

U VISION 2044 Strategic Plan: Goals, Strategies, and Tactics

November 1, 2023

Note: All strategies and tactics below integrate safety and security at all levels in regard to District development.

Goal 1. Pioneering Urban Systems in Energy, Infrastructure, and Mobility

	Year
Strategy 1.1 Innovative Energy and Nature-informed Infrastructure	
1.1.1 Riverside Avenue, adjacent Pocket Park; Pacific Avenue Complete Street Construction; Grant Avenue linking Riverside Avenue to Pacific Avenue	2024
1.1.2 Establish incentive-based, nature-informed infrastructure design standards	2024
1.1.3 Support the work of EDO, Connected Communities, and INTENT around District decarbonization strategies	2024
1.1.4 Sherman Street – Complete Street Design and Construction	2025-6
1.1.5 Main Ave Gateway Design and Construction linking East End/W Main and WSU Campus	2025-6
1.1.6 Obtain national Eco-District Certification and Salmon Safe Certification	2025-6
1.1.7 Springfield Avenue Complete Street – Superior to Cincinnati	2027-9
1.1.8 Create a stakeholder-coordinated marketing campaign that actively promotes the UD as a national energy innovation hub	2027-9
1.1.9 Columbus Avenue Greenway – Trent to Mission	2030+
1.1.10 Sharp Avenue Pedestrian Bridge linking UD to East Logan	2030+
Strategy 1.2 Integrate Digital Equity and Access Investments	
1.2.1 Improve Life Sciences connectivity via integrated broadband infrastructure planning	Ongoing
1.2.2 Look to development incentives and funding	Ongoing
Strategy 1.3 Equitable, Accessible Multi-Modal Transportation	
1.3.1 Support City planning around bicycle lanes and improved pedestrian connections along 2 nd and 3 rd Avenues	2024
1.3.2 Launch a Bike/Walk/Bus Campaign with Incentives	2024
1.3.3 Look to pilot electric micro-mobility programs with local and regional partners including a cargo bike program, autonomous vehicles, and/or transportation gondola	2025-6
1.3.4 4 th and 5 th Avenue Bike Facility – Browne to Arthur	2027-9
1.3.5 Sharp Avenue Bike Facility, Traffic Calming, Ped Bridge to East Logan	2027-9
Strategy 1.4 Maximize, Expand, and Improve Parking Assets	
1.4.1 Develop a parking management strategy for the District looking to maximize street-level parking, incorporate underutilized private and publicly owned lots	2024
1.4.2 Look to support development of parking structures as needed	Ongoing
1.4.3 Coordinate a small business parking validation program	2025-6
1.4.4 Implement a website that allows residents or businesses to see available parking for rent on a daily, weekly, or monthly basis including university campus parking available	2025-6

Goal 2. Creating a Thriving, Prosperous District for All

LIFE SCIENCES	Year
Strategy 2.1 Support the development of a talent pipeline inclusive of DEIA factors and social uplift opportunities	
2.1.1 Create a social and economic uplift plan in partnership with Spokane Workforce Development Council and Launch NW to detail additional strategies for underrepresented and underemployed local talent. CW study identified positive employment growth related to manufacturing and blue-collar jobs in life sciences as key opportunity.	2025-6
Strategy 2.2 Invest in a unified and amplified marketing campaign with Life Sciences stakeholders around business development and attraction, and talent development and retention	

