

# DOWNTOWN PLAN

WALLA WALLA, WASHINGTON

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In 2012, the American Planning Association recognized downtown Walla Walla as one of the top ten Great Places in America, Neighborhoods Category, citing the guidelines as factors contributing to the success of the area.



Public art is used strategically to define gathering places.

## Downtown Strategic Plan and Design Guidelines

Walla Walla is a city of 29,400 on the edge of the Palouse Region in southeastern Washington. A well-established center for the agricultural economy in the region, the city is also home to Whitman College and regional health service industries. In recent years, robust winery businesses have added diversity to the city's economy. With this success, however, were questions about downtown's continuing role in the region. A cohesive plan was needed.

## The Process:

As a first step, Winter & Company led the community in a visioning charrette that established goals for downtown. Then, Winter & Company led a series of hands-on workshops to craft the individual plan components.



Plan result: Places for special activities are defined in the downtown plan. (Farmers market expansion)



Stakeholders engaged in hands-on community workshops, focus group meetings and one-on-one interviews to craft the plan for downtown Walla Walla.



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## Plan Highlights:

The strategic plan coordinates a series of key action items:

- » Land use plan, with different "themes of uses" for sub-areas
- » Strategy for corridors leading into downtown
- » Restoration design for Mill Creek
- » Automobile circulation improvements
- » Parking system
- » Gateway designs
- » Wayfinding system
- » Housing development strategy
- » Design guidelines for reinvestment
- » Business development strategy

## In Progress:

A new winery at 2900 Melrose has filed for a building application. Inland Washington LLC filed for a Conditional Use Permit Application to construct Traditions of Walla Walla, a 120 unit Senior Housing Development. The project site is adjacent to Applebee's and is located off Highway 125 and Village Way.

## SERVICES:

- » Analysis of existing conditions
- » Market strategy
- » Land use concepts
- » Traffic and parking plan
- » Streetscape hierarchy
- » Framework plan
- » Creek improvement design
- » Building and street guidelines

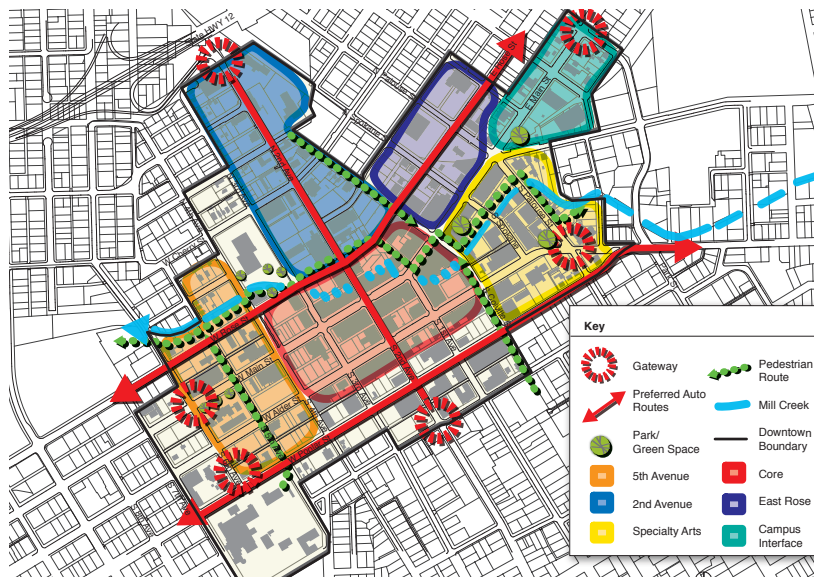
## CLIENT:

Timothy Bishop

DowntownWallaWallaFoundation

## DATE:

2003



*An Urban Design Framework Plan defines different sub-areas, with specific "use themes" to guide investment. Key circulation corridors for autos, pedestrians and bicyclists are defined, where special improvements are planned. Enhanced gateways define the boundaries of the area and Mill Creek is redesigned to be a linear amenity with a focus on in-town housing.*



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## Plan Results:



*Adaptive reuse of industrial building in the arts district.*



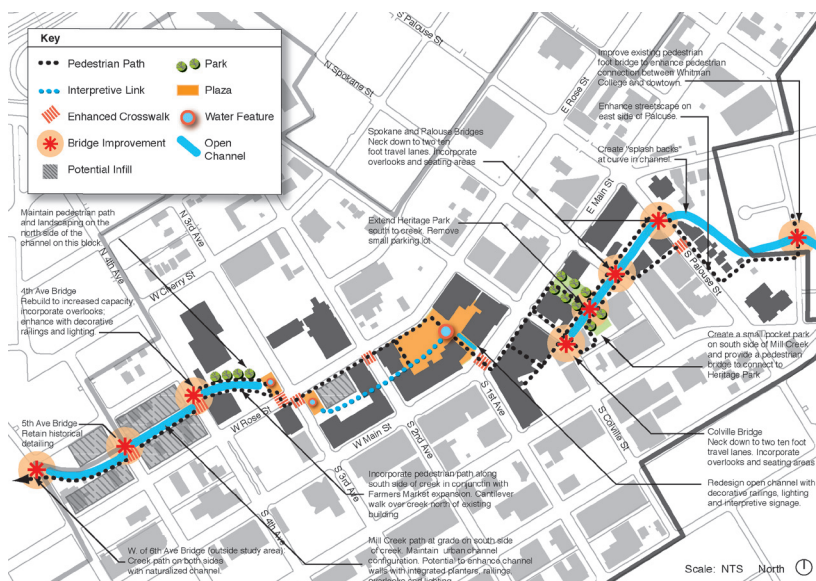
*New campus building.*



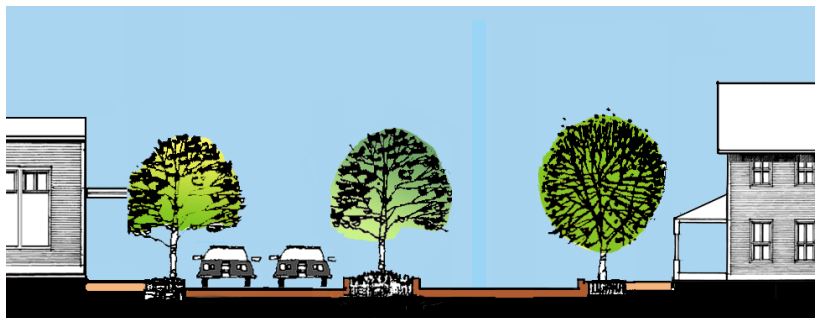
*New plaza development.*

## Results:

Downtown has strengthened its position in the region as the commercial and mixed-use center. Public investments in streetscape improvements continue, and private sector activity includes rehabilitation of many buildings and construction of new urban housing. The downtown partners are now engaged in follow-up stages of the design guidelines and parking system. The downtown organization, Downtown Walla Walla Foundation, continues in a leadership role with active engagement of the City government and other non-profit organizations. New multifamily housing has developed and local institutions have added new buildings in the downtown. An older industrial area has revitalized as a cultural district.



*The Mill Creek Accessibility and Improvement element of the downtown plan guides future development and channel improvements. A series of public plazas and overlooks attracts users to this alternative modes corridor.*



*Street sections are designed to enhance the pedestrian experience and give identity to different corridors.*



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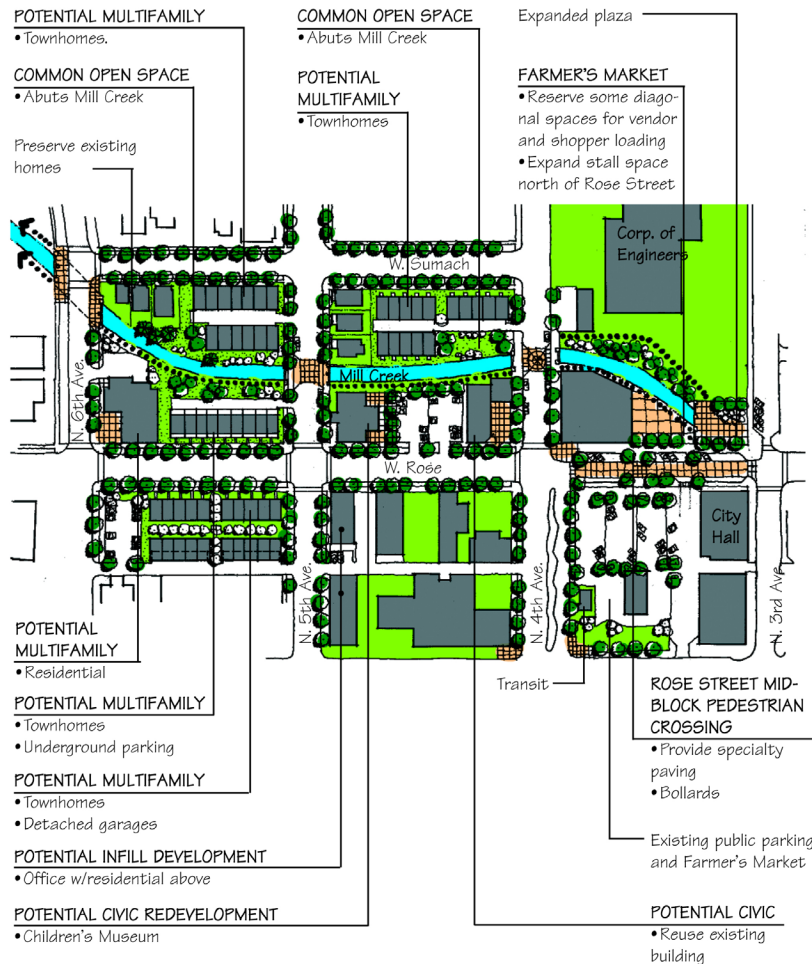
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## A SUCCESS STORY -- VUE 22 PROJECT



Plan results: New multi-family building along Mill Creek.



And another project under way...



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