

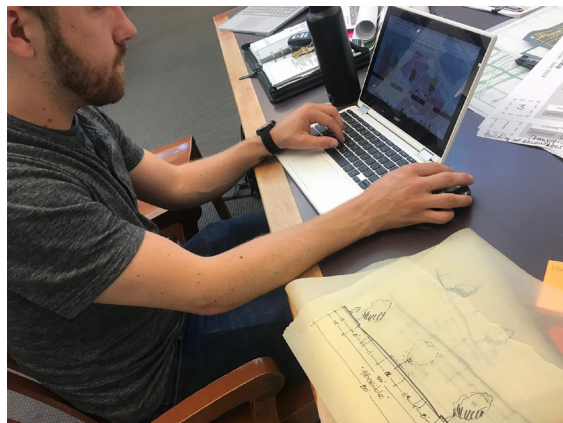
## Appendix C: Public Outreach Summary

The development of this plan involved public engagement on multiple levels including stakeholder interviews, an online questionnaire, public workshops, public open houses, and outreach at community events like Summer Concerts in the Park.

### Interviews

An early effort focused on learning what is on the minds of the community members and others who care about the Shadle area and who are inclined to offer suggestions on its future. The City of Spokane set up a dozen orientation interviews, allowing the consultant team to learn from one-on-one conversations about the topics and issues this process would need to address. Many of these conversations also revealed opportunities that may help propel the district center into the future the community desires.

These interviews confirmed the importance of several issues the plan must find ways to address – or to suggest ways in which they can be managed if beyond the scope of this project.

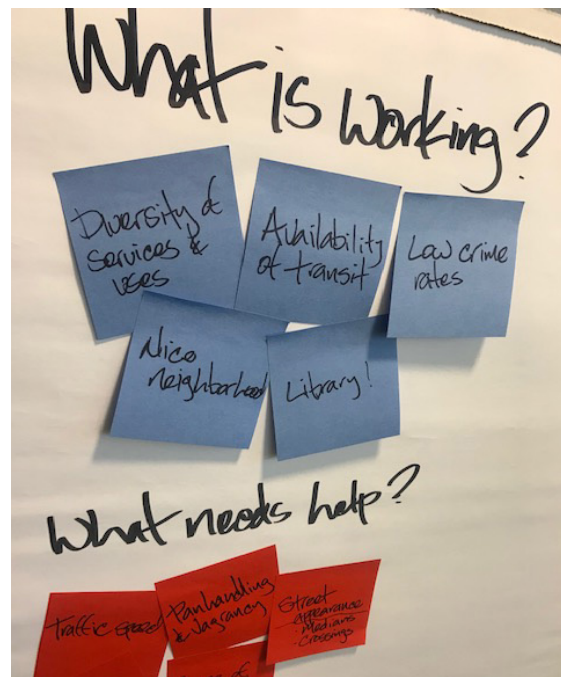


**Table 1: Description of Issues**

| Topic                     | Issue   |
|---------------------------|---|
| Homelessness              | Large homeless population in the area   |
| Property Crime            | Somewhat frequent property crime and vandalism in nearby neighborhood.  |
| Neighborhood Demographics | Diverse and dynamic neighborhood that is also affordable and attractive to a wide spectrum of residents.  |
| School Proximity          | Glover MS and Shadle HS feel disconnected from shopping center.   |
| Glover MS Remodel         | Potential connection to retail center as part of remodel  |
| Library Activity          | One of the busiest libraries citywide that provides many services to the neighborhood.  |
| Library Expansion         | Increased capacity for library services.  |
| Park Use                  | Increased activity, but there is a clear disconnect between the active water park and the downhill side that sees more homeless settlements.              |
| Park Design               | Current design promotes underutilization of park outside of library and water park and facilitates urban camping.   |
| Hastings Site             | Currently abandoned site that has potential for community services.   |
| Home Sizes                | Appropriate home sizes for affordable rental units along Wellesley, but high traffic noise and volume leads to high renter turnover.                      |
| Residential Tenure        | Many rentals in the area with a shift toward owner-occupied housing as area is very affordable.   |
| Pedestrian Access         | Belt, Alberta, Wellesley are poor and unsafe for pedestrians.   |
| Community Activities      | Increase in activity helps activate park.   |
| Community Outreach        | Currently a lack of community connection where neighborhood and city do not have much of a relationship with residents.                                   |
| Arterial Traffic          | Traffic is heavy and difficult to manage. Regional mobility must be balanced with local safety for pedestrians and residents.                             |
| Parking                   | Over-abundance at shopping center, but not enough near park and library. Difficult connections across Belt make sharing this parking unappealing.         |
| Regional Draw             | Conflicting priorities for the area since it has regional importance and draw, but is designated and wishes to focus more on being a neighborhood center. |

