AGENDA

- 1. Welcome and Introductions
- 2. Planning Process Update
 - a. Project Schedule
 - b. Stakeholder Interviews Overview
 - c. Site Analysis
 - i. Regional Context Existing Land Uses
 - ii. Historic /Cultural Resources
 - iii. Waterfront Access
 - iv. Development Initiatives
 - v. Public Realm
 - d. Potential Market Assessment Overview
- Waterfront Development Case Studies З.
- 4. Visioning Process
 - a. Design Precepts & Goals
 - b. Potential Program Options
- Summary Thoughts / Next Steps 5.
- Public Comment 6.

STUDY PURPOSE

- Plan for the full build-out of the Port of Vancouver Waterfront Development study area.
- Define a preferred alternative for locating a new mixed-use Port headquarters office building, hospitality and entertainment uses.

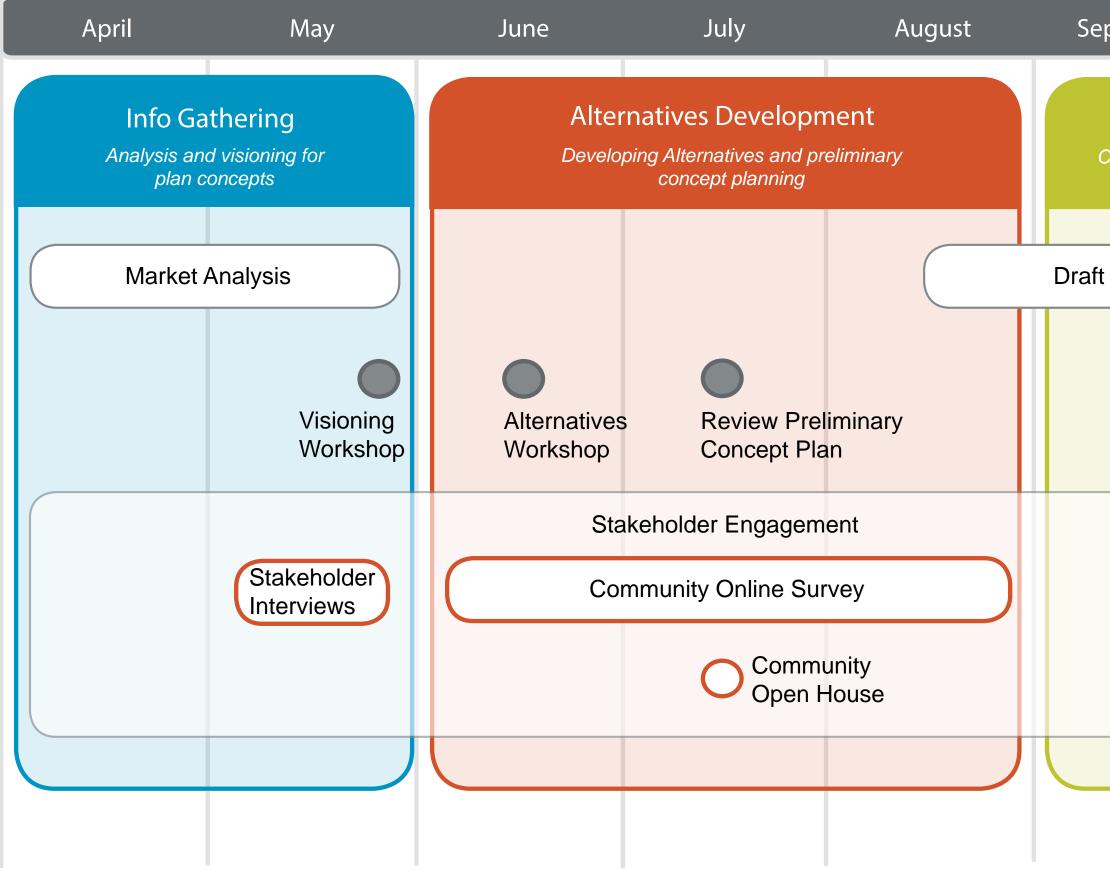
GUIDING PRINCIPLES

- 1. Provide public access to the Columbia River waterfront.
- Develop public assets in a financially responsible manner. 2.
- Utilize sustainable development practices. З.
- Interpret the port's history as an economic development engine for Southwest Washington. 4.
- Create a development that supports the community through economic growth and job creation. 5.





Commissioner Visioning Workshop Agenda May 26, 2015





September

October

Master Plan Report

Completing final design concepts

Draft and Final Plans

Review Final Concept Design

Anticipated Project Schedule

STAKEHOLDERS INTERVIEWED TO-DATE:

- Chamber of Commerce
- Visit Vancouver USA
- Columbia River Economic Development Council (CREDC)
- Columbia Waterfront LLC
- Vancouver Farmers Market
- Vancouver Downtown Association
- City Center Redevelopment Authority (CCRA)
- Vancouver Hilton Hotel / Convention Center
- Todd Clark (Native American artist)
- American Empress
- City Parks and Recreation
- C-TRAN
- Community Developer Representatives

INITIAL FEEDBACK:

- Opportunity to restore an aged waterfront to public access and use
- Need to direct valuable urban real estate to its highest and best use
- Bring an appropriate return on investment, but also inspire public excitement and pride
- Visibly and functionally reconnect the downtown to the waterfront, thus expand and continue the revitalization of Vancouver's urban core
- Desire to establish a vision and translate that vision into concepts, action-oriented programs and built projects

