

STEVENSON DOWNTOWN PLAN

GATHER & EVALUATE
EXISTING CONDITIONS ASSESSMENT

August 21, 2019



Crandall Arambula PC | Fehr & Peers | Johnson Economics

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STAKEHOLDER MEETINGS



STEVENSON DOWNTOWN PLAN

Crandall Arambula PC | Fehr & Peers | Johnson Economics

PROJECT INITIATION

May 13-14, 2019



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Crandall Arambula PC | Fehr & Peers | Johnson Economics

PROJECT INITIATION

May 13-14, 2019

AGENDA

1. INTRODUCTIONS

2. PROJECT OVERVIEW

3. DISCUSSION

INTRODUCTIONS

Stevenson Downtown Plan

MEET THE TEAM

Crandall Arambula

Prime Consultant

Conceptual Master Planning | Public Engagement

DOWNTOWN PLANNING | Award Winning Projects

- Fairbanks, Alaska
- Oak Park, Illinois
- Portland, Oregon
- Missoula, Montana
- Whitefish, Montana
- Lincoln, Nebraska
- Santa Fe, New Mexico
- Astoria, Oregon
- Grants Pass, Oregon
- Racine, Wisconsin
- Vancouver, Washington
- Springfield, Oregon
- Albany, Oregon
- Casper, Wyoming
- Bismarck, North Dakota
- Medford, Oregon

MEET THE TEAM

Crandall Arambula

Prime Consultant

Conceptual Master Planning | Public Engagement

Fehr & Peers

Transportation & Parking Analysis

Johnson Economics

Economic & Market Analysis

PROJECT OVERVIEW

Stevenson Downtown Plan

PROJECT PURPOSE

Stevenson's most recent plan for the improvement of the downtown area occurred in 1991. Clearly our world has changed since then.

The **Stevenson City Council** has acknowledged it must develop a **new plan for our urban and commercial core areas** and that this plan should include strategies allowing for our **sustained economic success.**

PROJECT AREA

Study Area Boundary



Rock Cove

Skamania Lodge

1 MILE
(5 MINUTE BIKE RIDE)

Interpretive Center

SR-14

STUDY AREA

Vancouver Ave

Rock Creek Dr
Hegewald Center

Fairgrounds

Stevenson Elementary

School St

2nd St
1st St

1/8 MILE

1/4 MILE
(5 MINUTE WALK)

1/2 MILE

Columbia River

Frank Johns Rd

SR-14

Russell Ave
Cascade Ave

PROJECT AREA



Core Area Boundary

Skamania Lodge

1 MILE
(5 MINUTE BIKE RIDE)

Interpretive Center

SR-14

Rock Cove

Hegewald Center
Fairgrounds

Vancouver Ave

Stevenson Elementary

School St

1/8 MILE

1/4 MILE
(5 MINUTE WALK)

1/2 MILE

CORE AREA

Cascade Ave

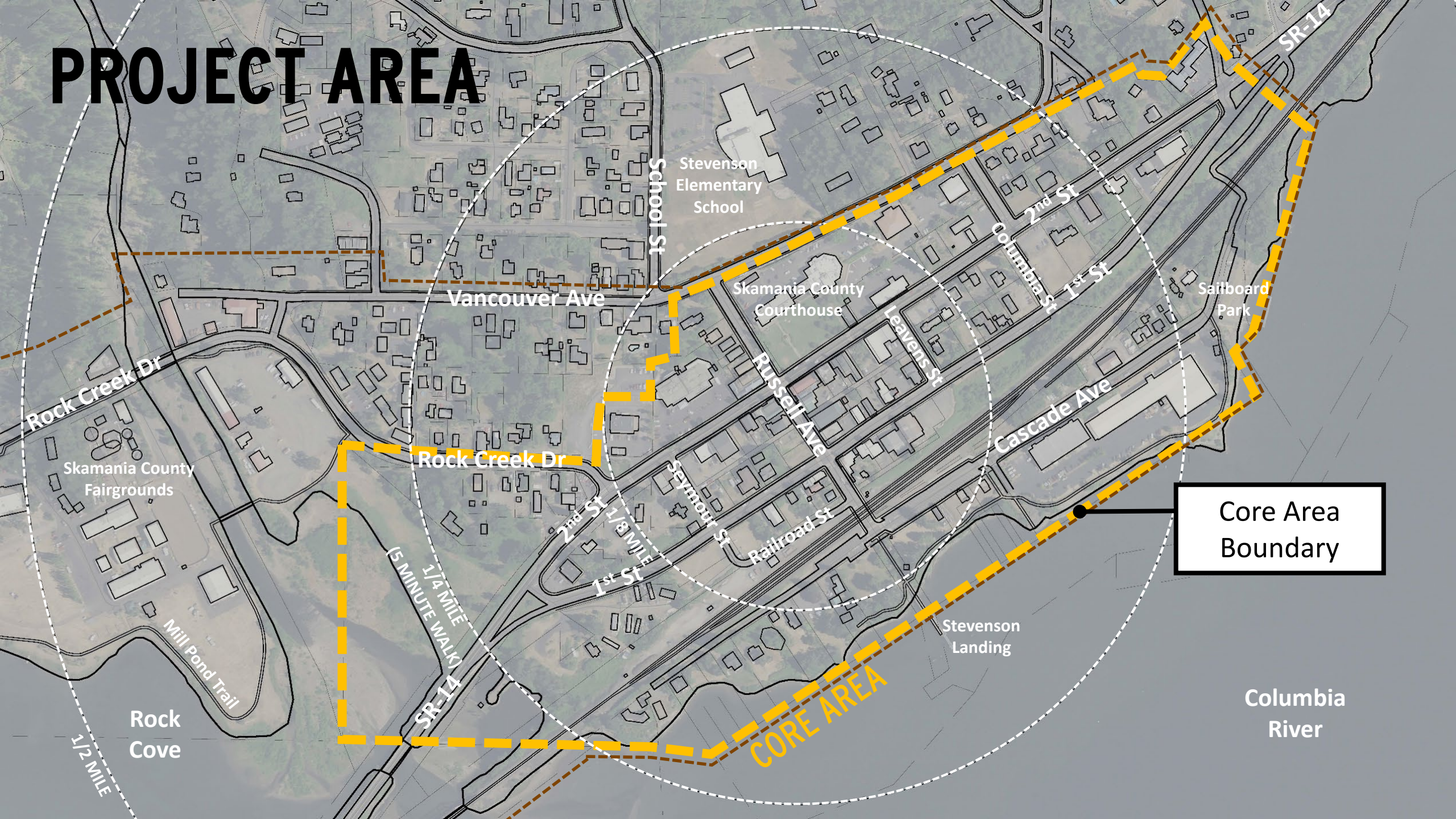
Columbia River

SR-14

Frank Johns Rd

Harrison Ave
2nd St
1st St

PROJECT AREA



PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility & Transportation

Parking

Land Use

Urban Design

Implementation

Plan for Success!

PUBLIC INVOLVEMENT

Project Initiation

Existing Conditions & Concepts Review

Plan for Success!

	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
	COLLECT DATA					
	Gather & Evaluate					
	ISSUES & CONCERNS					



May 13-14

PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility & Transportation

Parking

Land Use

Urban Design

Implementation

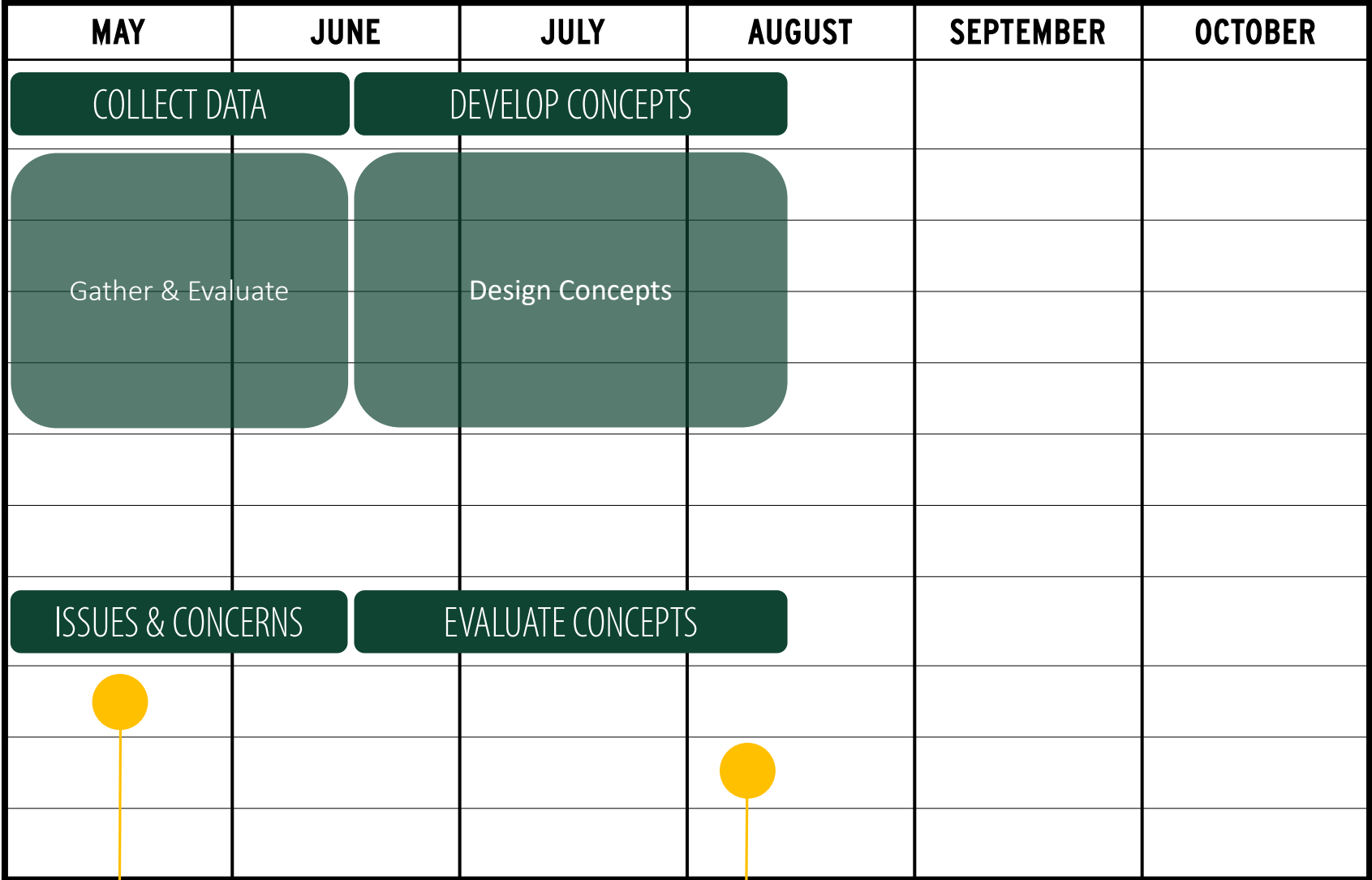
Plan for Success!

PUBLIC INVOLVEMENT

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May 13-14

Early August

PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

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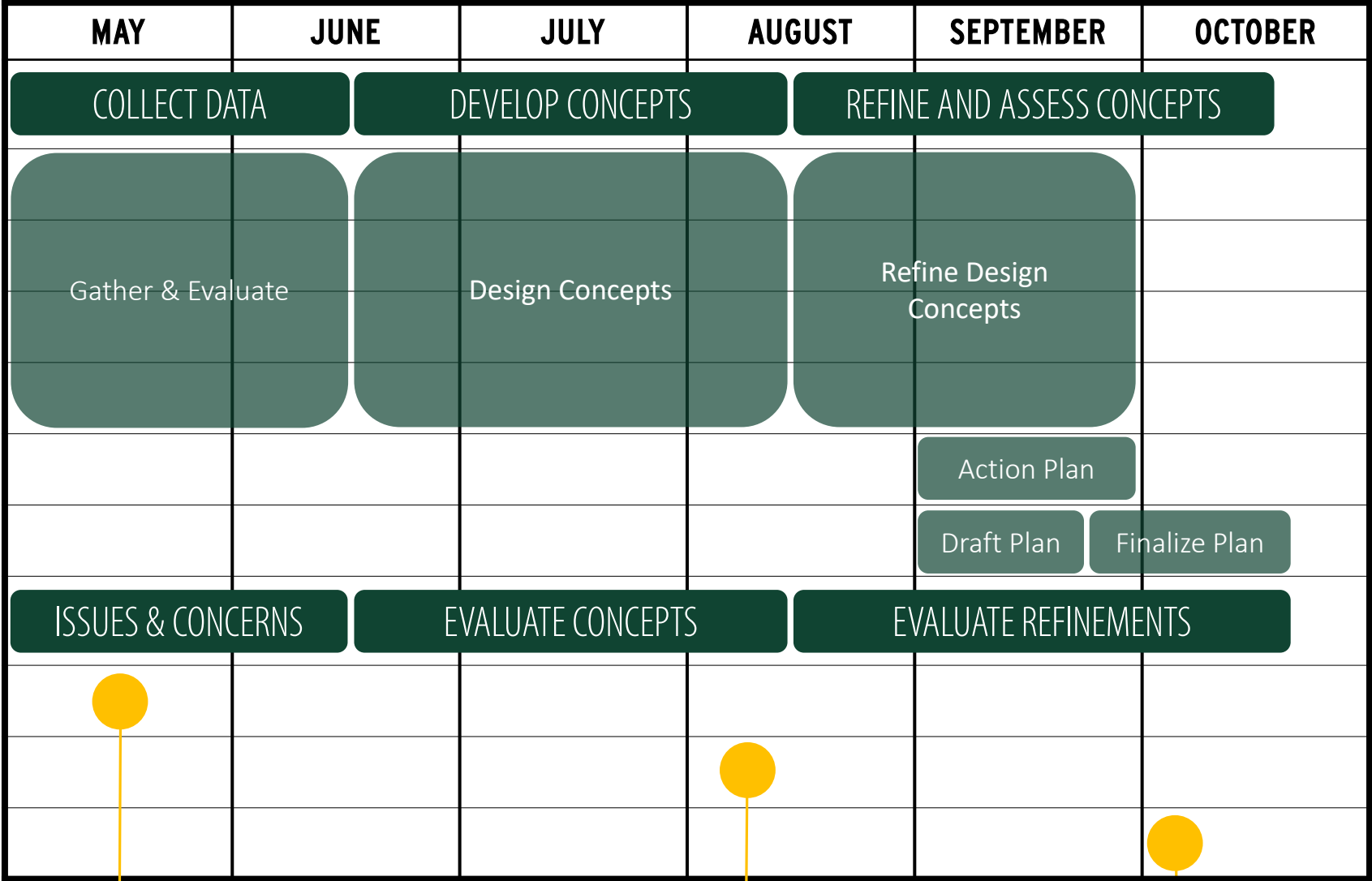
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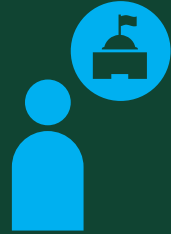
May 13-14

Early August

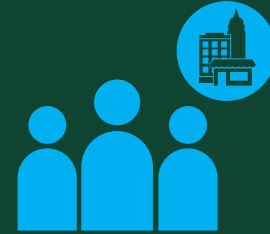
Early October

PUBLIC INVOLVEMENT

The Stevenson Downtown Plan is led by the City of Stevenson, with assistance from Crandall Arambula.



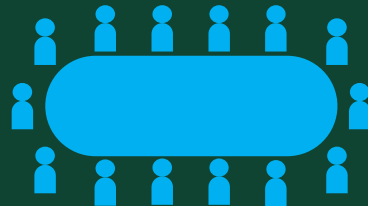
Project Manager,
Ben Shumaker



Crandall Arambula



Stakeholder
Sessions



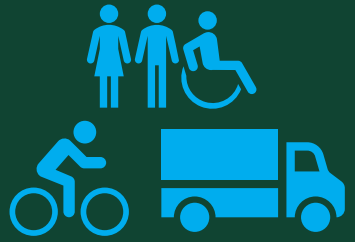
Steering
Committee



Community
Workshops



Mayor, Council, Boards
& Elected Officials



DRAFT GOALS & OBJECTIVES

MOBILITY

GOAL - A balanced network of auto, truck, walking and biking routes maintain and improve access to and through downtown.



DRAFT GOALS & OBJECTIVES

MOBILITY

GOAL - A balanced network of auto, truck, walking and biking routes maintain and improve access to and through downtown.

OBJECTIVES

- Provide adequate walking and biking access regardless of age or physical condition throughout the downtown and study area.
- Provide a network of multiple safe, direct and convenient auto, walking and biking connections between the downtown core and study area.
- Maintain regional SR-14 auto/truck mobility through downtown.
- Maintain access for service and maintenance vehicles to existing and future downtown businesses.



MOBILITY

GREAT STREETS = GREAT DOWNTOWNS





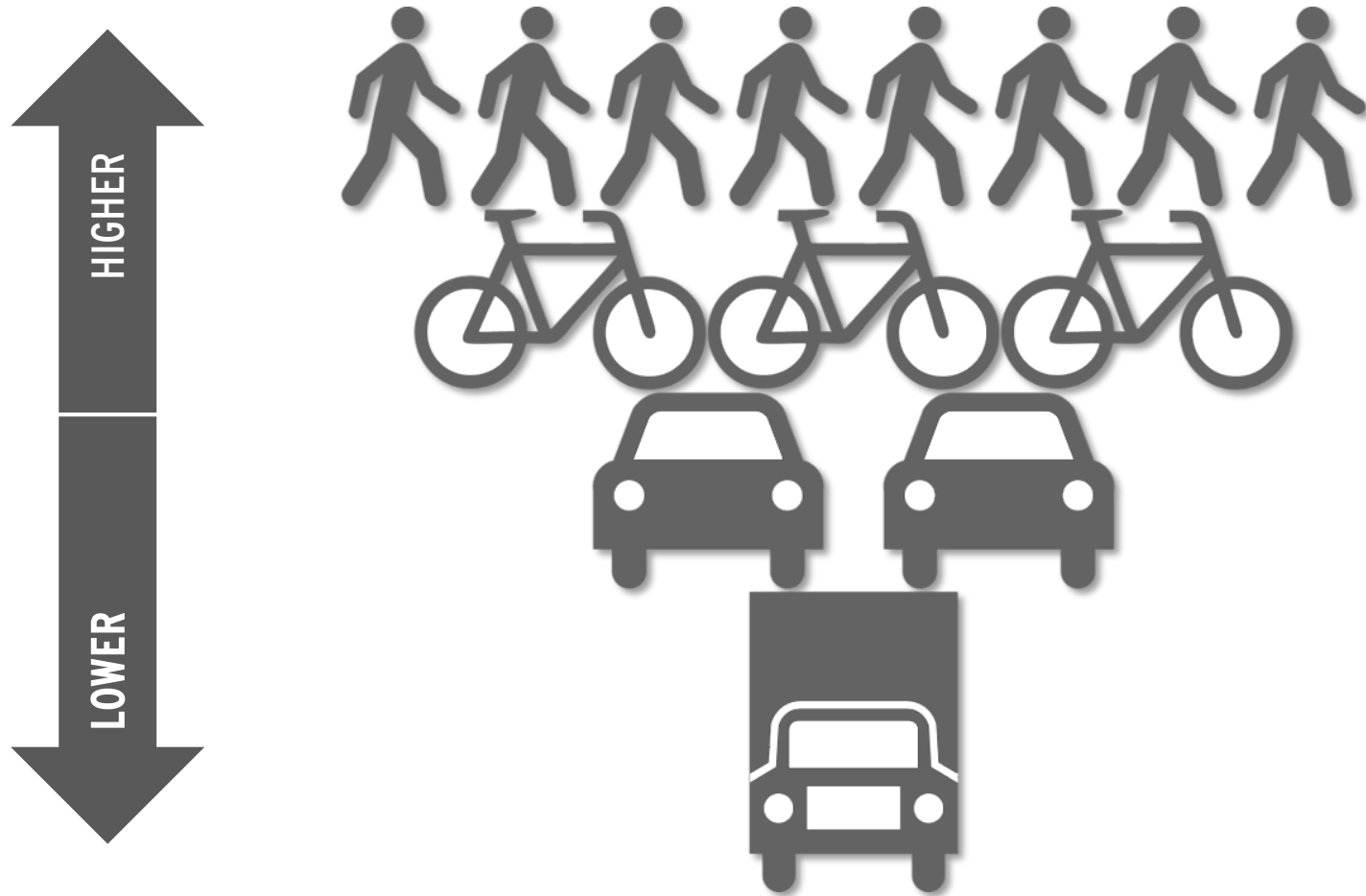
MOBILITY

BAD STREETS = BAD DOWNTOWNS



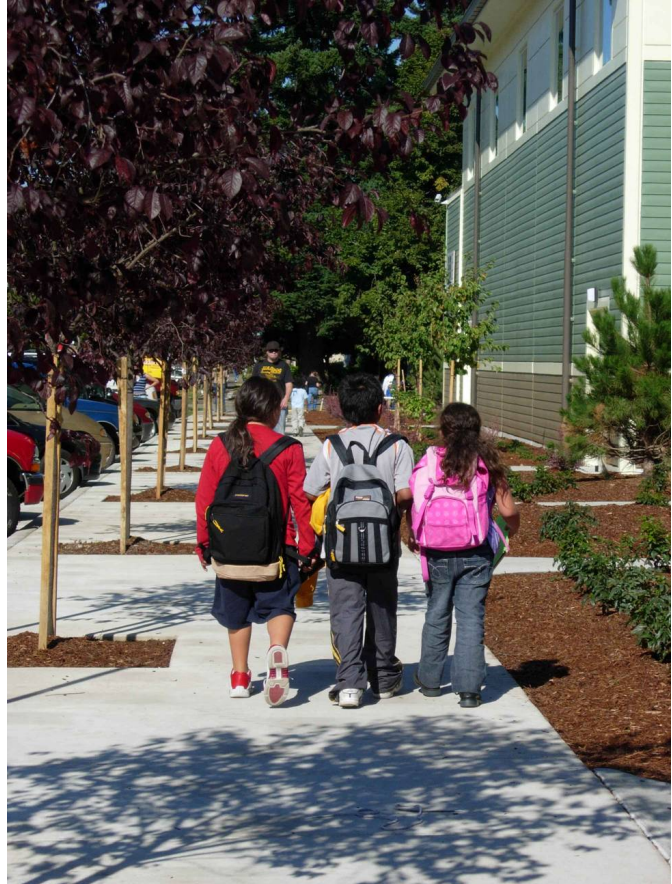


MOBILITY | Street Design Priorities





MOBILITY | Design Streets for the Most Vulnerable





MOBILITY | Maintain Access



Service Vehicles



Emergency Vehicles



DRAFT GOALS & OBJECTIVES

PARKING

GOAL - The parking supply facilitates efficient short-term needs and minimizes on-site parking requirements.



DRAFT GOALS & OBJECTIVES



PARKING

GOAL – The parking supply facilitates efficient short-term needs and minimizes on-site parking requirements.

OBJECTIVES

- Provide adequate off-street private parking to serve existing and future development sites.
- Provide adequate public parking to serve existing and future public uses and special events.
- Provide adequate short-term visitor and commercial curbside parking to serve existing and future adjacent uses.
- Ensure that parking impacts on the public realm are minimized.



PARKING | Curbside Parking



Parallel Parking on 2nd Street



PARKING | Waterfront Parking



Street Parking on Cascade Ave



DRAFT GOALS & OBJECTIVES

LAND USE

GOAL - Development downtown is vibrant, market-driven, mixed-use, and is consistent with Stevenson's history, culture and vision for future growth.



DRAFT GOALS & OBJECTIVES

LAND USE

GOAL - Development downtown is vibrant, market-driven, mixed-use, and is consistent with Stevenson's history, culture and vision for future growth.

OBJECTIVES

- Provide a range of multi-family housing types in the downtown core.
- Strengthen and expand downtown retail and commercial uses.
- Provide additional living-wage employment uses in the downtown core.
- Create additional regional cultural and visitor destinations or event venues.
- Provide new lodging or hospitality uses in the downtown core.
- Maintain government uses in the downtown core.
- Accommodate an appropriate mix of auto and street-oriented uses within the downtown core.



LAND USE | Retail & Commercial



Retail on 2nd Street



Red Bluff Tap House



A&J Select Market



LAND USE | Housing





LAND USE | Employment



Stevenson Family Eye Care



Skamania County Courthouse



LAND USE | Cultural/Entertainment



Columbia Gorge Interpretive Center



Hegewald Center



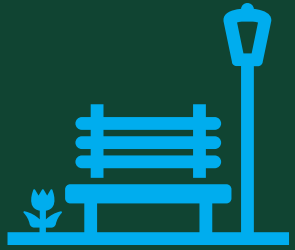
Gorge Blues & Brews Festival



LAND USE | Lodging



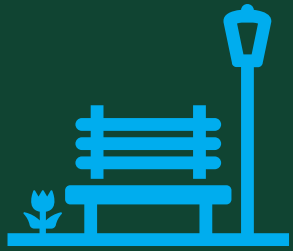
Skamania Lodge



DRAFT GOALS & OBJECTIVES

URBAN DESIGN

GOAL – The public realm is joyful, active and comfortable for residents, employees and visitors.



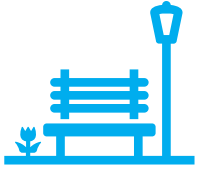
DRAFT GOALS & OBJECTIVES

URBAN DESIGN

GOAL – The public realm is joyful, active and comfortable for residents, employees and visitors.

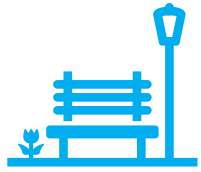
OBJECTIVES

- Ensure that public spaces contribute to the economic vitality of the downtown.
- Ensure that public spaces contribute to the livability of downtown residents and employees.
- Create a network of interconnected public spaces.
- Create a public realm that is safe and active during all hours of the day and all seasons.
- Strengthen existing and proposed open space amenities such as the waterfront and park plaza.



URBAN DESIGN | Future Park Plaza

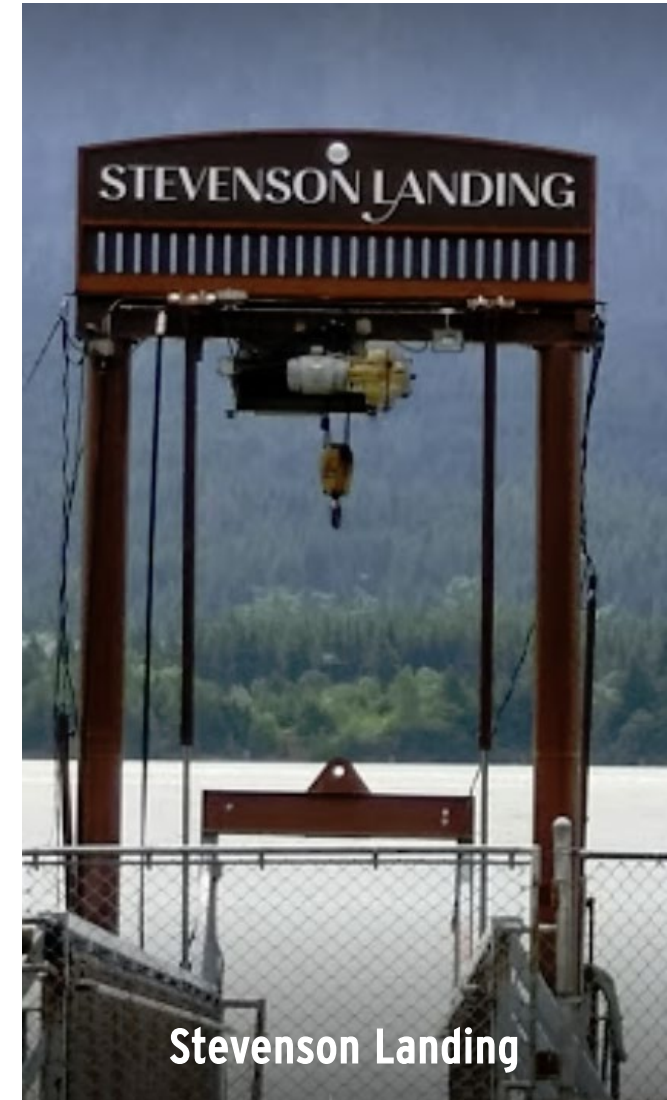




URBAN DESIGN | Reconnect to Nature



Stevenson Waterfront



Stevenson Landing

DISCUSSION

Stevenson Downtown Plan

PROJECT AREA



Core Area
Boundary

Skamania
Lodge

1 MILE
(5 MINUTE BIKE RIDE)

Interpretive
Center

SR-14

Rock
Cove

Hegewald
Center Fairgrounds

Vancouver Ave

Stevenson
Elementary

School St

1/8 MILE

1/4 MILE
(5 MINUTE WALK)

1/2 MILE

CORE AREA

Cascade Ave

Columbia
River

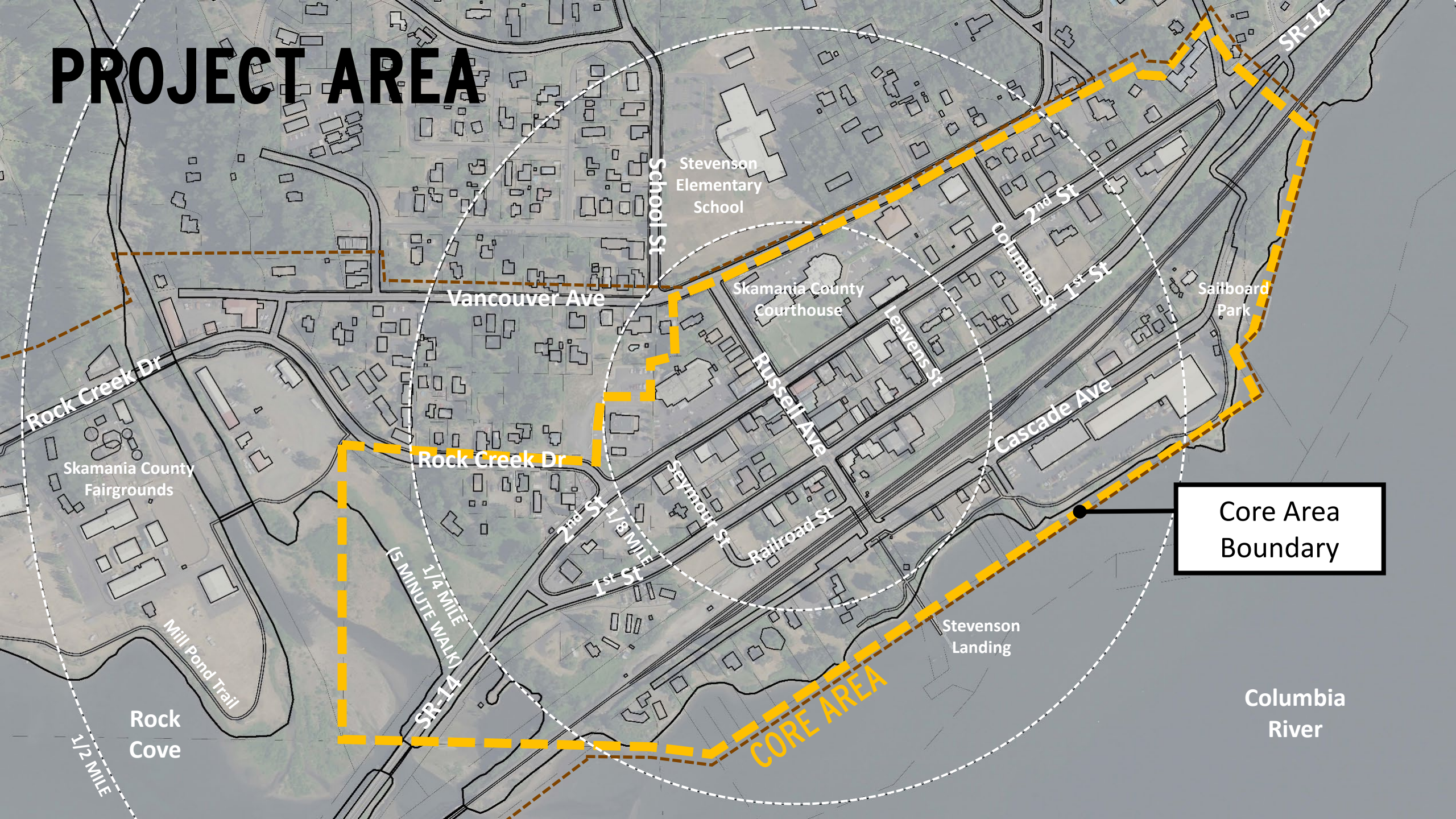
SR-14

Frank Johns Rd

2nd St
1st St

Harrison Ave

PROJECT AREA



Core Area Boundary

Columbia River

CORE AREA

(5 MINUTE WALK)
1/4 MILE

1/2 MILE

Skamania County Fairgrounds

Rock Cove

Mill Pond Trail

Stevenson Elementary School

Skamania County Courthouse

Sailboard Park

Stevenson Landing

School St

Vancouver Ave

Rock Creek Dr

Russell Ave

Cascade Ave

SR-14

2nd St

1st St

2nd St

1/8 MILE

1st St

Seymour St

Railroad St

Leavens St

Columbia St

PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility & Transportation

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Land Use

Urban Design

Implementation

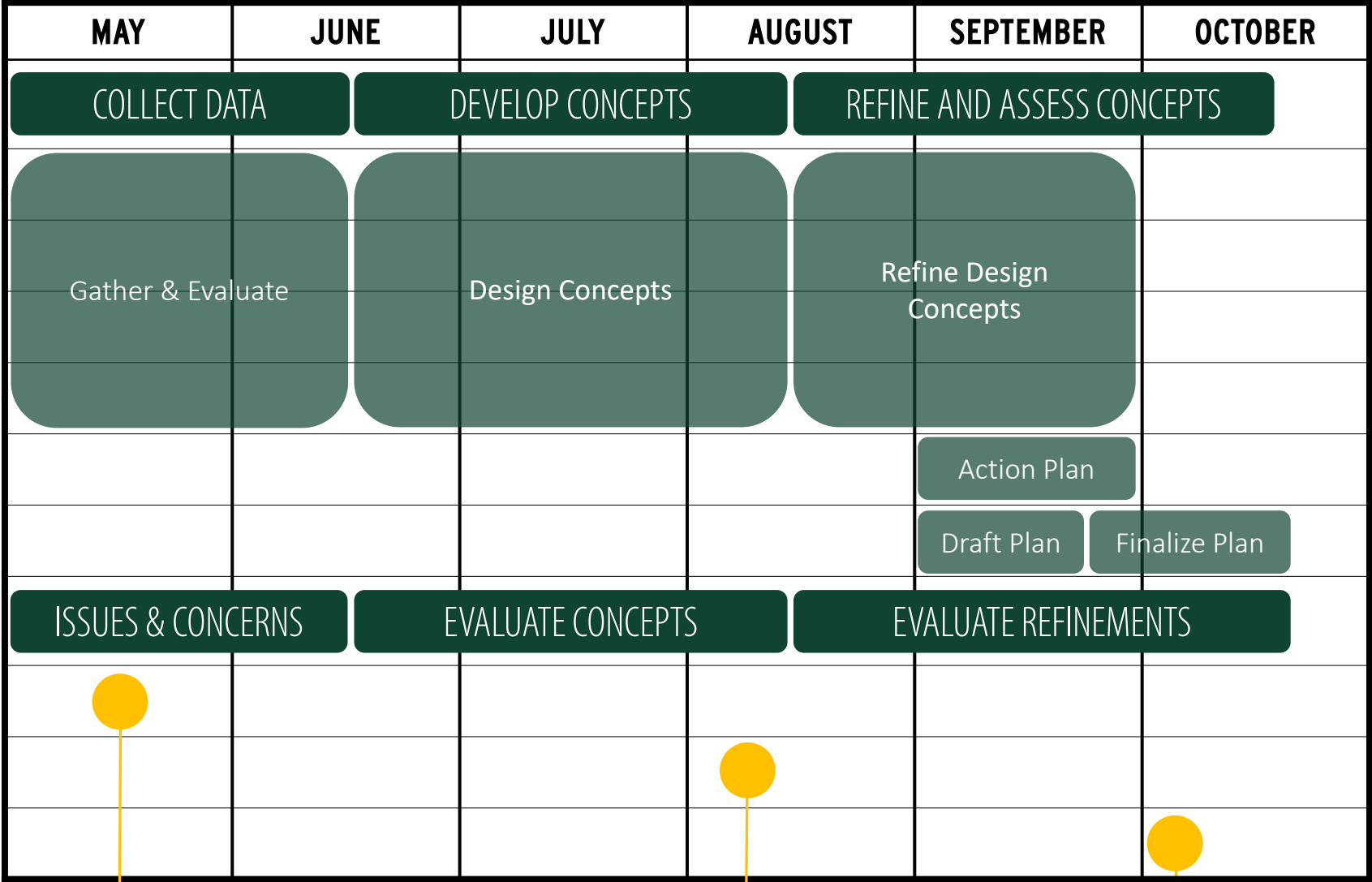
Plan for Success!

PUBLIC INVOLVEMENT

Project Initiation

Existing Conditions & Concepts Review

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May 13-14

Early August

Early October

PROJECT INITIATION

May 13-14, 2019



STEVENSON DOWNTOWN PLAN

Crandall Arambula PC | Fehr & Peers | Johnson Economics

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

STAKEHOLDER MEETINGS SUMMARY | REVIEW DRAFT

MEETING INTENT

Crandall Arambula met with stakeholders to gather information for the Stevenson Downtown Plan.

AGENDA

- Presentation
 - Introductions
 - Project Overview
- Discussion
 - This was an open discussion intended to gather information and assess public opinions on a variety of subjects.

MATERIALS

Crandall Arambula prepared a 5-10-minute presentation, a response sheet, a project purpose sheet, and table maps for each meeting. Stakeholders were given response sheets to fill out and return for additional feedback or opinions. Project purpose sheets described a summary of the project for stakeholders to take with them. Table maps were available for stakeholders to reference, draw on, or mark comments.



STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

STEVENSON DOWNTOWN PLAN GOALS & OBJECTIVES

The Project Team created a series of Draft Goals & Objectives for the Stevenson Downtown Plan. Stakeholders were asked to evaluate and refine the Draft Goals & Objectives. The following is a refinement of the Goals & Objectives based on stakeholder feedback and comments.

MOBILITY

Goal - A balanced network of auto, truck, walking and biking routes maintain and improve access to and through downtown.

Objectives

- Provide adequate walking and biking access regardless of age or physical condition throughout the downtown and study area.
- Provide a network of multiple safe, direct and convenient auto, walking and biking connections between the downtown core and study area.
- Maintain regional SR-14 auto/truck mobility through downtown.
- Maintain access for service and maintenance vehicles to existing and future downtown businesses.
- **Explore tactics to divert an appropriate amount of auto and truck traffic from 2nd Street to 1st Street.**
- **Explore additional or improved auto and bike/pedestrian access to the waterfront.**
- **Explore access concepts that focus on fun, tourism and recreation.**
- **Explore tactics to frame Stevenson as a “regional trailhead.”**
- **Explore a walking and biking “loop trail” that connects downtown, the waterfront, Rock Cove and Skamania Lodge.**

PARKING

Goal - The parking supply facilitates efficient short-term needs and minimizes on-site parking requirements.

Objectives

- Provide adequate off-street private parking to serve existing and future development sites.
- Provide adequate public parking to serve existing and future public uses and special events.
- Provide adequate short-term visitor and commercial curbside parking to serve existing and future adjacent uses.
- Ensure that parking impacts of the public realm are minimized.
- **Explore ways to reduce or optimize parking requirements for redevelopment.**
- **Explore alternative parking solutions, such as alley parking or shared parking.**
- **Ensure that existing parking is utilized, accessible and known by both residents and visitors.**

LAND USE

Goal - Development downtown is vibrant, market-driven, mixed-use, and consistent with Stevenson’s history, culture and vision for future growth.

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

Objectives

- Provide a range of multi-family housing types in the downtown core.
- Strengthen and expand downtown retail and commercial uses.
- Provide additional living-wage employment uses in the downtown core.
- Create additional regional cultural and visitor destination or event venues.
- Provide new lodging or hospitality uses in the downtown core.
- Maintain government uses in the downtown core.
- Accommodate an appropriate mix of auto and street-oriented uses within the downtown core.
- **Potential redevelopment should be active year-round, feature mixed-use residential, be oriented to the street, complement existing development, increase livability for residents, create a better tourism destination, and act as an appealing 'front door' to Stevenson.**
- **Establish the waterfront as a fun, active and public destination that features retail and commercial development and water-oriented facilities.**
- **Explore potential redevelopment to better utilize the land surrounding Rock Cove.**

URBAN DESIGN

Goal - The public realm is joyful, active and comfortable for residents, employees and visitors.

Objectives

- Ensure that public spaces contribute to the economic vitality of the downtown.
- Ensure that public spaces contribute to the livability of downtown residents and employees.
- Create a network of interconnected public spaces.
- Create a public realm that is safe and active during all hours of the day and all seasons.
- Strengthen existing and proposed open space amenities such as the waterfront and park plaza.
- **Enhance downtown's streetscape and pedestrian comfort by improving storefronts, sidewalk amenities and infrastructure, or landscaping.**

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

MEETING SUMMARY

The following information compiles all of the stakeholders' statements and opinions that were expressed during the Stakeholder Meetings.

MOBILITY

AUTO ACCESS

- Potential for a truck route along 1st Street, although trucks prefer taking 2nd Street
- There is an existing road under the train tracks providing access to the waterfront from the eastern half of Stevenson.
 - Turning this underpass into a two-lane road would be a game-changer.
 - This underpass is too narrow.
- Stevenson categorized 1st Street as a truck route but didn't enforce this.
 - Trucks take 1st Street going east and 2nd Street when going west in order to avoid taking a left turn onto SR-14.
- Potential to equalize traffic on 1st & 2nd Street without making them one-ways.
- The intersection of Russell Avenue and 2nd Street has bad sightlines.
- Potential to turn 1st and 2nd Streets into one-way couplets.
- Stevenson doesn't have a great street grid, but instead has lots of "T" intersections.
- There is a limited sense of arrival or wayfinding when coming into Stevenson.
- A couplet along 1st & 2nd Street is a bad idea and would be terrible for business.
- Traffic is too fast along 2nd, particularly along the eastern half.
 - The flashing speed signs at the western entrance to downtown are very effective – potential to add an additional sign around 2nd & Leavens Street
- 1st Street is difficult to turn left onto from SR-14
- Potential to divert more traffic onto 1st Street and calm 2nd Street
 - Potential to add stop signs at 2nd Street intersections which may divert more traffic to 1st Street
 - Should keep truck route sign routing trucks to 1st Street
 - Should examine the east and west intersections of SR-14 and 1st/2nd Street to find ways to divert traffic to 1st Street
- Columbia Gorge Interpretive Center would like an entrance off of SR-14.
 - Potential to widen the highway and create a turn lane. They would be willing to give up some of their property to make that widening possible.
 - Property to the south also has issues turning into their site and could also benefit from a turn lane.
- Russell Avenue is currently the only comfortable or convenient access to the waterfront.
 - There is a need for a better flow of traffic in and out of the waterfront.
 - Potential to explore other automobile access points.

WALKING & BIKING ACCESS

- 1st Street has limited walking access
- 1st Street would make a better bike route than 2nd Street

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

- Potential for a water taxi to and from Cascade Locks, or as a connection to the Pacific Crest Trail
- Access concepts should focus on fun, tourism and recreation.
 - Potential for a loop trail, concepts that incorporate e-scooters, potential for a water access loop, downtown shuttle, bike share, trolley, pub beer cycle tours, etc.
- Cascade Locks has a good pedestrian trail
- There should be a walking/biking trail through Brian Adams' property that ties into both the waterfront and the Mill Pond Trail.
- 2nd Street is too disconnected from the waterfront.
- Potential to frame Stevenson as a "regional trailhead"
 - There is a unique opportunity right now because of the fires that destroyed many trails on the Oregon side of the gorge.
 - Potential to work with Trails to Towns to better connect Stevenson to hiking trails and the Pacific Crest Trail
 - The nearby Pacific Crest Trail is a missed opportunity for Stevenson.
 - There is a negative relationship between PCT-users and locals due to issues like trespassing.
- Potential for a "loop trail" from 2nd or 1st Street connecting the waterfront, Fairgrounds and Skamania Lodge/Columbia Gorge Interpretive Center
 - Should loop back on 1st Street not 2nd Street
 - 2nd Street currently has better pedestrian infrastructure but is too busy for safe bike access
 - 1st Street and SR-14 intersection is pedestrian-hostile and needs to be resolved if there is a "loop trail"
 - Potential to add a western downtown connection from Brian Adams' property to Cascade Avenue
- Need a better trail from downtown to the Fairgrounds and Skamania Lodge
- There are mobility and access issues with Stevenson's large retiree and elderly population
- Potential to create a series of floating walking bridges connecting the islands within Rock Cove. The islands could hold picnic tables, camping spots, yurts, etc.
 - Islands are nice to be on year-round, but the water in Rock Cove can get too mossy and still during the summer.

PARKING

- Too much parking is required for redevelopment, especially commercial development.
 - This limits the heights of new buildings.
 - The existing code should be revised.
- There are parking conflicts between the Port and kiteboard launchers.
- Cascade Avenue parking is full during peak season, especially with boats taking up multiple spaces. Buses for ships also take up a lot of space.
- Parking is extremely limited during peak season and can be limited during non-peak season.
- 2nd Street has high traffic volumes and very little available parking.
- Snow storage space makes parking difficult during winter.

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

- Potential for alley parking for employees.
- Potential for a larger shared parking lot near downtown
- Potential for angled or perpendicular parking along Russell Avenue
 - Russell Avenue is slow traffic and one-way and may be conducive for that style of parking.
- Leavens Street and Columbia Street may be too narrow for curbside parking.
- There is event parking above the courthouse but is underutilized.
- There is a lot of parking in downtown, but people either don't know about it or don't like to use it.
- Potential to develop a cooperative parking agreement.
- For Fairground events, many people park at the county-owned parcel immediately to the east of the Fairgrounds.
 - This parcel is currently underutilized but is fully parked-out during Fairgrounds events.
 - The site is also used for hiking parking; there is a Dog Mountain shuttle that leaves from the county site.
- New parking on Cascade Avenue is not utilized. Potential for better signage or wayfinding to direct people.
- Employees should not park in front of their businesses.
- 1st Street and Vancouver Avenue both have a lot of curbside parking that is underutilized.
- Potential to focus on and expand Sailboard Park on the waterfront and utilize the planned Beverly Park for more parking or a parking garage.

LAND USE

IDEAL REDEVELOPMENT

- Ideas for redevelopment include:
 - Mixed-use multi-family
 - Lots of infill residential development
 - Street-oriented development that complements existing buildings
 - A historical representation of a typical downtown corridor, particularly Stevenson's historical downtown
 - Tourism and recreational development
 - Businesses that can sustain themselves through winter
 - Focus on attracting year-round 24-hour people downtown through building more housing.
 - Pilates/yoga studio or gym
 - Maximum 3-4 stories
 - Camas' downtown as an example
 - Additional commercial development along Rock Creek Drive
 - More development on 1st Street if the street looked better and more welcoming and had more character.
 - Development that is attractive and active all four seasons.
 - Development that captures tourist traffic from SR-14.

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

- Development that increases the livability of Stevenson for residents and makes Stevenson a better tourism destination.
- Dog park
- An attractive 'front door' to Stevenson
- Bakery
- Souvenir shop
- Retail
- Sporting goods store
- Clothing stores
- Café/coffeeshop
- More professional services
- Greater variety in office space such as a WeWork
- Bike shop
- Senior living or elderly-oriented housing
- Upscale hotel at waterfront that can compete with Skamania Lodge
- Budget-friendly lodging oriented towards backpackers and Pacific Crest Trail hikers
- Emphasis on beverage/alcohol related retail and commercial

PORT & RIVERFRONT

- Current development at the waterfront is a missed opportunity.
- Potential to move Port office out of the Port building
- Potential to rehabilitate the existing Port building
- There is currently nothing at the waterfront that makes people spend money or is a big attractor.
 - Existing businesses are hidden or seem like they are not open to the public.
 - Floam (sp?), a company that makes high-end furniture seems to be unknown to most people.
 - The distilleries/breweries seem private and not service-oriented.
- The trail and beach are underutilized and should be bigger attractors.
- Hood River's waterfront would make a good model for what Stevenson's waterfront should be like.
- Potential for an "incubator port" for cheaper rent and smaller businesses
- Potential for Pybus Public Market-like redevelopment (Wenatchee, WA)
- Potential to move industrial uses at the riverfront elsewhere.
 - Replace industrial uses with more multi-use development that draws people to the riverfront.
- Potential for a greeter at Stevenson Landing.
- There is currently no reason for guests to walk up Russell Avenue.
 - There needs to be a better entry sequence from Stevenson Landing to downtown.
- Potential to reinforce beverage/alcohol-related tourism
 - Cascade Locks has Thunderwood Brewing, Laurelwood Brewing, and a future Pfriem
 - Potential to link Stevenson breweries with Cascade Locks' breweries via a water taxi

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

- Port buildings are a bad orientation and should be flipped (public or commercial space behind instead of parking)
 - The Port buildings are currently a physical barrier to the best views in Stevenson.
- Mitigation efforts limit how active the waterfront can be.
- Potential for an upscale hotel at the waterfront that can compete with Skamania Lodge.
 - A possible issue is that the waterfront is right next to a rail line and state highway and may not be able to attract people.
- Wind Sports
 - Should have more of an emphasis on water-oriented activities
 - Stevenson has unique wind conditions that make it a more desirable wind sports destination than anywhere else in the Columbia River Gorge.
 - Stevenson has a large Hawaiian population that moved to Stevenson for wind sports.
 - Ideal changes to the waterfront for wind sports include more space for launching and protection of the launch spaces they currently have, and more space for landing.
 - Ideal to remove parking behind the Port building and replace it with space for landing.
 - Wind and kite surfers have different launch spots at the waterfront. Both spots are catered specifically for the sport's individual wind needs and cannot be relocated or replaced.
- The waterfront can still be a working waterfront but should also be a place where people want to visit and spend time and money.
- The waterfront should be an urban waterfront, not a natural habitat. Mitigation efforts threaten this.
- The waterfront should be seen as a front door not a back door to Stevenson.
- The waterfront is fragmented. There is no cohesive plan or vision.

SKAMANIA LODGE

- Skamania Lodge visitors don't often come into town because there isn't enough of a reason to.
- The lodge does not feel integrated into downtown.
- If Stevenson had more tourism facilities like boat rentals or waterfront activities, then more lodge visitors would come into downtown.
- Potential for a shuttle bus from Skamania Lodge into downtown.
- Lodge is currently upset with the City over wastewater issues and wants to be more removed (both physically and operationally) from Stevenson

FAIRGROUNDS & ROCK COVE

- The Fairgrounds are an underutilized asset.
- Fairgrounds host a lot of festivals and events such as Blues & Brews, Bluegrass Festival, weddings, etc.
- The Fairgrounds are too removed and inaccessible from downtown Stevenson.
- Fairgrounds are not well-maintained – lots of goose poop and dead grass

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

- Fairgrounds should be more of a year-round amenity
- Skamania County owns the parcels on the southeastern edge of Rock Creek.
 - Developers are extremely interested in this site. Most propose some residential in order to have a quicker return on investment.
 - Potential to move county facilities and redevelop this parcel
 - This area is underutilized.
- The area in between SR-14 and the BNSF railroad isn't a very pleasant place to be due to traffic noise.
- The Fairgrounds should be more scenic and less functional.
- People that attend Fairgrounds events do walk into downtown after/before events.
- Brian Adams' property has huge potential
 - Opportunity Zone
 - Potential for a mixed-use creative district, affordable and multi-family residential, and water-dependent tourism-oriented land uses.
 - Two to three story buildings would be ideal.
 - There are existing homes on property – Adams' plan on keeping some existing homes and removing all mobile homes.
 - Potential to emphasize wind sports and tourism with redevelopment.
 - Shoreline Master Plan and Critical Areas Plan limit development.
 - Joe Burkenfeld is a neighboring property owner that also wants to redevelop.
- Wastewater treatment plant is in a bad location – sediment from Rock Creek collects near the plant
 - Potential to relocate the wastewater treatment plant instead of paying for upgrades
- Rock Cove
 - Must be dredged in order to maintain access and circulate water.
 - The still water is both good at bad – great for watersports like canoeing or paddleboarding or for families; bad because the water can get muggy or buggy
 - Rock Cove at the Fairgrounds would make a great beach if better water circulation is possible.
 - Rock Cove has a lot of potential and is underutilized.
 - Potential example project is Bellingham Boulevard Park
 - Potential to utilize the islands in Rock Cove as picnic spots or general recreation areas connected by floating bridges.

DOWNTOWN STEVENSON

- West entrance to downtown could use better development.
- The grocery store is a great anchor.
- There needs to be more of an incentive for redevelopers to keep historic buildings rather than tearing them down.
- Fire Station is moving due to seismic retrofits.
 - Good opportunity for rehabilitation as the building has trendy roll-up doors and a great view.
- Fraternal Order of Eagles is a strong local community anchor. The building includes a bar and meeting room. It is members-only.

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

- Should have more housing downtown because it ensures that downtown is used year-round
- Coming into downtown from the east, there are some unattractive buildings that do not give a good first impression.
- It is bad that the City puts a moratorium on certain types of development because it discourages development from happening.
- NAPA, Columbia Hardware and Stihl are all on the eastern half of 2nd Street, creating a home improvement/construction-oriented zone.
- People would want to live downtown because it's a social hub, affordable, and allows for easier access. Downtown housing could be a great option for elderly.
- Courthouse and jail may not be here forever. Potential that it could be redeveloped in the future – for example, a McMenemy's style renovation from a jail to a hotel.

COLUMBIA GORGE INTERPRETIVE CENTER

- Columbia Gorge Interpretive Center has great content but is mismanaged and poorly programmed.
- Potential to host more weddings and events but feel limited because of the nearby train
 - Potential to focus events on the northern part of the property and relocate parking to the south

URBAN DESIGN

STREETSCAPE

- Potential improvements to 1st Street include better landscaping and more public art.
- It is loud and unpleasant to be on 2nd Street. 2nd Street doesn't feel safe for pedestrians.
- Downtown has bad storefronts. There are some improvements planned in the Storefront Improvement Project.
- Downtown is disconnected and not cohesive.
- The planned murals downtown are designed and strategically located to entice pedestrians to keep walking at points where they would otherwise stop or turn around.

PARK PLAZA

- The current park plaza is a waste of space.
- The plaza is county-owned, but the City would like to own it. The county often does not maintain their property well or in a way that's in agreement with the City.
- City is focused on the issue with the wastewater treatment plant and not on the Park Plaza Project.
 - Would like a business case for why the Park Plaza should be a priority
- Existing or potential Park Plaza events include the Christmas Tree Lighting, Easter egg hunt, movie night, concerts, and farmers markets.
 - All these events would benefit from a safer, less busy and quieter 2nd Street.
- Would be nice to have a plaza with space for events but think the waterfront may be a better place for a plaza if Stevenson can find a way to further activate the waterfront.
 - Potential to pair a waterfront plaza with a public market, such as Pybus Market in Wenatchee, WA

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

- 2nd Street may be better with more retail instead of a park plaza.
- 2nd Street may be too busy and loud for a safe and comfortable plaza.
- Esther Short Park is a good example for a plaza.

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | MAY 13TH & 14TH, 2019

STAKEHOLDER MEETING SUMMARY |

MEETING INTENT

Crandall Arambula met with stakeholders to gather information for the Stevenson Downtown Plan.

MEETING SUMMARY

The following meetings were held, but the content of the meeting summaries are being treated as sensitive and confidential based on the potential for negative impacts on the attendees.

DATE & TIME: 2:00-3:00pm | May 13, 2019

ATTENDEES: Sue Storie, Erika Storie, Jeff Payson, Don Arambula, Kristen Barrow

DATE & TIME: 3:00-4:00pm | May 13, 2019

ATTENDEES: Mike Engel Garrett, General Manager at lumber mill (name?), Don Arambula, Kristen Barrow

DATE & TIME: 4:00-5:00pm | May 13, 2019

ATTENDEES: Pat Albaugh, Don Arambula, Kristen Barrow

DATE & TIME: 9:15-10:15am | May 14, 2019

ATTENDEES: Greg Wiebe, Brenda Wiebe, Don Arambula, Kristen Barrow

DATE & TIME: 10:30-11:30am | May 14, 2019

ATTENDEES: Tabatha Wiggins, Don Arambula, Kristen Barrow

DATE & TIME: 11:30am-12:30pm | May 14, 2019

ATTENDEES: Marie Perez-Gluskamp, Don Arambula, Kristen Barrow

DATE & TIME: 12:30-1:30pm | May 14, 2019

ATTENDEES: Rob Peterson, Kristy Arnett, Don Arambula, Kristen Barrow

DATE & TIME: 2:00-3:00pm | May 14, 2019

ATTENDEES: Brian Adams, John McSherry, Don Arambula, Kristen Barrow

DATE & TIME: 4:00-5:00pm | May 14, 2019

ATTENDEES: Laura Mills, Mike McHugh, Don Myers, Don Arambula, Kristen Barrow



STEVENSON DOWNTOWN PLAN

Crandall Arambula PC | Fehr & Peers | Johnson Economics

PROJECT INITIATION



STEVENSON DOWNTOWN PLAN

Crandall Arambula PC | Fehr & Peers | Johnson Economics

PROJECT INITIATION

AGENDA

1. INTRODUCTIONS
2. PROJECT OVERVIEW
3. DISCUSSION

INTRODUCTIONS

Stevenson Downtown Plan

MEET THE TEAM

Crandall Arambula

Prime Consultant

Conceptual Master Planning | Public Engagement



DOWNTOWN PLANNING | Award Winning Projects

- Fairbanks, Alaska
- Oak Park, Illinois
- Portland, Oregon
- Missoula, Montana
- Whitefish, Montana
- Lincoln, Nebraska
- Santa Fe, New Mexico
- Astoria, Oregon
- Grants Pass, Oregon
- Racine, Wisconsin
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MEET THE TEAM

Crandall Arambula

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Transportation & Parking Analysis

Johnson Economics

Economic & Market Analysis

PROJECT OVERVIEW

Stevenson Downtown Plan

PROJECT PURPOSE

Stevenson's most recent plan for the improvement of the downtown area occurred in 1991. Clearly our world has changed since then.

