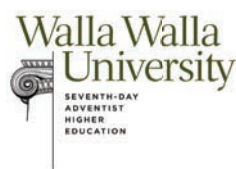
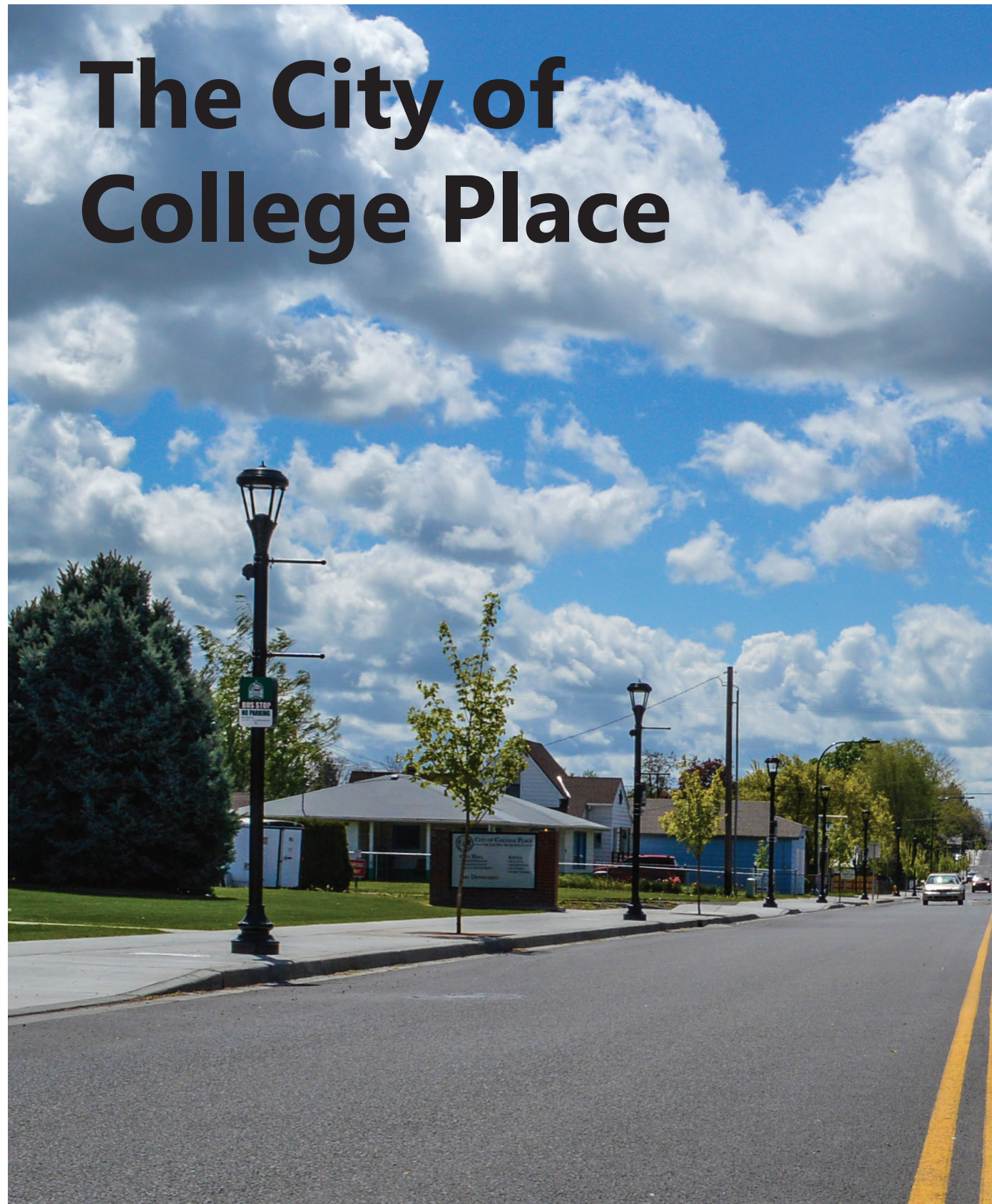


The City of College Place



Downtown Design Standards and Guidelines

Developed in collaboration with the Rural Communities Design Initiative at Washington State University

Jan. 10, 2018

College Avenue Design Guidelines

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In January of 2017 the Rural Communities Design Initiative was invited by the City of College Place to assist in the preparation of design guidelines to supplement the city's Comprehensive Plan (Policy UD-IBa). This document is the end product of the RCDI's research and revisions from a series of community workshops and presentations to officials at Walla Walla University, the City of College Place Planning Commission and City Council. These workshops and presentations took place on the following dates:

- Initial meeting Friday, January 20, 2017
- 1st Community Workshop Sunday, March 26, 2017
- Walla Walla University Master Plan Committee Tuesday, April 25, 2017
- 2nd Community Workshop Sunday, April 30, 2017
- College Place Planning Commission Tuesday, July 18, 2017
- College Place City Council Tuesday, September 20, 2017



Concept sketch of how an existing bungalow house on College Avenue could be converted into a restaurant using these guidelines.



Classic car show on College Avenue April 30th 2017. Regular gatherings and events along College Avenue helps build a sense of community and generate comers to College Avenue businesses.

