

50-Year Vision for City of Battle Ground, Washington

January 2002

A Policy Guide for the City's Comprehensive Plan

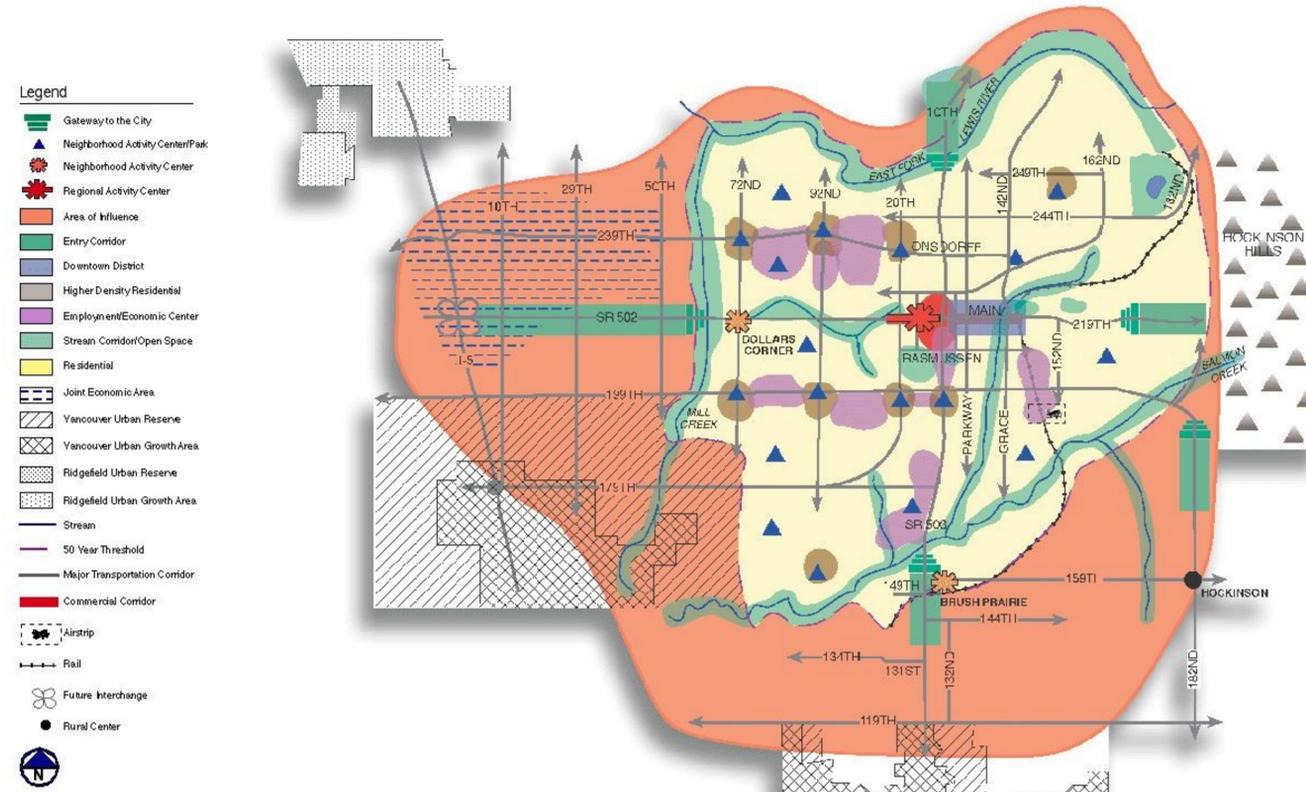
Vision Concepts

The following Vision Concepts provide specific guidance to the Comprehensive Plan and Transportation Plan policies as well as to future city policy decisions:

- Battle Ground is a city with a small town feel where both local and regional services are within easy reach.
- Battle Ground is the social, cultural, commercial, service, education and civic center for Central Clark County.
- The heart of Battle Ground is the downtown district which is centered at Main Street and Parkway and includes the school district property, old town, the railroad, and a town square. This area will be planned as a cohesive district to take advantage of new opportunities and build on the current strengths of the area.
- There is a viable commercial district located on Main Street between 102nd Avenue and Grace Avenue. This district has different characteristics along its length, from large regional stores on one end to smaller, locally-owned stores on the other end.
- Battle Ground has one regional service center focused on Main Street between 20th Avenue and SR 503, community centers at Dollars Corner and Brush Prairie, and neighborhood activity centers located throughout the city.
- Public spaces and investments in schools, library, a youth center, senior centers and parks help to develop a sense of place while providing the services that make a complete community.



