Old Town Subarea Plan

Downtown Revitalization Project

Creating a vibrant future for historic "Old Town" Battle Ground

August 29, 2025



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INTRODUCTION

Battle Ground is situated in the northeastern part of Clark County, Washington. It is approximately 15 miles north of Vancouver, the county seat, and is part of the Portland metropolitan area.

Battle Ground's "Old Town" District, is centered on East Main Street spanning from Parkway Avenue, east to Fairgrounds Avenue, and anchored by Battle Ground High School, the Battle Ground Event Center and Fairgrounds Park (See Figure 1: Project Area).

Why Plan for Old Town?

Centered along East Main Street, Old Town is the historic heart of the city. However, aging infrastructure, narrow sidewalks, and overhead utilities have compromised the street's function as a safe, welcoming, and pedestrian-friendly destination—reducing the overall vibrancy and experience of Old Town. Some traffic congestion and large vehicles further detract from the comfort and appeal of the area.

The Community Vision and Strategic Action Plan, completed in 2018, identified key priorities to support Old Town revitalization. These include both City-led initiatives to promote Old Town as the traditional center of the community and community-led goals to create and expand activity centers and gathering places that enhance quality of life.

What is the Old Town Subarea Plan?

The Subarea Plan is a guiding document—adopted by the Planning Commission and City Council—that provides strategic direction for investment, planning, and growth in Old Town. It helps implement the City's Comprehensive Plan, Transportation Plan, and Capital Improvement Plan as they relate to Old Town.

The plan outlines a development framework that integrates land use and transportation planning with a strategy and clear steps to support Old Town's long-term vitality. It directs investment in rebuilding Main Street and key infrastructure, managing growth, and encouraging reinvestment in both existing and new downtown businesses—all aligned with eight key project objectives (see Figure 2: Project Objectives).

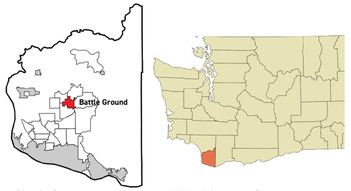
How the Plan Supports Old Town Revitalization

The Plan is a roadmap to navigate redevelopment complexities, foster collaboration, and realize the full potential for revitalization of the "Old Town".

In the coming years, developers, City officials, professionals working on the built environment, Main Street businesses and property owners as well as, local residents, and community groups, such as the Lewis River Rotary Club will contribute to bring the "Old Town" project area to life.

This document, acts as an official reference for everyone involved to understand the objectives, guiding principles and vision for East Main Street and the future of the "Old Town". It sets out a framework for guiding future infill and redevelopment, infrastructure, streets design, programming and conceptual plans for community gathering spaces that strengthen "Old Town" as a unique and one-of a kind destination in Battle Ground.

.



Clark County Washington State

"Our vision for Battle Ground is a vibrant, growing city that offers unsurpassed quality of life for all residents, embracing its history, traditions, and diversity… Our economy is dynamic and diversified, with time honored trades thriving alongside new, leading edge companies. Our downtown district cultivates a flourishing artisan community of distinctive restaurants, entertainment, arts, and crafts ."

Battle Ground Community Vision Statement, Strategic Action Plan 2018

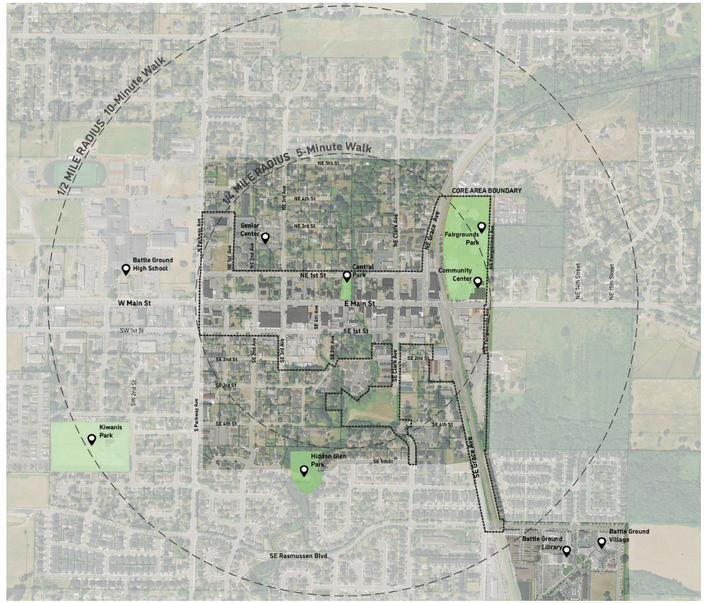


Fig. 1: Project Area

Transportation
Supporting vehicle & pedestrian traffic

Utilities
Plan for underground utilities along Main St.

Architecture
Considering design elements & storefront presentation

Stormwater
Stormwater Management Plan, consider green streets opportunities

Business Support
Encouraging continued success & future business opportunities

Infill
Explore infill & redevelopment options; business/housing

Wayfinding
Coordinated wayfinding & parking strategy

Implementation
Define 5-Year implementation plan

Fig. 2: Project Objectives



Fig. 3: Founders Mercantile

PROJECT PROCESS

The project process involved confirming community values and gathering local business, property owner and community feedback on iterative planning and design concepts and implementing strategies over nearly fifteen months of community engagement.

Project Initiation:

In the initiation phase, the project team engaged City leadership, business and property owners, the advisory committee, and the public to define the scope and review background information. They assessed physical, transportation, economic, and regulatory conditions. A shared vision and guiding principles were shaped and confirmed through meetings and a community workshop.

Build the Vision:

In coordination with City staff, the Project and Technical Advisory Committees, the project team developed land use, circulation, and infrastructure scenarios. These included market-viable infill and placemaking opportunities for vacant and underused sites. Transportation alternatives were evaluated to identify roadway and intersection designs that best support the corridor's land use and mobility goals.

Plan for Success:

Shaped by community input, the Old Town Subarea Plan reflects shared values and priorities. The development strategy outlines key projects, funding approaches, and an implementation timeline. Policy and regulatory recommendations help ensure alignment with community goals.

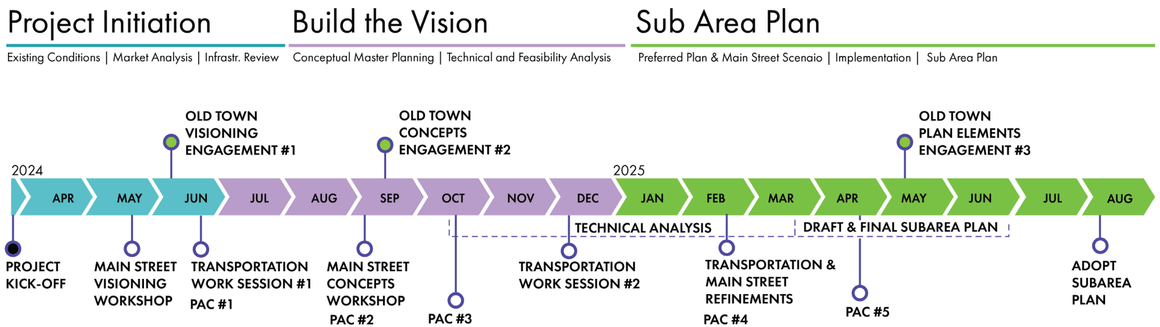


Fig. 4: Project Area

PUBLIC ENGAGEMENT

Public input shaped the Old Town Subarea Plan, helping the City and decision-makers respond to community priorities and needs.

Consultants and City staff led outreach and engagement efforts through one-on-one meetings, group sessions, work sessions, and large community events. Feedback was collected through conversations, surveys, and comment forms—both online and at in-person events. A project landing page on the City's website (www.cityofbg.org/1008/Old-Town-Revitalization-Plan) was maintained throughout the project to provide updates and resources.

Project Outreach

Outreach efforts included a project website with information on the project area, purpose, and timeline, alongside meetings and surveys designed to collect input on Old Town's needs, vision, and opportunities. The City communicated updates through its website, mailings, email, social media, and local media outlets.

Engagement Milestones

The engagement process was marked by three key milestones.

Engagement Milestone #1: Project Initiation. The project launched with a clear purpose and objectives, and a summary of key opportunities and challenges. Community input identified local issues, land use preferences, access needs, street improvements, and priorities for infrastructure and programs—helping to shape the vision and guiding principles.

Engagement Milestone #2: Conceptual Planning – The project team shared a draft vision, guiding principles, and preliminary land use and circulation concepts. Feedback confirmed the direction and highlighted preferred uses, support for walking and biking, parking strategies, and business assistance programs.

Engagement Milestone #3: Subarea Plan Elements –Subarea Plan elements were refined and presented based on earlier input. Community feedback continued to affirm the vision and priorities, informing the final action plan recommendations.



Fig. 5: Event Center

Engagement Sessions

Community-wide and Business/Property Owner Workshops

Three key milestones included workshops to gather feedback from businesses, stakeholders and the broader community. Input helped refine the project vision, guiding principles, and land use and mobility concepts.

Storefront Improvement Work Sessions

Main Street businesses were surveyed about storefront needs. Selected participants worked with the consultant Front Door Back to identify potential upgrades and estimate costs. Many improvements were implemented, reflecting a strong commitment from local business and property owners.

Project Advisory Committee Meetings

Five Project Advisory Committee meetings were held at key milestones in the process, including the project kickoff; review of preliminary concepts such as storefront improvements and parking; discussion of community feedback and refinements to the Main Street and Central Park concepts; evaluation of transportation alternatives and traffic calming measures; and a final review of the project's key ideas and core Subarea Plan elements.

Technical Advisory Committee Meetings

Two Technical Advisory Committee meetings were held to review: 1) Level 1 findings on existing conditions and initial alternatives for truck, auto, pedestrian, and bike access along Main Street, and 2) a Level 2 screening with recommendations to advance three concepts for refinement and analysis. A memo outlining the concept evaluation and preferred alternative was circulated for agency review and comment.



Fig. 6: Community Open House #3- Community Discussion

HOW ENGAGEMENT INFLUENCED THE PLAN

The community and stakeholders were involved in developing the plan and shaping decisions.

Three key engagement milestones gathered input from Old Town stakeholders and the broader community, helping shape the project vision, guiding principles, land use and mobility concepts, and the review of the Plan's "Big Ideas" for revitalization.

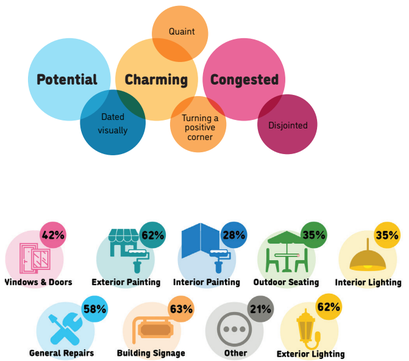
Public Engagement #1
Project Initiation
Vision and Guiding Principles

During the **Engagement Milestone #1 Project Initiation** workshops the community and businesses/property owners provided input through discussion and polling and a series of interactive questions.

The questions were structured to gather information about:

- **Old Town identity,** to understand what people value and attracts them to Old Town and the types of improvements needed to strengthen its identity.
- **Sense of place,** to identify where people go to meet friends and family or be a part of the Old Town area and the types of uses needed to support it as a destination.
- **Being connected to East Main Street,** to learn how people travel to and from the downtown and challenges to and opportunities for walk and bike access.

What three words best describe Old Town?



In order of importance, which of the following contributes to Main Street's long-term success and attract people to Old Town?



As a business or property owner, what storefront improvements are you considering?

Where are folks most likely to meet friends and family in Old Town?

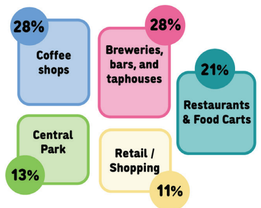


Fig. 7: What We Heard: Identity

Fig. 8: What We Heard: PLACE

WHAT WE Heard "Visioning"

IDENTITY

Immense potential, charm, and quaintness define the overarching qualities of Old Town. Investments along East Main Street can re-energize and strengthen the area as the social and cultural heart of the community.

PLACE

A mix of uses supports local culture, dining, shopping, arts, entertainment, gathering, and living in Old Town.

Revitalizing storefronts, enhancing East Main Street's character, and activating vacant or underused properties are key to long-term success and attracting visitors.

Central Park and Woodin Creek are unique assets that define Old Town's distinct character.

CONNECTED

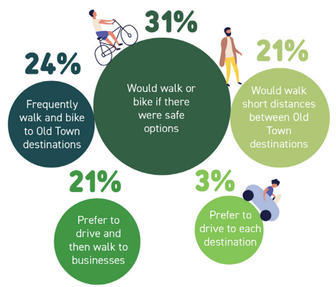
Promote walking and biking between businesses and nearby neighborhoods, Battle Ground Village, and the event center.

Address East Main Street parking, traffic noise and speed, narrow sidewalks, and safety concerns.

What types of uses would strengthen Old Town as a destination?



How desirable is walking and biking to Old Town?



What potentially impacts comfort, safety, and access along Main Street? Rate the impacts (0- No impact to 10- Major impact)

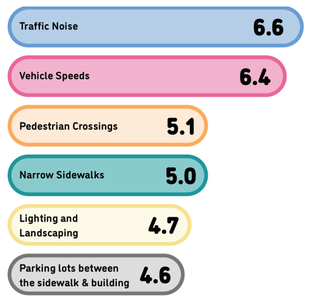


Fig. 9: What We Heard: CONNECTED

HOW ENGAGEMENT INFLUENCED THE PLAN, CONT.

Public Engagement #2- Building the Vision
Old Town Concepts and Access Alternatives

During the **Engagement Milestone #2- Build the Vision** workshops the community and businesses/property owners and meetings with the Project Advisory Committee provided input through discussion and a series of interactive questions and polling.

The questions and discussions were structured to gather information about:

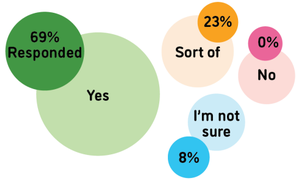
- **Old Town vision and guiding principles**, and their alignment with community values and relevance to the character of Old Town**.**
- **Sense of place,** to gauge local sentiment for a potential city-initiated storefront improvement program, new gathering spaces, infill development, and new uses.
- **Being connected to Old Town and rebuilding of East Main Street,** to learn about preferences for bike facilities, parking strategies and considerations for balancing streets for cars and people.

What We Heard "Old Town Concepts"

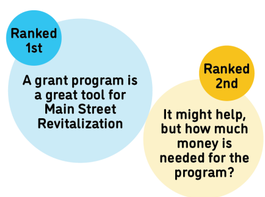
"Old Town" Vision

The vision to revitalize Old Town through Main Street investments received strong support: 69% of respondents agreed it reflected community values, 23% said "sort of," 8% were unsure, and 0% found it inadequate.

Does the vision adequately capture what is valued for Old Town?



How valuable would a storefront grant program be in supporting storefront improvements and promoting a clean, safe environment along Main Street?



Is balancing space for people and cars a trade-off worth considering in the rebuilding of Main Street?

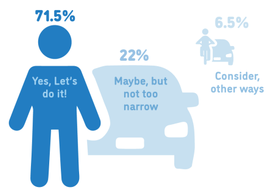


Fig. 10: Vision, Storefronts and Trade-offs

Storefront Improvements

A storefront grant program ranked as a top choice to encourage investments in buildings and promoting a clean and safe Old Town environment.

Rebuilding Main Street

To improve safety and walkability, respondents favored rebalancing space between cars and pedestrians. Widened sidewalks and narrowed lanes help calm traffic. Speed and noise were major concerns. About 71.5% supported the change; 22% were cautious about narrowing, and 6.5% preferred other alternatives.

Public Gathering Spaces

Vacant and underused lots along East Main Street offer opportunities for new gathering places. Central Park remains a key public space. A future Main Street plaza received strong support, with seating, play areas, and public art ranked as top priorities.

Infill Development and New Uses

Vacant sites offer potential for housing, retail, and mixed uses. A market analysis and community input identified top preferences: a food hall/public market, a plaza, and housing.

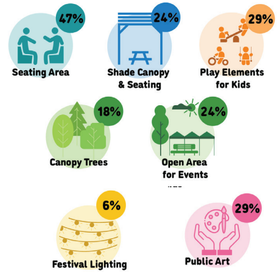
Neighborhood Connections

Improved walking and biking routes can link neighborhoods to Old Town within five minutes. Safer infrastructure would encourage more trips. Respondents favored off-street trails and buffered bike lanes, emphasizing safety.

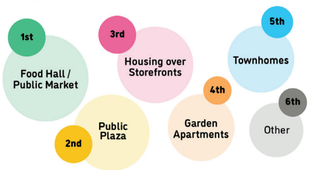
Parking Strategy

Parking supports business success and needs smart planning. The community supported adding public lots and more spaces on side streets.

What elements of an urban plaza would you most like to see?



Of the potential future uses that might occur in Old town how would you rank their importance in strengthening Old Town?



How would you rank the following bike facilities? ("1" being an enjoyable ride and "4" no way, no how would I bike there)

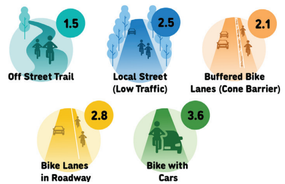


Fig. 11: Public Spaces, New Uses, and Bike Facilities

HOW ENGAGEMENT INFLUENCED THE PLAN, CONT.

Public Engagement #3
Plan For Success
The "Big Ideas"

During the **Engagement Milestone #3-** The project team shared seven "Big Ideas" to guide infrastructure upgrades, business investment, access improvements, and the transformation of East Main Street. Community input helped confirm priorities and shape revitalization efforts. The questions and discussions were structured to gather information about:

- The City's role in **encouraging investment in Old Town** and facilitating public discussion of potential programs.
- City **investments in street and utility infrastructure** to support the long-term health and growth of Old Town, along with transportation enhancements to **address congestion and implement traffic calming** on East Main Street.
- Community desires for **increased gathering spaces and strategies to expand parking** capacity in Old Town.

What We Heard "The Big Ideas"

Invest in Storefronts

Several local businesses are already making investments, enhancing the appeal and identity of East Main Street as a vibrant, distinct place. The types of storefront improvements that would be appealing to respondents included historic restoration and detailing, outdoor dining, and lighting. Over half of respondents support the creation of a facade grant program for Old Town businesses.

Rebuild Main Street

Rebuilding East Main Street is a chance to repair sidewalks, update utilities, and boost Old Town's appeal. 56% of respondents said a more pedestrian-friendly, inviting Main Street is very important; 26% said somewhat important. Top priorities include wider sidewalks, safer crossings, and outdoor seating.

Improve Infrastructure and Access

Community feedback favored traffic calming on East Main Street and reducing congestion by creating an alternate route for cars and trucks through Old Town.

Promote Gathering Spaces

63% are very supportive and 37% somewhat supportive of more public gathering spaces in Old Town. Top preferences include a new East Main Street Plaza, upgrades to Central Park, and expanded dining and retail areas.

Leverage Infill Development and New Uses

66% strongly and 28% somewhat support City partnerships to redevelop underused sites. Promoting Old Town as a destination is very important to 50% and somewhat important to 17%.

Strengthen Neighborhood Connections

Safer crossings, better lighting, wider sidewalks, and protected bike lanes would encourage walking and biking to Old Town. 50% view these investments as very important; 40% as somewhat important.

Manage Parking

Top parking priorities include new public lots, more curbside spaces on East Main Street, and shared use of private lots. Most respondents support City efforts to expand parking through land acquisition and public-private partnerships.

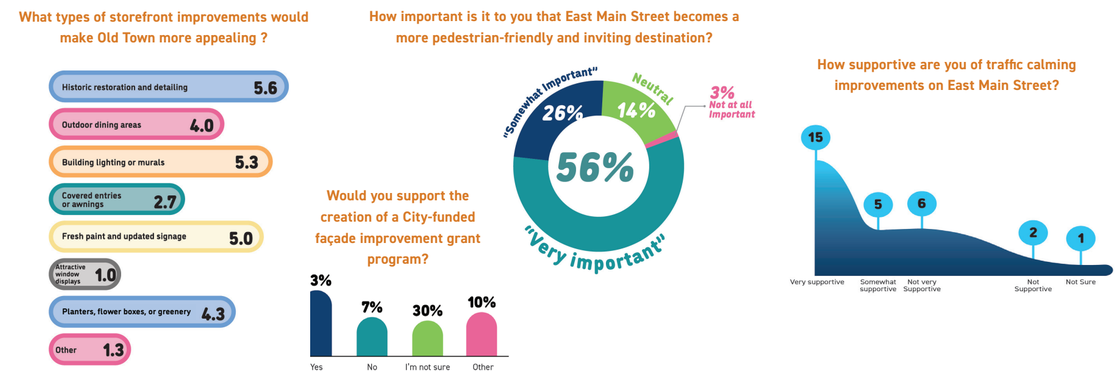


Fig. 12: Storefront Improvements, Inviting Destination and Traffic Calming

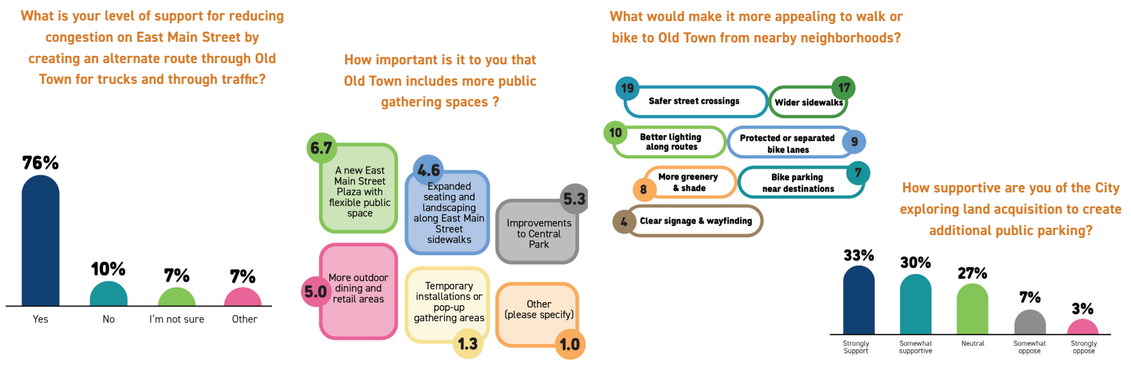


Fig. 13: Reduce Congestion, Gathering Spaces, and Parking

1

Vision, Guiding Principles and the "Big Ideas"

VISION

Battle Ground's history is one of abundance, community, commerce, and growth—rooted in the area where the city began. East Main Street reflects this legacy and its ongoing role in shaping the city's future.

Old Town is being re-energized through investments along Main Street that strengthen its role as the city's social and cultural heart. These efforts reconnect the area to its historic identity—rooted in agriculture, commerce, and industry—and celebrate its natural abundance, which first attracted inhabitants to the region.

- **Abundance:** Rivers, lakes, and forests sustained wildlife and early human life in balance with nature.
- **Inhabitants:** The Cowlitz and Chinook peoples lived with deep ties to the land, followed by settlers drawn to its resources.
- **Early Main Street:** The Dublin and Maple Grove communities built schools, stores, and a post office along this vital corridor.
- **Industry & Rail:** Connections to Vancouver and Yacolt fueled farming, timber, and dairy industries.
- **Highways & Growth:** SR 502 and 503 brought new housing and commercial activity to the area.
- **A Shared Vision:** Today's revitalization is a community effort—led by property owners, businesses, and local government—to shape a vibrant future for the heart of Old Town.

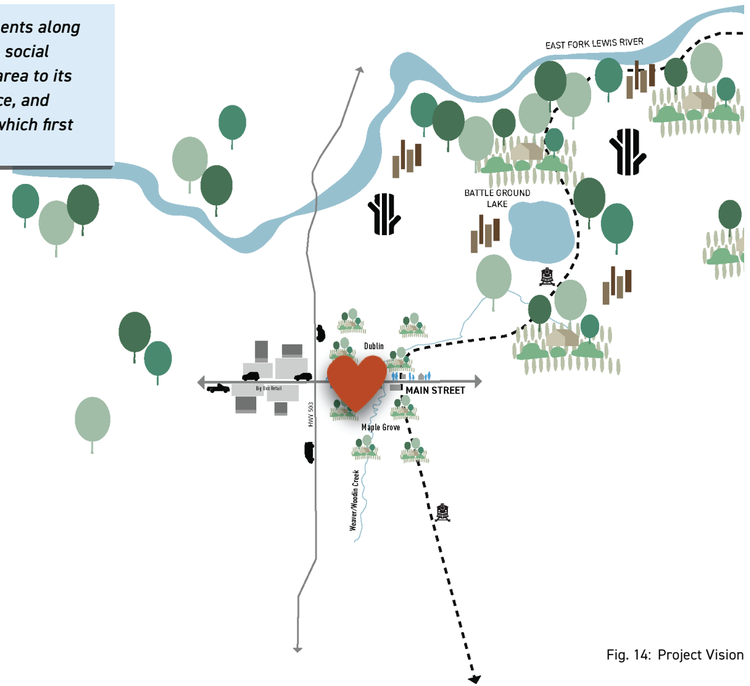


Fig. 14: Project Vision

GUIDING PRINCIPLES

The guiding principles Informs the choices related to land use, design, infrastructure, regulations and other key aspects, that ensure a comprehensive approach to revitalization.

Safety, Access & Connected

Expand travel options and improve connectivity to promote convenient and safe walking, biking, and transit access for people of all ages and abilities.

Comfort & Gathering

Create public spaces that allow the community to gather between home, school and work and facilitate social connection and cultural expression.

Nature

Make Central Park, Woodin Creek, and nearby natural areas more welcoming and accessible for everyone to enjoy nature.

Infrastructure & Stormwater

Upgrade essential utilities and manage stormwater to support businesses and public use of Main Street as a unique destination.

Housing

Provide a diverse range of housing options to support economic activity and a wide range of lifestyles within and close to Old Town.

Heritage, Arts & Culture

Celebrate local heritage, and culture rooted in agriculture, commerce, industry and nature through art, place-making and wayfinding.

Build Partnerships

Establish strong connections between businesses, the City and organizations to support sustained investment in Old Town.

Fig. 15: Project Guiding Principles

THE "BIG IDEAS"

Seven strategies are identified that will bring the vision to life, where Old Town is re-energized through investments along East Main Street that strengthens it as the social, and cultural heart of the city.

The "Big Ideas" support the four pillars for Old Town revitalization that include:

IDENTITY— Reinforce core community values—historic character, natural connections, gathering spaces, authentic design, and strong support for local residents and businesses.

PLACE— Create a vibrant East Main Street hub with public and private gathering spaces. Use the style guide to shape storefront upgrades and infill that reflect Old Town's unique character.

CONNECTED— Support necessary through-traffic in Old Town while promoting walking and biking on key neighborhood routes that link nearby neighborhoods and Battle Ground Village—all within a comfortable five-minute walk or bike ride.

PARTNERSHIPS —Participate in coordinated development, infrastructure, and human capital investments involving the City, public agencies, property owners, businesses, and the community.

Big Idea #1: Invest in Storefronts

High-quality storefronts and diverse, community-supported businesses are essential to Old Town's identity.

Action Items:

- »Develop a façade improvement grant program
- »Use Style Guide best practices for new and renovated buildings

Big Idea #2: Rebuild East Main Street

Reconstruction will improve safety, comfort, and appeal for pedestrians and support business success.

Action Item:

- »Pursue funding for technical design and street reconstruction

Big Idea #3: Improve Infrastructure & Access

Upgraded infrastructure supports growth and walkability while easing traffic congestion.

Action Items:

- »Update capital project list and utility needs
- »Study and design alternative truck and auto access routes

Big Idea #4: Promote Gathering Spaces

Welcoming spaces like a new plaza, upgraded Central Park, and outdoor seating or retail display areas attracts people to Old Town.

Action Items:

- »Explore plaza development and temporary demonstration project
- »Partner with Rotary Club for Central Park improvements
- »Apply Style Guide to inform outdoor use areas

Big Idea #5: Leverage Infill Development

New development brings energy and activity to downtown.

Action Items:

- »Partner with developers via permitting support and incentives
- »Identify key sites for public use and redevelopment
- »Promote Old Town as a prime investment location

Big Idea #6: Strengthen Neighborhood Connections

Safer walking and biking links will better connect neighborhoods to Old Town.

Action Items:

- »Expand walking/biking project list
- »Apply multimodal street standards
- »Secure funding for improvements

Big Idea #7: Manage Parking

A smart parking strategy boosts business access and supports future growth.

Action Items:

- »Improve street parking efficiency
- »Acquire parcels for public lots
- »Update street standards to add spaces
- »Fund and implement parking strategy

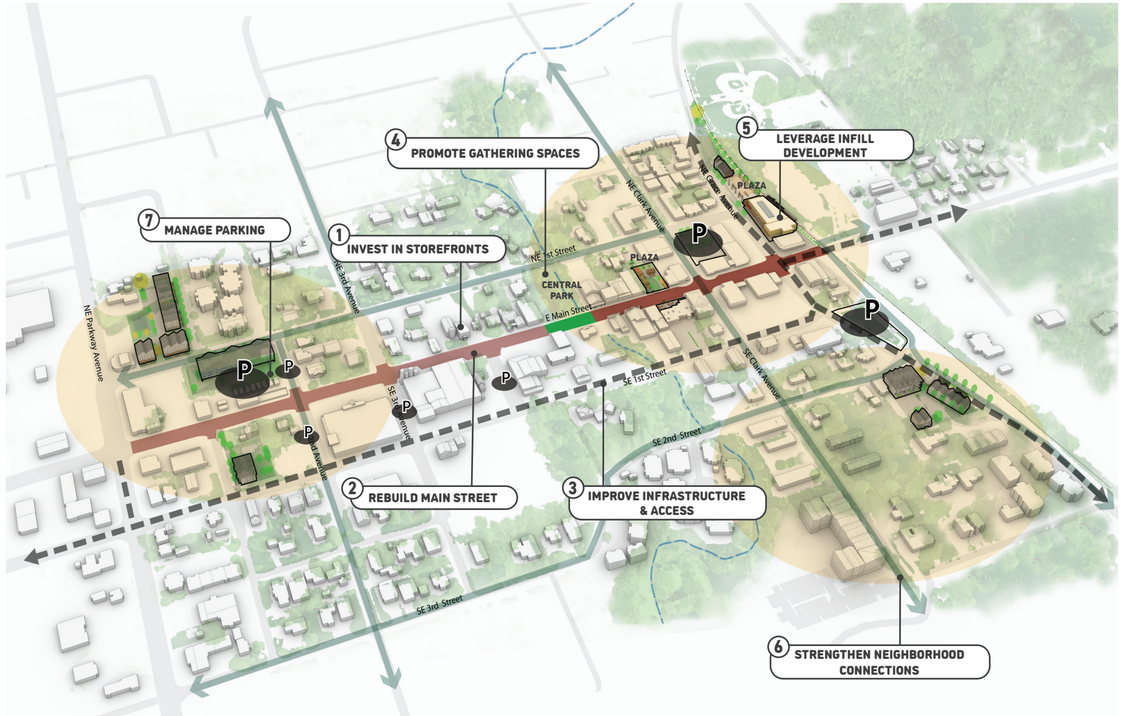


Fig. 16: Fundamental Concept: The Big Ideas

Old Town
Style Guide

OVERVIEW

The Old Town Style Guide provides clear direction for building renovations, future infill development, and streetscape improvements along East Main Street, from Parkway Avenue to Fairgrounds Avenue.

