Staff Informational Presentation To CWU Facilities Staff
02/11/2011

Land Development Code Update:

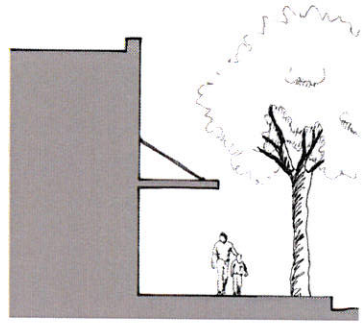
# 2. Development Frontages

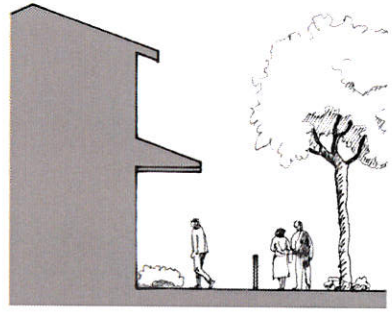
(What it looks like from the street)

# Development Frontage

## What it looks like from the Street:

- Building location and orientation
  - Building entry
  - Façade transparency
- Parking location
- Landscaping elements
- Fence provisions





# Development Frontages (*How it looks from the street*)

## Commercial and Multifamily Areas: Street Type Designations

City of Ellensburg WASHINGTON

## Storefront Streets

**Intent**

To reinforce or encourage a "Main Street" type setting with storefronts along the sidewalk

**Application**

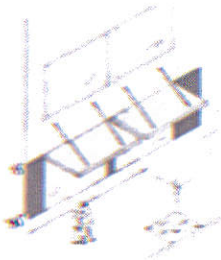
Select Downtown core streets (see map)

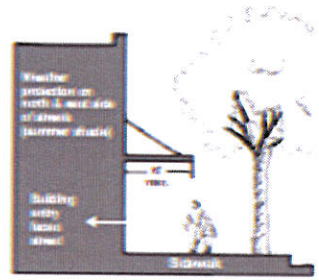
**Key Provisions**

- Building located adjacent to sidewalk with direct entry onto sidewalk
- Parking to the rear of buildings encouraged; no more than 60' of street frontage may be occupied by parking
- Retail/Commercial use required on ground floor to min. 30' depth
- Weather protection over all entries (at least 3' deep) and at least 6' deep along at least 70% of facades on north and east sides of streets
- Transparent window areas along at least 70% of ground floor facade between 30" and 8' above grade
- Limited departures to transparency percentages may be considered provided alternative treatments meet "Intent"

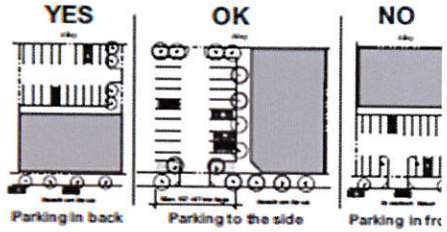
### Permitted Frontage(s)

**Storefronts**





### Parking Location




## Secondary Streets

**Intent**

To provide for the flexibility to feature either storefronts or landscaped frontages

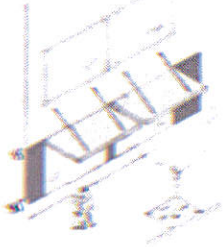
**Application**

Select streets in Downtown (CC zone) and CCII zone (see map)

**Key Provisions**

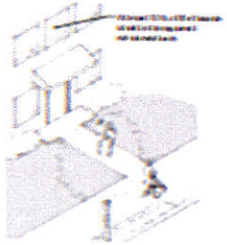
- Choice of Storefront (sidewalk), Landscaped Frontage (below), or combination of both
- Limited departures to transparency and parking location percentages may be considered provided alternative treatments meet "Intent"

**Storefronts**



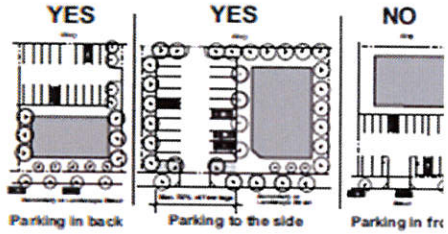
OR

**Landscaped Frontages**



University Way, north of Downtown, is an example of an existing street that features both storefronts and landscaped frontages

### Parking Location for Secondary and Landscaped Streets




No more than 50% of street frontage may be occupied by parking for either type of frontage used

## Landscaped Streets

**Intent**

To retain and enhance the established character of landscaped frontages

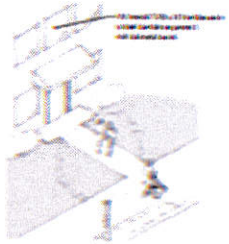
**Application**

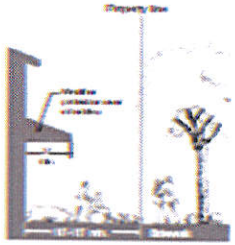
Select streets (see map) plus RO, RH, and RW zones

**Key Provisions**

- 10' minimum building setbacks in CC zones; 15' minimum in other zones
- At least one building entry is visible from the sidewalk
- Weather protection at least 3' deep over entry
- Transparent windows/doors shall occupy at least 15% of facade
- Limited departures to transparency and parking location percentages may be considered provided alternative treatments meet "Intent"

