

# Downtown Pasco Master Plan

Prepared by FRAMEWORK  
Prepared for: City of Pasco, WA.

**Adopted January 3, 2022**



This is a plan of  
**action.**



It is focused by a vision, guided by goals, achieved in strategies, but realized through **actions**.

This plan of **action** makes the connections that lead toward implementing the vision Pasco's citizens have for their downtown.



# framework





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# ACKNOWLEDGMENTS







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# TABLE OF CONTENTS

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	01 PLAN FRAMEWORK.....	8-17
	02 INTRODUCTION & BACKGROUND.....	18-31
	03 THE PLANNING PROCESS.....	32-39
	04 THE PLAN.....	40-105
	05 PLAN IMPLEMENTATION.....	106-119
	06 APPENDIXES, CREDITS, & FIGURES..	120-155











# PLAN FRAMEWORK

Downtown Pasco Master Plan

## 01.

## PLAN FRAMEWORK

**SECTION DESCRIPTION**.....The plan framework includes the vision, goals, and strategies that serve as the basis for the Downtown Plan. The plan framework is based on community input, analysis of existing conditions, best practices, and most importantly the unique opportunities present in Downtown Pasco. Strategies and related actions are summarized in more detail in the next section of the plan to provide the City and community with the resources needed to implement the plan.

**VISION** ..... AS VIEWED BY THE PASCO COMMUNITY IN THE FUTURE:

**A LIVELY AND AUTHENTIC DOWNTOWN**

Pasco's revitalized Downtown has made it one of the most attractive places in the state to live, with an authentic character that attracts visitors from throughout the Northwest. Downtown is lively, with the unique local shops, shaded outdoor seating, and a variety of cultural activities such as music. Lewis Street's new lighting, art, and landscaping make it a pleasant place to spend the day shopping, or spend an evening out. The other streets in the heart of Downtown have filled in with stores, restaurants, and cafes, many with housing above street level and nearby.

**A BLOSSOMING OF ARTS & CULTURAL ACTIVITIES**

Peanuts Park is the heart of Downtown Pasco. It hosts



FIERY FOODS FESTIVAL IN PASCO, WA





THE ED HENDLER BRIDGE INTO PASCO, WA

**VISION**..... festivals and events of all kinds; the expansive roofs cover markets with farmer's produce, foods and crafts from local artisans. People enjoy sitting in the park with food from the popular outdoor cafés and the variety of cuisine from the food trucks. The murals in the park set a tone for art throughout Downtown that offers colorful depictions of the cultures and roots of the city.

### **A DISTRICT SHOWCASING HISTORY**

Adjacent to the retail heart of Downtown is the Historic District, where Franklin County's fascinating history comes to life in

a renovated Carnegie Library, with expanded museum space across 4th Avenue in a former mid-century auto dealership. The Franklin County Courthouse, an architectural jewel standing across from Volunteer Park, and the Baldwin Locomotive from Pasco's early railroad era, mark the entry to Downtown from the north.

### **NEW CONNECTIONS TO THE RIVER**

The Columbia River, the largest river to the Pacific in North America, lies just a few blocks from Downtown, and its connections have never been stronger. Development has brought new people and an expanded feel to

downtown, adding leafy pathways, bicycle connections and new open spaces.

### **A PLACE FOR ALL AGES TO LIVE AND ENJOY**

There are many new options for people to live in the Downtown area, where they can walk to everything they need, and spend time with neighbors. New residences fit with the scale of Downtown, and provide affordable places to live for families and for elders.

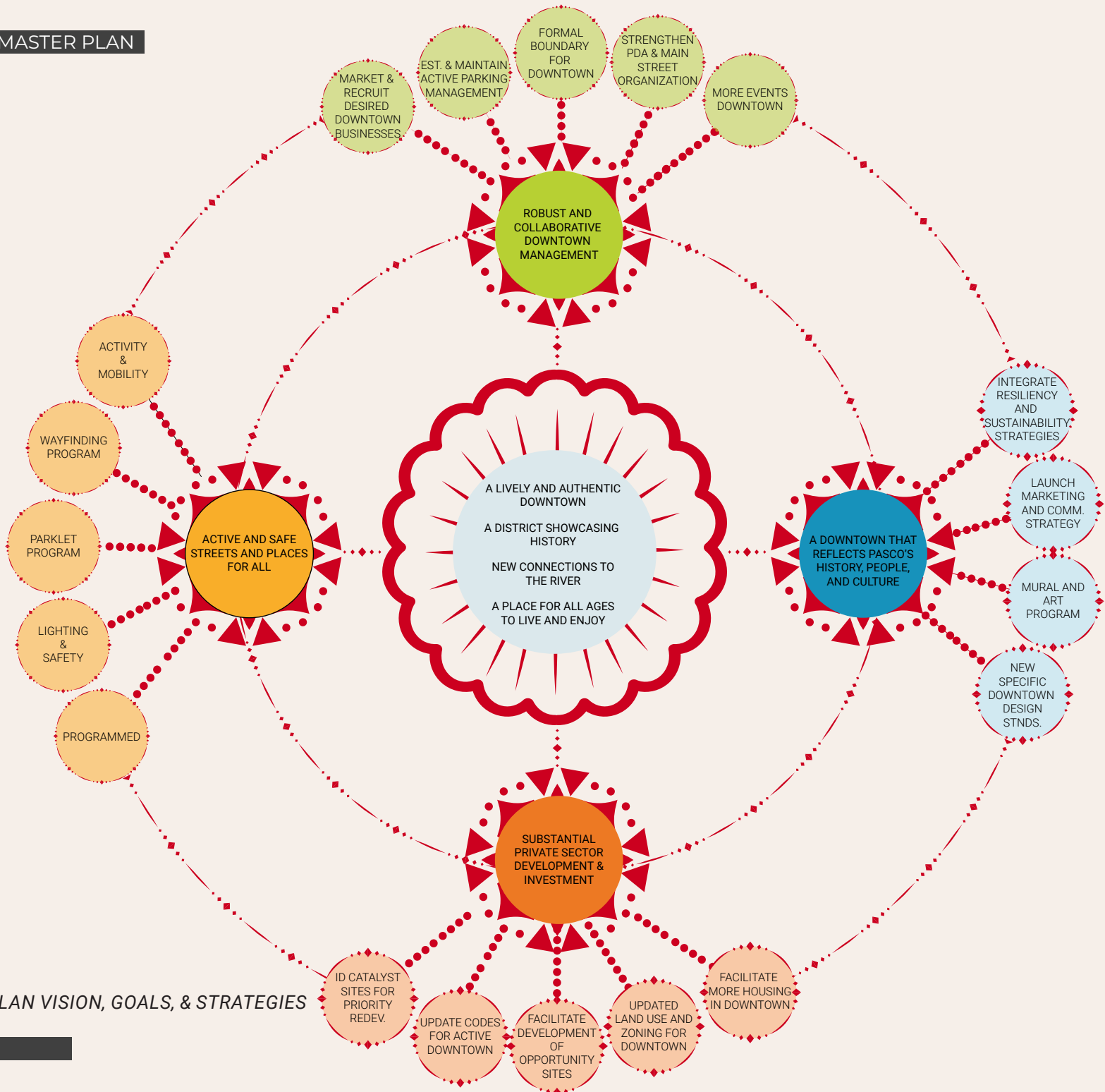


DIAGRAM OF MASTER PLAN VISION, GOALS, & STRATEGIES

## HEART OF DOWNTOWN

The heart of Downtown is centered at 4th Street and Lewis Street near Peanuts Park. This area currently has the most flexible zoning, public spaces, retail, and restaurant uses. The Heart of Downtown should be magnified and celebrated through the plan.

## DOWNTOWN PASCO

The plan framework establishes a formal Downtown Boundary for the plan that includes the Downtown core, North Downtown, and the "Heart" within the Downtown Core that has the highest concentration of walkable retail and public spaces.

## CITY OF PASCO

Downtown is a special place within Pasco and the region that should continue to be magnified through implementation of the Downtown Plan. Downtown should be easy to find, connect to key locations outside of the Downtown such as the Columbia River, and be promoted within the region and state through a marketing campaign that is specific to Downtown.

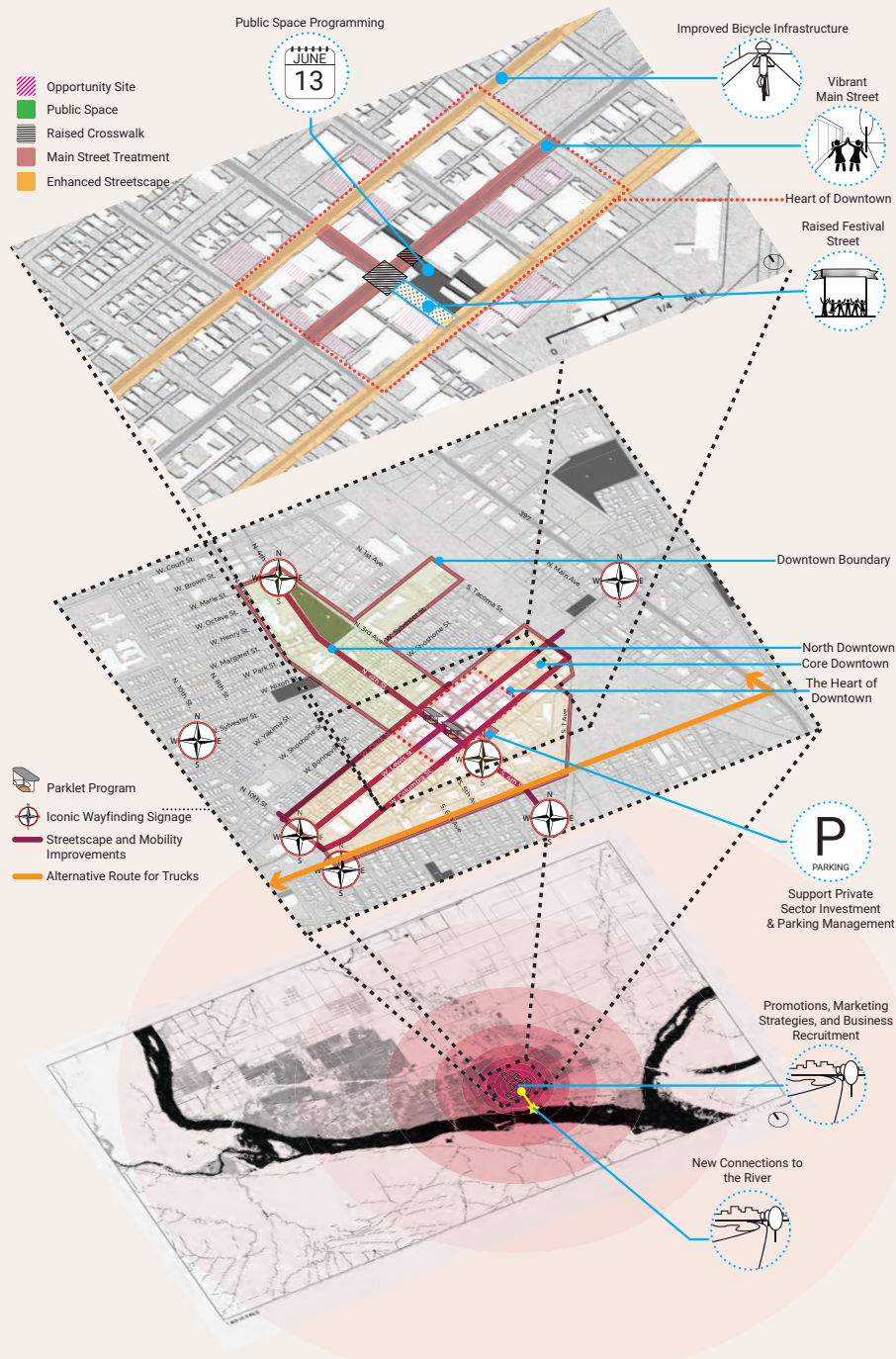


DIAGRAM OF PLAN FRAMEWORK



## DOWNTOWN PASCO VISIONARY MAP

WELCOME TO PASCO, COME TO THE DOWNTOWN:

Experience a blossoming of arts & cultural activities

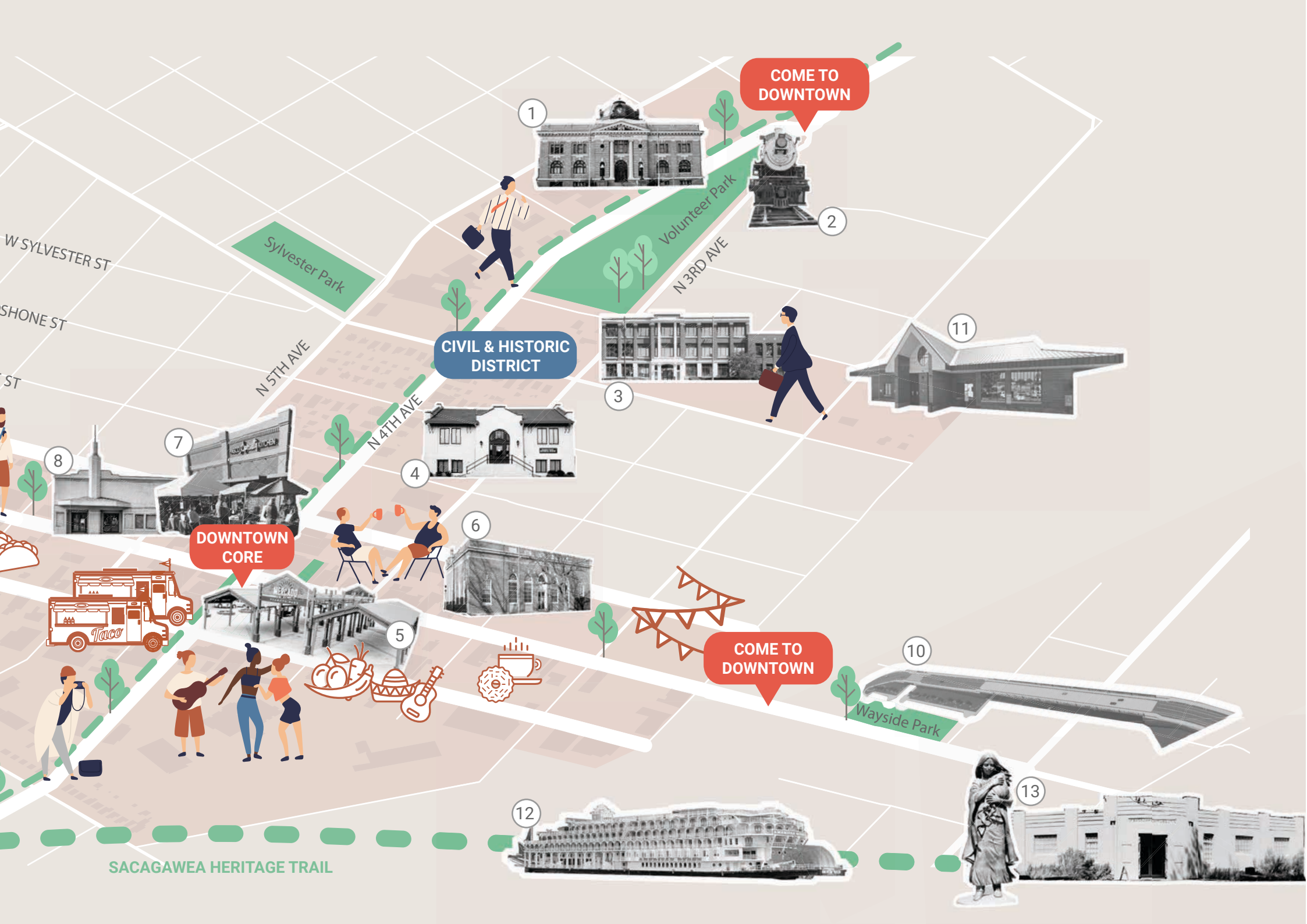
Explore the district showcasing history

Enjoy the stunning natural beauty of eastern Washington via the new connections to the Columbia River

Easy trip to additional City destinations close to Downtown (12-15)

1. Franklin County Courthouse
2. Volunteer Park & Baldwin Locomotive
3. Pasco City Hall
4. Franklin County Historical Museum
5. Peanut Park / Pasco Farmer Market
6. Pasco Post Office
7. Specialty Kitchen
8. Empire Theater
9. Ed Hendler Bridge
10. Lewis Street Overpass
11. Amtrak Pasco Station
12. Port of Pasco
13. Sacajawea Historical State Park
14. Mid-Columbia Libraries - Pasco Branch
15. Edgar Brown Stadium





COME TO  
DOWNTOWN

CIVIL & HISTORIC  
DISTRICT

DOWNTOWN  
CORE

COME TO  
DOWNTOWN

SACAGAWEA HERITAGE TRAIL



GOALS, STRATEGIES,  
AND, ACTIONS

**SPS** Active + Safe Streets + Public Spaces for All

- 1 SPS Develop a Programming Plan for Streets and Public Spaces
  - SPS 1.1 Peanuts Park programming
  - SPS 1.2 Streetscape furniture program
  - SPS 1.3 Peanuts Park North design and development
- 2 SPS Right-size + Enhance Downtown Streets for Activity + Mobility through Catalyst Projects
  - SPS 2.1 Lewis Street
  - SPS 2.2 W. Columbia Street
  - SPS 2.3 Clark Street
  - SPS 2.4 4<sup>th</sup> Avenue
- 3 SPS Improve Lighting and Safety in Downtown
  - SPS 3.1 Develop a lighting plan for Downtown
- 4 SPS Create a Downtown Parklet Program
  - SPS 4.1 Create regulations to allow parklets within the public right of way by using on-street parking
  - SPS 4.2 Design and fund a parklet pilot program that prioritizes active uses where sidewalk widths are insufficient for sidewalk use
  - SPS 4.3 Develop Parklets designs for parallel and angled parking stalls
- 5 SPS Improve Wayfinding in Downtown
  - SPS 5.1 Develop a wayfinding plan for Downtown

**DTM** Robust and Collaborative Downtown Management

- 1 DTM Establish a Formal Downtown Planning Boundary
  - DTM 1.1 Adopt the Downtown Planning Boundary into Comprehensive Plan
- 2 DTM Enhance the Roles of the Downtown PDA and Main Street Organization
  - DTM 2.1 Develop a strategic plan for the Downtown PDA that maximizes the role of the DPDA
  - DTM 2.2 Develop a strategic plan for the Main Street Organization
- 3 DTM Establish and Maintain Active Parking Management
  - DTM 3.1 Employee parking program
  - DTM 3.2 Parking data collection program
  - DTM 3.3 Parking Enforcement Program
- 4 DTM Actively Maintain Existing Businesses and Market and Recruit New Businesses to Diversify Uses Downtown as Desired by the Community
  - DTM 4.1 Develop a business retention + recruitment program as a partnership between the City and the DPA
- 5 DTM More Events Downtown
  - DTM 5.1 Develop an annual events plan for Downtown



## Substantial private sector development and Investments

1  
PSI

### Update Land Use and Zoning to be Helpful to Downtown

- PSI 1.1 New future land use map
- PSI 1.2 New zoning map
- PSI 1.3 Updated development standards
- PSI 1.4 Right size parking requirements for areas currently outside of the C-2 Zone
- PSI 1.5 Downtown specific signage code standards

2  
PSI

### Manage and Update Building, Development, and Street Use Codes to Support an Active Downtown

- PSI 2.1 Review code interpretations to assess whether they are consistent with the goals of the Downtown Plan
- PSI 2.2 Streamline the permit process for downtown projects

3  
PSI

### Facilitate more Housing in Downtown

- PSI 3.1 Develop concept plans for new housing Downtown on opportunity sites
- PSI 3.2 Develop and implement housing strategies in Downtown as part of the Housing Action Plan

4  
PSI

### Pursue Catalyst Projects and Consider Public/Private Partnerships

- PSI 4.1 430 W Columbia Street
- PSI 4.2 110 S. 4<sup>th</sup> Avenue
- PSI 4.3 Theater on Lewis Street
- PSI 4.4 Vacant building across from the Thunderbird
- PSI 4.5 Thunderbird redevelopment (parking supports private sector investment)

5  
PSI

### Facilitate Development of Opportunity Sites

- PSI 5.1 Develop a standard Request for Information and Request for Proposals to solicit interest in development of catalyst sites in Downtown Pasco
- PSI 5.2 Develop design concepts and conduct feasibility analysis for opportunity sites



## A Downtown that Reflects Pasco's Histories, Peoples, Landscape, and Cultures

1  
HPLC

### Marketing and Communication Strategy for Locals and Visitors

- HPLC 1.1 Develop a Downtown brand and logo for use in marketing and wayfinding

2  
HPLC

### Establish a Public Mural and Public Art Program

- HPLC 2.1 Modify regulations or code interpretations to allow murals
- HPLC 2.2 Establish a City-led mural program with community partners

3  
HPLC

### Integrate Sustainability and Resiliency into Downtown Actions

- HPLC 3.1 Leverage integrated stormwater technologies where appropriate
- HPLC 3.2 Integrate green infrastructure into all downtown projects
- HPLC 3.3 Maintain and promote public buildings in Downtown such as City Hall





# INTRODUCTION & BACKGROUND

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Downtown Pasco Master Plan

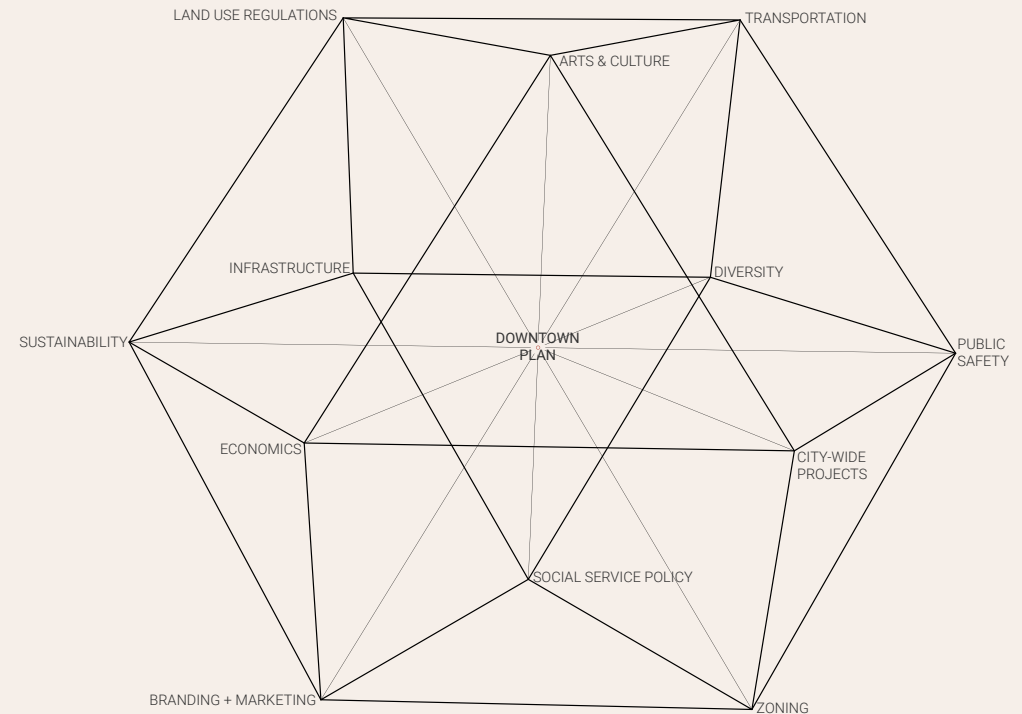
## 02.

## INTRODUCTION + BACKGROUND

**PLAN DESCRIPTION**.....The Downtown Master Plan celebrates Downtown Pasco's many assets, was developed in partnership with the community through an open and active engagement process, establishes a shared vision and goals, and identifies opportunities to enhance Downtown through a deliberate series of strategies and actions by the City, community, and other stakeholders. The Master Plan is one of several related efforts led by the City of Pasco to improve Downtown and reflects Downtown's high priority within the community.

The Master Plan addresses many of the ingredients needed for a successful Downtown including the design and management of streets and public spaces, enhancing public safety, diversifying the businesses and activities in Downtown, maintaining quality downtown management, and supporting private sector investment such as improving the development code and offering incentives. The strategies and actions are specific to the conditions in Downtown Pasco and the desires of the community that were expressed during engagement activities.

To some extent the bulk of the effort to improve Downtown begins with the adoption of the plan and adhering to the implementation plan and monitoring. While the plan was developed and led through the City of Pasco the implementation of the plan will require close collaboration between the City and community partners to achieve success. It is an exciting time for Downtown Pasco and the community to be able to achieve their vision and goals.



ELEMENTS OF A DOWNTOWN PLAN

**WHAT IS A DOWNTOWN PLAN?** A downtown plan addresses many of the ingredients for a thriving downtown at a strategic level. Many of the topics will require further planning, design, and public engagement to move forward the strategies and actions in the plan. The downtown plan is intended to support further planning and design efforts to improve downtown but does not completely replace them. Some of the strategies and actions in the plan may be modified during implementation based on new information, public input, funding considerations, and community resources while maintaining consistency with the plan vision and goals.



*BUSINESSES IN DOWNTOWN PASCO*

**DOWNTOWN PASCO TODAY.....** Pasco is a rapidly growing city with a population of 80,180 as of April 2022 and may soon exceed Kennewick (85,320) to be the largest City in the Tri-Cities. Pasco had a population of 32,066 in 2000 representing an average annual growth rate of 7%. Most of the City's growth has occurred outside of Downtown, but the greater population provides a larger market potential for the Downtown economy. The City is majority Hispanic and Latino, at 55.5%, followed by White, at 38.1%. The majority Hispanic and Latino population is reflected in the culture of Downtown including many of the local businesses and festivals that are Downtown's strongest assets.



*FIERY FOODS FESTIVAL, PASCO, WA*





ED HENDLER BRIDGE INTO PASCO

**FINDINGS**.....The following are the findings from the Existing Conditions Report in April 2022.

**22**

### **DEMOGRAPHICS AND GROWTH**

Pasco is growing rapidly, and current growth trends present an opportunity to support the planning goals for Downtown.

Pasco is a majority Hispanic and Latino community. The strong presence of Hispanic and Latino culture and business Downtown is an asset for Pasco.

### **REAL ESTATE DEVELOPMENT**

New development is not likely to be financially feasible in Downtown Pasco based on current construction costs and rents. However, vacancies remain low, and rents are increasing due to the demand for commercial space. Adaptive reuse of existing buildings is more likely to be feasible in the near-term future, but there are challenges related to building codes that must be addressed.

### **DOWNTOWN MANAGEMENT**

The Downtown Pasco Development Authority (DPDA) and the Main Street Organization should be distinct organizations with separate governing boards and committees to support implementation of the Downtown Plan and effective Downtown management over the near- and long-term.



## FINDINGS CONTINUED

**LAND USE AND ZONING**

Downtown needs a clearly defined boundary with zoning and development standards that are specific to Downtown. Attention to areas north and south of Downtown would support the health of Downtown, highlighting civic and historic assets, encouraging connections to the Columbia River, and adding residents within walking distance of Downtown.

