# Evergreen and Grand Corridors Draft Vision and Goals March 2020

The draft vision, goals, and objectives for the Evergreen and Grand corridors were determined as a result of the first stage of the planning process. This stage evaluated current corridor conditions, and identified issues and opportunities that reflect the priorities of the community and vision for the area. Community input was gathered through an open house held on February 13, stakeholder meetings, and an online survey, and focused on what types of land uses are appropriate along the corridors and how people can best access them.

Below is a preliminary long-term vision for the corridors, as well as goals and objectives which are organized into five sections: Land Use, Mobility, Parking, Urban Design, and Economic Development. These will be further refined by the community in the next stage of the process, and will ultimately be used to develop of a set of recommendations that will include strategies and standards that support this vision.

# Vision

Promote equitable and diverse corridor development that is vibrant, market-driven, and mixed-use. Foster development that authentically celebrates the neighborhood’s unique setting, history, culture, and character.

## Land Use Goal

Strengthen current businesses while expanding the type and number of corridor commercial and residential uses.

### Land Use Objectives

* Provide viable opportunities for new retail and dining uses that attract local and regional businesses.
* Provide viable opportunities for retail uses that serve the daily and weekly shopping needs of the surrounding neighborhood residents and employees.
* Provide desirable sites for a range of housing types to serve a range of incomes.
* Discourage additional auto-oriented uses in the corridors.
* Discourage nuisance uses that may lead to increased crime, traffic, noise, or late night/after hour activity.
* Foster street-oriented uses that create walking and biking activity throughout all business hours, all days, and all seasons.

## Mobility Goal

Establish a balanced multi-modal network of auto, truck, transit, walking and biking routes through the corridors.

### Mobility Objectives

* Provide safe and direct sidewalk and bike lane routes and intersection crossings for all regardless of age or physical abilities.
* Foster bus rapid transit ridership by ensuring a safe, active, and comfortable environment is provided at the station platform during all hours of transit service.
* Limit excessive traffic speed through effective speed reduction/ traffic calming measures.
* Maintain essential access for autos, trucks, service and maintenance vehicles to existing and future businesses.

## Parking Goal

Provide adequate parking to serve existing uses and future development sites.

### Parking Objectives

* Locate short-term commercial curbside parking adjacent to existing and future retail uses.
* Ensure that parking impacts on the walking and biking environment are minimized.
* Ensure that parking impacts on adjacent residences are minimized.
* ‘Right-size’ site parking requirements for existing and future uses to avoid excessive development costs that may stifle development.

## Urban Design Goal

Ensure that public and private spaces are integrated and contribute positively to the livability of the corridor.

### Urban Design Objectives

* Create opportunities for cultural, community, or other amenities that attract customers and in turn strengthen businesses.
* Create a public realm that is comfortable for all residents, customers, employees, and visitors regardless of age, race, ethnicity, or economic stature.
* Provide new public spaces that contribute to the livability and economic vitality of the corridors.
* Create a public realm that is safe and active during all hours of the day and all seasons.
* Increase the amount of landscaping to improve corridor aesthetics.
* Foster sustainable design for buildings, sites, and streets.
* Ensure form, massing, and scale of new development supports and strengthens the livability of the corridor.

## Economic Development Goal

Provide multiple opportunities for small scaled, locally owned businesses to thrive.

### Economic Development Objectives

* Maximize all redevelopment opportunity sites.
* Discourage gentrification and displacement by identifying policies, programs, or other measures to address affordability concerns and wealth creation opportunities for current residents and businesses.
* Provide regulatory flexibility to foster innovation and creativity.