



Parks & Recreation Advisory Commission Agenda
5:30 pm Wednesday, February 9, 2022
Hybrid Option

Join Zoom Meeting

<https://us02web.zoom.us/j/83121836521>

Meeting ID: 831 2183 6521

- I. Call to Order
- II. Approval of January 12, 2021 Meeting Minutes
- III. Citizen Comment on Non-Agenda Items
- IV. New Business
 - a. Unity Park Scope of Work Proposal with Walker|Macy for Design of the Downtown Park
 - b. Pearl Street Pedestrianization Report from ECONorthwest Overview
- V. Old Business
- VI. Items for March 9, 2022 Commission Meeting
- VII. Commission Member Reports / Other Business
- VIII. Staff Reports
- IX. Adjournment

Guidelines for Citizen Comments on Non-Agenda Items and Public Comments:

Purpose: Allow the public to address the Parks & Recreation Commission on subjects that are not on the regular Agenda at this particular meeting. Comments must concern the City's business or a matter over which the committee has control.

Procedure for Public Participation:

- When recognized, please state your name, and the subject to be discussed.
- Three-minute time limit for citizen comment on non-agenda items (without interruption). Commission will not act on issue. Five-minute time limit for the introduction of new business items, unless extended by a by a majority of Commission members present.
- Submit written comments to Staff representative.
- Speakers are cautioned not to make comments of a personal, impertinent or derogatory nature.
- The Parks & Recreation Commission does not take action at the meeting at which a subject is first introduced during the public comment period. You may wish to concisely state your concern and request placement of your matter on a future agenda.

**Parks & Recreation Advisory Commission
Meeting Minutes – January 12, 2022**

DATE OF MEETING: January 12, 2022
MEMBERS PRESENT: Laci Harrison (remotely), Dan Witkowski (remotely), Ali Brown (remotely), Ali Burton (remotely), Kathleen Kelleher (remotely), Fiona Corner (remotely) Nikki Pollock (in person)
OTHERS PRESENT: Parks & Recreation Director Case, Council Liaison Elliott
LOCATION: Meeting was held at the Council Conference Room and Remotely

CALL TO ORDER – Commission Chair Harrison called the meeting to order at 5:31pm.

MEETING MINUTES - The meeting minutes from the November 10, 2021 meeting were approved with a correction to Commission member Harrison's last name. ***All in favor.***

NEW BUSINESS – Commission Elections – Nominations were taken for the position of commission chair and vice chair. For the position of chair Laci Harrison was nominated and selected and for the position of vice chair Dan Witkowski was nominated and selected.

Pearl Street Promenade Survey Results- Staff reviewed the survey results the city received through their 'Be Heard Eburg' online community engagement platform. Over 730 responses were received over a one-month period of time. The survey consisted of seven questions related to the closure of Pearl Street, between 4th & 5th Avenue to vehicular traffic. The community was very split in their support of the project, they were either very supportive or strongly against the idea. The reasons for supporting it was created a more walkable, vibrant downtown. The reasons against the idea focused around downtown parking and traffic patterns.

OLD BUSINESS - Discussion of Council Action Regarding Surplus of Whitfield Triangle and Catherine Park – The staff shared with the Commission the action City Council took regarding the surplus of Whitfield Triangle and Catherine Park. Whitfield Triangle was declared surplus and will be sold on the open market. The proceeds from that sale will go back to the parks & recreation department. The Council did not make a decision on Catherine Park rather they referred the matter back to the Affordable Housing Commission for further review and discussion.

COMMISSION MEMBER REPORTS

Commission member Witkowski inquired about the sidewalks being plowed at West Ellensburg Park after the recent snow event. Staff reported that the crews were out taking care of sidewalks in the downtown and then would be getting out to park facilities.

Commissioner Pollock discussed the need for additional signage at the Rotary Park XC skiing trails highlighting trail etiquette

Commissioner Harrison, the proud owner of new dog, talked about how well used the Rotary Park off leash park is

Commissioner Brown talked about the lack of a restroom at Kiwanis Park. Staff said that there are portable restrooms at a few different park facilities during the winter months. Portable restrooms are located in parks spread out through town in order to provide access to all neighborhoods with a park restroom. Portable restrooms are located at Rotary Park, North Alder Street Park, Mountain View Park. There are vault toilets available at IRRP and Paul Rogers Park. People using Veterans Memorial Park have access to the pool restroom.

UPCOMING MEETING ITEMS

Update on Unity Park

STAFF REPORT

1. Over 200 kids have signed for the boy's youth basketball program and the youth indoor soccer program. Additional volunteer coaches are needed in the basketball program.
2. A community group continues to meet about the development of a new skate park at Kiwanis Park.
3. City parks crews have been busy the last week with snow and ice removal through the city. The focus thus far has been on sidewalks on and adjacent to city owned property.
4. In honor of Martin Luther King Jr. Day, the Washington Outdoor School, in cooperation with the City of Ellensburg Diversity, Equity and Inclusion Commission, will be putting out signage at Paul Rogers Park with quotes from Dr. King. The signs will be placed on January 17th and will remain at the park through the end of January.
5. The Kittitas Valley Memorial Pool & Fitness Center has been very busy but operating with significant staffing shortages.
6. The recent winter weather has provided optimal cross-country skiing conditions at Rotary Park. Volunteers from the Ellensburg Ski Club groom the trails with equipment the City helped purchase through the Park Partnership program. All along the same lines, sledding at North Alder Street Park has been very popular with many families. To encourage families to use the park, city staff has placed lights around the picnic shelter to provide additional lighting as well as placing a portable restroom at the park.

Meeting adjourned at 6:34pm.

Proposed Public Engagement Process with Walker Macy for Unity Park Design

- **Step One - Reengagement-** bring back the three stakeholder groups (city staff & commissions, event organizers, downtown business owners and residents). Would be half a day event, an hour with each group, could do this remotely. Talk history of the site, how we got to here, and find out from them what has changed in terms of their wishes, dreams, desires, fears. City staff would identify and invite stakeholder members, many of the original stakeholders are still in the community.
- **Step Two - Community Outreach** – Walker Macy would develop a set of questions or information that staff would get out to the community to gather feedback on park design. This would include outreach through ‘Be Heard Eburg’ the city’s online community engagement platform, civic organization talking tour, working with and having the Ellensburg Downtown Association set up focus groups.
- **Step Three - Refining and Developing Two Concept Plans** – The city would provide you with the all the information we receive during steps 1 & 2, WM works their magic and comes up with the two most amazing concept plans ever created.
- **Step Four – Taking it to the Streets** – We take the concept plans and roll them out to the stakeholder groups, parks & recreation commission and community. We envision this being the only visit WM would make to Ellensburg. The idea would be to reconvene each stakeholder group in person between 1pm-3pm. We would schedule a special Parks & Recreation Commission meeting from 3:30pm-5:00pm and then host an event downtown at the park site for the community to provide input.
- **Step 5 – Final Plan** – based on additional information received in step 4 WM develops the final plan which is then presented remotely to the Parks & Recreation Commission and City Council on separate evenings.