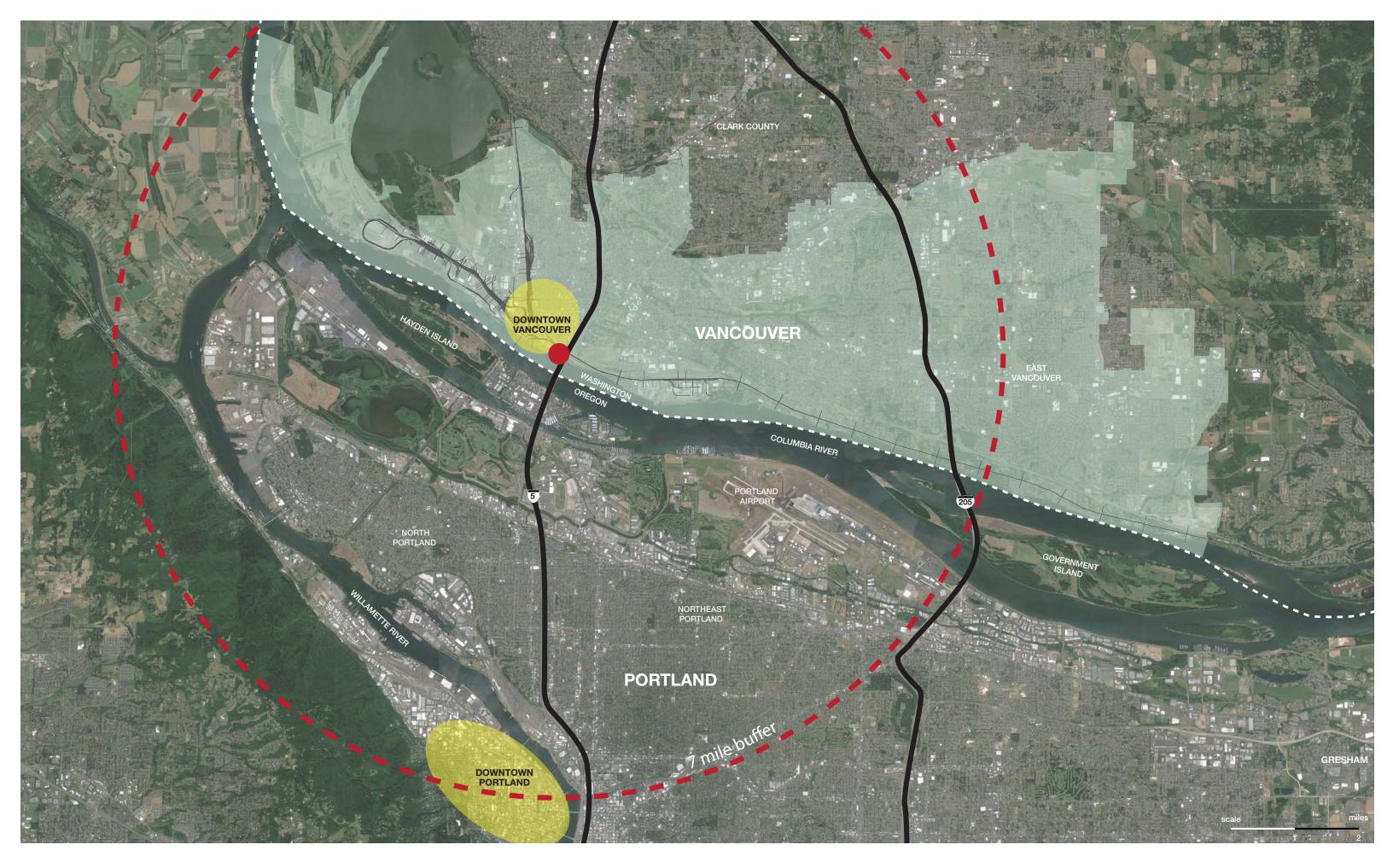




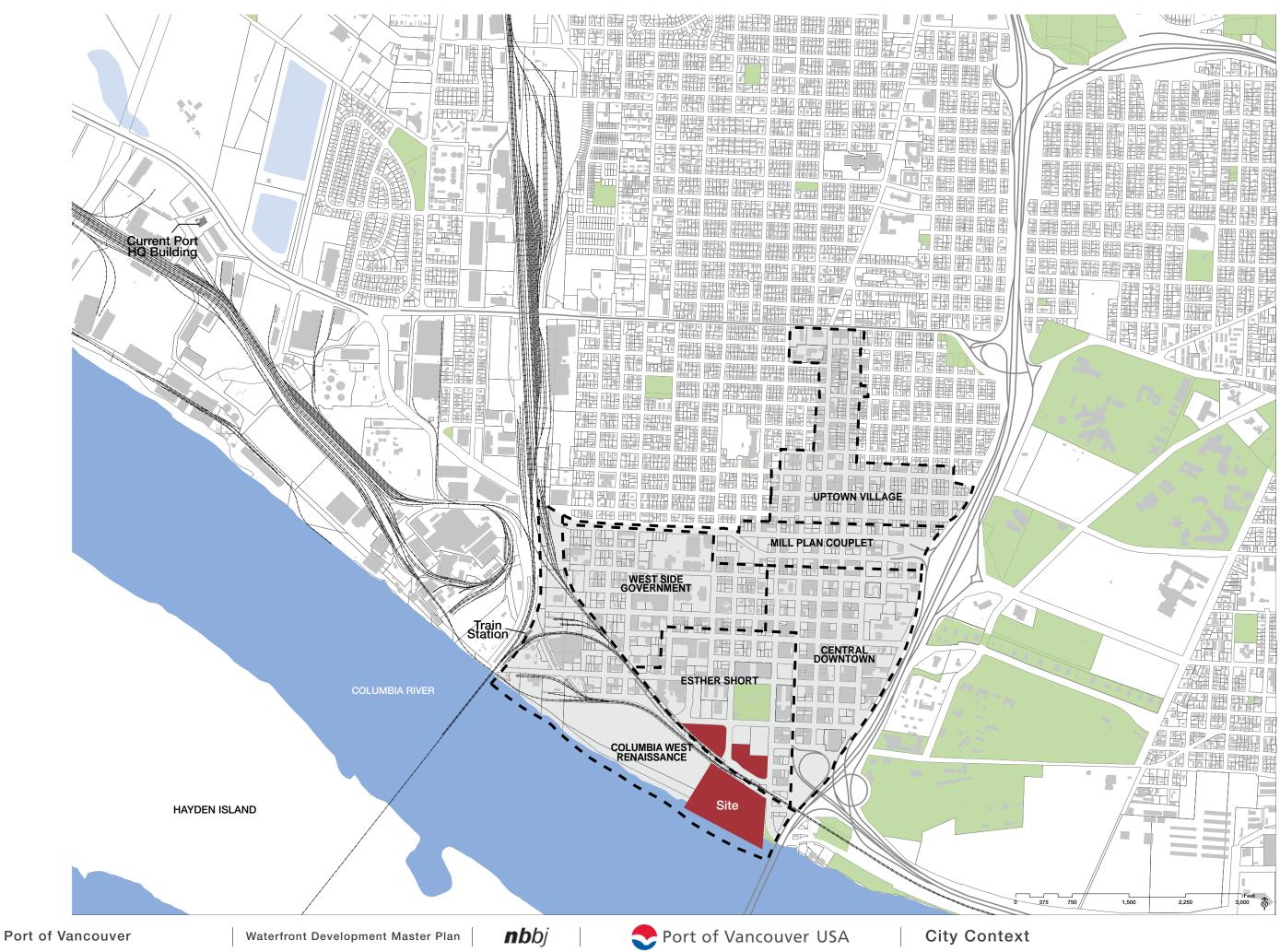
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🗢 Port of Vancouver USA