City of Battle Ground 50-Year Vision Map



Battle Ground, Washington: A Note from the Future

The summer of 2000 finds me visiting my childhood home for a few weeks in Battle Ground. It has been many years since I visited the city and the kids are anxious to show off their local staple bus, in addition, the kids are excited to show off their local staple bus, in addition, the kids are excited to show off their local staple bus...

Another thing that impressed me about Battle Ground is the sense of being in a neighborhood where the school district property, old town, the railroad, and a town square. This area will be planned as a cohesive district to take advantage of new opportunities and build on the current strengths of the area.

As we drove in and out of the city limits of Battle Ground, I was impressed that in no matter what direction we entered the city, there is an obvious difference between the city and the area outside of it. In relation to the city, the area outside of it is a rural area, where the houses are smaller and the streets are narrower. The houses are smaller and the streets are narrower. The houses are smaller and the streets are narrower.

- A system of neighborhood, community and regional parks, greenways and open spaces are identified and protected for a range of passive and active uses. Where possible these sites are located adjacent to future school sites.
- Battle Ground is served by a number of transportation options within and around the city, including an I-5 interchange at 219th, public transit, the Chelatchie railroad and its corridor, and the opportunity to use an airport.
- Transportation access in Battle Ground is provided through a system of trails and local, collector and arterial streets that provide improved connectivity for a range of transportation choices, including autos, bikes, pedestrians, transit, and commuter rail.

- Neighborhoods are the building blocks for future development and improvements and help maintain a small town feel. Neighborhoods are identified by a park, school, physical feature, commercial services or other community resources. Neighborhoods include multiple uses, such as convenience retail, personal service businesses and public institutions such as a branch post office or a community center.

- New housing developments offer a range of options and locations and help create new neighborhoods, while in-fill housing is sensitive to existing housing types and neighborhood character.

- New employment and economic development areas are identified, preserved and promoted throughout the city and provide family-wage jobs for residents of Battle Ground, help create a self-reliant community and provide a solid revenue base to support needed services.

- Battle Ground is influenced by the other jurisdictions surrounding it and will work with these jurisdictions to plan for the "areas of influence" in a manner that implements the Battle Ground 50-Year Community Vision.

- Gateways to Battle Ground are defined by physical features such as state and regional parks, the East Fork of the Lewis River, Salmon Creek, farmland, rural development, open space, large stands of trees, stream corridors, and environmentally-sensitive lands. The city will work with the surrounding jurisdictions to protect these natural boundaries.

- The corridors leading up to the gateways are protected from development that would compromise the feeling of openness and increase traffic congestion. In particular, the city will work with Clark County and other jurisdictions to protect the areas of influence that surround the city, and especially the area between I-5 and the western gateway to the city.

- Stream corridors, environmentally-sensitive areas and regional parks help to build identity and are protected, enhanced and integrated into the fabric of the community and provide needed open spaces, trail connections and the opportunity to live within a natural environment.

- All areas of the city will be planned in a comprehensive way that integrates the elements of a complete neighborhood, including employment opportunities, housing, parks and open spaces, transportation, environmental resources, and other civic services. Each area will be planned in the context of the entire city with particular attention given to how the area relates to the regional and community centers and the downtown district.



