



Lincoln Heights

Technical Assistance Panel

June 18, 2015

Panelists

Jon Rose, *Olympic Property Group - TAP Chair*

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Casey Brazil, *Kiemle & Hagood Company*

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Peter Hahn, *City of Shoreline*

Michael Craven, *Craven Company*

Peg Staeheli, *SvR Design*

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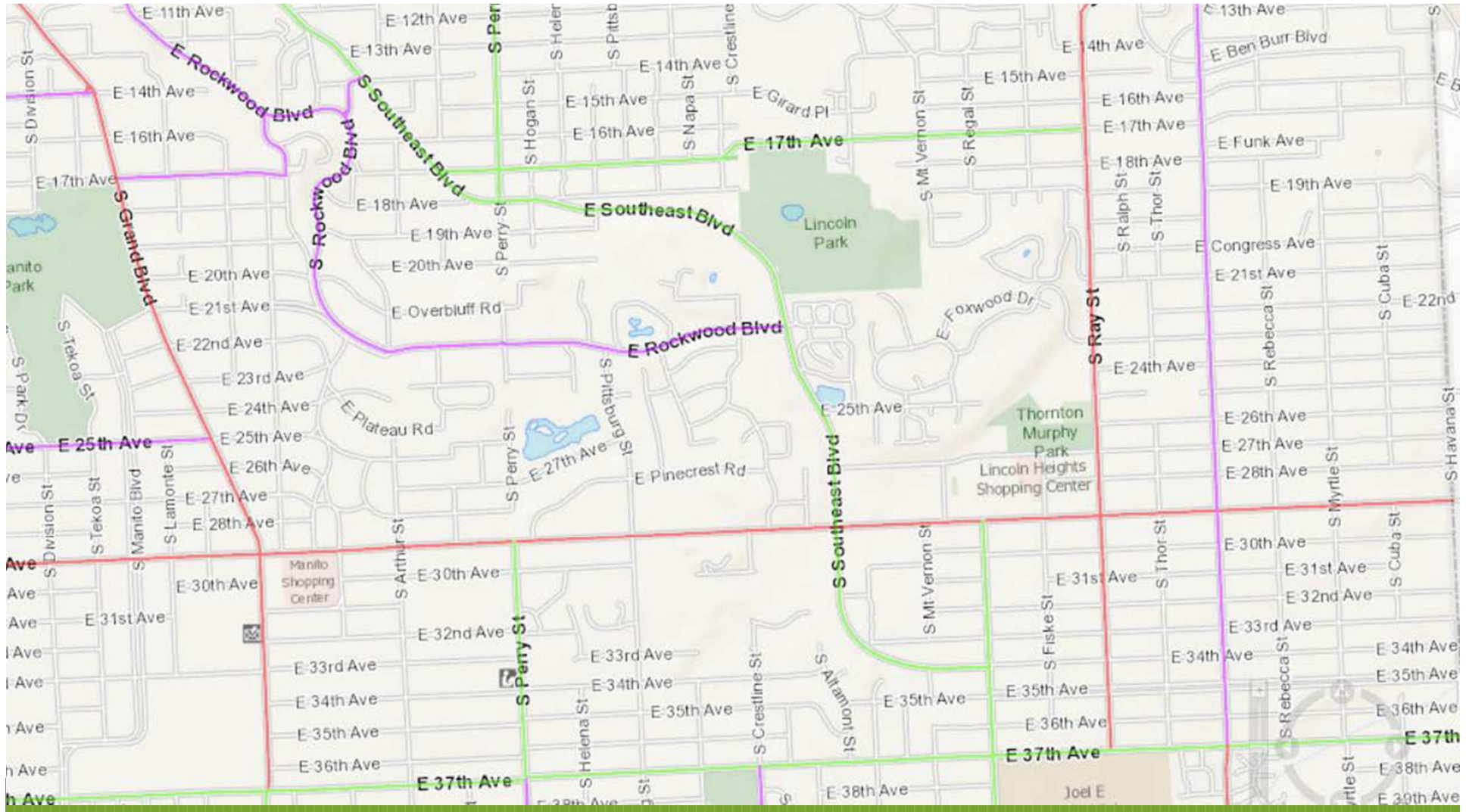


Introduction

The City of Spokane is to be commended for proactively addressing the opportunities by the reinvigoration of the Lincoln Heights District.



