

ORDINANCE NO. 2301

AN ORDINANCE adopting a "Downtown Camas Vision and Implementation Plan".

WHEREAS, the City Council heretofore formed a downtown vision committee to study ways of revitalizing the downtown business core district, and

WHEREAS, the City retained Barney & Worth, Inc., and E.D. Hovee & Company to assist and consult with the downtown vision committee, and

WHEREAS, the downtown vision committee was charged with developing a downtown vision statement identifying what citizens want downtown Camas to be in the future, identifying strategies and actions necessary to facilitate implementation of the desired objectives, communicating with and seeking feedback from the community, developing a unique identity for the project, and producing a final downtown vision report for presentation to the Camas City Council, and

WHEREAS, the committee has caused to be prepared and forwarded to the City Council a document entitled "Downtown Camas Vision and Implementation Plan" dated August, 2001,

NOW, THEREFORE, THE COUNCIL OF THE CITY OF CAMAS DO ORDAIN AS FOLLOWS:

Section I

The Council hereby adopts as a plan for the downtown area that certain document entitled "Downtown Camas Vision and Implementation Plan" dated August, 2001.

Section II

This ordinance shall take force and be in effect five (5) days from and after its publication according to law.

III

The City Clerk is directed to keep a copy of the "Downtown Camas Vision and Implementation Plan" on file for public inspection.

PASSED by the Council and APPROVED by the Mayor this 10TH day of September, 2001.

SIGNED: _____

Mayor

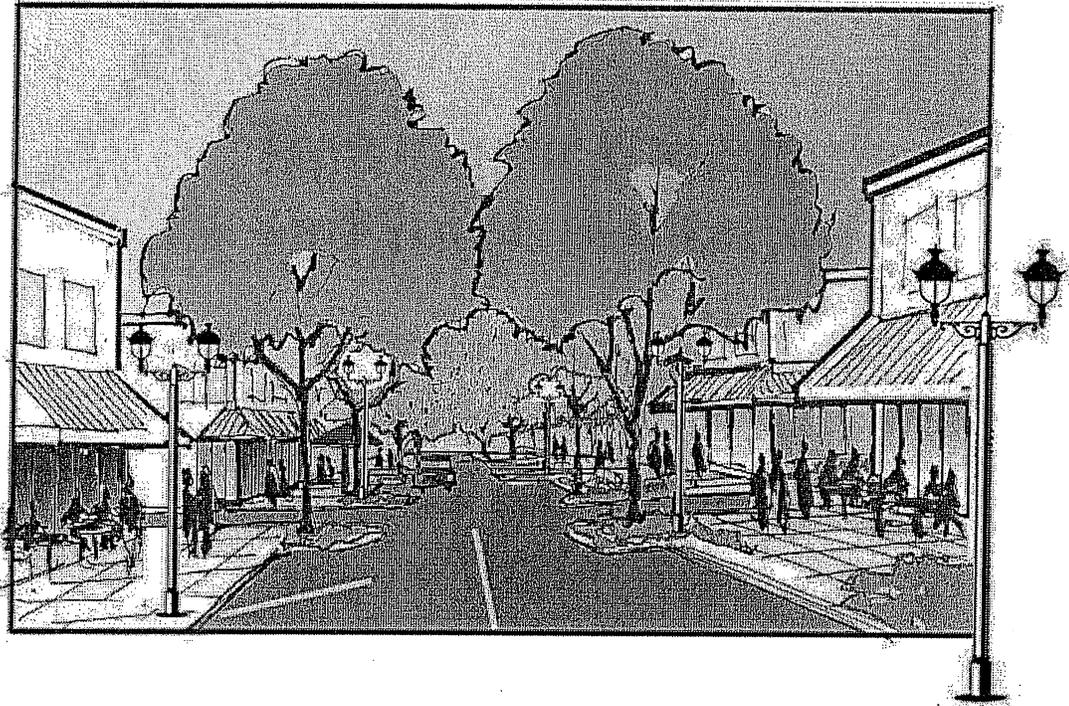
ATTEST: _____

Clerk

APPROVED as to form:

City Attorney

Downtown Camas Vision and Implementation Plan



August 2001

Prepared For:

City of Camas
and
Downtown Vision Committee

Prepared By:

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and

E.D. Hovee & Co.

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- A) Community Survey Instrument
- B) Complete Community Survey Results
- C) Summary of Public Feedback: Liberty Theatre Workshop

Introduction

The *Downtown Camas Vision and Implementation Plan* was developed over a nine-month period, beginning in January 2001, by a citizen-based Downtown Vision Committee (DVC). The 15 members of the DVC, appointed by Camas City Council, represent a variety of downtown and community interests. The Committee's charge included the following elements:

- ❑ Develop a Downtown Vision Statement describing the way citizens want downtown Camas to look, feel and operate in the future.
- ❑ Identify a series of focus areas, strategies and actions necessary to facilitate Vision implementation.
- ❑ Maintain contact with the community, and proactively seek feedback on work products.
- ❑ Develop a unique identity for the project, through the creation of a Downtown Vision logo.
- ❑ Produce a final Downtown Vision report for presentation to the Camas City Council.

In addition to the *Vision Statement and Implementation Plan*, the Committee developed a series of conceptual drawings and a *Market and Financial Feasibility Analysis* provided in separate reports. Both the drawings and market report will be made available to the Downtown Vision Coalition to aid in implementation of the proposed actions described in a subsequent section of this report. The market report is particularly helpful in showing how downtown has missed out on the recent prosperity enjoyed by other parts of the City and region, and shows what opportunities lie in store.

The Downtown Camas Vision project was proposed in response to concerns that businesses would continue to depart the City's core if conditions did not improve. During the first phase of the project, citizens and downtown stakeholders were asked to provide both a structure and guiding principles for the visioning process during a series of interviews and at a public workshop held at the Liberty Theatre in November 2000. These individuals were also asked to identify what goals should drive the process. Responses included:

- ❑ Lowering business vacancy rates
- ❑ Increasing patronage, flow of people downtown
- ❑ Encouraging, creating reasons for people to stay downtown longer
- ❑ Increased access to capital and other resources for businesses
- ❑ Establishing a successful business recruitment
- ❑ Attracting anchor tenant(s)
- ❑ Expanding the variety of business-types located downtown
- ❑ Marketing downtown to greater Camas, neighboring communities
- ❑ Enhancing aesthetics
- ❑ Establishing new, improved public amenities
- ❑ Developing a theme or message to market downtown as the first choice for doing business
- ❑ Promoting mixed use, including an element of housing
- ❑ Creating accessible parking, reducing penalties
- ❑ Improving traffic flow
- ❑ Preserving the small town feel of downtown
- ❑ Maintaining a balance between functionality and aesthetics
- ❑ Instilling a sense of value and relevance for those visiting, locating their business downtown
- ❑ Establishing downtown Camas as a unique, special place to visit, shop and / or live

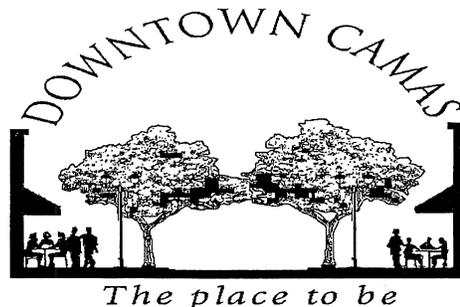
Each of these elements are captured and addressed in the Vision and Implementation Plan.

Visioning Process Overview

Activities

In addition to creating a Vision Statement and Implementation Plan during monthly meetings held from January to August, the DVC conducted the following activities:

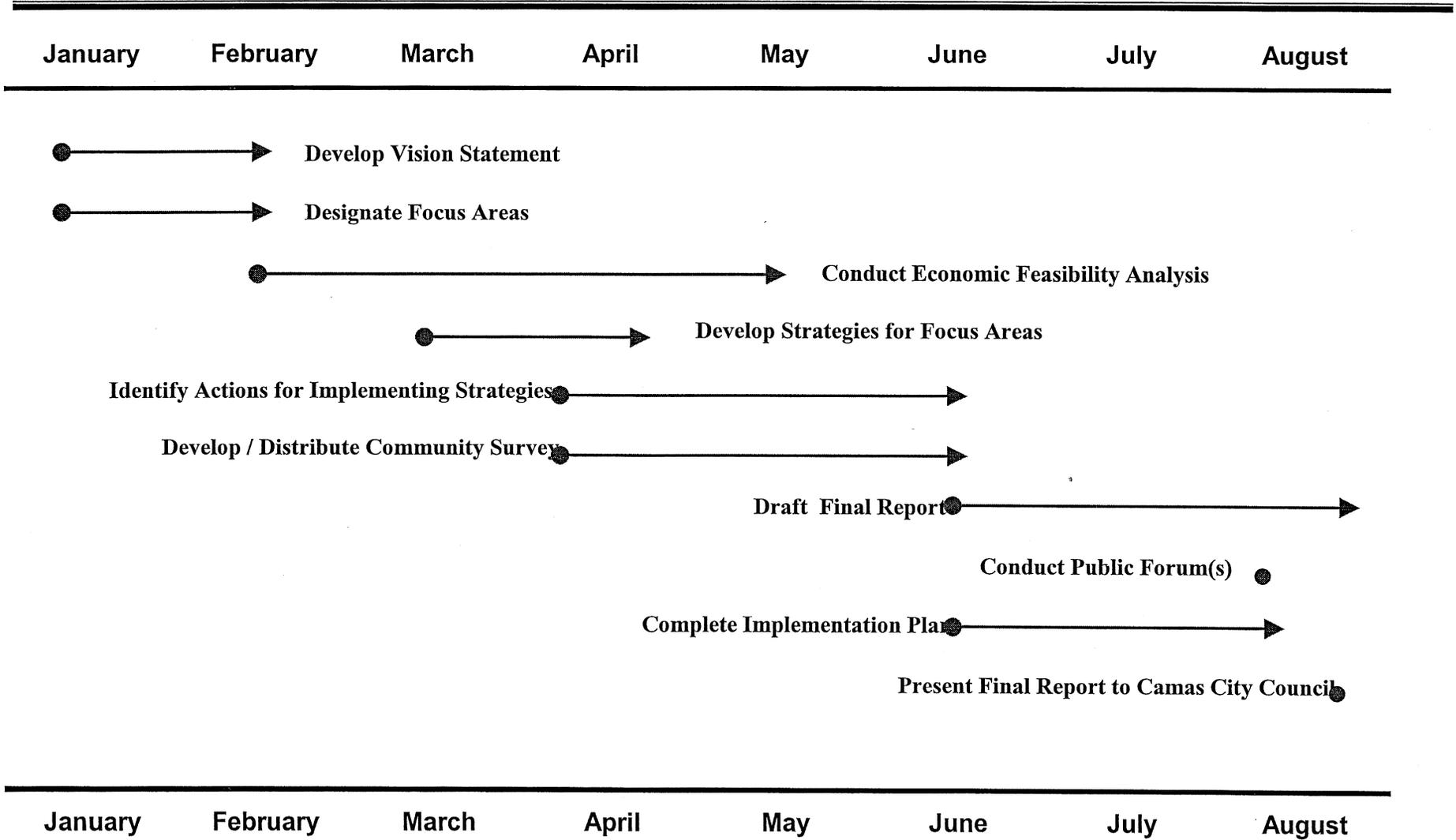
- **School Projects** – Over 300 Camas school children developed projects related to downtown revitalization. Participants ranging from Kindergarten to high school toured the downtown, and then completed projects capturing their own vision for the Camas' core. Projects included essays, collages, watercolor paintings, dioramas and many others. All projects were displayed at a variety of locations downtown. Several students also made a presentation to City Council. Several student ideas were incorporated into the implementation plan.
- **Community Survey** – Upon developing an initial set of proposed strategies and actions, a survey was mailed to all Camas residents to allow for public feedback and to gauge public priorities. Results from the survey helped guide the DVC as it established an implementation timeline for the Downtown Vision Action Plan.
- **Interactive Event at Camas Days** – The DVC used Camas Days as another opportunity to gather public feedback on its ideas. Strategies and actions were listed on a white board upon which visitors were asked to place a colored dot to indicate how important they felt a particular strategy or action was to downtown revitalization. This feedback helped the DVC to refine its work prior to the final public meeting.
- **Public Meeting** – Near the conclusion of the process, the DVC, project team and other invited guests presented the recommendations and concepts developed during preceding months. The public meeting allowed additional input from Camas citizens and organizations, and helping to build momentum for the implementation phase.
- **Press Releases** – Press releases were issued prior to each DVC meeting. Updates were also provided in the City and Parks and Recreation newsletters. In addition, the project received very favorable attention from the Camas-Washougal Post-Record and other media sources.
- **Logo and Conceptual Rendition Development** – The DVC, with assistance from an architect, developed a Downtown Camas logo and several artistic sketches of what Camas might look like in the future, upon implementation of proposed actions. Conceptual renditions are on-file at the City of Camas, and will be used by the Downtown Vision Coalition during action implementation. The logo is displayed below.



