

PROJECT INTRODUCTION

VISION STATEMENT

‘Establish a vision for a vibrant urban center that is economically feasible and context sensitive’

PROJECT GOALS

- Establish a vision for a **vibrant urban center**
- Catalyze additional **private development** in the District
- Involve **the public** in the planning / design process
- Consider **affordable**, workforce and/or mixed-income housing
- Include accessible **public open space**
- Utilize innovative urban design / **sustainable development practices**
- Plan for the creative / functional **integration of transit**
- Increase **multi-modal connectivity** in the District uses



PROJECT STRATEGY

The project consists of two related efforts:

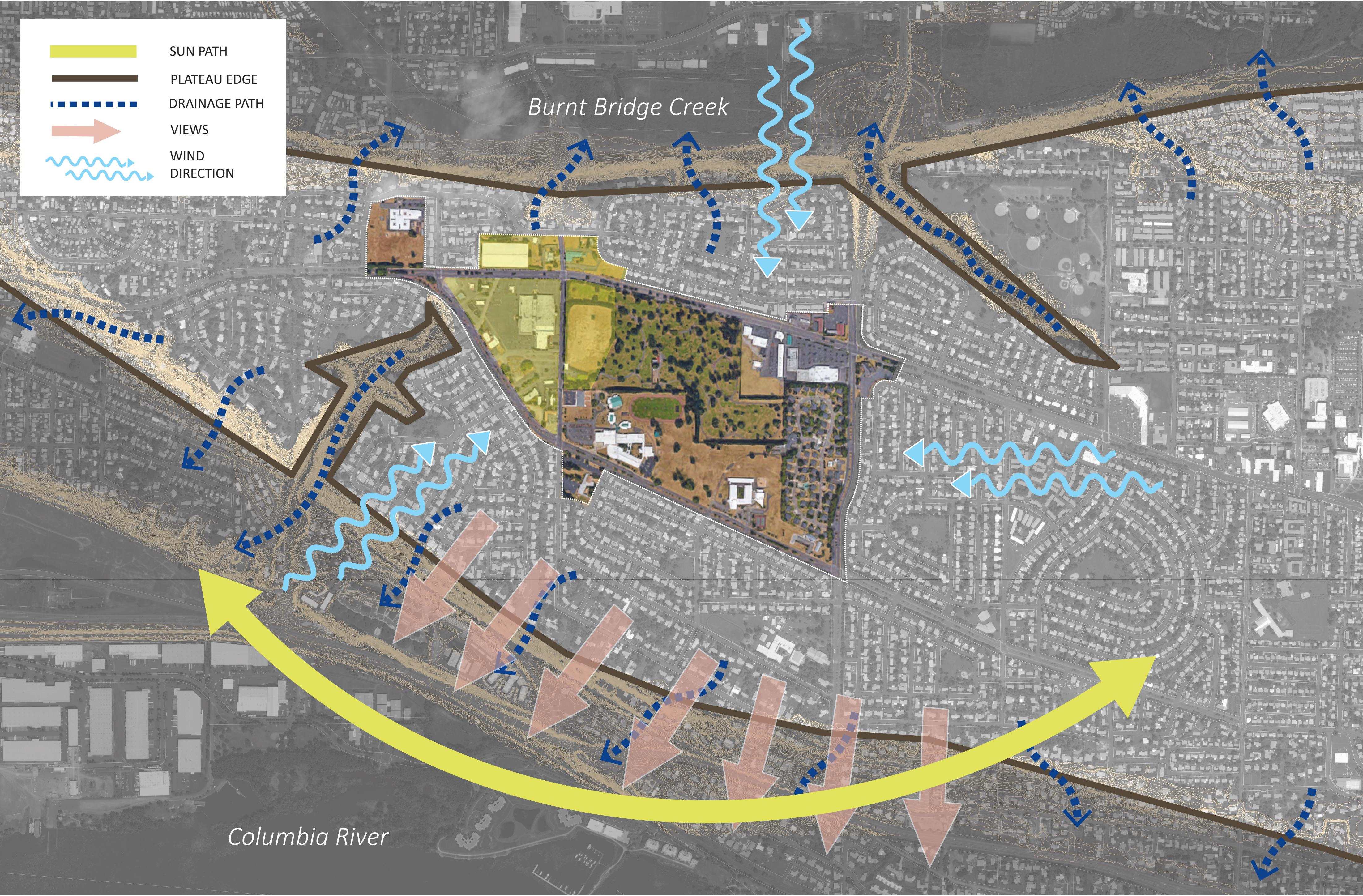
- A **policy plan** for the 205 acre Heights District to form a vision and guide land use, transportation, and public realm improvements.
- A **redevelopment plan** to provide a vision and implementation strategy to redevelop 53 acres in and around the Towne Plaza site.

CONTEXT

NEIGHBORHOOD MAP

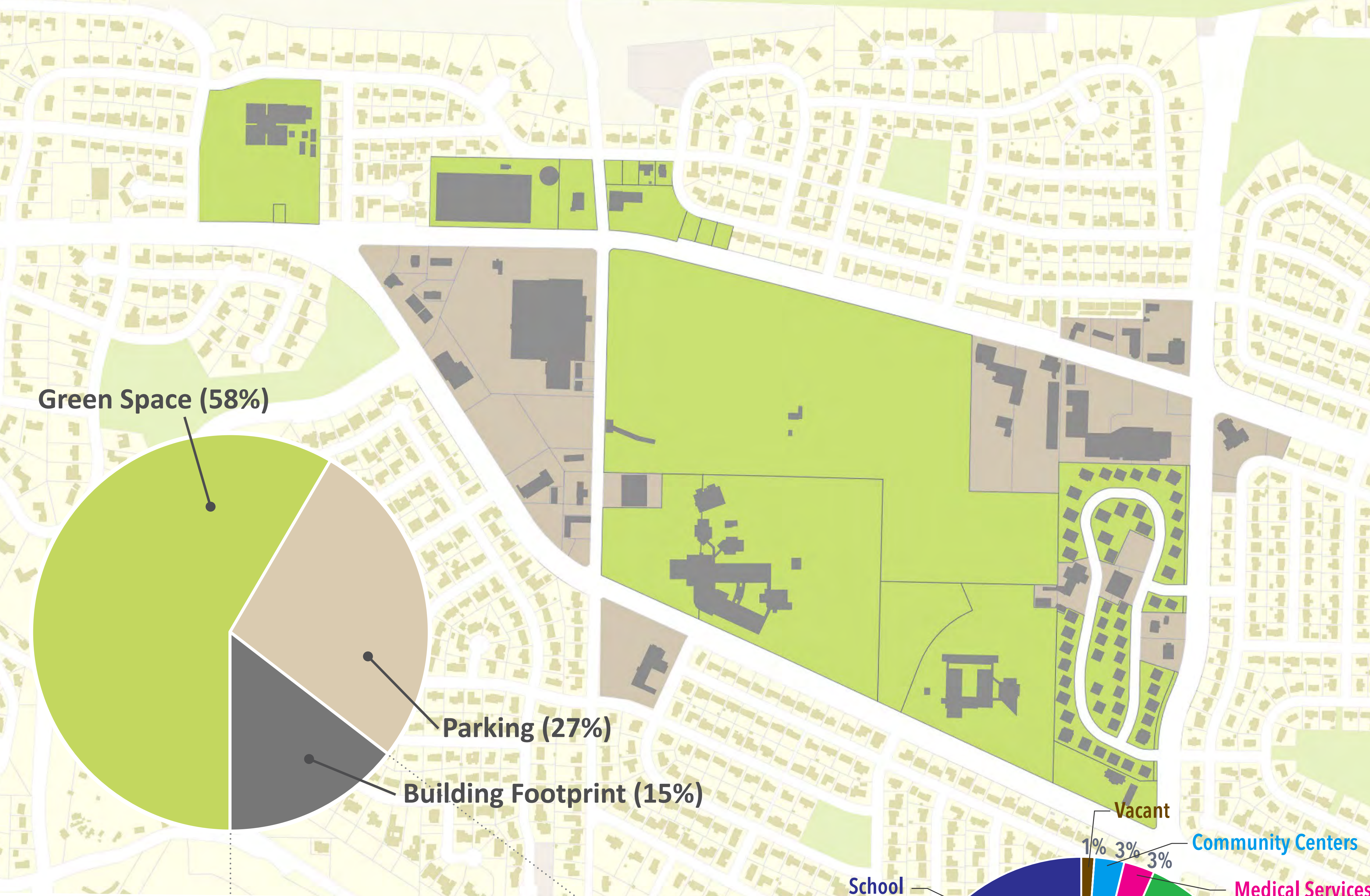


NATURAL FEATURES



EXISTING LAND USE

EXISTING OPEN AREA

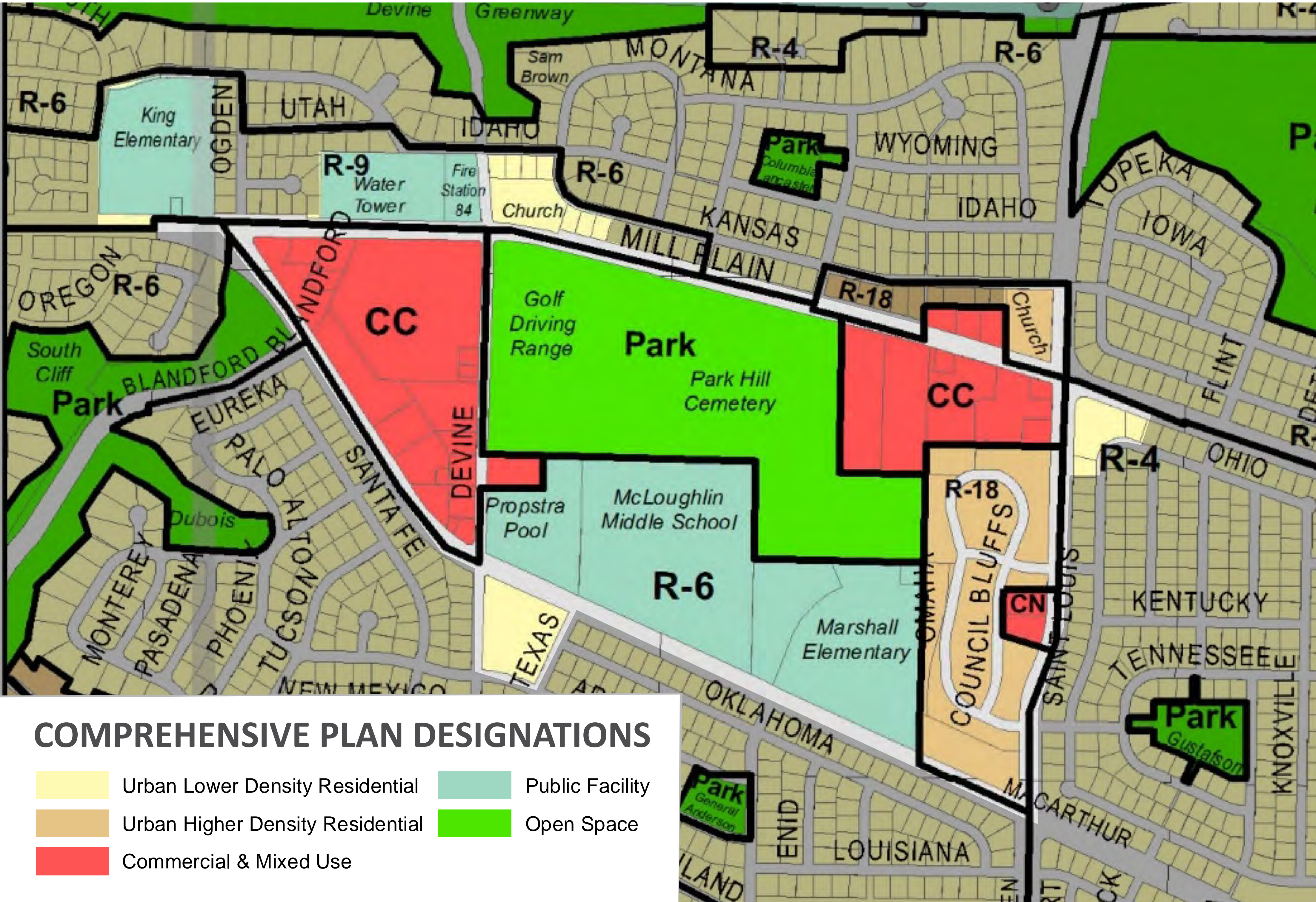


EXISTING BUILDING USE








EXISTING ZONING OVERVIEW

COMPREHENSIVE PLAN AREA & ZONING MAP



COMPREHENSIVE PLAN DESIGNATIONS

- | | | | |
|--|----------------------------------|---|-----------------|
|  | Urban Lower Density Residential |  | Public Facility |
|  | Urban Higher Density Residential |  | Open Space |
|  | Commercial & Mixed Use | | |

