Fancher Plateau
Neighborhood Commercial Design Standards and Guidelines

Joint Hearing Draft - November 9, 2006

DOUGLAS COUNTY
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I. Introduction/Purpose

The Fancher Plateau is a relatively new neighborhood area that started to develop residentially in 1987. The comprehensive plan for the area recognized in 1996 that there would be a future need for convenience-scale retail activities. The plan encouraged the development of a neighborhood commercial area on the east side of Gun Club Road. Since that time, the continued subdivision of the area and the reconstruction of Gun Club Road made this a less desirable location for a commercial center due to limited visibility and accessibility.

Two applications were filed by private property owners in 2004, each seeking to gain neighborhood commercial status. These applications proposed designation of lands along the east side of Badger Mountain Road immediately north of the Wheatridge Drive intersection, and along the south side of Fancher Field Road near its intersection with Gun Club Road. During the review of these applications, citizens in the area raised questions about compatibility in use and appearance with the character of the area, which remains primarily low density residential. Responding to these concerns, the Douglas County Board of Commissioners and the City of East Wenatchee City Council directed that an analysis be conducted of potential design standards for neighborhood commercial development on the plateau. The question was posed, “If neighborhood commercial development is to occur, what should it look like?”

Douglas County contracted with Makers Architecture and Urban Design, a firm experienced in working with communities to achieve highly attractive and functional development. In a series of public meetings citizens were encouraged to present their ideas and discuss their desires, their concerns and a wide range of issues related to commercial development. The sessions were interactive, with participants preparing graphic representations of desirable development patterns; photographs of like-scale development projects were evaluated; and the results have been compiled into this report. It is fair to point out that while future neighborhood commercial activities are supported by some members of the community, not all participants in the process support commercial development. Again, the issue was framed as an “if” and not a “when.” Douglas County and the City of East Wenatchee have entered into formal agreements that the same comprehensive plan and development regulations will be applied throughout the Greater East Wenatchee Urban Area. To implement this cooperative approach to planning, the city and the county conduct joint hearings at the planning commission level and before the legislative bodies, although the final decision on development proposals remains the responsibility of the agency with jurisdiction; Douglas County, in this case. The implementation of these guidelines would come from their adoption by reference if either proposed site is determined to be acceptable for neighborhood-scale commercial development. The guidelines are graphically-oriented to better depict what could be. These guidelines, if adopted, would have the force of law and would be applied administratively during design and construction phases.

Figure 2. Preferred use and development configuration for the Southeast Site developed by one group of participants at the August workshop.
II. Preferred Development Concept

Southeast Site

Figure 3 below summarizes the preferred development concepts for the southeast site. The site’s gateway location, visibility, and accessibility lends itself to a mix of uses. Due to site’s relatively large size, some flexibility on the mix of uses was desired. The site’s high visibility and accessibility requires special streetscape, gateway, safety, and building design treatments. Buffering treatments between future uses and adjacent single family residences are also important. Figures 4 through 6 on the opposite page illustrate how development and uses could be configured consistent with the community’s vision.

Figure 3. Preferred development concept for the Southeast Site.
II. Preferred Development Concept

Figure 4. Example of development consistent with the preferred development concept for the Southeast Site.

Figure 5. Aerial perspective of the development example looking northeast.

Figure 6. Aerial perspective of the development example looking south.
Northwest Site

Figure 7 summarizes the preferred development concepts for the northwest site. The site’s centralized location and unique configuration also lends itself to a mix of uses. Commercial uses were envisioned towards Fancher Field Road while lower intensity multi-family uses would be appropriate at the southern end of the site off of Highland View Drive. Streetscape, safety, and building design were also important on this site, as were buffering treatments to the adjacent single family residences. Figures 8 through 9 on the opposite page illustrate how development and uses could be configured consistent with the community’s vision.

Figure 7. Preferred development concept for the Northwest Site.
II. Preferred Development Concept

Figure 8. Example of development consistent with the preferred development concept for the Northwest Site.

