Whitefish Downtown Business District
Master Plan Update
City Council Recommended Refinements
March 12, 2014
Central Avenue Improvements

Construction Completed

Central Avenue Improvements
Construction Completed

2nd Street Improvements
Master Plan Update Objectives

1) Retail Expansion - Expand the primary retail area
2) Railway District - Expand downtown commercial development
3) Master Plan - Update Document

Not Included - Review or consultation for:
- Hotel proposals
- City Hall design
- Parking feasibility study
- Parking structure proposals
- Design review
- Regulatory updates
Process and Schedule

1 STARTING
   a) Collect Information on Opportunity Sites
   b) Prepare Base Map
   c) Financial Review of Original Plan Outcomes
   d) Public Meeting- Identify Issues
   e) Finalize Project Objectives

2 DESIGNING
   Retail Expansion - Expand Primary Retail Area
   a) Extend Retail on Central Avenue South to 4th
   b) Extend Retail to Streets Crossing Central Avenue
   c) Refine Retail Expansion Concept
   Railway District - Expand Commercial
   a) Identify Potential Development Sites
   b) Prepare Development Concept
   c) Refine Commercial Expansion Concept

3 IMPLEMENTING
   Master Plan Document - Update 2006 Plan
   a) Prepare Draft Document
   b) Public Meeting- Review Draft Document
   c) Finalize Master Plan
Downtown Living
Room
Retail Parking
Civic Attractor
Great Northern Square
Whitefish Landing
Maintain/Expand Retail
Retail Parking
Expand Retail
Ot i t i
Downtown Retail Loop
Maximum Two-Lane Intersection
Improved Central Avenue Pedestrian Environment
Minimize Highway Impacts
Whitefish Promenade
Retail Parking
Downtown Retail Loop
Downtown Living Room
Expand Retail Opportunities
Neighborhood Connections
Central Avenue Pedestrian Environment
Connections
Fundamental Concept

Adopted Plan- 2006

Plan Update- Draft 2013

Fundamental Concept
Downtown Retail Loop

Retail Parking

Downtown Living Room

Expand Retail Opportunities

Neighborhood Connections

Fundamental Concept
Process and Schedule

1. STARTING
   a) Collect Information on Opportunity Sites
   b) Prepare Base Map
   c) Financial Review of Original Plan Outcomes
   d) Public Meeting - Identify Issues
   e) Finalize Project Objectives

2. DESIGNING
   Retail Expansion - Expand Primary Retail Area
   a) Extend Retail on Central Avenue South to 4th
   b) Extend Retail to Streets Crossing Central Avenue
   c) Refine Retail Expansion Concept

   Railway District - Expand Commercial
   a) Identify Potential Development Sites
   b) Prepare Development Concept
   c) Refine Commercial Expansion Concept

3. IMPLEMENTING
   Master Plan Document - Update 2006 Plan
   a) Prepare Draft Document
   b) Public Meeting - Review Draft Document
   c) Finalize Master Plan
   d) City Council Meeting: Present Final Draft Document

Parking Study (By Others)
Work Tasks Refinements
Council Recommendations  November 4, 2013

1. Depot Park
2. Retail Loop in the Railway District
3. Connecting Walk from Mountain View Manor
4. Wisconsin (Baker) Underpass
5. WR-4 Retail Loop Standards
6. Spokane Improvements
7. Adopted Transportation Plan
8. Project Priorities
9. Finalize Master Plan
Work Tasks Refinements

Council Recommendations November 4, 2013

1. Depot Park- Make changes to align with Park Master Plan
Plan Update - Draft 2013

Plan Update - Draft 2014

Fundamental Concept
No Paved Assembly Area (Plaza)
Work Tasks Refinements

Council Recommendations  November 4, 2013

1. Depot Park

2. Retail Loop in the Railway District- Make text changes only. Design standards and schematics will not be developed.

3. WR-4 Retail Loop Standards- Elaborate in text only. Development standards will not be developed.
Downtown Living
Room
Green Space
(Depot Park)
Existing
Storefront
Retail
Shopping Loop
(Commercial)
Neighborhood
Connections
Plan Update- Draft 2013
Plan Update- Draft 2014
Fundamental Concept
Update Draft Plan - 2013

