City of Raymond
Final Downtown Revitalization Proposal

Final Deliverable — Fall 2024

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OUR TEAM

Nha Khuc

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Natalia Perdomo

Carlos Besana

Grace Wilson

Juan Haeckermann-Godoy

Alyssa Yanagi

MISSION STATEMENT

We aim to create a **sustainable, comprehensive, and innovative** revitalization proposal that reflects upon the unique needs and character of the **Raymond community**.

Midterm Summary — SWOT Analysis

Strengths

- Small-town Community
- Proximity to Nature
- Historic Significance
- Cultural Diversity

Weaknesses

- Dilapidated Infrastructure
- Few Recreational Opportunities
- Limited Businesses

Opportunities

- Eco-tourism
- Weyerhaeuser Grants
- Community Partnerships

Threats

- Limited Exposure
- Small Population
- Climate Risk & Environmental Hazards

> " Placemaking is the means to create **quality places** that serve **businesses**, **workers**, and the **community** as a whole.

Placemaking as an Economic Development Tool: A Placemaking Guidebook

Placemaking & beautification can spark economic growth.

Business–Talent–Place Triangle

MIDTERM INSIGHTS

Visualize Suggestions

- Renderings are valuable in anticipating visual changes

Community Engagement

- Celebrate and honor Indigenous peoples

- Develop implementation plans for communities to engage with

Building Identity

- Reference similar municipalities revitalization strategies

- Connection to Willapa Bay, River, and Trails

IMPLEMENTATION MATRIX

Implementation Matrix

This document aims to facilitate **decision-making**, support **grant applications**, and ensure **transfer of progress** to other UW partnerships.

Final Deliverable — Fall 2024

Downtown Raymond Revitalization Implementation Matrix

Prepared for: The Pacific County Economic Development Council

Prepared by: Caroline Hedlund, Grace Wilson, Juan Haeckermann-Godoy, Alyssa Yanagi, Natalia Perdomo, Carlos Besana, Nha Khuc

What is an Implementation Matrix?

This document aims to streamline future projects by facilitating **decision-making**, supporting **grant applications**, and ensuring a seamless **transfer of progress** to other University of Washington student partnerships.

Mission Statement

" We aim to create a **sustainable, comprehensive, and innovative** revitalization proposal that reflects upon the unique needs and character of the **Raymond community.**
— CEP 460 Studio Group "

Contact Details

Names	Email
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Public Art   Signage   Streetscape   Media   Governance

Proposal	Description	Image	Cost Estimate ($-$$$)	Timeline	Priority (1-4)
Mural: On empty wall next to public pool & playground	Mural highlighting **local community** and/or **town history**; Assists in placemaking and **beatification**; Designed by **local artist** or community partner; Opportunity to honor **Indigenous** community.		$$	Medium	2
Lamp Post Banners: 3rd Street	Lamp post banners reading **"Raymond Arts District,"** **"Creative District,"** etc.; Assists in wayfinding & **city branding**; Designed by **local artist** or community partner.		$$	Medium	3
Bike Lane: 3rd Street	Bike lane through 3rd street; Option for **low or high investment**; Assists in pedestrian & non-automobile **mobility**; Connects local businesses to **cycling community.**		$ - $$$	Long	3
Landscaping: 3rd Street	Additional landscaping along 3rd St.; Assists in **beautification** and **sustainable** branding; Opportunity for **ecological design** & native species; Conducted by **volunteer** group or community partner.		$	Short	3

Public Art   Signage   Streetscape   Media   Governance

Proposal	Description	Image	Cost Estimate ($-$$$)	Timeline	Priority (1-4)
Google Photo Update:	Submit request form to change Google Image result for "Raymond, WA"; Assists in **city branding** & image; Opportunity to increase **tourism** & promote local businesses.		$	Short	1
Online Calendar: Town Website	Online calendar platform available to residents & visitors; Assists with online presence & **city branding**; Opportunity to increase **community engagement** & **promote local initiatives.**	*City of Aberdeen, WA*	$	Medium	4
Media Intern: Raymond Highschool	Media intern position to manage Facebook & Website; Assist in online presence and **city branding**; Partner with **Raymond High school** CTE program; Provides opportunity for **professional growth.**	*City of Raymond Facebook*	$	Medium	2
Mediator Group:	Mediator group to facilitate **decision making** and coordinate development projects; Composed of **local stakeholders**, business owners, & residents; Prioritizes **local knowledge** & experience.	transformativeconversations.com	$	Short	1

Image Source: Team site photos & renderings unless otherwise noted

Public Art **Signage** **Streetscape** **Media** **Governance**

Proposal	Description	Image	Cost Estimate ($–$$$)	Timeline	Priority (1–4)
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Physical Infrastructure
aka **"Hardware"**