Results from the community survey, Camas Days event and public meeting are described in a subsequent section of the report. A graphical timeline of DVC activities is provided on the next page.

City of Camas Downtown Visioning Project

PROJECT TIMELINE



Downtown Vision Statement

Downtown Camas is recognized as the cultural and financial anchor of a well-balanced, thriving community. A carefully crafted mix of small town charm and big city economics has established downtown as a "first choice" destination for business owners and patrons alike.

Attractive gateways frame each approach to the city center, beckoning the passerby with a hint of the friendly atmosphere and unique character awaiting them inside. This layout provides the visitor with a sense of place, and reveals the proud tradition of public and private investment that has made downtown Camas a convenient and desirable place to gather and a great place to do business.

Strategically located directional signs serve to facilitate the flow of people, goods and services into and around the downtown area. Inside, past and present come together to form an engaging, comfortable landscape. Historically significant buildings have been faithfully preserved or artfully renovated for new uses. Newer buildings blend seamlessly with these original structures, yet each maintains its own distinct character.

A healthy mix of shops, offices and residential units line pedestrian-friendly streets and sidewalks. An attractive lighting and vegetation scheme, places to sit and a range of entertainment options further enhance the home town aesthetic, and make a trip downtown enjoyable for people of all ages and backgrounds.

Yet, aesthetic appeal has not been achieved at the expense of function. State of the art telecommunications and affordable services are the foundation of an efficient business environment. Accessible parking and public transit help to maintain a steady stream of patrons throughout the day, and into the evening. The public and private sector work hard to make sure entrepreneurs have knowledge of and access to the resources they will need to be successful.

These features, coupled with a strong business retention and recruitment program, have enabled the Camas downtown to attract and keep a number of key anchor tenants. Over time, additional businesses have seen the value in coming to Downtown Camas, and as retail offerings have increased, so too have the number of shoppers.

Downtown Camas is a place where the term "vacancy rate" is merely a distant memory. It is where some residents have made their home, and where others can feel at home while visiting. It is the showcase for a community which values both its businesses and its citizens. Downtown Camas is, quite simply, the place to be.

Focus Areas, Strategies and Actions

Summary of Focus Areas, Strategies and Actions

Focus areas, strategies and actions are at the heart of the Vision Implementation Plan. Focus areas constitute general topics to be addressed in the implementation plan. They are based on public feedback, and taken from the Vision Statement. Strategies are specific methods for bringing about the desired outcomes in each focus area. Actions are the steps to be taken in implementing these strategies, and thus fulfilling the Vision. Proposed actions are summarized below.

FOCUS AREA: CREATING A HEALTHY BUSINESS ENVIRONMENT

Strategy 1

- Action 1.1 Maintain Information on Current Market Demands
- Action 1.2 Develop an Effective Business Recruitment Program
- Action 1.3 Recruit and Retain A Healthy Mix of Businesses

Strategy 2

- Action 2.1 Establish a Revolving Loan Fund
- Action 2.2 Maintain a Business Resource Library
- Action 2.3 Keep Business Data and Incentives Current and Effective

Strategy 3

- Action 3.1 Create a Downtown Liaison at City Hall
- Action 3.2 Develop a Business Incentives Package
- Action 3.3 Encourage Employer Cooperation in Implementing the Vision
- Action 3.4 Facilitate Business Networking
- Action 3.5 Maintain State-of-the-Art Infrastructure

FOCUS AREA: FACILITATING PARKING AND ACCESS

Strategy 4

- Action 4.1 Install Diagonal Parking
- Action 4.2 Create Multi-modal Parking
- Action 4.3 Develop New Public Parking
- Action 4.4 Offer Business Parking Incentives
- Action 4.5 Investigate Feasibility of New Parking Structure

Strategy 5

- Action 5.1 Create Bicycle Pathways

FOCUS AREA: MAINTAINING DESIGN INTEGRITY AND LOCAL INFRASTRUCTURE

Strategy 6

- Action 6.1 Erect Attractive Gateway Signage
- Action 6.2 Develop Underutilized Property
- Action 6.3 Place Utilities Underground and Reduce Clutter

Strategy 7

- Action 7.1 Hire a City Arborist
- Action 7.2 Offer Expanded Public Amenities
- Action 7.3 Expand the 4th Ave. Mall Motif
- Action 7.4 Ensure Design Consistency

Strategy 8

- Action 8.1 Develop a Downtown Housing Strategy

Strategy 9

- Action 9.1 Give Permitting Priority to Downtown Improvements
- Action 9.2 Offer Downtown Tax Credits
- Action 9.3 Establish a Public Development Authority

FOCUS AREA: STRENGTHENING SOCIAL AND HISTORIC FOUNDATIONS

Strategy 10

- Action 10.1 Pursue Historic Preservation
- Action 10.2 Secure Preservation Support
- Action 10.3 Develop Historic Interpretation Program

Strategy 11

- Action 11.1 Evaluate Feasibility of Establishing a Farmer's Market
- Action 11.2 Create a Central Gathering Locale
- Action 11.3 Expand Number of Cultural Arts Event Locales
- Action 11.4 Make Downtown-Recreation Linkages
- Action 11.5 Expand Range of Library Services
- Action 11.6 Investigate Potential for Interactive Museum
- Action 11.7 Promote Public Art

FOCUS AREA: ENHANCING MARKETING AND PUBLICITY

Strategy 12

- Action 12.1 Develop and Market Special Events
- Action 12.2 Increase Arts and Culture Opportunities
- Action 12.3 Enhance Tourist Activities

Strategy 13

- Action 13.1 Market the Central Business District
- Action 13.2 Establish a Press Program
- Action 13.3 Expand the Scope and Audience for Newsletter and Web Page

Strategy 14

- Action 14.1 Promote School Involvement
- Action 14.2 Enhance Communication with New Residents
- Action 14.3 Improve Senior Access
- Action 14.4 Encourage Industry Cooperation

Strategy 15

- Action 15.1 Market a "Camas Brand" Product

Idea Bank

In addition to the actions above, the DVC has initiated an "Idea Bank." The Idea Bank will serve as a clearinghouse for other possible actions to be considered in the future. The actions below were viewed as having too many challenges at present to be fulfilled, particularly in light of other priorities. However, as conditions and public priorities change, these and other similar actions, may be added to the implementation plan. Current Idea Bank actions include:

- Conduct a "pedestrian-friendly mall" study to identify features and services most likely to generate activity and business. Include an assessment of pros and cons involved with offering a Camas Jitney service (quaint, inexpensive taxi) as a unique way to attract and greet visitors.
- Investigate potential for "day lighting" Blue Creek through downtown.

Matrix of Strategies and Actions

The matrix provided in the following pages brings together all proposed strategies and actions. It is, in effect, the Vision Implementation Plan. Within the matrix, each action is assigned a timeline for implementation, based on public priorities, importance and other factors. The DVC has also analyzed each action, and supplied information pertaining to potential barriers, anticipated resource needs, time needed to implement and, most importantly, potential partners. Partners listed for each action have agreed to participate in implementing the assigned action. These are the organizations the Downtown Vision Coalition will contact to monitor and facilitate implementation of the Vision in coming years.

Downtown Camas Vision Strategies and Actions Matrix

FOCUS AREA: CREATING A HEALTHY BUSINESS ENVIRONMENT

Strategy 1	Identify and recruit a compatible mix of downtown tenants, including specialty and anchor stores, that help establish downtown as a premier shopping destination.							
Action 1.1	Conduct a market analysis to identify what types of services and shopping opportunities are desired by Camas area residents, and which of those make most sense to offer downtown. Based on the market analysis, create a profile of the types of businesses which offer the shopping and service preferences of Camas area residents.					Implementation Proposed To Begin:		
Market Analysis	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	Camas Downtown Association; City of Camas; Chamber; Clark County; Businesses	\$3,000 for survey and analysis; Staff time	None anticipated	6 months, updated annually	● →	→	→	
Action 1.2	Establish a focused process for recruiting and retaining downtown businesses. Consider hiring a professional business recruiter-advocate.					Implementation Proposed To Begin:		
Recruitment Program	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Chamber; Camas Downtown Association	\$30,000 annually	Cost	6 months to hire	● →	→	→	
Action 1.3	Identify and recruit a mix of businesses – including anchor stores, specialty shops, boutiques, restaurants and entertainment establishments – which are synergetic and complementary to existing downtown businesses. Target businesses that generate high foot traffic and extend the hours of downtown activity. Develop appropriate marketing materials.					Implementation Proposed To Begin:		
Business Recruitment	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; New Recruiter; Chamber; Camas Downtown Association	\$5,000 annually in expenses and materials	Need to hire recruiter first	On-going	● →	→	→	
Strategy 2	Build and market a resource “toolbox” to help new and existing businesses thrive.							
Action 2.1	Create a local revolving loan fund with favorable interest rates.					Implementation Proposed To Begin:		
Revolving Loan Fund	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Chamber; Camas-area economic development organizations	Staff time to set-up; \$1 million seed fund	Funding sources; City commitment	6 months to set-up; On-going		● →	→	

Action 2.2	(A) Create an electronically-based informational clearinghouse or "library" of existing business resources, including grants and loans, and market to businesses. Hold annual workshops to publicize and explain new programs and resources. (B) Create links to key resources in Year 1.					Implementation Proposed To Begin:		
Resource Library	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Camas Downtown Association; Chamber; Library	\$2,000 to create; \$500 annually to update; Staff time for inquiries.	Need funding source.	6 months to create.		●	→	
Action 2.3	Maintain market and demographic data via research and patron questionnaires to help inform business decision-making and ensure business resources and incentives are up-to-date and effective.					Implementation Proposed To Begin:		
Current Business Data	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	Chamber of Commerce; Camas Downtown Association; City of Camas	City staff or consultant to conduct research; Funding for research and report	Cost; Commitment	On-going	●	→	→	
Strategy 3	Actively pursue public-private partnerships to foster healthy business conditions.							
Action 3.1	Establish a city-based downtown liaison position to improve communication, coordinate existing and new events and expedite critical projects. Partners should include the Camas Downtown Association, Chamber and other community and economic development groups.					Implementation Proposed To Begin:		
City Liaison	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Camas Downtown Association; Chamber	Need to re-assign City staff person or hire new	Inadequate City budget	1 year	● →	→	→	
Action 3.2	Create a competitive business incentives package to facilitate the location of target businesses in the downtown core.					Implementation Proposed To Begin:		
Incentives Package	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Chamber; Camas-area economic development organizations	Staff time to set-up	Competition with other areas of City; Legal / ordinance issues	1 year	● →	→	→	
Action 3.3	Develop a mutually beneficial relationship between the community and the Georgia Pacific mill, and other major employers.					Implementation Proposed To Begin:		
Employer Cooperation	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Georgia Pacific; Chamber; Businesses; Camas Downtown Association	Dedicated time for regular meetings	Willingness of participants to be proactive	3 months; On-going	● →	→	→	

Action 3.4	Expand opportunities for businesses to network and share ideas. Evaluate feasibility of cooperative marketing ventures.					Implementation Proposed To Begin:		
Business Networking	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	Chamber of Commerce; Camas Downtown Association; City of Camas; Businesses	Chamber time to organize / recruit participants	Staff time; potential lack of participation	6 months	● →	→	→	
Action 3.5	Assist in storefront/building maintenance, and ensure telecommunications and other infrastructure are state of the art.					Implementation Proposed To Begin:		
Infrastructure Readiness	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Camas Downtown Association; Chamber; Businesses	Line item in City budget	Lack of funding; Finding space for new amenities	On-going		● →	→	

FOCUS AREA: FACILITATING PARKING & ACCESS

Strategy 4	Enhance parking availability, safety, convenience and appearance in downtown Camas.							
Action 4.1	Maximize diagonal parking on peripheral streets including the public right-of-way along 5th and Franklin.					Implementation Proposed To Begin:		
Diagonal Parking	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Camas Downtown Association; Chamber	\$5,000 from Street Fund.	Staff time; Safety; Business concerns.	3 months.	● →	→		
Action 4.2	Provide multi-modal parking for bikes and motorcycles.					Implementation Proposed To Begin:		
Multi-modal Parking	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Camas Downtown Association; Chamber	In conjunction with action 4.1.	Additional signage.	3 months.		● →	→	
Action 4.3	Evaluate and develop as feasible new public parking spaces in conjunction with municipal parking improvements.					Implementation Proposed To Begin:		
New Public Parking	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Consultant	Consider as part of City Hall remodel; City – funded study –\$1,000.	Council approval.	3 months.		● →	→	