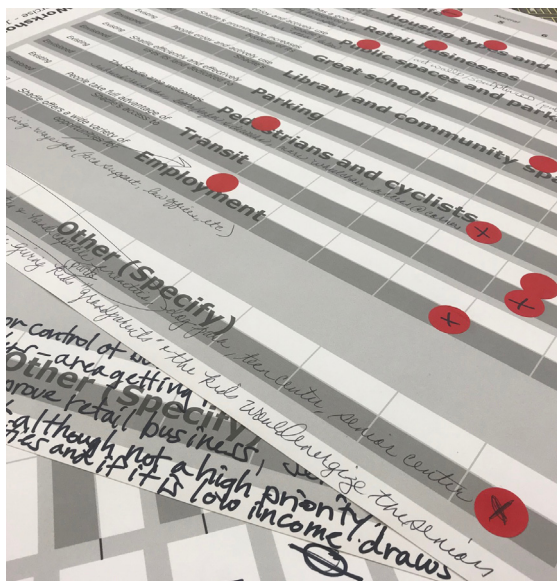
## Studio and Workshops

The core public engagement in this process was the community studio conducted in the Shadle Library. For three days, members of the consultant team and City staff met with community members, representatives of other City departments, the School District and the Spokane Transit Authority to understand more about community priorities, current agency initiatives, and ideas for the center's future. Almost 100 people visited the studio and participated in its evening workshops, helping the consultant team conceptualize, articulate, evaluate and then land on a preferred scenario as the basis of the plan.



## Vision Gap Exercise

The first community workshop, held in conjunction with the studio, focused on the gap between what the community hopes for the Shadle area and what they experience of it now. There were four groups of three or four people each that participated in the workshop. The workshop focused on ten topics, the gap exercise asked participants working in small groups to think collectively about their vision for the area and to evaluate, for each topic, the amount of work to be done to address it. The groups then prioritized actions needed to close the gap for each topic, presenting their findings to the rest of the workshop participants. The groups could also suggest an additional topic to ensure the exercise was as comprehensive as possible. The table and chart below present the exercise results, indicating the vision gap in order of magnitude and the priority rating by topic.



## Vision Gap Results

According to the results of this exercise, the topics that the Shadle Area needs to focus on improving the most are Safety, Public Spaces and Parks, and Pedestrians and Cyclists. These were the three topics with the highest gap scores, meaning that residents envision much better conditions for these topics than those that currently exist. Other topics that are experiencing significant gaps include Housing Types and Choices and Retail Businesses. Employment, Transit, Parking, Library and Community Spaces, and Schools saw the lowest gap scores, meaning that their current conditions do a better job at meeting the community's envisioned goals.

**Table 2: Gap Exercises Results**

| Topic                        | Mean Gap | Mean Priority |
|------------------------------|----------|---------------|
| Safety                       | 4.75     | 2.25          |
| Housing Types and Choices    | 3.50     | 0.75          |
| Retail Businesses            | 3.50     | 0.75          |
| Public Spaces and Parks      | 5.13     | 1.25          |
| Great Schools                | 1.00     | 0.00          |
| Library and Community Spaces | 2.00     | 0.75          |
| Parking                      | 1.50     | 0.25          |
| Pedestrians and Cyclists     | 4.75     | 2.00          |
| Transit                      | 2.00     | 1.00          |
| Employment                   | 2.88     | 0.25          |

With the exception of "Employment", the priorities groups assigned generally correspond to the magnitude of the gap needing to be closed. While participants believe increased employment in the area would be a good thing, they see the responsibility to provide it borne by