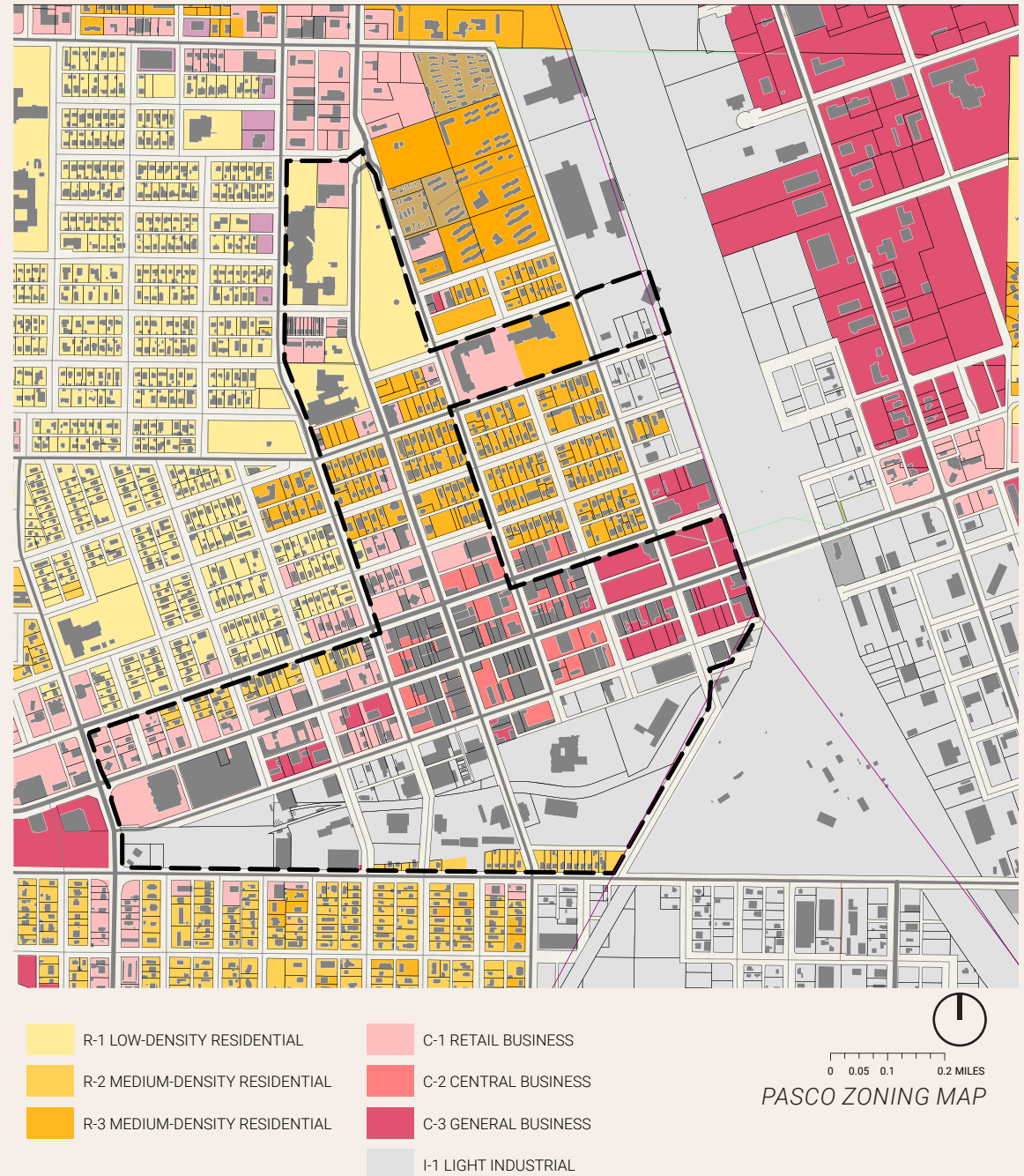
At present, most of Downtown lacks its own specific zoning districts that meet its unique character and needs. Instead, most of Downtown reuses codes designed for elsewhere in the City. Creating unique zoning codes for Downtown will help it thrive by protecting its assets and leveraging them.

At present, parking requirements in all districts except C-2 are typical of more suburban auto-oriented environments that are contrary to the vision for Downtown and may limit new development on infill sites.

Except for single-family uses in residential districts, Pasco suffers from a general lack of detailed development and design standards.

The zoning districts and development standards would benefit from the use of graphics to illustrate the standards.

The 15' front setback in the C-1 Retail District may limit the feasibility of infill or redevelopment on smaller Downtown sites.





OPTIONS FOR OUTDOOR SEATING



MORE OPTIONS FOR OUTDOOR SEATING

FINDINGS CONTINUED

## URBAN DESIGN AND THE PUBLIC REALM

There is a relative abundance of unmanaged public space Downtown that provides an opportunity for Pasco. Additional conscious management can activate this space to better support a vibrant Downtown.

Wide sidewalks exist on many streets and there are significant public spaces such as Peanuts Park that can benefit from active management.

Public realm improvements that support local Downtown businesses should be prioritized.

## PARKING

The recent parking study performed by the Transpo Group shows sufficient parking in Downtown, but the data is limited. The City and its partners should continue to collect parking data, to better understand parking behavior. For example, are employees parking Downtown in time-limited on-street parking? Are there better options that could be provided for employees, to make visitor and customer parking more accessible?

## PUBLIC SAFETY

Many Pasco residents expressed that public safety is one of their major concerns, and Downtown suffers from the perception that Downtown Pasco is not safe and lacks a variety of business types and activities to draw people.

The business community has expressed the need to address public safety and homelessness before Downtown can be viewed as more of a success.



**CHARACTER AND USES**.....Downtown Pasco’s character stems from its geographic setting and climate, its history and physical fabric, and most importantly, from its people. Pasco’s people live and work in Downtown, they own and patronize businesses, gather for events, use local services; they walk, bicycle, and drive to and through Downtown.

*Our city contains tree-lined streets with well-maintained and identifiable neighborhoods interspersed with parks and schools.*  
---- Pasco Comprehensive Plan, The Pasco Vision for 2038

*With a strong Hispanic cultural heritage and tradition and a majority population – Pasco plans to embrace and capitalize on this unique asset: Downtown character and signage.*  
---- Pasco Comprehensive Plan, Economic Development Element

With a majority-Hispanic population, Downtown has a concentration of retail that serves the community, including taquerias, markets, dress shops, soccer equipment, foods, and event locations. Bakeries and the Farmers Market draw people from throughout the region. Downtown also has numerous auto-repair shops and services. Public input expressed a strong desire for additional uses in Downtown such as coffee shops, a wider range of restaurants and retail, and more activities. Recent code changes have made nightlife uses possible that had been previously restricted. Downtown’s Main Street character, scale, and history are among Pasco’s key assets. The master plan should help Pasco highlight these assets in the reinvigoration of Downtown. The physical and social characteristics of the public spaces, especially sidewalks and Downtown parks, are important to the ability of Downtown to welcome visitors, support businesses, and improve the quality of life in the heart of Pasco for residents and visitors.



THE NEW PEANUTS PARK IS A CENTERPIECE OF DOWNTOWN



FRANKLIN COUNTY COURTHOUSE, PASCO, WA  
EST, 1912



EMPIRE THEATER, PASCO, WA  
EST, 1956

**ARCHITECTURAL FORM**.....Downtown Pasco's history is visible in its architecture, which includes a rich variety of buildings, some over one hundred years old. Remnants of Art Deco and Art Modern detailing from the 1920s and 30s can still be found in Downtown. The building at 402 West Lewis and the former Empire Theater at 517 West Lewis are good examples of the Art Deco style in Downtown. The Post Office (403 W Lewis Street), built in 1932, has a well-preserved exterior and may be eligible for listing on the National Register of Historic Places. The City's Historic Preservation Commission maintains an inventory of historic structures in Pasco; many older buildings listed in Downtown and in the area to the north are not historically designated but have merit.



POST OFFICE, PASCO, WA  
EST. 1932



**ARCHITECTURAL FORM CONTINUED**..... A cluster of significant historic architecture lies just north of Downtown's current boundaries. The area includes the Franklin County Historical Society building at 305 North 4th Avenue, originally a Carnegie Library built in 1911, and the domed 1912 Franklin County Courthouse, which was included on the National Register of Historic Places in 1978. The McLaughlin School (1943), on N 3rd Street, has been converted to City Hall. The north wing of the Our Lady of Lourdes Hospital is also in the zone north of the current Downtown boundaries. Other historic buildings are less distinguished, but significant. These include the 1912 Friendly Temple of God at 316 N 4th, formerly a Christian Science church, designed in the Classic Revival style. Although not historic, the passenger rail and bus stations are also in this area.



*DOWNTOWN PASCO BOASTS HISTORIC BUILDINGS  
WITH RICH ARCHITECTURAL DETAILING.*



*THE FRANKLIN COUNTY MUSEUM IS IN A FORMER CARNEGIE  
LIBRARY JUST NORTH OF DOWNTOWN. EST, 1932*





PASCO'S TACO CRAWL

28

**ARTS AND CULTURE**.....Arts and cultural activities are powerful ways to define a downtown and its people. Pasco has been successful attracting residents and visitors to its Farmers Market and to festivals. Events in Pasco can take advantage of local diversity and cultural strengths while also being inclusive. For example, the Fiery Foods Festival focuses on Pasco's Mexican-American heritage, but also highlights other international examples of spicy food from around Latin America and Asia. The renovated Peanuts Park will offer a signature location for festivals in Downtown.



PASCO'S FIERY FOODS FESTIVAL



**ARTS AND CULTURE CONTINUED** ..... Downtown Pasco would benefit from a stronger presence of art and additional cultural activity. Pasco once had theaters that served as centers of entertainment and civic gathering, such as Pasco's Liberty Theater, Sarah LeCompte, and Franklin County Historic Society. Although times have changed, the Liberty theater building remains on Lewis Street as an opportunity to provide a home for current cultural activities.

Signage and murals are regulated in Downtown Pasco (Pasco Municipal Code 17.15.10), limiting an option for artistic and cultural expression that has been very successful in other cities, notably Toppenish, WA.. The city is updating the sign code and the murals restriction will be addressed there.



MURALS WITNESS A CITY'S HISTORIES AND PROVIDE VIBRANCY TO THE DOWNTOWN FABRIC



**PLANNING CONTEXT**.....Downtown Pasco physically delineates itself with a noticeable street grid rotation to the east and west. The rotation responds to the railroad line that parallels Downtown. This shift can make locating the downtown challenging when compared to the City's typical street grid orientation.

4<sup>th</sup> Avenue and W. Lewis Street are two principal arterials that bring people to and from the Downtown. The Downtown Core is at the intersection of these two arterials, forming an orienting nexus of activity.

The Lewis Street Bridge Overpass project forms an enhanced connection to the east. How the volume of traffic coming from the overpass is integrated into the Downtown fabric will be of vital importance to the Downtown's development.

Overall the dense street grid is one of Downtown's strong assets provide access to local businesses, on-street parking and loading, public space, and opportunities for social interaction and community-building.





- C-2 Central Business District
- DPDA Boundary
- Principal Arterial
- Minor Arterial
- Collector
- Existing Assets

DOWNTOWN PASCO PLANNING CONTEXT







# THE PLANNING PROCESS: WHAT WE HEARD

Downtown Pasco Master Plan

## 03.

# THE PLANNING PROCESS: WHAT WE HEARD

**SECTION DESCRIPTION**.....Having the voice of the community lead the downtown development plan is crucial to its success. Throughout the planning process, input was sought through a multitude of channels. Booths at community events like the Farmers Market and Cinco de Mayo Festival informed community members of the plan and invited their insights on strengthening Downtown Pasco. Visioning workshops for the General Downtown as well as Lewis Street were conducted with live polling, small group design exercises, and discussion. A presentation was made to City Council updating them on the status of the project and answering questions. An online survey soliciting residents opinions on the challenges and opportunities present in the Downtown was posted on the City's website. Stakeholder meetings were also held to hear from the community. Finally, an open house will be held to gain feedback on this initial draft of the plan.

**FINDINGS FROM  
VISIONING WORKSHOP**.....

## MORE THINGS TO DO DOWNTOWN

Workshop participants would like to see more variety in the types of Downtown businesses and expressed interest in businesses like coffee shops, restaurants, bookstores, and gyms. They noted that remodeling and updating buildings would allow for more diverse uses.

## ACTIVATION

Workshop participants supported activating Downtown through activities and amenities like public art and murals, outdoor dining, food trucks, cultural events, family-friendly activities, markets, landscaping, and seating.

## STREETSCAPES

Participants would like to see the streetscapes in Downtown improved through the addition of elements like lighting, parklets, and improved building facades.

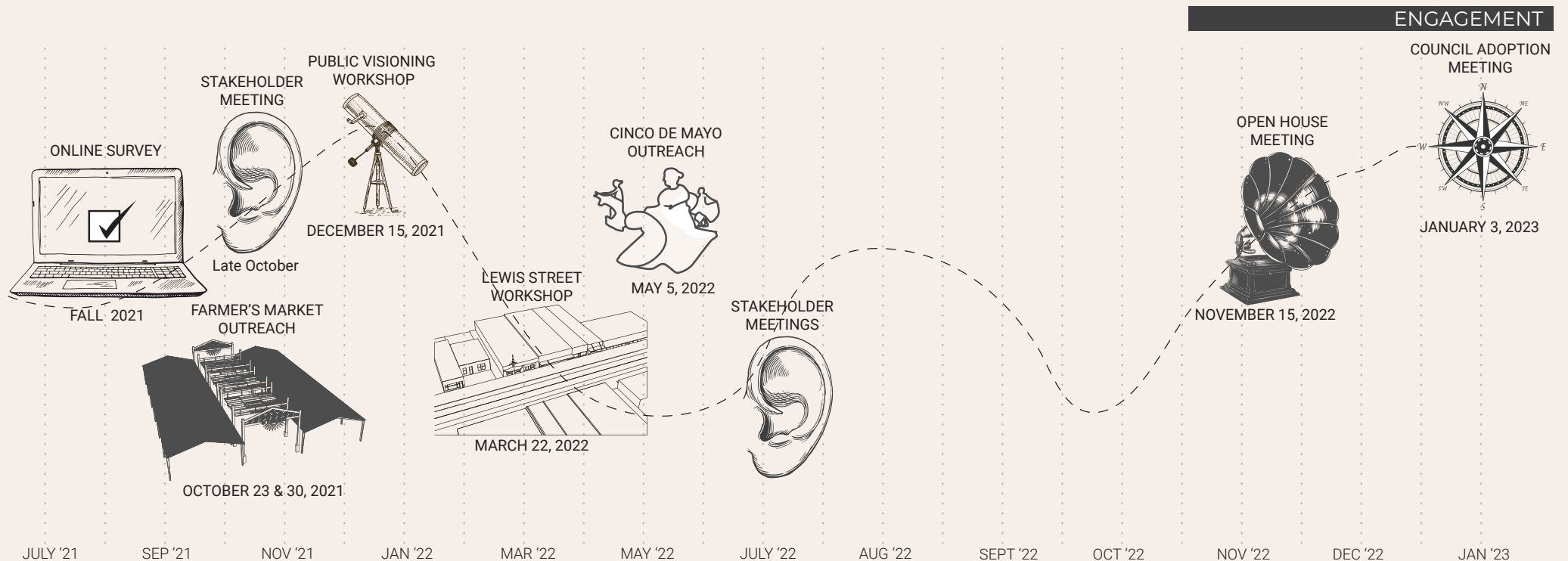
## A SAFE AND VIBRANT DOWNTOWN

Overall, workshop participants would like to see a Downtown that is safe, clean, family-friendly, and welcoming, that celebrates the vibrancy of the Pasco community.



VISIONING WORKSHOP





PUBLIC ENGAGEMENT DIAGRAM

## FINDINGS\* PARKING

Workshop participants expressed concerns about parking availability and cars stored Downtown, and would like additional options for parking.

## HOMELESSNESS

Homelessness in Downtown was discussed at length during the workshop, with participants expressing concerns about safety, disruptions to businesses, and a need for more social services for the city's unhoused population.

\*Summaries of outreach can be found in the appendix of this plan.

## UPDATED CODE AND ZONING

Public input received during the workshop supported updating municipal codes such as sign codes, streamlining permitting processes, and updating zoning Downtown.

## SUPPORT FOR SMALL BUSINESSES

Workshop participants would like to see more support for small businesses through strategies such as workshops, opportunities for funding, and small business incubators.

## MOBILITY AND CONNECTIONS

Workshop participants would like to see a better connection between Downtown and the Columbia River. They also expressed interest in bike infrastructure.

## CELEBRATING PASCO'S HISTORY AND HERITAGE

Workshop participants would like to see Downtown better highlight and celebrate Pasco's unique history and cultures. They also expressed interest in adaptive reuse to preserve Downtown's historical buildings.

**LEWIS STREETWORKSHOP**.....As part of the City's ongoing effort to develop a new Downtown Plan, a workshop about the future of Lewis Street was held at Salon Monte Carlo in Downtown Pasco on March 22, 2022 from 6 to 8pm. The workshop was attended by 34 people. It included a presentation from Framework, the lead consultants on the Downtown Plan, followed by live polling and a design exercise in small groups. The presentation

described goals for both the workshop and Lewis Street. Framework provided an overview of existing conditions on Lewis Street, as well as examples of outdoor seating opportunities and other pedestrian oriented streets whose layout could be adopted for Lewis Street. Following the design exercise, each group shared the results including assets, challenges, and images that reflect what they would like to see on Lewis Street.







LEWIS STREET WORKSHOP DESIGN EXERCISE

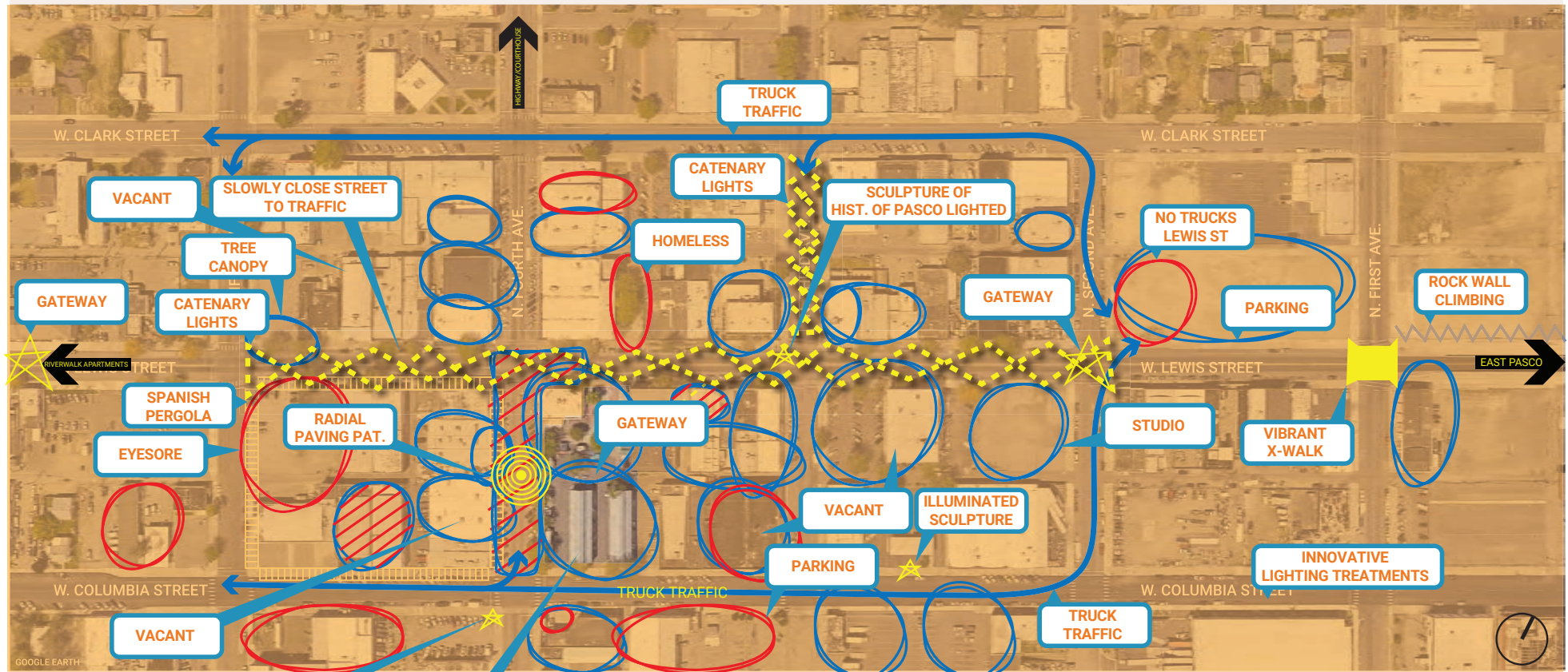
- WORKSHOP GOALS.....
- 1. HEAR WHAT THE COMMUNITY WOULD LIKE TO SEE FOR THE FUTURE OF LEWIS STREET**
  - 2. SHARE INFORMATION AND OBSERVATIONS ABOUT LEWIS STREET**
  - 3. CONSIDER ALL OPTIONS**
  - 4. INTEGRATE LEWIS STREET INTO THE DOWNTOWN MASTER PLAN.**



LEWIS STREET WORKSHOP DESIGN EXERCISE

# LEWIS STREET

## DESIGN EXERCISE COMPOSITE BASE MAP



38



### ASSETS: PLACES TO PROTECT / ENHANCE

Please note what you like about these places



### CHALLENGES: PLACES TO IMPROVE / CHANGE

Please note what you'd like to see in these places



### CONNECTIONS: ROUTES TO ADD OR IMPROVE

Please mark key connections and note if improvements should address walking, bicycling, or vehicular movement



### FUTURE DEVELOPMENT

Please cut out any images that you like and place them on the map where you'd most like to see them

RENOVATE  
SIDEWALKS

FURNITURE TO  
DISSUADE LYING DOWN

FOOD TRUCK  
FRIDAYS

BOLD  
COLORS

COHESIVE

TREES  
CONSISTENTLY GREEN

LIGHT CLARK, LEWIS,  
COLUMBIA SAME

COMPOSITE MAP OF WORKSHOP PARTICIPANT'S COMMENTS



# FINDINGS FROM VISIONING WORKSHOP

## SAFETY IS FUNDAMENTAL TO THE FUTURE SUCCESS OF LEWIS STREET

The community expressed at the workshop that Lewis Street will not be successful unless the street feels safe and welcoming for all. Suggestions such as increasing activity and uses, new lighting, and adding other streetscape elements were made to increase safety.

## MORE DIVERSITY OF USES ARE DESIRED

More restaurants, a coffee shop, and outdoor dining, are a few of the desired uses expressed by the community at the workshop and are typical of a vibrant downtown.

## TRUCK TRAFFIC SHOULD BE ROUTED AWAY FROM LEWIS STREET

Concerns were expressed about the new Lewis Street overpass and whether it will increase truck traffic on Lewis Street.

## A VARIETY OF STREETScape ELEMENTS ARE DESIRED.

Lighting, seating, landscaping, public art, trees, and other streetscape elements are highly desired by the community.



LEWIS STREET WORKSHOP LIVE POLLING

## LEWIS STREET ENHANCEMENT SHOULD SUPPORT PROPERTY INVESTMENT ALONG THE CORRIDOR

During the design exercise, many properties were identified along the Lewis Street corridor that are challenges and in need of investment to contribute to the long term vision for Lewis Street.

## ACCESS AND MOBILITY FOR BIKES IS IMPORTANT FOR DOWNTOWN

The community expressed support for bike access and mobility in Downtown, but opinions were more mixed regarding the type of bike accommodations on Lewis Street versus opportunities on other Downtown streets such as Clark Street.



LEWIS STREET WORKSHOP SMALL GROUP REPORTING







# THE PLAN: STRATEGIES & ACTIONS

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Downtown Pasco Master Plan

## 04.

## THE PLAN

## GOALS

SPS

## Active + Safe Streets + Public Spaces for All

1  
SPS

Develop a Programming Plan for Streets and Public Spaces

SPS 1.1 Peanuts Park programming

SPS 1.2 Streetscape furniture program

SPS 1.3 Peanuts Park North design and development

2  
SPS

Right-size + Enhance Downtown Streets for Activity + Mobility through Catalyst Projects

SPS 2.1 Lewis Street

SPS 2.2 W. Columbia Street

SPS 2.3 Clark Street

SPS 2.4 4<sup>th</sup> Street3  
SPS

Improve Lighting and Safety in Downtown

SPS 3.1 Develop a lighting plan for Downtown

4  
SPS

Create a Downtown Parklet Program

SPS 4.1 Create regulations to allow parklets within the public right of way by using on-street parking

SPS 4.2 Design and fund a parklet pilot program that prioritizes active uses where sidewalk widths are insufficient for sidewalk use

SPS 4.3 Develop parklet designs for parallel and angled parking stalls

5  
SPS

Improve Wayfinding in Downtown

SPS 5.1 Develop a wayfinding plan for Downtown

DTM

## Robust and Collaborative Downtown Management

1  
DTM

Establish a Formal Downtown Planning Boundary

DTM 1.1 Adopt the Downtown Planning Boundary into Comprehensive Plan

2  
DTM

Enhance the Roles of the Downtown PDA and Main Street Organization

DTM 2.1 Develop a strategic plan for the Downtown PDA that maximizes the role of the DPDA

DTM 2.2 Develop a strategic plan for the Main Street Organization

3  
DTM

Establish and Maintain Active Parking Management

DTM 3.1 Employee parking program

DTM 3.2 Parking data collection program

DTM 3.3 Parking enforcement program

4  
DTM

Actively Maintain Existing Businesses and Market and Recruit New Businesses to Diversify Uses Downtown as Desired by the Community

DTM 4.1 Develop a business retention + recruitment program as a partnership between the City and the DPA

5  
DTM

More Events Downtown

DTM 5.1 Develop an annual events plan for Downtown





## Substantial private sector development and Investments

1  
PSI

### Update Land Use and Zoning to be Helpful to Downtown

- PSI 1.1 New future land use map
- PSI 1.2 New zoning map
- PSI 1.3 Updated development standards
- PSI 1.4 Right size parking requirements for areas currently outside of the C-2 Zone
- PSI 1.5 Downtown specific signage code standards

2  
PSI

### Manage and Update Building, Development, and Street Use Codes to Support an Active Downtown

- PSI 2.1 Review code interpretations to assess whether they are consistent with the goals of the Downtown Plan
- PSI 2.2 Streamline the permit process for downtown projects

3  
PSI

### Facilitate More Housing in Downtown

- PSI 3.1 Develop concept plans for new housing downtown on opportunity sites
- PSI 3.2 Develop and implement housing strategies in downtown as part of the Housing Action Plan

4  
PSI

### Pursue Catalyst Projects and Consider Public/Private Partnerships

- PSI 4.1 430 W Columbia Street
- PSI 4.2 110 S. 4<sup>th</sup> Avenue
- PSI 4.3 Theater on Lewis Street
- PSI 4.4 Vacant building across from the Thunderbird
- PSI 4.5 Thunderbird redevelopment (parking supports private sector investment)

5  
PSI

### Facilitate Development of Opportunity Sites

- PSI 5.1 Develop a standard Request for Information and Request for Proposals to solicit interest in development of catalyst sites in Downtown Pasco
- PSI 5.2 Develop design concepts and conduct feasibility analysis for opportunity sites



## A Downtown that Reflects Pasco's Histories, Peoples, Landscape, and Cultures

1  
HPLC

### Marketing and Communication Strategy for Locals and Visitors

- HPLC 1.1 Develop a Downtown brand and logo for use in marketing and wayfinding

2  
HPLC

### Establish a Public Mural and Public Art Program

- HPLC 2.1 Modify regulations or code interpretations to allow murals
- HPLC 2.2 Establish a City-led mural program with community partners

3  
HPLC

### Integrate Sustainability and Resiliency into Downtown Actions

- HPLC 3.1 Leverage integrated stormwater technologies where appropriate
- HPLC 3.2 Integrate green infrastructure into all downtown projects
- HPLC 3.3 Maintain and promote public buildings in Downtown such as City Hall



GOAL

# Active + Safe Streets + Public Places For All

DESCRIPTION

Thriving streets and public spaces are critical to the success of downtowns. Pasco is fortunate to have to have an abundance of public space with Peanuts Park and relatively wide sidewalks on many streets. However, existing public spaces suffer from a lack of activity that contributes to people sometimes feeling unsafe in Downtown. To address these challenges, the City and its partners should implement strategies and actions to increase activity and feelings of safety. These could include additional programming, physical streetscape improvements such as lighting, seating, and streets trees, and the right-sizing of Downtown streets to improve the experience for pedestrians and bicyclists while accommodating vehicle access needs. The existing street grid pattern provides an opportunity to meet all of these related goals for Downtown.



GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Develop a programming plan for streets and public places
DESCRIPTION:	Successful urban streets enable a variety of activities and things to do that go beyond the physical design of the street. The best streets often combine a high-quality physical design, ample public space, thriving local businesses, and programming of activities which is often led by the downtown organization and other community organizations. Programming activities may include downtown events such as live music or a food festival, outdoor seating or parklets, outdoor dining, games, interactive public art, temporary water features, and food truck events. Some programming activities could be led by the DPDA while others could be focused on supporting the local businesses. For example, outdoor seating could be provided for business activities and public use.



GIVING PEOPLE MULTIPLE OPTIONS TO ENGAGE A SPACE CREATES VIBRANCY

1.1  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Develop a programming plan for streets and public places
ACTION:	Peanuts Parking Programing

**DESCRIPTION:** The new Peanuts Park can be a “game-changer” for Downtown Pasco. In order to live up to its potential, the park will need to be well-managed and full of activities. The design of the park supports an activated space that accommodates markets, food trucks, and special events.

The Downtown Plan recommends a concentrated effort to program Peanuts Park, enlisting City staff (Parks Department?), PDA staff, community organizations, and private enterprises to have activities available on a daily basis and a series of special events.

The park should have a daily presence of stewards who offer activities and provide “eyes on the park.” A stewardship presence could include a coffee stand run by a private vendor, and a PDA or City staff member who can offer and manage activities. This strategy has proved successful in many public spaces that had suffered from safety issues, providing positive things for people to do such as ping pong, large chess games, reading materials, etc. The park can offer space to community groups for gatherings and activities, which both supports these groups and keeps the park lively. Peanuts Park could be used for exercise and dance classes, senior and intergenerational activities, music and dance performances, youth camps, art classes and displays, and markets of various kinds.