Retail Anchor
Retail

Update Draft Plan - 2014

Retail Anchor
Storefront Retail
Neighborhood Commercial

Shopping Loop
Regulatory Updates – Permitted Use

Required Ground-Floor Retail

Amendments to current permitted use requirements to meet the Master Plan vision. Permitted uses for the indicated parcel frontages (20 feet) are limited to retail uses exclusively. Permitted uses include:

- Establishments that offer the sale of food, drink – restaurants, cafes, bars, etc.
- Establishments that offer the sale of groceries, etc.
- Establishments that offer the sale of entertainment – cinemas, night clubs, etc.

Design Standards

By City Staff

Development Standards

- Building siting, and massing as indicated in pink frontages should:
  - Require built to fronting property lines (zero setback)
  - Permit setback exceptions for windows and walls that are recessed up to eighteen inches from the property line to accommodate columns or other architectural elements

- Building sitting, and massing as indicated in green frontages should:
  - Permit setbacks up to 15 feet (maximum) from property lines
  - Not permit loading or service areas between the building and property line
Shopping Loop - Storefront Retail Design Standards

Frontage Standards

Design Standards By City Staff
70% Openings

Build-To Sidewalk

Design Standards By City Staff

Shopping Loop - Storefront Retail Design Standards
Shopping Loop - Neighborhood Comm Design Standards
Setbacks Permitted

50% Openings

Design Standards By City Staff

Shopping Loop - Neighborhood Comm Design Standards
Work Tasks Refinements
Council Recommendations November 4, 2013

1. Depot Park
2. Retail Loop in the Railway District
3. WR-4 Retail Loop Standards
4. Connecting walk from Mountain View Manor- Revise drawing and provide text update
5. Wisconsin Street (Baker) Underpass- Include 2006 concept in update
Work Tasks Refinements

Council Recommendations November 4, 2013

1. Depot Park
2. Retail Loop in the Railway District
3. WR-4 Retail Loop Standards
4. Connecting Walk from Mountain View Manor
5. Wisconsin (Baker) Underpass
6. Spokane Improvements- From 7th Street north, Develop concepts for including a protected bikeway. Illustrate with plan view and cross section only
7. Adopted Transportation Plan- Integrate Baker and Spokane three lane couplets
Transportation Framework Goals
Whitefish Downtown Business District Master Plan 2014

1. Maintain and strengthen Downtown as a destination rather than a place to pass through.

2. Build upon recent Central Ave and adjacent streets improvements and identifies a vision for future street improvements.

3. Maintain access and mobility with an emphasis and priority for pedestrians and bikes.

4. Create “Active transportation” (peds & bikes) policies and standards.
City Proposed Bike and Ped Walkway

New Roads

Remove Road

Pedestrian Emphasis Streetscape

Secondary Retail Streetscape

HWY 93 Couplet

Whitefish Promenade

2nd Street Pedestrian Priority

Primary Retail Streetscape

7th Street Bridge

Transportation Framework

2005 Whitefish Downtown Business District Master Plan
Urban Highway (Spokane Ave)

Minor Arterial (Baker Ave)

No Couplet

2009 Whitefish Transportation Plan
Proposed Bike Route
(Spokane Ave)

Non-Motorized Facilities
VISION STATEMENT

The US 93 Whitefish Urban corridor serves as an important regional and local transportation link and helps support the economic, social, and recreational structure of the community. Future development of US 93 through the Whitefish urban area should effectively serve personal travel and goods movement within and through the corridor and provide safe transportation facilities for residents, community visitors, and through travelers.

