



NORTH WENATCHEE MASTER PLAN

**Economic Redevelopment Feasibility Study and
Focused Subarea Plan**

October 2016

ACKNOWLEDGMENTS

WENATCHEE MAYOR

Frank J. Kuntz

CITY COUNCIL,

Jim Bailey Ruth Esparza
Lyle Markhart Keith Huffaker
Mark Kulaas Linda Herald
Mike Poirier

CITY OF WENATCHEE

Steve King, Community & Economic Development Director
Allison Williams, Executive Services Director
Glen Devries, Planning Manager
John Ajax, Senior Planner
Gary Owen, City Engineer
Matt Leonard, Public Works Director
Richard DeRock, General Manager LINK Transit

CHELAN-DOUGLAS TRANSPORTATION COUNCIL

Jeff Wilkens, Executive Director
David Fletcher, Senior Transportation Planner

WASHINGTON DEPARTMENT OF TRANSPORTATION (WSDOT)

Nicholas Manzano, Transportation Planner

CHELAN PUD

Dan Frazier, Director of Shared Services

PLANNING COMMISSION

Randy Asplund Scott Griffith
Joe Gamboni Ace Bollinger
Tony Freytag

BUSINESS & PROPERTY OWNERS

Stemilt NW Wholesale
Sav Mart John McQuaig
Dan Barr Bart Tilley, Nevio Tontini, Rob Borst

CONSULTANT TEAM

Crandall Arambula PC, Prime Consultant
George Crandall, Principal
Don Arambula, Principal/Project Manager
Jason Graf, Associate/Project Coordinator
Michael Blackburn, Graphic Coordinator

Urban Advisors

Ed Starkie

Fehr & Peers

Kendra Breiland

Will Lisska

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Introduction 2
Fundamental Concept..... 6
Build Out..... 8
Implementation.....10

REDEVELOPMENT LAND USE FRAMEWORK

Overview 14
Redevelopment Plan..... 16
Land Use Framework 18
Retail & Commercial 20
Flex Employment 22
Light Industrial..... 24
Office..... 26
Multi-Family 28
Park/Open Space 30

CIRCULATION FRAMEWORK

Overview 34
Current and Future Traffic Conditions 36
Roadway Hierarchy 38
 McKittrick Signature Street..... 40
 Wenatchee 'Boulevard Gateway' 46
 Confluence Parkway..... 48
 New Street Grid..... 50
Neighborhood Active Transportation..... 52

IMPLEMENTATION

Overview 56
Projects 58
Policy and Regulatory Updates 62



EXECUTIVE SUMMARY

INTRODUCTION

PURPOSE

The purpose of the project is to create a redevelopment strategy for the vacant and damaged parcels impacted by the Sleepy Hollow Fire of 2015 and a development framework for returning the vacant properties to productive use supported by market demand and highest and best use of the area.

The project objectives include:

- Working closely with property and business owners, potential developers, the public, other agencies and city staff to establish redevelopment momentum
- Addressing community goals in addition to economic development objectives
- Preparing redevelopment alternatives and identify costs and phasing for a preferred development plan
- Recommending necessary code and City Comprehensive Plan updates to support redevelopment
- Pending property owner's permission prepare a Phase I Environmental Study for key properties

BACKGROUND

During the summer of 2015, the Sleepy Hollow wildfire sparked an industrial fire completely destroying approximately 30 acres and three core businesses located in North Wenatchee. Furthermore, the Department of Transportation received funding in 2015 to relocate the adjacent North Central Region Headquarters by the end of 2017. Two of the three businesses are evaluating their options in terms of relocating.

Accelerated by the fires, the Master Plan will support an existing City of Wenatchee goal to plan for and facilitate redevelopment of the North Wenatchee Avenue area. A new development pattern for this property may serve Wenatchee business better and will serve as a catalyst for additional redevelopment along the North Wenatchee Avenue corridor. Concurrent with development of this Master Plan, the Chelan Douglas Transportation Council (CDTC) will be embarking on an update of the existing SR285/North Wenatchee Transportation Master Plan to refine conceptual roadway and circulation improvements along the corridor and guide the expenditure of \$23 Million in Connecting Washington funding slated for North Wenatchee. The results of this Master Plan will be used to inform the CDTC study.

The City also has funding obligated for construction of a new intersection in the heart of the project area at the intersection of McKittrick Street and Wenatchee Avenue. This improvement may serve as the first infrastructure investment by the City to facilitate redevelopment.

Furthermore, the City is working with the Department of Revenue and local legislators to develop a tax increment financing district for the redevelopment area to assist with funding of infrastructure. The outcome of this effort will be known by May of 2016.

PROJECT AREA

The project area borders North Wenatchee Avenue on the west, commercial and industrial properties to the north at Hawley Street, east to the waterfront and Walla Walla Point Park, and south to Maple Street. The area consists of aging auto-dominated commercial and industrial properties fronting North Wenatchee Avenue, a five lane arterial roadway and state Highway 285.

The project area is bisected by the BNSF rail line running northwest to southeast and provides limited access to parcels east of the rail line with at-grade crossings located at Hawley Street and Miller Street. Parcels east of the rail line consists of industrial properties involved in fruit packing, storage and distribution and maintenance and operations for the Chelan PUD that provide public utility systems including electricity, local water, wastewater and wholesale fiber-optics. East of the study area is Walla Walla Point Park, the Apple Capitol Loop Trail and Columbia River, to the west is aging commercial development fronting North Wenatchee Avenue and existing residential neighborhoods.

PROJECT AREA

— Project Boundary

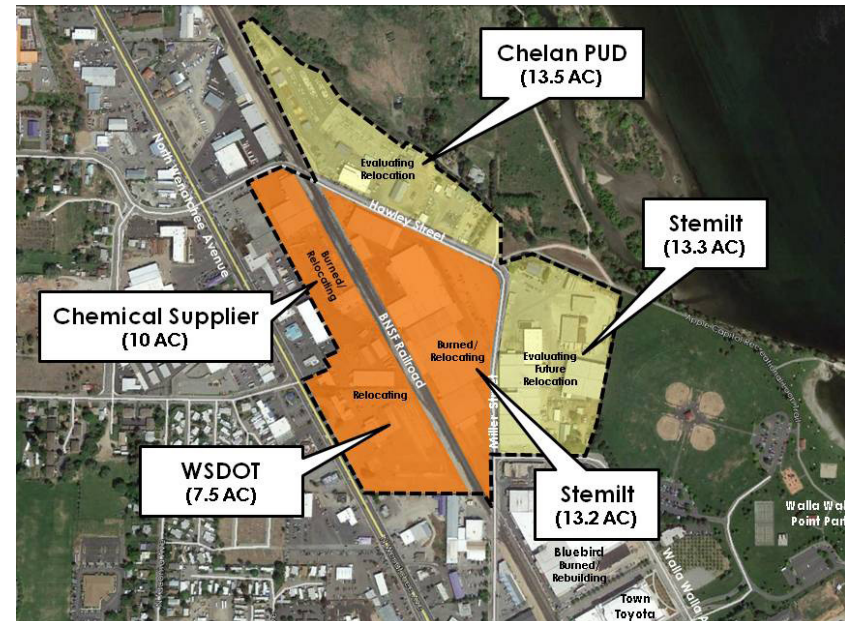


The project area is currently dominated by industrial and commercial uses, due to fire damage and the age of some buildings, use of the properties, and location, this area is poised for redevelopment and the City envisions creation of a neighborhood center supported by a mix of uses. However, redevelopment faces many challenges, including:

- Numerous property owners, and a mix of small block and large block parcels— many without current auto access and as a result are ‘land locked’
- Prevalent light industrial and warehouse uses; many of these are successful businesses and may take a few years to transition from the site
- Chelan PUD is in the process of master planning for their operations and maintenance parcel and it is uncertain as to whether all or a portion of the property would be available for redevelopment.
- Possible environmental remediation because portions of sites are likely contaminated due to their history of industrial use
- Aging strip commercial development and other low-density retail uses are prevalent along the North Wenatchee arterial; these areas are pedestrian unfriendly and are auto-oriented, with substantial building setbacks and large surface parking lots
- North Wenatchee Avenue includes heavy peak hour traffic congestion that is anticipated to worsen without development of an added parallel arterial route.
- High voltage overhead powerlines traverse the middle of the project area along Miller Street and Hawley Street

In contrast there are a number of opportunities that exist to support redevelopment, including:

- The planned relocation of businesses on a few large parcels fronting on North Wenatchee Avenue and along the waterfront
- City funding for a new signal at McKittrick Street and Wenatchee Avenue which will improve access to the WSDOT redevelopment parcel
- Regional transportation plans for the Confluence Parkway which will provide a future arterial route through the parcels east of the BNSF rail line and future planning for improving the character and development environment along North Wenatchee Avenue
- Proximity of the waterfront, Walla Walla Point Park and the Apple Capitol Loop Trail to serve as an amenity and focus for mixed use redevelopment



PROCESS

The City of Wenatchee engaged the Crandall Arambula consultant team to complete the North Wenatchee Master Plan and development strategy for the project area. The project was initiated on February 25, 2015 and completed on October 30, 2015. Over eight months, Crandall Arambula’s master planning process identified and addressed real estate market, environmental and infrastructure concerns and established a bold and innovative redevelopment framework for all the properties consistent with the City’s Comprehensive Plan vision for urban redevelopment. The process identified a short, mid, and long term reinvestment strategy that is mutually beneficial to the community and property owners.

The Master Plan process included the following elements:

- **Background Data Compilation and Assessment**— including baseline market, site, infrastructure and environmental analysis and existing and future condition assessment. Findings will be summarized as opportunities and constraints
- **Land Use Framework** — including a ‘fundamental’ concept’ for study area redevelopment along with a detailed ‘build-out’ plan that identifies all uses, locations, and intensities for all study area properties
- **Transportation Framework**— including a ‘complete street’ network for necessary to support redevelopment including detailed design for existing streets, planned streets and future additional streets, trails, and accessways
- **Redevelopment Feasibility Assessment**— including an assessment of a preferred redevelopment alternative. It will inform the final land use and transportation framework concepts. A ‘business case’ cost/benefit feasibility study of essential public investment to stimulate private sector redevelopment will inform implementation priorities and phasing strategies
- **Action Plan**— an implementation strategy will prioritize and phase catalytic improvements. Other key actions such as environmental remediation strategies, necessary utility improvements, and policy and regulatory changes will also be identified
- **Facilitation of Public Engagement and Incorporation of Feedback**— the prime consultant conducted two public open houses—one at the beginning of the project to solicit feedback on the vision for the project area, and the other presentation to council near the end of the project to present the recommendations. Numerous meetings were held with stakeholders through out the process
- **Preparation of a Final Document**—concepts for the North Wenatchee project area will be finalized. Final illustrated plans, sketches, and diagrams and written text will be created that describe land use and transportation concepts. The final Master Plan concept would include:
 1. Estimated Costs: infrastructure costs and value of potential redevelopment will summarized for the study area and specific clusters, sites, and streets
 2. Business Case a simplified cost/benefit analysis for the infrastructure investment will be conducted assessing the potential tax benefit to the city from the new development compared to the infrastructure costs required to support the ultimate plan

3. Policy and Regulatory Recommendations: preliminary plans, table and text update recommendations for the Comprehensive Plan, Zoning Ordinance or other regulating document

4. Priority Projects and Phasing: initial recommendations for short, mid , and long term redevelopment

FUNDAMENTAL CONCEPT

The fundamental concept is a distillation of the key design ideas, physical elements and spatial relationships that have informed the development of land use and transportation framework elements of the North Wenatchee Master Plan area.

FRONT DOOR ACCESS AND NEIGHBORHOOD CONNECTIONS

Successful redevelopment of the project area will require safe, direct and convenient access to parcels located east of the BNSF rail line; increasing the visibility and drive-by traffic necessary to attract new development and support existing businesses; and the redistribution of traffic to relieve congestion on North Wenatchee Avenue. Hierarchies of routes have been established, including the following fundamental elements:

McKittrick ‘Signature Street’— The most important new street will be the new McKittrick Street grade separated underpass connection between North Wenatchee Avenue and the Confluence Parkway.

This signature street will:

- Be a focus for redevelopment within the project area and gateway from North Wenatchee Avenue to the waterfront and Walla Walla Point Park
- Be designed as a complete street, including pedestrian friendly sidewalks and a protected bikeway.
- Induce new drive-by traffic thereby increasing visibility necessary for creating development interest for existing ‘backwater’ sites east of the BNSF rail line.
- Provide an alternative ‘cut-through’ commuting route. This roadway will minimize traffic congestion on the existing busy North Wenatchee Avenue and provide a release valve for future traffic along Confluence Parkway
- Provide an attractive setting for adjacent development. The street will include special landscaping, lighting, and other streetscape elements that will signal that this street is a place worthy of investment

North Wenatchee ‘Boulevard Gateway’— Boulevard treatment of North Wenatchee Avenue enhances the character of this auto-dominated arterial roadway and establishes a focus for redevelopment at McKittrick Street.