There is a benefit to working with nearby businesses on ways for them to take advantage of the park for their businesses, so that some of the activation can be done by private sector uses, taking the full burden off of PDA and City staff. However, proactive management of the space and communication/marketing of events is key to the success of Peanuts Park and the downtown.



ARTS PROGRAMMING ACTIVATING A PLAZA



WORLD CUP VIEWING TRANSFORMS AN ALLEY



1.2  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Develop a programming plan for streets and public places
ACTION:	Streetscape Furniture Programming

**DESCRIPTION:** The ability to organically gather for a conversation, enjoy a coffee, or read a book is an essential element of a vibrant and welcoming streetscape. Successful configurations of street furnishings include both fixed and flexible elements. Streetscape furnishings at set intervals along the vegetation and furnishing zone of the right of way give a sense of rhythm and cohesiveness that add to a distinctive sense of place. Therefore, fixed furnishings should be of the same manufacturer and type with design elements that contribute toward the overall character of Downtown.

Flexibility is also important. Being able to move and configure chairs and cafe tables can provide agency and convenience for different events or circumstances. Flexible furnishings give streetscapes a sense of spontaneity that further activates them and makes them places people want to spend time in. Different styles of chairs and tables representing each business owners' unique taste adds diversity and richness to the streetscape.

Flexible street furnishings should occupy outdoor café spaces in the frontage and landscape furniture zones in accordance with the outdoor dining code requirements. Additionally, flexible street furnishings should be deployed in plaza spaces to activate social gatherings.

BENCHES....



COPENHAGEN BENCH FROM FORMS+SURFACES

TRASH RECEPTACLE....



URBAN RENAISSANCE FROM FORMS+SURFACES

PLANTERS....



ASPECT FROM  
KORNEGAY DESIGN



CIRQUE FROM  
KORNEGAY DESIGN



DUNE FROM  
KORNEGAY DESIGN

FLEXIBLE FURNISHINGS.....



FLEXIBLE STREET FURNISHINGS



1.3  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Develop a programming plan for streets and public places
ACTION:	Peanuts Park North Design and Development

**DESCRIPTION:** Peanuts Park spans the north and south sides of Lewis Street in the heart of Downtown. The main part of the park is between W Lewis St and W Columbia St along N 4th Avenue and a major renovation was completed in 2022. The portion of the park that is north of W Lewis St has not been improved. Some elements considered for the Peanuts Park renovation in 2022, such as the spray park, did not go forward, and could be incorporated into improvements on the north side. Other potential improvements include an outdoor public art gallery, murals, lighting, seating, landscaping, and other programming.

Both sides of peanuts park will be a huge asset to both visitors and businesses once downtown becomes more vibrant. Public space acts as additional take-out dinning space for small food/drink retailers that don't have much dine-in space.



NORTH SIDE OF PEANUTS PARK

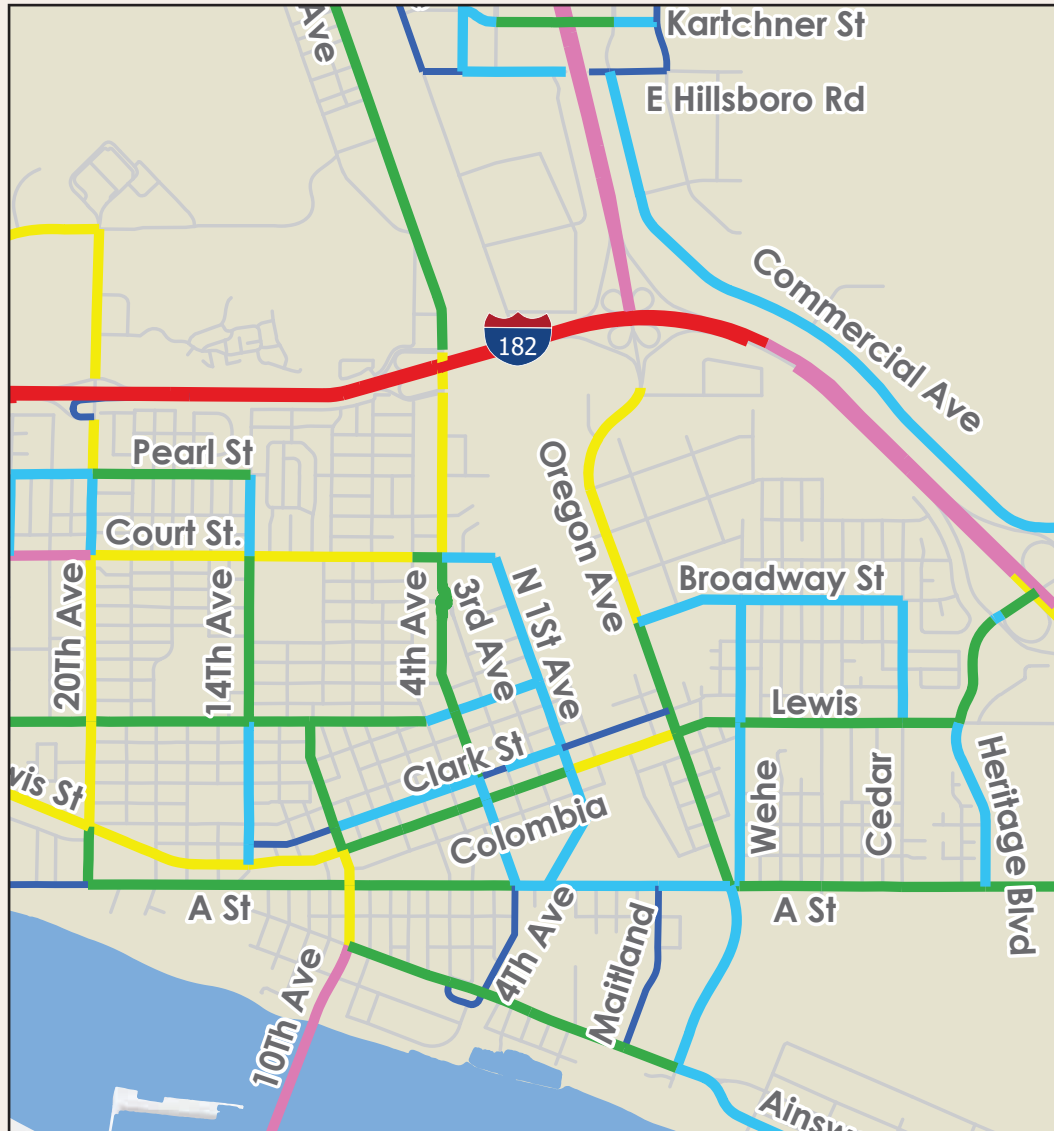






GOAL: Active and Safe Streets and Public Places for All

ACTION: Right-size and enhance downtown streets for activity and mobility through catalyst projects



**DESCRIPTION:**

Pasco's downtown streets are fundamental to the success of Downtown. Both the amount and quality of public space contribute to the pedestrian experience, economic opportunities for use of the right of way, and a feeling of safety and security in Downtown, which is a high priority for the community. The most successful downtowns create synergy between the design of the street and development and activity at the edges. A "well-designed street" with wide sidewalks and streetscape amenities will not be desirable without active edges most often created by downtown businesses but also other public spaces like Peanuts Park. The downtown businesses, many unique to Pasco, give people a reason to come downtown. The streets provide access, economic opportunity, and set the tone for the downtown experience. Many of Pasco's downtown streets have good qualities such as wide sidewalks, local businesses, on-street parking, street trees. But challenges exist as well, including oversized travel lanes, lack of active uses at the street level, poor lighting, lack of street trees and landscape, and limited activities such as outdoor dining and retail displays. Downtown streets carry relatively low traffic volumes and in some cases are oversized for anticipated traffic.

**All Day Traffic Counts**

- Less than 1,000
- 1,000 to 5,000
- 5,000 to 10,000
- 10,000 to 20,000
- 20,000 to 30,000
- 30,000 to 40,000
- More than 40,000
- No Count Data

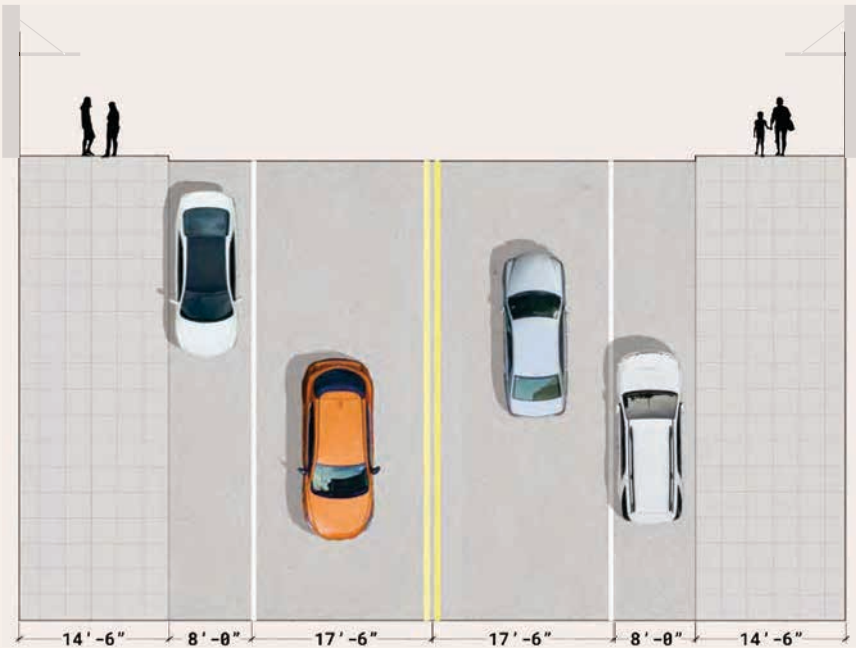
ALL DAY TRAFFIC COUNTS FROM CITY OF PASCO COMPREHENSIVE PLAN. MAP LAST UPDATED MAY 14, 2020. NOTE THAT TRAFFIC DATA IS INFLUENCED BY COVID-19 PANDEMIC IMPACT



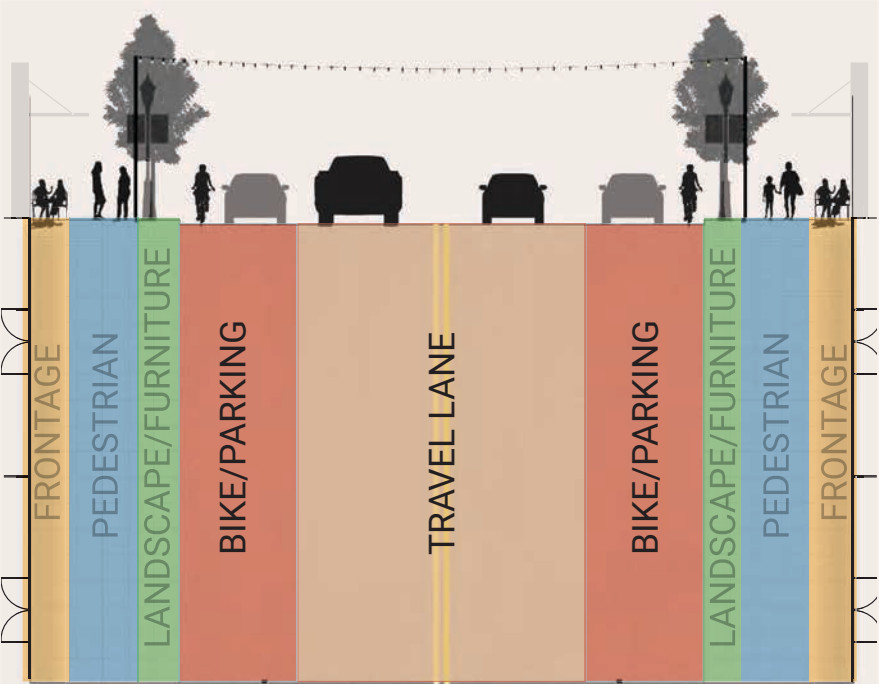
GOAL:	Active and Safe Streets and Public Places for All
ACTION:	Right-size and enhance downtown streets for activity and mobility through catalyst projects

The street concept plans specifically address the challenges noted above and support the vision and goals of the plan and community input. However, additional public engagement including continued direct stakeholder outreach will be required to move these projects forward. The purpose of the street concept plans is to address the design and function of downtown streets as it relates to the goals of the Downtown Plan and with the understanding that these are concept designs. The street concept plans were developed while

considering the function of all downtown streets such as existing and planned land uses, parking and access, bike facilities and network, and opportunities for improvements that could be done quickly and are low cost. Right-sizing streets does not always require an expensive capital project and can often be achieved through re-striping and targeted improvements. These concepts should be carried forward based on the master plan framework and in collaboration with the community and downtown stakeholders.



BASELINE CONDITIONS



TARGETED COMPLETE STREET ELEMENTS

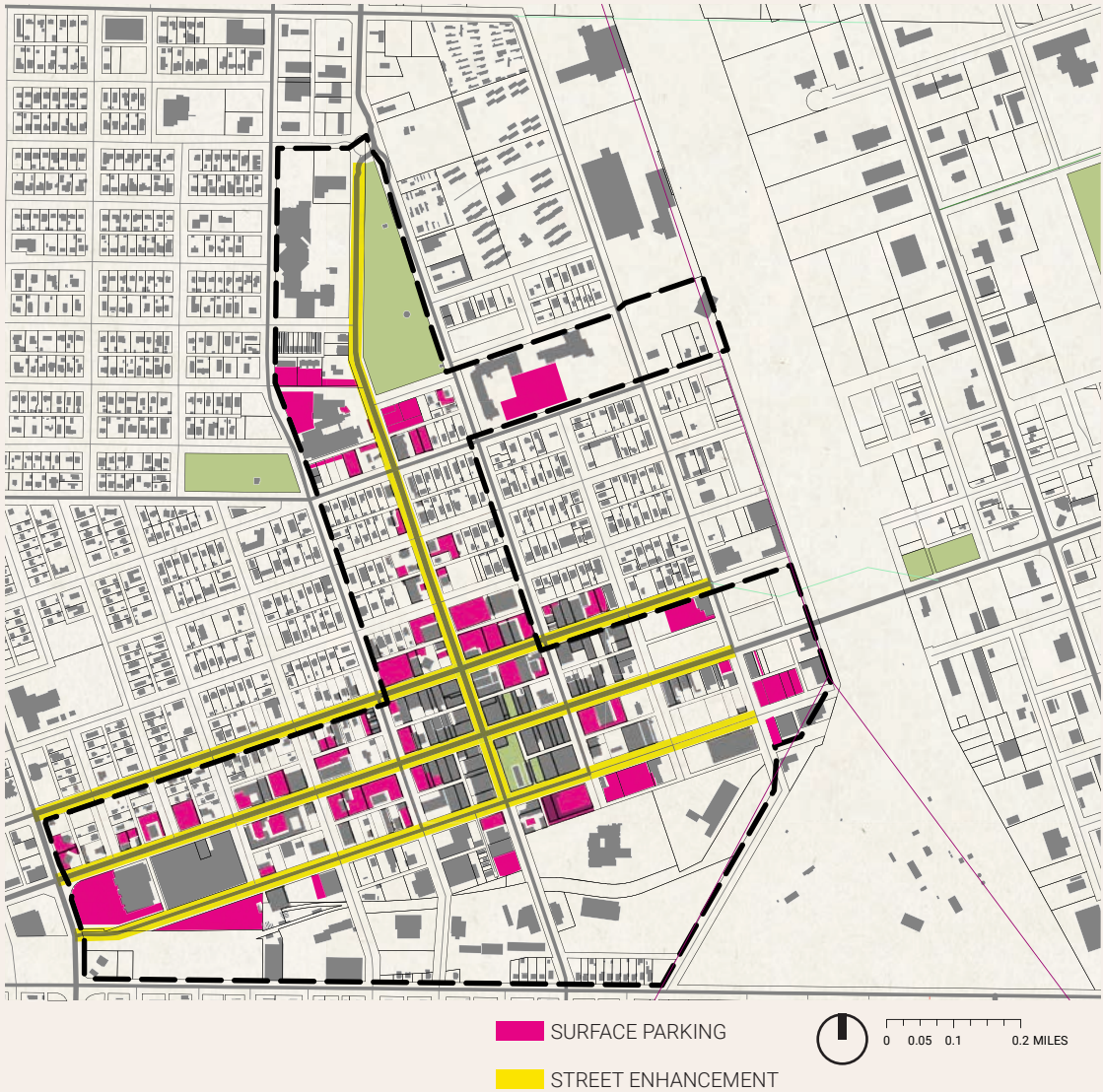




GOAL: Active and Safe Streets and Public Places for All

ACTION: Right-size and enhance downtown streets for activity and mobility through catalyst projects

**STREET ENHANCEMENT ANALYSIS...**The conversion from parallel to angled on-street parking generally results in a net change of 35% in the parking supply. The concept for Clark Street includes conversions to both angled and parallel parking resulting in a modest change in the supply resulting in an increase of approximately 4 stalls. In addition, the concept for adding public parking to the former Thunderbird site would result in approximately 80 stalls which can provide some flexibility as the street concepts are further refined and may result in additional changes to parking configuration. It's important to note that the street concept plans do not propose any elimination of parking as a curb-side use (except in limited circumstances for parklets where sidewalks are narrow).



52

Clark Street		
	Existing	Proposed
Parallel	177	151
Angled	78	108
Total	255	259

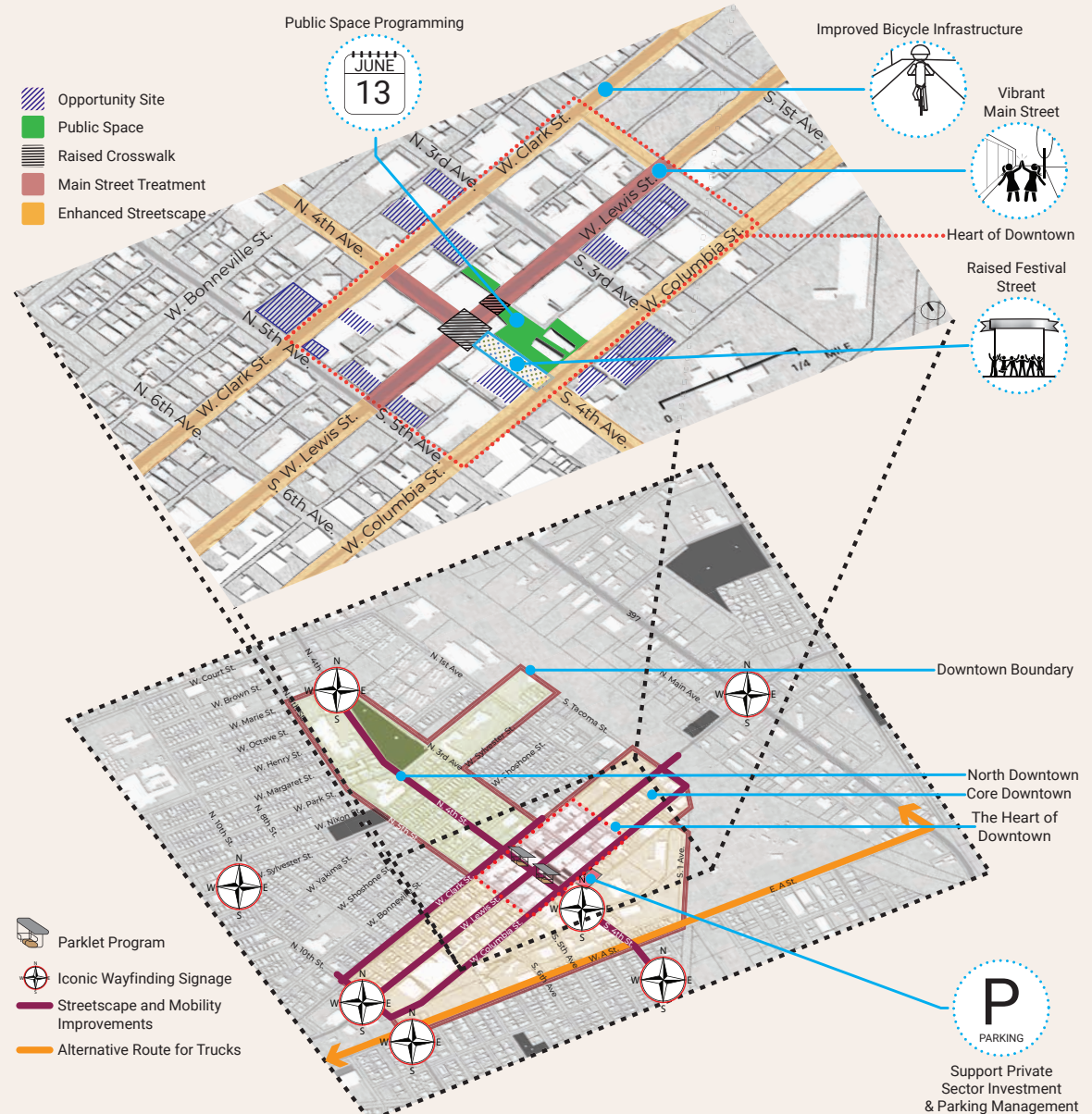


**GOAL:** Active and Safe Streets and Public Places for All

**ACTION:** Right-size and enhance downtown streets for activity and mobility through catalyst projects

### STREET ENHANCEMENT ANALYSIS....

The upper diagram to the right indicates the focus of streets selected for enhancement within the Downtown Boundary. The lower diagram, in addition to showing streetscape extents, also locates wayfinding signage to direct visitors to Downtown Pasco.



LEVELS 2 & 3 OF FRAMEWORK PLAN



2.1  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Right-size and enhance downtown streets for activity and mobility through catalyst projects
ACTION:	Lewis Street

**DESCRIPTION:** W Lewis St function as Downtown’s “main street” with the highest concentration of active street level retail uses, wider sidewalks, and consistent building frontages. The current design of W Lewis St includes two 17’ travel lanes that are much wider than needed and may contribute to higher vehicle speeds, reckless driving, and potential conflicts with pedestrians. W Lewis St should be “right-sized” to allocate more space for pedestrians by widening sidewalks, narrowing travel lanes, maintaining on-street parking, adding mid-block crossings where appropriate, and streetscape improvements. Streetscape improvements could include new street trees, pedestrian and artistic lighting, street furniture, and ample space for businesses to use the right of way for activities such as outdoor dining and retail displays.



LEWIS ST. EXISTING CONDITIONS





LEWIS ST. CONCEPT





56

LEWIS ST. CONCEPT AT NIGHT









2.2  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Right-size and enhance downtown streets for activity and mobility through catalyst projects
ACTION:	Columbia Street

**DESCRIPTION:** W Columbia St has more of a business and industrial character but has less active street-level retail than W Lewis St despite wide sidewalks and on-street parking. The two travel lanes are 13' wide and should be reduced to slow vehicle speeds to support pedestrian activity and safety. As W Columbia St transitions over time to more active uses there are opportunities to improve the existing sidewalks and streetscape with street trees, seating and furniture, landscape, public art, and lighting. Improvements could be required as frontage improvements as properties redevelop or as a City-led public works projects. The concept for W Columbia St reduces the travel lanes to 11' and adds an eastbound protected bike lane to the south side

while maintaining the same configuration of on-street parking. Traveling westbound, a "sharrow" has been added, as a cycle track is also proposed on W Clark St. The westbound protected bike lane would provide access to Downtown for bicyclists arriving to downtown via the Ed Hendler cable bridge. Engineering is required to determine if the same on-street parking configuration could be maintained with the addition of the protected bike lane. Another option is to convert the south side of the street to parallel parking and add protected bike lanes in both directions while reducing the width of the travel lanes. Additional outreach to the business and property owners along the corridor is recommended prior to finalizing the design.



COLUMBIA ST. EXISTING CONDITIONS

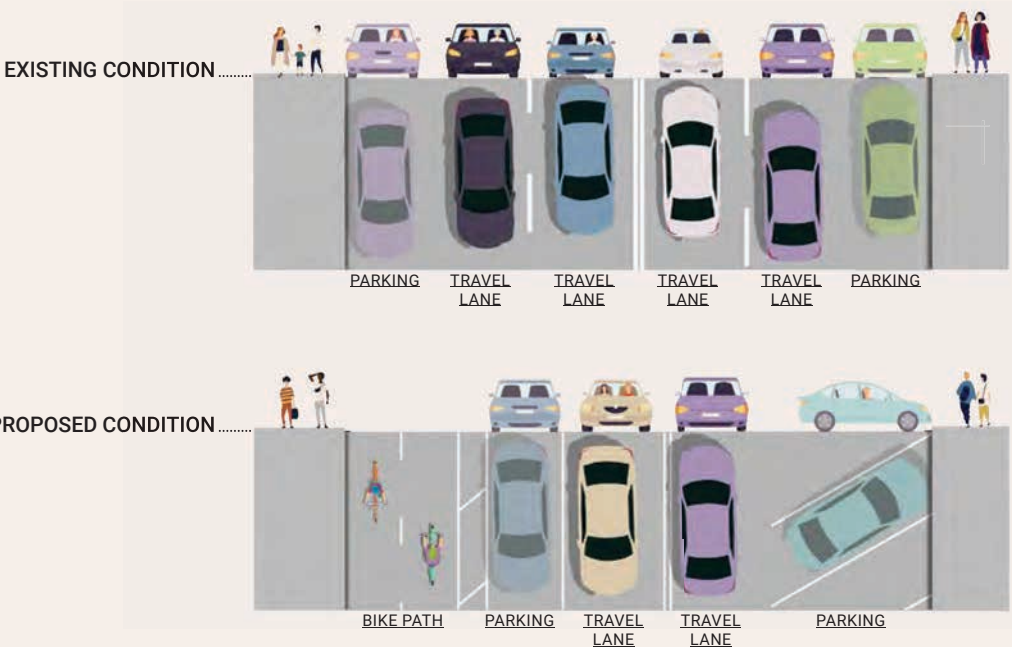
2.3  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Right-size and enhance downtown streets for activity and mobility through catalyst projects
ACTION:	West Clark Street

**DESCRIPTION:** W Clark St has more varied land uses and has some of the same qualities as both W Lewis St and W Columbia St in addition to portions that are substantially residential in the western segment. The portions of W Clark Street to the east of 5th Ave N have two travel lanes, and west of 5th Ave N has 4 travel lanes. The more varied land use than on W Lewis Street and opportunity to reduce the travel lanes from four to two on the western segment make W Columbia a great option for a cycle-track for bicyclists. A cycle-track provides two-way travel and would be protected from vehicles with planters and on-street parking. Protected bike facilities are safer for bicyclists of all ages and abilities to access Downtown. The blocks on the western segment are large and many properties do not have curb cuts. The “road diet” concept would allow for angled on-street parking (west of N 5th Ave) and the eastern segment would have two lanes of parallel parking as shown in the concept design.



CLARK ST. EXISTING CONDITIONS



WEST CLARK ST. PROPOSED FOUR LANE TO TWO LANE CONCEPT





W CLARK ST. PROPOSED

2.4  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Right-size and enhance downtown streets for activity and mobility through catalyst projects
ACTION:	4 <sup>th</sup> Avenue North of Lewis St.

**DESCRIPTION:** N 4th Ave is an important north/south connection to and through Downtown connecting the highway to the north to the Columbia River to the South. N 4th Ave has a varied character and land uses along the corridor and the design of the street should similarly be varied to respond to the conditions along the street. In the heart of Downtown near

W Lewis Street the street has narrower sidewalks than other streets and two rows of angled parking. N 4th Ave is a good candidate for protected bike lanes to provide access to Downtown and a connection to the Columbia River. Converting angled parking to parallel parking would allow for wider sidewalks and bike facilities in the heart of Downtown.





EXAMPLE OF BIKE PATH



N. 4TH ST. PROPOSED



2.4  
SPS

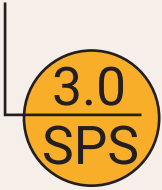
GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Right-size and enhance downtown streets for activity and mobility through catalyst projects
ACTION:	4th Ave. Festival Street

**DESCRIPTION:** A festival street is proposed for the block between W Lewis St and W Columbia St adjacent to Peanuts Park. The festival street could initially be implemented with paint, parklets, programming of activities, and flexibility to close the street to vehicles at certain times such as larger events. Long-term, the block could be redeveloped as a curbless street (where the street and sidewalk are at the same grade) with artistic paving, lighting, trees, landscaping, seating, and places for business activity.