The **Stevenson City Council** has acknowledged it must develop a **new plan for our urban and commercial core areas** and that this plan should include strategies allowing for our **sustained economic success.**

PROJECT AREA

Study Area Boundary



PROJECT AREA



Core Area Boundary

STUDY AREA

CORE AREA

1 MILE
(5 MINUTE BIKE RIDE)

1/4 MILE
(5 MINUTE WALK)

1/2 MILE

Columbia River

Skamania Lodge

Interpretive Center

Rock Cove

Hegewald Center
Fairgrounds

Stevenson Elementary

Vancouver Ave

Rock Creek Dr

School St

2nd St
1st St

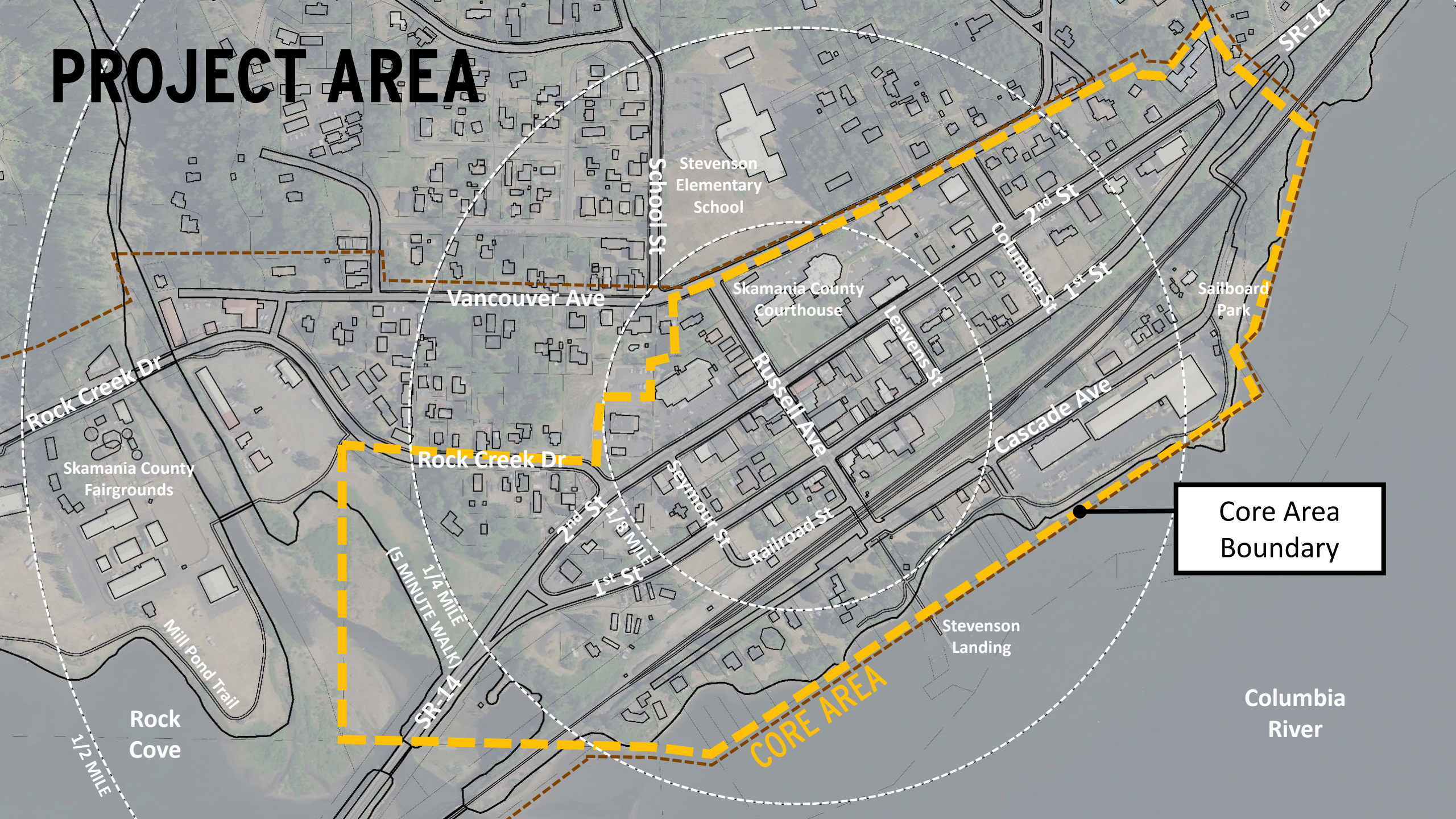
Cascade Ave

Frank Johns Rd

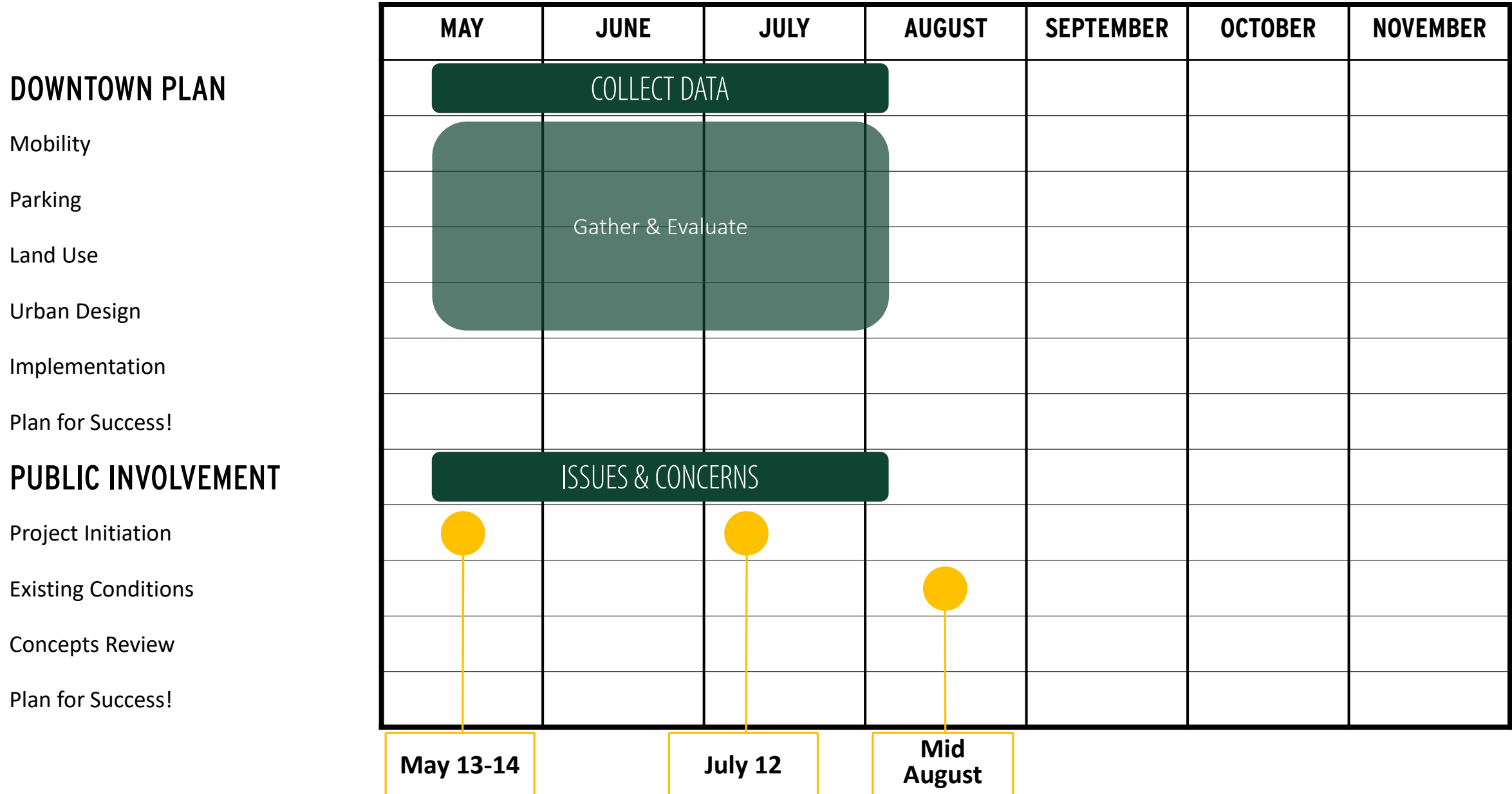
SR-14

SR-14

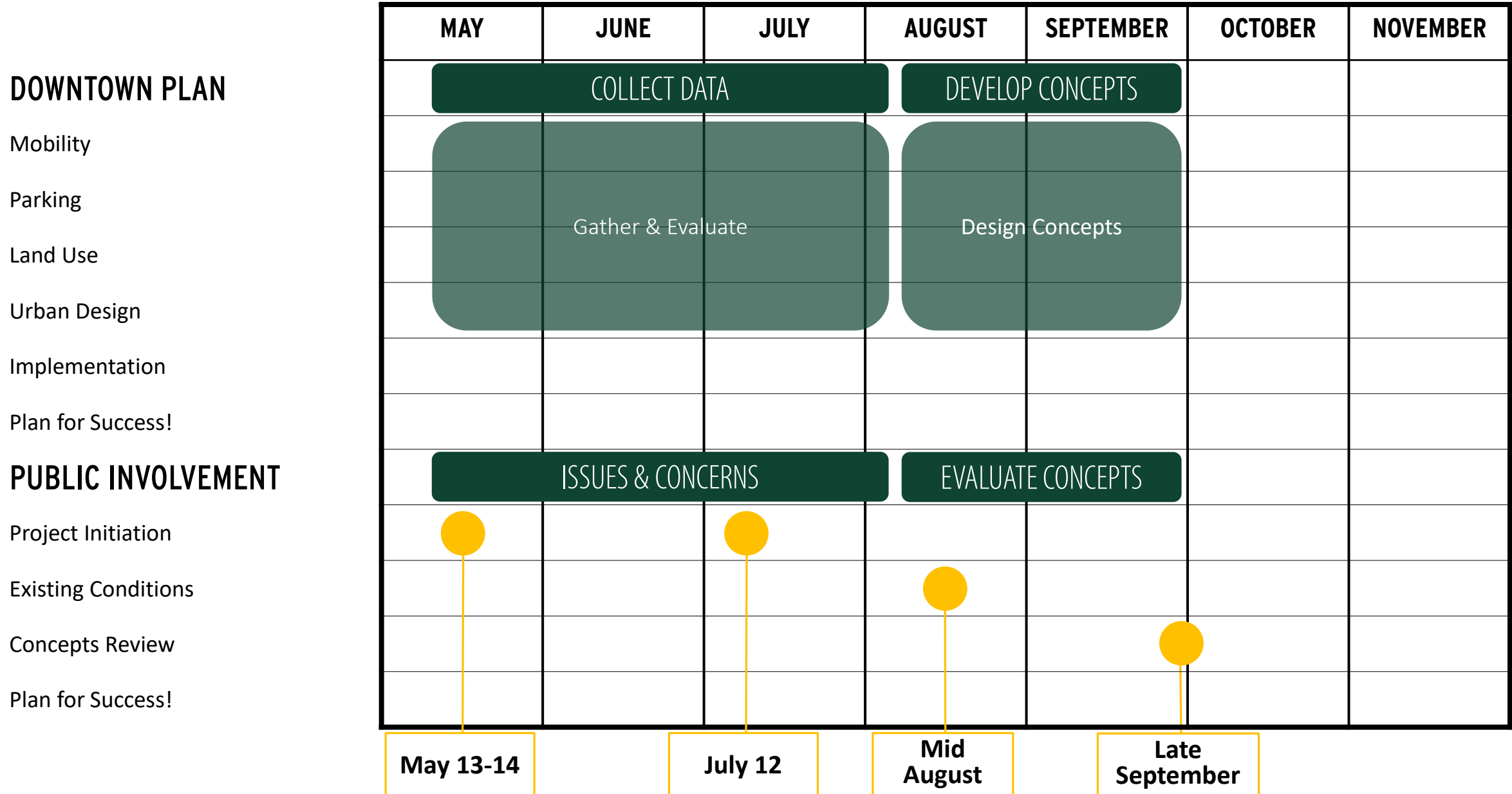
PROJECT AREA



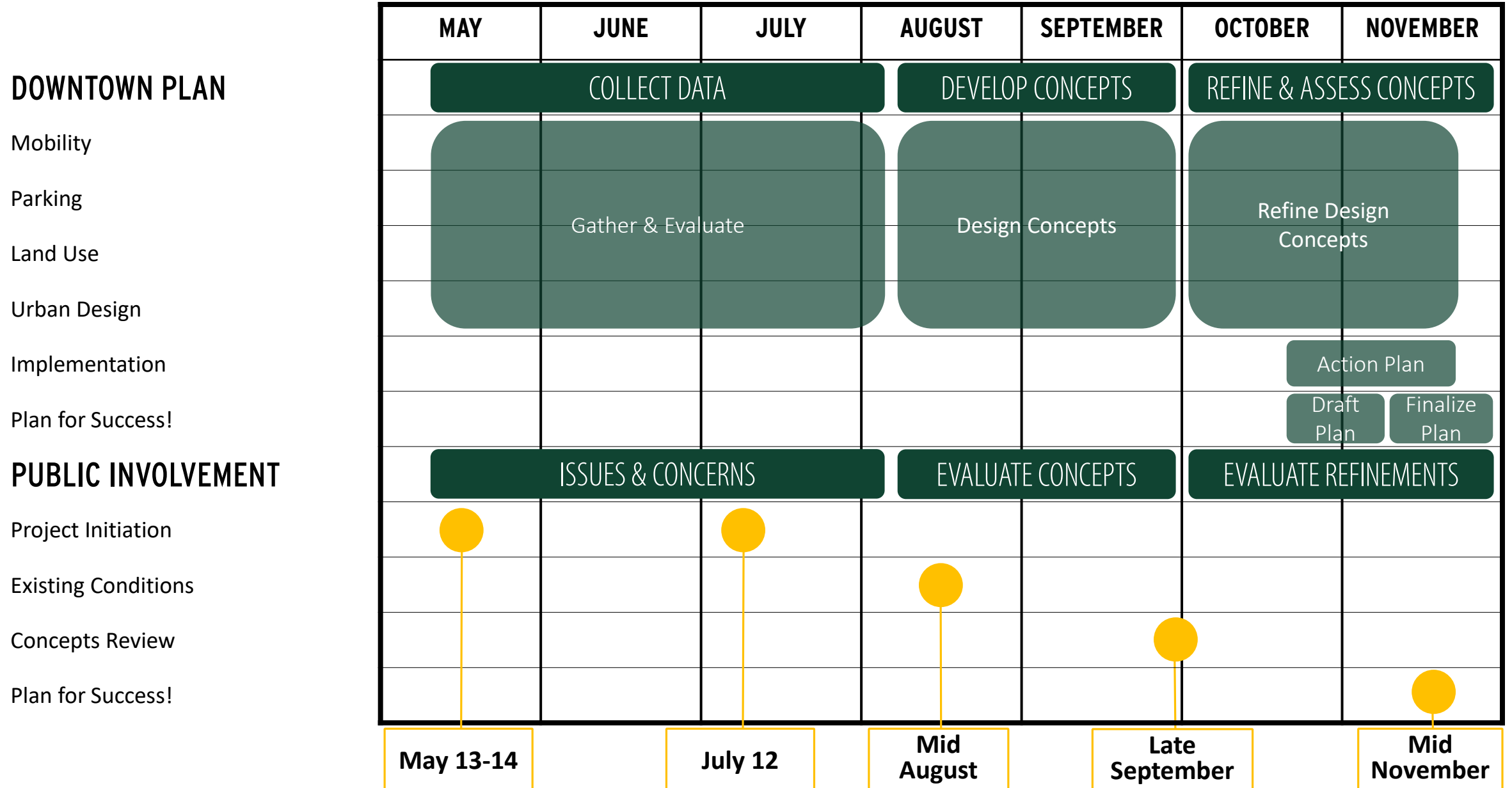
PROJECT TASKS & SCHEDULE



PROJECT TASKS & SCHEDULE



PROJECT TASKS & SCHEDULE



PUBLIC INVOLVEMENT

The Stevenson Downtown Plan is led by the City of Stevenson, with assistance from Crandall Arambula.



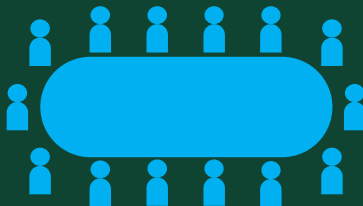
Project Manager,
Ben Shumaker



Crandall Arambula



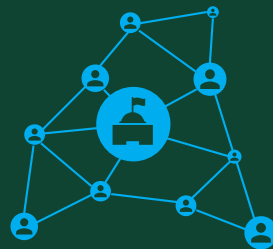
Stakeholder
Sessions



Steering
Committee



Community
Workshops



Mayor, Council, Boards
& Elected Officials



DRAFT GOALS & OBJECTIVES

MOBILITY

GOAL - A balanced network of auto, truck, walking and biking routes maintain and improve access to and through downtown.



DRAFT GOALS & OBJECTIVES

MOBILITY

GOAL - A balanced network of auto, truck, walking and biking routes maintain and improve access to and through downtown.

OBJECTIVES

- Provide adequate walking and biking access regardless of age or physical condition throughout the downtown and study area.
- Provide a network of multiple safe, direct and convenient auto, walking and biking connections between the downtown core and study area.
- Maintain regional SR-14 auto/truck mobility through downtown.
- Maintain access for service and maintenance vehicles to existing and future downtown businesses.



MOBILITY

GREAT STREETS = GREAT DOWNTOWNS





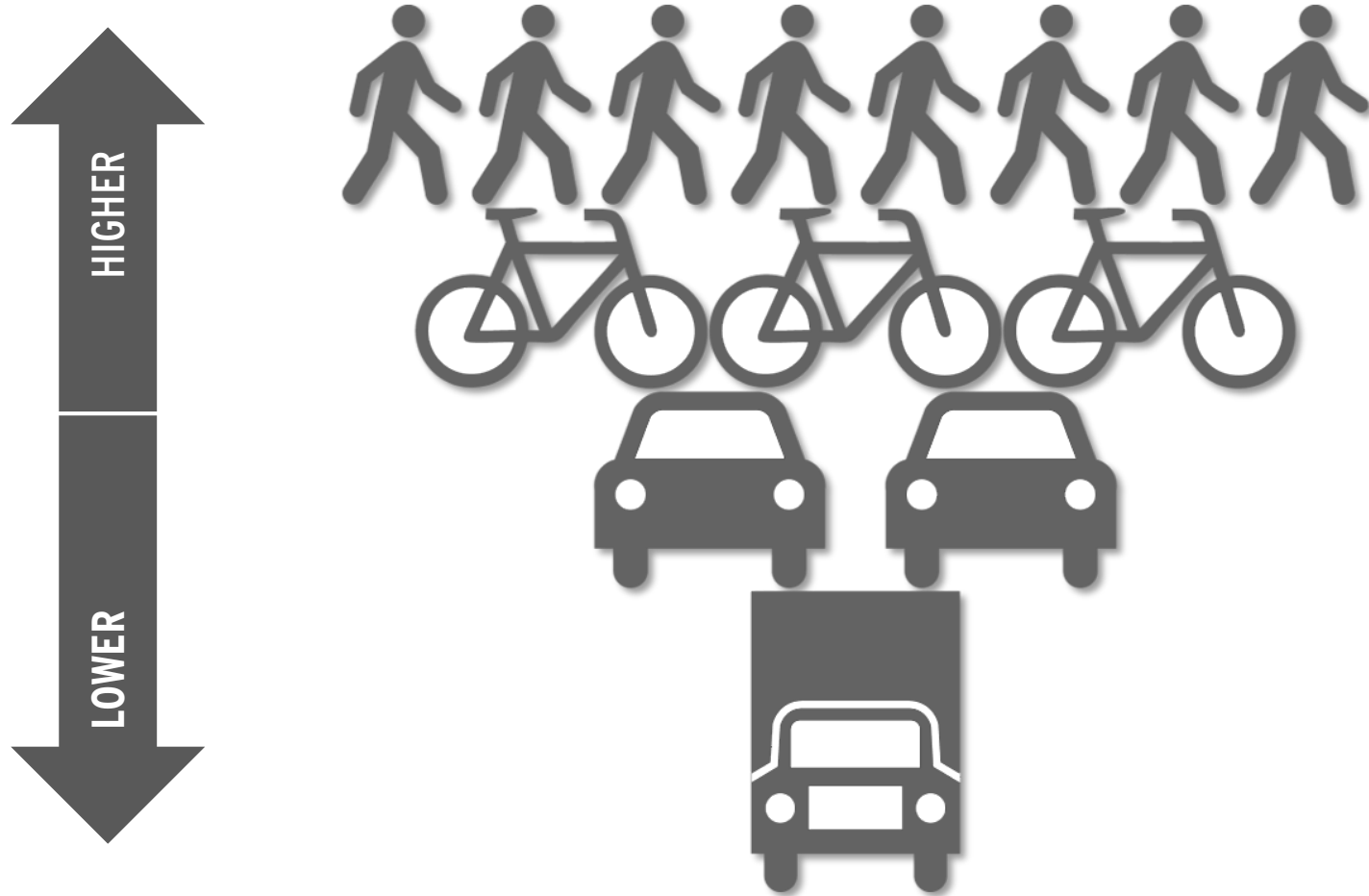
MOBILITY

BAD STREETS = BAD DOWNTOWNS



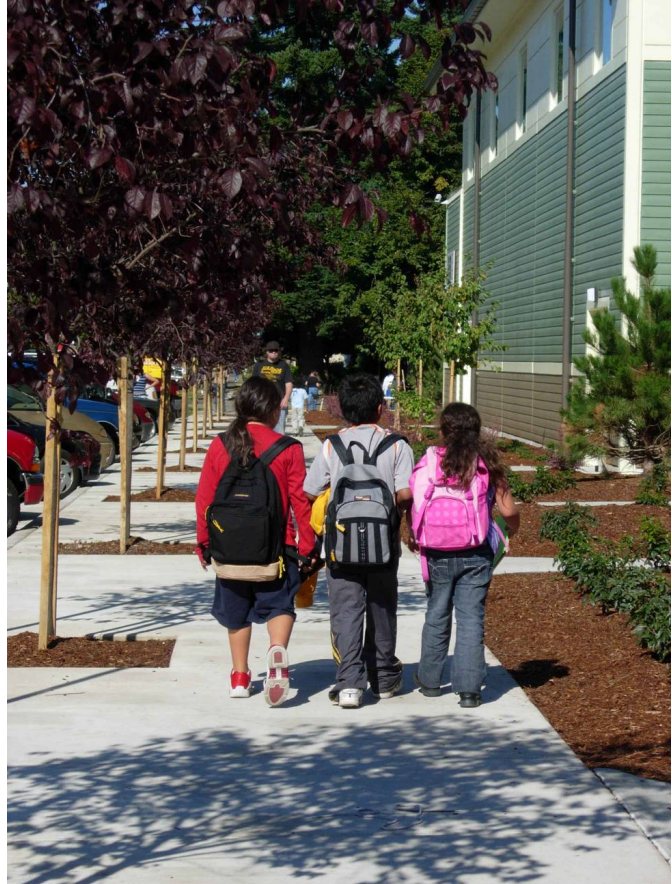


MOBILITY | Street Design Priorities





MOBILITY | Design Streets for the Most Vulnerable





MOBILITY | Maintain Access



Service Vehicles



Emergency Vehicles



DRAFT GOALS & OBJECTIVES



PARKING

GOAL - The parking supply facilitates efficient short-term needs and minimizes on-site parking requirements.



DRAFT GOALS & OBJECTIVES

PARKING

GOAL – The parking supply facilitates efficient short-term needs and minimizes on-site parking requirements.

OBJECTIVES

- Provide adequate off-street private parking to serve existing and future development sites.
- Provide adequate public parking to serve existing and future public uses and special events.
- Provide adequate short-term visitor and commercial curbside parking to serve existing and future adjacent uses.
- Ensure that parking impacts on the public realm are minimized.



PARKING | Curbside Parking



Parallel Parking on 2nd Street



PARKING | Waterfront Parking



Street Parking on Cascade Ave



DRAFT GOALS & OBJECTIVES

LAND USE

GOAL - Development downtown is vibrant, market-driven, mixed-use, and is consistent with Stevenson's history, culture and vision for future growth.



DRAFT GOALS & OBJECTIVES

LAND USE

GOAL - Development downtown is vibrant, market-driven, mixed-use, and is consistent with Stevenson's history, culture and vision for future growth.

OBJECTIVES

- Provide a range of multi-family housing types in the downtown core.
- Strengthen and expand downtown retail and commercial uses.
- Provide additional living-wage employment uses in the downtown core.
- Create additional regional cultural and visitor destinations or event venues.
- Provide new lodging or hospitality uses in the downtown core.
- Maintain government uses in the downtown core.
- Accommodate an appropriate mix of auto and street-oriented uses within the downtown core.



LAND USE | Retail & Commercial





LAND USE | Housing



Townhomes on Lasher Street



Multi-family on Rock Creek Drive



Single-family on Seymour Street



LAND USE | Employment



Stevenson Family Eye Care



Skamania County Courthouse



LAND USE | Cultural/Entertainment



Columbia Gorge Interpretive Center



Hegewald Center



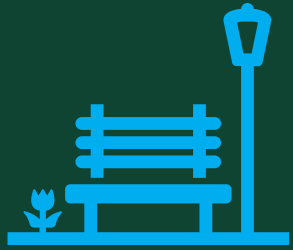
Gorge Blues & Brews Festival



LAND USE | Lodging



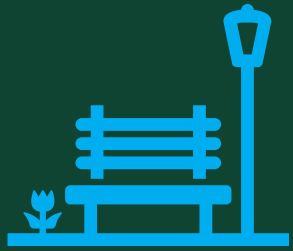
Skamania Lodge



DRAFT GOALS & OBJECTIVES

URBAN DESIGN

GOAL – The public realm is joyful, active and comfortable for residents, employees and visitors.



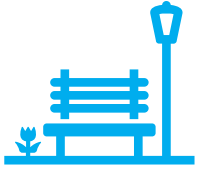
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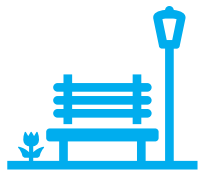
OBJECTIVES

- Ensure that public spaces contribute to the economic vitality of the downtown.
- Ensure that public spaces contribute to the livability of downtown residents and employees.
- Create a network of interconnected public spaces.
- Create a public realm that is safe and active during all hours of the day and all seasons.
- Strengthen existing and proposed open space amenities such as the waterfront and park plaza.

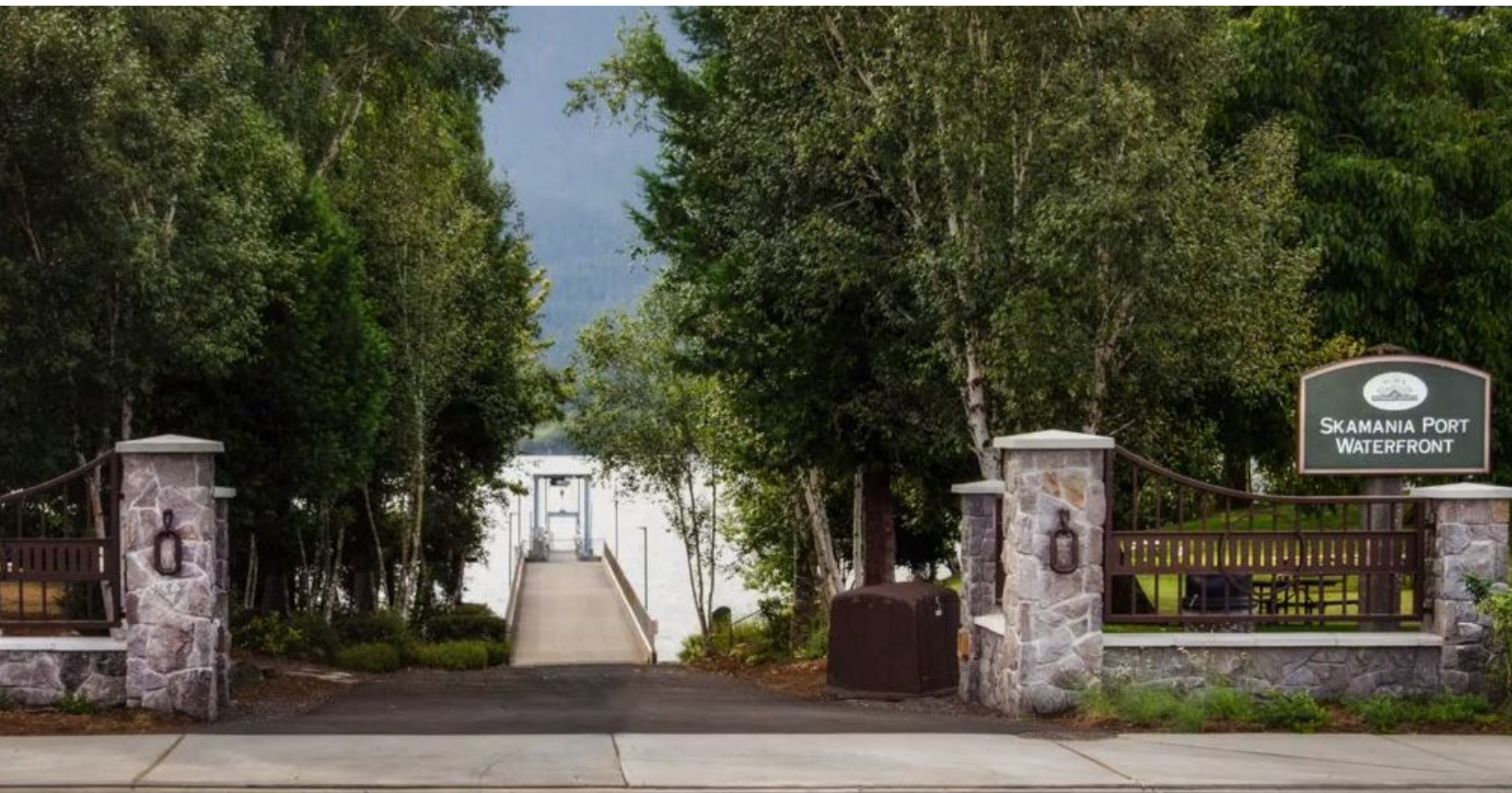


URBAN DESIGN | Future Park Plaza

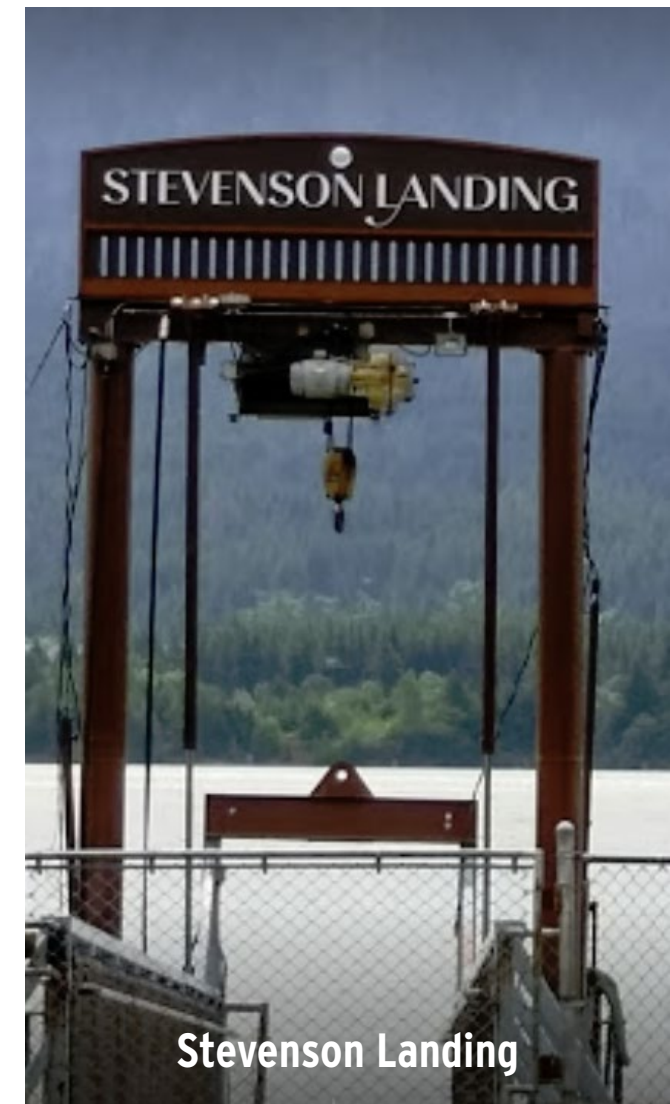




URBAN DESIGN | Reconnect to Nature



Stevenson Waterfront

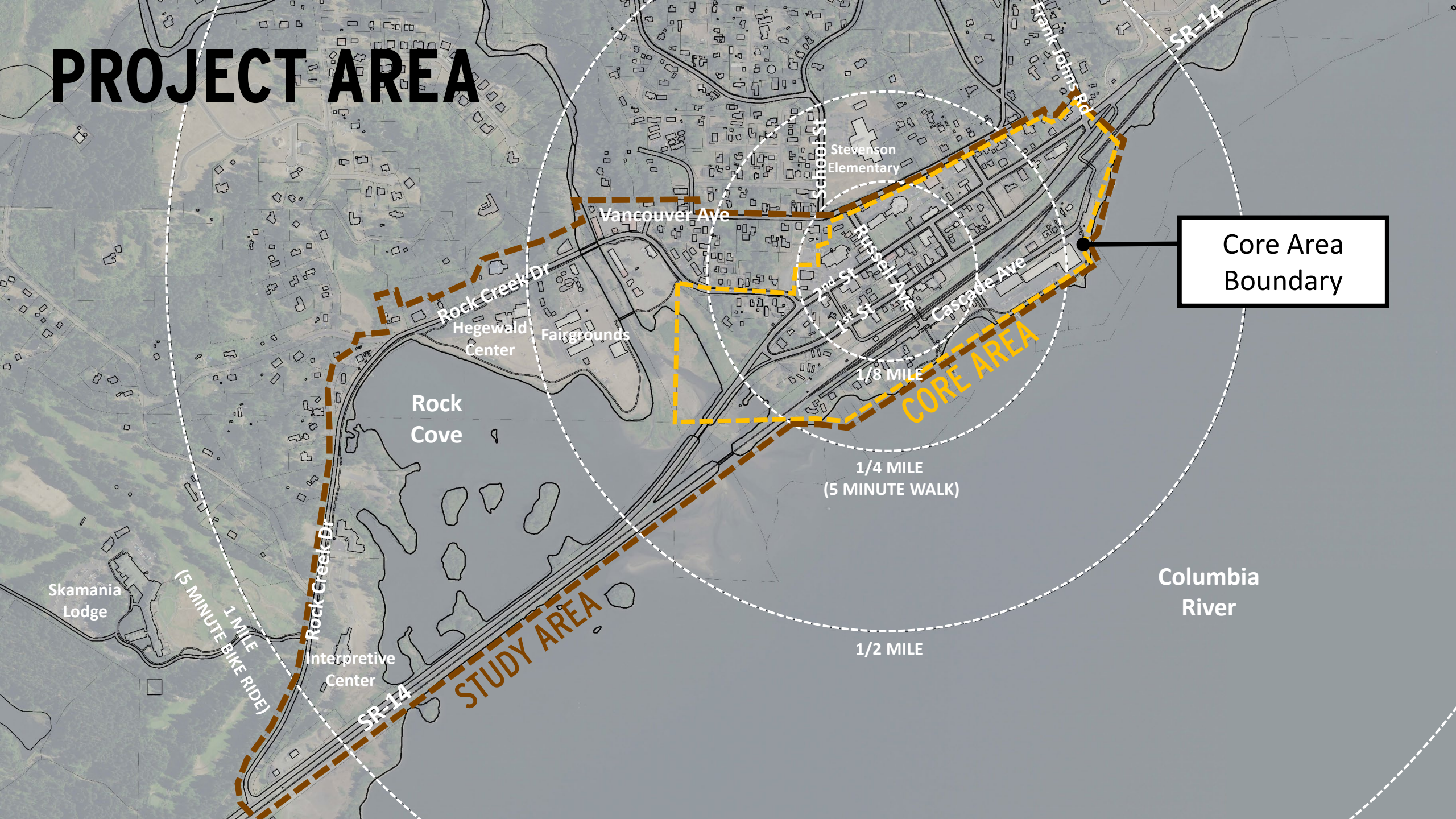


Stevenson Landing

DISCUSSION

Stevenson Downtown Plan

PROJECT AREA



Core Area
Boundary

CORE AREA

STUDY AREA

1 MILE
(5 MINUTE BIKE RIDE)

1/4 MILE
(5 MINUTE WALK)

1/2 MILE

1/8 MILE

Columbia
River

Rock
Cove

Hegewald
Center
Fairgrounds

Stevenson
Elementary

Rock Creek Dr

Vancouver Ave

School St

2nd St
1st St

Cascade Ave

Frank Johns Park

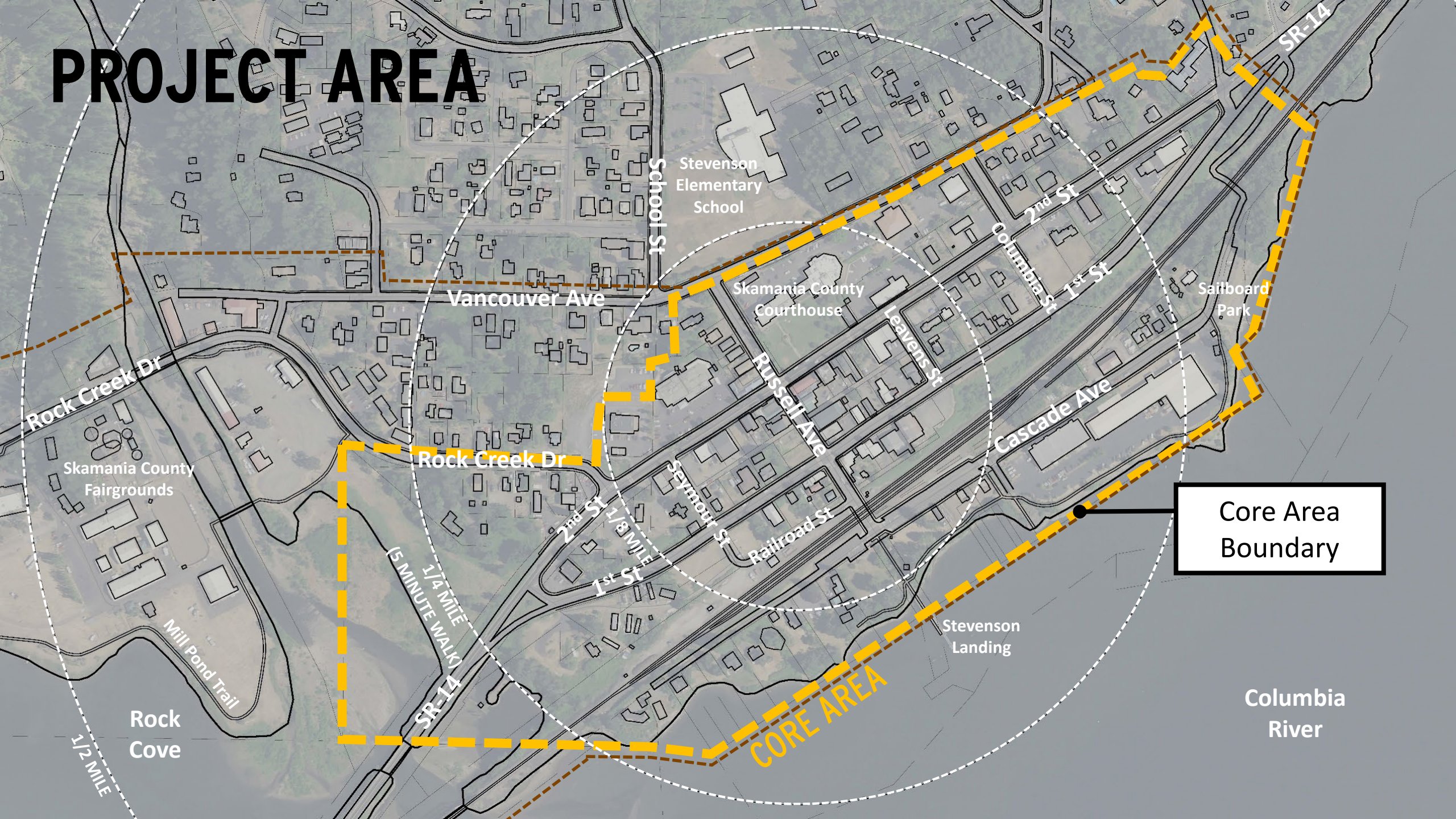
SR-14

SR-14

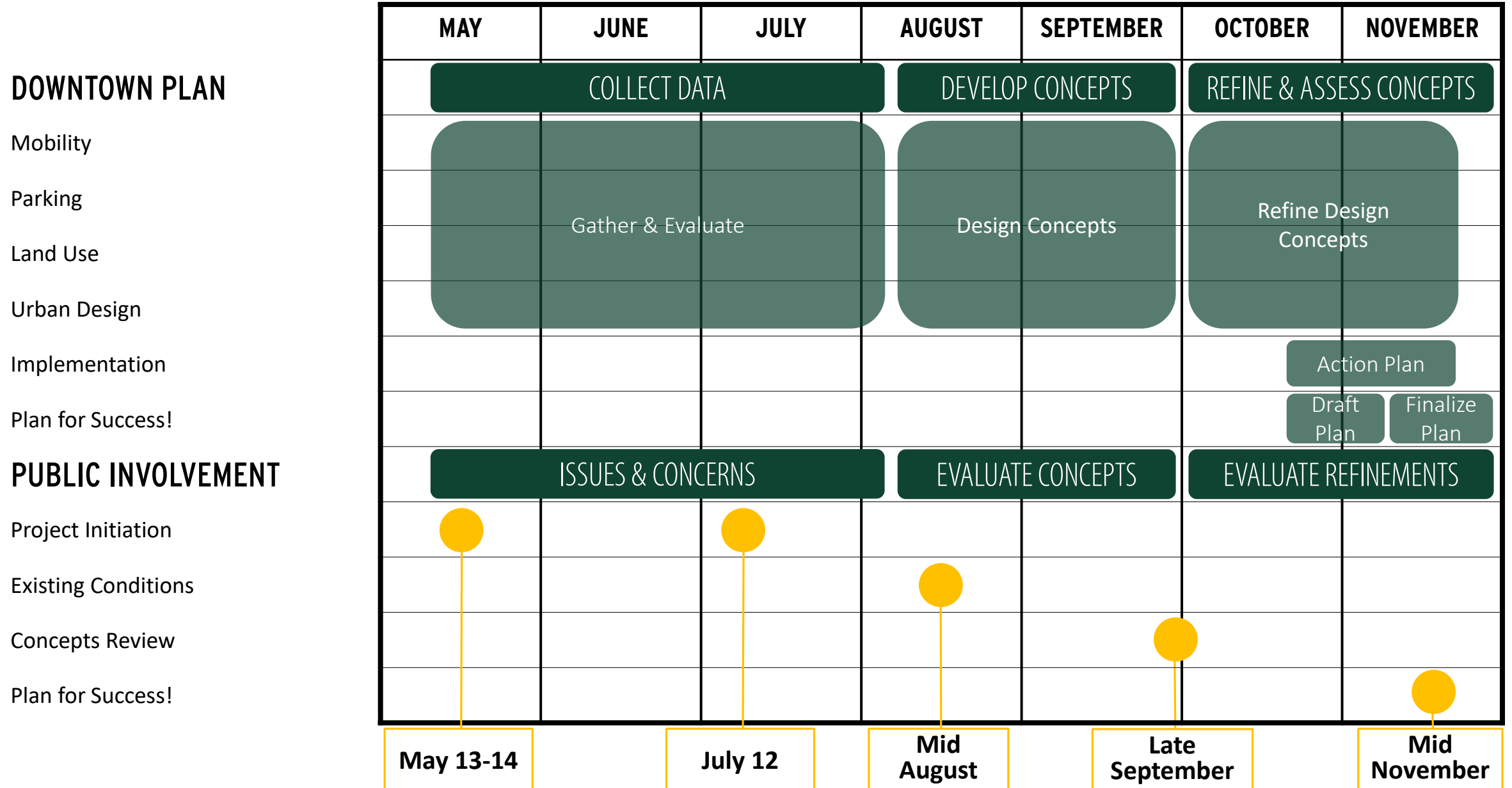
Skamania
Lodge

Interpretive
Center

PROJECT AREA



PROJECT TASKS & SCHEDULE



STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | July 12TH, 2019

STAKEHOLDER MEETING SUMMARY |

MEETING INTENT

Crandall Arambula met with stakeholders to gather information for the Stevenson Downtown Plan.

MEETING SUMMARY

The following meetings were held, but the content of the meeting summaries are being treated as sensitive and confidential based on the potential for negative impacts on the attendees.

DATE & TIME: 9:00-10:00am | July 12, 2019

ATTENDEES: Leana Kinley, Eric Hansen, Joe Birkenfeld, Diane Birkenfeld, Ben Shumaker, Don Arambula, Kristen Barrow

DATE & TIME: 11:00am-12:00pm | July 12, 2019

ATTENDEES: Robyn Legun, Tom Sikora, Angus Ruck, Ben Shumaker, Don Arambula, Kristen Barrow

DATE & TIME: 12:00-1:30pm | July 12, 2019

ATTENDEES: Jack Clifton, Tom Meade, Scott Anderson, Ben Shumaker, Don Arambula, Kristen Barrow

DATE & TIME: 1:30-2:30pm | July 12, 2019

ATTENDEES: Mary Repar, Kari Fagerness, Jeff Brekel, Ben Shumaker, Don Arambula, Kristen Barrow

DATE & TIME: 2:30-3:30pm | July 12, 2019

ATTENDEES: Dave Brown, Cathy Delzio, Ben Shumaker, Don Arambula, Kristen Barrow

PROJECT INITIATION



STEVENSON DOWNTOWN PLAN

Crandall Arambula PC | Fehr & Peers | Johnson Economics



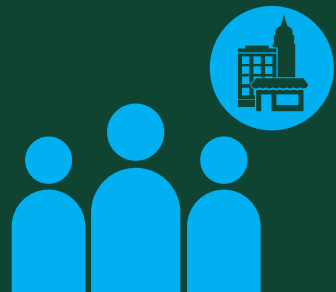
STEVENSON DOWNTOWN PLAN STAKEHOLDER MEETING

Crandall Arambula PC | Fehr & Peers | Johnson Economics

PROJECT INITIATION

AGENDA

1. INTRODUCTIONS
2. PROJECT OVERVIEW
3. DISCUSSION



INTRODUCTIONS



MEET THE TEAM

Crandall Arambula

Prime Consultant

Conceptual Master Planning | Public Engagement



DOWNTOWN PLANNING | Award Winning Projects

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MEET THE TEAM

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Transportation & Parking Analysis

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PROJECT OVERVIEW



PROJECT PURPOSE

Stevenson's most recent plan for the improvement of the downtown area occurred in 1991. Clearly our world has changed since then.

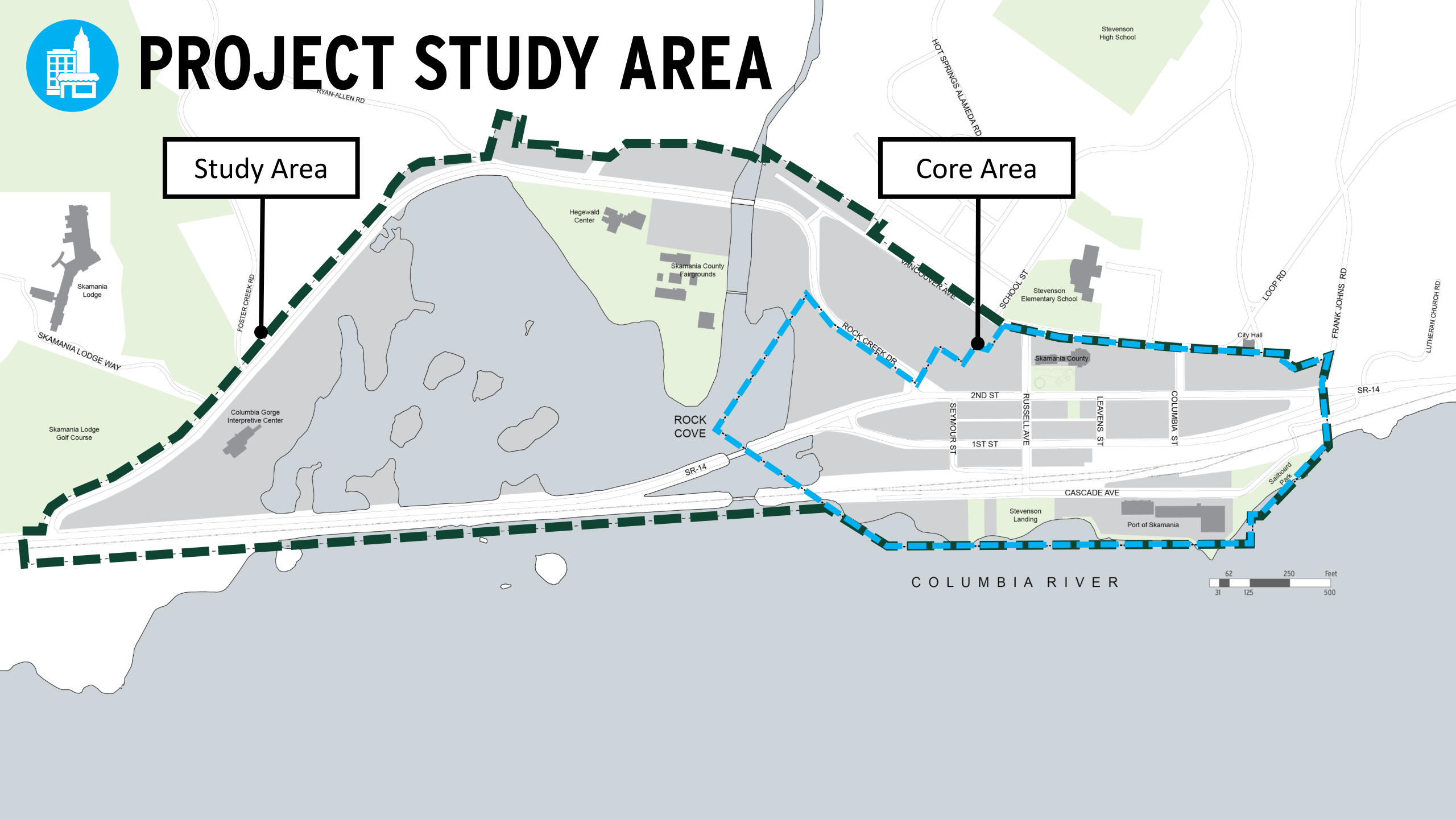
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PROJECT STUDY AREA

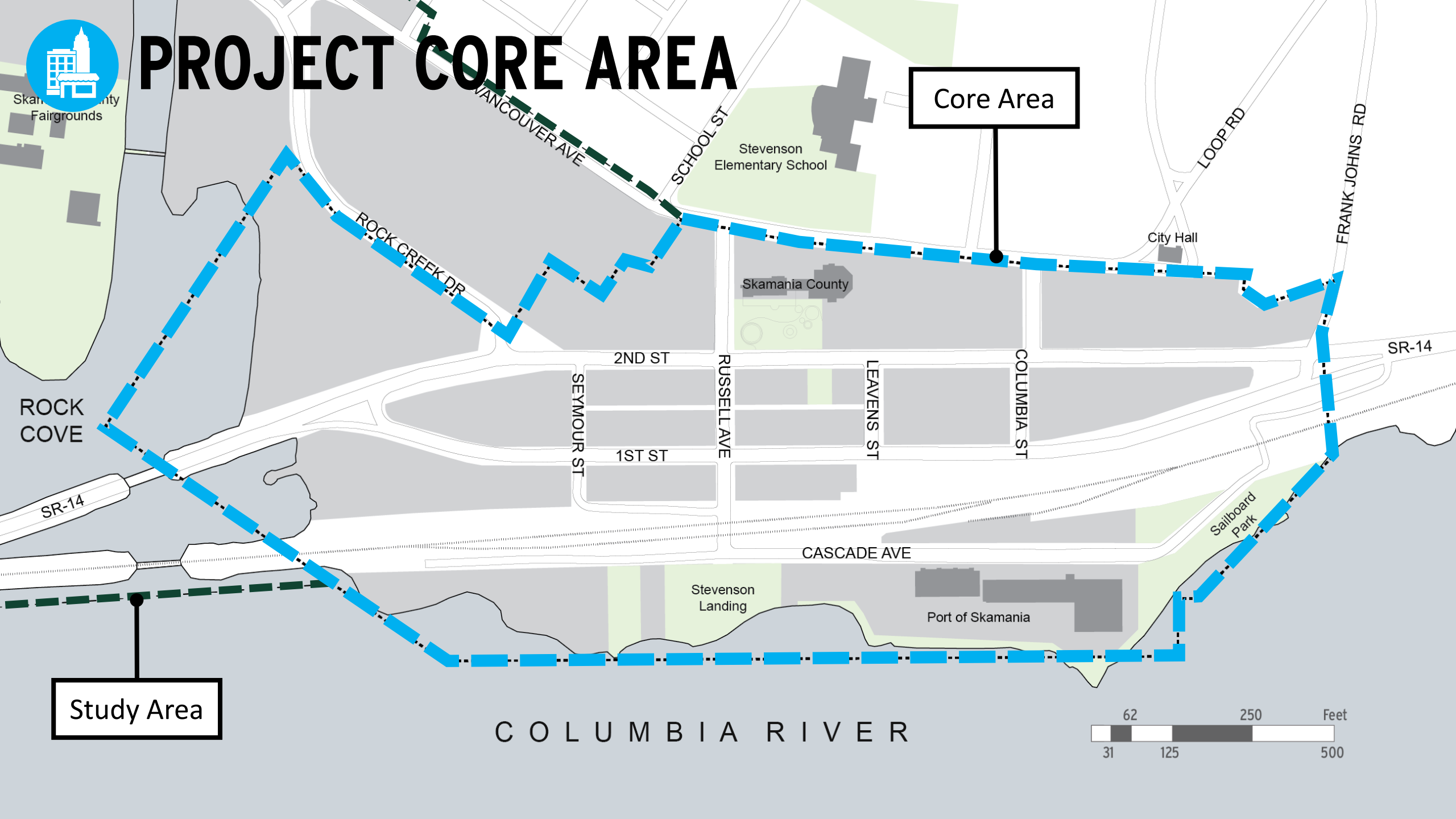
Study Area

Core Area



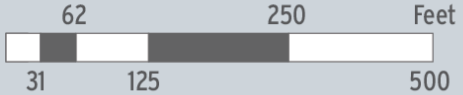


PROJECT CORE AREA



Core Area

Study Area



C O L U M B I A R I V E R

Skamania County Fairgrounds

ROCK COVE

SR-14

SR-14

VANCOUVER AVE

SCHOOL ST

ROCK CREEK DR

2ND ST

1ST ST

SEYMOUR ST

RUSSELL AVE

LEAVENS ST

COLUMBIA ST

CASCADE AVE

FRANK JOHNS RD

LOOP RD

Stevenson Elementary School

Skamania County

City Hall

Stevenson Landing

Port of Skamania

Sailboard Park



PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility

Parking

Land Use

Urban Design

Implementation

Plan for Success!

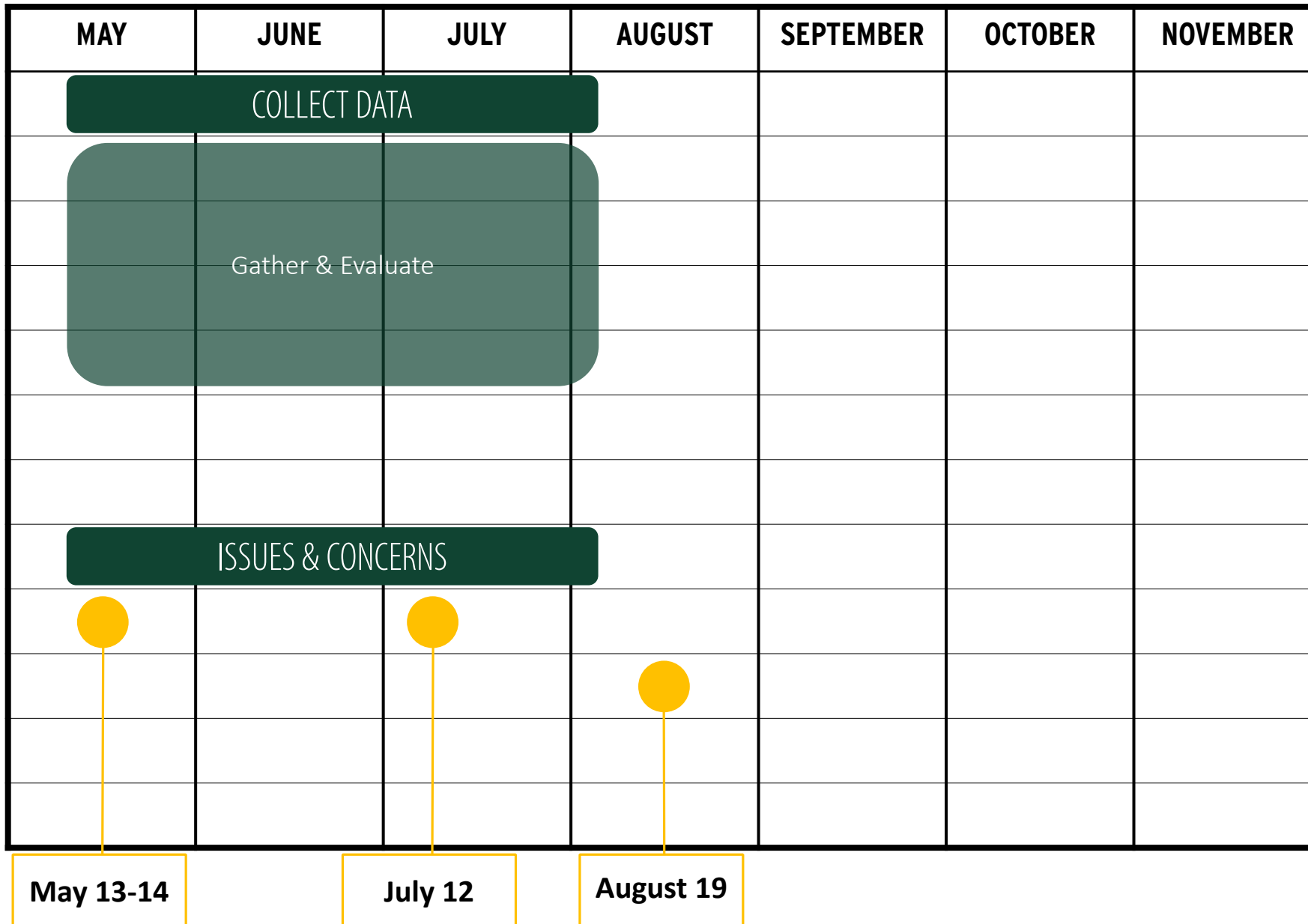
PUBLIC INVOLVEMENT

Project Initiation

Existing Conditions

Concepts Review

Plan for Success!





PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility

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Plan for Success!

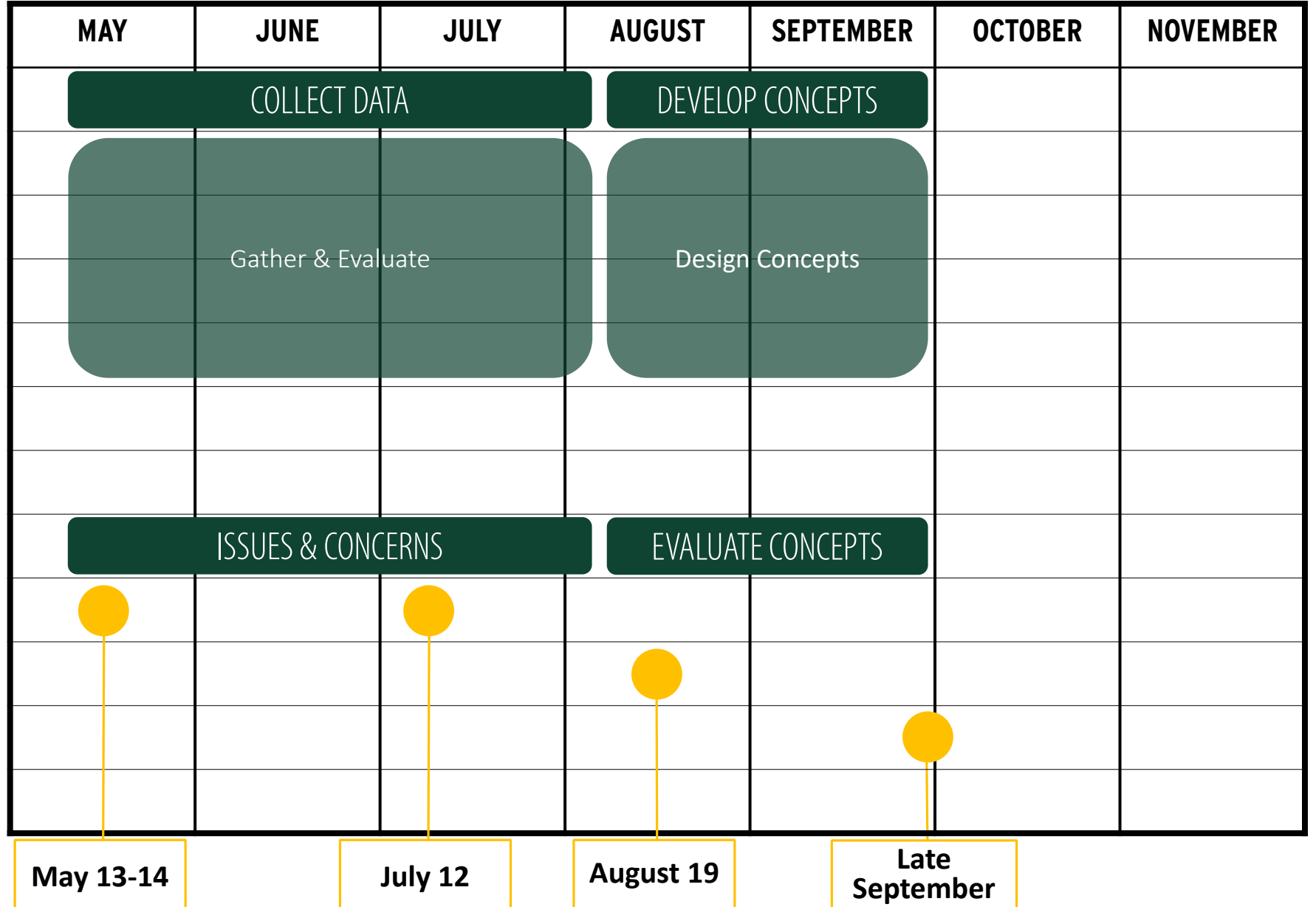
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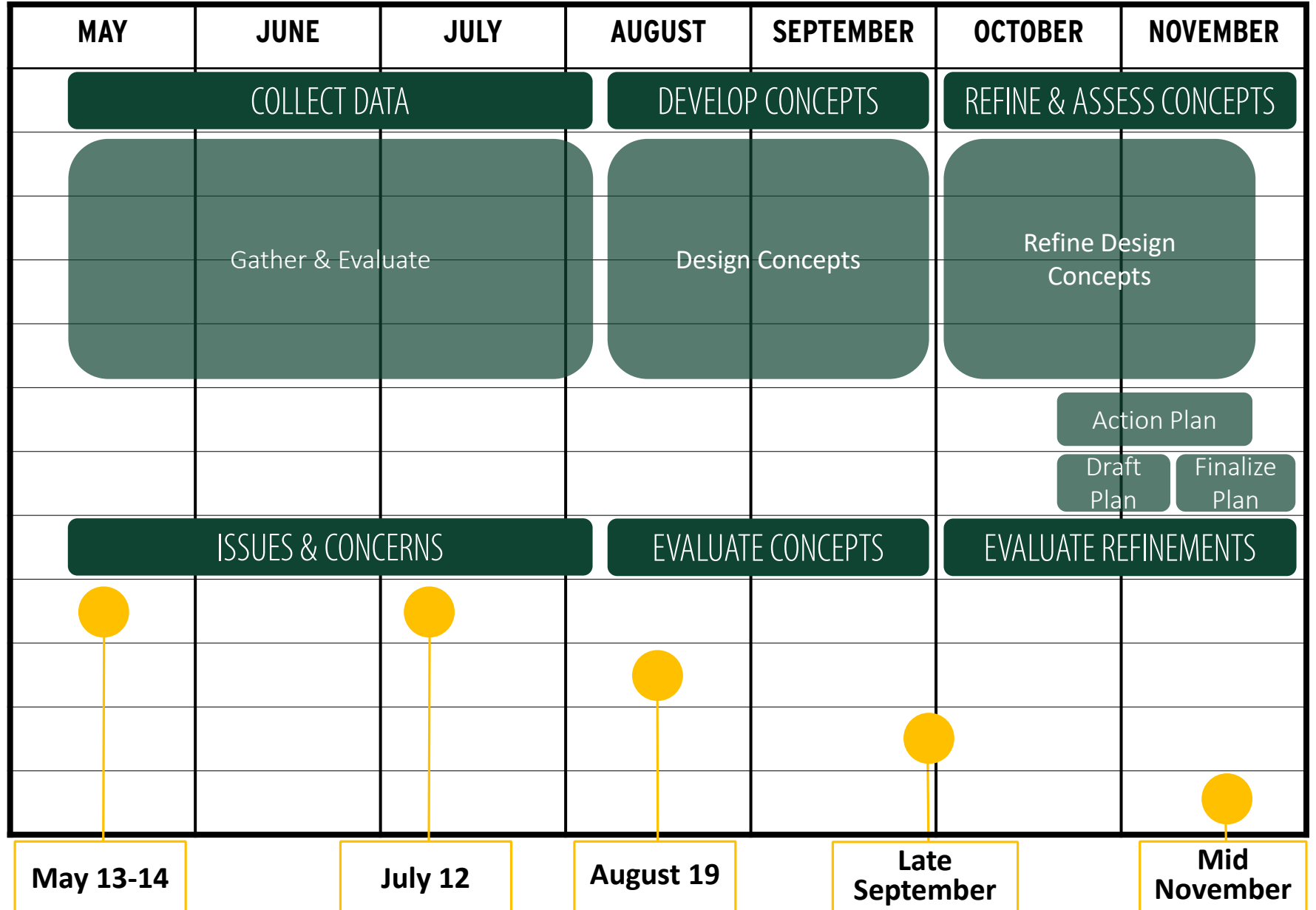
PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

- Mobility
- Parking
- Land Use
- Urban Design
- Implementation
- Plan for Success!