<p>Action 4.4</p> <p>Business Parking Incentives</p>	<p>Encourage owners, managers and employees to not park in the core business zone. Offer incentives and alternative parking options to free up space for patrons. Produce and distribute maps showing alternative parking locales.</p>				<p>Implementation Proposed To Begin:</p>		
<p>Potential Partners</p>		<p>Anticipated Resources</p>	<p>Issues</p>	<p>Time Needed</p>	<p>2001-2002</p>	<p>2003-2004</p>	<p>2005+</p>
<p>Camas Downtown Association; Chamber; City; Georgia Pacific</p>		<p>\$1,000 annually; Staff time.</p>	<p>Employee cooperation.</p>	<p>3 months, upon completion of above actions.</p>	<p>● →</p>	<p>→</p>	<p>→</p>
<p>Action 4.5</p> <p>Parking Structure</p>	<p>Assess the feasibility of waiving “off-street” parking requirements to free up additional land for buildings, and replace with a new public-private parking structure to be located in an existing parking area if possible. Structure should incorporate ground-level retail.</p>				<p>Implementation Proposed To Begin:</p>		
<p>Potential Partners</p>		<p>Anticipated Resources</p>	<p>Issues</p>	<p>Time Needed</p>	<p>2001-2002</p>	<p>2003-2004</p>	<p>2005+</p>
<p>City of Camas; Camas Downtown Association; Chamber; City; Georgia Pacific; Retail</p>		<p>\$5 million; City staff time.</p>	<p>Code requirements; Funding source; Location; “Free or fee” debate.</p>	<p>3-5 years.</p>			<p>● →</p>
<p>Strategy 5 Make multi-modal transitions in the downtown area convenient and relaxing.</p>							
<p>Action 5.1</p> <p>Bicycle Pathways</p>	<p>Investigate the potential for establishing bicycle pathways connecting the downtown from North-South and East-West.</p>				<p>Implementation Proposed To Begin:</p>		
<p>Potential Partners</p>		<p>Anticipated Resources</p>	<p>Issues</p>	<p>Time Needed</p>	<p>2001-2002</p>	<p>2003-2004</p>	<p>2005+</p>
<p>City of Camas; Camas Downtown Association; Bicycle Association; Volksmarch</p>		<p>Grants; Street Fund; Striping</p>	<p>Right-of-way acquisition; Staff time; Driver awareness; Funding source</p>	<p>On-going</p>			<p>● →</p>
<p>FOCUS AREA: MAINTAINING DESIGN INTEGRITY & LOCAL INFRASTRUCTURE</p>							
<p>Strategy 6</p>	<p>Develop “Gateway” properties in a manner that portrays a quality image of the community and ties-in with the downtown core.</p>						
<p>Action 6.1</p> <p>Gateway Signage</p>	<p>Frame gateways with well-designed, permanent signage listing key annual downtown events including Camas Days.</p>				<p>Implementation Proposed To Begin:</p>		
<p>Potential Partners</p>		<p>Anticipated Resources</p>	<p>Issues</p>	<p>Time Needed</p>	<p>2001-2002</p>	<p>2003-2004</p>	<p>2005+</p>
<p>City of Camas; Camas Downtown Association; Chamber</p>		<p>Donated funds and time; \$10,000</p>	<p>None identified</p>	<p>1 year</p>		<p>●</p>	

Action 6.2	Create a strategy for developing or redeveloping underutilized properties.					Implementation Proposed To Begin:		
Underutilized Property Development	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Camas Downtown Association; Chamber; Georgia Pacific; Property owners	Staff time	Lack of support	3 months – 1 year		●		
Action 6.3	Place all utility lines underground, and reduce general “clutter” in all gateway areas.					Implementation Proposed To Begin:		
Underground Utilities and Clutter Reduction	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Utilities; Clark County; State; Land owners	General contractor	Code issues; Cost; Scoping	On-going		● →	→	
Strategy 7	Enhance downtown’s eclectic architecture, while ensuring design integrity and compatibility.							
Action 7.1	Create a new city-sponsored arborist position, or train a City employee to manage system of urban trees.					Implementation Proposed To Begin:		
City Arborist	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas	Training of existing staff	Staff time	On-going		● →	→	
Action 7.2	Provide key public amenities including pay phones, benches, convenient parking, information kiosks, water fountains, “finger signs” and restrooms.					Implementation Proposed To Begin:		
Public Amenities	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Telephone company; Camas Downtown Association; Chamber; Donors	\$5,000 annually.	Space / location availability	On-going	● →	→	→	
Action 7.3	Build on the 4th Avenue mall motif and expand onto 3rd, 5th and 6th Avenues, Dallas and Garfield, and adjacent cross-streets as feasible. Key features to enhance and expand include bollard lighting, banners, trees, flower planters and baskets, extended corners at intersections, patterned crosswalks and streets, and pedestrian-friendly sidewalks.					Implementation Proposed To Begin:		
4 th Ave. Mall Expansion	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	City of Camas; Camas Downtown Association; Merchants; UCAN	Line item in public works budget.	Cost	On-going	● (A)	● → (B)	→	

Action 7.4	A) Revise design standards to ensure consistency among features including trees, lighting, awnings, thematic colors and signage. Signage should be creative (i.e. "pointing finger" signage) and list all downtown businesses. B) Implement design standards and review procedures to ensure consistent, attractive development in areas surrounding downtown core.				Implementation Proposed To Begin:		
Design Consistency	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City of Camas; Property owners; Camas Downtown Association; Merchants	Attorney review.	Legal issues; lack of support.	1 year		● (A)	➔ (B)
Strategy 8	Make downtown a multiple-use showcase by creating a variety of housing types, sizes and prices to complement a mix of shops, restaurants and entertainment.						
Action 8.1	Develop a high-density housing strategy. Consider using multi-family tax credits and other innovative finance techniques to ensure the strategy makes housing development an attractive option to developers.				Implementation Proposed To Begin:		
Housing Strategy	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City of Camas; Veteran's Housing Administration; Non-profits; Clark County; Donors; Land owners	\$5,000 for consultant; Staff time.	Lack of community support	6 months – 1 year		● ➔	➔
Strategy 9	Establish an effective range of incentives to facilitate physical renovation.						
Action 9.1	Streamline permitting processes and consider prioritizing applications that achieve Downtown Vision goals.				Implementation Proposed To Begin:		
Permitting Priority	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City of Camas	Staff time.	Legal issues	3 months – 1 year		● ➔	➔
Action 9.2	(A) Investigate and (B) Provide an appropriate range of tax credits, impact fee credits and other City-based tax incentives – including tax increment financing – to encourage and stimulate preservation of historic structures and development of new business.				Implementation Proposed To Begin:		
Tax Credits	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City of Camas; Other taxing jurisdictions	Dedicated City fund.	Fiscal resources; Fiscal impact assessment	6 months – 1 year	● ➔ (A)	➔	➔
Action 9.3	Evaluate the feasibility of creating a Local Improvement District (LID) or Private/Public Development Authority (PDA) to initiate and manage downtown revitalization. At a minimum, create a seed money program to create initial momentum.				Implementation Proposed To Begin:		
Public Development Authority	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City of Camas; Camas Downtown Association; Property owners; Chamber; Stakeholders	\$500,000.	Cost; Support	1 year		● ➔	➔

FOCUS AREA: STRENGTHENING SOCIAL & HISTORIC FOUNDATIONS

Strategy 10	Protect, enhance and promote the historical structures and features of downtown Camas.						
Action 10.1	Establish a process for qualifying and preserving historic structures and features. Inventory and record qualifying structures and features, including trees and other natural resources. <i>[Note: Camas has largest introduced Shumard (Eastern North American Oak) and Empress Trees.]</i>					Implementation Proposed To Begin:	
Historic Preservation	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	Camas-Washougal Historical Society; Property owners; City of Camas; Clark County Friends of Preservation	State support; \$2-5K for administration	Landlord cooperation; Timing	1 year	● →	→	
Action 10.2	Upon completing an historical structure and feature inventory, identify sources of financial and other types of support and establish a process for allocating preservation and redevelopment resources.					Implementation Proposed To Begin:	
Preservation Support	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	Camas-Washougal Historical Society; Property owners; City of Camas; Clark County Friends of Preservation; Georgia Pacific; Banks; Other historical groups	Volunteer time.	Apathy; Leadership	6 months		● →	→
Action 10.3	Create a system of plaques, interpretive signage and promotional materials that tell the story of historic downtown Camas, and serve as a foundation for an historic walking tour of the core. Support plaque and interpretive sign placement by amending City regulations as necessary.					Implementation Proposed To Begin:	
Historic Interpretation	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City of Camas; Property owners; City of Camas; Clark County Friends of Preservation; Georgia Pacific; Banks; Other historical groups; Camas Downtown Association	Unknown.	Owner, city cooperation	1 year		● →	● →
Strategy 11	Establish downtown Camas as a cross-generational gathering place by expanding existing socio-cultural opportunities and developing new ones.						
Action 11.1	(A) Evaluate economic feasibility of creating a downtown-based Farmers' Market. (B) Initiate design and development of the market if deemed feasible.					Implementation Proposed To Begin:	
Farmer's Market	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	(A) Chamber; Camas Downtown Association (B) City of Camas; Treasure House	Market analysis to determine products / hours of operation	Cost; Perceived competition; Time/ energy;	(A) 1 year (B) 2 years	● (A)	● → (B)	→

Action 11.2	(A) Form a task force charged with establishing a central gathering location in downtown. The task force should evaluate and choose the most popular and feasible choice(s) from a range of options to include a new park, gazebo, town square and fountain. (B) Construct a central gathering location.				Implementation Proposed To Begin:		
Central Gathering Locale	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City / Citizen Task Force; Consultant; Camas Downtown Association; Chamber; Community groups; Schools	(A) Process and design planning; funding for consultant: (B) Cost of construction	(B) Cost; Location	A) 1 year B) 2-4 years	● (A)	● → (B)	→
Action 11.3	Explore the feasibility of using Liberty Theatre and other downtown buildings for regularly scheduled cultural arts events.				Implementation Proposed To Begin:		
Cultural Arts Event Locales	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	Camas Downtown Association; Chamber; Business owners	Time	Time and commitment; Venue size and functionality	3 months	●		
Action 11.4	Link downtown to surrounding recreation opportunities, and especially parks trails.				Implementation Proposed To Begin:		
Recreation Linkages	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City of Camas; Osprey Club; Boy Scouts; Girl Scouts; C-Tran; Camas-Washougal Historic Society; Clark County; Garden Club; Nature Friends Northwest; Georgia Pacific; Property owners	Cost of development and annual maintenance; Costs associated with beautification "mill ditch"	Budget; Private property issues	1 year to start; On-going			● →
Action 11.5	Expand the range of services offered through the Camas Library to increase the number of people who visit downtown.				Implementation Proposed To Begin:		
Library Service Expansion	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	Camas Library Board; Friends of Camas Library; Library staff; Chamber; Library Foundation	Increased library budget; Staff time	Budget; Public apathy	1-2 years		● →	→
Action 11.6	Explore the feasibility of developing and locating an interactive museum or visitor's center in the downtown area. Exhibits would include, but not be limited to paper making process, native American history and crafts, prune growing, Camas lily information, logging and history of Columbia river based businesses.				Implementation Proposed To Begin:		
Interactive Museum	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City; Citizen Task Force; Georgia Pacific; Camas-Washougal Historic Society; Prune growers; Tribes; Chamber; Cascade Lumber; Camas Downtown Association	Budget for coordinator / consultant; Need location	Lack of interest; Budget; Time	1-2 years		● →	→

