

DOWNTOWN MARKET STUDY



Introduction

Aging infrastructure around the Pateros Mall is in need of replacement. Additionally, the City of Pateros has experienced dwindling economic activity in its downtown. These issues have provided an opportunity for the City to re-think the downtown landscape and downtown experience.

The Pateros Downtown Market Study has been developed through a design thinking approach that provides guidance to the City of Pateros on how the Pateros Mall can be set up for economic opportunities and includes a conceptual mall plan with overall layout, needed infrastructure, proposed hardscapes, potential structures, ideas for incorporation of public art, etc.

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

The team of Varella Engineering and Management, SPVV Landscape Architects, and Upward 7 Consulting have worked in cooperation with the City of Pateros to engage with business owners, stakeholders, community market organizers and vendors, event attendees, and community members to obtain insight and guidance for the future of Downtown Pateros and the Pateros Mall area.

The following questions will be answered in this 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?

Community Profile



Pateros, WA is located in the heart of north central Washington State in Okanogan County with a 2023 City population of 595 residents. Pateros is a small, riverfront community that is located in the foothills of the Cascades and the confluence of the Columbia and Methow River. Pateros is a “recreation basecamp” for the eastern slopes of the Cascades; the Methow, Okanogan, and Columbia river basins; and the desert landscapes of eastern Washington.

“Okanogan County is Washington’s largest county, larger than the state of Delaware, Connecticut, or Rhode Island. Public lands cover 70% of the county and the density of population is less than 8 persons per square mile. The Pateros School District has about 250 kids spread out over about 250 square miles. Pateros is the southern gateway to Okanogan County and commerce that extends along the US-97 and rail corridor to Canada. In addition to a profitable tourism industry, Pateros has a long history of growing and processing fresh fruit. The first crops of the early 1900s were sent out by steamboat and rail, and now an average of 1700 trucks pass through Pateros each day, many in route to deliver fresh fruit to the greater US or internationally through the ports of Seattle or Tacoma.”

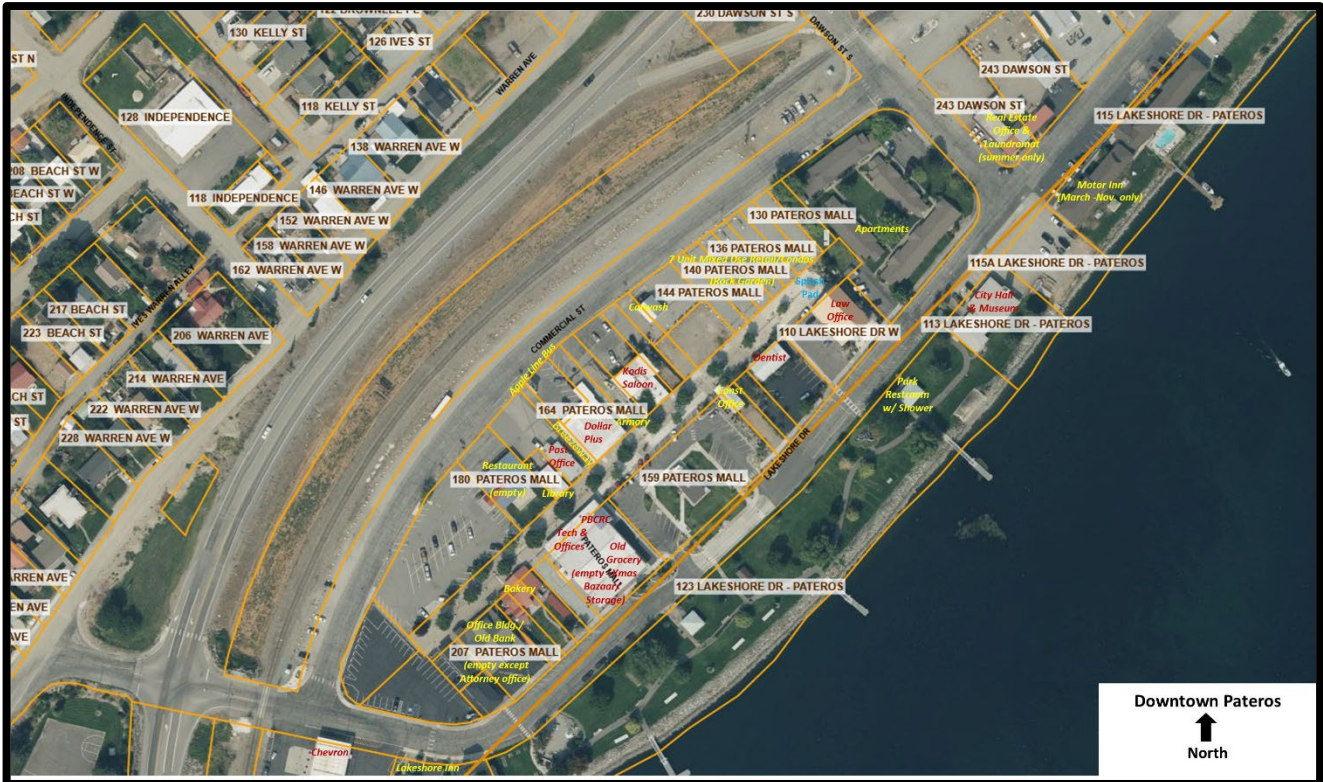
Pateros is a year-round haven for recreation with four seasons of sunshine (an average of 200 days of sun per year), a dry climate (average of 18” of rain per year), and is home to multiple community events including the famous Apple Pie Jamboree (third weekend in July) and the Pateros Hydro Classic in August. Summertime brings temperatures that average in the upper 80’s and winter can bring six feet of snow with temperatures that average in the low 30’s.



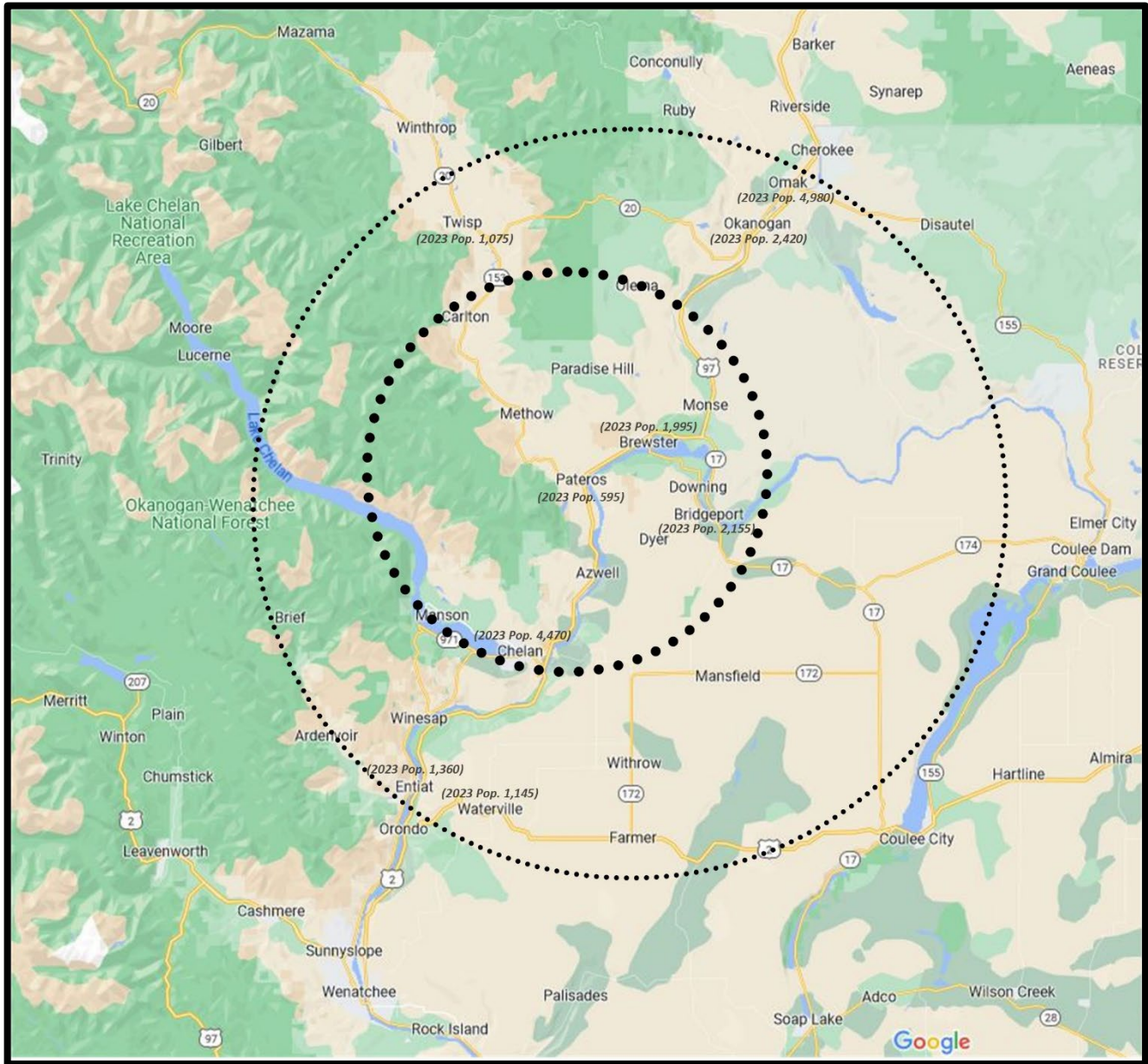
“Pateros has a long history of hospitality, as its first commercial establishment was the Ives Hotel and Livery built on the banks of the Columbia in 1894. Today Memorial Park sits on that site, and the City has five waterfront parks, two boat launches, walking trails, and camping areas. The popular City parks are directly connected to the downtown business core.”



“Pateros is connected, while being about as far away from the big city as it can get,” centrally located between the big cities of Spokane (144 miles away) and Seattle (199 miles away), Pateros is rich in history and resilient to disaster (2014 Carlton Complex Fire). Residents of Pateros work in surrounding hospitals, schools, local government, agriculture, retail, and hospitality industries. Downtown Pateros has two lakefront lodging establishments, a gas station, City Hall, and a museum, along with the Pateros Mall, which is lined with a general store, a popular bakery, a saloon, a public library, the post office, multiple offices, and plenty of space for business opportunities. “People choose Pateros for the quality of life it offers. It is simpler, slower, and real!”



The following map represents approximately a 30 minute and a 45 minute drive from Pateros.



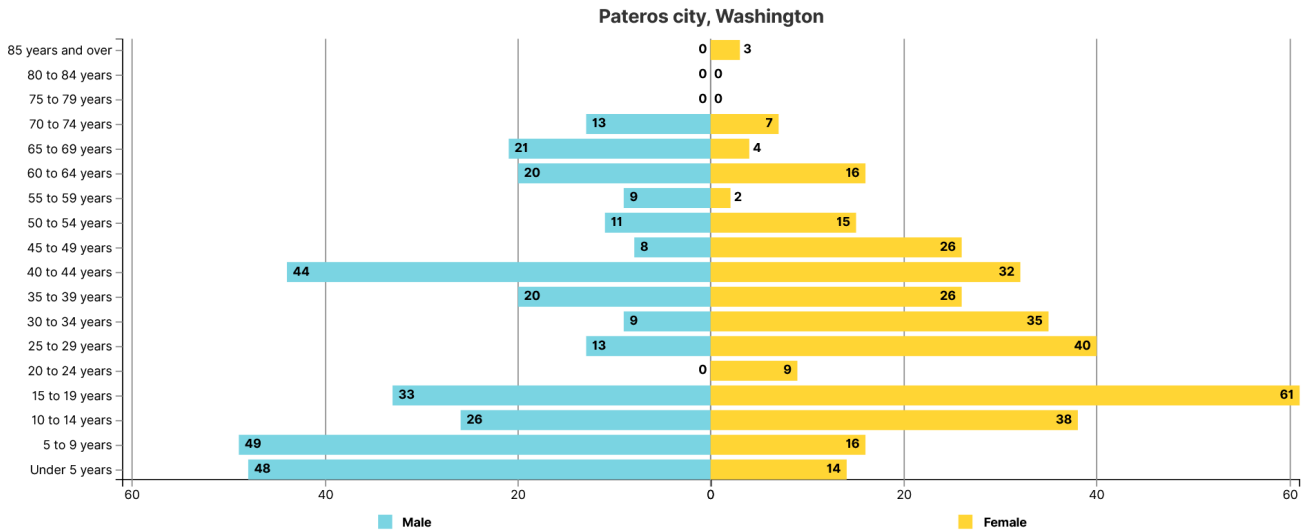
City Demographics

City of Pateros, WA

| | |
|--|---|
| <p>Populations and People Total Population 593 <i>P1 2020 Decennial Census</i></p> | <p>Income and Poverty Median Household Income \$64,531 <i>S1901 2022 American Community Survey 5-Year Estimates</i></p> |
| <p>Education Bachelor's Degree or Higher 13.4% <i>S1501 2022 American Community Survey 5-Year Estimates</i></p> | <p>Employment Employment Rate 59.6% <i>DP03 2022 American Community Survey 5-Year Estimates</i></p> |
| <p>Housing Total Housing Units 250 <i>H1 2020 Decennial Census</i></p> | <p>Health Without Health Care Coverage 19.0% <i>S2701 2022 American Community Survey 5-Year Estimates</i></p> |
| <p>Families and Living Arrangements Total Households 195 <i>DP02 2022 American Community Survey 5-Year Estimates</i></p> | <p>Race and Ethnicity Hispanic or Latino (of any race) 242 <i>P9 2020 Decennial Census</i></p> |

| | | |
|--|---|---|
| <p>Age and Sex 27.9 ± 5.6 Median Age in Pateros city, Washington 38.4 ± 0.2 Median Age in Washington <i>S0101 2022 American Community Survey 5-Year Estimates</i></p> | <p>Older Population 7.2% ± 5.2% 65 Years and Older in Pateros city, Washington 16.8% ± 0.1% 65 Years and Older in Washington <i>DP05 2022 American Community Survey 5-Year Estimates</i></p> | <p>Income and Earnings \$64,531 ± \$38,064 Median Household Income in Pateros city, Washington \$91,306 ± \$841 Median Household Income in Washington <i>S1901 2022 American Community Survey 5-Year Estimates</i></p> |
|--|---|---|

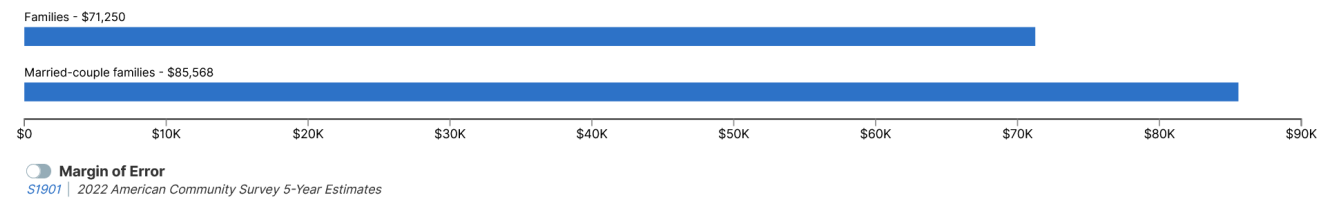
Population Pyramid: Population by Age and Sex in Pateros city, Washington



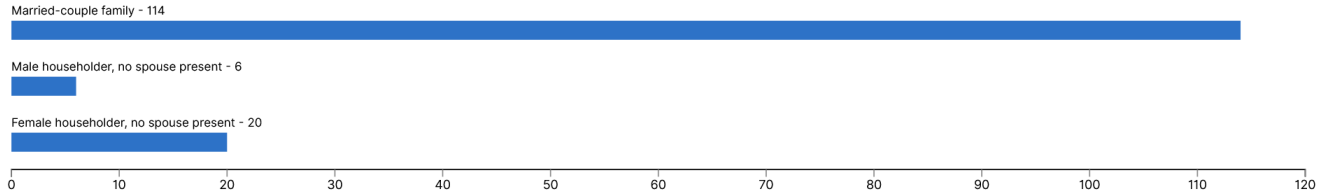
Margin of Error
S0101 | 2022 ACS 5-Year Estimates Subject Tables

Families with kids are the largest portion of the Pateros population and have a higher median income.

