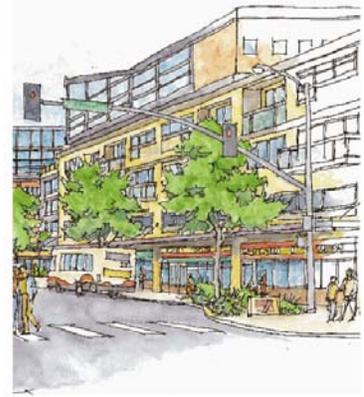
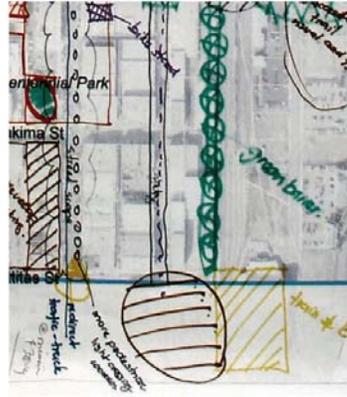


# Central Business District Subarea Plan



## A Vision for Downtown Wenatchee

Adopted April 2007

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# Acknowledgements

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## Mayor and City Council

Dennis Johnson, *Mayor*  
Carolyn Case                      Craig Larsen  
Christy Filby                      Doug Miller  
Don Gurnard                      Frank Kuntz  
Mark Kulaas

## City Staff

Allison Williams, *Executive Services Director*  
David Stalheim, (former) *Community Development Director*  
Cyndy Butler, *Interim Community Development Director*  
Chris Yake, (former) *Associate Planner*  
Monica Libbey, *Housing and Community Planner*

## WDA Board

Sam Mills, *President*  
Gwen Sparks, *Past President*  
Stephanie Williamson, *Vice President*  
Tamara Dezelle, *Secretary*  
David Gellatly, *Treasurer*  
Don Gurnard, *Ex Officio*  
Freyda Stephens  
Bruce Skelton  
Vern Chamberlain  
Ed Navarro  
Valda Sarty  
Grant Johnson

## WDA Economic Development Committee

Allison Williams, *Chair*  
Claudia Cockerham                      Freyda Stephens  
Beth Stipe                                  Stephanie Musser  
Valda Sarty                                  Jeri Barkley  
Jim Fletcher                                  Monica Libbey

## WDA Staff

Kathy Allen, (former) *Executive Director*  
Mary V. Thresher, *Administrative Assistant*

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# Introduction

From 2002 through 2004, the City conducted a very public process to define a vision and new development standards for the waterfront. These were adopted as the Wenatchee Waterfront Subarea Plan in 2004. As a result of this new vision, investment interest arose in the community, creating greater pressure for redevelopment in Wenatchee's downtown.

In order to update downtown's vision and ensure that its redevelopment is complementary to—and takes advantage of—the Waterfront Subarea Plan, the Wenatchee Downtown Association conducted a series of stakeholder and focus group meetings beginning in the summer of 2002. This 18-month volunteer process produced a series of issues, goals and opportunities for a greater downtown district. The first step to implementation was an overall update of the district's vision and zoning.

To carry out this step, the City and Wenatchee Downtown Association conducted an all-day charrette on February 28, 2006. The session was open to the public, and 25 individuals participated, representing a broad range of perspectives. The consultants later used the results of this exercise in the preparation the vision and development concept for the greater downtown district.



Figure 1. Downtown Wenatchee planning area.



Figure 2. Participants drew on maps to record their ideas and concerns.

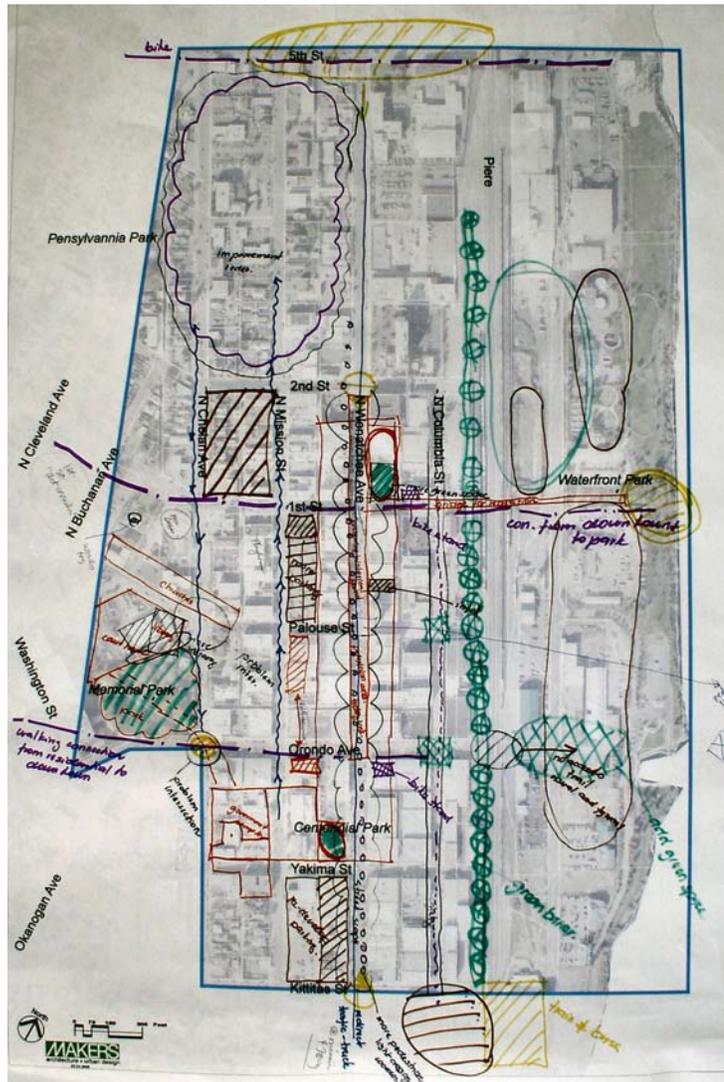


Figure 4. The visual preference exercise identified the type and character of buildings and other elements that participants wanted to see in their downtown.

Figure 3. The work groups shared their results after each session.



Figure 5. Mapped results like this were translated into the concept in Figure 6.



