

City of Dayton Commercial Street Corridor Master Plan



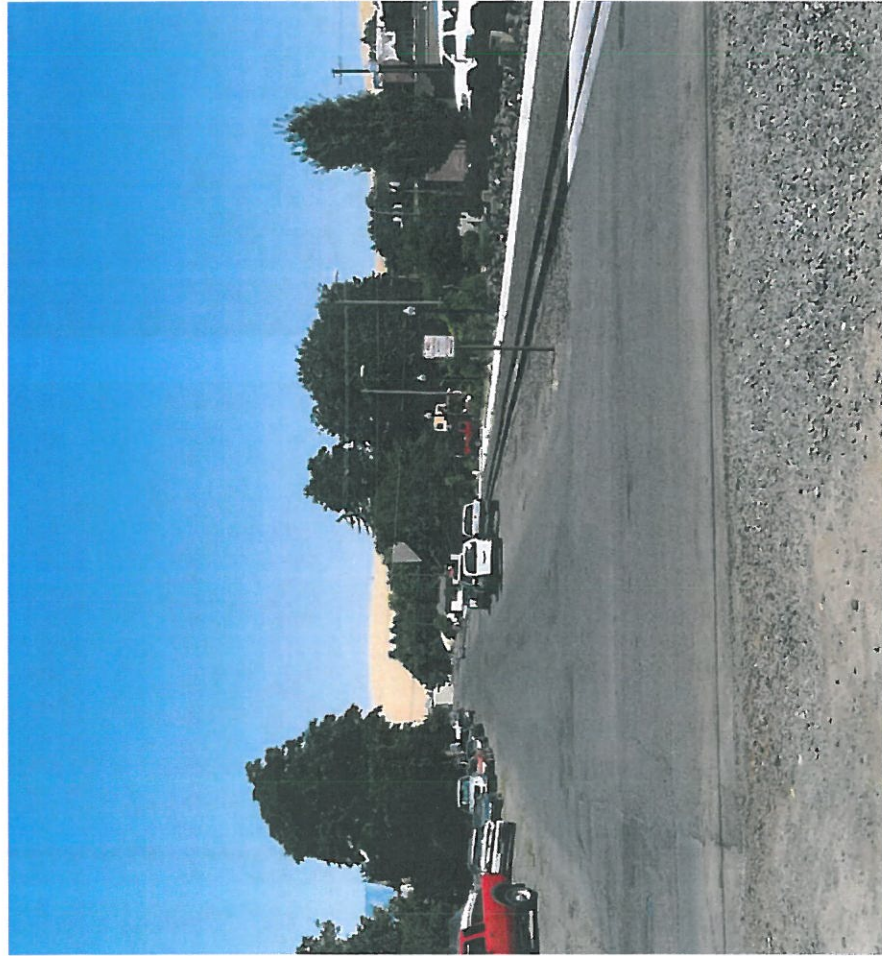
Adopted by Dayton Ord 1873 - Attachment A





Consultants

30 December 2011



Client:
Dayton Development Task Force



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Just Off Main Street

A quiet escape from the busyness of Main Street where you can enjoy a peaceful walk, meet friends, bring guests and hang out with family... A place away from the hot pavement of summer where coolness of the river is revealed...Just Off Main Street is a chance to unwind, listen to music and enjoy children playing...Just Off Main Street is a tribute to Dayton's unique past... and a community gathering place for all ages to enjoy....
Just Off Main Street

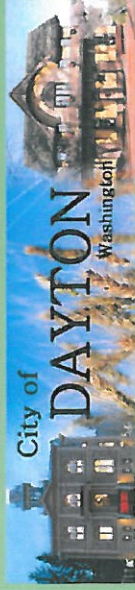


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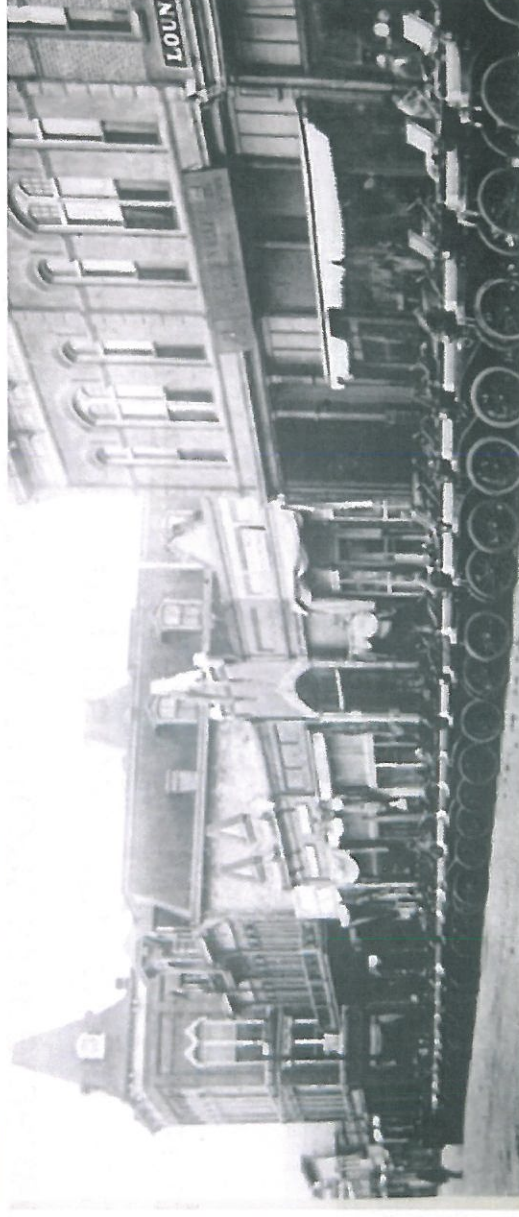
- Three Days in Dayton
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- Framing the Large Vision
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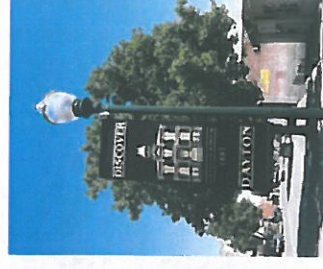
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Purpose

The Commercial Street Corridor Master Plan, which focuses on the area between the Touchet River and the Seneca Plant at 5th Street, describes a unified vision and approach for how Commercial Street might look, function and feel, in the future. At the heart of this planning effort is the notion of a "String of Pearls" that draws pedestrians and cars travelling down Main Street to a series of special sites or jewels along Commercial Street.



This vision is in response to current conditions along Commercial Street which are characterized by disparate land uses (single family residential, commercial and industrial) and a disjointed urban fabric that consists of many under-utilized lots. Commercial Street's character is further challenged because many of its facades are the back of the buildings that face Main Street.

Besides enhancing the identity of Commercial Street, this plan aims to create attractions for tourists, opportunities for businesses seeking to relocate to Dayton and amenities for the people who live and work, in the City.





Project Context

Downtown District

The City of Dayton is located in the southeastern part of Washington. Dayton is the county seat of Columbia County.