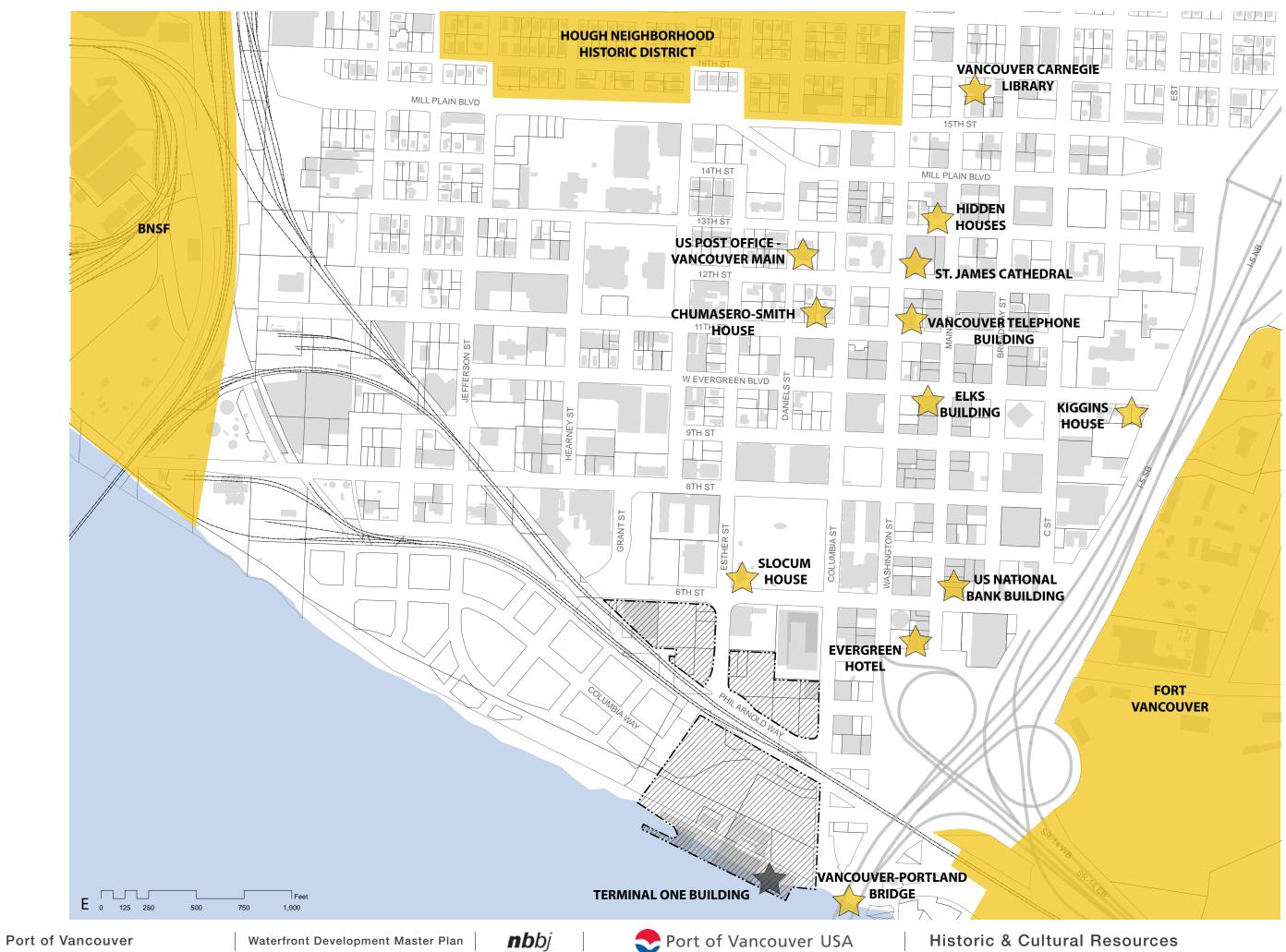
Stakeholder Interviews Overview

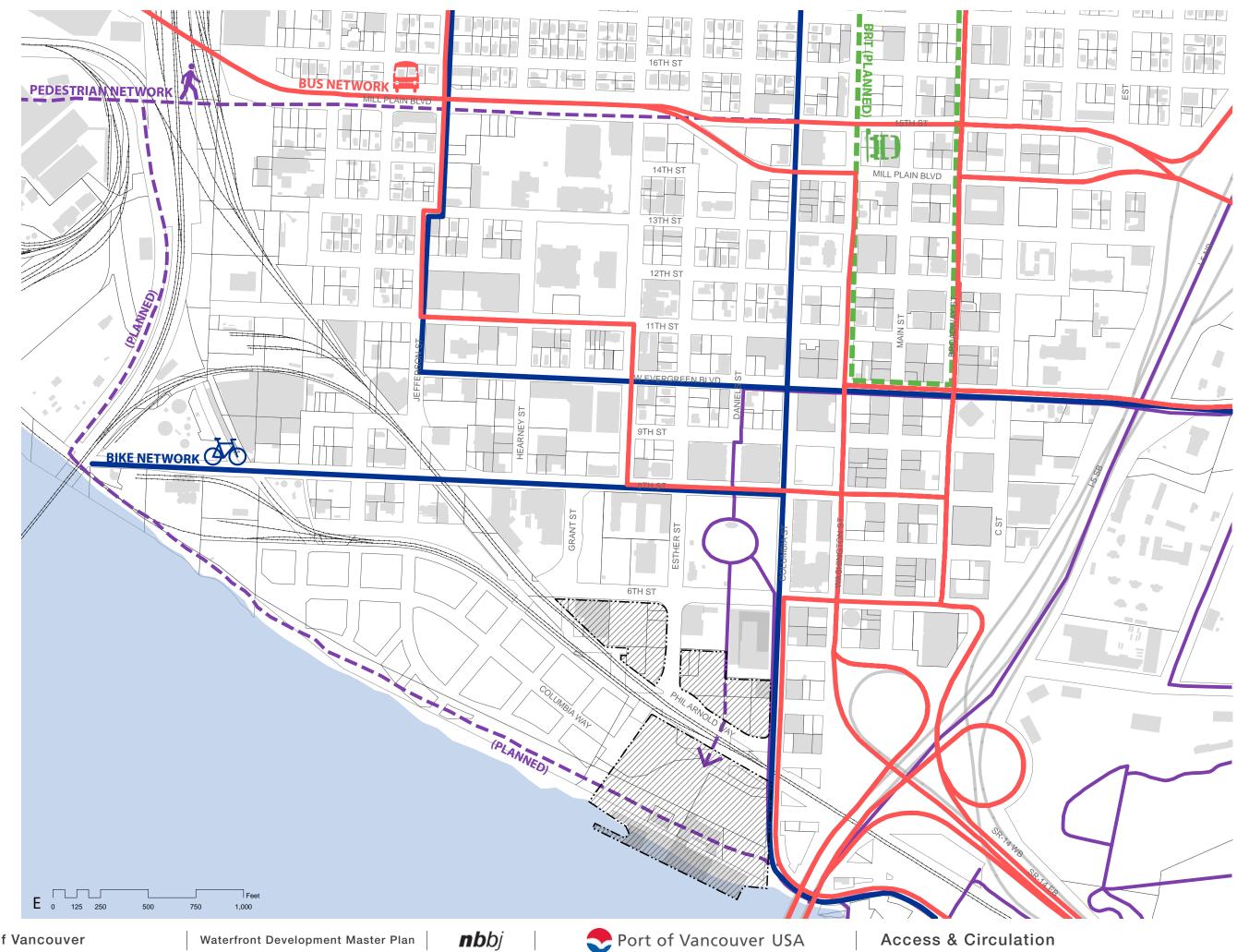