N. 4TH ST. FESTIVAL STREET TYPICAL DAY



**GOAL:** Active and Safe Streets and Public Places for All

**ACTION:** Improve lighting and safety in Downtown

**DESCRIPTION:** Lighting is an important issue for achieving the community's priorities for Downtown, addressing safety, Downtown character, and retail vitality. The Plan recommends improvements for pedestrian lighting and for lighting that will add character and vibrancy to the Downtown after dark. Pedestrian lighting is focused on the sidewalk, and on visibility for people walking, rather than emphasizing lighting levels on drive lanes. New pedestrian lighting should be part of improvements to Lewis Street, and should set a design standard for Downtown.



LIGHTING WITH A PEDESTRIAN SCALE FEEL



3.1

SPS

GOAL:	Active and Safe Streets and Public Places for All	
STRATEGY:	Improve Lighting and Safety in Downtown	
ACTION:	Develop a lighting plan for Downtown	
DESCRIPTION:	<p>The City and the DPDA should lead development of a lighting plan for Downtown. The plan should address all lighting in Downtown streets and public spaces as well as an proposed changes to lighting regulations in Downtown. Recommended character lighting is overhead lighting that creates a distinctive entry to</p>	<p>Downtown. The lighting can be on catenary wires supported by new poles for the pedestrian lighting. The gateway lighting should include elements that are visible during the day as well.</p>





**GOAL:** Active and Safe Streets and Public Places for All

**STRATEGY:** Create a Downtown Parklet Program

**DESCRIPTION:** Many cities are making new use of space in the right-of-way, selectively turning extra parking spaces, sidewalk, and roadway area into places with landscaping, seating, and outdoor dining. These spaces serve as small public spaces, or “parklets,” that enliven neighborhoods and support local businesses.

Because these spaces are located in the City-owned right-of-way, parklets and sidewalk cafes are subject to City regulation. With the popularity of parklets in recent years, and especially as Covid encouraged more use of outdoor public space, there are many examples of how these uses can be effectively regulated and managed.

The Downtown Master Plan recommends that the City of Pasco create a new set of policies and concept designs that allow and encourage ways for sidewalks and targeted parking spaces to be enlivened by adjacent businesses.







PARKLET ACTIVATES THE SIDEWALK



LIGHTING ADDS AMBIANCE AND CHARM



PARKLETS CAN ALSO FUNCTION AS CURB BUMP OUTS SLOWING TRAFFIC



MOBILE PARKLET



4.1  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Create a Downtown Parklet Program
ACTION:	Create regulations to allow parklets within the public right of way by using on-street parking

**DESCRIPTION:** Some Downtown streets have narrower sidewalks that do not allow for seating, outdoor dining, or other streetscape elements. 4th Ave N between W Clark St and W Columbia St has narrower sidewalks and businesses would benefit from opportunities to use parklets for outdoor dining and business activities. Parklets are not currently authorized in the City of Pasco Municipal Code and new regulations would need to be adopted to implement the program. The regulations may address the locations, size, configuration, construction, and management of parklets.



PARKLET OUTSIDE RESTAURANT

4.2  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Create a Downtown Parklet Program
ACTION:	Design and fund a parklet pilot program that prioritizes active uses where sidewalk widths are insufficient for sidewalk use

<b>DESCRIPTION:</b> The parklet program could initially be implemented as a City-led program to maintain consistency in the design and management, while providing an incentive for businesses to contribute to activating the street with a parklet. The parklet program should prioritize areas where the sidewalks are inadequate for business	use and prioritize activation of sidewalks where feasible. To move forward the City will need to develop the program and, budget including maintenance. The parklets should be located near businesses that see a benefit in having a parklet and should be used for business activity during	certain hours and as public seating/ space at other times. The City should solicit applications from downtown businesses to have a parklet located in front of their business.
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## 4.3 SPS

**GOAL:** Active and Safe Streets and Public Places for All

**STRATEGY:** Create a downtown parklet program

**ACTION:** Develop parklets designs for parallel and angled parking stalls

**DESCRIPTION:**

The City should develop concept designs for a City-led parklet program for the use of both parallel and angled parking stalls. The concept designs should include high quality materials, integration of landscape and public art, and ensure safe use of the public right of way as additional public space.



SPECIALTY KITCHEN PARKLET CONCEPT



**GOAL:** Active and Safe Streets and Public Places for All

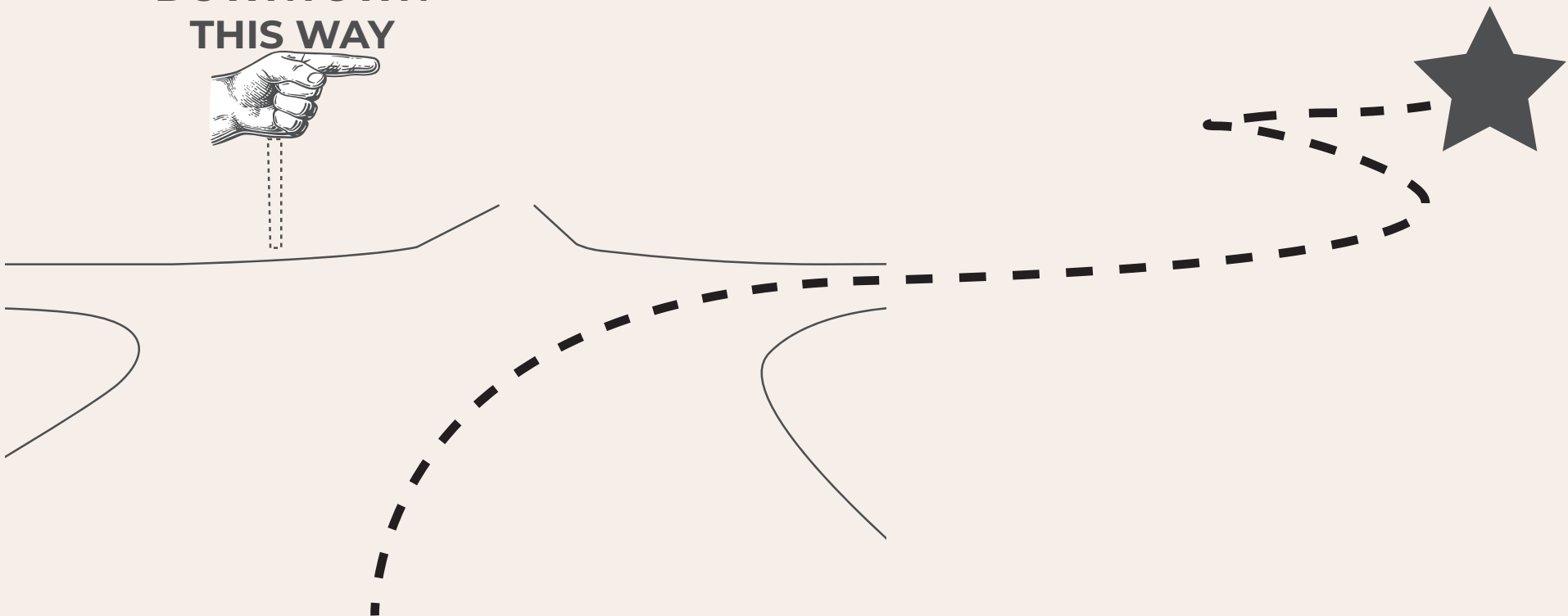
**STRATEGY:** Improve Wayfinding in Downtown

**DESCRIPTION:** Pasco's systems of movement for cars, trucks, cyclists, and pedestrians have the challenges of multiple grid patterns and limited access across the river and the railroad. One consequence of the geography and the historic layout is that Downtown is difficult to find. Pasco has considered wayfinding improvements for the city as a whole and its place among the Tri-Cities. The Downtown Plan is supportive of the regional and city-wide efforts, but recommends specific wayfinding elements that help people traveling in all modes to make the best choices for routes in the downtown area, and to encourage people to visit and patronize Downtown Pasco.

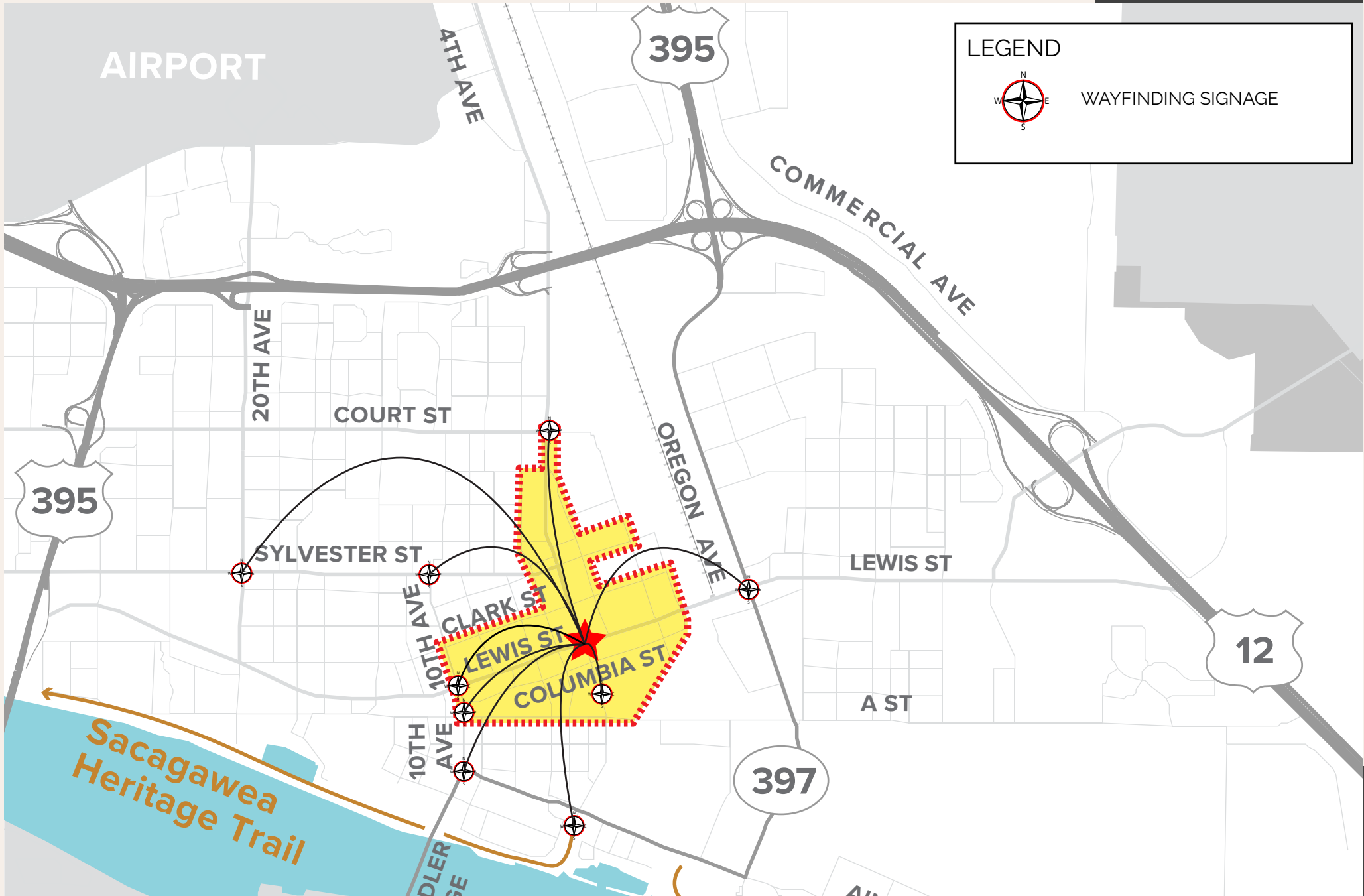
## DOWNTOWN THIS WAY



72





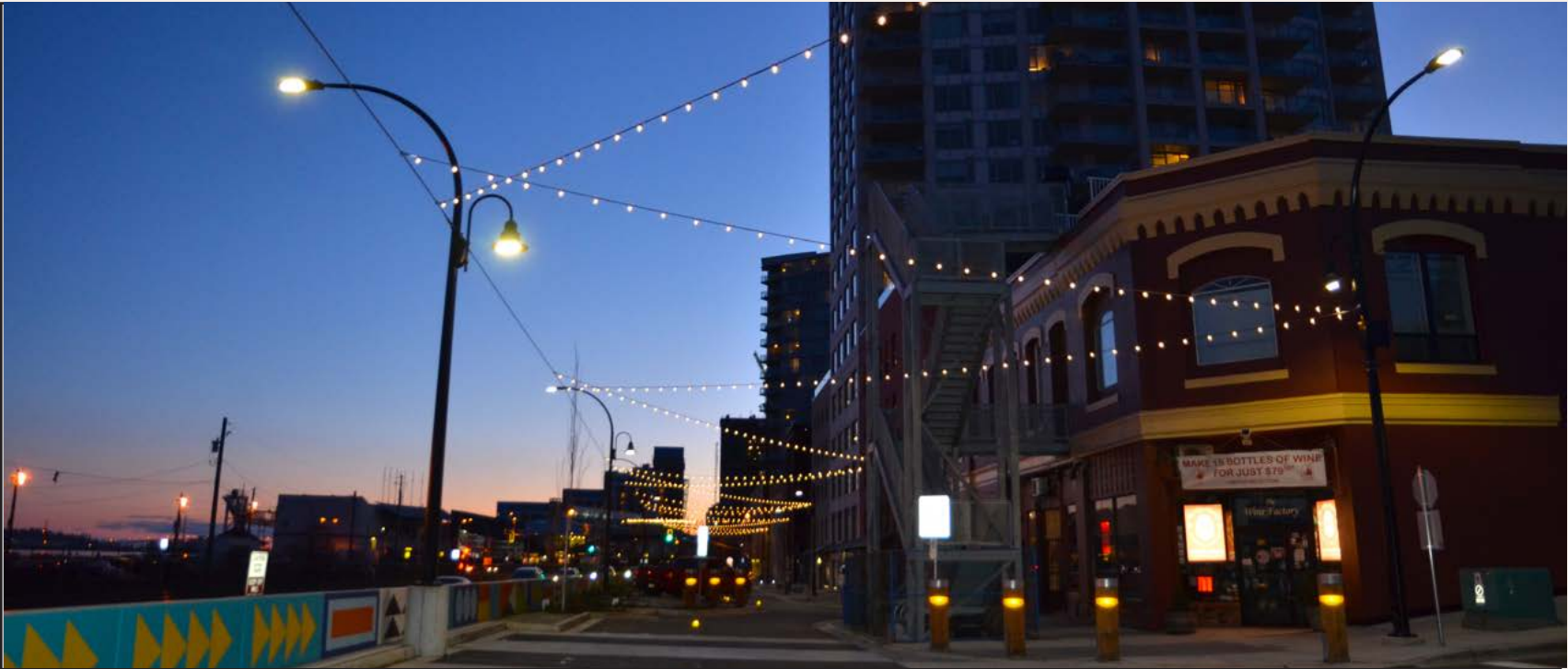


WAYFINDING LOCATIONS POINTING TO DOWNTOWN

5.1  
SPS

GOAL:	Active and Safe Streets and Public Places for All
STRATEGY:	Develop a Wayfinding Plan and Program
ACTION:	Develop a wayfinding plan for Downtown

**DESCRIPTION:** To this end, the Plan recommends a series of strategically located iconic markers that serve as wayfinding signs to help people find their way to truck routes, bicycle routes, and Downtown. These markers would also be memorable artistic pieces that help define Downtown’s character and presence. Many vehicles from Kennewick and the south come across the river to Downtown across the beautiful cable stayed bridge (Ed Hendler Bridge) along 10th. We propose wayfinding icons that mark the preferred truck route on A Street (verify), the route that accommodates cyclists on Columbia, and Lewis Street as the primary route into Downtown. From the north, the entry to Downtown is at the roundabout where 3rd and 4th come together, with the locomotive engine as an iconic piece in itself. This location could be formalized as an entry into Downtown. From the east, the new overpass will serve as a gateway to Downtown. We have heard concerns about potential speed of vehicles entering the pedestrian-oriented area of Downtown from the overpass, and a strong signaling of a pedestrian district could help reduce vehicle speeds on Lewis. Wayfinding is very much



CATENARY LIGHTS SERVE AS A DISTINCTIVE TOOL FOR WAYFINDING



PEDESTRIAN WAYFINDING



WAYFINDING AS BOTH LANDMARK AND STREET FURNISHING

needed from the river, especially to bring people on the Sacajawea Trail (verify) into Downtown. The iconic markers should be part of a recognizable set of wayfinding elements, but specific to each location.

In addition to the wayfinding that helps people find Downtown, the arrival into Downtown should be clear and character-defining. The suggested way of demarcating Downtown would be overhead lights that cross the streets from new light poles (see visualization). Initially, this lighting could be installed at gateway locations, but over time more locations could be added, highlighting areas of activity.





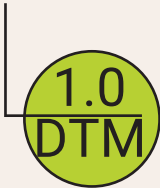
GOAL

# Robust and Collaborative Downtown Management

DESCRIPTION

The work to manage and improve a downtown is never complete and an active downtown management program, typically based on the Main Street Program, is critical to the long-term success of the downtown. Downtown management programs provide the funding and organization to make downtown a high priority for the community and region, and to support local businesses.

The City is fortunate to have the DPDA as a partner and should continue working with the DPDA to strengthen its role as both a PDA and as Downtown Pasco's downtown management organization. The downtown management program should include the main street organizations "four point approach" to address organization, economic restructuring, promotion, and design. All four points must be addressed to be successful.



GOAL:	Robust and Collaborative Downtown Management
STRATEGY:	Establish a formal Downtown Planning Boundary
DESCRIPTION:	The proposed Downtown planning boundary will expand and refocus the work of the City and the DPDA beyond the currently defined boundary for the DPDA. The proposed planning boundary is the area where the City's Main Street Program will operate and could lead to a change to the DPDA boundary to expand the area where they conduct activities.

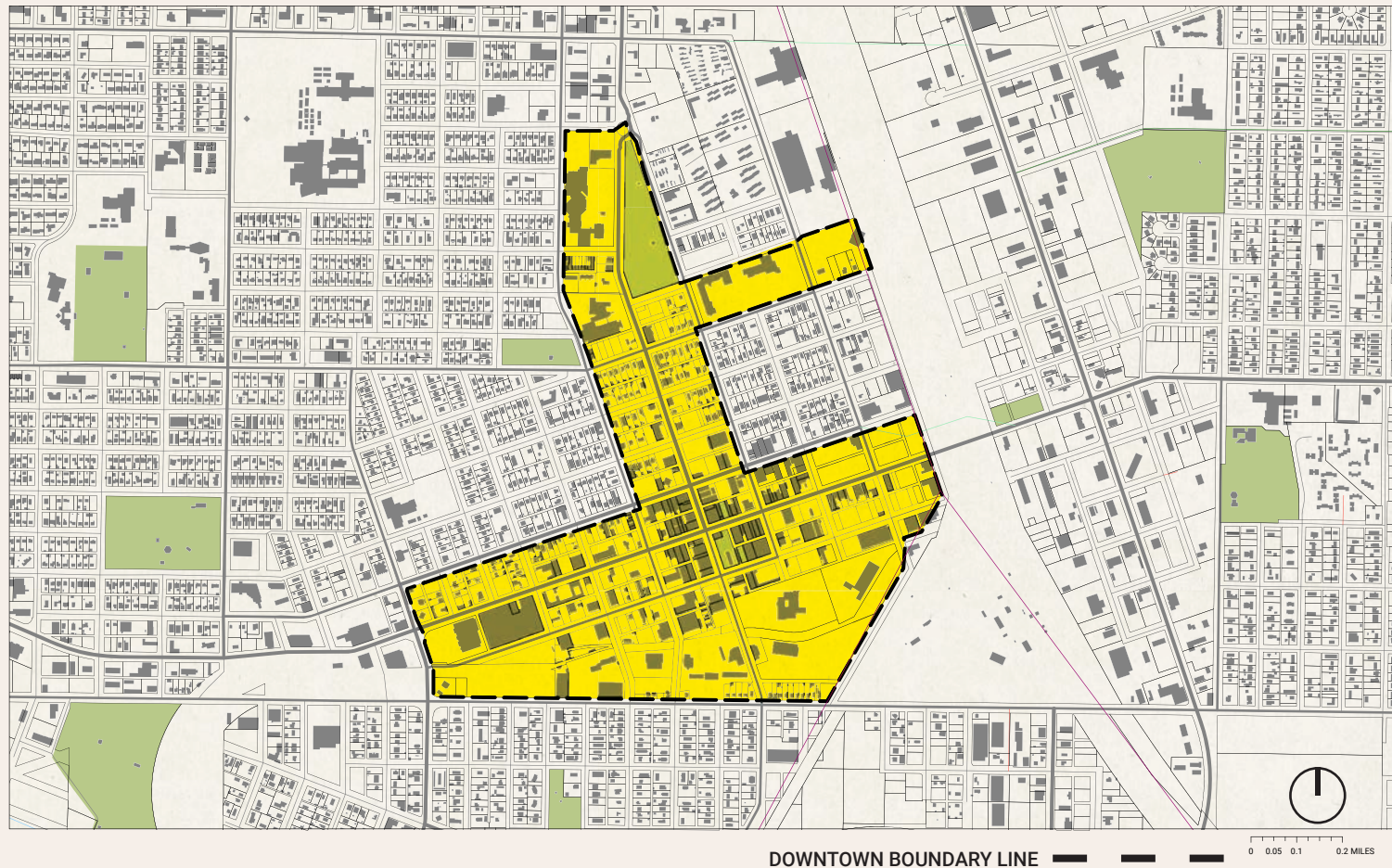
1.1  
DTM

**GOAL:** Robust and Collaborative Downtown Management

**STRATEGY:** Establish a Formal Downtown Planning Boundary

**ACTION:** Adopt the Downtown Planning Boundary into Comprehensive Plan

**DESCRIPTION:** The City has not previously had a formal Downtown planning boundary. The Downtown Public Development Authority has an official boundary for the area in which conducts business, but there was not an established boundary for the purposes of the Downtown Master Plan or related elements. The proposed future land-use map amendment would create a new land use category called "Downtown." Encompassing the area designated below in Figure 1, this would become the formal Downtown planning boundary.





GOAL:	Robust and Collaborative Downtown Management
STRATEGY:	Enhance the roles of the Downtown PDA and Main Street Organization

**DESCRIPTION:** It is unusual for a downtown organization to also be structured as a PDA. The DPDA has capabilities under state law that are not typically available to a downtown organization, such as real estate development and managing cultural facilities, which are not currently being used. The DPDA and the Main Street Organization are currently operating with a single board that oversees both the operations of the DPDA and main street organization. Both of these organizations would benefit from more distinct and enhanced roles in managing downtown and implementing the Downtown Plan.



DOWNTOWN PASCO DEVELOPMENT AUTHORITY LED BANNERS



DOWNTOWN PASCO DEVELOPMENT AUTHORITY CO-CREATED THE SPECIALTY KITCHEN



# 2.1 DTM

GOAL:	Robust and Collaborative Downtown Management
STRATEGY:	Enhance the Roles of the Downtown PDA and Main Street Organization
ACTION:	Develop a Strategic Plan for the Downtown PDA that Maximizes the role of the DPDA

**DESCRIPTION:** Public Development Authorities (PDAs) are entities authorized under Washington State Law (RCW 35.21.730-.759) that have powerful capabilities. They are semi-governmental bodies, under the auspices of a City, County, or the State, and in the case of Pasco's PDA, under the authority of the City of Pasco. PDAs may construct and manage properties, receive properties from government agencies, be given tax-deductible contributions by individuals, and many other powers per their charter. They are governed by a Board of Directors, selected by a process outlined in their charter, and may have a "constituency" of the public that participates in the activities and decision-making of the PDA. Some well-known PDAs in the State include Seattle's Pike Place Market and King County's 4Culture, which distributes funding to artists and cultural organizations.

Downtown Pasco's PDA manages the Farmers Market, which runs weekly from May to October, holds other events, and serves as the downtown organization for Pasco.

The Downtown Plan encourages the PDA to strengthen and expand its role in Pasco, taking advantage of the powers granted by the State to make desired improvements in the Downtown. The PDA could take a lead role in activating public space, including Peanuts Park, in managing cultural space (such as a renovation of the historic theater), and even in developing and managing affordable housing on catalyst sites. The development of a new strategic plan would provide an opportunity to define and expand the role of the PDA to further the vision and goals for Downtown.



DOWNTOWN PASCO POST OFFICE



QUINCEÑERA DRESS SHOP

2.2  
DTM

GOAL:	Robust and Collaborative Downtown Management
STRATEGY:	Enhance the Roles of the Downtown PDA and Main Street Organization
ACTION:	Develop a Strategic Plan for the Main Street Organization
DESCRIPTION:	The Downtown PDA also serves as the Main Street Organization for Downtown Pasco. The City and the DPDA should collaboratively develop a strategic plan for the Main Street organization that focuses on the main street approach and supports the vision and goals of the Downtown Plan. The plan should address the distinct role of the Main Street Organization, and actions that are necessary to support plan implementation and effective downtown management over time.



MAIN STREET AMERICA'S FOUR POINTS

3.0

DTM

GOAL:	Robust and Collaborative Downtown Management	
STRATEGY:	Establish and Maintain Active Parking Management	
DESCRIPTION:	Parking in downtowns is unique due to the competing needs for access to downtown and mix of on- and off-street parking. The City currently responsible for managing on-street parking such as time limits, enforcement, street maintenance, and monitoring conditions. The City recently completed a parking study of	downtown that always showed wide availability of on-street parking in the heart of downtown. However, the data collection was limited to two days on a weekday and Saturday. The study looked primarily at parking occupancy and did not address other common downtown parking challenges such as employees parking in on-street

stalls more than the time limits. On-street parking is the most highly sought-after and valuable parking in downtowns and should be prioritized for convenient customer and visitor access with long-term parking such as for employees occurring in off-street parking or streets with less activity and demand for parking.

3.1

DTM

GOAL:	Robust and Collaborative Downtown Management	
STRATEGY:	Establish and Maintain Active Parking Management	
ACTION:	Employee Parking Program	
DESCRIPTION:	Many downtowns, typically through a partnership between the City and the downtown organization, have established successful employee parking programs. Employee parking programs provide more predictability to employees, can make use of parking that is underutilized, and prioritize safe locations and routes in downtown between parking and places of employment. Employee parking could be implemented with parking permits	for either on- or off-street locations. The redevelopment of the former Thunderbird Motel could provide new off-street parking for an employee parking program. The City and/or the DPDA should conduct a survey of existing businesses to determine where their employees currently park and if there is interest in participating in a downtown employee parking program.



3.2  
DTM

GOAL:	Robust and Collaborative Downtown Management
STRATEGY:	Establish and Maintain Active Parking Management
ACTION:	Parking Data Collection Program

DESCRIPTION:	<p>Parking management decisions in Downtown Pasco should be informed by the routine collection of parking data with a focus on public on-street parking. Collecting and analyzing parking data will inform the development and modification of parking management strategies over time to improve efficiency and avoid conflicts between different users of parking. Parking occupancy counts should be conducted on-street and in</p>	<p>public parking lots in the Downtown core at least quarterly. As needed, parking duration, the parking violation rate, turnover, and vehicle movements could also be collected.</p> <p>For example, on-street parking is typically more complex to manage and requires more detailed data collection such as duration and turnover of vehicles. This data can assist in understanding current parking behavior</p>	<p>and adjusting management strategies to achieve desired outcomes. In this example, a parking management strategy would be to develop convenient off-street employee parking that is well-lit, affordable, and feels safe.</p>
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3.3  
DTM

GOAL:	Robust and Collaborative Downtown Management
STRATEGY:	Establish and Maintain Active Parking Management
ACTION:	Parking enforcement program

DESCRIPTION:	<p>One of the primary goals for a downtown parking management program is to provide easy access to Downtown, including local businesses, residences, places of employment, civic, and cultural uses. For example, Downtown on-street parking often sets time limits on parking stalls, encouraging turnover so that more people can access downtown,</p>	<p>supporting the local economy. Challenges arise when there is a conflict between parking users. This can make access to Downtown more limited and less attractive. The goal of an enforcement program is to ensure that the parking policies and management strategies are producing the desired results. It is not to issue fines and generate revenue even though these strategies are included in</p>	<p>most enforcement programs. Parking enforcement should be informed by the parking data collection program to focus on high demand areas where parking challenges are more likely to occur. The enforcement program should also include education and resources about where to park for different users such as visitors, downtown employees, and downtown residents.</p>
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4.0

DTM

**GOAL:** Robust and Collaborative Downtown Management

**STRATEGY:** Actively Maintain Existing Businesses and Market

**DESCRIPTION:** Downtown Pasco is fortunate to have many unique and local businesses that contribute positively to the experience in Downtown. These businesses should be supported by the City and the DPDA while also working to attract new businesses that are desired by the community including a coffee shop, more restaurants with outdoor dining, and more businesses that have things to do.