**Landscaped Frontages**



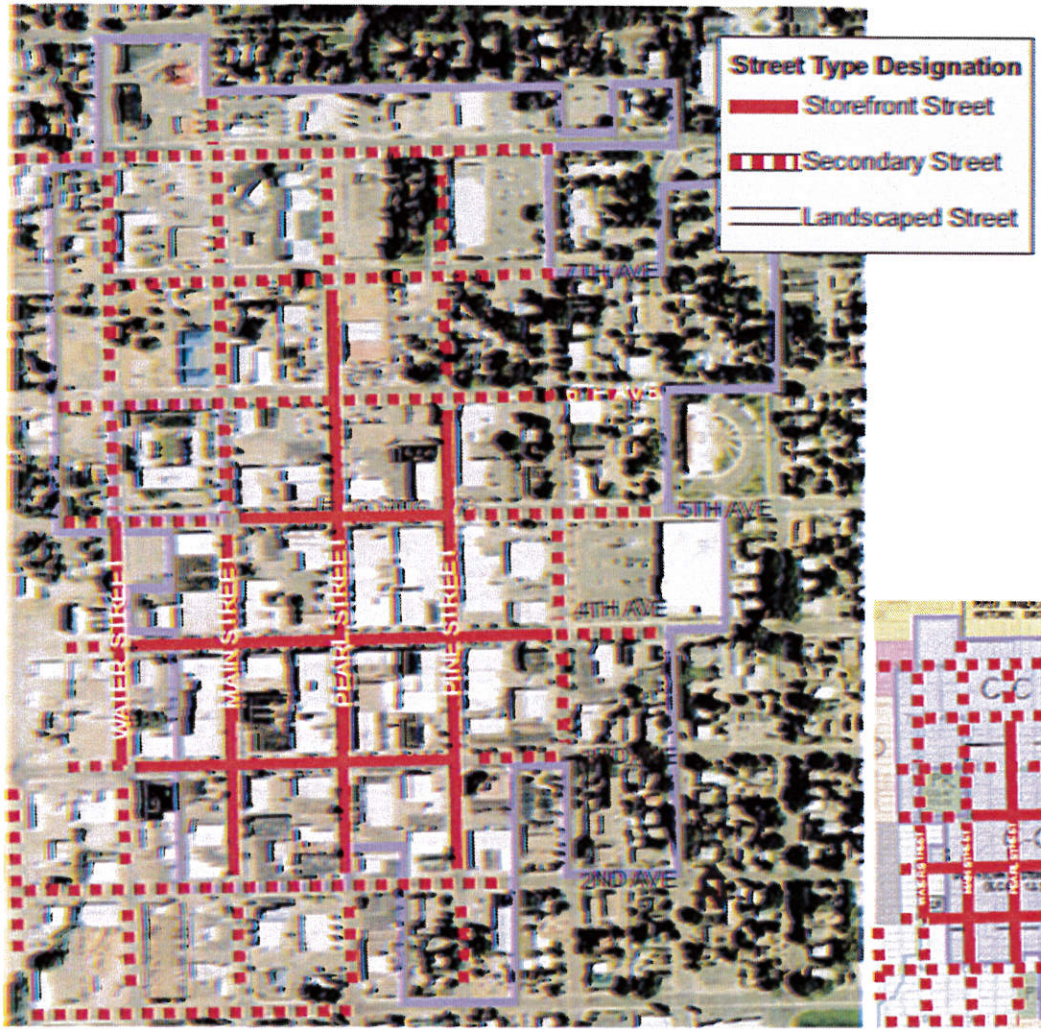


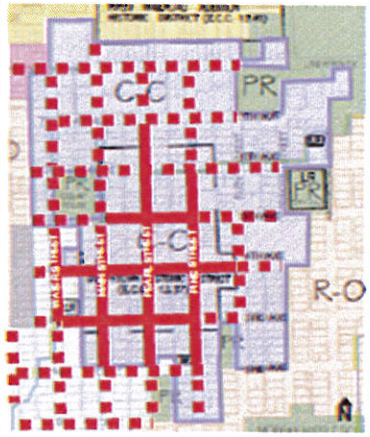
# Development Frontages (*How it looks from the street*)

