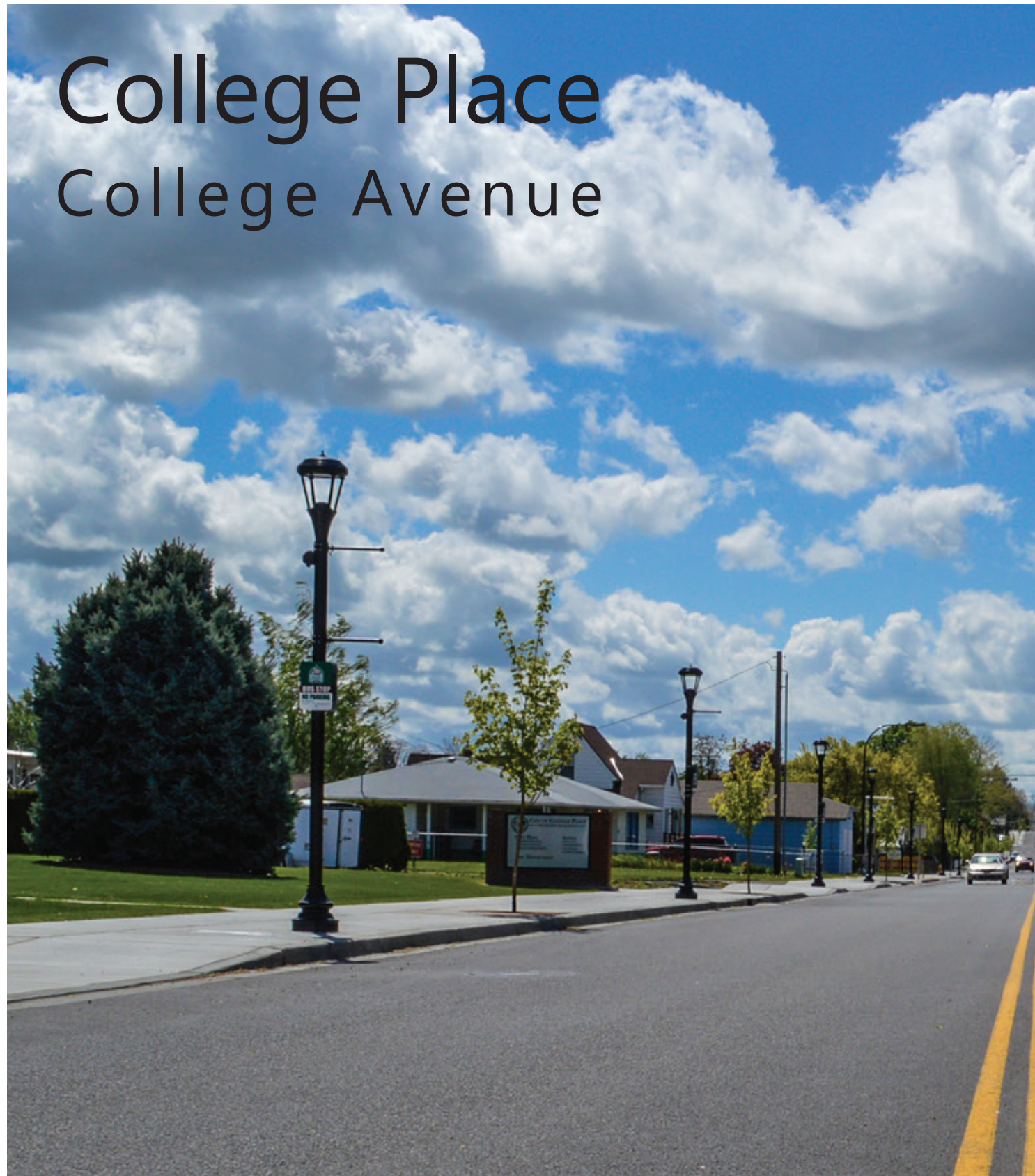


College Place College Avenue



Design Standards and Guidelines

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

Draft Sep. 26, 2017

College Avenue Design Guidelines

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By Bob Krikac (Own work) [Public domain]

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

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 . 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.

