

1-1-2006

Kalama's Front Yard: A Preliminary Waterfront Site Plan for the Port of Kalama

Kenneth Rencher
Portland State University


Michelle Miller
Portland State University

Lisa Hendriksen
Portland State University

Leslie Hamilton
Portland State University

Let us know how access to this document benefits you.

Follow this and additional works at: http://pdxscholar.library.pdx.edu/usp_murp

 Part of the [Urban Studies Commons](#), and the [Urban Studies and Planning Commons](#)

Recommended Citation

Rencher, Kenneth; Miller, Michelle; Hendriksen, Lisa; and Hamilton, Leslie, "Kalama's Front Yard: A Preliminary Waterfront Site Plan for the Port of Kalama" (2006). *Master of Urban and Regional Planning Workshop Projects*. Paper 6.
http://pdxscholar.library.pdx.edu/usp_murp/6

This Report is brought to you for free and open access. It has been accepted for inclusion in Master of Urban and Regional Planning Workshop Projects by an authorized administrator of PDXScholar. For more information, please contact pdxscholar@pdx.edu.



KALAMA'S FRONT YARD

*A PRELIMINARY WATERFRONT SITE PLAN
FOR
THE PORT OF KALAMA*



PORTLAND STATE UNIVERSITY
MASTER OF URBAN AND REGIONAL
PLANNING PROGRAM
WORKSHOP PROJECT
JUNE 12, 2006

THE RMH² GROUP
KENNETH RENCHER
MICHELLE MILLER
LISA HENDRIKSEN
LESLIE HAMILTON, AICP



Forward

Planning Workshop is a capstone course for students in the Master's of Urban and Regional Planning (MURP) Program at Portland State University. Student teams develop consulting contracts with clients for planning services that address local and regional issues and the students' personal and professional interests. The RMH² Group, consisting of Kenneth Rencher, Michelle Miller, Lisa Hendriksen and Leslie Hamilton, created a preliminary site plan for a 33-acre waterfront property for their client, the Port of Kalama, Washington. This project was conducted in accordance with the AICP Code of Ethics.

Acknowledgements

Port of Kalama

We wish to thank the Port of Kalama and Planning Manager Mark Wilson for supporting this project as the client. The Port provided resources, contacts and meeting space for The RMH² Group throughout the planning process.

Professors

Deborah Howe, Connie Ozawa, Sumner Sharpe and Sy Adler, faculty of Portland State University, provided guidance for the project from its inception to completion. As advisors, they gave critical feedback to the project team.

The RMH² Group

Kenneth Rencher
Michelle Miller
Lisa Hendriksen
Leslie Hamilton, AICP



Executive Summary

The Kalama Waterfront Preliminary Site Plan (Plan) sets the groundwork and approach for development of an underutilized 33-acre tract owned by the Port of Kalama. The Plan is intended for the Port of Kalama to use as a starting point for waterfront development. The Plan and implementation strategies will aid the Port by providing a conceptual view of the waterfront and a process by which to begin putting the vision of Kalama's Front Yard in motion.

The project site, approximately one mile of shoreline, is located along the east bank of the Columbia River within Kalama, Washington. The site holds a 222-slip public marina, the Port Offices, two boat launches, a 5-acre park, historic totem poles and a walking path. The Plan incorporates the expressed vision of the Port of Kalama to provide an active waterfront that builds on these existing developments. In addition, the Port hopes to enhance the park-like setting, provide new recreational and commercial opportunities, and establish the waterfront as a local and regional destination for residents and visitors alike. The result is a plan that showcases the site's natural beauty and distinguishes the waterfront as "Kalama's Front Yard".

The Plan and implementation strategies evolved from background research, including the review of local planning documents and statistics, market research, site and design analysis, review of similar and successful waterfront plans, and public outreach. One vital planning document, the 2004 Kalama Community Action Plan (KCAP), outlined a vision for the community and provided guidance on integrating local necessities into design elements. The KCAP also identified specific and general actions for waterfront development.

The site divides naturally into three project areas: North, Central and South. Dividing the site into these three segments further distinguishes the activity levels from the more commercial and civic focused activities to the north, to the passive, recreational opportunities to the south. The Plan addresses these separate areas as individual focal points and ties them together through a unified theme incorporating Kalama's historical context, native landscaping features and design elements.



Kalama Waterfront Preliminary Site Plan

Executive Summary

The project area has varied opportunities for enhancement. The Plan recommends civic, active and passive recreational improvements as well as themed elements throughout the site. These are the highlights for each of the focus area:

COMMON ELEMENTS

Several elements will run throughout the site, creating a distinctive sense of place. These elements include:

- Esplanade
- Native Vegetation
- Windbreaks
- Signage and Historic Markers

NORTH-Marina

The North site provides for enhancement of some of the existing uses of this part of the property. This portion will contain the civic and commercial activities centered around the Plaza area. It currently includes the public marina, Port offices, boardwalk and bridge, water treatment facility and industrial buildings.

New amenities include:

- Public Plaza with Water Feature/Dock
- Pocket Park
- Interpretive Center/ Commercial Use

CENTRAL-Park

The Central site is the largest of the three areas and is the focus of active recreational uses. It includes the distinctive totem poles, Marine Park, current R.V. park and the maintenance facility.

New amenities include:

- Recreational Facilities and Courts
- Enhanced Children's Park with Water Feature
- Totem Pole Plaza
- Stepping-stone Access to River

SOUTH-Beach

The Southern site begins at the southern boat launch and focuses on passive recreation. Providing the best beach access, the site area is a popular fishing spot and gives the user the longest stretch of beach access. An established tree stand at the farthest end allows shade and provides a natural wind break. New amenities include:

- Interactive Public Art
- Fishing Area
- Grass-Crete Boat Launch
- Family Park

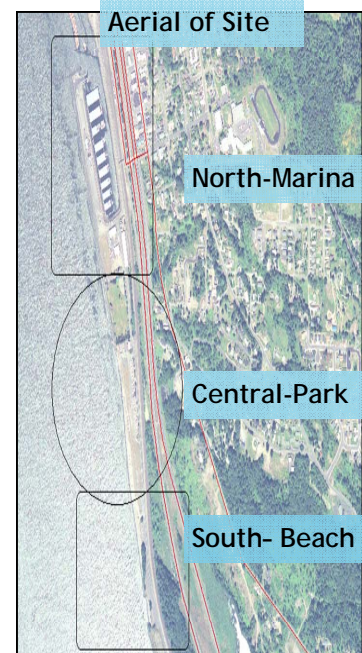


Table of Contents

Part One: Vision

Introduction	
Project Site	1
Problem Statement	2
Goals and Objectives	3
Methodology	4
Organization of Paper	5

Part Two: Site Context

Background and Research	
History	6
Demographic Information	7
Existing Conditions and Site Analysis	
Site Overview	9
Pedestrian Access	11
Vehicular Access	12
Parking/Signage	13
Landscaping	14
Uses and Users	15
Land Use Inventory	16
Land Use Regulations and Policies	17
Waterfront Plans	19
Market Analysis	20
Public Outreach	20

Part Three: Design Framework

Introduction	23
Site Designs	
North-Marina	26
Central-Parks and Recreation	28
South-Beach Access	30
Overall Site Elements	
Landscaping Options	31
Access and Signage	32
Freeway Underpass	33
Common Elements	34

Table of Contents

Part Four: Implementation

Introduction	36
Strategy	36
Prioritization	36
Phasing	37

Conclusion	38
------------	----

Appendices

- A. Land Use Analysis - Physical, Biological and Cultural
- B. Comprehensive Plan Outlined
- C. Market Study
- D. KCAP Survey Results
- E. Sketch Maps
- F. Open House Contacts
- G. Open House Flyers and Email Notice
- H. Open House Survey and Interactive Board Results
- I. SWOT Analysis
- J. Evaluation Matrix
- K. Memorandum of Understanding
- L. Resources
- M. Team Biographies

Part One: Vision

Introduction

Project Site

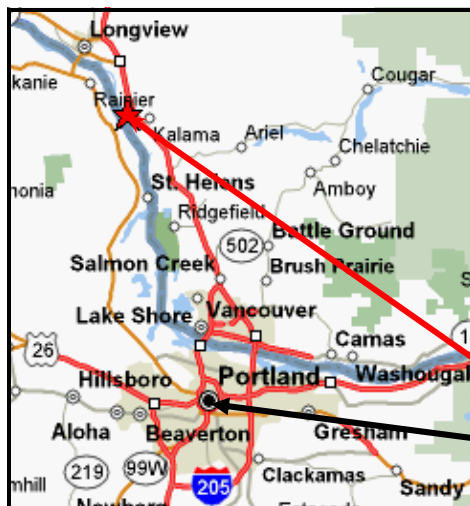
The subject site is a 33-acre, one-mile long riverfront tract owned by the Port of Kalama. Situated on the east bank of the Columbia River beginning at the Port's public marina to the north and ending at Ahle Point (Columbia River Mile 75 -76) to the south, the site offers unique Columbia River access. The parcel is partially located within the incorporated City of Kalama and within the large, rural county of Cowlitz County, Washington.

Approximately 94,000 residents live in Cowlitz County. More than half (56%) reside in the incorporated larger communities of Castle Rock, Kelso, Longview, Kalama, and Woodland. The remaining 44% live in rural, unincorporated communities. The county covers 1,144 square miles within the southwestern region of Washington. The county stretches from the Columbia River on its western border to the foothills of Mount Saint Helens on the eastern border; to the north are Lewis County and the Toutle River and to the south is the North Fork of the Lewis River and Clark County. The county was once known as the "Timber Capital of the World" and, while the timber industry has since slowed, a good portion of the county is still in forested and owned by Weyerhaeuser Company and Pacific Fiber, Inc.

The City of Kalama is a small community with 1,783 residents situated on a steep hillside overlooking the Columbia River. Kalama, a small historical town with charming shops and a "hometown" feel, is approximately 30 miles north of Portland, Oregon, 12 miles south of Longview-Kelso and 125 miles south of Seattle, Washington. Interstate 5, a six-lane freeway, runs parallel to the site and separates Kalama from the waterfront. The Burlington Northern-Santa Fe and Pacific Union railroad mainline parallels I-5 through Kalama as well. As a result of these barriers, no direct access exists from town to waterfront.



Map 1. Regional Map of Location



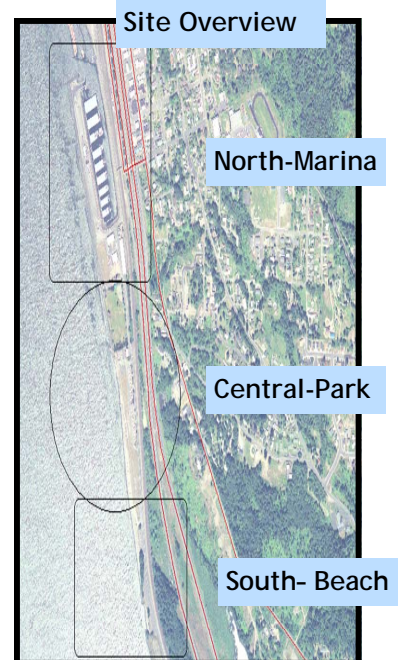
Seattle, WA
125 miles north

Kelso-Longview
12 miles north

Mt. St. Helens
National Volcanic
Monument: 70
miles northeast

Kalama, WA

Portland, OR
30 miles south



Part One: Vision

Problem Statement

For over thirty years, development occurred along the waterfront in a piecemeal fashion. As a result, it lacks a cohesive identity and a unique sense of place. In addition, the City of Kalama is isolated from the Columbia River waterfront: pedestrian, bike and vehicle access is limited and circuitous due to the substantial barrier created by Interstate 5 and the Burlington Northern-Santa Fe railroad.

The Port proposes to develop this site to enhance Kalama's livability, while encouraging new tourist opportunities. The Port envisions an active waterfront that incorporates certain existing elements such as the marina, Port offices, boat launch, Marine Park and historic totem poles while introducing new commercial and recreational opportunities. Additionally, funding has been secured for a new Transportation Interpretive Center that will be located within an existing commercial building on the North site. Other existing elements, such as the RV/campground and maintenance yard may need relocation, updating and/or removal.

The Port foresees additional elements interwoven into the Plan that highlight the unique history of Kalama, the Port, and the region. Multi-modal access points require improved signage and directional aides to assist the traveler. Downtown Kalama has no direct vehicle access to the waterfront. The current pedestrian overpass from Kalama to the site requires renovation to provide better access for pedestrians and bicyclists.

By addressing these issues, the Plan will inspire a design that allows for flexibility in implementation thereby meeting the needs of a growing and changing community. The ultimate goals of the Plan are to guide the site's future development, encourage commercial investment, and enhance the site's attraction as a local and regional destination.



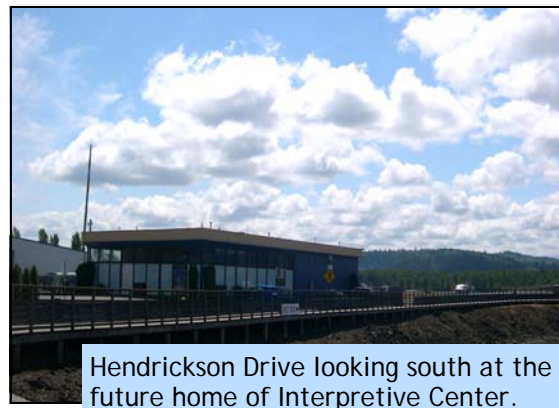
Existing RV park limits users' access to the waterfront.



Pedestrian Overpass crossing the Railroad tracks.



The Central site provides beach access for fishing, water sports and river viewing.



Hendrickson Drive looking south at the future home of Interpretive Center.

Goals and Objectives

The Kalama Waterfront Preliminary Site Plan (Plan) outlines a design and approach for improvement of the existing site. It is based on specific goals and objectives developed throughout a thorough research process, carefully examining the current and future needs of the community of Kalama in keeping with the vision of the Port of Kalama. The goals also incorporate the overall desires of the community as expressed in the Kalama Community Action Plan. The objectives serve as a means to implement the project goals.

Goals

- Create a sense of place for the waterfront
- Attract new uses and users to the waterfront
- Strengthen the economic viability of the site
- Enhance the natural environment and open spaces



Objectives

- Integrate local history into the plan.
- Encourage focal points on the waterfront
- Develop a cohesive and unique design
- Improve internal and external way-finding
- Create a community gathering space
- Provide a venue for local commercial activities
- Identify and enhance the site's existing attributes
- Develop a design that is environmentally friendly



Part One: Vision

Methodology

The Plan consists of background research, site data and analysis, site design development, a public involvement process, and implementation/staging development. Each of these components contributed to the development of the preliminary site plan and recommendations.

Background Research

Background information was gathered to gain an understanding of the history of the Kalama community and the project site, the modern character of the town, and its needs and wants for the future. Planning documents relevant to the Kalama community were reviewed to identify decision criteria for components of the preliminary plan. Additionally, government regulations that affect the project site were researched to determine regulatory constraints on future development.

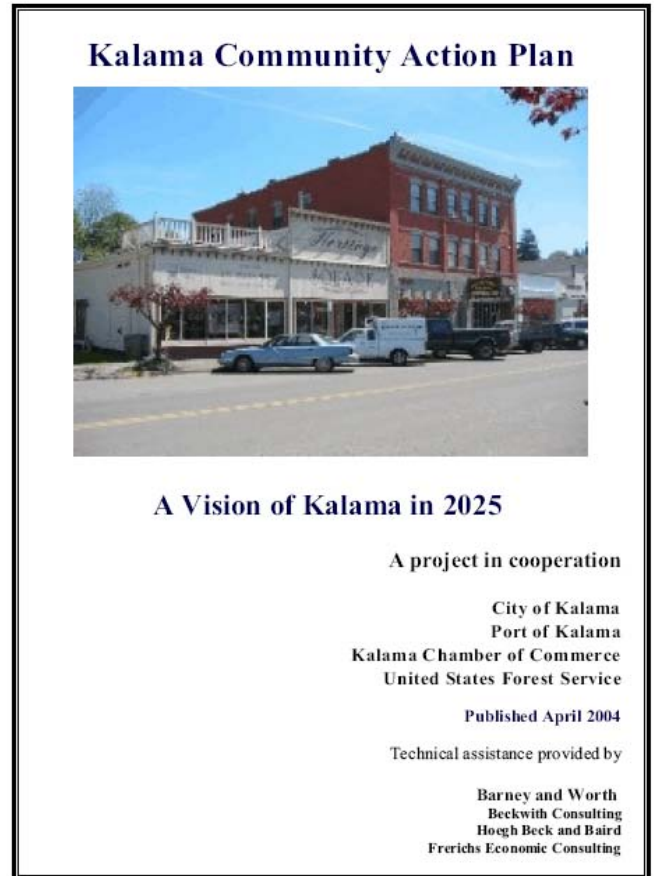
Basic statistics were collected regarding population, historic and projected growth rates, age structure, household income and traffic counts. This information was helpful in identifying possibilities for attracting future Kalama residents to the waterfront, as well as current and future travelers along the I-5 corridor. The statistical background for the Kalama community was further evaluated in the economic analysis described below.

The research and analysis of other waterfront plans contributed to the proposed amenities, design, and implementation/staging options for the proposed project. Additionally, researching other waterfront plans identified the positive impact an active waterfront can have on the imageability of a community.

Last, a market analysis addressed existing commercial establishments in the area, as well as the potential for introducing new commercial enterprises, particularly a restaurant, to the waterfront area.

Site Data and Analysis

Identifying the existing conditions of the waterfront site and the surrounding areas aided in the determination of the baseline for future development and the linkages between the site and Kalama community. Research regarding access, signage, parking, landscaping, and uses and users were utilized to determine how the project could best serve the community. This site-specific data was gathered in team field visits, during which visual surveys and inventories were conducted by the entire team.



Part One: Vision

Public Involvement Process

The public involvement process for the Plan garnered community feedback and support for the proposed project, and allowed for input regarding the design of the site. This process was designed to build upon previous planning efforts by the community, primarily the 2004 Kalama Community Action Plan (KCAP). The KCAP outlines specific actions to be taken to implement the vision of the community, based on public input gathered through surveys, interviews and public meetings. The Public Open House, held May 11, 2006, informed the community about possible site amenities and illustrated how the project could meet the long-term goals of the Kalama community.

Site Design

The preliminary site plans assessed the compatibility of existing and proposed uses and identified opportunities for strengthening continuity through design elements. The site design process also identified potential conflicts between uses, found opportunities for shared parking, clustered complementary uses and activities, and developed possible layouts and amenities.

Implementation/Phasing

In consultations with the Port of Kalama, projects were prioritized. Once these priorities were determined, a phasing plan was developed that would best meet the needs of both the community and the Port.

Organization of Report

The organization of this report chronicles the steps taken in its research and design analysis. The following Part Two provides the site context with the project background and existing conditions. Part Three outlines the design framework and includes preliminary site plans for each of the three designated areas of the waterfront along with some common elements throughout the site. Last, Part Four provides the implementation recommendations for the phasing of the Plan.



Evaluating existing conditions provided valuable information for the determining site plan elements.

Part Two: Site Context

Background and Research

Background information was essential for acquiring an understanding of Kalama's history, current identity and future needs; the waterfront's specific strengths and weaknesses; and Kalama's position within the local and regional context. This understanding aided in developing a unique waterfront plan historically relevant to the Kalama region.

History

Kalama has a colorful history shaped by its proximity to multiple modes of transportation and the contributions of many different ethnic groups. Early information shows that Lewis and Clark camped overnight nearby during their Expedition in 1803. Sixty-five years later, in 1870, the Northern Pacific (NP) Railroad established Kalama as a community with the population ballooning to 3,500. Kalama takes its name from John Kalama, a native Hawaiian, who settled in the area and married the daughter of a local Nisqually chief. In 1871, with the help of many Chinese laborers, the first spike was driven on the western end of the NP railroad in Kalama. From 1884 to 1908, the Tacoma Ferry shuttled complete trains across the Columbia River from Kalama to Hunters Landing and Goble, Oregon. The Tacoma Ferry retired from service in 1908 when Burlington Northern completed the rail bridge between Vancouver, Washington and Portland, Oregon.

The Port of Kalama was established in 1920. Due to its rail and deep-water facilities, the Port was attractive to many industries. During WWII, the Port of Kalama served as a loading point for shipments to Russia. After the war, timber products were the primary material shipped from Kalama. While the importance of timber products has slowly declined, the Port of Kalama had the third largest cargo volumes in the state of Washington (after Tacoma and Seattle) in 2002. Currently, there are approximately 1,000 people employed in the industries operating on the Kalama waterfront, and the city of Kalama is a net importer of employment: it has 2% of the region's population and 4% of its jobs. Because of the employment the Port generates, Kalama provides many jobs in the region.

Kalama's Unique Past

Fallert Creek Hatchery built in 1895, is the oldest operating fish hatchery in Washington

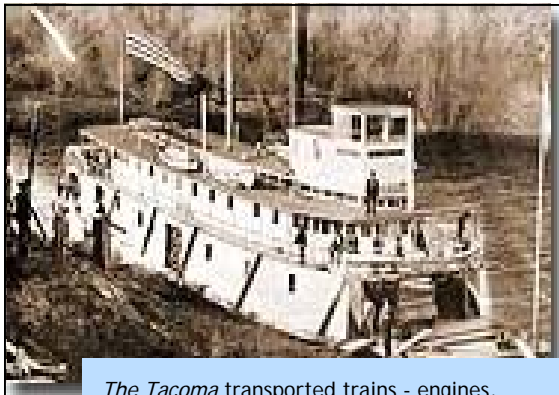
Kalama had a brief Gold Rush in the early 1900s when several mines were open.

In 1903, President Teddy Roosevelt visited Kalama on a campaign stop.

Kalama's waterfront is home to the world's largest totem pole carved from a single tree.

Pyramid Brewing Co. originally called Hart Brewing, founded in a Kalama general store in 1984.

Ten local antique dealers make this an attraction for visitors around the state, accounting for over 20% of the retail sales of the city.



The Tacoma transported trains - engines, cars, and all across the Columbia River from Kalama, Washington, to Goble, Oregon.



