



American Planning Association
Washington Chapter

Making Great Communities Happen

Washington APA

Goldendale

Community Planning Assistance Program



A report prepared for the City of Goldendale summarizing the outcome of the APA Community Planning Assistance Team Work session of April 25th, 2009

Goldendale – Community Planning Assistance Team



Dee Caputo, Growth Management Expert, Department of Community Trade and Economic Development

Greg Griffith, Historic Preservation Expert, Department of Architecture and Historic Preservation

Brice Maryman, Water Conservation Expert and Landscape Architect, SVR Design Co.

Heather McCartney, Planning and Development Expert, City of Mukiteo Planning Director

Paula Reeves, Community Transportation Expert, WSDOT Highways and Local Programs

Bob Sandoval, Economic Development Expert, Washington's Department of Community, Trade & Economic Development

George Sharp, Economic Development Expert, Washington's Department of Community Trade & Economic Development

Justus Stewart, Sustainability Expert, ICLEI – Local Governments for Sustainability

Executive Summary

Introduction

In January 2009, the City of Goldendale submitted a proposal to the Washington Chapter of the American Planning Association (APA) for a Community Planning Assistance Team (CPAT) to assist the town and its citizens in addressing key issues facing the community. The issues ranged from economic development to tourism.

The APA accepted the proposal, and after preliminary discussion with the City Administrator in February, the team members arrived in Goldendale on April 25th, 2009, for a one-day work session with community and business leaders.

Throughout the work session, the team members, local officials, community leaders, business leaders, technical experts, and citizens came to understand the key issues and used their expertise to frame a wide range of recommendations, which are presented to the community in this report. APA's guiding principles for CPAT planning assistance teams ensure that ultimately the citizens of the community are the critical players, for their insights, observations, and commitments to follow through with new directions that emerge from the process.

APA Community Planning Assistance Team

Work Session Objectives:

- **Advance the principles of *APA for a Livable Washington*.**
- **Recognize and describe the qualities of a place.**
- **Explore and articulate the larger contexts from regional resources to the neighborhood scale, and the interactions of ecological, sociological, economic, and physical systems.**
- **Connect plans and actions.**
- **Help communities define the roles of stakeholders.**
- **Develop a roadmap for implementation of plans and policies.**

The Work Session

The APA assembled a Community Planning Assistance Team comprised of experts in economic development, downtown revitalization, and sustainability. During the April 25th work session, the team focused on discussing strengths and opportunities in three main areas. These areas were identified by the community in their application for assistance and included: economic development, downtown revitalization, and sustainability.

Mayor Arletta Parton kicked off the work session on Saturday, April 25th, by welcoming the team and work session participants. The City's consultant reviewed the status of the Comprehensive Plan Update.

Following the discussion about the City's Comprehensive Plan Update, Brice Maryman provided insights and discussed innovations based on his experience in landscape architecture and sustainability planning in Washington and other states. Justus Stewart followed with a discussion of sustainability best practices and linkages and opportunities for economic development. Bob Sandoval, Southeast Region Business Service Team member for CTED, followed with his perspective on Goldendale's economic development potential and various opportunities that Goldendale is well suited to pursue. Greg Griffith moved the group into a discussion of downtown revitalization and historic preservation. Greg discussed strategies for using historic preservation as a tool for enhancing community character and economic development. Heather McCartney followed up with a description of the Main Street© program as an important approach for downtown revitalization. She also discussed the use of landscape, signage,



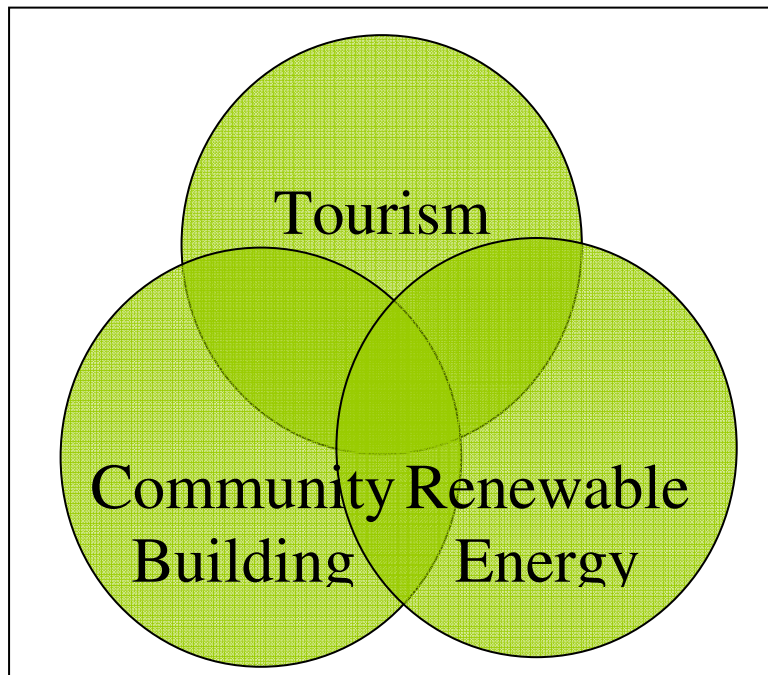
CPAT work session attendees listen to Mayor Parton's opening remarks.