Action 11.7	Create a citizen-based Committee responsible for establishing a public art and murals program.					Implementation Proposed To Begin:		
Public Art	Lead Partner	Support Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City; New Cultural Arts Foundation	Chamber; Camas Downtown Association; Library; Georgia Pacific; City; Camas-Washougal Historic Society	Donations from artists; Funding for artists; Locations for murals and displays	Building owner cooperation; maintenance; graffiti threat	6 months to begin		● →	→
FOCUS AREA: ENHANCING MARKETING & PUBLICITY								
Strategy 12	Establish special events and attractions to draw residents and visitors downtown year-round.							
Action 12.1	Develop new regularly scheduled events to generate excitement and increased visitation. <i>[Note: Ideas include Volksmarch, organizing a bike race, holding merchant-sponsored promotional giveaways, holding a "first Thursday" event where businesses stay open late and offer an evening ambience, hosting an Easter egg hunt and Christmas parade, promoting a "Christmas Preview" for businesses to display their wares and butterfly walk]</i>					Implementation Proposed To Begin:		
Special Events	Potential Partners		Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City of Camas; Camas Downtown Association; Chamber; Businesses; Service clubs		\$2,000 from citizen donors, Facilities Cooperative and grants	Scheduling; Funding; Staffing; Cooperation	6 months – 1 year	● →	→	→
Action 12.2	Enhance arts and cultural opportunities. <i>[Note: Ideas include creating a dance floor and music area, talent show and dinner-theatre concept at Liberty Theatre, an art fair, "meet the artist" and "create art while you watch" events.]</i>					Implementation Proposed To Begin:		
Arts and Culture Opportunities	Potential Partners		Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	City of Camas; Camas Downtown Association; Chamber; Businesses; Artists Association; Library		\$5,000 from citizen donors, service organizations, Facilities Cooperative and grants	Scheduling; Funding; Staffing; Cooperation	6 months – 1 year	● →	→	→
Action 12.3	Market downtown tourist activities through advertisements, information kiosks and other mediums as appropriate as part of the Chamber's overall tourism promotion activities.					Implementation Proposed To Begin:		
Tourist Activities	Potential Partners		Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+
	Chamber; City of Camas, Camas Downtown Association; Businesses; Bed & Breakfast associations		\$1,500 for brochures	Priority of funding	3 months	● →	→	→

Strategy 13	Publicize new and existing businesses and events to residents and visitors from surrounding areas.								
Action 13.1 CBD Marketing	Establish a Core Business District (CBD) Marketing Program focused on developing a positive image. Include demographics on target markets and guidelines for new businesses.						Implementation Proposed To Begin:		
	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+		
	City of Camas; Camas Downtown Association; Chamber; UCAN	\$5,000 annually (based on demographic data)	Funding, Achieving consensus on priorities	2 years		● →	→		
Action 13.2 Press Program	Develop a "What's Happening" section in the Columbian and Post Record including a Core Business District coupon book, and establish a "first-name basis" relationship with the press corps.						Implementation Proposed To Begin:		
	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+		
	Camas Downtown Association; Camas Post-Record; The Columbian; City of Camas; Chamber; Merchants	Staff volunteer; Merchant donations	Cooperation	4 months		● →	→		
Action 13.3 Newsletter and Web Page Expansion	(A) Broaden the Chamber's newsletter circulation to a larger audience including existing patrons and target markets. Establish a consistent format and highlight linkages between the downtown and Camas-area neighborhoods. (B) Enhance CDA, City, Chamber web pages, and consider consolidating key information from each entity under one name such as "camasdowntown.com".						Implementation Proposed To Begin:		
	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+		
	Chamber; City of Camas; Camas Downtown Association; Businesses	(A) Printing and postage costs; (B) \$5,000 annually	Chamber cooperation	(A) 2 months; (B) 6 months	● →	→	→		
Strategy 14	Increase community awareness of and involvement in downtown affairs by engaging citizens in developing and managing events and attractions.								
Action 14.1 School Involvement	(A) Develop a clear relationship with local schools to enhance student and parental involvement in the Core Business District. Sponsor parent child programs and essay, art and photography contests developed around themes such as "Nature" or "The Camas Lily." (B) Set-up a program to have Camas High School students do seasonal window dressings and participate in special Holiday events.						Implementation Proposed To Begin:		
	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+		
	Camas School District; PTA; City of Camas; Chamber; Camas Downtown Association	Staff, teacher and student time	(A) School curriculum incorporation; (B) Business cooperation	(A) 6 months; (B) 1 month	● →	→	→		

Action 14.2	Reach out to new residents by sending out informational packets and inviting them to get involved in downtown events.					Implementation Proposed To Begin:		
New Resident Communication	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	Camas Downtown Association; Realtors, Chamber, City of Camas	Printing / postage costs	Getting incentives from businesses	3-6 months	● →	→	→	
Action 14.3	Improve the ability of downtown businesses to meet the needs and expectations of the community's senior citizens by improving customer service and marketing available services and wares. Consider establishing a "community butler" program whereby seniors can have their orders delivered, or provide transportation to enable seniors to visit downtown.					Implementation Proposed To Begin:		
Senior Access	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	Camas Downtown Association; City of Camas; Seniors; Businesses; Chamber	Volunteer	Business cooperation	6 months		● →	→	
Action 14.4	Meet with Camas-area industry and business leaders to identify service needs and marketing opportunities.					Implementation Proposed To Begin:		
Industry Cooperation	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	Chamber; City of Camas; Camas Downtown Association	Volunteer time	Business cooperation	1 month	● →	→	→	
Strategy 15	Develop and promote a downtown Camas image that reflects the districts' unique characteristics and shopping opportunities							
Action 15.1	Create a "Camas Brand" marketing theme and promote the value of shopping locally.					Implementation Proposed To Begin:		
Camas Brand	Potential Partners	Anticipated Resources	Issues	Time Needed	2001-2002	2003-2004	2005+	
	Camas Downtown Association; Businesses; Chamber; City; Professional marketer	Year 1: \$50-100 K; Years 2-5: \$30-50 K; Years 5+: \$10-15K	Funding; Consensus; Response level; Being able to deliver vision.	1-3 years			● →	

Public Involvement Summary

Community Survey Summary

Nearly 400 Camas households responded to a community survey issued by the DVC in May 2001. Such a high response-rate confirmed public interest in and support for the project. Moreover, the responses received were extremely useful in developing an effective set of proposed actions, and establishing a timeline for implementation. Several clear messages emerged from the survey analysis. They include:

- 1) Having an adequate range of goods and services is twice as likely to keep respondents from visiting downtown than parking.
- 2) Respondents would visit downtown more often if a wider range of shops, dining and entertainment venues were offered.
- 3) Fine dining and coffee shops top survey respondents' "wish list."
- 4) Respondents' top suggestions for making downtown "the place to be": Develop a farmer's market; Recruit anchor stores.
- 5) Nearly 75% of respondents feel a central gathering place is important or very important.

Camas Days Public Feedback

Over 200 people helped rank action priorities at the DVC display in the City of Camas' booth during Camas Days. Top priority actions, by focus area, included:

FOCUS AREA: CREATING A HEALTHY BUSINESS ENVIRONMENT

- Action 1.1 Market Analysis
- Action 1.3 Business Recruitment
- Action 3.3 Employer Cooperation

FOCUS AREA: FACILITATING PARKING AND ACCESS

- Action 4.1 Diagonal Parking
- Action 4.3 New Public Parking
- Action 4.4 Business Parking Incentives

FOCUS AREA: MAINTAINING DESIGN INTEGRITY AND LOCAL INFRASTRUCTURE

- Action 6.1 Gateway Signage
- Action 6.3 Underground Utilities/Reduce Clutter
- Action 7.3 4th Ave. Mall Expansion

FOCUS AREA: STRENGTHENING SOCIAL AND HISTORIC FOUNDATIONS

- Action 10.1 Historic Preservation
- Action 11.1 Farmer's Market
- Action 11.3 Cultural Arts Event Locales

FOCUS AREA: ENHANCING MARKETING AND PUBLICITY

- Action 12.1 Special Events
- Action 12.2 Arts and Culture Opportunities
- Action 14.1 School Involvement
- Action 15.1 Camas Brand

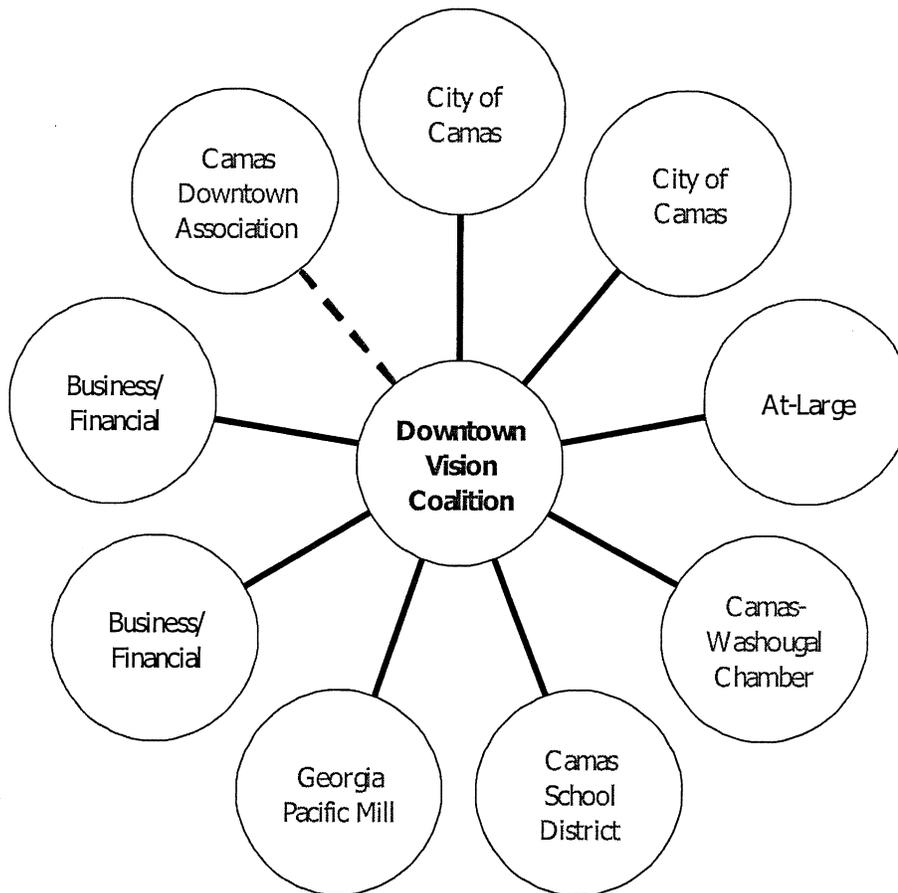
Implementation Program

The Downtown Vision Coalition

A new Downtown Vision Coalition will be charged with implementing the adopted *Downtown Vision and Implementation Plan*, including all strategies and actions, and based where possible, on recommendations included in the *Feasibility and Framework Plan* (provided in separate report). This group, comprised of implementation partners, becomes the successor of the citizens group (Downtown Vision Committee) which developed this *Downtown Vision and Implementation Plan*.

The Downtown Vision Coalition will be established as a nine member non-profit organization representing the interests of implementation partners, downtown stakeholders, and broader community. Each permanent member (as shown in green) will select their own representation to serve on the Downtown Vision Coalition board with the At-Large and locally-based Financial Resource/Advisor positions being nominated and elected by the permanent members. Specific details pertaining to how the organization will function will be contained within the bylaws.

Phase III: Implementation Structure



Note: The Camas Downtown Association will become a sub-committee of the Downtown Vision Coalition, primarily charged with carrying-on existing annual events, as interest continues.

The Downtown Vision Coalition will be staffed by the City (with a lead contact coordinating requests). The Downtown Vision Coalition will make an annual presentation to the community, and present an annual progress report to City Council.

Acknowledgments

DVC Committee Members

Helen Gerde, Chair	City of Camas
Kenneth Cline	Riverview Community Bank
Kevin Coombs	PGA
Paul Dennis	City of Camas
Kyle Eakins	Cyclone Computers
Brent Erickson	Chamber of Commerce
Gail Harrington	Public at Large
Barry Lutz	Building Owner
Jerry Nies	Nies Insurance
Kippi Odermott	Crown Home Furnishings
B. Joyce Roberts	Public at Large
Krista Stevenson	Camas Parks & Recreation
Chuck West	Georgia Pacific Mill
Jo Woodruff	Public at Large
Hal Zimmerman	Public at Large
Uta Zuendel	City of Camas Posey Patrol

Staff and Consultants

Doug Quinn	City of Camas
Jason Robertson	Barney & Worth, Inc.
Michele Neary	Barney & Worth, Inc.