PUBLIC INVOLVEMENT

- Project Initiation
- Existing Conditions
- Concepts Review
- Plan for Success!





PUBLIC INVOLVEMENT

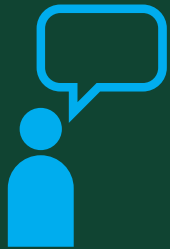
The Stevenson Downtown Plan is led by the City of Stevenson, with assistance from Crandall Arambula.



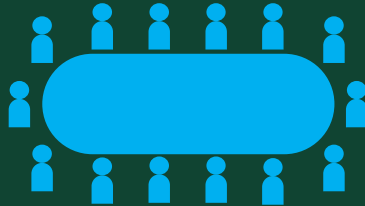
Project Manager,
Ben Shumaker



Crandall Arambula



Stakeholder
Sessions



Steering
Committee



Community
Workshops



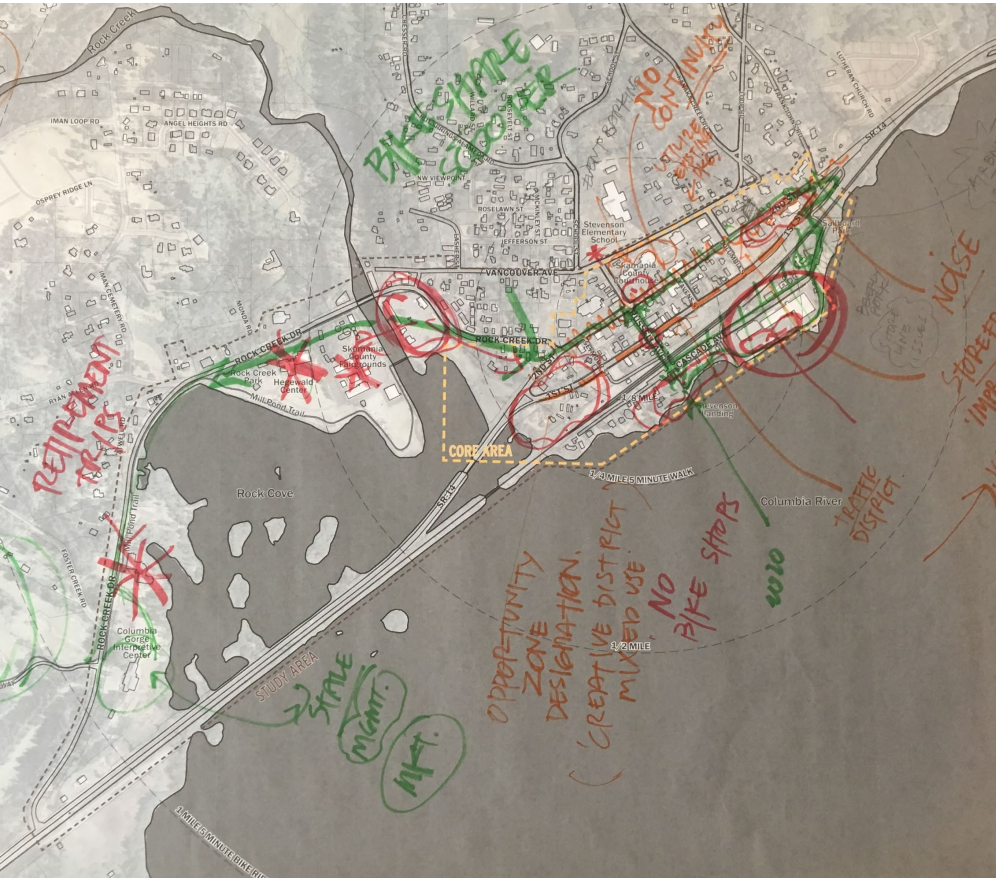
Mayor, Council, Boards
& Elected Officials



STAKEHOLDER MEETINGS SUMMARY

Stakeholder Meetings | May 13-14 & July 12

41 STAKEHOLDERS AT 15 MEETINGS

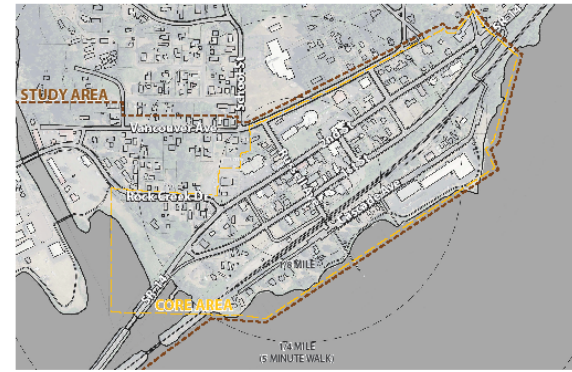


RESPONSE SHEET

Stevenson Downtown Plan
Project Initiation Meetings | May 13th & 14th, 2019

1

PROJECT AREA



SPECIAL AREAS

Please use the map above to note:

- Areas you believe present special design opportunities
- Areas of concern

ISSUES & CONCERNS

List your top three issues and concerns.

1. _____
2. _____
3. _____

COMMENTS

Please provide any additional comments on the back of this sheet.

Name (optional): _____





MOBILITY



STAKEHOLDER MEETINGS SUMMARY

MOBILITY



GOAL

A **balanced network** of auto, truck, walking and biking routes **maintain and improve access** to and through downtown.

OBJECTIVES

- Adequate walking and biking access regardless of age or physical condition throughout downtown and study area
- Network of multiple safe, direct and convenient auto, walking and biking connections between downtown and study area.
- Maintain regional SR-14 auto/truck mobility through downtown.
- Maintain access for service and maintenance vehicles to existing and future downtown businesses.
- **Divert some auto and truck traffic from 2nd Street to 1st Street.**
- **Explore additional or improved auto and bike/pedestrian access to the waterfront.**
- **Access concepts that focus on fun, tourism and recreation.**
- **Frame Stevenson as a “regional trailhead.”**
- **Explore a walking and biking “loop trail.”**



MOBILITY

GREAT STREETS = GREAT DOWNTOWNS





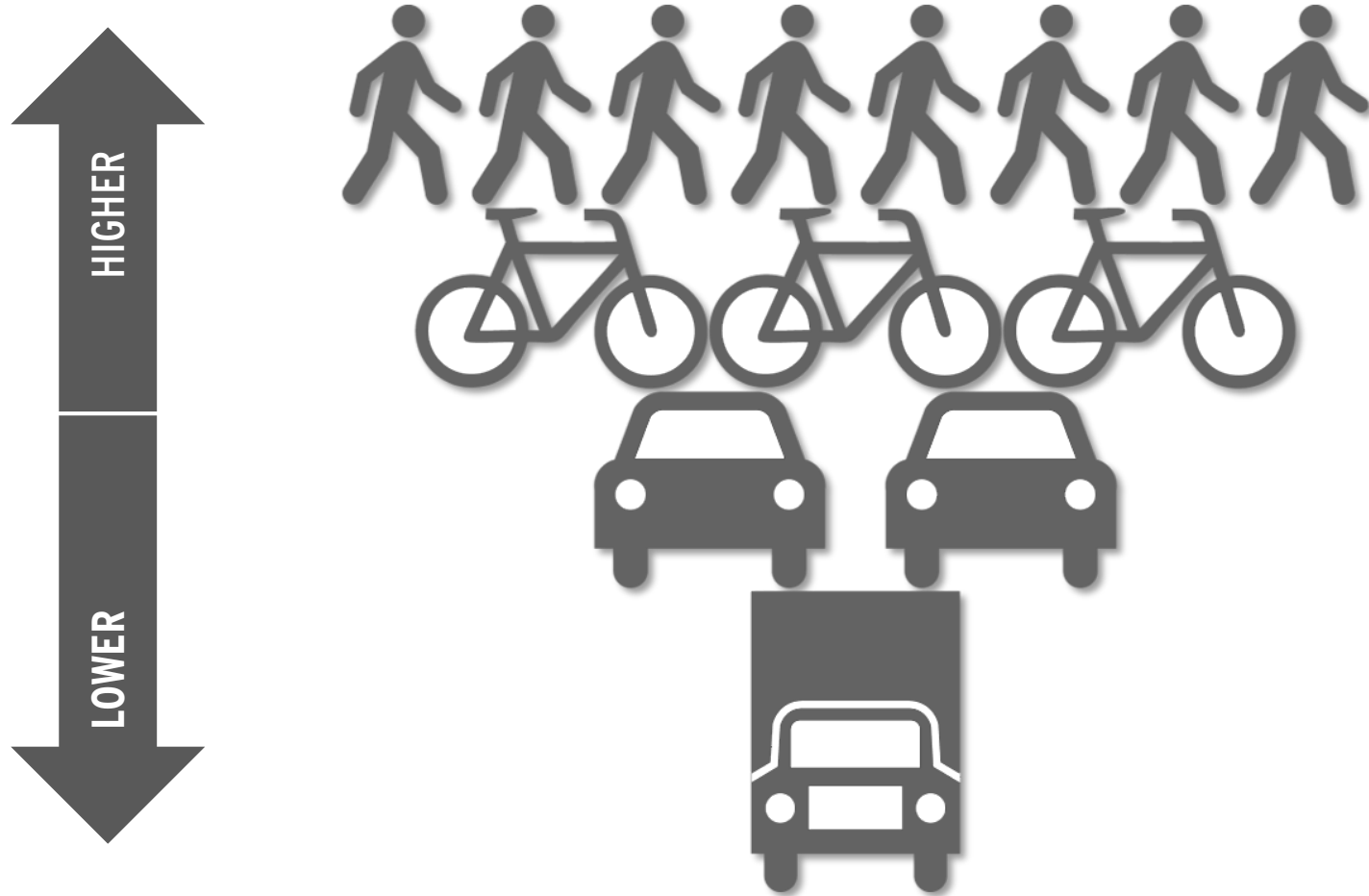
MOBILITY

BAD STREETS = BAD DOWNTOWNS



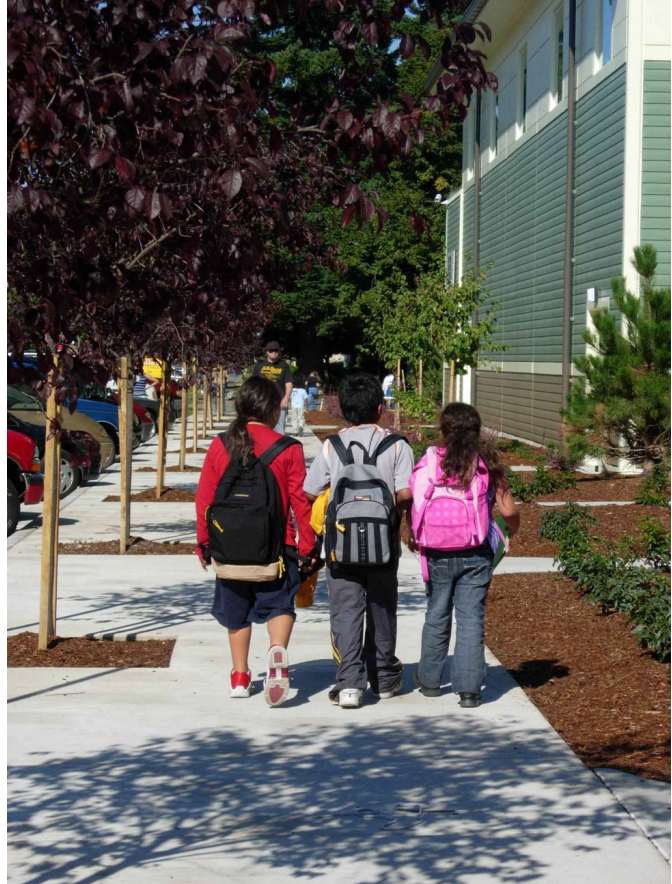


MOBILITY | Street Design Priorities





MOBILITY | Design Streets for the Most Vulnerable





MOBILITY | Maintain Access



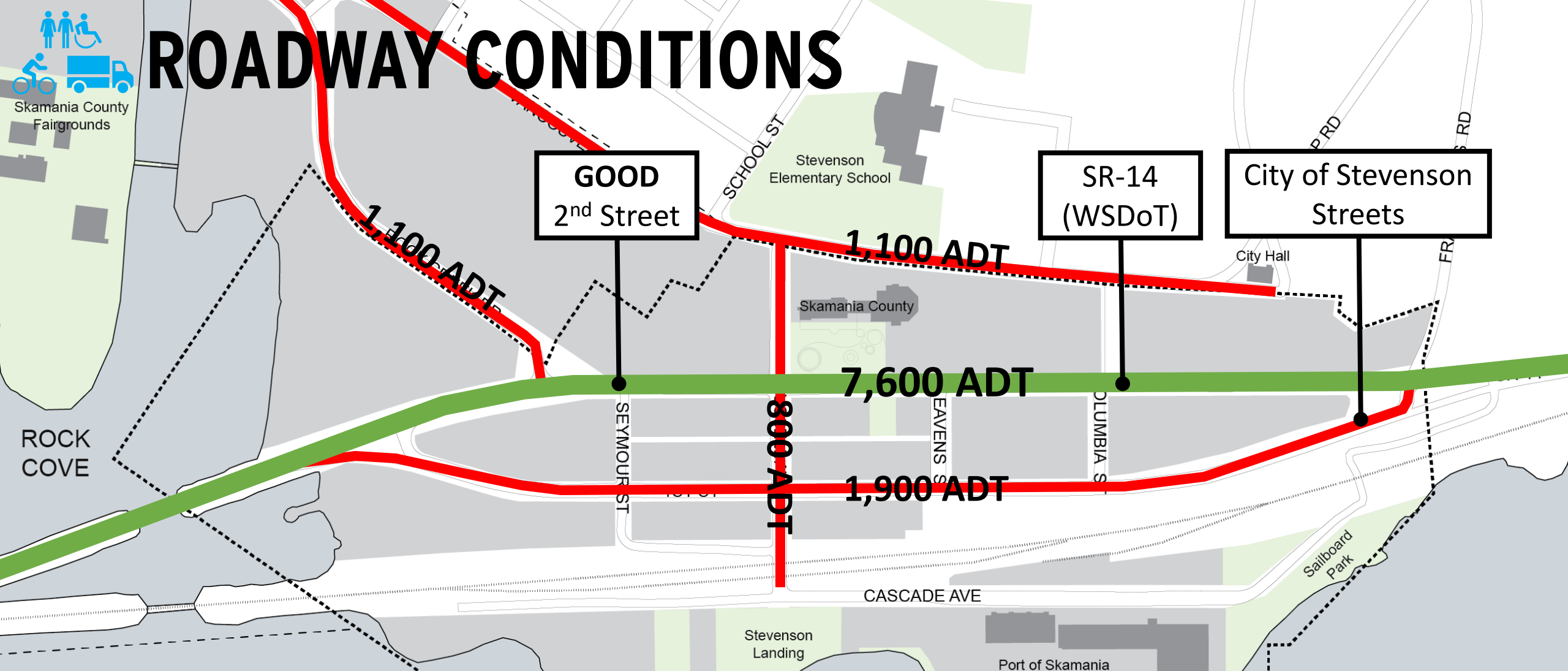
Service Vehicles



Emergency Vehicles

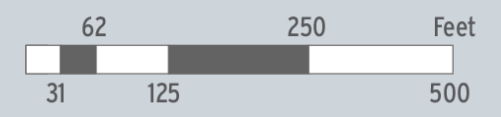


ROADWAY CONDITIONS



Retail Compatibility Chart

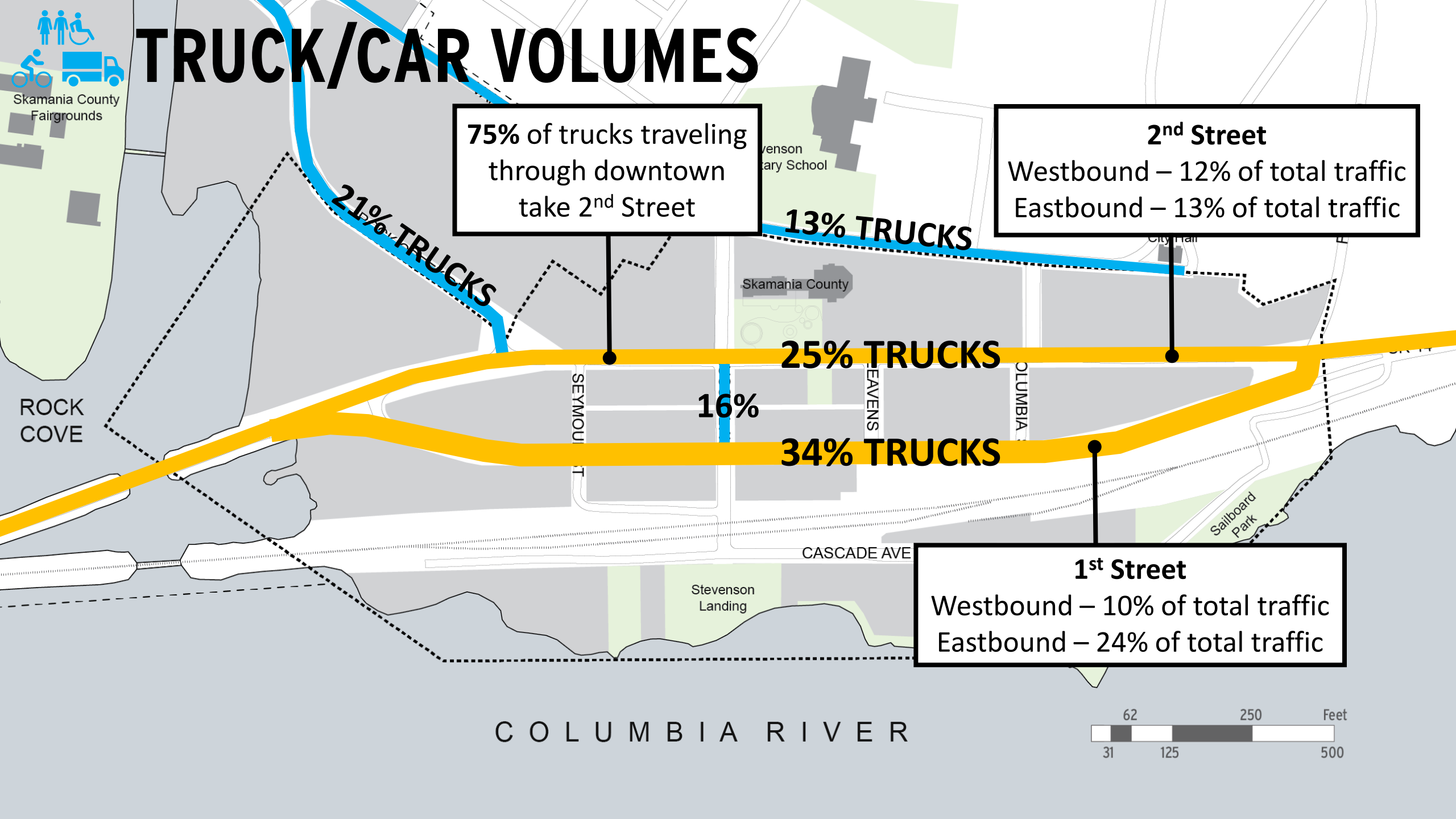
■ GOOD	5,000-15,000 Average Daily Trips
■ FAIR	2,500-5,000 or 15,000-20,000 Average Daily Trips
■ POOR	<2,500 or >20,000 Average Daily Trips



R I V E R



TRUCK/CAR VOLUMES



75% of trucks traveling through downtown take 2nd Street

2nd Street
Westbound – 12% of total traffic
Eastbound – 13% of total traffic

21% TRUCKS

13% TRUCKS

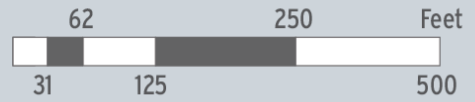
25% TRUCKS

16%

34% TRUCKS

1st Street
Westbound – 10% of total traffic
Eastbound – 24% of total traffic

C O L U M B I A R I V E R





PARKING



STAKEHOLDER MEETINGS SUMMARY

PARKING



GOAL

The parking supply facilitates **efficient short-term needs and minimizes on-site parking requirements.**

OBJECTIVES

- Provide adequate off-street private parking to serve existing and future development sites.
- Provide adequate public parking to serve existing and future public uses and special events.
- Provide adequate short-term visitor and commercial curbside parking to serve existing and future adjacent uses.
- Ensure that parking impacts of the public realm are minimized.
- **Reduce or optimize parking requirements for redevelopment.**
- **Explore alternative parking solutions, such as alley parking or shared parking.**
- **Ensure that existing parking is utilized, accessible and known.**



PARKING | Curbside Parking



Parallel Parking on 2nd Street



PARKING | Waterfront Parking



Street Parking on Cascade Ave



LAND USE



STAKEHOLDER MEETINGS SUMMARY

LAND USE



GOAL

Development downtown is **vibrant, market-driven, mixed-use and consistent with Stevenson's history, culture and vision** for future growth.

OBJECTIVES

- Range of multi-family housing types
- Strengthen and expand downtown retail and commercial uses.
- Additional living-wage employment uses
- Additional regional cultural and visitor destination or event venues.
- New lodging or hospitality uses
- Maintain government uses.
- Appropriate mix of auto and street-oriented uses
- **Redevelopment should be active year-round, mixed-use residential, oriented to the street, complement existing development, increase livability for residents, create a better tourism destination, and act as an appealing 'front door' to Stevenson.**
- **Explore potential development to better utilize the land surrounding Rock Cove.**



LAND USE | Retail & Commercial



Retail on 2nd Street



Red Bluff Tap House



A&J Select Market



LAND USE | Housing





LAND USE | Employment



Stevenson Family Eye Care



Skamania County Courthouse



LAND USE | Cultural/Entertainment



Columbia Gorge Interpretive Center



Hegewald Center



Gorge Blues & Brews Festival



LAND USE | Lodging



Skamania Lodge

MARKET ANALYSIS | RESIDENTIAL

MARKET DEMAND | **50-80 DWELLING UNITS**

	LOW			BASELINE			HIGH		
	Owner	Renter	Total	Owner	Renter	Total	Owner	Renter	Total
Single-family attached	6	7	13	7	9	16	10	12	22
Multi-family	1	31	32	2	39	41	2	54	56



MARKET ANALYSIS | COMMERCIAL

MARKET DEMAND | 14,000-26,000 SF (all commercial)
9,000-17,000 SF (retail only)

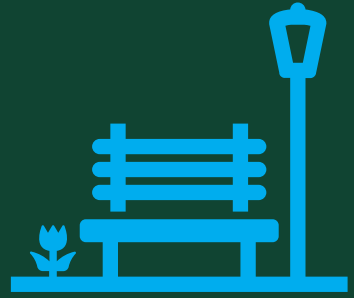
	Low	Baseline	High
All Commercial	14,103	19,187	25,923
Downtown Retail	9,449	12,855	17,368



MARKET ANALYSIS | HOSPITALITY

MARKET DEMAND | 60-100 KEYS

	LOW	BASELINE	HIGH
West Columbia Gorge	248	317	389
Stevenson	63	81	99



URBAN DESIGN



STAKEHOLDER MEETINGS SUMMARY

URBAN DESIGN

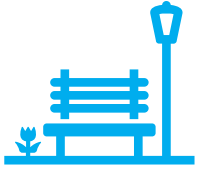


GOAL

The **public realm is joyful, active and comfortable** for residents, employees and visitors.

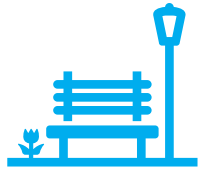
OBJECTIVES

- Ensure that public spaces contribute to the economic vitality of the downtown.
- Ensure that public spaces contribute to the livability of downtown residents and employees.
- Create a network of interconnected public spaces.
- Create a public realm that is safe and active during all hours of the day and all seasons.
- Strengthen existing and proposed open space amenities such as the waterfront and park plaza.
- **Enhance downtown's streetscape and pedestrian comfort by improving storefronts, sidewalk amenities and infrastructure, or landscaping.**
- **Establish the waterfront as a fun, active and public destination that features retail/commercial development and water-oriented facilities.**



URBAN DESIGN | Future Park Plaza

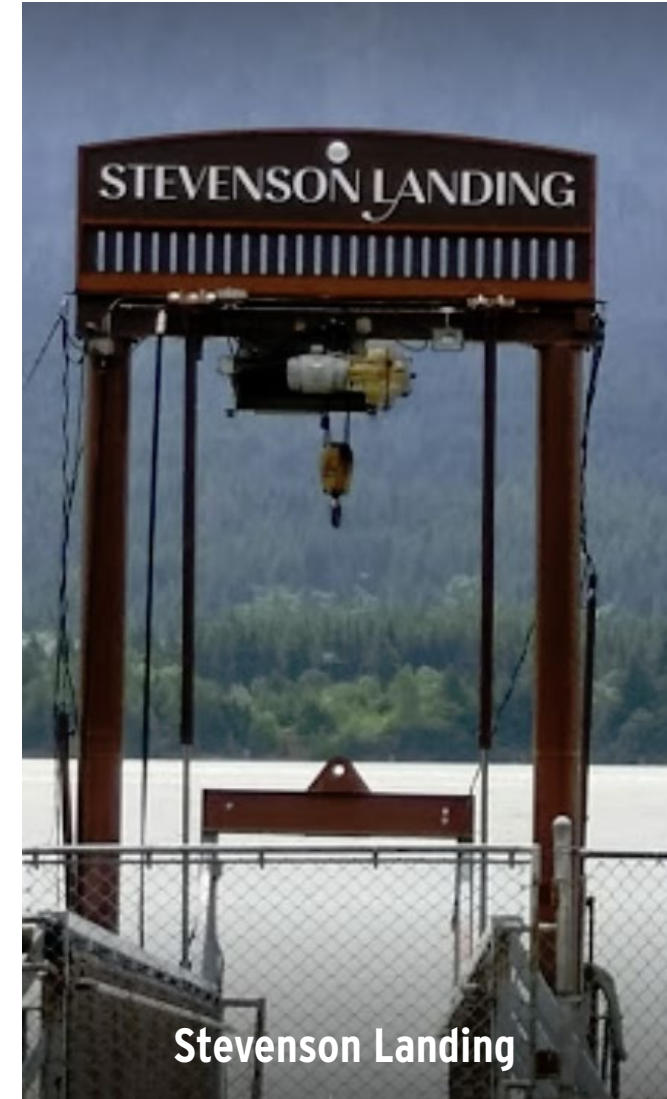




URBAN DESIGN | Reconnect to Nature



Stevenson Waterfront



Stevenson Landing



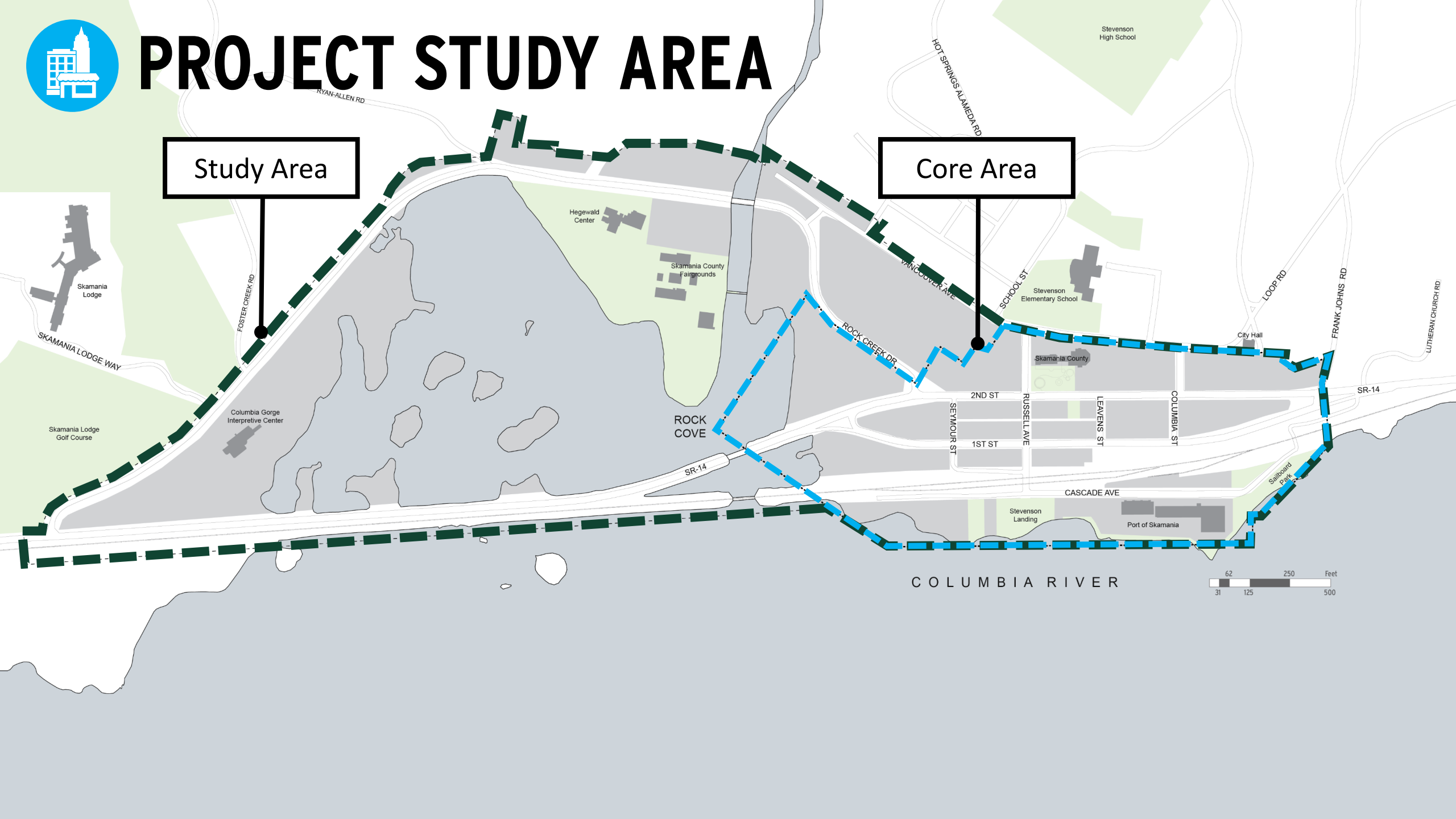
DISCUSSION



PROJECT STUDY AREA

Study Area

Core Area

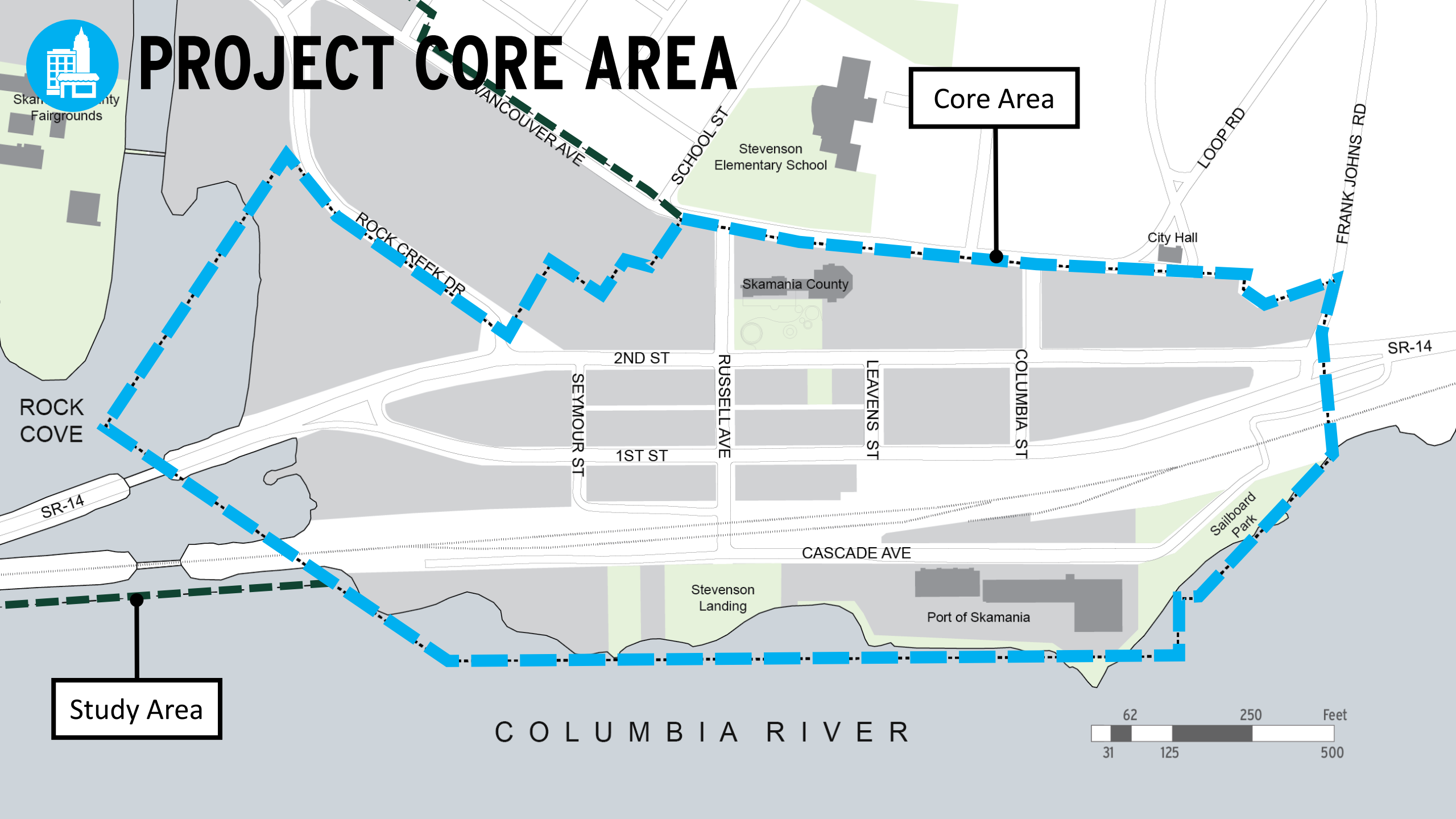


COLUMBIA RIVER



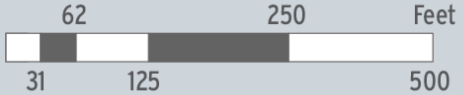


PROJECT CORE AREA



Core Area

Study Area



C O L U M B I A R I V E R

Skamania County Fairgrounds

ROCK COVE

SR-14

SR-14

VANCOUVER AVE

SCHOOL ST

ROCK CREEK DR

2ND ST

1ST ST

SEYMOUR ST

RUSSELL AVE

LEAVENS ST

COLUMBIA ST

CASCADE AVE

LOOP RD

FRANK JOHNS RD

Stevenson Elementary School

City Hall

Skamania County

Stevenson Landing

Port of Skamania

Sailboard Park



PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility

Parking

Land Use

Urban Design

Implementation

Plan for Success!

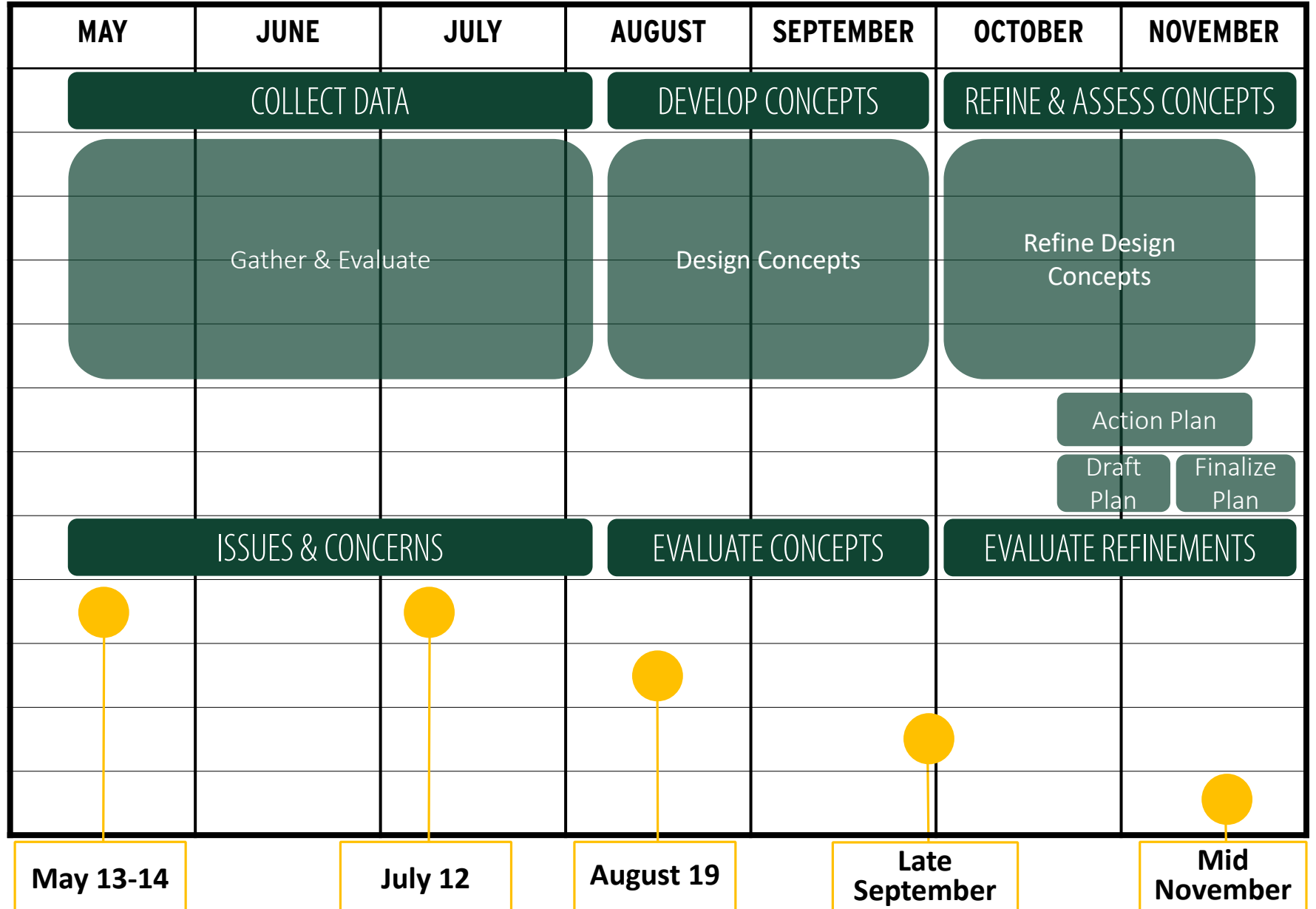
PUBLIC INVOLVEMENT

Project Initiation

Existing Conditions

Concepts Review

Plan for Success!





STEVENSON DOWNTOWN PLAN STAKEHOLDER MEETING

Crandall Arambula PC | Fehr & Peers | Johnson Economics

STEVENSON DOWNTOWN PLAN

PROJECT INITIATION MEETINGS | AUGUST 19TH, 2019

STAKEHOLDER MEETING SUMMARY |

MEETING INTENT

Crandall Arambula met with stakeholders to gather information for the Stevenson Downtown Plan.

MEETING SUMMARY

The following meetings were held, but the content of the meeting summaries are being treated as sensitive and confidential based on the potential for negative impacts on the attendees.

DATE & TIME: 3:45-4:45pm | August 19, 2019

ATTENDEES: John Mobley, Shawn Van Pelt, Ben Shumaker, Don Arambula, Kristen Barrow

2

**EXISTING
CONDITIONS
TECHNICAL
ANALYSIS**



TASK 4.1: EXISTING CONDITIONS

-

RESIDENTIAL, COMMERCIAL, AND HOSPITALITY MARKETS, DOWNTOWN STEVENSON, WASHINGTON

PREPARED FOR
THE CITY OF STEVENSON
JULY 2019

JOHNSON ECONOMICS, LLC

621 SW Alder St, Suite 506
Portland, Oregon 97205



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	Demand	35



I. INTRODUCTION

JOHNSON ECONOMICS was retained by CRANDALL ARAMBULA to conduct an analysis of existing conditions in Downtown Stevenson as part of the City of Stevenson’s development of a new Downtown Plan. The main objective of the analysis is to outline current conditions for private real estate development in Downtown, taking into account broader market trends, achievable pricing, and anticipated demand over the coming ten years. The analysis draws on extensive economic, demographic, and market data, including surveys conducted by the consultant. The three major use types evaluated in this analysis are residential (including for-sale and rentals), commercial, and hospitality, with a focus on building formats suitable within a downtown context.

II. EXECUTIVE SUMMARY

STEVENSON PROFILE

Stevenson exhibits characteristics typical of small towns located along tourist routes, with an economy dependent on local residents as well as visitors. The city benefits from its location near Clark County, which has experienced strong economic and residential growth over the past five years, something that is likely to spill over into housing demand and tourist traffic in Stevenson. The city also benefits from the relatively strong growth in the Portland Metro Area and wider Pacific Northwest, which has generated increasing traffic and spending in the Gorge over the recent past.

DEVELOPMENT ACTIVITY

New development in Stevenson has been limited in this business cycle, in line with what is observed in many smaller peripheral communities. Residential construction currently represents around half the pre-recession volume, with only two multifamily units built in this decade. However, five projects are currently proposed in Downtown, including three attached-home developments and two mixed-use projects. There has been no new commercial or hospitality development in this decade, but a 15,000-square-foot retail expansion and a four-room boutique hotel are currently proposed.

RESIDENTIAL MARKET POTENTIAL

Residential demand in Stevenson has increased during this business cycle, as evidenced in escalating prices and declining vacancy rates. In the current market, we estimate that new townhomes can achieve sales prices in the \$240-300 range per square foot (PSF). Rental townhomes are estimated to capture monthly rents around \$1.25-1.30 PSF, while one-bedroom apartments are estimated to achieve \$1.65-1.95 PSF.

The city exhibits signs of pent-up demand currently, especially for rental housing. Though pent-up demand is difficult to quantify, we estimate the current rental shortage to be around 50 units, including 20-30 units priced at or close to current market levels. City-wide, we expect demand growth of around 130 residential units over the coming ten years, including around 10 ownership townhomes and condos, and around 50 rental townhomes and apartments.

FIGURE 2.1: PROJECTED NET NEW HOUSING DEMAND, STEVENSON (2019-29)

	LOW			BASELINE			HIGH		
	Owner	Renter	Total	Owner	Renter	Total	Owner	Renter	Total
Single-family detached	45	13	58	56	16	72	78	22	100
Single-family attached	6	7	13	7	9	16	10	12	22
Multi-family	1	31	32	2	39	41	2	54	56
Total	52	51	103	65	64	129	90	88	178

SOURCE: Environics and JOHNSON ECONOMICS



COMMERCIAL MARKET POTENTIAL

The commercial market has seen declining vacancy rates in recent years, though lease rates have remained fairly low in Stevenson. This can partly be attributed to the type and quality of available space. We estimate that new buildings can achieve annual lease rates in the range of \$12-17 PSF (triple-net) for ground-floor storefront space and \$11-15 for second-floor office space, depending on location.

Stevenson has seen an increase in commercial activity during this business cycle, especially among eating and drinking establishments. Between 2010 and 2016, employment in commercial categories increased by an estimated 54 jobs, which translates into an annual increase in space demand of around 1,800 square feet. Over the coming ten years, we project demand for nearly 20,000 additional square feet in our baseline scenario, including 13,000 square feet of demand for downtown storefront retail space.

FIGURE 2.2: PROJECTED NET NEW COMMERCIAL SPACE DEMAND (SF), STUDY AREA (2019-29)

	Low	Baseline	High
All Commercial	14,103	19,187	25,923
Downtown Retail	9,449	12,855	17,368

SOURCE: JOHNSON ECONOMICS

Demand for industrial space has not been evaluated in this analysis. However, we regard industrial buildings of smaller scale to be compatible with other uses in certain parts of the Study Area, and expect that there will be demand for new space of this format in Stevenson over the coming ten years.

HOSPITALITY MARKET POTENTIAL

The western portion of the Columbia Gorge saw strong growth in the hospitality market in the first part of this business cycle, but the market has stabilized in recent years after the addition of an 88-room hotel in Hood River. Occupancy and room rates still remain relatively high. We estimate that a new limited-service hotel in Stevenson can achieve daily rates in the \$125-200 range for a standard room in today’s market, averaging roughly \$155 throughout the year. Boutique hotels and full-service hotels can likely achieve higher rates, depending on level of amenities and services.

We project demand for 250-390 additional hotel rooms in the West Columbia Gorge over the next ten years. The ability of Stevenson to capture part of this demand will depend on growth in its amenity base and the development of visitor attractions over the period. Cruise ship traffic and schedules will also impact the demand, possibly creating potential for full-service options as well as limited-service and boutique hotels. Based on the city’s current share of the West Gorge market (25%), we project capacity for around 60-100 additional rooms over the next ten years.

FIGURE 2.3: PROJECTED NET NEW ROOM DEMAND (2019-29)

	LOW	BASELINE	HIGH
West Columbia Gorge	248	317	389
Stevenson	63	81	99

SOURCE: JOHNSON ECONOMICS



III. MARKET AREA DEFINITIONS

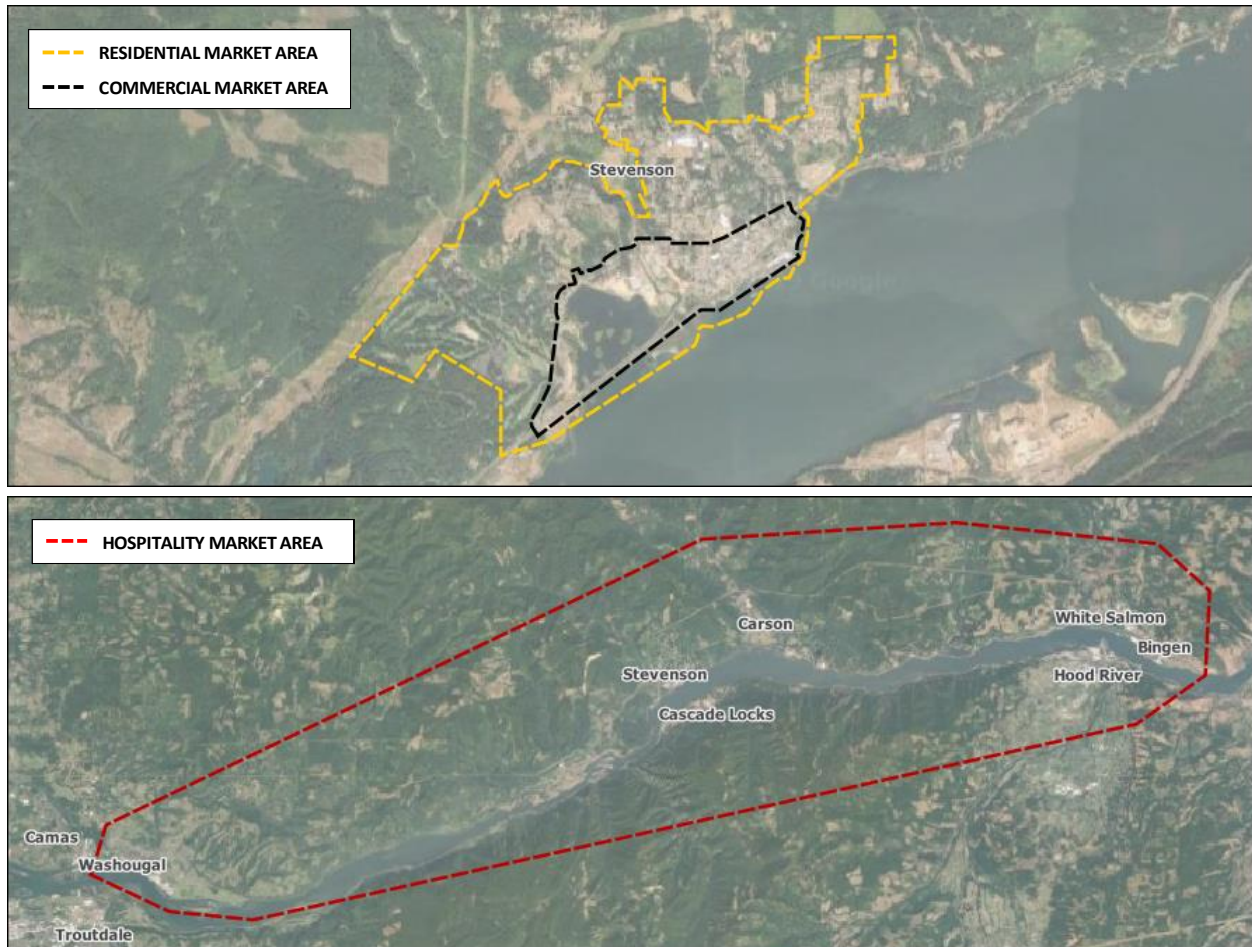
In the context of real estate market analysis, market areas are the geographic regions from which new development draw the majority of its market support, and within which similar projects compete on a comparable basis and tenants evaluate alternative options. Different land use types often have different market areas, reflecting the dynamics of each use type. Market areas are used as parameters for demand projections and also serve to identify comparable properties for pricing purposes, though additional reference points from outside the market are sometimes needed.

The primary area of concern in this analysis is Downtown Stevenson, or more specifically the Study Area delineated for the development of the new Downtown Plan. We use this delineation for our commercial analysis, as this is a discrete commercial market separate from other markets in the region.

For our residential analysis, which is focused on townhomes and rental apartments, we use Stevenson city limits as the market area, as prospective townhome and apartment residents in Stevenson are likely to evaluate options outside as well as inside the Study Area. This delineation also takes into account the availability of historical data on the city level, such as demographic data and building permits.

The hospitality analysis operates with a larger market area, reflecting that travelers in the Gorge are willing to consider a broader area for their lodging needs. We have defined the area as extending from Washougal in the west to Bingen in the east, including Cascade Locks and Hood River on the Oregon side.

FIGURE 3.1: MARKET AREA DEFINITIONS



SOURCE: Crandall Arambula, U.S. Census Bureau, Google Earth, JOHNSON ECONOMICS



IV. EXISTING AND PROPOSED DEVELOPMENT

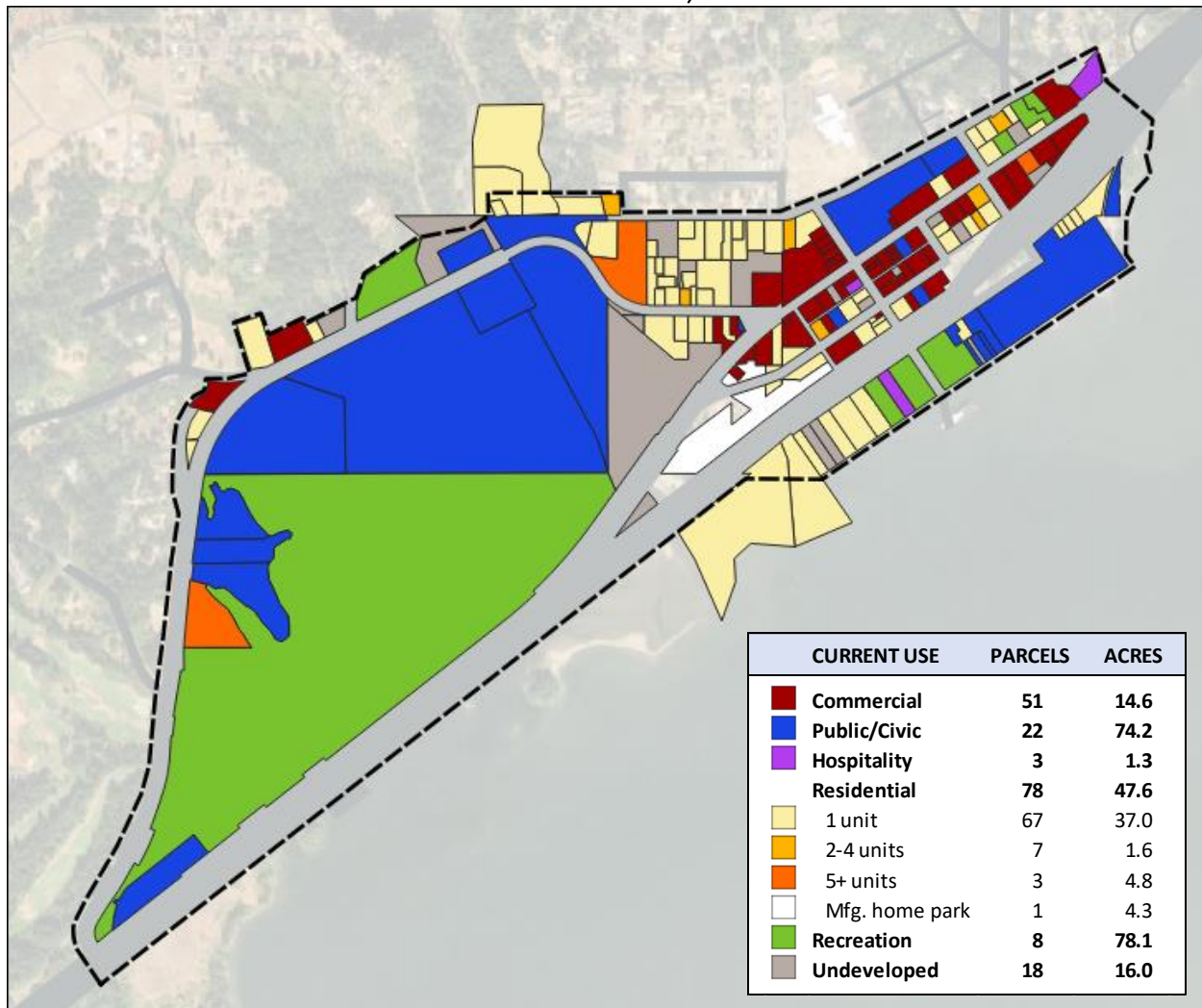
EXISTING LAND USE

The Study Area is dominated by commercial and public/civic properties, which together total 73 parcels and account for nearly two-thirds of the developed land, excluding recreational land and right of ways. Residential properties account for 35% of the land. Of the 78 residential properties in the Study Area, 67 are single-family homes; seven are multifamily properties with two to four units; three are multifamily properties with five or more units; and one is a manufactured home park. There are three hospitality properties in the Study Area, which account for 1% of the developed land.

The Study Area includes 16 acres of land on undeveloped parcels, including a handful in the downtown core. In addition to these, there are many partially developed properties in the Study Area that can accommodate additional development.

A map and table summarizing existing land uses in the Study Area are included below. Port properties are classified as public, though Port properties along the Columbia River may be categorized as industrial or commercial.

FIGURE 4.1: EXISTING LAND USE, STUDY AREA



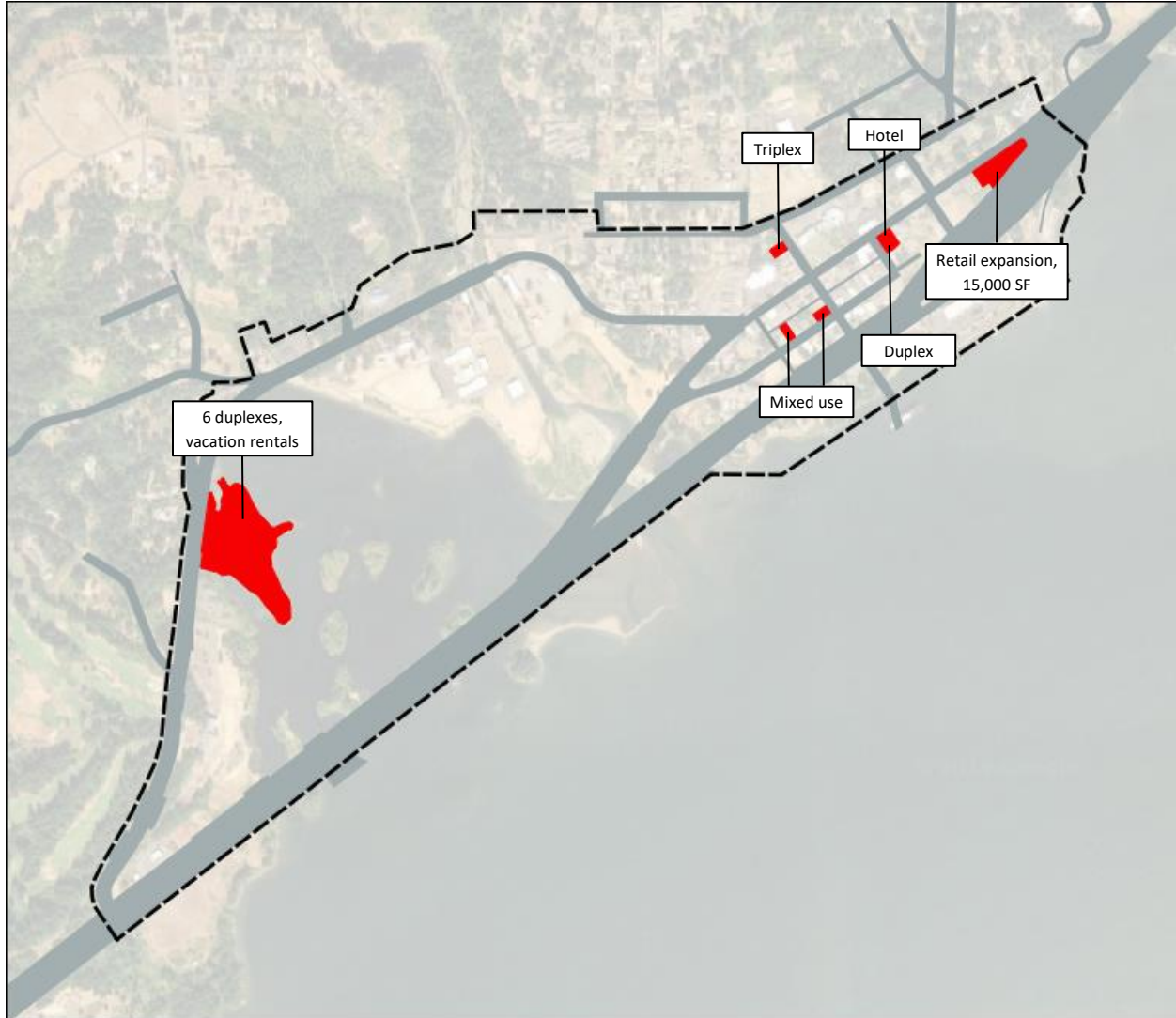
SOURCE: Crandall Arambula, Skamania County, Google Earth, JOHNSON ECONOMICS



PROPOSED PRIVATE DEVELOPMENT

Several private developments have been initiated in the Study Area recently. These include three townhome and duplex projects totaling 11 units, two of which are located in the downtown core and one which is located on the west side of Rock Cove. Two mixed-use projects have been proposed in the Core Area, both located on 1st Street. Additionally, a 15,000-square-foot expansion of Columbia Hardware east in Downtown and a four-room boutique hotel have also been proposed.