Geographic Scope



Opportunity Points



Key Questions

1. How can this area leverage the existing retail and office uses and create vibrant new opportunities for the neighborhood? What are the strengths of this area compared to other nearby commercial areas?
2. What are this area's weaknesses?
3. How does Lincoln Heights move forward to differentiate itself from adjacent commercial areas? There is a new center to the south on Regal at 44th, with Target as an anchor tenant. There is additional commercial activity at 29th and Grand to the west and in Spokane County to the south at 57th and Regal.

Key Questions, Continued

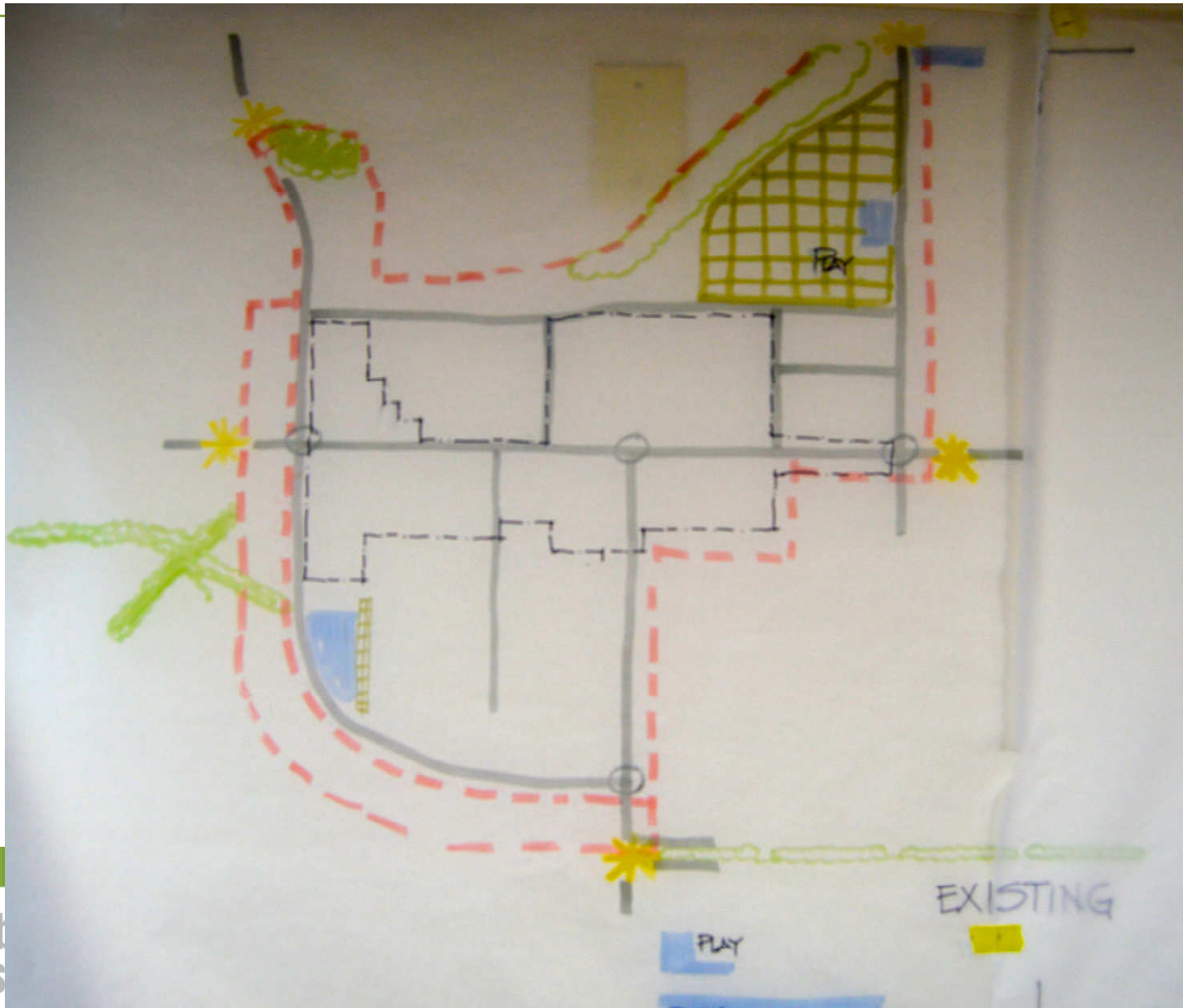
4. What are tactics to reinvigorate the center? Include some low cost alternatives as well as some major ones.
5. To build on the goals and projects identified in the South Hill Coalition plan, how can the center be more pedestrian and bicycle-friendly and better connected to the rest of the neighborhood points of interest (such as the adjacent Thornton Murphy Park), adjacent neighborhoods? Would the Main Street Model work? Would some other tactic work?
6. Are there opportunities for transit-oriented development at this location?

