clean it, have a new movie theater.
- Keep going the way its going! Love the flowers, and plants!
- Shut down mill and redevelop mill property.
- Continue events in town.
- Safety.
- Bring back the old town feel.
- Doing great.
- Fancy covered sidewalks and intersections.
- Keep businesses small.
- The flowers and art shows are great!
- Keep out trouble.
- Don't allow Wal-Mart to come in! Be careful about who is allowed license in the Riverwalk or redeveloped GP plant!

- Make sure the mill never closes.
- Lure families.
- Leave it alone by preserving the downtown you are creating a place that will attract people. If you allow or encourage urban renewal, you will destroy what is special.
- First Fridays help. Lower density housing.
- Keep it beautiful.
- Keep it simple and community based.
- Continue with the proposed community center, and continue to renovate historic buildings and bring a variety of new businesses for all income levels.
- Include all- not just those that with money.
- Don't let us get to over populated.
- Bring in a new brewery. Liberty to have afternoon movies on school holidays.
- Keep up the activities, 1st Friday, etc.
- More Christmas lights.
- See #1. (stay small, a community)
- Underground power on 5th.
- Thanks for keeping downtown area clean.
- Continue what's going on- it's lovely.
- We love the theater.
- Keep it small.
- Nothing.
- Keep it clean.
- It's nice as it is.
- Just keep it clean and nice.
- Don't let big developers in.
- Continue growth of local businesses and seasonal activities.

Appendix F

Downtown Camas Vision Update

Merchant and Property Owner Input

June, 2007

Feedback Detail

1. What is the single greatest thing about downtown Camas today?

- The tree-lit streets and the boutique shopping
- Neat buildings.
- Sense of healthy small town community.
- Downtown merchants drive to get people to Camas and the long-term vision for Camas to continue to grow without losing its charm of a small town.
- There is more energy!
- Quaint, old-fashioned look & service.
- Mix of charm and unique businesses.
- It's small town charm and unique shopping opportunities.

2. What is your own, personal vision for the future of downtown Camas? What would you like to be able to say about downtown in, say, the year 2020?

- Shopping destination with great parking, restaurants and a couple of night clubs.
- More people shopping downtown.
- That "Small Town America" is still represented.
- Third Street dedicated to service businesses and parking with 4th, 5th and everything in between filled to capacity with retail boutique, restaurants, galleries...something for everyone.
- To have an open-air Farmers Market – closed street for the event.
- More downtown residential to help increase foot traffic.
- More night life.
- Thriving fun "old-time" core. Good meeting place, shopping place, lunch place, night-time entertainment place.
- Lots more growth of residential (condos) on top floor of new building (not low income housing). See people out all the time. Eighteen-hour day with foot-traffic to support it. Plaza in town. Something for everyone.
- I would hope that the street would be bustling with shoppers, there would be a wide variety of cute shops and eateries. Enough things to do and see to last the visitors several hours. "Let's go to downtown Camas" should be a regular phrase.

3. What if any, new or expanded businesses would you like to see locate or grow downtown? What types of businesses or uses would be most compatible (or at least not a threat) with existing businesses?

- All boutiques, no box stores.
- A gym or workout location.
- Men's stores.
- Shoe stores.
- Stationery store.
- Fine dining.
- Pubs.
- Upscale restaurants.
- Sports bar.
- Children's clothing.

- Bakery.
- A junior college would be great!
- A performing arts center, a place to hold events.
- Attract a gourmet grocery store like Whole Foods.
- More retail.
- Books/music.
- Night time entertainment (e.g. Jazz bar) more restaurants.
- McMenamin Brothers renovate a historic building keeping true to Camas for public/mixed use.
- Funky but good ice cream shop/soda fountain with unique creations.
- More art galleries.
- Night life music- classy.
- I'd love to see an upscale pet supply shop (natural foods, gifts, pet accessories & clothing), men's clothing store.
- More choices for lunch with different food than we have now and that serve dinner every night.
- A fancy bar, renovated apartments over the building bringing down more people living here.
- Camas motel maybe renovated into bed & breakfast or nice apartments.

