

# Trackside Craft District

A design feasibility study establishing 25 S Columbia Street as a brewery anchored creative district in Wenatchee | WA



# EVOLVING Ground

01



## Columbia St. History

One of the Columbia St. structures seen here originally as Wenatchee Bottling Works & Olympia Beer...how fitting!  
Photo Source; City of Wenatchee Plan Archives

## Vicinity | Context Map

**As North Central Washington grows rapidly, Wenatchee and East Wenatchee find themselves as the residential hub for permanent moves, east of the Cascade Mountains.**

The proposed brewery district is located at 25 South Columbia Street, at the intersection of Orondo Ave. and South Columbia Street. This is an ideal location to establish a link between activities currently located on the downtown corridor of Wenatchee Avenue and the waterfront destination, Pybus Market. It is centrally located hub for locals and tourists alike, as it is anywhere from a 2 minute walk to a 10 minute drive max from major residential areas and apartments, as well as heavily trafficked hotels. It is also ideally located right in the heart of Wenatchee's downtown shopping and restaurant corridor that sees a high rate of foot traffic and is located adjacent to the pedestrian bridge linking Pybus and the Loop Trail to downtown Wenatchee.

Wenatchee is located in north central Washington, approx. 150 miles (2.5 hrs) east of Seattle by car, or a half hour flight from SeaTac International Airport to Wenatchee's Pangborn Memorial Airport. The route runs commercial routes on Horizon Air daily. Wenatchee is located in Chelan County, though the Wenatchee Valley is composed of Wenatchee and East Wenatchee, which is located in Douglas County. The cities are divided by the Columbia river and have a total population of approx. 120,000 people. The population has risen dramatically over the last 5-7 years due to industry growth across multiple sectors like medical, tech, data, agriculture, wine, tourism and outdoor access. The area has long been a destination for outstanding outdoor recreation for activities such as skiing, hiking, mountain biking, boating, para-gliding, and truly anything else you can think of!

**The adjacent map highlights the massive growth in housing, hotels & attractions near this proposed district.**



### Multi-Family Housing

Both Wenatchee & East Wenatchee have seen massive expansion in apartment and town home living recently.



