

Town Hall Meeting

Community Meeting #2

June 22, 2010



The following is the PowerPoint presentation from the 2nd Community Meeting for the Ridgefield Downtown/Waterfront Integration Project. To help people who were unable to attend the meeting understand what took place, we have added these notes to help you follow the presentation and be able to contribute your thoughts on the community questionnaire.

Tonight's Agenda

- Introductions/Agenda Review
- Historic Preservation Report
- Brownfield Education Overview & Material
- Citywide Development Code Review Process Overview
- Community Meeting #1 Feedback
- Present Vision, Objectives & Economic Strategies
- Action List Presentation
- Next Steps/Schedule
- Adjourn



Ridgefield Downtown/Waterfront Integration Project

Clark County/ Ridgefield Historic Preservation Program

The mission is to...

- Identify
- Evaluate
- Protect the historic and prehistoric resources of Clark County



Derek Chisholm, a consultant hired by the City of Ridgefield to identify whether or not there is a historic district in downtown, presented his findings. He also provided information on historic preservation and contact information for anyone who thinks they might have a historic building or home.

Levels of Protection

- National Landmarks, Monuments, etc
- Nationally Registered (NRHP) Properties
 - Individual, Multiple, District (Contributing and non-contributing)
- State Registered (WSHR) Properties
- Locally Registered (CCHR) Properties
- Zoning Overlays, Legislative Creations, etc.
- Eligible Properties

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A structure, landmark, monument, etc. can be registered as historic under a number of different levels or categories. Different levels have different responsibilities and benefits.

Criteria for Eligibility

... significance in **American history, architecture, archaeology, engineering, and culture** is present in **districts, sites, buildings, structures, and objects** that possess **integrity of location, design, setting, materials, workmanship, feeling, and association**, and:

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Criteria for Eligibility

- That are **associated with events** that have made a significant contribution to the broad patterns of our history; or
- That are **associated with the lives** of persons significant in our past; or
- That **embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values**, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- That **have yielded or may be likely to yield, information** important in prehistory or history.

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Existing Incentive Programs include:

- Special Valuation
- Current Use
- Federal Tax Credits
- Loans (Bank of America, National Trust)
- Grants (CLG, National Trust, Washington Trust, Clark County)



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Eligible Structures, Downtown



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Derek and Holly Chamberlain, noted local historians, identified four buildings in downtown Ridgefield that are eligible to be registered as historic. In their professional opinion, however, there is not a historic district in downtown.

Potential Historic Districts Nearby



In the consultant's opinion, there is potential for two historic districts (in two residential areas) north of downtown. There were only two people in attendance who thought their home might be historic; they were encouraged to take information and find out more about the program.

Preservation Goals

- Education and Involvement (history)
- Education (preservation)
- Increase Nominations
- Appropriate Zoning Code
- Encourage Rehabs and Restorations
- Establish Residential Historic District(s)

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Derek informed the group of historic preservation goals for local, state, and federal historical agencies and organizations.

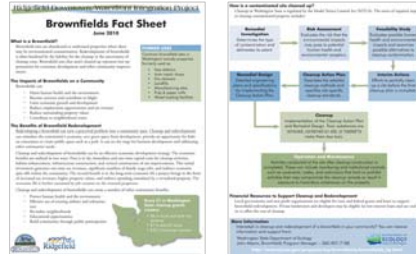
Derek Chisholm, AICP, LEED GA
971-322-7942
dchisholm@parametrix.com



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Brownfield Education

- Overview



- Contact: John Means
Brownfields Program Manager
360-407-7188
Washington State Department of Ecology

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John Means, Washington State Department of Ecology (DOE), gave a presentation on the DOE brownfield clean up program. He used Palouse, Washington, as an example of when the DOE gets involved and why. He also described what has happened in Palouse as a result of cleaning up a brownfield and the plan to bring the property back into functional use. Palouse received an Integrated Planning Grant and has gone through a similar process as Ridgefield's in developing an implementation plan with action items and priorities.

Citywide Code Review

- Stakeholder Committee Process
- Committee Charge
- Timeline



Ridgefield Downtown/Waterfront Integration Project

Christy Osborn, Maul Foster Alongi, gave an overview of the Citywide Code Review process. Christy is working with key stakeholders to update the city's code to ensure the community's vision can be achieved and not hindered by current official controls and development regulations.

