Birchwood Conceptual Redevelopment

Student Planners of Western Washington University
## Design Focus Areas

<table>
<thead>
<tr>
<th>Problem Areas</th>
<th>Potential Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Lighting</td>
<td>Improve lighting along areas known to be dark and unsafe</td>
</tr>
<tr>
<td>No real destination</td>
<td>Place-making projects and increase work and living spaces as well as retail shops to promote human activity</td>
</tr>
<tr>
<td>Not enough greenery</td>
<td>Plant and maintain aesthetically pleasing vegetation and healthier streetscapes</td>
</tr>
<tr>
<td>Not enough local stores</td>
<td>Increase desirability for local businesses to rely on commercial core services</td>
</tr>
</tbody>
</table>
## Design Focus Areas

<table>
<thead>
<tr>
<th>Problem Areas</th>
<th>Potential Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too much pavement</td>
<td>Repurpose underutilized open spaces and integrate rain gardens in public rights of way</td>
</tr>
<tr>
<td>Low connectivity to trail</td>
<td>Create usable, safe and inviting trail system that connects well with neighborhood center</td>
</tr>
<tr>
<td>Low walkability</td>
<td>Increase amount of signaled crosswalks as well other pedestrian facilities and create a buffer of trees or parallel parking in places to make sidewalks safer</td>
</tr>
<tr>
<td>No seating</td>
<td>Allow/encourage shops to spill into public space with seating</td>
</tr>
<tr>
<td>Non-approachable retail</td>
<td>Incorporate residential and mixed-use into the retail to provide more affordable housing while increasing public presence in the commercial core</td>
</tr>
</tbody>
</table>
NEIGHBORHOOD CORE DESIGN ALTERNATIVE

Student Planners: Brian Eckert, Jendy Edgerton, Sadie Naglich, Samuel Potts
# Conceptual Site Plan

## Category | Likes | Concerns
--- | --- | ---
Transportation | Bike Infrastructure, Bus pull-ins | Traffic flow, reducing congestion
Parking | Moving parking to back of lots | Need vs. available space
Pedestrian | Increased connectivity, trail access, crosswalks | Dangerous intersections
Economy | Flex space, mixed use | Affordability for both businesses and consumers
Community | Central locations, cohesive community vision, youth activities, farmers market | Want things that can happen sooner, inappropriate behavior
Design | Art, bold design concepts, landscaping and green space | Mountain views compromised, lighting for safety
MASTER SITE PLAN

The proposed site plan aims to create a historic and diverse community that widely emphasises a:

Vibrant Neighborhood Core
Distinct Character
Safe and Healthy Community
Recreational Gateway
FOCUS AREAS

**Area 1:** Greenspace

**Area 2:** Parking Lot Redevelopment

**Area 3:** High-Intensity Mixed Use

**Area 4:** Connecting Plaza
Area 1: Greenspace
Existing
Area 1: Greenspace

Proposed

Enhancing community identity

Improving pedestrian infrastructure
Area 1: Greenspace
Area 1: Greenspace
Area 1: Greenspace
Area 2: Parking Lot Redevelopment

Current

Proposed

Northwest Ave.

Northwest Ave.

Birchwood Ave.

Birchwood Ave.
Area 2: Parking Lot Redevelopment
Area 2: Parking Lot Redevelopment

- Grocery Store
- Cafe
- Flex Space
  - Farmers Market
- Ped/Bikeway buffer
- Parking set back
- from road
Area 2: Parking Lot Redevelopment

- Flex Space
- Parking in back
- Coffee Shop
- Seating
- Better Safety
Area 2: Parking Lot Redevelopment

- Commercial below
- Office above
- Space for public art
Area 2: Parking Lot Redevelopment

Grocery Store
Area 2: Parking Lot Redevelopment

Golf Course
Area 3: High-Intensity Mixed Use
Area 3: High-Intensity Mixed Use

Three building sections

Left two
Retail and residential

Right
Retail and office space
Residential balconies give views of the creek and trail while providing “eyes on the trail”.

Parking space is available for residential units.
Birchwood Avenue Street Section

Height to Width Ratio 2:1

18' Sidewalk
5' Bike Lane
12' Travel Lane
12' Turn Lane
12' Travel Lane
5' Bike Lane
10' Sidewalk
Area 4: Connecting Plaza

Goal: To provide a gathering space accessible by all members of the Birchwood community during most hours of the day.
Area 4:
Connecting Plaza
Impacts of the proposed plan have been separated into four sections shown by four colors:

- **Brown**
- **Red**
- **Purple**
- **Green**
## IMPACT ASSESSMENT

<table>
<thead>
<tr>
<th>Area</th>
<th>Commercial (Stores)</th>
<th>Residential (1,000 sq. ft. Units)</th>
<th>Office (sq. ft.)</th>
<th>Civic (sq. ft.)</th>
<th>Openspace (sq. ft.)</th>
<th>Parking Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROPOSED</td>
<td>163,500</td>
<td>60</td>
<td>94,053</td>
<td>3,276</td>
<td>297,000</td>
<td>563</td>
</tr>
<tr>
<td></td>
<td>109</td>
<td>65</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>75,000</td>
<td>25</td>
<td>10,915</td>
<td>0</td>
<td>99,900</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>50</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>36,000</td>
<td>41</td>
<td>31,000</td>
<td>0</td>
<td>0</td>
<td>126</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>75,000</td>
<td>60</td>
<td>1,624</td>
<td>0</td>
<td>40,082</td>
<td>572</td>
</tr>
<tr>
<td></td>
<td>50</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>349,500</td>
<td>186</td>
<td>137,592</td>
<td>3,276</td>
<td>436,982</td>
<td>1,481</td>
</tr>
<tr>
<td></td>
<td>233</td>
<td>140</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current</td>
<td>310,000 sq. ft.</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
<td>17,200 sq. ft.</td>
<td>1,189 spaces</td>
</tr>
</tbody>
</table>
Neighborhood Core Design Alternative

Student Planners: (Kyle Wunderlin, Adam Martonik, Breyden Jager, Mary Ryan)
Conceptual Site Plan
(Meeting 2)

General Concerns of Plan
- Community identity
- Desirability of public spaces
- Safety
- Parking

General Desirables of Plan
- Beautification of Albertson’s building
- Improvement of sidewalks
- Connectivity
- Provision of more public space
Master Site Plan

1. Northwest Avenue Mixed Use
2. Birchwood Avenue Mixed Use Core
3. Pedestrian Core
Green and pedestrian areas

- 8 new park or plaza spaces
- 2 private plazas
- Over 1,000,000 sq ft of open green space for maintenance, gardening, forest paths
- Green space linkages
Northwest Avenue

Mixed Use

- Rooftop seating areas
- Pedestrian green space
- Tree buffer
- Commercial and office mixed use
- Connectivity through development
Birchwood Avenue Core

- Pedestrian green space
- Tree buffer
- Increased walkability
- Eyes on the street
- Commercial and office mixed use
- Connectivity through development
Pedestrian Corridor

- Rooftop seating areas
- Pedestrian green space
- Tree buffer
- Internal and external parking
- 24 hour uses
Pedestrian Corridor

- Rooftop seating areas
- Pedestrian green space
- Tree buffer
- Internal and external parking
- 24 hour uses
## Table of Uses

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Current Units</th>
<th>Proposed Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>&gt;50 businesses</td>
<td>330</td>
</tr>
<tr>
<td>Residential</td>
<td>0 sq ft</td>
<td>379</td>
</tr>
<tr>
<td>Civic</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Public Space</td>
<td>1 park</td>
<td>10 parks and plazas</td>
</tr>
<tr>
<td>Parking</td>
<td>1,189 spaces</td>
<td>1,620 spaces</td>
</tr>
</tbody>
</table>
Neighborhood Core Design Alternative

Student Planners: Sara Ulman, Kaeli Wells, Connor Reeves, Sabrina Gassaway, Patrick Kennedy
Concept Plan

Responses

Implementation

➔ Design Elements

➔ Green Space & Parks

➔ Transportation

➔ Sense of Place

➔ Safety

➔ Development

● Cohesive building aesthetics, planter boxes, street landscaping

● Plazas and parks

● Bus pull-outs, improved trail access, bike lanes and more crosswalks

● Unique and dynamic spaces to promote community interaction and engagement

● More lighting, increased around the clock activity

● Increased commercial space and entrepreneurial opportunities
1. Shopping Center
2. Gateway
3. Outpost Park
4. Bay to Baker
1. Shopping Center
2. Gateway
3. Outpost Park
4. Bay to Baker
Shopping Center

A walkable, pedestrian oriented shopping center in the heart of the neighborhood. This area of mixed use has many uses during all hours of the day.

- Mixed use with residential & office space
- Walkable pedestrian pathways
- Public plaza
- Local grocery store
- Live-Work units to promote entrepreneurship
Shopping Center

Birchwood Ave.
Shopping Center
1. Shopping Center

2. Gateway

3. Outpost Park

4. Bay to Baker
Gateway

Serving as the “gateway” to the neighborhood, this area instantly lets visitors and community members know they are now in the Birchwood Core.

- Public space in intersection
- Mixed use and building up
- Preservation of Birchwood Arch and Tree
- Cedarwood Ave connection with Birchwood Ave
- Park that enhances accessibility to Squalicum Creek Trail
- Community Center and Plaza
Gateway

Bringing life to the intersection with public space
Gateway

Vibrant community center and access to greenspace
1. Shopping Center
2. Gateway
3. Outpost Park
4. Bay to Baker
Outpost Park

features an easily accessible public park, historically inspired design elements, and additional trees and green spaces

- offers shopping, dining, and living opportunities all within a walkable distance
- draws inspiration from currently existing Mt. Baker mural piece with two additional murals
- shape of the surrounding buildings provides safety by creating pedestrian-only spaces
Outpost Park

E. Maplewood Ave.

Northwest Ave.
Outpost Park

E. Maplewood Ave.

Northwest Ave.
1. Shopping Center
2. Gateway
3. Outpost Park
4. Bay to Baker
Bay to Baker

33ft trailspace

6.5ft Border

5ft trail setback

10ft trail
Bay to Baker
continued...