FIGURE 4.2: PROPOSED PRIVATE DEVELOPMENT, STUDY AREA



SOURCE: Skamania County, Google Earth, JOHNSON ECONOMICS



V. RESIDENTIAL MARKET ANALYSIS

The focus of this analysis is on urban building formats that can fit within a downtown setting. In the following, we will therefore focus on townhomes and rental apartments. However, because there are few recent examples of these housing formats in Stevenson, we will assess broader trends in the ownership and rental markets, including in neighboring markets, as trends for substitute housing forms and nearby markets tend to follow the same trajectories.

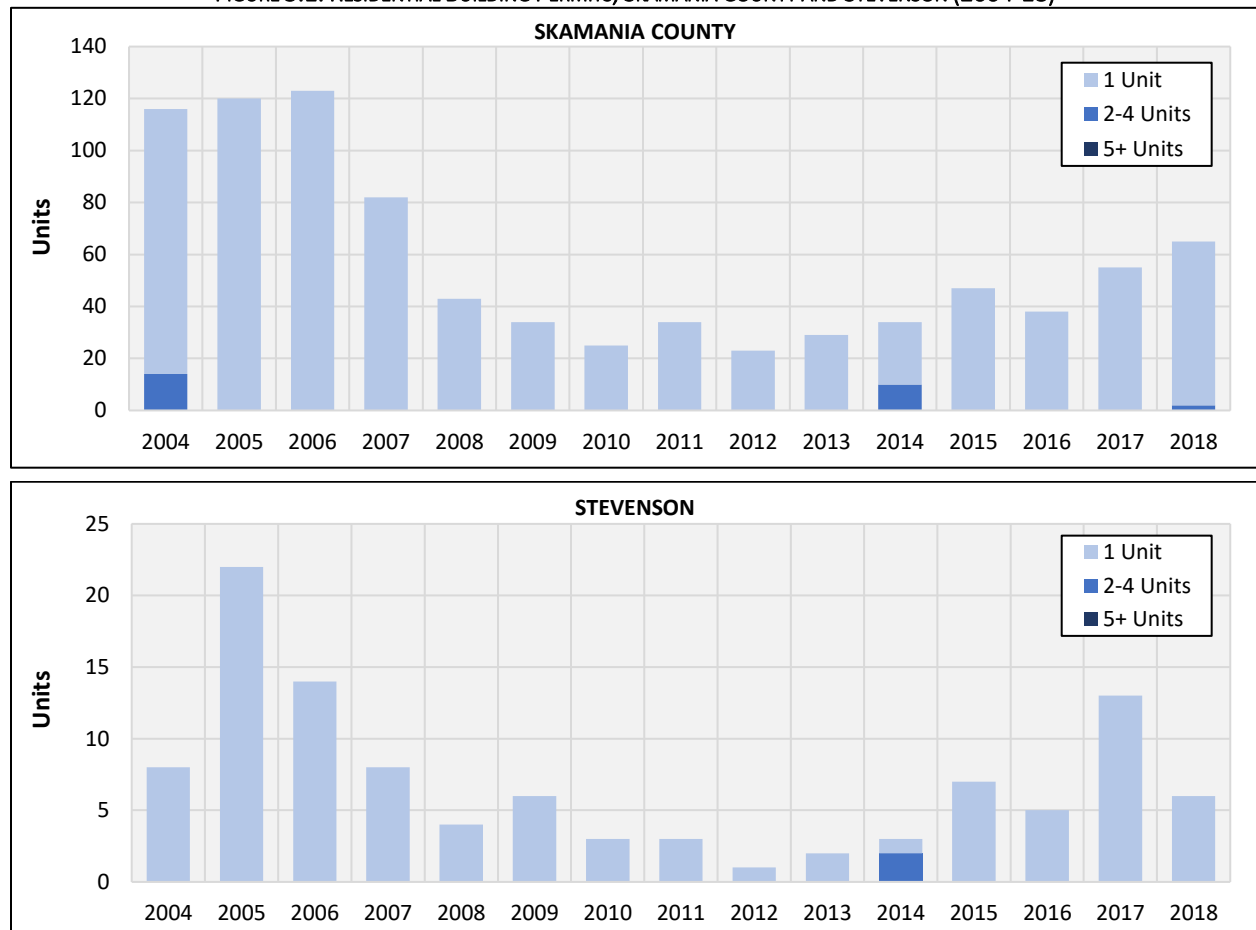
MARKET TRENDS

CONSTRUCTION ACTIVITY

Before the foreclosure crisis took hold in the late 2000s, around 120 housing units were built annually in Skamania County. The construction volume fell to around 25 units per year in the downturn, before gradually increasing to nearly 65 units in 2018. Stevenson peaked at 22 units in 2005, and bottomed at one unit in 2012. Stevenson permitted 13 units in 2017 and 6 in 2018. Stevenson has accounted for 12% of all housing construction in Skamania County since 2004, and 13% since 2013. The latter is in line with the city’s share of the countywide population.

Single-family homes dominate residential development in Skamania County and Stevenson. Only 26 multifamily units were built in the county over the 2004-18 period, including two in Stevenson. In the first four months of 2019, five multifamily units were permitted – all in Stevenson. All the multifamily units built since 2004 have been built in structures with fewer than five units. These represent 4% of all homes built in the county over the period.

FIGURE 5.1: RESIDENTIAL BUILDING PERMITS, SKAMANIA COUNTY AND STEVENSON (2004-18)



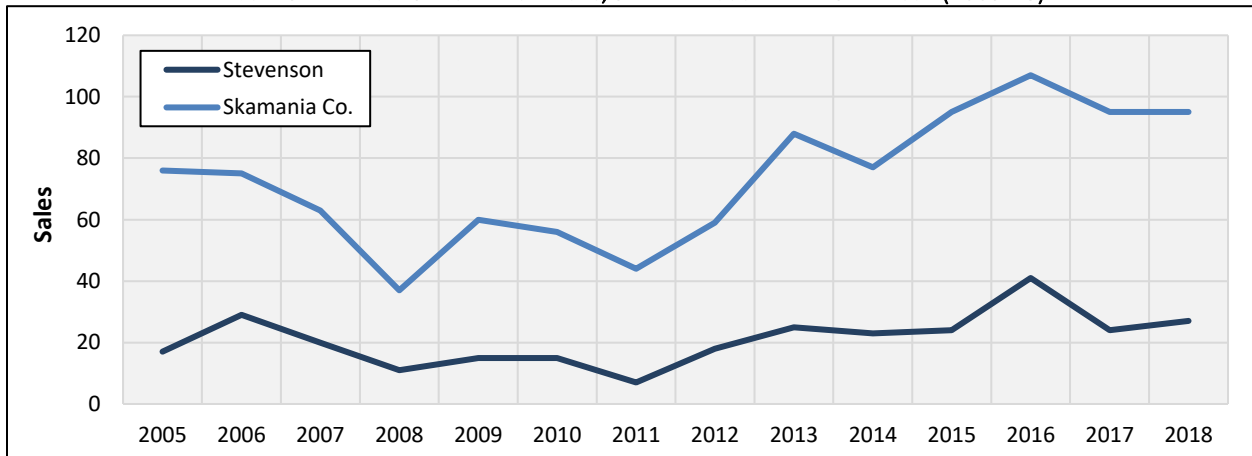
SOURCE: U.S. Census Bureau, JOHNSON ECONOMICS



OWNERSHIP SALES VOLUME

After the foreclosure crisis of the late 2000s greatly reduced the number of sales transactions in the market for ownership homes, Skamania County and Stevenson have seen relatively strong sales volumes over the past five years – at or above the pre-recession peak. In 2018, 95 homes were sold in the county according to RMLS, including 27 in Stevenson. The current sales volume represents 3-4 times the transaction volume at the bottom of the downturn. However, Skamania and Stevenson do not exhibit the same signs of undersupply as areas to the west. For instance, in 2018 the average market time for listed homes was 4.7 months in Skamania and 5.0 months in Stevenson, compared to 1.6 months in Clark County.

FIGURE 5.2: ANNUAL SALES TRANSACTIONS, SKAMANIA COUNTY AND STEVENSON (2005-18)

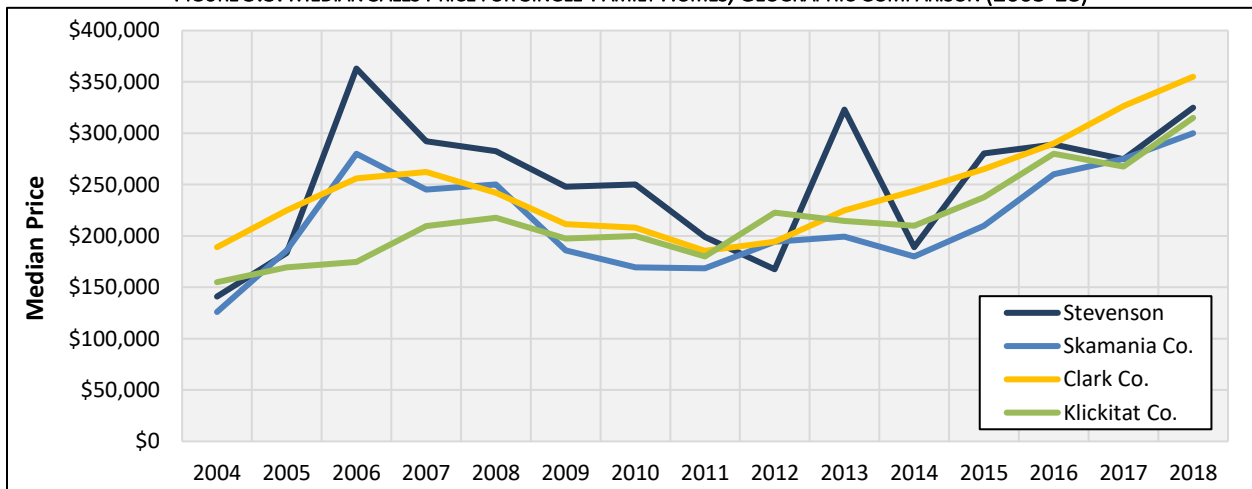


SOURCE: RMLS, JOHNSON ECONOMICS

OWNERSHIP PRICING

Home prices were relatively high in Stevenson in the previous decade, higher than in the remainder of Skamania County and the neighboring counties. Stevenson’s median price level reached a bottom of \$167,500 in 2012. Since then it has nearly doubled, to \$325,000 in 2018. This represents an average annual price increase of 11.7%. This trend is in line with surrounding areas. In 2018 the median price was up 18% from 2017. Annual price gains of this magnitude indicate an undersupplied market. However, the limited size of the Stevenson market can cause wide fluctuations in the median price level from year to year, something that might have impacted the price increase in 2018.

FIGURE 5.3: MEDIAN SALES PRICE FOR SINGLE-FAMILY HOMES, GEOGRAPHIC COMPARISON (2005-18)



SOURCE: RMLS, JOHNSON ECONOMICS



RENTAL MARKET CONDITIONS

Demand for rental housing has been strong in this decade nationwide. The late-2000s foreclosure crisis and ensuing recession led to more restrictive lending, which shifted housing demand from the ownership market to the rental market. Demand in this decade has also been boosted by the large millennial cohort reaching adulthood and forming their first households. High thresholds to creditworthiness and down payment, coupled with high levels of student debt, have largely relegated the millennials to the rental market. The demand has reduced vacancy and increased rents all over the nation, though increased construction has alleviated market pressures in recent years.

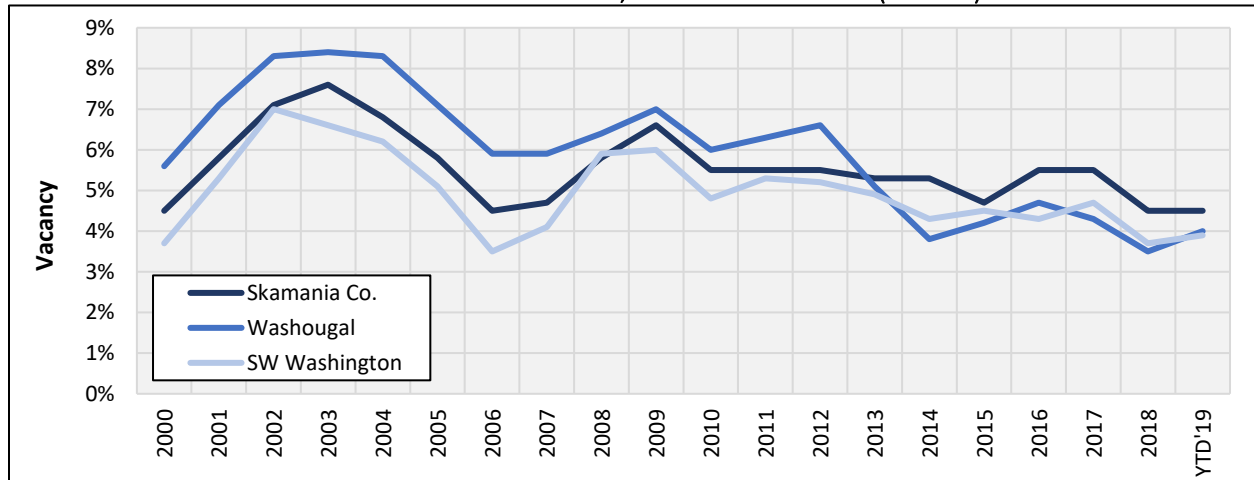
Stevenson has a very limited number of professionally managed rental properties, and some of these are income-restricted properties with regulated rent levels. In order to evaluate historical trends for market-rate properties, we therefore rely on data for Skamania County, as reported by CoStar. We compare this to trends in the wider Southwest Washington region and in Washougal, which is the closest rental market with recently completed apartment projects. We also note our own observations from surveys of properties in Stevenson.

RENTAL VACANCY

A vacancy rate around 5.0% typically represents a healthy supply-demand balance where rent increases keep in line with wage and income growth. In Skamania County, the vacancy rate has hovered around 5.5% throughout most of this decade, according to CoStar. However, over the past two years it has fallen to 4.5%, which indicates a slight undersupply. The current rate is roughly half a percentage point higher than in Southwest Washington and Washougal, which have seen somewhat steeper declines in vacancy in this business cycle. The latter likely reflects the strong job growth in Clark County, which has been dominated by young millennial workers.

We expect the vacancy rate in Stevenson to be lower than reflected in the CoStar data for Skamania. In our survey of rental properties within the city, we did not identify a single vacant unit. Property owners and managers that we spoke to all reported that available units are leased quickly, and that there is unmet demand for additional units. Several properties maintain long waitlists.

FIGURE 5.4: RENTAL VACANCY TREND, GEOGRAPHIC COMPARISON (2000-19)



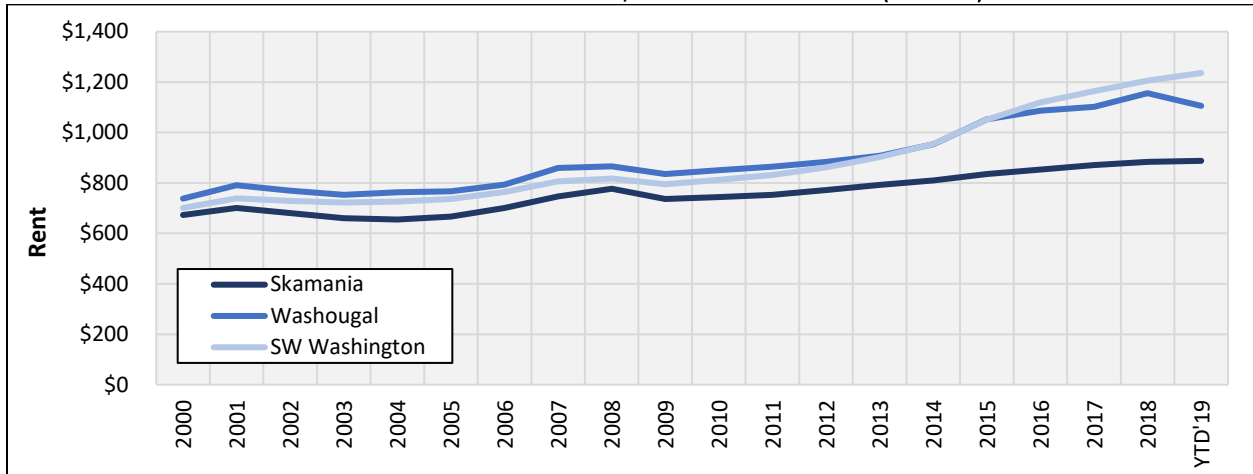
SOURCE: CoStar

RENT LEVELS

The average market-rate rental unit in Skamania County currently rents for \$890 per month. This represents a 20% discount to the average rent level in Washougal and 28% to the regional average. Skamania’s rent level has largely tracked the remainder of the region over the past two decades, though the discount has deepened over the past five years – a period with very strong economic growth in Clark County (4-5% job growth per year). The delivery of new apartment projects with extensive, modern amenities in Clark County and Washougal has also likely contributed to stronger rent growth in these markets than in Skamania, where no new supply has been built in this decade.



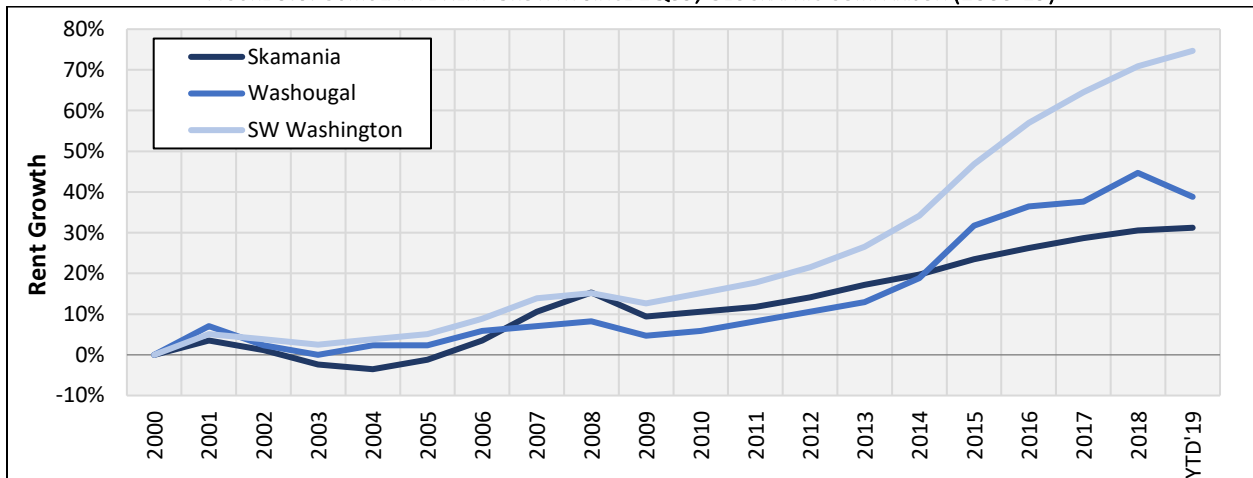
FIGURE 5.5: AVERAGE MONTHLY RENT, GEOGRAPHIC COMPARISON (2008-19)



SOURCE: CoStar

Over the past ten years, the average rent level in Skamania has increased 17% according to CoStar (1.6% annual average). This compares to 30% in Washougal and 53% in Southwest Washington. On a year-over-year basis, the rent growth in Skamania peaked at 3.1% per year in 2015. In comparison, Washougal saw an increase of 10.9% in 2015, while the increase in Southwest Washington was 9.4%. The delivery of new apartment supply since 2015 has cooled these markets and reduced the rent growth in recent years. Current year-over-year growth is 2.2% in the region and 1.4% in Skamania. The following chart shows cumulative rent growth since 2000.

FIGURE 5.6: CUMULATIVE RENT GROWTH SINCE 1Q09, GEOGRAPHIC COMPARISON (2000-19)



SOURCE: CoStar

ACHIEVABLE PRICING

FOR-SALE TOWNHOMES

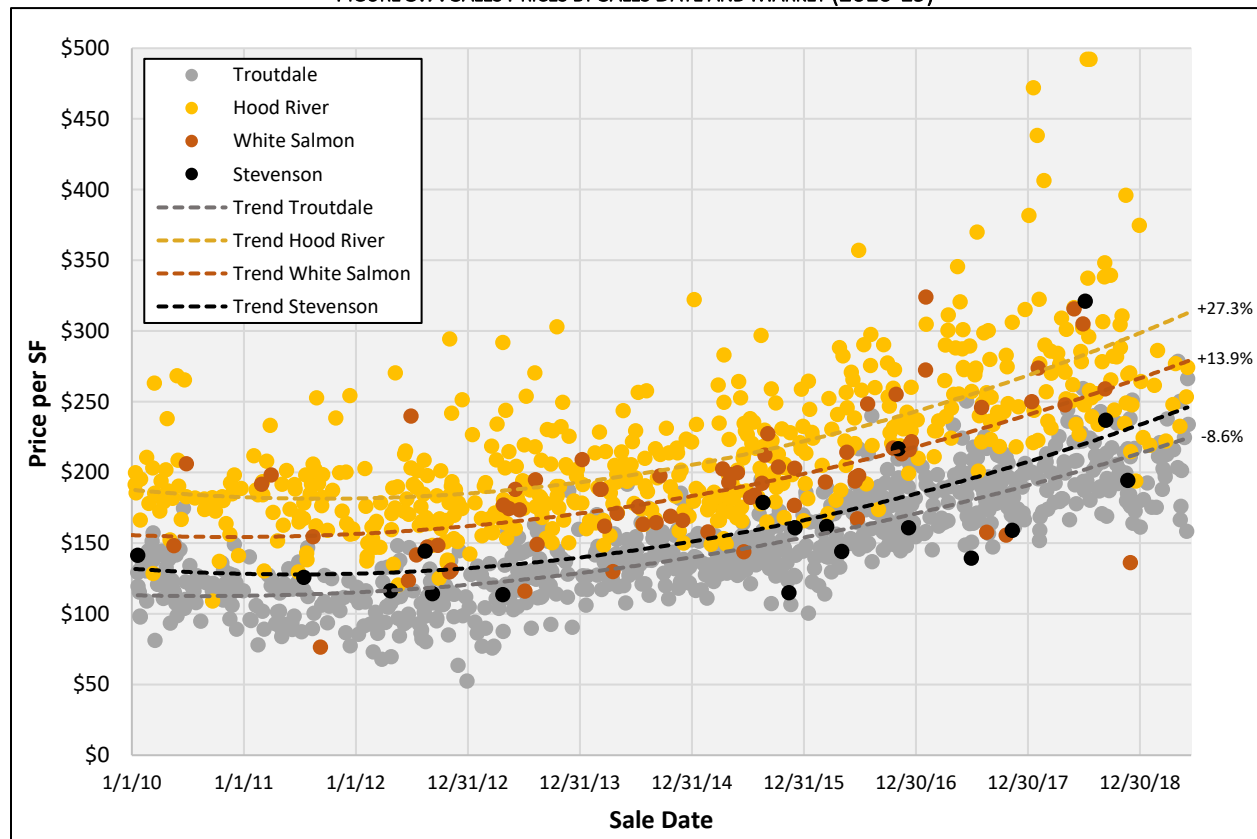
Stevenson has not seen construction of any townhomes of an urban format over the past ten years. In order to estimate achievable pricing for new townhomes in Downtown Stevenson, we have therefore surveyed townhome transactions from other downtown areas in the Columbia Gorge. The sales prices recorded for these properties are adjusted to account for the pricing differentials between Stevenson and these other markets, as well as for the price



change since the transactions took place. For this analysis, we have included two townhome projects in White Salmon, one in Troutdale, and three in Hood River.

The following chart shows per-square-foot home prices in these markets since 2010, as recorded in the regional RMLS system. We have limited the analysis to homes built after 1990, with floor plans between 1,000 and 2,500 square feet, and with lots smaller than 20,000 square feet. The chart also includes trendlines for each market. These are used to adjust historical prices to current levels. The current differential between the trend lines are used to adjust the prices to market levels appropriate for Stevenson. This methodology needs to be used with some caution, as larger markets with more extensive downtown areas (e.g., Hood River) have the potential to capture higher premiums for very upscale homes due to their appeal to less price sensitive luxury buyers.

FIGURE 5.7: SALES PRICES BY SALES DATE AND MARKET (2010-19)







SOURCE: RMLS, JOHNSON ECONOMICS

The surveyed townhome projects are profiled over the next pages, followed by an analysis of achievable pricing in Downtown Stevenson. Note that some of the properties are located just outside the downtown areas. We have also included one project located in the Heights area in Hood River (#5, Hull Street Lofts). The Heights is a historic pedestrian-urban area separate from the central business district in Hood River, representing a scale similar to Downtown Stevenson.







FIGURE 5.8: SURVEYED FOR-SALE TOWNHOME PROJECTS



5) Hull Street Lofts, 1121 Hull Street, Hood River, OR

Year built:	2014	Sale date:	11/26/14-12/30/14	Estimated current value:	\$334
Bed/bath:	2B/2b	Sale price:	\$229,000 - \$239,000	Market differential:	27.3%
Square feet:	1,031 - 1,128	Price/SF:	\$213 - \$224	Indicated Stevenson price:	\$262

6) Discovery Block, 205-293 SE 2nd Ave, Troutdale, OR

Year built:	2016-17	Sale date:	10/11/16 - 9/22/17	Estimated current value:	\$270
Bed/bath:	2B/2.5b	Sale price:	\$349,000 - \$380,000	Market differential:	-8.6%
Square feet:	1,640 - 1,660	Price/SF:	\$210 - \$232	Indicated Stevenson price:	\$296

SOURCE: RMLS, S Baird Design, JOHNSON ECONOMICS

The six projects indicate pricing in the range of \$241-391 per square foot in Stevenson. Two of the projects (#3 and #4) have a luxury profile that may exaggerate what is achievable in Stevenson. If we exclude these, the projects indicate achievable pricing in the \$241-296 range. The low end of this range is indicated by a project (#1) that is somewhat detached from downtown and that has a relatively basic profile (e.g., carpet in living room, small windows). The high end (#6) is represented by a project with a moderately upscale profile (e.g., large windows) and a situation within the downtown core. We regard this as an appropriate range for projects with analogous locations and similar profiles in the Study Area.

FIGURE 5.8: ACHIEVABLE PRICING, URBAN TOWNHOMES

COMPARABLE	INDICATED PRICE/SF
1) 505-523 Upper Wyers Street, White Salmon, WA	\$241
2) 608 NW Michigan Avenue, White Salmon, WA	\$253
3) Union Lofts, 304-314 Columbia Street, Hood River, OR	\$391
4) Cascadia Townhomes, 701-711 Oak Street, Hood River, OR	\$314
5) Hull Street Lofts, 1121 Hull Street, Hood River, OR	\$296
6) Discovery Block, 205-293 SE 2nd Ave, Troutdale, OR	\$262
Achievable townhome pricing, Study Area	\$241-296

SOURCE: JOHNSON ECONOMICS



RENTAL APARTMENTS AND TOWNHOMES

Stevenson does not have any rental housing of recent vintage. Examples of newer projects in other cities in the Gorge are also very limited. In order to assess achievable pricing for new units in the Study Area, we therefore draw on information from older properties in Stevenson – including recently renovated properties – as well as new projects in Washougal. For this analysis, we surveyed three historic mixed-use buildings with second-floor rental apartments in Downtown Stevenson, plus another three single-family rentals just outside Downtown, including one attached duplex-property. We also surveyed three properties in Washougal, including one new and one recently renovated mixed-use building in Downtown, plus one larger apartment project of a suburban walk-up format just outside Downtown. The surveyed properties are profiled on the next pages, followed by an analysis of achievable pricing in the Study Area.

FIGURE 5.9: SURVEYED RENTAL PROPERTIES









4) 80 NW Roosevelt St, Stevenson, WA

		<u>Type</u>	<u>SF</u>	<u>Units</u>	<u>Vacant</u>	<u>Rent</u>	<u>Avg. Rent/SF</u>
Type:	Duplex (side-by-side)	2B/1b	700	2	0	\$1,150	\$1.64
Year built:	1934						
Total units:	2						







5) 290 NW Chesser Stevenson, WA



		<u>Type</u>	<u>SF</u>	<u>Units</u>	<u>Vacant</u>	<u>Rent</u>	<u>Avg. Rent/SF</u>
Type:	Single-Family Home	3B/2b	1,200	1	0	1700	\$1.42
Year built:	1964						
Total units:	1						







6) 363 NW Vancouver Ave Stevenson, WA

		<u>Type</u>	<u>SF</u>	<u>Units</u>	<u>Vacant</u>	<u>Rent</u>	<u>Avg. Rent/SF</u>
Type:	Single-Family Home	4B/2b	1,412	1	0	\$1,800	\$1.27
Year built:	1950						
Total units:	1						

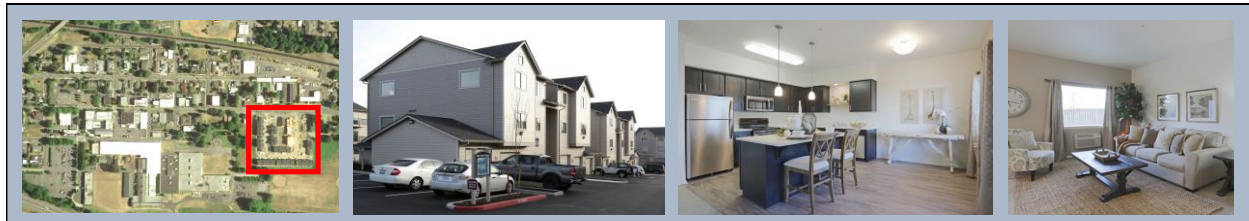


7) Rig-a-Hut, 1911 Main St, Washougal, WA

		<u>Type</u>	<u>SF</u>	<u>Units</u>	<u>Vacant</u>	<u>Rent</u>	<u>Avg. Rent/SF</u>
Type:	New Mixed-Use	1B/1b Sm	591-694	6	0	\$1,250-1,300	\$1.98
Year built:	2018	1B/1b Lg	753-906	2	0	\$1,350-1,400	\$1.65
Total units:	9	1B/1b LW	701	1	0	\$1,300	\$1.85



8) Blair Lofts, 1801 Main St, Washougal, WA		<u>Type</u>	<u>SF</u>	<u>Units</u>	<u>Vacant</u>	<u>Rent</u>	<u>Avg. Rent/SF</u>
Type:	Historic Mixed-Use	0B/1b	450-850	4	3	\$1,380	\$1.76
Year built:	1925						
Total units:	4						



9) Main Street Village, 2300 Main St, Washougal, WA		<u>Type</u>	<u>SF</u>	<u>Units</u>	<u>Vacant</u>	<u>Rent</u>	<u>Avg. Rent/SF</u>
Type:	Suburban Apartments	2B/2b	1,065	66	7	\$1,295-1,495	\$1.31
Year built:	2018	2B/2b	1,075	33	4	\$1,495	\$1.39
Total units:	99						

SOURCE: CoStar, Craigslist, property owners, Skamania County, Google Maps

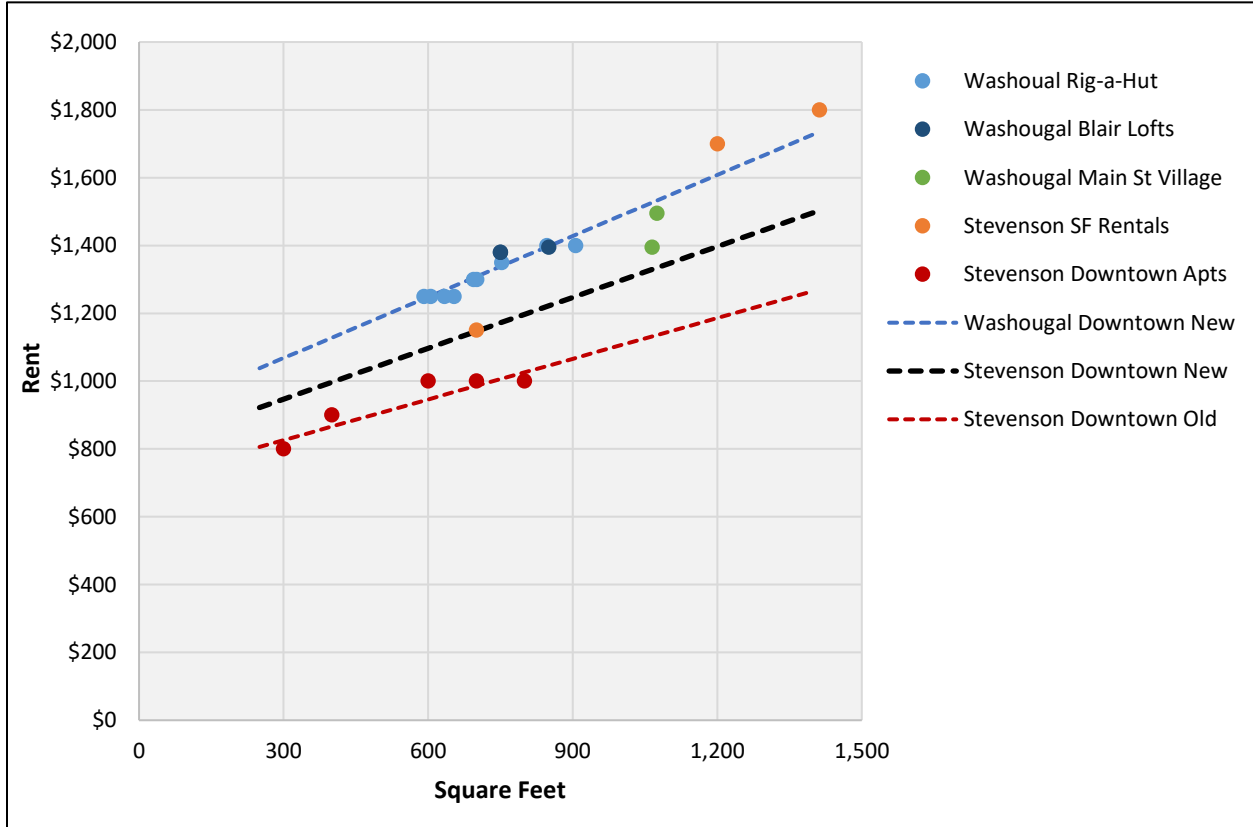
The scatter plot on the next page displays the observed rent levels as a function of square footage. The two mixed-use properties in Downtown Washougal have the highest rents among the apartment properties. Adjusted for unit size, these are priced higher than the suburban walk-up project located just outside Downtown (Main Street Village). The trendline for the two properties indicate a premium of 6% to the suburban project. This is in line with the premiums we typically see for apartments in small downtown areas (5-10%).

Among the Stevenson properties, the highest observed rents are for the two detached single-family homes. This is in line with typical pricing patterns, reflecting premiums for greater privacy, outdoor space, garages, etc. Also in line with typical patterns, the duplex property is priced between these and the downtown apartments. The latter reflect rents in the \$800-1,000 range, or \$1.25-2.67 per square foot (PSF).

Achievable pricing for new rental units in the Study Area can be assumed to lie between rent levels for older properties in Downtown Stevenson and new properties in Downtown Washougal. The black dashed line in the following chart indicates the mid-point between these two rent levels. We will use this as our assumption for achievable pricing for new apartments in the Study Area. For a typical apartment unit, this represents a monthly rent premium of around \$150 per month (16%) to the existing apartments in Downtown Stevenson.



FIGURE 5.10: RENTS BY UNIT SIZE, SURVEYED RENTAL PROPERTIES



SOURCE: CoStar, Craigslist, property owners

The following table provides examples of estimated achievable rent levels for various unit types and sizes in the Study Area. For regular apartment units, the estimates range from around \$1,000 (\$2.49 PSF) to around \$1,300 (\$1.30 PSF) per month. We have also included an estimate for townhome units with private ground-floor entrances and reserved parking, which in Southwest Washington typically capture premiums of around \$100 per month to similarly sized apartment units. With the following hypothetical unit mix, the rents translate into a project average of \$1.55 per square foot. The rent levels assume 12-month contracts with utilities billed separately.

FIGURE 5.11: ACHIEVABLE APARTMENT AND TOWNHOME RENTS, STUDY AREA (2Q19)

Unit Type	Units	Unit Mix	Size (SF)	Rent	Rent/SF
0B/1b	4	17%	400	\$997	\$2.49
1B/1b	4	17%	550	\$1,072	\$1.95
1B/1b	4	17%	700	\$1,147	\$1.64
2B/1b	4	17%	800	\$1,197	\$1.50
2B/2b	4	17%	1,000	\$1,297	\$1.30
3B/2b TH	4	17%	1,200	\$1,497	\$1.25
Total/Avg.	24	100%	775	\$1,201	\$1.55

SOURCE: JOHNSON ECONOMICS



DEMAND

In this section we estimate housing demand in Stevenson (city limits) over the next ten years. We evaluate demand for both rental and ownership housing, categorized by multifamily, single-family attached, and single-family detached formats. We assume that the Study Area has the potential to capture all the new demand for multifamily and attached single-family units.

JOHNSON ECONOMICS projects future housing demand by segmenting the existing household base by age and income – the two most important determinants of housing preferences – and modeling growth in each segment (70 segments) based on economic and demographic trends. As a starting point, we draw on household growth projections by Environics (form. Nielsen Claritas), which take into account aging of the existing population as well as birth, death, and migration trends. We adjust these estimates based on our survey of economic conditions and housing trends, including county-level population projections by age group developed by the Washington Office of Financial Management. The goal is for the estimates to reflect underlying demand rather than realized household growth, which can be constrained by supply.

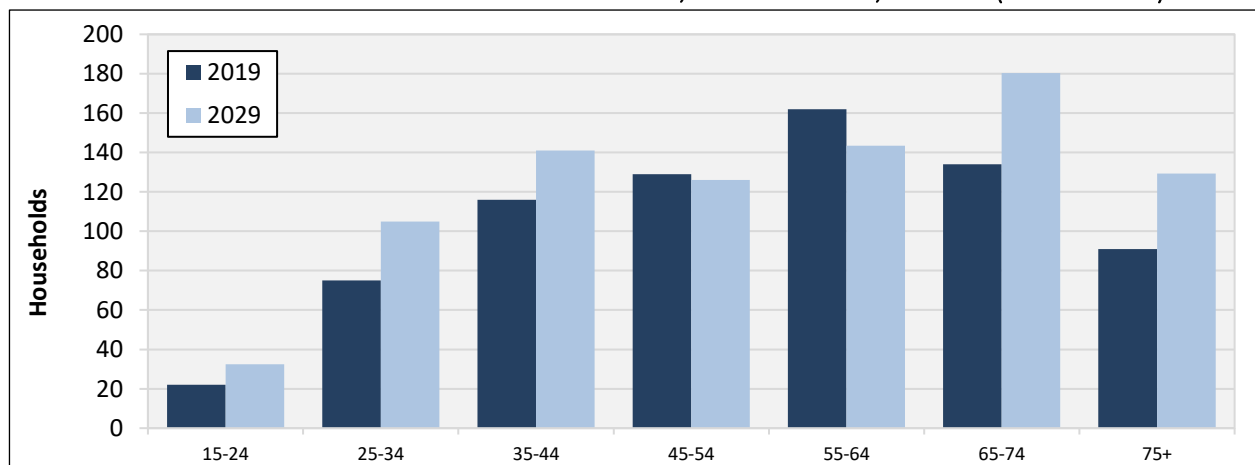
After developing a segmented projection of overall housing demand by age and income, we use data from the Census Bureau (including ACS Microdata samples) in order to establish local, segment-specific rates of housing tenure (owners/renters) and housing type (detached/attached/multifamily). The assumed future propensity rates take into account ongoing shifts related to credit requirements and affordability – factors that in recent years have increased the share of renters, especially in multifamily structures.

TOTAL HOUSING DEMAND

Our baseline demand projection indicates net growth of roughly 130 housing units in Stevenson over the next 10 years. This represents average annual household growth of 1.6%. In comparison, household growth between 2000 and 2010 was 2.2% per year, and 1.5% per year between 2010 and 2019 (using Claritas 2019 estimate). In other words, we expect underlying housing demand over the next 10 years to be slightly stronger than realized growth during the current decade, which has been a period marked by a mismatch between housing supply and demand, something that has likely reduced realized growth. The strong momentum in the Southwest Washington economy also indicates somewhat higher growth in coming years. Our low- and high-growth estimates assume growth rates of 1.3% and 2.2%.

The following chart displays the anticipated distribution of housing demand by age in 2029 (baseline estimates). The projections indicate growth concentrations among households in the pre-family and early-family state (age 25-44) as well as among seniors. This is in line with wider demographic shifts related to the millennial and baby boomer cohorts.

FIGURE 5.12: PROJECTED DISTRIBUTION OF HOUSEHOLDS BY AGE, BASELINE ESTIMATES, STEVENSON (2019 AND 2029)

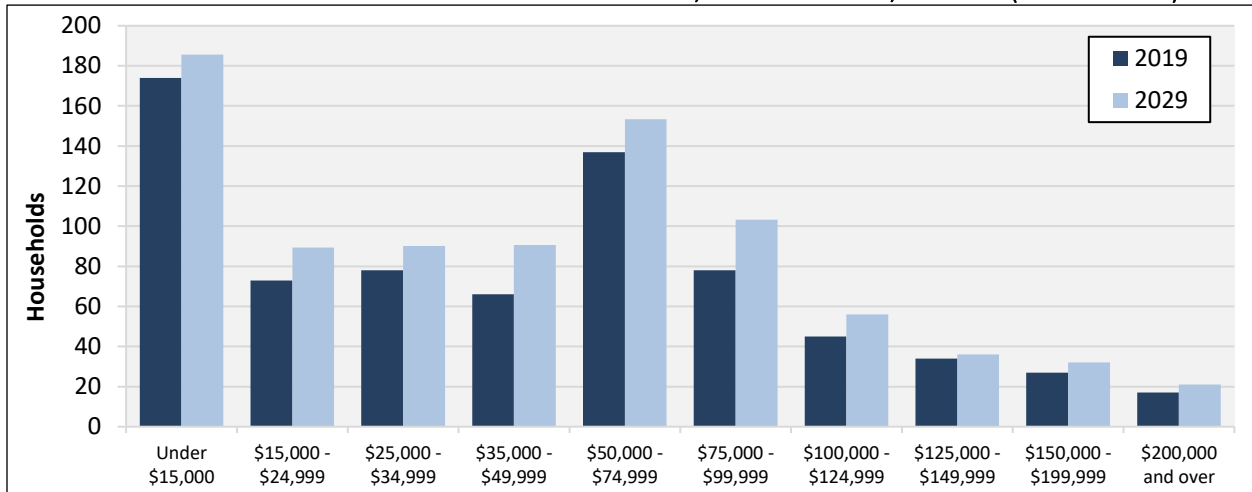


SOURCE: Environics, JOHNSON ECONOMICS



With respect to income, the demand growth is anticipated to be concentrated among middle-income segments. However, demand growth is also anticipated among low-income households, driven by the youngest and oldest segments. This demand is not likely to be realized into actual household growth without adequate supply of affordable housing.

FIGURE 5.13: PROJECTED DISTRIBUTION OF HOUSEHOLDS BY INCOME, BASELINE ESTIMATES, STEVENSON (2019 AND 2029)



SOURCE: *Environics, JOHNSON ECONOMICS*

DEMAND BY HOUSING TYPE

The following table summarizes our demand projections by housing type and ownership form over the next ten years, under a low-, baseline-, and high-growth scenario. We regard the baseline estimates to be the most likely. Projected demand is roughly evenly split between ownership and rental housing. In comparison, the most recent data from the Census Bureau indicates that 52% of the existing households are homeowners.

FIGURE 5.14: SUMMARY OF HOUSING DEMAND PROJECTIONS, STEVENSON (2019-29)

	LOW			BASELINE			HIGH		
	Owner	Renter	Total	Owner	Renter	Total	Owner	Renter	Total
Single-family detached	45	13	58	56	16	72	78	22	100
Single-family attached	6	7	13	7	9	16	10	12	22
Multi-family	1	31	32	2	39	41	2	54	56
Total	52	51	103	65	64	129	90	88	178

SOURCE: *Environics and JOHNSON ECONOMICS*

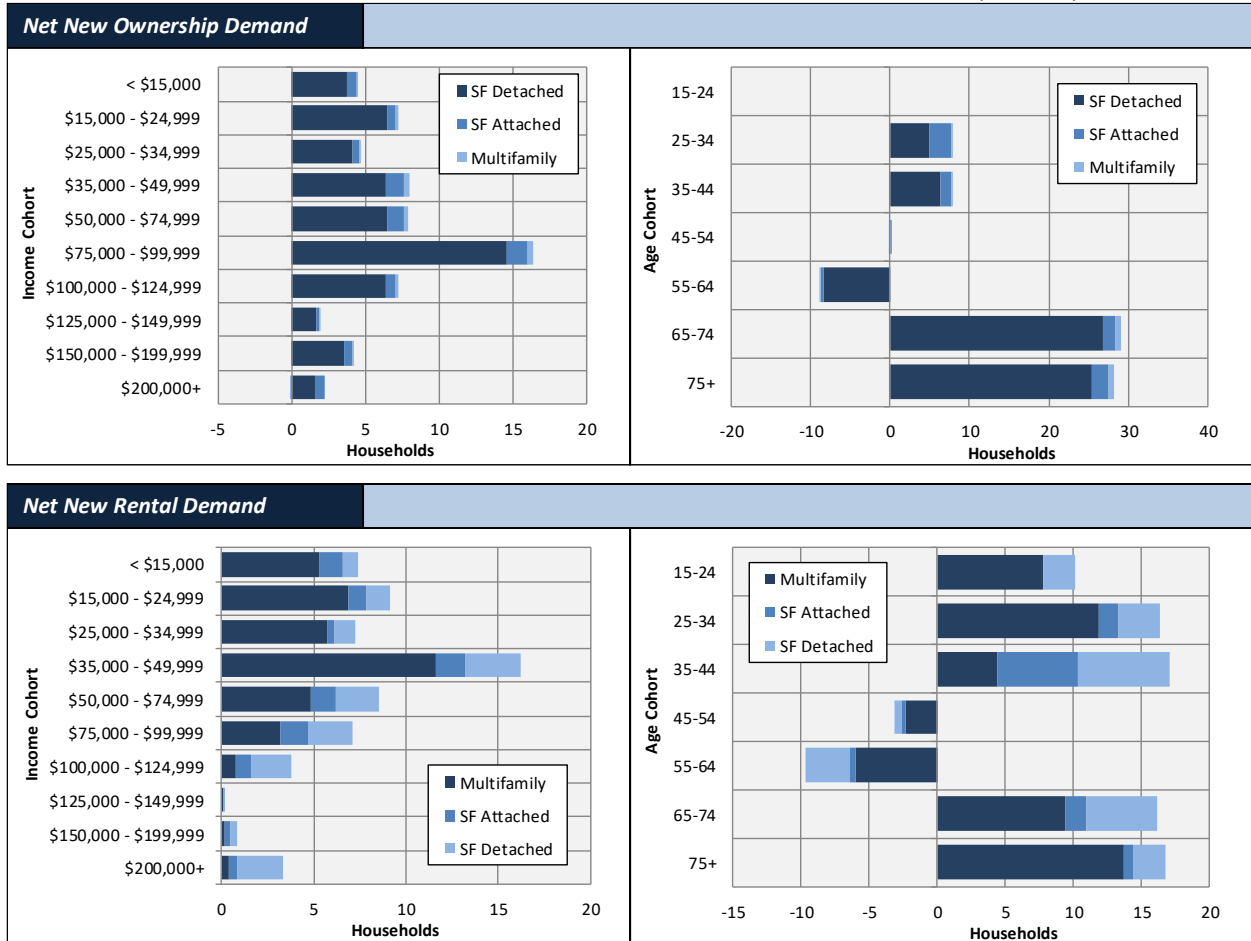
In the baseline scenario, we project net growth in demand for ownership homes of 65 units over the next ten years. The majority of this demand will be for detached single-family homes. Attached homes (townhomes, duplexes) are projected to see demand growth of seven units in the baseline scenario while the projected demand growth for condominium units (stacked flats) is negligible.

Growth in rental demand is expected to be dominated by apartment demand, representing roughly 40 units over the ten-year period in the baseline scenario. Rental townhomes are projected to see demand growth of around 10 units, while demand for detached rental units is projected to increase by 16. There is more flexibility between structure types in the rental market than the ownership market, and there is thus likely to be some flow between detached, attached, and multifamily segments depending on where there is available supply.



The following charts show how the demand growth is projected to be distributed across age and income categories. Demand for ownership homes is expected to be dominated by seniors, including seniors with low incomes that rely on equity and savings to purchase homes. Rental demand is expected to have a younger profile, dominated by low- and middle-income households.

FIGURE 5.15: PROJECTED HOUSING DEMAND GROWTH BY TENURE AND STRUCTURE TYPE (2019-29)



SOURCE: Envionics and JOHNSON ECONOMICS

EXISTING PENT-UP DEMAND

In addition to the growth in demand projected over the coming ten years, Steven also exhibits signs of existing pent-up demand. This is unrealized demand from individuals and families who are not able to find suitable housing within the city at appropriate price or rent levels, and thus live outside the city or with family or friends. This demand is usually concentrated among low-income households, typically among the youngest and oldest segments. Our surveys of owners and managers of rental properties in Stevenson indicated considerable unmet demand currently.

Pent-up demand is very difficult to estimate quantitatively. However, based on our interviews and available data, we would expect the current shortage in Stevenson to be on the order of 50 units (mainly rental apartments), including demand for subsidized housing. We would expect pent-up demand for small single-occupant apartments at or slightly below current market rent levels to be in the range of 20-30 units, dominated by retired seniors and young workers in the service and retail sectors.



VI. COMMERCIAL MARKET ANALYSIS

MARKET TRENDS

Though the commercial real estate market has recovered from the last downturn, it has not experienced the same growth as the residential market in this decade. One of the main headwinds facing this market is the shift in retail from brick-and-mortar stores to online shopping. The latter currently accounts for nearly 10% of all retail spending, and is increasing its market share by roughly one percentage point per year. Another trend, which has a longer history, is the shift from spending on goods to spending on services. The confluence of the two trends has led to weak real estate demand from physical goods retailers in recent years. This has hurt the larger retail centers in particular.

Downtown areas have fared relatively well in this decade, as these are dominated by service providers and eating/drinking places. On a net basis, eating and drinking places have accounted for nearly all the absorption of commercial space in smaller downtown areas in this decade. The best performing service providers have been personal care salons (hair, nails, spa, etc.), followed by health/leisure studios (fitness, dance, martial arts, etc.) and professional service offices (financial, legal, insurance, real estate). The best performing goods retailers have belonged to the everyday goods category (grocery, convenience, specialty food/drink, health/supplement), though wireless stores, certain hobby/pet stores, and antique shops are also increasing. The weakest categories have been banks, electronics stores, and print shops.

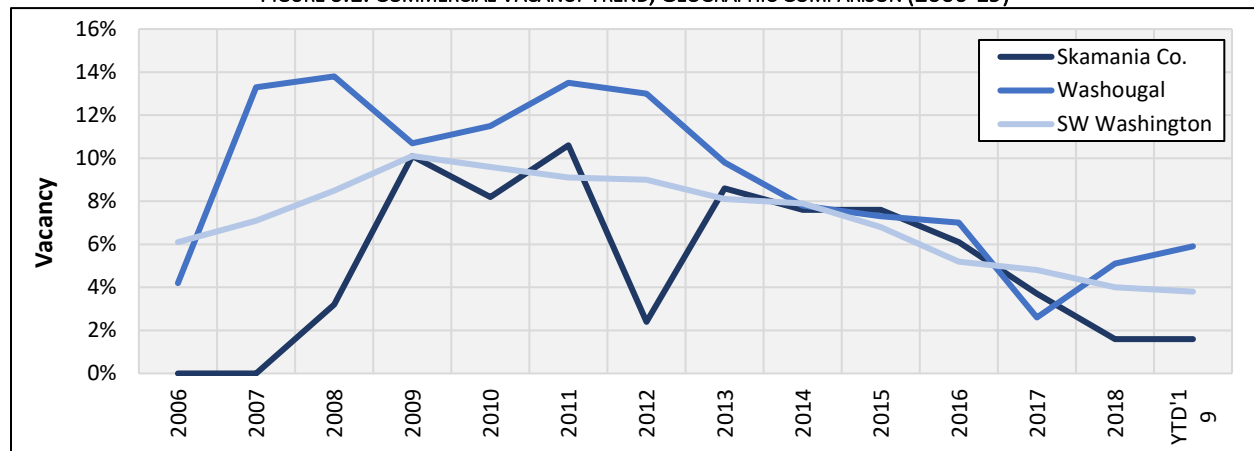
Available data on business entities and employment in Stevenson indicate that breweries, restaurants, and chiropractors/physical therapists have been the strongest commercial tenant categories in the Study Area in this decade. The steepest declines are seen among physicians and to a lesser extent professional service providers. Based on typical per-employee floor area factors, we estimate that job growth between 2010 and 2016 in Stevenson's commercial sector (+54 jobs) represented absorption of 11,000 square feet of space (see demand section).

VACANCY

Because of limited availability of commercial real estate market data in Stevenson, we rely on market data for Skamania County in this section, comparing the county to Washougal and Southwest Washington.

Vacancy rates for commercial space in Southwest Washington peaked at 10.0% in 2009, well above the 7.5% typically regarded to represent a healthy market. The rates have declined gradually since then, to a current level of 4.0%. Washougal was harder hit by the downturn, peaking at 13.5% vacancy in 2011, and currently sitting at 5.9%. Skamania County tracked the regional trend between 2013 and 2016, but have since seen steeper declines and currently sit at 1.6%. Stevenson likely has a higher vacancy rate currently, as there are several vacant spaces in Downtown.

FIGURE 6.1: COMMERCIAL VACANCY TREND, GEOGRAPHIC COMPARISON (2006-19)



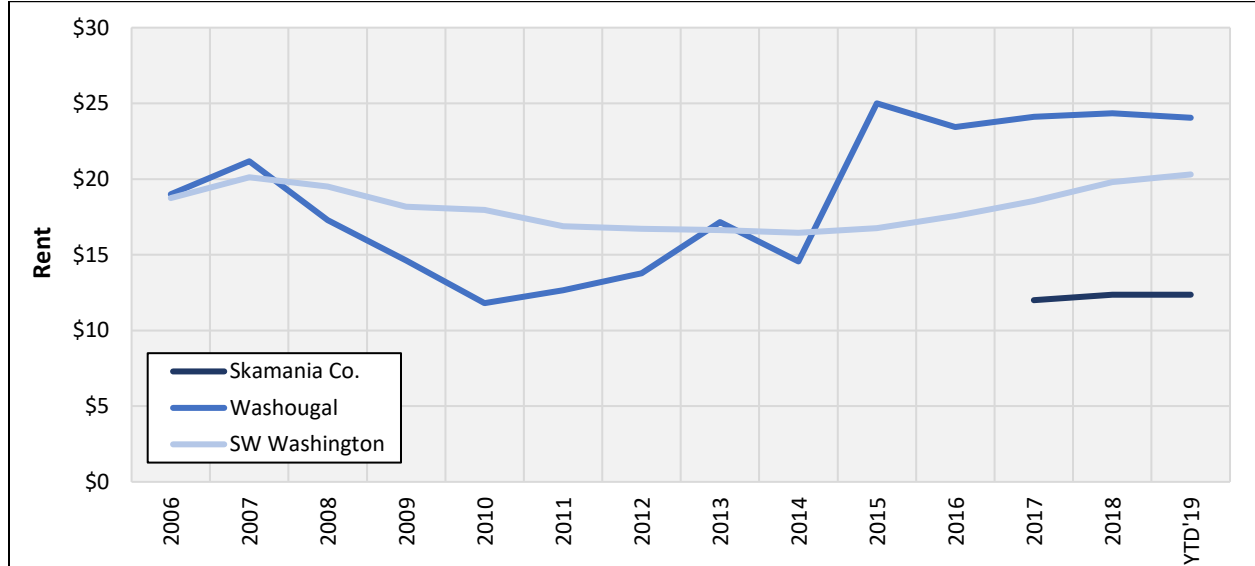
SOURCE: CoStar



RENTS

Asking rates have increased moderately on the regional level in this recovery, from an average of \$16.45 (annual, PSF) in 2014 to \$20.31 currently. Washougal has seen a stronger increase, though the limited amount of space available in this market makes the average asking rate sensitive to changes in the quality of available spaces. The same can be said about Skamania County, which has only been tracked by CoStar since 2017. The current average, \$12.36 is well below the average in Washougal and Southwest Washington, and has only changed marginally since 2017.

FIGURE 6.2: AVERAGE ANNUAL ASKING RATES PER SQUARE FOOT, COMMERCIAL SPACE, GEOGRAPHIC COMPARISON (2006-19)



SOURCE: CoStar

ACHIEVABLE PRICING

The average lease rates presented on the previous page do not necessarily reflect achievable pricing for new structures. Existing commercial buildings in Skamania County (primarily in Downtown Stevenson) are of older vintage and do not offer the ceiling height or large storefront windows that modern downtown commercial buildings typically offer. Some of the spaces are also very deep relative to their frontage. These factors likely put downward pressure on lease rates in this market. In order to estimate achievable pricing for modern space, JOHNSON ECONOMICS surveyed new buildings in Washougal and Troutdale in addition to existing buildings in Downtown Stevenson. Washougal and Troutdale represent access to larger populations than Stevenson, and thus have potential for higher sales volumes. This should translate into higher lease rates in these markets. However, the downtown areas in these two cities are limited in size, as most of the residential demand is captured by nearby retail centers with stronger exposure to residential traffic. We therefore regard these downtowns to be appropriate reference points for Stevenson.

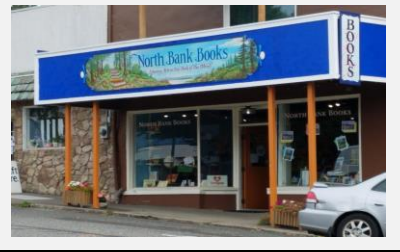
FIGURE 6.3: SURVEYED COMMERCIAL PROPERTIES

1) ASH BUILDING 74 SW Russel Ave, Stevenson, WA			
Type:	Historic mixed-use		
Year built:	1907		
Commercial SF:	5,000		
Available SF:	-		
Lease type:	NNN		
Annual rate:	\$10.00		



2) 66 RUSSELL
66 SW Russel Ave, Stevenson, WA

Type:	Historic mixed-use
Year built:	1910
Commercial SF:	1,325
Available SF:	-
Lease type:	NNN
Annual rate:	\$8.40



3) AVERY BUILDING #1
198 SW 2nd St, Stevenson, WA

Type:	Historic mixed-use
Year built:	1912
Commercial SF:	1,800
Available SF:	-
Lease type:	NNN
Annual rate:	\$11.00



4) AVERY BUILDING #2
198 SW 2nd St, Stevenson, WA

Type:	Historic mixed-use
Year built:	1912
Commercial SF:	800
Available SF:	-
Lease type:	NNN
Annual rate:	\$15.00



5) TOWN SQUARE
1700 Main St, Washougal, WA

Type:	Commercial plaza
Year built:	2008
Commercial SF:	50,000
Available SF:	18,460
Lease type:	NNN
Annual rate:	\$20.00



6) 1887 MAIN
1887 Main St, Washougal, WA

Type:	Urban office/retail
Year built:	2012
Commercial SF:	7,900
Available SF:	2,000
Lease type:	NNN
Annual rate:	\$15-20 (est)



7) RIG-A-HUT
1911 Main St, Washougal, WA

Type:	Urban mixed-use
Year built:	2018
Commercial SF:	2,060
Available SF:	1,422
Lease type:	NNN
Annual rate:	\$18-19





8) DISCOVERY BLOCK	
200 E Columbia Hwy, Troutdale, OR	
Type:	Office/retail
Year built:	2019
Commercial SF:	13,000
Available SF:	9,500
Lease type:	NNN
Annual rate:	\$17-20



SOURCE: CoStar, brokers, property owners, Skamania County, Google Maps

The surveyed properties in Stevenson reflect commercial lease rates in the range of \$8.40-15.00 per square foot (annual, NNN), with the highest rates observed in the Avery Building on 2nd Street. Newer spaces in Washougal are offered at rates in the \$15-20 range on a triple-net (NNN) basis, depending on size and floor level. The lower end of the range is in line with rates at older commercial properties with inferior configuration and frontage. The Discovery Block in Troutdale has been advertised at \$17-20, with the highest rates for ground-floor retail and the lowest for second-floor office space. In comparison, smaller ground-floor spaces in Downtown Troutdale in buildings built around 2000 are generally offered in the \$18-20 range, while older buildings are typically priced a bit lower (\$16-18).

Based on this survey and other surveys conducted by JOHNSON ECONOMICS in recent years, we would expect new buildings with modern commercial space in Stevenson to capture annual premiums of \$3-5 per square foot to existing buildings. We would expect ground-floor retail space to achieve pricing in the \$12-17 range, depending on size and location. 2nd Street is likely to capture the highest rates (\$15-17), while rates will likely be somewhat lower on 1st Street and Russell Avenue (\$13-15) and other streets in the Study Area (\$12-14). Second-floor office rates are likely to represent discounts to these rates, though they will likely exhibit less variation.

