



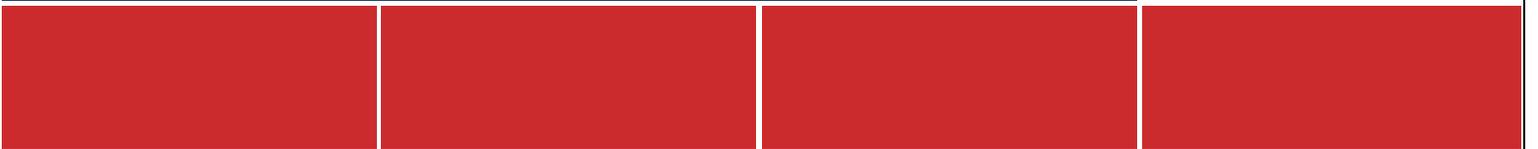
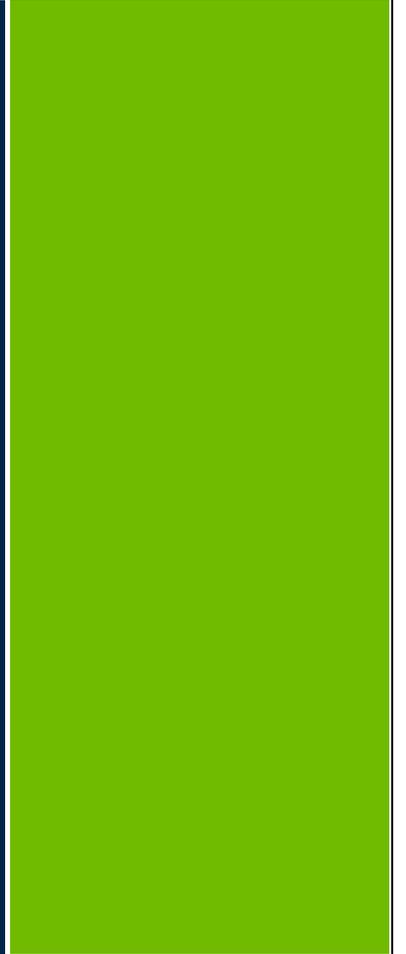
Bridge-to-Bridge



River-to-Rail



Revitalization Plan



## **City Council's Charter**

Involve public participation in the development of an economic and urban development strategy for revitalizing the Bridge-to- Bridge/River-to-Rail (BB/RR) area to capitalize on the momentum created by the construction of the WSDOT roundabouts and the Port of Kennewick's acquisition and pending project to redevelop the Duffy's Pond area.

### **BB/RR Task Force**

Mayor – Steve Young  
Mayor Pro Tem – Sharon Brown  
Former Mayor – Thomas Moak  
City Council – John Hubbard  
Port of Kennewick – Tim Arntzen  
Planning Commission – Bob Spaulding  
Parks & Recreation Commission – Hank Sauer  
Auto Dealer Association – Ken Williamson

### **Other Agency Participants**

BNSF Railway – Jeep Labberton, Terminal Manager  
US Army Corps of Engineers – David Morbach, Realty Specialist  
Ben Franklin Transit – Timothy Fredrickson  
Washington State Department of Ecology – Clynda Case, Shoreline Planner  
Confederated Tribes of Umatilla Indian Reservation – Don Sampson  
Historic Downtown Kennewick Partnership (HDKP) – Tim Dalton  
UDAT Member – Skip Novakovich

### **City Staff**

City Manager – Marie Mosley  
Former City Manager – Bob Hammond 2009-2010  
Former Assistant City Manager – Kevin Ferguson 2009-2011  
Former Director of Special Projects – Russ Burtner 2009-2010  
Former Economic Development Director – Jeff Kossow 2010-2012  
Community Planning Director – Greg McCormick, AICP  
Interim Planning Manager – Larry Frazier, FAICP  
Former Project Manager – Ferdouse Oneza, AICP 2009-2010  
Planner – Anthony Muai, AICP  
Administrative Assistant – Terri Wright

### **Consultants**

Team Leader – Tom Beckwith FAICP, Beckwith Consulting Group  
Architect/Urban Designer – Don Stastny FAIA, FAICP, StastnyBrun Architects  
Community Development – Steve Price, Front Street Partnership  
Economist – Eric Hovee, ED Hovee & Company  
Traffic Engineer – Mike Read PE, Northwest Transportation  
Landscape Architect – Patrik Dylan, ECCOS LLC  
Environmental Scientist – Jeff Parsons, Herrera Environmental  
Business Development – Nancy Jordan, Nancy B Jordan Associates  
Public Opinion Surveys – GMA Market Research

## Contents

### **Organization**

- 1: Assign action program and project implementation responsibilities..... 3
- 2: Resolve agreements with HDKP, Port, and other participants.....4

### **Economics**

- 3: Recruit/retain target markets.....5
- 4: Expand the Main Street program..... 10

### **Promotion**

- 5: Update and expand city/HDKP websites..... 12
- 6: Install historic district, gateways, and wayfinding signage..... 15

### **Design Standards**

- 7: Update/refine zoning designations..... 18
- 8: Adopt design standards for BB/RR mixed use.....22

### **Design/Development – infrastructure**

- 9. Fill/soft armor select river shorelines areas for fish habitat..... 25
- 10. Install Stormwater swale/river levee enhancements.....26
- 11. Acquire/develop BB/RR parks.....30
- 12. Reconfigure road network..... 31
- 13. Construct streetscape enhancements.....36
- 14. Construct sidewalks, curbs, and gutters..... 38
- 15. Reconfigure transit routes..... 43

### **Design/development catalytic projects**

- 16. Public Market and Excursion Train..... 44
- 17. Review/resolve master plan for Port of Kennewick’s Duffy’s Pond properties..... 44

### **Tables**

- Implementation Matrix.....6

### **Graphics**

- Proposed catalytic projects..... 7
- Proposed gateways/wayfinding signage..... 17
- Proposed land use.....21
- Illustrative development – mixed use prototype – low density..... 24
- Proposed shoreline enhancements..... 27
- Swale/levee enhancements – typical section..... 28
- Proposed road network.....34
- Proposed on-road bikeway network..... 35
- Proposed streetscapes.....39
- Proposed streetscape concept.....40
- Proposed on-road walkway network.....42

## Bridge-to-Bridge/River-to-Rail (BB/RR) Revitalization Plan

Following is a summary description of the major action plan strategies determined to be important in effectively implementing the Kennewick Bridge-to-Bridge/River-to-Rail (BB/RR) Revitalization.

The action strategies represent the consensus opinions of the BB/RR Task Force as well as the results of the stakeholder interviews, public workshops, internet, and mail-out/phone-back surveys. *The consensus opinion is that these actions are critical to the effective realization of the BB/RR Revitalization's goals.*

The strategies are grouped according to subject matter and not necessarily priority and are listed in an analytical sequence beginning with: 1) Organization, 2) Economics, 3) Promotion, 4) Design Standards, 5) Design/Development – Infrastructure, and 6) Design/Development – Catalytic Projects.

### ORGANIZATION

#### **1. Assign action program and project implementation responsibilities:**

The proposed programs and projects involved in this BB/RR Revitalization cannot be undertaken or completed *solely* with the resources and time available to city staff and officials. Nor should city staff and officials be *solely* responsible for coordinating the multifaceted approach and all of the multiple public, nonprofit, and private agencies and organizations that must be involved in implementing the action items necessary for the BB/RR Revitalization.

#### Action

Therefore, the Community Planning Department will work with City Council to:

- *Continue City Council's charter* – whereby the Community Planning Department and the Historic Downtown Kennewick Partnership (HDKP) acts as the BB/RR's principal economic and urban development advocate and coordinator of the actions item involved in the implementation of the BB/RR Revitalization.
- Appoint key point persons or project facilitators – from within HDKP to focus on the specific actions involved in each action subject, and to allow participation by other public, non-profit, and private community organizations, interested groups, and individuals in specific projects unique to each group.
- *Coordinate action plan implementation programs and projects* - to be accomplished by the city, HDKP, and other facilitating/catalyst agents to include the Port of Kennewick, US Corps of Engineers, Umatilla Tribe, Washington State Department of Fish & Wildlife, Ben Franklin Transit, Housing Authority of the City of Kennewick, Benton County Historical Museum, Council of Governments (COG) Economic Development Council (EDC), TRIDEC – Economic Development Council, Tri-Cities and Hispanic Chambers of Commerce, Auto Dealers Association, and other public, non-profit, and private participants interested and appropriate.
- *Engage the public* – on the economic, promotion, design, design/development – infrastructure, and design/development – catalytic projects and the impact implementation of the BB/RR Revitalization will have on the economic well-being and development of the city-at-large.

- *Resolve funding strategies* – using public, nonprofit, and private monies necessary to effectively finance each and all of the action items listed herein.
- *Monitor implementation* – to ensure the actions proposed in this action plan are effectively realized by the all the public, nonprofit, and private parties participating in the BB/RR Revitalization.

Participants

*Approval* - City Council

*Lead* - Community Planning Department

*Other* -

- HDKP
- Port of Kennewick
- US Army Corps of Engineers
- Umatilla Tribe
- WA Dept of Fish & Wildlife
- Ben Franklin Transit
- Housing Authority City of Kennewick
- Benton County Historical Museum
- Council of Governments EDC
- TRIDEC
- Tri-Cities/Hispanic Chamber of Commerce
- Auto Dealers Association
- BB/RR business and property owners, residents, and citizens-at-large

Funding

Kennewick Community Planning staff facilitation and monitoring activities will be funded with:

- General Fund property taxes (Ptax)
- Washington State Department of Commerce (DOC) Growth Management Planning (GMP) planning and project grants

**2. Resolve agreements with HDKP, Port, and other participants**

The BB/RR catalytic projects require staff coordination and City Council approval prior to other parties initiating action – particularly the Port of Kennewick’s proposals for Duffy’s Pond,

Action

Therefore, the Community Planning Department will:

- Resolve Port of Kennewick’s Master Plan for Duffy’s Pond* – including proposed particulars concerning pond buffer width and placement, surface street access from Columbia Drive and Washington Street, new building placement and streetscape elements on Columbia Drive, trail location and development around pond and to Sacagawea Heritage Trail, Columbia Drive and Washington Street, and publicly-accessible park location, improvements, and financing.

Participants

*Approval* - City Council

*Lead* - Community Planning Department

*Other -*

- Historic Downtown Kennewick Partnership
- Port of Kennewick
- BB/RR business and property owners

Funding

Community Planning staff participation in resolving agreements will be financed with:

- General Fund Property Taxes (Ptax)

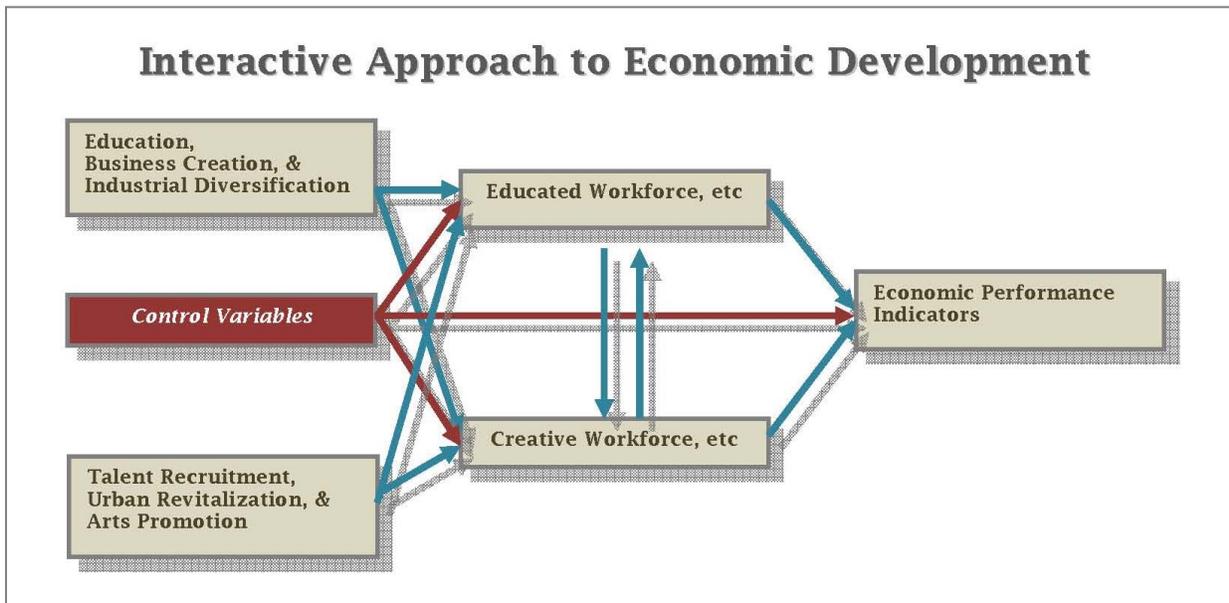
**ECONOMICS**

**3: Recruit/retain target markets**

New employment and investment opportunities are created with traditional business outreach and recruitment efforts conducted by TRIDEC – Economic Development Council (EDC), Port of Kennewick, Washington State Department of Commerce, and others.

These organizations have been very successful developing large industrial parks and sites, marketing the area’s existing “educated labor force” and institutions, and attracting major state and national companies to the Tri-Cities area.

However, the majority of new businesses and employment opportunities in the local, state, and national economies are created by small business start-ups that are spun off from existing local businesses, the result of second or late-life careers, a household member reentering the labor force on a part-time basis, or wholly new enterprises started by recent college or technical school graduates.



