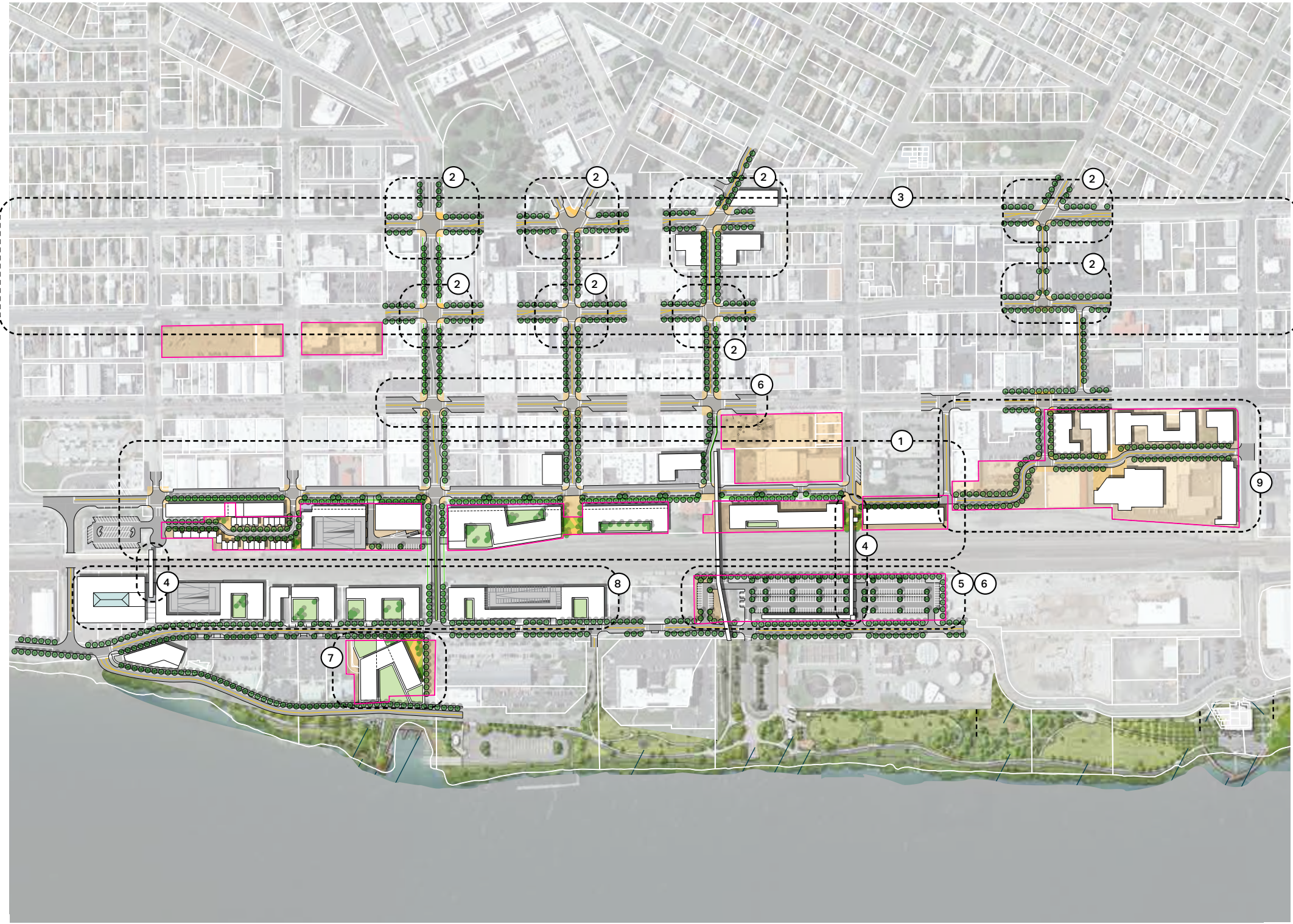


# key design and implementation strategies

The Reimagine Wenatchee Target Area Master Plan envisions a series of new, coordinated public spaces, infrastructure improvements, catalytic developments, and business access strategies that work together with Cornerstone Projects to create a welcoming and economically resilient Downtown that is seamlessly connected to its adjoining neighborhoods and the riverfront. The intent is, in part, to establish a durable yet flexible framework for growth and development Downtown, leveraging the quality of the local building stock and urban fabric, climate, views, and the diverse attributes of the community.



- 1 Design and construct public realm improvements to Columbia Street to catalyze a new Warehouse District.** With Columbia Street slated to receive nearly a quarter mile of utility replacements, the Reimagine Plan is an opportune moment to create a people-oriented streetspace that ties the former PUD headquarters property to potential future development on City-owned parking lots and Port-owned sites surrounding Orondo Street.
- 2 Implement traffic calming and pedestrian and bike improvements at key intersections at Mission and Chelan.** Mission and Chelan are entry points to the City for visitors, residents, and workers arriving along SR 285. They are also key points of transition between Downtown and the neighborhoods to the West. They should be designed as gateways, inviting people into the Downtown, with crossings that offer safe routes to nearby schools, grocery stores, and health care options.
- 3 Study the conversion of Mission and Chelan from a one-way to a two-way couplet;** One-way traffic along Mission and Chelan creates a fast moving auto-oriented Downtown environment that limits business access and reduces pedestrian and bicycle safety. Transitioning to a two-way model can distribute traffic more evenly, improve legibility of the street network, and slow vehicle travel to increase safety and better support the visibility of local business.
- 4 Study the potential for new pedestrian bridge(s) over the BNSF rail corridor;** The Downtown would benefit from additional elevated links to the riverfront, avoiding challenges with train operations at grade.
- 5 Study the potential for a new parking hub downtown, in conjunction with corollary studies for required expansions and/or upgrades to existing City facilities, such as the wastewater plant along Worthen Street.** To support PPP redevelopment of City-owned lots on Columbia Street, Downtown parking supplies could be supplemented with an innovative approach to utilizing public land resources traditionally slated for utility infrastructure.
- 6 Work with local resident and business stakeholders to develop a Parking Demand Management Strategy for the Downtown Target Area.** Given the substantial expense of constructing new parking, it will be critical to develop operational strategies to augment and support business access, optimizing existing parking Downtown.