Median Income by Types of Families in Pateros city, Washington



Owner Occupied Housing Units by Types of Households in Pateros city, Washington



Margin of Error

S2501 | 2022 American Community Survey 5-Year Estimates

Financial Characteristics

\$725 ± \$542

Median Gross Rent in Pateros city, Washington

\$1,630 ± \$14

Median Gross Rent in Washington

DP04 | 2022 American Community Survey 5-Year Estimates

Homeownership Rate

80.0% ± 13.2%

Homeownership Rate in Pateros city, Washington

64.2% ± 0.4%

Homeownership Rate in Washington

DP04 | 2022 American Community Survey 5-Year Estimates

Families and Household Characteristics

3.68 ± 0.78

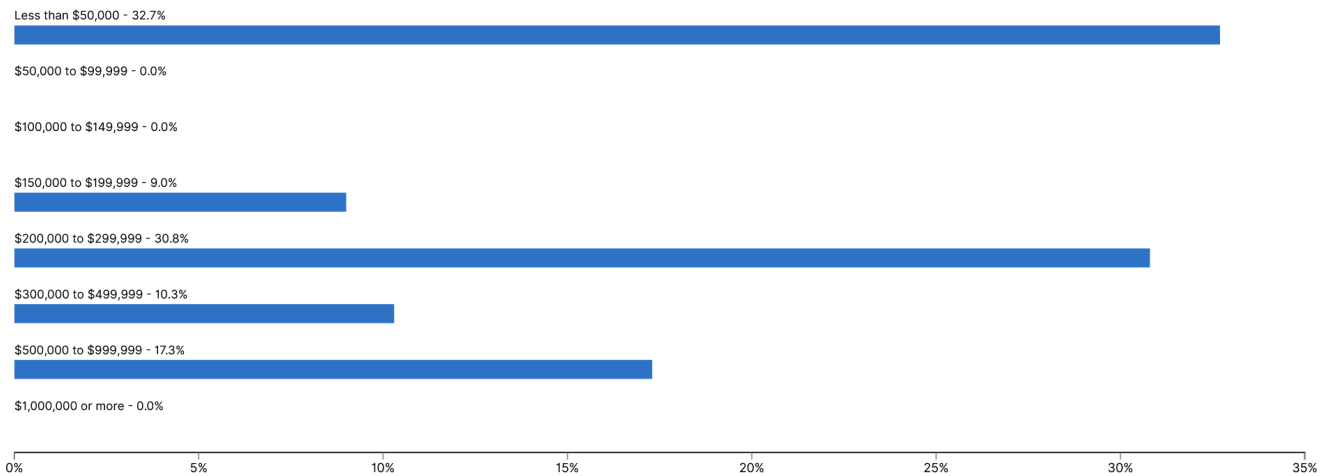
Average Family Size in Pateros city, Washington

3.05 ± 0.02

Average Family Size in Washington

DP02 | 2022 American Community Survey 5-Year Estimates

Housing Value in Pateros city, Washington

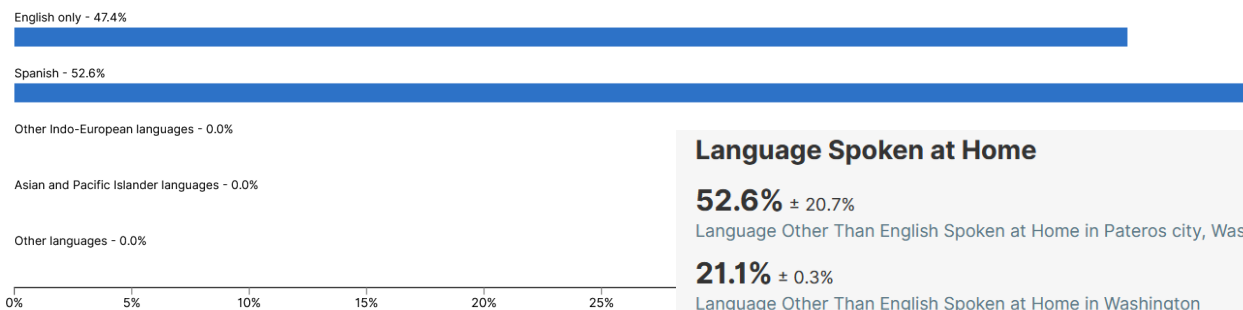


Margin of Error

DP04 | 2022 American Community Survey 5-Year Estimates

Pateros families are larger than the WA State average with 3.68 persons per household in Pateros, they generally pay less for housing, and they choose to purchase their homes. Pateros also has a very significant population that speaks Spanish which needs to be considered in all aspects, including business marketing.

Types of Language Spoken at Home in Pateros city, Washington



Margin of Error

S1601 | 2022 American Community Survey 5-Year Estimates

Language Spoken at Home

52.6% ± 20.7%

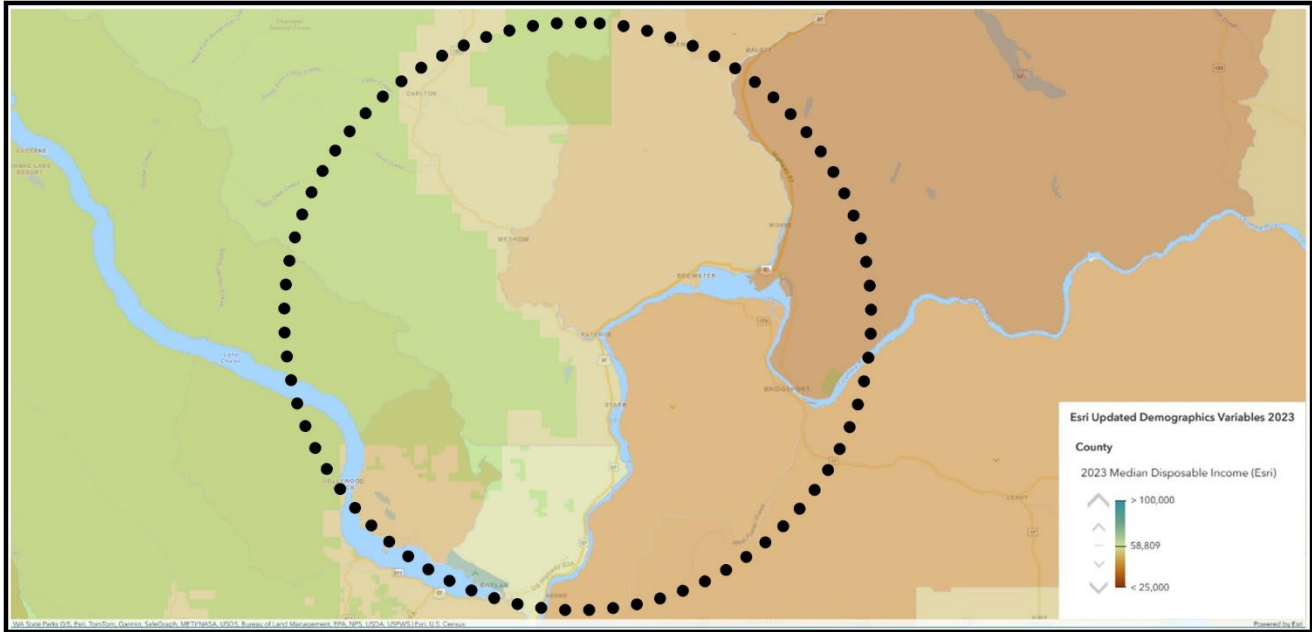
Language Other Than English Spoken at Home in Pateros city, Washington

21.1% ± 0.3%

Language Other Than English Spoken at Home in Washington

S1601 | 2022 American Community Survey 5-Year Estimates

The following map shows median disposable income within 30 minutes of Pateros, WA for 2023. Pateros is at the center of an Okanogan County median disposable income which ranges from \$42,735 - \$54,534 and the median household income is expected to grow over the next 5 years. People with a higher disposable income can spend more on products and services.



As discussed in the Pateros Downtown Market Study – Public Participation & Research Summary (contained in appendix), ten case studies were researched as examples for downtown revitalization. The following chart compares the disposable and median household incomes of the case study locations in comparison to Pateros, WA, sorted by 2023 disposable income. With its ranking, disposable income should play a positive factor in economic development for the Pateros Mall.

| Location | Project | Population | 2023 Disposable Income | 2023 Median Household Income | 5 Year Predicted Rate of Change for Median Household Income |
|--------------------|-------------------------------|-------------------|------------------------|------------------------------|---|
| Muskegon, MI | Western Market | 37,700 | \$20,665 | \$22,928 | +1.87 (\$25,150) |
| Wenatchee, WA | Pybus Market | 35,500 | \$32,553 | \$37,618 | +2.37 (\$42,289) |
| Grand Rapids, MI | Downtown Market | 196,908 | \$36,624 | \$41,949 | +2.88 (\$48,345) |
| Lee's Summit, MO | Downtown Market Plaza | 103,465 | \$45,317 | \$58,863 | +2.53 (\$61,023) |
| Pateros, WA | Pateros Mall | 595 | \$48,898 | \$56,276 | +0.92 (\$58,927) |
| Coon Rapids, IA | Main Street | 1,300 | \$51,084 | \$58,494 | +1.79 (\$63,908) |
| Twisp, WA | Methow Valley Farmer's Market | CCD Approx. 6,000 | \$54,534 | \$65,047 | +3.43 (\$76,985) |
| Cape May, NJ | Washington Street Mall | 2,850 | \$54,852 | \$71,906 | +2.07 (\$79,650) |
| Evansville, MN | Main Street Market | 580 | \$56,516 | \$74,741 | +1.69 (\$81,293) |
| Story City, IA | Downtown Story City | 3,500 | \$66,102 | \$81,291 | +3.36 (\$95,913) |
| Smithtown, NY | Kings Park Downtown | 26,300 | \$85,049 | \$107,475 | +3.28 (\$126,305) |

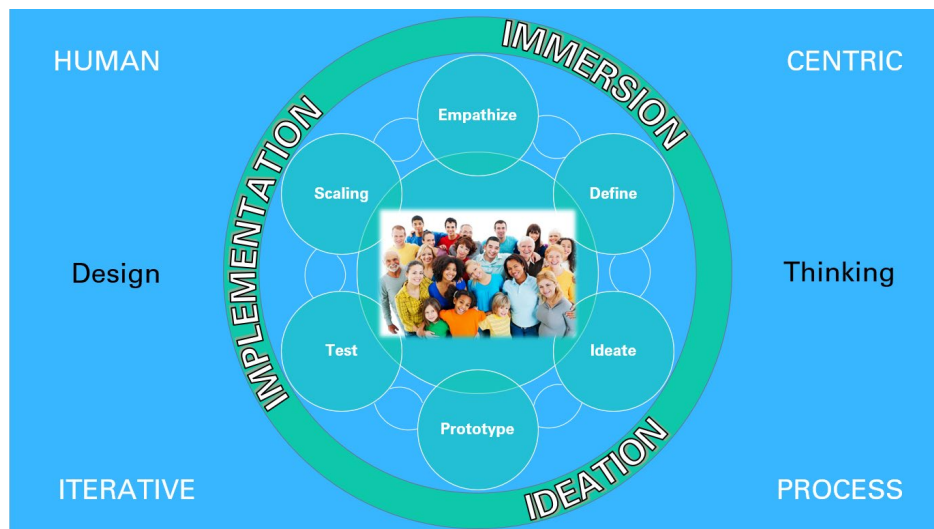
<https://doc.arcgis.com/en/esri-demographics/latest/regional-data/united-states.htm>

City of Pateros Economic Development Goals



Design Thinking Based Foundation

Utilizing a design thinking approach requires numerous public participation opportunities and extensive research in order to receive the information needed to truly understand the user experience, issues, needs, etc. for a project. For the Pateros Downtown Market Study, information has been gathered through comprehensive background research, review of examples / case studies (listed in table on page 8), and through a broad public participation approach that has laid the foundation for the study and the design development plan for the Pateros Mall.





