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fast forward spokane

DOWNTOWN PLAN UPDATE



FAST FORWARD SPOKANE

DOWNTOWN PLAN UPDATE

FINAL DRAFT

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Prepared by MIG, Inc.

In Association with:
Economic & Planning Systems
Fehr & Peers, Inc.

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EXECUTIVE SUMMARY

Executive Summary

IN THIS SECTION

OVERVIEW

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VISION

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1.0 OVERVIEW

Downtown is truly the heart of Spokane. It provides a unique concentration of choices to live, work, visit, and play. The density and intensity of Downtown Spokane complements and enables the quaint urban character of surrounding neighborhoods and the natural beauty of the areas many parks and open spaces. As reaffirmed by residents and businesses during the community workshops, Downtown offers the benefits of a cosmopolitan city with the character and approachability of a smaller town. The Spokane River and Gorge, Riverfront Park, the area's historic architecture, and mix of local, regional, and national businesses help define the unique character of Downtown Spokane, which offers a vibrant urban experience.

Downtown is the major economic center for the Inland Northwest region. Many local, state, and federal government offices, as well as major businesses and institutions, are located in and around Downtown Spokane. Downtown's retail, entertainment, and convention sector is a major tax base for the City and attracts visitors from around the country and beyond. Spokane has quickly become a successful competitor for conventions and events on the largest of stages. Downtown is also the intellectual, scientific, and cultural center for the region. Events such as Hoopfest, Bloomsday, and First Night, along with other sports and cultural activities continue to bring residents and visitors together in a celebration of community.



Spokane benefits from a stunning natural setting in and around the Downtown area.

Investing in Downtown is a wise fiscal practice that capitalizes on Downtown's infrastructure, built fabric, and history. Strengthening the urban core is perhaps the bedrock in embracing smart growth in the Spokane metropolitan area and is an urban planning imperative. Suburban sprawl is paid for in traffic jams, wasted time, gasoline, pollution, and higher taxes to support declining urban communities that can no longer support themselves.

Spokane is fortunate to have seen a decade of vibrant renewal in its urban core. *Fast Forward Spokane: Downtown Plan Update (Plan Update)* is devised to promote the livelihood of Downtown for future generations through a strategic, coordinated community effort, by providing a short and long-term structure for addressing issues and challenges facing the Downtown.

2.0 PLANNING AREA

The City adopted the Downtown Neighborhood boundaries as the Planning Area for the *1999 Plan*. A key task of the *Plan Update* was an assessment of the existing Downtown boundaries to determine if expansion is desirable and appropriate. As a result of community input, the *Plan Update* augments the Planning Area to include the eastern portion of Kendall Yards and a large portion of the University District.

The new Downtown Planning Area is bounded by Boone Avenue to the north, Interstate 90 to the south, Scott Street to the east, and Maple Street/Cedar Street/Adams Street to the west. The Planning Area includes nine functional and geographic sub-districts. The six sub-districts identified in the *1999 Plan* include the Downtown Core, West End, East End, North Bank, South Side, and Riverfront Park. Additional sub-districts include Kendall Yards, Riverpoint Campus, and South University District.

The *Plan Update* also addresses mutual Influence Areas, which are adjacent to Downtown, including the County Government Area, Medical District, and Gonzaga University. Spokane's neighborhoods, especially those adjacent to Downtown, are examined for economic, social and political linkages.

3.0 PLANNING PROCESS

The *Plan Update* is the product of a partnership between the City of Spokane and the Downtown Spokane Partnership (DSP), a not-for-profit coalition of business, government, and community leaders. The City and DSP hired a consultant team led by MIG, Inc., in association with Economic and Planning Systems, Inc. (EPS), and Fehr & Peers Associates, Inc., to help facilitate the community involvement process, prepare the plan document, and provide technical assistance.

The *Plan Update* was developed over a 12-month period and included an extensive community involvement process. A fourteen-member Steering Committee was established to guide the planning process. The Steering Committee met frequently throughout the planning process



Community members updated the vision for Downtown at the Visioning Workshop held on November 29th, 2007.

to preview materials and provide direction concerning public input and community process.

A 47-member Task Force was established to provide input and feedback for the *Plan Update* planning process. The Downtown Task Force was comprised of business owners, property owners, residents, and community leaders. Over the course of the planning process, the Task Force helped to formulate the new plan framework and recommendations. The Task Force dedicated many hours to the planning process, including eight meetings and extensive assistance with document reviews, community workshops, listening posts, and an open house.

Two community workshops, four “listening posts” and one open house were held throughout the planning process. The first workshop was the Downtown Visioning Workshop, held on November 29, 2007 at the WSU Spokane South Campus Facility. The Vision for Down-

town Spokane, updated and detailed in Chapter Three of this *Plan Update*, is a direct result of this first workshop and Downtown Task Force assistance. The purpose of the second workshop on March 6, 2008 at the WSU Spokane Academic Center was to review the plan framework and major alternatives. Strategic policies were developed based on the input from this workshop. Participants were also asked to evaluate a draft vision statement developed from the previous workshop.

The public review draft of the *Plan Update* was unveiled at a series of listening posts and a public open house during the latter half of summer 2008. The community was invited to review the vision and recommendations and provide final comments on the *Plan Update*. The *Plan Update* was reviewed by the Plan Commission and City Council at working sessions during September through November 2008. It is anticipated that the City Council will vote to adopt the *Plan Update* under the existing City of Spokane *Comprehensive Plan*.

4.0 CONTEXT

While Downtown possesses numerous strengths that contribute to Spokane's position as a major regional center, it also faces major challenges in realizing its true potential. Downtown has been constrained by physical barriers created by transportation infrastructure including major arterials, the freeway, the railroad, and bridges. At the same time, it struggles with new developments in the valley and in neighboring jurisdictions that can offer large, undeveloped parcels with lower unit costs. Challenges to achieving Downtown revitalization, identified by the community, include image and character, slow growth, poor connections to surrounding neighborhoods, lack of financing, and difficulty gaining community support for large-scale projects. These highlight the importance of considering tangible and intangible influences on Downtown Spokane both locally and regionally.

While there are hurdles to cross, Downtown Spokane has numerous assets to leverage in the redevelopment process. Among Downtown's assets are Riverfront Park, the Convention Center, Downtown's regional context and proximity to the Spokane International Airport, regional retail center expansion, historic buildings, university and research opportunities, regional medical center, abundance of prime development sites, and community com-

mitment as evidenced through high attendance at community workshops.

This *Plan Update* leverages the following assets to take advantage of key opportunities in Spokane:

- *Spokane River and Riverfront Park:* Traditionally the heart of the community, the Spokane River and Riverfront Park offer valuable amenities to Downtown. In addition to its historic significance, the Spokane River provides a stunning backdrop and generates hydroelectric power for the community. The Park's events and attractions draw people to Downtown, and its recreational opportunities benefit residents and visitors.
- *Spokane River Centennial Trail:* The 37-mile Centennial Trail affords residents and visitors easy access to bicycling, running, kayaking, canoeing, and fishing opportunities. It also provides a safe and convenient non-motorized connection into Downtown Spokane.
- *Convention Center and Davenport Hotel:* The expanded Convention Center is a key economic engine for the City, helping to draw visitors to Spokane and to support additional restaurant, entertainment, and retail opportunities. The grand Davenport Hotel is an icon of the City and an architectural jewel which anchors the surrounding arts and entertainment district.
- *INB Performing Arts Center:* The INB Performing Arts Center, owned and operated by the Spokane Public Facilities District, serves as the premier entertainment venue and cultural icon for the Spokane Region. It is a major strength and asset of Downtown, which thousands of



The historic Davenport Hotel is an icon of the City and anchors the surrounding arts and entertainment district.

people visit each year to see Broadway shows, concerts, and other performing arts. The INB Performing Arts Center contributes significantly in the recruitment of people and businesses to the region.

- *Spokane Arena:* Opened in 1995, the Arena has enabled Spokane to draw national-level entertainment and sporting events to the Inland Northwest. The facility, which can accommodate as many as 12,638 attendees, is the permanent home of the Spokane Shock arena football team and the Spokane Chiefs hockey team.
- *Strategic Location:* Spokane is the regional hub of the Inland Northwest and is the largest city between Seattle and Minneapolis/St. Paul. Visitors can also take advantage of Spokane's proximity to the Rockies.
- *Downtown Regional Retail Center & River Park Square:* Major retailers have demonstrated a clear commitment to Downtown. River Park Square and national retailers such as Macy's, Nordstrom, Banana Republic, and Talbots are major assets.
- *Sense of History and Place:* With its historic buildings and unique setting along the Spokane Falls, Downtown Spokane possesses great character and a strong sense of place.
- *Universities and Research Opportunities:* Continued excellence in research, education, and entrepreneurship will establish Spokane as a respected academic center and desirable location for high-tech business. The proximity of Eastern Washington University Spokane, Gonzaga University, Washington State University Spokane, and Sirti to Downtown, is beneficial for all parties. These assets form the sustainable foundation for tapping the creativity, dreams, and inventions of all the citizens of the region.

5.0 VISION

The following vision for the future of Downtown Spokane was developed from community input through a series of community workshops from the fall of 2007 to spring of 2008. The Updated Vision Statement expresses how the citizens of Spokane envision Downtown Spokane's future over the next 20 years:

Downtown Spokane is nationally recognized as the hub of the Inland Northwest and as a sustainable destination. The River and surrounding development are interwoven, vibrant, and healthy. Residents and visitors participate in a seamless mix of shopping, working, living, recreation, education, and entertainment experiences. Internationally, Spokane is recognized as the gateway to many of the Inland Northwest's most sought after attractions.

6.0 DOWNTOWN DEVELOPMENT CONCEPT

The Concept for Downtown development is based upon the updated Vision Statement as well as other ideas from the community, Downtown Task Force meetings, and stakeholder interviews. The Concept forms a foundation that focuses on key activity nodes, supporting uses, and connectivity throughout Downtown.

The highlights include the following components:

Streetscape Improvements

A “complete streets” concept is outlined to supplant the “green streets” hierarchy included in the *1999 Plan*. That concept built on Spokane’s 1913 Master Park Plan, which called for large regional parks and local neighborhood parks connected by a system of beautiful parkways and boulevards. The original network was built of streets with additional tree plantings and landscaping designed for both walking and driving. The term “green streets” has recently been re-coined to describe a collection of sustainable storm water treatments applied to streets. The *Plan Update* recasts the previous network of green streets by establishing a hierarchy of complete streets centered on Howard Street, First Avenue, and Main Avenue.

Howard Street “String of Pearls”

Howard Street will be the “string” that links the “pearls” of Downtown, including the North Bank, the Arena, Riverfront Park, the Downtown retail core, Medical District, and the South Hill. It will be a pedestrian corridor, with amenities such as landscaping, wide sidewalks, street furniture, public art, outdoor restaurants, and improved sidewalk/building interfaces. The community envisions a streetcar connecting the north and south banks of the Spokane River; linking Kendall Yards and the Spokane Arena with the rest of Downtown Spokane.

East-West Links

While Spokane Falls Boulevard will remain a strong east/west pedestrian connection between the Convention Center/INB Performing Arts Center and the Downtown Core, First and Main Avenues will provide the major east-west links through Downtown, with Main extending to and through the University District as a pedestrian and bicycle-friendly corridor.

These connections will capitalize on burgeoning special districts including the Davenport District and the east end of West Main. They will extend from Browne’s Addition to the University District with pedestrian amenities, new development, and a streetcar. The Riverside extension project will extend Riverside Avenue east of Division

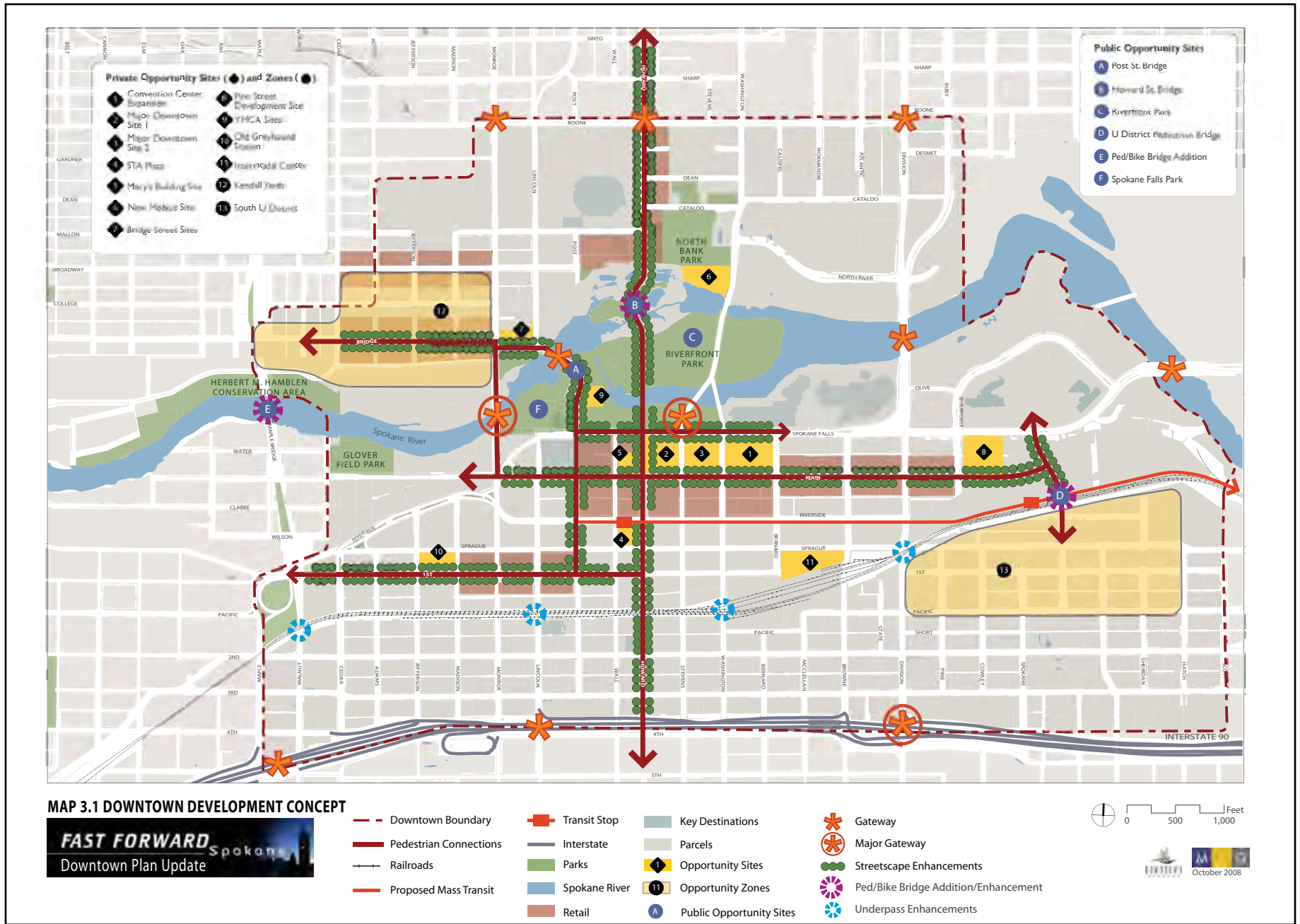
through the University District. The alignment, configuration, and urban design of the Riverside extension are critical to successful Downtown connectivity.

Urban Refuge

Riverfront Park will be enhanced as a peaceful urban refuge in the center of a bustling Downtown. Planned improvements include opening new vistas to appreciate the beauty of Spokane River and Falls and a new activity center with buildings oriented toward the Howard Street corridor.

Increased Public Transportation

A rapid transit corridor will help ensure smooth traffic flow through Downtown from the east side of the City. Eventually, light rail will run along Riverside Avenue, with stops in the University District at the Riverpoint campus, at Bernard, and terminate near the STA Plaza. Downtown streetcar routes envisioned by the community include a north-south route connecting Kendall Yards, the Arena, Riverfront Park, South Hill, and the Medical District; and an initial east-west route connecting the University District, West Main, the Downtown Core, Davenport District, and Browne’s Addition. Bus service will continue to improve with shorter wait times, new and more



efficient routes, improvements to the STA Plaza, and additional Bus Rapid Transit (BRT) routes.

Smart Growth

The Downtown will be growing out and up. The expansion of the Downtown boundary to include portions of Kendall Yards and the University District will ensure that critical connections (physical, programmatic, and otherwise) are strengthened and maintained. As demand continues to grow for housing, offices, retail and entertainment options in Downtown, density will continue to

increase. The need and desire for added density must be balanced with the historic character and livability Spokane residents value so much.

7.0 STRATEGY FRAMEWORK

The Strategy Framework maps the multi-faceted, multi-layered approach necessary for success. The framework prioritizes action categories into a four-tiered hierarchy. This hierarchy identifies:

1. **Primary Land Uses:** the existing and future land uses most important for achieving the vision and goals for Downtown Spokane;
2. **Desired Built Form:** a combination of public and private buildings and open spaces that provide the envelope for future development;
3. **Catalytic Opportunity Sites and Zones** that contribute to the desired built form and set the groundwork for additional development in those land use categories; and
4. **Downtown Requisite Strategies** that reinforce the primary land uses, desired built form, and development opportunities.

8.0 STRATEGIES AND PRIORITIES

Downtown strategies were developed based on the following objectives to guide the future development of Downtown Spokane. A set of district strategies are intended to create distinctive districts within the Downtown, each with its own character; and to provide connections within

and between the districts. Strategies for each district promote land use objectives and identify Opportunity Sites where appropriate.

CATALYTIC OPPORTUNITIES

“Opportunity Sites” are sites with a high potential to act as a catalyst for further infill development in the area due to their key locations or roles in the Downtown district. Nine catalytic Opportunity Sites and two catalytic Opportunity Zones were identified for development, and will be instrumental for stimulating future private investment in Downtown Spokane. The catalytic Opportunity Sites identified by the *Plan Update* represent an array of development potential on some of the most dynamic sites in the Downtown. They take into account recent and planned improvements and other important initiatives so that each site:

1. Builds on existing and future development, and
2. Is aligned with the primary land uses, desired built form, and requisite strategies of the Strategy Framework.

STRATEGIC ACTION PROJECTS

Priority projects were identified to catalyze revitalization of the Downtown. The priority projects form a catalytic network of actions that support additional public and private investment and development.



Chapter 1

fast forward spokane

INTRODUCTION AND OVERVIEW

Introduction and Overview

IN THIS CHAPTER

INTRODUCTION

IMPORTANCE OF DOWNTOWN

DOWNTOWN EXPANSION

DOWNTOWN PLAN PROCESS

STRATEGIC APPROACH

PLAN ORGANIZATION

PLAN ADOPTION

1.0 INTRODUCTION

Downtown Spokane has undergone dramatic growth and revitalization over the past decade. In light of this growth, the City of Spokane and the Downtown Spokane Partnership (DSP) have undertaken this update of the *Charting the Future – The Plan for a New Downtown, (1999 Plan)*, which was developed in 1999. *Fast Forward Spokane – Downtown Plan Update (Plan Update)* provides an updated vision and a new set of goals and recommendations for Downtown Spokane.

The *1999 Plan* helped guide the successful investment of over \$3.4 billion in Downtown revitalization and development. This success has created both opportunities and challenges for the Downtown and larger Spokane community. The Downtown is expanding outward and upward, environmental protection and stewardship are global priorities, and demand for Downtown housing options has grown quickly. A renewed interest in Downtown is providing opportunities to create an even more sustainable and livable urban center that is well connected to surrounding neighborhoods and the larger Spokane area.

The *Plan Update* is crafted to fully integrate visioning, urban planning, design guidelines, and regulatory recommendations with a comprehensive public participation and outreach process. The *Plan Update* used an interdisciplinary and collaborative approach: a true partnership between the consultant team, the City and DSP staff, stakeholders, and the public.

Like the *1999 Plan*, this *Plan Update* is a long-term vision and strategic action document that will guide Downtown development policies and actions for the next twenty years. The *Plan Update* also revisits the action agenda for what are now the short (0-5 years) and mid-terms (6-10 years). The projects and actions proposed in this *Plan Update* are designed to catalyze further public and private investment in Downtown.

Although the vision and strategies outlined in this *Plan Update* are intended to provide direction for the next twenty years, this planning effort sets a precedent for updating the Downtown planning framework every decade. Thus, the *Plan Update* should be viewed as a flexible work in progress.

This document is a product of extensive community involvement and is intended to balance the needs of, and optimize solutions for all Spokane residents, businesses, employees, and institutions. Approximately 500 citizens participated in the development of this *Plan Update* through a series of workshops and open house events.

Specific recommendations set forth in this *Plan Update* may require further study and analysis before implementation, including possible environmental impact analyses.



MAP 1.1 TRADE AREA MAP

2.0 IMPORTANCE OF DOWNTOWN

Downtown is truly the heart of Spokane. It provides a unique concentration of choices to live, work, visit, and play. The density and intensity of Downtown Spokane complements and enables the quaint urban character of surrounding neighborhoods and the natural beauty of the area's many parks and open spaces.

As reaffirmed by residents and businesses during the community workshops, Downtown offers the benefits of a cosmopolitan city with the character and approachability of a smaller town. The Spokane River and Gorge, Riverfront Park, the area's historic architecture, and mix of local, regional, and national businesses help define the unique character of Downtown Spokane, which offers a vibrant urban experience.



The annual Lilac Bloomsday Run attracts over 50,000 participants.

Downtown is the major economic center for the Inland Northwest region. Many local, state, and federal government offices, as well as major businesses and institutions, are located in and around Downtown Spokane. Downtown's retail, entertainment, and convention sector is a major tax base for the City and attracts visitors from around the country and beyond. Spokane has quickly become a successful competitor for conventions and events on the largest of stages. Downtown recently played host to the U.S. Figure Skating Championships, the NCAA Division I Basketball tournament play, and the Washington State Democratic Convention.

Downtown is also the intellectual, scientific, and cultural center for the region. The University District, located directly across the river from both the Gonzaga University Campus and the Riverpoint Campus, houses WSU Spokane, EWU Spokane, Community Colleges of Spokane administration, and Sirti, a state economic development agency. The Riverpoint Campus is developing with a core emphasis on biomedical, life sciences, and health care research, teaching and outreach that will build on Spokane's strengths as a regional medical center.

The University District as a whole is designated as a state Innovation Partnership Zone with a focus on biomedical economic and business research and development. The University District offers unparalleled opportunity

to address economic development issues, urban growth, environmental restoration, transportation, and affordable housing needs.

Downtown is home to the Fox Theater, the Spokane Symphony, the Best of Broadway theater series, the Civic Theater, and Interplayers as well as host to hundreds of theater and music events throughout the year. Events such as Hoopfest, Bloomsday, Pig-Out in the Park, the Lilac Festival, and First Night, along with sports and cultural activities, continue to bring residents and visitors together in a celebration of community.

Investing in Downtown is wise fiscal practice that capitalizes on Downtown's infrastructure, building space, and history. Strengthening the urban core is perhaps the bedrock in embracing smart growth in the Spokane metropolitan area and is an urban planning imperative. The costs of suburban sprawl are traffic jams, wasted time, increased fuel consumption, pollution, and higher taxes to support declining urban communities that can no longer support themselves. Spokane is fortunate to have experienced a decade of vibrant renewal in its urban core.

3.0 DOWNTOWN EXPANSION

The City's official Downtown Neighborhood boundaries were adopted as the Planning Area for the *1999 Plan*. A major focus of the *Plan Update* includes assessment of the existing Downtown Planning Area boundaries to determine if expansion is desirable and appropriate. As a result of community input, the *Plan Update* augments the Planning Area to include the eastern portion of Kendall Yards and a large portion of the University District.

The new Downtown Planning Area is generally bounded by Boone Avenue to the north, Interstate 90 to the south, Scott Street to the east, and Maple Street/Cedar Street/Adams Street to the west. The Planning Area is further comprised of nine functional and geographic sub-districts. The six sub-districts identified in the *1999 Plan* include the Downtown Core, West End, East End, North Bank, South Side, and Riverfront Park.

Expansion of the Downtown Planning Area adds portions of Kendall Yards, Riverpoint Campus, and South University District/East Sprague (South University District).

In addition to the Planning Area, the *Plan Update* addresses mutual Influence Areas, which are adjacent to Downtown. The Influence Areas are significant because of their potential to influence and be influenced by the Downtown. Influence Areas include the County Government Area, the Medical District, and Gonzaga University. Spokane's neighborhoods, especially those adjacent to Downtown, are connected to Downtown through economic, social and political linkages.

Development strategies have been updated and revised for each of the sub-districts and influence areas, as well as for the Downtown as a whole.



The Riverpoint Campus is included within the expanded Downtown boundary.



The Downtown Task Force convened eight times throughout the planning process to review product and provide strategic direction.

4.0 DOWNTOWN PLAN PROCESS

The *Plan Update* is the product of a partnership between the City of Spokane and the Downtown Spokane Partnership (DSP), a not-for-profit coalition of business, government, and community leaders. The City and DSP hired a consultant team led by MIG, Inc., in association with Economic and Planning Systems, Inc. (EPS), and Fehr & Peers Associates, Inc., to help facilitate the community involvement process, prepare the plan document, and provide technical assistance.

Fast Forward Spokane: Downtown Plan Update was developed over a 12-month period and included an extensive community involvement process. The process involved six major steps:

1. Establishing Existing Conditions;
2. Updating the Community Vision;
3. Revising the Plan Framework;
4. Analyzing and Selecting Preferred Alternatives;
5. Updating the *Downtown Spokane Plan*; and
6. Adopting the *Plan Update*.

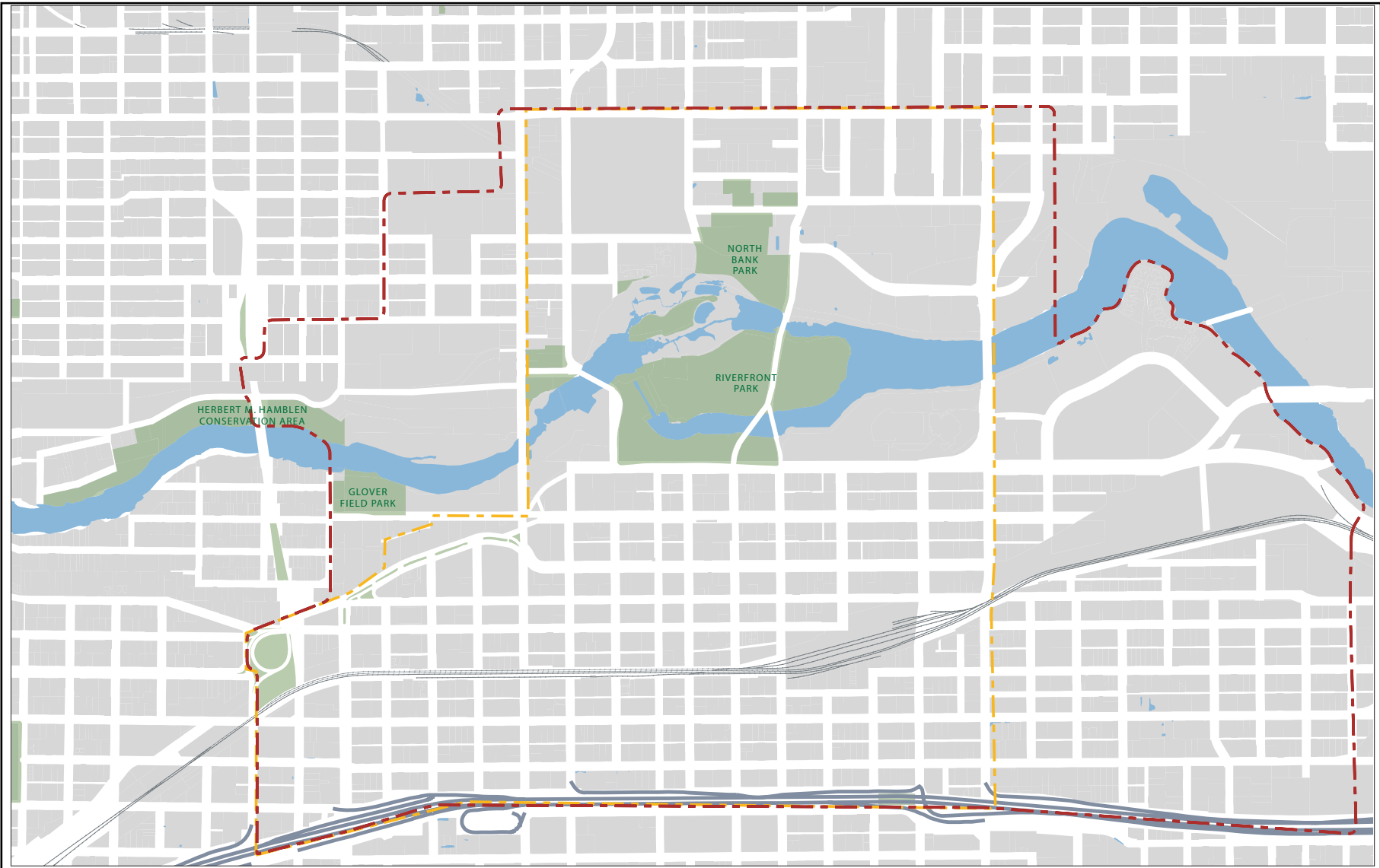
STEERING COMMITTEE

A fourteen-member Steering Committee was established to guide the planning process. The Steering Committee included business owners, property owners, residents, and community leaders.

The Steering Committee met frequently throughout the planning process to preview materials and provide direction concerning public input and community process.

DOWNTOWN TASK FORCE

A 47-member Task Force was established to provide input and feedback for the *Plan Update* planning process. The Downtown Task Force was comprised of business owners, property owners, residents, and community leaders. Over the course of the planning process, the Task Force helped to formulate the new plan framework and recommendations. The Task Force dedicated many hours to the planning process, including eight meetings and extensive assistance with community workshops and open houses.



MAP 1.2 DOWNTOWN BOUNDARY: 1999 PLAN & 2008 PLAN UPDATE



- - - 2008 Downtown Plan Update Boundary
- - - 1999 Downtown Plan Boundary
- Interstate
- +— Railroads
- Parcels
- Spokane River
- Parks



COMMUNITY PARTICIPATION

Two community workshops and three open houses were held throughout the planning process. The first workshop was the *Downtown Visioning Workshop*, held on November 29, 2007 at the Riverpoint Campus—South Campus Facility. Nearly 100 people attended this meeting, which provided a forum for property and business owners, workers, residents, and community organization representatives to articulate their vision, insights, experiences, and ideas regarding the future of Downtown and the *Plan Update*. The Vision for Downtown Spokane, updated and detailed in Chapter Three of this *Plan Update*, is a direct result of this first workshop and Downtown Task Force assistance.

Over 100 people attended the second community workshop, held on March 6, 2008 at the Riverpoint Campus Academic Center. Participants were organized into six groups that rotated through six “planning stations.” The purpose of this second meeting was to review the plan framework and major alternatives for Economic Development; Built Form and Character; Multi-Modal Circulation and Parking; Open Space, Public Realm, and

Streetscapes; Housing and Neighborhoods; and Environmental Stewardship.

Strategic plan policy statements were developed based on the input from this workshop. Participants were also asked to evaluate a draft vision statement developed from the previous workshop.

A public review draft of the *Plan Update* was unveiled at a series of public listening posts and an open house during the latter half of summer 2008. The community was invited to review the vision and recommendations and provide final comments on the *Plan Update*.

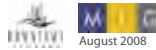
PLAN COMMISSION AND CITY COUNCIL REVIEW

The *Plan Update* was reviewed by the Plan Commission and City Council at working sessions in fall 2008. It is anticipated that the City Council will vote to adopt the Plan under the existing *City of Spokane Comprehensive Plan*.



MAP 1.3 SUB-DISTRICTS
FAST FORWARD Spokane
 Downtown Plan Update

- - - Downtown Boundary
- - - District Boundary
- Interstate
- Railroads
- Parks
- Parcels





Over 100 community members attended the Visioning Workshop.

5.0 STRATEGIC APPROACH

The *Plan Update* is a guide for the future revitalization and development of Downtown Spokane. The *Plan Update* identifies a number of changes that have occurred since the last *1999 Plan* was adopted, including other planning efforts related to Downtown since that time. The *Plan Update* looks forward, updates the community's vision for Downtown, and refines the strategy of implementing that vision.

Strategic planning is a process that:

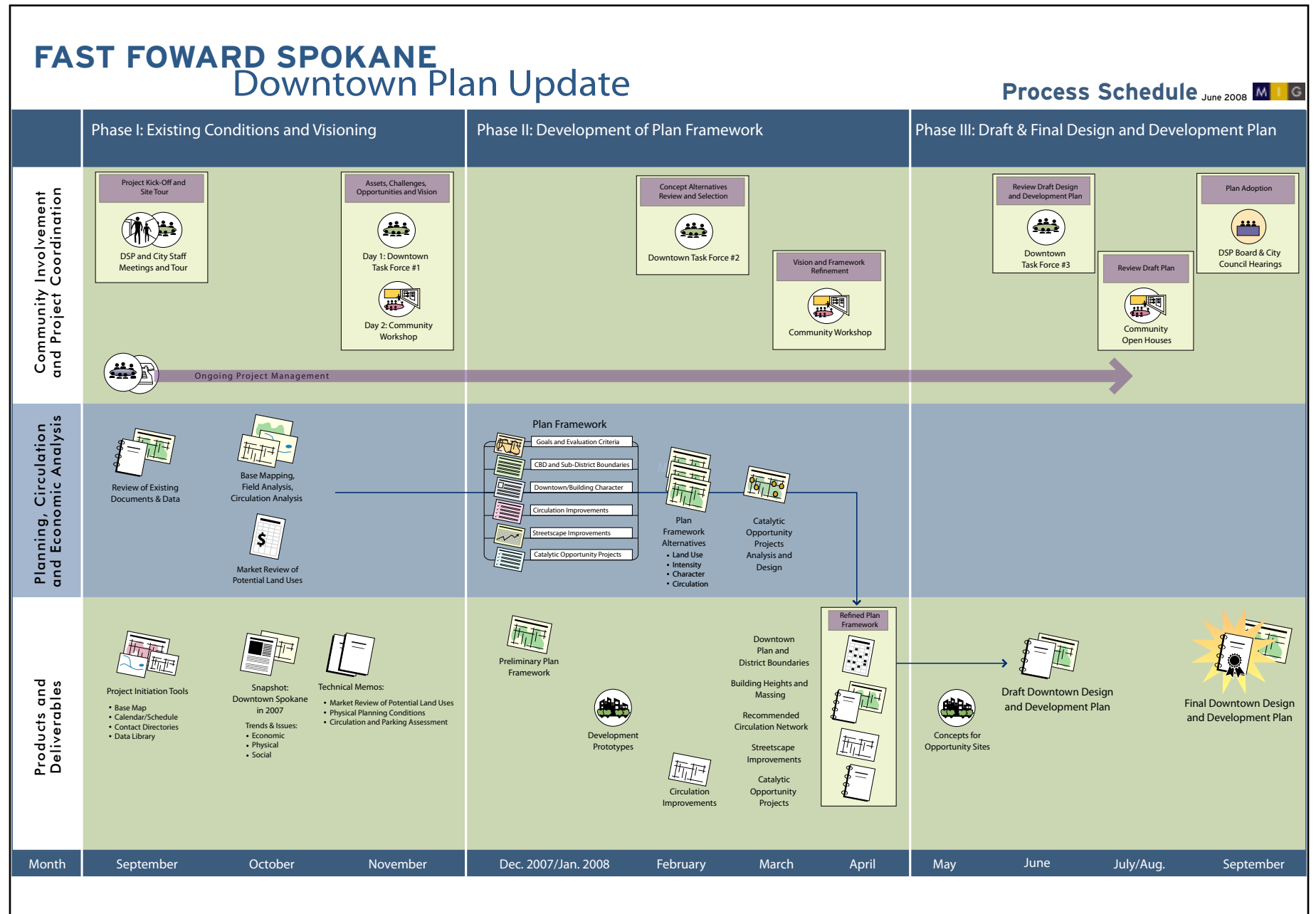
1. Identifies the strengths and challenges facing a community; and
2. Lays out actions and steps for successfully shaping its future.

Strategic planning produces a shared vision for the future and a framework for decision-making and allocation of limited resources. The *Plan Update* builds on the foundation created by the *1999 Plan* by reaffirming the community's agreement on what needs to be done and how it is going to get done.

PLAN FOR ALL PEOPLE OF SPOKANE

The *Plan Update* also takes direction from the *1999 Plan* regarding community engagement. From the very beginning, the Steering Committee, the Downtown Task Force, the City of Spokane and the DSP encouraged active public involvement throughout the process and the public responded in kind. This objective was to ensure that the *Plan Update* accurately represents the diverse interests and values of the community. Successful community engagement in the *1999 Plan* resulted in strong community buy-in and momentum that carried forward into implementation. The *Plan Update* sought to recapture the strong interest and investment in Downtown Spokane.

FIGURE 1.1 PROCESS DI AGRAM



ECONOMIC REALITY

The *Plan Update's* strategic approach is grounded in a realistic understanding of the economic conditions given Spokane's unique characteristics and role as a tertiary market. It acknowledges the economic limits, market demands, and trends affecting development in Downtown Spokane. The challenge facing Spokane is to effectively utilize limited public and private sector resources. The *Plan Update* emphasizes strategically selected priority projects and programs that are believed to be both achievable and capable of providing the most positive impact for Downtown. These priority projects are viewed as catalysts for attracting and promoting additional private invest-

ment and new development that will improve Downtown with the greatest impact.

The new strategic planning framework includes:

1. *A Vision for Downtown Spokane* – a written statement of Downtown Spokane's ideal future, a vision of the future based on the community's desires for Downtown and the economic, physical, and political assets, opportunities, and challenges.
2. *The Action Plan* – an outline of immediate and long-term actions, additional planning efforts, programs, and improvement projects necessary for the *Plan Update* implementation.
3. *Priority Projects* – specific public and private investments aimed to move Downtown Spokane toward its desired future.
4. *Planning Guidelines and Standards* – guidelines and standards to maintain and enhance Downtown's unique character and identity.
5. *Programs* – activities to create, maintain and improve Spokane's high quality of life.
6. *Continued Public Involvement* – the identification of strategies to promote public interest in the *Plan Update*.
7. *Monitoring of Progress* – procedures designed to allow for ongoing *Plan Update* review and updates and revisions of action priorities, projects, and programs as economic conditions change and goals are met.



The Convention Center Expansion was a major catalyst project identified in the 1999 Plan that has successfully attracted new events and visitors to Downtown.

6.0 PLAN ORGANIZATION

This *Plan Update* is organized into seven chapters:

CHAPTER I: INTRODUCTION

This chapter describes the purpose and role of the *Plan Update*; the planning area; plan process; strategic implementation approach; and organization of this document.

CHAPTER II: BACKGROUND AND CONTEXT

This chapter discusses the context within which the *Plan Update* will be implemented, including the regional context, the *City's Comprehensive Plan*, history, and community and economic trends.

CHAPTER III: VISION AND GOALS FOR DOWNTOWN SPOKANE

This chapter presents the community's vision for Downtown Spokane, and a Downtown development concept that solidifies the key components of this vision.

CHAPTER IV: STRATEGY FRAMEWORK

This chapter introduces a detailed strategic framework for the *Plan Update*. The strategy framework builds on the strategies identified in the *1999 Plan* and the updated community vision and goals. The framework is organized into a multi-layered, multi-faceted approach of primary land uses, desired built form, catalytic development opportunities, and requisite Downtown strategies.

CHAPTER V: DOWNTOWN STRATEGIES

This chapter outlines the objectives, strategies, and key actions selected by the community to guide Downtown development in the areas of land use; economic development; housing; transportation and circulation; community design; historic preservation; arts, culture, and entertainment; and infrastructure.

CHAPTER VI: DISTRICT STRATEGIES

This chapter outlines the objectives, strategies, and key actions selected by the community to guide development in each of Downtown's sub-districts, special overlay districts, and influence areas. These areas include the Central Core; West End; East End; North Bank; South Side; Riverfront Park; Kendall Yards; Riverpoint Campus; South University District; Hotel, INB Performing Arts Center, and Convention Center District; Restaurant and Entertainment "Hot Zones"; Davenport District; County Government Center; Gonzaga University; and Medical District.

CHAPTER VII: PLAN IMPLEMENTATION

This chapter lays out a prioritized action list for implementation of the *Plan Update*. Priority projects and initiatives for short-term, immediate, and long-term action are summarized in the "Action Matrix," which identifies the agencies or organizations responsible for implementation, timeframe for implementation, and potential funding sources. The chapter also presents benchmarks to be used for periodic assessments of progress towards the goals of the *Plan Update*.

7.0 PLAN ADOPTION

The *Plan Update* is anticipated to be officially adopted by the City Council as a component of the City's existing Comprehensive Plan. The policies and actions set forth by the *Plan Update* are consistent with the direction of the Comprehensive Plan. A separate environmental review for this *Plan Update* is not required under Washington State law because the impacts are not significantly different from the *1999 Plan*. Specific recommendations will require further study and analysis before implementation, including possible environmental analysis.



Chapter 2

fast forward spokane

BACKGROUND AND CONTEXT

Background and Context

IN THIS CHAPTER

REGIONAL CONTEXT

HISTORY OF DEVELOPMENT

PAST AND CURRENT PLANNING EFFORTS

SOCIO-ECONOMIC OVERVIEW

LAND USE

TRANSPORTATION AND CIRCULATION

BUILT FORM

TRENDS AFFECTING DOWNTOWN

SUMMARY OF TRENDS, ISSUES

AND OPPORTUNITIES

1.0 REGIONAL CONTEXT

As the largest city between Seattle and Minneapolis, Spokane is the gateway to the Inland Northwest. It is located in eastern Washington, 18 miles west of the Idaho state line and 110 miles south of British Columbia. The City is situated on the eastern edge of the Columbia Basin, a wide sloping plain that rises sharply to the east towards the Rocky Mountains. The Spokane River and its waterfalls bisect the City. The varied topography of this region includes rolling wheat fields, snow-capped mountains, lush forests, desert areas, mountain lakes, and rivers.

2.0 HISTORY OF DEVELOPMENT

Fishing on the banks of the Spokane River provided an important resource to early Native American inhabitants. In 1810, members of John Jacob Astor's Pacific Fur Company established a trading center on the river; missionaries, miners, and farmers began to settle in the region in the 1860's. The Northern Pacific railroad reached the Spokane area in 1881, making it accessible to most of the nation. The town of Spokane Falls was incorporated in the same year, and renamed Spokane in 1891. In the City's early years, it was a regional center for lumber, mining, and farming industries of the Inland Northwest, served by a sprawling railroad yard at the site of the upper waterfalls.



Since its opening in 1999, River Park Square has provided a major centerpiece in the retail core.

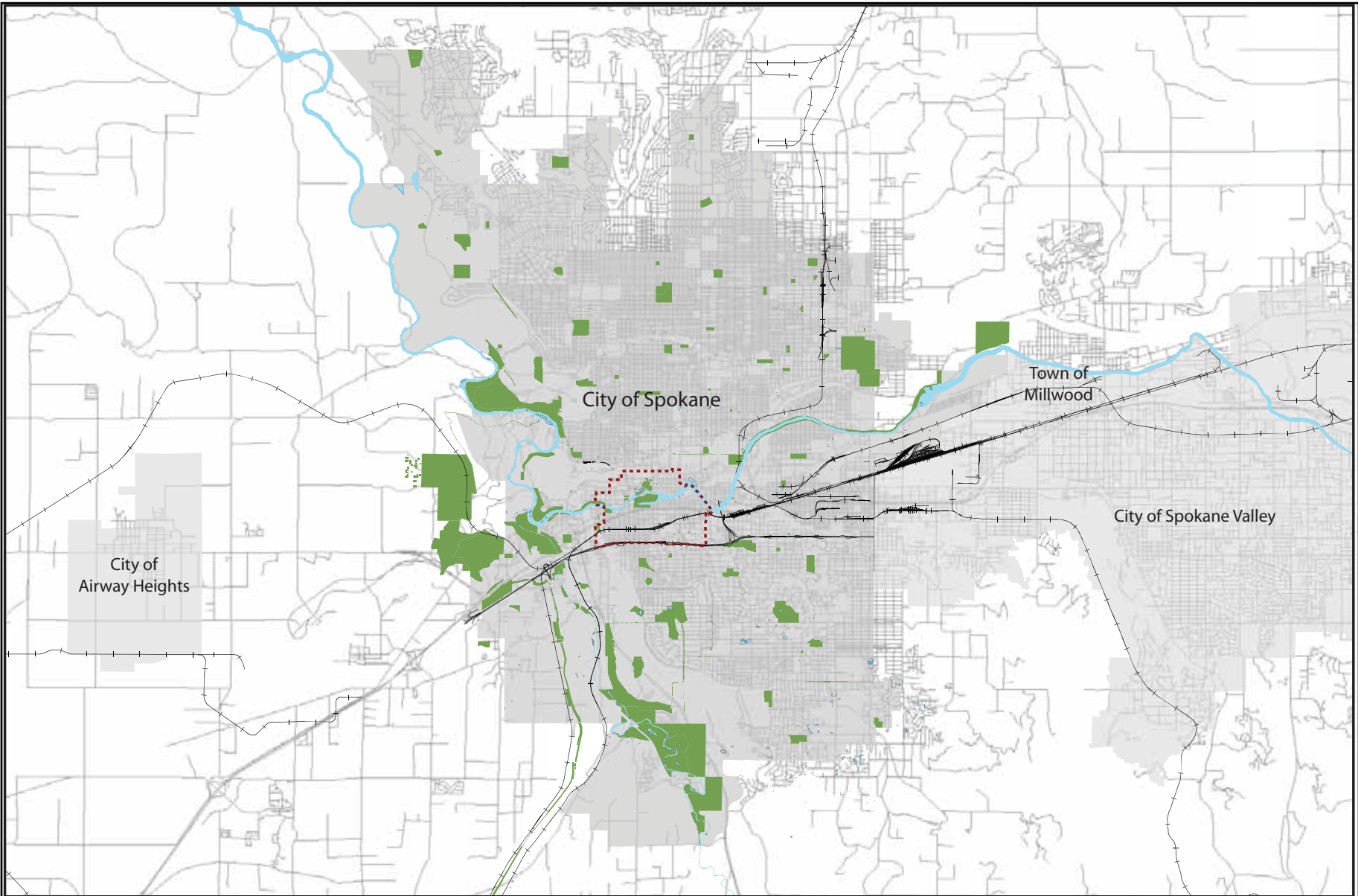
Like many other American cities, Spokane experienced increasing decentralization over time. In the latter half of the 20th century, the growth of suburban single family housing and outlying commercial centers eroded Downtown's dominance as the region's retail and residential center. Despite this, it continues to be a vital commercial and cultural center, attracting many visitors with its Convention Center, cultural activities, sports events, Riverfront Park attractions, commerce, shopping, and dining. As the host of the 1974 World's Fair Environmental Exposition, the City converted a rusting rail yard into the 100-acre Riverfront Park, centered on the Spokane River. This park remains the physical and symbolic focal point of the community. It is a living example of Spokane's commitment to Downtown and its ability to change with the times. The park continues to evolve thanks to the development of the Great Gorge Park, which links Downtown to High Bridge Park and the Centennial Trail.

Since 1999, Downtown Spokane has increasingly reestablished itself as the nightlife and entertainment hub of Eastern Washington and the larger region, with the opening of various restaurants and bars, and new and refurbished cultural facilities, such as the INB Performing Arts Center, Bing Crosby Theater, and the Fox Theater. The opening of River Park Square in 1999 strengthened

Downtown's position as the retail center of the Inland Northwest.

Spokane also has seen significant growth in its convention and hospitality industry as a result of major hotel development and the expansion of the Spokane Convention Center. Additionally, the University District is home to three universities and serves approximately 10,000 students, growing in enrollment and programmatic diversity every year. The Community Colleges of Spokane also have a presence and plan to bring more students to the area as well. Together, these projects have helped to create an increasingly vibrant urban environment in Downtown.

Spokane's enviable high quality of life has earned the City numerous accolades. In 2005, Spokane was rated as one of the most walkable cities in the U.S. by *Prevention Magazine*. The City's burgeoning high-tech industry has also established Spokane as one of the country's best places for entrepreneurial businesses. In 2007, Spokane ranked number 22 on *Inc. Magazine's* list of the "Best Midsize Cities for Doing Business" and number 20 on *Forbes'* list of overall "Best Places." In 2008, Spokane ranked number nine on *Forbes'* list of "Best Places for Business and Careers".



MAP 2.1 DOWNTOWN LOCATOR



- - - - Downtown Boundary
- Parks
- City Limits
- Spokane River
- +— Railroads
- Street Network





Charting the Future: The Plan for a New Downtown (the 1999 Plan) was adopted in 1999.

3.0 PAST AND CONCURRENT PLANNING EFFORTS

Planning efforts in Spokane began over 100 years ago, with the adoption of the City's first subdivision regulations in 1906. The City Plan Commission was established by Charter amendment in 1917, and the City adopted its first zoning ordinance in 1929.

3.1 THE OLMSTED PLAN

Before the establishment of the City Plan Commission, Spokane addressed planning issues through its Board of Park Commissioners. The Park Commissioners' Annual Report of 1913 includes recommendations from the Olmsted Brothers, a renowned landscape architect team from Massachusetts. The Olmsted Plan called for large regional parks and local neighborhood parks, connected by a system of parkways and boulevards designed for pleasure driving and walking. Many of these elements are revisited in the *Plan Update*.

3.2 CHARTING THE FUTURE: THE PLAN FOR A NEW DOWNTOWN

In 1999, the City of Spokane adopted the *1999 Plan*, which was spearheaded jointly by the City and the Downtown Spokane Partnership, and with MIG as the consultant. The *1999 Plan* focused on key activity areas, supporting uses, and connectivity throughout Downtown.

The *1999 Plan* set the following strategic objectives for Downtown Spokane:

- **Development Opportunity Sites:** Target Convention Center and underutilized properties on Stevens Street between Spokane Falls Boulevard and Main Avenue as key opportunity sites for new development.
- **Green Streets:** Create a network of three types of green streets centered on Howard Street and Spokane Falls Boulevard.
- **Howard Street “String of Pearls”:** Develop Howard Street as the central pedestrian element in Downtown Spokane. Make this street the “string” that links the “pearls,” or activity centers, of Downtown.
- **Spokane Falls Boulevard Link:** Enhance Spokane Falls Boulevard as the primary connection between the Convention Center/INB Performing Arts Center and the Downtown retail core.
- **Urban Refuge:** Enhance Riverfront Park as a peaceful urban refuge in the center of Downtown.
- **Downtown Public Square:** Develop a new public square on Riverside Avenue between Howard Street and Post Street as a “ceremonial” place for the City, designed for public events and informal gatherings.
- **Increased Public Transportation:** Build a new light rail line to help ensure smooth traffic flow through Downtown from the east side of the City.
- **Skywalk Improvements:** Improve connections from the skywalks to the street level and parking ramps.
- Fourteen **priority projects** were identified in the *1999 Plan* to catalyze revitalization of the Downtown. These projects, and their status in 2008, are listed in Table 2.1.

3.3 RECENT DOWNTOWN AREA PLANS

Since 1999, the City and its partners have undertaken numerous planning efforts that will influence the direction of the *Plan Update*. These studies help provide a context for understanding the continued evolution of Downtown. The most significant of these plans are summarized on the following pages.