Downtown Design Standards and Guidelines

Intent

Future development shall be guided by the design standards contained in this document. These standards are intended to initiate a dialog between those desiring to build on College Avenue and the City of College Place. They are not intended to demand a particular style or look but are intended as a menu of possibilities that will create a pedestrian rooted “main street” character that is the setting for a variety of business and residential uses.

The following points summarize the goals of these standards and embody the community values of The City of College Place.

- Create “small town” atmosphere
- Be a setting for a “slow pace of life”
- Create standards to ensure that buildings and storefronts are the dominant features, not parking and signs.
- Allow for flexibility and innovation

Criteria from the College Place Comprehensive Plan

“A central feature of an urban design approach to city planning is the preservation of those features of the community that contribute to its character. One of the functions of a city such as College Place is to provide a strong link with the past as well as to look toward the future. The City has many significant buildings on the site of Walla Walla University, along College Avenue, as well as numerous residential structures from the late 1800s and Bungalows built in the 1910s and 1920s. There should not only be the preservation of important historic sites and buildings, but also the compatible renewing of the city as it continues to change and grow.”¹

“College Avenue has been identified by the City of College Place as a key street for special design treatment and landscaping emphasis. It should have a high level of amenity with benches, landscaping, trees and decorative lighting conducive to retaining the pedestrian environment. Utility lines should be placed underground. Employee and resident parking should be placed behind the structures off the street, allowing shoppers to use convenient on-street parking. The development pattern of the street should be small scale (one and two story buildings) with generally continuous store fronts with offices or residential units above. The buildings should be set close to the sidewalk and have inviting entries and display windows (See Figure UD-1 to see how College Ave. might look if the vision described above is implemented).”²

1) City of College Place Comprehensive Plan March 2008 (with 2014 amendments) pg. UD-1

2) City of College Place Comprehensive Plan March 2008 (with 2014 amendments) pg. UD-2



Figure UD-1
College Avenue Vision
(looking north on College Ave just South of the 4th St. ii)

“The City and its residents should strive to enhance the visual quality of the City, particularly along College Avenue.”
From the 2008 Comprehensive plan



College Avenue today conveys a more suburban residential character.

Building Design

Intent

To produce a streetscape that is unified, yet allows for a wide variety of building forms and massing, with a high degree of visual activity and interest at the street level that can engage people on foot. New development can display individual creative elements that stand on their own but when combined, contribute to the unique place that is College Avenue.



Street-wall of buildings with varying heights and pedestrian level features. -Lancaster, OH



Massing of 1 & 2 story buildings create a streetwall with human scale street elements - Lewiston, ID

Building Design

Storefronts and Setbacks

Intent

Building storefronts must face College Avenue and shall be set back a minimum 5’ (five feet) and a maximum of 12’ (twelve-feet) to promote sidewalk activities like outdoor dining, allow for accessories and unobstructed movement. Sidewalks shall be installed in accordance with the City of College Place Standards Specification.

Characteristics

- Continuous street-walls each side of College Avenue to provide a sense of enclosure (place).
- Building heights shall be a minimum of 20’ (twenty feet) and a maximum of 50’ (fifty feet) measured per the zoning ordinance.
- Erosions and emphasis at street corners to provide larger gathering spaces is encouraged. Especially at the boundaries of the districts, see page 18.
- Street level uses of commercial, retail, professional offices, etc
- no residential street level uses.
- Storefront street level design shall breakdown massing to create a human scale and provide variety.
- Buildings should have a base, middle and top to facilitate the breakdown of massing.
- Building parapets should create a variation of how the building meets the ground and sky.
- Horizontal elements should not run longer than 30 feet to provide massing variation.
- Building corners – materials should wrap around corners 20 feet for continuity.



Breaking up the vertical mass into a base, middle and top with street level amenities -Lewiston, ID



Upper level set-backs planned on a 1880's Lowell restoration project. - Lowell, MI

Building Design

Eroded Corner and Building Elements

Roof
When the roof materials can be seen from street level materials shall be mission style tile or metal of a color that harmonizes with the facade.

Massing Variation
Horizontal elements should not run longer than 30' to provide massing variation. Provide variety in building forms.

Articulation
Incorporate articulation on all street facing sides.

Canopies and Awnings
Shall be installed along street facing facades along College Avenue and should turn the corner at dedicated streets where retail uses are provided.

Public Art
Building developers are encouraged to support public art by setting aside 1% of their buildings budget to spend on public art in the right-of-way in front of their building.

Erosions
An emphasis at street corners to provide larger gathering spaces is encouraged, especially at the boundaries of the districts.



Multi-Frontages and Building Corners
Materials should wrap around corners horizontally for 20'.

Building Height
Minimum 20' Maximum 50'

Breakdown of Massing
Buildings should have a base, middle, and top to facilitate the breakdown of massing.

Punched Openings
Glazing should be set back enough to create a shadow line.

Glass
Glass shall turn the corner for a minim of 15' at dedicated intersections.

Pilasters
With banding, belt courses, insets, reveals or other details.

Plinth
Base element of stone, masonry or concrete having an architectural finish.

Kickplate
Minimum of 18" high durable kick pates for storefront windows.