The Downtown District consists of Main Street and Commercial Street, east of the Touchet River to 5th Street. The district includes historic buildings such as the old train depot (1881) and the courthouse (1887), the recently relocated Smith Hollow Schoolhouse, as well as the site, along the river, where the Lewis and Clark expedition stopped for lunch. These elements, along with the statues of the conductor at the depot and Sacajawea, support the community's vision of the district being a "String of Pearls".

Main Street is the cultural, social and historic spine of the Downtown District. Commercial Street runs parallel to Main Street. Main Street attracts local residents to shop, dine and meet friends. Commercial Street is more utilitarian in nature. It is where the parking for Main Street and the spur line to the Seneca Plant is located.



Charrette Process

Three Days in Dayton

October 3-5, 2011

A three day intensive workshop (referred to as a charrette) was used to listen to stakeholders (the Downtown Dayton Development Task Force, city staff, the Mayor, Washington Department of Transportation, local business and property owners and local residents) and create a viable vision for the Commercial Street corridor.

The charrette kicked off with a brainstorming session with interested stakeholders, followed by a tour of the study area and the creation of the Opportunities Plan.

The Opportunities Plan served as the foundation for a series of conversations about the physical, social and economic opportunities along Commercial Street and within the Downtown District, including the identification of potential business clusters.

Monday October 3

- Kick-Off Meeting and Site Tour
- Brainstorming Session
- Created Opportunity Diagram

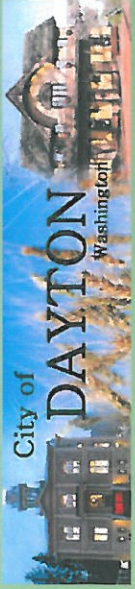
Tuesday October 4

- Met with Stakeholders
- Marketek's Business /Economic Development Workshops
- Refined Opportunity Diagram
- Defined Principles Goals & Objectives
- Developed Key Opportunity Sites

Wednesday October 5

- Developed Concept Plans
- Reviewed Concepts with Stakeholders
- Presentation





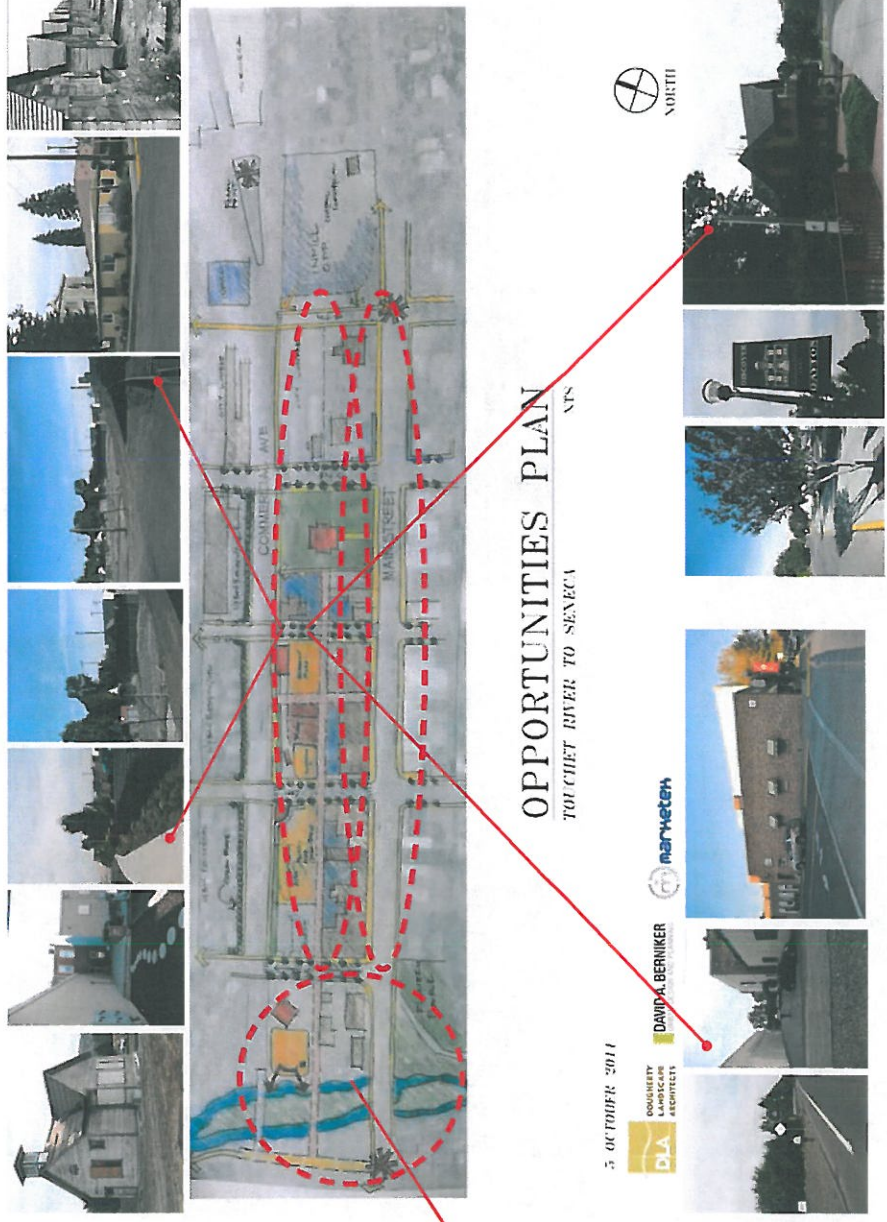
Charrette Process

Opportunity Plan

Defining the Character of Commercial Street

The Opportunities Plan expresses the DLA Team's first attempt to define the character of Commercial Street. Primary objectives include:

- Enhancing connectivity and continuity between elements along Commercial Street
- Defining the edges of Commercial Street
- Creating a more unified streetscape treatment that physically and visually links Commercial and Main Street
- Identifying key opportunity sites
- Creating an identity for the alley
- Improving the character and function of open spaces



Charrette Process

Placemaking Principles

Successful streets enhance the character and vibrancy of a Downtown. Such streets typically consist of well-designed buildings, streetscape amenities and public spaces that are inviting to pedestrians, bicyclists and motorists alike.

Through a combination of design elements, successful streets encourage people to get out of their cars. Once on foot, visitors should be provided with a safe and convenient pedestrian environment. Street furnishings add a layer of attraction and character. Appropriately scaled buildings and the elimination of visual clutter are key to creating an aesthetically pleasing environment.

Enhanced sidewalks, appropriate landscaping, street trees, and public art are important design tools for realizing a community's vision. Ample and convenient parking is, of course, essential. The identification and thoughtful consideration of infill opportunities will help fill gaps in the neighborhood fabric. Bringing together these elements and principles serves to create a sense of place and identity.