Figure 9. Aerial perspective of the development example looking south.
III. General Provisions:

Applicability
The provisions herein shall apply to all new construction in the Fancher Heights Neighborhood Commercial areas identified in Figure 1.

Interpretation
The standards herein are a combination of required actions (i.e.: “shall” and “is prohibited” statements) and recommended actions (i.e.: “should” and “is encouraged” statements). Where there is a conflict between these standards and other standards in DCC, the most specific standard shall apply, as determined by the reviewing authority.
IV. Zoning and Land Use Provisions

Changes to Current Neighborhood Commercial Zoning
*(Proposals apply to both sites.)*

a. Allow ground floor residential uses, provided non-residential uses occupy the ground floor of at least 50 percent of the site (decrease to 33 percent if zone changes for both the Southeast and Northwest Sites are approved).

b. No other changes to the list of permitted and prohibited uses are proposed.

c. Retain current maximum business size of 5,000 square feet.

*Figure 10. Vertical mixed-use.*

*Figure 11. Horizontal mix of uses.*

*Figure 12. Single-purpose residential uses.*
V. Site Planning and Streetscape Design Standards and Guidelines

Land Uses and Building Orientation

NW Site (Stimac Site)

a. Minimum front yard setbacks shall be reduced to 10 feet (35 feet now). Exception: Storefront buildings featuring a pedestrian-oriented façade and 12-foot-wide sidewalks may be built up to the property line. See Figure 13.

SE Site (Fancher Village LLC Site)

a. Same as the Northwest Site.

Figure 13. Pedestrian-oriented facade standards.

Figure 14. Example of a building with a small landscaped setback, streetfront windows, and clear pathway to the building entry.
NW Site (Stimac Site)

b. Encourage commercial buildings to be sited and oriented towards Fancher Field Road. Specifically:
   - For commercial uses adjacent to a street – at least one pedestrian building entrance must be visible from the street.
   - All buildings must include windows facing the street. Specifically, at least 25 percent of the ground floor facade between 2 and 8 feet above the surface must be transparent (windows or doors). See Figure 17.

c. Encourage residential uses, where proposed, to be located and oriented towards Highland View Drive. See Chapter II development example and Figure 15.

SE Site (Fancher Village LLC Site)

b. Same as the Northwest Site, except encourage all buildings/uses to be located and oriented towards Badger Mountain Road.

c. Commercial uses are prohibited within the southerly 100 feet of the site (area may be used for residential or open space).

Figure 15. An example of residential uses oriented towards the street.

Figure 17. All buildings adjacent to the street must include windows facing the street.

Figure 16. Example of a pedestrian-oriented facade adjacent to a sidewalk.
Open Space and Landscaped Buffers

NW Site (Stimac Site)

a. At least 5 percent of area devoted to non-residential uses shall be developed as a pedestrian-oriented space, as defined in Chapter IX, Definitions.

SE Site (Fancher Village LLC Site)

a. Same as the Northwest Site.

Figures 18, 19, and 20. Example of pedestrian-oriented spaces.

Figure 21. Example location of pedestrian-oriented space.
**NW Site (Stimac Site)**

b. Residential uses shall provide at least 400 square feet of open space per dwelling unit, including one or more of the following types of spaces:
   - Common open space (as defined in Chapter IX, Definitions).
   - Private or semi-private outdoor space adjacent to, and directly accessible to, dwelling units may be used to count for up to 75 percent of the total required outdoor space. This may include front or rear yard spaces adjacent to dwelling units.
   - Individual private balcony spaces may be used to count for up to 30 percent of the total required outdoor space.

c. Ten-foot landscaping screens (Type III per DCC 20.40.030 or other as approved by the review authority) are required around the perimeter of the site.

