



PATEROS DOWNTOWN MARKET STUDY

Public Participation & Research Summary

December 11, 2023 w/ January 17, 2024 Updates

DOWNTOWN MARKET STUDY PURPOSE

- The infrastructure around the Pateros Mall needs to be replaced
 - Study will guide what the new surface will entail
 - What do the local businesses and community want to see
- How to increase economic activity on the Mall
 - What is needed for a successful market
 - What other business opportunities the City should be looking at
- Study will provide the planning necessary to be competitive for future grant applications to fund construction.

QUESTIONS TO BE ANSWERED IN THE CITY OF PATEROS DOWNTOWN MARKET STUDY

- What do the local businesses and community want to see?
 - Vision?
- How to increase economic activity on the Mall?
 - What infrastructure would be useful as a multifunctional space?
 - Mall events, trade shows, market fairs?
- What is needed for a successful market?
 - Where should it be located and how should it be laid out?
 - What infrastructure is needed?
 - Access for vendors and the public?
- What other business opportunities should the city be looking at?
 - Permanent rentable/leasable spaces?
 - Food vendors?
 - Banking kiosk?
 - Retail sales and market goods?
- Other opportunities?
- Mall/market coordinator?

HUMAN

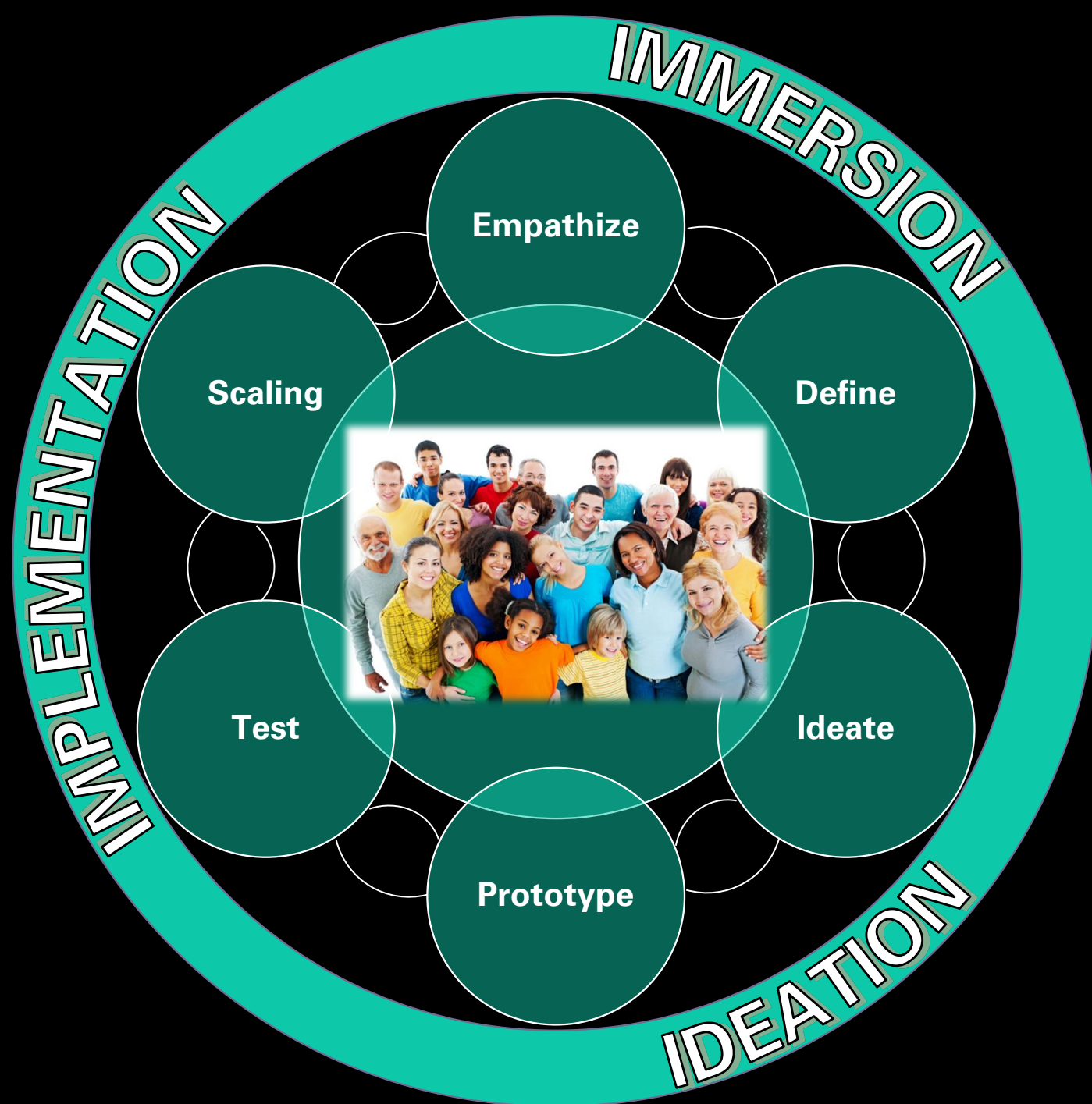
CENTRIC

Design

Thinking

ITERATIVE

PROCESS



PATEROS DOWNTOWN MARKET STUDY – DESIGN THINKING PROCESS

STAGES/PHASES OF DESIGN THINKING

1. **Empathize** – public participation (surveys, interviews), background, & research
2. **Define** – summarize feedback & prepare problem/opportunity statement(s)
3. **Ideate** – present summary & statement(s) to focus group for feedback
4. **Prototype** – w/ SPVV concepts
 - Design charrette w/ project team
5. **Test** – Feedback on SPVV concepts & draft downtown market study
 - Present to focus group
 - Public meeting presentation (*focus group attendance encouraged*)
6. **Implement** – Finalize Downtown Market Study
 - Present to City Council (*focus group attendance encouraged*)

Design thinking shifts the mindset of problem-solving from solution-focused to problem-focused, with attention to the user experience



2023 PUBLIC PARTICIPATION OPPORTUNITIES

- Information Booth at Pateros Community Market & Hydro Races w/ Community Survey Kickoff
- Community Survey – August to October 2023
 - 73 Responses
- Business Survey – September to October 2023
 - 1 Response
- Interviews – August to November 2023
 - City Council Park & Street Committee
 - Community Market Committee Member
 - City Building Inspector
 - Pateros Librarian
 - Economic Alliance Executive Director
- Focus Group
 - Public Participation & Research Summary – December 2023
 - Design Concepts – Winter 2024
 - Draft Downtown Market Study – Spring 2024
- Draft & Final Market Study Presentations (April/May 2024)



PATEROS MALL



**VISION? ECONOMIC OPPORTUNITIES?
EVENTS? INFRASTRUCTURE? AMENITIES?**

HELP US PLAN FOR THE FUTURE!



SCAN ME

GIVE US YOUR OPINIONS



BACKGROUND RESEARCH

- City of Pateros Demographics
- Previous Planning & Design 2014-2022
 - WSU Students 2015
 - 2016 Downtown Business District Improvement Plan
 - 2020 Roundtables
 - Design Proposals / Plans
- Grant Applications
- Location & Real Estate Research
- Current / Proposed Projects
- Economic Alliance Information
- Pateros Relocation Guide 2020
- 2023 APJ Event Survey...

PROJECT HISTORY

2015

PATEROS WELCOME CENTER TO THE PATEROS MALL & THE GATEWAY TO THE CHELAN

PATEROS POP-UP MARKET Mayor Introduction

Pop-Up Market Roundtable Meetings

| | | |
|---|---|--|
| Meeting #1 12/1/2020 @7PM AGENDA Market Concept City Facilities & Investment Community Discussion | Meeting #2 12/8/2020 @7PM AGENDA Local Businesses Impacts & Concerns Opportunities & Challenges Community Discussion | Meeting #3 12/15/2020 @7PM AGENDA Interested Businesses Market Themes & Ideas Hiring a Coordinator Community Discussion |
|---|---|--|

PATEROS
2023
APPLE PIE JAMBOREE
EVENT SURVEY



Proposed ROUNDABOUT

OVERFLOW PARKING

MARINA

Further develop Ives Landing RV Park with a 50 slip marina

MAKE CONNECTIONS TO NORTH END OF TOWN
Make safe pedestrian connections to industrial area and Pederson Road Neighborhood.

