

***City of College Place, Washington***  
**ORDINANCE NO. 22-012**

**AN ORDINANCE BY THE CITY COUNCIL OF THE CITY OF COLLEGE PLACE, WASHINGTON TO REVIZE CPMC 3.50.020 DOWNTOWN CATALYST CRITERIA.**

**Whereas**, the City of College Place is a non-charter code city governed by the rules and regulations of RCW 35A; and

**Whereas**, the City fully reconstructed College Avenue in 2016 helping to achieve the vision of making the corridor a walkable Downtown mixed-use District; and

**Whereas**, the Economic Development, Tourism, and Events Commission (EDTEC) felt that some type of incentive program is needed to jump start development in the College Avenue Downtown Corridor ; and

**Whereas**, after several meetings the EDTEC decided to recommend this Downtown Catalyst Incentive proposal to City Council at its November 4<sup>th</sup>, 2019 meeting; and

**Whereas**, the College Place City Council voted to adopt Ordinance #20-001 creating CPMC 3.50 Downtown Catalyst Incentive during its January 14<sup>th</sup>, 2020 meeting; and

**Whereas**, based upon economic market activity it appears the City needs to tweak the program to encourage investment into the Business District; and

**Now therefore, the City Council of the City of College Place do hereby Ordain as follows:**

**Section 1:** Revision of CPMC 3.50.020 to include provided replacement language as attached.

**Section 2: Clerical Corrections.** The City Clerk and the codifiers of this ordinance are authorized to make necessary clerical corrections to this ordinance including, but not limited to, the correction of scrivener's/clerical errors, references, ordinance numbering, section/subsection numbers and any references thereto.

**Section 3: Severability.** If any section, subsection, paragraph, sentence, clause, or phrase of this ordinance is declared unconstitutional or invalid for any reason, such decision shall not affect the validity of the remaining portions of this ordinance.

**Section 4: Effective Date.** This ordinance shall take effect and be in full force five days after its passage and publication as provided by law.

**PASSED** by the City Council of the City of College Place, Washington, this 28<sup>th</sup> day of June, 2022.

DocuSigned by:

*Norma L. Hernández*

Norma L. Hernández, Mayor

Attest:

DocuSigned by:

*Lisa R. Neissl*

Lisa R. Neissl, MMC  
City Clerk

Approved as to form:

DocuSigned by:

*Rea L. Culwell*

Rea L. Culwell  
City Attorney

Passed 06-28-2022  
Published 06-30-2022  
Effective 07-05-2022

**Chapter 3.50****DOWNTOWN CATALYST INCENTIVE**

## Sections:

- 3.50.010 Purpose and intent.
- 3.50.020 Downtown catalyst criteria.
- 3.50.030 Catalyst benefit area.
- 3.50.040 Process.
- 3.50.050 Limitations.
- 3.50.060 Catalyst Review Committee.
- 3.50.070 Scoring categories.
- 3.50.080 Catalyst project designation.

**3.50.010 Purpose and intent.**

A. The City of College Place seeks to establish a time-limited incentive for promoting the development of significant mixed-use buildings within the downtown core, for the purpose of catalyzing further development and redevelopment within the area.

B. Up to one project which meet the minimum requirements of this program, including minimum thresholds for size, number of residential units, architectural design, parking configuration, and a four-element scoring system, shall be eligible for a waiver of partial or all City fees specified in CPMC 3.50.020 (A).

C. The intent of the catalyst incentive is to restore and enhance College Place's downtown core, and encourage key goals for development downtown, by:

1. Diversifying residential housing options with an emphasis on increasing the numbers of townhouses, condominiums, and apartment units within the downtown core;
2. Promoting development adjacent to College Avenue and areas adjacent to Walla Walla University;
3. Increased public space;
4. Encouraging redevelopment of nonconforming or underdeveloped sites;
5. Increasing art in the public space;
6. Supporting the assemblage of small lots that cannot be efficiently redeveloped on an individual basis;

D. Catalyst projects shall be exempted from the special height limits described in CPMC Title 14; provided, that structures satisfy the Downtown Design Standards. Height restrictions required by the shoreline master program shall be maintained.