ZONING DESIGNATIONS

R-4



4 houses per acre

R-6



6 houses per acre

R-9



9 houses per acre

R-18



18 apartments per acre

CC - Community Commercial



4 story mixed-use

CN - Neighborhood Commercial



3 story mixed-use

ROADWAY NETWORK & ACCESS



CONNECTIVITY CHALLENGES

- Relatively few connections from surrounding neighborhoods
- Fairly disconnected street network with insular neighborhoods
- Limited internal connectivity within The Heights District (2-mile perimeter around Mill Plain/Andresen/MacArthur/Devine)

HIGH SPEED / HIGH VOLUME ROADS

- Mill Plain Boulevard and Andresen Road carry lots of fast-moving traffic
- Analysis of traffic volumes and intersection levels of service ongoing



PEDESTRIAN NETWORK



PEDESTRIAN NETWORK CHALLENGES

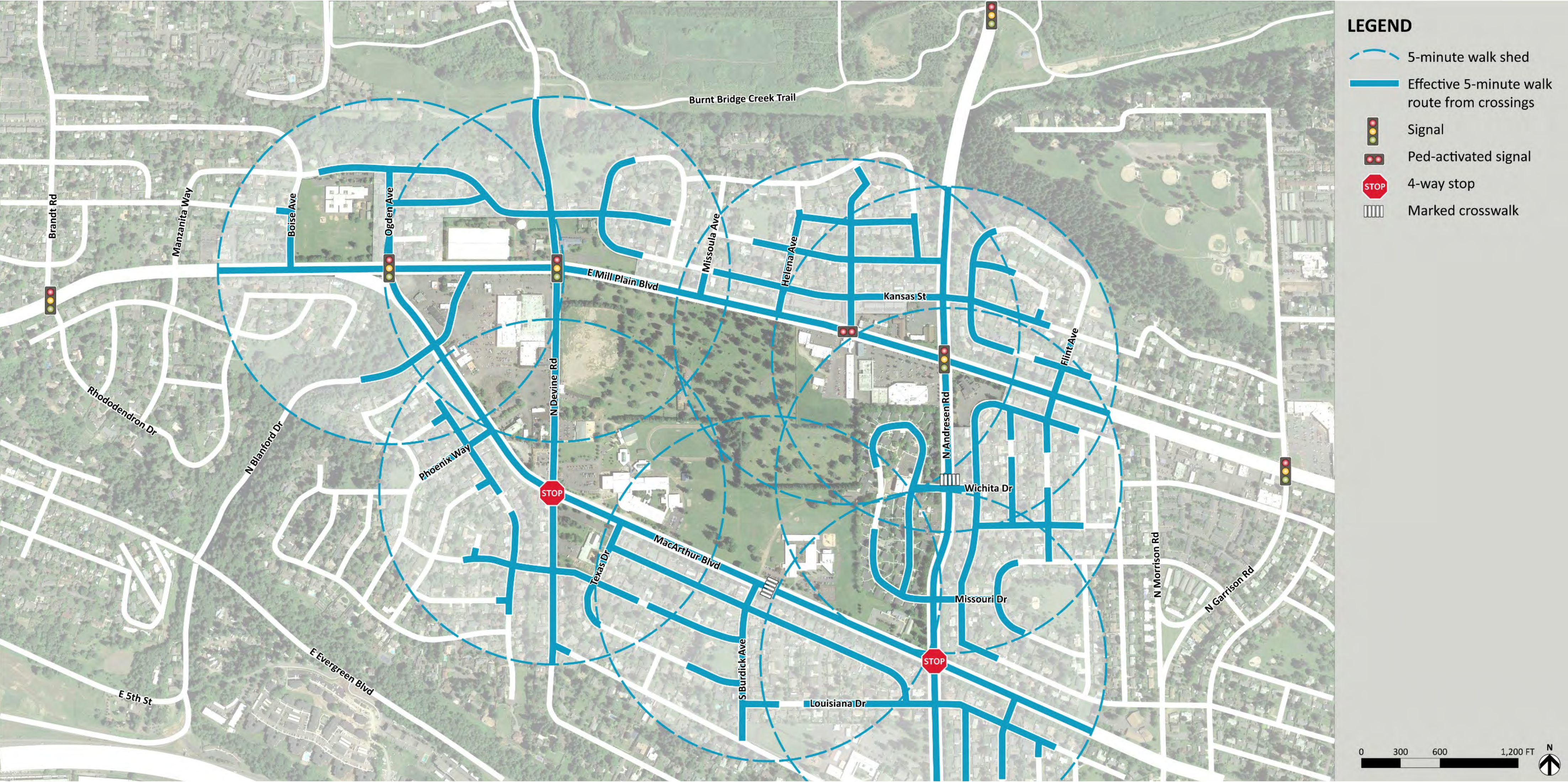
- Nearby areas with limited walking access

SIDEWALKS & WALKWAYS

- Sidewalks limited to major roadways
- Limited landscape buffers
- Most neighborhood streets lack sidewalks

CROSSINGS

- Significant distances between controlled crossings
- Crossing of multi-lane arterials can be daunting



BICYCLE NETWORK



BIKE NETWORK CHALLENGES

- Few dedicated bike facilities
- Bike lanes on Mill Plain and Andresen offer no separation from traffic
- Tenuous connections to regional network (Evergreen, Burnt Bridge Creek Trail)
- Designated shared roadways can be challenging (circuitous routes, fast traffic, and/or narrow roadway)



Buffered bike lane



Bike box



Bike lane



Shared roadway



TRANSIT ROUTES AND ACCESS



TRANSIT SERVICE

- Two routes serve The Heights District, providing connections to Downtown Vancouver, the Vancouver Mall Transit Center, and Fisher’s Landing Transit Center
- Frequent service on Mill Plain today (Route 37) – C-Tran is studying a bus rapid transit (BRT) route serving Mill Plain
- Access to bus stops from surrounding neighborhoods challenging, especially if crossing a major street is required



Bus pullout with shelter



In-lane bus stop without shelter



In-lane bus stop with shelter



Pedestrian activated signal to access bus stops



SOCIO-ECONOMIC TRENDS

Population Growth

Since 2010, Vancouver grew by about 14,600 people or 9%. The City is expected to continue growing—by 2030, the population is forecast to be 202,300, a 15% increase from 2017.

- What age groups have grown the most since 2000?

20 and Younger	1%
20 to 34	14%
35 to 49	4%
50 to 64	56%
65 and Older	58%

Household Size & Composition

- How has household composition changed since 2000?