Once known as the "Timber Capital of the World," timber products were the primary export out of the Port.

Part Two: Site Context

Demographics and Statistics of the Kalama Region

Basic statistics were gathered regarding population, historic and projected growth rates, age, household income and traffic counts. This information put the site in a regional context and assisted in developing the uses that would best suit the current and future residents of Kalama.

In the year 2000, Cowlitz County was home to approximately 94,000 residents and the population of the City of Kalama was 1,783. For the City of Kalama, this represented a 47.4% increase in population since 1990, which is partially explained by annexation activity in that time period. The Cowlitz County Office of Financial Management (OFM) estimates that the population of Cowlitz County grew 2.5% between 2000 and 2004 and the population of Kalama grew 9.4% (to 1,950 people) in the same time period. The Kalama Comprehensive Plan assumes a 2.4% annual growth rate, meaning that the City of Kalama will have an estimated population of 3,209 people in the year 2025.

A comparison of basic demographics of the City of Kalama to other Southwest Washington communities is illustrated in Table 1 and 2, below. Based on the 2000 Census, these figures show that Kalama has a slightly older population and a slightly smaller family size than other cities in Washington. Kalama also has a high rate of owner-occupied housing. The statistics for income compare favorably with the smaller communities in SW Washington.

Translating this statistical information into recommendations and design concepts pointed to a flexible design that allows a wide variety of uses and users to share the site. As described elsewhere in full detail, design elements take into consideration both passive and active uses. Older residents will appreciate the design elements that enhance the accessibility of the site, such as an upgraded pathway, viewing and seating areas for river watchers and enhanced beach access at the southern end of the site. Younger families will enjoy the activities and recreational opportunities that cater to children and offer a more active environment.

Table 1: Basic Demographics, Year 2000 Census

	<i>Kalama</i>	<i>Woodland</i>	<i>Kelso</i>	<i>Cowlitz Co.</i>	<i>Washington</i>
Median Age	39.5	32.8	32.9	36.9	35.3
Median Family Size	2.88	3.13	3.05	3.01	3.07
Owner-Occupied Homes (%)	68.2	62.4	51.5	67.6	64.6
Median Family Income (1999)	\$45,347	\$44,483	\$36,784	\$46,532	\$53,760
Per Capita Income (1999)	\$19,592	\$15,596	\$15,162	\$18,583	\$22,973

Source: US Census Factfinder



Part Two: Site Context

Table 2. Comparison Ranges of Incomes

Range of Income In Dollars	U.S.	Washington State	Clark, Cowlitz & Lewis County	Cowlitz County	Cities of Kelso, Kalama, Longview and Woodland	City of Kalama
\$ 0-24,999	29%	25%	25%	32%	37%	29%
\$ 25,000-74,999	49%	51%	53%	52%	49%	54%
Over \$ 75,000	22%	24%	22%	16%	14%	17%

2000 Census of Populations and Households, based on Memorandum from Ben Frerichs, Economic Consultant, January 27, 2004.

As shown in Table 2, above, Kalama’s proportion of lower income households is similar to that of both the state of Washington and the nation as a whole. It has a lower proportion of higher income households than the rest of the state, but a higher proportion compared to the rest of Cowlitz County. As Tables 3 and 4 illustrate, both Cowlitz County and the City of Kalama are experiencing a substantial growth in population, especially within the last decade. If the trend continues, there will be an increased need for recreational and commercial opportunities proposed by the Plan.

The industries at the Port represent a significant source of employment for residents in the area. Over 1,000 people work on Port of Kalama property. These companies include Steelscape, RSG Forest Products and Noveon Chemicals and rank among the top twenty employers in all of Cowlitz County. As these workers are already at or near the Port site, they may be attracted to a restaurant for lunch located within the project area.

Tourism and travel are important economic activities for Cowlitz County. Travel spending in Cowlitz County topped \$98 million in 2003 and employed over 1,500 people (Comprehensive Plan 2005, p. 7-11). The current thriving antique district provides a significant source of spending within Kalama and the Port could capitalize on the visitors that are frequenting downtown. These visitors also need to be considered when planning for this region.

Table 3: Cowlitz County Population Growth, 1950-2000

Year	County Population	10-year Growth Rate
1950	53,369	32.9%
1960	57,801	8.3%
1970	68,616	18.7%
1980	79,548	15.9%
1990	82,119	3.2%
2000	92,948	13.2%

Source: US Census Bureau, OFM

Table 4: City of Kalama Population Growth, 1950-2000

Year	City Population	10-year Growth Rate
1950	1,121	9.0%
1960	1,088	-2.9%
1970	1,106	2.0%
1980	1,216	9.9%
1990	1,210	0.0%
2000	1,783	47.4%

Source: US Census Bureau, OFM

Part Two: Site Context

Existing Conditions and Site Analysis

The entire site runs parallel to the railroad corridor and Hendrickson Drive, the access road maintained by the Port. Some areas along the Marina Park site are buffered from the railroad and road by planted trees and/or a berm. However, the majority of the site is without any significant vegetation. A meandering 15 foot asphalt path connects most of the site. The path typically runs along the top of the river embankment and is well maintained. Perpendicular to the shoreline, in multiple locations, dual lines of old piles are visible. Currently, these piles act to strand large woody debris during high flow events along the shoreline.

North Project Area

The northern portion of the site is a spit that is primarily a flat, graveled area approximately 200 feet wide. The embankments are rip-rapped at approximately a 2:1 slope. The rip-rapped spit creates the outer wall of the marina harbor. The public marina, boat launch, Port offices, parking and two commercially leased structures are the primary uses in this area. Most of the area contains two graveled parking lots for marina, Port or day use visitors. Other incidental elements are the pedestrian boardwalk (inner harbor area only), an emergency helicopter landing pad, a portable restroom and refuse containers. A few benches line the pathway along the riverfront. Overall, this area contains little landscaping or native vegetation, with the exception of the Port offices.



Lower Marina Parking Lot

Central Project Area

The center portion of the project site is occupied by low to moderate intensity recreational activities. The well-maintained 5-acre Marine Park includes a playground, restrooms, ball field, picnic shelters and tables, parking, landscaping and historical totem poles. The Port's maintenance facility lies south of Marine Park, separated by a berm planted with many trees. The maintenance facility is fenced with chain link and includes a metal pole building and an open storage yard. Farther to the south is an RV/Campground consisting of a paved/gravel parking area, utility hook-ups and minimal vegetation. Adjacent to the campground is an open parking area with a gravel circular drive.



Totem Poles in the Marine Park

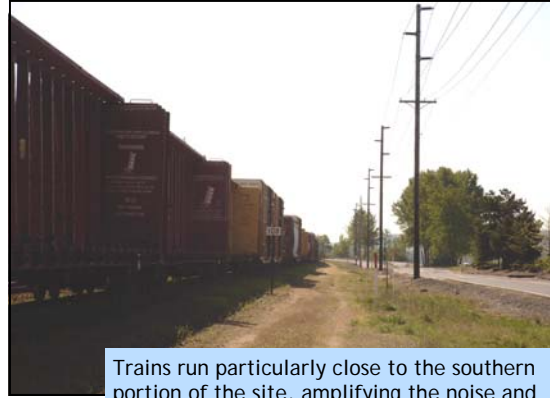
The central portion is relatively flat. The rip-rapped embankment continues just beyond the Marine Park at which point the it becomes a semi-natural landscape subject to erosion and human activity. This portion of the embankment has very little vegetation except for some areas of patchy grass. It is also at this point that a narrow, sandy beach begins along the river.

The embankment directly in front of the RV/campground is steep. A wooden staircase accesses the river and its associated beach. The embankment in front of the parking area is also steep; however, a sandy bench has been created. This bench appears to be an area where vehicles drive and park for fishing, regardless of the "No Vehicles Allowed" signs posted there. The bench is situated approximately 5 foot slope distance from the water's edge (ordinary high water mark) and 10 foot slope distance from the top of the river embankment. The bench is at least 15 feet wide.

Part Two: Site Context



Vehicles often park along the sandy beach compromising the vegetation causing further erosion of the embankment.



Trains run particularly close to the southern portion of the site, amplifying the noise and contact.

South Project Area

The last segment's upland area narrows to approximately 75 feet in width. It is entirely asphalted and used for parking. An informal boat ramp, paved but disintegrating, begins the South project area. This ramp provides vehicular access to the beach along the central site. Portable restrooms and trash receptacles are located at the entrance to the boat ramp.

The embankment consists of some large cottonwood trees interspersed with rip rap. The beach area is wider at this point and is divided into two bowl-like areas by a rock outcropping that juts out into the water. One portion of the beach is accessed via a wooden staircase and the other by way of a paved path ending in a wooden deck and stairs. The two beaches are connected during low water by an informal path around the rocks.



Southern Beach Waterfront View



The existing unimproved boat ramp on the Southern Site is frequently used by fishermen, small watercraft, and windsurfers and kite boarders.

Part Two: Site Context

Pedestrian Access

A paved path provides pedestrian access throughout most of the North portion. Pedestrians can walk along the top of the riprap and enjoy great views of the Columbia River and marina. At Marine Park, the path turns away from the river, and is nicely landscaped. Adjacent to the R.V. Park, the pedestrian path offers direct access to the beach. Throughout the site, jersey barriers often impede pedestrian's natural flow. These barriers outline where it is acceptable to cross the roadways.

Hendrickson Drive does not provide pedestrian/bike lanes or shoulder widths broad enough for pedestrian or bike passage. The site can only be accessed via a pedestrian bridge that spans the railroad lines. Although this bridge is easily accessed, the open design of the steps and grating can make the bridge seem less safe, especially for those who are scared of heights. The bridge begins on the west side of I-5, traverses the rail lines, and terminates on the east side of Hendrickson Drive. Pedestrians and bikers must cross Hendrickson Drive before entering the boardwalk.



Pathway in Marine Park winding south away from River



Pedestrian overpass has steep metal staircase and is covered with fencing.



Existing boardwalk is separated from Hendrickson Drive with unattractive jersey barriers. A high wooden railing compliments boardwalk but inhibits views.



Pedestrian freeway underpass has no human scale, but is fairly light during the day.



Although a few benches are located along the pathway, they are worn and look uncomfortable.

Part Two: Site Context

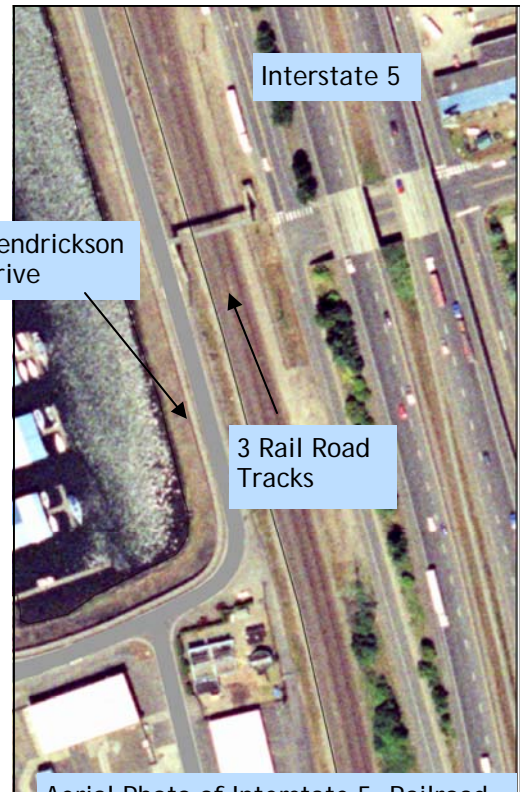
Vehicular Access

Vehicular access points were identified utilizing the Washington State Department of Transportation website. None of the three off-ramps that access the Kalama area, Exits 27, 30 and 32, provide direct access to Kalama's waterfront. Exit 30 offers direct access to the City of Kalama, but not to the Port site. The railroad further separates the city from the waterfront because the only places for vehicles to cross the railroad are at Exits 27 and 32. Hendrickson Drive, a Port-maintained two-lane arterial, is located parallel to the entire site. All exits have access to Hendrickson Drive, albeit some more indirect than others. Visitors must pass by heavy industrial uses before reaching the site.

Traffic

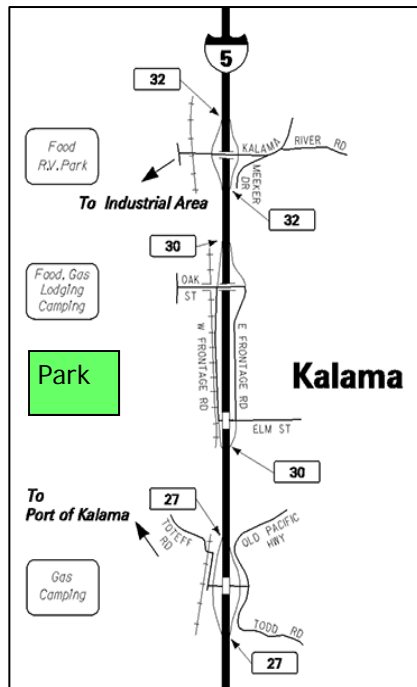
Capturing the travelers and tourists traveling along Interstate 5 will create new users and uses for the site. The Washington Department of Transportation 2004 Traffic Flow Map identifies this portion of the Interstate as having a traffic flow of 40,000 to 59,999 vehicular trips. To capture even a fraction of this traffic, signage and destination-type activities are necessary to draw them off of the freeway.

Hendrickson Drive, a public road owned and maintained by the Port of Kalama, is the main access road along the length of the site. The road, at this point, is not heavily traversed; industrial traffic enters and leaves this road to the north and south of the park area. No current traffic counts are available for this road.



Aerial Photo of Interstate 5, Railroad tracks and Hendrickson Drive

Map 2. Kalama Freeway Exits



Complicated vehicle access from Interstate 5 confuses the visitor unfamiliar with the Park's location.



Exit 30 heading North into Kalama

Part Two: Site Context

Parking

There are currently ample, undesignated graveled parking areas throughout the project site. In addition, asphalt-parking areas are located adjacent to Marine Park and at the southern tip of the project site. From the onsite visual survey, the majority of vehicles parked were within 200 feet of the boat launch facility. Discussion with the Port revealed that the parking lot becomes congested with trailer parking especially in the summertime.



The North Marina parking lot fills up quickly on the weekend with trailers, especially during the summer and fishing season as people use the launch site. They require some turnaround room and 30 foot parking spots.

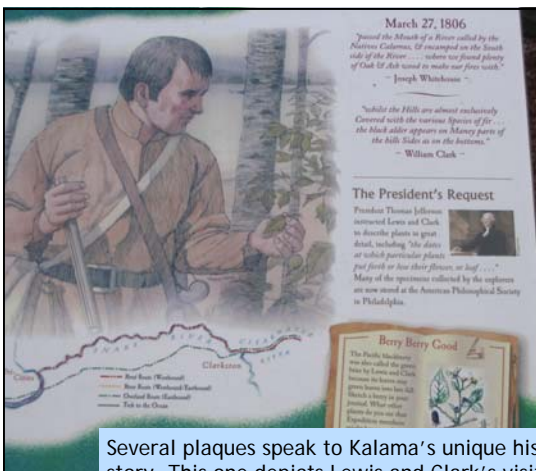


The Southern parking area is relatively close to the beach and Hendrickson Drive. It is not paved and there are no parking delineations.

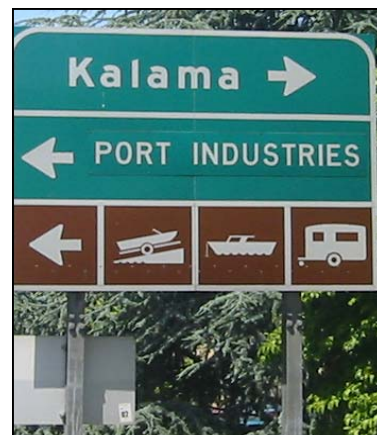
Signage

Along Interstate 5, three blue interstate information signs identify the opportunities and amenities located within Kalama. These three signs are located between Exits 27 and 30 going north and beginning just before Exit 32 and continuing to Exit 30 going south. These signs do not identify the Port of Kalama as a recreational destination, other than an RV/Campground pictorial sign. Once off the Interstate at Exit 30, Port of Kalama signs are visible; however, they are informational, used solely as directional tools. A large Port of Kalama Directory sign is located at the intersection of Hendrickson Drive and Marine Drive off Exit 32. This sign has many industries listed and it is close to impossible to read without coming to a complete stop. It does not identify amenities or recreational facilities on the waterfront.

On site, there are a few historical signs depicting the spot of the Lewis and Clark visit. Other historical plaques are scattered throughout the North and Central site area. Other signs on the site are directional in nature and do not inform the visitor of the waterfront's opportunities, layout or connections.



Several plaques speak to Kalama's unique historical story. This one depicts Lewis and Clark's visit to the area.



Directional signs give little indication that Marine Park exists.

Part Two: Site Context

Landscaping

The site visit revealed a very barren landscape except where landscaping has been installed at the Port offices, Marine Park and along a berm adjacent to the Marine Park. At the Port offices, a small landscaped area divides the southern parking area from the offices. Marine Park provides a grassy field for formal and informal play. There are landscaped areas near the bathroom facilities and along Hendrickson Drive. Between the pedestrian path and the top of bank, a landscaped strip includes historical markers, viewing areas and memorial trees and plaques. A tree-lined band buffers Marine Park from the maintenance facility to the south. At the southern beach, there is a band of cottonwoods. It is not known if these were intentionally planted, but it is believed so. Existing landscaping consists of both deciduous and coniferous trees and grasses.



Marine Park contains a large, grassy area, has a meandering pathway, and a more formalized landscape.



Many places on the site contain little vegetation or landscaping, making it less attractive for the visitor.

Totem Pole Landscape

From the Interstate, one can see the distinctive totem poles off in the distance. The largest of the four poles, carved out of a 700 year-old Western Red Cedar, stands 140 feet high. Local Native American craftsman Don Lelooska began work on them for the display at the Seattle World Fair in 1962, but did not finish in time. Refinished and rehabilitated twice, they stand as a proud landmark of community involvement and pride.

The poles now are on display at Marine Park. Around three quarters of the base of the poles are various shrubs that hide full circle views of the poles. A jersey barrier and a utility box detract from the poles' setting. There is a historical plaque nearby that explains the poles' history but it is difficult to view. There is no seating around the poles for people to congregate and enjoy the views.



It is difficult to view the totem pole from all angles as no path exists to walk around the entire structure.



This jersey barrier used to ensure that cars do not park too close to the totem poles detracts from the overall attractiveness of this landmark.

Part Two: Site Context

Uses and Users

Site visits took place both weekends and during the week to document existing uses and users at the Port property. In addition, interviews with Mark Wilson of the Port gave insight on usage patterns and demographics. Table 5, below, delineates the existing uses on the Port property by geographical sector. In addition to the uses listed, a pedestrian/bike path runs along the river almost the entire length of the property. Walkers, runners, bikers and dog-walkers use the path. The Table identifies that civic and commercial activities dominate the North. The Central site contains the most mixes of uses from park to R.V. campground to maintenance facility. The Southern section is primarily used for access to the Columbia River for water-based recreation, fishing, and vehicle parking.

Table 5. Uses and Users of the Site

NORTH	CENTRAL	SOUTH
Marina	Marina Park	Beach access (stairs)
- Fuel station	- Playground	Beach access (informal)
- Boat ramp	- Restrooms (6)	Boat ramp (informal)
- Marina parking	- Totem poles (4)	Sandy beaches
Port Offices	- Picnic shelters (4)	Port-a-potty
- Restrooms	- Baseball backstop	Off-street parking
- Port parking	- Off street parking	Picnic table
Concrete Company	Port Maintenance Facility	Fishing access
Other Industrial Use	RV Park/Campground	
Water Treatment Facility	- Manager's RV	
Heli-pad	- Bathroom facilities	
Port-a-potty	- Sewage dump	
Emergency Parking	- Picnic tables	
	- Tent sites (10)	

Other Public Boat Launch and Park Facilities

There are nine boat ramp facilities within the Kalama area. Eight boat launches are maintained by Washington State Department of Fish and Wildlife and require permits to use. These ramps are located on the Kalama River. The ninth ramp is at the Port of Kalama Marina; there is no fee for use. One boat launch not identified on the maps was the informal, non-maintained, launch located within the south project site.

One park is located at the elementary school within Kalama. Additional parks are known: the Marine Park at the Port of Kalama, a ball field/recreational park located at Exit 32 just north of Kalama and two pocket parks that bookend the downtown. The south pocket park is for small children. The north park has picnic tables, the Kalama City sign and small totem poles.



The Columbia River provides many recreational opportunities for Marina slip renters and day-use patrons.



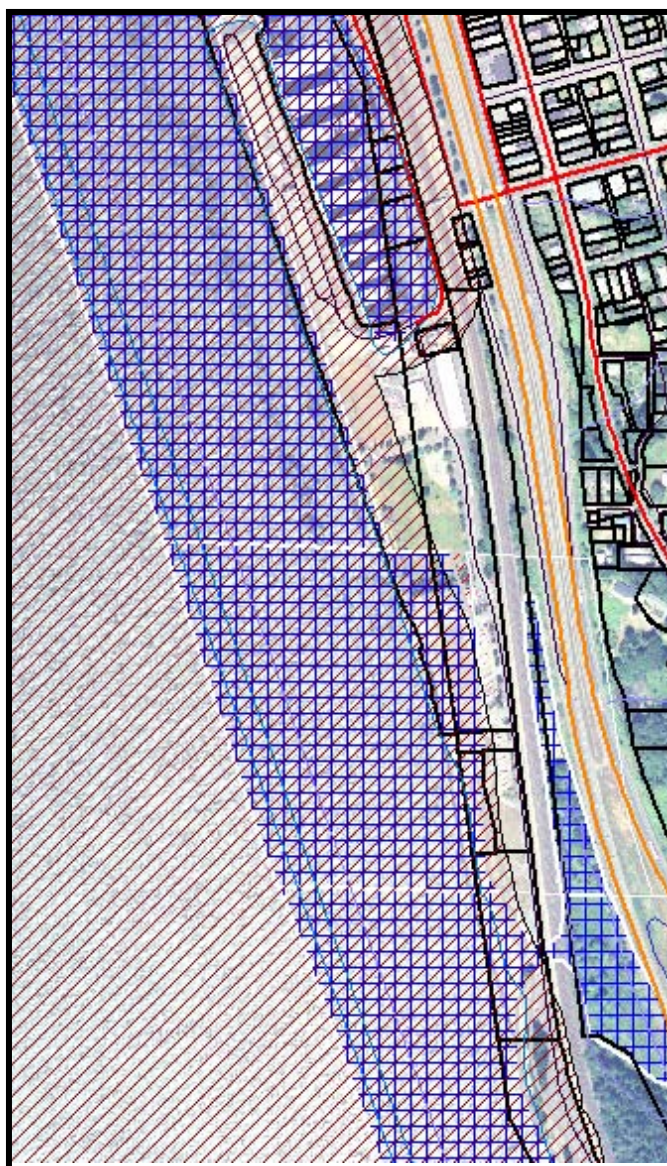
The Marine Park's play area is a popular feature for families. It is near restrooms and a picnic structure.

