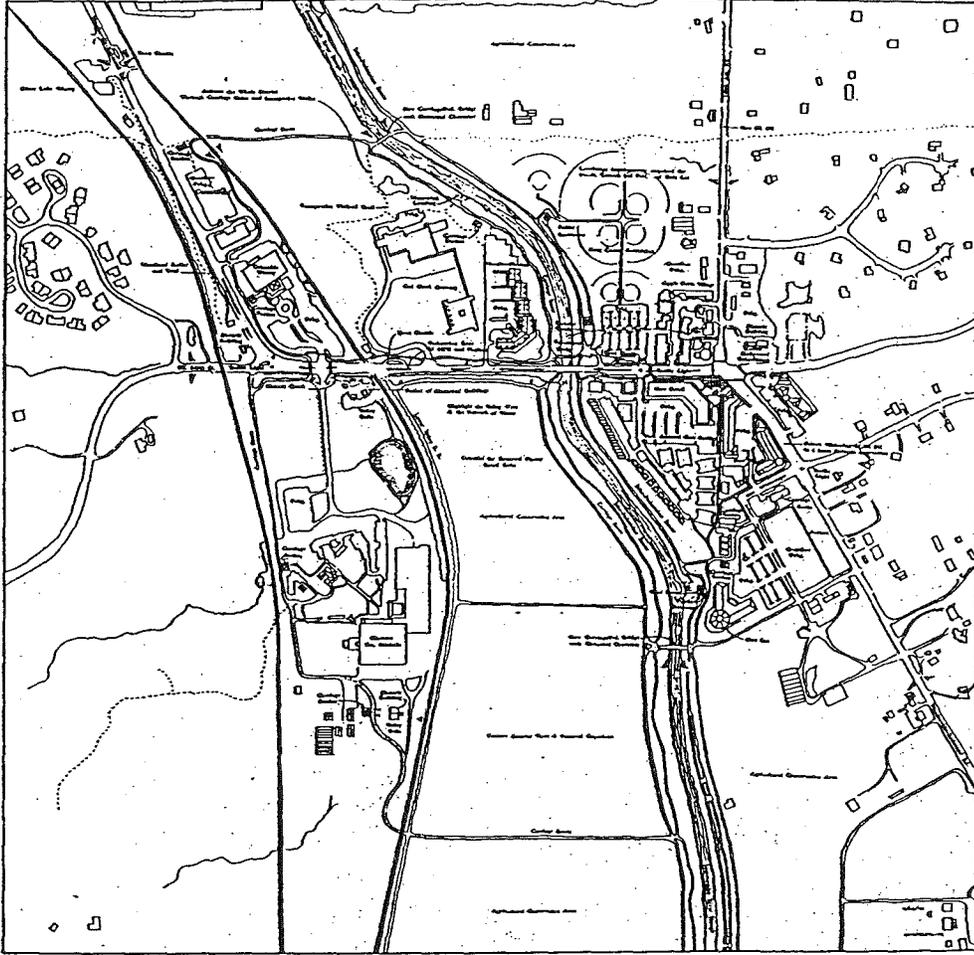


# City of Woodinville Tourist District Master Plan



Final Report

December, 1997





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## SECTION I EXECUTIVE SUMMARY

The City of Woodinville's Tourist District is located in the southern part of the city, and is comprised of the commercial area where S.R. 202 meets NE 145th Street. It is the location of several major wineries and a brewery, many smaller commercial entities, and several historical resources. Intersecting this commercial enclave, are a mix of recreational opportunities, including the Sammamish River Trail, and environmental attractions. All together, these elements combine to create a jewel of a destination attracting hundreds of thousands of people from across the state every year.

Until recently, the area developed on its own, the result of combined forces of history and the private market. Government and regulations have played a minor role; nor is the private sector itself organized to significantly direct the development of the District as a well-planned, sustainable tourist area.

This Master Plan seeks to provide a conceptual blueprint for the future development of the Tourist District. In addition to the many ideas collected for the plan, it also provides a physical map of the area. The ideas presented in this map are also conceptual in nature; in other words, ideas presented in the plan are shown on the map, but the actual location and indeed, the implementation of each idea are subject to many forces and may eventually be located elsewhere in or around the District.

The Master Plan presents a study of the existing district, develops goals and policies for its future development, assesses its strengths and weaknesses as a tourist destination, and recommends a series of ideas that might be implemented to make the Tourist District achieve its goals. Of major concern are types of land uses allowed in the District; transportation in, around, and to the District; main street improvements and design; alternative modes of circulation; and access to recreational amenities.

This Master Plan is the result of many meetings between the City of Woodinville and the citizens, property owners, and business leaders of the Tourist District area. It has been reviewed and approved by both the City's Planning Commission and its City Council. The result of a public/private collaboration, this plan encourages continued public/private cooperation at the implementation level, and, in this time of strict budgetary concerns, even relies on that partnership for many of the elements associated with the plan. Working together, Woodinville's citizens, businesses, and government can lead its Tourist District into a sustainable twenty-first century enjoyable for all. This Master Plan will help us accomplish this goal.



## SECTION II EXISTING CONDITIONS

The information contained in this section of the report is based primarily upon information collected by City Staff and made available to the Consultant for review. See Bibliography for a listing of resources considered.

### Goals and Policies for the Tourist District Master Plan

Goals and policies have been developed for the Woodinville Tourist District Master Plan. The text of goals and policies is as follows:

#### *Goals and Policies*

GOAL 1. Provide for a variety of uses that are appropriate to the Tourist District, building on its agricultural past, recreational opportunities, and underlying zoning.

POLICY 1-1. Encourage the location of business types appropriate to the Tourist District, such as listed in section 21.38.065 of Woodinville's Zoning Code.

POLICY 1-2. Revise conflicting zoning designations, while allowing for the location of businesses in the underlying zone, where appropriate.

POLICY 1-3. Identify and preserve historic structures and sites, such as the Hollywood Schoolhouse.

POLICY 1-4. Allow for the re-creation of structures representing businesses that fit the character of the District and further its goals.

GOAL 2. Support economic development, particularly businesses that fit the character of the District and further its goals.

POLICY 2-1. Work with the businesses and the Chamber of Commerce to promote the Tourist District.

POLICY 2-2. Work with King County to place directional signs on the trail that will attract trail users.

POLICY 2-3. Work with other jurisdictions to promote a regional network of tourist activities.

POLICY 2-4. Encourage the location of businesses to the area that further the goals of the Tourist District.

POLICY 2-5. Outfit the major gateways to the district with new, low-key, attractive signage indicating entry to the District.



POLICY 2-6. Support promotional activities, such as creation of a brochure and advertising in regional publications, that publicize the District.

GOAL 3. Create an aesthetically pleasing and attractive atmosphere.

POLICY 3-1. Adopt architectural design guidelines to aid developers in understanding the City's vision of the Tourist District. Design guidelines should help commercial structures incorporate designs that fit in with the historic, small scale, agricultural, and rural life.

POLICY 3-2. Enforce regulations pertaining to pedestrian-oriented streets on SR 202, as developed in the city's Design Principles. Regulations for all other streets in the Tourist District (NB zone are also provided).

POLICY 3-3. Review and revise as necessary the development guidelines currently presented in the Zoning Code, section 21.38.065(4).

POLICY 3-4. Create pedestrian friendly boulevard-type main street on NE 145th Street that incorporates the following elements: pedestrian paths/trails, informal northwest landscaping, old-fashioned street lamps with hanging plants, benches.

POLICY 3-5. Encourage developments to provide public open space.

POLICY 3-6. Preserve scenic views, such as those of the river and the valley.

POLICY 3-7. Encourage the undergrounding of overhead utilities.

GOAL 4. Provide recreational opportunities that make use of existing resources.

POLICY 4-1. Protect environmental quality, especially the water quality of the Sammamish River.

POLICY 4-2. Allow for uses along the Sammamish River that make use of the river.

POLICY 4-3. Support King County's Greenway Plan to construct a trail on the west bank of the river.

POLICY 4-4. Encourage the development of the Tolt River Pipeline as a functioning, multipurpose trail.

POLICY 4-5. Support the location of other uses to the area that provide other types of recreational opportunities.

POLICY 4-6. Preserve open spaces, such as the Sammamish River corridor.

GOAL 5. Maintain links between the Tourist District and the rest of the city, especially the city's Town Center Neighborhood.

POLICY 5-1. Encourage the implementation of a trolley that circulates through the District and connects the District to downtown.



POLICY 5-2. Support tourist-related businesses that are located in other parts of the city.

GOAL 6. Provide for pedestrian safety.

POLICY 6-1. Require pedestrian pathways with new developments to provide pedestrians with continuous dedicated walkways.

POLICY 6-2. Provide for a pedestrian-safe bridge crossing on NE 145th Street over the Sammamish River.

POLICY 6-3. Pursue the reduction of speed limits on SR 202 to 25 mph within the Tourist District.

POLICY 6-4. Provide for off-street trails for pedestrian travel to connect sidewalks, businesses, major trails, and neighborhoods.

POLICY 6-5. Encourage the safe pedestrian crossing of SR 202 and 145th Street with striped crosswalks.

POLICY 6-6. Oversee the eventual placement of a signalized crosswalk between Chateau Ste. Michelle and Columbia wineries.

GOAL 7. Alleviate growing traffic problems within the District's boundaries.

POLICY 7-1. Direct through-traffic to bypass the District.

POLICY 7-2. Reroute SR 202 from Woodinville-Redmond Road to 148th Avenue NE/140th Place NE.

POLICY 7-3. Work with King County to provide adequate parking for users of the baseball fields.

POLICY 7-4. Consider the construction of a public parking lot for the area. This would also function as a destination for the trolley and a park & ride facility.

GOAL 8. Support the usage of alternate modes of transportation as main modes of travel in the District.

POLICY 8-1. Support usage of the Sammamish River Trail, as well as the development of a multipurpose trail system. Such a system would link the Sammamish River Trail with the Tolt River Pipeline, trails on private property such as Redhook, and links to neighborhoods. The trail system would provide circulation and recreation opportunities for non-motorized traffic.

POLICY 8-2. Provide a new Sammamish River bridge crossing to accommodate non-motorized traffic.

POLICY 8-3. Encourage use of the trolley as an alternative to driving around the district and to downtown.

POLICY 8-4. Work with Metro on providing transit service to the area.



POLICY 8-5. Encourage the sharing of private parking lots to better allow walking, biking, and riding.

POLICY 8-6. Encourage and provide bicycle facilities, such as separated bike paths and secure, weather-protected bicycle racks where feasible.

GOAL 9. Encourage public participation in planning for the Tourist District.

POLICY 9-1. Create a Citizens Advisory Panel (CAP) made up of business and land owners to aid in planning for the Tourist District.

POLICY 9-2. Encourage the creation of a Tourist District (Business) Association to create an organization of private citizens and businesses to carry on the goals of the Tourist District and serve as a partner with the City in implementing programs and policies.

## Tourist District Boundaries

Currently, the Tourist District Overlay is applied to one contiguous area in the southeastern corner of the City. The Tourist District spans the Sammamish River at 145th Street and takes in the development surrounding two major intersections on Woodinville-Redmond Road. The Tourist District is approximately 186 acres in size and generally bounded by the Tolt River Water Main to the north, the city limits to the east and south and Burlington Northern rail lines to the west.

## Land Use

### *Existing Land Use*

Existing land use within the Tourist District includes the Chateau Ste. Michelle and Columbia Wineries, and the Redhook Brewery west of the Sammamish River. The portion of the Tourist District located east of the river includes the Hollywood Schoolhouse, two small shopping centers, a convenience service station, the Sammamish Valley Grange, multifamily housing and an electrical sub station. In addition to the developed properties, there are a variety of vacant properties scattered throughout the Tourist District.

Existing development surrounding the Tourist District includes residential development to the west and east, agricultural lands in unincorporated King County to the south, industrial development and a King County playfield to the north.

Figure 1 indicates the distribution of existing land use and major developments.

### *Comprehensive Plan Designation*

The City of Woodinville Comprehensive Plan was adopted in 1996. The future land use map designates land within the Tourist District as Industrial west of the Sammamish River, and predominantly Neighborhood Business east of the river with some Medium Density



Multifamily just east of the river and Public/Institutional where there are public facilities (see Figure 1 - Existing Land Use). The Land Use Map also shows the Tourist District boundaries.

### *Existing Zoning*

There are four zoning classifications which can be found within the Tourist District (see Figure 3). The area east of the Sammamish River is zoned R-12 (Residential-12 units to the acre), NB (Neighborhood Business), and Public/Institutional. The area west of the river is zoned I (Industrial). The Tourist District itself is an overlay zone which carries with it a greater variety of permitted land uses for each of the underlying zones, but additional site development requirements and design considerations.

The types of uses which are permitted in addition to those of the underlying zoning include: wineries/breweries; arts and crafts; bakeries, confectionery and other specialty foods; tourist-related retail; theaters, museums and outdoor performance; lodging; conference centers; restaurants; antique stores; art dealers; and river-related uses. The following section describes some of the design standards associated with the Tourist District Overlay.

### **Design**

Section 21.38.065 of the Woodinville Zoning Code establishes specific development standards that must be met within the Tourist District Overlay. In addition to these standards, development within the Tourist District is also subject to the city's Interim Design Principles.

### *Architecture*

There are a mix of architectural styles within the Tourist District. The existing wineries represent a chateau character with surrounding landscaped gardens. Redhook Brewery's architectural style is more modern than the wineries. With the exception of the Hollywood Schoolhouse, the eastern portion of the Tourist District has a more contemporary, commercial theme. However, even this newer commercial development gives a nod to the chateau theme by incorporating large gabled roof forms.