SCULPTURE

Collaborate with local artists to create way-finding markers and public art to reshape Pateros' identity

IMPROVE PEDESTRIAN ACCESS

Increase pedestrian safety and activity by connecting residential areas and recreation areas to the downtown district

NARROW LAKESHORE DRIVE

Add landscaping and trees, use diagonal parking. Strategically place RV Parking along park to keep views to lake open from business district.

PERFORMANCE ARTS AND HOSPITALITY

Create a green plaza using lawn, trees, and landscaping. Provide area and facility for performance arts and grill and kitchen space for events.

PARK PLAZA (more green, less pavement)

Improve event space, while improving amenities for daily use and small groups. Make a direct connection with park and mall. Redesign parking to keeping access to mall, post office, and other businesses.

CAPTURING VIEW FROM HIGHWAY

Entice travelers driving north on Highway 97 to come to downtown and investigate a large visual attraction, like giant sculpture or structure, while there, discover the other venues available to them.

CONNECTING THE MALL

Create a more attractive terminus to the mall. Use flags, sculpture, or landscaping to define a point of entry for the mall that is visible from the highway. Improve pedestrian connections and way-finding to mall from residential district and park.

WELCOME GUIDE CONNECTING TO THE MALL

Create visual cues with landscaping and hardscape as a welcome point of entry for people to connect from parking area to the mall. Identify pedestrian connections from parking area along railroad tracks to mall, and to the park, and to trail system

Proposed ROUNDABOUT

IMPROVE AESTHETICS WITH LANDSCAPING AND SCULPTURE

PEDESTRIAN BRIDGE

PARKING

PARKING

ROD'S

VANCEY'S

RESTAURANT

PARK PLAZA

PARKING

BAKERY

CENTRAL BUILDING

ROCKAWAY'S ON THE RIVER

Pateros

CONNECT SOUTH END BUSINESS TO THE MALL
Improve the pedestrian connection to the mall with sidewalks and way-finding to encourage and increase pedestrian activity between business's



2016 DOWNTOWN BUSINESS DISTRICT IMPROVEMENT PLAN

City of Pateros
113 Lakeshore Drive
Pateros, WA 98846



2014-2020 BUSINESS & COMMUNITY

ECONOMIC DEVELOPMENT ACTION PLAN

- Connect riverfront Park with downtown businesses with more green and less pavement
 - *Riverview Pavillion 2020 (City of Pateros)*
 - *Memorial Park to Ives Landing Park Trail Connection 2022 (Douglas County PUD)*
- Sell last of vacant lots to developer
 - *7 Unit Mixed Use Complex (permit review in process)*
- Re-configure parking and Lakeshore Drive to enhance businesses
 - *Parking re-configuration in preliminary stages*
- Capture interest from US-97 with Methow Memorial
 - *Monument installed*



CITY OF PATEROS ECONOMIC DEVELOPMENT GOALS

1. Use City owned land as an economic development tool.
2. Encourage development of “thriving commercial image” in the Business District to benefit the entire community.
3. Meet basic needs for residents – food, household goods, services, new job opportunities
4. Emphasize physical and visual access from commercial activities to the riverfront
5. Maximize cultural heritage and history as a magnet for attraction of commercial support for Pateros; Develop character of riverfront City
6. Encourage regional partnerships and cooperation relationships with appropriate local, state, tribal, nongovernmental federal entities
7. Develop the concept of Gateway or Basecamp as part of an introduction to the Methow-Columbia-Okanogan region
8. Make Pateros a focal point for events and entertainment in an expanded Memorial Park

EXAMPLE / CASE STUDY RESEARCH

- Retail Trends / Top 10 Lists / Outdoor Malls / Pateros Research
 - “Twin Cities suburban outdoor shopping centers are hot, even in the cold”
 - <https://bestthingswa.com/pateros-wa> (nothing listed in Pateros)
- EPA - How Small Towns and Cities Can Use Local Assets To Rebuild Their Economies: Lessons From Successful Places
- Downtown Revitalization in Small and Mid Size Cities
- Lee's Summit, Missouri – Downtown Market Plaza
- Downtown Market - Grand Rapids, Michigan
- Kings Park Downtown – Smithtown, NY
- Western Market – Muskegon, MI
- Pybus Market - Wenatchee, WA
- Methow Valley Farmer's Market
- Downtown Story City, Iowa
- Washington Street Mall – Cape May, NJ
- Main Street Coon Rapids, Iowa
- **Main Street Market – Evansville, MN (580 population)**
 - Small town unattended grocery store
 - Offers paid memberships in exchange for 24/7 access (phone app unlocks store)
 - Scan items w/ phone or self serve kiosk
 - Limited staffed open hours w/o membership



Caileen and Alex Ostenson remodeled a main street storefront into a self-serve grocery store.

Dan Gunderson/MPR News

RESEARCH SUMMARY

- **Identify and build on existing assets.**

“Identify the assets that offer the best opportunities for growth and develop strategies to support them. Assets might include natural beauty and outdoor recreation, historic downtowns, or arts and cultural institutions.”

- **Engage all members of the community to plan for the future.**

“Engage residents, business owners, and other stakeholders to develop a vision for the community’s future. Stakeholder engagement helps ensure plans reflect the community’s desires, needs, and goals and generates public support that can maintain momentum for implementing changes through election cycles and city staff turnover.”

- **Take advantage of outside funding.**

“Even a small amount of outside funding applied strategically to support a community’s vision and plans can help increase local interest and commitment in the area and spur private investment.”

- **Create incentives for redevelopment and encourage investment in the community.**

“Make it easier for interested businesses and developers to invest in the community in ways that support the community’s long-term priorities.”

- **Encourage cooperation within the community and across the region.**

“Cooperation to achieve jointly established priorities helps leverage the assets that each party can bring to the table to make the most of the region’s resources.”

- **Support a clean and healthy environment.**

“Invest in natural assets by protecting natural resources and cleaning up and redeveloping polluted properties, which makes productive use of existing transportation, water, and utility infrastructure; increases the tax base and employment opportunities; removes environmental contamination; and helps spur investment in surrounding properties.”

- **Downtown Placemaking (4 Types)**

- Standard – improving public places through modifications to the physical environment that impact the perception of public space.
- Strategic – instrument for achievement of a specific goal, such as economic development, talent attraction, or cultural enhancement.
- Creative – uses the arts and cultural activities to rejuvenate public spaces.
- Tactical – temporary transformation of public space through experimentation to observe the benefits associated with modifications and to generate new ideas for improving public spaces.