Part Two: Site Context

Land Use Inventory

A land use analysis and an initial critical areas review identified environmental or land use constraints. The full analyses are located in Appendix A. These analyses were useful in identifying opportunities and constraints regarding design options. For instance, the soil types located within the site will restrict the planting options for a landscaping plan. Further, identification of the prevailing winds aided us in recommendations for placement of vegetation and location of other opportunities for windbreaks. The channel depth will be needed to be considered when looking at docking capabilities for any commercial or tourist day trip vessels stopping at the dock near the Plaza.

Map 3. Floodplain and Shoreline Jurisdiction



Key



100 year
Floodplain



Shoreline
Jurisdiction

Design elements need to consider the shoreline permitting process when determining compatibility with the 100 year floodplain.

Part Two: Site Context

Land Use Regulations and Policies

While the Port of Kalama controls the entire project site, the North site is situated within the city limits of Kalama and the southern portion is located within the Cowlitz County. Therefore, two sets of documents were reviewed.

Local Planning Documents and Code

Kalama Community Action Plan (KCAP)

The KCAP is a local community-planning document created in 2004. This plan was developed primarily as a visioning document to aid in improving economic conditions, promoting jobs and preserving Kalama's quality of life. The document covers many planning and economic development issues, some of which specifically address waterfront uses. Other plan recommendations, while not tied to waterfront activities, can be incorporated into its overall design. The KCAP recommends many elements that have been incorporated into the site design including public open space, destination restaurant, improved signage, historical markers and facilities for festivals and other outdoor events.

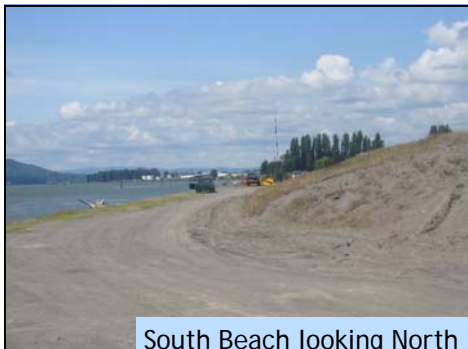
Comprehensive Plans

The City of Kalama and Cowlitz County's Comprehensive Plan documents provided fundamental planning guidance. Since the final proposed Plan is a preliminary document with a conceptual site plan and is not yet scheduled for permitting, precise review of the Plan elements to specific goals and policies was not feasible.

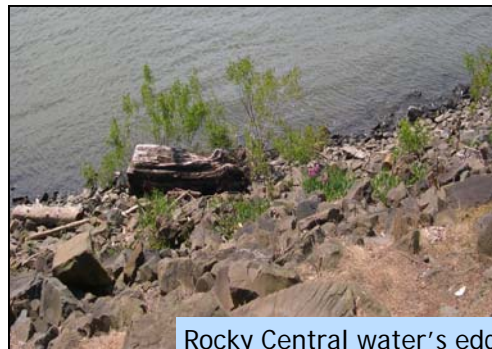
However, upon preliminary analysis, the proposed Waterfront Park Plan and conceptual design elements do appear to meet planning goals set forth by both Comprehensive Plans. The City of Kalama's Comprehensive Plan specifically identifies the Marina and Port locations as areas for development and public enhancement. Conversely, the County's Comprehensive Plan identifies this area as heavy industrial but does not disallow recreational uses within that use designation. For the complete outline of the Comprehensive Plan, please see Appendix B.

Zoning Codes

The zoning designation under the City of Kalama is Recreational and Public/Quasi-Public. All types of public and private outdoor recreational uses are allowed, although private recreational activities require approval of the planning commission and must be consistent with the goals and purposes of the district. Microbreweries and retail facilities associated with tourism are also allowed. All uses must meet the parking and loading requirements set forth in the code. The portion of the site that is under Cowlitz County jurisdiction is considered un-zoned. This means there are no specific use requirements. However, the zoning code does set guidelines for structure setbacks from roads, parking requirements and RV/Campground permitting requirements.



South Beach looking North



Rocky Central water's edge

Part Two: Site Context

Environmental Regulations

Development along water bodies within Washington State is regulated through a host of federal, state and local environmental policies. Since the project site is within two jurisdictions, development will be required to be reviewed through the following regulations from both the City of Kalama and Cowlitz County: Shorelines Master Program, Shorelines Master Act and Critical Areas which includes floodplain development. Fortunately, the City and County have very similar regulations and policies.

Federal and State Regulations

Depending on the final designs implemented, review and permitting may be required through federal and state Fish and Wildlife Departments, US Army Corps of Engineers and/or NOAA Fisheries.

Shorelines Master Act RCW 90.58/Shorelines Master Program

The Shoreline Master Act RCW 90.58 sets forth a directive that each jurisdiction within the State of Washington designates certain shorelines as “shorelines of statewide significance” or “shorelines of the state” depending on their importance. Further, each jurisdiction not only must comply with the State’s shoreline regulations (WAC 173-11), but also must develop local management policy (Shoreline Master Program). The Columbia River is a designated Shoreline of Statewide Significance. Development within 200 feet and/or the 100-year floodplain of the Columbia River must comply with the Shoreline Management Act and the City and County’s Shoreline Master Program. Development within the project area will require a Shoreline Substantial Development permit. Depending on the project components, it may also require a Conditional Use Permit or Variance.

Critical Areas Review

As with the Shorelines Master Program, each jurisdiction is required under the Growth Management Act to develop a Critical Areas Ordinance. The CAO regulates and may require mitigation for development within identified critical areas. Critical Areas include: floodplains, wetlands, fish and wildlife habitat, geologic hazardous areas, aquifer recharge and shorelines. Construction within this project area will require review under the City and County’s Critical Areas Ordinance. If Critical Areas are found on the site, a Critical Areas Permit and further environmental studies may be required.



A tree stand provides a natural windbreak along the South beach.



Rip rap along the North site

Waterfront Park Plans

The research and analysis of other waterfront plans contributed to the proposed amenities, design, and implementation/staging options for the proposed project. Additionally, researching other waterfront plans identified the positive impact an active waterfront can have on the image of a community.

Numerous waterfront park plans were evaluated as part of the background research. Plans that followed goals and objectives similar to the project received special consideration. Out of those, four plans were identified that reflected the project site in terms of location, design and/or limiting factors. These plans are briefly described below.

Greenpoint Waterfront Park, Brooklyn, New York: This project is applicable because it is a riverside park that has some of the same constraints as the Kalama site. The design had an innovative way of treating the following elements:

- Pedestrian connection to the river
- River bank revetment
- Pedestrian pathways
- Arrangement of hard- and softscape
- Vegetation plan
- Pier

Hood River Waterfront Park, Hood River, Oregon: This was chosen because of the location and the design features. This park is on the Columbia River and, potentially, has the same weather constraints as the Kalama waterfront. Interesting features included:

- Overall design features
- Riverbank treatment - sculpting
- Vegetation plan
- Windbreaks
- Individual elements - amphitheater, playground, picnic shelters

Louisville Waterfront Park, Louisville, Kentucky: This Park is much larger than the Kalama waterfront site. However, elements of the Louisville Park could potentially work in Kalama, particularly the hardscape features. These include:

- Water feature(s)
- Stairway to water's edge
- Tree "forest"
- Street furniture

Percival Land Conceptual Plan, Olympia, Washington: Also a plan for a port site, it provides for building on Olympia's unique character and existing assets. The plan particularly addressed strengthening the physical and visual connections along the boardwalk which would be an important component to the Kalama Plan. Specific elements that addressed these issues:

- View corridors
- City dock
- Percival Plaza
- Historical components

Part Two: Site Context

Market Analysis

The Port site already is a busy, regional attraction. Many come to the marina and launch their boats for a day of water recreation. The Port wanted to get some preliminary information on the feasibility of a commercial use near the marina to capture this market share, tourists, and local residents. Anecdotal accounts show that many marina users travel away from the site to eat, and then return later. The Port wanted to find out whether a restaurant could be a possible use for the space near the new Transportation Interpretive Center. Considering that the Interpretive Center may also attract new users, a restaurant may be a lucrative amenity to place near the Plaza. Additionally, many Kalama residents expressed a desire for a new restaurant in town and voiced approval for one along the riverfront.

Trends in the restaurant industry help identify opportunities and threats that may affect profitability of a restaurant at the Port location. Conveniences, a need for socialization and gains in real disposable income have led consumers to spend more food dollars in restaurants than ever before. Traditional casual dining restaurants are on the rise nationally and within the Washington regional area. The demographic information from the marina patrons and Kalama area residents point to the potential success of this type of restaurant at the site.

Market trends also show an increase in chain restaurant casual dining. If the Port tries to attract a regional or national casual dining restaurant, it would have the positive name recognition for those patrons traveling along the interstate. The chain restaurant would have to fit with the demographics of Kalama and marina patrons, to offer the greatest chance for success in this area. These two groups offer the best estimate of the profile demographic of who would frequent the restaurant most regularly. Once the Interpretive Center and other site improvements are underway, the Port should investigate specific restaurants that fit this profile. For the entire Restaurant Market Analysis, please see Appendix C.

Public Outreach

Public participation and input were solicited through three avenues: review of existing surveys, workgroup session with Portland State University graduate candidates in urban and regional planning, and an open house held at the Port of Kalama. All three areas of input directed the elimination and inclusion of specific design elements.

Kalama Community Action Plan Surveys

Surveys were distributed to customers, tourists, property owners and participants at the Kalama's Christmas parade as a tool to solicit public information regarding demographics, economic data, likes and dislikes of Kalama and its environs, etc. The majority of information gathered did not relate to our project; however, in each survey, there were varied questions that were used. Appendix D outlines the pertinent results. What was resoundingly clear from the surveys was that Kalama residents desired a waterfront restaurant, better signage on and off the freeway, public restrooms, advertising, improved waterfront access, and more youth activities. Generally, persons polled liked the existing waterfront features, antiques shops and local "small-town" feeling.

PSU Workgroup Session

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to identify the particular issues facing each location - north, central, south - was brought to a PSU workgroup session. Each site area identified a "weakness" via lecture and visual boards. Each workgroup member received a rough sketch of the "weak" spot and was asked to illustrate and/or describe what could improve these areas. Appendix E provides the visual sketches used in this exercise. While the net result from this exercise were not as fruitful as anticipated, some concepts expressed contributed to overall design elements. What is more, ideas that were shared during the work session further supported previous design hypothesis.

Part Two: Site Context

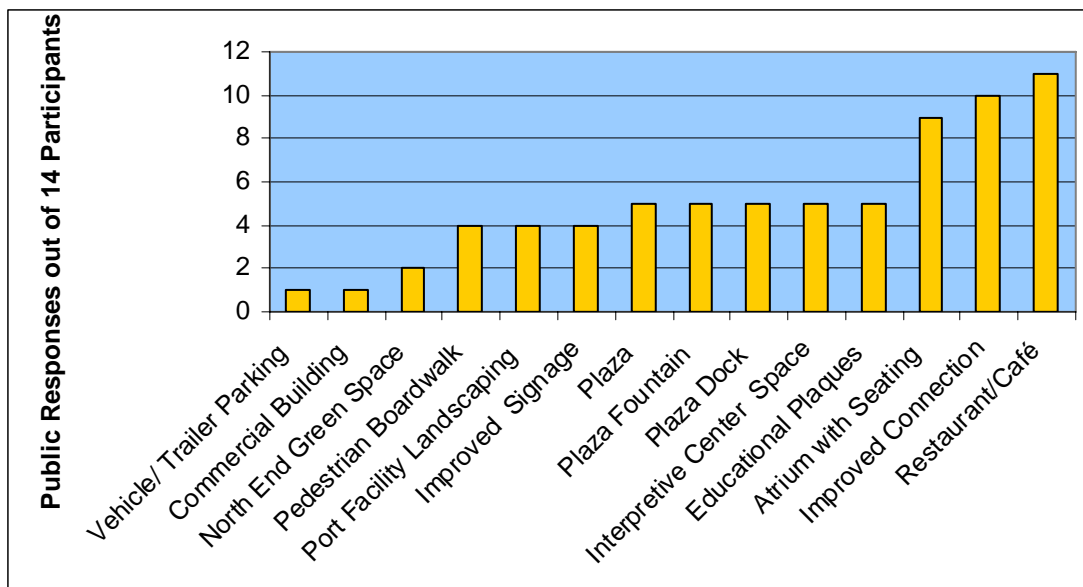
Open House

A public participation component is always desirable when planning a public space. Since extensive survey work had just recently been completed during the KCAP process, an open house provided the best opportunity to receive feedback from the community. The open house allowed the local community to provide input on and suggestions to include in the proposed preliminary site plans.

In order to incorporate all the knowledge and work previously done during the KCAP process, specific community members were formally invited to the meeting. These included the KCAP team members, Cowlitz-Wahakikum Council of Governments, Kalama Planners, City of Kalama Planning Commission, and City staff (Appendix F). Public advertising included an announcement in the local newspaper, distribution of flyers throughout the town two weeks prior to the event, (Appendix G) and word of mouth.

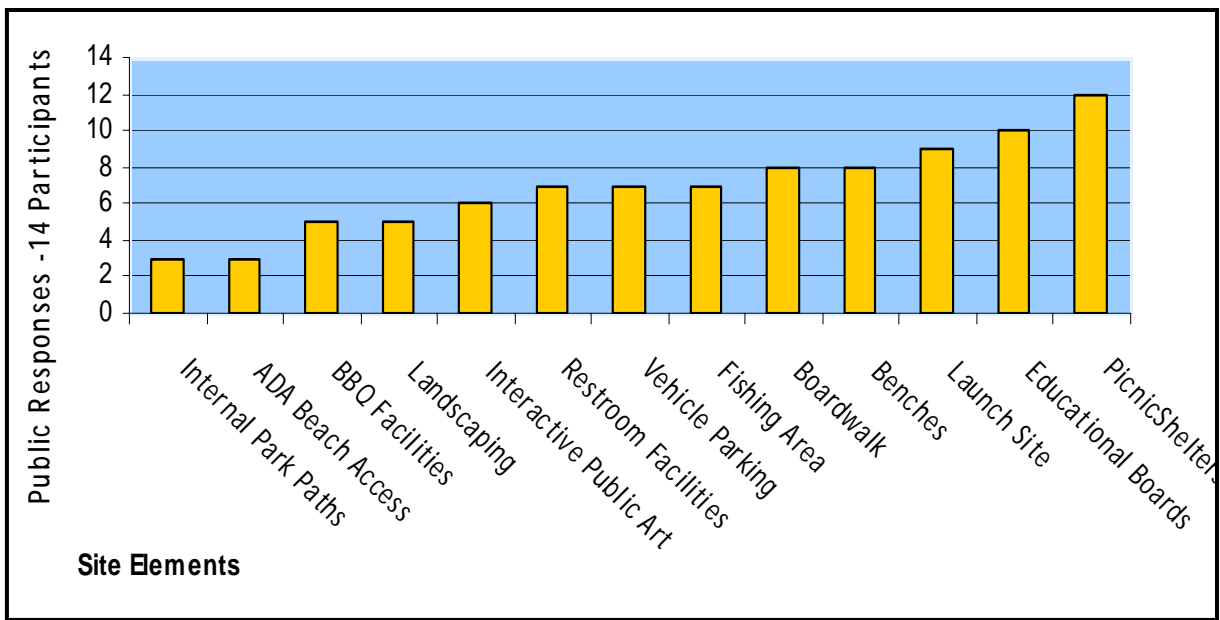
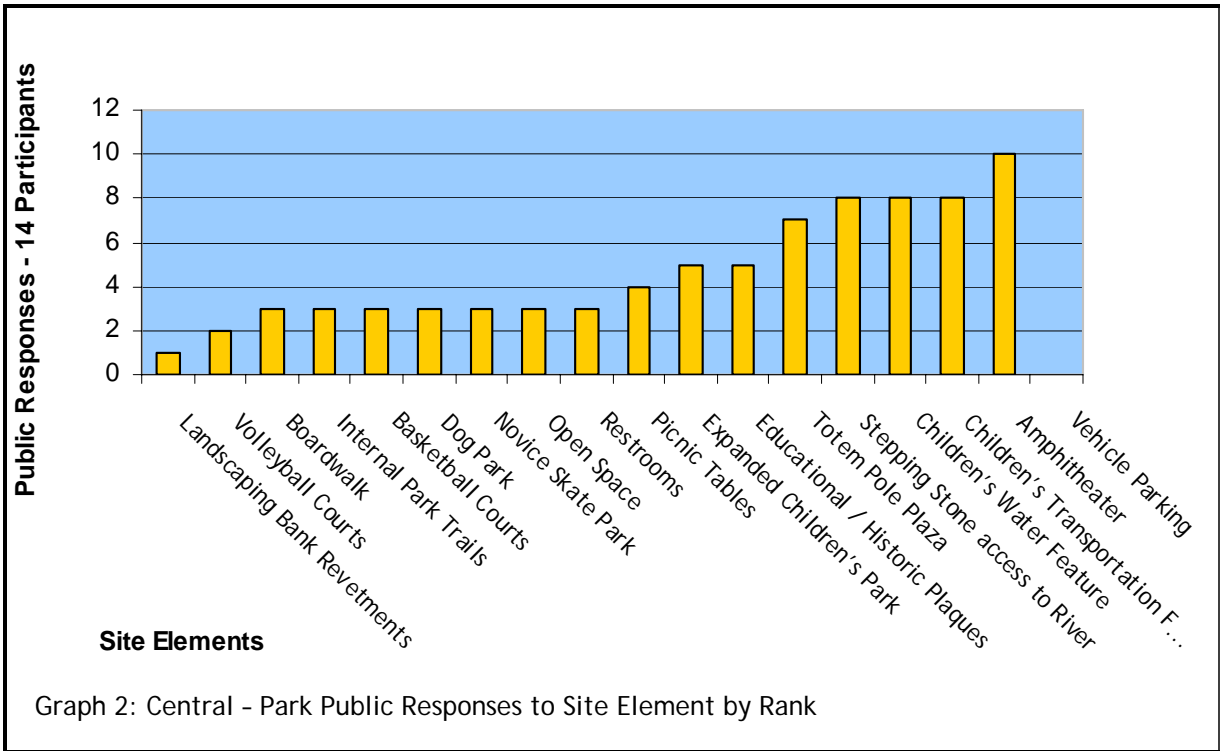
The open house was held on May 11, 2006 at the Port of Kalama's office. There were 25 participants, but written and illustrative survey demonstrates that only 14 participants offered any formal input. Overall, most liked the project elements proposed. The Central site was the only area that received any "no's" to a site element. The elements that were rated the highest will be recommended as site elements in the final site design. Those that received a 'no' vote will be carefully evaluated to determine if the element should remain or be removed.

The following graphs illustrate how the public voted. For full results on actual counts, see Appendix H.



Graph 1: North - Marina Public Responses to Site Element Yes Votes by Rank

Part Two: Site Context



Part Three: Design Framework

Introduction

Capitalizing on the natural beauty of the Columbia River, the Kalama Waterfront Preliminary Site Plan will attract many visitors to the location by offering a diverse range of recreational opportunities and amenities. This Plan combines development, preservation and enhancement to create this unique, regional attraction known as “Kalama’s Front Yard.” Existing recreational uses such as the marina, the park, and the southern beach access reflect the popularity of the waterfront in its current condition. The preliminary design will enhance these features and create new users and uses throughout the entire site.

The proposed Plaza with the adjoining transportation interpretive center serves as a new focal point and cornerstone of the North segment, encouraging new users to the waterfront. The Central segment phases in an expanded children’s park, improved Totem Pole landmark and other recreational opportunities at the current R.V. park location. The Southern segment highlights beach access and the natural landscape of the waterfront, and contains many of the overall amenity improvements.

This site design contains overall elements that reflect how Kalama’s rich history has been shaped by the distinct modes of transportation: rail, road and water. The elements will play on this historic theme with street furniture, lighting, children’s activities, historic markers and the design of the commercial buildings. These elements add to the creation of a place- specific identity. People will recognize that this is a unique place to be filled with distinctive regional activities.

The site design separate the Waterfront Site into the three areas: North, Central, and South, and illustrates the recommendations and locations of specific site elements. Additionally, specific diagrams lay out proposed landscaping, access and signage, freeway underpass and pedestrian overpass and the common elements recommended for the entire site.



Part Three: Design Framework

Elements of a Great Place

All of the design elements will be in keeping with the guiding principles established by William Whyte, one of the pioneers of urban public spaces observation. Through his critical evaluation of public spaces, Whyte offered four guiding principles that make community spaces the most attractive and agreeable to the user: activities and uses, comfort and image, access and linkage, and sociability. These four elements best represent the goals and objectives of the plan.

Activities and Uses *A good place provides a range of things to do.....*
Current users of the site enjoy fishing, boating, walking and picnicking along the riverfront. Creating new active uses on the site will enhance the experience of the user. The three distinct segments help define the most active uses from the northernmost area to the passive recreational opportunities of the southern border. The Interpretive Center will draw many new users from the nearby freeway. Adding activities to the site will engage the visitor to observe or participate in these uses, creating the needed synergy of activity on the site.



