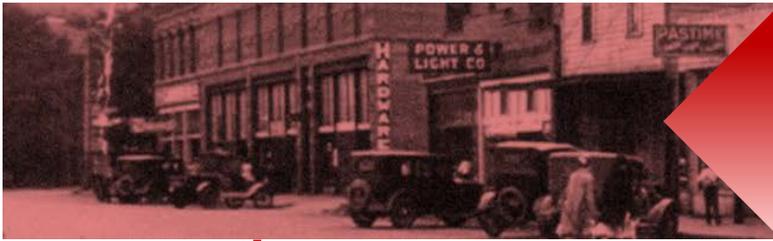


CHAPTER 7

HISTORIC DOWNTOWN





CHAPTER 7 HISTORIC DOWNTOWN

INTRODUCTION

The City of Prosser has a rich and diverse history. Our historic downtown is the visual representation of our community's heritage. Historic preservation and heritage tourism encourage forward-thinking economic development practices that will ensure this community asset and legacy can be passed on to future generations.

Organized efforts to preserve locally significant historic and cultural resources allow our community to recognize and protect its past, while simultaneously planning for future development and growth. Preservation planning, or a lack thereof, can have a significant impact not only on aesthetic appearance, but on the unique sense of place that exists in Historic Downtown Prosser.



OVERVIEW OF HISTORIC DOWNTOWN

Historic Downtown Prosser is comprised of an area that encompasses the downtown core. This core contains historic turn of the century buildings that still operate as retail and service space today. Wider sidewalks, period architecture, and landmark buildings are clustered together and provide a unified theme and historic feel.

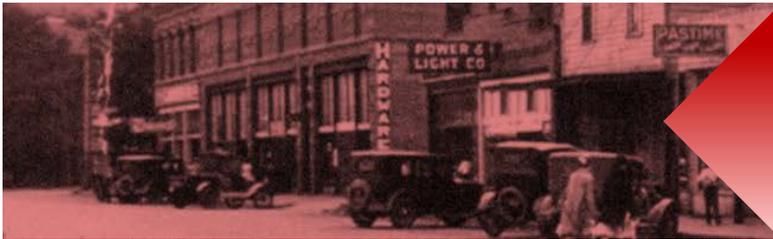
Landmarks include a historic post office, the Princess Theater, and a courthouse that serves as the Benton County Seat. Short blocks and smaller retail spaces provide a pedestrian friendly environment.



FIGURE HD-1. HISTORIC DOWNTOWN PROSSER AREA.



MAP DATE 10/12/17



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HISTORIC DOWNTOWN GOALS AND POLICIES

GOAL HD-1: Preserve the cultural, commercial, and architectural heritage of Downtown Prosser.



- Policy HD-1.1. Encourage façade improvements that do not detract from the architectural features of historic buildings.
- Policy HD-1.2. Promote the maintenance, renovation, and reuse of downtown buildings with strong functional, historic, or visual appeal.
- Policy HD-1.3. Recognize that the Historic Downtown is a unique commercial district that has different infrastructure, zoning, and regulatory needs.
- Policy HD-1.4. Connect the Historic Downtown with consistent physical elements to reinforce its definition and sense of place.
- Policy HD-1.5. Encourage beautification projects that highlight and promote Prosser's history.

GOAL HD-2: Ensure adequate connectivity within the Historic Downtown to support a vibrant commercial district that attracts visitors and promotes economic growth.

- Policy HD-2.1. Create public parking lots in the periphery of the Historic Downtown zone to accommodate employees and visitors.

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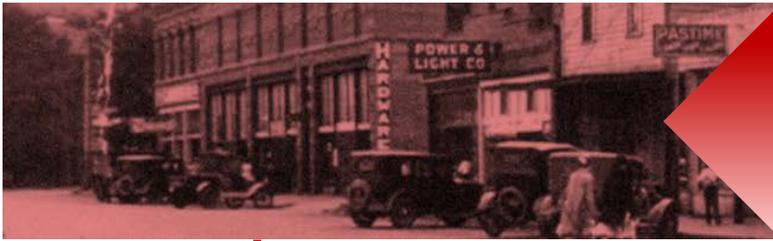
HISTORIC DOWNTOWN



- Policy HD-2.2. Invest in street scape improvements such as wider sidewalks, landscaping, pedestrian oriented signage, gathering spaces, and public art that encourages people to recreate in the downtown.
- Policy HD-2.3. Develop a pedestrian-oriented downtown where people are encouraged to circulate on foot.

GOAL HD-3: Revitalize Historic Downtown Prosser to serve as a hub for civic, festive, and commercial activity.

- Policy HD-3.1. Create open space assembly areas that allow for community gatherings year-round.
- Policy HD-3.2. Coordinate with organizations that actively promote downtown businesses, culture, and other activities or points of interest within the Historic Downtown.
- Policy HD-3.3. Establish attractive entries to the Historic Downtown at key entrances through a variety of methods to include gateway signs, public art, or other aesthetically pleasing landscape features.
- Policy HD-3.4. Place utilities underground in order to create attractive skylines.
- Policy HD-3.5. Consider redesigns of the Downtown that provide visitors with unobstructed views of storefronts and gathering spaces.
- Policy HD-3.6. Create unique spaces through the use of art and other creative changes to traditional designs.



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Policy HD-3.7 Encourage restoration or renovation of Historic Buildings in order to preserve their historic character.

Policy HD-3.8 Encourage the development of empty lots into commercial spaces that add to the overall interest in the Downtown.

GOAL HD-4: Create a commercial environment that is comprised primarily of locally owned businesses.

Policy HD-4.1. Preserve small downtown lot sizes and zero lot line buildings.

Policy HD-4.2. Provide incentives to achieve a mix of compact development that includes residential and commercial spaces.

Policy HD-4.3. The types of uses which attract pedestrians, such as cafe seating and small-scale merchandise displays, should be encouraged to extend out onto sidewalks where there is adequate building setback and sidewalk width to ensure that the uses do not impede pedestrian circulation, safety and compliance with the Americans with Disability Act.