4. What would be your top 2-3 points for a recruitment sales pitch?

- No traffic.
- No parking meters to plug.
- Growing economy.
- Proactive business environment.
- Small town charm.
- Dedicated business owners working together.
- Charm of the town. No strip malls or big box stores.
- Pedestrian-friendly.
- Old fashioned feel to community. People tired of big box/mall stores. Be a part of a small town.
- Committed merchants working together. High incomes home all over the area. Reasonable rent.
- The growth and development, upward momentum steadily for the past 4 to 5 years.
- The quality of the businesses already down here.

5. Are there any non-business uses or activities that appeal to you more than others? (e.g. housing, large plaza, civic center, museum, etc.) What is the appropriate mix of office, retail, housing, attraction, etc.?

- Houses with shops underneath and up-beat décor. Stores like "Haiku" of San Diego.
- Civic center for concerts.
- 70% retail; 20% office; 7% housing; 3% attraction.
- Updated housing on 2nd stories, mixed with retail and restaurants down 4th Ave and side streets.
- Housing and a large plaza.
- Housing mixed with retail is a great mix for everyone!
- Encourage more residential and a parking structure.
- Mix: housing mostly retail; as little office in core as possible; housing & attractions next. Good restaurants & music are a great attraction
- Large plaza: close off 4th between side streets for gathering areas.
- Performing arts center.
- More condos/apartments near downtown like in the Pearl.
- Need more retail and less office space on 4th. New buildings need at least 3 levels.
- At Bridgeport village right in the middle is a very nice playground type structure that would bring more moms down. If 4th was turned into walking only, there could be more room for stuff

like a plaza with a play structure and kiosk type businesses like Bridgeport Village. Maybe a covered play structure & sitting area plaza thing. It is the NW.

6. If the downtown core is to expand, what direction should it move first? (map exercise)

- Toward the mill and water.
- Toward 5th.
- Fourth to 5th Street with side streets for retail space.
- SW block first, then NW 4th frontage, then backside of NW 2nd.
- (1) Immediate side streets made to look quaint like the main street. (2) into the more residential streets because they have quaintness.
- Nicer blocks of buildings along 5th AND 3rd with retail on bottom, offices on 2nd, 3rd, 4th and high end condos on top of buildings along 2nd & 3rd for great views.
- Emphasis on the side streets first filling them up with more shopping and beautifying those sidewalks to bring walkers attention to exploring them.

7. What is the single most important action to be take to ensure the long-term viability of downtown, and who should take it?

- Parking. Parking. Parking.
- Advertise to get people to come downtown.
- The City should pay for large campaign.
- Advertising Camas' new growth and its potential to be a true destination for shopping and dining.
- It is important to attract residential downtown to improve business and attract night life. Each building owner is responsible. However, City Planning must have a hand in this. An 18-hour community would be best.
- City should advertise the vibrant core that already exists!
- The city needs to step up efforts to get investors to buy land/buildings and improve larger areas. Need much more residential and walking traffic to keep downtown retail and restaurants thriving. Also need large advertising plan for getting people to come down to their downtown.
- The building owners need to reface some of the buildings to fit in with the other buildings that have already been refaced. Keeping the downtown looking upscale for lack of a **better word!**

8. Any final thoughts or observations you'd like to suggest as we move forward with downtown planning?

- Yes. Get the building owners to clean up and paint their buildings.
- More attention to the landscaping and entry into Camas with a classier sign and flowers.
- Get rid of Columbia River Bar and Grill and encourage building owners to fix up buildings.
- Downtown shop signage visibility from Highway 14 and Adams/6th Street split.
- Hold a meeting with merchants and business owners and select a committee to start the process ASAP. Secure a time line and proceed.
- Avoid mistakes made by Port of Washougal where they presented future land use renditions without talking to property owners.
- Thank you for doing this.
- The city needs to make the commitment to take the risks needed to make big growth changes as mentioned above. Won't be easy- won't make everyone happy- but very necessary to bring our town to the next level and keep it moving forward.
- I think the sidewalks on the cross streets of 4th should be upgraded to match fourth, some street lamps, nice concrete, etc.