## Proposed Standards for Downtown (C-C Zones)

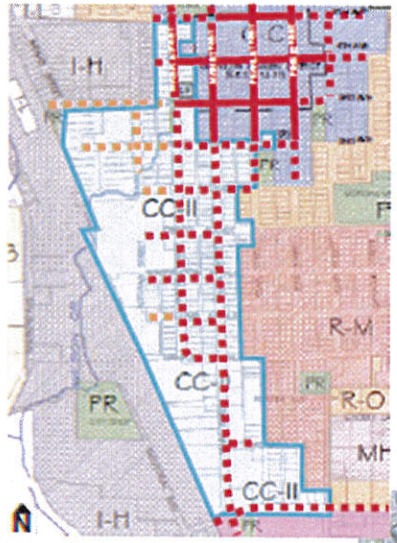
City of Ellensburg WASHINGTON

### C-C District (Downtown)



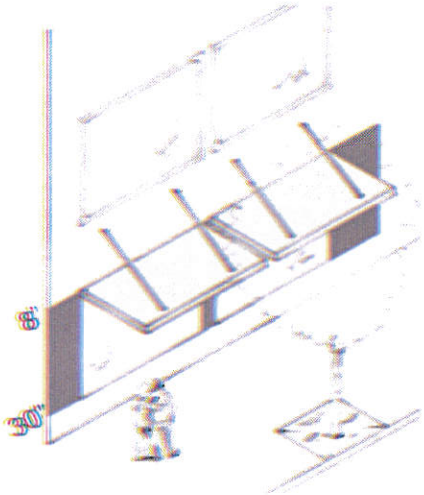



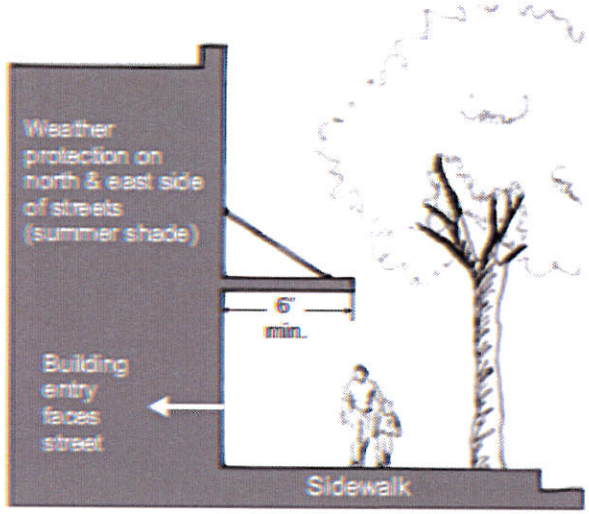

### C-C-II District

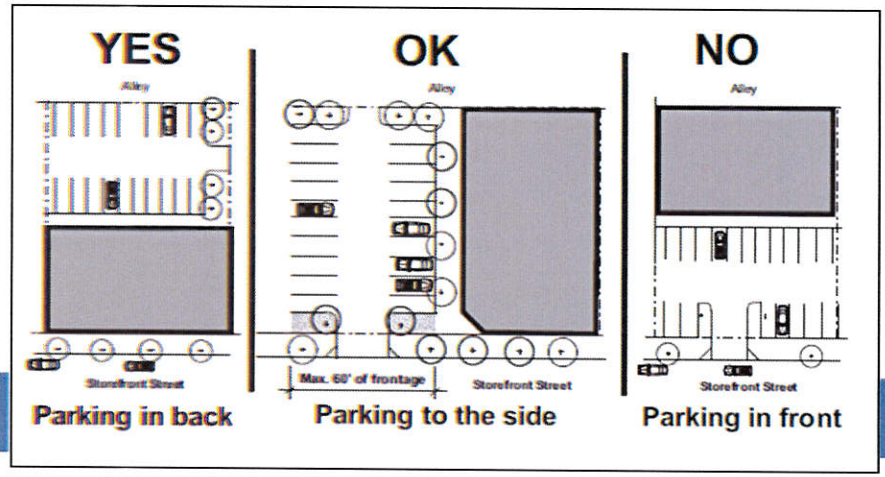


# Storefront Streets

City of Ellensburg WASHINGTON

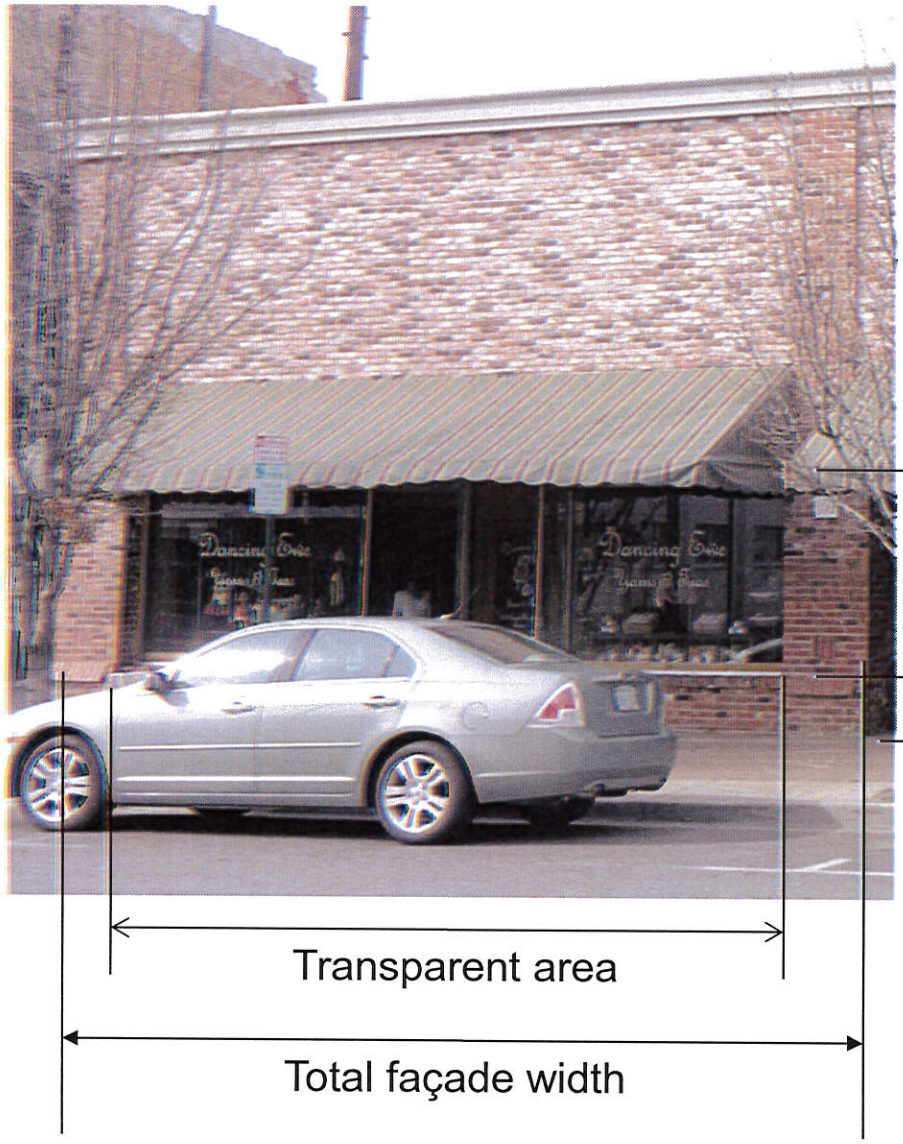





Land Development Code Update

# Storefronts




- Choose # between 60-80% of façade
- Suggest the required transparent area be between 30” and 8’ above grade

8’

Transparent area

30”

0’