The Style Guide outlines key elements of appropriate building frontage (windows, doors, walls), form (massing, height, roofline), and typology (residential, commercial, mixed-use). It emphasizes placemaking within the 'first forty feet up' and promotes an accessible, active, and diverse street environment within the 'first forty feet out.' The goal is to establish a compatible design language rooted in East Main Street's architectural character—without replicating period styles—shaping East Main Street into a vibrant, walkable destination for people."

The DNA of Old Town

Renovating existing buildings or constructing new ones offers an opportunity to complement the defining characteristics that make Old Town unique. These projects can reinforce the district's specific character areas through features such as building placement, setbacks, massing, form, and materials.

Old Town along East Main Street includes three distinct character areas: a **"dispersed and eclectic"** mix of buildings between Parkway Avenue and SE 4th Street; Central Park and the Woodin Creek Corridor east of SE 4th Street; and a **"compact edge-to-edge"** arrangement of buildings and storefronts between Central Park and SE Grace Avenue.



Fig. 17: Main Street Character Areas

"OLD TOWN" BUILDING STYLES

The architectural character of Old Town and East Main Street reflects three predominant building typologies, each rooted in the historic styles of western downtowns.

The "Old Town" building styles include the modest one-story "box" style, characterized by its simple form and rhythmic arrangement of windows and openings; the iconic western storefront, distinguished by its false front façade; and the residential style, notable for its incorporation of gabled roof forms. While more economical and vernacular in execution, these styles collectively define the distinct and historic visual identity of the area.



Fig. 18: East Main Street "Compact" Character Area View

"The Box"

The "Box" style embodies a straightforward, economical approach to architecture, characterized by clean, boxy forms and minimal detailing. Prioritizing function and simplicity, this style employs efficient layouts and straightforward materials, creating a practical yet refined aesthetic.



Fig. 19: "The Box"

"The Western"

"The Western" architectural style features a prominent roofline with a large parapet concealing the gable end, creating a bold, streamlined appearance. In Battle Ground, the new interpretation of this style will highlight expansive storefront windows and large, projecting signage, fostering a welcoming and visually dynamic streetscape.



Fig. 20: "The Western"

"The Gable"

The "Gable" architectural style draws inspiration from traditional steeply pitched roofs of classic residential buildings. This updated version incorporates large storefront windows and skylights to create bright, inviting interiors that connect with the outdoors. These features allow natural light to fill the space and showcases the warmth and activity within.



Fig. 21: "The Gable"

ADDRESSING THE FIRST FORTY FEET UP & OUT

Strengthening the essence of Old Town's charm lies in the thoughtful design of its spaces—both upward and outward.

From the architectural details of building façades to the functionality of pedestrian-friendly streetscapes, these elements work together to enhance the area's visual appeal, usability, and sense of place.

The First Forty Feet Up

Buildings on each side of East Main Street are the edges that create a room. The character, quality and scale of the edges are important in defining the experience of Main Street as a distinct place. Renovation of existing buildings and new development should reinforce the character areas of the Old Town and complement its distinct features while also conveying contemporary construction techniques and the performance of materials for durability, quality, and energy efficiency.

The key design elements of the "first forty feet up" are essential to support the increased value, quality, function, and use of Old Town. When these elements are applied through renovation of an existing building or a new building, visual compatibility is the lasting result. The following building and storefront elements contribute to the character of the Old Town and builds on the principle of compatibility while encouraging creative new building designs that reflect their own time.

Storefront Essentials

- Materials
- Color
- Awnings + Canopies
- Windows
- Entries
- Lighting
- Signs

The First Forty Feet Out

Creating a walkable downtown destination requires the fundamental elements of street design to support a safe, comfortable, accessible and attractive environment for pedestrians that in turn promotes the use and function of adjacent businesses. Crucial to this effort is the necessary sidewalk width to allow for distinct zones accommodating pedestrian movement, outdoor dining, display of goods, and streetscape furnishings such as lighting, benches, public art, and bicycle parking.

Streetscape Zones

- Building Setback
- Building Frontage
- Pedestrian Way
- Landscape & Furnishing
- Walk-off
- Curb Extensions (not shown)
- Parking Lane
- Travel Lanes

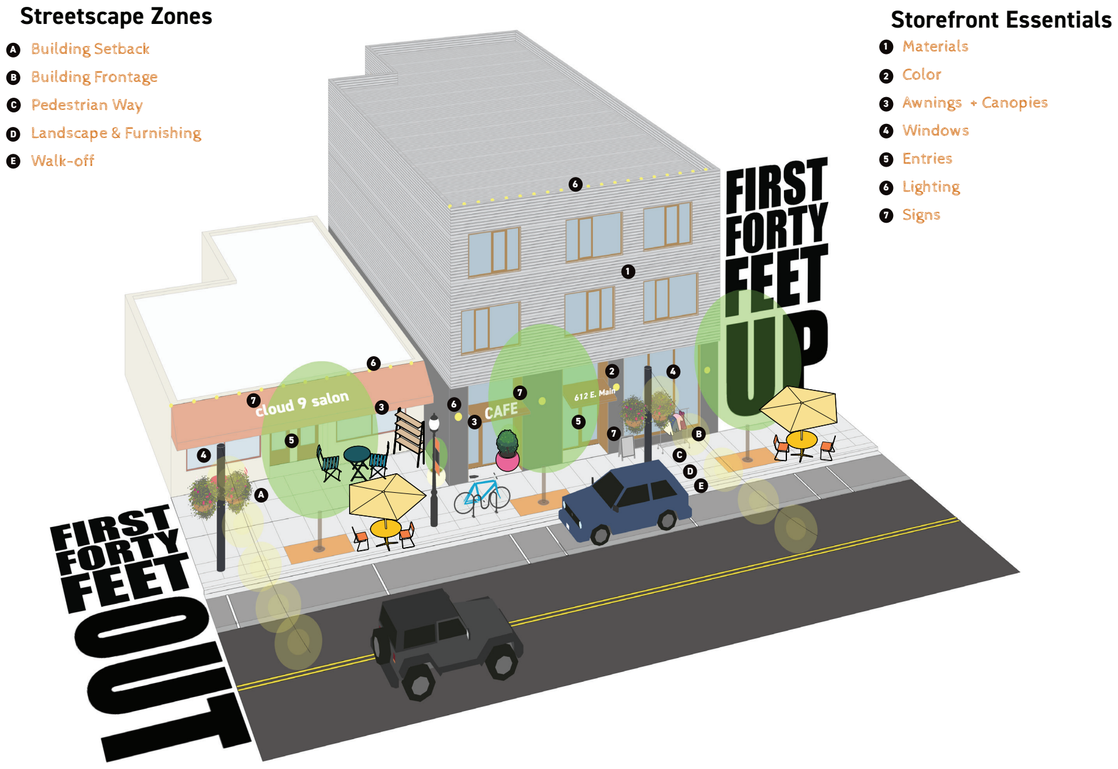


Fig. 22: Streetscape Zones & Storefront Essentials

APPLYING THE STYLE GUIDE

A practical, step-by-step resource for new buildings.

INFILL BUILDINGS

The East Main Street Infill Style Guide helps landowners and developers create a vibrant, walkable, and uniquely Battle Ground streetscape.

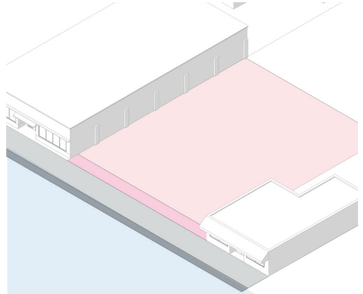
The following four tips support successful infill projects:

(1) siting your building to reinforce the street edge and frame public space;

(2) choosing an architectural style that complements Battle Ground's character;

(3) designing the first forty feet up to ensure upper floors contribute to a cohesive, engaging streetscape; and

(4) designing the first forty feet out to activate the public realm with thoughtful frontage and pedestrian amenities.

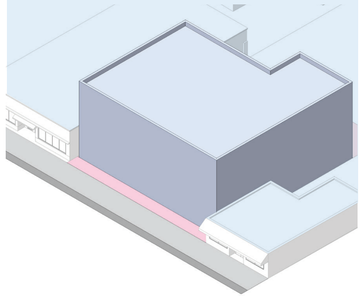


1. Siting a Building

Buildings near the sidewalk reinforce the street wall and support East Main Street's character. Provide at least 12 feet between the building and curb; an extra 5 to 10 feet can create space for gathering or retail. Always face windows and doors toward the street, with wide openings and clear visibility into ground-floor storefronts.

2. Choosing a Style

In selecting an architectural style unique to Battle Ground, ensure that new buildings reinforce and celebrate the best architectural qualities and traditions of East Main Street. See pages 28-29.



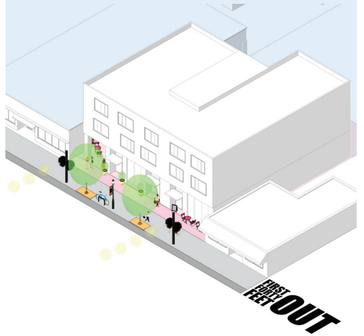


3. Designing FFF Up

This section guides decisions for shaping the first forty feet up the building façade, using scale, detailing, and materials to create visual interest and enrich the public realm of East Main Street. See pages 40-49.

4. Designing FFF Out

This section guides decisions for the first forty feet out from the building, focusing on elements such as landscaping, seating, and pedestrian amenities to enhance the streetscape and enrich the public realm of East Main Street. See pages 36-39.





Wow! Look at this.

By following these guidelines, each new building and storefront can play a role in shaping East Main Street that reflects the Old Town's identity while supporting its long-term vitality.

Fig. 23: Applying the Style Guide-- Infill buildings

APPLYING THE STYLE GUIDE, CONT.

A practical, step-by-step resource for the renovation of existing buildings and storefronts.

EXISTING BUILDINGS

The Main Street Style Guide for Battle Ground is also a valuable resource for landowners and property owners looking to enhance existing buildings along Main Street.

The following three tips support successful infill projects:

(1) Evaluate your building's siting to better reinforce the street edge and complement the distinct character of one of the three designated Main Street areas—Dispersed, Park, or Compact;

(2) Enhance the first forty feet up your building to contribute to a cohesive, attractive, and engaging streetscape.

(3) Engage in the first forty feet out from your building, improving the public realm with thoughtful frontage treatments and pedestrian-oriented elements.

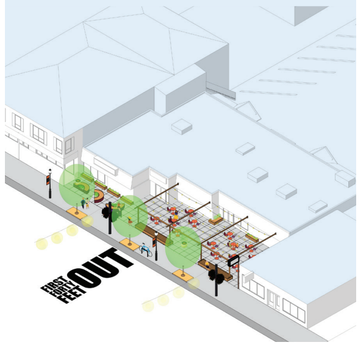


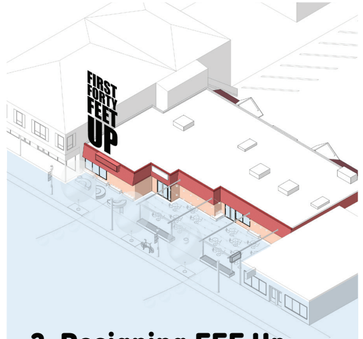
1. Engaging the Street

Consider how your building and storefront engages the street and maximize the exposure of what is going on inside with an active area outside the front door. Enhancements outside your front door can support an inviting and comfortable place for people and public gathering, showcase your "wares", and contribute to the experience of being in Old Town.

2. Designing FFF Out

Make design decisions for the first forty feet out from the building, focusing on elements such as landscaping, seating, and pedestrian amenities to enhance the streetscape and enrich the public realm of East Main Street. See pages 36-39





3. Designing FFF Up

Make design decisions for shaping the first forty feet up the building façade, using scale, detailing, and materials to create visual interest and enrich the public realm of East Main Street.See pages 40-49.

Wow! Look at this

By following these guidelines, property owners and businesses can make meaningful updates that strengthen Battle Ground's unique Old Town identity and support the area's long-term vitality.



Fig. 24: Applying the Style Guide-Existing Buildings

FIRST FORTY FEET OUT

The first 40 feet from the building play a crucial role in activating and promoting pedestrian movement, which supports a healthy business environment.

Key elements of this space include activation between the building and the sidewalk, where setbacks exist, and the use of streetscape zones by businesses within the East Main Street right-of-way promote a comfortable environment.

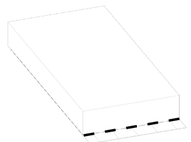
PROMOTE PEDESTRIAN MOVEMENT

Along portions of East Main Street, buildings are aligned edge to edge at the sidewalk, creating a continuous street wall. In some areas, buildings are set back from the street or from each other, the resulting fragmentation can disrupt the continuous flow of pedestrian movement, which is vital to supporting Old Town businesses.

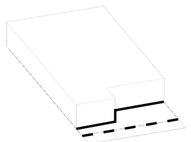
Buildings constructed at the sidewalk edge—or set back with a courtyard, yard, or parking lot—should follow good building form, incorporating windows and doors oriented toward the street to enhance visibility into interior activity and goods. Additionally, consistent street elements should be used to strengthen continuity, reinforce a distinct identity, and create a comfortable environment for pedestrians.



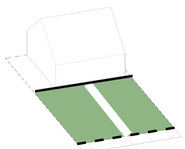
No Setback (Compact)



Court (Compact)



Yard (Dispersed)



Car Park (Dispersed)

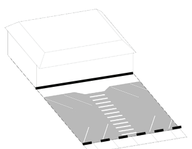


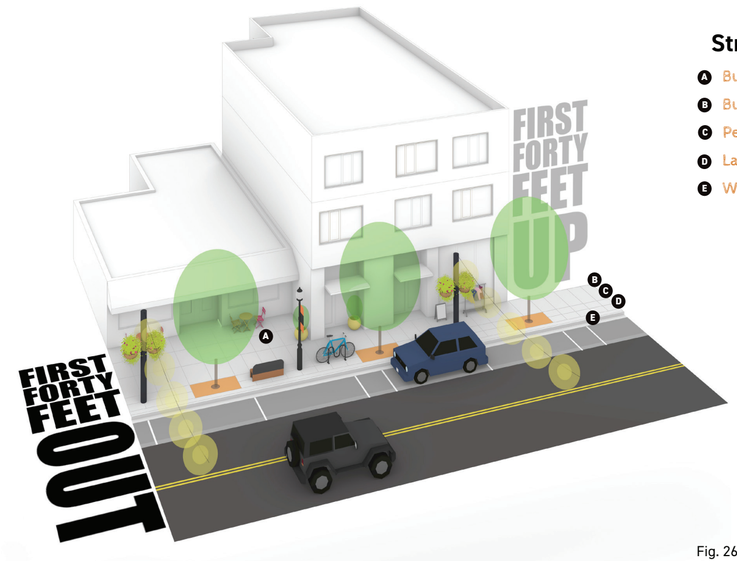
Fig. 25: Building Setbacks

ACTIVATE SETBACKS & STREETSCAPE ZONES

The design and rebuilding of East Main Street will include approximately 12-foot-wide sidewalks on each side of the street. When combined with buildings at the sidewalk edge or set back from the sidewalk, these areas can support multiple uses of outdoor space, creating an attractive environment for customers and promoting a distinct character unique to Battle Ground.

Streetscape zones help define areas for street furnishings, retail displays, and A-frame signboards, which can be placed along the building or near the curb. In setback areas, widened spaces can create an intimate setting for seating, dining, or shopping.

Preserve a "free and clear" zone in the middle of the sidewalk for pedestrian access, and always maintain a clear path to the front door. Street trees, lighting, public benches, and bike parking are best positioned near the curb. Along the curb line, leave space for people exiting vehicles next to the parking lane.



Streetscape Zones

- A Building Setback
- B Building Frontage
- C Pedestrian Way
- D Landscape & Furnishing
- E Walk-off

Fig. 26: Streetscape Zones-First Forty Feet Out

OUTDOOR USE AREAS

Sit, Stay, Connect—Sidewalks that Invite You In.

Benches, tables, railings, planters, and umbrellas can turn sidewalks into welcoming, comfortable spaces. Planters add greenery, seating encourages social interaction, and umbrellas provide shade and weather protection.

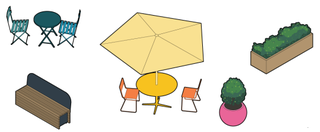


Fig. 27: Elements Adding Comfort

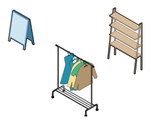


Fig. 28: Display & Interaction

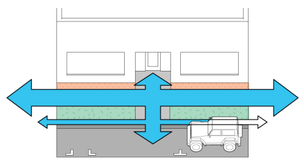


Fig. 29: Clear & Accessible Pathways

1. Comfort

Benches, tables & chairs, railings, planters and umbrellas can transform the sidewalks into inviting, comfortable spaces. Planters add greenery, softening the urban environment; seating encourages people to linger, fostering social interaction and a sense of community; Umbrellas provide shade and weather protection, making the space usable in varying conditions.

2. Display

Display elements like sidewalk signage, product stands, and seasonal decorations add interest and attract customers to commercial areas. By engaging passersby and showcasing offerings, they enhance the streetscape vibrancy and encourage exploration and interaction with the business.

3. Accessible/Safe

Clear and accessible pathways to businesses are essential for ensuring everyone can navigate and enjoy commercial areas safely and comfortably. Well-designed pathways with proper lighting, smooth surfaces, and minimal obstacles support inclusivity for people of all ages and abilities.



Fig. 30: Outdoor Seating



Fig. 31: Outdoor Display



Fig. 32: Accessible Walkway

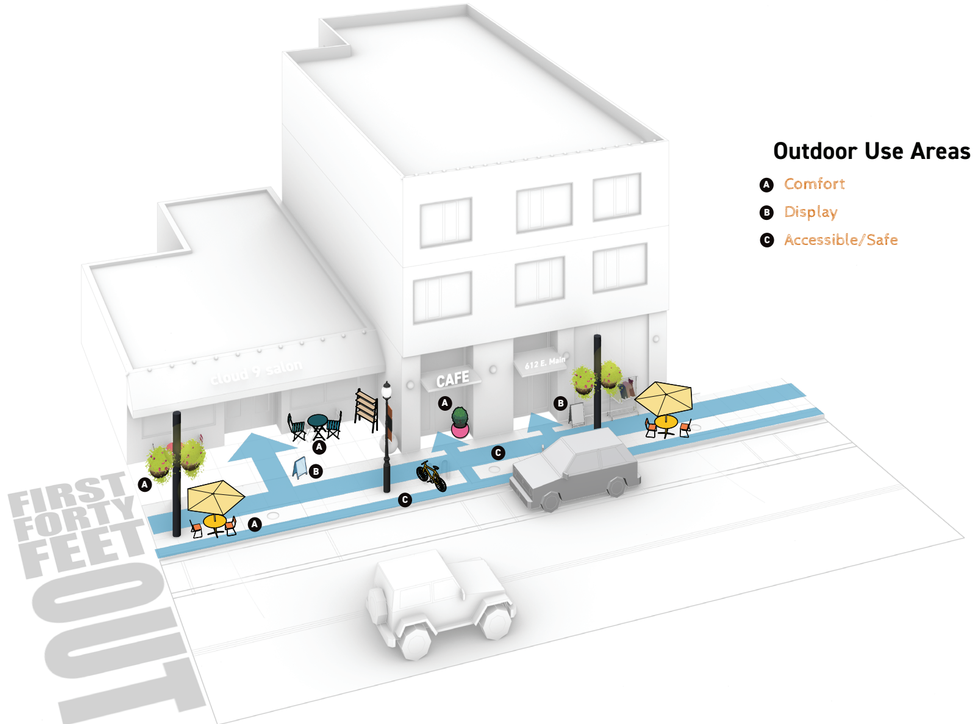


Fig. 33: Outdoor Use Areas

FIRST FORTY FEET UP

The first 40 feet of a building's height are key to shaping Main Street's character, reflecting the community's identity and supporting a vibrant, high-quality business environment.

There are six essential elements that successful storefronts should address and include:

Material
Durability, textures and finishes that contribute to the quality of the building.

Color
3-4 color changes depending on the building's architectural details and surfaces

Windows
of sufficient scale to view the interior or displays; clear glass; unobstructed with signage or furnishings; displays that are visually merchandised to create impact

Signage
Typically a minimum of 3 unique locations oriented for both auto and pedestrian audiences. 2 out of the 3 are for pedestrians.



Fig. 34: Active Storefront

Entrance
Facilitate succinct, on brand and intuitive wayfinding for the point of entry.

Sidewalk activation
Stage products, props, landscaping or outdoor seating to SHOW shoppers what they're about.

Lighting
As many of the six layers as possible--ridgeline, building wall, signage, entry, pathway, and window

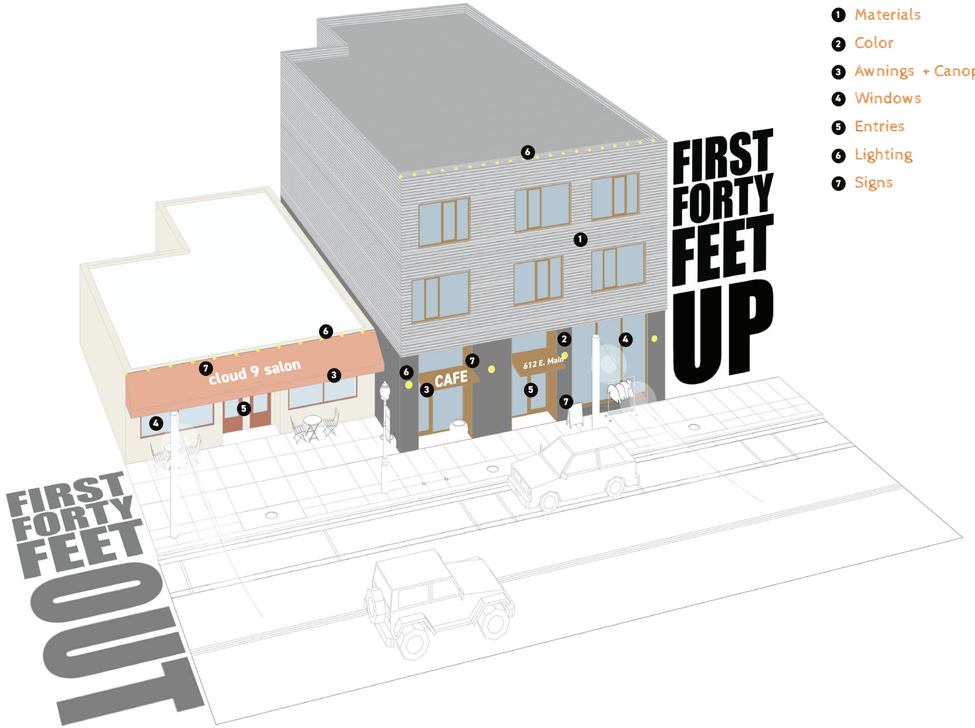


Fig. 35: Storefront Essentials- First Forty Feet Up

MATERIALS

Materials Matter—Let Your Walls Tell the Story.

Wall materials define a building's character and quality. Their textures, lines and finishes add visual interest and help integrate the building into the streetscape. For corner buildings or those offset from others, maintain consistent treatment on all publicly visible sides.

Old Town features various materials—concrete, brick, stone, wood, metal, and stucco (see Figure 36). Along East Main Street, buildings typically use one material or two complementary ones.



Fig. 36: Existing Building Materials

1. Continuity

A uniform application of a primary material provides a clean, timeless appearance, reduces visual clutter and helps storefronts contribute to the larger streetscape. Secondary materials can be used sparingly for trim, accents, or functional elements like doors and signage.

2. Light Top, Heavy Bottom

When using two materials on the ground-floor or between floors, create balance and proportion with a visually heavier base, transitioning to lighter materials on upper levels. Use a cornice, trim, or belt course, to delineate between materials avoiding abrupt transitions or mismatched materials.

3. Accent Materials

Accent materials should highlight key architectural elements, such as door and window openings. Additionally, transitional features between the base, middle, and top sections of the building can be emphasized to enhance the overall design.



Fig. 37: Uniform Wall Material



Fig. 38: Heavy Bottom & Light Top



Fig. 39: Wall Accents

COLORS

Fresh Paint, Fresh Vibe.

Paint is one of the simplest and most cost-effective ways to add interest to a storefront, especially in the gray climate of the Northwest. Color variations (anywhere from 2 to 5) can prevent monotony and will work in concert with the building's texture, light, and shadow to add depth and interest.

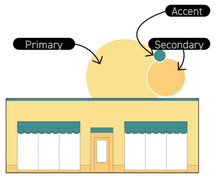


Fig. 40: Hierarchy of Color



Fig. 41: Identity Through Color

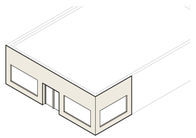


Fig. 42: Wrap the Corners

1. Hierarchy

Organize building colors by varying their use. Apply the main color to most surfaces, a secondary color to highlight openings, foundations, and bulkheads, and an accent color for doors and decorative details like cornices, brackets, and trim.

2. Identity

Color is a powerful marketing tool. The right combinations on a storefront or building can shape perceptions of the business within. A monochromatic scheme conveys balance, harmony, and warmth.

Exuberant schemes use energetic colors to highlight features without overwhelming the design, while the Modern Rustic theme blends neutral colors with natural elements like wood for subtle harmony.

3. Wrap the Corners

The sides of buildings are as important as the front. Extend the building's base color and other treatments around the corner for continuity.



Fig. 43: Hierarchy of Color



Fig. 44: Color Schemes



Fig. 45: Front to Side

AWNINGS + CANOPIES

Weather Protection Meets Personality.

There's no one-size-fits-all answer to whether a storefront should have an awning. Awnings serve two main purposes: protecting pedestrians and products from sun, rain, and snow, and introducing branding elements that enhance visibility and appeal.

If used, an awning should accommodate signage (above and below) and align with the building's windows and openings. However, if it doesn't offer weather protection, support branding, or complement the building's style, it's best left off. Internally illuminated or backlit awnings are discouraged.

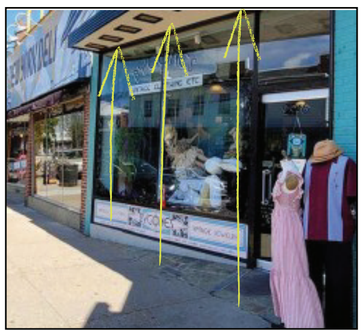


Fig. 46: 9-foot Clearance

1. Weather Protection

Canopies and awnings protect pedestrians and outdoor spaces from weather in urban areas. Their size and form should complement the storefront while fulfilling their function. Ideally, they should offer at least 9' of clearance for signage.

2. Branding & Signage

Canopies and awnings can showcase brand elements like color or graphics. Add address numbers, category listings (e.g., burgers, shakes), or taglines (e.g., "Your hometown favorite") to the valance, but avoid placing the business name there. The valance is difficult to illuminate, and the cost may not justify the return. Find better signage locations.

3. Avoid Dark Spaces

Awnings for recessed entries are unnecessary, as the door and threshold are already protected. If desired for branding, ensure the entry is well-lit, removing dark shadows. Add a ceiling light if needed to create a welcoming and safe entrance. Awnings in other areas can support lighting centered over the sidewalk.



Fig. 47: Weather Protection



Fig. 48: Signage



Fig. 49: Appropriate Use of Awning

WINDOWS

Show, Don't Hide: Your Storefront Is Your Stage!

Storefront windows reflect the charm and character of Old Town. People are drawn to businesses with engaging displays that showcase products, services, or activity inside. In contrast, blank walls or windows that are blocked, cluttered, or static fail to capture attention.

For restaurants, visibility of food cues—like pendant lights, tables, and diners—conveys the atmosphere to passersby. Even service businesses benefit from clear views inside, ideally to a welcoming reception area.



Fig. 50: Storefront Display

1. Allow Sightlines

The larger the "openings" in your storefront, the better! Avoid reducing the overall size of the windows, and prioritize using clear, non-tinted glass to maximize visibility.

Place logos or lettering in the upper or lower sections of the window. Light or white-colored lettering offers maximum visibility on glass, as dark colors are often hard to see. If shades are used, opt for dark materials so that signage remains clearly visible through the contrast.

Retailers should raise items to eye level for their window displays. Hanging backdrops, props, and signs, and using platforms, tables, or stands will accomplish this.

2. Lighting is imperative

To ensure your window display remains visible at all hours of the day, consider using track lighting as the ideal solution. Position the lights above the main window, as close to the glass as possible, to shine down effectively on the display.



Fig. 51: Views to the Inside



Fig. 52: Nighttime Window Lighting

ENTRIES

Open the Door to a Great First Impression.

A store's entryway plays a key role in shaping first impressions. Use this space to set the tone with engaging design—creative signage, unique door handles, and personal touches can make entering memorable.

If there are multiple entrances (such as a rear door), all should follow good design practices. Keep entrances and vestibules well-lit to feel inviting.

Enhancing the area around the entry with flower boxes, benches, sandwich boards, or signature props like a bicycle or mannequin can draw attention and increase foot traffic.



Fig. 53: Storefront Entry

1. Door Signage

Doors that are a majority glass, three-quarters or more, are most appropriate for commercial businesses.

Position the **business name** at eye level. Avoid solid background decals that obstruct sightlines (opt, instead for lettering only).

2. Address Numbers

Need only appear once. Opt for dimensional numbers or custom white vinyl in a readable font that complements your brand (versus ready-made hardware store decals) and adheres to fire code size and contrast requirements.

3. Threshold Treatments

Such as decorative tiles that serve to differentiate your entrance from the sidewalk are encouraged. Large, exterior doormats (used during business hours only) also distinguish your entryway.



Fig. 54: Door Signage

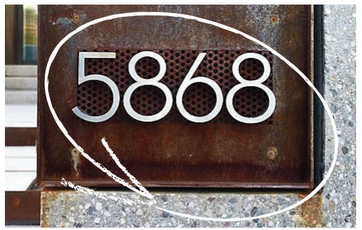


Fig. 55: Proper Address

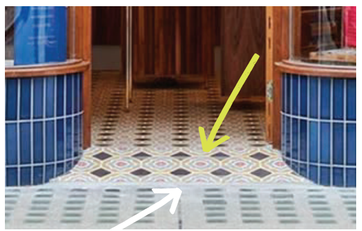


Fig. 56: Threshold Treatment

LIGHTING

Shine on After Five and Keep Downtown Alive!.

Lighting plays a crucial role in creating a welcoming downtown atmosphere. A layered lighting plan begins with essentials like signage, entry, and window lighting, then expands to ridgeline and pathway lighting to enhance the streetscape. Architectural lighting further elevates the design by accentuating building features.

Effective lighting minimizes glare, prevents light trespass, and ensures proper illumination. A neutral, soft white light with a color temperature of 2700K–3000K is ideal, benefiting both humans and nocturnal animals while creating a comfortable and inviting ambiance.

1. Ridgeline

Defines the building or an area (such as cafe lights defining outdoor seating/eating or gathering spaces).

2. Architectural

Highlights important/interesting aspects or creates them.

3. Signage

Ideally, all locations where the business name is on the building should receive light.

4. Entrance

Ensuring well-lit entries not only enhances the aesthetic appeal but also improves accessibility and security for visitors. Illuminate both customer and employee entrances.

5. Pathway

Pedestrian-level lights on private property to support the journey alongside buildings and between storefronts.

6. Window

(Internal) track lighting to illuminate window displays.

