

Segment A Goals and Objectives

1.10.20

Segment 'A' Vision

Segment A serves as a Gateway to downtown Whitefish, a commercial district that is a transition between highway commercial uses and residential and light commercial uses as you approach the downtown core. The built environment will remain small-scale with mixed uses and unique architecture. The corridor will be pedestrian and bike friendly while maintaining efficient traffic flows. The urban tree canopy will be maintained and expanded where lacking, and public greenspaces and recreation areas will be abundant. The Whitefish River is a valued component of the corridor and maintaining and enhancing views of the river and public access to it are high priorities.

Goals and Objectives

Land Use

Goal 1: Establish a theme for Segment A that indicates the entrance to the downtown business core two blocks north and the transitional nature of the segment between highway commercial, surrounding residential, and downtown core.

Objective 1: Enhance boulevard landscaping by revising landscaping regulations to illustrate desired boulevard and buffering effect.

Objective 2: Increase the number of street trees and expand the urban canopy along Spokane Avenue¹.

- Continue work with MDT to construct cross-section of Spokane Avenue that allows for the retention of healthy mature trees, as well as planting new trees within the ROW.

Objective 3: Investigate installation of the pedestrian-scale lighting used downtown and the addition of benches.

Objective 4: Expand use of wayfinding signage consistent with downtown through Segment A.

Objective 5: Work with utility companies, MDT, and corridor property owners to investigate and consider burying overhead utility lines (identify approximate cost and funding source).

Objective 6: Consider replacement of existing Cobra highway lighting with decorative highway lights like those installed along Highway 93 West.

Goal 2: Evaluate existing zoning for compatibility and to encourage commercial and mixed-use development that is appropriate².

Objective 1: Modify WB-2 to delineate sub-districts or overlay zones with variable standards. The segment along Spokane Avenue would allow a mix of uses while acknowledging the small lot sizes, lack of available parking space, proximity to the river and traditional residential neighborhoods, and location between the highway commercial/secondary business district, multi-family zoning, and its relationship to the downtown core. Any changes to land use in the segment should minimize impacts to traffic congestion on Spokane Avenue.

¹ Implements Transportation and Land Use elements of Whitefish Climate Action Plan

² Implements Transportation and Land Use elements of Whitefish Climate Action Plan

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Objective 2: Develop architectural review standards specific to Segment A along Spokane Avenue that emphasize small-scale development, variety in height, materials, visual interest, and the transitional nature of the segment.

Goal 3: Revise the sign district along Baker Avenue to be consistent with speed limits and appropriate signage

Objective 1: Review Community Business and Resort sign district for appropriateness in Segment A (currently designated Highway)

Transportation

Goal 1: Improve capacity of Segment A to convey increased volumes of traffic³.

Objective 1: Continue work with MDT on Spokane and Baker Avenue improvements that will accommodate ever increasing traffic volumes.

Objective 2: To reduce commercial truck traffic through the downtown core, work with MDT to designate Baker Avenue as the preferred truck route for future improvements while mitigating potential impacts to existing residential uses.

Objective 3: Extend 7th Street east from Spokane Avenue to Kalispell Avenue to improve east—west connectivity.

Objective 4: When traffic volumes warrant it and a funding source identified, extend 7th Street across the Whitefish River between Spokane and Baker with a new bridge.

Objective 5: As part of bridge widening or replacement on Baker Avenue and construction of new bridges on Spokane Avenue and 7th Street, ensure pedestrian and bicycle needs are accommodated, the design facilitates river access and views, design is compatible with adjacent neighborhoods, and for Spokane Avenue, the bridge's role as a transition or entrance to downtown Whitefish.

Objective 6: Work with MDT to evaluate appropriate speed limits in Segment A.

Goal 2: Connect completed sections of Whitefish River Trail within Corridor⁴.

Objective 1: Replace the Whitefish River culverts with a bridge designed to serve as a transition or entrance to downtown Whitefish.