**SE Site (Fancher Village LLC Site)**

b. Same as the Northwest Site.

c. Consider acquisition of southerly 100 feet of site for Fancher Plateau gateway park/landscaping elements.

d. The easterly 25 feet of the site shall be retained and open space and include supplemental landscaping (Type III per DCC 20.40.030 or other as approved by the review authority) to screen views of development from adjacent homes.

*Figure 22. Common open space example.*

*Figure 23. Example of open spaces associated with townhouse development on the Southeast Site.*
Streetscape Elements

**NW Site (Stimac Site)**

a. Minimum 6-foot planting strip, with street trees 30 feet on average, and 8-foot sidewalk. See Figure 26.

b. Minimum 10-foot landscape buffer (Type III per DCC 20.40.030 or other as approved by the review authority) between inside sidewalk edge and building (except for pedestrian-oriented facades). See Figure 26.

c. Provide crosswalks at all intersections.

d. Consider a bike lane or striped wide shoulder on Fancher Field Road and Badger Mountain Road.

**SE Site (Fancher Village LLC Site)**

a. Same as the Northwest Site.

b. Same as the Northwest Site.

c. Same as the Northwest Site.

d. Same as the Northwest Site.

e. Provide a gateway elements at the corner of Badger Mountain Road and Fancher Heights Boulevard. This could include a monument sign associated with a trellis or other architectural feature and landscaping that helps to add identity to the area. See Figure 24.

f. Consider roundabouts at Fancher Heights Boulevard and Fancher Field Road in conjunction with County Engineer approval. See Figure 25 and the development example in Chapter II.

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### Figure 24. Example of a landscaped gateway

### Figure 25. A landscaped roundabout would provide a unique gateway element for Fancher Plateau.

### Figure 26. Sidewalk and planting strip standards.
Internal Pedestrian Access

**NW Site (Stimac Site)**

a. Provide clear pedestrian access between the street and all buildings.

b. Provide a connected internal pathway system (connecting all buildings within the development). See Figure 27.

c. Walkways along internal storefronts must be at least 12 feet wide and contain street trees every 30 feet on average. See Figure 28.

d. Pedestrian walks shall be separated from structures at least 3 feet for landscaping, except where the adjacent building features a pedestrian-oriented façade. See Figure 29.

e. Provide a pedestrian pathway along the access easement at the east edge of the property. See Figure 27.

**SE Site (Fancher Village LLC Site)**

a. Same as the Northwest Site.

b. Same as the Northwest Site.

c. Same as the Northwest Site.

d. Same as the Northwest Site.

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*Figure 27. Pedestrian network for the example development on the Northwest Site.*

*Figure 28. Walkway standards for internal streetfronts.*

*Figure 29. Walkways separated from buildings by landscaping.*
Parking Lots and Driveways

**NW Site (Stimac Site)**

a. Parking lots shall be located to the rear or side of buildings. No more than 50 percent of the Fancher Field Road frontage shall be occupied by parking or vehicular access. See Figure 30.

b. Extend Highland View Drive to connect with Fancher Field Road or Plateau Drive. See Chapter II for a development example.

c. No more than one driveway shall be permitted onto Fancher Field Road. A driveway at Gun Club Road is acceptable. See Chapter II for a development example.

**SE Site (Fancher Village LLC Site)**

a. Parking lots shall be located to the rear or side of buildings. No more than 50 percent of the Badger Mountain Road frontage shall be occupied by parking or vehicular access. See Figure 30.

b. Acceptable driveway locations are at the intersections of Plateau Drive and Fancher Road. See Chapter II for a development example.

*Figure 30. Parking lots and driveways shall not occupy more than 50 percent of Fancher Field Road and Badger Mountain Road.*
VI. Building Design Standards and Guidelines

Architectural Character

a. Architecture that is defined predominately by corporate identity features (and difficult to adapt to other uses) is prohibited.