Figure 1 - Existing Land Use

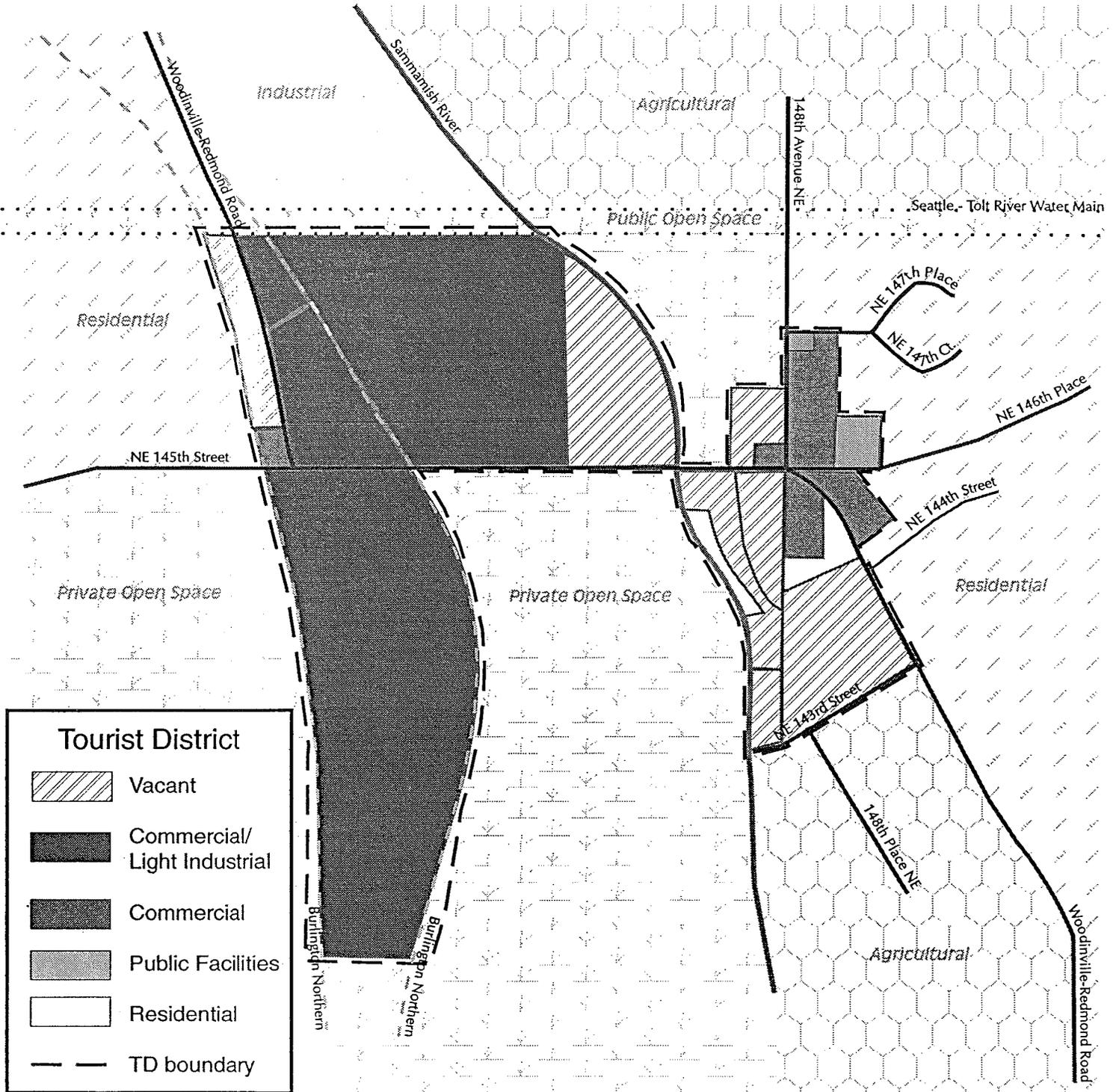




Figure 2 - Future Land Use

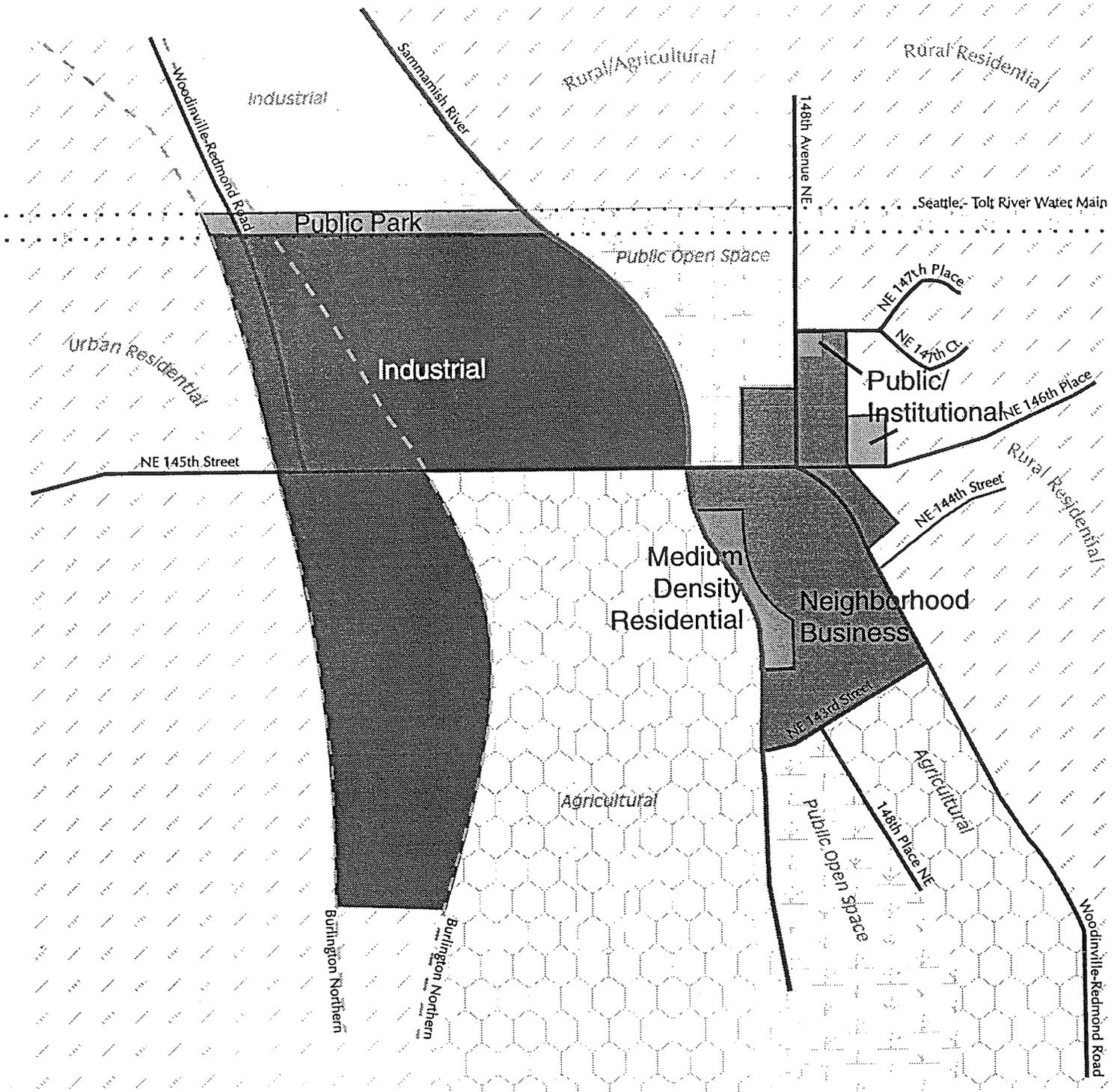
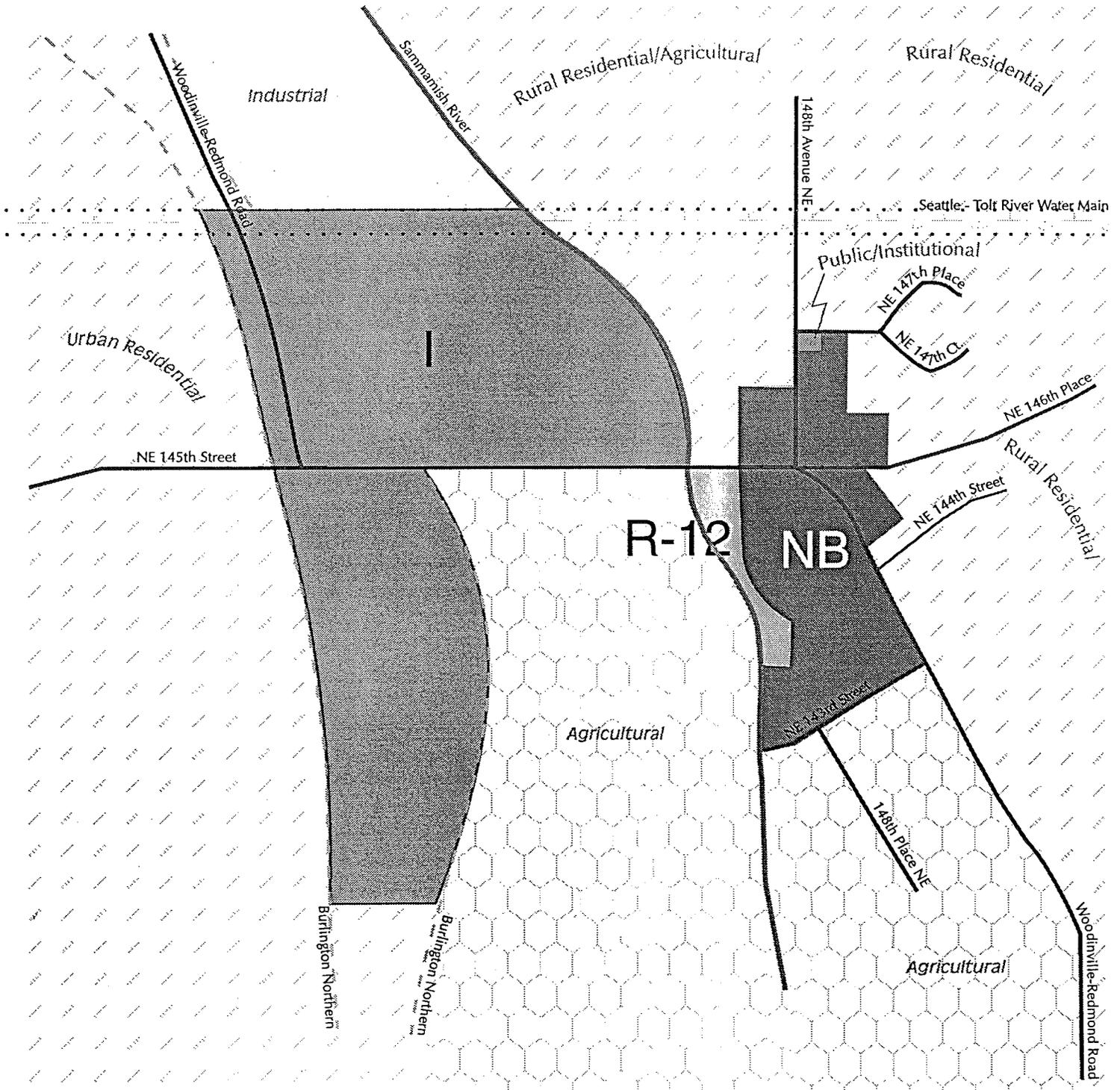




Figure 3 - Existing Zoning





The Tourist District Overlay development standards specify that building architecture, including design, materials, and bulk and scale shall be compatible with the recreational, agricultural, and tourist character of the surrounding uses. There is a 45' height limit within the district, and pedestrian-friendly building facades and open spaces are required as a part of new developments.

### *Streetscape*

There is currently no formalized streetscape within the Tourist District. There are few areas with sidewalks and no street trees. In some areas, a trail has been developed, while in others sidewalks are provided. The Tourist District Overlay standards address the importance of developing a streetscape within the Tourist District.

All development with frontage on SR 202 is subject to the Interim Design Principle regulations for pedestrian-oriented streets. All developments within the Tourist District are to provide a 10-foot wide Pedestrian Space as defined in the Interim Design Principles (or 10' of pedestrian-oriented landscaping), and a 10' sidewalk/bike path. The planting of street trees is also specified along street frontages.

### *Signage*

There are specific sign standards within the Tourist District Overlay. These standards specify monument signs as the only type of permitted free standing signs and prohibit internally lit signs. The size of signs and their location on the site and on building facades is also defined. Decorative flags and banners are permitted as long as they do not serve as a form of advertisement. Billboards, portable, or message changing signs are also prohibited in the District.

### *Landscaping*

Existing landscaped areas within the Tourist District range from the minimal standards to the elaborate, formal gardens associated with the Chateau Ste. Michelle Winery. The street frontage along the brewery has landscaping that promotes a natural, informal, landscaping style that contributes to the open, rural character of the area. Other significant landscape features are the natural features of the Sammamish River and views south to Mt. Rainier. The agricultural lands also contribute significantly to the character of the existing landscape by providing a vast open space accentuating the valley to the south.

According to the Tourist District Overlay development standards, landscape design within the Tourist District shall facilitate pedestrian, bicycle, and vehicular traffic flow between major project phases and individual development and any adjacent tourist oriented uses. Buffering is required between adjacent sites, a minimum of 15% of parking lot area shall be landscaped, and parking lot landscaping also must include at least one tree for every four parking stalls.



## Transportation and Parking

Transportation to, from and through the District is predominantly by private automobile. There are large parking facilities associated with private development and one public parking area associated with the King County playfields. The Sammamish River Trail provides pedestrian and bicycle access to the site and is part of a regional trail system. Burlington Northern rail lines serve the Tourist District and specifically bring tourists to the district on the popular Dinner Train service which stops at the Columbia Winery property and occasionally at Chateau Ste. Michelle.

State Route 202 runs through the Tourist District and this route is currently congested. Turning movements are difficult at each of the two major intersections, and there is concern for pedestrian/bicycle safety. There are a number of planned improvements for transportation facilities serving the Tourist District, including the construction of a new bridge over the Sammamish River with pedestrian facilities.

There are no specific plans to develop additional public parking facilities. On a day-to-day basis, existing parking facilities essentially meet the needs of the development they serve. However, during major events within the Tourist District, the capacity of these facilities is exceeded.

## Open Space and Recreation

In addition to the Sammamish River itself, the Sammamish River Trail is an important regional recreation amenity. The King County ballfields provide the opportunity for organized sports. Some people utilize the park-like setting of the Chateau Ste. Michelle Winery grounds for passive recreation including picnicking. A trail on the west side of the Sammamish River is planned for equestrian use, and the City is currently developing the Woodinville Valley Trail, which connects the Sammamish River Trail with the Tourist District.

The agricultural lands to the south of the Tourist District are protected through King County's agricultural land preservation program and serve as an open space feature for the site. These lands also are the site of the city's annual Fourth of July fireworks display. Other events are held at the wineries and the brewery throughout the summer months.

## Historic and Cultural Preservation

There are existing historic buildings and properties within the Tourist District. These include the Hollywood Schoolhouse, the Stimson house and grounds, and the Hollywood (Mabel's) Tavern. These properties are located on scattered sites within the Tourist District. All are currently being well cared for and utilized for events and business activity.

## Economic Development

The Woodinville Chamber of Commerce has an exciting Tourism Development Program which is in its second year of operation. This program markets the City of Woodinville in general as a



tourism destination and highlights tourist activities within the Tourist District. Through this program, collective advertising, and marketing brochures have been developed.

The City as a whole is experiencing a development boom with not only residential, but significant commercial development. This commercial development is primarily associated with the Downtown area and the new retail complex currently under construction. Within the Tourist District, the Columbia Winery and Redhook Brewery have both recently completed expansion projects. Several new proposals for developments within the District are also in the works.



## SECTION III NEEDS ANALYSIS

### Stakeholder Interviews

Communicating with key community leaders is an important part of the inventory stage of the of the City of Woodinville Tourist District Master Plan. Through a series of one-on-one stakeholder interviews, key issues and opportunities for the Tourist District begin to be identified. By identifying issues and opportunities early on, they can be built into the development and analysis of the Master Plan.

A series of stakeholder interviews was conducted as a means of identifying the community's goals for the Tourist District Master Plan. A diverse group of individuals was interviewed representing local government, real estate, economic development, land owners, historic preservation, and area residents. Approximately 20 people were interviewed. Each interview was based on a standard set of questions that can be found in Appendix A.

The responses to the one-on-one surveys are summarized below, generally organized by the actual interview question topic areas. These responses are a collection of individual opinions. While there was much consensus of opinion, there was also diversity. The summary attempts to present both the degree of consensus and breadth of answers to each of the interview questions. Responses do not necessarily represent the opinions of the Consultant, the Citizens Advisory Panel, or the City of Woodinville.

#### *Strengths of the Tourist District*

Some see the Tourist District Overlay as a method for developing an identity and recognition for the Tourist District, especially once the District is named. The overlay gives the area a purpose, something for the community to work toward.

The most obvious strengths of the Tourist District are the larger players: Chateau Ste. Michelle, Columbia Winery, and Redhook Brewery. These anchors are well-established and attract many visitors every year. Chateau Ste. Michelle holds summer outdoor concerts on their lawn which can seat about 1,500 people. Columbia Winery is a popular place for weddings and has banquet facilities. Redhook Brewery just completed a small amphitheater and has offered the place as a venue for community events that the city may plan.

Many felt that the Tourist District has a lot of potential for development, especially in attracting more wineries or breweries. The Tourist District is generally easily accessible, although the corridors are not developed for high capacity. The District is fortunate to have the city plan several events, such as the fireworks display for July 4th, the Wine Festival, the Family Fun Festival, and other festivals.

The natural setting of the Tourist District was also seen as an advantage, especially the views, the open space, the Sammamish Trail, and the Sammamish River. Many people drive through the valley to enjoy the scenery, or use the trail. Much of the land is still undeveloped, making



the area green with a rural quality. The Tourist District is fortunate to have the JB Sod company lands which are part of the King County Ag. Land Preservation Program because it provides a stretch of open land that will not be developed.

Other attractions identified include the Hollywood Schoolhouse, which is a historic element in the Tourist District that has the potential to draw people, especially locals. The Washington Dinner Train also brings many people to Woodinville, with a stop at the Columbia Winery.

An exciting development mentioned is the SR 202 Heritage Corridor Plan which may help the Tourist District by attracting more people to the area. It will be important to work with the SR 202 committee to develop ways to tie the Tourist District to the plans for SR 202. As part of the SR 202 corridor plan, a tourist brochure will be developed.

### *Challenges of the Tourist District*

Traffic is a major concern for people — especially at intersections during peak hours. For example, when the Chateau has a concert, often the traffic is backed up for miles. The existing roadways, are only a few lanes and are not designed to handle a large number of vehicles. It was mentioned that the intersection of SR 202 and 145th Street should be widened. Some people felt that recent intersection improvements have already reached capacity, making it difficult to determine what kinds of solutions would work.

One person thought that instead of alleviating the traffic by adding more lanes, a solution would be to restrict the flow to force people to find a different route. The suggestion was to install traffic signals within this segment of SR 202 to discourage pass-through traffic.

Parking was also identified as a major challenge when many people come to the District at once for an event. Currently, METRO does not provide service to the Tourist District. Pedestrian safety was another cited concern. Some people felt that the goals to encourage pedestrian movement within the area could result in increased conflict if facilities are not adequate.

Advertising and marketing is a challenge for the Tourist District as a collective entity. Although there is some coordination being done through the Chamber of Commerce to market Woodinville as a tourism destination, nothing is being specifically done for the Tourist District.

One stakeholder mentioned that the Tourist District does not have many support services for tourists, such as ATMs or lodging. People visit during the daytime and then leave. Encouraging people to stay into the evening has been difficult, because there are no overnight facilities and few restaurants. Another person commented that tourism does not have to be visitors from far away, but could also be local tourists.

Tourism, by nature is also seasonal, and some stakeholders noted the challenge of keeping visitor rates up on a year-round basis.

Some people felt the overlay designation itself was a challenge to overcome. One property owner feels that it is limiting because tourist businesses may not be attracted to the area. Another concern was that the overlay may impose too many restrictions. A few property owners mentioned that development is difficult because mitigation is required. However, many



standard development impact mitigations would be required whether or not there is an overlay.

### *Activities to Attract More Visitors*

Festivals were mentioned as one way to attract more visitors to the Tourist District. The Family Fun Festival was mentioned for example. Other types of festivals which are related to Woodinville could be encouraged such as a hot air balloon festival, bike festival, or food and wine festival. Typically, it is one entity that plans the event, but more coordination between several entities could attract more people.

Many people suggested a year-round market in the Tourist District to attract local people as well as visitors. Currently, there is a farmers market at city hall, although there was some discussion about moving it to the Tourist District. However, some people see it as a community building activity and would not want it to become part of the Tourist District.

The activities should not detract from the current attractions (winery and brewery), nor should they compete with downtown development

Pedestrian, bicycle and equestrian trail improvements could encourage more people to walk around the Tourist District. These trails could be extended to downtown, to help link the two areas. Currently, the circulation for pedestrians is difficult and dangerous. A boat ramp or dock could be an added attraction. A canoe rental shop is another idea. The development of camping facilities in the tourist district was mentioned by one stakeholder.

Supportive services for non-motorized users were identified. The trail could have rest stops and restrooms. Picnic or rest areas are inviting and could also help bring in more people.

Improving the appearance of the Tourist District may be one way to encourage more visitors. More plantings and landscaping is one way to make the district more physically attractive. The design could be carried throughout the city, helping to tie the area together. Sponsoring clean-ups along the road or planter boxes to beautify the district was mentioned.

### *Businesses to Encourage*

Many people felt that additional wineries and breweries should be encouraged to create a cohesive market in the area. Silver Lake Winery has begun plans for a winery across the street from Columbia.

In keeping with the wineries and breweries, many people suggested more restaurants, especially upscale ones. Some type of lodging should be encouraged, such as a hotel or bed and breakfast.

Keeping the area unique is an important factor, and understanding that this is a strength of the Tourist District. Instead of offering things that can be found elsewhere, the businesses should offer more unusual things. People would like boutique businesses and other types of small retail, bakery, cheese shop, art shops, gift shops, and craft shops. Places to rent bicycles or canoes would allow visitors take advantage of the trail and river. One person suggested



developing a place for artists. A spa was another idea, capitalizing on the idea of Woodinville as a retreat from the city.

One stakeholder felt that instead of attracting tourists, the first step would be to attract people in general. For example, a supermarket would attract the residents who live in the area. One person mentioned that offices should be discouraged.

### *Boundaries of the Tourist District*

In general, most of the stakeholders felt that the current boundaries were appropriate. Some questioned why the eastern part of the district was included, although they understood that it follows the city's boundaries. Several people thought the boundaries could be expanded, and the Sterling Winery site was mentioned, specifically. Others felt it was too late to extend the boundaries, because warehouses have recently been built.

Some stakeholders were familiar with the City's consideration of the potential for the overlay to float. Those who were familiar with this concept were supportive of it.

### *Gateways to the Tourist District*

It was difficult for people to determine the location of the gateways to the Tourist District. Some people chose the Columbia Winery or Chateau Ste. Michelle because they are landmarks. Many people chose the edges of the Tourist District. Other gateways could be the Sammamish River.

Some stakeholders recommended that the gateways should be used to focus the overall identity of the Tourist District. A theme for the district is seen as one way to define the gateways and the district. The theme should not be too kitschy (*not* Leavenworth) — but something to tie everything together.

The specific gateway locations that were identified included: 145th by Ste Michelle, 148th at Hollywood School, the equestrian path on the west side, 145th and 148th, and Woodinville-Redmond Road where it crosses the district boundaries.