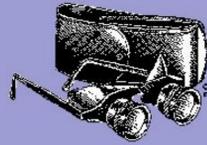
| | | Vision Concepts | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|----------|-----------------|-------------|--------|--------------------|----------|----------------|-----------|------------|--------------------|----------------|-----------------|-------------------------------|-------------------|--------------------------------|--|--|--------------------------------------|---------------------------------------|--|---------------------------------------|----------------------------|--|--------------------------------|------------------------------------|---|--|---|
| Guiding Principles | Identity | Neighborhoods | Environment | Growth | Areas of Influence | Downtown | Transportation | Economics | Growing Up | Parks & Recreation | Infrastructure | Small town feel | Heart of central Clark County | Downtown is heart | Main Street is commercial core | Dollars Corner & Brush Prairie are community centers | Public investments create complete communities | Future parks are planned & protected | Served by many transportation options | Connectivity is through streets and trails | Neighborhoods are the building blocks | Diversity of housing types | Economic development create self-reliant community | Areas of influence are planned | Gateways to the city are protected | Corridors leading to gateways are protected | Environmental resources are identified, protected & enhanced | All areas of the city are planned in a comprehensive manner |
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Guiding Principles

The following Guiding Principles provide the framework for the Vision Concepts and map, the Comprehensive and Transportation Plan policies and the implementation strategies:

- **Identity** – The identity of Battle Ground is directly tied to its "small-town character," associated geographic location and relative isolation from other urban areas in Clark County.
- **Neighborhoods** – Neighborhoods should be focused on existing features in the community and should recognize existing development patterns, as well as serve as the building blocks for future residential growth.
- **Environment** – The unique features of the natural environment, such as wetlands, treed areas and open spaces, should be preserved, enhanced and incorporated as a functioning part of the community's identity.
- **Growth** – Future growth should occur primarily to the west and south, and will occur in all directions consistent with the 50-Year Vision.
- **Areas of Influence** – Battle Ground should coordinate with other jurisdictions on issues outside the city limits to ensure that the 50-Year Vision is realized.
- **Downtown** – A downtown core should be identified, maintained and strengthened.
- **Transportation** – Future transportation investments should make auto travel one option among many.
- **Economics** – Economic independence, with respect to employment and services, is important to the community.
- **Growing Up** – As the population of Battle Ground grows and ages, housing and services should be available so people and families can choose to age in place.
- **Parks and Recreation** – There should be a diversity of recreation options for a spectrum of lifestyles and future parks should be identified and protected.
- **Infrastructure** – Infrastructure investment, both public and private, should be sustainable financially and with respect to natural resources in support of the community's long-term vision.





City of Battle Ground Comprehensive Plan Update The Visioning Process

Background

In 1995, the City adopted its first Comprehensive Plan under the Growth Management Act (GMA). In 1999, the Battle Ground City Council began the first update to this Plan. In Summer 2000, the Community Vision process began, which is the first step in the *Battle Ground Comprehensive Plan and Transportation Plan Update*. The Community Vision process was developed with the goal of creating a 50-Year Vision for the community which would be the foundation for future plan updates and for future City policy decisions.

To assist in the development of the Community Vision, the City Council convened a Community Visioning Committee (CVC) during Summer 2000. The CVC included members representing many facets of the community, including several citizens at large, senior and youth representatives, business and development interests, the faith community, the City's Planning Commission and Parks Advisory Board and other public agencies such as the Battle Ground School District, the Washington State Department of Transportation and C-TRAN. Over a nine-month period, the CVC held several public meetings to create a draft Vision consisting of Vision Concepts, Guiding Principles and a 50-Year Vision Map. The Planning Commission held public hearings on the draft Vision and forwarded its recommendations to the City Council, which adopted the 50-Year Vision in April 2001.

Some of the questions that Battle Ground residents explored during the Community Vision process were:

- What will Battle Ground look like 50 years from now?
- Where will people live, work, shop, and play during the next 50 years?
- How will the city's transportation system accommodate new growth while increasing transportation choices for community members?
- What issues will be most important for maintaining and improving livability?

The following explains the public involvement activities undertaken to support the Community Visioning process. Public involvement activities included a staffed information booth at the 2000 Harvest Days event, community-wide newsletters, Community Visioning Committee (CVC) meetings, Planning Commission meetings, City Council meetings, open houses, a community design workshop, a self-employed visual survey, stakeholder surveys, a community-wide survey, press releases, newspaper advertisements, and a radio interview. The City's professional project team helped facilitate the public involvement process.