Building Entries

a. Primary building and business entrances shall be prominent, visible from surrounding streets or publicly accessible open space, and connected by a walkway to the public sidewalk. See Figure 33.

b. Weather protection at least 4.5 feet deep and proportional to the distance above ground level shall be provided over the primary entry of all buildings, businesses, and residential units.

c. Ground floor residential units adjacent to the street shall be directly accessible from the street or an open space that is accessible from the street. See Figure 34.

d. Townhomes and all other multifamily dwelling units with private exterior ground-floor entries shall provide at a minimum 20 square feet of landscaping adjacent to the entry. See Figures 31 and 32.

Figures 31 and 32. The example on the left does not provide the required landscaping near the dwelling unit entry; that on the right complies with entry standards.

Figure 33. Prominent building entry with weather protection.

Figure 34. Residential units accessible from the street.
VI. Building Design Standards and Guidelines

Architectural Scale

a. All buildings shall include at least three of the following modulation and/or articulation features along all facades containing the public building entries. The features shall occur at intervals of no more than 25 feet.

- Repeating distinctive window patterns at intervals less than the articulation interval.
- Vertical building modulation (depth at least 2 feet, width at least 4 feet, and preferably tied to roofline modulation). See Figure 35.
- A separate covered entry or weather protection feature for each articulation interval.
- Change in roofline.
- Change in building material or siding style (perhaps coordinated with a change in building color).
- Lighting fixtures, trellis, tree, or other landscape feature within each interval.
- Alternative methods that effectively reduce the perceived architectural scope of the building, used per the required intervals, as approved by the reviewing authority.

Figure 36. This building uses a distinctive repeating storefront window pattern, separate covered entry features, and a change in roofline at less than the required 25-foot interval.

Figure 37. This building combines multiple techniques to meet modulation/articulation standards.

Figure 35. Vertical modulation.
b. Non-residential and mixed-use building rooflines visible from a public street, open space, or public parking area shall be varied by utilizing pitched roofs at a slope of at least 4:12. Exceptions:

- “Green” roofs may feature slopes less than 4:12.
- Other roofline treatments may be considered provided they effectively reduce the perceived scale of the building, add visual interest, and effectively hide rooftop mechanical equipment as approved by the review authority. See Figure 39 as a good example.

c. The maximum façade width for all buildings shall be 100 feet. Wider facades may be considered where special design treatments reduce the perceived width of the building.
VI. Building Design Standards and Guidelines

Building Details

a. Ground floor expression: All storefronts or other non-residential uses shall be enhanced with appropriate details; specifically, at least four of the following elements shall be included on their primary façades subject to approval by the responsible official:

- Decorative pedestrian-oriented signage. See Figure 42.
- Artwork incorporated into the building façade or entry area.
- Recessed entry. See Figure 43.
- Decorative door.
- Transom windows and/or decorative treatment of windows.
- Decorative weather protection feature(s).
- Landscaped trellises or other decorative element that incorporates landscaping near the building entry. Elements shall be integrated into the building and not a simple potted plant. See Figure 41.
- Decorative light fixtures.
- Decorative building materials and/or trim work. This could include decorative stone, tile, or wood-work, decorative kickplates, or other methods that meet the intent.
- Other details as approved by the responsible official that meet the intent of the standards.
Blank Walls

a. Untreated blank walls, as defined in Chapter IX, visible from a public street, sidewalk, or interior pathway are prohibited. Methods to treat blank walls include transparent windows or doors, display windows, landscaped beds or trellis structures in front of walls, or other treatment that mitigates the impact of a blank wall and adds visual interest.

Building Materials

a. Use of brick or stone is encouraged on building facades, particularly those created locally.

b. All building façades visible from a street or containing a pedestrian entry shall adhere to the following standards:
   - Metal siding shall be used as an accent feature only and will comprise no more than 10 percent of the façade.
   - Stucco siding shall comprise no more than 25 percent of the building façade.
   - Concrete block shall comprise no more than 25 percent of the building façade.