Downtown Vision Focus Area Teams

Business Environment Focus Area

Downtown Visioning Committee

Social and Historic Foundations Focus Area

Jason Robertson	Kenneth Cline
Jo Woodruff	Krista Stevenson
Hal Zimmerman	

Infrastructure and Design Focus Area

Paul Dennis	Barry Lutz
Uta Zuendel	Gail Harrington
Chuck West	

Access and Parking Focus Area

Helen Gerde	Kyle Eakins
Jerry Nies	Brent Erickson

Marketing and Publicity Focus Area

Doug Quinn	B. Joyce Roberts
Kippi Odermott	Kevin Coombs

Time, Materials and Financial Donors

Gina Barlow, Squeeze & Grind
 Kevin Coombs, PGA
 Paul Dennis, AICP, E.D. Hovee & Co.
 Kyle Eakins, Cyclone Computers
 Cathy Gonzalez, Sweet Surrender
 Heather Kibbee and Mike Gallagher at Camas-Washougal Post-Record
 Barry Lutz, Lutz Hardware
 Jason Robertson and Michele Neary, Barney & Worth
 Kerry Swisher, Fourth Avenue Coffee House
 Greg Wood, Liberty Theatre
 Liberty Theatre workshop, Survey and Camas Days Participants
 Camas Schools

Elaine-Marie Berg – 10th, 11th & 12th – Camas High School
 Gail Cooper – 7th & 8th Grades – Skyridge Middle School
 Heather Lassiter – 2nd & 3rd Grades – Dorothy Fox Elementary
 Diane Loghry – Kindergarten – Helen Baller Elementary
 Kathy McConnell – 1st & 2nd – Dorothy Fox Elementary
 Karen Meek – 2nd – Dorothy Fox Elementary
 Candy Michener – Kindergarten – Helen Baller Elementary
 Kristen Schroeder – 1st & 2nd – Dorothy Fox Elementary
 Gail Welsh – 7th, 8th & 9th – Skyridge Middle School

Storefronts Providing School Project Display Venues

Camas/Washougal Chamber of Commerce	Camas City Hall
Camas Public Library	Crest Realty
Crown Home Furnishings	Farrel & Eddy Building
Ideal Corner Cafe	J.D. Fulwiler
Liberty Theatre	Lutz Hardware
Nies Insurance	Sweet Surrender
Touch of Camas	

Implementation Partners

Camas Downtown Association	Camas-Washougal Chamber of Commerce
Georgia Pacific Mill	City of Camas
Camas School District	Camas-Washougal Historical Society

Appendix

CAMAS DOWNTOWN VISION COMMITTEE COMMUNITY SURVEY

The Camas Downtown Vision Committee (DVC) is seeking your input to help shape the future of the City's core. The citizen-based DVC has been working since January to develop a Vision and Implementation Plan based on business needs and public priorities. After incorporating feedback gleaned from this survey and upcoming public events – including a Downtown Vision display at Camas Days on July 27 and 28 – the DVC will finalize and present a recommended Downtown Vision and Implementation Plan to Camas City Council in late summer.

So, please, complete the questions below and help the DVC design the kind of downtown you'd like to see. Survey respondents completing the contact information at the bottom will be eligible to win 1 of 3 great prizes, including: A \$100 gift certificate at Lutz Hardware; One Intel® Pentium 3 / 1-Gigahertz (1,000 Megahertz) CPU from Cyclone Computers; and 3 half-hour golf lessons at Green Mountain Golf Course with head golf professional Kevin Coombs. Prize winners will be contacted following the June 28 DVC meeting.

**Completed surveys may be hand delivered, faxed or mailed to the City of
Camas at the address below on or before 5:00 P.M., Monday, June 29!**

SURVEY QUESTIONS

→ **How long have you resided in Camas?**

- Less than 1 Year 1-3 Years 3-5 Years
 5-7 Years 7-9 Years 10 + Years

→ **How many people are in your household? (Please check a box for each person, and provide their age)**

Person: 1 2 3 4 5 6 7 8 9 10
Person's Age: _____ _____ _____ _____ _____ _____ _____ _____ _____

→ **Approximately how far do you live from downtown (City Hall / Public Library area)?**

- A few blocks Less than 1 mile 1-3 miles 3+ miles

→ **How often do you visit downtown Camas?**

- Daily Weekly Monthly
 Several times per year About 1 time per year Never
 Other _____

→ **For what reason(s) do you visit downtown Camas? (check all that apply)**

- Conveniently located for my shopping needs Like the mix of shops Visit Library / City Hall
 Enjoy participating in / attending special events Enjoy the friendly atmosphere Like to shop local
 Work / have meetings downtown Visit specific locales/businesses (which): _____
 Other _____

→ **If you don't visit downtown very often, why?**

- Too far away / inconvenient Don't know what's there Difficult to find parking
 Shops don't have what I need Shops close too early Nothing to do there
 Other _____

→ Which of the following would cause you to visit downtown more often?

- Accessible, convenient parking
- Improved access for seniors
- Promote what's there
- New arts and cultural opportunities
- Wider range of dining options
- Wider range of shops
- Links to bike / pedestrian trails
- Longer hours of operation
- More entertainment venues
- Regularly scheduled community events
- Sidewalk sales / other sales
- A central plaza / park
- Other _____
- Other _____

→ Which of the following ideas will be *most* helpful in making downtown a thriving social and economic center?

- Expand 4th Ave street design to other streets
- Add housing to the mix of land uses
- Create murals, public art
- Create downtown product label
- Architectural design standards
- Recruit 1-2 anchor stores
- Create a central gathering location or plaza
- Involve schools in downtown events
- New signage at entryways
- Renovate / develop underutilized properties
- Develop downtown newsletter
- Provide public parking
- Strong business recruitment/retention program
- Preserve / promote historic buildings
- Develop "farmer's market"
- Other _____
- Other _____

→ Which of the following would you like to have available locally? (check all that apply)

- Fine dining
- Home & garden
- Books / Cards
- Clothing
- Children's clothing
- Shoes
- Bed & bath
- Pub / Brewpub
- Computers / Electronics
- Café / Coffee shop
- Art gallery
- Natural foods
- Toys
- Hobby / Game store
- Outdoor adventure gear
- Other _____
- Other _____

→ If these establishments existed downtown, would you be more likely to visit downtown?

- Yes
- No
- If no, why not? _____

→ In your opinion, how important is it to have a central gathering place downtown?

- Very important
- Somewhat important
- Not very important
- If important, what kind of central gathering place? _____

→ If you would like to qualify to win one of the prizes described above, please provide contact information below.

Name _____ Phone _____ Fax _____ E-mail _____
 Address _____ City _____ Zip _____

→ Please provide any additional comments, suggestions or questions in the space below. _____

Please fax, mail or deliver completed surveys by 5:00 P.M., June 29, to:

Downtown Vision Committee – c/o City of Camas
 616 N.E. 4th Avenue
 Camas, WA. 98607
 Fax: (360) 817-1535

For additional information about the Downtown Vision project or this survey, please contact Doug Quinn, City of Camas, at 834-3451 or email dquinn@ci.camas.wa.us.

Complete Survey Results City of Camas

Downtown Vision Committee

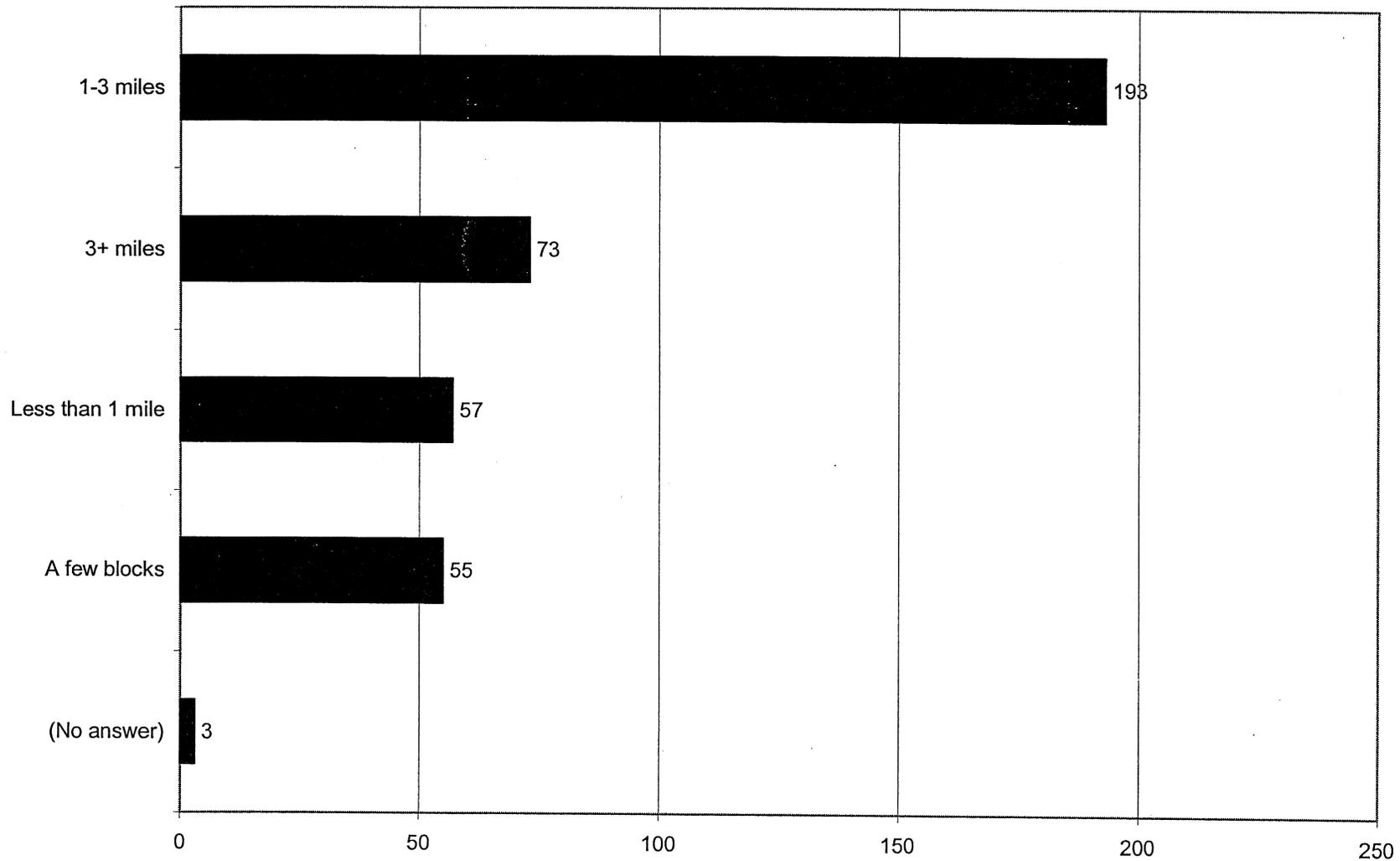


Community Survey Results Summary

July 2001

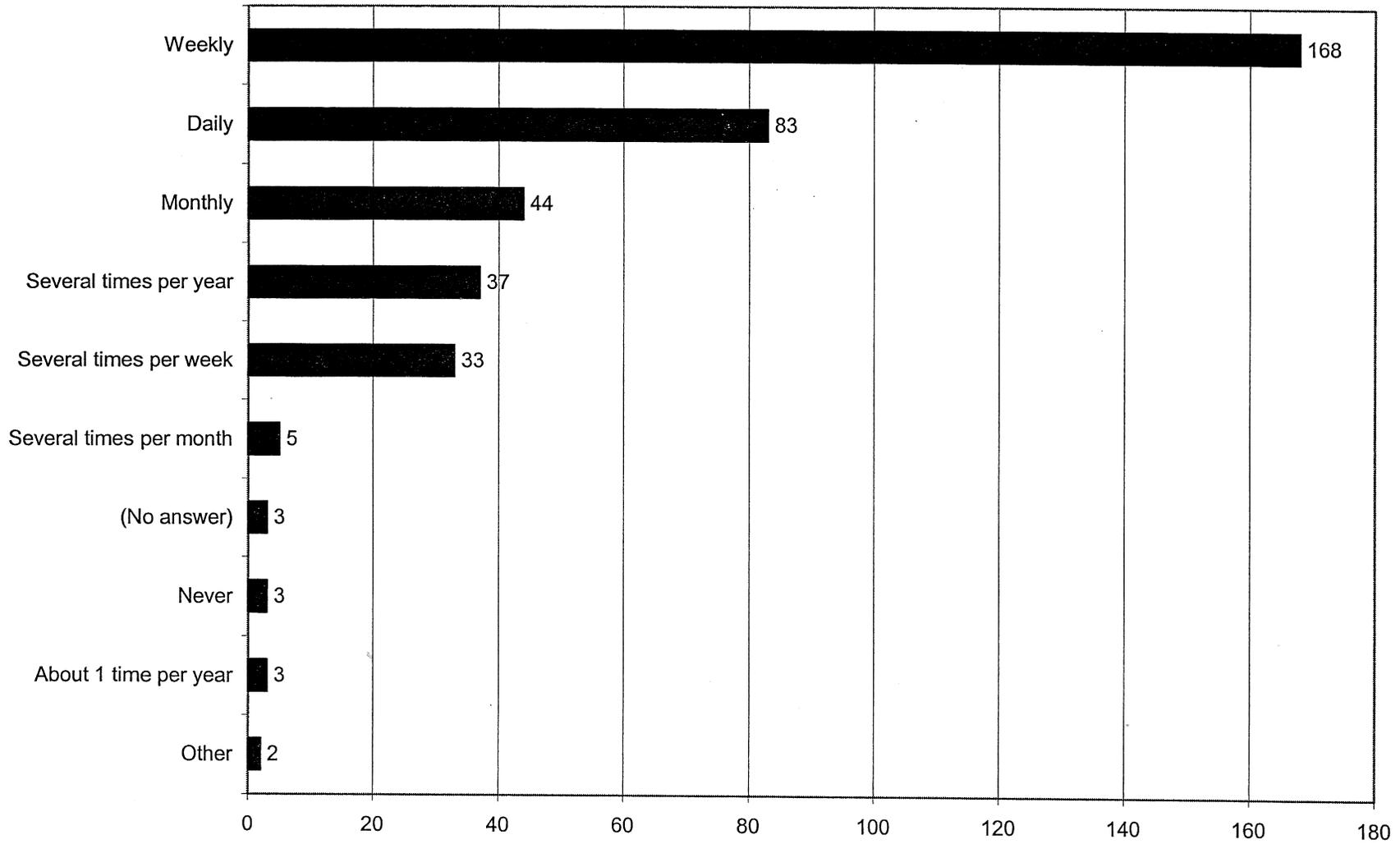
1) Over 80% of survey respondents live within 3 miles of downtown Camas.