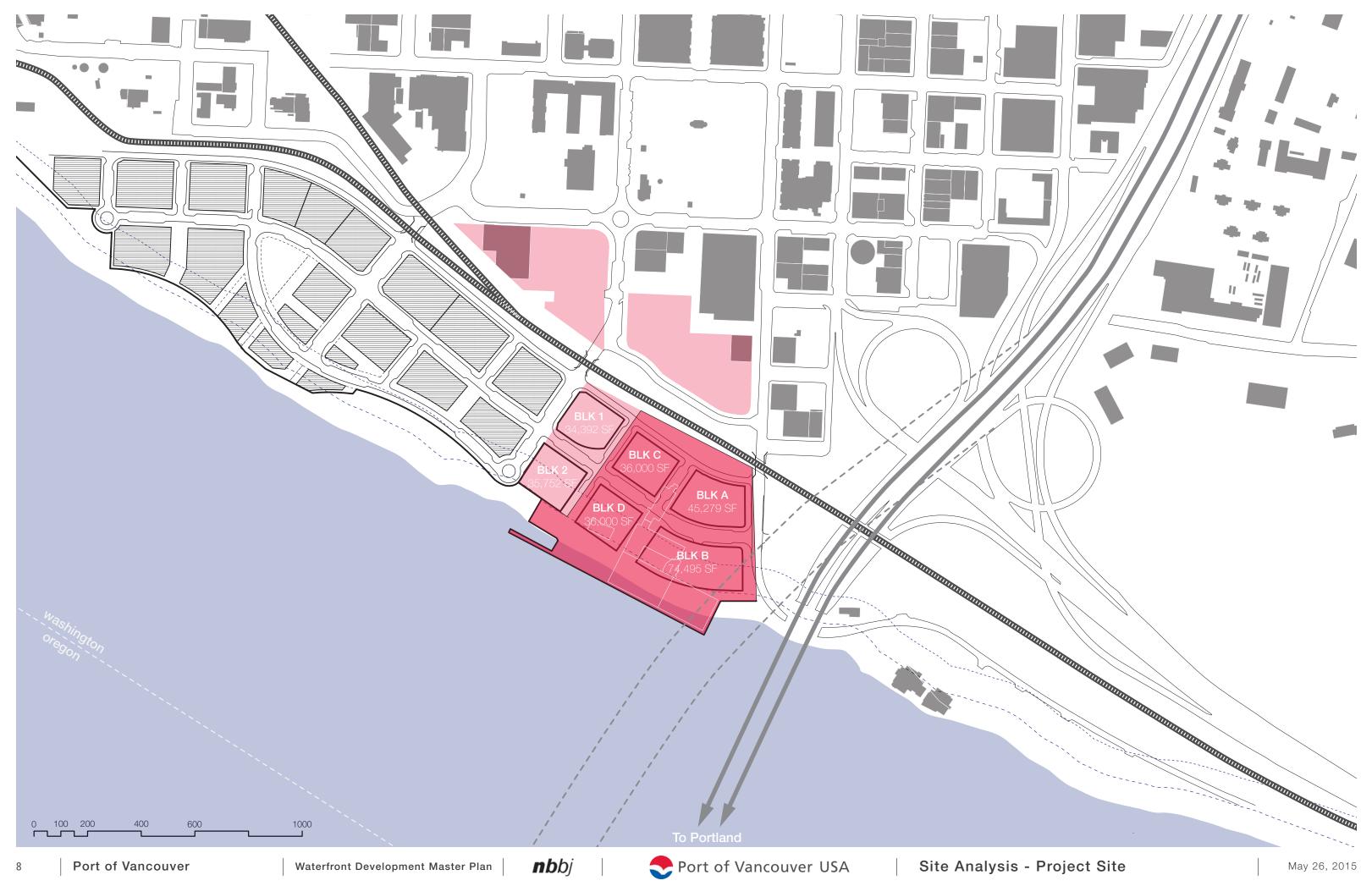




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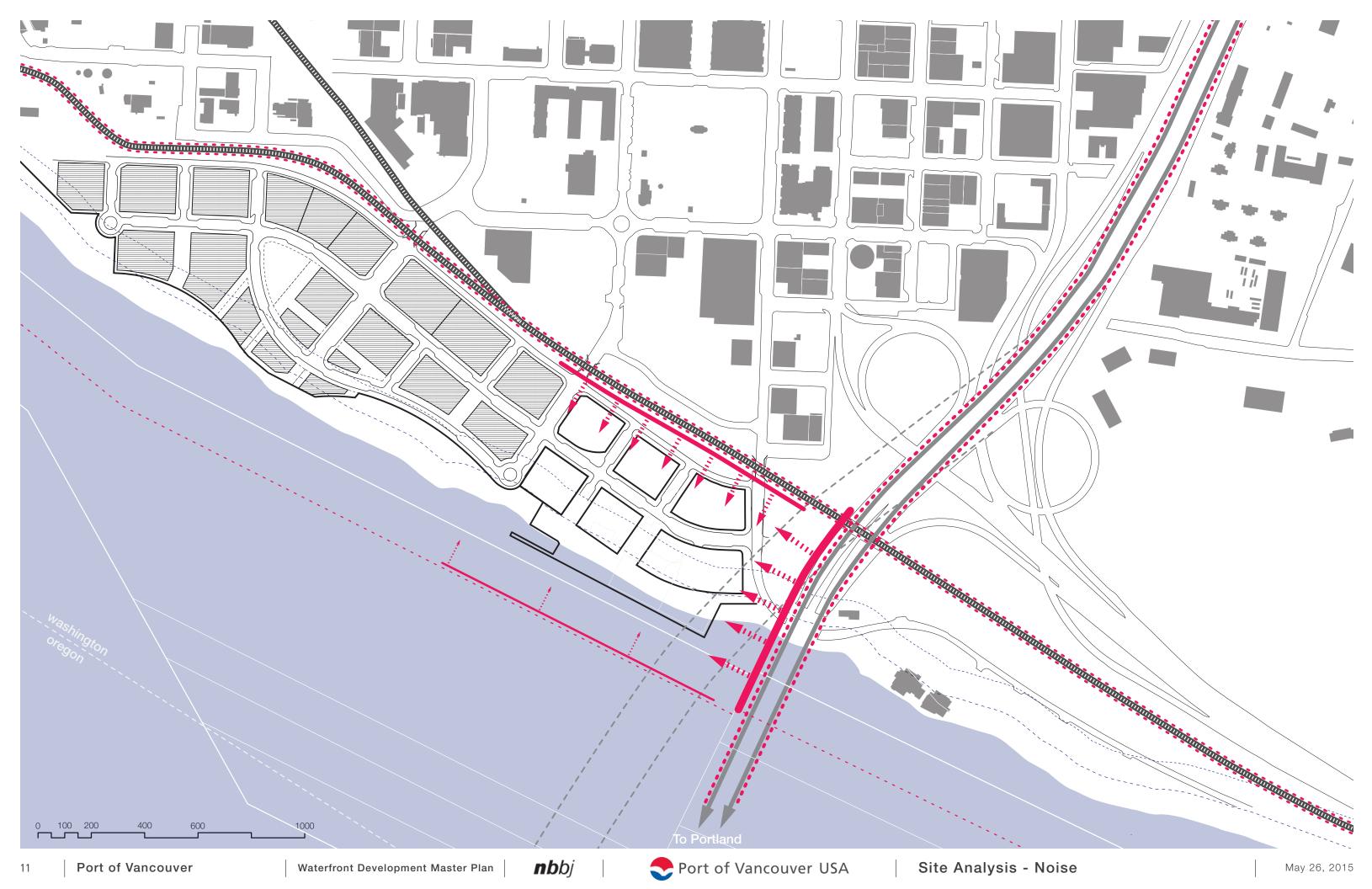