Building Design

Storefronts and Setbacks



Building Design

Street Level Elements

1. The first floor level should have a **ceiling height** of at least 12’ (twelve feet) as measured from the floor to provide for a generous space for retailing, services, and restaurant functions. Entrances to retail spaces shall be directly from the sidewalk on College Avenue or dedicated side street.
2. **Street-facing, ground-floor facades** of commercial and mixed-use buildings shall incorporate generous amounts of glass in storefront-like windows. A minimum of 80% (eighty percent) of the street level façade area shall be clear glass. Clear glass shall be 80% minimum transparency at street level along College Avenue and turning the corner for a minimum 15’ (fifteen feet) at each dedicated intersection. Window treatments shall not reduce this transparency.
 - Punched openings should set back to create visual interest.
 - Ribbon windows and curtain walls are discouraged.
 - Clear glass only in storefronts at street level.
3. **Overhead weather protection elements** (canopies, awnings) shall be installed on street-facing facades along College Avenue, although they need not be continuous. They should also be installed on facades that face dedicated cross streets to turn the corner where retail uses are provided. The height above the sidewalk shall be at least 8’ (eight feet) but no more than 12’ (twelve feet). The minimum depth shall be 5’ (five feet) – although 6’ (six feet) is preferred. In no case shall awning or canopies extend into the right-of-way closer than four feet from the back of curb. Right-of-way permits are required for occupying the right-of-way. Canopies shall be constructed of permanent, durable materials such as steel and glass. Awnings shall not be internally illuminated unless the awing material is opaque.

Canopies and awnings that occupy the right-of-way need to be easily removable from the building when maintenance of the right-of-way is needed. Pedestrian-oriented lighting beneath the canopy is required.

 - Awnings and canopies are encouraged at ground level to articulate volumes (pop outs) and protect pedestrians.
 - No Vinyl awnings- Use materials that complement building materials.
 - Avoid long runs of awnings (over 70 feet). Extend a minimum of 5 feet over the sidewalk.
 - Avoid glossy/shiny/reflective material no mirrored glass.
 - Use sturdy, low sheen materials.



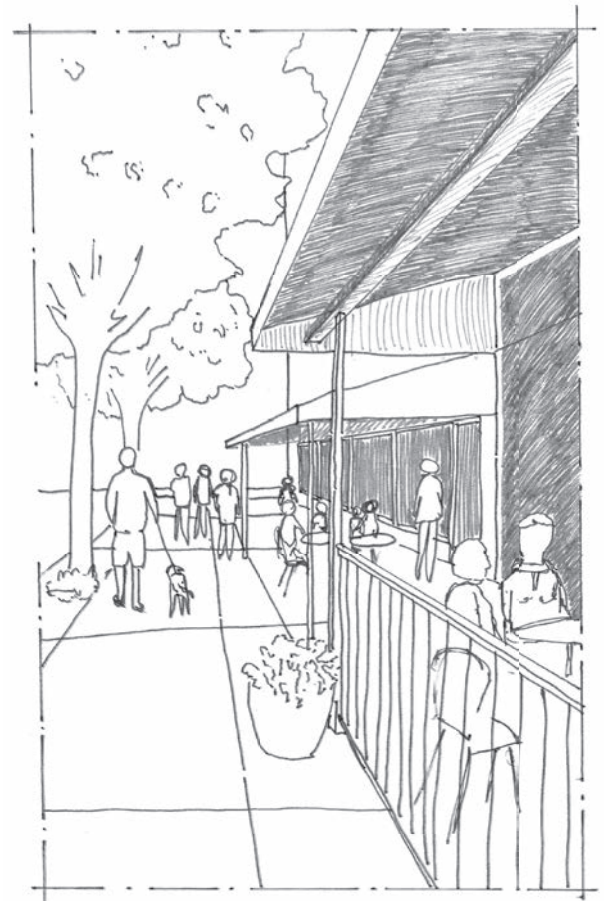
A generous amount of glass for the storefronts at the pedestrian level with continuous materials wrapping around the corner. - Lewiston, ID



Clean entrance and pedestrian level signs - Idaho Falls, ID



Sidewalk space with pedestrian - Dayton, WA



Canopies and awnings protecting outdoor seating and defining the walkway.

Building Design

Street Level Elements

4. The **street facing facades** of commercial and mixed-use buildings shall incorporate a variety of architectural features to produce a visually rich and engaging experience for pedestrians. There shall be a minimum of two (2) of the following elements included in the design of the facade in addition to the four (4) required elements noted.

Required Elements:

- Minimum eighteen inch (18”) high durable kickplates for storefront windows
- A facade with a visibly obvious plinth or base element of a high quality material having an architectural finish.
- A facade with a middle and top of esthetically pleasing and durable materials.
- Pedestrian-scaled lighting
- Pedestrian-scaled signs or signs painted on windows as a part of an overall signage package per the City of College Place signage ordinance.
- Shade from awnings and/or canopies and plantings

Additional Elements:

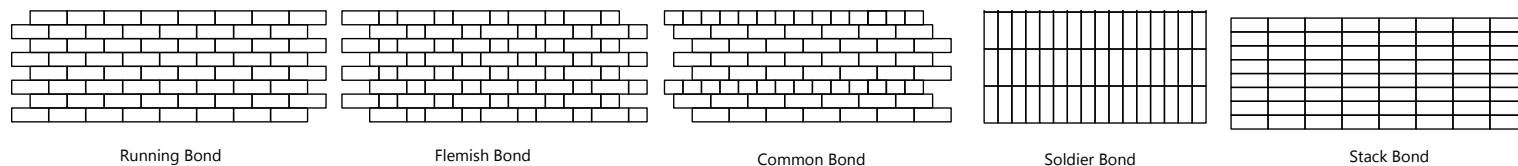
- Prominent, projecting sills on storefront display windows
- Artwork on walls, columns, pilasters and other surfaces
- Pilasters with banding, belt courses, insets, reveals or other details
- Ornamental tile work or metal work
- Unique masonry courses on all floors
- Decorative medallions
- Containers for seasonal planting
- Hanging baskets supported by ornamental brackets
- Other elements not listed here that meet the intent
- Public art



Quality Material at the pedestrian level - Idaho Falls, ID



Awnings - Walla Walla, WA



A few examples of brick laying patterns that can create variation, and interest at the pedestrian level.