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Mural: On empty wall next to public pool & playground	Mural highlighting **local community** and/or **town history**; Assists in placemaking and **beatification**; Designed by **local artist** or community partner; Opportunity to honor **Indigenous** community.	WELCOME RAYMOND	$$	Medium	2
Lamp Post Banners: 3rd Street	Lamp post banners reading **"Raymond Arts District,"** "Creative District," etc.; Assists in wayfinding & **city branding**; Designed by **local artist** or community partner.		$$	Medium	3

Public Art **Signage** **Streetscape** **Media** **Governance**

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Categories of **evaluation**

Public Art   **Signage**   **Streetscape**   **Media**   **Governance**

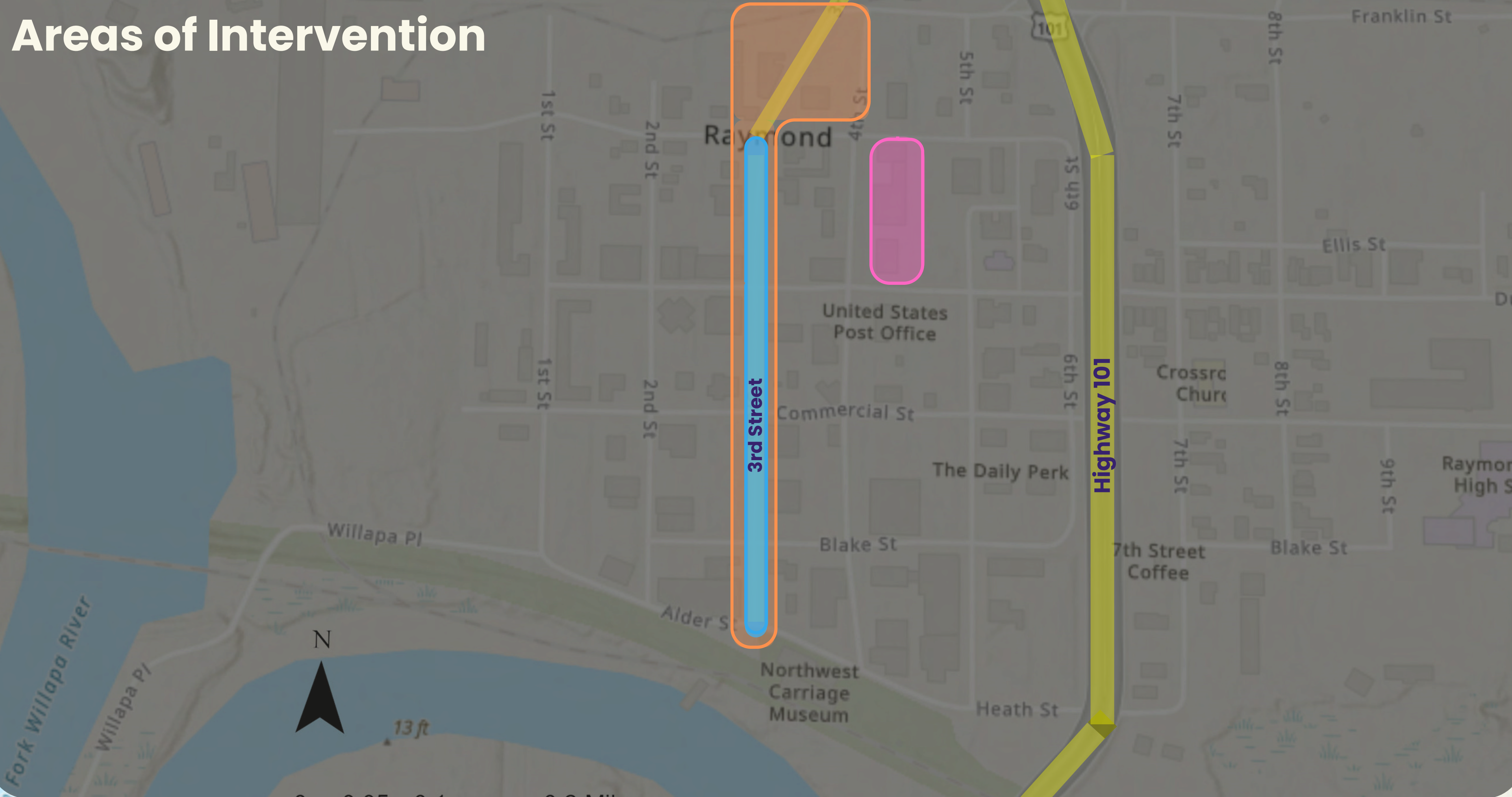| Proposal	Description	Image	Cost Estimate ($–$$$)	Timeline	Priority (1–4)
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Lamp Post Banners: 3rd Street	Lamp post banners reading **"Raymond Arts District,"** "Creative District," etc.; Assists in wayfinding & **city branding**; Designed by **local artist** or community partner.		$$	Medium	3

