The Main Avenue visioning study was conceived of to provide a conceptual idea of how the street could be reimagined to better accommodate pedestrian and bicycle traffic, and to provide a catalyst for residential and mixed use development in the area between Downtown and the University District. The visioning study sought to build on the momentum of the University District Visioning Study conducted in the spring of 2016, which identified Main Avenue as a critical link between the Central Business District and the University District. The University Link Bridge currently scheduled for construction in 2017 will bring significant change to the city of Spokane and establish Main Avenue as an important east-west axis connecting the University District to downtown. This new vision for Main Avenue accommodates the increased pedestrian and bicycle traffic flow and reduces the number of vehicular lanes from four to two making room for a dedicated two way bicycle lane and expanded pedestrian sidewalks. The reimagined right of way maintains the current east bound one way traffic flow and adds significant tree canopy, landscaping, street amenities and public open space, which will encourage further redevelopment of the urban core.

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Spokane University District Visioning

Building on the work of the District’s Master Plan, these community visioning efforts explored opportunities and possibilities for Spokane’s urban growth over a 2-day workshop. The project presented and discussed strategies that would provide better access to nature and Spokane’s natural assets alongside the city’s vision for growing the economic potential of their academic and medical sectors. Key aspects to re-envisioning Spokane are the vital links through the University District and across the city -- connecting its green spaces and nature, converting asphalt to parks and green corridors, and re-imagining the right-of-ways.

Central Parks Scheme

Green streets, park vistas, and corridors connect people to Spokane River, nature, and parks.

Managing storm water and reintroducing more habitat at the street.
Project Summary

The new streetscape design aims to promote this vibrancy through flexible streetscape elements that are both functional and provide creative community gathering opportunities. Over $160,000 will be invested on W Main Ave. The project calls for the restriping of W Main Ave between Washington St and Pine St.

In addition to restriping the following amenities are proposed on Main Ave between Browne and Division Streets:

- Planted entry feature
- Creation of a flexible multi-purpose space in the center of the street that can be used for different purposes during different times. During the weekday it will be a space for diagonal car parking. During special events, it can serve as a gathering area for people as well as parking.
- Mid-block crossing with curb extensions and planting
- Mid-block planters and benches
- Pay-by-Plate parking system with four kiosks

Led by local businesses and landowners, with the support of the City, the Downtown Spokane Partnership and other stakeholders, this short-term plan was developed to enhance and vitalize a portion of Main Avenue. Recognizing the intrinsic value of the 100-foot right of way, and the opportunities to attract pedestrians, encourage shoppers, facilitate mid-block street crossings and add new energy, this plan was put forth and adopted. One block has recently been completed, between Bernard and Browne Streets.
Seeking a more durable long-term vision for Main Avenue, a committee of business and civic interests commissioned this study -- to develop a “great street” supporting neighborhood retail, enlivening the pedestrian experience, encouraging residential development and spurring investment.

Main Avenue connects downtown Spokane to the University District, and southward via a new pedestrian / bicycle bridge over the railway. As such it is a logical conduit for enhanced pedestrian activity, for bikes and for transit. The 100-foot width could support special events, markets and festivals.

Representatives of Shoesmith Cox Architects and the Miller Hull Partnership met with a Citizen Stakeholder committee to listen, talk and to establish project goals, values, expectations and priorities. The committee was unanimous in the desire to create something real -- a vision that would be realized, and not just sit in a drawer or on a shelf.

The architects returned to Seattle and began to diagram existing conditions, to assemble image research and to develop a spectrum of options to discuss with the original committee, as well with a broader set of stakeholders and interested parties.

Issues of study included current thinking on “streets for people” as opposed to streets prioritized for vehicle and transportation, the use of streets by bicycles and transit and enhanced sidewalk environments.
We developed a matrix of key variables in the design of the street, including auto lanes, transit lane(s), one and two-way bike lanes, parallel and diagonal parking, buffer zones to protect bikes from cars and pedestrians from bikes and cars. We included landscape elements such as street trees within the matrix, as well as allowing for space unused by pedestrians, cars and bikes to be available as additional landscaping. We drew up and presented four or five of these schemes, as well as the existing conditions.

Two community / stakeholder meetings were held on the 26th of September, one during the noon hours, and another at 4:30 PM, and each attracted about 2 dozen people interested in hearing about and providing input to the process. The alternatives shown during the meetings illustrated a spectrum of street designs favoring different priorities, from maximizing parking to maximizing landscaping and a park-like character to the sidewalk. Virtually everyone wanted Main Avenue to support transit needs and goals, as well as those of bicycles. Feedback received generally favored the more heavily-landscaped options. While several expressed a desire for increased parking, most encouraged us to “go for it”, and to develop the strongest design favoring the pedestrian over the car.