2000 Harvest Days Information Booth

During the 2000 Harvest Days Festival held at Fairgrounds Park, an information booth was placed and staffed by members of the Planning Department. At this booth, community members picked up information on the Community Visioning process, viewed maps and written information, talked to City staff and submitted written comments and suggestions.

Community Visioning Committee (CVC)

The Community Visioning Committee (CVC) was made up of 24 members from the Battle Ground community. The CVC was the primary link with the community, and provided the project team with their ideas about what the Vision should include. They then worked these ideas into a draft of the Vision Principles, Concepts and the Vision map that ultimately became the Community Vision.

The first CVC meeting was held on July 18, 2000 at the Battle Ground Senior Center. Prior to the first CVC meeting, a community-wide newsletter was sent to all property owners within the City limits and urban growth boundary describing the Community Vision process and identifying the meeting dates for the CVC. One of the first activities the CVC did was to look forward 50 years and imagine what the City could be like. To assist in this activity, the project team introduced maps that showed the City's expanding boundaries, key developments and growth patterns that have occurred in the City in the last 50 years, highlighting the City's significant growth. During this meeting, the CVC also broke into small groups of seven to eight people to identify future community needs, such as more parks or industry. At the end of the meeting, these ideas were presented to the entire CVC for discussion.



The second CVC meeting was held on August 15, 2000. The project team explained to the CVC the other Community Visioning activities that were underway. These included a community-wide survey published in *The Reflector*, a survey of key stakeholders, or people representing different elements of the community who were not on the CVC, to gather their thoughts and



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Battle Ground's Existing UGA



ideas on the Vision for Battle Ground, and the mailing of a second community-wide newsletter. The CVC spent the rest of the meeting discussing ideas and issues for the future Vision of Battle Ground.

The third CVC meeting was held on October 17, 2000. At this meeting, the project team presented a briefing packet of the city's *Baseline Conditions Report*. The *Baseline Conditions Report* looked at the current state of the community, including land development, growth, transportation, environment and economic development and identified future opportunities and limitations for each of these areas. After this presentation, the CVC began to develop draft Guiding Principles for the Community Vision. These Guiding Principles provided a framework for the different Community Visioning issues in the areas of identity, neighborhoods, environment, growth, areas of influence, downtown, transportation, economics, growing up, parks and recreation and infrastructure. The CVC drew on information from its previous meetings, public comments from the first open house, comments from the community design workshop and input from a joint Planning Commission and City Council meeting on Visioning issues to develop the draft Guiding Principles.

The fourth CVC meeting was held on November 14, 2000. The CVC focused on completing the development of the Guiding Principles. The CVC also worked on creating draft Vision Concepts which are specific ideas about how the community would grow and develop a unique identity in the future.

The fifth CVC Meeting was held on January 4, 2001. At this meeting, the CVC finished developing the draft Guiding Principles and Vision Concepts. The CVC addressed a key issue of deciding where the heart of the City was located. The CVC decided that the east end of Main Street was the existing heart of the City and would still be the heart in 50 years based on the historic heritage of the community, historic buildings, variety of businesses, ability to walk to the businesses, community activities, and services and Fairgrounds Park.

The sixth and final CVC meeting occurred on January 18, 2001. At this meeting the CVC made its final recommendations on the draft Vision for the Planning Commission and City Council to consider.



City Council/Planning Commission Meetings

The City Council held two joint meetings with the Planning Commission to discuss Visioning issues and review the efforts of the CVC. Between these joint meetings, the project team provided regular feedback to the City Council and the Planning Commission on the status of the Community Visioning process.

On November 13, 2000, the Planning Commission and City Council met to review and provide feedback on the initial draft Guiding Principles and draft Vision Concepts, and to review and comment upon the results of the community design workshop. The project team presented the feedback from this meeting to the CVC.