STAGES/PHASES OF DESIGN THINKING

1. Empathize - public participation (surveys, interviews), background, & research

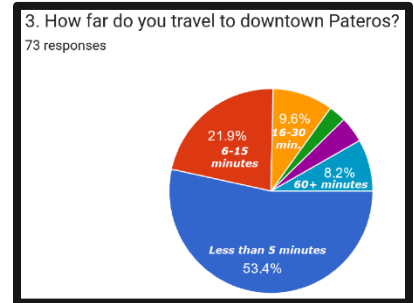
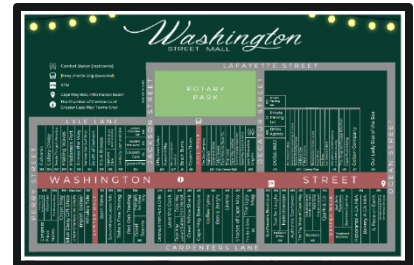
- Background research and review of examples / case studies – July to December 2023
- Information Booth at Pateros Community Market & Hydro Races w/ Community Survey Kickoff - August 2023
- Community Survey - August to October 2023 (73 Responses)
- Business Survey - September to October 2023 (1 Response)
- Interviews - August to November 2023
 - City Council Park & Street Committee
 - Community Market Committee Member
 - City Building Inspector
 - Pateros Librarian
 - Economic Alliance Executive Director



2. Define - summarize feedback & prepare problem/opportunity statement

**DESIGN THINKING PROBLEM STATEMENT –
FRAMING THE PROBLEM INTO OPPORTUNITY**

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



3. Ideate - present summary & statement(s) to focus group for feedback

- Focus Group Public Participation & Research Summary - December 2023

4. Prototype - w/ SPVV concepts

- Design Charrette w/ Project Team - January 2024

5. Test - Feedback on SPVV concepts & draft downtown market study

- Focus Group Mall Design Concepts Presentation - February 2024
- Focus Group Design Development Plan for Mall & Downtown Market Study - March 2024
- City Council Briefing (Focus Group Attendance Encouraged) - March 2024
- Pateros Easter Egg Hunt (Project Display) - March 2024

6. Implement - Finalize Downtown Market Study

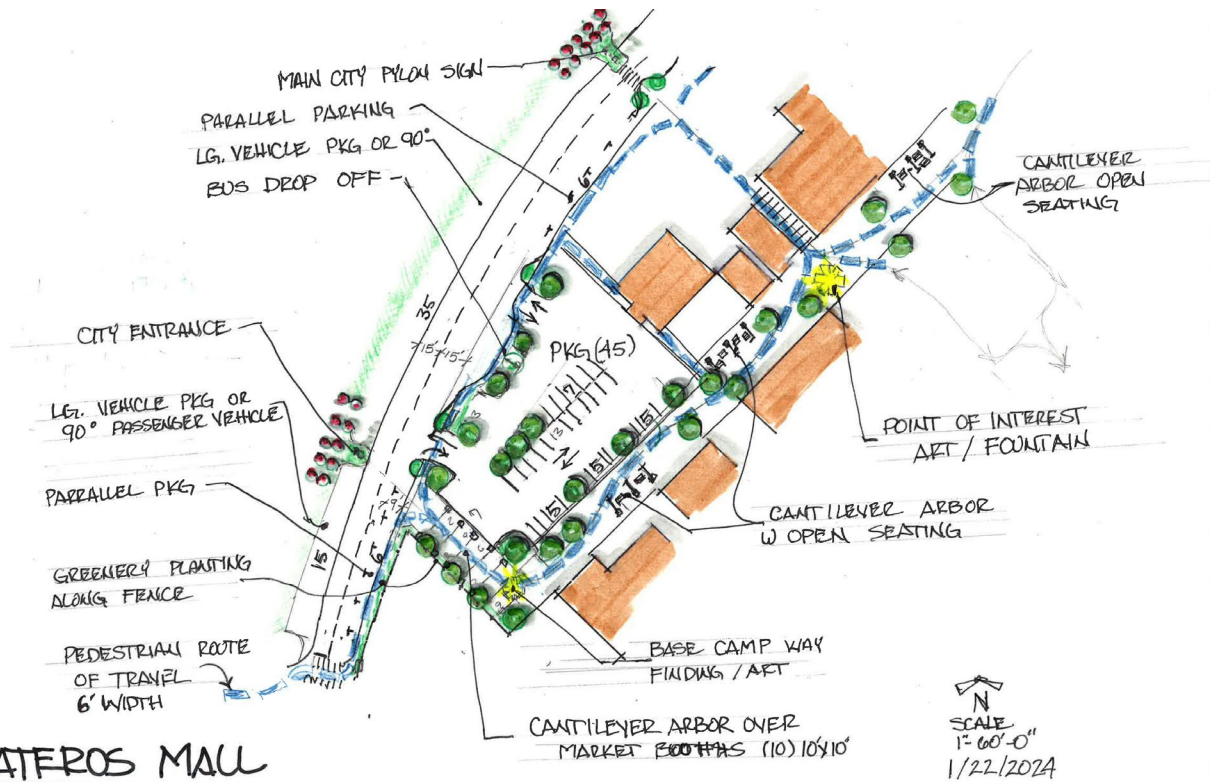
- City Council (Focus Group Attendance Encouraged) - April/May 2024
- Finalize Design Plans, Prepare Construction Documents, & Obtain Funding for the Pateros Mall Project
- Pateros Mall Project - Construction Anticipated 2026

*The complete Pateros Downtown Market Study -
Public Participation & Research Summary is contained in Appendix*

WHAT DOES THE PATEROS MALL NEED ACCORDING TO SURVEYS & INTERVIEWS?

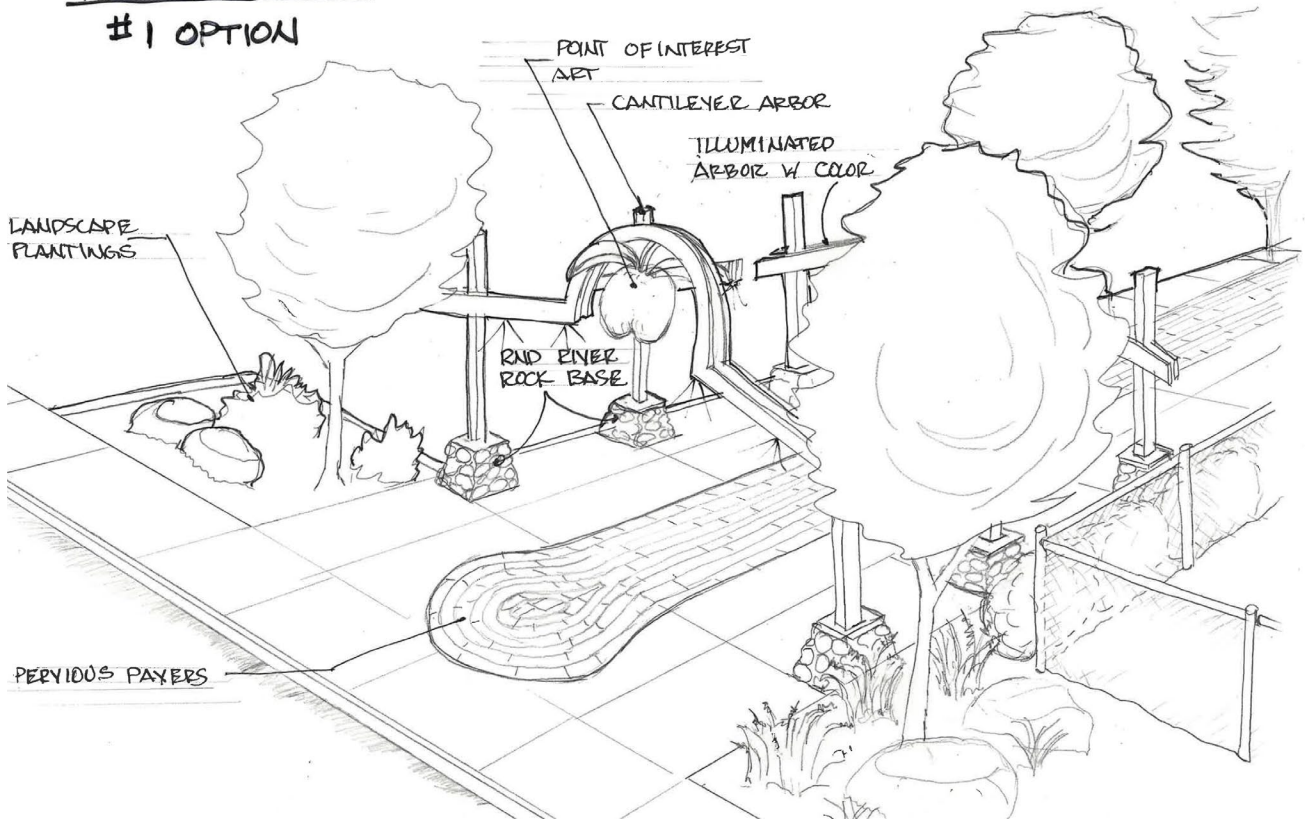
| | |
|---|---|
| <ul style="list-style-type: none"> • More Food - <ul style="list-style-type: none"> • Grocery store, more restaurants, ice cream, froyo, food trucks • Indoor coffee shop or wine bar to sit and visit • More places to sit inside and look out onto the park and river • More Shopping - <ul style="list-style-type: none"> • Sporting goods, hardware, clothing, general store • Gas access for boats from the river • Personal Care – Massage, hair, nail salon • More Entertainment - <ul style="list-style-type: none"> • Theater/movies & live music – with concessions • Water equipment rental • Place for kids to play & teens to hang out • Additional family events / activities <ul style="list-style-type: none"> • Collaborate w/ school to avoid scheduling conflicts • More intergenerational opportunities / classes / lessons • Expand Community Market <ul style="list-style-type: none"> • Size & duration • Can remain volunteer run w/ additional assistance • City involvement w/ refuse control and advertising/promoting • Theme Ideas – <ul style="list-style-type: none"> • Rock/timber, family, & paddle wheel boat (Ives Landing) • People, some life, anything that draws in families <ul style="list-style-type: none"> • Increased gathering businesses/spaces vs. transactional • More open businesses & more housing | <ul style="list-style-type: none"> • Infrastructure / Amenities – <ul style="list-style-type: none"> • Shade, shelter from sun & rain/snow <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Decorative “twinkle” lighting / tree lighting • Layout community market booths along mall w/o blocking businesses <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Increased visual appeal / more inviting / draw from Hwy 97 • A reason to visit year-round <ul style="list-style-type: none"> • What draws Pateros residents to visit other places? |
|---|---|

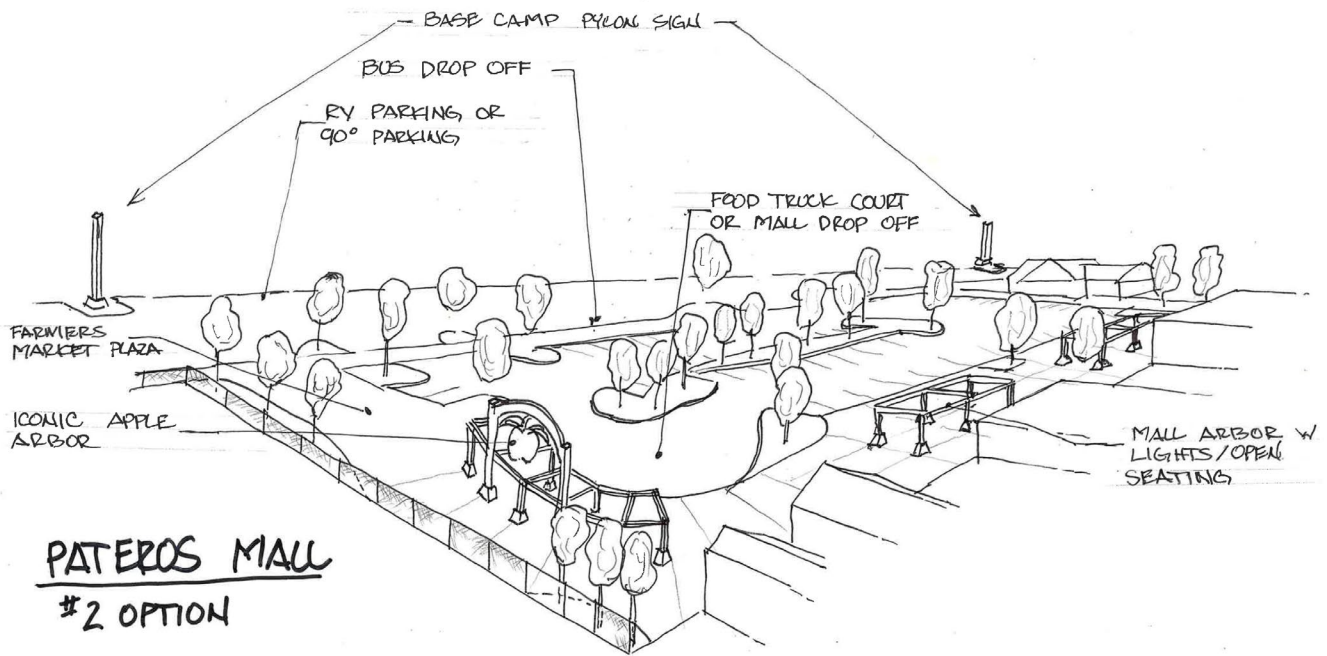
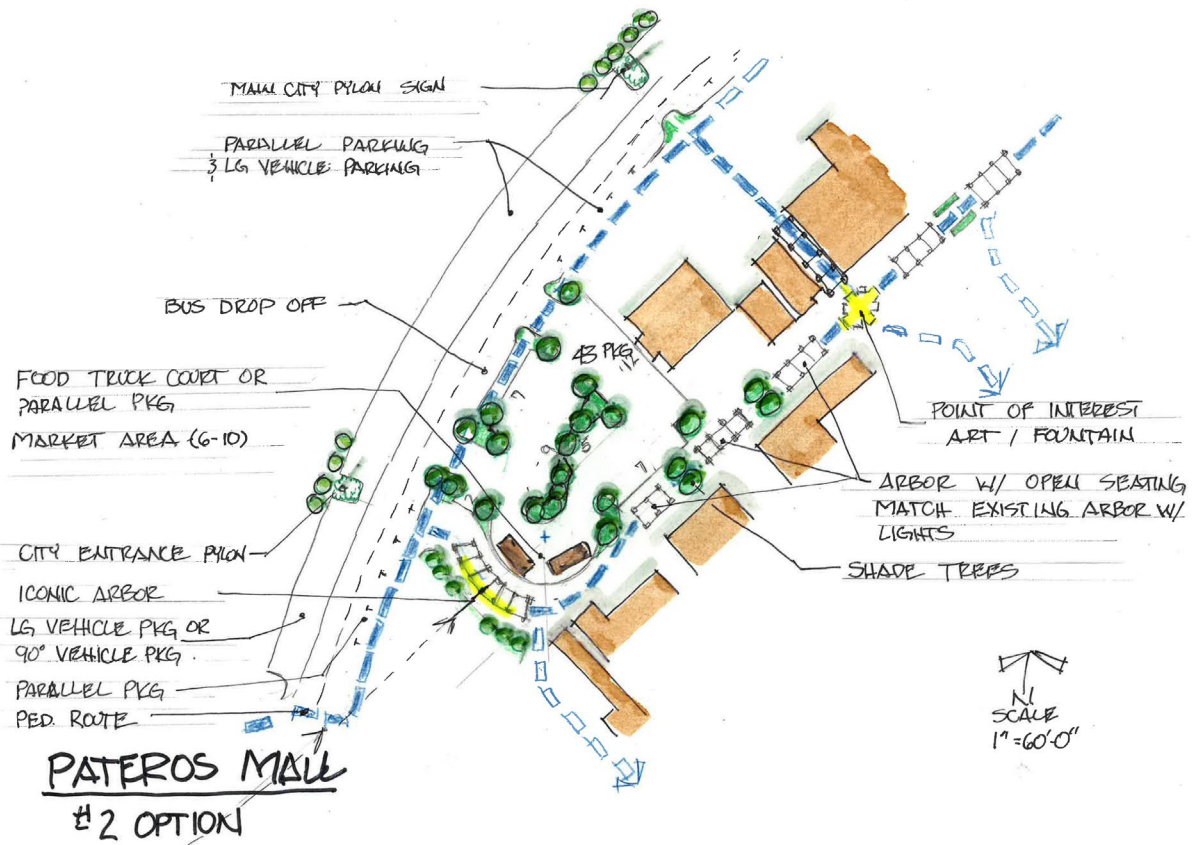
PATEROS MALL DESIGN CONCEPTS (prepared by SPVV Landscape Architects)