This boulevard enhanced street will:

- Include a landscaped median, lighting, and other streetscape elements that establish this segment of the corridor as a destination and a setting for new street oriented development.
- Provide a new signalized intersection at McKittrick Street with improved access to adjacent parcels that will attract new commercial development and redevelopment of the WSDOT parcel.

Confluence Parkway— A limited access arterial roadway and parallel route to North Wenatchee Avenue. The Confluence Parkway will:

- Establish a new landscaped and tree-lined entry for auto and truck traffic from US2 into North Wenatchee
- Increase visibility, access and create an attractive setting for development.
- Improve regional mobility for through traffic and relieve traffic congestion on North Wenatchee Avenue

Neighborhood Connections and Apple Capitol Trailhead— Direct pedestrian and bike connections connect adjacent neighborhoods with an enhanced trail network.

- A new McKittrick Street multi-use path and protected bikeway will provide a safe and direct east/west connection from adjacent neighborhoods to the waterfront and Apple Capitol Loop Trail
- Extension of the Apple Capitol Loop Trail along the BNSF rail line establishes a loop trail network that serves as a amenity for redevelopment parcels
- An enhanced Apple Capitol Loop trailhead, provides a new gateway entry to Walla Walla Point Park

DISTRICT CENTER

A mixed-use of housing and employment with complementary North Wenatchee Avenue commercial development establishes a unique district center and waterfront destination.

Waterfront Hub — High density, mixed-use development is envisioned at the intersection of McKittrick Street and Confluence Parkway. Uses will create an animated ‘18-hour’ environment of activity and opportunities for housing and employment. Hub uses will include:

- District serving storefront retail, restaurant and entertainment uses along McKittrick Street east of Confluence parkway
- High density multi-family housing. Apartments and condominiums are envisioned for a full range of resident incomes
- Employment uses are oriented to Confluence Parkway and provide for a unique and innovative employment center

North Wenatchee ‘Boulevard’ Commercial — A destination for street oriented commercial and retail development.

- Sites are attractive for a large format retail anchor such as a grocery and complementary commercial services and a new hotel.

FUNDAMENTAL CONCEPT



BUILD-OUT

The North Wenatchee build-out concept provides a future 5-15 year ‘snap shot’ of redevelopment within the North Wenatchee Avenue Corridor and Waterfront Hub (located east of the rail line to the waterfront).

Viable Depiction— the plan and perspective illustrate a scheme and development intensity that is realistic and economically feasible. It is based on factors that influenced the design, including:

- Wenatchee Comprehensive Plan’s policy for the redevelopment of the North Wenatchee Business District and Waterfront Subarea Plan
- North Wenatchee Transportation Master Plan circulation corridor concepts for the North Wenatchee Avenue Corridor and Confluence Parkway
- Fundamental requirements necessary to attract investors such as a new underpass, public amenities, and relocation of public utilities
- Fundamental requirements for designing compact, mixed use development
- Essential active transportation elements that will ensure safe, direct and convenient neighborhood access to redevelopment and the waterfront
- Development that includes a mix of repurposed, adaptive re-use of existing structures and new construction

Graphic Tool— the plan and perspective can be used to:

- Market the community’s vision for development to potential investors
- Illustrate to elected officials and the general public the ‘business case’ for public investment in street and utilities improvements necessary to stimulate desirable private investment

Development Target Summary

Intensity of development within the Plan area was based on the following assumptions:

- Industrial uses calculated at 0.25 Floor Area Ratio (FAR)
- Commercial and Flex (Office/Light Industrial) at 0.3 Floor Area ration (FAR)
- Office uses calculated at 0.5 Floor Area Ratio (FAR)
- Retail uses calculated at 0.5 Floor Area Ratio (FAR) except within the Waterfront Hub where 25,000 square feet was assumed within mixed-use development along McKittrick Street
- Park area was developed as a small area expansion of Walla Walla Point Park; a new trailhead and gateway to the Apple Capitol Loop Trail; and a new neighborhood park to serve multi-family development

SUBAREA BUILD-OUT DEVELOPMENT SUMMARY TABLE

Office	50,000 Square Feet
Light Industrial	140,000 Square Feet
Flex (Office/Lt. Industrial)	120,000 Square Feet
Commercial/Services	70,000 Square Feet
Retail	125,000 Square Feet
Hotel	125 Rooms
Residential	850 Units
Parks	3.5 Acre
Streets	8,070 Linear Feet

CONFLUENCE PARKWAY NORTH WENATCHEE 'BOULEVARD GATEWAY' McKITTRICK SIGNATURE STREET



NORTH WENATCHEE MASTER PLAN BUILD-OUT —VIEW LOOKING WEST

IMPLEMENTATION

The implementation strategy identifies key steps the City of Wenatchee needs to take to support immediate development momentum.

The strategy includes essential North Wenatchee area access projects and necessary policy and regulatory updates.

- North Wenatchee area access projects are of the highest priority and ensure that the area is attractive for private redevelopment
- Policy and regulatory updates will help create the regulatory framework needed to implement the plan

North Wenatchee area access projects identified serve the following purposes:

ESTABLISH 'EARLY MOMENTUM'

This funded North Wenatchee Avenue improvements project will:

- Establish a sense of positive change along North Wenatchee Avenue and signal to the greater community that the City, State DOT and Regional Transportation Council are serious about implementing a coordinated land use and circulation plan for North Wenatchee.
- Generally occur within existing public right-of-ways and will require no or little property acquisition or easements. As a result, the project will be relatively easy to implement compared to game changing projects.

SPUR 'GAME CHANGING' INVESTMENT

These projects will:

- Signal to the development community that the City is committed to redevelopment of the North Wenatchee area and establishment of a mixed-use waterfront destination
- Provide direct access and visibility to isolated parcels between the rail line and waterfront to attract private investment
- Improve the value of existing businesses and properties
- Require coordination and commitments between the City, Washington Department of Transportation, Chelan-Douglas Transportation Council, Chelan PUD/Utility Providers and the property owners

ENHANCE APPLE CAPITOL LOOP TRAIL AND WATERFRONT ACCESS

These other projects will:

- Fill gaps in the existing trail and bicycle network. Projects will result in new safe, direct and convenient access routes between existing neighborhoods, and new waterfront retail and commercial development, Walla Walla Point Park and the Town Toyota Center
- Relocate a portion of the Apple Capitol Loop Trail (currently along Hawley Street) to the north side of the Chelan PUD property.

The implementation strategy is based on the principle that public dollars must be spent on projects that leverage significant private investment and spark widespread sustainable reinvestment in the North Wenatchee area.

Funding for the North Wenatchee area access projects may be secured through public/private partnerships, grants or other allocations. To support intensification of development within the North Wenatchee Master Plan area **an estimated \$37 million in public investment is suggested with the potential to leverage \$242 million in private development. For every \$1 of public expenditures over \$6 of private investment is stimulated.**

NORTH WENATCHEE PROJECTS

- ① **Wenatchee Avenue 'Boulevard Gateway'**
(Wenatchee Avenue Median & McKittrick Signalized Intersection)
- ② **Confluence Parkway Improvements**
(Hawley/Miller Relocation, Utilities Relocation and Trail Extension)
- ③ **McKittrick Signature Street**
(McKittrick Extension and Underpass)
- ④ **McKittrick & Walla Walla Extension**
(Streets & Utilities Improvements)
- ⑤ **Apple Capitol Loop Trailhead & Neighborhood Connections**
(Trailhead/Park Expansion, Apple Loop Trail Relocation & McKittrick Multi-Use Path)





REDEVELOPMENT LAND USE FRAMEWORK

OVERVIEW

The land use framework envisions the grouping of complementary uses into two distinct subareas within the North Wenatchee project area.

The framework respects historic development patterns, and reflects community desires, real estate market trends, and projected growth capacity. Existing healthy or desirable uses are strengthened and sites for infill and redevelopment are maximized. Within the framework there is an emphasis on establishing distinctive mixed-use housing and employment areas with active ground-floor storefront uses located east of the BNSF rail line and re-imagining the urban design and character of North Wenatchee Avenue as a more pedestrian-oriented commercial gateway.

MARKET ANALYSIS

The City of Wenatchee intends to create a unique district with the project area that includes a commercial destination along North Wenatchee Avenue, repurposed land uses at the waterfront, including residential and retail in a walkable compact configuration. **A city goal is to see substantial change in five years and a complete build-out in fifteen years.**

The purpose of the market analysis is to understand the mix of uses and their magnitude that can be feasibly placed within the project area.

The following is an overview of current and projected market characteristics for this area, the larger urbanized area of which Wenatchee is a part, and the Wenatchee metropolitan statistical area, which includes Chelan and Douglas Counties.

DEMOGRAPHIC TRENDS AND HOUSING

There is sufficient growth in population for the Wenatchee MSA (metropolitan statistical area) to support multi-family development: approximately **1,660 to 1,800 units of attached and multifamily by 2040 and 441 multifamily units by 2021.**

- The Wenatchee area (Wenatchee, East Wenatchee and Sunnyslope) can expect to capture at least two thirds of MSA attached and multifamily demand. If national trends in lifestyle and household formation of non-family households continue as they are now, these numbers will increase.
- There will be a **need for new senior housing** as those who are aging in place will need to move to housing that requires less driving, less maintenance by the householders, and provides some services for those unable to drive any longer.



- Income change by household age indicates that much of the growth is in households with annual incomes over \$74,999, with slight growth of households with incomes below \$50,000 in the age cohorts of 25 to 35 years and 45 to 54 years old.

NEW EMPLOYMENT SPACE MUST BE FLEXIBLE

Employment projections for the Wenatchee area indicate employment growth from 2016 through 2024 of approximately 3,400 to 3,460 new jobs, enough to occupy 323,000 square feet of office and 547,000 square feet of flex or other space.

- Emerging trends in business start ups and employment are for locations in mixed use areas that offer the flexibility of building types and shared use commons areas that reduce business costs and offer lower rents
- Small businesses are the majority of employment locally and flex office, light industrial and tech/manufacturing space is limited. Redevelopment of the project area industrial buildings provide an opportunity to attract these tenants.
- Local area businesses that may have a need for flex space rather than traditional office may include: Agriculture; Mining; Utilities; Construction; Manufacturing; Wholesale Trade; Transportation & Warehousing; Information; Professional, Scientific & Tech Services; Administrative & Waste Management; Educational Services; Health Care & Social Assistance; Arts, Entertainment & Recreation; Food Services; and Other Services

NORTH WENATCHEE RETAIL

Wenatchee is the center for retailing for an area that extends beyond its MSA. Demand within the MSA was \$1.55 billion in 2015 (spending by residents) versus sales of \$2 billion. Wenatchee retail capture is approximately 58% of MSA and is roughly twice local spending. BY 2020 the demand for additional retail is likely to be approximately 74,000 square feet.

The major challenge for retail is finding a format to compete. New retail must offer something different from the current experience in order to compete with the two existing major centers and existing scattered retail strips and freestanding big box locations.

- All of the existing retail except for downtown is auto oriented.
- Retail formats are changing nationally to what is called “experience” retail. This is retail that is aggregated with restaurants and entertainment uses in a compact walkable outdoor public space that allows friends and family to meet in public.

- Experience retail is a format that has not been done here yet. However, given the potential for horizontal mixed use on the project site, a plan for something more than 100,000 square feet arranged in concert with housing and employment uses could create an unusual and attractive place to visit for current and new residents, especially if it can also contain entertainment uses that offer casual dining.

CONCLUSION:

One of the main obstacles to development is site access. The Master Plan has suggested extending McKittrick Street as a grade separated under-crossing of the BNSF rail line eastward into the site at Miller Avenue. The McKittrick Street extension and grade separated underpass is critical for accessing the site and opening opportunities for redevelopment. The McKittrick Street extensions would:

- Provide access that is limited today, supporting existing businesses, enabling new business locations and strengthening the district as an employment address.
- Establish a visible gateway from one of Wenatchee’s most traveled arteries and enable a residential district with office, retail and entertainment amenities that otherwise would tend to locate elsewhere with more visible access.
- Improve regional access to the Town Toyota Center and Walla Walla Point Park and support local traffic routing from the congested North Wenatchee Avenue corridor to a parallel route on Walla Walla Avenue

REDEVELOPMENT PLAN

The Plan area has the capacity to absorb significant amounts of growth over the next 10 to 15 years. The build-out plan illustrates the character, location and intensity of new development that may be achieved through implementation of the North Wenatchee Master Plan.