# Vision

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Over the next decade, Wenatchee's downtown will emerge as North Central Washington's premier, high-amenity urban center, with a creative, historic and artistic edge, offering local residents and visitors a broad spectrum of commercial, entertainment, and recreational activities. Retailers will provide the region with specialty goods and local residents with their day-to-day needs. Downtown will also attract professional businesses and offices and be the destination of choice for those looking for an enjoyable night out. Additionally, downtown will be enlivened by desirable in-city neighborhoods. Convenient connections to surrounding areas will further increase the center's accessibility and activity.

As the region grows and changes over the next decade, downtown will assume a more important economic, civic and cultural function. By increasing its richness, attractiveness, and diversity, downtown will become a more prominent regional center, able to help Wenatchee adapt to a changing economy and take advantage of emerging opportunities.

## Goals and Objectives

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### **Goal 1: Strengthen the Vitality of Downtown**

Objective 1: Promote activity at the street level through appropriate uses in buildings, art and street amenities, and encourage offices and residential development in upper floors.

Objective 2: Provide infill opportunities and retail market support by encouraging residential development downtown.

Objective 3: Ensure downtown is serviced by adequate circulation, parking and fiber infrastructure

Objective 4: Improve Links to Active Living and Outdoor Recreation

### **Goal 2: Create a Cohesive Identity**

Objective 1: Create development standards that preserve and enhance downtown's historic and unique identity

Objective 2: Promote expansion of the downtown and connection with adjacent districts, such as the waterfront and courthouse.

Objective 3: Enhance downtown's entertainment and arts presence within the region.

### **Goal 3: Provide Incentive for Downtown Redevelopment and Business Retention**

Objective 1: Explore new incentives for creation of new infill housing and commercial opportunities and engage key property owners in discussions

Objective 2: Explore options for downtown business incubators and support services

# Downtown Development Concept

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The concept organizes the many recommended actions and ideas arising from the charrette and prior work into a cohesive sub area plan. The concept plan follows along with maps of the zoning designations:

## **Historic / Entertainment Overlay:**

### **1. Build on the Wenatchee Avenue Core**

The historic core still boasts many fine buildings with small shops and offices, and the City has already accomplished much through street improvements and primary development programs, so the Wenatchee corridor from Second Street to Yakima Street provides a strong foundation on which to build. Recommendations for further action include:

- Instituting design guidelines to protect the district's historic character and encourage pedestrian-oriented retail activity. This includes exploring the development of an historic district downtown and the benefits of additional design protection and tax incentives that can be realized as a result.
- Reconfiguring the Stanley Civic Center Plaza for more shade, landscaping, and activity. Space for concessions should be considered.
- Implementing street improvements as necessary on First and Palouse Streets to ensure excellent east/west pedestrian connections.
- Creating a gateway or sense of entry at Wenatchee Avenue and Second Street.

### **2. Create an Entertainment District Centering on Chelan and Mission Avenues**

The area around Mission and Chelan Avenues between First and Orondo Streets has the potential to be a center for entertainment and educational activities, such as the YMCA, theaters, Wenatchee Valley Museum and Cultural Center, and supporting services. The parking lot at Mission and Palouse should be converted to structured parking, street-level retail, and other uses, such as a relocated public library, residential units, or hotel. Mid-block connections to Wenatchee Avenue would also benefit new and existing activities. Planting street trees and installing curb bulbs would enhance the pedestrian qualities necessary for entertainment districts. First, Palouse, and Orondo Streets should be upgraded to connect the district together.

## **Greater Central Business District:**

### **2. Extend Downtown North and South along Wenatchee Avenue**

By strengthening the commercial activity north to Fifth Street and south to Kittitas and Thurston Streets, downtown will be better connected to the waterfront and provide additional space for redevelopment. The key will be to achieve a more pedestrian-oriented character so that the activities are truly a part of the core. Therefore, guidelines to require pedestrian-oriented commercial street fronts are recommended. At the same time, large buildings, such as multistory hotels or residential complexes should be encouraged. A median and bike lanes on Wenatchee Avenue from Fifth Street to Second Street would provide an attractive gateway into downtown and a bike connection from the Fifth Street/Loop Trail. Centennial Park should be enlivened by connecting it more closely with the museum and, perhaps, adding some concessions.

