

Over the past 5 years the idea of a Central Plaza has been carried forward not by any agency or public organization, but by volunteer private citizens, who successfully raised \$9.7 million in private funding, as required by City Council, to pay for the construction of the Plaza.

Change is hard. Hindsight tells us a great deal. Without vision and leadership Yakima would not have our Capitol Theatre, our Sundome, our Greenway, or a medical school. But we do. These great additions to our community are significant because they also symbolize the recognition that we must look beyond what is in front of us - and aim high for a brighter future for our children and grandchildren.

The next great step for Yakima's future is to say YES for the Yakima Plaza.

*Yes!*  
for  
Yakima

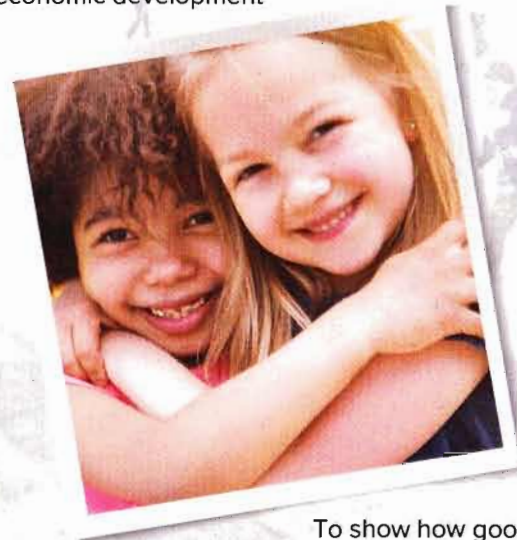


A place for families to enjoy



A proven catalyst for economic development

*Yes!*  
for  
Yakima



To show how good we really are

MORE INFO ONLINE:

[www.yesforyakima.com](http://www.yesforyakima.com)

## Yes for Yakima!

In 2013 a Yakima citizen survey identified downtown revitalization and economic development as a top priority (91%). With this mandate, the city council moved to create a Downtown Master Plan, with the guidance of economic development experts Crandall Arambula. Direct input from residents was gathered through public meetings. (April 17, 2014, May 13, 2014, August 12, 2014)

The consensus of this very public process, was to create a Central Plaza located in the parking lot between Yakima's two most iconic buildings, Larson Building and the Capitol Theatre, as the first step in downtown redevelopment .

The Plaza concept is a proven one. A well-designed, open events space - a "core" - serves as a magnet for people, and as developers know, where the people are, businesses will follow. Additional development means increased tax revenue to the city.

As it stands today, the construction of the Plaza is 75% privately funded, with the city's remaining commitment of \$1.8 million coming from REET funds. **No taxpayers funds are being applied to this project.**



## The Plaza is:

- ▶ Open, park-like, public gathering space available year round, at no cost, encouraging community interaction.
- ▶ A multipurpose venue, intended to accommodate a wide variety of sponsored activities and events.
- ▶ A distinct, attractive downtown feature attracting visitors to spend time enjoying downtown amenities.
- ▶ A 20,000 SF splash pad for lots of summer fun, and the option of Ice skating in winter.
- ▶ A covered Market Hall for extended Farmers Market, with built in power and water.
- ▶ A flexible stage area with built in power even for large concerts such as Yakima Symphony.
- ▶ Shaded and terraced seating to enjoy concerts and other events.
- ▶ A shallow canal of running water that recycles.
- ▶ Managed restrooms.
- ▶ 54 covered parking spaces available when there is no event in the Plaza, for handicapped and seniors
- ▶ 24 hour lighting, including motion sensor lighting after hours
- ▶ Open design to encourage walking about, with shade trees. No bushes.
- ▶ Designed by one of the world's most renowned landscape architects - locally raised, Kathryn Gustafson (GGN)
- ▶ Built to last 100 years

**PLAY. MEET. CELEBRATE. At the Plaza.**

MORE INFO ONLINE:

[www.yesforyakima.com](http://www.yesforyakima.com)