Community Opportunity: The Lincoln Heights neighborhood is a thriving and healthy community. Living, shopping, recreating, and socializing are all integrated into a seamless experience, characterized by natural and manmade beauty.

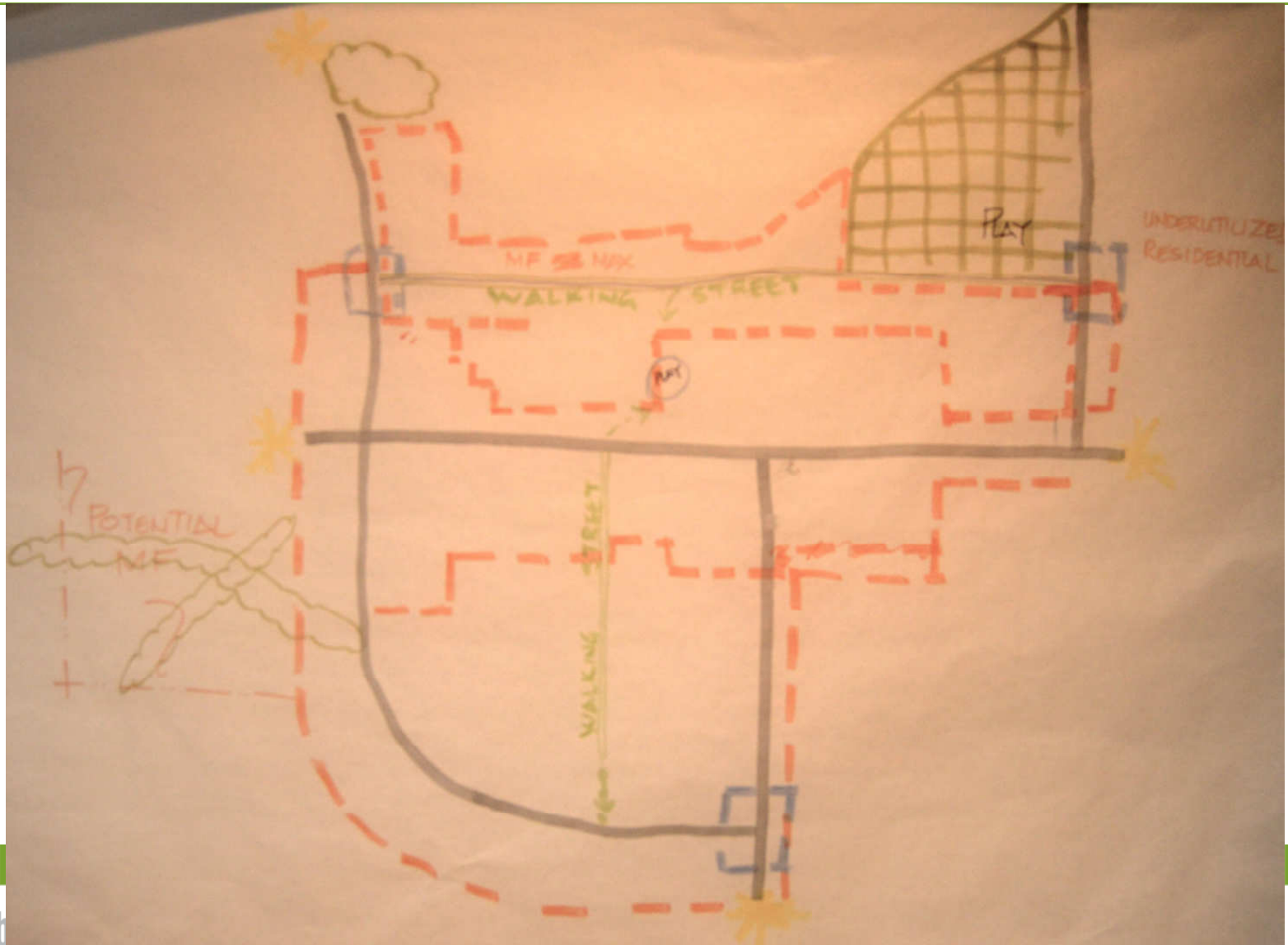
Lincoln Heights District: The Lincoln Heights Center is South Hill's premier retail destination and social gathering place.