Appendix G

OFFICE & SHOPPING NORTH END

- OFFICE / RETAIL MIX WITH PARKING BELOW
- TERRACED WALKWAY
- EXISTING HOUSE
- COURTYARD

GREEN ROOF OVER RETAIL WITH PARKING BELOW

- TERRACED WALKWAY
- RETAIL
- POCKET PARK

SHOPPING, ENTERTAINMENT, AND HOUSING SOUTH END

- PLAZA
- RETAIL / HOUSING MIX
- RETAIL PASSAGEWAY
- RETAIL / HOUSING MIX WITH PARKING BELOW
- RETAIL / HOUSING MIX WITH PARKING BELOW

STREETS: NE 7TH AVENUE, NE 6TH AVENUE, NE 5TH AVENUE, NE 4TH AVENUE, NE 3RD AVENUE, ADAMS STREET, BIRCH STREET, CEDAR STREET, DALLAS STREET, EVERETT STREET, FRANKLIN STREET.

Other Labels: MILL, NORTH, Camas, WA, 02007 Europa Technologies.

$P = \text{PARKING ACCESS}$

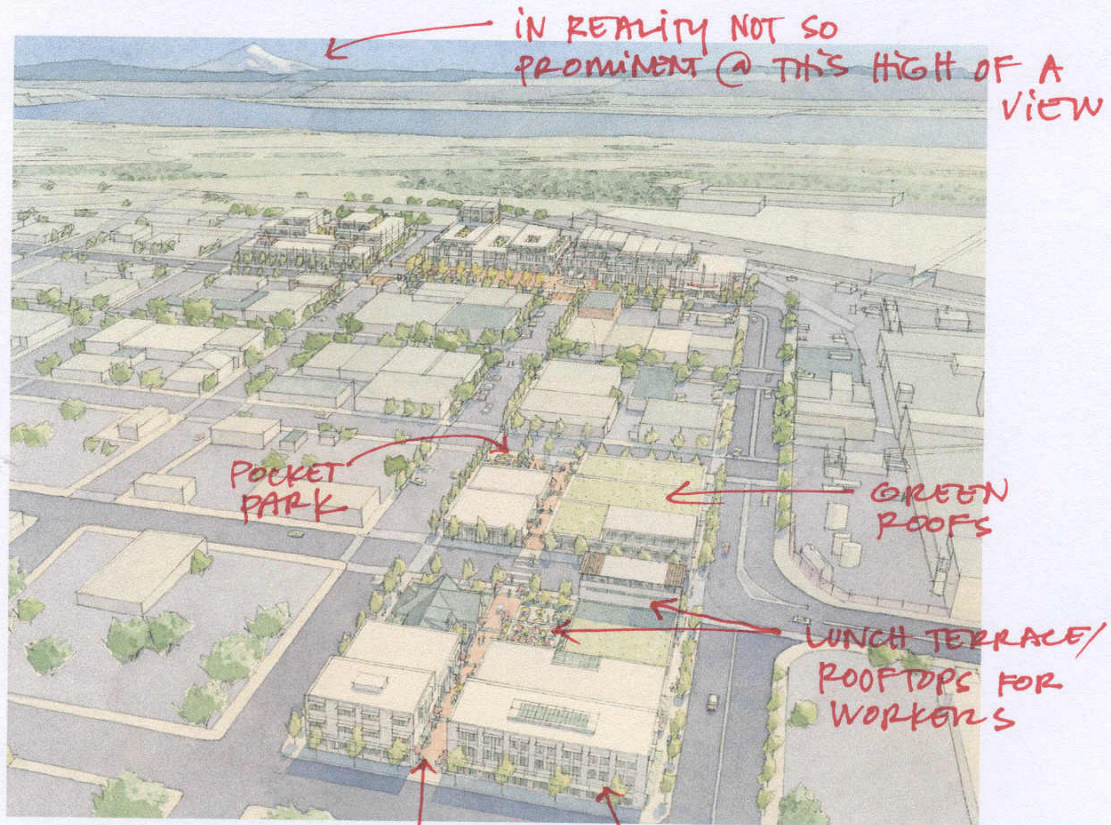
CITY OF CAMAS, WASHINGTON AND THE CAMAS DOWNTOWN VISION COALITION

November 7, 2007

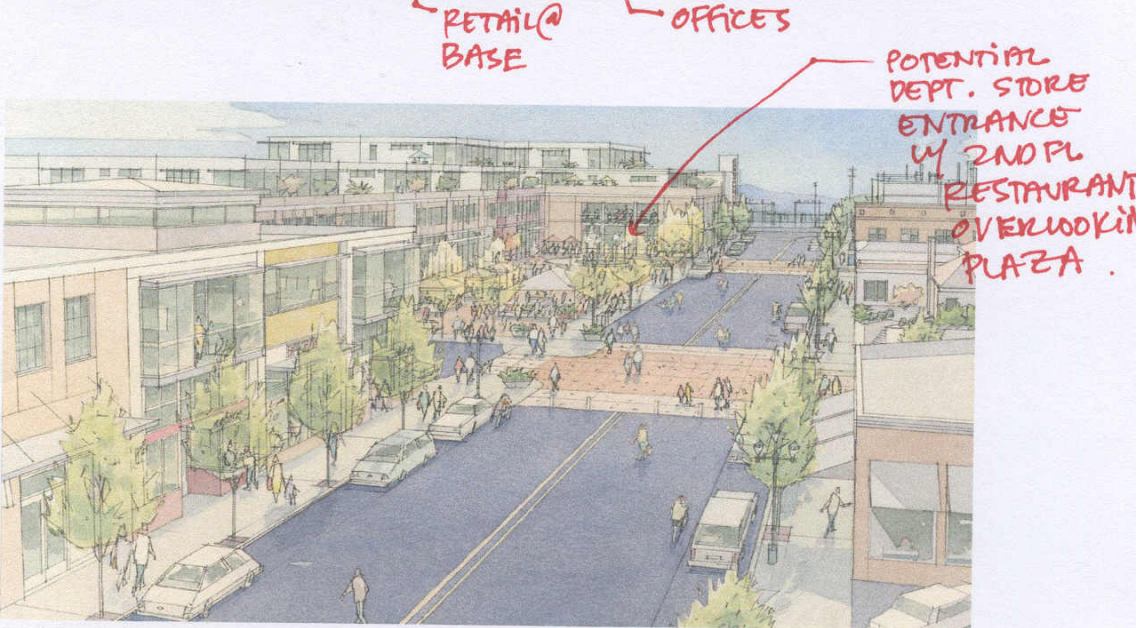
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BOARD #1

DOWNTOWN CAMAS POTENTIAL REDEVELOPMENT SITES



Aerial view, looking southeast, of potential redevelopment sites near the 4th Avenue pedestrian core