Objective 2: Extend the existing sections of multi-use path across the river, which will involve a pedestrian/bike connection under the vehicle bridge as well as protected pedestrian/bike lanes on the bridge with connections to the multi-use river trail.

Objective 3: Investigate methods of connecting the sidewalk on Spokane to the river trail near 6th Street in Segment A.

Objective 4: Install wayfinding signage that directs bike and pedestrian traffic between the highway facilities and the Whitefish River Trail.

³ Implements Whitefish Transportation Plan

⁴ Implements Connect Whitefish Bicycle & Pedestrian Master Plan

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Goal 3: Construct a protected bike lane and pedestrian sidewalk with safe crossing opportunities on Spokane Avenue/Highway 93⁵.

Objective 1: Continue work with MDT to construct cross-section that addresses the community's desire for a protected bike lane and continuous pedestrian sidewalk with better, safer crossing opportunities (for example, at 6th and 8th Streets).

Objective 2: Investigate installation of pedestrian-scale lighting as part of MDT project.

Environmental and Open Space

Goal 1: Highlight the multiple values of and provide better public access to the river and increase public green space⁶.

Objective 1: Develop the river trail for recreation, transportation, public access to open space, river and river habitat.

Objective 2: Once trail connectivity is addressed investigate the opportunity for a river walk - a linear public space with possible small, seasonal businesses

Objective 3: Acquire riverfront property to develop as public park, and/or obtain permanent easements from private landowners along the river for additional public parks and access to trail and river:

- West side of river from Baker Avenue
- East side of river along Spokane between 6th and 7th Streets
- Southwest side of river downstream of Spokane Avenue

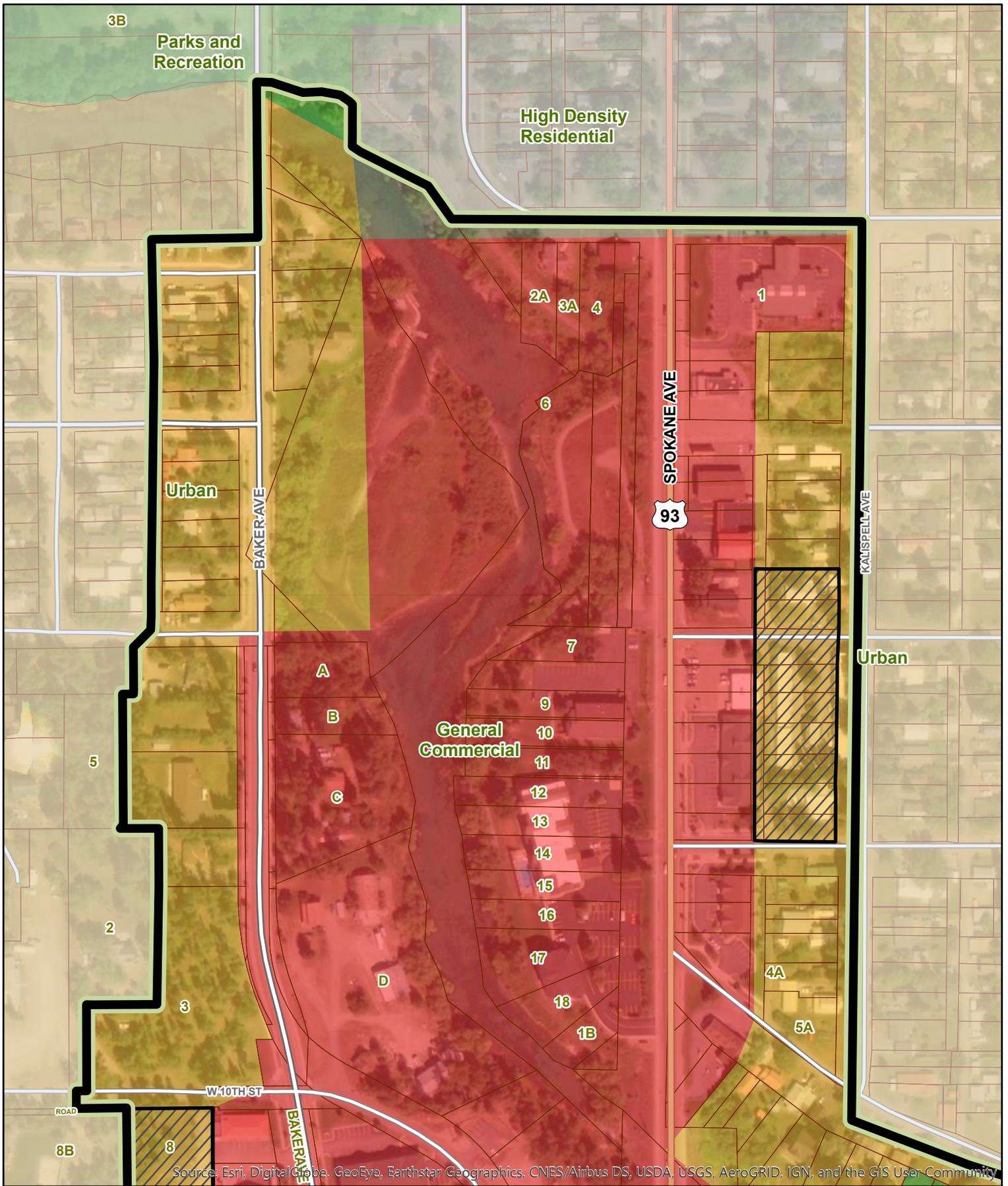
Objective 4: Develop and potentially expand Canoe Park with signage, parking and other amenities to be more usable as a public space.