Economically Viable Downtown



Strong Connections on Side Streets



Design Elements Provide Continuity



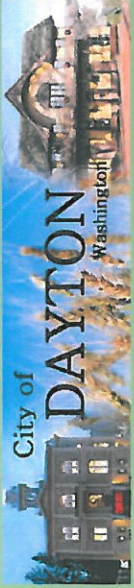
Hierarchy of Gathering Space



Improved Wayfinding



Safe Pedestrian Corridors



Charrette Process

Market Analysis and Recommendations

Overview of Retail, Business and Market Conditions

The Commercial Street Corridor exists as part of the larger Downtown District, which includes Main Street. The two streets are intended to complement each other and serve as Dayton's central business district and provide a prime location for small business success.

Dayton Target Markets

Dayton's principal year round market is local residents living within a ten mile radius from the downtown. Locals will provide downtown with the greatest opportunity for a dependable source of year-round sales. The market area contains 4,987 residents as of 2010 and is projected to grow at a very slow rate to 5,017 by 2015.

Income and education levels are below the state average within the market area. The median household income is \$41,094 and less than 20% of residents age 25 or older hold college degrees. The median age in the Dayton Market Area is 44.5, above the state median of 37.1. Youth age 19 and under make up 24.4% of the total market area population

compared to those age 65 and older at 18.9%.

Local employees are another key target market. Within a one mile radius of downtown are an estimated 879 employees and 186 businesses as of 2010.

Visitors are an important target market for Dayton. They come to experience history, to shop and to enjoy the many quality special events that occur throughout the year. County-wide, total visitor spending increased from \$5.35 million in 2000 to \$7.46 million in 2009, although the upward trend has declined somewhat in recent years.

Retail Market Analysis

The retail market analysis estimates the amount of potential new retail space that can be supported in downtown Dayton over the next ten years. Key target markets and demand estimates are summarized below. Based on a comparison of existing retail supply and demand from market area household spending on merchandise, an estimated \$15.6

million in potential retail sales is currently being met outside of the market area. This sales leakage translates to 63,239 square feet of store space. The merchandise categories do not include auto or fuel sales which are typically not contributors to a pedestrian-oriented downtown shopping district.

Visitor spending is another important contributor to downtown Dayton's local economy. Estimates of 2009 visitor spending by commodity appear below for Columbia County.

Visitor spending by commodity in 2009:

- 28% food service (\$2.1 million)
- 19% transportation & gas (\$1.4 million)
- 18% accommodations (\$1.3 million)
- 15% retail sales (\$1.1 million)
- 14% art, entertainment & rec (\$1.0 million)
- 7% grocery (\$0.5 million)

Market Analysis and Recommendations

Downtown Dayton's ability to capture retail sales leakage is in part based on the availability of quality retail space as well as an aggressive business development marketing campaign.

Business Mix

A successful business district in virtually any size community will have a balance and mix of uses that include retail shopping, professional, cultural, financial and government services, entertainment, housing and personal services. Downtown Dayton already exists as a mixed-use shopping center bringing residents, businesses, visitors and employees together. A critical goal over the next five years and longer will be to increase the number of retail businesses in the core downtown area and maintain ground floor space.

Nationwide, historic downtowns and neighborhoods are recognized and celebrated as the center of unique, specialty, one-of-a-kind merchandise and entrepreneurs. While sometimes anchored with large national retailers, the most successful downtown streets are lined with independent, creative

retailers. The key retail themes noted by many downtown professionals are highlighted below.

Downtown Retail Themes

- Lifestyle and wellness retail: Respond to wellness, special interests & quality of life
- Community gathering places : Central places suited for social or community events
- Retailers that celebrate heritage: Connect to community's past (EX: gift shop at the Depot)
- Stores that entertain: "Shoppertainment" concepts (EX: bookstore with author readings or presentations)
- Stores that celebrate local arts: Locally-made arts, gifts and other products
- Stores that educate: Businesses that may teach skills or share information about hobbies
- Gifts and indulgences: Chocolates, flowers, artwork, etc.
- Stores with a global perspective: Merchandise with sustainable, 'green' emphasis or created by Third World Countries or supporting international causes.

While Downtown Dayton has many of the business themes or niches noted above already represented, visitors and locals generally seek as much variety and choice as possible. Ideally, Dayton will conduct a local shopper and/or visitor survey to identify specific business and merchandise categories that area residents would support if they existed in Dayton. However, as a start, Marketek identified target business and merchandise opportunities and potential retail prospects for downtown based upon the retail sales leakage figures and the existing business inventory as noted in the Chamber of Commerce online business directory. In some instances, merchandise categories exist downtown, but additional offerings may be valuable to increase shopper interest. In many cases, existing businesses can offer expanded product lines or re-purpose/focus existing product lines to meet these consumer niches.



Charrette Process

Market Analysis and Recommendations

Business Locations

Regarding the location of new or expanding businesses downtown, Main Street should be the primary location first and foremost for retail and specialty shops. Restaurants or cafes might be successfully located on Commercial Street, but ideally, the business is located on Main with a back entrance or a deck/patio overlooking the proposed redesigned alley and Commercial Street. Destination service businesses or professional offices also could be suitably located on Commercial without pulling foot traffic from Main Street.

In general, downtown Dayton and Main Street in particular should utilize a business clustering thought process when locating businesses. Clustering, a management tool used extensively by shopping centers, involves strategically locating businesses within a downtown business district or sub-districts to take advantage of relationships between nearby businesses.

Downtown Dayton Potential Business/Merchandise Targets		
Merchandise	Bookstore (expanded) Infant and children's clothing (quality consignment + unique) Arts & crafts supplies Gifts & cards Dollar store Sporting goods (expanded)	Locally-made goods (Made in Columbia County) Bed & bath linens, accessories Kitchen & tabletop accessories Unique toys, games & hobbies
Restaurants/ Food	Wine shop/tasting room in retail core with specialty grocery items	
Entertainment	Children's/youth recreation (youth center, sports court, art program, after school activities, dance club) Live music/outdoor music venue Live theater	
Services	Appliance repair Shoe repair Copy center/pack & mail Photography studio	Yoga/pilates studio Acupuncture

Charrette Process

Market Analysis and Recommendations

To implement a clustering strategy, it is important to understand existing assets or clusters, to know where building vacancies exist and to identify and actively target businesses to suitable locations. Clustering strategies include locating businesses near compatible businesses, complementary businesses, competitive businesses or traffic generators.

General clustering guidelines follow:

- Professional service/office uses should be located in upper stories and on secondary streets out of the retail core.
- Beauty and personal care services can be scattered throughout the district.
- Restaurants can be located as entertainment anchors throughout the district with sensitivity to avoiding conflicts with neighboring businesses that may serve a different market segment.

- Convenience businesses like grocery and drugstores are ideally located close to concentrations of housing. This will be an important consideration in the future as downtown Dayton's residential base expands.

In an effort to create a critical mass of interesting shopping, dining and activities to attract a larger group of consumers, business expansion and attraction should focus first on Main Street from Front Street to 4th Street. These four walkable blocks make up the heart of the downtown district and should be strengthened and sustained before extending the core shopping district further in any other direction. Commercial Street will complement Main Street with a cluster of historic treasures and park offerings.