Brice Maryman introduces sustainability concepts during the CPAT worksession.

and design codes as important tools to promote quality development. George Sharp concluded the presentations with commentary on points that companies consider when locating a new business plus recommendations and ideas Goldendale could pursue in the future. He concluded by presenting Mayor Parton with a collection of books for the City to start a library of economic development principles and guides.

Following these introductory remarks and some group discussion, the work session participants began to identify opportunities and challenges for the community. It quickly became apparent that the work session participants saw many overlapping opportunities and clearly identified a number of linkages, particularly between economic development and sustainability. A matrix that summarizes the outcome of this session is included in the Appendix of this report.



After identifying several opportunities for achieving goals, the work session participants and the team headed out for a walking tour of downtown and a driving tour of State Route 97. The walking tour group walked along Main Street and discussed options for downtown revitalization including a community center site, in-fill development on vacant lots, and inspected ongoing remodeling work by owners of a new destination restaurant/bar. The driving tour group drove along State Route 97 discussing opportunities for gateway improvements, signage and other treatments to inform travelers.

When work session participants reconvened, there was discussion led by the CPAT team regarding the community needs that had

been identified on the walking and driving tours. The work session participants identified and prioritized a number of immediate next steps, including issues to be addressed in the Comprehensive Plan Update.

The CPAT team presented a summary of these steps with related action items (see **Table 1**). This inspired a discussion of resources and responsibility for each action item and priorities included in the Appendix of this report. The work session participants agreed that in order to proceed with the immediate next steps, several Action Committees would need to be established including a Highway Improvement Committee and an Art Appreciation Committee. Existing Action Committees were also identified as having key roles including the Economic Development Committee and the Historical Society.

Creating and Maintaining Action Committees

An Action Committee should consist of a maximum of about ten individuals who can motivate others and be inclusive when discussing specific community issues. The Committee can be a very helpful tool in providing overall direction, organizing and coordinating various sub-committees typically consisting of a variety of local people who have made a commitment to accomplishing these important next steps. The ideal Action Committee typically consists of a variety of local people who have made a commitment to accomplishing “next steps” and who can wear “several hats” by representing multiple interests. It should be limited in size so that the group can hold a conversation around a table. This group should consist of individuals with a vision, can be optimistic yet realistic, can think both holistically and focused, include long-time residents and newcomers, and lastly, have equal representation by gender, race, and economic status.

It is helpful to identify a Committee Chair to run the meetings and/or assign a member to communicate logistics and meeting outcomes with rest of the group on a regular basis. City staff was identified for this role during the work session. Action Committee meetings should be occurring regularly (i.e., third Monday of the month). Most communities that the Washington Chapter of APA has worked with have chosen to keep these committees independent of local government; however, they have included elected officials in their membership. This independent membership structure enables the Action Committee to hold local government accountable. The added benefit of an

Action Committee is that it utilizes residents for tackling problems within the community and thus, helps to keep local government staffing commitments to a minimum, which can be important in smaller, resource strapped communities.

Table 1. Highest Priority Action Steps

THEMES	HIGHEST PRIORITY ACTIONS	RESOURCES	RESPONSIBILITY
Sustainability/ Economic Development	<ul style="list-style-type: none"> • Build City around renewables • Develop Strategic Marketing Approach • Lighting efficiency to support Observatory (dark sky) • Address Highway 97 • Target RV travelers • Highlight events and bicycle and pedestrian facilities 	<ul style="list-style-type: none"> • WSU Extension Energy Program • Energy Efficiency and Conservation Block Grants: http://www.eecbg.energy.gov • ICLEI: http://www.iclei.org • Scenic Byway Grants, Transportation Enhancement Grants- http://www.wsdot.wa.gov/LocalPrograms/ProgramMgmt/funding.htm • Community Economic Revitalization Board (CERB) - \$50K Grants, Growth Management Office (CTED) Grants http://www.cted.wa.gov • Infrastructure Assistance Coordinating Council (IACC) 	<ul style="list-style-type: none"> • City • Chamber • Economic Development Committee • Highway Improvement Committee
Tourism/ Downtown Revitalization	<ul style="list-style-type: none"> • Highlight historic assets • Create a wine tasting room • Build on the strong artist community • Incentives and recognition for business and residential improvements 	<ul style="list-style-type: none"> • Department of Archaeology and Historic Preservation - http://www.dahp.wa.gov • Community Economic Revitalization Board (CERB) - \$50K Grants, Growth Management Office (CTED) Grants http://www.infracfunding.wa.gov • Washington's Main Street Program http://www.cted.wa.gov/site/52/default.aspx • Recreation and Conservation Office Grants - http://www.rco.wa.gov/rcfb/grants.asp • RCO Grant workshop held in October 2009: http://www.ecy.wa.gov/programs/wr/cwp/cr_grants.html • Washington State Tourism Office: http://www.experiencewa.com/industry • National Park Service Rivers, Trails and Conservation Assistance Program (RTCA): http://www.nps.gov/nrcr/programs/rtca 	<ul style="list-style-type: none"> • Historical Society • Economic Development Committee • Art Appreciation Committee • City • Chamber

Findings and Recommendations

The following pages are comprised of findings, recommendations, and information that the Action Committee and Goldendale leaders will find useful as they proceed to implement the priorities identified by community members. These materials are contributed by the CPAT team members and derived from presentations made during the day of the CPAT workshop and/or information used by them in their official capacity. This information is supplemented with web links or other resources that may prove useful to the Action Committee. It is worth noting that several of the Goldendale CPAT team members represented the Washington State Department of Community, Trade and Economic Development, often referred to by its acronym as “CTED”. CTED is a large State agency offering a wide range of programs of relevance to the issues identified by Goldendale leaders, such as economic development and infrastructure planning. Users of this report should be aware that in July of 2009, CTED will be changing its name to the Department of Commerce. In the long term, some of the web links and other information related to CTED may change as a result of the new name.