Above the intersection at 3rd and Dallas, looking to the west towards the mill, with a small plaza in the foreground housing a Farmers' Market and fountain

DOWNTOWN CAMAS REDEVELOPMENT VISIONING STUDY

CITY OF CAMAS, WASHINGTON AND THE CAMAS DOWNTOWN VISION COALITION

November 7, 2007

Barney & Worth, Inc. / DAO ARCHITECTURE LLC

BOARD # 2

DOWNTOWN CAMAS POTENTIAL REDEVELOPMENT SITES



①

Looking south towards the new plaza from 4th and Birch



②

Looking east from above the intersection of 3rd and Birch

RETAIL
AWAY BEYOND

THIS IS
ACTUALLY
PAVING
SURFACE
NOT A
POOL



③

Standing at 5th and Birch, looking north at pocket park and interblock terraced walkway



④

Looking south down the terraced walkway from 7th Avenue, between Adams and Birch



New development to the south of 3rd Avenue, seen from 3rd and Adams

IF THEATRE - THEN
IMPORTANT TO
FLANK IT W
SMALL SCALE
RETAIL SHOPS

DOWNTOWN CAMAS REDEVELOPMENT VISIONING STUDY

CITY OF CAMAS, WASHINGTON AND THE CAMAS DOWNTOWN VISION COALITION

Revised 7, 2007
Bergin & Webb, Inc. / D&O ARCHITECTURE LLC

BOARD #3



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