Comfort and Image *A good place is safe, clean and attractive.....*
The views of the Columbia River and the City of Kalama offer the visitor to the Park an attractive place to relax, enjoy water activities or picnic with family and friends. Creating continuity throughout the site with similar elements such as landscaping and street furniture will lend itself to improving the comfort and image along the waterfront.



Access and Linkage *A good place is easy to see and easy to get to.....*
People want to see that there is something to do within the space, that others have been successfully enticed to enter. The more successful a place is, the more the success will feed upon itself. Good linkages attract people to the site and those that can see the activity of the site will be drawn to it.

The Kalama Waterfront suffers from difficult access from the town and freeway. A focus of the design improves access and linkages in three different ways: improved freeway signage, an improved pedestrian overpass, and a connected boardwalk that will link the entire site. Strong physical and visual connections will be established to reinforce the relationship of riverfront with downtown.

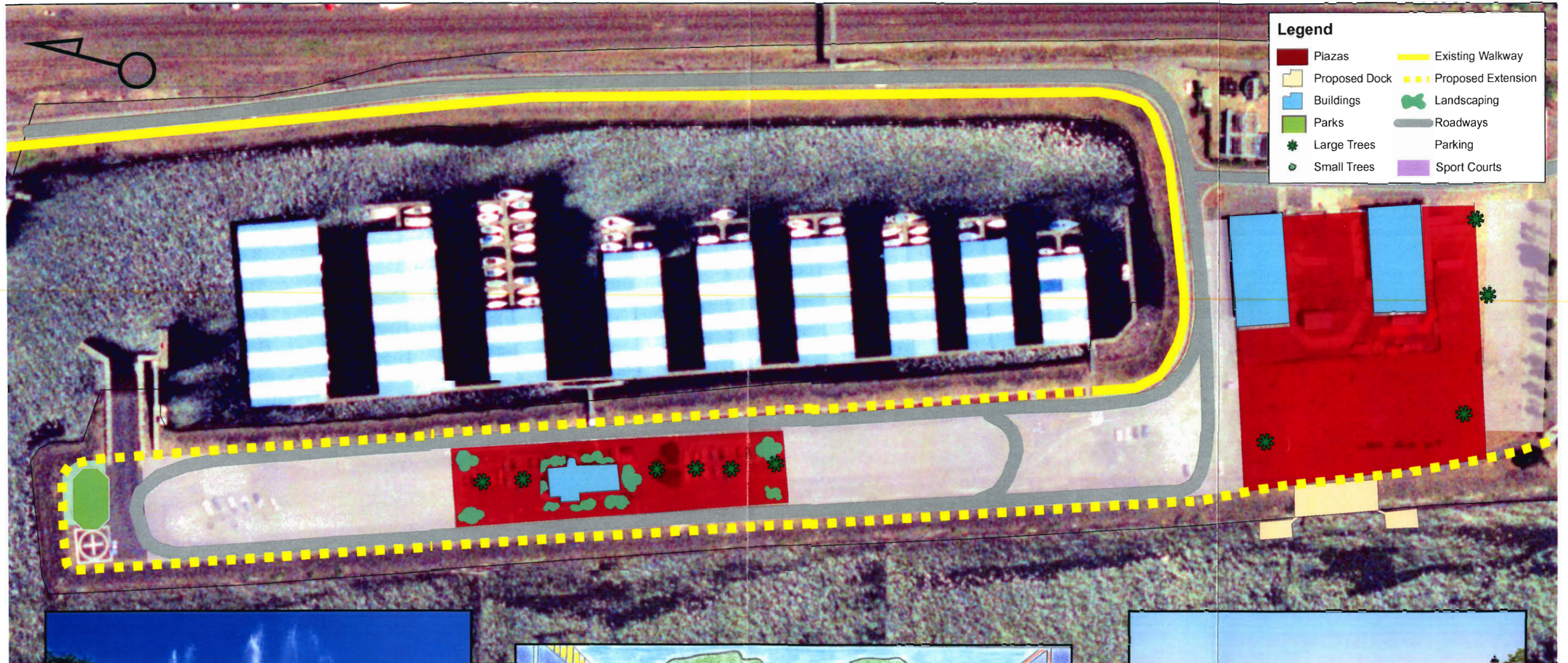


Sociability *A good place is sociable....*
Residents often cite the friendly, small town atmosphere when describing Kalama. The Waterfront Park will serve as an identifiable gathering spot for residents and visitors alike. Keeping this in mind, the site contains many opportunities for friendly interactions. The plaza will serve as the more formal community space allowing for lunches on the plaza, people-watching or community events. The fountain will serve as a focal point of this community gathering space, along with the Interpretive Center and adjoining dock. Throughout the Central site, many can enjoy the children's park fountain, sport courts or walk to the water's edge. The Southern Beach will support a more defined boat launch and spots for family picnics with beach access.



Part Three: Design Framework

North - Marina



Civic, commercial and recreational activities converge within the North-Marina Location.

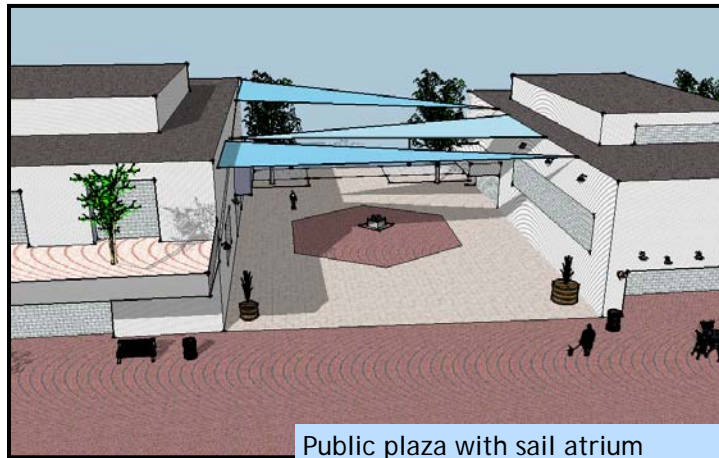
Part Three: Design Framework

North - Marina

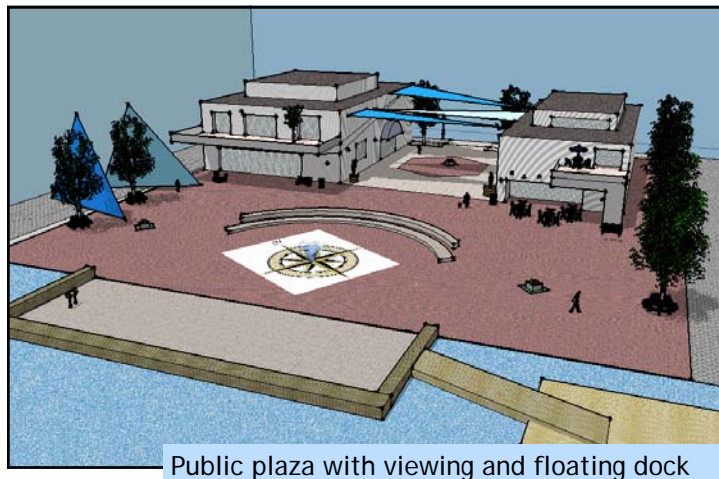
The North-Marina site, due to its visibility, will define the identity of the entire waterfront area and will establish it as an active, comfortable and unique site. It will host the most intensive uses, such as the existing marina and Port offices, and will provide flexible civic space. The boardwalk will be continued to the northern tip of the site, and a "plaza" will be created with distinctive paving, lighting and landscaping around the Port offices. The biggest change in this area is the creation of a public plaza. This plaza, with terraced steps and fountain, will flow westward from the atrium between the Interpretive Center and the new commercial building.

Site Elements

- Pocket Park
- Port Plaza
- Public Plaza with terraced steps
- Plaza Fountain
- New dock adjacent
- Atrium with café/outdoor seating
- Interpretive Center
- New Commercial building
- Atrium and outdoor seating
- Boardwalk
- Improved access to downtown
- Improved way-finding and signage
- Educational/historic plaques



Public plaza with sail atrium



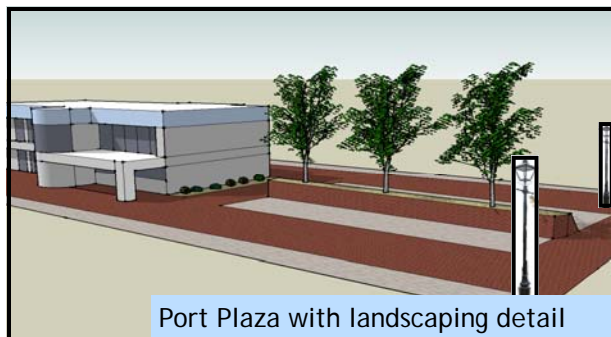
Public plaza with viewing and floating dock



Continuation of boardwalk

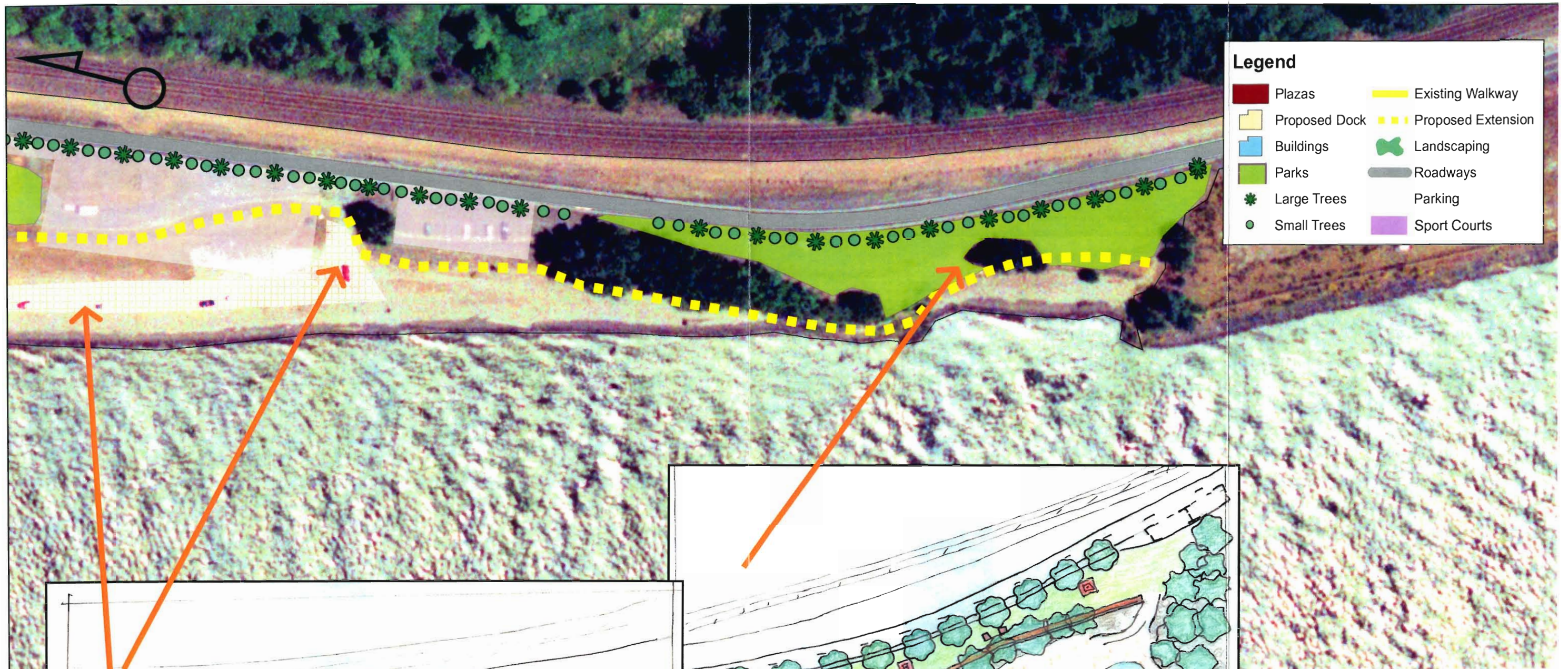


Potential use for floating dock

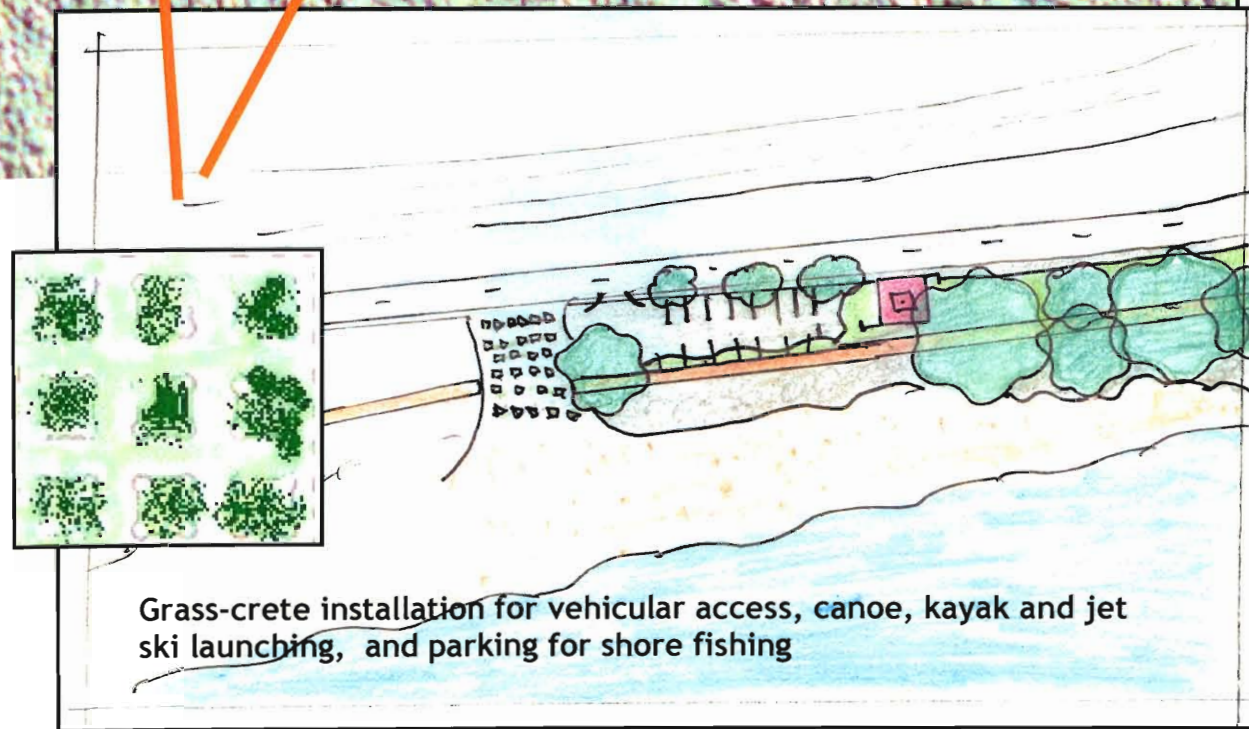


Port Plaza with landscaping detail

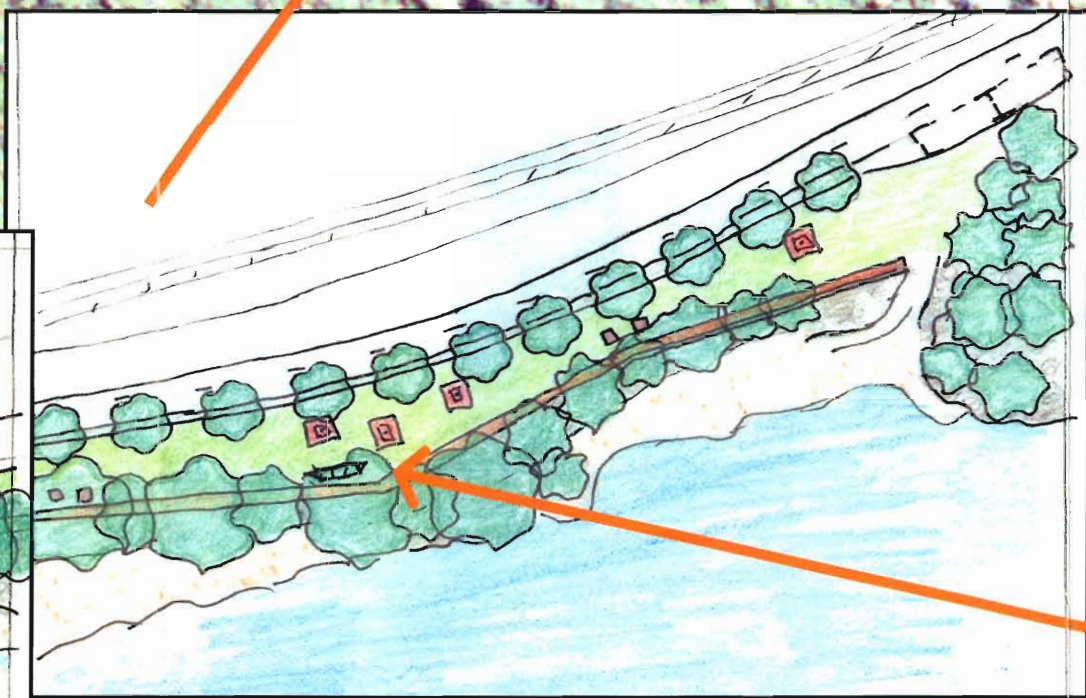
South - Beach



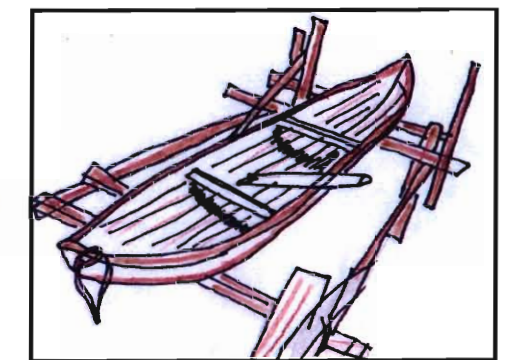
Legend			
	Plazas		Existing Walkway
	Proposed Dock		Proposed Extension
	Buildings		Landscaping
	Parks		Roadways
	Large Trees		Parking
	Small Trees		Sport Courts



Grass-crete installation for vehicular access, canoe, kayak and jet ski launching, and parking for shore fishing



Family park setting with picnic tables, shelters and an interactive public art piece to bring water activities onto shore.



Part Three: Design Framework

Central - Park and Recreation

The Central site is designed to incorporate active recreational uses and to create a bridge between the civic-focused North site and the passive and natural South site. The biggest change in this area will be the re-use of the Port maintenance facility site and the Rasmussen RV Park/Campground. Active sports facilities - such as basketball, volleyball, tennis and/or skating - will be placed in the northern part of this section closest to Marine Park. Further south, open fields and a relocated and expanded children's park can be the focus for younger families. The flexibility of this large, flat site means that a variety of uses can co-exist in any number of configurations. Additional restroom facilities, picnic tables and beach access will complete this area.

To give the Totem Poles their own distinctive paving, benches and up-lighting will highlight this focal point. Additionally, the parking area between Marine Park and the commercial facilities will be expanded and upgraded, and will serve as the primary parking area for park users and patrons of the commercial uses and public plaza.

Site Elements

- Totem Pole Plaza
- Esplanade
- Landscaping/Riparian bank revetments
- Waterfront Pavilion
- Sport Courts
- Stepping Stone access to river
- Expanded Children's Park
- Children's Park water feature
- Children's Park nautical play structure
- Parking
- Picnic tables
- Open space
- Education/historical plaques



Basketball, tennis and volleyball are active recreational options



Dog park amenities



Children's water feature

Landscaping Options

Landscaping within the Kalama's Waterfront Park is a critical element that will provide for a wide range of needs, including:

- Enhancing park areas and framing open space
- Reintroducing the natural environment
- Wind buffering
- Framing or screening views as needed
- Establishing bank stabilization
- Creating visual continuity throughout project site
- Controlling soil and bank erosion
- Providing shade

The planting list below is general in nature and while comprehensive, is not exhaustive. It is recommended that native species found within the Western Washington Region be utilized for the landscape elements throughout the site. It is preferable to use species that are known to perform well, are best adapted to the region's climate, and provide the most value to local wildlife. It is further recommended that upland plantings be done in closely spaced clusters of like species.