Unified Development Code (UDC)

- The draft UDC contains the official controls and development regulations that deal with the use and development of land.
- Regulates all residential, commercial, industrial, and public properties (except federal ownership) within the city limits of Ridgefield.
- Stakeholder Committee Review

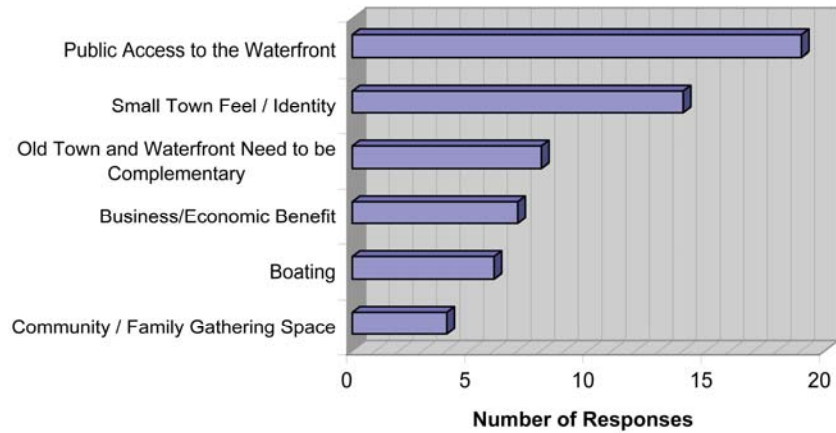
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Unified Development Code (UDC)

Stakeholder Committee Review: The committee will identify issues and concerns based on:

- Consistency with existing planning documents
- Identified project needs
- Regulatory requirements
- Capacity of staffing for implementation

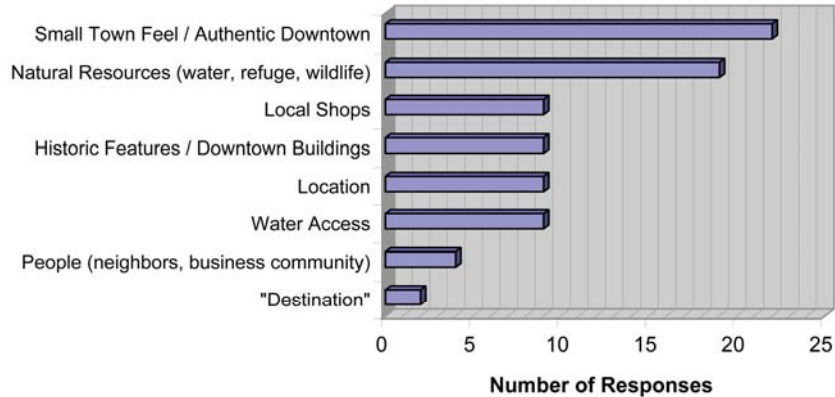
Question 1: Why is the downtown/waterfront important to you?



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The second half of the community meeting began with a recap of a tally of the green, red, and yellow dots placed on the long wall chart from the first meeting. Attendees at that first meeting were asked, in small groups, to identify what was important to them about Ridgefield and what should be prioritized in the short, mid, and long term. In a discussion that followed, at the first meeting, those priorities were listed on the wall chart.

Question 2: What are the strengths, unique aspects of downtown and waterfront?



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Questionnaire responses from the first meeting were reviewed and compared with the wall chart exercise for consistent themes, vision, and objectives. Questionnaires were distributed to the attendees: the results are shown here in the graphs and charts (pages 16-20). Members of the community who were unable to attend the first meeting had access to the questionnaire for one week after the meeting. Questionnaires were available on the City's website, at City Hall, the library, Starliner Food Mart, and Season's Coffee Shop. We received completed questionnaires from 93 community members.

Note: The second project questionnaire, associated with the June 22 town hall meeting, is available at the same locations and should be turned in by July 7.

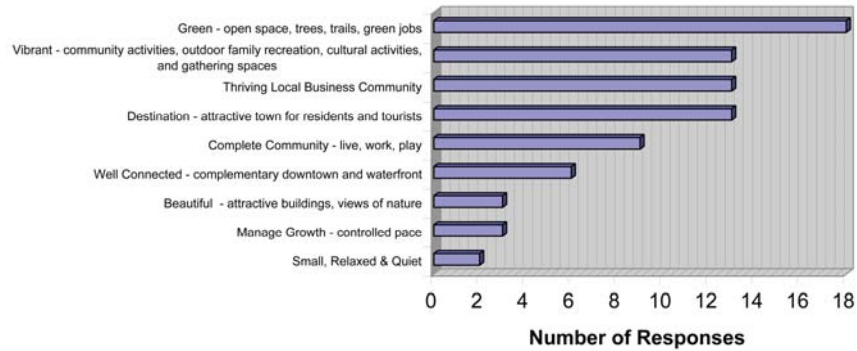
Question 3: What opportunities/priorities should we pursue for the downtown/waterfront?

