

Reconnect to the River

Capitalize on Downtown's Unique Setting.

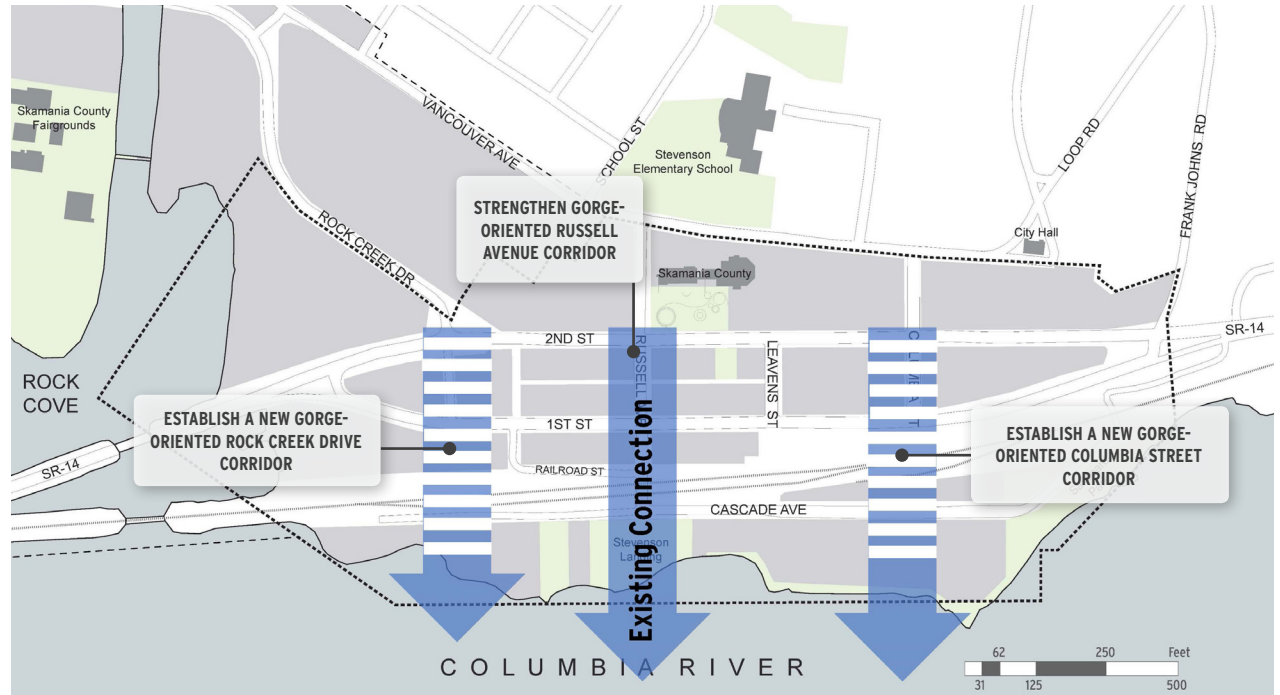
Success means strengthening and building upon the natural environment—the Columbia River Gorge. Stevenson's very existence is intertwined with the Columbia River. Providing better access, both visually and physically, is important historically, spiritually, and culturally, as well as economically.

Over time, downtown's linkage to the river has been weakened by barriers and planning decisions that have in many instances resulted in development turning a shoulder to the Gorge. A concerted effort to reimagine and repair the this connection with a series of corridors that feature the Gorge will attract visitors and residents alike.