- **Malls need an experience, not just shopping**

- Mix civic, cultural, entertainment, & housing

- **Resale brings in revenue**

- Secondhand apparel & other goods



• **Lee's Summit, Missouri – Downtown Market Plaza (Kansas City Suburb)**

- Permanent 3-Season Farmer's Market Pavilion
- Public Conservatory / meeting flex space / event Space
- Outdoor Performance Area & Movable Stage
- Infrastructure Improvements, art & water features, pedestrian areas
- Programming –
 - Concerts, painting classes, reading room w/ books & print media, & family / children's programs
- Private Development –
 - Multi-story apartment, mixed use building for restaurant / office uses, & boutique hotel
- Funded by voter approved bond, sale of surplus property, Downtown Community Improvement partnership, & potential private investment
- Groundbreaking was October 2023 (Bond passed April 2013 – Design 2020)

• **Downtown Market – Grand Rapids, Michigan (West Central Michigan)**

- Former 3.5-acre zone of vacant warehouses now a welcoming public space
- Indoor market w/ 21 vendors & outdoor farmer's market, restaurants, shared commercial kitchen, educational / event facilities, leaseholds for partnering organizations, rooftop greenhouse serves as a visual beacon, & streetscape improvements for walkability along with adjacent public transit
- Designed to benefit low-income residents nearby through food access, education, entrepreneurship, & job opportunities

• **Western Market – Muskegon, MI (37,700 Population) – *discussed in Pateros Roundtable #3***

- 90-150 square ft. retail rental chalets w/ \$1,125-\$1,875 seasonal rental cost
- The chalets are ideal for businesses selling homemade or custom items.
- The season runs from the beginning of May to the end of October w/ required open hours

• **Pybus Market – Wenatchee, WA (35,500 Population) – *discussed in Pateros Roundtable #3***

- Year-round interior market & event space w/ seasonal outdoor farmer's market
- Multiple restaurants & mix of vendors (weekend farmers, seasonal artisans, permanent businesses)
- "Historical destination where you can shop, dine, relax, bike on the river, meet friends, bring visitors, listen to music, and host your event or wedding — but most of all, it's a place to connect with passionate artisans, inventive food retailers and Wenatchee's creative community" – *Yakima Magazine*



- **Kings Park Downtown – Smithtown, NY (26,300 Population)**

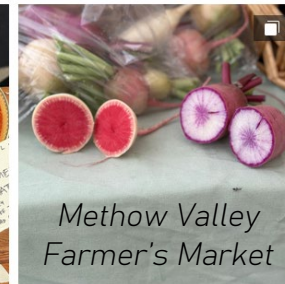
- “Experiencing substantial retail leakage; typically, an indicator that local residents’ demand for retail was not being met and they were traveling outside the district for their shopping needs”
- Wastewater improvement to attract restaurants, bars, medical offices, & residential
- Shared parking to increase capacity & improved pedestrian connections w/ wayfinding & “blade” signage
- Improve street crossings and sidewalk conditions w/ Farmer’s Market re-located adjacent to Main Street
 - Differential pavement & crossing flags, remove curb cuts / consolidate driveways
 - Goal to create wider, unimpeded sidewalks that can support pedestrian mobility, public street furniture, and outdoor seating for restaurants
- Storefront Improvement Program – plan to be run by Town or Chamber of Commerce
 - Small matching grants, as well as design services, to business owners making improvements to business signage and storefronts



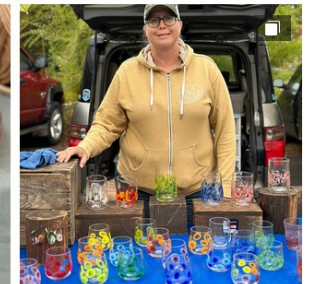
Park Bake Shop in Kings Park (Photo: The Long Island Times)

- **Methow Valley Farmer’s Market (CCD Approx. 6,000 Population)**

- Saturday Farmer's and Crafter's Market w/ grab & go food (early April – end of October), live music, & dogs welcome
- “You won't want to miss the heartbeat of the Methow community every Saturday in Twisp at the Methow Valley Community Center 9am-12pm Rain, Smoke, or Shine!” – www.methowvalleyfarmersmarket.com



Methow Valley Farmer's Market



- **Downtown Story City, Iowa (3,500 Population)**

- Extended Hours – Shop Story City Campaign
 - Increase business visibility (rotating business extended hours trial)
 - Signage Improvement (look open & vibrant for consumers)
 - Special events (theme nights, activities, extended hours to see if downtown business increases)
 - Get support for extended hours (shop local marketing – do businesses appreciate or feel supported)



Downtown Story City



- **Washington Street Mall – Cape May, NJ (2,850 Population)**

- “Picturesque town square lined with unique shopping, dining, and more. We are the heart of America’s Original Seaside Resort!”
- Street turned into a pedestrian-only, three-block outdoor mall that is ½ mile from the beach
- Open all year but some stores close or reduce hours in winter
- Victorian storefronts, whimsical fountains and benches throughout
- Metered parking within walking distance
- “Personalize A Mall Brick”
- Website provides mall experience - www.washingtonstreetmall.com (Plan Your Visit!)



- **Main Street Coon Rapids, Iowa (1,300 Population)**

- 3 Transformation Strategies
 - Improve the Housing Options in Coon Rapids
 - Create a Healthy Business Climate
 - Improve the Physical Appearance & Infrastructure Downtown

