

# SOUTH KINCAID SUBAREA PLAN



## COMMUNITY WORKSHOP 1





# SUBAREA BOUNDARIES



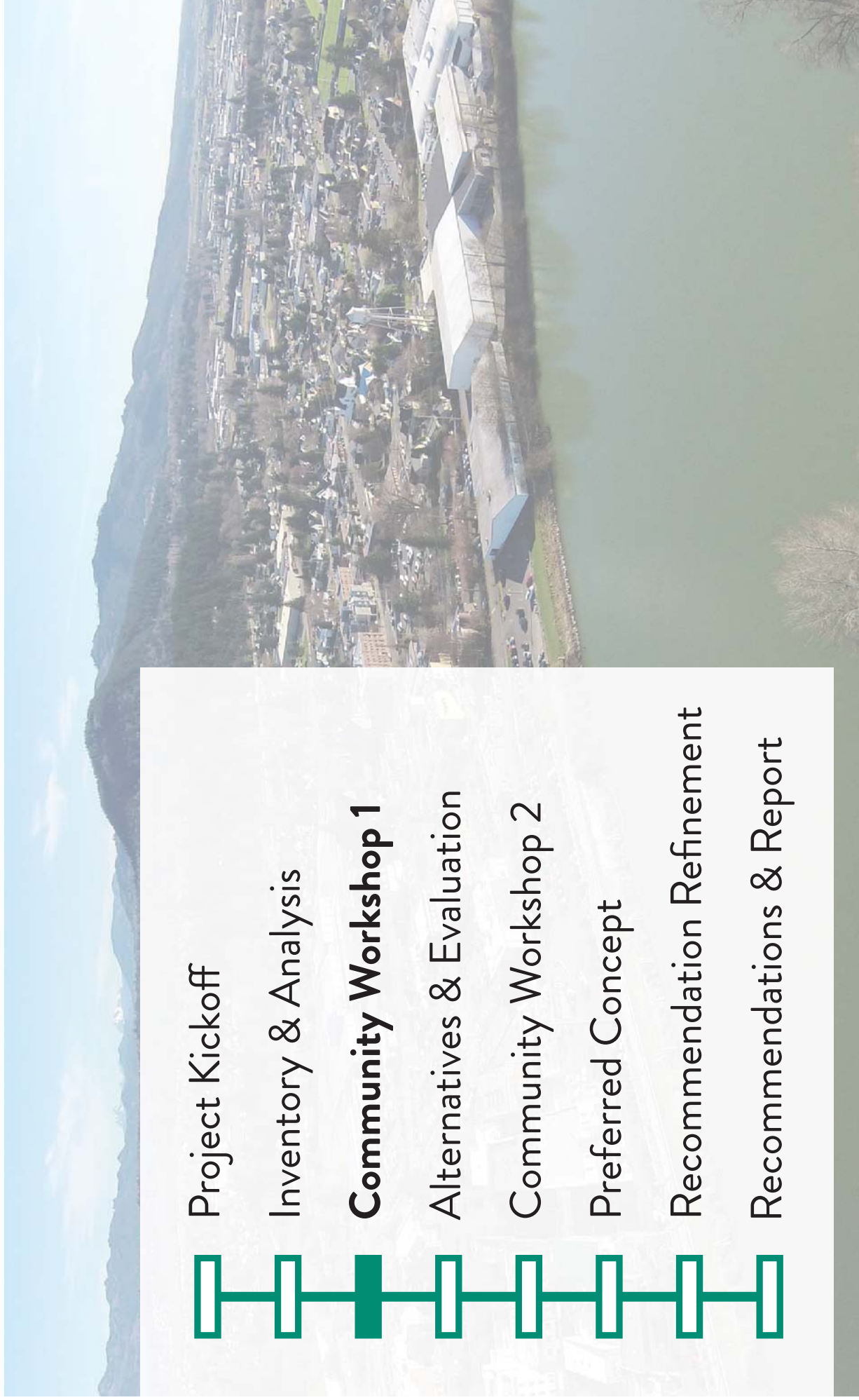
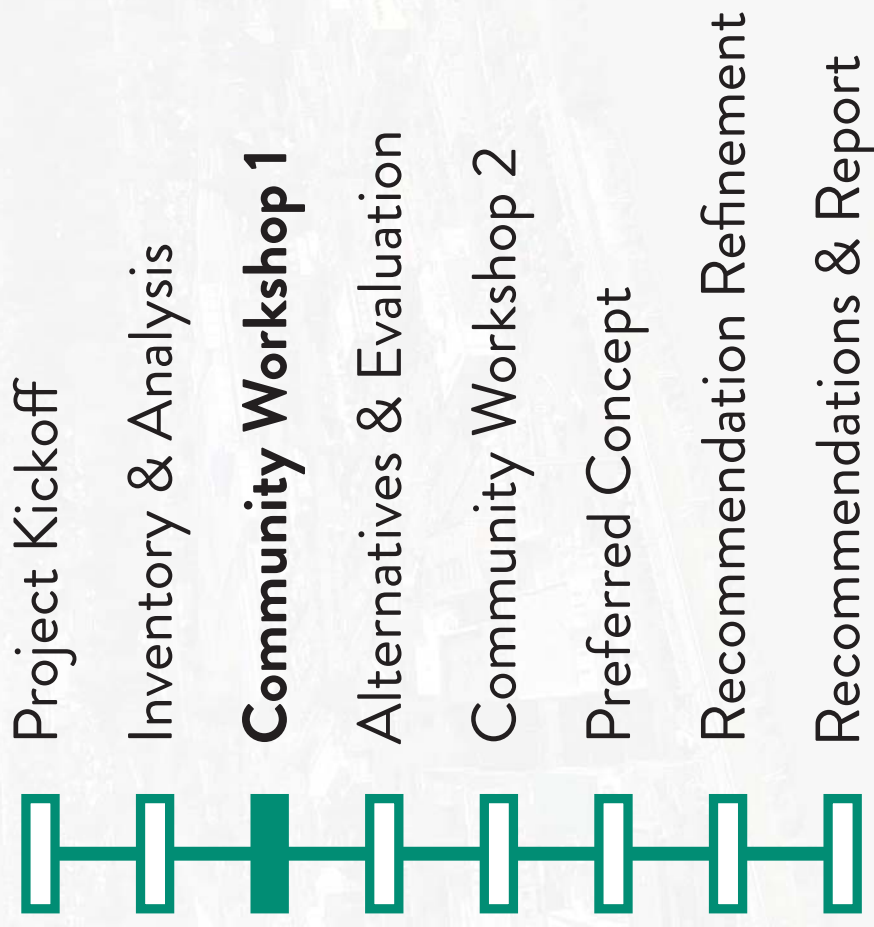
# COMPREHENSIVE PLAN LAND USE VISION