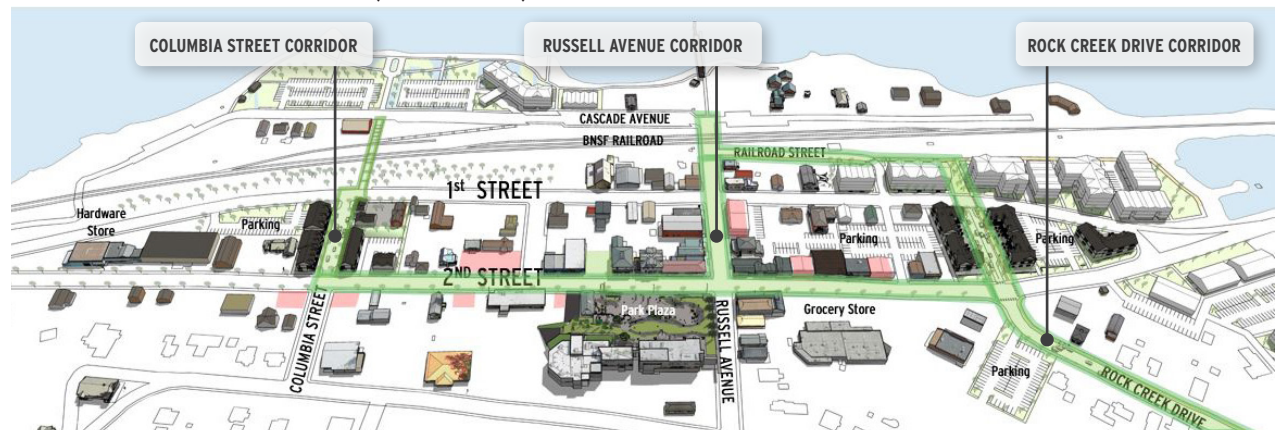
The *Reconnect to the River* elements are:

- » **Strengthen Gorge-Oriented Russell Avenue Corridor.** Implement all planned street enhancements.
- » **Establish a New Gorge-Oriented Rock Creek Drive Corridor.** Provide new view corridor, roadway, walking, and biking linkage via Railroad Street.
- » **Establish a New Gorge-Oriented Columbia Street Corridor.** Enhance view corridor, enhanced roadway, and new walking and biking linkage over railroad tracks.

RECONNECT TO THE RIVER



ESTABLISH GORGE-ORIENTED CORRIDORS (LOOKING SOUTH)



RUSSELL AVENUE



Strengthen Gorge-Oriented Russell Avenue Corridor

Implement all planned street enhancements.

Success means strengthening the existing Gorge 'window' connection between the commercial core, the river, and Stevenson Landing. The physical improvements of the Russell Rebuild Project are important to complete. Other improvements should be advanced as well, and may include 'pedestrian accelerator' projects that make it easier and more desirable for those leaving cruise lines to easily access current and future businesses.

ROCK CREEK DRIVE EXTENSION



Establish a New Gorge-Oriented Rock Creek Drive Corridor

Provide new view corridor, roadway, walking, and biking linkage via Railroad Street.

Success means providing motorists driving along 2nd Street with a view 'window' to the Gorge and development sites. Capturing this drive-by traffic is essential for the economic success of proposed westside mixed-use development along a new extension of Rock Creek Drive. The view window also improves access to new residential development and a direct linkage for those visiting Columbia Gorge Interpretive Center, staying at the Skamania Lodge, or attending an event at the County Fairgrounds along the existing Rock Creek Drive.

RE-ALIGNED COLUMBIA STREET



Establish a New Gorge-Oriented Columbia Street Corridor.

Enhance view corridor, enhanced roadway, and new walking and biking linkage over railroad tracks.