3.3.1 Residential Market Potential Study, Feb. 2003

The City and the Downtown Spokane Partnership, with partial financial backing by the Federal National Mortgage Association (Fannie Mae), oversaw the development of the *Residential Market Potential Study*, conducted by Zimmerman/Volk Associates, Inc. in 2003. The purpose of the study was to identify the market potential for new market-rate housing units in Downtown.

Table 2.1 Status/Accomplishments of Strategic Action Projects and Targets from 1999 Plan

Action Project from 1999 Plan	Project Targets	Status/Accomplishments
Expand Convention Center	Project completion by 2003	<ul style="list-style-type: none"> Project completed in May 2007 Expansion added 100,000 sq. ft. of meeting space
Strengthen/reinforce retail core development	New development: 39,000 sq. ft. per year	88,056 estimated average sq. ft. per year
Strengthen/reinforce office core development	New development: Class A – 43,000 sq. ft. per year Class B – 43,000 sq. ft. per year	Class A – 15,618 estimated average sq. ft. per year Class B – 86,069 estimated average sq. ft. per year
Develop a public square	1-5 years	No progress identifying a potential site
Improve the Howard Street Corridor	1-5 years	Howard Street identified as a “green street” corridor
Improve Division Street as a Gateway to Downtown	1-5 years	No progress
Develop market-rate housing	New development: 200 units per year	New development: 100 units average per year
Develop mixed use projects on First Avenue	1-5 years	Some progress in Davenport District area
Build a parking structure for the Davenport Arts District	1-5 years	Proposed parking structure at Rainside Center development at Madison and Railroad Alley
Develop and market the “Terabyte Triangle” as a high-tech industry center	Immediate and ongoing implementation	<ul style="list-style-type: none"> Implementation completed Marketing efforts ongoing
Build a Science and Technology Museum	1-5 years	<ul style="list-style-type: none"> Mobius Children's Museum opened in 2005 at River Park Square Mobius Science Center planned to open in 2010 at site of North Bank of Riverfront Park
Develop retail, sports, and entertainment uses at North Bank opportunity sites	5-15 years	No progress – Arena remains main site
Develop mixed use project at Stevens Street opportunity site	5-15 years	No progress – site remains underutilized
Revive the Downtown Public Marketplace	1-5 years	Discussions to create Public Market Plan in progress



The Edge Lofts on Sprague Avenue are tapping latent demand for housing in Downtown Spokane.

The study yielded the following key findings:

- Considerable latent demand existed for Downtown housing, both new construction and adaptive re-use of existing buildings.
- The market potential for new market-rate housing units to be leased or sold within Downtown Spokane was 4,100 households.
- Just under half of these 4,100 households were currently living in the City of Spokane or Spokane County at the time of the study. A significant portion of the potential market was expected to move from the Seattle/Tacoma area (11 percent), from Southern California (four percent) or from elsewhere in the nation (35 percent).
- The household groups that comprised the potential market were:
 1. Younger singles and couples without children (53 percent);
 2. Well-to-do empty nesters and retirees (41 percent); and
 3. A range of urban families (six percent).
- Downtown Spokane should be able to support nearly 300 new units per year over the five-year period ending 2008.

3.3.2 The University District Strategic Master

Plan, Nov. 2004

A *University District Strategic Master Plan* was prepared by the City of Spokane's Economic Development Department in 2004, with MIG as the consultant. This plan established the community's vision for the University District and addressed the District's economic development issues, urban growth, environmental restoration, transportation, and affordable housing needs. The *Master Plan* laid out the following goals for the District:

- Construct a pedestrian/bicycle bridge that will cross the existing Burlington Northern/Santa Fe railroad tracks at Grant Street. This bridge is expected to facilitate pedestrian and bicycle traffic directly to the south of the Riverpoint Campus and provide a link to the underdeveloped commercial district around Sprague Avenue.
- Create a vibrant mixed-use environment with housing, campus facilities, pedestrian amenities, shopping, dining, and gathering places. Permanent employment opportunities are expected to be created to support a growing student population.
- Incorporate sustainable design as a core principle, including pedestrian and bicycle improvements, the restoration of the Spokane River, utilizing "green designs" for new infrastructure and the expectation that new buildings will strive for LEED® certification
- Create public meeting and gathering places that promote festivals, community gatherings, ceremonies, and public performances.

3.3.3 Great Spokane River Gorge Strategic Master Plan, March, 2005

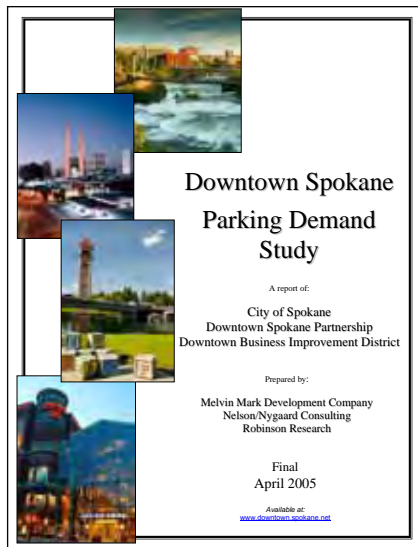
This *Master Plan*, which was developed by MIG for Friends of the Falls, identifies guidelines, projects, and strategies to activate the Spokane River Gorge by providing enhanced educational, recreational, cultural, and aesthetic opportunities, increased environmental awareness, and by serving as a driver for regional economic development.

The *Master Plan* does the following:

- Describes the market support that affects the Gorge area and Spokane as a whole.
- Builds on the Olmstead Brothers' (1913) vision for the Gorge area by identifying goals, principles, and key projects that will enable the Gorge area's restoration and enhancement.
- Provides the guidelines by which Spokane can make the most of the opportunities identified.
- Establishes a clear strategy to implement the *Master Plan*, including project timeframes, lead agencies, and budget estimates.



The Great Spokane River Gorge Strategic Plan guides activation and preservation of the Spokane River Gorge.



The Downtown Parking Demand Study provides the foundation for current and future improvements.

3.3.4 Spokane Downtown Parking Demand Study, April, 2005

The City and the Downtown Spokane Partnership commissioned a *Parking Demand Study*, which was conducted by Melvin Mark Development Company and Nelson/Nygaard Consulting and was completed in 2005. The study identified key issues regarding parking, transportation, and access in Downtown and their impact on continued economic vitality. The following were the key findings from the study:

- Overall parking occupancy of Downtown reaches a peak of 63.8% of total capacity in the peak hour (i.e., 12:30 p.m. – 1:30 p.m.) on business days.
- While on-street occupancies are high in the Core and West End Zones, both zones have low utilization of off-street facilities. This relationship underscores the need for a better system of wayfinding/signage, communication, lighting/landscaping, and pricing to draw patrons into off-street facilities.
- Time-stay violations are high in the Downtown study area, particularly in the Core Zone. The situation in the Core Zone is likely the result of the high number of 1-hour meters (and 30-minute meters) in the zone, which is out of sync with a patron's average time stay of approximately 1.5 hours. A review and reconsideration of the mix of time stay allowances in the Core Zone is recommended.
- It appears that the available supply of parking in the peak hours is adequate to accommodate current and future levels of demand.

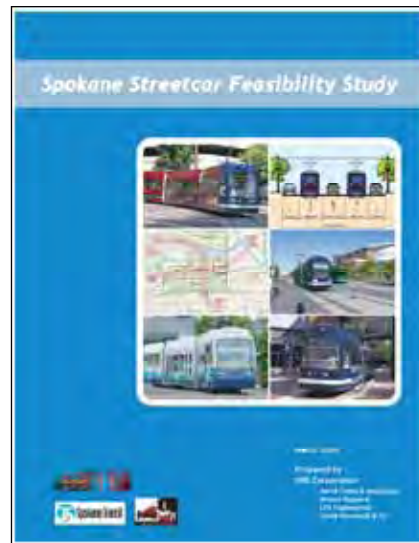
The study made the following recommendations:

- Develop programs to improve signage and communication.
- Evaluate parking time stay allowances.
- Capture additional on-street parking supply.
- Undertake specific policy level actions to reduce levels of parking abuse.
- Create a permanent Parking Steering Committee.
- Designate a Parking Manager charged with facilitating the Parking Steering Committee process and acting as a liaison/partner with the City in managing parking in Downtown.

3.3.5 Spokane Streetcar Feasibility Study, March 2006

In the summer of 2004, the Spokane Regional Transportation Council (SRTC) in conjunction with Spokane Transit Authority (STA) and the Downtown Spokane Partnership initiated the *Spokane Streetcar Feasibility Study*. The study analyzed the effectiveness of a streetcar system as a transportation and development tool that could help realize the vision for Downtown Spokane, and provided the basis for a decision on whether or not a streetcar system should be pursued as a component of the Downtown development strategy. The study was prepared by URS Corporation and contained the following key findings:

- A Downtown streetcar system is feasible. The study recommended a system with two lines that intersect in Downtown.
- The initial segment would extend from the vicinity of the County Government Center north of the Spokane River, past the Spokane Arena, through Riverfront Park to the Downtown Core, then east to the University District.
- Cost estimates for the initial segment:
 1. Construction: \$52-56 million
 2. Operation: Approximately \$1.7 million/year
- Streetcar system would generate an estimated \$350 million worth of development and redevelopment on and adjacent to the streetcar line.



The Spokane Streetcar Feasibility Study found that a two-line system serving Downtown would be a major catalyst for new development.



The DSP and BID are currently installing street furnishings recommended in the streetscape report.

3.3.6 Spokane's University District: Policy Options for a New Urban Center, June 2007

Following the completion of the *University District Master Plan* in 2004, the City asked the U.S. Environmental Protection Agency (EPA) to determine the market potential for urban redevelopment in the University District and to identify policy options that could increase development opportunities in the district.

The EPA's report was released in 2007 and made five recommendations to help achieve the objectives of the *University District Strategic Master Plan*:

- Use investment in Riverside Avenue to support an urban Riverpoint Campus.
- Develop a specific area plan for the University District.
- Support private sector development on the Riverpoint Campus.
- Strengthen partnerships between universities, the City and the private sector.
- Act on catalytic development opportunities, such as the Jensen-Byrd Building.

3.3.7 Downtown Spokane Streetscape Treatment and Element Design Standards, November 2007

In November 2007, David Evans and Associates, Inc. completed the *Downtown Spokane Streetscape Treatment & Element Design Standards* for the Downtown Spokane Partnership (DSP) and Business Improvement District (BID). The purpose of these guidelines is to provide a set of design standards for a hierarchy of streetscape treatments for the BID, generally bounded by Maple Street to Browne Street and the Railroad Viaduct to North River Drive. The result will be a cohesive collection of elements that tie Downtown together, while providing distinctions between sub-districts. Some elements have been implemented in 2008 with the addition of 18 new planters within the Downtown Core, funded by the BID, to be expanded in future years with new street banners to follow.

3.4 CURRENT PLANNING EFFORTS

3.4.1 University District/Downtown Spokane Transportation Improvement Study

DKS Associates is conducting a comprehensive transportation improvement study for the City of Spokane to evaluate existing transportation deficiencies, traffic flow, and congestion within the Downtown Core and the University District, and to identify safe travel routes for bicyclists and pedestrians. A draft of this study was released in May 2008 and is being undertaken in partnership with the City and various businesses and universities.

3.4.2 Transit 2020

Transit 2020 is a plan being developed by Nelson-Nygaard Consulting on behalf of the Spokane Transit Authority (STA). The plan is expected to take a comprehensive look at STA's facilities and operations, and will recommend physical and service improvements for the next 10 to 15 years. The transit plan is expected to be released in early 2009.

3.4.3 Shoreline Master Program Update

The City's *Shoreline Master Program* (SMP) is a policy and regulatory document governing development within 200 feet of the high water mark of the Spokane River and Latah Creek within the City limits. The SMP provides policy guidance and development standards such as setbacks, height, and design requirements, among other elements.

The City's SMP was originally adopted in 1976 and was last revised in 1982. The SMP update is anticipated to be completed in late 2008.

3.4.4 Growth and Transportation Efficiency Center (GTEC)

Washington State's 2006 Commute Trip Reduction Efficiency Act (ESSB 6566) resulted in the creation of the Growth and Transportation Efficiency Center (GTEC) program. The purpose of this program is to increase the efficiency of the State's transportation system in areas with a concentration of jobs and housing. The City of Spokane received State funding to develop a program to improve Downtown transportation system performance. The GTEC plan will be based on many of the strategies identified in the *1999 Plan* and *University District Master Plan*. The plan will collect City-adopted goals, policies, facility and service improvements, and marketing strategies, outlining how drive-alone trip and vehicle miles traveled in the Downtown area will be reduced over the next six years. The GTEC plan was approved in February 2008 and implementation occurred in late summer 2008.

3.4.5 Riverpark Square Ten Years Later Economic Impact Study

A recent study conducted by Real Estate Economics compares several key economic indicators measured in 1995 when a decision was being made on whether to move forward with River Park Square.

Key findings from the study indicate significant increases since construction began on River Park Square in Downtown: retail jobs (72%), retail wages (73%), and retail sales (38%). During the same time period, retail vacancy rates decreased from 25 to 12 percent. These results exceeded forecasts made in 1995.

3.4.6 Riverpoint Campus Master Plan Update

Washington State University will be updating its *Master Plan* for the Riverpoint Campus, at the heart of the University District, beginning in autumn of 2008. The update will include revisiting circulation and parking, development patterns, and the mix of land uses on and near campus, based on a long-term, strategic vision and academic plan for growth and development as a center for

biomedical and health sciences innovation. The update will strive to integrate campus plans with this *Downtown Plan Update*. The future vision is for integration and extension of the Central Business District with the campus, for intensive, vertical, mixed-use urban development and large-scale research and clinical facilities. Public-private partnerships will accelerate development opportunities on university-owned land on the south side of Spokane Falls Boulevard. Academic facility construction will focus on the north side of Spokane Falls Boulevard in the near term, with the proposed addition of another major biomedical/health sciences building as the next short-term capital priority.

4.0 SOCIO-ECONOMIC OVERVIEW

As the second largest city in the State, Spokane is the economic driver of Eastern Washington’s nine-county region. Despite several cyclical downturns, the region has experienced relatively healthy growth in the last 15 years driven by the higher education, recreation and tourism, and technology sectors, as well as a combination of a desirable urban culture and abundant outdoor amenities. From 1999 to 2007, overall investment in Downtown Spokane totaled approximately \$3.4 billion.

4.1 POPULATION AND EMPLOYMENT GROWTH

Employment growth in the Spokane region has been particularly strong, exceeding national rates and at least keeping pace with the State. As shown in Table 2.2, Spokane County gained about 55,400 jobs since 1990, an increase of about 36%, which is equal to the State and more than double the national rate. Over the last six years, the rate of County employment growth actually exceeded the State as a whole, and this trend is projected to continue. The County is projected to gain about 30,000 new jobs by 2015, an increase of 14% (twice the State average and greatly exceeding the national rate).

Although population growth has not kept pace with the State over the last two decades (while still exceeding the nation), recent data suggest this trend is reversing, espe-

Table 2.2
Population and Employment Trends in the City and County of Spokane and Washington State, 1990-2015
Downtown Spokane Development Plan; EPS #17013

Item	Year				2000-2006		1990-2006		2006-2015	
	1990	2000	2006	2015	Growth	% Change	Growth	% Change	Growth	% Change
Population										
City of Spokane ¹	177,196	195,629	198,081	218,693	2,452	1.3%	20,885	11.8%	20,612	10%
County of Spokane	361,364	417,939	446,706	496,981	28,767	6.9%	85,342	23.6%	50,275	11%
Washington State	4,866,692	5,894,121	6,395,798	7,096,501	501,677	8.5%	1,529,106	31.4%	700,703	11%
United States	--	--	--	--	--	6.4%	--	20.4%	--	--
Employment (Nonfarm)										
City of Spokane ¹	74,324	88,666	94,679	107,490	6,013	6.8%	20,355	27.4%	12,811	14%
County of Spokane ²	154,336	189,633	209,702	243,397	20,069	10.6%	55,366	35.9%	29,698	14%
Washington State ²	2,208,775	2,724,746	3,001,992	3,244,937	277,246	10.2%	793,217	35.9%	215,008	7%
United States	--	--	--	--	--	3.9%	--	17.5%	--	--

(1) EPS estimates the City of Spokane’s population and employment projections for 2015 by applying growth rates estimated by the City to population figures reported by the Census American Community Survey 2006.
 (2) EPS estimates Spokane County’s and Washington State’s employment projections for 2015 by applying the average annual growth rates estimated by the Washington State Employment Security Department between 2006 and 2014.

Sources: U.S. Census; City of Spokane; Washington State Office of Financial Management; Employment Security Department; Economic & Planning Systems, Inc.

cially in the urban core. The County gained about 85,300 new residents since 1990, an increase of about 24%, compared to 31% growth in the State and 20% for the nation. Also, Spokane’s population growth has lagged behind employment growth in the State as a whole, and continues to do so. Increasing employment relative to population tends to indicate a positive and sustainable long-term economic outlook. The City’s population growth rate is expected to catch up with the State and the County (10% from 2006 to 2015 compared to 11% at the State and County level).

4.2 KEY ECONOMIC SECTORS

The Spokane region has experienced a gradual change in the composition of its economy over the last 15 years. As shown in Table 2.3, blue collar sectors such as manufacturing and retail trade are gradually being replaced by white collar professions such as professional services, finance, insurance, real estate, health care, and education. The sectors experiencing the most significant increases between 2000 and 2006 were finance, insurance, and real estate, which grew by about 42%, and professional services, which grew by about 22%. A brief description

Table 2.3
City and County of Spokane Employment by Sector, 1990-2006
Downtown Spokane Development Plan; EPS #17013

Item	1990		2000		2006		1990-2006	
	Amount	% of total	Amount	% of total	Amount	% of total	Growth	% Change
City of Spokane								
Agriculture, Forestry, and Fishing ¹	867	1.2%	377	0.4%	195	0.2%	-672	-77.5%
Construction	3,251	4.3%	4,888	5.5%	5,149	5.4%	1,898	58.4%
Manufacturing	8,089	10.8%	7,687	8.6%	7,097	7.5%	-992	-12.3%
Wholesale trade	4,009	5.3%	3,898	4.4%	3,868	4.1%	-141	-3.5%
Retail trade	15,086	20.1%	11,339	12.7%	10,267	10.8%	-4,819	-31.9%
Transportation, Warehousing, and Utilities	5,108	6.8%	3,868	4.3%	3,921	4.1%	-1,187	-23.2%
Information	--	--	2,389	2.7%	2,250	2.4%	N/A	N/A
Finance, Insurance, and Real Estate	5,370	7.1%	6,554	7.4%	9,326	9.8%	3,956	73.7%
Professional and Related Services ²	5,939	7.9%	8,637	9.7%	10,549	11.1%	4,610	77.6%
Educational, Health Care, and Social Services	15,752	21.0%	21,207	23.8%	24,285	25.6%	8,533	54.2%
Arts, Entertainment, and Recreational Services ³	1,353	1.8%	8,778	9.9%	9,175	9.7%	7,822	578.1%
Other Services ⁴	6,838	9.1%	5,256	5.9%	5,005	5.3%	-1,833	-26.8%
Public Administration	<u>3,450</u>	<u>4.6%</u>	<u>4,165</u>	<u>4.7%</u>	<u>3,787</u>	<u>4.0%</u>	<u>337</u>	<u>9.8%</u>
Total	75,112	100.0%	89,043	100.0%	94,874	100.0%	19,762	26.3%
Spokane County								
Agriculture, Forestry, and Fishing ¹	3,101	2.0%	1,662	0.9%	1,262	0.6%	-1,839	-59.3%
Construction	7,852	5.0%	12,243	6.4%	14,311	6.8%	6,459	82.3%
Manufacturing	19,860	12.6%	19,416	10.1%	17,714	8.4%	-2,146	-10.8%
Wholesale trade	8,856	5.6%	8,792	4.6%	8,398	4.0%	-458	-5.2%
Retail trade	30,344	19.3%	24,333	12.7%	24,484	11.6%	-5,860	-19.3%
Transportation, Warehousing, and Utilities	10,768	6.9%	8,893	4.6%	9,076	4.3%	-1,692	-15.7%
Information	--	--	4,403	2.3%	4,173	2.0%	N/A	N/A
Finance, Insurance, and Real Estate	10,557	6.7%	13,581	7.1%	18,509	8.8%	7,952	75.3%
Professional and Related Services ²	10,872	6.9%	16,697	8.7%	20,789	9.9%	9,917	91.2%
Educational, Health Care, and Social Services	33,063	21.0%	45,765	23.9%	54,720	25.9%	21,657	65.5%
Arts, Entertainment, and Recreational Services ³	2,444	1.6%	15,677	8.2%	18,314	8.7%	15,870	649.3%
Other Services ⁴	12,658	8.1%	10,822	5.7%	10,006	4.7%	-2,652	-21.0%
Public Administration	<u>6,767</u>	<u>4.3%</u>	<u>9,011</u>	<u>4.7%</u>	<u>9,208</u>	<u>4.4%</u>	<u>2,441</u>	<u>36.1%</u>
Total	157,142	100.0%	191,295	100.0%	210,964	100.0%	53,822	34.3%

(1) Includes hunting and mining.
 (2) Includes scientific, management, administrative, and waste management services.
 (3) Includes accommodation and food services.
 (4) Includes business, repair, and personal services.

Sources: U.S. Census; Economic and Planning Systems, Inc.

of several key economic sectors in the Spokane region is provided below.

4.2.1 Education, Health Care and Social Services

With the presence of Washington State University Spokane, Gonzaga University, Whitworth University, Eastern Washington University Spokane as well as Cheney, and two Community Colleges of Spokane, higher education represents a key economic sector. There are also about 8,400 employees associated with health care institutions in the Downtown Spokane vicinity, (e.g., South Hill Medical District), including Deaconess Medical Center, Sacred Heart Medical Center, Shriner’s Hospital, St. Luke’s Rehabilitation Institute, and Rockwood Clinic. As shown in Table 2.3, the education, health care, and social services sector combine for about 26% of the total employment in both the County and City in 2006, making it the largest single sector.

4.2.2 Technology and Professional Services

Employment in professional and related services, which includes a number of high-technology sectors, has almost doubled in the County since 1990. Currently, this sector provides about 21,000 jobs, representing about 10% of the total economy. More importantly, these professions tend to be higher-paying and thus more likely to attract and retain well-educated residents.

4.2.3 Tourism and Business Travel

Tourism and business travel continue to play an important role in the Spokane economy. Table 2.3 shows that the arts, entertainment, and recreation services sector has increased almost seven-fold over the last 15 years, making it the fastest growing sector in the region. This trend has coincided with major hotel development (e.g., Davenport, Montvale), recent improvements to Spokane’s convention center, and increasing success attracting national events like the U.S. Figure Skating Championships.

The increasing volume of visitors, tourists, and business travelers to the region is reflected by the growth in annual passenger boardings at the Spokane International Airport

(SIA). As shown in Table 2.4, there were 181,445 more passenger boardings at SIA in 2006 than in 2001, an increase of about 13%. This is compared to a 12% increase at the 350 primary U.S. airports.

Increases in the volume of travelers who pass through Spokane and spend money on local goods and services have a significant impact on the region’s economy. Table 2.5 shows trends of visitor spending in Spokane County between 1991 and 2006. Overall, this increased at an average annual rate of about 6.7% between 2001 and 2006, a slightly higher rate than the County experienced between 1991 and 2001.

4.3 ROLE OF DOWNTOWN

The continuing strong population and employment growth within the Spokane region is beginning to be absorbed by Downtown. The bulk of this growth had occurred in more suburban areas and outside the City; but between 2000 and 2005, Downtown Spokane’s population grew at a relatively faster rate than that of the City and County. The number of people residing Downtown is estimated to have grown by approximately 15% from about 2,480 in 2000 to 2,550 people in 2005. The City’s population grew approximately 1.3% between 2000 and 2006.

Table 2.4
City of Spokane and Total U.S. Annual Passenger Boardings, 2001-2006
Downtown Spokane Development Plan; EPS #17013

Airport/Area	2001	2002	2003	2004	2005	2006	2001-2006	
							Growth	% Change
Spokane International Airport	1,423,624	1,354,085	1,375,698	1,508,921	1,583,737	1,605,069	181,445	12.7%
U.S. Total ¹	658,663,261	642,944,684	649,554,098	704,080,127	735,004,146	737,085,010	78,421,749	11.9%

(1) Includes passenger boardings for 350 primarily U.S. airports.

Sources: U.S. Department of Transportation; Economic and Planning Systems, Inc.

Moreover, the Downtown has solidified its position as the entertainment, cultural, and commercial hub of the region, attracting residents, tourists, and business travelers. Downtown’s success was fostered significantly by the redevelopment of River Park Square in 1999, a 400,000 square foot shopping center. River Park Square, which was 96 percent occupied in March 2007,¹ serves as the primary Downtown retail anchor and epicenter for related commercial activity. Many of these growth activities have since taken on a life of their own, as recently manifested by a surge in Downtown commercial and residential real estate investment.

Despite its strengths and success, Downtown has yet to grow into a resilient and multifaceted economy, and may remain relatively vulnerable to business cycle trends. There is an ample supply of vacant or underutilized parcels within the existing built environment. Redevelopment is also hindered by existing ownership patterns, parcel configuration and assembly, physical or environmental constraints, and speculation. Some elements of Downtown remain poorly integrated within adjacent neighborhoods and the region as a whole due to transportation, geographic, or urban design–related barriers (e.g., lack of a Downtown circulator, highway/arterial alignment and configuration, rail lines, etc.), as well as negative perceptions related to safety, noise, and other issues.

1 Source: Shopping Center Business, “New Spirit for Spokane,” March 2007.

Item	1991	2001	2002	2003	2004	2005	2006	2001-2006	
								Total Increase	Average Annual
Total Direct Travel Spending (\$Million)									
Visitor Spending at Destination	\$378.7	\$535.7	\$539.8	\$605.7	\$651.7	\$688.9	\$739.8	\$204.1	6.7%
Other Travel*	<u>29.3</u>	<u>34.9</u>	<u>28.7</u>	<u>31.9</u>	<u>34.8</u>	<u>38.9</u>	<u>48.5</u>	<u>13.6</u>	6.8%
Total Direct Spending	\$408.0	\$570.6	\$568.5	\$637.6	\$686.5	\$727.8	\$788.3	\$217.7	6.7%
Visitor Spending by Commodity Purchased (\$Million)									
Accommodations	\$57.8	\$82.8	\$83.8	\$95.0	\$103.1	\$106.3	\$117.1	\$34.3	7.2%
Food and Beverage Services	102.6	142.0	148.9	166.6	177.0	183.1	191.7	49.7	6.2%
Food Stores	19.0	27.5	28.5	31.4	33.4	33.8	34.7	7.2	4.8%
Ground Tran. & Motor Fuel	62.4	105.5	98.8	119.2	139.5	164.7	189.1	83.6	12.4%
Arts, Entertainment & Recreation	62.2	81.2	83.6	92.5	96.1	96.4	99.2	18.0	4.1%
Retail Sales	68.7	87.7	87.7	93.3	94.4	95.2	97.5	9.8	2.1%
Air Transportation (visitor only)	<u>6.1</u>	<u>9.0</u>	<u>8.4</u>	<u>7.8</u>	<u>8.2</u>	<u>9.4</u>	<u>10.4</u>	<u>1.4</u>	2.9%
Spending at Destination	\$378.8	\$535.7	\$539.7	\$605.8	\$651.7	\$688.9	\$739.7	\$204.0	6.7%

Sources: State of Washington Department of Community, Trade, and Economic Development; Economic and Planning Systems, Inc.

4.4 REAL ESTATE MARKET OVERVIEW

The population and employment trends described above have positively impacted Spokane’s real estate sector. Construction is a relatively important sector in the regional economy, with about 14,300 jobs or 7% of the County total. A brief description of the residential, retail, office, and hospitality sectors is provided below, with an emphasis on its performance in the Downtown.

4.4.1 Residential

Several recent Downtown residential projects have created a more urban, mixed-use feel, with the potential to provide a critical mass of residents a 24-hour presence that will benefit other sectors. In 2005, there were approximately 2,400 households in Downtown, which accommodates about 1.3% of the City population, yet represents an increase of about 35% between 2000 and 2005.² Mid-market to upscale condominium projects in Downtown include urban lofts at West 809, a historic renovation of the old Western Soap Building (The Edge), the Morgan Lofts, lofts at Railside Center, First at Washington, and Upperfalls Condominiums.

² As noted earlier, Downtown population increased by 15 percent during this period, or less than half the rate of household increase. This suggests a substantial decrease in the average persons per household. In contrast, population and housing unit figures reported by the City of Spokane’s Planning Department indicate that the number of persons per household in the Downtown has fallen only slightly.

Major planned and proposed projects are expected to double the Downtown population in the next seven years. One such project is Kendall Yards, which is expected to include about 2,600 units at buildout. Other proposed projects include the Vox Tower Condominiums (a 32-story mixed-use residential and retail building with about 275 apartments and 29 condominiums), Lofts at Joel, and River City Lofts.³ Many of the market segments targeted by the new projects suggest a potential shift in demographics away from lower-income groups and seniors to higher-end empty-nesters and younger professionals.

³ The status of these projects has been affected by the recent downturn in the residential market. Thus, the time-frame for their development, if at all, remains unclear.

The national downturn in the residential market (exacerbated by the subprime mortgage crisis) commenced shortly after the Spokane Downtown condominium market had gained momentum. It remains to be seen how this downturn will affect future Downtown projects; however, the “residential bubble” was less pronounced in Spokane than in other areas of the country.

4.4.2 Retail

Although retail sales have continued to grow in Spokane, retail employment has actually decreased. Total County retail sales grew by about 33% since 1991, while the sector lost almost 6,000 jobs, a 20% decline. This is partly due to larger retailers, with more efficient employment

Table 2.6
Downtown Spokane Population, Housing Unit, and Employment Projections, 2000-2030

Item	2000 ¹	2005 ²	2015 ²	2030 ²	2000-2005			2005-2030		
					#	%	Average Annual	#	%	Average Annual
Population ³	2,476	2,553 ⁴	4,375	5,718	77	3.1%	0.6%	3,165	124.0%	2.18%
Housing Units ⁵	2,029	2,128 ⁴	3,646	4,765	99	4.9%	1.0%	2,637	123.9%	2.18%
Employment	N/A	18,901 ⁶	20,875	25,155	--	--	--	6,254	33.1%	0.40%

(1) Data from U.S. Census.
 (2) Data from the City of Spokane’s Planning Department’s Transportation Analysis Zone model.
 (3) Population projections are based on 1.2 persons per dwelling unit average.
 (4) Population and housing unit figures estimated by the City of Spokane’s Planning Department for the year 2005 are slightly lower than those reported on the DSP website. Methodological differences likely account for this difference.
 (5) According to Census data, the Downtown’s vacancy rate was approximately 13 percent in 2000.
 (6) Employment estimate is for 2006.

Sources: U.S. Census; City of Spokane; Economic and Planning Systems, Inc.

ratios, replacing smaller establishments and family-owned businesses. These businesses play an important role in maintaining a unique urban environment in Downtown, and this industry re-structuring has leveled off since peaking in the 1990's.

The most significant planned Downtown project with a retail component is Kendall Yards, which is an 80-acre mixed-use project that is expected to include approximately one million square feet of commercial, retail, and office space. The University District also has potential to add significant retail space.⁴

Overall, Downtown's retail market, which contained an estimated 1.3 million square feet of retail space in fall 2007, is performing strongly relative to the City's. Average vacancy rates in the Central Business District (CBD) fell modestly from about 8.1% in fall 2006 to 7.8% in spring 2007.⁵ The CBD is commonly defined by brokers as the area bounded by Monroe Street on the west, the Spokane River on the north, Division Street on the east, and Second Avenue on the south. Overall vacancy rates for the Spokane market increased during this period from 7.8% to about 8.4%. Average monthly rental rates for both the CBD and the City remained relatively stable: about \$23.00 per square foot in the CBD and \$15.40 in the City in spring 2007.

Although Spokane's role as a tourist, business, and shopping destination has been enhanced, Downtown still must compete with destinations such as the Northtown Mall, the Spokane Valley Mall, NorthPointe Plaza, and Silverlake Mall in Coeur d'Alene, Idaho. The Northtown Mall, which is located just three miles from Downtown, is likely to compete most with Downtown retailers. It was expanded in 2000, has a total gross leasable area of approximately 1,050,000 square feet, and over 185 retailers. The Spokane Valley Mall is located about 10 miles from Downtown and consists of 870,000 square feet of retail space.

⁴ According to a recent EPA market study, the University District can accommodate about 150,000 square feet of new retail space (see, ICF International, Spokane's University District: Policy Options for a New Urban Center, June 25, 2007).

⁵ Although part of this decline may be attributable to a decrease in supply through conversion of retail space to other uses (e.g., a bank and a parking lot) this has been at least partially off-set by several new "built-to-suit" projects.

**Table 2.7
Spokane County Taxable Retail Sales, 1991-2006**

Item	Amount by Year (in thousands, 2006 \$s)								1991-2006		2000-2006	
	1991	2000	2001	2002	2003	2004	2005	2006	Avg. Annual	% Change	Avg. Annual	% Change
Taxable Sales ¹	\$5,452,875	\$6,461,447	\$6,282,838	\$6,110,846	\$6,283,523	\$6,572,914	\$6,896,257	\$7,278,765	1.9%	33%	2.0%	11%

(1) Spokane's annual taxable sales are adjusted based on the Consumer Price Index for the Seattle-Tacoma-Bremerton, WA metropolitan area.

Sources: Washington State Department of Revenue; Economic and Planning Systems, Inc.

4.4.3 Office

As the composition of Spokane's economy shifts and employment in knowledge-based sectors grows, the City is experiencing an increase in demand for office space. In 2007, the Spokane County office market consisted of approximately 8.2 million square feet of leasable space, an increase of about 2.8 million since 1998. Spokane's CBD contains 2.7 million square feet (about 34%) of the region's office space, an increase of about 500,000 square feet, or 18%, since 1998.

This substantial increase in office supply does not appear to have negatively affected occupancy rates, as vacancy rates in Spokane have remained between 12% and 15% since 2002. Although Downtown experienced more volatile vacancy rates during this time, this can be attributed to a relatively larger influx of supply in response to tight market conditions as well as the unexpected vacancy of a large tenant.⁶ Lease rates for Class A and Class B office space in the Downtown have remained relatively stable since 2002; average monthly rental rates for Class A have remained between \$19.00 and \$20.00 per square foot, and Class B have hovered between \$14.50 and \$15.50.

⁶ *There was a temporary spike in 2004 due to the relinquishment of 120,000 square feet of office space in the CBD following the bankruptcy of Metropolitan Mortgage.*

The higher education and health care sectors are two examples of synergistic economic drivers for Downtown and surrounding areas. Both sectors have the potential to create higher-paying jobs and offset declines in other sectors. Relationships between these sectors are helping to foster an emerging bio-medical cluster supported by incubators such as Sirti. A facet of the Riverpoint Campus strategic vision for development as a center for biomedical and health sciences innovation is to accommodate this demand. An estimated 800,000 square feet of medical office space have been added to the market in last 10 years. Recently, the areas surrounding Spokane's major medical centers have experienced a slight reversal of the increasing vacancy rates experienced since 2003, when rates were at a low of 3.4%. In spring 2007, vacancy rates for the medical office market in the greater Spokane area were about 6.6%, down from 8.5% in fall 2006. Medical office market lease rates increased by 10.9% between 2002 and 2006 and grew faster than the rate of inflation.

4.4.4 Hospitality

The increasing number of visitors to Spokane has considerably impacted the City's hospitality sector (as reflected in increasing hotel occupancy rates). According to Smith Travel Research, 2007 average occupancy rates for Spokane County were approximately 62%, up from about 59% in 2005 and 61% in 2006. Even with moderate increases in the net number of rooms in the County, Spokane has maintained occupancy levels around 60%. Increased demand has allowed hotels to increase room rates by approximately 9.3% and annual revenues by 17.8% from 2006.

Several hotel developments in the Downtown have helped to accommodate this increased demand. The most notable of these include the Davenport Hotel and Tower, a 611-room luxury hotel, which includes a historic, fully-restored 1914 hotel and a new tower (opened in 2007), and the Montvale Hotel, a 36-room historic boutique hotel that was reopened in January 2005.

5.0 LAND USE

5.1 EXISTING ZONING

The Downtown Planning Area comprises a mixture of six Central Business District (CBD) zones. The CBD zones were designed to implement the *1999 Plan*, with a land-use pattern of medium- and high-intensity structures with a mix of residential, commercial, office, light industrial, and recreational uses. This mix of uses is intended to foster a lively, pedestrian-friendly, and safe urban environment unique to Downtown.

CBD-1 Category: CBD-1 is applied to the Downtown Core, the mixed-use, high-intensity, pedestrian-oriented center of the City. Generally, all uses are allowed, except auto-oriented and industrial.

CBD-2 Category: CBD-2 is applied to the West End, the area immediately west of the Downtown Core. This is a medium-to-high-density mixed-use area in which residential, community-serving retail, and office uses are encouraged, especially as part of a mixed-use development. Generally, all uses are allowed, except auto-oriented and industrial.

CBD-3 Category: CBD-3 is applied to the East End – the area immediately east of the Downtown Core – and the Riverpoint Campus. This is a high-density, mixed-use area in which community-serving retail uses, residential,

and office uses are encouraged, especially as part of a mixed-use development. Generally, all uses are allowed, except auto-oriented and industrial.

CBD-4 Category: CBD-4 is applied to the South End, the area immediately south of the Downtown Core, West End, and East End. This is a mixed-use area in which multi-family and live-work studios are encouraged; warehousing and light industrial uses are allowed; and artist-related uses are encouraged. Generally, all uses are allowed, except auto-oriented and heavy industrial.

CBD-5 Category: CBD-5 is applied to the Freeway Area, the area immediately south of the South End. This is an auto-oriented commercial area. Residential uses are not allowed; commercial uses are generally allowed; heavy industrial uses are not allowed and auto body repair is prohibited except as accessory to new car sales.

CBD-6 Category: CBD-6 is applied to the North Bank, the area immediately north of the Spokane River. This is a mixed-use residential, commercial, hotel, recreation, and entertainment area. Generally, all uses are allowed, except auto-oriented and industrial.

North River Overlay Zone: This overlay addresses the public's value of the views and access to the Spokane River Gorge, Riverfront Park, and Downtown from the north side of the Spokane River. It includes visual and pedestrian access standards and guidelines to ensure that buildings and other constructed objects do not obstruct views of or access to these destinations.

General Commercial: General Commercial is applied to the greater area of the South University District. The boundaries are defined by Interstate 90 to the south, Division Street to the West, Scott Street to the East, and the railroad to the north. A full range of retail and service businesses with a local or regional market as well as industrial uses are allowed. Industrial uses are limited in size to avoid adverse effects different in kind or amount than commercial uses and to ensure that they do not dominate the character of the commercial area.

5.2 CURRENT LAND USES

The land use pattern in the Planning Area is a mix of commercial, office, residential, industrial, and recreational uses. The Downtown Core contains the Planning Area's highest intensity of uses, with office and retail uses, including River Park Square and Macy's. Downtown also has some residential uses in the form of high-rise condominiums and apartment buildings, and has recently seen the conversion of some retail uses to upscale residential units. Art and entertainment venues and historic industrial buildings are located throughout Downtown as well.

The Downtown Core is flanked by historic mixed-use office and residential neighborhoods to the west, and surface parking lots, and less intense office and commercial uses to the east. The Convention Center is located directly northeast of the Downtown Core.

The area south of the railroad tracks is characterized by lower-density, auto-serving commercial uses, such as auto dealerships and gas stations. Small professional offices and service providers, along with independent retailers, have begun a transition in this area. This part of the Planning Area includes several underutilized and vacant parcels.

The northern and southern parts of the Planning Area are joined by the Spokane River and the 100-acre Riverfront Park. Riverfront Park features recreational and entertainment uses, including open spaces, an IMAX theater, and a historic 1909 Looff Carrousel.

The north side of the Planning Area consists of scattered light industrial uses, the Spokane Arena, and numerous surface parking lots. There is also a cluster of commercial uses along Monroe Street.



River Park Square and Macy's help to anchor a healthy retail core that supports national and locally owned retailers.



Pedestrian volumes are significant in many parts of Downtown, including the office core.

6.0 TRANSPORTATION & CIRCULATION

6.1 WALKABILITY

Downtown Spokane lacks a cohesive pedestrian environment and strong connections between Downtown districts and adjacent neighborhoods. Although Downtown benefits from pedestrian-friendly areas of activity, connectivity to the vibrant neighborhoods and strong districts surrounding the Downtown Core remains challenging. Roadway and railroad barriers contribute to this situation; inconsistent quality in the pedestrian environment along key streets makes the trip seem longer and more difficult than it actually is.

Pedestrian activity counts from 2005/2006 show the greatest levels of activity in the Downtown Core area, with the highest volumes seen around the Transit Plaza

and the Wall Street pedestrian mall. These intersections have about 500 pedestrian crossings in the evening peak hour. Pedestrian volumes drop substantially outside of the Downtown Core. In the East End, there is virtually no pedestrian activity on Browne Street and Division Street south of the river. In addition to the street level sidewalk network, there is an extensive skywalk system in Downtown Spokane. Opportunities for improving the connectivity between the skywalks and the street level sidewalks exist.

There is currently not a safe, well-designed east/west pedestrian connection to Riverpoint Campus from Downtown nor to the east of campus.

6.2 CYCLING ENVIRONMENT

Gaps between the existing bicycle facilities in Downtown and the routes that cyclists are using suggest that cycling connections could be improved. The Downtown area contains designated bicycle lanes, bicycle routes, and off-street bicycle trails, which have the potential to serve trips just beyond walking distance and better connect the University District and surrounding neighborhoods. However, the existing facilities do not make up a connected network nor directly serve a number of key cycling corridors.

The major off-street bicycle facility serving Downtown is Centennial Trail along the Spokane River. Morning and evening peak-hour cyclist counts from 2005/2006 show that this has the highest volume of any Downtown bicycle

facility, with 70 cyclists in the peak hour just west of Division Street. Nine Downtown roadways are signed as bicycle routes, but they are not heavily traveled by cyclists. Bicycle counts show that most Spokane cyclists opt to ride on roadways that are not classified as bicycle routes; Monroe Street is a common route for cyclists accessing Downtown from the north. There is very limited bicycle activity south of Interstate 90, which is characterized by steep grades and hilly terrain.

Many of the roadways that are classified as bicycle routes are also classified as truck routes. Therefore, it is important that the condition of these roadways be monitored to ensure that they remain safe for bicycles and that the demand for cycling on these routes be considered in future design decisions.



Most cyclists traveling through Downtown Spokane use low traffic streets that are not designated routes.



The Downtown is served with 31 bus routes and several shuttles with a main hub at the STA Plaza.

6.3 TRANSIT SERVICE

Transit connections to Downtown destinations are becoming increasingly important to Downtown's future growth, since many of these destinations are just beyond comfortable walking distance from the Downtown Core. While a number of recent plans and studies have called for a dedicated transit option to serve these destinations, Downtown still relies on the existing Spokane Transit Authority (STA) bus and shuttle coverage. The recent *Spokane Streetcar Feasibility Study* builds on previous findings that a dedicated Downtown transit system would be both feasible and beneficial to mobility. Preliminary transportation studies have also examined extending Riverside Avenue east along the railroad tracks, which would be used as an alignment for a potential bus rapid transit or light rail system.

There are currently 31 STA bus routes that serve Downtown. All Downtown buses come to the Transit Plaza (located on Wall Street, between Riverside Avenue and Sprague Avenue), which also serves as a public facility that hosts several special events throughout the year. A security substation is located in the Plaza, housing Spokane Police Officers, bike patrols, special assignment officers, and STA security personnel. During peak service hours, buses idle in the bays that are located on the north and south sides of the STA Plaza, making for an uncomfortable pe-

destrian experience for some. The STA Plaza accommodates over 15,000 boardings and alightings every weekday and contributes greatly to the convenience of transit ridership to and within Downtown. Still, it is important to note that the Plaza frequently plays host to transients and vagrants who can contribute to an intimidating and unwelcoming environment in and around the facility. As part of its *Transit 2020* planning effort, STA is considering modifying its operations and functionality.

Two of the routes that serve the Plaza are Downtown circulator shuttles that serve the arena to the north and the medical facilities to the south. These shuttles provide important connections to key Downtown locations but do not regularly operate on the weekends. The Southside Medical Shuttle runs every 20 minutes throughout the day. The Arena shuttle provides all-day service with seven-minute peak period headways (the time between buses) and 20-minute off-peak headways, primarily serving Downtown workers who park north of the river to save on parking costs. In addition, this shuttle provides access to popular city attractions such as Riverfront Park. The City Ticket program allows commuters to park at the Arena and ride a trolley service to and from Downtown for \$19 a month.

6.4 STREET CLASSIFICATIONS

Spokane’s street network consists of two components: the Regional Arterial Network and the Neighborhood Street Network. The primary function of the Regional Arterial Network is mobility, while that of the Neighborhood Street Network is access. Each of the network components includes several street types with different functions. In addition, Spokane has two supplementary classifications that can be applied to arterial streets: Parkways and Boulevards. The street types and functions are summarized in Table 2.8, as per the *2001 Spokane Comprehensive Plan*.

Riverside Avenue on the west edge of Downtown is designated as a boulevard, and is the only Downtown street with a special designation. Many of these streets are classified as principal and minor arterials. Since the primary function of arterial streets is mobility, this is not necessarily consistent with the needs of Downtown.

Spokane could benefit from adding Downtown designations to the street classification system. These designations could include special design considerations for high levels of bicycle and pedestrian activity, as well as transit access, which is not specified as the primary function of any of the existing street classifications. A separate designation could be developed for one-way Downtown streets or those with heavy transit uses.

TABLE 2.8– SPOKANE STREET NETWORK SUMMARY		
Street Network Component	Street Type	Primary Function
Regional Arterial Network	Controlled Access High Capacity Facility	High-speed traffic flow through the city and between prominent destinations
	Principal Arterial	Relatively unimpeded traffic flow between major destinations
	Minor Arterial	Moderate speed facilities that collect & distribute traffic from the Regional Network to the Neighborhood Street Network
Neighborhood Street Network	Collector Arterial - Residential	Low-speed, two-lane facilities that serve individual neighborhoods by distributing traffic from neighborhood centers to minor arterials.
	Collector Arterial – Commercial/Industrial	
	Local Access Street – Low Density Residential	Provide access to adjacent property. Designed to provide convenient access and discourage unobstructed traffic flow.
	Local Access Street – Medium/High Density Residential	
Local Access Street – Commercial/Industrial		
Other Classifications	Parkway Designation	Arterial streets that provide recreational and/or scenic opportunities.
	Boulevard Designation	Arterial streets that are aesthetically enhanced while continuing to serve as primary transportation routes between destinations. Intended to be multi-modal with special considerations for bicycles, pedestrians, & transit.

6.5 SPOKANE TRAFFIC VOLUMES

Average Daily Traffic (ADT) counts were taken in 2005 as part of the University District/Downtown Spokane Transportation Improvement Study. These counts, which include screenline counts around the City, show that approximately 273,000 vehicles each day use surface streets to enter or exit Spokane. About half of these vehicles come from north of the river; 10% of the vehicles are from the west; and the remaining 40% are split between the east and south, with slightly more vehicles coming from the east. Interstate 90 carries approximately 50,000 vehicles per day in each direction through the City. As expected, the river crossing locations have the highest daily average surface street volumes. In general, the north/south streets carry more vehicles than the east/west streets—not surprising since Interstate 90 carries the majority of the east/west “through” traffic. Third Avenue carries the most east/west traffic, with approximately 15,000 vehicles per day.

6.6 CIRCULATION

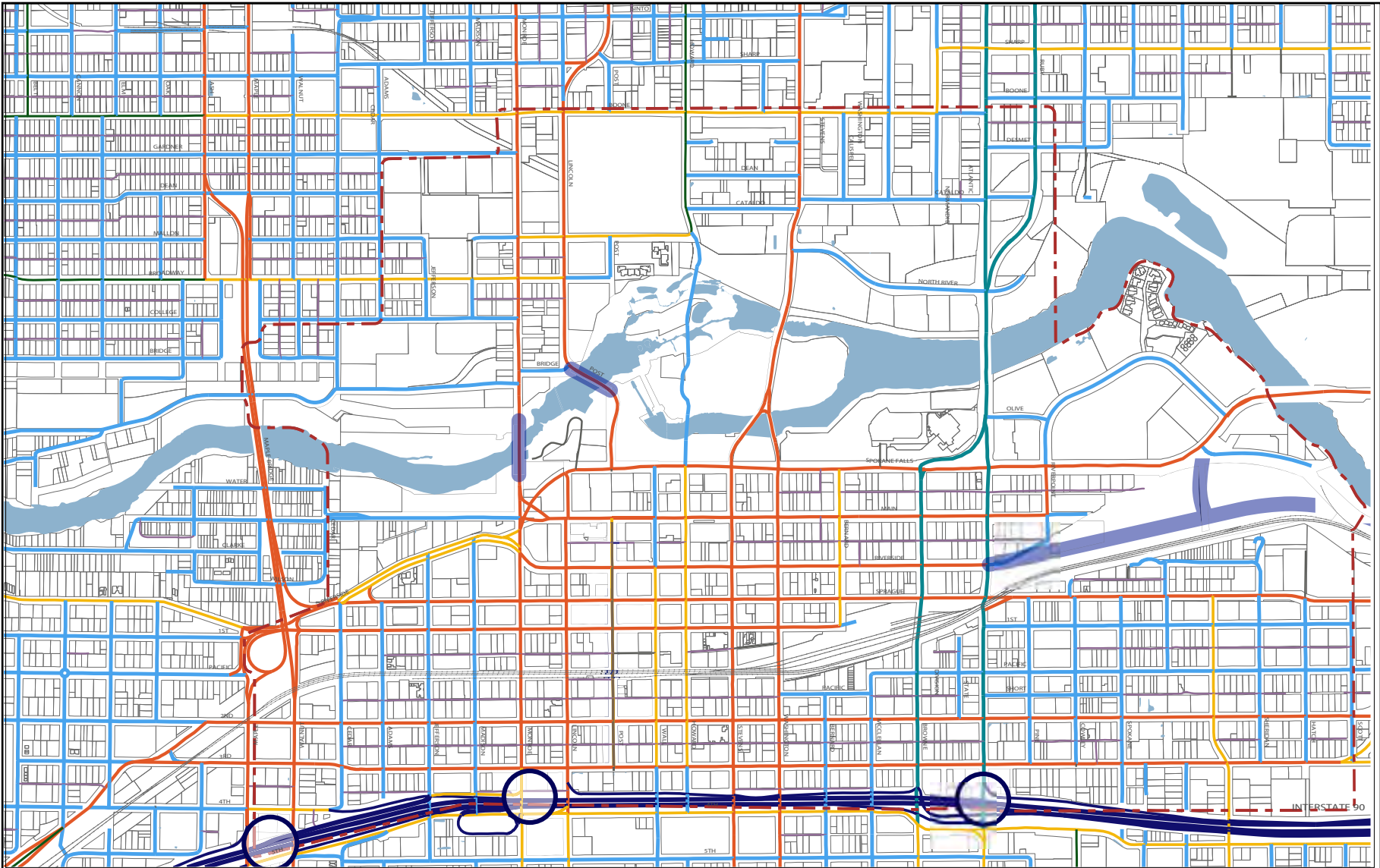
Downtown’s street network generally has available capacity, but the Downtown Core is bounded by certain barriers. Interstate 90 is the primary route for accessing Spokane, and serves as an essential component of the Downtown transportation network, but its on- and off-ramps affect roadway performance. The majority of the intersections in Downtown Spokane operate above the Level of Service (LOS) standards set forth by the City, at LOS “C” or better, and have available capacity. Two key intersections operate below the LOS standards: Browne Street/3rd Avenue and Division Street/3rd Avenue, both directly adjacent to the Interstate 90 ramps.