Action Item	# of Responses
Create a marina / boat launch / dredge river	12
Promote tourism - based on small town charm and eco-tourism	11
Trail connections - waterfront, downtown, refuge	8
Promote mixed use - commercial / residential / public access	7
Establish more restaurants / bars / winery	6
Create more parks / open space / waterfront promenade	5
Confluence Project / environmental research & education	5
Foster more small businesses	4
Capitalize on Refuge as a tourist draw	4
Become a "Destination"	3
Construct the Pioneer Street Overpass	3
Construct a Refuge Visitor Center at the Port or Downtown	3
Create lodging / accommodations in town	3
Promote Green building / low-impact development	2
Promote job creation	2
Improve design standards for downtown	2
Integrate waterfront and downtown	2
Complete the Lake River Industrial Site Cleanup	2
Expand and improve the library	2
Bring in a grocery store	1
Create a public space for a farmer's market and other events	1
Build Overlook Park	1
Establish a Wi-Fi system throughout the town	1
Create a train station in Ridgefield	1
Establish a birding / photography / art center	1
Create a destination hotel, spa, restaurant complex on the waterfront	1
Develop a signage system to promote and connect city and Refuge	1
Improve rail crossing safety and decrease train noise	1
Create more parking in Old Town	1
Close traffic in places to create a downtown walking mall	1

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Regardless of how the results were tallied or documented, a clear vision started to take shape when the results were analyzed. Key themes centered on small town charm; embracing, preserving, and leveraging the natural environment; and a robust local economy.

Question 4: What should the downtown/waterfront be like in 10 years? What should it mean to the community, what should it provide?



Ridgefield Downtown/Waterfront Integration Project

At the first Community Meeting on April 28, the following was identified and accepted as the draft unified vision for the Integration Project:

“Ridgefield is a regional employment and residential center that drives a local, robust economy.

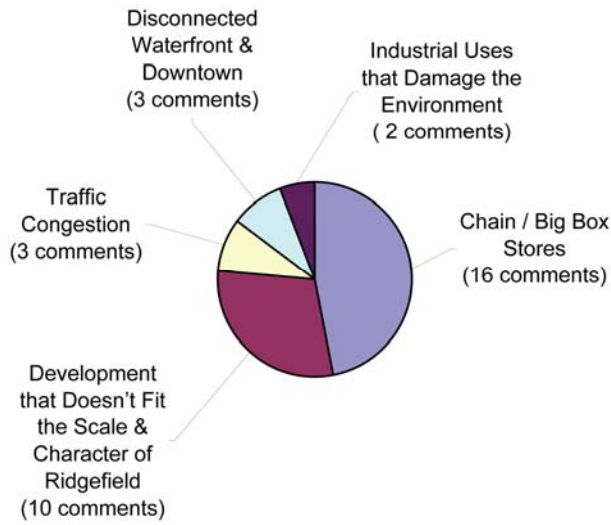
It is a destination area for tourists and visitors - admired for its quaint, walkable downtown, “Main Street” feeling, and small town character and charm.

Ridgefield is pedestrian, bicycle, and transit friendly with strong connections between neighborhoods, downtown/waterfront, and adjoining activity centers.

Ridgefield preserves and protects critical natural areas and is committed to community and environmental sustainability.”

The responses to this question shed light on the things the unified vision should encompass as the implementation plan is developed.

Question 5: What do you NOT want to see in the downtown/waterfront?



Ridgefield Downtown/Waterfront Integration Project

We also received clear messages on what Ridgefield DOES NOT want to be.