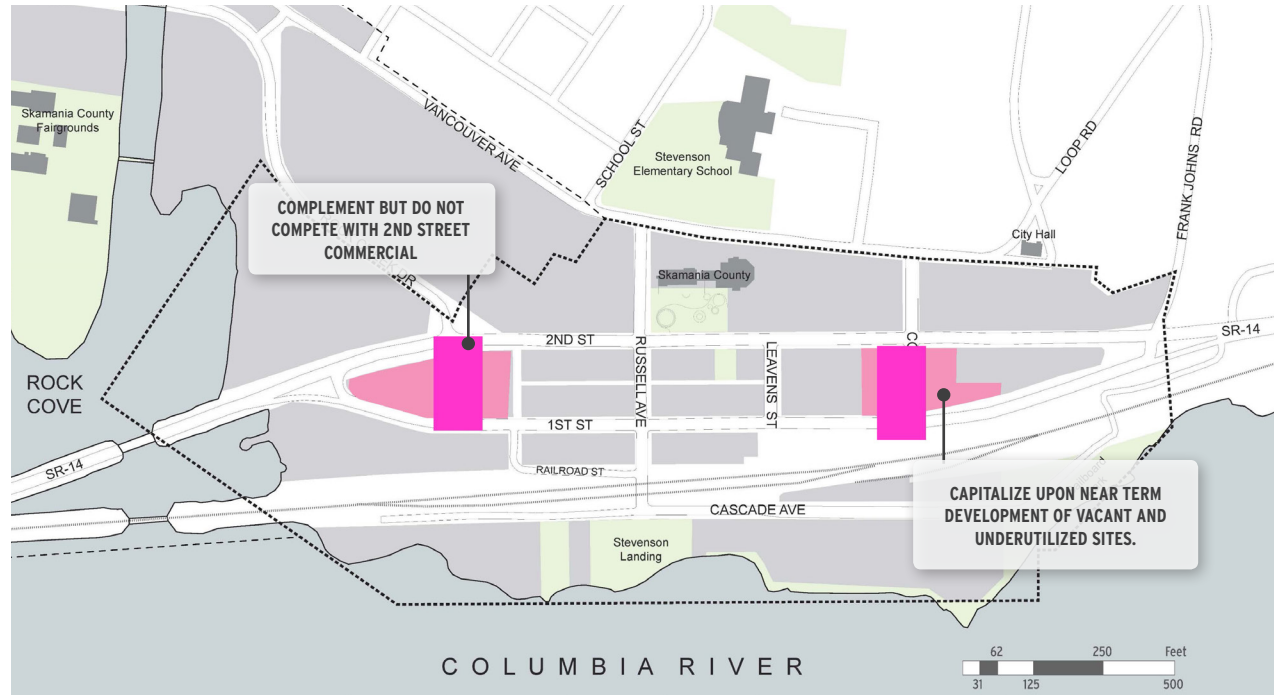
Success means providing motorists driving along 2nd Street with an enhanced view 'window' to the Gorge. Capturing this drive-by traffic is essential for the economic success of proposed mixed-use development along Columbia Street. The window also improves access between 2nd Street and eastside neighborhoods as well as the Port of Skamania. A complete connection will likely need to be phased as it will require more time for coordination and negotiation of an access route over the Burlington Northern Railroad. However, the benefits will be substantial, as it will offer an unobstructed, train-free connection with unmatched views in all directions from high above the trackway.

Foster Catalyst Projects

Foster near-term, market driven, achievable development.

Success means pursuing and developing catalyst projects within a 5-year horizon. While current national and local market trends and demographics are favorable, this condition may not last forever. The current development cycle will slow at some point. Moreover, there are substantial community needs. Currently, a significant affordable multi-family housing 'gap' exists. Urgent action to address the housing gap and achieve a better jobs/housing balance will help resolve social needs as well as result in substantial economic benefits for both residents and businesses.

FOSTER CATALYST PROJECTS



FIVE YEAR PROJECTS (LOOKING SOUTH)



COURTYARD



Complement but do not compete with 2nd Street commercial.

Create a new and unique shopping experience.

Success means attracting new customers, especially visitors who are currently doing business and spending dollars elsewhere. Since current demand is not extensive, the intent of the Catalyst Projects to make the most of this limited supply by directing it to locations where success won't just be limited to the development site but will spill business over to existing adjacent uses. The two proposed Catalyst Projects along Columbia Street and a new Rock Creek Drive extension will provide the necessary proximity to result in shared success.

UNDER-UTILIZED SITES



Capitalize upon near term development of vacant and underutilized sites.

Complement existing uses.

Success means targeting development toward sites where feasible projects can be built with the fewest constraints. Meeting the 5-year timeframe requires focusing on areas with fewer impacts on existing businesses or residents, where adequate land is available to build structures and parking, and where there is willing property owner interest.

CATALYST PROJECTS

Foster near-term, market driven, achievable development.