“MOUNT VERNON IS COMMITTED TO BEING PROACTIVE, RATHER THAN REACTIVE, IN MANAGING GROWTH WITHIN THE CITY. THE CITY WILL ADOPT AND EMPHASIZE STRATEGIES THAT PROMOTE THE CITY’S RICH HISTORY, NATURAL AND MAN-MADE BEAUTY, ALONG WITH ITS ENVIRONMENTAL AND CULTURAL RESOURCES. EMPHASIS WILL BE PLACED ON CREATING AND PROMOTING LAND USES THAT WILL HELP TO BALANCE LAND USES WHERE PEOPLE LIVE, WORK, AND RECREATE.”

# WHAT ARE THE GOALS FOR THIS **WORKSHOP?**

- ENSURE THE SUBAREA PLAN REFLECTS COMMUNITY VALUES
- DEVELOP IDEAS TO HELP CREATE THE SUBAREA CONCEPTS
- BETTER UNDERSTAND CONSTRAINTS & OPPORTUNITIES
- HELP TO GUIDE THE FUTURE GROWTH OF MOUNT VERNON

# PROJECT SCHEDULE







# PROJECT TEAM

THE MOUNT VERNON COMMUNITY

THE CITY OF MOUNT VERNON

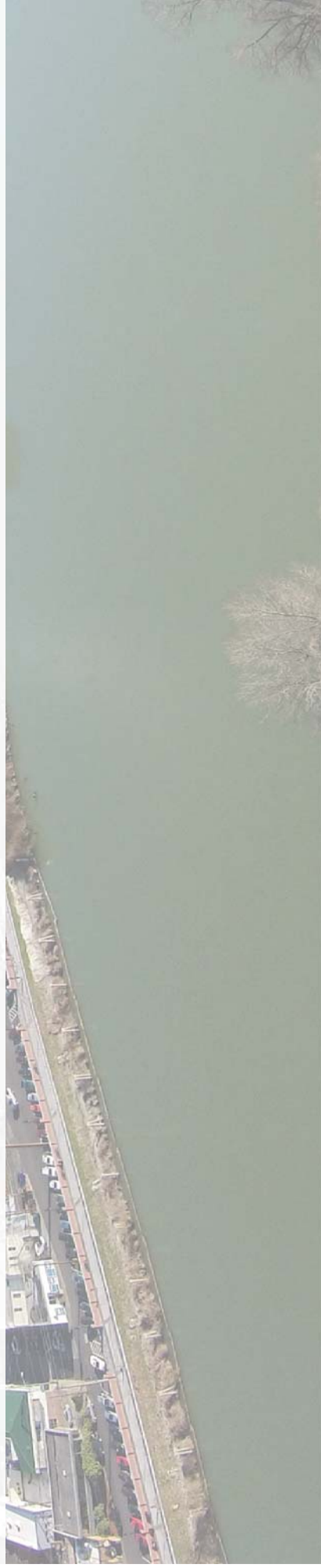
MAKERS ARCHITECTURE & URBAN DESIGN

ECONORTHWEST

TRANSPORTATION SOLUTIONS, INC

# WHAT IS A **SUBAREA PLAN**?

A **SUBAREA PLAN** IS A DETAILED PLAN FOR A NEIGHBORHOOD, CORRIDOR, DOWNTOWN, OR OTHER DISTRICT. THIS PLAN IS GUIDED BY THE **COMPREHENSIVE PLAN**, BUT IS AN OPPORTUNITY TO BUILD ON A SUBAREA'S UNIQUE ATTRIBUTES AND DEVELOP A MORE **INTEGRATED AND THOUGHTFUL** STRATEGY FOR DIRECTING GROWTH.



# WHAT DOES A SUBAREA PLAN DO?

- REFINES THE COMP PLAN FRAMEWORK TO ACHIEVE GOALS AT A NEIGHBORHOOD SCALE
- UNIFIES STAKEHOLDERS AROUND A VISION
- TESTS ALTERNATIVES
- BUILDS COMMUNITY CONSENSUS AROUND CONTEXT SENSITIVE, FISCALLY SUSTAINABLE, AND FLEXIBLE SOLUTIONS
- “SETS THE TABLE” FOR FUTURE ACTION