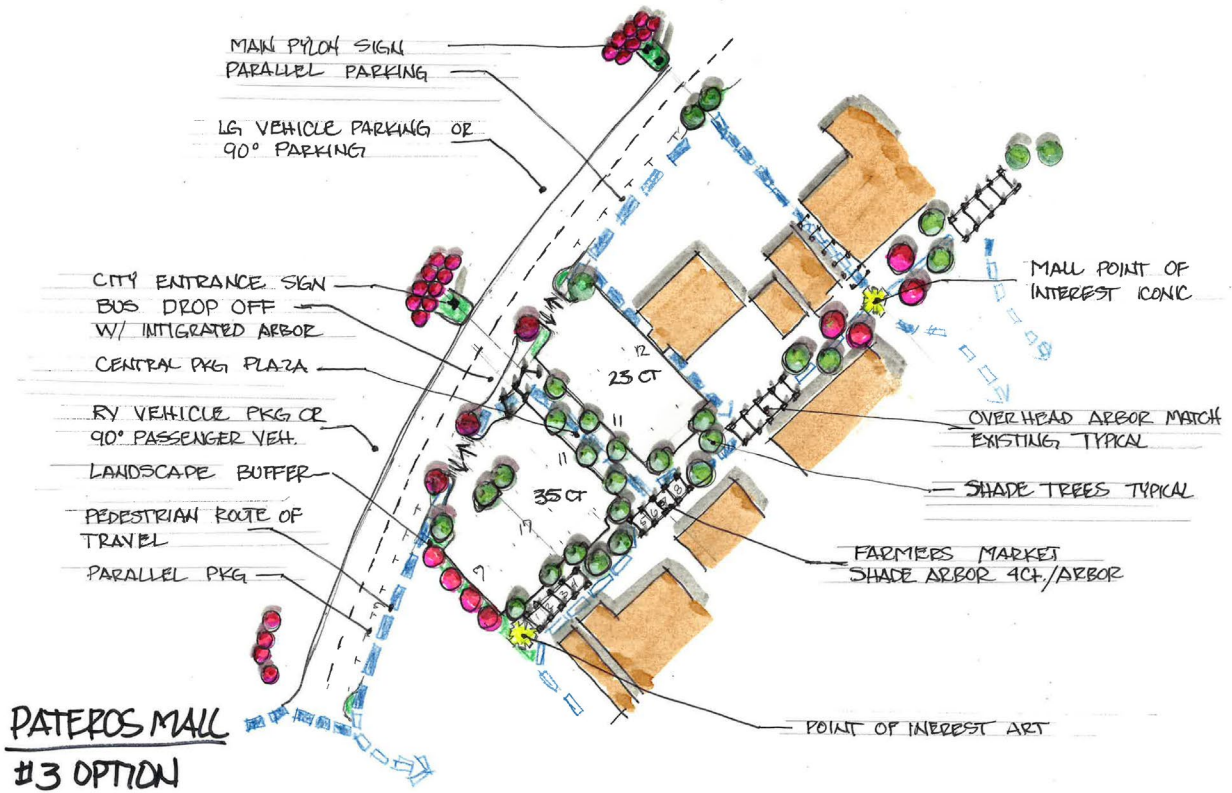


PATEROS MALL
#1 OPTION

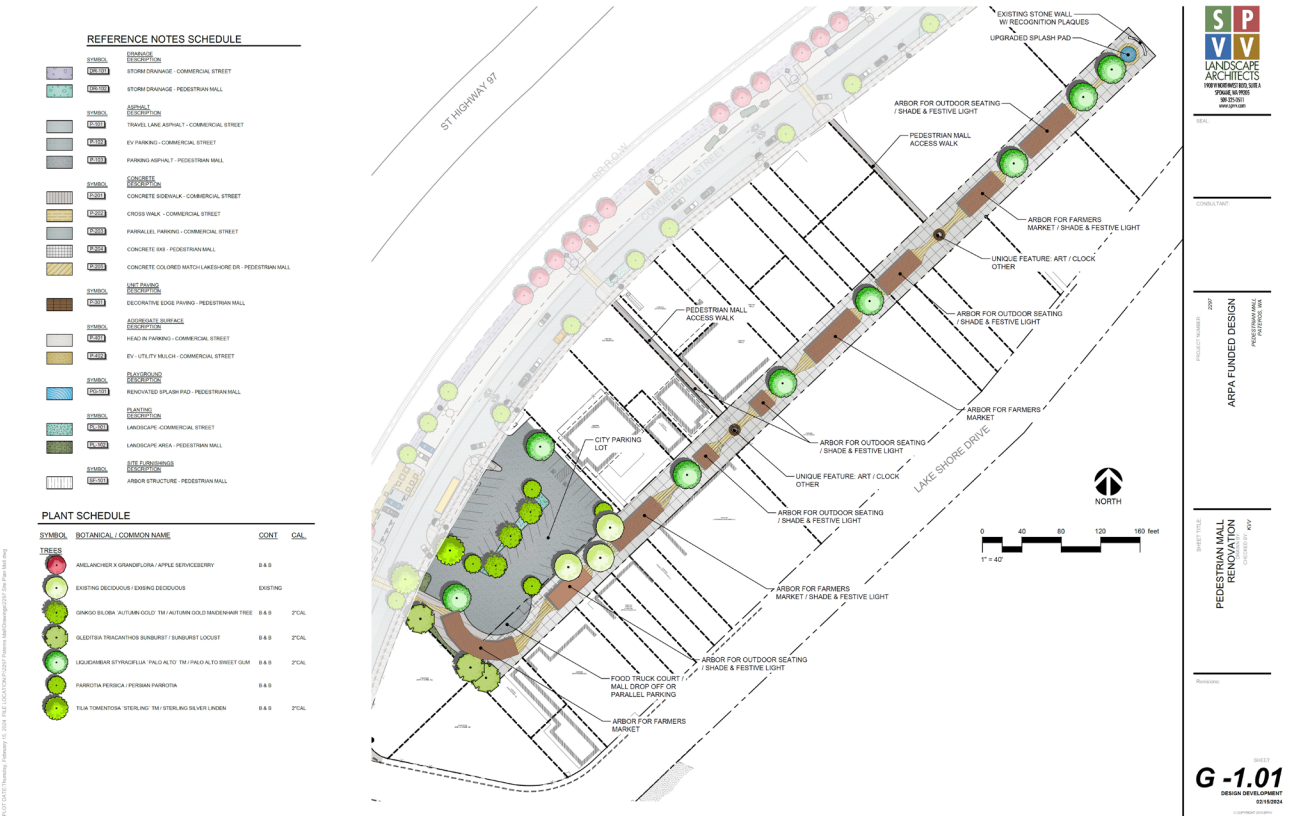
PATEROS MALL
#1 OPTION







Option #2 was selected by the Focus Group to begin the Pateros Mall Design Development Plan



RESEARCH SUMMARY

Lessons from successful places & tactics utilized:

<https://www.epa.gov/smartgrowth/how-small-towns-and-cities-can-use-local-assets-rebuild-their-economies>

- [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.”

Placemaking means creating places and focuses on transforming public spaces to strengthen the connections between people and these places. “Placemaking is the process of creating quality places that people want to live, work, play, and learn in.”

<https://www.cnu.org/publicsquare/four-types-placemaking>

- [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
(Pateros Downtown Market Study – Public Participation & Research Summary contained in appendix)

Resource - Main Street America <https://www.mainstreet.org/home>

CASE STUDY APPROACHES


As discussed in the Pateros Downtown Market Study – Public Participation & Research Summary (contained in appendix), ten case studies were researched as examples for downtown revitalization and ideas for the Pateros Mall. For reference, Pateros, WA has a population of 595.

[Main Street Market - Evansville, MN \(580 population\)](#)

- “24/7 Grocery Model for Rural Communities” - <https://mainstreetmarket.mn/>
- “Main Street Market uses a unique hybrid model specifically designed for rural communities to solve food access challenges.”
- “Main Street Market is open as a traditional store 3 days a week while also offering a Membership that allows Members 24-hour shopping access to the store.”
 - Yearly \$75 membership plus additional \$5 per household member who plans on accessing the store via the membership is needed for 24-hour access to small town unattended grocery store (phone app or key fob unlocks store)
 - Scan and pay for items w/ phone app or self-serve kiosk
 - No membership needed to shop during normal business hours
 - Main Street Market offers a selection of mostly conventional goods, including soda, frozen pizza, cold cuts, snacks and sports drinks
 - Store has security cameras in place to monitor the aisles but mostly relies on the honor system to ensure customers pay for all the items they select (owner has the ability to disable an account from his phone at any time)
 - Advertising / updates <https://www.facebook.com/p/Main-Street-Market-100057079615598>



| | |
|-----------|-------------------|
| Monday | Closed |
| Tuesday | 9:00 am – 5:00 pm |
| Wednesday | Closed |
| Thursday | 9:00 am – 5:00 pm |
| Friday | Closed |
| Saturday | 9:00 am – 4:00 pm |
| Sunday | Closed |



- Small-town grocers can offer convenient access and operate with low overhead.
 - New Prague, MN also has Farmhouse Market which focuses on local, natural, and organic foods with a slightly higher membership fee & every supplier gets their own key card to assist with re-stocking.
- More higher-tech examples in urban settings such as Denver and San Diego.

Main Street - Coon Rapids, IA (1,300 population)

- Main Street Coon Rapids (MSCR) non-profit organization -
 - Goal is to make downtown the living room of the community by hosting events like Memorial Day Block Party and Christmas in a Small Town. They are also undergoing beautification projects like landscaping the Main Street Boulevard. While doing all of this they want to create a connection between downtown and Coon Rapids' terrific outdoor recreation opportunities. <https://www.coonrapidsiowa.com/pview.aspx?id=35883>
- 3 Transformation Strategies
 - Improve the Housing Options in Coon Rapids
 - Create a Healthy Business Climate
 - Improve the Physical Appearance & Infrastructure Downtown



Shopping Therapy
Coon Rapids, Iowa

Main Street
- Coon Rapids -

MAIN STREET
IOWA

BREAKFAST
Jenna's Tattooed Confections
T-F 6:30am - 2pm; Sat. 7:30am-2pm | 523 Main St.
Delicious coffees, smoothies, frappes and tea. Enjoy breakfast, lunch and a variety of mouthwatering sweet treats and hand-dipped ice cream.

MORNING
Coon Rapids Hardware Hank
M-F 7:30am-5pm; Sat. 8am-3pm | 615 Main St.
Home décor, appliances, furniture, toys, Coon Rapids apparel, sporting goods, farm and ranch, home goods, paint, hardware and more.

MORNING
Nature Ammil
W-F 10:30am - 5pm, Sat. 11am - 4pm | 408 Main St.
Antique mall, handmade artisan items, vintage ice cream soda shop.

LUNCH
Chuck's Bar & Grill
Coon Bowl III
Chuck's Bar & Grill
M-TH 10am - 9pm, F-Sat. 10am-close, Sun. 10am - 7 pm | 512 Main St.
Coon Bowl III
M-TH 11am-8pm; F-Sat. 11am-9pm | 223 6th Ave.

AFTERNOON
New Hope Bargain Shoppe
M-F 10am -5pm Sat. 10am - 4pm | 501 Main St.
Quality thrift store

AFTERNOON
Village Hobby House & Flowers
508 Main St.
Fresh floral arrangements

AFTERNOON
Style on Main
W 1-7pm; F 1-6pm; SAT 10am-3pm
521 Main St.
Fashionable tops and bottoms, shoes and accessories

AFTERNOON
Brown Bag & Co.
F 11am-6pm; Sat. 10am-3pm
500 Main
Chic home décor, candles, and trendy graphic t-shirts

DINER
La Terraza
Sun.-TH 11am-9pm; F-Sat. 11am-10pm | 501 S 5th Ave
Quality Mexican Dining

Coon Rapids
Naturally Iowa
www.coonrapidsiowa.com/mainstreet

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!”
- “Dedicated June 24th, 1971, the Mall was a construction project of the City of Cape May's Urban Renewal Program, which took place from 1965 to 1971. The purpose of the program was to turn the heart of Cape May into a charming showplace complete with a revitalized downtown area to attract hundreds of thousands of tourists while also improving quality of life for residents as well.”
- 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!)
- Management of the Mall - In 2008, in conjunction with a major renovation of the Mall, the City of Cape May created the Washington Street Mall Business Improvement District. A special assessment is imposed on properties within the District for the purposes of promoting the economic and general welfare of the District and the City. Funds are used for holiday decorations, landscaping, marketing, and other uses.
 - The Washington Street Mall Management Company, Inc. is a nonprofit Corporation created to receive and allocate the funds and manage the Mall.



Something for Everyone

The Washington Street Mall is Cape May's picturesque town square lined with unique shopping, dining, and more. We are the heart of America's Original Seaside Resort!



Refresh Your Wardrobe for Spring in the Heart of Cape May

Spring is almost here, and it's time to refresh your wardrobe with the latest fashion trends! If you're looking for a delightful shopping...

87



Romance in the Air: A Perfect Valentine's Day Getaway

Valentine's Day is just around the corner, and if you're searching for a charming and romantic destination to celebrate with your special...

217



Embracing Winter Tranquility in the Heart of Cape May

As winter blankets the charming town of Cape May, there's a distinct shift in the atmosphere. While the rest of the year typically brings...

701



Plan Your Visit

From parking information to the locations of the restrooms, find out everything you need to know to have a memorable day on the Mall.

[Map & FAQ](#)

Personalize A Mall Brick

You can now engrave your Cape May memories into one of the Mall's bricks!

