

An aerial photograph of the Whitefish downtown business district. The image shows a dense cluster of buildings, streets, and parking lots. A major road, likely Highway 2, runs through the center of the district. In the foreground, there are several train tracks with freight trains. The background shows a mix of green fields and forested areas under a clear sky. The text is overlaid on the center of the image.

Whitefish Downtown Business District Master Plan Update

City Council Recommended Refinements
March 12, 2014

Portland Firm Beats National Competition

11/5/2002 Rich Riegel www.djcre.com



George Crandall, left, and Don Arambula, principals of the Portland urban design firm Crandall Arambula, represent the best of what city planning can be all about.

Portland-area residents know the city is considered a leader in urban planning. Proof of that idea was given veracity recently. In a bold

- Making downtown pedestrian friendly.
- Creating a balanced transportation system.
- Connecting downtown with the surrounding neighborhoods.

With these goals in mind, Portland becomes the perfect role model.

Portland's TriMet MAX light-rail transit and streets system, Tom McCall and Eastbank waterfront park and the historical renovation of numerous buildin represent many of Portland's qualities that Knoxville would like to emulate. Portland's living room, Pioneer Courthouse Square, 23rd Avenue and the recently expanded retail center Pioneer Place also serve as models, making downtown Portland and its surrounding neighborhoods vibrant and liveable. Portland's housing opportunities have also increased dramatically with many new downtown and Pearl District developments.



Posted Wednesday, March 22, 2006

Council approves downtown master plan

By RICHARD HANNERS, Whitefish Pilot

The Whitefish City Council pushed ahead on a proposed Downtown Master Plan on Monday, but residents should not be surprised by the speed with which things are moving.



Funding for the million project comes from...

"The plan is moving at a deliberate pace," city manager Gary Mc...

A Gritty Midwest City Is Reinventing Itself As a Colony for Artists

By ROBERT BLANKOFF, Published July 24, 2005



PHOTO BY AP/WIDEWORLD

economic development. "We're here to anchor Main Street."

The new mission is attracting about 5,000 visitors each, mostly from Chicago and Milwaukee, to the Downtown Theater, executive director Christopher Dorewicz-Racine, 40, said. "We're starting to recognize us as a place to visit."

But the city's mayor, said Racine is not enough. "We're still somewhat provincial." He added that part of his job is "talking to service clubs about the need to be open and accepting and not worry about the kid with 18 piercings and a blue Mohawk."

CRANDALL ARAMBULA Revitalizing America's Cities

Commercial Real Estate, Pages 20-21

The New York Times

On Lake



Downtown Needs Theater, Mall Plan

February 8, 2004



Tuesday, March 23, 2005

Downtown plan is a bold vision for the future

And we should not let fear of change blind us

Trustee Gus Nestopoulos

The recently adopted plan for the redevelopment of our downtown is a remarkable document—not just because of its content which is very good, but also because of the broad community process that created it.

At no other time in recent memory have so many Oak Park residents been so actively involved in creating a plan. And it shows. I urge anyone who doubts that the plan reflects the will of the community to review the documentation of citizen participation and see for themselves the extent to which the views of the majority shaped the final plan.

unchanged and will continue to do little to enhance the character of our downtown that critics of the plan claim is so evident.

As an architect I know the wisdom of preserving history. But my profession also has taught me the value of balance. Our passion for preservation is the recognition that the new can be good, too, the there can be no future. If we don't make at least a little room for the new, where will the next Frank Lloyd Wright perfect his craft?

The values that put Oak Park on the map fostered changes that, in their time, were controversial and even radical to many. But those days are now long gone. It's time to look for new ideas.

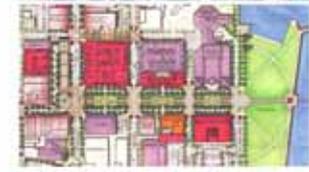
ARCHITECTURAL RECORD

HEROIC BRANDS

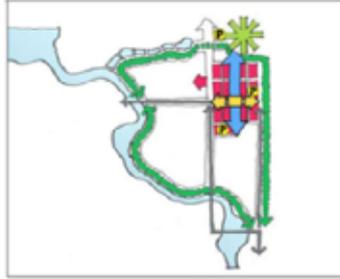
URBAN DESIGN

The Downtown Racine Development Plan
Liam Pizzom
Architect and urban designer
Crandall Arambula P.C.

A very thoughtful planning process has achieved a clear, flexible, and realistic vision and has generated a high level of public confidence that will allow the plan to overcome any obstacles in its implementation. The plan incorporates the site and views to reflect their history and visual worth, as well as their potential for public use. Integrating residential uses into Racine's historic core will bring an important and much needed dimension back to the area. While the plan respects the history of automobile access and parking, it does not compromise the pedestrian movement, which is given first priority. Community meetings and business leaders rolled up their sleeves and worked hard to bring Racine back from the brink.



"PRIOR TO THE PLAN, PEOPLE SAID, 'WHY NOT JUST BULLDOZE DOWNTOWN AND BE DONE WITH IT?' BUT NOW THE LOCAL GOVERNMENT, BUSINESSES, AND THE CITIZENS ENTHUSIASTICALLY ENDORSE IT!"



Whitefish Downtown Business District **Master Plan**

Plan Adopted 2006

Crandall Arambula PC
December 2005

**Construction
Completed**



Central Avenue Improvements

**Construction
Completed**



2nd Street Improvements

**Construction
Completed**

P
Public
Parking

VISITOR INFORMATION

WELCOME
TO WINTERGARDEN, FLORIDA



Interim Parking Lot

**Construction
Completed**

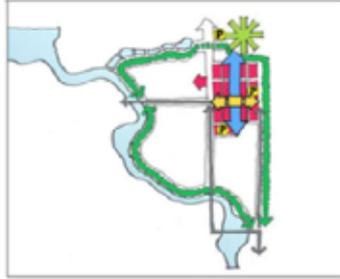


New Construction

**Construction
Completed**



Renovation



Whitefish
Downtown
Business District
Master Plan

Master Plan Update

Crandall Arambula PC
December 2005

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

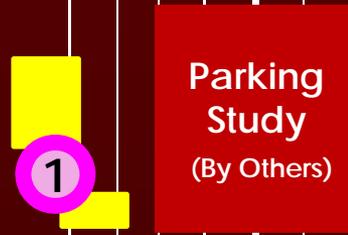
2012
S O N D

2013

J F M A M J A S O N D J F M A M

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



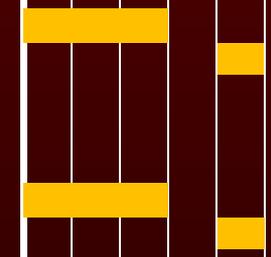
2 DESIGNING

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

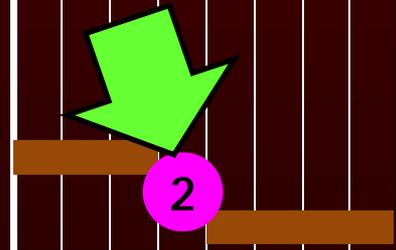
- a) Identify Potential Development Sites
- b) Prepare Development Concept
- c) Refine Commercial Expansion Concept



3 IMPLEMENTING

Master Plan Document – Update 2006 Plan

- a) Prepare Draft Document
- b) **Public Meeting- Review Draft Document**
- c) Finalize Master Plan





DOWNTOWN WHITEFISH BUSINESS DISTRICT

Master Plan
SPRING 2013

**Presented to Community
August 2013**

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TRANSPORTATION FRAMEWORK

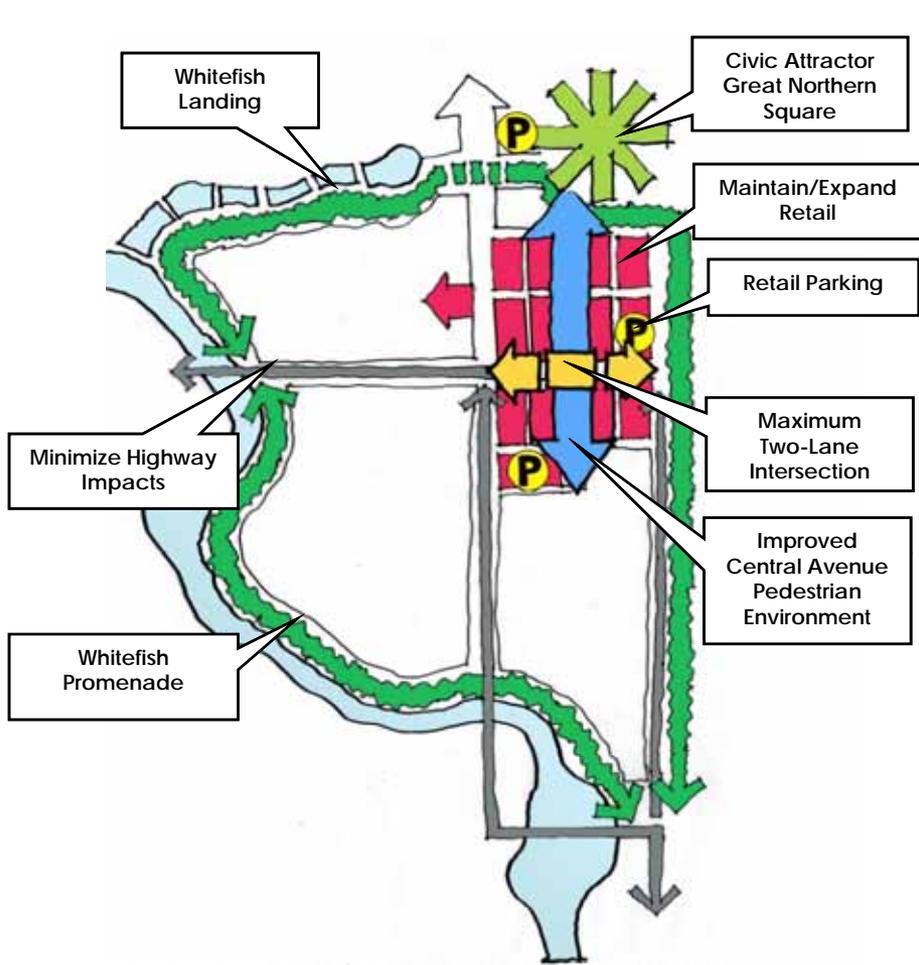
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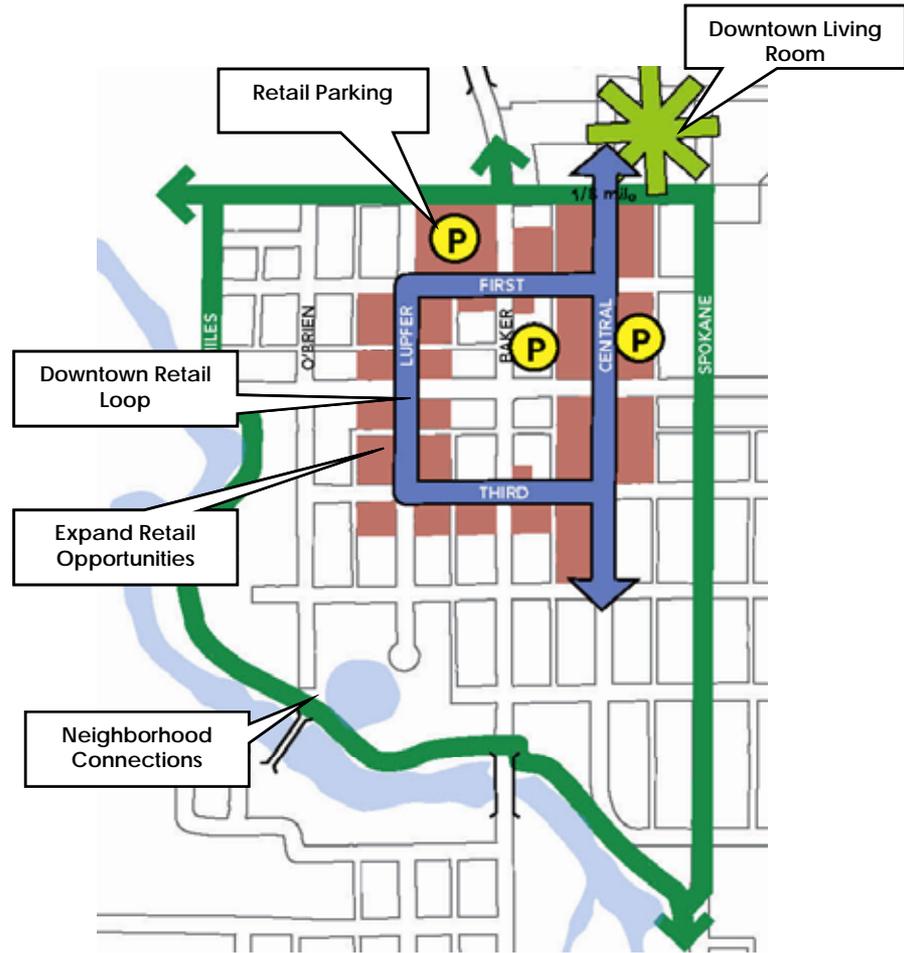
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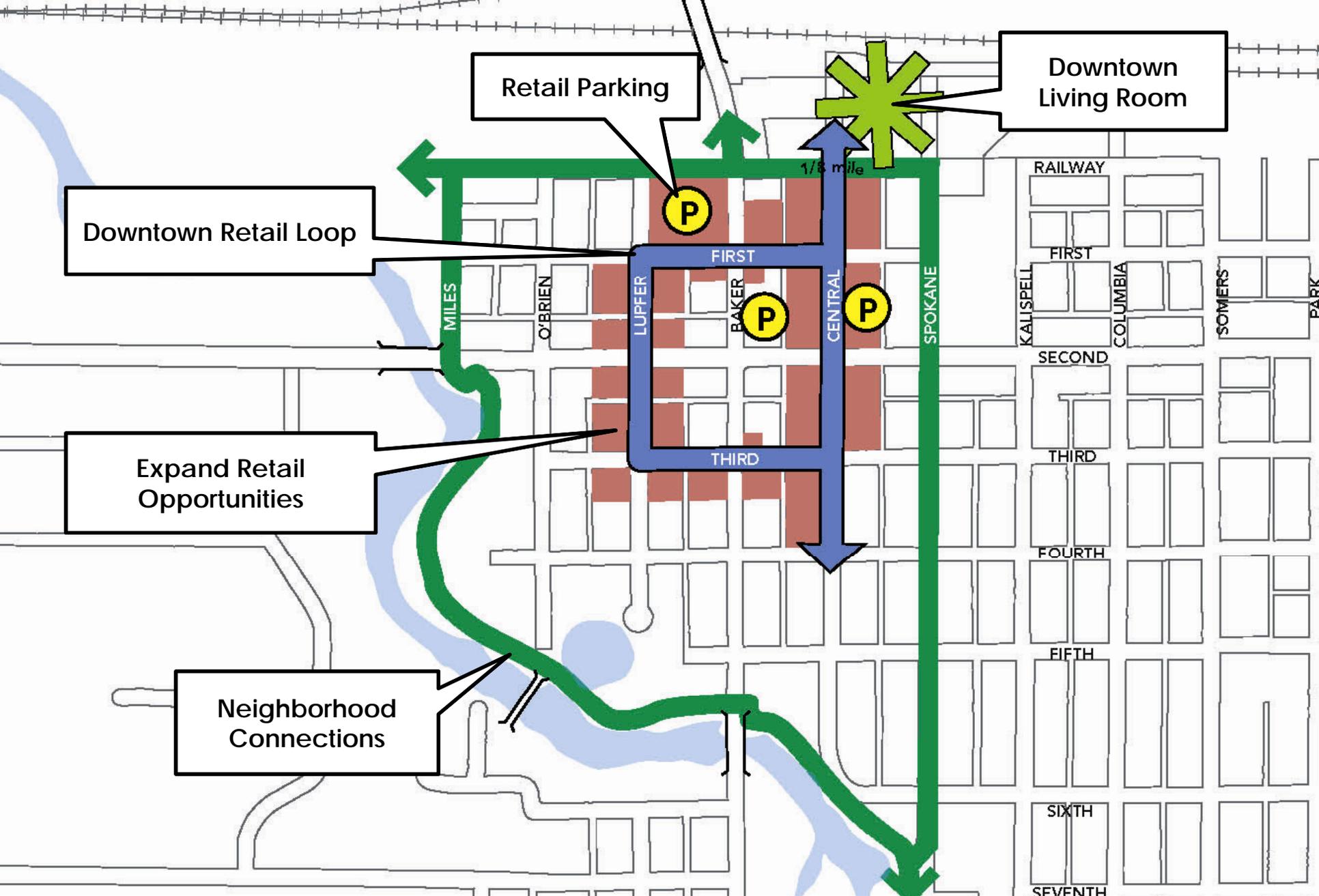