PROPOSAL

Hardware
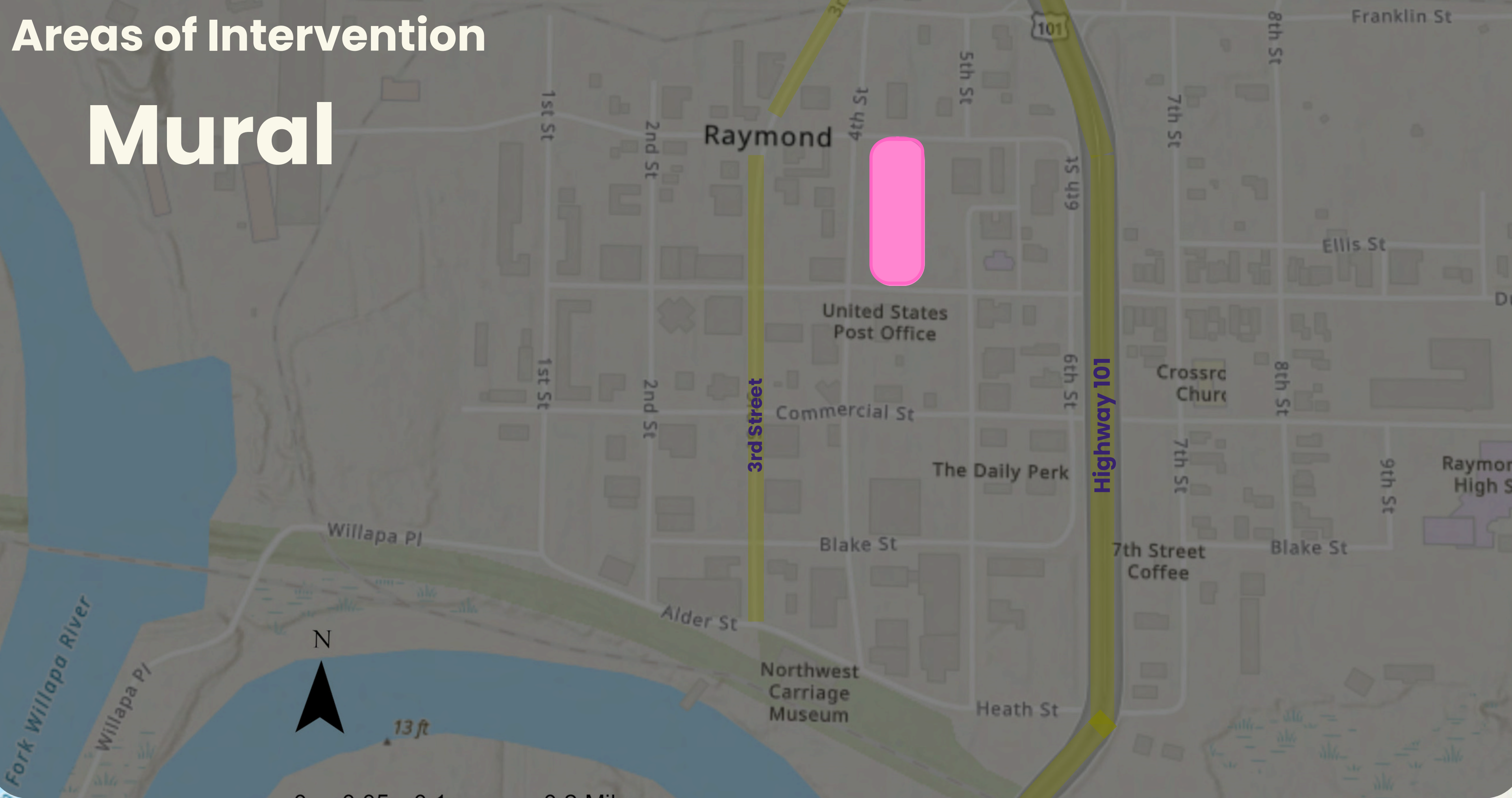
Public Art
Signage
Streetscape

PART ONE

Areas of Intervention

3rd Street

Highway 101

Raymond

United States
Post Office

Commercial St

The Daily Perk

Blake St

7th Street
Coffee

Crossro
Chur

Northwest
Carriage
Museum

Heath St

Willapa Pl

Fork Willapa River

Willapa Pl

N

13 ft

Franklin St

Ellis St

Blake St

Raymon
High S

Public Art **Signage** **Streetscape** **Media** **Governance**

Areas of Intervention
Mural

Public Art | Signage | Streetscape | Media | Governance

Mural

Mural:	Mural highlighting **local community** and/or **town history**; Assists in placemaking and **beatification**; Designed by **local artist** or community partner; Opportunity to honor **Indigenous** community.		$$	Medium	2
On empty wall next to public pool & playground					