Store signs perpendicular to the sidewalk for easy viewing - Lewiston, ID



Storefront windows

Building Design

Building Facade Elements

Massing Variation
Horizontal elements should not run longer than 30' to provide massing variation and variety in building forms.

Screening
Utilities, air conditioner units, and mechanical appurtenances shall be screened from views.

Windows
Ribbon windows and curtain wall are discouraged.

Breakdown of Massing
Buildings should have a base, middle, and top to facilitate the breakdown of massing.

Lighting
Pedestrian level and pedestrian scaled lighting.

Plinth
Base element of stone, masonry or concrete having an architectural finish.

Building Height
Minimum: 20', Maximum: 50'

Articulation
Incorporate articulation on all street facing sides.

Canopies
Use sturdy materials that harmonize with building facade materials. Canopies and awnings that extend into the R.O.W. shall be removable. Minimum clearance 8' and a maximum of 12'. Minimum depth 5' and may extend into the R.O.W. to within 4' of back of curb.

Signage
Keep sign wording simple and clear. Use consistent lettering and limit the number of colors used to two or three.

Pedestrian Environment
Provide additional architectural features such as decorative medallions, ornamental tile or metal work, etc. to produce a visually rich and engaging experience for pedestrians. Provide containers for seasonal planting and hanging baskets supported by ornamental brackets.

Kickplates
Minimum 18" height durable kickplates for storefront windows.



Building Design

Massing and Articulation

Overall Massing and Variation

- **Articulation:** Buildings shall incorporate articulation on all street-facing sides. The street-facing side(s) shall receive the greatest amount of attention with respect to richness of forms, details, materials, and craft. Non-street-facing sides shall still be constructed of durable materials.
- **Variety in form:** Variety in building forms is encouraged rather than regularized repetition.
- **Varied frontages:** Building frontages along a street block shall include storefronts, bays, recesses, offsets, balconies, a varied and rich color palette, and other elements to avoid long, monolithic facades.
- **Multi-frontages:** Single buildings that face more than one street should architecturally turn the corner to provide consistency. Developments with multiple buildings should incorporate multiple architectural responses for various buildings. Large expanses of a single material are not desirable.

Screening

Equipment Screening: All new construction along College Avenue shall provide screening of any mechanical and electrical equipment including HVAC units, transformers, antennae and receiving dishes adhering to the following standards:

Rooftop mechanical and electrical equipment shall be screened by:

1. a parapet wall.
2. enclosed within roof volumes.
3. enclosed within other building elements designed as an integral part of the building's architecture.

Ground-level mechanical and electrical equipment shall be enclosed within building elements or screened by features designed to coordinate with the architectural character of the primary structure.



Articulation and building heights - Pullman, WA



Classical Cornice on a new building - Pullman, WA



Massing Variation - Pullman, WA

Building Design

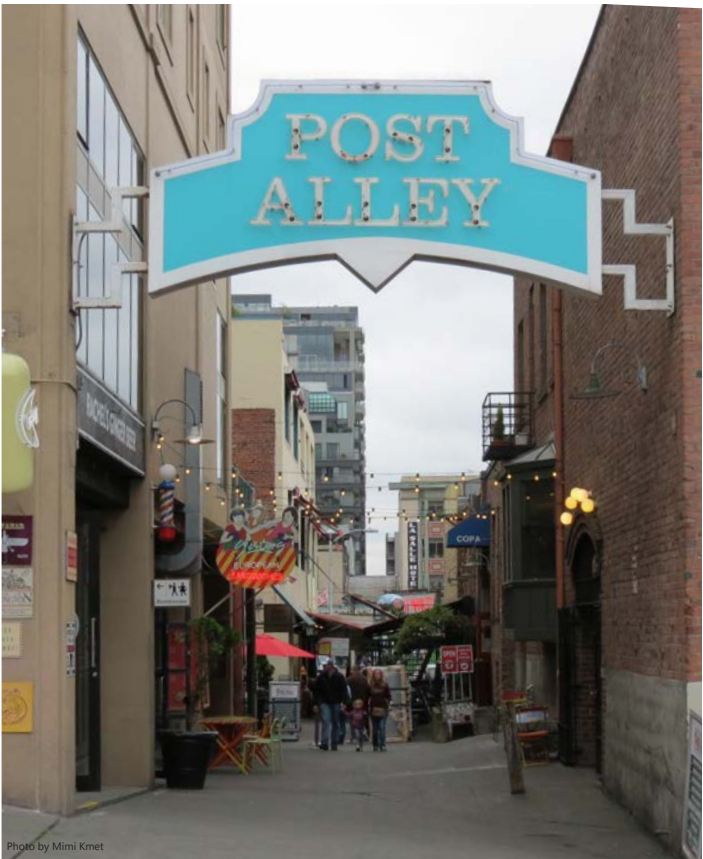
Pedestrian Access

Intent

Pedestrian pathways shall be established in order to link internal and external development connecting College Avenue to flag lots, alleys, parking lots, and developments on Ash Avenue, Birch Avenue, and Bade Avenue. New development and redevelopment shall include passageways that cut through sites and connect to other sites and/or buildings. These can be simple walkways or can be more elaborate landscaped courtyards. They can be open to the sky or covered. Minimum width of passageways shall be 10' (ten feet).



