

## Ridgefield Downtown / Waterfront Integration

### Priority Action Item List

ACTION	DESCRIPTION	PROMOTES INTEGRATION	IDENTIFIED AS PRIORITY BY THE PUBLIC	CONSISTENT WITH EXISTING PLANS	FEASIBILITY	BENEFIT	IN PROGRESS
<b>ECONOMIC DEVELOPMENT</b>							
WATERFRONT REDEVELOPMENT	Redevelop waterfront with mixed land uses and including public open space, waterfront promenade and enhanced river 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 through 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 and 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 recreation 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

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 Feasibility Score is based on: Availability of Funding, Organizational Capacity, and Within Influence of Local Organizations  
 Benefit is based on the three criteria: Improves Economy, Protects and Integrates Nature, and Preserves Character of Ridgefield

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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 CARTY UNIT	Construct the new visitor center proposed by the US Fish and Wildlife Service on the Carty Unit near the location of the existing visitor facility.	○	○	●	2.5	2	Y
LODGING / ACCOMODATIONS	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

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<b>LAND USE POLICY AND REGULATIONS</b>							
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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<b>INFRASTRUCTURE</b>							
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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<b>PUBLIC AMENITIES</b>							
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 at 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 garden, and natural areas.	◐	◐	●	2.5	2.5	Y
REGIONAL TRAIL CONNECTIONS	Coordinate planning for trails 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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