Pacific Avenue Subarea Plan
Draft Goals and Actions

Key Guiding Principles

- *Identity* – Create a Sense of Place
- *Connectivity* – Improve Walkability, Accessibility, Safety and Cohesion
- *Community* – Evaluate Infrastructure and Access to Daily Essentials
- *Equity* – Encourage Equitable Transit-Oriented Communities
- *Resiliency* – Promote Climate Adaptation, Sustainability, and Public Health

Vision Statement:

To create and sustain a safe, connected, and thriving transit-oriented corridor with welcoming places and equitable access to daily essentials, for both current and future community members.

Hierarchy:

KEY GUIDING PRINCIPLES > VISION > GOALS > ACTIONS > *SUB-ACTIONS*

5 Sections:

1. Growth Strategy
2. Complete Neighborhoods
3. Economic Prosperity
4. Connectivity
5. Utilities/Services

GROWTH STRATEGY

Goal G-1: Develop thriving neighborhoods with community-serving mixed-use centers

- **Draft Action 1: Update zoning to support higher-density, mixed-use development in centers and near transit**
- **Draft Action 2: Encourage MUCs to develop as "Complete Neighborhoods" providing affordable housing, accessible daily needs, and culturally relevant spaces for community members**
    - Develop local plans for the Upper Pacific and Lower Pacific MUCs and the new Neighborhood Center
    - Encourage Centers to include a mix of housing, jobs, and daily essentials
    - Incentivize development of housing with ground-floor retail and community-serving uses
    - Incorporate cultural anchors into redevelopment plans
- **Draft Action 3: Promote infill development on underutilized land**
- **Draft Action 4: Support neighborhood-scale commercial uses in residential areas**
- **Draft Action 5: Enhance design guidelines and development standards to support redevelopment including support for projects in Centers through the design review process**
- **Draft Action 6: Promote adequate transitions in scale between Centers and lower-density residential areas**
- **Draft Action 7: Enact a fee-in-lieu program for new development to pay toward regional stormwater facilities in the area**
- **Draft Action 8: Promote community serving Centers**
    - Create defined public spaces such as plazas, pocket parks, or seating areas near retail to anchor community activity
    - Develop well-defined and safe pedestrian pathways connecting residential areas to commercial centers
    - Implement wayfinding and landscaping to strengthen connections between private and public spaces
    - Ensure Centers incorporate community-serving retail, services, and green spaces

Goal G-2: Strengthen distinctive and diverse community-focused identities within mixed-use centers and transit station areas

- **Draft Action 1: Use consistent streetscaping elements such as lighting and signage**
- **Draft Action 2: Highlight cultural and historical elements through interpretive features**
- **Draft Action 3: Develop a branding campaign that reflects local character**
- **Draft Action 4: Install gateway features at major entrances/exists to key Centers**
- **Draft Action 5: Integrate local identity into transit and infrastructure**

Goal G-3: Expand housing options across a range of housing types and prices

- **Draft Action 1: Encourage a variety of housing types including townhomes and multiplexes among other middle housing options**
- **Draft Action 2: Revise zoning to expand middle housing near transit**
- **Draft Action 3: Promote family-sized and accessible units, especially near daily essentials**
- **Draft Action 4: Allow live/work units in mixed-use zones**
- **Draft Action 5: Support development of senior housing and measures that allow for aging-in-place**

Goal G-4: Promote new, and retain existing, affordable housing

- **Draft Action 1: Implement the City's Anti-Displacement Strategy**
    - Conduct housing vulnerability assessments
    - Expand home repair and rental assistance programs
    - Support tenant protections and legal services
    - Implement right-to-return policies for displaced residents
    - Monitor housing stability indicators in at-risk areas
    - Encourage and educate about programs that freeze or otherwise lower fees, such as property taxes, for those with fixed incomes such as elderly or disabled community members

- **Draft Action 2: Leverage public land and community ownership models to support long-term housing affordability**