**3.50.020 Downtown catalyst criteria.**

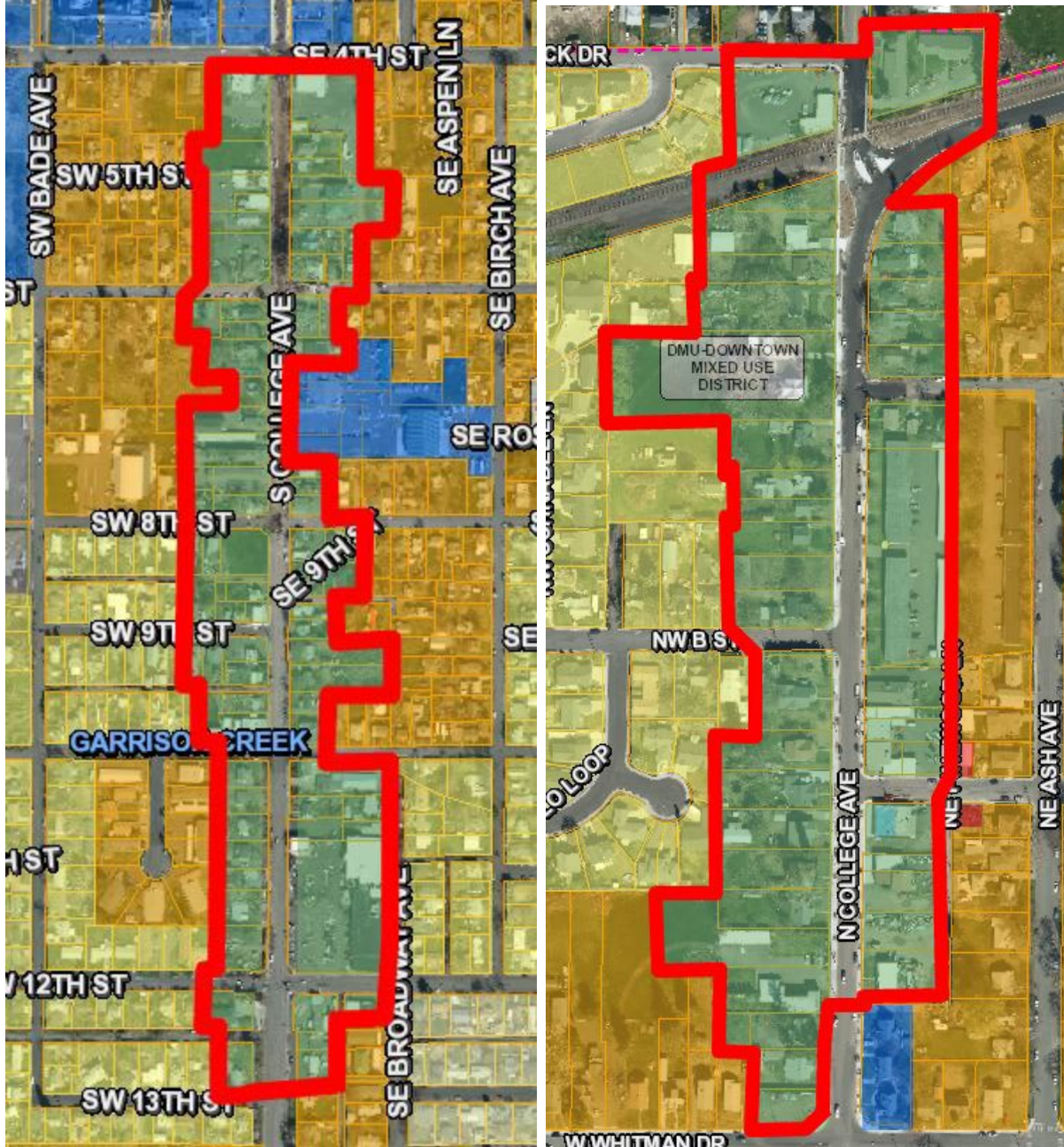
A. The City of College Place may waive partial or full administrative (site plan, SEPA, civil plan review, building permit, grading permit) and impact fees for transportation for up to one development project that meet all of the following criteria. The development project must consist of:

1. A minimum of two stories.
2. A minimum of 5 residential dwelling units or 3,000 square feet of commercial space.
- 3.
4. New construction or renovation equaling at least 50% of assessed value of existing structure.