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.

Criteria from the College Place Comprehensive Plan

“Urban Design & Preservation Element” of the 2008 Comprehensive Plan

The following design criteria for College Avenue are from the City of College Place Comprehensive Plan.

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

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 amenities with benches, landscaping, trees and decorative lighting conducive to a pedestrian environment. 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 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.

Develop historic properties on College Avenue shall conform to the requirements of the Historic Preservation ordinance of the City of College Place.



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

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



By Krisandrah Crall (Own work) [Public domain]

College Avenue today conveys a more suburban residential character.



Classic car show on College Avenue April 31st 2017. Regular gatherings and events along College Avenue helps build a sense of community and generate comers to College Avenue businesses.

By Krisandrah Crall (Own work) [Public domain]

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.



By Krisandrah Crall (Own work) [Public domain]

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 10' (ten-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 25' (twenty-five 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 (see following illustrations).
- Buildings should have a base, middle and top to facilitate this breakdown of massing.
- Horizontal elements should not run longer than 30 feet to provide massing variation
- Building corners – materials should wrap around corners 20 feet for continuity.



By Krisandrah Crall (Own work) [Public domain]
Space for outdoor seating on the sidewalk - Pullman, Wa



By Krisandrah Crall (Own work) [Public domain]
Continuous street-wall with street level amenities - Idaho Falls, ID

Possible Color Palette
inspiration sources



By Cheryl Dudley (Flickr: Sunrise on the Palouse) via Wikimedia Commons

Greys and Golds



By Krisandrah Crall (Own work) [Public domain]

Browns and Yellows



By Krisandrah Crall (Own work) [Public domain]

Greens and Blues



By Krisandrah Crall (Own work) [Public domain]

Pinks and Shades of White



By Krisandrah Crall (Own work) [Public domain]

Oranges and Reds



By Krisandrah Crall (Own work) [Public domain]

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



By Krisandrah Crall (Own work) [Public domain]

Natural textures and colors - 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.

1. 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.
2. Roses, pinks, plums and violets should generally be avoided.
3. Vibrant accents may be used in limited quantities at appropriate locations.
4. 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, fields
 - Vibrant colors – limited use as accents

MATERIALS – 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 see page 9
- Roofs exposed to the street: tile or metal of a color that harmonizes with the façade.