DATE: January 25, 2022
 TO: Brad Case, City of Ellensburg
 FROM: Mary Chase, Emily Picha, and Tyler Bump, ECONorthwest
 SUBJECT: Pearl Street Pedestrianization - Investment Decision Framework

The City of Ellensburg is considering making investments on Pearl Street between 4th and 5th Avenues that would complement the future Unity Park and provide more space for businesses, pedestrians, and events. Such an investment would involve closing the street to vehicular traffic either temporarily, seasonally, or year-round, and adding new pedestrian-focused amenities to the street.

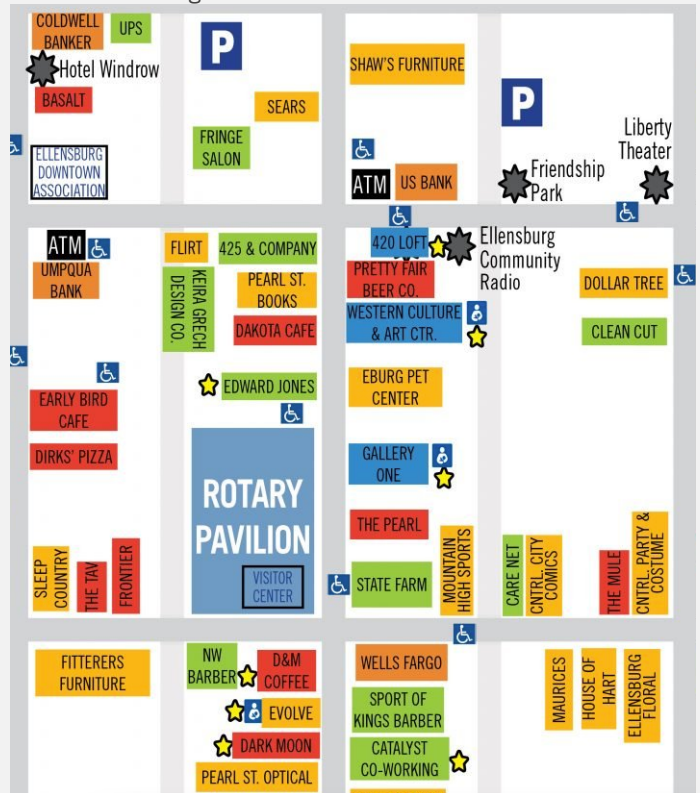
The purpose of this document is to help the City understand the trade-offs to businesses, visitors, and residents related to traffic, vehicular circulation, business activities, and overall business district health with car closure on this block of Pearl Street. The analysis includes findings from case study research, stakeholder interviews, and urban planning practice to create a framework for interpreting the potential impacts of pedestrianization on each type of Pearl Street user. To determine this, we asked a series of questions to address the broad categories of street activation, parking, deliveries, operations, and valuation of right away.

Why now?

- **Unity Park investment.** In 2022, the City will embark on planning for Unity Park, a new park on the corner of 4th Ave and Pearl Street.
- **Potential for public events.** In the past, the street has also hosted public events which require the City to close the adjacent segment of Pearl Street between 4th and 5th Avenues to vehicular traffic.
- **COVID + street activation.** The COVID-19 pandemic severely disrupted activities in Downtown Ellensburg. Some restaurants in the area created street eateries in the public right of way, which have become a popular way to help businesses remain financially viable.

Exhibit 1. Downtown Ellensburg, Detail

Source: Ellensburg Downtown Association



What types of street closure configurations are possible on Pearl Street?

To consider what setup might work for Pearl Street, we explored three potential types of pedestrianization, drawing on examples from cities that had shared features with Ellensburg (relative size, college population, et cetera). These were temporary, seasonal, or permanent configurations undertaken in downtown districts that shut off roads completely to cars. Appendix A summarizes the comparative elements of the case studies referenced below.

Temporary

A temporary pedestrianization configuration would likely begin as a flexible pilot program that closed this segment of Pearl Street for set periods of time. This approach would also likely draw on existing activities and features such as eateries and annual events, as well as simple features like plastic traffic barriers.

This configuration was preferred by those who were generally weary of pedestrianization. Retail and gallery stakeholders were most amenable to this selection; some noting that it did not feel as overwhelming or disruptive as other options.

Case Study: Edmonds

The City of Edmonds, Washington used a similar temporary method as a response to the COVID-19 pandemic in 2020. Businesses led the initiative to extend their operations outdoors as a way for people to maintain physical distance. They closed several blocks on their downtown Main Street from 10am-9 or 10pm on weekends during the summer to allow for shopping, dining, and socializing outside. After extensive feedback and improvements, the program continued with updates in 2021.

Exhibit 2. Edmonds Main Street, Temporary Pedestrianization

Source: Visit Edmonds



Seasonal

Seasonal pedestrianization would likely involve creating a 24/7 pedestrian street on this segment of Pearl during a few months of the year. A seasonal approach would also likely need more durable features like concrete traffic barriers or planters.

A seasonal configuration was seen as a good compromise by several stakeholders—both for those whose first preference was supportive or hesitant of pedestrianization. Given Ellensburg’s climate, summer would likely be an optimal time for users to enjoy outdoor space, though the fluctuation of the college student population at Central Washington University and popular holiday events would also be considerations.

Case Study: Kelowna

The City of Kelowna in British Columbia undertook a similar seasonal project in 2020 and 2021 as a response to the pandemic. They closed roughly four blocks of Bernard Avenue in their downtown to accommodate street seating, arts activities, leisure areas, and bike lanes. It was led by their Downtown Association and tourism organizations in tandem with the city to stimulate activity.

Exhibit 3. Kelowna Bernard Avenue, Seasonal Pedestrianization

Source: Tourism Kelowna



Permanent

A permanent pedestrianization configuration would likely take the form of a pedestrian mall or ‘promenade’ that integrates with the upcoming Unity Park and is closed to cars year-round. It would require larger investments for projects including paving, seating, and street features.

This configuration often prompted the most responses from stakeholders, who either expressed a strong preference for year-round car closure or strong opposition to the idea. In light of the new park, a walking mall would likely share a strong connection to that park space through programming and design. Permanence could also be achieved after pilot programs that tested the waters through temporary or seasonal street closure.

Case Study: Helena

The City of Helena, Montana has had a Walking Mall since the 1970's which has garnered a variety of strong responses. During the Model Cities era, the Walking Mall was constructed as part of a larger urban renewal initiative that involved demolition of buildings in the downtown core, causing community opposition. However, today it hosts art features and events that draw in visitors, including music series, food trucks, and a history tour.

Exhibit 4. Helena Walking Mall, Permanent Pedestrianization

Source: Visit Montana



We reference these types of pedestrianization and specific aspects of case studies throughout the framework as they are relevant to understanding potential challenges, approaches, and tradeoffs. The actions taken by Edmonds, Kelowna, and Helena can be useful to understand possibilities for Ellensburg. They are not meant to be prescriptive answers to activating Pearl Street; rather, they are examples that illustrate options for conceptual paths forward.

