

THE CITY OF VANCOUVER

MAIN STREET PROMISE

...

Supporting Businesses
Throughout Reconstruction



PRESENTATION OVERVIEW

- 1.** Discuss best-practices and lessons learned for implementing a community-led design process and a business retention program focused on mitigating the impacts of a large-scale construction project, particularly with underserved community members and business owners
- 2.** Evaluate construction sequencing approaches and develop enforceable construction documents that balance construction progress and impacts
- 3.** Review Main Street's history, historic elements that are important to the community, and informing design decisions for new amenities that create a modern, inviting Main Street while honoring history

MEET YOUR SPEAKERS



JASON IRVING, PE
Senior Project Manager / Principal



RYAN LOPOSSA, PE
Streets & Transportation Manager



CHRIS HARDER
Deputy Director of Economic Prosperity
and Housing Department



WILL GRIMM, AIA
Urban Design Lead/Principal





PROJECT OVERVIEW

- » Overview
- » History
- » Goals
- » Design Elements
- » Public Outreach



OVERVIEW

The case for Main Street:

» The roadway, sidewalks, and adjacent outdoor spaces on Main Street will be reconfigured to improve safety, foster a sense of community, and support economic prosperity.

Funding:

- » American Rescue Plan Act (ARPA)
- » City Transportation Fund
- » Multi-Family Tax Exemption Public Benefit
- » Utility Fund
- » City of Vancouver General Fund

PROJECT HISTORY

PHOTOS FROM THE 1920'S AND 1940'S





PROJECT HISTORY

PHOTOS COURTESY OF THE CLARK COUNTY HISTORICAL MUSEUM



Guiding Principles



Honor and celebrate the history of downtown Vancouver



Build upon existing, and establish new, partnerships with local businesses and the community



Create a stronger sense of community identity and a welcoming place for Vancouver residents and visitors



Create an environment for renewed businesses and property owners' investment



Connect Main Street, Esther Short Neighborhood, the Waterfront and Fort Vancouver National Historic Site



Create an attractive, coordinated and quality downtown environment that can be a model for future improvements

PROJECT GOALS & GUIDING PRINCIPLES

- » Increase Safety for People & Vehicles
- » Accessible to All
- » Connected Infrastructure
- » Support Main Street Businesses