BUILD-OUT DEVELOPMENT SUMMARY TABLE

Land Use	Area (Acre)	Area (Square Feet)	Building Area (Square Feet)	Residential (Units)	Parking (Spaces)
OFFICE	1.21	37,000	50,000		150
LIGHT INDUSTRIAL	11.2	486,150	140,000		210
FLEX (OFFICE/LT. IND.)	9.1	396,250	120,000		300
COMMERCIAL SERVICES	2.00	86,250	70,000		210
RETAIL	7.76	338,200	125,000		375
HOTEL	1.44	62,725	50,000	125	100
MULTI -FAMILY	17.0	740,000	850,000	850	850
PARKS/OPEN SPACE	3.50	172,500	---	---	---
BUILD-OUT TOTAL	53.21	2,318,625	1,405,000	850	4,015

BUILD-OUT INFRASTRUCTURE/OPEN SPACE SUMMARY TABLE

Infrastructure & Open Space	Area (Acre/Linear Feet)	Area (Square Feet)
MCKITTRICK SIGNATURE STREET	1.80/976	78,080
NORTH WENATCHEE AVENUE	3.85/1,680	167,700
CONFLUENCE PARKWAY	3.9/2,122	169,885
NEW STREETS	5.40/3,921	235,280
WALLA WALLA PARK EXPANSION	.47	20,500
TRAILHEAD/GATEWAY PARK	1.34	58,500
NEW NEIGHBORHOOD PARK	.84	36,750
NEW TRAIL	.84/1,841	36,850
BUILD-OUT TOTAL	21	910,000

LAND USE SUBAREAS

-  Storefront Retail
-  Retail
-  Commercial
-  Flex Employment
-  Light Industrial
-  Office
-  Residential
-  Parks and Open Space
-  Plan Area
-  Existing Parcels
-  Existing Parks/Open Space



LAND USE FRAMEWORK

The Land Use Framework primarily describes the future development of the project area and a vision for coherent growth in North Wenatchee.

LAND USE SUBAREAS

The land use framework diagram illustrates the new development block patterns and identifies the types of project area uses.












On many parcels, a mix of vertical uses is suggested. Where parcels contain a vertical mix of uses, the most likely predominant land use is indicated. Predominant uses have been sited and categorized into 'subareas' to:

- Maximize development potential based upon existing adjacent uses adjacencies and site attributes
- Maximize utilization of existing and planned improvements such as roadways, relocation of overhead utilities, stormwater lines and other utilities
- Provide a framework for development agreements between the city, Washington Department of Transportation, Chelan Douglas Transportation Council, Chelan PUD/Utility Providers and property owners
- Respond to a conceptual short term and long term phasing strategy
- Provide flexibility to respond to possible changing market conditions. In some instances, multiple uses are appropriate for a given site

The North Wenatchee Master Plan area includes the following land use subareas:

- 1) **Retail and Commercial**
- 2) **Flex Employment**
- 3) **Light Industrial**
- 4) **Office**
- 5) **Residential**
- 6) **Parks and Open Space**

LAND USE SUBAREAS

-  Storefront Retail
-  Retail
-  Commercial
-  Flex Employment
-  Light Industrial
-  Office
-  Residential
-  Parks and Open Space
-  Plan Area
-  Existing Parcels
-  Existing Parks/Open Space

DEVELOPMENT TARGET SUMMARY

Retail	125,000 Square Feet*
Commercial	70,000 Square Feet*
Hotel	125 Rooms
Flex (Office/Lt. Industrial)	120,000 Square Feet*
Light Industrial	140,000 Square Feet*
Office	50,000 Square Feet*
Multi-Family	850 Dwelling Units
Parks/Open Space	3.5 Acres

* Total represents approximate gross building floor area



RETAIL AND COMMERCIAL

The subareas provide opportunities for regional retail and commercial development oriented to North Wenatchee Boulevard and local neighborhood serving or destination retail storefronts within mixed use multi-family development along McKittrick Street.

Along North Wenatchee Avenue sites provide for a range of regional serving retail, and commercial opportunities, including the potential for a smaller format grocery store. Other commercial services and hotel uses are envisioned within this subarea. Located adjacent to the waterfront, McKittrick Street offers a unique opportunity for destination storefront retail shopping, dining and entertainment uses.

The subarea provides the essential real estate site criteria for retail and commercial development :

Proximity—fronting a major arterial, the North Wenatchee Avenue blocks are centrally located along the existing commercial corridor, while the McKittrick Signature Street provides a location for storefront retail that benefits from proximity to the waterfront as a unique destination.

Good visibility— the sites are located adjacent to the busy major arterial roadway. Today, North Wenatchee provides over 31,000 daily drive-by trips and over time 13,000 daily drive-by trips on Confluence Parkway. It is projected that future traffic volumes on the McKittrick Signature Street (after construction of the grade separated underpass) will contribute 6,100 daily drive-by trips.

Access— the North Wenatchee Avenue sites can be easily accessed from the McKittrick Street signalized intersection. The McKittrick Signature Street sites benefit from a grade separated access of the BNSF railway from Wenatchee Avenue, direct access from the Confluence Parkway, and additional local traffic access from an extension of Walla Walla Avenue.

Prominent Address— regional commercial and retail uses can capture the benefits of a ‘front door’ address on North Wenatchee Avenue while storefront retail uses will benefit from the waterfront location.

Amenity— the proximity of Walla Walla Point Park, the Apple Capitol Loop trail and the Town Toyota Center provide the opportunity to attract customers over an extended period through out the day, evening and during events where shopping or dining can be linked to active or passive use of the park and walking/biking trails

GENERAL DEVELOPMENT CHARACTER—

Orientation— Development will front North Wenatchee Avenue and McKittrick Street to form an active street edge that supports a pedestrian friendly public realm. Primary building access will be from the street rather than directly from internal parking areas.

Form, Massing and Setbacks— Buildings should be urban—if a site is redeveloped, for commercial a minimum 0.3 floor area ratio (FAR) will be prescribed; retail a minimum 0.5 floor area ratio (FAR) will be prescribed. Generally buildings should range from one story to six stories in height and are allowed a maximum 10’ setback for landscaping and buffer along North Wenatchee Avenue and zero-setback along McKittrick Street east of Miller Street (Confluence Parkway).

Efficient Parking— parking will be limited to accepted industry standards: for retail and commercial development (maximum of 3.5 spaces per 1000 square feet); Fewer spaces or shared parking will be fostered. Where parking lots are built, parking will be required to be located behind or to the side of buildings. Design techniques that minimize parked car visual impacts from streets and the disruption of the pedestrian environment will be required. For all development projects bicycle parking should be maximized.







Sustainability— Sustainable practices such as the incorporation of solar panels, wind turbines, and use of green roofs or bioswale green street practices should be encouraged. LEED certification should not be required but should be promoted.

Permitted and Conditional Uses— along Wenatchee Avenue and the McKittrick Street storefront retail prohibited uses will include those that incorporate a drive-thru or the retail sale of automobiles.

Permitted uses along Wenatchee Avenue would include the sale of goods, hospitality, dining/drinking, entertainment uses and commercial services such as hair salons, banking, or dry cleaning.

Permitted uses in the retail storefront area of McKittrick Street would include the sale of goods, dining/drinking, and entertainment uses such as music clubs, and commercial services such as hair salons, ATM banking, or dry cleaners.

RETAIL/STOREFRONT RETAIL

-  Retail Storefront
-  Retail Anchor
-  Commercial
-  Plan Area
-  Existing Parcels
-  Existing Parks/Open Space

SUBAREA DEVELOPMENT TARGET SUMMARY

Retail	125,000 Square Feet*
Commercial	70,000 Square Feet*
Hotel	125 Rooms

* Total represents approximate gross building floor area



FLEX EMPLOYMENT

The subarea provides room for office start-ups, business incubators, and accelerators and complementary light industrial and manufacturing that represent emerging trends in employment districts that are based on economic, social and physical “networks” fostering a creative, risk-taking culture that facilitates ideas and accelerates commercialization.

The subarea has the following essential real estate site criteria for innovative flex employment development:

Proximity—sites are adjacent to a new rail trail and near-by storefront retail, restaurants and entertainment uses along McKittrick Street, the Walla Walla Point Park and the Apple Capitol Loop trail (east of Confluence Parkway).

Good visibility— the sites are located adjacent to the McKittrick ‘Signature Street’ and future Confluence Parkway with estimated 6,100 and 13,000 future average daily drive-by trips respectively.

Prominent Address— uses can capture the benefit of a ‘front door’ address on Confluence Parkway

Access— the sites are located adjacent to or easily accessible to the Confluence Parkway and North Wenatchee Avenue via the McKittrick Street grade separated crossing.

GENERAL DEVELOPMENT CHARACTER—

Due to the viability of existing warehouse structures, some renovation, adaptive reuse, and repurposing of existing buildings rather than new development may occur within this subarea.

Incremental infill will also be viable within this subarea because most parcels are developed at a very low density or suffered damage from the 2015 Sleepy Hollow fire. The large parking lots and underutilized landscape areas provide opportunities for intensification while preserving the existing structures. Where redevelopment or infill should occur, the following characteristics will be required:

Orientation—Development will front Confluence Parkway (realigned Hawley and Miller streets) and Walla Walla Avenue to create a campus-like street edge that supports a pedestrian oriented public realm. Primary building access will require at least one entrance directly accessible to the street rather than directly from internal parking lots.

Form, Massing and Setbacks— Buildings should be urban—if a site is redeveloped, a minimum 0.3 floor area ratio (FAR) will be prescribed. Generally buildings should range from one story to six stories in height and are allowed a maximum 10’ setback for landscaping and buffer along Confluence Parkway and Walla Walla Avenue.

Efficient Parking— parking will be limited to accepted industry standards: for office and industrial development (maximum of 3 spaces per 1000 square feet); and for commercial/retail (2.5 spaces per 1000). Fewer spaces or shared parking will be fostered. Where parking lots are built, parking will be required to be located behind or to the side of buildings. Design techniques that minimize parked car visual impacts from streets and the disruption of the pedestrian environment will be required. For all development projects bicycle parking should be maximized. Ground floor, street accessible, long term bike parking rooms should be required for all new development or major renovation projects.

Sustainability—adaptive reuse, renovation, expansion and repurposing of existing structures should be encouraged. Maximizing the imbued energy and materials of these buildings is a key component of sustainability objectives of the project. Other sustainable practices such as the incorporation of solar panels, wind turbines, and use of green roofs or bioswale green street practices should be encouraged. LEED certification should not be required but should be promoted

Permitted and Conditional Uses— For redevelopment proposals, uses that are auto-oriented will be prohibited. Development of new or expansion of existing warehousing and storage uses will be prohibited. Manufacturing or assembly uses will be permitted, but limitations on uses that may create adverse impacts—noise, air quality, etc. will be identified .

FLEX EMPLOYMENT

- Flex (Office/Light Industrial)
- Plan Area
- Existing Parcels
- Existing Parks/Open Space

SUBAREA DEVELOPMENT TARGET SUMMARY

Flex	120,000 Square Feet*
------	----------------------

* Total represents approximate gross building floor area



LIGHT INDUSTRIAL

Light industrial, warehousing and manufacturing functions are envisioned to largely remain within most of the these areas.

GENERAL DEVELOPMENT CHARACTER—

Due the nature of industrial development a greater auto and truck orientation will occur in this area. Nevertheless, site improvements that enhance the pedestrian environment will be required for any new or major renovation project.

Where redevelopment or infill should occur, the following characteristics will be required:

Orientation—Development will front the existing streets to new streets o create a more urban street edge that supports a pedestrian friendly public realm. Primary building access will require at least one entrance directly accessible to the street rather than directly from internal parking lots.

Form, Massing and Setbacks— Buildings should be urban—if a site is redeveloped, for commercial a minimum 0.3 floor area ratio (FAR) will be prescribed; for industrial a minimum 2.5 floor area ratio (FAR). Generally buildings should range from one story to six stories in height and are allowed a maximum 10' setback for landscaping and buffer along primary streets.

Efficient Parking— parking will be limited to accepted industry standards: for commercial and industrial development (maximum of 2 spaces per 1000 square feet) Fewer spaces or shared parking will be fostered. Where parking lots are built, parking will be required to be located behind or to side of buildings. Design techniques that minimize parked car visual impacts from streets and the disruption of the pedestrian environment will be required. For all development projects bicycle parking should be maximized.