Goal 2: Require use of drought resistant species in all landscaping to minimize need for irrigation⁷.

⁵ Implements Connect Whitefish Bicycle & Pedestrian Master Plan, Whitefish Downtown Business District Master Plan, and Transportation and Land Use elements of Whitefish Climate Action Plan

⁶ Implements the Whitefish Parks & Rec Master Plan and the Connect Whitefish Bicycle & Pedestrian Master Plan

⁷ Implements the Transportation and Land Use elements of Whitefish Climate Action Plan



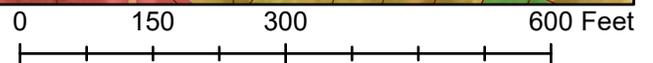
Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

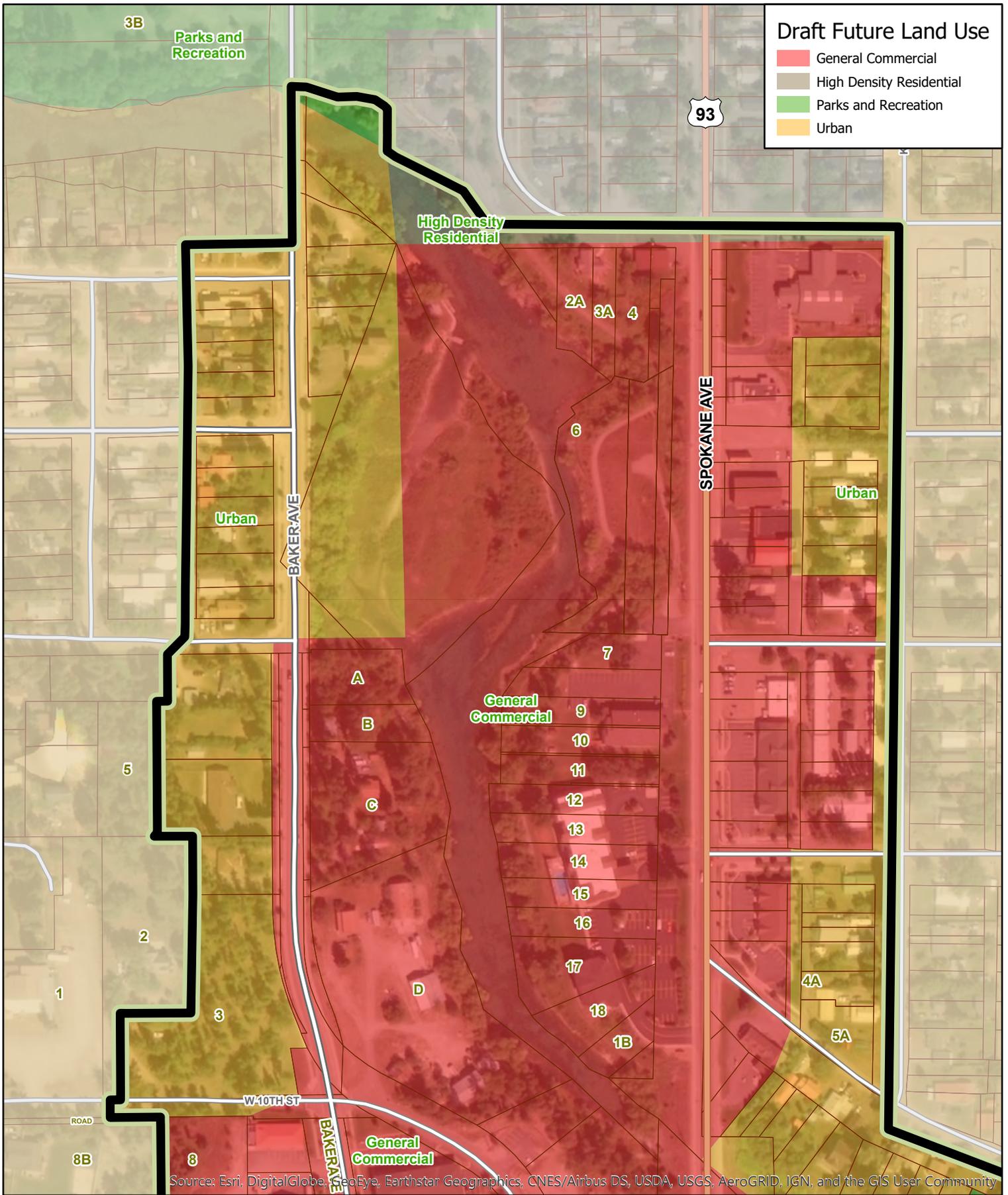


-  Inconsistent Zoning with Future Land Use
-  Whitefish City Limits
-  Hwy 93 South Corridor Study Area
-  Parcels

Inconsistent Zoning with Future Land Use Hwy 93 South Corridor - Segment "A"

Date: 1/14/2020

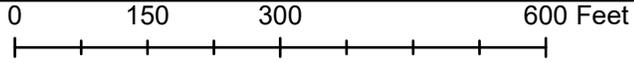




Draft Future Land Use

- General Commercial
- High Density Residential
- Parks and Recreation
- Urban

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



- Whitefish City Limits
- Hwy 93 South Corridor Study Area
- Parcels

Draft Future Land Use Hwy 93 South Corridor - Segment "A"



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Segment B Goals & Objectives

1.10.20

Segment B - Vision

The commercial strip in Segment B will be restructured and the character of the corridor and types of business within it will be diversified. Land uses will continue to be primarily commercial but will not appear as a monotonous or continuous strip. High intensity uses will be focused around key intersections, and in between there will be pockets of less intense uses such as offices, housing, recreation, entertainment, parks, and open spaces. The corridor will accommodate bicycles and pedestrians as well as vehicles. Traversing the corridor for all users will be more enjoyable because there will be abundant green space, trees and landscaping with shade, views of the mountains, enhanced pedestrian crossing opportunities, appropriately scaled decorative street lighting, landscaped medians, and an interesting built environment. The Whitefish River will be accessible, and the Whitefish River Trail will be continuous and connected to a separated bike path along the highway. Additionally, traffic will be better managed because there will be multiple routes to get through the corridor, and the number of highway accesses will be reduced. Transit will be available and convenient.