DESIGN ELEMENTS & IMPROVEMENTS



On-Street
Parallel Parking

Curbless Condition

Tactile Guidance

Wider Sidewalks

ACCESSIBLE: *An accessible destination to meet, gather, shop, & dine.*

DESIGN ELEMENTS & IMPROVEMENTS

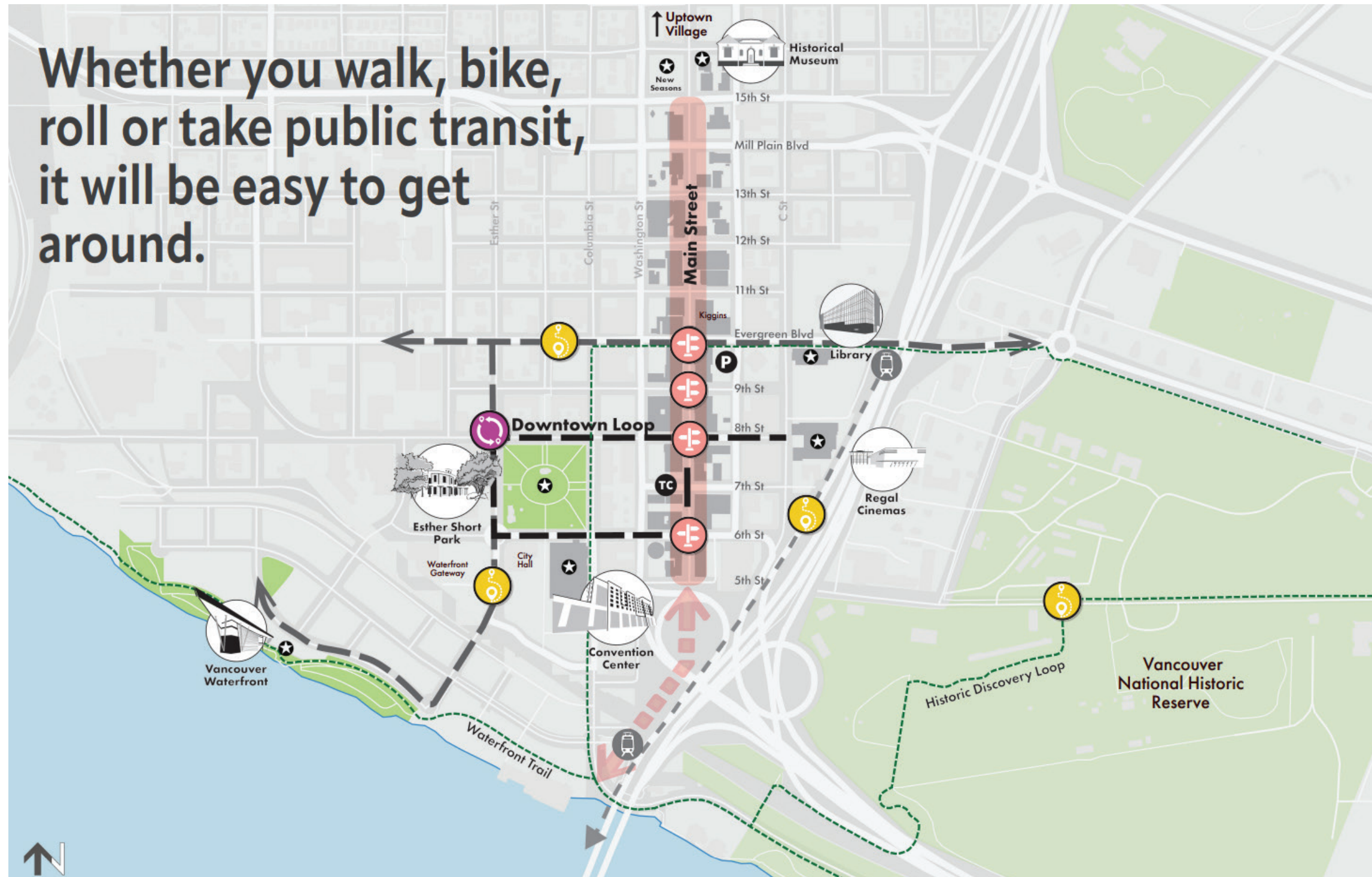
Main Street Paving Materials



ACCESSIBLE: *An accessible destination to meet, gather, shop, & dine.*

DESIGN ELEMENTS & IMPROVEMENTS

Whether you walk, bike, roll or take public transit, it will be easy to get around.