Sustainability—adaptive reuse, renovation, expansion and repurposing of existing structures should be encouraged. Maximizing the imbued energy of the materials of these buildings is a key component of sustainability objectives of the project. Other sustainable practices such as the incorporation of solar panels, wind turbines, and use of green roofs or bioswale green street practices should be encouraged. LEED certification should not be required but should be promoted

Permitted and Conditional Uses— For redevelopment proposals, uses that are auto-oriented will be permitted. Development or expansion of new warehousing and storage uses will be permitted. Manufacturing or assembly uses will be permitted, but limitations on uses that may create adverse impacts—noise, air quality, etc. will be identified.

LIGHT INDUSTRIAL

- Light Industrial
- Plan Area
- Existing Parcels
- Existing Parks/Open Space

**SUBAREA DEVELOPMENT
TARGET SUMMARY**

Light Industrial	140,000 Square Feet*
------------------	----------------------

* Total represents approximate gross building floor area



OFFICE

Traditional office development is envisioned at sites along the waterfront where the existing Dovex office exists today or the potential for a Chelan PUD corporate headquarters should they decide to consolidate their administrative functions at their maintenance facility located along Hawley Street.

The subarea has the following essential real estate site criteria for office development:

Proximity—sites are adjacent to near-by storefront retail, restaurants and entertainment uses along McKittrick Street, the Walla Walla Park and the Apple Capitol Loop Trail (east of Confluence Parkway).

Access— the sites are located adjacent to or easily accessible to the Confluence Parkway and North Wenatchee Avenue via the McKittrick Street grade separated crossing .

Amenity— the proximity to the waterfront and views of the river are attractive for corporate office development.

GENERAL DEVELOPMENT CHARACTER—

New development will occur within this subarea. Located at the trailhead to the Apple Capitol Loop Trail and Walla Walla Point Park the subarea will set the bar for the waterfront area. The perceptions of the entire district will largely be defined by buildings that are constructed here. To provide a positive experience and image, the development must be welcoming, pedestrian-friendly, and compatible with surrounding subarea context.

The following characteristics will be required:

Orientation—Development will front Confluence Parkway and new streets to create an urban street edge that supports a pedestrian friendly public realm. Primary building access will be from the street rather than directly from internal parking lots or parking ramps

Form, Massing and Setbacks— Buildings should be urban, covering a majority of development parcels—when a site is redeveloped, a minimum 2.0 FAR for office development will be prescribed. Generally, buildings should range from two to six stories in height for the majority of the subarea

Efficient Parking— parking will be limited to accepted industry standards: for office development (maximum of 3 spaces per 1000 square feet); for commercial/retail (2.5 spaces per 1000); shared parking will be fostered. Parking should be located behind, within buildings, or in structures. Design techniques that minimize parked car visual impacts from streets and the disruption of the pedestrian environment will be required. For all development projects bicycle parking should be maximized. Ground floor, street accessible, long term bike parking rooms will be required for all new development or major renovation projects

Sustainability—Sustainable practices such as the incorporation of solar panels, wind turbines, and use of green roofs or bioswale green street practices should be encouraged. LEED certification should not be required but should be promoted

Permitted and Conditional Uses— prohibited uses will generally include those that are auto-oriented, manufacturing, warehouse or storage.

OFFICE

- Office
- Plan Area
- Existing Parcels
- Existing Parks/Open Space

**SUBAREA DEVELOPMENT
TARGET SUMMARY**

Office 50,000 to 225,000 Square Feet*

* Total represents approximate gross building floor area



MULTI-FAMILY RESIDENTIAL

Multi-family development and establishment of a waterfront residential neighborhood is envisioned for blocks east of Confluence Parkway. The area provides for the layout of a range of multi-family housing opportunities from affordable apartments, senior housing, to market rate apartments.

Multi-family residential uses meets the following essential real estate criteria for successful housing development:

Proximity—views of the river, located above and adjacent to neighborhood serving storefront retail and commercial uses and in a location close to the downtown, will establish a high density residential neighborhood, that is unique to Wenatchee

Access—the sites have good arterial access via the Confluence Parkway and North Wenatchee Avenue and local access along Walla Walla Avenue to downtown and waterfront destinations such as the Pybus Public Market

Amenity— the proximity to the McKittrick Street storefront retail, Walla Walla Point Park, the Apple Capitol Loop Trail and a new neighborhood park will attract residential development interest.

GENERAL DEVELOPMENT CHARACTER—

New development will occur within this subarea. Located at the Apple Capitol Loop trailhead, the subarea will set the bar for the entire station area. The identity of the entire project area will largely be defined by buildings that are constructed here. To provide a positive experience and image, the development must be welcoming, pedestrian-friendly, and establish an urban waterfront living environment. Development should avoid an institutional, repetitive, 'apartment complex' character. Multiple developers and architectural design teams should be fostered to ensure variety and interest. Multi-family development should be phased so that early phase development is located near Confluence Parkway, while later phase development is located along the waterfront.

The following characteristics will be required:

Orientation—Development will front the existing and new streets to create an urban street edge that establishes a vibrant pedestrian friendly public realm. Primary building access/lobbies should be from the street, green spaces or pedestrian corridors rather than directly from internal parking lots or structures. Along primary streets, ground floor units may be accessed from the street rather than internal corridors.

Form, Massing and Setbacks— Buildings should be urban, covering a majority of development parcels—when a site is redeveloped, a minimum density of 60 dwelling units per acre or a 0.5 FAR for commercial/retail development will be prescribed. Buildings fronting McKittrick Street will require a zero-setback while buildings fronting other streets will be allowed a maximum 10' setback. Generally buildings should range from two to six stories in height for the majority of the area.

Efficient Parking— parking will be limited to accepted industry standards: for commercial/retail (2.5 spaces per 1000); and residential (1 space per unit). Fewer spaces or shared parking will be fostered. Parking should be located behind, within buildings, or in structures. Design techniques that minimize parked car visual impacts from streets and the disruption of the pedestrian environment will be required. For all development projects bicycle parking should be maximized. Ground floor, street accessible, long term bike parking rooms will be required for all new development or major renovation projects.

Sustainability—Sustainable practices such as the incorporation of solar panels, wind turbines, and use of green roofs or bioswale green street practices should be encouraged. LEED certification should not be required but should be promoted

Permitted and Conditional Uses— prohibited uses will generally include those that are auto-oriented. **A mix of multi-family over ground-floor retail is required along both sides of McKittrick Street east of Confluence Parkway.**

MULTI-FAMILY RESIDENTIAL

- Residential
- Plan Area
- Existing Parcels
- Existing Parks/Open Space

SUBAREA DEVELOPMENT TARGET SUMMARY	
Multi-family	850 Dwelling Units



PARK/OPEN SPACE

A network of parks and open spaces are envisioned to provide an amenity and focus for development between Confluence Parkway and the waterfront and expand access and use of Walla Walla Point Park.

- Expansion of Walla Walla Park between the ball fields and Apple Capitol Loop Trail
- At the terminus of McKittrick Street, a new Apple Capitol Loop trailhead and gateway to Walla Walla Point Park
- An extension of the Apple Capitol Loop trail along the rail line from Hawley Street to Walla Walla Avenue.
- A new neighborhood park centrally located to serve multi-family development

GENERAL DEVELOPMENT CHARACTER—

- The design of the park and open space network should be sympathetic to adjacent land uses, such that office uses are typically best served by urban hardscape design elements and residential uses are best served by shrubs, trees and lawn design elements.
- Park and open space uses should be a focus of development.

Detail—

- Expansion of Walla Walla Park between the ball fields and Apple Capitol Loop Trail provides an opportunity for additional access to Walla Walla Point Park and is intended for passive use or possibly as a dog park and may include elements such as lawn, landscaping, pedestrian-scale lighting and seating.
- The Apple Capitol Loop trailhead and gateway is intended as the 'front door' to Walla Walla Point Park at the crossroads of the McKittrick Street protected bikeway and the Apple Capitol Loop trail. The trailhead and gateway may include a mix of hardscape, and landscape features and incorporate design elements such as seating, pedestrian-scaled lighting, trail and interpretive signage.
- Adjacent to the rail line a 20' open space buffer is intended for the relocation of overhead powerlines that extend from the Chelan PUD switchyard and an extension of the Apple Capitol Loop trail. The trail should be a minimum 12' in width to provide multi-use of the trail for walking, running, and biking.

PARKS/OPEN SPACE

- Parks/Open Space
- Plan Area
- Parcels
- Existing Parks/Open Space

**SUBAREA DEVELOPMENT
TARGET SUMMARY**

Walla Walla Park Expansion	.47 Acre
Trailhead/Gateway Park	1.34 Acre
New Neighborhood Park	.84 Acre





CIRCULATION FRAMEWORK

OVERVIEW

The Circulation Framework identifies the location and describes the future design character for the project area access routes. It has an emphasis, in terms of focus and detail, on ‘complete street’ multimodal connections located within the project area.

Recommendations on the location and configuration of automobile, bus, pedestrian and bicycle access throughout the North Wenatchee Master Plan are identified. The framework includes:

- **Roadway hierarchy** — the circulation diagram prescribes a street network of ‘Signature Street’ (McKittrick Street), enhanced existing and planned arterial routes (North Wenatchee Avenue and Confluence Parkway) and new street grid consisting of a local street system that improve access within North Wenatchee and a framework for pedestrian oriented development.
- **An emphasis on ‘active transportation’**— pedestrian and bicycle circulation systems as a means to reduce auto dependency, traffic and parking impacts; maximize non-motorized access to Walla Walla Park, the waterfront and foster community health benefits.



COMPLETE STREETS

CIRCULATION

-  McKittrick Signature Street
-  Underpass
-  Existing/Planned Arterial Streets Enhancements
-  Street Grid (Local Street)
-  Neighborhood Connections (Active Transportation)
-  Existing Traffic Signal
-  Traffic Signal
-  Rail Signal Xing
-  Bike Signal



CURRENT TRAFFIC CONDITIONS

TRAFFIC FLOW

North Wenatchee Avenue is the primary route for north-south travel through the study area, with approximately 32,000 average daily traffic (ADT). Typically, this route is heavily congested for multiple hours on weekdays during the midday and PM peak periods. A smaller share of north-south traffic uses Walla Walla Avenue, Miller Street, and Hawley Street (between 3,500 and 4,200 ADT). These routes are often less preferable to North Wenatchee Avenue for through traffic due to the at-grade BNSF railway crossings on Miller and Hawley Street, which serve approximately 25 trains per day.

TRANSIT

North Wenatchee Avenue serves as a primary service corridor for Link Transit. In particular the highway serves all regional, Intercity routes traveling north of the Wenatchee River. Transit service to businesses and residential areas along the corridor also uses portions of the highway or travels through major intersections along the highway. Issues related to transit service include:

- The need for consistency in travel speeds to meet service objectives
- Reliability of maintaining scheduled stop times
- Improved pedestrian connectivity and accessibility to transit
- Opportunities to increase transit share and to support future development

PEDESTRIAN AND BICYCLE TRAVEL

The high volume of traffic, number of trucks and other large vehicles, combined with substandard sidewalks greatly reduce the comfort for walking and bicycling in the corridor. The highway corridor also is a barrier for pedestrians and bicyclists wishing to connect between residential and other destinations west of North Wenatchee Avenue and the Apple Capitol Loop Trail, parks, and other destinations along the waterfront. Issues related to pedestrian and bicycle travel include:

- Safety of pedestrian and bicycle travel within and crossing the corridor
- Connectivity of the pedestrian and bicycle systems to transit
- Limited pedestrian and bicycle access to and between the corridor
- Enhancing accessibility between and across the corridor to access the Apple Capitol Loop Trail, waterfront and parks



FUTURE TRAFFIC CONDITIONS

The City's adopted North Wenatchee Transportation Master Plan (2011) includes the Confluence Parkway project; a new two-lane arterial corridor extending Miller Street south of the Wenatchee River to connect to Euclid Avenue and US 2. While currently unfunded, this project could provide significant relief to demand on North Wenatchee Avenue and divert north-south traffic to other streets within the project area.

To better understand how Confluence Parkway could affect build-out of the project area, scenarios both "with" and "without" Confluence Parkway were analyzed. Average daily traffic (ADT) forecasts by Fehr and Peers (Transportation Assessment of Alternatives Memo, June 2015) were developed using outputs from the Chelan-Douglas Transportation Council Travel Forecast Model. Assumptions, traffic volumes estimates, traffic growth trends, and key results and observations are summarized for each of the analysis scenarios.