2.2.1 Support a collaborative graduate retention effort to limit the “brain drain” from Spokane’s higher education institutions, working to retain young, highly skilled workforce	2024+
2.2.2 Support coordinated effort to identify and support the development and marketing of a hyper-specific industry sector for the region	2024+
2.2.3 Work to partner on a coordinated Health & Wellness Festival in the District with stakeholders	2025-6
Strategy 2.3 Support planning efforts, land acquisition, and capital needs toward the development of innovative research, technology transfer, and education centers	
2.3.1 Participate in SP3NW collaborative development effort for life science start-ups	2024+
2.3.2 Support the development of community-identified capital needs such as an Evergreen Bioscience Innovation Center	2024+
SMALL BUSINESS	
Strategy 2.4 Support the development, expansion, and incubation of local small businesses	
2.4.1 Support the development of a U Incubation Village that supports the creation of a destination within the District; support local food manufacturing, maker spaces, and the creative economy	2024
2.4.2 Look to establish a UD Small Business Investment Fund for a UD grant program that supports storefront/façade improvement	2024
2.4.3 Partner with Startup Spokane, Spokane Public Library, and other community service providers to support business development	2024+
Strategy 2.5 Build Community awareness around District small businesses	
2.5.1 Develop a UD Small Business online directory	2025-6
2.5.2 Build a UD Small Business Marketing Campaign that builds awareness, promotes, and increases patronage for UD small businesses	2025-6

Goal 3. Celebrating and Honoring Place

	Year
Goal 3.1 Support and invest in District destinations and amenities including cultural experiences, attractions, housing, and childcare	
3.1.1 Visually illustrate the U Vision 2044 concepts for marketing and outreach	2024
3.1.2 Support development of the 400-Block to support the South Landing as a District destination	2024
3.1.3 Support the planning, design, and development of collaborative UD Childcare Center	2024+
3.1.4 Actively support the development of Workforce, Student, and Live-Work Artist Housing	2024+
3.1.5 Be a catalyst for innovative education and cultural destinations within the District such as the Spokane Environmental Learning and Cultural Center and The Community School	2024+
3.1.6 Develop a Land Acquisition strategy for the District	2025-6
3.1.7 Work to implement cultural pop-ups such as urban playscapes, integrated health/play, live music, or experiential art	2025-6
3.1.8 Support the City in the development of a “Development Navigator” for City Planning and City/County PDAs	2027-9
3.1.9 Actively analyze and catalyze needed uses in the District to create nodes of activity. Possible uses include additional bank branches, performing arts, grocery stores, community centers, access to services such as health clinics, etc.	2027-9
Goal 3.2 Develop parks, cultivate open space, and preserve and restore the natural environment of the District	
3.2.1 Establish a partnership with City of Spokane Urban Forestry and Spokane Conservation District around a UD SpoCanopy program	2024
3.2.2 Help to fund, along with Trout Unlimited and Spokane River Forum, a Kayak Put-In and Take-Out north of NoLi	2025-6

3.2.4 Support investment in and maintenance of the Spokane River Riparian Corridor in partnership with The Centennial Trail, State Parks, and the Spokane Conservation District	2025-6
3.2.5 Acquire land, design and implement open space improvements as prioritized	
3.2.6 Invest in the north end of the Don Kardong bridge (to Cincinnati St along GU parking lots) including pocket park; the design of Logan Square to the north on Superior and Mission; and possible re-alignment of Centennial based on South Logan TOD and improved river access	2027-9
3.2.7 Invest in Hamilton Overpass along the Centennial Trail. Explore possible bike-ped connection under the Overpass across the River.	2025-6

Strategy 3.3 Celebrate and honor the diverse peoples, place, and existing built environment of the District	
3.3.1 Establish an historical naming process and cultural storytelling within the District	2025-6
3.3.2 Develop a set of UD Urban Design Standards that honors the history and historical warehouse buildings	2025-6
3.3.3 Work with universities and District non-profit/social service providers to find ways for their work to support solutions around mental illness and trauma and homelessness	2025-6
Strategy 3.4 Invest in District beautification and safety through branding, urban fixtures, lighting, and wayfinding systems	
3.4.1 Co-invest in BID formation study for South Sub-Area businesses	2024
3.4.2 Work with business community to Invest in public lighting within identified areas in regard to public safety needs	2024+
3.4.3 Invest in wayfinding signage and district identification as needed	2024+
3.4.4 Conduct a district- wide CPTED analysis	2025-6