



American Planning Association
Washington Chapter

Making Great Communities Happen

Woodland Community Planning Assistance Program



A report prepared for the City of Woodland summarizing the outcome of the APA Community Planning Assistance Team Work session of November 14th, 2009

Woodland – Community Planning Assistance Team

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Executive Summary

Introduction

In October 2009, the City of Woodland 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 range of issues included site design and traffic circulation of the Gateway area leading to Downtown and Downtown revitalization.

The APA accepted the proposal after preliminary discussions with Kei Zushi, City Planner, and Steve Branz, Public Works Director, and a preparatory meeting with the Mayor and Planning Commission members in early November. The team members arrived in Woodland on November 14, 2009, for a one-day workshop with community leaders, stakeholders, and developers.

Throughout the workshop, the team members and local representatives worked together to discuss strengths and opportunities from the community's application and to understand the key issues. The CPAT team used their expertise to frame a wide range of recommendations, including recommendations for design guidelines, historic preservation, and business development actions for Downtown and, for the Gateway District, site planning concepts, design guidelines, and circulation improvements to improve vehicle and pedestrian access, enhance safety, reduce congestion, and improve visual character.

APA Community Planning Assistance Team

Work Session Objectives:

- *Assist the town of Woodland in defining its vision for its Downtown and Gateway District.*
- *Develop a roadmap for implementation of plans and policies to achieve the community's vision.*
- *Advance the principles of APA for a Livable Washington.*
- *Recognize and describe the qualities of a place.*
- *Explore and articulate the larger constraints and opportunities from regional resources to the neighborhood scale. Help the community define the roles of stakeholders.*



Project area.

The CPAT Workshop Process

Mayor Chuck Blum kicked off the meeting on Saturday, November 14, by welcoming the team and work session participants. City Planner Kei Zushi, reviewed the status of the development of design standards and other recent planning efforts.

After an introductory discussion, the workshop participants took a walking tour of Downtown, discussing options for revitalization and historic preservation. The group also toured the Gateway area and spent some time discussing traffic circulation and possible intersection redesign options for the Buckeye and Goerig intersection. Greg Stidham of the CPAT team helped the group visualize the possible options for traffic circulation in and around the Gateway area that would improve traffic/circulation conditions. Current level-of-service conditions are operating at below Level D, which could inhibit development. The options discussed by the team for the Buckeye and Goerig intersection could potentially raise the level of service to allow new development.

When the group reconvened at City Hall, John Owen led a discussion about design standards and design options. Greg Griffith led a second discussion focused on the opportunities for Downtown. Greg Stidham summarized the traffic circulation issues.

After those introductory remarks and some group discussion, the work session participants began to identify specific issues for the community. One team brainstormed actions for improving Downtown businesses, while another focused on a vision for the Gateway District and circulation issues that constrain both redevelopment and business opportunities. When work session participants reconvened, the two groups presented the results of their work, and the CPAT team led a discussion regarding the community needs that had been identified on the walking tour.



City Planner, Kei Zushi, reviews design standards discussion.



Greg Stidham, of Parametrix, discusses traffic circulation.



Greg Griffith, Katie Porter, and Amanda Engstfeld review recommendations for Downtown revitalization.

The Downtown group's efforts emphasized organizational and programmatic activities based on the "Main Street" program and historic preservation objectives. The Gateway/circulation team produced several proposals to reduce congestion in the approach to Downtown and a redevelopment concept for the Gateway District emphasizing coordinated pedestrian and vehicular circulation, wise use of the park/lakefront, and a mix of residential, commercial, and recreational uses in a pedestrian-oriented setting.

The work session participants identified and prioritized a number of immediate next steps, including issues to be addressed in the design standards, development agreements, or other means.