# WHAT ARE **SUBAREA PLAN** OUTCOMES?

- REFINES DEVELOPMENT REGULATIONS (EG, ZONING AND LAND USE CODES)
- CREATES A STRATEGY FOR IMPROVEMENTS

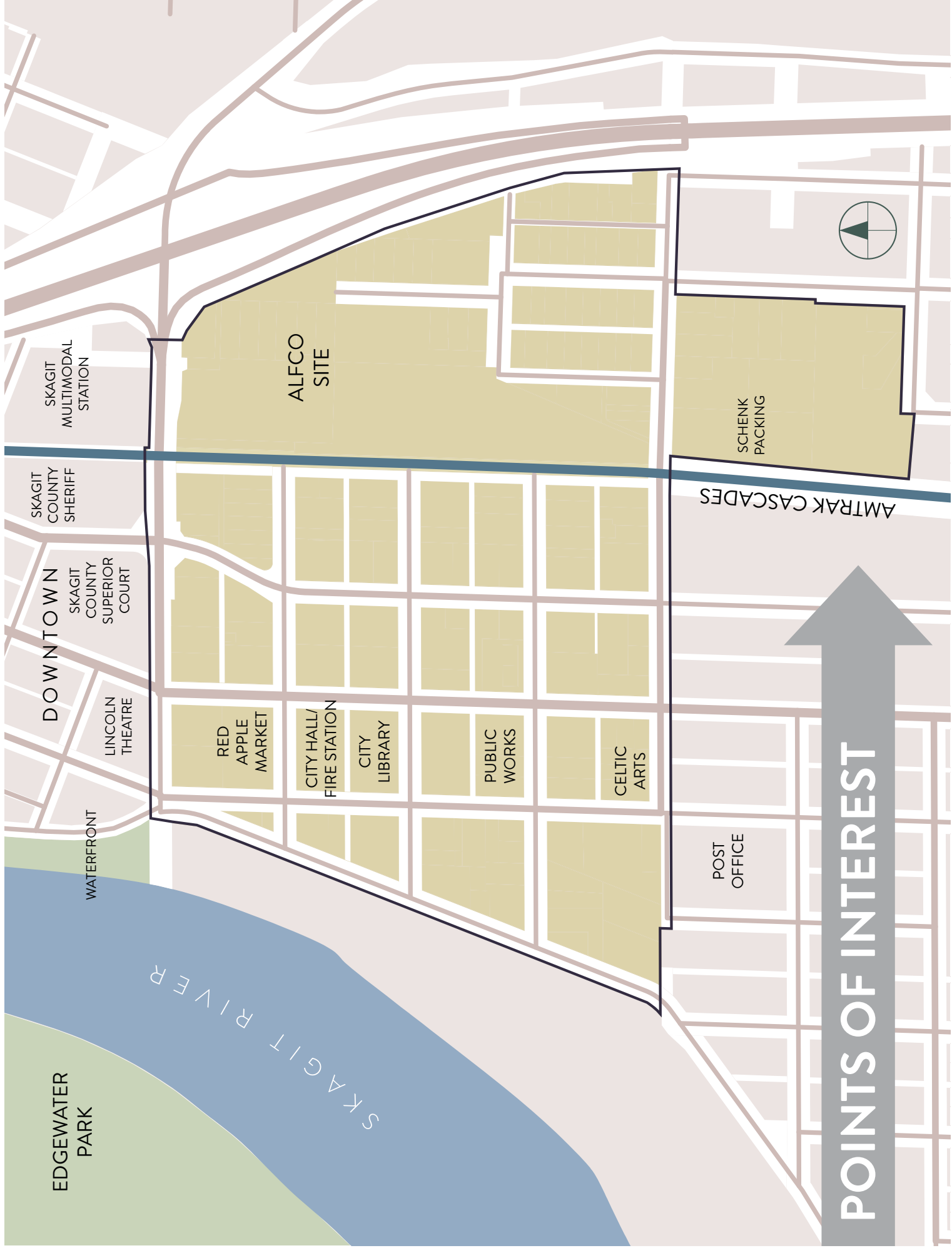


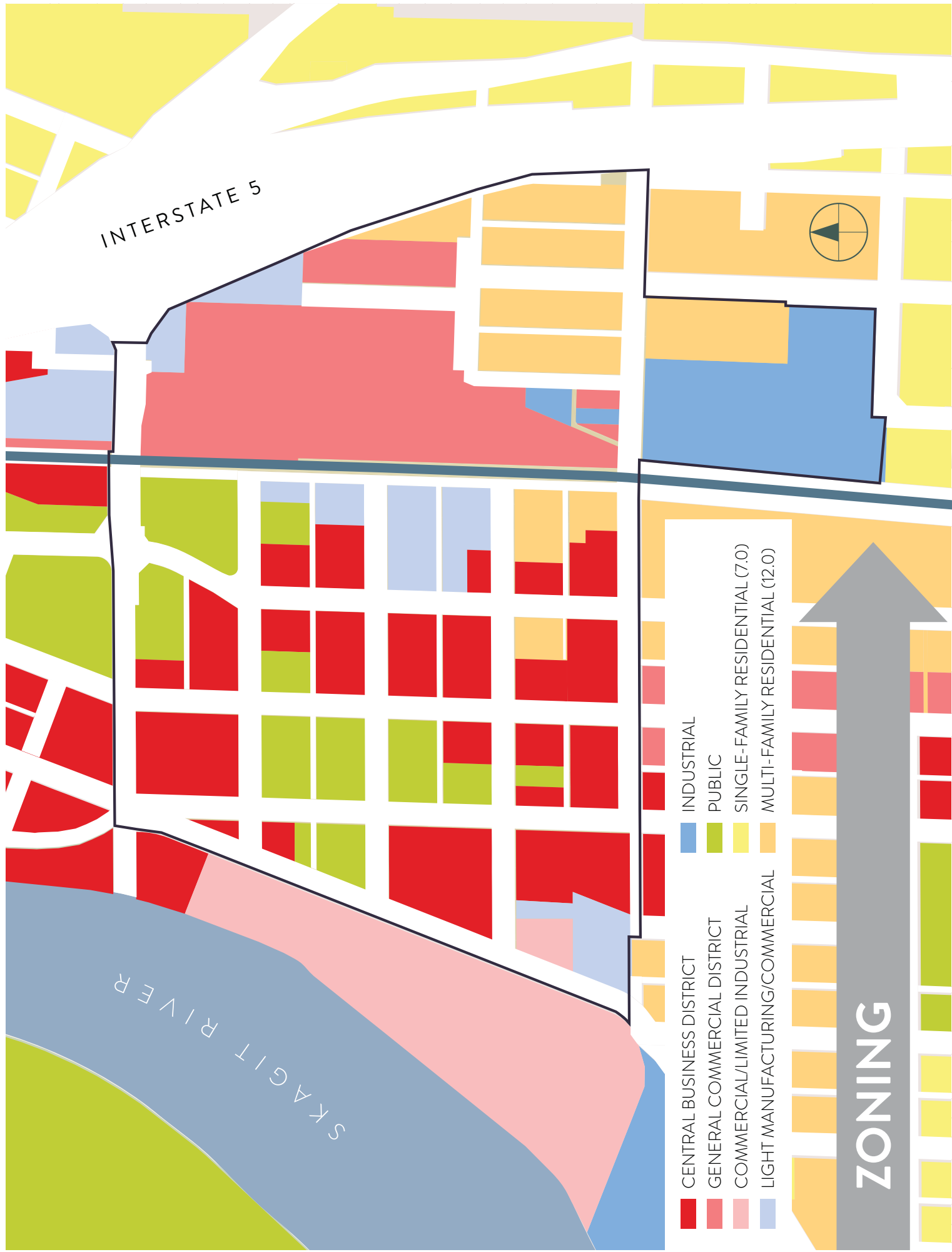
# MOUNT VERNON BY THE NUMBERS



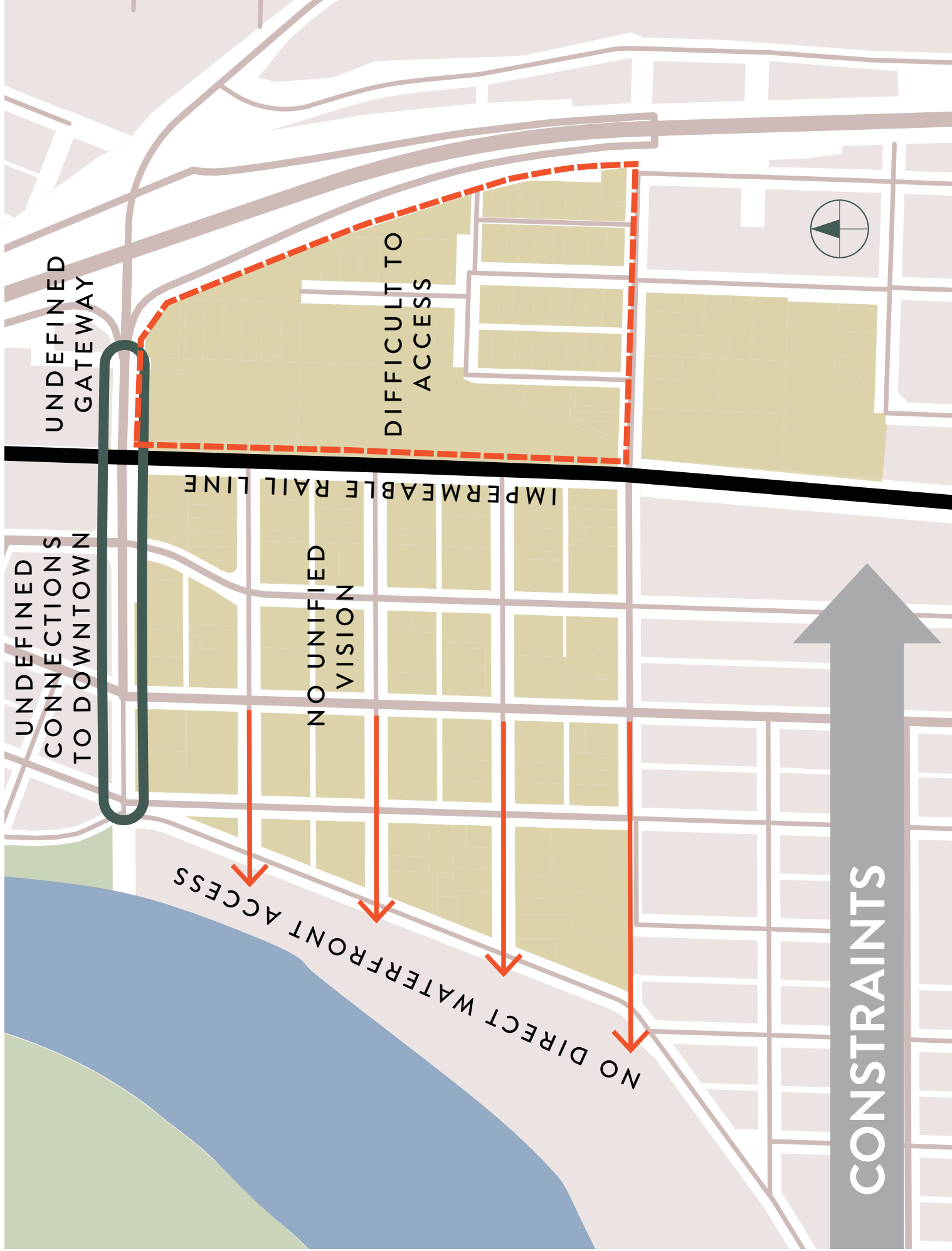
- POPULATION 33,530 (2015)
- MEDIAN AGE (MOUNT VERNON / WASHINGTON) 34 / 37.5
- UNEMPLOYMENT RATE 6.7% (2016)
- MEDIAN HOUSEHOLD INCOME \$48,240 (2015)
- MEDIAN HOME VALUE \$219,100 (2015)
- LABOR FORCE HEALTHCARE, EDUCATION, GOVERNMENT
- 10-YEAR POPULATION GROWTH 35%











# MARKET OPPORTUNITIES



- COMMERCIAL REAL ESTATE VACANCIES ARE TIGHTENING
  - A SIGN THAT THE MARKET IS IMPROVING
- THERE IS TRENDING, MOST NOTABLY POPULATION GROWTH THAT WILL CREATE FUTURE DEMAND FOR HOUSING (FOLLOWED BY COMMERCIAL USES)
- DEVELOPMENT OR REDEVELOPMENT THAT IS SUBSIDIZED OR TRANSACTED OUTSIDE OF CURRENT MARKET BOUNDS ARE ALWAYS A POSSIBILITY
- VACANT AND UNDERUTILIZED PARCELS THAT ARE ACCESSIBLE, LOW COST, AND NOT TOO BIG ARE THE BEST NEAR TERM OPPORTUNITY SITES FOR REDEVELOPMENT