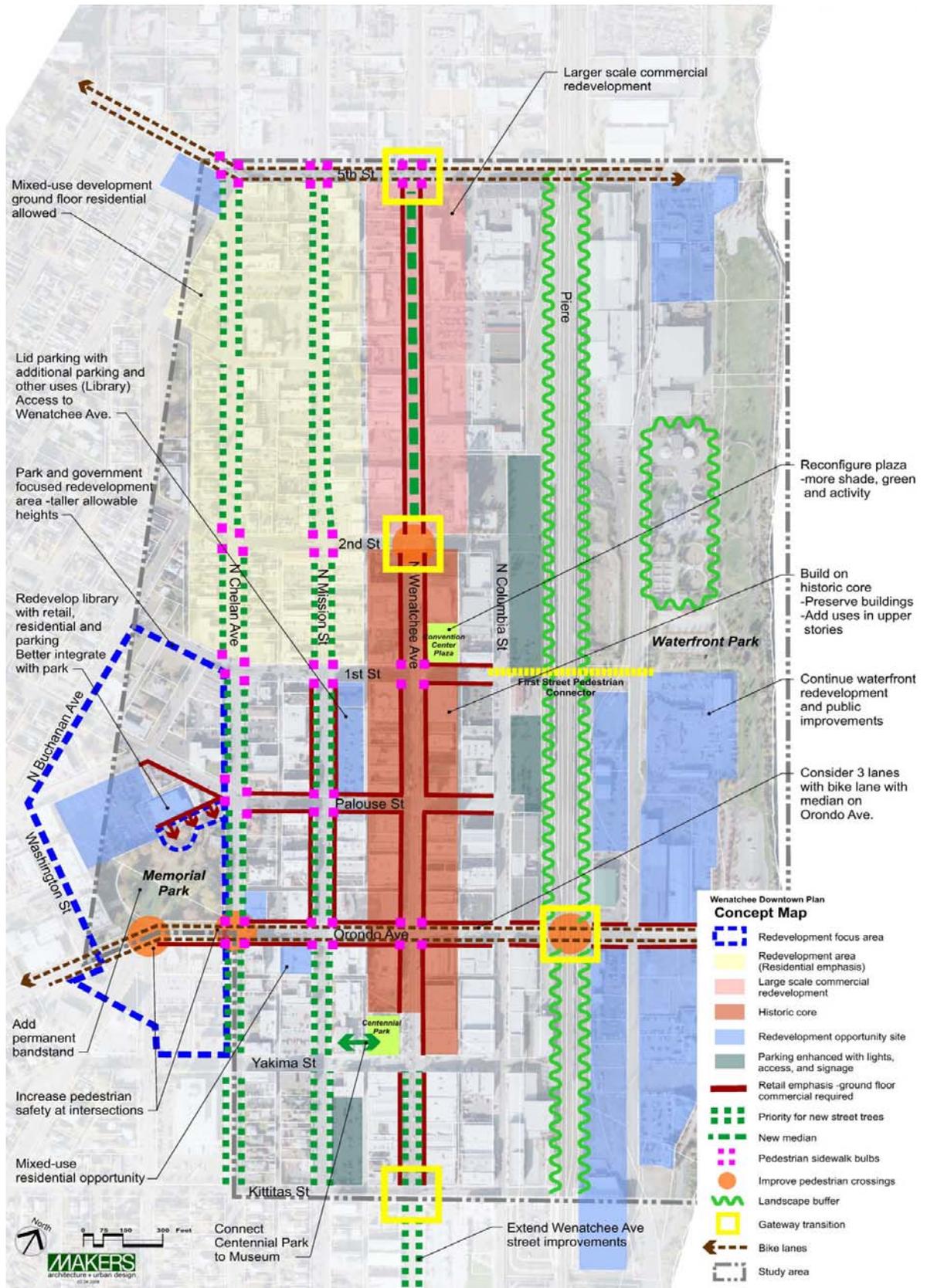


Figure 6. Downtown Wenatchee concept.

#### **4. Add New Uses to the Governmental Campus/Memorial Park Area**

With Memorial Park as an amenity and a number of redevelopable parcels, the area surrounding the courthouse would make a good district for taller residential and mixed-use development. One public opportunity is the redevelopment of the library site to accommodate a mix of public, retail, office, and residential uses. Properly designed, with structured parking, such a redevelopment could help energize the park and create a new focus west of downtown. Design guidelines and zoning provisions should be specially configured to encourage more intense mixed-use development.

A master plan for Memorial Park should be undertaken to expand amenities—in addition and complimentary to those of the annual Apple Blossom Festival, which makes Memorial Park its home—that would enliven the open space. Possible ideas include a permanent band shell and/or an interactive water feature. Programming special activities and events would also dramatically increase park use.

#### **5. Encourage Multifamily Residential Development in the Northwest Quadrant**

This area of N. Mission and N. Chelan Avenue has the potential to be a great inner city neighborhood, with convenient access to the waterfront and the entertainment district. Supportive zoning and street trees on N. Mission and N. Chelan are recommended.

#### **Overall needs:**

#### **6. Upgrade Orondo, Palouse, and First Streets as Key East-West Connectors**

These streets offer direct, fast access to the waterfront and the Memorial Park vicinity. Consideration should be given to converting Orondo Street to three lanes, with the middle lane being a turning lane or median, depending on the intersection. This configuration would allow bike lanes connecting western neighborhoods to the waterfront and downtown.

#### **7. Continue Implementation of the Waterfront Plan**

The City has already initiated an ambitious program to improve the waterfront's recreational facilities and redevelop surrounding areas. Charrette participants recommended further improvements to redevelop the properties along Columbia Street, including landscaping along the railroad right-of-way and enhancing shared parking lots. Connections between downtown and the waterfront at Fifth Street and Orondo Street are particularly critical.

# Recommendations for Development Standards

The vision for Downtown Wenatchee calls for the addition of a broader spectrum of activities and the evolution of in-city neighborhoods to enliven the area. Redevelopment opportunities lay predominantly at the perimeter of the historic downtown core, and new activities and functions must be accommodated by expanding downtown past its traditional area along Wenatchee Avenue from 2<sup>nd</sup> Street to Orondo. Together, this need for developable sites and the desire to include a wide range of civic, commercial, educational, recreational, and residential functions means that the downtown envisioned blends several sub districts, each with its own mix of uses, character and development opportunities. This section of the report describes those districts in greater detail; identifying the role, design character, uses, allowable height, specific design guidelines and public improvements for each unique district.

During the sub area plan review process, it was determined that the sub districts for downtown can be preserved and enhanced through administering a greater Central Business District zone with two overlays: Historic/Entertainment and Columbia Street.

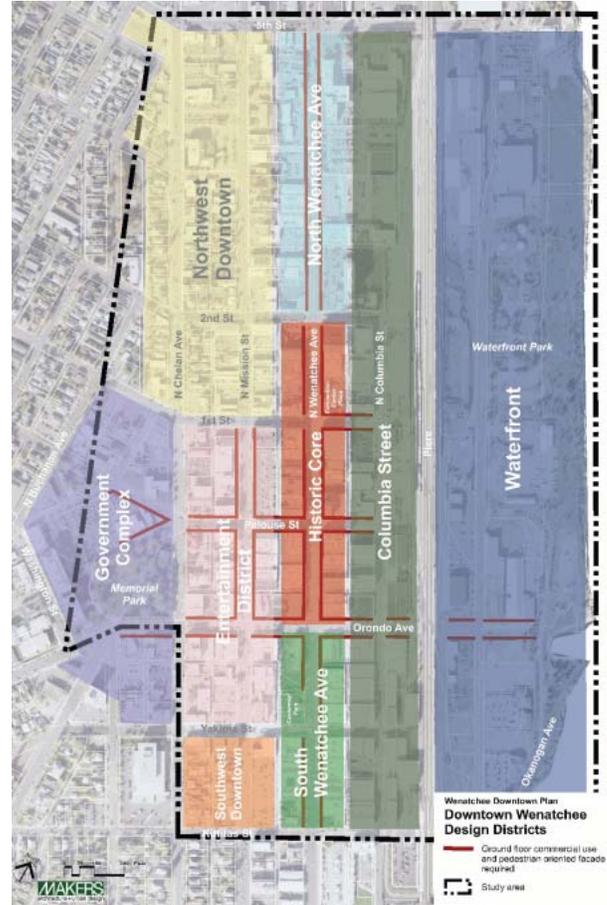


Figure 7. Downtown Wenatchee districts.