Generally, people mentioned signage and landscaping as ways to create a gateway. Another suggestion was to create a visual impact without using a sign. Developing an area that compels people to stop — a cluster of interesting shops, or an interpretive stop.

### *Links between Tourist District and Other Attractions*

Links between the Tourist District and downtown are difficult because there is a long distance between them. There is no visual link between the two areas. Many stakeholders suggested a trolley or some sort of transportation system. Another idea was to create a loop with 140th Street. A key point is that the downtown and the Tourist District work with one another. The wineries and brewery are doing their own individual marketing, but joint marketing would help link the Tourist District to the rest of the city.



Events that bring people from one area to the next could help to develop the idea that the two are somehow connected. Visual clues may be necessary — such as small pocket parks along the Woodinville-Redmond Road from the Tourist District to downtown.

Signage is one way to link the Tourist District to downtown. It was suggested that there be signs to tell people who are downtown where they can find the Tourist District and vice-versa. The downtown also has tourist attractions such as Molbak's. Advertising, brochures, and other types of promotion may help people to learn that there is more than just the Tourist District.

A bike lane on SR 202 could also help link the downtown to the district. More links to the trail, and a trail from the Sammamish River Trail to the Hollywood Schoolhouse could also encourage people to move through the District.

Linking the district to the trails is also important. A new pedestrian bridge is planned that should help create a direct link from the trail to the Tourist District. Creating a loop by expanding the pedestrian trail is also a consideration. Turning the King County park, which is across the river, into a more vibrant park may also help to attract more people into the district.

### *Vision for the Tourist District*

The vision for the Tourist District varied greatly depending on the concerns of the stakeholders. In general, many people hoped that the Tourist District will develop an identity and that the physical appearance of the District would improve with more landscaping and signage. Another person hoped that the Tourist District would have the capacity to allow people to move in and out of the District quickly, parking would be kept to a minimum, and new development would be kept low to protect the views of Mt. Rainier. Keeping the area unique is an important consideration. Most do not want the district to become too commercialized.

One person hoped the Tourist District would become an active area with people moving back and forth between both sides of the river. More access to the Sammamish River was envisioned — maybe a promenade along the river with adjacent picnic areas and a unifying theme. It would be easily accessible, and a place where people (tourists and locals) can enjoy the wildlife and a range of recreational and entertainment activities. Special events in the Tourist District would occur frequently to enliven the District.

A Gillman Village type of design was suggested by one person. Another person hoped the District will become a lively place, especially during the evening. Currently, most people come during the day.

A place that draws people from all over the world. Woodinville's identity should be linked to the tourist attractions.

### *Future Plans*

It would be important to have private-public partnerships in future plans for the district. Another partnership that should be encouraged is between the Tourist District and the downtown, especially in joint promotion.



Currently, the King County Heritage Corridors Program is conducting an inventory of tourist resources.

The Historical Society would like to find a permanent home.

Chateau Ste. Michelle is combining the art of wine making with fine art. They will be putting a Dale Chihuly exhibit in their facilities. They would like to build an outdoor amphitheater, something like a small Hollywood Bowl, with venues like ballet or orchestra.

Argosy Tours and the Gray Line of Seattle will soon be making Columbia Winery a stop on one of their tours. Columbia has also just finished remodeling their facilities. They would like to keep their banquet facilities full.

## Issues Identification

This section presents issues which have been identified for study and recommended action within the Tourist District Master Plan.

### *Tourist District Boundaries*

- Should the boundaries remain as they currently exist?
- If the boundaries should be modified, then where and why?
- What should the criteria be for establishing the appropriate application of the Tourist District?

### *Land Use*

- Are currently underlying zoning designations appropriate?
- Are there any potential land use issues to resolve in this project? For example, potential land use incompatibilities.
- Do the Tourist District regulations allow for enough and appropriate types of uses?

### *Design*

#### **Architecture and Urban Design**

- Should specific design guidelines be developed for the Tourist District and if so what should they cover?
- Should a specific design theme be adopted?

#### **Streetscape**

- Should a streetscape plan be prepared?



### Signage

- Are the current sign standards adequate?
- How should gateways be treated with signage, artwork, landscaping, etc.?

### Landscaping

- Are the current landscaping standards adequate and appropriate?

### *Transportation and Parking*

- What are some options for roadway and intersection improvements to address traffic congestion within the Tourist District?
- Can a trolley and/or other public transit service be implemented?
- Are there additional non-motorized improvements which can be identified for future expansion of existing trail network?
- How can more parking for special events be accommodated within/near the Tourist District?

### *Open Space and Recreation*

- Can opportunity sites be identified for increased recreational facilities such as water access, supportive services, etc.?

### *Historic and Cultural Preservation*

- What role do the historic properties play within the district and how should be linked with other historic properties in the community?
- Should the Woodinville Historical Society be located within the District and if so where?

### *Economic Development*

- Develop a strategy for implementation of the Master Plan and identify roles and responsibilities and an overall timeline.
- Are there opportunities for public/private and private/private partnerships?
- What can be done to promote year-round activity in the district?

### Case Study Communities

The following case study communities were identified by the Consultant and the Advisory Committee. Each of the case study communities have certain attributes which are similar to the Woodinville Tourist District. The attributes that were considered to identify potential case study communities included: relative size, wineries/breweries, rural open space, recreation trails, riverfront property, historic properties/districts, nearby industry, and implementation of



design standards/themes. Information regarding the case study communities is presented on the following pages.

# Healdsburg

**Population in 1990:** 9,469

**Main Attractions:**

Wineries  
Historic Downtown  
Antiques and Crafts

**Number of Visitors per year:** 750,000

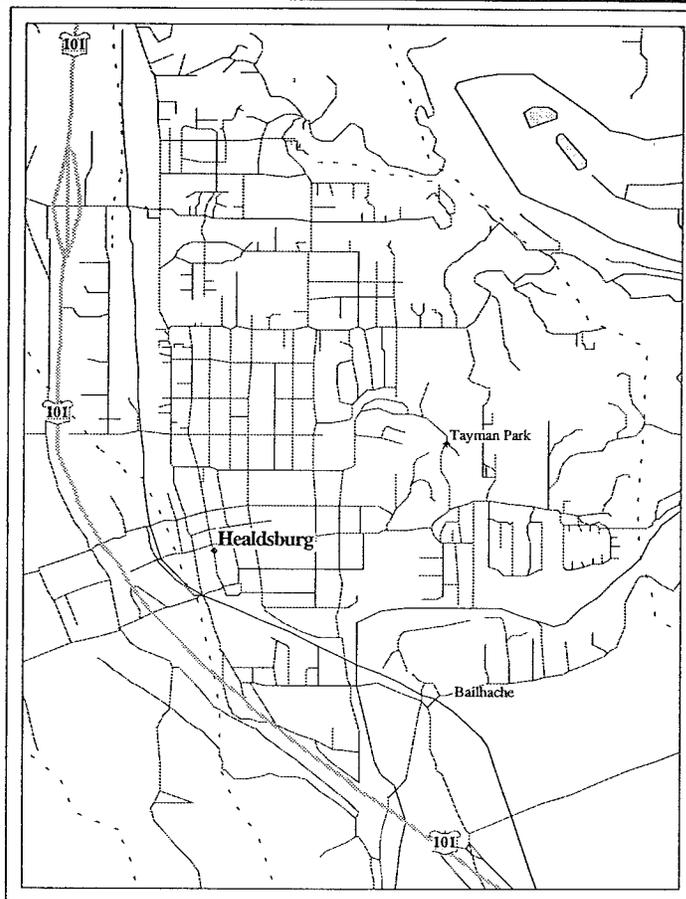
**Number of Wineries:** 26

**Lodging:**

**Motels** - 4 (200 rooms)  
**B&B's** - 16 (125 rooms)

**Economic Base:** Wineries and lumber

**Web Site:** <http://www.hbg.sonoma.net>



Healdsburg is located 70 miles north of San Francisco in the Russian River Region. The city is part of Sonoma County and lies just north of Sonoma Valley. In some ways, it competes with the more popular Sonoma Valley. Healdsburg is sometimes referred to as the Wine Capitol of California, in part because the Russian River Wine Festival has been held in the town's plaza since 1972.

The town of Healdsburg is arranged around a classic Spanish-style plaza that is ringed with unique restaurants and retail shops. The town describes itself as "an open air museum, its buildings, streets, and parks as artifacts without captions in an ever changing exhibit." Many of the city's homes were built at the turn of the century.

Healdsburg Memorial Beach on Old Redwood Highway is a

favorite spot for swimming, fishing and boating on a scenic stretch of the Russian River. Healdsburg also has many antique shops, parks, and restaurants. A seasonal farmer's market offers fresh produce.

The city has several walks that visitors can take. The city arborist developed the "Tree Walk of Healdsburg," which is a self-guided tour of the trees in the historic Plaza Park. There is also an annual historic homes walk.

**Marketing Activities**

Promotional and marketing efforts are combined with the Healdsburg Downtown Business District; Healdsburg Area Chamber of Commerce; Russian River Region; Sonoma County Conventions and Visitors Bureau; and the Redwood Empire Association. Joint external and internal marketing efforts are initiated by the Chamber of Commerce Marketing and Promotions Committee and Downtown Business District Board of Directors.

The city has a full-time community services supervisor who coordinates events in the plaza and works with other groups to help promote Healdsburg. The town advertises on the radio, on TV, and in print; uses posters and flyers; and exhibits at trade shows. Funding for the marketing activities comes from the Community Redevelopment Act (state).

To capture the people driving through, the town has a billboard just outside of town, and people can hang event banners on it.

**Community Character**

The City of Healdsburg does not have any design standards or guidelines for new development. Because the downtown is mostly developed, they feel there is no real need for standards.

**Visitors Information**

The Chamber of Commerce offices serve as a visitors center.

Most of the visitors come from the San Francisco and the Bay Area.

**Tourism Issues**

Traffic in the city is increasing because of tourism, although a more pressing problem is parking. The locals do not like tourists, although they understand that many of the businesses rely on tourism money. Stores in the downtown tend to gear themselves toward tourists, however, locals would prefer a department store.

The city is currently hiring someone for economic development.

**Attractions & Recreational Activities**

- Bicycling
- Boating and Canoeing
- Brewery
- Dancing & Live Music
- Farm Trails
- Farmers Market
- Fishing
- Galleries
- Golf
- Healdsburg Museum
- Hiking
- Hot Air Ballooning
- Fish Hatchery
- Redwood Tree Grove

**Special Events**

- Winter Wineland
- Barrel Tasting, Russian River Wine Road
- Healdsburg Chamber of Commerce Business Trade Show
- Historic Homes Walking Tour
- Round Robin Tasting Wines of the Alexander Valley
- Art on the Move
- Healdsburg Country Fair and Twilight Parade
- Memorial Day Weekend Antique Fair
- Summer Concert Series
- Concert by Russian River Chamber
- Fitch Mountain Foot Race
- Celebrate Summer Solstice in Dry Creek Valley
- Old Fashioned Fourth of July Fireworks Display
- Weekend Antique Fair
- Russian River Chamber Music Concert - Jeremy Cohen Jazz Quartet
- Healdsburg Museum Open House
- Healdsburg Harvest Century Bicycle Tour
- Healdsburg Guitar Festival
- Healdsburg Antiques Fair
- October on the Farm Celebration
- Beer & Sausage Tasting
- Harvest Time in Alexander Valley
- Tree Lighting & Open House
- Healdsburg Museum Holiday Open House

# La Conner

**Population in 1990:** 656

**Main Attractions:**

- Tulips
- Historic Downtown
- Museum of Northwest Art
- Skagit County Historical Museum

**Number of Visitors per year:** 750,000

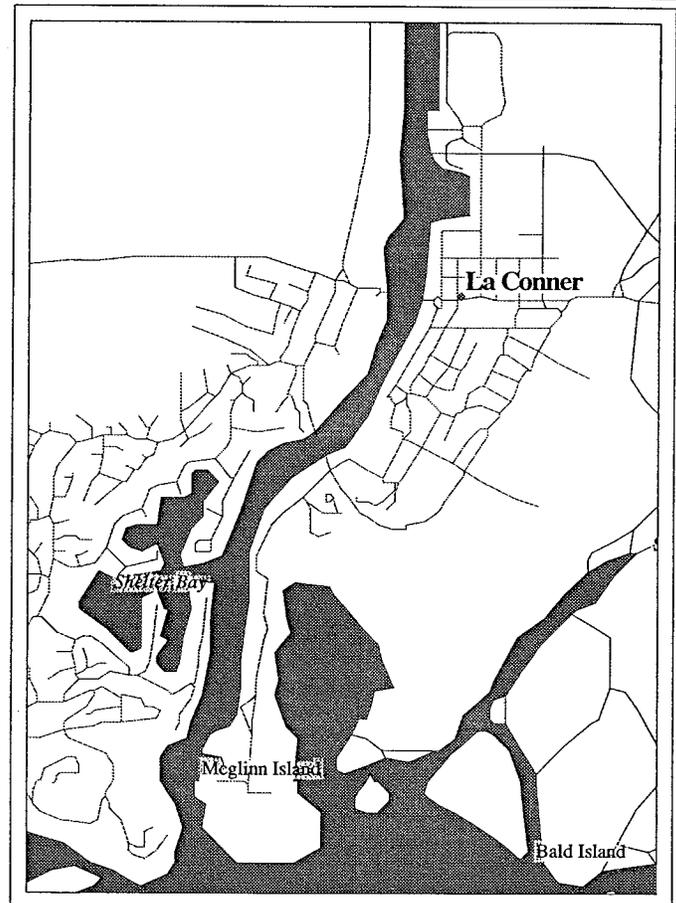
**Number of Wineries:** 0

**Lodging:**

- B&B's** - 7 (15 rooms)
- Inns/Hotels** - 6 (110 rooms)

**Economic Base:** Marine-based industry, light manufacturing, tourism

**Web Site:** None



La Conner is located about 60 miles north of Seattle along the Swinomish Channel. Many people know it as the place to see the tulips, daffodils, and irises blooming in the spring. La Conner is also the site of the wintering grounds for snow geese and trumpeter swans. Many of the downtown shops are family-owned and operated, creating a small town feeling.

The words that best describe La

Conner are authentic, historical, and friendly. It is a perfect place to escape the city and relax. Visitors can browse through some interesting shops and art galleries, watch the waterfront activity, and dine at one of La Conner's fine eateries.

The town of La Conner had its beginnings in 1870 when Thomas Hayes opened a trading post on the west side of the Swinomish Slough. Since then,

several speciality shops and restaurants line First and Morris Streets.

La Conner is situated near Bayview State Park, Swinomish Casino, Skagit Valley Casino, and the outlet stores in Conway.

**Marketing Activities**

The city does not engage in any promotional activities. Since several publications (such as *Sunset* and *USA Today*) write about La Conner, they are given a lot of exposure. However, the Skagit Valley Tulip Festival Committee does advertise on the radio and in print, and the city contributes some money to them. The Chamber also floods the media with news releases about whatever is happening in La Conner.

The Chamber has created their first brochure. The brochure is paid through membership dues and the motel/hotel tax that the city collects. The Chamber also has developed special pamphlets on bicycling and bird watching.

**Visitors Information**

The Chamber of Commerce is open 7 days a week and operates a visitors information center in the front section of its offices. Town hall also provides information to visitors.

Visitors to La Conner come from all over the world. Most of the visitors are from western Washington and Vancouver. However, many people come from Portland, California, and the Midwest. Visitors from Asia and Europe generally hear about La Conner by word of mouth.

**Tourism Issues**

La Conner is grappling with several issues: traffic, parking, lack of restrooms, and trash. To combat the parking shortage, the city has purchased some property below town hall, and is leasing some adjacent property for parking. The other issues have not been resolved.

Because the city is so small, tourism has a tremendous impact on the city. For special events to occur, those organizing the event must submit a form to the police and fire department, and the mayor's office so that the city can prepare for the influx of people.

Many of the locals do not like the tourists, although they understand that the tulip festival and other attractions bring in a lot of money to the town.

**Community Character**

La Conner is known for its small-town atmosphere and historic downtown. The main street (Morris) has gradually changed from mixed-use to commercial. Because of the publicity La Conner receives, some developers have been thinking of building in La Conner.

There are no design guidelines, although the town is in the National Historic Register.

**Special Events**

- Skagit Valley Tulip Festival
- La Conner Smelt Derby
- Impromptu Parade
- Northwest Quilters Show
- La Conner Opening Day Boat Parade
- Swinomish Blues Festival
- La Conner Home Tour
- Bagel House Orphan Car Show
- La Conner Season's End Parade and Sale
- Tillinghast's Giant Pumpkin and Scarecrow Contest
- La Conner's Arts Alive!
- La Conner Christmas Boat Parade

**Attractions and Recreational Activities**

- Bicycling
- Boating
- Nurseries
- Bird watching
- Hot air balloon
- Swimming
- Picnicing
- Farmer's market
- Casino gambling
- Museum of Northwest Art
- Skagit County Historical Museum

# Pr osser

**Population in 1990:** 4,476

**Main Attractions:**

Wineries  
Historic Downtown

**Number of Visitors per year:**  
60,000

**Number of Wineries:** 5

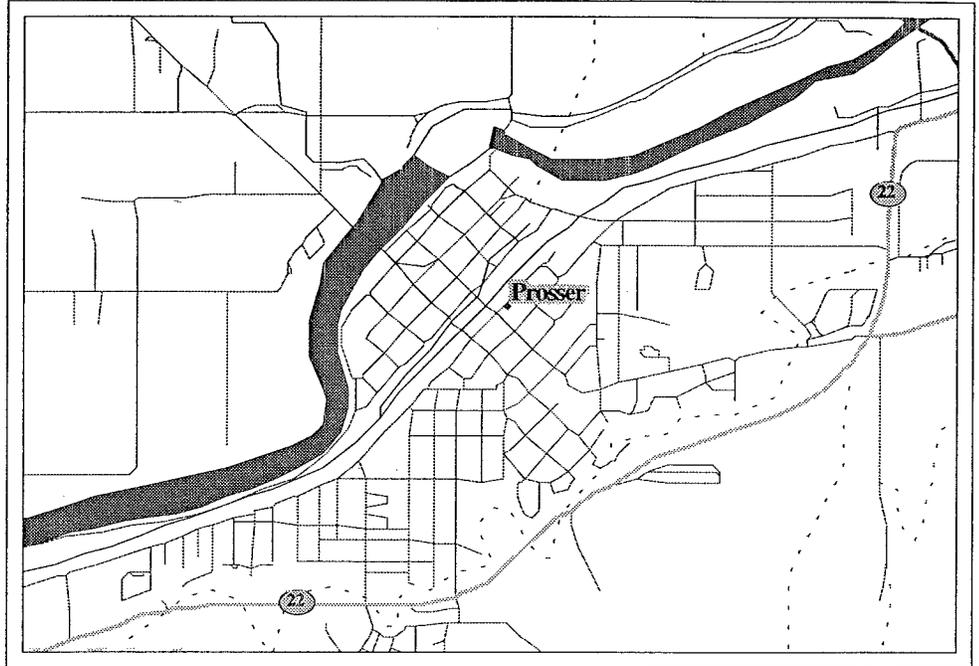
**Lodging:**

**Motels** - 3 (135 rooms)  
**B&B's** - 1 (4 rooms)

**Economic Base:** Food  
processing and agriculture

**Web Site:**

<http://www.calbro.com/benton->



Prosser is located approximately halfway between Yakima and the Tri-Cities metropolitan areas. The Yakima River meanders through town past several grassy parks. Prosser is nestled at the foot of the Horseheaven Hills, in the heart of Washington's wine country.