- Integrates creative design strategies that are welcoming to residents and visitors alike
- Provides a variety of mobility choices
- Offers diverse choices for socializing, for all ages
- Creates community by integrating public, retail spaces and connecting with housing

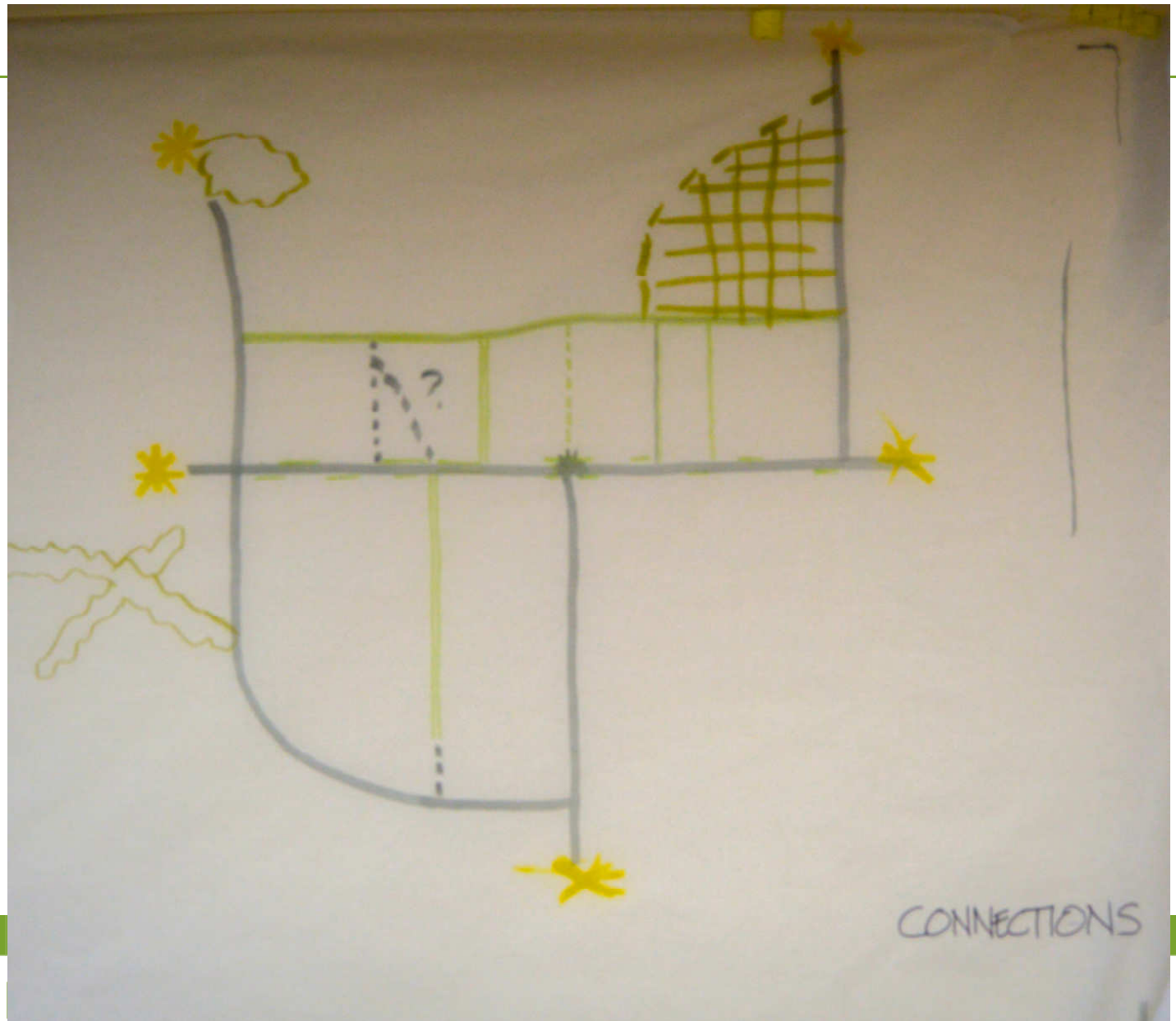
Defining the Core



Land Use



Connections



District-Wide Recommendations

- Establish gateway boundaries
- Define streetscaping (plantings, crosswalks with pots, striping, and banners)
- Give lighting precedence – use new pedestrian standards
- Traffic calming, medians



District-Wide Recommendations

- Use drainage to enhance the vision
- Connect the open spaces
- Establish 29th as the commercial corridor
- 27th is great, walkable street with slow car traffic
- Find a community use for current Park and Ride