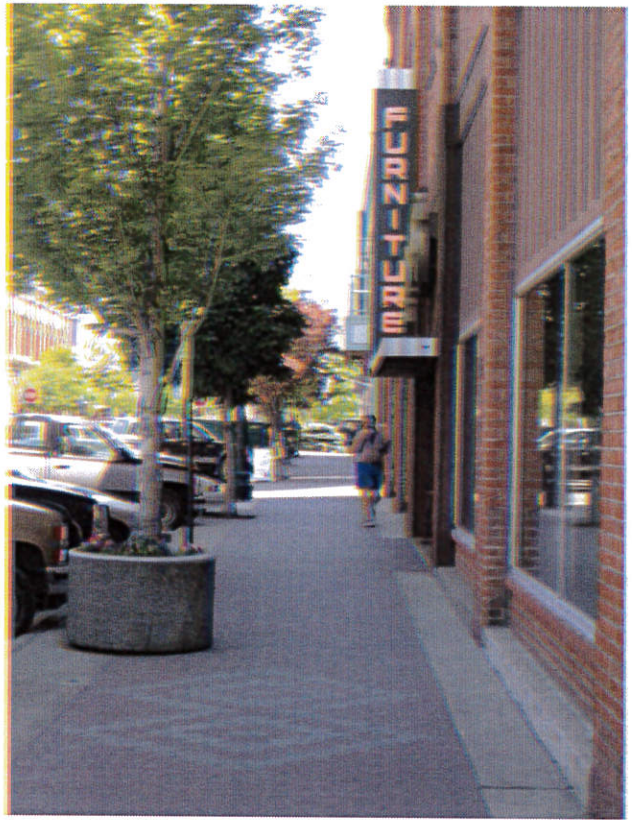
# Storefronts

# Storefronts

Some existing buildings wouldn't meet standards, but they'd be grandfathered in. Any future remodels couldn't increase non-conformity.

# Storefronts

# Storefronts



# Storefronts

# Storefronts

Clearly not enough transparency

# Storefronts

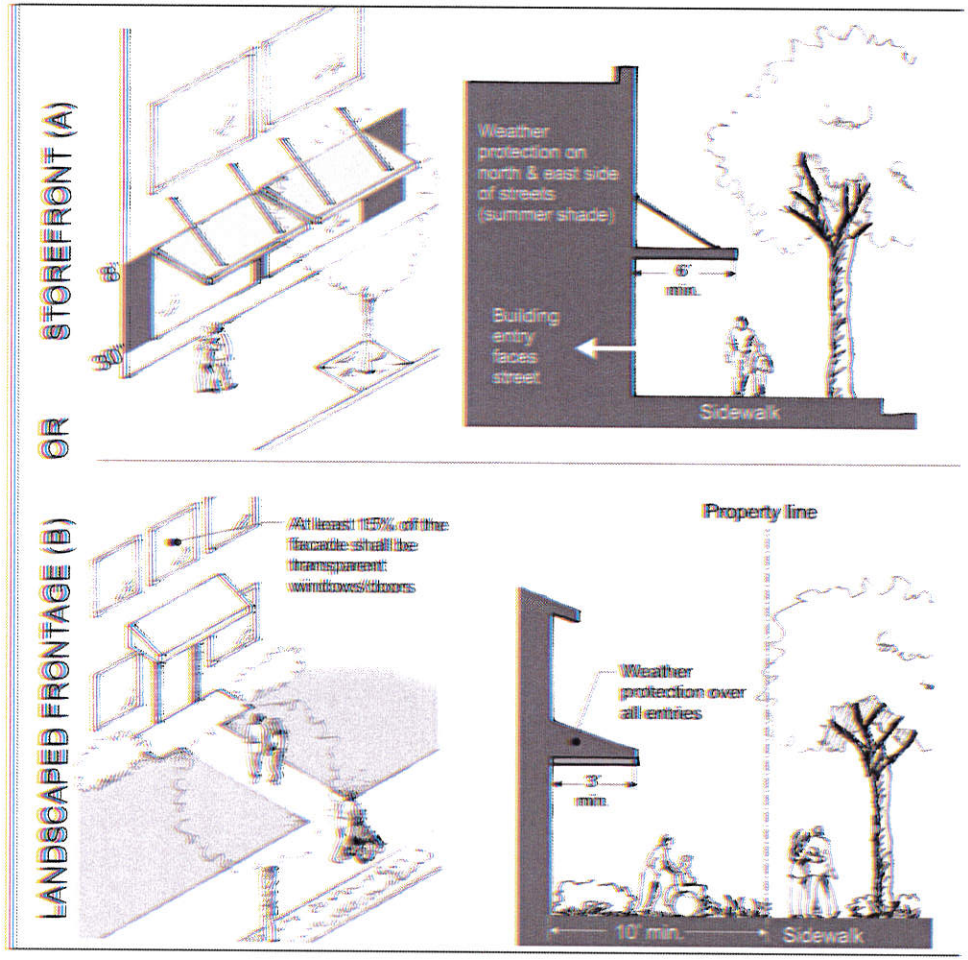
If display cases are allowed for some of the transparent window area, they should be integrated into building and at least 16” deep and not like this

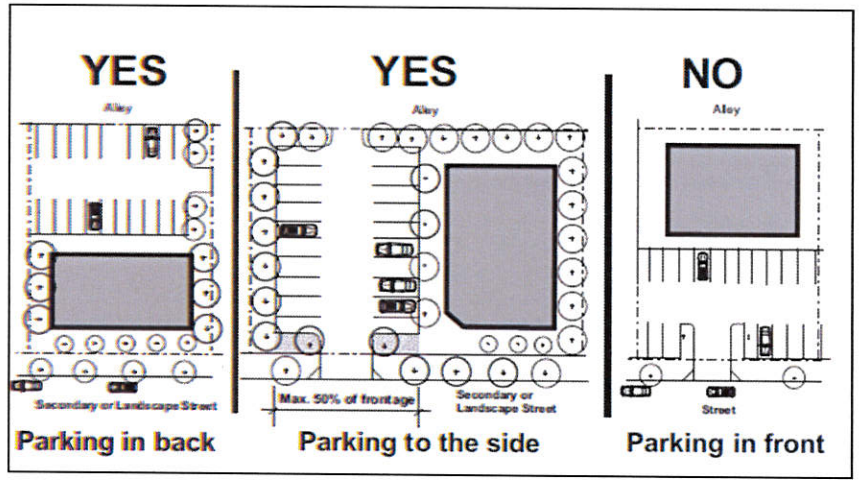
# Development Frontage - Street Designation Case Study: 3rd Avenue