Segment B - Goals and Objectives

Land Use

Goal 1: Encourage land uses in the corridor that improve aesthetics and attract more activity

Objective 1: Restructure the Segment B commercial strip and diversify the character of the corridor:

- Encourage more intense uses around key intersections and less intense uses in areas between those intersections (see Node Concept, page X):
 - High intensity uses will have a denser street network, be pedestrian friendly, have mixed uses (commercial with multi-family)¹ and be active
 - Add pockets of lower intensity uses including offices, light commercial, housing, civic/public and cultural facilities, entertainment, open spaces and recreation as well as parks further from the highway
- Encourage and allow multiple uses on large lots such that smaller buildings lining the highway could be added to existing commercial developments with large parking lots fronting the highway (without subdivision)
- Break up large undeveloped lots with blocks and through streets as development proceeds.

Objective 2: Improve the visual character of the built environment in Segment B:

- Require variation in materials, scale, transparency, and massing
- Require more extensive screening and/or wider greenbelts fronting Highway 93 and Baker Avenue
- Create landscaping with visual interest by minimizing expanse of two-dimensional lawn grass and increasing presence of tall bunch grasses, shrubs of varied color and shape, and trees with varied heights
- Require new development to orient buildings toward the street, where appropriate, and locate parking to the rear or side of structures, require buildings to frame corners of major intersections in higher intensity nodes

¹ Implements Transportation and Land Use elements of Whitefish Climate Action Plan

Segment B Goals & Objectives

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- Step building rooflines back from highway where needed to minimize obstruction of mountain views
- Work with utility companies, MDT, and corridor property owners to investigate and consider burying overhead utility lines (identify approximate cost and funding source)
- Replace Cobra lighting with decorative highway lighting such as that used along Highway 93 West

Objective 3: Facilitate development of residential and mixed uses in pockets where appropriate, as well as more entertainment, recreation, and cultural and educational uses

Objective 4: Consider acquisition of open space to preserve or develop into usable public park space (and identify potential funding sources), require more open space/park space in new project developments².

Objective 5: Incentivize infill development and redevelopment of vacant or blighted buildings

Objective 6: Develop cohesive theme and new moniker for segment or section of segment that signifies entry to City of Whitefish or the commercial focus (pedestrian scale lighting, banners, plantings, wayfinding signs, etc.)

Goal 2: Improve compatibility of adjacent land uses in Segment B

Objective 1: Better buffer low density residential zones from adjacent commercial; encourage denser residential and/or offices along transition areas and new arterial roads such as Columbia or Baker Avenue, as extended

Goal 3: Encourage development of businesses in the corridor that support existing and new housing and employment

Objective 1: Encourage amenities in the corridor to support employees and residents such as public spaces for gathering and visiting, resident-focused services, and businesses that encourage public gatherings such as coffee shops

Goal 4: Use the developable land in Segment B of the Corridor to help diversify the economy of Whitefish and encourage business types that provide higher wages and salaries³

Objective 1: Make it easier for starter businesses and light manufacturing or assembly to locate in the corridor by

- Permitting light manufacturing/assembly in WB-2 district of Segment B with appropriate development standards
- Fostering development of smaller lease spaces at prices affordable to starter businesses
- Developing business incubator (small lease spaces); business assistance center
- Considering development incentives – tools to support business development (technical assistance, financial assistance, tax incentives)

² Implements Whitefish Parks & Rec Master Plan

³ Implements Economic Development Element of Whitefish City-County Growth Policy

Segment B Goals & Objectives

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Transportation

Goal 1: Improve traffic flow and safety through corridor⁴

Objective 1: Add an intermittent raised landscaped median to the highway that minimizes potential impacts to business access, consolidate highway accesses, and optimize timing and spacing of signals

Objective 2: Facilitate construction of intersection improvements at 13th Street on both Highway 93 and Baker Avenue, including reconfiguration of driving and turning lanes

Objective 3: Obtain ROW and require extension of Columbia Avenue south to connect with Greenwood Avenue; Whitefish Avenue south to connect with Shiloh Avenue; Baker Avenue south to connect with JP Road; Greenwood Drive east across Whitefish River (construct new bridge) to Monegan Road as individual parcels are developed

Objective 4: Encourage redesign of the entrance to and exit from North Valley Hospital on Highway 93 South during future highway improvements

Objective 5: Better delineate driving lanes, whether with more frequent recurring maintenance of lane striping, or with permanent delineation tools such as recessed reflectors

Objective 6: Require new development and encourage existing uses to connect adjacent parking lots such that moving from one to another doesn't involve re-entering the highway.