Just over two decades ago, an experimental planting of European wine grapes began at the Washington State University Irrigated Agriculture Research Extension Center. These successful plantings encouraged commercial crops. Today, Prosser is known as the birthplace of Washington's wine industry.

Each year, several thousand people go to Prosser for the Wine and Food Fair and Great Prosser Balloon Rally.

Over the past few years, the city has seen a lot of growth. Another winery and micro-brewery are thinking of locating themselves in Prosser.

**Marketing Activities**

The Prosser Economic Development Association does most of the marketing and promotional activities. The City of Prosser provides funding to the EDA, about \$25,000 annually. The EDA was founded for business recruitment and industry development and is funded by the city, port, county, and private businesses. There are 14 members on their board, representing the county, port, chamber, city, United Telephone, utilities, and WSU Irrigated Agriculture Research Extension Center.

They have a Tourism Program & Tourism Committee made up of people from the EDA and chamber. Currently they are working on a marketing plan.

About once a year, they do a brochure mailing to about 6,000 people using a mailing list from the wineries. This year, instead of using the wineries' mailing list, they hired a firm to come up with 7,000 names and addresses from a targeted audience. The brochure is funded by the City of Prosser through the motel/hotel tax, about \$8,000 to \$10,000 per year. The City of Prosser has set aside the hotel/motel tax to be used specifically for advertising of special events or promotion of the community.

The city does not directly sponsor any events, but it does support the activities. For example, the farmers market is located in the city park, but the city does not charge them for the space.

**Visitors Information**

The visitors information center is housed in the same building as the Chamber of Commerce and the Economic Development Association. The chamber manages the information center.

The visitors who come to Prosser are mostly from the western half of the state — people who are trying to get away from the rain and go some place warm and sunny.

**Tourism Issues**

Most of Prosser's visitors go to the wineries and do not wander through the town. The city is currently struggling with developing ways to link the downtown with the wineries. They also are trying to determine what types of gateway treatments would be desirable.

**Community Character**

The City of Prosser does not have any design standards.

**Special Events**

- Prosser Wine & Food Fair
- Red Wine & Chocolate
- National Chukar Trials
- Spring Barrel Tasting
- Farmer's Market
- Fourth of July Celebration
- Prosser Fly-In
- Annual States Day Celebration and Parade
- Great Prosser Balloon Rally
- Harvest Festival
- Thanksgiving in Wine Country

**Attractions & Recreational Activities**

- Parks
- Wineries and Tasting Rooms
- Farmers Market
- Benton County Historical Museum
- Irrigated Agriculture Research and Extension Center

**Future Plans**

Currently, Prosser is planning a wine center for the state, something like a museum with educational programming.

Prosser would like to capitalize on their weather in its new developments. The EDA would like to develop a golf course. Other ideas for development are a sports complex, bicycle and walking trails may, and RV parks and campgrounds.

# Temecula

**Population in 1990:** 27,099

**Main Attractions:**

Wineries  
Old Town Temecula  
Temecula Valley Museum

**Number of Visitors per year:**  
36,000

**Number of Wineries:** 12

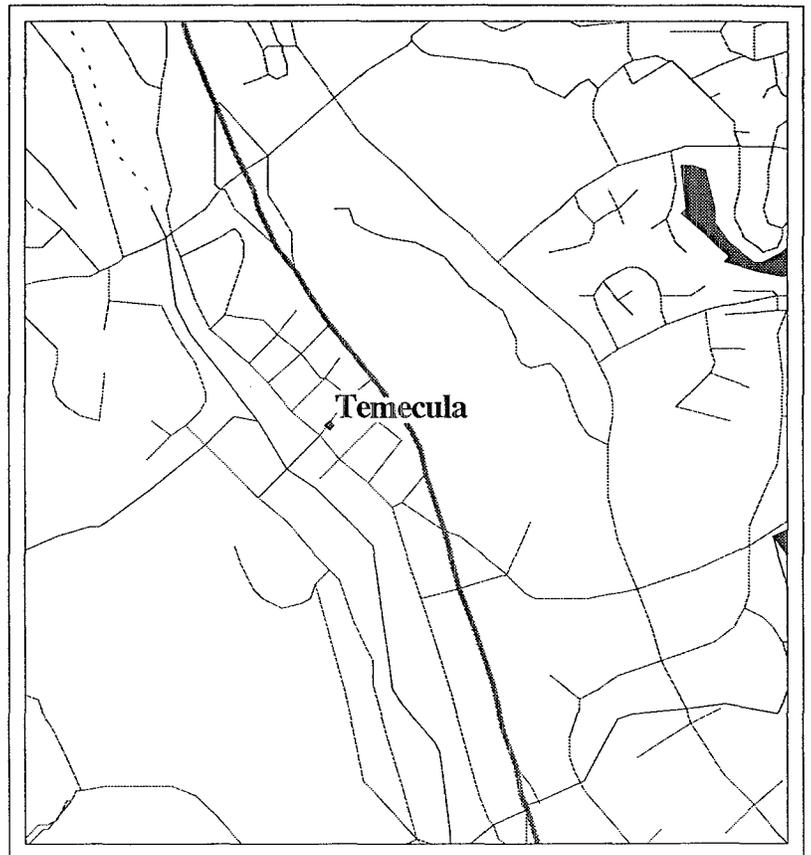
**Lodging:**

B&B's - 1 (6 rooms)  
Inns/Hotels - 7 (880 rooms)

**Economic Base:** Agriculture

**Web Site:**

<http://www.temecula.org>



Temecula is located 50 from Los Angeles and 20 miles inland from the Pacific Ocean. From the lush greens of numerous championship golf courses to blue skies perfect for hot air ballooning, this Valley virtually beckons, "Come visit and play!" Horseback riding, hiking, fishing, boating, and cycling are just a few of the outdoor activities to be enjoyed.

History buffs, antique collectors, and window shoppers will take a step back in time wandering the streets of Old Town Temecula

viewing rustic buildings, sidewalks, and store fronts reminiscent of the historic golden west.

Entering the wine country, vistas of rolling hills are covered by vineyards, dotted with uniquely designed wineries. From French chateau to haciendas style, each vintner offers an interesting spot for wine-tasting, a tour or picnic. The perfect opportunity to begin or enhance your wine collection.

**Marketing Activities**

A marketing committee made up of representatives from the chamber, city, economic development corporation, Old Town, and the Vintners Association has created a marketing plan. The marketing plan strives to accelerate business development activities and services, to gain a larger share of the tourism industry, and to provide effective umbrella communication services to the city.

The marketing plan specifies a number of activities including: providing a business development kit to individuals and group tours; preparing a marketing photography library; and establishing a working news bureau. Some of their activities include tourism brochures, an advertisement in *Guest Inform-It* (a guide placed in hotels), and trade shows.

Funding for the marketing activities comes from the City of Temecula. The City gives about \$65,000 per year to the chamber. The city receives the money from the Community Redevelopment Agency (state).

**Community Character**

The City of Temecula has a specific plan for the Old Town that includes design guidelines. These guidelines describe a Western theme to the Old Town.

**Visitors Information**

There are 10 visitors information centers in the Temecula Valley. The Chamber has co-oped with real estate offices who have brochures and other visitors information in their offices, and will refer visitors to the Chamber offices. Because the Chamber is not open on the weekends, this allows visitors to still obtain information.

Most of the visitors are from Southern California. Temecula specifically targets the San Diego and Orange County areas.

**Tourism Issues**

Traffic in Temecula is not a problem on the weekends, when most visitors are traveling. However, during the weekdays, the traffic can be slow with the number of commuters on the road. Parking is also not a problem.

Linking the Old Town and the wineries has been a concern. One idea they have tried is using a passport for people to take from the Old Town to the wineries. Information about the Old Town is given out at the wineries and vice versa. The golf courses are also joined in this information distribution.

**Special Events**

- Balloon Glow
- Wine & Gourmet Cheese Tasting
- Arts & Crafts Faire
- Kids Faire
- Balloon & Wine Festival
- Summer Nights in Old Town
- Jazz Concert on the Green
- Farmers Market
- Vineyard Walk & Sunset Dinner
- City of Temecula Birthday Parade
- Wine Harvest Festival
- Nouveau Wine and Bicycle Races
- Chili Cook-Off
- Barn Dances
- Art Auction
- Harvest Days
- Pumpkin Carving Contest

**Attractions and Recreational Activities**

- Fishing
- Hiking
- Camping
- Antique Shops
- Temecula Valley Museum
- Hot Air Ballooning
- Golfing



## Summary of Needs

This section of the report presents a summary of the Tourist District needs that should be addressed in the Tourist District Master Plan. The summary of needs is based upon the following information:

- Existing Conditions Inventory
- Stakeholder Interviews
- Issues Identification
- Case Study Community Findings
- Woodinville Tourist District Citizen Advisory Panel Meetings

The identified Needs are presented in the same categories as the Issues for ease of understanding and relationship to the proposed Tourist District Development Concept presented in Section IV.

### *Tourist District Boundaries*

#### Criteria

Criteria should be developed for the application of the Tourist District Overlay. The overlay zone has been applied to areas non-contiguous with the Tourist District Master Plan area, setting a precedent for further application of the overlay to areas throughout the city. This will likely have a positive effect on development due to the specific design requirements. However, application criteria will help ensure that the original goals of the tourist district overlay are being met.

#### Identity for the Tourist District Master Plan Area.

Creating a recognizable identity for the Tourist District area becomes important as there is increased use of the District. Specifically, there is a need to officially name the District so that it can then be referred to by name, eliminating any potential confusion with other areas of the city to which the overlay is applied.

### *Land Use*

#### Underlying Zoning

The Tourist District is a relatively small area, with few vacant sites available for development within or adjacent to the District. To ensure that the Tourist District can function as a unified district, the development of those remaining vacant sites becomes critical. For this reason, there is a need to customize the underlying zoning to reflect more specifically the intended uses for the Tourist District, rather than rely on the tourist district overlay to encourage these uses. This



can be accomplished while still maintaining a wide range of potential uses, but ensuring that future development enhances the attractiveness of the area to tourists.

### Land Use Mix

There is a need to add certain uses to the District to enhance the experience of visitors, increase the opportunity for visitors to stay longer in the community, and provide increased economic opportunity. All of the case study communities evaluated offered a range of lodging opportunities close by. Most offered bed and breakfast or inn facilities in addition to more conventional lodgings. In concert with lodging facilities, additional dining opportunities are also needed.

### *Design*

Most of the case study communities evaluated did not have specific design standards, but most did have a traditional mainstreet development pattern and historic buildings which establishes an environment that is pleasing to visitors and lends itself to tourist activity — specifically walking and shopping/browsing. While Woodinville does not have the underlying street network nor building scale to provide the same experience, the application of design guidelines can help provide some of the same elements.

There is a need to ensure that future development is of at least as high a quality as the existing tourist attractions in the Tourist District. The design of public and quasi-public spaces is also key to establishing the Tourist District as a pedestrian friendly area that encourages movement from one part of the District to another.

Finally, the Tourist District is important enough to the community and so widely known as a destination, to be worthy of special signage and gateway treatment. This will also help to build the unique identity distinct from the other areas in the city which have the district overlay.

### *Transportation and Parking*

One of the most pressing needs for the Tourist District and for the broader community is to address the existing conflict between motorized and non-motorized movement within the Tourist District.

Non-motorized improvements are needed to bring the tourist experience to the level enjoyed in many other communities. Some of the best views of the valley and Mount Rainier are available from NE 145th Street, which is not currently pedestrian friendly. Improved pedestrian circulation also supports a longer stay in the community. Once visitors to the district are back in their cars, there is an increased chance they will miss seeing something they might have stopped for if traveling on foot. Specifically, safe pedestrian movement across NE 145th Street and along NE 145th Street is needed to facilitate pedestrian circulation.

There is a need for additional parking, since most visitors travel to the Tourist District by private automobile. This is likely to remain the preferred mode of getting to and from the site, while non-motorized movement throughout the site may be made more feasible over time.



However, the need for increased parking is in direct conflict with the need to enhance the existing land use mix within the District. In addition, there is the need to fill in the missing teeth or gaps to create a continuous tourist experience throughout the site. The development of additional large paved areas would only create more missing teeth or gaps. Parking solutions will thus need to be creatively approached, with off-site and combined use/shared use facilities strongly considered.

Finally, a circulating transit service or trolley can support some of the other circulation needs. The circulating trolley system could support the development of off-site parking facilities and also transport people throughout the community expanding their tourist experience and length of stay.

### *Open Space and Recreation*

There is the need to develop facilities supportive of recreation activities in the Tourist District. Many of the case study communities evaluated offer resting spots for picnicking and other passive recreation activities. In conjunction with these sites are often public restrooms and shelters. These facilities would further encourage tourist activity in conjunction with recreation activity in the district.

### *Historic and Cultural Preservation*

The Woodinville Historical Society needs a permanent home. The Tourist District is an appropriate location for the Historical Society given its historically significant buildings and sites. Siting the Society within the District presents an opportunity for mutual benefits to the District and the Society. The physical and operational needs of the society need to be evaluated to determine possible locations or co-locations with other organizations in the district.

### *Tourist District Activities*

Most of the case study communities evaluated had lengthy lists of activities/events taking place throughout the year. Fewer activities/events were identified for the Woodinville Tourist District, indicating the need to consider additional activities/events in conjunction with identifying the resources to carry them out.

### *Plan Implementation*

There is a need to identify appropriate roles and responsibilities for implementation of the Tourist District Master Plan. The specific implementation strategies will need to be assigned to responsible party(ies) with adequate resources to carry out the plan. Ongoing resources are key to the success of the Master Plan.

# IV. TOURIST DISTRICT DEVELOPMENT CONCEPT

Figure 4.1 illustrates the vision of the Tourist District as it would develop under the guidance of this master plan. The development concept is not only a vision of what could be, but also incorporates proposed developments. These include the "Apple Farm Village" at the northwest corner of 148th Ave. NE and NE 145th St., retail and assisted living at the southwest corner of the same intersection, and the "Woodinville Inn" located west of the Sammamish River and north of NE 145th St.

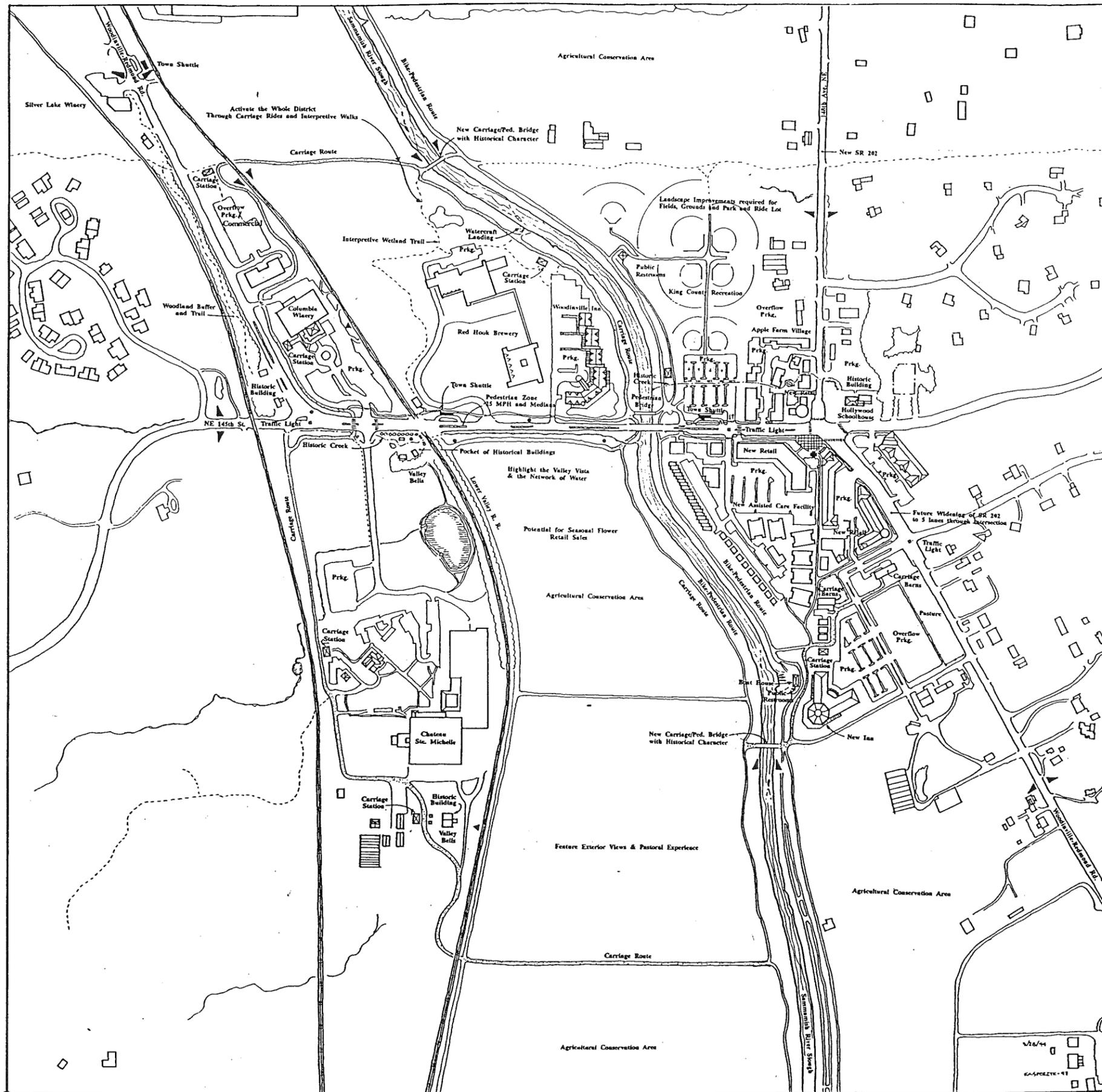
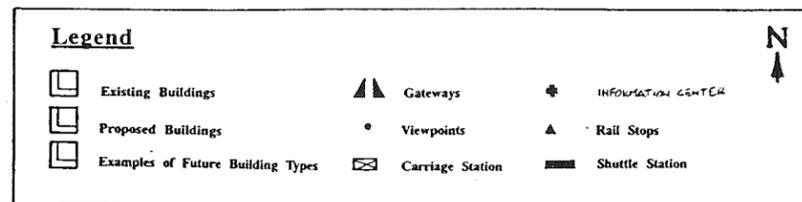
New development envisioned for the Tourist District includes additional retail and lodging to support tourism activities. This development would be focused along NE 145th Street to provide a more activated pedestrian corridor as well as a more cohesive feel to the district.