LOCAL DOWNTOWN BUSINESSES

4.1

DTM

**GOAL:** Robust and Collaborative Downtown Management

**STRATEGY:** Establish and Maintain Active Parking Management

**ACTION:** Develop a business retention and recruitment program as a partnership between the city and the DPA

**DESCRIPTION:** Too often cities conduct a one-time parking study, make minor changes, and continue with the same parking management programs. The City of Pasco should establish an active parking management program that is informed by routine data collection, input from Downtown business owners and other stakeholders, and the vision and goals for Downtown. Active parking management programs typically include frequent assessment and potential changes to parking time limits, permit program areas and rates, the location and configuration of on-street parking, integration with transit and other travel modes, a communication and marketing program, and management of parking benefit districts to support a thriving downtown.

5.0  
DTM

**GOAL:** Robust and Collaborative Downtown Management

**STRATEGY:** More events Downtown

**DESCRIPTION:** Downtown hosts several successful events including Cinco De Mayo, Fiery Foods Festival, and weekly Farmer's Market during the summer and early fall. Events bring people Downtown, and highlight how an active Downtown can be an attractive magnet for Pasco. The City can capitalize on this success to expand events and bring more people to Downtown Pasco.

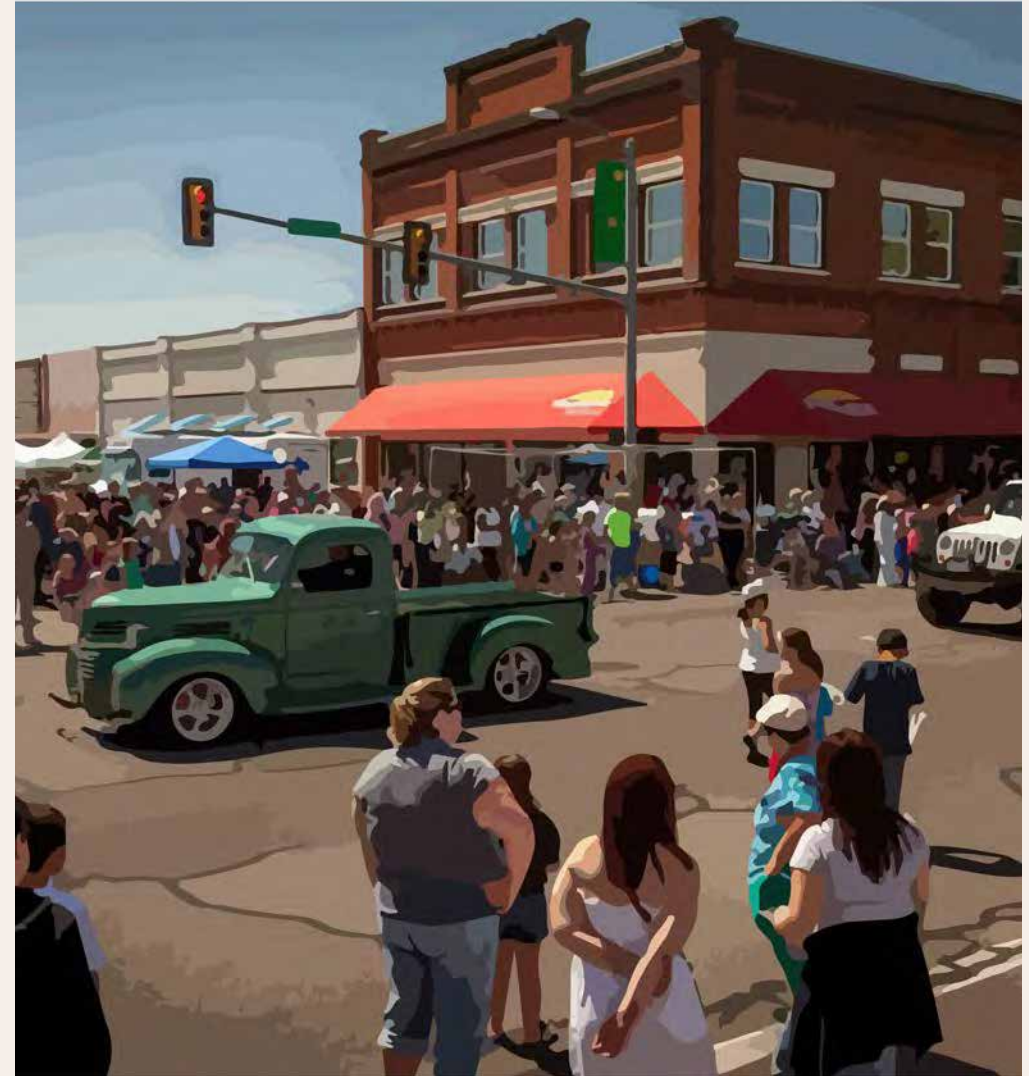
5.1  
DTM

**GOAL:** Robust and Collaborative Downtown Management

**STRATEGY:** More events Downtown

**ACTION:** Develop an Annual Events Plan for Downtown

**DESCRIPTION:** The City and the DPDA should partner on developing an Annual Events Plan for Downtown that increases the number of events and expands their scope. The events plan may include both events led by the City/DPDA but also a program to allow other businesses or organizations to hold events in Downtown such as at Peanuts Park. Fees for event permits and revenue generated during events could help to support ongoing downtown management activities. Events could also include a fundraising component through the sale of merchandise and donations.



PARADE IN DOWNTOWN PASCO







GOAL

# Substantial Private Sector Development + Investments

DESCRIPTION

Downtown Pasco has not seen much private sector development in Downtown over the last several years such as new commercial or housing development. The market analysis conducted as part of the existing conditions report for this plan showed that development is currently not financially feasible regardless of the type of land use. Adaptive reuse and the rehabilitation of existing buildings is closer to financial feasibility and should be the focus of development activities in the near term.

More active street level-uses and development along downtown streets will contribute to Downtown's long-term success. The City and the DPDA should focus on public sector actions that will begin to close the financial feasibility gap and result in more private sector development and investments. Many cities have had success with this approach through streetscape improvements, façade improvement programs, permitting support, maintaining a database of development opportunities, and other incentives.



**GOAL:** Substantial Private Sector Development + Investments

**STRATEGY:** Update Land Use and Zoning to be Specific to Downtown

**DESCRIPTION:** Other than the C-2 zone, the majority of downtown has zoning that is also applied elsewhere in the City and in some cases within very different conditions. Zoning should be customized for downtown and consider physical conditions such as lot sizes, blocks, ability to provide off-street parking, proximity of on-street and public parking, and the desired mixes of uses including active street level uses. The City should move forward with updated zoning for

Downtown that considers expansion of the C-2 zone and new zones. The retail building example below on N 4th Avenue in the C-1 Retail zone would not be permitted under the current zoning and development standards that require a 15' setback. In addition, it is difficult to meet off-street parking requirements on small downtown parcels and on-street parking is present on most downtown streets.



SMALL SCALE RETAIL BUILDINGS SHOULD BE ALLOWED IN DOWNTOWN

# 1.1 PSI

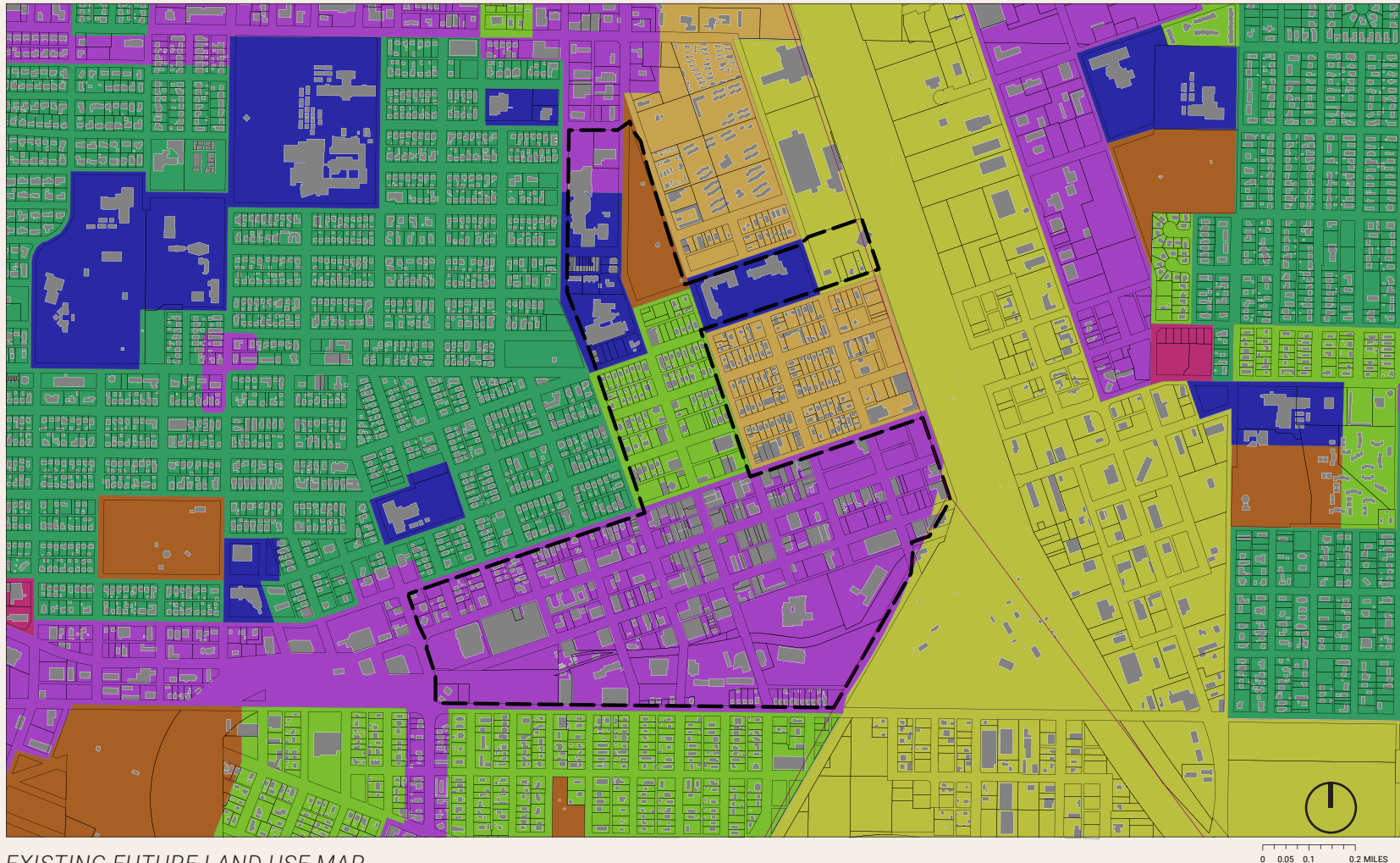
**GOAL:** Substantial Private Sector Development and Investments

**STRATEGY:** Update Land Use and Zoning to be Helpful to Downtown

**ACTION:** New Future Land Use Map

**DESCRIPTION:** Pasco's Future Land Use Map should be updated to add a new land use designation for Downtown. The Downtown land use designation would apply to all land within the downtown boundary and be the basis for customized zoning that is unique to Downtown.

- Commercial
- Public Quasi-Public
- Open Space Parks
- High-Density Residential
- Medium-Density Residential
- Mixed Residential and Commercial



EXISTING FUTURE LAND USE MAP



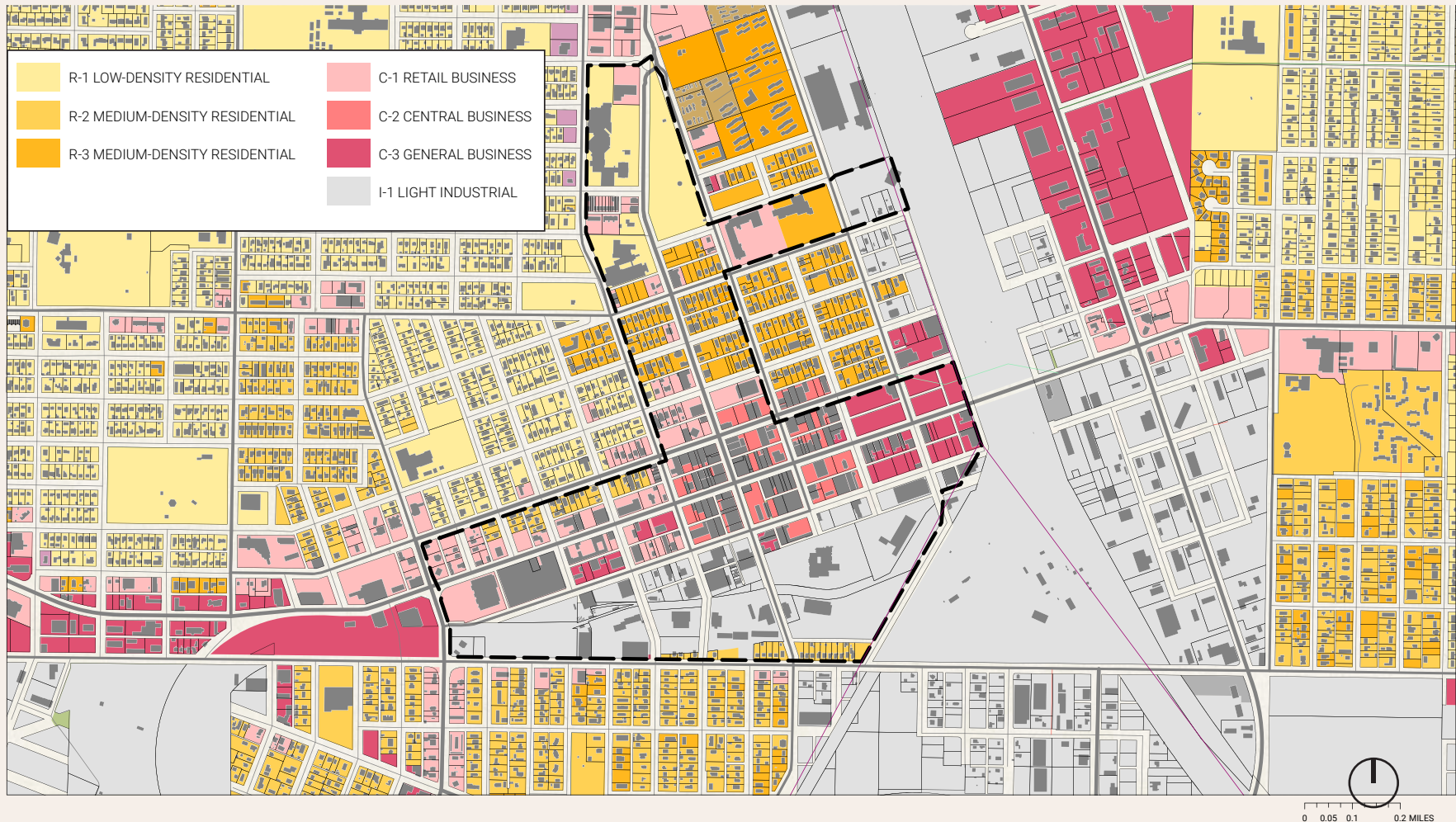
1.2  
PSI

**GOAL:** Substantial Private Sector Development and Investments

**STRATEGY:** Update Land Use and Zoning to be Specific to Downtown

**ACTION:** New Zoning Map

**DESCRIPTION:** Update the zoning map for Downtown. Expand the C-2 zone and create new zones or overlays that are specific to downtown. These new zones should support the type of development that is desired by the community and is consistent with existing or desired development patterns. Ensure alignment between the future land use map, proposed zoning, and existing and desired land uses.



# 1.3 PSI

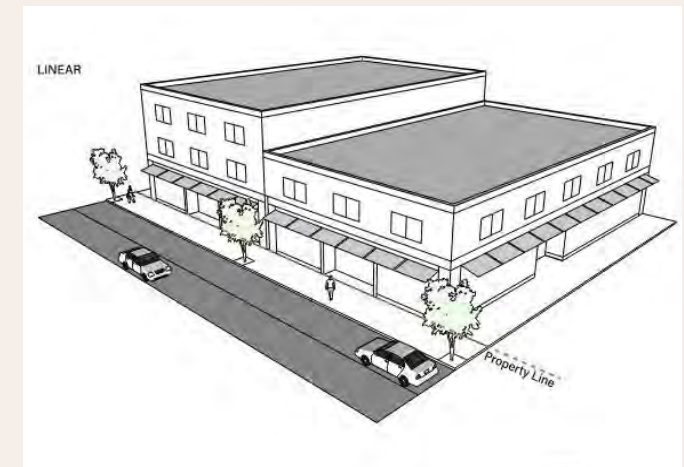
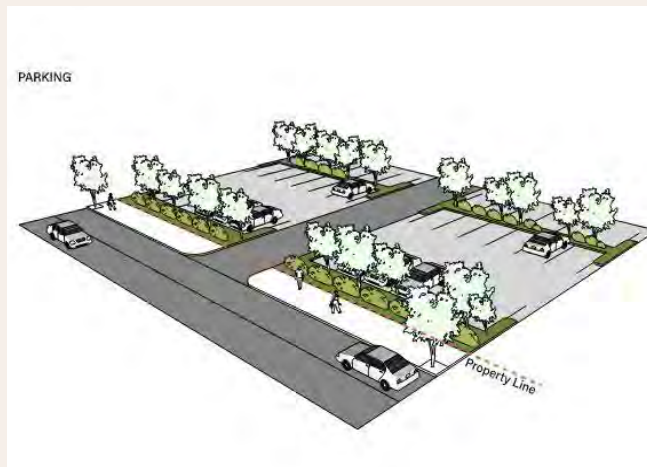
**GOAL:** Substantial Private Sector Development and Investments

**STRATEGY:** Update Land Use and Zoning to be Specific to Downtown

**ACTION:** Update development standards

**DESCRIPTION:**

Update the development standards for all downtown zoning districts as needed to support private sector development that is consistent with the vision for downtown. Consider approaches such as form-based codes, design standards, and guidelines with a strong emphasis on graphics and visual communication so that standards are easy to understand and apply. The updated development standards should address both development on individual or group of parcels as well as the design of streets and street frontages.



1.4  
PSI

GOAL:	Substantial Private Sector Development and Investments
STRATEGY:	Update Land Use and Zoning to be Specific to Downtown
ACTION:	Right-size parking requirements for areas currently outside of the C-2

DESCRIPTION:

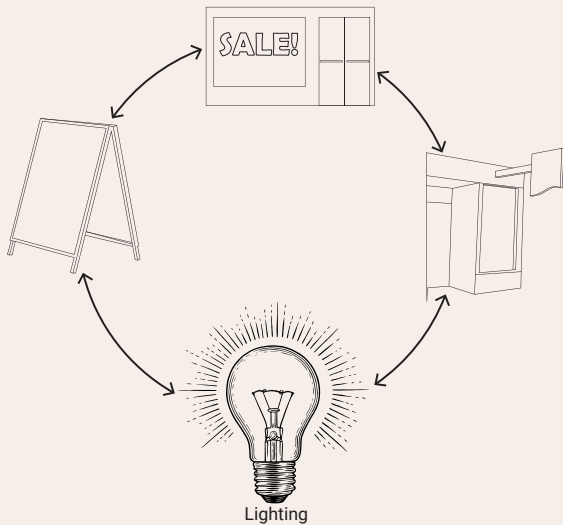
Outside of the C-2 Zone development in the Downtown requires off-street parking. Most streets have on-street parking and many of the buildings in the heart of Downtown along N 4th Ave and W Lewis St do not have off-street parking. Particularly for smaller parcels in Downtown it may not be feasible or desirable to require off-street parking. Reducing or eliminating parking requirements allows for a “market-based approach” whereby property owners and developers can determine how much parking is needed to the serve their development. Downtown should be supported by a “park once” model where visitors can use public or private parking and visit multiple destinations without moving their vehicle.

1.5  
PSI

GOAL:	Substantial Private Sector Development and Investments
STRATEGY:	Update Land Use and Zoning to be Specific to Downtown
ACTION:	Downtown specific signage code standards

DESCRIPTION:

Create new sign standards that are specific to downtown and support a walkable and engaging pedestrian experience. The updated sign code should address multiple sign types such as wall signs, A-frame signs, window signs, blade or perpendicular signs, lighting, size, and orientation, and distinguish between signage and public art such as murals. The signage standards should allow for creativity and emphasize signage that is unique to Downtown Pasco.



SIGN CODE ADDRESSES MULTIPLE TYPES



## 2.0 PSI

<b>GOAL:</b>	Substantial Private Sector Development and Investments
<b>STRATEGY:</b>	Manage and update building, development, and street use codes to support an active Downtown
<b>DESCRIPTION:</b>	Regulations should support desired development and activities and not become an obstacle to implementing the plan vision and goals. The City should regularly review and update regulations and code interpretations to ensure they are consistent with the Downtown Plan and are achieving desired outcomes. Regulations and codes should be reviewed at least annually and the City and DPDA should consider developing a survey of local businesses and permit applications to understand their experience and potential challenges complying with the regulations.

## 2.1 PSI

<b>GOAL:</b>	Substantial Private Sector Development and Investments
<b>STRATEGY:</b>	Manage and update building, development, and street use codes to support an active Downtown
<b>ACTION:</b>	Review code interpretations to assess whether they are consistent with the goals of the Downtown Plan
<b>DESCRIPTION:</b>	Land use laws and case law are constantly changing and the City should ensure its regulations and codes are kept up to date and are not subject to legal challenge. For example, recent case law on signs has resulted in most cities having to update their sign regulations. In addition, as new plans are developed and adopted the City's priorities may need to be changed with respect to regulations. The City should review existing code interpretations against plan goals, recent legislation, and case law at least annually.

## 2.2 PSI

<b>GOAL:</b>	Substantial Private Sector Development and Investments
<b>STRATEGY:</b>	Manage and update building, development, and street use codes to support an active Downtown
<b>ACTION:</b>	Streamline the permit process for downtown projects
<b>DESCRIPTION:</b>	Investments by small business owners are critical to the success of Downtown Pasco. The ability to obtain development and building permits through an easy-to-understand and streamlined process is important. The City of Pasco should develop a streamlined permit process and incentives for small business owners to invest in Downtown. The City should consider delegating a staff person at the City as the Downtown permit liaison with a customer service based approach. The Downtown permit liaison is a resource to small business owners as they navigate the permit process and invest in Downtown Pasco. Other incentives could include reduced permit fees, expedited permitting, the consolidation of application forms, and utility discounts. Any incentives must be connected to the public interest and public benefits.



**GOAL:** Substantial Private Sector Development and Investments

**STRATEGY:** Facilitate more housing in Downtown

**DESCRIPTION:** Healthy downtowns have significant residential populations. Downtown housing means that there are people to support activities and retail, that there is a 24/7 stewardship presence, and that people can easily walk to a full range of services and activities.

Downtown living is attractive to a variety of people who value walkability and less reliance on the need to drive. Workforce housing in the downtown mix allows people to walk to their jobs, and supports a more vibrant downtown economy. Both youth and seniors are increasingly seeking a diverse range of living options, including walkable environments and easy access to transportation and amenities. Downtown Pasco would benefit by senior housing; seniors have more free time often serve as good stewards of their neighborhoods.

Encouraging more housing in Downtown by the City of Pasco will meet multiple goals. It will fill in the gaps in current land use; it can provide affordable housing options and can accommodate special groups in need of housing such as seniors; and it can result in a safer and more vibrant Downtown. The City can play a variety of roles in encouraging housing in Downtown. The acquisition of property, such as the former Thunderbird, opens up opportunities for housing. While cities cannot “gift” properties to developers, City-owned property can be transferred to public development authorities such as the PDA, and there is opportunity for Pasco’s DPPDA to be involved as a partner in Downtown housing. The City can also look for ways to provide various kinds of support to non-profit housing providers, particularly working with the Housing Authority of the



URBAN HOUSING IN SEATTLE, WA

City of Pasco and Franklin County.

The scale and design of housing in Downtown will be important for it to be seen as an asset, and well-designed housing can serve as a model for subsequent projects and for the private sector. The Downtown Plan recommends a set of design guidelines that will promote new development that is appropriate, attractive and community-serving.

### 3.1 PSI

<b>GOAL:</b>	Substantial Private Sector Development and Investments
<b>STRATEGY:</b>	Facilitate More Housing in Downtown
<b>ACTION:</b>	Develop concept plans for new housing Downtown on opportunity sites

**DESCRIPTION:**

The Downtown Plan recommends a pro-active stance on the part of the City, likely in partnership with organizations that can serve as housing providers. The Plan has indicated potential “catalyst” sites for housing that are either publicly owned or are currently vacant or surface parking.

Most of the identified opportunity sites are in the C2-Central Business District zone, which allows for 45-foot-tall mixed-use development if the residential is above the ground floor. An R-2 Medium Density Residential District zone on the west side of downtown core and an R-3 Medium Density Residential District zone on the north side of downtown core are well suited for exploring the potential of “middle housing” such as attached and detached accessory dwelling units, two- or three-family structures, cottages, and courtyard apartments.

The City should think creatively about the kind of housing that would best fit into Downtown’s physical fabric and best serve the needs of the community, looking for models that incorporate open space and green spaces for residents, designs that reflect local culture and climate, and are built at a scale that honors the historic Downtown.



AFFORDABLE HOUSING IN SANTA MONICA, CA

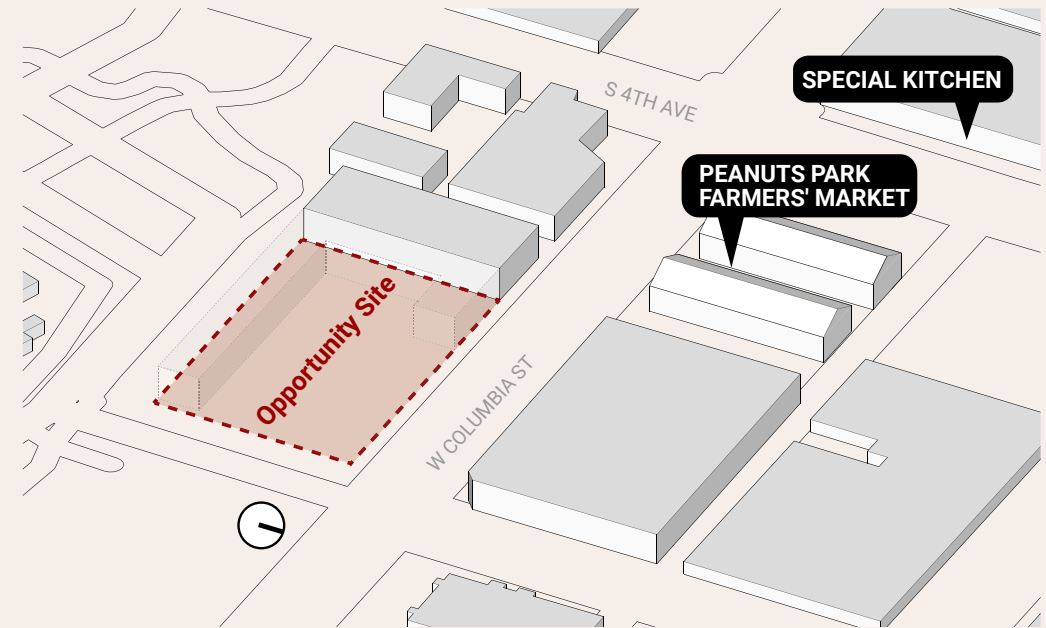


## DOWNTOWN PASCO MASTER PLAN OPPORTUNITY SITE DEVELOPMENT CONCEPT

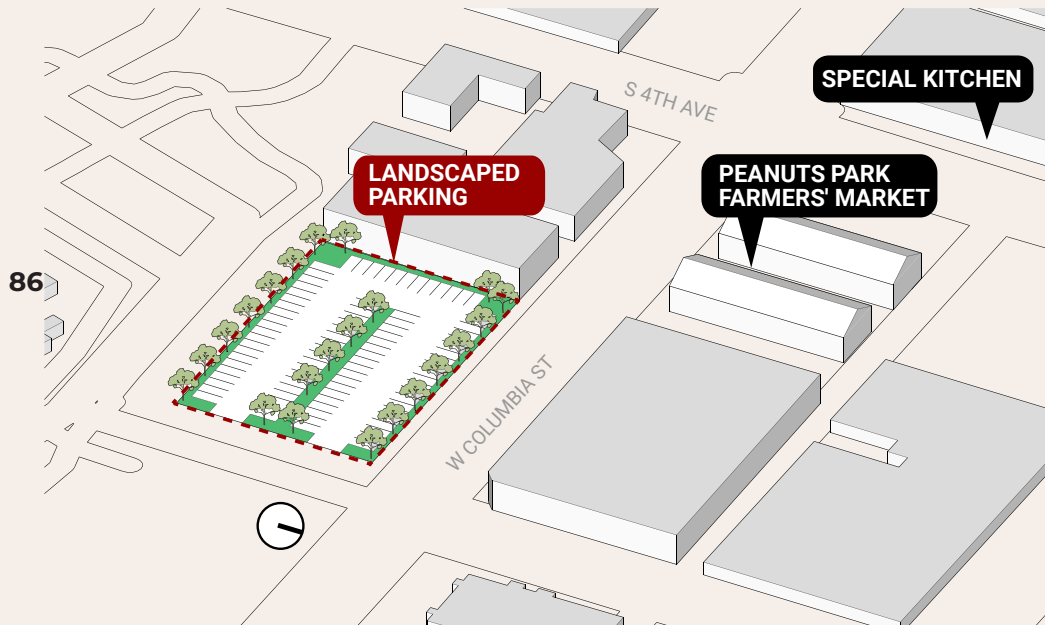
The diagram on the left shows a 0.64-acre opportunity site on 414 W. Columbia St. where the previous Thunderbird Motel located and it is now owned by the City of Pasco. The site is in C-2 Central Business Zone, which allows mixed-use development. The maximum allowable building height is 45 feet, while a greater height may be approved by special permit. In close proximity to Downtown Pasco's most popular destinations, the Farmer Market at Peanut Park and the Special Kitchen, this opportunity site have great potential to promote 24/7 downtown experience and reinforce a positive public image and confidence in the downtown core.