Objective 7: Acquire easements and/or right-of-way and explore feasibility of future roundabout at the intersection of Highway 40 and Highway 93.

Goal 2: Recognize that bike and pedestrian facilities provide valid and valued modes of transportation that are equal in standing with vehicles facilities⁵

Objective 1: Continue implementation of *Connect Whitefish Bicycle & Pedestrian Master Plan* recommendations for bike and pedestrian facilities in the segment.

Goal 3: Improve opportunities and the experience for people using bicycles, walking and transit for transportation⁶

Objective 1: Add a protected bike path, safer and more frequent pedestrian crossing opportunities (including possible mid-block crossings), pedestrian-scale lighting, benches and landscaping with canopy trees for shading along the boulevard

Objective 2: Ensure safe and comfortable pedestrian access to a mix of uses near each other such that people can park once and walk to multiple destinations –connected parking lots or access roads, mixed-uses, lighting, and landscaping buffers between sidewalks and roadways

⁴ Implements Whitefish Transportation Plan

⁵ Implements Connect Whitefish Bicycle & Pedestrian Master Plan, Whitefish Transportation Plan, Transportation Element of Whitefish City- County Growth Policy, and Transportation element of Whitefish Climate Action Plan

⁶ Implements Connect Whitefish Bicycle & Pedestrian Master Plan, Whitefish Transportation Plan, Transportation Element of Whitefish City- County Growth Policy, and Transportation elements of Whitefish Climate Action Plan

Segment B Goals & Objectives

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Objective 3: Facilitate development of transit hub/park & ride lot/bus shelters/more frequent transit service

Objective 4: Identify locations and provide bike locking stations in concert with transit infrastructure

Objective 5: Extend and connect existing sections of Whitefish River Trail and connect trail to separated bike path along highway as described in the *Connect Whitefish Master Plan*; provide wayfinding guidance for people to make connections between highway and trail

Objective 6: Add a bike/pedestrian path or convert a portion of West 10th Street between Baker Avenue and Spokane Avenue to bicycle/pedestrian facility with potential easement to connect to new highway bridge pedestrian underpass

Goal 4: Improve the aesthetics of the road right-of-way.

Objective 1: Break up and soften the expanse of five lanes of asphalt on the highway:

- Replace some sections of two-way left-turn lanes with landscaped median (Figure X and Appendix X);
- Increase the number of trees planted in the boulevard and the extent of the urban canopy.
- Replace existing Cobra lighting with (dark sky compliant) decorative highway lighting such as is installed along Highway 93 West

Environment and Open Space

Goal 1: Increase opportunities for public access to natural areas and green space⁷

Objective 1: Improve access and wayfinding to Whitefish River as described in the *Connect Whitefish Master Plan*

Objective 2: Consider acquisition of open space to preserve or develop into usable public park space (and identify potential funding sources), require more open space/park space in new project developments.

Objective 3: Encourage development of landscaping corridors to connect highway to Whitefish River with green spaces

Goal 2: Improve appearance of the road right-of-way

Objective 1: Encourage additional Adopt-a-Highway litter pick-up efforts (April – October); involve businesses, organizations, and families

Goal 3: Maintain or increase the urban tree canopy in the segment

Objective 1: Create a tree retention policy with incentives that applies to properties prior to submittal of a development permit application

Objective 2: Revise landscaping standards to include trees in landscaped areas

⁷ Implements Whitefish Parks & Rec Master Plan and Community Facilities Element of Whitefish City-County Growth Policy