Transportation improvements should provide mobility on the corridor while complementing community land use visions and plans, be adaptable to accommodate future growth, and help maintain or enhance Whitefish’s unique character and quality of life. Transportation improvements should resolve site-specific operational or safety problems along the corridor and be designed and implemented in a way that protects the natural environment.
Contra-Flow

Seventh Street Crossover

1995 FEIS

Baker/Spokane Alternatives
Contra-Flow

Seventh Street Crossover

Thirteenth Street Crossover

1995 FEIS

2010 Urban Corridor Study

2014 Proposed Master Plan Refinement

Baker/Spokane Alternatives
Alternatives Screening Criteria

Source: Whitefish Transportation Plan, Urban Corridor Study for US 93 & Downtown Business District Master Plan

1. Provides Adequate Auto Roadway Capacity (2030)
2. Minimizes Auto Delay (Signalized Intersections 2030)
3. Minimizes Auto Delay (Unsignalized Intersections 2030)
4. Minimizes Auto Travel Distance & Time
5. Protects and Strengthens Historic Resources
6. Provides Curbside Parking
7. Provides Protected Bikeway
8. Provides Pedestrian Friendly Sidewalks
Alternatives Screening Criteria

1. Provides Adequate Auto Roadway Capacity (2030)
2. Minimizes Auto Delay (Signalized Intersections 2030)
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6. Provides Curbside Parking
7. Provides Protected Bikeway
8. Provides Pedestrian Friendly Sidewalks
“In general, two-lane roads can accommodate up to 12,000 vehicles per day”

Whitefish Urban Corridor Study of US 93, pg 1-21

<table>
<thead>
<tr>
<th>Location</th>
<th>2003 Volume</th>
<th>2030 Volume</th>
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<td>13700</td>
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**Projected Traffic Volumes**
In general, two-lane roads can accommodate up to 12,000 vehicles per day.

Whitefish Urban Corridor Study of US 93, pg 1-21

Projected Traffic Volumes

<table>
<thead>
<tr>
<th>Spokane Avenue</th>
<th>2003 Volume</th>
<th>2030 Volume</th>
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<td>South of 13th Street</td>
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4. Minimizes Auto Travel Distance & Time
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6. Provides Curbside Parking
7. Provides Protected Bikeway
8. Provides Pedestrian Friendly Sidewalks
Improvements Completed

Unsignalized Intersection

Intersection Level of Service
Alternatives Screening Criteria

1. Provides Adequate Auto Roadway Capacity (2030)
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6. Provides Curbside Parking
7. Provides Protected Bikeway
8. Provides Pedestrian Friendly Sidewalks
The cultural resource surveys have identified 30 individual properties determined to be eligible for the National Register of Historic Places and/or contributing properties to a potential historic residential district.

Improving the existing highway could also indirectly alter the visual and aesthetic character of the areas surrounding these resources.

Whitefish Urban Corridor Study of US 93, pg 2-21
Mature Trees

Spokane Avenue Impacts
Alternatives Screening Criteria

1. Provides Adequate Auto Roadway Capacity (2030)
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6. Provides Curbside Parking
7. Provides Protected Bikeway
8. Provides Pedestrian Friendly Sidewalks
Non-Motorized Facilities

- Bike Route (On Road)
- Proposed Bike Route
- Ped and Bike Path (Paved)
- Proposed Ped and Bike Path (Paved)
- Proposed Ped and Bike Path (Unpaved)
Two-way Bikepath
On-Street Parking
2 Northbound Lanes

Spokane Avenue

2005 Downtown Master Plan — Whitefish Promenade
Existing Spokane Avenue
Three Lanes

On-Street Bike Lanes

2010 Urban Corridor Study

Spokane Avenue Alternatives
Widen Roadway (9')