Figure 8. Zoning map

# Historic Core Overlay

---

## Vision:

Downtown Wenatchee's core remains its historic heart and the city's center, with active storefronts featuring retail stores, restaurants, cafes, galleries, and upper-story uses. Attractive streets and convenient pedestrian connections tie the Historic Core to the rest of downtown.

## Development Character:

The character is of historic buildings, retained and restored. New infill structures complement the existing architectural character.

## Allowable Uses:

There is a commercial emphasis, with pedestrian-oriented specialty or commercial uses required on the ground floor. Pedestrian-oriented uses are those that attract street activity such as retail shops, galleries, eating and drinking establishments, and news vendors. Upper stories may be either commercial or residential in use.

## Maximum Height:

The maximum allowable height is 85 feet.

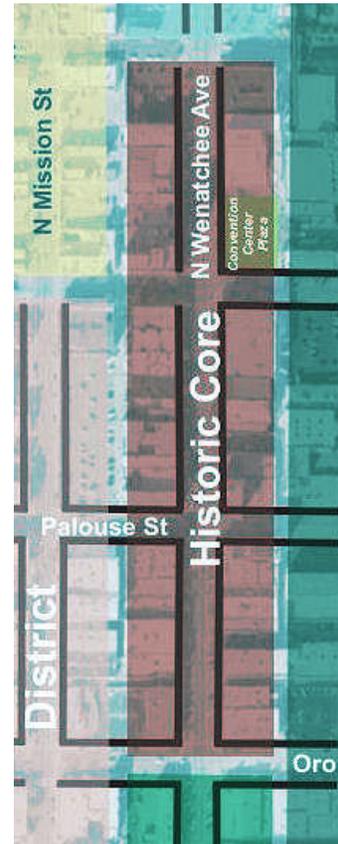
## Special Guidelines:

- 1) Buildings should build on historic identity and feature:
  - a. Vertical windows (windows that are taller than they are wide).
  - b. Accentuated cornice.
  - c. Recessed entry.
  - d. Masonry front facade.
- 2) Signage should be pedestrian in scale and backlit signs and backlit awnings should be discouraged.
- 3) Materials of a distinctly contemporary and non-permanent nature—such as mirrored glass, marbled concrete, synthetic stone or masonry, appliqué, or corrugated metal siding should not be permitted.
- 4) Blank walls should be prohibited in order to create a pedestrian orientation to the street.

## Recommended Physical Improvements:

### 1. Stanley Civic Center Plaza Renovation

The Stanley Civic Center plaza should be substantially renovated to provide more shade, landscaping, and places for street vendors or concessions. Wheelchair accessibility and



attractive lighting must be provided, and a more interactive water feature would be ideal at this location.

**2. Wenatchee Avenue Streetscape**

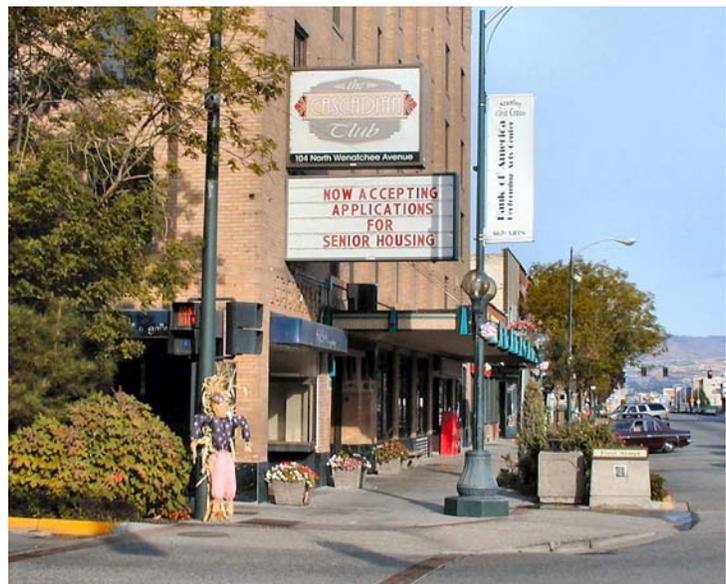
Review the effectiveness of Wenatchee Avenue street improvements and upgrade elements where appropriate.

**3. Gateway at Second Street**

Some form of entry sign would be useful in demarking the historic core.

**4. Left Turns on Wenatchee Avenue**

Conduct a test allowing left turns on Wenatchee Avenue during off-peak times (periods of the day when traffic volumes are lower, generally non-rush hour). If the test demonstrates that impacts to Wenatchee Avenue traffic flow are acceptable, then institute the change permanently.



*Figure 9. The vision for the Wenatchee Avenue Core emphasizes building on the area's existing historic character and pleasant streetscape.*

# Entertainment District Overlay

## Vision:

By providing a focus for entertainment, recreational, and educational activities, the emerging entertainment district will add an exciting new element to the downtown core. Ideally situated on North Mission Street and Chelan Avenue corridors, and bounded by the historic core on the east and Memorial Park on the west, the district will also be convenient to the Stanley Civic Center, Wenatchee Valley Museum and Cultural Center and the government campus. Restaurants, theaters, clubs, and similar activities will find it a desirable location. Educational institutions and recreation facilities, such as the YMCA, will also be encouraged in this area, and residences on upper floors will be attractive to those who want immediate proximity to downtown amenities.

## Development Character:

Most important is an attractive ground floor ambience, preferably with colorful signs, lit building fronts, and inviting entries. Upper floors can feature either a commercial or residential character, although uses that overlook the street with balconies or decks are encouraged.

## Allowable Uses:

Ground floor must be retail, institutional uses open to the public, entertainment, educational or recreational activities that encourage pedestrian activity. Each must support the district's emphasis on entertainment and associated activities.

Upper stories may be commercial, institutional, or residential.