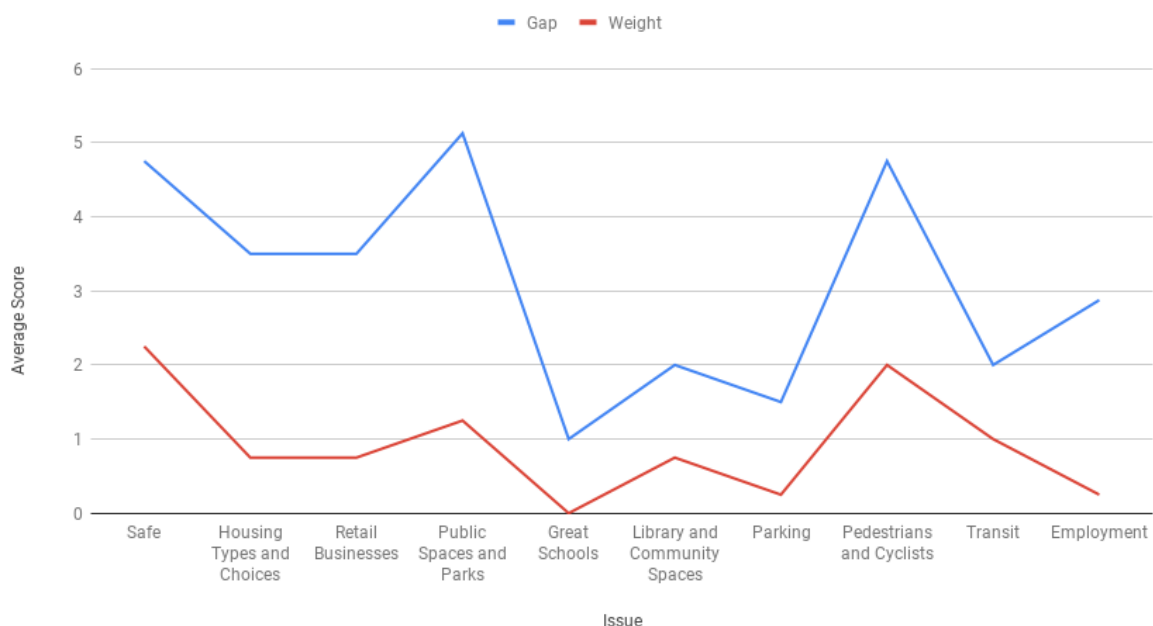
the market and not subject to any initiative undertaken by the City or its agency partners.

Group 3 also identified an extra topic, and they were the only group to do so. The extra topic they identified was “the development of medical facilities and handi-capable park amenities”. They described this as including amenities such as a dog park, a teen center, a senior center, and a program that combines daycare and senior care where seniors are mentors to young children. This group gave a gap score of 8.5 for this category, and assigned it a priority level of 3.

Groups also were able to write comments on the Gap Exercise worksheets. Below are some common themes that came out of these comments:

- Bus stops should be more accessible and comfortable. Adding covered bus shelters, benches, and signs could help improve the experience of bussing in the neighborhood, as well as maintaining and cleaning the bus stops regularly.
- Offer more local business and retail in the center in order to create a more cohesive neighborhood feel. This should include the opportunity to increase the number of living wage jobs in the area.

Average Gap and Weight of Issues





- Provide a community center or senior center that offers resources and programs to residents of the Shadle neighborhood.
- Improve bicycle and pedestrian infrastructure by adding more bike racks and crosswalks, including improving existing crosswalks and sidewalks in order to make them more accessible by those with disabilities.
- Improve the sense of safety in the neighborhood. The area feels more run-down these days and the center and surrounding areas can be unsafe at certain times of the day.