See Figure 45 for ways these cost-effective materials could be used consistent with the standard.
VII. Landscaping and Screening

Landscaping

a. The required landscape plan shall be prepared by a licensed landscape architect or Washington-certified Professional Horticulturalist (CPH).

b. The use of native and drought-tolerant plant species that are appropriate to the Pacific Northwest interior is encouraged.

c. Lawn areas should be used sparingly except for recreational activities.

d. Use a mixture of ground cover, shrubs, and trees that provides seasonal interest.

e. Parking lots adjacent to the street shall be screened with at least 10 feet of Type IV Landscaping (per 20.40.030 of DCC) with shade trees placed at 30 feet on-center average.

f. Internal parking lot landscaping per DCC 20.40.030.

g. See buffering requirements in Chapter V for both sites.
VII. Landscaping and Screening

Fences and Screening Elements

a. The maximum height of free-standing walls, fences, or hedges between the street and a building shall be 3 feet.

b. Development configurations that back up against a street are prohibited.

c. Service elements shall be located and designed to minimize the impacts on the pedestrian environment and adjacent uses. Service elements should be concentrated and located where they are accessible to service vehicles and convenient for tenant use.

d. Roof-mounted mechanical equipment shall be located so as not to be visible from the street, public open space, parking areas, or from the ground level of adjacent properties. Screening features should blend with the architectural character of the building.

Figure 47. Locate and design service elements to minimize impacts on the pedestrian environment.
VIII. Signage

a. **Wall-mounted** signs placed directly on the building façade may be used for all individual businesses. All wall-mounted signs shall be designed and located appropriate to the building’s architecture. For example, the sign should not cover windows, building trim, or ornamentation.

- Each business is allowed a maximum of one wall-mounted sign per façade that contains a public entry and up to two signs maximum.
- The maximum size of a wall mounted sign shall not exceed 10 percent of the tenant’s façade provided the sign is centered on the architectural features of the building.

b. **Projecting signs** meeting the following conditions are allowed for commercial uses adjacent to and facing a public street.

- Clearance: Shall clear sidewalks by 8 feet.
- Projection: Shall not project more than 4 feet from the building façade, unless the sign is part of a permanent marquee or awning over the sidewalk.
- Height: Shall not extend above the building parapet, soffit, the eave line, or the roof.

![Wall-mounted signage](image1)

**Figure 48. Wall-mounted signage.**

![Projecting and wall-mounted sign standards](image2)

**Figure 49. Projecting and wall-mounted sign standards.**
c. **Under-marquee signs** meeting the following conditions are encouraged for commercial uses.

- **Projection**: Under-marquee signs shall have 1 foot minimum between the sign and the outer edge of the marquee, awning, or canopy and between the sign and the building façade.
- **Clearance**: Under-marquee signs shall maintain a minimum clearance of 8 feet between the walkway and the bottom of the sign.
- **Vertical dimension**: Under-marquee signs shall not exceed 2 feet in height.

d. **Freestanding signs** shall only be permitted when advertising the name of a building complex with multiple businesses. Freestanding signs shall adhere to the following:
  a. Maximum height of 6 feet; Maximum surface area of 30 square feet.
  - Minimum setback of 5 feet from an adjacent right of way.
  - One square foot of landscaping per 1 square foot of surface area.

e. **All signage** shall be lit with an external light source; backlit signs shall not be permitted.
f. **Prohibited signs** include:

- Pole mounted signs
- Back-lit signs with letters or graphics on a plastic sheet (can signs)
- Signs employing exposed electrical conduits
- Visible ballast boxes or other equipment
- Changeable letter signage, except for cinema and community centers.

*Figure 52. Back-lit signs with letters or graphics on a plastic sheet (can signs) are not permitted.*
IX. Definitions

**Blank walls**
Walls subject to "blank wall" requirements meet the following criteria:
- Any wall or portion of a wall that has a surface area of 400 SF of vertical surface without a window, door, or building modulation or other architectural feature.
- Any ground level wall surface or section of a wall over 4' in height at ground level that is longer than 15' as measured horizontally without having a ground level window or door lying wholly or in part within that 15’ section.