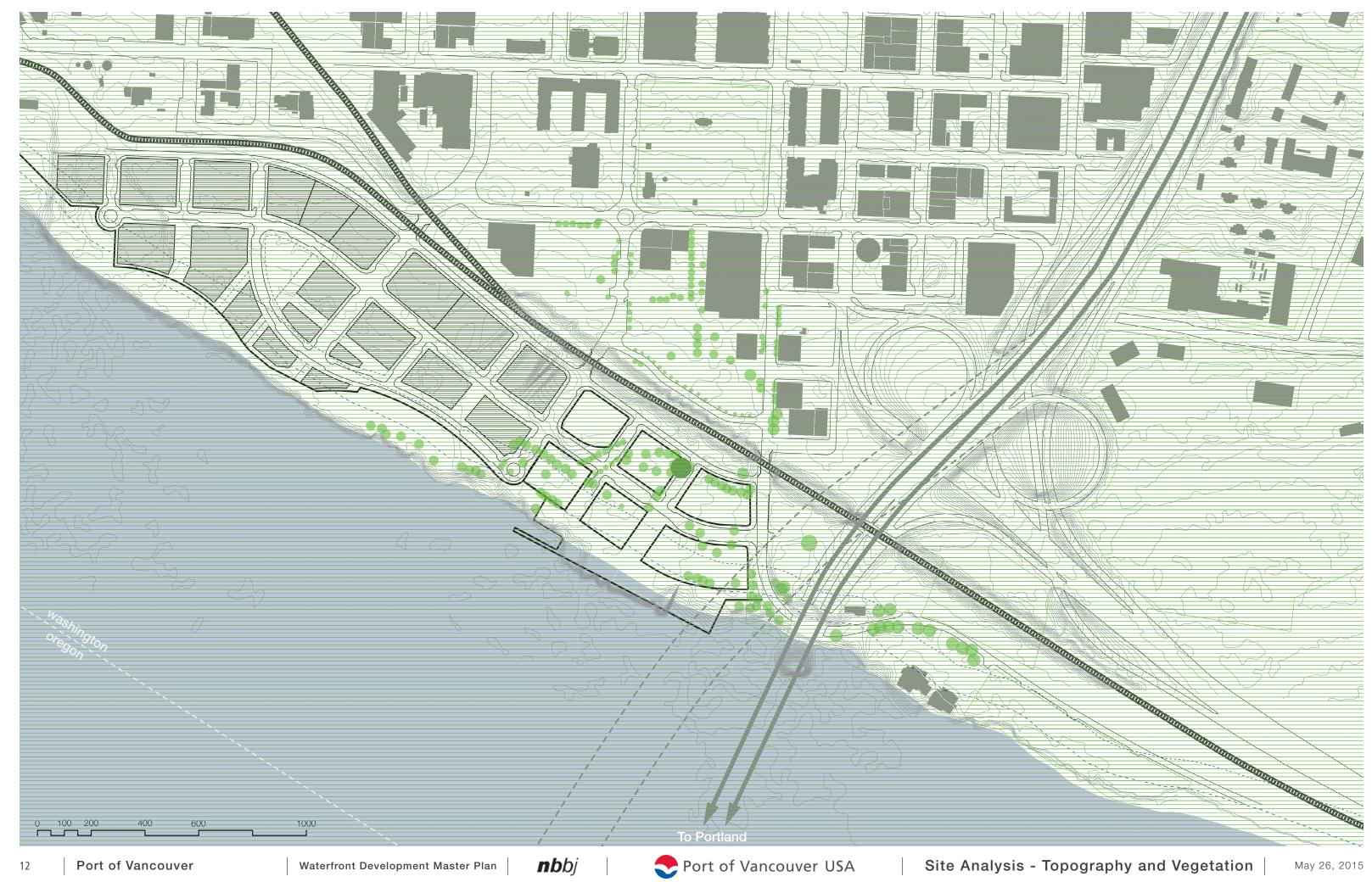


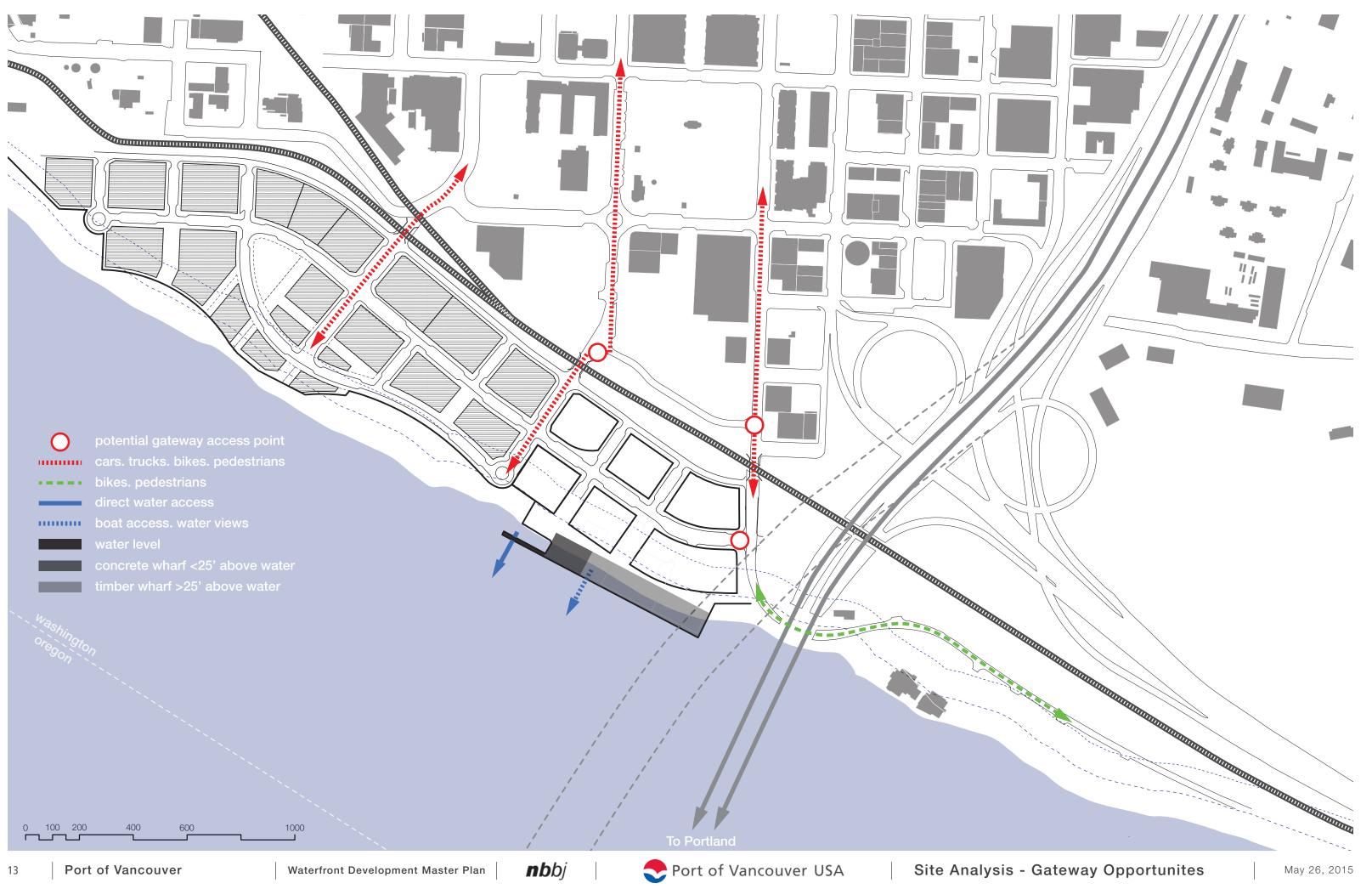


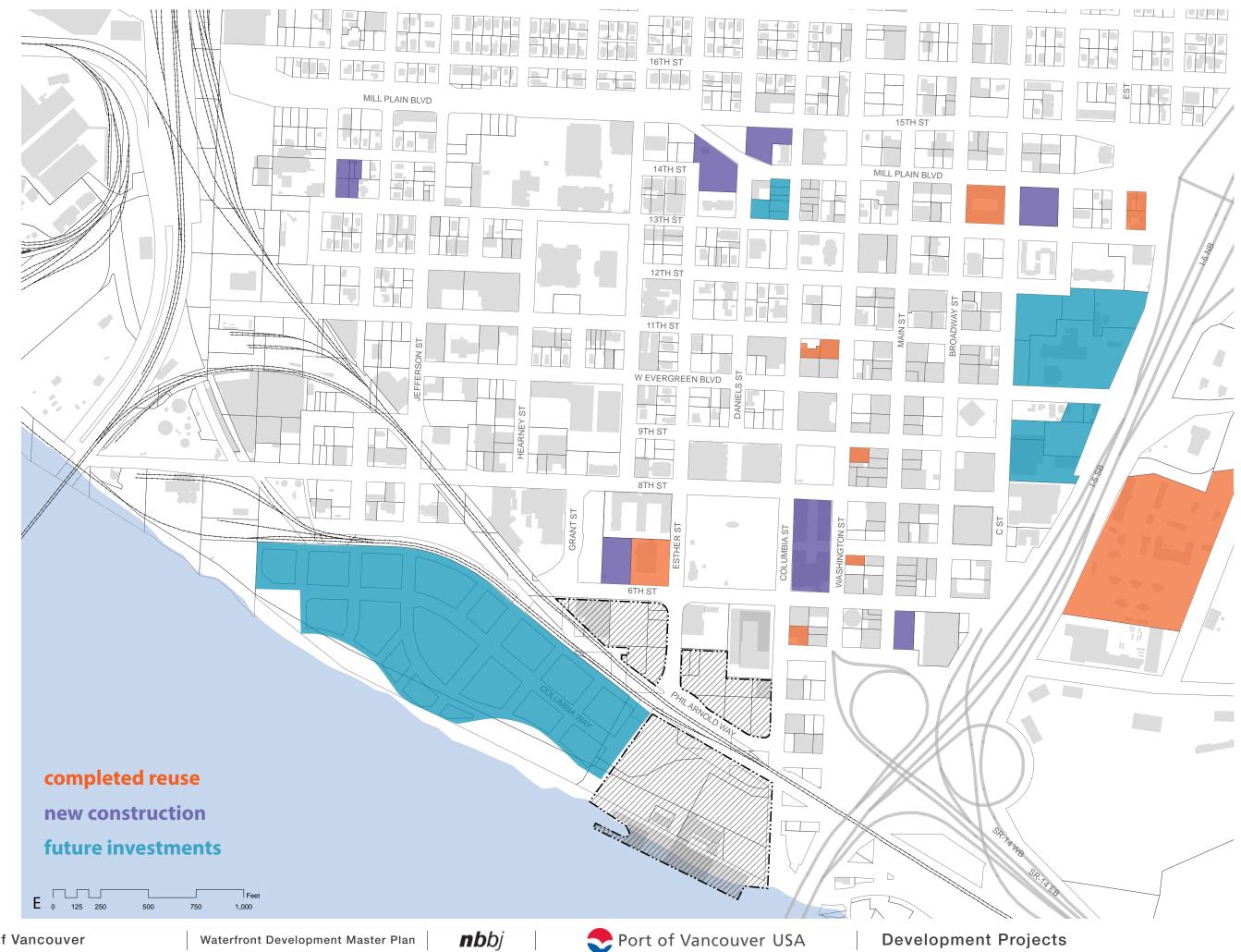


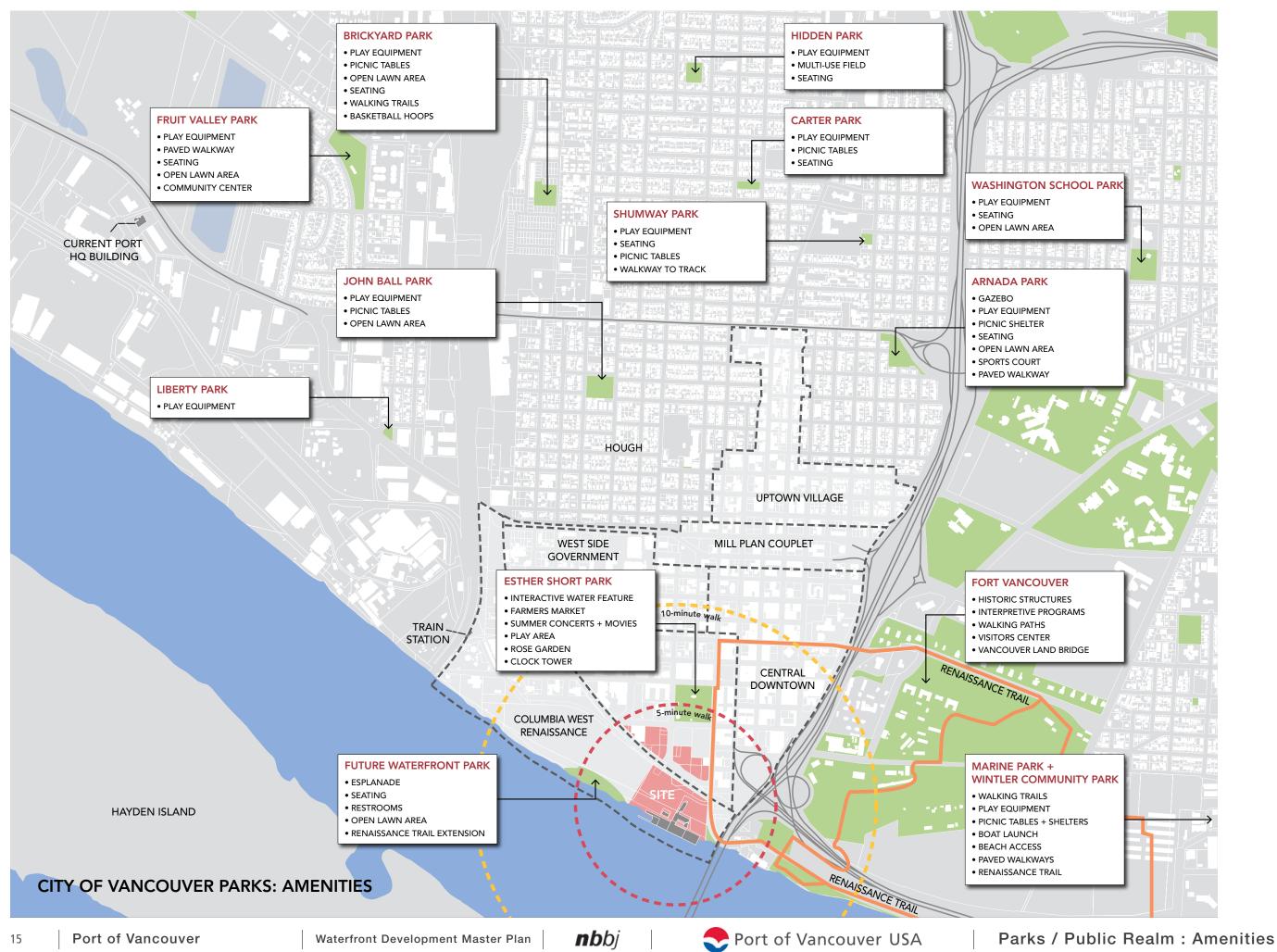


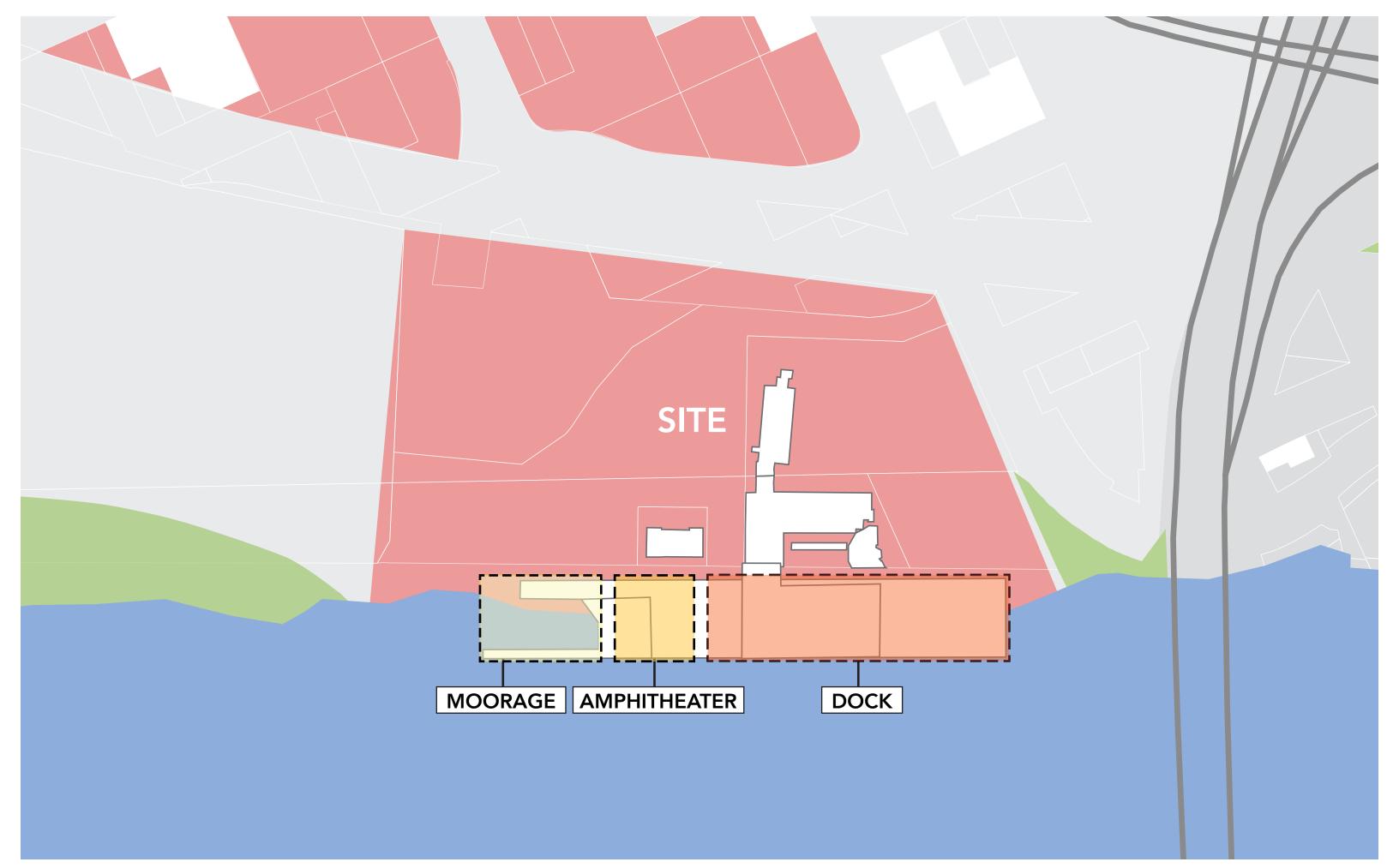




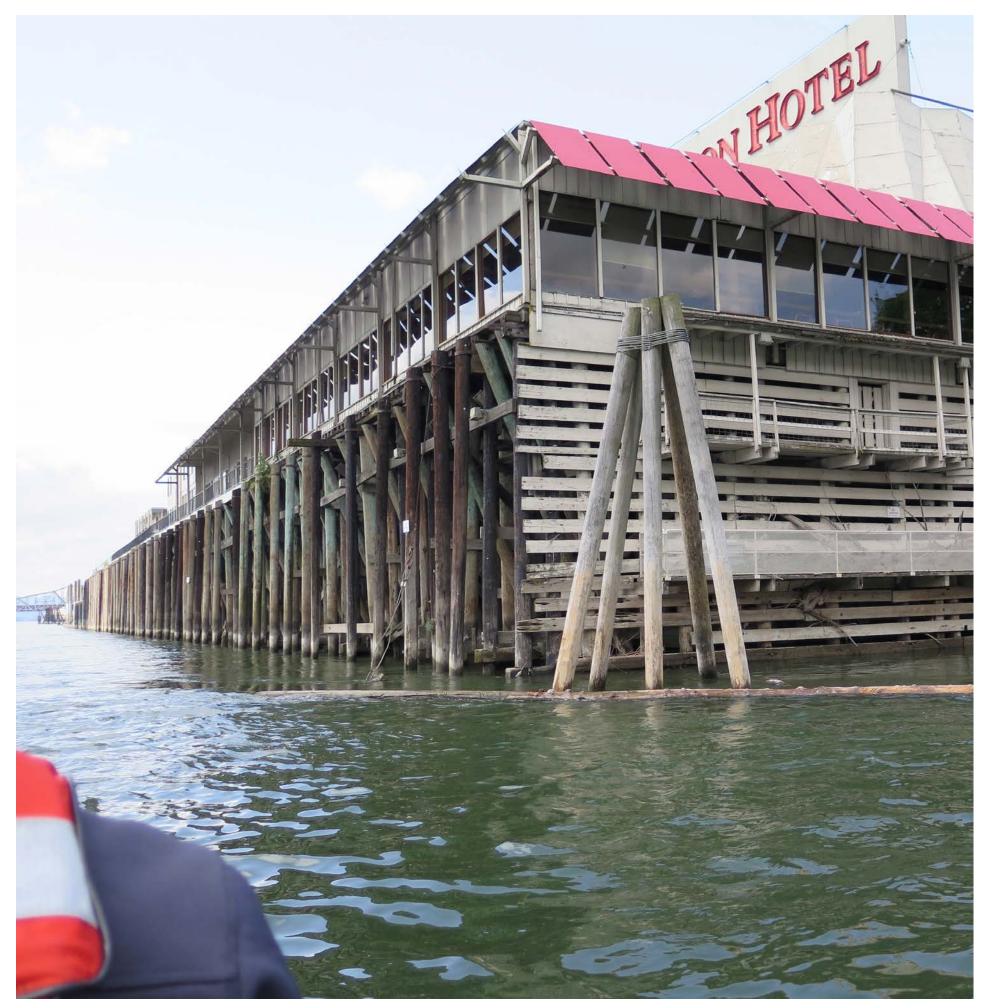








Parks / Public Realm : Amenities













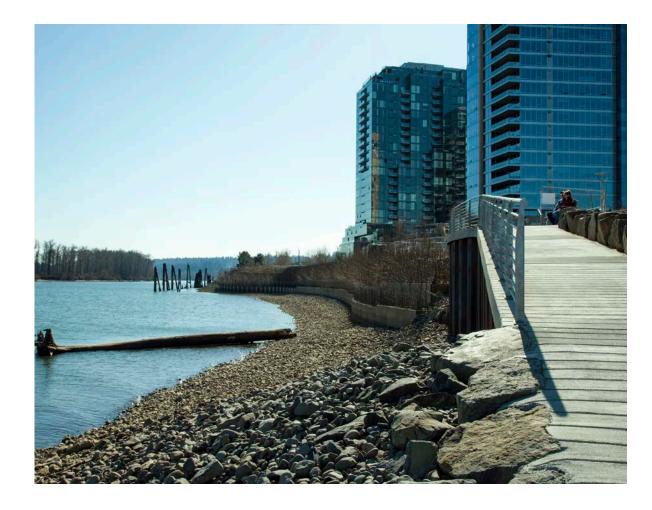




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Parks / Public Realm : Amenities

Lessons Learned

- **Big Vision**, Master Plan
- Open Space and Connections
- Transportation Parking, Walking, Biking
- Retail That Works -Tendency To Overbuild
- Incremental • Implementation Strategy