The CPAT team presented a summary of these steps with related action items. (See Table 1.) The summary and action items focused on the two main topics identified in the City of Woodland application: Downtown and Gateway District development, traffic, and urban design. The team's summary inspired a discussion of resources and responsibility for each action item and priorities. (See Appendix A.) The work session participants agreed that, in order to proceed with the immediate next steps, several steps would need to be taken, including: (1) holding an initial meeting with the property owners not in attendance at the CPAT workshop, (2) collecting some additional traffic count data to confirm the circulation plan, and (3) establishing necessary development agreements.

Table 1. Highest Priority Action Steps

Themes	Highest Priority Actions	Resources	Responsibility
Gateway Development/ Traffic Circulation	<ul style="list-style-type: none"> Establish coordination with property owners Explore impacts and options with regulatory changes along Goerig Explore undergrounding utilities – annual contract re-negotiation Research the water main location and related issues on Park Road <ul style="list-style-type: none"> Work with SDOT on the access issues from I-5 and into Downtown Form a gateway development group to work directly with the City on development standards and masterplanning of capital improvements in the Gateway District 	<ul style="list-style-type: none"> Energy Efficiency and Conservation Block Grants: http://www.eecbg.energy.gov Community Economic Revitalization Board (CERB) - \$50K Grants, Growth Management Office (CTED) Grants http://www.commerce.wa.gov/site/64/default.aspx Infrastructure Assistance Coordinating Council (IACC) WSDOT's Safe Routes to Schools and Pedestrian and Bicycle Safety Grants (WSDOT) http://www.wsdot.wa.gov/LocalPrograms/SafeRoutes/funding.htm 	<ul style="list-style-type: none"> City CPAT members Potential Action Committee
Downtown Revitalization	<ul style="list-style-type: none"> Enhance Main St. Program, attract a manager and funding for the program Develop a “magnet” for Downtown Woodland Explore Local Historic Preservation Program Develop a signage strategy, and possibly wayfinding particular to Woodland districts/areas Explore creation of park behind downtown to lakeshore Undertake the organization and improvement of neighborhoods surrounding downtown so that they attract re-investment and better support Downtown businesses. 	<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 http://www.nps.gov/ncrc/programs/rtca 	<ul style="list-style-type: none"> Community Historical Experts Economic Development Committee City



Implementation depends on an effective Action Committee.

Developing and Maintaining an Action Committee

The CPAT recommends that Woodland consider developing an Action Committee to help implement the November 14 action plan. This Action Committee should consist of a maximum of 6 to 12 individuals who can motivate others and should include representatives from affected interest groups. Such a committee can be a very helpful tool in providing overall direction and ongoing energy. An Action Committee typically consists of a variety of local people who have made a commitment to accomplishing these important next steps. It should be limited in size so that the group can hold a conversation around a table. This group should consist of individuals who can be optimistic—yet realistic—and can both think holistically and focus on project details. Lastly, the committee should be a representative mix of the community in terms of gender, race, age, 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 Planner Kei Zushi was delegated this role during the work session. Action Committee meetings should occur 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, it is not uncommon for the committee to include elected officials in their membership. This independent membership structure enables the Action Committee to hold the 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 communities with constrained resources.

Findings and Recommendations

The following pages present the findings, recommendations, and information that Woodland leaders and a potential Action Committee will find useful as they proceed to implement the priorities identified through the CPAT workshop. 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 an Action Committee.

Gateway Development Opportunities

Background

A significant focus of the CPAT workshop was the potential for developing the Gateway area and connecting it to Downtown through design and transportation improvements. The Gateway area is located between Downtown Woodland and I-5 and is defined by Lakeshore Drive to the east and north; Goerig Street to the west and Park Road to the south. It serves as the “front door” to the Downtown area. Many of the workshop participants expressed an interest in establishing strong design and transportation connections between Downtown and the Gateway area. Developing the Gateway area may be a challenge for Woodland because of the current traffic congestion at several intersections adjacent to the area. These intersections include Buckeye Street and Goerig Street, which currently operates below Level-of-Service D. Additionally, there are some property line boundary questions that must be resolved.



The Gateway District.



With proximity to the lake, I-5, and Downtown, the open lands in the Gateway District represent a substantial opportunity for development that will benefit both property owners and the Downtown



Visual preference images preferred by participants as representing their vision for the Gateway District's character.