Economic Development Opportunities

Background

Economic Revitalization occurs at the grassroots level – it is not about a silver bullet that will cure all ills. Revitalization takes time, typically 10 to 20 years but understanding what economic development activities are, and how the incremental changes lead to revitalization, is key to economic development success. Some economic development activities occur at the municipal level where others have to occur at the community level, hence the earlier recommendations for starting an Action Committee to pursue certain activities.

Municipal economic development tends to be limited to infrastructure improvements such as transportation, park, water, and sewer improvements, where community groups (i.e., chamber of commerce) can embark on private civic investments, façade improvement programs, farmers markets, organizational activities, and promotions. In planning a strategy for economic development, the following is a list of location factors that Goldendale leaders should take into consideration when working to recruit new businesses to the community:

1. Skilled Available Workforce – Labor Costs

- Availability
- Education
- Basic Skills
- Ethics
- Pride
- Advanced Skills – welding as an example

2. Transportation Costs – Proximity to Market

- Time to Market – priority for most industries
- Distance from all modes – air, barge, rail and road
- Fuel prices are now a concern and major driver

3. Taxes

- Property Tax
- Income Tax
- Sales Tax
- Other Taxes (inventory, business & occupation)
- Other fees to consider (connection fees, etc.)
- Impact Fees

4. Low Cost of Utilities

- Electricity/Power – usually private
- Water – public
- Wastewater - public
- Natural Gas - private
- Telecommunications – private

5. Available Buildings

- Inventory Your Community
- Zoning
- Cost to Retrofit

6. Available Properly Zoned Land w/infrastructure

- Proper Use
- Time to Get Ready - Is the company's product ready to go?
- Does it have infrastructure to it? If not, how long and is it pre-engineered? Water, Sewer, Electricity, Telephone, Broadband, Roads, Sidewalks, etc...

7. Incentives/Support

- Tax Abatement – Enterprise Zones
- Infrastructure Assistance – Extending services which the community will pay
- Cash - Grants
- Finance Assistance – Low interest loans
- Tax Credits – payroll and income
- Free or low-cost infrastructure
- Specially-tailored employee-training packages
- Free or below market cost land
- Rent free or below market leased space
- Below market loans
- State or local grants
- Community commitment-to feel wanted
- Fast Track Permitting-Time is money

8. Construction Costs

- What is the trade activity – is it union?
- Are their quality contractors in the region?
- What are the average square foot construction costs?
- Labor Costs

9. Distance to Commercial Airport

- How many connections does it take to get from the corporate office to new site?
- How many cities are served from airport?

10. Quality of Life

- What does it mean?
- Who defines quality of life?
- Quality of schools
- Cost and availability of suitable housing
- Crime rate
- Retail and recreational opportunities?
- A place the chief executive officer and spouse would want to live
- A place they can recruit and retain employees
- Need to have quality of life, but this is not the sales pitch; every community thinks they have a high “quality of life”

Recommendations

The following recommendations are made to the Action Committee tasked to implement priorities identified in Table 1:

- Finalize and formalize community action team or teams and action plans
- Prioritize projects to be implemented
- Conduct monthly Economic Development Committee meeting
- Work with the Klickitat County Associate Development Organization (ADO) (Klickitat County Public EDA) staff to understand what they are working on and how they can benefit Goldendale.

- Assign responsibilities, establish time-line and budget for action items to be accomplished
- Keep CTED's Southeast Region Business Service team member Bob Sandoval informed and invited to meetings (509-783-9201 or RobertS@cted.wa.gov)
- Talk individually with local employers to understand their needs and challenges. Work to assist them to expand by helping them with their challenges. The ADO should be a part of this process.
- If the community has not done a SWOT (strength/weakness/opportunity/threat) analysis for economic development, it should be done and incorporated in the work of the Action Committee and the comprehensive plan development
- Read and be familiar with the books provided to the Mayor and City by George Sharp

Funding Opportunities and Resources

- Local Improvement Districts – <http://www.mrsc.org/Subjects/PubWorks/lidpg.aspx>
- WSDOT Funding Programs for Local Agencies – funding opens spring 2010, <http://www.wsdot.wa.gov/localprograms/ProgramMgmt/funding.htm>
- Farmers Markets, Public Markets – Regulation to marketing advice on Municipal Research and Services Center (MRSC) , <http://www.mrsc.org/Subjects/Econ/ed-farmmarket.aspx>
- Farmers Market – USDA, Rural Programs on trends to programs, <http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateC&navID=FarmersMarkets&rightNav1=FarmersMarkets&topNav=&leftNav=WholesaleandFarmersMarkets&page=WFMFarmersMarketsHome&description=Farmers%20Markets&acct=frmrdirmt>
- Community Economic Revitalization Board (CERB), Provides assistance with economic development, <http://www.cted.wa.gov/site/64/default.aspx>
- Rural Washington Loan Fund provides loans for projects creating new jobs, (http://www.cted.wa.gov/portal/alias__CTED/lang__en/tabID__87/DesktopDefault.aspx).