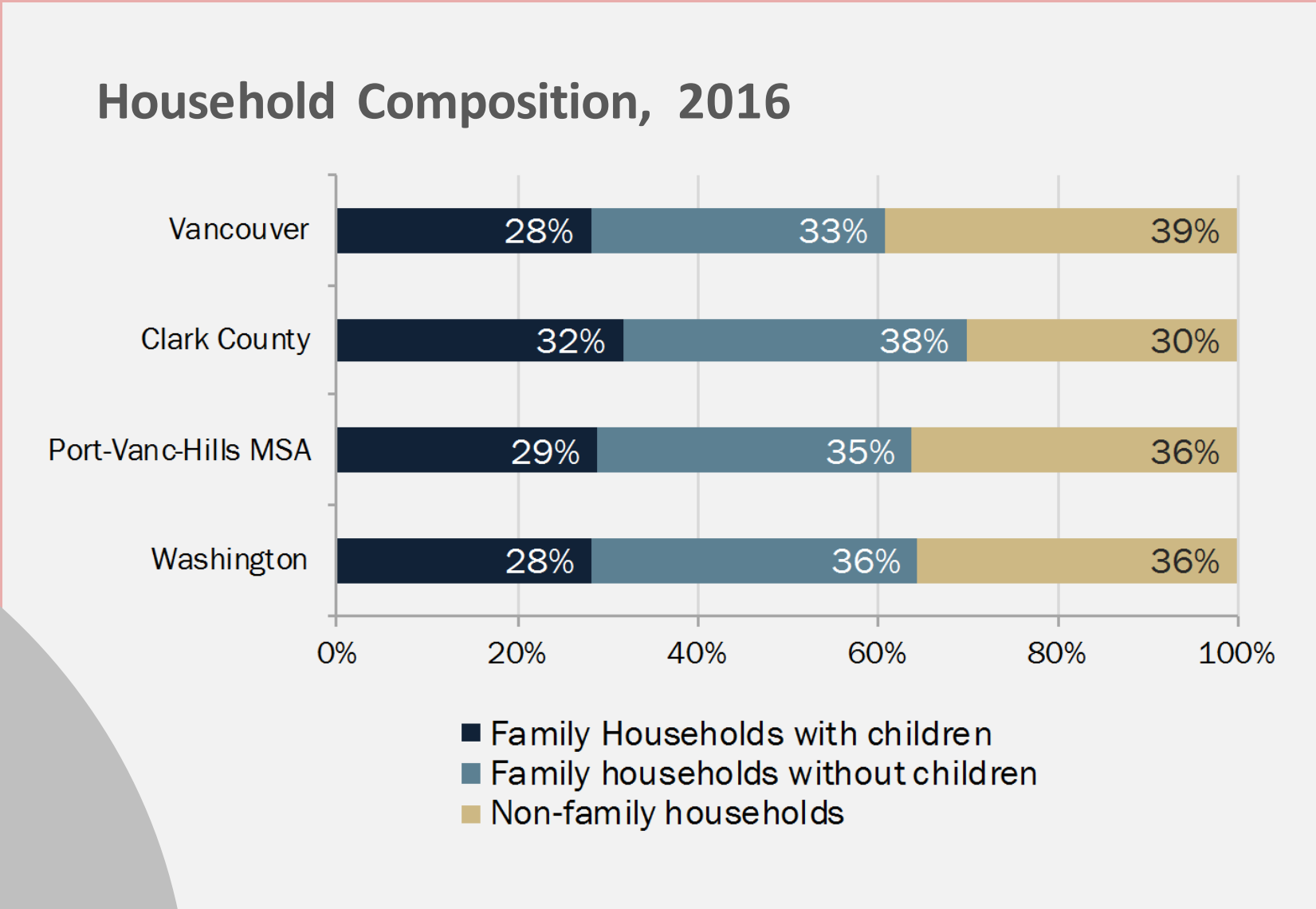
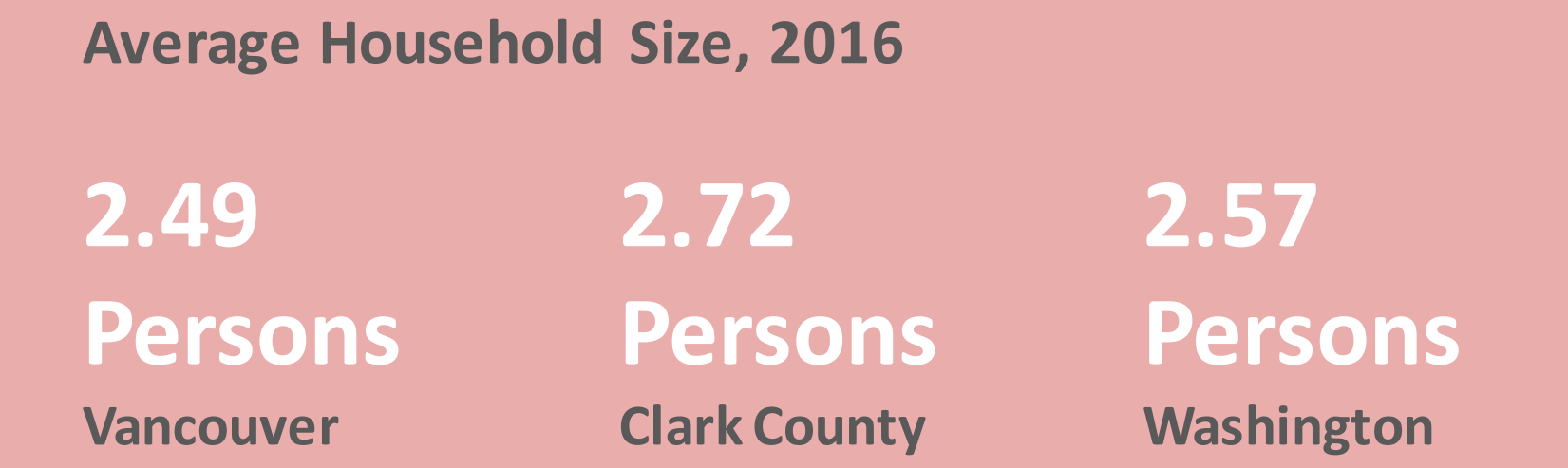
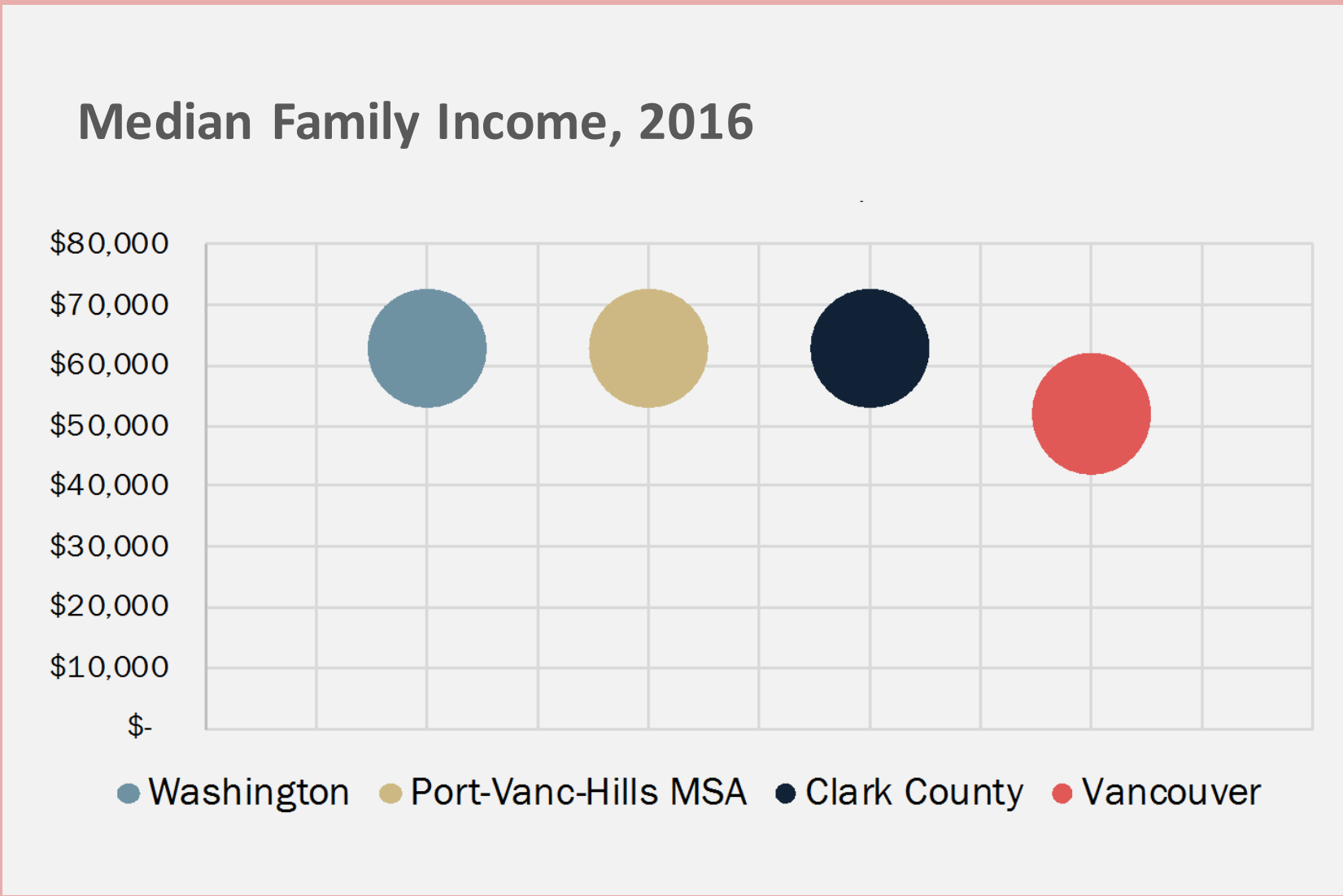
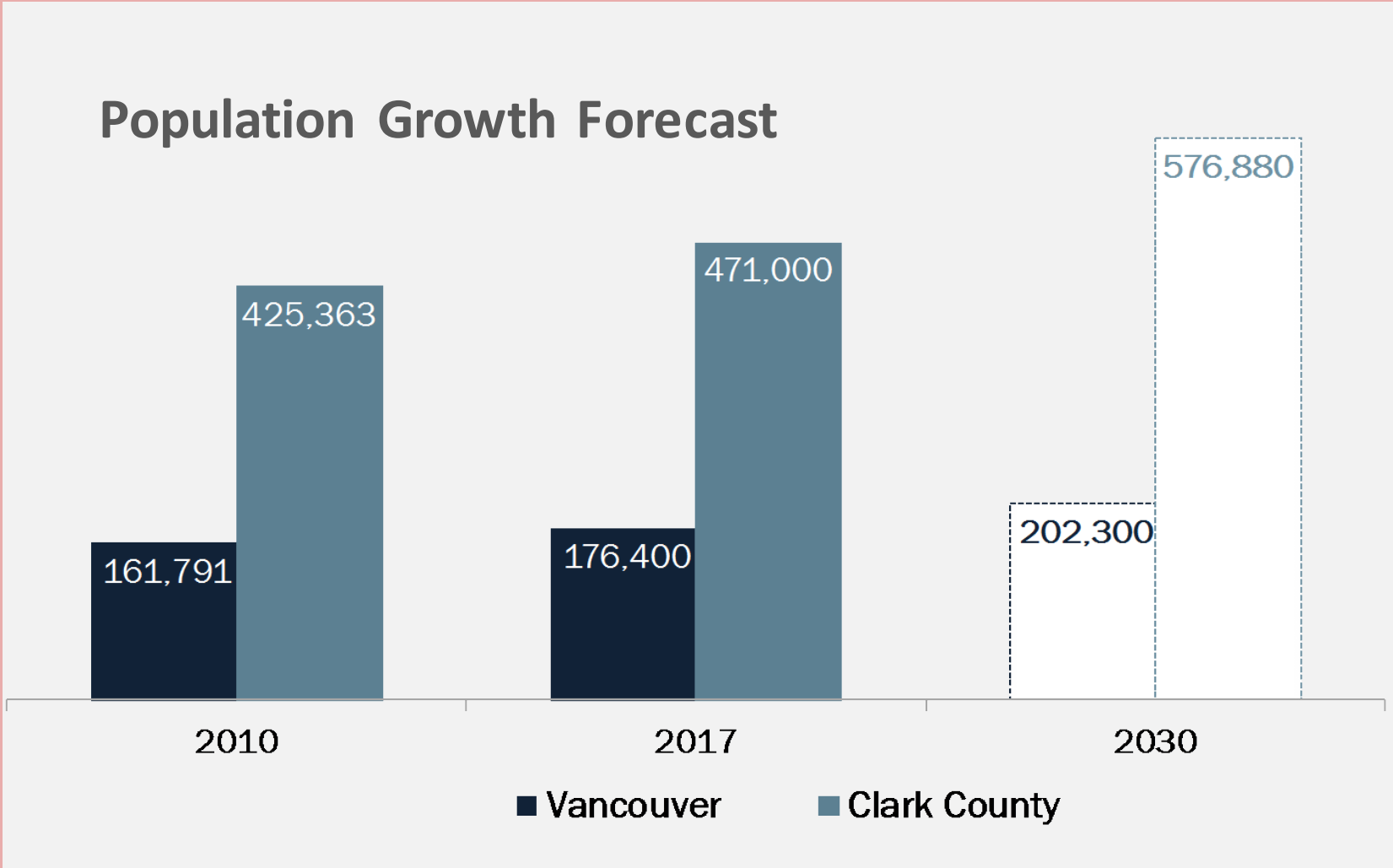
Households with Children
-10% (-2,025 households)

Family Households, No Children
12% (2,405 households)

Nonfamily Households
5% (1,271 households)

Clark County
is forecast to add about
18,500
new jobs by 2025.

In 2016, Vancouver's
unemployment rate was
8.1%
down from 10.9% in 2011.



What's happening in Vancouver? Households are changing. Increasingly Vancouver's households are becoming older and there are fewer households with children. Compared to the county, MSA, and state, Vancouver has smaller households, a lower median income, and a larger share of low income residents.

Household Income

A review of median family incomes (2016) indicates that Vancouver is home to households with a mix of incomes.