"Art has the power to transform lives, inspire creativity, and bring communities together. "
-Urban ArtWorks

Kites, Daniel Webster Elementary School, Chicago Public Art Group, Chicago IL

The Rainier View MAP (Mural Apprentice Program), Urban ArtWorks, Seattle WA
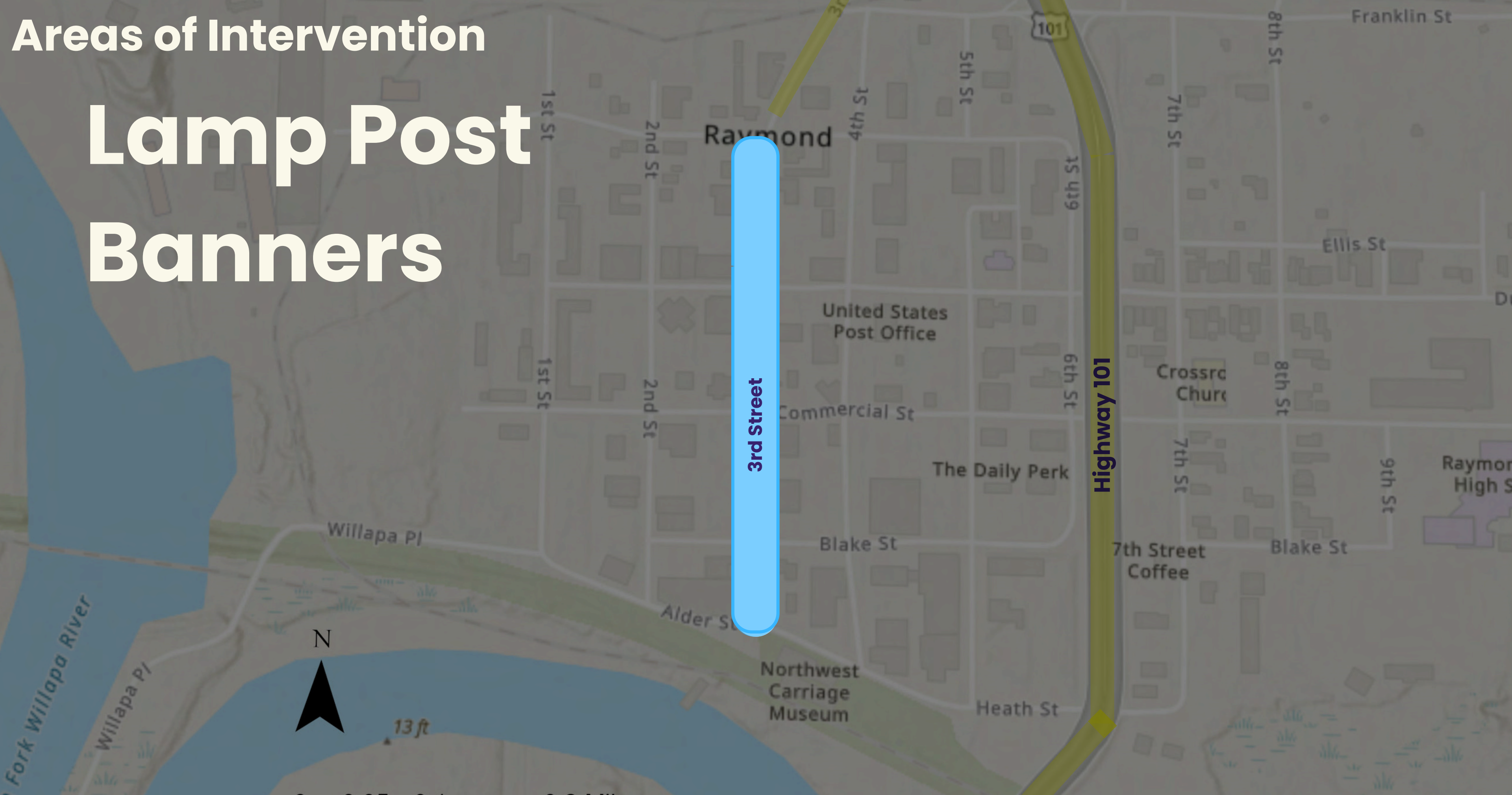
Public Art Signage Streetscape Media Governance