Approaches for Sustainability and Renewable Energy

Analysis

The City of Goldendale has a rare opportunity to breathe new energy into the community, both literally and figuratively, to promote its long-term economic, environmental and social sustainability. Blessed with abundant beauty, wind-swept ridges, exceptional agriculture and several large population centers--each with a keen interest in sustainability and green jobs--several hours away, Goldendale has the raw materials to become a regional sustainability center that will not only benefit the city in becoming a more responsible steward of the environment, but will also create an attraction for members of the public in Seattle, Portland, Spokane and beyond.

However, Goldendale's opportunities go well beyond the chance to attract regional visitors. Due to its size, proximity to local government, educational, funding and media centers, and natural advantages, Goldendale can be a model for sustainable energy, transportation and land use for the entire Inter-Mountain West, drawing talent, dollars and skills from as far away as Palm Springs, Denver and Calgary. No other city has set out this as an agenda, yet it is what every city is investigating. Goldendale can lead its colleagues and, in the process, help re-energize the community.

To do this, the city can promote investments in the new normal in civic infrastructure across five municipal systems: community, habitat, water, energy and mobility. In doing this, the city not only promotes the city to a broader audience, but also builds in resilience and longevity for its future.

Community

The community of Goldendale is exceptional, both in its commitment to civic change and its ability to make that change happen. Much of the recommendations and objectives laid out in this report are about accountability. Toward that end, we support the recommendation made during the meeting to create online platforms to help spread the word about the good work that the City and residents are doing to help Goldendale reach its potential. These actions might include creating pages and profiles for free online platforms like Facebook and Twitter or an online social networking site for the residents of Goldendale using a free platform like Wetpaint or Ning.

The other opportunity that the city has is to use 'crowdsourcing' to help gather resources and promote the city in a variety of ways. University programs, volunteer vacationers, eco-tourists, bicyclists, sustainable agriculture aficionados and others will flock to Goldendale if the city establishes itself as a bold testing ground for sustainable technologies. The City can also use online platforms like Flickr to generate "marketing" images for the community from a wide ranging group of photographers throughout the country. In fact, we have taken the liberty of creating a group on Flickr for members to share their images: <http://www.flickr.com/groups/1060083@N24/>.

Habitat

Goldendale sits at a very interesting intersection of ecosystems. The sage-steppe grasses have just begun to take hold, but the mountain forest is not far off (as evidenced by the area surrounding the Observatory. Not only that, but the Klickitat River offers a tremendous opportunity to discuss habitat migration routes, fishing and hunting opportunities.

There is also the opportunity within the built environment to increase human interactions with the flora and fauna of the area. For example, the city's landscaping code could ask new developments to use plants that promote butterflies and

birds, or that planting strips be planted to encourage hummingbirds. On buildings, there could be code provisions that promote green/brown roofs could be planted with plant materials that benefit migrating animals.

Currently, there is little discussion or interpretation of these natural phenomena, likely due to their banality in the eyes of local observers. However, for many visitors the drier eastern slopes of the cascades are a mysterious landscape with little, if any, habitat value. Interpreting these natural phenomena in concert with the other interventions suggested here will build value for visitors.

(See also CD of resources provided to the City by WA APA that includes a model landscape ordinance)

Mobility

While getting to Goldendale necessitates use of an automobile for all but the most intrepid visitor, the city should consider greater promotion of and accommodation for biking, walking and public transportation once visitors have turned off of Highway 97. The relative compactness of Goldendale and favorable weather conditions much of the year afford opportunities for weekend visitors to enjoy hiking and biking trails as well as the monetary benefits of keeping visitors closer to the town center.

Opportunities to accomplish these goals might include striping bike lanes, implementing the use of “sharrows” (or shared bicycle lanes), conducting road diets, developing new bicycle facilities along the river and up to the Observatory as well as a planned and signed bicycle routes for touring local wineries. Goldendale could also become the first community in Washington State to pilot the use of a bike-sharing program similar to what has been implemented in Portland.

