

Washington & Oregon APA Conference

## Downtown Planning for Smaller Communities

**Moderator:**  
Kendra Breiland, AICP, Fehr & Peers

**Speakers:**  
Nathan West, AICP, Director, Community and Economic Development, Port Angeles  
Chris Hugo, Director of Community Development, Sequim  
Kenny Asher, AICP, Director, Community Development and Public Works, Milwaukie  
Bill Grimes, AICP, Principal, Studio Cascade  
Mark Hinshaw, FAICP, Director, Urban Design, LMN Architects

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## Port Angeles Waterfront Plan

### Port Angeles Opportunities

- Urban City in a rural setting
- Historic depth and integrity
- National destination
- Port of entry

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## Port Angeles Waterfront Plan

### Gain Momentum

- 1997 Revitalization Plan
- American Institute of Architects - SDAT
- Waterfront Transportation Improvement Plan

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## Port Angeles Waterfront Plan

### Inspire Improvement

- Develop infrastructure to encourage private investment
- Incentives for change and beautification
- Create excitement through active implementation

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## Port Angeles Waterfront Plan

### Energize Citizens

- Public engagement with enthusiasm
- Highlight public and private accomplishments
- Awaken community pride
- Change attitudes to "Together we can"

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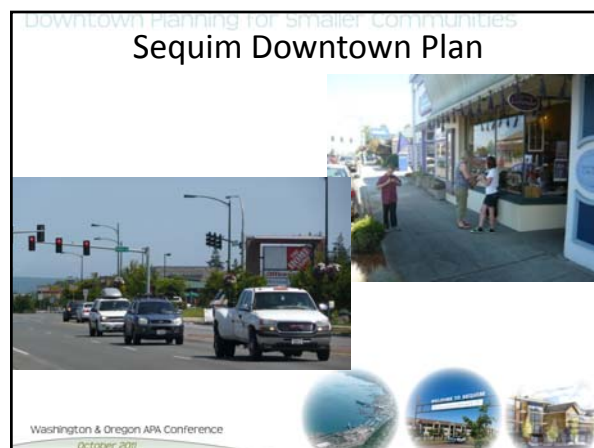
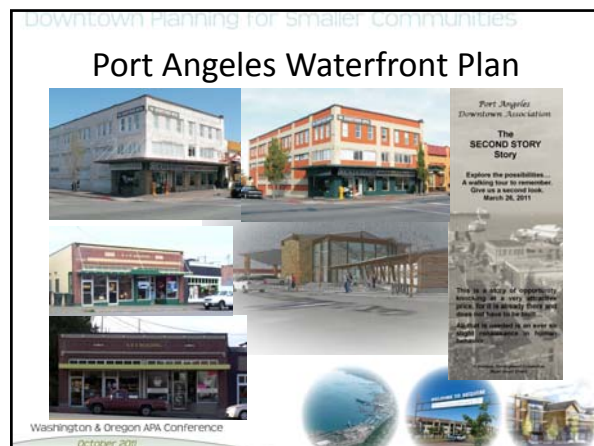
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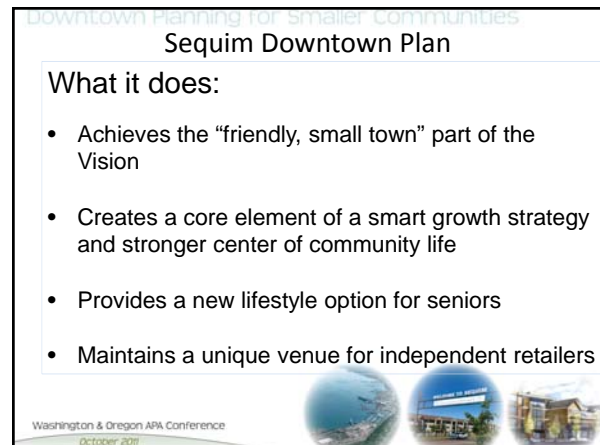
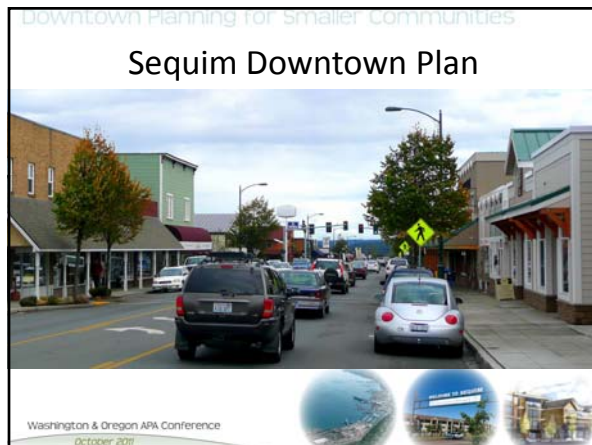
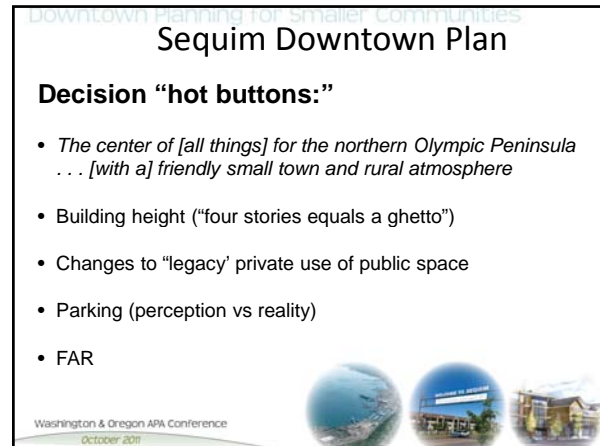
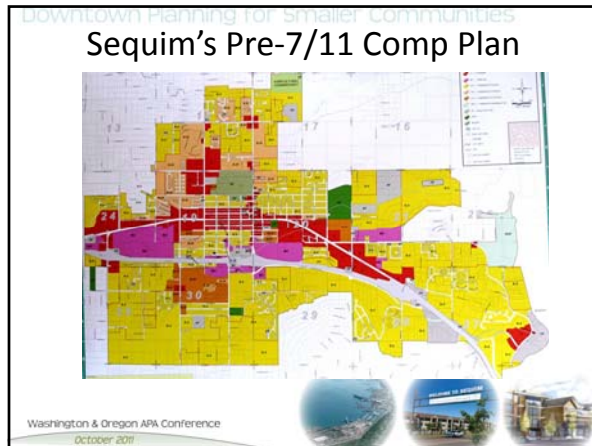
## Port Angeles Waterfront Plan