One-way street circulation within Downtown facilitates through traffic movement; causes fewer delays for motorists; simplifies traffic movements and signal timing at intersections; and provides fewer potential conflicts for pedestrians at intersections. It also allows for higher travel speeds on three and four lane streets that may conflict with other goals related to the walking and cycling environment.

There are approximately 15 north/south streets that run through Downtown between Walnut Street and Division Street, only six of which have river crossings. Two of the crossings are local streets through Riverfront Park, one of which is closed to traffic. Monroe Street, with its historic

bridge across the Spokane River, is a major north/south route that traverses Downtown. The City is establishing a study to review potential congestion and air quality issues at the north end of the Monroe Street Bridge. The proposed Kendall Yards development on the west side of Monroe at Bridge Street is expected to significantly increase land use density and trip generation. City engineers are determining what is needed to fulfill the conditions of the Kendall Yards approval. Wall Street is another north/south corridor that despite some traffic flow and air quality challenges, has the opportunity to become an important pedestrian linkage to Downtown.

Traffic accident rates in the Downtown network are highest on principal arterials. The intersection of Division Street and Sprague Avenue has the highest crash rate of any intersection in the area, and three other intersections along Division Street make the list of the 15 intersections with the highest crash rates in Downtown.



MAP 2.2 EXISTING STREET CLASSIFICATIONS



- Interstate
- Principal Arterial
- Collector Arterial
- Alley
- Highway
- Minor Arterial
- Local Access Streets
- Service
- Planned/Recent Improvements
- Tax Parcels
- Highway Interchanges
- Downtown Boundary





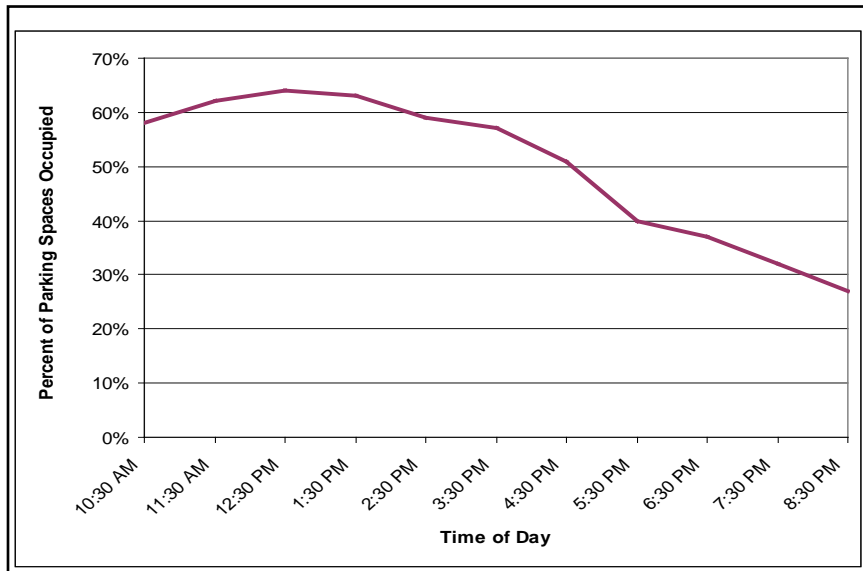
While the overall parking supply in Downtown is sufficient, areas like the Davenport District have trouble meeting demand during peak times.

6.7 DOWNTOWN PARKING

Parking demands and perceptions still present challenges for Downtown Spokane, despite the implementation of a number of the Spokane Downtown Parking Demand Study recommendations. Program improvements bringing a customer-friendly approach to parking have been relatively well received by the business community, visitors, and employees. However, parking cost, availability, access, and concerns over the impacts of surface parking lots remain challenges. Parking rates have increased over 50% between 2006 and 2007, and consolidated ownership and/or management of parking resources complicates their public management. Off-street parking ranges from about \$5-\$10 per day and \$80-\$205 per month. Metered spaces are generally priced at a little more than \$1 per

hour. The monthly parking figure range does not include the price of off-street surface parking lots. The monthly fee for these lots is \$40-\$45.

A study was conducted in 2005 to determine the parking supply and trends in Downtown Spokane. There were approximately 8,880 parking spaces in the Downtown area bounded by Spokane Falls Boulevard, Division Street, Third Avenue, and Cedar Street; approximately 25% of which were on-street metered parking. The peak hour of occupied parking spaces was 12:30 p.m. to 1:30 p.m. on business days (see graph below), with an occupancy rate of around 65%, translating to 2,680 available spaces. On-street spaces tend to have higher occupancy rates than off-street facilities, particularly surface lots. The abundance of available off-street parking indicates a need for improved wayfinding or price changes to attract visitors to the off-street lots.



7.0 BUILT FORM

The built form—composed of buildings, streets, sidewalks, and public open spaces—plays a crucial role in the vitality, perception, and livability of Downtown Spokane.

7.1 BUILT ENVIRONMENT

Historic Fabric

Downtown Spokane has a well-preserved stock of historic structures. These buildings, such as the Spokesman-Review headquarters and the U.S. Bank Building on Riverside Avenue, and the Steam Plant Square on Lincoln Street, are important threads in the urban fabric. The extensive use of brick and terracotta tile also gives Downtown a distinct character and identity.

Physical and Visual Obstructions

Spokane's Downtown Core is bordered on the south by two barriers: the railroad tracks and Interstate 90. Both of these features affect north-south movement and connectivity within the Planning Area, and serve as sight barriers, interrupting the visual continuity of Downtown's urban fabric.

Public Square

Although it was identified as a Strategic Action Project in the *1999 Plan*, Downtown still lacks a public square other than areas in Riverfront Park. Therefore, with no defined

central public space, special events are accommodated by street closures.

Transparency

Transparency refers to the visibility between private buildings and public spaces. When the edges of buildings are referred to as “active,” it is because the activity within the building engages the street environment and vice versa.

The Downtown blocks of Post Street are a perfect example of this transparency, providing interest for pedestrians and helping to keep the surrounding street environment safe. Despite many improvements since 1999, numerous buildings east of Downtown, south of the railroad tracks, and north of the river still have blank or opaque facades. These weaken the pedestrian experience and reduce neighborhood safety.

Skywalks

Downtown Spokane is served by a 15-block system of skywalks. While they provide comfortable pedestrian connections during cold or inclement weather, they also reduce street-level activity and create a visual obstruction.



The West Downtown Historic District is anchored by a series of intact and rehabilitated historic structures along West First Avenue.



Downtown Spokane is currently dotted with surface parking lots that detract from street life and the pedestrian experience.

Setbacks

In the Downtown Core and in the neighboring area to the west, the majority of structures are designed without any setback (i.e., the edges of buildings abut the sidewalk). This design helps to frame the street, reduces vehicle speeds, and provides a sense of enclosure for pedestrians. By contrast, some of the buildings south of the railroad tracks and on the north side of the river are setback from the sidewalk, creating a more auto-oriented environment.

Surface Parking Lots

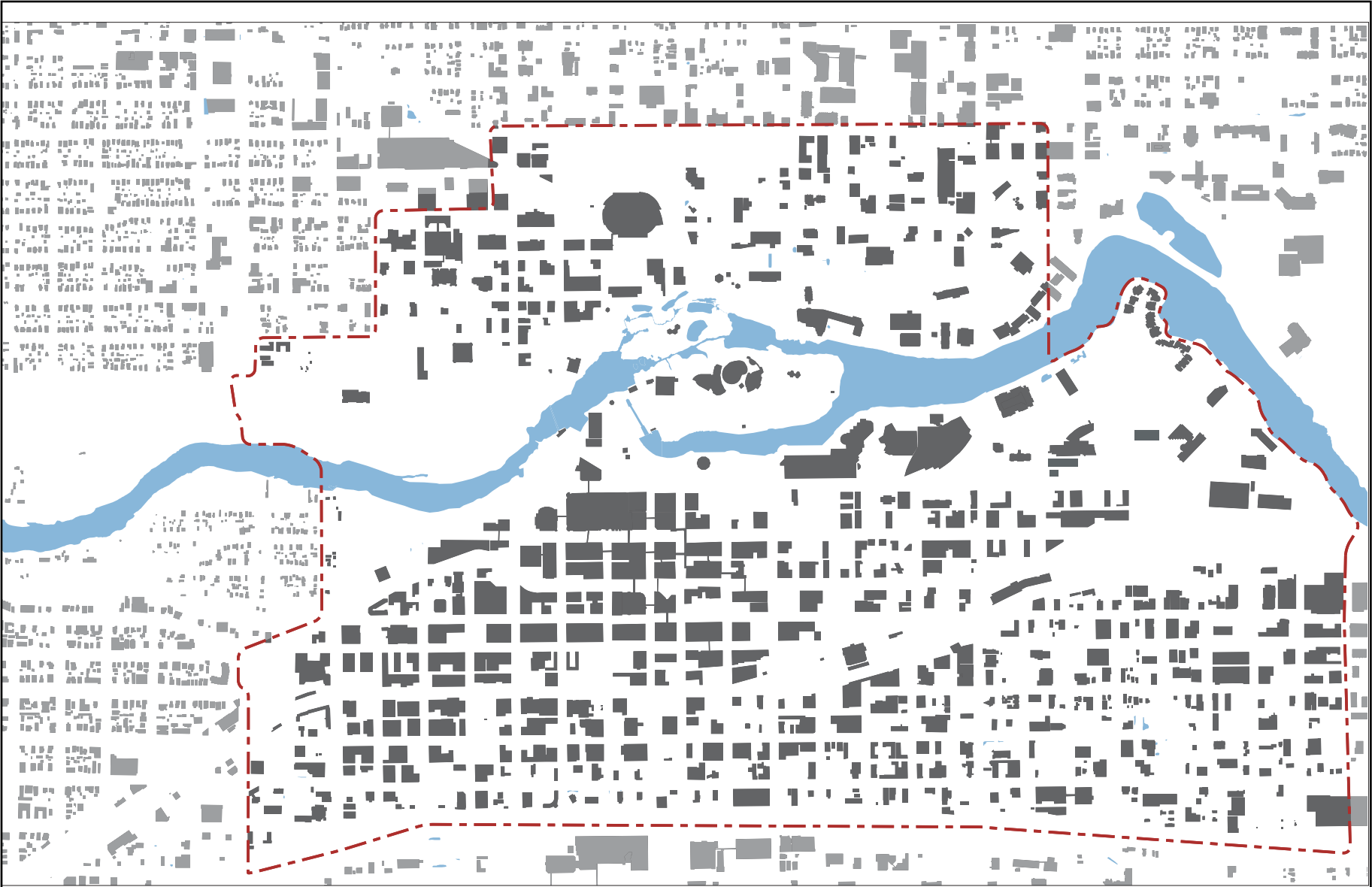
A large portion of Downtown's off-street parking supply is comprised of surface parking lots that are located south of the Convention Center, around the Spokane Arena and along Riverside Avenue. These parking lots consume valuable land that could be devoted to higher-value uses.

Climate Design

Downtown Spokane's design does not adequately leverage solar warmth and sunlight, a critical consideration for a city in a northern climate with cold snowy winters. Many buildings cast long shadows that may discourage some people from enjoying public spaces in the winter. Building stepbacks and strategically locating public places could help to make for a more pleasant pedestrian experience.




Alleys

Community members and property owners have embraced the unique opportunity offered by Downtown Spokane's many alleys. For example, Railroad Alley in the West End has been activated with commercial spaces and housing. Other alleys within the Downtown Core are actively maintained and utilized as outdoor restaurant seating. The scale of Spokane's alleys provides an extra dimension to the transportation and public space network within Downtown and should be explored further as a pedestrian network.



MAP 2.3 FIGURE GROUND



-  Building Footprints
-  Downtown Boundary
-  Spokane River





Downtown Spokane has an eclectic mix of benches as evidenced by this one-of-a-kind art bench.

7.2 STREETScape ELEMENTS

Sidewalks

The most prevalent aesthetic issue throughout Downtown is mismatched sidewalk treatments. The sidewalks are a mix of concrete, pavers, brick, and some epoxy. Many of which are damaged.

Benches, Seating, and Trash Receptacles

Benches and seating throughout Downtown are mismatched, few in number, and located in low pedestrian traffic areas. Many public benches have become home to transients. The concrete trash receptacles from the 1974 World Exposition were small, outdated, and damaged, but have now been replaced with 18 modern urban-style, sleek, black trash receptacles with a much larger capacity and are adorned with a cut out of the Downtown Spokane logo. More streetscape elements will be implemented in future years throughout the Business Improvement District (BID).

Street Trees

The City of Spokane, along with the Spokane County Conservation District and the Downtown Spokane Partnership, has recently initiated the *Downtown Street Tree Replacement Grant* program. Considerable effort has been made by the BID to care for the existing trees within the Downtown Core.

The *Downtown Street Tree Replacement Grant* program is intended to replace or add up to 50 street trees a year in an area bounded by Spokane Falls Boulevard to the north, Second Avenue to the south, just past Monroe Street to the west, and just past Washington Street to the east. Currently, property owners can apply for the \$500 grants for tree sites adjacent to their properties. In exchange, the property owners must commit to irrigating, fertilizing and pruning for the tree for 25 years.

Currently there are approximately 500 locations in the Downtown Core that are suitable for street trees, with many empty spaces, or trees that are in poor health. Several Downtown street trees have concrete grates which are outdated. Metal grates are more durable and more resistant to damage from growth and pedestrian traffic. They can also be decorative and contribute to a cohesive sense of place within the Downtown and its many districts. Considerations should also be made for break-away grates and non-restrictive ground treatments, such as shrubs.

Planters

The planters in Downtown are often oversized and served by an irrigation system that is vandalized or does not work. The soil is hard-packed due to people sitting along edges and in planters, resulting in dead or damaged trees.

The BID has installed 18 new planters in the Downtown Core. Plans for more streetscape elements will be implemented in future years through the BID.

Decorative Poles

The red poles with art banners are pedestrian-scale and add color to the Downtown environment. Large green decorative poles are attractive, subtle, and provide a strong vertical design element.

7.3 DEVELOPMENT STANDARDS

Table 2.10 contains a list of current floor area standards.

Residential Density

There is no minimum or maximum limit on the number of residential units per acre within Downtown.

Parcel Requirements

There is no minimum or maximum parcel-coverage requirement. Any development, however, must comply with applicable stormwater regulations.

7.3.1 HEIGHT RESTRICTIONS

There are no height restrictions within the Downtown Core of the Planning Area. The area outside of the Downtown Core, but within the Planning Area, has a height restriction of 150 feet. See Table 2.11 for more detailed information.

	CBD-1 (Core)	CBD-2 (West)	CBD-3 (East)	CBD-4 (South)	CBD-5 (Freeway)	CBD-6 (North)
Minimum Gross Floor Area	No Minimum	No Minimum	No Minimum	No Minimum	No Minimum	No Minimum
Maximum Gross Floor Area	No Maximum	Thirteen times the lot area	Thirteen times the lot area	Six times the lot area	Four times the lot area	Six times the lot area

	CBD-1 (Core)	CBD-2 (West)	CBD-3 (East)	CBD-4 (South)	CBD-5 (Freeway)	CBD-6 (North)
Maximum Height – Commercial-only Buildings	No Maximum	150	150	150	150	150
Maximum Height – Residential and Residential/Hotel Buildings	No Maximum	Note 1 & 2	Note 1	Note 1	Not Applicable	150
<p><i>Note 1. Same height limit as commercial-only buildings except as allowed by the Plans-in-Lieu Process administered by the hearing examiner pursuant to City code SMC Section 11.19.198(C). In order to qualify for the exception to the height limits, the buildings must be all residential; residential with retail (limited to the first, second and/or third floors); or residential with hotel uses, provided the floor area of the residential uses are at least 25% of the total space.</i></p> <p><i>Note 2. For the properties west of Monroe St. and between Main Ave. and Riverside Ave., the maximum height shall be as illustrated in Map 2.4 and described in detail as follows: (1) 35-feet high from Cedar St. and Main Ave. street grade (highest street elevation fronting the parcel). Horizontally, fifty feet in depth from Cedar St. and Main Ave. right-of-way/property line. (2) 70-feet high from Cedar St. and Main Ave. street grade (highest street elevation fronting the parcel). Horizontally, 75-feet in depth beginning 50-feet from the Cedar St. and Main Ave. right-of-way/property line. (3) 70-feet in height from Wilson Ave. street grade (highest street elevation fronting the parcel). (4) 150-feet high from Riverside Ave. street grade (highest street elevation fronting the parcel). Horizontally, 100-feet in depth from the Riverside Ave. right-of-way/property line. (5) 150-feet high from Cedar St. and Main Ave. street grade (highest street elevation fronting the parcel). (6) 150-feet high from Riverside Ave. street grade (highest street elevation fronting the parcel). Horizontally, 225-feet in depth from the Riverside Ave. right-of-way/property line.</i></p>						

8.0 TRENDS AFFECTING DOWNTOWN

Strong Population Growth

Until recently, the bulk of Spokane's population growth occurred outside the Downtown, but that situation is changing. Regional population and employment growth have outpaced state and national levels. This trend is expected to continue into the foreseeable future.

Regional Commercial, Entertainment & Cultural

Hub

Legal, finance, and retail sectors have increased their concentration in Downtown Spokane. Downtown has re-emerged as the primary nightlife and entertainment venue of the Inland Northwest. This trend has coincided with growth in Spokane's convention and hospitality sector, aided by major hotel development, expansion and improvement to the Spokane Convention Center, and increased success attracting national events such as the U.S. Figure Skating Championships, NCAA Division I Women's Basketball tournament, and the Washington State Democratic Convention. The success of Gonzaga University's basketball team has also helped to increase Spokane's national visibility.

Continuing Market Development

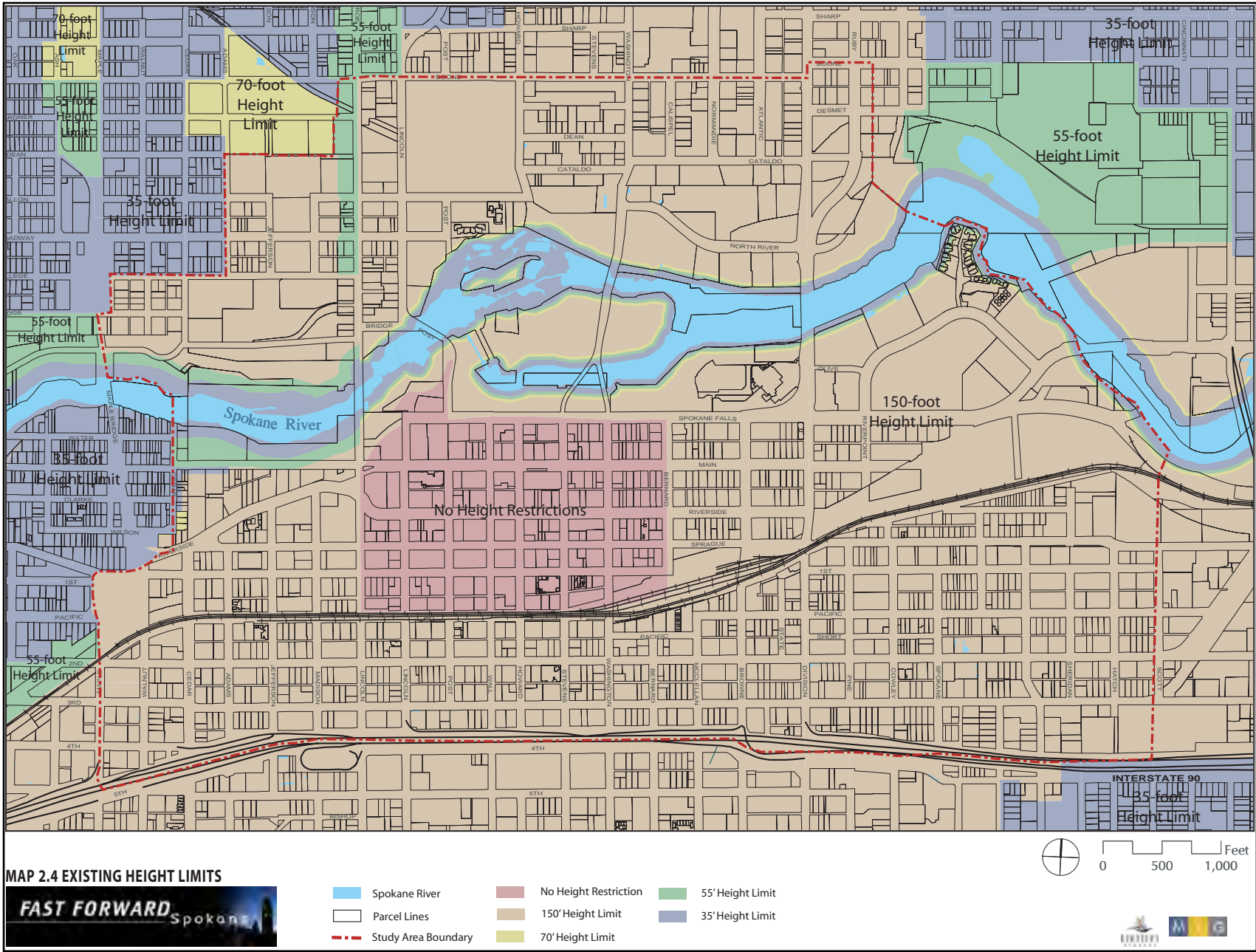
Although Downtown is the City's historic center, it still represents a relatively small and fledgling market. The depth and strength of the retail, office, and especially housing markets remain untested and lack a long track record of success. The community still lacks key solidifying assets such as a grocery store, and needs to stay vigilant on safety and noise issues.

Residential Growth

There are currently just over 2,000 residential units Downtown, representing an increase of about 25% in the last five years. Major planned and proposed projects are expected to double the Downtown population in the next seven years, and suggest a shift in demographics away from lower-income groups and seniors to empty-nesters and younger professionals. Along with the growing demand for student housing adjacent to the University District, the health and vibrancy of Downtown will still depend on the City's ability to provide housing options that serve a range of income levels and demographics.

Economic Drivers: Higher-Education & Health Care

There are now more than 10,000 students at Downtown's post-secondary educational institutions. Approximately 8,400 employees are associated with health care institutions in the Downtown Spokane vicinity. Relationships between health care, health-related companies, and education are helping to foster an emerging bio-medical cluster. Sirti, a state economic development agency, operates in two buildings on Riverpoint Campus and houses a number of small start-up businesses. An atmosphere of innovation is growing on campus and will likely attract more businesses that want to locate immediately adjacent to, or on, campus. Growth of the Medical District, with clinical offices spilling down the hill from the hospitals along routes such as Sherman, will link with biomedical activities at Riverpoint Campus.





Riverfront Park provides a central meeting space and natural refuge in the heart of Downtown Spokane.

9.0 SUMMARY OF TRENDS, ISSUES, & OPPORTUNITIES

While Downtown possesses numerous strengths that contribute to Spokane's position as a major regional center, it also faces major challenges in realizing its true potential. Downtown has been constrained by physical barriers created by transportation infrastructure including major arterials, the freeway, the railroad, and bridges. At the same time, it struggles with new developments in neighboring jurisdictions that can offer large, undeveloped parcels with lower unit costs. These highlight the importance of considering tangible and intangible influences on Downtown Spokane both locally and regionally. The following section identifies opportunities to build on existing strengths in order to address the major challenges facing Downtown.

9.1 ASSETS

Spokane River and Riverfront Park

Traditionally the heart of the community, the Spokane River and Riverfront Park offer valuable amenities to Downtown. In addition to its historic significance, the Spokane River provides a stunning centerpiece and generates hydroelectric power for the community. The Park's events and attractions draw people to Downtown, and its recreational opportunities benefit residents and visitors.

Spokane River Centennial Trail

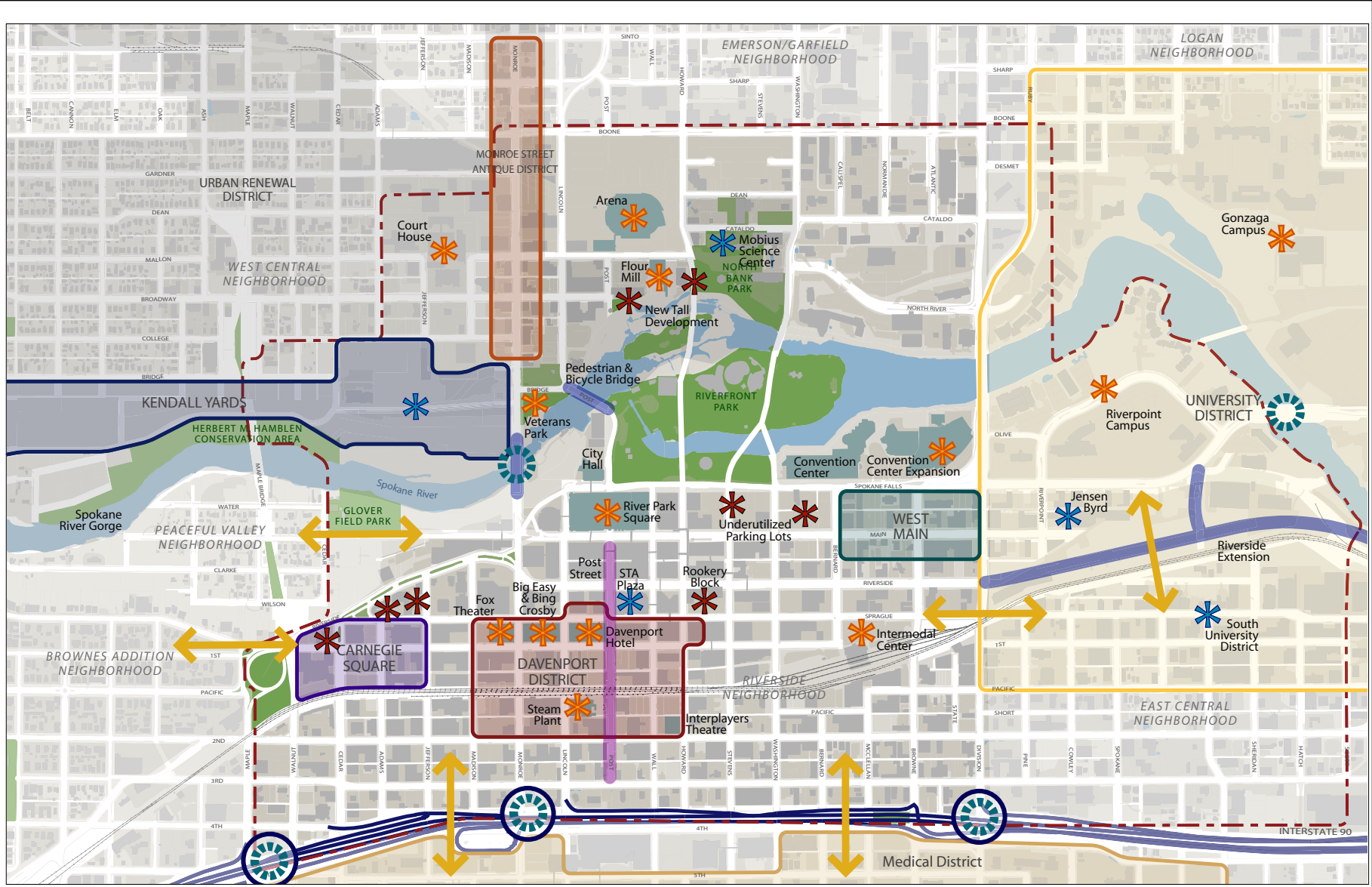
The 37-mile Centennial Trail affords residents and visitors easy access to bicycling, running, kayaking, canoeing, and fishing opportunities along the Spokane River. It also provides a safe and convenient non-motorized connection to Downtown Spokane.

Convention Center and Davenport Hotel

The newly-expanded Convention Center is a key economic engine for the City, helping to draw visitors to Spokane and to support additional restaurant, entertainment, and retail opportunities in Downtown. The grand Davenport Hotel is an icon of the City and an architectural jewel which anchors the surrounding arts and entertainment district.

Spokane Arena

Opened in 1995, the Arena has enabled Spokane to draw national-level entertainment and sporting events to the Inland Northwest. The facility, which can accommodate as many as 12,638 attendees, is the permanent home of the Spokane Shock arena football team and the Spokane Chiefs hockey team.



MAP 2.5 CONTEXT SUMMARY



- Railroads
- Interstate
- Interchange
- Parks
- Spokane River
- Downtown
- Transportation Improvements
- Recent Improvements
- Missing Connections
- Key Developments
- Building Footprints
- Potential Gateways
- Opportunities
- Assets
- Challenges
- Districts

0 500 1,000 Feet

December 2008



The renovated Davenport Hotel has become its own destination within Downtown and helps tie the Davenport District to the commercial core.

Strategic Location

Spokane is the regional hub of the Inland Northwest and is the largest city between Seattle and Minneapolis/St. Paul. Visitors to Spokane can also take advantage of Spokane's proximity to the Rockies.

Downtown Regional Retail Center & River Park Square

Major retailers have demonstrated a clear commitment to Downtown. River Park Square and national retailers such as Macy's, Nordstrom, Banana Republic, Williams Sonoma, Ann Taylor, Restoration Hardware, Pottery Barn, and Talbots are major assets.

Sense of History and Place

With its historic buildings and unique setting along the Spokane Falls, Downtown Spokane possesses great character and a strong sense of place.

Universities and Research Opportunities

Continued excellence in research and education will establish Spokane as a respected academic center and desirable location for high-tech business. The proximity of Gonzaga University as well as Eastern Washington University Spokane and Washington State University Spokane on the Riverpoint Campus to Downtown is beneficial for all parties.

9.2 CHALLENGES AND OPPORTUNITIES

Create a Sense of Place

Downtown Spokane has limited streetscape and pedestrian amenities. This contributes to a lack of clear identity and unifying character. There is a need to enhance streetscapes, add street trees, and create gateways that foster a sense of place and extend a warm welcome. Potential gateway locations include the off-ramps from Interstate 90 to Maple, Monroe, and Division streets. The visitor experience can also be improved by implementing a way-finding and signage system that efficiently directs people to Downtown destinations and the regional transportation system.

Strengthen Connections to Neighborhoods and Districts

Spokane still lacks strong connections between Downtown and its surrounding neighborhoods and districts. Roadways and railroad lines act as physical and visual barriers that make the trip to and from Downtown longer and less inviting. One opportunity to create gateways into Downtown could be achieved by using the historic context of the railroad. Improving connectivity will encourage residents and visitors to shop, recreate, and work in Downtown. By encouraging infill development and forming better linkages to the University District in par-

ticular, Downtown leaders can capitalize on the proximity of local universities and biomedical facilities.

Protect Scenic Views

Spokane's stunning natural beauty is one of the City's strongest assets. As the pace of development increases in Downtown, it will be important to implement reasonable regulations that protect the views to and from these features, while respecting the rights of property owners.

Activate Spokane River and Riverfront Park

The Spokane River and Riverfront Park are strategically located amenities that continue to be under-utilized. Recommendations from the *Spokane River Gorge Master Plan*, if implemented, will activate and better integrate these assets into the fabric of Downtown.

Implement a Downtown Circulator

While a number of recent plans and studies have called for a dedicated transit option to serve destinations just beyond walking distance, Downtown still relies on existing bus and shuttle coverage to serve this need. A dedicated Downtown circulator system, such as the proposed streetcar, would be both feasible and desirable.

Leverage Underutilized Sites

There are numerous vacant and under-utilized sites in Downtown, including several surface parking lots along Main Avenue, that could jump-start the revitalization of entire blocks or streets in the City's core. Downtown's historic building stock also offers extensive redevelopment opportunities.

Enhance All Modes of Transportation

Downtown's wide streets currently have ample capacity to re-configure vehicle travel lanes, bike lanes, parking, sidewalks, and landscaping to improve the streetscape and street function for all modes of travel. The STA Transit Plaza presents an opportunity for improving transit riders' experience, or developing a new use at the site. Such improvements will help to create a safe, pedestrian-friendly street level environment. A proposed light rail system for Spokane is yet another opportunity to introduce a convenient transit option into Downtown.

Develop Coordinated Approach to Parking

Rising parking costs and the distribution of parking supply remain challenges for Downtown. Even so, a recently implemented parking improvement program, which promotes a customer-friendly approach to parking, has been well-received by the business community, employees and Downtown visitors.



Browne's Addition is located immediately west of Spokane's Downtown.



Chapter 3

fast forward spokane VISION, GOALS AND CONCEPT

Vision Goals and Concept

IN THIS CHAPTER

VISION OF DOWNTOWN SPOKANE

GOALS AND OBJECTIVES

DOWNTOWN DEVELOPMENT CONCEPT

1.0 VISION OF DOWNTOWN SPOKANE

The following statements for the future of Downtown Spokane were developed from community input through a series of community workshops from the fall of 2007 to spring of 2008. The Updated Vision Statement expresses how the citizens of Spokane envision Downtown Spokane's future over the next 20 years.

1.1 THE UPDATED VISION STATEMENT

Downtown Spokane is nationally recognized as the hub of the Inland Northwest and as a forward-thinking, sustainable destination. The River and surrounding development are interwoven, vibrant, and healthy. Residents and visitors participate in a seamless mix of shopping, working, living, recreation, education, and entertainment experiences. Internationally, Spokane is the gateway to many of the Inland Northwest's most sought after attractions.

1.2 DOWNTOWN EXPERIENCE

While the updated vision statement summarizes what the community envisions for Downtown, the full Downtown experience desired by community members is described in detail on the following page.



The community continues to place a high priority on preserving and enhancing the Spokane River Gorge.

The Spokane River Gorge and beautiful Riverfront Park are key assets that are integrated into the City and Downtown – they are the “treasures” of the City. **Downtown Spokane has a network of public spaces** anchored by Riverfront Park that allow for community events and signify the physical and cultural heart of the area.

Downtown’s **pedestrian-oriented streetscapes** are lined with a **vibrant mix of local independent and national retail stores, restaurants, and other businesses** that reflect Spokane’s unique identity and global community. Physical design, active programming, and exceptional management ensure that the Downtown is a **safe, secure, comfortable, and welcoming environment**.

A **wide variety of housing choices** attracts and supports residents of all ages and economic resources to Downtown Spokane. All residents, including youth, families, and the aging population, are ensured access to **high-quality education, activities, and services** that nurture development and encourage pride and involvement in the Downtown neighborhood and our larger community.

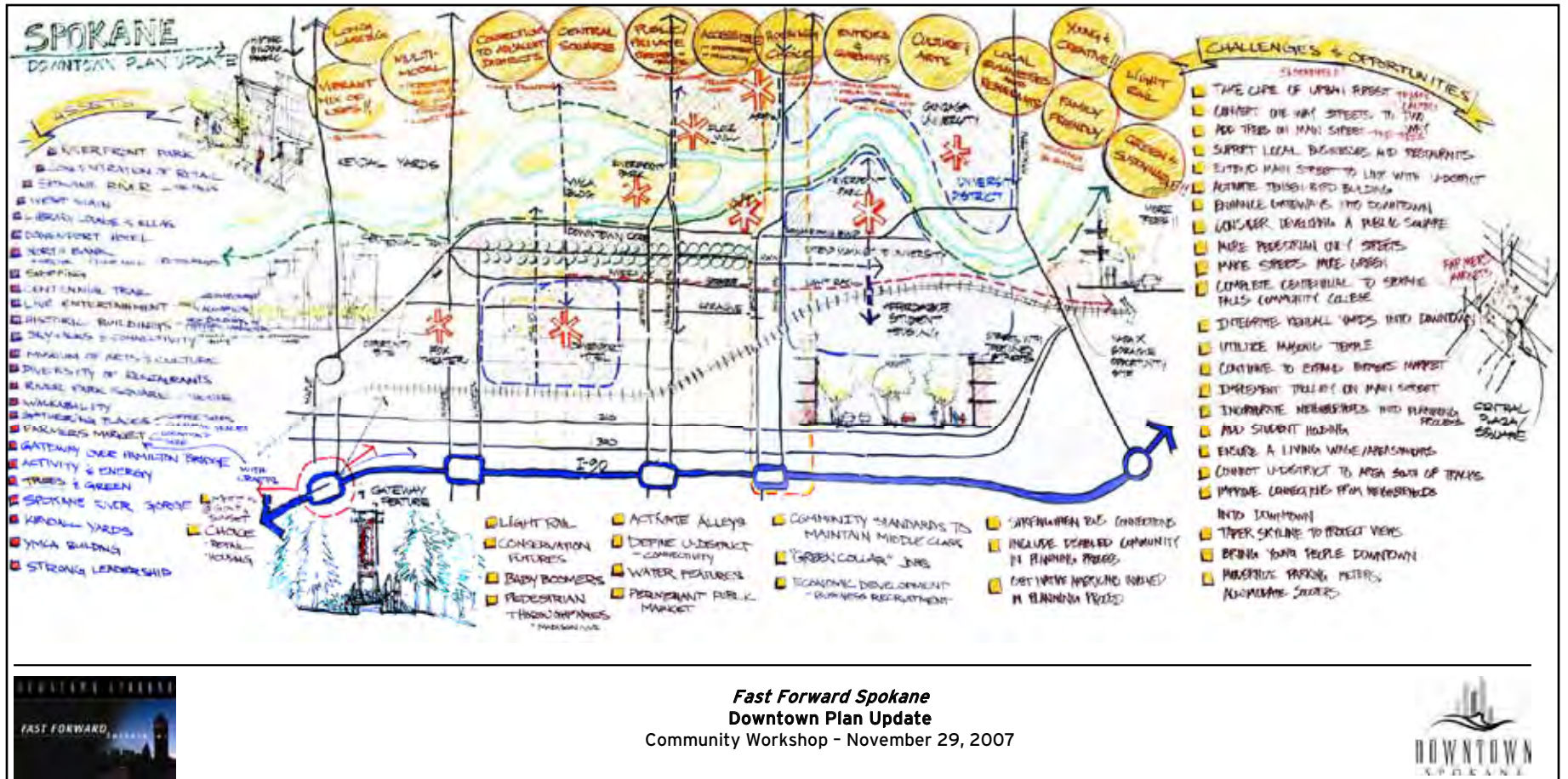
Downtown is served by an **efficient multi-modal transportation system**, including a network of bike and pedestrian-friendly connections to neighborhoods and recreational opportunities. The City’s **tree-lined streets and trails** are complemented by a **clean, reliable, and integrated transit system**.

Downtown Spokane is a **leader in environmentally and socially sustainable industry**, supporting numerous “green collar” jobs. New construction and redevelopment are low-impact and energy efficient.

Connections link Downtown’s retail, recreational, entertainment, educational, medical, and cultural facilities with nearby districts and neighborhoods. Downtown has a unified **system of gateways** that create a **sense of arrival** for residents and visitors entering the urban core.

Downtown is the **historic center of the community**, adds to the City’s character, and helps create a **sense of place**. Downtown celebrates Spokane’s heritage, by maintaining, renovating, and innovatively re-using the City’s stock of older buildings.

FIGURE 3.1 VISIONING WALL GRAPHIC C





Spokane's rich historic fabric is providing opportunities for historic rehabilitation and active street frontages.

2.0 GOALS AND OBJECTIVES

The draft goals for the *Plan Update* support the community vision and are based on the six planning areas discussed during the community workshop held on March 6, 2008: economic development; built form and character; multi-modal circulation and parking; open space, public realm and streetscapes; housing and neighborhoods; and environmental stewardship. The evaluation criteria for each goal are based on public issues and concerns collected during the workshop and subsequent comment opportunities. Chapters Three, Four, and Five of this *Plan Update* establish quantifiable targets, where possible, to provide measurable objectives.

2.1 ECONOMIC DEVELOPMENT

Goal: Foster economic development within the Downtown Core

Objectives:

- Support existing Downtown businesses
- Develop additional retail in existing and developing retail districts that complements existing Downtown retail
- Identify, evaluate, and develop "Opportunity Sites"
- Improve basic and ancillary services for residents and other stakeholders (i.e., site a full-line grocery store, enhance the farmer's market, etc.)
- Attract future employers (including but not limited to "green collar" businesses and biomedical facilities; provide incubator space for emerging businesses)

2.2 BUILT FORM AND CHARACTER

Goal: Foster and improve upon the unique, Downtown "sense of place"

Objectives:

- Preserve and enhance historic building stock
- Promote local identity and unified character (i.e. define gateways, refine wayfinding systems, streetscape improvements) with a focus on unique districts throughout Downtown
- Design complementary infill and restrict surface parking lots with limited exceptions
- Encourage increased density and smaller building footprints (especially within Downtown Core and along railroad viaduct)
- Strive to reasonably protect solar-access in key areas as well as views of key amenities

2.3 MULTI-MODAL CIRCULATION AND PARKING

Goal: Improve circulation and parking in and around Downtown for all users

Objectives:

- Increase parking supply in high demand areas and develop parking incentives (i.e., reduced weekend and evening parking costs, incentives for building parking structures, increased on-street parking)
- Reduce the supply of off-street surface parking through higher and better uses of available land

- Increase modal share of alternative transportation (i.e., bike facilities, public transit, pedestrian-friendly streets, revitalized historic trolley routes, high-capacity transit systems)
- Improve pedestrian and bicycle connections (i.e., over Division, between Convention Center and University District, between Downtown and adjacent neighborhoods such as Browne’s Addition and Peaceful Valley)
- Convert key streets from one-way to two-way
- Encourage use of public transportation (i.e. improvements to STA Plaza, “fareless square” district, Downtown circulator routes, “car share” options)

2.4 OPEN SPACE, PUBLIC REALM AND STREETSCAPES

Goal: Improve the Downtown environment for pedestrians and bicyclists

Objectives:

- Develop pedestrian- and bicycle-friendly streetscape improvements
- Improve access to Riverfront Park and Spokane River for all modes of travel
- Designate bicycle boulevards leading into Downtown

- Link Downtown with a series of green space amenities (i.e., park blocks)
- Upgrade existing underpasses (i.e. improved lighting, inviting design) and consider pedestrian/bike bridges where appropriate
- Establish gateways at key intersections signifying the entrance to Downtown and special districts

2.5 HOUSING AND NEIGHBORHOOD

Goal: Increase housing options Downtown and protect existing neighborhood character

Objectives:

- Develop mixed-use neighborhoods and buildings within Downtown
- Maintain an adequate inventory of affordable housing within Downtown
- Increase housing within and in proximity to University District (including student housing)
- Increase mid-range housing for rent and for sale within and adjacent to Downtown
- Strengthen connections between Downtown and surrounding neighborhoods
- Develop Kendall Yards and establish strong links to Downtown Core

2.6 ENVIRONMENTAL STEWARDSHIP

Goal: Incorporate sustainable practices in redevelopment efforts

Objectives:

- Improve live/work balance by promoting Downtown living
- Increase availability of locally-produced foods (i.e. farmer’s markets, rooftop gardens)
- Encourage LEED® certification for new construction
- Preserve and/or adaptively re-use historic buildings
- Mitigate stormwater (i.e. increase permeable surfaces)
- Support a thriving and functionally sustainable street tree system

3.0 DOWNTOWN DEVELOPMENT CONCEPT

The Concept for Downtown development is based upon the updated Vision Statement as well as other ideas from the community, Downtown Task Force meetings, and stakeholder interviews. The Concept forms a foundation that focuses on key activity nodes, supporting uses, and connectivity throughout Downtown. The highlights of the Downtown Development Concept include the following components:

Streetscape Improvements

A “complete streets” concept is outlined in Chapter Five to supplant the “green streets” concept included in the *1999 Plan*. That concept built on Spokane’s 1913 master park plan, which called for large regional parks and local neighborhood parks connected by a system of beautiful parkways and boulevards. The original network was built of streets with additional tree plantings and landscaping designed for both walking and driving. The term “green streets” has recently been re-coined to describe a collection of sustainable storm water treatments applied to streets. The *Plan Update* recasts the previous network of green streets by establishing a hierarchy of complete streets centered on Howard Street, First Avenue, and Main Avenue.

Howard Street “String of Pearls”

Howard Street will be the “string” that links the “pearls” of Downtown, including the North Bank, the Arena, Riverfront Park, the Downtown retail core, Medical District and the South Hill. It will be a pedestrian corridor, with amenities such as landscaping, wide sidewalks, street furniture, public art, outdoor restaurants, and improved sidewalk/building interfaces. The community envisions a streetcar connecting the north and south banks of the Spokane River; linking Kendall Yards and the Spokane Arena with the rest of Downtown Spokane.

East-West Links

While Spokane Falls Boulevard will remain a strong east/west pedestrian connection between the Convention Center/INB Performing Arts Center and the Downtown Core; First and Main Avenues will provide the major east-west links through Downtown, with Main extending to and through the University District as a pedestrian and bicycle-friendly street. These connections will capitalize on burgeoning special districts including the Davenport District and the east end of West Main. They will extend from Browne’s Addition to the University District with pedestrian amenities, new development, and a potential streetcar route.

The Riverside extension project will extend Riverside Avenue east of Division through the University District. The alignment and configuration of the Riverside extension are critical to Downtown connectivity. A limited-access, three lane roadway that does not provide sufficient room between the new roadway and the railroad will prohibit new development along this corridor. Riverside could reinforce the barrier effect of the railroad through the University District. If pedestrian-scale development cannot be accommodated, the roadway should be located adjacent to the railroad to allow bridging of both transportation facilities.

Urban Refuge

Riverfront Park will be enhanced as a peaceful urban refuge in the center of bustling Downtown. Planned improvements include opening new vistas to appreciate the beauty of Spokane River and Falls and a new activity center with buildings oriented toward the Howard Street corridor.

Increased Public Transportation

A light rail line will help ensure smooth traffic flow through Downtown from the east side of the City. The rail will run along Riverside Avenue, with stops in the University District at the Riverpoint Campus, at Bernard, and terminate near the STA Plaza. Downtown streetcar routes envisioned by the community include a north-south route connecting Kendall Yards, the Arena, Riverfront Park, the South Hill, and the Medical District; and an initial east-west route connecting the University District, West Main, the Downtown Core, Davenport District, and Browne's Addition. Bus service will continue to improve with shorter wait times, new and more efficient routes, improvements to STA Plaza, and additional Bus Rapid Transit (BRT) routes.

Skywalk Improvements

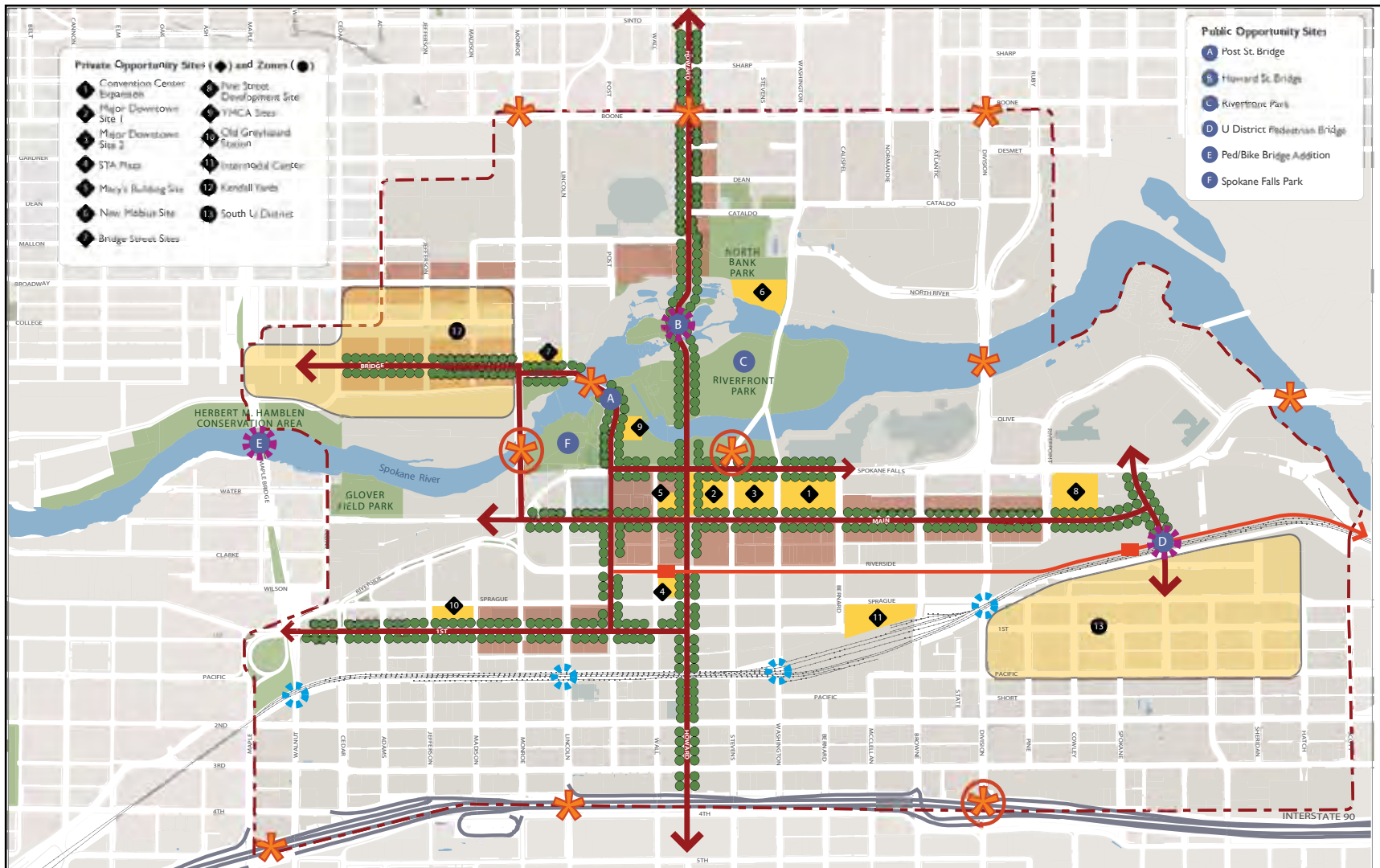
Improved connections from the skywalks to the street level and parking ramps will enhance the overall system for both shoppers and employees.

Smart Growth

The Downtown will be growing out and up. The expansion of the Downtown boundary to include portions of Kendall Yards and the University District will ensure that critical connections (physical, programmatic, and otherwise) are strengthened and maintained. As demand continues to grow for housing, offices, retail, and entertainment options in Downtown, density will continue to increase. The need and desire for added density must be balanced with the historic character and livability Spokane residents value.



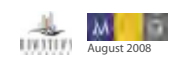
Downtown Spokane's system of skywalks provides an amenity in cold weather and a challenge to activating both street level and the second level.