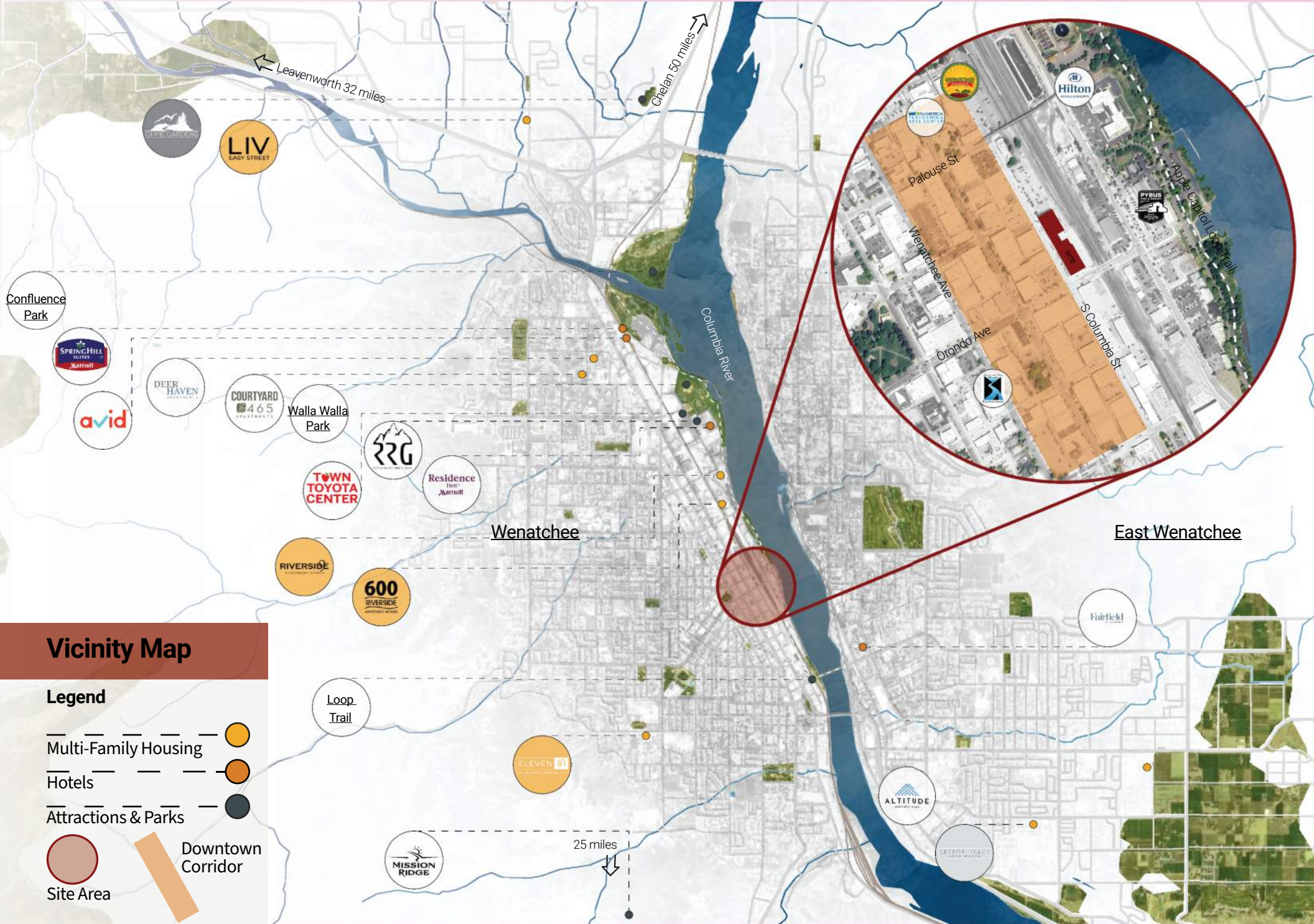
### Attractions

The rapid growth in population over the last 5 years has left people yearning for more things to do locally!



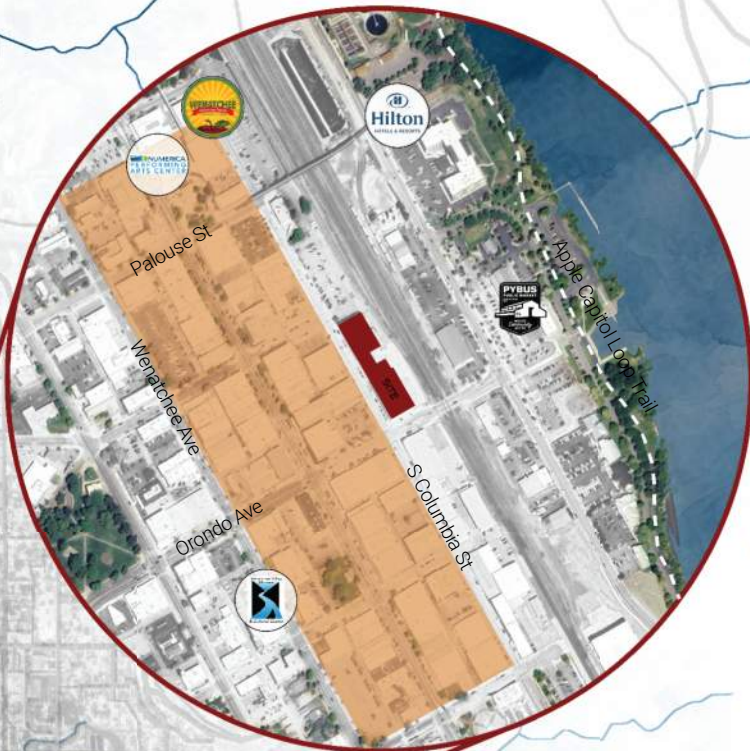
### Pedestrian Corridor

The link pedestrian between Pybus and Wenatchee Ave is long overdue. This district holds the key!



## Vicinity Map

- Legend**
- Multi-Family Housing
  - Hotels
  - Attractions & Parks
  - Site Area
  - Downtown Corridor



Wenatchee

East Wenatchee

Leavenworth 32 miles

Chelan 50 miles

25 miles

# PROJECT Site

02

TRACKSIDE  
CRAFT DISTRICT  
IS MEANT TO BE  
THE ANSWER  
TO A MISSING  
PEDESTRIAN  
LINK BETWEEN  
WENATCHEE  
AVE & THE  
PYBUS MARKET  
CORRIDOR

## Something Entirely New

Though the building complex is made of three spaces, the whole area is designed to feel like one indoor/outdoor promenade. Guests should feel like they have entered a inviting new world dedicated to small and large batch craft beverages, arts, music, and food that will be a year round place in Wenatchee for people to gather. The aim is for this space to be a place for all ages to enjoy something that is unique to our area!