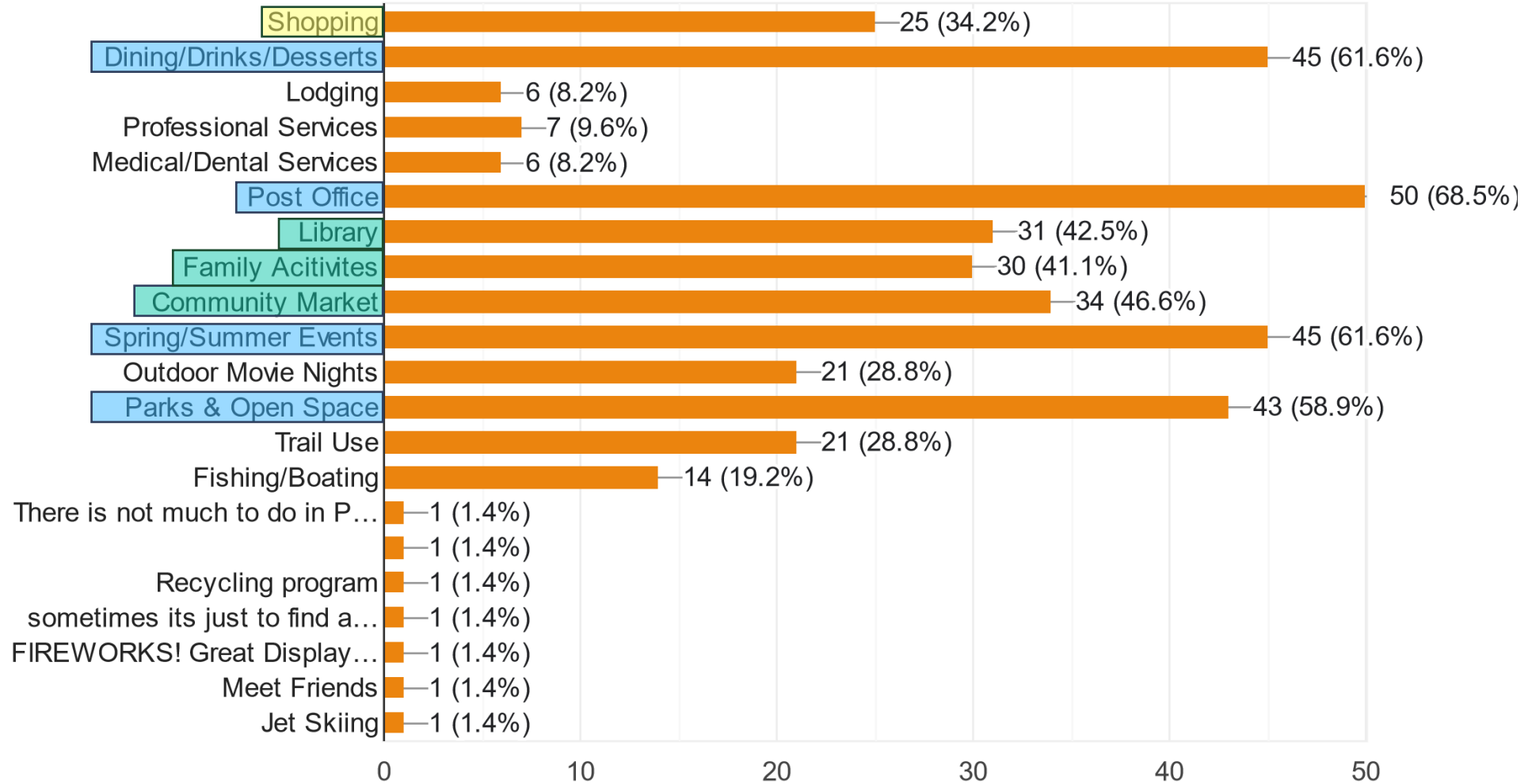


Main Street Coon Rapids

SURVEY RESULTS SUMMARY

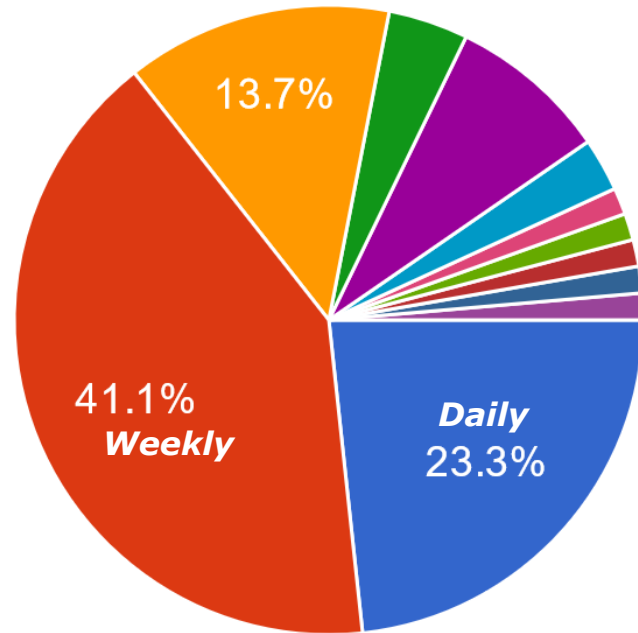
1. What brings you to downtown Pateros and the Pateros Mall? Check all that apply, please describe "other".

73 responses



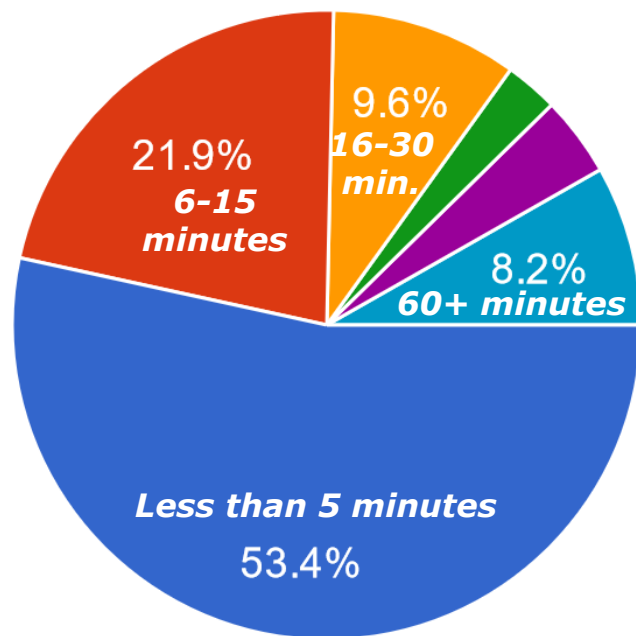
2. How often do you visit downtown Pateros and the Pateros Mall?