Wide pedestrian passages on campus - Walla Walla Univ.



Human scale passages between buildings - Seattle, WA



Pedestrian passage that also works as a public event and gathering space - Lewiston, ID

Building Design

Blank Walls

Intent

Long expanses of blank, unembellished walls are discouraged, but allowed in the proper context. Where there are not windows and doors, facades should be designed with sufficient variety and detail to be of interest to people on foot. However, there are certain conditions which warrant special treatment to ensure that large expanses of wall where openings are not possible are treated in a manner that enhances the streetscape.

Some newer buildings may have walls on side lot lines exposed to view for years until an adjacent structure is built. In such cases, the walls shall be treated with simple elements like banding, color, art, patterning of masonry, prominent reveals or recesses, but not signage, all of which should reflect the design of the building as a whole. Completely blank "end walls" are not acceptable.



Large murals can be bold and functional - Troutdale, OR



Even during construction art can fill the voids - Lewiston, ID



Art on the walls to fill the void and inform as sense of history- Lewiston, ID

Building Design

Color and Material

Intent

To provide buildings that harmonize with the region and have a material and color palette not tied to an era or time period.

COLOR

- Color palette should take cues from the surrounding environment of the mountains and farmland, integrating the classic base colors of materials including but not limited to warm earth tones and subtle cool colors.
- Large areas of roses, pinks, plums and violets should generally be avoided.
- Vibrant color accents may be used in limited quantities at appropriate locations.
- Accents should to be of high quality materials and used to promote a vibrant street life in a manner compatible with the Main Street character of the street.
- Look to the surrounding environment for building color palette: mountains and fields.

MATERIALS

- Provide an overall compatible palette.
- Increase the level of detail and material quality at the pedestrian level. Stone, cast concrete, terracotta.
- No vinyl siding allowed anywhere.
- No metal siding at pedestrian level.
- Provide a durable “base” at street level.
- Roofs exposed to the street: provide a durable quality material, no roll roofing on visible surfaces. An example of a durable roofing material is mission style tile or metal of a color that harmonizes with the façade.



Painted murals and artistic seating adds color and energy to the street - Lewiston, ID



Mission Tile



Interlocking Shingle



French Tile



Spanish Tile

Examples of roof tile patterns that can be seen from the street.



Natural textures and colors - Lewiston, ID

Possible Color Palette Inspiration Sources



Greys and Golds



Browns and Yellows



Greens and Blues



Pinks and Shades of White



Oranges and Reds

Streetscape Design

Intent

To create a streetscape that is safe, comfortable and appealing to pedestrians. New development shall promote a visually interesting environment with connections for people to walk, sit and window shop. The College Avenue streetscape should include plantings, furnishings and public art as important elements for buffering pedestrians from traffic and creating a pedestrian zone.

General statements

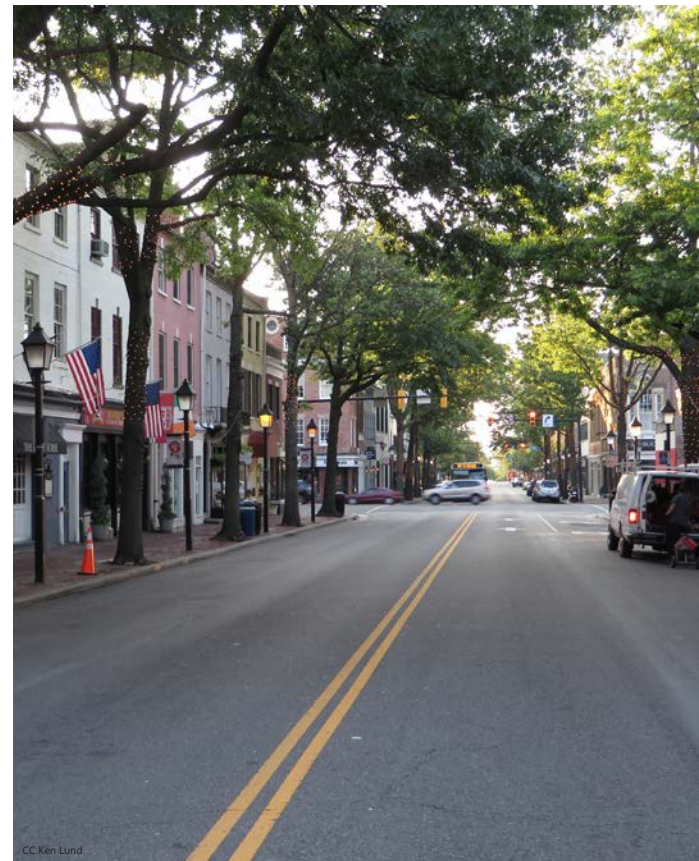
- Street furnishings; seating, bike racks, trash and recycling bins are important functional elements and therefore should not be considered ancillary.
- Plantings and shade structures make the street attractive to shoppers.
- Crosswalk design should promote safe and convenient street crossing with possible opportunities for university and city branding.