BUILD OUT WITHOUT CONFLUENCE PARKWAY

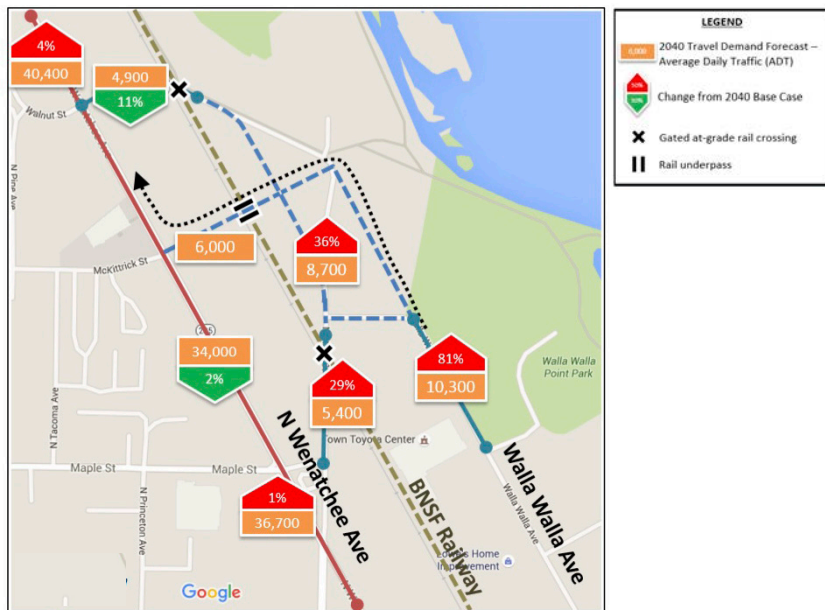
Assumptions for this scenario included:

- Land use build-out of the study area plus regional model projected growth (Build-out Summary, page 16).
- New grade-separated connector on McKittrick Street, extending from Wenatchee Avenue to Confluence Parkway and an extension of Walla Walla Avenue.
- Realignment of Miller and Hawley corridors (Confluence Parkway).
- Existing at-grade rail crossings remain at Miller and Hawley Streets

Results and Observations

Analysis of the scenario indicates:

- A slight increase in Future 2040 traffic on North Wenatchee Avenue compared to regional model without 'build-out' despite increased project area development.
- Walla Walla Avenue would become a more attractive north-south route and relieve growing demand on North Wenatchee Avenue.
- 2- or 3-lane cross sections would appropriately accommodate traffic demand on Hawley Street, Miller Street, McKittrick Street, and Walla Walla Avenue.
- ADT near proposed retail land uses would be 6,000 on McKittrick Street and 8,700 near the McKittrick Street / Miller Street intersection



BUILD OUT WITH CONFLUENCE PARKWAY

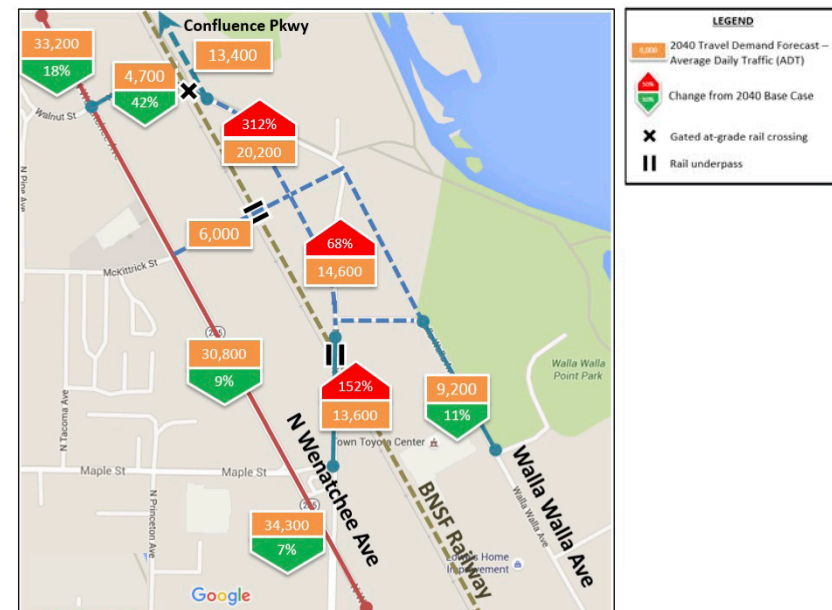
Assumptions for this scenario included:

- Land use build-out of the study area plus regional model projected growth (Build-out Summary, page 16).
- New grade-separated connector on McKittrick Street, extending from Wenatchee Avenue to Confluence Parkway and an extension of Walla Walla Avenue.
- Realignment of Miller and Hawley corridors (Confluence Parkway).
- Grade-separated rail crossing (underpass) at Miller Street

Results and Observations

Analysis of the scenario indicates:

- ADT on North Wenatchee Ave north of Maple Street would be slightly less than 2009 ADT
- McKittrick Street connector would give drivers and emergency response reliable alternative to Miller Street.
- Without McKittrick underpass, Miller Street could need additional lanes due to Confluence Parkway demand.
- Hawley Street segment with 20,200 ADT would need 3- to 4-lane cross section leading into Confluence Parkway.
- ADT near proposed retail land uses would be 6,000 on McKittrick Street and 14,600 near the McKittrick Street / Miller Street intersection.



ROADWAY HIERARCHY

The framework establishes holistic ‘complete streets’ where minimum facilities for all modes—auto, truck, transit, pedestrian, and bicycle are adequately provided. These complete streets include essential auto and truck infrastructure—right-sized roadway travel lanes preserve necessary mobility for arterial roadways while the underpass provides direct access to development parcels and local streets foster high density mixed-use development.

The roadway hierarchy diagram, illustrates the minimum street types and locations required to provide study area and development parcel access. Moreover, it establishes a development context—block scale and massing limitations for future land uses and a setting for ‘placemaking’. These design elements will contribute to the creation of a distinct and attractive mixed-use urban district. A hierarchy of streets has been established to address both mobility and adjacent land use needs. Categories are as follows:

- A. McKittrick Signature Street**
- B. Existing/Planned Arterial Streets Enhancements (North Wenatchee Avenue & Confluence Parkway)**
- C. Street Grid (Local Streets)**

ROADWAY HIERARCHY

-  McKittrick Signature Street
-  Underpass
-  Existing/Planned Arterial Streets Enhancements
-  Street Grid (Local Street)
-  Existing Traffic Signal
-  Traffic Signal
-  Rail Signal Xing
-  Bike Signal
-  Existing Stop Sign











MCKITTRICK SIGNATURE STREET

The Signature Street serves as the primary connection between North Wenatchee Avenue and the planned Confluence Parkway arterial streets and project area redevelopment parcels. The street scale and street elements have been crafted to foster a pedestrian –friendly, urban, vertical mixed use development environment. The street will not be a seam; rather it will knit the North Wenatchee commercial corridor and the waterfront.

The Signature Street consists of two segments—

- a) Segment 1 — Between North Wenatchee Avenue and Confluence Parkway the street will provide grade separated (underpass) multi-modal access into the project area
- b) Segment 2 — East of Confluence Parkway to an extension of Walla Walla Avenue the street will provide a destination for storefront retail within new mixed-use waterfront development.

SIGNATURE STREET

-  McKittrick Signature Street
-  Underpass
-  Existing Traffic Signal
-  Traffic Signal
-  Rail Signal Xing
-  Bike Signal
-  Existing Stop Sign
-  Stop Sign



MCKITTRICK SIGNATURE STREET - SEGMENT 1 (UNDERPASS)

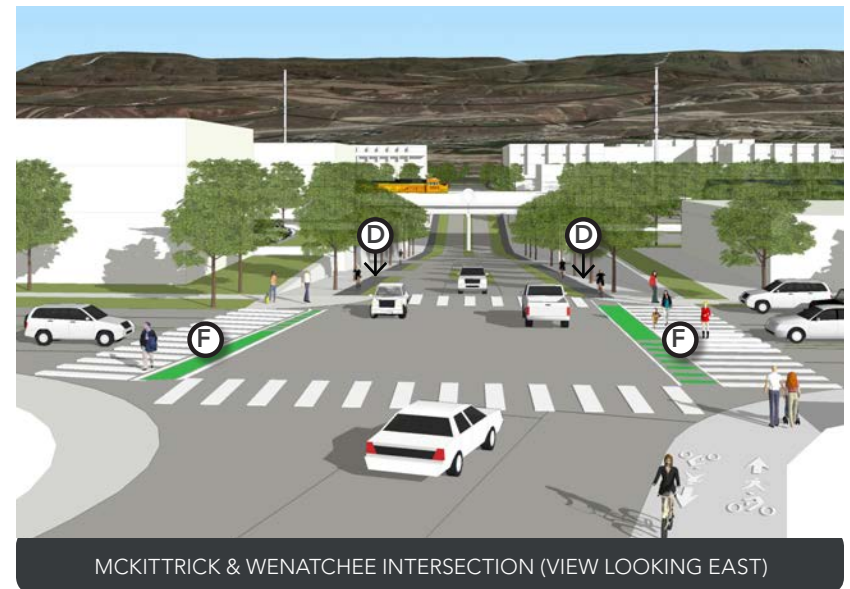
Between North Wenatchee Avenue and Confluence Parkway the street will provide grade separated (underpass) multi-modal access into the project area

Placemaking Character— this segment can be described as the front door to the project area with enhanced pedestrian and bike facilities that provide access to redevelopment parcels and the waterfront, but more importantly however, it will be distinctive and memorable. The street will:

- Attract additional traffic to existing and new redevelopment parcels east of the rail line and help alleviate traffic congestion on North Wenatchee Avenue
- Incorporate a high quality design with a landscaped median, street trees and pedestrian scale lighting that designates this segment as an entry to the area.
- Provide safe and direct pedestrian and bicycle access to area redevelopment, Walla Walla Point Park and the Apple Capitol Loop Trail.

Detail— the street should include the following elements:

- A. A public right-of way dimension of 80'
- B. Two 12' travel lanes
- C. One 12' Median/Turn Lane
- D. A 5' protected bike lane with 4' curbside landscape buffer
- E. A 13' wide sidewalk (with landscaping/hardscaping) adjacent to the protected bike lane
- F. A bike signal and bike signal phase will be included at the intersection of McKittrick Street and Wenatchee Avenue, including striped crosswalks and green thermoplastic paint and striping for bikes.





TYPICAL MCKITTRICK —SIGNATURE STREET - SEGMENT 1 (80' RIGHT-OF-WAY: VIEW LOOKING EAST)

MCKITTRICK SIGNATURE STREET - SEGMENT 2 (RETAIL STREET)

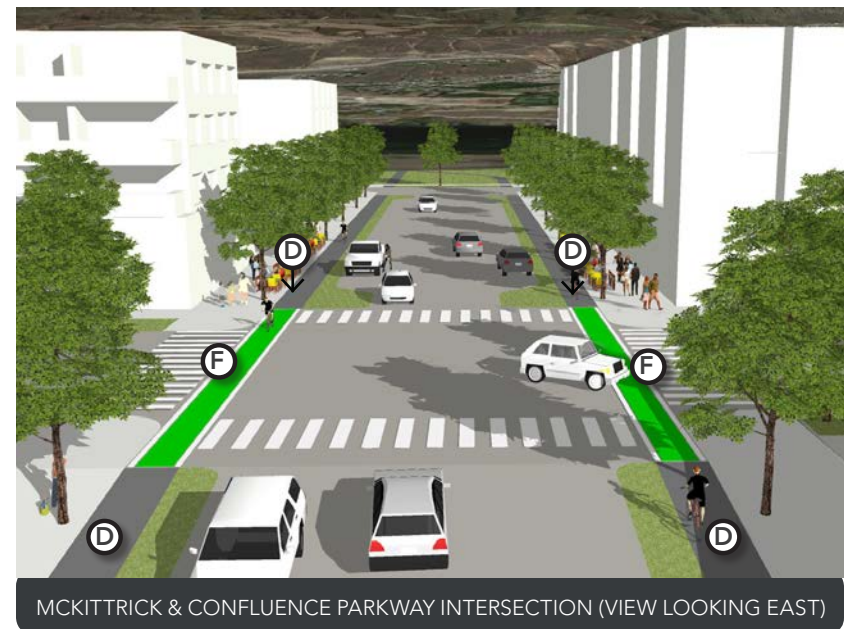
East of Confluence Parkway to an extension of Walla Walla Avenue the street will provide a destination for storefront retail within new mixed-use waterfront development.