[Learn More](#)

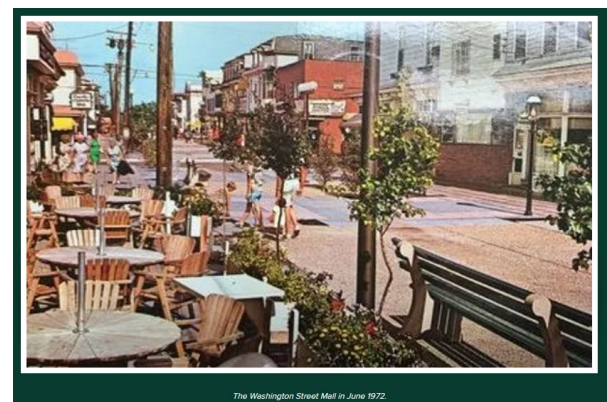
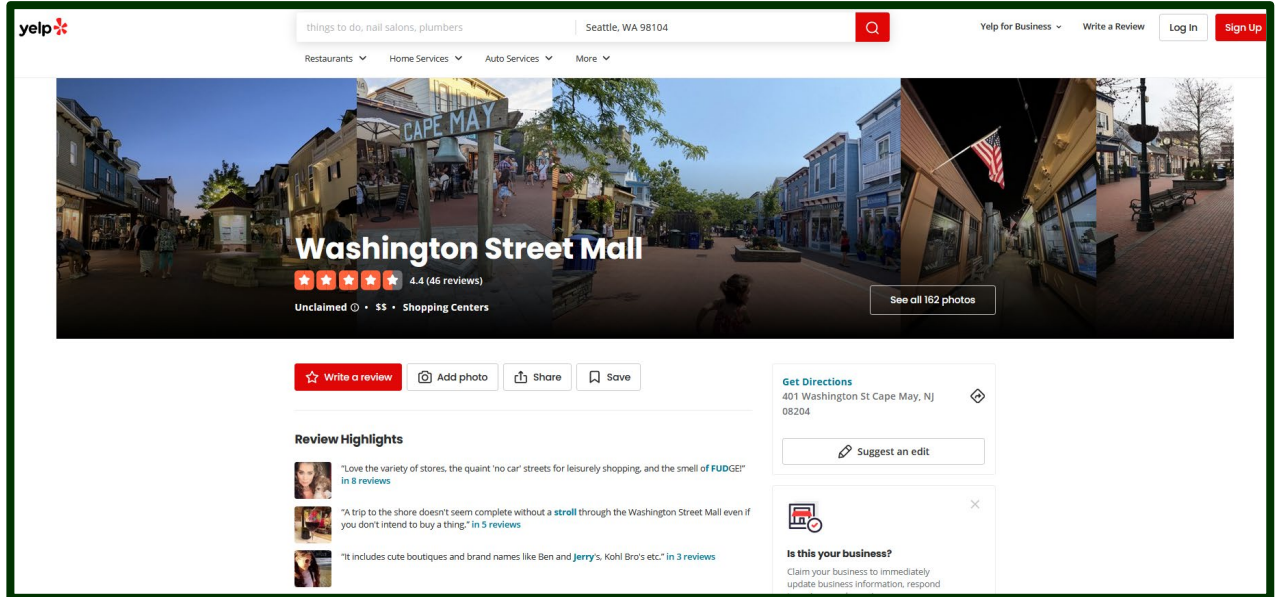
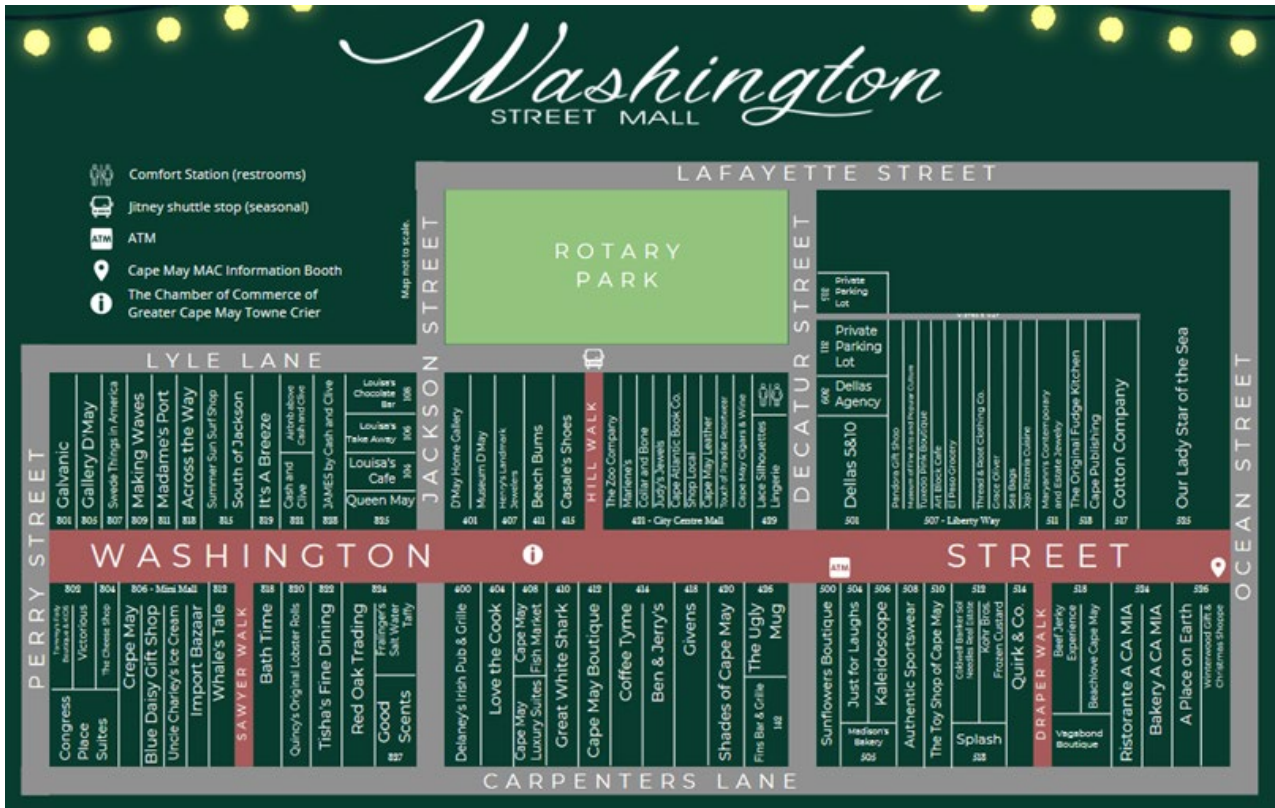


Upcoming Events

From great deals at our semiannual sidewalk sales to holiday festivities, the Mall is home to some of Cape May's most popular events.

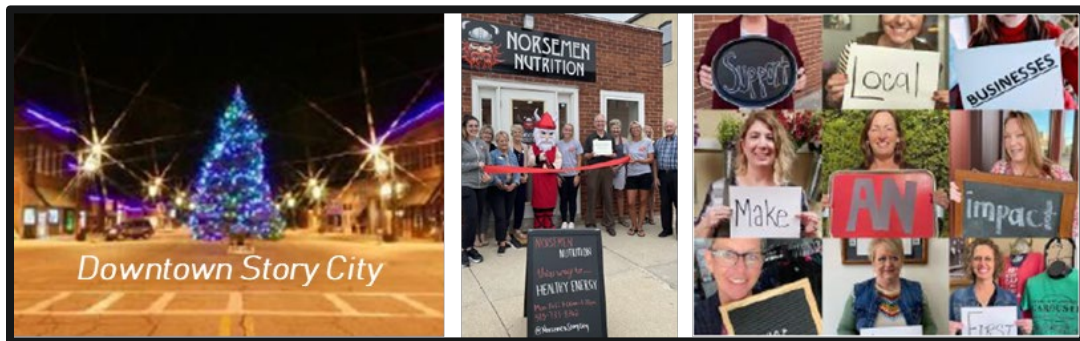
[Learn More](#)

Follow Us @washingtonstreetmall



Downtown Story City - Story City, IA (3,500 population)

- Story City Greater Chamber of Commerce (GCC) - <https://storycitygcc.org/>
 - “Story City GCC follows the National Main Street Center’s 4-point approach for downtown revitalization in a community-wide effort, remembering that the heart of our community lies in the downtown. The four key committees under the GCC Board of Directors are Promotion, Organization, Economic Vitality and Design”.
- 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)



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



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

<https://www.smithtownny.gov/555/Kings-Park-Downtown-Plan>



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) - <https://pybuspublicmarket.org/>
- “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*
- “The Pybus Market Charitable Foundation was founded in 2012 by Mike and JoAnn Walker to establish a public market for the greater community benefit. The Foundation’s strategy is to leverage the power, popularity and physical infrastructure of Pybus Public Market to create and maintain charitable activities at the Market benefiting a broad cross-section of the community. By intention, the Foundation engages in a broad set of charitable activities at Pybus Market, rather than a narrow set.”

<https://pybuspublicmarket.org/pybus-market-charitable-foundation/annual-reports/>

THE 5 ANCHORS OF PYBUS FOUNDATION



Family – provides family friendly activities and a safe place for children to discover and learn through games and competitions.



Education – Pybus University offers free classes on a variety of topics.



Arts – Pybus fosters the arts by supporting artistic educational programs and performances.



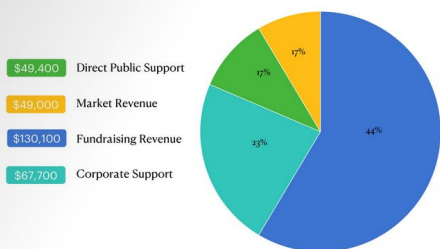
Support Non-profits by hosting and promoting other charitable activities and non-profits, providing free and reduced rate facility fees for gatherings and worship.



Community – Community Diversity and Civic Engagement which includes forums and educational community events, naturalization services and voter registration drives.

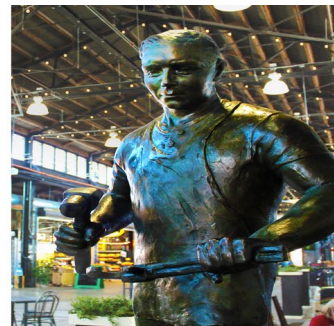


2021 Financials Pybus Charitable Foundation



Fundraising Highlights

- Taste of Pybus - \$89,081
- Pybus Pavers - \$3,097
- Give NCW - \$6,744
- Pybus Partners - \$6,320



Volunteer Opportunities

Pybus Ambassadors

- The Ambassador program puts a friendly face on Pybus Public Market.
- Meeting and greeting visitors, leading tour groups, sharing the history of the building and its unique features.
- Ambassadors also assist staff with special projects, events, fundraisers, and light building maintenance.
- Email info@pybusmarket.org to learn more.



BOARD OF DIRECTORS

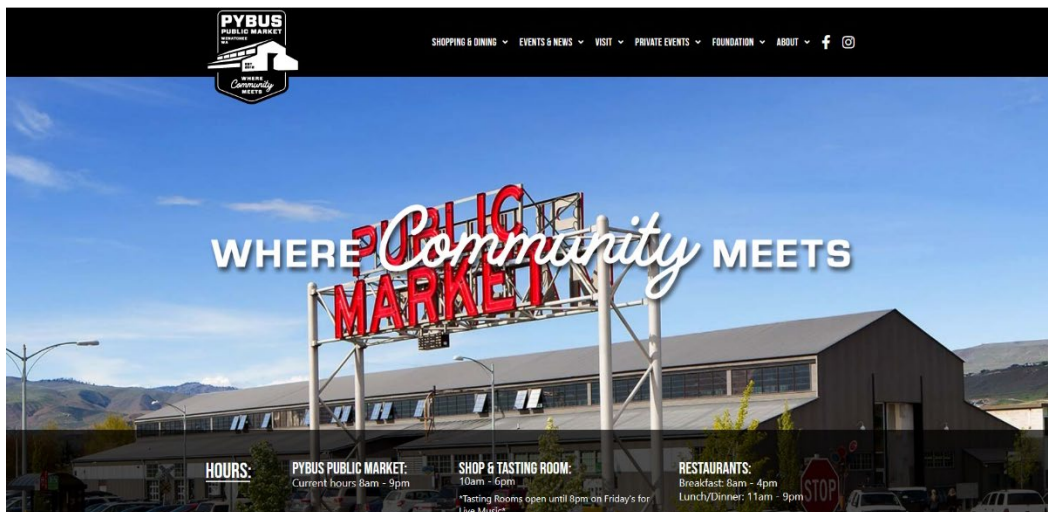
- Nate Bishop, President
- Ron Berschauer, President Elect
- Craig Homchick, Past President*
- Meaghan Greydanus, Secretary
- Chris Avey
- Cori Baulista
- Armando Bendito-Zepeda
- Mike Cattin
- Steve Crown
- Zach Davies
- Lindsey Weidenbach
- Allison Foreman
- Katie Grove
- Daryn Kinginsmith
- Steve Lee
- Annie Robertson
- Josh Tarr
- Kelly Thompson
- Pat Weinstein
- JoAnn Walker, Emeritus*
- Mike Walker, Emeritus*
- *Founding Board Members

STAFF - VOLUNTEERS

- Travis Homby, General Manager - Foundation Director
- Leslie LePore Freytag, Former Transitional Executive Director
- Johnathan Thomas, Facilities Manager
- Sarah Williamson, Events & Marketing Manager
- Jessica Mayo, Artisan & Development Manager
- Andrea Brown, Office Manager
- Tom Eberth, Facilities
- Adam Thomas, Operations
- Sara Smith, Events Coordinator
- Ken Ulrich, Facilities Volunteer
- Mary Henson, Pybus University Volunteer Coordinator

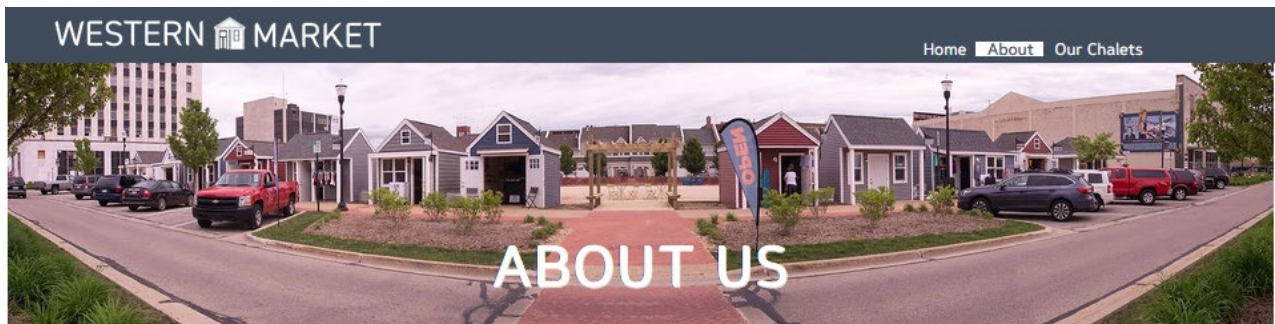
Ambassadors:

- Ann Appleby
- Pat Appleby
- Bob Floyd
- Bob Kerr
- Bobette Bush
- Dan Kelly
- Eva Adler
- Gail Phillips
- Glenn Liner
- Linda Holmes
- Sue Marshall
- Tony Fisher
- Virginia Kraft



[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.
- “Vibrant local shopping experience. Western Market is home to 17 different vendors in downtown Muskegon, offering a diverse array of culinary delights, unique crafts, and artisanal goods from local vendors. It is a vibrant community hub and a popular destination for both residents and visitors alike.”
- Open Thursdays, Fridays and Saturdays - Memorial Day through Labor Day w/ required open hours <https://www.muskegonwesternmarket.com/>



A place to connect with others who share a passion for supporting local businesses



Our story began in December 2017 when the idea of creating a unique space for small businesses to thrive took root. With a vision to support entrepreneurs and foster economic growth in our community, we embarked on a journey that would transform the landscape of downtown Muskegon.

In January of 2018, we broke ground, fueling the excitement for what was to come. Determined to create a space that would empower business owners and provide them with a platform to test their ideas, we worked tirelessly to bring our vision to life. And by May of 2018, Muskegon Western Market Downtown Chalets opened their doors to welcome a new era of entrepreneurial success.