**Kennewick Bridge-to-Bridge/River-to-Rail (BB/RR) Revitalization (Subarea) Plan & Implementing Regulations**

13 April 2010

**Participants**

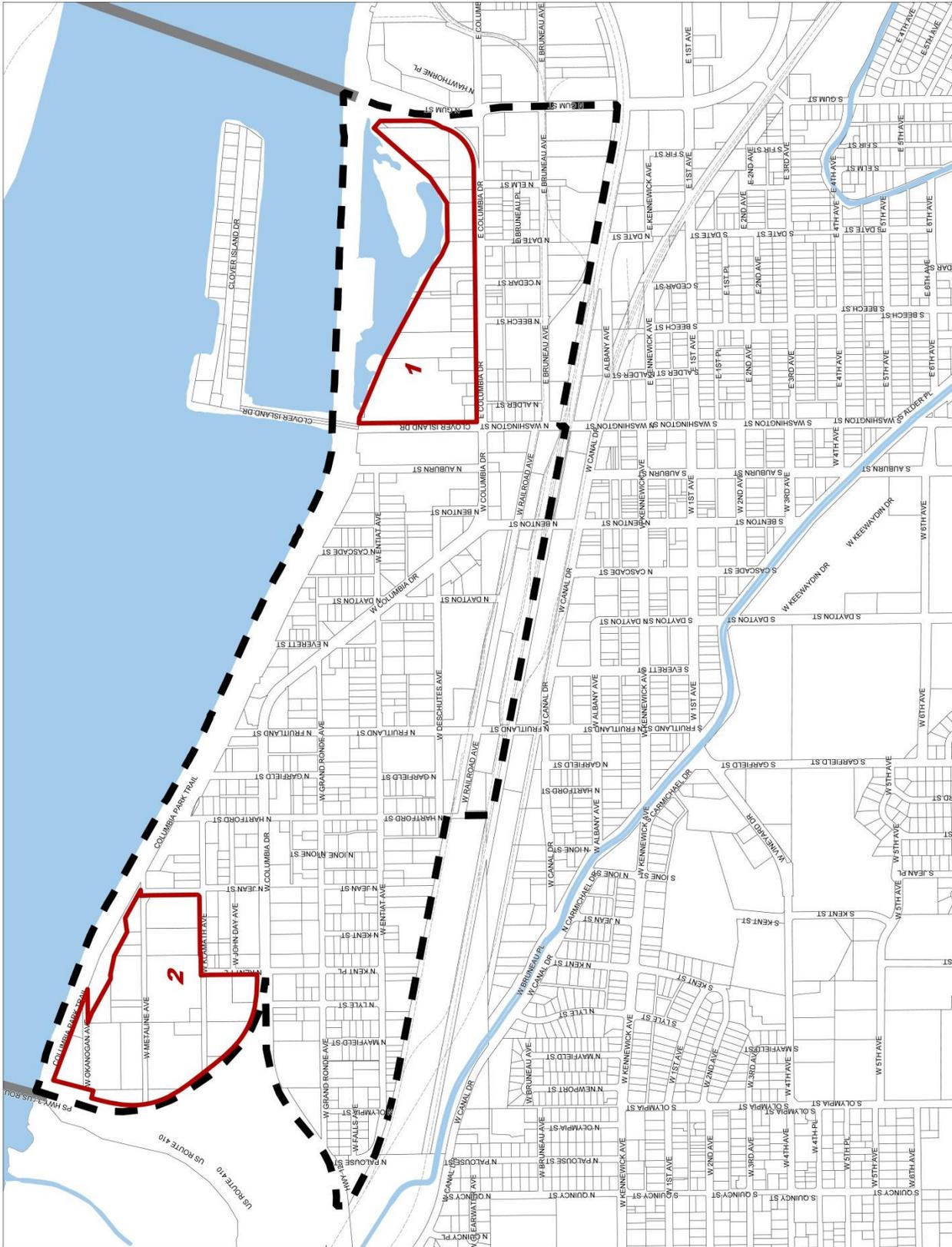
1. Kennewick City Council
2. Economic/Community Development & Parks & Public Works Departments
3. Historic Downtown Kennewick Partnership (HDKP)
4. Port of Kennewick
5. US Corps of Engineers
6. Umatilla Tribe
7. WA Dept Fish & Wildlife & Ecology
8. Ben Franklin Transit
9. Housing Authority City of Kennewick
10. Benton County Historical Museum
11. Council of Governments (COG) Economic Development Council (EDC)
12. TRIDEC - Economic Development Council
13. Tri-Cities/Hispanic Chamber of Commerce
14. Auto Dealers Association
15. BB/RR property owners
16. Lenders/realtors/developers
17. Public - city residents

A=approval role  
L=lead management role  
P=participant role

Objectives - not necessarily in rank order

Objectives	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Implement in year	0-1	2-6	Cost (000)	Funding sources
<b>Organization</b>																						
1 Assign action plan responsibilities	A	L	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	X				Ptax,
Resolve joint ventures																						
2 w/HDKP/Port/Private	A	L	P	P														X				Ptax
<b>Economics</b>																						
3 Recruit/retain target markets	A	L	L	P														X	X			Ptax, HDKP, Port, TRIDEC, Chambers, COG
Expand Main Street program to																						
4 BB/RR	A	L	L	P														X	X			MainSt, DRP, TMP, PBIA, CDBG, 108,
<b>Promotion</b>																						
5 Expand city/HDKP website outreach	A	L	L	P														X				Ptax, HMTax, TMP, HDKP, TRIDEC, Chamber
6 Install gateways/wayfinding signage	A	L	P	P														X				Ptax, HMTax, REET, TMP, HDKP, CRF
<b>Design Standards</b>																						
7 Update/refine zoning designations	A	L	P	P														X				CTED-GMP, Ptax
Adopt design standards for BB/RR																						
8 mixed use	A	L	P	P														X				CTED-GMP, Ptax
<b>Design/Development - Infrastructure</b>																						
9 Fill/soft armor river shoreline for fish habitat	A	L	P	A	A	L												X	X			Centennial, ALEA, RCO, Ptax, Umatilla, CRA
10 Install swale/levee enhancements	A	L	P	A	P	A												X	X			SDUFee, Ptax, DOE, RCO, TIF/LCF, Prt, CRA
11 Acquire/develop parks	A	L	P	L	A	P	A											X	X			Ptax, REET, HMTax, ALEA, RCO, Parkfee, Prt, CDBG, 108, CRA
12 Reconfigure road network	A	L	P	P														X	X			FAUS, UATA, Ptax, MVFTax, Trafficfee, Late-comer, CRA
13 Construct streetscape enhancements	A	L	P	P														X	X			REET, Ptax, MVFTax, LID, TBD, PBIA, Late-comer, CRA
14 Construct sidewalks, curbs, gutters	A	L																X	X			Ptax, MVFTax, TIB, CDBG, LID, STUFees, 108, CRA
15 Reconfigure transit routes	A	P	P	P														X				Ben Franklin
<b>Design/Development - Catalytic Projects</b>																						
16 Acquire/construct public market/train	A	L	L															X	X			HMTax, REET, Ptax, CDBG, 63:20, HDKP
17 Acquire/issue RFP incubator development	A	L	P	P														X	X			Ptax, CDBG, HAEIF, Prt, COG, EDA, SBA
18 Issue design/develop RFP competitions	A	L																X				Ptax, CDBG, HOME, TIF/LRF, Prt, LITHC
19 Review/resolve Port's Duffy's Pond Plan	A	L	L	A	A	A												X				Ptax

- |       |   |         |  |
|-------|---|---------|--|
| 108   | CDBG Section 108 Loan Funds                           | LID     | Local Improvement District                               |
| 63:20 | Lease-to-Own using 63:20 nonprofit financing          | LIHTC   | Low Income Housing Tax Credits                           |
| ALEA  | ROC Aquatic Lands Enhancement Act                     | MVFTAX  | Motor Vehicle Fuel Tax                                   |
| CDBG  | Community Development Block Grant                     | ParkFee | GMA Park Impact Fee                                      |
| CDBG  | Community Development Block Grants                    | PBIA    | Parking & Business Improvement Area                      |
| COG   | Small Business Assistance                             | Port    | Port of Kennewick funds                                  |
| CRA   | Community Renewal Act                                 | Prt     | Private developer contribution or other funds            |
| CRF   | Community Revitalization Finance                      | Ptax    | General Fund Property Tax                                |
| DOE   | Department of Ecology Centennial Fund                 | RCO     | Wa State Recreation and Conservation Office (ROC) grants |
| DRP   | Washington State DoC Downtown Renewal Program         | REET    | Real Estate Excise Tax                                   |
| EDA   | Economic Development Administration                   | SBA     | Small Business Administration                            |
| GMP   | Washington State DoC Growth Management Planning grant | SDUFee  | Stormwater Management Utility fee                        |
| HDKP  | Historic Downtown Kennewick Partnership funds         | TBD     | Transportation Benefit District                          |
| HMTax | Tourism Hotel/Motel Tax                               | TIB     | Transportation Improvement Board grants                  |



Catalytic Projects



**Proposed catalytic projects**

- 1 Duffy's Pond Properties et al
- 2 Blue Bridge Properties et al

Start-up small businesses account for over 80% of all new employment and frequently provide the cutting-edge technology, products, and services that grow into larger companies and/or provide the inspirations for economic restructuring, diversification, and quality.

Small businesses are started by entrepreneurs or the “creative workforce” - individuals who have an interest and propensity to try new things and take risks. This attribute is proving to be an increasingly important ingredient in a community’s ability to attract and develop new businesses and investments.

Entrepreneurs or the “creative workforce”, particularly those that start-up new business ventures, tend to be footloose often selecting a location to initiate their business enterprise based on personal preferences defined by quality of life factors as well as the extent to which they are recruited and supported by interested communities.

If Kennewick is to attract a “creative workforce” and thereby new independent business enterprises, it must initiate outreach programs geared to finding, recruiting, and locating creative entrepreneurial talent – especially in the destination retail, high technology enterprises, and other niche activities that fit the city and BB/RR area.

And, if Kennewick is to be attractive to uncommitted entrepreneurial talent, it must market and further develop the quality of life factors of most interest to such individuals including the city’s unique educational, recreational, community, and residential attributes.

While start-up small businesses account for over 80% of all new employment they suffer a high mortality rate in the first 5 years of the business due to lack of business planning, lack of business or start-up capital, or the inability to find and finance suitable building space.

### Action

Therefore, the Economic Development staff and HDKP will to:

- *Identify key entrepreneurial prospects* - for the BB/RR and downtown district including profiles, contact information, promotional materials, and recruitment strategies for:
  - *Multi-modal transportation dealers* – including sales and service of electric cars, motorcycles, motor bikes, scooters, mopeds, bicycles, kayaks, and other forms of transportation to transform auto row into a multi-modal transportation hub for the region.
  - *Mixed-use project developers* – of mixed-use projects to the BB/RR sites of opportunity.
  - *Mixed income mixed-use housing occupants* – including urban households (single adults, family starters, empty nesters, and seniors) migrating into or within the region for mixed-use projects on BB/RR sites of opportunity.
  - *Retail tenants* – including retail businesses and activities of interest to Columbia Drive and the downtown district storefronts and proposed mixed-use projects.
  - *Artists and art galleries* – including working artists, instructors, galleries, and related entrepreneurs to the proposed live/work and mixed-use projects on BB/RR sites of opportunity.
  - *Public market vendors* – including farmers’ market vendors, wine and food vendors, artist workshops and galleries, performance artists and instructors, and other activities

- *Excursion train operator* – including excursion train operators as well as destination facilities, programs, and operators for a series of dinner, mystery, sightseeing, winery, and other train tours of the region.
- *Compile supporting market information* – including listings of available properties and building spaces along with terms, contacts, descriptions, and other referral information for integration into marketing websites.
- *Provide business planning and start-up capital assistance* – to support small business planning, capital and investment planning, workforce training, and other small business development services.
- *Create a capital investment fund* – to include a large portfolio of no and low interest loans available from local lending institutions and organizations devoted specifically to small business retention, start-up, and recruitment outreach efforts.
- *Conduct cold call contacts* – for the above using combinations of e-mail and e-newsletter, mail, telephone, and in-person interviews to determine information needs, reactions, interests, and competitive assessments.
- *Follow-up* – interested recruits by providing tours, promotional events, analysis, and other finalizing coordination with property or business owners, financial sources, and networking with other entrepreneurial individuals and enterprises in Kennewick.
- *Debrief* – cold call contacts and recruits to assess marketing materials, marketing positioning, property and business rates, and other information with which to refine the BB/RR and downtown brand, promotional materials and activities, and market offerings, etc.

### Participants

*Approval* - City Council

*Lead* - Economic Development staff

*Other* -

- Historic Downtown Kennewick Partnership
- Port of Kennewick
- Kennewick Auto Dealers Association
- Council of Governments EDC
- TRIDEC
- Tri-Cities/Hispanic Chambers of Commerce

### Funding

Economic Development staff support for market materials and outreach programs, building inventory, cold call, and debriefing tasks will be funded by financed from:

- General Fund Property Taxes (Ptax)
- Historic Downtown Kennewick Partnership
- Port of Kennewick
- TRIDEC
- Other participant programs.

The local capital investment fund will be financed by:

- EDA Small Business Administration (SBA) programs,

- Washington State Commerce Small Business Resources (SBR)
- Business Finance (BF)
- Community Development Finance (CDF)
- Business Loan Portfolio (BLP)
- Regional Micro-enterprise Development Grant Funds (RMDGF)
- General Fund property taxes (Ptax)
- Local lenders under the Community Investment Act (CIA)

**4: Expand the “Main Street” Program**



Kennewick has significant and unique historic commercial and industrial architecture clustered in the downtown area along Kennewick Avenue and between Dayton and Washington Streets that represent valuable assets to the community. These buildings and the district at large are in good usable condition and generally occupied by viable enterprises.

HDKP was formed to undertake and sponsor the activities involved in the National Trust for Historic Preservation and Washington State’s Main Street program. As such, the district has been identified, promoted, and recognized for its potential. Some key buildings in the district have been renovated, upgraded, and retrofit to house emerging new retail and entertainment opportunities.

Successful downtown areas are a result of comprehensive improvement programs combining the Main Street Four-Point Approach. The Main Street approach encourages economic development within the context of historic preservation in ways appropriate to the emerging marketplace. The approach advocates the rebuilding of traditional downtown districts using their unique assets – distinctive architecture, pedestrian-friendly environment, personal service, local ownership, and a sense of community.

The Main Street Four-Point Approach involves: 1) organization, 2) economic restructuring, 3) promotion, and 4) design – that combine to address the downtown’s needs since no single approach by itself will sufficiently rejuvenate the district.

Successful programs require cooperation, coordination, and often joint ventures between city government, a viable sponsor like HDKP, and private businesses and property owners to be effective. To succeed, Main Street programs must show visible results that come from completing programs and projects – regardless of how small the project efforts may appear in the beginning.

However, to be fully effective, the downtown effort should be anchored with other city assets, in this case including the public facilities and parks in the Civic Center to the south, the BNSF depot and potential Public Market to the north, and ultimately the Columbia River, Duffy’s Pond, and the sizable potential population that can live in a revitalized BB/RR neighborhood west and within walking distance of the downtown.

In fact, HDKP includes this larger support area as well as the historic downtown proper within its charter.