Red Elderberry

Sambucus racemosa

Red-Osier Dogwood

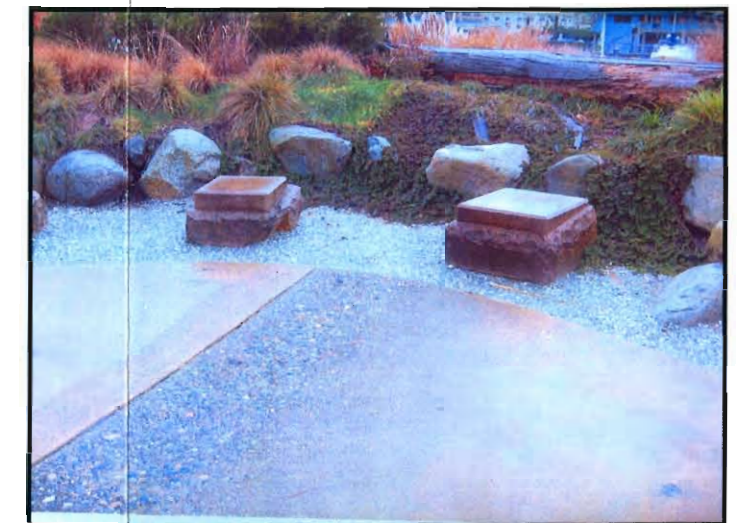
Cornus stolonifera



Bigleaf Maple



Red Alder

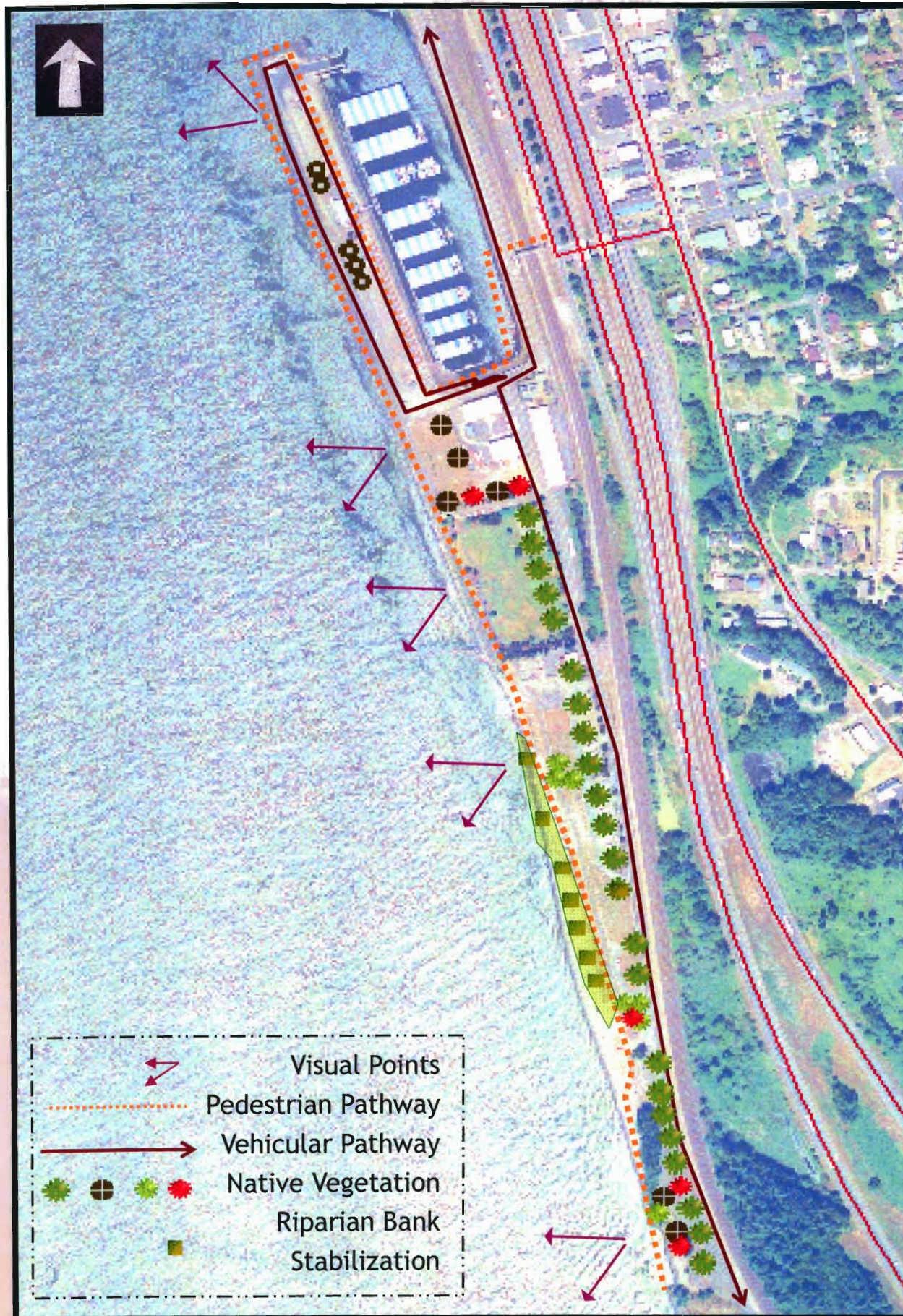


Riparian Shrub Species

- Red-osier Dogwood
- Black Twinberry
- Hazelnut
- Douglas spirea
- Indian Plum
- Oceanspray
- Pacific Ninebark
- Red Elderberry
- Sitka Alder
- Snowberry
- Tall Oregon Grape
- Wild Rose
- Arroyo Willow
- Mackenzie Willow
- Piper Willow
- Pacific Willow
- Sitka Willow

Riparian Tree Species

- Bigleaf Maple
- Black Cottonwood
- Douglas-fir
- Western Hemlock
- Red Alder
- Western Redcedar
- Oregon Ash
- Vine Maple
- Oregon White Oak



Part Three: Design Framework

South - Beach

The South site is designed to incorporate passive activities into the Park Plan. The primary focus is to soften the landscape and to encourage a family-friendly atmosphere. The principle change in this area is to the asphalted parking area. We recommend that a large lawn area, picnic tables and structures, BBQ facilities and a public art piece replace the asphalt. This will create a park area away from the beaten path of the higher-intensity activities to the north.

Further, we recommend that parking be improved with a formalized parking area, a restroom facility be installed as utilities allow, and grass-crete, an environmentally friendly structural ground work element, be installed for the vehicle fishing bench. These improvements are predicted to improve accessibility to the waterfront while enhancing the native beauty of the south beach area.

Site Elements

- Picnic Tables / Shelters
- BBQ Facilities
- Restroom / Outdoor Shower Facilities
- Interactive Public Art -Canoe/Windsurf Board, etc.
- Landscaping / Riparian Vegetation / Grass-Crete
- ADA Beach Access
- Jet Ski / Canoe / Kayak Launch Site
- Vehicle Parking
- Fishing Area
- Esplanade
- Benches
- Educational / Informative Boards



Picnic / shade sail shelters



Water sports amenities—canoe rack and outdoor shower



Canoeing, kayaking and fishing users will benefit from improved amenities



Grass-crete landscaping will help prevent erosion when vehicles drive near the beach

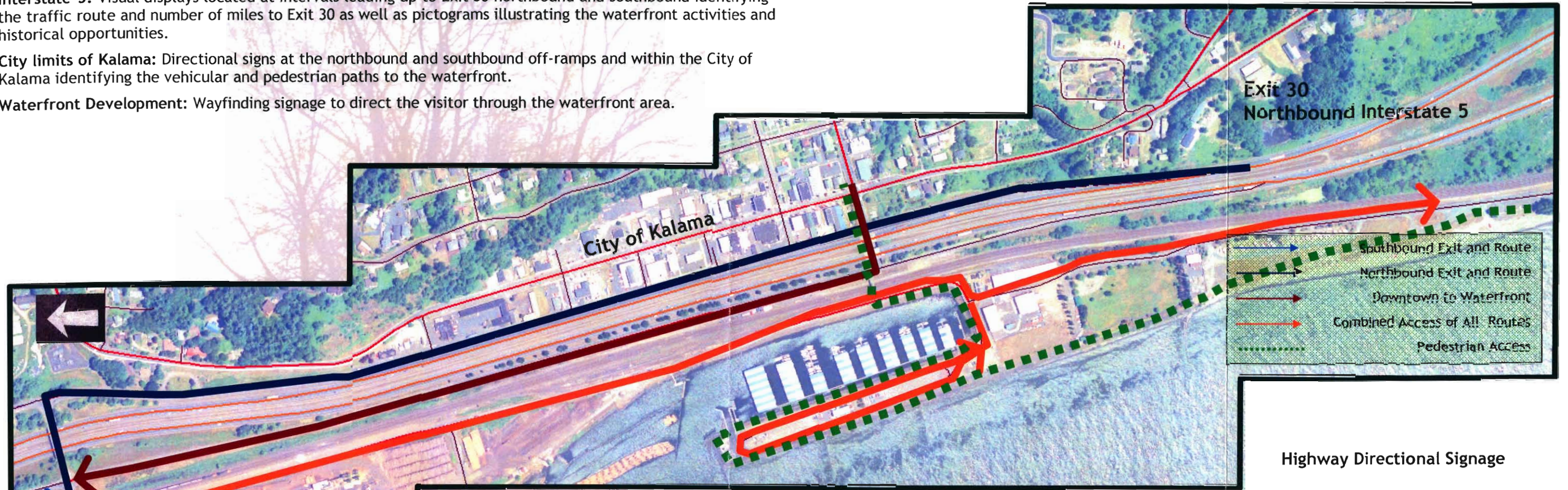
Access and Signage

Site access for vehicular and pedestrian traffic is limited and circuitous. Signage will play a valuable role in directing travelers and local residents to the new waterfront development. New signage illustrating the site's location and activities is recommended. Locations for new signage are:

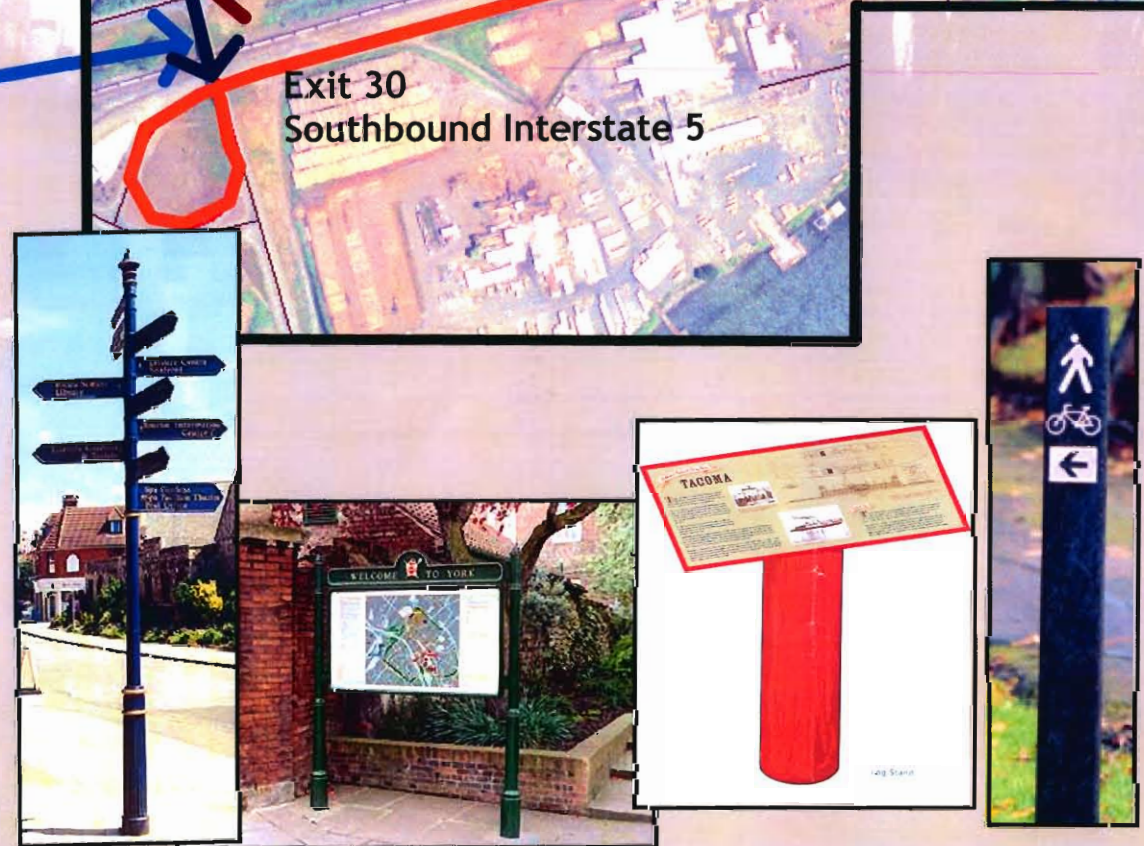
Interstate-5: Visual displays located at intervals leading up to Exit 30 northbound and southbound identifying the traffic route and number of miles to Exit 30 as well as pictograms illustrating the waterfront activities and historical opportunities.

City limits of Kalama: Directional signs at the northbound and southbound off-ramps and within the City of Kalama identifying the vehicular and pedestrian paths to the waterfront.

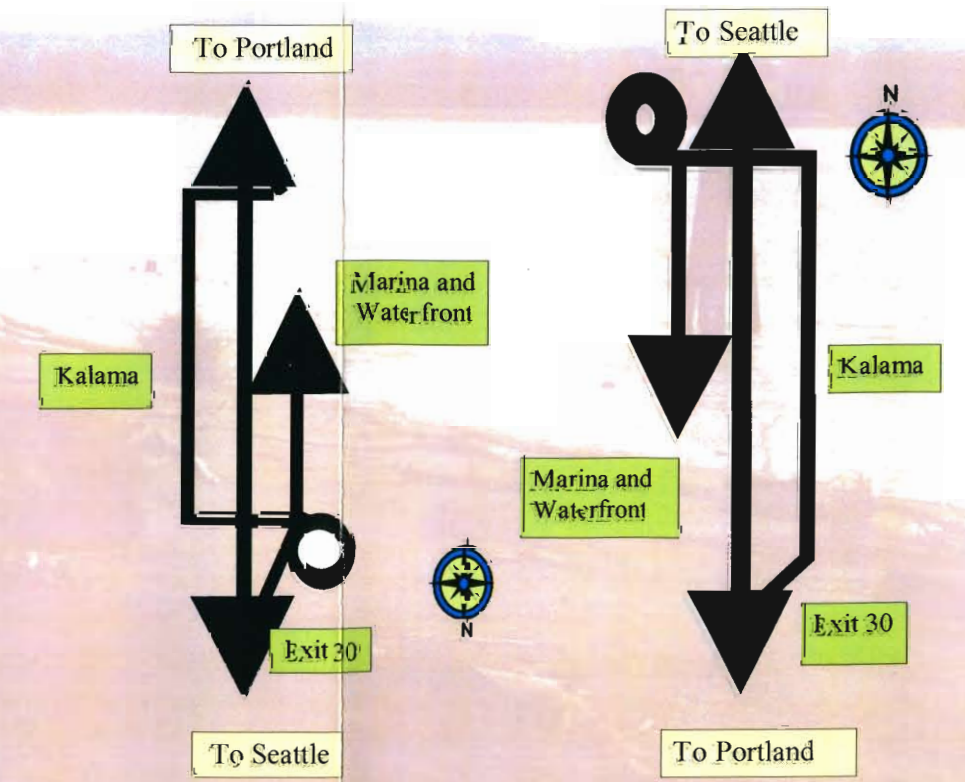
Waterfront Development: Wayfinding signage to direct the visitor through the waterfront area.



Highway Directional Signage



Wayfinding, Historical and Activity Signs

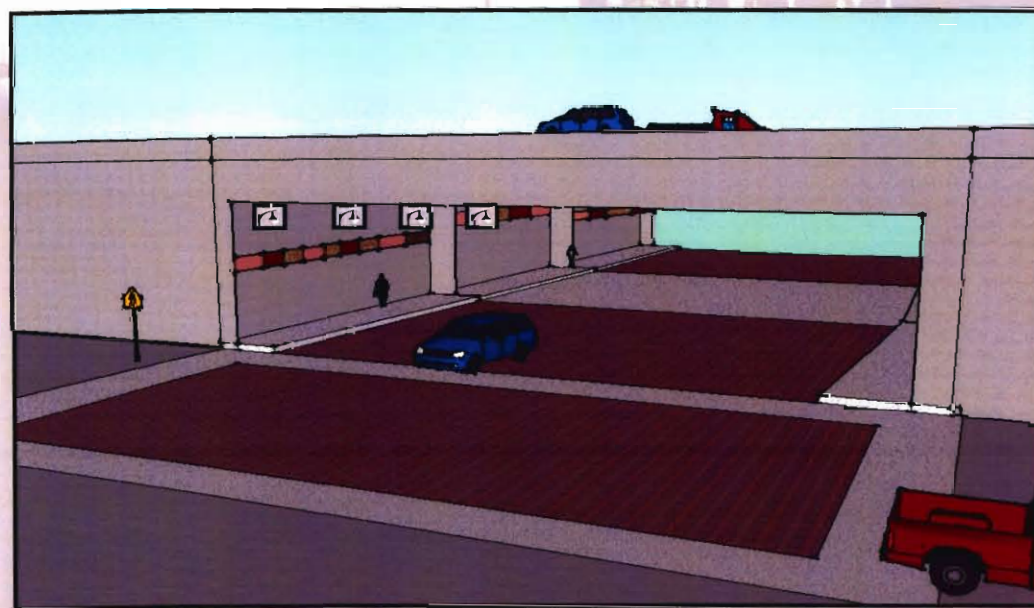
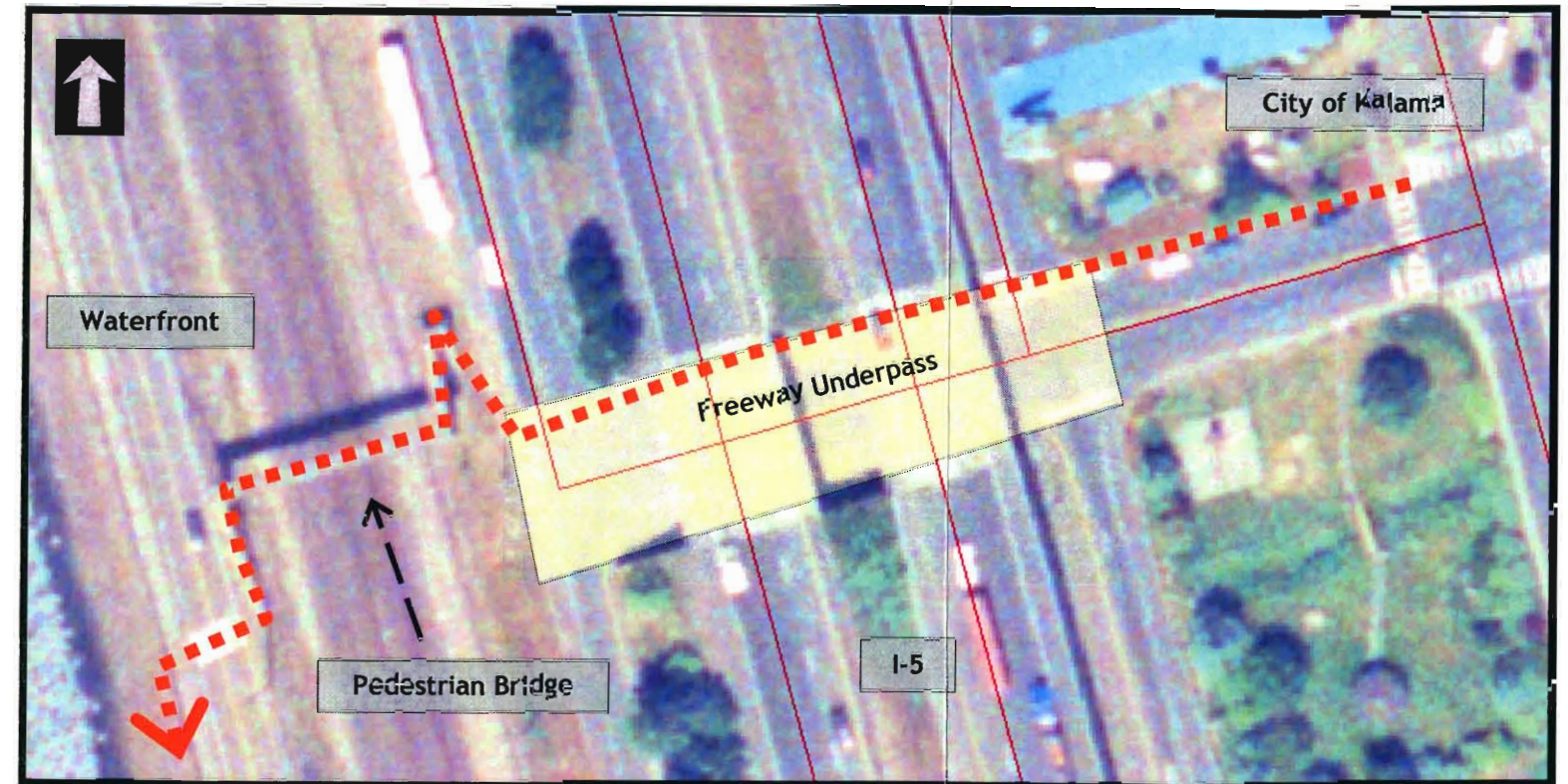


Pedestrian Access: Freeway Underpass and Pedestrian Overpass

Waterfront access from downtown Kalama is restrictive. The existing freeway underpass is dark, uninviting and not designed at human scale. The pedestrian bridge, although structurally sound, feels unsafe by pedestrians. Recommendations to provide a comfortable passage under the freeway include:

- Reducing bird roosting under the freeway trusses to limit unwanted messes
- Installing new sidewalks, roadway and intersection pavement utilizing pavers and other design techniques to define pedestrian and vehicle circulation paths
- Mounting colorful tiles or other public art pieces along the passage length to provide a interesting and noteworthy walking path
- Providing lighting for nighttime passage
- Affixing hanging planters at various intervals to continue the planting theme from downtown Kalama.

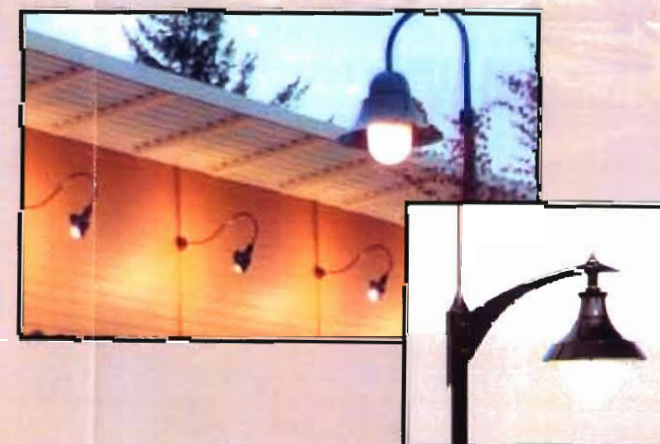
Replacement of the pedestrian overpass is essential. The overpass is the only means in which pedestrians can access the waterfront. Replacement should include a design that symbolizes Kalama's connection to transportation, industry and the waterfront. Provisions for ADA and bike accessibility should also be considered.