## Available Space + Opportunities:

### Area A: 14,200 SF

larger brewing & distribution  
restaurant/brewery

### Area B: 8,400 SF

covered outdoor plaza for communal  
food/drink/music

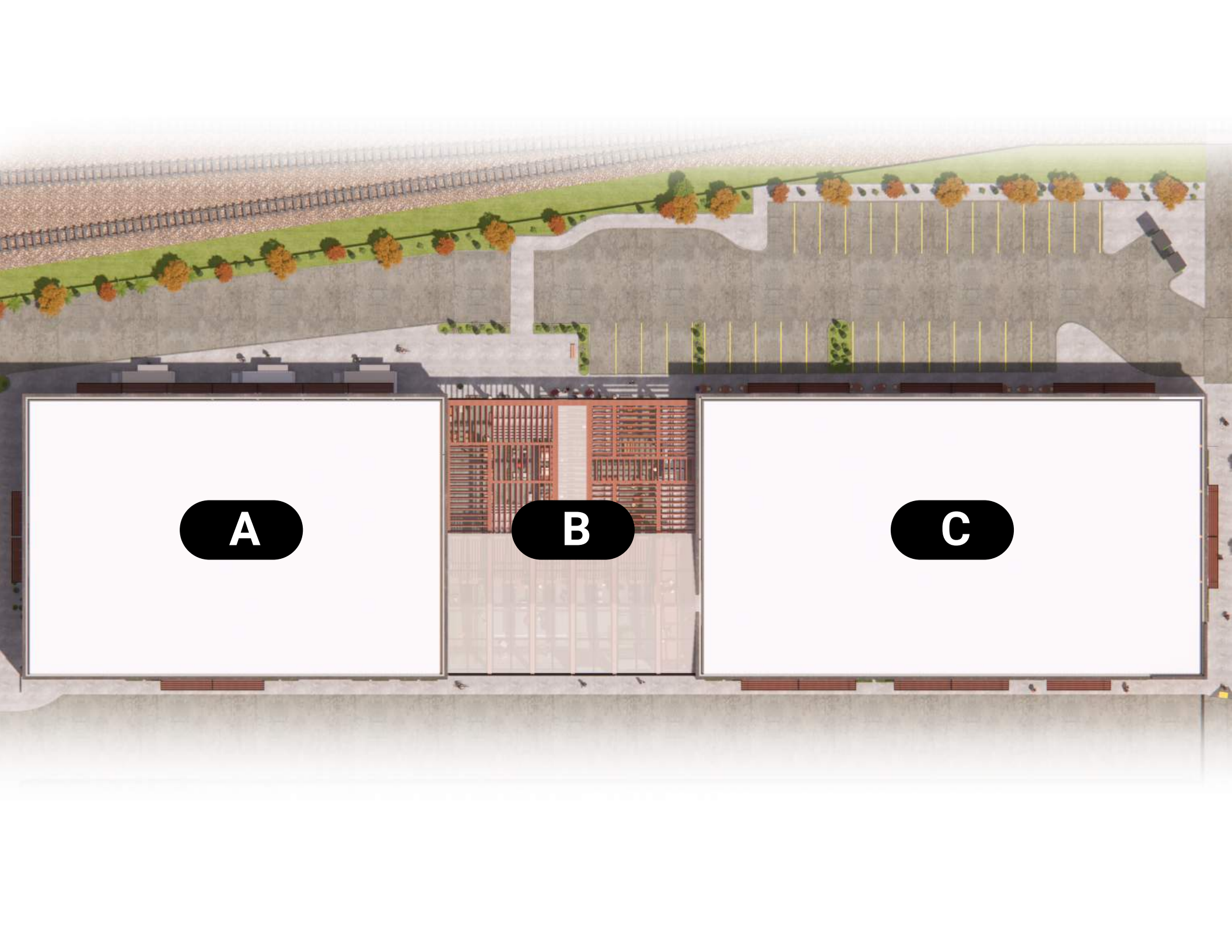
### Area C: 17,200 SF

medium brewing & distribution  
marquee/feature tenants

## The Missing Link

This is an ideal location to establish a link between activities currently located on the downtown corridors of Wenatchee Avenue and Pybus Market. Given this is space is already a well-established structure in town, watching its transformation will be a major point of interest for locals and tourists alike. It will be visible by anyone traveling down Orondo Avenue, visiting Pybus or walking across the pedestrian bridge. This project will complete what is currently a “missing link” of activity hubs downtown and create the spine of pedestrian corridors, with plenty of parking to supplement as well! The buildings are in the Central Business District with the Columbia Street Overlay zones of Wenatchee’s Building Code. This provides a particular set of flexibilities and layout opportunities for use that allow Trackside Craft District to drive forward to its fruition, in addition to tremendous community support and excitement!

25 S. COLUMBIA STREET, WENATCHEE, WA 98801



**A**

**B**

**C**

# SHARED Vision

TRACKSIDE CRAFT DISTRICT BRINGS BREWERIES, WINERIES AND CIDERIES OF ALL SIZES TOGETHER TO SHOWCASE CRAFT AND DIVERSITY!

## Intentional Agile Design Allows for Flexibility of Use

The layout of this conceptual proposal for the Traskside Craft District is meant to showcase just one of a truly countless array of configurations for the 25 S. Columbia St spaces. The goal for this district is to serve as a hub for creative space in our valley, whether that be in the brewing or culinary sectors, performing