High Income	Middle Income	Low Income
24%	32%	43%
24% > 120% MFI	18% 80-120% MFI	26% 30-60% MFI
	14% 60-80% MFI	17% < 30% MFI

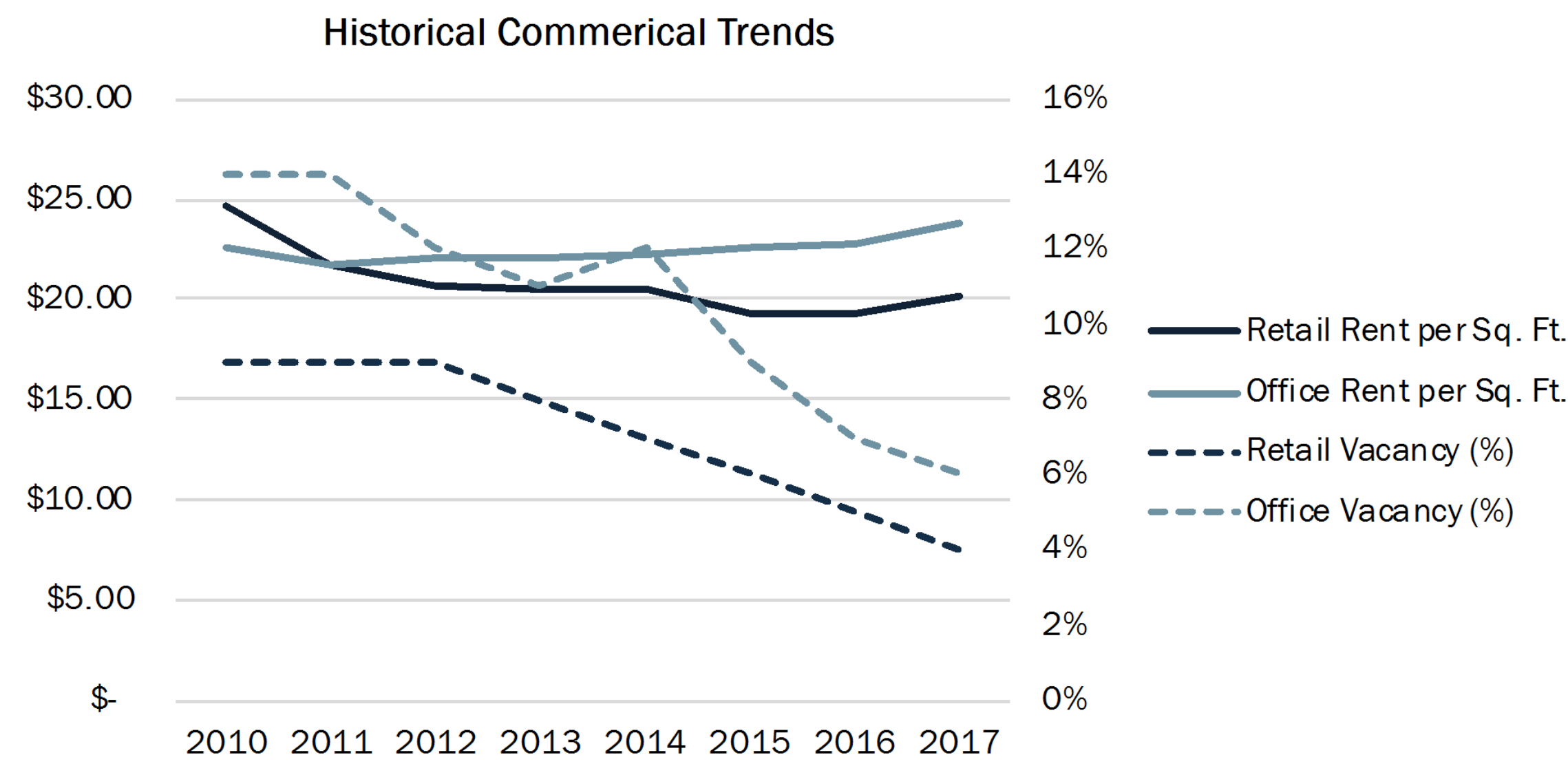
- What percent of the population is cost burdened (paying more for housing than they can afford)?

All Households	37%
Renters	50%
Homeowners	24%

Jobs and Employment

REAL ESTATE TRENDS

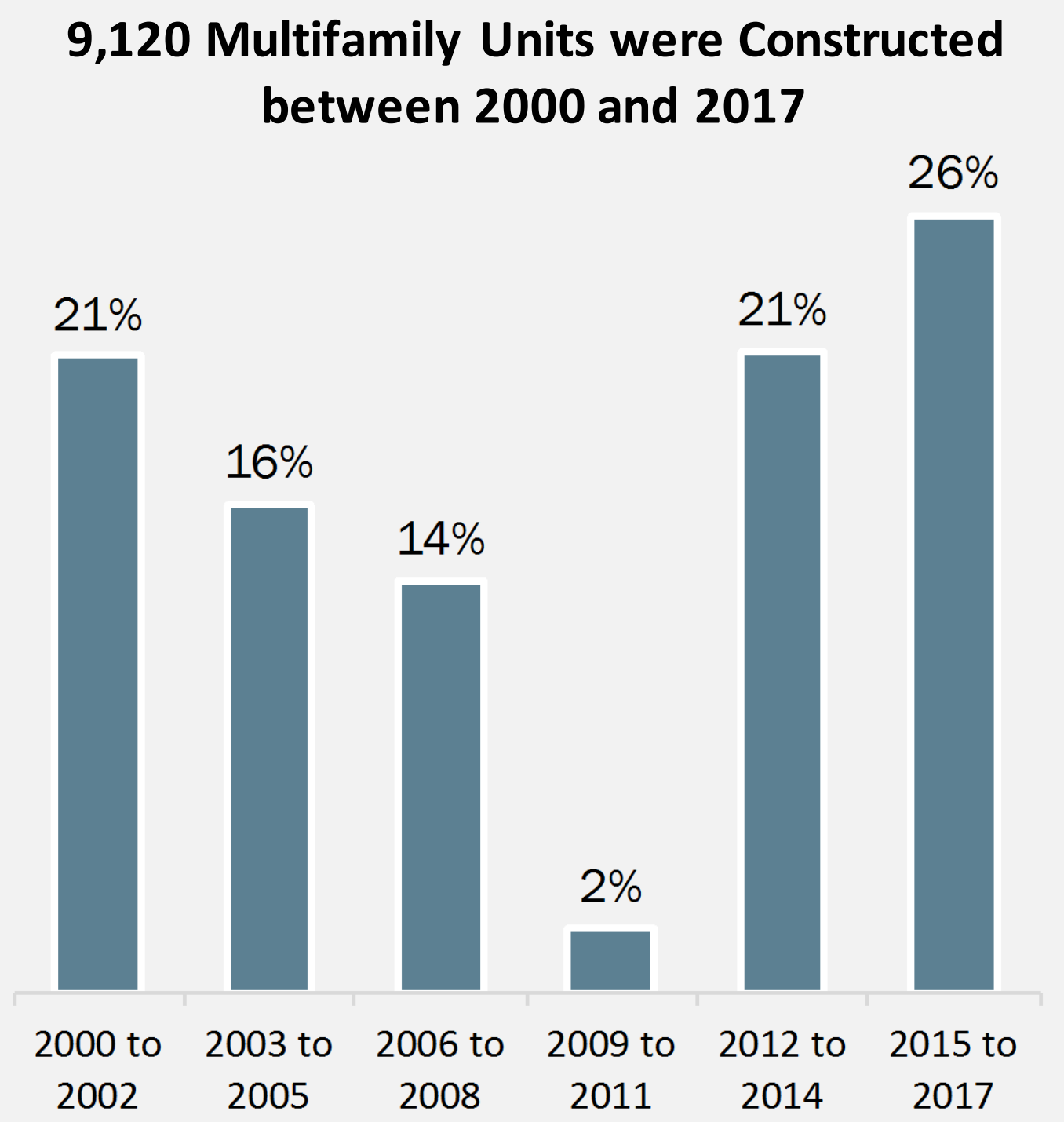
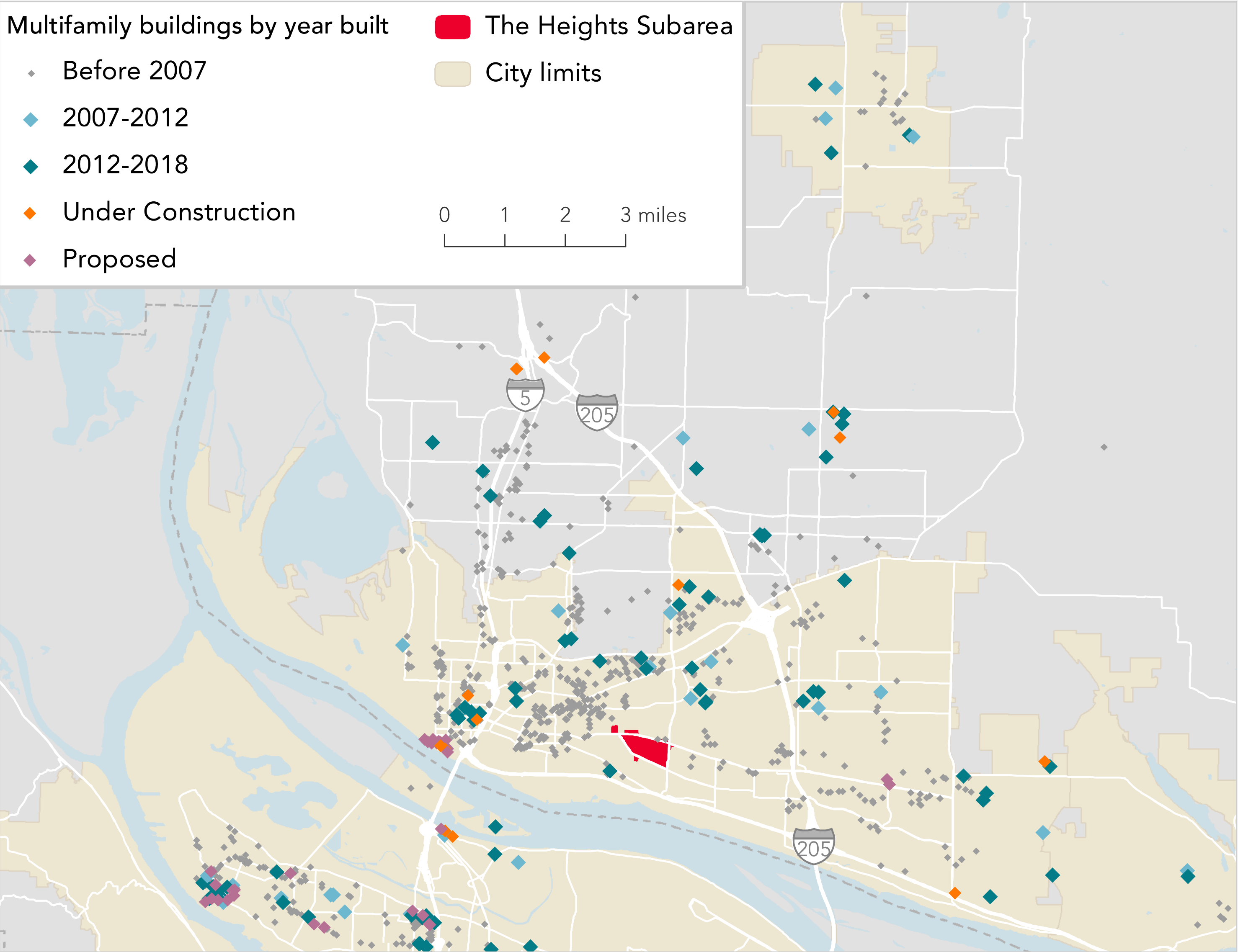
Commercial Development Trends