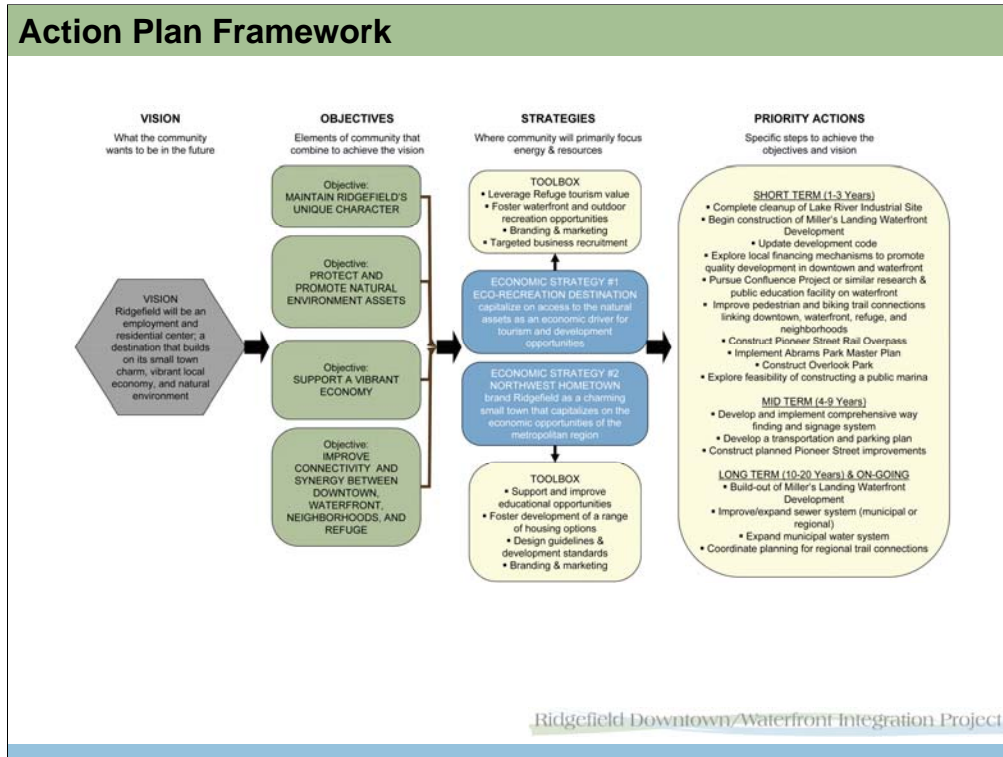
Community Meeting #1

- Questions?
- Comments?



Ridgefield Downtown/Waterfront Integration Project

At this point in the meeting, we broke for questions, comments, and feedback. Attendees felt that the graphs were an accurate record of the first meeting and the ideas expressed.



This slide was more closely studied and questioned as it is the first step in taking lists of priorities, actions, visions, objectives, and themes to begin developing strategies and priority actions for developing an implementation plan for the integration plan.

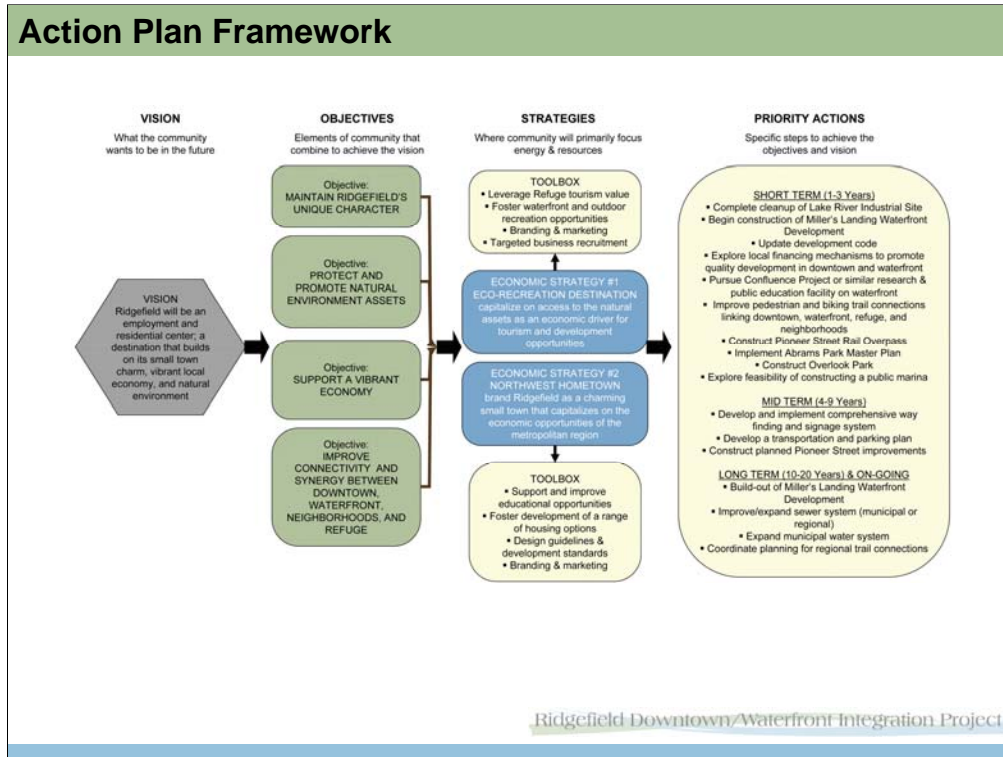
VISION: The gray box is an abbreviated version of the unified vision stated early and accepted at the first community meeting and earlier in the presentation.