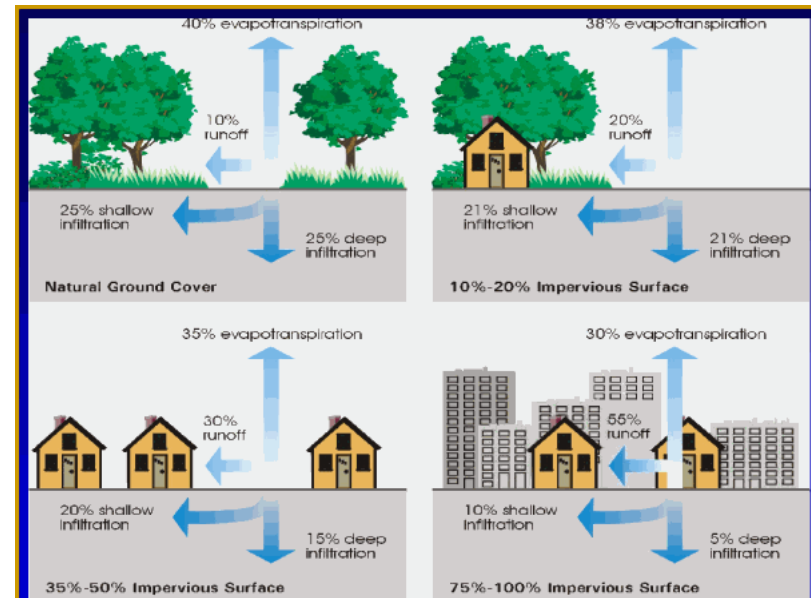
Not only will these investments keep tourists coming back to Goldendale, but they will also have the immediate benefit of increasing public health and safety for the residents while also promoting a more sustainable paradigm.

Water Planning

Storm water management and water conservation are common concerns for many communities in Washington and are connected with the development of transportation infrastructure, as well as new residential and commercial development. With the potential for additional development, Goldendale has an opportunity to review codes and design standards and incorporate “Low-Impact Development” practices that will help the community introduce low cost options for managing storm water and conservation practices.

New research conducted at both the national and state levels point to opportunities to manage storm water using a combination of regional and site level techniques to prevent, treat, and use storm water runoff. Many of these practices use low-impact development methods, such as rain gardens, bio-retention areas, and grass swales. Others go further by changing site-design practices to maximize existing infrastructure by focusing development, reducing parking spaces, narrowing streets, and eliminating cul-de-sacs.

Conventional storm water conveyance systems concentrate water runoff in detention ponds and sewer systems until it is discharged through an outfall back into the natural hydrologic system. Unlike in the pre-development cycle, the discharged water is released far from its point of inception, and is



altered in terms of its quantity, speed, and quality. Lack of infiltration causes groundwater depletion, and collected pollutants are not filtered before being released into receiving waters. Water pollution resulting from storm water outfalls is increasing with development, and is currently one of the major challenges faced in the effort to reclaim the biological integrity of Washington's waters.

Innovations in storm water management, such as bio-retention, bio-swales, and rain gardens, allow for new development to have fewer impacts to natural systems than conventional practices. Additionally, existing development can be retrofitted using similar practices to dramatically lessen its historic hydrologic disruptiveness.

Resources

- The Green Infrastructure Wiki www.greeninfrastructurewiki.com
- The Rivers, Trails, and Conservation Assistance Program <http://www.nps.gov/ncrc/programs/rtca/index.htm>
- No Child Left Inside <http://www.nochildleftinside.org>
- ICLEI's 14x Stimulus <http://www.iclei.org/news-events/leveraging-funds-with-the-14x-stimulus-plan>



Bio-Swale next to neighborhood street

Other sources for additional detail related to low impact development and water conservation are:

- US EPA, *Protecting Water Resources with Higher Density Development* http://www.epa.gov/smartgrowth/pdf/protect_water_higher_density.pdf
- Low Impact Development Center <http://www.lowimpactdevelopment.org/home.htm>
- Puget Sound Action Team – Technical Guidance and Grants <http://www.psat.wa.gov/Programs/LID.htm>
- Municipal Research and Services Center <http://www.mrsc.org/Subjects/Environment/water/wc-measures.aspx>

Funding Opportunities

Regarding potential funding for municipal water storage projects, Ecology's Columbia River Water Supply Development program will be accepting grant applications in fall of 2009. The website is:

- http://www.ecy.wa.gov/programs/wr/cwp/cr_grants.html

Contact the local Conservation District for assistance with the grant program. For Goldendale, this would be the Grant Conservation District in Othello, 449 E. Cedar Street, Othello. Phone is 509-488-2802.

Planning for Climate Protection and Energy Conservation

The Goldendale community can position itself as a leader in climate protection through energy conservation, alternative energy production, and reducing greenhouse gas (GHG) emissions. Communities across the state and nation, both large and small are adopting a wide range of actions. Examples include:

- Undertaking energy efficiency projects
- Promoting renewable energy installations
- Using alternative fuels
- Planning for Transit Oriented Development (TOD)
- Pursue guidelines for walk-able communities
- Implement waste reduction programs
- Investigate urban forestry programs
- Adopt green buildings standards
- Establish green purchasing guidelines
- Conduct community outreach and education programs

Following are examples of programs that Goldendale could explore for implementing locally; these have been implemented in other communities and could serve as a model for the Action Committee to investigate for implementing locally:

- Decentralize Fuel Budgets (Vancouver, Washington)
 - Each department responsible for fuel budget
 - Yearly purchase did not exceed initial budget
 - Friendly competition among depts.
- Environmental & ENERGY STAR Preferable Purchasing (King County)
- Automatic sensors for lights – sleep mode for electronics (Whatcom County)
- Plan for a compact community: a compact community will lower building energy costs, infrastructure costs & vehicle miles traveled (VMT)
 - Downtown revitalization – support main street businesses
 - Preserve and re-use historic properties
 - Mixed use development
 - Infill development – height/tax incentives
 - Transit oriented development
 - Preserve open space
- Municipal Energy Fund (Ann Arbor, Michigan)
 - A source of funds for investment in energy-efficient retrofits at city facilities
 - Provides the difficult up-front costs and then captures 80% of the resulting savings, which are then invested in more efficiency projects
 - The fund can become self-sustaining in 3-5 years requiring no additional annual appropriations
 - An initial \$100k investment upped to \$500k due to success of program > \$7 million saved in 10 years!!