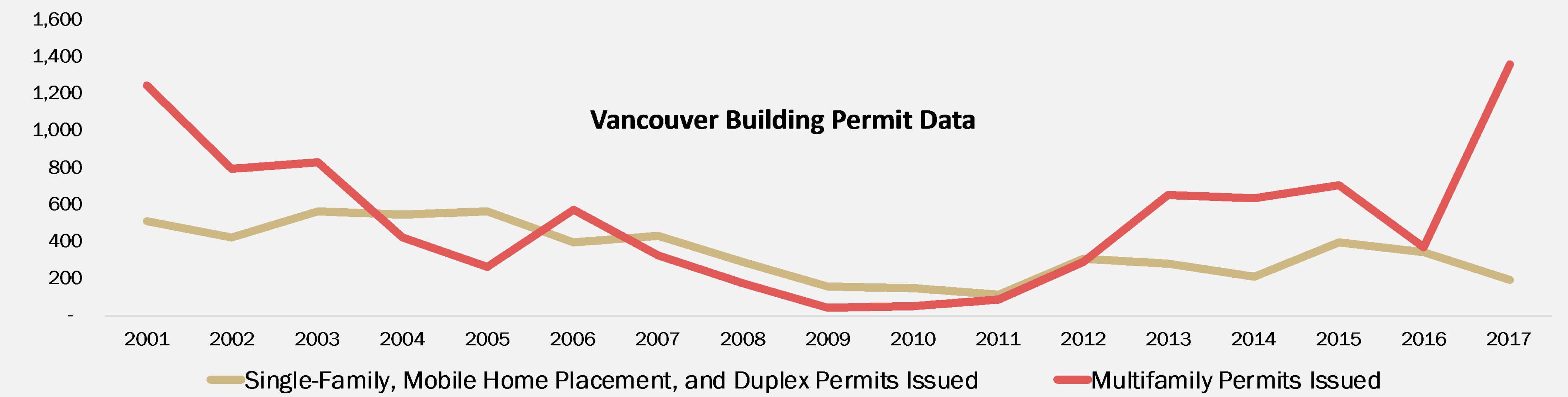
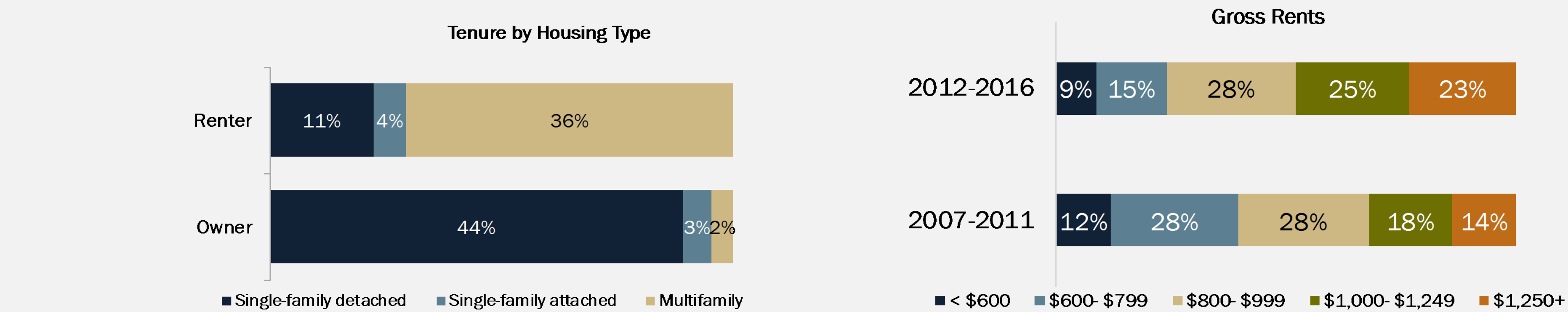
In the last few years, commercial rents have slowly started increasing in Vancouver. Meanwhile, vacancy rates are declining, tightening supply.

In Vancouver, from 2010 to Q1 2018, an average of five office buildings and 14 retail buildings were constructed per year. In Q1 2018, about 7% of office space (sq. ft.) was vacant, compared to 5% of retail space (sq. ft.).

Multifamily Development Trends

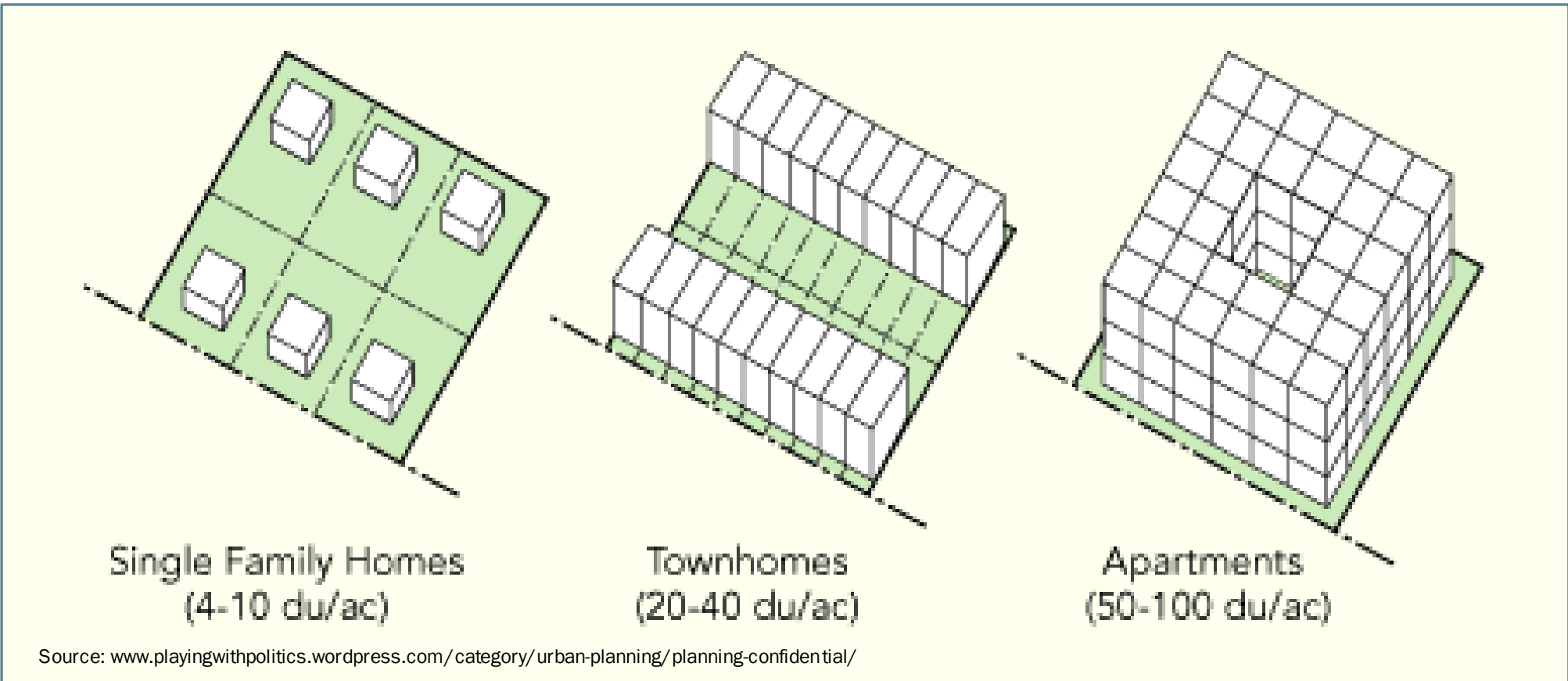
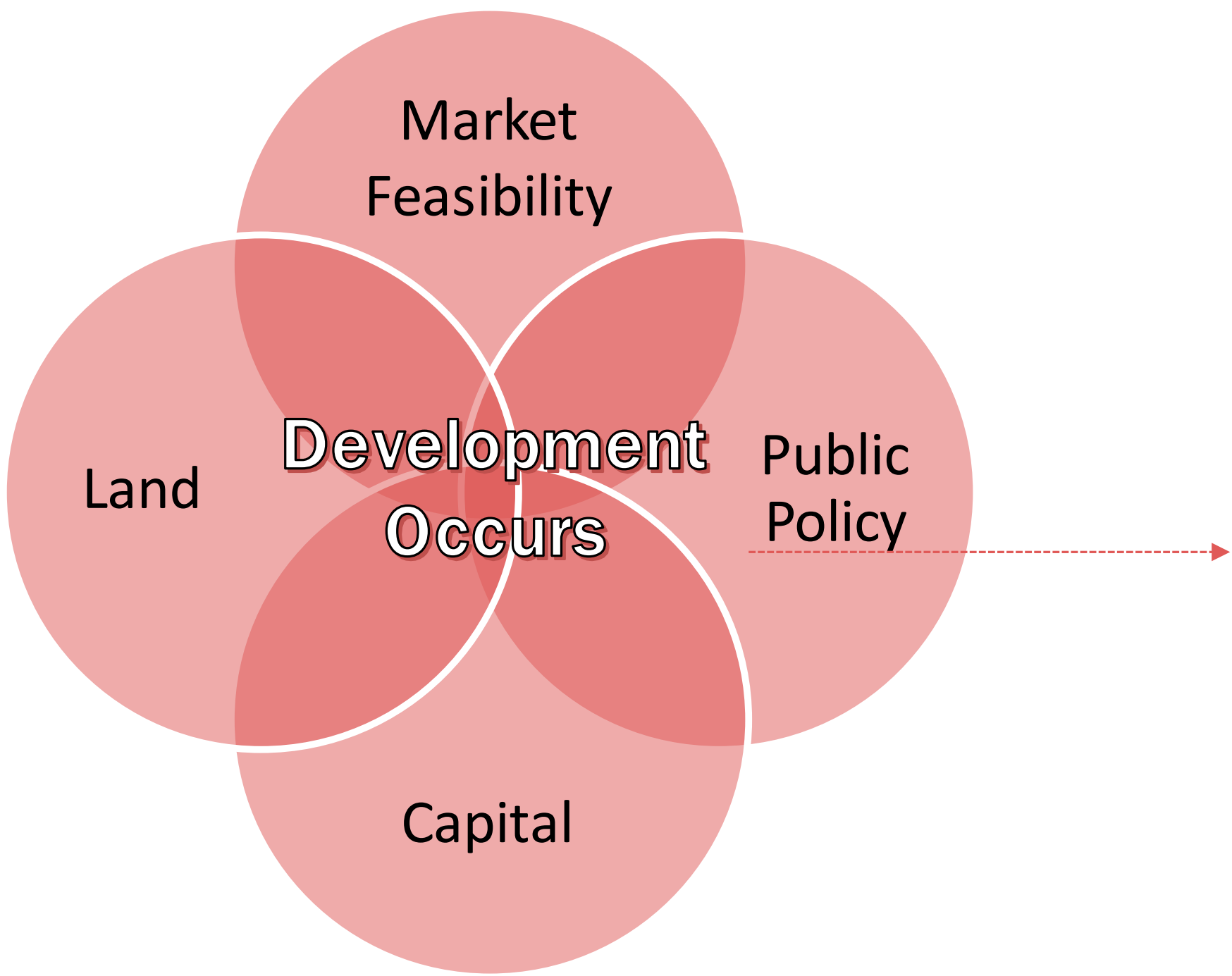


From 2000 to Q1 2018, Vancouver received an average of 500 multifamily units, or four multifamily buildings, per year. Average annual net absorption was 1.6%.