Evaluation Framework

To evaluate impacts on businesses, visitors, and residents across relevant dimensions, we separated the implications of pedestrianization into three major categories: 1) Street Activation, 2) Parking, Deliveries, and Operations, and 3) Implementation Process. By applying each of these considerations to different groups of stakeholders, we created a framework that parses out the tradeoffs for Pearl Street users.

In some cases, there may be overlap in the benefits or drawbacks for multiple groups. In other instances, there may be conflict where one group benefits more than another. Further, there are likely sub-groups that have differing concerns within stakeholder categories (particularly between different business types). In the summary table below, we capture major themes, variations, and tradeoffs among potential stakeholder impacts.

Exhibit 5. Pearl Street Pedestrianization Framework

What are the potential implications for....	On...					
	Businesses		Visitors		Residents	
	Benefits	Drawbacks	Benefits	Drawbacks	Benefits	Drawbacks
Street Activation	Increased foot traffic	Uses that don't complement business	Enjoyable walkable environment and events	Potential undesirable uses that don't appeal	Enjoyable walkable environment and events	Potential disruptive uses and nuisances
Parking, Deliveries, and Operations	Little impact on deliveries or freight	Barriers for clientele or employees who drive	Safety for pedestrians walking and biking	Further distance from car to destination	Safety for pedestrians walking and biking	Reduction in 24-hour parking spaces
Implementation Process	Some can use street if willing to join	Some prefer street parking availability	Continued use of popular programs	Differing preferences for street configuration	More consistency in street configuration	Street may feel empty at off hours
Overall	Pedestrian space has potential to attract more customers and allow businesses to expand into street space; not all businesses may wish to engage with street activation, particularly if it impedes quick access to their storefront.		Visitors may enjoy a more pedestrian friendly street and spend more time shopping, dining, and socializing on Pearl; some who prioritize quick and direct access to storefronts may prefer parking space in front of businesses.		Residents of Pearl Street may be able to take the most advantage of pedestrian space outside of their homes for leisure time; noise, crowds, and disruptive activities may cause nuisances if residential needs are not in line with street uses.	

What are the tradeoffs of street activation?

To understand the way that a pedestrianized Pearl Street could activate the business district and create synergies with Unity Park, we asked key stakeholders about what businesses would succeed with pedestrianization, what programming should be considered, and what the implications are for different types of street configuration.

Exhibit 6. Summary of Potential Tradeoffs for Street Activation

	Businesses	Visitors	Residents
Benefits	Street activation that is complementary to businesses could bring in additional clientele and extend the amount of time that people spend patronizing restaurants and shops on Pearl Street.	Street activation could offer more a more pleasant environment for visitors to walk around Pearl Street. It may include features like wayfinding and seating as well as less noise and opportunity to social distance.	Street activation that is well maintained would give Pearl Street residents room to relax and socialize outdoors. This group overlaps with visitors, who would benefit from supportive street features and amenities.
Drawbacks	Programming that conflicts with businesses could be a detriment. Parades or festivals that do not relate to businesses could draw away customers, create bottlenecking, or lead to unequal benefits to retail and restaurants.	Some street activation and configurations may not be preferred activities for some users who regularly shop or dine on Pearl Street. If programming does not engage users, it may deter people from the area.	Activities that attract loud or unwelcome behavior could become a nuisance for residents who live on Pearl Street. While increased traffic may mean more 'eyes on the street' it could also potentially lead to negative interactions.

Impacts to Businesses: What types of businesses succeed on a pedestrianized street?

We first identified and analyzed the types of businesses on Pearl Street. To understand which types may be best positioned to benefit from street closure, we primarily drew on information from stakeholder interviews and case studies. Our interviews included perspectives from restaurant and retail business owners, art gallery affiliates, building owners, and office employees on Pearl Street. These conversations informed specific considerations for Ellensburg, while case study information revealed more general principles regarding business types.

Appendix B indicates the general results and concerns of individual interviews.

Restaurants: Most Benefits

Pearl Street between 4th and 5th Avenues is home to several eating and drinking establishments, including the Pearl Bar & Grille, Dakota Café, and Pretty Fair Beer, as well as a number of such businesses in adjacent blocks. Restaurant owners are the best positioned to benefit from pedestrianization as place-based locations where people go for ambiance and stay for a longer period of time. Since restaurants and bars have been more dependent on atmosphere than retail stores during the pandemic, interviews showed that they were more likely to have already implemented an outdoor element or were receptive to the idea. In case study findings, restaurants also tended to benefit more from temporary and seasonal car closure in Edmonds and Kelowna.

Retail: Most Drawbacks

Retail stores on this stretch of Pearl Street include the Ellensburg Pet Center, Pearl Street Books & Gifts, and sales sections of art galleries. Generally, retail businesses are less likely to benefit from pedestrianization, though there is potential to offset disparate impacts. In case study examples, retail business owners in Edmonds cited issues of ‘bottlenecking’ with groups of visitors who crowd into stores without making purchases. There was also some opposition from retail business owners in interviews, including concerns about inebriated visitors during events and difficulties for customers to load heavy items into their vehicles.

Galleries: Most Conditional

This segment of Pearl Street is distinct for housing several cultural institutions, including Gallery One and the Clymer Museum of Art. The potential for art galleries to succeed on a pedestrianized street was the most asynchronous between case studies and interviews. In all case study areas, arts institutions and organizations were an integral part of supporting pedestrianization efforts through programming. However, interviews revealed hesitation and concern about street closure from gallery affiliates. Access to the front entrance was a consideration, and one gallery expressed that they typically do not remain open during events that are not related to arts.

Offices: Most Neutral

Above storefronts on Pearl, there are offices for businesses and nonprofits. There was little case study coverage of impact to offices, likely due to the prevalence of remote work during the pandemic in the case of Edmonds and Kelowna. Interviews with office workers indicated a receptive outlook; although there were some concerns by employees related to parking for volunteers, there was not a significant concern for business impacts.

What are the implications for Ellensburg?

- **Feedback Channels.** Open lines of communication with businesses owners can address and offset disparities between types of businesses (likely between restaurants and retail). In Edmonds WA, the City promoted specific brick-and-mortar retail stores on their social media sites after owners expressed concerns. Seeking and responding to feedback can provide opportunities to innovate support and mitigate imbalances.
- **Collect and Use Data.** In addition to qualitative feedback, data can also help businesses make appropriate adjustments to street changes. In a case study from Kelowna, the City used people-counter boxes to see the highest traffic times and help businesses optimize their open hours. A concern raised during stakeholder interviews was that the street would feel empty and not receive enough traffic if closed to cars. Collecting counts of when and how many users engage with Pearl Street could help inform decisions.

Impacts to Visitors: What programming should the City consider on Pearl Street and its new park for optimal activation?

Beyond regular business operation on Pearl Street, programming and events can support street activation. The upcoming addition of Unity Park will likely be an integral part of any programming with its supportive space and potential unique features. Case studies and discussion of existing downtown events informed considerations for activation opportunities. Appendix C includes a detailed list of past and recurring events at Unity Park and Pearl Street.