- Community Solar Project (Ellensburg)
 - Community partners with utility to fund the 36 kWh project (purchase of solar cells)
 - In exchange for financial support – City gives the contributors a credit on utility bill equal to the value of their share of electricity produced.

- City Financing Initiative for Energy Efficiency, Renewable and Solar Technology (Berkeley, California)
 - Voluntary program
 - Property owners install solar and energy efficiency equipment
 - Little or no upfront costs
 - Repaid on property tax bills over 20 years

- Partnering with the Community
 - Tax Exemptions for Clean Technology or “Green” businesses
 - Expedited or reduced fee permitting for green buildings
 - Household energy competitions - use utility bills to show how consumption by local households and businesses compare
 - Include a weekly column in local paper
 - Encourage development of climate change curriculum in schools
 - Free/preferred parking for hybrid vehicles

Funding Opportunities

Funding opportunities for a wide range of energy conservation programs is available as a result of economic stimulus packages as authorized in the American Recovery & Reinvestment Act (ARRA) and State of Washington legislation passed in 2009. For information regarding applicant and project eligibility, visit:

- <http://www.eecbg.energy.gov/>
- www.cted.wa.gov>energy policy>eecbg
- www.icleiusa.org
- <http://www.grants.gov/search/>

Downtown Revitalization & Historic Preservation

The Main Street™ Approach to Downtown Revitalization

A number of Washington's communities, like thousands of communities across the country, are successfully using the Main Street™ Approach to comprehensively address the complex issues facing their older traditional commercial districts. This approach provides a flexible framework that puts assets, such as unique architecture and locally-owned businesses, to work as a catalyst for economic growth and community pride.

The Four-Points of Main Street

Organization establishes consensus and cooperation by building partnerships that will allow the development of a consistent downtown revitalization program. Diverse groups from both the public and private sectors (bankers, city officials, merchants, chamber of commerce, property owners, community leaders, and others) must work together to create and maintain a successful program.

Promotion creates a positive image of the district to attract customers and investors and rekindle community pride in the district. Promotion includes the development of sophisticated joint retail sales events, festivals, and a consistent public image. This can be accomplished through graphic and media presentations, as well as through programs that attract investors, developers, and new businesses.

Design enhances the visual qualities and opportunities inherent in a traditional business district by directing attention to all physical elements including buildings, storefronts, signs, public improvements, landscaping, merchandising displays,

and promotional materials. Its aim is to stress the importance of design quality in all of these areas, to educate people about design quality, and to expedite improvements downtown.

Economic Restructuring strengthens the business district's existing economic assets while diversifying its economic base. Activities include retaining and expanding existing businesses, recruiting new businesses to provide a balanced commercial mix, converting unused or underutilized space into productive property, and sharpening the competitiveness and merchandising skills of business people.

The Main Street Approach is a process through which the four points are integrated into a comprehensive program designed to build upon local opportunities and community self-reliance.

Recommendation and Resources

- Join the Washington State Main Street Program's Tier System Network and take time to learn more about the Main Street™ Approach to Downtown Revitalization.
- For more information about the Washington State Main Street Program or to sign up for the Downtown Revitalization Tier System Network, please visit their website at: www.downtown.wa.gov.
- Additional information can also be found on the National Trust Main Street Center's website at: www.mainst.org.



Historic Preservation

Background

Goldendale has a cohesive and pedestrian friendly downtown. It also has strong potential for undertaking historic preservation activities that support the community's interest in preserving its historic resources toward stimulating economic development, enhancing quality of life, and meeting a range of broader community goals.

For the purposes of this report, the following recommendations focus on Goldendale's historic commercial core, primarily along Main Street between Golden and Chatfield Streets. The intent here is to outline steps the community can initiate that will lead to the identification of significant historic resources in the downtown area. In turn and once identified, the Goldendale community can take steps for long-term preservation of these resources for downtown revitalization, tourism development, and quality of life. Therefore, following is a list of historic preservation activities and background information the Action Committee should consider as it works to attain community goals.

- **Investigate designation of Goldendale as a Certified Local Government**

The State's Department of Archaeology and Historic Preservation (DAHP) administers the Certified Local Government (CLG) program in Washington. Becoming a CLG entails creation by City Council of a local historic preservation commission and a local register of historic places. Similar to a planning commission, the historic preservation provides the community with expertise on preservation matters and reviews and designates properties for listing in the local register of historic places. It is important to note, that listing in the local register of historic places allows those property owners access to take advantage of preservation tax incentives; specifically the Special Valuation for Historic Properties program. CLG status also makes the City eligible to apply to DAHP for matching grants to conduct historic preservation activities such as survey/inventory (see below), historic

preservation planning, and public education/outreach. Existing CLGs in the region include the Cities of Dayton, Kennewick, and Yakima as well as Hood River in Oregon.