MAP 3.1 DOWNTOWN DEVELOPMENT CONCEPT



- Downtown Boundary
- Transit Stop
- Key Destinations
- Gateway
- Pedestrian Connections
- Interstate
- Parcels
- Major Gateway
- Railroads
- Parks
- Opportunity Sites
- Streetscape Enhancements
- Proposed Mass Transit
- Spokane River
- Opportunity Zones
- Ped/Bike Bridge Addition/Enhancement
- Retail
- Public Opportunity Sites
- Underpass Enhancements





Chapter 4

fast forward spokane STRATEGY FRAMEWORK

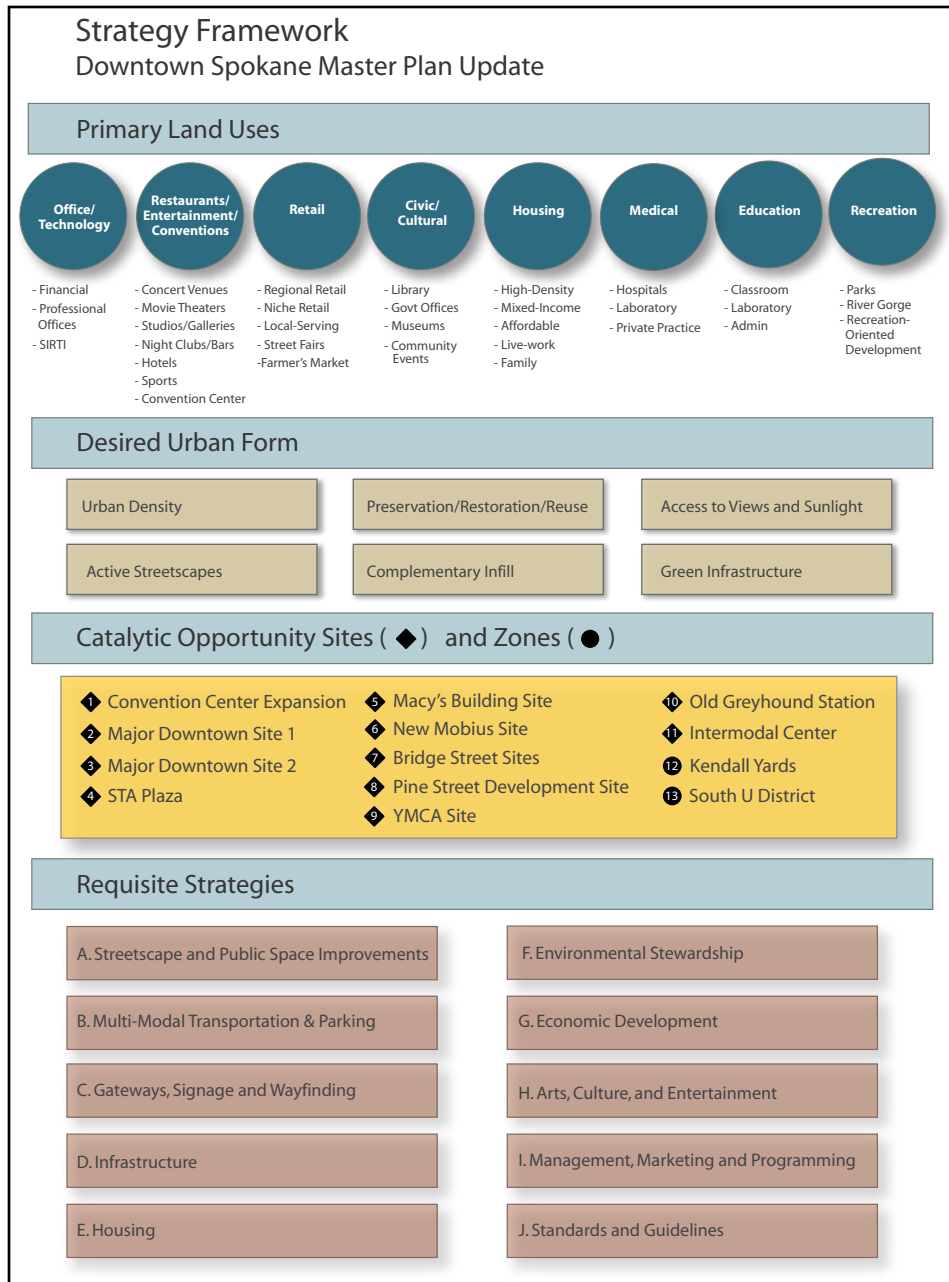
Strategy Framework

IN THIS CHAPTER
STRATEGY FRAMEWORK OVERVIEW
PRIMARY LAND USES
DESIRED BUILT FORM
CATALYTIC OPPORTUNITIES
REQUISITE STRATEGIES

This chapter outlines the physical and programmatic framework required to guide continued revitalization and growth of Downtown Spokane. The Strategy Framework prioritizes known and conceptual development opportunities that can have a catalytic impact. The Framework also outlines physical and programmatic Downtown requisite strategies, such as streetscape and public space improvements, environmental stewardship, housing, and parking.

1.0 STRATEGY FRAMEWORK OVERVIEW

The revitalization of Downtown Spokane cannot be achieved through a few simple policy changes or one major development project. Instead, it will occur through a series of progressive, well-defined, synergistic strategies and initiatives that build upon one another and set the course for real change. While a single development project may be susceptible to shifts in the market, a multi-layered and cohesive strategy, with programs, policies, and improvements to support development, will be better able to respond to unforeseen changes in the future.



The Strategy Framework (Figure 4.1) maps the multi-faceted, multi-layered approach necessary for success. The framework prioritizes action categories into a four-tiered hierarchy. This hierarchy identifies:

1. **Primary Land Uses:** the existing and future land uses most important for achieving the vision and goals for Downtown Spokane;
2. **Desired Built Form:** a combination of public and private buildings and open spaces that provide the envelope for future development;
3. **Catalytic Opportunity Sites and Zones** that contribute to the desired built form and set the groundwork for additional development in those land use categories; and
4. **Downtown Requisite** Strategies that reinforce the primary land uses, desired built form, and development opportunities.

Together, these levels provide a short and long-term structure for addressing issues and challenges facing the Downtown.

FIGURE 4.1 STRATEGY FRAMEWORK

2.0 PRIMARY LAND USE

The land use pattern of Downtown Spokane can be characterized as high density with a mix of residential, commercial, office, industrial, hospitality, recreational, and industrial uses. It is both a self-contained neighborhood and a destination for all residents of Spokane and the surrounding region. The fine-grained mix of land uses fosters a lively urban atmosphere unique to Downtowns. This plan promotes mixed use development while designating particular areas for retail, residential or office concentration. These areas of concentration create the critical mass necessary to develop viable retail, office and neighborhood centers. Eight primary land uses are identified as vital to the future economic health and vibrancy of the Downtown:

1. Office/Technology;
2. Restaurants/Entertainment/Conventions;
3. Retail;
4. Civic/Cultural;
5. Housing;
6. Medical;
7. Education; and
8. Recreation.

OBJECTIVES

The land use objectives of this plan are to encourage mixed uses throughout Downtown; create unique, vital, and complementary retail spaces; rehabilitate and re-use existing structures for office, retail, and residential uses; support the development of a biomedical/health sciences campus at Riverpoint Campus and activate the University District; and attract residents, employers, employees, and visitors to Downtown's business, retail, cultural, recreational, sports and entertainment facilities.



A mix of uses with active ground floors creates the most vibrant and attractive Downtowns.

LAND USE CLASSIFICATIONS

The Land Use Map illustrates the planned land use concentrations for the Downtown according to this *Plan Update*. It is important to note that a distinguishing characteristic of Downtown is the mix and integration of diverse uses. This mix can and should occur horizontally (e.g., a housing development located adjacent to a retail project) and vertically (e.g., housing units located above retail in the same development). Therefore, mixed use development is encouraged throughout the entire Downtown planning area.

Mixed Use

The development of multiple uses on neighboring properties, on a single site, or within one structure is encouraged throughout Downtown (as denoted by the hatched areas on the land use map). A common prototype includes residential and/or office uses over and adjacent to street-level retail space. Creating a mix of residential, office, and commercial uses will foster a pedestrian-friendly, transit-accessible urban environment and contribute to making Downtown an active place, day and night. It should also be noted that there should be flexibility to adapt spaces from office to residential to retail in response to the market. The land use plan designates two mixed use categories in addition to mixed use areas that are predominantly residential:

1. Regional Retail, Entertainment, Office Core

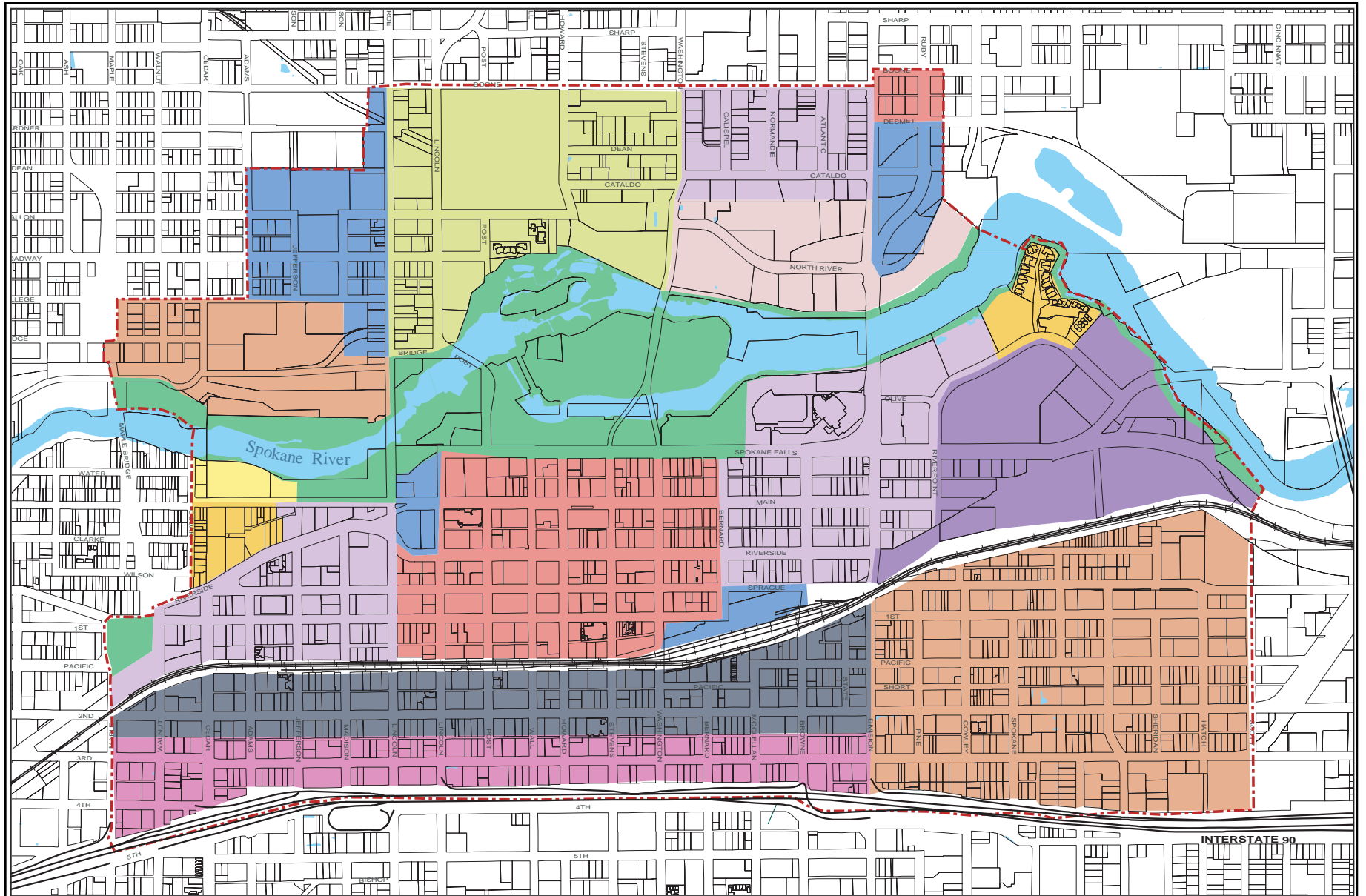
This category encompasses a large portion of Downtown, including the area located north of the railroad viaduct and south of Spokane Falls Boulevard. River Park Square anchors a regional retail center in the area between Spokane Falls Boulevard and Riverside Avenue. Entertainment uses already include a variety of venues such as movie theaters, concert halls, nightclubs, and playhouses. Offices in this area may include Class A as well as Class B spaces (see “Office” section below for definitions). Class B offices will be targeted to the high tech, entrepreneurial industry. In addition, high density, mixed-use residential is appropriate throughout Downtown because the area is a hub of government functions, transportation systems, and entertainment and business services and, therefore, creates a variety of easily accessible connections between people and Downtown’s services and amenities in a pedestrian-friendly, alternative transit environment.

2. Mixed Use Urban Village

The mixed use urban village concept is a return to the “traditional” town, with a high density of development and a fine-grained mix of uses such as housing and/or offices located above retail spaces. Street layout and site planning emphasize pedestrian over automobile movement.

The mixed use urban village is one of the major concepts planned for Kendall Yards (previously referred to as the Summit Property in the original *1999 Plan*) along the north bank of the Spokane River to the west of Monroe Street. Kendall Yards will be connected to the rest of Downtown via the Centennial Trail, the Post Street Bridge, and, potentially, by streetcar. Determining the appropriate amount, type, and scale of retail and office space in the mixed use urban village will be critical to ensuring that Kendall Yards complements, rather than competes with, the existing Downtown Core.

The South University District is also envisioned as a mixed use urban village. It will include conversions of warehouses and light industrial buildings, as well as new mixed use office, retail, and residential space. The area will be linked to the South Side via Pacific Avenue, Second Avenue, and Third Avenue. It will also have a strong link to the East End and Downtown Core via Sprague Avenue. Retail in this area will primarily serve residents of the South University District and surrounding neighborhoods.



MAP 4.1 PRIMARY LAND USE



- Spokane River
- Parcel Lines
- Study Area Boundary
- High Density Residential
- Low Density Residential
- Mixed Use Urban Village
- Urban Campus
- Regional Retail, Entertainment, Office Core
- Retail, Office, Residential
- Parks & Open Space
- Cultural & Institutional
- Specialty Entertainment
- Visitor-serving Commercial
- Office, Light Industrial, Warehousing
- Auto-oriented Retail



Office

This use includes Class A and Class B space for professional and administrative offices, including medical and legal services. Class A spaces are new first-class offices with large floor plates that allow flexibility in setup. Major tenants requiring this type of space generally seek 5,000+ square feet of quality space on one level and/or new buildings with large floor plates (10,000 to 50,000 square feet). Class A spaces will generally be located within the Regional Retail, Entertainment, Office Core, and Urban Campus (see previous page) land use categories, as shown on the land use map.

Class B office spaces are renovated spaces with smaller floor plates. Class B spaces will generally be located within mixed use areas, such as the High Density Mixed Use, Medium Density Mixed Use, and Regional Retail, Entertainment, and Office Core areas (see Mixed Use section above). Class B offices, particularly in the Regional Retail, Entertainment, and Office Core area, will be targeted to the high tech entrepreneurial industry, with a focus on urban campus, research and biomedical related industries in the South University District

Commercial

This land use category includes retail, service, and entertainment uses such as restaurants, specialty retail, department stores, banks, post offices, dry cleaners, grocery stores, and theaters. Promoting concentrated pockets and/or strips of pedestrian-oriented, ground floor retail and restaurants that stay open on evenings and weekends will create a lively commercial atmosphere that attracts people from the rest of the City and region.

Much of the market support base for Downtown comes from non-residents who visit or commute to Spokane from elsewhere. Locals visit Downtown for its shopping, restaurants, entertainment, and recreation, while visitors from out of town are likely to be attending an event at the Convention Center or other entertainment venue.

The land use map identifies four distinct types of commercial uses:

1. Auto-oriented Retail

The Auto-oriented Retail land use is located along the north side of Interstate 90. The types of retail uses in this area will include service stations, auto dealerships, auto repair, and parts retailers, among others.

2. Visitor-Serving Commercial

The Visitor-Serving Commercial land use is concentrated along the Spokane River to the east of Riverfront Park. The Convention Center and planned expansion of the Convention Center are located in this area. The types of commercial uses in this land use category will include visitor accommodations such as hotels, motels, and inns, eating and drinking establishments, and entertainment venues.

3. Specialty Entertainment

The Specialty Entertainment land use category is located along the North Bank of the Spokane River, just east of the County Government Center. In addition to the existing sports arena, the future science museum and the potential Native American Living History Center, this area may include commercial entertainment uses such as a roller-skating rink, an ice hockey rink, and gyms.

4. General Commercial

The General Commercial land use category is located to the northeast of the Downtown along the Division Street and Ruby Street corridors. This area primarily includes commercial uses serving the North Bank, Logan neighborhood, and University District including Gonzaga University.

Residential

Residential uses include single-family homes, two-family attached dwelling units, townhouses, condominiums, apartments, congregate housing (including student housing), and single-room occupancy facilities. Residential units may often be located above ground floor retail and office uses in mixed use areas.

In addition to residential uses that will be included in mixed use areas such as the Mixed Use Urban Village and Regional Retail, Entertainment, Office Core, the land use map denotes High, Medium, and Low Density residential areas.

1. High Density Residential

High density residential areas of Downtown include a mix of residential, office, and commercial uses. Density of development ranges from 18 to 110 dwelling units per acre (gross), and buildings generally range from three to 13 stories, with heights responding to local topography.

2. Medium Density Residential

Medium density residential uses will be key components of the Kendall Yards and South University District mixed use urban villages. This density of residential development also characterizes much of the housing located in adjacent neighborhoods. The density of development is 12 to 18 dwelling units per acre and building heights are generally two to three stories.

3. Low Density Residential

Low density residential uses are located outside of the Planning Area. The density of development is less than 11 dwelling units per acre and structures are generally one to two stories in height.



Many warehouses and industrial buildings are being converted to medium and high density residential in Downtown Spokane.

Cultural and Institutional

Existing cultural facilities in the Downtown area include the INB Performing Arts Center, Convention Center, Civic Theater, Interplayers, The Bing Crosby Theater, Northwest Museum of Arts and Culture, Mobius Kids, and numerous art galleries. Existing institutions in and adjacent to the Downtown area include the Arena, County Government Center, Lewis & Clark High School, North Central High School, and Gonzaga University. The Riverpoint Campus, which is currently occupied by Eastern Washington University, Washington State University, and Sirti is categorized as Urban Campus (see right).

The medical district is located to the south of Interstate 90, outside of the Planning Area. The land uses in this area include the three major hospitals—Deaconess, Sacred Heart, and St. Luke’s— and supporting uses such as private sector and rental offices, specialty support facilities, health provider administration facilities, resident housing, supporting food and beverage, and a mix of low and medium density residential.

Urban Campus

The Riverpoint Campus is categorized as Urban Campus. This designation includes a core network of buildings that primarily serve higher education, office, and/or technology functions. These predominant functions are integrated with other complementary uses in both vertical and horizontal mixed use development.

Unlike a traditional suburban-style campus or office park, the urban campus should be pedestrian-friendly, promote non-auto trips, be higher density, be integrated with surrounding uses, and provide services and amenities that would invite non-academic users into the campus area as well. It is anticipated that other areas within Downtown, such as the area adjacent to the Medical District, may develop with Urban Campus land uses and development patterns. They would likely contain concentrations of office tenants, medical uses, and technology businesses.

Industrial

The industrial land uses in the Downtown area generally include manufacturing and warehousing activities.

Manufacturing, Warehousing, and Distribution

As shown on the land use map, manufacturing, warehousing, and distribution uses are generally located outside of the Planning Area, to the east and southwest of Downtown.

Some light industrial and distribution uses as well as arts-related manufacturing uses exist in the South University District, West End, and East End, such as small foundries, welding shops, fabrication shops, and glass blowing shops, among others.

STRATEGIES

2.1 Encourage the specified land uses in the areas depicted on the Land Use Map, as defined in the “Primary Land Uses” section above.

2.2 Develop a mix of uses throughout the Downtown, while creating distinctive districts within the Downtown through targeted district strategies and overlay districts (see Chapter Six).



The Commercial Creamery Company is one of many light industrial buildings still in use south of the railroad tracks.



New development can complement historic buildings without mimicking materials.

3.0 DESIRED BUILT FORM

Built form encompasses what buildings look like; how tall they are; how much area their footprint covers; how far they are set back from the sidewalk; how many windows and/or doors are visible from the street; and architectural style. Built form sets the stage for the people, events, and uses that activate the Downtown and attracts visitors, employers, employees, and residents. The desired built form for Downtown Spokane should be guided by fundamental principles of urban design; sound environmental practices; economic analyses and in some areas by historic neighborhood character; as well as public input and feedback. Specific policies and strategies for achieving desired built form will be identified by working with the community and stakeholders to assess and update the existing standards and guidelines. For example, increased height allowances (that maintain stepbacks such as described in this section), can be an incentive for providing design elements that support urban density; active streetscapes; preservation, restoration, and re-use of high-quality buildings; infill projects that are complementary to the surroundings; access to views and sunlight in public places; and green infrastructure. Possible approaches are discussed further in the strategies listed below.

OBJECTIVES

The built form objectives, developed during the public planning process, are to preserve and enhance Downtown Spokane's distinctive environment and history; to foster a sense of identity in Downtown; and to create an exciting, pedestrian-friendly environment.

STRATEGIES

Urban Density

Urban density can be measured by the total floor area of buildings divided by land area of the lot they are built on; or the number of people, dwelling units and/or jobs in a given area. Urban density can reduce energy consumption, and support an active urban lifestyle. Downtown Spokane has the potential to host the highest concentration of retail, office, entertainment, and housing uses within the larger region. Urban density can be promoted by supplying sufficient pedestrian, bicycle, and transit infrastructure to reduce traffic and parking requirements within the Downtown. Medium and high density development that mitigates building bulk and massing through architectural design should be encouraged. The tallest and most intensive new developments within Spokane should be concentrated within the Downtown. Standards that promote high quality buildings that fulfill community-defined 'desired elements' should be developed.

Active Streetscapes

Successful urban streetscapes attract people because they are active, exciting, and safe. Activity can be encouraged with continuous ground-level frontages that frame street edges with ample windows and entrances along the street, as well as streetscape improvements that prioritize pedestrian amenities. Elements such as blank walls and surface parking adjacent to sidewalks discourage street activity and erode the pedestrian realm. Development prototypes that maximize street level activity can be promoted. For example, parking structures can be “wrapped” with active commercial uses along the ground floor. Active streetscapes may be encouraged by adopting design standards to ensure that buildings provide a safe and attractive edge to the pedestrian realm. In addition, highly-desirable pedestrian amenities could be specifically identified as opportunities to achieve increased height allowances.

Preservation, Restoration, and Reuse

Historic buildings and sites can be preserved and enhanced to protect the character and heritage of Downtown Spokane. Older historic buildings can be creatively and adaptively re-used as new office space, residential units, live-work studios, and active ground floor retail spaces. Efforts to restore and revitalize historic landmarks and contributing buildings within the Downtown can be promoted and supported with expedited review; modified

code requirements; transfer of development rights; and density bonuses.

Complementary Infill

Complementary infill describes new development and renovation projects that will support and enhance the existing character of a neighborhood. For example, buildings can be designed with similar geometry (including widths, floor to ceiling heights, and fenestration), architectural details, colors, and materials as nearby historic structures. Facade height restrictions can also foster complementary infill, especially within historic character districts that have unique concentrations of historic landmarks and contributing buildings, while allowing for greater allover heights through the use of stepbacks. Design guidelines can assist designers and developers.

Access to Views and Sunlight

Significant existing views of historic landmarks from public rights-of-way can be preserved through sensitive site and building design, building orientation, stepbacks, and/or building height limits on blocks adjacent to landmark and contributing buildings. The Spokane community expressed a strong desire to maintain maximum exposure to sunlight in significant public open spaces, such as Riverfront Park, by promoting buildings designed to reduce shadows.



The sidewalk environment can include sustainable stormwater treatments.

Green Infrastructure

Green infrastructure includes alternative energy sources; a healthy urban forest; on-site stormwater management such as green roofs, stormwater retention in planted areas, pervious paving, rain barrels, and on-site detention tanks; and reuse of stormwater and grey water for irrigation, toilets, and heat recovery. Energy consumption can be reduced by adaptively re-using existing buildings, recycling building materials, and promoting Leadership in Energy and Environmental Design (LEED®) certification for all development and redevelopment projects. Some green infrastructure features could be specifically identified as opportunities to achieve increased height allowances.



The Spokane Public Facilities District is planning an expansion on this site south of the Convention Center, which in addition to convention facilities and related parking could also include a multi-modal transportation hub and other public uses.

4.0 CATALYTIC OPPORTUNITIES

Nine catalytic opportunity sites and two catalytic opportunity zones were identified for development, and will be instrumental in stimulating future private investment in Downtown Spokane (see Appendix C). The catalytic opportunity sites identified by the *Plan Update* represent an array of development potential on some of the most dynamic sites in the Downtown. They take into account recent and planned improvements and other important initiatives so that each site

1. builds on existing and future development, and
2. is aligned with the primary land uses, desired built form, and requisite strategies of the Strategy Framework.

Development of the catalytic opportunity sites will also create linkages within the Downtown, support and enhance existing strengths, and connect the Downtown with surrounding areas.

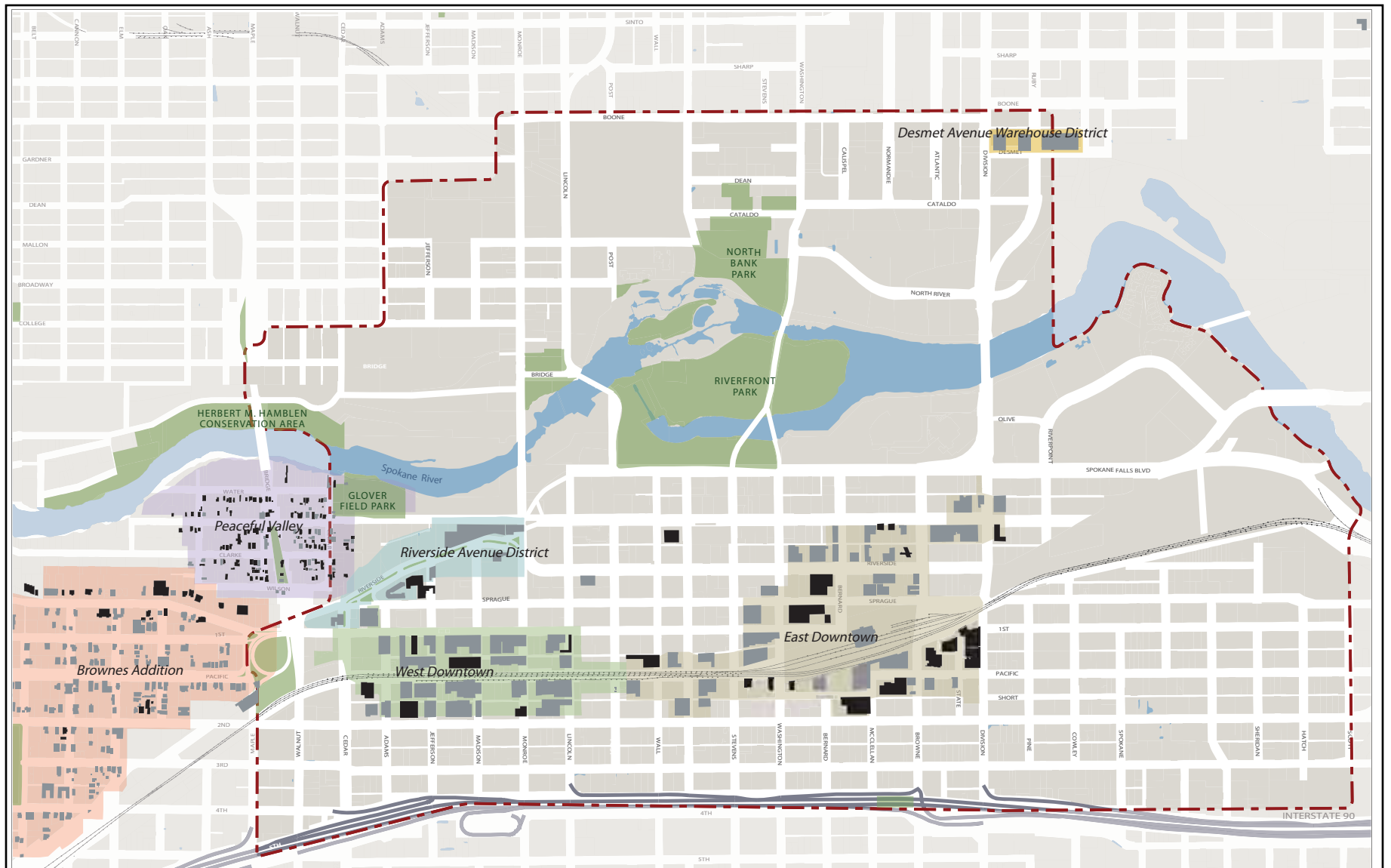
The Catalytic Opportunity Sites will contribute to the desired urban form by either infilling missing segments of the urban fabric or improving historic character through exterior restoration. A range of land uses, from mixed-use projects to office/institutional anchors, are proposed for these sites.

CATALYTIC OPPORTUNITY SITES

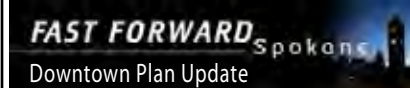
1. Convention Center Expansion (South Site)

The Spokane Convention Center is located on the south bank of the Spokane River adjacent to Riverfront Park north of Spokane Falls Boulevard between Washington and Division Streets. The campus includes the INB Performing Arts Center and the Spokane Convention Center, with the focal point being the new Group Health Exhibit Hall. The 100,160 square foot elliptically shaped facility was completed in June 2006. A recent renovation of the Spokane Convention Center, completed in May 2007, offers more than 164,307 square feet of meeting space. The INB Performing Arts Center, which is adjacent to the Spokane Convention Center, has a 2,700 seat auditorium.

The block south of the existing Convention Center bordered by Spokane Falls Boulevard, Main Avenue, Washington Street, and Bernard Street is slated for further expansion of the Convention Center. The preliminary development program for the South Site includes future expansion of the Convention Center facilities and related parking. It could also include a multi-modal transportation hub as well as other public uses.



MAP 4.2 HISTORIC ASSETS



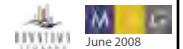
HISTORIC DISTRICTS

- Brownes Addition
- Desmet Avenue Warehouse
- East Downtown
- Peaceful Valley
- Riverside Avenue
- West Downtown

- Historic Landmark Building
- Contributing Historic Building

- Downtown Boundary
- Interstate
- Railroads

- Parks
- Parcels





Major Downtown Site #1 provides a significant opportunity to establish a gateway into the Downtown Core.

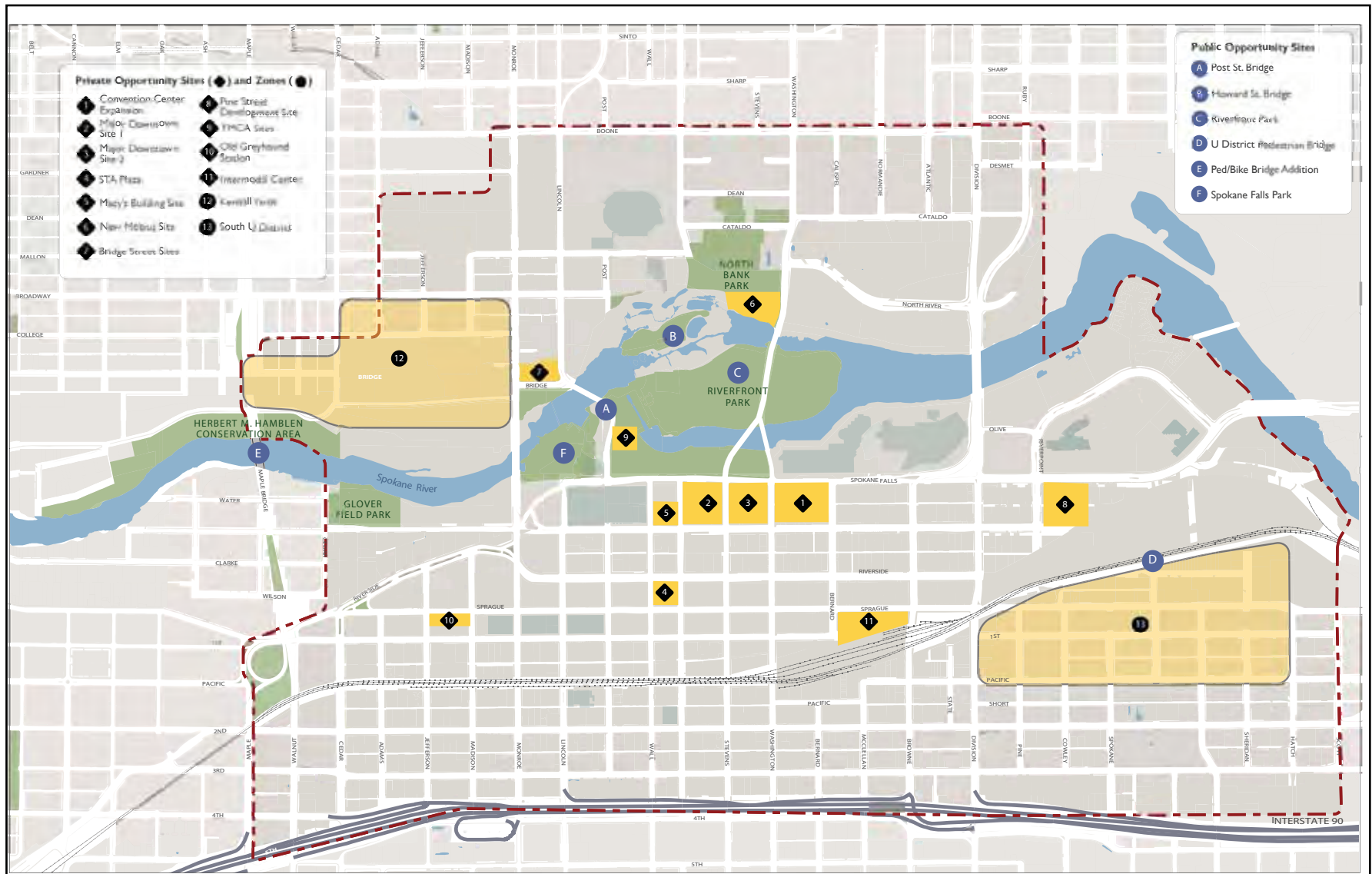
2. Major Downtown Site #1

Major Downtown Sites #1 and #2 were identified in the *1999 Plan*. Major Downtown Site #1 is bounded by Stevens and Howard Streets, Spokane Falls Boulevard, and Main Avenue. The block currently has development along the western and southern edges, but a large portion of the site is devoted to surface parking. The lack of activity on the eastern portion of this block, coupled with similar conditions on Major Downtown Site #2 and the Convention Center Expansion Site, create a large gap in the built form along Spokane Falls Boulevard and Main Avenue. This break in the street level activity and building edge contribute to the current disconnect between the Downtown Core and both the Convention Center and Riverpoint Campus.

The target program for the northeast corner of the block is a mixed use office and residential development with some retail at the corner of Spokane Falls Boulevard and Stevens Street. The development potentially would contain approximately 65 parking spaces and 9,600 square feet of retail on the ground floor with an entry lobby for

office on Spokane Falls Boulevard, an entrance lobby for residences on Stevens Street, and a small gateway plaza at the corner of Spokane Falls Boulevard and Stevens Street. The second through fifth floors might consist of approximately 94,400 square feet of office space and the upper 8 to 10 floors might provide 56 to 64 housing units.

The southeast corner of the block is envisioned as a mixed use office development. Proximity to the Parkade, transit, and bike facilities makes on-site parking less critical. The development would have a setback from the east-west alley running through the center of the block. The ground floor of the 13-story building has approximately 8,000 square feet of retail fronting Main Avenue and Stevens Street, with a break for the office entrance lobby. The upper 12 floors have floor plates of approximately 10,000 square feet for a total of 120,000 square feet of office space.

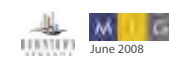


- Private Opportunity Sites (◆) and Zones (●)**
- ◆ 1 Convention Center Expansion
 - ◆ 2 Major Downtown Site 1
 - ◆ 3 Major Downtown Site 2
 - ◆ 4 STA Plaza
 - ◆ 5 Macy's Building Site
 - ◆ 6 New Hotel Site
 - ◆ 7 Bridge Street Sites
 - ◆ 8 Pine Street Development Site
 - ◆ 9 TRCA Sites
 - ◆ 10 Old Greyhound Station
 - ◆ 11 Intermodal Center
 - ◆ 12 Central Town
 - ◆ 13 South U District

- Public Opportunity Sites**
- A Post St. Bridge
 - B Howard St. Bridge
 - C Riverfront Park
 - D U District Pedestrian Bridge
 - E Ped/Bike Bridge Addition
 - F Spokane Falls Park

MAP 4.3 OPPORTUNITY SITES
FAST FORWARD Spokane
 Downtown Plan Update

- - - Downtown Boundary
- Railroads
- Interstate
- Parks
- Spokane River
- Parcels
- ◆ Opportunity Sites
- ◆ Opportunity Zones
- Public Opportunity Sites
- Key Destinations





A three-dimensional model of potential infill development on Major Downtown Sites #1 (right) and #2 (left).

3. Major Downtown Site #2

Major Downtown Site #2 is bounded by Stevens and Washington Streets, Spokane Falls Boulevard, and Main Avenue, with the exception of the Liberty Building (home to Auntie's Bookstore), the only main building on this site. The site is located just south of Riverfront Park and the Washington Street Bridge. The tremendous potential for the creation of a gateway make this a unique development opportunity. The developable area totals approximately 73,000 square feet (1.26 acres).

The target program for this site includes a mixed use development with two residential towers at the northeast and southwest corners of the block. There is a 30-foot east-west alley left between the two halves of the block. A twin gateway plaza is created at the corner of Spokane Falls Boulevard and Stevens Street. The ground floors provide approximately 31,800 square feet of retail space and 120 to 136 parking spaces. The second through fifth floors provide approximately 192,000 square feet of office space. The upper eight to ten floors have between 56 and 64 units of housing.



Major Downtown Site #2 shares the block with the Liberty Building, home to Auntie's Bookstore.

4. STA Plaza

STA Plaza hosts the Downtown Transit Center and Intermodal Facilities on the eastern portion of the block bounded by Riverside Avenue, Sprague Avenue, Wall Street, and Post Street. STA's *Transit 2020 Plan* includes an analysis of the future of the STA Plaza and options of keeping the facility in its current location, moving its functions to the Intermodal Center, and creating a transit mall or corridor operation. The STA Plaza and major functions likely will stay in the existing location. However, the community recognizes a need for major physical and operational improvements to promote ease of use for current and future riders. The STA Plaza redesign will focus on transit and passenger services by (i) concentrating transit activity on the ground floor, (ii) providing services to enhance the transit experience, (iii) discouraging activity that is not related to transit and services, and (iv) increasing the functionality of the building and boarding areas through reclamation of underutilized space.

Currently, there is a poor passenger environment along Riverside Avenue, Wall Street, and especially along Sprague Avenue. The existing blank wall facing Sprague Avenue fosters a low-quality pedestrian environment and provides an unwelcoming place for transit riders to wait for buses. Recommended ground floor improvements include a remodel of the existing ground floor to create an active and transparent edge that will promote a connection between indoor and outdoor uses, as well as widening the sidewalk and updating signage. Proposed enhancements along Wall Street and Riverside Avenue include design of an arrival center, a ticket window and public art opportunities.

Enhancement to the interior of the building would reduce clutter and obstacles within the space and promote retail uses such as cafés and delis, dry cleaners, news stands, office services, and florists. Other potential ground floor uses that should be explored include a bike station and public market. In addition, a fixed route bus service is being developed to improve the efficiency of transit service and increase bus capacity at the Transit Center. Options for improving operations may include changes to the layout of the bays along Sprague Avenue, Riverside Avenue, and Wall Street.



The STA Plaza and its functions will likely stay in its existing location with several aesthetic and functional improvements.



The Macy's Building in the Downtown Core is at the heart of Spokane's major retail node.



The Mobius Science Center is expanding into a second location at a new facility on the North Bank.

5. Macy's Building Site

The Macy's Building is located on the southern half of the block bounded by Howard and Wall Streets, Spokane Falls Boulevard, and Main Avenue. Retaining anchor retailers in Downtown is critical to the ongoing success of the area. The Macy's building is ten stories. Macy's uses the basement and first six floors for retail floor space. The building located on the north half of the block is eight floors. Macy's currently uses the ground floor of that building for furniture storage and the second through fifth floors for retail floor space. With the upper four floors of the Macy's Building and upper three floors of the north building unused, the site is relatively underutilized for its size and location. The City of Spokane and the DSP should continue to support Macy's and help to identify a higher and better use for the building's ground and upper floors. Creation of a successful partnership could result in restoration and rehabilitation of this landmark building.

6. New Mobius Site

Connecting Riverfront Park, the Spokane River and the Downtown Core, a second Mobius Science Center location will be constructed on the river's north bank at the Michael Anderson Plaza just south of North Bank Park and west of Washington Street. The Mobius Science Center will be home to nearly 53,000 square feet of science, technology, and entertainment designed to treat visitors to educational opportunities that produce lifelong memories. More than half of the available space will be devoted to permanent and rotating exhibits. The facility will also include a state-of-the-art 3-D IMAX theater. The State of Washington has already demonstrated its early support of Mobius by committing \$3.4 million to assist with planning and design through 2008.

7. Bridge Street Site

The Bridge Street Site is located north of Bridge Street and the Post Street Bridge between Monroe Street and Lincoln Street. The site is approximately 1.1 acres. It is currently owned by the Spokane Park Board and is leased for use as a surface parking lot. There is a strong possibility that the Park Board may consider selling this site to generate funding for purchase of the YMCA site (see Opportunity Site 9). The location of this site is especially catalytic because of its potential to link the Downtown Core, North Bank, and Kendall Yards. It also enjoys fantastic views of Veterans Park, Riverfront Park, and the Falls.

There has been discussion of locating a Native American Living History Museum at this site. Another potential program for the site includes residential above ground floor retail. The retail fronts would anchor the southwest and southeast corners of the site at Monroe and Lincoln Streets. There would likely be two breaks in the commercial frontage along Bridge Street for residential entries (emergency and formal). A lower density development option would include 16,750 square feet of retail on the ground floor and 68 residential units within a five-story structure. Approximately 74 parking spaces would be provided in a surface parking lot in the rear of the building and a small plaza would be created at the corner of Bridge and Lincoln Streets. A higher density development option



The Bridge Street site can provide a major link between the Downtown Core and new development at Kendall Yards.



The Bridge Street Site is located at the intersection of Monroe and Bridge Streets.



The Pine Street Site contains the landmark Jensen Byrd Building.



The YMCA is selling their existing site in Riverfront Park, creating a major opportunity.

would include 17,420 square feet of retail space on the ground floor and 144 units in a 14-story “point tower.” Approximately 150 structured parking spaces would be provided in a stacked configuration or on two floors.

8. Pine Street Development Site

Washington State University sought proposals in March 2008 for development of a portion of the Pine Street Development Site. The goal was to attract a private company to redevelop the property for market-based mixed uses that would be compatible with the multi-school college campus. The property is located south of Spokane Falls Boulevard and east of Pine Street. It includes the former Jensen-Byrd warehouse building, other nearby buildings and vacant land.

The proposals included a mix of clinical, commercial, retail, and apartment uses. WSU Spokane had required that the Jensen-Byrd building be preserved and that no residential condominiums be developed. For the purpose of the proposals, the property was divided into four parcels. Washington State University selected NexCore Group of Denver to enter into negotiations for possible development of the site. In the second phase of negotiations, the university and NexCore will work toward a letter of intent and ultimately a ground lease. If negotiations are successful, the first tenant has been identified. Arthritis Northwest, a five-physician clinic currently located in the

Sacred Heart Doctors Building, would move its offices to the site and bring a “Musculoskeletal Center of Excellence” to the project.

9. YMCA Site

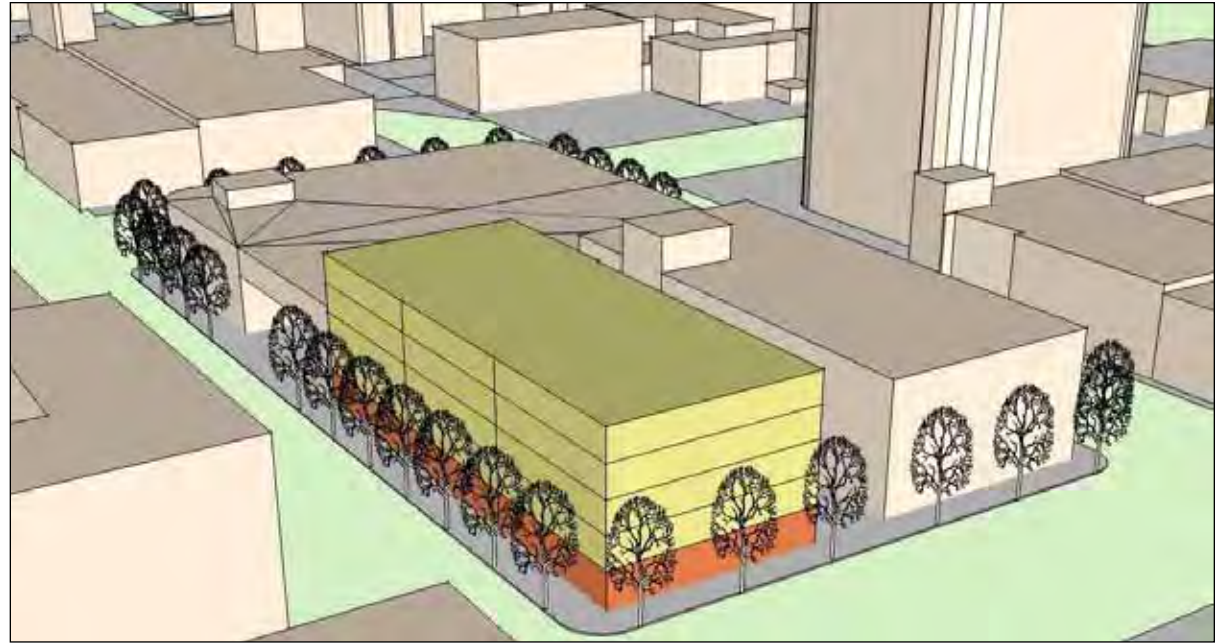
The existing YMCA is located in Riverfront Park just east of Post Street. The nearly an acre site holds the YMCA’s 40-year-old five-story building on 227 feet of river frontage. As stewards of Riverfront Park, the Park Board wants to preserve the site as park property. The site of the building has been proposed for commercial development as the YMCA intends to move to new quarters at another location. The Park Board would like to secure this property for community use.

Assuming the Park Board can secure the necessary funds to purchase the site from the YMCA, a desired program is unknown. One possibility is that the YMCA could house a collection of community organizations and uses seeking permanent homes. Such organizations and uses could include a public market, farmers market, Native American Cultural Center, and affordable housing. The site could function as a small business incubator space and may be organized like the Pike Place Foundation in Seattle.

10. Old Greyhound Station

The former Greyhound Station site is bounded by First and Sprague Avenues, Jefferson Street, and Madison Street. The site includes two structures connected with a covered parking area. The Spokesman-Review currently uses the buildings (one of which is a small parking structure) and adjacent parking areas for storage and staging. The total area of the block is approximately 1.1 acres.

The overall development concept for this site includes creating a mixed use entertainment complex around the shaded plaza area. As a result, the existing buildings would be reused for new uses and the south-east corner of the site would be “infilled” with a new building. There is potential to reuse the existing parking structure for parking. The proposed development on the southeast portion of the block would be four or five stories with 8,700 square feet of retail on the ground floor and office or residential on the upper floors. A residential option would yield between 20 and 24 units depending upon size and configuration. An office option would include approximately 26,000 square feet of gross floor area.



A three-dimensional model of potential development on the Old Greyhound Station Site demonstrates one way that development can be sympathetic to historic scales.



The Old Greyhound Station Site is currently used for staging and storage by the Spokesman-Review.

11. Intermodal Center

The Spokane Intermodal Center is an inter-modal transport facility that serves as a station, re-fueling, and service stop for the Amtrak Empire Builder (which travels from Chicago westbound to Seattle and Portland), as well as the Greyhound and Trailways station. The facility is along the north side of the railroad, south of Sprague Avenue, and between Bernard Street and Browne Street. Potential plans for the Intermodal Center could include renovation and expansion to fully utilize the size and location of the site. The Center would continue to serve its intermodal transportation function, but could also include retail, entertainment, office, and/or residential uses.



The Intermodal Center site is currently underutilized and poorly connected to the rest of Downtown.

CATALYTIC OPPORTUNITY ZONES

12. Kendall Yards

Kendall Yards (formerly known as the Summit property) is a former rail yard that was operated by Union Pacific Railroad from 1914 to 1955. The 77-acre site is envisioned as an energetic, diverse, and distinctive urban neighborhood. It is directly connected to the rest of Downtown by the Monroe Street and Post Street Bridges. Kendall Yards will create an urban living environment that mixes residential, retail, and office space with historical features, plazas, and walking trails.

Phase I of the development, between North Monroe Street and Maple Street, will incorporate approximately 300 residential units and 400,000 square feet of retail, commercial and office space. Plans for development build-out include up to 1,000 residential units and 1.5 million square feet of commercial space. Housing options will include town homes, condominiums, and apartments. The project is estimated to create 500 jobs during construction and up to 2,500 permanent jobs in the commercial space. Site preparation and utility work are underway and the transportation network is also expected in 2008.

13. South University District

The South University District is also envisioned as a mixed use urban village. The area is generally bounded by Interstate 90, the railroad, Division Street, and Hatch Street. The opportunity zone identified as part of the *Plan Update* includes the area north of Second Avenue. With the addition of a pedestrian and bicycle connection across the railroad tracks connecting the South University District with the Riverpoint Campus, the area would be well positioned for redevelopment and adaptive reuse. Currently characterized by warehouses, light industrial, and auto-oriented commercial uses, the South University District is an ideal location for mixed use residential development that will support the Riverpoint Campus, the rest of Downtown, and the Medical District. Sprague and Pacific Avenues; and Division Street will provide critical connections between the South University District and the East End and South Side, respectively.

5.0 REQUISITE STRATEGIES

Several physical and programmatic strategies are required to support the Primary Land Uses, Desired Built Form, and Catalytic Opportunities. The strategies focus on overlays that will leverage private development and create a holistic approach to continued success and revitalization. For example, the Convention Center Expansion project alone will not ensure success. A new project must connect to its surroundings, have easy access, have identification through signage and wayfinding, be linked to open space and transportation amenities, have adequate parking, be environmentally sustainable, and play a role in the overall image and marketing of the Downtown. This integrated approach will support the long-term success and vibrancy of each Opportunity Site as well as the entire Downtown. The requisite strategies are outlined in more detail in Chapter Five.

The Strategy Framework's Requisite Strategies include:

- A. Streetscape and Public Space Improvements:** A system of interconnected streets designed for people and high quality public open spaces to create a public realm that supports and encourages private development.
- B. Multi-modal Transportation and Parking:** Good transit, bicycle, and automobile circulation to minimize conflicts with pedestrians and allow the efficient and sustainable movement of people; adequate parking supply and access for bicycles and autos.
- C. Gateways, Signage, and Wayfinding:** A comprehensive program to direct residents and visitors to stores, civic uses, entertainment venues, events, parks, open spaces, campuses, and other Downtown amenities via gateways, signage, and wayfinding.
- D. Infrastructure:** An infrastructure system that is sustainable, efficient, and well maintained to support existing and future development envisioned for Downtown.
- E. Housing:** A collection of programs and policies that encourage Downtown living for people and households of all ages and household types. A variety of housing choices to accommodate a wide range of lifestyles and incomes.
- F. Environmental Stewardship:** Policies, programs, and physical improvements to ensure that the Downtown is sustainable and non-polluting, and that the integrity of the tremendous natural assets in and around Downtown is maintained for generations.
- G. Economic Development:** Programs, policies, and other incentives to retain existing businesses, assist start-up businesses, and recruit new businesses. Collaboration with existing economic drivers to build and strengthen relationships and maximize synergies.
- H. Arts, Culture, and Entertainment:** Continued dedication to the support and growth of the arts, culture, and entertainment amenities within and around Downtown Spokane.
- I. Management, Marketing, and Programming:** Active management, marketing, and programming of the Downtown, its sub-districts, and special districts to ensure that Spokane will continue to be a top destination and home.
- J. Standards and Guidelines:** Broad land use policies and design guidelines to ensure that all new projects, re-development projects, public space improvements, and other planning initiatives contribute to a cohesive, well-managed, and well-designed Downtown Spokane.