- A Successful Phase 1







Market Asessment Overview: Lessons

Real Estate Development Considerations

"Phase 1"

- Public Open Space, Pedestrian and bike access
- **Port Office**, and spec office
- Hotel
- Terminal 1
- Parking
- Retail

Next phases ?

- Office
- Employment
- Craft Industrial
- Water related
- Performing arts
- Education
- Retail
- (City property options)
- Parking
- Other



Market Asessment Overview: Phasing

Market Analysis

- Land uses
- Amount
- Scale
- Absorption
- Phasing
- Associated Parking
- Examples
- General feasibility
- Generate land lease
 revenue for Port
- Public and private roles





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Market Asessment Overview

Differentiators

- Connections: Columbia River, ulletDowntown, Renaissance Trail
- Port history ullet
- South facing ullet
- Tax advantages \bullet
- High visibility, • regionally familiarity
- Regional economic health ullet
- National trend towards lacksquarecity center revitalization











Market Asessment Overview: Differerentiators







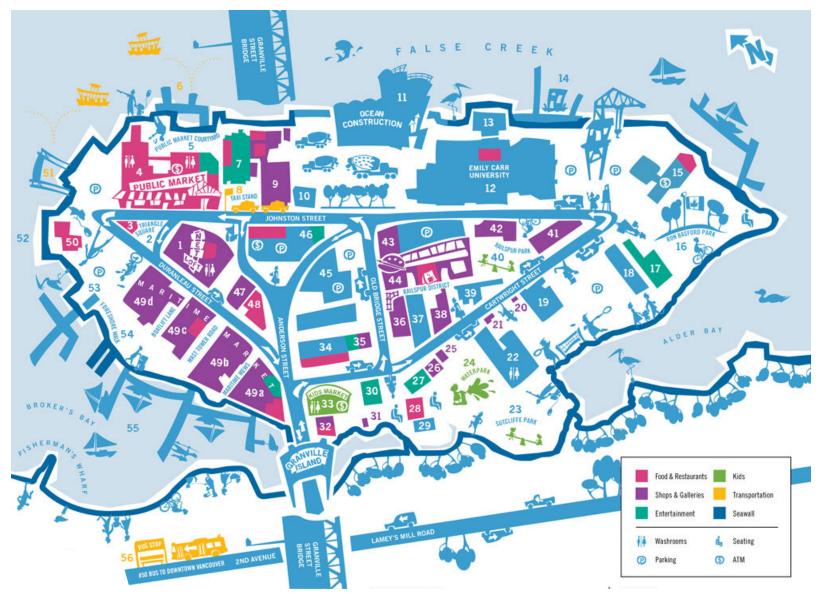




Ports O'Call Village & Waterfront, San Pedro, CA











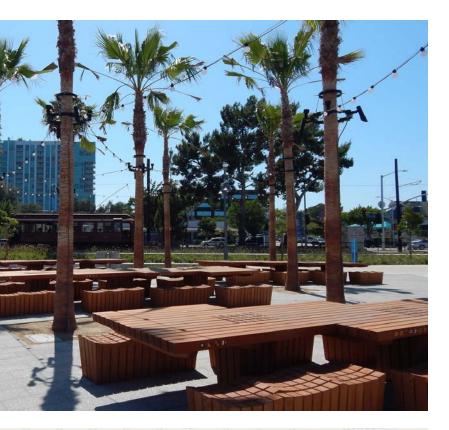
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Precedents: Granville Island, Vancouver, BC