Public improvements are key to the success of the Tourist District and are focused on streetscape enhancements and pedestrian circulation. State Route 202 would be relocated along with its fast moving vehicular traffic. Traffic would be calmed on NE 145th Street with a boulevard treatment, traffic signals, and pedestrian crosswalks. Pedestrian and bicycle access and circulation within the Tourist District would be expanded to better connect the activity centers on the east and west ends of the district.

Recreation would continue to be a major focus of the Tourist District. Recreational opportunities would be enhanced by the expanded pedestrian and bicycle network as well as new watercraft landing sites, bridges to cross the Sammamish River, horse drawn carriage rides, and restrooms and other supportive facilities.

The history of the Tourist District will be highlighted with the reconstruction of historic elements that add to visitor enjoyment such as the "bells of the valley". The natural environment will be highlighted, by preserving views of the valley south to Mt. Rainier and by improving access to the River.

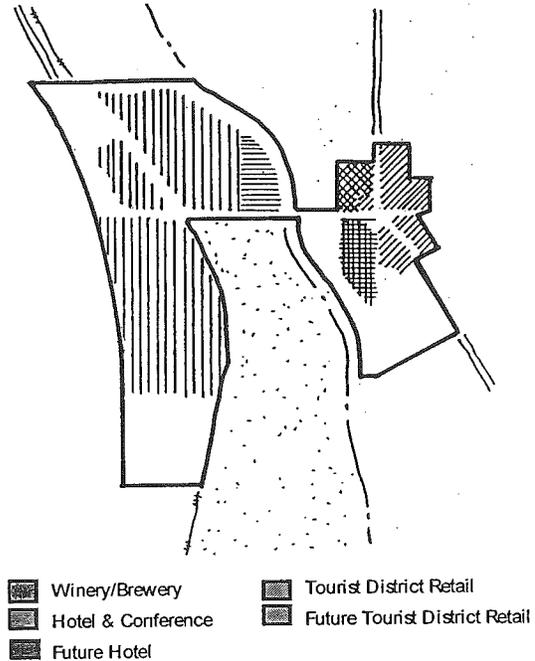
Figure 4.1 Overall Concept Plan



## Land Use

The overall land use concept for the Tourist District is illustrated by figure 4.1. The proposed mix of land uses is intended to diversify and increase the number of retail businesses within the Tourist District. The retail uses would focus on uses that support tourism including specialty retail, boutique shops and fine dining.

In order to achieve this, current inconsistencies in zoning need to be addressed. Conflicts between land uses allowed in the underlying zones and Tourist District goals require creative zoning solutions. Property owners who do not wish to lose permitted uses of underlying zones should be accommodated while still achieving goals. The City should work with District property owners to choose an appropriate solution. Several options may exist, including applying new zoning along 145th Street, while leaving the overlay for outlying areas, or amending future zoning to include appropriate current-zoning land uses.



Quality “country inns” are envisioned to provide for overnight visits to the district as well as expanded conference and event activities.

New development would be concentrated along the existing street network to fill in the “missing teeth” that exist along NE 145th Street. The distance between the existing activity centers is close to 1/2 mile which is farther than most people will choose to walk if there is nothing interesting along the route. By concentrating development along NE 145th Street, more people will be invited to explore the entire District rather than just one end or the other.

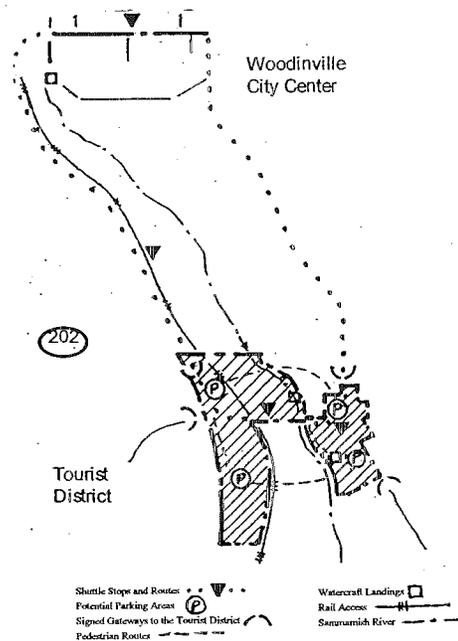
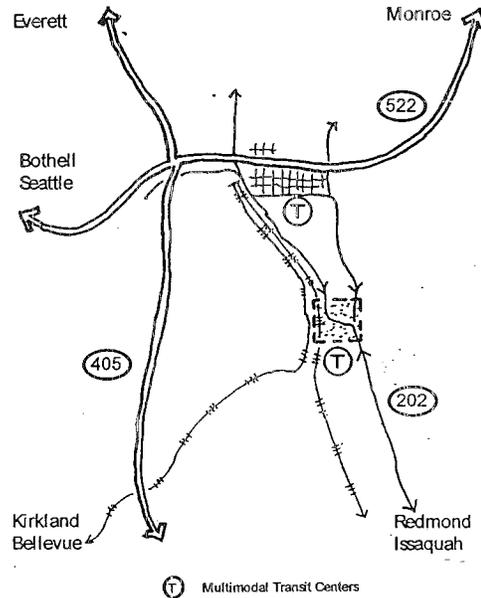
Vacant land in the outlying portions of the Tourist District targeted for lower intensity uses such as overflow parking, or staging areas for recreation activities such as horse drawn carriage rides, river access and recreation supportive facilities. However, as the Tourist District develops over the long term, these outlying areas may eventually be more intensively developed.

## Transportation, Circulation and Parking

Access to and circulation within the Tourist District is important to its overall success as a regional attraction. The key concepts for transportation, circulation and parking are based in the reality that the predominant mode of travel to and from the district is by private automobile. The Tourist District will have strategically located well-signed parking areas. These parking areas would be linked with pedestrian paths to key activity areas and sites within the Tourist District.

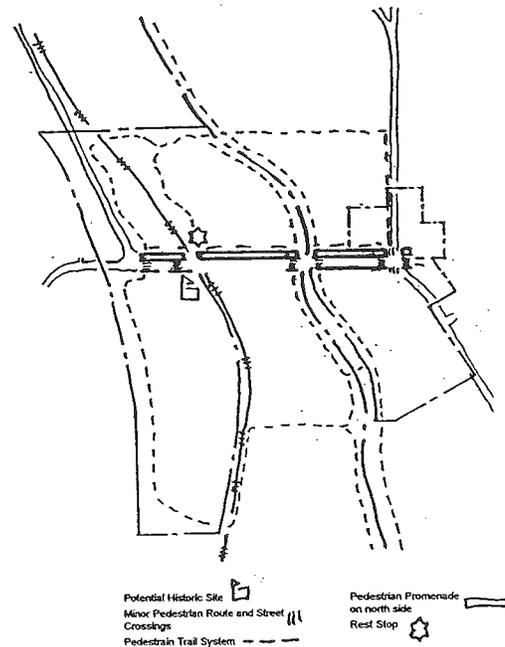
While the provision of parking areas recognizes the private car as the currently preferred mode of travel to and within the District, the Master Plan recognizes the imperative future need for alternative modes of travel to preserve overall access, and the necessity of reducing dependence on the automobile over the long term. A transit center is proposed within the Tourist District and also for the Downtown business district to help strengthen the connection between the two "Main Streets." These transit centers would also provide connection with the regional transportation system. A shuttle loop is proposed between the Tourist District and Downtown in the form of a trolley. The trolley would also provide an additional activity for long-term visitors. References to the history of life in the Sammamish River Valley would be captured by re-creating horse-drawn carriage rides. These carriages would circulate within the District, providing a means of travel between the east and west ends of the District as well as another tourist activity. The carriages would stop at the existing destinations as well as the proposed lodging facilities.

Amenities for other non-motorized travel will also be provided, including bicycle racks, equestrian access and level parking areas for horse trailers, and boat launching/landing sites.



### *Pedestrian and Bicycle Improvements*

The primary pedestrian improvements would be implemented along NE 145th Street. These improvements would provide a safe and pleasant environment for pedestrian movement through the District. The improvements consist of expanded pedestrian/bicycle paths which are separated from vehicular traffic by landscaped parkways. NE 145th Street would have a boulevard treatment with a planted median. Landscape treatment would preserve views to the south across the agricultural lands. Pedestrian safety would be further enhanced with a reduced speed limit through the Tourist District as well as new traffic signals and pedestrian crosswalks. The recreational nature of pedestrian and bicycle movement would also be enhanced by expanded trail networks along the Sammamish River and between activity centers. Two new bridges across the Sammamish River are proposed to the north and south. The complete system would result in a loop trail network with a variety of urban and rural experiences.

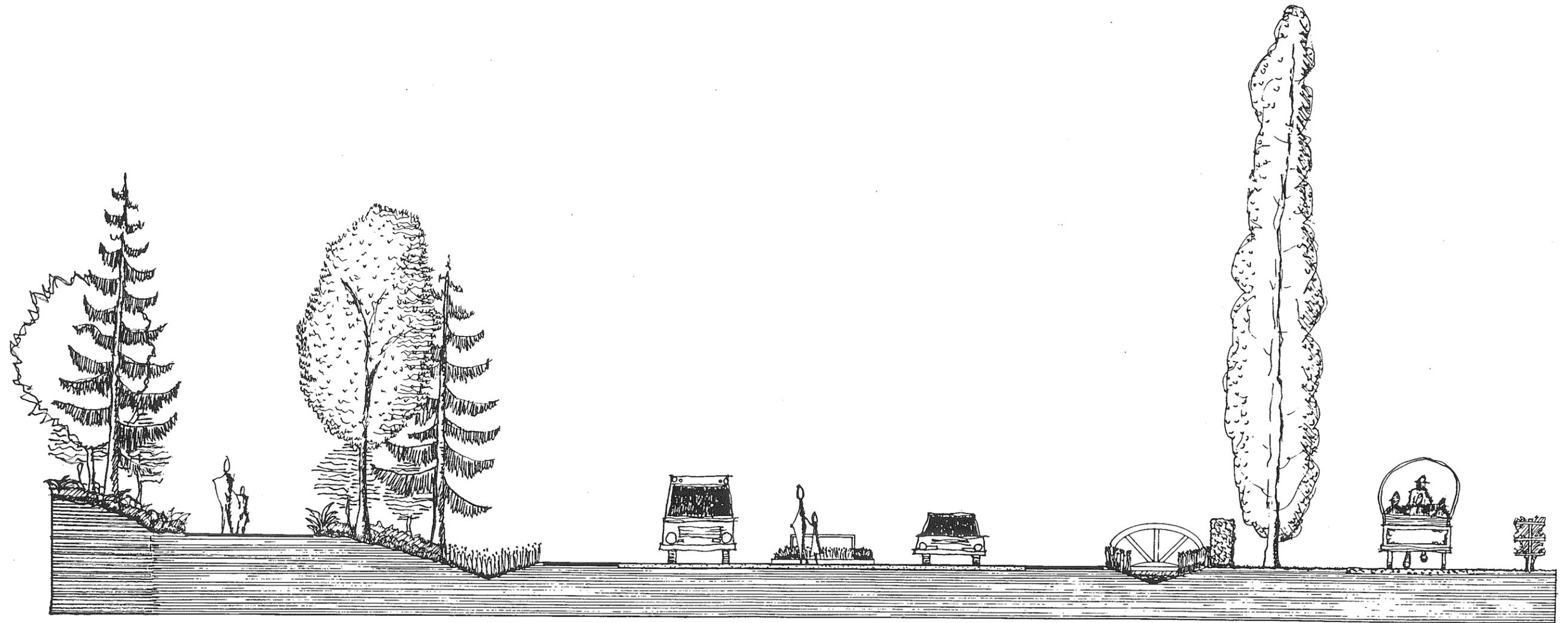


### *Gateways/Signage*

Placements of potential gateways are noted on Figure 4.1. Gateway signage should feature the new name for the Tourist District (see page 41). Design of the gateways should be consistent, tie in with other City signs, and should be developed in a low-key, natural, northwest type fashion. Additional signage to direct travelers to the District is also necessary in the downtown, at 124th Street and SR 202 (by the dairy), and up the hill from Ste. Michelle at 145th Street. Signage on SR 202/SR 522 should be updated.

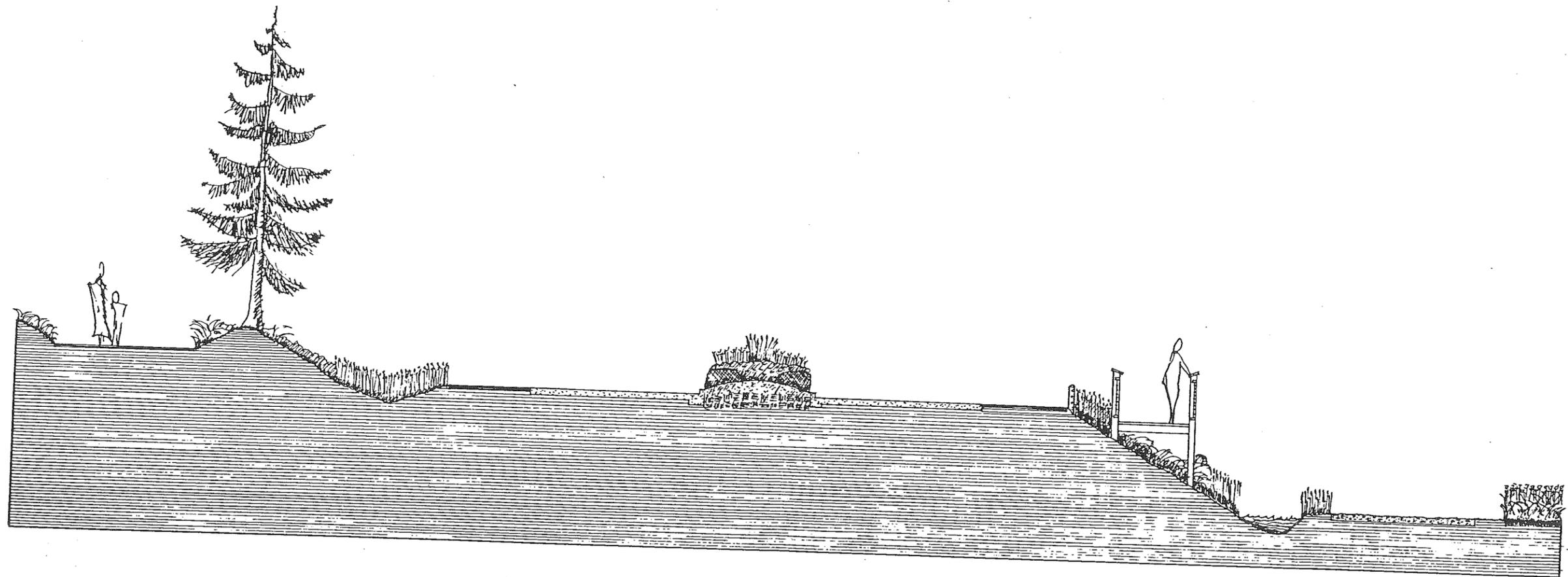
### *Streetscape Improvements*

On the following pages are street sections showing the proposed streetscape for NE 145th Street. These sections indicate how the character of the pedestrian environment would provide a variety of experiences as one moved east and west through the District. Streetscape improvements include undergrounding of overhead wires (to be completed as other street improvements are made, or with new development, or by private property owners). Historical lighting is also proposed (see Appendix D) for the street and encouraged for private developments. Availability of future street lights should be guaranteed—by obtaining molds if necessary.



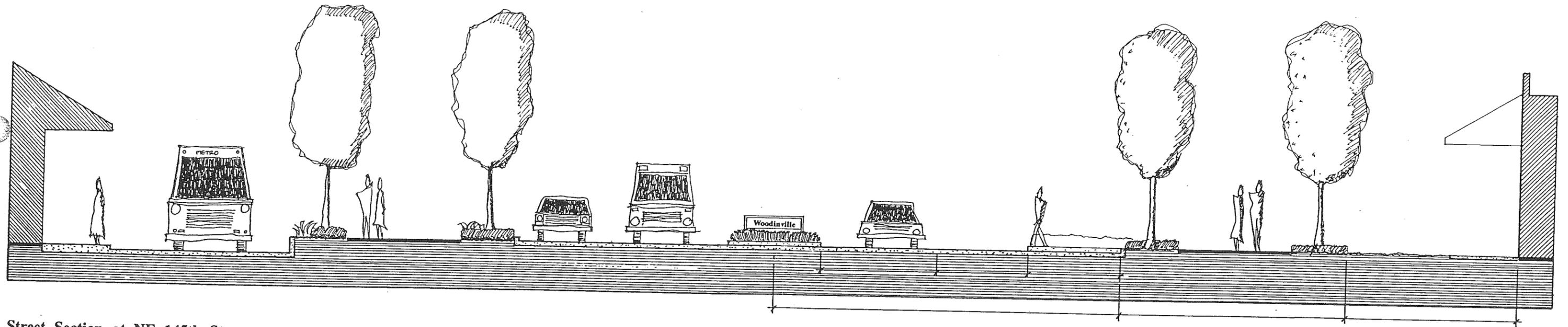
**Street Section at NE 145th St.**

Columbia Winery to Chateau Ste. Michelle



**Street Section at NE 145th St.**

Redhook Brewery to King County Agricultural Area



**Street Section at NE 145th St.**

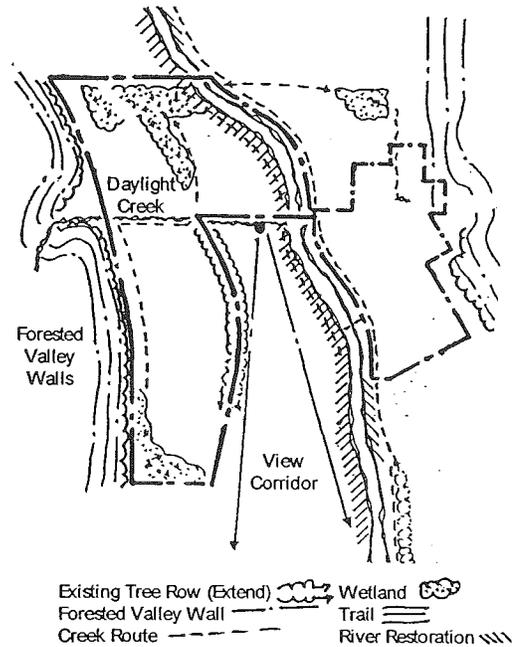
Park and Ride Shuttle Station to New Retail

## Tourist District Character

The Tourist District is located in the historic Sammamish River valley, rich in local history and regional significance. This prime location could be easily marketed as a "Natural Heritage Tourism Site."