# TRANSPORTATION OPPORTUNITIES

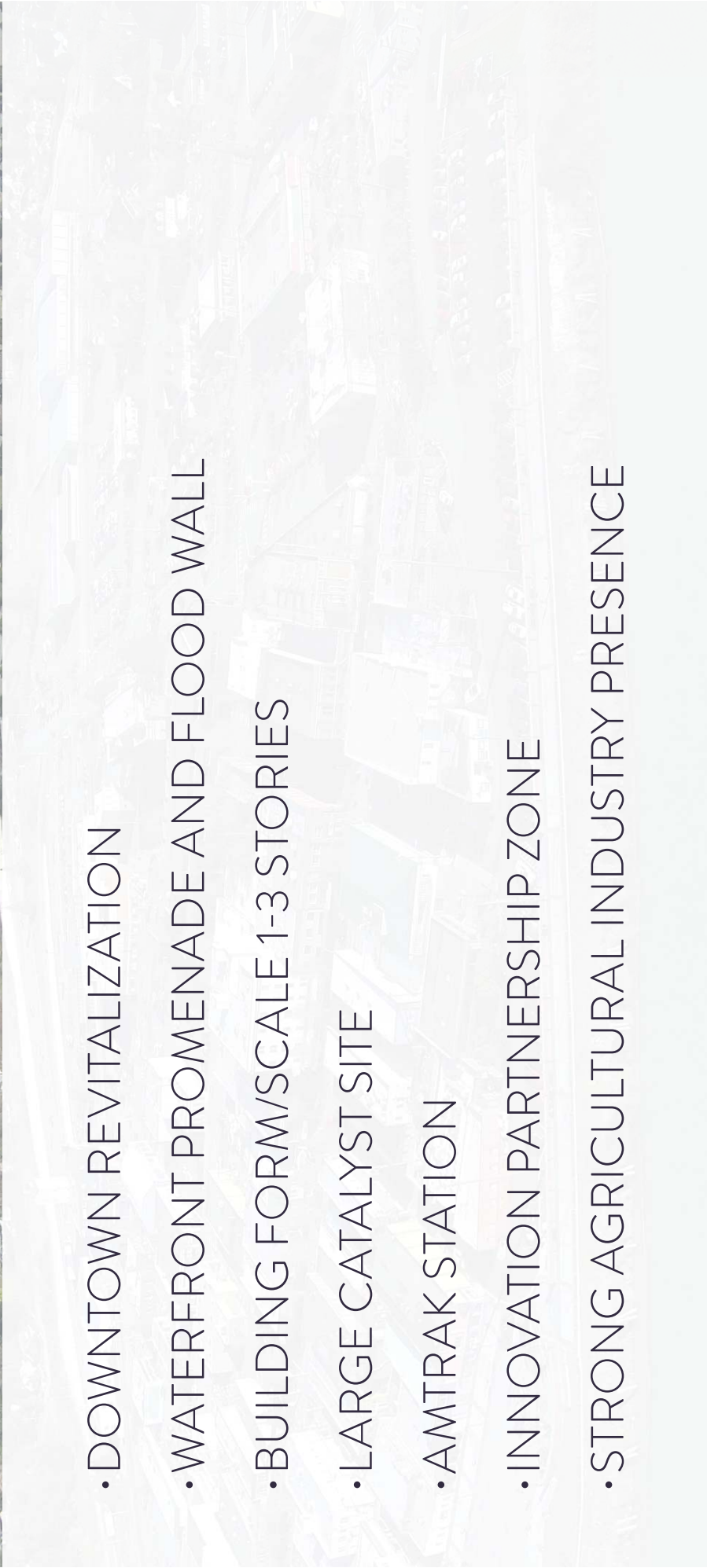


- CONTINUED UPGRADES TO PEDESTRIAN AND BICYCLE INFRASTRUCTURE
- THE ADOPTION OF COMPLETE STREETS POLICY WITH THE COMPREHENSIVE PLAN UPDATE
- REDESIGN S. KINCAID STREET TO FUNCTION AS A GATEWAY
  - INCREASE PERMEABILITY TO ALFCO SITE
- STRENGTHEN CONNECTIONS TO AND THROUGH DOWNTOWN
  - POTENTIAL MULTILEVEL PARKING STRUCTURE