5. All required on-site parking shall be placed within the footprint of the building and/or on private property behind the building, with no off-street parking credits for residential uses.
6. Architecture complies with Downtown Design Standards, in the judgment of the Community Development Director.
7. Projects maximizing the goals established by CPMC 3.50.010, as well as CPMC 3.50.070, which are listed below:
  - a. Public benefit.
  - b. Architectural design.
  - c. Site design.
  - d. Catalyst effectiveness.
8. Development must be initiated within six-months of being awarded Catalyst Incentive, in order to be eligible, and must demonstrate a plan to complete construction within two years after award of Catalyst Incentive. For the purposes of this section, initiated shall mean the issuance of either a grading permit for full civil work associated with the project, or, in the absence of a grading permit, the issuance of a building permit representing all or a majority of the total square footage for the proposed development.
9. A maximum of one development project a fiscal year shall be eligible for this incentive, processed based on the timing of the submittal of complete application and the applicant's ability to demonstrate adequate capital/funding to complete the project.
10. Following designation as a catalyst project, material changes to catalyst projects shall not be allowed without prior review by the Economic Development, Tourism, and Events Commission (EDTEC). For the purposes of this section, substantive changes shall mean any of the following:
  - a. A 10 percent change in the number of residential units or to the gross size of the commercial area;
  - b. Disclosure of a phased development approach not identified in the original application materials;
  - c. A substantive change, in the judgment of the Community Development Director, to elements for which the development was scored pursuant to CPMC Title 14, the Downtown Design Standards, or to purpose and intent categories for which points have been awarded, regardless of whether such points would have altered the projects eligibility as a catalyst development; or
  - d. The increase or decrease of roof height by more than 10 percent.

**3.50.030 Catalyst benefit area.**

The catalyst benefit area shall include all properties in the Downtown Mixed Use Zone which are the highlighted properties in the maps below.



**3.50.040 Process.**

A. Application. Applicants wishing to participate in the program shall schedule a preapplication meeting with City staff. The applicant shall complete an intent to develop a downtown catalyst project form by the close of the last business day in May. The applicant shall submit that form together with a site plan review application to the Community Development Department. Applications shall be accepted on a rolling basis within the five-month application period from January through May of each year. Those applications, and only those applications, that are submitted prior to the close of this application period will be reviewed and considered for the incentive. At the close of the application period, the City may consider a one-time extension to the application period only if less than three eligible projects are proposed.

B. Technical Review. The City shall then conduct a Technical Review Committee meeting consisting of City staff including the Community Development Director, Building Official, Fire Marshal, Public Works Director, and City Engineer, to review the proposed development based on typical City regulations, and to verify that the

application conforms to the catalyst incentive criteria listed in CPMC 3.50.020. The City will endeavor to expedite reviews of these catalyst projects. The Technical Review Committee may conduct its reviews on a rolling basis during the five-month application period.

C. The EDTEC shall review and score all applications, and shall determine which applications are eligible for the catalyst incentive benefit. The EDTEC shall seek to complete its review within 30 days of the receiving the application from the Technical Review Committee and all applications are considered complete by the City, subject to change depending upon the accuracy of the development application.

D. Certification. Once the EDTEC identifies eligible proposals, the Commission shall forward its recommendation to the City Council for consideration and certification. Those proposals that are approved by the City Council shall be certified as catalyst projects.

### **3.50.050 Limitations.**

This catalyst program shall not be interpreted as a guarantee of City approval of any development project, nor shall the program imply additional flexibility from the City in the form of development standards, street vacations, environmental protection, building code or life safety requirements, architectural or site design, or any other regulation. The catalyst program represents a broad public purpose that will benefit the College Place community, intended to restore and enhance College Place's College Avenue Downtown core.

### **3.50.060 Economic Development, Tourism, and Events Commission.**

A. The EDTEC shall consider all catalyst applications and will select one application per year as being eligible for a full or partial waiver of fees. The goal of the EDTEC will be to evaluate projects based upon the scoring criteria described in CPMC 3.50.070.

B. Following technical review of eligible applications by City staff, and following the close of the application period, the EDTEC shall be provided a technical review of each project's eligibility by City staff. City staff will score each project on automatic bonus points based on seven critical criteria described in CPMC 3.50.010(C). Bonus points will be full points or none for each of the seven criteria, with no judgment or partial consideration by staff. Each applicant shall be given the opportunity to present their project before the EDTEC, and Commission members shall be authorized to ask technical questions of the applicant.

C. Each EDTEC member shall score the project independently, based upon the four categories listed in CPMC 3.50.070(A). Nothing shall prevent EDTEC members from discussing the elements of the project at a public meeting amongst themselves prior to scoring the project. Each EDTEC member may award up to 10 points for each category, assigning no more than 40 points total per project, per committee member, or a total of 200 points per project, and 240 points maximum per project when points associated with the critical criteria (CPMC 3.50.010(C)) are included.