Key Routes



Downtown Loop

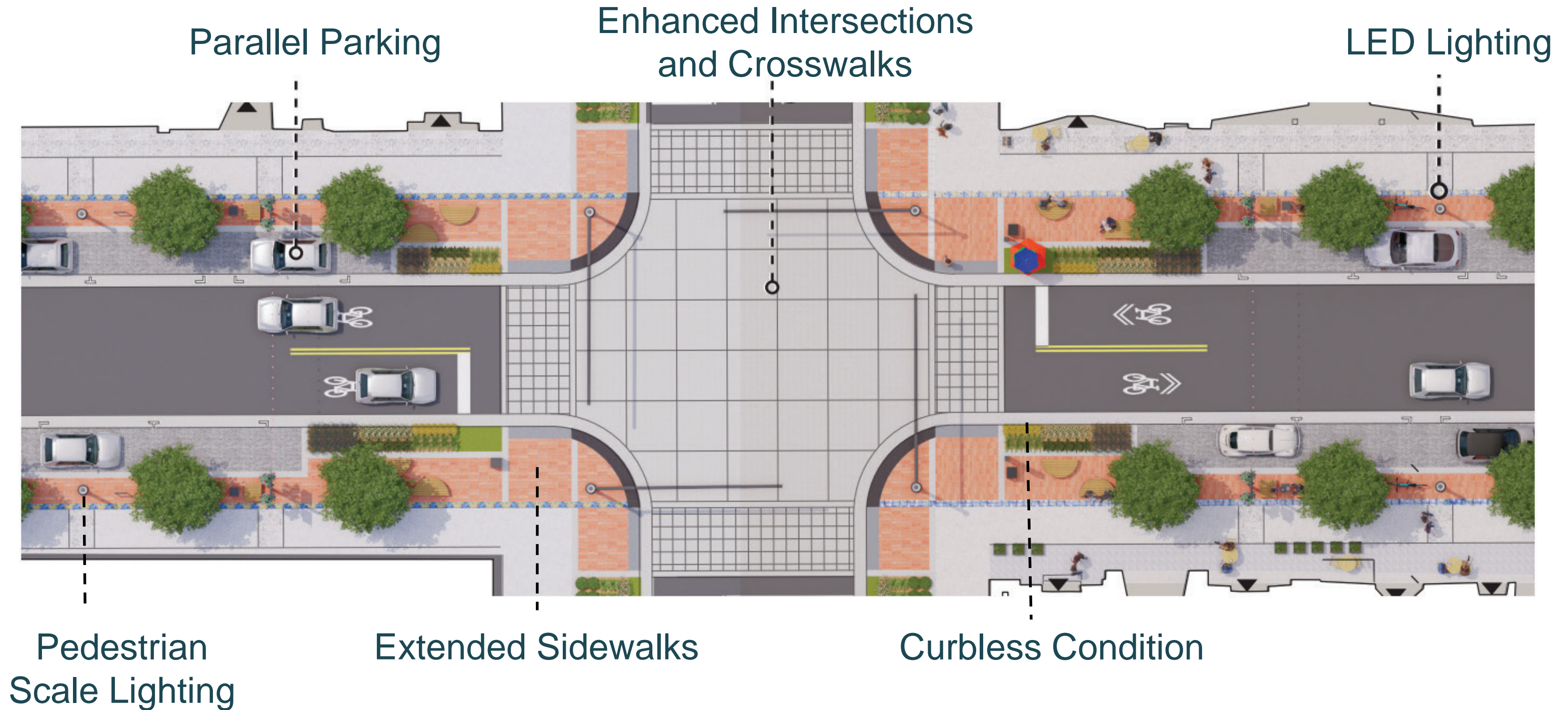


Gateways



CONNECTED: *A connected Main Street with links to downtown destinations.*

DESIGN ELEMENTS & IMPROVEMENTS



SAFE: *A safe environment for walking, biking, rolling, & driving.*

DESIGN ELEMENTS & IMPROVEMENTS



SAFE: *A safe environment for walking, biking, rolling, & driving.*

BEFORE CONSTRUCTION



BUSINESS RETENTION PLAN

- » Mapping
- » Communication Plan
- » Business Assistance Plan
- » National Main Street Center's "All Member Community Discussion"

MAIN STREET PROMISE Safe. Accessible. Connected.

Open for Business

The City of Vancouver and VDA are committed to supporting Main Street businesses throughout the project, including:

- Providing economic assistance programs
- Special marketing during construction
- Enhanced communication
- Promoting Main Street on social media
- Business advocacy
- One-on-one site visits
- Informational Coffee Corner events
- Block Captains program



Learn more and get involved:
[beheardvancouver.org/
MainStreetPromise](http://beheardvancouver.org/MainStreetPromise)

Vancouver

VDA

AMERICAN
BANK OF
COMMERCIAL

MacKay Sports





COMMUNITY-WIDE OUTREACH

- » Open House Event Series
- » Material Translation & Interpretation
- » Door to Door
- » Digital Amplification



Scan to visit the Main
Street Promise website!



PROJECT ADVISORY GROUP

- » Member Makeup
- » Participation & Feedback



Scan to visit the Project
Advisory Group's web
page!