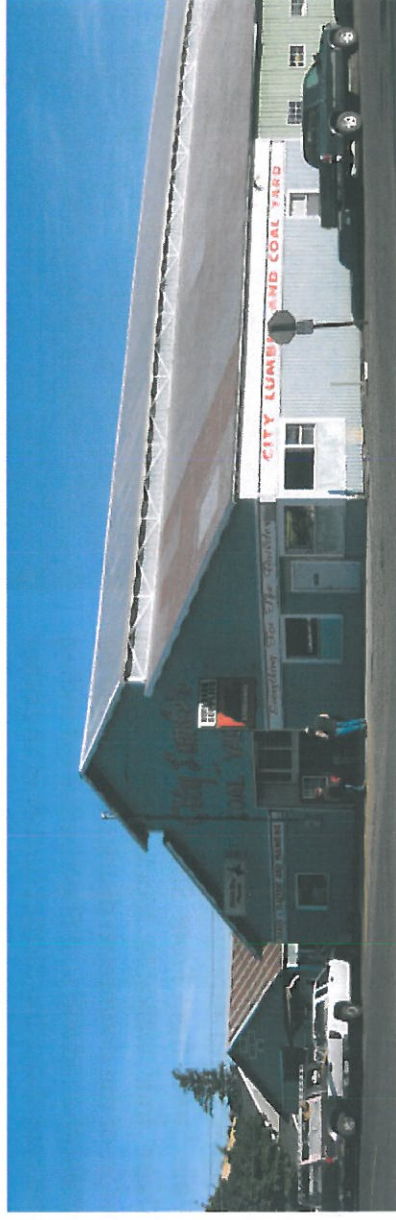
Charrette Process

Community Input (and Evaluation Criteria for a successful master plan)

Conversations with attendees of the three day Charrette built off the Retail, Business and Market Conditions and helped to establish the following evaluation criteria. These elements served to guide and test many of the design team's approaches and assumptions, explained in the following.

A Successful Master Plan will...

- help to increase the vitality of the downtown and fill vacancies.
- contribute to the success of community events and gatherings.
- create connections among downtown and residential neighborhoods.
- create intimate spaces off Main Street where people can gather.
- be visually appealing, colorful and fun.
- be family oriented
- help Dayton to grow smartly.
- promote a unified vision and approach.
- encourage youth entrepreneurs.
- benefit local merchants.
- demonstrate economic opportunities.



Charrette Process

Suggested Plan Elements

Categories to be addressed on the master plan were identified by participants, early in the planning process. These are listed below and each is followed by specific recommendations made by participants during the public workshop sessions.

Public Spaces

- Improve existing public spaces (Depot Square)
- Create new public spaces (Town Square opportunity behind Dingles) or Expanded Depot Square

Marketing

- Develop and Implement a strategy for the Downtown District - Main Street and Commercial Street

Parking

- Make parking easy
- Implement Commercial Street improvements with no net loss of parking
- Identify opportunities for on street diagonal parking

Commercial Buildings

- Develop a storefront strategy for the back of buildings along Main Street that supports pedestrians
- Create appealing back door entries and potential use areas

Wayfinding

- Incorporate a unified way-finding system unique to Dayton that promotes safety and serves to explain the history of the city

Amenities

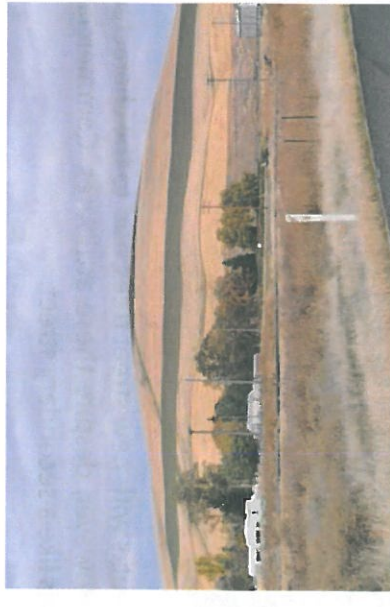
- Provide Public Art, Furnishings and Signage that are inspired by a historic or cultural theme
- Create multi-generational amenities that recognize the needs of children, seniors and everyone in between

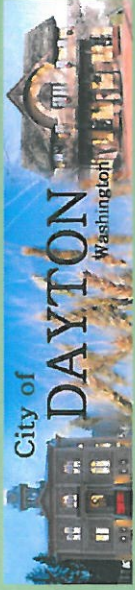
Pedestrians

- Create safe, friendly and attractive transitions between the uses along Commercial Street to Main Street

Identity

- Embellish the identity of the railroad tracks and the street crossings along Commercial Street
- Highlight and enhance Historic Sites and Features including the Lewis and Clark lunch site by the river and the Lewis and Clark interpretative Trail





Recommendations

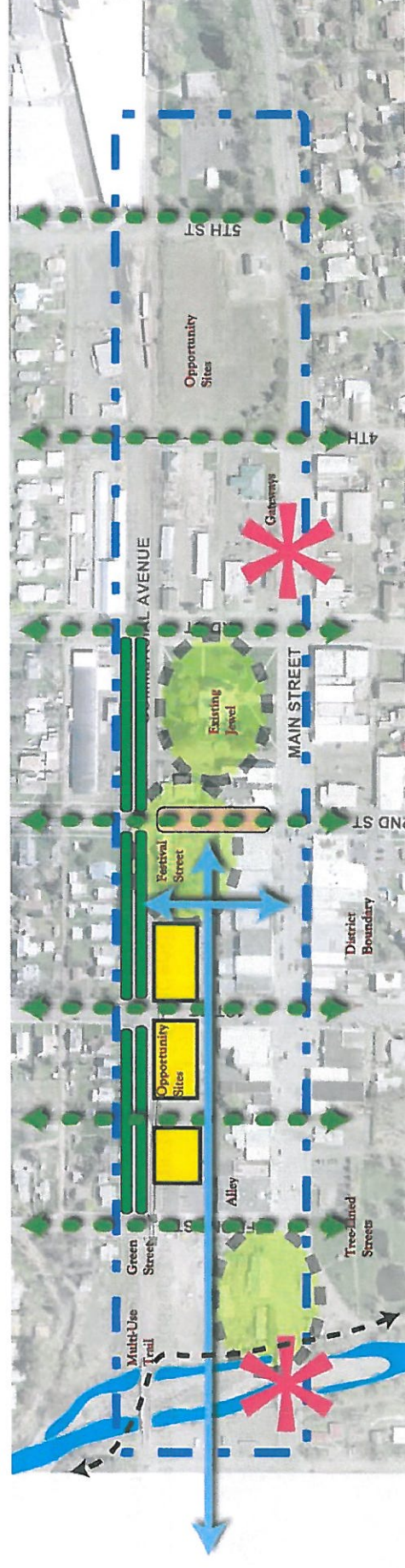
Framing the Larger Vision - a "String of Pearls"

The linear nature of Commercial Street, Main Street and the alley in between suggests a charm bracelet or necklace with special elements, a "String of Pearls". Entering the town from the west, along Main Street, one is greeted by turn of the century buildings that are currently being used as retail shops and restaurants. The primary element is the Columbia County Courthouse located between Second and Third Street. Commercial Street, located to the north and the focus of this planning effort also consists of special elements, including the historic depot and the Smith Hollow Schoolhouse.