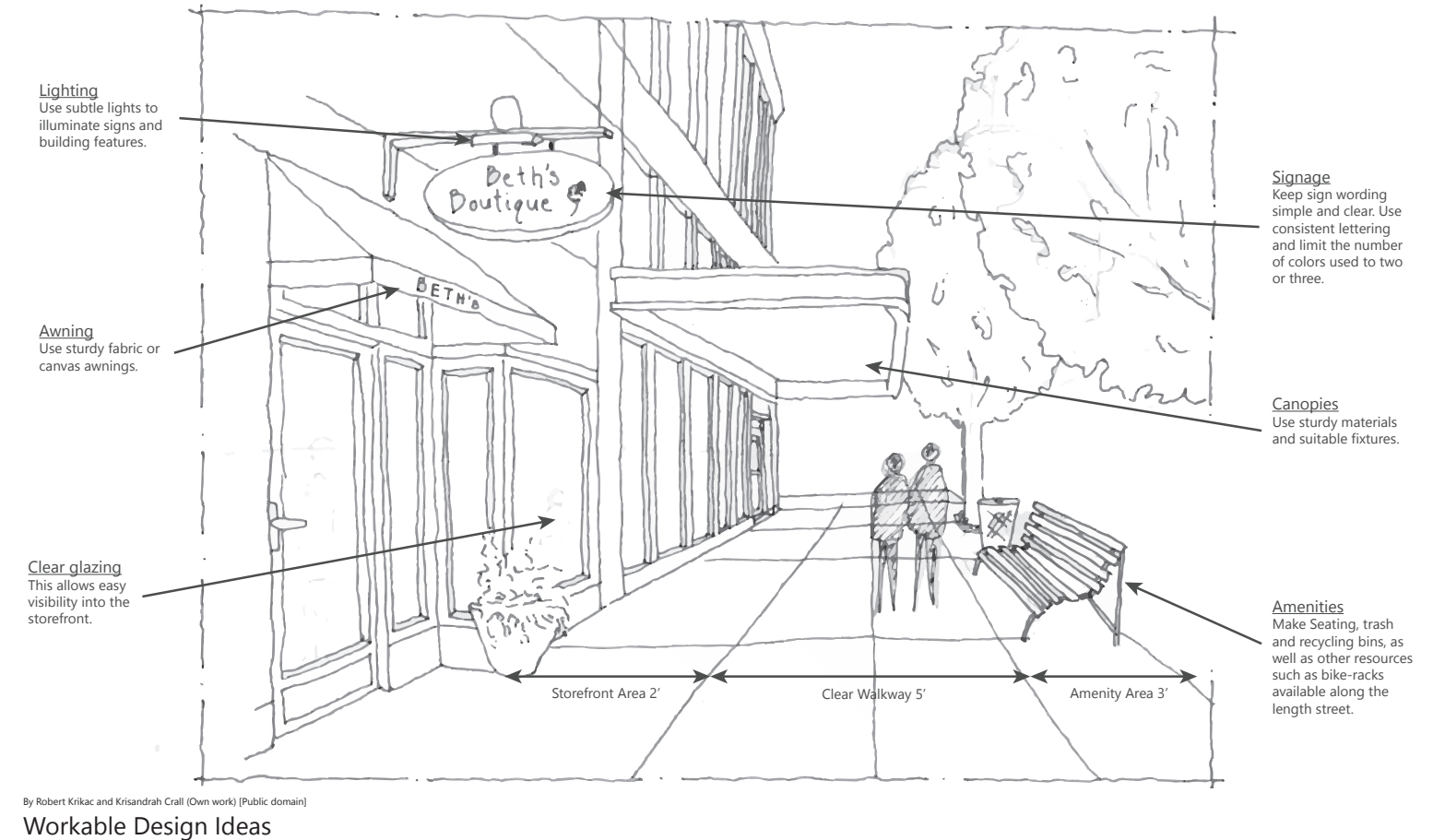
Building Design

Street Level Elements

- The first floor level should have a celing 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.
- 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.
 - No Vinyl - Use materials that complement building materials
 - Avoid long runs (over 70 feet). Extend a maximum of 6 feet over the sidewalk

- 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 three 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.

- However, canopies and awnings that occupy the right-of-way need to be easily removable from the building if maintenance of the right-of-way is needed. Pedestrian-oriented lighting beneath the canopy is required.
- Punched openings should set back 9 inches+/- to create a shadow line
 - Ribbon windows and curtain walls are discouraged
 - Clear glass only in storefronts at street level
 - Awnings and canopies encouraged at ground level to articulate volumes (pop outs) and protect pedestrians



Building Design

Street Level Elements



By Krisandrah Crall (Own work) [Public domain]

Quality Material at the Pedestrian Level - Idaho Falls, ID



By Krisandrah Crall (Own work) [Public domain]