### Action

Therefore, the HDKP will:

- Expand the façade improvement program* – to upgrade appearances, visual quality, and streetscape interest on Columbia Drive and the entryways on Fruitland, Benton, and Washington Streets between BB/RR and the downtown district. Implement building design standards that define a palette for streetscape furniture, landscaping, lighting, and paving improvements. Develop prototypical designs to improve awnings, signage, window displays, color, materials, and other building features for interim and long-term upgrades to existing businesses along Columbia Drive, and the Fruitland, Benton, and Washington Street entryways.
- Expand the source of low cost building improvement and development funds* - to rehabilitate, retrofit, and building onto or on top of existing older commercial buildings, facades, signage, and other design improvements by increasing city and HDKP-financed grants with larger matching local lender low interest funds.
- Award capital investment funds on a competitive basis or in response to a request system* - where the applicant demonstrates the rehab, retrofit, infill or add onto, façade, and signage project is viable, will improve conditions within the BB/RR and downtown district, and cannot be financed with traditional market sources.

### Participants

*Approval* - City Council

*Lead* - Economic Development staff and HDKP

*Other* -

- Port of Kennewick
- Kennewick Auto Dealers Association
- Council of Government EDC
- TRIDEC
- Tri-Cities/Hispanic Chambers of Commerce

### Funding

Main Street program and special event costs will be funded with:

- Downtown Revitalization-Main Street Program (MainSt)
- Downtown Revitalization Program (DRP)
- Tourism Marketing Program (TMP) grants supplemented with a Parking & Business Improvement Area (PBIA) or Business Improvement District or other form of dues from local benefiting property and business owners

Façade and building rehabilitation improvement costs will be funded with seed money from:

- Community Development Block Grants (CDBG) grants
- Local financial institutions (Prvt), among others

## PROMOTION

### 5: Update and expand City/HDKP websites

In 2014 the Tri-cities came together to develop and adopt a uniform branding, development and marketing action plan. The new brand promise is, “That’s the way we do things here. Louder. Bolder. Brighter. Better”.

The branding plan presents an excellent opportunity to position the Tri-Cities, and specifically Kennewick, as THE best destination the in the northwest for establishing, growing, or relocating a business, as the “Better Choice” for raising a family, and as one of the Northwest’s best places to visit (*Roger Brooks International*).

The Kennewick logo has been updated in 2015 to meet the graphic design standards of the branding plan and our marketing messages have integrated the exclamation point to denote that everything we do we do with strong feelings and high energy.

The City of Kennewick Economic Development staff has embarked on several initiatives to promote the connection from the waterfront to the downtown area and as a result of these many efforts have been recognized as a quarter-finalized in the America’s Best Communities award sponsored by Frontier Communications. The initiative addresses “Transforming and Connecting” the riverfront to the historic downtown and includes banners, a Shop Kennewick campaign, workforce development opportunities, business development and retention efforts and festival events including the reengineering of the “First Thursday” event in Historic Downtown.

In 2014 the City launched Shop Kennewick and City Facebook pages which promote the America’s Best Communities initiative, downtown events, riverfront activities and development. The city has also launched a mobile app to highlight activities in Kennewick, including those in the downtown area.

Kennewick is located astride Interstates 82, 84, and 182, and State Routes 12 and US- 395 - the most heavily traveled highway corridors in eastern Washington and Oregon. Kennewick is provided the only direct west connections via I-84 to the Columbia Gorge, Portland, and the coast, and east connection to Salt Lake City, Spokane. Kennewick is provided the only north-south connections to Seattle via I-82/SR-12 and Spokane via I-182/US-395.

Kennewick is connected to history and Richland and Pasco (the other tri-cities) via the Sacagawea Heritage Trail that loops around both sides of the Columbia River on the I-182 and US 395/Cable Bridges. Lewis & Clark’s Eastbound Trail is located just south of Kennewick city limits. The Toyota Center and Arena, Convention Center, and East Benton County Museum, Fairgrounds, and Horse Racing Track attractions are located in Kennewick. Kennewick also hosts the annual 2 day Columbia Cup hydroplane races during the Tri-City Water Follies in the Columbia River opposite Columbia Park – the only natural shoreline along the river.



Continued growth on Clover Island has addressed many of the assets that were identified as needing to be enhanced and developed in Kennewick, as well as the Port of Kennewick's purchase of many of the properties along Columbia Drive for the placement of a Artisan Wine Village with retail and other components positioned to attract visitors to the downtown area.

Economic Development and Planning staff from the Port, City and downtown has begun to create a great deal of synergy through the mobile app, website enhancements and social media, although much work needs to continue to occur.

Community/business/tourist oriented websites should provide basic information about attractions, events, visitor and business services, transportation, and available business and residential properties. The sites should be interactive linking maps, photos, and streaming videos from business outlets and community organizations. . A great example of a newly created alternative a newly created interactive art map, containing information on each art piece in Kennewick, most of which are clustered in the downtown corridor and on Clover Island.



The sites should also collect and distribute information about coming events, sales, promotions, and other activities of interest to residents as well as tourists by way of an ever expanding e-newsletter and micro-blogging roster. And, the sites should assemble e-mail and e-newsletter lists by which to forward interested parties updates on events, new business opportunities, and other information.

Action

The Kennewick Economic Development staff, downtown merchants, Port of Kennewick staff and the HDKP will continue to:

- Provide Facebook and Twitter updates on events and activities in the downtown and Clover Island area
- Provide rack cards for the Shop Kennewick and First Thursday events in the downtown area.
- Realize ways to enhance visibility of the Bridge to Bridge area through website enhancements and updates.

□ *Expand city marketing/tourism technology* – using Google’s “Let’s put our cities on the map” program, Facebook, Twitter and other social media, to create the following:

- *Enhance Economic Development and Tourism visibility* - with the updated brand, and logo , embedded search engines, streaming pictures, city maps, and external linkages
- *Attractions pages* – with pop-up maps and sidebars on area climate and geography, demographic and economic statistics, city and area history, and recreation facilities sitemaps and photos
- *Events pages* – with calendar schedule and event planning information on facilities, florists, food catering, musicians, party rentals and supplies, and photographers

- *Visitor services pages* – with pop-up maps and sidebars on dining, lodging, and shopping businesses including direct linkages to each business website, e-mail, streaming videos, and other proprietor promotional materials
- *Business investment pages* – including linkages with pop-up maps and sidebar info to area multi-list realtors with information on available business properties of interest to merchants and businesses interested in locating or investing in Kennewick
- *Resident services pages* – including linkages with popup maps and sidebars on schools, churches, and realtors with information on available housing properties of interest to existing residents and households interested in living in Kennewick
- *Transportation pages* – including pop-up maps and sidebar info on automobile routes, transit, taxi, and limousine services, Amtrak railroad, and airplane and airport schedules
- *Gallery pages* – including factoid sheets, downloadable photo galleries, e-postcards, e-newsletter sign-ups, and requests for brochures or other promotional materials

*Continue to publish coordinated print collateral materials* - including typography, color, placement, and other preliminary style guide contents for the following:

- *Correspondence* – including letterhead, business cards, envelopes, labels, and other correspondence materials
- *Brochures* – including transmittal folders with insert pockets and templates for insert or hand-out sheets, CDs, and DVDs with detailed information on trade area demographics, finance, property listings, and other marketing materials
- *Flyers* – including single, double, and tri-fold handouts and inserts for ferry, motel, convention center, and other promotional stands and exhibits
- *Advertising templates* – including single and multiple page banners and inserts for merchant group advertisements in newspapers and magazines

### Participants

*Approval* - City Council

*Lead* - Economic Development staff and HDKP

*Other* -

- Port of Kennewick
- Kennewick Auto Dealers Association
  - Downtown merchants
- Council of Governments EDC
- TRIDEC
- Tri-Cities/Hispanic Chambers of Commerce
- Realtors and developers

### Funding

Design and production of updated marketing materials and websites could be funded with:

- General Fund Property Taxes (Ptax)
- Hotel/Motel lodging taxes (HMTax)
- Washington State Department of Commerce Tourism Marketing Program (TMP)
- TRIDEC, Chambers, Port, and realtor, lender, and other private sources
  - America's Best Communities

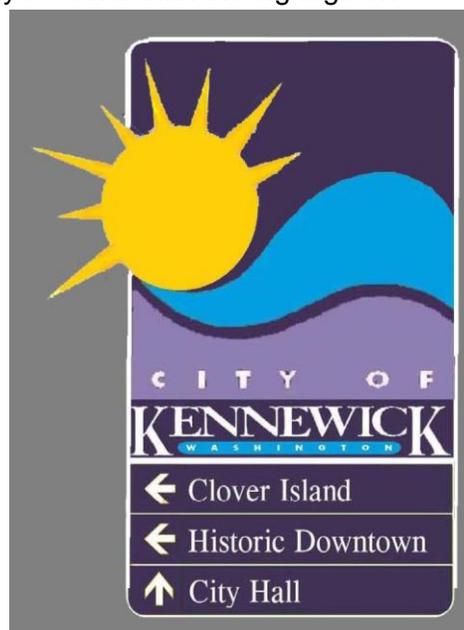
## 6: Install historic district, gateways, and wayfinding signage Historic district designations

Particularly national landmark designations, signify a city's valued assets, attract tourist interest and visits, and promote building and property investments. Kennewick's distinctive historic downtown is viable and preserves significant buildings and characters that define the place. Few cities originally possessed as much architectural heritage, or have been able to preserve as much of the original buildings as downtown Kennewick.



However, for all practical purposes, the district is invisible to outsiders, particularly out-of-region visitors and tourists who pass by on Interstate 82 and 182, or even through town on US- 395, SR-240 and SR-397 or even on most major arterial roadways – other than the signage on Benton Street's intersection with Columbia Drive. Without recognition, Kennewick is unable to capitalize on its historical asset to the extent that other cities have, some with less potential, and that it ought to be able to with effective publicity and signage.

*Gateways* - define the edge of the city or district so that passers-through recognize that the area beyond the gateway has special significance. The ancient Chinese used a progressive series of more intensive and imposing gateways to define roadways as they entered the empire and traveled to the centermost places of commerce and power.



The boundaries of the BB/RR and downtown are not well defined, and in some places along Columbia Park Trail, Columbia Drive, Kennewick Avenue, Interstate 82, SR-240 and US-395, and SR-397/Gum Street are not distinguishable from outer unincorporated areas. The city needs to install gateways that define the BB/RR and downtown's edge, give importance to major entryways, and establish an image or identity that is unique to Kennewick – as the Port of Kennewick has recently done to the entry to Clover Island.

*Wayfinding* - while gateways define entry into the BB/RR and downtown, wayfinding signs establish an identity and system of visual directories that guide visitors to major destinations, public facilities, parking areas, and otherwise highlight attractions and important places.

Properly designed, wayfinding signage also implement a branding message by incorporating logos, themes, colors, typography, and other visual and graphic imagery.

Properly implemented, wayfinding signage can also incorporate sub-themes or motifs that establish distinct neighborhoods and districts within the larger city as a way of recognition important to local residents.

Kennewick lacks a wayfinding system – a serious deficiency in a city that is defined by a series of intersecting grid roadways, railroad crossings, and bisecting interstate highways and bridges – and which is relatively invisible and incomprehensible from the interstate highways.

### Action

Therefore, the Economic Development staff will work with the Washington State Department of Transportation (WSDOT), Benton County and Kennewick Public Works Departments to:

- Have WSDOT install* – historic district signage for the downtown on US-395, SR-240 and SR-397 exit ramps to the newly constructed roundabouts.
- Install historic district directional signage* - on other local roadways leading into the BB/RR and downtown including Kennewick Avenue, First Avenue, and Gum Street.
- Design and install gateway or entry improvements* – including the graphic concepts, sign standards, and other particulars that identify entry into the BB/RR and downtown based on variations of the city’s established sun and river logo elements on SR-240 and SR-397, US-395, Columbia Park Trail, Columbia Drive, Fruitland, Benton, and Washington Streets.
- Install way-finder signage* – including graphic concepts, sign standards, and placement strategies identifying routes to and locations of Columbia Park, Duffy’s Pond, Clover Island, the downtown, and Civic Center with city hall, police station, library, schools, parks and trails, and other key sites that define the BB/RR and downtown.

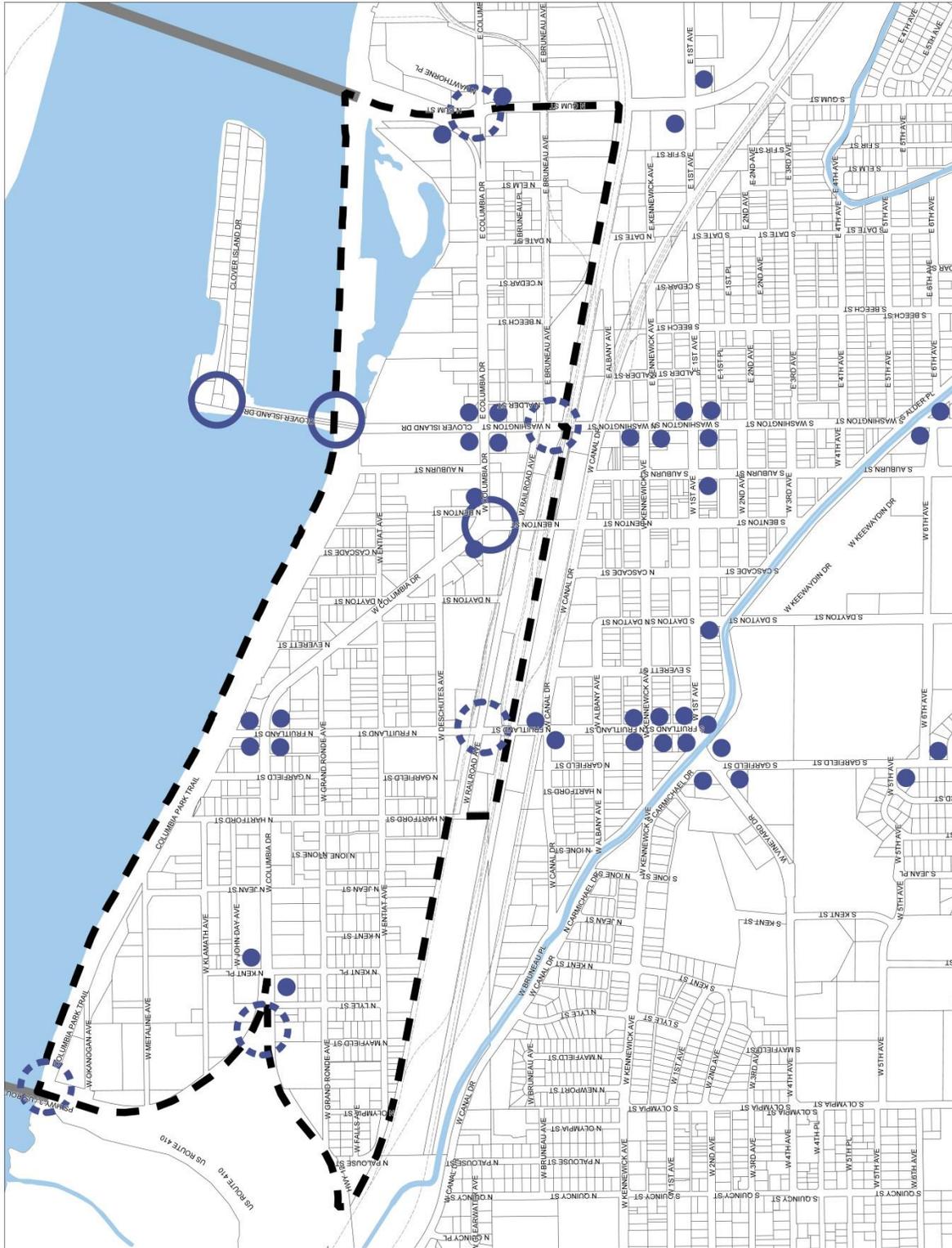
### Participants

*Approval* - City Council

*Lead* - Economic Development and Public Works Departments

*Others* -

- HDKP
- Port of Kennewick
- Kennewick Auto Dealers Association
- Tri-Cities/Hispanic Chambers of Commerce



**Proposed gateways/wayfinding signage**

Gateways to BB/RR at Columbia Trail, Columbia Drive, and Railroad Avenue

Wayfinding signage for Cloumbia Park, Clover Island, Historic Downtown, Civic Center, Library, Outdoor Pool, Schools, Parks, etc.