Despite these elements, Commercial Street lacks the sense of cohesiveness and character of Main Street. Recent efforts, including the creation of a new park, refurbishment of the rear facade along the

alley and spacious sidewalks with new street trees, add to the character of Commercial Street. However, despite these attributes, Commercial Street functions and feels like a secondary street.

In response to these challenges, the DLA led consultant team proposed a series of improvements that add to the character of Commercial Street and help create a cohesive and unified pattern. The most important of these elements are located between Front Street and Second Street and include the redesign of Depot Plaza, an updated children's park that better connects both sides of 1st Street and the redesign of the public parking area located behind the Dingle Building.

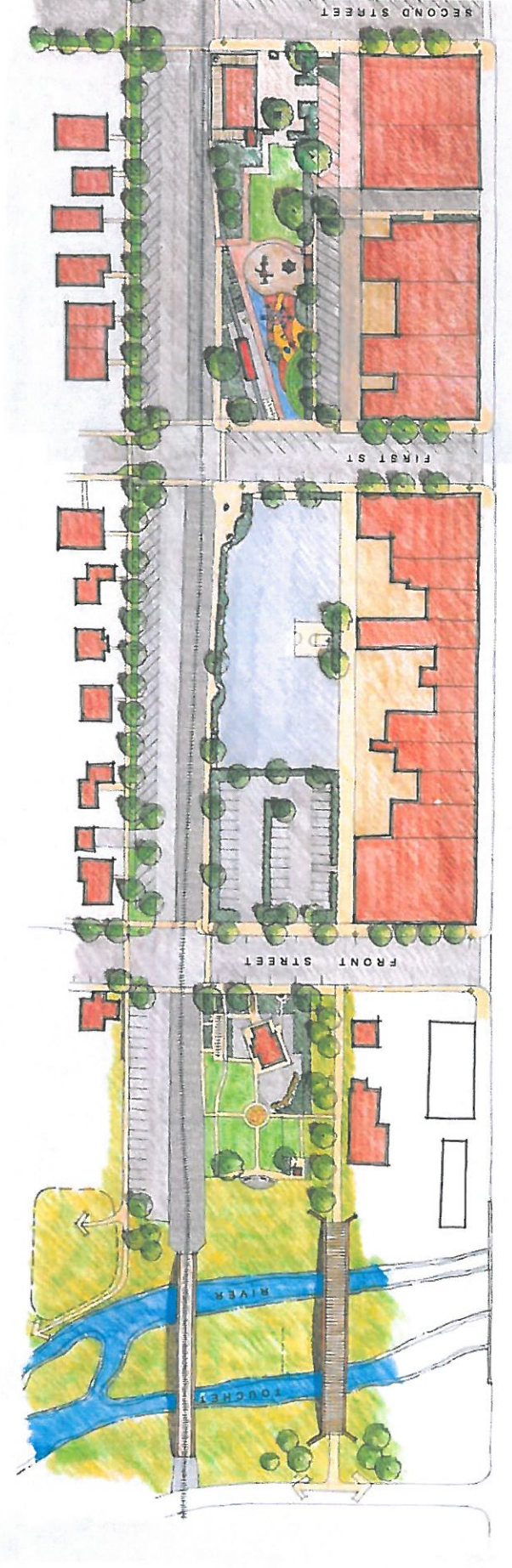


Recommendations

Commercial Street Improvements Plan

General Recommendations

- Sidewalk Improvements
- Additional Parking
- Benches
- Street Lights
- Street Trees
- Art
- Landscape Buffers
- New Curbs at Railroad
- Enhance Alley