The natural features of the Tourist District should be protected and enhanced. The forested valley walls and open view corridor are important elements defining the Tourist District. Views of the river valley would be preserved and enhanced with the construction of a pedestrian boardwalk and viewing platforms on the south side of NE 145th Street.

There is an opportunity to feature the creeks springing from both valley walls as a pedestrian amenity. The Sammamish River channel would be restored and linked with existing wetland sites with interpretive trail networks.



## Woodinville's History

Historical resources within the Tourist District should be protected and accentuated. Lost resources should be re-created when appropriate—in the form of train depots (Derby), bells, etc. Existing historical resources should be highlighted with plaques or markers. The streetscape should include lighting that is old-fashioned in nature, but which also connects the District with other parts of the City, such as the new downtown Woodinville project and the Downtown as a whole. See Appendix D for examples.



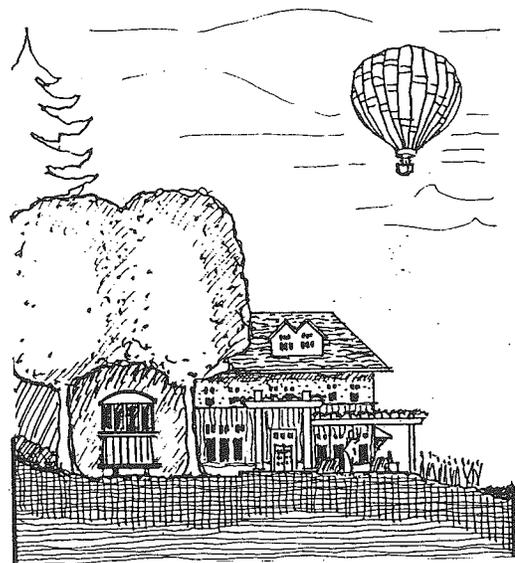
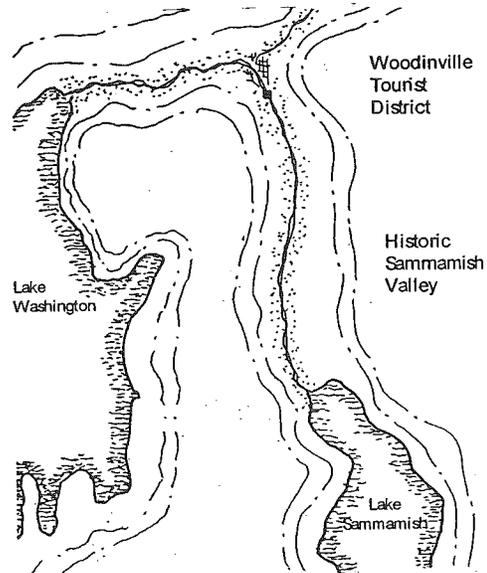
### *The Woodinville Rural Aesthetic*

The Tourist District has a certain rural character that should be documented to provide guidance to new development. Such a record or catalogue of appropriate styles could be amended to the City's existing development design guidelines for application within the Tourist District.

Typologies that are important to defining the rural aesthetic are the wood frame/timber construction found in historic homes, and the use of stone and masonry in larger institutional and commercial buildings. The contemporary landmarks within the district have generally built upon this aesthetic. The contemporary landmark buildings have also helped to establish the European chateau as an appropriate building type for the District.

In general, traditional building methods and natural building materials should be emphasized over "high tech" alternatives. Use of premanufactured panelized siding and roofing systems (for example tilt-up concrete and metal) is discouraged. Other desirable built features to incorporate into new development include wooden trellis, and historic lighting fixtures such as those illustrated in Appendix D.

Landscaped areas provide an opportunity to capture and promote the Woodinville Rural Aesthetic. Plantings of tree rows or "allees" should be considered along the river banks as well as along access drives. There is a diversity of formal garden and naturalistic planting areas in the Tourist District. As a general guide, informal plantings will be associated with the streetscape west of the river, gradually becoming more formal for the streetscape east of the river. Particular species should be selected to provide consistency between informal and formal themes. Naturalistic plantings should be encouraged in outlying areas, adjacent to the river and creeks, and in designated open spaces and wetland buffers.





### *Naming the Tourist District*

One of the goals of the Master Plan study is to select a name for the Tourist District which would appear on signs and tourism promotional materials, as well as be the name that is commonly associated with the District. Many names have been suggested in past planning efforts as well as during the development of this master plan. The following name has been chosen for the District:

## WOODINVILLE VALLEY Visitor and Recreation Area

The following other choices were also considered:

- WoodinVillage
- Woodinville Valley
- Woodinville Valley - Recreation Area

The following are points that were considered in selecting the name. The name selected includes the City name, since there are overall community benefits to having the Tourist District directly associated with the City of Woodinville. For example, developing strong linkages between the Tourist District and the Downtown business district. By incorporating the word Valley in the name, the importance of the District's location within the Sammamish River Valley can be recognized. References to the function of the Tourist District are captured by using words such as visitor and recreation area as opposed to "Tourist District." These terms are softer and better recognize the function of the Tourist District from the perspective of Woodinville citizens.



## SECTION V IMPLEMENTATION STRATEGY

This section of the Master Plan presents a recommended implementation strategy to carry out the Tourist District Master Plan. The recommended strategy considers information collected and reviewed during the inventory phase, case study communities, stakeholder interviews, issues identification with the CAP, and the needs analysis. The recommended strategy considers the overall size of the District, land availability, and potential development constraints. Finally, the recommended implementation strategy considers the costs and benefits of improvements which have been identified in the needs analysis.

This component of the Tourist District Master Plan will assist city staff, CAP members, and elected and appointed officials in establishing priorities for future actions in support of Tourist District development. The implementation strategy will provide guidance for short term and long term actions, and identify the appropriate players and their roles and responsibilities for carrying out the plan.

A table is presented at the end of this section that summarizes the identified actions or needs and highlights the considerations unique to each. The anticipated relative costs and benefits of taking a specific action/addressing a need are also presented.

Prior to developing the implementation strategies, a critical analysis of the characteristics of the tourist district was undertaken to determine where existing characteristics will complement or potentially challenge the successful implementation of the Tourist District Master Plan. That analysis is summarized in the following pages. Tourist District size, land availability, and potential development constraints are considered and discussed.

### Tourist District Size

The overall size of the existing Tourist District at approximately 186 acres is a relatively compact size when compared with the size of the case study communities that were reviewed. However, none of the case study communities have specifically delineated an area as a Tourist District. Instead, most communities refer to their entire jurisdiction or in some cases larger regions as tourist districts. More important than the overall size are the area's characteristics and appeal to tourist-oriented development.

Pedestrian orientation is a key ingredient for the success of most tourist-oriented districts, particularly for successful shopping and dining components. In Woodinville, the overall size becomes critical. If the Tourist District is too big, development is too spread out to be attractive to walking. If it is small, there is not enough interest generated for people to wander far from their cars.

A distance of 1/4 mile is the average distance that is considered walkable for the average person. The overall width of the Tourist District is roughly 1/2 mile across east to west. If we were to select a point in the center of the site and draw a 1/4 mile radius around it, it would roughly encircle the entire Tourist District. On its face it appears the Tourist District is just the



right size, a pleasant walk from the center to any point on the perimeter. However, in the Tourist District, the existing attractions are clustered around the far western and eastern edges, as opposed to in the center, making the walk from one to the other closer to 1/2 mile or about double what the average person will consider walking. This becomes an important design consideration for the Master Plan. For example, if infill development or other attractions can be programmed and sited in the center of the District, the potential of people utilizing pedestrian facilities to walk from one side to other is increased.

## **Land Availability**

There are approximately 33 acres that are currently vacant and potentially available for development within the Tourist District. Of the total vacant area, three properties totaling approximately 10 acres have proposed developments (the proposed Woodinville Inn, Apple Farm Village, and Redwood Plaza). Of the remaining approximate 23 acres, roughly 1/2 is apparently on the market, but with no specific development proposal(s) and the other 1/2 is not currently on the market and potentially unavailable for development in the foreseeable future.

Most of the vacant, potentially available land is clustered around the intersection of NE 145 Street and 148th Avenue NE. The proposed Apple Farm Village retail development is located at the northwest corner of the intersection. The proposed Woodinville Inn would be built on the Quigley property which is situated fairly central in the District. The Woodinville Inn has the potential to fill some of the missing teeth along the 1/2 mile stretch of undeveloped land within the tourist district.

Outside of the site of the proposed Woodinville Inn, there is no available land for development located between the two major clusters of development. The property on the south side of NE 145th Street is protected by the King County Agricultural Lands program (it is also outside of the Tourist District as well as the corporate limits) and most of the land to the north is Redhook Brewery property - developed, but not in a way that provides pedestrian-oriented activity at the street edge.

## **Development Constraints**

There are various constraints associated with the vacant, potentially developable land in the District. Some of those constraints are associated with land availability and are discussed above. Simply, there are vacant lands within the District that are not likely to be available for development in the near term.

### *Potential Physical Constraints*

There are physical constraints associated with the vacant lands within the District. Among those are average site size, lot configuration, access, visibility, and environmental constraints.

There are environmental constraints associated with the Quigley property as portions of the site fall within the purview of the Shoreline Master Program and require a 100-foot stream buffer. Most of the vacant properties are small parcels, approximately less than three acres and may be difficult to develop individually. Small size is not necessarily a constraint, however, since many of the neighborhood commercial type uses permitted in the eastern portion of the District can



be accommodated on parcels in this size range. The difficulty is due to the current configuration of parcels and many of the parcels not having direct access to a major roadway. The small size and multiple ownerships also can be a constraint to achieving a pedestrian-oriented development. As each small parcel is developed separately, an overall coordinated pedestrian environment is more difficult to achieve.

Vehicular access, ingress and egress, to the vacant properties is a site design consideration. Most of the vacant properties are within 200 to 500 feet of a major high-traffic intersection. In many cases it is likely that left turn movements to and from properties will be required for safety reasons.

### *Potential Market Constraints*

To a certain degree, the market responds to a community's applied zoning, and list of permitted uses. If the market forces are in conflict with a property's zoning designation, a proponent will either look elsewhere for appropriately zoned land or apply for a rezone that supports the proposed development. Current zoning designations applied to property in the Tourist District conflict with the stated purpose and goals of the District to a certain degree. This could cause some difficulty in promoting the District for tourism-oriented development and could result in some inappropriate or non-supportive development within the District.

The majority of the vacant lands within the District are located within the Neighborhood Business (NB) zoning district. The City's Zoning Code states that the Neighborhood Business district is intended to "provide convenient daily retail and personal services for a limited service area and to minimize impacts of commercial activities on nearby properties." There is some potential for confusion between the permitted uses for the NB district and those permitted through the Tourist District Overlay.

The permitted uses identified for the NB District do not include some of the uses that are desirable for the Tourist District. For example, Hotels/Motels are not permitted, nor are antique/secondhand shops, jewelry stores, apparel/accessory stores. While Bed and Breakfast uses are permitted, and would support the development of the Tourist District, they are clearly intended to be accessory to a primary residential use. There is little potential within the Tourist District for B & Bs given the characteristics of the vacant/underdeveloped properties. While the Tourist District Overlay adds back into the equation the uses listed above which are not generally permitted in the Neighborhood Business zone, there still remains the potential for confusion.

Other uses are permitted in the Neighborhood Business zone, such as gas stations, general business services, professional offices, and residential development, which would not necessarily support a pedestrian-oriented/tourist-oriented District. Similarly, with portions of the District currently zoned Industrial, there is the potential for future industrial development which is not supportive of pedestrian activity. There is the potential for the market to respond to these permitted uses, which could preclude the District from realizing its full potential as a cohesive tourist-oriented/pedestrian-oriented place.

The zoning designation discrepancies are emphasized here, since they are an area where the City can have a direct influence on the market. However, the real estate development market only considers zoning one of many locational factors. Zoning does not influence development if



the other factors are not favorable. During the stakeholder interview process, property owners, developers and business owners generally indicated that the market is favorable for the types of uses anticipated for the Tourist District. There are plenty of people coming to the District, so the challenge becomes keeping visitors long enough to benefit other potential District development.

There is a “chicken and egg” scenario, however, that needs to be considered. For example, the boutique retail and fine dining establishments envisioned for the District can not easily survive without a steady stream of customers, and often look for locations with a critical mass of activity to make an investment. Dining and shopping activities depend on people being around long enough to dine and shop in addition to visiting the prime tourist attraction. Similarly, lodging tends to locate where there is something to do and enough of it to keep people overnight. The Tourist District has served as a day trip destination for locals and out-of-town visitors who may be based (lodging) in Seattle or Bellevue. The addition of shopping, recreation, and other activities will make the District more attractive as a place to spend a day or two as opposed to just a short tour. The development of the Woodinville Inn or another lodging facility may prove to be the catalyst that will support increased tourist-oriented development.

### Summary of Needs/Actions and their Costs and Benefits

This section of the study summarizes the needs and actions which have been identified during the course of developing the Tourist District Master Plan. Many of these actions are considered in the concept design plan. The following table summarizes the identified needs and actions and the potential costs and benefits to the City.

NEEDS/ACTIONS	CONSIDERATIONS	COSTS/BENEFITS
<b>BOUNDARIES</b>		
Develop criteria for application of the Tourist District Boundaries	Ultimate size/amount of area(s) likely to be designated Ease of application desired Some adjacent areas might be desirable to include but are outside of the current city limits	Low implementation cost, requires staff time to prepare application criteria and to review proposed areas for inclusion Limited potential benefit to the District
<b>LAND USE</b>		
Fine-tune the existing underlying zoning to eliminate uses which would not be compatible with or not support tourism development	Achieving a balance between land use flexibility and land uses which support tourism Potential resistance of existing property owners who may desire greater flexibility in land use Attributes of vacant parcels: size, access, visibility, adjacent land uses, environmental constraints	Low cost to implement - staff time and public review time Increased predictability in achieving tourist oriented development
Encourage lodging, fine dining and “upscale/boutique retail” development	These uses typically locate near a critical mass of similar uses Boutique retail requires high degree of pedestrian activity Pedestrian facilities needed to support Unique site or area amenities required These uses benefit from on site or nearby activities and entertainment	Low cost/limited benefit likely: City funds and/or staff assist with tourist district promotion at targeted land uses High cost/moderate to high benefit likely: City becomes partner with catalyst development providing infrastructure, amenities and activities which support/attract desired uses



NEEDS/ACTIONS	CONSIDERATIONS	COSTS/BENEFITS
<p>Site a hot air balloon launch in the district</p>	<p>Limited land availability in the District            Consider siting this use just outside of the district to preserve land within the district for more intensive uses            A traditional use associated with the Sammamish River Valley            This activity may supports other desired uses in the District            Need information on facility characteristics</p>	<p>Low cost: City takes a supportive role focused on land use policy and communication            High cost: City takes more active role in providing land or supportive facilities            Benefit: this use helps activate the district</p>
<p>Redevelop the King County ball fields for a tourist district oriented use</p>	<p>Large site centrally located, with riverfront access            Relocation of ball fields necessary            Not a likely near term project            Requires a site development concept plan in support of change of use            Redevelopment may be perceived as supporting tourism at the expense of citizens, particularly regular park users</p>	<p>High potential cost in City time and resources            High potential benefit, particularly if City controlled the site</p>
<p>Clean up, pave, and landscape the King County ball fields parking lot and landscape the grounds</p>	<p>Large, centrally located site currently an eyesore within the District            Requires cooperation of King County Parks            Improvements benefit the overall community as well as visitors</p>	<p>Moderate cost in City time and resources to coordinate with King County            High potential benefit in improved visual appearance of T.D.</p>
<p>Activate the edges of the Sod Farm with tourist-oriented uses</p>	<p>Limitations of the King County Ag lands program            Requires participation/cooperation of the Sod Farm operators            Would help to increase density/intensity of pedestrian-oriented activity            Would likely require off site parking</p>	<p>Moderate cost in City time and resources to coordinate with King County and Sod Farm            Moderate potential benefit not likely a major catalyst to T.D. development</p>
<b>DESIGN</b>		
<p>Implement design guidelines which will impart a pedestrian scale, "main street" character to the District</p>	<p>Focus on the quasi-public spaces, sidewalk, landscaping, parking and open space areas            Focus on overall siting, bulk and scale of development            May dissuade some development in the short term            May benefit district in the long term since ensures a certain consistent standard of development desired by tourist-oriented land uses</p>	<p>Moderate cost in City staff and resources to administer            Moderate to high potential benefit in look and function of the district particularly over the long term as District builds out</p>
<p>Implement design standards that ensure a high quality of development is achieved</p>	<p>Focus on building character, materials, colors            These standards can some times dissuade development, deemed as additional hoop for development review            Can be more subjective and difficult to administer than site design guidelines</p>	<p>Moderate cost in City staff and resources to administer            Low to moderate benefit to the T.D.</p>



NEEDS/ACTIONS	CONSIDERATIONS	COSTS/BENEFITS
<p>Construct gateway improvements: signage (internal and external/directional), landscaping, lighting, etc.</p>	<p>Adequate public right of way required Possibly requires cooperation of private property owners, depending on treatment Gateway signage and other improvements need to be designed and agreed to Tourist District name needs to be formally adopted Coordinate treatment with lighting and landscaping treatments already selected for the District</p>	<p>Potentially high cost to the City if City assumes all cost of improvements Low to moderate benefit in terms of development attraction Moderate to high benefit in terms of community image/pride</p>
<b>TRANSPORTATION AND PARKING</b>		
<p>Complete pedestrian improvements to NE 145th St. Includes the following:</p> <ul style="list-style-type: none"> <li>• Boulevard treatment</li> <li>• Underground Utilities</li> <li>• Signalized crosswalks</li> <li>• Pedestrian bridge</li> <li>• Relocation of SR202</li> <li>• Reduce speed limit</li> </ul>	<p>This action supports the major goal of pedestrianizing the District This project is moving forward ahead of the Master Plan</p>	<p>High cost, yet City is already committed to the project High benefit to the future development of the district and linking east and west areas</p>
<p>Construct additional parking lots within/adjacent to the District</p>	<p>City has explored this in the past, liability an issue Land developed for parking within the District takes away potential for other pedestrian-oriented uses Off-site parking is dependent upon circulating trolley/shuttle If City controls on-site parking, the site could be made available for future development Sites with potential for year-round/joint use</p>	<p>High cost in acquisition/lease, improvements, maintenance/liability Moderate to high benefit; benefit primarily realized during major events Cost in loss of land for other higher intensity uses</p>
<p>Provide a circulating Trolley service linking the Tourist District with Downtown</p>	<p>City has explored this in the past, operation, maintenance costs an issue Need enough stops to make interesting/desirable Joint sponsorship opportunities Requires significant promotion</p>	<p>High cost to the City in operation, maintenance Low to moderate short term benefit - most arrive by private auto Moderate to high long term benefit - supports increased duration of visit and area/sites visited</p>
<p>Provide public transit service to the District</p>	<p>Requires infrastructure - park and ride facilities, pedestrian amenities to and from stops Look for joint use potential with private land owners or King County Parks</p>	<p>Moderate cost to City in staff time to coordinate with transit service providers Potential high cost if City participates in subsidizing service Low to moderate benefits overall Potential benefit to community residents/commuters</p>



NEEDS/ACTIONS	CONSIDERATIONS	COSTS/BENEFITS
<b>OPEN SPACE AND RECREATION</b>		
Provide picnic/restroom facilities within the district Extend the existing bicycle/pedestrian trails within the district Provide watercraft landing sites within the district Provide horse-drawn carriage rides throughout the district Free bicycle program	Requires coordination with land owners if joint use facility Convenient access to parking Need services to support activities Potential need to subsidize activities, (e.g. by providing facilities; boat house, carriage house, etc.)	High cost to City in staff time and resources to coordinate with King County Parks and private land owners High cost in acquisition/development/operation/maintenance Moderate to high benefit in increased tourist activity High potential benefit to citizens with increased park facilities
<b>HISTORIC AND CULTURAL PRESERVATION</b>		
Site the Woodinville Historical Society within the District	Historical Society has limited financial resources Donated or low cost space desired Historical Society could help provide ongoing activities which support the T.D.	Moderate cost in staff time and resources to assist Society in finding a location Moderate benefit to the District, potential to increase activities as well as increase exposure of the District for its lesser known historical significance
<b>PROMOTION, ACTIVITIES AND EVENTS</b>		
Develop a brochure to promote the Tourist District Master Plan and implementation strategy Add activities and events to the District	The brochure would summarize this document, and place in a user-friendly format Requires continued cooperation with the Woodinville Chamber of Commerce Need an entity to carry out events with an ongoing budget Need physical improvements such as parking Remote parking, shuttle system would help support activities	Low cost if simple design with minimal use of color. High cost in staff and resources if City were to sponsor activities Low to moderate cost if the City were to provide matching funds and staff assistance to activities/events Potential benefits to round out tourist season and provide activities for citizens Potential costs in additional traffic associated with events

For notes and information on general cost considerations for the action items listed above please refer to Appendix E.