Chapter 5

fast forward spokane DOWNTOWN STRATEGIES

Downtown Strategies

IN THIS CHAPTER

STREETSCAPE AND
PUBLIC SPACE IMPROVEMENTS
MULTI-MODAL TRANSPORTATION
GATEWAYS, SIGNAGE, AND WAYFINDING
INFRASTRUCTURE
HOUSING
ENVIRONMENTAL STEWARDSHIP
ECONOMIC DEVELOPMENT
ARTS, CULTURAL, AND ENTERTAINMENT
MANAGEMENT, MARKETING, AND
PROGRAMMING
STANDARDS AND GUIDELINES

1.0 STREETSCAPE AND PUBLIC SPACE IMPROVEMENTS

Downtown is a unique place that blends history with modernity, where people gather to live, work, shop, learn, and play. Active and inviting streetscapes and public open spaces provide the intricate framework between built structures where interactions, encounters, and community events occur.

OBJECTIVES

The streetscape and public space improvement objectives of the *Plan Update* are to preserve and enhance Downtown Spokane's distinctive environment and history; to foster a sense of identity in Downtown; and to create an exciting, pedestrian-friendly street atmosphere.



West First Street through the Davenport District with two-way traffic, streetcar, and other streetscape improvements.



West First Avenue through the Davenport District in Spring of 2008.

STRATEGIES

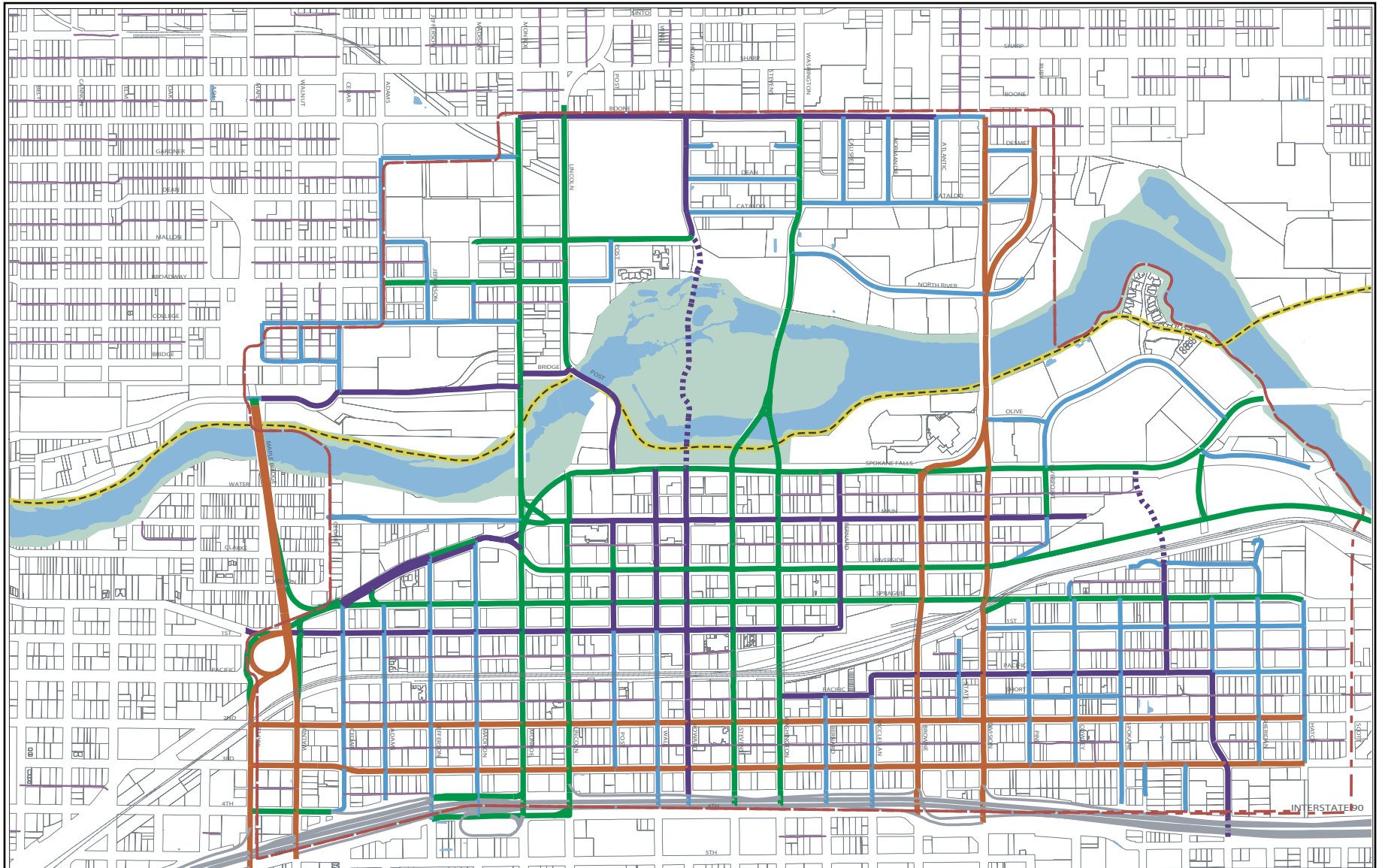
Complete Streets

As noted in Chapter Three, the green street terminology has become confusing due to widespread use of the term to describe new techniques in storm water management. Therefore, the *Plan Update* introduces the concept of Complete Streets. The Complete Streets Coalition offers the following definition:

Complete Streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and bus riders of all ages and abilities are able to safely move along and across a complete street.

The new categorization scheme includes the landscape and streetscape foundation of the 1999 *Plan's* “Green Streets,” and adds the following additional layers:

1. All streets in Downtown are meant to move people, not just motor vehicles. Every street in Downtown should be pedestrian-friendly, but there will be different degrees to which pedestrians are prioritized.
2. Stormwater management should be integrated into all Complete Streets to the extent possible.
3. Crime Prevention Through Environmental Design (CPTED) principles should be incorporated in all Complete Street designs to maximize eyes on the street, territorial reinforcement, and both perceptual and actual access control.



MAP 5.1 STREETScape IMPROVEMENTS



- Interstate
- Type I Complete Street (Community Activity Street)
- Type III Complete Street (City-Regional Connector)
- Bike/Pedestrian Path
- Existing Alleys
- Type II Complete Street (Community Connector)
- Type IV Complete Street (Neighborhood Street)
- Centennial Trail
- Downtown Boundary



1.1 Promote and develop Complete Streets to connect Downtown, Downtown neighborhoods and adjacent neighborhoods with a network of landscaped, pedestrian-friendly streets. Complete Streets are landscaped, tree-lined corridors designed for multiple modes of transportation. Nearly all are meant to balance the various needs of pedestrian and vehicular use. Some include bicycle and transit improvements as well. Pedestrian amenities on Complete Streets may include street furniture, decorative lighting, wide sidewalks with curb extensions (bulb-outs) at street corners, decorative crosswalks, public art, outdoor restaurants, plazas, and improved sidewalk-building interfaces (e.g., awnings, street-oriented retail activity). Use of amenities must conform to the City's sidewalk encroachment guidelines and sidewalk clear zone standards. The Centennial Trail is a good example of a non-motorized Complete Street.

Complete Street Types

There will be four types of "Complete Streets," based on the primary function of each street within the Downtown network. These street types could accommodate the expansion of Spokane's system of bikeways including bicycle lanes and shared bike routes where appropriate.

Type I Complete Streets (Community Activity Streets)

are slow, two-way streets with wide, well-maintained sidewalks and pedestrian amenities to encourage strolling, walking and shopping.

Type II Complete Streets (Community Connector)

move traffic and pedestrians into and around Downtown. These streets provide some of the major pedestrian connections to surrounding neighborhoods and districts.

The primary function of **Type III Complete Streets (City-Regional Connector)** is to move automobile traffic through Downtown and provide connections with the rest of the City and region. These attractive, landscaped arterials are to be improved with street trees, sufficient sidewalks for pedestrian circulation, and safe pedestrian crossings.

Type IV Complete Streets (Neighborhood Streets)

carry very little through traffic and tend to have less commercial activity than the other types of Complete Streets. These tend to have generous sidewalks, landscaping, and street trees.

As previously mentioned in Chapter Four, **Alleys** provide another great transportation and public space amenity in Downtown Spokane. While alleys do not fit within the Complete Streets hierarchy, they provide the best opportunity to prioritize the pedestrian above the motor vehicle. All vehicles using alleys should be subordinate to other users, such as pedestrians, bicyclists, and wheel chair users. Alleys should be well-maintained and activated to provide critical mid-block connections and additional opportunities for entrances and outdoor seating along low traffic streets. It is critical that alleys retain their critical functions for deliveries and refuse collection. Encroachments should be removable and allow nightly access.

Specific design guidelines will be developed for Type I, II, III, and IV Complete Streets. All Downtown streets will meet Type IV criteria at a minimum.

Type I Complete Streets (Community Activity Streets):

- *First Avenue**
- *West Main Avenue (east of Lincoln Street)**
- *Bernard Street (north of the First Avenue)*
- *Howard Street*
- *Post Street (north of First Avenue)*
- *Riverside Avenue (west of Monroe Street)*
- *Wall Street (north of First Avenue)**
- *Bridge Avenue*
- *Grant Street*
- *Sherman Street*

*Potential two-way street conversion

Type II Complete Streets (Community Connectors):

- Lincoln Street
- Mallon Avenue
- Broadway Avenue
- Monroe Street
- Spokane Falls Boulevard
- Riverside Avenue (east of Monroe Street)
- West Main Avenue (west of Lincoln Street)
- Sprague Avenue
- Stevens Street
- Washington Street

Type III Complete Streets (City-Regional Connectors):

- Division Street
- Ruby Street
- Browne Street
- Maple Street
- Second Avenue
- Third Avenue

Type IV Complete Streets (Neighborhood Streets)

- Madison Street
- Post Street (south of First Avenue)
- Wall Street (south of First Avenue)
- Bernard Street (south of Pacific Avenue)
- McClellan Street
- Jefferson Street
- Adams Street
- Cedar Street
- State Street
- Pine Street
- Cowley Street
- Spokane Street
- Short Avenue
- Olive Avenue
- Riverpoint Boulevard

Implementation Priority

Five Complete Streets have been identified as high priority projects for implementation. Complete Street improvements will be facilitated by the City of Spokane. A variety of funding mechanisms may be necessary.

1. *First Avenue:* This street is prioritized to support the development momentum in the Davenport District and support the pedestrian and bicycle connection west from the Downtown Core.
2. *East end of West Main Avenue:* Main Avenue is prioritized because of its potential to support development between Spokane Falls Boulevard and Main Avenue, as well as the strong linkage it will create between the Downtown Core, the Convention Center, East End, and the University District.
3. *Howard Street:* This is the primary pedestrian spine linking Downtown Spokane and the North Bank through Riverfront Park.
4. *Division Street:* Division Street is prioritized because of its visibility as a main entrance to Downtown from Interstate 90.
5. *Post Street:* This street has continued potential as a promenade with an enhanced level of pedestrian character, acting as both a pedestrian and vehicular (two-way traffic) link connecting major office, arts, and development opportunities to the Retail Core.

Public Space Improvements

An interconnected and welcoming system of parks and plazas provides an important refuge from the density and urbanity of Downtown.

Riverfront Park

1.2 Take steps to activate the Howard Street corridor through Riverfront Park with bicycle amenities, transit connections, pubs, eateries, and coffee shops. Actively program portions of Riverfront Park and work to provide improved access to the Falls from the south side of the Spokane River.

District Plazas and Gathering Places

1.3 Develop a system of gathering places, parks, and plazas in each Downtown district to provide a local focal point and meeting place for residents, shoppers, and visitors. General locations with potential for use as public open space have been mapped, but specific sites have not yet been identified. Guidelines should be developed to identify appropriate sites and design elements (e.g., use of public art, landscaping, and other features) for neighborhood gathering places.

1.4 Implement the BID streetscape plan by increasing the number of planters, benches, and bike racks throughout the District.

Event Streets

1.5 Perform a study to establish an event streets overlay within Downtown that helps to ensure accommodation and optimization for the closure and use of certain streets for street fairs, Hoopfest, walks/runs, bike races, and other events.

Skywalk Improvements**Concentrate Skywalks**

1.6 Concentrate skywalks as functional links in the Downtown Retail Core, strengthening the connections between activities in the retail core by expanding or possibly removing skywalks where appropriate, and providing incentives for property owners through the design review process to remove or expand skywalks.

Maintain and enhance existing skywalks of functional importance. Consider the removal of existing skywalks that are not well utilized and have a negative impact on the aesthetics of connected buildings within the context of a Skywalk Master Plan.

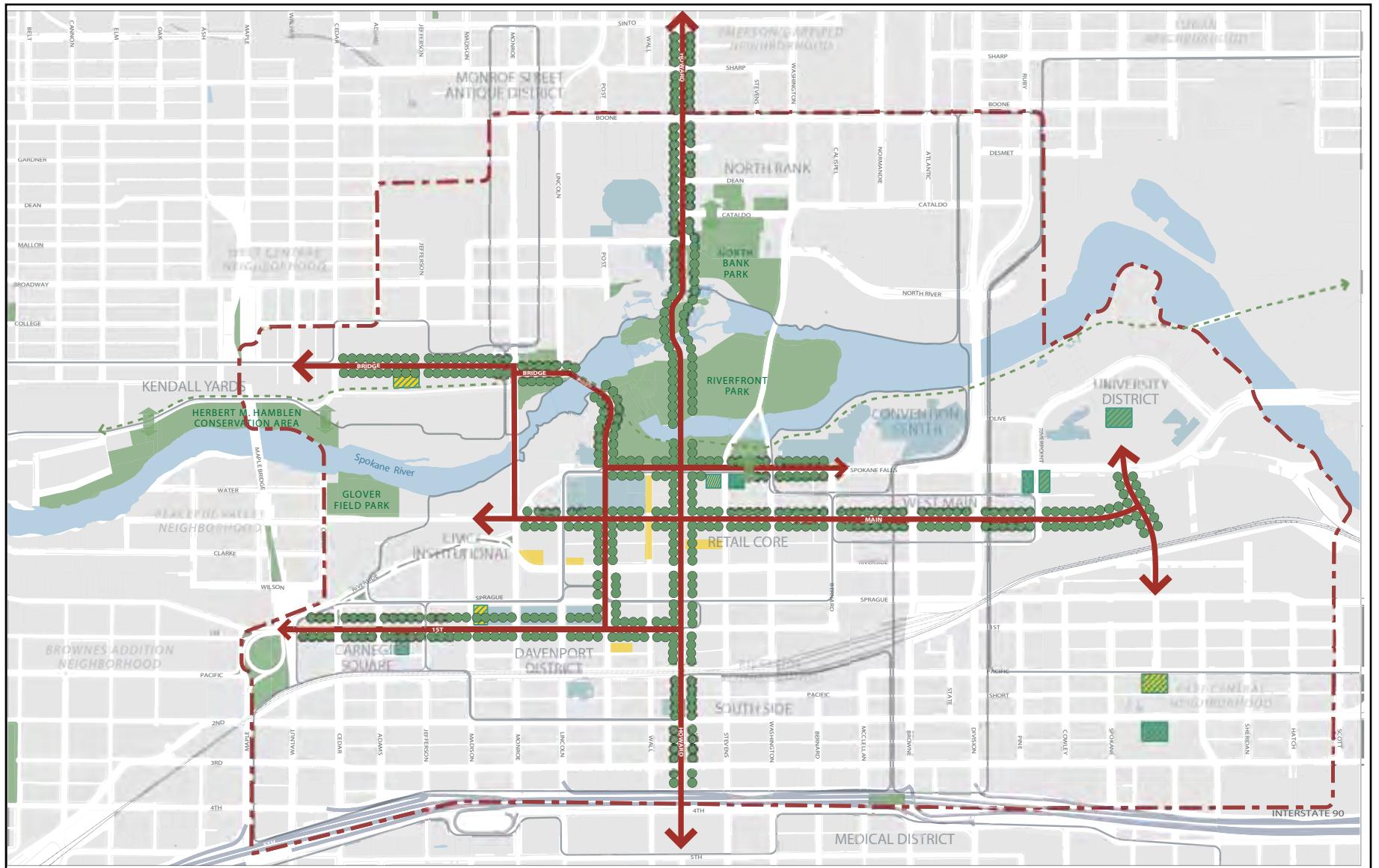
New additions to the skywalk system should improve overall connectivity of the existing system, including connections to parking areas. Skywalks should not detract from building design and should not be added to historic buildings.

Skywalk Design – Improved Street Linkages

1.7 Orient skywalks to the street level by improving the visual and functional connection of skywalks to the street. Provide incentives for property owners to upgrade and improve the general appearance of their skywalks.

Skywalk System Coordination

1.8 Improve signage and develop brochures to guide skywalk users. Address other problems such as locked doors, hours of use, and lack of system coordination.



MAP 5.2 OPEN SPACE NETWORK



- Downtown Boundary
- Major Pedestrian Route
- Interstate
- Streetscape Improvements
- Centennial Trail
- Railroad
- Open Space Connection
- Districts
- Destinations
- Parcels
- Spokane River
- Existing Parks and Open Space
- Existing Plaza Space
- Proposed Parks and Open Space
- Proposed Plaza Space





The future success of Downtown Spokane will rely on the enhancement of its multi-modal transportation system.

2.0 MULTI-MODAL TRANSPORTATION

As Downtown Spokane becomes an increasingly popular destination, transportation and circulation issues become more and more critical to the area's livelihood. Ideally, residents of Downtown neighborhoods will enjoy walking to nearby offices and restaurants, bicyclists will safely navigate Downtown streets, commuters will take advantage of numerous transit and parking opportunities, and drivers will travel smoothly into Downtown.

Current national and global economic forces are making use of traditional, single-occupancy automobiles less attractive. Transit and bicycle ridership is at record levels nationwide and will likely continue to trend upwards. Spokane can build upon its existing transit system and commute programs to encourage various transportation choices in Downtown. These efforts will make the Downtown experience more pleasant for everyone, as well as reduce congestion and improve air quality.

OBJECTIVES

The transportation and circulation objectives of this *Plan Update* are to efficiently move people into and around Downtown via all modes of travel; to make the streets pedestrian-friendly so that Downtown is a pleasant experience once people arrive there; and to promote active transportation choices because of the significant benefits to individual health and the environment.

STRATEGIES

Overall Transportation

2.1 Work to achieve a high occupancy vehicle/ride-share split of 33% to, from and within Downtown by the year 2013.

2.2 Ensure that the Riverside Avenue extension through the University District is designed and constructed as a Type II Complete Street (Community Connector) with adequate right-of-way to accommodate a dedicated rapid transit alignment and bicycle lanes. Promote an alignment that provides sufficient space between the roadway and the railroad for pedestrian-scale development on both sides of the street.

2.3 Avoid creation of additional couplets and cross-overs (sweeping roadway alignment transitions between coupled one-way streets and two-way streets).

Pedestrian

One-way Conversions

2.4 Convert selected Downtown streets to two-way traffic while maintaining major arterial streets as one-way couplets. The following preferred street network, or portions thereof, should be implemented if further traffic and cost analyses support the alternative. Two-way conversions are intended to calm traffic and improve the pedestrian atmosphere.

East/West one-way streets to convert to two-way:

- Sprague Avenue
- First Avenue
- Main Avenue, east of Lincoln (long-term conversion; see discussion below)

North/South one-way streets to convert to two-way:

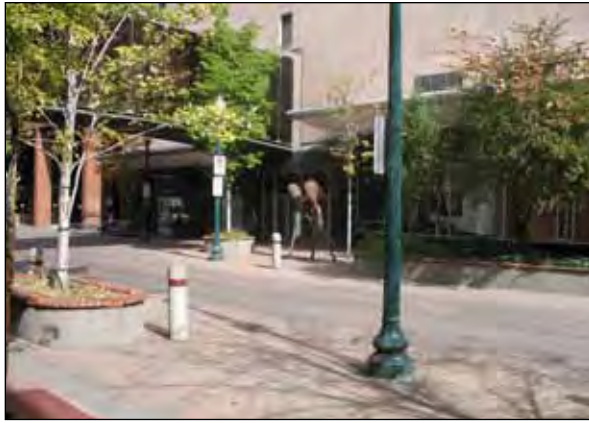
- Wall Street

First and Sprague Avenues, and Wall Street, will be converted to two-way streets before Main Avenue. In the short-term, recommended Main Avenue improvements include a reduction of lanes from four to three and addition of one bicycle lane. It is important to transit function within Downtown that a dedicated westbound transit lane be maintained on Sprague Avenue (and possibly an eastbound lane on Main Avenue) to accommodate bus and streetcar traffic. Circulation changes will affect all modes

of travel within Downtown. Conversion of West Main Avenue to two-way traffic has not been explored with all property and business owners along the corridor. In addition, future transportation infrastructure could change the role of Main Avenue Downtown. These conversations are necessary before a final configuration is determined. It is important to note that there are several trade-offs to consider when determining the long-term configuration of Main Avenue. Conversion to a two-way street would support a pedestrian-friendly and retail-supportive environment by calming traffic along this primary retail street, and promoting local circulation; access to businesses along Main Avenue; and a more intuitive navigation for visitors. The community perceives two-way streets as safer and strongly supports converting one-way streets to two-way streets in Downtown. However, such a conversion may create more traffic conflicts because one-way streets are more efficient than two-way streets for overall auto circulation within Downtowns. One-way streets also increase traffic capacity; reduce conflicts between pedestrians, bicycles and motor vehicles at intersections; allow for a more efficient operation of traffic signals; reduce stops, delays and emissions; and provide easy access to and from Downtown.



Pedestrian crossings should be signalized where feasible within Downtown to accommodate safety and comfort.



The Wall Street pedestrian zone should be assessed to allow auto traffic on non-programmed days.

Sidewalks and Crosswalks

2.5 Ensure that sidewalks in Downtown are at least 10 feet wide with an unobstructed path of eight feet.

2.6 New development and redevelopment projects should provide pedestrian amenities along their sidewalk frontages.

2.7 Add mid-block pedestrian crosswalks where blocks are too long (longer than 300-feet) to reasonably expect pedestrians to use corner crosswalks. Mid-block crosswalks should be added only where factors such as street width, traffic speed, and sight lines allow for safe pedestrian crossing.

2.8 Aggressively enforce laws giving pedestrians the right-of-way in crosswalks.

New Pedestrian Connections

2.9 Provide a pedestrian and bicycle crossing of the Spokane River on a new bottom deck of the Maple Street Bridge. This connection will provide many loop opportunities for recreational uses, as well as connect new and existing uses on the north and south banks of the river.

2.10 Provide a pedestrian connection through Huntington Park and under the south end of the Monroe Street Bridge that connects to Glover Field to the west and Riverfront Park to the east.

2.11 Provide a pedestrian and bicycle connection between the Riverpoint Campus and the South University District across the railroad tracks. Depending upon the final alignment of the Riverside Avenue extension, a bridge could span both the railroad tracks and Riverside Avenue to provide a strong link within the University District and open the South University District for development.

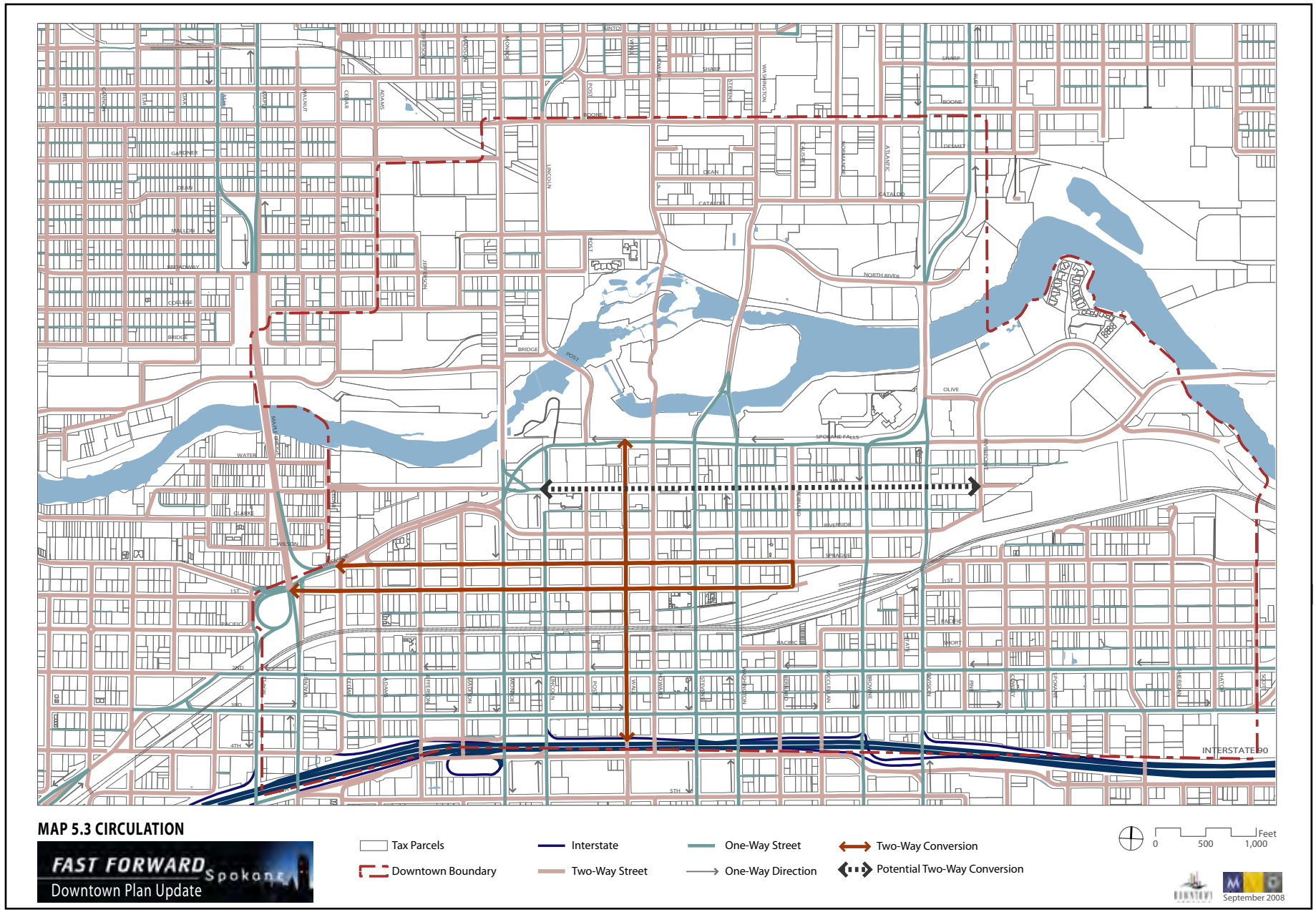
Wall Street Pedestrian Zone Conversion

2.12 Allow automobile access to the existing pedestrian mall along Wall Street. Continue to prioritize the pedestrian with distinct signage, additional public art, and other pedestrian amenities. Use removable bollards to restrict traffic to accommodate live entertainment and other events that activate the street. Coordinate designs with transit improvements at the STA Plaza.

Centennial Trail

The Centennial Trail is an important transportation and recreational resource for Spokane. Its most concentrated usage is in the Downtown area.

2.13 Maintain and improve the existing Centennial Trail as a major pedestrian and bicycle east-west link from the Downtown Core to nearby residential neighborhoods, Riverpoint Campus, Gonzaga University, and the Kendall Yards Area. Improve and expand connections to neighborhoods with signage, landscaping, and other amenities.



Bridge Design

2.14 Any bridge construction or renovation should be consistent with the street's Complete Street designation (see "Complete Streets" in Section 1.0, Streetscape and Public Space Improvements) and maintain or improve the existing level of pedestrian amenities.

2.15 Maintain the historic character of existing bridges, such as the Monroe Street Bridge.

2.16 Lighting at bridge crossings should be designed to highlight their character and provide a visual connection between Downtown and the adjacent neighborhoods.

Rapid Transit

2.17 Ensure that street standards, land uses and building placement support the facilities and services needed along transit routes to make transit viable.

2.18 Provide transit shelters, bus benches, and other features that support transit use in key locations, such as where transit use is especially needed.

2.19 Establish and measure transit levels of service to meet concurrency requirements and assure that transit can compete with other transportation modes within 20 years, as outlined in the Regional Transportation Plan.

2.20 Promote the development of future light rail from Coeur d'Alene to the Airport, serving Downtown along Riverside Avenue. Bus rapid transit (BRT) could provide service along these alignments until light rail is implemented.

2.21 Establish street design parameters (i.e., median width, lane width, sidewalk width, on-street parking) so that new development along the future rail line can be designed in anticipation of future needs.

2.22 Provide for three future light rail stops in the Downtown along Riverside Avenue at:

1. Riverpoint Campus
2. Riverside at Bernard Street (near the Intermodal Center)
3. Riverside at Wall Street (STA Plaza)

Bus Circulation/Service

2.23 Retain the STA Plaza as a central transfer center, but not as a timed transfer center. Physical improvements are needed at the Plaza, such as reconfiguring bus bays on Sprague and Riverside Avenues, widening the sidewalk on Sprague Avenue, and adding new bus bays on Wall Street.

2.24 Bus routes destined to key employment generators should have shorter headways, specifically during the peak hours, to accommodate commuter travel and to increase ridership.

2.25 Implement transit signal prioritization along select corridors within and approaching the Downtown (i.e. Division Street) to improve transit travel time.

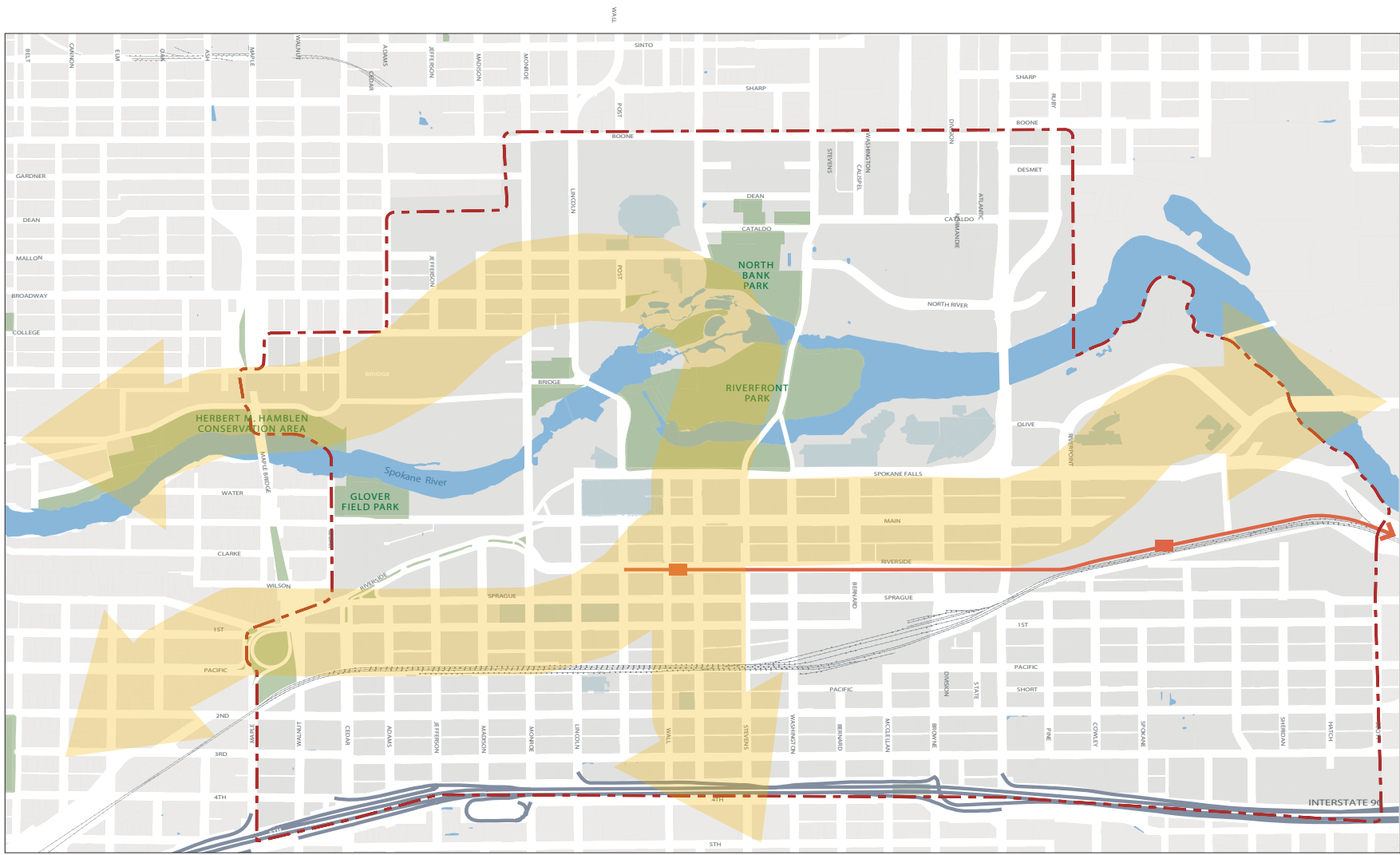
2.26 Install bus shelters, street lighting, and other transit amenities at select bus stops within Downtown that have the highest number of boardings.

Streetcar System (See Map 5.4)

The *Spokane Streetcar Feasibility Study*¹ identified a streetcar transit capital improvement project and two potential alignments through the *Downtown Plan* Study Area. DKS Associates suggests that this concept could be integrated as an extension of the Downtown circulator short-term strategy discussed in the *University District/Downtown Spokane Transportation Improvement Plan*², which could initiate the development of a long-term fixed-rail Downtown circulator concept. However, further studies are in progress regarding the most appropriate application of a streetcar concept to Downtown Spokane and appropriate alignments; as well as how to integrate future rail systems efficiently into the fabric of Downtown Spokane.

¹ *Spokane Streetcar Feasibility Study, March 2006. URS Corporation.*

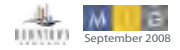
² *University District/Downtown Spokane Transportation Improvement Plan, July 2008. DKS Associates.*



MAP 5.4 TRANSIT IMPROVEMENTS



- Parcels
- Spokane River
- Parks
- Downtown Boundary
- Interstate
- Railroads
- Proposed Mass Transit
- Transit Stop
- Potential Streetcar Opportunities



North-South Streetcar Line

2.27 The existing north-south trolley bus system could be expanded to connect the Medical District through the Downtown Core to the North Bank, the Arena and Kendall Yards and Riverpoint Campus. Further study may be required to determine the feasibility of converting from a bus system to an electric streetcar along Howard Street through Riverfront Park; but this could provide both a functional transportation connection to the Spokane Arena and the North Bank as well as an exciting attraction to Downtown and Riverfront Park with minimal pollution impacts. The current capacity study of Spokane's bridges will help to determine whether Howard or Post Street provides a better crossing of the Spokane River. Connect the Medical District and the University District with a shuttle-type transportation service.

East-West Trolley Lines

2.28 An east-west streetcar system could connect Browne's Addition through the Downtown Core to the Riverpoint Campus. The alignment could include a streetcar couplet on First and Sprague Avenues between Browne's Addition and Post Street, a three-block north-south segment on Post between First and Main Avenues, and a two-way streetcar operation on Main Avenue (assuming a future conversion of Main Avenue to two-way operations). Alignments along Riverside Avenue and Spo-

kane Falls Boulevard should also be explored. When coupled with the north-south alignment, the streetcar system would provide clean and reliable circulation through the Downtown and provide key connections between Downtown districts and mutual influence areas.

Bicycle System

The bicycle system objectives of this *Plan Update* are intended to efficiently move bicycles into and around Downtown by linking existing bicycle routes, and increasing bicycle facilities.

Downtown Bikeways

2.29 Develop a system of bikeways through Downtown along pedestrian oriented "Complete Streets" connecting to existing bicycle routes in the City and the Centennial Trail, along the Spokane River. Bikeways within the City of Spokane include any facility designed to accommodate bicycles such as a path, lane or shared roadway. The proposed Downtown bicycle system includes the following routes and bikeway facilities:

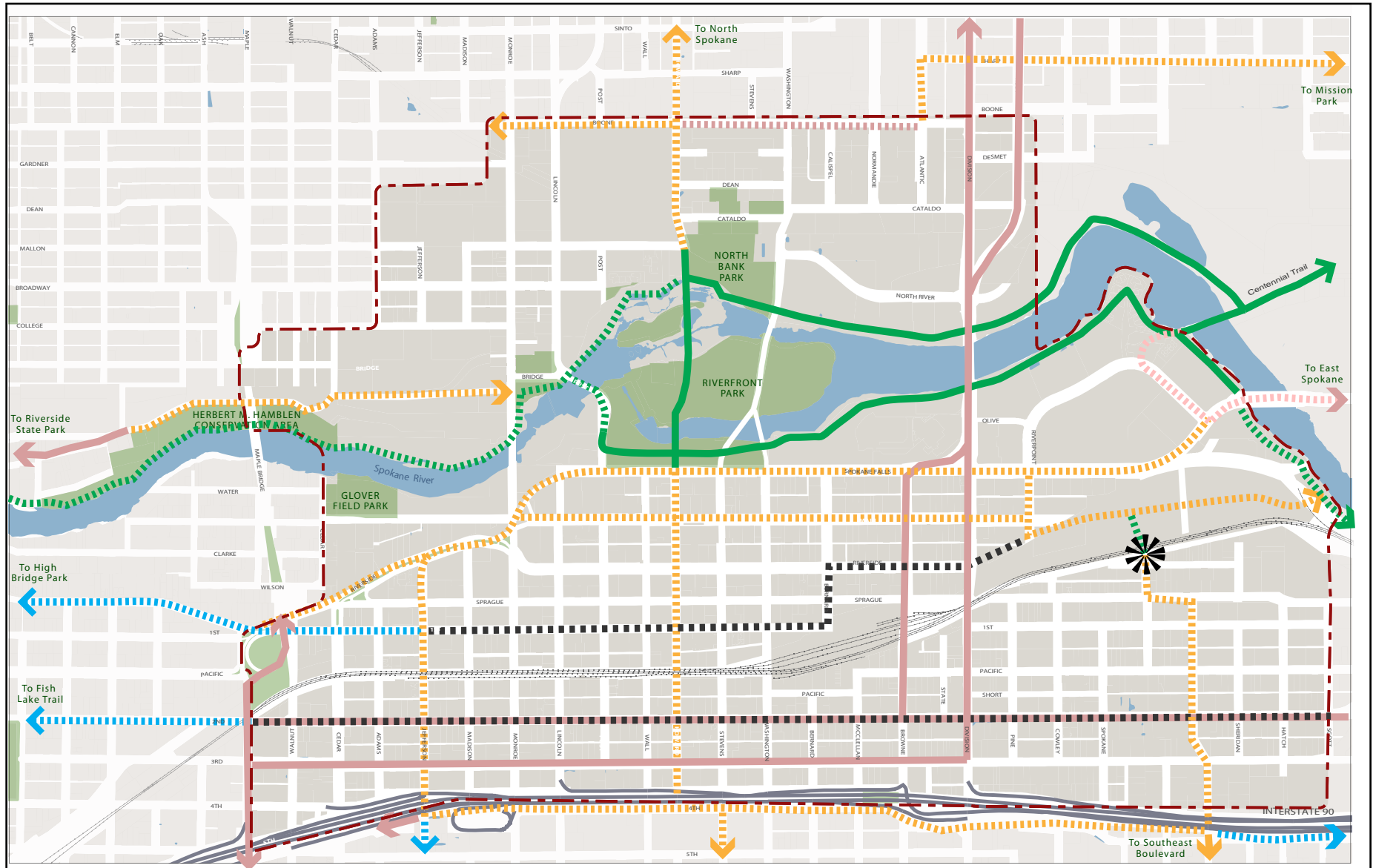
Shared-use Pathway /Trail (Multi-use Path): A shared-use pathway/trail or multi-use path is physically separated from motor vehicle traffic by open space or a barrier. In Spokane, these paths are shared by bicyclists and pedestrians. The following enhancements to Spokane's existing shared-use pathway/trail system are recommended:

- Centennial Trail
- Howard Street through Riverfront Park
- University District railroad crossing

Bicycle Lane: The bicycle lane framework would link the following network of key Downtown roadways:

- Main Avenue between Monroe and Pine Streets (eastbound)
- Spokane Falls Boulevard from Hamilton Street to Monroe Street (westbound)
- Howard Street between Fourth Avenue and Spokane Falls Boulevard; between Mallon and Maxwell Avenues
- Jefferson Street between Fourth Street and Riverside Avenue (northbound/southbound)
- Riverside Avenue between Monroe and Maple Streets; and from Division Street along the Riverside Avenue extension to the west (eastbound/westbound)
- Bridge Street/Ide Street between Adams and Monroe Street (eastbound/westbound)
- Sherman Street from Fifth Avenue to Pacific Avenue (northbound/southbound)
- Fourth and Fifth Avenues between Jefferson and Sherman Streets (eastbound/westbound)
- Second Avenue through Downtown (westbound)

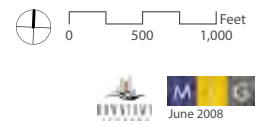
Shared Bicycle Route: Shared Bicycle Routes are motor vehicle roadways that are designated as a route for bicyclists



MAP 5.5 BICYCLE IMPROVEMENTS



- Existing Multi-use Path
- Existing Shared Route
- Parcels
- Railroads
- Proposed Multi-use Path
- Proposed Shared Route
- Parks
- Interstate
- Proposed Bike Lane
- Proposed External Bike Connection
- Spokane River
- Potential Ped/Bike Bridge
- Proposed Bike Lane
- Long-term Bike Improvements
- Study Area



with signs and/or roadway markings, and fill a gap in the bicycle lane network.

- Mallon Avenue between Howard and Lincoln Streets
- Lincoln Street/Post Street north from the Post Street Bridge
- Pine Street between Riverside and Trent Avenue
- Riverpoint Boulevard between Spokane Falls Boulevard and the Centennial Trail
- McClellan Street south from Sherman Street

External Bicycle Connections:

In addition to the bikeway facilities described above, future external bicycle connections need to be considered to support anticipated future needs of bicycle commuters:

- West along Second Avenue to Fish Lake Trail; Main Avenue to High Bridge Park; and Bridge Avenue to Riverside State Park
- North along Howard Street to North Spokane
- Northeast to Mission Park and Iron Bridge
- East along Trent Avenue to East Spokane
- Southeast to Liberty Park, Ben Burr Trail and Underhill Park
- South to South Hill, South Spokane and Southeast Boulevard

2.30 Provide adequate City of Spokane staff dedicated to pedestrian/bicycle planning, coordination, education, and encouragement; to ensure that projects are developed that meet the safety, access, and transportation needs of pedestrians, bicyclists, and other non-motorized modes

of transportation. Implement Comprehensive Plan policy that calls for a Pedestrian/Bicycle Coordinator in the City.

2.31 Provide sufficient short and long-term bicycle parking facilities throughout Downtown and explore provision of other end-of-trip facilities (showers, changing rooms, lockers, etc.) at key destinations in Downtown; such as secured locations within parking structures. Mechanisms may include public subsidy, financial incentives, and/or regulatory incentives.

2.32 When roadways are being repaved, reconstructed, and/or new signals are being implemented; special consideration should be taken to consider bike facility development. For example, Loop detectors can be placed in the bicycle travel lane to provide bicycle detection at traffic signals. Establish a coordination policy on rehabilitation projects to consider striping bicycle lanes on City-designated routes before authorizing rehabilitation/reconstruction.

2.33 Require new developments to provide bicycle parking with each new building or redevelopment project. For example, the City may coordinate with major employers to provide bicycle parking.

Loading and Service Access

2.34 Ensure that commercial and office areas have adequate access to facilities for deliveries and refuse collection.

Accessibility

2.35 Ensure that all public spaces Downtown meet or exceed Americans with Disabilities Act (ADA) standards.

Parking

2.36 Continue to implement the recommendations of the Downtown Parking Demand Study (2005).

2.37 Institute an advanced parking management system with Intelligent Transportation Systems (ITS) to increase efficiency and ease of use of parking supply in Downtown including, but not limited to:

- Consolidated Parking Meter Pay Stations (one to two per block face)
- Parking Guidance Systems
- Standardized Parking Access Signage

2.38 Assess parking supply and demand in the West End.

Strategic Parking Management

2.39 Continue support for the Parking Steering Committee and the active role of the Business Improvement District (BID) in parking issues.

2.40 Explore a local improvement district (LID) for Downtown to raise revenue for short-term off-street parking facilities.

2.41 Establish an Entertainment Parking District to support parking turn-over and customer service in the Davenport District.

2.42 Examine the feasibility of establishing a transportation management area (TMA) for Downtown or specific districts to encourage non single occupancy vehicle trips and implement transportation demand management (TDM) strategies.

Public Parking Structures

2.43 Develop additional off-street parking structures for short-term parking Downtown while encouraging long-term parking on the periphery of Downtown. Continue to connect the peripheral parking to the Downtown Core with the trolley system and pedestrian links. Continue the CityTicket program.

On-Street Parking

2.44 Prioritize on-street parking for short-term users such as shoppers and office visitors. Increase supply of on-street parking on selected streets as noted in the 2008 *University District/Downtown Transportation* study.

2.45 Explore the creation of spaces/payment structure for motorcycles, mopeds, and neighborhood electric vehicles (NEVs).

Private Parking

2.46 Encourage property owners to provide on-site parking for customers, residents and visitors and to promote alternative commute modes for Downtown employees.

2.47 Explore programs to help offset, share, and otherwise reduce the cost of providing parking for residential development in Downtown to make such developments more financially attractive.

2.48 Coordinate a joint marketing message on pricing of private off-street facilities.

Design Standards

2.49 Improve design standards for parking structures to make them more aesthetically pleasing and pedestrian-friendly. Integrate street-level commercial uses into parking structures to enhance street activity.

2.50 Improve design standards for surface parking lots to incorporate landscaping and pedestrian and bicycle amenities.

Car Sharing

2.51 Investigate car sharing options and timing for Spokane with a first phase focusing on Downtown. Work with existing car rental companies as an interim strategy.



Major Downtown Sites #1 and #2 provide an opportunity to create a major gateway into the Downtown Core at Stevens and Spokane Falls Boulevard.

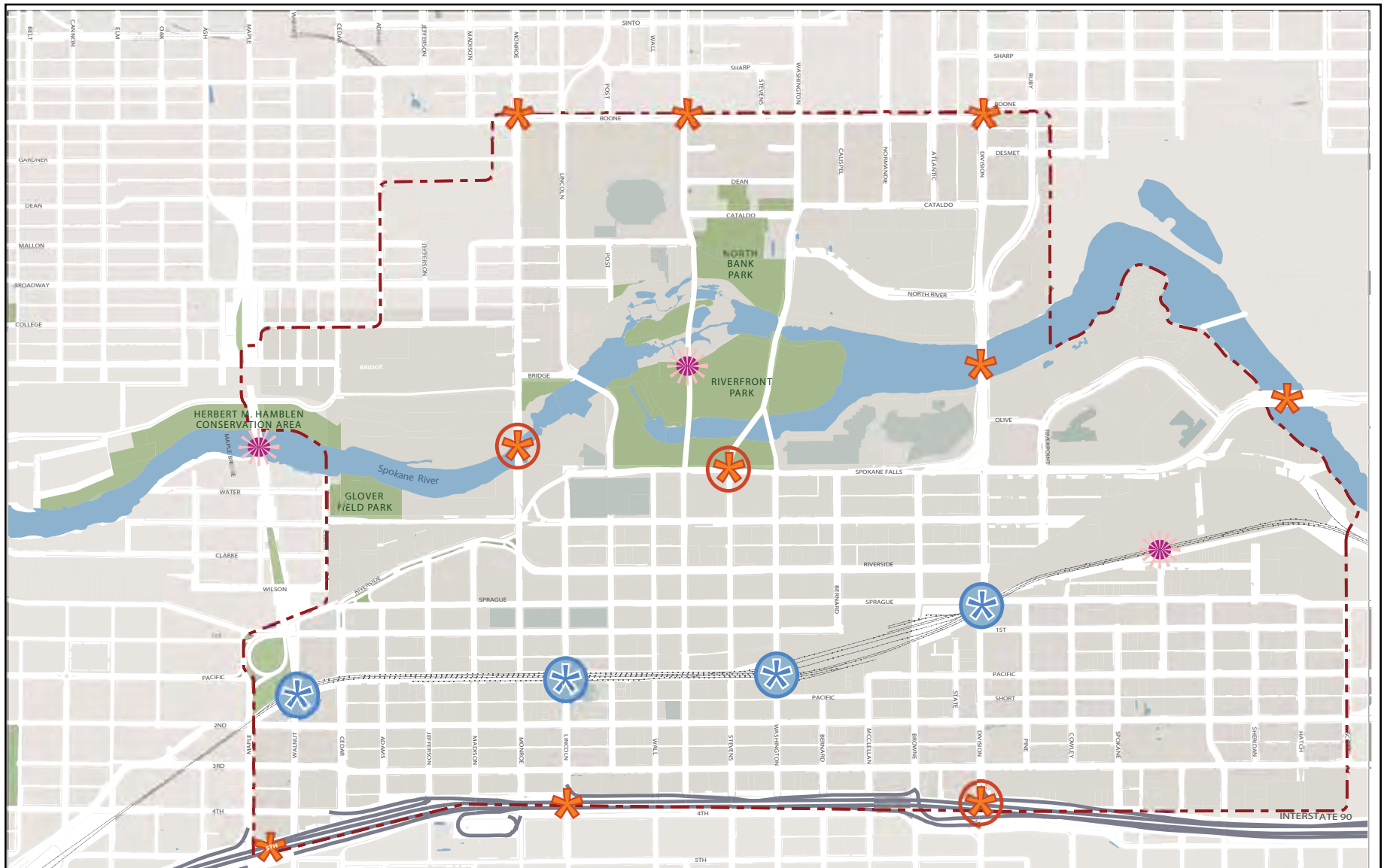


Heading south on Stevens Street approaching Spokane Falls Boulevard.

3.0 GATEWAYS, SIGNAGE, & WAYFINDING






A gateway, signage, and wayfinding program will inform residents and visitors of the existence and location of community services, recreational opportunities, retail shops, restaurants, campuses, parking, restrooms, and other information. A signage and gateway program will also support the creation of a cohesive identity for Downtown and its sub-districts. A successful signage scheme has been implemented in many other communities of various sizes. A clear hierarchy should be established to provide both directional and identification signage.

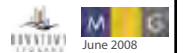
Gateway features are related to signage in helping to identify Downtown Spokane and signal the start of a unique area. Such features can be created through a combination of landscaping, directional signage, lighting, public art, and building design. They can range from subtle to monumental in scale, but all gateways should fit with the overall character and image of surrounding development and Downtown Spokane.