Columbia Street



Existing



Concept

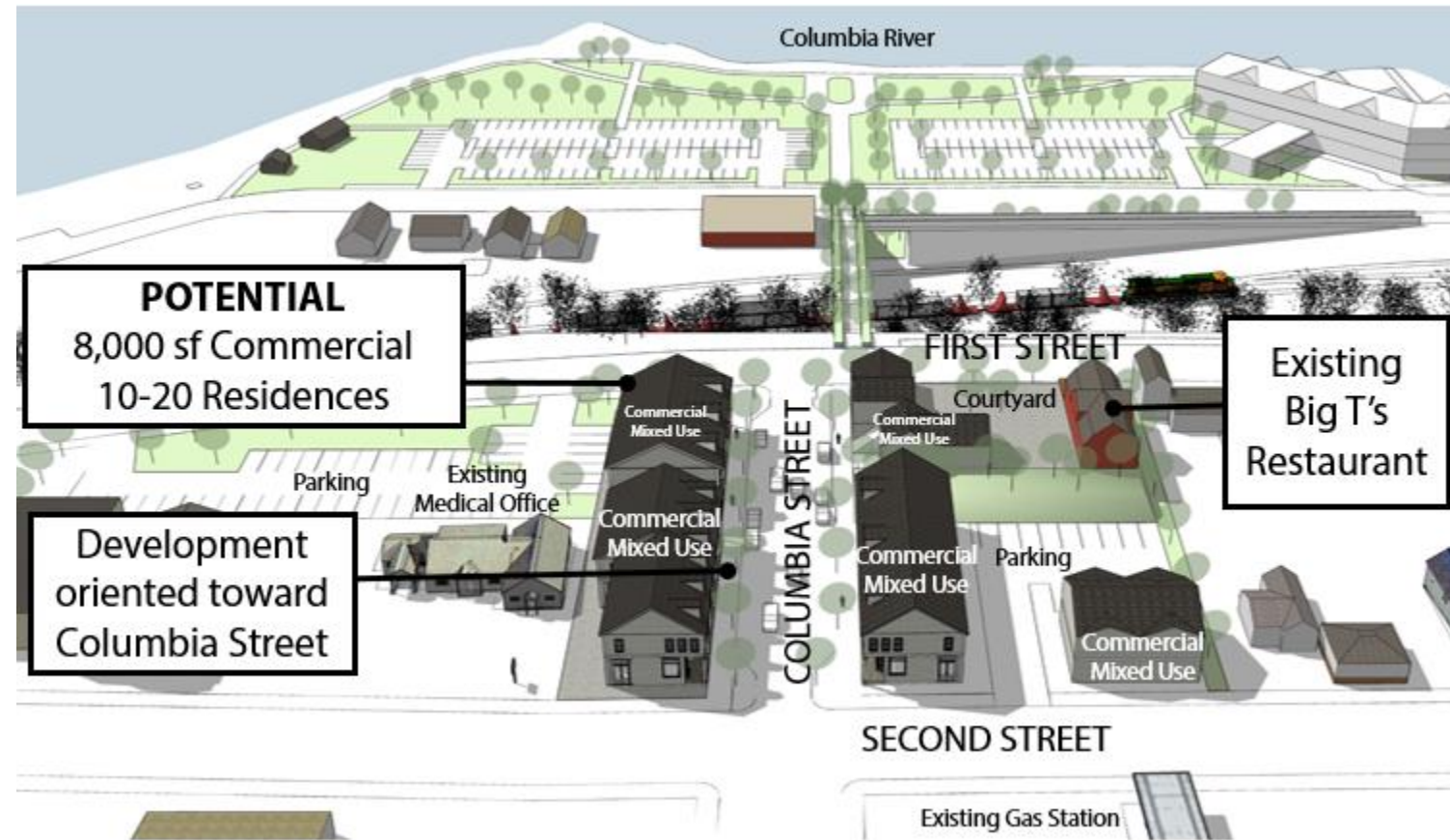
CATALYST PROJECT

Economic Assessment:

Mixed-use development is estimated to be viable, provided it includes:

- **Commercial:** A single-phase project to 8,000 square feet
- **Residential:** Units on the upper floors. The economics improve as the residential share increases.