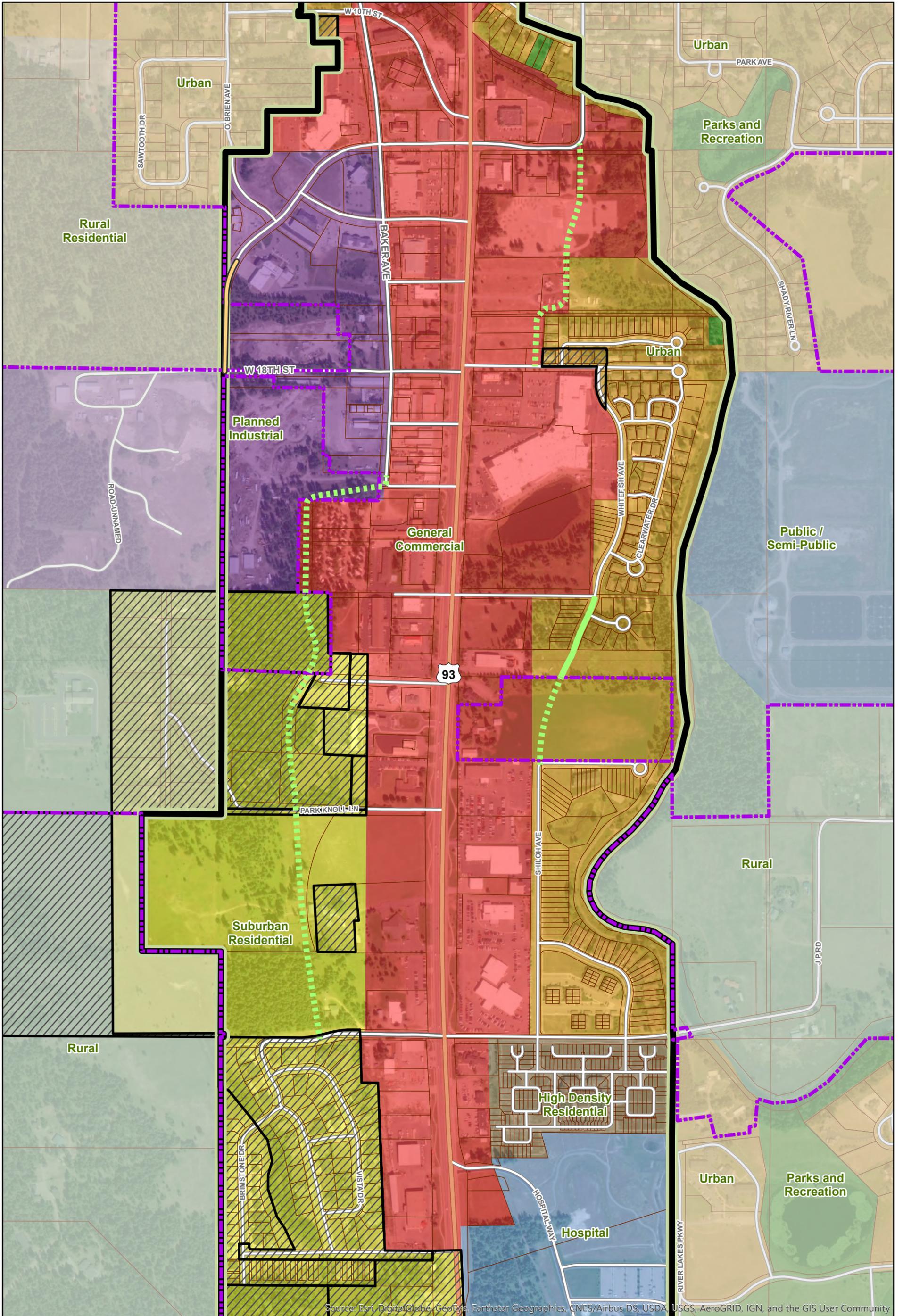
Segment B Goals & Objectives

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Objective 3: Plant shade trees in boulevard adjacent to sidewalk