How far do you live from downtown?



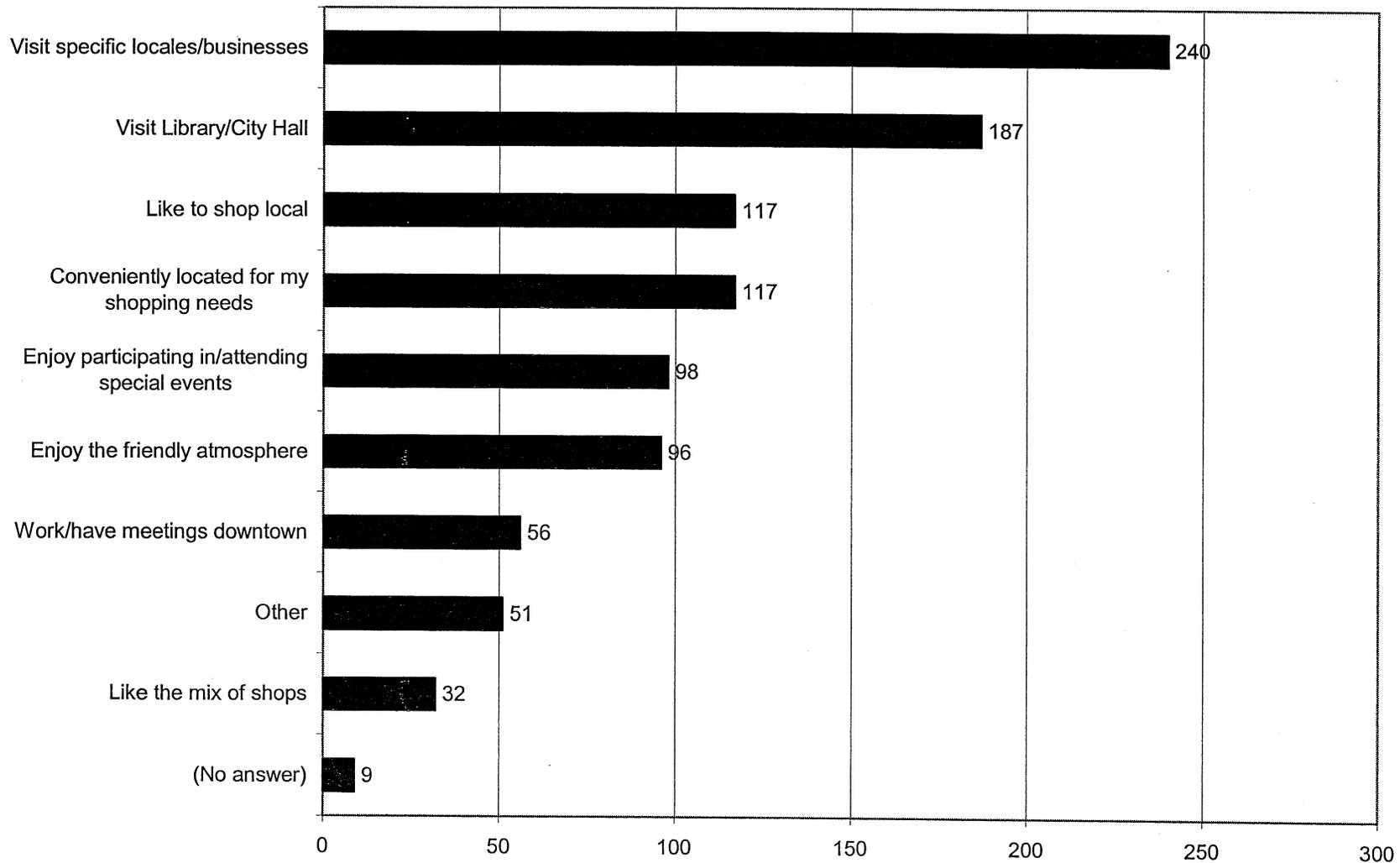
2) Approximately 66% of survey respondents visit downtown at least weekly.

How often do you visit downtown Camas?



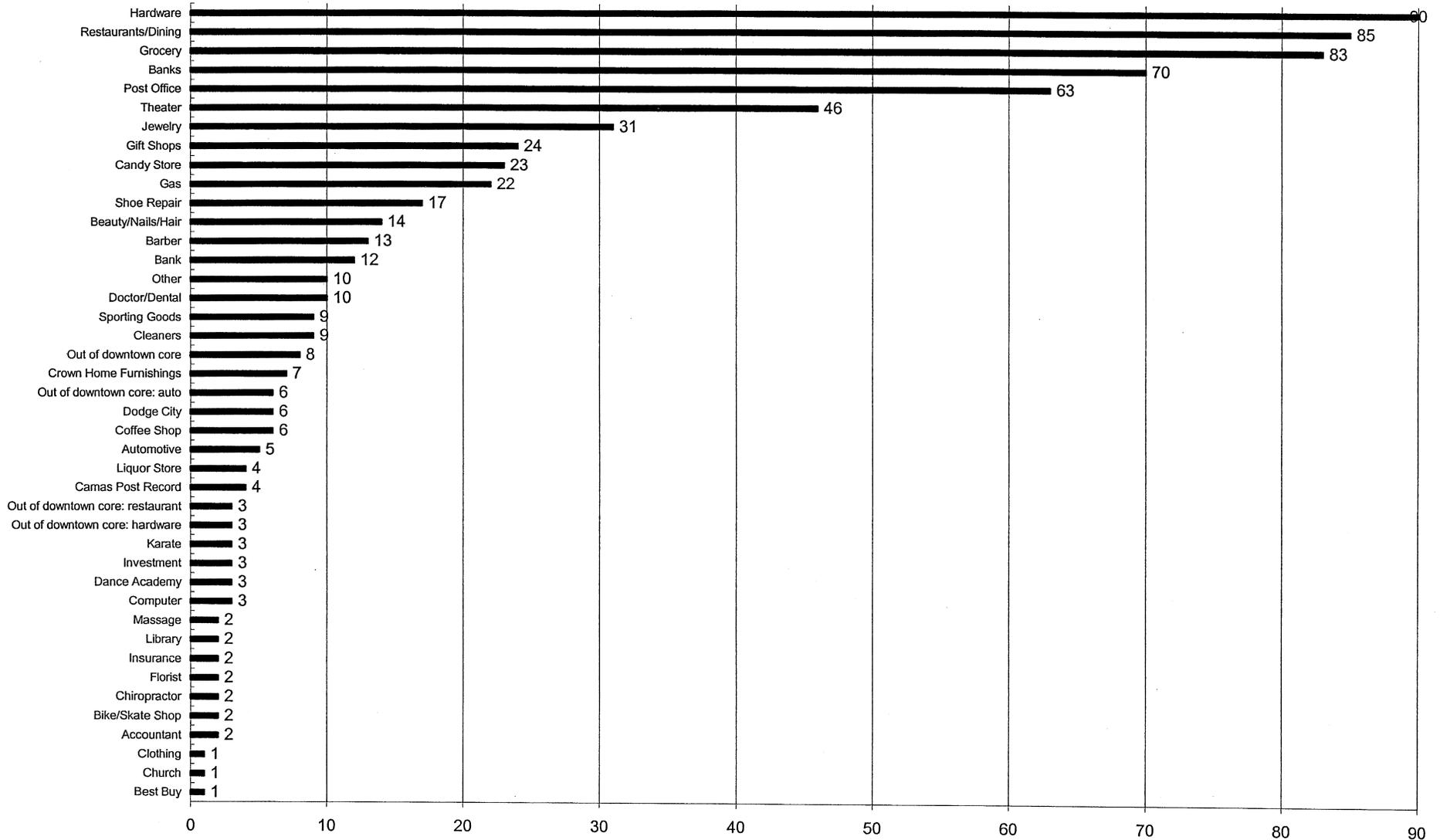
3) Respondents go downtown primarily to visit specific businesses and/or public locations, including City Hall and Camas Library.

For what reason(s) do you visit downtown Camas?



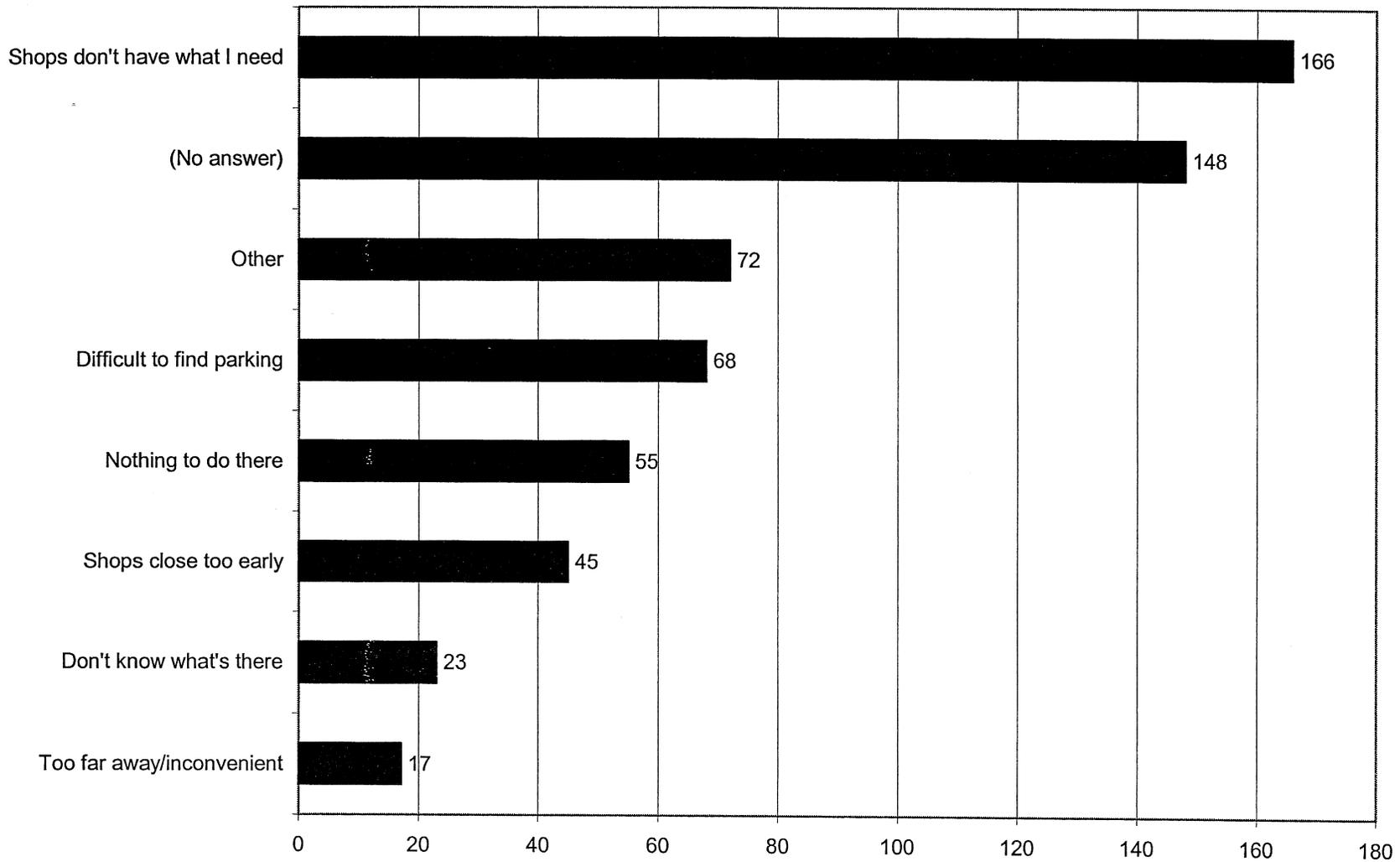
4) Survey respondents visit a wide variety of downtown locations.