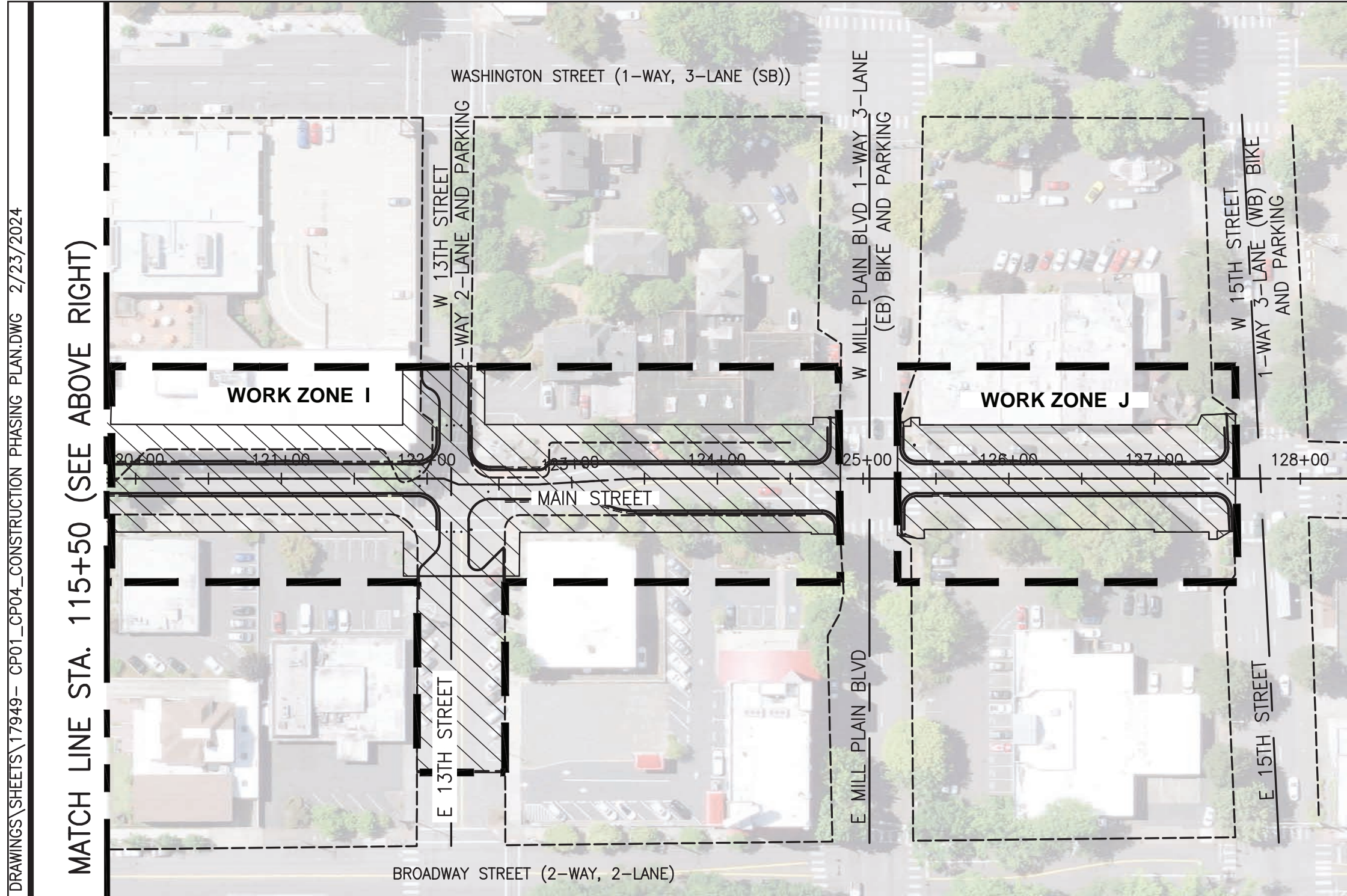
ENGAGEMENT WITH PUBLIC BOARDS & COMMISSIONS