Paving

- Durable, relevant to improvements, and attractive.
- Sidewalks in setbacks shall match color, material, and patterns of existing concrete sidewalks. Paving in other areas shall be durable and compatible with the building design. Match existing grades to maintain grades for accessibility.



Unified Design Elements - Washington, D.C.



Tree lined street - Alexandria, VA



Clean streets and wide sidewalks create a pedestrian friendly environment - Lewiston, ID

Streetscape Design

Street Trees and Plantings

Trees and Plantings

Protect existing trees during construction. Existing street trees that are damaged shall be replaced with an equally mature tree up to a 3” (three inch) caliper and species as approved.

Public Art

Building developers are encouraged to provide public art by setting aside 1% (one percent) of their building budget to spend on art in the right-of-way in front of their building.

Public Art:

- enhances the “Main Street” experience.
- ealms traffic.

When placing public art, avoid conflicts with storefronts and the pedestrian path. The city of College Place’s Art Commission shall be involved in the selection and placement of art in public right-of-way.



Moose and calf pipe sculpture is a fun and engaging art piece for the public to enjoy. - Lewiston, ID



Provide larger gathering spaces and amenities at transition spaces between districts.
- Idaho Falls, ID



Providing for evening activity allows for extended business hours and creates a greater dynamic atmosphere.
- Avenida, Arriaga, Maderia, Portugal



Trees and Lights create a rhythm along the street
- Brest, Belarus

Streetscape Design

Street Furnishings

Intent

City-provided street furnishings consist of seating, bike racks, trash receptacles and similar items that provide support to pedestrian use. They should be attractive and visually unified. These items combine opportunities for artistic expression and collaborative opportunities.

Street furnishings:

- include benches, trash receptacles, bike racks, bus shelters and bollards.
- should have a unified look and be durable.

Provide seating, benches, bike racks, and trash receptacles at mid-block and intersections where it does not block the pedestrian walkway.



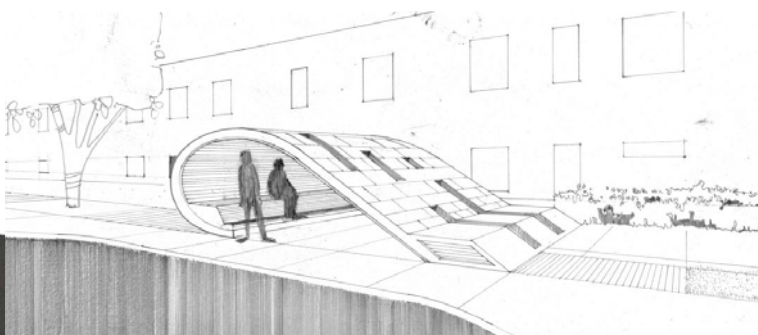
Street furniture: bike rack - Idaho Falls, ID



Street Furnishings can also be works of art. - Lewiston, ID



Street Gathering Spaces/Bus Stops, designs from the WSU Collaborative, a group design process involving a variety of community stakeholders in Pullman, WA.



Wider sidewalks encourage a more leisurely pace while allowing for outdoor seating, canopies, planters and street furnishings. - RCDI team observing streetscape features in Walla Walla, WA.