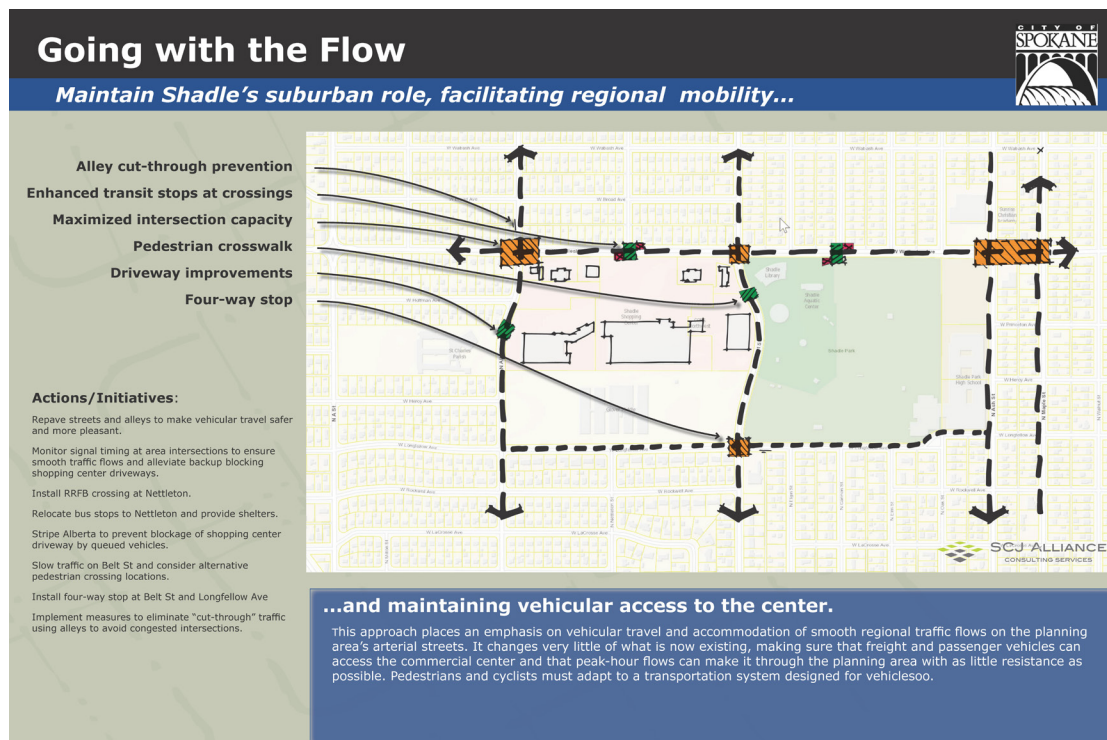
## Scenarios

The following three scenarios were developed as a result of community input and workshops based on participant comments and suggestions. They first appeared during the community outreach days at the Shadle Public Library from June 11-13, 2019. They were the subject of the June 13th evening workshop and continued on as the suggested scenarios at subsequent community outreach events like the Concert in the Park series.



## Scenario 1: Going with the Flow

This scenario prioritizes mobility and throughput, ensuring that the center is easily reached by vehicles seeking it and moved through by vehicles seeking to go someplace else. It ensures convenient freight access to the shopping center, provision of abundant parking, and continued priority for vehicular flows on Wellesley, Alberta, Longfellow, and Belt. It acknowledges the need for improved pedestrian safety by providing for some enhanced crossing opportunities, but they adapt to the vehicle-intended roadways and driveways.





## Scenario 2: Creating an Active Place

This approach seeks more transformation, reconfiguring the center to achieve the aspirations voiced in the comprehensive plan and in the discussions with studio participants. It reorders the centers overall priorities, slowing vehicular traffic on Wellesley and Belt, inserting higher-density housing in the core of the center, reconfiguring Wellesley to have a more “urban center” feel, enhancing transit stops, and reconfiguring Belt to function as a seamless integrator between the commercial center and Shadle Park.

### Creating an Active Place

Mix housing variety, shopping, schools & parks in a compact, urban center...