- **Draft Action 3: Require at least 10% affordability for projects that qualify for streamlined environmental review**
- **Draft Action 4: Offer density bonuses and tax exemptions for deeper affordability**
- **Draft Action 5: Support affordable housing in local center and station area plans**
- **Draft Action 6: Streamline permitting for nonprofit housing developers**
- **Draft Action 7: Leverage state and federal funding for affordable housing**

COMPLETE NEIGHBORHOODS

Goal C-1: Support equitable access to daily essentials within a 15-minute walk

- **Draft Action 1: Design and locate community facilities to maximize accessibility by foot, bicycle, and public transit**
- **Draft Action 2: Improve signage and wayfinding to community destinations**
- **Draft Action 3: Support small-format grocery and health providers in underserved areas**
- **Draft Action 4: Establish a Community Amenity Contribution (CAC) policy for rezoning applications, where developers provide voluntary contributions for public facilities, services, or daily essentials**
- **Draft Action 5: Strengthen development incentives linked to provision of public amenities including for developments that exceed green space requirements**
- **Draft Action 6: Coordinate with transit agencies to co-locate bus stops with services**
- **Draft Action 7: Conduct inclusive outreach to identify and address gaps in daily essentials in underserved areas**
- **Draft Action 8: Enhance Charlotte's Blueberry Park as a premier community resource**
    - Invest in park upgrades, including new trails, lighting, and recreational facilities
    - Support diverse recreational activities for all age groups.
    - Partner with Tacoma Parks and community groups for programming and events
    - Improve pedestrian and bicycle access to the park from surrounding neighborhoods and transit

Goal C-2: Design a resilient pedestrian- and transit-friendly public realm

- **Draft Action 1: Encourage mixed-use developments along street edges to promote activation and "eyes on the street"**

- **Draft Action 2: Encourage active uses on ground floors of new developments, where appropriate, especially in centers and near transit**
- **Draft Action 3: Reduce surface parking, where appropriate**
- **Draft Action 4: Create pedestrian plazas, parklets, and other shared public spaces, especially with new development**
- **Draft Action 5: Ensure site designs prioritize walking, biking, and transit access**
- **Draft Action 6: Orient building entrances to the street, sidewalk, and bus stop areas**
- **Draft Action 7: Enhance streetscape aesthetics and functionality to create safe, sustainable, and inclusive public spaces that prioritize the pedestrian experience**
    - Plant native trees and drought-tolerant landscaping
    - Replace conventional pavement with permeable materials
    - Install energy-efficient pedestrian-scale lighting
    - Include shade structures and benches in public spaces
    - Incorporate culturally appropriate public art into sidewalk and street furniture design
    - Design streetscapes that buffer pedestrians from traffic
    - Design for all ages and abilities
- **Draft Action 8: Integrate climate resilience into public realm design**
    - Build rain gardens, bioswales, and other green infrastructure
    - Protect existing green areas, such as storm water retention ponds, from fragmentation
    - Design multi-functional spaces for events and emergency uses, like parks designed to flood
    - Reduce the heat island effect through tree canopy and reflective materials
    - Encourage sustainable materials and construction practices

Goal C-3: Activate public spaces with cultural and community programming and placemaking

- **Draft Action 1: Promote the corridor as a hub for arts, sustainability, and innovation**
- **Draft Action 2: Pilot shared-use spaces by designating parts of parking lots for playgrounds, community gatherings, or recreation**
- **Draft Action 3: Host tactical urbanism projects like street murals, temporary plazas, or art installations to test ideas**

- **Draft Action 4: Implement flexible programming (e.g., weekend closures for farmers' markets or cultural events) to build community ownership before permanent investment**
- **Draft Action 5: Host temporary events such as food truck block parties and art fairs**
- **Draft Action 6: Partner with local organizations for programming and stewardship**
- **Draft Action 7: Install infrastructure to support events, like power and water access**
- **Draft Action 8: Provide grants for community groups to design and implement small projects like de-paving projects**
- **Draft Action 9: Organize workshops to gather ideas and feedback from the community**