Adopted Plan- 2006



Plan Update- Draft 2013

Fundamental Concept



Retail Parking

Downtown Living Room

Downtown Retail Loop

Expand Retail Opportunities

Neighborhood Connections

Fundamental Concept

Process and Schedule

2012
S O N D J

2013
F M A M J A S O N D

2014
J F M A M

1 STARTING

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



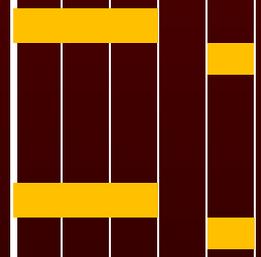
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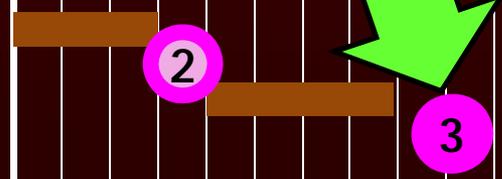
- a) Identify Potential Development Sites
- b) Prepare Development Concept
- c) Refine Commercial Expansion Concept



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**



Work Tasks Refinements

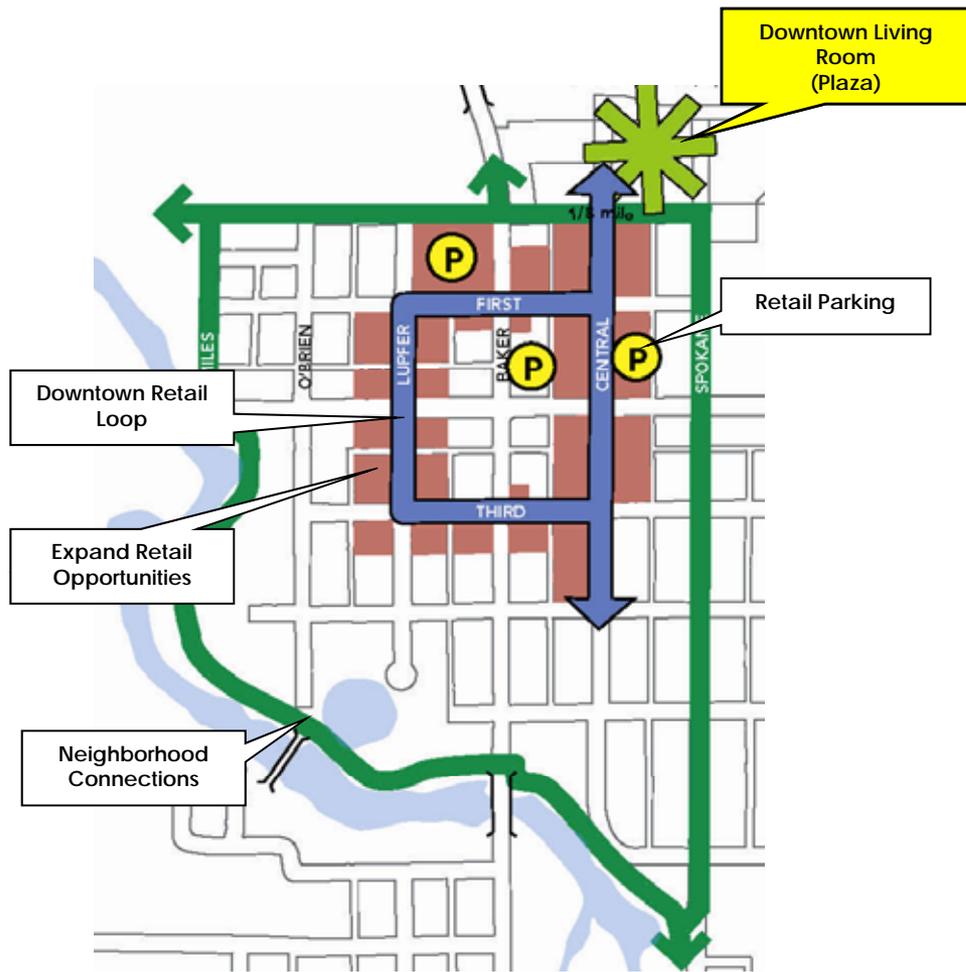
Council Recommendations November 4, 2013

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



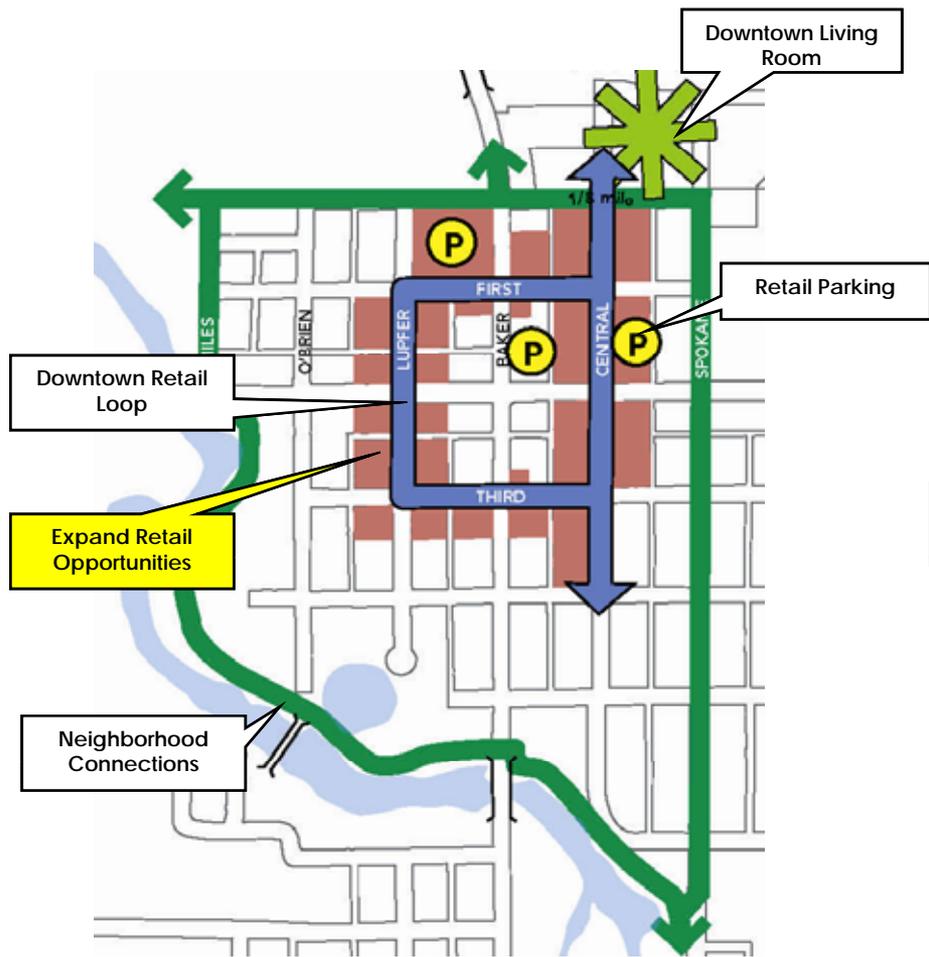
Plan Update- Draft 2014

Fundamental Concept

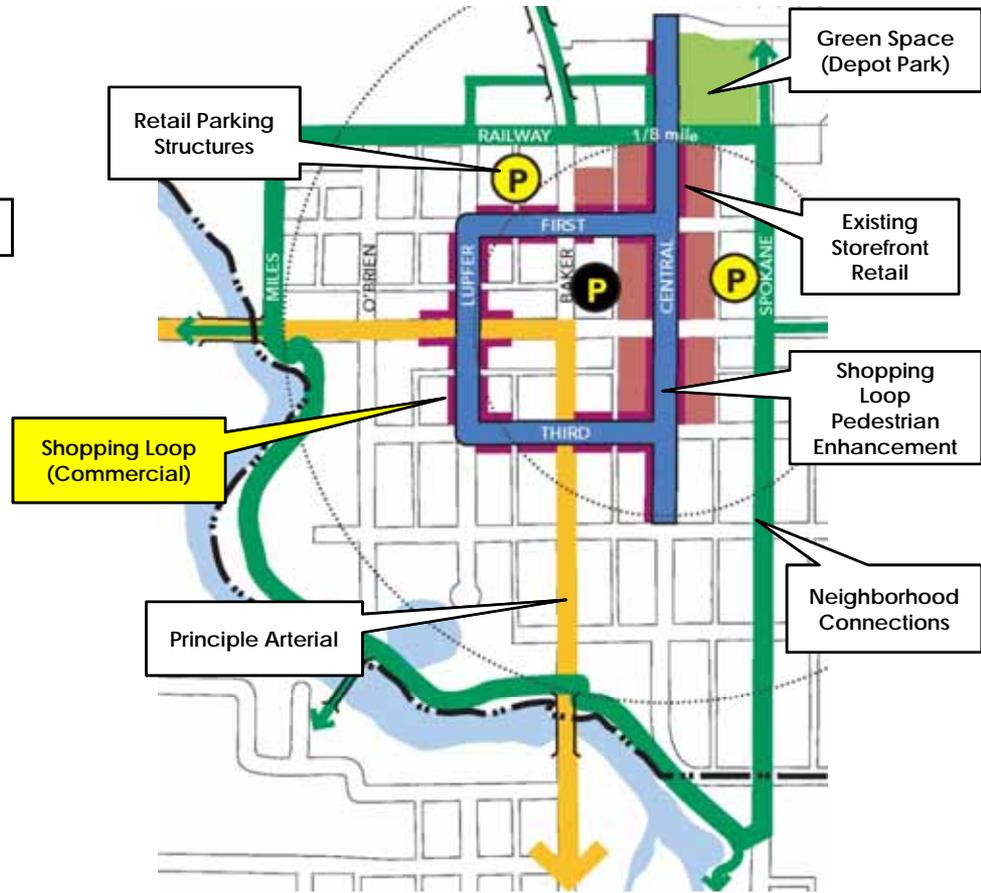
Work Tasks Refinements

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.