Goal 4: Require use of drought resistant species in all landscaping to minimize need for irrigation

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Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

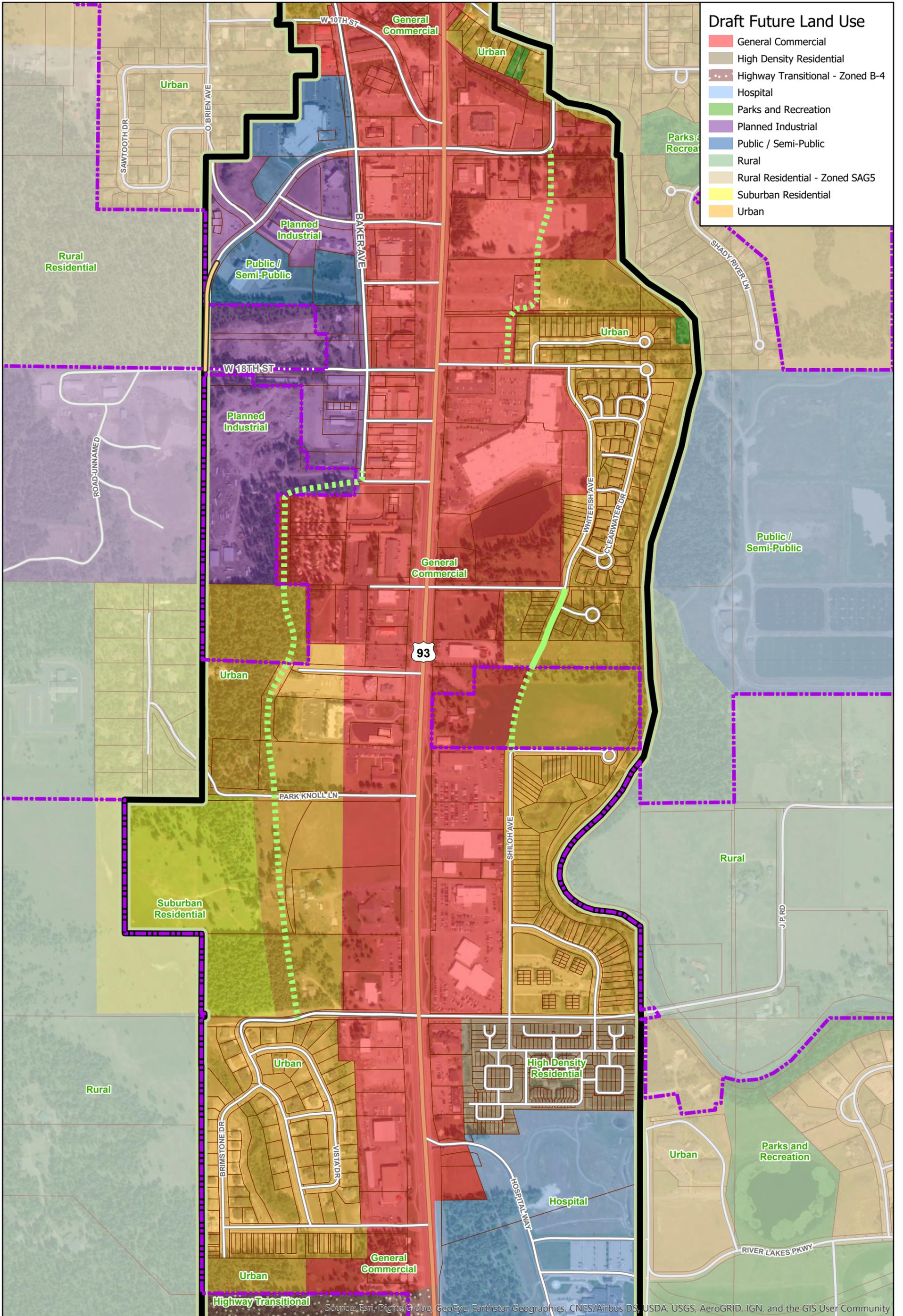


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