- Existing Gateways
- Proposed Gateways
- Proposed Wayfinding Signage

## Funding

Historic district signage, gateway, and wayfinding improvements will be funded with proceeds from the:

- Hotel/Motel Lodging Tax (HMtax)
- Real Estate Excise Tax (REET)
- General Fund's property tax (Ptax)
- Washington State Department of Commerce's Tourism Marketing Program (TMP)
- Rural Tourism Development Program (T+RTDP)
- Historic Downtown Kennewick Partnership
- Port of Kennewick

*Note* – WSDOT will continuously maintain all historic district signage on US-395, SR-240, and SR-397 at no cost after Kennewick has reimbursed WSDOT for the initial fabrication and installation cost.

## **DESIGN STANDARDS**

### ***7: Update/refine zoning designations***

Kennewick currently has 7 residential zones, 8 commercial zones, 4 industrial districts, and 4 other districts including public facilities, parking, and open space. The BB/RR area is designated by 4 zones including:

- High Density Residential zoning* - of the properties within the single family neighborhood located between Columbia Drive and the railroad tracks west of Dayton Street and the single family residential and trailer parks north of Columbia Drive between Dayton and Auburn Street;
- Industrial zoning* - of the properties located south of Deschutes Avenue and Columbia Drive that border the railroad spur and mainline tracks;
- Commercial zoning* - of the properties bordering both sides of Columbia Drive and all parcels north to the river levee including Clover Island; and
- Public Facility zoning* - of Fruitland Park located between Fruitland and Garfield, and Entiat and Deschutes Avenues bordering the single family neighborhood.

Generally, the existing zoning designations reflect the land use element of the city's comprehensive plan and past ambitions for the BB/RR area. However, in some instances, the zoning is not entirely appropriate or refined enough to reflect the potentials that have emerged from this planning effort. For example:

- Single family neighborhood* – between Columbia Drive and Railroad Avenue and the tracks, and west of Fruitland is composed of single family, some duplex, and a few townhouse and apartment structures.

Neighborhood structures are in good condition including some new infill houses. The neighborhood is fairly stable, and except for the houses that are located north of Grand Ronde Avenue that abut the commercial uses on Columbia Drive, the boundaries are well defined.

The neighborhood should maintain the Residential, High Density (RH) or be rezoned to Residential, Medium Density (RM) to reflect existing conditions and provide the stability and suitable environment appropriate to promote family life in an urban setting.

□ *Industrial district uses* – are located south of Deschutes and Bruneau Avenues to the Union Pacific (UP) and Burlington Northern Santa Fe (BNSF) railroad spurs and mainline tracks.

Some of these uses evolved from railroad oriented or serviced industrial activities including scrap yards, tank fuel processing and storage, food processing plants, millhouses, and warehouses. At the present time, very few of these businesses are dependent on rail service and most move products in and out of the area on trucks and trailers.

A variety of other non-rail oriented industrial, manufacturing, construction, and warehousing activities have located in the industrial area due to its ready transportation connections to the Tri-Cities and surrounding region. These business enterprises will likely remain viable uses in the industrial district unless or until land values increase to the point where such low capital intensive activities will seek to locate to other accessible but lower cost properties in the region.

The industrial district should remain zoned Industrial, Light (IL) though the boundaries should be refined to reflect current usage and allow commercial or mixed use activities north of Bruneau Avenue and east of Elm Street.

□ *Auto Row commercial* – is located on Columbia Drive from US-395 or the access to the Blue Bridge east to Fruitland with some auto and recreational vehicle (RV) dealers and repair services scattered amid gas stations, food stores, restaurants, and office buildings on Columbia Drive further east to Cascade.

Dealerships located west of Fruitland, including the Audi/VW dealer, have invested considerable funds in showroom, service, and other structures on site. Most dealerships, however, particularly those located east of Fruitland, are largely paved parking lots with minimal other improvements.

Like some of the industrial uses, these low capital intensive businesses will remain viable in auto row unless or until land values increase to the point where such low capital intensive activities will seek to locate to other accessible but lower cost properties in the region.

A new zoning district catered to automobile oriented uses should be created and this portion of Columbia Drive should be rezoned to reflect current use and the capital investment that has been made for new facilities and site improvements by auto dealers as well as the construction companies and operators within the area.

□ *Mixed use* – the remainder of Columbia Drive frontage and the properties located north of Columbia Drive to the river levee are currently occupied by low intensity commercial and related business uses fronting on Columbia Drive, trailer parks, some scattered single family residential housing, and a significant amount of underutilized and vacant land – particularly in the northwestern corner.

These segments of the BB/RR area provide the most opportunity for new urban neighborhoods combining ground floor retail, entertainment, personal services, and other pedestrian-related activities with upper floor office and residential uses. The area is centrally located to regionally accessible arterial roadways (Columbia Drive, US-395, and SR-397), on major transit routes, within walking and biking distance of the river levee and trails, downtown, and civic center parks and public facilities. In effect, the area has potential for being developed into a fully sustainable neighborhood providing opportunities to live, work, and play within the immediate area.

Kennewick zoning classifications include the Historic Mixed Use (HMU) district which is intended to provide a “stable living environment for residents and proprietors choosing to locate in a historic setting, which includes limited small-scale commercial retail and non-retail uses within walking distance of those residents.”

However, the HMU district does not allow residential or mixed use structures and is limited to the boundaries of the historic downtown with additional restrictions intended to retain structures and uses which are compatible with historic buildings and designs.

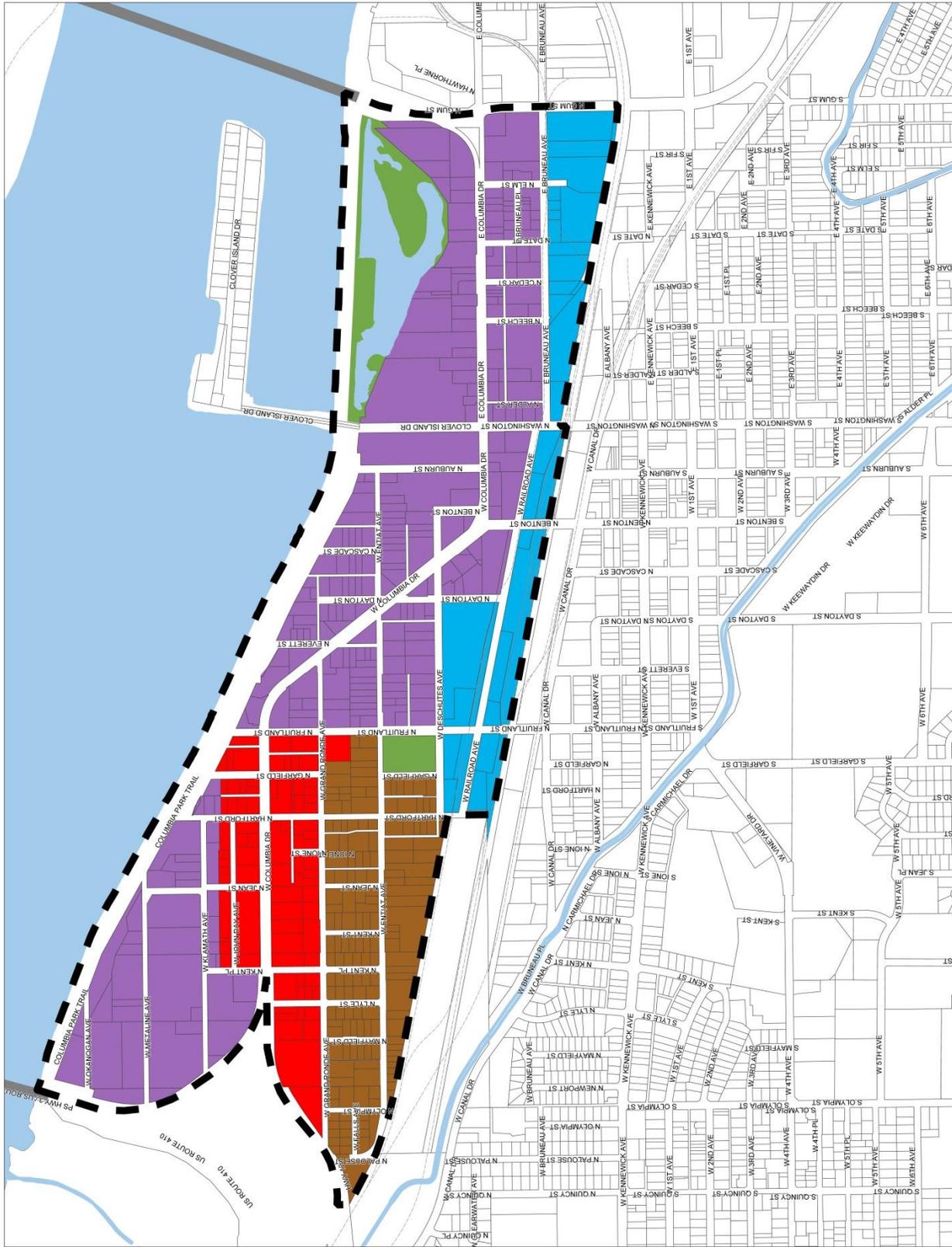
Kennewick’s Residential High Density (RH) district allows urban density residential uses but not mixed use, is restricted to a 45 foot height limit, and a maximum density of 27 units per acre.

Neither the HMU or RH zoning classifications provide for a mixed use designation where retail, office, and housing can be incorporated into mixed use structures – particularly in urban settings oriented to street-front pedestrian activities and circulation, with common or consolidated public/private focal and activity accent points, and of densities compatible with platform building sufficient to offset the economic cost of revitalization and redevelopment. Nor are either of these districts easily modified to do so without altering the impact the districts are intended to have on the downtown or elsewhere in the city.

### Action

Therefore the Community Planning Department will work with the Planning Commission and City Council to:

- *Amend the Zoning Map of the City of Kennewick* – to retain Industrial Light (IL) zoning along the railroad corridor, create a new zoning district entitled Commercial, Auto Row on Columbia Drive west of Fruitland St., and retain the residential neighborhood on Grand Ronde and Entiat Avenues as Residential, High Density (RH).
  
- *Amend Chapter 18.03 of the Municipal Code to create a Mixed Use (MU) zoning district and a Commercial, Auto Row (CAR) zoning district* - using the footnotes in Table 18.12.010: Use and Standards Table, the designations in Table 18.12.010 A.2: Table of Residential Site Development Standards, the designations in Table 18.12.010 B.1: Table of Non- Residential Uses, designations in Table 18.12.010 B.2: Table of Non-Residential Site Development Standards and other provisions of Chapter 18.03 to implement appropriate mixed use developments in the BB/RR area and identify uses and standards for auto row development.



**Proposed land use**

- Commercial
- Mixed Use
- Industrial
- High Density Residential
- Open Space

## Participants

*Approval* - City Council

*Lead* - Community Planning Department and Planning Commission

*Others* -

- HDKP
- Port of Kennewick
- Kennewick Auto Dealers Association
- Tri-Cities/Hispanic Chambers of Commerce
- Business and property owners
- Citizens at large

## Funding

Zoning map revisions and development of the Mixed Use (MU) and Commercial, Auto Row (CAR) district provisions will be funded with:

- General Fund Property Taxes (Ptax)

### **8: Adopt design standards for BB/RR mixed use Historical legacy**

Kennewick retains a significant inventory of contributing historical buildings and landmarks in the designated historical downtown district on Kennewick Avenue. Kennewick's historical legacy is critically important to the city's identity and potential for promoting a unique brand and sense of place.



Some of the downtown's historical buildings have been retained, restored, and enhanced using HDKP and Kennewick Community Development Block Grant (CDBG) assistance programs. Other existing buildings in the districts, which may or may not be historically significant, must also be retained to preserve the architectural scale, pedestrian-friendly, unique setting and sense of place the historical buildings create.

New building developments within the downtown district, including structures to be built in vacant or underused properties, must be designed to be compatible and complimentary with the existing architectural heritage to retain a building and district context.



*New developments* – to be built along Columbia Drive, around Duffy's Pond, and elsewhere along the stormwater swale and levee, however, should reflect mixed-use projects of retail, office, and housing

structures.

Prototypical projects can utilize “platform” building constructions composed of concrete and steel ground level retail and parking “platforms” with stick-built residential units over top up to the maximum heights allowed by building and fire codes (5 floors of housing if built with wood components).

Platform building designs are relatively cost and site efficient avoiding the high cost and structural problems associated with underground parking garages, particularly within flood zones and alluvial river plains. Applied to Kennewick, platform buildings locate housing units above the levee and flood level along the riverfront avoiding flood zone restrictions for housing and providing views over the levee of riverfront activities.