MAP 5.6 GATEWAYS & INFRASTRUCTURE IMPROVEMENTS



-  Gateway
-  Major Gateway
-  Underpass Enhancements
-  Ped/Bike Bridge Addition/Enhancement
-  Downtown Boundary



OBJECTIVES

The gateways, signage, and wayfinding objectives of this *Plan Update* are to establish a clear identity and positive image for the Downtown. Gateways should signal entry into Downtown or a sub-district while a variety of signage may help brand different areas. Wayfinding for all modes of travel will help visitors navigate the Downtown easily and safely.

STRATEGIES

Entries and Gateways

Interstate Gateways

3.1 Create and maintain attractive, landscaped,³ and lighted gateways at major exits from Interstate 90. Design and construct an attractive signed entry gateway at the major Interstate 90 gateway entry into Downtown. Gateway signage may be installed in the vicinity of other Interstate 90 Downtown ramps outside of WSDOT right-of-way; a maximum of two entrance markers (one in each direction) are allowed.⁴

³ See WSDOT's *Roadside Classification Plan for regulations*

⁴ *Traffic Manual M 51-02, January 2005. Washington State Department of Transportation.*

Downtown Entries and Gateways

3.2 Create attractive, well-landscaped, lighted and signed entry gateways into the Downtown. Entry gateway features should be created along major arterials extending from Interstate 90 through the Downtown and at major intersections, including the following:

First Priority Entries:

- Division and Interstate 90
- Stevens and Spokane Falls Boulevard
- Monroe Street Bridge

Second Priority Entries:

- Lincoln or Walnut and Interstate 90
- Monroe and Boone
- Howard and Boone
- Division and Boone
- Division Street Bridge
- Spokane Falls Boulevard Bridge

Enhanced Underpasses of Railroad Viaduct:

- Division and Railroad Viaduct
- Lincoln and Railroad Viaduct
- Walnut and Railroad Viaduct

3.3 The Division Street interchange off of Interstate 90 is a major entry point into Downtown Spokane. Improve Division Street with landscaping, signage, and lighting, creating an attractive entry boulevard from Interstate 90 through the Downtown.

Signage

3.4 Prohibit new billboard advertisements in the Downtown Core.

3.5 Prohibit new dynamic full-color digital signs within Downtown Spokane.

3.6 Encourage preservation of existing painted signs on the sides of buildings in Downtown. Consider allowing new painted signs on buildings with appropriate design/content review.

3.7 Implement banner management strategies with placement priorities including replacing light poles Downtown with “banner-friendly” poles; continue banner maintenance strategy; and begin process of establishing new brand for the Downtown banners.

Wayfinding

3.8 Continue implementing new directional signage for parking.

3.9 Establish and install a hierarchy of wayfinding signage for the Downtown for bicyclists, motorists, and pedestrians that clearly delineate Downtown Districts, directions and distance to major attractions.

4.0 INFRASTRUCTURE

The modern city requires infrastructure for transportation, water, sewer, and communications networks. Older facilities are in need of repair and upgrade, while new demand for fast telecommunications requires the addition of new lines to the underground network. Communications infrastructure is critical to development of the South University District and Riverpoint Campus

OBJECTIVE

The infrastructure objective of this *Plan Update* is to provide information technology, water, sewer, and wastewater services to support Downtown businesses and residents.

STRATEGIES

Street Infrastructure

4.1 Coordinate resurfacing and other street and storm water improvements with the implementation of other improvements (e.g., Complete Streets) detailed in this *Plan Update*.

4.2 Weigh costs and benefits of investments in alternative modes of transportation as a means to avoid increasing roadway capacity.

4.3 Fix deteriorating sidewalks and enforce sidewalk maintenance ordinances.

Communications Infrastructure

4.4 Continue providing latest information technology infrastructure to Downtown.

Water and Wastewater Infrastructure

4.5 Improve the sewer system, storm, drainage, and flood control systems as needed to support Downtown development. Minimize or eliminate need for high cost upgrades and retrofits by adopting sustainable methods, such as re-use, detention of roof runoff into the combined sewer system, and routing of clean water to clean water drains.

4.6 Improve water systems as needed to support Downtown development. Minimize the need for upgrades and retrofits through conservation, reuse, detention, etc.

Bridges

4.7 Add new pedestrian/bicycle bridge connections along Grant Street corridor across the railroad in the University District and on a lower deck of the Maple Street Bridge.

4.8 Explore addition of a streetcar connection on the Howard Street Bridge through Riverfront Park (or other bridges).



The Washington Water Power building just north of Spokane City Hall is currently in use by Avista Corp.

4.9 Explore possible solutions to maintain vehicular access to and across the Post Street Bridge.

Coordination of Improvements

4.10 Support the City’s effort to coordinate infrastructure installment.

5.0 HOUSING

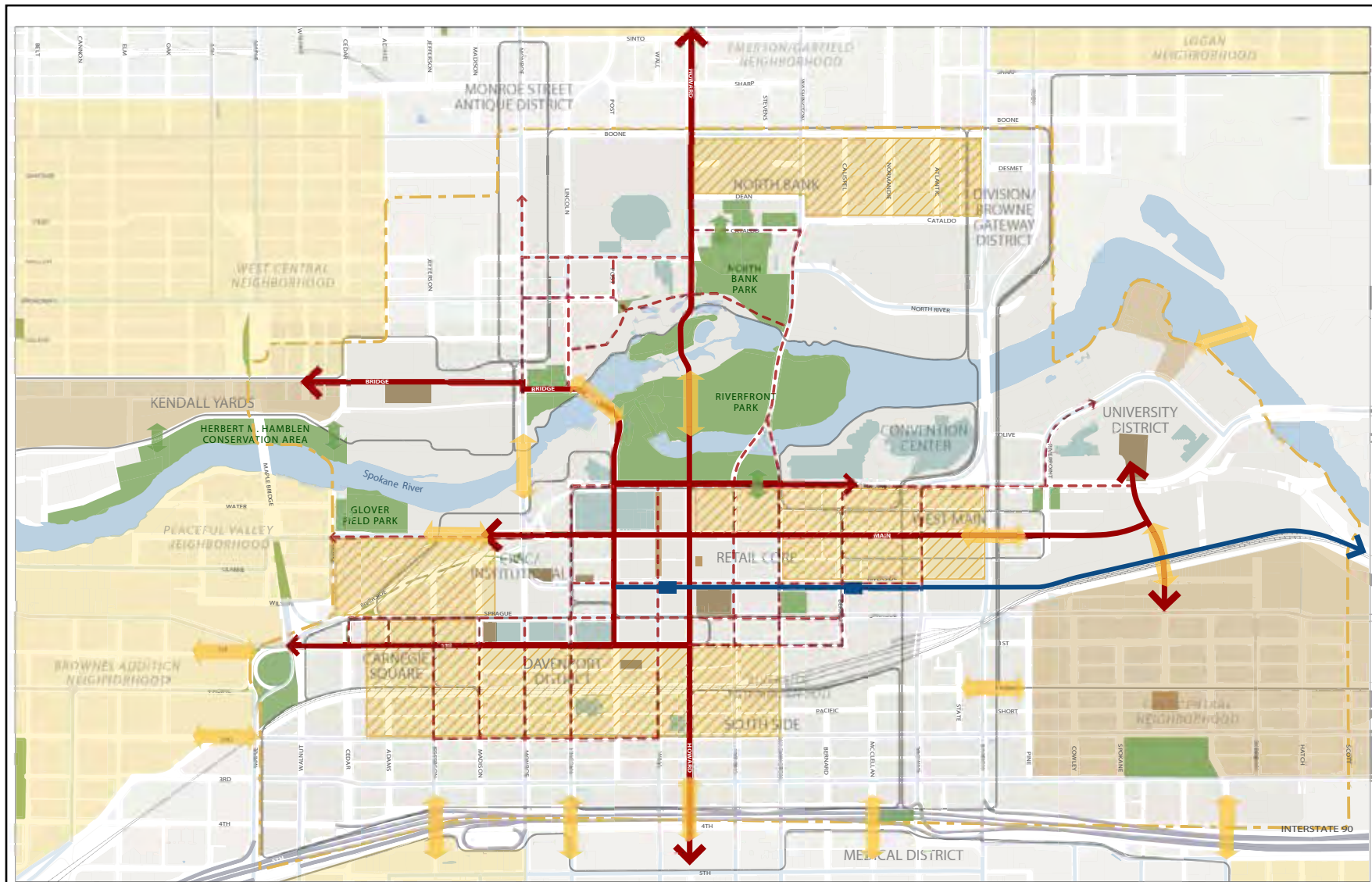
Since the *1999 Plan*, the Downtown Spokane housing stock has become more diverse. Condominiums and apartments are being added to a mix that was dominated by multi-family rental units targeted for low income and elderly occupancy. While it is important to continue to meet the housing needs of Spokane's low income and elderly populations, Downtown can benefit from a continued increase in market rate housing. While the housing market has weakened in the last year, the apartment market and the long-term outlook for all segments and types of housing in Downtown continue to be strong and, therefore, should remain a primary focus of the *Plan Update* for Downtown.

OBJECTIVE

The housing objective of this *Plan Update* is to provide Downtown housing that meets the needs of a wide range of consumers, from publicly-subsidized, affordable housing to luxury units. Increasing the number and diversity of Downtown residents will help to support retail and neighborhood services, and generate day and night activity in Downtown Spokane. Improving the live-work balance (people choosing to live near employment or education) will decrease automobile use, congestion, pollution, and the need for additional roadway capacity.

STRATEGIES

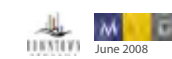
- 5.1 Create new and promote existing incentive programs to encourage residential rehab and infill projects in the Downtown, such as loan, grant or tax abatement programs for redevelopment in target areas and renovation of historic properties.
- 5.2 Continue to support the development of a new market for market-rate and high-end Downtown housing to create a more balanced spectrum of residential opportunities in Downtown Spokane.
- 5.3 Promote housing with a wide array of dwelling sizes to accommodate single-person households to families moving to and staying in Downtown Spokane.
- 5.4 Continue to work with public, private, and non-profit housing developers to create affordable housing options available Downtown and on the periphery. Leverage public, private, state, and federal funds to renovate deteriorated buildings and support local land use and regulatory incentives.
- 5.5 Use federal and local historic district designation to create opportunities for federal rehabilitation tax credits.
- 5.6 Provide density bonuses for development projects with an affordable housing component.
- 5.7 Establish a consortium of local lenders to facilitate the financing of housing Downtown.
- 5.8 Promote residential development in the Kendall Yards and South University District mixed-use urban village areas.
- 5.9 Continue to provide home improvement loans and down payment assistance programs.
- 5.10 Strive to provide neighborhood amenities for residents of Downtown including parks, plazas, schools, a grocery store, and locally-serving commercial uses.
- 5.11 Promote and support a variety of off-campus student housing.
- 5.12 Update the Downtown housing demand study to aid developers, lenders, and investors in understanding the depth and breadth of the market potential.



MAP 5.7 RESIDENTIAL STRATEGIES



Downtown Boundary	Proposed Mass Transit	Parks	Destinations	Adjacent Single Family Neighborhoods
Major Pedestrian Route	Transit Stop	Public Space	Parcels	Medium to High Density Residential
Minor Pedestrian Route	Bus Routes	Interstate	Spokane River	Mixed Use Residential
Neighborhood Connections	Railroad	Districts		



6.0 ENVIRONMENTAL STEWARDSHIP

A major emphasis of community members during the process to prepare the *Plan Update* was on environmental stewardship. Environmental stewardship in Downtown Spokane includes protection of the Spokane River, Gorge and shoreline, responsible management of storm water runoff, support of the local food shed, mitigation of heat island effects, use of renewable energy sources, integration of sustainable building materials and technologies, decreasing dependency on the automobile, waste reduction and recycling, and improved live-work balance (see earlier sections).

OBJECTIVES

The environmental stewardship objectives of this *Plan Update* are to protect, maintain, and enhance the environmental quality and natural resources within and around Downtown Spokane for current and future generations.

STRATEGIES

Water Quality

6.1 Implement the recommendations in the Great Spokane River Gorge Strategic Master Plan.

6.2 Implement the recommendations and policies outlined in the Shoreline Master Program as it relates to water quality issues and challenges in Downtown.

6.3 Include sustainable stormwater techniques in all new street and street resurfacing projects.

6.4 Encourage on-site use of stormwater and provide incentives for rainwater catchment and gray water systems.

6.5 Revise tree and planting list to ensure landscaping is climate-appropriate and requires minimal irrigation.

6.6 Allow public-private partnerships for responsibility of stormwater management.

Food Systems

6.7 Support local farmers markets, public markets, and community supported agriculture (CSA) programs.

6.8 Encourage use of locally-produced food in Downtown restaurants.

6.9 Encourage urban agriculture and community gardens, especially in mixed use urban village areas like Kendall Yards and the South University District.

Climate Change Mitigation

6.10 Increase transit ridership, encourage public and non-motorized transit options, walking, bicycling, carpooling, and the use of alternative fuel vehicles.

6.11 Encourage green roofs on new and existing structures within Downtown.

6.12 Encourage planting and maintenance of street trees throughout Downtown Spokane.

Sustainable Construction and Operation

6.13 Encourage sustainable building materials and both active and passive technologies to minimize energy use.

6.14 Explore systematic provision of renewable energy sources and promote integration of renewable energy technologies in new development and renovations.

6.15 Promote energy-efficient materials and supplies for use in building maintenance and operations.

6.16 Adopt a policy that all new City-owned or -occupied buildings must be LEED® certified, and existing buildings be programmed to move towards and achieve certification when and where feasible.

Waste Reduction and Recycling

6.17 Develop a comprehensive waste reduction and recycling program for the Downtown that includes purchasing green products, encouraging compostable bags, sidewalk and curbside recycling, and composting.

7.0 ECONOMIC DEVELOPMENT

Economic development is the process of intervening in the local economy to promote its health, stability, and sustainability. A healthy economy is based on sustainable growth in jobs and income. A healthy economy also generates governmental revenues that support the community facilities and services needed and desired by residents. Downtown Spokane should continue to foster and support creativity and innovation to retain and attract the best and brightest businesses and employees.

Economic development tools can also help to retain and attract businesses to an area. There are many avenues for business support, such as the existing Business Improvement District (BID), the City’s Economic Development Division, and Greater Spokane Incorporated, the merged entity formerly operating as the Spokane Regional Chamber of Commerce and the Spokane Area Economic Development Council. Other economic development tools include programs that market and promote Downtown, programs that provide services such as technical assistance and low-interest loans to businesses, and state designation of the University District as an Innovative Partnership Zone.

OBJECTIVES

The economic development objectives of this *Plan Update* are to retain existing Downtown businesses and attract new businesses to Downtown Spokane to extend the Downtown revitalization into the University District and accelerate the developing academic health center at the Riverpoint Campus; and to create a vibrant commercial sector supported by employees in Downtown offices and retail establishments, as well as visitors from the rest of the City, region, and out of town.

STRATEGIES

Downtown Business Development Strategy

7.1 Implement a comprehensive Downtown Business Development Plan with a set of integrated programs to attract new economic activity and retain existing businesses Downtown.

7.2 Periodically conduct market studies to stay abreast of emerging opportunities for Downtown Spokane.



The Downtown Spokane Partnership’s Security Ambassadors, a BID program, provide recommendations and directions to residents and visitors alike.

Retail Strategy

7.3 Develop a comprehensive retail strategy for the Downtown that differentiates between the various concentrations and pockets of retail and entertainment uses to prevent competition between districts.

Business Development

Business Retention and Recruitment

7.4 Expand and aggressively promote technical assistance programs for business retention and development. The program should target a broad range of business types and sizes, from large, established companies to small, start-up operations.

7.5 Explore a program to provide direct and indirect financial support (e.g., rent assistance, marketing assistance, business support services) to new businesses to increase chances of success and decrease negative perceptions of struggling businesses and vacant storefronts.

7.6 Promote creation of additional retail, office, and research incubation space in Downtown Spokane.

Marketing

7.7 Develop a cooperative marketing and Downtown promotion campaign with Greater Spokane Incorporated (GSI), the City, the Convention and Visitors Bureau (CVB), the Downtown Spokane Partnership (DSP) and Business Improvement District (BID), Riverpoint Campus, and University District, utilizing the Spokane: Near nature. Near perfect. regional brand.

Emerging Clusters

7.8 Promote high-tech biomedical, medical technology, and other business clusters in Downtown Spokane.

7.9 Provide targeted neighborhood economic development funding for wealth-generating activity consistent with Neighborhood Plans.

7.10 Provide strong support for growing the biomedical/health/life sciences innovation enterprise centered on the Riverpoint Campus.

Public-Private Partnerships

7.11 Utilize existing groups, such as the BID, to coordinate Downtown projects and programs such as special events, advertising, and parking programs.

New Resources

Tax Increment Financing

7.12 Utilize the new tax increment district that includes Kendall Yards and a large portion of the West Central Neighborhood and the power to utilize tax increment financing (TIF) to support development of Kendall Yards, the South University District, and redevelopment/public improvements in developed areas.

Convention Center Expansion

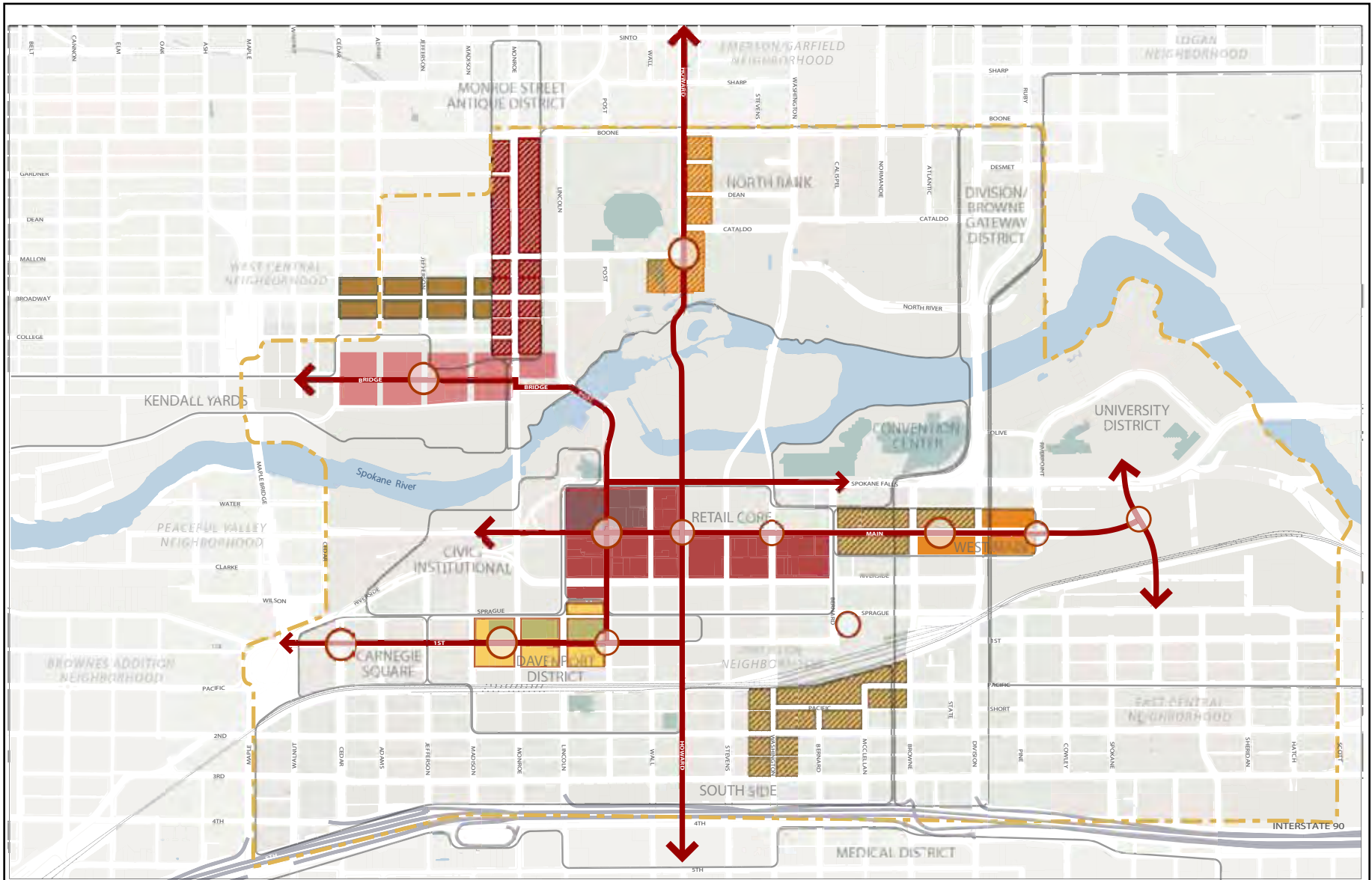
7.13 Support and promote the expansion of the Spokane Convention Center on the block south of the current facility, which is bounded by Spokane Falls Boulevard, Main Avenue, Washington, and Bernard Streets.

Downtown Public Market

7.14 Create a public market on a Downtown site that would support residential uses and attract visitors from across the region. The market could be seasonal, weekly, and/or daily, depending on the demand.

Downtown Grocery Store

7.15 Encourage the development of at least one full-line grocery store in Downtown.



MAP 5.8 RETAIL STRATEGIES



- Downtown Boundary
- Major Pedestrian Route
- Interstate
- Railroad
- Pedestrian Nodes
- Destinations
- Parcels
- Spokane River
- Districts
- Regional Retail
- Local / Niche Retail
- Student Oriented Retail
- Family / Entertainment Retail
- Cultural / Entertainment Retail
- Kendall Yards Retail
- Antique / Boutique Retail
- Broadway Neighborhood Retail

0 500 1,000 Feet

June 2008



The community showed strong support for the creation of a public market in Downtown Spokane.

8.0 ARTS, CULTURE, & ENTERTAINMENT

Downtowns are traditionally the cultural centers of cities, bringing people together for a “night on the town.” The INB Performing Arts Center, Fox Theater, Bing Crosby Theater, play houses, live entertainment, the Spokane Arena, theaters, and Riverfront Park offer numerous opportunities for sampling exciting events Downtown.

OBJECTIVES

The arts, culture, and entertainment objectives of this *Plan Update* are to foster and support an exciting mix of traditional and innovative art forms; to take pride in the rich cultural character of Downtown, and to celebrate creativity, diversity, and understanding through participation in the arts. Downtown should provide adequate facilities for performance, exhibition, readings, and other events.

STRATEGIES

Public Museum

8.1 Encourage and promote the development of a public museum Downtown including focus-specific museums for children, art, science and technology, and river environments. Science and technology museums have been particularly successful in other major cities and would complement the growing high tech sector of Spokane’s economy. The new Mobius Science Museum is

a compelling destination project that will likely be developed on the North Bank.

Street Artists and Public Art

8.2 Support and encourage street artists, musicians, and public art in Downtown Spokane.

Live-Work Options

8.3 Encourage lofts and live-work units, especially in transitioning areas, to encourage artists and other crafts people to locate Downtown and in the University District.

Davenport District

8.4 Support continued development and redevelopment in the Davenport District centered along First Avenue adjacent to the Steam Plant.

Spokane Arts Commission

8.5 Support the Spokane Arts Commission in efforts to develop arts programs, festivals, and public outreach and education in Downtown.

Art Galleries

8.6 Continue to support local artists and galleries through efforts like the First Friday art walk.

9.0 MANAGEMENT, MARKETING, & PROGRAMMING

9.0 MANAGEMENT, MARKETING, & PROGRAMMING

The Downtown Spokane Partnership (DSP) and the Business Improvement District (BID) are primarily responsible for management, marketing, and programming in Downtown Spokane. These functions are critical to a successful Downtown.

OBJECTIVES

The management, marketing, and programming objectives of this *Plan Update* are to ensure that the Downtown remains a safe and inviting destination and home for visitors, businesses, and residents.

STRATEGIES

Management

- 9.1 Continue police enforcement services through the City of Spokane.
- 9.2 Continue implementation of the BID to fund clean, safe, marketing, and parking programs in the Downtown Core to BID Ratepayers.
- 9.3 Continue the City’s new street tree grant program for new street trees and irrigation. Coordinate with stormwater management techniques for green infrastructure.

- 9.4 Continue ongoing coordination and advocacy on behalf of Downtown businesses and residents.
- 9.5 Pursue expansion of the BID boundary to encompass a larger portion of Downtown.

Marketing

- 9.6 Promote Downtown as a regional destination for both local and regional residents and tourists.
- 9.7 Conduct periodic consumer surveys to provide insight into usage patterns of Downtown.
- 9.8 Partner with the Spokane Convention and Visitors Bureau as well as others to maximize promotion of Downtown amenities.
- 9.9 Continue to provide multi-media promotions and advertisements for Downtown and its many events.

Programming

- 9.10 Enhance Downtown as a regional center of cultural and entertainment activity through publicity for and creation of events.
- 9.11 Secure sponsorships for various events and promotions.



The Davenport District is the new hub of arts, culture, and entertainment for the Inland Northwest.

10.0 STANDARDS AND GUIDELINES

It is important that the regulatory and administrative frameworks support the vision, goals, and objectives of the *Plan Update*. As the Community Vision and supporting strategies evolve, so must the standards and design standards.

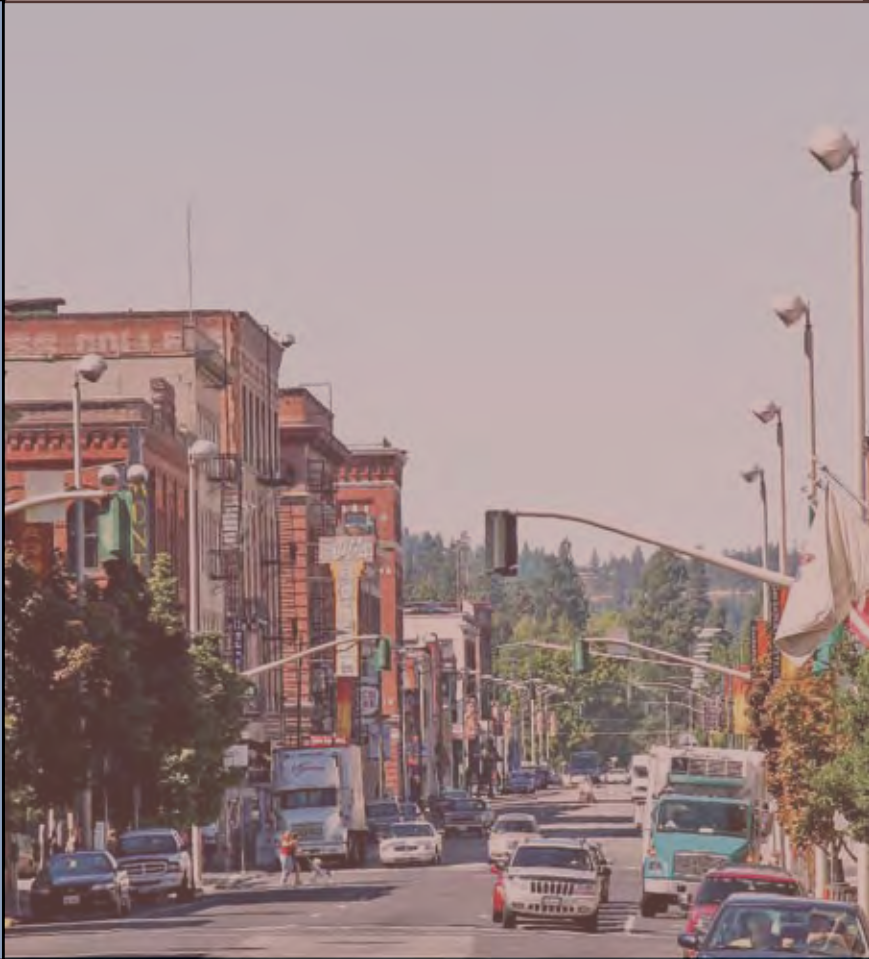
OBJECTIVES

The standards and guidelines objectives of this *Plan Update* are to ensure that the development standards and design guidelines for Downtown support the Community Vision and optimize both public and private interests.

STRATEGIES

10.1 Update zoning regulations to require, allow, or prohibit actions as described in the *Plan Update*.

10.2 Update the *Downtown Design Guidelines* to facilitate the desired built form objectives and strategies outlined in Chapter Four.



Chapter 6

fast forward spokane

DISTRICT STRATEGIES

District Strategies

IN THIS CHAPTER

DOWNTOWN DISTRICTS

SPECIAL DISTRICTS

DOWNTOWN INFLUENCE AREAS

NEIGHBORHOOD PARTNERS

1.0 DOWNTOWN DISTRICTS

Downtown Spokane is comprised of nine geographic and functional districts, including the six districts identified as part of the *1999 Plan* including the Central Core, West End, East End, North Bank, South Side, and Riverfront Park. The Central Core is the center of Downtown, with predominantly high-density office and commercial uses. The West End and East End are mixed use neighborhoods with high-density retail, housing, and office uses. North Bank and Riverfront Park are the sports entertainment and recreation centers of Downtown Spokane. The South Side possesses more light industrial, warehouse, and auto-oriented uses. Three new districts have been added to the Downtown as a result of expanding the Downtown boundary. These include the eastern portion of Kendall Yards, the South University District, and the Riverpoint Campus. Kendall Yards and the South University District are mixed use urban villages and the Riverpoint Campus is an urban campus with a mix of uses that complement the traditional institutional uses. This chapter outlines a set of strategies designed to encourage the most suitable type of development in each district and to solidify each district's role and identity within the Downtown.

“Opportunity sites” identified within each district are sites with a high potential to act as a catalyst for further infill development in the area due to their key locations or roles in the district.



The retail and office segments of the Downtown Core provide the major activity generator for the entire region.

DOWNTOWN DISTRICTS OBJECTIVES

The Downtown Districts objectives of this *Plan Update* are to create distinctive districts within the Downtown, each with its own character; and to provide connections within and between the districts.

DOWNTOWN CORE STRATEGIES

The Downtown Core is bounded by Spokane Falls Boulevard to the north, the railway viaduct to the south, Bernard Street to the east, and Monroe Street to the west. It is comprised of two sub-areas, divided by Riverside Avenue – a Retail Core to the north, and an Office Core to the south.

Land Use

Retail Core

1.1 Strengthen and intensify a concentrated retail center mixed with office, residential, and entertainment uses between Spokane Falls Boulevard, Riverside Avenue, Monroe Street, and Bernard Street.

Office Core

1.2 Strengthen and intensify a concentrated office center mixed with retail, residential, and entertainment uses between Riverside Avenue, the railway viaduct, Monroe Street, and Bernard Street. Ground floor retail is encouraged in the office core.

Opportunity Sites

Convention Center Expansion (South Site)

1.3 Further expansion of the Convention Center south across Spokane Falls Boulevard will help make significant inroads into connecting the Convention Center with the East End and Downtown Core. The development will include a Class A Convention Center Hotel, additional convention space, structured parking, a multi-modal transportation hub, and other public uses. It will be critical that the development has active ground floor uses, especially along Main Avenue.

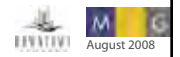
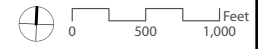
Major Downtown Sites #1 and #2 (along Stevens between Spokane Falls Boulevard and Main Avenue)

1.4 Target the currently underutilized Stevens Street blocks between Spokane Falls Boulevard and Main Avenue for mixed-use development of office and/or residential uses with ground floor retail integrated with a pair of gateway plazas at the southern half of the intersection of Spokane Falls Boulevard and Stevens Street. Development at this location will act as a catalyst for further infill in the Downtown Core by tying the Convention Center to the retail core to the west.



MAP 6.1 SUB-DISTRICTS
FAST FORWARD Spokane
 Downtown Plan Update

- - - Downtown Boundary
- District Boundary
- Interstate
- Railroads
- Parks
- Parcels



STA Plaza

1.5 The STA Plaza is a central hub in the Downtown Core. The addition of light rail and streetcar to the Downtown will increase the vital role the STA Plaza plays. Improvements to the STA Plaza can help activate the street level facades, improve transit function, improve the quality of retail tenants, and decrease nuisances.

Macy's Building Site

1.6 The block that is home to Macy's is currently underutilized. Measures should be taken to support Macy's in its role as a major Downtown anchor and encourage it to better utilize the upper floors of the buildings it owns to emphasize their Downtown identity.

WEST END STRATEGIES

The West End is bounded by the Spokane River and West Main Avenue to the north, the railway viaduct on the south, Monroe Street to the east, and Cedar/Maple Street to the west.

Land Use

1.7 Continue development of the West End as a regional arts and entertainment destination with mixed-use office and medium to high-density residential area and retail spaces located on the ground floor. Encourage the concentration of retail activity along First Street connecting the West End east through the Downtown Core to the Intermodal Center. Existing older and historic buildings should be preserved and reused for office spaces, live-work studios, apartments, and ground floor retail uses.

Opportunity Sites

Old Greyhound Station

1.8 This site, located along the north edge of First Avenue between Madison Street and Jefferson Street, should be redeveloped as a mixed use entertainment complex around the existing shaded plaza area. A five story infill development on the southeast corner of the block can have a mix of retail and residential. Reusing this site will help fill a critical gap along First Avenue.

Otis Hotel and the Madison Building

1.9 Actively pursue development teams/arrangements to complete rehabilitations of the Otis Hotel and the Madison Building along First Avenue.

Other First Avenue Blocks

1.10 Promote the development of vacant and underutilized sites along First Avenue with a mix of uses including office and residential spaces with ground floor retail. These key development sites should be developed with wider sidewalks and plazas, creating a linear pedestrian link through the West End and to the Davenport District.

Alley Development

1.11 Railroad Alley between Monroe and Adams provides a unique opportunity to become a secondary retail and pedestrian way that could be shared with vehicular traffic. Identify spaces where planters, bumpouts, and other streetscape features could be placed to create a stimulating pedestrian environment and would slow traffic.

EAST END STRATEGIES

The East End is bounded by the River to the north, the railway viaduct to the south, Division Street to the east, and Bernard Street to the west.

Land Use

1.12 Promote the development of the East End as a mixed-use, medium to high-density residential and professional office area with ground floor retail uses. Existing older and historic buildings should be preserved and re-used for office spaces, live-work studios, apartments, and ground floor retail uses.

Opportunity Sites

West Main Avenue Sites

1.13 Promote the development of vacant and under-utilized sites along the east end of West Main Avenue with a mix of uses including office and residential spaces with ground floor retail. These key development sites should be developed with wider sidewalks and plazas, creating a linear pedestrian link through the East End east to the University District and west to the Downtown Core.



The east end of West Main is brimming with opportunities (existing conditions, top) and can be improved with new development, intersection improvements, circulation adjustments, and streetcar (bottom).



The South Side has a large supply of historic buildings that can be rehabilitated and reused.

Intermodal Center

1.14 Promote renovation, additions, and infill at the Intermodal Center to more fully utilize the development potential at this major transportation hub. A mixed use development should retain the transportation functions and add retail, office, or residential space.

Bernard Street Blocks

1.15 Promote the development of vacant and underutilized sites along Bernard Street with a mix of uses including offices, housing, and live-work studios with ground floor retail and supporting retail uses (e.g., grocery store, barber shops). These key development sites should be developed with wider sidewalks and plazas, creating a linear pedestrian link between the Intermodal Center, the Convention Center, and Riverfront Park.

NORTH BANK STRATEGIES

The North Bank is bounded by Boone Avenue to the north, the Spokane River to the south, Division Street to the east, and Monroe/Adams Street to the west.

Land Use

1.16 Develop the North Bank with a mix of uses including the Native American Cultural Center, and new sports entertainment and recreation uses with supporting commercial and entertainment retail uses closer to the Arena and fronting Riverfront Park. In addition, the

North Bank provides opportunities for mixed-use medium and high-density residential uses and new office uses with supporting service retail.

Opportunity Sites

Surface Parking Lots

1.17 Encourage the redevelopment of surface parking lots for new uses including civic, recreational, retail, entertainment, and residential uses with public access and views to Riverfront Park north and south along public rights-of-way.

Bridge Street Sites

1.18 Encourage sale of this site to a private developer and subsequent mixed-use development with active uses on the southern corners and housing above.

New Mobius Site

1.19 Support the development of a new Mobius Science Center on the North Bank.

SOUTH SIDE STRATEGIES

The South Side is bounded by the railway viaduct to the north, Interstate 90 to the south, Division Street to the east, and Maple Street to the west.

Land Use

1.20 Encourage a mix of Class B office spaces, residential live-work studios and apartments, and light industrial uses such as welding, glass-blowing, and fabrication, in existing older and historic structures north of Second Avenue.

1.21 Retain existing warehouse and light industrial buildings. If opportunities arise, encourage reuse of these buildings for residential and office uses and include ground floor retail where feasible.

1.22 Encourage highway commercial and auto oriented sales and services to continue to locate along Third Avenue from Division Street to Maple Street.

RIVERPOINT CAMPUS STRATEGIES

The Riverpoint Campus is bounded by the Spokane River to the north and east, the railroad tracks to the south, and Division Street to the west.

Land Use

1.23 Promote higher education, technology, biomedical, and research functions integrated with other complementary uses in both vertical and horizontal mixed use development. The urban campus is developed to be pedestrian-friendly, promote non-auto trips, be higher density, and be integrated with surrounding uses. Structured parking will be critical to the long-term success of this area.

Opportunity Site

Pine Street Development Site

1.24 This site will be redeveloped with a mix of clinical, commercial, retail, and apartment uses. The pioneer tenant may be Arthritis Northwest, a five-physician clinic currently located in the Sacred Heart Doctors Building, would move its offices to the site and bring a “Musculoskeletal Center of Excellence” to the project.

The development of this site is key to making a strong connection between the Riverpoint Campus and the rest of Downtown across Division Street.



A major obstacle to development in the South University District is the lack of connectivity with the Riverpoint Campus.

SOUTH UNIVERSITY DISTRICT STRATEGIES

The South University District is bounded by Interstate 90 to the south; the railroad tracks to the north; extends to Washington Street to the West, and Arthur Street to the East.

Land Use

1.25 Promote medium to high density development and a mix of uses such as housing and/or offices located above retail spaces. Street layout and site planning should emphasize pedestrian over automobile movement. It is anticipated that older warehouse and light industrial spaces will be converted to residential and office uses. Retail should be focused along Sprague Avenue and Pacific Avenue.

KENDALL YARDS STRATEGIES

The eastern portion of Kendall Yards site that is included in the Downtown boundary is bounded by the Spokane River to the south, Monroe Street to the east, College Avenue to the north, and Maple Street to the west.

Land Use

1.26 Promote medium to high density development and a mix of uses such as housing and/or offices located above retail spaces and other active uses. Street layout and site planning should emphasize pedestrian over automobile movement and Downtown and regional linkages.

RIVERFRONT PARK STRATEGIES

Riverfront Park is bounded by Spokane Falls Boulevard to the south; Division Street to the east; Monroe Street to the west; and extends just beyond the riverbank to the north. Riverfront Park is planned and maintained by the Spokane Parks and Recreation Department and the Park Board. The policies in this section are intended as recommendations to the Park Board to help coordinate park development with Downtown activities.

Land Use

1.27 Develop new park improvements with a central pedestrian spine and more active uses along Howard Street. Locate existing passive recreational uses to the east and west of Howard Street.

Howard Street Link

1.28 Improve north and south entries to the park along the Howard Street corridor with active uses that attract people to the park. Develop a strong functional and visual link along Howard Street between the commercial sports and entertainment recreational uses in the North Bank area and the Downtown Core. Draw pedestrians from one space to the next by strategically siting major attractions along Howard Street with view corridors revealing the next attraction.

1.29 Howard Street should continue to be closed to automobile traffic through the Park, and be further reinforced with major activities such as coffee shops and outdoor bistros that bring people and vitality to the area. Signage should be created at the intersection of Howard Street and the Centennial Trail.

1.30 Investigate the possibility of extending a streetcar line north and south through Downtown and Riverfront Park along Howard Street. Use the criteria of cost, ridership, environmental impact, safety, and impact on park atmosphere to decide whether to construct streetcar through the park.

1.31 Orient buildings and activities to enhance the Howard Street corridor.

Riverfront Views

1.32 Attractions, activities, and trails in the park should enhance riverfront views. For example, the maintenance facility could be relocated to another area and replaced with a café that takes advantage of the riverfront views. Also, a Spokane River interpretive signage program should be implemented in order to improve wayfinding within the area.

Connections to Downtown

1.33 Extend park elements such as plazas, mini-parks, and additional open space to the north, south, and west of the park to create functional and visual connections between Downtown, the park, and Spokane River Gorge.

Connections to Central Falls Area

1.34 Provide improvements to the Spokane River central falls area as a major destination for pedestrian view of the river falls.

Security and Safety

1.35 Improve the security and safety of the park, particularly for nighttime strollers, by bringing more people and major activities in the evenings and improving lighting and security patrols.

Public Art

1.36 Promote and preserve the “sculpture walk” in Riverfront Park. Public art, particularly from local artists, contributes to the uniqueness of Riverfront Park and adds an additional attraction for residents and visitors.



The Davenport District has strong momentum, but still requires support as additional development and its impacts are realized.

2.0 SPECIAL DISTRICTS

Five special districts are identified for Downtown: the Davenport District; West Main; Monroe Street Antique District; Hotel, Convention Center and INB Performing Arts Center District; and Commercial “Zones.” This *Plan Update* does not define rigid boundaries for these districts. Rather, general areas have been demarcated in order to allow for flexibility in implementation until further information or policies allow for the marking of clear boundary lines, if necessary. The intent of these special districts is to encourage an agglomeration of similar visitor-attracting establishments and employment activities. Concentrating visitor resources in identifiable districts creates a more exciting atmosphere for patrons, and allows these establishments to more easily coordinate marketing and promotion activities.

Note: The term “district” refers here to a specific area, but is not intended to denote a rigid boundary.

SPECIAL DISTRICT OBJECTIVES

The objective of the special districts is to create distinctive activity areas within Downtown. The “Davenport District” will be the focal point of the entertainment industry in Downtown Spokane. “West Main” will be a major destination for food and drinks. The “Monroe Street Antique District” will have a concentration of antique

and boutique shops. Major retail and visitor services will be concentrated in the Commercial “Zones” and “Hotel, INB Performing Arts Center and Convention Center” districts along Spokane Falls Boulevard.

Davenport District Strategies

- 2.1 Support and enhance the Davenport District, along First Avenue and Steam Plant Square.
- 2.2 Promote extension of the District westward along First Avenue and south of the railroad viaduct along Second Avenue.
- 2.3 Establish an entertainment zone parking district to support parking turn-over and customer service.
- 2.4 Construct an additional parking structure to be used by visitors and employees of the Davenport District.
- 2.5 Encourage artists to locate in the Davenport District by granting variances or special use permits to allow compatible arts-supporting uses not normally permitted under the current zoning code.

West Main District Strategies

2.6 Support and enhance development along the east end of West Main between Stevens Street and Pine Street building on the nucleus located between Browne Street and Division Street.

2.7 Support the renovation and reuse of historic buildings.

Hotel, INB Performing Arts Center, and Convention Center District Strategies

2.8 Promote redevelopment activities and reinforce the Hotel, INB Performing Arts Center, and Convention Center District around the Convention Center.

2.9 Improve pedestrian connections between the Convention Center, hotels, the Intermodal Center, the Davenport District, and across Division Street to the Riverpoint Campus. Encourage and enhance pedestrian crossings of Division at West Main Avenue and along the Centennial Trail.

Monroe Street Antique District

2.10 Improve pedestrian connections between Monroe Street Antique District and the Downtown Core.

2.11 Brand the “district” with distinct street furnishings, street sign toppers, and decorative poles with banners.

Commercial “Zone” Strategies

2.12 Create concentrated restaurant and entertainment centers by encouraging new establishments to locate in three restaurant and entertainment “hot zones”:

- Along Main Avenue, strengthening the connection between the Convention Center, West Main nucleus, the Riverpoint Campus, and Downtown retail core;
- Along First Avenue in the West End connecting to the Davenport District to service theater-goers and the West End neighborhood; and
- Along Howard Street between Mallon and Boone to support sports and entertainment uses in the North Bank.

These concentrated centers will increase pedestrian density and vitality to these areas.



The Davenport Hotel as first constructed (above) provided an anchor within the Downtown Core, much like the renovated hotel does today.



The Gonzaga Campus is a vital influence area adjacent to the Downtown in the University District.

3.0 DOWNTOWN INFLUENCE AREAS

Downtown “Influence Areas” are areas that both influence and are influenced by activities in Downtown due to their adjacency to Downtown.

INFLUENCE AREA OBJECTIVE

The main objective for the Influence Areas is to promote better connections between the influence areas and Downtown.

INFLUENCE AREA STRATEGIES

3.1 Promote better connections to adjoining influence areas that strengthen and contribute to the success and vitality of the Downtown Core, including:

- County Government Center
- Medical/Residential District (south of Interstate 90)
- Gonzaga University

County Government Area

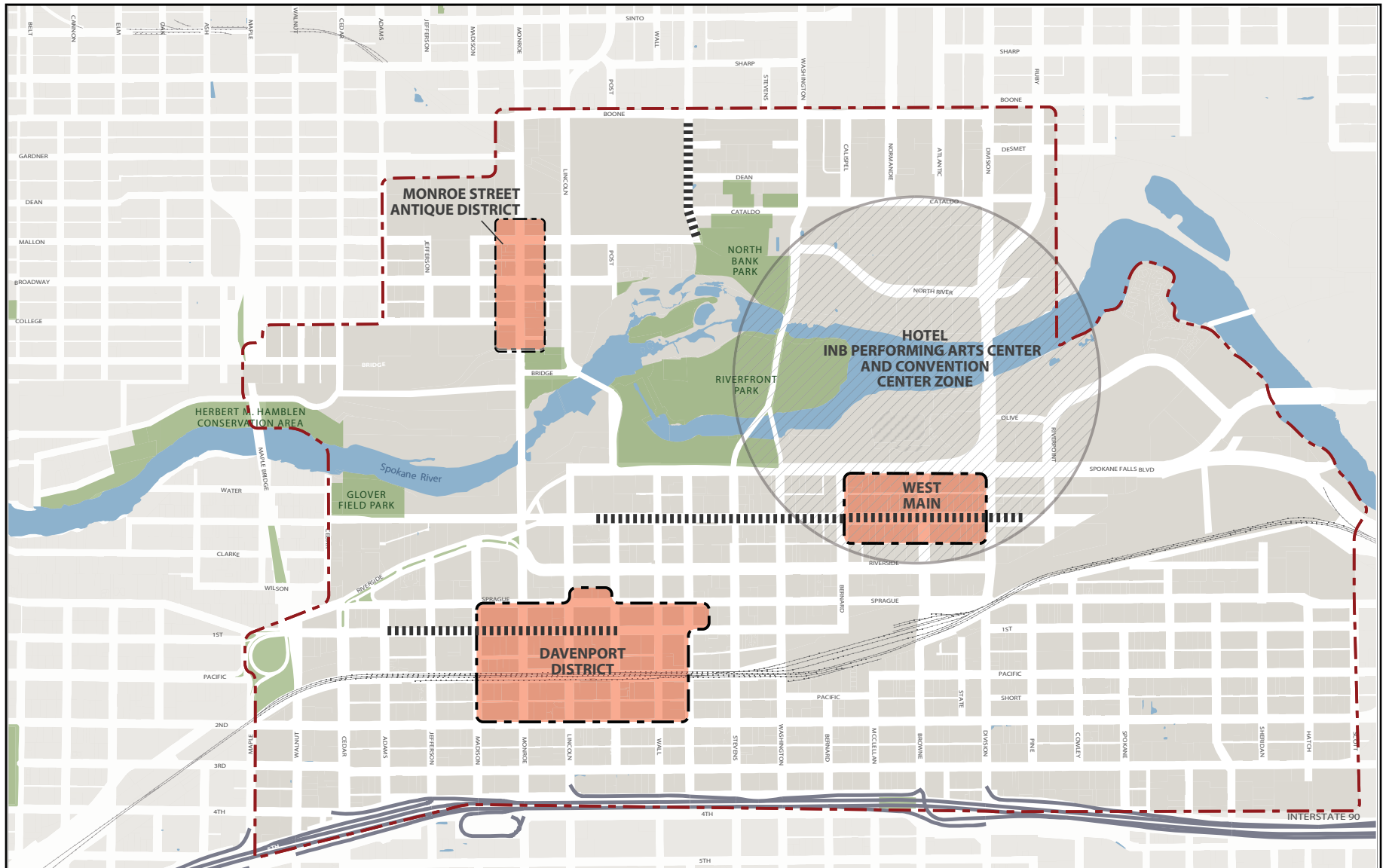
3.2 Provide pedestrian connections to the Downtown Core from the County Government employment area.

Medical District

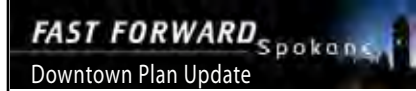
3.3 Provide pedestrian connections to the Downtown Core and Riverpoint Campus from the Medical District employment area.

Gonzaga University

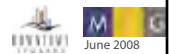
3.4 Provide streetcar connection to Gonzaga University from the Riverpoint Campus and Downtown Core.



MAP 6.2 SPECIAL DISTRICTS & ZONES



- - - Downtown Boundary
- District Boundary
- Commercial Zone
- Interstate
- Parks
- Parcels
- +— Railroads





Peaceful Valley residents have strong interest and involvement in the happenings of Downtown.

4.0 NEIGHBORHOOD PARTNERS

The livelihood of Downtown Spokane depends greatly on the vitality of its neighborhoods, just as neighborhoods benefit from a vital Downtown. The neighborhoods adjacent to Downtown are critical partners in this planning process. Healthy neighborhoods – with access to good jobs, schools, child care, transportation, and other necessities – provide Downtown with a market support base for its retail, services, restaurants, and entertainment sectors. Likewise, a thriving Downtown will attract a diverse and stable resident population to Downtown neighborhoods.

NEIGHBORHOOD OBJECTIVES

The objectives for Downtown neighborhoods are to improve physical connections to Downtown, and to improve the health of neighborhoods through targeted economic development.

NEIGHBORHOOD STRATEGIES

4.1 Promote better physical connections to adjoining Downtown neighborhoods, including:

- Browne's Addition
- Cliff Cannon
- East Central Neighborhood
- Emerson Garfield
- Logan Neighborhood
- Peaceful Valley
- West Central Neighborhood

4.2 Continue to develop specific area plans in neighborhoods as needed, consistent with the City's Comprehensive Plan.

4.3 Provide targeted neighborhood economic development funding from the City for wealth-generating activity consistent with Neighborhood Plans. Areas of focus could include:

- Transportation
- Commercial development
- Physical connections
- Affordable housing

4.4 Increase Code Enforcement efforts in Downtown neighborhoods to improve safety and neighborhood character.



MAP 6.3 INFLUENCE AREAS & NEIGHBORHOODS



- - - Downtown Boundary
- = Interstate
- Parks
- Parcels
- + + + Railroads





Chapter 7

fast forward spokane PLAN IMPLEMENTATION

Plan Implementation

IN THIS CHAPTER

PLAN BUDGET AND FINANCING STRATEGY
IMMEDIATE ACTION PLAN
PROGRAM OPERATION
SPOKANE PLAN BENCHMARKS

1.0 INTRODUCTION

The final step in the strategic planning process is the most critical: a well-defined program for implementation puts the *Plan Update* into action. This chapter presents the heart of the strategic planning effort – a set of Priority Actions selected as those most critical for Downtown’s future success. Program operation components and benchmarks for measuring progress are presented after the Immediate Action Plan (as defined below).