Our chalets serve as small business incubators, offering aspiring entrepreneurs a unique opportunity to test the market before committing to a traditional brick and mortar store. We understand the challenges and risks that come with starting a business, and our goal is to provide a supportive environment where businesses can thrive and grow.

What sets Muskegon Western Market Downtown Chalets apart is our location. Situated in the heart of downtown, our chalets offer business owners the chance to witness the vibrant energy of the city while being just steps away from the beautiful waterfront. The serene view of the water creates a tranquil atmosphere that inspires creativity and provides a refreshing backdrop for work.

We take pride in our role as a catalyst for economic development and community engagement. By offering a diverse range of businesses in one centralized location, we create a dynamic marketplace that attracts locals and visitors alike. Our chalets showcase a wide array of products and services, from artisanal crafts to innovative technologies, ensuring there's something for everyone.



At Muskegon Western Market Downtown Chalets, we believe in the power of entrepreneurship and the positive impact it can have on our community. We are dedicated to providing a nurturing environment where business dreams can flourish, and connections are made.

Join us in celebrating the spirit of entrepreneurship and discover the hidden gems that await you in our charming downtown chalets. Whether you're a curious shopper, an aspiring business owner, or simply looking for a unique experience, Muskegon Western Market Downtown Chalets welcomes you with open arms.

[Meet the Chalets](#)

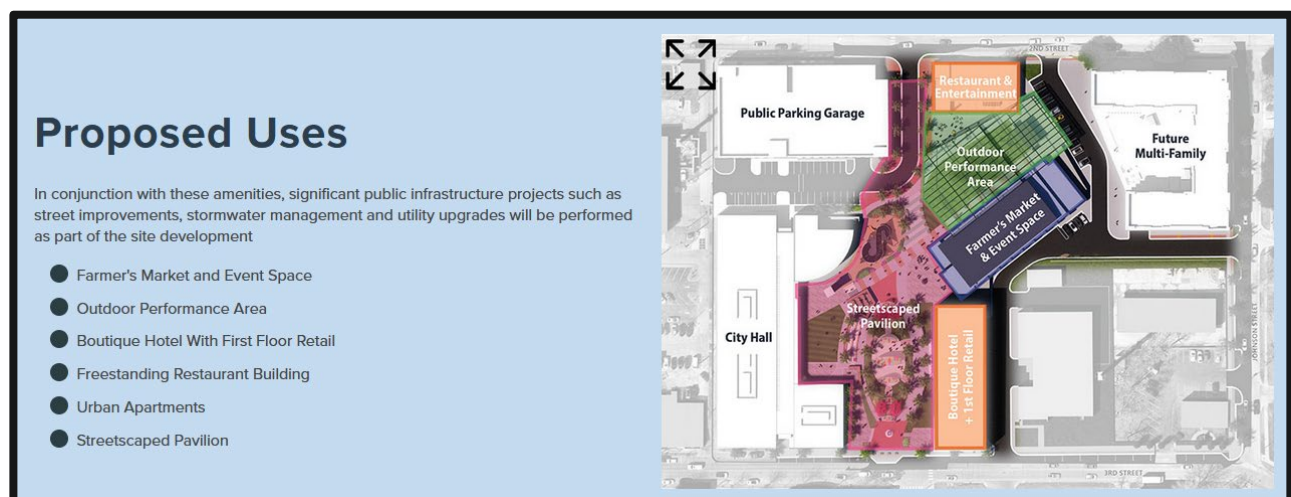




Downtown Market Plaza - Lee's Summit, MO (Kansas City Suburb 103,465 Population)

- 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)
- 2025 grand opening of the Farmer's Market and Event Space, Outdoor Performance Area and Streetscaped Pavilion with restaurant, retail, and hotel components to follow.

<https://cityofls.net/downtown-market-plaza>



Proposed Uses

In conjunction with these amenities, significant public infrastructure projects such as street improvements, stormwater management and utility upgrades will be performed as part of the site development

- Farmer's Market and Event Space
- Outdoor Performance Area
- Boutique Hotel With First Floor Retail
- Freestanding Restaurant Building
- Urban Apartments
- Streetscaped Pavilion



[Downtown Market - Grand Rapids, MI \(West Central Michigan 196,908 Population\)](#)

- Former 3.5-acre zone of vacant warehouses now a welcoming public space
- Indoor market w/ 17-22 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

<https://www.downtownmarketgr.com/>

Welcome
to a delicious destination

17 indoor food merchants and restaurants, year-round public events, award-winning event space, 4,954 square feet of commercial kitchen—all under one roof!

LEARN MORE ABOUT THE MARKET



View Market Hall Map

- A - [Love's Ice Cream & Chocolate](#)
- B - [Aperitivo](#)
- C - [Fish Lads](#)
- D - [Carvers](#)
- E - [Spice Merchants](#)
- F - [Rák Thai](#)
- G - [Old World Olive Co.](#)
- H - [Sushi Market](#)
- I - [Gabby's Gourmandise](#)
- J - [Dorothy & Tony's Popcorn](#)
- K - [High Tide Soda](#)
- L - [Pinktail Poke](#)
- M - [Field & Fire](#)
- N - [Juju Bird](#)
- O - [Cafe De Miro](#)
- P - [Tacos El Cuñado](#)
- Q - [Squibb Coffee Bar](#)

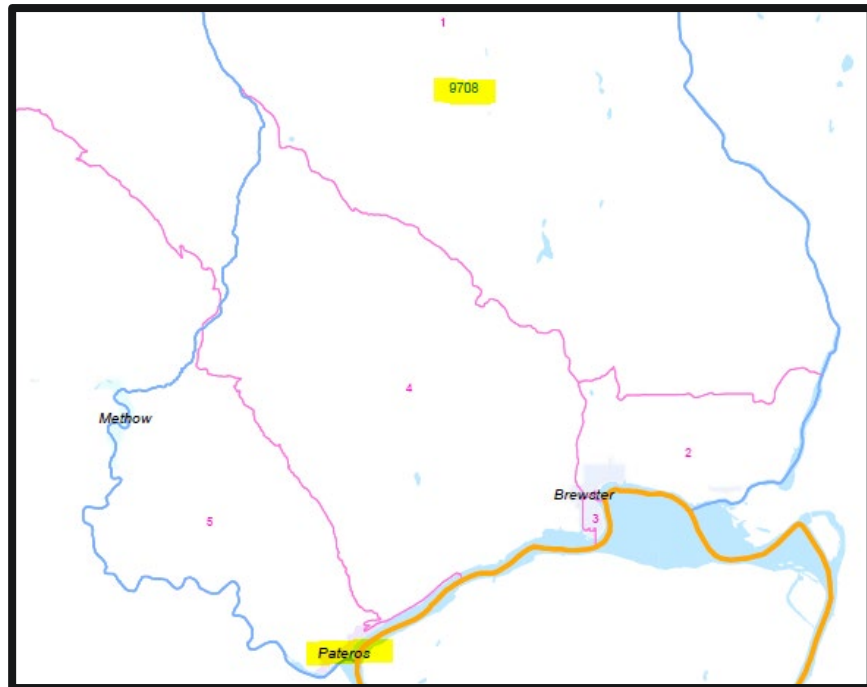


Market hall: Twenty-two market hall vendors and two restaurants bring Michigan's best food and drink to consumers each day; upstairs seating provides greenhouse and market hall views. Photo by Jeffrey Grooters.

Opportunities and Recommendations

Selected in 2018, Pateros is a federally designated “Opportunity Zone” until December 2026 with a purpose to spur economic growth and job creation in low-income communities while providing tax benefits to investors. <https://www.commerce.wa.gov/growing-the-economy/opportunity-zones/>

Pateros is part
of Okanogan
County
Census Tract
53047970800



The law passed by Congress in December of 2017 states: **Qualified Opportunity Zones (QOZ)** must be certified by the U.S. Department of the Treasury and are required to hold at least 90 percent of their assets in qualified opportunity zone businesses and/or business property. To qualify, capital gains must be invested in a Qualified Opportunity Fund within 180 days of the date of the sale or exchange that generated the gain. The tax deferral is temporary (up to nine years), and the program ends on December 31, 2026. <https://www.irs.gov/credits-deductions/opportunity-zones-frequently-asked-questions>

According to the IRS, QOZs are designed to spur economic development by providing tax incentives for investors who invest new capital in businesses operating in one or more QOZs. First, an investor can defer tax on any prior eligible gain to the extent that a corresponding amount is timely invested in a Qualified Opportunity Fund (QOF). The deferral lasts until the earlier of the date on which the investment in the QOF is sold or exchanged, or December 31, 2026. If the QOF investment is held for at least 5 years, there is a 10% exclusion of the deferred gain. If held for at least 7 years, the 10% exclusion becomes 15%. Second, if the investor holds the investment in the QOF for at least 10 years, the investor is eligible for an adjustment in the basis of the QOF investment to its fair market value on the date that the QOF investment is sold or exchanged. As a result of this basis adjustment, the appreciation in the QOF investment is never taxed. A similar rule applies to exclude the QOF investor’s share of gain and loss from sales of QOF assets.

BROADBAND / FIBER INTERNET - Pateros is connected to data with broadband fiber optic available.

ECONOMIC ALLIANCE SUGGESTIONS

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 in winter.
- Maybe some stay and play packages with the ski areas both downhill 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.

ECONOMIC ALLIANCE - ABANDONED BUILDING / VACANT LOT SUBCOMMITTEE RECOMMENDATIONS (FULL REPORT CONTAINED IN APPENDIX)

Business/Landlord License Requirement - WA State DOR website

- Revenues could be used to create an incentive program such as 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 such as 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 Owners 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.

PATEROS MALL RE-DEVELOPMENT

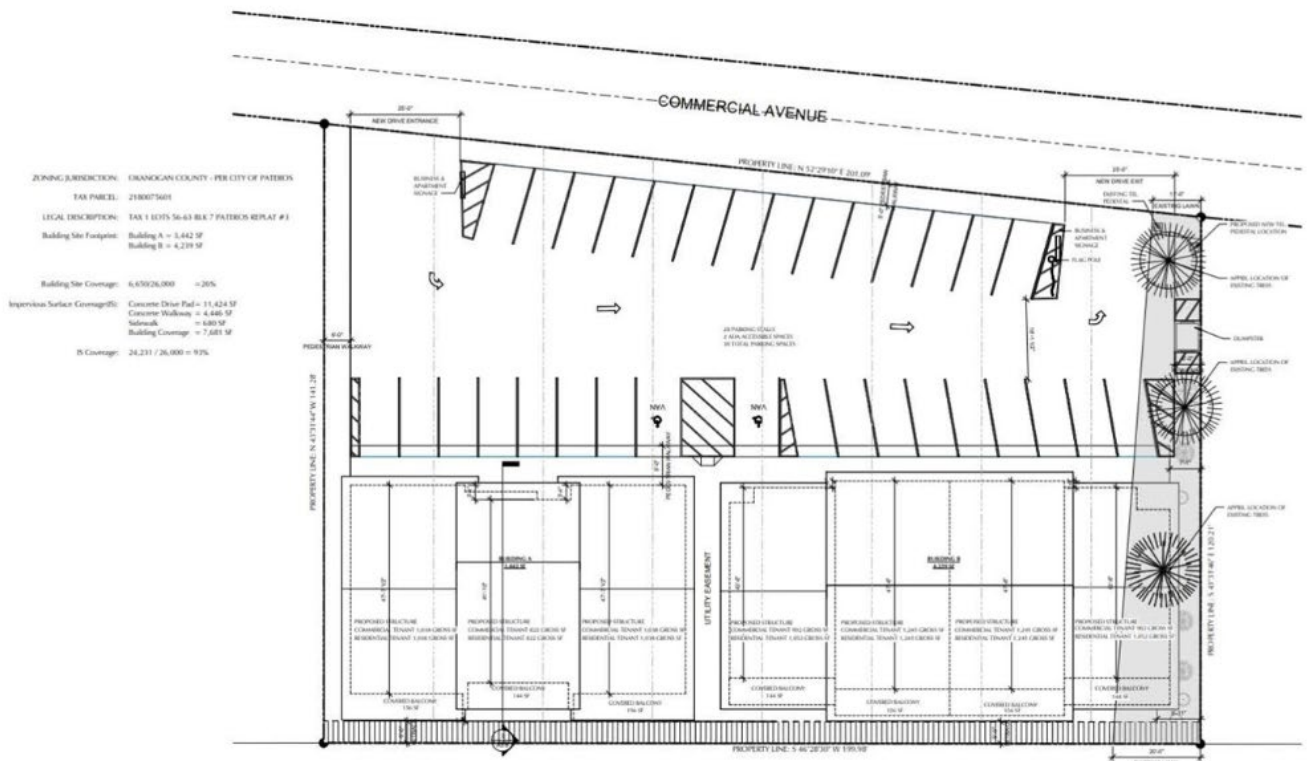
Rock Garden Mixed Use Project (Coming Soon)

Two new buildings at the north end of the Pateros Mall with a large parking area along Commercial Ave. 7 total mixed-use units with residential living space above and commercial space on the lower level. 1 & 2 bedroom units available and commercial signage is visible from Hwy 97.