- **Survey and Inventory of Historic Properties**

Conducting a survey effort and preparing inventory forms is a fundamental first step in gathering information about historic properties in a community. In essence, this step results in collection of data about properties (includes buildings, structures, sites, districts, and objects) that are 40 years in age. DAHP's Historic Property Inventory database is used to record data about individual properties. Survey work is to be completed by historic preservation professionals with specified training and education. Volunteers can assist in the survey work when trained and supervised by qualified professionals. Note: a survey project is eligible to be funded by matching grants from DAHP to CLGs (see above).

- **Evaluation for Historic Significance/Historic Designation**

Once a survey/inventory project has been completed, those identified properties should be "evaluated" to determine significance and eligibility for listing in the local register of historic places (assuming Goldendale implements such a program) and/or the National Register of Historic Places, or the Washington Heritage Register. Historic designations can afford property owners access to preservation incentives, particularly the Special Valuation for Historic Properties program, mentioned above.

The Presby Mansion of the Klickitat County Historical Society and the Klickitat County Courthouse are eligible for listing in the National Register of Historic Places and/or the Washington Heritage Register. The Action Committee should work with the Historical Society and Klickitat County to nominate these two buildings to either or both Registers. Others may be eligible for the Registers; these would be identified in the survey and inventory effort

described above. Preliminarily, it does not appear that a historic district exists in downtown Goldendale that would be eligible for National Register listing. As a result of fires and remodeling of historic buildings with new materials, the downtown currently does not retain the level of historic character necessary for a National Register historic district designation. However, an intensive survey/inventory of all the buildings along Main Street might provide additional data that could support several individual National Register or Washington Heritage Register designations. Another strategy would involve a local register of historic places designation of a “downtown historic district” or several individual designations. Both options could provide owners of those properties the ability to take advantage of incentives such as the Special Valuation for Historic Properties program.

- **Concentrate Activity Downtown**

As a result several fires, gaps in the downtown street façade convey an image of loss and disinvestment. The City should work with the Action Committee, the Chamber of Commerce, the comprehensive plan, and other interested stakeholders to focus investment and activity in the downtown area. Priority should be to fill building gaps and vacant lots. Recommendations include locating a community center, farmers market, the wine-tasting room, public offices/services, plus housing and lodging in the downtown area and adjacent blocks. Any infill development in the downtown area should be carefully designed so that it is compatible to the historic character of existing buildings. It is also recommended that a low-interest revolving loan program or matching grant program be established to help assist property owners to implement façade improvements to formerly historic storefronts and buildings.

- **Ongoing Preservation Planning Activities**

Once Goldendale has established a local historic preservation program, inventoried historic properties, and evaluated inventoried properties for listing in a local register and/or the National Register/Washington Heritage

Register, it is recommended that Goldendale sustain this momentum through subsequent preservation planning activities. Such activities should include the following tasks:

- Drafting and adoption of design guidelines to help property owners in rehabilitation of buildings as well as new construction.
- Drafting and adopting a historic preservation element or chapter as part of Goldendale’s comprehensive plan.
- Coordinating local historic preservation efforts with other community activities such as a “Main Street” program, a façade improvement program, and tourism development efforts.
- Link any tourism development effort on the U.S. 97 corridor or at the Goldendale Observatory with downtown businesses.
- Support re-use of second floor spaces for housing or other appropriate uses.

Recommendations

- Implement a local historic preservation program (Certified Local Government or CLG)
- Conduct a survey of downtown Goldendale with completion of inventory forms
- Evaluate inventoried properties to assess significance and eligibility for historic registers
- Consider establishing a downtown historic district for listing in a local register of historic places and thereby providing property owners with access to rehabilitation tax incentives
- Encourage nomination of the Courthouse and Presby Mansion for listing in the National Register of Historic Places
- Coordinate and incorporate historic preservation projects and activities with other local tourism planning, economic development, downtown revitalization, and transportation projects
- Explore using other preservation tools for long-term historic preservation, land-use planning, and community development projects

Incentives/Resources

- Washington State Department of Archaeology and Historic Preservation---Visit the website at www.dahp.wa.gov for information on Certified Local Governments, National Register of Historic Places/Washington Heritage Register, other program descriptions, and staff contact information
- Transportation Enhancement Grants---Contact the Washington State Department of Transportation and the Regional Transportation Organization (RTPO) for Klickitat County for information about application time frames, processes, and project eligibility
- County document recording fee grants---Based on HB 1386, \$1.00 of document filing fees go to historic preservation project funding
- Heritage Capital Grants---Contact the Washington State Historical Society for more information. Grant periods are based on the State's biennial budget and require a 2 for 1 match
- Save America's Treasures (SAT) Grants---Contact the National Park Service for application time frames, processes, and project eligibility
- U.S. Department of Agriculture (USDA) Rural Development---Contact the regional USDA Rural Development office for information about USDA funding opportunities
- Hotel/Motel Tax Revenues
- National Trust for Historic Preservation (NTHP) ---Contact the Western Regional Office of the NTHP for grant funding or low-interest loans for historic preservation planning projects or studies
- Washington Trust for Historic Preservation (WTHP) ---Contact the WTHP for information about the "Washington Preserves" grant program