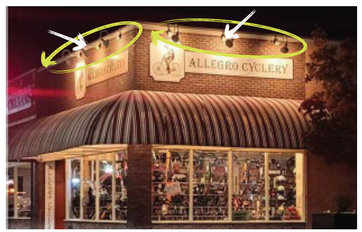


Fig. 57: Ridgeline Lighting



Fig. 58: Signage Lighting



Fig. 59: Wall Lighting

SIGNS

Spot you. Get you. Can't forget you!

The most effective signage is simple and easy to understand. Image-based messaging ("show" versus "tell") is ideal.

People respond to "different". Signage that is non-traditional (typically in its shape or material) will receive more attention than a traditional (flat, rectangular) one.

When the type of business is not evident in its name, it is imperative to incorporate the business type at the top of the messaging hierarchy. ("Bill's Tires" is obvious. "Bill's", less so, therefore, "Tires" should be prominent in messaging.)



Fig. 60: Image-based Messaging

1. Signage in Multiple Locations

Starting from the top (façade signage) and moving down (blade and sidewalk signage), think of it as telling a story. Begin with signs for passing cars, then pedestrians across the street, and finally those approaching your door.

2. Illumination

All business signs should be illuminated. External lighting (shining onto signs rather than from within) is preferable. Neon, halo, and back-lit channel letters are acceptable, but box or cabinet signage and awning-based signage are discouraged.

3. Community Messaging

Dedicate space for 2–3 community event posters, ensuring they are promptly removed after the events end. These posters should not overshadow or take precedence over business signage.

Avoid signage clutter or chaos. Excessive messaging, whether from your business or others, can overwhelm and cause shoppers to lose interest.



Fig. 61: Multiple Signs



Fig. 62: Illumination



Fig. 63: Image-based Sign Board

SIGNS

Where Your Story Meets the Street —Front and Center

Your business signage is more than just a name—it's your story told in lights, colors, and design! Whether it's a bold monument sign, eye-catching façade letters, a stylish blade, a welcoming door decal, or a friendly sidewalk sign, each has its role in guiding customers to your door and making a lasting impression.



Fig. 64: "Eye-catching" Signs

1. Monument

This signage is freestanding unattached from the building, directed to auto traffic This is not a replacement for building signage. It follows the guidelines mentioned.

2. Facade

This signage lives above the windows and awning and speaks to the audience across the street. Typically the largest sign, its maximum size will be determined per city sign code.

3. Blade

These pedestrian-facing signs require the utmost attention to detail (e.g. high quality materials) since they are viewed from near distance. These signs should be positioned to indicate the business's entrance. As was mentioned earlier, if the business name is not indicative of its nature ("Bill's) opt for a descriptor ("Tires") – this is also an opportunity for a non-traditional sign type (such as an actual tire shape) versus words.

4. Door

Position the business name at eye level. Avoid solid background decals that obstruct sightlines (opt, instead for lettering). This signage will be illuminated by the store's exterior entry light.

5. Sidewalk (A-frames, Sandwich Boards)

This signage type speaks to foot traffic. Bespoke sidewalk signage is ideal. Sidewalk signage should be displayed only during business hours. Ideally, this signage should be located within the boundaries of the storefront (at least within sight of the store).

Framework Plans

Land Use, Mobility, Infrastructure and Regulatory

OVERVIEW

The Framework Plans provide an integrated approach to land use development, and transportation planning, supported by the necessary infrastructure investments and the regulatory tools to encourage revitalization of Old Town.

The Framework Plans chapter outlines the core strategies that will guide the revitalization and long-term success of Old Town. These strategies are organized into four interrelated frameworks: **Land Use, Mobility, Infrastructure, and Regulatory**. Together, they establish a roadmap for enhancing the distinct character of Old Town while supporting its evolution into a vibrant, walkable, and unique destination in Battle Ground.

Each framework addresses specific elements critical to Old Town's future and continued success:

- The **Land Use Framework** focuses on reinforcing the qualities that make Old Town unique—its historic storefronts, small businesses, and inviting character—while identifying opportunities for new mixed-use development, public gathering spaces, and strategic parking management.
- The **Mobility Framework** reimagines Main Street as a pedestrian-focused, signature destination. It introduces a clear hierarchy of streets, prioritizes walking, biking, and rolling, provides alternatives for through-traffic, and sets the stage for future transit enhancements and wayfinding improvements.
- The **Infrastructure Framework** ensures Old Town's physical systems can support its revitalization. This includes a phased approach to undergrounding utilities, rebuilding East Main Street with high-quality amenities, and upgrading water, sanitary, and stormwater systems to meet existing and future demands.
- The **Regulatory Framework** recommends potential amendments to local development codes, design standards, and programs to greater enable mixed-use development, support pedestrian-oriented streetscapes, encourage investment in storefronts, and align infrastructure improvements with community goals.

These frameworks work together to realize the community's vision for Old Town as a distinct, accessible, and thriving place—one that celebrates its heritage while embracing its future. Each section that follows provides a more detailed overview of the corresponding framework elements and key strategies.

Figure 65 is a composite diagram defining the land use and transportation framework elements.

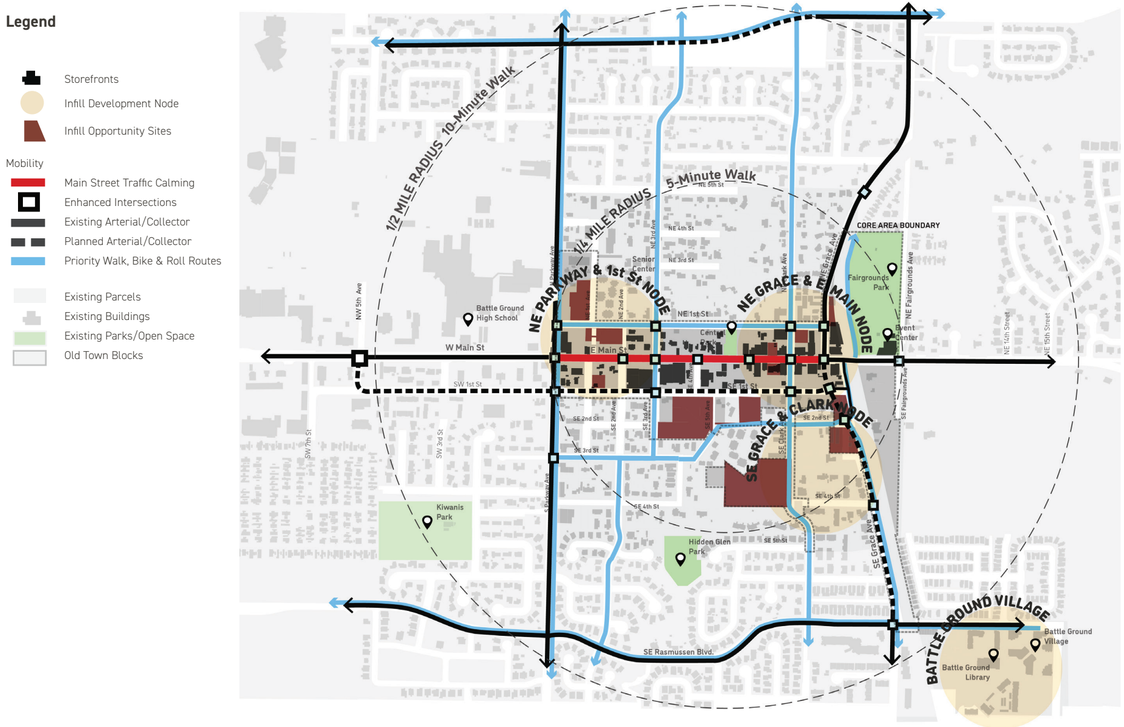


Fig. 65: Integrated Land Use and Transportation Diagram

MARKET ANALYSIS

Old Town has a large number of both strengths and opportunities, suggesting that this is an area of significant potential. Most of the threats are related to national and regional trends in retail, office, and development.

Unlocking Old Town's Potential

Leland Consulting Group conducted a market and demographic analysis to identify the factors that support or hinder growth and investment in Old Town. This analysis provides a foundation for understanding the area's potential for future development and ensures that planning efforts are grounded in market realities and feasibility. Old Town Battle Ground is a mixed-use district characterized by underutilized land, transit access, and increasing demand for housing and retail. Its strategic location, positive demographic trends, and flexible zoning make it well-positioned to evolve into a vibrant destination, with opportunities for new residential, retail, and food and beverage uses.



Factors Influencing Growth Potential

1. Retail and Food & Beverage Demand

- **Population-driven demand:** Rapid growth in Battle Ground and Clark County is increasing demand for neighborhood-serving retail.
- **Market opportunity:** Leland Consulting Group (LCG) estimates 37,000–57,000 sq. ft. of new retail demand in Old Town, especially for:
  - » Full-service restaurants
  - » Limited-service (fast casual/takeout)
  - » General merchandise
- **Support for entrepreneurs:** Demand for smaller or shared retail/restaurant spaces creates opportunities for local startups.
- **Mixed-use synergy:** Retail combined with housing, office, or civic space increases viability and activates the area.

2. Housing Demand

- **Citywide housing need:** Battle Ground needs over 1,200 new units, with 22% being multifamily (2021 Housing Needs Assessment).
- **Old Town potential:** Between 145–246 new multifamily units could be added within a 5-minute walk of Old Town over the next decade.
- **Small household trend:**
  - » Over 50% of households have 1–2 people.
  - » Strong potential for urban-style apartments and smaller units in walkable locations.
- **Affordability and foot traffic:** Increased housing in and near Old Town improves affordability and supports local businesses by boosting daily activity.

Strengths	Weaknesses
• Strong population growth • High, rapidly increasing median household income • Relatively young population • Family-oriented with growing number of young children • In-migration from Portland Metro Area counties • Concentration of unique small businesses • Repeat visitors who come to Old Town an average of five times per year • Unique local businesses and service providers • C-Tran service connecting to the Van Mall Transit Center	• Low housing density adjacent to Main Street • Visitor activity is primarily between 10 AM and 8 PM • Auto-dominant, with parked cars encroaching on the sidewalk in some areas • Lack of multifamily housing typologies directly adjacent to Old Town • Limited entertainment options • Few parks, plazas, seating areas, or gathering places • Limited new development over the past 20 years • Distance from major transportation routes (I-5, I-205)
Opportunities	**Threats**
• High share of one- and two-person households indicates potential demand for smaller unit types that could fit well in Old Town • Significant demand for new housing, including multifamily, over the next ten years • Extremely low retail vacancy rate and retail rents compared with the market • High unmet demand for retail types that could fit well in Old Town, including bars and restaurants • Denser housing within a five-minute walk of Old Town could drive up retail demand, increase vibrancy, and reduce car dependence in the area • Transportation improvements would increase safety and walkability • Building on the notoriety of Clark County generated by the success of the Vancouver Waterfront • Proximity of schools and civic spaces could shape Old Town's identity as a recreational hub for all ages • Improved connection with Battle Ground Village	• Rapidly rising home values could lead to households getting priced out of the city • Shift to ecommerce could negatively impact Old Town businesses • Challenges in the development industry, including high interest rates and construction costs, could slow needed improvements • Competition from retail centers in Vancouver, Camas, Washougal and other nearby cities • Competition for retail tenants with the proposed new BG Commercial West retail development just south of Old Town, which will include nearly 64,000 square feet of retail space, as well as Battle Ground Village

3. Development Capacity

- **Zoning flexibility:** Old Town's Downtown Commercial zoning allows for mixed-use buildings up to 60 feet in height.
- **Vacant & underutilized land:** Redevelopment can accommodate a mix of retail, housing, and entertainment uses.
- **Infill opportunity:** Smaller scale projects such as townhomes, and apartments can gradually strengthen the district.

4. Demographics & Spending

- **Growing young population:** 25% of residents are under age 15; this group is expected to grow by 271 youth by 2028.
- **Prime-working age** population is increasing.
- **Above-average spending** in categories like:
  - » Food away from home
  - » Apparel & services
  - » Entertainment & recreation
  - » Home furnishings
  - » Personal care

5. Transit Access

- C-Tran routes 7 and 47 stop directly in Old Town, connecting residents to Vancouver's Van Mall Transit Center.
- Enhances accessibility and supports a walkable, car-optional lifestyle.

6. Public Realm and Community Events

Schools, parks, and civic spaces bring consistent local activity. Harvest Days and other events already draw visitors.

Considerations:

- » Pedestrian improvements to E Main Street for teens and families
- » Public plaza for year-round festivals or pop-up markets
- » E Main Street as a temporary "festival street" for car-free events

7. Office and Employment Uses

- Office demand is limited due to remote work trends.
- Small, flexible space may appeal to healthcare or service businesses.

Strategic Implications

- Encourage a mix of housing, retail, and public space to create an all-day, everyday destination.
- Support infill housing and local businesses through flexible zoning and incentives.
- Invest in placemaking and infrastructure to draw residents and visitors.
- Focus on activating vacant land and supporting local entrepreneurship.

Subarea Plan implementation should emphasize:

- » **Redevelopment of vacant and underused sites**
- » **Investment in pedestrian and civic infrastructure**
- » **Policies that encourage housing diversity and small business incubation**

LAND USE FRAMEWORK

The land use framework presents a snapshot of potential future development that can support a vibrant mix of activities centered around East Main Street.

The mix of uses identified are compatible with, and enhance, the vitality of existing businesses. At its core, the framework emphasizes the importance of sustaining and strengthening East Main Street as the heart of the community.

The framework is built on four key elements, beginning with a focus on the health of existing businesses, the potential for future development to support the long-term vitality of Old Town, and strategies for managing parking.

1. Continued i**nvestment in existing properties and upgrades to Old Town storefronts** are essential to maintaining a lively and attractive commercial district.

2. Vacant and underused sites offer opportunities for infill and redevelopment to support distinct nodes. They can **support new retail, dining, entertainment, and service uses**—attracting residents and visitors. New development may also add housing to meet the needs of the community and the growing number of smaller households seeking walkable access to businesses.

3. Families will continue to be drawn to Main Street—especially when new uses support **family-friendly activities and provide more public gathering spaces**. These enhancements will encourage people to spend more time in Old Town.

4. Supporting the health of businesses also requires **a thoughtful approach to parking management.** A balance of public and private parking options will ensure convenient, accessible parking that encourages a "park once, walk everywhere" experience.

The land use framework framework supports a lively, welcoming Old Town that meets the needs of current and future residents, businesses, and visitors. The following sections explain the key elements and guiding principles for putting this vision into action.



Fig. 66: Land Use Framework

1. STOREFRONTS

Investment in existing properties and upgrades to, Old Town storefronts are essential to maintaining a lively and attractive commercial district.

The heart of Old Town lies in the businesses that line the edges of East Main Street and contribute to the look and feel, as well as, the "experience" of being in the district. The quality of storefronts in Old Town plays a key role in adding visual interest and character to the street, encouraging foot traffic and contributing to the overall vibrancy and economic vitality of East Main Street. Attractive storefronts spark curiosity and promote exploration, making people more likely to walk farther, linger longer, and visit multiple businesses in the area.

To better understand potential improvements, the consultant team member FrontDoorBack surveyed business and property owners about changes they're considering. Figure 67, illustrates the popular upgrades include exterior painting, lighting, signage, and window and door replacements. Some are also planning interior lighting and outdoor furnishings like seating and landscaping.

The team also met with a representative group of businesses to review storefronts in person, discuss design ideas, and explore specific improvements and costs. The findings from the survey and individual design sessions informed recommendations for the City to consider establishing a storefront improvement program. A summary of these recommendations is provided in the Implementation Plan section of this document on page 118.

Figure 67, Before & After Storefront Improvement Concepts, illustrates three examples of improvements planned for Main Street. Both Pacificly You and Uptown Screen Printing completed improvements during the Subarea Planning process.



Subarea Plan Action Item(s):

1.Explore funding and implementation of a façade grant program to encourage continued investments in quality storefronts.

2. Use the Plan's Style Guide best practices **as a tool for renovating existing storefronts** and shaping the character of future infill development.

The Style Guide chapter of this document (pages 26-49) offers tips and best practices to help businesses and property owners plan future storefront improvements. The Appendix includes details on the recommended design concepts and estimated costs for improvements.



Fig. 67: Storefront Improvement Concepts

2. INFILL & NEW USES

Old Town's strategic location, positive demographic trends, and Downtown mixed use zoning make it well-positioned to evolve into a vibrant destination, with opportunities for new residential, retail,commercial and services.

Old Town includes several vacant and underused sites that offer strong potential for infill development. These sites can support a mix of retail, service, and residential uses—diversifying downtown offerings and reinforcing a vibrant, walkable destination for residents and visitors alike.

A broader mix of uses is key to Old Town's long-term vitality. New businesses, family-friendly programming, public spaces, and community events can better serve the area's growing number of families. At the same time, more diverse housing options—such as townhomes, apartments, and mixed-use buildings—can meet the needs of an aging population and the rise in single- and two-person households.

The development scenarios show how infill and new uses could take shape across three distinct nodes. Each builds on the unique characteristics of each node, proposes market-supported uses, aligns with zoning requirements, and includes public amenities that attract investment.

- **NE Parkway and 1st Street Node:** Infill housing along NE 1st Street—including townhomes and multifamily units—could bring more residents to Old Town. Redevelopment at SE 1st Street and SE 1st Avenue could feature ground-floor retail with housing above, boosting street activity.
- **NE Grace and E. Main Street Node:**The former Andersen Dairy building, Al and Ernie's, and the old granary are envisioned as a vibrant market hall with space for events, a bakery, and an ice cream shop. Additional public parking could be added on land from the Grace Avenue realignment. New public gathering spaces could include a plaza and support Main Street–oriented outdoor dining in front of Happy Family.
- **SE Grace and Clark Avenue Node**: The Grace Avenue realignment creates opportunities for mixed-use development with storefronts, townhomes, upper-story housing, and added parking. Ongoing and planned multifamily housing nearby strengthens this node as a mixed-use neighborhood in the Old Town.

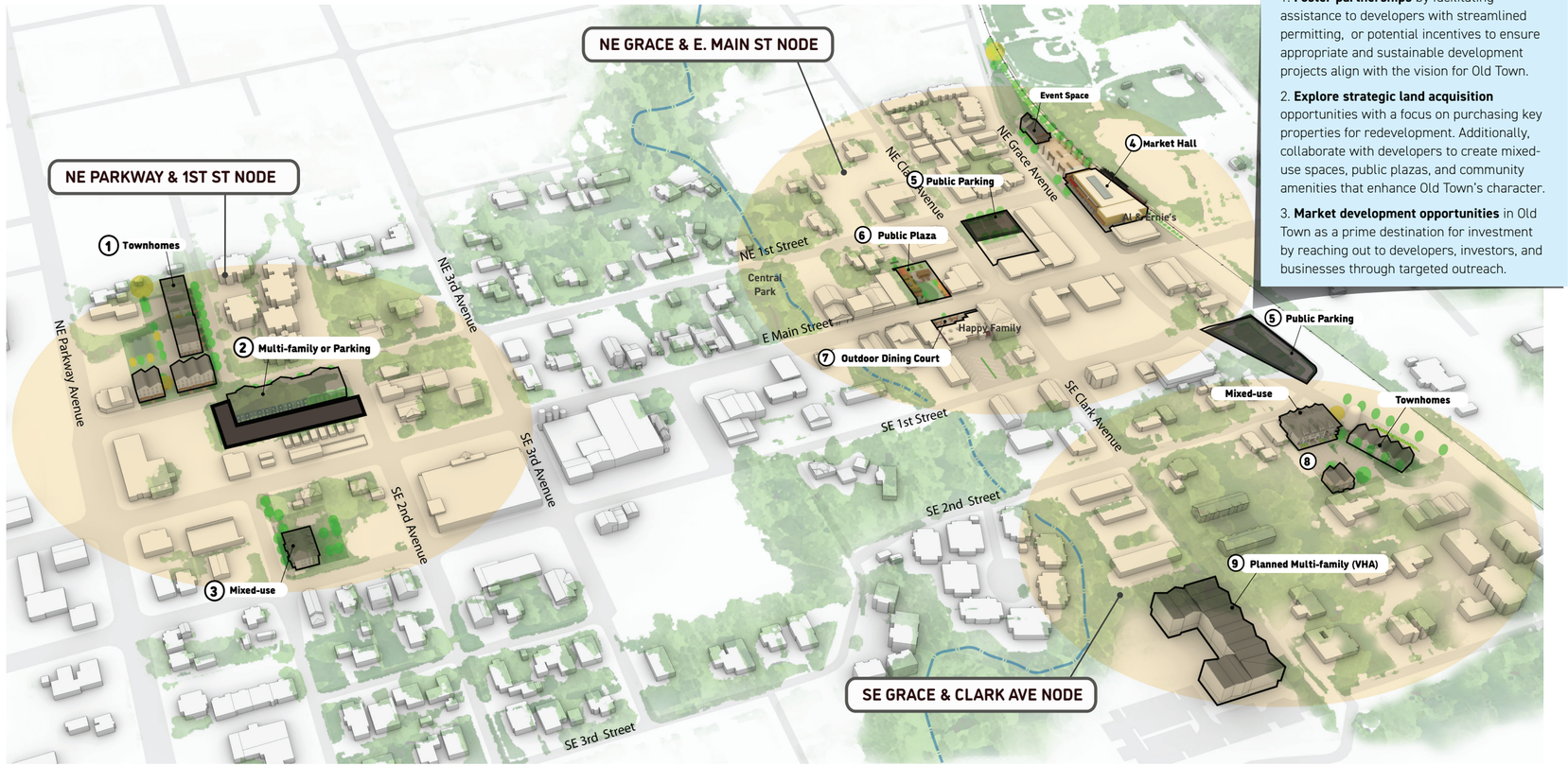


Fig. 68: Potential Infill Development Nodes

Subarea Plan Action Item(s):

1. **Foster partnerships** by facilitating assistance to developers with streamlined permitting, or potential incentives to ensure appropriate and sustainable development projects align with the vision for Old Town.
2. **Explore strategic land acquisition** opportunities with a focus on purchasing key properties for redevelopment. Additionally, collaborate with developers to create mixed-use spaces, public plazas, and community amenities that enhance Old Town's character.
3. **Market development opportunities** in Old Town as a prime destination for investment by reaching out to developers, investors, and businesses through targeted outreach.

Infill Development Node: NE Parkway and 1st Street

An existing dining cluster at the western entrance to Old Town is enhanced by the addition of townhomes, multifamily housing, and potentially public parking to support Main Street businesses.

1. Townhomes – Infill of vacant lots with new townhomes contributes to the residential mix and is oriented toward NE 1st Street.

2. Multifamily or Public Parking – A vacant lot developed as a multifamily building supports housing options and establishes an urban neighborhood in walking distance of schools, retail and commercial uses. Development could also include as an interim or longer term use a public parking lot to support Main Street retail and commercial uses.

3. Mixed Use – Redevelopment of an existing single-family residence into a mixed-use building with ground-floor storefronts and upper-level housing. A shared-use parking lot supports the adjacent northern property, all under common ownership.

Development Character

- Buildings should front primary streets, such as NE 1st Street and SE 1st Avenue, with direct access from the sidewalk. Setbacks should allow for a 12-foot-wide sidewalk, with an additional five-foot minimum setback when residential uses are on the ground floor.
- Windows and doors should face the street.
- Parking should be located behind or to the side of buildings, or within parking structures.



Fig. 69: N Parkway Avenue & 1st Street Development Node

- Access to parking should be limited to one point from NE 1st Avenue and/or NE 2nd Avenue.
- Public parking lots should be set back and screened with landscaping.

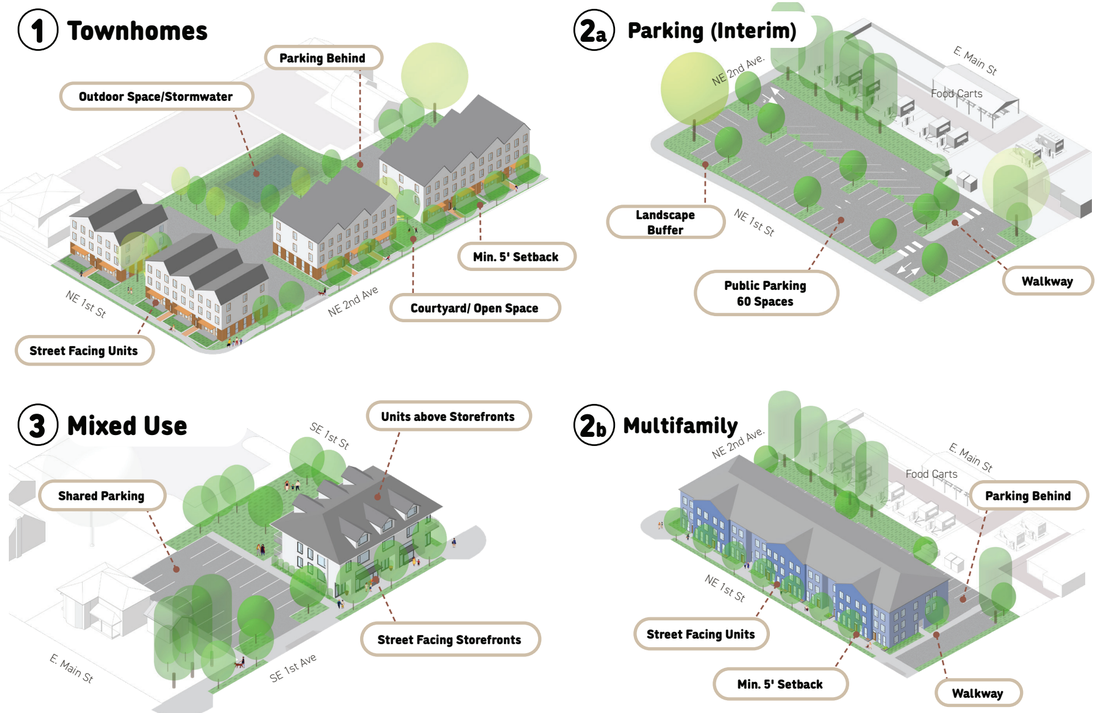


Fig. 70: Mixed-use Development Concepts

Infill Development Node: NE Grace and E. Main Street

Redevelopment of the former Andersen Dairy bottling plant at the eastern entrance to Old Town is clustered near the intersection of Grace and Main and anchored by a Market Hall, a public square and public parking.

4. Market Hall – The former Andersen Dairy plant is reimagined as a Market Hall, featuring the revival of Al & Ernie's as a bakery café, along with an event space, shared parking/gathering area, and a new storefront,servings as a major destination and anchor.

5. Public Parking – Infill of vacant lots and redevelopment of land associated with the Grace Avenue realignment could accommodate public parking to support nearby businesses along E. Main Street and NE Grace Avenue.

6. Old Town Public Plaza – Vacant lot infill could be repurposed a public plaza, supporting daily activity, programmed events, and special gatherings, strengthening its role as a central community hub and complement to Central Park.

7. Dining Court – Redevelopment of the Happy Family Restaurant site could create a dining court set back from the street, activating Main Street.

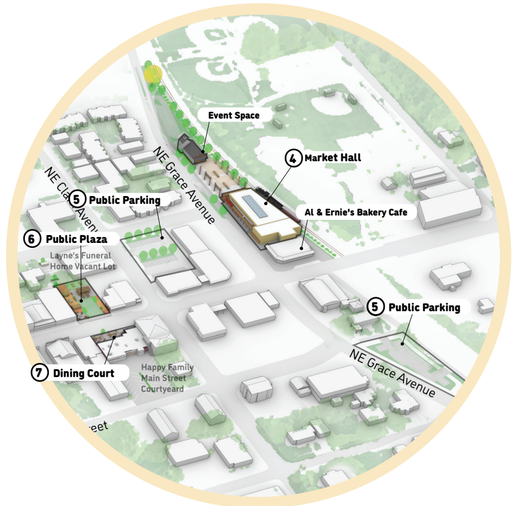


Fig. 71: NE Grace & E. Main Street Development Node

Development Character

- Buildings should front primary streets and provide direct access from the sidewalk. Where feasible, setbacks should accommodate a 12-foot sidewalk.
- Windows and doors should face the street, with transparent glazing to provide visual connection into storefronts.
- Parking should be located behind buildings, or to the side.
- Access to parking should be limited to a single location from an adjacent street frontage.
- Public parking lots should be set back from the street and screened with landscaping.
- The public plaza should include flexible space (paved or softscape) for small events, seating, shade elements, and features such as public art, play sculptures, or murals. Festive lighting and landscaping are encouraged to enhance its atmosphere and usability.

4 Mixed Use Market Hall, Retail & Event Space



Fig. 72: Market Hall & Event Space Precedent

Fig. 73: Mixed-use Market Hall Development Concept

Infill Development Node: SE Grace and Clark Avenue

Additional multifamily housing reinforces this area as a close-in residential neighborhood, while incorporating storefront commercial uses and an active street edge along this key connection between Old Town and Battle Ground Village.

8. Mixed Use Residential and Storefront and Townhomes- excess right-of-way from the Grace Avenue realignment is an opportunity to partner with an existing property for redevelopment with a mixed-use building with storefronts and upper floor housing and the addition of townhomes.

9. Planned Multi-family- the Vancouver Housing Authority has plans for building multi-family along a portion of SE Clark Avenue providing additional housing options within walking distance of Main Street and Battle Ground Village.

Development Character

- Buildings should front primary streets and provide direct access from the sidewalk. Where feasible, setbacks should accommodate a 12-foot sidewalk, with an additional minimum five-foot setback for ground-floor residential uses.
- Windows and doors should face the street, with transparent glazing for storefronts having a visual connection into businesses.
- Parking should be located behind buildings, to the side, or within parking structures.

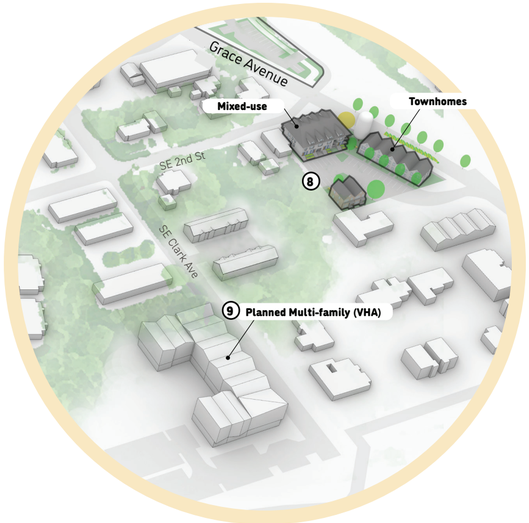


Fig. 74: SE Grace & Clark Avenue Development Node

- Access to parking should be limited to a single location from an adjacent street frontage, such as SE 2nd St or SE Clark Ave. No parking access should be allowed from SE Graced Ave.