However, to be design effective, platform building developments must incorporate interesting ground level retail and pedestrian friendly activities and streetscape improvements including signage and landscaping; articulated upper floor building features including balconies, terraces, and other modulations; scaled and colorful building materials including “greenscape” features; and appropriate site placement to avoid walling off views with blocky building masses.

Quality building, signage, and landscape designs and enhancements are not expensive, increase the curb appeal and value of the property, and are generally provided by the same developments in surrounding cities as either public requirements, or by the developers recognizing the value of the improvements.

### Action

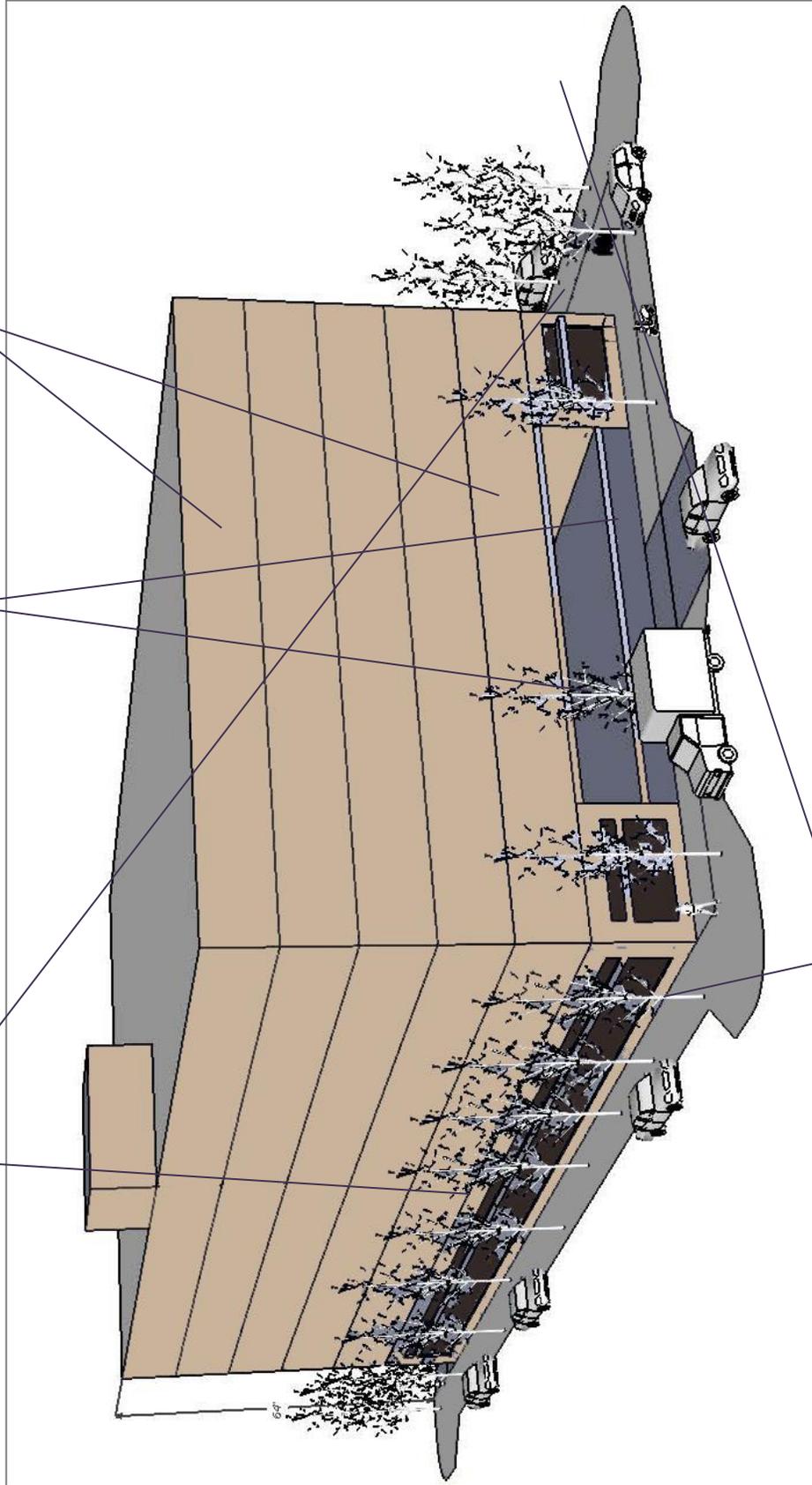
The Community Planning Department will:

- Adopt historical building design guidelines* – specifying the characteristics to be retained, reconstructed, and enhanced in contributing and non-contributing buildings and infill developments in the historic downtown.
- Adopt new building design guidelines* – specifying building articulations, placement, size and mass, frontages, entries, parking, and other characteristics of new mixed-use developments on Columbia Drive, around Duffy’s Pond, and elsewhere in the mixed-use districts in the BB/RR area.
- Adopt signage design guidelines* – specifying the purpose, type, number, size, graphic content, lighting, and other characteristics of property and building signage, including the historic downtown district and BB/RR to improve the impact of business, promotional, and other advertising signage on the property, downtown district, and from the roadway and pedestrian areas elsewhere in the city.

Retail or other pedestrian friendly activities fronting onto main streets

Platform with 2-level parking deck – 1 level down and 1 level up ramped from street level with retail or other pedestrian friendly activities fronting onto main streets

Up to 5-story mixed income stick-built housing developed to the allowable parking capacity.



Retail parking provided on-street in parallel or angled parking

**Illustrative developments – Mixed-use prototype – low density**

Same prototype can be developed in 100-160 foot wide modules incorporating additional parking deck floors for higher density. Upper stores can be offset to provide terraces or varying visual accents.

*Adopt landscape design guidelines* – specifying low maintenance, native materials that provide ground cover, seasonal color, and visual interest for low upkeep but maximum visibility, street trees for accent and canopy, and other landscape improvements for existing and new developments throughout the BB/RR area.

### Participants

*Approval* - City Council

*Lead* - Community Planning Department and Planning Commission

*Others* -

- HDKP
- Port of Kennewick
- Kennewick Auto Dealers Association
- Tri-Cities/Hispanic Chambers of Commerce
- Business and property owners
- Citizens at large

### Funding

Building, signage, landscape ordinances and design guidelines and improvements will be funded with:

- Commerce Growth Management Planning (GMP) funds
- General Fund Property Taxes (Ptax)
- Reimbursement from public and private developments

## **DESIGN/DEVELOPMENT INFRASTRUCTURE**

### **9: *Fill/soft armor select river shoreline areas for fish habitat***

The river flood levee constructed along the BB/RR shoreline from the US-395/Blue Bridge to the SR-397/Cable Bridge is composed of rip rap rockery devoid of any vegetation or sandy shoreline. The levee edge along the river in particular, lacks any softening vegetation or sandy beach or soft armoring areas vital for fish habitat – and to soften the aesthetic impact.

The Port of Kennewick has successfully obtained US Corps of Engineers, Washington State Departments of Ecology (DOE) and Fish & Wildlife (DFW), and Umatilla Tribe reviews, permit approvals, and completed ensuing shoreline enhancement projects around Clover Island to improve fish habitat for this purpose.

The same enhancements should be done for the levee rockery along the river shoreline between the Blue and Cable Bridges.

### Action

Therefore, the Community Planning Department will:

- Inventory, design, submit, and accomplish project applications* – to the Corps, DOE, DFW, and Umatilla Tribe for the installation of sandy, soft armoring shoreline enhancements at select and appropriate locations along the river levee shoreline between the Blue and Cable Bridges.

## Participants

*Approval* - City Council

*Lead* - Community Planning Department

*Others* -

- US Army Corps of Engineers
- Washington State Department of Ecology (DOE)
- Washington State Department of Fish & Wildlife (DFW)
- Umatilla Tribe
- Port of Kennewick

## Funding

Shoreline enhancements for fish habitat can be funded with:

- Washington State Department of Natural Resource (DNR)
- Aquatic Lands Enhancement Act (ALEA)
- Resource Conservation Office (RCO) park and wildlife grants
- General Fund property taxes (Ptax)

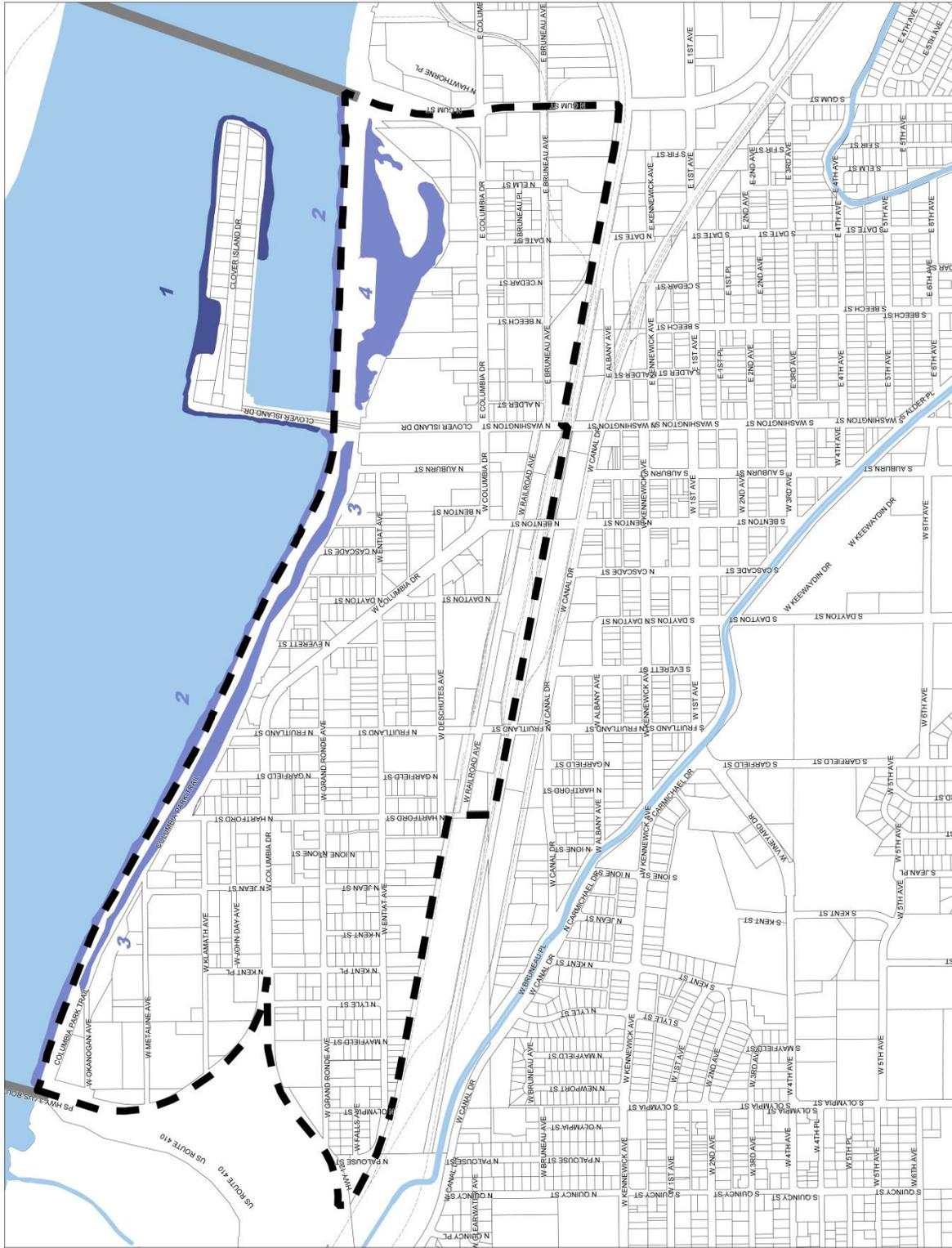
### **10: Install stormwater swale/river levee enhancements**

The stormwater swale that extends on the inside of the river flood levee from the Blue Bridge to Duffy's Pond is owned by the US Corp of Engineers including Duffy's Pond.

The swale, which was originally a series of deep collection ditches, was constructed to collect stormwater runoff from the properties located within the low lying area south to Columbia Drive and below the flood level of 350 feet. Stormwater collected and drained east through the ditch to Duffy's Pond where the overflow was pumped into the Columbia River.



Due to the ditch depth, some waters remained in the ditch during dry periods stimulating vegetation growth which required periodic cleanouts, and hosting mosquitoes which required periodic pesticide spraying.