2.0 PLAN BUDGET AND FINANCING STRATEGY

The Downtown Spokane Partnership and the City of Spokane will develop a five-year budget to begin the implementation of the *Plan Update*. The budget will:

1. Further prioritize the action items included in this chapter as the “Immediate Action Plan”;
2. Identify project costs related to the action items in the “Immediate Action Plan” in consultation with other agencies and parties responsible for project implementation; and
3. Set a timeline for plan implementation in accordance with project priority, impact, and funding availability.

3.0 IMMEDIATE ACTION PLAN

The following pages outline priority projects and an economic development program for implementing the *Plan Update*.

PRIORITY PROJECTS

The priority projects were selected for their high potential to catalyze further development and activity in Downtown Spokane. All of the priority projects are mutually supportive. The synergy created among these projects will propel revitalization of Downtown Spokane. The priority projects include:

PRIMARY PRIORITY PROJECTS

Expand the Convention Center; and

- Develop Major Downtown Sites along Stevens Street between Main Avenue and Spokane Falls Boulevard.

SUPPORTING PRIORITY PROJECTS

- Strengthen/Reinforce Retail Core Development;
- Strengthen/Reinforce Office Core Development;
- Enhance the Howard Street Corridor;
- Enhance the West Main Avenue Corridor;
- Strengthen/reinforce First Avenue (west end);
- Improve the Division Street Gateway to Downtown and Streetscape;
- Develop Market-Rate Housing;
- Update and reposition the STA Plaza;
- Recruit a grocery store Downtown;
- Develop a Davenport District Parking Structure;
- Strengthen Commercial “Zones” including First Avenue connecting the West End and Davenport District, Stevens Street Blocks in the Downtown Core, and North Bank sports and entertainment venues;
- Construct the University District pedestrian/bike bridge;
- Build a Science and Technology Museum;
- Renovate and improve Riverfront Park Facilities;
- Find a new home for and revitalize the Downtown Public Market; and
- Develop the biomedical focus on the Riverpoint Campus.

As a major driver of all other economic markets in Downtown Spokane, the Convention Center expansion is recognized as the highest priority project. The Convention Center expansion will bring additional visitors to Downtown Spokane, thereby fueling growth in the retail, hospitality, and hotel industries. Development of a large Class A Convention Center hotel facility that can accommodate all conference participants in a single hotel will open the door for additional hosting opportunities. New restaurants, entertainment, and shopping venues will attract more Spokane residents and visitors to spend more time Downtown. The Major Downtown Sites along Stevens are top priority projects that create a critical link between the Downtown Core, through the East End, and to the University District. Strategically selected public improvement projects such as the Complete Streets improvements, gateways and wayfinding, Streetcar, Science Museum, Riverfront Park improvements, Public Market, University District pedestrian/bike bridge, and Davenport District Parking Structure will further enhance Downtown activity and support Downtown merchants, employers, and residents. The combination of public improvement projects and private retail development will also entice additional office development and new market-rate residential development.

4.0 PROGRAM OPERATION

Program operation is a critical component of the *Plan Update*. It will guide the execution of the policies and actions set forth in this document. Three key components to successful implementation are discussed below.

ESTABLISH A DOWNTOWN ADVISORY COMMITTEE – THE DOWNTOWN SPOKANE VENTURES ASSOCIATION

The *Plan Update* will be implemented through the guidance of a Downtown Advisory Committee and the Downtown Spokane Ventures Association (DSVA). The Advisory Committee and the DSVA will also act as the *Plan Update’s* “vision champions,” ensuring ongoing communication with stakeholders and promoting the policies and actions of this plan over time.

The Downtown Advisory Committee will be composed of community leaders and local officials, and headed by the Downtown Spokane Partnership (DSP). The Advisory Committee would be responsible for prioritizing projects based on the plan guidelines and periodically assessing progress toward the goals of the *Plan Update*.

The DSVA will include staff from the Downtown Spokane Partnership and a Board of Directors made of a diversity of Downtown stakeholders. The DSVA, in partnership with the City of Spokane, will be responsible for championing the implementation of the *Plan Update* and related projects.

ENCOURAGE PRIVATE-PUBLIC-COMMUNITY PARTNERSHIPS.

The challenges confronting Downtown Spokane are complex, and will require continued commitment, cooperation and collaboration from all sectors of the community. Public/private/community partnerships, such as those born out of this planning effort, should continue to be encouraged in the implementation phase.

MONITOR AND EVALUATE PROGRESS.

Periodic assessments should be conducted to monitor progress and to determine whether any “mid-course corrections” are necessary. Demonstrated success also helps to sustain or increase commitment to the plan implementation process. Progress can be measured against the Spokane Plan Benchmarks, described in Section 5.0 below.

5.0 SPOKANE PLAN BENCHMARKS



A major benchmark for the Downtown includes continuing to increase the number and variety of housing units.

150

A set of programmatic, economic, and social performance indicators have been developed for Downtown Spokane. These benchmarks will be used to monitor and measure progress over the coming years.

DESIRED BUILT FORM

- Development and adoption of new design guidelines.
- Revision of Downtown zoning code.
- Number of new buildings that are constructed with and without variances.
- Number of historic buildings renovated and reoccupied.
- The number of projects that achieve LEED® certification.
- The relative strength of occupancy rates of property types Downtown.
- Number of surface parking lots converted to structures.

STREETScape & PUBLIC SPACE IMPROVEMENTS

- Number of street trees planted.
- Linear feet of Complete Street improvements implemented.
- Number of skywalks improved.

MULTI-MODAL TRANSPORTATION AND PARKING

- Number of passengers on trolley shuttle service as measured against system capacity.
- Number of Downtown employees parking in peripheral lots.
- Number of short-term parking spaces available.
- Public perception of parking availability and accessibility.

- Number of bicycle parking spaces added.
- Number of city blocks with pedestrian friendly sidewalks and crosswalks.
- Approval and implementation of streetcar routes (rubber tire or fixed rail).
- Completion of University District pedestrian/bike bridge.

GATEWAYS, SIGNAGE AND WAYFINDING

- Development and adoption of a gateway, signage, and wayfinding program.
- Presence of attractive, well-landscaped, lighted, and signed gateways into Downtown from major arterials.
- Number of pedestrian- and bicycle-oriented wayfinding signs within Downtown Spokane.
- Number of auto-oriented wayfinding signs approaching and within Downtown Spokane.

INFRASTRUCTURE

- Square feet of pervious surfaces added to existing streets.
- Installation of low-voltage utilities such as telecommunications, DSL, ISDN, and cable.
- Linear feet of sidewalk repaired.

HOUSING

- Number of new market-rate, affordable, student and mixed-income housing units constructed.
- Number of rental housing units in Downtown.
- Percent of new construction and projects that is affordable housing.
- Vacancy rate of Downtown housing units (for-sale and for-rent).

ENVIRONMENTAL STEWARDSHIP

- Number of businesses composting.
- Number of retailers using compostable bags.
- Number of developments that use some proportion of renewable energy.
- Level of interest in community gardens.
- Particulate levels in the Spokane River.
- Energy/water consumption by Downtown property owners, business owners, and residents.

ARTS, CULTURE AND ENTERTAINMENT

- Attendance at arts and cultural events.
- Number of new public art displays.
- Attendance at First Friday Art Walk.
- Number of new galleries, specialty shops, and entertainment venues added.
- Dollar volume of sales from art galleries, shops, and restaurants.

DOWNTOWN DISTRICTS

- Number of square feet of new office, commercial, and units of residential space constructed, or renovated.
- Vacancy rate for office, commercial, and residential spaces.
- Square feet of “opportunity site” space developed.
- Number of new residential units constructed.
- Number of people traversing Riverfront Park via Howard Street and Post Street.
- Number of people crossing Division Street on foot.
- Perception of safety in Riverfront Park.

SPECIAL DISTRICTS

Davenport District

- Number of entertainment and arts-related establishments located in the Davenport District.

West Main District

Number of renovated buildings, infill projects, and new restaurant/entertainment destinations.

Commercial “Zones”

- Number of restaurant and entertainment establishments located in “zones.”

Hotel, INB Performing Arts Center & Convention

Center District

- Downtown hotel occupancy rates.
- Expansion of Convention Center.
- Net increases in conventions booked over baseline.

Downtown Mutual Influence Areas

- Number of people walking and using public transit to Downtown from adjacent areas.
- Strong demand from Mutual Influence Areas for streetcar.

Neighborhood Economic Development

- To be determined in Neighborhood Specific Plans.
- Number of new economic development projects and programs.
- Dollar value of new private investment.



Environmental stewardship in Downtown Spokane begins with preservation and enhancement of the Spokane River.

Acronyms

LIST OF ACRONYMS

ADA	Americans with Disabilities Act	LIHTC	Low Income Housing Tax Credits
BID	Business Improvement District	NWBDA	Northwest Business Development Association
CBD	Central Business District	PPDA	Public Parking Development Authority
CDBG	Community Development Block Grant	SBA-BIC	Small Business Administration – Business Informa-
CRA	Community Reinvestment Act	tion Center	
CVB	Spokane Regional Convention and Visitors Bureau	SBDC	Spokane Business Development Corporation
DOT	Department of Transportation	SHMA	Spokane Hotel and Motel Association
DSVA	Downtown Spokane Ventures Association	SHRA	Spokane Hospitality and Restaurant Association
DSP	Downtown Spokane Partnership	SPFD	Spokane Public Facilities District
EDC	Economic Development Council - See GSI	SRTC	Spokane Regional Transportation Council
EWU	Eastern Washington University	STA	Spokane Transit Authority
GSI	Greater Spokane Incorporated - EDC and Chamber	SVCC	Spokane Valley Chamber of Commerce
SRSC	Spokane Regional Sports Commission	TAZ	Traffic Analysis Zone
HPO	Historic Preservation Officer	TEA21	Transportation Equity Act of the 21st Century
LID	Local Improvement District	TIF	Tax increment financing
		WSU	Washington State University

References and Documents Created During the Planning Process

REFERENCES

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APPENDIX B

DOCUMENTS CREATED THROUGH THE PLANNING PROCESS

Spokane Downtown Plan Update - Draft Goal and Evaluation Criteria for Discussion. Prepared by MIG. May 9, 2008.

Selection of Catalytic Opportunity Sites for Detailed Analysis. Prepared by MIG. May 21, 2008.

Downtown Spokane Development Plan Financial Feasibility. Prepared by EPS. July 25, 2008.

Downtown Spokane Transportation Snapshot. Prepared by Fehr & Peers. November 2, 2007.

Revised Approach to Height and Massing in Downtown Spokane. Prepared by MIG. July 27, 2008.

Fast Forward Spokane: Downtown Plan Update: Existing Conditions. Prepared by MIG in association with Fehr & Peers, and Economic & Planning Systems. March 2008.

Spokane Downtown Plan Update: Community Workshop #2 Summary. Prepared by MIG. April 9, 2008.

Catalytic Sites Economic Analysis

INTRODUCTION

This appendix assesses the financial feasibility of developing key catalytic sites in Downtown Spokane. It has been prepared by Economic & Planning Systems (EPS) for the Downtown Spokane Partnership, as a subconsultant to Moore, Iacofano, Goltsman (MIG), as part of the *Plan Update*. The analysis contained herein updates information provided as part of a stakeholder PowerPoint presentation conducted as part of this project.

METHODOLOGY AND KEY FINDINGS

For the purpose of this analysis EPS developed cash-flow pro formas to assess the financial feasibility of seven scenarios considered for development at four opportunity sites in Downtown Spokane. Specifically, the cash-flow analysis summarized in **Table 1** and further described below simulates the financial performance of hypothetical mixed-use real estate development projects of various intensities and types at four separate locations in the Downtown. The value created by each development scenario is evaluated based on the residual land value (RLV), which indicates how much a developer would be willing to

pay for a property and still generate an adequate financial return to pursue development.¹

The financial assumptions and calculations used in the analysis, as further described in the subsequent section, are derived from interviews with developers, publicly available data, and EPS in-house expertise. The financial feasibility of new development in Downtown Spokane will ultimately depend on a variety of factors that are beyond the purview of this analysis, including market rents and sales prices, actual development costs, interest rates, regulatory requirements, and the investment priorities of individual property owners.

¹ *Formerly defined, residual land value is equal to the market value of a finished product, as determined by its sale price or by the capitalized value of net operating income, minus the total project development costs (including soft costs, fees, and off-site improvements but excluding land). Residual value analysis combines information on typical market lease rates and/or sale prices with the expected development and operating costs for the building types being considered.*

The key findings from this analysis are summarized below.

- **Office towers and high end condominiums appear most feasible:** Given prevailing market conditions, condominium units and office space command sale prices and rents that are more likely to entice developer investment than other product types. As shown on Table 1, all of the scenarios that include either condominium units or office space are able to generate positive RLVs. However, it is important to note that the financial performance estimates are highly sensitive to the condominium sales price and office lease rate estimates which are currently assumed to be near the top of the market for this location. In other words, the development is presumed to include luxury condominiums and Class A office that command high prices due to product design, location, and views. By way of example, a 5 percent reduction in the condominium sale price or a 10 percent reduction in office lease rates is likely to render these products infeasible.
- **Apartment and entry level condominiums do not appear feasible:** Given prevailing market conditions, apartments and entry level condominiums cannot generate revenue to substantially cover development costs. For example, the Mixed-Use Residential scenario, which is considered for development of the Greyhound Site and includes 24 apartment units, yields a negative residual land indicating that revenues are not likely to be sufficient to cover costs. By way of example, apartment rents would need to increase by about 70 percent in order to entice private sector development. Alternatively, the Mixed-

Use Office scenario, which includes office space on the project's upper floors rather than apartment, yields an RLV of \$44.

- **Project feasibility will depend on site conditions, existing uses, and other factors:** There are a number of factors that may influence the results presented herein that are not evaluated in this analysis. For example, site conditions such as topography, soil conditions, cultural resources, or existing utilities are not taken into account and may impact the cost of development. Additionally, long-term market conditions and the timing of business cycles are unpredictable and may influence the product's absorption. The analysis also does not estimate the depth of demand for any particular product type. Because many of the development scenarios include similar components (i.e., high-end condominiums), it should be considered that the timing of the absorption of particular units may be affected if they are developed on several sites simultaneously. Also, entitlement risk taken on by the developer and the buy-out costs associated with existing uses will also affect project feasibility.

Assumption / Calculation	Bridge Street		Greyhound Site		Bennett Block Sites		Auntie's Block Site
	5 - Story Condo	14 Story Tower	Mixed-use Residential	Mixed-use Office	13 Story Office	14 Story Mixed use	Mixed-use Towers
Project Description¹							
Parcel Size	49,200	49,200	12,750	12,750	12,750	25,560	72,750
# of Stories	5	14	5	4	13	14	14
Condo Units	68	144	-	-	-	60	120
Rental Units	-	-	24	-	-	-	-
Retail Sq. Ft.	11,725	12,194	6,090	6,960	7,200	7,680	25,440
Office Sq. Ft.	-	-	-	24,795	110,000	89,680	182,400
On-Site Parking	74	150	26	None	None	64	128
Revenue Assumptions²							
Condo (value / sq. ft.)	\$350	\$350	-	-	-	\$350	\$350
Office (annual lease rate / sq. ft.)	-	-	-	\$22	\$22	\$22	\$22
Retail (annual lease rate / sq. ft.)	\$24	\$24	\$24	\$24	\$24	\$24	\$24
Aptmnt (annual rent / sq. ft.)	-	-	\$12	-	-	-	-
Cost Assumptions³							
Hard Costs / sq. ft.	\$146	\$170	\$112	\$107	\$119	\$145	\$145
Soft Costs	<u>\$97</u>	<u>\$105</u>	<u>\$50</u>	<u>\$67</u>	<u>\$70</u>	<u>\$88</u>	<u>\$87</u>
Total	\$244	\$275	\$163	\$174	\$189	\$234	\$233
Residual Land Value⁴							
Total	\$4,387,126	\$1,909,724	(\$1,538,270)	\$564,576	\$457,881	\$1,688,987	\$2,840,979
Per Square Foot	\$89	\$39	(\$121)	\$44	\$36	\$66	\$39
<p>(1) Project description based on information provided by MIG. Retail is assumed to be located on ground floor only.</p> <p>(2) Revenue assumptions are based on information from local broker reports and publicly available data.</p> <p>(3) Cost assumptions are based on interviews with local developers and data from RS Means.</p> <p>(4) Residual value represents the net present value of the land after accounting for all future revenues and costs associated with the use specified.</p>							
Sources: RSMMeans; Economic and Planning Systems, Inc.							

Table 1. Summary of Financial Feasibility of New Development (Economic & Planning Systems, Inc. 7/25/2008)

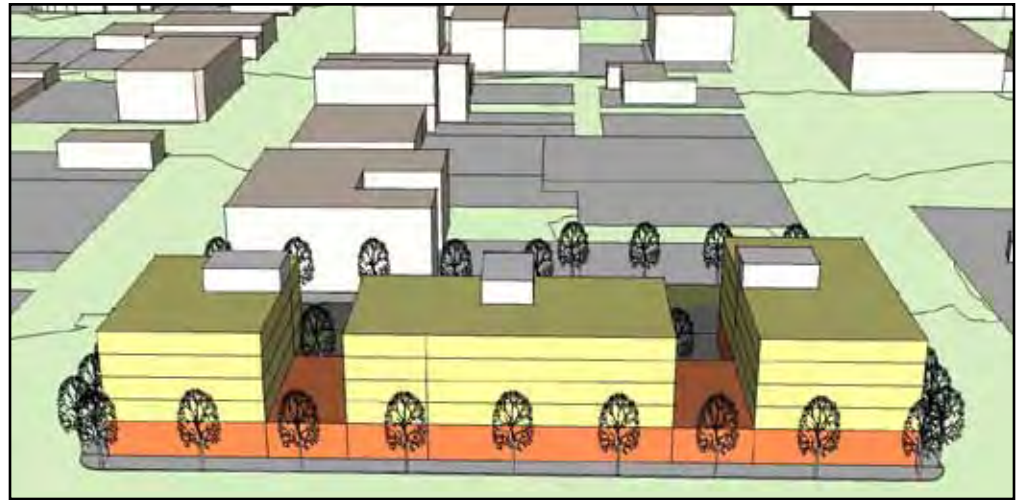
APPENDIX C

CATALYTIC SITE ANALYSIS

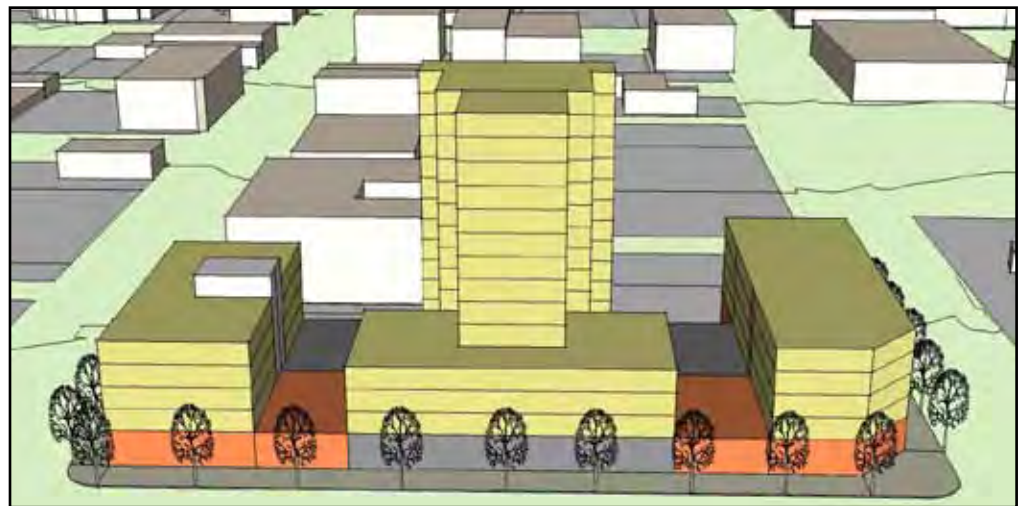
BRIDGE STREET SITE

EPS evaluated two scenarios currently considered for the development at the Bridge Street Site, a five-story mixed-use condominium and a 14-story mixed-use condominium. The site is currently a vacant parcel covering about 50,000 square feet of land located on the north bank of the Spokane River. Nearby uses include Anthony's Seafood Restaurant to the east, Metro Home Furniture on Consignment to the north, Veteran's Park to the south, and the property to be developed into Kendall Yards is located to the west.

The lower intensity Five-Story Condominium scenario includes nearly 12,000 square feet of retail space on the ground floor with 68 condominium units on the remaining floors. Additionally, the project will include 74 surface parking spaces to accommodate the building's residents. The higher intensity 14-Story Tower scenario includes over 12,000 square feet of retail space on the ground floor with 144 condominium units on the remaining floors. In addition, the project will include 150 structured parking spaces.



Bridge Street Site: five-story mixed-use condominium option with ground-floor retail



Bridge Street Site: 14-story mixed-use condominium option with ground floor retail and structured parking

The cash flow analyses for the two Bridge Street Site scenarios are shown in **Table 2** and **Table 3**. As shown, the development of the Five-Story Condominium scenario on the Bridge Street Site is estimated to yield the highest return to the site's current property owners. Specifically, the Five-Story Condominium scenario yields an RLV of \$89 per square foot, and the 14-Story Tower Scenario yields an RLV of \$39 per square foot. This finding largely results from the lower costs associated with wood frame construction relative to concrete and steel and the use of surface rather than structured parking in the Five-Story scenario. It is worth noting that this type of development (wood frame luxury condominium with surface parking) generates the highest RLV per square foot among all seven of the scenarios evaluated.

Item	Project Assumption / Calculation Factor	Amount
Project Description		
Lot Size (in sq. ft.)		49,200
# of floors		5.0
Lot Coverage		87%
FAR		4.3
Net to gross ratio (GLA/Gross sq. ft.)		
Retail (ground floor)		70%
Condos		90%
Net Sq. Ft.		86,525
Retail	1 floors	11,725
Condos	4 floors	74,800
Total Building Square Feet		99,861
# of for-sale condos	1,100 Avg. sq. ft. / unit	68.0
Market Rate	100%	68.0
Affordable	0%	-
Parking		
Surface Spaces		74.0
Structured Spaces		-
Parking Area	350 sq. ft. / space	25,900
Revenue Assumptions		
Lease Rates		
Retail (NNN)	annual rent / sq. ft.	\$24.00
Value		
Market Rate Condos	\$350 price / sq. ft.	
Occupancy Rate		
Retail		93%
Operating Costs		
Retail	% of Gross Operating Revenue	4%
Gross Value		
Retail	9% Capitalization Rate	\$2,814,000
Market Rate Condos		\$26,180,000
Affordable Condos		\$0
Gross Project Value		\$28,994,000

Table 2. Mixed-Use Development Cash-flow—Bridge Street: 5-story Option
(Economic & Planning Systems, Inc. 7/25/2008)

APPENDIX C

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Item	Project Assumption / Calculation Factor	Amount
Project Description		
Lot Size (in sq. ft.)		49,200
# of floors		14.0
Lot Coverage		142%
FAR		19.9
Gross Building Square Feet (excluding parking)		193,420.0
Net to gross ratio (GLA/Gross sq. ft.)		
Retail (ground floor)		70%
Condos		90%
Net Sq. Ft.		170,594
Retail	1 floors	12,194
Condos	13 floors	158,400
# of for-sale condos	1,100 Avg. sq. ft. / unit	144.0
Market Rate	100%	144.0
Affordable	0%	-
Structured Parking	1.04 / unit	150
Parking Area	350 sq. ft. / space	52,500
Revenue Assumptions		
Lease Rates		
Retail (NNN)	annual rent / sq. ft.	\$24.00
Value		
Market Rate Condos	\$350 price / sq. ft.	
Occupancy Rate		
Retail		93%
Operating Costs		
Retail	% of Gross Operating Revenue	4%
Gross Value		
Retail	9% Capitalization Rate	\$2,926,560
Market Rate Condos		\$55,440,000
Affordable Condos		\$0
Gross Project Value		\$55,440,000

Item	Project Assumption / Calculation Factor	Amount
Development Cost Assumptions¹		
<u>Hard Costs</u>		
Shell and Core		
Condo Component	\$127 /gross building area	\$10,555,111
Retail Component	\$135 /gross building area	\$3,221,423
Parking		
On-Site / Space – surface	\$2,000 / space	\$148,000
Hard Cost Contingency	5%	\$696,227
Subtotal, Hard Costs		\$14,620,761
<u>Tenant Improvements</u>		
Retail	\$15 / sq. ft. of GLA	\$251,250
Subtotal, Tenant Improvements		\$251,250
<u>Soft Costs</u>		
Building Fees (Permits and Impact Fees)	6% of hard costs	\$877,246
Construction Defect Litigation Insurance	\$7,000 /unit	\$476,000
Architecture, Engineering, & Consulting	6% of hard costs	\$877,246
Developer Project Management	5% of hard costs	\$731,038
Taxes, Insurance, Legal, and Accounting	3% of hard costs	\$438,623
Leasing and Marketing		
Condos	3% Of finished value	\$785,400
Retail	2% Of finished value	\$56,280
Soft Cost Contingency	3%	\$100,938
Subtotal, Soft Costs		\$4,342,770
<u>Financing</u>	5.5% of hard & soft costs	\$1,042,994
Total Development Costs		\$20,257,774
Developer Profit Requirement	15% of revenues	\$4,349,100
Residual Land Value (Revenues minus development costs and profit)		
Total		\$4,387,126
per sq. ft.		\$89.2
(1) Development costs are based on interviews with local developers and data from RS Means.		
Sources: RSMMeans; Economic and Planning Systems, Inc.		

Table 3. Mixed-Use Development Cash-flow—Bridge Street: 14-story Option
(Economic & Planning Systems, Inc. 7/25/2008)

GREYHOUND SITE

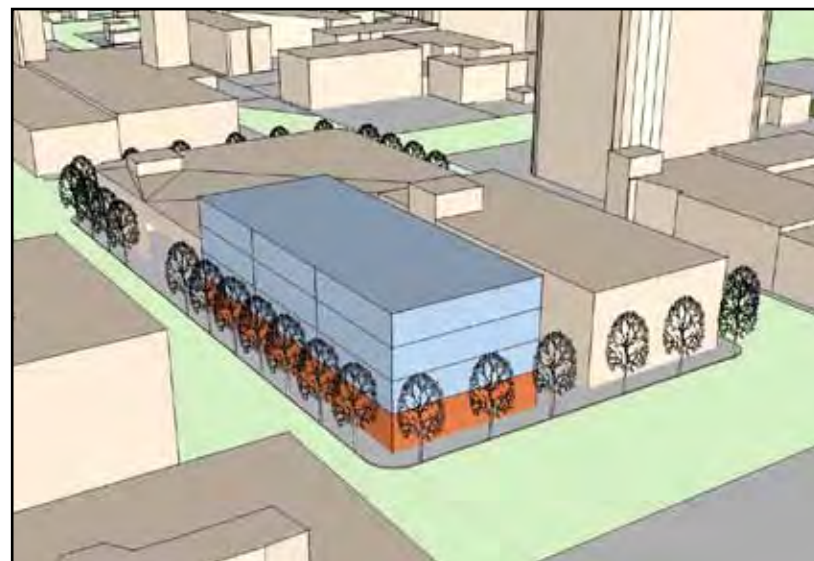
EPS evaluated two scenarios currently considered for the development at the Greyhound Site; a four-story mixed-use office product and a five-story apartment project. The 12,750 square foot site is located on the southeast corner of West First Avenue and South Madison Street and is currently used to park trucks. Adjacent uses include a one-story historic building on the same block, the recently refurbished Fox Theater located across Madison Street, and the local NBC station west of Jefferson Street. Additionally, the site is located within a quarter mile of the Davenport Hotel and the vibrant Davenport District.

The lower intensity Mixed-Use Office scenario is four stories and includes about 7,000 square feet of retail space on the ground floor and 25,000 square feet of office space on the remaining floors. The higher intensity Mixed-Use Residential scenario is five stories and includes about 6,000 square feet of retail space on the ground floor and 24 apartment units on the remaining stories. In addition, the project will include 26 surface parking spaces.

The cash flow analyses for the two Greyhound Site scenarios are shown in **Tables 4 and 5**. As shown, the development of the Mixed-Use Office scenario on the Greyhound Site is considered financially viable whereas the apartment product is not. Specifically, the Mixed-Use Residential scenario yields a negative RLV of \$121 per square foot, and the Mixed-Use Office scenario yields an RLV of \$44 per square foot. This finding reflects relatively insufficient apartment rental rates that currently prevail in the Downtown. This type of development is only likely to be feasible if and when apartment rents Downtown improve substantially over current levels.



Greyhound Site: five-story mixed-use apartment option with ground floor retail



Greyhound Site: four-story mixed-use office option with ground floor retail

APPENDIX C

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Item	Project Assumption / Calculation Factor	Amount
Project Description		
Lot Size (in sq. ft.)		12,750
# of floors		4.0
Lot Coverage		68%
FAR		2.7
Gross Building Square Feet		34,800
Net to gross ratio (GLA/Gross sq. ft.)		
Retail (ground floor)		80%
Office		95%
Net Sq. Ft.		31,755
Retail	1 floors	6,960
Office	3 floors	24,795
Parking Spaces:		
Surface		-
Structured		-
Parking Area	350 sq. ft. / space	-
Revenue Assumptions		
Lease Rates		
Retail (NNN)	annual rent / sq. ft.	\$24.00
Office (NNN)	annual rent / sq. ft.	\$22.00
Occupancy Rate		
Retail		93%
Office		93%
Operating Costs		
Retail	% of Gross Operating Revenue	4%
Office	% of Gross Operating Revenue	4%
Gross Value		
Retail	9% Capitalization Rate	\$1,670,400
Office	9% Capitalization Rate	\$5,454,900
Gross Project Value		\$7,125,300

Item	Project Assumption / Calculation Factor	Amount
Development Cost Assumptions¹		
<u>Hard Costs</u>		
Shell and Core		
Retail Component	\$115 /gross building area	\$1,000,500
Office Component	\$95 /gross building area	\$2,479,500
Hard Cost Contingency	7%	\$243,600
Subtotal, Hard Costs		\$3,723,600
<u>Tenant Improvements</u>		
Retail	\$15 / sq. ft of GLA	\$130,500
Office	\$15 / sq. ft of GLA	\$391,500
Subtotal, Tenant Improvements		\$522,000
<u>Soft Costs</u>		
Building Fees (Permits and Impact Fees)	6% of hard costs	\$223,416
Architecture, Engineering, & Consulting	6% of hard costs	\$223,416
Developer Project Management	5% of hard costs	\$186,180
Taxes, Insurance, Legal, and Accounting	3% of hard costs	\$111,708
Leasing and Marketing		
Retail	3% Of finished value	\$50,112
Office	3% Of finished value	\$163,647
Soft Cost Contingency	3%	\$28,754
Subtotal, Soft Costs		\$987,233
<u>Financing</u>	5.5% of hard & soft costs	\$259,096
Total Development Costs		\$5,491,929
Developer Profit Requirement	15% of revenues	\$1,068,795
Residual Land Value (Revenues minus development costs and profit)		
Total		\$564,576
per sq. ft.		\$44.3
(1) Development cost estimates based on interviews with developers and data from RS Means.		
Sources: RSMean's; Economic and Planning Systems, Inc.		

Table 4: Mixed-use Development Cash-flow—Greyhound Site: Office Option
(Economic & Planning Systems, Inc. 7/25/2008)

Item	Project Assumption / Calculation Factor	Amount
Project Description		
Lot Size (in sq. ft.)		12,750
# of floors		5.0
Lot Coverage		68%
FAR		3.4
Gross Building Square Feet		35,367
Net to gross ratio (GLA/Gross sq. ft.)		
Retail (ground floor)		70%
Apartments		90%
Net Sq. Ft.		30,090
Retail	1 floors	6,090
Apartments	4 floors	24,000
Number of Apartments	1,000 Avg. sq. ft. / unit	24.0
Market Rate	100%	24.0
Affordable	0%	-
Surface Parking Spaces	1.10 /unit	26
Building Value Assumptions		
Lease Rates		
Market Rate Apartments	annual rent / sq. ft.	\$12.00
Affordable Apartments	annual rent / sq. ft.	
Retail (NNN)	annual rent / sq. ft.	\$24.00
Occupancy Rate		
Market Rate Apartments		90%
Affordable Apartments		95%
Retail		93%
Operating Costs		
Market Rate Apartments	% of Gross Operating Revenue	30%
Affordable Apartments	% of Gross Operating Revenue	
Retail	% of Gross Operating Revenue	4%
Gross Value		
Market Rate Apartments	6.5% Capitalization Rate	\$2,880,000
Affordable Apartments	5.0% Capitalization Rate	\$0
Retail	9.0% Capitalization Rate	\$1,461,600
Gross Project Value		\$4,341,600

Item	Project Assumption / Calculation Factor	Amount
Development Cost Assumptions¹		
<u>Hard Costs</u>		
Shell and Core		
Apartment	\$100 /gross building area	\$2,666,667
Retail Component	\$114 /gross building area	\$991,123
Parking	\$2,000 Space	\$52,000
Hard Cost Contingency	7%	\$259,685
Subtotal, Hard Costs		\$3,969,475
<u>Tenant Improvements</u>		
Retail	\$15 / sq. ft. of GLA	\$130,500
Subtotal, Tenant Improvements		\$130,500
<u>Soft Costs</u>		
Building Fees (Permits and Impact Fees)	6% of hard costs	\$238,169
Architecture, Engineering, & Consulting	6% of hard costs	\$238,169
Developer Project Management	5% of hard costs	\$198,474
Taxes, Insurance, Legal, and Accounting	3% of hard costs	\$119,084
Leasing and Marketing		
Retail	3% Of finished value	\$43,848
Soft Cost Contingency	3%	\$25,132
Subtotal, Soft Costs		\$862,875
<u>Financing</u>		
	5.5% of hard & soft costs	\$265,779
Total Development Costs		\$5,228,630
Developer Profit Requirement	15% of revenues	\$651,240
Residual Land Value (Revenues minus development costs and profit)		
Total		-\$1,538,270
per sq. ft.		-\$120.6
(1) Development cost estimates based on interviews with developers and data from RS Means.		
Sources: RSMMeans; Economic and Planning Systems, Inc.		

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Table 5. Mixed-use Development Cash-flow—Greyhound Site: Retail Option
(Economic & Planning Systems, Inc. 7/25/2008)

APPENDIX C

STEVENS STREET SITES

Bennett Block Site

EPS assessed the financial feasibility of two mixed-use development scenarios on the Bennett Block Site located west of North Stevens Street between West Spokane Falls Boulevard and West Main Avenue. The two development scenarios on the Bennett Block Site are a 13-Story Office scenario and a 14-Story Mixed-Use scenario.

The 13-Story Office scenario, which is located on the northwest corner of Stevens Street and Main Avenue, includes about 7,200 square feet of retail space on the ground floor and 110,000 square feet of office space on the remaining floors. The 14-Story Mixed-Use scenario located on the southwest corner of Stevens Street and Spokane Falls Boulevard includes 7,680 square feet of retail space on the ground floor, nearly 90,000 square feet of office space on floors two through five, and 60 condominium units on floors six through fourteen. Additionally, the project will include 60 structured parking spaces on the ground floor to accommodate the building's residents.

The cash flow analyses for the two Bennett Block Site scenarios are shown in **Tables 6 and 7**. Because the Stevens Street Site is currently occupied by surface parking opera-

tions, which generate revenue, the value created by new development must be compared to the revenue generated from parking operations (shown in **Table 8**). As shown, the RLV generated by each of the potential development scenarios exceeds that of current parking operations. Thus, both development scenarios are estimated to yield the higher returns to current property owners. Specifically, the 13-Story Office scenario yields an RLV of \$36

per square foot, the Mixed-Use Office scenario yields an RLV of \$66 per square foot, and the parking operations located on the Bennett Block yield an RLV of \$31 per square foot. This finding largely results from the fact that both development scenarios include strong performing product types (i.e., office and high-end condominiums). The office scenario performs slightly better because it does not require structured parking.



Stevens Street Sites

Item	Project Assumption / Calculation Factor	Amount
Project Description		
Lot Size (in sq. ft.)		12,750
# of floors		13.0
Lot Coverage		71%
FAR		9.2
Total Building Square Feet		124,789.5
Net to gross ratio (GLA/Gross sq. ft.)		
Retail (ground floor)		80%
Office		95%
Net Sq. Ft.		117,200
Retail	1 floors	7,200
Office	12 floors	110,000
Allocated Parking Spaces		None
Revenue Assumptions		
Lease Rates		
Retail (NNN)	annual rent / sq. ft.	\$24.00
Office (NNN)	annual rent / sq. ft.	\$22.00
Occupancy Rate		
Retail		93%
Office		93%
Operating Costs		
Retail	% of Gross Operating Revenue	4%
Office	% of Gross Operating Revenue	4%
Gross Value		
Retail	9% Capitalization Rate	\$1,728,000
Office	9% Capitalization Rate	\$24,200,000
Gross Project Value		\$25,928,000

Item	Project Assumption / Calculation Factor	Amount
Development Cost Assumptions¹		
<u>Hard Costs</u>		
Shell and Core		
Retail Component	\$126 /gross building area	\$1,137,516
Office Component	\$110 /gross building area	\$12,736,842
Hard Cost Contingency	7%	\$971,205
Subtotal, Hard Costs		\$14,845,563
<u>Tenant Improvements</u>		
Retail	\$.15 / sq. ft. of GLA	\$135,000
Office	\$.15 / sq. ft. of GLA	\$1,736,842
Subtotal, Tenant Improvements		\$1,871,842
<u>Soft Costs</u>		
Building Fees (Permits and Impact Fees)	6% of hard costs	\$890,734
Architecture, Engineering, & Consulting	6% of hard costs	\$890,734
Developer Project Management	5% of hard costs	\$742,278
Taxes, Insurance, Legal, and Accounting	3% of hard costs	\$445,367
Soft Cost Contingency	3%	\$89,073
Leasing and Marketing		
Retail	3% Of finished value	\$51,840
Office	3% Of finished value	\$726,000
Subtotal, Soft Costs		\$3,836,026
<u>Financing</u>		
	5.5% of hard & soft costs	\$1,027,487
Total Development Costs		\$21,580,919
Developer Profit Requirement	15% of revenues	\$3,889,200
Residual Land Value (Revenues minus development costs and profit)		
Total		\$457,881
per sq. ft.		\$35.9
(1) Development cost estimates based on interviews with developers and data from RS Means.		
Sources: RSMeans; Economic and Planning Systems, Inc.		

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Table 6: Mixed-use Development Cash-flow—NW Corner of Stevens and Main (Economic & Planning Systems, Inc. 7/25/2008)

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Item	Project Assumption / Calculation Factor	Amount
Project Description		
Lot Size (in sq. ft.)		25,560
# of floors		14.0
Lot Coverage		38%
FAR		5.3
Gross Building Square feet (excluding parking)		177,333
Net to gross ratio (GLA/Gross sq. ft.)		
Retail (ground floor)		80%
Office		95%
Condos		90%
Net Sq. Ft.		163,360
Retail	1 floors	7,680
Office	4 floors	89,680
Condos	9 floors	66,000
# of for-sale condos	1,100 Avg. sq. ft. / unit	60
Market Rate	100%	60
Affordable	0%	-
Allocated Parking Spaces		
Surface		-
Structured		64.0
Parking Area	350 sq. ft. / space	22,400
Revenue Assumptions		
Lease Rates		
Retail (NNN)	annual rent / sq. ft.	\$24.00
Office (NNN)	annual rent / sq. ft.	\$22.00
Value		
Market Rate Condos	\$350 price / sq. ft.	
Occupancy Rate		
Retail		93%
Office		93%
Operating Costs		
Retail	% of Gross Operating Revenue	4%
Office	% of Gross Operating Revenue	4%
Gross Value		
Retail	9% Capitalization Rate	\$1,843,200
Office	9% Capitalization Rate	\$19,729,600
Market Rate Condos		\$23,100,000
Affordable Condos		\$0
Gross Project Value		\$44,672,800

Item	Project Assumption / Calculation Factor	Amount
Development Cost Assumptions¹		
Hard Costs		
Shell and Core		
Condo Component	\$135 /gross building area	\$9,900,000
Retail Component	\$148 /gross building area	\$1,424,452
Office Component	\$115 /gross building area	\$10,856,000
Structured Parking	\$30,000 / Space	\$1,920,000
Hard Cost Contingency	7%	\$1,687,032
Subtotal, Hard Costs		\$25,787,484
Tenant Improvements		
Retail	\$15 / sq. ft of GLA	\$144,000
Office	\$15 / sq. ft of GLA	\$1,416,000
Subtotal, Tenant Improvements		\$1,560,000
Soft Costs		
Building Fees (Permits and Impact Fees)	6% Of Hard Costs	\$1,547,249
Construction Defect Litigation Insurance	\$7,000 /unit	\$420,000
Architecture, Engineering, & Consulting	6% of hard costs	\$1,547,249
Developer Project Management	5% of hard costs	\$1,289,374
Taxes, Insurance, Legal, and Accounting	3% of hard costs	\$773,625
Leasing and Marketing		
Condos	3% Of finished value	\$693,000
Retail	3% Of finished value	\$55,296
Office	3% Of finished value	\$591,888
Soft Cost Contingency	3%	\$207,530
Subtotal, Soft Costs		\$7,125,211
Financing		
	5.5% of hard & soft costs	\$1,810,198
Total Development Costs		\$36,282,893
Developer Profit Requirement	15% of revenues	\$6,700,920
Residual Land Value (Revenues minus development costs and profit)		
Total		\$1,688,987
per sq. ft.		\$66.1
(1) Development cost estimates based on interviews with developers and data from RS Means		
Sources: RSMeans; Economic and Planning Systems, Inc.		

Table 7. Mixed-use Development Cash Flow (Economic & Planning Systems, Inc. 7/25/2008)

Auntie's Block Site

The Auntie's Block Site, which covers 72,750 square feet, is located on the east of North Stevens Street between West Spokane Falls Boulevard and West Main Avenue. The concept for this site is a mixed-use development with two residential towers. One of the towers will be located at the corner of Spokane Falls Boulevard and Washington Street, and the other will be located at the corner of Main Avenue and Stevens Street. The two buildings will include a total of 25,440 square feet of retail space on the ground floor, 182,400 square feet of office on floors two through five, and 120 condominium units on floors six through fourteen. Additionally, the project will include 128 structured parking spaces on the ground floor to accommodate the building's residents.

The cash flow analysis for the Auntie's Block Site scenario is shown in **Table 9**. Similar to the Bennett Block Site, the Auntie's Block Site is currently occupied by revenue-generating surface parking operations, an existing revenue-generating use that may present an additional hurdle to development feasibility (shown in **Table 8**). As shown, the RLV generated by the Mixed-Use Towers scenario marginally exceeds that of current parking operations (\$39 per square foot compared to \$35 per square foot).

Item	Bennett Block		Auntie's Block	
	Assumption	Amount	Assumption	Amount
Lot size	40,000		68,180	
Maximum # of spaces	140		225	
Revenues				
Avg. Daily Revenue / Occupied Space				
Weekday		\$6.00		\$6.00
Saturday		\$6.00		\$6.00
Sunday		\$3.00		\$2.00
Days of Operation				
Weekday		250		250
Saturday		50		50
Weekend		<u>50</u>		<u>50</u>
		300		300
Avg. Occupancy Rate				
Weekday		67% [1]		75%
Weekend		58% [1]		58% [1]
Total Revenues		\$176,988		\$304,965
Avg. Revenue / Space		\$719		\$727
Operating Costs				
# of attendants		1		1.25
Fully loaded wage / hour		\$15.00		\$15.00
Total Employee costs		\$48,000		\$60,000
Annual Property Taxes		\$30,935		\$60,383
Insurance	3%	\$5,310	3%	\$9,149
Maintenance	4%	\$7,080	4%	\$12,199
Management & Admin.	6%	\$10,619	6%	\$18,298
Total Operating Costs		\$101,944		\$160,028
Avg. Cost / Space		\$414		\$381
Net Operating Revenue		\$75,044		\$144,937
Capitalization Rate		6%		6%
Residual Land Value				
Total		\$1,250,740		\$2,415,615
Per Square Foot		\$31.27		\$35.43
[1] Source: Downtown Spokane Parking Study (April 2005).				
Sources: Downtown Spokane Parking Study; Economic and Planning Systems, Inc.				

Table 8. Parking Lot Residual Land Value Analysis (Economic & Planning Systems, Inc. 7/25/2008)

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Item	Project Assumption / Calculation Factor	Amount
Project Description		
Lot Size (in sq. ft.)		72,750
# of floors		14.0
Lot Coverage		44%
FAR		6.1
Net to gross ratio (GLA/Gross sq. ft.)		
Retail (ground floor)		80%
Office		95%
Condos		90%
Net Sq. Ft.		339,840
Retail	1 floors	25,440
Office	4 floors	182,400
Condos	9 floors	132,000
Gross Building Square feet (excluding parking)		370,467
# of for-sale condos	1,100 Avg. sq. ft. / unit	120.0
Market Rate	100%	120.0
Affordable	0%	-
Allocated Parking Spaces		
Surface		-
Structured		128
Parking Area	350 sq. ft. / space	44,800
Revenue Assumptions		
Lease Rates		
Retail (NNN)	annual rent / sq. ft.	\$24.00
Office (NNN)	annual rent / sq. ft.	\$22.00
Value		
Market Rate Condos	\$350 price / sq. ft.	
Occupancy Rate		
Retail		93%
Office		93%
Operating Costs		
Retail	% of Gross Operating Revenue	4%
Office	% of Gross Operating Revenue	4%
Gross Value		
Retail	9% Capitalization Rate	\$6,105,600
Office	9% Capitalization Rate	\$40,128,000
Market Rate Condos		\$46,200,000
Affordable Condos		\$0
Gross Project Value		\$92,433,600

Item	Project Assumption / Calculation Factor	Amount
Development Cost Assumptions¹		
<u>Hard Costs</u>		
Shell and Core		
Condo Component	\$.135 /gross building area	\$19,800,000
Retail Component	\$.146 /gross building area	\$4,630,493
Office Component	\$.115 /gross building area	\$22,080,000
Structured Parking	\$30,000 / Space	\$3,840,000
Hard Cost Contingency	7%	\$3,524,535
Subtotal, Hard Costs		\$53,875,028
<u>Tenant Improvements</u>		
Retail	\$15 / sq. ft. of GLA	\$477,000
Office	\$15 / sq. ft. of GLA	\$2,880,000
Subtotal, Tenant Improvements		\$3,357,000
<u>Soft Costs</u>		
Building Fees (Permits and Impact Fees)	6% Of Hard Costs	\$3,232,502
Construction Defect Litigation Insurance	\$7,000 /unit	\$840,000
Architecture, Engineering, & Consulting	6% of hard costs	\$3,232,502
Developer Project Management	5% of hard costs	\$2,693,751
Taxes, Insurance, Legal, and Accounting	3% of hard costs	\$1,616,251
Leasing and Marketing		
Condos	3% Of finished value	\$1,386,000
Retail	3% Of finished value	\$183,168
Office	3% Of finished value	\$1,203,840
Soft Cost Contingency	3%	\$334,665
Subtotal, Soft Costs		\$14,722,679
<u>Financing</u>	5.5% of hard & soft costs	\$3,772,874
Total Development Costs		\$75,727,581
Developer Profit Requirement	15% of revenues	\$13,865,040
Residual Land Value (Revenues minus development costs and profit)		
Total		\$2,840,979
per sq. ft.		\$39.1
(1) Development cost estimates based on interviews with developers and data from RS Means.		
Sources: RSMeans: Economic and Planning Systems, Inc.		

Table 9. Mixed-use Development Cash-flow—L Site Between Stevens and Washington
(Economic & Planning Systems, Inc. 7/25/2008)

South University District Analysis

IN THIS SECTION

INTRODUCTION

STUDY AREA BOUNDARY

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OPPORTUNITIES & CONSTRAINTS

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INTRODUCTION

This document analyzes and makes recommendations for future development of the South University District in Downtown Spokane. It has been prepared by Moore, Iacofano, Goltsman (MIG), as an appendix to Spokane’s *Downtown Plan Update*.

STUDY AREA BOUNDARY

The *Plan Update* describes the western boundary of the South University District as Division Street. For the purpose of this analysis the study area boundary has been extended to Washington Street to include the entire length of Pacific Avenue—which runs west to east through the core of the District. The study area maintains the original boundaries to the north: Burlington-Northern/Santa Fe (BNSF) railroad tracks; Scott Street to the east; and Interstate 90 to the south.



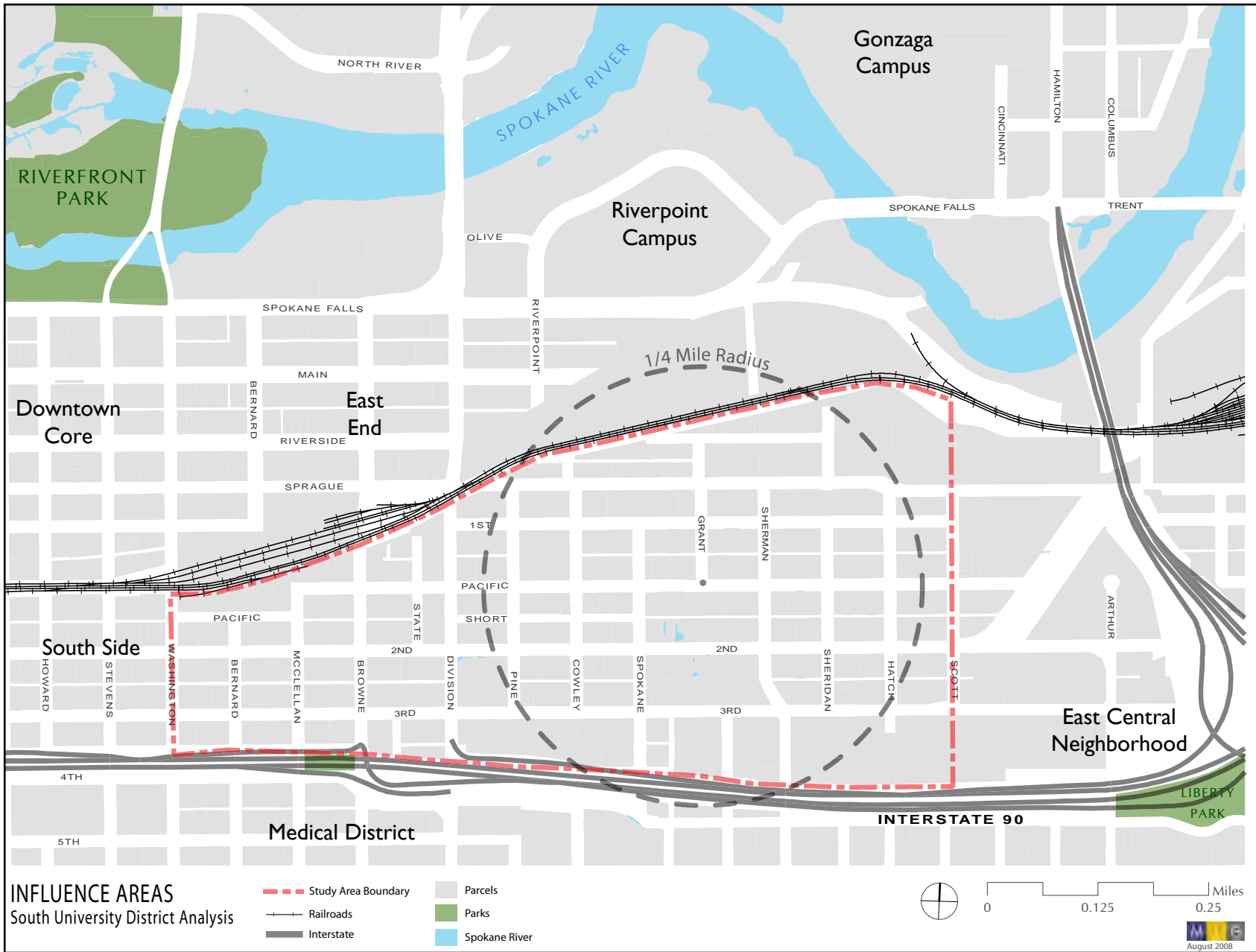
Although few in number the South University District does provide some existing housing opportunities



Some older residences have been converted into commercial uses along Pacific Avenue

CONTEXT

The South University District is uniquely positioned to benefit from the growth of Spokane's Downtown Core to the northwest, Riverpoint and Gonzaga campuses to the north, and the Medical District to the south. Significant transportation arterials link this District to the entire City of Spokane as well as the larger region. The majority of this area was historically residential, with industrial operations adjacent to the railroad corridor. In the 1960's, it was developed as industrial land, concurrent with construction of the Interstate 90 freeway. Today it supports a number of light industrial, commercial, civic, and office uses, as well as a few remaining residences. This area has great potential for infill and adaptive re-use opportunities.