OBJECTIVES: The process was described as a funnel. We started at the wide end and are narrowing to formulate the clearest, most concise messaging so everyone has the same picture in their heads as we move forward with the process. The objectives take what the community wants to be in the future and identifies elements that combine to achieve the vision.

(It should be noted that, at this point, comments were made by the attendees that cultural assets seem to be missing from the mix. The project team assured the group that they were included but will make sure that, in the next iteration of the materials, cultural assets are more prominently identified.)

STRATEGIES: After much discussion, the project team will change this component of the framework from Strategies to Community Building Themes and Economic Strategy. Those themes are:

- 1) Ridgefield should be a complete community – a place to live, work, and play – with “hometown character.”
- 2) Ridgefield should capitalize on its proximity to a Regional Innovation Economy.
- 3) Ridgefield should capitalize on its environmental and cultural assets.



CONTINUED FROM PREVIOUS SLIDE:

The overriding values are: Hometown Character and Embracing Green (access to river, open space, trails, jobs)

At this point, the group broke for discussion before priority actions were addressed.

NOTE: The first four questions on the comment sheet/questionnaire should be addressed now. Please fill out the questionnaire, answering the questions:

- Do these (the vision, objectives, and strategies) capture the ideas of the community?
- What do you like about the economic strategies?
- How can they be improved?
- Do you have a preference for one of the two strategies?

The final column, on the far right, will be discussed as part of the action list pages that follow. This column is an EXAMPLE of what specific steps can be taken to achieve the vision. This is an overview and not meant to be seen as the complete list.

Unified Vision

- Ridgefield is a regional employment and residential center that drives a local, robust economy.
- It is a destination area for tourists and visitors - admired for its quaint, walkable downtown, “Main Street” feeling, and small town character and charm.

Ridgefield Downtown/Waterfront Integration Project

Unified Vision (continued)

- Ridgefield is pedestrian, bicycle, and transit friendly.
- Strong connections between neighborhoods, downtown/waterfront, and adjoining activity centers.
- Ridgefield preserves and protects critical natural areas and is committed to community and environmental sustainability.

Action List

Presentation



Ridgefield Downtown/Waterfront Integration Project

This begins the Priority Actions discussion.

Economic Development

ACTION	DESCRIPTION	PROMOTES INTEGRATION	IDENTIFIED AS PRIORITY BY THE PUBLIC	CONSISTENT WITH EXISTING PLANS	FEASIBILITY	BENEFIT	IN PROGRESS
ECONOMIC DEVELOPMENT							
WATERFRONT REDEVELOPMENT	Redevelop waterfront with mixed land uses, including public open space, waterfront promenade and enhanced trail access.	●	●	●	2.5	3	Y
WATERFRONT CLEANUP	Complete the cleanup of contamination from the former wood treating facility on the waterfront.	●	●	●	3	2.5	Y
REFUGE VISITOR CENTER – ON WATERFRONT	Construct the new visitor center proposed by the US Fish and Wildlife Service on the waterfront.	●	■	●	2.5	3	Y
COORDINATED MARKETING PROGRAM	Develop partnership between Port and City to develop and implement a marketing program to promote shopping, tourism, and business investment in Ridgefield.	●	●	●	2	3	Y
PUBLIC EVENTS	Continue and support regular events to draw people to downtown and the waterfront throughout the year.	●	○	●	2.5	3	Y
COMPREHENSIVE WAY-FINDING & SIGNAGE SYSTEM	Develop and implement comprehensive way finding and signage program from I-5 through downtown and the waterfront to the Refuge.	●	■	●	2.5	2.5	Y
CONFLUENCE PROJECT	Explore opportunity to develop environmental/cultural research and public education center on waterfront through partnership with Washington State University and the Confluence Project non-profit organization.	●	●	●	1.5	3	N
BUSINESS RECRUITMENT PROGRAM	Continue efforts to recruit businesses to waterfront and downtown. Targeted businesses should complement existing downtown shops. Particular businesses to target include: professional services, high tech and research companies, boutique hotel, restaurants, winery and brewery.	■	■	●	3	2.5	Y
GOVERNMENT AGENCY INVESTMENT	Maintain City and Port administrative service offices in downtown and waterfront and encourage other government investment in downtown housing, offices and services.	●	○	●	3	2.5	Y
BOATING DESTINATION	Promote Ridgefield as a destination for recreational boating. Improve and expand boating facilities and associated amenities such as the proposed waterfront promenade to attract more boaters. See physical projects under Public Amenities.	●	●	●	2	2	N
SUSTAINABLE BUSINESS PROGRAM	Establish a business sustainability program focused on techniques to reduce environmental impacts and operating costs such as waste reduction and energy efficiency. The program could include promotion activities such as window stickers, advertising, and events.	■	■	●	2	3	N
BUY LOCAL PROGRAM	Promotion initiative (tied to green + local) to educate consumers about benefits of shopping locally. This program could be modeled on efforts in other cities and include mailings to residents, newspaper advertisements, and events.	■	■	●	2.5	2	N
FOOD & DRINK ESTABLISHMENTS	Promote and recruit restaurants, breweries and wineries.	●	●	●	2	1.5	N