arts, media and fine arts, indoor recreation or design, Traskside Craft District is meant to be a space where creative people can both share and enjoy the things that bring them together! This concept is in line with "Creative Washington"; Washington State's action plan to strengthen our creative economy! This project aims to further shine a light on our already strong, local creative talents and welcome others from near and far!

- ### More Creative Spaces!
- Culinary and Brewing/Bar tending School
  - Sport Simulators
  - Indoor/Outdoor Play Gym
  - Dog friendly Restaurants and Plaza Area
  - Cultural Institutions
  - Music, Performing Arts, Visual Arts
  - Design & Advertising
  - Fashion
  - Creative Tech
    - Podcasts, VR Gaming, Web Design
  - Film & Television
  - Publishing & Radio
  - Architecture & Living

## Anchor Tenants

Traskside Craft District will always be a place for flexible tenant space of many creative industry uses, while the anchor of the district in each of the Areas of the space being rooted in the brewing and food industries. The concept plan establishes the aim of the anchor tenants of each space as follows:

### Area A:



- Large Brewing & Distribution Facility



- Large Restaurant & Bar with Mezzanine

### Area B:



- Rented Food Truck Stalls



- Public Plaza Seating

### Area C:



- Medium Brewing & Distribution Facility



- Small Bar or Tasting Room



# WELCOME

Trackside Craft District is a multi-use district anchored by breweries, cideries, wineries and the food industry but, just as this interior rendering of "Area C" reflects, the space is meant to be used by guests of all ages and interests with a promotion of the creative! Potential tenants such as a culinary schools, kids' play gyms, dog parks, sport simulators, performing arts and the like will all feel right at home here!