Family Activities

Interviews revealed a high demand for family-oriented activities from all types of stakeholders; even businesses who were generally skeptical of pedestrianization on Pearl Street expressed support for activities that included youth. Case studies also showed examples of features which could encourage such participation. In Helena, a water feature in their pedestrian mall attracts families with children, particularly in summer months, as well as playful art features like a historic trolley. Kelowna's summertime pedestrianization included designated areas for age-specific youth activities that continued throughout the summer. Edmonds provided large sized games for youth to engage with on the street during closures.

Exhibit 7. Youth-Friendly Games in Edmonds

Source: Visit Edmonds



Arts and Music

Arts and music related events were also mentioned in most interviews and are likely to garner more support from the block's three art galleries. One gallery expressed that they usually close their storefront during any events which are not directly related to the arts (i.e., parades, brewfests, etc.). Case study findings all show successful precedent for live music, art exhibitions, or both. Helena has a designated performance space built into their walking mall with recurring weekly music events. Kelowna reflected this principle with set aside busking areas, while Edmonds put on musical events at specific times on weekends.

Exhibit 8. Busker Station in Kelowna

Source: Okanagan Life



Food Vendors

Pearl Street's proximity to the weekly Ellensburg Farmer's Market was brought up in all interviews when discussing programming. Resident and employee stakeholders also expressed a desire for food carts or stalls in a newly pedestrianized area. One group who operates an existing yearly event was enthusiastic about the idea of bringing food trucks to expand the program's offerings with more space provided by street closure. In the Helena case study, food trucks are a feature used in tandem with musical events, like their Revive@5 concert series. However, examples from Kelowna and Edmonds in general spent more effort supporting restaurants already located on pedestrianized streets. There could be potential conflict for restaurant owners if food related events interfere with the available clientele.

Exhibit 9. Food Truck on Pedestrian Mall in Helena

Source: Helena Independent Record



What are the implications for Ellensburg?

- **Build on Existing Programs.** There are already events that have taken place on Pearl Street or at the Rotary Pavilion which parallel these recommendations. Moments to Remember is an example of an existing yearly event in downtown which offers family-friendly activities like a play and scavenger hunt. There are several local events in downtown involving music, including Jazz in the Valley, Buskers in the Burg, and Hoedown in the Downtown. Many events also incorporate food, such as the Ellensburg Germanfest & Parade and the Eastern Washington Brewfest. However, food at events is usually complementary to other activities rather than the standalone theme. The nearby Farmer's Market is a popular event which already has strong, positive recognition with stakeholders on Pearl Street. Ellensburg could build on existing events and programming within a pedestrianized street by expanding or reconfiguring some operations. The CASA Rocks Cornhole event could also potentially branch out to include more activities if provided with additional space.
- **Utilize Unity Park Engagement.** Further engagement with stakeholders and more broad public involvement can direct programming to best benefit businesses, visitors, and residents. In upcoming public engagement for Unity Park, some areas to emphasize and explore could be family-friendly design features, designated space for recurring arts and music related events (e.g., a performance space), potential integration of food trucks, and collaboration with the Ellensburg Farmer's Market. There should also be effort to make sure that families and youth are involved in identifying supportive features.

Impacts to Residents: What specific considerations are there for those who live in Pearl Street?

In addition to visitors, there are tradeoffs that concern residents who live on Pearl Street. Although it is not a primarily residential street, there are occupants who live in apartments above storefronts who could be impacted by street activation. With more activity on the street there will likely be more noise and crowding, which could exceed comfort levels of residents during festivals or gatherings. However, a livelier and more engaging environment with regular activities could increase resident's enjoyment of public space on Pearl Street.

During an interview, one resident indicated that problems related to substance use and threatening altercations have occurred in the space where Unity Park will be located. While there is some concern from residents that such activities could proliferate with more pedestrian space, it is also possible that more visitors spending time on Pearl will work as 'eyes on the street' to improve public safety.

What are the tradeoffs for parking, deliveries, and operations?

Vehicular curb space needs are another vital consideration for the potential pedestrianization of Pearl Street. To understand the possible impacts of car-closure, we examined the ways that removal of street parking may impact business, traffic circulation, deliveries, and alley space.

Exhibit 10. Potential Tradeoffs for Parking, Deliveries, and Operations

	Businesses	Visitors	Residents
Benefits	Businesses who wish to use current parking space for extension of business activities could benefit from using curb space. Additionally, nearby streets like Pine may see cross-circulation if customers and visitors park on adjacent blocks.	With pedestrianization, visitors who do not drive to Pearl Street may prefer less vehicular traffic; bikers and pedestrians may feel safer without cars.	Like general visitors, residents who do not have cars may see minimal impacts or even feel safer with other forms of transportation on Pearl Street.
Drawbacks	Businesses who typically sell items from quick customer visits and are not as place-based may have impediments to customer traffic.	Some street configurations could cause visitors to park further away and impede easy access to storefronts. This could be an annoyance for transporting bulky items and dropping off for programs on Pearl Street.	Loss of 24-hour parking at the future site of Unity Park could present challenges for households with cars. Current three-hour parking provided on Pearl (outside of the lot) is already a challenge that requires 'hopping' spaces.

What are the potential impacts to businesses, residents, and visitors?

Parking space is a key issue for businesses and visitors on Pearl who are accustomed to arriving downtown by car and finding parking space near their destination. Changes to the current configuration of street parking has potential consequences for business activity.

Interview Findings

Opinions ranged from the perspective that parking was not a problem at all to it being a vital part of business operations. Particularly, businesses who sold heavy or delicate objects were worried about the ability of their customers to access storefronts and expressed that losing parking spots in front of their space would be 'devastating.' Questions were also raised about how children would be able to get to programs conducted in gallery spaces without a direct drop off point outside.

Residents and employees further cited issues with finding longer-term parking spaces. The 24-hour parking in the Rotary Pavilion lot was frequently used by these groups; although they were supportive of street space activation, they did also express desire to see a plan for parking that allowed them to stay for more than 3-hour increments.

Some businesses, as well as residents and workers, did not see removing parking from a single block as a significant concern. Some even directly addressed the parking study that was done for downtown Ellensburg as proof that visitors would only need to walk a few blocks to access the street. Often, the existing parking situation was also brought up as a challenge for those who spend longer periods of time on Pearl only being able to park for three-hour increments.

No stakeholders expressed in interviews that they or their customers would be completely unable to park vehicles, but that they would need to potentially walk several blocks to arrive at their destination. Additional distance to destinations may cause some disruptions that require attention but will not likely prohibit drivers from finding parking space overall.

During interviews many did point to problems with existing three-hour parking that necessitated ‘hopping’ between spaces throughout the day for residents, employees, and business owners. There was demand for a solution where these groups would not have to ‘hop’ spaces, particularly after the 24-hour parking area on the future site of Unity Park is no longer available. This is consistent with the findings from Nelson\Nygaard that downtown users are looking for more spaces that are less restrictive to a certain task or location.