The below diagrams show two development scenarios for the opportunity site. The short-term scenario illustrates 89 new surface parking spaces with landscaping to serve Pasco Farmer Market, Peanuts Park, and downtown businesses. The long-term scenario shows a mixed use development with ground level retail, active storefront and public space, and three stories of housing on top (about 24 units). Additionally, a landscaped surface lot with 52 parking spaces will serve both the on site residents and downtown visitors.

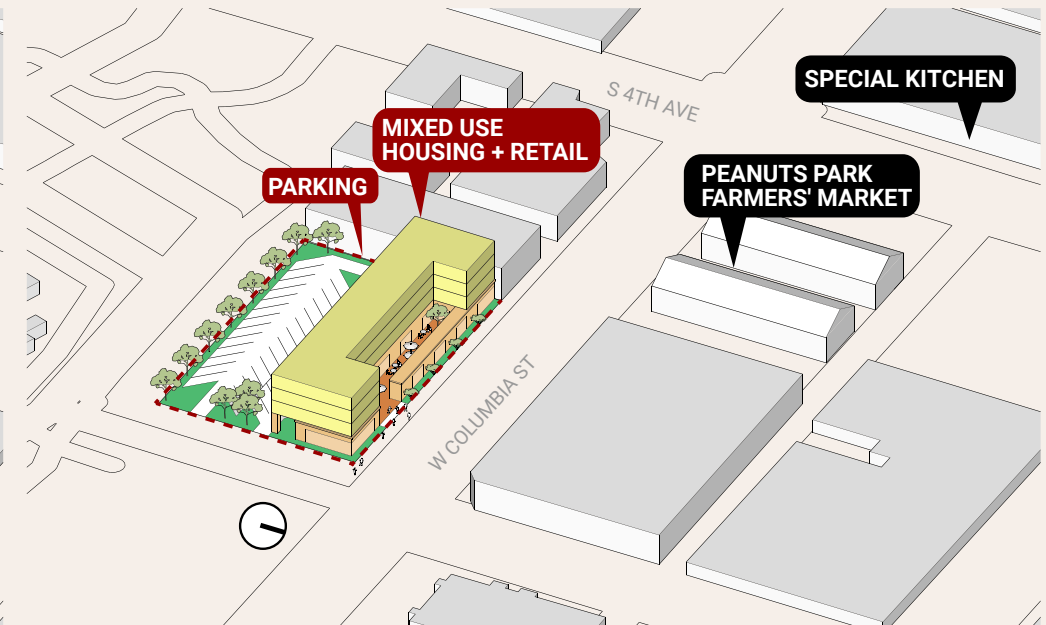
### EXISTING CONDITIONS - 414 W. COLUMBIA ST. OPPORTUNITY SITE



### SHORT TERM SCENARIO



### LONG TERM SCENARIO



## 3.2

### PSI

<b>GOAL:</b>	Substantial Private Sector Development and Investments
<b>STRATEGY:</b>	Facilitate More Housing in Downtown
<b>ACTION:</b>	Develop and implement housing strategies in Downtown as part of the Housing Action Plan
<b>DESCRIPTION:</b>	The City of Pasco is currently in the process of developing a housing action plan. The plan is city-wide and includes Downtown Pasco. The housing action plan should build upon the market analysis conducted for the Downtown Plan development to address specific strategies for increasing housing production for a variety of unit types such as senior housing, special needs housing, family housing, and others. Housing strategies may include updates to zoning and development regulations, incentives such as height and density bonuses, the multi-family tax credit, partnership opportunities with housing organizations, infrastructure support, and soliciting interest from developers.

## 4.0

### PSI

<b>GOAL:</b>	Substantial Private Sector Development and Investments
<b>STRATEGY:</b>	Pursue catalyst projects and consider public/private partnerships
<b>DESCRIPTION:</b>	Downtown Pasco has some key properties that are currently vacant or underutilized. The rehabilitation and active reuse of these buildings and sites should be a priority in the near term. Some of these sites are in prominent locations, such as along the border of Peanuts Park. Others, such as the theater building, have a strong connection to the history of Downtown and would expand cultural uses and activities. These sites should be actively marketed to developers and prioritized for any related public improvements that will support active use.

4.1  
PSI

GOAL:	Substantial Private Sector Development and Investments
STRATEGY:	Pursue Catalyst Projects and Consider Public/Private Partnerships
ACTION:	430 W. Columbia Street

DESCRIPTION:

This site is located adjacent to Peanuts Park on the south side of W Columbia St and is currently vacant. The building is designed to support active street-level uses (such as a restaurant, coffee shop, or retail) and has a partial building setback that is ideal for outdoor business seating and use. The concept plan includes rehabilitation of the building façade, new signage, and outdoor seating and lighting in the front plaza space. This site could contribute to more activity in the blocks immediately surrounding Peanuts Park and help to strengthen the Downtown core. Active uses surrounding Peanuts Park and through Downtown should support continual activity throughout the day from morning through evening.



EXISTING CONDITIONS





PROPOSED TRANSFORMATION



PROPOSED TRANSFORMATION





EXISTING CONDITIONS

90

## 4.2 PSI

<b>GOAL:</b>	Substantial Private Sector Development and Investments
<b>STRATEGY:</b>	Pursue Catalyst Projects and Consider Public/Private Partnerships
<b>ACTION:</b>	110 S 4 <sup>th</sup> Avenue

**DESCRIPTION:**

The corner property next to Specialty Kitchen has immense potential to serve as a retail anchor for the newly designed 4<sup>th</sup> Avenue Festival Street directly across from the Farmers Market. The destination will provide daily activity to the area and further activate Peanuts Park. Businesses that occupy the space will also enjoy an influx of customers during the Farmers Market and could include gallery approach with many small retailers.









4.3  
PSI

GOAL:	Substantial Private Sector Development and Investments
STRATEGY:	Pursue Catalyst Projects and Consider Public/Private Partnerships
ACTION:	Theater on Lewis Street
DESCRIPTION:	

The theater space on W Lewis Street is currently vacant and the renovation and adaptive reuse would be a major asset for Downtown. Cultural uses can be a major attractor to downtowns and drive activity to other local businesses such as restaurants and cafés. A community-supported model may be desirable to attract a mix of funding over the short- and long-term and provide a range of events such as a youth theater, concerts, political events, film festivals, plays, and arts events.



ICONIC LEWIS STREET THEATRE IS A MAJOR DOWNTOWN CATALYST

## 4.4 PSI

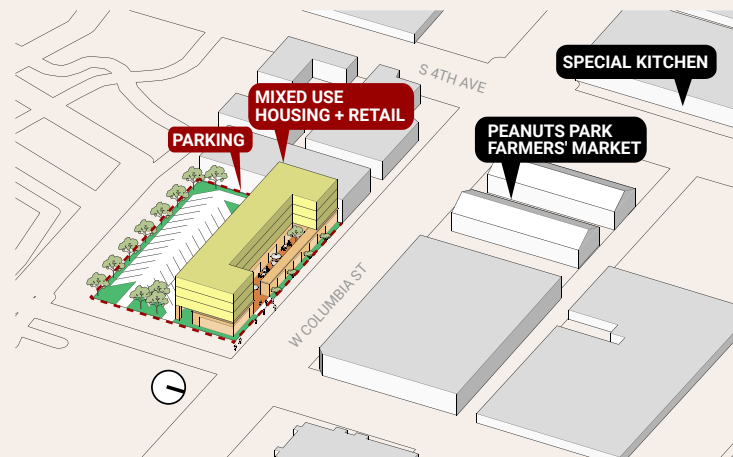
<b>GOAL:</b>	Substantial Private Sector Development and Investments
<b>STRATEGY:</b>	Pursue Catalyst Projects and Consider Public/Private Partnerships
<b>ACTION:</b>	Thunderbird Redevelopment (parking supports private sector investment)

### DESCRIPTION:

Concept designs for near term surface parking and longer-term development of mixed-use housing are shown in PSI 3.1. Downtown has little public surface parking and would replace some of the parking that was previously available in Peanuts Park. Public parking is flexible because it can be used by everyone and can support a “park-once” model where people park and visit multiple destinations without having to move a vehicle. Off-street public parking could also be prioritized for employee parking to ensure that valuable on-street parking is available for customers and visitors. Long-term development of housing with street-level commercial uses would help to support an active downtown and streetscape with more people living downtown.



THUNDERBIRD MOTEL, GOOGLE EARTH



SITE TRANSFORMED INTO PARKING AND MIXED USE HOUSING + RETAIL

## 5.0 PSI

**GOAL:** Substantial Private Sector Development and Investments

**STRATEGY:** Facilitate Development of Opportunity Sites

**DESCRIPTION:** Opportunity sites are longer-term priorities compared to the catalyst projects that should be pursued in the near-term. Opportunity sites are vacant or underutilized properties that require substantial investment to result in the type of development and desired uses called for in the Downtown Plan. Many of the identified opportunity sites are parking lots that could support more active uses and new development. Implementing parking management strategies recommended in the plan are critical to successful parking management and to facilitate any changes in the overall parking supply to increase efficiency.

## 5.1 PSI

**GOAL:** Substantial Private Sector Development and Investments

**STRATEGY:** Facilitate Development of Opportunity Sites

**ACTION:** Develop a standard Request for Information and Request for Proposals to solicit interest in development of opportunity sites in Downtown Pasco

**DESCRIPTION:**

The City of Pasco and the DPDA should partner on creating standard Request for Information (RFI) and Request for Proposals (RFP) that could be used

to solicit interest in public, private, and public/private partnerships for development projects. The documents should address response format and

submittal requirements, program and design ideas, qualifications, development examples, and potential financing.

## 5.2 PSI

**GOAL:** Substantial Private Sector Development and Investments

**STRATEGY:** Facilitate Development of Opportunity Sites

**ACTION:** Develop design concepts and conduct feasibility analysis for opportunity sites

**DESCRIPTION:**

Using the RFI and RFP documents developed under Task 5.1, the City should pursue design concepts and development feasibility at the identified opportunity sites to facilitate economic development in Downtown. The design

concepts and feasibility analysis should address funding, potential partners, design and programming options, planning level cost estimates, and consistency with the Downtown Plan.





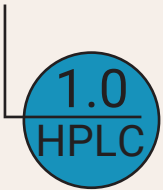


GOAL

# A Downtown that Reflects Pasco’s Histories, Peoples, Landscape, and Cultures

DESCRIPTION

Downtown Pasco should be celebrated as a unique and authentic downtown with a strong Hispanic and Latino influence. Rather than developing an overarching theme, like Leavenworth or Winthrop, Downtown Pasco should continue to remain authentic and celebrate Downtown’s unique histories, peoples, landscape, and cultures. Cultural expression can happen in a variety of ways such as through the local business mix, signage, events, public art, marketing and promotions, and the physical design of Downtown including buildings, streets, and public spaces. Downtown Pasco should communicate authenticity and a unique experience as a way to attract visitors and businesses.



GOAL:	A Downtown that reflects Pasco’s history, people, landscape, and culture
STRATEGY:	Marketing and communications strategy for locals and visitors
DESCRIPTION:	People that do not frequent Downtown Pasco may not be aware of all it has to offer in terms of local businesses, events, and activities. The City and the DPDA should develop a market and community strategy to specifically promote Downtown Pasco and drive increased visitors and economic activity in Downtown. The marketing and communication strategy should use a variety of methods such as print and TV ads, social media, a logo and branding, wayfinding, and promotion at downtown events. The City should pursue partnerships such as with Visit Tri-Cities.

## 1.1 HPLC

<b>GOAL:</b>	A Downtown that Reflects Pasco's History, People, Landscape, and Culture
<b>STRATEGY:</b>	Marketing and Communication Strategy for Locals and Visitors
<b>ACTION:</b>	Develop a downtown brand and logo for use in marketing and wayfinding



THE COHESIVE BRANDING AND WAYFINDING IN LITTLETON, CO, PAY HOMAGE TO THE HISTORY AND HIGHLIGHTS POINTS OF INTEREST IN THE DOWNTOWN DISTRICT

### DESCRIPTION:

A cohesive downtown branding and wayfinding system will emphasize a sense of place, highlight unique destinations and local assets, and improve visitor experiences in downtown. The branding and wayfinding elements should convey a clear visual identity and communicate to various audiences, such as pedestrians, bicyclists, and drivers. The unified branding can also support marketing campaigns to attract downtown businesses, prompt downtown signature events such as the Farmers Market, the Fiery Food Festival, and the Cinco de Mayo celebration.





DOWNTOWN BERKELEY'S BRANDING CAMPAIGN USES EYE-CATCHING COLORS AND A UNIFIED LOGO, "MEET ME DOWNTOWN", FEATURING SIX CULTURAL ORGANIZATIONS PARTNERING WITH DOWNTOWN BERKELEY ASSOCIATION. PASCO COULD ALSO HIGHLIGHT HISTORIC BUILDINGS WITH BANNERS AND HISTORIC MARKERS IN COLLABORATION WITH THE HISTORIC SOCIETY.







**GOAL:** A Downtown that reflects Pasco's history, people, landscape, and culture

**STRATEGY:** Establish a public mural and public art program

**DESCRIPTION:** Many attractive downtowns have successful public art and mural programs showcasing local artists. Public art can be incorporated into larger public works projects, or it can stand alone, for example as part of an outdoor art gallery. It can be implemented through public/private partnerships with local businesses. Public art can be a significant attractor to Downtown Pasco and should include interactive elements that allow for participation from the community and visitors.



NORTH PEANUTS PARK IS A PRIME OPPORTUNITY SITE FOR A MURAL

2.1  
HPLC

GOAL:	A Downtown that reflects Pasco’s history, people, landscape, and culture
STRATEGY:	Establish a public mural and public art program
ACTION:	Modify regulations or code interpretations to allow murals

**DESCRIPTION:**  
Murals are currently treated as signs under the Pasco Municipal Code and limited to 25% of the wall area. The City should move forward with updates to the Code to allow murals and consider the appropriate level of regulation. Some cities require murals to go through a permit process to ensure they meet certain criteria similar to a design review program. Other cities do not regulate murals, such as Seattle and Spokane. In Spokane, murals are encouraged under the code to mitigate blank walls. Over time the City could expand the program to include other types of public art and interactive displays.

2.2  
HPLC

GOAL:	A Downtown that reflects Pasco’s history, people, landscape, and culture
STRATEGY:	Establish a public mural and public art program
ACTION:	Establish a City-led mural program with community partners

**DESCRIPTION:**  
Many cities have relied on murals to bring art to otherwise blank walls, give character to their downtowns, provide opportunities to artists, and even entice tourism. While Pasco does allow murals, they are currently permitted under the sign code and limited to 25% of a wall’s area. There are few murals now in Downtown.  
The Downtown Master Plan recommends revising the regulations and any process for the permitting of murals, and considering a set of criteria that would allow and encourage attractive murals in Downtown under HLPC 2.1.





MURALS ATTRACT VISITORS TO SAN FRANCISCO'S MISSION DISTRICT



A SAN JOSE POCKET PARK IS LINED WITH VIBRANT MURALS



"INDUSTRIOUS LIGHT" SERIES MURAL BY ARTIST PHILLIP ADAMS SHOWCASES THE INDUSTRIAL HISTORY OF THE LOGAN SQUARE NEIGHBORHOOD IN PHILADELPHIA



THE MURAL, "SOUTH PHILLY MUSICIANS", COMMEMORATE SOUTH PHILADELPHIA'S MUSIC LEGACY AND THE BANDSTAND ERA OF MUSICIANS WHO BROUGHT RICH CULTURAL INFLUENCE TO THE CITY





GOAL:	A Downtown that reflects Pasco's history, people, landscape, and culture
STRATEGY:	Integrate sustainability and resiliency into Downtown actions
DESCRIPTION:	Downtown needs to remain a focus for the City and community over the long-term to achieve the vision and goals of the Plan. As part of this effort, the City and its partners should integrate sustainability and resiliency measures such as integrating green infrastructure into Downtown projects and prioritizing maintaining and utilizing public buildings in Downtown. Green infrastructure includes low-impact development for stormwater management, healthy and abundant street trees, opportunities for solar energy, rain water reclamation and other similar efforts.



GREEN INFRASTRUCTURE BRINGING BEAUTY INTO DOWNTOWN

### 3.1 HPLC

<b>GOAL:</b>	Substantial Private Sector Development and Investments
<b>STRATEGY:</b>	Integrate Sustainability and Resiliency into Downtown Actions
<b>ACTION:</b>	Leverage integrated stormwater technologies where appropriate

**DESCRIPTION:** When planning and designing infrastructure improvement projects, study the feasibility of employing stormwater technologies that capture and infiltrate stormwater on-site, while also providing additional ecosystem benefits such as reduction in soil compaction.



PERMEABLE PAVEMENT HELPS STORMWATER TO INFILTRATE ON-SITE



EMPLOYING LID STRATEGIES OFFERS OPPORTUNITIES TO INFORM AND INSPIRE COMMUNITY



3.2  
HPLC

GOAL:	A Downtown that reflects Pasco's history, people, landscape, and culture
STRATEGY:	Integrate sustainability and resiliency into Downtown actions
ACTION:	Integrate green infrastructure into all Downtown projects

DESCRIPTION:

Green infrastructure or Low Impact Development safeguards the investments made in a thriving Downtown Pasco. It is a fundamental aspect of all Downtown projects in the planning, design, implementation, and monitoring phases. In doing so several complementary and desirable goals are accomplished simultaneously. For example, preventing unhealthy soil compaction ensures that the soil profile is ideal for the growth of street trees. When the tree canopy develops, it will increase the character and charm of the Downtown area, as well as cooling buildings and streets, reducing energy costs, and proving a more pleasant place to visit.

See the Eastern Washington Low Impact Development Guidance Manual for specific workflows in integrating Green Infrastructure into future Downtown projects.



RAIN GARDENS INTERCEPT STORMWATER BEFORE ENTERING RIVER





CITY HALL, PASCO, WA



FRANKLIN COUNTY COURTHOUSE, PASCO, WA

## 3.3

## HPLC

**GOAL:** A Downtown that Reflects Pasco's History, People, Landscape, and Culture

**STRATEGY:** Integrate Sustainability and Resiliency into Downtown Actions

**ACTION:** Maintain and promote public buildings in Downtown such as City Hall

**DESCRIPTION:**

The City of Pasco should establish a policy that prioritizes maintaining and locating public buildings in the Downtown unless their function warrants a different location, such as a fire station, which is intended to serve a specific local area. Public buildings provide many benefits when located in the Downtown such as bringing people to downtown, being highly visible in the community, integration with public spaces, and access via transit and other transportation modes.





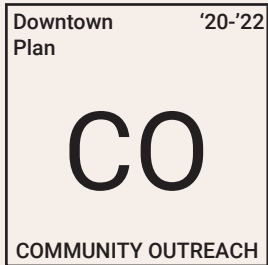


# APPENDIXES, CREDITS, & FIGURES

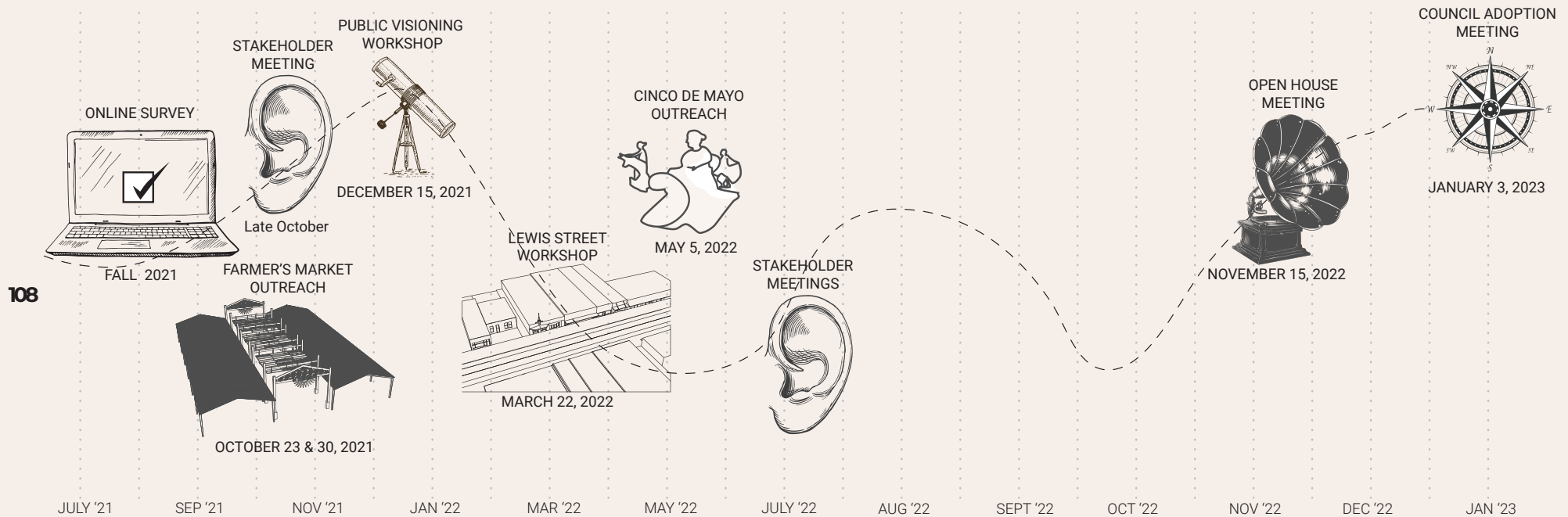
Downtown Pasco Master Plan

# 06.

## APPENDIX, CREDITS, & FIGURES



**SECTION DESCRIPTION.....**The community feedback given during the outreach conducted as part of the Downtown Plan, is captured in this appendix.





**SECTION DESCRIPTION**.....The City of Pasco hosted a public visioning workshop on Wednesday, December 15, 2021 to gather public input for the Downtown Pasco Master Plan. The Downtown Plan will outline a shared vision for the future of Downtown, and the community input gathered during the workshop and other outreach activities is integral to the plan's development.

Framework helped to facilitate the workshop, which was held in Downtown Pasco at Salon Santa Cruz (117 S 5th Ave). Community members had the option to participate in the workshop both in person and virtually, and much of the workshop was also broadcasted on local radio. At least 25 members of the public attended the workshop in person, and at least 9 community members participated remotely. Community members were joined at the workshop by a number of representatives from the City of Pasco, who were available to answer attendees' questions. Additionally, over 110 people participated in a public online survey during the weeks before and after the event.

**MAPPING EXERCISE** .....Mapping exercises invited workshop participants to comment on maps of Downtown Pasco and to mark places that they see as community assets or challenges. Respondents made these suggestions and comments, which are quoted directly:

- » "Possibly expand Downtown boundaries to include 5th up to Court and 3rd up to Court Street."
- » "Expand Peanuts Park to encompass full block, with outdoor dining, green space, and small events."
- » "Connect to riverfront with welcoming, lighted walk."
- » "Develop waterfront with event venue, amphitheater, stadium, etc."
- » "Connect trail under train tracks to Schlagel Park."
- » "We need maps of the businesses around Downtown."
- » "The Pasco Farmers' Market is an asset."
- » "Specialty Kitchen is an asset."





**VISIONING EXERCISE** .....The visioning exercise asked workshop attendees to write or draw their vision for Downtown Pasco's future. Respondents made the following comments, which are quoted directly:

- » "Bike lanes, bike parking, outdoor seating, more events downtown. Bike lanes that connect to river path."
- » "More options for those in need of shelter besides the Union Gospel Mission. More educational programs for those in need of vocational rehab or in need of start from zero."
- » "Is it possible to set up an office similar to Work Source for job search and training or re-training?"
- » "Change the sign code."
- » "Sign code. More streetscape ("brick"). Better lighting."
- » "Food truck lot and better codes for food vendors."
- » "Housing for the homeless who would like to improve their life and create new opportunities for themselves."
- » "More vocational rehab for those injured at work."
- » "Clean it up."
- » "Small business incubators."
- » "Workshops to start businesses."
- » "Stop drug sale and prostitution."
- » "Safer."
- » "Address drug users."
- » "Families shopping and exploring the vibrant local goods."
- » "Coffee shops."
- » "Address mental illness, drug addicts."
- » "Stop churches/volunteers from giving clothing and food."
- » "Indoor flea market and map of the businesses that are around."
- » "Streetscape, pavers, walkable, bike lanes."
- » "More ongoing/active police presence."
- » "Address drug users."
- » "More education and educational opportunities."
- » "Close 4th Ave between Lewis and Columbia St. No traffic."
- » "Using existing buildings and preserving architecture and history and giving those places a new purpose and cleaner look."
- » "More diversity in the types of businesses coming into the area."
- » "A bookstore or library. Even a used bookstore like Bookworm."
- » "More family friendly activities that encourage safety and fun learning."
- » "Is it possible to include a small gym to encourage a healthy environment and lifestyle?"
- » "Counseling for those struggling with addictions and looking for 'stable jobs.'"
- » "Vibrant outdoor food sales with lots of variety."



OTHER PARTICIPANT  
COMMENTS.....

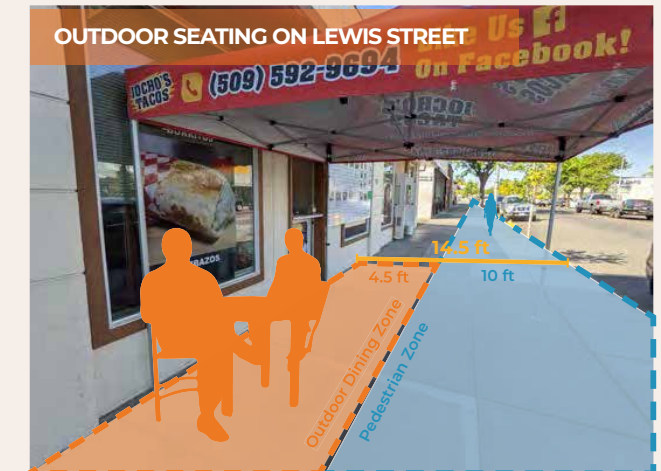
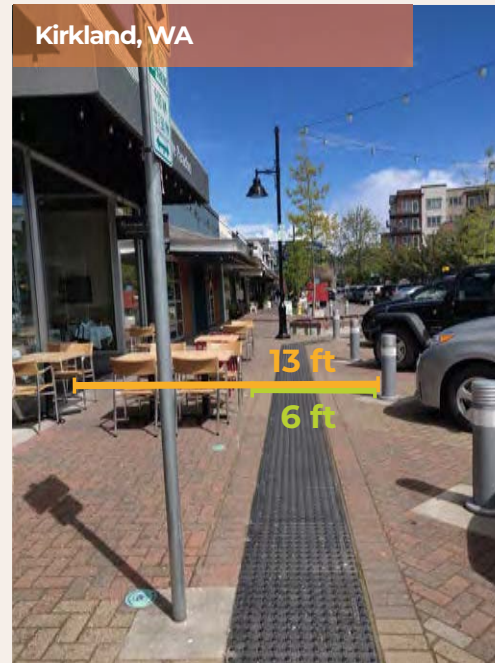
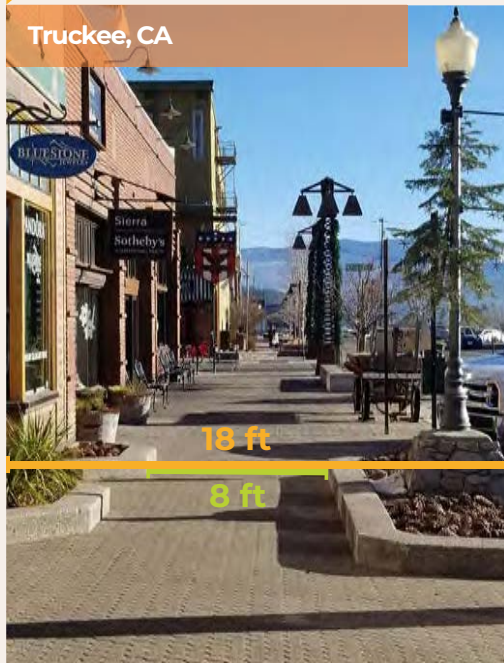
During the workshop, participants were provided with pictures of different examples of streetscapes and urban amenities, and asked to respond to them. Responses included:

Like the lights!