ECONOMIC PROSPERITY

Goal E-1: Strengthen equitable economic opportunities for existing and new businesses

Draft Action 1: Create economic opportunities that support inclusive growth and social equity

Draft Action 2: Facilitate conditions to help encourage and increase availability of affordable spaces for entrepreneurship, business incubation, maker spaces

- Allow temporary uses such as pop-ups and food carts
- Offer flexible lease terms in public-private redevelopment projects
- Explore incentives for "stewardship ownership" to manage permanent affordable commercial/light manufacturing/maker spaces.

Draft Action 3: Leverage existing Stewart Heights Neighborhood Business District to create a Neighborhood MUC

- Reactivate Stewart Hills NBD working group.

Draft Action 4: Provide grants and technical assistance for new businesses

Draft Action 5: Promote BIPOC- and women-owned businesses through outreach programs

Draft Action 6: Host regular community markets and vendor showcases

Goal E-2: Support workforce development and job access

Draft Action 1: Partner with educational institutions to expand training programs

Draft Action 2: Create incentives for employers who hire locally

Draft Action 3: Encourage inclusion of coworking and maker spaces in new development

Draft Action 4: Host job fairs in collaboration with community partners

Draft Action 5: Support apprenticeship and on-the-job training opportunities

Draft Action 6: Collaborate with existing community-based organizations and trade groups supporting makers and artisans

Goal E-3: Advance a Green and Creative Economy

Draft Action 1: Promote the corridor as a hub for arts, sustainability, and innovation

Draft Action 2: Support shared creative spaces for artists and entrepreneurs

Draft Action 3: Incorporate public art and storytelling into economic development

Draft Action 4: Market the area as a destination for cultural events and green business

Draft Action 5: Encourage adaptive reuse of buildings for creative industries

Goal E-4: Create an employment-focused 'Innovation District' in the southern corridor

Draft Action 1: Adopt a new zoning designation tailored to craft, artisan, and labs

Draft Action 2: Limit low-activation uses such as warehousing or vehicle storage

Draft Action 3: Support co-location of light industry with workforce housing

Draft Action 4: allow residential above ground-floor employment uses with requirements for noise mitigation, separate entrances, and air quality measures to minimize conflicts.

Draft Action 5: Align infrastructure investments with employment zone needs

Draft Action 6: Promote converting vacant or underutilized properties into workspaces or job-focused sites.

Draft Action 7: Define transitional uses and standards to reduce conflict with neighboring residential uses

CONNECTIVITY/MOBILITY

Goal T-1: Prioritize safe, people-centered and multi-modal streets

Draft Action 1: Collaborate with WSDOT to reimagine Pacific Avenue as a complete street that balances vehicle flow with safe, comfortable spaces for walking, biking, and transit.

- Build buffered sidewalks and protected bike lanes
- Upgrade curb ramps and sidewalk conditions for accessibility
- Integrate traffic calming into corridor design
- Evaluate speed limits and enforce traffic safety laws
- Implement curb extensions at intersections
- Plant street trees in curb extensions, medians, and planting strips to visually narrow the roadway and encourage slower speeds.

Draft Action 2: Reallocate street space for non-vehicular uses where feasible

Draft Action 3: Provide shaded transit stops and seating areas

Draft Action 4: Enhance pedestrian connectivity within mixed-use centers

- Enhance internal pedestrian and bicycle networks to provide safe, convenient, and attractive connections between buildings and parking areas
- Reduce surface parking and repurpose space for active mobility and public realm improvements.
- Encourage dedicated bike parking—both long-term and short-term—in and around parking areas

Goal T-2: Connect neighborhoods to, and across, Pacific Avenue

Draft Action 1: Enhance neighborhood cohesion by improving pedestrian crossings

- Install pedestrian refuge islands and mid-block crossings
- Construct safe, signalized pedestrian crossings at key locations
- Add high-visibility crosswalks and pedestrian-scale lighting
- Design intersections for safe bicycle and transit movements