Storefront Street | Secondary Street | Landscaped Street

| Storefront required | Storefront or landscaped setback OK | Landscaped setbacks are required |
|---|---|---|
| *Storefronts are the clear established pattern west of Pine Street* | *Landscaped setbacks are established pattern on south side, but storefronts along Pine and Ruby to north make storefront redevelopment on north side an obvious option* | *Landscaped setbacks are the clear established pattern east of Ruby Street, though the building on the NW corner of 3rd and Sprague appears to be within 10' of the sidewalk (consider if Secondary Street designation might be better in the long term - to allow for storefronts with redevelopment?* |

# Secondary Streets



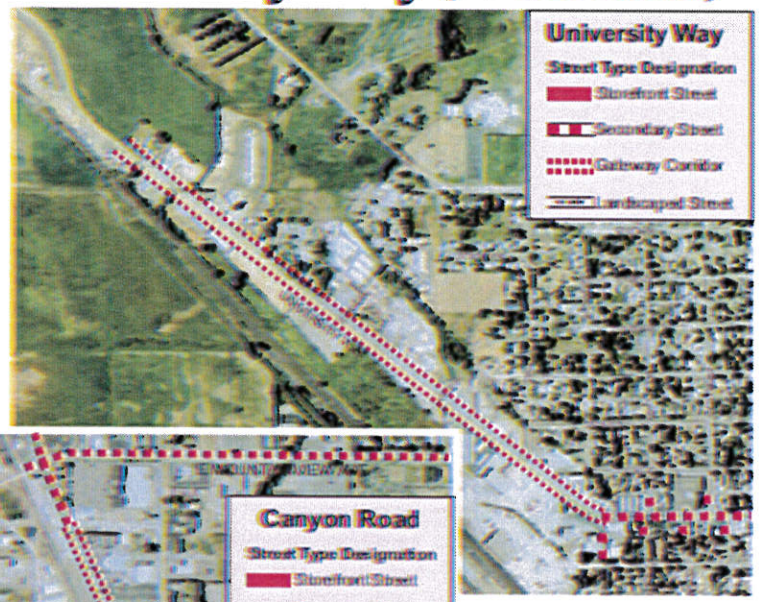



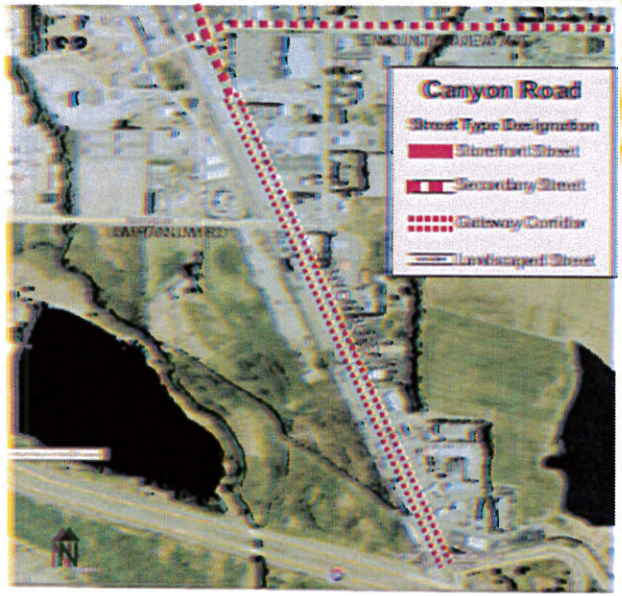
# Development Frontages (*How it looks from the street*)

## Canyon Road and University Way: Gateway Corridors

City of Ellensburg WASHINGTON

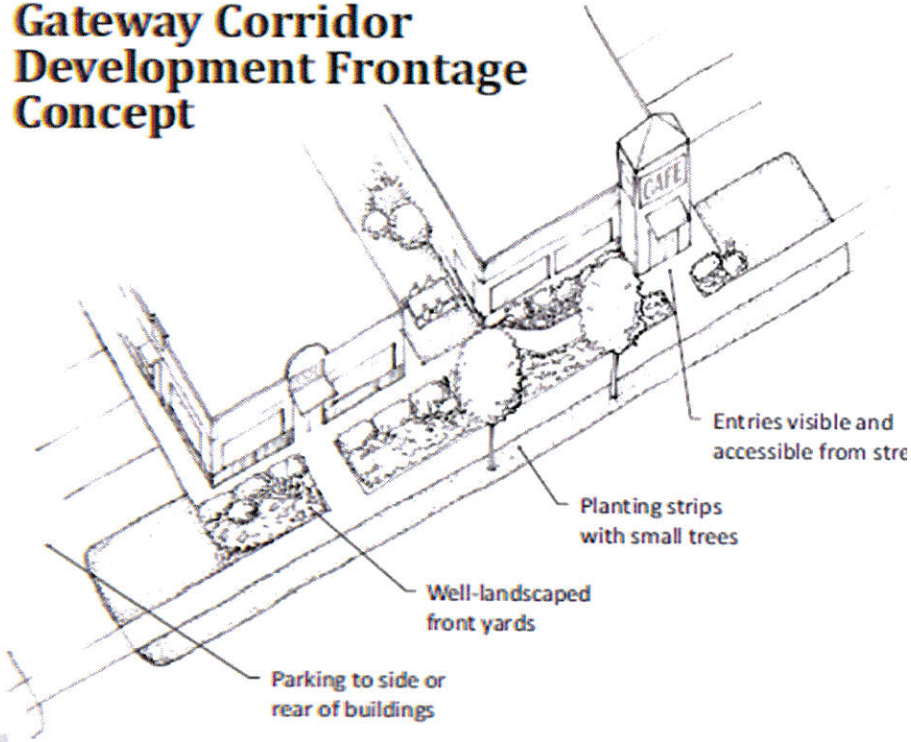
### University Way (NW of Downtown)