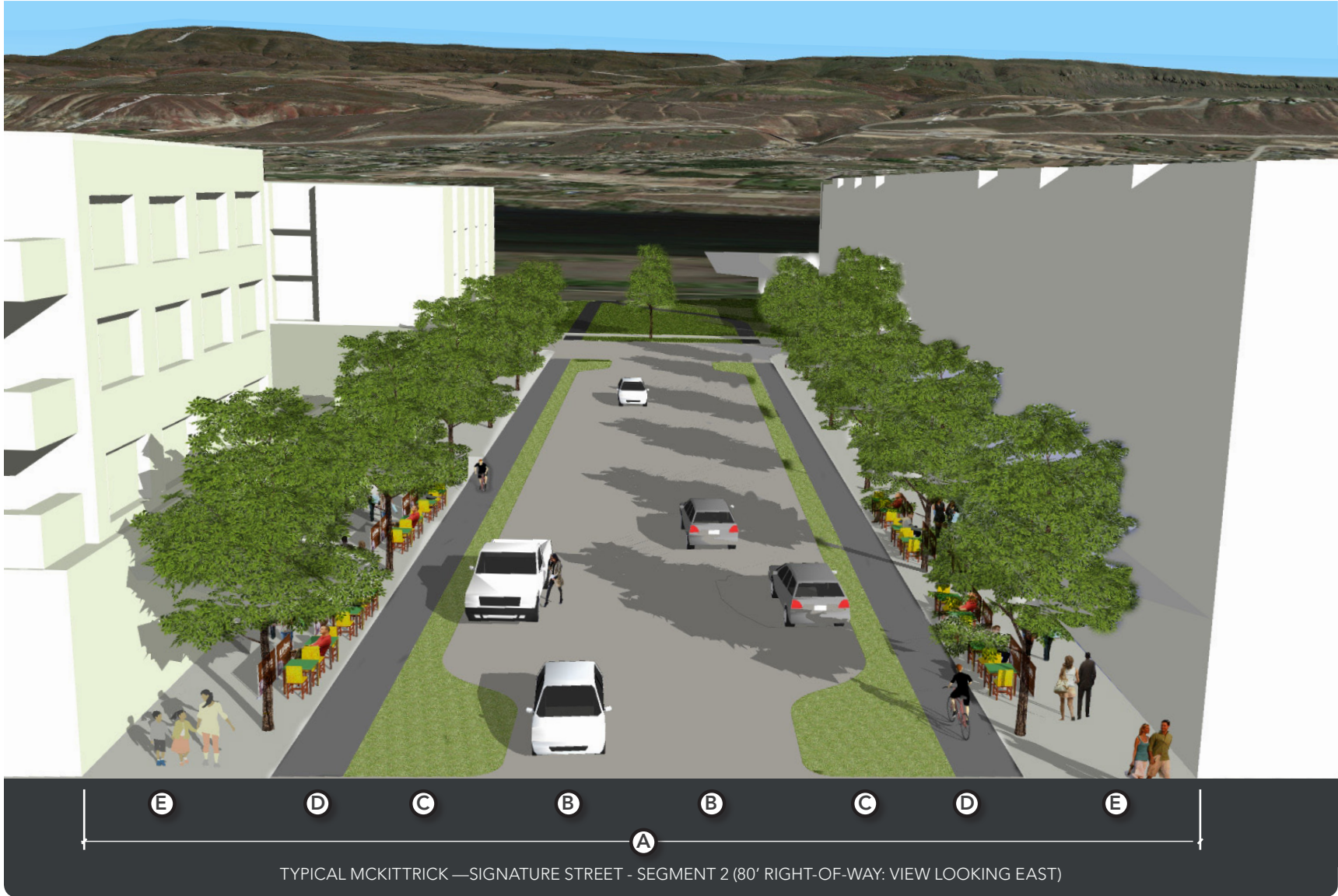
Placemaking Character— this segment provides a setting for an active 18-hour street environment with anticipated shopping, restaurants, and entertainment uses that will establish a waterfront destination serving both resident’s and employees of the project area and a community-wide attractor with it’s proximity to the waterfront, parks and Town Toyota Center. The street will:

- Be highly visible and accessible to regional traffic along Confluence Parkway
- Have good local street access from Walla Walla Avenue and is easily accessible from the Town Toyota Center and downtown Wenatchee.
- Provide a terminus of the McKittrick Street at the trailhead of the Apple Capitol Loop Trail and proposed expansion of Wall Walla Point Park.

Detail— the street should include the following elements:

- A. A public right-of way dimension of 80’
- B. Two 12’ travel lanes
- C. Two 8’ curbside parking lanes
- D. A 5’ protected bike lane, 2’ door zone buffer
- E. A 13’ wide sidewalk (with landscaping/hardscaping) adjacent to the protected bike lane
- F. A bike signal phase will be included at the intersection of McKittrick Street and Confluence Parkway, including striped crosswalks and intersection green thermoplastic paint and striping for bikes.





WENATCHEE 'BOULEVARD GATEWAY'

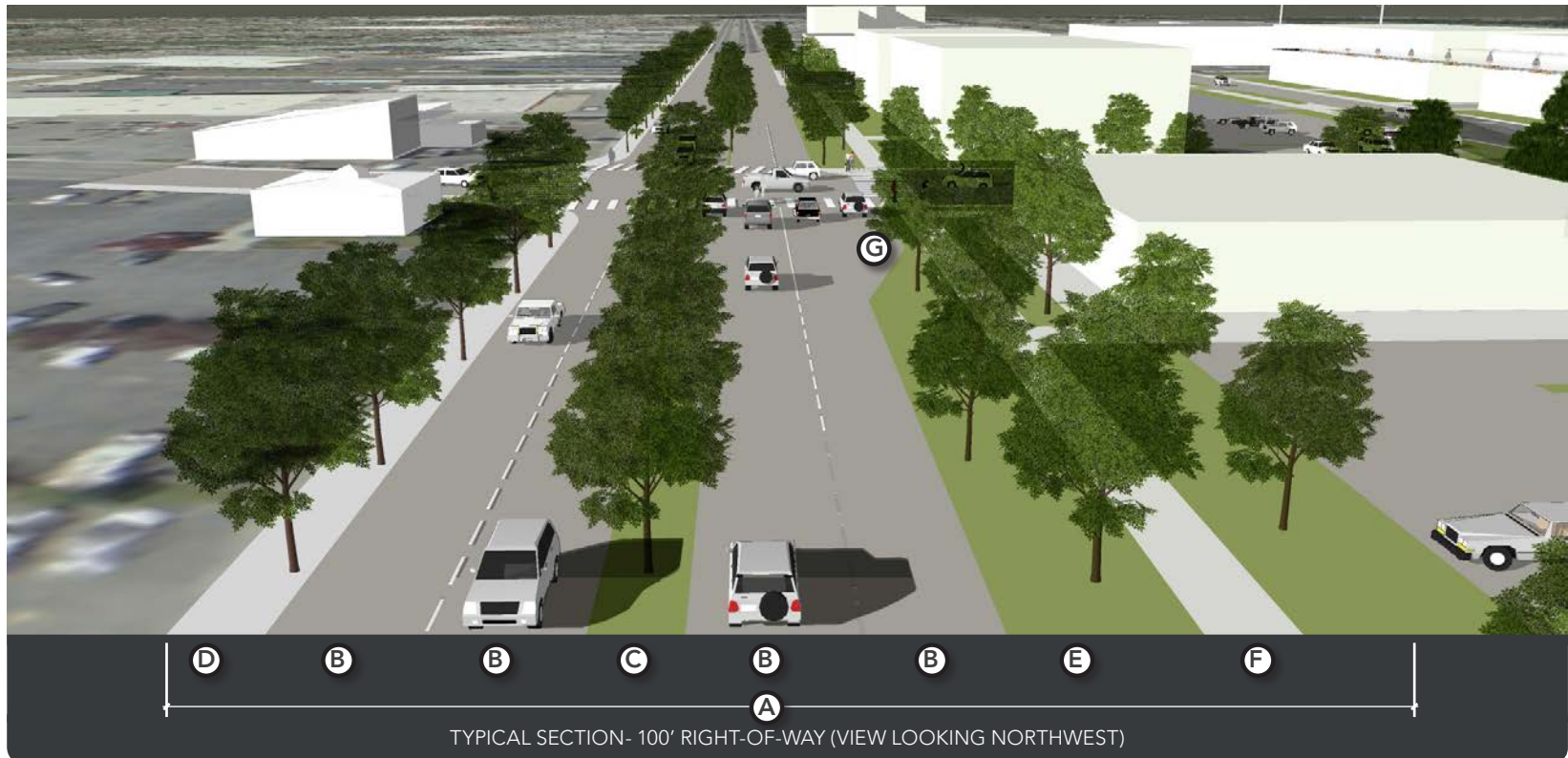
Planned enhancements to this existing arterial street will transform a portion of the auto oriented corridor into a 'gateway' entry to the project area and establish a design template for further enhancements and urban design elements that support existing uses and attract future pedestrian oriented commercial development.

Placemaking Character— The City has funded North Wenatchee Avenue street improvements for approximately 600' on either side of the McKittrick Street intersection to include a landscaped median, new traffic signal and McKittrick Street widening to accommodate additional turn lanes. Additional enhancements identified in the Master Plan provide for a street that will:

- Require widening the existing 80' right of way to 100' south of Mckittrick Street within the current WSDOT parcel
- Accommodate an additional northbound turn lane at McKittrick Street
- Expand the length of the landscaped median and provide additional landscaping and widened sidewalk on the east side of the roadway
- Accommodate u-turns as is needed for north and south bound traffic

Detail— the street should include the following elements:

- A. A public right-of way dimension of 100'
- B. Four 12' travel lanes
- C. One 12' Median/Left Turn Lane
- D. West Side: 8' sidewalk
- E. East side: 12' landscape buffer/northbound right turn pocket
- F. East Side: A 20' wide promenade with 12' multi-use trail and 4' landscape strip on each side
- G. At the intersection of Wenatchee Avenue and McKittrick Street, a single right turn pocket will be added on the east side of the street.



WENATCHEE
'BOULEVARD GATEWAY' (ARTERIAL)

- Existing/Planned Arterial Streets Enhancements
- Existing Traffic Signal
- Traffic Signal
- B Bike Signal



CONFLUENCE PARKWAY'

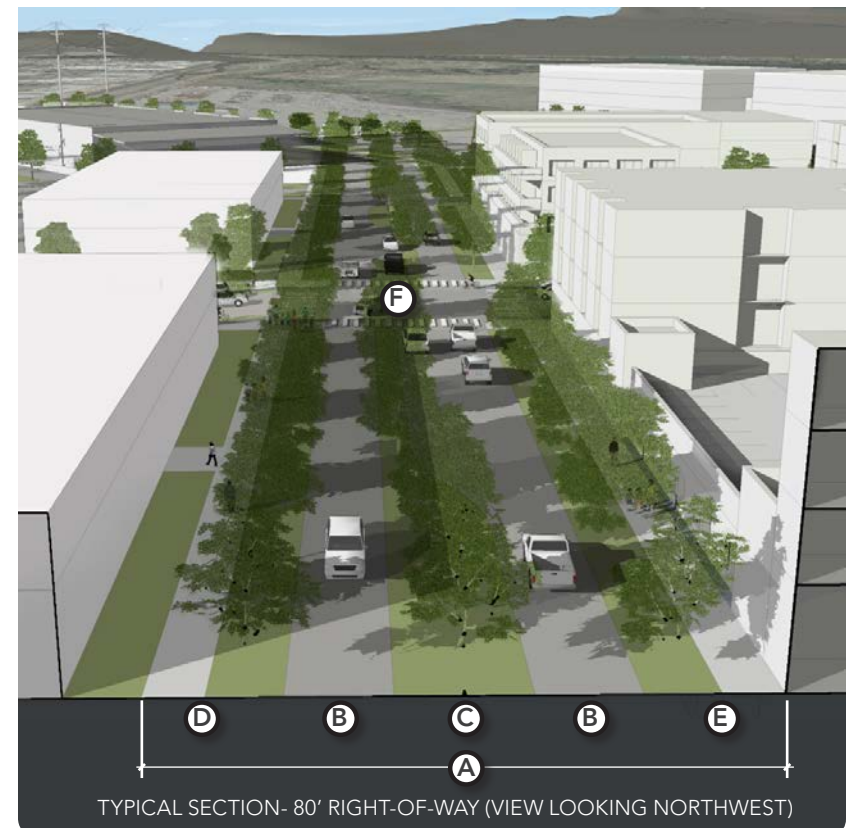
Realignment of Miller Avenue and Hawley Street serves as the initial phase of Confluence Parkway and planned by-pass to relieve congestion along North Wenatchee Boulevard. The new two-lane arterial roadway will be constructed between Miller Street south of the Wenatchee River to connect to Euclid Avenue and US 2.

Placemaking Character— this street functions as a major parallel mobility corridor to North Wenatchee Avenue and provides good visibility and access to adjacent redevelopment sites. The street will:







- Realign Miller Street and Hawley Street approximately 200' west from their existing intersection establishing a more regular block structure and providing for a greater amount of high value waterfront development parcels
- Be designed as a limited access arterial roadway. Driveways and curb-cuts will be minimized and access will be restricted to right-in/right-out only.
- Provide a gateway experience for drivers entering into North Wenatchee and demonstrate to those traveling through North Wenatchee that the area is worthy of investment.
- Incorporate a landscaped median, a wide landscaped buffer between sidewalks and the roadway, and roadway/pedestrian scaled lighting.
- Accommodate a future extension north to Euclid Avenue and US 2 and to the south a future grade separated under pass at Miller Street and the BNSF rail line.