Integration and Consistent Columns ● = YES, ■ = PARTIALLY, ○ = NO Feasibility based on three criteria: Availability of Funding, Organizational Capacity, and Within Influence of Local Organizations.

Identified as Priority by Public Column ● = HIGH, ■ = MEDIUM, ○ = LOW Benefit based on three criteria: Improves Economy, Protects and Integrates Nature, and Preserves Character of Ridgefield.

Ridgefield Downtown/Waterfront Integration Project

This and the following four pages are the first cut at the Priority Actions. To best compare and rank the priorities from the first meeting and resulting comments on the questionnaire, the actions were broken into four categories: Economic Development, Land Use Policy and Regulations, Infrastructure, and Public Amenities.

Across the bottom of each page you will find the criteria by which each action was measured. Each action was measured for: promoting integration, identified as a priority by the community, and whether or not it is consistent with the existing plans. Feasibility and Benefits were each measured on the three criteria listed at the bottom of the page.

The final column tells you whether the action is currently in progress.

NOTE: During or following your review of these pages, please answer the final three questions on the questionnaire:

1. Are the prioritization criteria reasonable and logical?
2. Does the prioritization align with the vision and objectives?
3. Are the highest priority projects drivers for positive change leading to achieving the vision?

Economic Development (2)

ACTION	DESCRIPTION	PROMOTES INTEGRATION	IDENTIFIED AS PRIORITY BY THE PUBLIC	CONSISTENT WITH EXISTING PLANS	FEASIBILITY	BENEFIT	IN PROGRESS
PROMOTE SMALL & LOCAL BUSINESSES	Promote and support existing and new small and local businesses.	■	●	●	2	2	N
ADDITIONAL PUBLIC EVENTS	Host additional new events to celebrate both the downtown and waterfront and draw consumers to the area.	●	○	●	1.5	3	N
WALKING MALL	Limit vehicle access in an area to create a pedestrian only shopping location.	■	●	●	1.5	2	N
REFUGE VISITOR CENTER – ON CARY UNIT	Construct the new visitor center proposed by the US Fish and Wildlife Service on the Cary Unit near the location of the existing visitor facility.	○	○	●	2.5	2	Y
LODGING / ACCOMMODATIONS	Promote and recruit boutique hotels or bed and breakfasts to Ridgefield.	■	■	●	2	1.5	N
CONSUMER SURVEY	Survey consumers and local residents to better understand market and demand.	■	○	●	2.5	1	N
TOURIST / VISITATION DATA	Collect data on number of visitors to Ridgefield downtown and waterfront and reasons they are drawn to Ridgefield.	■	○	●	2.5	1	N
TRACK IMPACT OF EVENTS	Track sales impacts of events to local businesses to evaluate success and use for marketing and pursuing sponsorship of events.	○	○	●	2.5	1	N
AVAILABLE PROPERTY INVENTORY	Create and maintain a list or database of vacant and buildable commercial sites. Create profiles of these properties to promote their redevelopment.	■	○	●	2	1	N
PREPARE AVAILABLE PROPERTIES FOR MARKET	Identify constraints and challenges to redevelopment of priority properties in the buildable site database. Create an annual work program to address those issues.	■	○	●	2	1	N

Integration and Consistent Columns ● = YES, ■ = PARTIALLY, ○ = NO Feasibility based on three criteria: Availability of Funding, Organizational Capacity, and Within Influence of Local Organizations. Integration refers to physical and economic connectivity between waterfront and downtown. Consistent refers to City and Port Comprehensive Plans and related planning documents.