It is likely that car closure on Pearl Street would have limited impacts to freight deliveries for businesses. However, outside of typical shipments, transportation of bulky items through storefronts could become more difficult with pedestrianization and necessitate some assistance with drop-off and pick-up.

Stakeholders described alleys as less than ideal locations to park despite their availability for employees and business owners. This is due to the existing potential challenge of being stuck behind a large vehicle making deliveries in the alley. Alleys are also occasionally used for parking space for employees. However, larger vehicles making deliveries can impede its use for parking. In interviews with stakeholders who worked or owned a business on Pearl Street, some mentioned it as an option, but not one that they regularly used as a parking solution.

Those who live on Pearl Street have additional considerations for parking as everyday users; buildings in downtown do not typically include designated garages or lots, so those who have cars are primarily reliant on street parking.

Downtown Parking Plan Findings

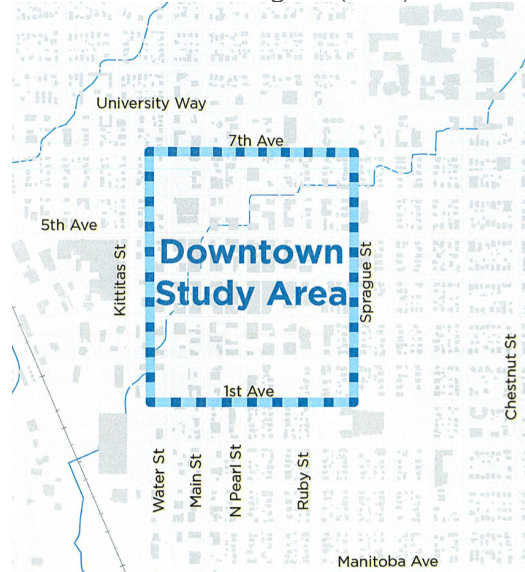
Nelson\Nygaard led Ellensburg’s Downtown Parking Plan in 2018, which included an analysis of parking needs and challenges for the city’s Downtown Study Area (**Error! Reference source not found.**).

There is no lack of parking in Downtown Ellensburg as a whole. Nelson\Nygaard’s findings indicated that even at peak hours of parking demand, only 53% of spaces were occupied on weekdays and 44% on weekends.

Just under half of parking spaces in Downtown Ellensburg are off-street. The findings showed 2,587 parking spaces available in downtown Ellensburg, of which roughly 46% are on-street spaces. For on-street spaces, two-hour and all-day spaces were the most common types. On Pearl Street between 4th and 5th Ave., there are 75 spaces (48 on-street and 27 in the Rotary Pavilion’s lot).

Exhibit 11. Parking Plan Study Area Map

Source: Downtown Parking Plan (2018)



Mixed management of parking is a key issue in downtown. All on-street spaces were maintained by the city, while 77% of all off-street parking was private and 81% of private spaces were restricted. Public off-street spaces were also mixed in ownership between the City of Ellensburg (12%) and Kittitas County (11%). These public lots tend to be more popular than underutilized private lots. There are no required parking minimums in downtown Ellensburg, which is zoned as C-C (Central Commercial).

Pearl Street between 4th and 5th Avenues is where vehicles received the most parking citations of any area in downtown, most often for overstaying the time restriction on their parking space. Comments were made in engagement events for the study that indicated confusing and difficult signage may contribute to inadvertent violations.

“People are looking to park in locations that are not restricted to specific purposes or businesses, and locations where parking durations are long enough to allow people to complete errands or remain parked all day without moving their vehicle.”

- Downtown Ellensburg Parking Plan (2018)

How do parking plan strategies match with stakeholder concerns?

Several ‘quick-win’ and longer-term Plan strategies are applicable to potential pedestrianization of Pearl Street. Although there are not specific recommendations that name Pearl between 4th and 5th Avenue, those which align with findings from stakeholder interviews are detailed in Exhibit 12 with the issues they may be able to help address. Some of the key concerns from business owners, employees, and residents related to parking included transporting heavy items, accessibility for children and older adults, and parking for longer periods than two or three hours. The Parking Plan includes strategies intended to mitigate these same issues on a district scale.

Exhibit 12. Parking Plan Alignment with Pearl Street Stakeholder Concerns

Source: Downtown Parking Plan (2018) and ECONorthwest analysis

Downtown Parking Plan Recommendation	Pearl Street Pedestrianization Stakeholder Concern Addressed	Timeframe
Pilot a shared parking program with private lots, including 1-2 new facilities open to employees and the public.	Lack of parking for employees and visitors for longer periods of time	Quick Win
Adopt formal monitoring program and metrics for tracking progress.	Uncertainty of impacts around pedestrianization	Quick Win
Design and adopt a downtown parking brand and develop wayfinding guidance.	Ease of navigation to Pearl Street for visitors	Quick Win
Establish off-site park-and-ride location(s) to reduce parking demand and provide additional capacity at peak periods.	Lack of parking for employees and visitors for longer periods of time	Mid-Term
Develop a permit parking program for downtown residents to park in designated public and private off-street lots.	Difficulty parking for Pearl Street residents	Mid-Term
Prepare for increased passenger loading needs by providing flexible loading regulations during certain times of day and days of the week.	Accessibility for children and older adults; transporting heavy items	Long-Term
Support a ‘park-once’ downtown by improving pedestrian safety and comfort, including investing in landscaping, lighting, crosswalks, and encouraging ground-floor uses.	Accessibility for children and older adults; parking for longer periods	Long-Term

How did the case study cities approach parking?

In all three case study cities, parking was an issue with activating downtown areas for pedestrian use. Auxiliary parking lots have been the primary method of adjusting parking, guided by easily readable wayfinding signage. Each city has responded in different ways to providing solutions for visitors, residents, and businesses.

Edmonds, WA

Feedback from the first year of weekend street closures frequently cited parking as an area for improvement through surveys, emails, calls, and Facebook comments. The impromptu nature of the city's Walkable Main Street meant that the first year of programming had not had the benefit of early planning. In their second year of temporary operations, the City introduced auxiliary parking lots, allowed for U-turns in the streets surrounding Main, provided ADA parking in front of City Hall, and improved signage around downtown. To actually close down streets, the City used standard orange traffic barriers.

Exhibit 13. Edmonds' Temporary Pedestrianization, Including Parking Areas

Source: My Edmonds News



Kelowna, BC

For Kelowna's seasonal closure, there were three parking garages in surrounding blocks which the city indicated online and through easy-to-read maps. Their website includes a virtual dashboard to show the number of available spaces in each garage in real time. Although the street was closed to vehicular traffic 24/7 during the summer, they created temporary accessible parking stalls, as well as 30-minute and five-minute pick-up zones on adjacent cross streets. In their first year of operations, Kelowna used concrete traffic barriers on the edges of the pedestrianized area but upgraded to more aesthetically appealing planters to demarcate space.