### Recommended Implementation Strategy

The following table presents the recommended implementation strategy for the Tourist District Master Plan. The table considers the action items described above and organizes them as to their priority for accomplishing the overall goals and policies of the Tourist District Master Plan. The actions are also presented as short term (1 to 3 years) medium term (4-6 years) and long term 6 or more years.



**CITY OF WOODINVILLE**  
**Tourist District Master Plan**  
**Prioritized Implementation Strategies**

<i>Short Term 1-3 years</i>	<i>Medium Term 4-6 years</i>	<i>Long Term 6 plus years</i>
<ol style="list-style-type: none"> <li>1. Adopt Tourist District name</li> <li>2. Develop promotional brochure</li> <li>3. Fine tune underlying zoning within the Tourist District</li> <li>4. Develop Tourist District design guidelines</li> <li>5. Construct Phase I pedestrian/bicycle improvements</li> <li>6. Construct gateway and directional signage</li> <li>7. Identify horse trailer parking areas</li> <li>8. Strategize identification of hot air balloon landing sites</li> <li>9. Develop/improve watercraft landing sites</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop Phase II pedestrian/bicycle improvements</li> <li>2. Relocate SR 202</li> <li>3. Site hot air balloon landing within the Tourist District</li> <li>4. Construct boulevard treatment for NE 145th</li> <li>5. Reduce speed limit through the Tourist District</li> </ol>	<ol style="list-style-type: none"> <li>1. Underground utilities</li> <li>2. Implement circulating trolley</li> <li>3. Provide picnic and restroom facilities</li> <li>4. Implement horse drawn carriage rides</li> <li>5. Improve/redevelop King County ball fields site</li> </ol>
<ol style="list-style-type: none"> <li>10. Develop Criteria for Tourist District Overlay</li> <li>11. Develop architectural design standards</li> <li>12. Site Historical Society within the Tourist District</li> <li>13. Develop Business Association</li> </ol>	<ol style="list-style-type: none"> <li>6. Implement free bike program</li> <li>7. Add activities/events to the Tourist District</li> <li>8. Construct additional parking lots</li> </ol>	<ol style="list-style-type: none"> <li>6. Develop public transit station</li> <li>7. Activate the Sod Farm with tourist-oriented uses</li> </ol>

***Short Term Strategies 1-3 years***

Some of the actions listed in the short term category are those that are less costly to implement, for example adopting a name for the Tourist District, developing a promotional brochure and fine-tuning the underlying zoning. The promotional brochure would essentially summarize the contents of the master plan in a format that could be produced in large quantities and distributed to promote development. Fine tuning underlying zoning is critical to ensuring the desired land uses are attained.

The Phase I pedestrian/bicycle improvements (improvements to NE 145th from the Sammamish River west to Chateau Ste Michelle and the Redhook Brewery) are already



committed in the City's Capital Improvements Program. Finally, the development of Tourist District Design Guidelines is an important step to implement the Master Plan and should be considered for funding in the short term.

Low priority items assigned listed as short term strategies are those that would be fairly simple and low cost to implement, but have not been identified as critical to the implementation of the Master Plan.

### *Medium Term Strategies 4-6 years*

The medium term strategies which are recommended as high priority are all actions tied to the pedestrianization of NE 145th Street. Many of these actions also are dependent upon negotiations with the Department of Transportation to relocate SR 202 from NE 145th. Since permanent gateway signage will likely be placed within public right of way, it is also recommended as a medium term strategy. If the City wishes to proceed in the short term with gateway signage, then the signs should be designed to be moveable to accommodate future street improvements.

Low priority actions within the medium term include the free bike program, added activities and events and constructing additional parking lots. None of these actions have identified funding nor are they critical to the implementation of the master plan.

### *Long Term Strategies 6 plus years*

All of the actions identified in the long term category would require significant capital outlay and are not identified in the current Capital Facilities Plan. Most of these actions also require coordination with the private sector and other public agencies. Planning for the implementation of these strategies should begin now. The promotional brochure developed in the short term could assist in informing potential partners about the City's vision for the Tourist District and recruiting volunteers to assist the City in carrying out the vision.

### *Public/Private Partnership Opportunities*

The recommended implementation strategy is based on the assumption that the City of Woodinville will take the lead in implementing the Tourist District Master Plan. However, the long term strategies, as mentioned above, do require partnering with other players. While the City takes the responsibility for the provision of public facilities, such as streets, sidewalks/trails, and public bathrooms, the City encourages public/private and private/private partnerships to implement many of the strategies, particularly business opportunities that are more appropriately established and operated by the private sector. To encourage continued participation by affected private groups, the creation of a private business association, perhaps under the auspices of the Chamber of Commerce, is recommended as a short-term strategy.

To gauge private sector support for the actions being considered, the City surveyed the current stakeholders (property and business owners) located within the Tourist District. The results of the survey will help the City in determining where to pursue public/private partnership opportunities.



It is important to note that there was a general lack of support for providing private funding for any of the actions being considered. This lack of support was not necessarily a statement of disapproval of the proposed actions, but instead based on the opinion that many have already made significant private investment benefiting the Tourist District as well as the broader community. There was also a general feeling that newcomers to the District should be looked to for support in implementing these actions. Of the actions listed in the long term category, the greatest level of private stakeholder support was given to the following:

- provision of picnic areas;
- improving the appearance of the King County ballfields; and
- implementing the circulating trolley.

There was also strong support for the undergrounding of utilities which is listed as a medium term strategy. The survey and full results are contained in Appendices B and C.



## APPENDIX A

### Stakeholder Interview Questions

1. What are the strengths of the Woodinville tourist district? What are the best opportunities for tourism in Woodinville?
2. What are your concerns about the tourist district? What are its weaknesses or challenges?
3. What kind of activities or actions should be taken to attract more visitors?
4. What types of businesses should be encouraged and how do we attract those businesses?
5. How do you feel about the current boundaries of the tourist district? (OK as is, or should they be modified? If so, why and how?)
6. Where do you think the gateways to the tourist district are? What should they look like?
7. What are some ways to link the tourist district with other attractions: downtown, the Sammamish Trail, etc.?
8. What is your vision for the Tourist District twenty years from now? What should it look like?
9. What are your future plans, and how can the tourist district help you?
10. How can we make the Tourist District Master Plan process valuable for you? How would you like to be involved?
11. Any other comments?



## APPENDIX B

### Stakeholder Survey Form

September 30, 1997

Dear Tourist District CAP Member and/or Property Owner:

The City of Woodinville Planning Department and the Tourist District Citizens Advisory Panel have been working together to create a vision for the area in the form of the Tourist District Master Plan. Many problems and issues have been identified that need to be addressed, and many creative and interesting solutions have been discussed.

The attached draft economic needs assessment discusses many of the solutions and their associated costs/benefits.

One issue that we have not finalized is Who Pays? While the City is planning and can take on the costs of some improvements, it is more than likely that we cannot pay for it all. This survey contains questions to help us determine whether the property owners and businesses who are located in the area and who would benefit from the improvements and increased tourism are willing to share the costs.

Please take a minute to fill out the survey and return it to me by **Wednesday, October 8**. You can fax it, mail it, or e-mail it to me at [stephaniec@woodinville-city.com](mailto:stephaniec@woodinville-city.com).

All names and sources for responses will be kept confidential.

Thanks!

Stephanie Cleveland, AICP  
Project Planner

**TOURIST DISTRICT MASTER PLAN  
ECONOMIC FEASIBILITY  
SURVEY**

The goal of this survey is to help the City assess how improvements for the Tourist District would be paid for. Our work for the Tourist District Master Plan identifies several potential improvements. The City has already committed to the following in its Capital Improvement Plans: basic street improvements, some landscaping, trails and some accessories, and any necessary code revisions.

Please rank the following improvements for importance and indicate your willingness to participate in a Local Improvement District (or other such funding mechanism) to help pay for the improvements:

Name \_\_\_\_\_

Business (if any) \_\_\_\_\_

Property owner Yes \_\_\_\_ No \_\_\_\_ Business owner/representative Yes \_\_\_\_ No \_\_\_\_

CAP Member Yes \_\_\_\_ No \_\_\_\_

- |   |  |   |
|---|--|---|
| 1. Tourist District promotion to increase location of lodging, fine dining, upscale retail. | <input type="checkbox"/> High<br><input type="checkbox"/> Medium<br><input type="checkbox"/> Low | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this.<br><input type="checkbox"/> No, I wouldn't. |
| 2. Purchase land for siting of hot-air balloons.  | <input type="checkbox"/> High<br><input type="checkbox"/> Medium<br><input type="checkbox"/> Low | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this.<br><input type="checkbox"/> No, I wouldn't. |
| 3. Relocate ballfields to free up land for another Tourist District use.                    | <input type="checkbox"/> High<br><input type="checkbox"/> Medium<br><input type="checkbox"/> Low | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this.<br><input type="checkbox"/> No, I wouldn't. |
| 4. Beautification of King County ballfields/parking lot.                                    | <input type="checkbox"/> High<br><input type="checkbox"/> Medium<br><input type="checkbox"/> Low | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this.<br><input type="checkbox"/> No, I wouldn't. |
| 5. Purchase land along JB Sod property to activate tourist-oriented uses.                   | <input type="checkbox"/> High<br><input type="checkbox"/> Medium<br><input type="checkbox"/> Low | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this.<br><input type="checkbox"/> No, I wouldn't. |

- |   |                                 |   |
|---|---------------------------------|---|
| 6. Construction of gateway/signage improvements.                                      | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |
| 7. Old-fashioned street lights (can cost twice as much as regular cobra-head lights). | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |
| 8. Underground electrical wires along 145th Street.                                   | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |
| 9. Purchase land for additional parking lots.   | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |
| 10. Construct parking lots.   | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |
| 11. Purchase circulating trolley with service to downtown.                            | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |
| 12. Maintain/operate circulating trolley.   | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |
| 13. Purchase/maintain/operate horse-drawn carriage rides throughout district.         | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |
| 14. Dedicate easements for public trails/carriage route.                              | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |
| 15. Provide picnic/restroom facilities within the district.                           | <input type="checkbox"/> High   | <input type="checkbox"/> Yes, I would participate in an LID-type system to help pay for this. |
|   | <input type="checkbox"/> Medium | <input type="checkbox"/> No, I wouldn't.  |
|   | <input type="checkbox"/> Low    |   |





## APPENDIX C

## Summary of Stakeholder Survey Results

Economic Feasibility Study  
Property Owner / Cap Survey Results

IMPROVEMENT	RANK	WILLINGNESS TO HELP PAY
1. Tourist District promotion to increase location of lodging, fine dining, upscale retail.	High: 43% Medium: 14% Low: 43%	Willing: 29% Not willing: 71%
2. Purchase land for siting of hot-air balloons.	High: 14% Medium: 29% Low: 57%	Willing: 0% Not willing: 100%
3. Relocate ballfields to free up land for another Tourist District use.	High: 0% Medium: 43% Low: 57%	Willing: 0% Not willing: 86% Maybe: 14%
4. Beautification of King County ballfields/parking lot.	High: 43% Medium: 14% Low: 43%	Willing: 29% Not willing: 71%
5. Purchase land along JB Sod property to activate tourist-oriented uses.	High: 29% Medium: 29% Low: 43%	Willing: 14% Not willing: 86%
6. Construction of gateway/signage improvements.	High: 29% Medium: 43% Low: 29%	Willing: 29% Not willing: 71%
7. Old-fashioned street lights (can cost twice as much as regular cobra-head lights).	High: 29% Medium: 14% Low: 57%	Willing: 29% Not willing: 71%
8. Underground electrical wires along 145th Street.	High: 57% Medium: 29% Low: 14%	Willing: 71% Not willing: 29%
9. Purchase land for additional parking lots.	High: 29% Medium: 0% Low: 71%	Willing: 29% Not willing: 71%



IMPROVEMENT	RANK	WILLINGNESS TO HELP PAY
10. Construct parking lots.	High: 43% Medium: 0% Low: 57%	Willing: 29% Not willing: 71%
11. Purchase circulating trolley with service to downtown.	High: 43% Medium: 14% Low: 43%	Willing: 43% Not willing: 57%
12. Maintain/operate circulating trolley.	High: 43% Medium: 14% Low: 43%	Willing: 43% Not willing: 57%
13. Purchase/maintain/operate horse-drawn carriage rides throughout district.	High: 0% Medium: 29% Low: 71%	Willing: 0% Not willing: 100%
14. Dedicate easements for public trails/carriage route.	High: 0% Medium: 43% Low: 57%	Willing: 14% Not willing: 86%
15. Provide picnic/restroom facilities within the district.	High: 71% Medium: 0% Low: 29%	Willing: 29% Not willing: 71%
16. Subsidize waterfront/boathouse activities.	High: 29% Medium: 14% Low: 43%	Willing: 14% Not willing: 86%
17. Donate, rent, or purchase space for the Woodinville Historical Society.	High: 14% Medium: 43% Low: 43%	Willing: 14% Not willing: 86%
18. Subsidize free bicycle program in the District.	High: 0% Medium: 29% Low: 71%	Willing: 14% Not willing: 86%
19. Expand/increase special events in the district.	High: 43% Medium: 29% Low: 29%	Willing: 29% Not willing: 57%



## SUMMARY OF RESULTS

<i>High:</i>	<i>Medium:</i>	<i>Low:</i>
Underground electrical wires along 145th Street.	Promotion for lodging, fine dining, upscale retail.	Purchase land for siting of hot-air balloons.
Provide picnic/restroom facilities within the district.	Beautification ballfields/parking lot.	Relocate ballfields.
Expand/increase special events in the district.	Gateway/signage improvements.	Purchase land along JB Sod property.
	Purchase circulating trolley with service to downtown.	Old-fashioned street lights.
	Maintain/operate circulating trolley.	Purchase land for parking lots.
	Space for the Woodinville Historical Society.	Construct parking lots.
		Horse-drawn carriage rides throughout district.
		Dedicate easements for public trails/carriage route.
		Waterfront/boathouse activities.
		Subsidize free bicycle program in the District.