FIGURE 6.4: ACHIEVABLE COMMERCIAL LEASE RATES (ANNUAL, PSF, NNN), STUDY AREA (2Q19)

Location	GROUND-FLOOR STOREFRONT		2ND-FLOOR OFFICE	
	Low	High	Low	High
2nd Street	\$15.00	\$17.00	\$12.00	\$15.00
1st Street/Russell Ave	\$13.00	\$15.00	\$11.50	\$13.50
Other streets	\$12.00	\$14.00	\$11.00	\$13.00

SOURCE: JOHNSON ECONOMICS

BUSINESS PROFILE AND NEEDS

EXISTING BUSINESS PROFILE

Downtown Stevenson has a profile typical of smaller business centers located along seasonal tourist routes. The majority of its businesses are oriented toward local, year-around residents, but it includes a relatively large number of eating and drinking places that rely at least in part on tourist support. Businesses focused exclusively on tourism (e.g., galleries, gift/souvenir shops, recreation equipment rentals, tour operators) are few, likely reflecting the difficulty of sustaining such businesses in the off-season.

The following table provides an overview of commercial tenant categories present in Stevenson as of 2016, which is the most recent year for which this data is available. The data is derived from a Census Bureau dataset that tallies establishments by industry and size (number of employees) on the zip code level. We regard the data to be representative for the Study Area as nearly all commercial activity in zip code 98648 is located within the Study Area. As can be seen from the table, roughly 40% the businesses in this area have fewer than five employees, and nearly 70% have fewer than 10 employees.



FIGURE 6.5: COMMERCIAL BUSINESSES BY TENANT CATEGORIES, ZIP CODE 98648 (2016)

BUSINESS		ESTABLISHMENTS BY SIZE (EMPLOYEE COUNT)					Total
Tenant Category	Business Type	1-4	5-9	10-19	20-49	50-99	
Auto parts	Goods retailer		1				1
Clothing	Goods retailer	1					1
Convenience	Goods retailer	1					1
Gas station	Goods retailer	1	1		1		3
Grocery	Goods retailer					1	1
Hardware/materials/garden	Goods retailer		1				1
Pharmacy	Goods retailer		1				1
Used goods	Goods retailer	1					1
Bank	Service provider	1	2				3
Attorney	Service provider	1					1
Chiropractor/physical therapy	Service provider	1	2				3
Dentist	Service provider		1				1
Insurance	Service provider	1					1
Optic/vision	Service provider	1					1
Physician/clinic	Service provider			1			1
Real estate agent	Service provider	1					1
Vet/animal clinic	Service provider	1					1
Phone/internet	Service provider	1					1
Bar/pub	Eating/drinking place	1					1
Brewery/winery/distillery	Eating/drinking place				1		1
Coffee/juice/ice cream	Eating/drinking place	1	1				2
Full-service restaurant	Eating/drinking place			3	1		4
Limited-service restaurant	Eating/drinking place	1	1	1			3
Total		15	11	5	3	1	38

SOURCE: U.S. Census Bureau JOHNSON ECONOMICS

Certain resident-oriented business that are often found in small downtown areas are missing in this list. These include personal care salons (hair/nail/spa), fitness/leisure options (e.g., spinning, dance/yoga, and martial arts studios), certain professional services (CPAs, financial advisors), wireless stores, and health/supplement stores. Some of these categories are currently represented in Stevenson.

BUSINESS NEEDS: RESIDENT-ORIENTED

Businesses oriented toward residents generally benefit from being located near employment centers or along commute paths. Downtown Stevenson is well positioned in this respect, as it is itself an employment center, and it is located on Highway 14, easily accessible to most commuters. It does not have to compete against nearby retail centers that provide stronger access to commuters.

Resident-oriented businesses also benefit from convenient and ample parking. Businesses that rely on frequent, routine visits (e.g., grocery stores) have the strongest needs in this respect. Like most other downtown areas, Stevenson has limited parking, something that becomes a particular challenge during the tourist season. In downtown areas where heavy seasonal tourist traffic is an issue, resident-oriented businesses generally benefit from locations that are off the main tourist routes and that are close to other resident-oriented businesses, allowing for available parking as well as synergies in customer traffic. This can detract from growth and densification of the downtown core. However, the lack of nearby suburban retail centers prevents this dynamic in Downtown Stevenson. The existing location of key public services in Downtown adds to the gravitational force on resident-oriented businesses.



In terms of floor area needs, resident-oriented businesses vary considerably. Service providers generally occupy the smallest spaces, down to around 500 square feet. However, certain service categories – like medical clinics – can occupy large spaces, though usually less than 5,000 square feet in smaller towns like Stevenson. Eating and drinking places typically occupy 1,000-4,000 square feet in smaller towns, though coffee shops, sandwich bars, and ice cream parlors can occupy smaller spaces. Goods retailers can range from 1,000 square feet for certain boutique stores to around 20,000 square feet for grocery and hardware stores, though these larger building formats are usually located outside the downtown core.

BUSINESS NEEDS: TOURIST-ORIENTED

Tourist-oriented businesses benefit from attractive, cohesive, and walkable environments that in themselves provide an experience for visitors. Streets that are dense with active, varied uses and engaging storefronts are particularly appealing to visitors. Buildings with large storefront windows enhance the visitor experience by facilitating two-way engagement between indoor and outdoor activity. Vacant lots, parking lots, blighted structures, and structures with limited window area detract from the visitor experience.

In Stevenson, 2nd Street provides the most vital setting in this regard, though it does not yet have the scale, cohesion, or vitality necessary to make it a primary destination or a must stop for tourists. This makes it more dependent on capturing pass-through traffic, something that requires exposure (location on 2nd or 1st Street is an advantage) and convenient parking. As it grows into more of a destination, convenient parking will become less of an issue, as destination visitors typically plan to walk around and are willing to park further away.

Tourist-oriented businesses generally have more limited floor area needs than resident-oriented businesses. Galleries and boutique shops are often found in spaces with less than 1,000 square feet. The largest downtown spaces in tourist towns are often occupied by restaurants, up to around 5,000 square feet.

DEMAND

JOHNSON ECONOMICS projects future demand for commercial space by modeling changes in the underlying drivers of demand. The two main drivers in Stevenson are population growth and growth in visitor spending. We therefore focus on these two metrics when we project commercial space demand in the Study Area over the coming ten years. Our analysis begins with estimates of demand growth over the recent past, as indicated by local business and employment growth in industries that typically occupy commercial space. For this, we rely on the same dataset as used when profiling downtown businesses.

Demand for industrial space is not evaluated in this analysis. However, we regard industrial buildings of smaller scale to be compatible with other uses in certain parts of the Study Area, especially flex buildings with storefront windows and relatively large office/showroom components. We expect there will be demand for new industrial space in Stevenson over the coming ten years.

In the following, we convert counts of establishments by number of employees to employment estimates, and thereafter to space demand. For these conversions we rely on average employment and square-footage figures observed in analyses of employment and commercial space in smaller downtown areas in the Portland Metro Area. The estimates of historical space demand are used to calibrate estimates of future demand resulting from population growth and visitor spending.

The following table displays estimates of growth in commercial space demand within the Study Area over the 2010-16 period. Over this period, commercial employment increased by an estimated 54 jobs. Based on typical space utilization, this corresponds to an increase in space demand of 10,600 square feet over this period, or roughly 1,800 square feet (1.9%) per year.



The table identifies and totals tenant categories often found in downtown storefront retail space (identified by *). These categories have seen stronger growth than categories usually located in office buildings or suburban retail buildings, together representing estimated demand growth of 11,700 square feet over the period.

FIGURE 6.6: ESTIMATED CHANGE IN COMMERCIAL SPACE DEMAND, STUDY AREA (2010-16)

	ESTABLISHMENTS			EMPLOYMENT			SF/emp	SQUARE FEET		
	2010	2016	Change	2010	2016	Change		2010	2016	Change
Attorney	2	1	-1	4	2	-2	298	1,191	595	-595
Auto parts	1	1		7	7		576	4,031	4,031	0
Bank	2	3	1	14	15	1	277	3,876	4,153	277
Bar/pub *		1	1		3	3	328	0	984	984
Brewery/winery/distillery *	1	1		7	21	14	356	2,492	7,476	4,984
Chiropractor/physical therapy	1	3	2	7	16	9	352	2,466	5,636	3,170
Clothing *	1	1		2	2		355	710	710	0
Coffee/juice/ice cream *	2	2		4	9	5	114	458	1,030	572
Convenience *	1	1		2	2		399	798	798	0
CPA	2		-2	4		-4	175	698	0	-698
Dentist	1	1		7	7		267	1,870	1,870	0
Flowers *	1		-1	2		-2	624	1,248	0	-1,248
Full-service restaurant *	6	4	-2	58	73	15	235	13,607	17,126	3,519
Gas station	5	3	-2	28	35	7	210	5,880	7,350	1,470
Grocery	1	1		56	56		347	19,432	19,432	0
Hardware/materials/garden	1	1		7	7		989	6,923	6,923	0
Insurance	2	1	-1	4	2	-2	372	1,489	745	-745
Limited-service restaurant *	3	3		11	24	13	147	1,617	3,527	1,910
Motor vehicles	1		-1	2		-2	253	506	0	-506
Optic/vision	1	1		2	2		515	1,030	1,030	0
Pharmacy	1	1		7	7		945	6,618	6,618	0
Physician/clinic	4	1	-3	19	13	-6	672	12,765	8,734	-4,031
Real estate agent		1	1		2	2	287	0	574	574
Used goods *		1	1		3	3	334	0	1,003	1,003
Vet/animal clinic	1	1		2	2		156	312	312	0
Phone/internet *	1	1		2	2		310	620	620	0
Total	42	35	-7	258	312	54		90,635	101,276	10,641
<i>* Typical downtown retail</i>	<i>16</i>	<i>15</i>	<i>-1</i>	<i>88</i>	<i>139</i>	<i>51</i>		<i>21,549</i>	<i>33,274</i>	<i>11,725</i>

SOURCE: U.S. Census Bureau, JOHNSON ECONOMICS

The first metric used to project demand over the 2019-2029 period is population growth. We use the county population, as Stevenson attracts resident demand for goods and services from the entire county. The county-wide population grew at an average annual rate of 0.6% over the 2010-16 period. Over the 2019-29 period, the population is projected by the State (OFM) to grow at an 0.8% annual rate, adding 1,040 residents. For low- and high-growth assumptions, we use 0.5% and 1.1%.

Visitor spending is also modeled on the county level. We exclude lodging spending in order to focus on goods and services. Over the 2010-16 period, the average annual increase in non-accommodation visitor spending was 3.1% (inflation-adjusted). Based on the longer-term trend, we expect more moderate growth over the coming ten years, at an average rate of 2.5% per year, with 2.0% and 3.3% assumed in our low and high estimates.

Averaging the annual growth rates for the two metrics over the 2010-16 period indicates a blended 1.9% growth rate. This is identical to our estimate of growth in commercial space demand over this period, which was derived from establishment and employment counts. We therefore average projected population growth and visitor spending growth over the 2019-29 period in order to project space demand over this period. This indicates a 1.7% annual



growth rate in the baseline scenario, which translates into 19,200 square feet of space, or nearly 2,000 square feet per year on average. The low- and high-growth estimates indicate demand between 14,700 and 25,900 square feet.

FIGURE 6.7: PROJECTED CHANGE IN COMMERCIAL SPACE DEMAND, STUDY AREA (2019-29)

BASELINE	Skamania Population	Skamania Visitor Spending (2010 \$M)	Average Growth Rate (AAGR)	Commercial Space Demand (SF)
2010	11,066	\$42.10		90,635
2016	11,500	\$50.52		101,276
2010-16 AAGR	434	\$8.42	1.9%	10,641
	0.6%	3.1%		1.9%
2019	12,017	\$57.29		106,439
2029	13,057	\$73.36		125,625
2019-29 AAGR	1,040	\$16.07	1.7%	19,187
	0.8%	2.5%		1.7%
LOW	Skamania Population	Skamania Visitor Spending (2010 \$M)	Average Growth Rate (AAGR)	Commercial Space Demand (SF)
2019-29 AAGR	615	\$12.55	1.3%	14,103
	0.5%	2.0%		1.3%
HIGH	Skamania Population	Skamania Visitor Spending (2010 \$M)	Average Growth Rate (AAGR)	Commercial Space Demand (SF)
2019-29 AAGR	1,389	\$21.98	2.2%	25,923
	1.1%	3.3%		2.2%

SOURCE: WA OFM, Dean Runyan Associates, WSDOT, JOHNSON ECONOMICS

Based on the historical growth over the 2010-16 period, we would expect a large share of the new demand to be driven by categories that often lease storefront space in downtown retail buildings. However, in light of regional trends in smaller downtown areas, we regard it unlikely that the downtown retail demand will be greater than the total commercial demand, as was the case between 2010 and 2016. For the sake of projections, we would assume that roughly two-thirds of the demand, or around 13,000 square feet in the baseline scenario will be for downtown retail space.

Note that the baseline estimates are largely based on historical trends, and thus do not take into account the potential catalytic impact of improvement projects that enhance the appeal of Stevenson as a tourist destination. We regard the proximity between Downtown and the Columbia River to represent strong potential for increased tourist-oriented commercial activity, and thus for space demand in the high end of the indicated range (25,900 SF).

Note also that whereas demand growth during this decade has largely been accommodated by space that was left vacant in the wake of the last downturn, growth over the coming decade will likely require construction of additional commercial space.

FIGURE 6.8: SUMMARY OF COMMERCIAL SPACE DEMAND (SF), STUDY AREA (2019-29)

	Low	Baseline	High
All Commercial	14,103	19,187	25,923
Downtown Retail	9,449	12,855	17,368

SOURCE: JOHNSON ECONOMICS



VII. HOSPITALITY MARKET ANALYSIS

MARKET TRENDS

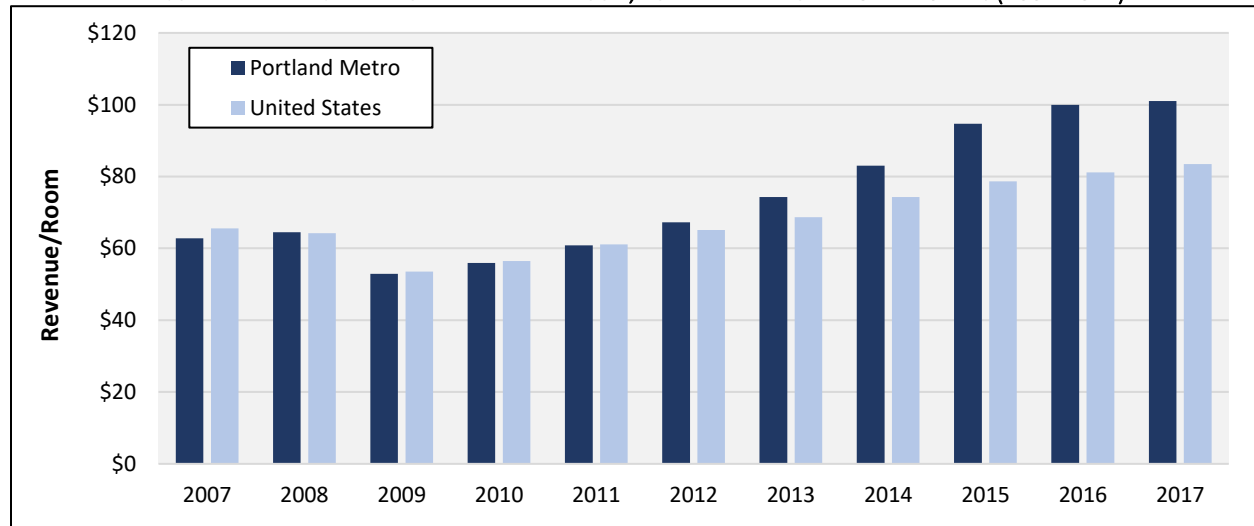
BROAD TRENDS

The hospitality sector has seen strong growth in the current decade, reflecting that the economic expansion has increased business activity as well as leisure travel. Corporate travel, conventions, relocations, and tourism are all contributing to the growth, leading to rising occupancy and room rates, as well as increased development activity.

The segment with the strongest momentum currently is select-service hotels, especially in larger urban centers. These hotels typically offer amenities like pool, spa, gym, business center, and a breakfast buffet, but not a full restaurant. This segment has taken market share from full-service hotels, particularly among business travelers, and to some extent also from limited-service hotels. However, limited-service hotels also exhibit strong growth, accounting for most of the new development outside large urban centers. Limited-service hotels continue to benefit from a shift in preferences among budget travelers, for whom motels used to be the standard option before falling out of favor over the past two decades.

On the national level, the occupancy rate in the hotel industry currently exceeds 66%, after climbing every year since 2009. The current rate is 11 percentage points higher than the 2009 bottom. 65% is generally considered a healthy level, and is often the assumption used for underwriting of new properties. The average room rate has increased 33% in this decade, from \$98 to \$130. Combining the two measures, the average revenue per available room has increased 53% since 2010, or 5.4% per year on average. The Portland Metro Area has seen stronger gains, with revenues increasing 8.8% per year on average in this decade.

FIGURE 7.1: AVERAGE REVENUE PER AVAILABLE ROOM, PORTLAND METRO AND UNITED STATES (2007-2017)



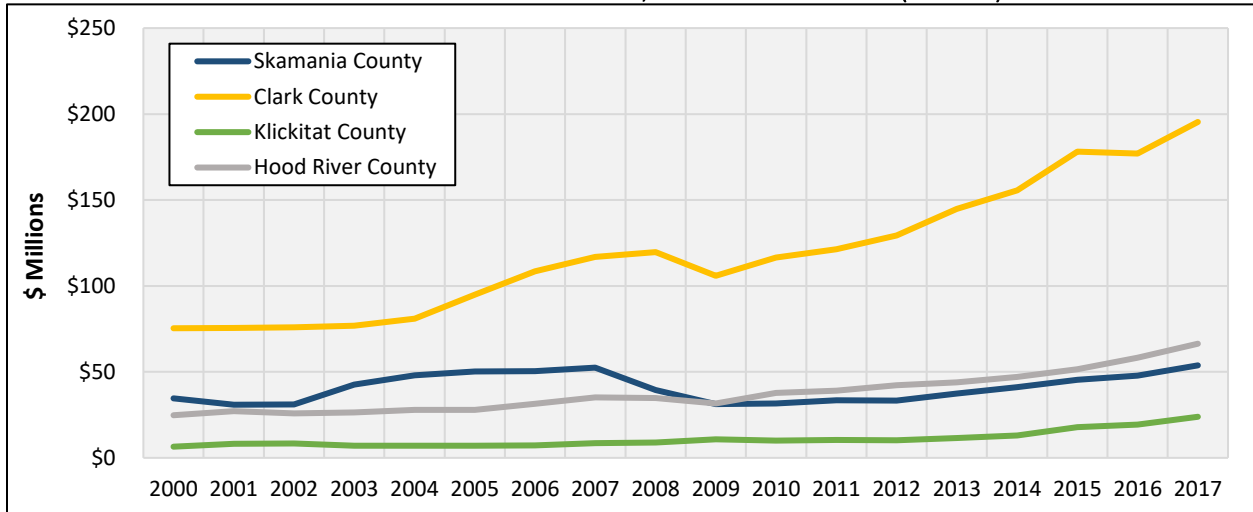
SOURCE: Smith Travel Research, JOHNSON ECONOMICS

SKAMANIA COUNTY HOTEL REVENUE

Total lodging revenue in Skamania County was \$54 million as of 2017. This is only slightly higher than prior to the last recession. However, taking into account inflation over the period, the 2017 level represents a decline of 13% from the 2007 level. Though other markets in the Portland area and the Gorge also suffered declines during the downturn, most markets recovered within a few years. Reduced demand in the resort segment, which is a significant portion of Skamania County's hotel sector due to Skamania Lodge, might be a contributing factor to the relatively weak growth in the county. As of 2017, lodging spending in Skamania County is nearly on par with spending in Hood River County, and represents roughly twice the spending in Klickitat County.



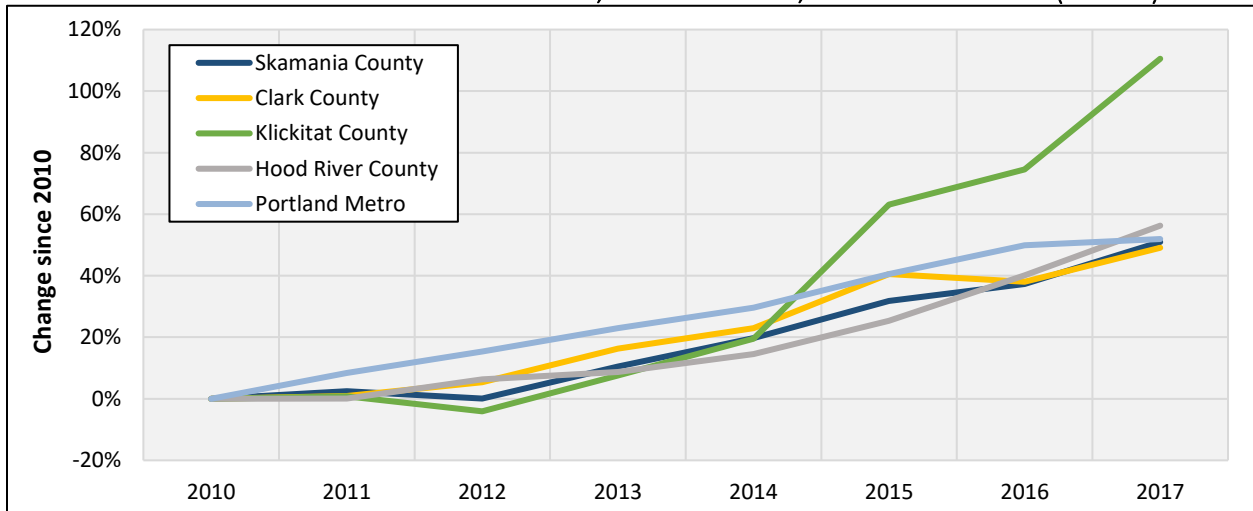
FIGURE 7.2: HOTEL AND MOTEL REVENUES, GEOGRAPHIC COMPARISON (2000-17)



SOURCE: Dean Runyan Associates

In this decade Skamania County has seen growth in lodging revenue on par with the other markets. Adjusted for inflation, Skamania’s revenue was up 51% over the 2010-17 period, compared to 49% in Clark County, 56% in Hood River County, and 52% in the Portland Metro Area. Only Klickitat County stands out with growth of 111% over the period.

FIGURE 7.3: GROWTH IN HOTEL AND MOTEL REVENUES, INFLATION-ADJUSTED, GEOGRAPHIC COMPARISON (2010-17)



SOURCE: Dean Runyan Associates

HOTEL OCCUPANCY

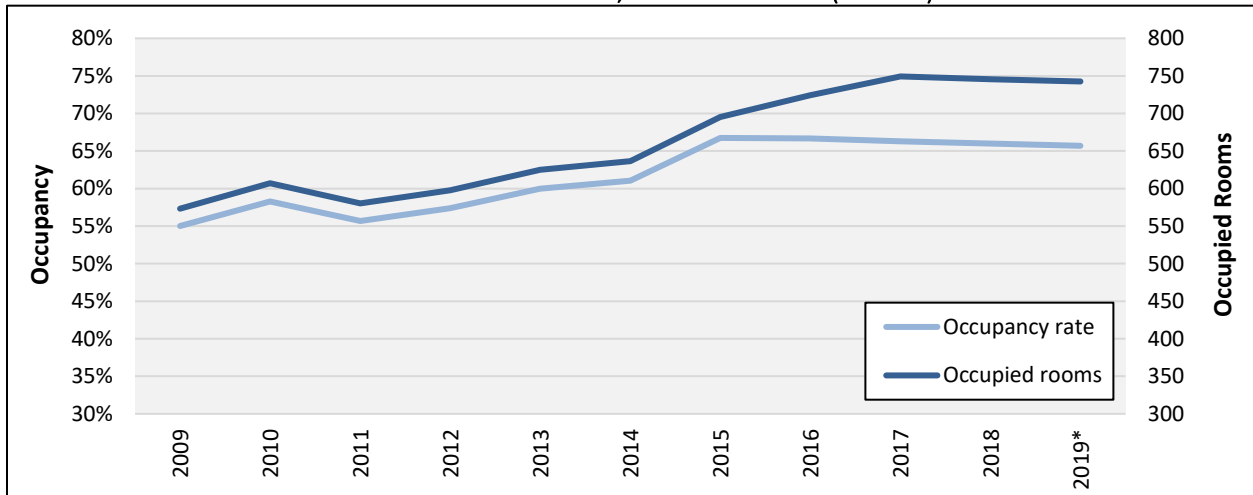
For trends in occupancy and room rates, we rely on data reported to Smith Travel Research from a sample of hotel properties in the western portion of the Columbia Gorge. These include two properties in Stevenson, one in Cascade Locks, one in Washougal, and two in Hood River. Most of these properties are profiled later in this section.

The sample currently has a collective occupancy rate of 66%, which is in line with the national average and slightly higher than the target level of most hotel managers. Below this level, room rates are often reduced, and above this level room rates are often increased. The occupancy level peaked in 2015 at 67% and has declined very gradually to the current level since then. At the 2009 bottom, the occupancy rate was 55%.



The following chart includes the occupancy trend as well as the estimated average number of rooms occupied in this market over the past ten years. The latter is estimated by applying the sample occupancy rate to the total number of rooms in this market, which extends from Washougal to Bingen on the Washington side and Cascade Locks to Hood River on the Oregon side. One hotel property has been built in this market over this period (Hampton Inn Hood River, 88 units, 2016). Total occupancy has been near 750 rooms in this market after this property opened.

FIGURE 7.4: OCCUPANCY TREND, WEST GORGE SAMPLE (2009-19)



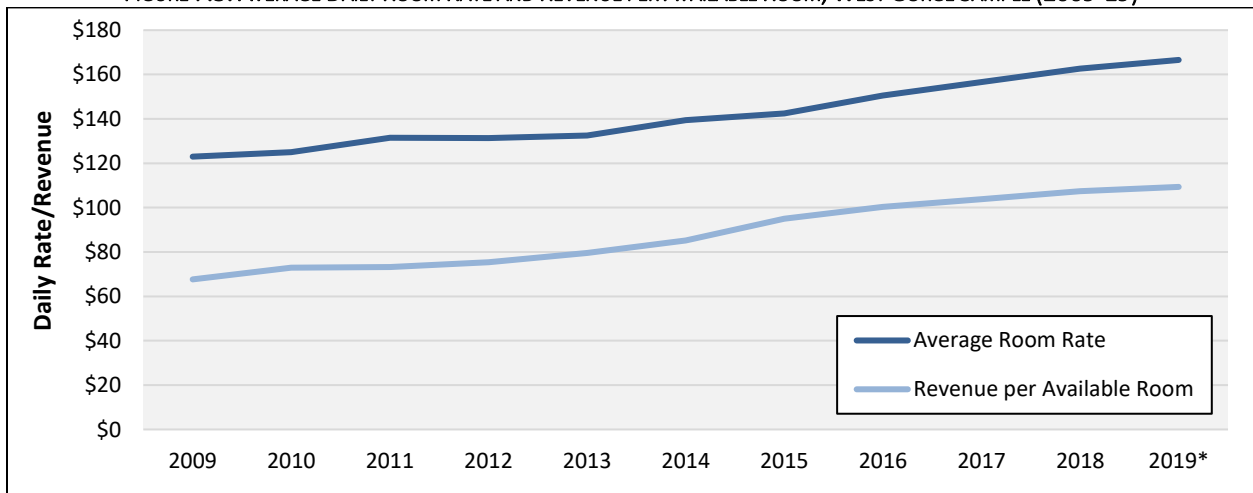
* 2019 level represents a full-year estimate based on the year-over-year change as of May 2019.

SOURCE: Smith Travel Research, JOHNSON ECONOMICS

ROOM RATES

Room rates in the Gorge have climbed every year over the past ten years. Across the sample, our full-year estimate for the average rate in 2019 is \$167 per night, 2.4% above the 2018 average. The rate has increased 19.4% over the past five years, or 3.6% per year on average. The highest single-year increase was in 2016, at 5.7%, responding to the strong occupancy gain in the previous year. Revenue per available room, which takes into account occupancy, currently averages \$109 per night, 1.9% above the 2018 level. The gain, which is in line with current inflation, indicates a well-balanced market.

FIGURE 7.5: AVERAGE DAILY ROOM RATE AND REVENUE PER AVAILABLE ROOM, WEST GORGE SAMPLE (2009-19)



* 2019 level represents a full-year estimate based on the year-over-year change as of May 2019.

SOURCE: Smith Travel Research






ACHIEVABLE PRICING

In this analysis, we will focus on achievable pricing for limited-service hotels. This is the hospitality format that has exhibited the strongest demand growth outside large urban centers during this business cycle, and that has dominated new development in the region. Achievable pricing for boutique, select-service, and full-service hotels will represent premiums to limited-service pricing, depending on amenity and service level.

Limited-service hotels benefit from highway visibility and access, and are less dependent on the character of the immediate surroundings than resort hotels (which benefit from attractive natural settings) and boutique hotels (which benefit from vital downtown settings). They have extensive parking needs and thus tend to locate outside the most active urban areas where land costs are highest.

Stevenson does not currently have any limited-service hotels. The closest example is Best Western Plus in Cascade Locks, which offers views of the Columbia River. However, this property is in the I-84 corridor, and thus benefits from exposure to higher traffic volumes. The closest example along Highway 14 is Best Western Parkersville in Washougal, though this property captures demand from visitors to Camas and Washougal as well as pass-through travelers on Highway 14. Both properties are included in our survey. In order to provide reference points for pricing differentials between Stevenson and Cascade Locks, we have included one motel property from each of these cities. We have also included Skamania Lodge (resort hotel) and the Camas Hotel (boutique hotel) for additional reference points.

FIGURE 7.6: SURVEYED HOSPITALITY PROPERTIES

		
#1 Rodeway Inn <i>40 NE Second Street, Stevenson, WA</i>	#2 Skamania Lodge <i>1131 SW Skamania Lodge Way Stevenson, WA</i>	#3 Columbia Gorge Inn <i>404 Wa Na Pa Street Cascade Locks, OR</i>
Year Open 1993 Type Motel Market Scale Economy Customer Base Tourist Rooms 30	Year Open 1993 Type Resort Hotel Market Scale Upscale Customer Base Destination visitor Rooms 258	Year Open 1970 Type Motel Market Scale Economy Customer Base Tourist Rooms 30
Standard Rates Low: \$60 High: \$80	Standard Rates Low: \$240 High: \$265	Standard Rates Low: \$70 High: \$90
On-site Amenities	On-site Amenities	On-site Amenities
<input checked="" type="checkbox"/> Wifi <input type="checkbox"/> Business Center <input type="checkbox"/> Fitness Center <input type="checkbox"/> Indoor Pool <input checked="" type="checkbox"/> Free Breakfast <input type="checkbox"/> Restaurant <input type="checkbox"/> Sundry/Convenience Shop <input checked="" type="checkbox"/> Laundry/Dry Cleaning	<input checked="" type="checkbox"/> Wifi <input checked="" type="checkbox"/> Business Center <input checked="" type="checkbox"/> Fitness Center <input checked="" type="checkbox"/> Swimming Pool <input type="checkbox"/> Free Breakfast <input checked="" type="checkbox"/> Restaurant <input checked="" type="checkbox"/> Sundry/Convenience Shop <input checked="" type="checkbox"/> Laundry/Dry Cleaning	<input checked="" type="checkbox"/> Wifi <input type="checkbox"/> Business Center <input type="checkbox"/> Fitness Center <input type="checkbox"/> Indoor Pool <input type="checkbox"/> Free Breakfast <input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Sundry/Convenience Shop <input type="checkbox"/> Laundry/Dry Cleaning



#4 Best Western Plus Columbia River	
<i>735 Wa Na Pa Street, Cascade Locks, OR</i>	
Year Open	1995
Type	Limited Service Hotel
Market Scale	Midscale
Customer Base	Business/Tourist
Rooms	63
Standard Rates	
Low: \$130	High: \$220
On-site Amenities	
<input checked="" type="checkbox"/> Wifi	
<input checked="" type="checkbox"/> Business Center	
<input checked="" type="checkbox"/> Fitness Center	
<input checked="" type="checkbox"/> Indoor Pool	
<input checked="" type="checkbox"/> Free Breakfast	
<input type="checkbox"/> Restaurant	
<input type="checkbox"/> Sundry/Convenience Shop	
<input checked="" type="checkbox"/> Laundry/Dry Cleaning	



#5 Best Western Plus Parkersville	
<i>121 S 2nd Street Washougal, WA</i>	
Year Open	2009
Type	Limited Service Hotel
Market Scale	Midscale
Customer Base	Business/Tourist
Rooms	79
Standard Rates	
Low: \$125	High: \$162
On-site Amenities	
<input checked="" type="checkbox"/> Wifi	
<input checked="" type="checkbox"/> Business Center	
<input checked="" type="checkbox"/> Fitness Center	
<input checked="" type="checkbox"/> Indoor Pool	
<input checked="" type="checkbox"/> Free Breakfast	
<input type="checkbox"/> Restaurant	
<input checked="" type="checkbox"/> Sundry/Convenience Shop	
<input checked="" type="checkbox"/> Laundry/Dry Cleaning	



#6 Camas Hotel	
<i>405 NE 4th Ave, Camas, WA</i>	
Year Open	1911
Type	Boutique Hotel
Market Scale	Midscale
Customer Base	Tourist
Rooms	24
Standard Rates	
Low: \$100	High: \$130
On-site Amenities	
<input checked="" type="checkbox"/> Wifi	
<input type="checkbox"/> Business Center	
<input type="checkbox"/> Fitness Center	
<input type="checkbox"/> Indoor Pool	
<input checked="" type="checkbox"/> Free Breakfast	
<input checked="" type="checkbox"/> Restaurant	
<input type="checkbox"/> Sundry/Convenience Shop	
<input type="checkbox"/> Laundry/Dry Cleaning	

SOURCE: Smith Travel Research, property staff, property websites

The best indication of achievable pricing for a new limited-service hotel in Stevenson is comparable the Best Western Plus in Cascade Locks. A standard room at this property sells for \$130 to \$220 per night in the low and high season respectively. (The range is considerably wider than for the Best Western Plus in Washougal, which is less dependent on tourist demand and thus sees more stable occupancy throughout the year.) We would expect a discount in Stevenson relative to Cascade Locks, due to lower traffic volumes. Using the two motel properties as proxies, Stevenson appears to incur a discount in the 10-15% range. Applying this discount to the Best Western Plus in Cascade Locks indicates standard room rates in the \$115-190 range. Adjusting for the age of the property, we would expect a new limited-service hotel with river views in Stevenson to achieve standard room rates in the \$125-200 range in today's market, averaging roughly \$155 throughout the year.



DEMAND

We model hospitality demand for the larger West Gorge market (Washougal to Bingen and Cascade Locks to Hood River). The estimates include all hotel types. Inflation-adjusted hotel/motel spending in this market has grown at an annual average rate of 1.9% since 1993, when the first data is available. Over the 2007-2017 period, which included a severe downturn, the spending level increased at a 2.4% average annual rate. Hotel occupancy (measured in rooms) has increased at a 2.6% average annual rate over the past ten years. Based on these figures, we will assume 2.4% average annual growth in this market over the coming ten years in our baseline projections. This is close to the assumption used for non-accommodation visitor spending in the projections for commercial space demand (2.5%). We assume 1.9% and 2.9% annual growth in the low- and high-growth scenarios.

With the assumed 2.4% baseline growth rate, hotel occupancy is expected to increase from the current level of around 740 rooms to around 940 rooms by 2029. In order to accommodate the 65% occupancy rate that represents a healthy market with available rooms during peak season, this requires an inventory of around 1,450 rooms in 2029. This represents an increase of around 320 rooms from the current level (155 over the first five years). In a low- and high-growth scenario, we estimate a need for an additional 250 to 390 rooms in this market (125-190 the first five years).

Stevenson’s potential for capturing hotel room demand in the West Gorge market will depend on growth in its amenity base and the development of visitor attractions over the period. The demand will also depend on cruise ship traffic and schedules. Additional analysis might be needed to further assess the capacity for additional hotel rooms in Stevenson. However, assuming a capture rate in line with its current market share (25%) suggests a need for around 80 additional rooms over the next ten years in the baseline scenario, and 100 rooms in the high-growth scenario.

In light of these estimates, we would expect several hotel formats to be feasible in Stevenson over the next ten years. A typical limited-service roadside hotel includes around 75 rooms, though some have as few as 50. Boutique hotels typically have fewer than 50 rooms in smaller towns, while full-service restaurants usually have more than 50. A recent example of a smaller full-service hotel in a small town is McMenamins in Kalama, Washington (opened 2018), which has only 40 rooms in addition to a restaurant, bar, and lounge.

FIGURE 7.7: ESTIMATED CHANGE IN HOTEL ROOM DEMAND, STEVENSON (2019-29)

	LOW	BASELINE	HIGH
WEST COLUMBIA GORGE			
Room Supply, 2019	1,130	1,130	1,130
Average Occupied Rooms, 2019	742	742	742
Occupancy Rate, 2019	66%	66%	66%
Assumed Annual Demand Growth, 2019-29	1.9%	2.4%	2.9%
Average Occupied Rooms, 2029	896	941	988
Market-Balanced Occupancy	65%	65%	65%
Market-Balanced Room Supply 2029	1,378	1,447	1,519
Supported New Supply, 2019-29	248	317	389
STEVENSON			
Stevenson Market Share (2019)	25%	25%	25%
Stevenson Supported New Supply 2019-29	63	81	99

SOURCE: Smith Travel Research, Dean Runyan Associates, JOHNSON ECONOMICS

MEMORANDUM

Date: June 24, 2019
To: Kristen Barrow, Crandall Arambula
From: Briana Calhoun & Anjum Bawa, Fehr & Peers
Subject: **Stevenson Existing Transportation Conditions**

PT19-0028

Stevenson is located on the Columbia River, about 45 miles east of Vancouver. The City's downtown is located near the water, with single-family neighborhoods north of downtown and the Port of Skamania on the waterfront. State Route (SR) 14 runs along the river and is the main highway connecting Stevenson to Vancouver and the surrounding communities. Summer traffic in the region is significantly higher than winter traffic¹, and Stevenson has many recreation destinations that bring visitors to the City. These include the Skamania County Fairgrounds, Skamania Lodge, and the Columbia Gorge Interpretive Center, which attract people from all over the northwest to visit Stevenson.

As Stevenson grows, it must plan for new development and the growth in vehicular traffic associated with development. The presence of a major state route through the downtown poses challenges for safety, parking, and local circulation. The City must balance the needs of freight trucks and vehicles traveling through the Downtown and create a safe and welcoming place for residents and visitors to walk and shop. This document provides a description of existing transportation system and evaluates current circulation issues in downtown Stevenson.

Study Area

Travel in private vehicles is the primary way that most residents and visitors get around Stevenson. The downtown area is laid out on a grid system with Second Street/SR 14 serving as the main gateway into and out of the City. First Street runs parallel to Second Street and both streets were originally designed to form a couplet allowing one-way traffic. However, both streets operate as two-way roadways. Russell Avenue connects the neighborhoods to Downtown and to the waterfront. Rock Creek Drive is on the west end of Downtown and is the main access road to the Skamania County Fairgrounds and Skamania Lodge. **Figure 1** shows the major roads and key destinations in Stevenson.

¹ Regional Transportation Plan for Skamania County, Washington, 2018.

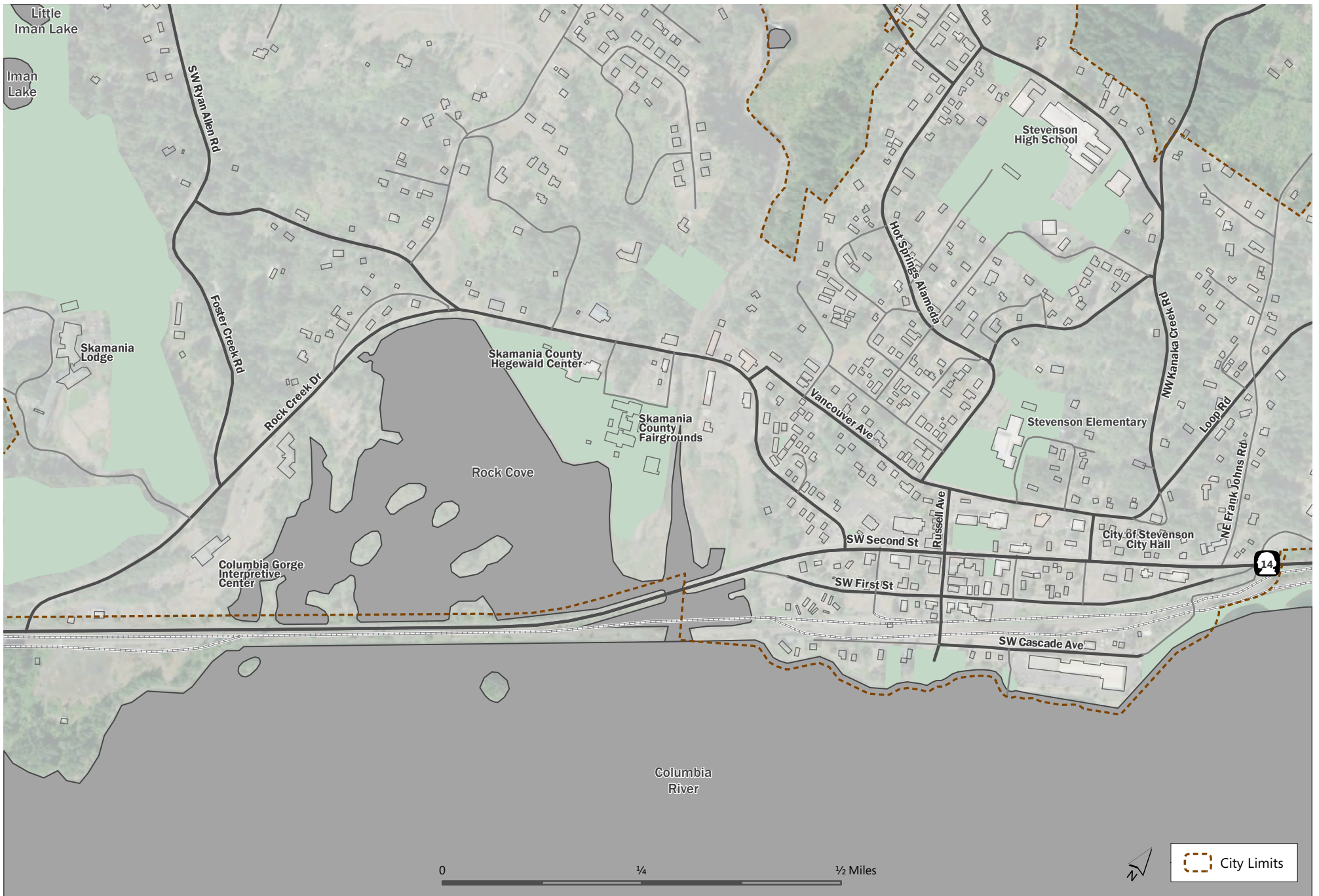


Figure 1
Stevenson, WA

Functional Class

The street network in Stevenson is a mix of arterials that accommodate higher volumes, and local roads oriented to internal circulation. Second Street and First Street are two-way arterials with a single lane in each direction, carrying the highest volumes in Stevenson and promoting regional mobility along the Columbia Gorge. Russell Avenue is one-way southbound between First and Second Streets. The majority of roads have posted speed limits of 20 or 25 mph, including First Street and Rock Creek Drive. Second Street/SR 14 is the exception with a speed limit of 55 mph west of downtown, 25 mph through the Downtown area, and 50 mph east of Downtown. SR 14 is designated as a Highway of Statewide Significance by WSDOT, meaning that it is needed to connect major communities in the state. WSDOT roadway functional classifications are described in **Table 1** and shown in **Figure 2**.

Table 1. Functional Classification Descriptions

Type	Description	Examples
Interstate	Interstates primarily serve long distance travel between cities and carry high volumes. They provide only limited access via grade separation and access ramps.	I-5
Principal Arterial	Principal arterials carry the highest volume of traffic of any roadway type below interstate routes and provide connections to the rest of the region.	SR 14
Minor Arterial	Minor arterials are designed for higher volumes but do not carry significant regional traffic. Instead, they provide inter-neighborhood connections.	First Street
Collector	Major and minor collectors distribute trips between local streets and arterials. They serve as transition roadways between commercial and residential areas.	Russell Avenue Rock Creek Drive
Local Streets	Local streets are the lowest functional classification. They provide circulation within residential neighborhoods.	Seymour Street Roosevelt Street

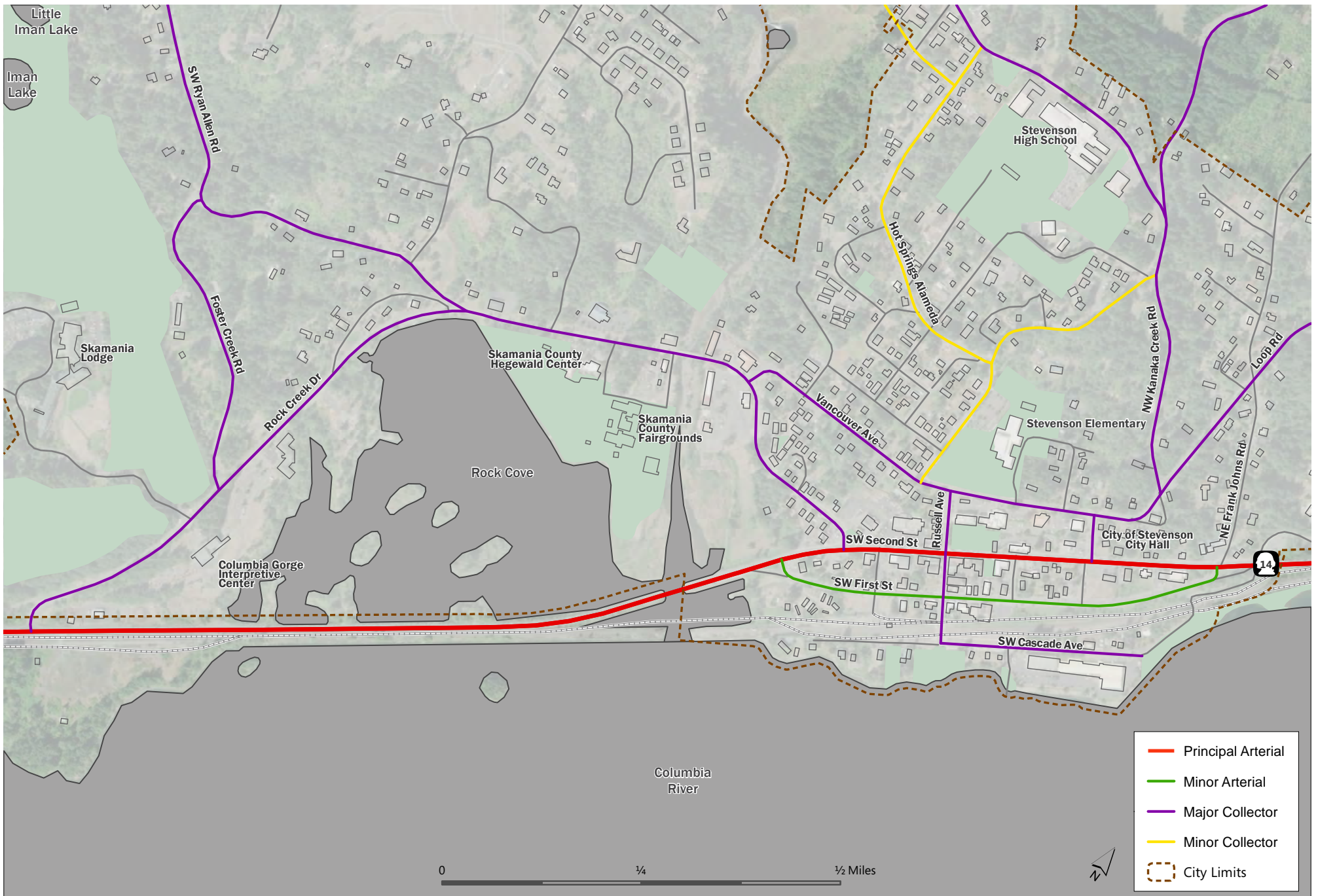


Figure 2

Roadway Functional Classification



Freight

Freight movement is essential to bring goods to residents and to move products throughout the region. WSDOT designates freight truck corridors to discourage high truck traffic on local streets. The freight corridors are rated from T-1, carrying more than 10 million tons of goods annually, down to T-5, carrying at least 20,000 tons in 60 days. As shown in **Figure 3**, SR 14 is a T-2 freight route designated to carry an estimated 4.5 million tons of goods annually. NW Kanaka Creek Road and E Loop Road are T-3 corridors carrying 300,000 to 4 million tons of goods annually. Part of Rock Creek Drive, First Street, Vancouver Avenue, School Street, and Russell Avenue are T-4 freight corridors, which carry 100,000 to 300,000 tons of goods annually.

The presence of a state route carrying high truck volumes through downtown Stevenson can lead to conflict with other travel modes. The low-speed downtown and neighborhood streets have retail shops, sidewalks, and crosswalks to encourage a comfortable walking environment. Street parking is present on many of the downtown streets. Trucks traveling through town can be a safety concern when conflicting with pedestrians and vehicles circulating for parking.

Rail

Burlington Northern Santa Fe (BNSF) owns the railroad line that travels on the south side of SR 14 through Stevenson. It carries up to 60 trains daily on two tracks. It is designated an R-1 strategic rail corridor by WSDOT, with more than 5 million tons of goods each year. AMTRAK also operates passenger service seven days a week, though there are no stops in Stevenson. There are two railroad crossings in downtown: one across Russell Avenue south of First Street and a second across SW Cascade Avenue south of First Street on the east side of downtown.

Port

The Port of Skamania County owns six acres of parkland with 1.5 miles of waterfront in Stevenson. Visitors can access the Stevenson Landing dock from Russell Avenue. The dock has recreational facilities, restaurants, and scenic walking paths which draw tourists and residents alike. Tour boats also dock in Stevenson and passengers take private charter buses to Skamania Lodge.

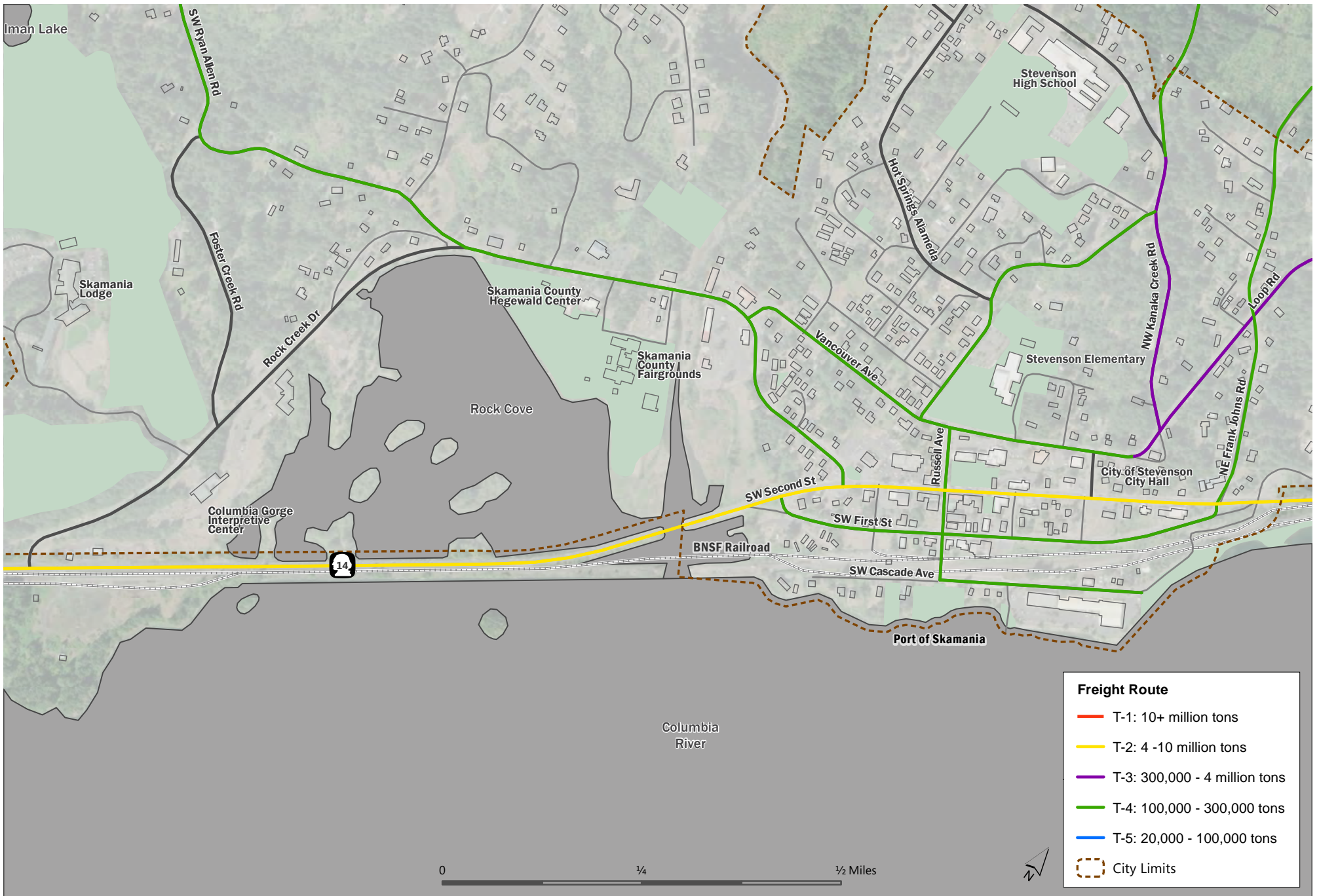


Figure 3

Freight Route Classification

Parking

On-street parallel parking is provided on both sides of the street along SR 14 through Downtown, First Street west of Columbia Street, Russell Avenue, and Leavens Street. Seymour Street and Columbia Street have some on-street parking on one side while Rock Creek Drive has parking on one or both sides from SR 14 to SW Vancouver Avenue. The collector streets (e.g. E Loop Road, NW Kanaka Creek Road) in northern Stevenson do not generally have on-street parking.

The businesses in Downtown have limited off street parking. The market on the west end of town, the chamber of commerce, Stevenson Community Library, and the district court building all have off street parking lots to accommodate residents and visitors.

Transit

Skamania County Senior Services offers a dial-a-ride transit service and a deviated fixed route service along SR 14. The dial-a-ride service provides preference to seniors and persons with disabilities but serves all residents. The fixed route service travels between Carson and Fisher's Landing Transit Center in Clark County where riders can connect to C-TRAN. It runs two times a day Monday through Thursday and three times a day on Friday. There are two stops in Stevenson: one at the convenience store near SR 14 and Rock Creek Drive and one on Rock Creek Drive near the Skamania County fairgrounds.

The Dog Mountain shuttle runs on weekends between the months of April and June and takes people to/from the Skamania County Fairgrounds parking lot to the Dog Mountain trailhead. It aims to reduce overflow parking along SR 14 and operates every half hour from the fairgrounds from 7:30 am to 1:30 pm.

Data Collection and Analysis

To understand the traffic conditions and circulation of vehicles in downtown Stevenson, traffic counts were collected and analyzed at key locations in the City. A 24-hour traffic count was conducted on March 14, 2019 along Russell Avenue, north of First Street. Two-way 24-hour traffic counts were conducted on Tuesday June 4, 2019 at five additional locations in Stevenson:

- Foster Creek Road, west of Rock Creek Drive
- Rock Creek Drive, north of Foster Creek Road
- Vancouver Avenue, east of SW Vancouver Avenue
- First Street, west of Russell Avenue
- SR 14, east of Lutheran Church Road

WSDOT collected 24-hour counts on SR 14 at three locations in Stevenson on April 9-11, 2019:

- SR 14, east of Rock Creek Drive at milepost 43.09
- SR 14, west of SW Seymour Street at milepost 44.18
- SR 14, east of SW Seymour Street at milepost 44.18

Afternoon peak period intersection turning movement counts were also conducted at NE Frank John Road and SR 14 on Tuesday June 4, 2019 from 3pm to 6pm.

Level of Service

There are many ways to measure the performance levels on a transportation facility. The Highway Capacity Manual (HCM) 6th Edition provides a standard methodology for measuring intersection and roadway performance. Level of service (LOS) is a standard method for characterizing delay at an intersection. For signalized and all-way stop controlled (AWSC) intersections, LOS is based on the average delay for all approaches. For side-street stop controlled (SSSC) intersections, the movement with the highest delay is used. LOS A represents the least amount of delay while LOS F represents highly congested conditions. **Table 2** summarizes the LOS and delay thresholds specified in the Highway Capacity Manual (HCM) 6th Edition.

Table 2. Level of Service Definitions

Level of Service	Description	Signalized Intersection Delay (secs/veh)	Unsignalized Intersection Delay (secs/veh)
A	Free-flowing Conditions	≤ 10	≤ 10
B	Stable Flow (slight delays)	>10-20	>10-15
C	Stable Flow (acceptable delays)	>20-35	>15-25
D	Approaching Unstable Flow (tolerable delay)	>35-55	>25-35
E	Unstable Flow (intolerable delay)	>55-80	>35-50
F	Forced Flow (congested and queues fail to clear)	>80	>50

Source: Highway Capacity Manual (HCM) 6th Edition

The Highway Capacity Manual provides methods for calculating level of service for roadway segments and gives them a designation of A to F similar to the intersection level of service conditions described in **Table 2**. As SR 14 is a Highway of Statewide Significance, WSDOT has established an LOS C standard for this facility.

The Regional Transportation Plan for Skamania County (2018) analyzed level of service for the PM peak hour traffic on SR 14. It determined that the segment through Stevenson (milepost 43.90-47.44) was operating at LOS C with capacity deficiencies associated with substandard curves and steep grades.

Traffic operations were analyzed at the intersection of NE Frank John Road and SR 14 using Synchro 10 software, which calculates the intersection LOS using the HCM method. The Synchro network reflects the existing roadway network including intersection geometry, signal timing, and vehicle and pedestrian/bicycle volumes. Based on our detailed LOS calculations, at the intersection of NE Frank John Road/SR 14 is currently operating at a LOS C with 20 seconds of delay on average for northbound vehicles. Queueing on SR 14 westbound for vehicles turning left onto First Street is 22 feet for the 95th percentile queue, or approximately one vehicle length. The current length of left-turn pocket is adequate to store the 95th percentile queue estimated for the left turns at this intersection.

Average Daily Traffic

The two-way average peak hour of traffic for the study locations was observed to occur between the hour of 4:00 PM and 5:00 PM, with westbound traffic peaking a little earlier than eastbound traffic. Foster Road and Russell Avenue had peak hours of 12pm and 11am, respectively. However, the traffic volumes at these locations are small.

The Average Daily Traffic (ADT) was calculated for nine locations in Stevenson as shown in **Figure 4**. WSDOT seasonal adjustment factors² were used to normalize the volumes since counts were conducted in different months.

Trucks account for a significant percentage of traffic in Stevenson. According to the Regional Transportation Plan for Skamania County, trucks make up 20 percent of traffic on SR 14 in the County. The 24-hour traffic counts show that trucks account for 10.1 percent of all day traffic on SR-14 west of downtown Stevenson, and 14.3 percent of all day traffic west of Stevenson. First Street has a large percentage of trucks traveling eastbound (24.2 percent) but only 9.3 percent of daily traffic traveling westbound. Trucks entering Stevenson from the east have to turn left across SR 14 to travel westbound on First Street, which can be a difficult maneuver considering the configuration of First Street just south of the intersection. Daily truck percentages are shown in **Figure 5**.

² The WSDOT Short Count Factoring Guide (2018) provides factors to normalize short duration counts that were conducted at different times of the year. SR 14 had GR-03 factors applied, which represent rural interstate highway locations. All other Stevenson locations had GR-10 factors applied, which reflect western locations that are more influenced by summertime recreational traffic.