8 Mixed Use Townhome, Multifamily and Storefront

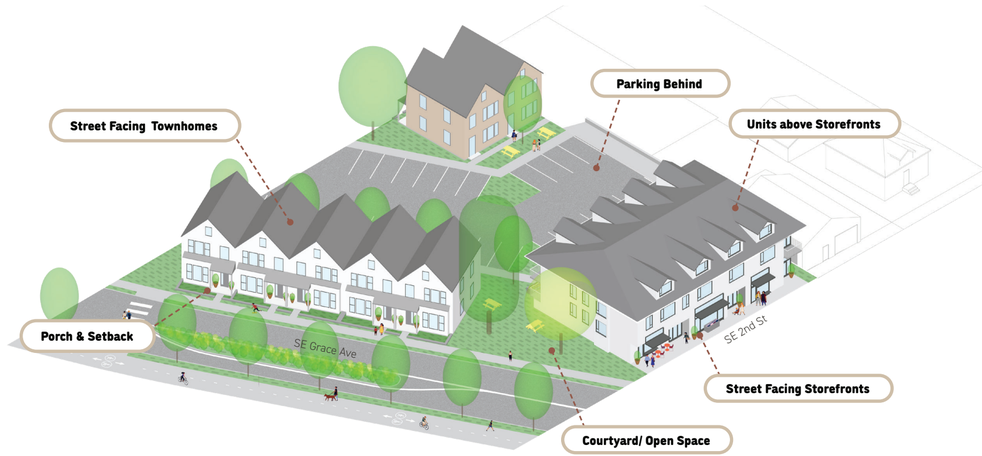


Fig. 75: Mixed-Use Development Concept

3. PUBLIC GATHERING

Enhancements to Central Park, a potential Main Street Plaza, and "in-between" spaces from storefronts to East Main Street creates welcoming new places for people to gather, relax, and enjoy time in Old Town.

Public gathering is an essential element in attracting people to Old Town. It serves as a daily-use amenity that extends the amount of time people spend in the district and can also be programmed to host events that strengthen Old Town as a community destination.

There are three primary components of public gathering in Old Town:

- Access to nature and open space, exemplified by Central Park.
- A central plaza or "living room" for daily use and community events.
- Privately developed outdoor spaces between storefronts and sidewalks for retail display, seating, or dining.

Component	Seating	Lighting	Art/Play Features	Restroom	Event-Ready	Shade	Signage
Central Park	✓	✓	✓	✓	✓	✓	✓
Old Town Plaza	✓✓	✓✓	✓✓	✓	✓✓	✓✓	✓
Dining Court	✓	✓	Optional	–	✓	✓	✓
Founders Mercantile	✓✓	✓	Optional	Optional	✓✓	✓	✓✓

✓ = Recommended
✓✓ = Strongly recommended
– = Not applicable



Subarea Plan Action Item(s):

1. **Explore opportunities for an Old Town Plaza** including land acquisition, funding, and construction of a Main Street Plaza.
2. **Enhance Central Park** by continuing to support and coordinate with the Lewis River Rotary Club on programming and new amenities to Central Park and Woodin Creek.
3. **Use the Plan's Style Guide best practices** to support greater public use of Main Street sidewalks and encourage business frontage improvements—such as renovated building setbacks—for outdoor dining and retail displays.

Fig. 76: Public Gathering Opportunity Sites

3. PUBLIC GATHERING, CONT.

1. Central Park

Central Park offers direct access to nature within the downtown core. Situated along the tree-lined Woodin Creek, the park is maintained and enhanced through a community partnership with the Lewis River Rotary Club, which plans to add a covered bandstand and new creekside seating.

Planned Improvements:

- New covered bandstand
- Expanded creekside seating
- Annual flower planting and maintenance projects with local students

Development Character:

- Use consistent brand and type of furnishings: light poles, benches, and varied seating
- Consider art and play elements to enhance use and identity
- Incorporate interpretive signage telling the story of Woodin Creek and Old Town's history
- Locate a public restroom (e.g., "Portland Loo") near Main Street but outside of gathering zones



Fig. 77: Central Park and East Main Street Improvements

2. Main Street Plaza

Redevelopment of a vacant lot along Main Street presents an opportunity to create a vibrant public plaza and a downtown 'living room' that supports daily activity and community events. The space would be framed by active storefronts and include features that invite gathering, rest, and play.

Potential Features:

- Flexible paved or soft areas
- Movable and fixed seating
- Overhead string lighting and pedestrian-scale lighting
- Public art, murals, and sculptural seating/play elements
- Shade trees or built shade structures
- Utility connections (water and power)
- Public restroom strategically placed near East Main Street

Development Character:

- Promote evening use with lighting and amenities
- Murals that reflect Old Town identity and culture
- Use of durable, high-quality materials in all furnishings

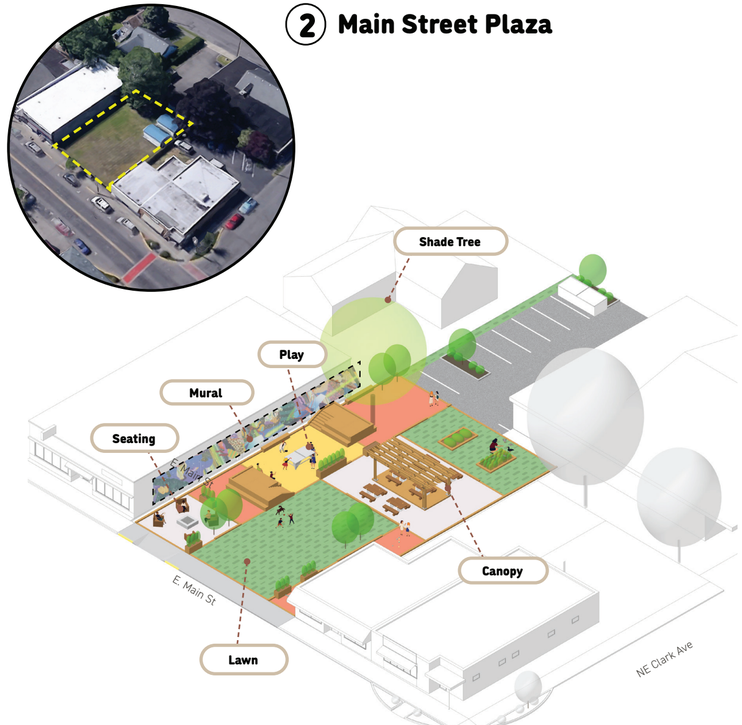


Fig. 78: Main Street Plaza

3. Dining Court

The setback between the Happy Family Restaurant building and the sidewalk offers space for a dining court and social gathering area. This setting enhances East Main Street's vibrancy and provides a complementary space to the plaza across the street.

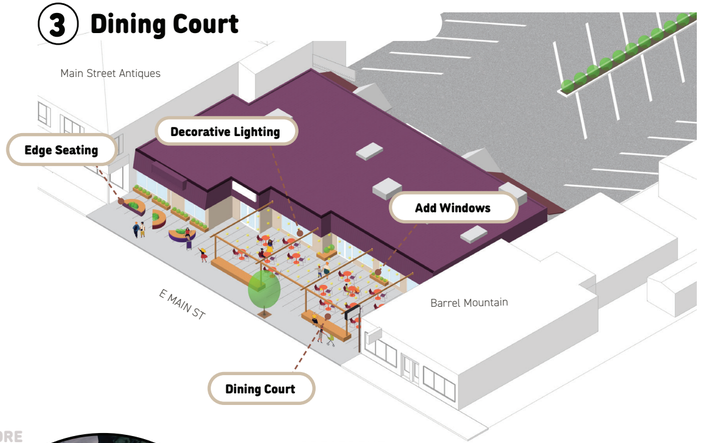
Features May Include:

- Canopies and overhead string lighting
- Outdoor seating and landscaping
- Building-mounted lighting for evening activation
- Partnerships for mural installations (e.g., with Barrel Mountain Brewery)

Development Character:

- Festive, pedestrian-scale design
- Use of natural materials, seating walls, or raised beds
- Flexible for daily use or small pop-up events

AFTER



BEFORE



PRECEDENT



Fig. 79: Outdoor Dining Court Concept & Precedent

4. Outdoor Market

Founders Mercantile utilizes its setback for a seasonal market, movie nights, and a food cart court. Additional improvements can further activate this site as a East Main Street attractor.

Proposed Enhancements:

- Combine E. Main St. and SE 4th Ave. entrances into one larger corner entry
- Provide a hardscaped seating area with separate interior access
- Improve lighting with warm-tone, shielded fixtures
- Reorient planters to screen adjacent parking



4 Outdoor Market



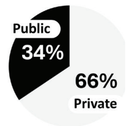
Fig. 80: Outdoor Market Concept

4. PARKING MANAGEMENT

A comprehensive parking strategy should focus on increasing public parking availability by optimizing the use of existing spaces, establishing designated public parking lots, and exploring shared parking arrangements with private property owners.

Today, most parking in Old Town is provided in private lots, limiting the ability for visitors to park once and access multiple East Main Street destinations. The parking strategy on the following page outlines opportunities to expand parking and create a better balance between public and private spaces to support Old Town businesses.

Public: 306 SP
Private: 584 SP
890 SP



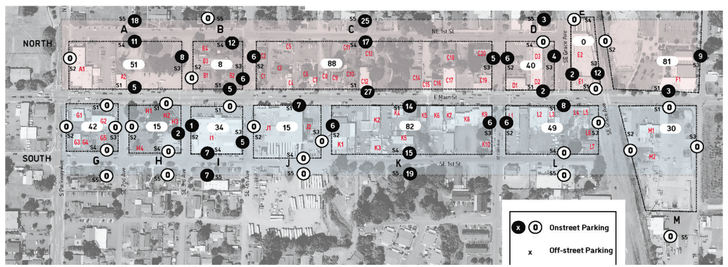


Fig. 81: Existing Old Town Parking Today

Subarea Plan Action Item(s):

1. Improve the efficiency of parking on Old Town streets by exploring opportunities to add curbside parking on Main Street where excess curb-cuts are not necessary to access businesses.

2. Consider acquiring vacant and underutilized parcels for public parking lots in strategic locations that are easily accessible and convenient for those entering Old Town.

3. Develop and adopt new City street standards to increase parking opportunities on side streets, in coordination with existing business and property owners.

4. Fund and implement a parking management plan to determine shared parking opportunities, identify potential fees as appropriate, and address employee and business owner parking needs to free up visitor spaces on Main Street.

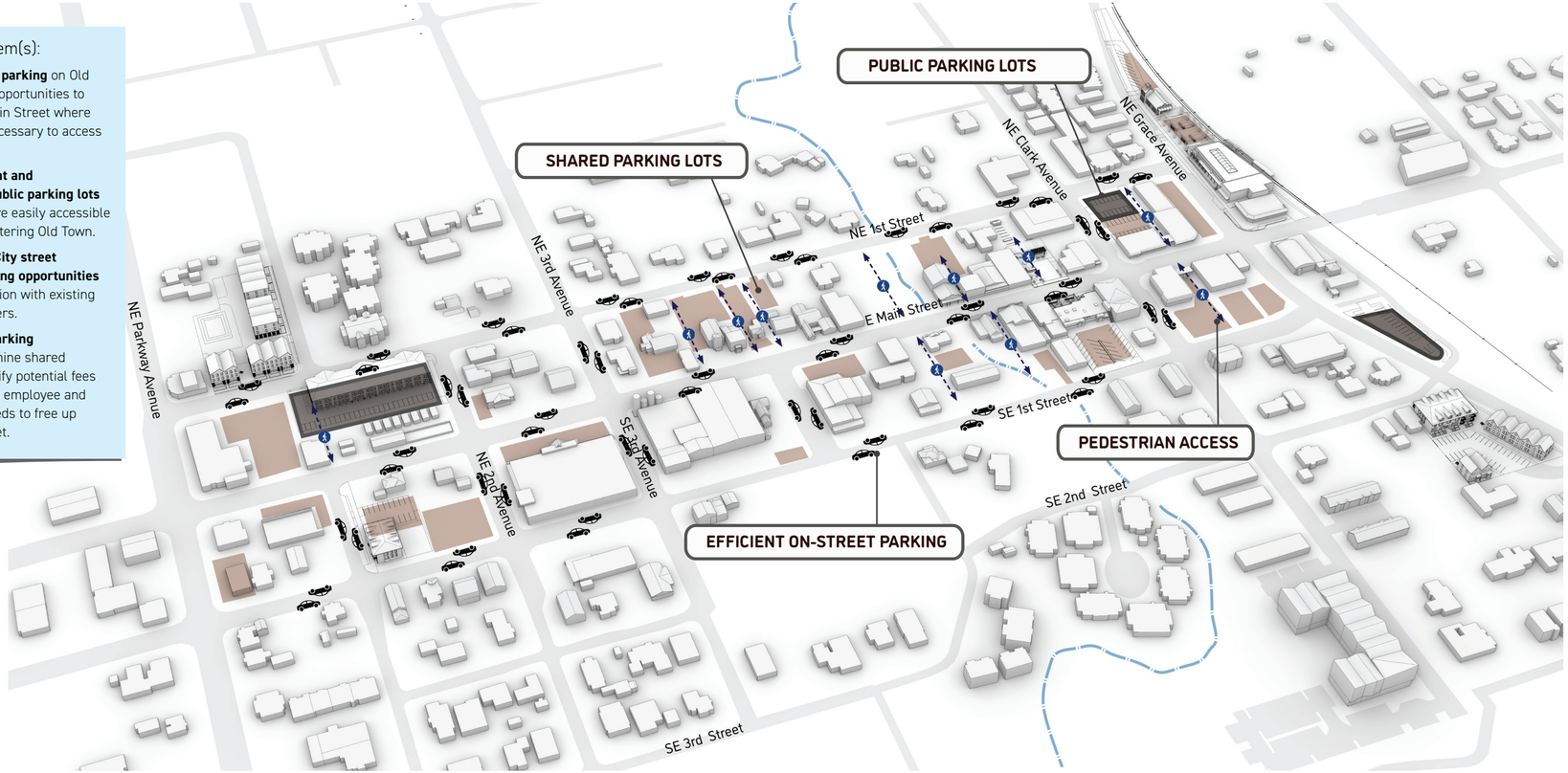


Fig. 82: Parking Management

4. PARKING MANAGEMENT, CONT.

A windshield survey of Old Town Battle Ground identified approximately **890 parking spaces,** both on- and off-street. Of this total:

- **34% are available to the public,** provided exclusively through on-street spaces along Old Town streets.
- The remaining **66% are located in private lots**, typically restricted to business patrons, employees, or residents.

Parking planners often cite a 50/50 public-to-private split as a desirable goal in downtown districts. This ratio supports:

- Public access for a variety of users—shoppers, visitors, and patrons of multiple businesses.
- Private access for the operational needs of specific businesses, offices, and residents.

Achieving **a more balanced supply while increasing overall parking capacity** is a key focus of this Subarea Plan. The strategy includes:

- Improving the efficiency of on-street parking
- Adding new designated public off-street lots
- Encouraging shared parking agreements with private property owners

Improving On-Street Parking Efficiency

There are several opportunities to optimize the existing on-street system:

- **Compact Spaces**: Modifying striping standards to allow a percentage of compact stalls could result in an additional parking space per block. This potential increase is not yet reflected in Figure 84.
- **Driveway Replacement:** Some driveways along Main Street could be removed and replaced with curbside parking—especially where off-street parking is already accessible from a parallel street. This would not only add spaces but also reduce pedestrian-vehicle conflicts, improving sidewalk comfort and safety.
- **New Side Street Standard:** A revised street section for side streets would allow existing non-conforming angled parking to be maintained if a redevelopment project triggers right-of-way improvements.

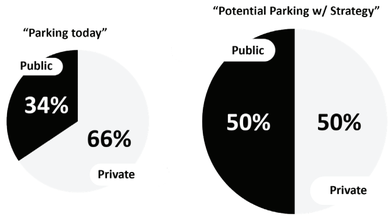


Fig. 83: Parking Comparison

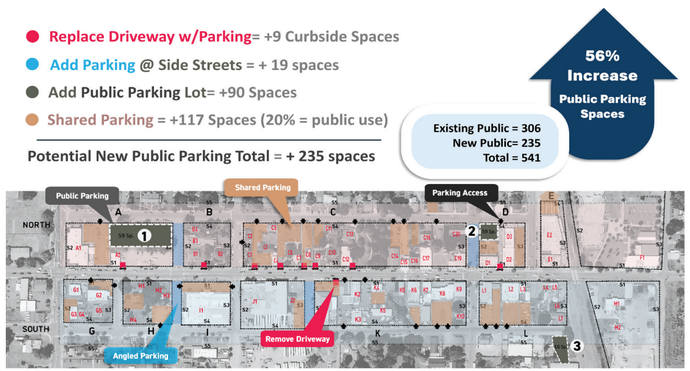


Fig. 84: Parking Strategy

Public Parking Lots

To increase publicly available off-street parking, the City could acquire vacant or underused parcels and utilize remnant land from the Grace Avenue realignment. Proposed lots include:

- South of NE 1st Street, west of NE 2nd Avenue: Up to 60 public spaces
- South of NE 1st Street, east of NE Clark Avenue: Up to 18 public spaces
- Remnant Grace Avenue realignment parcel: Up to 12 public spaces

Shared Parking Strategy

In mixed-use areas like Old Town, shared parking enables a single lot to serve users with different peak demand times. For example:

- Office use typically peaks during weekday business hours
- Dining and entertainment uses peak in the evening and on weekends

This plan assumes 20% of existing private off-street spaces could be available for public use during off-peak hours or throughout the day under shared-use agreements.

A City-initiated shared parking agreement with a private lot owner may include:

- **Define Shared Use Terms**: Establish access hours, number of spaces, permitted uses, and responsibilities for maintenance, signage, and security.
- **Formalize with Agreement**: Draft a legal agreement outlining duration, liability coverage, renewal terms, and any compensation or improvements offered by the City.
- **Implement and Monitor:** Install signage, promote the lot through public parking maps or apps, and conduct regular monitoring for usage and compliance.

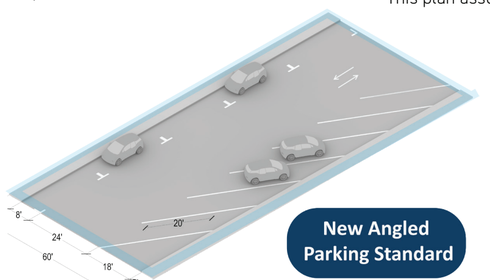


Fig. 85: New Angled Parking Street Standard

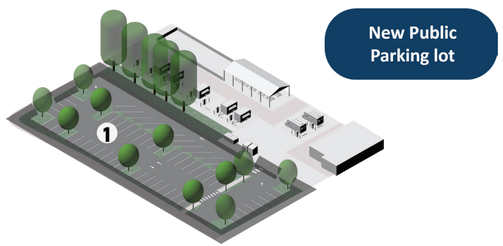


Fig. 86: Potential New Public Parking Lot

Improve Parking Access

In some cases, off-street parking is located between Main Street businesses and the sidewalk. However, in most instances, parking is provided behind or to the side of buildings on lots accessed from parallel streets north and south of East Main Street. These discreet lots—as well as on-street parking along the parallel streets—represent an important reserve of parking.

If made easily accessible from East Main Street, these parking areas can be better utilized and help ensure that the full supply of parking is visible and convenient to users.

Figure 88 identifies key existing and potential parking access routes. Some are already established walkways, while others are portions of remnant driveways or asphalt pavement. Over time, these access routes should be improved to support:

- A minimum 8-foot clear sidewalk, and
- A continuous, safe pedestrian connection between Main Street and adjacent parking areas.



Fig. 88: Recommended Parking Access

Main Street Parking Management Plan

The City should fund and develop a parking management plan and would include:

1. Baseline Parking Inventory & Utilization

Analyze the current parking supply, usage, and user experience to establish a baseline for recommendations.

- Inventory on-street and off-street parking by type and ownership (public/private).
- Document current occupancy rates, turnover, and usage by time of day/week.
- Evaluate pedestrian, bike, and transit access to and from parking areas.
- Review current parking signage, wayfinding, and user perception of availability.
- Identify existing challenges, such as confusing rules, underutilized lots, or unsafe crossings.

2. Parking Demand and Gap Analysis

This section examines the alignment between existing supply and current/future parking needs to identify gaps and opportunities.

- Estimate current and projected parking demand, accounting for time of day and land use.
- Compare supply versus demand to identify peak-hour shortages or underused assets.
- Analyze the split between public and private parking and its implications.
- Consider how redevelopment or increased density will affect future parking needs.
- Assess the accessibility of all parking areas from key destinations on Main Street.

3. Parking Management Strategies

The core strategies of the plan aim to better manage existing parking, increase efficiency, and improve user experience.

Optimize On-Street Parking

- Improve the use and turnover of curbside spaces for short-term users.
- Consider time limits, curb use designations, or striping adjustments.
- Explore compact space designations and angled parking where feasible.

Expand Shared Parking Opportunities

- Leverage underused private lots for public benefit.
- Identify potential shared parking sites.
- Develop shared use agreements with private owners.
- Offer incentives or in-kind improvements.

Enhance Public Parking Supply

- Add strategically located public lots to supplement limited on-street supply.
- Identify candidate parcels for interim or permanent public lots.
- Evaluate acquisition, lease, or public-private partnerships.

Improve Access and Wayfinding

Make all parking easier to find and navigate from Main Street.

- Improve pedestrian access routes and connections.
- Add consistent and clear signage.
- Promote available parking through maps, apps, or directories.

Adopt Supportive Policy Tools

Ensure long-term management with flexible policies.

- Consider permits for employees or residents.
- Manage curb zones for deliveries, ride-shares, or ADA access.
- Implement special event parking protocols.

Integrate Smart Parking Technology

Use technology to improve data collection and user experience.

- Evaluate real-time occupancy sensors or digital signage.
- Explore mobile payment systems and automated enforcement tools.

4. Implementation Plan

This section outlines the steps needed to move strategies from planning to action with clear roles, priorities, and funding options.

- Identify short-, medium-, and long-term actions.
- Assign lead agencies or departments for each task.
- Estimate costs and explore funding sources (e.g., capital budgets, grants, in-lieu fees).
- Establish a schedule and phasing strategy.
- Define metrics for success and methods for evaluation.

MOBILITY FRAMEWORK

The Mobility Framework seeks to balance vehicle access with a safe, connected, and vibrant network for walking, biking, and rolling—helping Old Town thrive as both a destination and the heart of the community.

The Old Town Mobility Framework responds to key transportation challenges by reducing the impact of regional and local traffic through Old Town, while creating a more comfortable and connected environment for walking and biking. These improvements enhance the quality of life for residents and visitors and help establish East Main Street as a unique and vibrant destination for local businesses.

The framework will:

- Reduce congestion and improve safety on East Main Street by **redirecting heavy and through-traffic to SW and SE 1st Street.**
- Relieve pressure on East Main, allowing for traffic-calming improvements such as widened sidewalks and slower vehicle speeds—**making the street more walkable, inviting, and supportive of retail, dining, and gathering.**
- Improve neighborhood access by **enhancing key walking, biking, and rolling routes** that connect nearby residential areas to East Main Street, the high school, Fairgrounds Park, and other local destinations—creating a safer, more people-friendly downtown district.

Key Elements of the Mobility Framework

1. Alternative Transportation Concept

A recommended parallel route to Main Street allows auto and truck traffic to divert onto SW/SE 1st Street between SW 5th Avenue to SE Grace Avenue and avoid congestion on Main Street.

2. East Main Street Traffic Calming

Widened sidewalks and improved intersections slow traffic while maintaining business access. Street trees, lighting, and street furnishings enhance east Main Street's role as both a community gathering space and a distinctive destination.

3. Neighborhood Connections

Filling sidewalk gaps, enhancing lighting, and encouraging shared roadway use along four key east-west and north-south corridors support walking and biking from surrounding neighborhoods to destinations throughout Old Town.

4. Transit

Coordinate with C-TRAN to identify optimal transit stop locations in anticipation of enhanced service to Battle Ground.

5. Wayfinding

Provide recommendations for wayfinding sign locations in coordination with the City's ongoing wayfinding program.

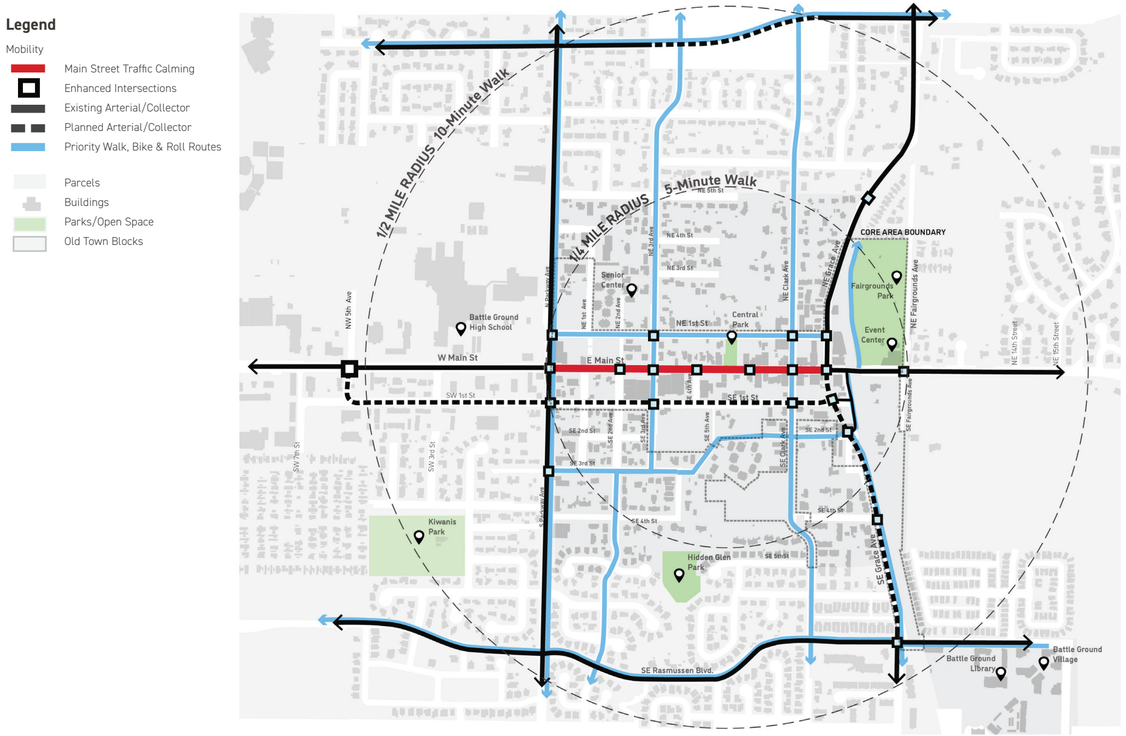


Fig. 89: Mobility Framework Diagram

1. ALTERNATIVE TRANSPORTATION CONCEPT

A parallel route for traffic moving through Old Town addresses traffic congestion and allows for traffic calming and pedestrian improvements on East Main Street.

The inherent conflict between vehicles passing through and those destined for Old Town plays out daily on East Main Street. Traffic volumes are evenly split between eastbound and westbound travel, with congestion peaking on weekdays—particularly between 7–8 AM and 3–4 PM—due largely to the nearby Battle Ground High School. In contrast, weekend traffic volumes on East Main Street are approximately 50% lower.

Compounding the issue is East Main Street's designation as a truck route. Large vehicles, including semis, large trucks, and trailers, contribute to noise and safety concerns, diminishing the street's appeal as a place for community gathering, socializing, and enjoying outdoor retail or dining. These conditions negatively impact businesses that rely on a pleasant pedestrian environment.

Narrow sidewalks along East Main create competition for space—further crowded by utility poles, retail displays, A-frame signs, and sidewalk seating. While vehicle access is necessary for customer visits and business servicing, it must be balanced with the challenges posed by through-traffic.

Alternatives Concepts Process

The Transpo Group worked with the City, a Technical Advisory Committee (TAC), and a Project Advisory Committee to develop and evaluate transportation concepts to address vehicular traffic through Old Town. This analysis combined baseline traffic data with community input—gathered through outreach to residents and businesses—to better understand existing issues.

To guide this process, the Transpo Group established three primary goals, which served as evaluation criteria for a range of potential roadway options (See Figure 91). Following discussions with the project team, multiple circulation concepts for the Main Street corridor were identified and grouped into three main options.

During the design screening phase, one preferred concept from each option was selected for detailed technical analysis. (See Figure 92) These refined concepts were reviewed by the City and TAC for validation.

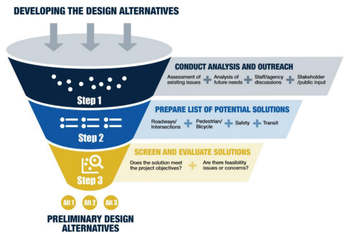


Fig. 90: Alternatives Screening Process

REGIONAL ACCESS	MAIN STREET BUSINESS ACCESS	OLD TOWN DESTINATION
Regional Motor Vehicle Route Does the concept provide viable routes for through traffic?	**Local Delivery Access** How well does the concept provide/maintain access between?	**Main Street Function** How well does the concept support compatibility with the desired Old Town aesthetic and use and function of Main Street?
Transit Access Do what degree to the bus stop facilities/amenities provide accessible and safe connections to transit?	**Vehicular Travel Speeds** To what degree does the concept slow speeds along Main Street?	**Community Support** How much business/public/political support is there for the proposed concept?
Bicycle Connectivity to Region How well does the concept provide facilities for bicycle connectivity through the project area?	**Vehicular Safety** Will the concept reduce the anticipated number and/or severity of collisions along the corridor?	**ROW Impacts** Significance of the concept's environmental and right of way impacts.
	Parking How does on- and off-street parking of the concept compare with the current amount of parking?	**Implementation Feasibility** How feasible is implementation of the concept?
	Pedestrian/Bicycle Safety & Comfort How well achieves a safe and comfortable pedestrian/bicycle environment along the corridor?	
	Pedestrian/Bicycle Access How well does the concept provide accessible and connected pedestrian/bicycle facilities?	

Fig. 91: Alternative Transportation Study Goals

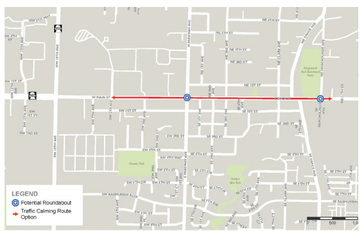
Evaluation Approach

Each option was scored and ranked using criteria aligned with the study's goals (see Figure 91). The Alternative Truck Route with Traffic Calming option received the highest overall score—with and without weighting—followed by the Baseline with Traffic Calming. The Couplet option scored lower across most evaluation metrics.

A summary of the key benefits and drawbacks of each option is provided in Figure 93.

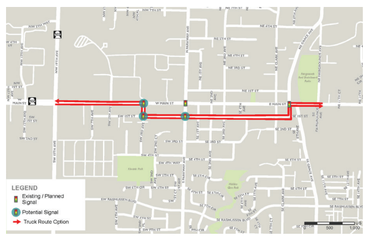
Alternative	Benefits	Drawbacks
BASELINE (Traffic Calming)	1. Traffic calming along Main Street to support pedestrian activity and access to businesses 2. Lowest cost for implementation 3. Fewest impacts to private properties 4. Fewest impacts to parking	1. Truck traffic continues to impact comfort 2. Minimal reduced travel time through the Old Town area
ALT. VEHICLE ROUTE (with Traffic Calming)	1. Traffic calming along Main Street to support pedestrian activity and access to businesses 2. Provides alternate route for heavy trucks and vehicles passing through Old Town on SE 1st 3. Reduces travel time through the Old Town area	1. Requires improvements to intersections outside of the Old Town area 2. Potential minor impacts to private properties near 5th/Main 3. Increased maintenance/operation costs associated with three new traffic signals
COUPLET	1. Improves vehicular travel time through Old Town 2. Reduces the number of vehicular turning movement conflicts at intersections 3. Excess right-of-way may provide additional green space, wide sidewalks on Main Street west of Parkway Avenue	1. Limited traffic calming opportunities along Main Street 2. Highest implementation cost 3. Requires new railroad crossing 4. Significant impacts to private properties 5. Anderson Dairy loading dock access challenges for trucks 6. Increased maintenance/operation costs associated with three new traffic signals

Fig. 93: Proposed Alternative Benefits and Drawbacks



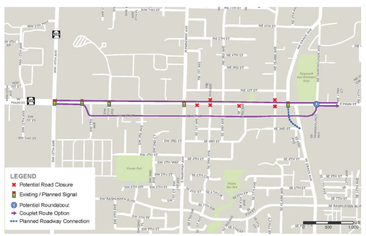
Baseline with Traffic Calming

- Maintains Main Street as the designated truck route and continues to support heavy truck and vehicle traffic but at a reduced speed (through traffic calming) and with some congestion within Old Town.