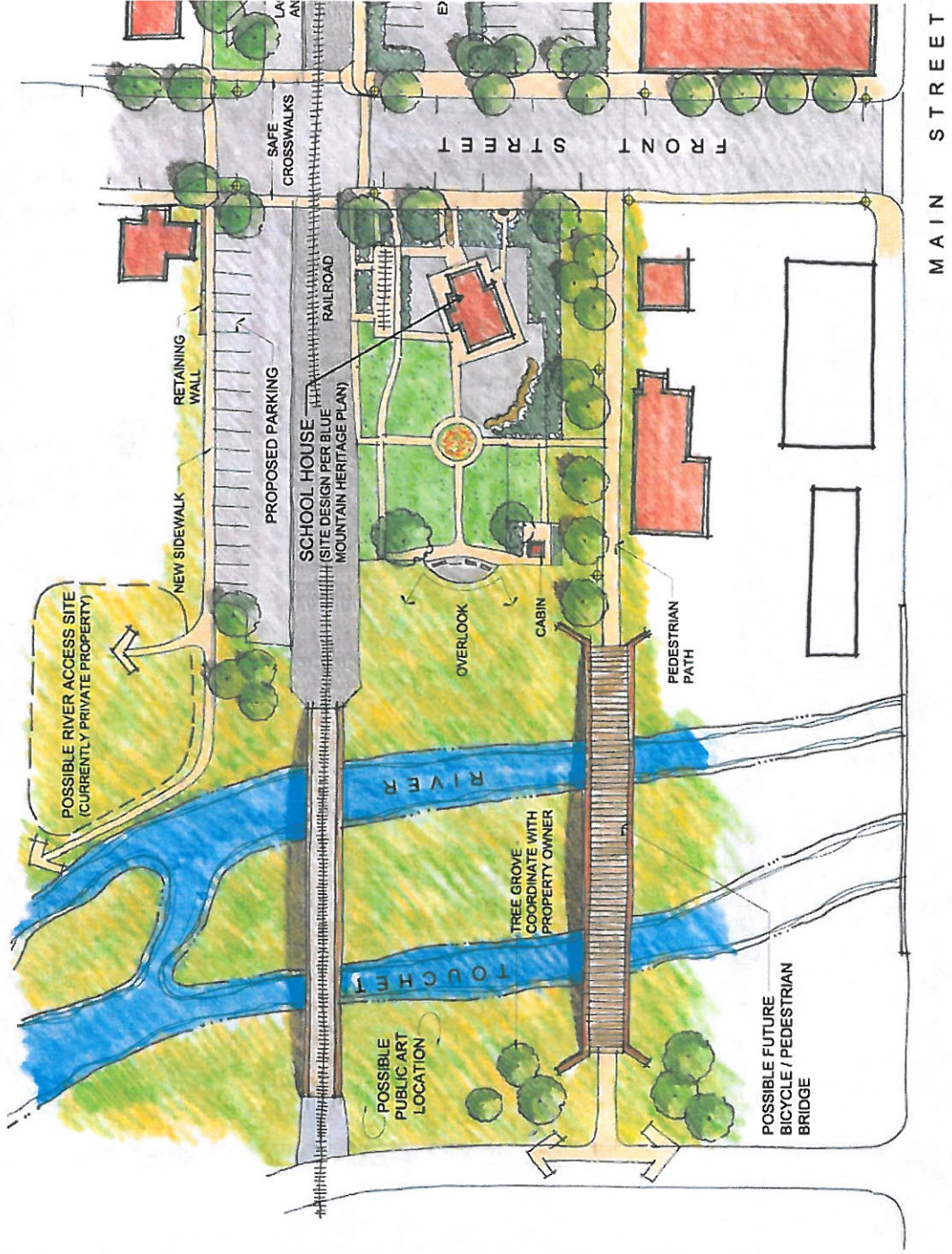
Recommendations

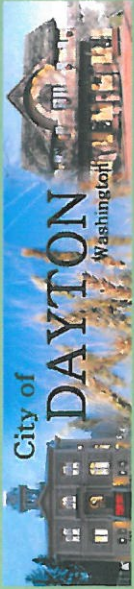
Commercial Street Improvements Plan



Recommendations

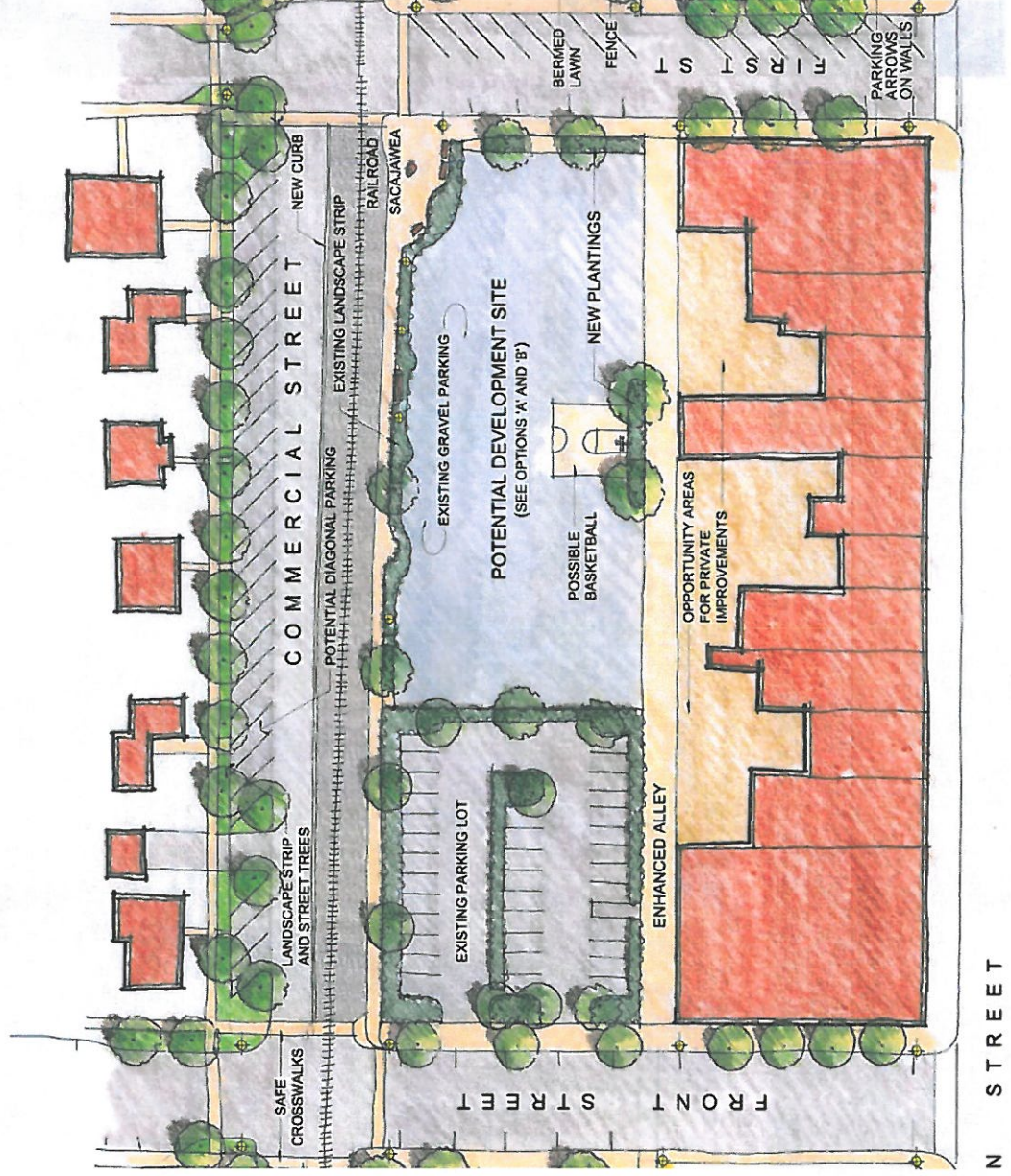
Block by Block - River to Front Street





Recommendations

Block by Block - Front Street to First Street

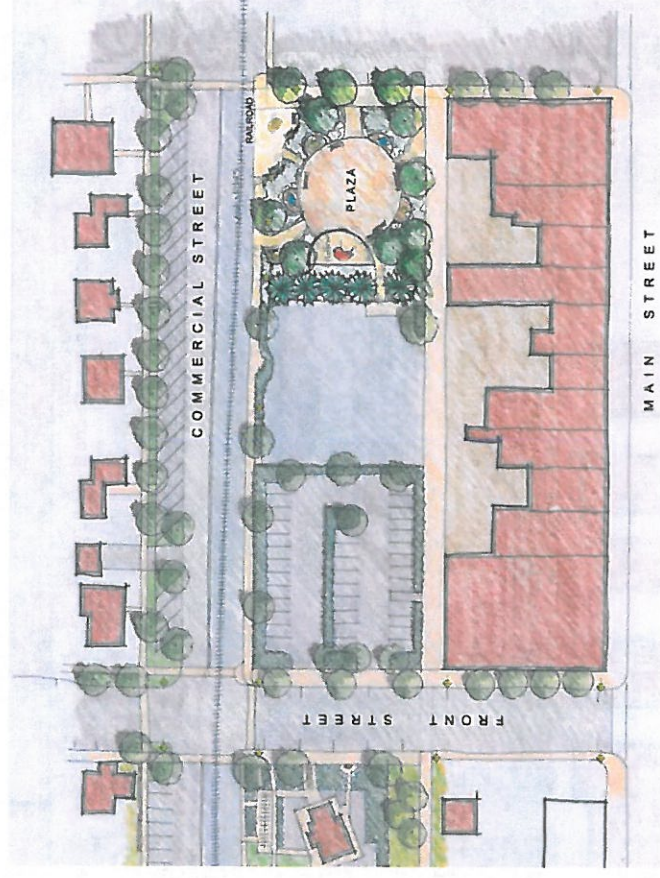


Recommendations

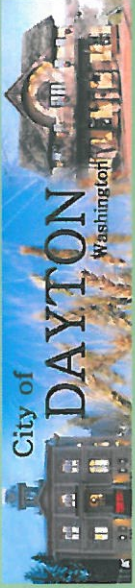
Options 'A' and 'B'