**Proposed shoreline enhancements**

- 1. Clover Island shoreline enhancement
  - 2. Columbia River shoreline enhancement
  - 3. Duffy's Pond restoration/enhancement
  - 4. Stormwater swale enhancement
- Existing shoreline enhancements  
 Proposed shoreline enhancements  
 Irrigation Canal

Sacagawa Heritage Trail enhanced with additional furnishings and signage

Vegetation mat on inside of levee for visual enhancement

Trail bridges and stairways to improve access between neighborhoods and swale/levee shore line

pedestrian boardwalk with adjacent ground floor retail to provide activity and interest

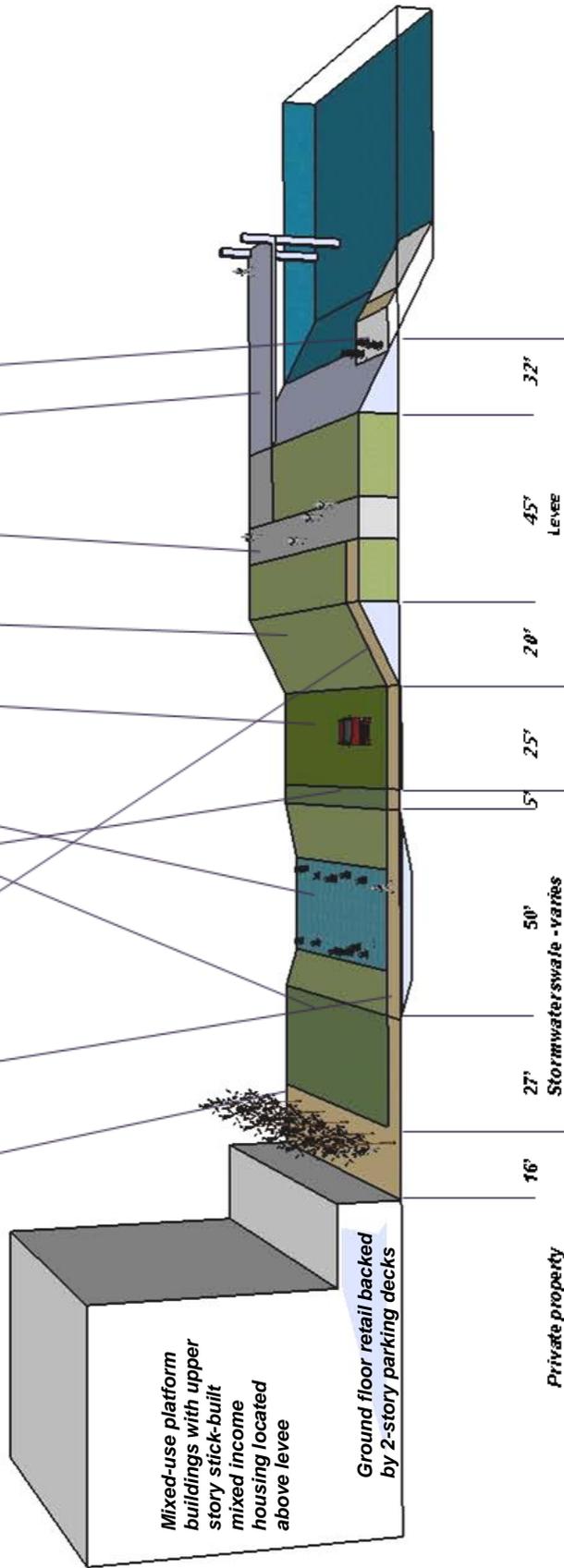
"Grasscrete" reinforced grass surface for emergency vehicle access and visual enhancement

Native plantings and landscape in stormwater swale to improve bio-filtration and visual enhancement

Native plantings and landscape in stormwater swale buffer area

River overlook with open grata surface decking to avoid casting shadows on river for predator fish

Occasional river fill to create "soft armoring" beach for fish habitat enhancement



Swale/levee enhancements – typical section

As a result of these conditions, Kennewick leased the ditch and Duffy's Pond from the Corp, installed underground collection pipes and above ground collection grates, and partially filled the ditch to create a graduated swale. The swale was seeded with grass, planted with some vegetation on the buffer areas, and furnished with some scattered picnic tables and shelters. (Kennewick initially intended to completely fill the ditch to the same elevation as surrounding properties but had to cut back on the project due to the size and cost of the underground pipe and Corp concerns about stormwater handling capacity during peak rains.)

As is, the swale and the rockery of the inside edge of the river flood levee represent a formidable physical and visual barrier to the river from the frontage properties along the swale and from public roadways with views of the swale and levee.

### Action

Therefore the Community Planning Department will work with the US Corp of Engineers to:

- Install a vegetation mat on the inside face of the river flood levee* - to soften the view and provide aesthetic interest. The mat will provide a surface upon which native, drought tolerant native ground cover plants can grow that will not root into and lessen the integrity of the levee – and block views from fronting property developments.
- Install “grasscrete” or similar structural underground material that allows grass to grow through the grid* – removing Columbia Park Trail roadway (see task 12) and the asphalt and gravel surface of the emergency access roadway that extends from the Blue Bridge to the Cable Bridge. Grasscrete will support emergency vehicles and access but provide a grassy surface that can be walked on and used as a linear park.
- Install native plant materials and rockery within the swale* – to slow and bio-filtrate stormwater runoff and provide aesthetic interest. Native plantings can withstand periods of rain and sun, minimize maintenance requirements, and soften the stormwater swale edges. In some instances, the swale may be reconfigured to provide the same collection capacity but lessen the linear geometrical appearance.
- Install grass, street trees, and furnishings on the inside swale buffer* – to provide a visual accent, active park space, and support the construction of pedestrian trails and boardwalks on frontage property developments.
- Construct bridges and stairways across the swale and up the inside levee face* - to connect the BB/RR neighborhood, frontage properties, and boardwalk/trails on the inside of the swale with Sacagawea Heritage Trail on the top of the levee. The bridges and stairways will create a series of trail loops increasing access between these enhancements and the riverfront.
- Install wayfinding and directory signs, interpretive exhibits, picnic tables, and shelters* – on the Sacagawea Heritage Trail on top of the levee, along the edge of the emergency access grasscrete linear park, and along the buffer on the inside of the swale to increase amenities, interest, and the visual appeal of the swale/levee corridor.
- Install an artworks gallery* – along the trail and swale corridor and viewing areas that features the work of local artists that are displayed on a consignment basis for public appreciation and sale.

### Participants

*Approval* - City Council

*Lead* - Community Planning Department

*Others* -

- US Army Corps of Engineers

- Washington State Department of Ecology (DOE)
- Washington State Department of Fish & Wildlife (DFW)
- Umatilla Tribe
- Port of Kennewick
- Property owners and residents
- Citizens at large

Funding

Levee plantings, grasscrete installations, swale and buffer plantings and furnishings will be funded with:

- Stormwater Utility Fee (SDUFee)
- General Fund property taxes (Ptax)
- Department of Ecology (DOE) Centennial Fund grants
- Resource Conservation Office (RCO) wildlife and park grants
- Private monies (Prvt) from developers of adjoining properties

**11: Acquire/develop BB/RR parks**

Columbia Park is a significant regional asset providing a variety of natural areas, waterfront shorelines, boat access, hike and bike trails, playgrounds, picnic shelters and kitchens, and other activities and amenities.

There are no comparable park improvements or riverfront access points, however, within the BB/RR area even though past and present proposals envision a significant population living along the levee and shoreline. Sacagawea Heritage Trail provides a linear access the length of the shoreline but other than levee-top furnishings, does not access an adjoining trailhead with parking, comfort, convenience facilities, viewpoints, picnic shelters, or waterfront access opportunities.

Public access with over water landings and viewpoints, trail and park activities, and trailhead services must be installed within the BB/RR area to support future neighborhood residents as well as provide for tourists and users from the city at large. These public access nodes should be located to provide visual connections between the swale/levee and pedestrians, bicyclists, and vehicles on adjoining roadways – particularly Columbia Drive and Fruitland, and Columbia Drive and Duffy’s Pond to integrate and interest the surrounding area with the riverfront.



### Action

Therefore, the Community Planning and Parks Departments will:

- Acquire a public park property between the swale/levee and Columbia Drive at Fruitland Street* – and construct an overwater landing and viewpoint – possibly with water edge access, interpretive exhibit and artworks, picnic shelter and kitchen – possibly with vendor concessions, comfort station, parking, and transit stop.
  
- Acquire a public park property between Duffy's Pond and Columbia Drive* – and construct a major park/entryway into the site with hardscape plazas with interpretive exhibits and artworks, spray water features or fountains, amphitheater, playground, picnic shelter and kitchen – possibly with vendor concessions, comfort station, parking, and transit stop. Depending on the Port of Kennewick's Master Plan for Duffy's Pond, extend the park/entryway around Duffy's Pond furnishing the wetland buffer area with perimeter access trails, benches, and other amenities.

### Participants

*Approval* - City Council

*Lead* - Community Planning and Parks  
Departments

*Others*

- Port of Kennewick
- US Army Corps of Engineers
- Washington State Department of Fish & Wildlife (DFW)
- Washington State Department of Ecology (DOE)
- Umatilla Tribe
- Property developers
- Property owners and residents
- Citizens at large

### Funding

Acquisition and development of public and publicly-accessible parks will be funded with:

- General Fund property taxes (Ptax)
- Real Estate Excise Tax (REET)
- Tourism Hotel/Motel Tax
- Washington State Department of Natural Resource (DNR) - Aquatic Land Enhancement Act (ALEA) grants
- Resource Conservation Office (RCO) wildlife and park grants
- Park impact fees (Park fee) or fees-in-lieu from private monies (Prvt) from developers of adjoining properties and/or
- Late-comer fee charges of adjoining and succeeding property developments within the BB/RR area

### **12: Reconfigure road network**

The road network in the BB/RR area is a reflection of the historical grid system defined between the river and the downtown. Deviations from the grid are defined by Railroad Avenue and West

Canal Drive that front on the railroad, and Columbia Park Trail that is aligned from the Blue Bridge to Fruitland Street on the emergency access road bench adjacent to the river flood levee.

□ *Columbia Drive* – is the eastern surface arterial roadway extension of SR-240 between US-395/Blue Bridge and SR- 397/Cable Bridge.

The 4 traffic and 1 median turn lane roadway is controlled by the newly constructed roundabouts with SR-240 and US-395, then by traffic signals at Fruitland, Washington, and SR-397/Gum Streets. In 2008, traffic volumes during a 24 hour average daily traffic (ADT) period on Columbia Drive were 23,630 vehicles between US-395 and Fruitland, 20,140 vehicles between Fruitland and Washington, and 17,849 vehicles between Washington and Gum Streets.

By comparison, ADT was 4,664 vehicles on West Canal Drive, 5,542 vehicles on Kennewick Avenue, and 9,908 vehicles on First Street through the downtown. ADT was 8,467 vehicles on Fruitland, 2,824 vehicles on Benton, 9,233 vehicles on Washington, and 18,928 vehicles on SR-397/Gum Streets between Columbia Drive and West Canal Drive. In essence, approximately 17,800 vehicles are through traffic between US-395/Blue Bridge and SR-397/Cable Bridge while 6,000 vehicles turn on and off Columbia Drive at Fruitland, Benton, and Washington Streets for downtown or other southbound destinations.

Generally, Columbia Drive is capable of managing this volume and even more traffic if cross traffic turns, curb cuts, and other local access traffic are properly controlled. The median lane should be curtailed to only provide left and right turn movements at major streets or traffic controlled intersections for this purpose.

□ *Columbia Park Trail* – extends along the complete riverfront shoreline from I-182/SR-240 east under SR-240 and through Columbia Park and under US-395/Blue Bridge into the BB/RR area to Fruitland Street.

Columbia Park Trail roadway segments between I-182 and Columbia Center Boulevard are relatively heavily travelled providing access to adjacent commercial and industrial uses and the city's major arterial and highway interchange connections. The 2-lane roadway extension through Columbia Park and into the BB/RR area, however, is relatively lightly traveled except during seasonal events like the Tri-City Water Follies and Columbia Cup hydroplane races in the park.

Columbia Park Trail's alignment from the Blue Bridge to Fruitland Street was likely a matter of convenience making use of the flood levee's emergency access road bench for the roadway's alignment – particularly as the road had light traffic bound for the park. The roadway was not aligned for access or view purposes since it is separated from adjacent properties by the stormwater swale and located below the top of the levee and therefore, unable to view the riverfront.

Columbia Park Trail's alignment provides another physical and visual barrier between the BB/RR area and the riverfront and serves no local access or traffic collection purpose. The road should be relocated south of the swale to improve aesthetics and provide interior access to the large relatively landlocked properties that front on the swale.

□ *Railroad/Bruneau Avenues* – are local industrial roads that provide access to the railroad-oriented industrial activities located along the Union Pacific (UP) and Port of Kennewick rail

spurs and main lines. Portions of both roadways still retain spur tracks and some adjoining UP and Port rail right-of-way.

The west end of Bruneau Avenue ran through the Welch's Company food processing plant, which eventually developed on both sides of the road and even included an underground tunnel connection from the main plant on the south side of the road with the storage warehouse on the north side. This portion of the roadway was eventually vacated to provide the plant complete and secure control of the road through the plant's operations.

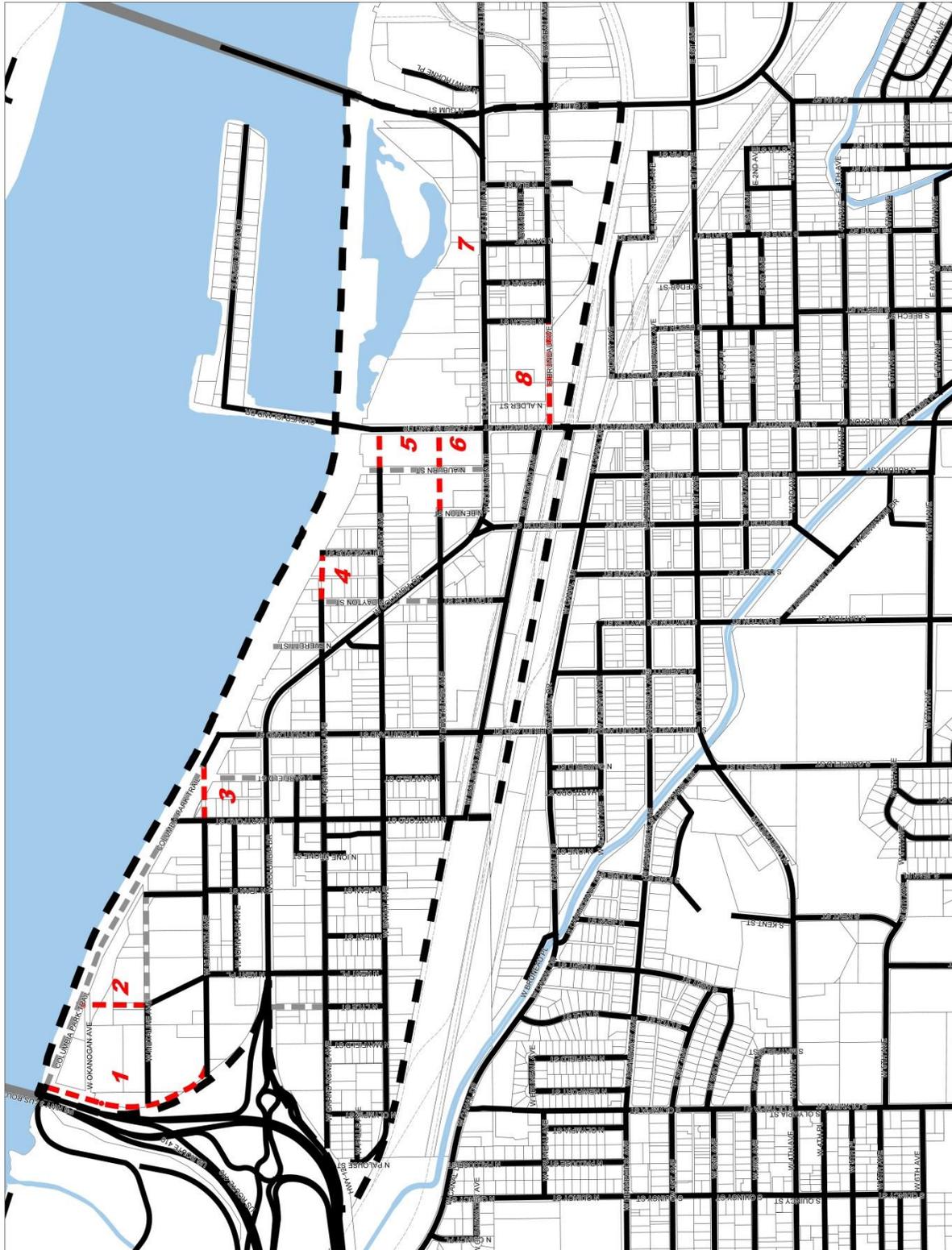
Railroad Avenue is essentially the western extension of Bruneau Avenue providing access to the warehouse and industrial activities that front onto the UP spur and mainline tracks west of Washington Street. Most of the right-of-way is bisected by the largely inactive UP rail spur and used for in-street parking and material storage by adjacent property owners.