Opportunities

During the CPAT workshop, John Owen led the workshop participants in a discussion of potential design options for the Gateway area. John introduced a visual preference survey to start the discussion. A copy of the visual preference tool is included in Appendix B of this report. Workshop participants preferred the shown at right for the Gateway area. As the CPAT workshop progressed, several site design concepts for the Gateway area emerged from the discussions and walking tours. The final concept is shown in the concept plan for the Gateway District below.



Gateway District concept plan.

The concept plan summarizes the most important objectives for developing the Gateway District, linking it to Downtown, and providing an attractive entry into the city from I-5. The illustrative development scheme presented on the following page was developed during the work session and is not intended as a master site plan but it only a general schematic diagram to illustrate the fundamental principles to which public improvements and private investment should respond; namely:

- Address circulation issues identified in the next section on Circulation and Connections.
- Provide a connected pedestrian and vehicular circulation network to and through the Gateway District and add pedestrian amenities to all streets.
- Connect the district to the Downtown, both visually and with direct pedestrian and vehicular links.
- Orient building storefronts to streets and pedestrian pathways and organize buildings to create a favorable pedestrian experience.
- Create a street layout in blocks similar in size to Downtown (500 ft) that would create a walkable area that connected with Downtown.
- Develop a mix of residential, recreational and retail (dining, hotel, health club, etc.) uses with storefronts oriented toward the street and parking behind, towards the freeway, or on the street.
- Consider the inclusion of the community swimming/athletic facility.
- Develop according to a master site design that maximizes the significant community asset, Horseshoe Lake.



Good walking connections between the Downtown and Gateway development are crucial.



The park and Horseshoe Lake are an amenity that new development should use.



Illustrative development scheme for Woodland's Gateway District.

Funding 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>
- 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.



The mini-park at Davidson and Goerig, along with the Mascot sculpture, provides a visual link between Downtown and the Gateway District.

Gateway Traffic Circulation and Connections

Background

During the initial CPAT meeting held in early November with Woodland's Mayor and Planning Commission, the CPAT team learned that there had been a recent traffic study conducted by the Cowlitz Wahkiakum Council of Governments. The purpose of this study was to reduce traffic congestion and improve circulation in the Gateway area by lifting I-5 at Scott Avenue and allowing Scott Avenue to connect either under I-5. This is a potentially longer term and costly solution. The CPAT team discussed some concerns that making this connection under I-5 could potentially make more commercial and retail zoned land north of Downtown and the Gateway area more desirable to developers and further detract from the community goals of redeveloping Downtown and creating the Gateway.

The CPAT Team and University of Washington student interns also learned more about the impacts of the location of the schools. Woodland's High School, Middle School and Elementary School are near Downtown and have significant impacts to Goerig, contributing to the transportation circulation challenges at peak hours because of busing and parent drop-off in personal vehicles. This traffic problem may be exacerbated by the existing limited options for walking or biking to these schools from the majority of housing in the community. There are no separated trail connections and only limited sidewalk connections through higher traffic areas.

Opportunities

The CPAT Team focused their discussion of traffic circulation on the intersection of Buckeye and Goerig because this intersection is currently operating at or below traffic level of service D, which means that any new development in the Gateway area could cause the level of service to fail. Without remedy, it is unlikely that new development could be permitted in this area.

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Greg Stidham, Parametrix, facilitated the discussion of traffic circulation and based his concepts on the traffic count data provided by the City of Woodland. By changing the function of the Buckeye/Goerig intersection to “right-in/right-out” from Buckeye to Goerig and eliminating the through movements in the east/west direction, traffic circulation at this intersection may be improved. This is especially likely when combining this type of intersection treatment with Gateway roundabouts, one at the intersection of Park Street and Goerig and one shown in the traffic circulation concept in the lower right of this page.