Perfect.

Perfect setup for  
seating with space to  
walk

Like for businesses



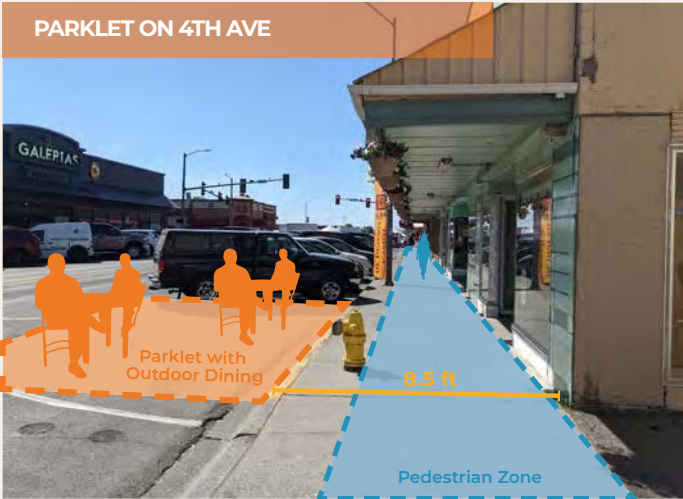


OTHER PARTICIPANT COMMENTS.....During the workshop, participants were provided with pictures of different examples of streetscapes and urban amenities, and asked to respond to them. Responses included:

Like larger sidewalks for  
outside dining.



Like that outdoor seating  
doesn't cover business.







Love this example!

Seating and lighting!

Pasco needs an indoor  
Mexican flea market.





OTHER PARTICIPANT  
COMMENTS.....

During the workshop, participants were provided with pictures of different examples of streetscapes and urban amenities, and asked to respond to them. Responses included:

Like historic pedestrian lights.

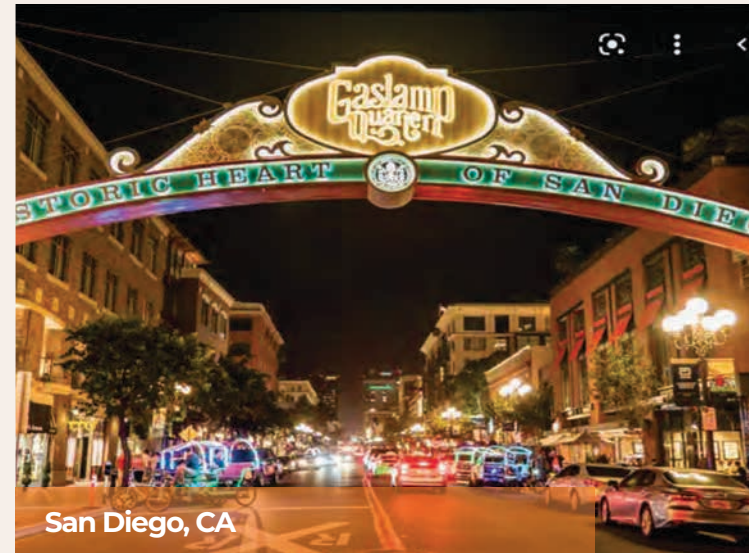
Like lighting and hanging  
flower baskets.

Close 4th & Columbia & Lewis  
St. with a great sign like this.

Like for  
Downtown.

Like entry signs!

Couer D'Alene, ID



San Diego, CA



**LIVE POLLING**.....During the presentation, both in-person and remote participants had the opportunity to provide input and ask questions through interactive live polling. In the following word clouds, when a word is repeated by more than one participant, the program increases its size and moves it towards the center of the image, indicating its overlapping popularity.

**Please list up to three words that describe your vision for Downtown Pasco.**



**Please list up to three words that describe what you see as the biggest challenges in Downtown Pasco.**







**LIVE POLLING**.....During the presentation, both in-person and remote participants had the opportunity to provide input and ask questions through interactive live polling. In the following word clouds, when a word is repeated by more than one participant, the program increases its size and moves it towards the center of the image, indicating its overlapping popularity.

- » "Parking enforcement to eliminate the cars that are stored downtown"
- » "Create tourist areas or use the historic spots already in place and maximize their use like the museum, underground tunnels, the Burlington train, Court house, etc."
- » "Cultural Center Flower beds"
- » "City of Pasco to adopt a culture of better customer service towards businesses"
- » "Update zoning"
- » "Bring back Pasco PD office to downtown"
- » "Family activities (entertainment)"
- » "Use of tunnels in Pasco as Pendleton"
- » "Use of basements as stores and parking"
- » "Mixed use housing"
- » "Scooter"
- » "A place where people can hang out for long periods of time"
- » "I'd like to see more opportunities for parking such as a parking garage."
- » "I'd like to see bike and designated walk lanes on at least one of the major streets downtown."
- » "I'd like more public events that showcase the rich cultural diversity of Pasco."
- » "I'd like to see more trash cans and garbage picked up on the side walls and streets."
- » "Additional mixed use housing"
- » "Celebration of Hispanic Heritage"
- » "More options for restaurants - it could be the international district"
- » "Quit giving out free food to the homeless"
- » "Celebration of Pasco Heritage as farm community"
- » "More shops, less homeless people, security cameras, better accessibility, more diversity that represents the community, more events"
- » "Interactive art and cultural exhibits"
- » "Plaza"
- » "Options for entertainment - nightclubs, comedy clubs, taverns, etc."
- » "Expanded central open park space, peanuts park takes whole block"



## LIVE POLLING.....

- » "Landscaping"
- » "Outside eating or pub area"
- » "Meshed wifi"
- » "Housing"
- » "Murals"
- » "More clothing stores"
- » "More Downtown Housing/Mixed Use"
- » "Local art and history"
- » "Access to capital for small biz owners in downtown"
- » "Public spaces"
- » "Public art - codes need to change!"
- » "Sit down cafe, outdoor seating, designated parking lot for visitors, security cams for Peanuts Park"
- » "Statues and art"
- » "Bikes"
- » "Restaurants"
- » "Connection to Osprey Point and East Kennewick"
- » "Small biz mobility"
- » "Event series"
- » "Better bike access and parking"
- » "Better lighting"
- » "More programmed events"
- » "A market that invites crafts"
- » "Welcoming updated facades"
- » "Educational artwork"
- » "Funding for small businesses"
- » "Youth services"
- » "Parklet spaces for outdoor dining"
- » "Different businesses like coffee shops, sandwich shops, goods, less clothing stores, tattoo parlor, bookstore, brewery."
- » "Adaptive Reuse"
- » "Trolley cars from distant parking on a regular cycle"
- » "Affordable housing renovations"
- » "Evening events"
- » "Abate Thunderbird"
- » "Code changes"
- » "Address Mission Issues"
- » "Variety of business services"
- » "Better sidewalks"
- » "Rooftops and balconies"
- » "Streets that are cleaned"
- » "More events, street parties, dancing"
- » "Community engagement"
- » "Strategic street closures to create open market feel"
  - "City cooperation with businesses"



- LIVE POLLING.....» “A magnet venue”
- » “Food truck events”
  - » “Housing Options”
  - » “Coffee shops”
  - » “Remodeling of buildings”
- » “Thunderbird Gone”
- » “Food truck night”
  - » “Connection to waterfront”
  - » “Mixed use development”
  - » “Dress fair”
  - » “Variety of businesses”



**SECTION DESCRIPTION** .....Community members were encouraged to share their vision for Downtown Pasco’s future through an online community survey. The survey was available from October 11, 2021 until January 3, 2022 and had 112 respondents. In the survey, respondents were asked to describe their role in the community, share their favorite things about Downtown, identify challenges in Downtown, and choose which topics they believe should be highlighted in the Downtown Plan. Participants were also encouraged to identify and share photographs of cities that they think would be a good model for Downtown Pasco. The survey was offered in English and Spanish and was promoted through multiple channels, including the City’s website and social media platforms, community events such as the Pasco Farmers’ Market, and the Downtown Plan’s community visioning workshop.

Survey participants had various connections to Downtown Pasco, with the greatest number of respondents visiting (83.04%) or shopping (57.14%) in the Downtown area:



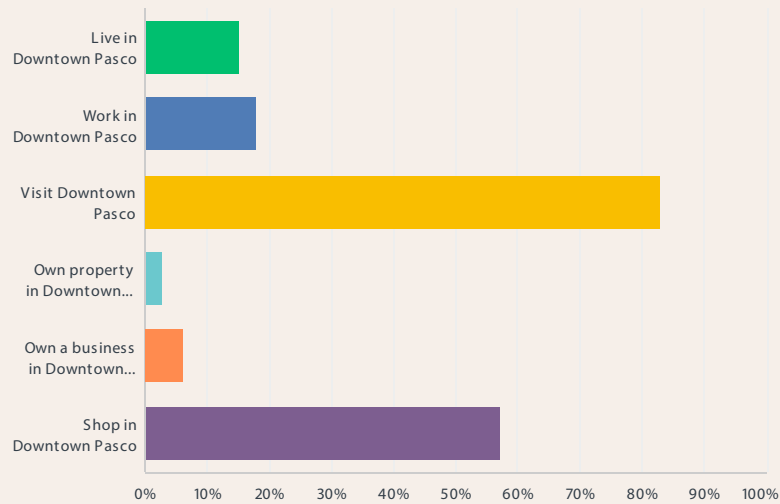


# Pasco Downtown Plan Community Survey

## SURVEY RESULTS.....

## Q1 Do you (check all that apply):

Answered: 112   Skipped: 2



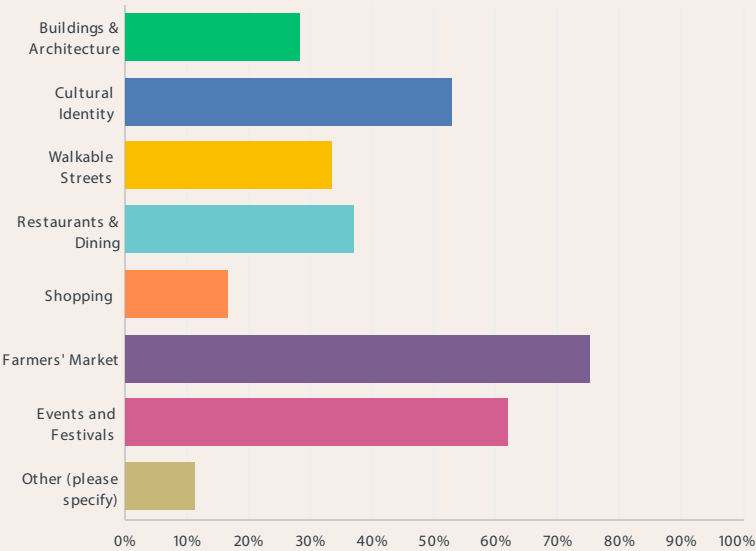
ANSWER CHOICES	RESPONSES	
Live in Downtown Pasco	15.18%	17
Work in Downtown Pasco	17.86%	20
Visit Downtown Pasco	83.04%	93
Own property in Downtown Pasco	2.68%	3
Own a business in Downtown Pasco	6.25%	7
Shop in Downtown Pasco	57.14%	64
Total Respondents: 112		



Pasco Downtown Plan Community Survey

SURVEY RESULTS.....Q2 What are your favorite things about Downtown Pasco? (Check all that apply.)

Answered: 113    Skipped: 1



ANSWER CHOICES	RESPONSES	
Buildings & Architecture	28.32%	32
Cultural Identity	53.10%	60
Walkable Streets	33.63%	38
Restaurants & Dining	37.17%	42
Shopping	16.81%	19



Pasco Downtown Plan Community Survey

Q3 Please upload a photo or photos of your favorite place(s) in Downtown Pasco.

Answered: 11 Skipped: 103

SURVEY RESULTS.....





Q4 List three words that describe your vision for the future of Downtown Pasco.

**SURVEY RESULTS.....**





# Pasco Downtown Plan Community Survey

Q5 List three words that describe the biggest challenges for Downtown Pasco.

**SURVEY RESULTS.....**



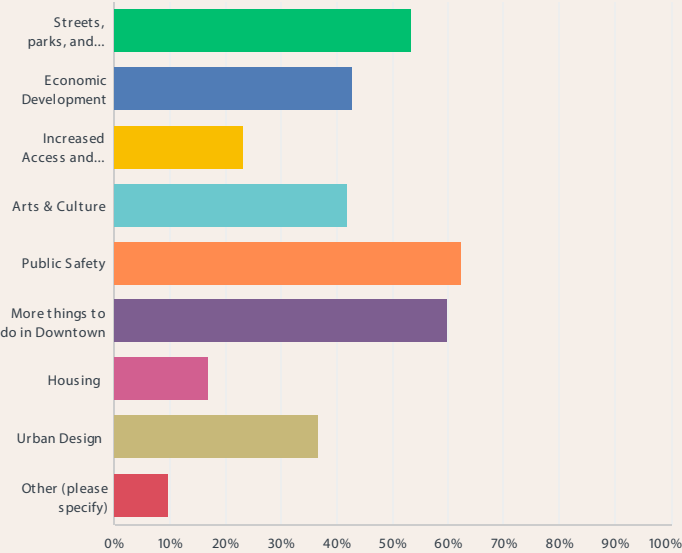


Pasco Downtown Plan Community Survey

Q6 What topics should be prioritized in the Pasco Downtown Plan? (Check up to three.)

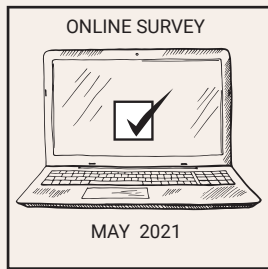
Answered: 112 Skipped: 2

SURVEY RESULTS.....



ANSWER CHOICES	RESPONSES	
Streets, parks, and public spaces	53.57%	60
Economic Development	42.86%	48
Increased Access and Mobility	23.21%	26
Arts & Culture	41.96%	47
Public Safety	62.50%	70
More things to do in Downtown	59.82%	67
Housing	16.96%	19
Urban Design	36.61%	41
Other (please specify)	9.82%	11
Total Respondents: 112		





Survey participants most frequently identified Walla Walla, Spokane, Leavenworth, Wenatchee, Seattle, and Downtown Richland and Kennewick as cities that they believe would be good models for Downtown Pasco. Participants also submitted images of cities that could serve as inspiration for Pasco's downtown:

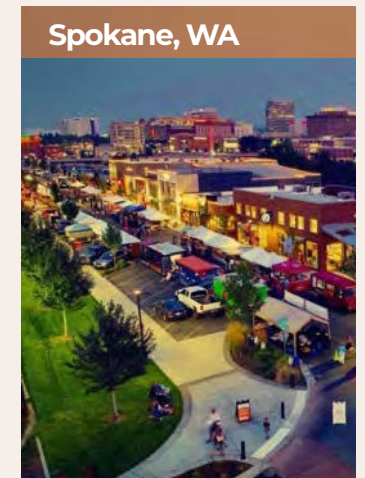
**SURVEY RESULTS**



Walla Walla, WA



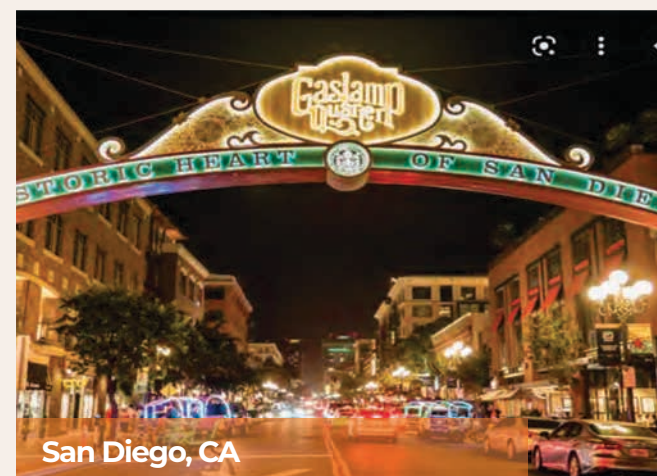
Coeur d'Alene, ID



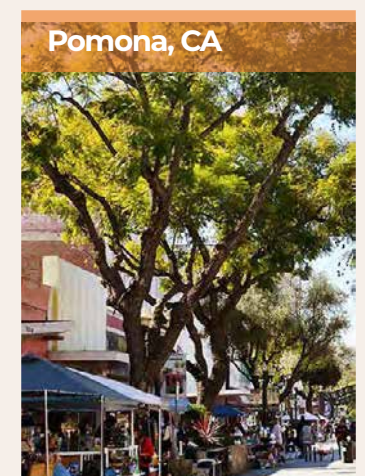
Spokane, WA



Bellingham, WA



San Diego, CA



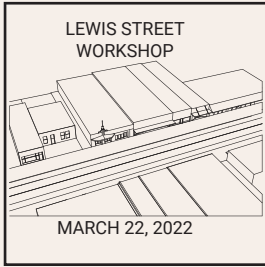
Pomona, CA



SECTION DESCRIPTION .....



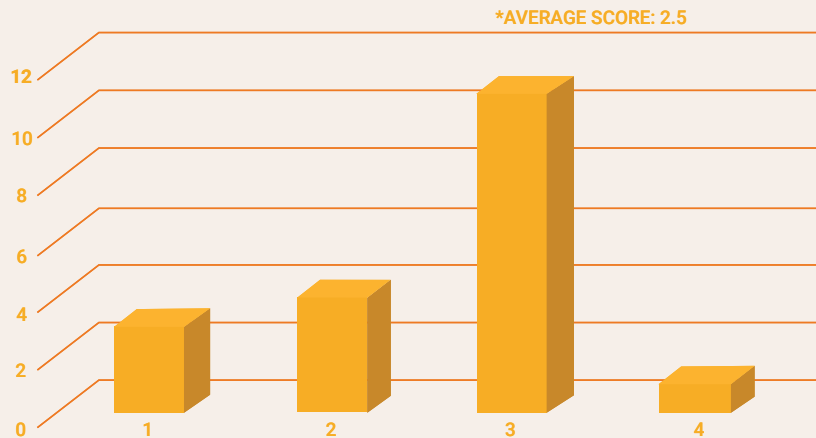




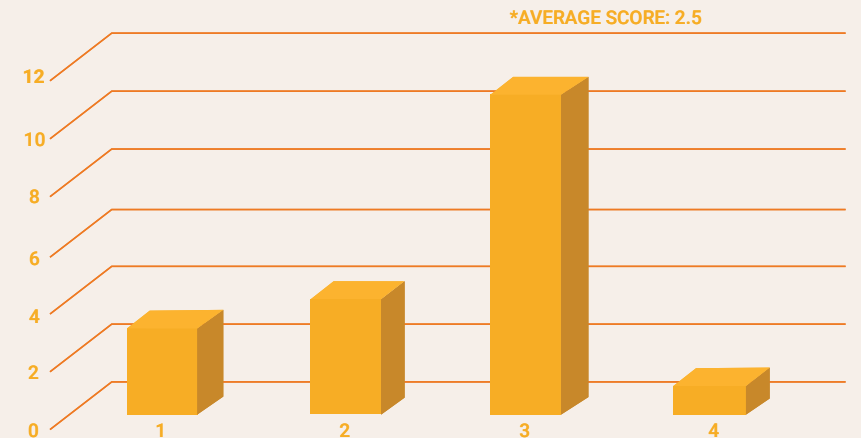
**SECTION DESCRIPTION** .....As part of the City’s ongoing effort to develop a new Downtown Plan, a workshop about the future of Lewis Street was held at Salon Monte Carlo in Downtown Pasco on March 22, 2022 from 6 to 8pm. The workshop was attended by 34 people and included a presentation from Framework who are the lead consultants on the Downtown Plan followed by live polling, and a design exercise in small groups. The presentation provided goals for both the workshop and Lewis Street, an overview of existing conditions on Lewis Street, examples of outdoor seating opportunities and other pedestrian oriented streets. Following the design exercise each group shared the results including assets, challenges, and images that reflect what they would like to see on Lewis Street.

**LIVE POLLING** .....Questions during the live polling sought feedback into the current functioning of Lewis Street, potential improvements, and ways in which the street could better support local businesses. The following are the results of the survey.

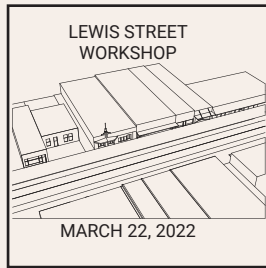
**Please rate how well you think Lewis Street is working:**  
1=Poorly - 5=Great



**Please rate how well you think Lewis Street is working:**  
1=Poorly - 5=Great



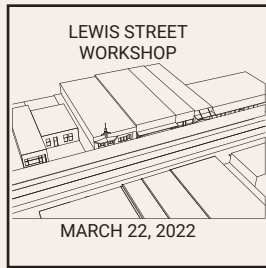




LIVE POLLING.....Please comment on what you would like to see for  
Lewis Street in the future to support local businesses?

- » "Ensure that restaurants have proper outdoor seating."
- » "Decorate during holidays to create a more vibrant downtown."
- » "Welcome signage property owners improve their facades outdoor dining music."
- » "Outdoor seating."
- » "Deseo ver más seguridad en las calles, me gustaría ver más eventos de calidad para poder atraer más personas de otras ciudades de alrededor y más promoción positiva."
- » "Bistro with outdoor seating or coffee shop that sells local art or products made locally. Diverse businesses other than clothes and furniture. Wine tasting or micro-brewery."
- » "Coffee shop, more trees."
- » "More restaurants, coffee shops, outdoor seating, and more user-friendly permit enforcement."
- » "Murals public art"
- » "Bench seating, with tables."
- » "Coffee shop wine tasting room/local art gallery."
- » "Stage or ampitheater."
- » "Establishments with dedicated outdoor seating and activities."

- » "Outside art work and events. Being able to have outside dining and night life."
- » "Safe environment at night."
- » "Outdoor dining."
- » "Music."
- » "Welcome signage."
- » "Theater."



## DESIGN EXERCISE .....

Community members broke into groups to partake in a visioning and mapping exercise. Each group recorded their thoughts by mapping local assets, existing challenges, and potential connections. Residents were encouraged to find inspiration for street improvement from a selection of urban design precedents.





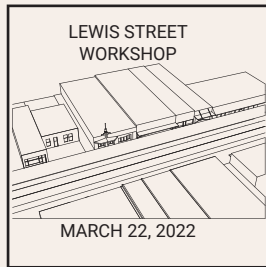


DESIGN EXERCISE

130

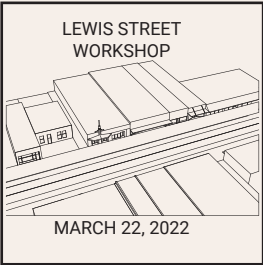






## DESIGN EXERCISE

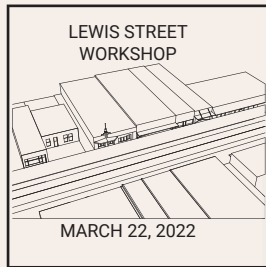




DESIGN EXERCISE .....



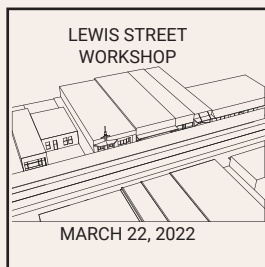




DESIGN EXERCISE .....



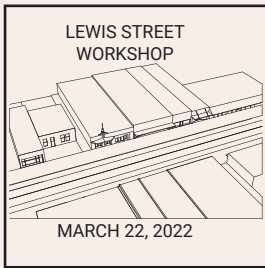




DESIGN EXERCISE .....» "Market Real Estate that's available through the DPDA."

- » "Business Park behind ...could be a site for redevelopment"
- » "Restoration of historical buildings. I'd love to see the city utilize the old ice making building by the tracks"
- » "Options for eating lunch/dinner...like ciao."
- » "Make downtown a real destination, more restaurants, pub, with outdoor seating"
- » "Think BIG - sports venue"
- » "Contaminated soils are an issue on some sites"
- » "Green Spaces!"
- » "Shade Trees"
- » "Sundial"
- » "Create an inviting streetscape to match Peanuts Park"
- » "Art & Music"
- » "Public Art"
- » "Murals"
- » "Leave your mark"
- » "We need more "Insta" friendly spaces. Instagram photos"
- » "Art"
- » "Film Festivals"
- » "Kid focused mural w/Kiwanis as sponsor"

- » "Putt-Putt Golf"
- » "Themes that everyone can agree with. Rodeo, but modern- food -Rancheros (Merido)"
- » "Weekend events"
- » "Museum"
- » "Chicano/Latino Museum"
- » "Connect with Osprey Point"
- » "Wayfinding"
- » "Foods/Fiesta Foods"
- » "OUTDOOR DINING"
- » "Sports/Soccer"
- » "Games"
- » "Pasco History & Contributions"
- » "Themed Decorations"
- » "Fitness Circuit"
- » "Cinco de Mayo parade"
- » "Traveling Art"
- » "South street lights with shade"
- » "More lighting"
- » "String Lighting"
- » "Necesitamos luces y vigilancia los fines de semana en el downtown"



## DESIGN EXERCISE

- » "Benches"
- » "Wider Sidewalks"
- » "Bench having meaning behind it"
- » "Buddy Benches - Kiwanis could be sponsor"
- » "Conversation Benches -S"
- » "Trash bins, public trash bins"
- » "Spanish Style Portal like covered sidewalk"
- » "Reduce truck traffic"
- » "Transit center on 10th"
- » "Alternative truck route"
- » "Parking"
- » "Welcoming arch entry"
- » "Bike Lanes (Sets us up for future, mostly green, accessibility)"
- » "Multi-Use Zoning"
- » "Code enforcement"
- » "Reduce parking requirements"
- » "Need movement on code enforcement on live music sprinklers and issues hindering restaurants from having healthy nighttime business"

## 06.

## APPENDIX, CREDITS, &amp; FIGURES

**PLAN FRAMEWORK 10**

- “Fiery Foods Festival in Pasco,” By Gary White ..... 10
- The Ed Hendler Bridge into Pasco, WA by Library of Congress ..... 11

**INTRODUCTION + BACKGROUND 20**

- Businesses in Downtown Pasco. FRAMEWORK ..... 21
- Fiery Foods Festival. Stacy Lee ..... 21
- Ed Hendler Bridge into Pasco. By Corbin Harder - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=73690750> ..... 22
- The New Peanuts Park. KPG Psomas ..... 25
- Franklin County Courthouse. By Umptanum at English Wikipedia - Transferred from en.wikipedia to Commons by X-Weinzar using CommonsHelper. Photographer & copyright holder was w:User:Umptanum., Public Domain, <https://commons.wikimedia.org/w/index.php?curid=5707866> ..... 26
- Empire Theater, Pasco, WA. By Framework ..... 26
- Post Office, Pasco, WA. By Allen4names - Own work, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=20974115> ..... 26
- The Franklin County Museum. Image by Framework ..... 27
- Historic Building Detail. Image by Framework ..... 27
- Fiery Foods Festival in Pasco. Image by Gary White ..... 28
- Taco Crawl ..... 28
- City Mural. Image By Drbillnye - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=59927681> ..... 29

**136 THE PLANNING PROCESS: WHAT WE HEARD 34**

- Visioning Workshop. Image by Framework ..... 34
- Visioning Workshop. Image by Framework ..... 38
- Visioning Workshop. Image by Framework ..... 38
- Visioning Workshop. Image by Framework ..... 39
- Visioning Workshop. Image by Framework ..... 39

**THE PLAN 42**

- Outdoor Plaza. Image by FRAMEWORK ..... 44
- World Cup Party. Image by FRAMEWORK ..... 45
- Dancing in the Plaza. Image by FRAMEWORK ..... 45
- Copenhagen Bench. Image by Forms + Surfaces ..... 46