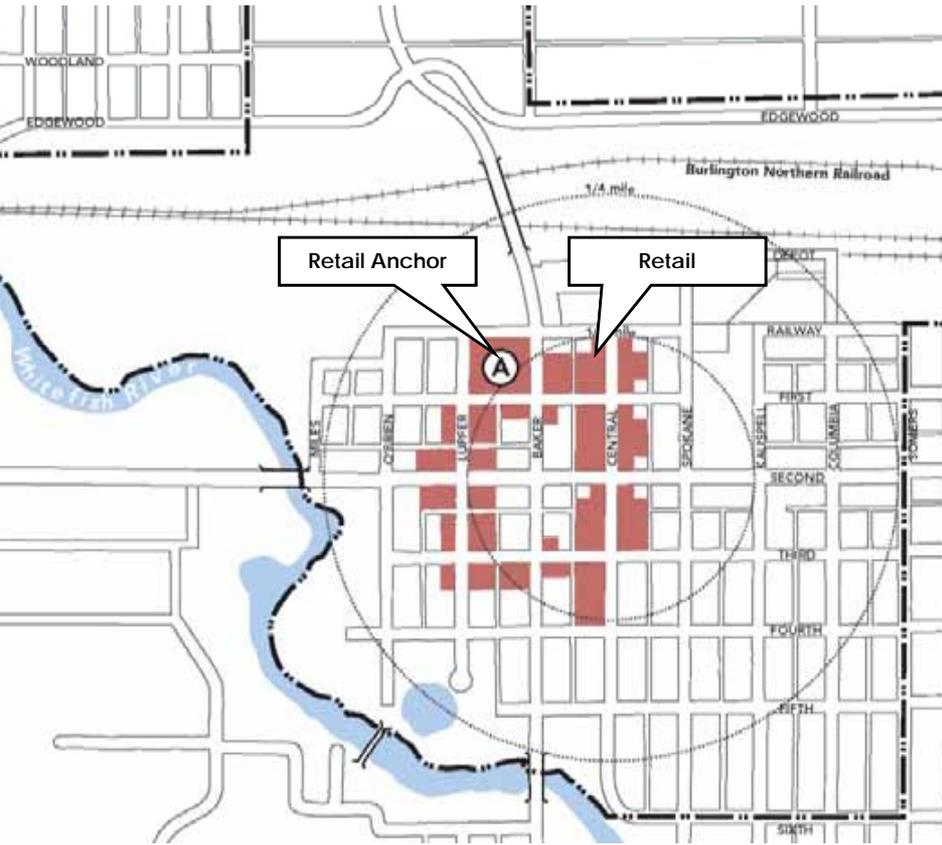


Plan Update- Draft 2013

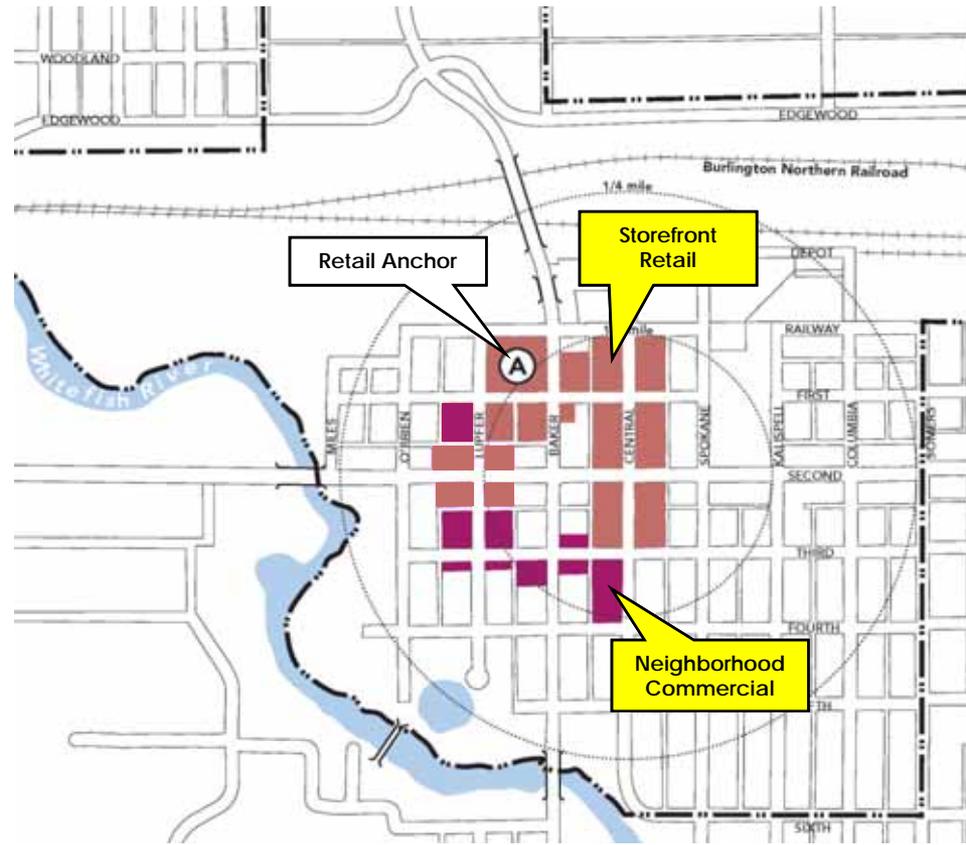


Plan Update- Draft 2014

Fundamental Concept

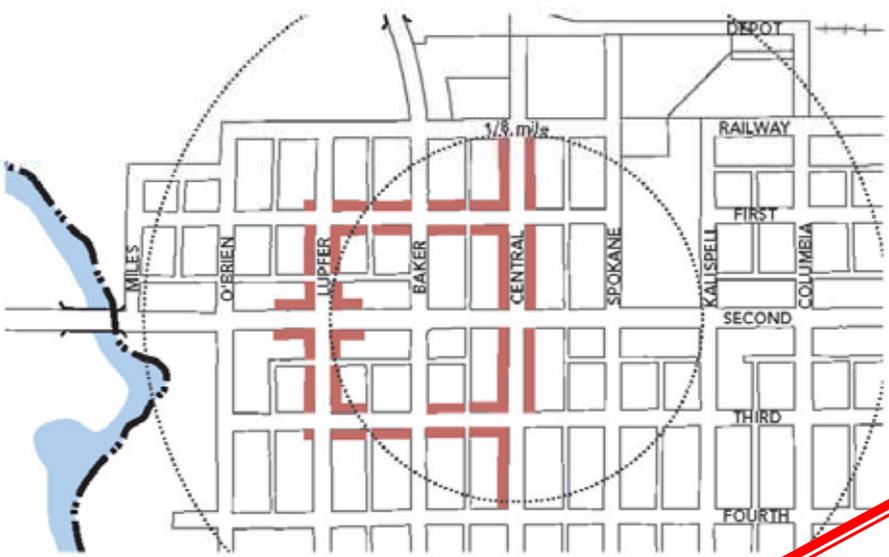


Update Draft Plan- 2013



Update Draft Plan- 2014

Shopping Loop



Design Standards
By City Staff

**Regulatory Updates– Permitted Use
Required Ground-Floor Retail**

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

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

Development Standards

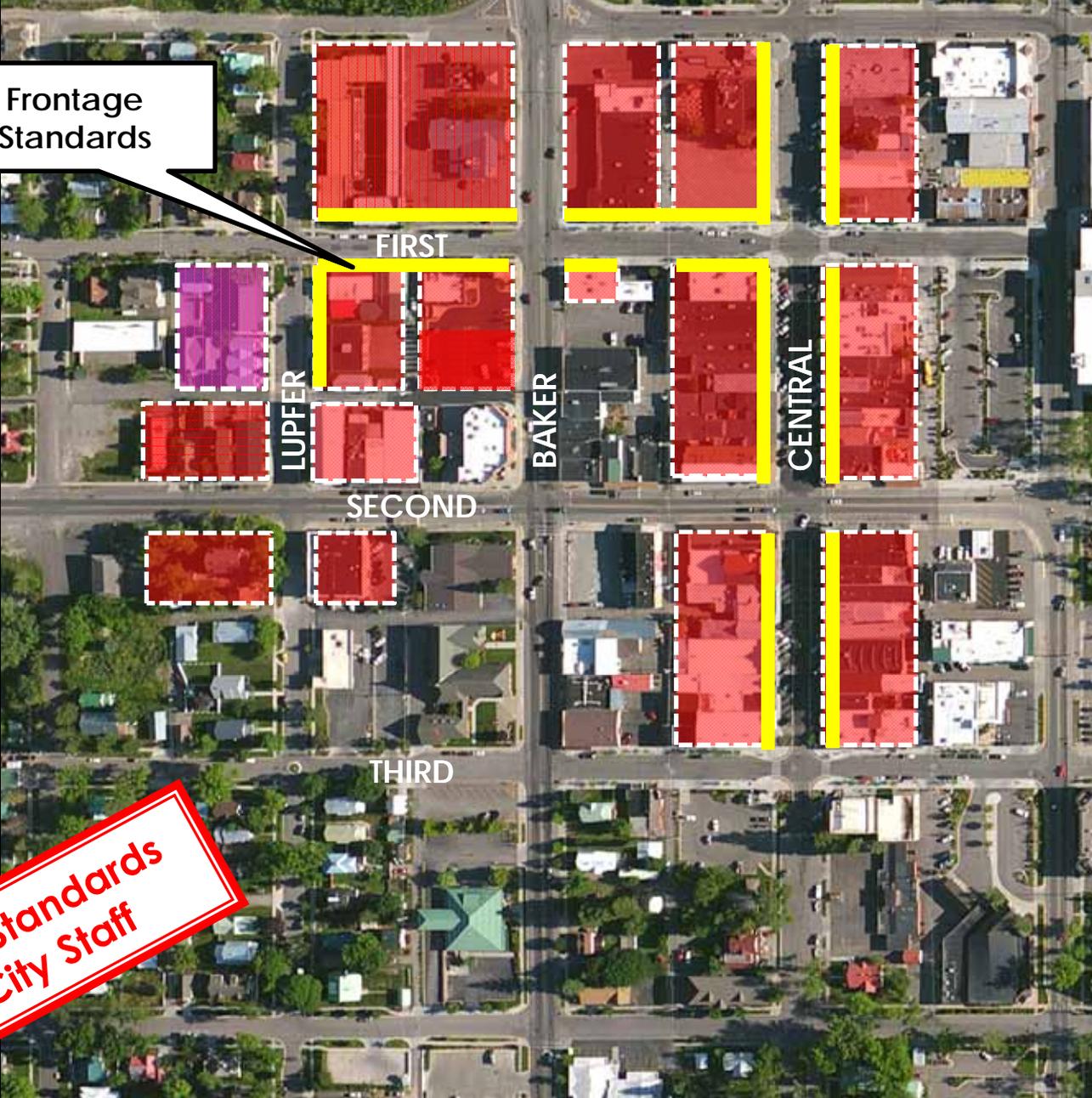
Building siting, and massing as indicated in pink frontages should: to current site and building development standards may be required to meet the Master Plan vision.

- 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

Frontage Standards



**Design Standards
By City Staff**

Shopping Loop – Storefront Retail Design Standards

Build-To
Sidewalk



70% Openings



**Design Standards
By City Staff**

Shopping Loop – Storefront Retail Design Standards



Frontage Standards

**Design Standards
By City Staff**

Shopping Loop – Neighborhood Comm Design Standards

Setbacks
Permitted



**Design Standards
By City Staff**

50% Openings



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

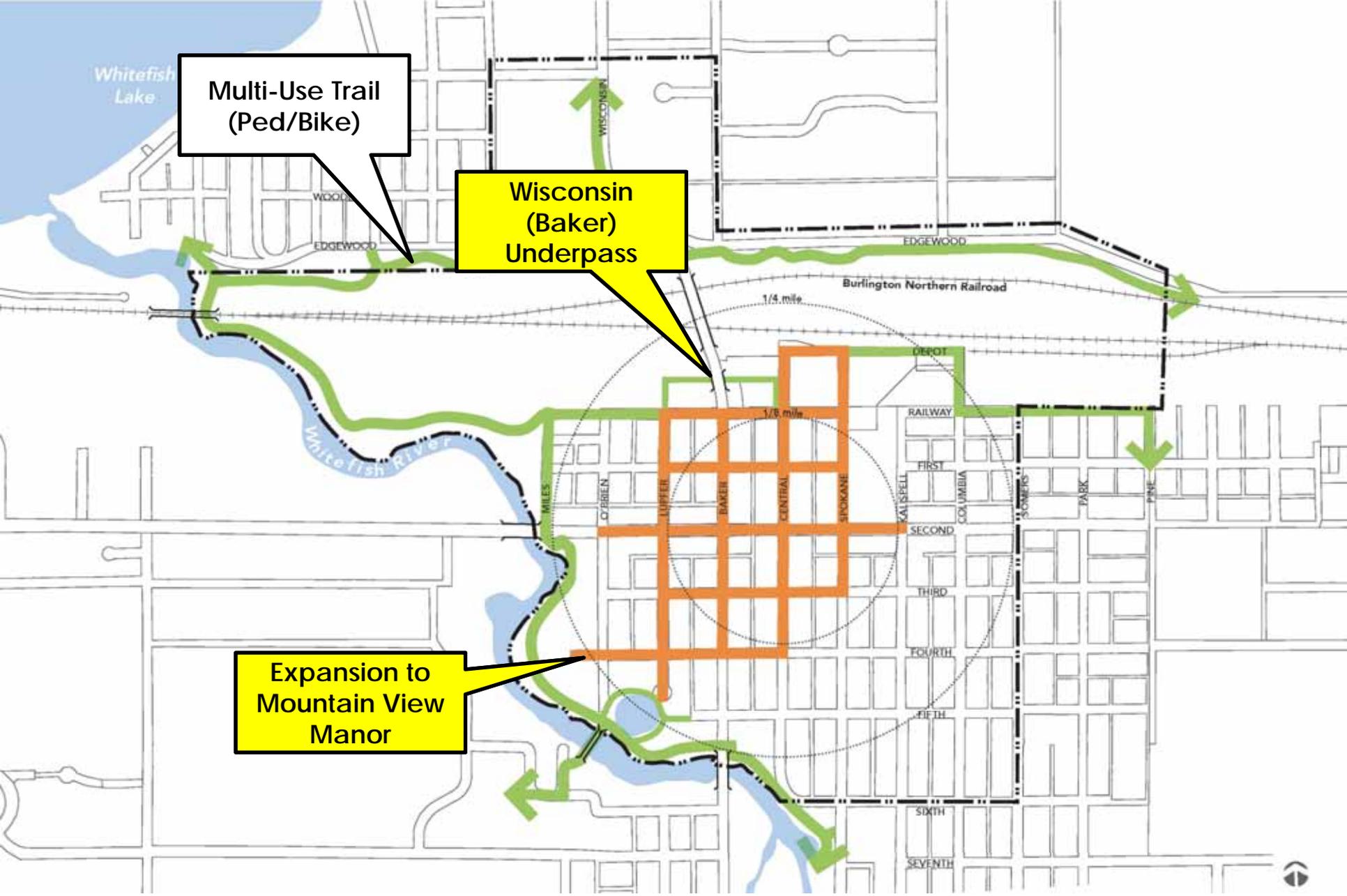


Update Draft Plan- 2013



Update Draft Plan- 2014

Pedestrian



Multi-Use Trail
(Ped/Bike)