Underpass: Design to Human Scale - Define pedestrian and vehicular paths, incorporate lighting and public art work



Pedestrian Overpass: Reflection of Kalama's Transportation History and Connection to the Waterfront



Lighting: Provides Safe Passage and Unique Setting



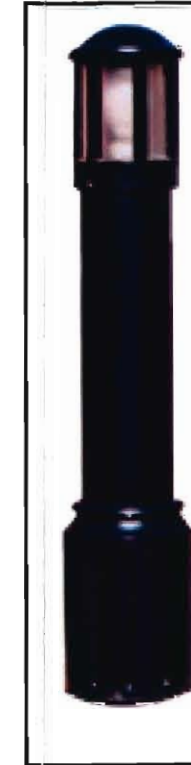
Bike Rail: Provides Easy, Convenient Access

Common Elements

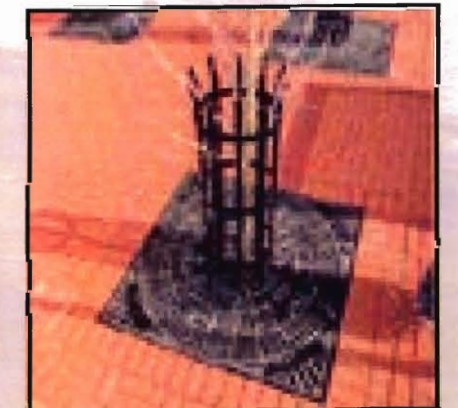
Continuity of design elements throughout the site will provide a unique sense of place and individual identity for the Kalama waterfront. It is recommended that a nautical, historical or nature theme be utilized. Such elements include:

- Plaza, parking and esplanade paving designs
- Decorative landscaping planters and hanging basket features
- Building, marine, esplanade and park lighting
- Tree grates
- Colorful sails for shade and wind breaks
- Seating
- Portable toilet decorative covers
- Picnic tables and shelters
- Trash bins
- Bollards

Lighting design enhances a sense of place



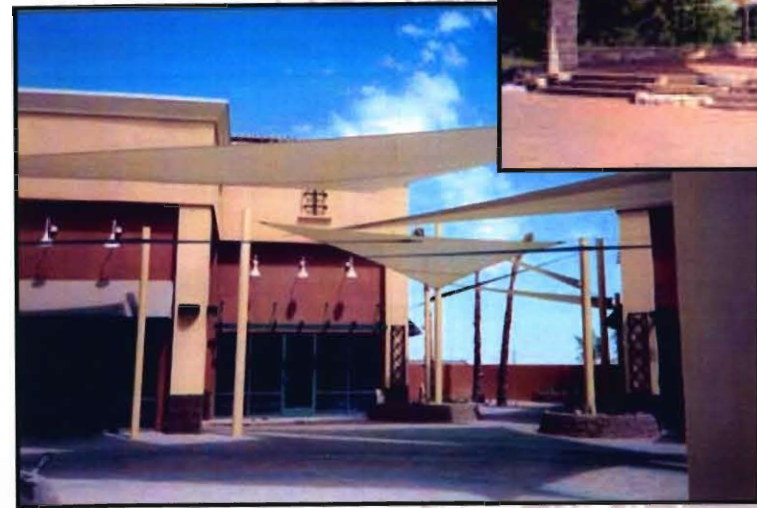
Planters for non-native vegetation



Natural or iron tree grates



Paving patterns create unique spaces



Picnic tables and shelters

Sails establish a nautical theme and provides shade and wind breaks



Covers to soften portable restroom appearance



Different styles of seating to accommodate different users



Trash bins



Traffic barriers

Part Four: Implementation

Introduction

In order to make the most of available resources and amenities, it is important to prioritize the proposed changes. Some elements of the design would be relatively simple to implement due to lower costs or because their installation would only require minimal disruption of other site users or elements. Other design elements would be major changes, involving substantial amounts of construction or affecting large portions of the site. The benefit conveyed by each site element also varies—some changes would have a greater impact than others. By using the goals and objectives expressed in this site design process, together with the public feedback, a strategy was developed to identify the highest priority changes. Although complete phasing details are beyond the scope of this preliminary site plan, proposed changes can be clustered into earlier or later phases as a guide to future planning efforts.

Strategy

An effective implementation strategy makes it possible to use limited resources in the most efficient and productive manner. In this case, the implementation strategy must balance two aims: making many minor changes and making a few major changes. The minor changes and smaller site elements are easier to implement and less expensive. They are also less noticeable, though their cumulative effect is often larger than the sum of their individual effects. The major changes and larger site elements are significantly more complicated and expensive. They have the potential to bring enormous benefit to the site immediately upon completion. Big ideas and big projects have much more power to captivate people's attention. Their success generates significantly more momentum than multiple minor ones. High profile site elements will draw more people to the site, which can increase the resources available to make the remaining improvements.

In order to maximize the investments already made in the site and to minimize disruption to the site's various user groups, it was decided to phase in the changes to the site by selecting one major element and a the minor elements that would provide the best support to the that main element. The plan is to build upon the existing activities and amenities available, increasing the experience of the current site users. At the same time, the improvements and additional features are meant to draw additional users to the site.

Prioritization

Because of the crucial role the major element will play in guiding the future development of the site, this decision is the highest priority. Important issues to consider are likelihood of success, potential to generate "spin-off" development, and visibility. The major project needs to be the one that would have, by itself, the greatest impact. Once this showcase element is chosen, the next step is to select the supporting collection of minor elements.

The major project that most fits these criteria is the public plaza in the North section. Not only is this one of the most visible locations on the entire property, but it has the greatest potential to attract new uses. Because it can attract commercial development, it will also be able to attract additional revenue streams, in addition to new users. The other major advantage that the public plaza has over other contenders is that it is the major element that can most directly benefit from the creation of the Interpretive Center. This can leverage the already obtained grant funding to achieve an even more significant impact on the overall site.

Part Four: Implementation

Phasing

Due to the location of the planned Interpretive Center, phase one of the project should first focus on the North site. Creation of the public plaza dock, fountain, atrium and other amenities will provide a setting for the Interpretive Center and future commercial activities contemplated there. The result will be a regional destination node for visitors and residents alike. Along with the Plaza, consideration should be given to the roadway and parking within the North site. Parking should be clearly defined, especially near the proposed plaza area for those unfamiliar with the waterfront.

Overall, signage should be an important component of phase one. Providing directional aides and information about the site along the freeway and in Kalama will help get more people interested and will draw more visitors to the site. Historic markers, similar to those already installed on the site, would be placed in each of the three sections of the site to provide further continuity. These could include the directional aides needed throughout the site as well.

Landscaping and pedestrian amenities will help make the site look more attractive and cohesive. These could include benches similar to those proposed for the public plaza. Also, street furniture such as garbage receptacles, portable restroom screens, and bollards will aid in achieving a consistent look to the entire site.

Under phase two, consideration should move toward the Central and Southern site's major improvements. Implementation of the Central design elements are dependent upon relocation of the maintenance facility and the removal of the RV Park and Campground. Once that is achieved, the Central site can begin the transformation toward a more active recreational area for families. The Southern improvements, while least costly to implement, will follow the Central improvements in order to provide development continuity.

Table 6. Phase One Elements

Site Element	Section	Major/Minor
Public Plaza	North	Major
Historic Markers/Signage	All	Minor
Pedestrian Amenities	All	Minor
Landscaping Improvements	All	Minor

Table 7. Phase Two Elements

Site Element	Section	Major/Minor
Expanded Children's Park	Central	Major
Pocket Parks	North and South	Medium
Stepping Stone Access to River	Central	Medium

Conclusion

The Preliminary Site Design is intended to provide the Port of Kalama with a guide for future waterfront development. Following the Plan's established goals and objectives, the design elements create a sense of place for attracting new uses and users, strengthen the economic viability and enhance the natural environment and open spaces of the waterfront.

Capitalizing on the natural beauty of the Columbia River, the Plan meets the objectives by integrating the local history, encouraging focal points, and creating civic opportunities and a venue for local commercial activities. The Plan identifies and enhances the site's existing attributes, resulting in a unique design that is environmentally friendly.

The implementation strategies give priority to improvements at the North site, particularly the area including the Interpretive Center and Public Plaza. This area takes precedence because of its high potential to spur development. It will draw the public to the waterfront, increasing the resources available to make the remaining improvements. Implementation of the Central design elements are dependent upon relocation of the maintenance facility and the removal of the RV Park and Campground. The Southern improvements, while least costly to implement, will follow the Central improvements in order to provide development continuity.

In conclusion, the Kalama Waterfront Preliminary Site Plan integrates the vision of the Kalama Community Action Plan, the informed comments received at the Open House, and the Port of Kalama's development needs to create a site that serves as "Kalama's Front Yard."





APPENDICES



LAND USE INVENTORY

Category	Sub-Category	Attribute
<i>Physical</i>	Soils	<p>Pilchuck Fin Sandy Loam Slight Erosion Permeable Principle tree species: Douglas Fir, Red Alder Minor tree species: Western redcedar, black cottonwood, bigleaf maple Major understory species: Vine maple, salmonberry, western swordfern, western brackenfern, common snowberry</p>
		<p>Schneider Outcrop Complex Severe Erosion Slow permeability Principle tree species: Doug Fir, Red Alder Minor tree species: Western hemlock, western redcedar, bigleaf maple Major understory species: Cascade Oregongrape, western swordfern, western brackenfern, salal, vine maple</p>
	Topography	<p>Deer Island Quadrangle Elevation 0-10' Entire site relatively flat River embankment 2:1 slope</p>
	<i>Hydrology</i>	<p>Surface water drains towards river/infiltration. Manmade swales located near the RV campground. Within an aquifer recharge area. Two P of K well logs – South of site: water withdrawal 250-ft; well depth 675-ft. North of site: well depth 58-ft. No seeps or springs observed. Portions within 100-year floodplain. Shipping Channel 200+ feet from shoreline Channel depth 40'+/-</p>
	<i>Geology</i>	<p>Deer Island Quadrangle Seismic Hazards potential Rock outcrop southern project site</p>

LAND USE INVENTORY, CONTINUED

	<i>Climate</i>	Rainfall yearly 25.3 inches Prevailing winds: Winter SW Summer N-NW
<i>Biological</i>	<i>Vegetation</i>	No native vegetation. Landscaped deciduous and coniferous trees and shrubs, grasses. Lack of shoreline vegetation. Columbia River host to threatened and endangered fish species.
<i>Cultural</i>	<i>Land Use</i>	Prior Land Use: area known for use in rail and shipping. Port facility for the Tacoma. Adjoining property uses are industrial, wastewater treatment, railroad, Interstate-5.
	<i>Legal</i>	Adjacent property owners: City of Kalama, Port of Kalama, Washington State Department of Transportation, Washington State Department of Natural Resources, BNSF/Union Pacific DNR lease / land rent. Land use regulations: City: Zoning Code, Critical Areas Ordinance, Floodplain Management, Comprehensive Plan, City of Kalama Action Plan, Port of Kalama regulations, Shoreline Master Program. County: Comprehensive Plan, Critical Areas Ordinance, Shoreline Master Program
	<i>Utilities</i>	Sewer services to northern and central site. Electricity and water services entire site.
	<i>Circulation</i>	Hendrickson Drive, arterial, not at capacity. No bike lanes. Pedestrian access limited to site. Paved path on site.

LAND USE INVENTORY, CONTINUED

Cultural Continued	Sensory	<p>Not highly visible from I-5 Highly visible from hillside – City of Kalamazoo.</p> <p>Entire site has views of river. North site has views of City. Majority of site currently has not aesthetic qualities: barren.</p> <p>Freeway noise, railroad noise and vibrations, noise from boats in the river.</p> <p>NOTE: Decibel readings not taken. Port did not see readings necessary at this time, noise impacts of existing transportation modes will not be significant on proposed uses.</p> <p>No noticeable negative odors. Potential in summer from change in wind direction – Longview mills, freeway exhaust, and trains.</p>
-----------------------	---------	---

Critical Areas Review: An initial critical areas review was conducted for the project site and is summarized below. This consisted of reviewing a series of environmental maps to identify any “red flags” associated with the site.

Floodplain	Portions of the site are within the 100-year floodplain of the Columbia River. Base Flood Elevation within this reach is 20-ft NGVD.
Seismic Hazards	The entire site is within a seismic hazard area.
Severe Soils – Erosion Potential	The southern portion of the site is identified as having Schneider Rock Outcrop Complex, which has a high potential for erosion.
Aquifer Recharge Area	The entire site is within an aquifer recharge area.
Wetlands/Hydric Soils	None identified.
Priority or Regulated Habitat	None identified. However, the Columbia River has listed and endangered salmonid species. Work within the river would require further review.

Kalama Comprehensive Plan 2005-2025

Chapter One Introduction

Comp plan was adopted December 7, 2005

Prepared by: Cowlitz-Wahkiakum Council of Governments

Factors to Consider in Plan:

- Unique setting overlooking Columbia River offer a main scenic, recreation, industrial and transportation resource.
- Distinctive historical character
- Availability of view property and affordable housing units
- Close to Kelso/Longview and commute to Portland and Vancouver
- Freeway access
- Recreation outlets
- Renewed interest in downtown development
- Second highest population increase in Cowlitz County behind Woodland
- Completion of the Community Action Plan in 2004

Reason for Update of 1994 Comprehensive Plan

The Comp Plan is responding to demographic trends, strong support from elected officials, and community planning activity at the CAP. The proponents wanted to establish a framework for community development consistent with sound planning principles and desire of residents.

Relation to Growth Management Act

In 1990, State of WA passed the GMA which requires counties to protect critical areas and ensure compatibility between the comp plans and development regulations. Also, it ensures plans for resource lands.

Counties and cities must comply if their growth rate exceeds a certain level. Cowlitz County and the City of Kalama is not required to plan according to the GMA, with the exception of the protection of critical areas and consistency of plans.

Cowlitz County Comprehensive Plan: adopted in 1976

Guide for development in unincorporated parts of the county.

How New Plan will be used

1. Serve as Framework for decision-making about public funds and investments
2. Policy directives as gleaned from the input of the citizenry, stakeholders, public officials.
3. Code changes will comport with plan and may be instigated by the plan.

Land use decisions need to conform to the plan in a general sense, but conformance should be with how it complies with the code.

Comprehensive Plan Amendments

1. Proposed zoning changes should be coupled with simultaneous comprehensive plan amendments Approval Criteria for Council and Planning Commission

- a. Proposal is consistent with the provisions of state planning statutes and will not result in
- b. comprehensive plan or regulatory conflicts and;
- c. Proposal will change the development or use potential of a site or area without creating
- d. significant adverse impacts on existing uses and critical areas; and
- e. Proposed amendment will be adequately served by applicable services, facilities and utilities, including transportation; and

1. If the proposal could have substantial impacts beyond incorporated city limits, it has been

2. distributed to all bodies and agencies for review and comment including Port and Cowlitz County to ensure consistency between comp plan and regulations.

Vision Statement:

Historical Downtown, thriving business center, consistent attractive architecture, lighting and landscaping bring downtown to life, and make it a destination.

Partnerships and collaboration, community has developed several new or expanded cultural venues and activity centers, which provide residents convenient and exciting opportunities to gather and interact outside of work and home.

Visitors enjoy tight knit sense of community and place where people of all ages call home. Development will compliment natural surroundings and topography. Attraction of Kalama, its small town feel, historic downtown scenic views, economic vitality and quality of life are guiding values to be preserved and enhanced.

Chapter 2 Environment

Goals

1. Pattern of development in concert with environment and ability to support.
2. Preserve native and scenic areas distinctive to Kalama
3. Encourage environmentally sensitive industries
4. Consider environmental matters in decision-making process
5. Protect areas not good for development like critical areas
6. Restore when degraded
7. Evaluate and consider environment when making development decisions
8. Encourage development that minimizes environmental impact and Conserve and protect ground water

Policies

1. Promote natural environment as primary consideration
2. Encourage orderly development which are environmentally suitable for development
3. Maintain accurate and updated maps and assess literature to ensure that all environmental factors are considered in decision-making process.
 1. Actively work with property owners before development applications are submitted to seek
 2. solutions to site specific issues and environmental constraints.
 3. Cluster residences when possible.
 4. Consider impacts to scenic views
 5. Prevent or limit release of substances into air, land, water that will degrade quality
 6. Require mitigation measures when environmental alteration is unavoidable.
 7. Give lands with high natural value and limited development potential considerations as parks recreational areas wildlife corridors and open space.

Critical Areas

Goals

1. Preserve or enhance critical areas with overt intent of protecting public health and providing protection to important ecological features and functions.
2. Protect critical wildlife habitat and preserve the integrity of important corridors from development while minimizing unavoidable impact.
3. Integrate to protection of critical areas as part of value of city.
Provide for preservation and restoration of significant natural sites and locations

Policies

1. Analyze existing regulations and consider establishing wildlife corridors that provide habitat for area wildlife.
 2. Support community development in accordance with Kalama Critical Areas Protection Ordinance, SEPA and SMA.
 3. Ordinance, SEPA and SMA.
 4. Update Critical Areas Protection Ordinance
 5. Promote functionality of natural drainage systems by retaining existing
 6. Prohibit development on unstable land
- Actively enforce the excavation and grading regulations to make sure that acceptable development practices are in place when groundbreaking starts.

Topography

Most of Kalama is located on terraces formed by Columbia River
Most of the sewer service area is on steep slopes of over 30% grade.

Geology

Types: Volcanic, Sedimentary Troutdale Formation, Landslide and Alluvium

Watershed

Drained by Columbia and Kalama

Kalama River Subwatershed is 205 miles from Mt. St. Helen to Columbia River where Kalama River enters 1 mile north of city.

Some species of trout and salmon in Kalama River are threatened or endangered due to habitat loss, development, logging and road construction, passage barriers, hydroelectric dams and natural climatic processes.

Water quality: Lower 10 miles qualifies for § 303 (d) state impaired water bodies due to presence of water temperatures that exceed established standards, concern is at the mouth of River where sediment accumulation has created a wide and shallow channel that may present problems for migrating fish.

Shoreline Considerations: 1.42 miles within city. All falls under SMA and is zoned industrial development and for most part is fully occupied by recreational facilities or industrial activity on the Columbia River.

Critical Areas Ordinance: passed in June of 2004

Wetlands: City has inventory map Compliance with § 404 of CWA is required.

Geologically Hazardous Areas

Landslide inventory risk map because of slope in excess of 30%

Fish and Wildlife Conservation Areas

Riparian buffers

Frequently Flooded Areas: Floodplain Management Ordinance, majority of City lies outside of the 100-year floodplain. To the west of I-5, a portion of city's industrial land is partially within the 100-year floodplain.

Critical Aquifer Recharge Areas: Columbia and Kalama River, Spencer Creek, Schoolhouse Creek, Kress lake, Bybee Creek and Big Lake.

Open Space: Preserve it especially the steep slopes where it is difficult to build. There are managed forest land of 40 acres or more that will probably be developed.

Chapter 3 Land Use

Goals

1. Promote health, safety and welfare of residents through encourage sound growth
2. Promote new residential development of appropriate density and type, considering existing use
3. Actively plan by using existing land
4. Help ensure sufficient land base
5. Maintain sense of place
6. Minimize land use conflicts
7. Preserve historic character
8. Ensure basic services within walking distance

Policies

1. Maintain sufficient balance of land for variety of purposes
2. Enhance and support recreational facilities and encourage new residential growth contribute to development
3. Buffer incompatible land uses
4. Require pedestrian friendly residential and commercial development wherever feasible.
5. Promote infill
6. Review home occupation standards
7. Consider construction of public facilities in any land use category

Land Development Goals

1. Protect and enhance character and social and economic stability of all areas through
2. established standards that apply to all forms of development
3. Ensure that subdivisions and necessary infrastructure are designed and constructed to meet existing and future needs.
4. Encourage development within city
5. Ensure that subdivision will provide adequate light, air and privacy to each proposed lot
6. Provide timely review of land use permits
7. Scenic view preservation
8. Innovative techniques
9. Minimize alteration to hillsides and ridgelines that define and frame city.
9. Pedestrian friendly developments

Land Development Policies

1. Research and maybe develop a Scenic View Ordinance
2. Research and maybe develop a Hillside Development Ordinance
3. Encourage green infrastructure
4. Update subdivision code
5. Promote new residential development of appropriate density and type, considering existing use
6. Design of infrastructure that meets with development goals
7. Underground utilities when possible
8. Future traffic circulation patterns are maintained or enhanced during site review
9. Good design for streets, signage and lighting
10. Streets that follow contours
11. Site design
12. If disruption caused by development occurs make sure they pay

Population Dynamics

Population: 1,950 residents 47% population increase between 1990 and 2000.
See pages 3-7 and 3-8 of Comp plan for specific figures of growth

Land Use Inventory

As pertains to our study area

81 acres of industrial and manufacturing accounting for 7% of inventory

15 acres of commercial: 1 %

823 acres vacant: 68 %

89 acres Parks and Public: 7 %

Vacant land by designation

<u>Classification</u>	<u>Acres</u>	<u>Ratio</u>
Single-Family	656	71%
Med. Density Res.	67	41%
Multifamily	37	80%
Central Business District	1.6	7%
Highway Commercial	64	93%
Industrial	N/A	N/A

Steep slopes cause much of the vacant land. No industrial land because most belongs to Port and Kalama will work closely with them prior to annexation for industrial.

Chapter 5 Housing

Briefly, keep small town flavor with new development and diversify housing stock

Vacant rental units exist at a 12 % rate, which is a little high

Chapter 6 Capital Facilities, Utilities and Services

Gave overview of revenue generating mechanisms and funding opportunities

Chapter 7 Transportation as it relates to Study Area

Goals

1. Provide and encourage a convenient, safe and economical transportation system
2. Develop system that contributes to liveability
3. Ensure that adequate transportation networks exists
4. Maintain enhance and expand public access to the waterfront
5. Encourage walking and bicycling

Policies

1. Coordinate improvements
2. Afford flexibility in street design
3. Integrate streets properly with existing and proposed circulation system
4. Discourage high speed through traffic on local residential streets
5. Require adequate off street parking
6. No RV parking
7. Encourage pedestrian ways
8. Public transportation improvements
9. Pedestrian connections
10. Partner with the WSDOT rail office to ensure continued pedestrian access across the BNSF railroad mainline.
11. Improve signage
12. Repair sidewalks
13. Partner with Port for access to riverfront and marina trail

I-5 Problems

Interstate 5 provides fast, direct service to the Longview/Kelso urban area and the Portland-Vancouver metropolitan area. The unfortunate design and construction of I-5 in the mid-1960s truncated the city from its association with the shoreline of the Columbia River, resulting in what many residents refer to as the “Berlin Wall.” While a depressed section of the freeway through town would have been an ideal, though expensive design solution, even an elevated freeway on pilings would have been a far superior design alternative to what was eventually constructed.