Awnings - Walla Walla

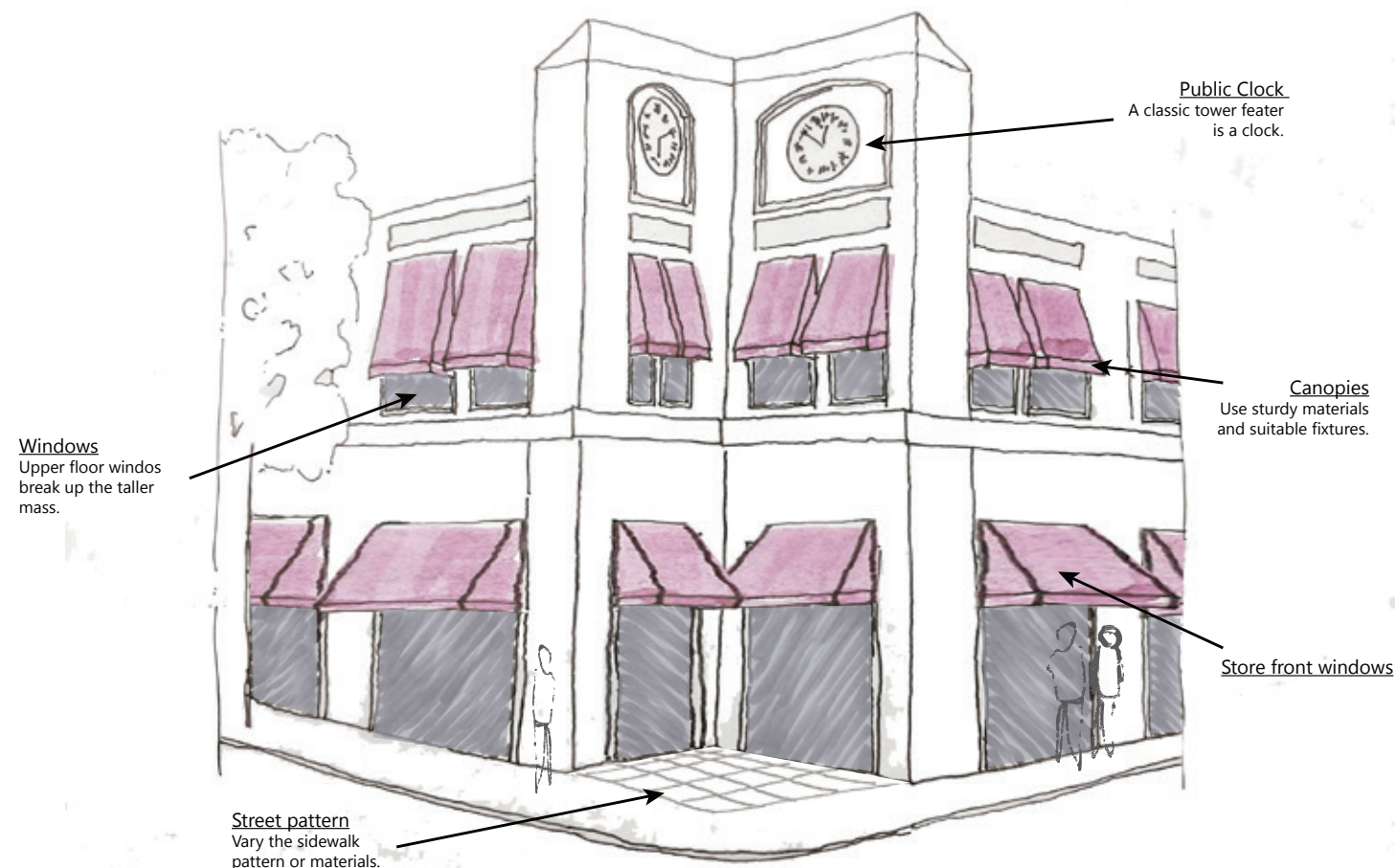
4. The street facing facades of commercial and mixed-use buildings shall incorporate a variety of architectural features to produce a visually rich and engaging experience for pedestrians. There shall be a minimum of two (2) of the following elements included in the design of the façade in addition to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

Required:

- Minimum eighteen inch (18") high durable kick-plates for storefront windows
- A visibly obvious plinth or base element of stone, masonry or concrete having an architectural finish
- 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.

Additional:

- 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
- Masonry soldier course
- Decorative medallions
- Containers for seasonal planting
- Hanging baskets supported by ornamental brackets
- Other elements not listed here that meets the intent



By Krisandrah Crall (Own work) [Public domain]

Eroded Corner Elements

Cornice

Central architectural element that tops the facade. Do not cover with signage.