- » Vancouver Accessibility Task Force
- » Downtown Stakeholders forum
- » Culture, Arts, & Heritage Commission
- » Transportation & Mobility Commission
- » Historic Preservation Commission
- » Urban Forestry Commission
- » Parking Advisory Committee
- » Vancouver's Downtown Association
- » Vancouver's Downtown Association Design Committee
- » Vancouver's Downtown Association Design Committee
- » Uptown Village Association
- » Arnada Neighborhood
- » Esther Short Neighborhood
- » Vancouver Farmer's Market Board
- » Visit Vancouver Board
- » Columbia River Economic Development Council
- » WA State School for the Blind
- » WA School for the Deaf

“When we asked our community about our approach for Main Street’s update, we heard that we should think big, focus on the pedestrian experience, and make the corridor safer, more accessible, and better connected for all users. Over the past year we received feedback from more than 20 City and community boards and commissions meetings, five project advisory group meetings, three open house events, two public surveys, plus, numerous online and in-person interactions with property owners, businesses, and community members. Today we have a design that will meet and surely exceed those expectations.”

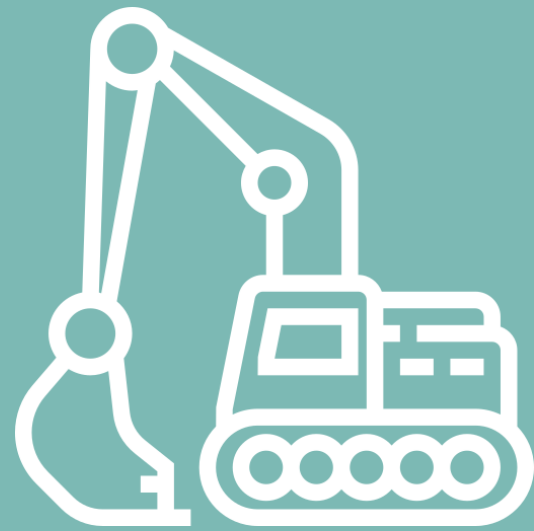
*~Anne McEnery-Ogle
Mayor - City of Vancouver*

CONSTRUCTION MANAGEMENT/ BUSINESS IMPACT OUTREACH



- » Surveys
- » Local Contractors
- » Construction Documents Integration

DURING CONSTRUCTION



BUSINESS RETENTION STRATEGY IMPLEMENTATION



**Improvements are coming to
Main Street in Downtown
Vancouver.**

- » Block Captains
- » Coffee Corners
- » Grant Programs
- » Social Media Campaigns
- » Community Engagement Activities



CONSTRUCTION MANAGEMENT/ MITIGATING IMPACTS

- » Wayfinding
- » Business Open Signs
- » Parking Management
- » Monitoring Contractor Compliance
- » During Construction Survey

Scan the code to participate in
our community survey!

HISTORICAL & CULTURAL MONITORING CONSIDERATIONS

- » Cultural & Historical Assets
- » Integrating Into the Design
- » Historic Observations During Construction
- » Performance Specifications for Contractor to Mitigate Impacts



AFTER CONSTRUCTION





AFTER CONSTRUCTION PROCESS & EVENTS

- » Business Owner Feedback
- » Community Concerns
- » Events/Festivals
- » Business Retention Data
Collection



WHAT'S NEXT

- » Downtown Redevelopment study
- » Waterfront Gateway
Redevelopment
- » Downtown Parking & Active
Mobility Plan
- » Interstate Bridge Replacement (IBR)

SUCCESS AND LESSONS LEARNED



SUCCESS AND LESSONS LEARNED



CLOSING SUMMARY

» Before, During, & After
Construction Approach



QUESTIONS?



MAIN STREET

PROMISE

Safe. Accessible. Connected.

THANK YOU!



JASON IRVING, PE
Senior Project Manager / Principal
☎ 360.334.5118
✉ jirving@mackaysposito.com



RYAN LOPOSSA, PE
Streets & Transportation Manager
☎ 360.487.7706
✉ ryan.lopossa@cityofvancouver.us



CHRIS HARDER
Deputy Director of Economic Prosperity
and Housing Department
☎ 360.356.0250
✉ Chris.Harder@cityofvancouver.us



WILL GRIMM, AIA
Urban Design Lead/Principal
☎ 802.595.9448
✉ will@firstfortyfeet.com



Scan to visit the Main Street Promise website!

