



IMAGINE DOWNTOWN CHELAN

Downtown Design Project

Beckwith Consulting, Historic Downtown Chelan, City of Chelan

Design Planning Process

1 Initiate project

- a Review background information/plans
- b Interview stakeholders and Council

2 Assess site conditions

- a Survey utilities/infrastructure
- b Identify traffic, loading, and parking
- c Assess landscape, furniture, artwork
- d Determine activities and events
- e Identify maintenance, safety concerns

3 Develop design alternatives

- a Conduct planning/design charrettes
- b Develop minor, moderate, major upgrades
- c Conduct open houses on plan alternatives
- d Refine preferred alternatives

4 Estimate costs, phasing, funding

- a Estimate costs/phasing/funding
- b Conduct open house on costs/phasing/funding
- c Survey customers, residents on options
- d Identify cost/benefits of each alternative
- e Finalize design, costs, phasing, funding

5 Adopt revitalization project plan

- a Conduct hearing with Planning Commission
- b Conduct briefings/hearing with City Council

Next Up: Task Timeline July 25 – November 30

Imagine Downtown Chelan design timeline								
	July							
Open house/Council briefed on condition assessment results and	23	24	25	26	27	28	29	
Provide Council with Outreach Plan	30	31						
	August							
Develop Configuration Options			1	2	3	4	5	Holidays
	6	7	8	9	10	11	12	Open houses
	13	14	15	16	17	18	19	City Council
Stakeholder Meetings/Council briefed on config options	20	21	22	23	24	25	26	
Conduct community survey on demonstrations/configurations	27	28	29	30	31			
	September							
						1	2	
Conduct live demonstrations	3	4	5	6	7	8	9	
	10	11	12	13	14	15	16	
	17	18	19	20	21	22	23	
Open house/Council selects configuration/briefed on palette options	24	25	26	27	28	29	30	
	October							
Community Survey for Palette Options	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
Open house/Council selects palette/briefed on finance	22	23	24	25	26	27	28	
	29	30	31					
	November							
			1	2	3	4		
	5	6	7	8	9	10	11	
	12	13	14	15	16	17	18	
	19	20	21	22	23	24	25	
Open house/Council selects finance	26	27	28	29	30			



Business/Property Owners 35 out of 72

The Historic Downtown Chelan Association (HDCA) conducted an on-line survey of downtown property and business owners concerning downtown conditions. The survey was publicized on the HDCA website, at community events, and through the HDCA's email list. 35 property and business owners completed the survey.

Characteristics

Respondents were asked **how many years they have owned a property or business in downtown Chelan.**

Answered: 34 Skipped: 1

	1-2	3-4	5-6	7-8	9-10	11-15	16-20	21-25	25+
Property	4%	13%	4%	9%	4%	9%	13%	4%	39%
Business	14%	7%	0%	11%	7%	11%	7%	4%	39%

Respondents were asked **what kind of business(es) they operate or are located on your ground floor - check all that apply.**

Answered: 19 Skipped: 16

Grocery	5%	Artworks	16%
Restaurant	37%	Fabric	5%
Jewelry	21%	Theater	0%
Clothing	47%	Hotel	0%
Hardware	5%	Real estate	16%

Respondents were asked **what hours the business or the use on the ground floor opened and closed during the shoulder seasons (late fall-early spring) and during the peak season (summer).**

Answered: 29 Skipped: 6

	Shoulder season		Peak season			
	Open	Close	Peak	Open	Close	Peak
7am	7%	0%	0%	7%	0%	0%
8	7%	0%	0%	7%	0%	0%
9	31%	0%	0%	38%	0%	0%
10	31%	0%	11%	24%	0%	12%
11	14%	0%	15%	7%	0%	36%
12	3%	0%	22%	3%	0%	0%
1pm	3%	4%	22%	3%	4%	16%
2	0%	0%	4%	0%	0%	4%
3	0%	4%	4%	0%	0%	4%
4	0%	7%	4%	0%	4%	4%
5	3%	39%	4%	10%	19%	0%
6	0%	21%	7%	0%	19%	8%
7	0%	7%	4%	0%	11%	12%
8	0%	4%	0%	0%	15%	0%
9+	0%	14%	4%	0%	30%	4%