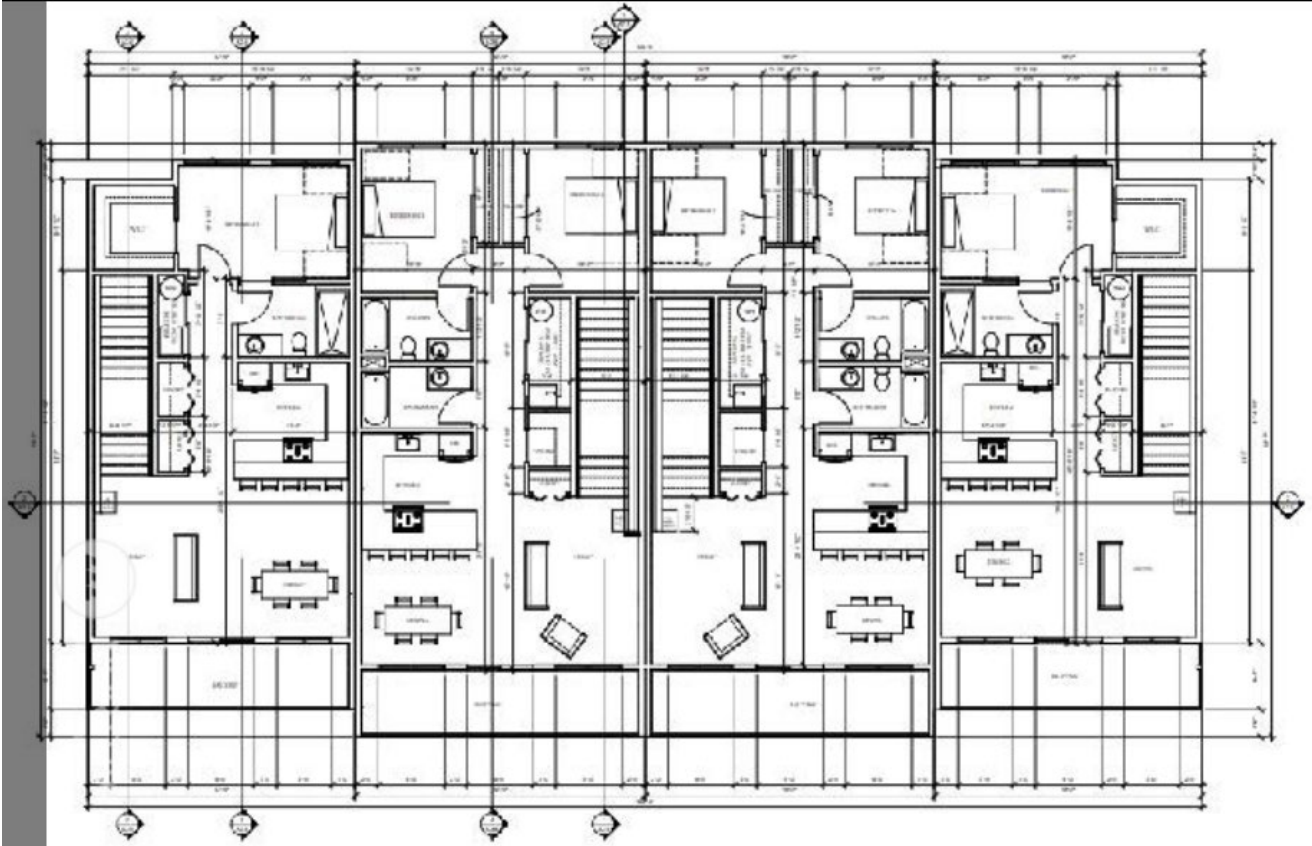




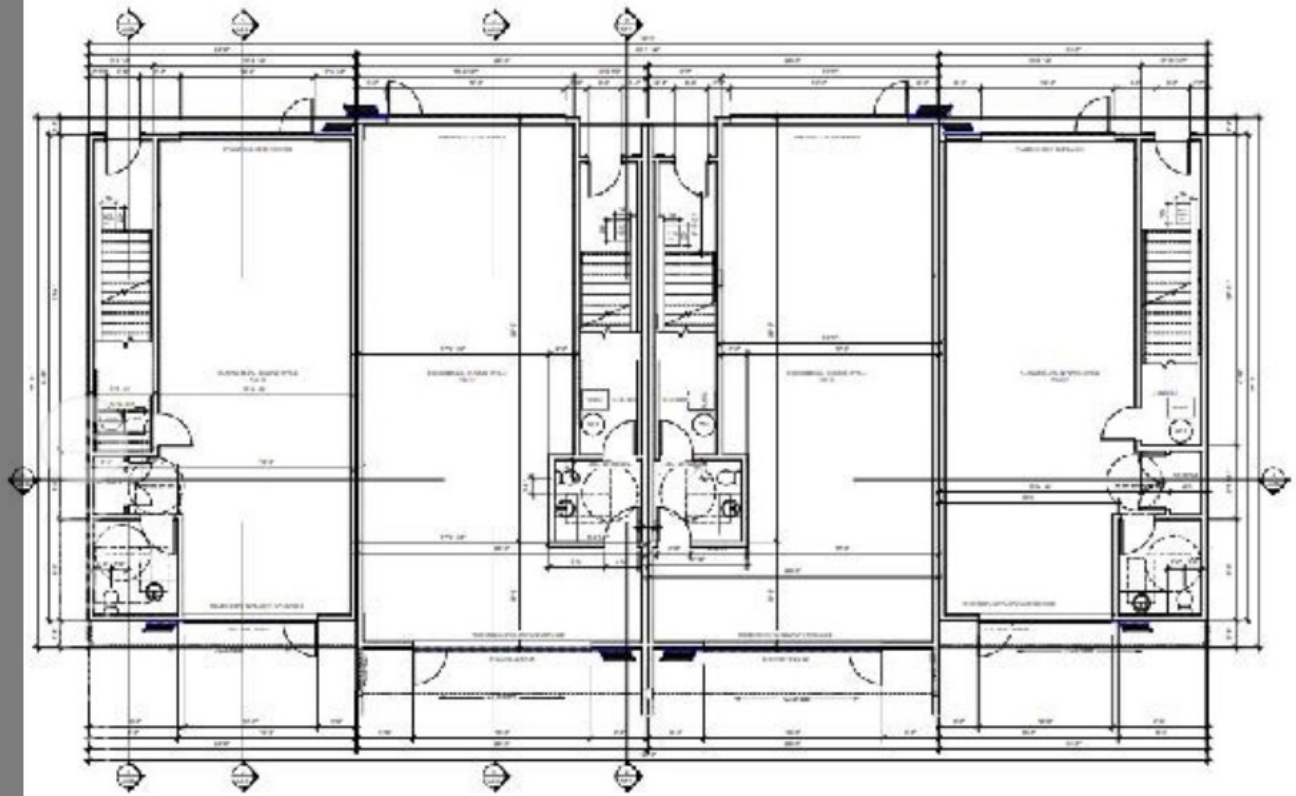
Site Plan



Residential Upper Floor Plan & Commercial Ground Floor Plan



FIRST FLOOR - RESIDENCES



GROUND FLOOR - COMMERCIAL/INDUST. SUBLETTING

Vacant Building / Business Opportunities

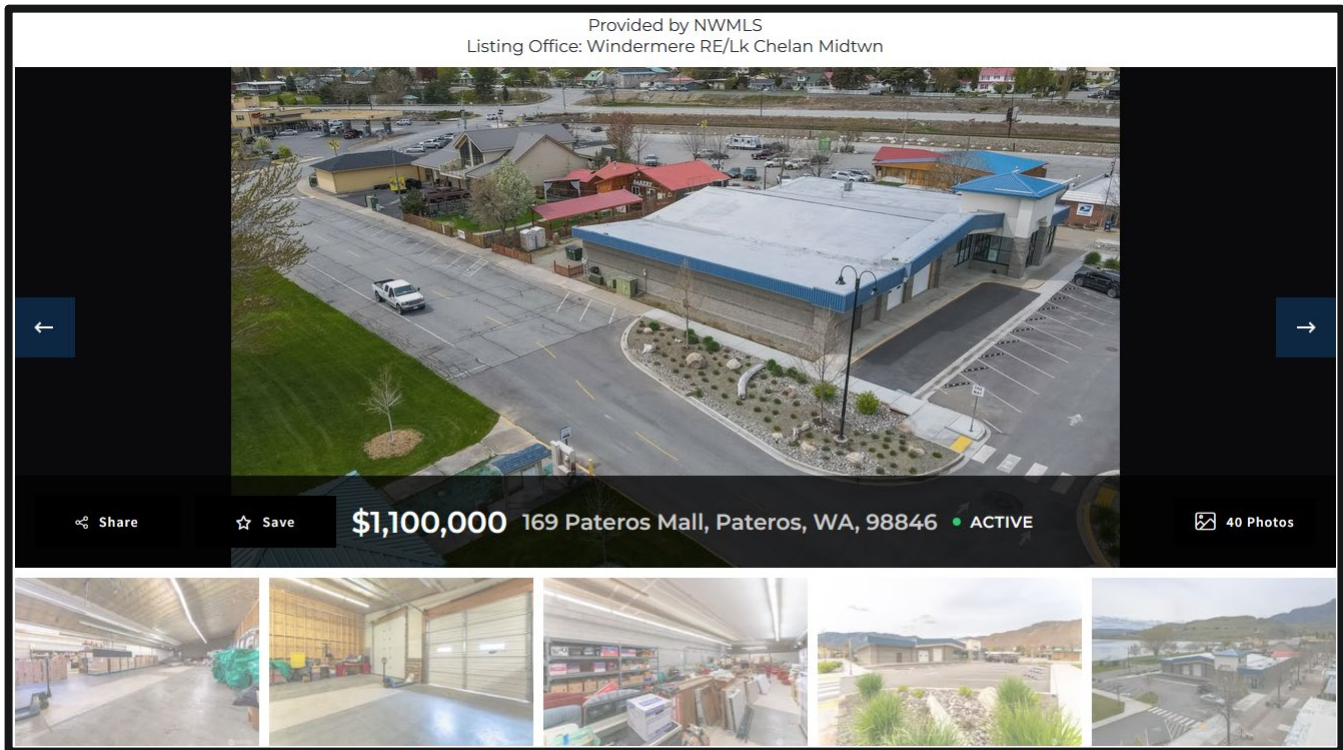
The Pateros Mall has opportunities for public or private investment in existing buildings available to house new businesses, a restaurant, an expanded indoor market, etc. and vacant land ready for re-development or improvement. As part of the City’s economic development efforts, having an on-going list of available properties can assist with marketing the business and development opportunities.



Former restaurant building @ 180 Pateros Mall



Former grocery store @ 169 Pateros Mall



11,000 sq ft, divided into 5,500 sq ft of office space (3 offices) conference room, tech center and bathrooms. The other remaining space is open warehouse with man door, 2 rollup doors, and hydraulic loading ramp.

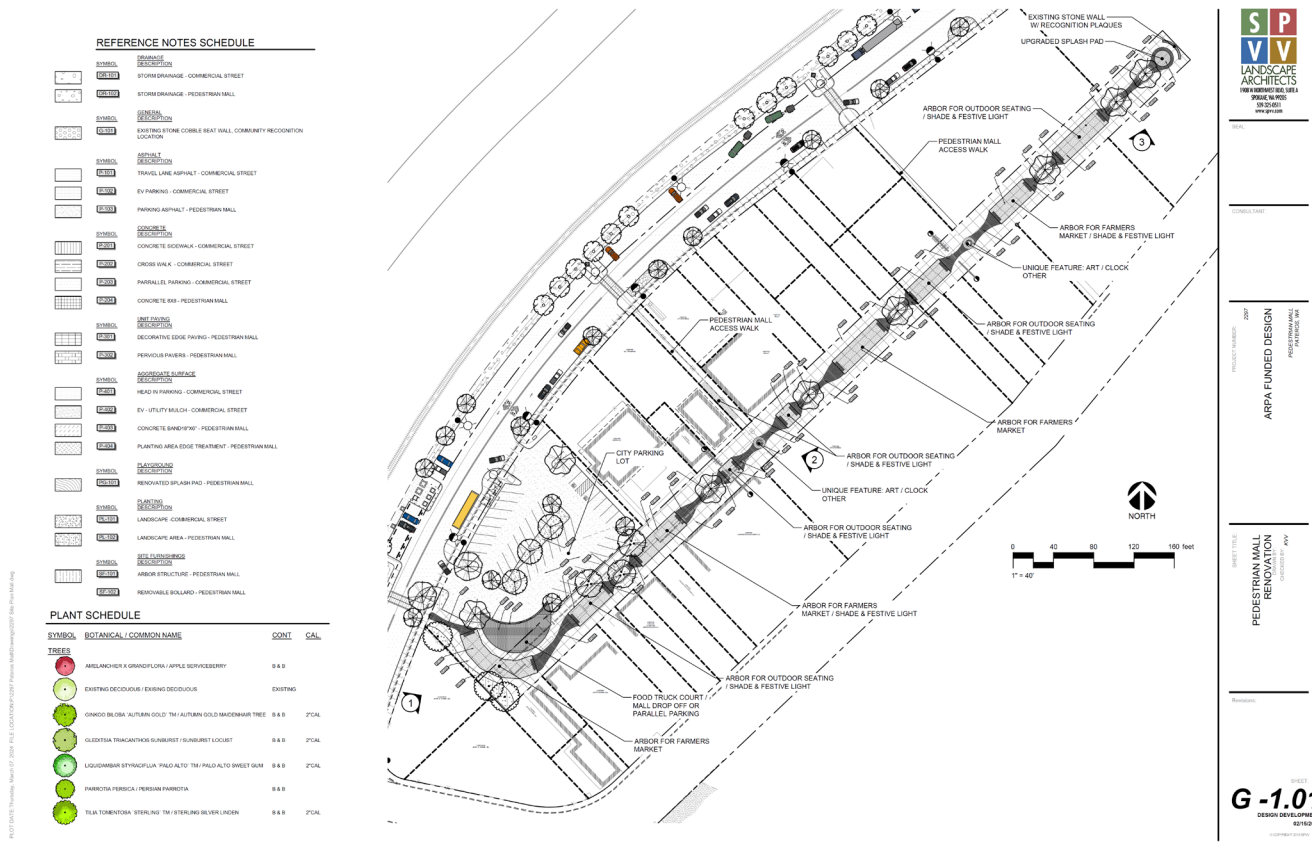
Library Remodel

The Pateros Public Library, part of the North Central Regional (NCW) Libraries is a hub for Pateros residents, especially families located near the center of Pateros Mall (west of the Post Office and east of Sweet River Bakery). During interviews for this study, an upcoming interior remodel of the library building was discussed. This remodel can provide an opportunity to fulfill a need for the Pateros Mall through a shared ADA accessible bathroom addition with an outside entrance for use outside of library hours and if possible, expand the library to include private work/meeting rooms and a larger play/programming areas to encourage length of stay.



PATEROS MALL DESIGN DEVELOPMENT PLAN (prepared by SPVV Landscape Architects)

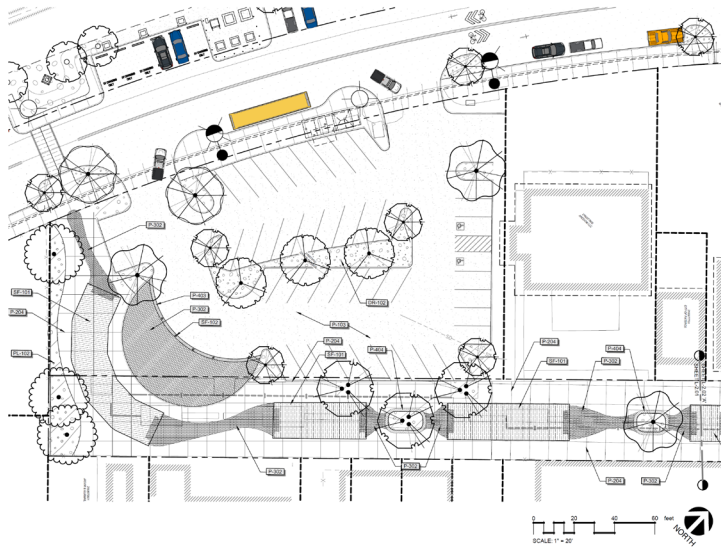
The following design development plans and renderings are based on the feedback from the public participation process and focus group input. The re-design of the Pateros Mall incorporates the rock/timber theme. Additional features such as water connections, power outlets, water bottle refill station(s)/drinking fountain(s), temporary event restrooms, concrete color modifications, uplighting of trees, pergola lighting, etc. can be incorporated to create a distinctive multi-use space.



