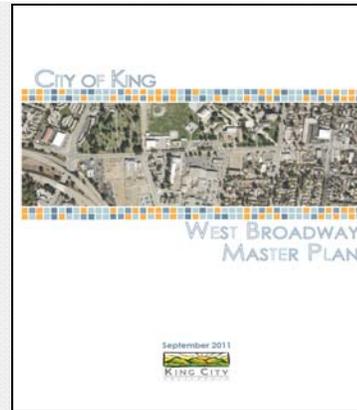




# West Broadway Master Plan

## City of King

Environmental Justice  
FY 09-10 Grant Cycle  
District 5  
Grant Award Amount: \$ 80,000



### Project Summary:

Through a bilingual public participation process and outreach program, the grant defines a vision and sets transportation priorities along West Broadway Street in the City of King. With a predominately Hispanic and low-income population, the City engaged stakeholders and developed the West Broadway Master Plan (WBMP). The final deliverable includes the master plan, a bicycle route plan, and a circulation plan.

### Community Outreach

- Public workshops were held but not well attended so other outreach tools were employed by going directly to the public. This included one-on-one interviews, farmers' market booths, and surveys.
- Information was posted on the plan website.
- Public hearings were held.

#### Environmental Justice Community Outreach:

- Stakeholders represented a variety of ethnic, demographic, geographic, and professional backgrounds.
- Workshop materials and surveys were written in English and Spanish and workshops were noticed and conducted in English and Spanish.

### Project Outcome

- A final plan for West Broadway Street written in both English and Spanish (English on the odd pages and Spanish on the even pages).
- Provides guidance for enhancing business opportunities, access to jobs and shopping for underserved residents, recommendations for redevelopment and infill projects; implementation programs, circulation and streetscape improvements for transit, pedestrians, and bicyclists.

### Successes & Next Steps

- The WBMP identifies opportunity sites and preferred build-out options that help when talking to developers interested in sites along this area.
- Stakeholder one-on-one interviews were very successful.
- The City Council made a motion to approve the WBMP as an advisory document.
- The WBMP marks another step in completing a strategically planned corridor that stretches the length of the City's primary commercial corridor (The other plans are the FY 08-09 Historic Corridor Revitalization Plan and the FY 10-11 First Street Corridor Master Plan).
- City Council approved the Historic Corridor Revitalization Plan as a regulatory document on February 2011
- As part of the First Street Corridor Master Plan, the City is looking at available funding for implementation.