Wisconsin
(Baker)
Underpass

Expansion to
Mountain View
Manor

Pedestrian



Underpass Example

Work Tasks Refinements

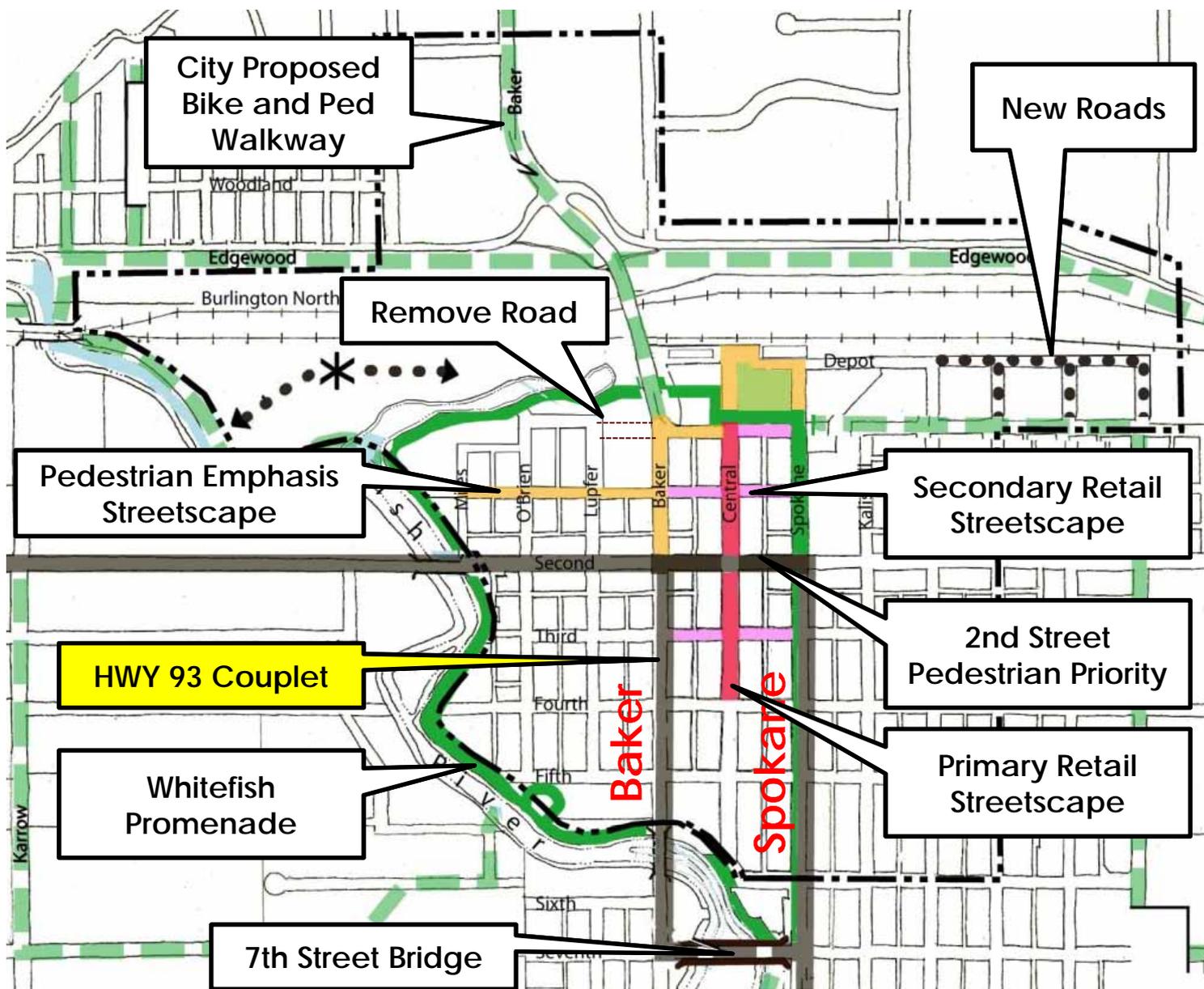
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3. WR-4 Retail Loop Standards
4. Connecting Walk from Mountain View Manor
5. Wisconsin (Baker) Underpass
6. **Spokane Improvements- From 7th Street north, Develop concepts for including a protected bikeway. Illustrate with plan view and cross section only**
7. **Adopted Transportation Plan- Integrate Baker and Spokane three lane couplets**

Transportation Framework Goals

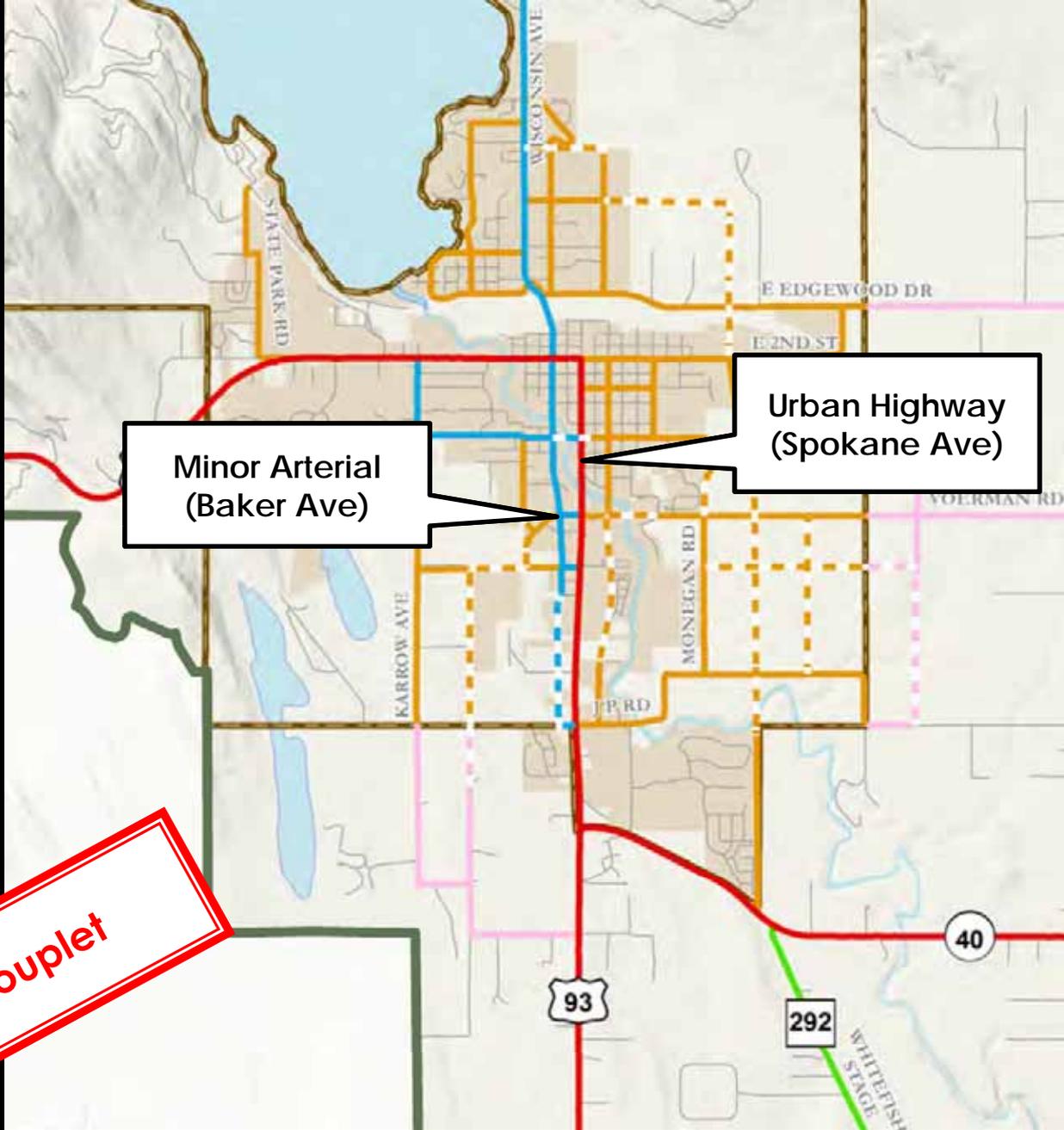
Whitefish Downtown Business District Master Plan 2014

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) polices and standards



Transportation Framework

2005 Whitefish Downtown Business District Master Plan

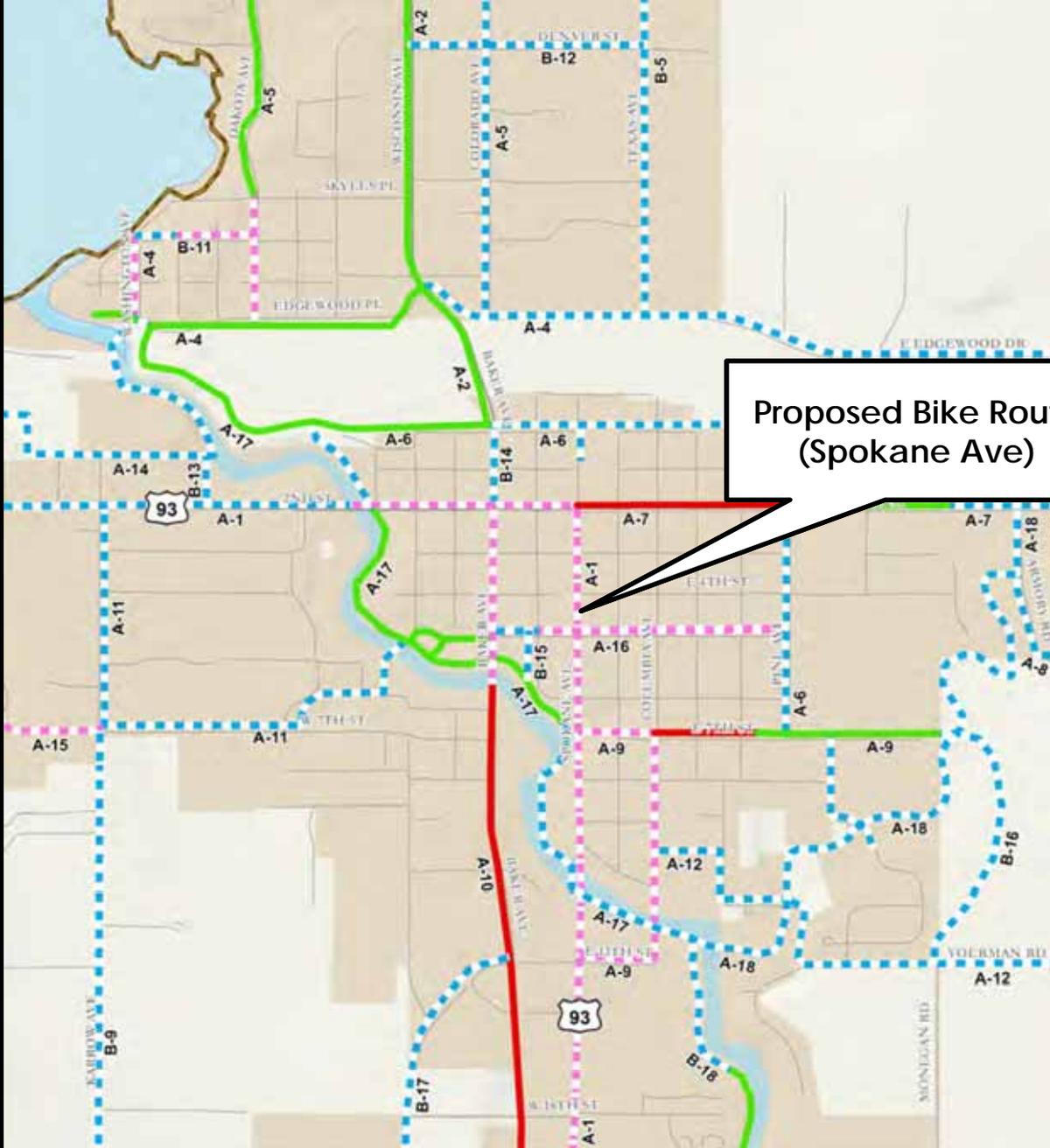


Minor Arterial
(Baker Ave)

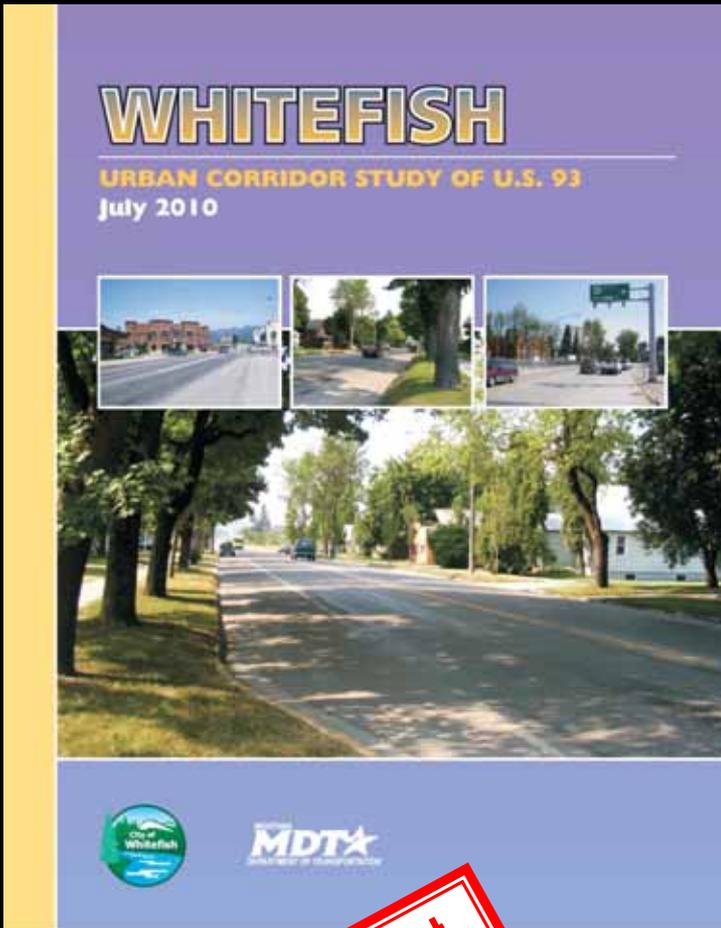
Urban Highway
(Spokane Ave)

No Couplet

2009 Whitefish Transportation Plan



Non-Motorized Facilities



**Proposed Couplet
Re-assessed
(1995 FEIS)**

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.