Exhibit 14. Kelowna's Seasonal Pedestrianization Area, Indicating Parking Areas

Source: Tourism Kelowna

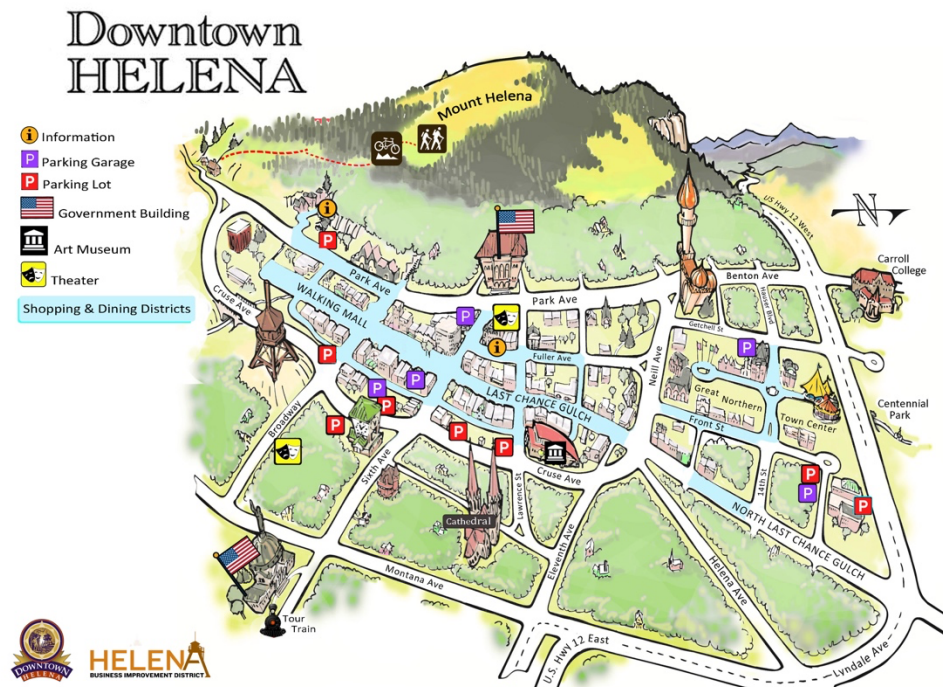


Helena, MT

Helena Walking Mall's permanent location in the city's downtown has drawn criticism in the past for parking difficulties. However, the city has made strides towards providing more space and directing downtown users towards parking areas. There are several parking lots and garages within a short walking distance from the Walking Mall, which are clearly indicated on their downtown tourism maps. Most recently, the City has added free 1-hour parking spots indicated by pink signs that allow customers to make quick trips and errands more easily. There is a distinct curb and landscaping to keep cars out of Helena's Walking Mall, buffered by a sidewalk and clear turning point for cars.

Exhibit 15. Downtown Helena's Walking Mall, Including Parking Areas

Source: Downtown Helena Inc.



Impacts to Businesses: How do Pearl Street businesses use alley space for circulation, freight, and deliveries?

Another potential consideration for business operations is whether freight and service vehicles might be impacted by a full or partial closure of Pearl Street. Interviews revealed nearly universal responses about the way that deliveries arrive on the street.

Stakeholder interviews described using alley space in a consistent manner. It is the primary area where deliveries and freight drop-off shipments for shops, restaurants, and offices. For art galleries, individual artists selling their pieces in the storefront may not be aware of this space and bring in items through the front door as well.

Implications for Ellensburg

- **Align the Pedestrianization with Parking Plan Strategies.** Many of the issues raised by stakeholders can be addressed within the bounds of the existing Downtown Parking Plan. District-wide recommendations are applicable at the smaller scale for Pearl Street. Initiatives like a shared parking program with private lots, formal monitoring, and wayfinding guidance are all quick wins that could benefit temporary or seasonal activation of Pearl Street. Existing mid- to long-term strategies like park and ride lots, residential permits, loading zones, and improvements to streetscape would further complement more permanent pedestrianization.
- **Focus on Investments in Signage and Wayfinding.** Case study areas that provided public auxiliary lots during temporary and seasonal pedestrianization found benefits from wayfinding and signage that allowed visitors to better navigate from those lots to walking areas. Highly readable maps and digital tools can also help streamline the parking process for street users.
- **Allow for Flexible Drop-offs.** An important issue raised by stakeholders involved access to storefronts and office spaces for children participating in art programs. Volunteers for a nonprofit also tended to be older adults who had more difficulty walking longer distances. Both indicated that the additional distance from cars to destinations could create a burden. Flexible spaces for drop-off and pick-up at the edge of the pedestrian area could be used to mitigate this issue, or configurations that allow for coordination with program hours (i.e. if a children's program ends at 3pm, the street closes for cars at 4pm, allowing parents time for pickup).
- **Consider providing residents with 24-hour permits, which are used in some areas of downtown, but not overlaid to Pearl between 4th and 5th Avenues.** The Downtown Parking Plan recommends a permitting system for residents in downtown which could alleviate some difficulty on Pearl. There are already Residential Parking Zones nearby to the north of University Way and northeast of City Hall. Although Pearl is not primarily residential, aligning with the parking plan could offer a helpful option to those who do reside on the street. Temporary drop-off zones may be useful for receiving household deliveries, dropping off groceries, etc., but residents in general require longer term space to park vehicles.

What are considerations for the implementation process?

In considering changes to Pearl Street, the City will need to consider how to value the right-of-way, phasing options, and how the space will be programmed. Additionally, this will need to account for various necessary roles and responsibilities between the city and stakeholders.

Exhibit 16 provides an overview of key tradeoffs for implementation

Exhibit 16. Potential Tradeoffs for Implementation

	Businesses	Visitors	Residents
Benefits	Businesses who are enthusiastic about street activation may see benefits from participating in implementation by sharing their needs and feedback, while clearly defining their role with outdoor features.	Visitors who enjoy current programs may benefit from continued or extended popular events. Centralizing some programs on Pearl will also make it more predictable and easier to navigate to events.	If consistency in street configuration grows, residents may adjust to street closure patterns and be able to plan for days or times when they are not able to bring a car onto Pearl Street.
Drawbacks	If roles are not clearly defined, some businesses may meet unanticipated problems (like upkeep of their streaterly space). Additionally, some who prefer street parking may feel overwhelmed or unincluded with new uses.	Those who have different preferences on street configuration may run into barriers at certain times. Some may feel frustrated if they did not realize the street would be closed to parking at a new time or day of the week.	Residents typically spend more time on Pearl Street, including later and earlier hours. Some may feel more unease if the street is empty during off hours or if it attracts too much unwanted activity when there are fewer 'eyes on the street'.

How should the Pearl Street investment relate to Unity Park?

Ongoing actions towards pedestrianization should be interconnected with the planning process for Unity Park. Additional engagement should seek wider community feedback and ensure that residents can see the big picture of activation on Pearl Street. Continued planning should consider the different types of pedestrianization (which are weighed further in the 'Phasing' section below). Although Unity Park will be a permanent feature, adjacent activity may be more flexible and incremental.