Districts, Public Spaces, and Designated Intersections

Zones

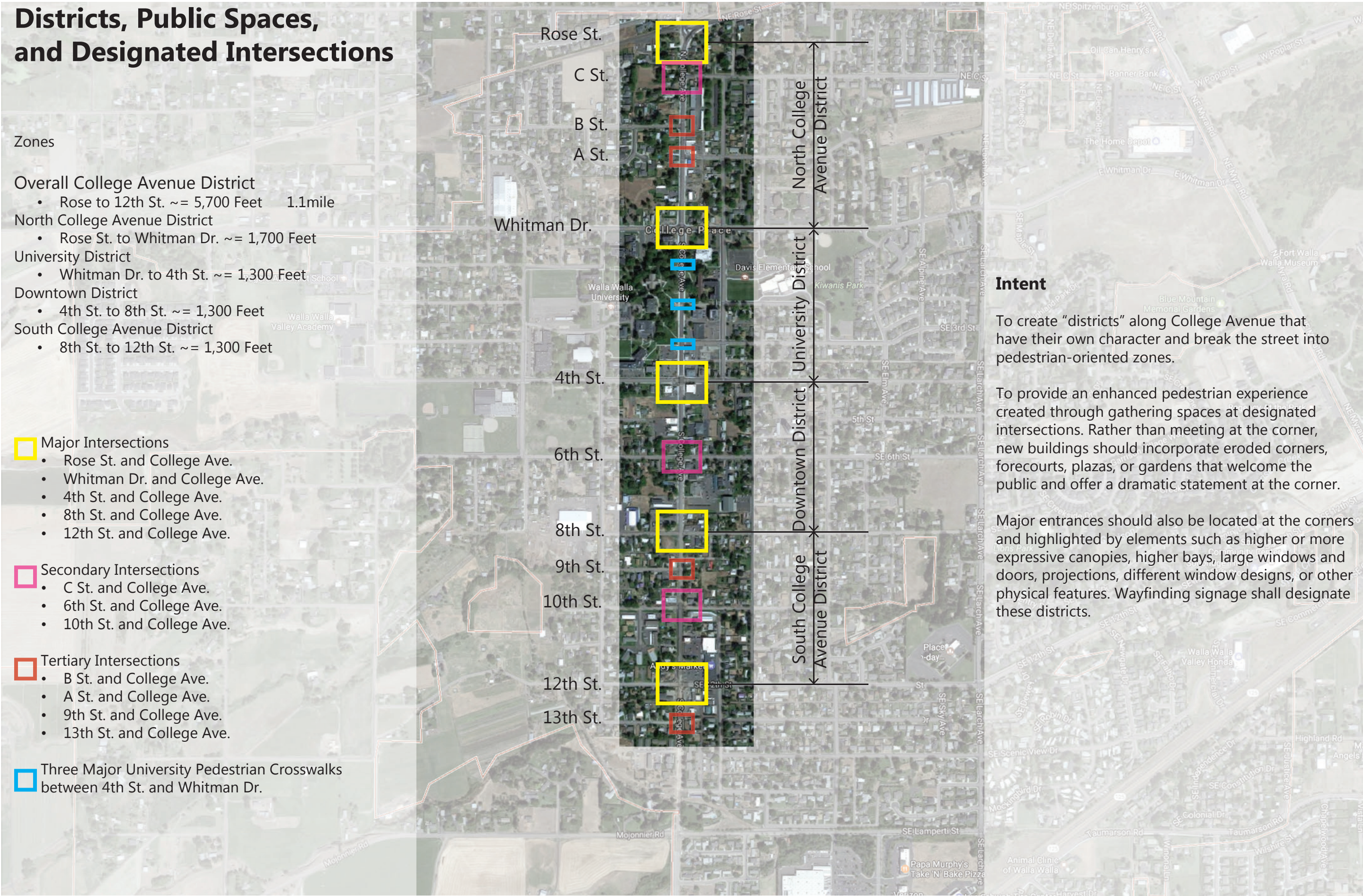
- Overall College Avenue District**
- Rose to 12th St. ~ = 5,700 Feet 1.1mile
- North College Avenue District**
- Rose St. to Whitman Dr. ~ = 1,700 Feet
- University District**
- Whitman Dr. to 4th St. ~ = 1,300 Feet
- Downtown District**
- 4th St. to 8th St. ~ = 1,300 Feet
- South College Avenue District**
- 8th St. to 12th St. ~ = 1,300 Feet

- Major Intersections**
- Rose St. and College Ave.
 - Whitman Dr. and College Ave.
 - 4th St. and College Ave.
 - 8th St. and College Ave.
 - 12th St. and College Ave.

- Secondary Intersections**
- C St. and College Ave.
 - 6th St. and College Ave.
 - 10th St. and College Ave.

- Tertiary Intersections**
- B St. and College Ave.
 - A St. and College Ave.
 - 9th St. and College Ave.
 - 13th St. and College Ave.

- Three Major University Pedestrian Crosswalks between 4th St. and Whitman Dr.**



Intent

To create "districts" along College Avenue that have their own character and break the street into pedestrian-oriented zones.

To provide an enhanced pedestrian experience created through gathering spaces at designated intersections. Rather than meeting at the corner, new buildings should incorporate eroded corners, forecourts, plazas, or gardens that welcome the public and offer a dramatic statement at the corner.

Major entrances should also be located at the corners and highlighted by elements such as higher or more expressive canopies, higher bays, large windows and doors, projections, different window designs, or other physical features. Wayfinding signage shall designate these districts.

Definitions

Accessories and street furnishings: Pedestrian amenities along the street such as benches, trash and recycling bins, trees, art, and other objects along the sidewalk for pedestrian use.

Articulation: Modification of a surface to create greater visual interest. Typically done by varying the depth of a surface or using repeating patterns and forms such as windows and pilasters.

Base, middle, and top: Also referred to as tripartite. The practice of dividing up the proportions of a building's facade into three units similar to those of a classical column in order to provide visual interest through articulation.

Building forms: The 3-dimensional mass of the building.

Curtain walls: An exterior wall supported by the building's structure. This type of wall system is usually composed solely of metal mullions and glass panels creating a flat surface that tends to lack articulation.

Erosions: The stepping back or angling of the facade of a structure to provide greater space at the street level.

Kick-plate: The area at the base of a door or window panel made of a durable material to protect it from damage or wear.

Massing: The arrangement of the forms that compose a building.

Medallions: A medallion is typically a round or oval shape used as a form of ornamentation in a building facade and sometimes embellishing a structural connection.

Ornament: In architecture and decorative art, ornament is a decoration used to embellish parts of a building or object.

Parapet: A low protective wall along the edge of a roof, bridge, or balcony.

Pilasters: A rectangular column, especially one projecting from or engaged as a part of a wall.

Pocket park: A pocket park is a small park frequently created on a single vacant building lot or on small, irregular piece of land.

Punched opening: When an opening through a wall for a doorway or window is designed in a manner that one clearly sees the depth of the wall.