## Maximum Height:

The maximum height is 85 feet with allowances made for roof structures and penthouses that are not visible from the adjacent street front.

## Special Guidelines:

- 1) Buildings should provide night time enhancement. Marquee signs with changeable letters and neon signs are encouraged.



Figure 10. Mission Street's current character must be improved if the area is to become the center of the Entertainment District.

## Recommended Physical Improvements:

### 1. Street trees and Pedestrian Crossings on Mission and Chelan and at 1<sup>st</sup>, Palouse and Orondo

Curb bulbs, well lit crosswalks, and large street trees would help to make Mission and Chelan a more attractive setting for pedestrian-oriented redevelopment.

## Special Development Opportunities:

### 1. Parking lot on N Mission St between Palouse and First Streets

This large, centrally located property, currently occupied by a surface parking lot, would make an ideal site for a parking garage sandwiched between commercial uses on the ground floor and residential, office, or public uses above. Or, parking could be below grade, off the alley, with other uses above.

### 2. YMCA Parking Lot

The YMCA recently developed a parking lot at Mission and Orondo and would consider working with a developer or the City to explore a mixed-use development project that would complement their activities and provide structured parking.

### 3. Wenatchee Valley Museum and Cultural Center

Wenatchee's original civic center, the Museum offers opportunity for expanding programs and facilities that can further enhance Downtown's status as the cultural center for the region. Former expansion plans that incorporated an entrance onto Centennial Park should be revisited.



Figure 11. Envisioned street improvements and redevelopment along Mission Street.

# Greater Central Business District: North and South Wenatchee Avenue

## Vision:

The corridor along Wenatchee Avenue from 5<sup>th</sup> Street to 2<sup>nd</sup> Street and from Orondo Avenue to Thurston Street will see dramatic new multi-story development, primarily housing commercial and public uses. Hotels and visitors' services will be prominent north of 2<sup>nd</sup> Street. Wenatchee will be a pleasant walking street from 5<sup>th</sup> Street to Thurston Street, improved with a median, bike lanes, and attractive sidewalks in the north and new street trees, an upgraded Centennial Park, and retail businesses south of Orondo. New bike lanes will link the 5<sup>th</sup> Street and Waterfront bicycle routes directly to the core, and improvements in the south will better connect the Columbia Station Intermodal Center to the core.

## Development Character:

Mid- to high-rise buildings providing pedestrian-oriented facades along Wenatchee Avenue.

## Allowable Uses:

Office, retail, hotels, visitors' services, and other compatible commercial uses. Residential, commercial, and institutional uses are encouraged in upper stories.

## Maximum Height:

The maximum height is 85 feet.

## Special Guidelines:

- 1) Provide opportunities for wider sidewalks by setting back the ground floor of all buildings and other site improvements from the street ROW. Upper stories may extend to the street ROW.

## Recommended Physical Improvements:

### 1. Centennial Park

Centennial Park should be reconfigured to encourage more human activity. Consider connecting the park to the Museum and adding concessions or other services to attract people.

Figure 12. Current conditions along North Wenatchee Avenue. Note redevelopment opportunities and narrow sidewalks.

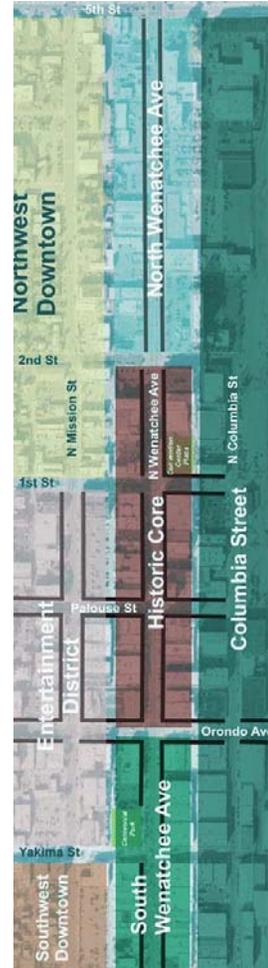




Figure 13. Envisioned improvements on North Wenatchee Avenue..

## 2. Median, Bicycle Lanes and Sidewalk Improvements North of 2<sup>nd</sup> Street

To encourage new development that will integrate this section of Wenatchee Avenue into the rest of downtown, a comprehensive set of street improvements is recommended. Bike lanes will provide a safe link to the 5<sup>th</sup> Street lanes and the Loop Trail. The street is wide enough to construct a median. There are very few driveways, which means few access points would be blocked. Street trees, pedestrian lights, and widened sidewalks will also make this section feel like it is a part of downtown, complementing the more historic character of the Core. A gateway structure at 5<sup>th</sup> Street or signature trees in the median will serve to provide a gateway at Fifth.

## 3. Street Improvements South of Orondo Avenue and on Orondo Avenue

Street improvements similar to those in the core would integrate this section into the rest of downtown and provide a suitable setting for increased retail activities. As noted earlier, reconfiguring Orondo Avenue from four lanes to three lanes would allow for bike lanes and, in some sections, a median.



Figure 14. Orondo Avenue is an important east-west connector, for pedestrians and cyclists as well as vehicles.

## Greater CBD - Government Campus/Memorial Park District

### Vision:

The area surrounding the government buildings and Memorial Park will be transformed from a largely single-use district to a much more active mixed-use complex with commercial activities and residences added to the existing public facilities. The current public library will be replaced with a more intense mixed-use development that includes ground floor pedestrian-oriented commercial (to activate the park and provide needed services), structured parking, and residential units. The Wenatchee Library could be a part of the redevelopment or be relocated to another site downtown. Buildings in this area are likely to be taller, taking advantage of the views and proximity to the Park and downtown. Memorial Park will be a center of activity spilling out from the surrounding development. Programmed events and interactive amenities in the Park will attract people from throughout Wenatchee. Palouse Street and Orondo Avenue will provide convenient, attractive, and safe access to the Wenatchee Avenue Core.



### Development Character:

Larger scale buildings complementary to the existing government buildings, with a pedestrian orientation on the ground floor and architectural treatment on upper stories to reduce the buildings' scale and add visual interest.

### Allowable Uses:

Public, governmental, institutional, residential, and commercial uses. Public or pedestrian-oriented uses are required on the ground floor.