On December 18, 2000 the Planning Commission and City Council held another joint meeting to review the revised draft Guiding Principles and draft Vision Concepts.

On January 10, 2001, the Planning Commission met to review the draft Guiding Principles and draft Vision Concepts. The project team provided feedback from this meeting to the CVC at its last meeting on January 18, 2001.

The Planning Commission held two public hearings on February 21, and 28, 2001 on the draft Community Vision, which included the draft Guiding Principles, draft Vision Concepts and a draft 50-Year Community Vision Map. A total of 40 people attended these meetings. At the end of the public hearing process, the Planning Commission recommended to the City Council that it approve the draft Community Vision.

The City Council considered the Planning Commission recommendation on April 2, and 16, 2001. At the April 16 meeting, the City Council adopted the Community Vision comprised of Guiding Principles, Concepts and a 50-Year Vision Map. The complete Community Vision appears on the reverse of this brochure.

Newsletters

During the Community Visioning process, three community-wide newsletters were mailed to property owners within the City and the existing urban growth boundary. In addition to information updates on the Visioning process, each newsletter included a detachable survey that asked two to three key questions about people's Vision for the future of Battle Ground.

The first newsletter, distributed in Summer 2000, informed the community of the Visioning process, how to get involved and public meeting opportunities.

The second newsletter was circulated during Fall 2000. This newsletter updated the community on the project's progress and advertised upcoming meetings and community events.

In Winter 2001, the third newsletter was distributed. It notified the community of upcoming public hearings on the draft Vision. It contained the draft Guiding Principles, Vision Concepts and Vision map.

Public Open Houses

The first public open house was held on October 24, 2000 at Battle Ground High School and was attended by 38 people. The project team set up six stations to provide information and answer questions regarding key Community Vision issues such as livability, economic development and direction of growth.

The second open house was held on December 4, 2000 to present and get community feedback on the draft Guiding Principles, Vision Concepts and Vision map. Twenty people attended the second open house.

Community Design Workshop

A public community design workshop was held on October 30, 2000. Representatives from the school district, the project team and the Mayor of Battle Ground attended the workshop. Prior to the workshop, participants toured the City in small groups. At the workshop, participants talked about their concepts for their design of the community in the areas of land use patterns, transportation connections and environmental protection. Diagrams were created at the meeting to help visually explain these concepts. These diagrams were given to the CVC, the Planning Commission and City Council for their use in developing the Community Vision.



Self-Employed Visual Survey

During August 2000, the City circulated a self-employed visual survey to members of the City Council, Planning Commission, senior citizens and community youth. The survey was also available to other interested parties. Participants were supplied with a camera and a notebook and were asked to take a minimum of six pictures of things they liked and did not like in the City or in other communities. They also were asked to record their thoughts about each picture. The pictures and written thoughts were presented to the CVC and at the first public open house and were brought to other public meetings.

Community Surveys

A community-wide survey was distributed at community events such as the 2000 Harvest Days Festival. It was also distributed to approximately 8,900 households in Battle Ground and portions of unincorporated Clark County abutting the City as an insert in the August 16, 2000 edition of *The Reflector*. The City received over 250 written survey responses. The CVC, Planning Commission and City Council used the feedback from these surveys to help create the Community Vision.

Detachable survey questions were also included in the three newsletters sent out during the Community Vision process. Approximately 150 written responses were received. The comments from these surveys were incorporated into the development of the Community Vision.

Press Releases/Public Notices

Press releases and public notices were issued throughout the Community Vision project. Public notices were issued for the following:

- Joint City Council/Planning Commission meeting on November 13, 2000. Published in the November 8, 2000 edition of *The Reflector*.
- Community Visioning Committee meeting on November 14, 2000. Published in the November 8, 2000 edition of *The Reflector*.
- Community Open House on November 29, 2000. Published in the November 29, 2000 edition of *The Reflector*.
- Joint City Council/Planning Commission work session on December 18, 2000. Published in the December 13, 2000 edition of *The Reflector*.
- Community Visioning Committee meeting on January 4, 2001. Published in the December 27, 2000 edition of *The Reflector*.