Respondents report visiting these locales/businesses:



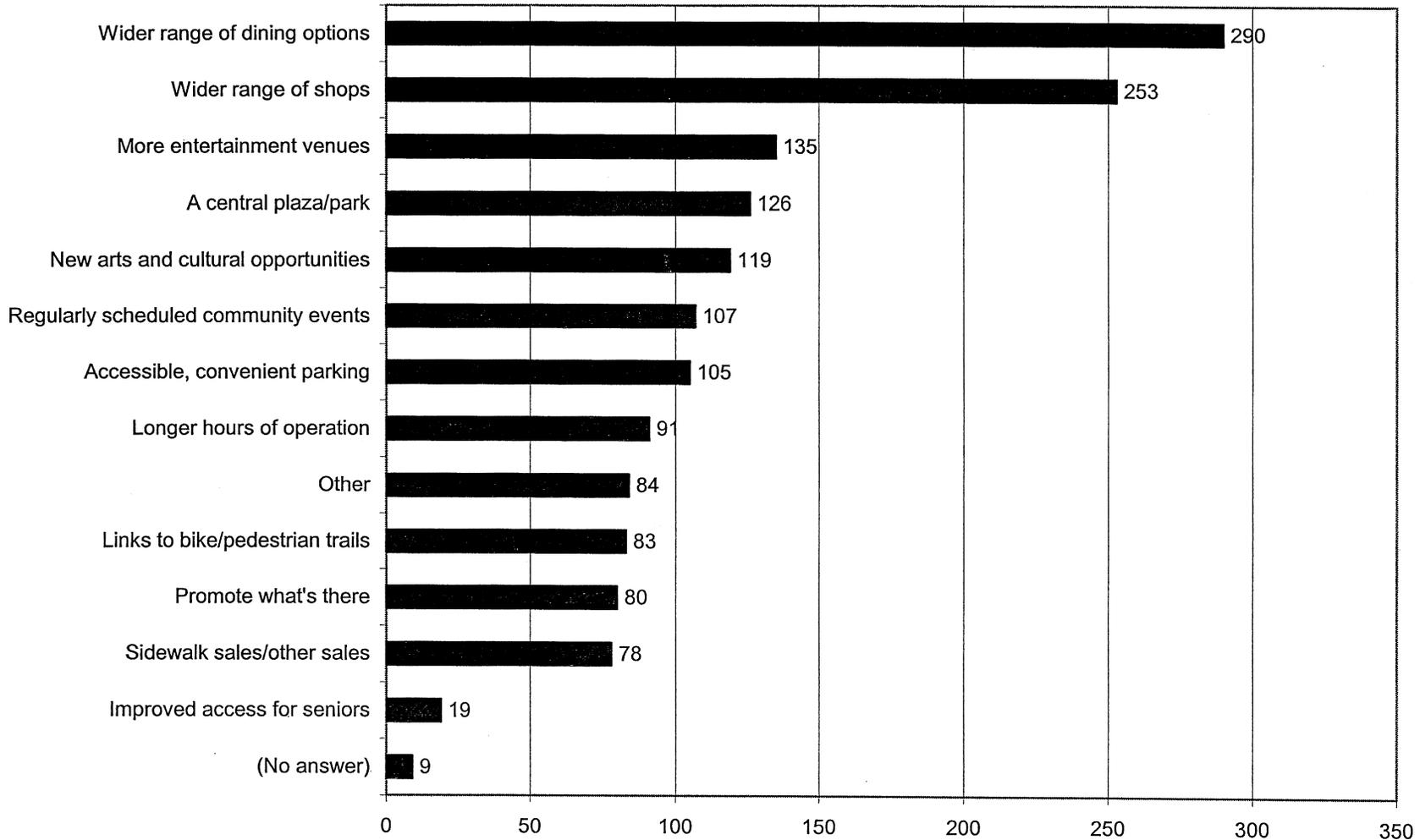
5) Having an adequate range of goods and services is twice as likely to keep respondents from visiting downtown than parking.

If you don't visit downtown very often, why?



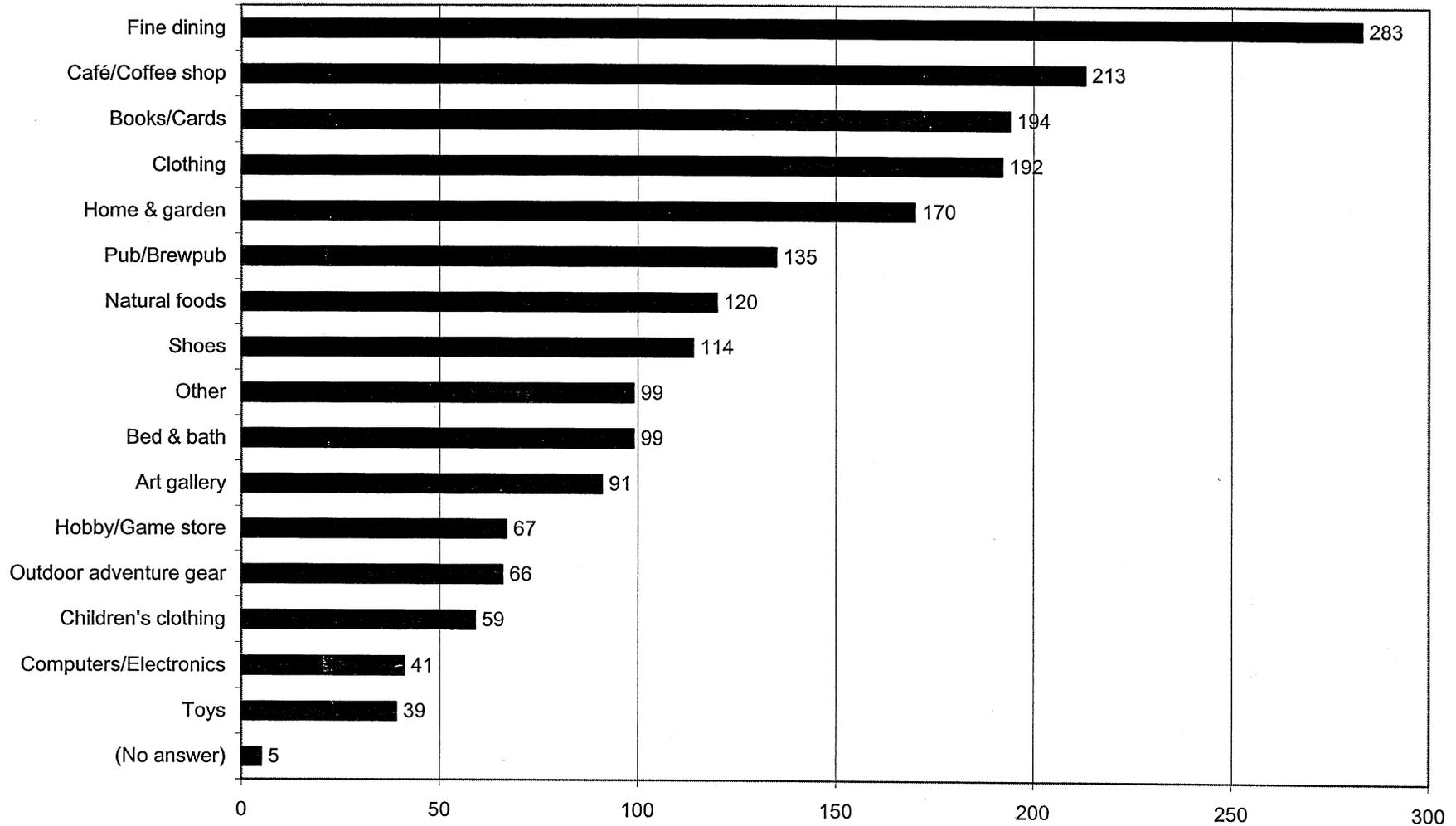
6) Respondents would visit downtown more often if a wider range of shops, dining and entertainment venues were offered.

Which of the following would cause you to visit downtown more often?



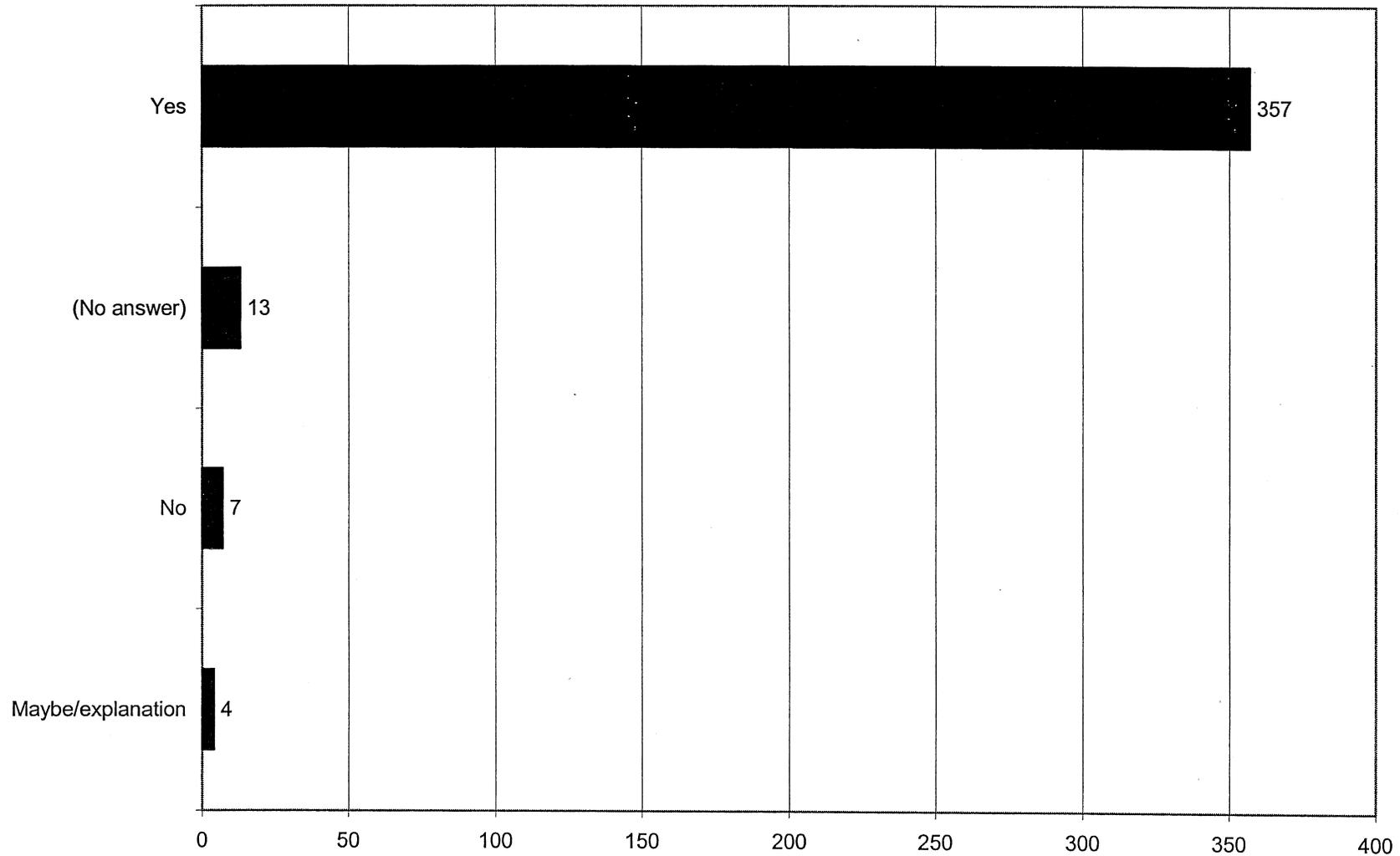
7) Fine dining and coffee shops top survey respondents' "wish list."