Recommendation: Align Pearl Street investments with new Unity Park. Businesses, visitors, and residents may be more amenable to pedestrianization overall if it comes in tandem with other changes to the street from Unity Park. Pairing the two together for consideration will allow a more holistic evaluation of tradeoffs.

Recommendation: Invest in Signage and Wayfinding. Wayfinding and signage that allows visitors to easily navigate the area may be stronger if tied with Unity Park. Highly readable maps, digital tools, and consistent design motifs between Pearl Street, Unity Park, and potentially more areas of downtown could make both sub-areas more inviting and connected.

Recommendation: Consider 24-hour residential parking permits for Pearl Street households.

Some areas of downtown Ellensburg currently offer permits that allow residents to stay in parking spaces for 24-hours. The lot where Unity Park is planned to be constructed currently has the only 24-hour spaces on this section of Pearl Street. A similar system on Pearl would help alleviate challenges for residents who generally require longer term parking spaces that are not included in residential buildings downtown.

How could the City phase these investments and communicate changes over time?

Three types of pedestrianization were analyzed for this report, but not all are necessarily terminal strategies. Temporary programs are the most flexible typology: they can be carried into subsequent phases if successful to become seasonal or permanent. They can also be adjusted if there are problems or discontinued if they fail. Seasonal programs can also be scaled up to longer-standing permanent investments or scaled back down to a shorter temporary duration.

Permanent projects are intimidating for some stakeholders because they do not have the same relative ease of responding to users. In fact, Helena's example highlights the pushback and criticism that often occurs with abrupt changes, even to a relatively small portion of downtown.

Recommendation: Phase investment incrementally. Going directly to permanent pedestrianization is likely to garner the most opposition and challenges. Working with existing programs and events to 'scale up' incrementally could continue momentum that currently exists from events and streateries. In the short term, identify and build partnerships with established events coordinators to explore expanding operations. If expanding events is successful in creating recurring programs, find what times/days are ideal to sustain activation for a longer period with minimal interruption to businesses (most likely seasonally in the summer). Over time, consider investment in permanent features in response to demand.

Recommendation: Be consistent. Whether business owners were supportive or concerned about car closure, there was consensus about desiring consistency. The flexibility and changes during the pandemic were viewed positively, but with the addendum that people would like to see a more predictable situation moving forward. Programming that plans to be extended should establish recurring times or set dates far in advance to prepare stakeholders. A central, widely shared calendar that clearly communicates proposed or planned activities would increase transparency and allow business owners and residents to anticipate activities.

Recommendation: Ensure sustained communication. Continuing conversations with stakeholders regarding Unity Park and pedestrianization of Pearl is vital to implementation. Adjusting along the way has been successful for temporary and seasonal projects in other cities, with frequent response to feedback. In addition to continued dialogues, additional groups should be brought intentionally into the conversation, including families with children, older adults, students, event coordinators, people who do not drive, and street users who visit Pearl Street from other areas of Ellensburg. Feedback may also be gathered as part of a broader conversation about streateries throughout downtown.

Recommendation: Align with Parking Plan strategies and timeframes. The existing Downtown Parking Plan provides phasing recommendations for some of the investments discussed for Pearl Street and Unity Park. Following these district-wide recommendations for quick wins, mid-term, and long-term projects (Exhibit 12) could help set the stage for either temporary, recurring, or permanent improvements on Pearl.

How should the City work with downtown partners to program the pedestrianization?

Downtown Ellensburg is already host to an array of robust programming year-round. Events take place throughout all seasons (Appendix C) but could be extended to greater frequency with a pedestrianized street. Pearl Street may also become a magnet for other events that currently take place elsewhere downtown. For example, the Farmer's Market may make more sense to be located on Pearl to avoid closing multiple streets at the same time.

However, other businesses may have concerns related to sales, operations, and volume of user traffic if the area is not programmed appropriately. Some interviewees also pointed out that empty space could make the area feel empty or unsafe.

Recommendation: Calibrate event schedules and locations. Since many activities already exist on an annual temporary basis, they could be built out to frequently recurring or seasonal programs. Other events that occur in surrounding parts of downtown could be drawn to Pearl to create a critical mass of events (so long as they are not directly place-based). A central calendar or schedule could also clarify and formalize their recurrence.

Recommendation: Solidify partnerships. Organizations who hold events should be consulted about their capacity and interest in developing their operations further or relocation to Pearl. Concentrating activities in an area that is pedestrianized could also help to alleviate expressed concerns about the space going unused and feeling empty. A central schedule of activities could also assist in clarifying plans.

Recommendation: Designate Drop-off Zones. Additional distance from cars to destinations on Pearl could create difficulties for some users, especially while patterns of activation programs are still being established. Designating flexible spaces for drop-off and pick-up at the edge of the pedestrian area could help make sure that there is an option for quick stops. This could include communication with partners to coordinate based on their ideal timeframes.

How should the City decide which street configuration to implement?

There are two types of pilot pedestrianization programs that would likely be the most successful on Pearl Street and would not require significant capital outlay for the City to explore on a pilot project basis:

- **Regular closures.** One option would be a program that closes the street for certain hours of certain days. Based on stakeholder interviews, an evening closure would interfere the least with retail businesses' operations and still allow food and drink establishments to draw in customers. Complementary activities to dining and drinking could include music, arts, and entertainment in street space.
- **Seasonal closure.** A second option would be to extend existing events into a longer duration. Organizers of activities that are only for one day or weekend could be consulted about their capacity to 'build out' for weeks or months. Summer was usually indicated as a high-volume time for tourism and outdoor dining, and the most popular for case studies in our research. With children out of school, youth-focused activities could coordinate with the street's stakeholders who expressed desire for more family-friendly events. However, winter events like Moments to Remember could also present opportunities for family-friendly seasonal activation if extended. Lighting elements and warming stations could lend themselves towards a 'cozy' holiday atmosphere with recognizable event branding for Ellensburg residents.

Recommendation: Explore temporary or seasonal pedestrianization options.

What types of maintenance considerations should the City account for?

In case study areas, permanent pedestrianization had long term considerations for maintenance and upkeep. Helena's Walking Mall has been a part of their downtown for forty years and has naturally run into some considerations for repairs in the city's Downtown Urban Renewal Plan in 2019. Even in shorter term configurations, there will be operational needs related to a higher volume of use, such as street cleaning and trash removal. Some of these concerns came up during interviews, including trash removal and snow shoveling in winter.

In considering implementation, maintenance roles should be clearly identified. Individual businesses will likely be responsible for their own outdoor elements (i.e. tables for restaurants, booths for retail, etc.). The street itself may see higher traffic and over time the city may need to account for more upkeep of public space.

Recommendation: Establish clear roles. Setting clear responsibilities for public and private entities is a key part of implementation. Businesses considering joining a permit program should understand their responsibilities and what will be taken care of by the City. If the City is to have an ongoing role, it will need to determine how much ongoing subsidy or in-kind support the City or its partners are willing to provide to support maintenance.