Windows

Do not block windows with signs or other materials.

Awning

Use sturdy fabric or canvas awnings.

Display Window

Make an excellent window display the centerpiece of your storefront. Avoid blocking display with signs.

Variation

Allow for variation between shops. However there should be a sense of consistency.

Canopies

Use sturdy materials and suitable fixtures.

Signage

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



By Krisandrah Crall (Own work) [Public domain]

Massing Elements

Building Design

Massing and Articulation

Overall Massing and Variation

1. 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.
2. Variety in form. Variety in building forms is encouraged rather than regularized repetition.
3. 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.
4. 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

- Utilities, air-conditioning units, trash bins, etc. Should be screened from pedestrian view - compare with current zoning ordinances.



By Krisandrah Crall (Own work) [Public domain]

Massing Variation - Pullman, WA



By Krisandrah Crall (Own work) [Public domain]

Articulation of the cornice - Pullman, WA



By Krisandrah Crall (Own work) [Public domain]

Classical Cornice on a new building - Pullman, WA

Building Design

Pedestrian Access

Intent

Pedestrian pathways shall be established in order to connect 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 opened to the sky or covered.



By Krisandrah Crall (Own work) (Public domain)
Wide pedestrian passages on campus - WWCC



Google Maps Image
Human scale passages between buildings - Bainbridge, WA



By Krisandrah Crall (Own work) (Public domain)
Pedestrian passage that also works as a public event and gathering space - Lewiston, ID

Building Design

Blank Walls

Intent

Blank, unembellished walls are not allowed. 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.



By Krisandrah Crall (Own work) [Public domain]

Large murals can be bold and functional - Idaho Falls, ID



By Krisandrah Crall (Own work) [Public domain]

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



By Krisandrah Crall (Own work) [Public domain]

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



By Tony Webster from San Francisco, California (Argyle Street) , via Wikimedia Commons
Painted streets to promote slower traffic. Streetwall helps to provide a sense of place and backdrop for an engaging urban space. Halifax, Nova Scotia, Canada

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 that need to be articulated and unified.
- Plantings and shade structures make the street attractive to shoppers.
- Crosswalks - Design - Promote safe and convenient street crossing with possible opportunities for university and city branding.

Paving - durable, relevant to improvements, attractive

- Sidewalk 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.



By AgnosticPreachersKid (Own work) [CC BY-SA 3.0], via Wikimedia Commons
Unified Design Elements - Washington, D.C.



CC Ken Lund
Tree lined street - Alexandria, Virginia



By Krisandrah Crall (Own work) [Public domain]
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 if existing street trees are damaged they shall be replaced with an equally mature tree.

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.

- Enhances the “Main Street” experience
- Calms traffic
- Avoid conflicts with storefronts and pedestrian path

The city of College Place’s Art Commission shall be involved in the selection and placement of are in public right of way.



By Alexander Basevanis (Flickr: Funchal Christmas Light) [CC BY 2.0], via Wikimedia Commons

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



By Timofej (Own work) [CC BY-SA 3.0], via Wikimedia Commons

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



By Krisandrah Crall (Own work) [Public domain]

Moose and calf pipe sculpture and Artistically designed bench - Lewiston, ID

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 a opportunities for artistic expression and collaborative opportunities.

Street furnishings include:

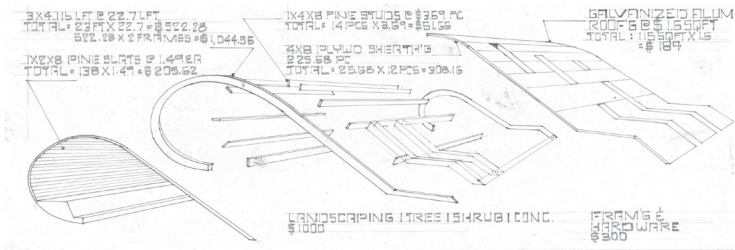
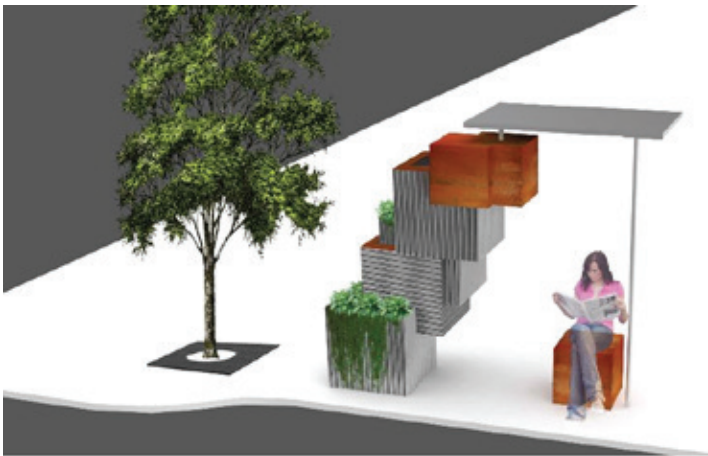
- Benches, trash receptacles, bike racks, bollards.
- Should have a UNIFIED look and be durable
- Provide seating, benches, bike racks, and trash receptacles at mid-block and intersections where it does not block the pedestrian walkway.
- Bus stops



By Krisandrah Crall (Own work) [Public domain]
Street furniture - Idaho Falls, ID



By Krisandrah Crall (Own work) [Public domain]
Street Furnishings can also be works of art



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

Districts, Public Spaces, and Designated Intersections

Zones

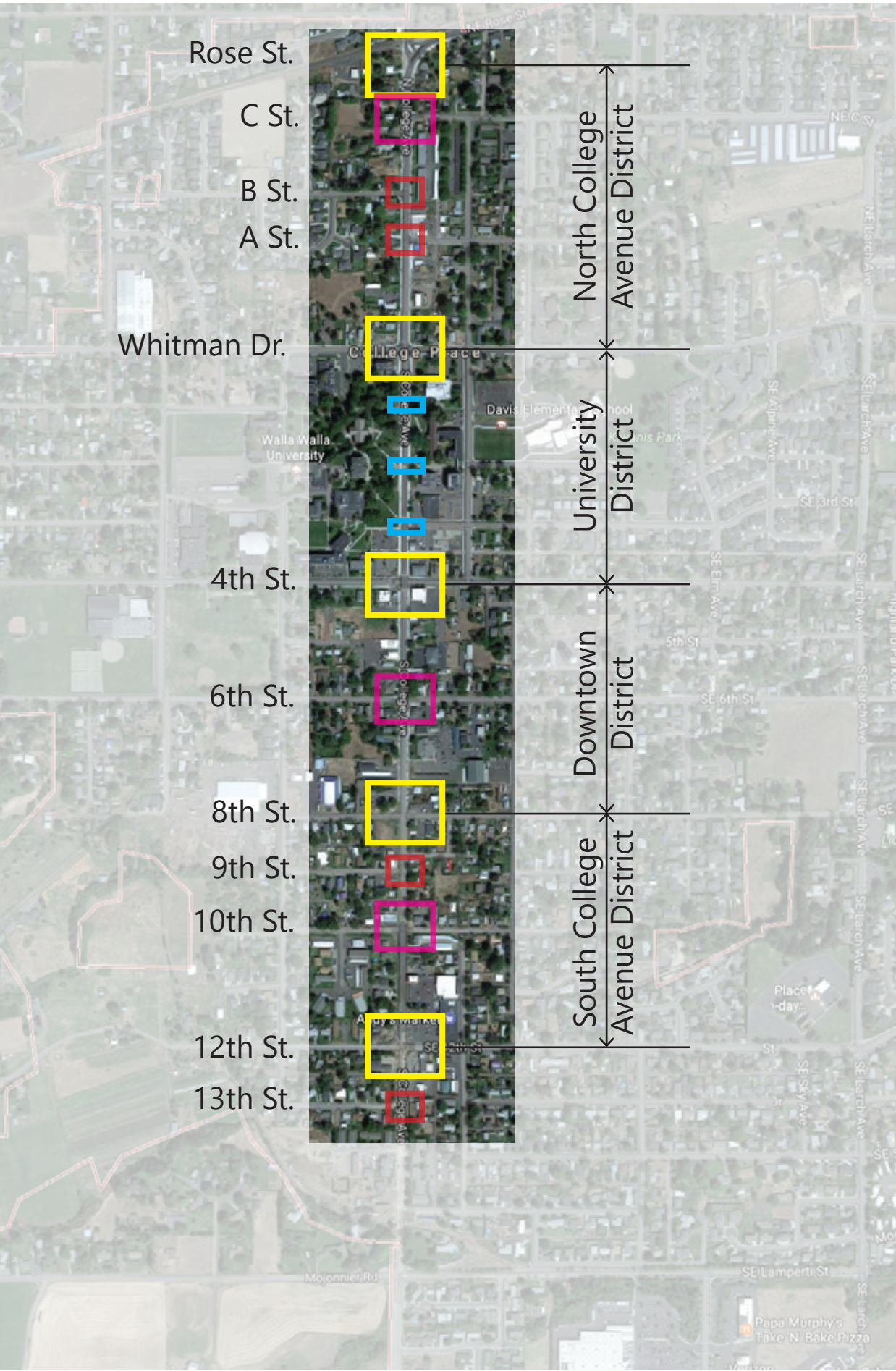
- Overall College Avenue District
 - Rose to 12th ~= 5,700 Feet 1.1mile
- North College Avenue District
 - Rose to Whitman ~= 1,700 Feet
- University District
 - Whitman to 4th ~= 1,300 Feet
- Downtown District
 - 4th to 8th ~= 1,300 Feet
- South College Avenue District
 - 8th to 12th ~= 1,300 Feet