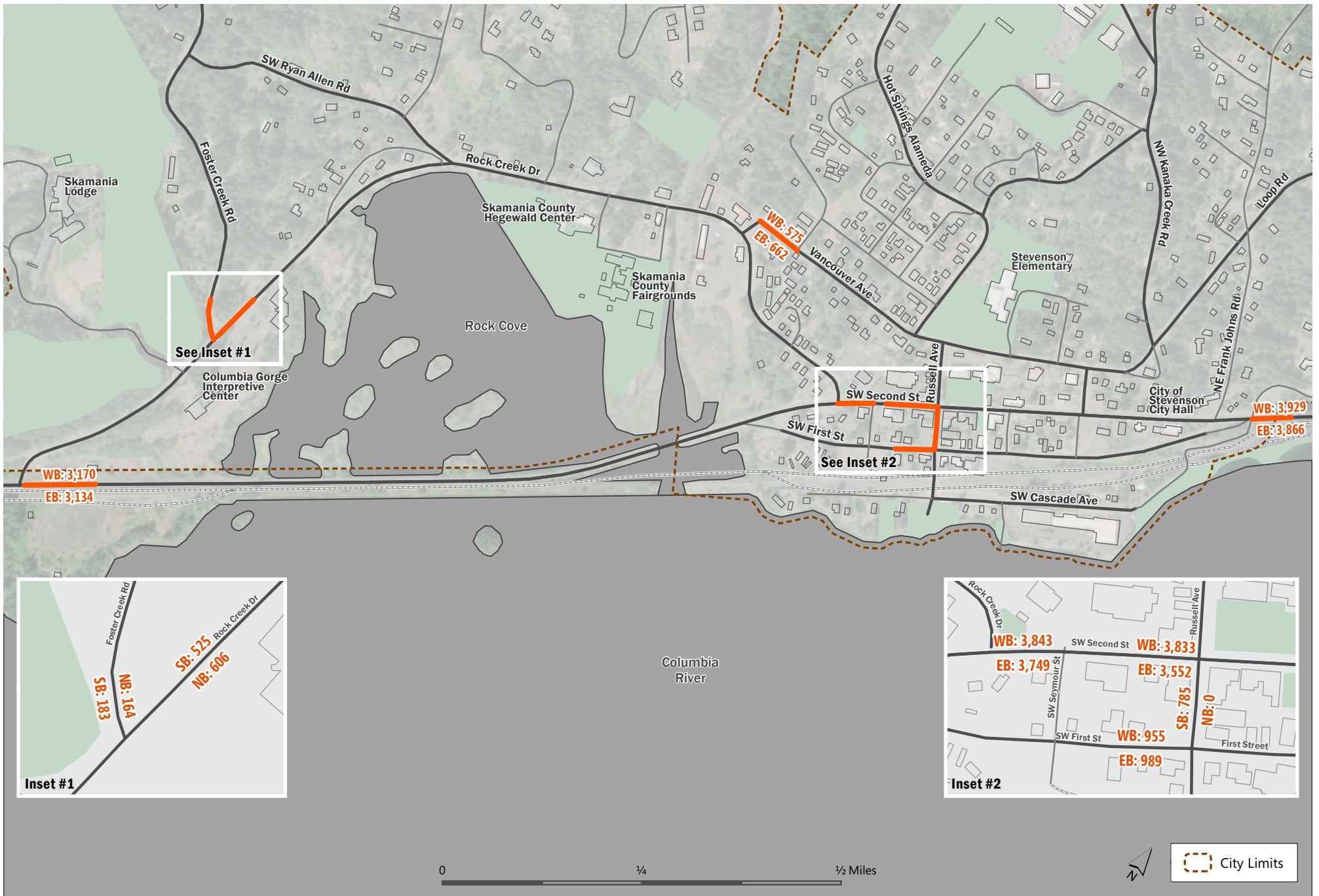


Figure 4

Average Daily Traffic

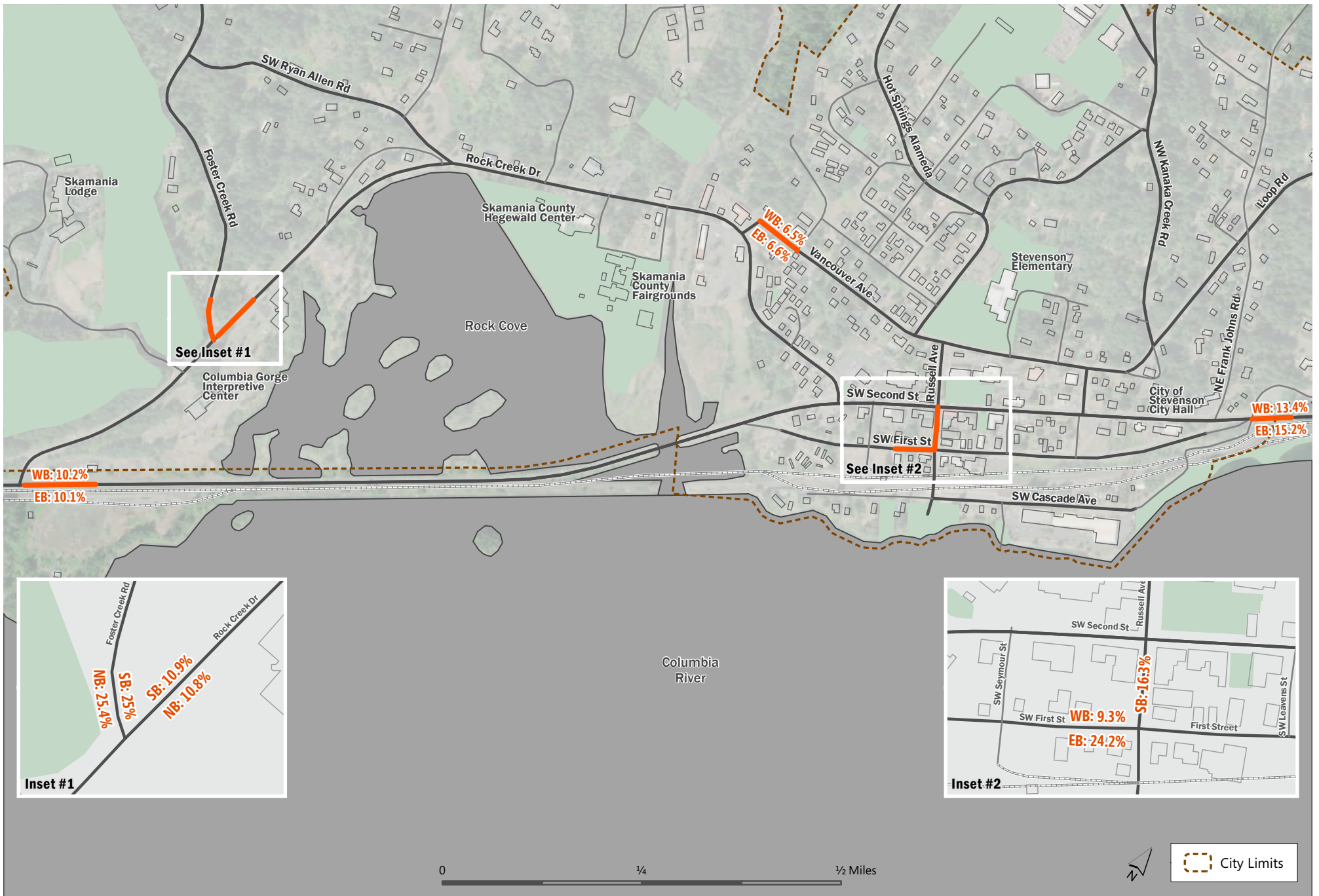


Figure 5

Truck Percentage of Average Daily Traffic

Future projects

Stevenson is planning several transportation projects that may impact Downtown circulation. Russell Avenue will undergo pavement, sidewalk, and utility improvements in 2020. This is not expected to not change the capacity or circulation on Russell Avenue but will provide a more pleasant pedestrian experience. At the northeast corner of Russell Avenue and Second Street, a Plaza is planned to be installed for gathering and public events. This could change the pedestrian circulation and may change how parking is utilized nearby.

The City is also looking to relocate the fire station from its current location near First Street and Russell Avenue to a new building on Rock Creek Drive just east of Foster Road. This may shift a small amount of traffic from the fire station operation to Rock Creek Drive.

The City has plans to replace the bridge across Rock Creek at SW Rock Creek Drive. A feasibility study has been conducted on realigning the bridge to Vancouver Avenue. There is no construction date currently set for this project.

3

COMMUNITY WORKSHOP 1



STEVENSON DOWNTOWN PLAN

EXISTING CONDITIONS WORKSHOP

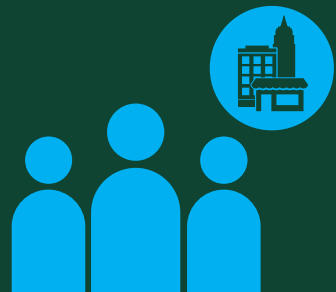
Crandall Arambula PC | Fehr & Peers | Johnson Economics



EXISTING CONDITIONS WORKSHOP

AGENDA

1. INTRODUCTIONS
2. PROJECT OVERVIEW
3. STAKEHOLDER MEETING SUMMARY
4. EXISTING CONDITIONS ANALYSIS
5. DISCUSSION
6. NEXT STEPS



INTRODUCTIONS



MEET THE TEAM

Crandall Arambula

Prime Consultant

Conceptual Master Planning | Public Engagement



DOWNTOWN PLANNING | Award Winning Projects

- Fairbanks, Alaska
- Oak Park, Illinois
- Portland, Oregon
- Missoula, Montana
- Whitefish, Montana
- Lincoln, Nebraska
- Santa Fe, New Mexico
- Astoria, Oregon
- Grants Pass, Oregon
- Racine, Wisconsin
- Vancouver, Washington
- Springfield, Oregon
- Albany, Oregon
- Casper, Wyoming
- Bismarck, North Dakota
- Medford, Oregon



MEET THE TEAM

Crandall Arambula

Prime Consultant

Conceptual Master Planning | Public Engagement

Fehr & Peers

Transportation & Parking Analysis

Johnson Economics

Economic & Market Analysis



PROJECT OVERVIEW



PROJECT PURPOSE

Stevenson's most recent plan for the improvement of the downtown area occurred in 1991. Clearly our world has changed since then.

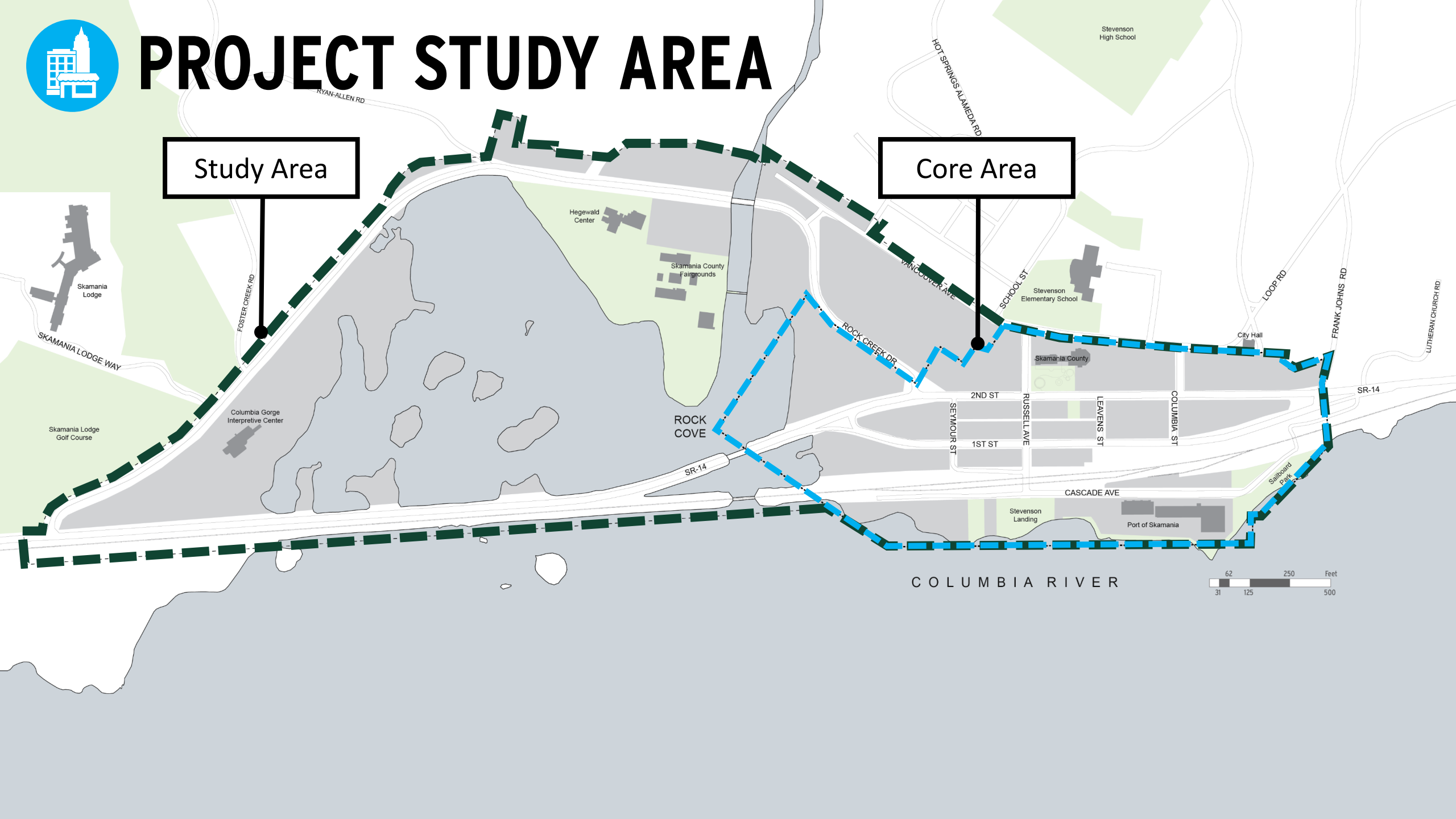
The **Stevenson City Council** has acknowledged it must develop a **new plan for our urban and commercial core areas** and that this plan should include strategies allowing for our **sustained economic success.**



PROJECT STUDY AREA

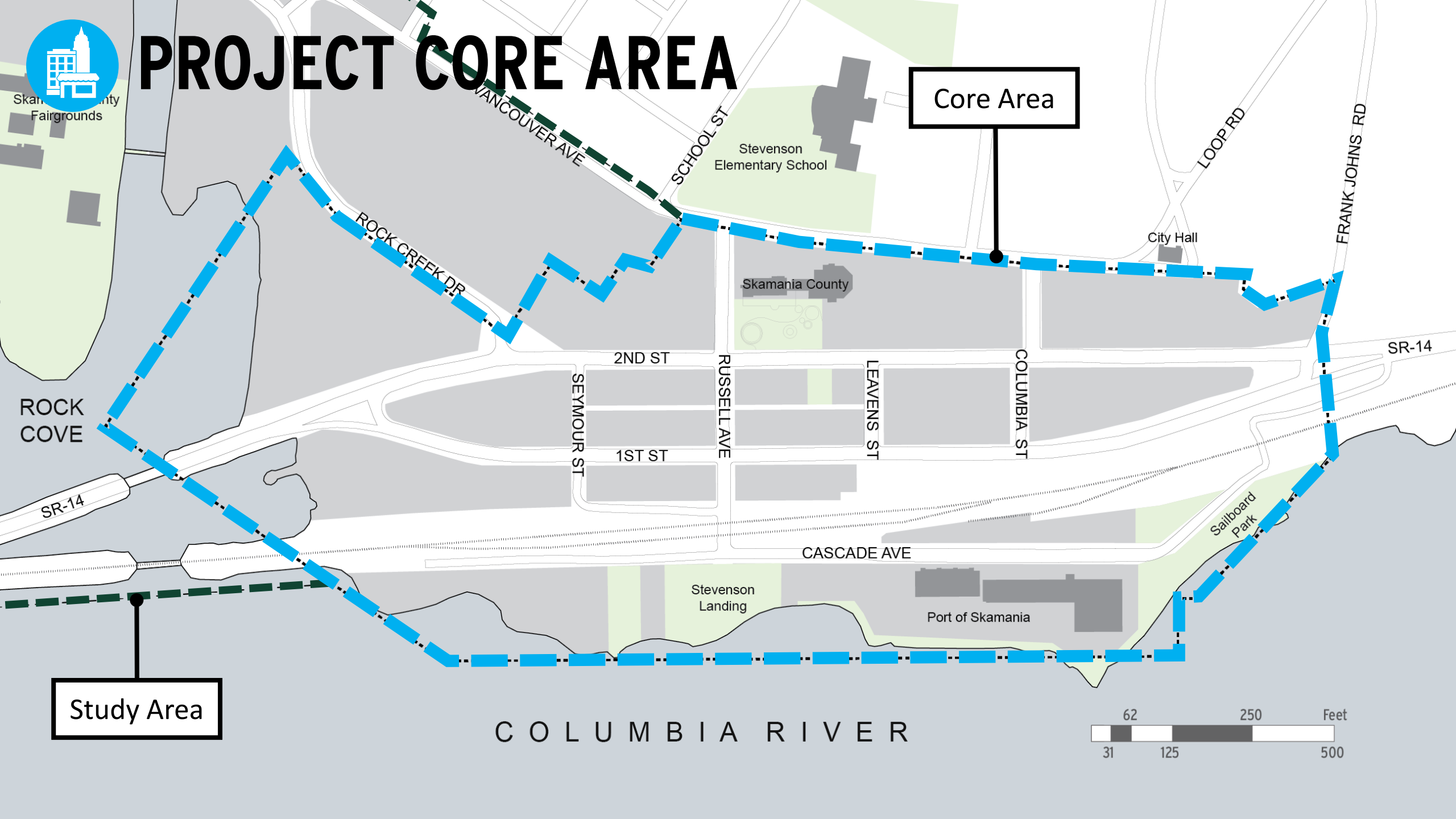
Study Area

Core Area



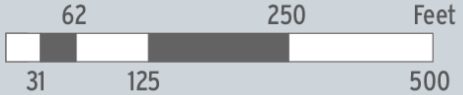


PROJECT CORE AREA



Core Area

Study Area



C O L U M B I A R I V E R



PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility

Parking

Land Use

Urban Design

Implementation

Plan for Success!

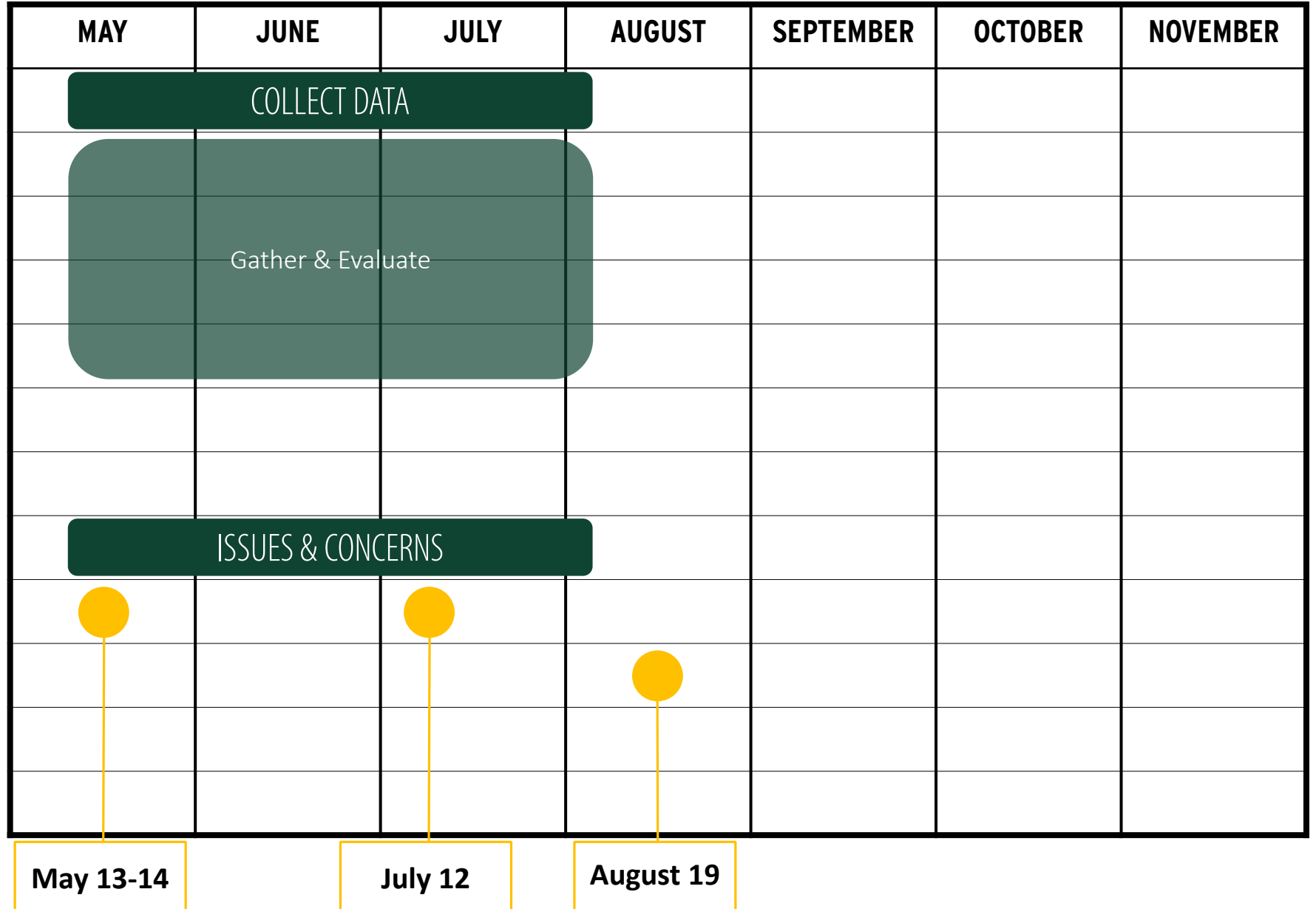
PUBLIC INVOLVEMENT

Project Initiation

Existing Conditions

Concepts Review

Plan for Success!





PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility

Parking

Land Use

Urban Design

Implementation

Plan for Success!

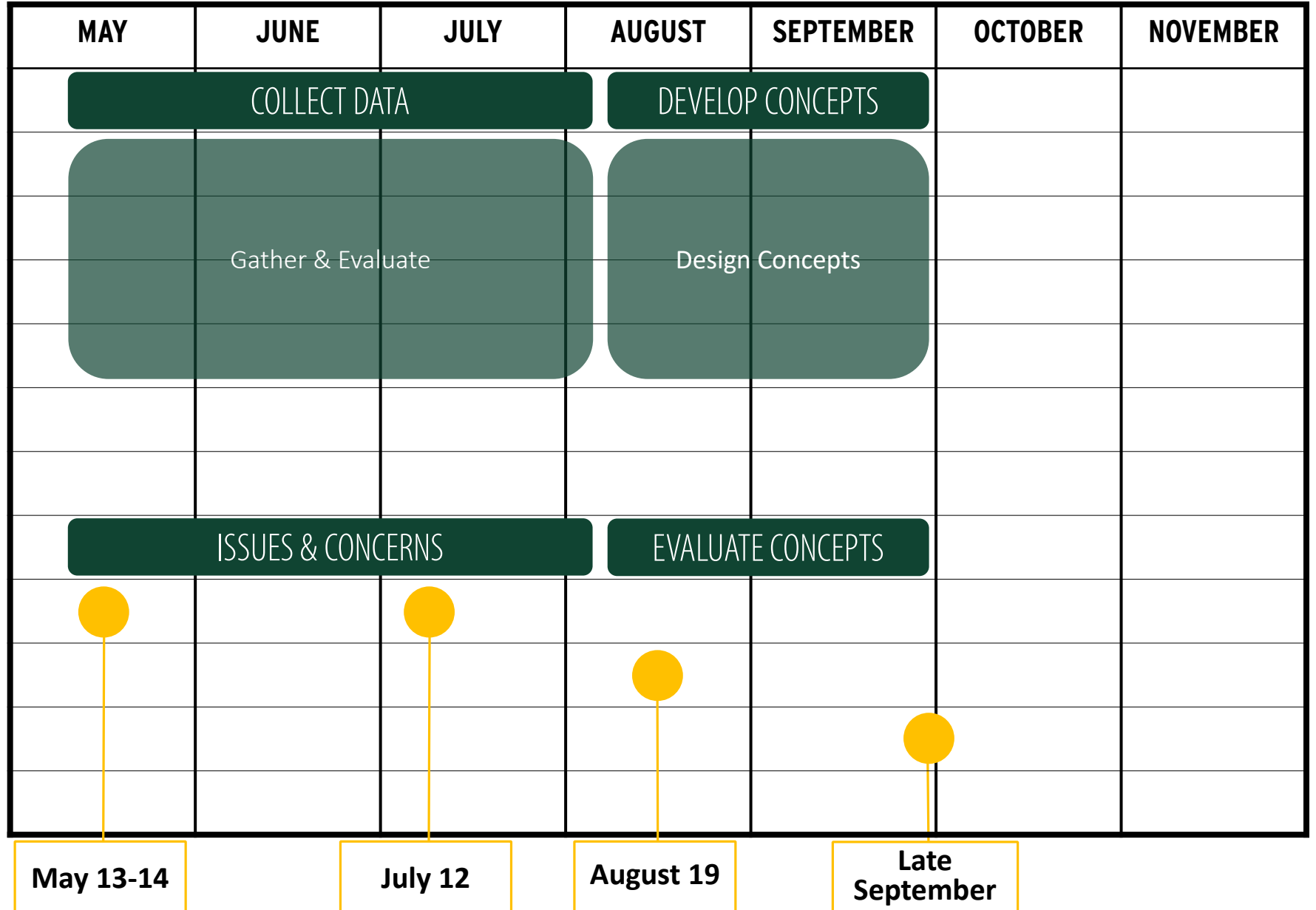
PUBLIC INVOLVEMENT

Project Initiation

Existing Conditions

Concepts Review

Plan for Success!





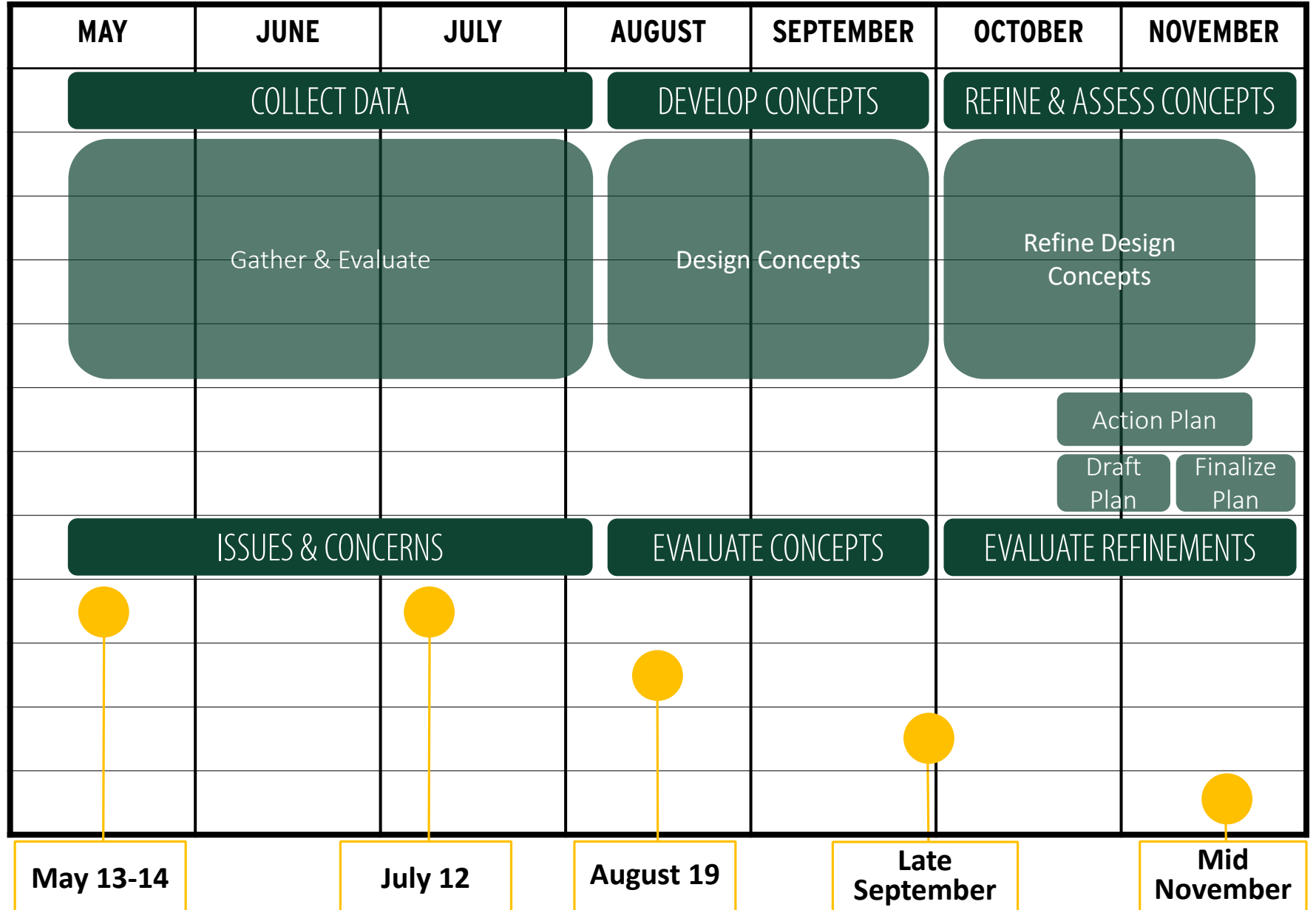
PROJECT TASKS & SCHEDULE

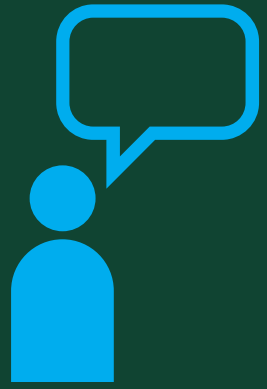
DOWNTOWN PLAN

- Mobility
- Parking
- Land Use
- Urban Design
- Implementation
- Plan for Success!

PUBLIC INVOLVEMENT

- Project Initiation
- Existing Conditions
- Concepts Review
- Plan for Success!



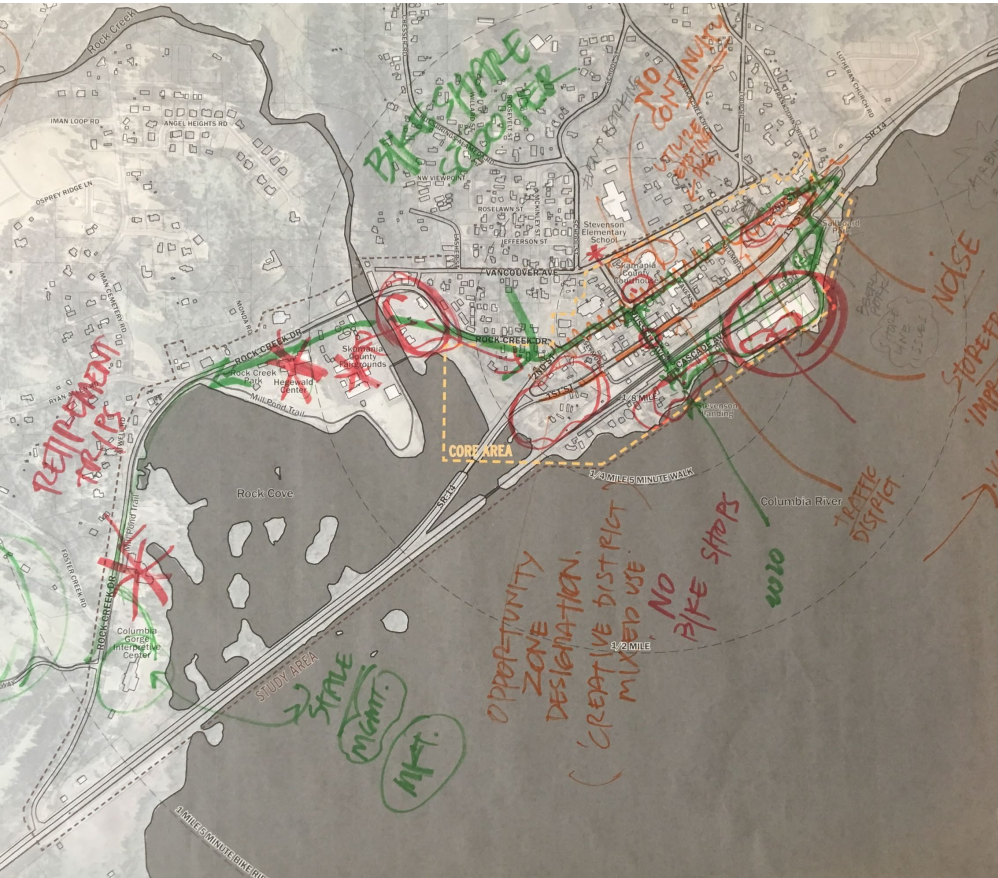


STAKEHOLDER MEETINGS SUMMARY

STAKEHOLDER MEETINGS SUMMARY

Stakeholder Meetings | May 13-14 & July 12

41 STAKEHOLDERS AT 15 MEETINGS

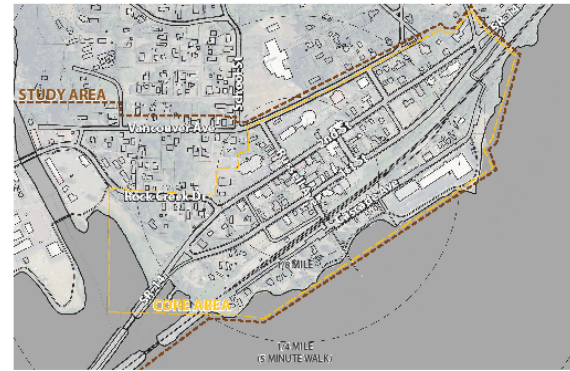


RESPONSE SHEET

Stevenson Downtown Plan
Project Initiation Meetings | May 13th & 14th, 2019

1

PROJECT AREA



SPECIAL AREAS

- Please use the map above to note:
- Areas you believe present special design opportunities
 - Areas of concern

ISSUES & CONCERNS

- List your top three issues and concerns.
1. _____
 2. _____
 3. _____

COMMENTS

Please provide any additional comments on the back of this sheet.
Name (optional): _____





STAKEHOLDER MEETINGS SUMMARY



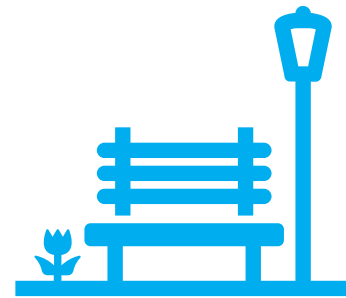
LAND USE



MOBILITY



PARKING



URBAN DESIGN



EXISTING CONDITIONS ANALYSIS

LAND USE



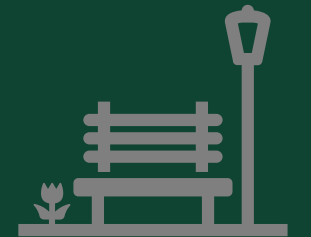
LAND USE



MOBILITY



PARKING



URBAN DESIGN



STAKEHOLDER MEETINGS SUMMARY

LAND USE



GOAL

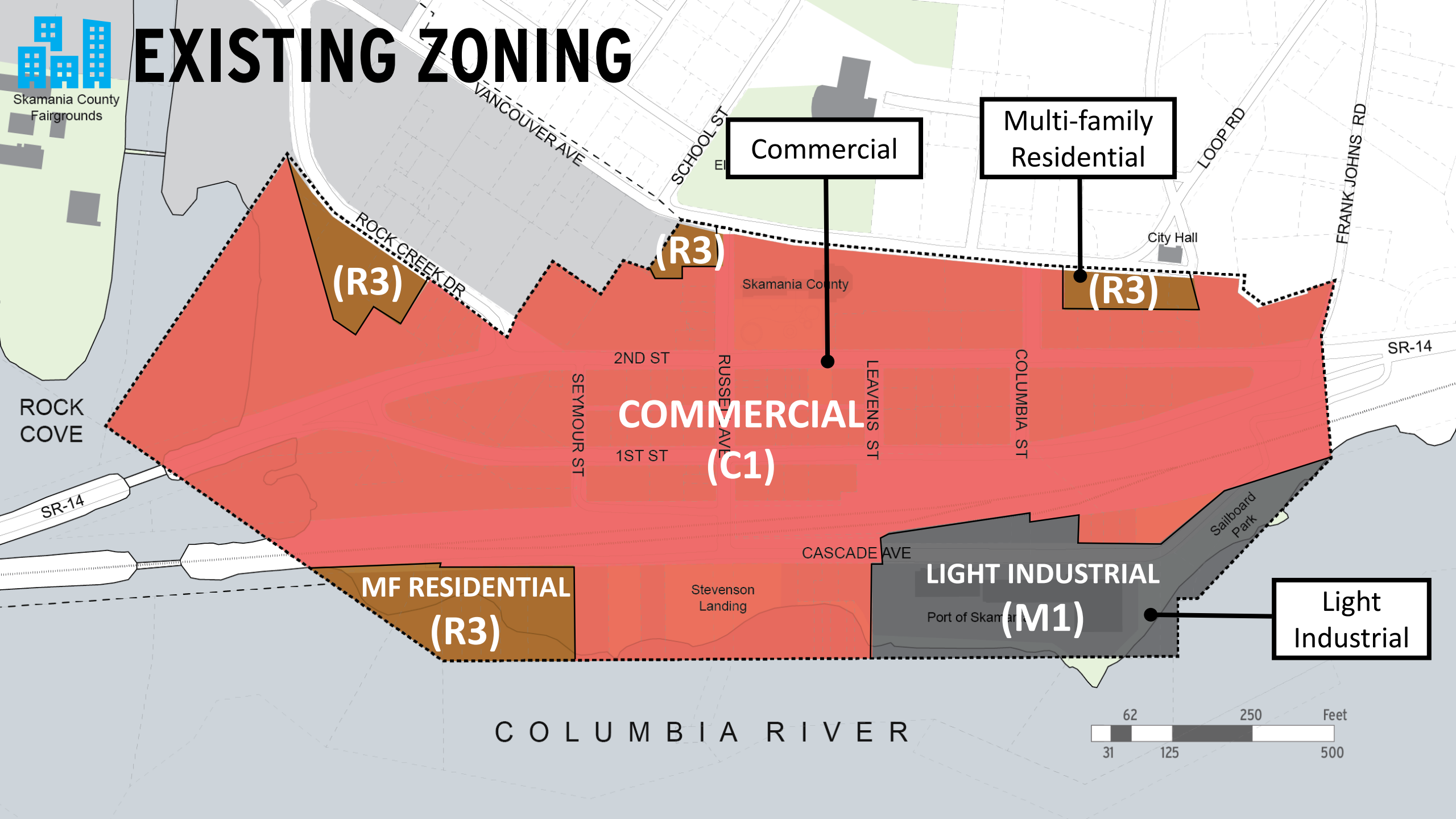
Development downtown is **vibrant, market-driven, mixed-use and consistent with Stevenson's history, culture and vision** for future growth.

OBJECTIVES

- Range of multi-family housing types
- Strengthen and expand downtown retail and commercial uses.
- Additional living-wage employment uses
- Additional regional cultural and visitor destination or event venues.
- New lodging or hospitality uses
- Maintain government uses.
- Appropriate mix of auto and street-oriented uses
- **Redevelopment should be active year-round, mixed-use residential, oriented to the street, complement existing development, increase livability for residents, create a better tourism destination, and act as an appealing 'front door' to Stevenson.**
- **Explore potential development to better utilize the land surrounding Rock Cove.**



EXISTING ZONING



Commercial

Multi-family Residential

Light Industrial

(R3)

(R3)

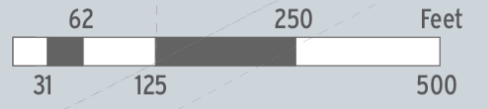
(R3)

COMMERCIAL (C1)

LIGHT INDUSTRIAL (M1)

MF RESIDENTIAL (R3)

C O L U M B I A R I V E R



Skamania County Fairgrounds

ROCK COVE

SR-14

SR-14

ROCK CREEK DR

VANCOUVER AVE

SCHOOL ST

LOOP RD

FRANK JOHNS RD

2ND ST

1ST ST

SEYMOUR ST

RUSSELL AVE

LEAVENS ST

COLUMBIA ST

CASCADE AVE

Sailboard Park

City Hall

Skamania County

Stevenson Landing

Port of Skamania



COMMERCIAL (C1) ZONING

Table 17.25.050-1: Trade Density Standards

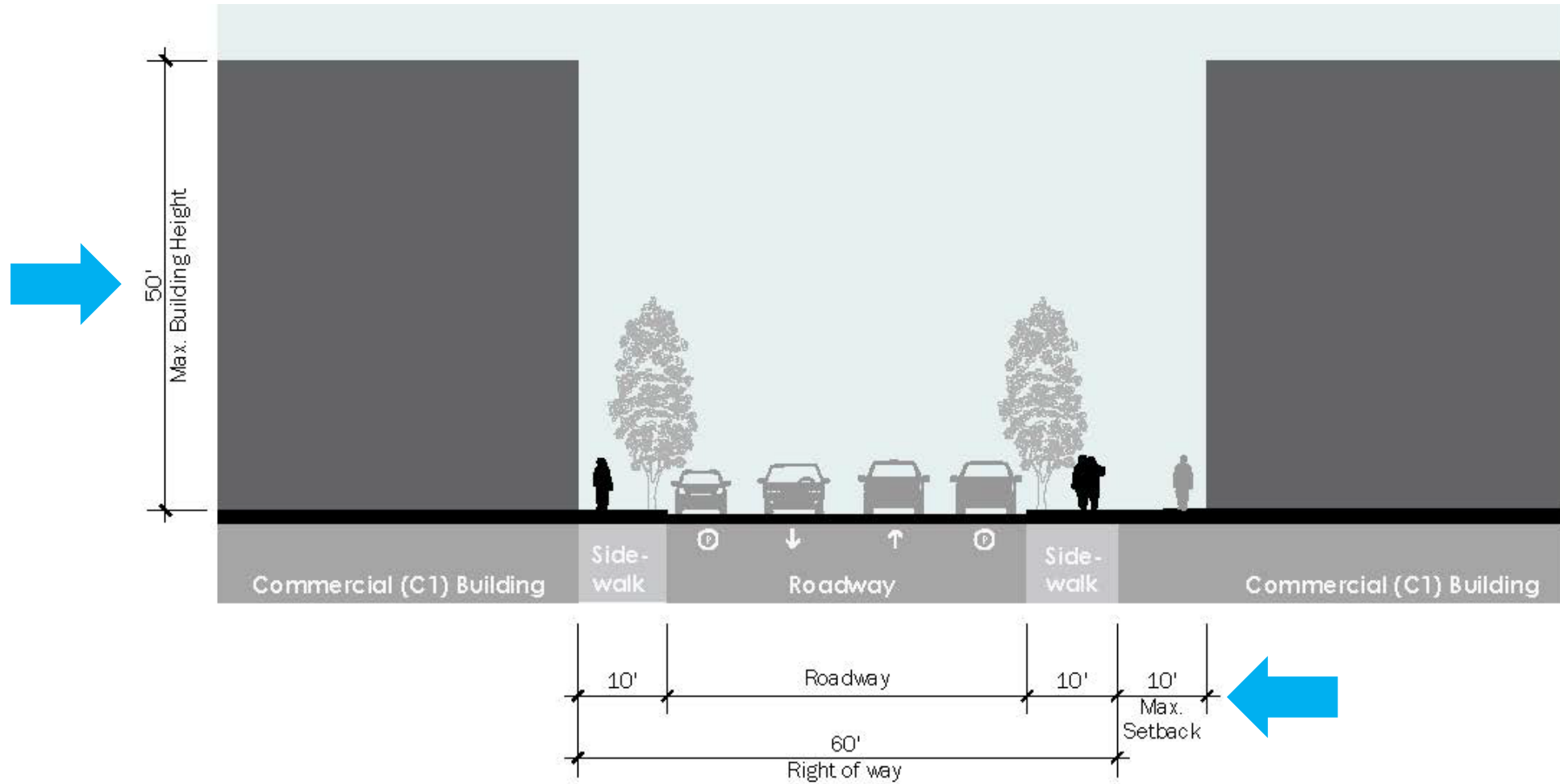
District	Use	Minimum Lot Area	Minimum Lot Width	Minimum Lot Depth	Maximum Lot Coverage
C1	General	0 sf ¹	0 ft	0 ft	100% ²

Table 17.25.060-1: Trade Dimensional Standards

District	Maximum Height of Building	Minimum Setbacks					Maximum Setbacks	
		Front	Side, Interior	Side, Street	Rear, Interior Lot	Rear, Through Lot	Front	Side, Street
C1	50 ft ⁴	0 ft ⁵	0 ft ^{2,6}	-	0 ft ²	—	10 ft ^{7,8}	10 ft ⁹



COMMERCIAL (C1) ZONING





EXISTING USES | RESIDENTIAL

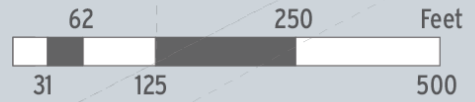
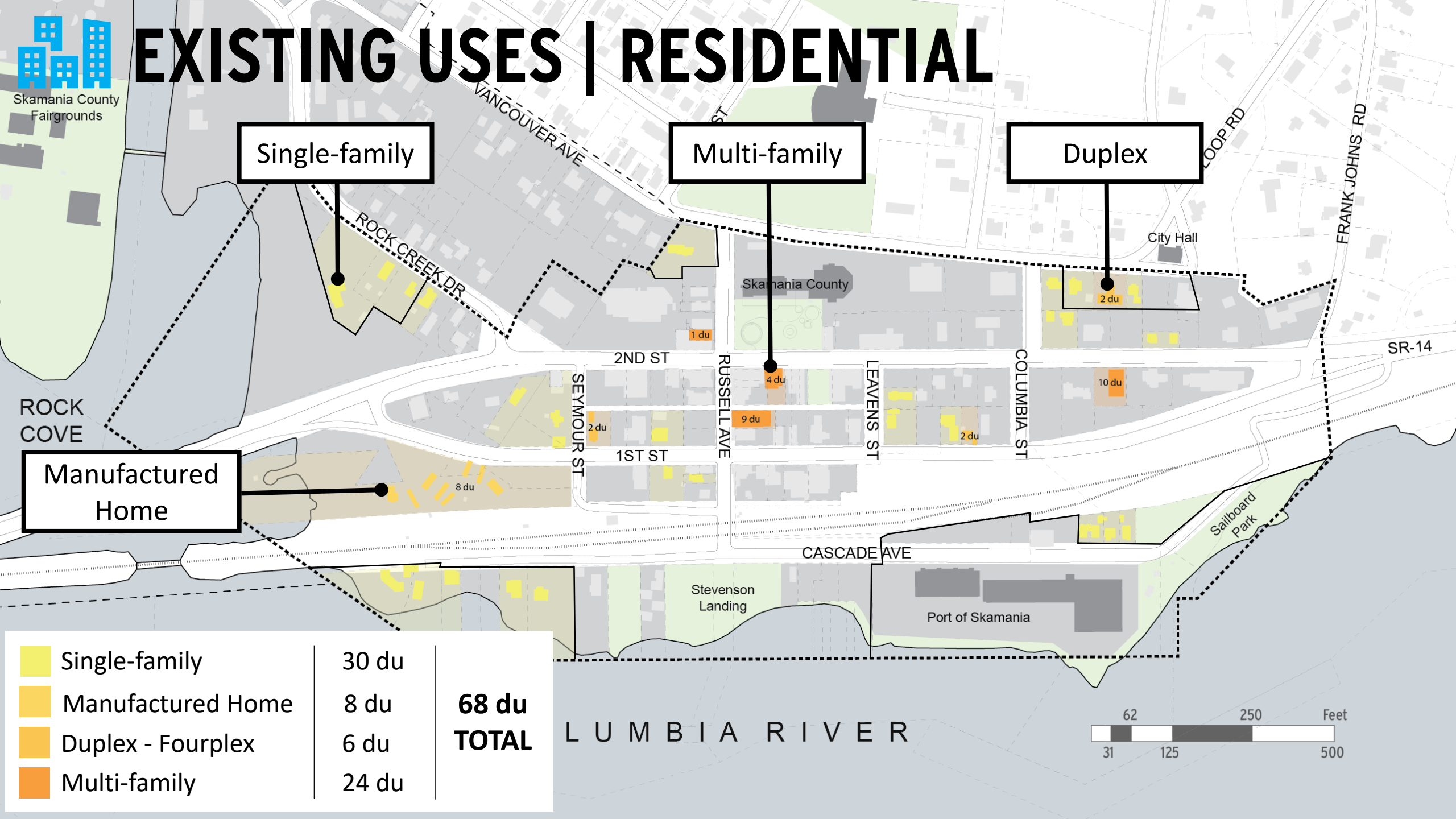
Single-family

Multi-family

Duplex

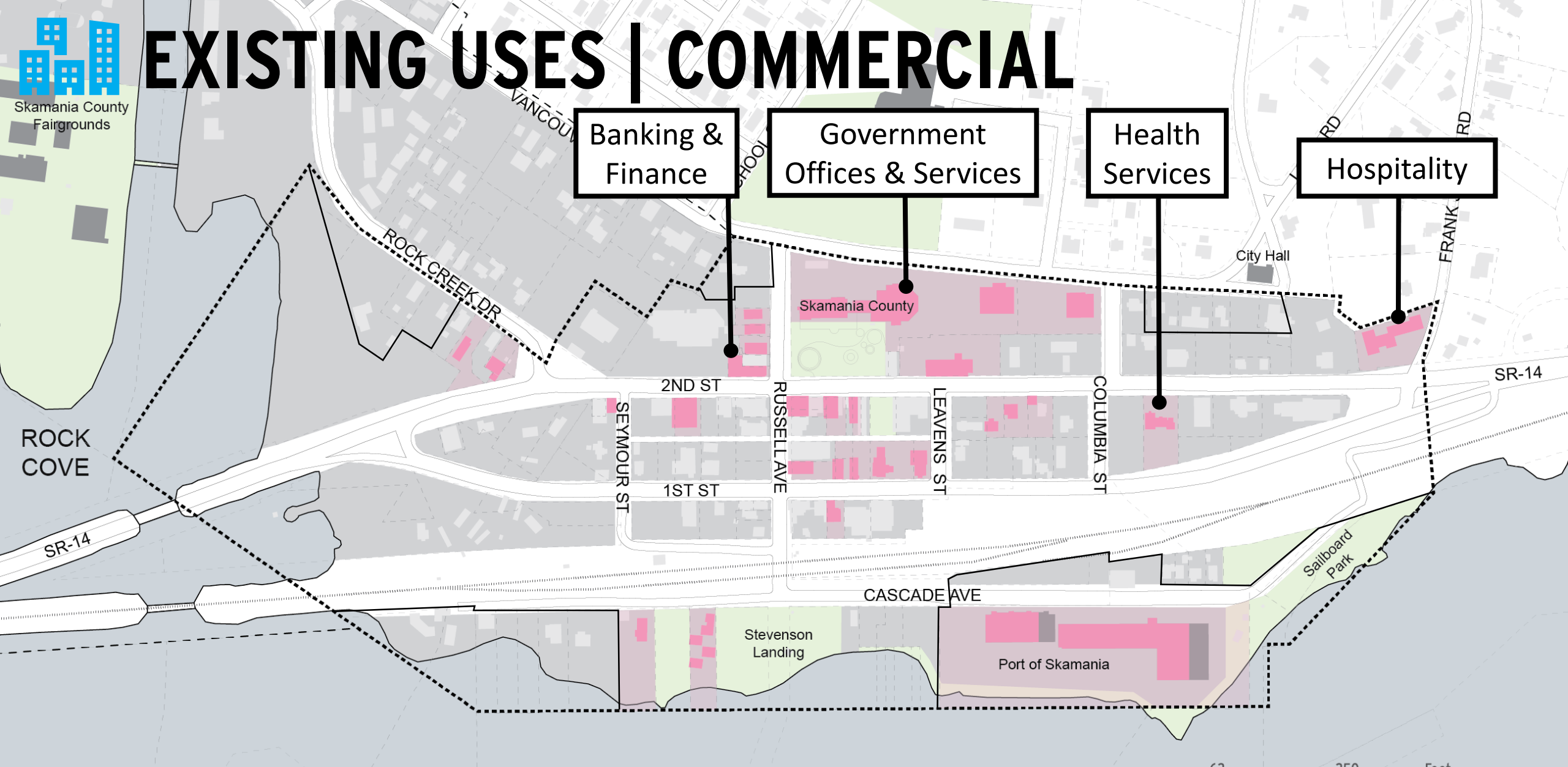
Manufactured Home

	Single-family	30 du	68 du TOTAL
	Manufactured Home	8 du	
	Duplex - Fourplex	6 du	
	Multi-family	24 du	