2010 Whitefish Urban Corridor Study of U.S. 93



Contra-Flow

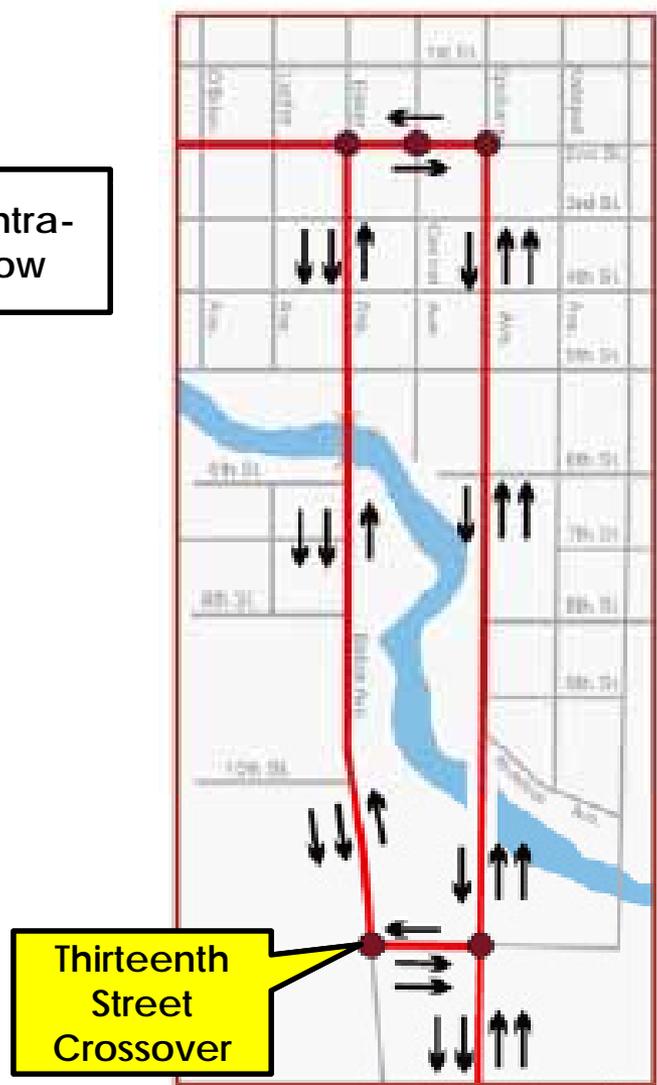
Seventh Street Crossover

1995 FEIS

Baker/Spokane Alternatives



1995 FEIS

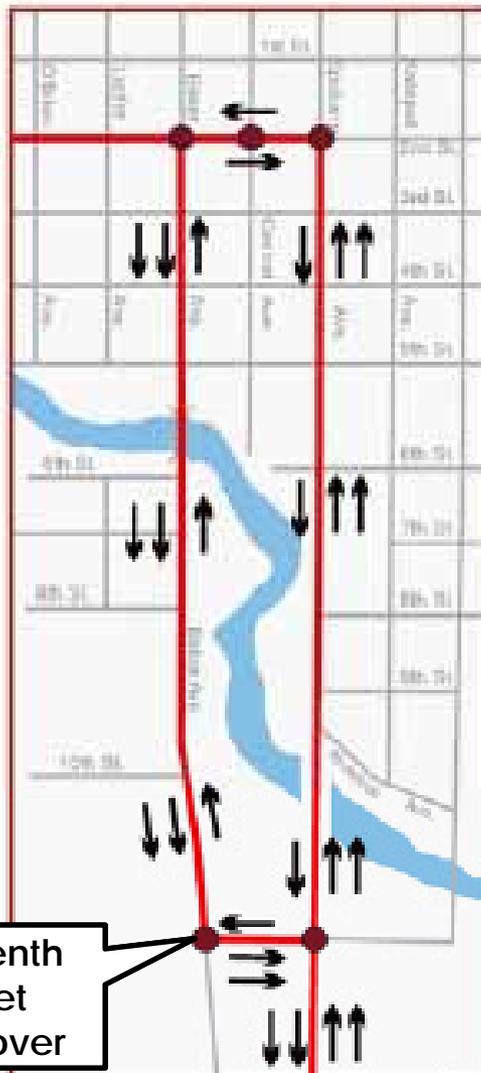


2010 Urban
Corridor Study

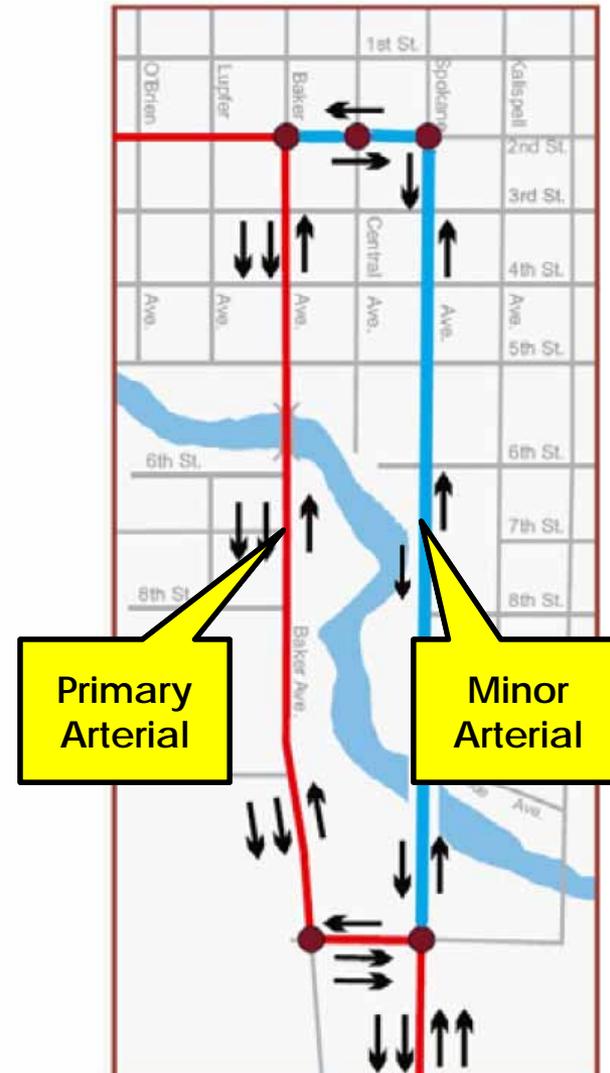
Baker/Spokane Alternatives



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

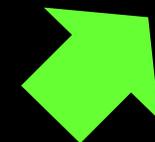
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“In general, two-lane roads can accommodate up to 12,000 vehicles per day”

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

Location	Current/Future Modeled Traffic Volumes	
	2003 Volume	2030 Volume
Spokane Avenue		
South of 13th Street	13700	28200
North of 13th Street	10900	17600
South of 6th Street	10400	14100
Between 6th and 5th Streets	8700	10800
Between 4th and 3rd Streets	7300	8900
South of 2nd Street	6400	8100



Projected Traffic Volumes



Two-lane Spokane Avenue Adequate Capacity (2030)

8,100-18,000 (2030)

"In general
can a
10

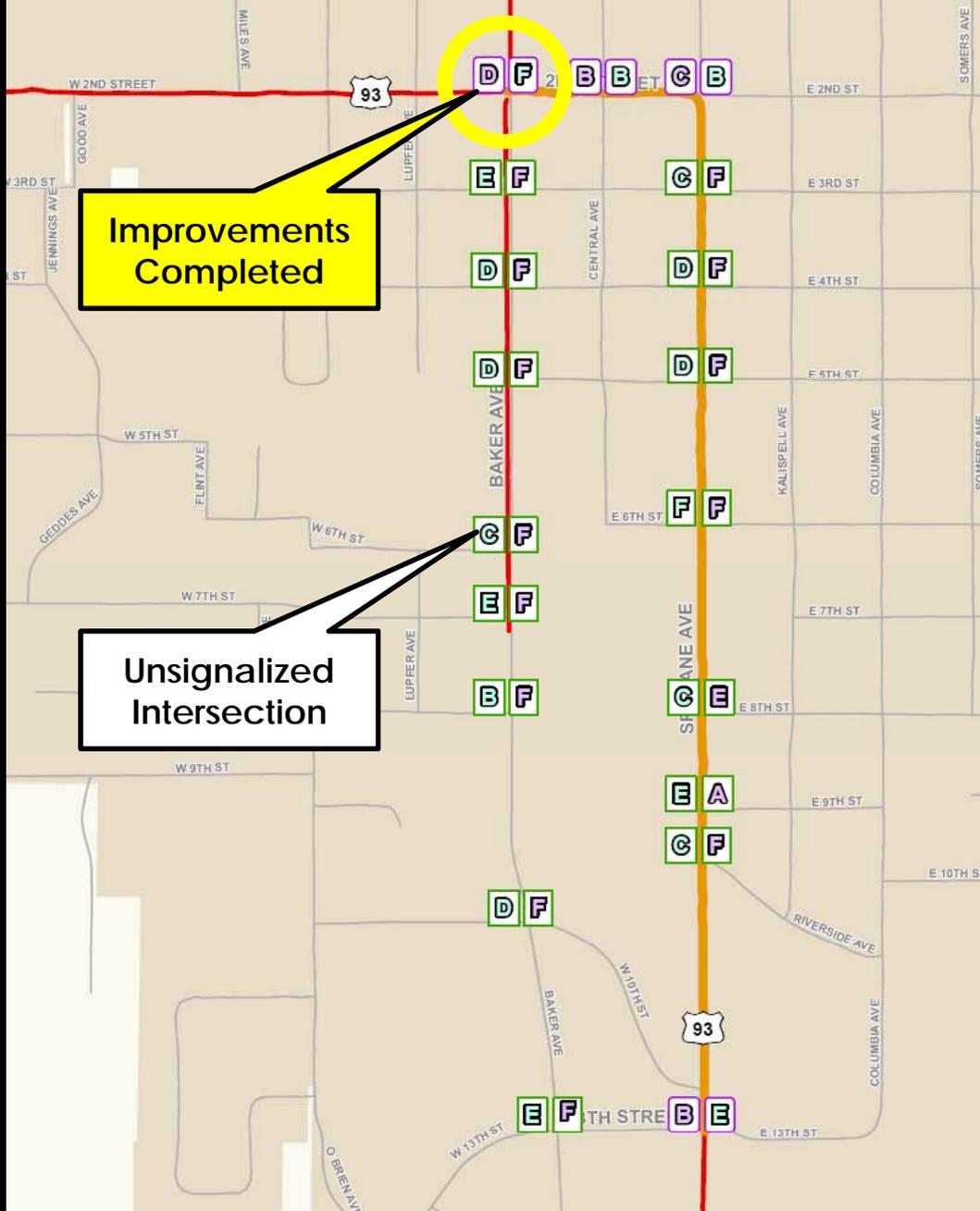
of US 93, pg 1-21

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Projected Traffic Volumes

Alternatives Screening Criteria

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Improvements Completed

Unsignalized Intersection

Intersection Level of Service

Alternatives Screening Criteria

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



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

Environmental and Community Resources



Mature
Trees

Mature
Trees

Spokane Avenue Impacts

Alternatives Screening Criteria

1. Provides Adequate Auto Roadway Capacity (2030)
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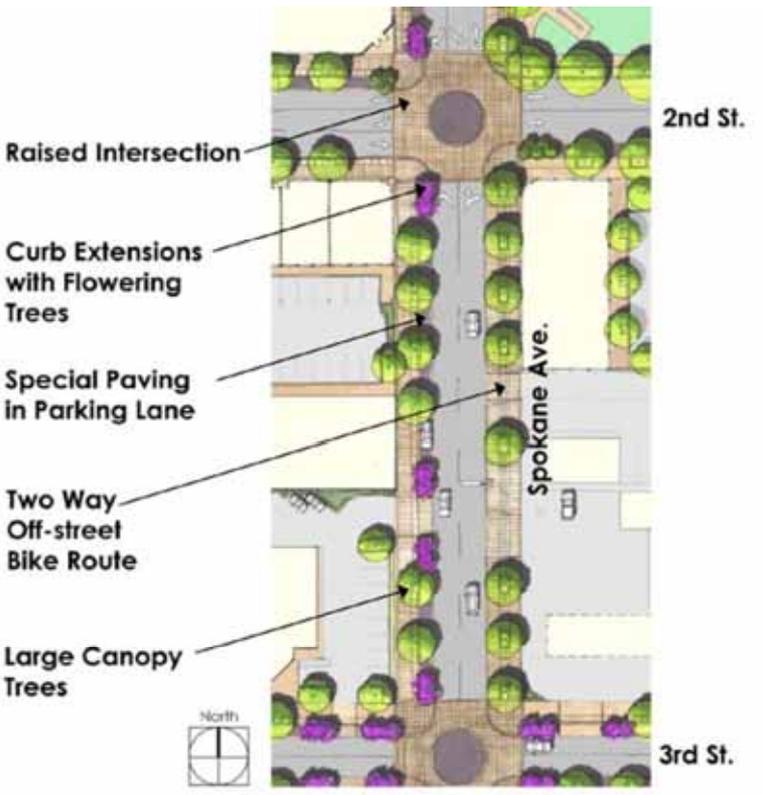
City
Connectors