Business/Property Owner Priorities


Respondents were asked **how they rated potential downtown project improvements on a scale of lowest (1) to highest (5) quality.**

Answered: 35 Skipped: 0

	Weight
Upgrading walkway surface conditions	3.69
Improving crosswalk visibility	3.17
Decluttering walkway access	3.38
Upgrading benches and furniture	2.91
Upgrading street trees	3.46
Upgrading pedestrian lighting	2.91
Adding artworks and murals	2.91
Installing wayfinding signage and directories	3.60
Improving planting areas	2.97
Improving surface drainage	3.29
Improving snow clearance	3.67
Improving trash collection areas	4.17
Providing on-street loading areas	2.29
Adding bike racks	2.63
Improving alleyways and backdoor use options	3.31
Adding parking lot connections	3.63
Improving public restrooms	4.03
Reducing crime - shoplifting, loitering, vandalism	3.47
Expanding walkways	2.82

IMAGINE DOWNTOWN CHELAN

Downtown Property/Business Owners

- long time owners
 - retail primarily
 - want to put more furnishings on the walkways
 - would like not to use awnings
 - gave poor ratings to existing clocks, wayfinding, bike racks, and alleys
 - give high priorities to upgrade walkways, street trees, wayfinding, snow clearance, trash, parking lot connections, public restrooms, and reducing crime - would not improve on-street loading areas
 - want to be involved in all planning activities
 - **generally, support for specific improvements**
- 

Community Survey (closed July 24, 2023)

The Historic Downtown Chelan Association (HDCA) conducted an on-line survey in English and Spanish of residents, customers, tourists, and other interested parties concerning downtown conditions. The survey was publicized on the HDCA website, at community events, and through the HDCA's email list.

_____ respondent household completed the survey. The survey is accurate within +/-4% of the opinions of the persons who choose to respond or participate and are not necessarily typical of the population at large but based on experience would likely participate in a voter referendum.

Survey respondent characteristics

Respondents were asked **how they currently frequent the downtown - check all that apply.**

Answered: 402 Skipped: 5

Professional services	61%	Art Festival	50%
Retail shops	90%	Winterfest in Chelan	61%
Restaurants and bars	89%	Wine & Jazz Fest	24%
Museum	26%	Cruizin Chelan Car Shop	47%
Hotels and motels	7%	4th of July Fireworks	40%
Riverwalk Park	89%	Other special events	28%
Farmers' Market	81%		

Respondents were asked **how what their association was with downtown Chelan - check all that apply.**

Answered: 239 Skipped: 8

Business/property owner	14%	Other Chelan County resident	8%
Downtown employee	10%	Tourist from East WA	1%
Chelan resident	62%	Tourist from West WA	3%
Other Lake Chelan resident	33%	Tourist other area	0%

Respondents were asked **how many years they have frequented downtown Chelan.**

Answered: 402 Skipped: 5

	1-5	6-10	11-15	16-20	21-25	25+
Business/property owner	12%	14%	9%	8%	8%	49%
Employee	36%	18%	11%	11%	4%	20%
Year-round Chelan resident	20%	18%	9%	9%	7%	36%
Seasonal or 2nd home Chelan resident	20%	20%	11%	4%	12%	33%
Year-round resident of Lake Chelan area	25%	16%	11%	9%	5%	34%
Seasonal or 2nd home resident of Lake Chelan	22%	19%	17%	7%	10%	25%
Visitor/tourist	17%	10%	5%	12%	6%	49%

Respondents were asked **how many times they frequent downtown Chelan in a typical year (pre-Covid).**