Downtown Design Standards and Guidelines

Purpose and Intent

The Main Street Design Standards are intended to achieve the City's vision for the historic downtown core by: (a) implementing the goals and policies adopted in the City's Comprehensive Plan Main Street; and, (b) achieving the design identified by the community in the 2008-09 University of Washington Visual Preference Survey. Please note that this portion of the report summarizes design recommendations for the city with suggestions for how design standards and guidelines would be applied. More specific guidelines and standards including illustrations and photographs as provided courtesy of the City of Mukilteo, are attached to this report in a cd format for reproduction and distribution as needed. The purpose of the attached downtown design standards and guidelines is to preserve and enhance the traditional downtown core and the historic character of the area. This is achieved by emphasizing appropriate and complementary architectural, landscape and site design standards for new and redeveloped properties that:

- **Achieve Distinctive Gateways:**

At designated gateways, development should incorporate visually prominent and attractive features, including aspects of the streetscape, site design and building design, to help create an appealing entry into the downtown and Main Street area.

- **Retain and Build upon the Historic Character of Main Street:**

- Although buildings could include elements that reflect the individuality of businesses, they should principally emphasize the continuity of Main Street.
- Development should display an appealing, visually engaging street edge on all sides that face any street, avoiding a "back side" appearance.

- To the greatest extent possible, focus activity and land uses to the downtown district including commercial, residential, office, community/public spaces, and tourism facilities.

- **Focus on Building and Landscaping:**

Buildings and vegetation should be the predominant elements of the downtown, with signs being less prominent and parking lots and structures being generally concealed.

- **Emphasize Pedestrian Movement:**

- The sidewalk environment should be a lively, attractive and comfortable place for people on foot.
- Development should contribute to the network of sidewalks, walkways, through block passageways, and trails.
- The ground floor facades of commercial or mixed use buildings that face the sidewalk should allow for substantial visual connectivity between outside and inside of the building and business activity.

- **Maintain the Existing Building Scale:**

In their massing, roof forms and color combinations, larger developments should be broken down into smaller scale components that are more visually consistent with the downtown scale of the district.

- New residential development should reflect the proportions, roof forms, details and materials associated with surrounding single family residential structures.

- **Respect Klickitat River as a Natural Resource and Amenity:**

Development along Klickitat River should compliment the riparian environment in a sensitive, integrated design approach while respecting the environmental concerns and regulations associated with the river environment.

Authority and Applicability

- The provisions of the Design Standards shall apply to the properties along Main Street between S. Golden Ave and S. Chatfield Ave and are recommended as guidelines for the broader downtown area. Within these identified areas, the provisions of the Main Street Design Standards would supersede any existing regulations in Goldendale Municipal Code when in conflict with this Section.

- The provisions of this Section are proposed to apply to all development and redevelopment within the identified areas of Main Street. The degree to which each standard applies to a development/redevelopment project shall be evaluated on a case-by-case basis in an effort to achieve an overall design that meets the purpose and intent of the Main Street Design Standards.

- Each standard includes examples and illustrations of ways in which the intent of the standard can be achieved. The graphic examples are meant to be examples, and are not the only acceptable means towards accomplishing the intent of the standards. Applicants and project designers are encouraged to consider designs, styles and techniques not pictured in the examples that fulfill the intent of the design standards. Alternate design and colors may be approved by the City Manager/Administrator.

Appendices



Appendix A: Sustainability/Economic Development Priorities

Action	Priority	Responsibility
Build city around hydro, wind, renewable energy-Market renewable energy area	High	Economic Development Committee
Develop Strategic Marketing Approach-tech	High	Chamber of Commerce
Make Portland-ers+ target market aware of Goldendale	High	Chamber of Commerce
Showcase experimental, energy efficient housing	Low	Hold
Lighting efficiency to support Observatory (dark sky)	High-Grants	Astronomy Club-Evan, Ralph Bluemel
Highway 97 signs/overpass, entrance beautification and into downtown	High	Highway Improvement Committee-Chad, Tom, Pat, Duff, Martin, Ray
Make city a wireless zone	Medium	Dirk-Len
Target RV travelers	High	Chamber of Commerce

Visitor Information Center of 97	High	Chamber of Commerce
Roundabout Study	Medium-Low	Cal/City/WSDOT
Highlight events and bicycle and pedestrian facilities	High	Art, Duff, Larry—Cal Comp Plan Chamber---Map

Tourism/Downtown Revitalization Priorities

Action	Priority	Responsibility
Highlight Historic Assets	High	Larry---Historical Society, Bonnie, Cal, Chamber
Highlight organic farming and agricultural tourism	Medium	Pat, Art, Jim Daniels---Ag. Committee
Wine tasting room	High	Mike, Len and Dave
Build on the strong artist community	High	Cindy, Duff and Jean---Art Appreciation Committee

Incentives and recognition for business and residential improvements	High	Kiwanis---Ameri-Corps
Identify opportunities for housing---downtown, mixed use, lofts, and other types	Ongoing—Comp Plan	City, Cal, Keith