DEVELOPMENT DEMAND IN VANCOUVER

What conditions need to be in place for development to occur?



The amount of new housing an area can capture is directly related to the number of dwelling units permitted per acre.



Much of Vancouver’s housing stock is affordable for families making between \$25,000 and \$75,000 per year. This means that there is a shortage of housing for those making the lowest incomes and there is also a deficit of high end housing.

There is demand for housing for a mix of incomes.



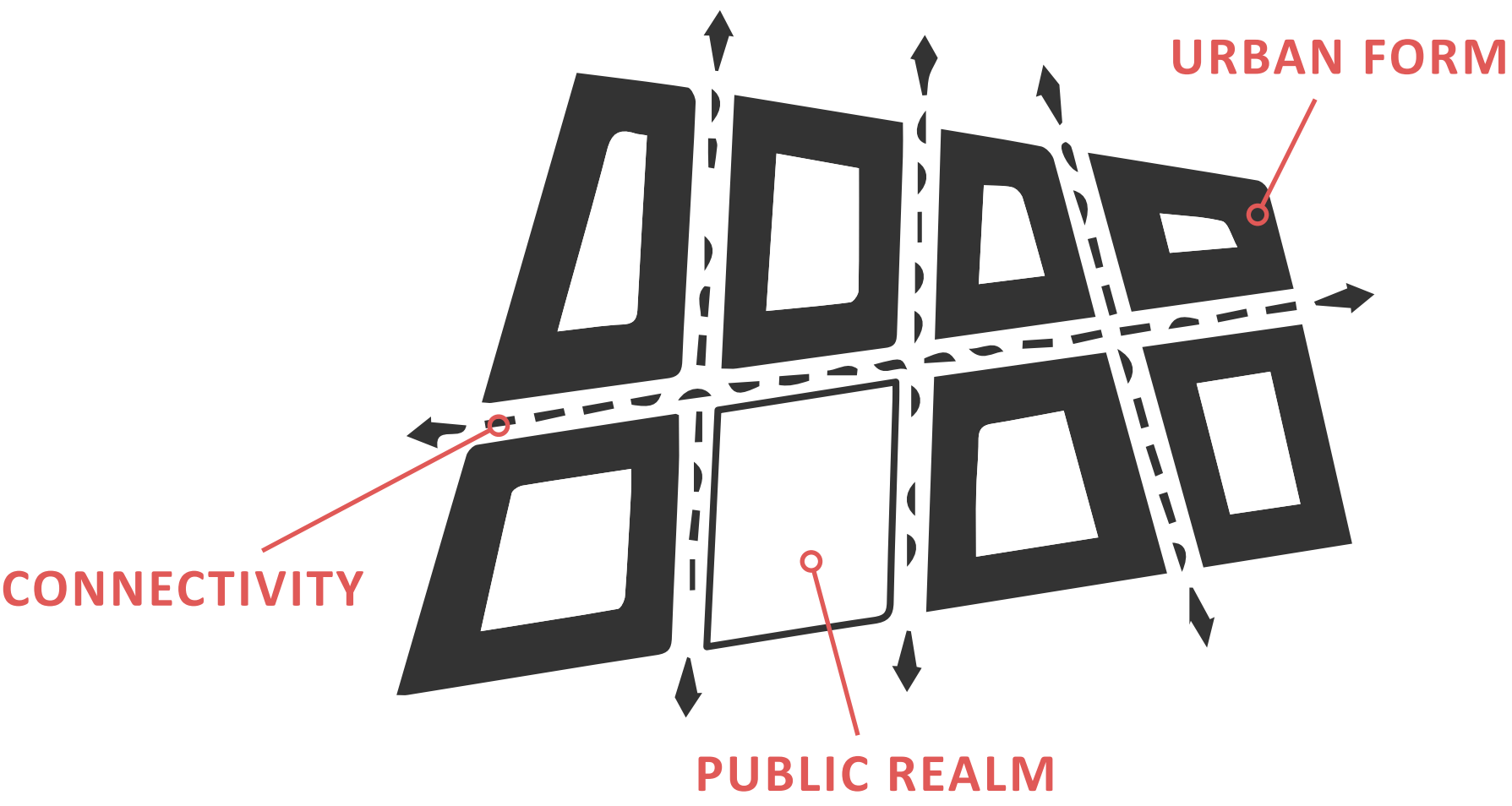
*Median Family Income for a Family of 4 was \$74,700 in 2017.

PLACEMAKING

WHAT IS PLACEMAKING?

Creating vibrant spaces that anticipate and respond to people’s needs and desires. This involves creating activated, walkable, comfortable, person-scaled environments that are well programmed and provide a positive experience.

Great places start with thoughtful attention to basic building blocks of urban areas including **built form**, **public realm**, and **connectivity**.



SOME FEATURES OF GREAT PLACES



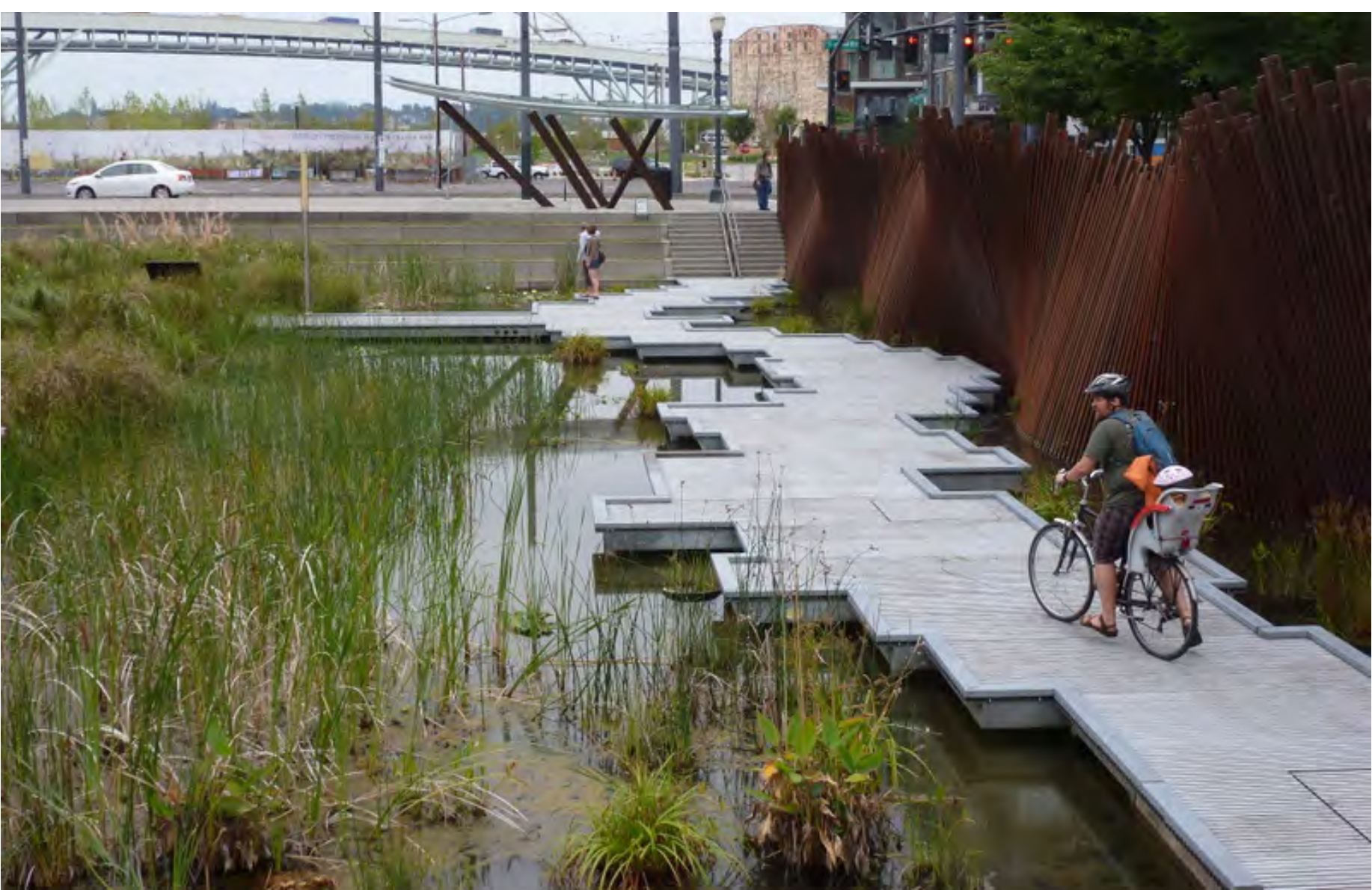
Design that puts **people** first



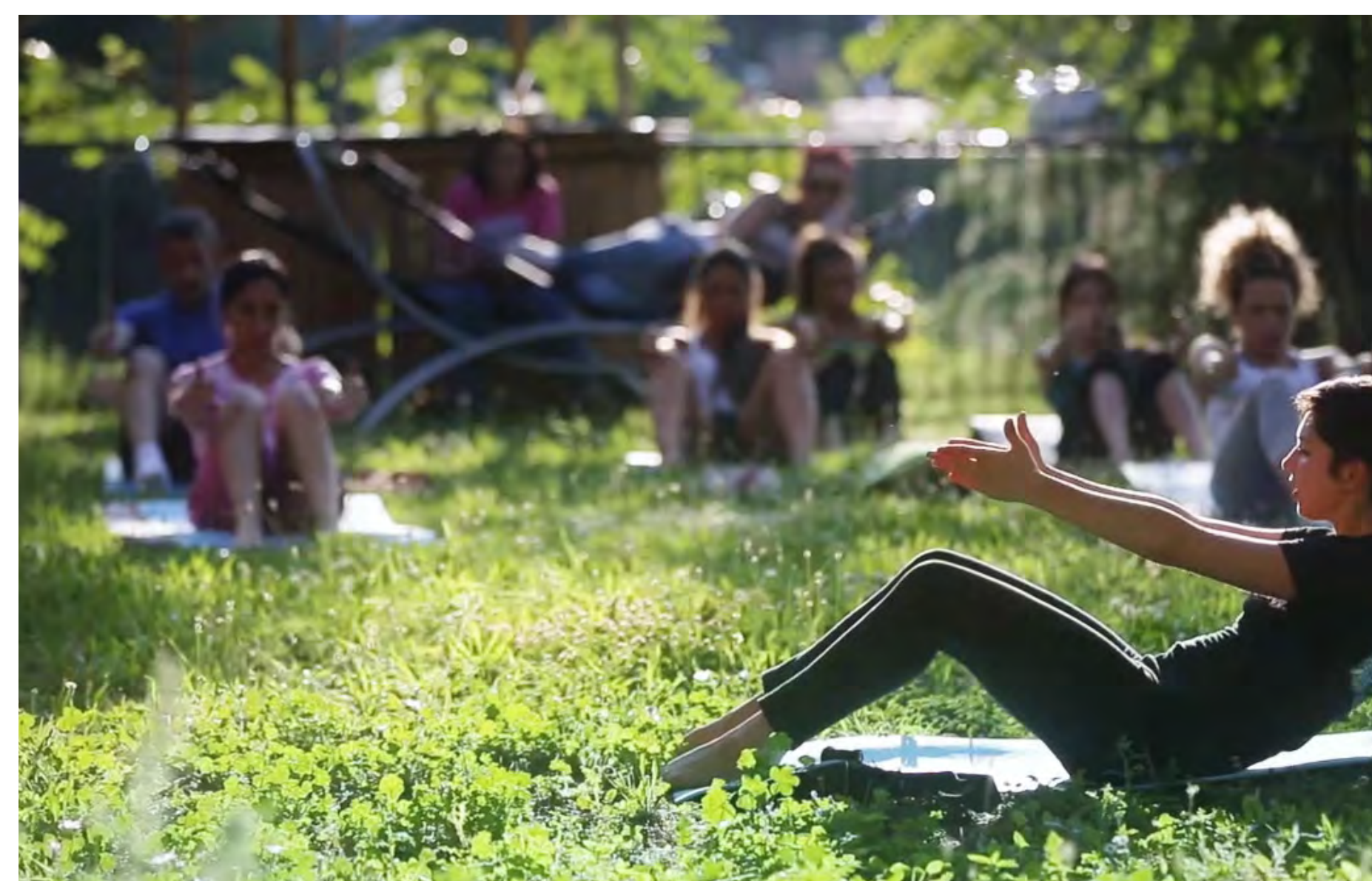
Strong integration of **arts and culture**