### Canyon Road

### Gateway Corridor Development Frontage Concept

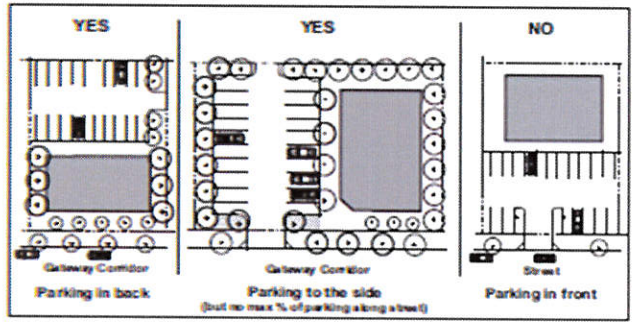



### Context

University Way

Canyon Road

### Parking Location



# Canyon Road

E MOUNTAINVIEW AVE
LIMPTANUM RD
CANYON ROAD
Canyon Road
Street Type Designation
Storefront Street
Secondary Street
Gateway Corridor
no color
Landscaped Street
SUB
Best Western

BURGER KING

Arby's

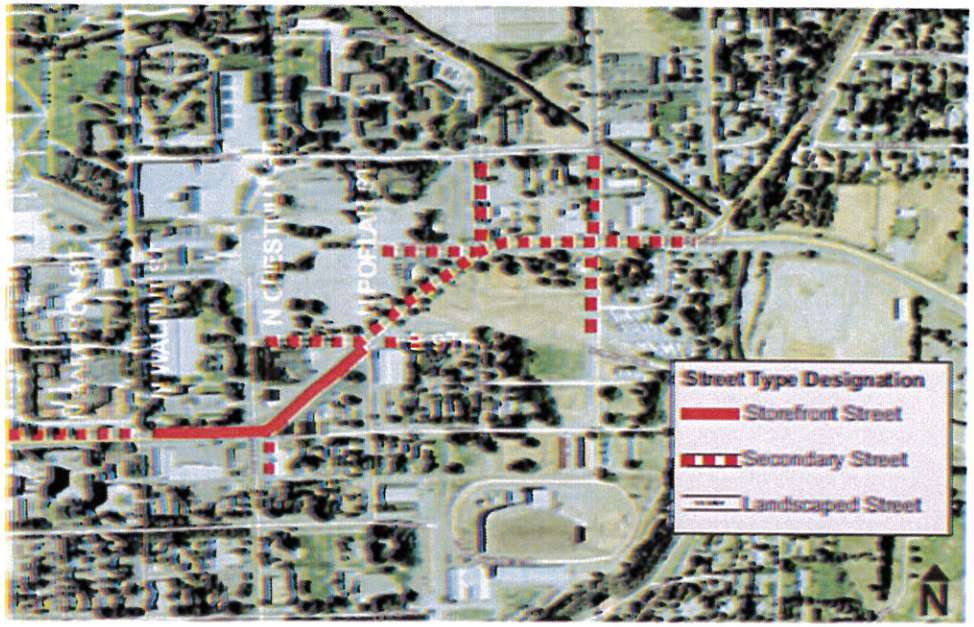
8

# Development Frontages (*How it looks from the street*)

## University Way - Campus Area

City of Ellensburg WASHINGTON