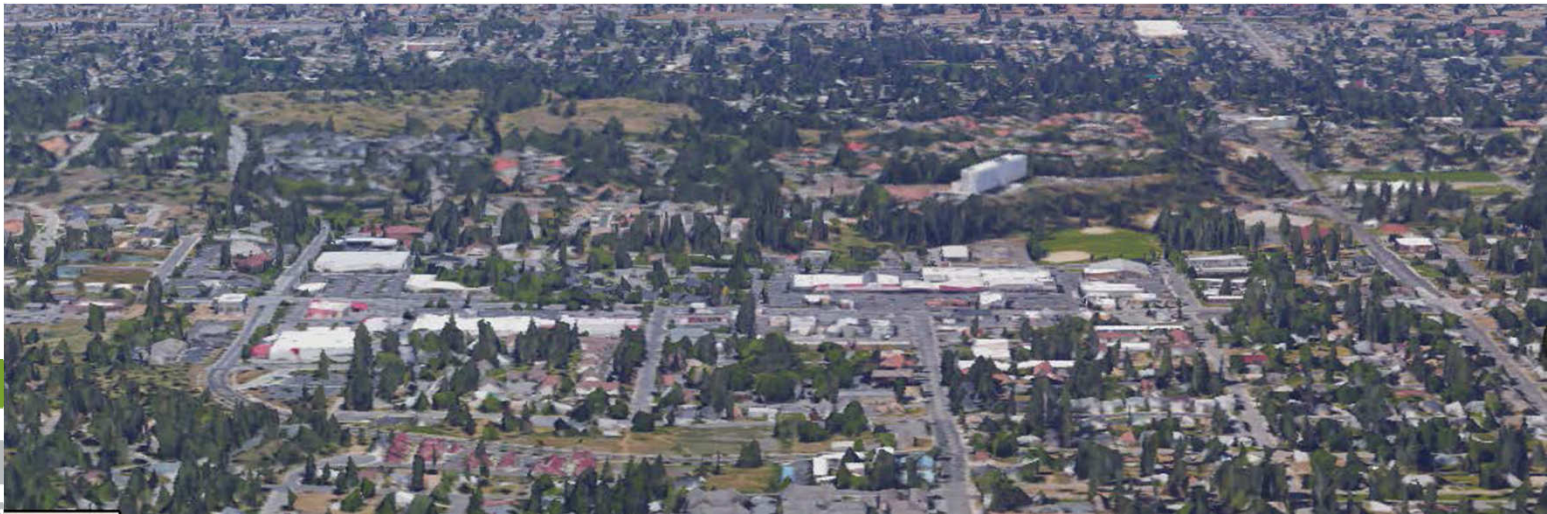
District-Wide Recommendations

- Create a brand with a theme/logo for neighborhood. Make it lively and up-to-date
- Live walk and shop
- Make 29th 3 lanes for speed reduction, safety, and buffers
- Manage driveways on 29th
- Establish a sub area plan and rezone
- Create a business improvement district (BIA) or Merchant's Association



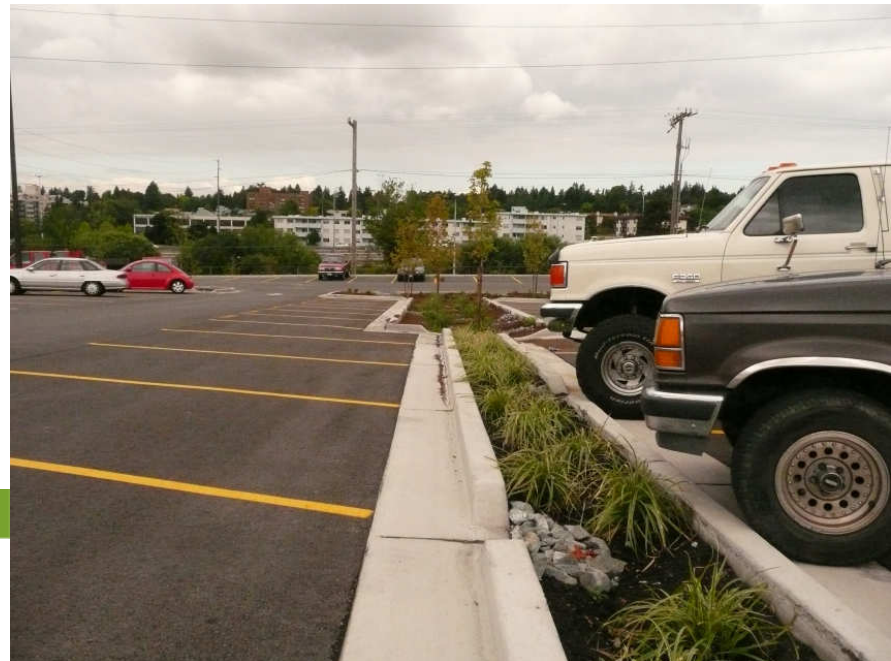
District-Wide Recommendations

- Define an authentic character that reflects the physicality and drama of Spokane
- Increased dwell/linger time (kids activities, playgrounds, beautification, slow traffic down)
- Create signage standards with a sunset clause
- Create design standards for the core
- Look to past to activate space



Retail and Business

- Create parking management strategy that supports businesses (the City and subarea are overparked)
- Introduce limited, targeted landscaping to soften parking lots and add drainage



Retail and Business

- Partner with City for gray to green program in parking lots for drainage and beautification and integration with pedestrian access
- Activate retail frontages with better pedestrian connections between 27th and 29th
- Support a merchant's association to develop and implement common marketing and promotion strategies



Retail and Business

- Create liaison between merchant's association and taxi cab companies and other transportation providers to increase use of the center by seniors
- Create multiple neighborhood corner gathering points, with small retail that provide services for local residents (single family home conversion to business with sunset clause)



Retail and Business

- Seek opportunities to reduce asphalt and reuse the land (retail and business)
- Provide pedestrian access through the block where 2nd Look Books and Coffeehouse is