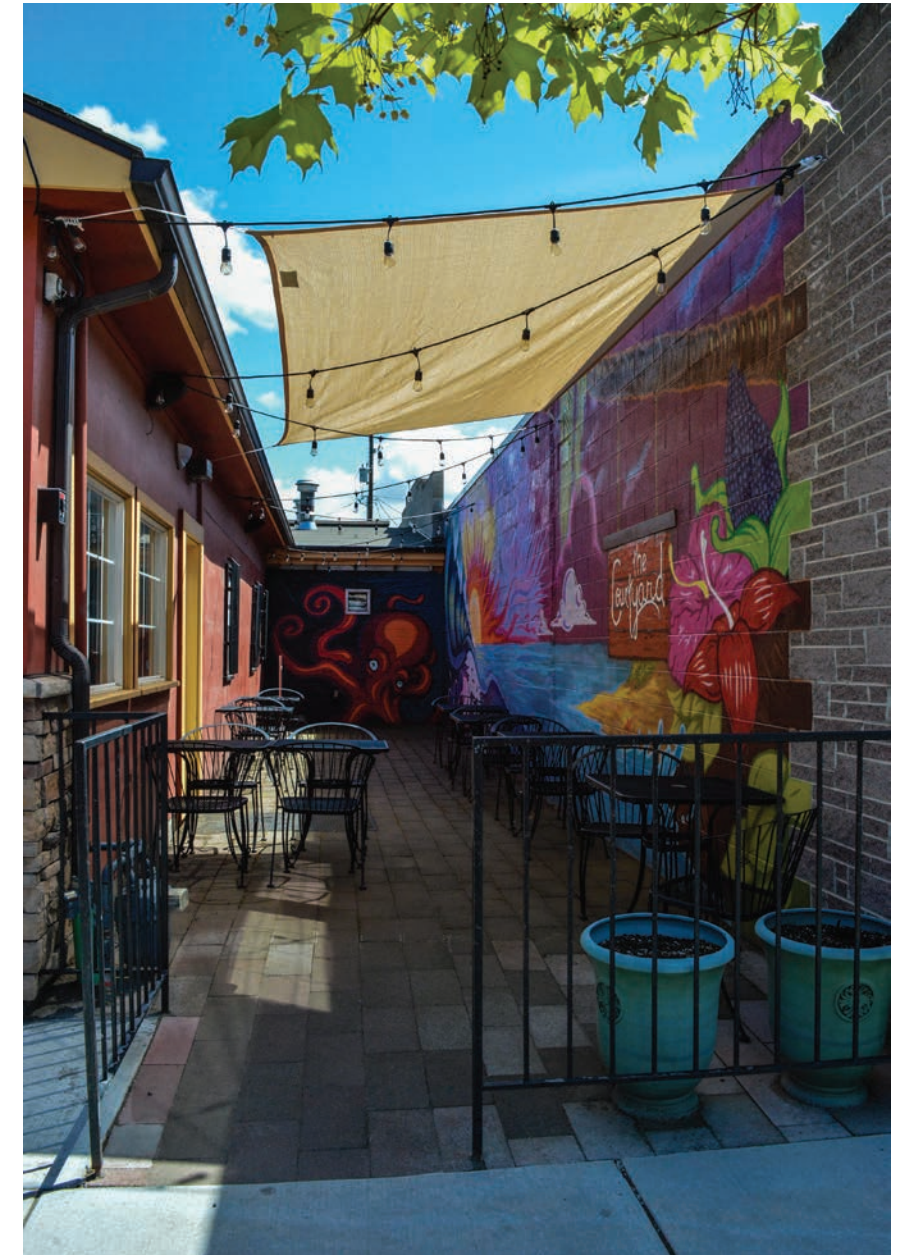
Ribbon windows: A series of windows set side by side to form a continuous band horizontally across a facade.

Right-of-way: A type of easement granted over land for transportation purposes. Typically, this is the city owned property of the street and sidewalk, but can also include alleys and bike trails.

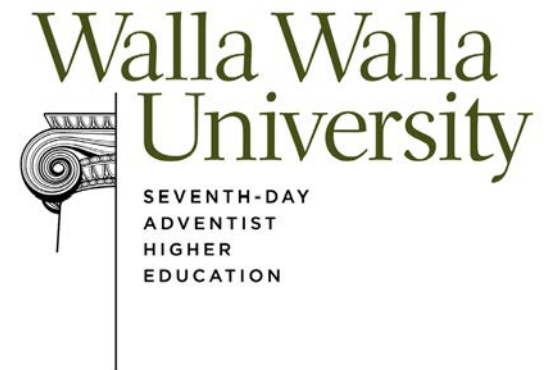
Streetscape: The environment along the right-of-way including the building facade.

Street-wall: The continuous line of building facades typically found at the back of the sidewalk or right-of-way that creates a visual wall of buildings within which a pedestrian friendly environment can be developed.

Wayfinding: A system of signs and information boards to guide people through an area.



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Mayor: Harvey Crowder

Council Members:

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City Planning Commission:

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RCDI operates through the School of Design and Construction at Washington State University. RCDI provides a written and visual summary of the community's vision in preparation for the next step of engaging qualified design, planning and construction firms for bringing a community vision to reality. Documents provided by RCDI are for conceptual purposes only. The documents and drawings are intended to facilitate discussion, not for use in construction.

Rural Community Design Initiative
School of Design and Construction
Voiland College of Engineering and Architecture
CAHNRS Internship Program