Areas of Intervention

Lamp Post Banners

Public Art Signage Streetscape Media Governance

Lamp Post Banners

Wayfinding and city branding

Designed by **local artists**

Price: $$
$1,500 sign estimate
Artist = Budget - ($1,500 + labor)

Timeline: Medium

Priority: 3

Lamp Post Banners: 3rd Street	Lamp post banners reading "Raymond Arts District," "Creative District," etc.; Assists in wayfinding & **city branding**; Designed by **local artist** or community partner.		$$	Medium	3

Public Art Signage Streetscape Media Governance

Highway 101 Signage

- More wayfinding and city branding
- Focused on US 101
- Signage includes more Raymond Signs, businesses, food, and recreational throughout the stretch of the 101 highway through Raymond
- With added signage, this can potentially attract more visitors to Downtown Raymond

Areas of Intervention
Landscaping
& Bike Lane

Public Art   Signage   Streetscape   Media   Governance

Landscape Design

Landscaping: 3rd Street	Additional landscaping along 3rd St.; Assists in **beautification** and **sustainable** branding; Opportunity for **ecological design** & native species; Conducted by **volunteer** group or community partner.		$	Short	3

- Important for maintaining the natural setting of Raymond
- Beautification, vegetation, and vibrant color are key to a successful main street

Example: Avalon, Alpharetta, Georgia

Bike Lane

Bike Lane: 3rd Street	Bike lane through 3rd street; Option for **low or high investment**; Assists in pedestrian & non-automobile **mobility**; Connects local businesses to **cycling community**.		$ – $$$	Long	3

- Focus on ergonomic right-of-way use
- Foot and bike traffic means increased economic activity for businesses
- Willapa River Trails bring in long-distance bikers
- Encourages Pacific County visitors to start bike trips in Raymond
- Improve safety by physically protecting bikers, and encourage safer driving practices
- Done most affordable simply with paint
- Costs may increase if higher quality lane markers and reflectors are used
- Planters or cars can serve as phyiscal barriers