Detail— the street should include the following elements:

- A. A public right-of way dimension of 80'
- B. Two 14' travel lanes
- C. One 16' Median/Left Turn Lane
- D. West Side: 8' sidewalk and 10' curbside landscaped buffer
- E. East side: 8' sidewalk and 10' curbside landscaped buffer
- F. A signalized intersection with additional bike phase, at the intersection of Confluence Parkway and McKittrick Street and include left turn pockets for northbound and southbound traffic



CONFLUENCE PARKWAY (ARTERIAL)

-  Existing/Planned Arterial Streets Enhancements
-  Existing Traffic Signal
-  Traffic Signal
-  Rail Signal/Xing
-  Bike Signal
-  Existing Stop Sign



NEW STREET GRID

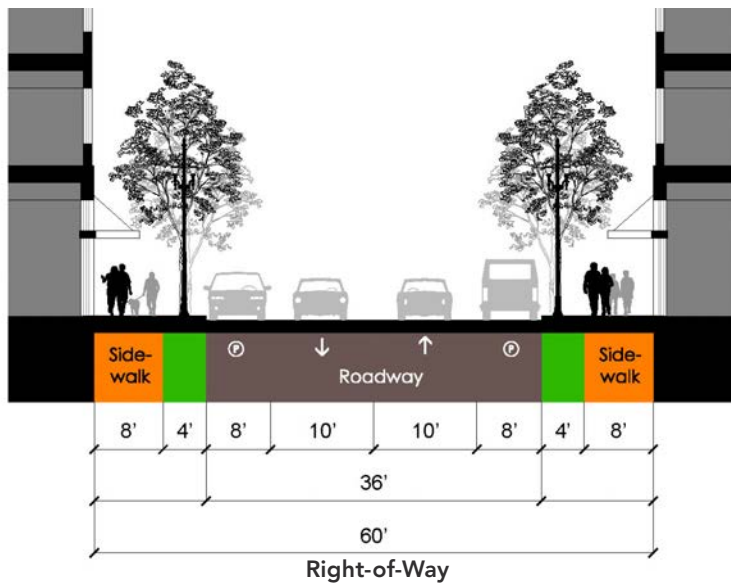
A new street grid will provide a local street network through portions of the Master Plan area. Moreover, commitment to the street grid establishes a fine-grained block structure for redevelopment and a walkable street network.

TYPICAL LOCAL STREET

Placemaking Character— these streets provide a setting for front door development that might be animated by ground floor activities or a functional role for accessing parking, service bays or other necessary uses.

Detail— the street should include the following elements:

- A public right-of way dimension of 60'
- Two 10' travel lanes
- Two 8' curbside parking lanes
- Two 12' wide sidewalks (with landscaping/hardscaping)



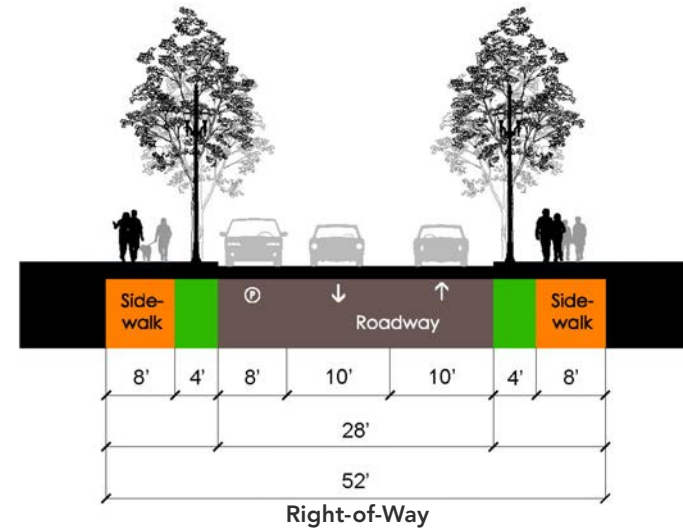
TYPICAL LOCAL STREET SECTION- 60' RIGHT-OF-WAY

TYPICAL PARK ADJACENT LOCAL STREET

Placemaking Character— these streets provide a setting for front door development that is adjacent to the neighborhood park. On-street parking would not be provided adjacent to the park.

Detail— the street should include the following elements:

- A public right-of way dimension of 52'
- Two 10' travel lanes
- One 8' curbside parking lane (one side only)
- Two 12' wide sidewalks (with landscaping/hardscaping)



TYPICAL PARK ADJACENT LOCAL STREET SECTION- 52' RIGHT-OF-WAY

STREET GRID (LOCAL STREET)

-  Local Street
-  Existing Traffic Signal
-  Traffic Signal
-  Rail Signal Xing
-  Stop Sign



NEIGHBORHOOD ACTIVE TRANSPORTATION CONNECTIONS

For the Master Plan area to see a transfer of a significant number of current and estimated future daily trips away from autos to walking and cycling, it is essential that well designed safe and direct active transportation routes be established. The benefit of these active transportation routes is reduced auto congestion, and safe, direct pedestrian and bike connections to key destinations such as the waterfront, shopping, recreation, employment and schools.

The active transportation framework includes direct, convenient, and safe five minute (one mile) bicycle access routes that provide for essential neighborhood connections.

The Active Transportation Concept prescribes:

- Routes that are intended to build upon the existing multi-use Apple Capitol Loop Trail.
- Future routes that will also provide linkages to adjacent neighborhoods, schools and existing trails and bike routes.
- Coupled with bicycle facilities, enhanced pedestrian sidewalks and crosswalks to foster walking within a quarter mile of the McKittrick Signature Street and for those willing to travel further distances.

BICYCLE AND PEDESTRIAN ENHANCEMENTS

The Master Plan area is designed to include premium 'active transportation'—pedestrian and bicycle transportation facilities.

Protected bike lanes—serve primarily a commuting function. They are physically separated by a combination of parked cars, landscaping, raised curbs, or other vertical elements from the roadway traffic. Protected bike lanes attract riders that do not typically ride on the street with auto traffic because of safety concerns. When implemented as a complete network they can significantly increase bike ridership within the Master Plan area. Protected bike lanes include:

- A 5' bike only lane buffered by landscaping and/or curbside parking on both sides of the McKittrick Signature Street and underpass from North Wenatchee Avenue to the Apple Capitol Loop Trailhead. A bicycle signal phase will be added at North Wenatchee Avenue and Confluence Parkway to provide a safe crossing at these busy intersections. West of North Wenatchee Avenue a 12' wide multi-use path will be provided on south side of McKittrick Street to N Western Avenue. East of Confluence Parkway at the intersection of McKittrick Street and the new street a stop sign should be

located to allow for safe pedestrian and bicycle access to and from the park and Apple Capitol Loop Trail.

Multi-use Trails—serve both a recreation and a commuting function. A number of pedestrian and bicycle routes currently exists; expansion of these routes is planned to create a network. New multi-use trails (10-12 foot wide paved surfaces) or enhancements include:

- Along the east side of the BNSF rail line a new trail and extension of the Apple Capitol Loop Trail will connect Hawley Street to Walla Walla Avenue. The trail would be incorporated into a 20' easement or dedicated right-of-way that would accommodate the trail and relocation of overhead utility lines that currently exist on Miller Avenue and Hawley Street.
- Along the northeast property line of the Chelan PUD properties a new trail realignment will replace the existing Hawley Street segment
- South of the Walla Walla Point Park baseball field parking lot, a trail segment will connect Walla Walla Avenue to Walla Walla Point Drive.
- Along McKittrick Street a multi-use path will expand the existing sidewalk (on the south side of the street) and connect the McKittrick Street protected bikeway to the N. Western Avenue bike lanes and provide a safe route to Foothills Middle School.
- Along Walla Walla Avenue a multi-use path will expand the existing sidewalk (on the north and east sides of the street) and connect the new rail trail to the signalized intersection at Walla Walla Avenue and the Town Toyota Center.

NEIGHBORHOOD ACTIVE TRANSPORTATION CONNECTIONS

- ▬▬ Protected Bike Lane
- ▬▬ Multi-Use Trail
- ▬▬ Existing Bike Routes*
- Existing Traffic Signal
- Traffic Signal
- B Bike Signal
- Existing Stop Sign
- Stop Sign

* Existing bike routes include off-street multi-use trails, striped bike lanes, roadway shoulders, and in-roadway designated routes.





IMPLEMENTATION

OVERVIEW

The implementation strategy identifies key steps the City of Wenatchee needs to take to support immediate development momentum.

The strategy includes essential North Wenatchee area access projects and necessary policy and regulatory updates.

- North Wenatchee area access projects are of the highest priority and ensure that the area is attractive for private redevelopment.
- Policy and regulatory updates will help create the regulatory framework needed for compliance with State requirements for growth management.

North Wenatchee area access projects identified serve the following purposes:

ESTABLISH 'EARLY MOMENTUM'

This funded North Wenatchee Avenue improvement project will:

- Establish a sense of positive change along North Wenatchee Avenue and signal to the greater community that the City, State DOT and Regional Transportation Council are serious about implementing a coordinated land use and circulation plan for North Wenatchee.
- Generally occur within existing public right-of-ways and will require no or little property acquisition or easements. As a result, the project will be relatively easy to implement compared to game changing projects.

SPUR 'GAME CHANGING' INVESTMENT

These game changing projects will:

- Signal to the development community that the City is committed to redevelopment of the North Wenatchee area and establishment of a mixed-use waterfront destination.
- Provide direct access and visibility to isolated parcels between the rail line and waterfront to attract private investment.
- Improve the value of existing businesses and properties .
- Require coordination and commitments between the City, Washington Department of Transportation, Chelan-Douglas Transportation Council, Chelan PUD/Utility Providers and the land owners.

ENHANCE APPLE CAPITOL LOOP TRAIL AND WATERFRONT ACCESS

These other projects will:

- Fill gaps in the existing trail and bicycle network. Projects will result in new safe, direct and convenient access routes between existing neighborhoods, and new waterfront retail and commercial development, Walla Walla Point Park and the Town Toyota Center
- Relocate a portion of the Apple Capitol Loop Trail (currently along Hawley Street) to the north side of the Chelan PUD property.

The implementation strategy is based on the principle that public dollars must be spent on projects that leverage significant private investment and spark widespread sustainable reinvestment in the North Wenatchee area.

Funding for the North Wenatchee area access projects may be secured through public/private partnerships, grants or other allocations. To support intensification of development within the North Wenatchee Master Plan area an estimated \$37 million in public investment is suggested with the potential to leverage \$235 million in private development. For every \$1 of public expenditures over \$6 of private investment is stimulated.