Alternative Vehicle Route w/Traffic Calming

- SE/SW 1st Street is designated as the primary truck route, with trucks and other vehicles redirected from Main Street to SW 1st Street via SW 5th Avenue. Traffic calming measures and pedestrian improvements are planned along Main Street between Parkway Avenue and Fairgrounds Avenue.



Couplet

- This option supports heavy truck and vehicle access through Old Town by making Main Street one-way westbound and SE 1st Street one-way eastbound. One-way traffic would occur along these roadways approximately between SW 8th Avenue and Fairgrounds Avenue.

Fig. 92: Primary Alternative Transportation Concepts

1. ALTERNATIVE TRANSPORTATION CONCEPT, CONT.

Long-Term Concept

The Alternative Vehicle Route with Traffic Calming (see Figure 94) is the preferred long-term solution. It allows for traffic calming on Main Street to support a safer, more pedestrian-friendly environment, while designating SE/SW 1st Street as a viable alternative route for through traffic and trucks. Key improvements include:

- Intersection upgrades at SW 5th Avenue to shift trucks between Main Street and SE/SW 1st Street.
- Signal and channelization improvements at W Main/SW 5th and SW 1st/SW 5th.
- Coordination with the City's planned SW 8th Avenue extension (Transportation System Plan-Project #72), which could become the main truck connection—potentially eliminating the need for improvements on SW 5th Avenue.

Aligning these projects supports phased implementation and long-term connectivity.

Subarea Plan Action Item(s):

1. Pursue funding for the **design and construction of SW 5th Avenue and SW/SE 1st Street improvements** as the primary truck route, with trucks and vehicles provided a parallel alternative route to Main Street.

Near-Term Concept

Short-term improvements focus on traffic calming and pedestrian enhancements along Main Street to improve safety and walkability while preserving current business access. This phase allows time to address local truck access concerns (e.g., Anderson Dairy) before implementing the full route shift.

Some regional traffic will likely divert from Main Street to nearby corridors (e.g., NE 1st Street, SE/SW 1st Street, SR 503, Eaton Boulevard, and Grace Avenue). Trucks serving Main Street businesses would remain, while through-truck traffic may shift elsewhere. Existing roads are expected to accommodate this change.

The near-term strategy also allows the City to assess traffic dispersion and determine whether additional traffic signals or controls are needed along SE/SW 1st Street—possibly avoiding unnecessary investments.

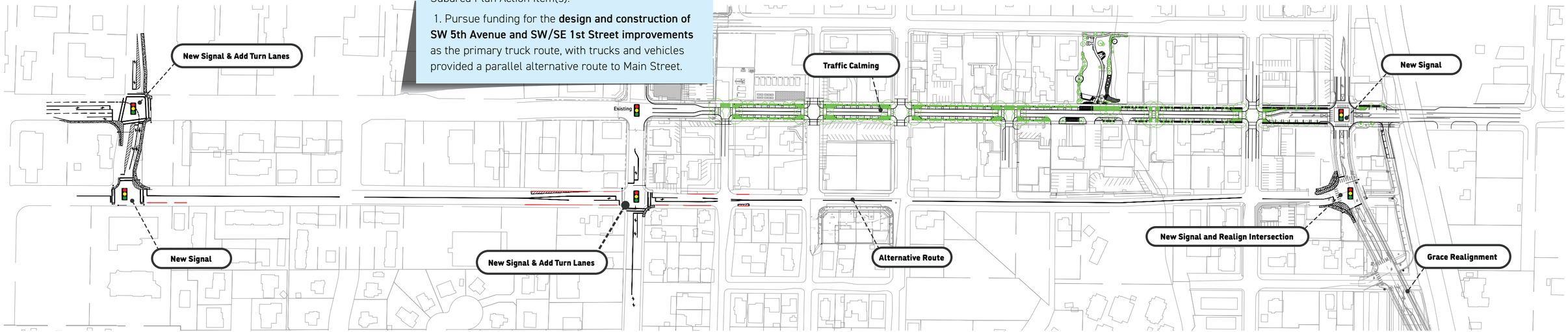


Fig. 94: Alternative Vehicle Route W/ Main Street Traffic Calming

2. EAST MAIN STREET TRAFFIC CALMING

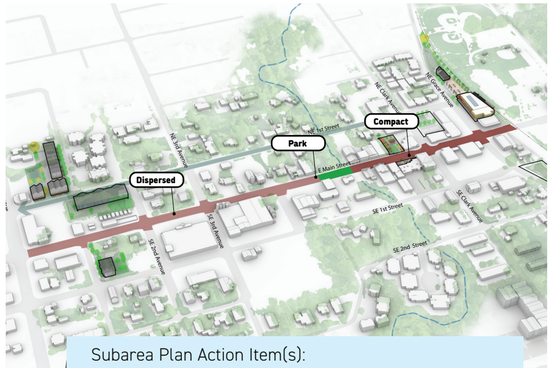
Traffic calming on E. Main Street sets the table for creating a one-of-a kind downtown destination.

Rebuilding East Main Street is a key component of revitalizing Old Town. The proposed streetscape design—illustrated on the following pages—responds to the unique character of the buildings and land uses along the corridor while establishing a consistent and welcoming pedestrian environment. Key features include a uniform 11.5-foot sidewalk, enhanced intersection crossings, regularly spaced street trees, pedestrian-scale lighting, banners, and street furnishings that invite gathering and support thriving businesses.

The Design Process

The design of East Main Street evolved through an iterative process—identifying issues, reviewing preliminary concepts, and evaluating trade-offs to arrive at a preferred design.

Today, East Main Street features wide travel and parking lanes with narrow sidewalks where furnishings, utility poles, retail displays, and pedestrians all compete for space (Figure 95). With a rebuilding of East Main Street, narrowing travel lanes will calm traffic and allow for wider sidewalks, supp5orting a more comfortable environment for strolling, meeting friends, retail displays, and outdoor dining (Figure 96).



Subarea Plan Action Item(s):

1. Pursue funding for the **design and reconstruction of Main Street,** including utility undergrounding and upgrades to water, sanitary sewer, and stormwater infrastructure.

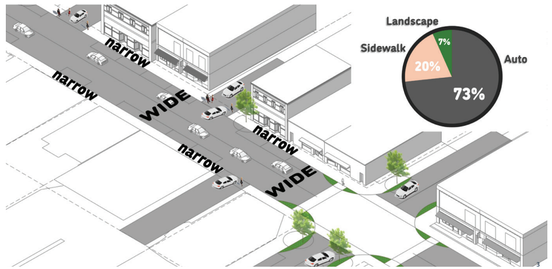


Fig. 95: East Main Street "Today"

Figure 97: East Main Street Illustrative Plan, shows the full streetscape design between Parkway Avenue and Grace Avenue. The following pages highlight key elements that define a unique Main Street experience and create a one-of-a-kind destination.

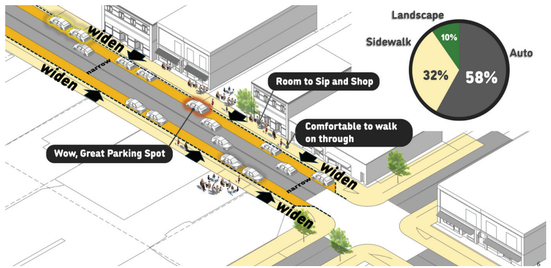


Fig. 96: East Main Street "Future"



Fig. 97: East Main Street Illustrative Plan

Rebuilding East Main Street- "Dispersed" Segment (NE Parkway Avenue to Central Park)

Between NE Parkway Avenue and Central Park, Main Street buildings are set back from the street, creating a more dispersed and open environment. In some cases, these setbacks accommodate outdoor dining areas or surface parking between the sidewalk and building frontage. Figure 98, illustrates a streetscape design for these segments that incorporates vibrant landscaping and a lush, pedestrian-friendly environment.

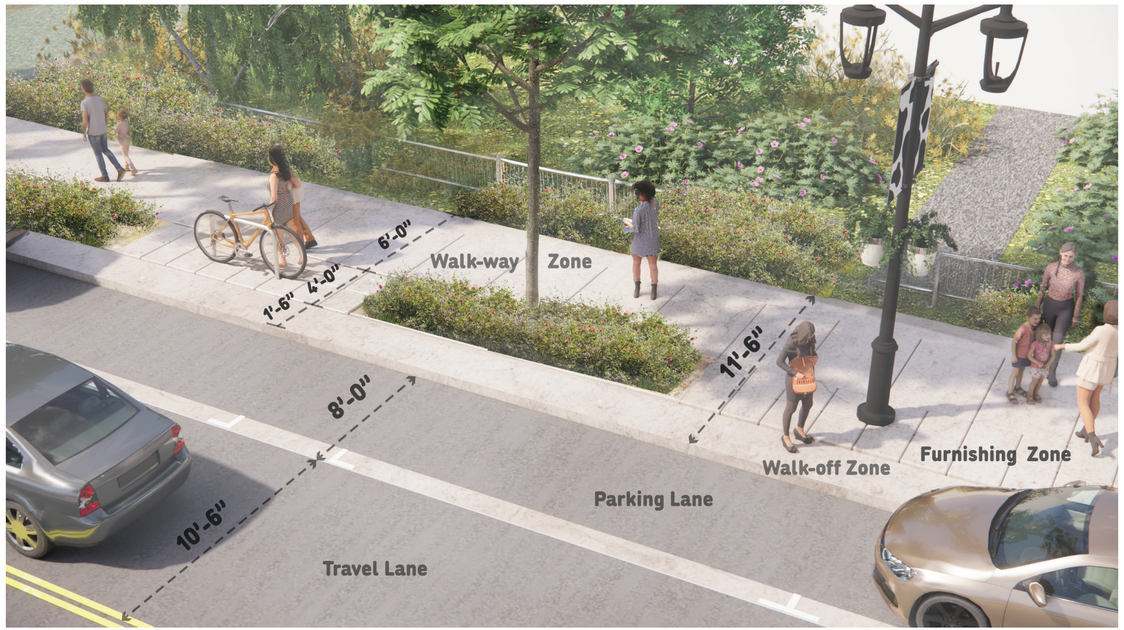


Fig. 98: East Main Street "Dispersed" Section

Rebuilding East Main Street- "Compact" Segment (Central Park to NE Grace Avenue)

In contrast, Figure 99, illustrates East Main Street segments where buildings are built to the sidewalk, creating a continuous street wall of active storefronts. This compact setting encourages pedestrian activity and provides opportunities for people to linger. The streetscape design emphasizes flexibility to support sidewalk uses and fosters a vibrant social environment—a welcoming place to meet friends, family, or new people.



Fig. 99: East Main Street "Compact" Section

2. EAST MAIN STREET TRAFFIC CALMING, CONT.

Intersection- Improvements enhance safety and visibility

- Raised intersections provide level crossings (no curb) and helps to slow traffic.
- Curb extension provide greater visibility for people, and reduce the crossing distance.
- Landscaping in curb extensions provide color and visual interest to the streetscape.
- Painted striping increases the visibility of the crossing for drivers.
- Lighting supports safe crossing at night and include banners to promote the street and community events.



Fig. 100: Typical East Main Street Intersection

Sidewalk- Widening creates room to exit a vehicle, stroll and linger in comfort.

- Sidewalks are widened to 11'-6" creating a 1.5-foot walk-off with the curb, a 4-foot furnishing zone; a 5-foot clear walking zone and a 1-foot building zone.
- Street trees are located approximately every thirty feet and are interspersed with pedestrian scaled light poles with banners and flower baskets.
- Festoon lighting extends over the roadway.
- Furnishings of benches, bike racks, trash cans, art pedestals are provided on each block.



Fig. 101: Typical East Main Street Sidewalk

2. EAST MAIN STREET TRAFFIC CALMING, CONT.

Roadway- Narrower travel lanes help reduce vehicle speeds and create space for wider sidewalks.

- Travel lanes are narrowed to 10.5-foot per lane with asphalt paving.
- Curbside parking lanes 8-foot each side with inlay of dark concrete paver and concrete banding.
- Festoon lighting is strung across the roadway for dramatic effect.
- Raised intersections with scored concrete and curb extensions are designed to slow vehicle speeds.



Fig. 102: Typical East Main Street Roadway

Extend Central Park-Street trees and plantings extend the park into East Main Street.

- Curb extensions with street trees along the park frontage bring Central Park out into Main Street.
- Large canopy trees and under-story plantings create a park-like pass through along Central Park.
- Lighting and banners highlight the park entrance.



Fig. 103: East Main Street Curb Extensions at Central Park

3. NEIGHBORHOOD CONNECTIONS

Investing in walking and biking facilities encourages more people to make the short, five-minute trip to Old Town on foot or by bike.

Priority Walk, Bike, and Roll Routes to Old Town

A cornerstone of the Old Town Mobility Framework is a long-term investment in four key walk, bike, and roll routes connecting nearby neighborhoods to Old Town Battle Ground—all within a comfortable five-minute walk or ride.

These routes support connections to the City's planned Loops, Corridors, and Walking Tour Routes identified in the 2022 Non-Motorized Transportation Action Plan.

Old Town functions as a vital community hub, home to Battle Ground High School, the East Main Street retail and dining corridor, Central Park, and the Fairgrounds Park and Event Center. These destinations serve residents of all ages, and improving access—especially for youth—is essential to fostering lifelong transportation habits and enhancing public health and independence.

Currently, bike lanes are located on Old Town's edges (see Figure 104), with no internal streets dedicated to walking or biking.

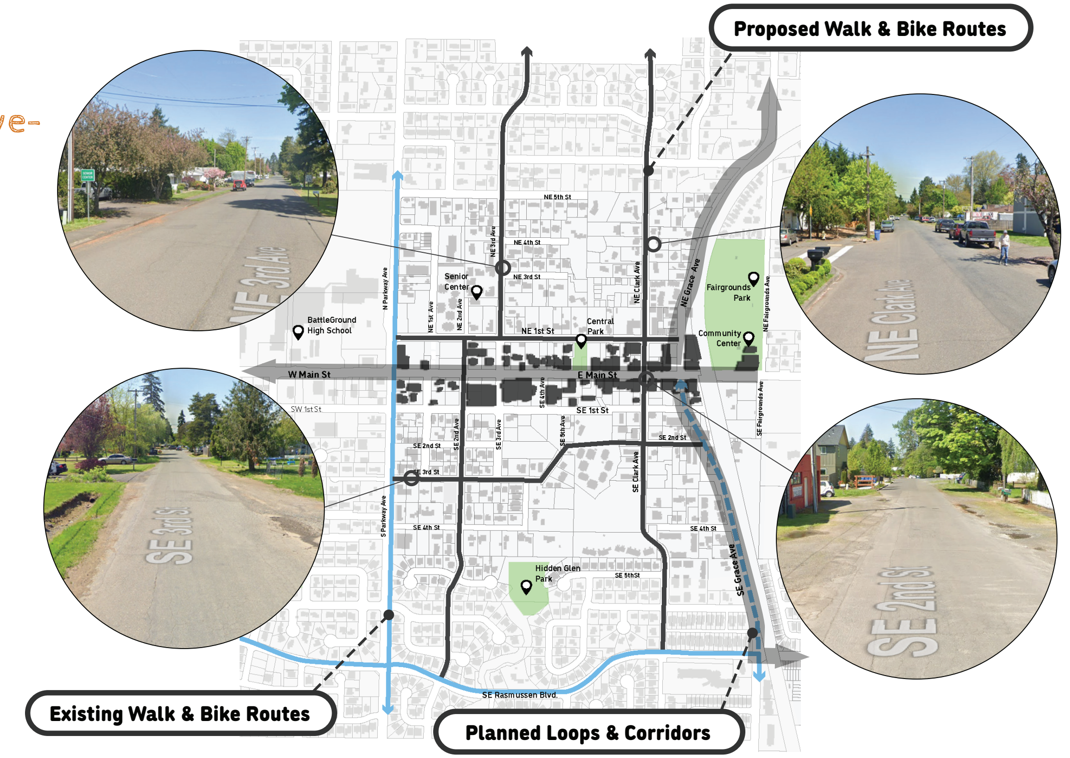


Fig. 104: Walk and Bike Facilities: Existing, Planned and Proposed

Four low-traffic streets have been identified as priority walk and bike routes.

East-West Routes:

- NE 1st Street
- SE 3rd Street / SE 2nd Street

North-South Routes

- NE 3rd Avenue / SE 2nd Avenue
- Clark Avenue

Figure 105, illustrates current conditions on these street. With generally low traffic volumes, these streets are well-suited for shared roadway use between vehicles and bikes.

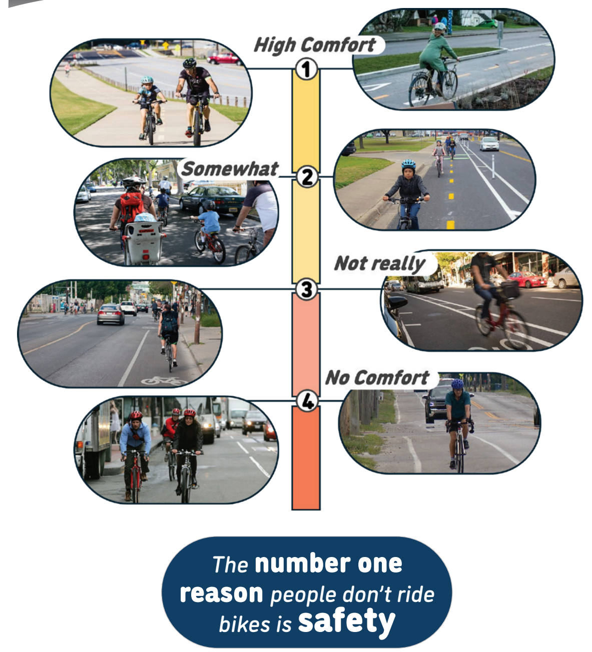
Figure 106, shows the envisioned upgrades within the existing 60-foot right-of-way.

Subarea Plan Action Item(s):

1. Update Prioritized Walk and Bike Network: Revise and expand the list of prioritized walking and biking improvements to improve neighborhood connectivity.

2. Implement Multimodal Street Standards: Adopt new city street standards that support safe, and accessible multimodal streets.

3. Pursue Funding Opportunities: Local, state, and federal funding sources for the planning, design, and construction of walk and bike improvements.



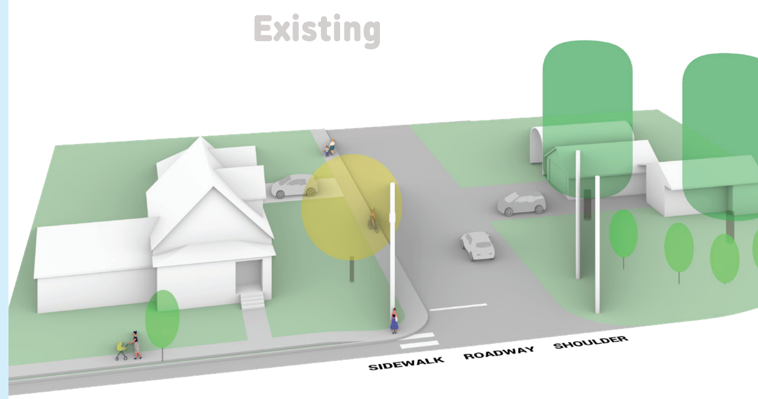


Fig. 106: Typical Street Section Today



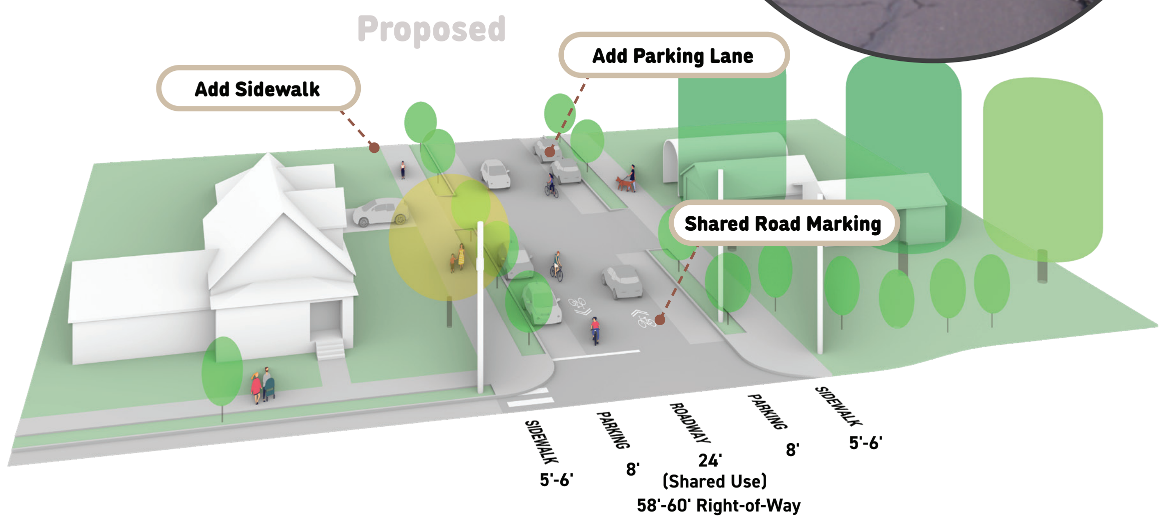


Fig. 105: Proposed Shared Use Roadway Standard

4. TRANSIT

Access to transit ensures that Old Town is well-connected to the rest of Clark County and expands opportunities to reach jobs, education, and essential services.

C-TRAN operates two daily routes between Battle Ground and Vancouver, with service along East Main Street and stops located along E/W Main Street, NE/SE Grace Avenue (see Figure 107). Ridership on the 7 Line continues to grow, and C-TRAN plans to adjust service to meet demand.

While the timing and scope of changes for future bus service in Old Town are uncertain, the Transit Framework references NACTO's design standards to inform future coordination and planning with C-Tran.

Accommodating Transit

The following design considerations should guide current and future transit planning along East Main Street. These are based on preliminary discussions with C-TRAN and reflect potential future service assumptions.

Increased Service and Bus Types

C-TRAN is evaluating more frequent service in Battle Ground, using standard 40-foot buses, with the potential to introduce 60-foot articulated buses. Bus stop design along East Main Street should be configured to accommodate both vehicle types.



Fig. 107: Existing C-Tran Bus Services

Two-Way Transit

The proposed Line 7 would operate in both directions on Main Street. This would require new eastbound stops on the north side of the street. Currently, eastbound service operates along the south side of East Main Street between Central Park and Clark Avenue.

Stop Location

Far-side intersection stops are preferred to reduce traffic delays and improve operations. Near-side and mid-block stops may be considered at major destinations, such as Central Park, where traffic conditions and pedestrian access support such placement.

In-Lane vs. Pull-Out Stops

In-lane stops are preferred for high-ridership areas, as they improve bus reliability, reduce pavement wear, and conserve curb space. Pull-out stops are not recommended for East Main Street due to potential impacts on on-street parking and pedestrian space.

Figure 108 (NACTO), illustrates standards for implementing in-lane stops. These guidelines are presented for discussion purposes only. Final design decisions should be coordinated with the City of Battle Ground Public Works Department and C-TRAN.

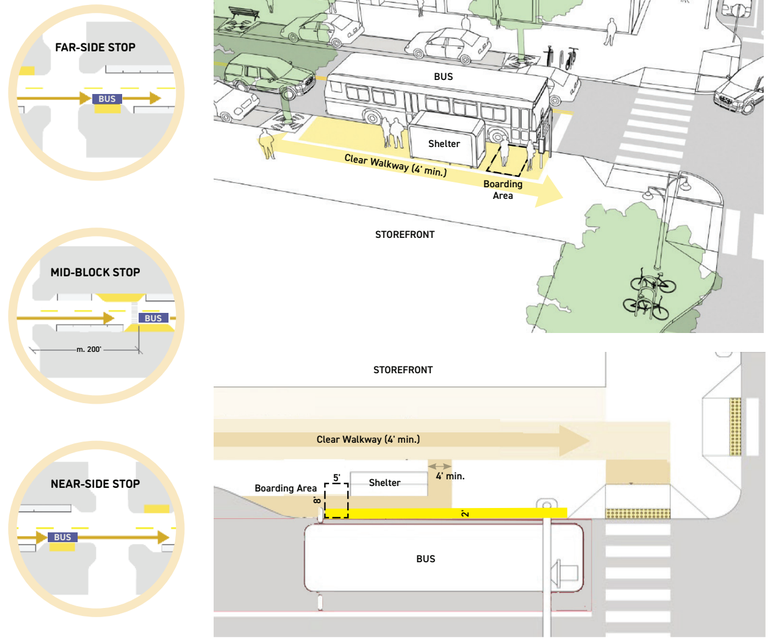


Fig. 108: In-Line Bus Stop Design (NACTO)

5. WAYFINDING

The Wayfinding Strategy for the City of Battle Ground's Old Town is focused on welcoming visitors, guiding them effectively, and enhancing the identity of Old Town along East Main Street.

The wayfinding plan directs visitors to the heart of Old Town located on E. Main Street between Parkway Avenue and Grace Avenue, and including key corridors approaching the district.

The goals of the Wayfinding Strategy are intended to:

- Identify a tiered signage program for Old Town Battle Ground
- Make navigation intuitive for all users—drivers, cyclists, and pedestrians
- Reinforce sense of place and civic pride through consistent signage
- Promote access to Old Town's local businesses and key destinations

Geographic Focus:

Wayfinding is intended to guide visitors toward Old Town by focusing on high-traffic corridors and key intersections that connect to Main Street/SR 503 and the core of Old Town, located along E Main Street between Parkway Avenue and Grace Avenue.

Priority corridors for wayfinding signage include:

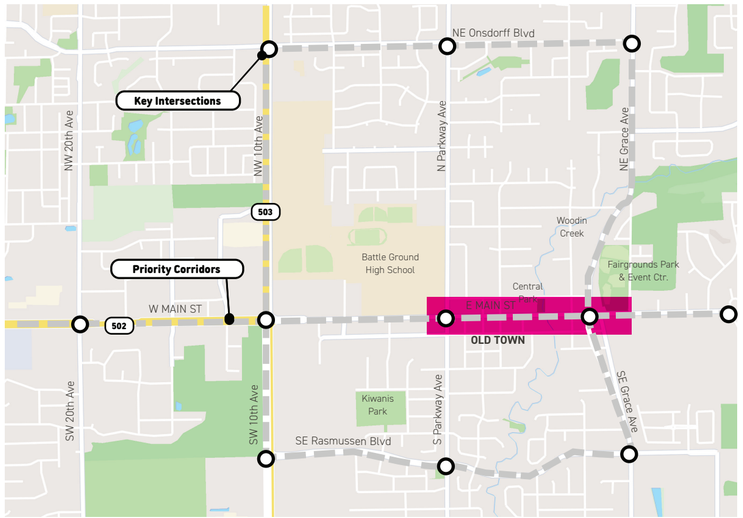


Fig. 109: Wayfinding-Geographic Focus

- W Main Street (20th Avenue) to E Main Street (NE 150th Avenue)
- Parkway Avenue from Onsdorff Boulevard to Rasmussen Boulevard
- Grace Avenue from Onsdorff Boulevard to Rasmussen Boulevard

Old Town Symbol and Icon

The following is a sample Old Town symbol and icon that utilizes the City of Battle Ground wayfinding palette. These represent concepts only and include:

Old Town Icon:

A stylized storefront facade with a historic-style lamppost in the foreground, and mountain subtly in the background.

Attributes:

- Evokes a traditional, walkable downtown
- Symbolizes community, commerce, and Battle Ground's local identity

Color Palette (aligned with City branding):

- Forest Green – nature, tradition
- Sky Blue – clarity, optimism
- Tan/Stone – historic texture and neutrality
- Accent White or Bronze – highlights and contrast

Typography: Clean serif font or heritage-style type consistent with existing City logo and signage system.



Fig. 110: Sample Wayfinding Logo and Sign Types



Fig. 111: City Logo and Approved Wayfinding

Signage Hierarchy

A wayfinding strategy could utilize an Old Town icon and City color palette and focus on three levels of wayfinding:

- Primary signs at major intersections and entry points along high traffic routes, directing to Old Town and key destinations
- Secondary signs at key decision points to confirm the visitor is on the right path
- Tertiary signs at final destination and can contain more key sites.

Primary Signs: Entry/Directional at Major Intersections & High-Traffic Routes

Purpose: Identify direction or arrival into Old Town and provide directional information to key destinations (Main Street, public parking, Civic Center, parks)

Locations:

- W Main Street at 20th Ave (West Gateway)
- E Main Street at NE 150th Ave (East Gateway)
- Parkway & Onsdorff Blvd
- Parkway & Rasmussen Blvd
- Grace & Onsdorff Blvd
- Grace & Rasmussen Blvd

Design Elements:

- Large, eye-catching signage (monument or vertical blade format)
- Arrow-based directions to: Old Town, Shops & Dining, Public Parking
- May be illuminated for nighttime visibility
- Example Text: ***"← Old Town Battle Ground | Public Parking →"***

Secondary Signs: Trailblazer + Confirmational along the path

Purpose: Confirm that visitors are on the correct route; used along corridors leading into Old Town

Locations:

- Parkway & Main
- Grace & Main
- Mid-block at 1st, 2nd, 3rd Streets
- Intersections leading to secondary parking lots or event spaces
- Trail entrances or neighborhood edges

Design Elements:

- Medium-sized signs mounted on poles or posts
- Reinforces direction toward Main Street, Civic destinations, or visitor services
- Uses consistent arrows and fonts
- Example Text: "→ ***Main Street | Shops & Dining"***

Tertiary Signs: Destination-Based + Pedestrian-Oriented

Purpose: Guide users once they've arrived; provide fine-grain info such as destinations, walking maps, interpretive elements, or public restrooms

Locations:

- Old Town Plaza or future event/gathering spaces
- Near trailheads, parklets, or public parking
- Main Street sidewalks at key corners
- Civic and cultural destinations
- Public restrooms and alley connections

Design Elements:

- Small-scale kiosks, signs, or blades
- Can include maps with 5–10-minute walk radius, QR codes, historical facts
- Symbols for restrooms, parking, bike racks, etc.
- Example: Pedestrian kiosk with ***"You Are Here" map + business directory***

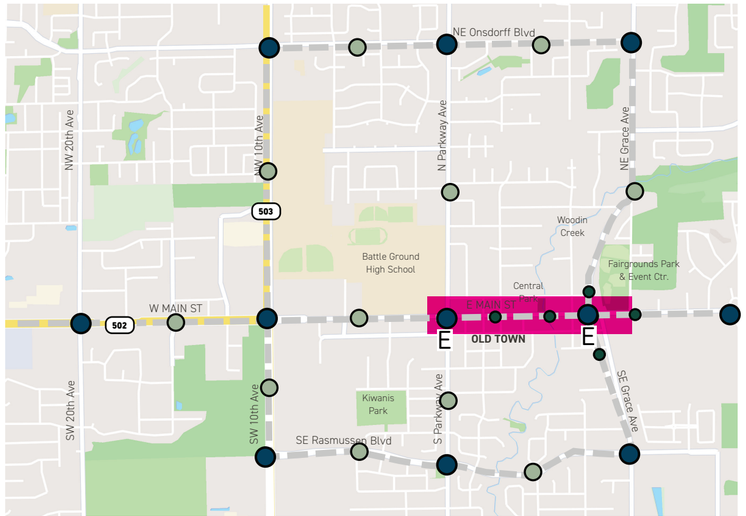


Fig. 112: Potential Signage Location Map

Primary Signs **Secondary Signs** **Tertiary Signs**

Wayfinding Plan

The City of Battle Ground is in the process of finalizing a wayfinding plan. The following outlines possible future steps toward implementation:

Phase 1: Branding + Design

- Finalize icon and signage family (design toolkit)
- Produce 1–2 pilot sign types

Phase 2: Primary and Secondary Sign Installation

- Prioritize entries and high-traffic corridors
- Establish directional clarity to Old Town

Phase 3: Tertiary Signage + Enhancements

- Add pedestrian maps, trail blades, and interpretive signage
- Integrate signage with parking and plaza improvements

INFRASTRUCTURE FRAMEWORK

Coordinated infrastructure and utility improvements support existing and future development in Old Town.