Recommendations

- Conduct additional traffic study of downtown area that addresses the impacts at the intersections of:
 - Park Road and Goerig Street.
 - Buckeye Street and Goerig Street.
 - Lakeshore Road and the north entrance to the new Gateway development.



The intersection of Park/Bozarth and Goerig. A round-about may be a desirable feature at this intersection.



Traffic circulation concept for Woodland's Gateway District, showing a reconfigured Buckeye/Goerig intersection and a round-about as part of new access roads into the Gateway District.



Organization



Promotion

Approaches for Downtown Revitalization

The CPAT team focused the workshop on how to revitalize Woodland's Downtown, including through development of design standards that would preserve and enhance its unique character. The workshop participants discussed the importance of tapping into the State's Main Street office at the Department of Commerce for information about:

The Four-Points of 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 as developed by the National Trust for Historic Preservation (NTHP) 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.

- **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.

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- **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 TM 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, www.downtown.wa.gov.
- Additional information can also be found on the National Trust Main Street Center's website, <http://www.preservationnation.org/main-street/>.



Design



Economic Restructuring



Historic Preservation

Background

Woodland 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 Woodland's historic commercial core, primarily along Goerig between Bozarth and 5th Street. The intent of this section is to outline steps the community can initiate that will lead to the identification of significant historic resources in the downtown area. Once identified, the Woodland community can take steps for long-term preservation of these resources for downtown revitalization, tourism development, and quality of life. The Action Committee should consider the following list of historic preservation activities and background information to attain community goals.

■ **Investigate designation of Woodland 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 commission 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 Centralia, Chehalis, Longview, and Vancouver as well as Clark County. These cities could be contacted by members of the Action Committee to identify the advantages of becoming a CLG as well as some simple next steps.

■ 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). This is another "next step" for members of the Action Committee, especially those with knowledge of Woodland's downtown historic character.

■ 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 Woodland 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.

Preliminarily, it does not appear that a historic district exists in downtown Woodland 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.



Historic resources should be maintained.

■ **Concentrate Business and Community Activity Downtown**

At present, a visit to Downtown Woodland conveys a lack of vitality and under-utilization. However, the comfortable building scale and variety of architectural styles and materials hint to the town's rich heritage and potential for becoming a destination. To realize this potential, the City should work with the Action Committee, the Chamber of Commerce, downtown property and business owners, and other interested stakeholders to focus investment and activity in the downtown area. Recommendations include locating a community center, the library, plus housing, restaurants, and lodging in the downtown area and adjacent blocks. More specific recommendations include:

- Design and develop a park/public space/waterfront access on the vacant parcel behind the Davidson Avenue commercial buildings and the Horseshoe Lake waterfront; find incentives to encourage business/property owners to create new or secondary entrances opening onto this new space.
- Support and increase activity downtown by retaining school district facilities at or near the existing campus.
- Reopen the historic movie theater for a McMenamin's or similar destination business.

Any infill development in the downtown area should be carefully designed so that it is compatible with 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 Woodland 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

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Woodland 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 Woodland's comprehensive plan.
- Coordinating local historic preservation efforts with other community activities such as a "Main Street" program, the Farmers Market, a façade improvement program, and tourism development efforts such as signage.
- Link any tourism development efforts with visitors to the Hulda Klager Garden, Horseshoe Lake, Cedar Creek Grist Mill, Mt. St. Helens, and other local/regional attractions.
- 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 Woodland 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.
- 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.
- Identify funding mechanisms/incentives to implement the park/waterfront access behind downtown, redevelop the historic movie theater, and other downtown revitalization efforts.

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.