**Improved sidewalks linking the neighborhoods to the center**

**Townhouses fronting on Wellesley**

**New development pattern potential**

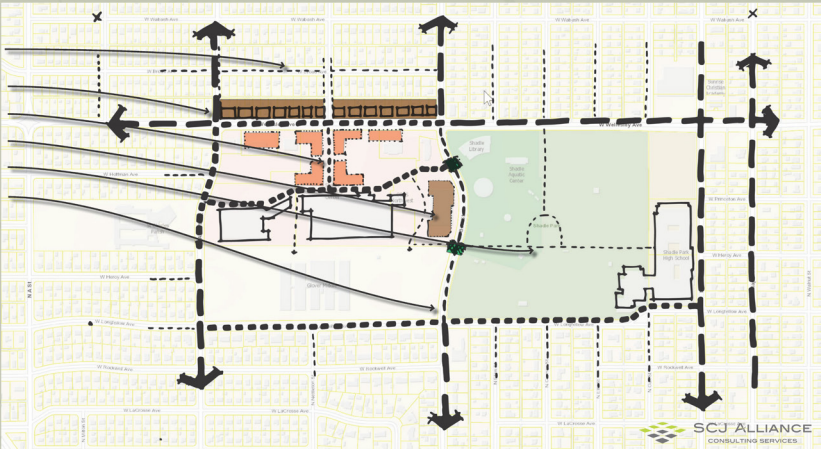
**Mixed residential over retail**

**New pedestrian connections**

**Calmed streets**

**Actions/Initiatives:**

- Slow traffic on Wellesley and enhance the street between Alberta and Belt.
- Make Belt pedestrian oriented between Wellesley and Longfellow.
- Create space inviting families and individuals to linger in the Shadle District after shopping and eating.
- Create a park master plan with a focus on the interior area of the park.
- Improve public transit stops and dedicate space and infrastructure for pedestrians and cyclists.
- Redevelop or re-orient storefronts and small shops closer to the street.
- Incentivize a wider variety of businesses to locate in the area.
- Create a place for the “community,” bringing together a variety of age groups, specifically providing space and activities for seniors.



**...making things available within an easy walk.**

This approach focuses on fundamental change in Shadle, reshaping Wellesley to function as an identity-rich main street and establishing the foundations for an even greater diversity in housing, retail, and civic uses. It suggests an active transition into higher-intensity housing – like townhomes or flats – along arterials and an increased awareness of arterial street corridors as components of the public realm.

### Scenario 3: Making Little Tweaks

In making little tweaks – a phrase offered by a studio participant – this scenario recognizes that full transformation may not be achievable, seeking to make adjustments to the center to improve the pedestrian experience where opportunities arise, retain vehicular access – even while slowing traffic on Belt, and enhancing access to transit in collaboration with STA. It can accommodate inclusion of new housing within the center’s core, but it is not a foundational principle of this approach.

# Making Little Tweaks

*Make deliberate, strategic adjustments...*

- Improved sidewalks linking the neighborhoods to the center
- Improved pedestrian crossings
- Belt St calming and enhancement
- Pedestrian access
- Interparcel connections
- Four-way stop

## Actions/Initiatives:

- Install HAWK signal at Wellesley & Nettleton.
- Relocate bus stops to Nettleton and provide enhanced facilities on shopping center side where property could be available.
- Enhance east-west pedestrian connections through shopping center and across Belt St.
- Make Belt pedestrian oriented between Wellesley and Longfellow.
- Activate space between Glover Middle School and shopping center.
- Create a grand walkway connecting Shadle High School to Belt St.
- Include sheltered benches and activity spaces in Shadle Park.
- Improve pedestrian connections to Wellesley through parking lot at the shopping center.
- Create a place for the "community," bringing together a variety of age groups, specifically providing space and activities for seniors.

## ...maximizing the impact of smaller investments.

This approach to the Shadle area focuses on adaptive change, anticipating little in the way of overall transformation and yet recognizing that the streets, public spaces, area housing, and retail center are not working at their best. It appreciates the diversity of use in the area, including schools, parks and shopping, and it seeks to make Shadle an easier place to access.

## Scenario Workshop

A second workshop was held on June 13, the third night of the studio days at the Shadle Library. Participants were asked to view the three scenarios and react as to whether that scenario moved the neighborhood in the right direction. Participants were also asked to write down their thoughts, pick a favorite scenario, and suggest improvements to any of the scenarios. Participants were asked whether each scenario moved the right direction (1), the wrong direction (-1), or made little difference (0). The results are presented in the table below, which presents the total scores for each issue among the four groups that participated in the workshop.

**Table 3: Scenario Workshop Results**

| Issue                     | Going w/ Flow | Little Tweaks | Active Place |
|---------------------------|---------------|---------------|--------------|
| Safety                    | -1            | 2             | 0            |
| Housing types and choices | -2            | -1            | 2            |
| Retail business           | 0             | 1             | 2            |
| Public spaces and parks   | -2            | 3             | 2            |
| Great schools             | 0             | 1             | 1            |
| Library and community     | -2            | 2             | 0            |
| Efficient parking         | -1            | 0             | 0            |
| Pedestrian Friendly       | 1             | 3             | 3            |
| Access to transit         | 1             | 2             | 2            |
| Employment opportunity    | 1             | 1             | 3            |
| <b>Total</b>              | <b>-5</b>     | <b>14</b>     | <b>15</b>    |

## Workshop Results

At the community workshop participants favored the “Active Place” option. There were some dissenters, however, wanting the center’s future transformation to be tempered by the need to continue to provide parking for the families, employees, and customers who use the center. While the “Active Place” option may promote a desired future, the “Little Tweaks” approach could provide a strategic underpinning for achieving it.