Example: Ocean Drive, Miami Beach, Florida
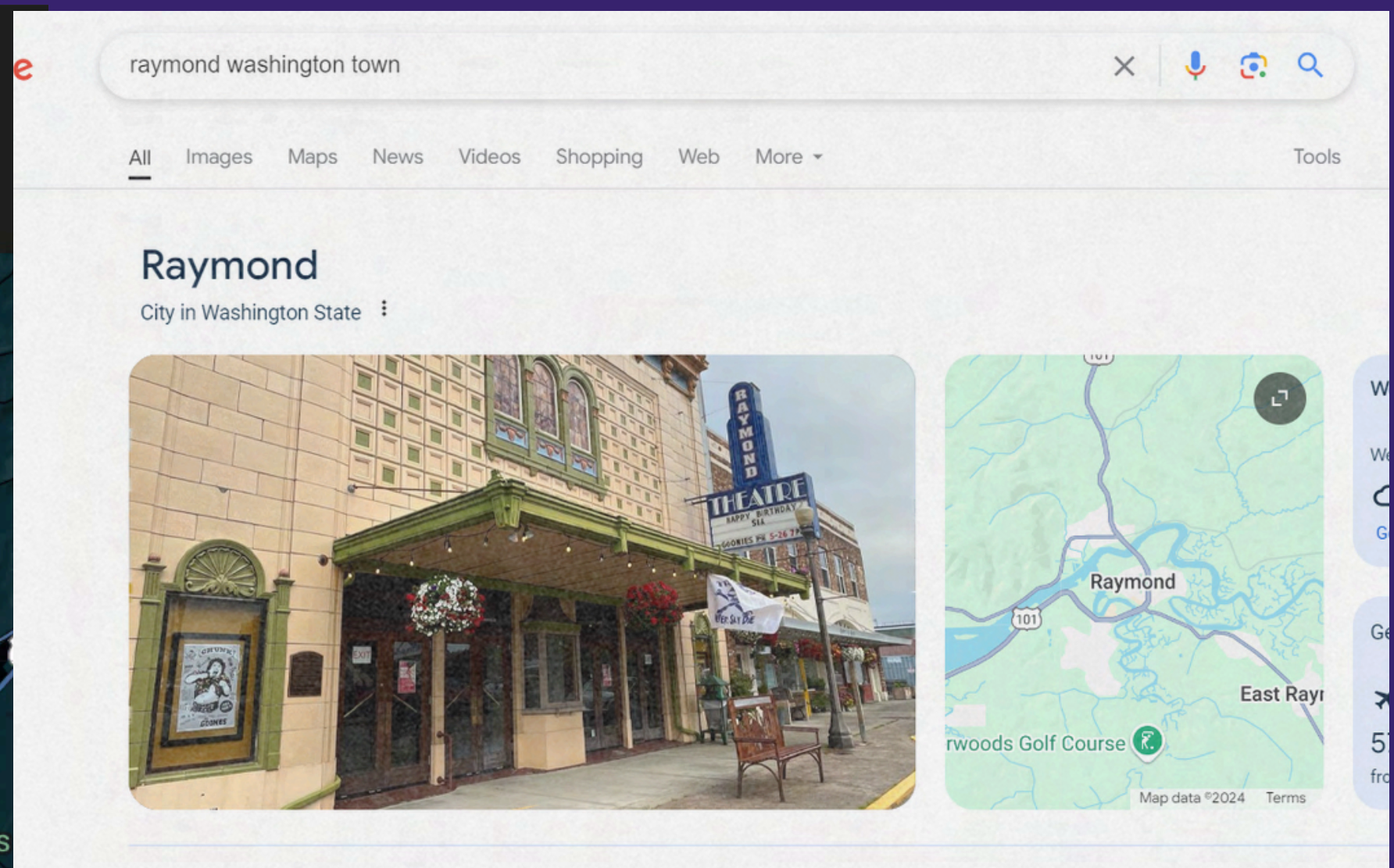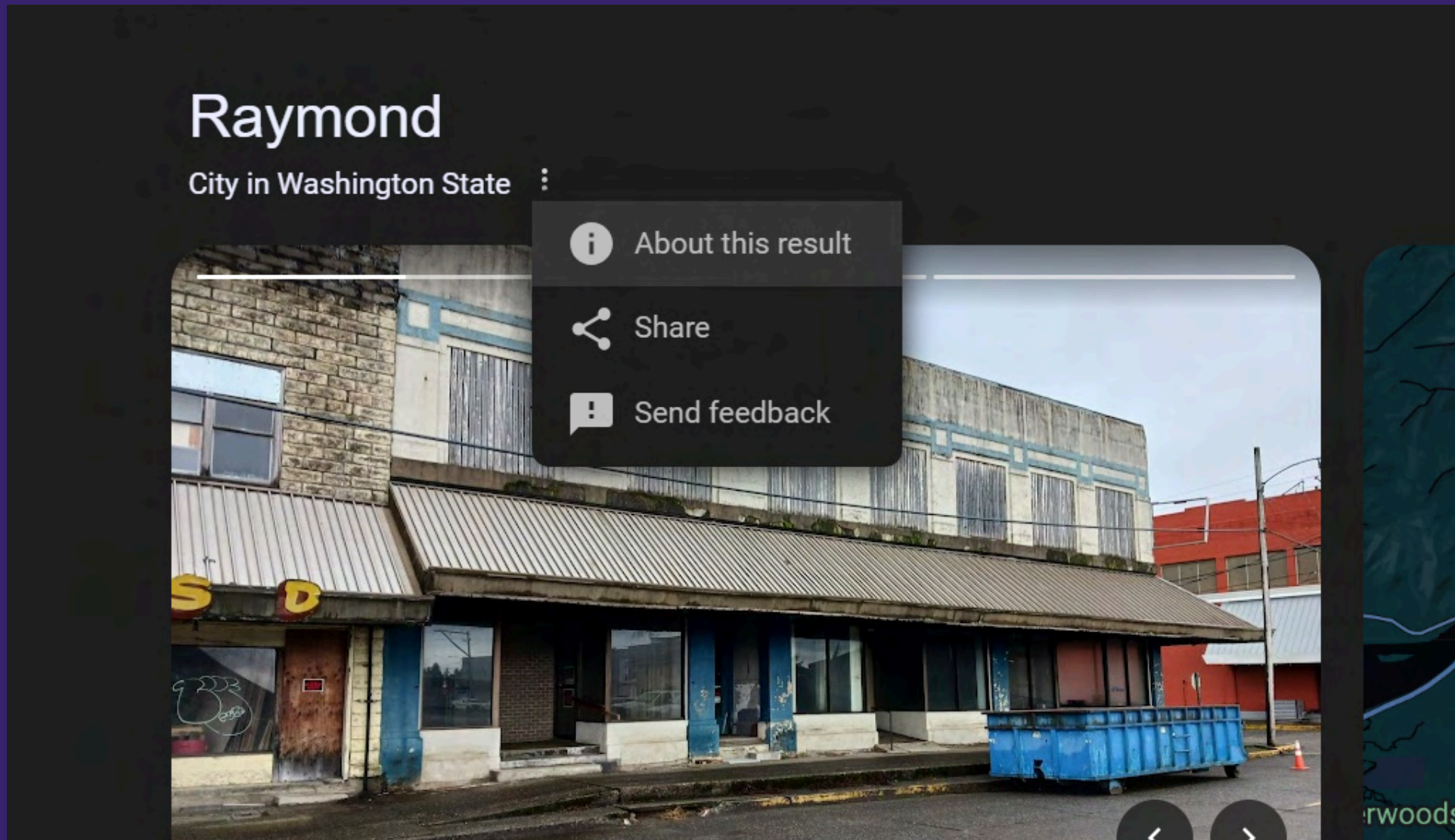
Public Art   Signage   Streetscape   Media   Governance