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Ridgefield Downtown/Waterfront Integration Project

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Land Use Policy and Regulation

ACTION	DESCRIPTION	PROMOTES INTEGRATION	IDENTIFIED AS PRIORITY BY THE PUBLIC	CONSISTENT WITH EXISTING PLANS	FEASIBILITY	BENEFIT	IN PROGRESS
LAND USE POLICY AND REGULATIONS							
UPDATE DEVELOPMENT CODE	A draft update of the Uniform Development Code has been developed. The draft code is currently being reviewed and revised. The objectives of the code update are to conform with the City Comprehensive Plan 2008 Update and to promote quality development.	●	◐	●	3	3	Y
SMALL TOWN FEEL & ARCHITECTURAL CHARACTER	Manage future development to preserve the small town feel and unique architectural character of Ridgefield.	●	●	●	2.5	2	N
LOCAL FINANCING MECHANISMS	Explore local financing mechanisms such as local improvement district to support downtown and waterfront development.	●	●	●	2	2.5	N
MIXED USE DEVELOPMENT	Promote mix of retail, professional, residential and open space uses in downtown and waterfront.	●	●	●	2	2.5	Y
GREEN BUILDING	Promote green building techniques in future development and redevelopment projects.	◐	◐	◐	1.5	3	N
REDUCE WATER AND SEWER FEES FOR DOWNTOWN DEVELOPMENT	Examine opportunities to reduce water and sewer connection fees for downtown businesses.	◐	◐	◐	2	2	N
REDUCE PERMITTING FEES FOR DOWNTOWN DEVELOPMENT	Examine reduction in permitting fees for buildings designed to match the character of downtown.	◐	◐	◐	2	2	N
OFFSET REVENUE LOSS FROM FEE REDUCTION	Explore opportunities to generate revenue to offset reductions in fees.	◐	◐	◐	2	2	N
HISTORIC PRESERVATION	Address preservation of historic buildings in downtown.	◐	◐	◐	2	1.5	Y

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Ridgefield Downtown/Waterfront Integration Project

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Infrastructure

ACTION	DESCRIPTION	PROMOTES INTEGRATION	IDENTIFIED AS PRIORITY BY THE PUBLIC	CONSISTENT WITH EXISTING PLANS	FEASIBILITY	BENEFIT	IN PROGRESS
INFRASTRUCTURE							
PIONEER STREET RAIL OVERPASS	Obtain funding to construct Pioneer Street rail overpass to improve access to the waterfront. Design of the overpass should incorporate pedestrians and bicycles and be an attractive gateway to the waterfront.	●	◐	●	2.5	2	Y
TRANSPORTATION PLAN	Conduct an analysis of transportation impacts of future development and develop a plan to accommodate increases.	●	◐	●	2.5	2	N
BRIDGE TO REFUGE	Construct a bridge connecting the waterfront and the National Wildlife Refuge.	●	●	◐	2	2	N
WATER SYSTEM IMPROVEMENTS	Develop water system improvements described in Capital Facility Plan including obtaining additional water rights and developing new wells as needed to support population growth.	●	○	●	2.5	2	Y
SEWER SYSTEM IMPROVEMENTS	Develop sewer system improvements described in Capital Facility Plan to support population growth. Continue discussions on regional sewer facility.	●	○	●	2.5	2	Y
GREEN INFRASTRUCTURE	Review planned stormwater management project to assess potential to utilize low impact development techniques that take advantage of natural soils and vegetation to manage runoff while creating more greenspace in Ridgefield.	◐	◐	◐	2	2.5	N
TRAIN STATION	Explore potential to create a train station in Ridgefield to promote multi-modal transportation opportunities.	◐	◐	◐	1.5	2	N
PARKING	Evaluate need and potential location for additional parking in downtown.	○	◐	●	2	1	N

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Ridgefield Downtown/Waterfront Integration Project