## Concerts in the Park

The neighborhood councils sponsor a summer concert series, with events in July and August in Shadle and Audubon parks. These four events included a booth staffed by neighborhood council representatives and planning staff to present the planning concepts and scenarios and engage in conversations with community members about the proposals. The conversations contributed to the plan's vision and implementation proposals, clarifying community priorities and aspirations for Shadle.

## Outreach Results

Generally, residents like the Shadle District Center, but have concerns regarding the safety of the park and pedestrian access to and from the district center. Conversations at the concert in the park events confirmed that residents in the neighborhood prefer the vision presented in the "Active Place" scenario, which does the most to activate the center and improve pedestrian access and safety.

**Table 4: Concerts in the Park Details**

| Date           | Event                |
|----------------|----------------------|
| July 11, 2019  | Shadle Park concert  |
| July 18, 2019  | Audubon Park concert |
| July 25, 2019  | Audubon Park concert |
| August 1, 2019 | Shadle Park concert  |





## Online Community Survey

The online survey was available to the public for about three months, from late May through late August. 373 people filled out the survey. The large majority of respondents said they lived in the Shadle area and specifically within the zip code 99205, which surrounds the Shadle area. A large majority of respondents were homeowners, and about half of respondents have lived at their current residence for over ten years, suggesting there is a strong sense of established community in the Shadle Area. The most popular responses for how respondents use the Shadle Area include shopping or accessing services, frequenting the restaurants and eateries, visiting the library, and visiting the park.

Below are some general sentiments about how respondents view the Shadle Area:

- Respondents generally felt that Shadle had a small-scale neighborhood feel versus a regional draw.
- Respondents felt that the character of the district felt generic and that there is not a sense that the district is a desirable destination.
- Respondents felt that the Shadle area should strive to create an identity that would provide a neighborhood feel.
- Respondents strongly felt that public safety could improve in the area.
- Respondents felt that the current development pattern

of mainly single-family homes was adequate, versus creating a wider diversity of housing choices in the area, but this was not a very strong sentiment overall.

- Respondents generally felt that the Shadle area should incorporate walkable and bikeable street design rather than continue to be focused mainly on cars as the main mode of transportation.
- Respondents generally felt that the area should be fairly open and there should be a high degree of connectivity between the different sections of the area (i.e Shadle park, library, schools, etc.).



## Community Rollout

After gathering input from stakeholders and the community on the scenarios presented, a master plan was drafted. The master plan closely resembles the ideas presented in the “Active Place” scenario. This scenario was by far the most favored option among the stakeholders and the members of the public. After the plan was drafted it was presented to the community for further feedback.

## Public Open House

A draft of the master plan was presented at a community open house on August 5, 2019 at the Shadle Branch Library. The plan that was presented combined various components from the scenarios that were presented to the community during the public outreach process. Over 30 people attended the open house.

Members of the community were invited to browse all of the context information, scenario alternatives, and the draft plan at the open house. Members of the planning team were present to answer any questions and take any comments provided by the public.

Open house participants were also invited to fill out a worksheet to reflect their thoughts about the proposed master plan. The worksheet presented a series of vision statement items for desired outcomes, preferred directions, and proposed actions that the master plan could suggest. Respondents were asked to mark whether they were in

favor, not in favor, or were unsure of the statement. There was also room for respondents to comment freely on any part of the plan. In total, 19 worksheets were returned. The results are presented in Appendix X.

Almost all outcomes, directions, and actions were favored by the majority of respondents. Only one item did not cross the 50% threshold. The action item “Create local program to fund sidewalk repair/enhancement” came in right at 50.0% in favor. However, this item also had the highest percentage of people among all items that marked that they were unsure. Only 16.7% of respondents to this question were not in favor, whereas 33.3% marked that they were unsure.