When there is no longer a rail user of the UP and Port of Kennewick spur track, it should be removed and the roadway restored to provide functional traffic lanes and on-street parking. The road should also be extended west of Hartford Street into undeveloped and surplus BNSF property to allow additional rail or other related industrial development.

□ *Local collector roadways* – will need to be defined and required to support future developments between Columbia Drive and the swale/levee. Otherwise, future developments may create a series of dead-end or cul-de-sac access roads that depend solely on Columbia Drive for access creating congestion on Columbia Drive and lowering traffic capacity accordingly.

The exact location and configuration of these local collector roads will depend on future development particulars. In the meantime, the BB/RR Revitalization should designate and reserve the extension of Klamath Avenue east to allow realignment of Columbia Park Trail, the extension of Grande Ronde, Entiat, and Deschutes Avenues east to connect with Washington Street and Duffy Pond properties, and the extension of Beech and Elm Streets north across Columbia Drive to provide access into Duffy Pond properties.

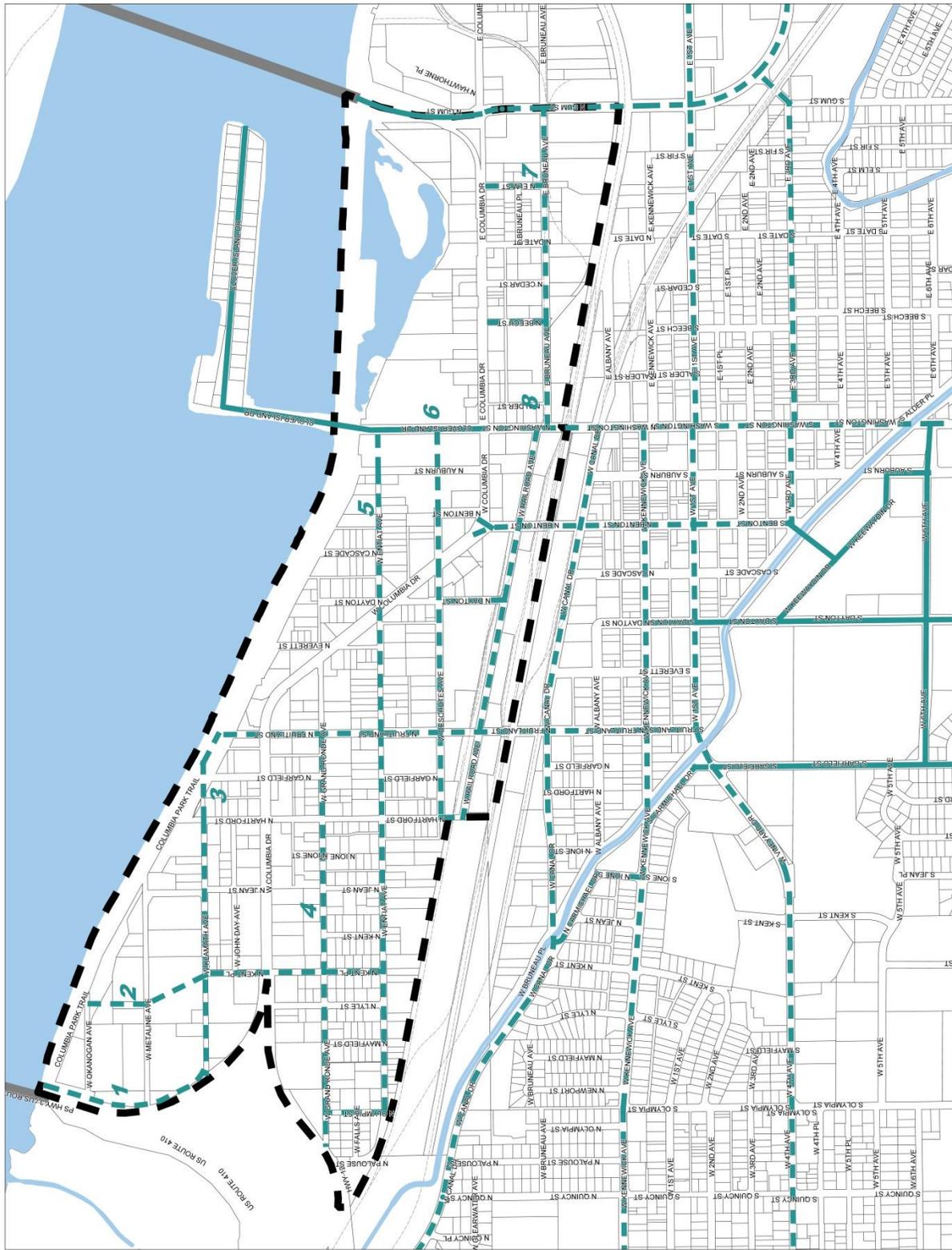
Conversely, depending on future traffic volumes and congestion, the BB/RR Revitalization may designate future closure or channelization for right turn in and out of Columbia Drive on Garfield, Dayton, Cascade, and Auburn Streets to reduce congestion points.



**Proposed road network**

- Existing roads - retained
- - Existing roads - modified
- - Proposed roads

- 1 Columbia Park Trail-relocate option 1-John Day Avenue
- 2 Columbia Park Trail-relocate option 2-Kent Place
- 3 Klamath Avenue extension
- 4 Grande Ronde Avenue extension
- 5 Entiat Avenue extension
- 6 Deshutes Avenue extension/access
- 7 Elm Street extension/access
- 8 Bruneau/Railroad Avenue open/alignment



### Proposed on-road bikeway network

— Existing on-road bikeways  
 - - - Proposed on-road bikeways

- 1 Columbia Park Trail-relocate option 1-John Day Avenue
- 2 Columbia Park Trail-relocate option 2-Kent Place
- 3 Klamath Avenue extension
- 4 Grande Ronde Avenue extension
- 5 Entiat Avenue extension
- 6 Deshutes Avenue extension/access
- 7 Elm Street extension/access
- 8 Bruneau/Railroad Avenue open/alignment

### Action

Therefore the Public Works Departments will:

- Reduce and control median lane traffic turning movements on Columbia Drive* – to control right and left turn lanes at major street and traffic signal intersections to increase capacity and reduce traffic congestion with adjacent land uses.
- Realign Columbia Park Trail* - from the flood levee emergency access road bench south into the BB/RR neighborhood possibly aligning on John Day Avenue or Kent Place south to Klamath Avenue then east to Fruitland Street.
- Designate on the streets and roads map* – the potential extensions of Grande Ronde, Entiat, and Deschutes Avenues, and the closure or channelization of Garfield, Dayton, Cascade, and Auburn Streets to manage access to future developments along the swale/levee and control traffic movements and capacity on Columbia Drive.

### Participants

*Approval* - City Council

*Lead* - Community Planning and Public Works Departments

*Others* -

- Port of Kennewick
- Property developers
- Property owners and residents
- Citizens at large

### Funding

The realignments and reconfiguration of Columbia Drive, Columbia Park Trail, Bruneau/Railroad Avenue, and local collector access roadways will be funded with:

- Federal Aid Safety Programs (FAUS)
- Urban Arterial Trust Account (UATA) grant and loan monies
- General Fund and Road property taxes (Ptax and Rtax)
- Motor Vehicle Fuel Tax (MVFTax)
- Property developers from traffic impact fees or fees-in-lieu
- Late-comer charges of succeeding property developments

### **13: Construct streetscape enhancements**

Downtown enhancement projects have reconfigured roadway lanes and parking areas, expanded sidewalks and inserted pavers, installed street trees, benches, and artworks on the segments of Kennewick and West 4th Avenues, Cascade, Benton, Auburn, and Washington Streets through the downtown district, and on Washington Street from Columbia Drive onto Clover Island.

The enhancements calm traffic, provide for pedestrian access, and improve visual appearances and amenities that frame and define the



downtown district and fronting retail stores and other pedestrian-oriented activities. Similar enhancements need to be provided in and between the BB/RR area, downtown, and Civic Center to integrate the districts and provide a unified image.

The realignment of Columbia Park Trail to Klamath Avenue, Columbia Drive, and West 6th Avenue define the major east-west streetscape corridors within the BB/RR area and Civic Center. Fruitland, Dayton, Benton, Auburn, and Washington Streets define the north-south connections between the BB/RR, downtown, and Civic Center. Grande Ronde, Entiat, and Deschutes Avenues will create the east-west connections to future pedestrian oriented developments along the swale/levee.

Streetscape enhancements are not expensive, and in most cases, can be achieved through simple and low maintenance street tree plantings along the edges of the right-of-way and in the median where turning lanes are not needed. Sidewalk areas can be expanded to the edge of the rights-of-way and abut adjacent storefronts to create suitable walking areas and space for benches, planters, and other amenities.

### Action

Therefore the Economic Development, Parks, and Public Works Department will:

- Expand sidewalks* - to the edge of the right-of-way and abutting adjacent storefronts (from 8-12 or 14 feet in width) on Columbia Drive and the other defining east-west and north-south streetscape corridors between the BB/RR, downtown, and Civic Center.
- Upgrade transit furnishings* – including route signage, directories, transit stops, shelters, and service schedules and routings on Columbia Drive and the other routes within the proposed BB/RR, downtown, and Civic Center couplets (see task 15).
- Improve pedestrian-friendly furnishings* – installing a coordinated system of benches, waste receptacles, newspaper stands, bike racks, directory and wayfinding signage, and other people-oriented furniture.
- Install landscaping* – including street trees, ground cover, and seasonal flowers in swales, green strips, and planter boxes with cisterns and other stormwater collection and watering systems under a “green street” planting concept.
- Install artworks* – using a competitive design jury process to select local artist works to display sale consignments at select places along the major pedestrian corridors for 1-2 year intervals.
- Where appropriate* – relocate and/or underground overhead power and telecommunication lines, and relocate light and signage standards in order remove visual blight and to plant street trees in a dense walkway-covering sequence, especially along Columbia Drive.

### Participants

*Approval* - City Council

*Lead* - Economic Development, Parks, and Public Works Departments

*Others* -

- HDKP
- Port of Kennewick
- Auto Dealers Association

- Property developers
- Property owners and residents
- Citizens at large

### Funding

Sidewalk expansion and the installation of street trees and other amenities will be funded with:

- Real Estate Excise Tax (REET)
- General Fund and Road property taxes (Ptax and Rtax)
- Motor Vehicle Fuel Tax (MVFTax)
- Local Improvement District (LID) assessments
- Transportation Benefit District (TBD)
- Parking & Business Improvement Area (PBIA)
- Developer project improvements
- Late-comer charges of succeeding property developments

### **14: Construct sidewalks, curbs, and gutters**

Large segments of existing public roadways within the BB/RR area, and especially within the single family neighborhood between Columbia Drive and the railroad tracks west of Fruitland Street, lack basic sidewalk, curb, and gutter improvements.

The lack of basic roadway infrastructure does not manage stormwater runoff, does not define pedestrian from vehicle areas, and creates an underdeveloped appearance that does not invite private future investments or confidence.

Where roadway infrastructure has been provided, the vehicle allocation is often over-configured providing more width for vehicle traffic lanes and parking and less accommodation for pedestrian crossings, especially at all major street intersections.

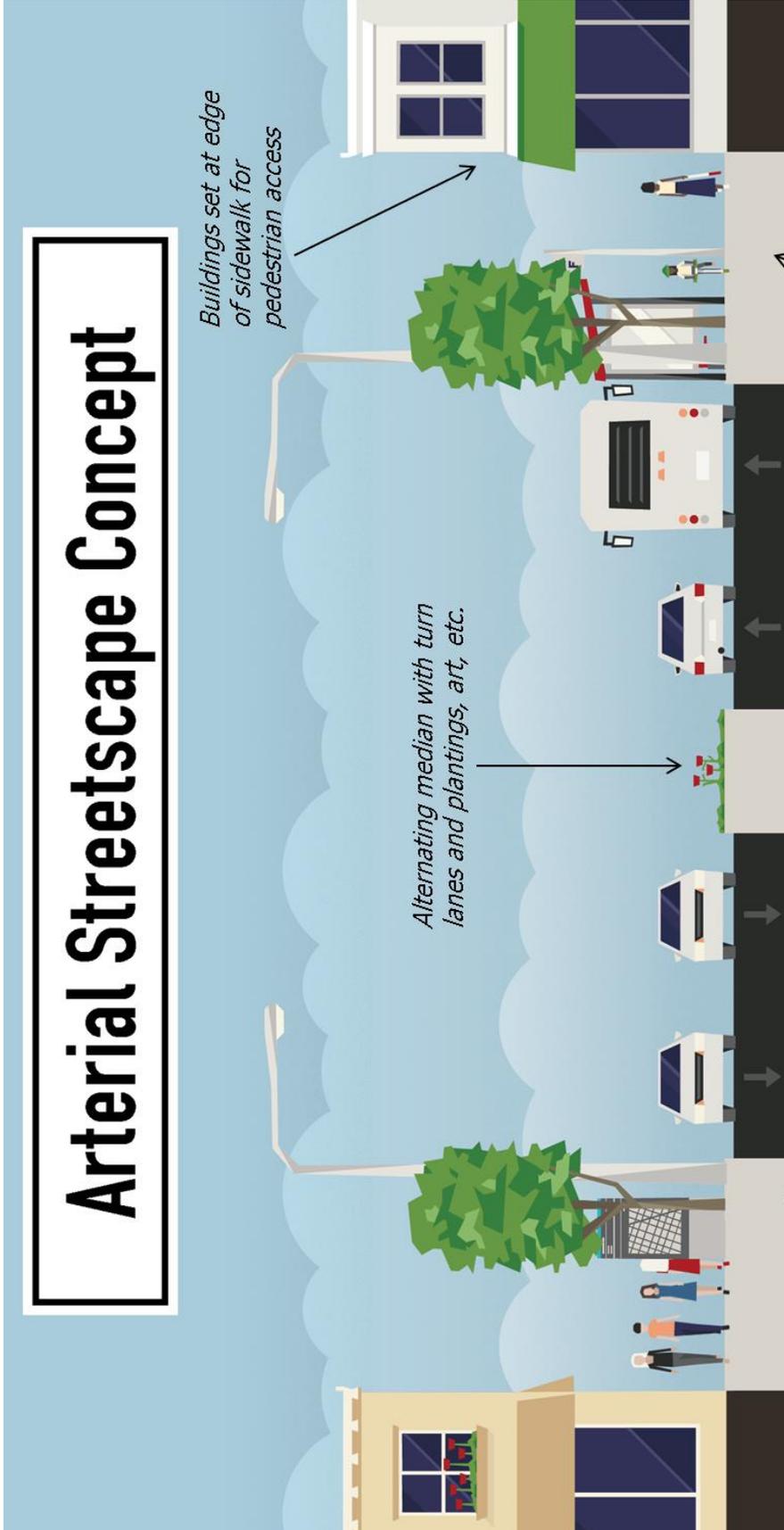
Curbs and gutters have been extended around corners in line with on-street parking aisles creating extended crosswalks requiring longer walking distances and times. This leaves pedestrians relatively invisible until they are in the middle of the street.