REFERENCE NOTES SCHEDULE

| SYMBOL | DESCRIPTION |
|--------|--|
| | STORM DRAINAGE - COMMERCIAL STREET |
| | STORM DRAINAGE - PEDESTRIAN MALL |
| | EXISTING STONE COBBLE SEAT WALL - COMMUNITY RECOGNITION LOCATION |
| | TRAVEL LANE ASPHALT - COMMERCIAL STREET |
| | EV PARKING - COMMERCIAL STREET |
| | PARKING ASPHALT - PEDESTRIAN MALL |
| | CONCRETE SIDEWALK - COMMERCIAL STREET |
| | CROSS WALK - COMMERCIAL STREET |
| | PARALLEL PARKING - COMMERCIAL STREET |
| | CONCRETE SIDEWALK - PEDESTRIAN MALL |
| | DECORATIVE EDGE PAVING - PEDESTRIAN MALL |
| | PERFORATED PAVERS - PEDESTRIAN MALL |
| | HEAD IN PARKING - COMMERCIAL STREET |
| | EV UTILITY KIOSK - COMMERCIAL STREET |
| | CONCRETE BANDWIDTH - PEDESTRIAN MALL |
| | PLANTING AREA EDGE TREATMENT - PEDESTRIAN MALL |
| | RENOVATED SPLASH PAD - PEDESTRIAN MALL |
| | LANDSCAPE COMMERCIAL STREET |
| | LANDSCAPE AREA - PEDESTRIAN MALL |
| | ARBOR STRUCTURE - PEDESTRIAN MALL |
| | REMOVABLE BOLLARD - PEDESTRIAN MALL |

| SYMBOL | BOTANICAL / COMMON NAME | CONT. | CALL. |
|--------|--|----------|-------|
| | AMELANCHIER 8 GRANDIFLORA / APPLE SERVICEBERRY | 8 B 8 | |
| | EXISTING DECIDUOUS - EXISTING DECIDUOUS | EXISTING | |
| | BRINGO BLOBA - ALBUM GOLD TM / ALUMIN GOLD MIMDENHAR TREE | 8 B 8 | 2'CAL |
| | OLEIFERA TRICANTHOS SUNBURST / SUNBURST LOGOYT | 8 B 8 | 2'CAL |
| | LOQUANDAM STRACAPILLA PALEO ALTO TM / PALEO ALTO SWEET GUM | 8 B 8 | 2'CAL |
| | PARROTIA PERSIKA / PERSIAN PARROTIA | 8 B 8 | |
| | TELA TORBENTOSA STERLING TM / STERLING SILVER LINDEN | 8 B 8 | 2'CAL |



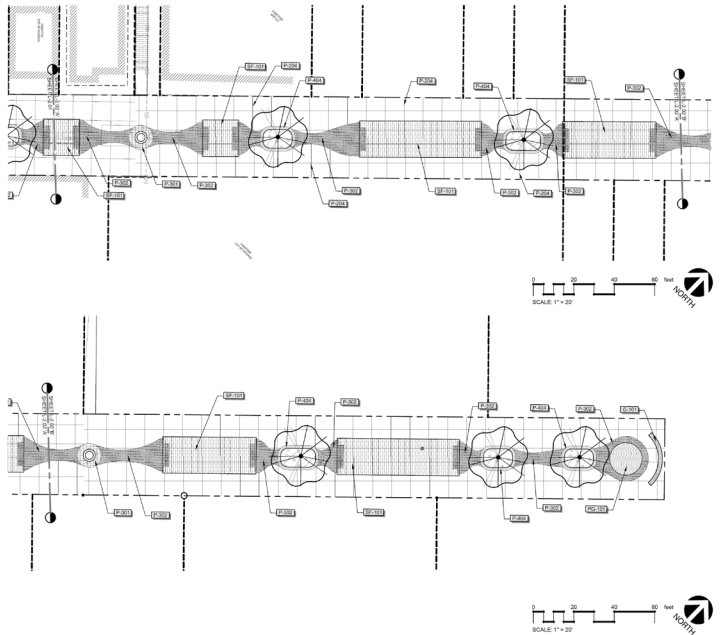
PROJECT NUMBER: 2007
ARPA FUNDED DESIGN
 PEDESTRIAN MALL RENOVATION
 DESIGN DEVELOPMENT
 04/18/2024

L-2.01
 DESIGN DEVELOPMENT
 04/18/2024

REFERENCE NOTES SCHEDULE

| SYMBOL | DESCRIPTION |
|--------|--|
| | STORM DRAINAGE - COMMERCIAL STREET |
| | STORM DRAINAGE - PEDESTRIAN MALL |
| | EXISTING STONE COBBLE SEAT WALL - COMMUNITY RECOGNITION LOCATION |
| | TRAVEL LANE ASPHALT - COMMERCIAL STREET |
| | EV PARKING - COMMERCIAL STREET |
| | PARKING ASPHALT - PEDESTRIAN MALL |
| | CONCRETE SIDEWALK - COMMERCIAL STREET |
| | CROSS WALK - COMMERCIAL STREET |
| | PARALLEL PARKING - COMMERCIAL STREET |
| | CONCRETE SIDEWALK - PEDESTRIAN MALL |
| | DECORATIVE EDGE PAVING - PEDESTRIAN MALL |
| | PERFORATED PAVERS - PEDESTRIAN MALL |
| | HEAD IN PARKING - COMMERCIAL STREET |
| | EV UTILITY KIOSK - COMMERCIAL STREET |
| | CONCRETE BANDWIDTH - PEDESTRIAN MALL |
| | PLANTING AREA EDGE TREATMENT - PEDESTRIAN MALL |
| | RENOVATED SPLASH PAD - PEDESTRIAN MALL |
| | LANDSCAPE COMMERCIAL STREET |
| | LANDSCAPE AREA - PEDESTRIAN MALL |
| | ARBOR STRUCTURE - PEDESTRIAN MALL |
| | REMOVABLE BOLLARD - PEDESTRIAN MALL |

| SYMBOL | BOTANICAL / COMMON NAME | CONT. | CALL. |
|--------|--|----------|-------|
| | AMELANCHIER 8 GRANDIFLORA / APPLE SERVICEBERRY | 8 B 8 | |
| | EXISTING DECIDUOUS - EXISTING DECIDUOUS | EXISTING | |
| | BRINGO BLOBA - ALBUM GOLD TM / ALUMIN GOLD MIMDENHAR TREE | 8 B 8 | 2'CAL |
| | OLEIFERA TRICANTHOS SUNBURST / SUNBURST LOGOYT | 8 B 8 | 2'CAL |
| | LOQUANDAM STRACAPILLA PALEO ALTO TM / PALEO ALTO SWEET GUM | 8 B 8 | 2'CAL |
| | PARROTIA PERSIKA / PERSIAN PARROTIA | 8 B 8 | |
| | TELA TORBENTOSA STERLING TM / STERLING SILVER LINDEN | 8 B 8 | 2'CAL |



PROJECT NUMBER: 2007
ARPA FUNDED DESIGN
 PEDESTRIAN MALL RENOVATION
 DESIGN DEVELOPMENT
 04/18/2024

L-2.02
 DESIGN DEVELOPMENT
 04/18/2024

Pateros Mall parking area bird's eye view (looking north with new community market area on left)



Pateros Mall parking area bird's eye view (looking south with new community market area on right)



Pateros Mall parking area and community market booths (looking northwest)



Center of Pateros Mall





Eastern Section of Pateros Mall



CONCLUSIONS

Pateros, WA is blessed with a beautiful lakefront park and rolling hills that serve as the backdrop to downtown and the Pateros Mall. Despite this scenic setting, a demographic of families with discretionary income, and the City's best efforts to increase economic development, local businesses are struggling, and buildings are underutilized or vacant. Consumers' needs for products, services, and experiences are not being met. "Pateros needs ways to setup the mall for economic opportunity because operating successful year-round businesses is a challenge." The design thinking based foundation of this study informs the opportunities and recommendations to provide guidance for ways the built environment and business practices can be modified to address these issues.

What do the local businesses and community want to see? Vision?

- | | |
|---|---|
| <ul style="list-style-type: none"> • More Food - <ul style="list-style-type: none"> • 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 - <ul style="list-style-type: none"> • Sporting goods, hardware, clothing, general store • Gas access for boats from the river • Personal Care - Massage, hair, nail salon • More Entertainment - <ul style="list-style-type: none"> • Theater/movies & live music – with concessions • Water equipment rental • Place for kids to play & teens to hang out • Additional family events / activities <ul style="list-style-type: none"> • Collaborate w/ school to avoid scheduling conflicts • More intergenerational opportunities / classes / lessons • Expand Community Market <ul style="list-style-type: none"> • Size & duration • Can remain volunteer run w/ additional assistance • City involvement w/ refuse control and advertising/promoting • Theme Ideas - <ul style="list-style-type: none"> • Rock/timber, family, & paddle wheel boat (Ives Landing) • People, some life, anything that draws in families <ul style="list-style-type: none"> • Increased gathering businesses/spaces vs. transactional • More open businesses & more housing | <ul style="list-style-type: none"> • Infrastructure / Amenities - <ul style="list-style-type: none"> • Shade, shelter from sun & rain/snow <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Decorative "twinkle" lighting / tree lighting • Layout community market booths along mall w/o blocking businesses <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Increased visual appeal / more inviting / draw from Hwy 97 • A reason to visit year-round <ul style="list-style-type: none"> • What draws Pateros residents to visit other places? |
|---|---|

How to increase economic activity on the Mall? What infrastructure would be useful as a multifunctional space? Mall events, trade shows, market fairs?

- Focus business marketing efforts toward families with disposable income and the Spanish speaking population. The Pateros Library does a great job of incorporating English and Spanish into their advertising.
- Direct recruitment efforts to food, retail, personal care, and entertainment related businesses. The Pateros Mall needs to increase gathering businesses over transactional businesses. The shaded gathering spaces identified in the Pateros Mall Design Development Plan provide opportunities for customers to comfortably linger longer and the placemaking incorporated throughout the mall improves the experience of visiting the Pateros Mall as well as providing

space to accommodate multiple types of events, etc. Utilize recruitment strategies contained in the Appendix.

- Provide an updated look and increase the visual appeal of the Pateros Mall. The Mall needs to be more inviting from Hwy 97.
- Add pedestrian scale wayfinding for various locations within the Mall (businesses, splash pad, library, post office, restrooms, parking, etc.)
- Maximize marketing avenues, especially online marketing. Increase presence of Pateros, WA businesses, events, and activities on Top 10 / travel lists (i.e. Yelp, TripAdvisor, Trip.com, AAA, etc.) as well as YouTube and social media.
- With the increase in “van life,” add downtown RV camping opportunities to sites such as Hipcamp <https://www.hipcamp.com/en-US> and expand listings on sites such as the Dyrtr <https://thedyrt.com/camping/washington/pateros-city-park> to help travelers visualize the location. As the “Recreation Basecamp,” why isn’t Pateros listed on sites such as <https://stateofwatourism.com/places-to-go/> - <https://stateofwatourism.com/trails-and-lakes/>.

WASHINGTON STATE REGIONS & CITIES

With mountains and rain forest, wine country, and urban landscapes, we've got something to fit every interest and taste.



- Provide an “experience” through the online venues similar to what the case study Washington Street Mall in Cape May, NJ did www.washingtonstreetmall.com (Plan Your Visit!).
- Give people a reason to visit year-round and have businesses open to greet them. Utilize Economic Alliance suggestions for promotions, advertisements, and activities that could help bring tourists to the area in winter including stay and play packages with the ski areas both downhill and cross country.
- Utilize Research Summary and Case Study Approach ideas such as creating incentives for redevelopment and business improvement like King’s Park Downtown and marketing / extended hours campaigns like Downtown Story City with the “Shop Story City Campaign.”
- Implement the Economic Alliance Abandoned Building / Vacant Lot Subcommittee Recommendations to provide funding for business improvements, address aesthetics, etc.
- “What other business opportunities should the city be looking at?” below, provides information on the benefits of food trucks for increasing foot traffic.

**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?**

- Expand the community market by size and duration. The Pateros Mall Design Development Plans have included a re-location of the current community market to the western edge of the re-designed parking area with amenities including arbors for space definition and shade. The arbors can incorporate power outlets to serve the vendors. The market can expand towards the south and flow into the central and eastern areas of the Pateros Mall with an extensive increase in defined booth space which integrate with instead of blocking existing businesses.
- ADA accessible restrooms that are centrally located are needed (see Library Remodel on Page 34 above). Having temporary restrooms near the market area can alleviate issues with the vendors needing quick access.
- Increasing pedestrian connectivity.
- Expanding online and social media marketing.

What other business opportunities should the city be looking at? Permanent rentable/leasable spaces? Food vendors? Banking kiosk? Retail sales and market goods?

- Direct recruitment efforts to food, retail, personal care, and entertainment related businesses. The Pateros Mall needs to increase gathering businesses over transactional businesses. Review specific business suggestions in Vision above.
- Pateros could be a great location for a self-serve grocery store such as Main Street Market that is discussed in the Case Study Approaches.
- Resale stores or incorporating resale into existing businesses.
- Utilizing the food truck court during business marketing campaigns, community events, and the market to offer a variety of cuisine. According to the WA State Food Truck Association, “food trucks help draw people to restaurant and shopping areas and increase the amount of foot traffic for all surrounding businesses.” Food trucks also serve as small business incubators which may grow into brick-and-mortar restaurants.

Other opportunities?

- The Pateros Mall Design Development Plan has incorporated infrastructure and amenity components identified in the Vision above. Maximize funding opportunities to move into the construction phases as soon as possible without sacrificing placemaking.
- Continue to bring life to the Pateros Mall through re-development projects such as Rock Garden, improved aesthetics, theme enhancements, and consistent marketing (i.e. Recreation Basecamp can be utilized as a year-round campaign).
- Utilize tools provided from Economic Alliance (contained in Appendix) for improving aesthetics, business recruitment, etc.

- Consider having seasonal water equipment rental in Memorial Park and look at additional ways to maximize the adjacent waterfront such as opportunities for boat gas service, a marina, etc. to draw boaters to Downtown Pateros and the Pateros Mall.

Mall/market coordinator?

- Pateros Community Market can remain volunteer run with additional assistance.
- The market needs the City's assistance with refuse control and advertising/promoting.



VARELA
Engineering & Management

Data References

- US Census Bureau
- ESRI Demographics
- 2020 City of Pateros Relocation Guide
- Referenced Research Summary and Case Study Approaches
- Northwest Multiple Listing Service

Information in this study shall be used for making Downtown Pateros and Pateros Mall enhancement and business development decisions, but it does not and cannot ensure business success. The reliability of information is limited to the quality of the data available and the opinions provided by the participants. Our research assumes that all data made available by and procured from federal, state, county, city, primary and third-party sources is accurate and reliable. The information and conclusions expressed within this study represent a snapshot in time and cannot predict or gauge future changes or results.

Appendix

- Pateros Downtown Market Study – Public Participation & Research Summary
- 2023 Economic Alliance Abandoned/Vacant Lot Subcommittee Recommendations to Okanogan County Municipalities
- 2021 Comprehensive Economic Development and Recovery Strategy (CEDRS) for Okanogan County
- 2021 Retail Academy - Retail Recruitment Plan for Pateros & Pateros, WA Market Guide