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Public Amenities

ACTION	DESCRIPTION	PROMOTES INTEGRATION	IDENTIFIED AS PRIORITY BY THE PUBLIC	CONSISTENT WITH EXISTING PLANS	FEASIBILITY	BENEFIT	IN PROGRESS
PUBLIC AMENITIES							
OVERLOOK PARK	Construct Overlook Park as a public gathering space, tourist information center, and opportunity to bring the Refuge into downtown.	●	●	●	2.5	2.5	Y
LOCAL TRAIL CONNECTIONS	Develop walkway and trail system connecting waterfront, downtown, Refuge, and neighborhoods. This includes trail connecting City and Refuge along Gee Creek Corridor and trail along Port waterfront property connecting to Refuge.	●	●	●	2.5	2.5	Y
PUBLIC MARINA	Explore the feasibility of constructing a public marina of the Port waterfront property.	●	●	●	2.5	2	N
BOATING AMENITY IMPROVEMENTS	Explore opportunities to improve existing boat launch and provide additional facilities for boaters including concession stands and showers.	●	●	●	2.5	2	N
ABRAMS PARK IMPROVEMENTS	Complete Abrams Park improvements as described in Master Plan for the park. Plan includes extensive improvements to sports fields, concessions, maintenance facilities, parking, entrance, trails, memorial gardens, and natural areas.	◐	◐	●	2.5	2.5	Y
REGIONAL TRAIL CONNECTIONS	Coordinate planning for trail among City, Port, Refuge, and Clark County-Vancouver Parks to connect Ridgefield with multi-purpose trail system around Clark County and Portland metropolitan area.	●	◐	●	2	2	Y
LAKE RIVER WATER TRAIL	Develop a program of routes for non-motorized watercraft on Lake River and connected waterways. Launch points and routes should be indicated on maps that also provide information on waterfront facilities and points of interest.	●	◐	●	2	2	N
RIDGEFIELD COMMUNITY PARK AND DAVIS PARK IMPROVEMENTS	City Parks Comprehensive Plan recommends that Davis Park be redesigned to accommodate the amenities currently at Ridgefield Community Park, because the current location of Ridgefield Community Park could be a key development opportunity site in future downtown revitalization efforts.	◐	○	●	2.5	2	N
BACKYARD HABITAT PROGRAM	Explore establishing a program for Refuge staff to educate property owners on landscaping to create habitat for local wildlife. Potentially certify individual properties and City as "wildlife friendly" to promote connection with Refuge.	●	○	●	2.5	1.5	Y

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Ridgefield Downtown/Waterfront Integration Project

NOTE: During or following your review of these pages, please answer the final three questions on your questionnaire:

1. Are the prioritization criteria reasonable and logical?
2. Does the prioritization align with the vision and objectives?
3. Are the highest priority projects drivers for positive change leading to achieving the vision?

Priority Action List

- Promotes Integration
- Identified as Priority by Public
- Consistent with Existing Plans
- Feasibility
 - Funding
 - Organizational Capacity
 - Within Influence of Local Organizations
- Benefit
 - Improves Economy
 - Protects and Integrates Natural Environment
 - Preserves Character of Ridgefield
- Identified as Priority by Public per April 28 comments and comment sheets

Ridgefield Downtown/Waterfront Integration Project

A listing of the criteria (at the meeting, the charts were part of a PowerPoint presentation and attendees received a hard copy). This slide is a larger version of the key across the bottom of the five previous pages.

Action List

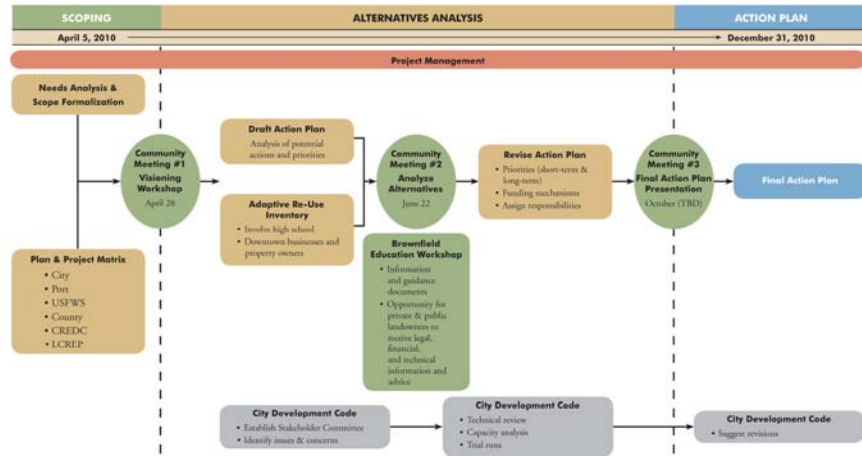
- Comments and Questions
- Any Additional Criteria?
- Reflect Input and Comments from Community?

Ridgefield Downtown/Waterfront Integration Project

Questions for discussion at the meeting.

Next Steps

Timeline



www.ci.ridgefield.wa.us/news/downtown_waterfront.htm

Ridgefield Downtown/Waterfront Integration Project

Timeline of the Process: We are in the middle of the project. There will be other opportunities for feedback, prior to the October community meeting, as we tweak the vision, objectives, themes, economic strategies, and priorities based on community input. The community will be able to give feedback at the National Night Out in August and the Port of Ridgefield's Annual Picnic.

Questions? Please contact: Karen Ciochia, Normandeau Associates, 360.694.2300, or kciochia@normandeau.com