**Common open space**
Common open space includes:
- Common open space area, such as courtyards, decks, gardens, children’s play areas, or other multipurpose recreational and/ or green spaces, accessible to all residents within the development may count for up to 100 percent, provide that:
  - The area is large enough in the opinion of the review authority to provide functional leisure or recreational activity (For example: long narrow spaces (less then 20 feet wide) rarely, if ever, can function as usable common space).
  - The space (particularly children’s play areas) shall be visible from dwellings, and is positioned near pedestrian activity.
  - The space features paths, plantings, seating, lighting and other pedestrian amenities to make the area more functional and enjoyable.
- Required landscaping areas, driveways, parking, or other vehicular use areas shall not be counted as meeting the common space requirement.
- Alternative designs and/or treatments to common open space will be considered by the review authority provided they meet the intent of the standards.
- Private or semi-private outdoor space adjacent to, and directly accessible to, dwelling units may be used to count for up to 75 percent of the total required outdoor space. This may include front or rear yard spaces adjacent to dwelling units.
- Individual private balcony spaces may be used to count for up to 30 percent of the total required outdoor space.

**Northwest Site (NW Site)**
Stimac Site

**Pedestrian-oriented facades**
Pedestrian-oriented facades feature transparent windows and/or doors between 3 feet and 8 feet above the sidewalk along 75 percent of the building façade, weather protection at least 5 feet wide along 75 percent of the façade, and a pedestrian entry along such façade.

**Pedestrian-oriented space**
Pedestrian-oriented space is defined as having a predominately hard-surfaced, plaza, or courtyard type area that incorporates the following features:
- Pedestrian access to the abutting structures from the street, private drive, and/ or a non-vehicular courtyard.
IX. Definitions

- Paved walking surfaces of unit pavers, stone, brick or concrete with special texture, pattern and/or other decorative features that provide an inviting pedestrian environment.

- Pedestrian-scaled lighting fixtures at no more than fifteen (15) feet in height at a level averaging at least two (2) foot candles throughout the space. Lighting may be on-site or building-mounted lighting.

- At least two (2) linear feet of seating area (bench, ledge, etc.) or one individual seat per sixty (60) square feet of plaza area, or open space (up to fifty (50) percent of seats may be moveable).

- Be sited in areas with significant pedestrian traffic to provide interest and security, such as adjacent to a building entry.

- Landscaping components that add seasonal interest to the space.

- Provide site furniture in public spaces made of durable, vandal- and weather resistant materials that do not retain rainwater, and require low-maintenance.

Pedestrian-oriented space is encouraged to incorporate the following features, which the review authority may require if they are found necessary to meet the intent of the standards:

- Pedestrian amenities, such as a water feature, drinking fountain, tables, and/or distinctive paving or artwork. Planters or large pots with small shrubs and seasonal flowers may be used to separate café seating from traffic flow and create protected sub-areas within the plaza for sitting and people watching.

- A “pedestrian-oriented building facade” on some or all buildings facing the space.

- Consideration of the sun angle at noon and the wind pattern in the design of the open space.

- Transitional zones along building edges to allow for outdoor eating areas and a planted buffer.

- Separation of active and passive uses through placement of planters, street furniture, landscaping, different paving textures and subtle changes in the ground plane.

The following features are prohibited within pedestrian-oriented space:

- Asphalt or gravel pavement.
- Adjacent unscreened parking lots.
- Adjacent chain link fences.
- Adjacent "blank walls."
- Adjacent unscreened dumpsters or service areas.
- Outdoor storage or retail sales that in the opinion of the review authority do not contribute to the pedestrian environment.

**Review authority**

[text]

**Southeast Site (SE Site)**

Fancher Village LLC Site

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MAKERS architecture and urban design

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