Non-Motorized Facilities

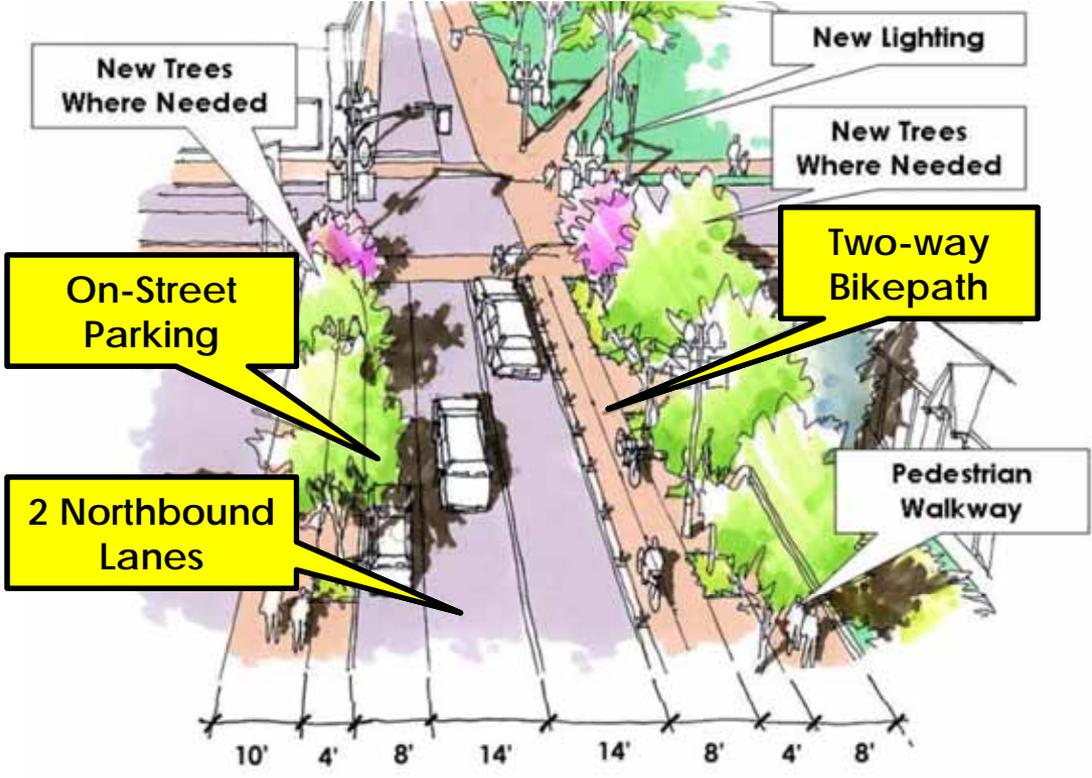
-  Bike Route (On Road)
-  Proposed Bike Route
-  Ped and Bike Path (Paved)
-  Proposed Ped and Bike Path (Paved)
-  Proposed Ped and Bike Path (Unpaved)