A density and variety of housing and employment to generate **activity**



Integrates **sustainability**



Community responsive **programming**



Adapts to the **future**

BUILT FORM



Rowhouses



Form and pattern



Small office and plaza



Townhomes



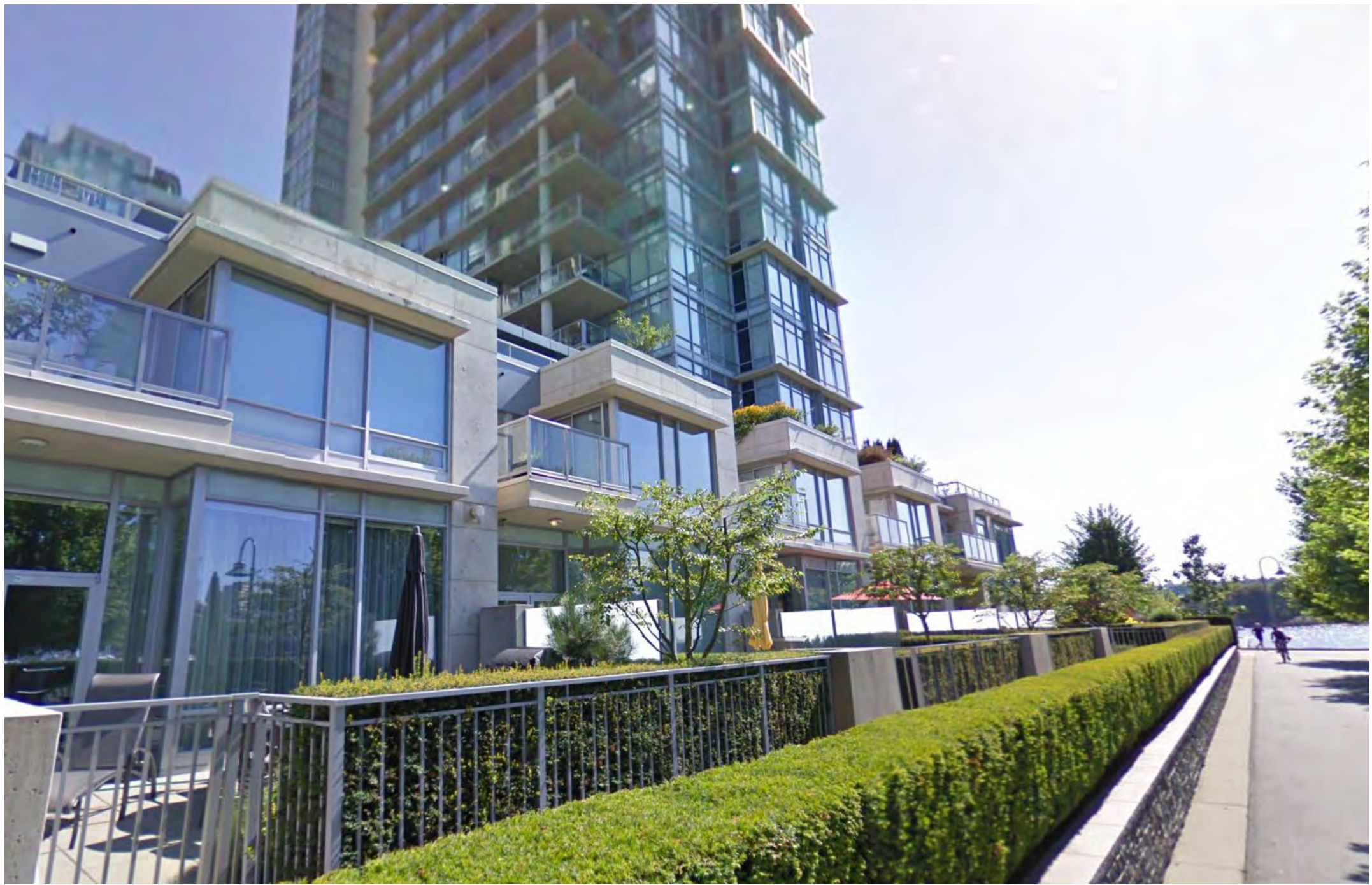
Midrise residential



Integrated art



Midrise residential

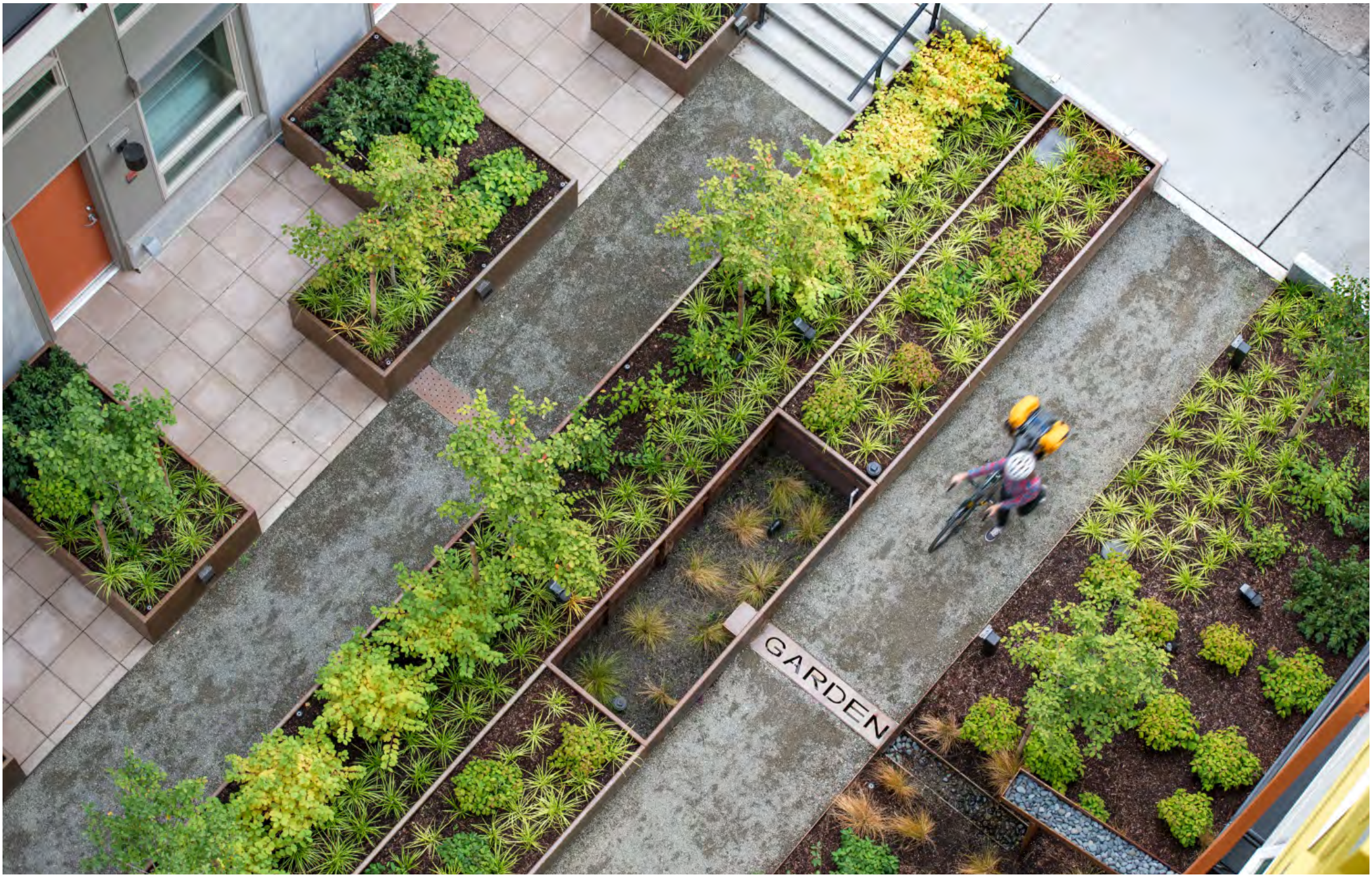


Rowhouses with tower

PUBLIC REALM



Amphitheatre



Rain garden



Community gardening



Recreational areas



Retail street



Fountain



Large public squares



Shared street

CONNECTIVITY



Park pathways



Trails



Stormwater treatment



Art integration



Bus infrastructure



Festival street



Activated alleys



Internal passageways

District Outcomes

Promoting redevelopment

Waterfront District



Brewery Blocks at Esther Short Park



Columbia Tech Center



Downtown



Improving transportation



Cultural programming

Concerts in Esther Short Park



Placemaking

Murals in Fourth Plain District



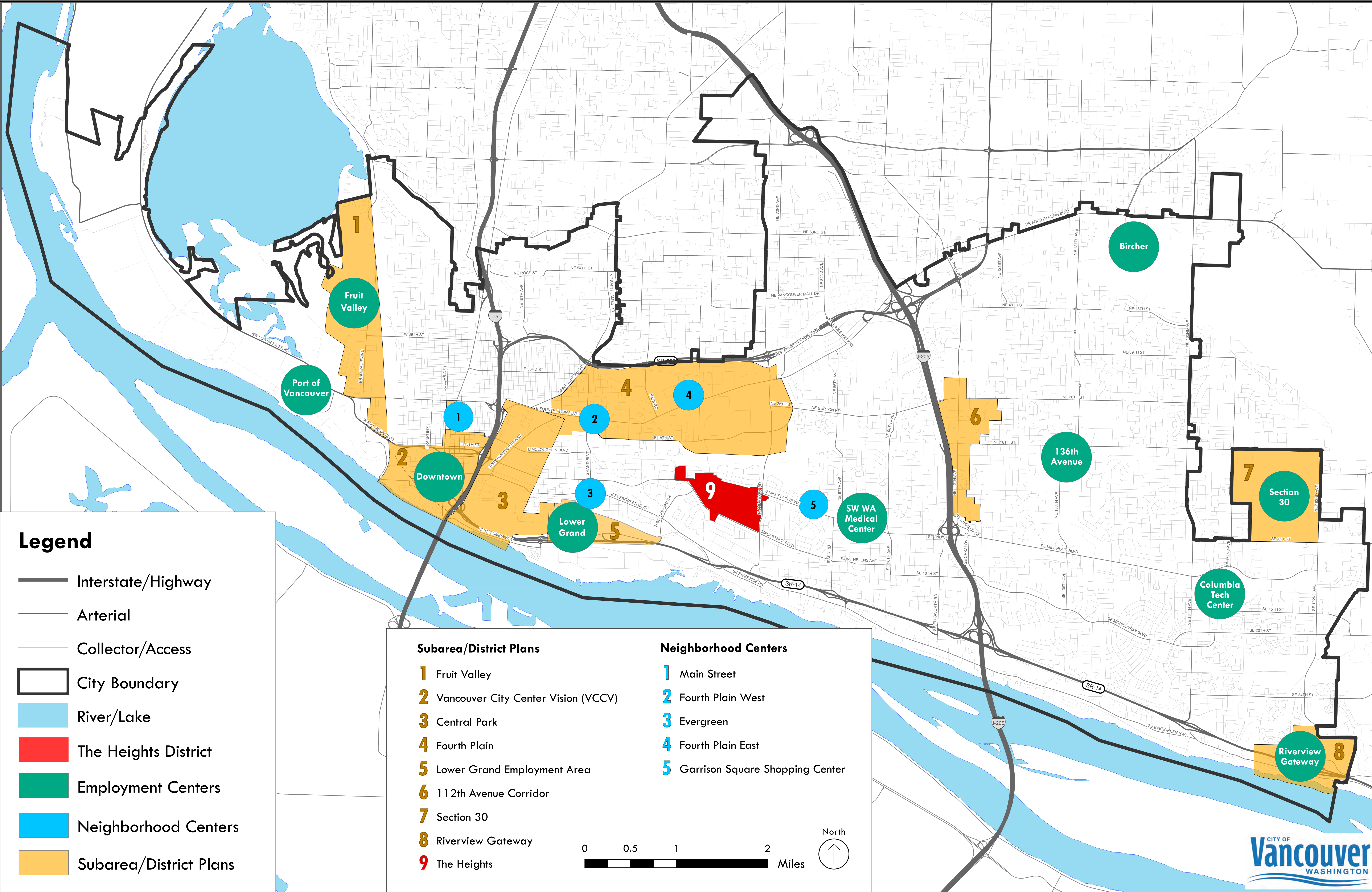
Movies in Evergreen Park



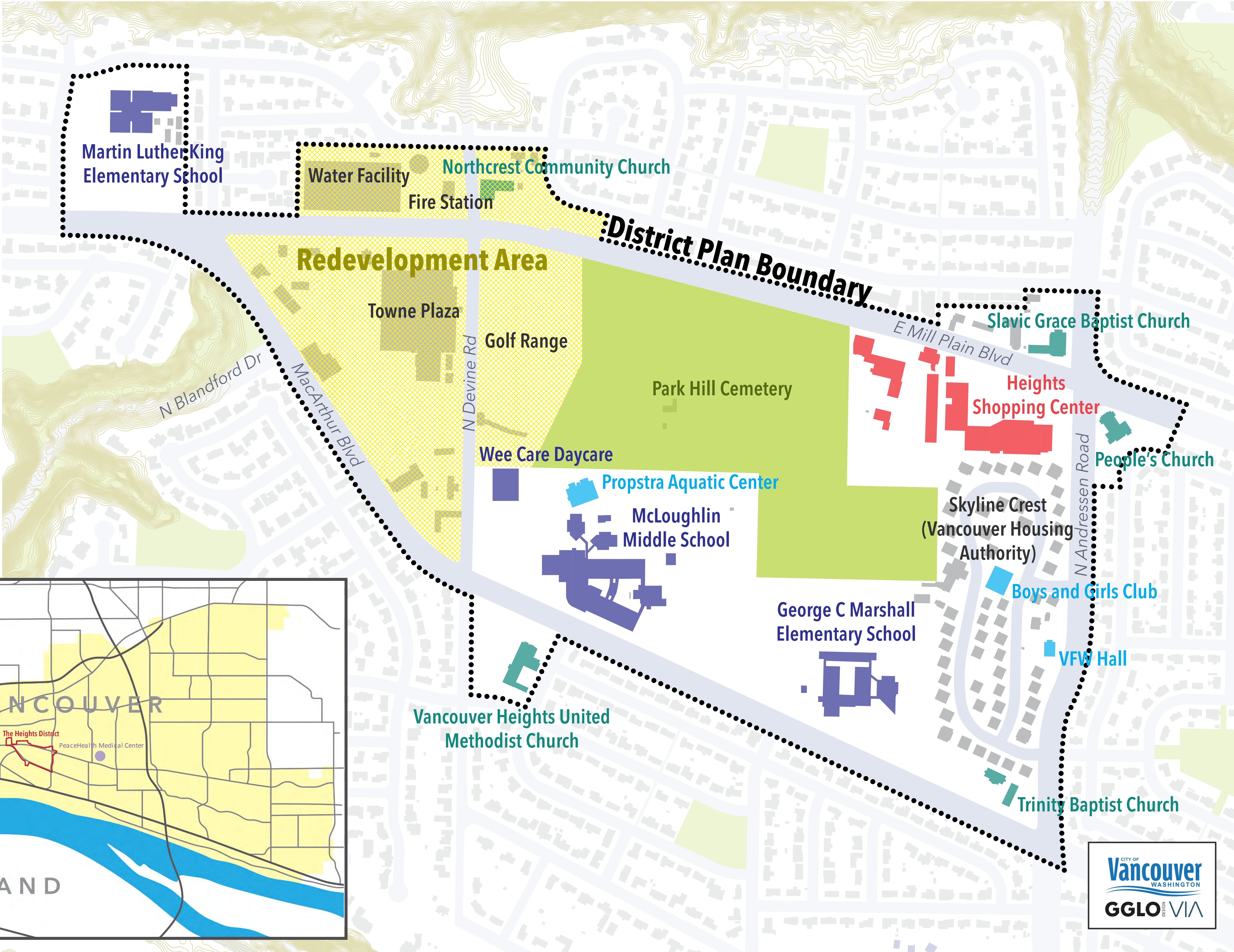
Retail on 6th Street



The Heights District Plan Context Map



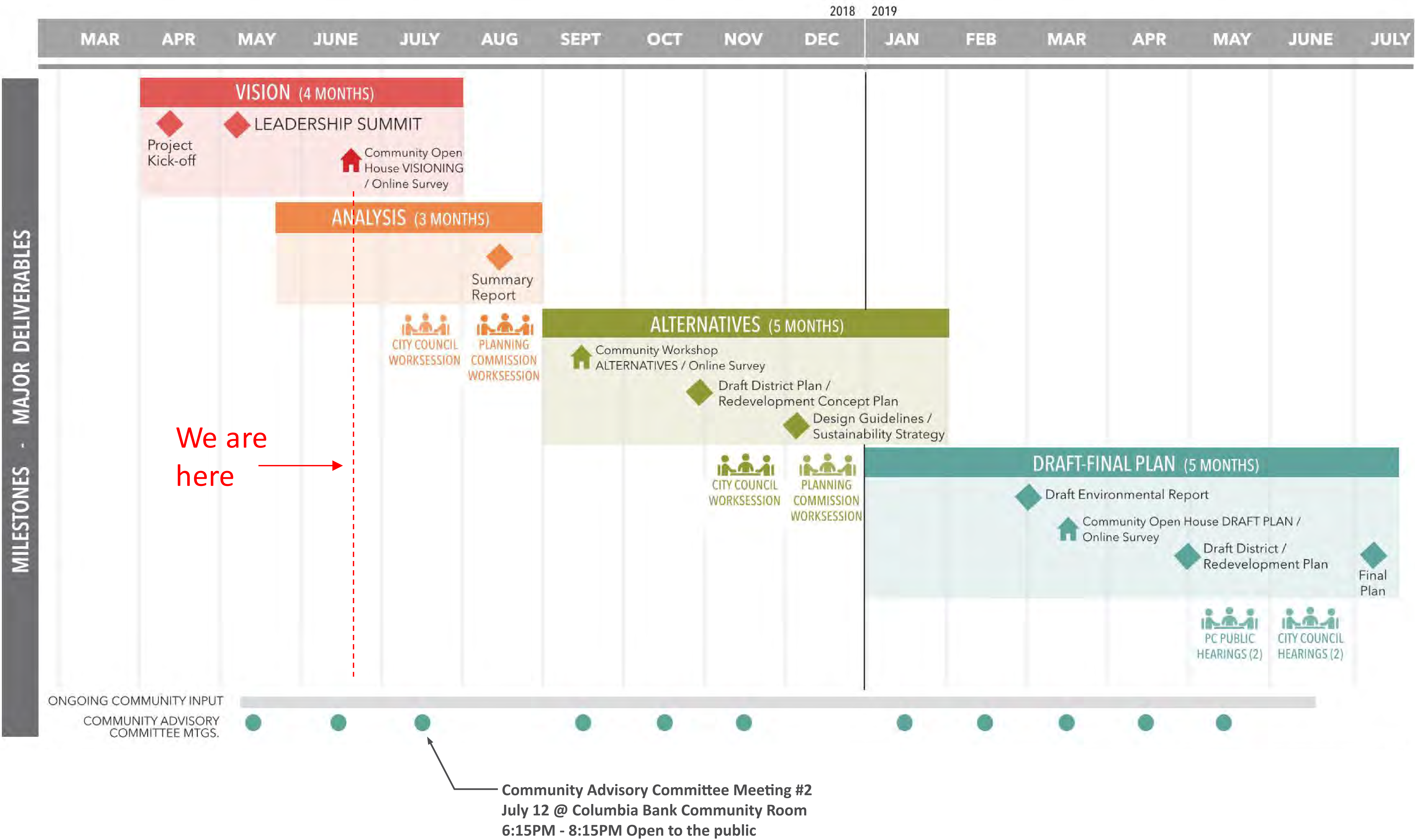
COMMUNITY
ASSETS



LOCATION KEY



PROJECT TIMELINE



UPCOMING PUBLIC MEETINGS

Update to City Council.....	July 2, 2018, 5pm-6pm, City Hall