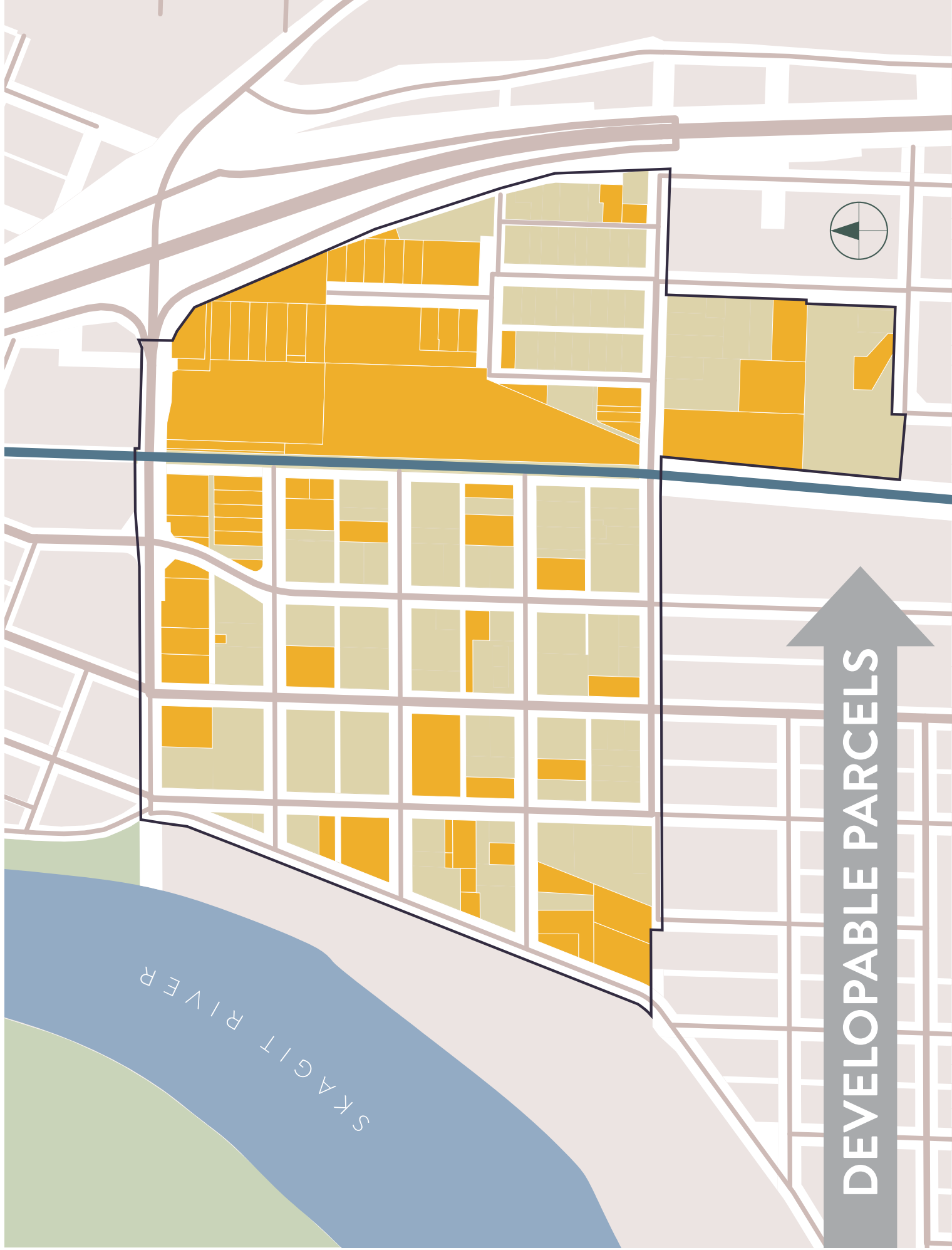


# COMMUNITY ASSETS

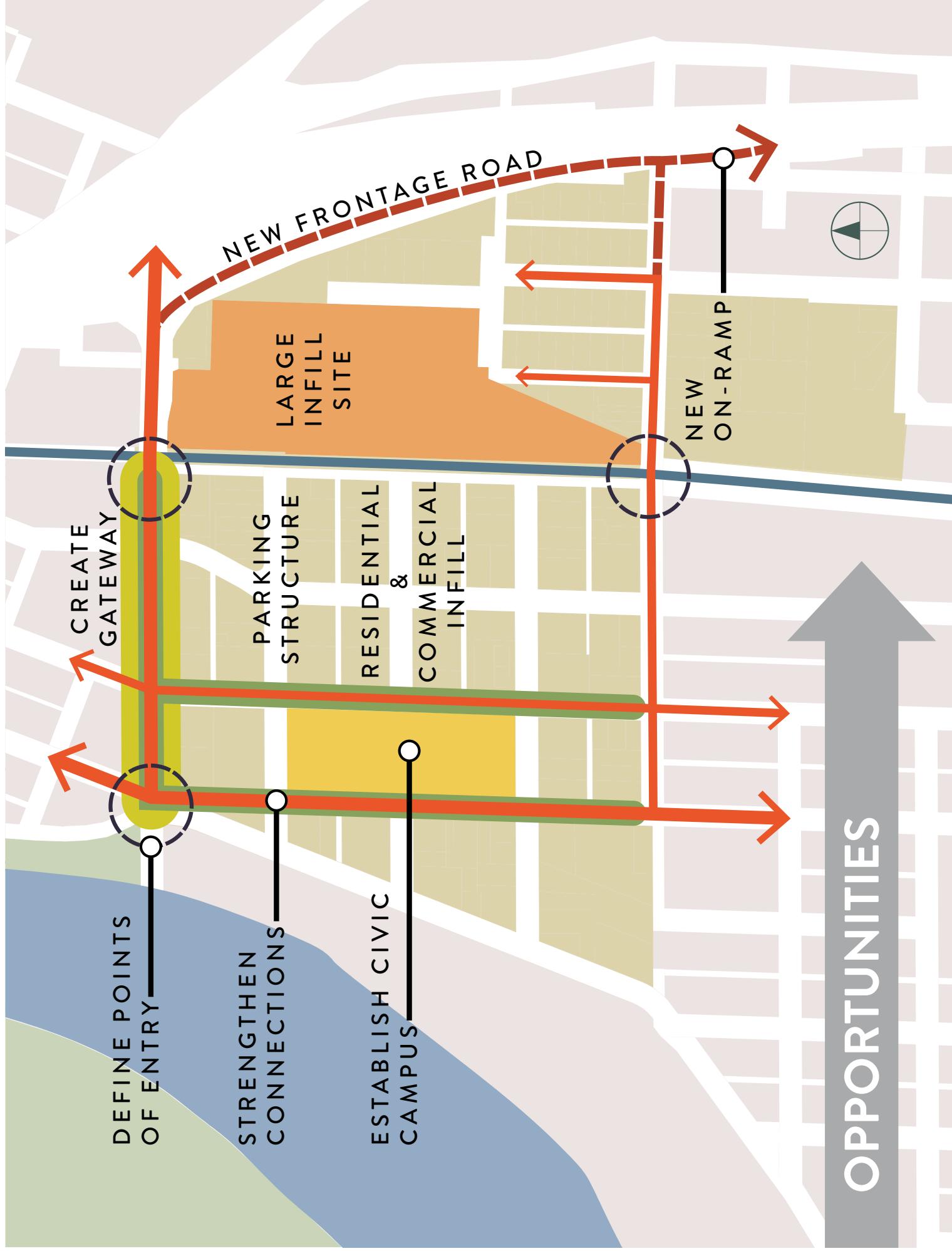


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- DOWNTOWN REVITALIZATION
  - WATERFRONT PROMENADE AND FLOOD WALL
  - BUILDING FORM/SCALE 1-3 STORIES
  - LARGE CATALYST SITE
  - AMTRAK STATION
  - INNOVATION PARTNERSHIP ZONE
  - STRONG AGRICULTURAL INDUSTRY PRESENCE





DEVELOPABLE PARCELS





# MAIN TAKEAWAYS

- THE MARKET IS IMPROVING, ALBEIT SLOWLY
- THE CITY WILL SEE A SIGNIFICANT POPULATION INCREASE
- VACANT AND UNDERUTILIZED PARCELS ARE THE BEST NEAR-TERM OPPORTUNITY SITES
- VACANT AND UNDERUTILIZED PARCELS THAT ARE ACCESSIBLE, LOW COST, AND NOT TOO BIG ARE THE BEST NEAR TERM OPPORTUNITY SITES FOR REDEVELOPMENT
- STRONGER CONNECTIONS TO DOWNTOWN ARE NEEDED
- A PUBLIC-PRIVATE PARTNERSHIP COULD HELP SPUR DEVELOPMENT OF LARGER PARCELS