- Urban Renaissance. Image by Forms + Surfaces ..... 46
- Planters. Image by Kornegay Design ..... 46
- Cafe and Seat. Adobe Photostock ..... 47
- Urban Roadside Cafe Tables and Chairs. Adobe Photostock ..... 47
- Cafe Table and Chairs. Adobe Photostock ..... 47
- Outdoor Restaurant in Lueneberg Germany, Image by Angela Rohde ..... 47
- Long Benches with Table on the Terrace. Adobe Photostock ..... 47
- Wooden Tables and Chairs Located Outdoors. Adobe Photostock ..... 47
- Planters. Image by FRAMEWORK ..... 48
- Lewis St. Existing Conditions. Image by Google Earth ..... 54
- Columbia St. Existing Conditions. Image by Google Earth ..... 59
- Clark St. Existing Conditions. Image by Google Earth ..... 60
- N. 4<sup>th</sup> St. Existing Conditions. Image by Google Earth ..... 62
- Example of Bike Path. Image by Lesley Bain ..... 63
- Lighting with a Pedestrian Scale Feel. Image by FRAMEWORK ..... 66
- Catenary Lighting. Image by Fletcher Studio ..... 67
- Parklet with Plantings. Image Source: [dallas.cuturemap.com/news/restaurants-bars/05-21-20-taco-cabana-memorial-day-parklets/](https://dallas.cuturemap.com/news/restaurants-bars/05-21-20-taco-cabana-memorial-day-parklets/) ..... 68
- Parklet Activates the Sidewalk. Design by Meristem Designs. Image Source: <https://www.forbes.com/sites/carltonreid/2020/10/23/parklet-firm-discovers-no-such-thing-as-bad-publicity-after-tabloid-hatchet-job-boosts-business/?sh=502f52693dbd> ..... 69
- Parklet with Planter. Design by Rebar. .... 69
- Lighting Adds Ambiance and Charm. Image by By Eden, Janine and Jim from New York City - Outdoor Restaurant, CC BY 2.0, <https://commons.wikimedia.org/w/index.php?curid=94843798> ..... 69
- Mobile Parklet. Design by DAS studio. Image source: <https://www.designoftheworld.com/parklets/> ..... 69
- Parklet Outside Restaurant. Image Source [ediblemontereybay.com](https://ediblemontereybay.com), photo by Kathryn McKenzie ..... 70
- Catenary Lights. Image by Rope + Cable Canada ..... 74
- Wayfinding Signage. Image by Worcester Cultural Commission Wayfinding Art .... 75
- Wayfinding Sculpture. Image ..... 75
- Tooley Street Beacon. Design by Charles Holland Architects. Image source: <https://>



www.teamlondonbridge.co.uk/triangle .....	75
• Specialty Kitchen. Image by FRAMEWORK .....	78
• DPDA BANNERS. Image by KPG Psomas .....	78
• Dress Shop. Image by FRAMEWORK .....	79
• Downtown Post Office. Image By Allen4names - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/w/index.php?curid=20974115">https://commons.wikimedia.org/w/index.php?curid=20974115</a> .....	79
• Local Downtown Business. Image By FRAMEWORK .....	83
• Parade in Downtown Pasco. Source Image from City of Pasco's Facebook Page .....	84
• Small Scale Retail Buildings. Image from Google Earth .....	78
• Urban Housing. Image from FRAMEWORK .....	84
• Affordable Housing. Image By Calderoliver - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/w/index.php?curid=11640903">https://commons.wikimedia.org/w/index.php?curid=11640903</a> .....	85
• 4th. Existing Conditions. Image from Google Earth .....	90
• Thunderbird Motel. Image from Google Earth .....	93
• Wayfinding Signage. Images by the City of Littleton, CO .....	97
• Street Banner Signage. From the Downtown Berkeley Association. Photo by Eric Vogler .....	98
• Industrious Light Series Mural. Mural by Phillip Adams. Photo by Steve Weinik .....	101
• Mural in San Francisco's Mission District. Image By Ed Bierman from CA, usa - Bamy Street Murals, CC BY 2.0, <a href="https://commons.wikimedia.org/w/index.php?curid=65629126">https://commons.wikimedia.org/w/index.php?curid=65629126</a> .....	101
• By Ed Bierman from CA, usa - Bamy Street Murals, CC BY 2.0, <a href="https://commons.wikimedia.org/w/index.php?curid=65629126">https://commons.wikimedia.org/w/index.php?curid=65629126</a> .....	101
• South Philly Musicians. Mural by Eric Okdeh. Photo by Steve Weinik .....	101
• NYC Highline. Image By AdobeStock_333155318 .....	102
• LID Strategies Graphic. Image By Tdorante10 - Own work, CC BY-SA 4.0, <a href="https://commons.wikimedia.org/w/index.php?curid=116025790">https://commons.wikimedia.org/w/index.php?curid=116025790</a> .....	103
• Permeable Pavement. Image By USEPA Environmental-Protection-Agency - Permeable Pavement, Public Domain, <a href="https://commons.wikimedia.org/w/index.php?curid=51969545">https://commons.wikimedia.org/w/index.php?curid=51969545</a> .....	103
• Bioretention cell. Image by Kevin J. Beaty/Denverite .....	104
• City Hall, Pasco, WA. Image By Allen4names - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/w/index.php?curid=21392921">https://commons.wikimedia.org/w/index.php?curid=21392921</a> .....	105
• Franklin County Courthouse. Image By Umptanum at English Wikipedia - Transferred from en.wikipedia to Commons by X-Weinzar using CommonsHelper. Photographer & copyright holder was w:User:Umptanum., Public Domain, <a href="https://commons.wikimedia.org/w/index.php?curid=5707866">https://commons.wikimedia.org/w/index.php?curid=5707866</a> .....	105

## MAKING IT HAPPEN 108

• DPDA BANNERS. Image by KPG Psomas .....	108
---	-----

## APPENDIX, CREDITS, & FIGURES 122

• Truckee, CA. Image by Framework .....	125
• Kirkland, WA. Image by Framework .....	125
• Pasco, WA. Image by Framework .....	125
• Pasco Parklet Concept. Image by Framework .....	126
• Pasco Parklet Concept II. Image by Framework .....	126
• Walla Walla, WA. Image received from survey .....	127
• Wenatchee, WA. Image received from survey .....	127
• Couer D'Alene, ID. Image received from survey .....	128
• San Diego, CA. Image received from survey .....	128
• Viera's Bakery. Image received from survey .....	135
• Vinny's Bakery. Image received from survey .....	135
• Brothers Cheese Steak. Image received from survey .....	135
• Post Office. Image received from survey .....	135
• Farmers Market. Image received from survey .....	135
• Celebration on Lewis St. Image received from survey .....	135
• Sammy's Meat Market. Image received from survey .....	135
• Civic Building. Image received from survey .....	135
• Fresh Produce. Image received from survey .....	135
• Vinny's Bakery. Image received from survey .....	139
• Walla Walla, WA. Image received from survey .....	139
• Coeur d'Alene, ID. Image received from survey .....	139
• San Diego, CA. Image received from survey .....	139
• Spokane, WA. Image received from survey .....	139
• Pomona, CA. Image received from survey .....	139
• Farmers Market Outreach. Image by FRAMEWORK .....	140
• Lewis Street Workshop. Image by FRAMEWORK .....	143
• Lewis Street Workshop2. Image by FRAMEWORK .....	144
• Lewis Street Workshop3. Image by FRAMEWORK .....	145
• Lewis Street Workshop4. Image by FRAMEWORK .....	146
• Lewis Street Workshop5. Image by FRAMEWORK .....	147

## 06.

## APPENDIX, CREDITS, &amp; FIGURES

## FIGURES

» FIERY FOODS FESTIVAL IN PASCO, WA .....	10
» THE ED HENDLER BRIDGE INTO PASCO, WA .....	11
» DIAGRAM OF MASTER PLAN VISION, GOALS, & STRATEGIES .....	12
» DIAGRAM OF PLAN FRAMEWORK .....	13
» ELEMENTS OF A DOWNTOWN PLAN .....	20
» BUSINESSES IN DOWNTOWN PASCO .....	21
» FIERY FOODS FESTIVAL, PASCO, WA .....	21
» ED HENDLER BRIDGE INTO PASCO .....	22
» PASCO ZONING MAP .....	23
» OPTIONS FOR OUTDOOR SEATING .....	24
» MORE OPTIONS FOR OUTDOOR SEATING .....	24
» THE NEW PEANUTS PARK IS A CENTERPIECE OF DOWNTOWN.....	25
» FRANKLIN COUNTY COURTHOUSE, PASCO, WA EST, 1912 .....	26
» EMPIRE THEATER, PASCO, WA EST, 1956 .....	26
» POST OFFICE, PASCO, WA EST. 1932.....	26
» THE FRANKLIN COUNTY MUSEUM IS IN A FORMER CARNAGIE LIBRARY JUST NORTH OF DOWNTOWN. EST, 1932 .....	27
» DOWNTOWN PASCO BOASTS HISTORIC BUILDINGS WITH RICH ARCHITECTURAL DETAILING. ....	27
» PASCO'S TACO CRAWL .....	28
» PASCO'S FIERY FOODS FESTIVAL .....	28
» MURALS WITNESS A CITY'S HISTORIES AND PROVIDE VIBRANCY TO THE DOWNTOWN FABRIC .....	29
» DOWNTOWN BOUNDARY IN CONTEXT .....	30
» DOWNTOWN PASCO PLANNING CONTEXT .....	31
» VISIONING WORKSHOP.....	34

» PUBLIC ENGAGEMENT DIAGRAM .....	35
» LEWIS STREET WORKSHOP .....	36
» LEWIS STREET WORKSHOP DESIGN EXERCISE .....	37
» LEWIS STREET WORKSHOP DESIGN EXERCISE .....	37
» COMPOSITE MAP OF WORKSHOP PARTICIPANT'S COMMENTS .....	38
» LEWIS STREET WORKSHOP LIVE POLLING .....	39
» LEWIS STREET WORKSHOP SMALL GROUP REPORTING .....	39
» GIVING PEOPLE MULTIPLE OPTIONS TO ENGAGE.....	44
» A SPACE CREATES VIBRANCY .....	44
» ARTS PROGRAMMING ACTIVATING A PLAZA.....	45
» WORLD CUP VIEWING TRANSFORMS AN ALLEY.....	45
» COPENHAGEN BENCH FROM FORMS+SURFACES .....	46
» ASPECT FROM KORNEGAY DESIGN .....	46
» URBAN RENAISSANCE FROM FORMS+SURFACES .....	46
» CIRQUE FROM KORNEGAY DESIGN .....	46
» DUNE FROM KORNEGAY DESIGN .....	46
» FLEXIBLE STREET FURNISHINGS .....	47
» NORTH SIDE OF PEANUTS PARK .....	48
» UPDATED CONCEPT FOR NORTH PEANUTS PARK.....	49
» ALL DAY TRAFFIC COUNTS FROM CITY OF PASCO COMPREHENSIVE PLAN. MAP LAST UPDATED MAY 14, 2020. NOTE THAT TRAFFIC DATA IS INFLUENCED BY COVID-19 PANDEMIC IMPACT.....	50
» BASELINE CONDITIONS .....	51
» TARGETED COMPLETE STREET ELEMENTS.....	51
» PARKING ANALYSIS .....	52

» LEVELS 2 & 3 OF FRAMEWORK PLAN .....	53
» LEWIS ST. EXISTING CONDITIONS .....	54
» LEWIS ST. CONCEPT .....	55
» LEWIS ST. CONCEPT AT NIGHT .....	56
» REVITALIZED PASCO THEATRE OPENING NIGHT CONCEPT .....	57
» COLUMBIA ST. CONCEPT .....	58
» COLUMBIA ST. EXISTING CONDITIONS .....	59
» WEST CLARK ST. PROPOSED FOUR LANE TO TWO LANE CONCEPT .....	60
» CLARK ST. EXISTING CONDITIONS .....	60
» W CLARK ST. PROPOSED .....	61
» N.. 4TH ST. EXISTING CONDITIONS.....	62
» EXAMPLE OF BIKE PATH.....	63
» N. 4TH ST. PROPOSED .....	63
» N. 4TH ST. FESTIVAL STREET ACTIVATED .....	64
» N. 4TH ST. FESTIVAL STREET TYPICAL DAY .....	65
» LIGHTING WITH A PEDESTRIAN SCALE FEEL .....	66
» PARKLET WITH PLANTINGS.....	68
» PARKLET ACTIVATES THE SIDEWALK .....	69
» PARKLETS CAN ALSO FUNCTION AS CURB BUMP OUTS SLOWING TRAFFIC.....	69
» LIGHTING ADDS AMBIANCE AND CHARM.....	69
» MOBILE PARKLET .....	69
» PARKLET OUTSIDE RESTAURANT .....	70
» SPECIALTY KITCHEN PARKLET CONCEPT.....	71
» WAYFINDING LOCATIONS POINTING TO DOWNTOWN .....	73
» CATENARY LIGHTS SERVE AS A DISTINCTIVE TOOL FOR WAYFINDING .....	74
» PEDESTRIAN WAYFINDING .....	75
» COLORFUL SCULPTURES CAN DOUBLE AS WAYFINDING MARKERS.....	75
» WAYFINDING AS BOTH LANDMARK AND STREET FURNISHING.....	75
» DOWNTOWN PASCO DEVELOPMENT AUTHORITY CO-	

CREATED THE SPECIALTY KITCHEN.....	78
» DOWNTOWN PASCO DEVELOPMENT AUTHORITY LED BANNERS .....	78
» DOWNTOWN PASCO POST OFFICE .....	79
» QUINCEÑERA DRESS SHOP .....	79
» MAIN STREET AMERICA'S FOUR POINTS.....	80
» LOCAL DOWNTOWN BUSINESSES .....	83
» PARADE IN DOWNTOWN PASCO .....	84
» SMALL SCALE RETAIL BUILDINGS SHOULD BE ALLOWED IN DOWNTOWN.....	78
» EXISTING FUTURE LAND USE MAP .....	79
» EXISTING PASCO ZONING MAP.....	80
» EXAMPLE OF DESIGN STANDARDS .....	81
» SIGN CODE ADDRESSES MULTIPLE TYPES .....	82
» URBAN HOUSING IN SEATTLE,WA.....	84
» AFFORDABLE HOUSING IN SANTA MONICA, CA .....	85
» SHORT TERM SCENARIO.....	86
» EXISTING CONDITIONS - 414 W. COLUMBIA ST. OPPORTUNITY SITE .....	86
» LONG TERM SCENARIO .....	86
» EXISTING CONDITIONS.....	88
» PROPOSED TRANSFORMATION.....	89
» PROPOSED TRANSFORMATION.....	89
» EXISTING CONDITIONS .....	90
» PROPOSED TRANSFORMATION.....	91
» ICONIC LEWIS STREET THEATRE IS A MAJOR DOWNTOWN CATALYST .....	92
» SITE TRANSFORMED INTO PARKING AND MIXED USE HOUSING + RETAIL.....	93
» THUNDERBIRD MOTEL, GOOGLE EARTH.....	93
» THE COHESIVE BRANDING AND WAYFINDING IN LITTLETON, CO, PAY HOMAGE TO THE HISTORY AND HIGHLIGHTS POINTS OF INTEREST IN THE DOWNTOWN DISTRICT.....	97
» DOWNTOWN BERKELEY'S BRANDING CAMPAIGN USES	



	EYE-CATCHING COLORS AND A UNIFIED LOGO, “MEET ME DOWNTOWN”, FEATURING SIX .....	98
	» CULTURAL ORGANIZATIONS PARTNERING WITH DOWNTOWN BERKELEY ASSOCIATION. PASCO COULD ALSO HIGHLIGHT .....	98
	» HISTORIC BUILDINGS WITH .....	98
	» BANNERS AND HISTORIC .....	98
	» MARKERS IN COLLABORATION WITH THE HISTORIC SOCIETY. ....	98
	» NORTH PEANUTS PARK IS A PRIME OPPORTUNITY SITE FOR A MURAL .....	99
	» “INDUSTRIOUS LIGHT” SERIES MURAL BY ARTIST PHILLIP ADAMS SHOWCASES THE INDUSTRIAL HISTORY OF THE LOGAN SQUARE NEIGHBORHOOD IN PHILADELPHIA.....	101
	» MURALS ATTRACT VISITORS TO SAN FRANCISCO’S MISSION DISTRICT.....	101
	» A SAN JOSE POCKET PARK IS LINED WITH VIBRANT MURALS .....	101
	» THE MURAL, “SOUTH PHILLY MUSICIANS”, COMMEMORATE SOUTH .....	101
	» PHILADELPHIA’S MUSIC LEGACY AND THE BANDSTAND ERA OF MUSICIANS WHO BROUGHT RICH CULTURAL INFLUENCE TO THE CITY.....	101
	» GREEN INFRASTRUCTURE BRINGING BEAUTY INTO DOWNTOWN.....	102
140	» EMPLOYING LID STRATEGIES OFFERS OPPORTUNITIES TO INFORM AND INSPIRE COMMUNITY .....	103
	» PERMEABLE PAVEMENT HELPS STORMWATER TO INFILTRATE ON-SITE.....	103
	» RAIN GARDENS INTERCEPT STORMWATER BEFORE ENTERING RIVER.....	104
	» CITY HALL, PASCO, WA.....	105
	» FRANKLIN COUNTY COURTHOUSE, PASCO, WA .....	105
	» GRAND (RE)OPENING OF PASCO’S OPPORTUNITIES INDUSTRIALIZATION CENTER OF WASHINGTON .....	108









# MAKING IT HAPPEN: PLAN IMPLEMENTATION

Downtown Pasco Master Plan

## 05.

## MAKING IT HAPPEN

**PLAN IMPLEMENTATION.....**For the Downtown Master Plan to be realized it must be implemented through sustained effort by the City of Pasco, the DPDA, and partnerships with the private sector and in particular local businesses. The Downtown Master Plan is intended to establish an ongoing implementation that capitalizes on local funding and resources, outside grant opportunities, and maximizes local assets such as small businesses that make Downtown a place people want to be. Future updates to the Master Plan will likely result in new strategies and actions that will also need to be implemented and the work to maintain and improve Downtown will continue as new challenges and opportunities arise.

PLANNING LEVEL COST CONSIDERATIONS

\$ = up to \$50k

\$\$ = \$50k to \$500k

\$\$\$ = Greater than \$500k

TIMELINE

Near term = 1-2 years

Mid-term = 3-5 years

Long-term = 5+ years



GRAND (RE)OPENING OF PASCO'S OPPORTUNITIES INDUSTRIALIZATION CENTER  
OF WASHINGTON

JANUARY 2023

**GOAL: ACTIVE + SAFE STREETS + PUBLIC SPACES FOR ALL****SPS 1: DEVELOP A PROGRAMMING PLAN FOR STREETS AND PUBLIC SPACES**

<b>ACTION</b>	<b>AGENCY</b>	<b>TIMELINE</b>	<b>COST/FUNDING</b>
<b>SPS 1.1 Peanuts Park Programming</b>	DPDA/City	Near-term	\$
<b>SPS 1.2 Streetscape Furniture Program</b>	DPDA/City	Near-term	\$
<b>SPS 1.3 Peanuts Park North Design Development</b>	City	Near-term	\$\$\$

**SPS 2: RIGHT SIZE + ENHANCE DOWNTOWN STREETS FOR ACTIVITY + MOBILITY THROUGH CATALYST PROJECTS**

<b>ACTION</b>	<b>AGENCY</b>	<b>TIMELINE</b>	<b>COST/FUNDING</b>
<b>SPS 2.1 Lewis Street</b>	City	Mid-term	\$\$\$
<b>SPS 2.2 W. Columbia Street</b>	City	Near-term	\$\$
<b>SPS 2.3 Clark Street</b>	City	Near-term	\$\$
<b>SPS 2.4 4th Avenue</b>	City	Mid to Long-term	\$\$\$



## SPS 3: IMPROVE LIGHTING AND SAFETY IN DOWNTOWN

ACTION	AGENCY	TIMELINE	COST/FUNDING
SPS 3.1 Develop a lighting plan for Downtown	DPDA/City	Near-term	\$

## SPS 4: CREATE A DOWNTOWN PARKLET PROGRAM

ACTION	AGENCY	TIMELINE	COST/FUNDING
SPS 4.1 Create regulations to allow parklets within the public right of way by using on-street parking	City	Near-term	\$/Staff time
SPS 4.2 Design and fund a parklet pilot program that prioritizes active uses where sidewalk widths are insufficient for sidewalk use	DPDA/City	Near-term	\$ to \$\$
SPS 4.3 Develop Parklet designs for parallel and angles parking stalls	DPDA/City	Near-term	\$

## SPS 5: IMPROVE WAYFINDING IN DOWNTOWN

ACTION	AGENCY	TIMELINE	COST/FUNDING
SPS 5.1 Develop a wayfinding plan for Downtown	DPDA/City	Near-term	\$\$

## GOAL: ROBUST + COLLABORATIVE DOWNTOWN MANAGEMENT

### DTM 1 : ESTABLISH A FORMAL DOWNTOWN PLANNING BOUNDARY

ACTION	AGENCY	TIMELINE	COST/FUNDING
DTM 1.1 Adopt the Downtown Planning Boundary into the Comprehensive Plan	City	Near-term	Staff time

### DTM 2 : ENHANCE THE ROLES OF THE DOWNTOWN PDA AND MAIN STREET ORGANIZATION

ACTION	AGENCY	TIMELINE	COST/FUNDING
DTM 2.1: Develop a strategic plan for the Downtown PDA that maximizes the role of the DPDA	DPDA	Near-term	\$
DTM 2.2 Develop a strategic plan for the Main Street Organization	DPDA	Near-term	\$

### DTM 3 : ESTABLISH AND MAINTAIN ACTIVE PARKING MANAGEMENT

ACTION	AGENCY	TIMELINE	COST/FUNDING
DTM 3.1 Employee parking program	DPDA/City	Near-term	Staff time
DTM 3.2 Parking data collection program	City	Near-term	\$/Staff time/ Volunteers

**DTM 3.3 Parking enforcement program**

City

Near-term

\$ to \$\$

**DTM 4 : ACTIVELY MAINTAIN EXISTING BUSINESSES AND MARKET AND RECRUIT NEW BUSINESSES TO DIVERSIFY USES DOWNTOWN AS DESIRED BY THE COMMUNITY****ACTION****AGENCY****TIMELINE****COST/FUNDING****DTM 4.1 Develop a business retention + recruitment program as a partnership between the City and DPA**

DPDA/City

Near-term

\$/Staff time

**DTM 5 : MORE EVENTS DOWNTOWN****ACTION****AGENCY****TIMELINE****COST/FUNDING****DTM 5.1 Develop an annual events plan for Downtown**

DPDA

Near-term

Staff time

**GOAL: SUBSTANTIAL PRIVATE SECTOR DEVELOPMENT AND INVESTMENTS****PSI 1: UPDATE LAND USE AND ZONING TO BE SPECIFIC TO DOWNTOWN****ACTION****AGENCY****TIMELINE****COST/FUNDING****PSI 1.1 New Future Land Use Map**

City

Near-term

Staff time

**PSI 1.2 New Zoning Map**

City

Near-term

Staff time



PSI 1.3 Updated development standards	City	Near-term	\$ to \$\$
PSI 1.4 Revisit parking requirements for areas currently outside of the C-2 Zone	City	Near-term	\$
PSI 1.5 Downtown specific signage code standards	City	Near-term	\$
<b>PSI 2: MANAGE AND UPDATE BUILDING, DEVELOPMENT, AND STREET USE CODES TO SUPPORT AN ACTIVE DOWNTOWN</b>			
<b>ACTION</b>	<b>AGENCY</b>	<b>TIMELINE</b>	<b>COST/FUNDING</b>
PSI 2.1 Review code interpretations to assess whether they are consistent with the goals of the Downtown Plan	City	Near-term	Staff time
<b>PSI 3: FACILITATE MORE HOUSING IN DOWNTOWN</b>			
<b>ACTION</b>	<b>AGENCY</b>	<b>TIMELINE</b>	<b>COST/FUNDING</b>
PSI 3.1 Develop concept plans for new housing Downtown on opportunity sites	DPDA/City	Mid-term	\$
PSI 3.2 Develop and implement housing strategies in Downtown as part of the Housing Action Plan	City	Mid-term	\$/Staff time

### PSI 4: PURSUE CATALYST PROJECTS AND CONSIDER PUBLIC/PRIVATE PARTNERSHIPS

ACTION	AGENCY	TIMELINE	COST/FUNDING
PSI 4.1 430 W Columbia Street	DPDA/City/Private Sector	Near-term	\$\$/Staff time
PSI 4.2 110 S. 4th Avenue	DPDA/City/Private Sector	Near-term	\$\$\$ /Staff time
PSI 4.3 Theater on Lewis Street	DPDA/City/Private Sector	Mid-term	\$\$\$ /Staff time
PSI 4.4 Vacant building across from the Thunderbird	DPDA/City/Private Sector	Near-term	\$\$\$ /Staff time
PSI 4.5 Thunderbird redevelopment (parking support private sector investment)	DPDA/City/Private Sector	Near-term	\$\$\$ /Staff time

### PSI 5: FACILITATE DEVELOPMENT OF OPPORTUNITY SITES

PSI 5.1 Develop a standard Request for Information and Request for Proposals to solicit interest in development of catalyst sites in Downtown Pasco	DPDA/City	Near-term	Staff time
PSI 5.2 Develop design concepts and conduct feasibility analysis for opportunity sites	DPDA/City	Near-term	\$ to \$\$

**GOAL: A DOWNTOWN THAT REFLECTS PASCO'S HISTORY, PEOPLE, LANDSCAPE, AND CULTURE**
**HPLC 1: MARKETING AND COMMUNICATION STRATEGY FOR LOCALS AND VISITORS**

ACTION	AGENCY	TIMELINE	COST/FUNDING
HPLC 1.1 Develop a Downtown brand and logo for use in marketing and wayfinding			

**HPLC 2: ESTABLISH A PUBLIC MURAL AND PUBLIC ART PROGRAM**

ACTION	AGENCY	TIMELINE	COST/FUNDING
HPLC 2.1 Modify regulations or code interpretations to allow murals	City	Near-term	Staff time
HPLC 2.2 Establish a City-led mural program with community partners	DPDA/City/Private Sector	Near-term	\$/Staff time

**HPLC 3: INTEGRATE SUSTAINABILITY AND RESILIENCY INTO DOWNTOWN ACTIONS**

ACTION	AGENCY	TIMELINE	COST/FUNDING
HPLC 3.1 Leverage integrated stormwater technologies where appropriate	City	Near to Mid-term	Staff time (reflected in project budgets)
HPLC 3.2 Integrate green infrastructure into all Downtown projects	City	Near to Mid-term	Staff time (reflected in project budgets)



PLAN MONITORING

Monitoring the implementation of the plan is crucial to its realization. To that end, the Planning Department should create an annual report on progress towards implementing the Downtown Plan. Additionally, consideration should be given to establishing a joint City/ Downtown Pasco Development Authority team that meets regularly to focus on implementation.

GOAL: ACTIVE + SAFE STREETS + PUBLIC SPACES FOR ALL	
MEASURE	HOW IT'S MEASURED
IMPROVED STREETScape	Linear feet of streetscape improvements on one side of the street
STREET TREES	Net increase in the # of street trees
OUTDOOR SEATING IN STREETS AND PUBLIC SPACES	Net increase in the # of seats per person
PROTECTED BIKE FACILITIES	Linear feet of protected bike facilities (i.e. low streets)
ACTIVATION OF STREETS AND PUBLIC SPACES	# and a list of activities added through programming
DOWNTOWN LIGHTING	# of new pedestrian scale lights
PARKLETS	# of new parklets
WAYFINDING	# of new wayfinding signs for Downtown

## GOAL: ROBUST + COLLABORATIVE DOWNTOWN MANAGEMENT

MEASURE	HOW IT'S MEASURED
Strategic Planning for Downtown Organizations	# of strategic plans developed
Employee Parking	# of employees participating in employee parking program
Parking Data Collection	# of days parking data was collected in Downtown
Parking enforcement	Parking violation rate (i.e. # of vehicles parking longer than the time limits)
Business and retention program	# of new businesses in Downtown and # of businesses that have closed
Downtown events	# of events on an annual basis

## GOAL: SUBSTANTIAL PRIVATE SECTOR DEVELOPMENT AND INVESTMENTS

MEASURE	HOW IT'S MEASURED
Zoning and Development Standards	Adoption of zoning and code updates
Code Interpretations	Report analyzing code interpretations for consistency with the Downtown Plan goals

Housing concept plans	# of housing concept plans developed
Housing Action Plan	# of strategies successfully implemented
Catalyst Projects	# of catalyst sites improved and occupied
Opportunity Site Promotion	# of RFIs/RFPs issued
Opportunity Site Concept Plans	# of concept plans and feasibility analysis completed
GOAL: A DOWNTOWN THAT REFLECTS PASCO'S HISTORY, PEOPLE, LANDSCAPE, AND CULTURE	
MEASURE	HOW IT'S MEASURED
Downtown Brand and Logo	Complete brand and logo development
Murals	# of Downtown murals
Green infrastructure	# of projects that include green infrastructure
Public Buildings	# of public buildings in Downtown and any net change