The utilities and infrastructure analysis for Old Town Battle Ground, prepared by MacKay Sposito, offers a high-level planning framework to guide future investments and inform the City's Capital Improvement Plan. It covers public utilities (water, sewer, stormwater), private utilities, pedestrian and roadway infrastructure, and highlights existing deficiencies and opportunities for improvement.

1. PUBLIC UTILITIES & STREETS

1.1 Potable Water

Most of Old Town's water system is original, primarily consisting of 8-inch pipes, with 12- and 16-inch trunk lines along N Parkway Ave and E Main St. Only a small portion has been replaced in the past 20–30 years. The City's 2023 Water System Plan identifies one project: upsizing the 8-inch main on SE Grace Ave to 12 inches. No other major deficiencies or maintenance issues are reported.

1.2 Sanitary Sewer

Sewer lines flow to trunk lines along SE 3rd St and SE Clark Ave, ultimately discharging to the Operations Facility on SE Grace Ave. Pipes are mostly 8-inch, with 10-inch trunk lines. The 2017 General Sewer Plan recommends upsizing these trunk lines in three areas to handle future flows. No other concerns have been noted.

1.3 Storm Sewer

Stormwater is managed through underground systems and limited roadside ditches. Outfalls discharge to Woodin (Weaver) Creek and Jewel Creek, which flow into Salmon Creek. A treatment facility at 106 E Main St serves the Battle Ground Stations food cart site. The 2015 Stormwater Plan identifies two additional projects: piping the railroad ditch along SE Grace Ave and improving drainage on SE 1st and 2nd Avenues.

A stormwater retrofit project, funded by the Department of Ecology, will begin in 2025 and finish by 2027 to improve runoff treatment for public streets. The City also plans to seek funding for project construction.

1.4 Regional Stormwater Facility

To support redevelopment, two sites—503 and 403 SE 1st St—were identified for potential regional stormwater facilities to reduce on-site treatment needs for private parcels. The 503 SE 1st St site is suited for either open or underground treatment; the 403 SE 1st St site, used for parking and storage, would require underground treatment to retain current use. Future planning must address how stormwater from private parcels would be collected and conveyed.

1.5 Sidewalks and Accessibility

Sidewalks along Main Street are mostly continuous but have minor ADA issues. Side streets often lack full sidewalk coverage, especially on north-south corridors. Nearly all intersections in the study area have accessibility barriers or are non-compliant.

1.6 Street Pavement Conditions

Pavement on Main St, NE 1st St, SE 1st St, Parkway Ave, and Grace Ave is mostly rated "Fair," with Parkway and Grace Ave rated "Good." Side streets show fair conditions with minor cracking. Future pavement restoration should be coordinated with water, sewer, and stormwater upgrades.

2. PRIVATE UTILITIES

Existing private utilities include facilities operated by Clark Public Utilities (power), Comcast and CenturyLink/Lumen (communications), Northwest Natural Gas, and Verizon (MCI). Most systems consist of overhead lines, with some underground service. No upgrades are currently planned by these providers.

Subarea Plan Action Item(s):

1. Update the prioritized list of capital projects including recommended utility upgrades and include recommendations for additional studies and data collection to enhance the City's existing infrastructure.

2. Pursue funding for technical design work and implement traffic access improvements along Main Street and Parkway Avenue, along with conducting a refinement study to evaluate and establish a viable alternative route through Old Town to accommodate general traffic, trucks, and other large vehicles.

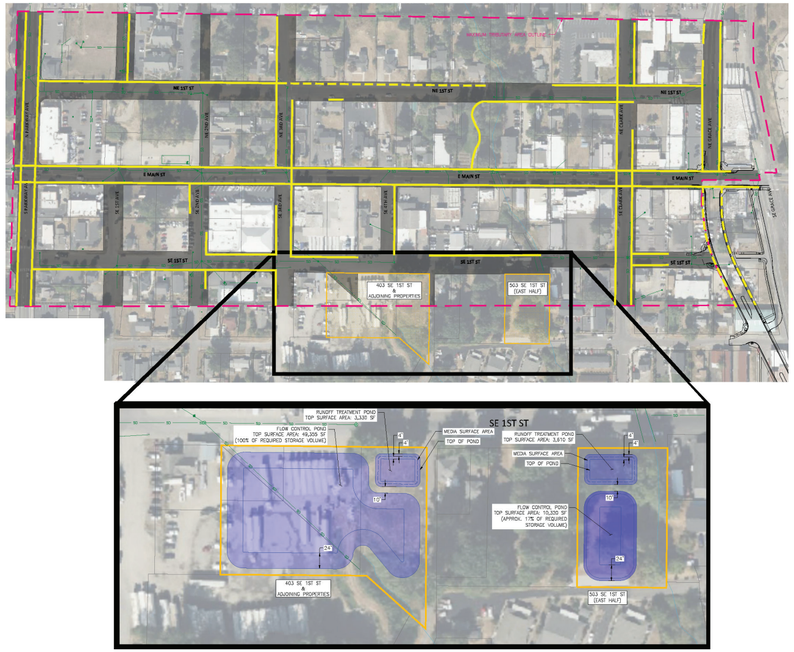


Fig. 113: Infrastructure Analysis Area- Regional Stormwater

3. OLD TOWN CAPITAL IMPROVEMENT PLAN

Based on the infrastructure and utilities inventory and analysis findings, MacKay Sposito and Transpo Group has prepared a list of recommended projects to be completed within the Study Area.

Each project identified is accompanied by a rough order of magnitude cost estimate, project description, and a map depicting project locations where applicable. This information is intended for use as a planning tool, and is organized to serve as an extension of the overall City of Battle Ground Capital Improvement Plan that is specific to upgrades within the Old Town area.

Project List

The following is a list of the recommended Old Town projects:

1. SW 5th Avenue and SW/SE 1st Street Alternative Auto and Truck Route Improvements
2. E Main Street (Parkway Ave to Grace Ave) Right-of-Way and Public Utility Improvements
3. E Main Street (Parkway Ave to Grace Ave) Private Utility Undergrounding
4. NE 1st Street Right-of-Way and Utility Improvements
5. SE 1st Street Right-of-Way and Utility Improvements
6. Typical Side Street Right-of-Way and Utility Improvements
7. Regional Stormwater Facility

Refer to Appendix F, 7b: Infrastructure Analysis for the Old Town Capital Improvement project sheets.

Cost Estimating Assumptions

High-level cost estimates were developed for each project utilizing average unit prices from recent publicly-bid projects and through discussions with engineers and construction contractors.

All costs are in April 2025 dollars and each estimate includes contingency factors, engineering and planning, construction management and administration, and City administration. Given the planning-level nature of this analysis, additional more detailed design and cost estimating will be needed for project implementation.

3.1. SW 5th Avenue and SW/SE 1st Street Alternative Auto and Truck Route Improvements

The project provides for an alternate vehicle and truck route to W Main Street and E Main Street via SW 1st Street and SE 1st Street. Work starts at W Main Street and NW/SW 5th Avenue, continues along SW 5th Avenue to SW 1st Street, and then to SE Grace Avenue via SW/SE 1st Street.

Planned improvements include:

- Eastbound right-turn pocket on W Main at SW 5th
- Widening NW/SW 5th for truck access
- Signal upgrades at W Main & NW/SW 5th
- New signals at SW 5th & SW 1st, S Parkway & SW/SE 1st SE Grace & SE 1st

The following Engineering & Planning costs include project management, topographic survey, geotechnical engineering, environmental permitting, cultural investigations, landscape architecture, civil engineering, traffic engineering, utility coordination, and public outreach.

- Franchise utility relocation costs are not included.
- W Main Street/NW 5th Avenue/SW 5th Avenue intersection, SW 5th Avenue, and SW 5th Avenue/SW 1st Street will have pavement planing and overlay.

Item No.	Spec. Section #	Description	Unit	Quantity	Unit Price	Amount
1		Minor Change	FA	1	$ 25,000	$ 25,000
2		Roadway Surveying	LS	1	$ 35,000	$ 35,000
3		ADA Features Surveying	LS	1	$ 40,000	$ 40,000
4		Record Drawings	LS	1	$ 4,000	$ 4,000
5		Removal of Structures and Obstructions	LS	1	$ 12,000	$ 12,000
6		Removing Cement Conc. Sidewalk	SY	771	$ 85	$ 65,535
7		Planing Bituminous Pavement	SY	2,556	$ 5	$ 12,780
8		Saw Cut	LF	1,354	$ 3	$ 4,062
9		Clearing and Grubbing	AC	0.10	$ 60,000	$ 6,000
10		Roadway Excavation Incl. Haul	CY	996	$ 60	$ 59,760
11		Crushed Surfacing Base Course	TON	1,228	$ 75	$ 92,100
12		HMA CL. 1/2 IN. PG 58H-22	TON	529	$ 150	$ 79,350
13		Seeding and Fertilizing	AC	0.10	$ 35,000	$ 3,500
14		Topsoil	SY	187.00	$ 50	$ 9,350
15		Cement Conc. Traffic Curb and Gutter	LF	509	$ 125	$ 63,625
16		Cement Conc. Traffic Curb	LF	352	$ 45	$ 15,840
17		Cement Conc. Rolled Curb	LF	418	$ 60	$ 25,080
18		Cement Conc. Sidewalk	SY	788	$ 130	$ 102,440
19		Cement Conc. Curb Ramp	EA	20	$ 7,500	$ 150,000
20		Cement Conc. Apron/Median/Island	SF	331	$ 150	$ 49,650
21		Cement Conc. Driveway Entrance Type TBD	EA	2	$ 8,000	$ 16,000
22		Traffic Signal System Complete (Main/5th)	LS	1	$ 400,000	$ 400,000
23		Traffic Signal System Complete (5th/1st)	LS	1	$ 470,000	$ 470,000
24		Traffic Signal System Complete (5th/Parkway)	LS	1	$ 470,000	$ 470,000
25		Traffic Signal System Complete (5th/Grace)	LS	1	$ 380,000	$ 380,000
26		Paint Line	LF	6,326	$ 2	$ 12,652
27		Plastic Stop Line	LF	345	$ 25	$ 8,625
28		Plastic Crosswalk Line	SF	1,908	$ 15	$ 28,620
29		Plastic Traffic Arrow	EA	16	$ 600	$ 9,600
30		Plastic Bicycle Lane Symbol	EA	2	$ 850	$ 1,700
31		Removing Existing Channelization	LF	3,285	$ 5	$ 16,425
32		Removing Existing Channelization Symbol	EA	8	$ 300	$ 2,400

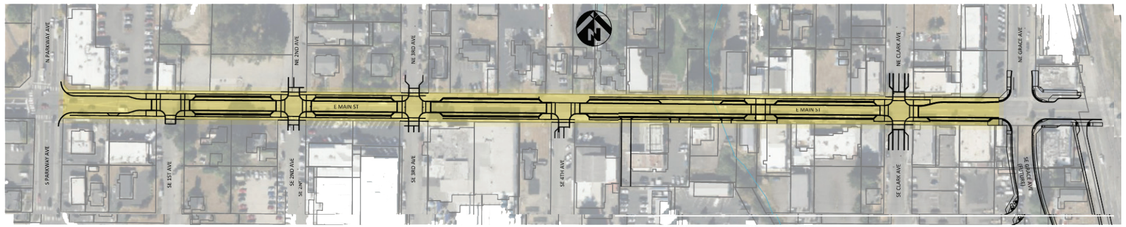
					Subtotal$_1$	$ 2,671,094
CN	SPCC and TESC	3%	of Subtotal$_1$			$ 80,133
CN	Stormwater	15%	of Subtotal$_1$			$ 400,664
CN	Utility Adjustments	3%	of Subtotal$_1$			$ 80,133
					Subtotal$_2$	$ 3,232,024
CN	Mobilization	10%	of Subtotal$_2$			$ 323,202
CN	Temporary Traffic Control	10%	of Subtotal$_2$			$ 323,202
					Subtotal$_3$	$ 646,405
CN	Contingency & Changes	40%				$ 1,551,371
					Construction Total	$ 5,429,800
CN	Construction Management	8%	of Const. Total			$ 434,384
					Construction Management Total	$ 434,384
PE	Engineering & Planning	20%	of Const. Total			$ 1,085,960
PE	Agency Project Management	10%	of Const. Total			$ 542,980
					Prelim. Engineering Total	$ 1,628,940
RW	Right of Way Acquisition	6140	Area (SF)	$	19	$ 116,660
RW	Right of Way Administration	7	Parcels (EA)	$	10,000	$ 70,000
RW	Title & Escrow	7	Parcels (EA)	$	3,500	$ 24,500
RW	Appraisal/Appraisal Review	7	Parcels (EA)	$	6,000	$ 42,000
RW	Statutory Evaluation Allowance	7	Parcels (EA)	$	750	$ 5,250
RW	Mitigation ("Cost to Cure")					$ 55,000
					Subtotal$_4$	$ 313,410
RW	Contingency	20%	of Subtotal$_4$			$ 62,682
RW	City Owned Utility Building Demo					$ 50,000
					Right of Way Total	$ 426,092
					2025 Total Planning Level Cost Estimate (Rounded up to Nearest Ten Thousand)	**$ 7,920,000**

Fig. 114: Alternative Auto and Truck Route Improvements

3. OLD TOWN CAPITAL IMPROVEMENT PLAN

3.2 E. Main Street (Parkway Ave to Grace Ave) Right-of-Way and Public Utility Improvements

The project includes complete reconstruction of the street section, curb, sidewalk, and water and stormwater utilities from N/S Parkway Ave to the realigned NE/SE Grace Ave. The project also includes installation of street lighting; decorative lighting; street trees and other landscaping; site furnishings such as parking pay stations, bike racks, benches, and trash receptacles; and art installations (wall murals and foundations for future sculptures).



Estimated Costs:

Item No.	Description	Unit	Quantity	Unit Cost	Total
1	Mobilization (10% of subtotal)	LS	1	$848,000	$848,000
2	Traffic Control (10% of subtotal)	LS	1	$848,000	$848,000
3	Site Preparation, Demolition, and Earthwork	LS	1	$922,000	$922,000
4	Sidewalk and Ramps	SY	4,395	$150	$659,250
5	Curb and Gutter	LF	6,885	$65	$447,525
6	HMA Pavement	SY	5,505	$95	$522,975
7	Concrete Intersections	SY	1,830	$220	$402,600
8	Water Improvements (12" & 16")	LF	2,090	$500	$1,045,000
9	Stormwater Improvements	LF	1,785	$340	$606,900
10	Illumination	LS	1	$1,028,000	$1,028,000
11	Street Trees, Tree Wells, and Tree Grates	EA	76	$3,400	$258,400
12	Planter Bed Landscaping	SY	1,310	$90	$117,900
13	Irrigation	LS	1	$227,000	$227,000
14	Parking Pay Stations	EA	16	$1,500	$24,000
15	Bike Racks	EA	46	$580	$26,680
16	Benches	EA	40	$3,100	$124,000
17	Trash Receptacles	EA	18	$2,600	$46,800
18	Signing and Striping	LS	1	$120,000	$120,000
19	Art Installation - Sculpture Foundations	EA	4	$1,800	$7,200
20	Art Installation - Murals	SF	8,000	$25	$200,000

Subtotal		$8,482,230
Contingency	40%	$3,392,892
Construction		**$11,875,122**
Engineering & Planning	20%	$2,375,024
Construction Management & Administration	8%	$950,010
City Administration	10%	$1,187,512
Total Project Cost		**$16,387,668**

Assumptions

1. All costs are in April 2025 dollars.
2. Engineering & Planning costs include: Project Management, Topographic Survey, Geotechnical Engineering, Environmental Permitting, Cultural Investigations, Landscape Architecture, Civil Engineering, Traffic Engineering, Utility Coordination, and Public Outreach.

Fig. 115: E. Main Street Right-of-way and Utility Improvements

3.3 E. Main Street (Parkway Ave to Grace Ave) Private Utility Undergrounding

The project includes constructing joint utility trenches and underground conduit lines within the right-of-way; installing vaults, service pedestals, and other associated infrastructure; undergrounding of private overhead power and communications utilities along E Main St between N/S Parkway Ave and NE/SE Grace Ave; and other associated work.

3.4 Regional Stormwater Facility



Estimated Costs:

Item No.	Description	Unit	Quantity	Unit Cost	Total
1	Mobilization (10% of subtotal)	LS	1	$172,000	$172,000
2	Traffic Control (10% of subtotal)	LS	1	$172,000	$172,000
3	Utility Undergrounding	LF	2,330	$530	$1,234,900
4	Pavement Restoration	SF	23,300	$6	$139,800

Subtotal		$1,718,700
Contingency	40%	$687,480
Construction		**$2,406,180**
Engineering & Planning	20%	$481,236
Construction Management & Administration	8%	$192,494
City Admin	10%	$240,618
Total Project Cost		**$3,320,528**

Assumptions

1. All costs are in April 2025 dollars.
2. The City will bear all costs associated with undergrounding of utilities.
3. The per linear foot unit price for Utility Undergrounding includes undergrounding of power and three communications utilities.
4. Joint utility trench will be installed on both sides of E Main St.
5. All meters are located on exteriors of buildings and are readily accessible. If power meters are located inside buildings or are not readily accessible from building exteriors, additional private-side electrical work may be needed, which is not included in this cost estimate.
6. All power systems are single-phase.
7. Engineering & Planning costs include: Project Management, Topographic Survey, Environmental Permitting, Cultural Investigations, Civil Engineering, and Utility Coordination.

Fig. 116: E. Main Street Private Utility Undergrounding

3. OLD TOWN CAPITAL IMPROVEMENT PLAN, CONT.

3.5 NE 1st Street Utility Improvements

The project includes replacement of water, sewer, and stormwater utilities from N Parkway Ave to NE Grace Ave. The project also includes pavement restoration over utility trenches.

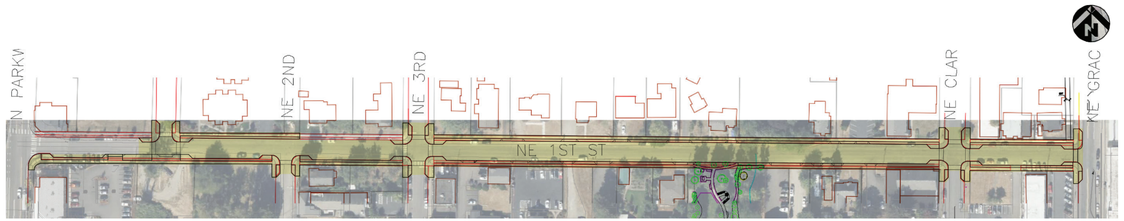


Fig. 117: NE 1st Street Right-of-Way Improvements



Fig. 118: NE 1st Street Utility Improvements

Estimated Costs:

Item No.	Description	Unit	Quantity	Unit Cost	Total
1	Mobilization (10% of subtotal)	LS	1	$614,000	$614,000
2	Traffic Control (10% of subtotal)	LS	1	$614,000	$614,000
3	Site Preparation, Demolition, and Earthwork	LS	1	$830,000	$830,000
4	Sidewalk and Ramps	SY	3,260	$150	$489,000
5	Curb and Gutter	LF	4,500	$65	$292,500
6	HMA Pavement	SY	8,965	$95	$851,675
8	Water Improvements (8")	LF	2,055	$440	$904,200
9	Sanitary Improvements	LF	240	$370	$88,800
10	Storm Improvements	LF	1,200	$340	$408,000
11	Illumination	LS	1	$600,000	$600,000
12	Street Trees	EA	69	$1,400	$96,600
13	Planter Bed Lawn/Landscaping	SY	2,115	$30	$63,450
14	Irrigation	LS	1	$165,000	$165,000
15	Bike Racks	EA	24	$580	$13,920
16	Trash Receptacles	EA	12	$2,600	$31,200
17	Signing and Striping	LS	1	$80,000	$80,000

Subtotal		$6,142,345
Contingency	40%	$2,456,938
Construction		**$8,599,283**
Engineering & Planning	20%	$1,719,857
Construction Management & Administration	8%	$687,943
City Admin	10%	$859,928
Total Project Cost		**$11,867,011**

Assumptions

1. All costs are in April 2025 dollars.
2. Quantities of proposed road improvements and site furnishings were provided by First Forty Feet.
3. Engineering & Planning costs include: Project Management, Topographic Survey, Geotechnical Engineering, Environmental Permitting, Cultural Investigations, Landscape Architecture, Civil Engineering, Traffic Engineering, Utility Coordination, and Public Outreach.

Fig. 119: NE 1st Street Right-of-Way and Utilities Cost Estimate

3.6 SE 1st Street Utility Improvements

The project project includes complete reconstruction of the street section, curb, sidewalk, and water, sanitary sewer, and stormwater utilities from S Parkway Ave to the realigned SE Grace Ave. The project also includes installation of street lighting; street trees and other lawn/landscaping; and site furnishings such as bike racks and trash receptacles.



Fig. 120: SE 1st Street Right-of-Way Improvements



Fig. 121: SE 1st Street Utility Improvements

Estimated Costs:

Item No.	Description	Unit	Quantity	Unit Cost	Total
1	Mobilization (10% of subtotal)	LS	1	$635,000	$635,000
2	Traffic Control (10% of subtotal)	LS	1	$635,000	$635,000
3	Site Preparation, Demolition, and Earthwork	LS	1	$830,000	$830,000
4	Sidewalk and Ramps	SY	3,560	$150	$534,000
5	Curb and Gutter	LF	3,500	$65	$227,500
6	HMA Pavement	SY	9,560	$95	$908,200
3	Water Improvements (8")	LF	2,135	$440	$939,400
4	Sanitary Improvements	LF	1,025	$370	$379,250
5	Storm Improvements	LF	1,265	$340	$430,100
10	Illumination	LS	1	$515,000	$515,000
11	Street Trees	EA	31	$1,400	$43,400
12	Planter Bed Lawn/Landscaping	SY	1,325	$30	$39,750
13	Irrigation	LS	1	$95,000	$95,000
15	Bike Racks	EA	32	$580	$18,560
17	Trash Receptacles	EA	15	$2,600	$39,000
18	Signing and Striping	LS	1	$80,000	$80,000

Subtotal		$6,349,160
Contingency	40%	$2,539,664
Construction		**$8,888,824**
Engineering & Planning	20%	$1,777,765
Construction Management & Administration	8%	$711,106
City Admin	10%	$888,882
Total Project Cost		**$12,266,577**

Assumptions

1. All costs are in April 2025 dollars.
2. Quantities of proposed road improvements and site furnishings were provided by First Forty Feet.
3. Engineering & Planning costs include: Project Management, Topographic Survey, Geotechnical Engineering, Environmental Permitting, Cultural Investigations, Landscape Architecture, Civil Engineering, Traffic Engineering, Utility Coordination, and Public Outreach.

Fig. 122: SE 1st Street Right-of-Way and Utilities Cost Estimate

3. OLD TOWN CAPITAL IMPROVEMENT PLAN, CONT.

3.7. Typical Side Street Right-of-Way and Utility Improvements

The project includes complete reconstruction of the street section, curb, sidewalk, and water, sanitary sewer, and stormwater utilities for one block of a typical north-south oriented side street. The project also includes installation of street lighting; lawn/landscaping; and site furnishings such as bike racks and trash receptacles. Note that not all blocks within the Study Area will have the same improvements (e.g. some blocks do not have all three public utilities), so costs will vary from block to block.

Estimated Costs:

Item No.	Description	Unit	Quantity	Unit Cost	Total
1	Mobilization (10% of subtotal)	LS	1	$86,000	$86,000
2	Traffic Control (10% of subtotal)	LS	1	$86,000	$86,000
3	Site Preparation, Demolition, and Earthwork	LS	1	$130,000	$130,000
4	Sidewalk and Ramps	SY	510	$150	$76,500
5	Curb and Gutter	LF	460	$65	$29,900
6	HMA Pavement	SY	910	$95	$86,450
3	Water Improvements (8")[1]	LF	265	$280	$74,200
4	Sewer Improvements	LF	265	$370	$98,050
5	Storm Improvements	LF	265	$340	$90,100
10	Illumination	LS	1	$70,000	$70,000
12	Planter Bed Lawn/Landscaping	SY	35	$30	$1,050
13	Irrigation	LS	1	$10,000	$10,000
15	Bike Racks	EA	4	$580	$2,320
17	Trash Receptacles	EA	2	$2,600	$5,200
18	Signing and Striping	LS	1	$15,000	$15,000

Subtotal		$860,770
Contingency	40%	$344,308
Construction		**$1,205,078**
Engineering & Planning	20%	$241,016
Construction Management & Administration	8%	$96,406
City Admin	10%	$120,508
Total Project Cost		**$1,663,008**

Assumptions

1. All costs are in April 2025 dollars.
2. Quantities of proposed road improvements and site furnishings were provided by First Forty Feet.
3. The cost per linear foot for water improvements on north-south oriented side streets is assumed to be lower than the cost per linear foot for water improvements on the east-west oriented streets since most hydrants and water services are located on the east-west oriented streets.
4. Engineering & Planning costs include: Project Management, Topographic Survey, Geotechnical Engineering, Environmental Permitting, Cultural Investigations, Landscape Architecture, Civil Engineering, Traffic Engineering, Utility Coordination, and Public Outreach.

Fig. 123: Typical Side Street Utility Improvements

This project includes the installation of regional runoff treatment and flow control stormwater facilities at a single site. For the purposes of this estimate, the runoff treatment facility was assumed to consist of a surface-level Contech Filterra Bioscape, and the flow control facility was assumed to be a surface-level detention pond. Both facility sizes represent minimum calculated sizes to provide runoff treatment and flow control (respectively) for the entire downtown tributary area.



Estimated Costs:

Item No.	Description	Unit	Quantity	Unit Cost	Total
1	Mobilization (10% of subtotal)	LS	1	$230,000	$230,000
2	Regional Stormwater Runoff Treatment Facility	SY	2,460	$700	$1,722,000
3	Regional Stormwater Flow Control Facility	CY	7,820	$45	$351,900

Subtotal		$2,303,900
Contingency	40%	$921,560
Construction		**$3,225,460**
Property Acquisition		$3,400,000
Engineering & Planning	20%	$645,092
Construction Management & Administration	8%	$258,037
City Admin	10%	$322,546
Total Project Cost		**$7,851,135**

Assumptions

1. All costs are in April 2025 dollars.
2. The per square foot unit for Regional Stormwater Runoff Treatment Facility refers to square foot of treatment media surface area. This estimate assumes a surface-level facility.
3. The per cubic yard unit for Regional Stormwater Flow Control Facility refers to cubic yard of stormwater facility storage volume. This estimate assumes a surface-level facility. The cost of a below-grade detention system can be as much as 2-3 times more expensive than a surface-level facility.
4. Property Acquisition cost assumes full acquisition of 403 SE 1st St and adjacent properties as shown in Project Map (approx. 61,000 square feet). Includes costs for land/property acquisition, title/escrow, appraisal, labor, and admin fees.
5. Engineering & Planning costs include: Project Management, Topographic Survey, Geotechnical Engineering, Environmental Permitting, Cultural Investigations, Landscape Architecture, Civil Engineering, Utility Coordination, and Public Outreach.

Fig. 124: Regional Stormwater Facility

REGULATORY FRAMEWORK

The Old Town Subarea Plan supports adopted City policies and recommends updates to land use, transportation, and roadway standards, and identifies a new storefront program and capital projects to guide implementation.

The Regulatory Framework identifies how the Subarea Plan builds upon and supports the following adopted City policy documents:

- Housing Action Plan & Housing Needs Analysis (Revised 2021)
- Transportation System Plan (2021)
- Non-Motorized Action Plan (2022)
- Land Use Master Plan (2021)
- Stormwater Management Plan (2023)
- Capital Projects List (2025 Public Works Department Projects List)

1. POLICIES ALIGNMENT & AMENDMENTS

1. Housing Action Plan & Housing Needs Analysis

The Subarea Plan supports the City's housing goals by identifying opportunities for infill and higher-density development within the existing City Limits and Urban Growth Area (UGA). It prioritizes vacant and underutilized parcels for housing and mixed-use development and includes the following:

a. Expand Housing Supply

- Identifies locations for townhomes, multifamily housing, and mixed-use development.

b. Invest in Enabling Infrastructure

- Recommends upgrades to public and private utilities in Old Town identified in the Infrastructure Framework section.
- Evaluated and found Tax Increment Financing (TIF)/Community Revitalization Financing (CRF) infeasible; alternative funding strategies are being explored and are included in the Implementation Plan of this document.

c. Adjust Parking Requirements

- Proposes reducing parking minimums to 1 stall per unit for multi- and two-family housing; no minimums in core Old Town
- Continues to support allowing parking reductions with a certified parking study.

d. Enact the Multifamily Tax Exemption (MFTE)

- Recommends that the City adopt an enabling ordinance to implement MFTE.
- Encourages public education on the program and use of financial assessments to ensure exemptions are economically necessary.

e. Utilize Surplus and Underused Land

- Recommends leveraging City-owned surplus land, including property acquired through the SE Grace Avenue realignment, for:
  - » Public-private partnerships
  - » Public parking to support Old Town businesses
- Recommends maintaining an inventory of surplus land with attributes and criteria for reuse prioritization.

2. Land Use Master Plan (LUMP)

The Land Use Master Plan guides long-range planning and informs future Comprehensive Plan updates. The Subarea Plan supports implementation of LUMP strategies for Old Town through land use amendments and targeted investment as indicated:

a. Reinforce East Main Street as a Vibrant Destination

- Utilizes the Subarea Plan's Style Guide to define building form, frontage, and typology.
- Promotes placemaking within the "first forty feet" to create a pedestrian-friendly, mixed-use district that reflects East Main Street character.

b. Encourage Storefront Revitalization

- Recommends a façade grant program to support reinvestment in aging buildings.
- Use of the Style Guide to inform renovation standards for existing and new development.

c. Improve Street Functionality and Parking

- Calls for traffic calming, safer crossings, and wider sidewalks on East Main Street.
- Proposes a curbside parking efficiency strategy, land acquisition for public parking, and exploration of shared, paid, or timed parking.
- Promotes pedestrian and bicycle access via four key walk/bike routes connecting neighborhoods to Old Town.