Kalama has two interchanges within the city limits, with one at Oak Street (Exit 30 southbound) and one at Elm Street (Exit 30 northbound). In addition, two interchanges outside the city limits at Kalama River Road (Exit 32) and Todd Road (Exit 27), provide access to I-5. The Elm Street interchange allows access to I-5 southbound, while the Oak Street interchange allows access for both north and southbound I-5 traffic. The “Frontage” roads at the two interchanges allow for large trucks to directly access the Port of Kalama, reducing the amount of truck traffic in the downtown area.

Traffic counts on I-5 near Kalama indicate that the average daily traffic count past Kalama is in excess of 55,000 vehicles daily. The two traffic recorders closest to the City of Kalama are located at Mileposts 28.22 (after Todd Road ramp, Exit 27) and 31.91 (before Kalama River Road, Exit 32). Between 1998 and 2003, traffic volumes have increased by 7.6% (Exit 27) and 1.8% (Exit 32).

Marina

The Columbia River along the Port of Kalama industrial area averages about 55 feet in depth only 25 feet from the shoreline and up to 100 feet in the main channel. The river is very wide off the Kalama shore, providing an excellent turning basin for ships. Kalama is located along the Columbia River Navigation Channel and is 72 miles from the Pacific Ocean.

The Port of Kalama currently has several marine terminals including two grain elevators, a general cargo dock, barge dock and liquid bulk facility. Harvest States Cooperative and Kalama Export LLC, lease/own the grain elevators. The newest marine terminal is the North Port Marine Terminal, a general cargo terminal north of the Kalama River. This new facility is currently utilized by Steelscape. The barge dock is mostly used in the shipment of lumber and forest products, while the liquid bulk facility is located next to Noveon. The Port of Kalama also operates a 222-slip public marina and boat launch within city limits, which is currently at capacity.

Kalama has excellent railway facilities for freight and industrial uses. Service is provided by the Union Pacific and the BNSF railroads. The BNSF mainline is adjacent to the Port of Kalama’s main facilities. Rail traffic at the Port of Kalama averages approximately 45,000 cars per year. Also of note is the “third rail” project that is being spearheaded by BNSF and the WSDOT. The 18-mile projects will run from Kelso to Martin’s Bluff and will streamline rail switching, storage and stacking along the busy corridor. It will also result in the replacement of the pedestrian bridge west of Elm Street in Kalama.

There is limited access to passenger rail service (Amtrak), 12 miles north in Kelso. Citizens could take CAP and CUBS transportation to the Kelso multi-modal transit station and then have direct access to Amtrak.

The Port of Kalama is the third largest port in Washington and one of the top ten largest on the west coast. The majority of the rail cargo is brought into the port facilities on rail. The Peavey Grain elevator has a loop track to accommodate 100+ car “unit trains.” The cargo is loaded directly onto ships for the railcars.

Chapter 7 Economic and Commercial Development

Most of the Goals can be found in the Kalama Community Action Plan as they pertain to Waterfront Development

Most of the Policies incorporate working with the Port of Kalama in order to foster economic development in the area.

- Promote an expanded and diversified economic and employment base
- Improve signage into town and Port.
- Examine the possibility of annexing selected industrial and commercial lands
- Ensure those industrial activities that discharge pollutants adhere to regulations.
- Limit incompatible land uses
- Work with the Port Chamber of Commerce and KCAP to implement economic development strategies.
- Increase signage from I-5 and along city to encourage additional tourist traffic and provide aesthetically pleasing entrance features
- Encourage future commercial development at Exit 27 south of the existing city limits with annexation of this area being a short term priority.

Commercial and Industrial Development Policies as they relate to Waterfront

Work with Port to encourage industries to preserve public access to Columbia and Kalama Rivers.

Facilitate cooperation between the City and Port in seeking state and federal funds to extend sewer and water service to entire port industrial area.

Encourage siting of a restaurant and or other amenities near marina, while preserve public access to shoreline.

In 2002, Port had the third largest cargo volume in state behind, Tacoma and Seattle and trade at Port was about \$ 900 million.

Housing Income: median \$ 38,152 less than Cowlitz and WA.

City residents accounted for 793 workers 71 % employed in Cowlitz County.

12% work in another State, presumably Oregon.

County's engine is manufacturing and timber

Mean travel time is 21 minutes

80 % of residents commute less than 34 minutes per day.

24 % commute less than nine minutes

Port contributes a lot of success to economy. Jobs are at 950 for Port

Other employers include Steelscape, Noveon Kalama RSG Forest Products

Port operates 222 slip marina etc, used heavily and the marina has a waiting list of more than 200 vessels.

Geographic Areas of Port

North Port: 200 acres and occupies the northern edge, N of Kalama River Steelscape is here and 100-125 is available for development

Industrial Park: S of Kalama River and N of Kalama Export grain elevator. 75 acres available serviced by utilities

Central Port: Industrial: N of Marina, S of Export facility, occupied land, but may have redevelopment possibilities

Central Port: Recreational: Marina and extends Southward from City limits past the RV park Pedestrian access is accomplished via pedestrian bridge, connecting the area to the City of Kalama.

South Port: Extends S of RV park to southern boundary of Port Access Dense development characterizes most of this area although there is some possible room for expansion. Some private owned property exists Access is through Todd Road and Exit 27.

Tourism important. Travel spending Kalama can capture tourist dollars with location near I-5.

Taxable retail sales were \$28 million in 2000 and \$25.4 million in 2004.

RESTAURANT MARKET ANALYSIS

Industry trends: This helps identify opportunities and threats in the industry that may affect profitability. Studies on consumer eating and drinking patterns are available and discussed below.

National Trends: For the past thirty years the restaurant industry has consistently posted yearly sales gains. Today's consumers regard food prepared away from home as a necessity. Convenience, a need for socialization and gains in real disposable income have led consumers to spend more food dollars in restaurants.

In 2002, restaurant chains captured more of the dining out market than independent restaurants. Independents are going out of business because of the growing sophistication in chains i.e. PF Changs, Cheesecake Factory, Morton's and Olive Garden. (Restaurant Opportunities Article)

Consumer Preference: The National Restaurant Association (NRA) conducted a survey and it showed that men are more likely to eat out more so than women. Younger adults are more likely to use restaurants than older adults.

According to research by C& R Research for the NRA there are four broad food attitude segments among today's restaurant patrons:

- **Adventurous Diners:** try new types of foods and ingredients. Urban in nature
- **Traditional Diners:** least experimental and tend to live in smaller cities, older and enjoy comfort foods
- **Health Conscious:** Make food choice on health concerns like vegans, or specialized diet needs
- **Carefree:** usually don't care what they eat and are males under 50.
- This distribution is evenly split, so we must consider our target population and demographics to support a particular type of restaurant patron. In this case, we are
- targeting the Marina crowd and also the residents of Kalama with the hope of drawing in more visitors off of the highway. Traditional diners would be an appropriate target market for this area based on the research conducted.

Casual dinner houses are a growing segment, however. It is driven by consumer's desire for fun and enjoyment. Growth in sales, particularly at casual-dining establishments is driven by the number of higher income households. This would compare with the growing higher income residents of Kalama and the region as a whole. This reflects the lifestyle of our society.

Casual attire is seen in this style of restaurant, and it appeals to all age groups allowing intergenerational dining. It has a menu which can offer variety from hamburgers to steaks, sandwiches to entrees, appetizers to desserts and also the normal variety of alcoholic beverages. Names we all are familiar with: Red Lobster, Olive Garden, Chili's, and TGI Friday's. Other growing chains include California Pizza Kitchen, Chevy's Fresh Mex, Damon's Grill.

Anthony's Restaurant may be a consideration for this locale. They have regional appeal and they have a wide variety of casual to more formal restaurants at Port or waterfront locations currently so they are familiar with attracting similar patrons.

Looking Forward at National Trends: Full service restaurants are providing more options to give consumers fast and easy food service. Surveys show that 43 % of consumers would be interested in a drive-thru option at their favorite full service restaurant. Especially important among younger adults and household s with children.

Quick Service Restaurant Trends: 41 % of all restaurant sales in the US. Growth has slowed however, and consolidation of the market continues. I don't think this what the Port wants/needs here because of locational considerations with no easy on and off Interstate access.

Rapid growth of fast-casual restaurants will have significant impact on the overall quick service sector. These restaurants tend to do their highest sales volume during lunch and generate a higher average check than traditional quick service restaurants. Young 18-34 are attracted to fast casual.

Chains include Culvers, Panera Bread, Chipotle Grill and Noodles & co. Consideration of attracting this sector would have to compete with the older traditional diners that would want a more service orientated experience. However, meeting the needs of the patrons looking for a quick lunch would have to be considered with all of the employees working near the site.

Washington: Every \$ 1 spent in restaurants in Washington generates an additional \$1.24 in sales for other areas in the state. (www.restaurant.org)
Job growth in the restaurant industry is expected to be 18.3% in Washington over the next 10 years. (www.restaurant.org)
Restaurant employees generate 9 % of the total employment in Washington.

Local Kalama Regional Market Area: Demographic and economic statistics will help determine the restaurant sales potential of the market area you plan to serve. By comparing thee statistics with those of other areas and the state, the strength of your market area can be determined.

Geographic Area of Site: The radius of people coming to the site will vary because of the added positive of the highway traffic. Analyzing tourist visitor origin can be a complicated process. As these visitors may be traveling great distances, it can be more difficult to acquire customer information than with a traditional analysis of local residents.

Highway Traffic: It can be anticipated that visitors from the highway will utilize the restaurant dependent upon type of restaurant, visibility. The difficulty comes in guessing how many. Market Trends show an increase in chain restaurant casual dining. If the Port tries to attract this type of restaurant, it would have the positive name recognition for those traveling and not familiar with Kalama. The chain restaurant would have to fit with the target market of Kalama as well and offer the greatest chance for success.

Cowlitz County: 2004 population estimates are 96,189, population growth at 3.5% from 2000. Per capita income in 1999 was \$ 18,583, with median household income at \$39,797.

Longview Metropolitan area: The population in 2003 estimates 35,741 people with a per capita income \$18,559/ household income is \$35,171.

Kalama: The population of Kalama is a little over 1700. The Census data indicates a larger family size component than other regional households.

The following market segments were developed by the ESRI company. The Community Tapestry segmentation system divides U.S. residential areas into 65 segments based on demographic variables and consumer behavior characteristics to provide an accurate and detailed description of America's neighborhoods. Once the Kalama zip code is entered on their website, they retrieve certain target market segments that profile and describe the community residents. These segments give an idea of the general target demographic for the particular region.

Segment 17 Green Acres: A little bit country, Green Acres residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 39.9 years. Married couples, with and without children, comprise the majority of households, primarily single-family dwellings. This upscale market has a median household income of \$62,300 and a median home value of \$179,700. These do-it-yourselfers maintain and remodel their homes, whether painting, installing carpet, or adding a deck, and own all the necessary tools to accomplish their tasks. They also take care of their lawn and gardens, again with the right tools. Vehicles of choice are motorcycles and full size pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include birdwatching, power boating, target shooting, hunting, and attending auto races.

Segment 26 Midland Crowd:Midland Crowd represents Tapestry's largest market, with close to 10.8 million people. The median age of 36.3 parallels the U.S. median. The majority of households are comprised of married-couple families, half with children and half without. The median household income is \$48,200. Housing developments are generally in rural areas throughout the U.S. (more village or town than farm), mainly in the South. Home ownership is at 84 percent. Two-thirds of households are single-family structures and 28 percent are mobile homes. This is a somewhat conservative market politically. These do-it-yourselfers take pride in their homes, lawns, and vehicles. Hunting, fishing, and woodworking are favorite pursuits. Owning pets, especially birds or dogs, is common. Many households have a satellite dish, and TV viewing includes various news programs, as well as shows on CMT and Outdoor Life Network.

Segment 31 Rural Resort Dwellers:Favoring milder climates and pastoral settings, Rural Resort Dwellers live in rural nonfarm areas. These small, growing communities mainly consist of single-family and mobile homes, with a significant inventory of seasonal housing. This somewhat older market has a median age of 46.0 years. Most households consist of married-couples with no children living at home or singles, living alone. A higher than average proportion of residents are self-employed and work from home. The median household income is \$45,600. Modest living and simple consumer tastes describe this market. The rural setting instills more riding lawn mowers and satellite dishes. Lawn maintenance and gardening is a priority, and households own a plethora of tools and equipment. Many households own or lease a truck. Residents enjoy boating, hunting, fishing, snorkeling, canoeing, and listening to country music.

Competition or Supply of Local Restaurants in Area: The Census list eight restaurant food businesses, but the Chamber only lists these. Further work needs to be done to pinpoint the exact ones. Three full serve and 3 limited service, one through a hotel and one through the RV park.

Kalama

Fireside Restaurant: This place is adjacent to the RV park and offers Breakfast, Lunch and Dinner with very classic food choices, falling under the traditional casual experience. Prices for Lunch: \$ 6.50 for sandwiches, and Dinner \$10-15. They have a banquet area.

CB Store and Deli
334 N. St.
Kalama, WA 98625

Antique Scottish Pastry & Deli Shoppe
413 N 1st St
Kalama, WA 98625

Kalama Burger Bar Inc.
49 Ivy St (intersection of Ivy St. and E. Frontage)
Kalama, WA 98625
(360) 673-2091

Poker Pete's Pizza
164 N 1st St
Kalama, WA 98625
(360) 673-3240

B. When Looking at the Kelso-Longview, the Census lists 116, broken down to:

39 full service
41 limited service
14 snack and beverage bars
8 drinking places
6 hotels
4 mobile foods services
2 buffets
And 1 each of bed and breakfast and recreational and vocational spots.

KPAC Survey Results

Customer Survey Comments

113 Responses

How often do you use or go to the Port of Kalama Waterfront?

Never: 9

Yearly: 33

Monthly: 42

Weekly: 24

Daily: 5

Rate Condition of Waterfront: 111 responses

1=poorest /5 best

1= 1

2=1

3=17

4=42

5=50

Comments on Best Features in Kalama

Friendly: 26

Marina: 9

Recreation: 3

People: 6

Antiques: 12

Port: 11

Parking

Murals

Low cost housing

View 11

Easy freeway access:4

Clean and Quiet:2

Rivers: 2

Civic Involvement like the car show and Halloween

Small: 23

Waterfront: 6

Totem pole park and walk: 5

Little Parks

Deli

Bottom Line: People like the small, friendly atmosphere of Kalama. The amenities most noted were the Marina, Waterfront and antique stores have more stores, parking and better public services. For the purposes of the Waterfront Project, the most notable improvement we could make would be a restaurant on the waterfront and more activities for kids.

Improvements to Kalama Area:

More things for kids/teens families:11

Less antiques:2

Chinese Restaurant at the Port

Trees downtown: 2

Restaurant

Parking: 12

Town

More fast food restaurants:2

Walking Trails, bike trails

Adopt a Road Program

Renovating storefronts should continue

Restaurant on the Marina/Brew Pub

Skate park for kids

Swimming pool indoor: 3

More professional services

Attract more businesses and tourists: 2

Library funding : 7

Downtown theme

More stores: 9

Public Servants like police need to be better:

10

Bottom Line:

Most people wanted the downtown to have more stores, parking and better public services. For the purposes of the Waterfront Project, the most notable improvement we could make would be a restaurant on the waterfront and more activities for kids.

Property Owner Survey

of Surveys: 5

Questions relative to project: 6

Questions came from the Existing Conditions - Recreation, Urban Design and open comments.

Recreation: 66-69, 74, 103

66: Park and recreational facilities?

4 responses

2 out of four rated as a 3 or mid point

1 rated as 4

1 rated as 5

Assumption: persons polled think park and recreational facilities are alright or better.

67: Trail and Walkway system?

3 responses

1 rated as poor

1 rated at 4

1 rated at 5

Assumption: majority is all right with system.

68: Waterfront, totem pole, marina facilities?

4 responses

2 rated 4

2 rated 5

Assumption: persons all right with waterfront and development.

Quality of life in general?

3 responses

1 rated 4

3 rated 5

Assumption: persons approve of quality of life.

74: Appearance from I-5 signs, buildings entry roads, etc?

5 responses

1 rated 1

2 rated 3

1 rated 4

1 rated 5

Assumption: mixed bag, improvements.

103: Open question:

Like railway theme for museum, et al.

Port of Kalama should host open house so townspeople can understand what they do.

Parking for travel trailers, restrooms

Tourist Survey

Questions relative to project: 13

Local/tourist:

6: Where do you live - are you a local resident?

42 responses

21% (9) Kalama

31% (13) Longview/kelso

7% ea. Clark County /Oregon

5% Cowlitz

1% Lewis

Assumption: most people who visit Kalama are local

7: Visitor/Tourist?

23 responses

48% (11) other county in WA

43% (10) other state in US

Assumption: most people who visit are local.

For which reasons did you come to the Kalama historic business dist today?

30: Walk or bike on trails?

37 responses

22 % yes

57% not at all

Assumption: Most people do not come for use recreational trails.

31: Use parks, recreation, or fairgrounds?

35 responses

17% ea. Yes/possible

54% not at all

Assumption: Most people do not come for recreation.

Tourist Survey Results continued

32: Use waterfront facilities or marina?

35 responses

23% yes

20% maybe

46% not at all

Assumption: most people do not come to use the marina or waterfront.

33: Use restaurant, gas station, or motel?

47 responses

72% yes

13% maybe

11% not at all

Assumption; Those that do come use local facilities.

34: Hunt or fish in surrounding area?

37 responses

16% yes

14% possible

62% not at all

Assumption: Those survey do not come to this area for recreational uses.

Visit particulars

43: How often have you visited before?

23 responses

22% first time

17% have been there at least 5 times

Assumption: Some recurrent users, not many at time poled

How do you rate....?

47: View from I-5, buildings, entry ..?

52 responses

33% mid point ranked 3

29% ranked 4 or better

Assumption; Does not see signage as an issue.

Future Plans

49: Do you plan on coming back?

55 responses

91% yes

50: Will you recommend the city ...?

55 responses

71% a lot

22% a little

Household Characteristics

51: What age group are you in?

56 responses

27% 35-44

29% 45-54

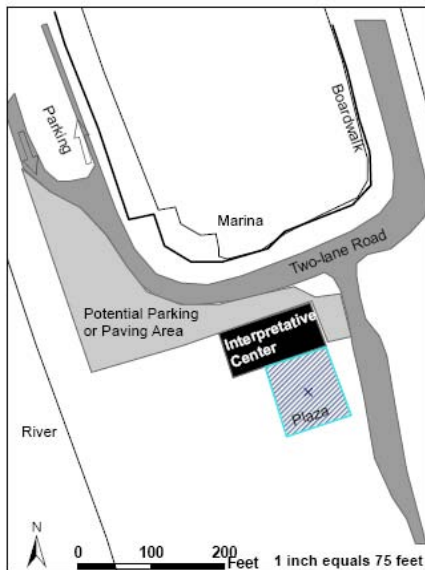
21% 55-64

Assumption: Most downtown users are middle age or older.

Open questions

52: 53 see highlighted attachment

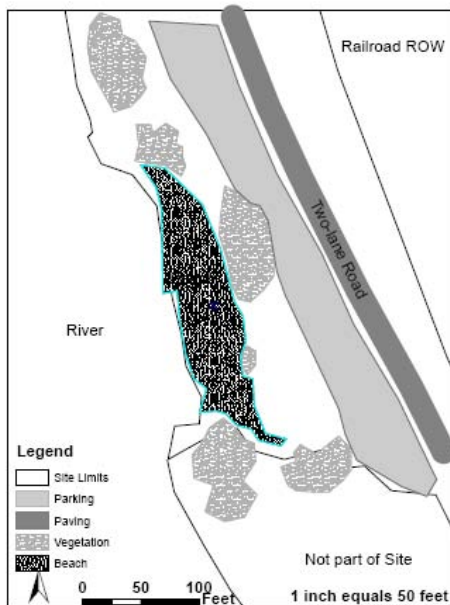
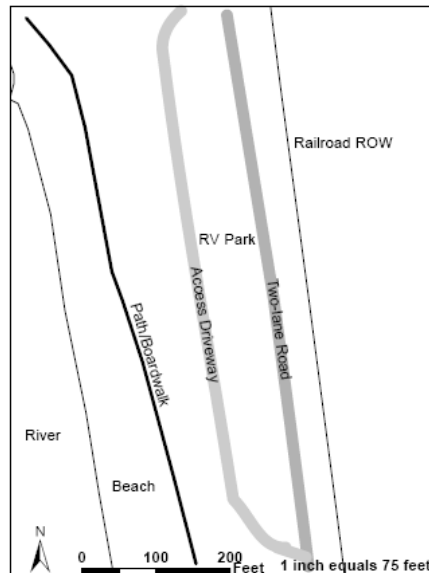
Sketch Maps for PSU Work Session



North-Marina Intersection Sketch
 The North site requires 30 ft. wide parking spots to accommodate boat trailer parking. There is a difficult intersection where traffic begins a one-way circle through the slip. Workshop classmates were given this sketch to determine their thoughts on how to maneuver through this intersection most efficiently.

Central-R.V. Park Sketch

The R.V. park sits on this part of the site, but the Port is determining the feasibility of continuing with its operation or rehabilitate it. The class gave insights for the best utilization of the spot for future



South Beach Access

The unpaved parking lot close to the beach provides access for fishermen and Columbia River watchers alike. The question posed to the class centered on the best blending of these uses and user groups with this narrow piece of land.

Open House Email List

The following is a list of Kalama area residents specifically targeted to attend the Open House held May 11, 2006. They received a special invitation email (Appendix G) about the project and requesting their participation. The following page contains the email notice that was sent several weeks prior to the meeting with along with a reminder email. The page after that contains the flyers that were posted at area businesses.