Columbia Street Catalyst Project



Concept

CATALYST PROJECTS

Priority and Timing:

The Columbia Street mixed-use concept to represent a strong catalytic impact and it will enhance Downtown's ability to:

- **Generate visits**
- **Capture pass-through traffic.**

Columbia Street Project

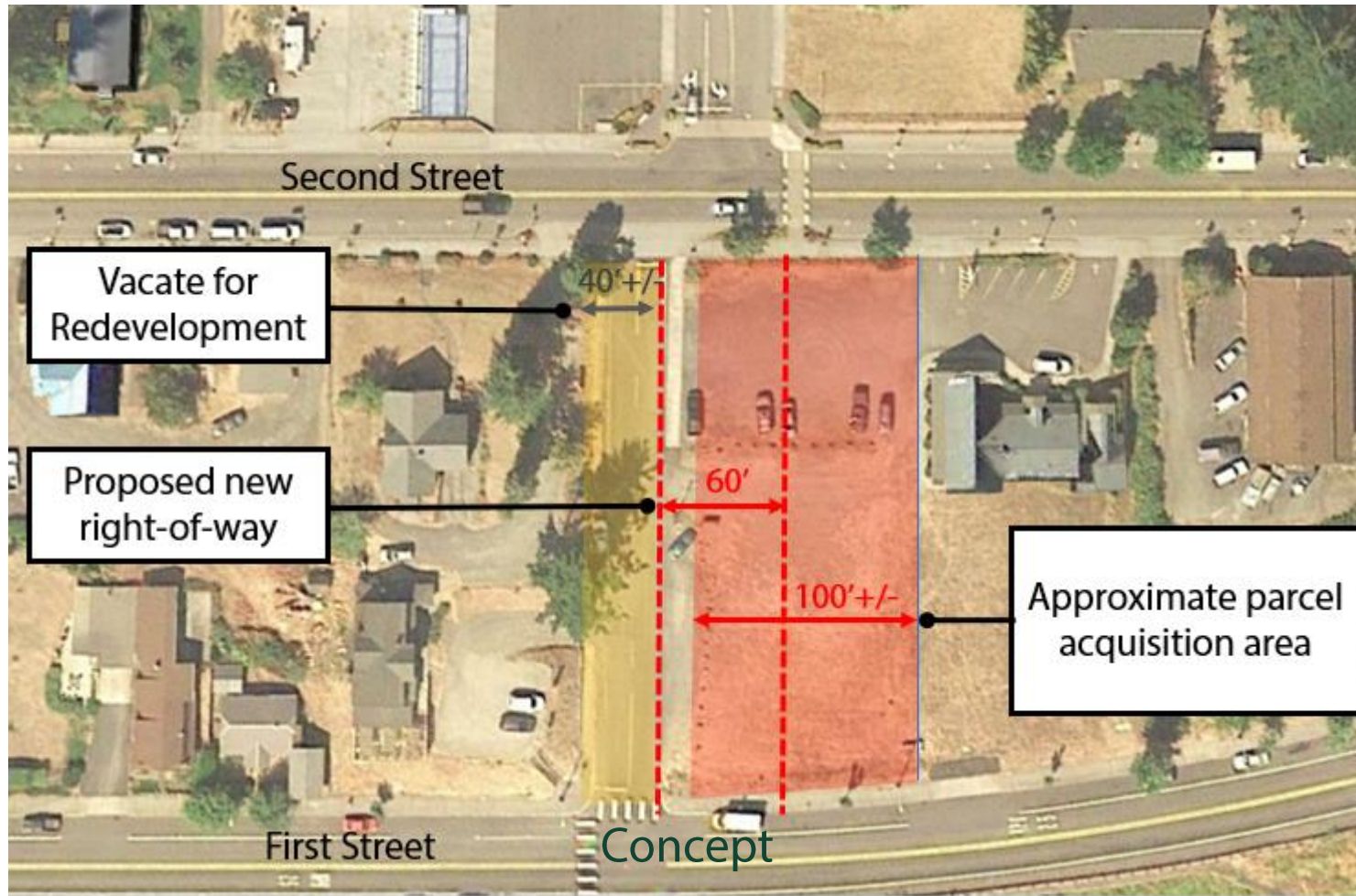


CATALYST PROJECT

Additional Actions:

- Traffic Analysis
- Utility Assessment
- Roadway Design and Cost Estimate

Columbia Street Catalyst Project

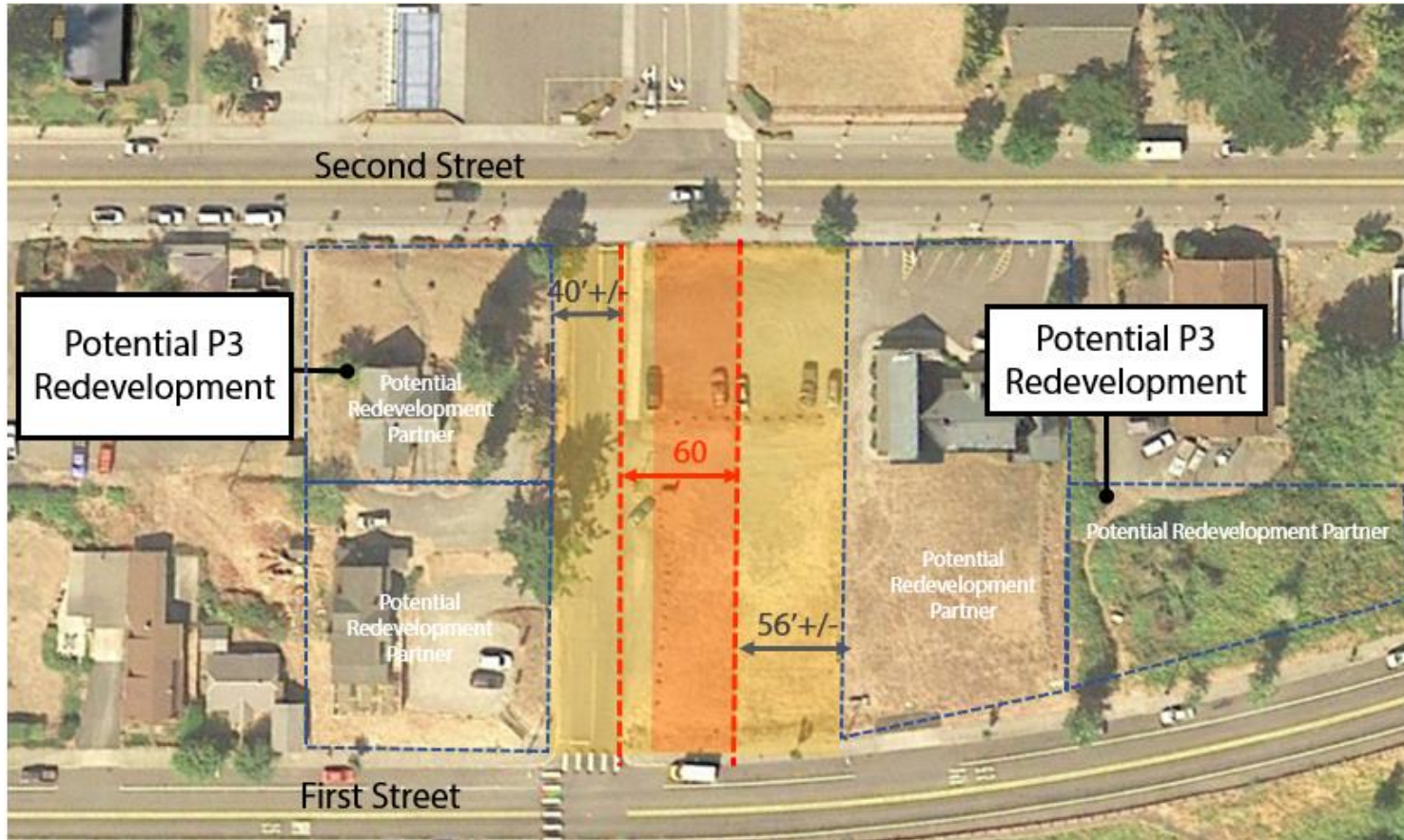


CATALYST PROJECT

Additional Actions:

- Traffic Analysis
- Utility Assessment
- Roadway Design and Cost Estimate
- **Right-of-way Acquisition**
- **Funding Options**