3. Transportation System Plan (TSP)

The Subarea Plan supports and recommends updates to the TSP to align with the Subarea Plan's mobility goals:

a. Freight Routing

- Proposes modifying the Motorized Freight Plan to designate SW 5th Avenue (W. Mai Street to SW 1st Street) and SW/SE 1st Street (from SW 5th Ave to SE Grace Ave) as an alternate truck route.

b. Bicycle and Pedestrian System Improvements

- Recommends extending and improving bike and pedestrian facilities on:
  - » NE/SE Clark Ave (NE 7th St to SE Rasmussen Blvd)
  - » NE 3rd Ave/NE 2nd Ave to SE Rasmussen Blvd
  - » NE 1st St (NE Grace Ave to Parkway Ave)
  - » SE 2nd St and SE 5th Ave to Parkway Ave

c. Transit Enhancements

- Coordinate with C-Tran for service and stop improvements along East Main Street, NE/SE Grace Avenue, Rasmussen Boulevard, & Parkway Avenue.

4. Non-Motorized Action Plan

The Subarea Plan prioritizes mobility and safety improvements for non-motorized users. The Subarea Plan advances these objectives with the following:

a. Adjust the Quiet Route Designation

- SE 1st Street is designated as an alternate vehicle/truck route in the Subarea Plan, which may conflict with its existing "Quiet Route" classification. Alternate corridors recommended for quiet, multimodal travel include:
  - » NE 1st St (between N. Parkway and NE Grace)
  - » SE 3rd/2nd Streets (between S. Parkway and SE Grace)

b. Expand Wayfinding

- The Subarea Plan Supports integration into the next phase of the Non-Motorized Transportation Action Plan.

c. Promote Neighborhood Connections

- Add four primary walk/bike routes to the Proposed Loops and Corridor map as indicated in the Subarea Plan on Pg. 94, Fig. 101 Walk and Bike Facilities: Existing, Planned and Proposed.

- These routes support connections from surrounding neighborhoods to Old Town's loops, multimodal corridors, and walking tour routes.

5. Amendments to the City of Battle Ground Municipal Code

The Old Town Subarea Plan recommends targeted updates to Titles 17-Zoning and 12-Streets and Sidewalks of the Battle Ground Municipal Code to support the Plan's goals for a more walkable, vibrant, and mixed-use district.

Title 17 – Zoning Ordinance

Title 17 establishes land use regulations, development standards, and zoning district requirements that govern how land can be used and developed in Battle Ground. It ensures consistency with the City's Comprehensive Plan and includes provisions for site plan review, conditional uses, variances, and zoning amendments.

Existing Zoning Designations in Old Town

Within the Subarea Plan boundaries (bounded by NE 1st Street, Parkway Avenue, Grace Avenue, and SE 1st Street), zoning districts include:

- **Downtown (D):** Intended to protect, enhance, and expand the City's historic shopping district, primarily supporting small-scale retail, services, and entertainment uses.
- **Residential – 20 Units/Acre (R20):** Supports higher-density neighborhoods with attached housing, located in areas with good access to services.

The current zoning in Old Town supports the Subarea Plan's goals for a mixed-use commercial district surrounded by higher-density residential development that transitions to lower-density neighborhoods typical of Battle Ground.

The Downtown (D) zone currently has no parking requirements, aligning with policy goals from the Housing Action Plan to reduce development costs and enhance affordability.

The Subarea Plan proposes the following Title 17-Zoning Amendments for:

- **Setbacks:** Update BGMC 17.118.030 Dimensional Requirements ***(Table 17.118-2 Lot Requirements for Nonresidential Districts)*** to require a minimum building setback along East Main Street to ensure a 12-foot sidewalk from face of curb to building. Allow a maximum 10-foot setback to accommodate active uses such as café seating, retail displays, or public gathering.
- **Parking Requirements:** Reduce parking minimums to 1 stall per unit for multi- and two-family housing for R16 and R20 zones surrounding the Downtown (D) district (Chapter 17.133 PARKING AND LOADING REQUIREMENTS- Table 17.133-1 Minimum Vehicular Parking Requirements.
- **Multifamily Tax Exemption (MFTE):** Adopt an enabling ordinance to allow multifamily tax exemptions in Old Town as an incentive for residential development.

1. Chapter 17.118

COMMERCIAL DISTRICTS (RC, D, CC, NC)

Amendment to *17.118.030 Dimensional Requirements. Table 17.118-2 (Nonresidential Districts):*

(Add to footnote 2)

"An exception to the zero-foot setback is a requirement that buildings fronting East Main Street be set back from the sidewalk to allow a minimum 12-foot sidewalk from curb face, with an allowance of up to a 10-foot setback for active frontage uses."

1. An exception to the ten-foot maximum setback may be allowed pursuant to the design standards of BGMC 17.118.040.

2. (ADD) An exception to the zero-foot setback requires new buildings fronting East Main Street to be set back to allow a minimum 12-foot sidewalk from curb face into the parcel, with up to a 10-foot setback permitted for outdoor uses such as retail display, seating, or dining tied to the ground-floor use.

* *Setbacks and buffers shall comply with this table or Table 17.131-1, whichever is more restrictive.*

Table 17.118-2
Lot Requirements for Nonresidential Districts

Lot and Yard Performance Standards*	Zone D
Landscaped open space, in percentage of total lot area	0
Maximum height, feet	60
Minimum distance between principal buildings, feet	None
Minimum lot frontage, feet	16
Minimum lot size, in square feet	1,600
Front and street side yard building setback in feet	*0' maximum (2)*
Rear yard building setback in feet	None
Side yard building setback in feet	None
Minimum yard setbacks adjacent to residential district	Pursuant to the screening and buffering standards contained in Chapter 17.131 BGMC, Table 17.131-1, plus an additional 1/2 foot for each foot the building exceeds 20 feet in height to a maximum setback requirement of 40 feet. Buildings in excess of 20 feet may be stepped
Maximum building coverage	Maximum determined by compliance with screening and buffering standards contained in Chapter 17.131 BGMC, Table 17.131-1, parking and loading standards of Chapter 17.133 BGMC, the stormwater control ordinance (Chapter 18.250 BGMC) and all other applicable standards.

1. POLICIES ALIGNMENT & AMENDMENTS, CONT.

Title 12 – Streets and Sidewalks

Title 12 governs the design, construction, and maintenance of the public right-of-way, including sidewalks, curbs, and streets. Chapter 12.116 outlines Transportation Standards, including design criteria by roadway classification.

The Subarea Plan proposes the following Title 12- Streets and Sidewalks Amendments

- **Update Section 12.116.040 – Transportation Facilities: Design Criteria**
  - **East Main Street:** Create a new Modified Minor Arterial-Retail Street section that supports wide sidewalks, curbside parking, and pedestrian-scaled design.
  - **Neighborhood Connectors:** Define new collector street type for intersecting and parallel routes that connect surrounding neighborhoods to Old Town, emphasizing walkability and multimodal access.

1. Modified Minor Arterial – Retail Street
(Recommended Cross-Section):

- Right-of-way: 60 feet
- Pavement width: ±37 feet (two travel lanes)
- Curbside parking: 7–8 feet
- Sidewalk: Minimum 12 feet (combined furnishing zone + walk zone)
- Tree wells: 4'x6' with grates where outdoor use is needed
- Transit: Coordinated with C-TRAN

Table 12.116.040 A

Arterial Streets- *Add Option 4 Modified Minor Arterial-Retail Street*

Figure 12.116.040A.4

Modified Minor Arterial Street Section Drawings

Option 4 Modified Minor Arterial- Retail Street

Table 12.116.040A
Arterial Streets

	.4 Modified Minor Arterial-Retail Street
Function	Street collecting traffic from commercial/industrial districts; connects to another public street of equal or greater classification
Access	Controlled
Maximum Arterial Spacing	Under 2 miles
Average Daily Trips Daily Hourly Volume	5,000+
Right-of-Way	60 feet (2 travel lanes)
Pavement	37 feet +/- curb to curb
Lane Width	10-11 feet
Bicycle Lane	None
Parking/Shoulder	7'-8'
Median/Turn Lane	11-12 feet
Street Lighting	Required
Planter Strip and Sidewalks(1)	1.5'-2', walk-off zone (includes 6" curb),4-foot-wide furnishing zone and 6-foot-wide sidewalk required on both sides of the street
Transit Facilities	As recommended by transit agency and approved by city engineer
Intersection Spacing	250 feet minimum 500 feet maximum

1. In all commercial zones, the entire walk-off, furnishing zone and sidewalk are required to be sidewalk. Tree wells are to be 4'x6' open with ground cover and trees spaced every 30'-35', in areas where outdoor use of the furnishing zone supports the business, tree grates will cover the open well.

Fig. 125: Option 4 Modified Minor Arterial- Retail Street

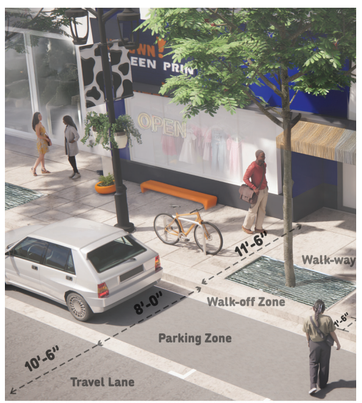


Fig. 126: Option 4 Modified Minor Arterial-Retail Street Section

2. Major Collector Streets – Options 4 and 5:

These options include variations in right-of-way, parking layout, sidewalk width, and bike facility design, offering flexibility for streets design that supports the existing Old Town street network.

Figure 12.116.040B.4

Collector Street Section Drawings

Major Collector—Option 4

Recommended standard for the following Neighborhood Connection streets:

- NE 1st Street (N Parkway to NE Grace)
- SE 3rd Street / SE 2nd Street (S Parkway to SE Grace)
- NE 3rd Avenue / SE 2nd Avenue (9th Avenue to Rasmussen Boulevard)
- Clark Avenue (9th Avenue to Rasmussen Boulevard)

Figure 12.116.040B.5

Collector Street Section Drawings

Major Collector—Option 5

Recommended standard for partially improved "Avenue" streets intersecting East Main Street as a way to maintain and/or increase available Old Town on-street public parking. Standard to be applied to the following street where there is adequate right-of-way: NE 2nd Avenue; SE 1st Avenue, SE 2nd Avenue; and SE 4th Avenue.

Table 12.116.040B
Collector Streets

	.4 Major Collector—Option 4
Function	Street collecting traffic from neighborhoods or commercial/industrial districts; connects to another public street of equal or greater classification
Access	Controlled
Maximum Arterial Spacing	Under 2 miles
Average Daily Trips Daily Hourly Volume	5,000+
Right-of-Way	58-60 feet (2 travel lanes)
Pavement	37 feet +/- curb to curb
Lane Width	12 feet
Bicycle Lane	Bicycle share the travel lanes
Parking/Shoulder	7'-8' on both sides
Median/Turn Lane	None, except at intersection when required
Street Lighting	Required
Planter Strip and Sidewalks	4' wide planter strip and 5'-6' sidewalk
Transit Facilities	As recommended by transit agency and approved by city engineer
Intersection Spacing	250 feet minimum 500 feet maximum

Fig. 127: Option 4 Major Collector Street

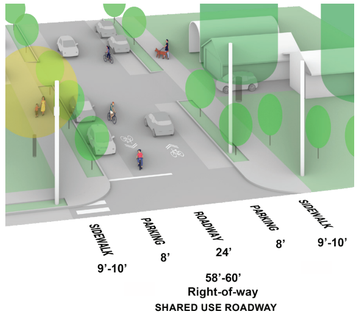


Fig. 128: Option 4 Major Collector Street Section

Table 12.116.040B
Collector Streets

	.5 Major Collector—Option 5
Function	Street collecting traffic from neighborhoods or commercial/industrial districts; connects to another public street of equal or greater classification
Access	Controlled
Maximum Arterial Spacing	Under 2 miles
Average Daily Trips Daily Hourly Volume	Under 1,000
Right-of-Way	60 feet (2 travel lanes)
Pavement	50 feet +/- curb to curb
Lane Width	11 feet
Bicycle Lane	Bicycle share the travel lanes
Parking/Shoulder	8' parallel, one side, 20' angled one side
Median/Turn Lane	None, except at intersection when required
Street Lighting	Required
Planter Strip and Sidewalks	No planter strip and 6' sidewalk
Transit Facilities	As recommended by transit agency and approved by city engineer
Intersection Spacing	250 feet minimum 500 feet maximum

Fig. 129: Option 5 Major Collector Street

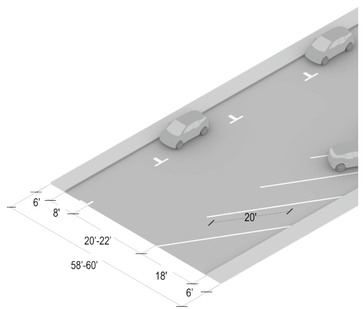


Fig. 130: Option 5 Major Collector Street Section

2. STOREFRONT IMPROVEMENT PROGRAM

A Storefront Improvement Program would support ongoing efforts to improve the appearance of commercial buildings in Old Town Battle Ground.

By enhancing storefronts, signage, lighting, and outdoor spaces, the City can support local business retention and attraction, improve the pedestrian environment, and reinforce Old Town's identity as a walkable, historic destination.

Program Structure and Best Practices

Drawing from established programs in Vancouver and Camas, Washington, the following best practices are recommended:

- **Public-Private Partnership:** Match City funds with private investment, typically on a 50/50 cost-share basis.
- **Simple, Transparent Application Process:** Make forms user-friendly and available online. Consider a rolling application window with quarterly review cycles.
- **Design Guidance:** Provide optional technical support or pre-approved design guidelines for signage, lighting, and painting to streamline the process and ensure quality.
- **Pilot Phase:** Launch with a small-scale pilot (e.g., $100,000) to refine program operations and gauge demand.
- **Leverage Local Materials and Trades:** Incentivize use of local contractors or materials when feasible to keep investment in the local economy.

Types of Eligible Improvements

Based on the project's engagement with East Main Street businesses and interviews, eligible improvements should include:

- Façade and exterior painting
- Signage and sign lighting
- Architectural and entryway lighting
- Door and window upgrades
- Landscaping and planters
- Outdoor seating and fencing
- Repair of exterior materials
- Accessibility upgrades (e.g., ramps)

Estimated Program Cost and Funding Strategy

Based on five example projects ranging from $10,000 to $125,000, the average investment per property is roughly $45,000–$50,000. A starting City contribution of $100,000–$150,000 is recommended for a first-year pilot, potentially supporting 4–8 projects depending on match ratios.

- Potential sources of funding:
- General Fund allocations
- ARPA funds (if eligible and available)
- Economic Development funding or downtown reinvestment funds
- Local business improvement district (future consideration)

Grant Types and Funding Parameters

- **Matching Grants:** 50/50 match, with City contribution capped at $10,000–$25,000 per business.
- **Mini-Grants:** Up to $5,000 for smaller-scale projects like signage, lighting, or planters (no match required for businesses under a certain size or revenue threshold).
- **Design Assistance Grants:** Up to $2,500 in technical assistance for architectural renderings, color schemes, or code compliance.

Application Requirements

Businesses would submit:

- Completed application form
- Description of proposed improvements
- Itemized cost estimates (at least one quote per improvement)
- Photos of existing conditions
- Proof of property ownership or signed approval from property owner
- Timeline for proposed work

Stipulations on Use of Funds

- All improvements must comply with City codes and design guidelines.
- Work must be completed within 6–9 months of grant award.
- Projects must be visible from the public right-of-way.
- Reimbursement occurs only after inspection and submittal of receipts.
- Grant recipients must maintain improvements for at least 3–5 years.

Grant Selection and Review Process

- Establish a review committee (City staff, one Council member, one local business or Chamber representative).
- Evaluate based on criteria such as:
  - » Visual impact and alignment with Old Town character
  - » Leveraging of private investment
  - » Readiness to proceed
  - » Equity of distribution among business types or locations
- Score applications and recommend funding on a quarterly basis or in defined rounds.

Staffing and Administration

- Assign 0.25–0.5 FTE to manage the program during peak periods (application cycles, inspection, reimbursement).
- Responsibilities include outreach, intake, technical assistance, compliance review, and documentation.
- Consider hiring a consultant for initial design guideline creation and pilot phase support.

3. OLD TOWN MAIN STREET ORGANIZATION

The formation of a business-focused organizational structure could be a champion for the revitalization, promotion, and long-term economic vitality of Old Town.

The City of Battle Ground could partner with Old Town businesses to form a business-focused group that supports storefront improvements, events, advocacy, and local business needs. In the interim, the City may collaborate with regional partners like the Greater Vancouver Chamber and Washington State Main Street Program for technical assistance and organizational development.

Old Town Business Association Implementation Approach

The following are some necessary steps toward organizing a business focused Old Town organization.

1. Phase 1 – Convene and Assess (0–6 Months)

City Actions:

- **Identify Key Stakeholders**: Reach out to Old Town property owners, business owners, developers, civic groups, and local institutions.
- **Host a Listening Session or Business Roundtable:** Use it to gauge interest in a business association and identify shared priorities (e.g., marketing, safety, events, parking, beautification).
- **Conduct a Needs Survey:** Gather data on what business/property owners want and need in terms of support, coordination, and advocacy.

Deliverable: Summary report of engagement, shared priorities, and interest in forming an organization.

2. Phase 2 – Form an Interim Organizing Committee (6–12 Months)

City Actions:

- **Appoint or hire a coordinator** (internal staff or consultant) to support the committee.
- Recruit an Interim Leadership Group: Include business/property owners, a City staff liaison, and possibly the Greater Vancouver Chamber or CREDC.
- **Define Mission and Purpose:** Use Washington Main Street's Four-Point Approach (Design, Promotion, Economic Vitality, Organization) as a framework.
- **Draft Bylaws and Roles:** Create governance structure and a one-year work plan.

Deliverable: Formation of a named group (e.g., Old Town Battle Ground Business Alliance), initial leadership, and basic work plan.

3. Phase 3 – Explore State Recognition (Year 1–2)

A. Work with the Greater Vancouver Chamber:

- Request mentorship and regional collaboration.
- Consider a satellite partnership model where Old Town members receive support under a shared umbrella.

B. Apply to Become a WA State Main Street Affiliate:

- Contact the Washington State Main Street Program (WSMSP), managed by the Dept. of Archaeology & Historic Preservation (DAHP).
- Use this period to build capacity for full designation.

C. Plan for Full Main Street Designation (2–3 years):

- Hire a full-time Main Street Director.
- Demonstrate local match (financial or in-kind).
- Establish 501(c)(3) or 501(c)(6) nonprofit status.

Resources:

- Washington State Main Street Program: https://preservewa.org/mainstreet/
- Main Street Starter Kit (DAHP): Templates for bylaws, work plans, mission/vision
- Greater Vancouver Chamber: Explore regional representation or capacity-sharing models. https://www.vancouverusa.com/
- National Main Street Center: Training, best practices, and national network. https://www.mainstreet.org/

Considerations for City Staffing to Organize an Old Town Business Association

To support the creation and initial success of an Old Town Business Association, the City of Battle Ground could play a role in administering and staffing a temporary position dedicated to organizing, supporting, and eventually transitioning the effort to a business- or community-led structure.

The following is an approach for a City-supported launch phase (Year 1–2).

A. Create a Dedicated Staff Role (Full or Part-Time)

Title: Old Town Program Coordinator or Downtown Economic Vitality Coordinator

Core Responsibilities:

- Convene and support business/property owners
- Organize meetings, events, and promotional efforts
- Coordinate technical assistance with state and regional partners
- Develop a governance framework for a future business association
- Assist with grant writing and program administration (e.g., façade grants, Main Street Affiliation)

Funding Sources:

- General fund (economic development or community development budget)
- ARPA or other federal recovery funds (if still eligible)
- CDBG (if focused on low/mod benefit or public infrastructure)
- WA Dept. of Commerce planning or Main Street technical assistance funds

Key Administrative Elements

A. Program Framework

- Develop a work plan for the staff position, aligned with Subarea Plan goals
- Establish a timeline and deliverables, including: Stakeholder engagement, Formation of interim committee, Draft governance structure, Application to WA Main Street Program

B. Oversight & Support

- Assign oversight to Community Development or Economic Development Department
- Consider forming a small advisory group (City staff + business stakeholders + regional partners) to guide early efforts

C. Transition Strategy

By Year 2, plan for one of the following:

- Formation of a 501(c)(3) or 501(c)(6) nonprofit organization
- Transfer of leadership to a board representing Old Town businesses/property owners
- Transition to full WA Main Street designation with a locally hired Main Street Director

4

Implementation Plan

OVERVIEW

The Implementation Plan provides a roadmap to navigate the complexities of redevelopment, foster collaboration, and realize the full potential of the envisioned Old Town revitalization.

Laying the Foundation for Old Town to Thrive as a One-of-a-kind Destination

Central to Old Town's revitalization is strengthening the mix of uses—shopping, entertainment, dining, services, and housing—while building on existing public amenities such as the event center and Central Park. The addition of new gathering spaces will encourage visitors to spend more time in the district. This critical mass of activity and gathering areas is essential to establishing Old Town as a one-of-a-kind destination.

To support this transformation, the City should invest in essential infrastructure improvements, including utilities, streets, sidewalks and public gathering areas—laying the foundation for a thriving and connected community.

The project area includes key catalyst sites that, if acquired by the City, can significantly influence investment in this emerging downtown. These sites are strategically located and are intended to spur positive change and further development.

Catalyst Sites, and Projects

A 'menu' of projects are identified. Not all projects are equal. Some are time-sensitive and need to commence immediately, while others will require further study and coordination.

Additionally, to ensure consistency with the Old Town Subarea Plan, regulating policies, plans, ordinances, and funding strategies will need to be either updated or created by the City and consultants, and adopted by the City Council, and/or in coordination with other regulating agencies. A schedule for the key projects identifies the potential timing and sequencing of projects.

Action Plan, Roles and Partners

An Action Plan has been developed for each project, outlining the associated planning, programming, design, engineering, and construction activities, along with a proposed five-year implementation schedule.

Each Action Plan identifies the City's role and potential partners in facilitating redevelopment through updated regulations, additional studies and feasibility analyses, developer outreach, participation in public-private partnerships, and the construction of infrastructure improvements (e.g., streets, sidewalks, trails, and open spaces). These efforts will be carefully timed and located to maximize the impact of both public and private investments. Implementation may be led by the City of Battle Ground and/or coordinated with private-sector partners through public-private partnerships.

Costs and Funding Sources

Some of the actions in this plan could be implemented using the City's existing General Fund. However, General Funds are limited and already support many City priorities. Given the limited existing revenue sources, the Implementation Plan offers a variety of tools to generate additional revenue for City initiated improvements.

Partnerships

For the purpose of redevelopment the City is likely to negotiate, where necessary, easements, property acquisition, partnerships, or other agreements with public or private partners to facilitate needed infrastructure, public amenities, and other improvements.

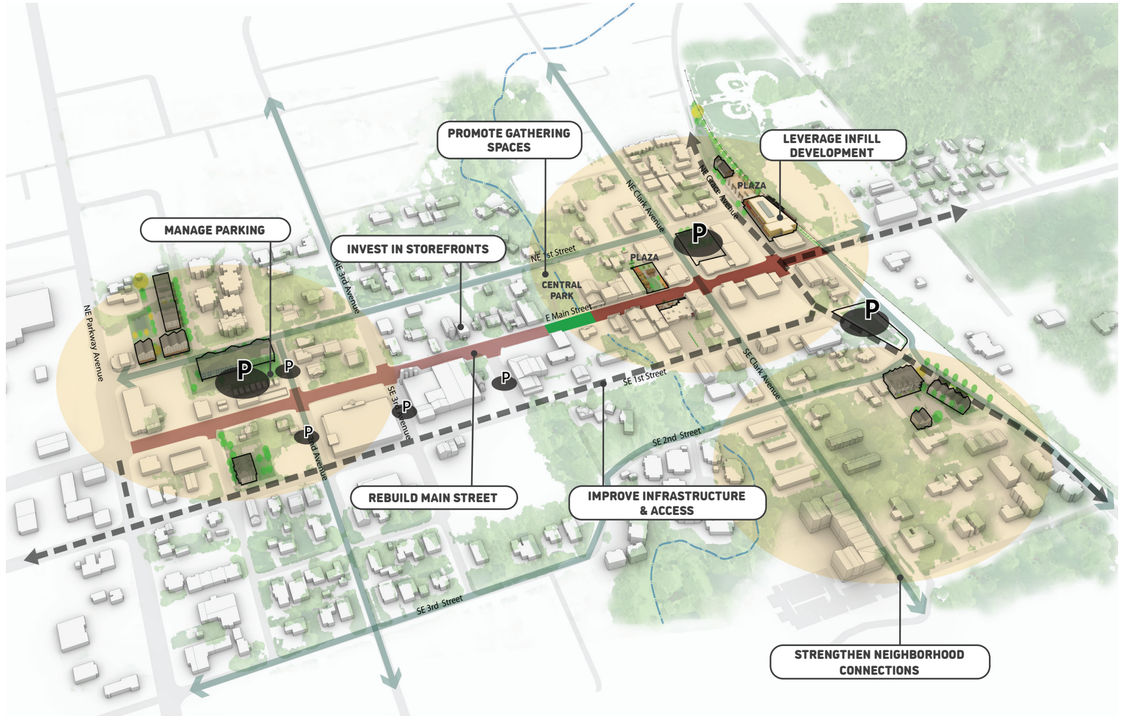


Fig. 131: The "Big Ideas" for Old Town Revitalization

1. MENU OF PROJECTS

Revitalizing Old Town Battle Ground will in part depend on the City's strategic investment of financial and staff resources to "prime the pump" for long-term private investment..

The Subarea Plan outlines a menu of key projects—**primarily public investments in physical infrastructure**—led by the City of Battle Ground and encompassing planning, programming, design, engineering, and construction. In some cases, implementation will occur in coordination with private utility providers and developers through public-private partnerships.

Some projects are catalytic—essential to sustain existing businesses and encourage future development. Others are time-sensitive regulatory updates or programmatic efforts needed to provide clear and consistent guidance for private investment. These may include development standards for public street improvements, design guidelines applicable to private projects, and new programs that incentivize storefront improvements.

Together, the catalytic and time-sensitive projects form the foundation for Old Town's revitalization, and many should be initiated and substantially completed within the first five years of the Plan's adoption. These early actions are critical to "setting the table" for investment and redevelopment success.

Key Projects Include:

- **Transportation and Infrastructure Improvements:** Planning, design, and reconstruction of East Main Street, enhancements to SW/SE 1st Street as an alternate route to Main street and replacement and upgrades to water, sanitary sewer, and stormwater systems to support existing and future uses.
- **Land acquisition and use of remnant parcels:** Strategic locations are identified for a Main Street Plaza and central gathering space, the development of public parking lots to support Old Town businesses, events, and programming, and to encourage mixed-use development through public-private partnerships.
- **Zoning and regulatory amendments:** Updates to zoning regulations to support placemaking along Main Street; adoption of new complete street standards to enhance walkability and bike access within a five-minute radius of Old Town; and implementation of a storefront improvement program to sustain reinvestment in Old Town's historic commercial buildings.
- M**ural Demonstration Project:** Build early positive momentum through community involvement in a mural painting of the Andersen Dairy silos.

The following pages provide brief descriptions of each project and outline the recommended actions and schedule for implementation within a five-year timeframe.

Transportation Improvement Projects

(Fig. 132- Transportation Improvement Projects)

TP-1. SE and SW 1st Street Alternative Traffic Route: Enhances SE/SW 1st Street to provide improved vehicular traffic flow for regional traffic and trucks through Old Town and supports a more comfortable pedestrian environment along Main Street (between S. Parkway Avenue and SE Grace Avenue), that supports local businesses consisting of:

- Raised intersections (E 1st Avenue, E 2nd Avenue, E 3rd Avenue, E 4th Avenue, and E Clark Avenue)
- Raised midblock crosswalk between E 4th Avenue and E Clark Avenue
- 10-foot wide vehicular travel lanes (Minimum)
- Widened sidewalks 11.5-foot with intersection curb extensions

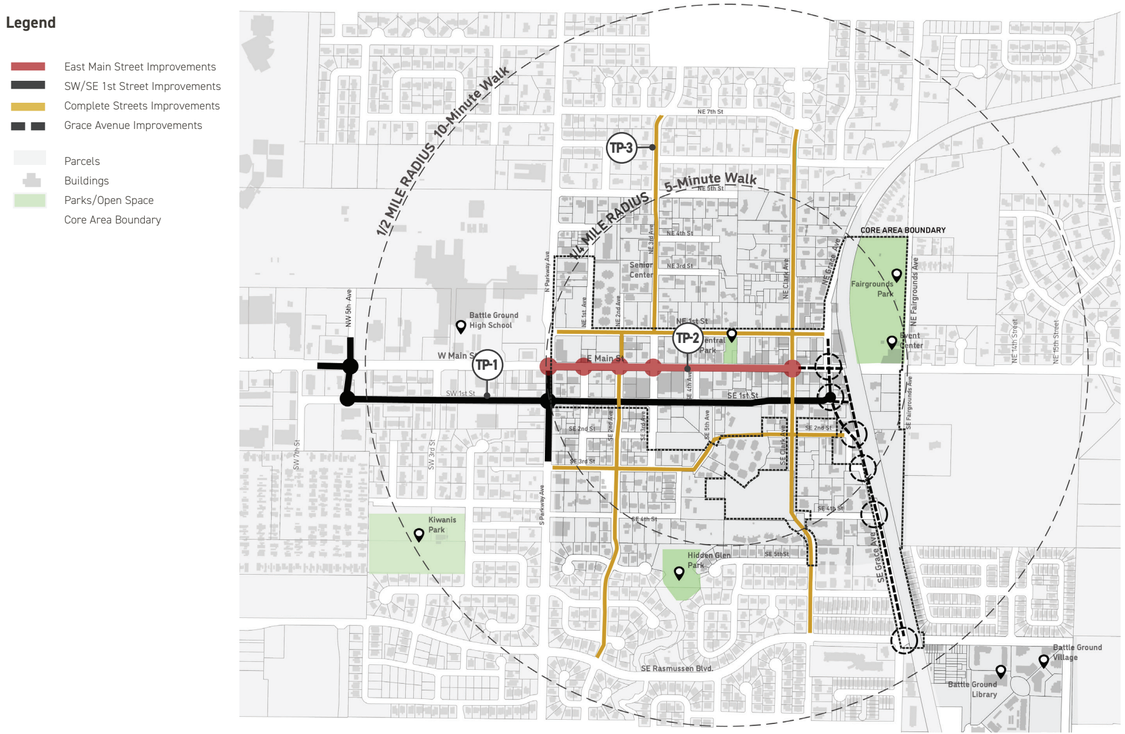


Fig. 132: Transportation Improvement Projects

1. MENU OF PROJECTS, CONT.

» Street amenities (e.g., street trees, lighting & banners, furnishing zones, building zones, etc.)

Vehicular improvements are proposed along the alternative transportation route (SW 5th Avenue and SE/SW 1st Street) to allow for truck turning movements and improve east-west traffic flow. These improvements include the following:

» SW 5th Avenue/W Main Street—Installation of an eastbound right-turn lane with a truck turn apron at the southwest corner; Widening of the northbound approach and reconfiguration of travel lanes to provide a left-turn and shared left-through-right lane; Widening of the southbound approach; Implementation of north-south split phasing for the traffic signal.

» SW 5th Avenue/SW 1st Street—Installation of a traffic signal; Corner widening with truck apron at the northeast corner; Elimination of on-street parking along eastbound SW 1st Street, east of the intersection.