73 responses

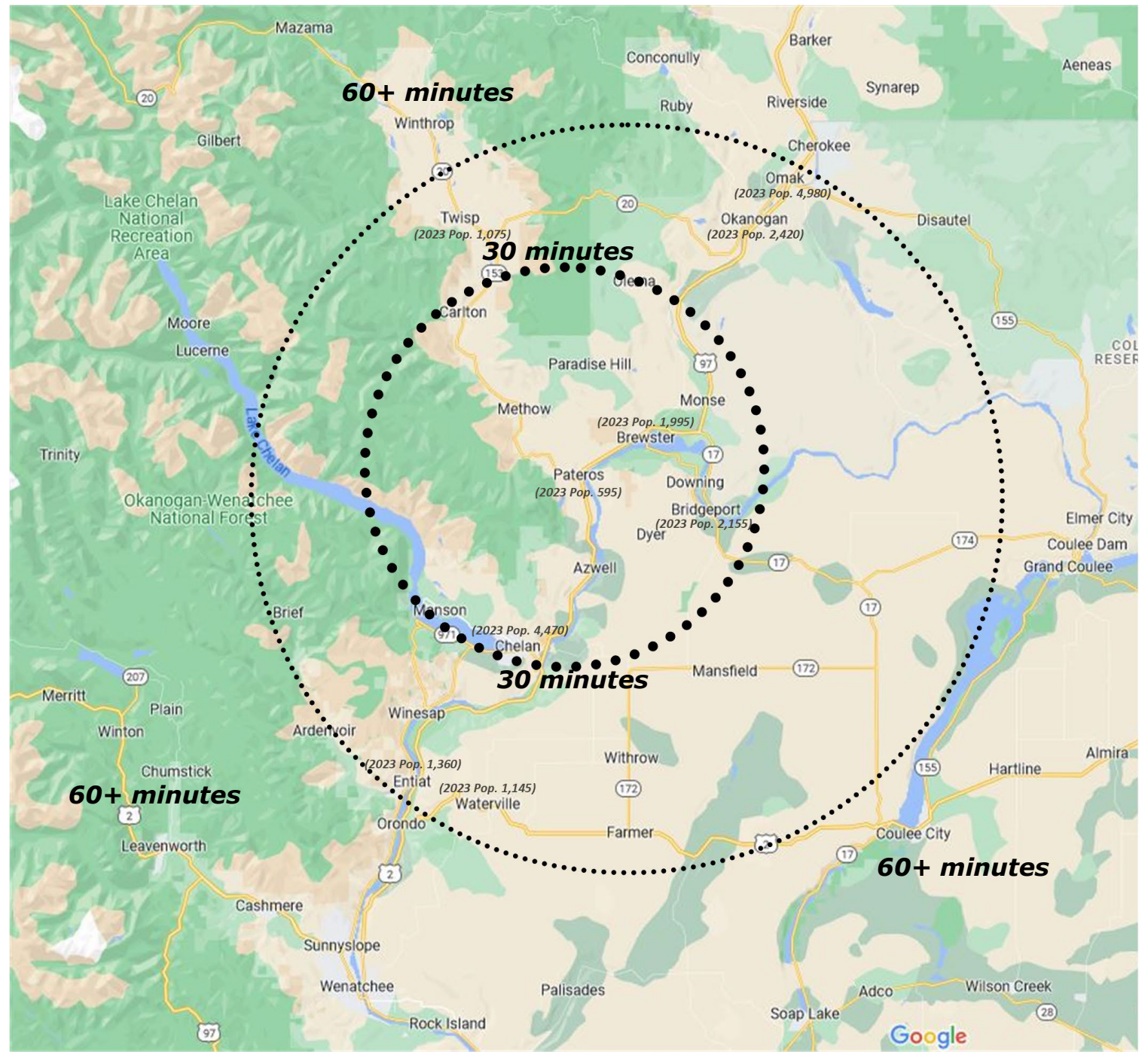


3. How far do you travel to downtown Pateros?

73 responses

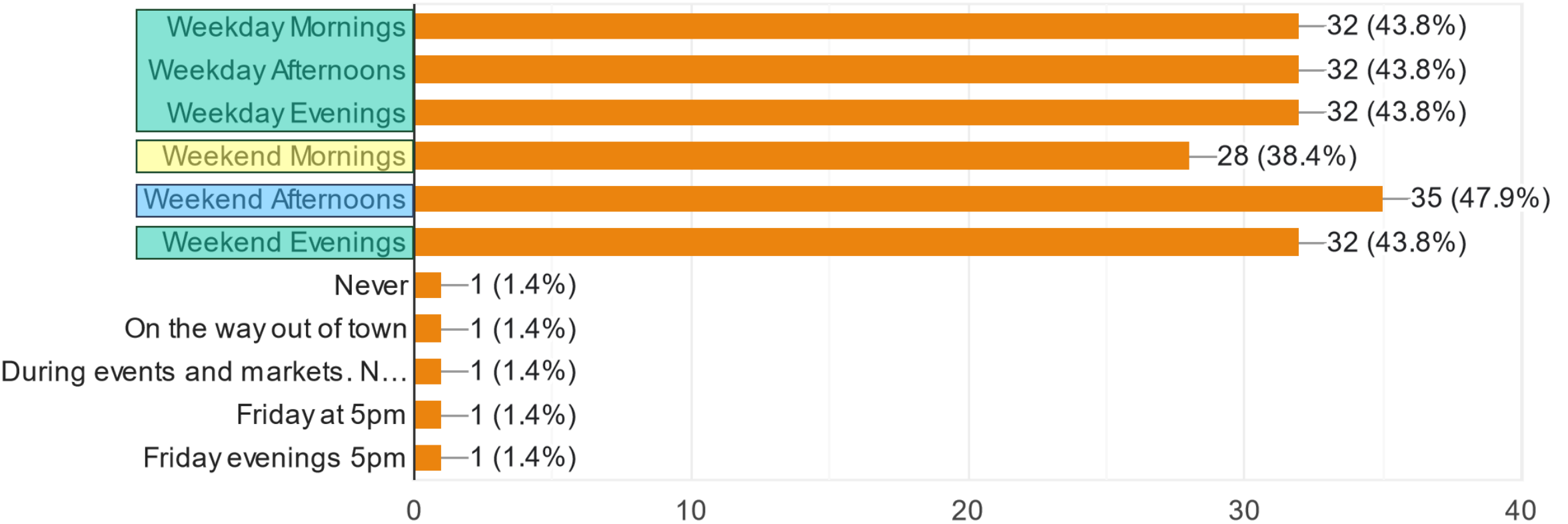


30 - 45
MINUTE DRIVE
TO DOWNTOWN
PATEROS



4. When do you typically visit downtown Pateros and the Pateros Mall? Check all that apply, please describe "other".

73 responses



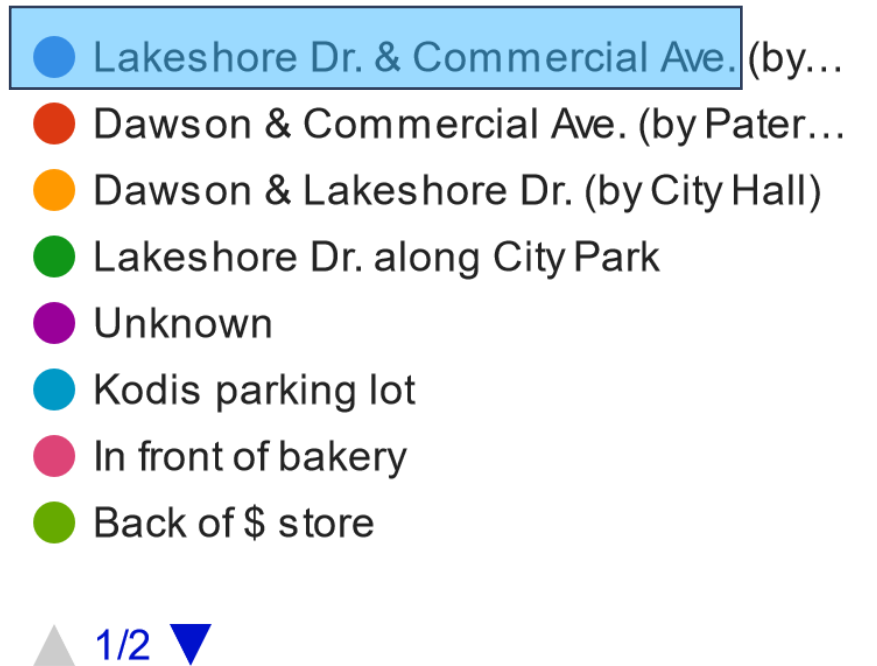
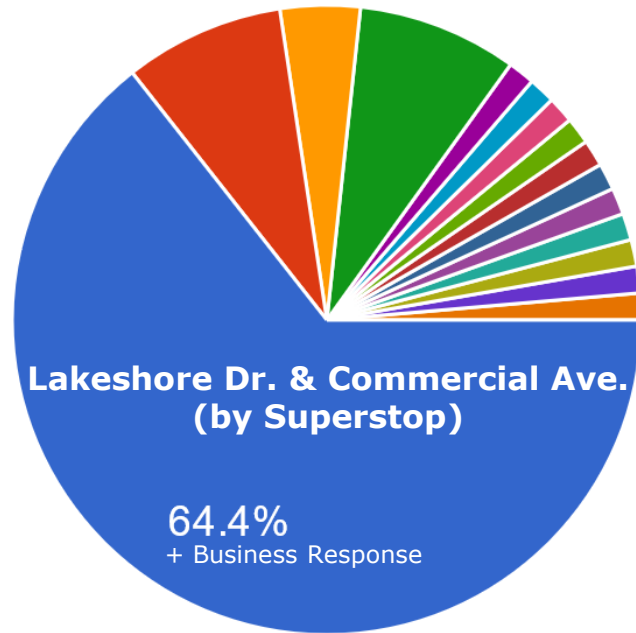
Are there additional times you would visit downtown Pateros and the Pateros Mall if there were activities or amenities available?

- Morning, Afternoons, Evening - Weekdays & Weekends (*all days, all hours*)
- During More Community & Family Events
- I would visit if I could catch a train to Wenatchee (*only Apple Line Bus at Chevron available*)



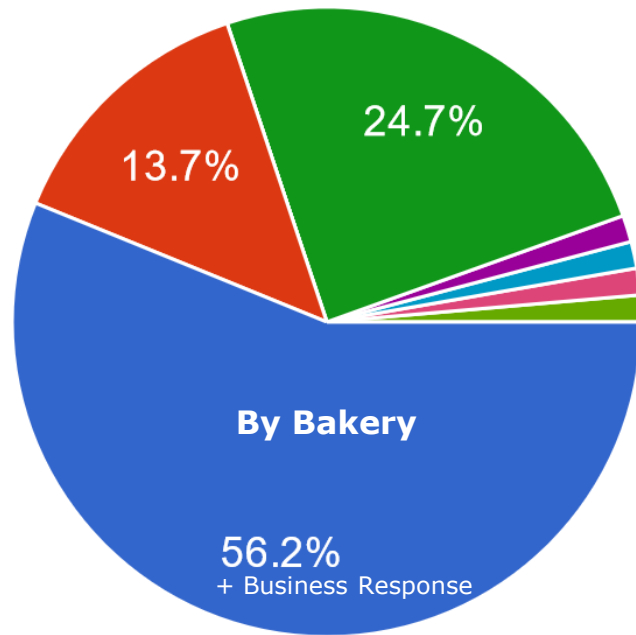
9. What/where do you consider to be the Pateros Mall entrance for vehicles?