A Community of Residents and Neighbors

- Consider promoting YMCA-type partner as community gathering spot and activity anchor
- Create public performance spaces
- Start park re-planning and programming



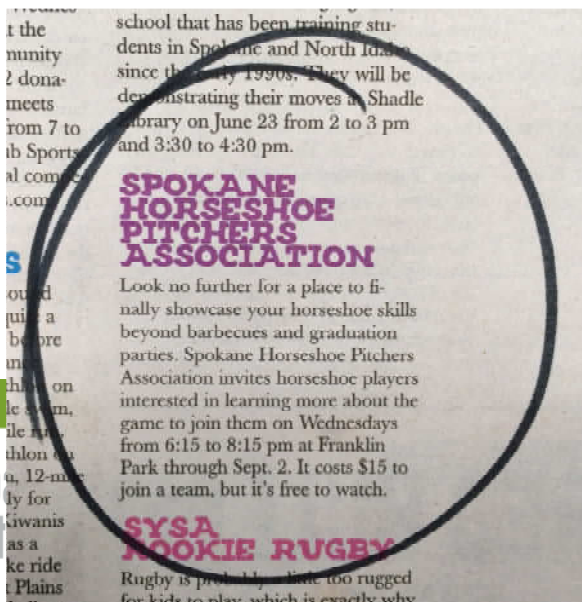
A Community of Residents and Neighbors

- Bring in food trucks to limited special park events
- Transform undeveloped roads into pedestrian/bike paths
- Create an active partnership with schools (such as concerts in square, shopping center)



A Community of Residents and Neighbors

- Activate park system
- With community council, engage in active programming such as farmers market, concerts,
- Create cycling spaces that are safe for families



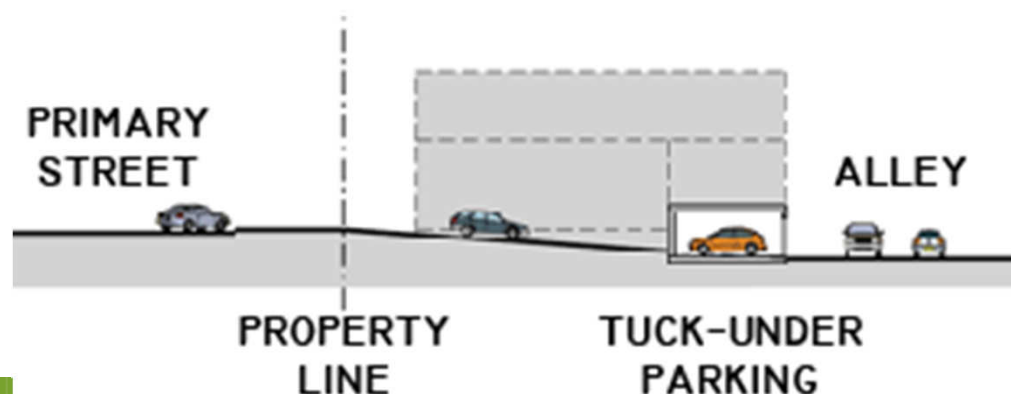
Housing

- Improve and transform multifamily housing between 27th and 29th
- Leverage Trader Joe's to drive higher rent potential
- Goodwill and Stanek's lots are low hanging fruit for adding green street, shared space, pop outs, etc.
- Integrate drainage with housing



Housing

- Find the right height for housing (two tiers, top out at 75 feet)
- As structured parking is unaffordable, tuck partly under buildings where topography creates opportunity
- Target MFTE as incentive for new, diverse housing choices



Thank you!

Many thanks to:

- The City of Spokane for presenting this exciting opportunity
- Our panelists for contributing their time, energy, and expertise
- Our volunteers and support team for keeping us on track and informed throughout this process

It could not have happened without each of you!

ULI – the Urban Land Institute



*ULI's mission is to provide leadership in the responsible use of land
and in creating and sustaining thriving communities worldwide.*