



BATTLE GROUND

Central Main Street District Plan

August 2007

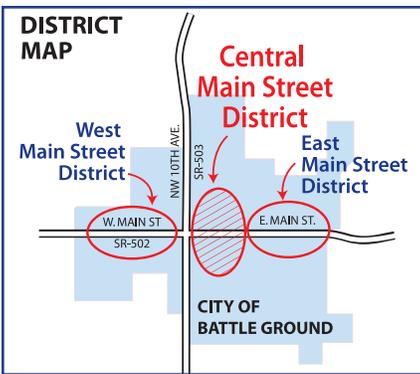
Project Background

As part of the first update of Battle Ground’s comprehensive plan in 1999, the City initiated a community visioning process that included extensive community involvement. The 50-year vision for the Battle Ground community that resulted was adopted by the City Council in April 2001.

The vision says: “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.”

This planning study for the Central Main Street District builds on the concepts and guiding principles established in that vision.

What is the Central Main Street District?



The Central Main Street District focuses on a half-mile corridor of Battle Ground’s Main Street bounded by NW 10th Avenue (SR503) and N Parkway Avenue and extends approximately a half-mile to the north and south.

Project Understanding

Streets are important because they help us to move between home, work, shops, school, parks, and other destinations within our community. Unfortunately, the Central Main Street District as it now exists is not comfortable or attractive for motorists, pedestrians, or bicyclists. The many vehicles just passing through downtown on their way to someplace else congest our roadways at times, which make the connections in our lives particularly hard to navigate. The narrow sidewalks, the lack of street trees and landscaping, and the absence of connected bike paths also detract from the Central Main Street District.

Uncongested streets and a system of connected roadways and pathways are critical to the livability, vitality, and character of urban downtown districts such as the Central



Main Street District. These public transportation corridors must be safe and efficient to improve the livability, attractiveness, and health of our community.

Vision Concept

The comprehensive plan envisions the Central Main District as the city’s center of civic activities, professional services, and retail. This District Plan balances land use and transportation needs along the Main Street corridor with solutions for traffic problems and encourages private area development and redevelopment.

Over the next 20 years, Central Main Street will become a more pedestrian-friendly, economically vibrant, and sustainable corridor. Private investment will upgrade and expand commercial operations. New or expanded civic functions will locate along the corridor including a community center and community gathering place. Connections between the school campus and the community will continue to grow.

Project Objectives

The following objectives were established by the City to guide the development of the District Plan:

- Strengthen the area as a center for civic activity, professional services, and retail within the City.
- Revitalize Main Street from Parkway to 10th Avenue (SR 503) as a more pedestrian-oriented, economically vibrant, and environmentally sustainable main street.
- Balance competing travel demands for Main Street, including through traffic, local circulation, transit, school buses, trucks, pedestrians, and bicyclists consistent with regional and local plans.
- Refine the future transportation network and identify what new facilities are needed so that residents

can reach uses in the district and move through it efficiently.

- Support a safe, convenient, and attractive pedestrian environment.
- Situate amenities so that they contribute to activity and vitality on Main Street and incorporate main street characteristics where appropriate. (These characteristics could include wider sidewalks, on-street parking, and street trees.)
- Develop more retail and mixed-use residential uses within the corridor.
- Identify opportunities and ideas for redeveloping under utilized properties.
- Comply with and implement state, regional, and local plans and policies.

Community Participation

The community involvement process included stakeholder interviews and three public open houses. Early in this planning process, the City identified key property and business owners within the District and requested their input and involvement.

A questionnaire was sent to all interested stakeholders and City staff met with a number of the stakeholders so that their comments could be considered as the district plan was developed. The City also worked closely with a Planning Advisory Committee of 10 community representatives.



These bullets summarize the themes of comments by stakeholders and open house attendees:

- The City, school district, property owners, and businesses need to work together to improve the District's visual appeal, accessibility and circulation safety, and to create a better sense of place.
- The City should work closely with property owners, businesses, and residents to coordinate future public improvements and to minimize adverse impacts to existing businesses and residences.
- Public safety and community connectivity are important to businesses, the school district, and residents. Existing streets and sidewalks need to be improved to reduce traffic congestion and to create a safe and walkable downtown for shoppers, school students, and residents.
- Bikeways are important to connect residents from the surrounding neighborhoods to the Central Main core area, but bikeways are not recommended on Central Main Street.
- Vacant and under-utilized buildings in poor condition along Main Street should be renovated or replaced.
- A public plaza on school and library properties at Main and Parkway would be a significant community gathering place.

District Plan Policies

Economy

Focus commercial activity in a Main Street fashion

- Buildings should be oriented to face the street at a pedestrian scale and design.
- Encourage new mixed-use development.
- Provide places for small businesses to thrive and grow.

Support a healthy local economy

- Provide a diverse range of goods and services.
- Let local entrepreneurs know what market opportunities are available in the corridor.
- Develop a coordinated investment strategy for the corridor.

Environment

Integrate "green" infrastructure into the urban landscape

- As the corridor is upgraded over time, explore the use of innovative sustainable building techniques and infrastructure solutions.

Promote cleaner alternatives to driving personal vehicles

- Upgrade walking and bicycling amenities.
- Improve bus stop locations.
- Balance the needs of local circulation and access with the corridors' role as through routes.