## THE PATIO

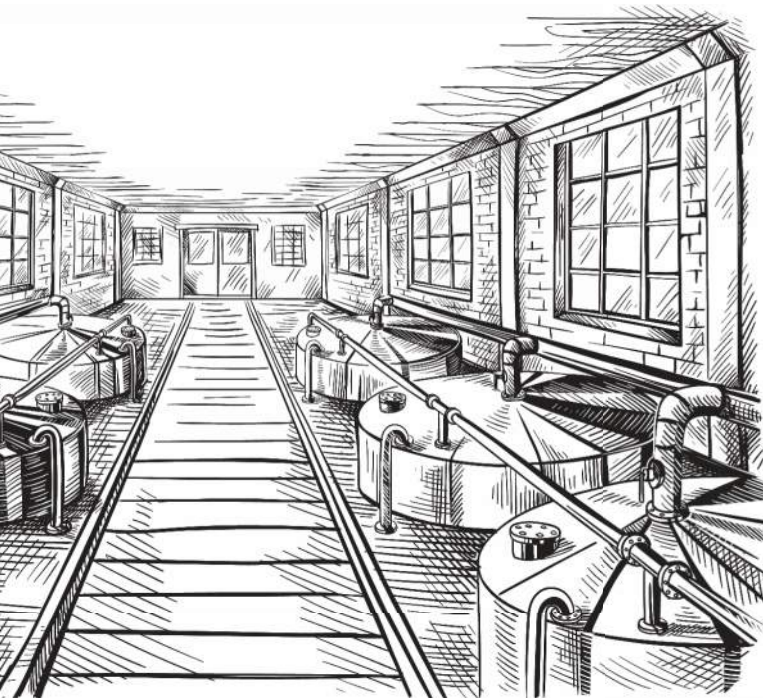
A LOOK ALONG THE NEW PROPOSED FACADE OF 25 S. COLUMBIA STREET AT THE WEST SIDE OF THE BUILDINGS, LOOKING SOUTH TOWARDS ORONDO AVE. THIS PROJECT PROPOSES REMOVING THE EXISTING WALLS OF STRUCTURE "B", ESTABLISHING AN INDOOR/OUTDOOR PATIO FOR TRACKSIDE CRAFT DISTRICT FOR FOOD TRUCKS, LIVE MUSIC, BEVERAGES, GATHERINGS AND MORE!



# FLEXIBLE Layouts

## BLOCKING PLANS HIGHLIGHT THE EASE OF USE & RECONFIGURATION

The adjacent blocking plans highlight, through massing colors, anchor and flexible tenant square footage areas just two more of many additional potential layout configurations that could be used at 25 S. Columbia Street. Spotlighting the flexibility of these buildings is critical in order to give the creative industries in our area and beyond, a sense of welcome and belonging in a new district that is looking to grow with our valley and be a hub for anyone and everyone to come and enjoy for many years!



### ANCHOR TENANT SPACE

**5,000 SF BLOCK**

**2,500 SF BLOCK**

**1,500 SF BLOCK**

- Area A:**
- Large Brewing & Distribution Facility
  - Large Restaurant & Bar with Mezzanine
- Area B:**
- Rented Food Truck Stalls
  - Public Plaza Seating
- Area C:**
- Medium Brewing & Distribution Facility
  - Small Bar or Tasting Room

### CREATIVE INDUSTRY SPACE

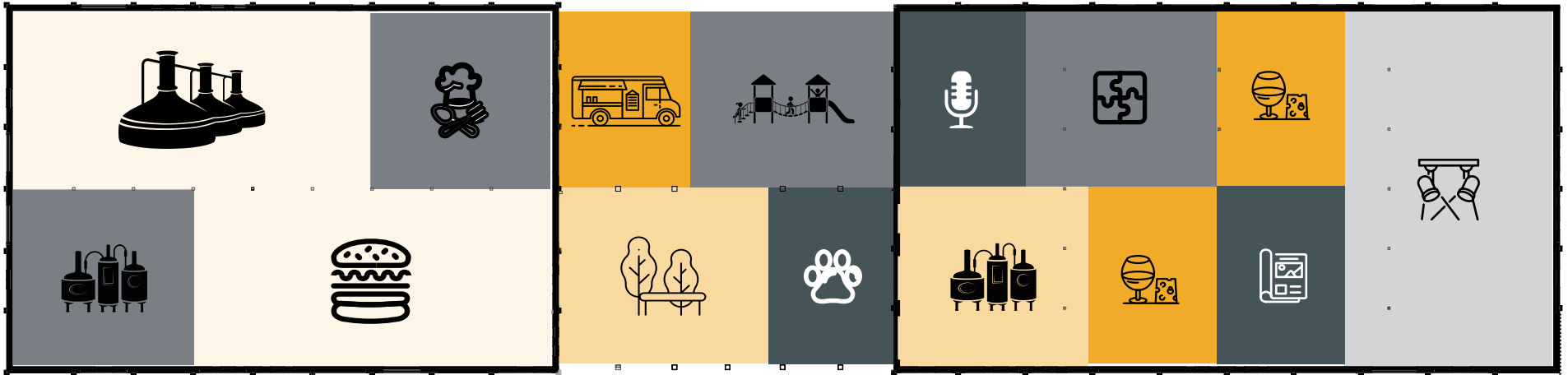
**5,000 SF BLOCK**

**2,500 SF BLOCK**

**1,500 SF BLOCK**

- Culinary School
- Sport Simulators
- Indoor/Outdoor Play Gym
- Dog friendly areas
- Cultural Programs
- Music, Performing, Visual Arts
- Design & Advertising
- Fashion
- Creative Technology
- Film & Television
- Publishing & Radio
- Architecture & Living

## ALTERNATE BLOCKING PLAN 1



## ALTERNATE BLOCKING PLAN 2



# CONCEPT Plan

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25 S. COLUMBIA IS A WELL SUITED FACILITY TO HOUSE A VARIETY OF TENANTS FROM CRAFT BREWERIES TO CULINARY SCHOOLS TO INDOOR PLAY GYMS!