# MAPPING EXERCISE

- BREAK INTO GROUPS
- USE MARKERS TO SKETCH IDEAS ONTO MAPS
- FACILITATORS WILL HELP GUIDE A MEANINGFUL DISCUSSION
- ONE SPEAKER AT A TIME
- IDEAS SHOULD CONTRIBUTE TO IMPROVING THE COMMUNITY, NOT A SINGLE PERSON/ENTITY
- RECONVENE TO PRESENT MAIN CONCEPTS FROM EACH GROUP
- **REMEMBER: THERE ARE NO BAD IDEAS!!!**

# GOALS OF THE MAPPING EXERCISE

- WHERE TO FOCUS NEW DEVELOPMENT?
- WHAT KIND OF DEVELOPMENT SHOULD IT BE?
- HOW TO BETTER CONNECT WITH LOCAL AMENITIES?
- WHERE TO PROVIDE OPEN SPACE OPPORTUNITIES?
- HOW TO BEST UNIFY THE SUBAREA?
- HOW TO CREATE A GATEWAY TO THE CITY?



# NEXT STEPS



Project Kickoff

Inventory & Analysis

Community Workshop 1

**Alternatives & Evaluation**

**Community Workshop 2**

Preferred Concept

Recommendation Refinement

Recommendations & Report