Encourage walking and bicycling for individual and community health

- Create safer crossing opportunities for pedestrians.
- Enhance pedestrian access to parks, open space, schools, civic activities, and commercial nodes.
- Upgrade sidewalks and create pedestrian stopping places or other areas of interest along the corridor.
- Develop better connections between buildings and streets.

Create a community that is safe for all

- Improve street lighting and visibility for pedestrians and bicyclists.
- Support traffic speeds that are consistent with high use by pedestrians and bicyclists.

Making a Place

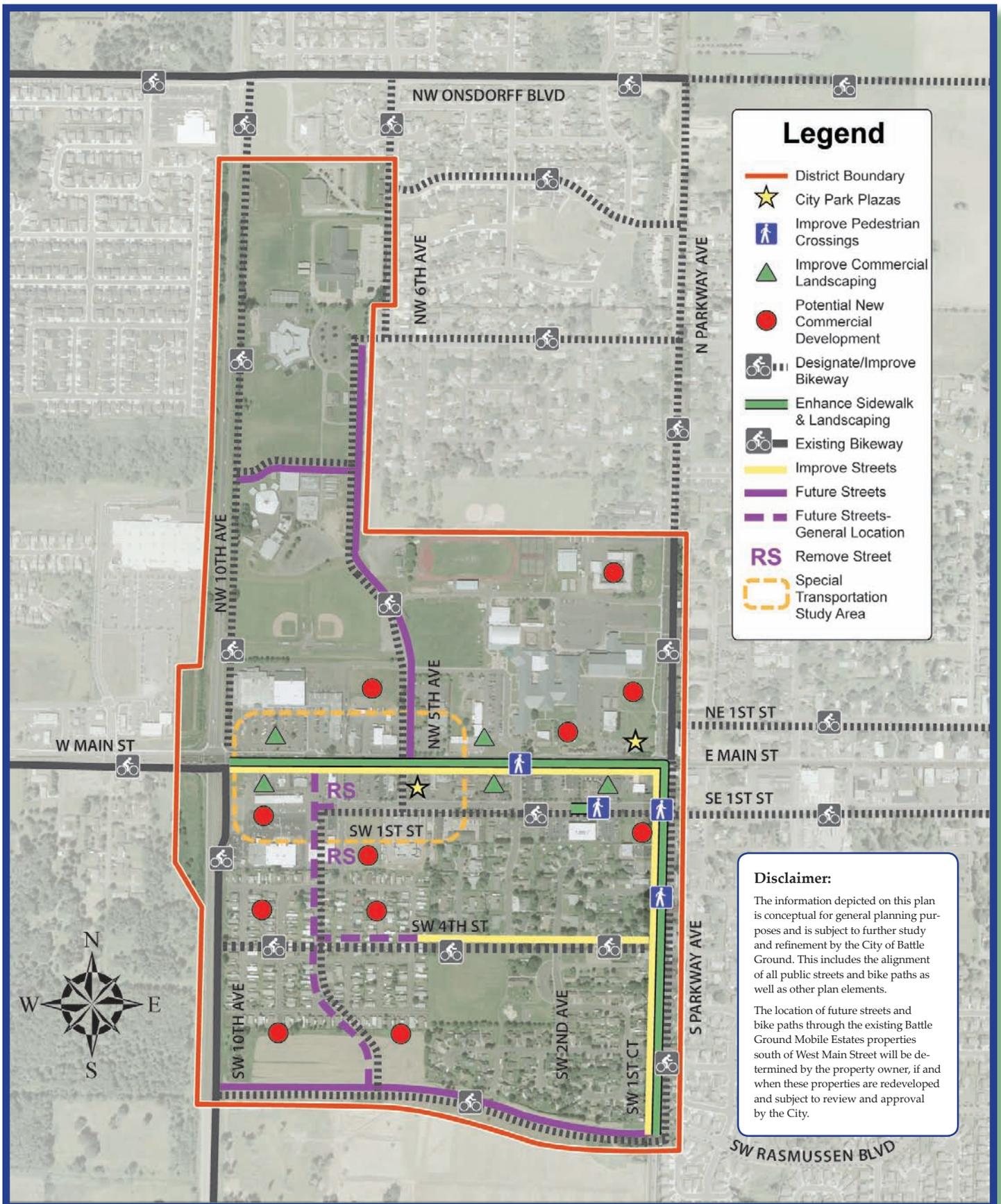
Embrace and foster the educational landscape

- Connect the schools to the corridor and the community both physically and socially.

Forge a unique identity that unifies Central Main Street

- Discover and create community gathering spaces for all ages and abilities.
- Develop plazas where community activities can occur.
- Create corners that include building entries and stopping places.
- Incorporate art and quality design into the community.

Central Main Street District Map



Legend

- District Boundary
- City Park Plazas
- Improve Pedestrian Crossings
- Improve Commercial Landscaping
- Potential New Commercial Development
- Designate/Improve Bikeway
- Enhance Sidewalk & Landscaping
- Existing Bikeway
- Improve Streets
- Future Streets
- Future Streets-General Location
- Remove Street
- Special Transportation Study Area

Disclaimer:

The information depicted on this plan is conceptual for general planning purposes and is subject to further study and refinement by the City of Battle Ground. This includes the alignment of all public streets and bike paths as well as other plan elements.

The location of future streets and bike paths through the existing Battle Ground Mobile Estates properties south of West Main Street will be determined by the property owner, if and when these properties are redeveloped and subject to review and approval by the City.



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