## CONSIDERING A VARIETY OF TENANT NEEDS AND MARKET INTERESTS

The spaces and structure at 25 S. Columbia are well set up for establishing a wide array of different tenant needs, company sizes, sector configurations and market needs. The possibilities feel a bit endless when you start to think about the possibility for conceptual layouts, especially when tasked to market the space to potential breweries, wineries, restaurants as well as a wide array of creative industry tenant potentials. So to began, we established a set of square footage modules that showcase how flexible this space is, using the main rendered floor plan as a base to establish the intended style of the district and the link between the downtown and Pybus corridors.

**5,000 SF**  
LARGE BREWING &  
DISTRIBUTION OUTFIT  
LARGE RESTAURANT & BAR

**2,500 SF**  
BREWING & TASTING ROOM  
INDOOR/OUTDOOR PLAY GYM  
CULTURAL CENTER/CULINARY SCHOOL  
PERFORMING/VISUAL/CREATIVE ARTS

**1,500 SF**  
FOOD TRUCK PLAZA AREA  
SPORT SIMULATOR  
CREATIVE TECHNOLOGY

**& MORE!**

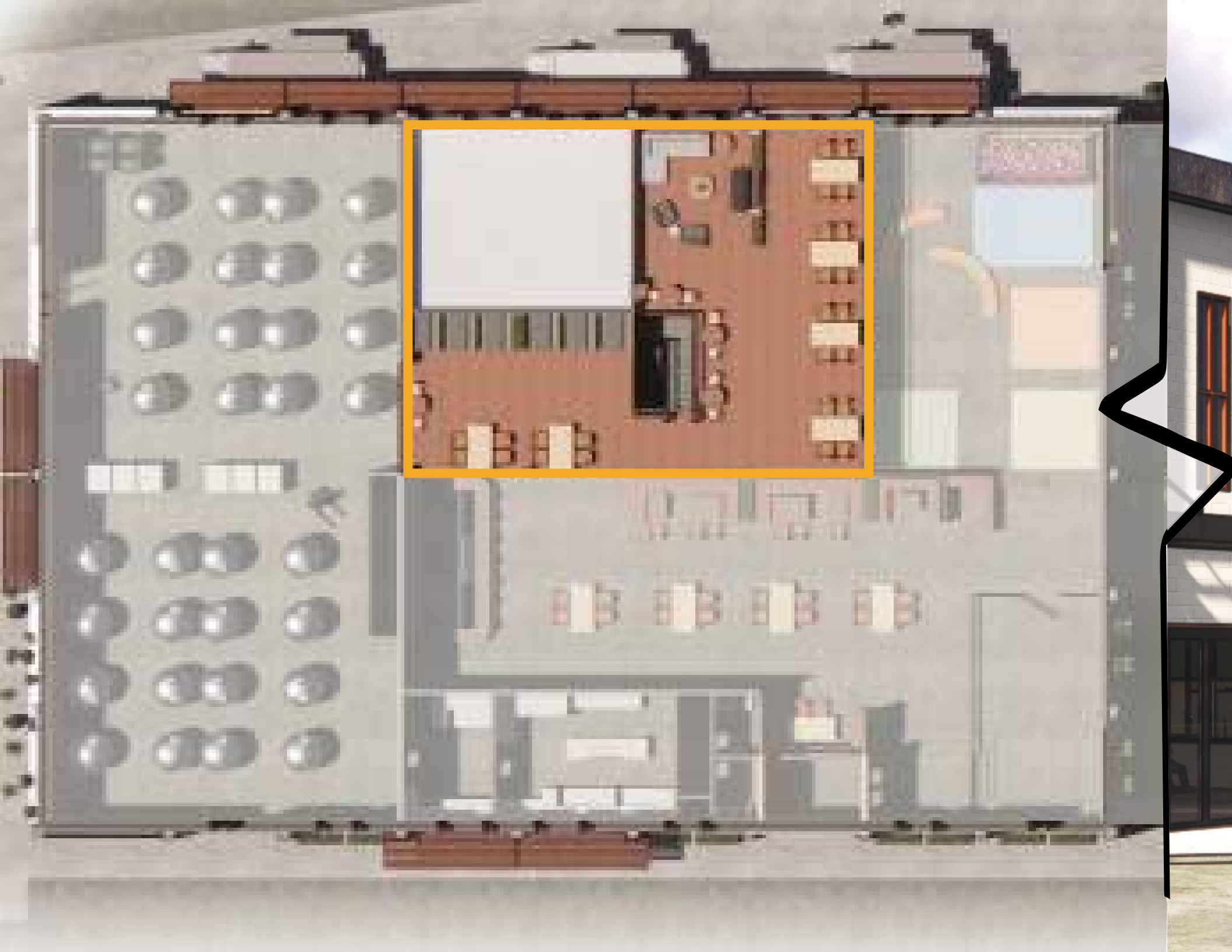
25 S. COLUMBIA STREET, WENATCHEE, WA 98801