Larson Building

Cowiche Canyon Kitchen

E Yakima Avenue

S 3rd Street

Alley

North Lawn

Canal

Stage

Shade Trees

Splash Pad

Capitol Theater

Porch

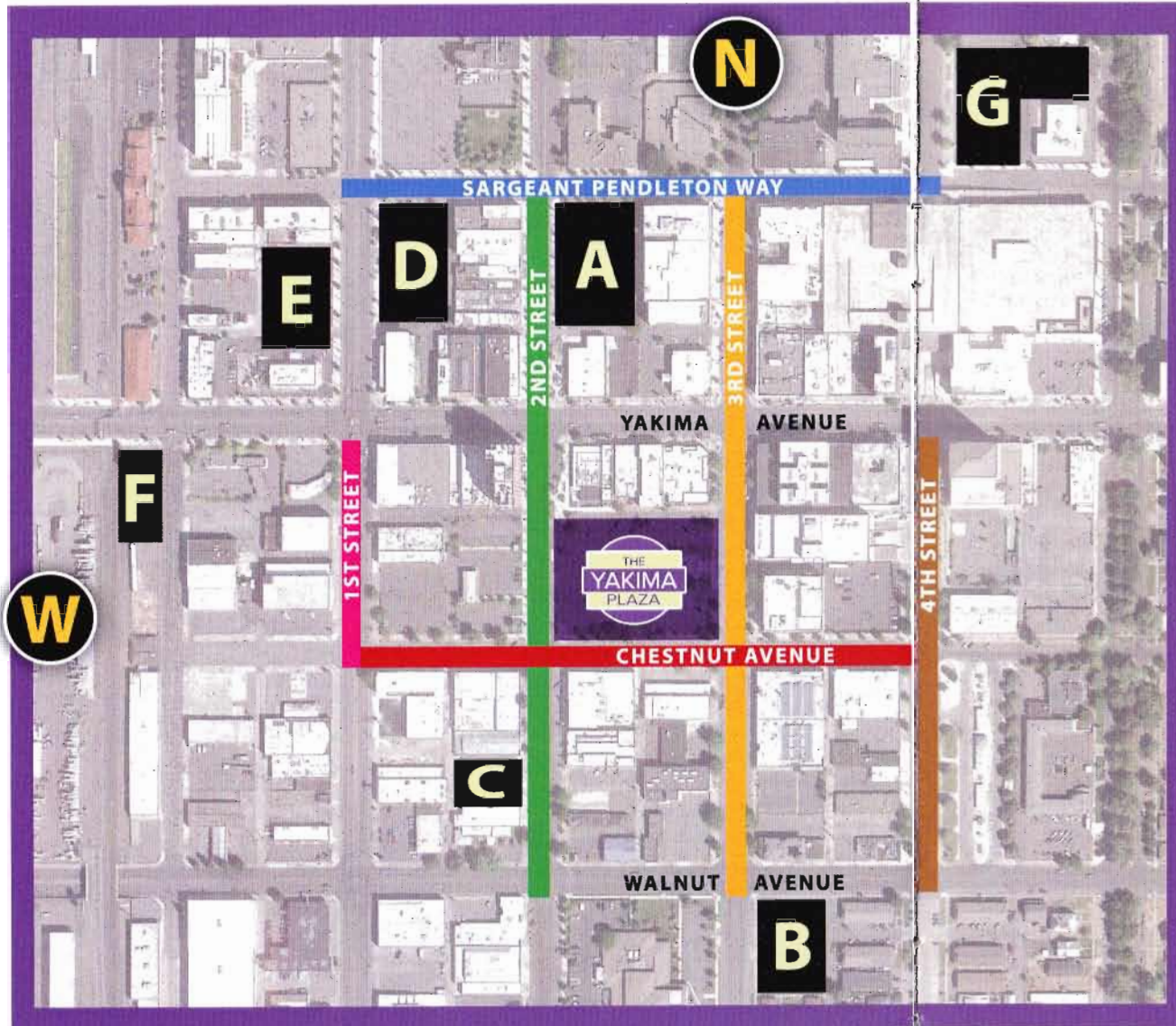
Courthouse

Market Hall  
54 Parking Spaces



MORE INFO ONLINE:  
[www.yesforyakima.com](http://www.yesforyakima.com)

# PLAZA PARKING - by the Numbers



**OPEN LOTS – Already Available to public:**

<b>WITHIN 1 BLOCK OF THE PLAZA</b>	<b>A</b> 114	<b>B</b> 78	<b>C</b> 23	<b>= 215 spaces</b>	
<b>IF WALKING A BIT IS OK</b>	<b>D</b> 40	<b>E</b> 60	<b>F</b> 64	<b>G</b> 180	<b>= 344 spaces</b>
				<b>= 559 spaces</b>	

## Plaza Space Currently:

**194** parking spaces  
**54** spaces will remain in the Plaza

**140** spaces to replace

### ANGLE PARKING ACHIEVES:

#### Chestnut Street between First & 4th St.

Before	59
Now	92
Pending	7

#### 40 additional spaces

#### Staff Sargeant Pendleton Way between First & 4th St.

Before	60
Now	90
Pending	0

#### 30 additional spaces

#### 2nd Street between Sargeant Pendleton & Walnut

Before	34
Now	51
Pending	12

#### 12 additional spaces

#### 3rd Street between Sargeant Pendleton & Walnut

Before	73
Now	90
Pending	9

#### 26 additional spaces

#### First Street between Yakima Ave & Chestnut

Before	17
Now	17
Pending	0

#### 4th Street between Yakima Ave & Walnut

Before	48
Now	48
Pending	25

#### 25 additional spaces



**133 NEW ON STREET SPACES ADDED, ALL WITHIN 1 BLOCK ON THE PLAZA!!!**