73 responses



10. What/where do you consider to be the Pateros Mall entrance for pedestrians?

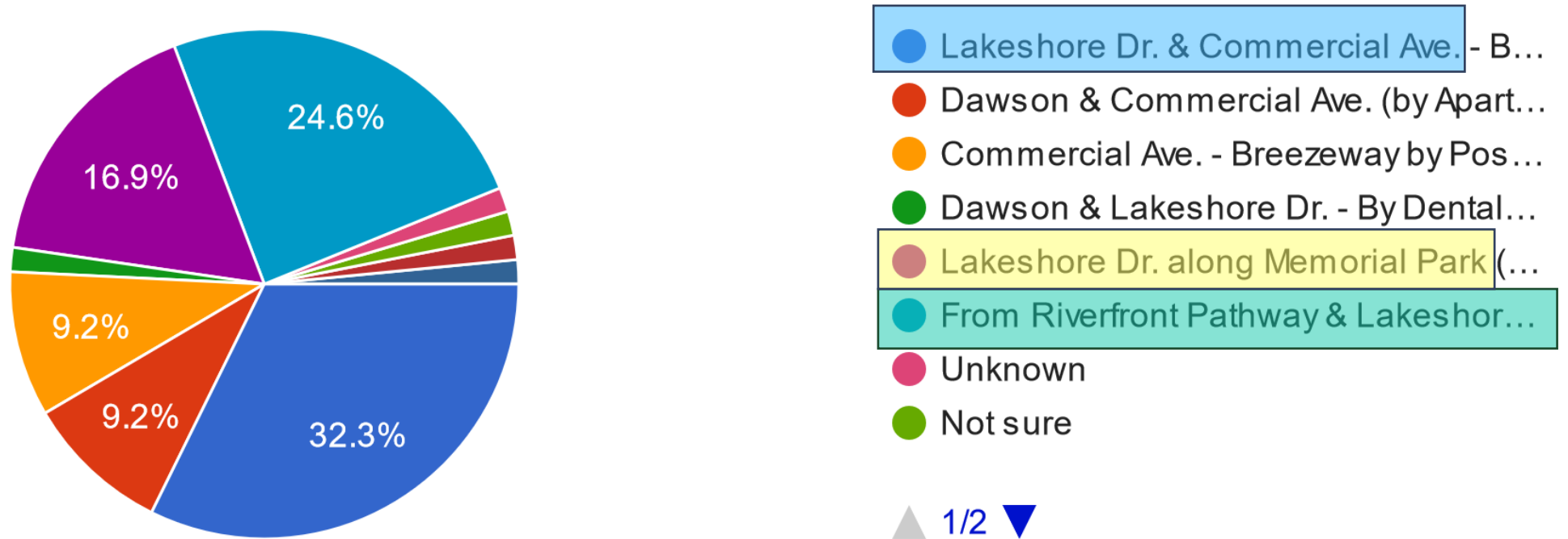
73 responses



- By Bakery
- Breezeway by Post Office
- By Dental Office & Law Office (by Memorial Park Restrooms)
- From Riverfront Pathway & Lakeshore Dr. (new Pavillion)
- Unknown
- All of the above
- By bakery or from parking lot at pump...
- Is there one?

11. What/where do you consider to be the Pateros Mall entrance for bicycles?

65 responses



Business Response - It depends. Local bicyclists by the Monument to the Methow, bicyclist passing through by the Bakery.

Would you like to see additional events, trade shows, larger or longer community market, nearly year-round activities, etc.)? If yes, please describe.

90% of respondents said yes!

- Vintage market / antique market once a year
- Larger market / two day market / year-round market / indoor market – more food /produce
- Swap meet / craft bazaar
- Flower shows, art shows, boat show, car shows, etc.
- More activities / community events, street dances, food truck events, events that use waterfront
- Art in the park event, music event
- Anything family oriented, DIY themed events, more weekend family events
- Winter event / festival
- New rink/school field would be an awesome addition to our community bringing in more tourism
- Anything to bring tourism / draw people off the highway
- “love the kids events and outdoor movie. Would be fun to see more organized kids activities such as pick-up soccer games or play groups.”
- Community spirit

Are there any additions or improvements you would like to see for the Pateros Mall area?

Infrastructure / Amenity / Design Highlights:

- Shade & more seating (covered areas)
 - Awnings on sides of buildings for vendor set up and shade (issue w/ vendor tents – wind)
 - Trees, landscaping, more decorative lights (string lights), shaded splash pad, breezeways
- Drinking fountain, garbage receptacles, restroom, bicycle tire pump
- Outlets for market vendors to charge phone / accept payments
- Parking - RV parking / larger parking spots w/ maneuverability, parking for events, EV charging
- Better highway crossing for pedestrians, pedestrian connectivity
- Better placement and visibility of town signage for traffic passing by on Hwy
- Winter sledding area, more kids activities (painted games), pickle ball courts, beach volleyball
- Public art / local art – history, scenic / interactive art
- Waterfront beach / beach area for swimming on Columbia, river walking path add. extension
- Speakers for music during events
- Continued rock/timber theme – business theme

Are there any additions or improvements you would like to see for the Pateros Mall area?

Business Highlights:

- Rentals for water activities
- More restaurants w/ indoor seating, cafes
- Grocery store, hardware store, gift shop, clothing store, hair and nail salon
- Kid friendly (ice cream, sno cones, Italian sodas), kid & teen activities (rollerskating)
- A “makers” market / more small business space
- Inside market (year round)
- Dancing, outdoor cultural events and music venues
- A large nice mall area would be a good start to draw festivals, car shows etc. to Pateros
 - More attractive hwy side for business
 - Building improvements – paint, modernization, look inviting
 - Reasons to stay longer like couple blocks in Twisp
 - Pressure wash the outside of the Post Office and Resource Center (cobwebs)
- More housing / affordable housing / workforce housing

Are there any additions or improvements you would like to see for the Pateros Mall area?

Idea Highlights for Old Grocery Store:

- Repurpose unused building / more commercial opportunities
 - Old grocery store developed into wedding/reception/meeting/rental space (add windows to the river facing wall) / indoor center
 - The rest of the building could be for a spa, massage studio, dance studio, hair styling, nails, specialty shops, etc. that would attract locals and tourists to travel to the area to spend time.
- The event center (bldg next to the bakery) would make a wonderful Senior Ctr./community center if the town was to purchase it.
 - A place for seniors to coffee and chat, it's a newer bldg with kitchen/cooking already in place, could serve a couple daily soups, sandwiches, salads and breads, etc. and its large enough to hold meetings, gatherings, classes , etc. At Christmas it could be a place to display decorated trees, in spring and summer there could be a cart selling some fresh fruit and I'd love to sell fresh cut flowers in a stand as well.

Are there any additions or improvements you would like to see for the Pateros Mall area?

Idea Highlights for Infrastructure:

- Possibly use area by RR tracks to make pull thru RV spaces w/ some grass, electrical hookups, and a picnic table in grass = half moon. This could generate income for town. Drive thru RV spaces would be great for the large units arriving for races, etc. If this can't be done next to RR tracks, maybe develop on inside of street.
- Covered area along mall with solar panels to provide electric for charging & market vendors.
- The road along the mall area and park should be one-way to help ease congestion and improve safety.



Are there any challenges or issues we should be aware of for this project?

- Rent empty buildings
- Not enough people / participation and customers / waning year-round population
- Easier to open and sustain a business in Pateros in the winter months, restaurant survival
- Promotion of event / someone to run the vendors, consistency and city support
- Things need to be more modern, Wi-Fi
- Funds / money / getting community involved and financially supporting it by participating
- People don't want change in Pateros / some will object to change, consider the opinions, then please go ahead. Staying the same is a sign of a dying town.
- Access to bathrooms
- During events they could use more than 1 shower (bathroom in park only has one).
- Event parking on other side of highway w/ ADA accessible walk bridge
 - If there was a walk bridge - locals could easily access & use park w/o crossing traffic
- Accessibility and public awareness
- Yes, need driveway markets in winter near back of PO
- Increased stress on infrastructure

Are there any challenges or issues we should be aware of for this project?