# AREA A | 14,200 SF

- LARGE BREWING & DISTRIBUTION FACILITY - 5,000 SF
- 1 LARGE RESTAURANT & BAR WITH MEZZANINE & GROUND LEVEL DOG AREA - 5,000 SF  
+ 1,500 SF @ MEZZ
- SPORT SIMULATOR FACILITY - 1,500 SF
- INDOOR/OUTDOOR PLAY GYM FOR KIDS AND FAMILIES - 2,500 SF





# AREA B | 8,400 SF

- 2 RENT-ABLE FOOD TRUCK STALL AREAS & SEATING - 2,500 SF
- PUBLIC PLAZA SEATING & VIEWING AREA FOR OUTDOOR STAGE & DOG/FAMILY AREA - 2,500 SF
- RAISED INDOOR/OUTDOOR STAGE PLATFORM FOR LIVE MUSIC - 1,500 SF
- DEDICATED SEATING SPACE FOR INDOOR BREW/DINING FACILITY - 900 SF





# IN & OUT

A LOOK ALONG THE INTERIOR OF THE NEW PROPOSED COVERED PATIO AREA "B" OF THE TRACKSIDE CRAFT DISTRICT. THE CONCEPT PLANS FOR THIS SPACE HIGHLIGHT FOOD TRUCKS, A DOG FRIENDLY PARK AREA, INDOOR/OUTDOOR PLAY GYM AND A STAGE WITH ASSOCIATED SEATING/DINING AREA!



# AREA C | 17,200 SF

- MEDIUM BREWING & SMALL RESTAURANT - 2,500 SF
- 1 MEDIUM WINERY/BREWERY - 1,500 SF
- 1 SMALL EATERY OR TASTING - 2,500 SF
- PERFORMANCE/MUSIC/CULTURAL CENTER - 2,500 SF  
+ 1,500 SF @ MEZZ
- COOKING & BREWING SCHOOL - 1,500 SF
- ASSOCIATED RESTAURANT - 1,500 SF





# BUILDING Elevations

06

## EXTERIOR MATERIALS

The evolution of the history of the building is important to both the context of both the Wenatchee Valley community and the success of the project, given that the integrity of the structures is very much due to the solid nature of the CMU Block, heavy timber structures and the oversized steel framing and rivets. In order to upgrade and address the facade of the building, we feel that it is necessary to keep the existing CMU exposed in many ways to allow the grit and strength of history and the test of time to be celebrated and expressed.

Additional materials that will be incorporated to highlight warmth, add transparency and celebrate the Wenatchee Valley's very natural landscape will be wood slat components to accentuate the height of these structures, distressed metal panelling, to nod to our railroad track neighbors that we derive our name and extend our hands in kinship and purposeful glass to work with our heavy building but bring light both in and out so this space is a beacon of community for all!

Pybus/East Elevation





Orondo Ave/South Elevation









TRACKSIDE  
CRAFT  
DISTRICT

FRUIT C



# BUILDING Sections

07

Full Section Facing West



Area C Facing South





**THANK YOU**