» S Parkway Avenue/S 1st Street—Installation of a traffic signal (with southbound left-turn restrictions during the PM peak period (approximately 4pm to 6pm)); Installation of left-turn pockets along the eastbound and westbound approaches; Elimination of on-street parking in both directions along SE/SW 1st Street, east and west of the intersection.

» SE Grace Avenue/ SE 1st Street; Installation of a traffic signal; Corner widening with truck aprons at the northwest and southwest corners.

Proposed Funding: City, State & Federal Grants

TP-2. East Main Street -Complete reconstruction of the right-of-way and including water and stormwater utilities from N/S Parkway Ave to the realigned NE/SE Grace Ave. The project also includes installation of pedestrian street lighting; decorative roadway festoon lighting; street trees and other landscaping; site furnishings such as parking pay stations, bike racks, benches, and trash receptacles; and art installations (wall murals and foundations for future sculptures). Undergrounding of private overhead power and communications utilities along E Main St between N/S Parkway Ave and NE/SE Grace Ave.

Proposed Funding: City, State & Federal Grants

TP-3. Complete Streets Improvements: Reconstruct and infill gaps in sidewalks, add street trees and pedestrian lighting; and shared bike marking within the roadway along NE 1st Street, SE 3rd Street/SE 2nd Street, NE 3rd Avenue/SE 2nd Avenue and Clark Avenue.

Proposed Funding: City, & State Grants

4. SE Grace Avenue (Phase II) -Current project realigns the roadway with NE Grace Avenue and adds a new signalized intersection. The design includes one travel lane in each direction, a center turn lane, bike lanes, planter strips, and sidewalks. Engineering is 60% complete, and is under federal environmental review.

Funding: City, State & Federal Grants

Infrastructure Improvement Projects

(Fig. 133- Infrastructure Improvement Projects)

IP-1. E. Main Street (Parkway Ave to Grace Ave) Public Utility Improvements

The project includes complete reconstruction of water and stormwater utilities from N/S Parkway Ave to the realigned NE/SE Grace Ave.

Proposed Funding: City, State & Federal Grants

IP-2. E. Main Street (Parkway Ave to Grace Ave) Private Utility Undergrounding

The project includes constructing joint utility trenches and underground conduit lines within the right-of-way; installing vaults, service pedestals, and other associated infrastructure; undergrounding of private overhead power and communications utilities along E Main St between N/S Parkway Ave and NE/SE Grace Ave; and other associated work.

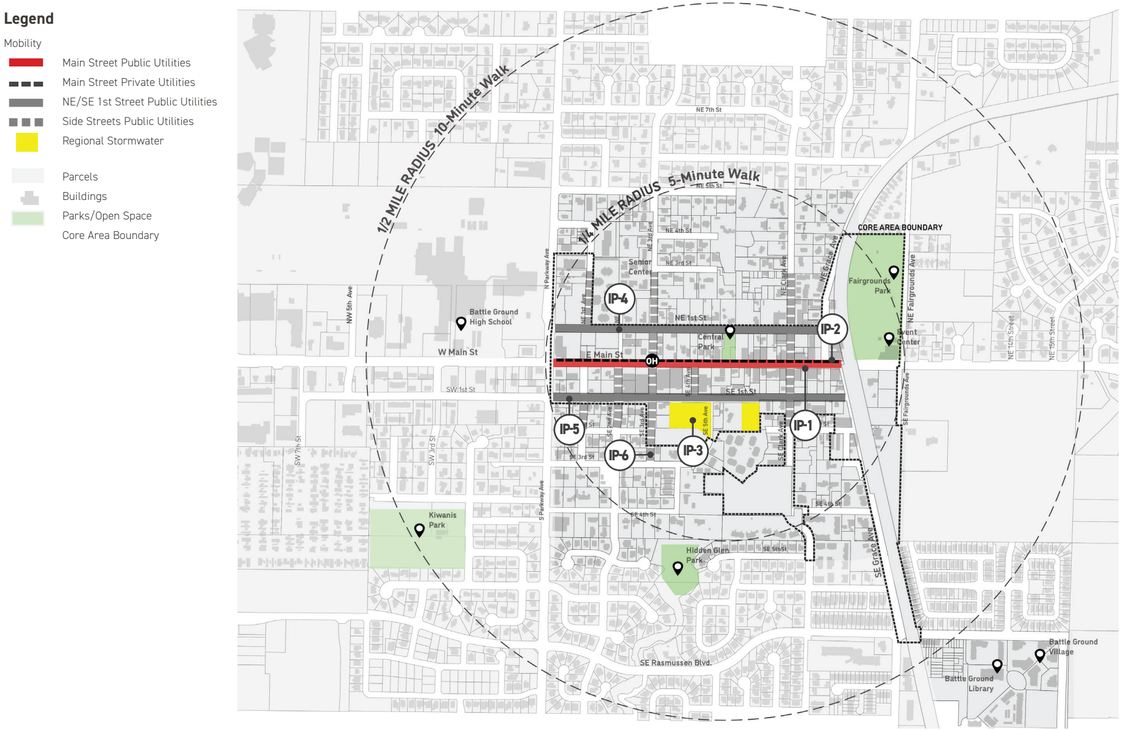


Fig. 133: Infrastructure Improvement Projects

1. MENU OF PROJECTS, CONT.

Proposed Funding: City, & State Grants

IP-3. Regional Stormwater Facility

This project includes the installation of regional runoff treatment and flow control stormwater facilities at a single site. Both facility sizes represent minimum calculated sizes to provide runoff treatment and flow control (respectively) for the entire downtown tributary area.

Proposed Funding: City, State, & Federal Grants

IP-4. NE 1st Street Utility Improvements

The project includes replacement of water, sewer, and stormwater utilities from N Parkway Ave to NE Grace Ave. The project also includes pavement restoration over utility trenches.

Proposed Funding: City, State, & Federal Grants

IP-5. SE 1st Street Utility Improvements

The project includes replacement of water, sewer, and stormwater utilities from S Parkway Ave to the realigned SE Grace Ave.

Proposed Funding: City, State, & Federal Grants

IP-6 Typical Side Street Utility Improvements

The project includes replacement of water, sewer, and stormwater utilities for one block of a typical north-south oriented side street. The project also includes pavement restoration over utility trenches. Note that not all blocks within the Study Area have all three utilities, so costs will vary from block to block.

Proposed Funding**:** City, State, & Federal Grants

Land Acquisition and Remnant Land Projects

(Fig. 134- Infrastructure Improvement Projects)

LARL-1 Land Acquisition: City acquisition of two NE 1st Street parcels for redevelopment as an interim public parking lot. Design, fund and construct an estimated 60 spaces. Potential future site as a developer offering for multi-family residential or mixed-use multi-family and ground-floor commercial.

LARL-2 Land Acquisition: City acquisition of East Main Street parcel for redevelopment as a public plaza. Implement the project in Phase I as a community demonstration project see conceptual design described on Pg. 71- Main Street Plaza . In Phase II design, fund and construct a permanent public plaza.

LARL-3 Land Acquisition: City acquisition of NE 1st Street parcel for redevelopment as a public parking lot. Design, fund and construct a 16-space parking lot.

LARL-4 Remnant Land: City acquisition as part of the SE Grace Improvement Project. City to design, fund and construct 22-space public parking lot.

LARL-5 Remnant Land: City acquisition as part of the SE Grace Improvement Project. City to initiate a public/private partnership with adjacent landowner for a mixed-use development.

Regulatory Amendments

RA-1 Transportation System Plan (TSP)

Amendments include:

- Designate 5th Avenue and SW/SE 1st Street as the freight route on the Motorized Freight Plan map.
- Add future bicycle facilities on NE 1st Street (N Parkway Avenue to NE Grace Avenue), SE 3rd Street / SE 2nd Street (S Parkway Avenue to SE Grace Avenue); NE 3rd Avenue / SE 2nd Avenue (NE 7th Street to SE Rasmussen Boulevard), and Clark Avenue (NE 7th Street to SE Rasmussen Boulevard.
- Update the Long-term Travel Way Improvements (5-20 Year) map to include the 5th Avenue (W. Main Street to SE 1st Street) and SW/SE 1st Street (SW 5th Avenue to SE Grace Avenue).

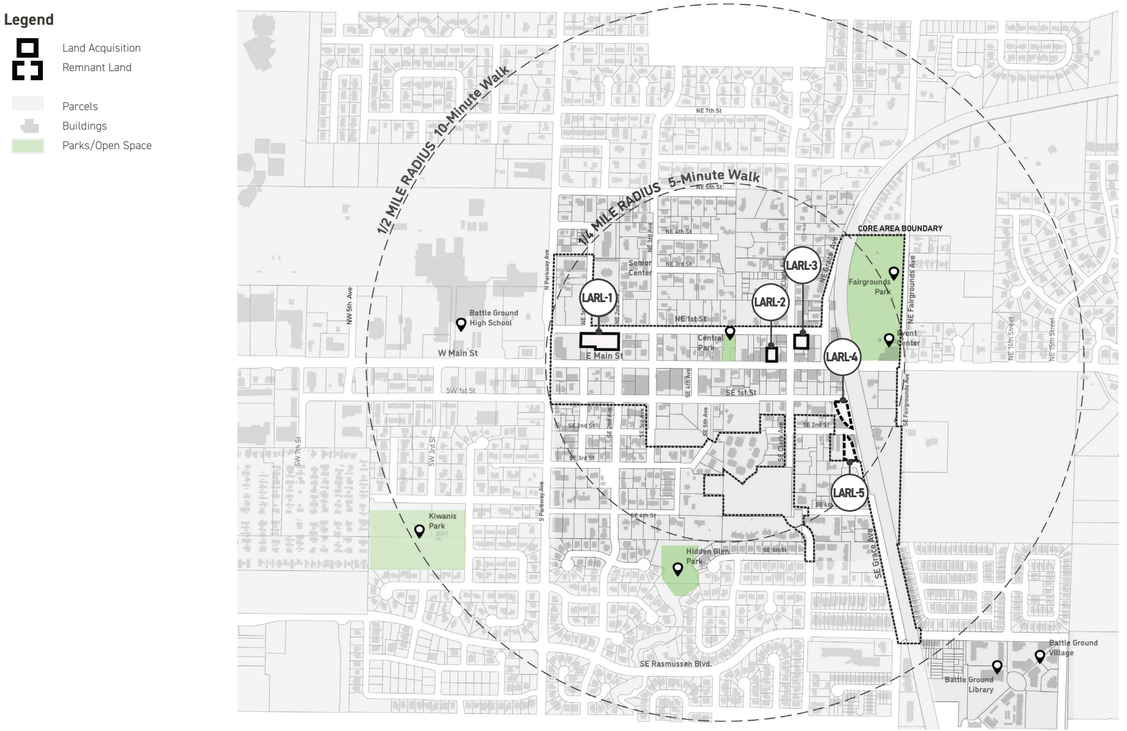


Fig. 134: Land Acquisition and Remnant Lands Projects

1. MENU OF PROJECTS, CONT.

» Amend Map ID #55 NE 1st Street from N Parkway Avenue to NE Grace Avenue to reconstruct roadway per New Major Collector-Option 5 Standard, see Pg. 117, Fig. 116 Major Collector-Option 5.

RA-2 Non-Motorized Action Plan

Amendments include:

» Designate NE 1st Street (Between N Parkway Avenue and NE Grace Avenue) and SE 3rd Street/SE 2nd Street (S. Parkway Avenue to SE Grace Avenue as the Quiet Route on the Proposed Loops and Corridors Map, pg. 27 Non-Motorized Transportation Plan (2021).

RA-3 Title 17-Zoning Amendments

Amendments include:

» **Setbacks:** Update BGMC 17.118.030 Dimensional Requirements ***(Table 17.118-2 Lot Requirements for Nonresidential Districts)*** to require a minimum building setback along East Main Street to ensure a 12-foot sidewalk from face of curb to building. Allow a maximum 10-foot setback to accommodate active uses such as café seating, retail displays, or public gathering.

» **Parking Requirements:** Reduce parking minimums to 1 stall per unit for multi- and two-family housing for R16 and R20 zones surrounding the Downtown (D) district (Chapter 17.133 PARKING AND LOADING REQUIREMENTS- Table 17.133-1 Minimum Vehicular Parking Requirements.

» **Multifamily Tax Exemption (MFTE)**: Adopt an enabling ordinance to allow multifamily tax exemptions in Old Town as an incentive for residential development.

RA-4 Title 12- Streets & Sidewalks Amendments

Amendments include:

» Create a new Modified Minor Arterial-Retail Street section consistent with the Subarea Plan's 60'-foot East Main Street section. See Pg. 116, Fig. 111 Option 4 Modified Minor Arterial- Retail Street.

» Create a new Major Collector--Option 4 street section (See pg 117, Fig. 113 Option 4 Major Collector Street) to be applied to the Neighborhood Connection streets (See pg.125, Fig. 117 Infrastructure Improvement Projects; and Pg. 94 Fig. 101 Existing, Planned and Proposed Walk and Bike Facilities.

» Create a new Major Collector--Option 5 street section to be applied to the "Avenue" streets intersecting East Main Street (See pg. 117, Fig. 115: Option 5 Major Collector Street).

RA-5 Storefront Improvement Program

Establish a storefront improvement program through a City Council resolution or inclusion in the annual budget, along with administrative guidelines and possible amendments to development regulations or design standards. See pg 118 Storefront Improvement Program for best practices.

RA-6 Main Street Organization

Support the creation of an Old Town Business Association organization, by administering and staffing a temporary position dedicated to organizing, supporting, and eventually transitioning the effort to a business- or community-led structure.

Mural Demonstration Project

(Fig. 135- Andersen Dairy Silos Mural Project)

Andersen Dairy Silos

A City initiated and collaborative effort with Andersen Dairy to develop and install a mural on the silos of the Andersen Dairy building, located along E. Main Street. This prominent location presents a unique opportunity to celebrate the identity and history of the community through public art. The City should explore the use of local artists and organize a design competition to solicit creative concepts. A community-based selection process could help ensure the mural reflects shared values and broad public support, while the competition format could generate excitement and engagement locally and across the region.



Fig. 135: Before and After Andersen Dairy Silos Mural

Implementation Timeline

Project ID	Project Name	Year 1	Year 2	Year 3	Year 4	Year 5
Transportation and Infrastructure Improvements						
TP-1	SE/SW 1st St Alternative Route	🔹 30% Design	🔸 Fund 100% + Final Design	🏗️ Bid & Construction	—	—
TP-2, IP-1, IP-2	East Main Street Reconstruction	🔹 30% Design + Utility Coordination	🔸 Fund 100% + Final Design	🏗️ Bid & Construction	🏗️ Ongoing	✅ Complete
IP-3	Regional Stormwater Facility	🔹 Site Selection & Design	🔸 Fund + Permitting	🏗️ Construct	✅ Complete	—
IP-4-IP-5	NE/SE 1st St Utility Improvements	🔹 30% Design	🔸 Fund 100% + Final Design	🏗️ Bid & Construction	✅ Complete	—
IP-6	Typical Side Street Utility Improvements	🔹 Prioritize Segments + Design	🔸 Fund 100% + Final Design	🏗️ Construct Phase I	🏗️ Construct Phase II	✅ Complete
Land Acquisition and Remnant Parcel Redevelopment						
LARL-1	NE 1st St Interim Parking Lot (60 spaces)	🔹 Acquire + Design	🔸 Fund + Construct	✅ Complete	—	—
LARL-2	East Main Public Plaza	🔹 Acquire + Phase I Demo Project	🔸 Design Permanent Plaza	🏗️ Construct Plaza	✅ Complete	—
LARL-3	NE 1st St Parking Lot (16 spaces)	🔹 Acquire + Design	🔸 Fund + Construct	✅ Complete	—	—
LARL-4	SE Grace Remnant Parcel (22-space lot)	🔹 Acquire + Design	🔸 Fund + Construct	✅ Complete	—	—
LARL-5	SE Grace Remnant Parcel (Mixed-Use)	🔹 Acquire + Partnership Discussion	🔸 P3 Development Plan	🏗️ Construct	✅ Complete	—

Fig. 136: Infrastructure and Parcel Redevelopment Timeline

Project ID	Project Name	Year 1	Year 2	Year 3	Year 4	Year 5
Regulatory Amendments and Programs						
RA-1	Title 17 – Zoning Amendments	🔹 Draft + Review	✅ Adopt	—	—	—
RA-2	Title 12 – Streets & Sidewalk Standards	🔹 Draft + Review	✅ Adopt	—	—	—
RA-3	Transportation System Plan Amendments	🔹 Draft Amendments	🔸 Adopt	—	—	—
RA-4	Non-Motorized Action Plan Amendments	🔹 Draft Amendments	✅ Adopt	—	—	—
RA-5	Storefront Improvement Program	🔹 Develop Program + Guidelines	✅ Adopt via Resolution	Launch Pilot	🏬 Expand	—
RA-6	Main Street Business Org Support	🔹 Fund Temporary Position	Launch Organization	Transition to Community	✅ Ongoing Support	—
Mural Demonstration Project						
MDP-1	Andersen Dairy Silos Mural	🔹 Planning, Coordination and Funding Strategy; Competition Launch & Selection	🔸 Final Design, Permitting, & Approvals; Grant Finalization; ✅ Installation & Complete			

Fig. 137: Regulatory, Programs and Demonstration Project Timeline

2. CITY & PARTNER ROLES

Successful implementation of the Subarea Plan will require time and energy from a variety of partners, but the City will be the champion of the plan.

To stimulate desired development in the near term, it is likely the City will need to facilitate redevelopment through participating in public private partnerships, constructing infrastructure improvements (e.g., streets and sidewalks and public gathering spaces), and carefully considering the timing and location of both public and private investment. The City's role will include soliciting developers, coordinating partners, pursuing funding, and implementing actions where possible.

Additional considerations around the City's role are included in the action sheets of Appendix C.3 Development Strategy. Potential partners are listed below. This list is not exhaustive; other potential partnerships might emerge throughout the course of the Master Plan's implementation.

LOCAL and COUNTY PARTNERS

1. **Battle Ground Public Schools (BGPS)** Potential partner for safe routes to schools, shared use of facilities, and community events. May support improvements near Battle Ground High School (e.g., crosswalks, sidewalks, signage).
2. **Clark Public Utilities** Partner for undergrounding utilities, upgrading infrastructure, and coordinating street improvements. May provide rebates or energy efficiency grants for upgraded lighting or building systems in Old Town.
3. **Fire District 3** Involved in public safety infrastructure and review of building or street design to maintain emergency access.
4. **Local Non-Profits and Service Clubs** Examples: Lewis River Rotary Club, Lions Club, Kiwanis. May provide volunteer support for beautification projects, sponsorships, and small grants for public art, seating, or amenities.
5. **Faith-Based Organizations-** Often contribute to community-building efforts or partnerships related to youth, homelessness, or public events.
6. **Private Developers and Property Owners** Critical for reinvestment in buildings, infill housing, adaptive reuse, or redevelopment aligned with Subarea Plan goals.
7. **Greater Vancouver Chamber of Commerce-** Promotes local businesses, tourism, and events. Could help coordinate downtown business programming, "shop local" campaigns, **or** shared marketing.
8. **Columbia River Economic Development Council (CREDC)-** Regional economic development organization serving Clark County. Provides business recruitment, retention, and expansion support. Can help position Old Town for investment and connect to state and national resources.
9. **Southwest Washington Small Business Development Center (SBDC**) Offers free, one-on-one business advising on planning, finance, marketing, and operations. Can assist Old Town businesses navigating façade grants, expansion plans, or startup efforts.
10. **Clark County Community Services** Administers HUD Community Development Block Grants (CDBG) and HOME Investment Partnerships Program (HOME) funds. Supports affordable housing development, housing rehab, and housing for special populations. Coordinates regional Consolidated Plan, which sets housing priorities for the area.
11. **Clark County Public Works** May partner on regional transportation planning, stormwater management, and capital investments.
12. **Clark County Health Department** Can support safe routes, active transportation, and equitable access to services. Potential grants for health-focused built environment improvements.
13. **Clark County Arts Commission / Historical Preservation Commission** Possible support for public art, historic preservation, and cultural programming within Old Town.
14. **Vancouver Housing Authority (VHA)** While primarily serving Vancouver, VHA may be a regional partner for affordable housing development or voucher expansion in Battle Ground. Could be a collaborator if regional housing initiatives expand into northern Clark County.
15. **Southwest Washington Regional Housing** Collaborative. Informal or emerging partnerships of agencies, non-profits, and municipalities that pool resources or advocate for regional housing needs.

STATE PARTNERS

16. **Washington State Department of Transportation (WSDOT)** Key partner for improvements to Main Street (SR 502) and regional traffic patterns. Potential funding through Complete Streets, Safe Routes to School, or Pedestrian/Bicycle grant programs.
17. **Washington State Department of Commerce** Funding and technical assistance via Growth Management Services, the Main Street Program, Public Works Board, and community development grants.
    - » Housing Trust Fund (HTF): Funds new construction, preservation, and rehabilitation of affordable housing. Supports rental, homeownership, and special needs housing.
    - » Connecting Housing to Infrastructure Program (CHIP): Provides grants to local governments for utility and infrastructure that supports affordable housing.
    - » Middle Housing and Missing Middle Technical Assistance: Offers grants and planning support to help cities implement code changes or plans to support infill and housing diversity.
    - » Transit-Oriented Development Implementation Grants: Supports planning and infrastructure in areas near current or future transit that align with housing goals.
    - » Affordable Housing Incentives Program: Technical assistance and code development support for cities using voluntary or mandatory inclusionary zoning or density bonuses.

In addition, the Office of Economic Development and Competitiveness administers a variety of programs to support small business and local economic vitality:

- » Small Business Flex Fund – Low-interest loans for small businesses.
- » Economic Development Grants – Infrastructure and planning grants to local governments.
- » Community Economic Revitalization Board (CERB) – Funds infrastructure (water, sewer, fiber, roads) that supports job creation.
- » Main Street Tax Credit Incentive Program (see below).

2. CITY & PARTNER ROLES, CONT.

18. **Washington State Main Street Program** (via Dept. of Archaeology & Historic Preservation) Supports historic downtown revitalization efforts through design, promotion, organization, and economic vitality strategies. Old Town Battle Ground could become a Main Street Community or Affiliate, making it eligible for technical support and tax credit donations.
19. **Washington State Housing Finance Commission (WSHFC)** Administers Low-Income Housing Tax Credit (LIHTC) program in WA. Offers:
    - » Bond financing for multifamily development
    - » Homebuyer assistance programs (down payment help, low-interest loans)
    - » Non-profit and developer capacity building
20. **Washington State Microenterprise Association (WSMA)** Supports microbusiness development and entrepreneurship, including through training and financial tools.
21. **Washington Trust for Historic Preservation** Offers support for building rehab, historic designation, and technical assistance for Old Town properties.
22. **Washington State Department of Ecology** Can provide grants for stormwater infrastructure and brownfield assessments/remediation (if applicable in Old Town).
23. **Washington State Arts Commission (ArtsWA)** Potential funding or partnerships for public art, creative placemaking, and community engagement.

FEDERAL PARTNERS

24. **U.S. Department of Transportation (USDOT)** Funding opportunities via Safe Streets for All, RAISE Grants, and Transportation Alternatives Program (via WSDOT).
25. **U.S. Environmental Protection Agency (EPA)** Technical support and funding for brownfields redevelopment, green infrastructure, and stormwater management.
26. **U.S. Department of Housing and Urban Development (HUD)** Key programs administered directly or through state/county:
    - » CDBG & HOME (funding for housing, infrastructure, ADA, rehab).
    - » Section 108 Loan Guarantee Program – Long-term financing for housing and economic development.
    - » Fair Housing Initiatives Program (FHIP) – Technical support on equity and fair housing.
27. **U.S. Economic Development Administration (EDA)** Potential funding for infrastructure, business development, and economic revitalization in designated economic development districts. Offers grants for planning, infrastructure, and catalytic redevelopment in distressed areas. Can help fund broadband, utility upgrades, or economic recovery strategies in Old Town.
28. **U.S. Department of the Treasury.** Oversees:
    - » Low-Income Housing Tax Credits (LIHTC) – Through state HFC.
    - » New Markets Tax Credit (NMTC) – Can be used for mixed-use or catalytic developments including housing in qualified census tracts.
    - » Opportunity Zones (OZs) – Not currently applicable to Battle Ground, but relevant for some regions.
    - » New Markets Tax Credit (NMTC) – For investment in low-income communities.
    - » State Small Business Credit Initiative (SSBCI) – Washington is deploying this for expanded business lending and equity investment programs.
29. **U.S. Small Business Administration (SBA)**- Provides:
    - » SBA 7(a) and 504 loans – For real estate, equipment, or business expansion.
    - » SBA Microloans – Smaller loans often through local nonprofits.
    - » Disaster Recovery Loans – Can assist with business continuity in emergencies.
    - » Women-, minority-, and veteran-focused programs
30. **U.S. Department of Agriculture – Rural Development (USDA RD)** Battle Ground qualifies for many USDA housing and rural economic development:
    - » Section 502 Direct Loans & Guaranteed Loans for low-income homebuyers.
    - » Section 504 Home Repair Loans and Grants (elderly and low-income).
    - » Multi-Family Housing Direct Loans (Section 515) – For nonprofit or public agencies to build or preserve affordable rental housing.
    - » Rural Business Development Grants (RBDG) – For technical assistance, training, and capital improvements.
    - » Intermediary Relending Program (IRP) – Provides low-interest loans through nonprofit lenders in rural areas.

ADDITIONAL PARTNERS

31. **Southwest Washington Regional Transportation Council (RTC)** Transportation coordination and regional planning.
32. **C-TRAN** Transit infrastructure, access, and stop locations.
33. **Fort Vancouver Regional Library District** Community programming, engagement, or facility partnerships with local library nearby.
34. **SW WA Clean Air Agency** Potential support for green infrastructure, electrification, or air quality mitigation.
35. **Craft3** Nonprofit community development financial institution (CDFI). Provides flexible loans to entrepreneurs and property owners unable to access traditional financing, including façade rehab or business acquisition.
36. **Mercy Corps Northwest** Offers business education, loans, and support to low-income and historically underserved entrepreneurs in Washington.
37. **Local Foundations or Banks with CRA Investment Goals** Example: Umpqua Bank, Columbia Bank, Heritage Bank may offer grants, technical assistance, or in-kind services for business district revitalization.
38. **Habitat for Humanity** May partner on affordable homeownership or rehab projects in Old Town.
39. Proud Ground Works in Clark County to provide community land trust housing solutions.
40. **Tourism Partnerships:** Visit Vancouver USA or regional tourism bureaus could help with branding and event support.
41. **Educational Institutions:** Partnerships with Clark College or WSU Vancouver for internships, business training, or research.

3. FUNDING

A toolkit of funding options are available to support infrastructure, programming, maintenance, and redevelopment in and around Old Town.

The Old Town Subarea Plan outlines Old Town strategies for infrastructure, redevelopment, and placemaking. The following tables identify potential City, State and Federal funding programs. See Appendix G: 8c: Alternative Funding Sources for more detail and resource links.

Major infrastructure projects—such as road redesigns, a regional stormwater facility, and utility upgrades—are estimated at $36.4 million. While Tax Increment Financing (TIF) may not cover all costs, additional city, regional, state, and federal programs could support funding. See Appendix G: Tax Increment Finance Memo for more information on the viability of a TF district to support financing of Old Town infrastructure projects. Figure 131, summarizes these programs, their administrators, and relevance to Battle Ground.including the administering body and applicability of each program.

Infrastructure

Program	Administered By	Use Case	Battle Ground Context	Notes
City & Regional Programs				
Transportation Benefit District (TBD)	City of Battle Ground	Road, transit, sidewalks	Established in 2014; raises ~$250k/year	Potential to increase fee or adopt 0.1% sales tax
Transportation Impact Fees	City of Battle Ground	New development-related improvements	Generates $731,483 in 2025	Must be related to new development
Transportation Alternatives Program (TAP)	SW WA RTC	Non-motorized transportation	Funded Chelatchie Rails with Trails in 2017	Reimbursement model requires upfront funds
Local Improvement District (LID)	City, Property Owners	Localized infrastructure	Requires community support	Legally complex; higher administrative burden
Parking Fees	Washington Administrative Code	Build and maintain public parking	Consider future install of parking kiosks	Longer term program to fund public parking
State Programs				
TIB Grant Programs	WA TIB	Urban arterials, mobility, preservation	Eaton Blvd Overlay funded in FY2025	Highly competitive; $3.5M limit per project
Public Works Board Loans	WA Dept. of Commerce	Pre-construction and construction	Eligible for stormwater/street work	20-year loan; up to $10M biennium limit
Ecology Water Quality Grants	WA Dept. of Ecology	Stormwater, water quality	Next cycle opens July 2025	~85% of stormwater apps are funded
Federal Programs				
(BUILD) Grant Program	US Dept. of Transportation	Grants for surface transportation infrastructure	Funding needed to support Old Town infrastructure projects	Requires significant upfront investment

Fig. 138: Infrastructure Funding

Maintenance & Programming

Along with infrastructure, maintenance and programming are crucial to a successful downtown. In order to attract more visitors, businesses, and investment to Old Town, the City should collaborate with local property owners to make the area a vibrant and active destination that draws people year-round. Fig. 132, includes an array of funding tools that the City could utilize to pay for ongoing maintenance and programming in Old Town.

Program	Administered By	Use Case	Battle Ground Context	Notes
City & Regional Programs				
Façade Improvement Grants	City/Downtown Association	Storefront renovation	No existing program	Can be structured as match or grant
Business Improvement Area (BIA)	City + Ratepayers	Ongoing clean/safe, events, branding	Would require buy-in from owners	Modeled on Spokane BIA
State Programs				
Main Street Program	WA DAHP	Historic commercial districts	No 501(c)(3) yet	Enables access to tax credit and grants
Federal Programs				
NEA Our Town Grant	National Endowment for the Arts	Placemaking & arts	Opportunity for programming support	Federal cuts may impact availability

Fig. 139: Maintenance & Programming Funding

3. FUNDING, CONT.

Downtown Redevelopment

The current development climate is challenging nationwide due to high material costs and interest rates. Due to this, the City should ensure that it is effectively utilizing programs and policies that support redevelopment in Old Town. Some of the tools in this table, such as state Housing Trust Fund money, would be utilized by a developer rather than the City itself. However, the City can play a role in directing Old Town investors to the resources they need to make projects pencil.

Program	Administered By	Use Case	Battle Ground Context	Notes
City & Regional Programs				
Multifamily Tax Exemption (MFTE)	City of Battle Ground	Housing in target areas	Old Town not currently included	Expanding area requires ordinance
Affordable Housing Sales & Use Tax	WA Dept. of Commerce	Housing acquisition, rehab	Not yet adopted; Ridgefield raised $30k	Council vote needed
Fast-Track Permitting	City of Battle Ground	Expedited review	Mandated by state	May not provide major benefit beyond base rules
State Programs				
Housing Trust Fund	WA Dept. of Commerce	Affordable housing development	City could direct developers	Competitive; for developers, not City directly
Federal Programs				
EPA Brownfields Program	U.S. EPA	Environmental cleanup	No sites currently identified	Potential future use (e.g., dairy site)
Historic Tax Credits	U.S. National Park Service	Historic building rehab	Only Rieck House currently certified	Opportunity with future designations

Fig. 140: Downtown Redevelopment Funding



Fig. 141: Harvest Days on East Main Street


FIRST
FORTY
FEET