The following items had the strongest favorability, with over 80% of respondents in favor

- A safe pedestrian environment
- A sense of identity
- Improved street crossings
- Improved sidewalks leading to and adjoining the center
- Design new crossings along Belt and Wellesley
- Provide shelters at Wellesley bus stops
- Update zoning to ensure assisted living is permitted

The comments that respondents provided were also overall positive toward the suggestions of the master plan. Respondents were in favor of creating a neighborhood identity. Many comments were in favor of rethinking the shopping center to have a smaller neighborhood environment,

with less of a focus on the Wal Mart, and more local shops and businesses. Respondents also commented in favor of improving the transit and pedestrian experiences within the shopping center. Overall, respondents wanted to see continued and enhanced sense of community within the area.

Respondents were less keen on changing the housing character of the area, expressing concerns for property value and gentrification issues. Respondents also expressed some reservations about a sidewalk improvement program and who would contribute financially to such a program.

### **Neighborhood Councils workshop**

(TBD)

### **Plan Commission**

(TBD)





## Appendix D

### Relevant policies from the Comprehensive Plan

#### **ED 2: Land Availability for Economic Activities**

Ensure that an adequate supply of useable industrial and commercial property is available for economic development activities.

##### **ED 2.4 Mixed Use**

Support mixed-use development that brings employment, shopping, and residential activities into shared locations that stimulate opportunities for economic activity.

#### **TR 6 Commercial Center Access**

Improve multi-modal transportation options to and within designated district centers, neighborhood centers, employment centers, corridors, and downtown as the regional center.

##### **Key Actions**

- a. Maintain Street Design Standards and Guidelines to support pedestrian activity and pedestrian-supportive amenities such as shade trees, multimodal design, street furniture, and other similar amenities.
- b. Maintain street design guidelines reflecting best practices to implement designs that effectively manage traffic flow within designated Centers and Corridors while ensuring designs correspond to and support local context.

c. Designate and develop neighborhood greenways and low vehicle volume bicycle routes that parallel major arterials through designated Centers and Corridors.

d. Establish and maintain bicycle parking guidelines and standards for Centers and Corridors to provide sufficient and appropriate short- and long-term bicycle parking.

e. Provide transit supportive features (e.g. sidewalks, curb ramps, transit benches, etc.) in support with STA.

#### **LU 1 Citywide Land Use**

Offer a harmonious blend of opportunities for living, working, recreation, education, shopping, and cultural activities by protecting natural amenities, providing coordinated, efficient, and cost effective public facilities and utility services, carefully managing both residential and nonresidential development and design, and proactively reinforcing downtown Spokane's role as a vibrant urban center.

##### **LU 1.2 Districts**

Identify districts as the framework for providing secondary schools, larger park and recreation facilities, and more varied shopping facilities.

#### **LU 3 Efficient Land Use**

Promote the efficient use of land by the use of incentives, density and mixed-use development in proximity to retail businesses, public services, places of work, and transportation systems.

### **LU 3.2 Centers and Corridors**

Designate Centers and Corridors (neighborhood scale, community or district scale, and regional scale) on the Land Use Plan Map that encourage a mix of uses and activities around which growth is focused.

### **LU 3.4 Planning for Centers and Corridors**

Conduct a city-approved subarea planning process to determine the location, size, mix of land uses, and underlying zoning within designated Centers and Corridors. Prohibit any change to land use or zoning within suggested Centers or Corridors until a subarea planning process is completed.

### **LU 3.5 Mix of Uses in Centers**

Achieve a proportion of uses in Centers that will stimulate pedestrian activity and create mutually reinforcing land uses.

### **LU 4.2 Land Uses That Support Travel Options and Active Transportation**

Provide a compatible mix of housing and commercial uses in Neighborhood Centers, District Centers, Employment Centers, and Corridors.

### **SH 5.2 Neighborhood-Level Health and Human Services**

Provide financial, regulatory, and tax incentives for business and property owners, service providers, and developers in order to increase the number of neighborhood and district centers where health and dental clinics, and human services are available.

| TABLE LU 1 – MIX OF USES IN CENTERS |                     |                                |
|-------------------------------------|---------------------|--------------------------------|
| Land Use                            | Neighborhood Center | District and Employment Center |
| Public                              | 10 percent          | 10 percent                     |
| Commercial/Office                   | 20 percent          | 30 percent                     |
| Higher-Density Housing              | 40 percent          | 20 percent                     |

*Note: All percentage ranges are based on site area, rather than square footage of building area.*