On-street Bike Lanes

Narrowed Parkway

2010 Urban Corridor Study
Three Lanes

On-Street Bike Lanes

Three Lanes

Off-Street Protected Bikeway

2010 Urban Corridor Study

2010 Urban Corridor Study Modified

Spokane Avenue Alternatives
Off-street Protected Bikeway

Very Narrow Parkway

Narrow Roadway (1')
Three Lanes
On-street Bike Lanes

Three Lanes
Off-street Protected Bikeway

Two Lanes
Off-street Protected Bikeway
On-street Parking

2010 Urban Corridor Study

2010 Urban Corridor Study Modified

2014 Proposed Master Plan Refinement

Spokane Avenue Alternatives
No Change to Existing Parkway

Narrow Roadway (7’)

Off-street Protected Bikeway

2014 Downtown Business District Master Plan (2-Way Traffic)
## Alternatives Screening Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>WUCS</th>
<th>WUCS Modified</th>
<th>Master Plan</th>
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New Street

Proposed Traffic Signal

Primary Arterial

Existing Traffic Signal

Auto Mobility Street

2014 Downtown Business District Master Plan — Auto & Truck
Potential Roundabout (example)

Wayfinding

Intersection Redesign and Wayfinding

13th and Spokane

EUREKA CITY CENTER

13th and Spokane

Preliminary Transportation Assessment Summary

EUREKA

CITY

CENTER
Green Space (Depot Park)
Retail Parking Structures
Existing Storefront Retail
Shopping Loop
Pedestrian Enhancements
Neighborhood Connections
Primary Arterial

2014 Downtown Business District MP— Fundamental Concept
1. Depot Park
2. Retail Loop in the Railway District
3. WR-4 Retail Loop Standards
4. Connecting Walk from Mountain View Manor
5. Wisconsin (Baker) Underpass
6. Spokane Improvements
7. Adopted Transportation Plan
8. Project Priorities- Organize to reflect a proposed Phasing Plan
Project Priorities — Phasing Plan

- Baker Avenue Improvements
- Depot Park and Wisconsin Underpass
- Lodging Mixed-Use (Public/ Private Partnership)
- Spokane & Second Parking Structure
- Retail Anchor Site (Public/ Private Partnership)
- City Hall and Second & Baker Parking Structure
- Railway District Pedestrian Emphasis Street Improvements
- Central Avenue Pedestrian Emphasis Street Improvements
- Retail Anchor Site (Public/ Private Partnership)
- Whitefish Promenade (Protected Bikeway)
- Retail Replacement Parking
Work Tasks Refinements

Council Recommendations  November 4, 2013

1. Depot Park
2. Retail Loop in the Railway District
3. WR-4 Retail Loop Standards
4. Connecting Walk from mountain View Manor
5. Project Priorities
6. Wisconsin (Baker) Underpass
7. Spokane Improvements
8. Adopted Transportation Plan
Updated Master Plan - To be Completed
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8. Adopted Transportation Plan (Spokane 3 Lanes?)
9. Finalize Master Plan
**Process and Schedule**

1. **STARTING**  
   a) Collect Information on Opportunity Sites  
   b) Prepare Base Map  
   c) Financial Review of Original Plan Outcomes  
   d) Public Meeting- Identify Issues  
   e) Finalize Project Objectives

2. **DESIGNING**  
   **Retail Expansion** - Expand Primary Retail Area  
   a) Extend Retail on Central Avenue South to 4th  
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   c) Refine Retail Expansion Concept  
   **Railway District** - Expand Commercial  
   a) Identify Potential Development Sites  
   b) Prepare Development Concept  
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3. **IMPLEMENTING**  
   **Master Plan Document** - Update 2006 Plan  
   a) Prepare Draft Document  
   b) Public Meeting- Review Draft Document  
   c) Finalize Master Plan  
   d) City Council Meeting: Present Final Draft Document  
   e) Document Refinements per City Council Request  
   f) Public Meeting- Review Council recomm. Refinements  
   g) Refine Document Per Public Meeting Comments  
   h) City Council Meeting (Request Approval)
Whitefish Downtown Business District
Master Plan Update
City Council Recommended Refinements
March 12, 2014