- ## Major Intersections
- Rose and College
 - Whitman and College
 - 4th and College
 - 8th and College
 - 12th and College

- ## Secondary Intersections
- C and College
 - 6th and College
 - 10th and College

- ## Tertiary Intersections
- B and College
 - A and College
 - 9th and College
 - 13th and College

Three Major University Pedestrian Crosswalks between 4th and Whitman



Intent

To create “districts” along College Avenue that have their own character and break the street into pedestrian oriented zones. Provide an enhanced pedestrian experience created through gathering spaces at designated intersections. Rather than meeting the corner, new buildings should incorporate 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. Way finding signage shall designate these districts.



By Krisandrah Crall (Own work) [Public domain]

Art and seating in void normally spaces bring life to the street.



By Krisandrah Crall (Own work) [Public domain]

Wider sidewalks encourage a more leisurely pace allowing for outdoor seating, canopies, planters and street furnishings. - RCDI team taking a look around Walla Walla



Cities Officials involves:

Mayor: Harvey Crowder

Council Members:

Jerry Bobbitt, Michael Cleveland, Marge Nyhagen, Loren Peterson, Melodie Selby, Heather Schermann, Larry Dickerson

City Planning Commission:

Wrandoll Brenes-Morua, Eileen Davis, Scott Duncan, Ken Louderback, Dennis Olson, Monte Puymon, Brian Roth

City Administrator: Mike Rizzitiello

Planning Director: Jon Rickard

Prepared by: CO-chairs of RCDI Robert Krikac and Kathleen Ryan, Graduate Architecture Intern Krisandrah Crall, CAHNRS Undergraduate Interior Design Interns Karli Iseman and Maria Tatum, Undergraduate Landscape Architecture Intern Philip VanDevanter.

Presentation planning commission July 18, 2017

Presentation to city council Sep. 26, 2017

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

By Kathleen Ryan (Own work) [Public domain]

Community Workshop March 26, 2017

DRAFT Sep. 23, 2017

College Place Downtown Design Guidelines

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