Draft Action 2: Plan pedestrian and bike paths linking to A Street and other routes

Draft Action 3: Improve connections to existing amenities such as school playgrounds, public library, religious institutions

Draft Action 4: **Implement "green connectors" that link neighborhoods to parks, through safe walking and biking routes.**

Draft Action 5: **Install signage and wayfinding to guide multimodal users**

Draft Action 6: **Close sidewalk gaps to create continuous networks**

Draft Action 7: **Create new non-motorized connections across superblocks**

Draft Action 8: **Require new development to restore the street grid, particularly in areas with superblocks and/or vacated ROW**

Goal T-3: Support and enhance future transit improvements including safe, high-quality station areas

Draft Action 1: **Coordinate with transit agencies on stop design and location**

- Design safe, accessible, and comfortable station areas with lighting, seating, shade, and real-time arrival info.
- Partner with community groups to ensure stop designs reflect neighborhood needs and culture.

Draft Action 2: **Ensure safe pedestrian and bike connections to transit stops (protected crossings, bikeways, ADA-compliant access).**

Draft Action 3: **Integrate "first/last-mile" connections such as bike share, micro-mobility, and shuttles.**

Draft Action 4: **Coordinate curb management strategies (e.g., loading, pick-up/drop-off zones) to reduce conflicts around stops.**

Draft Action 5: **Promote STREAM through community outreach and branding**

Draft Action 6: **Enhance bus stations with trees and rain protection**

Draft Action 7: **Prioritize transit signal priority through infrastructure upgrades to improve reliability.**

Draft Action 8: **Develop funding strategies to expand service coverage**

Goal T-4: Develop solutions for parking and curb management

Draft Action 1: **Require area-specific parking plans**

Draft Action 2: **Locate parking to the side or rear of developments to reduce pedestrian conflicts and visual disruption.**

Draft Action 3: **Limit driveway size and frequency for safer, more pedestrian-friendly streets.**

Draft Action 4: **Manage frequency of curb cuts for driveway access in non-residential zones along the corridor**

Draft Action 5: **Break up large parking lots through thoughtful design and landscaping.**

Draft Action 6: **Screen parking, utilities, and loading areas from public view to promote aesthetics.**

UTILITIES AND SERVICES

Goal U-1: Coordinate infrastructure investments with planned development and transit improvements

Draft Action 1: Map and assess infrastructure capacity along the corridor

Draft Action 2: Synchronize capital improvement projects with land use goals

Draft Action 3: Utilize utility and/or repaving projects to incorporate re-striping or quick builds to support active transportation

Draft Action 4: Incorporate future transit infrastructure into utility planning

Draft Action 5: Engage utility providers through subarea plan environmental review

Draft Action 6: Prioritize upgrades that support housing, job growth, and complete neighborhoods

Goal U-2: Promote sustainable, resilient, and efficient utilities

Draft Action 1: Support installation of district energy and water reuse systems

Draft Action 2: Encourage solar and renewable energy integration in new projects

Draft Action 3: Design utility infrastructure for flexibility and resilience [consider neighborhood intranet and microgrids for community resilience during emergency response, see Red Hook example]

Draft Action 4: Minimize disruption during utility construction

Draft Action 5: Plan for undergrounding where feasible to reduce visual clutter

Draft Action 6: Recognize trees as essential infrastructure and integrate them into utility and street planning.

Goal U-3: Address deficiencies and gaps to ensure equitable access to City services

Draft Action 1: Identify gaps in broadband, water, sewer, and energy service

Draft Action 2: Coordinate with service providers to improve access in underserved areas

Draft Action 3: Incorporate equity metrics into utility planning

Draft Action 4: Partner with community organizations to support digital inclusion

Draft Action 5: Use affordability programs to reduce household utility burdens