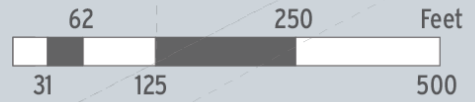
EXISTING USES | COMMERCIAL



Commercial

**Total Floor Area
174,000 square feet**

C O L U M B I A R I V E R





EXISTING USES | RETAIL

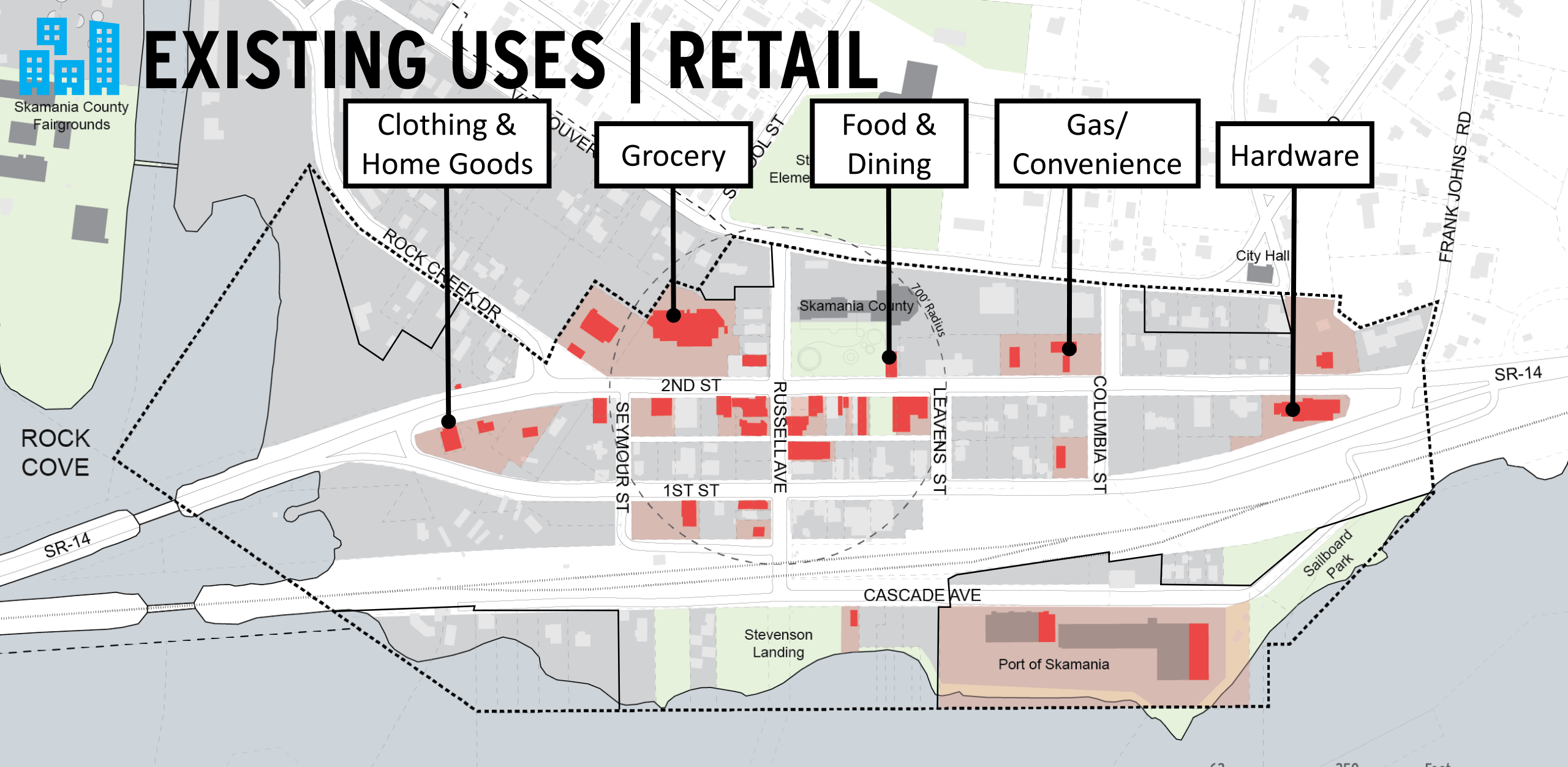
Clothing & Home Goods

Grocery

Food & Dining

Gas/ Convenience

Hardware




ROCK COVE

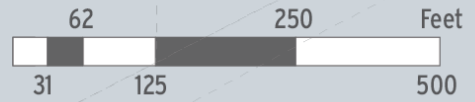
SR-14

SR-14

FRANK JOHNS RD

C O L U M B I A R I V E R

 Retail
**Total Floor Area
105,000 square feet**



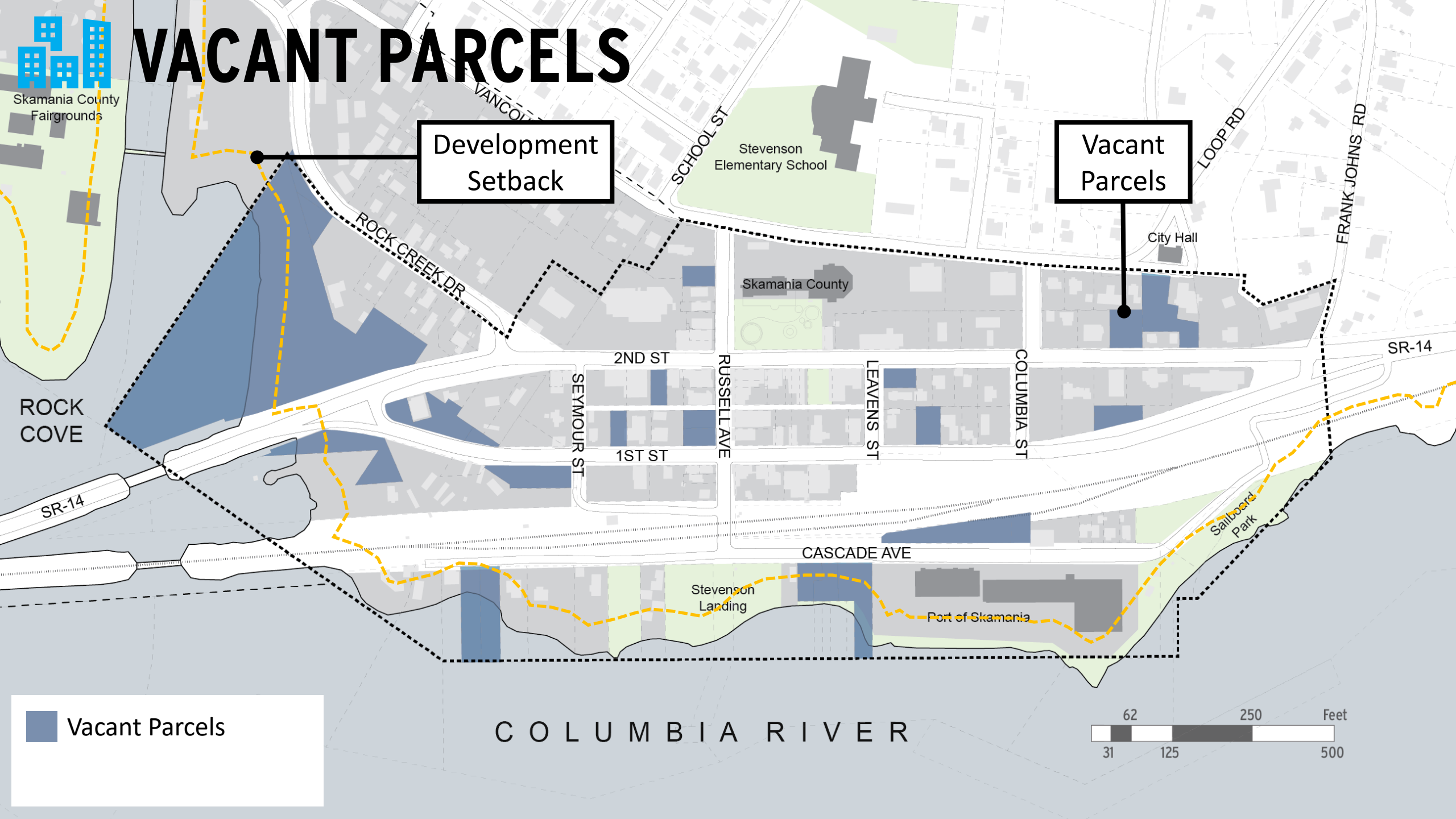


Skamania County Fairgrounds

VACANT PARCELS

Development Setback

Vacant Parcels



ROCK COVE

SR-14

2ND ST

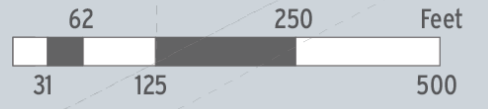
1ST ST

CASCADE AVE

SR-14

Vacant Parcels

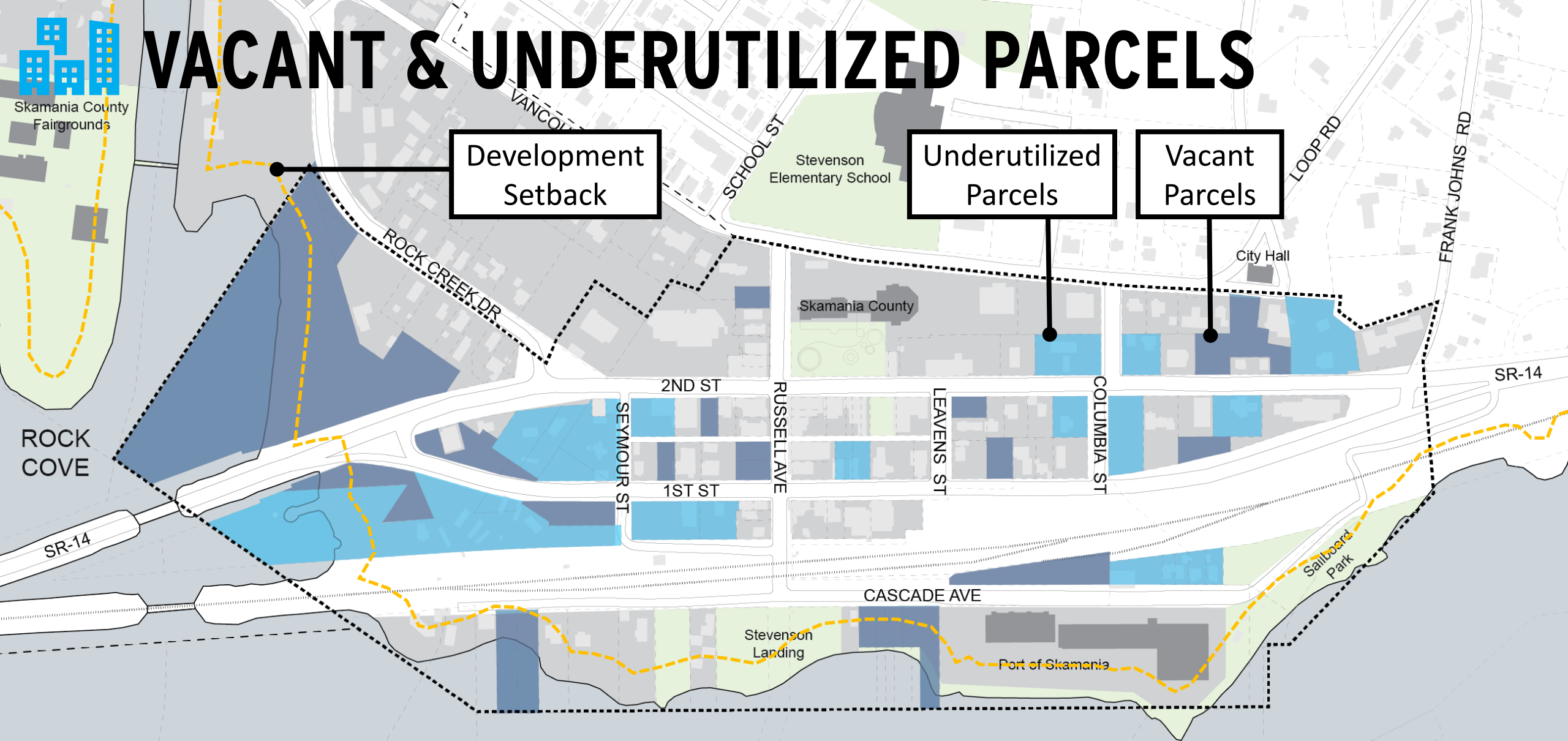
C O L U M B I A R I V E R





Skamania County Fairgrounds

VACANT & UNDERUTILIZED PARCELS



Development Setback

Underutilized Parcels

Vacant Parcels

ROCK COVE

SR-14

2ND ST

1ST ST

SEYMOUR ST

RUSSELL AVE

LEAVENS ST

COLUMBIA ST

CASCADE AVE

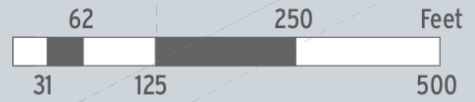
SR-14

- Vacant Parcels
- Underutilized Parcels

24 acres
TOTAL

26% of
Core Area

COLUMBIA RIVER



VACANT & UNDERUTILIZED PARCELS

VACANT PARCELS

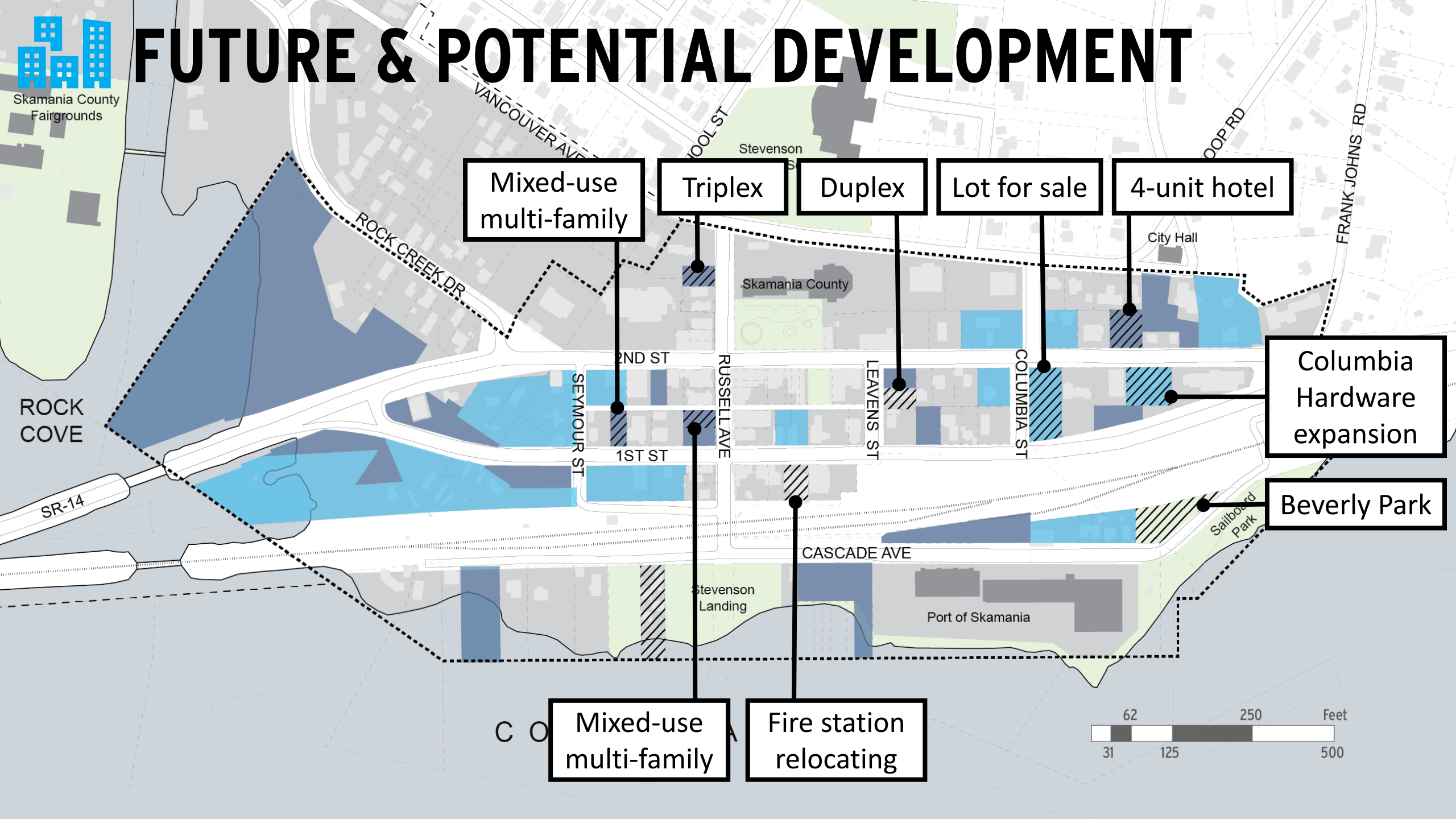


UNDERUTILIZED PARCELS





FUTURE & POTENTIAL DEVELOPMENT



Mixed-use multi-family

Triplex

Duplex

Lot for sale

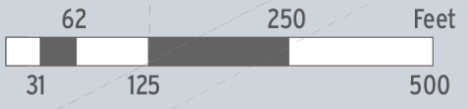
4-unit hotel

Columbia Hardware expansion

Beverly Park

Mixed-use multi-family

Fire station relocating



Skamania County Fairgrounds

ROCK COVE

SR-14

VANCOUVER AVE

ROCK CREEK DR

ST COOL ST

Stevenson

DOOP RD

FRANK JOHNS RD

Mixed-use multi-family

Triplex

Duplex

Lot for sale

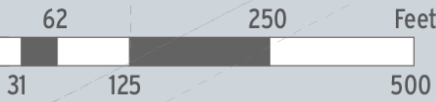
4-unit hotel

Columbia Hardware expansion

Beverly Park

Mixed-use multi-family

Fire station relocating



ROCK COVE

SR-14

VANCOUVER AVE

ROCK CREEK DR

ST COOL ST

Stevenson

DOOP RD

FRANK JOHNS RD

2ND ST

1ST ST

SEYMOUR ST

RUSSELL AVE

LEAVENS ST

COLUMBIA ST

CASCADE AVE

Stevenson Landing

Port of Skamania

Sailboard Park

City Hall

C O



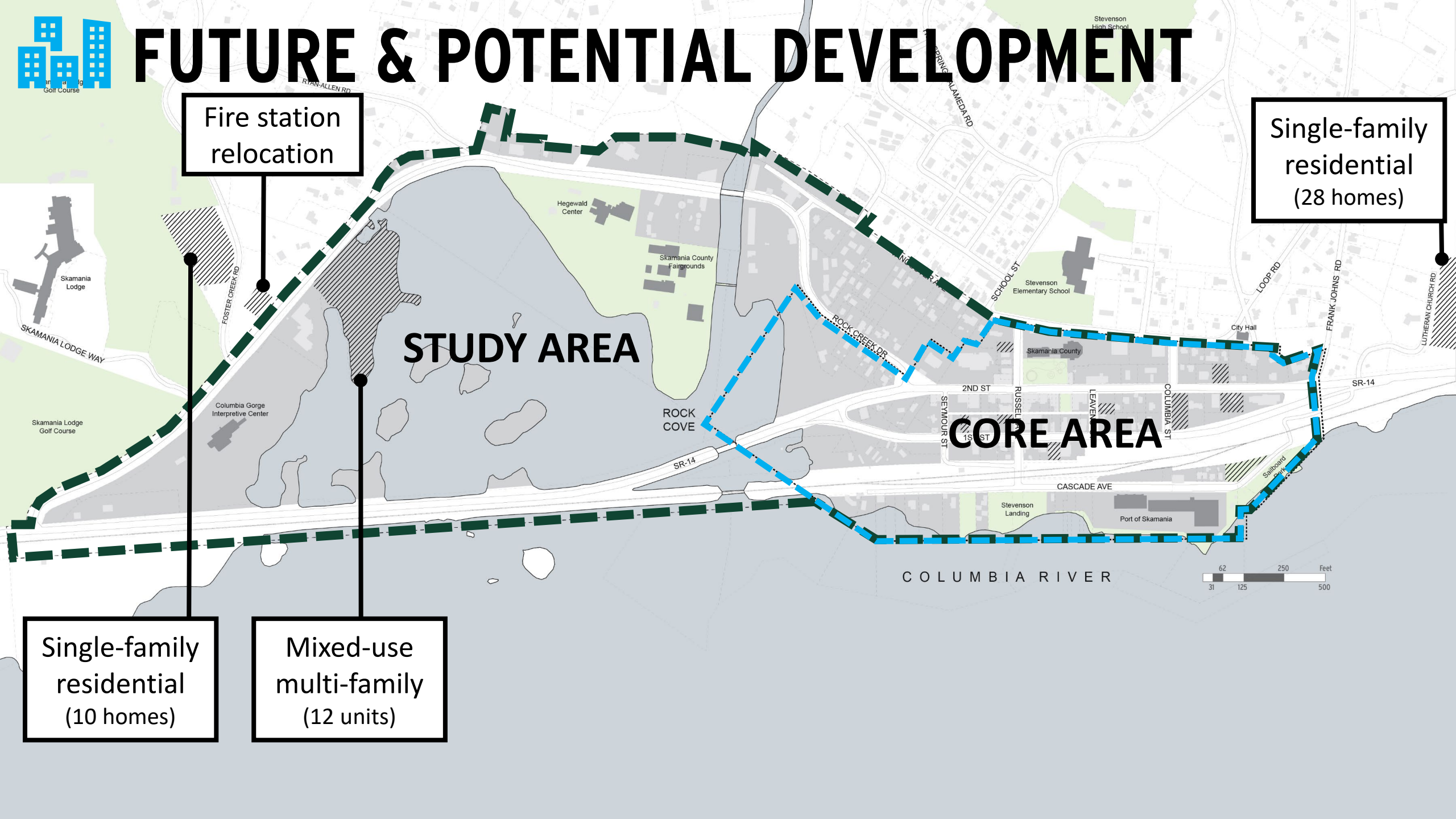
FUTURE & POTENTIAL DEVELOPMENT

Fire station relocation

Single-family residential (28 homes)

Single-family residential (10 homes)

Mixed-use multi-family (12 units)



STUDY AREA

CORE AREA

SR-14

SR-14

COLUMBIA RIVER





MARKET ANALYSIS



MARKET ANALYSIS | RESIDENTIAL

MARKET DEMAND | **50-80 DWELLING UNITS**

	LOW			BASELINE			HIGH		
	Owner	Renter	Total	Owner	Renter	Total	Owner	Renter	Total
Single-family attached	6	7	13	7	9	16	10	12	22
Multi-family	1	31	32	2	39	41	2	54	56



MARKET ANALYSIS | COMMERCIAL

MARKET DEMAND | 14,000-26,000 SF (all commercial)
9,000-17,000 SF (retail only)

	Low	Baseline	High
All Commercial	14,103	19,187	25,923
Downtown Retail	9,449	12,855	17,368



MARKET ANALYSIS | HOSPITALITY

MARKET DEMAND | 60-100 KEYS

	LOW	BASELINE	HIGH
West Columbia Gorge	248	317	389
Stevenson	63	81	99

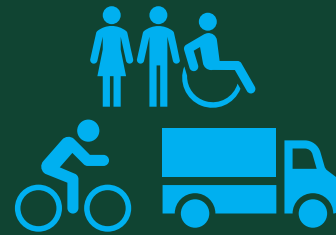


EXISTING CONDITIONS ANALYSIS

MOBILITY



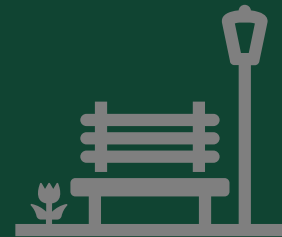
LAND USE



MOBILITY



PARKING



URBAN DESIGN



STAKEHOLDER MEETINGS SUMMARY

MOBILITY



GOAL

A **balanced network** of auto, truck, walking and biking routes **maintain and improve access** to and through downtown.

OBJECTIVES

- Adequate walking and biking access regardless of age or physical condition throughout downtown and study area
- Network of multiple safe, direct and convenient auto, walking and biking connections between downtown and study area.
- Maintain regional SR-14 auto/truck mobility through downtown.
- Maintain access for service and maintenance vehicles to existing and future downtown businesses.
- **Divert some auto and truck traffic from 2nd Street to 1st Street.**
- **Explore additional or improved auto and bike/pedestrian access to the waterfront.**
- **Access concepts that focus on fun, tourism and recreation.**
- **Frame Stevenson as a “regional trailhead.”**
- **Explore a walking and biking “loop trail.”**

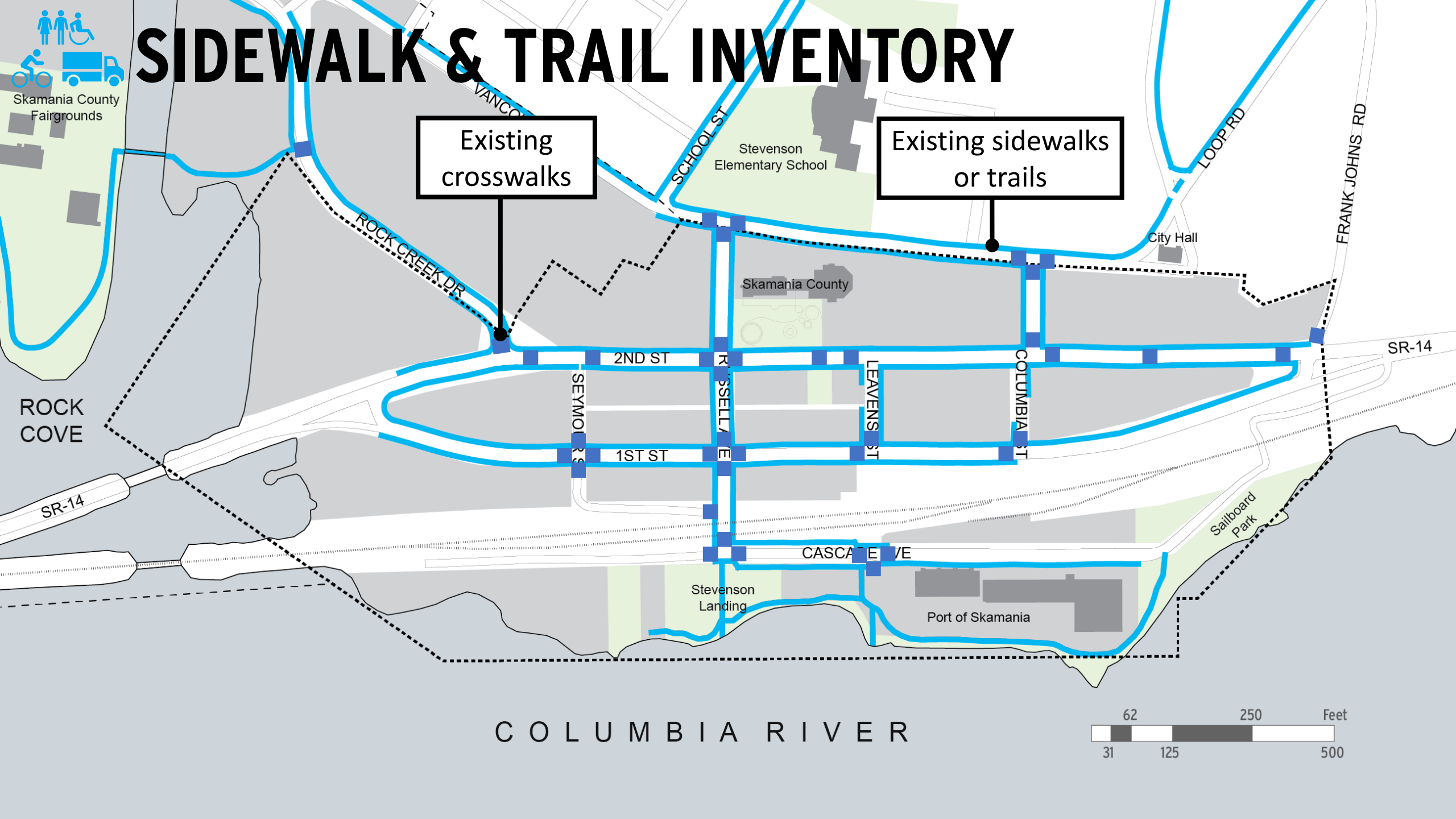


SIDEWALK & TRAIL INVENTORY

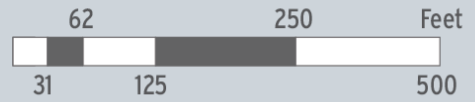
Skamania County Fairgrounds

Existing crosswalks

Existing sidewalks or trails

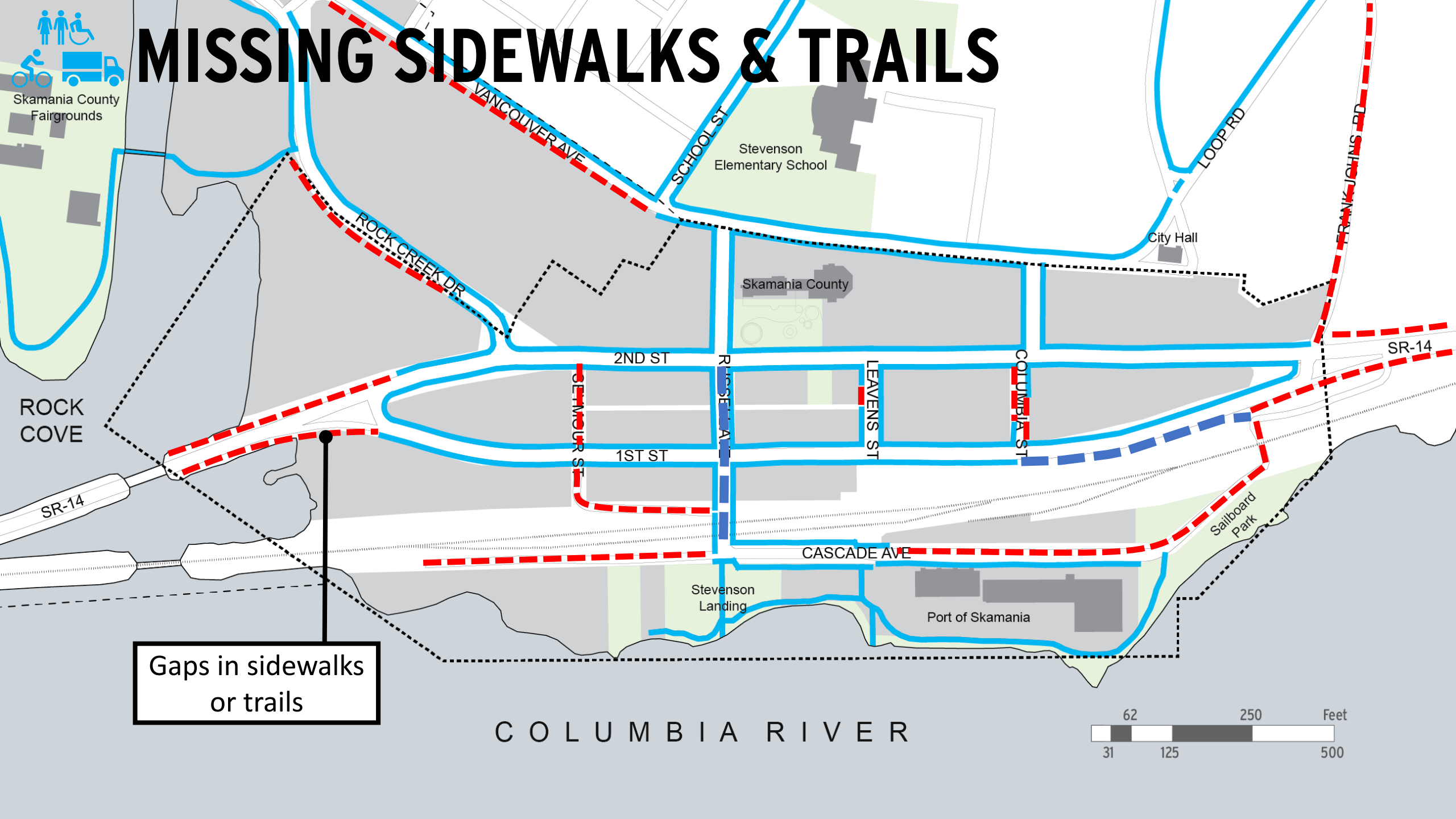


C O L U M B I A R I V E R



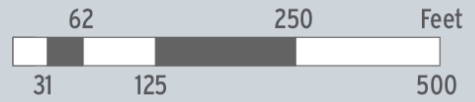


MISSING SIDEWALKS & TRAILS



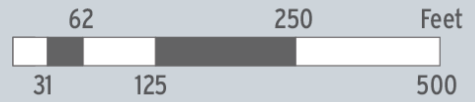
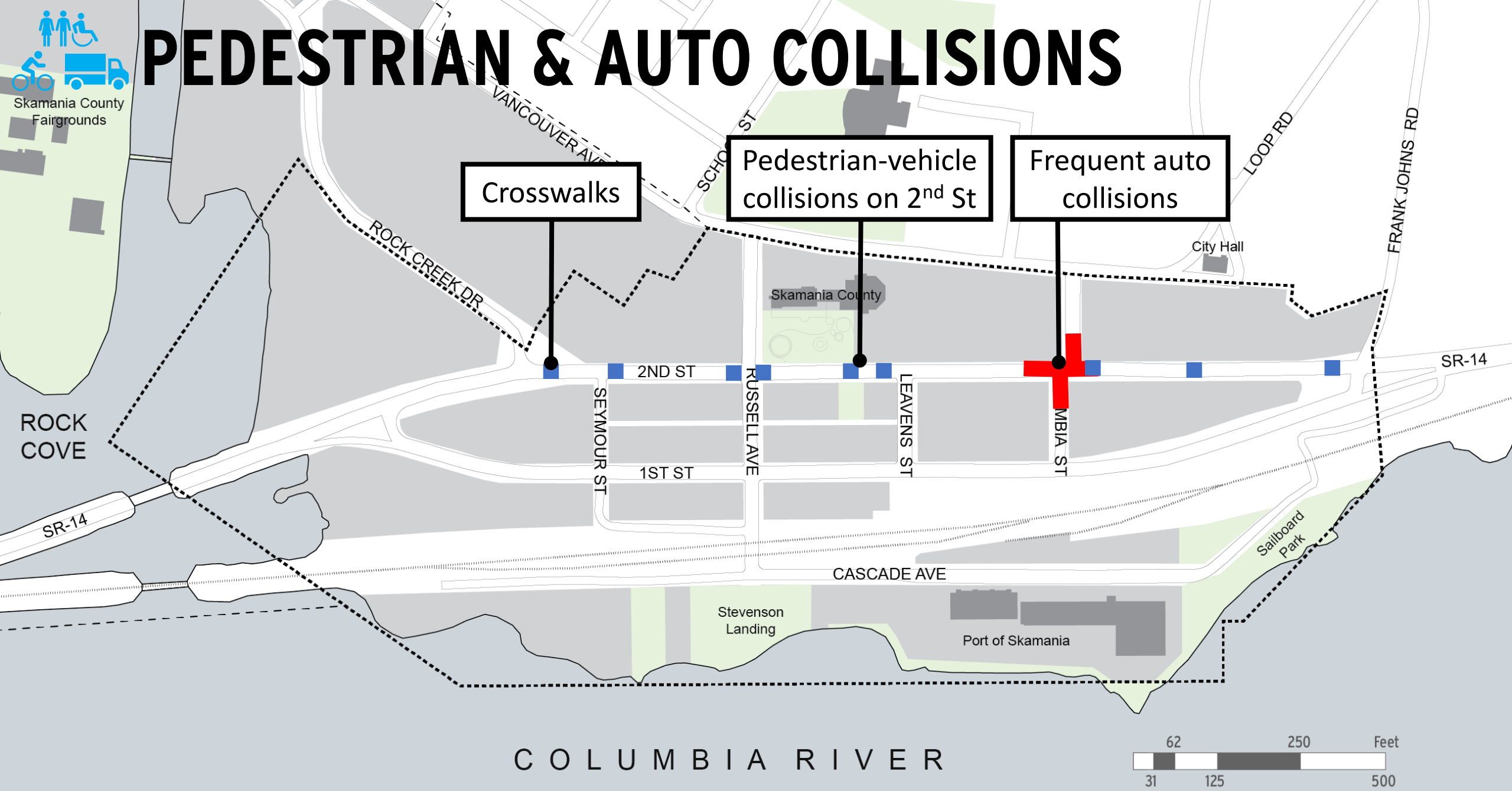
Gaps in sidewalks
or trails

C O L U M B I A R I V E R





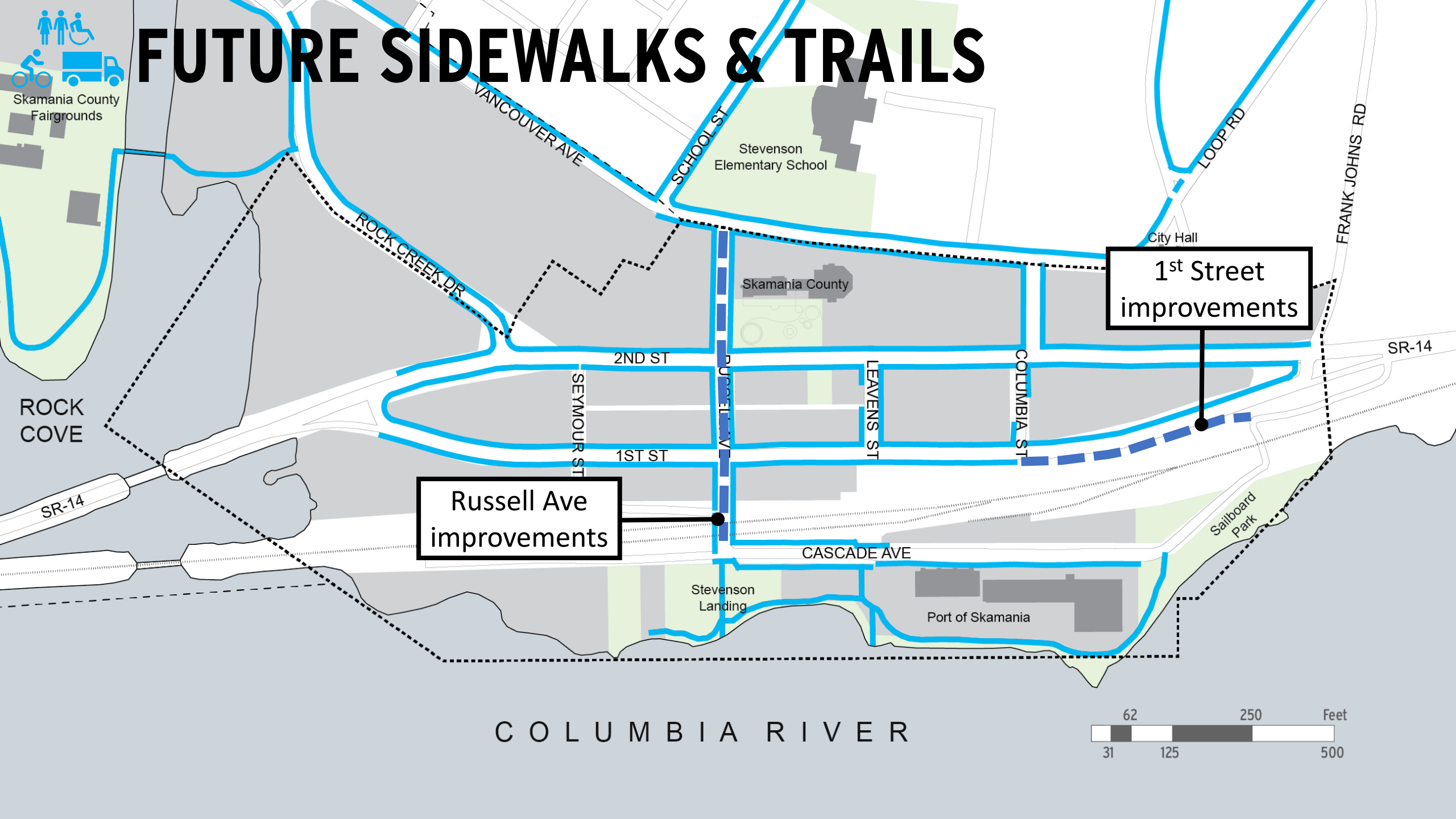
PEDESTRIAN & AUTO COLLISIONS





FUTURE SIDEWALKS & TRAILS

Skamania County Fairgrounds



ROCK COVE

SR-14

VANCOUVER AVE

SCHOOL ST

Stevenson Elementary School

LOOP RD

FRANK JOHNS RD

City Hall

1st Street improvements

Skamania County

2ND ST

SEYMOUR ST

1ST ST

RUSSELL AVE

LEAVENS ST

COLUMBIA ST

SR-14

Russell Ave improvements

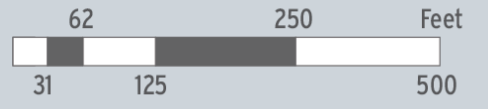
CASCADE AVE

Stevenson Landing

Port of Skamania

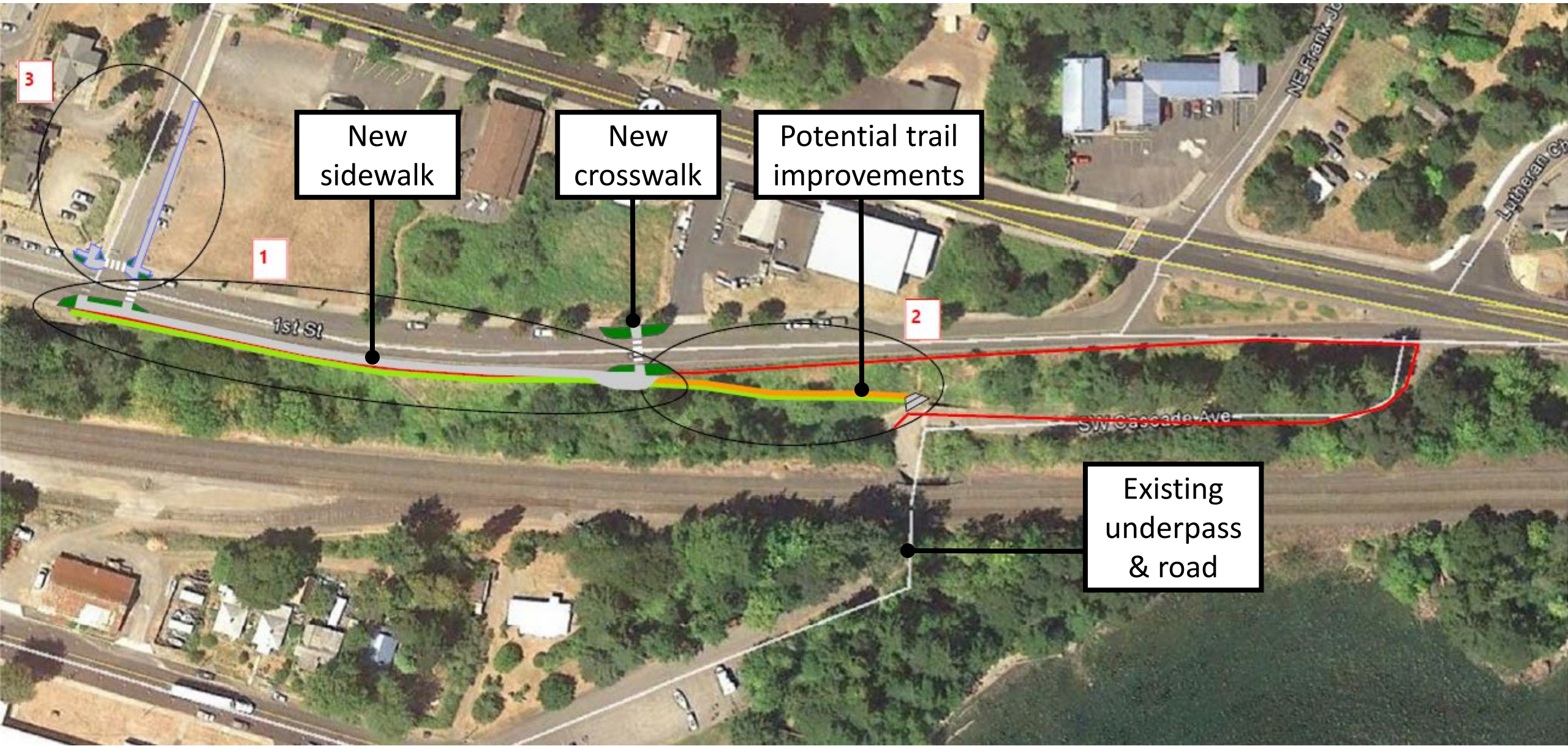
Sailboard Park

C O L U M B I A R I V E R





1st STREET IMPROVEMENTS



New sidewalk

New crosswalk

Potential trail improvements

Existing underpass & road

3

1

2

1st St

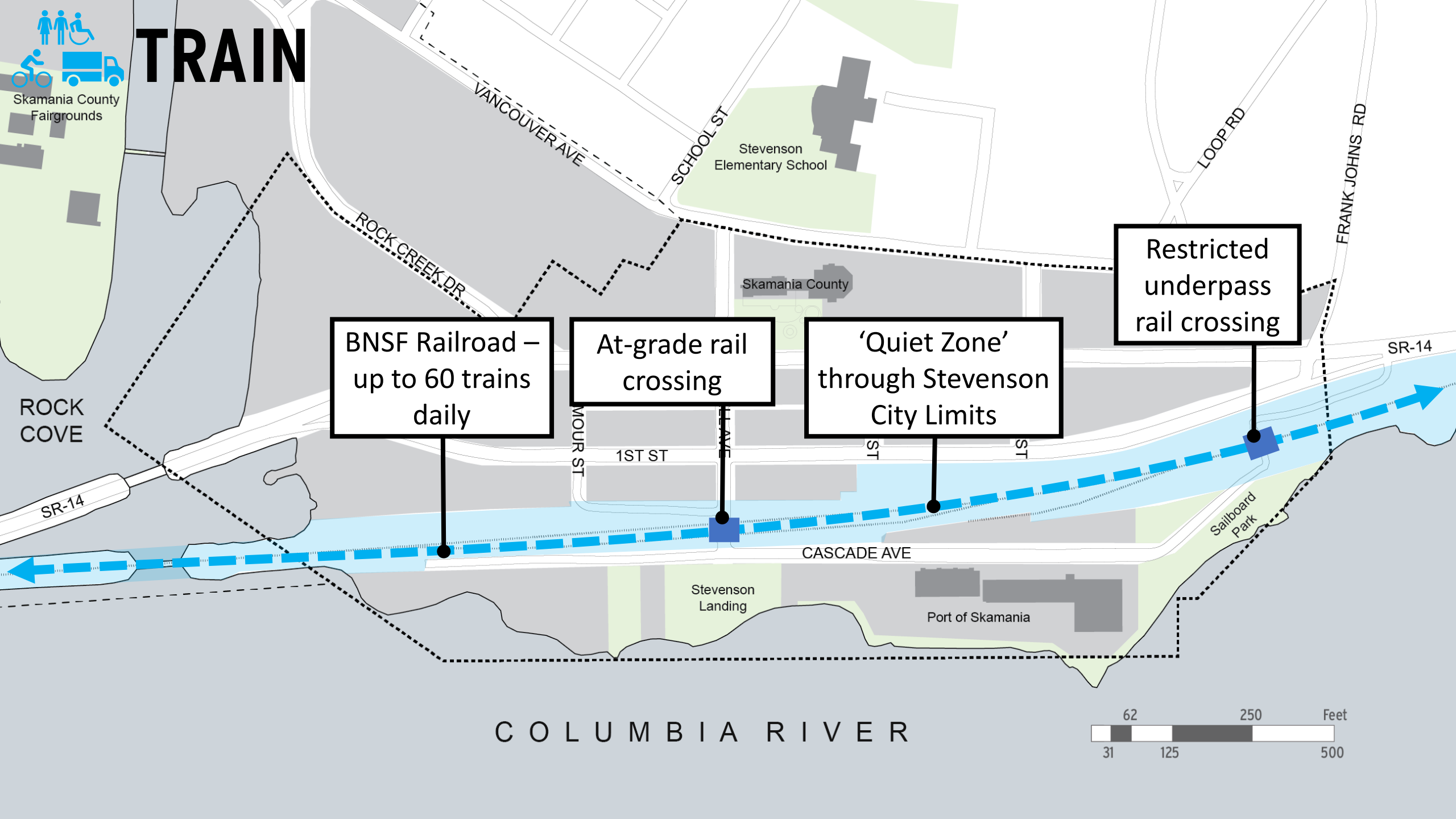
SW Cascade Ave

NE Frank Jo

Lutheran Ch



TRAIN



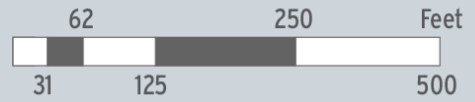
BNSF Railroad –
up to 60 trains
daily

At-grade rail
crossing

‘Quiet Zone’
through Stevenson
City Limits

Restricted
underpass
rail crossing

C O L U M B I A R I V E R

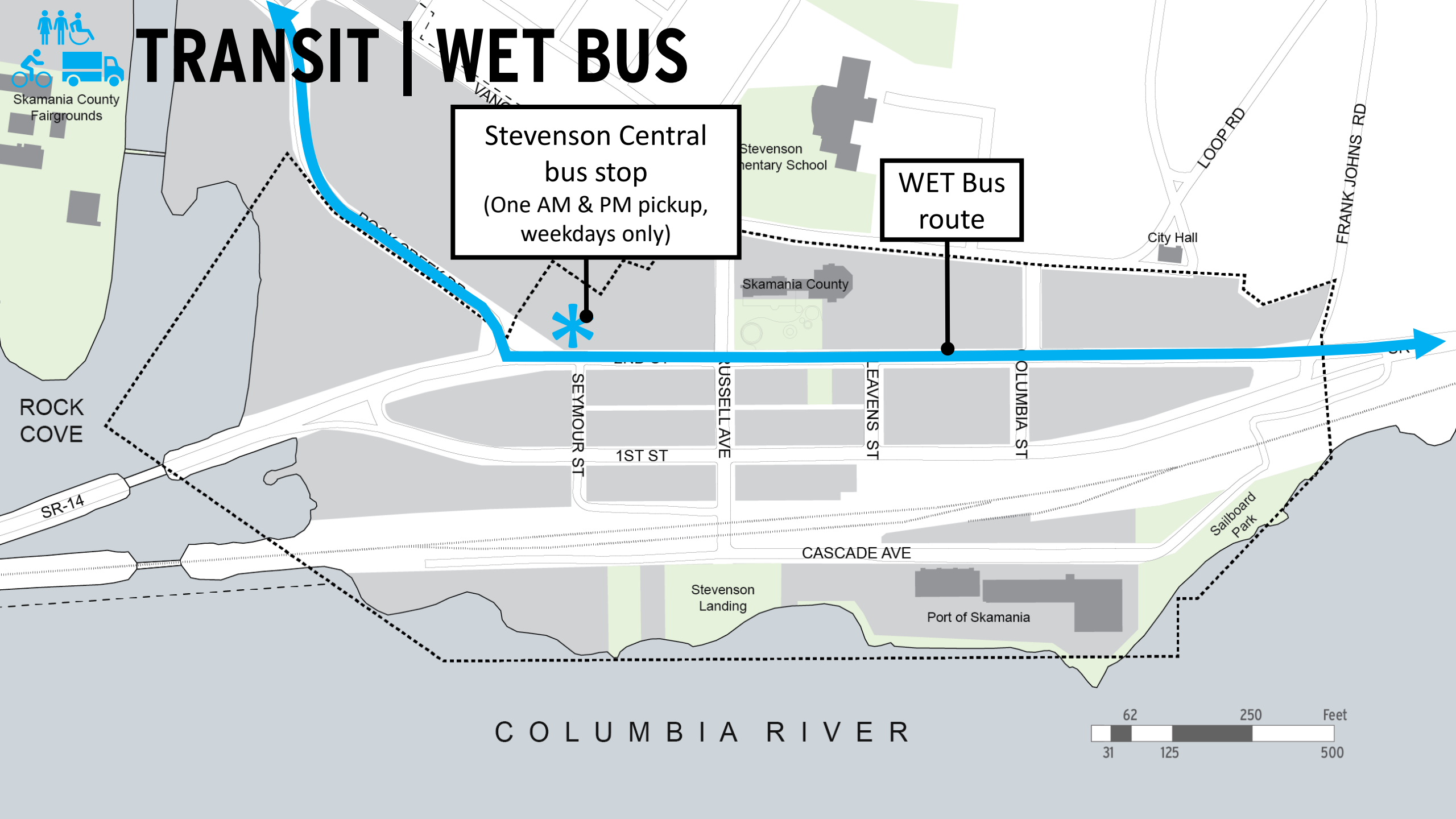




TRANSIT | WET BUS

Stevenson Central bus stop
(One AM & PM pickup, weekdays only)

WET Bus route



ROCK COVE

SR-14

SEYMOUR ST

1ST ST

RUSSELL AVE

LEAVENS ST

COLUMBIA ST

CASCADE AVE

Stevenson Landing

Port of Skamania

Sailboard Park

City Hall

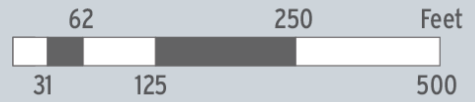
Stevenson Elementary School

Skamania County

LOOP RD

FRANK JOHNS RD

C O L U M B I A R I V E R





TRANSIT | WET BUS

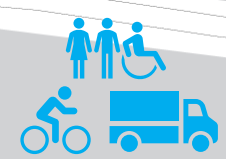


Bus Schedule

	WESTBOUND									EASTBOUND											
	Stevenson Central	Carson North	Carson Central	Stevenson Central	Hegewald Center	North Bonneville	Skamania	Salmon Falls Park & Ride	Washougal Park & Ride	Fisher's Landing Transit Center	Fisher's Landing Transit Center	Washougal Park & Ride	Salmon Falls Park & Ride	Skamania	North Bonneville	Hegewald Center	Stevenson Central	Carson North	Carson Central	Stevenson Central	
WET Bus	3	1	2	3	4	5	6	7	8	9	9	8	7	6	5	4	3	1	2	3	WET Bus
MORNING Mon - Fri	5:25	5:35	5:41	5:52	5:53	6:03	6:13	6:23	6:38	6:50	7:00	7:12	7:27	7:37	7:47	7:57	7:58	8:08	8:14	8:25	MORNING Mon - Fri
MID-DAY Fri Only	10:50	11:00	11:05	11:16	11:17	11:27	11:37	11:47	12:07	12:20	12:35	12:47	1:07	1:17	1:27	1:37	1:38	1:48	1:54	2:05	MID-DAY Fri Only
EVENING Mon - Fri	4:35	4:45	4:51	5:01	5:02	5:12	5:22	5:32	5:47	6:00	6:10	6:22	6:37	6:47	6:57	7:07	7:08	7:18	7:24	7:35	EVENING Mon - Fri

Bus Route Map

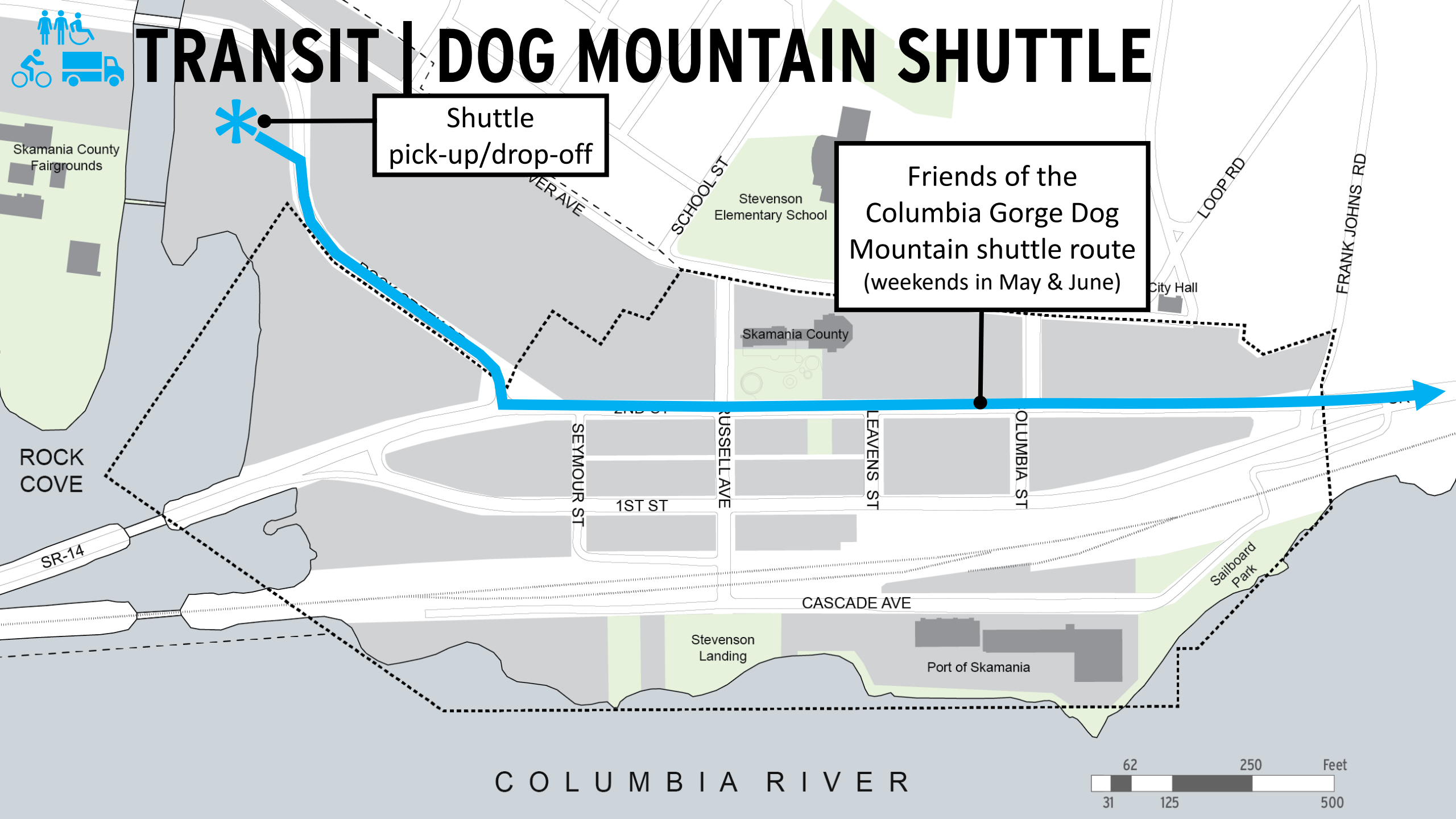




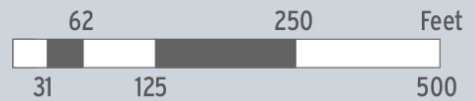
TRANSIT | DOG MOUNTAIN SHUTTLE

Shuttle pick-up/drop-off

Friends of the Columbia Gorge Dog Mountain shuttle route (weekends in May & June)



C O L U M B I A R I V E R





TRANSIT | DOG MOUNTAIN SHUTTLE



Dog Mountain Shuttle at Trailhead

Dog Mtn Shuttle Weekends

Fairgrounds Parking Lot	Dog Mtn Trailhead
7:30	8:00
8:00	8:30
8:30	9:00
9:00	9:30
9:30	10:00
10:00	10:30
10:30	11:00
11:00	11:30
11:30	12:00
12:00	12:30
12:30	1:00
1:00	1:30
1:30	2:00
	2:30
	3:00
	3:30
	4:00
	4:30
	5:00

The Stevenson pick up is in the Skamania Co Fairgrounds parking lot at 518 Rock Creek Dr

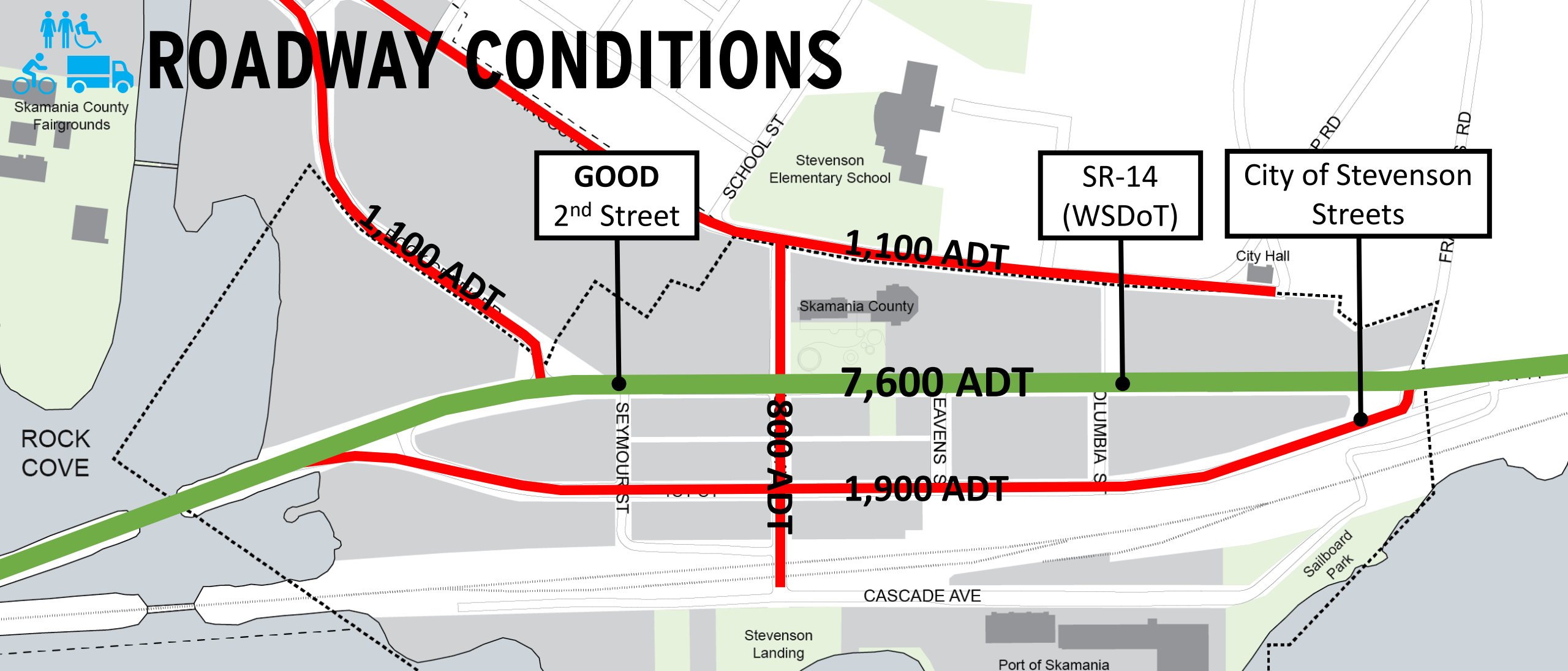
NOTE: The FINAL shuttle leaves Dog Mountain Trailhead at 5:00 PM



TRANSPORTATION ASSESSMENT

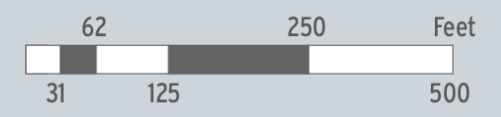


ROADWAY CONDITIONS



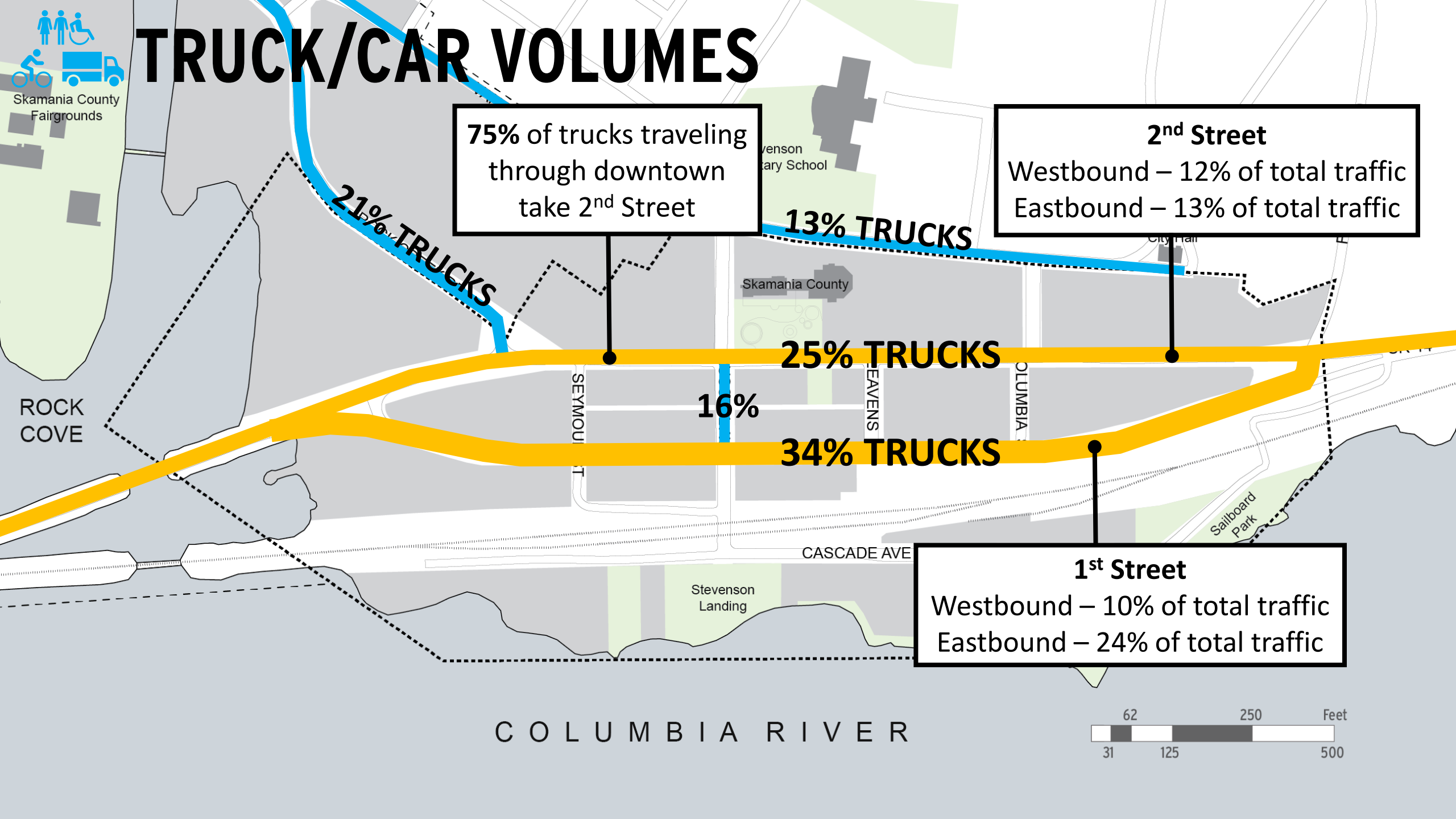
Retail Compatibility Chart

■ GOOD	5,000-15,000 Average Daily Trips
■ FAIR	2,500-5,000 or 15,000-20,000 Average Daily Trips
■ POOR	<2,500 or >20,000 Average Daily Trips





TRUCK/CAR VOLUMES



75% of trucks traveling through downtown take 2nd Street

2nd Street
Westbound – 12% of total traffic
Eastbound – 13% of total traffic

21% TRUCKS

13% TRUCKS

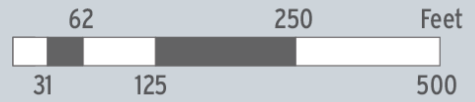
25% TRUCKS

16%

34% TRUCKS

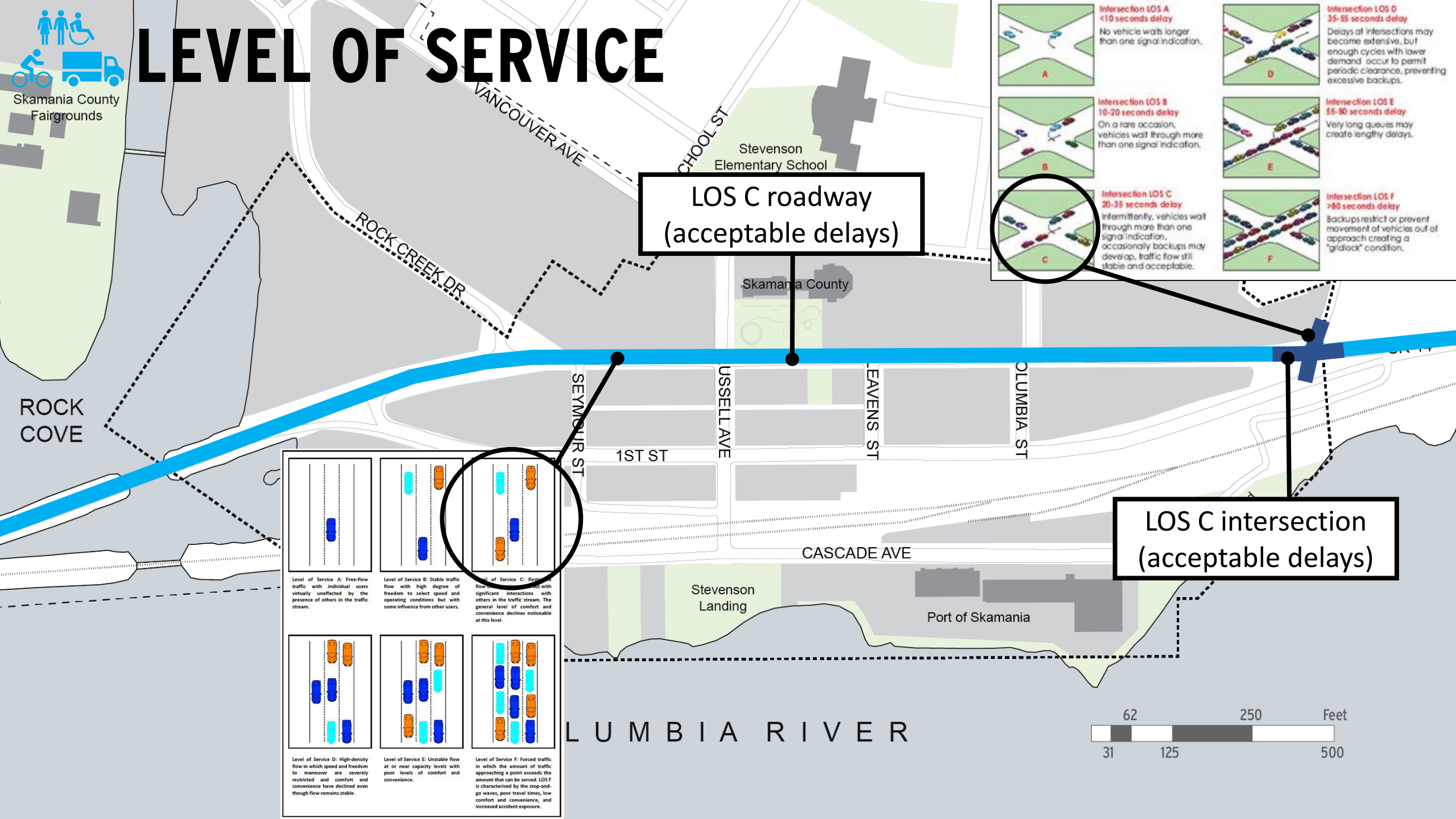
1st Street
Westbound – 10% of total traffic
Eastbound – 24% of total traffic

C O L U M B I A R I V E R



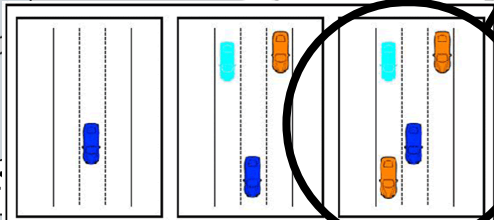
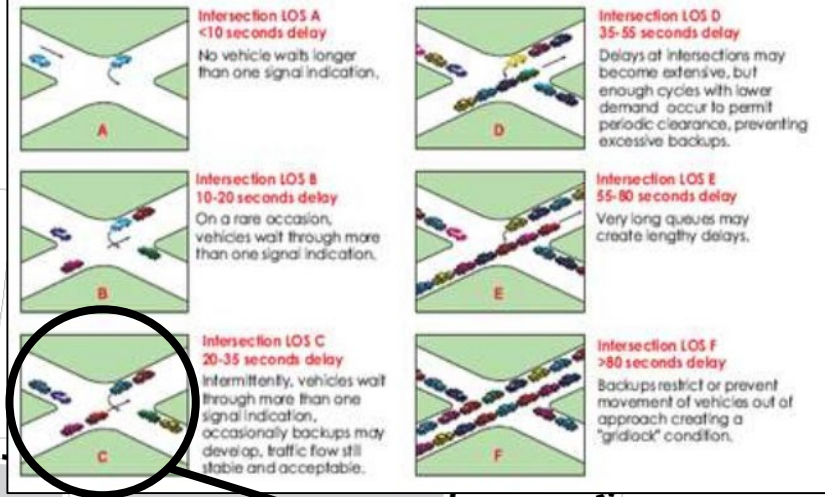


LEVEL OF SERVICE



LOS C roadway
(acceptable delays)

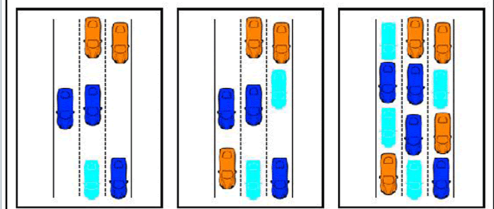
LOS C intersection
(acceptable delays)



Level of Service A: Free-flow traffic with individual users virtually unaffected by the presence of others in the traffic stream.