**Concept:** Establish framework to create a pedestrian-oriented neighborhood center adjacent to the camp

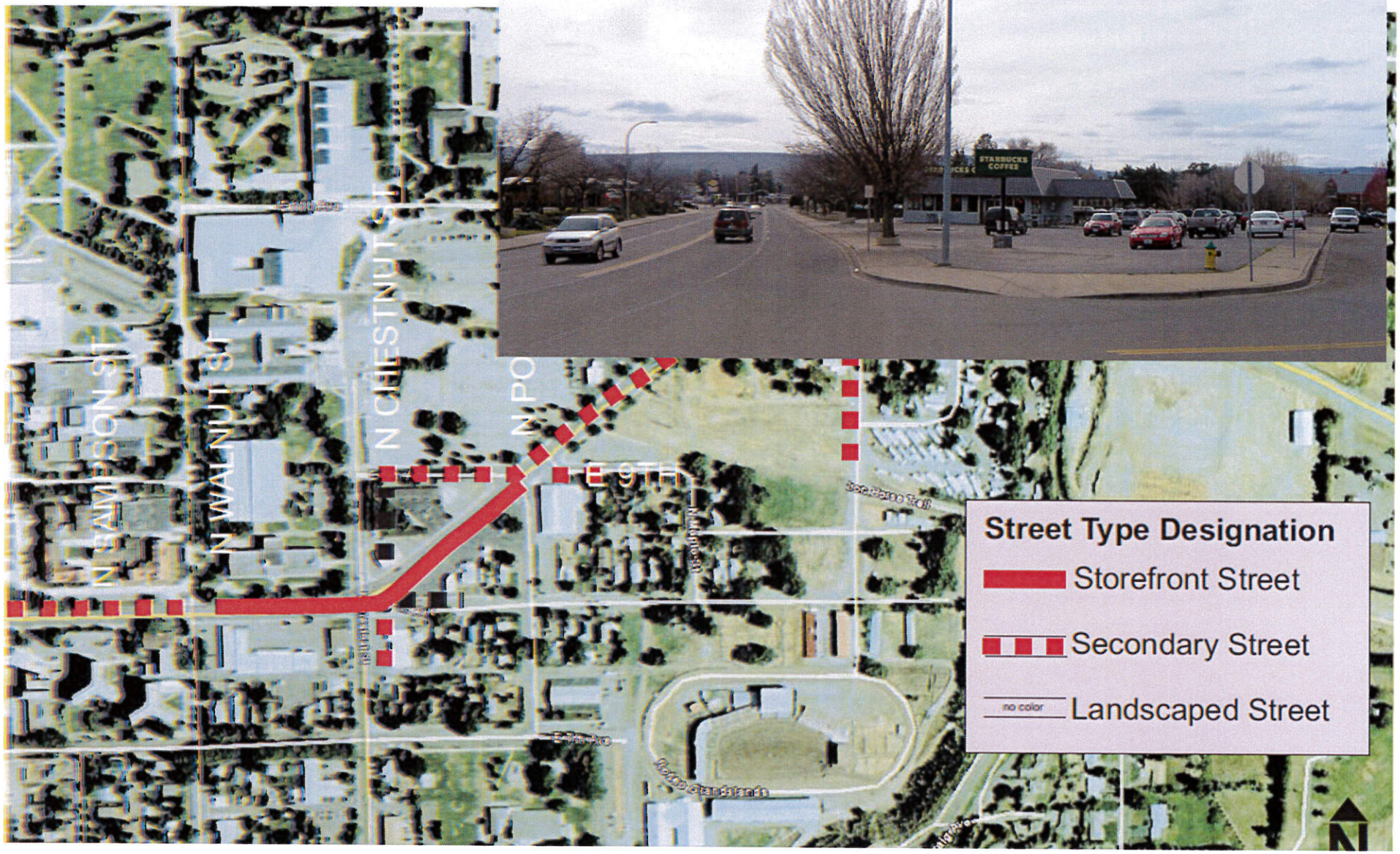



## Current Conditions

## Future Conditions?

# Cam

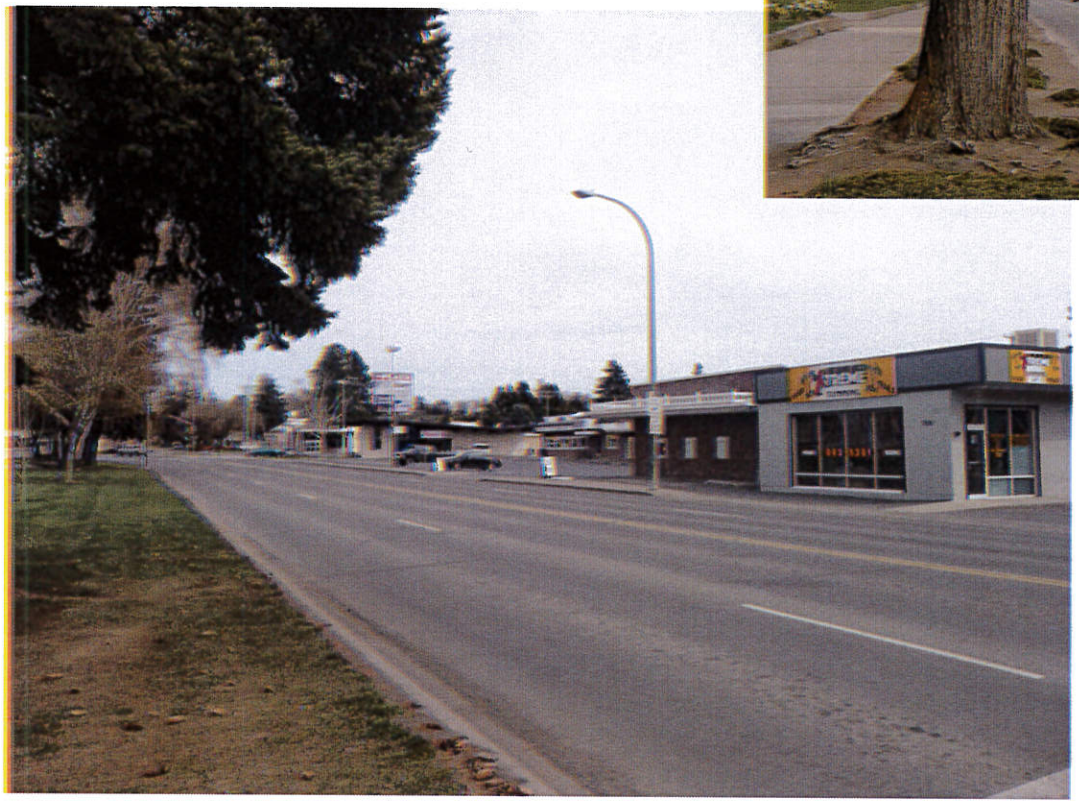
STARBUCKS COFFEE


N WALNUT ST
N CHESTNUT ST
N PO
Street Type Designation
Storefront Street
Secondary Street
no color
Landscaped Street
N

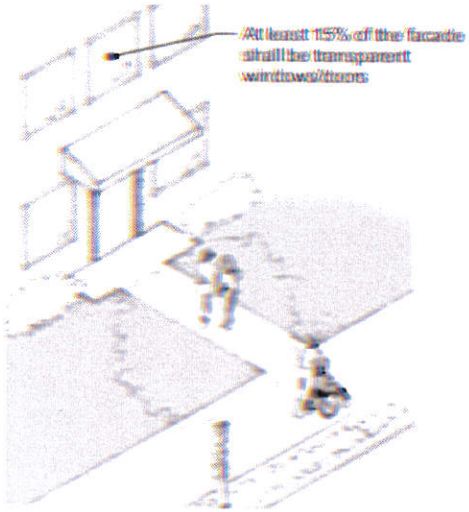
# Campus Area

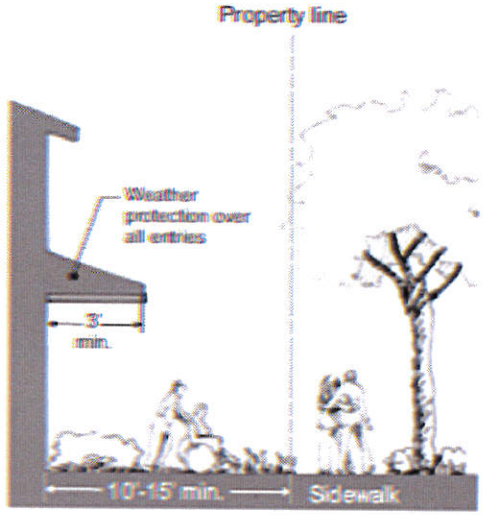
?