- We want businesses and tourists on the River side of the highway, not on the town side of the highway
- We need housing, not vacation rentals
- Much more media awareness...social media notifications regularly, frequently and widely. Maybe one person could take on this responsibility and be compensated \$100/month to keep it current and continuous
- Paying attention to landscaping on either side of highway is important as that is the first thing visitors will see when driving through pateros. If the plants and weeds are offputting from the beginning it is hard to get people to stop.
- Not blocking access & view from highway to current businesses
- Parking spaces are close together, congested ped./vehicle area, not enough space to maneuver.
- Is there a safe swim area in park? Is it possible?
- Please do not close our library!
- Minimizing any damage to existing ecosystem
- Water level changes on the river, rock riprap on the shoreline

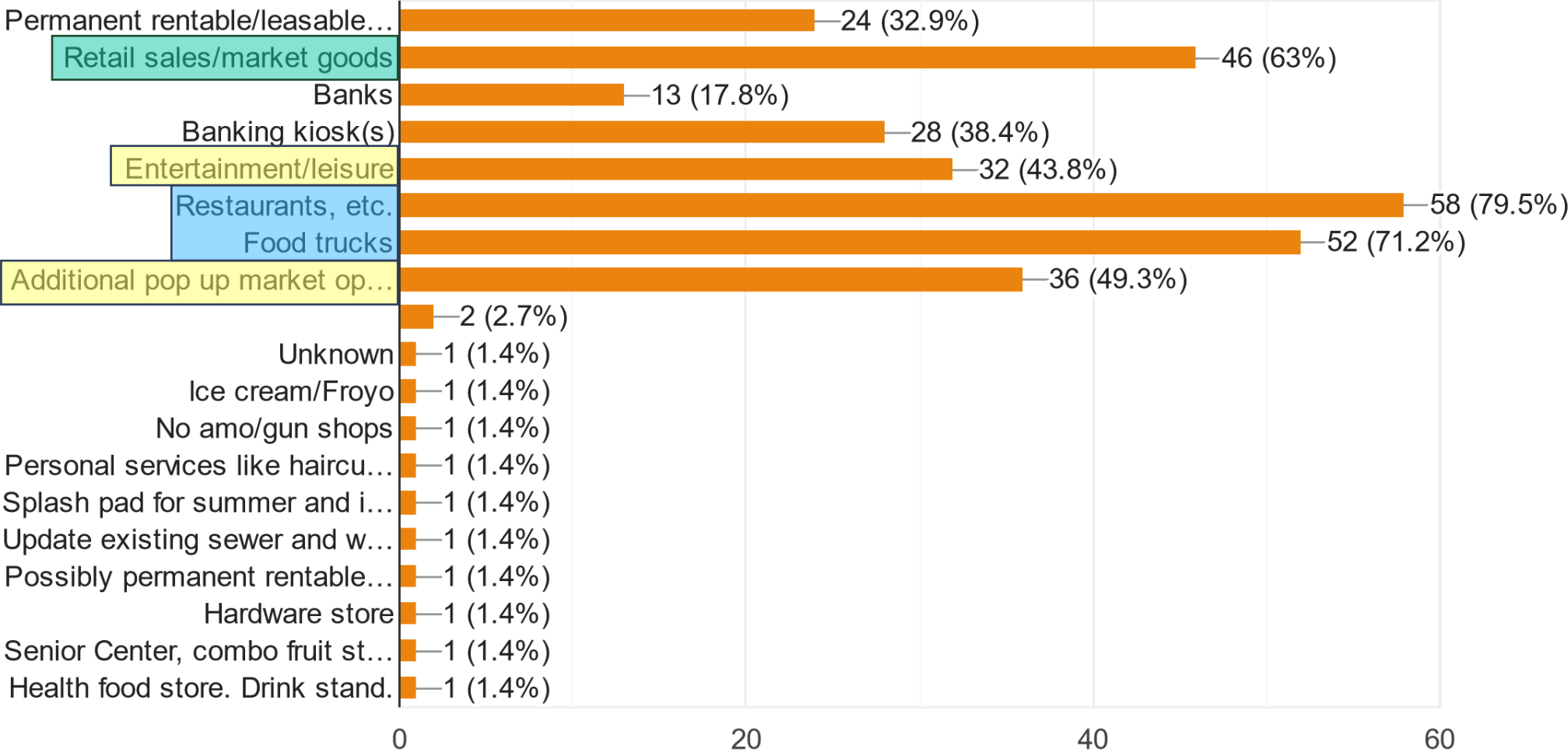
Are there any challenges or issues we should be aware of for this project?

- Expiring opportunity zone investment. Several properties own by single entity need to be more included as part of our community perhaps.
- Service infrastructure, public bathrooms, parking, services and accommodations
- “Just keep in mind if you want more patrons in your town, the staples are going to be food, toilets, and entertainment. If you are short on any of those three items, people will not stay. People will find alternative places to spend their money.”
- Make it less expensive for businesses to be on the mall, than off the mall



12. What other businesses would you like to see at the Pateros Mall? Check all that apply, please describe "other".

73 responses





Prior to 2014 Pateros fire, businesses offered watercraft rentals in the summer.

Both hotels have the same owner and only Lakeshore Inn is open year-round with winter occupancy typically workers and family visiting residents.

Downtown Pateros
↑
North

Is there anything else that we should be considering about downtown Pateros and/or the Pateros Mall that hasn't been asked?

- Snow removal, vagrants, the very old sewer line, what/who will be on readerboard
- I know it would be tricky but a Beach volleyball court would be amazing!! Basketball court
- A longer walking trail or track field
- The river and park are our biggest assets and should be the showcase
- Hills in front of stage thing make it hard to use that area during events since you can't set up well
- At least an ATM/Kiosk by park, instead of going to Quickie Mart during events & functions
- Handicap accessible & elderly friendly. Some people have difficulty lifting their feet over curbs, uneven surfaces
- Our downtown connects businesses, locals and nonprofits and is set up in a unique walkway that encourages that connection
- Making Industrial Way more visually appealing
- Highlight the waterfront space as community center / waterfront activity access
- I'm pleased and impressed with what has happened so far with our mall

Do you have any additional comments you would like to share?

- I love the addition of the path in front of the motel to the boat launch. It would also be nice to connect that path from the other boat launch to Peninsula Park. One way to do that would be go along the shore then make a floating dock/bridge to the end of Peninsula Park. This would allow for the whole estuary to be a swimming hole and you could provide docking on the outside of the bridge for residence who have docks then they wouldn't have to worry about their boats being beached when the water goes down. *(could have access/ownership issues)*
- The Pateros city overall needs better lighting in the neighborhood and sidewalks for walking in the evening or early morning hours
- The community needs to be more open minded
- We could really use a rentable indoor space, jungle gym, open gym, etc for during the winter
- Before trying to encourage tourism, it is necessary to have sturdy bathrooms and infrastructure - water, sewer, garbage infrastructure and staff
- Bigger, better signage on Highway & both entrances into town for markets & events!
- Make use of advertising - maybe call ins to KOZI Radio "2nd cup of coffee" and/or "party line" in Omak Radio. Facebook pop up page on Pateros Events Page?
- There's a lot of traffic into and going past Pateros. NEED something to draw those people in.
- Pateros has so much potential for the downtown area that isn't tapped yet
- Keep up the positive efforts. Improvements of recent years are working

WHAT DOES THE PATEROS MALL NEED

ACCORDING TO SURVEYS & INTERVIEWS?

- **More Food -**
 - Grocery store, more restaurants, ice cream, froyo, food trucks
 - Indoor coffee shop or wine bar to sit and visit
 - More places to sit inside and look out onto the park and river
- **More Shopping -**
 - Sporting goods, hardware, clothing, general store
 - Gas access for boats from the river
- **Personal Care –** Massage, hair, nail salon
- **More Entertainment -**
 - Theater/movies & live music – with concessions
 - Water equipment rental
 - Place for kids to play & teens to hang out
 - Additional family events / activities
 - Collaborate w/ school to avoid scheduling conflicts
 - More intergenerational opportunities / classes / lessons
- **Expand Community Market**
 - Size & duration
 - Can remain volunteer run w/ additional assistance
 - City involvement w/ refuse control and advertising/promoting
- **Theme Ideas –**
 - Rock/timber, family, & paddle wheel boat (Ives Landing)
- **People, some life, anything that draws in families**
 - Increased gathering businesses/spaces vs. transactional
- **More open businesses & more housing**

- **Infrastructure / Amenities –**
 - Shade, shelter from sun & rain/snow
 - Ash trees can be removed, as needed & replaced w/ additional shade
 - ADA accessible bathroom in middle of mall (easy to find)
 - More picnic tables / picnic areas /permanent benches (shaded)
 - Drinking water / refill water bottles
 - Electrical outlets along mall
 - Additional lighting
 - Decorative “twinkle” lighting / tree lighting
 - Layout community market booths along mall w/o blocking businesses
 - Lockable overnight vendor storage would assist with expanding market
 - Larger area to attract festivals and tourism, community spaces
 - Pedestrian connectivity from parking to mall
 - Wi-Fi / Broadband
 - Splash pad (need draw to existing – maybe painted games or interactive art, improved surface or utilize interactive water feature)
 - More green spaces (too much concrete)
 - More visibility & signage from Hwy 97 / improved wayfinding
 - Easier vehicle accessibility
 - Expand library to include private work/meeting rooms and a larger play/programming area to encourage increased length of stay
- **Updated signs for businesses / updated look**
 - Increased visual appeal / more inviting / draw from Hwy 97
- **A reason to visit year-round**
 - What draws Pateros residents to visit other places?