### Maximum Height:

The maximum allowable height is 85 feet. Buildings may be 125 feet high if the City finds that the proposed development will add activity on the ground floor, will add to the adjacent streetscape and/or to activity in Memorial Park, and/or will provide a specified percentage of "affordable" units.



Figure 15. Charrette participants felt that taller buildings such as this may be appropriate in the Campus area.

---

## Special Guidelines:

- 1) This area provides a unique opportunity to put a face on Memorial Park: Buildings fronting on Memorial Park should provide entries onto the park. No driveways or access roads should separate the park from the new development.

## Recommended Physical Improvements:

### 1. Memorial Park improvements

A new master plan should be prepared for Memorial Park that includes an improvement strategy that is effective whether or not the library is redeveloped. The master plan should explore improvements that would attract additional activity, such as a children's play area, interactive water feature, community garden, or a band shelter/stage.

### 2. Add Pedestrian Amenities to Palouse Street and Orondo Avenue

Because these streets will be the primary connections to downtown, the City should make sure that they will be as safe and attractive as possible to pedestrians. Orondo Avenue is wide enough to be converted into three traffic lanes (one lane each way, with a center turn lane or median where a center lane is not needed). Bicycle lanes would help connect the district to neighborhoods to the west and the waterfront to the east. Pedestrian improvements at the intersections of Orondo Avenue with Chelan Avenue and Palouse Street with Chelan Avenue merit high priority because they provide access to the Park.



Figure 16. Memorial Park.

## Special Redevelopment Opportunity

### 1. Current Library Site

The City, County, NCRL, and partners should consider options for redeveloping the library site. The process might begin with a study to analyze the feasibility of mixed-use development and library relocation or inclusion into the project. The study should test several options with different mixes of uses. If redevelopment is not feasible at the present time, the study should identify under what market conditions redevelopment might be so.

### 2. Former Elks Lodge

The former Elks Lodge on Chelan and Orondo is an example of a key property that, if substantially redeveloped, could provide for new energy in this district.

# Greater CBD - Northwest and Southwest Downtown

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## Vision:

The Northwest and Southwest sectors of Wenatchee's downtown will become attractive downtown neighborhoods, offering residents immediate access to downtown amenities, expansive views from upper stories, and a well-landscaped residential setting. New development will be a mix of garden courts and mid-rise structures offering unique residential opportunities to a wide spectrum of residents, including young singles and seniors. Traffic on Mission and Chelan Streets will be "calmed" by large street trees, sidewalk bulbs, and other features.

## Development Character:

Primarily low- to mid-rise residential and small office development within landscaped grounds.

## Allowable Uses:

Residential uses as well as institutional and office uses. Live/work units are encouraged. Existing commercial uses shall be allowed to continue.

## Maximum Height:

The maximum allowable height is 85 feet.



## Recommended Physical Improvements:

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### 1. Street trees on Mission St and Chelan Avenue

A continuous planting of street trees is recommended along Chelan Avenue and Mission Street to improve the setting for residential development.

### 3. Curb Bulbs and Intersection Improvements

Curb bulbs, with landscaping and street furniture, as appropriate, are recommended to facilitate crossing of Mission Street and Chelan Avenue. Street trees on these bulbs should be planted to visually reduce the width of these streets. However, the location of the new trees should not block the "sight triangle" necessary for safety.

Figure 18. A variety of residential types are appropriate in this district



Figure 17. Pleasant streetscapes such as this are important in achieving a residential and mixed use character.



# Columbia Street Corridor Overlay

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## Vision:

Columbia Street from 2<sup>nd</sup> Street to Kittitas Street will have its own unique character and mix of uses. Industrial and service uses will still be welcome, but they will be complemented with new commercial, creative, and residential uses. The area will be popular among those who wish to work where they live and provide spaces such as artists' lofts, studios, gymnasiums, and workshops. This corridor will also provide some of the parking needed for downtown businesses. While the area will see new development and redevelopment of existing buildings, it will retain much of its rugged character from the time when warehouses and industries dominated the corridor, as envisioned in the corridor study conducted in the mid 1990's.

## Development Character:

Larger, bulkier buildings with more utilitarian details are appropriate in this area. Colorful signs, murals, and other features common to industrial buildings will add to the corridor's unique character.

## Allowable Uses:

Light industrial (without impacts such as air or noise pollution or the need for heavy truck traffic), commercial (including eating and drinking establishments), residential, and public uses.

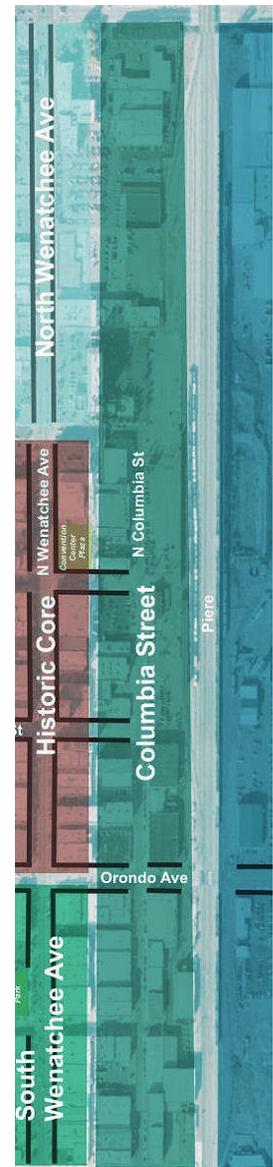
## Maximum Height:

The maximum height is 85 feet.