Option 'A' - Senior Center or Commercial Infill



Option 'B' - Public Plaza

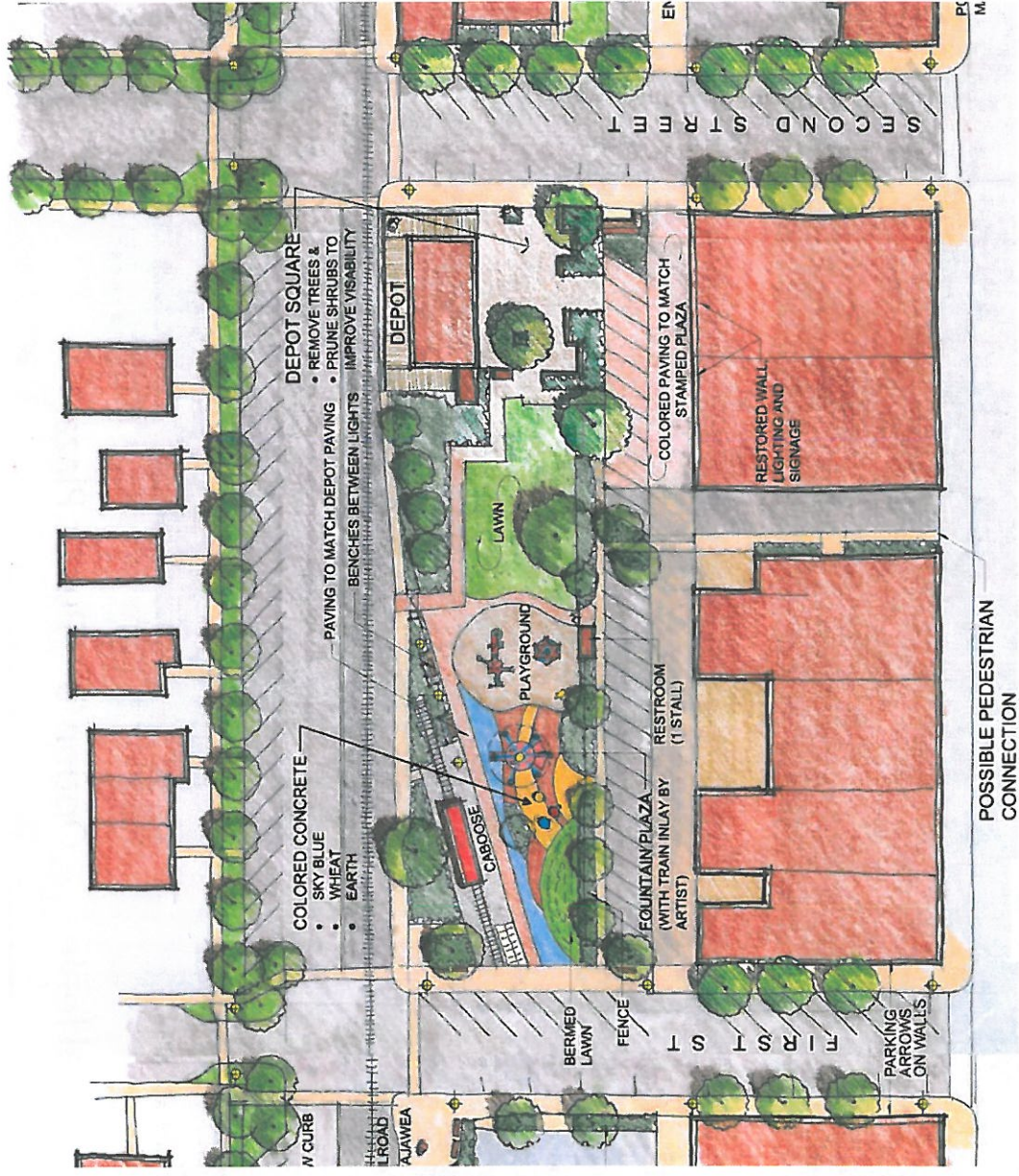


Recommendations

Block by Block - First Street to Second Street

Plan Elements

- New Playground (In progress)
- Emphasize RR Spur Axis
- Interactive Fountain and Plaza
- Influenced by Surrounding Hills
- Rest Room
- Bermied Lawn
- Enhanced Depot Square
- Enhanced Main Street Connections
- Parking along Commercial