Comments:

- *Wineries and brewery have are responsible for the existence of the Tourist District and for providing many of the existing improvements, as well as funding the tax base for the City. Others should pay for any improvements.*
- *New developments should pay proportionately to what the existing developments have put into the District.*
- *The City extracts numerous public benefits as the price of development.*
- *All Woodinville's citizens benefit from the Tourist District and should pay for its improvements.*
- *Traffic improvements should be the number 1 priority.*
- *Would participate in an LID to pay for street/traffic improvements.*
- *Consider other financing mechanisms, such as public/private ventures and getting other civic organizations involved.*
- *Consider a port district for improvements along the river.*
- *Some items, such as carriage rides, land for hot-air balloons, and bicycles, should be funded by private funds or land owners. Also, easements, waterfront activities, and space for the Historical Society.*
- *The priority of any LID should be appearance, promotion, and traffic flow.*
- *Government should pay for the beautification of King County's ball fields.*
- *Use the Tolt right-of-way for overflow parking.*
- *Keep the JB Sod frontage as agricultural; preserve the views.*
- *Gateways are the City's responsibilities.*
- *Not in favor of street lights.*
- *Several things have already been provided: picnic/restroom facilities, easements for trails, waterfront activities, and special events.*
- *We might consider helping pay for the trolley with advertising.*

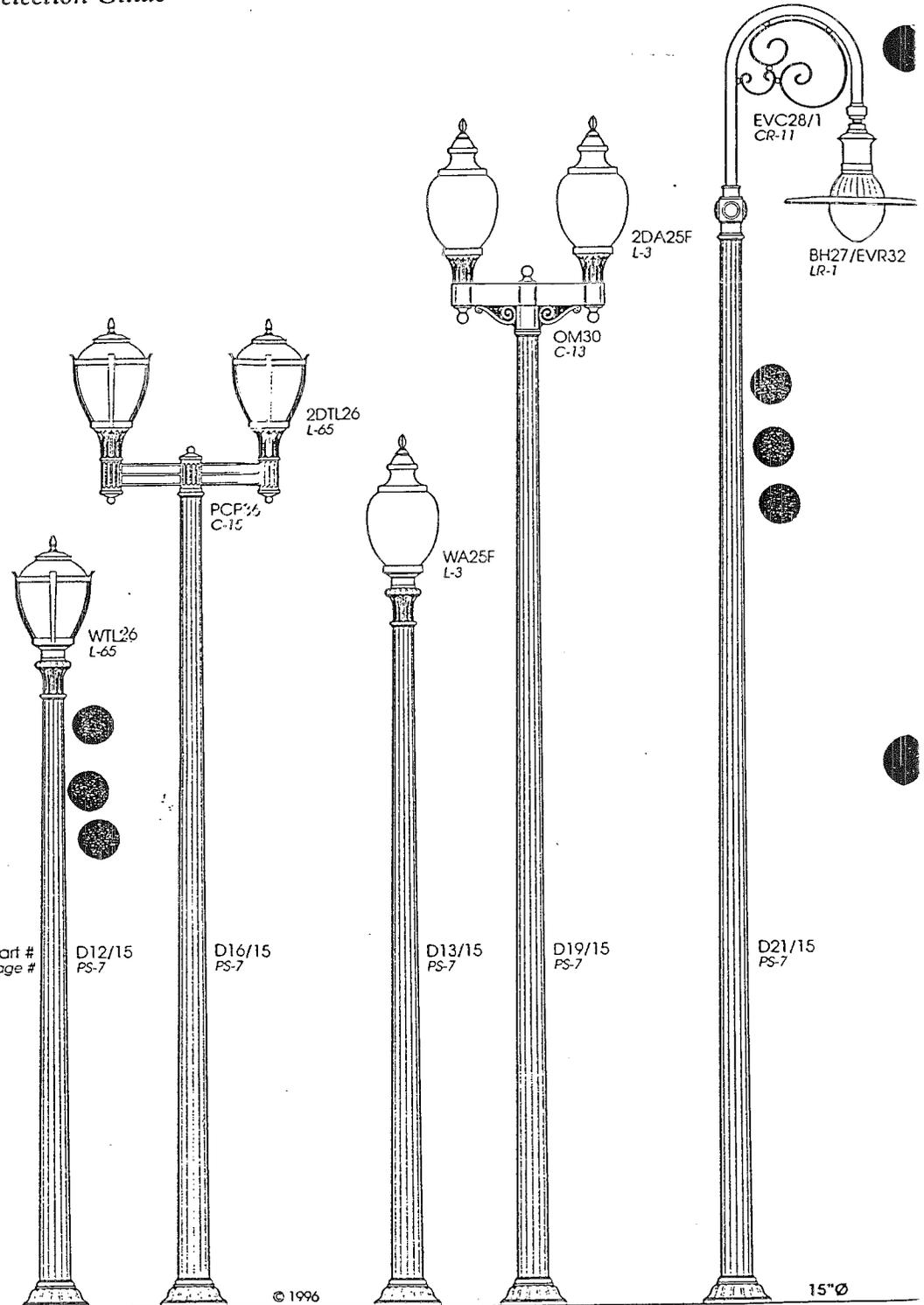
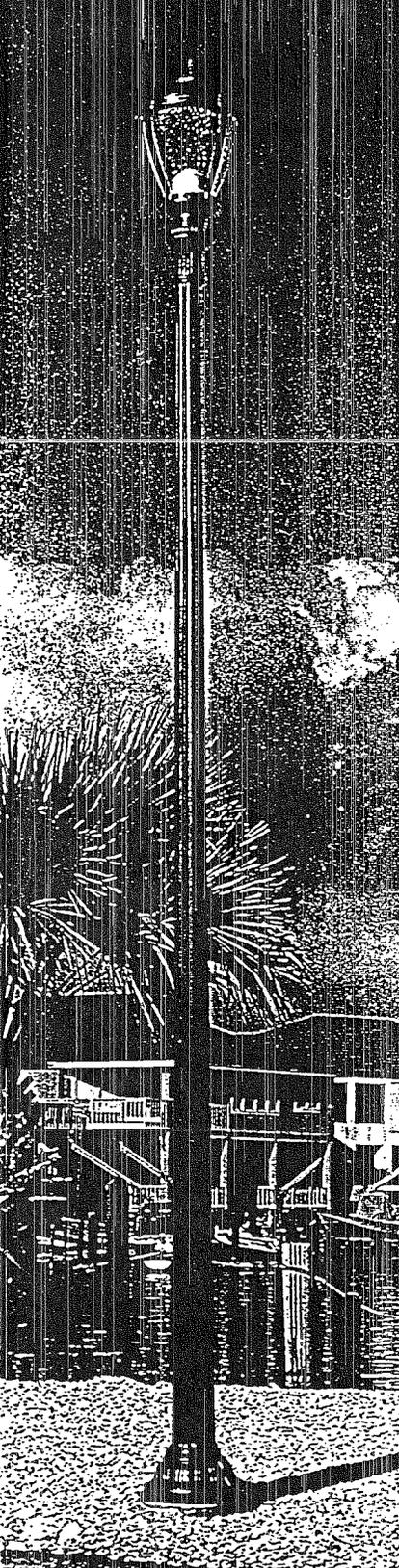
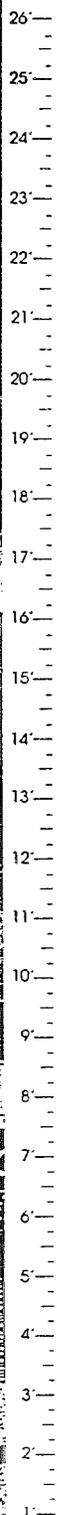
# DETROIT Series

## Cast Iron & Steel Posts

### Selection Guide

# APPENDIX D

## Light Fixtures



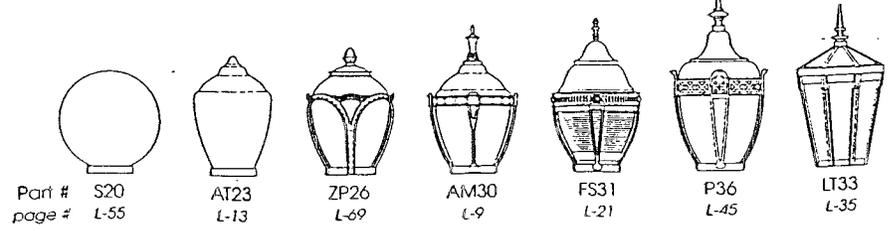
D16/15-CIS/BK-WTL26

For Specifications, see page numbers located behind corresponding tabs "Cast Iron & Steel Posts", "Crossarms" or "Luminaires".

### Recommended Luminaire Bases



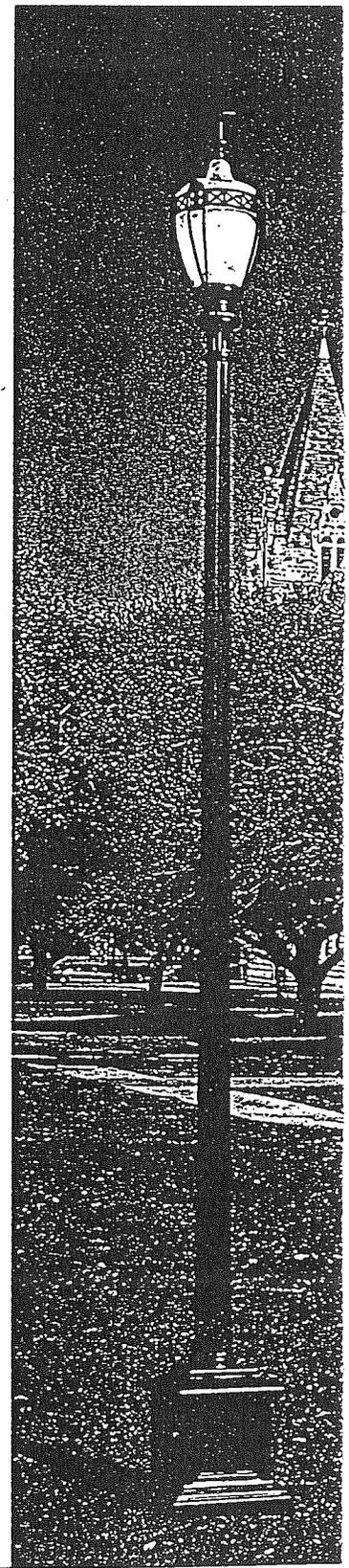
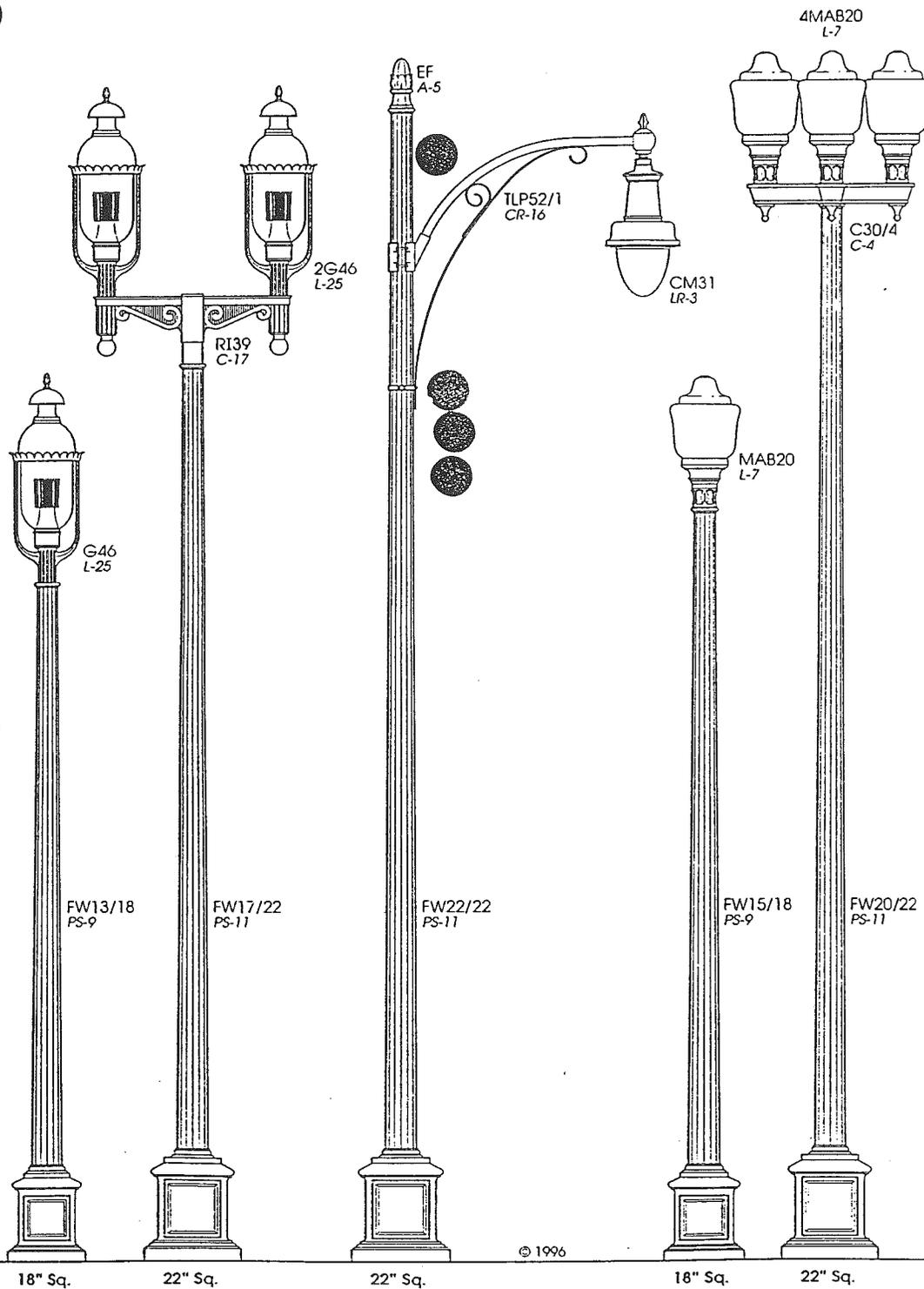
### Other Suggested Luminaire Tops



# FORT WORTH Series

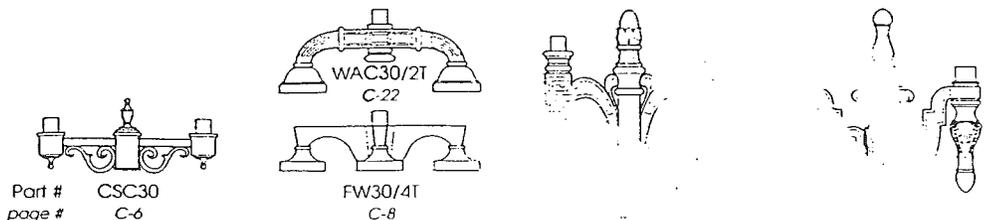
## Cast Iron & Steel Posts

### Selection Guide



FW22/22-CIS/BK-WP36

#### Other Suggested Crossarms



For  
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ber

AN<sup>®</sup>  
P.O. E  
(512<sup>®</sup>)



## APPENDIX E

### Notes and General Cost Considerations for Action Items

The following provides some general rule of thumb cost estimates for the actions described in Section 5 that would be in addition to city staff resources and city projects which are already committed. These cost estimates are not based upon any specific projects or proposals, but are intended to give City staff, officials, and advisory group members a general idea as to the order of magnitude of potential costs associated with the various actions being considered.

#### *Tourist District Gateway Treatment*

The cost of gateway signage and landscaping can vary dramatically, depending upon the size of the landscaped area, signage materials, incorporation of art and/or water features and lighting. A major gateway entry treatment might range in cost from \$50,000 to \$250,000. The higher end of the range would be representative of a gateway treatment incorporating a major water feature and elaborate landscaping, similar to that found at the entrance to an industrial business park or residential subdivision. The lower end of the range might be more representative of the type of treatment appropriate for Woodinville, since the committee members have stated a preference for a simple, more understated type of treatment. However, adequate budget should be allowed so that quality materials and public art can be incorporated into the gateway treatments. However, if all that is desired are a few simple monument signs placed within right of ways throughout the district, the cost for each sign would likely be in the range of \$2,000 to \$5,000 each. This simple signage option really is not a "Gateway Treatment", but it would serve to mark Tourist District points of entry and may be all that is needed.

#### *Land Acquisition for Catalyst Project*

Many of the potential actions, such as parking lot development or acquiring a balloon-landing site, involve land acquisition. The potential cost of raw land within the Tourist District for a catalyst project, is extremely difficult to pin down. The actual cost of raw land varies tremendously given a wide array of variables. Some of the factors include: land use designation, accessibility and visibility from a major roadway, size of the property, adjacent land uses, availability of utilities, and environmental constraints.

Telephone conversations with local commercial real estate brokers indicate that prices for commercially zoned land currently on the market in Woodinville are within a range of \$10 to \$13 per square foot. Another source indicated that, regionally, land costs for commercially zoned land can range from \$5 to \$20 per useable square foot. Within that range, larger properties requiring some infrastructure improvements might fall within the \$5 to \$12 a usable square foot range. Smaller parcels located near an intersection or freeway interchange might range between \$15-\$20 per useable square foot.



To get a general idea of potential land acquisition cost, we can use a hypothetical example. If a catalyst project located within the Tourist District requires between 5 and 10 acres of land, then the land acquisition cost might range from 3.3 to 6.6 million dollars assuming a \$15 per square foot raw land cost.

### *Leasing Commercial Retail Space for the Historical Society*

Similar to land cost, the cost to lease commercial retail space can vary tremendously depending upon the location, age, and condition of the building where space is being leased; the amount of space being rented; and its amenities. Some comparable commercial retail space lease rates in the Puget Sound area are within the \$14 to \$19 per square foot range. Retail rates are provided as an example, since the Historical Society would benefit from a store front location and the properties in the Tourist District are zoned for this type of use. If the Historical Society requires approximately 1,000 square feet, (and could find a space this size) the cost to rent retail space at current market rates might range from between \$14,000 and \$19,000 a year. Ideally, the Historical Society could sub lease some "left over" space from an existing tenant at a less than market lease cost.

### *Tourist District Promotion*

In the past, the City of Woodinville funded tourism promotion through the Chamber of Commerce at a cost of approximately \$75,000 a year. This funding paid for not only a part time professional staff person, but the production of promotional brochures and advertising for tourism activities within the City. If the City were to continue funding this position, it would benefit by being able to build upon the exposure that has been generated in the pilot year as well as ensure that the brochure and advertising continues. Additionally, maintaining funding for the position ensures that there is an available person with resources and connections to help promote and carry out the Tourist District Master Plan once it is adopted.

### *Street Lighting*

Street lights characterized by a historical or traditional treatment have been viewed by the CAP and staff as a unifying and identifying feature for the Tourist District streetscape. Utilitarian, although functional, cobra-head street lights run approximately \$950 a piece. Historical lamps can run up to \$2,200, although usually average \$1,300 to \$1,400 a lamp, approximately \$500 more a lamp than cobra-heads.

### *Bicycle Program*

Free bicycle programs have been implemented in Copenhagen and Portland, and possibly other cities as well. Both Copenhagen and Portland had trouble keeping the program alive. Bicycles were removed from the district or disappeared altogether. The distinct possibility exists, however, that in a community as small as the Tourist District in Woodinville (or even all of Woodinville), the problems that plagued the Portland and Copenhagen projects would be absent. Both places are giving the program a second try.



Initially the program in Portland was started by a nonprofit organization with donations of bikes, mechanics, and painting from the community. The nonprofit is trying the program again, this time with a second-year budget of \$56,000.

### *Easements for horse-drawn carriage rides/trails*

Recent trail easements have been acquired for the price of \$2 - \$4 per square foot. These figures are based on easements required on larger parcels. Easements costs can be expected to increase as property values increase. Easements that use the surface of a property tend to cost 50 - 75 percent of the market value. In some cases, easements may be conditioned as part of the permit approval process.

### *Summary*

The purpose of this section is to provide a general discussion of the potential cost implications of potential City actions to implement the Tourist District Master Plan. Once the desired action(s) have been determined, further detailed cost estimates should be undertaken by the City prior to the execution of any action(s) described in this study.



## WOODINVILLE TOURIST DISTRICT BIBLIOGRAPHY

Chateau Ste. Michelle General Physical Development Plan 1986  
City of Woodinville Comprehensive Plan Final Environmental Impact Statement  
City of Woodinville Interim Subdivision Code  
City of Woodinville Interim Zoning Code  
City of Woodinville Zoning Map  
Draft Shoreline Master Program  
Interim Design Principles  
King County Sensitive Areas Folio  
Location Map  
Parks/Trails Materials  
Sammamish River Corridor Conditions and Enhancement Opportunities  
Shoreline Management Master Program and Regulations  
Traffic counts for 148/145th  
Traffic Study for Columbia Winery Expansion  
Trolley Originals  
Woodinville Tourism Partnership pamphlets  
Woodinville Valley Trail