KPAC Team Members:

Purvis, Don	donpurvis@msn.com
Ahrens, Victor	vicandedie@juno.com
Bain, Jim	jimbain@kalama.com
Barnett, Shannon	shannon4bush@kalama.com
Basso Pix	pbasso@kalama.com
Crown Glen	lungta626@msn.com
Fitzpatrick, Kristine	kfitzpatrick@entercom.com
Ham, Pat and Tani	tham@kalama.com
Hendrickson, Jim	chevron@kalama.com
Hendrickson, Jim	jimandkim@adelphia.net
McMaster, Coni	cityclerk@kalama.com
Merwin, Mitchell	hotboy_8_us@yahoo.com
Newman, Liz	lnewman@portofkalama.com
Norgaard, Liz	lnorgaard@cowlitzbank.com
Olson, Morall	morall@mjolsonentco.com
Plotkin, Mark	cc2rism@co.cowlitz.wa.us
Plotkin, Mark	plotkinm@co.cowlitz.wa.us
Poulsen, Pete	wwtp@portofkalama.com
Purvis Cheryl	cherylpurvis@msn.com
Robert Savory	rivertown@adelphia.net
Salisbury, Nate	nate.salisbury@kalama.k12.wa.us
Siipola, Rosemary	rsiipola@cw cog.org
Smee Adam	smee@kalama.com
VanMatre, Terri	tvanmatre@kalama.com
Wilkes, Kathy	2kwsandohpapa@kalama.com
Wilkes, Kathy	wilkesk@co.cowlitz.wa.us
Wilson Mark	markwilson@portofkalama.com

Newspaper Notification prepared for *The Daily News*, Longview-Kelso's local newspaper.

City and regional planners were also noticed through email as well.

City of Kalama Planners through the cityclerk@kalama.org
Cowlitz-Wahkiakum Council of Governments cwcog@cw cog.org



THE RMH² GROUP

Where Creative Planning
Meets Practical Application

Ken Rencher
Michelle Miller
Leslie Hamilton
Lisa Hendriksen

OPEN HOUSE FOR PORT OF KALAMA WATERFRONT PROJECT

RMH² cordially invites you to the Open House for the Port of Kalama's Waterfront Project, "*Kalama's Front Yard.*"

RMH² is a work group of graduate students at Portland State University in the urban planning program. We are assisting the Port in identifying new active uses and creating preliminary site designs for a vibrant waterfront area. Ultimately, RMH² will present these preliminary site designs to the Port of Kalama Board of Commissioners in June.

As you are aware from your work for the City of Kalama, public participation is critical for developing a Waterfront Plan that everyone will use and enjoy. Because of your work in regional planning, your insight and opinion will be an important component to this planning process.

We look forward to seeing you at the Open House!

DATE: THURSDAY, MAY 11, 2006

TIME: 6:30-8:30 pm

WHERE: PORT OF KALAMA MAIN OFFICE

REFRESHMENTS WILL BE SERVED

Help spread the word to your fellow residents!

Please do not hesitate to call or email with questions:

Michelle Miller (503) 466-9525, michelle.miller3@verizon.net

Open House

Meeting Date:
Thursday
May 11, 2006

Time:
6:30 pm to 8:30 pm

Location:
Port Of Kalama
380 W. Marine Dr.
Kalama, WA



Kalama's Waterfront is Changing...

- > Come view preliminary development plans
- > Share your ideas for the waterfront's future
- > Identify what makes a successful public space
- > Join in on creating *Kalama's Front Yard*

More Information?
RMH2
Michelle Miller
503.466.9525

Appendix H

Open House Survey and Interactive Board Results

The Open House yielded a turnout of approximately 25 people. Fourteen people completed written surveys. Also, attendees were given colored stickers to place next to the site elements with corresponding colors noting their approval or disapproval of that particular element. . The people reacted favorably to most of the elements. The following three tables on this and the following page outlines their responses.

North - Marina							
	Yes	No	Possible	Total	%Yes	% No	% of Group Answer
Vehicle/ Trailer Parking	1		1	2	7.1%	0.0%	14.3%
Commercial Building	1		1	2	7.1%	0.0%	14.3%
North End Green Space	2		1	3	14.3%	0.0%	21.4%
Pedestrian Boardwalk	4		2	6	28.6%	0.0%	42.9%
Port Facility Landscaping	4		1	5	28.6%	0.0%	35.7%
Improved Signage	4			4	28.6%	0.0%	28.6%
Plaza	5		1	6	35.7%	0.0%	42.9%
Plaza Fountain	5			5	35.7%	0.0%	35.7%
Plaza Dock	5			5	35.7%	0.0%	35.7%
Interpretive Center Space	5			5	35.7%	0.0%	35.7%
Educational Plaques	5			5	35.7%	0.0%	35.7%
Atrium with Seating	9		1	10	64.3%	0.0%	71.4%
Improved Connection to Park	10			10	71.4%	0.0%	71.4%
Restaurant/Café	11			11	78.6%	0.0%	78.6%

Appendix H

Central - Park								
	Yes	No	Possible	Total	%Yes	% No	% Possi- ble	% of Group An- swer
Riparian/Landscaping	1		1	2	7.1%	0.0%	7.1%	14.3%
Volleyball Courts	2		2	4	14.3%	0.0%	14.3%	28.6%
Boardwalk	3	1		4	21.4%	7.1%	0.0%	28.6%
Internal Park Trails	3		1	4	21.4%	0.0%	7.1%	28.6%
Basketball Courts	3	2	1	6	21.4%	14.3%	7.1%	42.9%
Dog Park	3	1	3	7	21.4%	7.1%	21.4%	50.0%
Novice Skate Park	3		1	4	21.4%	0.0%	7.1%	28.6%
Open Space	3			3	21.4%	0.0%	0.0%	21.4%
Restrooms	3		1	4	21.4%	0.0%	7.1%	28.6%
Picnic Tables	4		2	6	28.6%	0.0%	14.3%	42.9%
Expanded Children's Park	5	1		6	35.7%	7.1%	0.0%	42.9%
Educational Plaques	5		1	6	35.7%	0.0%	7.1%	42.9%
Totem Pole Plaza	7	1		8	50.0%	7.1%	0.0%	57.1%
Stepping Stone access to River	8		1	9	57.1%	0.0%	7.1%	64.3%
Children's Park Water Feature	8			8	57.1%	0.0%	0.0%	57.1%
Children's Park Transportation Feature	8	1		9	57.1%	7.1%	0.0%	64.3%
Amphitheater	10		2	12	71.4%	0.0%	14.3%	85.7%
Vehicle Parking	0			0	0.0%	0.0%	0.0%	0.0%
South - Beach								
	Yes	No	Possible	Total	%Yes	% No	% Possible	% of Group Answer
Internal Park Paths	3		2	5	21.4%	0.0%	14.3%	35.7%
ADA Beach Access	3		1	4	21.4%	0.0%	7.1%	28.6%
BBQ Facilities	5		5	10	35.7%	0.0%	35.7%	71.4%
Landscaping	5		1	6	35.7%	0.0%	7.1%	42.9%
Interactive Public Art	6		1	7	42.9%	0.0%	7.1%	50.0%
Restroom Facilities	7		1	8	50.0%	0.0%	7.1%	57.1%
Vehicle Parking	7			7	50.0%	0.0%	0.0%	50.0%
Fishing Area	7		1	8	50.0%	0.0%	7.1%	57.1%
Boardwalk	8		1	9	57.1%	0.0%	7.1%	64.3%
Benches	8		1	9	57.1%	0.0%	7.1%	64.3%
Launch Site	9			9	64.3%	0.0%	0.0%	64.3%
Educational Boards	10			10	71.4%	0.0%	0.0%	71.4%
PicnicShelters	12		1	13	85.7%	0.0%	7.1%	92.9%

SWOT ANALYSIS

	Strengths	Weaknesses	Opportunities	Threats
North Site Marina to parking area for Marine Park	Existing boardwalk around marina. Regional draw Multiple viewscapes - River and Kalama Parking availability Best public access point Most visible from I-5 Offers most active recreation Closest access to downtown Benches for view river	Boardwalk No destination, Jersey barriers Parking not designated Weak connection to water Little to no vegetation-bleak Pedestrian Safety No attractive site elements Jersey barriers, benches Pedestrian overpass - no feeling of safety	Boardwalk improvements Connectivity of north site to rest of park area Customer economic base Create comfortable areas for viewpoints Port offices as signature building Open areas to create public plazas Vacant parcels for development Pedestrian overpass	Increasing public safety Mainline RR Removal of ped overpass Increase in noise Seasonal weather Increase in truck traffic Increase in industrial activity and noise
Central Site Marina Park to Informal Boat Ramp	Totem Poles Restrooms Park - large open space Sound barrier -Berm Play ground RV Park Economic revenue Beach access Vacant—open space	Totem poles - not highlighted RV Campground not welcoming No organized parking Beach access -underdeveloped No design continuity Maintenance shed placement Uses not complimentary	Totem poles Public gathering area Multi-functional open space Amphitheater Youth activities -sports Beaches Water sports	No fences or berm to deflect noise or potential safety issues from train RR expansion will create additional trains = noise Open space threatened by development along waterfront RV Campground intimidating RV manager's trailer visually unacceptable Weather
South Site Informal boat ramp to end of project area	Natural setting Vegetation ADA beach access Beach access Fishing access Water sports/access Small craft / boat launch	Car access on beach Confusing paths South access / access to trains no barriers Awkward Parking area Dilapidated small craft/boat launch No inviting picnic spots Not family friendly	Small group site Enhance / repair riparian vegetation Defined beach access Water sport amenities Pocket Park Family gathering Location Picnic location	Car access on beach Noise from industrial activity RR tracks are close to road and not fenced Truck illegally using beach for off-road activity Weather Shipping channel Swift currents Large woody debris

A SWOT Analysis evaluated the Strengths, Weaknesses, Opportunities, and Threats identified with this site.

Strengths identify the attributes of the site that are helpful to the achievement of the design.

Weaknesses are attributes of the site that are harmful to the achievement of the design.

Opportunities are external conditions that could be helpful to the achievement of the design.

Threats are external conditions that could be harmful to the achievement of the design.

Appendix J

Evaluation Matrix

The following table contains the group's evaluation matrix which ranked the proposed site elements based on the listed criteria. The table divides the elements from the commercial, active recreation opportunities with passive recreational opportunities on the following page.

Site Elements	KCAP Plan (1)	Project Goals (2)	Cost (3)	Implementation (4)	Public (5)	Level of Risk (6)	Create Sense of Place (7)	Total
Commercial Activities								
Kiosks	3	4	4	4	4	2	3	23.5
Restaurant	5	4	3	3	4	2	4	25.0
RV Campground	2	2	4	4	3	4	2	20.3
Rentable Space/ Community Space	5	4	3	4	4	3	4	25.5
Relocating Port Offices	2	3	3	2	2	4	4	19.5
Rentable Retail Space	4	3	4	4	4	2	3	22.3
Relocation of Maintenance Building	2	3	3	3	2	5	3	19.3
Yurt Village/ Campground	2	3	4	4	4	3	3	21.3
Band Stand	4	5	3	4	4	3	5	27.0
Active Recreation								
Athletic Fields	4	4	4	4	4	4	3	27.8
Skate Park	3	3	3	3	3	2	4	20.3
Water Sports Activity Area -Water Skiing/ Windsurfing	3	4	4	5	4	4	3	25.8
Amphitheater	4	5	2	3	5	3	5	25.5
Increase Playground Size	3	3	4	4	4	4	3	25.5
Train Car/Transportation Activity Component	4	4	3	3	4	4	5	26.3
Informal Boat Ramp	2	4	4	4	3	4	3	23.0
Vehicular Access/ Fishing	2	4	4	4	2	4	3	21.0
Identified Beach for Users	3	4	4	5	3	4	3	25.5
Sand Pit	2	2	4	5	3	4	2	22.3
1/2 Basketball Court	3	3	4	4	4	3	3	25.0
Ferry Stop	4	4	3	3	4	3	4	23.0

Evaluation Matrix, continued

Site Elements	KCAP Plan (1)	Project Goals (2)	Cost (3)	Ease of Implementation (4)	Destination for Public (5)	Level of Risk (6)	Create Sense of Place (7)	Total
Passive Recreation								
Board Walk	4	4	3	2	5	3	5	25.3
Dock	3	4	3	2	4	3	4	23.0
Dog Park	3	4	4	5	4	3	3	24.5
BBQ Pits	3	3	5	5	3	4	3	24.0
Fountain - Water feature for kids	3	4	2	2	4	3	5	23.5
Historic Markers	5	5	4	4	3	4	5	29.5
River / Kalama viewing areas	4	5	3	4	4	4	4	26.5
Public Plaza	4	5	3	3	5	3	5	27.3
Port Plaza	2	3	3	3	3	3	3	19.0
Fish "Kitchens"	2	3	4	4	2	3	2	20.3
Pocket Parks	3	4	3	3	3	4	4	22.5
Communication Tower	2	4	4	4	3	3	3	22.0
Rock Wall	3	3	3	3	3	2	3	19.8
Handball Wall	3	3	4	4	3	4	3	24.5
Picnic Pavillion	4	5	4	4	4	5	3	26.5
Rating System Please rate each category using a scale of 1 to 5. Where 1 represents "Does Not Comply" and 5 represents "Complies"	<ol style="list-style-type: none"> How well does the site element meet recommendations set forth in the Kalama Community Action Planning Document? Was the site element specifically identified as a wanted use? How well does this site element meet the Kalama's Front Yard Development Plan Objectives? Will this site element require a high cost investment? Can this site element be easily implemented? Can it be phase in easily over time? Does the site element attract new and existing users? Will this site element create a financial, economic or social risk? Does this site element create a feeling of place? 							

Memorandum of Understanding

DATED: March 19, 2006
BETWEEN: Mark Wilson, Planner (Client)
Planner
Port of Kalama

AND: Ken Rencher
Michelle Miller
Leslie Hamilton
Lisa Hendriksen (RMH² Project Team)

RECITALS:

WHEREAS, the Client is engaged in a Park Design Project with the objective of preparing a comprehensive design proposal for the Port of Kalama Park Project, comprised on 1.2 acres of waterfront property, further delineated in the Project Proposal.

WHEREAS, the RMH² Project Team, as part of Planning Workshop, a capstone course in the Master of Urban and Regional Planning program at Portland State University is required to complete a planning project in the Portland region that will utilize knowledge, skills, and perspectives gained from the program's course work.

WHEREAS, the Port of Kalama Park Project Proposal, dated March ____, 2006 (the Proposal) has been prepared by the RMH² Project Team, and reviewed by the client.

WHEREAS, both parties agree that the completion of the project described in the Proposal will be beneficial to both parties.

NOW, THEREFORE, the parties agree as follows:

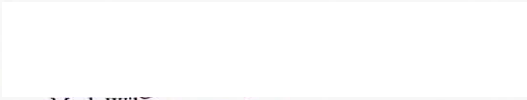
1. The RMH² Project Team will complete Tasks 1 through 4 as described in the Tasks section of the Proposal and in accordance with the Timeline included in the Proposal.
2. The Project Team will deliver the Final Project as described in the last Task on or before June 9, 2006.

3/16/2006

3. The Project Team will communicate with the Client as outlined in the Communication section of the Proposal.
4. Client and Project Team will contribute project resources as identified in the Resources section of the Proposal.

IN WITNESS WHEREOF: the Parties hereto have executed and delivered this Memorandum of Understanding to be effective on the date first set forth above.

CLIENT:


Mark Wilson

RMH2 PROJECT TEAM:


Ken Rencher


Michelle Miller


Leslie Hamilton


Lisa Hendriksen

Resources

Literature, Reports, Articles, and other Websites

General Site Design and Background Resources

www.census.gov

www.esribis.com/data/communitytapestry.html

Justice, Analysis of Restaurant Opportunities, New Richmond Business Market Analysis section 8, 2005, www.tm_section8.pdf

Lugro, James A Jr. 2001. Site Analysis: Linking Program & Concept in Land Use Planning and Design. John Wiley & Sons, Inc. New York: New York.

Lynch, Kevin. 1986. The Image of the City. Boston: The M.I.T Press.

Project for Public Spaces. www.pps.org

www.restaurant.org

Ryan, Bill Evaluating Downtown Restaurant Opportunities, Issue 70: June 2002, www.uwex.edu/ces/cced

University of Idaho, Community Plan and Design Research www.class.uidaho.edu/communityresearch

Wang, Thomas C. 1996. Plan & Section Drawing. John Wiley & Sons, Inc. New York: New York.

Whyte, William H. 1980. The Social Life of Small Urban Spaces, Project for Public Spaces: New York, NY.

Site-Specific Resources

Kalama

City of Kalama Comprehensive Plan www.cityofkalama.com

City of Kalama Zoning Code and Critical Areas Ordinance

Kalama Community Action Plan, 2004 www.portofkalama.com

Cowlitz County

Cowlitz County Comprehensive Plan www.co.cowlitz.wa.us

Cowlitz County Zoning Code www.co.cowlitz.wa.us

Cowlitz County Shoreline Master Program

Cowlitz County Critical Areas Ordinance

Cowlitz County Building and Planning Department

Cowlitz Conservation District, Streamside Planting Guide

Cowlitz Conservation District, Riparian Vegetation

Cowlitz-Wahkiakum Council of Governments www.cwog.org

Washington

Washington State Department of Transportation www.wsdot.com

Washington State Department of Fish and Wildlife, Restoring the Watershed: A citizen's guide to riparian restoration in Western Washington

Mark Wilson, Port of Kalama www.portofkalama.com

Maps

Cowlitz County Seismic and Aquifer Recharge areas
Floodplain Maps, Federal Emergency Management Agency, Federal Insurance Rate Maps
www.fema.gov
USDA Natural Resources Conservation Service, Soils Survey of Cowlitz County 1976,
www.soils.usda.gov
US Fish and Wildlife National Wetland Inventory www.fws.gov/nwi
USGS topographic maps www.usgs.gov
Washington State Department of Transportation www.wsdot.com
Washington State Department of Ecology, Well locator inventory www.ecy.wa.gov

Other Waterfront Plans

The Esplanade Project, Brooklyn, NY: www.nyc.gov/html/erw/index.shtml
Greenpoint Waterfront Park, Brooklyn, New York: www.nyc.gov
Hood River Waterfront Park, Hood River, Oregon: www.hoodriverwaterfront.com
Louisville Waterfront Park, Louisville, KY: www.louisvillewaterfront.com
Montgomery Riverfront/Downtown Master Plan, Montgomery, AL: ww.montgomeryriverfront.pdf
The Passage and 21st Century Waterfront, Chattanooga, Tenn. Executive Summary May 2002
Percival Concept Plan for Port of Olympia, Olympia, WA: www.percivalfinalreport.pdf
Saint Johns, New Brunswick, Canada: www.sjwaterfront.com
Seattle Waterfront Concept Plan, Seattle, WA: [www.seattle.gov/DPD/Planning/Central
_Waterfront/Overview/nyc.gov/html/dcp/html/erw/index.shtml](http://www.seattle.gov/DPD/Planning/Central_Waterfront/Overview/nyc.gov/html/dcp/html/erw/index.shtml)
Toronto Waterfront Culture and Heritage Park, Toronto, Canada: www.toronto.ca

Photos

www.hassell.com
www.gocolumbiamo.com
www.envirovisions.com
www.njasla.net
Port of Olympia Waterfront Development
City of Kalama Photo Gallery, City of Kalama Website www.cityofkalama.com
www.livelyomaha.org
www.jcdecaux.co.uk
www.cis-streetfurniture.co.uk
www.timerform.com
www.distockphoto.com
www.streetfurniture-uk.com
www.shadesails.com
www.grasscrete.com
Department of Natural Resources aerial photos
Cowlitz County Historical Society: www.co.cowlitz.wa.us/museum/

Team Biographies

Leslie Hamilton, AICP

Leslie is completing her final year of the Master of Urban and Regional Planning Program at Portland State University, with a concentration in Land Use. She received her B.A. in Urban Studies at Stanford University. She has previously been a planner for the City of San Jose, California, where she coordinated the preparation of EIRs and drafted revisions to the City's zoning code. More recently, as a staff planner at WRG Design in Portland, she completed SEPA documentation, narratives and development applications for projects in Portland and SW Washington. In conjunction with her Master's degree, Leslie is pursuing a Graduate Certificate in Real Estate Development.

Lisa Hendriksen

Lisa is a graduate student in the Master of Urban and Regional Planning Program at Portland State University, with specializations in Land Use and Community Development. She holds a B.A. in Anthropology, a minor in Sociology and a Certificate in Cultural Anthropology from Southern Oregon University in Ashland, Oregon. Currently, Lisa works as an Associate Environmental/Community Planner with Cowlitz County, Washington. In her role as Associate Planner, she administers the County's Shoreline Master Program and Critical Areas Ordinance, and conducts development application review and provides recommendations to the Planning Commission and the Board of County Commissioners on subdivisions, RV/Campgrounds, and gas pipelines.

Michelle Miller

Michelle is a graduate student in the Master of Urban and Regional Planning Program at Portland State University with specializations in Environment and Land Use. She is also pursuing a Graduate Certificate in Real Estate Development. Her internship experience includes survey research of best practices of community centers, GIS mapping, survey writing and tabulation for the Zimmerman Community Center, and conducting public outreach and research for Kurisu International, a landscape architecture and development firm. Her interests entail infusing sustainable development principles into long range planning decisions for our regional communities. Prior to PSU, Michelle practiced law in the public sector and the private non-profit sector, representing children in dependency and delinquency matters. She is a member of the State of Oregon and Iowa bar. Michelle holds a J.D. from Willamette University and a B.A. from the University of Iowa.

Kenneth Rencher

Kenneth comes to Portland State's Master of Urban Planning Program with a degree in Planning and Resource Management from Brigham Young University. While at BYU, he helped found the local chapter of the Students for the New Urbanism and conducted a design charette for a 36-block area south of the university. He is currently working as a land use planner for the City of Beaverton and has previously worked in the Community Development departments of Provo and Springville, Utah. Along with coursework in GIS, Kenneth is specializing in Land Use and Transportation Planning.