D. Following the independent scoring exercise, the EDTEC members shall provide their scoring sheets to City staff, who shall then tabulate all scores and announce the results, with the scores of individual members remaining confidential. The score sheets are subject to the Public Records Act, the meetings are subject to the Open Public Meetings Act

E. The three projects with the highest scores above 190 combined points shall be forwarded to the City Council for final consideration. The Council shall review the scores of the EDTEC and shall be authorized to allow members of the public, staff and the applicant to speak on the subject. The City Council shall then be authorized to approve (certify) or deny the recommendations of the EDTEC. Those application(s) that is/are approved shall be invited to enter into a catalyst development agreement as described in CPMC 3.50.080(A).

F. If less than three projects score above 190, any projects scoring between 170 and 190 points shall be invited to modify their proposals based on feedback from the Committee. The Commission may allow up to three weeks (21 days) for applicants to submit modified project(s) for review. The commission shall seek to review these modifications within three weeks (21 days) of resubmittal.



**3.50.070 Scoring categories.**

A. The EDTEC shall evaluate eligible projects based on the four categories described below. In evaluating projects, EDTEC members shall seek to identify points based on the general compliance with the category itself; there is not a specific number of points that must be provided for compliance or noncompliance with any one element described in the category.

Points shall be based on the following scale: 0 = no attempt, 3 = moderate attempt at one category aspect, 5 = moderate attempts at two category aspects, 7 = good attempt at two aspects or excellent attempt at one category aspect, 10 = good attempt at three or more aspects and/or excellent attempt at one or more aspects.

1. **Public Benefit.** In what manner does the development directly benefit the public? The EDTEC may consider public benefits derived from the land use or types of land use proposed, the density of the development, and any amenities that are enhanced or made available to the public as a result of the development. Examples of public benefit could include, but are not limited to: inclusion of affordable housing units; expansion or incorporation of recreation areas; public gathering areas, whether as part of a business or as a designated open space; publicly viewable art.
2. **Architectural Design.** Does the development reflect design details or include architectural concepts that are compatible with the vision for the downtown core? Or, does the design of the buildings create an unwelcoming impression that may tend to limit further development in the surrounding area? Examples of desired architectural design include but are not limited to: development which incorporates tasteful, unique, and iconic elements; development which includes low impact or energy-efficient design; development which expands and enhances the City's skyline.
3. **Site Design.** Has the applicant arranged the development site in a manner that effectively takes advantage of public space, including adjacent public or private rights-of-way? Or, does the site limit interaction with the general public? Examples of desired site design could include but are not limited to: orientation to Garrison Creek, Blue Mountains, and the southern sun; engagement with the adjacent street; full use of the subject property; on-site parking in excess of minimum City requirements, integration of stormwater requirements with site design, and other elements.
4. **Catalyst Effectiveness.** If developed, is there a reasonable expectation that given favorable market and growth conditions, this project would have a direct positive impact on the surrounding area, as measured by additional development, increased investment in existing buildings or businesses, etc.? Examples of catalyst effectiveness could include but are not limited to: development on or in close proximity to College Avenue and the traditional downtown core; the redevelopment of properties that have remained vacant or underdeveloped for a prolonged period of time; development of properties in close proximity to other catalyst projects or emerging areas; removal of nonconforming buildings or uses; consolidation of small properties; expansion or extension of infrastructure that may support future development; inclusion of housing units.

B. Staff shall award automatic bonus points for the following key goals, with no grading or judgment:

1. Project has a residential component on the second story or above.
2. Fronting College Avenue.
3. Art dedicated to the City as Public Art. Public Art in this section shall be governed by [College Place Municipal Code 12.28-Public Art](#).
4. Public Space

Examples: courtyard, plaza, or landscaped open space with a minimum of 100 square feet, public parking equal to at least 10 percent more than the sum of the total required residential parking and any additional mixed use or commercial parking required by code.

5. Redevelopment of a site with existing improvements.
6. Assemblage of smaller sites.

7. LEED Gold or higher.

**3.50.080 Catalyst project designation.**

A. The EDTEC may recommend approval of one application per fiscal year as a downtown catalyst project, and the City Council shall consider whether to certify those projects as a downtown catalyst. The applicant and the City shall enter into an agreement through which the City will waive all or partial City fees; provided, that the applicant can meet the construction deadlines identified in the agreement.

B. With the exception of serious injury or an act of nature, should the applicant fail to meet the construction deadlines the agreement shall be considered null and void, and the applicant shall be required to either reapply for a catalyst incentive, shall pay the current fees owing, or shall cancel the project.

C. Applications that have failed to meet construction deadlines as specified in the catalyst agreement shall lose project vesting with regard to this program. Should other eligible projects be proposed prior to the applicant regaining vesting, these projects may be incorporated into the program, superseding the prior vesting of those applications that have lost vested status within the program.