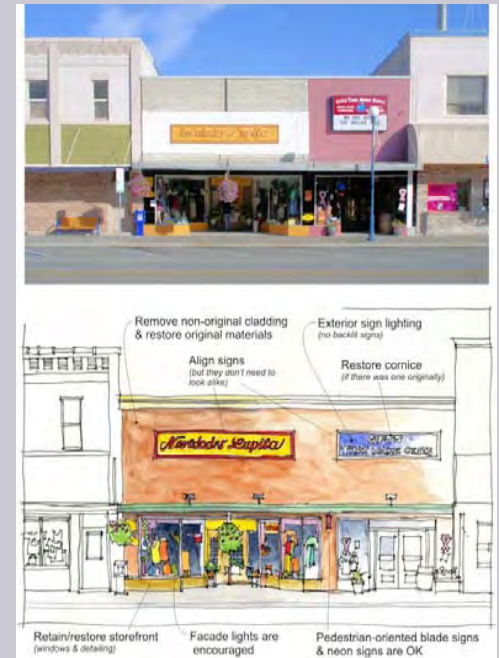
Downtown and Gateway District Design Standards and Guidelines

Purpose and Intent

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. The design “guidelines” below are general directions to be translated into regulatory standards. The downtown guidelines should focus on historic preservation and adherence to the SOI guidelines for historic preservation while the guidelines for the gateway district should address the larger site planning, circulation and redevelopment issues noted in the gateway section. Regulating the Gateway area will require working with property owners as they have some ideas of their own.

For the Downtown

- 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.



Downtown design guidelines should emphasize maintaining or restoring the building's historic (or original) character, as illustrated in this example from Chelan, Washington.



An attractive pedestrian environment is crucial. Fortunately, Woodland has already improved its Downtown sidewalks and streetscape, so the key is attractive storefronts, inviting displays and entries, and street activities such as outdoor seating.

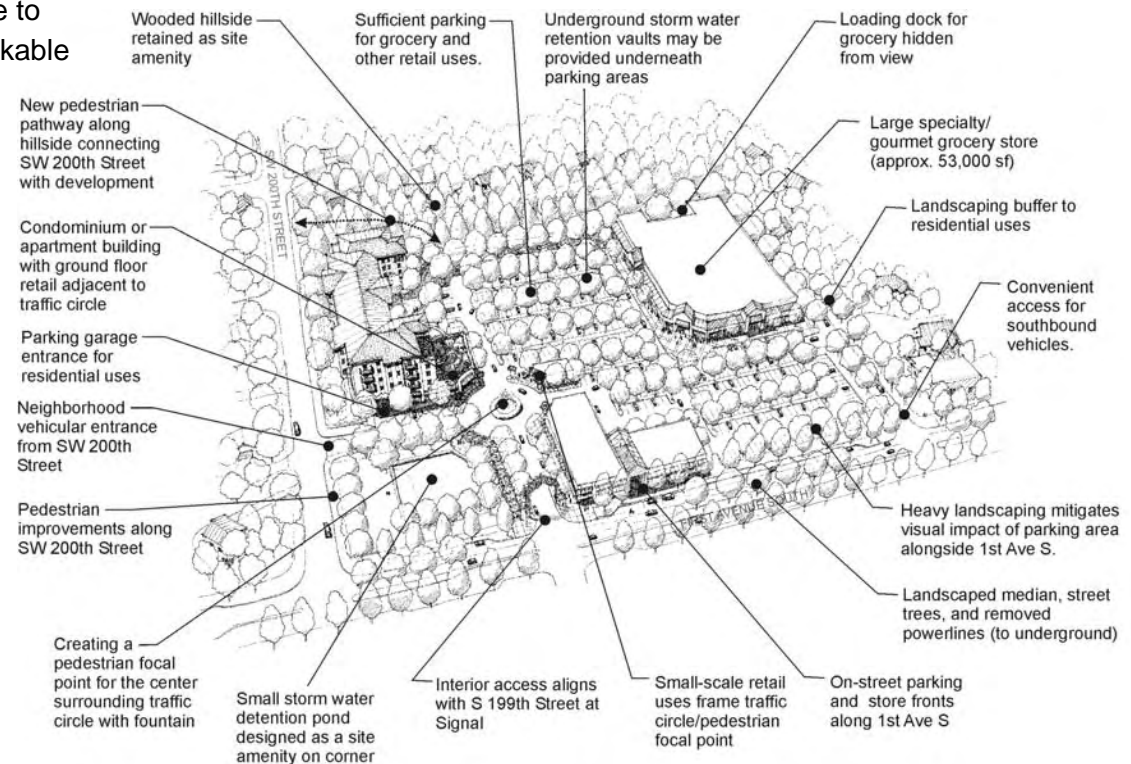
- Focus on building and landscaping. Buildings and vegetation should be the predominant elements of the downtown, with signs being less prominent and parking lots and structures being generally concealed.
- Emphasize pedestrian movement:
 - The sidewalk environment should be a lively, attractive and 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.
- Ensure that new buildings maintain the existing building scale and general character. 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, although infill with townhouses and small multi-family residences may be appropriate.