Level of Service B: Stable traffic flow with high degree of freedom to select speed and operating conditions but with some influence from other users.

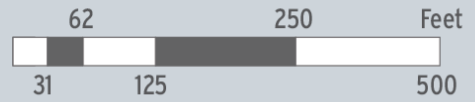
Level of Service C: Restricted flow with occasional significant interactions with others in the traffic stream. The general level of comfort and convenience declines noticeable at this level.



Level of Service D: High-density flow in which speed and freedom to maneuver are severely restricted and comfort and convenience have declined even though flow remains stable.

Level of Service E: Unstable flow at or near capacity levels with poor levels of comfort and convenience.

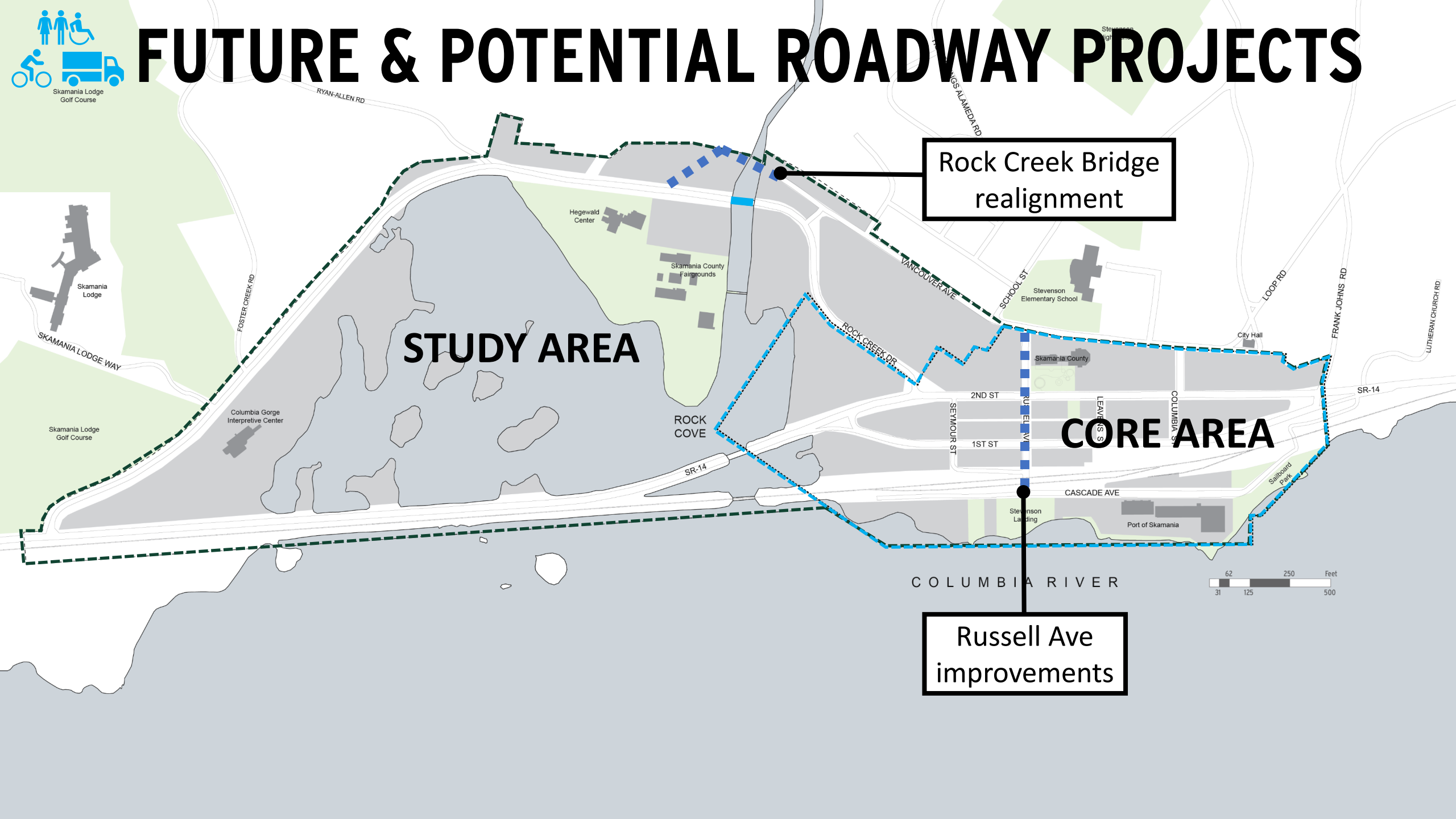
Level of Service F: Forced traffic in which the amount of traffic approaching a point exceeds the amount that can be served. LOS F is characterized by the stop-and-go waves, poor travel times, low comfort and convenience, and increased accident exposure.





Skamania Lodge Golf Course

FUTURE & POTENTIAL ROADWAY PROJECTS

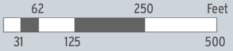


STUDY AREA

CORE AREA

Rock Creek Bridge
realignment

Russell Ave
improvements



COLUMBIA RIVER

ROCK COVE

SR-14

SEYMOUR ST
2ND ST
1ST ST

LEWIS ST

COLUMBIA ST

CASCADE AVE

Hegewald Center

Skamania County Fairgrounds

Stevenson Elementary School

City Hall

Skamania County

Stevenson Landing

Port of Skamania

Sullivan Park

Columbia Gorge Interpretive Center

Skamania Lodge Golf Course

Skamania Lodge

SKAMANIA LODGE WAY

FOSTER CREEK RD

RYAN-ALLEN RD

W.S. ALAMEDA RD

VANCOUVER AVE

ROCK CREEK DR

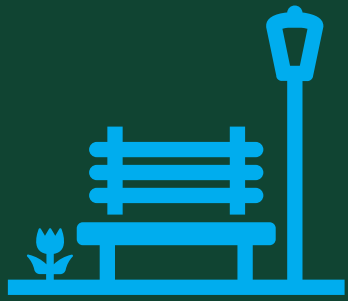
SCHOOL ST

LOOP RD

FRANK JOHNS RD

LUTHERAN CHURCH RD

SR-14



EXISTING CONDITIONS ANALYSIS

URBAN DESIGN



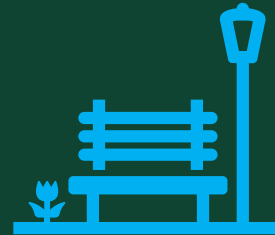
LAND USE



MOBILITY



PARKING



URBAN DESIGN



STAKEHOLDER MEETINGS SUMMARY

URBAN DESIGN



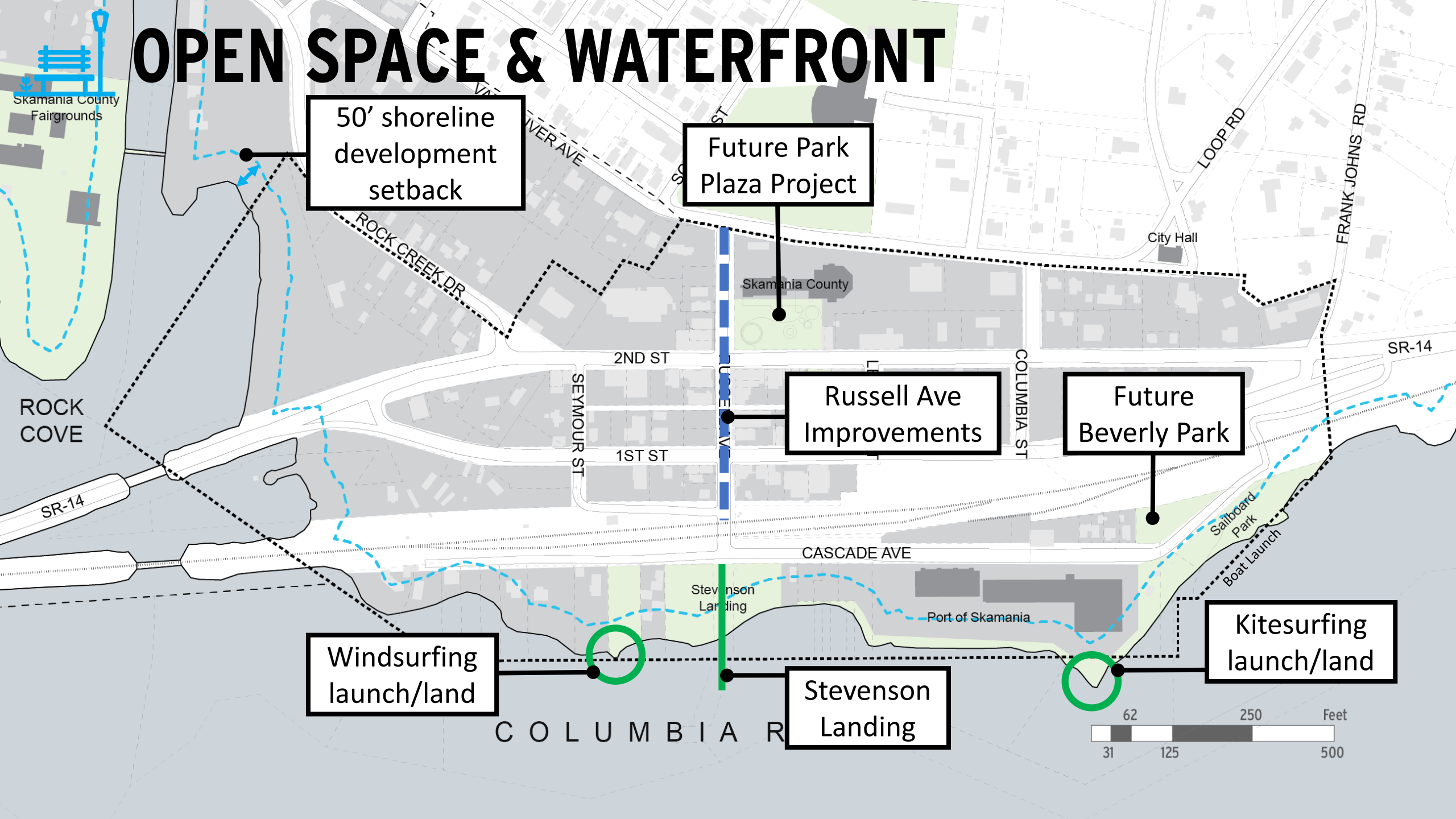
GOAL

The **public realm is joyful, active and comfortable** for residents, employees and visitors.

OBJECTIVES

- Ensure that public spaces contribute to the economic vitality of the downtown.
- Ensure that public spaces contribute to the livability of downtown residents and employees.
- Create a network of interconnected public spaces.
- Create a public realm that is safe and active during all hours of the day and all seasons.
- Strengthen existing and proposed open space amenities such as the waterfront and park plaza.
- **Enhance downtown's streetscape and pedestrian comfort by improving storefronts, sidewalk amenities and infrastructure, or landscaping.**
- **Establish the waterfront as a fun, active and public destination that features retail/commercial development and water-oriented facilities.**

OPEN SPACE & WATERFRONT



50' shoreline development setback

Future Park Plaza Project

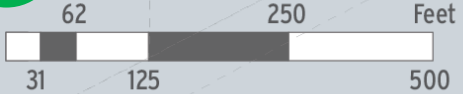
Russell Ave Improvements

Future Beverly Park

Windsurfing launch/land

Stevenson Landing

Kitesurfing launch/land





PARK PLAZA CONCEPT



LOOKING TO THE FUTURE 1
SCALE: 1" = 20' - 0"

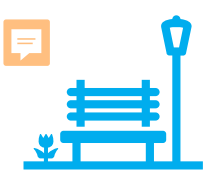
STEVENSON BUSINESS ASSOCIATION
CITY OF STEVENSON, WA



Site Plan



View Looking Northwest



STEVENSON LANDING CONCEPT



Pier Concept



Site Plan

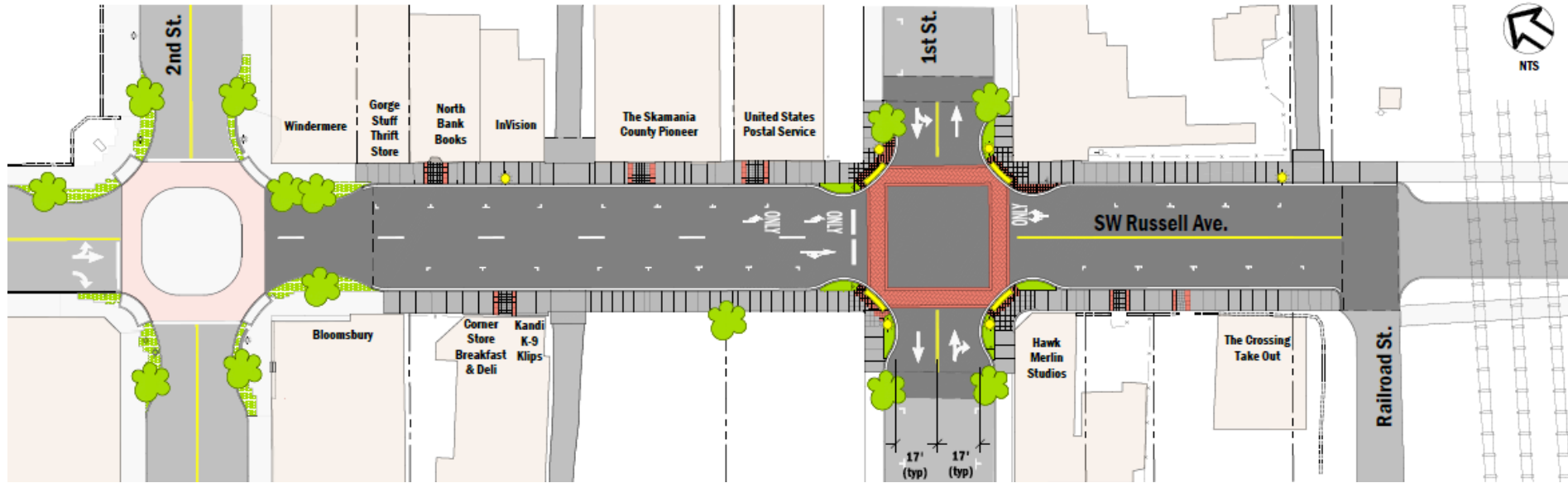


RUSSELL AVE. IMPROVEMENTS

Existing Russell Avenue

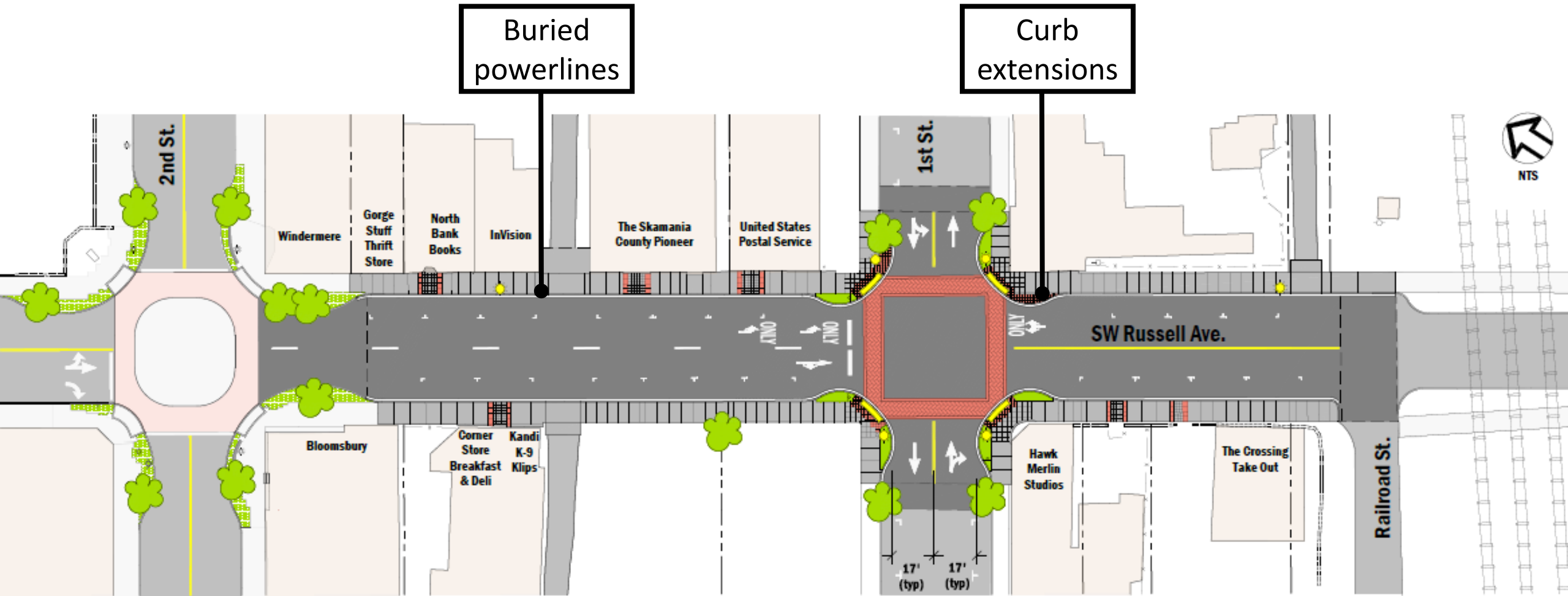


Proposed Russell Avenue





RUSSELL AVE. IMPROVEMENTS



Proposed Parking = 19



EXISTING CONDITIONS ANALYSIS

PARKING



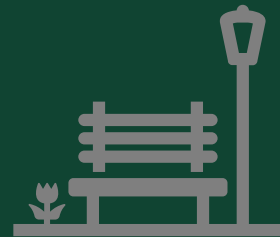
LAND USE



MOBILITY



PARKING



URBAN DESIGN



STAKEHOLDER MEETINGS SUMMARY

PARKING



GOAL

The parking supply facilitates **efficient short-term needs and minimizes on-site parking requirements.**

OBJECTIVES

- Provide adequate off-street private parking to serve existing and future development sites.
- Provide adequate public parking to serve existing and future public uses and special events.
- Provide adequate short-term visitor and commercial curbside parking to serve existing and future adjacent uses.
- Ensure that parking impacts of the public realm are minimized.
- **Reduce or optimize parking requirements for redevelopment.**
- **Explore alternative parking solutions, such as alley parking or shared parking.**
- **Ensure that existing parking is utilized, accessible and known.**



Skamania County Fairgrounds

OFF-STREET PARKING

Employee Only
Retail/Commercial
Off-Street Parking

Government/Institutional
Off-Street Parking

Hospitality
Parking

Retail/Commercial
Off-Street Parking

Residential
Parking

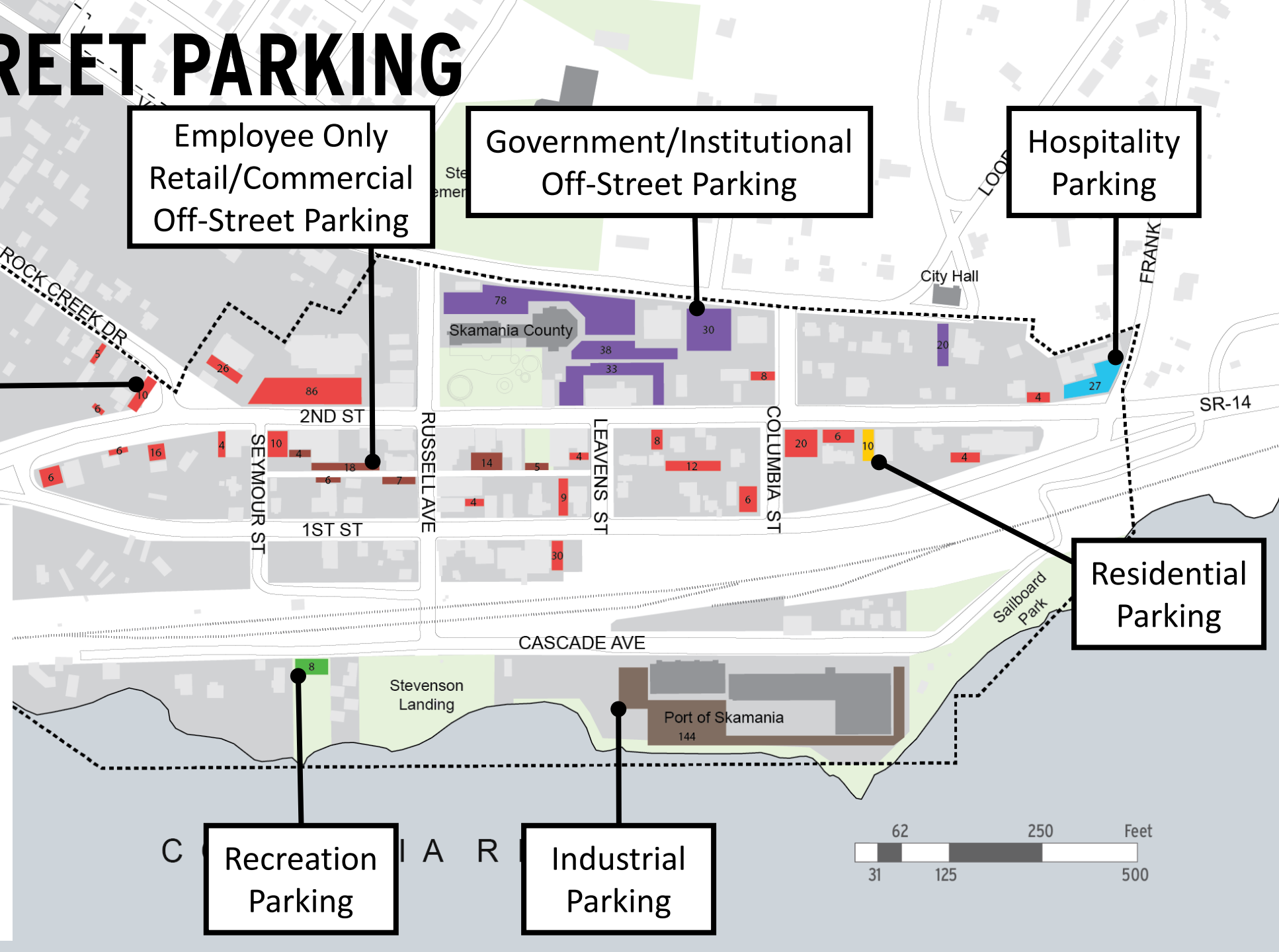
Recreation
Parking

Industrial
Parking

OFF-STREET PARKING

759 Total Spaces

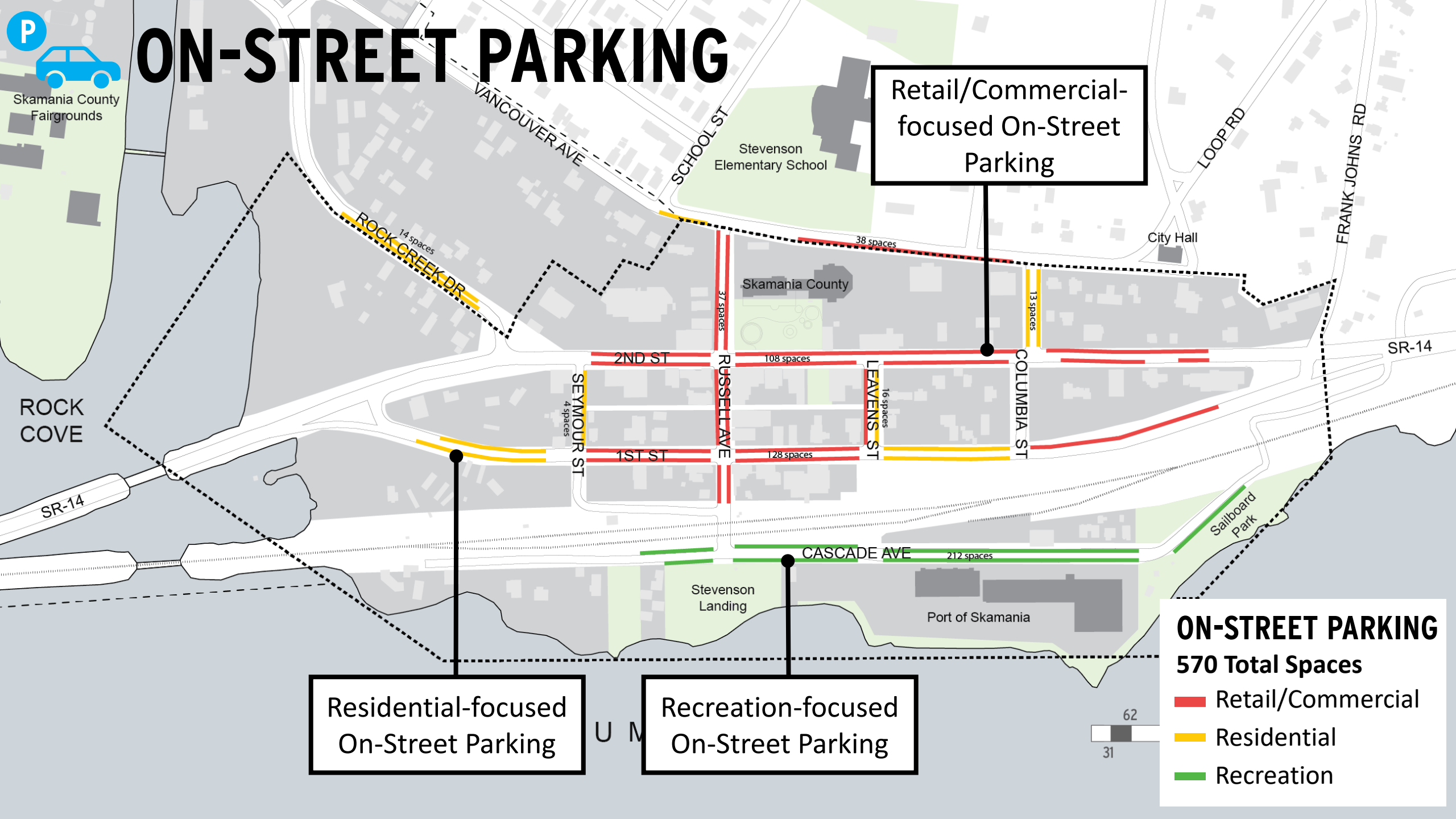
- Retail/Commercial
- Employee Retail/Comm.
- Government/Institutional
- Residential
- Hospitality
- Recreation
- Industrial





Skamania County Fairgrounds

ON-STREET PARKING



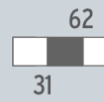
Retail/Commercial-focused On-Street Parking

Residential-focused On-Street Parking

Recreation-focused On-Street Parking

ON-STREET PARKING
570 Total Spaces

- █ Retail/Commercial
- █ Residential
- █ Recreation





Skamania County Fairgrounds

TOTAL PARKING

ROCK COVE

OFF-STREET PARKING

759 Total Spaces

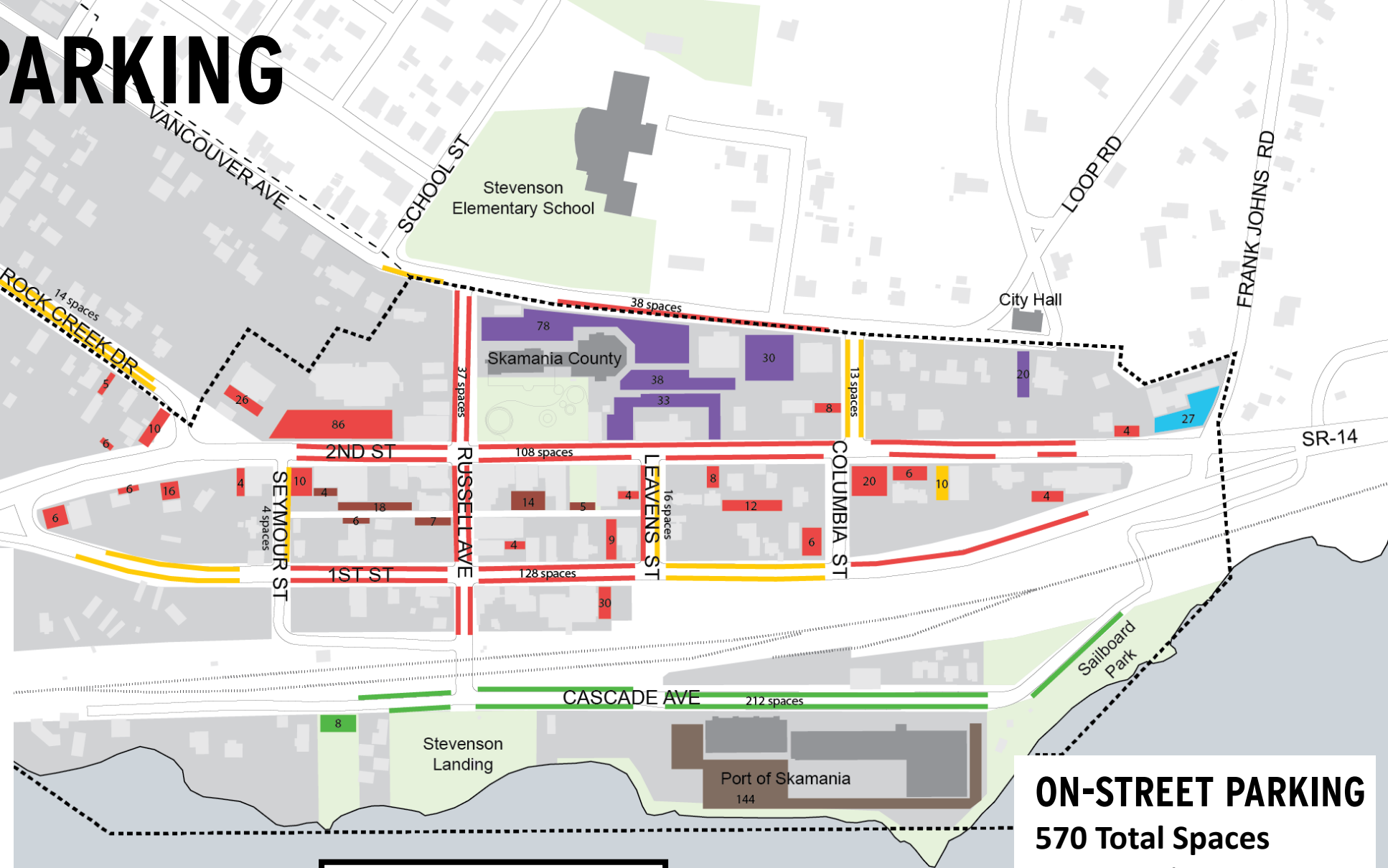
- Retail/Commercial
- Employee Retail/Comm.
- Government/Institutional
- Residential
- Hospitality
- Recreation
- Industrial

1,329 TOTAL ON & OFF-STREET PARKING SPACES

ON-STREET PARKING

570 Total Spaces

- Retail/Commercial
- Residential
- Recreation





DISCUSSION



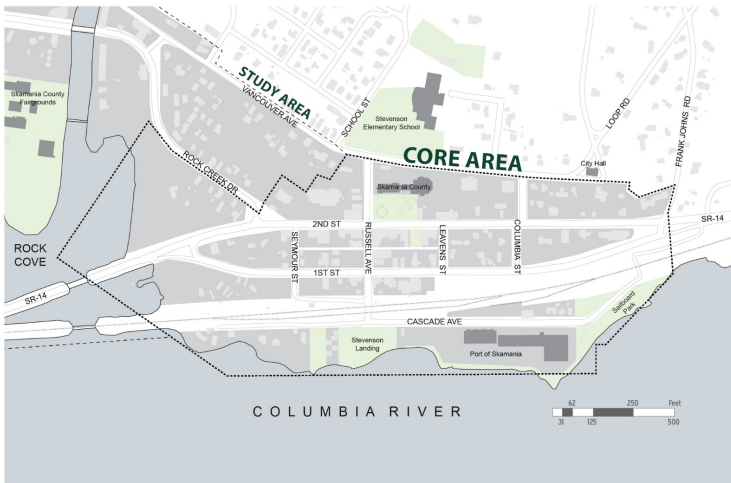
RESPONSE SHEET

RESPONSE SHEET

Stevenson Downtown Plan
Community Workshop #1 | August 19th, 2019

1

PROJECT AREA



Name (optional): _____

LAND USE COMMENTS

Please provide comments, concerns or opportunities on the following Land Use elements:

Residential: _____

Commercial: _____

Retail: _____

Vacant/Underutilized Parcels: _____

Future & Potential Development: _____

MOBILITY COMMENTS

Please provide comments, concerns or opportunities on the following Mobility elements:

Sidewalks & Trails: _____

Train: _____

Transit: _____

Roadways, Cars & Trucks: _____

Future & Potential Roadway Projects: _____

URBAN DESIGN COMMENTS

Please provide comments, concerns or opportunities on the following Urban Design elements:

Open Space & Waterfront: _____

Future & Potential Projects: _____

PARKING COMMENTS

Please provide comments, concerns or opportunities on the following Parking elements:

Off-Street Parking: _____

On-Street Parking: _____

ADDITIONAL COMMENTS

If you need additional time to respond, please return your comments to:

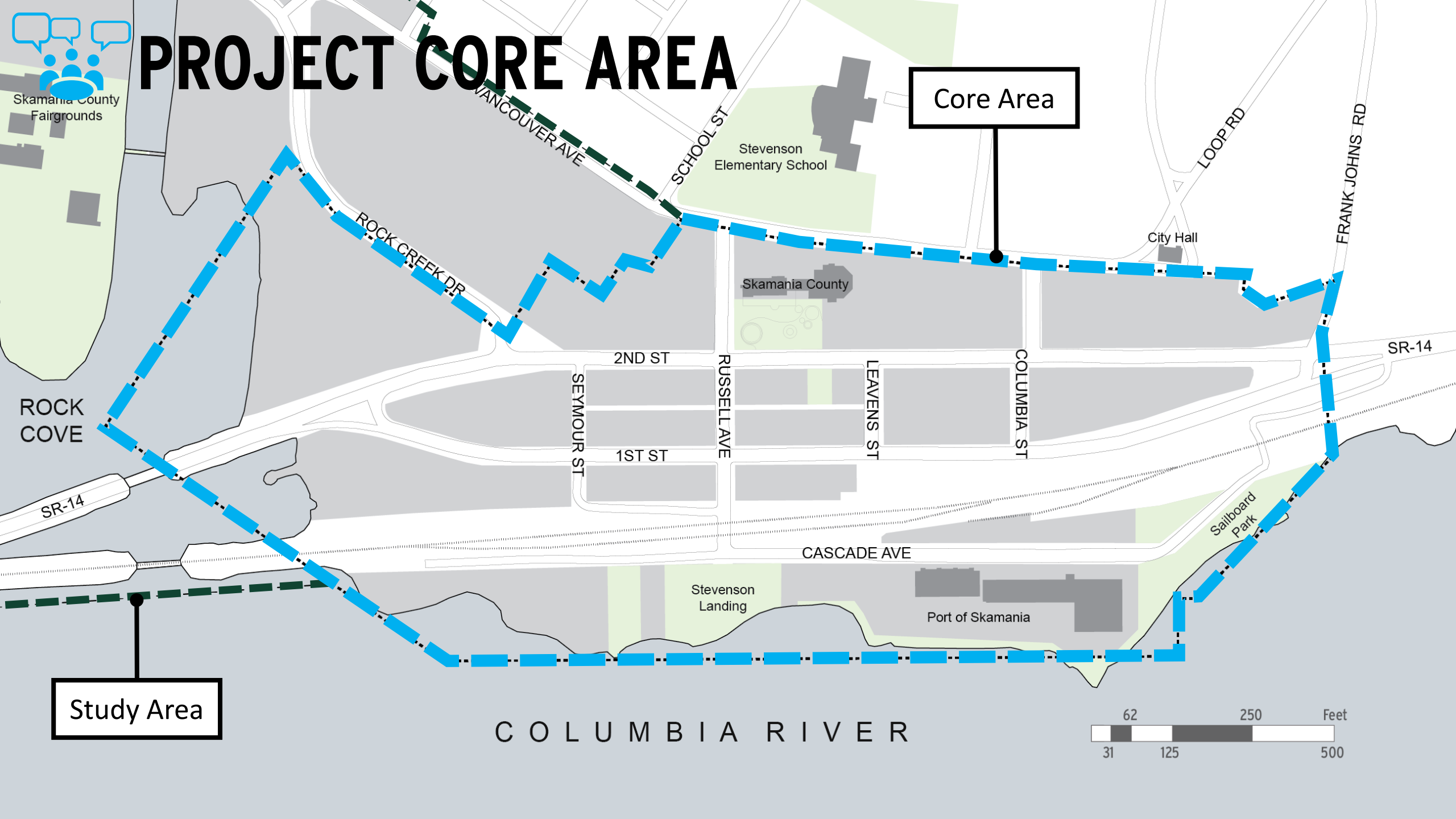
City of Stevenson
Ben Shumaker | ben@ci.stevenson.wa.us



PROJECT CORE AREA

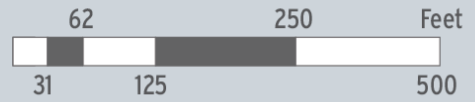
Skamania County Fairgrounds

Core Area



Study Area

C O L U M B I A R I V E R

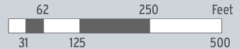
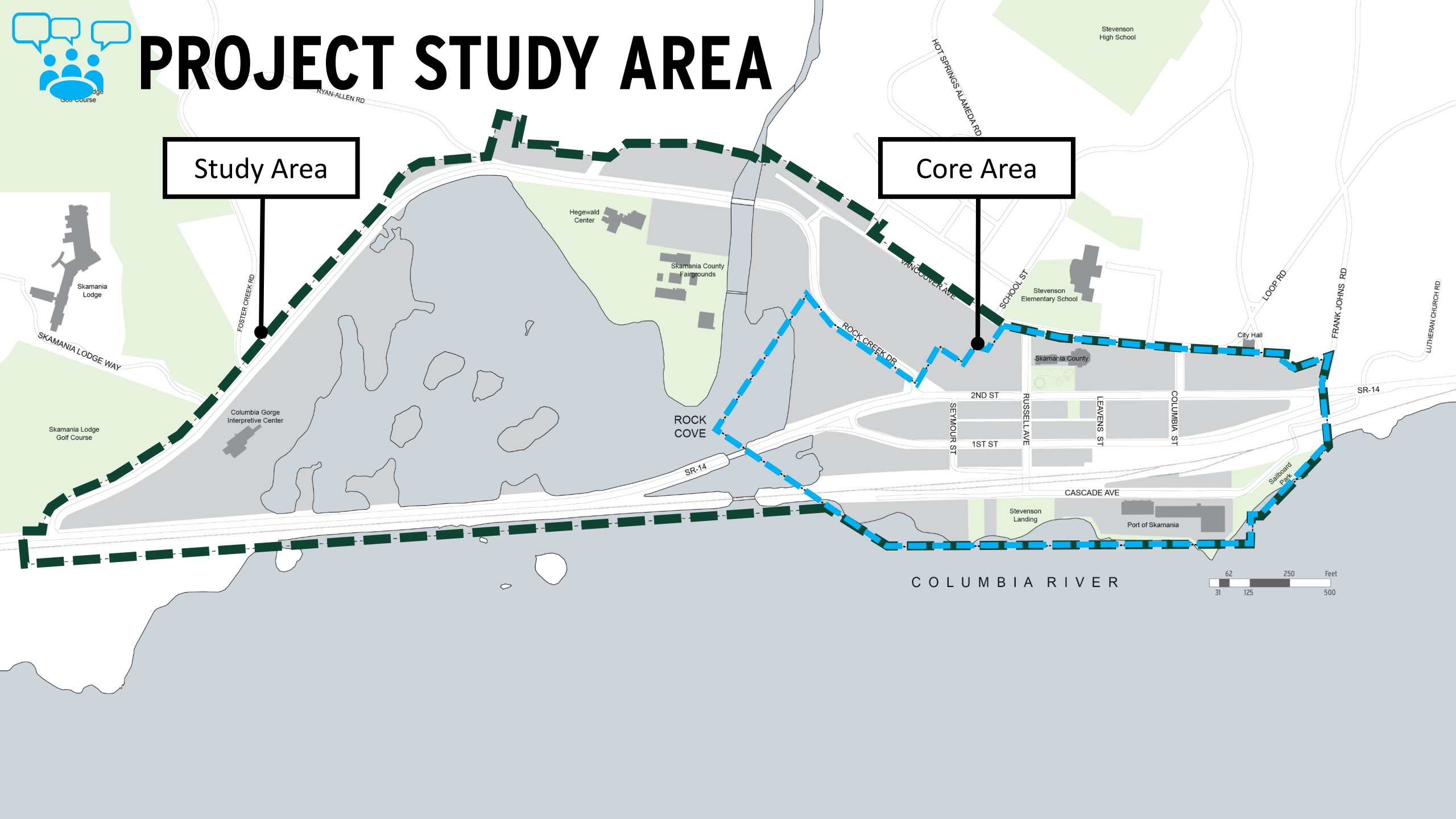




PROJECT STUDY AREA

Study Area

Core Area



COLUMBIA RIVER



NEXT STEPS



PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility

Parking

Land Use

Urban Design

Implementation

Plan for Success!

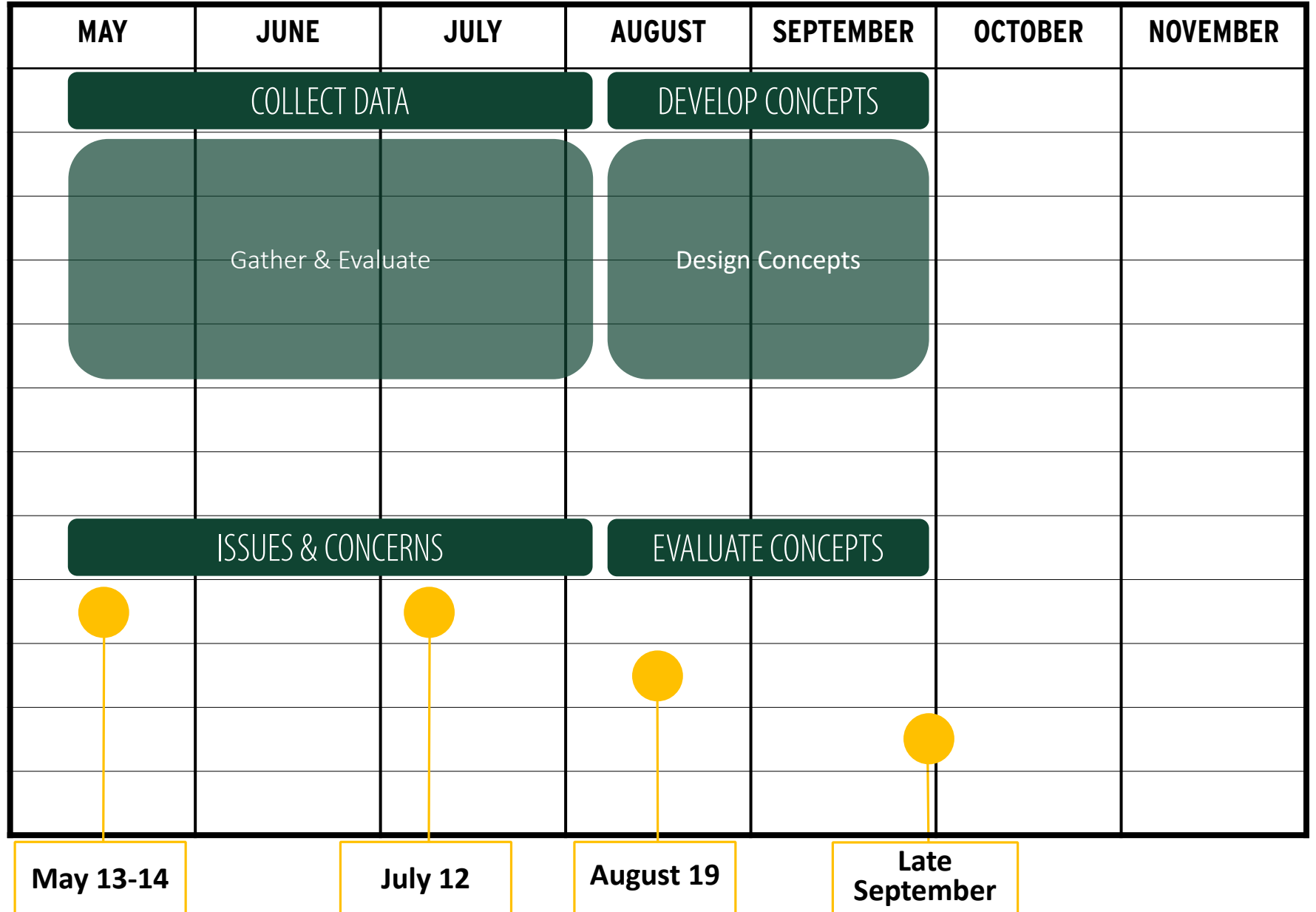
PUBLIC INVOLVEMENT

Project Initiation

Existing Conditions

Concepts Review

Plan for Success!





PROJECT TASKS & SCHEDULE

DOWNTOWN PLAN

Mobility

Parking

Land Use

Urban Design

Implementation

Plan for Success!

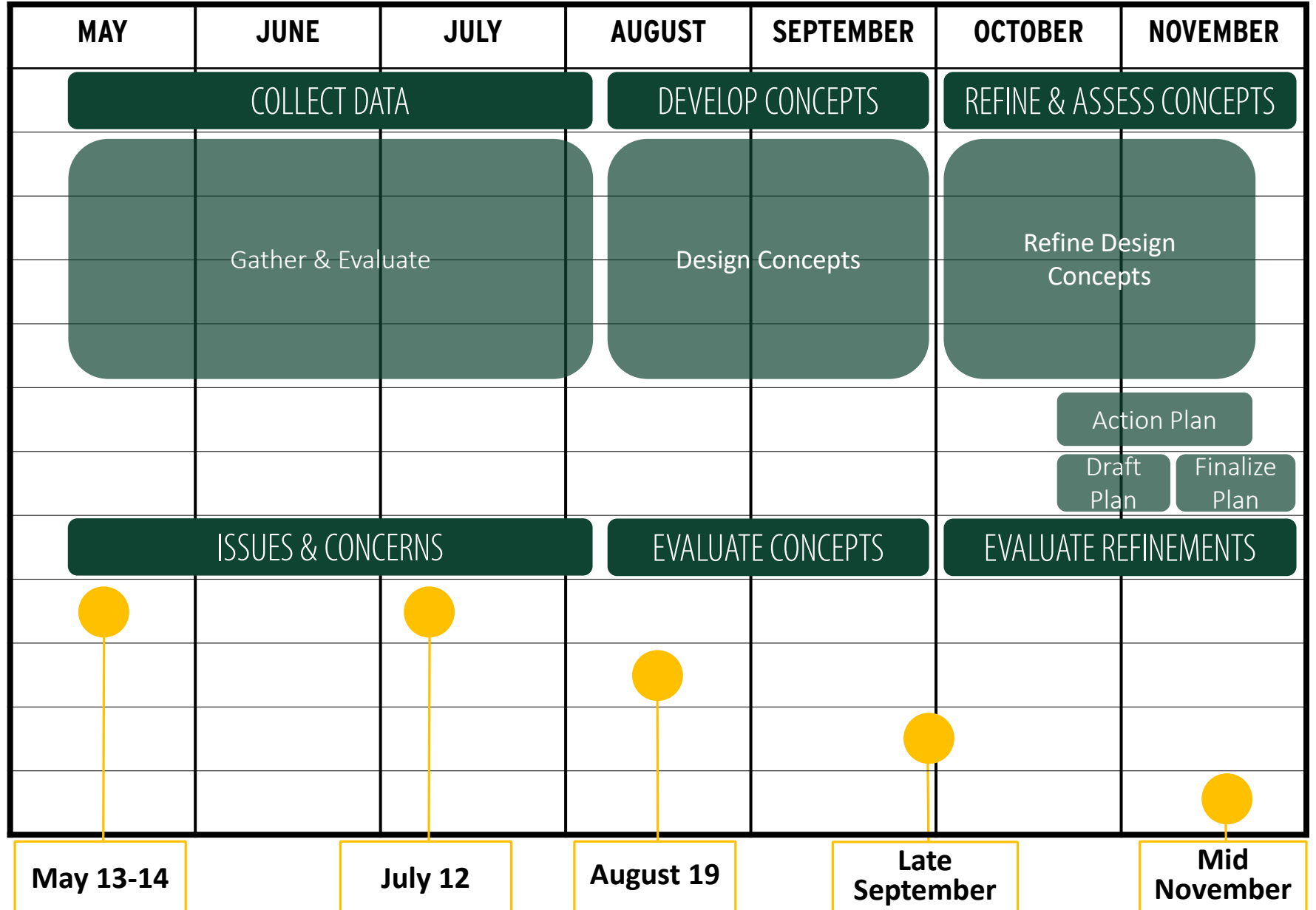
PUBLIC INVOLVEMENT

Project Initiation

Existing Conditions

Concepts Review

Plan for Success!





STEVENSON DOWNTOWN PLAN

EXISTING CONDITIONS WORKSHOP

Crandall Arambula PC | Fehr & Peers | Johnson Economics

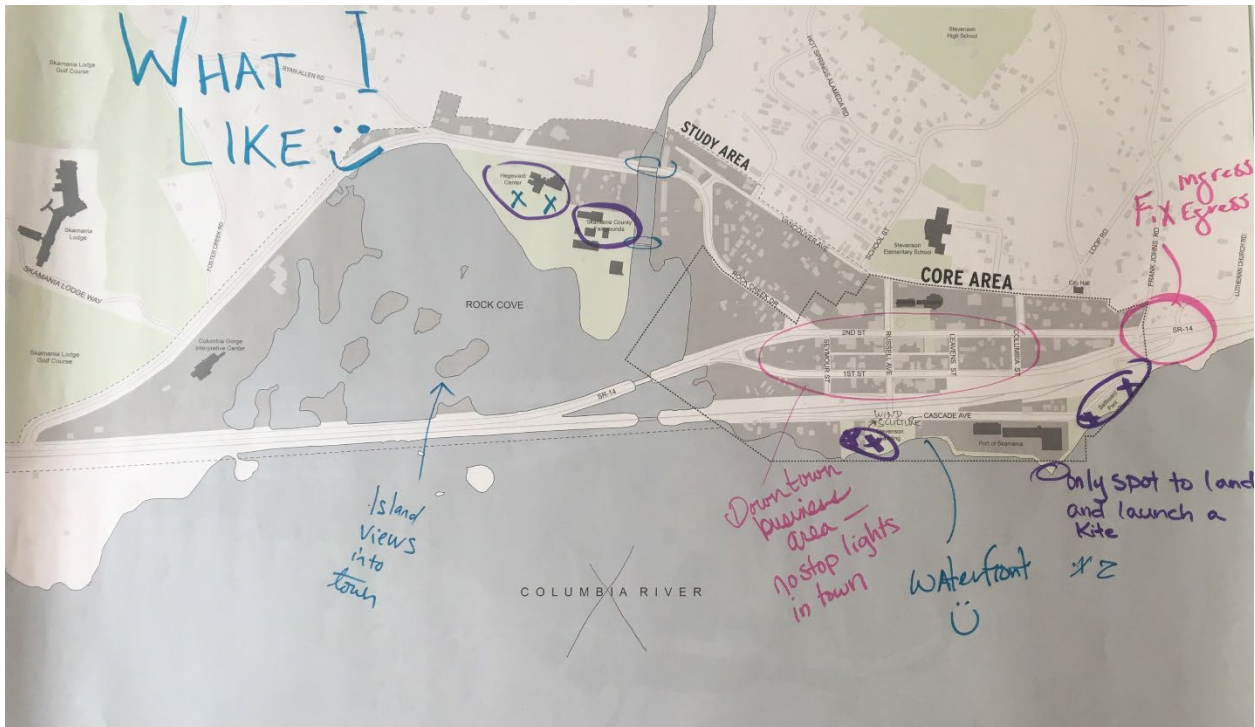
STEVENSON DOWNTOWN PLAN

COMMUNITY WORKSHOP 1 | AUGUST 19TH, 2019

COMMUNITY WORKSHOP 1 | EXISTING CONDITIONS

DATE & TIME: 6:00-8:00pm | August 19, 2019

ATTENDEES: Barb Robinson, David Wyatt, Auguste Zettler, Bonnie Heemeier, Jon Heemeier, Paul Hendricks, Bear Trotebas, Bernard Versari, Andra Mobley, Joe Schlick, Pat Albaugh, Vicki Butler-Pfeiffer, Marie Perez, Lori Lishan, Scott Lishan, Julie Mayfield, Greg Wiebe, Antoinette Lettiere, Melanie Poe, Greg Gordon, Laura Mills, Shawn Van Pelt, Chris Kellogg, Ben Shumaker, Don Arambula, Kristen Barrow



STEVENSON DOWNTOWN PLAN

COMMUNITY WORKSHOP 1 | AUGUST 19TH, 2019

MEETING INTENT

Community Workshop 1 presented existing conditions to the community to solicit issues, concerns, and desires for the Stevenson Downtown Plan. The feedback, goals and issues discussed during Community Workshop 1 will be used to develop design concepts, which will then be presented during Community Workshop 2.

MEETING SUMMARY

The following information outlines the discussion that took place at Community Workshop 1.

INTRODUCTIONS

- Crandall Arambula and Ben Shumaker began the workshop with a quick orientation of the project and introductions of the project team.

PRESENTATION

- Crandall Arambula presented the existing conditions findings under the following outline:
 - Introductions
 - Project Overview
 - Stakeholder Meeting Summary
 - Existing Conditions Analysis
 - Land Use & Market Analysis
 - Mobility & Transportation Assessment
 - Urban Design
 - Parking
 - Discussion
 - Next Steps

WORKSHOP

- Crandall Arambula then facilitated a workshop session with the community. There were six tables, each with a table map and markers, response sheets, and reference sheets. Community members were instructed to discuss the existing conditions information as well as opportunities or constraints for Stevenson's downtown. At the end of the workshop, each table presented a summary of their discussions. The following is a summary of each table's presentation:
 - Table 1
 - Need for easier access to the waterfront from downtown
 - Should have more development on the east side of downtown
 - In the eastern half of downtown, for drivers, it no longer feels like you're still "in town". There is a need for some kind of visual cue that tells drivers that they are still in Stevenson and should slow down.
 - Brian Adams property considering a bridge overpass over 1st Street, a continuation of the alley between 2nd & 1st Street, and mixed-use multi-family
 - Need for more public restrooms downtown
 - Potential for a one-way couplet on 1st & 2nd Street

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- Potential for covered sidewalks (awnings, rain protection, etc)
- Cruise ship-users want additional small and unique retail shops
- There is a belief that something is “broken” in Stevenson because small retail businesses cannot stay open despite what seems like great conditions for additional retail.
- Stevenson should accentuate its “charm” by doing things like hanging flower baskets or building on its wedding industry. Victoria, BC is a good example of the charm Stevenson should pursue.
- The park plaza project should be a “living room” for Stevenson.
 - Potential to sponsor bricks for construction, like Portland’s Pioneer Courthouse Square
- Potential for a parking structure, rather than a parking lot
- Table 2
 - Stevenson is currently small business friendly and should continue to enhance that, potentially through some tax strategies or further promotion and support of small businesses.
 - The waterfront should have more development on the waterfront and less parking.
 - Potential for benches on the side streets (Seymour, Russell, Leavens, Columbia), especially Russell, for the elderly to rest while walking up the hill
 - Rock Cove has essentially lost its value because it hasn’t been dredged in so long.
- Table 3
 - The eastern half of downtown needs more development.
 - Potential for another crossing point to the waterfront
 - 2nd Street is already a great street.
 - Cruise ships want to invest in Stevenson, and Stevenson should come up with a strategy to best utilize that opportunity.
 - Potential to partner with the cruise ships on a method of getting people up Russell Ave to 2nd Street
 - Because 2nd Street is a state highway, Stevenson cannot make it mandatory for trucks to go on 1st Street.
- Table 4
 - Potential for improving access from Stevenson Landing up Russell Avenue, such as adding benches
 - Port building is situated on the most valuable parcel in Stevenson. The parcel should hold retail, residential or hospitality.
 - Potential for pedestrian access through the alleys between 1st & 2nd Street
 - Parking requirements are too high for development.
 - The waterfront should have a loop trail.
 - All trucks should be on 1st Street – rework the east intersection (SR-14 to 1st & 2nd) to make this possible

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- Table 5
 - Potential for a roundabout at the eastern intersection (SR-14 to 1st & 2nd) with improved access to Lutheran Church Road
 - Potential for a roundabout at the western intersection (SR-14 to 1st & 2nd)
 - Potential for an overpass to the waterfront along Leavens Street
 - Consider changing the uses at the Port building, or at least changing to the Port's parking lot to public space
 - Parking along Cascade Avenue is sometimes not enough, especially when cruise ship buses are parked there.
 - Potential for e-bike rentals or tuk-tuks at Stevenson Landing to get people up Russell Avenue
 - Like that Stevenson has no stoplights
 - Like that there is now a train 'Quiet Zone' through Stevenson
- Table 6
 - Potential for e-bike tuk-tuks and benches along Russell Ave to help people get up Russell Avenue
 - Farmer's Market may be better suited somewhere other than the courthouse lawn. There is not enough visible and close parking, and the market is limited in size at the courthouse lawn.
 - Ingress and egress at A&J Market is difficult.
 - The Empress, a cruise ship that docks at Stevenson Landing, shines a spotlight into town all night and is disruptive.
 - Consider grass pavers within the alleys between 2nd & 1st Street

NEXT STEPS & CONCLUSION

- Crandall Arambula and Ben Shumaker ended the workshop by announcing the schedule and subject of the next workshop. Community members were asked to mark on a map their favorite place in Stevenson on their way out, as a way to ensure that throughout this process that may bring about a lot of change, beloved places in Stevenson can be preserved.

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