Answered: 398 Skipped: 9

1-5	6-10	11-15	16-20	21-25	26-50	51-75	76-100	100-200	200+
3%	3%	4%	4%	6%	10%	10%	9%	19%	34%

Community Survey (closed July 24, 2023)

Respondents were asked **what age group they were in.**

Answered: 405 Skipped: 2

19-24	25-34	35-44	45-54	55-64	65+
1%	4%	9%	18%	23%	44%

Respondents were asked **their gender.**

Answered: 401 Skipped: 6

Female	Male	Non-binary	Not to answer
62%	35%	0%	2%

Respondents were asked **their marital status.**

Answered: 399 Skipped: 8

Single	Co-habitat	Married	Not to answer
17%	5%	72%	6%

Respondents were asked **the number of people in their household.**

Answered: 395 Skipped: 12

Number people	1	2	3	4	5+
	14%	57%	13%	11%	6%

Respondents were asked **the best way of communicating with them - check all that apply.**

Answered: 377 Skipped: 30

Text	46%	Facebook	13%
Email	78%	Website	8%
Twitter	0%	Snail mail	13%
Instagram	6%	Chat	2%

Detailed comments were given by 226 or ___ of the respondents and are provided in the appendices.

Answered: 226 Skipped: 181

Resident respondents were asked **if they would like to be included in a lottery drawing.**

Answered: 349 Skipped: 58

Community Survey – Provided Visuals/Asked to Rank



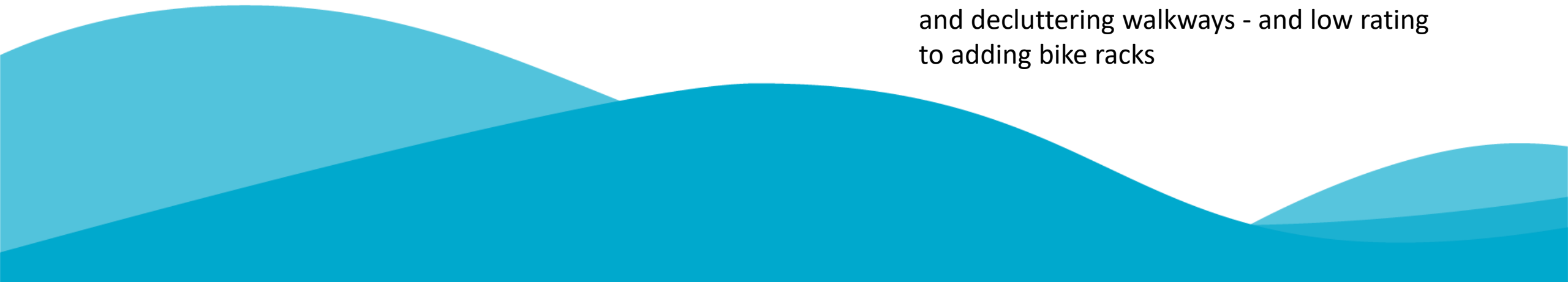
Respondents were asked **how they rated potential downtown project improvements on a scale of lowest (1) to highest (5) quality.**