Recommendations

Sketches

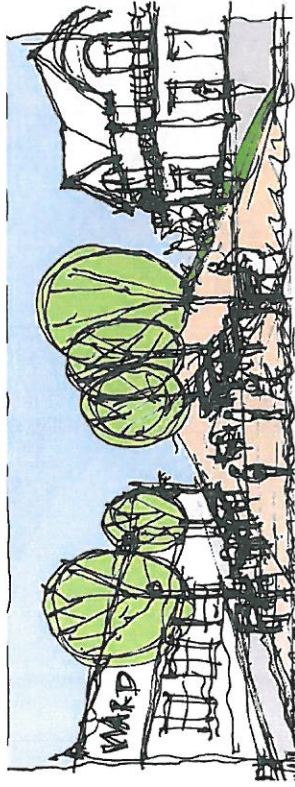


Caboose Playground
and Fountain Plaza

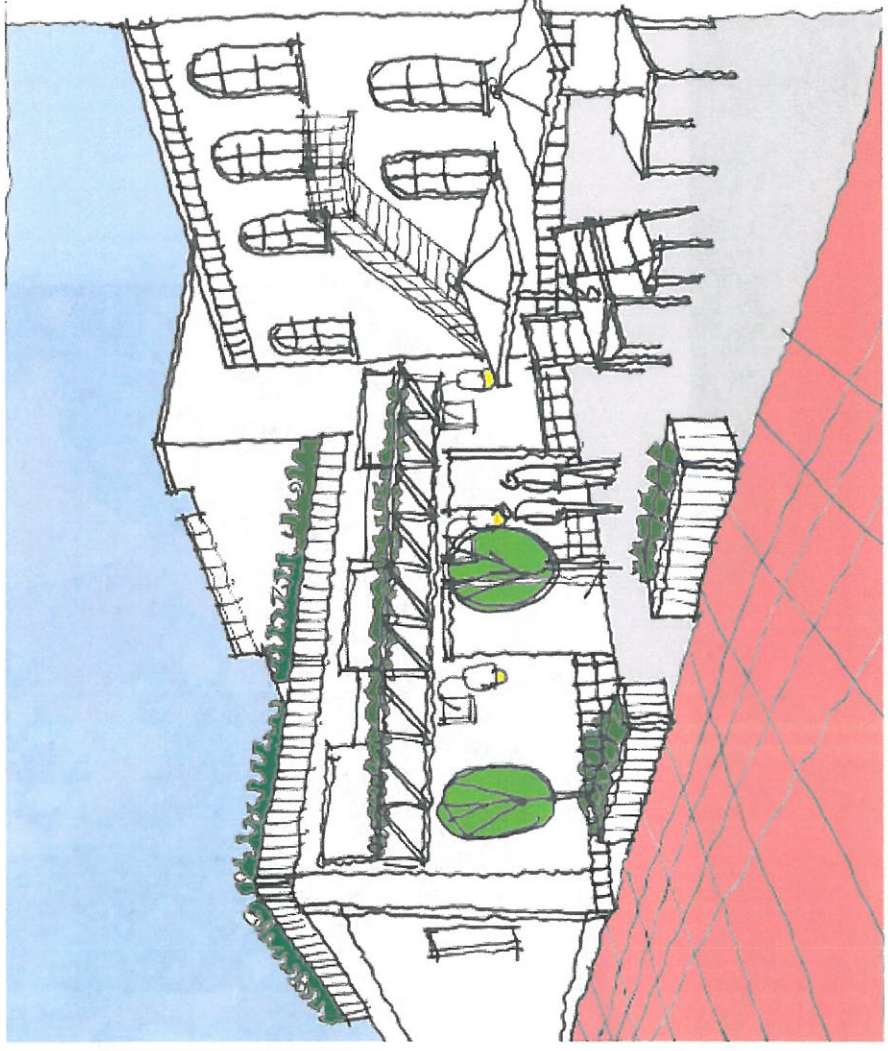


Recommendations

Sketches



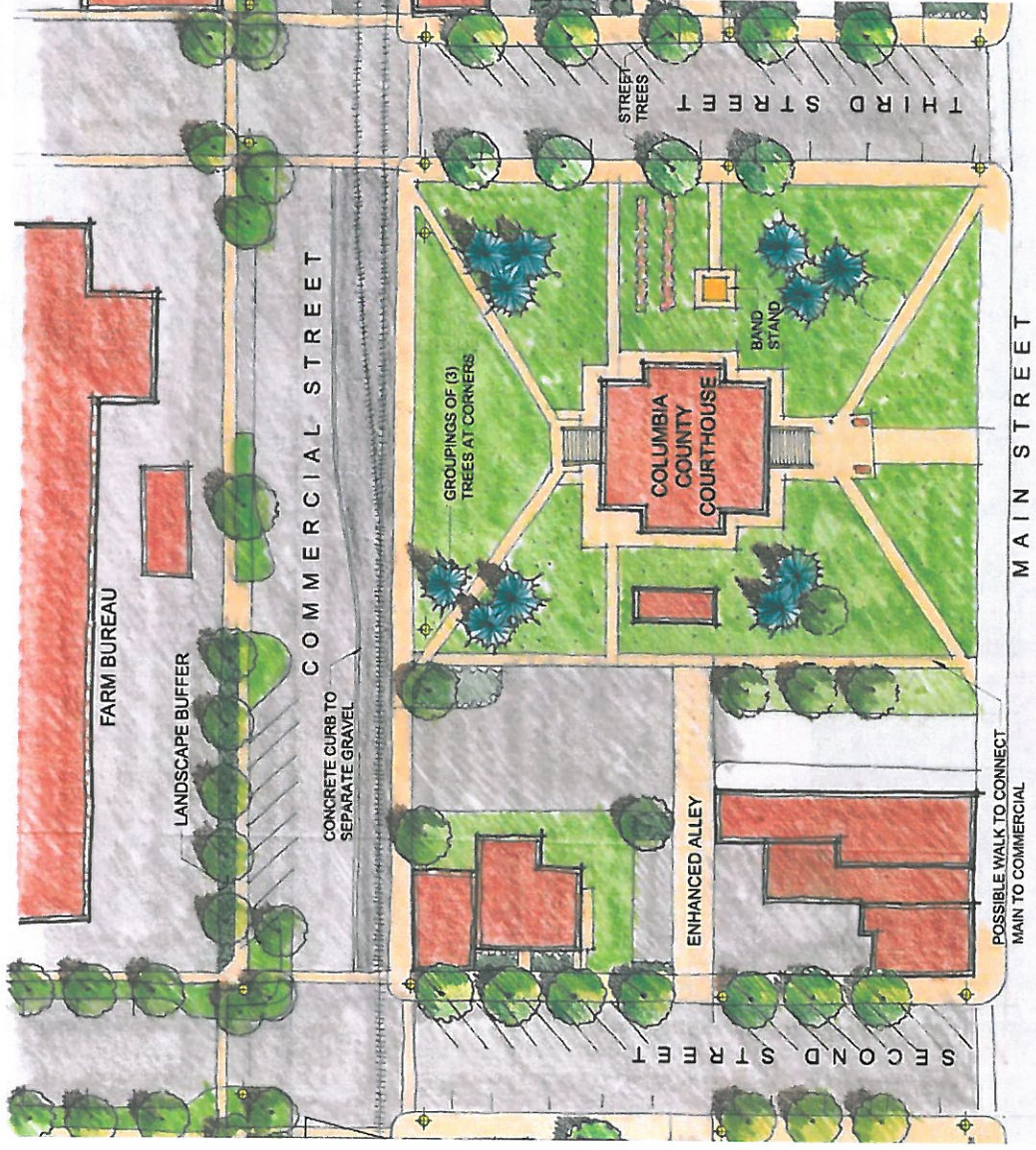
Possible Future Extension of
Depot Square to Wall Mural



Potential Private Outdoor Space Enhancements Adjacent to Alley

Recommendations

Block by Block - Second Street to Third Street



Plan Elements

- Sidewalk Connection to Main Street
- Recreated Band Stand
- Street Trees and Lights along Third Street
- Frame Views of Courthouse with Trees at Corners
- Improved Parking on Commercial Street
- Landscape Buffer at Farm Bureau Site



Recommendations

Block by Block Third Street to Fourth Street

Plan Elements

- Consider long-term Infill at Fourth and Commercial Streets
- Improve Pedestrian Connections
- Add Landscaping where possible
- Improve Parking along Commercial Street
- Consider Landscape Strip with Street Trees



Recommendations

Block by Block - Fourth Street to Seneca Plant



Plan Elements

- Consider Commercial Infill Opportunities
- Enhance Pedestrian Connections
- Consider Landscape Strip with Street Trees
- Consider Village Green Ideas with Amenities as Terminus of Corridor

2014 Comp Pl.

ORD 1873 Attachment A - Adopted Revisions as
Recommended by the Dayton Planning Commission:

CP14-001 – Commercial Street Master Plan

Recommended Revisions:

1. Eliminate angle parking concept on North 1st, 2nd and 3rd Streets. See Pages 13, 14, 16, 18, & 22
2. Eliminate concepts proposed for the City parking Lot off 1st St. At this time, the City has no plans to develop the site beyond the use of this site for parking. See Pages 13, 16, & 17.
3. Page 15 – River to Front Street. The City recognizes that the concepts at project level must be reviewed in context of the Shorelines Master Program and Plans, as well as, Critical Areas Codes.