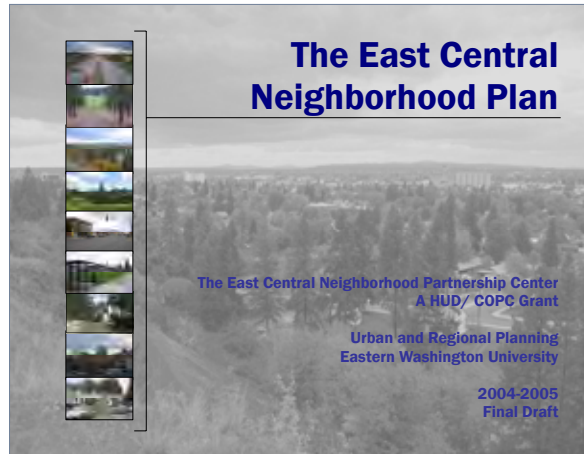
D3

PREVIOUS PLANNING EFFORTS

The South University District area has been included in a number of previous planning efforts, but has not been analyzed as its own District. The previous plans are described below, with a focus on recommendations specific to this District.

THE EAST CENTRAL NEIGHBORHOOD PLAN
2004-2005

The Neighborhood Plan, was prepared by The East Central Neighborhood Partnership Center: Urban and Regional Planning, Eastern Washington University. It includes the South University District in the west end of

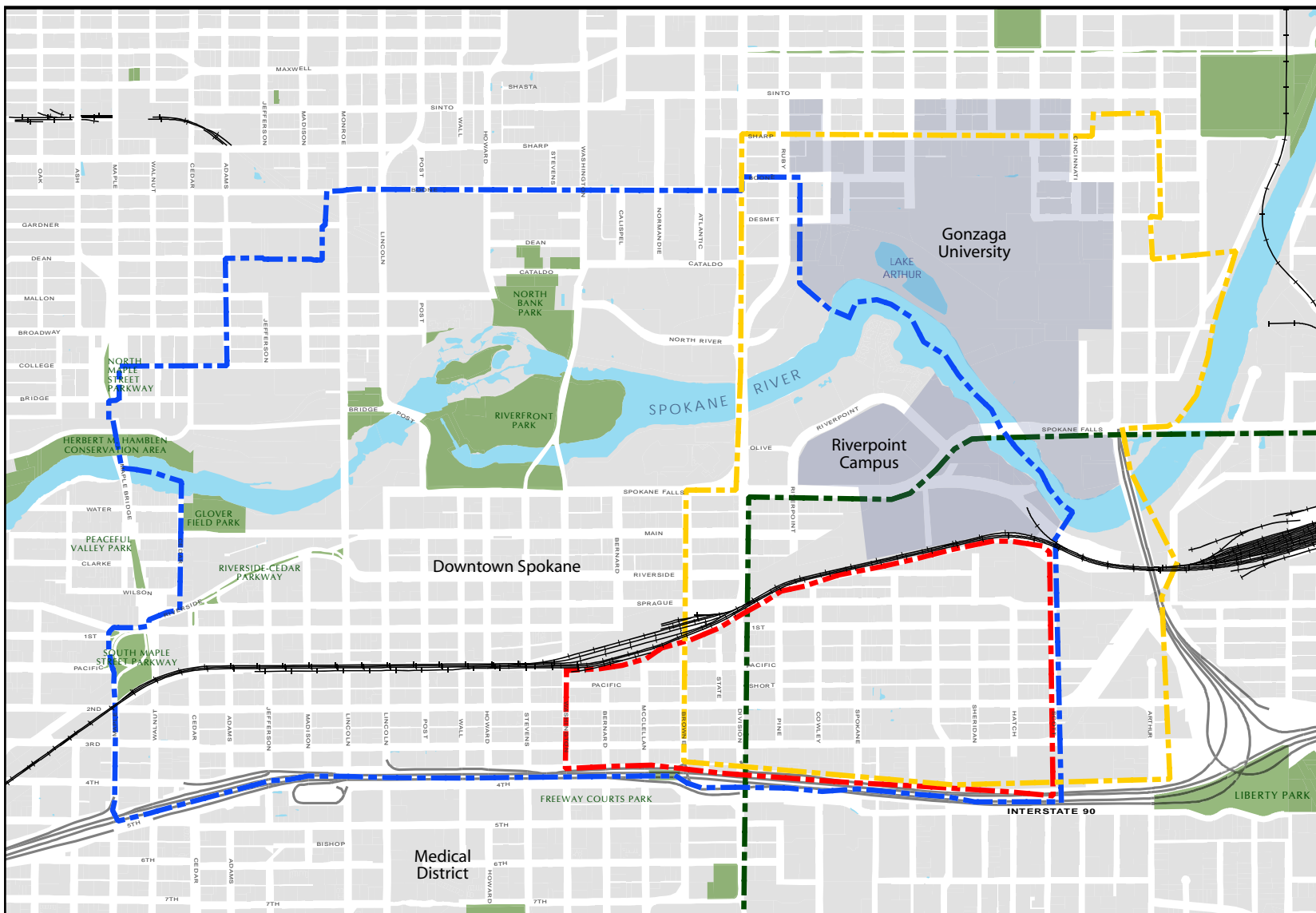


The East Central Neighborhood Plan (2004-5) study area includes all of the South University District

their study area boundary, and identifies the following recommendations:

- A transit stop near North Grant Street for a west/east light rail line that travels adjacent to the existing railroad.
- Way-finding markers to connect all parks, schools, and centers via trails, sidewalks, and pathways.
- A ‘trolley route’ that circulates through the South University District study area along Sprague Avenue and Sherman Street.
- A zoning change to the majority of the South University District area from *General Commercial* to *Type 2 (CC-2) Pedestrian Enhanced/Auto Accommodating*, to promote new center and corridor development and redevelopment that is pedestrian-oriented, automobile- accommodating, and provides incentives that allow for a higher floor area ratio¹ in exchange for the provision of greater public amenities.

¹ The existing maximum FAR is 2.5 (Spokane Municipal Code Section 17C.120.210)



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PREVIOUS PLANNING EFFORTS

South University District Analysis

- - - University Master Plan Study Area Boundary (2004)
- - - East Central Neighborhood Plan Study Area Boundary (2005)
- - - Downtown Plan Update Boundary (2008)
- - - South University District Study Area Boundary





The University District Strategic Master Plan (2004) study area includes most of the South University District

THE UNIVERSITY DISTRICT STRATEGIC MASTER PLAN, 2004

The University District Strategic Master Plan was prepared by the City of Spokane's Economic Development Department in 2004, with MIG as the consultant. The Strategic Master Plan describes the South University District area as a potential 'activity center' and a 'specific priority' sub-area with the following elements:

- A pedestrian and bicycle bridge to Riverpoint Campus.
- New medium to high density residential development along Pacific Avenue, including row-housing.
- New mixed-use development along Sherman Street.
- An 'activity center' concentrated on the block of Sherman Street between Pacific Avenue and Second Street.
- Streetscape improvements along Sprague and Pacific Avenues; as well as Grant and Sherman Streets.

UNIVERSITY DISTRICT/DOWNTOWN SPOKANE TRANSPORTATION IMPROVEMENT PLAN (2008)

The Transportation Improvement Plan, prepared by DKS Associates, provides a comprehensive assessment of the transportation needs in the University District and Downtown Spokane and includes the entire study area of the South University District. Detailed recommendations that apply specifically to the area within the South University study area boundary include:

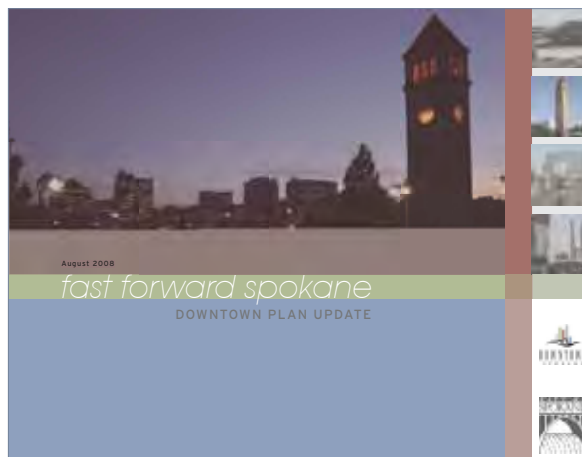
- Streetscape enhancements to the pedestrian environment along Division Street.
- Construction of a Sherman Street pedestrian/bicycle (ped/bike) bridge south from the WSU Riverpoint Campus over the railroad tracks.
- Development of a bicycle framework network east/west along Fourth and Fifth Avenues.
- Fixing deficiencies to the intersection where Division and Browne Streets meet Third Avenue.
- Improve parking guidance by converting parallel parking to angle parking with individual parking meters on McClellan Street (between Pacific and Second Avenues) and Pacific Avenue; and removal of on-street parking on Browne Street between Second and Third Avenue.

FAST FORWARD SPOKANE DOWNTOWN PLAN

UPDATE (2008)

The *Plan Update* defined the South University District as a sub-district of Downtown and expanded its study area boundary to include it. The following recommendations are made:

- Enhancements at the railroad underpasses of Washington and Division Streets.
- A major gateway at the highway/interstate interchanges at Division Street and Interstate 90.
- Identification of the South University District as a 'Private Opportunity Zone'.
- A pedestrian and bicycle connection called University District Pedestrian Bridge (identified as a Public Opportunity Site), adjacent to a proposed multi-modal transit stop, with streetscape enhancements over the railroad at North Grant Street, linking the District to Riverpoint Campus.
- A residential strategy that identifies public open space, including a public plaza and park, and medium to high density residential land uses within the sub-district.
- Proposed primary land uses within the District including 'mixed use urban village' east of Division Avenue; office use west of Division Avenue and north of 2nd Avenue; and auto-oriented commercial uses west of Division and south of 2nd Avenue.



The Downtown Plan Update (2008) study area includes most of the South University District Study Area

The following land use strategy is recommended for the South University District:

Promote medium to high density development and a fine-grained mix of uses such as housing and/or offices located above retail spaces. Street layout and site planning should emphasize pedestrian over automobile movement. It is anticipated that older warehouse and light industrial spaces will be converted to residential and office uses. Retail should be focused along Sprague Avenue and Pacific Avenue.

OPPORTUNITIES AND CONSTRAINTS

OPPORTUNITIES

The following opportunities within the South University District Study Area have been identified:

- A significant cluster of National Historic Properties and contributing historic buildings (described below).
- A central location that is ideally situated to take advantage of close proximity to Downtown, higher education, the Medical District, the Spokane River, and adjacent residential neighborhoods.
- Potential housing demand from employees of the medical District as well as faculty and students from the Universities to the north.
- Numerous vacant and under-utilized² parcels.
- Quick and convenient access to the Interstate and other local and regional arterials.
- Important connections via Division Street between Downtown and the Medical District; Sherman Avenue towards the residential neighborhoods to the south; Sprague and Third Avenue link to the East Central Neighborhood; the planned Ped/Bike Bridge to Riverpoint Campus and Gonzaga Campus to the north.
- Gateway opportunities along the length of Division Street between the Interstate 90 off-ramp and the railroad underpass; as well as the intersection of Sherman Street and Pacific Avenue.
- The historic railroad viaduct is a unique and defining feature of the area.

² *Under-utilized* describes property wherein the value of improvements is one-and-a-half times the current land value, or less.

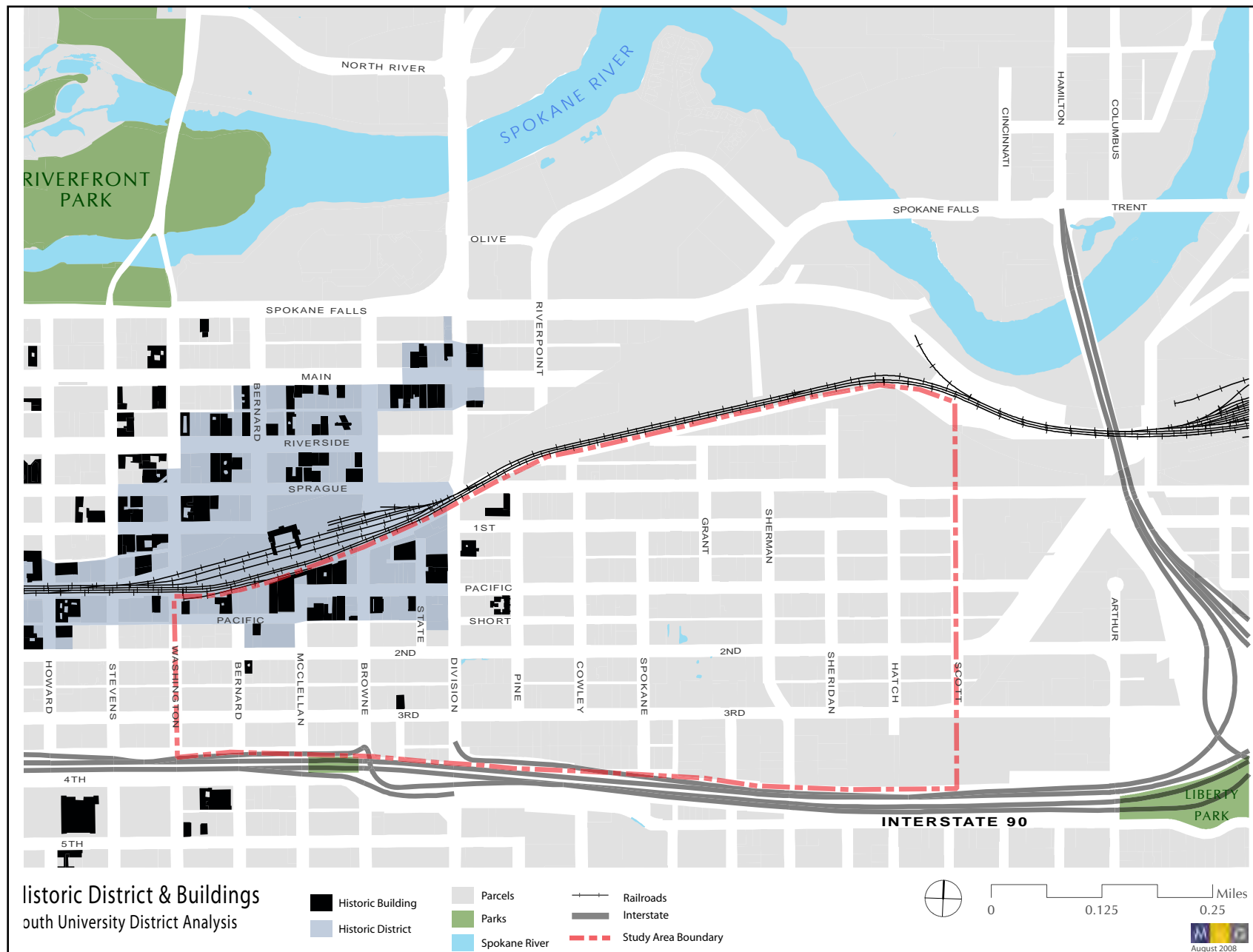
Historic Assets

Historic buildings and structures present an important link to our historic and architectural past. They provide continuity and link us to our roots. They are also resources that can be adapted and integrated into the fabric of the community. The South University District includes a portion of the East Downtown National Historic District and several properties that are individually listed on the Spokane and National Registers of Historic Places. This District has a mix of properties including single-room occupancy hotels (SRO's), warehouses, and a variety of commercial buildings. There is a high concentration of building types that represent railroad-dependent businesses consisting primarily of warehouses, but also of manufacturers and lodgings. There are also properties east of Division Street along Sprague Avenue and the BNSF Railroad corridor that have not been surveyed but may be eligible for listing on the National Register of Historic Places. Several warehouse and mixed-use commercial/residential buildings are within this corridor.

CONSTRAINTS

The site constraints of the South University District are listed below:

- Heavy arterial traffic from important freight routes along Sprague to the north; Second and Third Avenues to the south; and Browne and Division Streets to the West create perceptual barriers.
- The railroad to the north and the Interstate that wraps along the southern and eastern edge of the study area are significant physical barriers.
- Perceived public safety issues, especially after dark.
- Lack of pedestrian amenities and an uninviting streetscape.
- Potential brownfield sites based on historic uses.



CIRCULATION FRAMEWORK

Connections to adjacent neighborhoods, such as the Medical District, residential neighborhoods to the south, the Universities to the north, and the Downtown Core, will be a major factor in the success of this District. Vehicular access is fundamental to desirable commerce and business activity, as is the quality of the pedestrian and bicycle environment. A more integrated approach towards pedestrians and other modes of transit will be necessary.

With limited streetscape and pedestrian amenities, the District lacks a clear identity and unifying character. The sense of place can be strengthened with streetscape and pedestrian amenities. There is a clear need to enhance streetscapes, add street trees, and create gateways that foster a sense of place and extend a warm welcome. The visitor experience can also be improved by implementing a wayfinding and signage system that efficiently directs people to local destinations and the regional transportation system. Also, improvements for bicyclists should be made with the redevelopment of this area.

STREETSCAPE IMPROVEMENTS

As described in the *Plan Update*, Complete Streets are landscaped, tree-lined corridors designed for multiple modes of transportation. Nearly all are meant to balance the various needs of pedestrian and vehicular use. Some include bicycle and transit improvements as well. Pedestrian amenities on Complete Streets may include street furniture, decorative lighting, wide sidewalks with curb extensions (bulb-outs) at street corners, decorative crosswalks, public art, outdoor restaurants, plazas, and improved sidewalk-building interfaces (e.g., awnings, street-oriented retail activity).

The following streets have been identified as high priority projects for streetscape improvements:

- Pacific Avenue
- Grant Street
- Sprague Avenue
- Sherman Street
- Division Street
- Alleys

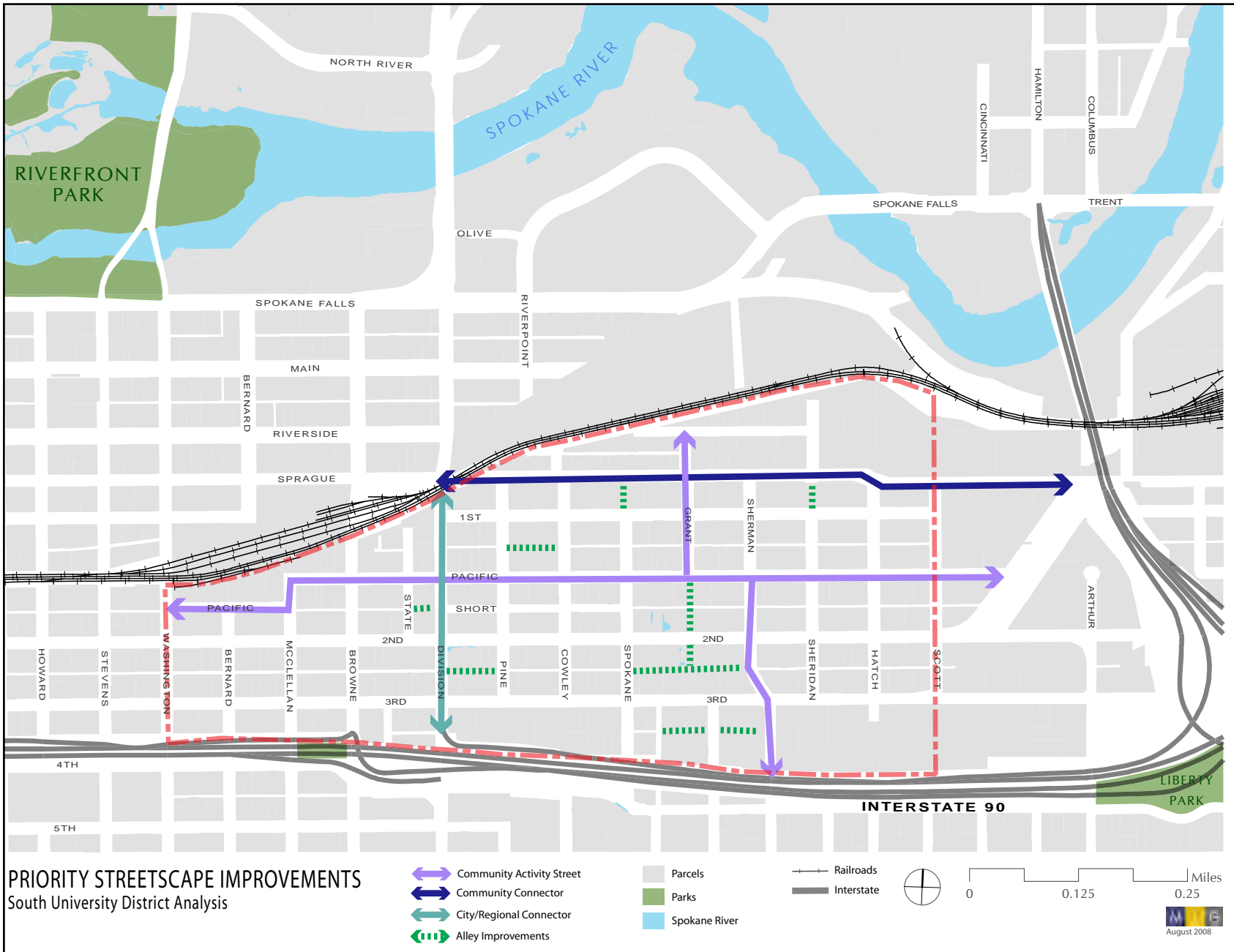




Illustration of possible streetscape from the University District Strategic Plan (2004)—Tony Janson

Pacific Avenue and Grant Street—Community

Activity Streets

A Community Activity Street (Type I Complete Street) is described in the *Plan Update* as a slow, two-way street with wide, well-maintained sidewalks, and pedestrian amenities to encourage strolling, walking, and shopping. Both Pacific Avenue and Grant Street should have streetscape improvements that foster Community Activity Streets:

Objectives for Pacific Avenue include improving the character of the street and providing for increased pedestrian and bicycle usage. Vehicular traffic is currently minimal on this street.

Grant Street will link the South University District to the proposed Ped/Bike Bridge by facilitating pedestrian traffic to and from Riverpoint Campus. As the area develops, streetscape improvements between Sprague and Pacific will be necessary.

Sprague Avenue—Community Connector

A Community Connector (Type II Complete Street), is designed to move traffic and pedestrians. These streets provide some of the major pedestrian connections to surrounding neighborhoods and Districts. Sprague is defined as a Community Connector.

Significant improvements are recommended to improve the vehicular and pedestrian environment along Sprague

Avenue. Providing on-street parking, pedestrian safety, and a pleasant pedestrian and bicyclist environment are the objectives of the Sprague Avenue improvements. Sprague Avenue has also been discussed as a possible Bus Rapid Transit (BRT) route between Downtown and East Spokane.³

Sherman Street—Community Activity Street/

Neighborhood Street

Improvements to Sherman Street will create a better environment for pedestrians and bicyclists traveling to and from the Medical District/South Hill; and between the South University District and Riverpoint Campus. Recommendations include safety improvements and amenities for bicyclists and pedestrians. Sherman Street is described as a Community Activity Street (Type I Complete Street) south of Pacific Avenue; and a Neighborhood Street (Type IV Complete Street) north of Pacific Avenue. Neighborhood Streets carry very little through-traffic and tend to have less commercial activity than the other types of Complete Streets. They also tend to have generous sidewalks, landscaping, and street trees. DKS Associates recommended that Sherman Street,

³ *DRAFT University District/Downtown Spokane Transportation Improvement Plan, DKS Associates: April 2008.*

between Sprague and Fifth Avenues, be re-stripped to a three-lane cross-section, with six-foot bicycle lanes on both sides of the street.⁴

Division Street —City-Regional Connector

Division Street serves as an important transition and connection from the freeway into Downtown. It is prioritized because of its visibility as a main entrance from Interstate 90. Division Street is currently a northbound one-way, four-lane street, with some on-street parking. It is classified as an urban principal arterial and a freight route and a twelve-foot minimum lane width is required: thus, Division Street does not have existing or proposed on-street bike lanes. Division Street is a City-Regional Connector (Type III Complete Street); its primary function is to move automobile traffic and provide connections with other parts of the city and region. These attractive, landscaped arterials have street trees, sufficient sidewalks for pedestrian circulation, and safe pedestrian crossings. Pedestrian improvements along the Division Street corridor can create a more pedestrian-friendly environment and provide an opportunity for enhanced gateway aesthetics:

- Speed reduction to 25 or 30 mph through modifications of signal timing;
- Special paving for crosswalks and sidewalks;
- Reduction of off-peak cycle lengths at signalized intersections to shorten pedestrian waiting times;
- Streetscape enhancements such as street trees, public art, street furniture, and pedestrian-scale signage; and
- Safety improvements at the intersections of Division Street with Sprague and Third Avenues.

It may be possible to reduce the lanes along Division Street on the block between the railroad underpass at Second Avenue to allow for on-street parking that would increase separation between the pedestrian realm and moving vehicles.⁵ All improvements that could potentially reduce capacity along Division Street must be coordinated with the Washington Department of Transportation (WSDOT).

⁴ *Ibid.*

⁵ *Ibid.*



The railroad to the north of the study area creates a significant physical barrier to Riverpoint Campus

Alleys

The scale of Spokane's alleys provides an extra dimension to the transportation and public space network within the South University District. All vehicles using alleys should be subordinate to other users, such as pedestrians, bicyclists, and wheel chair users. Alleys should be well-maintained and activated to provide critical mid-block connections.

BICYCLE FACILITIES

There are very few existing bicycle amenities within the South University District Study Area. Currently, there are shared bicycle routes⁶ along Second and Fourth Avenues; south along Sherman Street from Second Avenue; and east along Third Avenue from Division Street. A number of recommendations for bicycle facility improvements are listed below.⁷

⁶ *The Spokane Comprehensive Plan defines shared bicycle routes as motor vehicle routes that have signage to indicate that the street is also a bicycle route.*

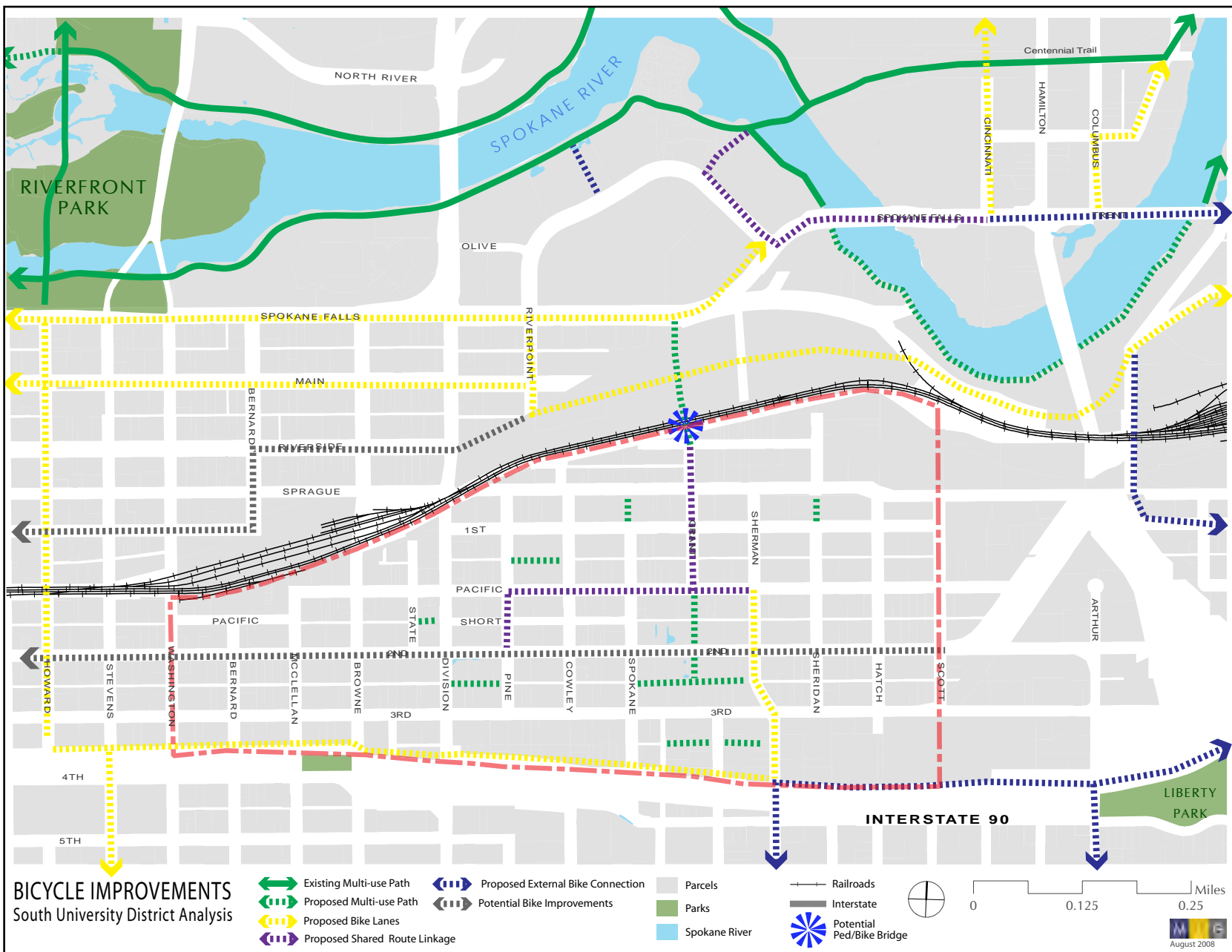
⁷ *DRAFT University District/Downtown Spokane Transportation Improvement Plan, DKS Associates: April 2008.*

Multi-use Paths

Multi-use paths are also known as pedestrian/bicycle (ped/bike) paths, shared-use trails or bicycle paths. The Spokane Comprehensive Plan defines them as bikeways that are physically separated from motor vehicle traffic by either open space or a barrier of some kind. Multi-use paths are recommended within the District to increase connectivity throughout the District by reinstating the alley and right-of-way grid and to link the proposed Ped/Bike Bridge to Riverpoint Campus.

Bicycle Lanes

Bicycle lanes are created when a portion of the roadway has been designated by striping, signing, and pavement markings for preferential or exclusive use of bicycles. Designated east/west bicycle connections through the South University District that link Downtown Spokane to the rest of the city are currently lacking. Bike lanes are planned along Fourth Avenue between Howard and Sherman Streets just south of the District. A north/south bike lane would travel along one block of Grant Street south of the Ped/Bike Bridge; one block along Sprague Avenue connecting Grant and Sherman Streets; and south along Sherman Street from Sprague Avenue; to connect Riverpoint Campus to South Spokane. In addition, future consideration should be given to long term bike improvements such as bike lanes, along Second Avenue.



D15

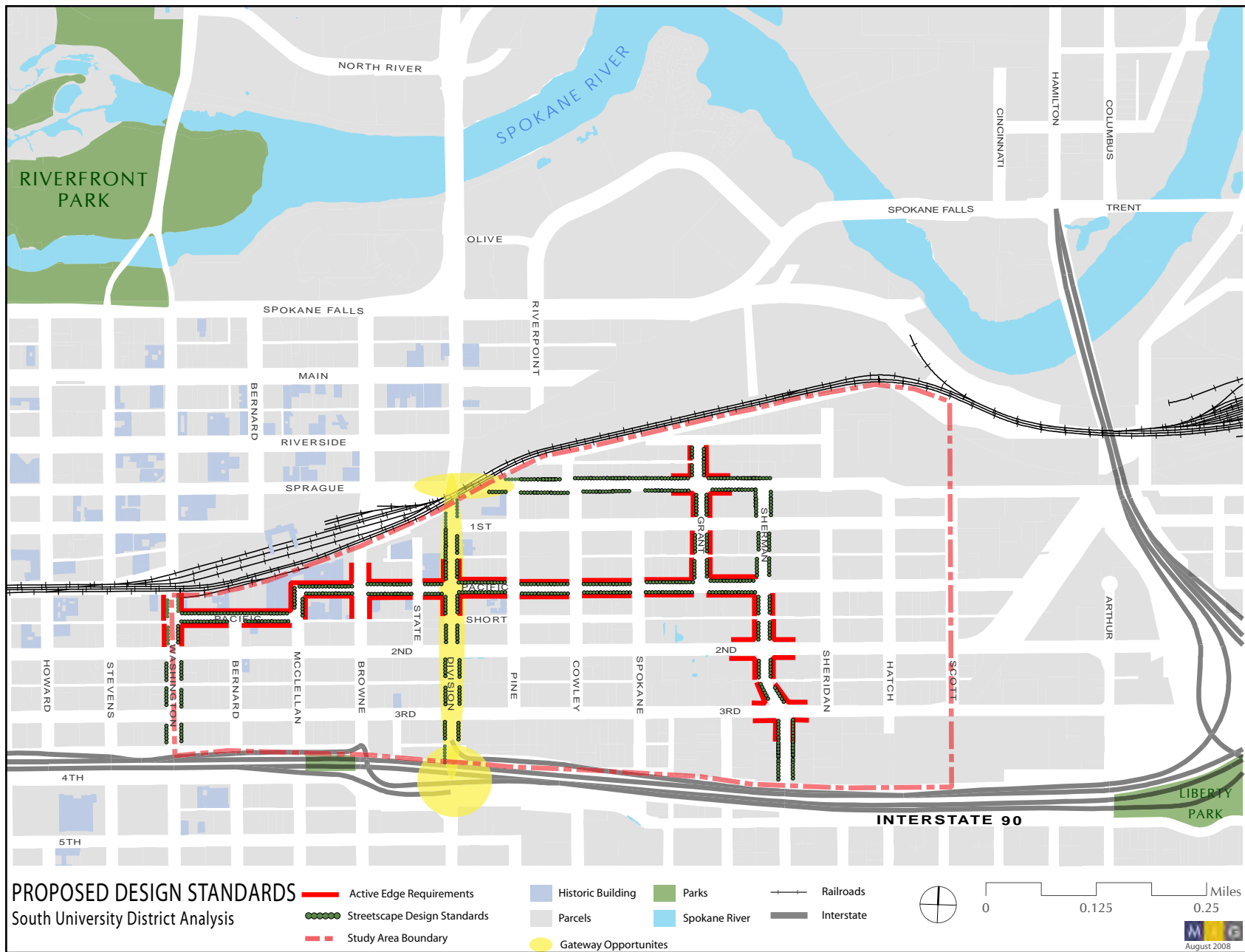
GATEWAY OPPORTUNITIES

There are a number of locations for aesthetic gateway enhancements to this District. These include underpass enhancements at Washington and Division Streets, where the road passes beneath the railroad, and at Division Street where the Interstate exits. As previously mentioned, the Division Street interchange off of Interstate 90 is a major entry point into Spokane. Division Street should be improved with landscape design, signage, and lighting, creating an attractive entry boulevard from Interstate 90 through the South University District, and into Downtown.

STREETSCAPE STANDARDS & GUIDELINES

Streetscape improvements encompass all of the physical features encountered by pedestrians including: sidewalks and crosswalks; roadway design including lane width and surface treatments; lighting; street trees, grates, and landscape buffers; public art; street furniture such as benches and trash receptacles; wayfinding signage; on-street parking design; bus stop amenities; and building awnings. Streetscape amenities can provide significant

improvements to the aesthetics of a street; the perception of safety; and the desirability of investing in a community. Streetscape standards and guidelines that promote active edges and pedestrian-friendly environments on the streets identified in the Proposed Design Standards map, are strongly encouraged to create a sense of cohesiveness along key streets within the South University District. For example, the built form—composed of buildings, streets, sidewalks, and public open spaces—plays a crucial role in the vitality, perception, and livability of a District. Elements of built form such as the percentage of transparency in a facade, uniformity in setbacks, and allowed materials can be regulated or influenced by design standards and guidelines. Transparency refers to the visibility between private buildings and public spaces. When the edges of buildings are referred to as “active,” it is because the activity within the building engages the street environment and vice-versa. Numerous buildings within the South University District have blank or opaque facades, which weaken the pedestrian experience and reduce neighborhood safety.



PROPOSED DESIGN STANDARDS
 South University District Analysis

- Active Edge Requirements
- Historic Building
- Parks
- Parcels
- Spokane River
- Railroads
- Interstate
- - - Study Area Boundary
- Gateway Opportunites

0 0.125 0.25 Miles

August 2008

LAND USE FRAMEWORK

EXISTING CONDITIONS

Current land uses within the District include retail, commercial, residential, office, light industrial, auto-oriented uses, civic, and health care related uses. Surface parking lots dominate the District, and there is a significant amount of vacant and under-utilized land. These parking lots consume valuable land that could be devoted to higher-value uses.

General Commercial zoning is applied to the greater area of the South University District. The boundaries are defined by Interstate 90 to the south, Division Street to the West, Scott Street to the East, and the railroad to the north. A full range of retail and service businesses with a local or regional market as well as industrial uses are allowed. Industrial uses are limited in size to ensure that they do not dominate the character of the commercial area.

VACANT & UNDER-UTILIZED SITES

There are numerous vacant and under-utilized sites within the District; including many surface parking lots where new development could jump-start the revitalization of entire blocks or streets. The District's historic building stock also offers extensive redevelopment opportunities.

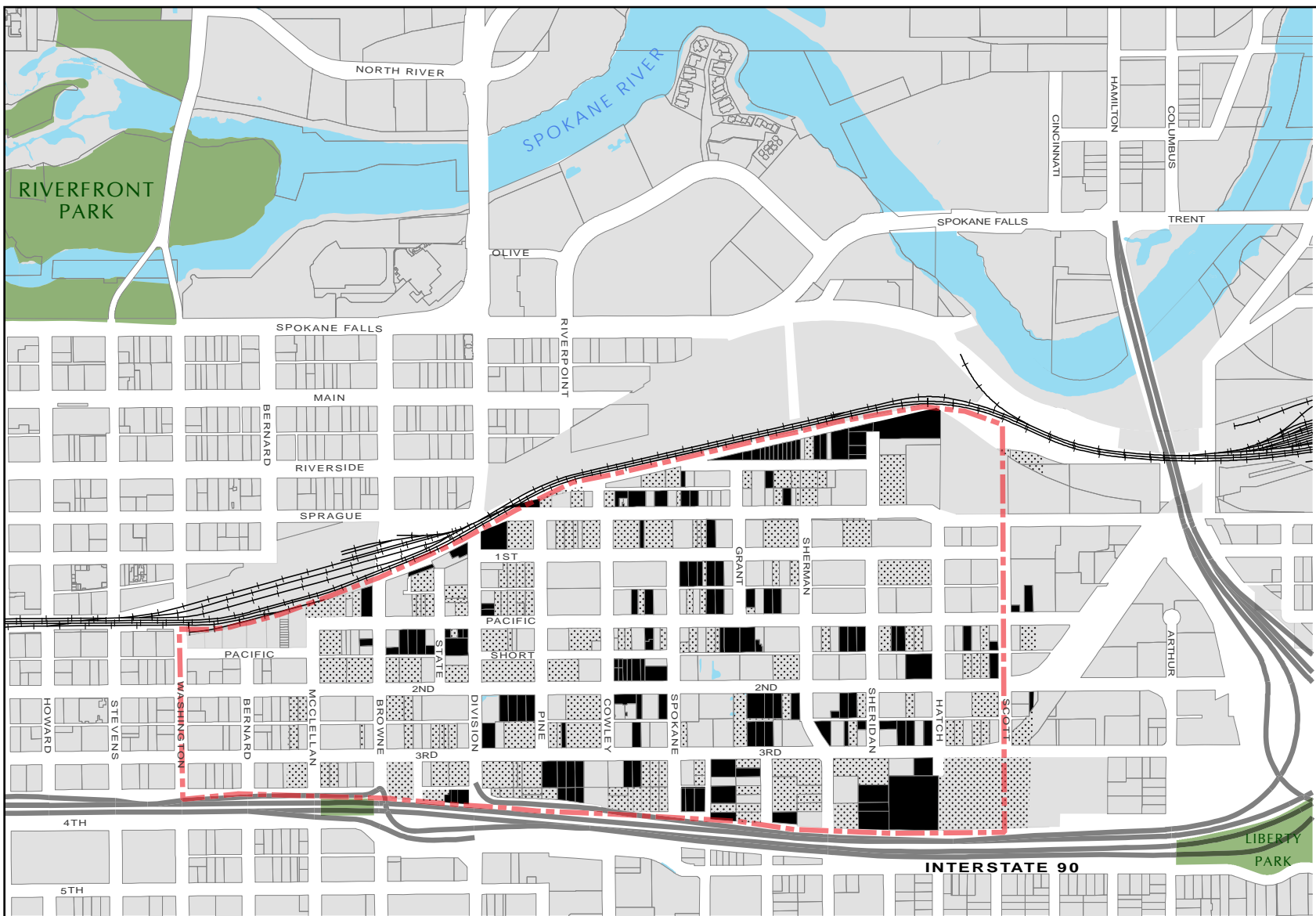
PROPOSED LAND USE

The *Primary Land Use* map illustrates the recommended land use concentrations within the South University District. The overall land use concept for the South University District is described in the *Plan Update* as 'Mixed Use Urban Village', and reiterated below. This appendix recommends primary land uses for different areas within the District. In other words, vertical mixed-use development is promoted and particular areas are designated for retail, residential or office concentration to create the critical mass necessary to develop a viable neighborhood center.

This land use framework was developed to encourage mixed uses throughout the South University District; promote unique, vital, and complementary retail spaces; rehabilitate and re-use existing structures for office, retail, and residential uses; support the development of the biomedical/health sciences campus at Riverpoint Campus and the Medical District with complementary facilities; and activate the South University District.

MIXED USE URBAN VILLAGE

The mixed use urban village concept is discussed in detail in the *Plan Update*, and supports a high density of development and a fine-grained mix of uses such as housing and/or offices located above retail spaces. Street layout and site planning emphasize pedestrian over automobile movement. The South University District, envisioned as a mixed use urban village, will include conversions of warehouses and light industrial buildings, as well as new mixed use office, retail, and residential space. A mix of residential, office, and commercial uses will foster a pedestrian-friendly, transit-accessible urban environment and contribute to making the South University District into an active place, day and night.



Vacant and Underutilized Parcels
South University District Analysis

- Underutilized
- Vacant
- Parcels
- Parks
- Spokane River
- Railroads
- Interstate
- Study Area Boundary





A-Economy Building is a mini-storage warehouse operating in the South University District

Retail/Commercial

Retail and commercial uses will be promoted in the northwest quadrant of the District, from Washington Street to Division Street, and Second Avenue to the railroad. Commercial uses include retail, service, and entertainment uses such as restaurants, specialty retail, department stores, banks, post offices, dry cleaners, grocery stores, and theaters. Retail uses will especially be encouraged; this includes the sale of goods as well as food and beverage services. Concentrated pockets and/or strips of pedestrian-oriented, ground floor retail and restaurants that stay open on evenings and weekends will create a lively commercial atmosphere that attracts people from the rest of the City and region. The businesses in the area

are encouraged to develop a unique marketing identity for their center. This will allow the City of Spokane and partner organizations to direct customers seeking their niche of goods, services, and development to that area. Retail and commercial uses, as well as ground-floor standards that promote active streetscapes, will also be encouraged at the ground floor of:

- Pacific Avenue,
- Grant Street, and
- Sherman Street.

Office/Biomedical

Office and biomedical primary uses are recommended along the Second and Third Avenue couplet due to the presence of arterials and the freeway for commuters and clients, as well as proximity to the high concentration of biomedical facilities in the Medical District to the south.

Residential

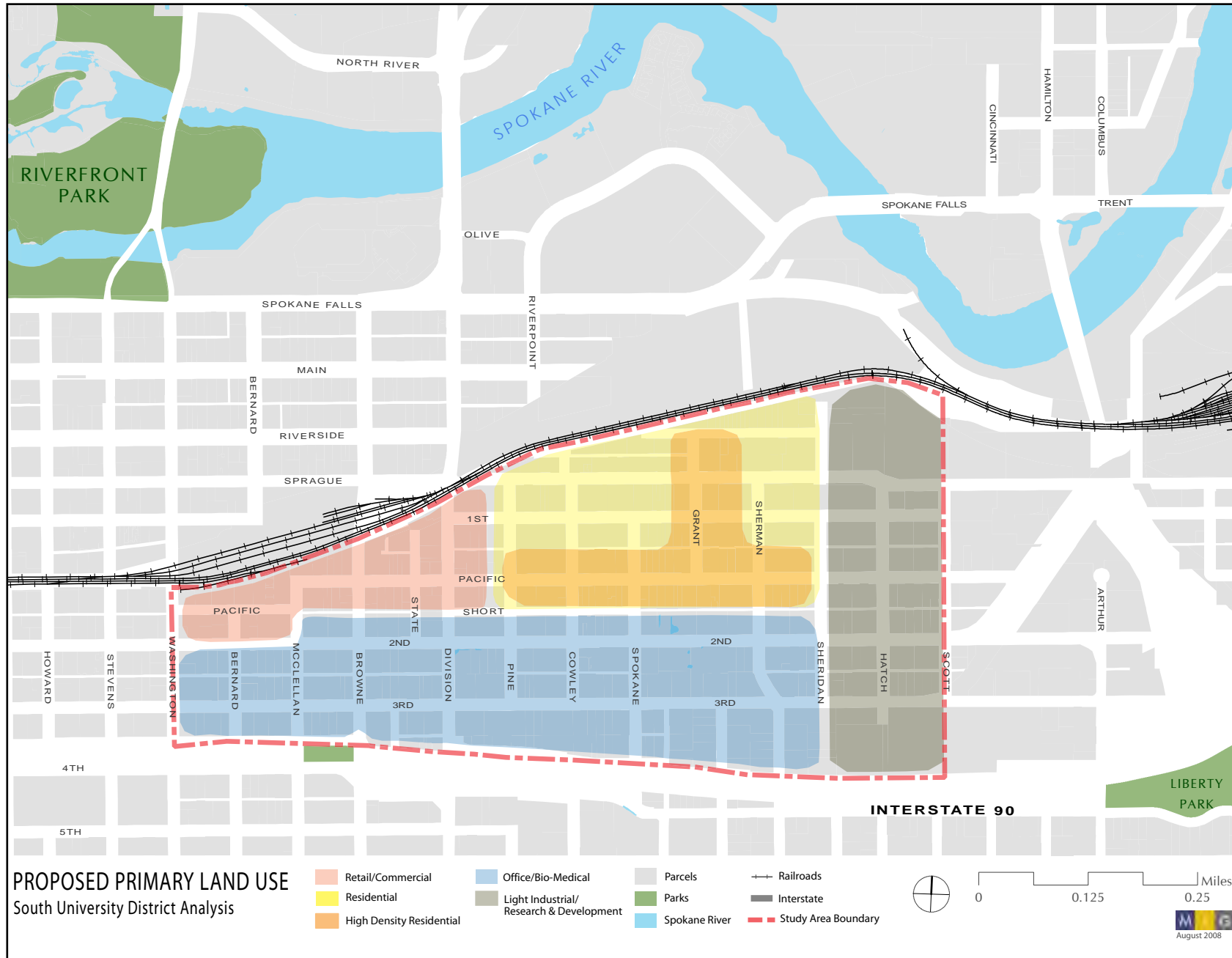
A concentration of residential use is recommended in the north-central portion of the South University District. Residences in this area would be adjacent to the proposed pedestrian/bicycle bridge that will span the railroad tracks at Grant Street, and connects to Riverpoint Campus. Residential uses appropriate to this area would include student-oriented apartments, single-room occupancy facilities, townhouses, and condominiums. Residential

units may often be located above ground floor retail and office uses. High-density residential is recommended along Grant Street and Pacific Avenue between Sheridan and Pine Streets, with recommended ground-floor retail or commercial uses.

Light Industrial/Research and Development

Some light industrial and distribution uses as well as arts-related manufacturing uses exist in the South University District, including a small foundry, welding shops, fabrication shops, and glass blowing shops, among others. East of Sherman Street, there are a number of light

industrial uses such as storage, wholesale, auto-oriented commercial, and light manufacturing businesses. It is recommended that this portion of the South University District maintain its current uses, while promoting small-scale manufacturing, artists' workspaces, business incubators, and research and development projects, within this area.



OPPORTUNITY SITES

Potential opportunity sites were identified on the map to the right and will be instrumental in stimulating future private investment in the South University District. These sites have a high potential to act as a catalyst for further infill development in the area due to their key locations or roles in the District. It is recommended that vacant or under-utilized sites at the following key intersections be given special consideration, as these intersections are likely to be at the center of much future activity:

- Division and Pacific
- Grant and Pacific

Additionally, larger parcels to the south have the potential to support office or bio-medical facilities with significant floor-plates.

UNIVERSITY DISTRICT PEDESTRIAN & BICYCLE BRIDGE

The proposed Ped/Bike Bridge would span the existing Burlington-Northern/Santa Fe railroad tracks at Grant Street and arrive at the planned central pedestrian mall of Riverpoint Campus. Depending upon the final alignment of the Riverside extension, a bridge could span both the railroad tracks and Riverside Avenue to provide a strong link to the campuses to north and open the South Univer-

sity District for development. The existing pedestrian and bicycle crossings are at Division and Erie Streets, but their distance from one another, and their existing, auto-oriented character pose a significant barrier to connectivity.

This is an important opportunity for the South University District, and of high priority. Completion of this project will create a connection to the universities to the north and spark mixed-use projects as well as high-tech and bio-medical research and development in the area. This project will also facilitate connections between the Nursing School and the Medical District as well as connections to Downtown from the lower South Hill.

“... this project should become the icon of the District since it symbolizes the goals to overcome obstacles with creative, bold ideas and connect to Spokane’s optimistic future.”⁸

⁸ *The University District Strategic Master Plan: Driving the New Economy Vol. 1. The City of Spokane Office of Economic Development : November 30, 2004.*

In the University District Master Plan the vision for the pedestrian/bicycle bridge includes a pedestrian plaza with shops along it; a terminal for future transit development and catalyst for substantial mixed-use redevelopment; a farmers market; and a promenade to the south. However, it is appropriate for the community to revisit this vision and develop a design concept that takes into account new projects like the Riverside Extension; the proposed mass transit right-of-way and station; as well as impacts to Spokane Falls Boulevard to the north due to expansion of the pedestrian zone. A design competition could be held to develop the design of the bridge with the intent to create a community icon and focal point of the entire University District.