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Precedents: River Place, Portland, OR







Precedents: Olympia, WA



"BETA at Dockside Green

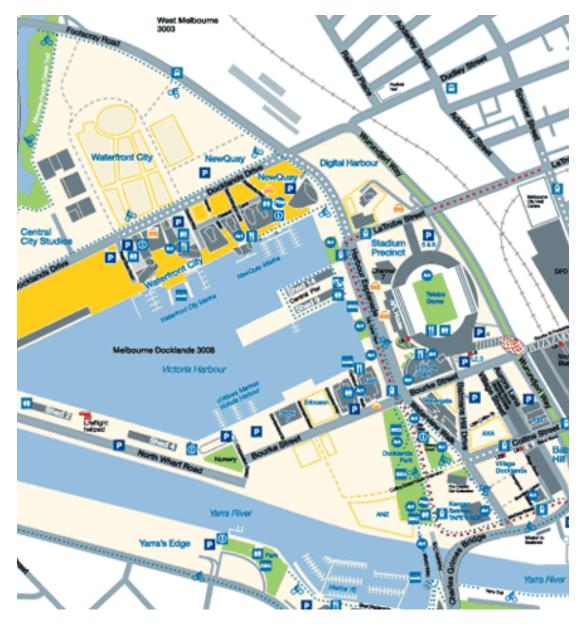






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Precedents: Dockside Green, Victoria, BC





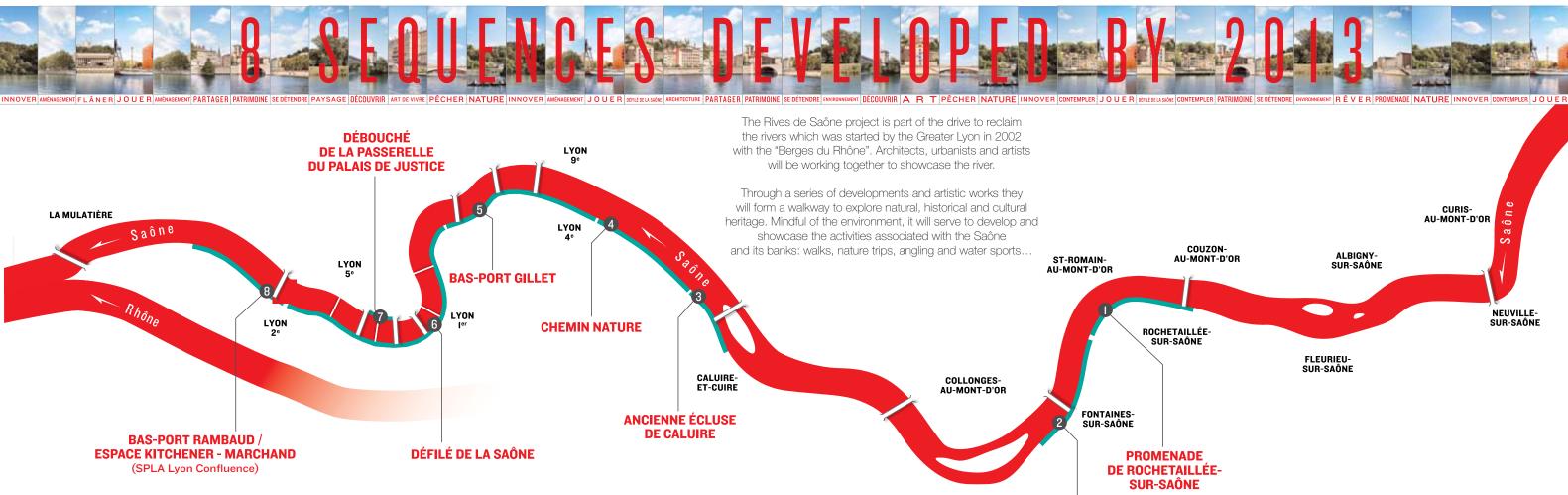


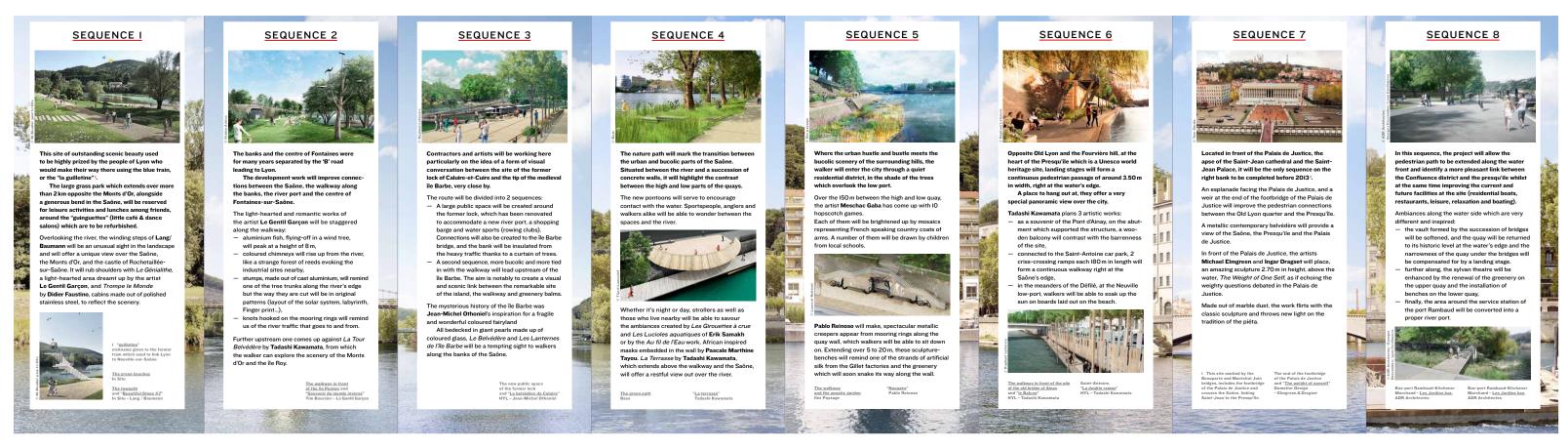


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Waterfront Development Master Plan



Port of Vancouver USA

Precedents: Lyon, France



Port of Vancouver 32





Port of Vancouver Waterfront Development Master Plan

Design Precepts

Enhance waterfront access, encourage innovation, elevate the idea of a neighborhood experience and create a healthy environment

ENVIRONMENT Embrace and enhance the natural and urban setting	CULTURE Create a place that reflects the Port's mission & brand	CHARACTER Be authentic
 Urban Focus Waterfront - City Center Integration Public Access Shoreline Protection Smart Sustainability Programmed Open Space Extend Waterfront Park Connect Columbia River Renaissance Trail Mitigate Noise Impacts Viewsheds Use the Waterway 	 Celebrate the Port's History Recall Cultural Influences Port as Civic Stimulus Build Neighborhood Be Innovative Entrepreneurship Train Watching River as Life Line Diversity 	 Mixed-Use Active Streets and Public Realm Fresh Air, Active Living Encourage Ground Level Retail Create a Vibrant Marketplace and Activity Core Building Form Gateway to the State



ECONOMIC DEVELOPMENT

- Functional Spaces
- Flexibility
- Public / Private Partnership Opportunities
- Shared, Flexible Parking
- Adaptability
- Collaboration
- Shared Success
- River as Economic Driver

POTENTIAL USES:

- Terminal One well done, adaptive reuse will be a major reason for the draw to the site. Marketplace could be a complementary use to the farmer's market held at Esther Short Park.
 - grow from the 10' x 10' stall to small retail and/or production space
 - incubator business growth
 - unique, authentic to Vancouver
- Hospitality should complement the convention center.
- Flex space indoor and outdoor.
- Multi-tiered, multi-use dynamic neighborhood.
- Parking is going to be a challenge. Need to phase in structured parking and condition users for paid parking.









Stakeholder Interviews Overview