For the Gateway District

- 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. Ideally, the route from I-5 to Downtown should be an inviting experience along the whole corridor, with signs or artwork at appropriate intersections and unifying landscaping along the streets.
- Address circulation issues identified in the next section on Circulation and Connections.

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- Provide a connected pedestrian and vehicular circulation network to and through the Gateway District and add pedestrian amenities to all streets.
- Connect the district to the Downtown, both visually and with direct pedestrian and vehicular links.
- Orient building storefronts to streets and pedestrian pathways and organize buildings to create a favorable pedestrian experience.
- Create a street layout in blocks similar in size to Downtown (500 feet) that would create a walkable area that connected with Downtown.
- Develop a mix of residential, recreational and retail (including dining) uses with storefronts oriented toward the street and parking behind or on the street to buffer pedestrians.
- Consider the inclusion of the community swimming/athletic facility.
- Develop according to a master site design that maximizes the significant community asset, Horseshoe Lake.
- Utilize Horse Shoe Lake as a natural resource and amenity. Development along Horse Shoe Lake should complement the riparian environment in a sensitive, integrated design approach while respecting the environmental concerns and regulations associated with the river environment.



Guidelines for the Gateway District should be intended to create a unified, cohesive development with a mix of compatible uses, excellent pedestrian and vehicular circulation, amenities, and visual site and pedestrian connections to the lake and the Downtown. This example shows how guidelines can shape an integrated large site development.

Authority and Applicability

- The provisions of the Downtown Design Standards should apply to the properties along Goerig Street between Bozarth and 5th Street. Within these identified areas, the provisions of the Main Street Design Standards would supersede any existing regulations in Woodland Municipal Code when in conflict with this Section.
- The provisions of the Gateway District should apply to properties between Goerig Street Park Road and I-5. The City will need to determine the way the proposed guidelines fit within the other City code sections.

Appendix A: Community Priorities Action Plan

Action	Lead	Step (Priority; e.g., 1 st Step, 2 nd Step, 3 rd Step)
Explore grounding utilities	City	2/3
Research the water main location and related issues on Park Road	City	2
Explore impacts and options with regulatory changes along Goerig	City/Owners/ Steering Committee	1
Establish coordination with property owners	City/Owners/ Steering Committee	1

Action	Lead	Step (Priority; e.g., 1 st Step, 2 nd Step, 3 rd Step)
Conduct traffic counts	City	2
Update traffic study (bike, pedestrian, etc.)	City/COG	2
Pursue Transportation Grants	COG/City	1
Incorporate school officials into transportation planning	City/Schools	2

Action Plan for the Gateway District

Action Plan for Transportation

Action Plan for Downtown

Action	Lead	Step (Priority; e.g., 1 st Step, 2 nd Step, 3 rd Step)
Enhance Main St. Program, attract a manager and funding for the program	DRC/City	1
Develop a signage strategy, and possibly wayfinding particular to Woodland districts/areas	Manager of Main Street Program/or Planning Historic Commissions	2
Develop a "magnet" for Downtown Woodland	COG/EDA/City	1
Explore local preservation program	Historic Commission (DAHP)	1
Publicize the gardens and give them greater prominence	Tourism Group-Cowlitz County/City/Hulda Klager Garden Society	2
Explore creation of park behind downtown to lakeshore	Tourism Group-Cowlitz County/City	2