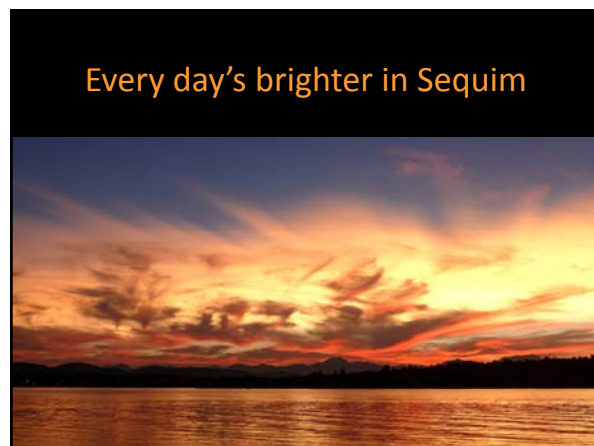
### Waterfront Transportation Improvement Plan

- Comprehensive approach
- Multiple project integration
- Respect land use and transportation priorities
- Design consistency

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Effective Public Engagement

Effectiveness = Finding a way in

Port Angeles' key engagement issues:

- Links between waterfront & downtown
- Public art's effectiveness
- Community with lots of good ideas
- Community with lots of different groups

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Effective Public Engagement

Philosophy:

- Inclusiveness
- Creativity
- Achievement

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Effective Public Engagement

Response: Storefront Studio

- Transportation
- Wayfinding
- Landscape architecture
- Urban design
- Planning

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Effective Public Engagement

Lessons:

- Clear directive & process
- Conflict management
- Sincerity
- Product
- Implementation

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Crosscutting Issues/Trends

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