## Special Guidelines:

1) The following downtown design guidelines should not be required in the Columbia Corridor District:

- Special Streetscape Treatment
- Parking Lot Access.
- Parking Lot Screening and Landscaping, although parking lots must be lit to an average of 2 foot candles
- Parking Garage Design
- Window treatments
- Materials
- Facades of large buildings
- Storefront or Building Front Details
- Multi-Family Residential Uses



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## Recommended Physical Improvements and Redevelopment Opportunities:

### 1. Parking lot Improvements

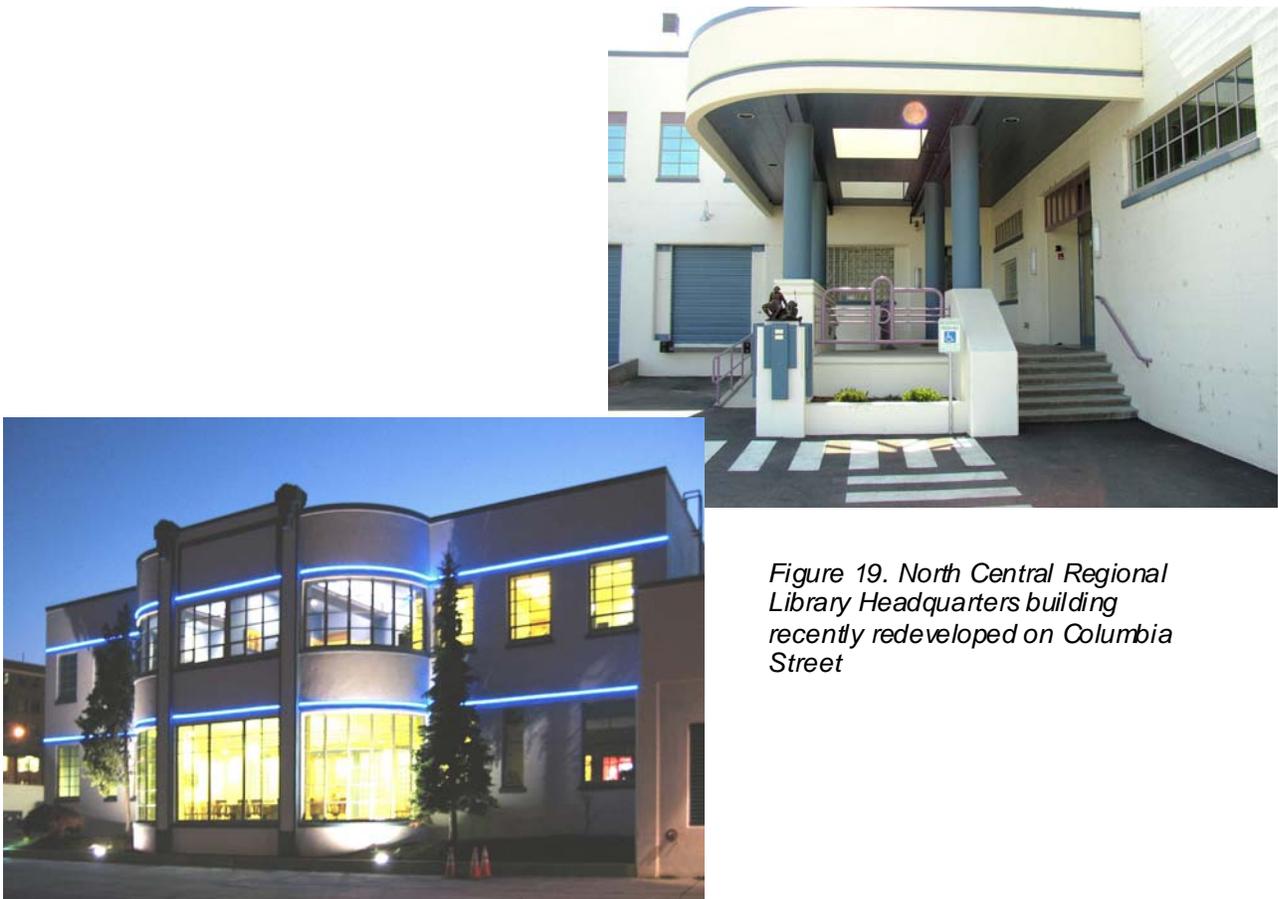
Better use should be made of the large parking lots. They might be more heavily used if there was better lighting and convenient connections to Wenatchee Avenue. Additional landscaping to screen the railroad would also make them more appealing.

### 2. Columbia Street road and pedestrian improvements

Revisit the plan done in the late 90's to add pedestrian amenities, lighting and street improvements.

### 3. Create artist lofts and creative housing

Several living spaces exist with room for expansion if provided with the right development climate.



*Figure 19. North Central Regional Library Headquarters building recently redeveloped on Columbia Street*

# Implementation

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Most urgently, the City must create the right environment to attract new development that might otherwise scatter to other areas. Once a critical mass of commercial, institutional, recreational, residential and public uses has been established, the energy created by the interaction of uses will attract additional activity and development. The key is to achieve that critical mass, and doing that will require a coordinated series of actions over time.

The following actions and activities are recommended. The time frames suggested may be revised as strategic redevelopment planning continues.

**1. Revise the municipal code to incorporate the recommended standards in this document.** *(Begin within 6 months and complete within 1 year)*

The goals, objectives and standards advanced in this vision should be adopted into policy for the downtown area as soon as possible in order to be proactive with the new development interest downtown and along the waterfront.

**2. Continue the successful partnership between the City and the Wenatchee Downtown Association.** *(Ongoing)*

The successful relationship between the City and the Wenatchee Downtown Association (WDA) should be continued. The WDA has worked hard to bring about changes to downtown through working with businesses and property owners to encourage reinvestment. The City, through its Historic Preservation and economic development leadership, has worked to support the goals of the WDA. It has been a successful and recognized partnership, earning a Great American Main Street Award in 2003.

**3. Provide tax incentives for downtown multi-family development.** *(Begin within 1 year)*

The City of Wenatchee has incentives in place for housing and historic preservation. New incentives should be explored that may assist with the cost of infrastructure upgrades and parking facilities, including admissions taxes, the state's new LIFT program, or the creation of an entertainment district based on the outcomes of the studies suggested below.

**4. Undertake a program of street improvements.** *(Begin planning within 1 year and continue on for several years)*

As noted above, there are several approaches to funding public infrastructure. The City should first undertake a study to identify the costs and benefits for specific public improvements noted in this plan. Once these have been evaluated, a comprehensive public improvement strategy for downtown can be prepared. It may be that special opportunities arise for implementing specific projects, such as a utility project that will require the demolition and reconstruction of a roadway, or a transit project that provides new impetus for activity.