A press release was issued for the following event:

- Planning Commission public hearings on February 21-22, 2001. Published in the February 7, 2001 editions of both *The Columbian* and *The Reflector*.

Newspaper Advertisements

Newspaper advertisements were used during the project to announce public information meetings to the public. The following advertisements were placed in *The Reflector*:

- Community Open House on October 24, 2000. Advertised in the October 24, 2000 edition of *The Reflector*.
- Community Open House on December 4, 2000. Advertised in the November 29, 2000 edition of *The Reflector*.

Radio Interview

A radio interview on station AM 1550 KVAN with Eric Holmes, Planning Director, about the Community Vision process was held on August 25, 2000.

Results and Next Steps

The adopted Guiding Principles, Vision Concepts and Vision Map are contained on the back of this brochure. They provide a policy guide for the City's *Comprehensive Land Use and Transportation Plan*. The City will rely upon this guide for the current rewrite and future updates of its *Comprehensive Plan*. The project team has begun working with the Planning Commission to revise the *Comprehensive Plan* to be consistent with the Vision. The Planning Commission will be developing recommendations for consideration by the City Council in the form of Goals, Objectives and Actions for each element (Land Use and Transportation, for example) of the *Comprehensive Plan*. The project team will also be working on updating the current 20-Year Master Plans for Water, Sanitary Sewer, Stormwater and Transportation to be consistent with the ideas and policies of the updated *Comprehensive Plan*.

Many different opportunities exist for the public to be involved in the *Comprehensive Plan and Transportation Plan Update*. The Planning Commission meetings on the second and fourth Wednesday of each month focus on the *Comprehensive Plan and Transportation Plan Update*. The City Council reviewed the progress of the Planning Commission at regular intervals at its meetings throughout the Summer, Fall and Winter of 2001. The Planning Commission and City Council will begin their formal consideration of the update in Spring 2002 at which time there will be additional opportunities for the public to be involved. Future public open houses to give the public the opportunity to review and comment on the *Comprehensive Plan and Transportation Plan Update* are anticipated to occur prior to the City Council's consideration of the *Comprehensive Plan* rewrite. Individuals with questions are encouraged to contact the Battle Ground Planning Department at (360) 342-5000 or e-mail at comp.plan@ci.battle-ground.wa.us.

City Council

Mayor William J. Ganley
 John G. Idsinga, Deputy Mayor
 Bill Crago
 Pam Hereford
 David Minor
 Timothy Shirley
 Eric J. Silvey

Scott Fraser

Economic Development & Real Estate
 Ron Gullikson
 Battle Ground School District
 Jim Harvey
 Business Community
 Greg Hodges
 Steam Team Committee
 Eric J. Silvey

Planning Commission

Nancy Culver
 Marsha Keen
 Richard C. Kent
 Dave Kilewer
 Dane Walla

Kathy Kobe
 Citizens North Airpark
 Jerry Kolla
 Business Community
 Franda Lavin
 Citizen at Large
 Ron Barca
 Friends of Clark County

Parks Board

Betsy Kenworthy
 Richard Mauler
 Denise Petersen
 Carol Reinhold
 Florence Robison
 Cathy Stelger
 Georgia Williams

Denise Petersen
 Battle Ground Parks Board
 Randy Printz
 Responsible Growth Forum
 Florence Robison
 Senior Citizen Community

Community Visioning Committee

Karen Bergeron
 Battle Ground Community Education Program
 Carol Brownlee
 Citizen at Large
 Peter Carlos
 Citizen at Large
 Steve Dall
 Battle Ground Chamber of Commerce
 Sondra Futrell
 Youth Representative

Glenn Schneider
 Washington State Department of Transportation
 Gene Shaffer
 Lions Club
 Gall Spolar
 C-TRAN
 Ed Stanton
 Faith Community
 Bill Tucker
 Rose Float Committee
 Dane Walla
 Battle Ground Planning Commission
 Sharon Walters
 Kwanitis Club
 Carol Levanen
 Clark County Citizens United