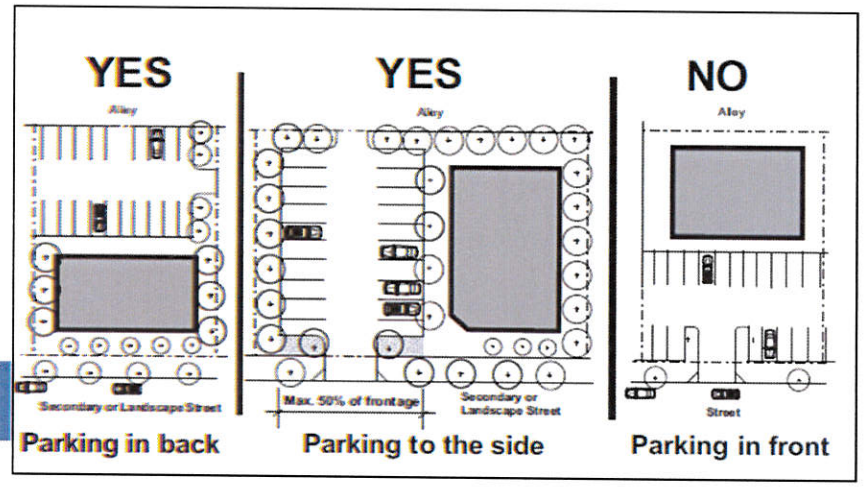
# University Way: Campus Area



# Landscaped Streets






Land Development Code Update

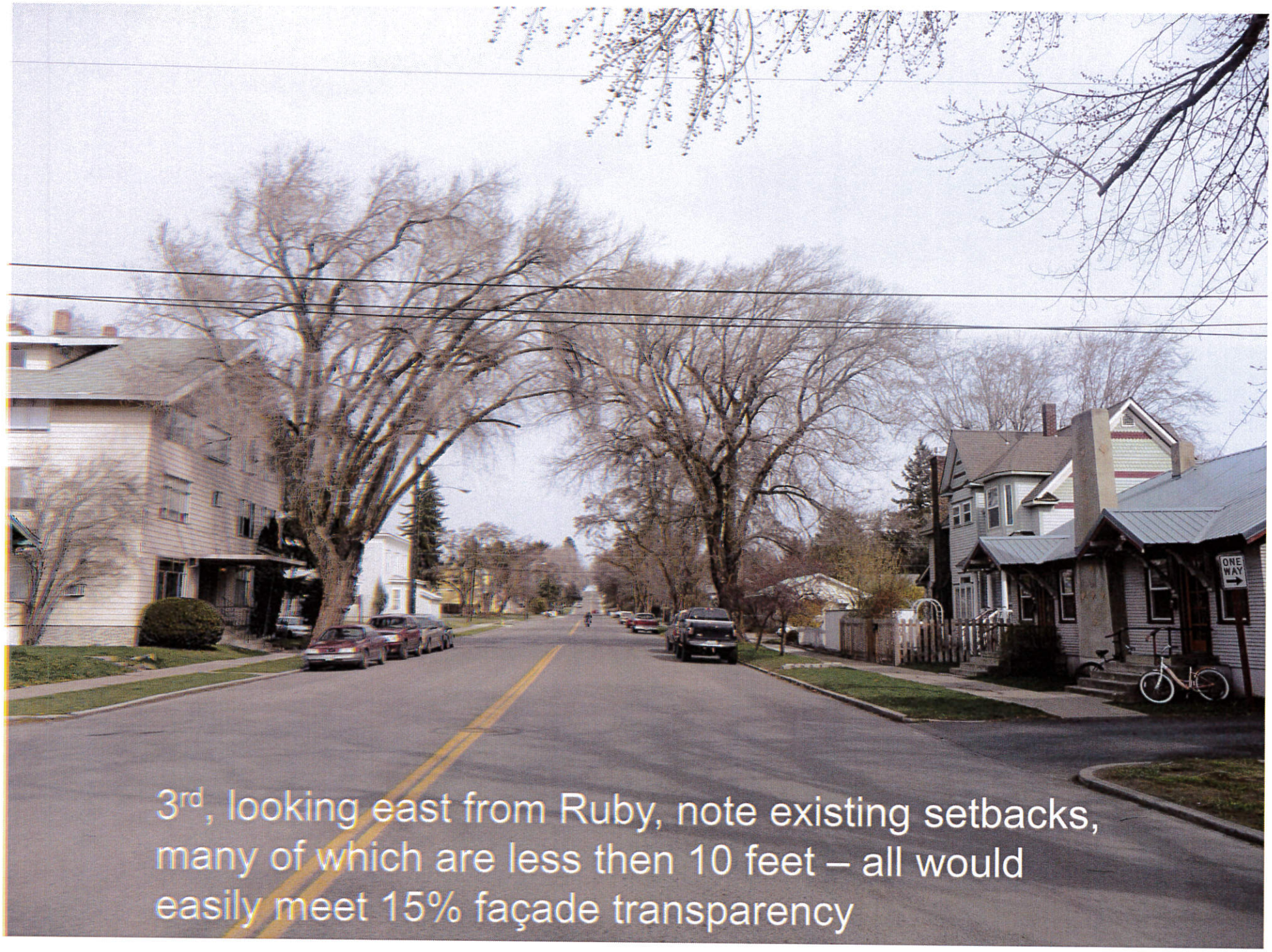
# Landscaped Frontages – Other Examples

15-20' setbacks, probably around 20-25% transparent

# Landscaped Frontages – Other Examples

15-20' setbacks, probably at least 20% transparent

3rd looking east from Pine – note landscaped setback, but also portion of building comes out to sidewalk




3rd, looking east from Ruby, note existing setbacks, many of which are less then 10 feet – all would easily meet 15% façade transparency