Answered: 399 Skipped: 8

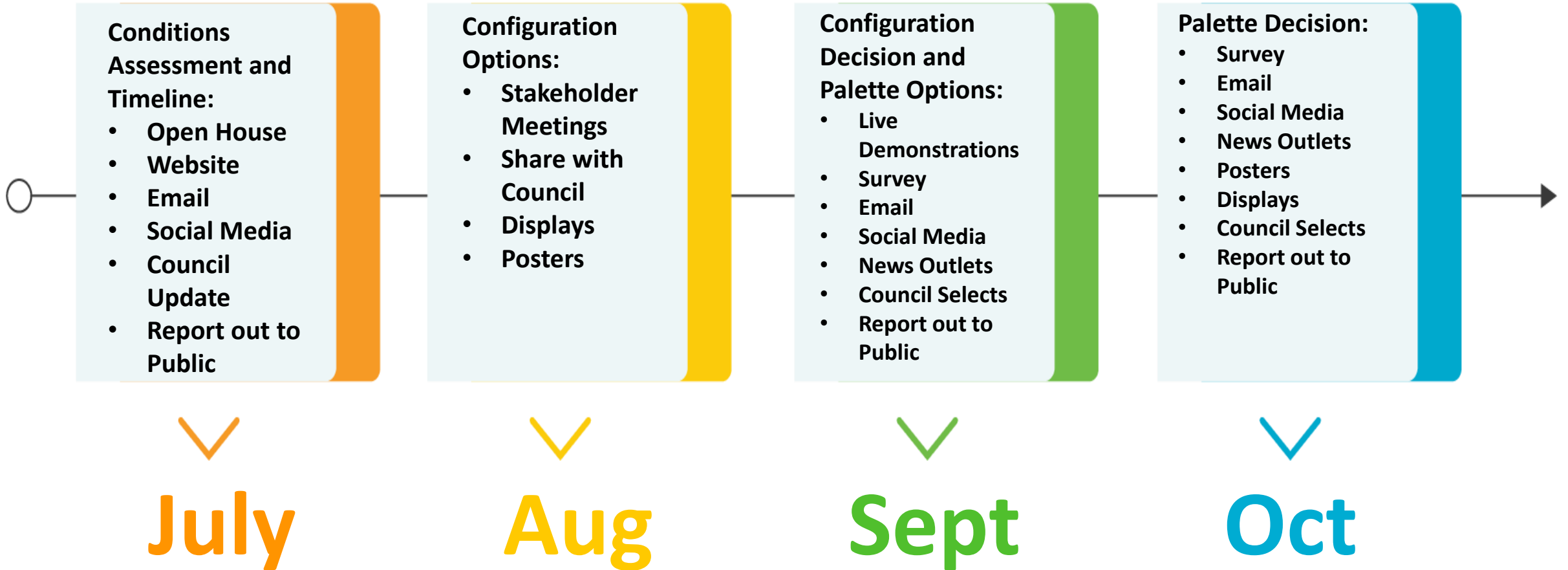
	Weight
Upgrading walkway surface conditions	3.21
Improving crosswalk visibility	3.38
Decluttering walkway access	3.47
Upgrading benches and furniture	3.02
Adding more outdoor dining areas	3.03
Upgrading street trees	3.02
Upgrading pedestrian lighting	3.23
Adding artworks and murals	3.04
Installing wayfinding signage and directories	2.97
Improving planting areas	3.16
Improving surface drainage	3.07
Improving snow clearance	3.35
Improving trash collection areas	3.36
Providing on-street loading areas	2.85
Adding bike racks	2.66
Improving alleyways and backdoor use options	3.31
Adding parking lot connections	3.27
Improving public restrooms	3.65
Reducing crime - shoplifting, loitering, vandalism	3.61
Expanding walkways	3.06

IMAGINE DOWNTOWN CHELAN

Community Survey June 30 – July 24, 2023

- frequent retail, restaurant, Riverwalk Park, Farmers' Market
 - predominantly Chelan and Lake Chelan residents - no tourists per se
 - includes long time residents over 25 years and new comers 1-10 years
 - frequent downtown more than 200 times a year
 - predominantly over 65 with some 45-64 in 2-person households
 - female (62%)
 - scores for sidewalks, street trees, tree pits, etc. vary with moderate to high rankings on most
 - negative scores on sidewalk in front of Local Myth, tree pits, walkway along Wells Fargo, brick inlays, Señor Frogs indoor dining area, and alley between Emerson and Columbia
 - generally gave all existing conditions a moderate quality rating
 - gave proposed projects high priority to improve public restrooms, reduce crime, and decluttering walkways - and low rating to adding bike racks
- 

Next Up: Public Outreach



If you would like copies of the detailed survey results, please contact Aimee Sheridan at Aimee@HistoricChelan.Org