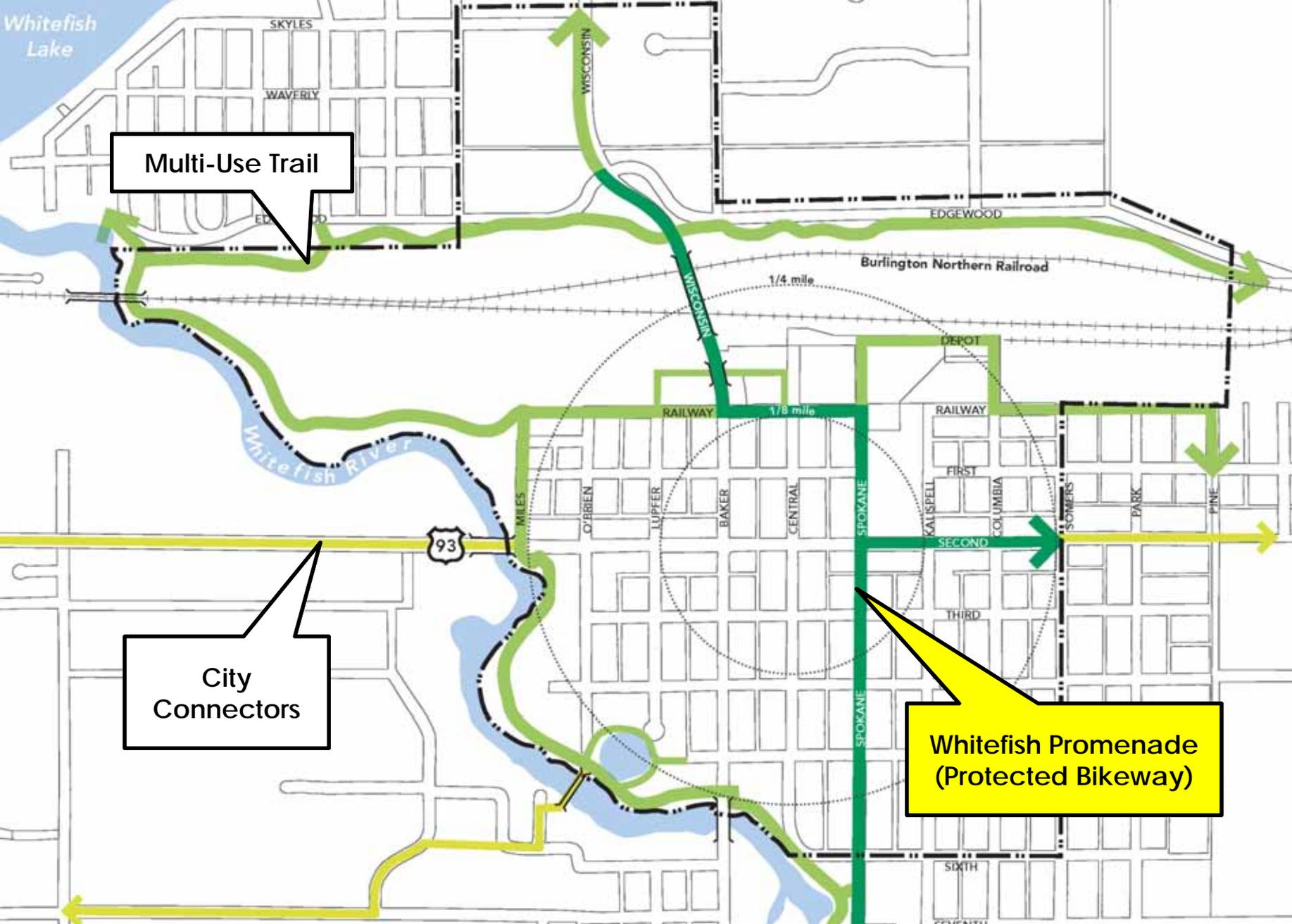
Non-Motorized Facilities



Spokane Avenue Promenade Typical Block



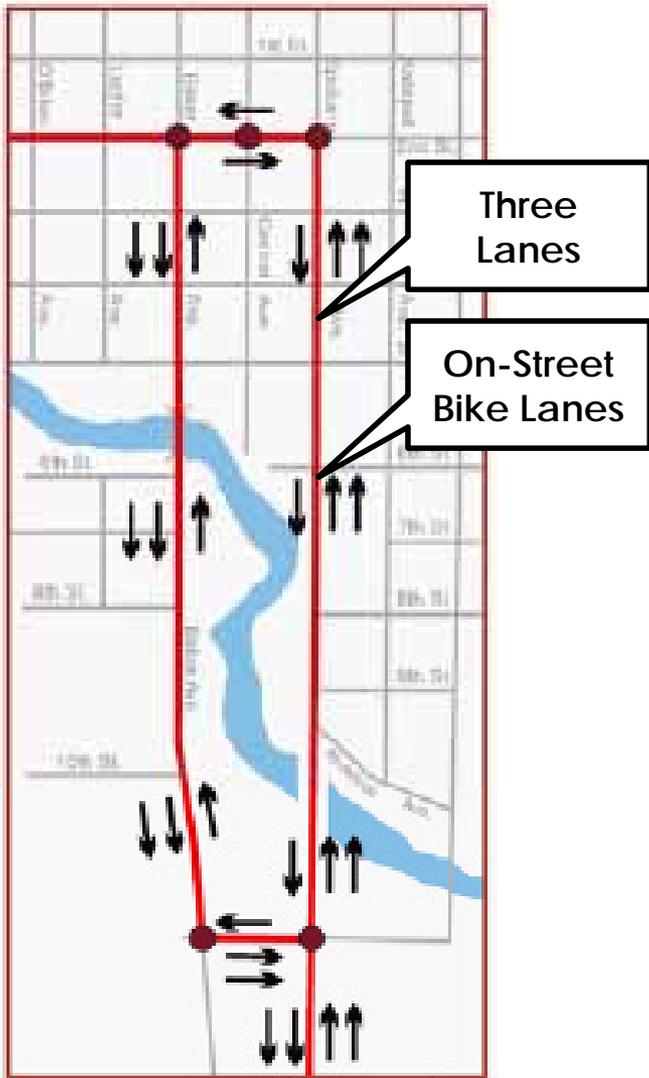
Spokane Avenue



2014 Downtown Business District Master Plan — Bicycle

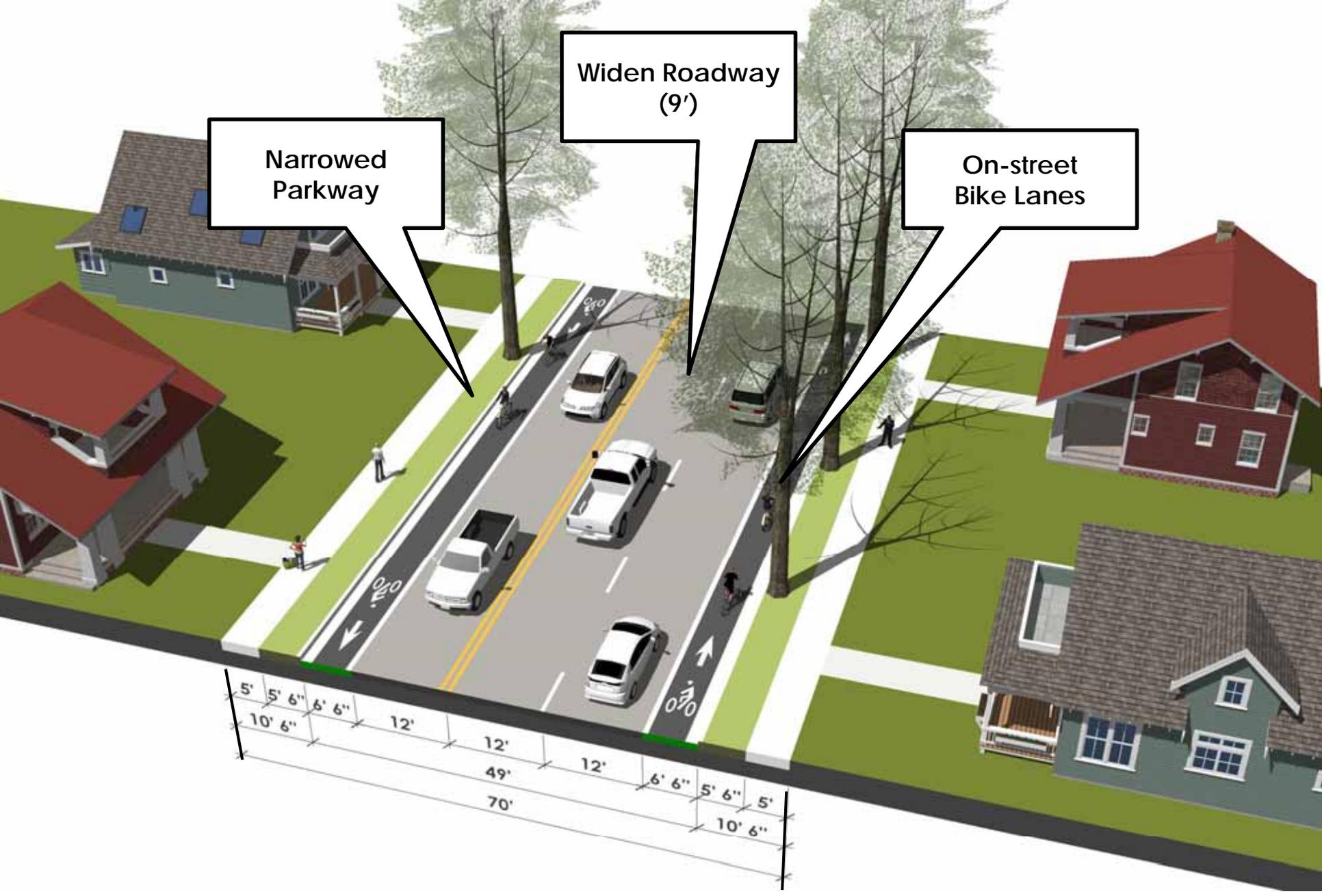


Existing Spokane Avenue

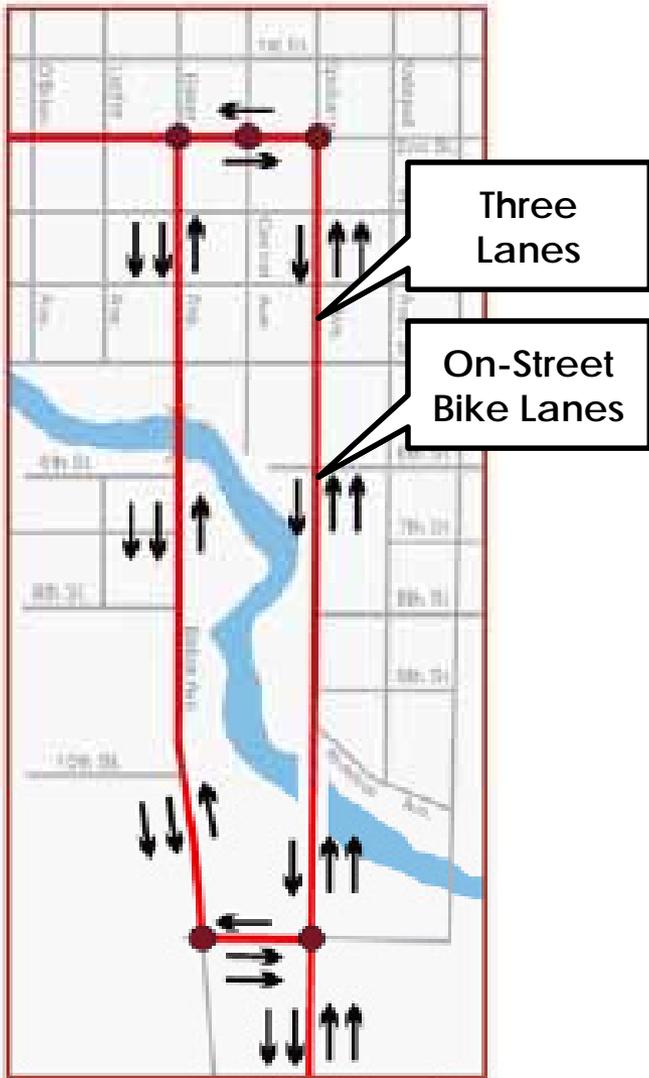


2010 Urban
Corridor Study

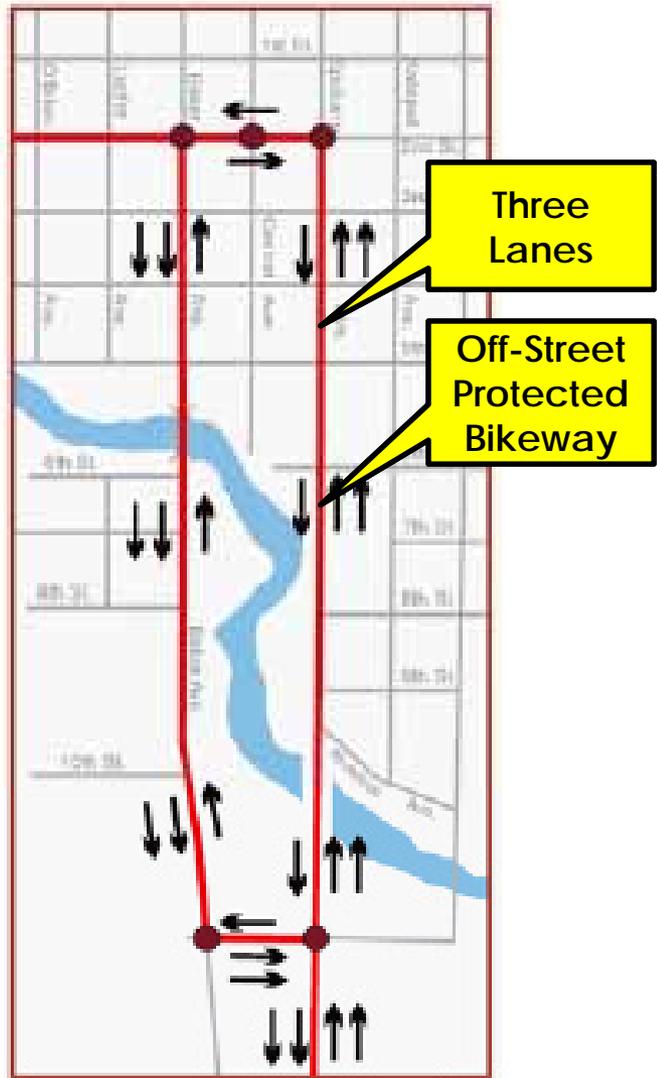
Spokane Avenue Alternatives



2010 Urban Corridor Study



2010 Urban Corridor Study



2010 Urban Corridor Study Modified

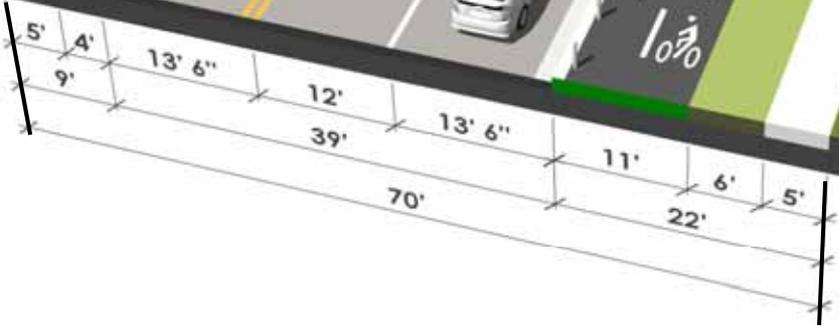
Spokane Avenue Alternatives



Very Narrow Parkway

Narrow Roadway (1')

Off-street Protected Bikeway





2010 Urban Corridor Study



2010 Urban Corridor Study Modified



2014 Proposed Master Plan Refinement

Spokane Avenue Alternatives



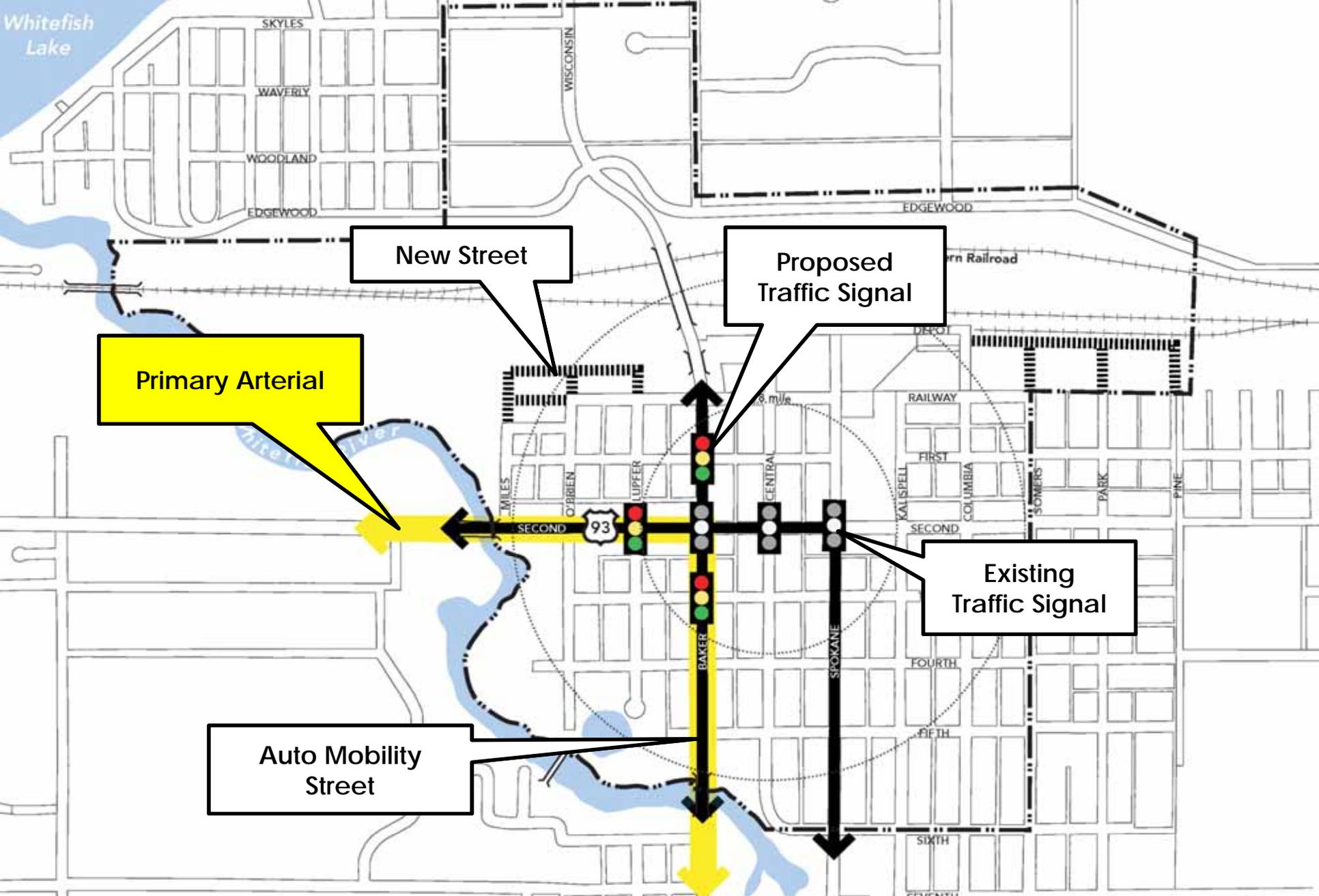
2014 Downtown Business District Master Plan (2-Way Traffic)

Alternatives Screening Criteria

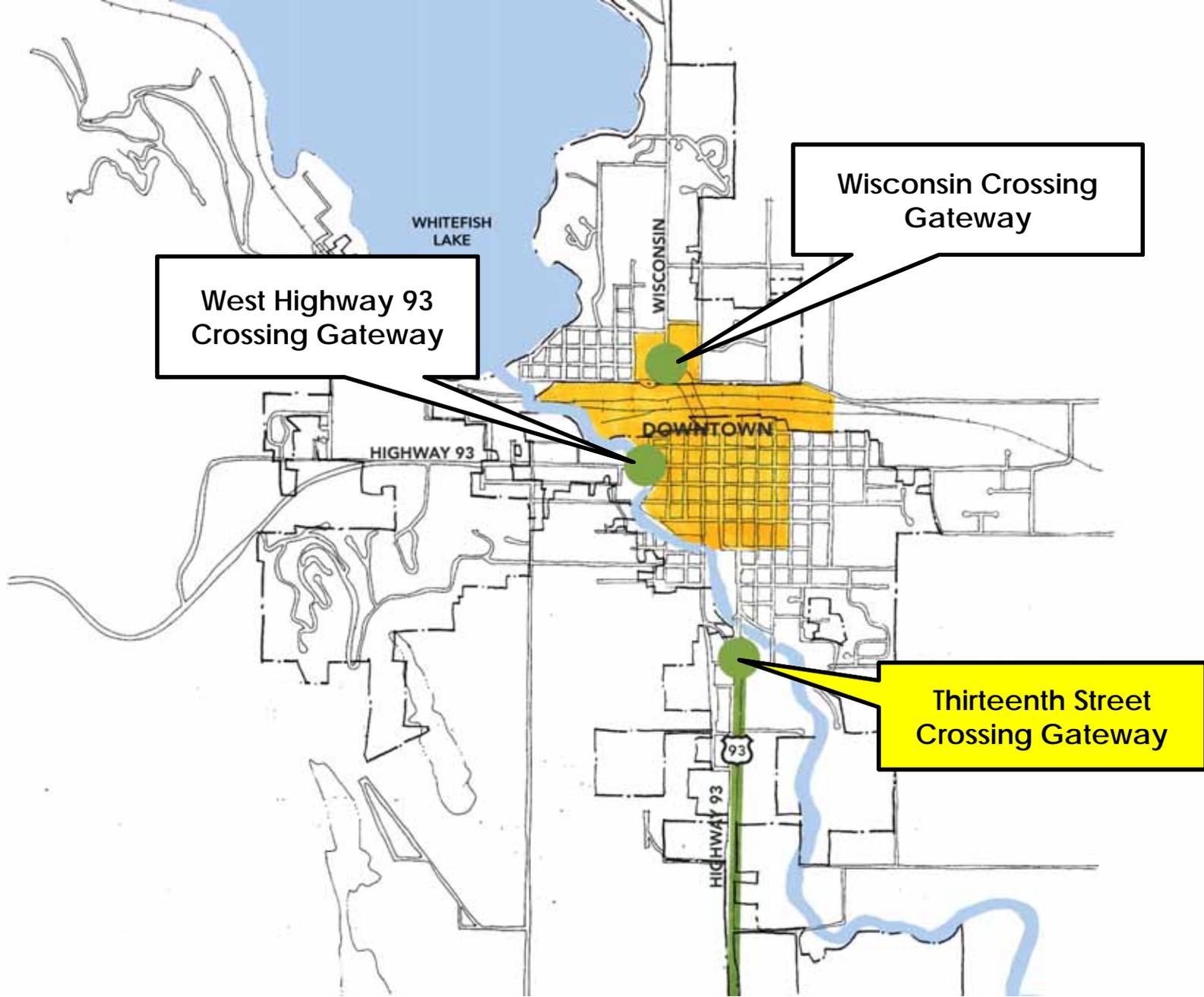
Good Fair Poor



	WUCS	WUCS Modified	Master Plan
1. Provides Adequate Auto Roadway Capacity (2030)	Good	Good	Good
2. Minimizes Auto Delay (Signalized Intersections 2030)	Good	Good	Fair
3. Minimizes Auto Delay (Unsignalized Intersections 2030)	Poor	Poor	Good
4. Minimizes Auto Travel Distance & Time	Fair	Fair	Fair
5. Protects and Strengthens Historic Resources	Poor	Poor	Good
6. Provides Curbside Parking	Poor	Poor	Fair
7. Provides Protected Bikeway	Poor	Good	Good
8. Provides Pedestrian Friendly Sidewalks	Poor	Fair	Good