Recommendation: Assess businesses' willingness to pay for maintenance. The City should discuss with businesses how much they would be willing to pay for programming and maintenance, as part of a potential downtown BID. This should include asking for how long of a duration they would commit to a permit and their rationale.

What are the options for how the City could value its right-of-way for business use?

To understand the value of right-of-way space in Ellensburg, the City can consider (1) the potential impacts of street activation and (2) the current patterns of vehicular traffic and parking to businesses, residents, and visitors.

Businesses

Stakeholder interviews indicated that there is divided opinion about businesses' willingness to pay for use of right-of-way on Pearl Street. Some businesses highlighted the benefits from small installations like streateries, particularly owners of bars and restaurants who expressed that they likely would have lost revenue during the pandemic without use of outdoor seating elements.

Recommendation: Engage with businesses. While most are supportive of streateries and would not oppose an application process for a paid permit system, not all those interviewed agreed that this was the highest and best use of space. Some stakeholders were only supportive of outdoor dining in parking spaces as a temporary, emergency measure during the pandemic. However, residents and employees working on Pearl also expressed enjoyment from frequenting establishments outdoors.

Stakeholder interviews revealed that not all business owners value street activation opportunities more than parking space. Those who do not wish to see sustained pedestrianization have indicated that they receive more value from having parking spaces adjacent to their storefronts. Although on-street space is maintained and managed by the City, its removal has potential to impact these businesses. Estimating the approximate benefit that businesses receive can help illustrate the secondary costs of removing street parking spaces.

- What additional revenue would businesses earn from continuing to operate outdoor streateries, compared to indoor-only operations?
 - How much could be gained or lost from activation (overall and by business type)?
- Would the benefits of street activation stay consistent year-round?
- Would businesses participate in street programming?
- How much would businesses pay for a permit to participate in street activation?
- What are approaches that the City could assist with to assuage concerns about the loss of parking?

Visitors/Residents

Pedestrianizing Pearl Street would provide greater access and public benefits to the community, provided that the elimination of traffic and parking options on the street do not present undue challenges to visitors. Considerations for street users may include benefits or challenges for walkability, social activity, and accessibility. The physical layout may enhance benefits or detract from them and should also be examined in valuing right-of-way.

Recommendation: Engage with the community. Survey Ellensburg residents about their experiences in downtown, how different outdoor elements or events may affect their desire to patronize businesses on Pearl Street, and attitudes toward parking. Potential topics to explore:

- How would this project change your experience in downtown?
- What programmatic or physical elements of street activation are most beneficial?
- Will pedestrian traffic to the area be likely to increase or decrease during different times of day? Days of the week? During different seasons?
- How much would residents be willing to pay for parking downtown or walk from their vehicle to destination on Pearl Street?
- Will all Ellensburg residents be able to benefit from street activation?
 - Who stands to benefit more?
 - Are there ways to promote equity with this investment?

The City should proceed with street activation if net benefits of the investment are likely to outweigh the net benefits of street parking; willingness to pay matches or exceeds the costs of pedestrianization; and impacts are distributed equitably.

What type of street use permit process should the City consider?

A permitting process for businesses to use the street in a consistent manner was favored in several interviews. Although a few stakeholders were wholly against continued use of right-of-way for outdoor dining, those who were open to it were also supportive of a permit system. They recognized that processes have been adaptive to circumstances during the past year and a half due to the pandemic but were not against paying for continued participation.

Further engagement with business owners not only on Pearl Street but throughout downtown could give insight to the benefits of permits and willingness to pay. Initial findings have indicated interest in participating, but a more extensive may reveal specific price points.

Recommendation: Require that businesses who benefit “pay to play.” One stakeholder on the street described their willingness to “pay to play” — indicating that some businesses who wish to extend streateries would be willing to pay for permits if they know that they will be able to continue outdoor operations long term. Valuing the street space for restaurants will help to understand the value that other business types are receiving from current parking spots.

Appendix A: Case Studies Pedestrianization Matrix

Location	Type	Years Operating	Open Hours	Physical Scope	Motivation
Edmonds WA <i>Pop. 42,000</i>	Temporary	2020-2021	10am-10pm Sat-Sun	~3 blocks, Main St	COVID-19 response
Kelowna BC <i>Pop. 138,000</i>	Seasonal	2020-2021	24/7 Jun-Sept	~4 blocks, Bernard Ave	COVID-19 response
Helena MT <i>Pop. 32,000</i>	Permanent	1974-present	24/7 Year-Round	~2 blocks, Last Chance Gulch	Model Cities-era urban renewal

Appendix B: Interviewees

Interview	Business/Affiliation Types	Stance	Preferred Type	Main Concern	Main Advantage
1	Restaurant/Bar Owner, EDA Members (2)	Yes	Permanent	Stability	Permit program
2	Building Owner, Art Gallery Affiliate	Maybe	Seasonal	Emptiness	Arts programs
3	Building Owner, Resident, EDA Member	Yes	Permanent	Public safety	Leisure areas
4	Art Gallery Employee	Maybe	Temporary	Accessibility	Family events
5	Retail Store Owners (2)	No	None	Customer impacts	None
6	Office Employees (2)	Yes	Permanent	Parking	Gathering space

Appendix C: Ellensburg Downtown Events

List of Events at Unity Park and Pearl Street

Source: City of Ellensburg

Event Name	Event Description	Season	Event Duration	Attendance	Location
St. Paddy's Day 5k Run	5k run around downtown, beer garden, kids games, food	Spring	1pm-8pm	850	Unity Park
Eastern Washington Brewfest	Axe throwing, beer garden, mechanical bull, food, music	Spring	11am-6pm	700	Unity Park
Ellensburg Germanfest & Parade	Germanfest and community parade with daschunds	Spring	8am-3pm	600	Unity Park
Hoedown in the Downtown	Live music, beer garden, merchandise vendors, food truck	Summer	1 night, 3 hours	500	Unity Park
Jazz in Valley	Community jazz festival held at various locations; Unity Park is the main location	Summer	3 days, 2 nights	5000	Unity Park
Rodeo Kickoff Breakfast	Kickoff event for the Kittitas County Fair and Ellensburg Rodeo	Summer	6am-11am	500-800	Unity Park
Rodeo Kickoff Parade	Kickoff event for the Kittitas County Fair and Junior Rodeo Parade	Summer	6am-11am	500-800	Pearl Street
Rodeo Parade	Community Parade	Summer	6am-11am	5000	Pearl Street
Buskers in the Burg	Street performers, kids' activities	Fall	9am-2pm	1200	Unity Park
Moments to Remember	Downtown Holiday event	Fall	3pm-9pm	1000	Unity Park
CASA Rocks Cornhole Event	Cornhole tournament, beer garden, family activities, food, bands	Fall	11am-5pm	150	Unity Park
Winterhop Brewfest	Craft and microbrew tasting available throughout downtown; Unity Park is the main check-in	Winter	12pm-5pm	2000	Unity Park