10' mini-skate
overpass strut
10' trail
5' setback
6' border
Street Adjustments
Birchwood Ave.

- 10' sidewalks
- 12' turnlane
- 12' lanes
- 8' parking
Continued...

Northwest Ave.

Northwest Ave.

Birchwood Ave.
# Land Use Breakdown

<table>
<thead>
<tr>
<th>Area</th>
<th>Commercial (1,000 sq. ft.)</th>
<th>Residential (1,000 sq. ft.)</th>
<th>Office (sq. ft.)</th>
<th>Civic (sq. ft.)</th>
<th>Openspace (sq. ft.)</th>
<th>Parking Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>280,951</td>
<td>265</td>
<td>0</td>
<td>0</td>
<td>43,672</td>
<td>415</td>
</tr>
<tr>
<td>2</td>
<td>187</td>
<td>112</td>
<td>51</td>
<td>0</td>
<td>14,921</td>
<td>30,371</td>
</tr>
<tr>
<td>3</td>
<td>187</td>
<td>112</td>
<td>29</td>
<td>0</td>
<td>9,323</td>
<td>222</td>
</tr>
<tr>
<td>4</td>
<td>39,995</td>
<td>42</td>
<td>0</td>
<td>0</td>
<td>15,126</td>
<td>148</td>
</tr>
<tr>
<td>Total</td>
<td>477,719</td>
<td>387</td>
<td>0</td>
<td>14,921</td>
<td>98,492</td>
<td>875</td>
</tr>
<tr>
<td>Current</td>
<td>310,000 sq. ft.</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
<td>0 sq. ft.</td>
<td>17,200 sq. ft.</td>
<td>1,189 spaces</td>
</tr>
</tbody>
</table>
Neighborhood Design Alternative

Student Planners: Noah Braley, Caitlin Hepworth, Chris Johnson, and Deven Khanna
Conceptual Site Plan from Meeting 2

- Positive Feedback on Mixed Use
- Positive Feedback on Design Theme
  - Green Space
  - Pedestrian Focus
- Youth Oriented Interactive Amenities
- “If it sucks, change it”
Master Site Plan

- “Birchwood Town Center”
- Community Center, more civic uses
- More Green Space
- Pedestrian Oriented
- Improving Safety
- Creating a Destination

<table>
<thead>
<tr>
<th>Color</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>Civic</td>
</tr>
<tr>
<td>Green</td>
<td>Open Space</td>
</tr>
<tr>
<td>Orange</td>
<td>Mixed Use</td>
</tr>
<tr>
<td>Red</td>
<td>Commercial</td>
</tr>
</tbody>
</table>
Area Section Map

1. Birchwood Ave
2. Birchwood Town Center and Pedestrian Mall
3. Added Community/Civic Center
4. Intersection of Cedarwood & Birchwood
5. Plaza at Southern End of Birchwood
Area 1 Details

- Birchwood Ave Corridor
- Mixed Use Residential
- First Floor Retail
- Buildings Oriented to Street
- Angled On-Street Parking
- Improved Pedestrian Environment

A draft sketch of new pedestrian corridors.
Draft sketch of new entrance to Birchwood Town Square.
Area 2 Details

- Pedestrian Mall
- Significant Increase in Commercial Space (2 floors retail)
- Added Green/Park Space
- Community/Public Destination
- Added Aesthetics
Area 2 cont.
Area 3 Details

• New Community Center
• Potential Youth Destination
• More Civic Space
• Bus Pullout on Northwest Ave
Area 4 Details

- Improved pedestrian crossings
- Better Lighting
- Trail Access
- New Parks
- Coffee Shop/Community Gathering Space
- Additional Commercial Opportunities

Proposed site of new park
Area 5 Details

- Significant Existing Commercial Activity
- Adding Building on street in strip mall on Northwest Ave.

Goal:
- Bring shoppers in from the street
- Front street with buildings
- Increase activity and leasable retail
- Create a southern anchor for Birchwood Commercial Core
<table>
<thead>
<tr>
<th>Land Use Type</th>
<th>Current Square Feet</th>
<th>Proposed Additional Square Feet</th>
<th>Conversion to Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>310,000 sq ft</td>
<td>283,731 sq ft</td>
<td>189 small stores 113 medium stores</td>
</tr>
<tr>
<td>Residential</td>
<td>0 sq ft</td>
<td>250,156 sq ft</td>
<td>250 additional units</td>
</tr>
<tr>
<td>Civic</td>
<td>0 sq ft</td>
<td>72,000 sq ft</td>
<td>N/A</td>
</tr>
<tr>
<td>Public Space</td>
<td>0 sq ft</td>
<td>112,450 sq ft</td>
<td>N/A</td>
</tr>
<tr>
<td>Parking</td>
<td>297,250 sq ft</td>
<td>335,500 sq ft</td>
<td>1342 spots</td>
</tr>
</tbody>
</table>

1,500 sq ft = Small Store  
2,500 sq ft = Medium store  
1,000 sq ft = Apartment