ECONOMIC ALLIANCE

- **What could the City of Pateros do to help bring business activity to the Pateros Mall?**
What infrastructure is lacking?
 - Pateros has done a lot to bring infrastructure into their downtown to ensure that if businesses located or built buildings there that they would be successful.
 - They are in the process of updating some of the facilities in the mall area that I think will bring up the aesthetics of the mall.
 - The City could identify a few businesses/franchises that they would like to bring to the area and utilize the materials from the Downtown/Retail strategies report to recruit them.
 - They could also use the information that was provided through that study to understand where leakage is happening and target those industries to come to the table.
- **What is needed to help businesses thrive over winter?**
 - The local customers need to shop local.
 - Do promotions, advertisements, and activities that could help bring tourists to the area winter.
 - Maybe some stay and play packages with the ski areas both down hill and cross country.
 - It is affordable to stay in Pateros and going up to the Methow is rather expensive.
 - They also need to have stores that are open. Many times, stores close early or shut down during the winter.

EA - ABANDONED BUILDING / VACANT LOT

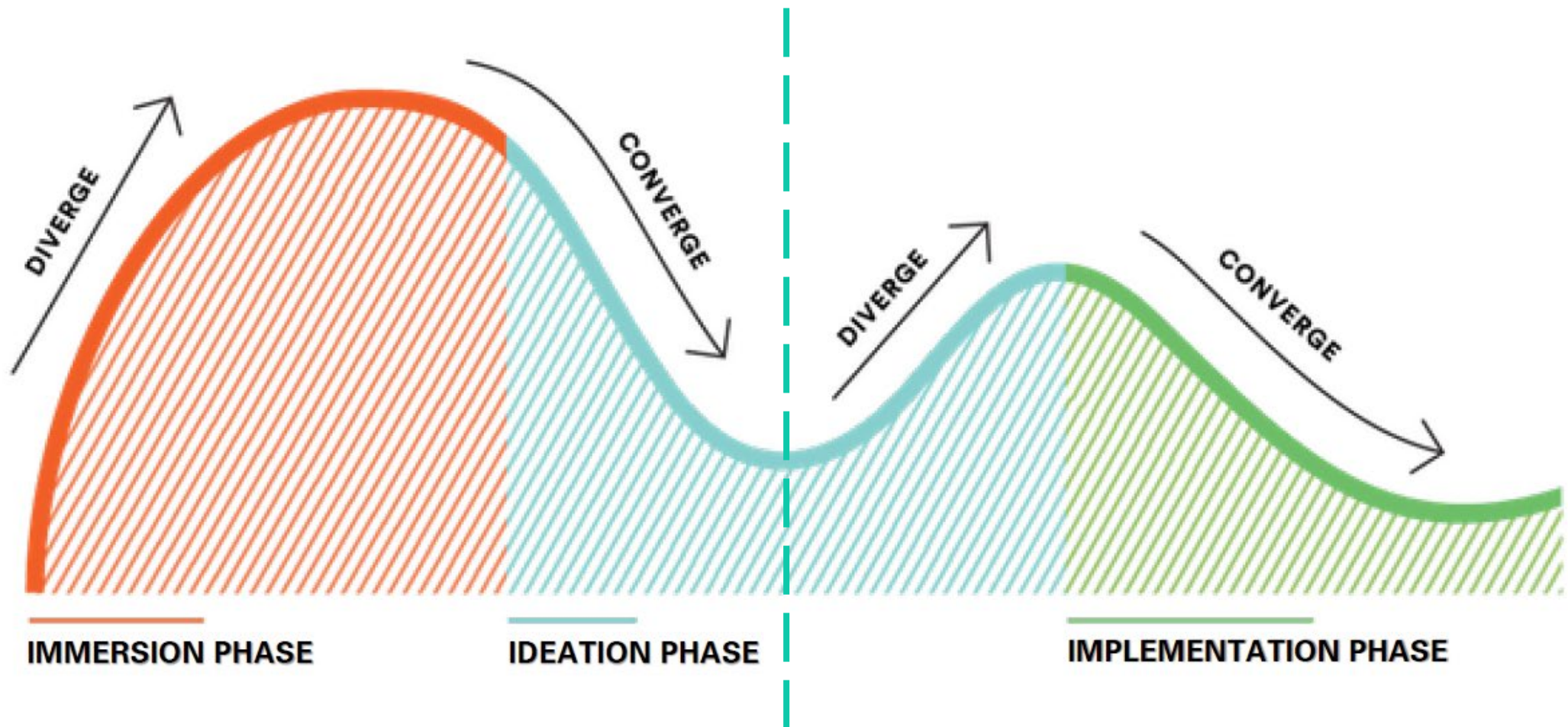
SUBCOMMITTEE RECOMMENDATIONS

- **Business/Landlord License Requirement – WA State DOR website**
 - Revenues could then be used to create an incentive program for a Façade Improvement grant program, downtown beautification, signage for the downtown area, etc.
- **Vacant Building Registration**
 - Revenues could be used to create an incentive program for a Façade Improvement grant program, downtown beautification, signage for the downtown area, and or pay for administration of the program.
 - Fees could be waived for certain building improvements.
- **Utility Fees**
 - Building Owner continue to pay utility fees even if the building is vacant.
 - Fees will assist the community in the maintenance of their current infrastructure and help offset fees for building inspector/code enforcer.
- **Create an Ordinance on Unfit Dwellings, Buildings and Structures**
 - “A property that is merely unkempt may reduce the value of adjoining property and if there are sufficient properties that are unkempt, unsightly and dangerous, that the habitability and economic well-being of the city are materially and adversely affected.”
- **Create an Empty Building Toolkit**
 - Resources for building owners to market their building
 - Access small business resources who have access to potential tenants
- **Update City Code to require building owners to cover vacant building windows/doors in aesthetically pleasing signage and art.**

FRAMING THE PROBLEM INTO OPPORTUNITY

Problem Statement

Pateros needs ways to setup the mall for economic opportunity because operating successful year-round businesses is a challenge.



PATEROS DOWNTOWN MARKET STUDY – NEXT STEPS

STAGES/PHASES OF DESIGN THINKING

1. **Empathize** – public participation (surveys, interviews), background, & research
2. **Define** – summarize feedback & prepare problem/opportunity statement(s)
3. **Ideate** – present summary & statement(s) to focus group for feedback
4. **Prototype** – w/ SPVV concepts (Winter 2024)
 - Design charrette w/ project team
5. **Test** – Feedback on SPVV concepts & draft downtown market study (Spring 2024)
 - Present to focus group
 - Public meeting presentation (*focus group attendance encouraged*)
6. **Implement** – Finalize Downtown Market Study (by May 2024)
 - Present to City Council (*focus group attendance encouraged*)

No community has ever accomplished tasks that its people consider impossible. By the same token, a town can do and can become whatever its people desires if they set their minds to accomplish the task. It will take the combined efforts, enthusiasm and faith, and it may take more time than most of us would like, but Pateros can be the kind of town we all want. We want a beautiful community. We will have it. Pateros is going places.

*Mayor Francis O. Adams
March, 1964*



QUESTIONS?

Upward 7 Consulting
Amanda Tainio
Upward7@outlook.com
509-216-0500