2014 Downtown Business District Master Plan — Auto & Truck



West Highway 93
Crossing Gateway

Wisconsin Crossing
Gateway

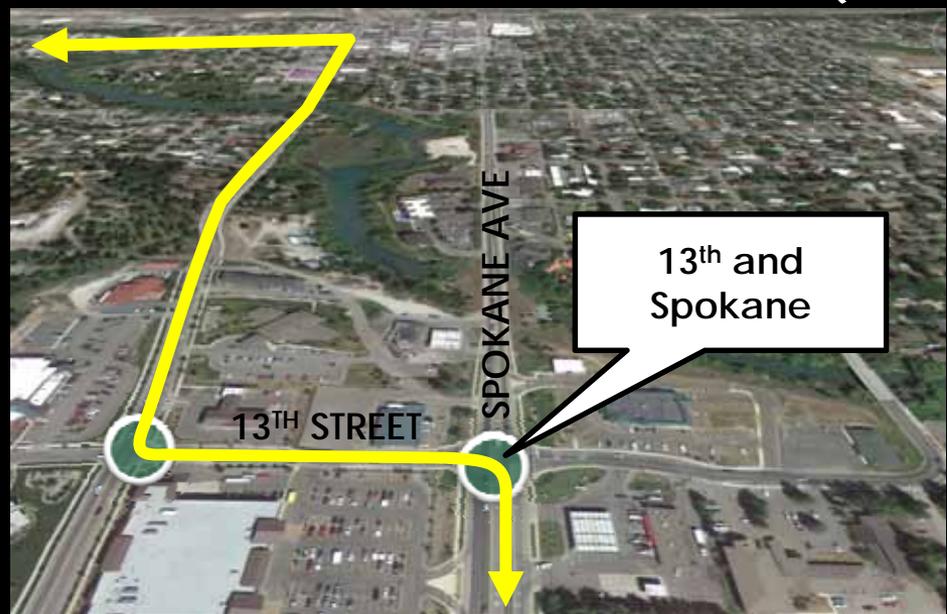
Thirteenth Street
Crossing Gateway



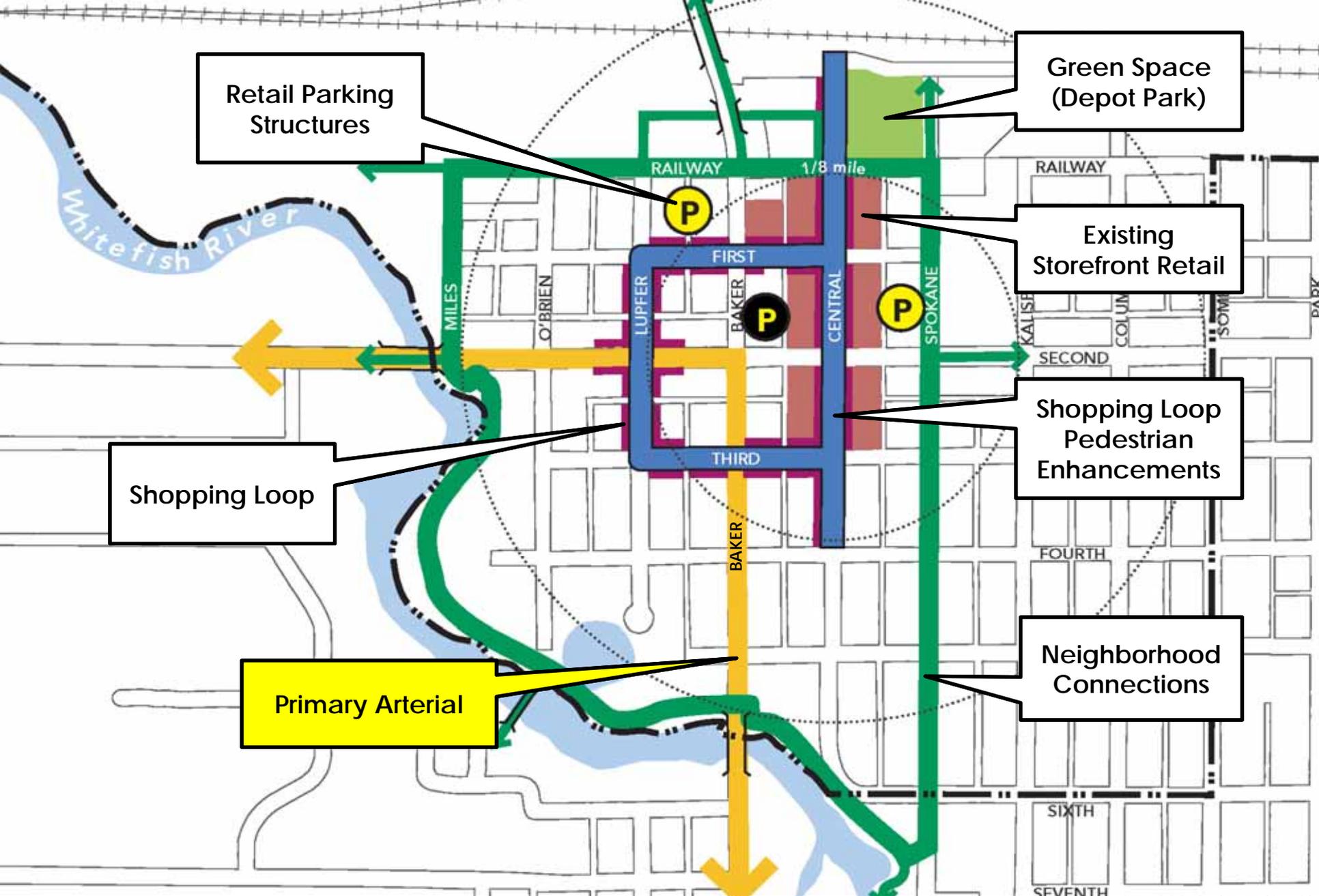
Wayfinding



Potential Roundabout
(example)



Intersection Redesign and Wayfinding

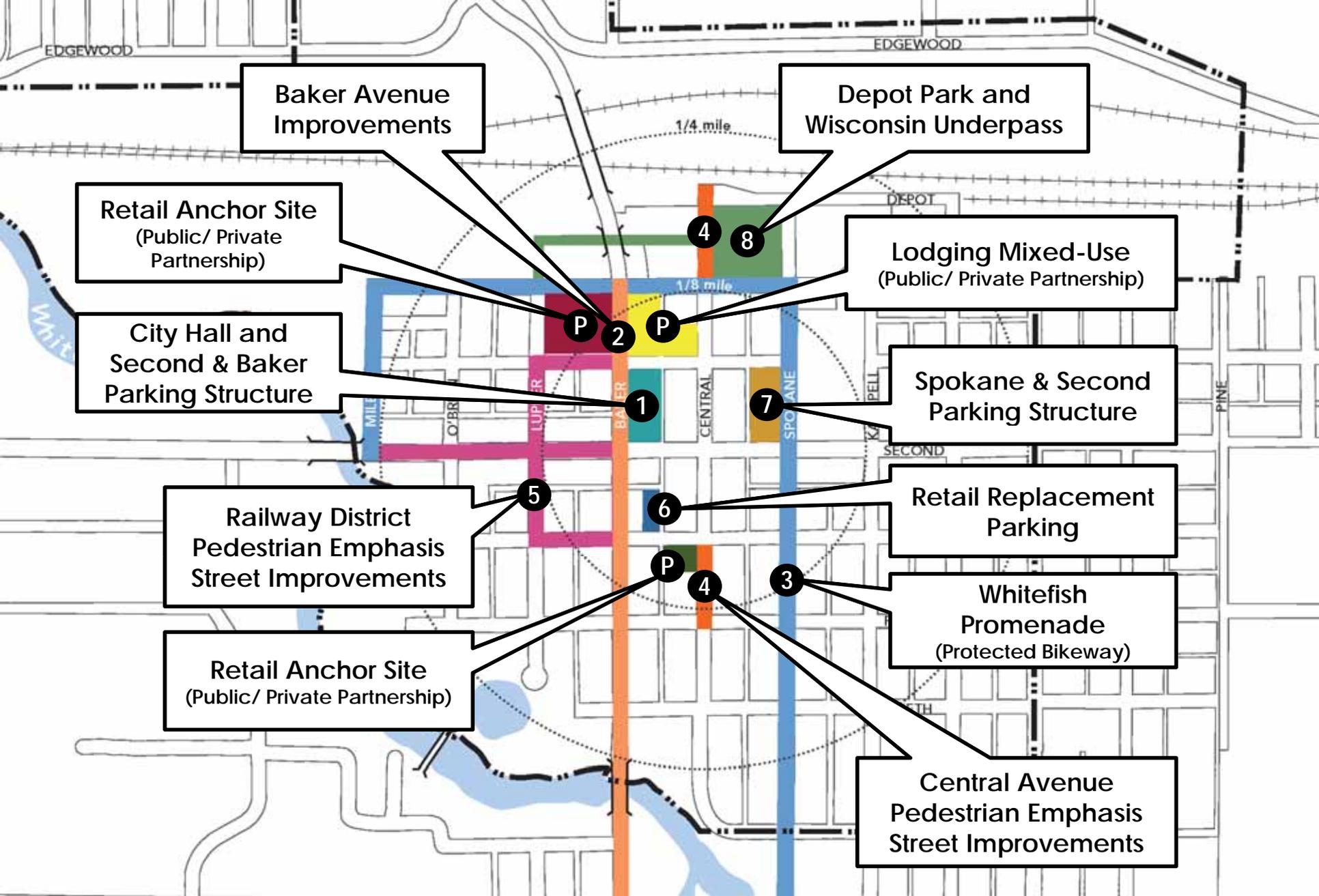


2014 Downtown Business District MP— Fundamental Concept

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
7. Adopted Transportation Plan
8. **Project Priorities- Organize to reflect a proposed Phasing Plan**



Project Priorities — Phasing Plan

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
9. **Finalize Master Plan- Update all graphics and text.
Prepare copy ready document.**



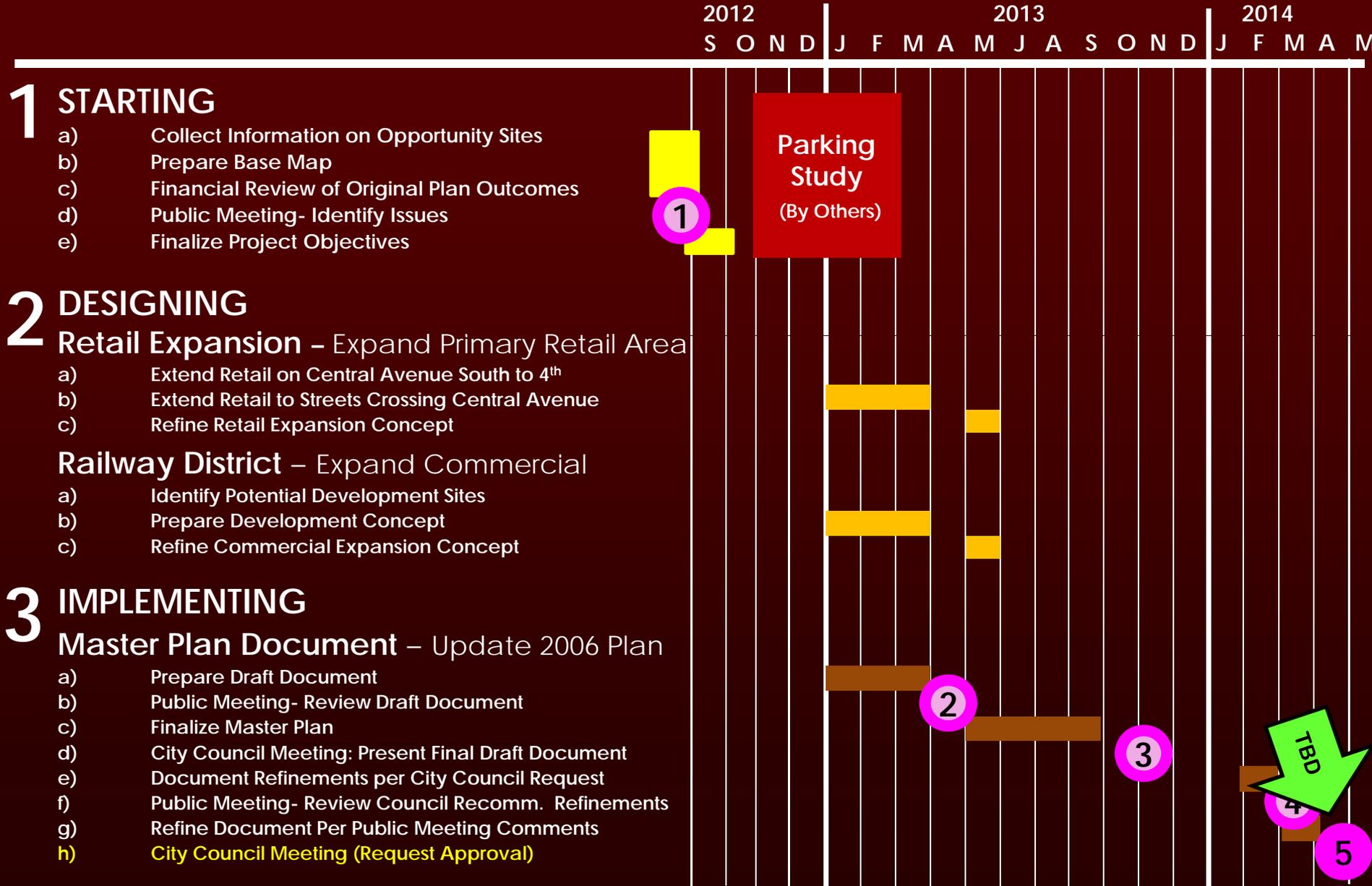
Updated Master Plan – To be Completed

Work Tasks Refinements

Council Recommendations November 4, 2013

	Addressed As Requested ?
1. Depot Park	<input checked="" type="checkbox"/> Yes
2. Retail Loop in the Railway District	<input checked="" type="checkbox"/> Yes
3. WR-4 Retail Loop Standards	<input checked="" type="checkbox"/> Yes
4. Connecting Walk from Mountain View Manor	<input checked="" type="checkbox"/> Yes
5. Project Priorities	<input checked="" type="checkbox"/> Yes
6. Wisconsin (Baker) Underpass	<input checked="" type="checkbox"/> Yes
7. Spokane Improvements	<input checked="" type="checkbox"/> Yes
8. Adopted Transportation Plan (Spokane 3 Lanes ?)	<input type="checkbox"/>
9. Finalize Master Plan	<input type="checkbox"/>

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
- 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)

An aerial photograph of the Whitefish downtown business district. The image shows a mix of commercial buildings, parking lots, and residential areas. A major road runs through the center, and a railway line with several freight trains is visible in the lower portion of the frame. The background features a river and a forested area.

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