**5. Fund and construct improvements to Memorial Park, Centennial Park, and the Stanley Civic Center plaza. (Begin within 1 year and complete within 7 years)**

Taken together, these three open spaces provide a broad spectrum of recreational and redevelopment opportunities for downtown. Improvements should take advantage of the special opportunities in each so that each space has its own unique functions and character.

The City should start the process of redesigning and securing funding for these three open spaces. Improvements could be accomplished over time on an incremental basis, or improvements to the three spaces could be part of a city-wide bond issue.



*Figure 20. The Convention Center's plaza would benefit from shaded seating, landscaping, and spaces for added amenities, such as concessions.*

**6. Beginning redevelopment planning for the library site. (Begin within 2 years and complete within 8 years)**

The City should evaluate the feasibility of redeveloping the library site into a mixed-use complex with structured parking. Alternate library locations, as well as incorporating the library into the complex at the existing site, should be considered. Development options should also consider the relationship to Memorial Park and be coordinated with the park's master planning.

**7. Engage owners of key properties in discussions of redevelopment opportunities. Downtown will benefit from new potential parking opportunities. (Begin within 1 year)**

The plan identifies some specific development opportunities at key sites. The City should approach property owners of these sites to discuss the City's vision, the property owners' interests, and ways that the two can be integrated. These sites could also provide partnerships that would lead to meaningful parking structure and mixed-use developments that would answer many of downtown's current questions with regard to parking supply and the need for more 24-hour use downtown.

**8. Continue waterfront revitalization efforts.**

The success of Wenatchee's waterfront and downtown are mutually linked. The City should continue the ambitious waterfront projects that it has already begun.



*Figure 21. The connections between the waterfront and downtown are more than just physical.*

<b>Action</b>	<b>Timing</b>	<b>Estimated Cost</b>	<b>Funding Sources</b>	<b>Lead</b>
Revise Municipal Code	2007	N/A	N/A	City
Research tax incentives for downtown commercial and housing development	2007	N/A	N/A	City / WDA
Undertake a program of street improvements recommended in plan	2007 – 2010	TBD	State/Federal(STP) / LID or LIFT project	City / WDA
Fund and construct improvements to Memorial Park	2008 – 2010	TBD	IAC/LID/LIFT/Apple Blossom	City / WDA
Fund and construct improvements to Centennial Park	2009 – 2011	TBD	Couple w/ Bond for Museum / LIFT	City
Fund and construct improvements to Stanley Civic Center Plaza	2008 - 2010	\$247,905	Couple w/Bond for Convention Center / LIFT	City / Convention/Visitor Bureau / Hotel
Engage owners of key properties in discussions of redevelopment opportunities	2007 - 2009	TBD	LID / LIFT	WDA / City / Private development community

# Uses and Standards

Zone	District	Character	Uses	Height	Ground floor	Other	Parking
CBD	Historic Core	<ul style="list-style-type: none"> <li>Historic buildings retained and restored</li> <li>New infill compliments historic character</li> </ul>	<ul style="list-style-type: none"> <li>Pedestrian oriented commercial</li> <li>Specialty</li> <li>Restaurants</li> </ul>	85 feet*	Active Use required	<p>Some building materials prohibited</p> <p>Backlit signs and awnings prohibited</p>	Same as existing code.
CBD	Entertainment District	<ul style="list-style-type: none"> <li>Attractive ambiance, colorful signs and lit entries</li> <li>Upper story commercial or residential with balconies overlooking active street life</li> </ul>	<ul style="list-style-type: none"> <li>Ground floor retail, entertainment, institutional, educational or recreational</li> <li>Upper story commercial institutional or residential</li> </ul>	85 feet*	Active use required	Marquee, neon signs permitted	Same as existing code.
Greater CBD	N & S Wen Ave	<ul style="list-style-type: none"> <li>Mid to high rise buildings</li> <li>Pedestrian oriented facades set back to provide for wider sidewalk</li> </ul>	<ul style="list-style-type: none"> <li>Office, retail, hotels, visitor's services</li> <li>Residences, commercial and institutional uses on upper floors</li> </ul>	85 feet*	<p>Active Use Required</p> <p>Set back to allow for 12 ft. sidewalks</p>	Upper story may extend to street	General commercial requirements however consider exceptions below
Greater CBD	NW and SW downtown	<ul style="list-style-type: none"> <li>Low – mid rise residential and small offices within landscaped grounds</li> </ul>	<ul style="list-style-type: none"> <li>Dense residential focus</li> <li>Office / institutional uses less than 3000 sq.ft.</li> <li>Live / work units</li> <li>Existing commercial continues</li> </ul>	85 feet*	Residential allowed	<p>Street trees with irrigation required</p> <p>Internally lit signs prohibited</p>	General commercial requirements however consider exceptions below

Zone	District	Character	Uses	Height	Ground floor	Other	Parking
CBD	Columbia Street Warehouse District Overlay	<ul style="list-style-type: none"> <li>• Larger buildings preserving warehousing history / character</li> <li>• Colorful signs, murals, etc common to industrial buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Light industrial w/o impacts to air, noise or need for heavy truck traffic</li> <li>• Commercial, residential and public uses</li> <li>• Warehouse lofts / live – work</li> </ul>	85 feet*	Bulk of proposed design guidelines not required	Columbia Street warehouse district plan as reference	As provided for in the Columbia Street Planned Unit Development overlay

\* With the provision of four units of affordable housing, an additional story can be added

Where parking is required in the downtown district, the following can be considered for reduction:

- 1) In lieu of fees: \$2,000 to \$15,000 fee per space paid to the city's parking fund in lieu of providing required parking
- 2) With the provision of bicycle facilities defined to mean weather protected storage or bicycle lockers in addition to bicycle only designated parking - parking requirement can be reduced by 25%
- 3) Where buildings front on the street (parking is to the rear or underground) on street parking counts toward the parking requirement
- 4) 25% Reduction with parking underground
- 5) With TDM plan (TDM plans typically are prepared by an employer or developer to document how single occupant vehicle trips will be reduced or mitigated. These plans typically describe incentives (i.e. employees commit to provide monthly transit passes) that will be provided or infrastructure changes that will be made to use transit, carpool, bicycle or walk to the facility covered by the plan. The most effective TDM plans are mandatory and include penalties for non-compliance)
- 6) Provision of 75% of required parking through Shared Parking agreements