Columbia Street Catalyst Project



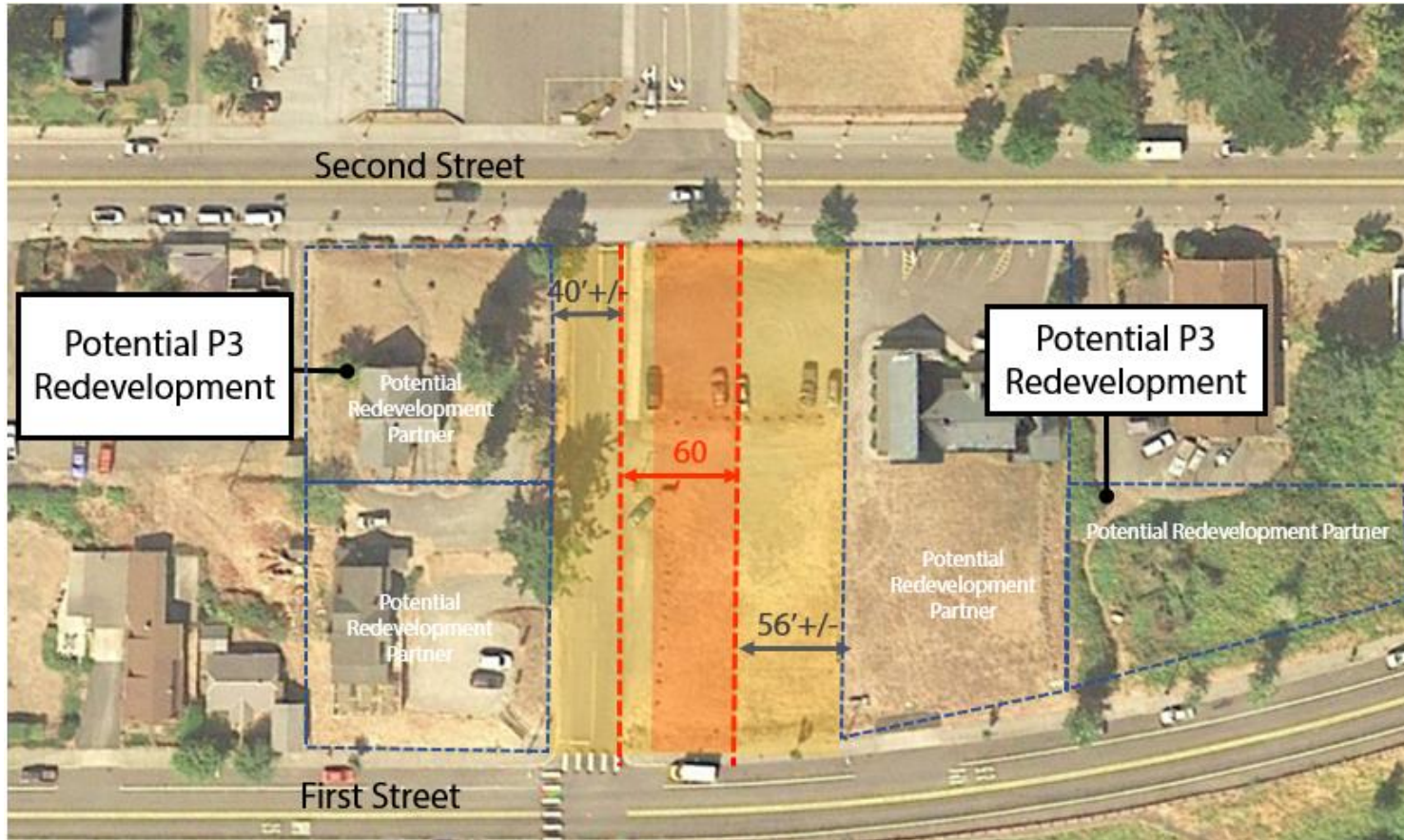
Concept

CATALYST PROJECT

Incentives & Public Partnerships:

*Paying **off-site infrastructure costs** and offering **reduced parking requirements** or **in-lieu parking fees** will likely be **effective incentives**.*

Columbia Street Catalyst Project



Concept

CATALYST PROJECT

Incentives & Public Partnerships

Paying off-site infrastructure costs and offering reduced parking requirements or in-lieu parking fees will likely be effective incentives.

Initial public ownership of the land can further reduce the developer's cost while also giving the City greater ability to ensure that the project will serve public interests.