Google Photo Change

Google Photo Update:	Submit request form to change Google Image result for "Raymond, WA"; Assists in **city branding** & image; Opportunity to **increase tourism** & promote local businesses.		$	Short	1

- Send feedback to Google

- Highlight Raymond's monuments and natural beauty

Public Art   **Signage**   **Streetscape**   **Media**   **Governance**

Event Calendar

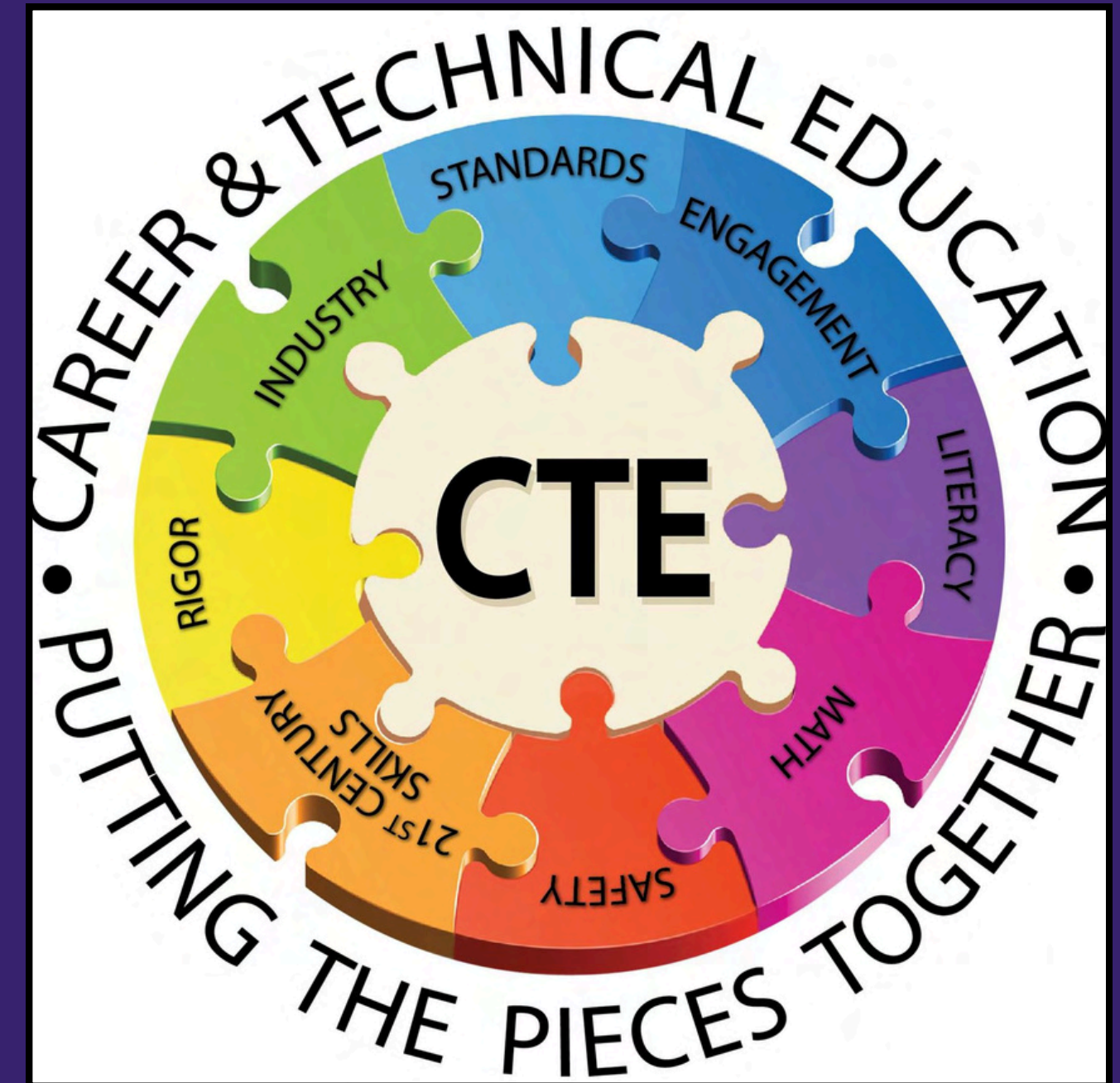| Online Calendar: Town Website	Online calendar platform available to residents & visitors; Assists with online presence & **city branding**; Opportunity to increase **community engagement** & **promote local initiatives.**	*City of Aberdeen, WA*	$	Medium	4