Which of the following would you like to have available locally?



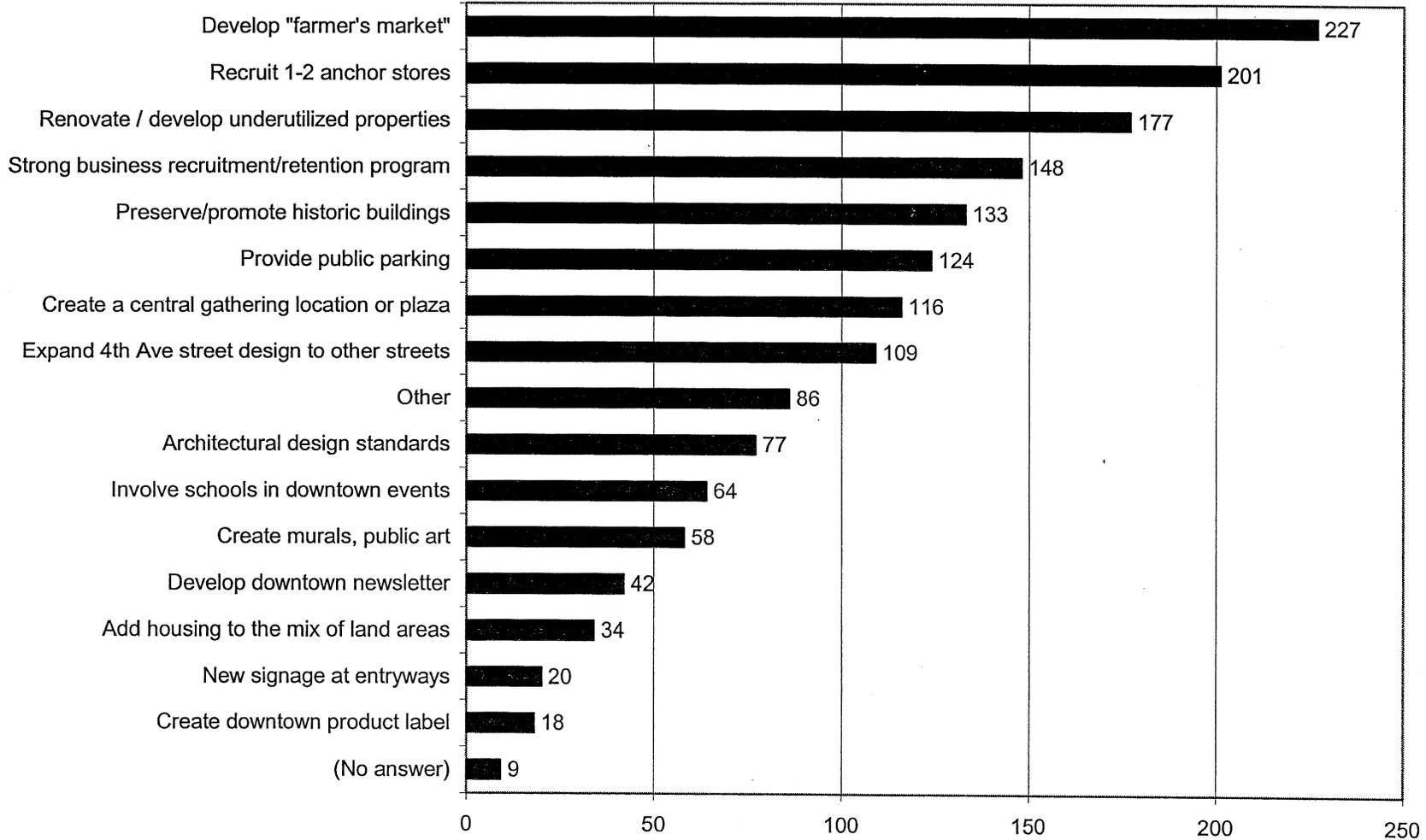
8) If the venues described in the “wish list” existed, nearly all respondents would be more likely to visit downtown

If these establishments existed downtown, would you be more likely to visit downtown?



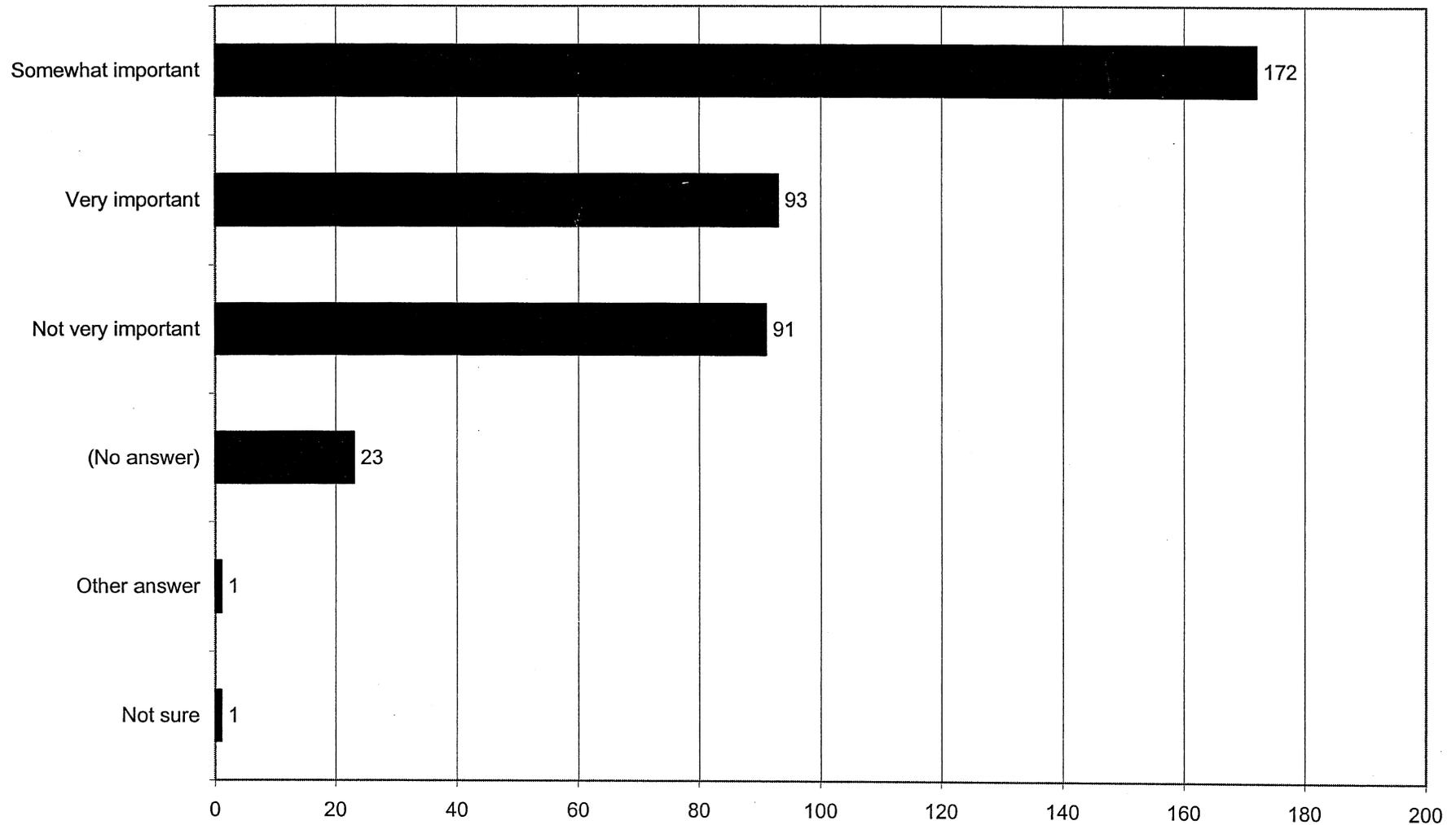
9) Respondents top suggestions for making downtown “the place to be”: Develop a farmer’s market; Recruit anchor stores.

Which of the following ideas will be most helpful in making downtown a thriving social and economic center?



10) Nearly 75% of respondents feel a central gathering place is important or very important.

In your opinion, how important is it to have a central gathering place downtown?



Summary of Public Feedback Liberty Theatre Workshop

August 21, 2001

On August 21, 2001, the Downtown Camas Vision Committee hosted a public meeting to present the results of its efforts. Over 125 people attended the meeting. A summary of public comments and questions is provided below. This information, along with the rest of this report, will be made available to the Downtown Vision Coalition as it strives to bring the Vision to life, and ensure public priorities are met.

- One thing that seems to be lacking is facilities management; each new building (library, City Hall) will require parking, etc. How do we create a joint effort to look at attracting businesses downtown?
- Where should a community center be located?
- Focus area: creating and enhancing recreation activities downtown – what kind of recreational activities can we create downtown?
- Cultural element: add to implementation process (Historical society is partner).
- Is there effort being made to contact businesses to locate downtown (i.e. fine dining)?
- You should consider not closing streets for recreation events (such as bicycle race).
- Hwy 14 widening project: do we want traffic to come into Camas? (Stevenson bypass)
- It would be nice to make 4th a pedestrian-way, closed to traffic. What about weekends only? A central square, friendly place for the community to gather.
- I like the idea of a walking area. The events in the last month had a great negative impact on my business. I suggest organizing and publicizing street-closing events well in advance – parking, shuttle, banners.
- 4-5 years ago: study failed in the action. What financial commitment does the Council have in this vision plan?
- This vision seems to be an intervention program to help downtown. Did you forecast what the City would look like 10-20 years from now, without implementing the vision?
- I'm curious about the infrastructure – changes on Hwy 14 and access downtown, new structures, parking. A lot of these wonderful ideas take space. Where are you going to grow, locate a parking structure? Is there any plan?
- Wouldn't the NW 23rd problem (lack of parking) be a great problem to have. We're probably not going to attract a big anchor tenant if numbers don't support it. Do we know what makes areas like Northwest 23rd, Hawthorne, etc. successful? I've traveled all the way to Northwest 23rd for a dining opportunity – and would go to downtown Camas if there were similar restaurants available.
- We need a more desirable and attractive way to get into downtown Camas.
- Highway bypass.
- Amtrak stop near downtown Camas.
- Are we working with the Washington State Dept. of Transportation – can we get more signage on Highway 14 to advertise what is available in downtown Camas?

- ❑ 4th Avenue should be east or west, but not both.
- ❑ Streamline plan review application process.
- ❑ There has been an explosion of growth west of Camas; can the City advertise existing businesses to promote what downtown has available?
- ❑ State-of-the-art telecommunications important for business recruitment.
- ❑ Who has authority in the downtown vision coalition? Who contacts potential businesses?
- ❑ Where would target customers come from? Is the goal to maintain the Camas market, or attract from consumers from Vancouver and others in the region?
- ❑ Is there an architectural theme for downtown Camas, which dictates signage?
- ❑ A significant pro and con to downtown is the mill. How does the mill play into downtown's vision?
- ❑ Near the library, why is the law office being spared and not the historic house nearby?
- ❑ Will there be a historic foundation established to help label these historic homes?
- ❑ Start the fine dining.
- ❑ Marketing: who is the target audience that you are trying to bring to downtown Camas? Business community, higher income, travelers on Hwy 14? With our limited space, if we only have one business/retail shop/museum for one particular audience, will that be enough to attract that niche to downtown Camas?
- ❑ Defining boundaries of downtown Camas core.
- ❑ Credibility and cooperation are necessary in order for implementation process to work.
- ❑ The idea of the bike race is to create excitement and bring people to downtown.
- ❑ Do you have plan for continuing to get feedback from the public throughout this process?
- ❑ This community has great events that draws us to downtown. We have a sense of community here, let's build on that. Good tax base, good schools. Do the businesses talk to each other and create advertising/publicity together?
- ❑ One idea, "September nights" – 6-9 PM evening events advertised to bring people downtown. If interested in participating, contact Kippi Odermott.
- ❑ Communicate with downtown businesses – make it easier to do business here. It's difficult to do business in downtown without high-speed Internet access or loading zones. [We do have high-speed Internet access now.]
- ❑ Newcomer to downtown: starting to get an idea of what downtown is like. A cooperative attitude can make this community as powerful as a large corporation. Excited about the process, and thinks Camas is extremely undervalued.
- ❑ Go to Monday's Council meeting – keep participating in the vision process. Thursday night showings at the gallery; visit downtown businesses.