Community Advisory Committee (CAC) Meeting #2.....	July 12, 2018
CAC Meeting #3.....	September 6, 2018
CAC Meeting #4.....	October 4, 2018
Community Workshop (Preliminary Alternatives).....	Fall 2018
Online Community Survey (Preliminary Alternatives).....	Fall 2018
CAC Meeting #5.....	November 1, 2018
CAC Meeting #6.....	January 2019
CAC Meeting #7.....	February 2019
CAC Meeting #8.....	March 2019
Community Open House (Preferred Concept Plan).....	Spring 2019
Online Community Survey (Preferred Concept Plan).....	Spring 2019
CAC Meeting #9.....	April 2019
CAC Meeting #10.....	May 2019
Final Plan Public Hearings	May 2019

Information on upcoming public meetings, including time, location, and materials, will be available on the project website.



ONLINE OPEN HOUSE

You are invited to participate in the online open house. It will be open until July 11th and be accessible at the following link: **HeightsPlan.participate.online** Don't forget to invite your neighbors to participate as well!



UPCOMING REPORTS

The following project milestones will be marked by documents. They will be posted on the project website as they are released. <https://www.cityofvancouver.us/theheights>

Interim Existing Conditions Report.....	Summer 2018
Draft District Plan.....	Fall 2018
Draft-Final Environmental Impact Statement.....	Winter 2019
Draft-Final District Plan / Redevelopment Plan.....	Spring 2019
Final Report.....	Summer 2019