- Events Calendar Plugin on WordPress
  - Free version: basic features included
  - Pro version: full functionality for $149/year
- Highlight main annual events
- Print event calendar for local businesses around downtown
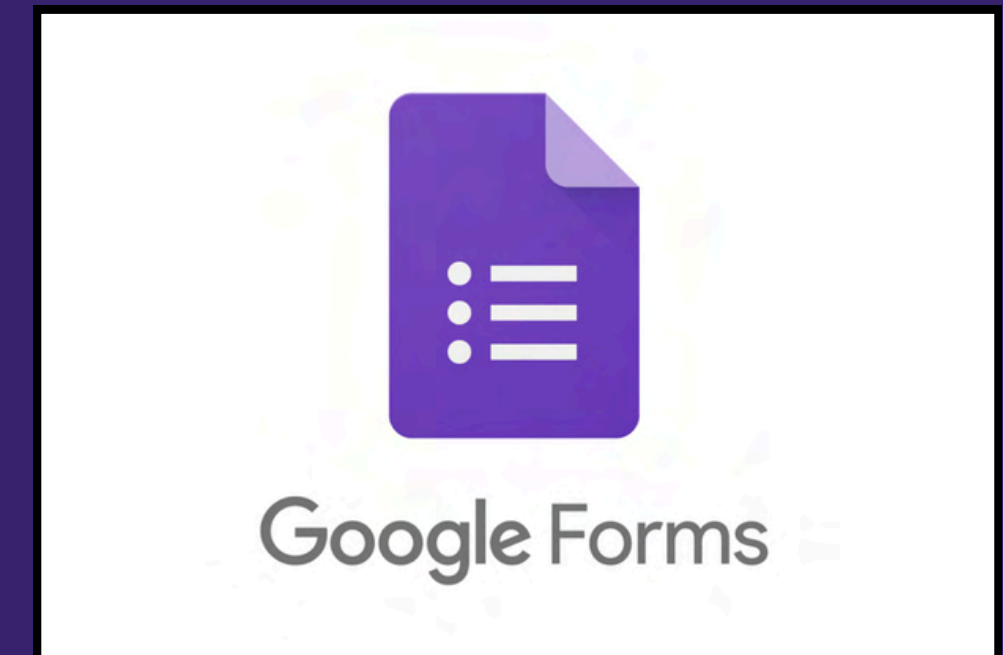- Simplifies event searches for residents and visitors

Public Art **Signage** **Streetscape** **Media** **Governance**

Media Intern

Media Intern: Raymond Highschool	Media intern position to manage Facebook & Website; Assist in online presence and **city branding**; Partner with **Raymond High school** CTE program; Provides opportunity for **professional growth**.	*City of Raymond Facebook*	$	Medium	2

- Serves as an active leadership position for a passionate community member
- Professional experience
  - Target Raymond HS students
- Focuses on smaller-scale projects such as social media and outreach
- Supportive role to overburdened city employees

Public Art   Signage   Streetscape   Media   Governance

Mediator Group

Mediator Group:	Mediator group to facilitate **decision making** and coordinate development projects; Composed of **local stakeholders**, business owners, & residents; Prioritizes **local knowledge** & experience.	transformativeconversations.com	$	Short	1

- **Neutral party** between artists & business owners
- Adapts community wishes to actionable projects
- Relieves city employees of unmanageable roles

Google Forms

eventbrite

Public Art **Signage** **Streetscape** **Media** **Governance**

Case Study

Murals: Approach, Implementation, and Community Perception the Benefits to Community Art in Alaska

- Case Study/Dissertation that explores the processes of **creating murals**, their impact on **community engagement**, and the **cultural and social benefits** they bring to Alaskan communities
- **Mediator** between business and artist allowed for **adaptation of subject matter for property owners**
  - simultaneously resonated with community
- **Downtown Partnership** organized event
  - responsibility of off city members; invited community agency *(includes step-by-step implementation plan, including specific supplies)*

Partnership Opportunities *within* Raymond:
- Raymond High School CTE

(Demain 2021)

CONCLUSION
Next Steps

Next Steps

- Masters in Urban Planning Students (MUP) will take over the project beginning **Winter Quarter (January) 2025**
  - Send implementation plan to the next group along with feedback from Sue & Kelly
- Begin outreach for a **citizen mediator group**
  - Flyers, Google Forms, Eventbrite invitations to community meetings
- Set a preliminary date/weekend for a **community mural implementation** (Spring/Summer)
- Establish a [volunteer] position to partner with City of Raymond to begin digital presence enhancement

Thank you!