Pedestrian safety, comfort, and convenience is critical if the BB/RR area is to attract customers of ground floor retail activities, and upper floor employees and residents of more intensive use and reuse of available buildings and properties.

The existing sidewalks could be extended into the street pavement at each intersection to increase pedestrian visibility to vehicle operators and thereby “calm” traffic and shorten crosswalk distances and walking times. The extensions could be planted with street trees, wayfinding signage, and other amenities without reducing traffic and on-street parking capacity or impacting street maintenance requirements.



# Arterial Streetscape Concept



*Buildings set at edge of sidewalk for pedestrian access*

*Alternating median with turn lanes and plantings, art, etc.*

*Wider sidewalk to accommodate outside seating and pedestrian amenities*

*Street trees limbed up to provide views under of auto sales and retail uses*

### Action

Therefore the Economic Development, Parks, and Public Works Departments will:

- Improve existing and future roadways with basic infrastructure* – to include sidewalks, curbs, gutters, bike lanes or designated shared roadways, and other improvements throughout the BB/RR area and within the single family neighborhood in particular.
- Reconfigure existing roadway infrastructure to accommodate pedestrian and bikeways* – using curb extensions, wider crosswalks, pedestrian signals, bike lanes and designated shared roadway lanes, and other enhancements.
- Install transit improvements* – including route signage, directories, transit stops, shelters, and service schedules and routings in the extended curb areas on Fruitland, Dayton, Auburn, and Washington Streets, and other collection points on the transit shuttle corridors and at the Dayton Transit Center.

### Participants

*Approval* - City Council

*Lead* - Economic Development, Parks, and Public Works Departments

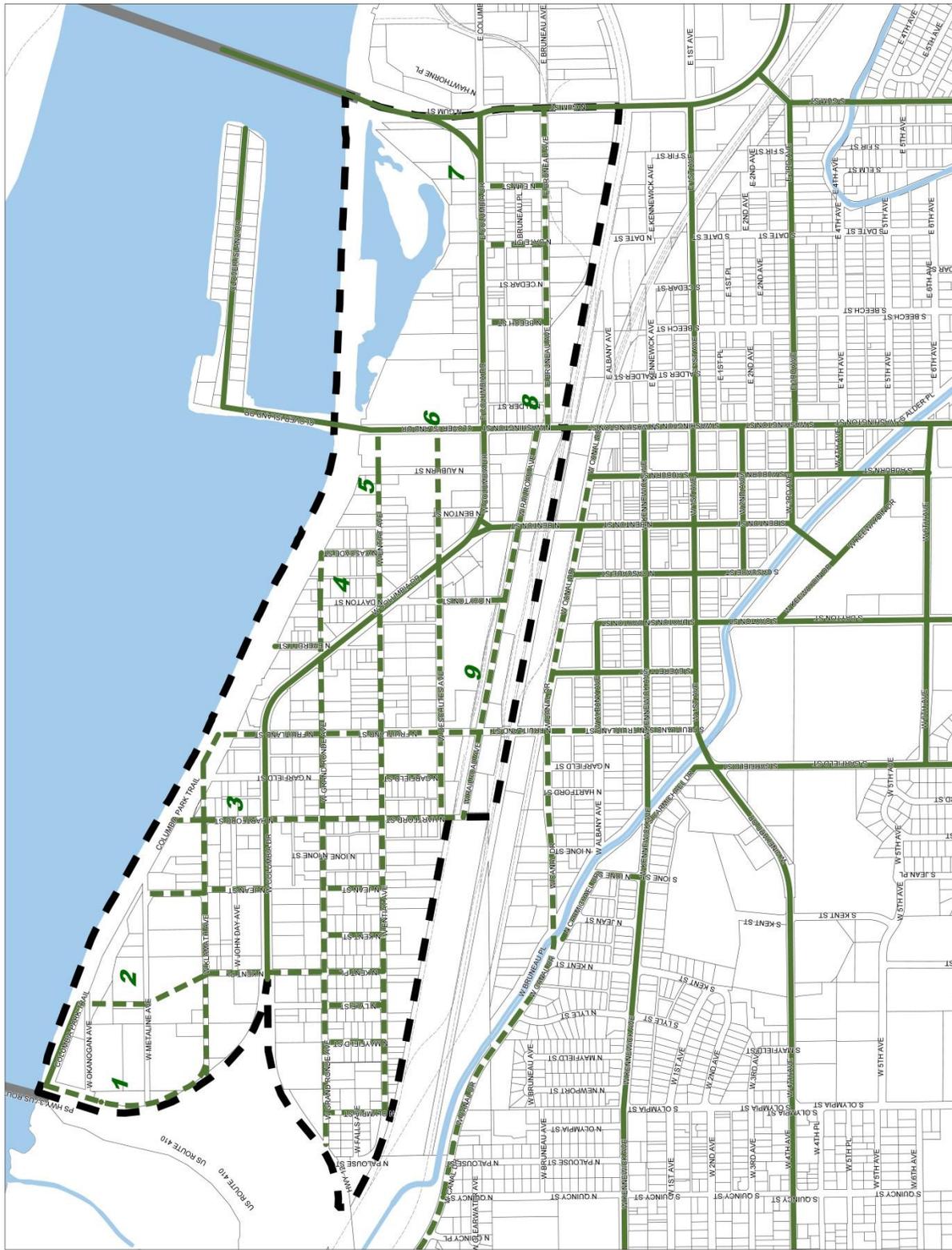
*Others* -

- HDKP
- Port of Kennewick
- Ben Franklin Transit
- Property developers
- Property owners and residents
- Citizens at large

### Funding

Roadway infrastructure including sidewalk, curb, gutter, and transit improvements will be funded with:

- Road Fund Property Taxes (Ptax)
- Motor Vehicle Fuel Tax proceeds (MVFTax)
- Transportation Improvement Board (TIB) grants
- Community Development Block Grants (CDBG)
- Parking & Business Improvement Area (PBIA)
- Local Improvement District (LID)
- Stormwater Utility Funds
- Developer funded project improvements
- Late-comer charges of succeeding property developments



— Existing on-road walkways  
- - - Proposed on-road walkways

### Proposed on-road walkway network

- 1 Columbia Park Trail-relocate option 1-John Day Avenue
- 2 Columbia Park Trail-relocate option 2-Kent Place
- 3 Klamath Avenue extension
- 4 Grande Ronde Avenue extension
- 5 Entiat Avenue extension
- 6 Deshutes Avenue extension/access
- 7 Elm Street extension/access
- 8 Bruneau/Railroad Avenue open/alignment
- 9 Railroad Avenue

## **15: Reconfigure transit routes**

Ben Franklin Transit routes currently converge from cross-city routes to the Dayton Transit Center located on Dayton Street across from Kennewick High School and next to the Library using a couplet created by East 1st Avenue, Garfield and Dayton Streets, West 6th Avenue, and Auburn and Washington Streets.

Four routes in particular also provide stops on roads within the BB/RR, downtown, and Civic Center:

- Route 46* - services the downtown and Civic Center from south Kennewick on Olympia, West Canal Drive, Fruitland Street, and East 1st Avenue.
- Route 55* - services Columbia Park, BB/RR, the downtown, and Civic Center on Columbia Park Trail, Fruitland Street, and East 1st Avenue.
- Route 120* - connects Kennewick with Pasco via US-395/Blue Bridge on West Canal Drive, Fruitland Street, and Columbia Drive but does not access the downtown or Dayton Transit Center.
- Route 160* - connects Kennewick with Pasco via SR- 397/Cable Bridge on Kennewick Avenue, Washington Street, and Columbia Drive.

None of the 4 routes, however, service the entire BB/RR area or provide a shuttle or looping service between the BB/RR, downtown, and Civic Center that would facilitate resident, employee, customer, and tourist access.

### Action

Therefore, the Economic/Community Development Department and HDKP will work with Ben Franklin Transit to:

- Reconfigure route 55, 120, and/or 160* – to create a loop shuttle service between Columbia Park, BB/RR, downtown, and Civic Center using the relocated Columbia Park Trail on Klamath Avenue, Columbia Drive, Fruitland Street, East 1st Avenue, and SR-397/Gum Street.
- Install transit improvements* – including route signage, directories, transit stops, shelters, and service schedules and routings along the reconfigured BB/RR, downtown, Civic Center shuttle corridors.

### Participants

*Approval* - City Council

*Lead* - Community Planning and Public Works Departments

*Others* -

- Ben Franklin Transit
- HDKP
- Port of Kennewick
- Property owners and residents
- Citizens at large

### Funding

Transit route configurations and improvements will be funded with:

- Ben Franklin Transit levee monies

## **DESIGN/DEVELOPMENT – CATALYTIC PROJECTS**

## **16: Public Market and Excursion Train**

Burlington Northern Santa Fe (BNSF) owns the vacant property between the BNSF and Union Pacific (UP) mainline and spur tracks from Fruitland east past Benton Streets including the depot which is currently used by train and yard crews for offices.

The vacant and unsightly area has long been a major barrier and visual slight between the downtown and the BB/RR area. Kennewick acquired a lease for the property fronting both sides of Benton Street but did not acquire the property from BNSF or improve the site for a public use. The City no longer has a lease on this property.

The Historic Downtown Master Plan and UDAT Study both proposed reusing the site for public activities including a farmers' market, downtown parking lot, and other special events staging. The Spirit of Washington Dinner Train originally operated an excursion train ride from the site using the UP spur track for staging and storage.

The site could be acquired, improved, and programmed to provide public activities and events on a continuous basis throughout the year of interest to local residents as well as tourists if the area is to create a destination capable of integrating the downtown and BB/RR areas.



## **17: Review/approve master plan for Port of Kennewick's Duffy's Pond properties**

Duffy's Pond and the properties located between the pond and Columbia Park between Washington Street and the SR-397/Cable Bridge are strategically and aesthetically important to the BB/RR, downtown, and city at large.

The site may, depending on cultural inventory results, have significance to the Umatilla Tribe as a seasonal or permanent fishing, gathering, or meeting site. The site may also have been an early landing point for steamboats and other craft that hauled goods and passengers to Kennewick and surrounding communities on the Columbia River.

In recent years, however, the site, particularly the land uses directly adjacent to the pond, have declined in activity, value, and appearance. Since most of the directly adjacent properties were in private ownership, the pond has been relatively inaccessible and invisible to the public even though it directly adjoins the Sacagawea Heritage Trail and Clover Island.

The Port of Kennewick acquired the trailer parks that fronted onto Duffy's Pond and a couple of commercial properties that front onto Columbia Drive with the objective of restoring the pond's water quality, providing public access and amenities, and redeveloping the commercial properties for higher and more productive uses.

The Port completed a process that elicited possible use and activity proposals from the public, developed preliminary site plans, and drafted a report for the Port's properties and other privately-owned parcels between Columbia Drive and Duffy's Pond, and Washington Street/Clover Island Drive and SR-397/Cable Bridge. The Port reviewed the concepts and report with community organizations and City Council.



The Port's proposed site improvements for the complete site including Port and adjacent private properties include the restoration of water quality in the pond, set-aside of a buffer area around the pond with perimeter trails and access points, an amphitheater, carousel, ice skating rink/ vendor plaza, miniature golf, lawn bowling court, boat rental area, gondola ride, and pedestrian way.

In addition, depending on economic feasibility, the Port concept includes a performing arts theater, IMAX theater, condominium building, mixed-use/live-work buildings, business offices, and wine tasting rooms on Port and adjacent privately owned properties.

#### Action

Therefore, the Community Planning Department will work with the Port of Kennewick to:

- Resolve environmental issues and impacts* – of the Port's proposed master plan for its properties including water quality, width and location of buffer areas, roadway access and parking, gondola lines over Columbia Drive and Duffy's Pond, and other SEPA issues.
- Resolve park and trail improvements* – including design, construction, and financing particulars for public access, activities, and relationships with Sacagawea Heritage Trail and the other public and privately-owned park enhancements proposed in this BB/RR Revitalization.
- Resolve mixed use zoning allowances* – including relationship to the proposed new mixed use zoning district proposed in this BB/RR Revitalization including setbacks, coverage, height, parking, and inclusionary zoning provisions for affordable housing.
- Conduct hearings and resolve master plan approval particulars* – by the Planning Commission and City Council allowing for adjacent property owner and public input concerning the Port's proposals, site, and building improvements, and methods of implementation for Port properties and adjacent privately-owned parcels.

#### Participants

*Approval* - City Council

*Lead* - Community Planning, Parks, and Public Works Departments, Planning Commission, and Port of Kennewick

*Others* -

- US Corps of Engineers
- Washington State Department of Fish & Wildlife (DFW)
- Washington State Department of Ecology (DOE)
- Washington State Department of Transportation (WSDOT)
- Duffy's Pond private property and business owners

- BB/RR businesses and residents
- Citizens at large

Funding

The review of the master plan's SEPA process and particulars, public hearings and resolutions will be funded with:

- General Funds Property Taxes (PTax)
- Port of Kennewick site and building plan permit fees and charges