PROJECTS

'EARLY MOMENTUM' PROJECTS

- ① **Wenatchee Avenue 'Boulevard Gateway'**— Modifications of preliminary designs for planned roadway improvements will be required and include:
 - Expanding the right-of-way along the WSDOT parcel (east side of roadway) from 70' to 100' and adding an additional right turn lane for northbound traffic at McKittrick Street, a multi-use trail and added landscaping
 - Lengthening the median approximately 45' north of the McKittrick Street intersection and 100' south
 - Widening the sidewalk on the south side of McKittrick Street to 12' for a multi-use trail

'GAME CHANGING' PROJECTS

- ② **Confluence Parkway Improvements**— Realignment of Hawley and Miller Streets is necessary to establish a fine -grained block structure for redevelopment of the Stemilt parcels east of the rail line and initiate the first phase of the Confluence Parkway project. To implement the project, pre-development activities will be required soon, including:
 - Preparation of a public/private partnership development agreement between the city, Chelan-Douglas Transportation Council, WSDOT, Chelan PUD and the property owner Stemilt for necessary right-of-way and utility corridor easements and improvements.
 - Preparing additional traffic analysis, design, engineering and a financing strategy
 - A detailed design and impact study to determine timelines and costs for relocation of Chelan PUD overhead transmission lines, fiber cables, water mains and necessary upgrades to accommodate future redevelopment.
 - A plan and design for relocating the Apple Capitol Loop Trail along the north side of the Chelan PUD property and extension of the trail along the rail line between Hawley Street and Miller Street.
- ③ **McKittrick Signature Street**— Commitment to a grade separated underpass is a critical element necessary to attract redevelopment of the Stemilt properties and alleviate congestion on North Wenatchee Avenue by diverting traffic to Miller Street and Walla Walla Avenue. To implement the project, pre-development activities will be required soon, including:

- Preparation of a public/private partnership development agreement between the city, BNSF, Chelan-Douglas Transportation Council, WSDOT, Northwest Wholesale Inc., Chelan PUD and the property owner Stemilt for necessary right-of-way.
 - Additional traffic analysis, design, engineering and a financing strategy
- ④ **McKittrick/Walla Walla Extension**— provide the framework for a local street network and organizing element for creating a retail main street on McKittrick Street and a front door for high density multi-family development adjacent to the waterfront. Implementation will require:
 - Preparation of a public/private partnership development agreement between the city and the property owner Stemilt for necessary subdivision and/or right-of-way dedication for extending McKittrick Street and Walla Walla Avenue
 - Preparing additional roadway design, engineering and a financing strategy

OTHER PROJECTS

- ⑤ **Apple Capitol Loop Trailhead & Neighborhood Connections**— an expansion of the park and new trailhead establishes a gateway to the waterfront and an essential amenity to attract mixed-use retail and multi-family development. New and relocated trails provide necessary connections to neighborhoods north, south and east of the waterfront. Implementation of the improvements will require:
 - Preparing additional design, engineering and a financing strategy for park expansion, trailhead entry and trail design
 - Potential subdivision and or dedicated easement for relocating the Apple Capitol Loop Trail north of the Chelan PUD property.
 - City acquisition of right-of-way through subdivision, dedication or easement along the south side of McKittrick Street to accommodate a 12' multi-use trail from North Wenatchee Avenue east to existing bike lanes at N. Western Avenue

NORTH WENATCHEE PROJECTS

- ① **Wenatchee Avenue 'Boulevard Gateway'**
(Wenatchee Avenue Median & McKittrick Signalized Intersection)
- ② **Confluence Parkway Improvements**
(Hawley/Miller Relocation, Utilities Relocation and Trail Extension)
- ③ **McKittrick Signature Street**
(McKittrick Extension and Underpass)
- ④ **McKittrick & Walla Walla Extension**
(Streets & Utilities Improvements)
- ⑤ **Apple Capitol Loop Trailhead & Neighborhood Connections**
(Trailhead/Park Expansion, Apple Loop Trail Relocation & McKittrick Multi-Use Path)



SCHEDULE

Action on all projects will be initiated and substantially completed within 5 years.

PROJECTS	TIMELINE									
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10
1 Wenatchee Avenue 'Boulevard Gateway'	COMPLETED WITHIN 2 YEARS									
2 Confluence Parkway Improvements	INITIATED IMMEDIATELY & COMPLETED WITHIN 3 YEARS									
3 McKittrick 'Signature Street'	INITIATED IMMEDIATELY & COMPLETED WITHIN 5 YEARS									
4 McKittrick and Walla Walla Extension	INITIATED IMMEDIATELY & COMPLETED WITHIN 5 YEARS									
5 Apple Capitol Loop Trailhead & Neighborhood Connections	INITIATED IMMEDIATELY & COMPLETED WITHIN 5 YEARS									

INVESTMENT - BUSINESS CASE

Identified are 'early momentum' projects and 'game-changing' projects public investment summaries.

'Early Momentum' Public Investment Summary

These are the essential public investments required to attract redevelopment of the WSDOT and North Wenatchee Avenue properties at the McKittrick Street intersection.

The 'Early Momentum' Costs to Value tables and diagram below illustrates the amount of public investment (\$2,800,000) that if spent, is anticipated to stimulate substantial private investment (\$41,475,000).

'Early Momentum' Project	Projected Cost
① Wenatchee Avenue 'Boulevard Gateway'	\$2,800,000
Public Investment Total:	\$2,800,000

Stimulated Private Investment Summary

Private Development Project	Projected Value
Hotel	50,000 Square Feet \$16,150,000
Retail/Commercial	100,000 Square Feet \$23,350,000
Light Industrial	15,000 Square Feet \$1,975,000
Private Investment Total:	\$41,475,000

\$1
Public



'Game-Changing' Public Investment Summary

These are the essential public investments required to stimulate significant private investment of the Stemilt properties and waterfront redevelopment east of the BNSF rail line.

The 'Game Changing' Costs to Value tables and diagram below illustrates the amount of public investment (\$34,550,000) that if spent, is anticipated to stimulate substantial private investment (\$193,175,000).

'Game-Changing' Project	Projected Cost
② Confluence Parkway Improvements	\$5,750,000
③ McKittrick Signature Street (Underpass)	\$25,000,000*
④ McKittrick and Walla Walla Extension	\$3,800,000*
Public Investment Total:	\$34,550,000

Stimulated Private Investment Summary

Private Development Project	Projected Value
Retail/Commercial	25,000 Square Feet \$8,150,000
Flex Employment	120,000 Square Feet \$15,750,000
Office	50,000 Square Feet \$12,500,000
Light Industrial	125,000 Square Feet \$8,500,000
Residential	850 Units \$148,275,000
Private Investment Total:	\$193,175,000

\$1
Public



POLICY AND REGULATORY UPDATES

This Master Plan will form the basis for a City-initiated and staff-prepared Comprehensive Plan Update and incorporated as an adopted Plan or guidance plan to direct implementation of the North Wenatchee Business District, Waterfront Subarea Plan and North Wenatchee Transportation Master Plan.

The Comprehensive Plan Update will include amendatory text to the Transportation Plan Element and Capital Facilities Plan Element to reflect proposed changes under this Plan. These actions are important to ensure that future projects described in this North Wenatchee Master Plan are consistent with the Comprehensive Plan.

In addition, the Master Plan outlines potential adjustments to the zoning regulations, proposed design guidelines and other implementation measures. These items may follow adoption of or be produced in concert with the Comprehensive Plan Update.

COMPREHENSIVE PLAN UPDATE

The North Wenatchee Master Plan provides the basis for land use and transportation updates to the Comprehensive Plan and additional plans adopted as reference in the Comprehensive Plan's land use and transportation elements:

- Prepare comprehensive plan text amendments as needed for each element of the Comprehensive Plan

NORTH WENATCHEE TRANSPORTATION MASTER PLAN UPDATE

Sections of the North Wenatchee Transportation Master Plan (Adopted 2011) will need to be updated to be consistent with the Master Plan. Updates include:

- Right-of-way design and realignment of Miller Street and Hawley Street to implement an initial phase of the Confluence Parkway
- Incorporating the McKittrick Underpass as a collector or local access roadway providing direct access and an additional east-west route between North Wenatchee Avenue, Confluence Parkway and the waterfront
- Incorporating McKittrick Avenue pedestrian and bicycle improvements between Walla Walla Park and North Western Avenue

- Relocating the Apple Capitol Trail from Hawley Street to the north side of the Chelan PUD property between Walla Walla Point Park and the BNSF rail line and extending the rail trail south from Hawley Street to Walla Walla Avenue

WENATCHEE WATERFRONT SUB-AREA PLAN UPDATE

Plan Elements of the North End section of the Waterfront Subarea Plan (Adopted 2003) will need to be updated to be consistent with the Master Plan. Updates including:

- Realignment of Miller Street and Hawley Street to implement an initial phase of the Confluence Parkway
- Providing waterfront access and gateway improvements on an extended McKittrick Street east of North Wenatchee Avenue and grade separated underpass of the BNSF rail line
- Establishing a new street grid east of the realigned Miller Street and Hawley Street including extension of Wall Walla Avenue and McKittrick Street
- New residential and storefront retail development east of the realignment of Miller Street and Hawley Street and new Flex (office and compatible light industrial) employment uses west of the Miller and Hawley realignment

WENATCHEE CITY CODE

The study area is regulated under the Waterfront Mixed Use Zone (WMU) and Industrial Overlay east of the rail line and Industrial-I and North Wenatchee Business District zones west of the rail line along North Wenatchee Avenue. The North Wenatchee Master Plan land use framework is, for the most part, consistent with existing zoning. However, in some instances additional regulation will be required to ensure that specific uses are required to meet the North Wenatchee Master Plan vision. To align current code requirements with the North Wenatchee Master Plan elements, two approaches to address inconsistencies might be to :

1. Maintain current zoning and provide additional or revised permitted use tables. Additionally, provide new or revised site design and improvement development standards.
2. Create a new 'North Wenatchee Development Overlay' with all uses subject to Type (2) and either Class (2) or Class (3) review using the North Wenatchee Master Plan as a regulatory review guide.

SPECIFIC PERMITTED USES

An essential zoning ordinance permitted-use update must be addressed:

- Requirement of ground-floor 'retail'—defined exclusively as the sale of goods, restaurants, and entertainment uses along street frontages of McKittrick Street (see graphic) should be required. Exceptions for residential lobbies should be allowed/reviewed as a conditional use. Prohibition of service bays, entrances to parking lots or service and loading bays should also be enacted.

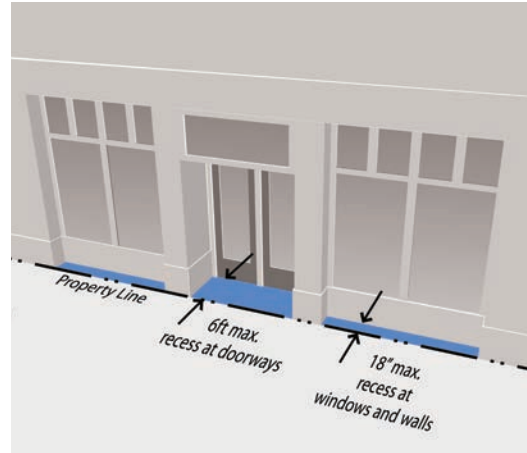
- Required Ground-Floor Retail / Build-to-Lines
- Required Mixed Use



SITE DESIGN AND IMPROVEMENT STANDARD UPDATES

To ensure that the McKittrick Retail Main Street is active and animated, requiring additional ‘form-based’ building site design and façade design standards should be enacted and include:

BUILD-TO-LINES



Build-to-Lines require a continuous ‘street wall’ framing identified retail streets. A diagram that illustrates where ground floors of buildings must engage the property line directly should be provided as suggested. Exceptions to these ‘zero-setback’ requirements might include— windows and walls recessed up to 18” from the property line to accommodate columns or other architectural elements. Conditional approval of deeper setbacks should be reviewed for:

- Dining and entertainment uses that intend to use the setback area for outdoor seating
- Interruptions for accommodation of passageways, building lobbies, or private courtyard entrances

ACTIVE EDGES



Active edges are building frontages with direct sidewalk entries and a high degree of transparency. Active edges increase visual and physical interaction between people inside and people outside of the buildings and create a safe and vibrant pedestrian environment. Access to service/loading bays, and parking lot/garage entrances are prohibited along designated active-edge frontages. A required active edges diagram identifies only building frontages where active-edge treatments is essential. The following active-edge criteria should be met for all ground floor retail and commercial uses:

- A minimum of 70 percent transparent glass along ground-floor facades; frosted, tinted, reflective or other types of glass that diminish transparency should be prohibited
- Primary ground-floor uses must be oriented to the public right-of-way

The following active-edge criteria should be met for all other land uses throughout the project area:

- Primary entrances must be oriented toward the street
- Windows should be provided along facades; but no minimum percentage of transparency should be required

NORTH WENATCHEE AREA STREET STANDARDS

Development of North Wenatchee Area Street Design Standards will ensure that a complete streets approach to circulation design is built as envisioned in the Master Plan. Additionally, the standards would ensure that a unified, consistently applied design of streetscape improvements are constructed throughout the Master Plan area. The City, other public agencies, private utility companies and private developers would be required to adhere to the Standards when constructing all new street improvements and any major replacement or repairs.

The Standards document should include general requirements and design elements.

General Requirements

The General Requirements should classify and locate project area ‘street types’, describe the required street type plan and section, and dimension all essential design elements of each street type for all public rights-of-way. The General Requirements should generally describe the:

- **Roadway**– measured from face-of-curb to face-of-curb within the right-of-way; the roadway includes travel and turn lanes, curbside parking and protected bikeways, bike lanes, bus, accommodation for potential future trolley infrastructure, landscaped medians, etc.
- **Sidewalk**– measured from development property line to face-of-curb within the right-of-way; in some instances sidewalks may extend into development easements or setbacks

Design Elements

The design elements prescribe specific design and specifications of all roadways and sidewalks for each street type. The design elements are the following:

- **Sidewalk and Roadway Zones**– identify the character and arrangement of ‘functional zones’ within sidewalks and roadway lanes. Provide detailed dimensioned layouts (plans and sections) for all elements within each sidewalk zone and roadway lane
- **Sidewalk and Roadway Details**– provide construction design details for all key elements within the right-of-way
- **Street Furniture Elements**– identify the type, location, and material specifications for lighting, benches, bicycle racks, landscape planting lists, etc.

GENERAL REQUIREMENTS EXAMPLE