The meetings were very positive, in that attendees saw the value of Main Avenue’s 100-foot right of way as a community resource to be used for public benefit.
transit median

two 1-way bike lanes

angle parking one side

linear parks
While complex, the matrix above was particularly useful in helping participants in the “parsing” of the street -- allocating specific amounts of the right-of-way to traffic lanes, transit lanes, parking lanes and bicycle lanes, with the remainder available for landscaping and/or the pedestrian realm. When confronted with the numbers and the choice, participants predominantly preferred to minimize vehicular priorities in favor of bikes, landscaping and streets for people.
The following represents our recommendation for the re-design of Main Avenue...

Maintaining the current east bound one way traffic lanes and the existing curb line at the 20-foot-wide south sidewalk, we recommend providing an 8-foot parallel parking lane, two 11-foot travel lanes and another 8-foot parking lane. That represents 58 feet of the right-of-way.

We recommend a 6-foot buffer / amenity zone with street tree planting, a 10-foot wide 2-way bike lane, (essentially as part of the sidewalk / crosswalk continuum) and another 6-foot buffer / amenity zone.

This brings us to the original north sidewalk curb line, where we see another row of street trees and the sidewalk to the right-of-way and building line.

The buffer / amenity zones may be landscaped, may be allocated to Farmers' Market vendor stalls one day a week, may be given over to exhibits, events or art, pedestrian lighting and flower baskets, and may offer different design treatments from one block to the next.

Over 60% of the right-of-way is given over to pedestrians and bikes, weighted to the river side and allowing the additional row of trees to provide some extra shading to the sunny side of the street. Essentially the right-of-way goes from 60/40 in favor of cars, to 62/38 in favor of people.

The buffer and amenity zones provide significant spaces for pedestrian scale street lighting, landscaping (including the opportunity for storm water treatment and rain gardens), street furniture, bike racks, hanging baskets and way-finding signage.
Looking east, the sunny side of the street is on the left. The south side of the street remains largely unchanged, only the street tree pattern changing to reflect the rhythm and design of the entire street. The street tree spacing is shown at 44 feet, instead of the customary 30-foot rhythm. This allows for additional storefront visibility despite the double row of trees, and keeps the trees out of the parallel parking stalls’ door zones.

Removing two travel lanes allows the addition of 22 feet to the pedestrian and bike zones, allocated to a 10-foot wide two-way bike lane and two 6-foot buffer / amenity zones flanking the bike lane. These add opportunities for landscaping, street furniture, street art and alternate uses of the sidewalk – Farmers’ Market stalls, vendor booths, artists’ exhibit stalls, resting places or the creating of gathering areas.

Mid-block street crossings incorporated into the original Pilot Project remain a great idea, and mid-block transit stops adjacent to these are preferred locations, according to Spokane Transit.

Pedestrian-scaled lighting, perhaps incorporating seasonal flower baskets, and additional planting within amenity zones, incorporating natural storm water strategies, further enrich the sidewalk-scape.
above: street plan from N. Washington Street to N. Bernard Street
below: key plan showing entire scope of study

1. two-way bike lane
2. landscaped amenity zone w/ bike racks
3. buffer / amenity zone
4. mid-block pedestrian crossing
5. mid-block transit stop (per STA)
6. existing curb location
7. maintain driveway this area
8. crosswalk typ.
above: street plan from N. Bernard Street to N. Browne Street
below: key plan showing entire scope of study

1. two-way bike lane
2. landscaped amenity zone w/ bike racks
3. buffer / amenity zone
4. mid-block pedestrian crossing
5. mid-block transit stop (per STA)
6. existing curb location
7. maintain driveway this area
8. crosswalk typ.
above: street plan from N. Browne Street to N. Division Street
below: key plan showing entire scope of study

1. two-way bike lane
2. landscaped amenity zone w/ bike racks
3. buffer / amenity zone
4. mid-block pedestrian crossing
5. mid-block transit stop (per STA)
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3. buffer / amenity zone
4. mid-block pedestrian crossing
5. mid-block transit stop (per STA)
6. existing curb location
7. maintain driveway this area
8. crosswalk typ.
Along the south side of Main Avenue, near Washington Street, looking east. Existing parking lots and driveways may be maintained within the street’s design rhythm, and re-developed as occasions arise.

A new (hypothetical) catalyst project is illustrated for scale -- the 4-stories-over-retail-base fit well within the existing network of historic one to four story buildings.
street / sidewalk section

Just east of N. Browne St., looking east. New (hypothetical) four-story-over-retail mixed-use catalyst projects shown for scale reference.
street / sidewalk section
Just east of N. Bernard St., looking east. New (hypothetical) four-story-over-retail mixed-use catalyst projects shown for scale reference.

street / sidewalk section
Mid-block at N. Bernard to N. Browne Streets, looking east. New (hypothetical) four-story-over-retail mixed-use catalyst projects shown for scale reference. Note new Gateway pedestrian / bicycle bridge (currently under construction) just peeking above existing building @ end of street.
street / sidewalk section
At N. Division Street, looking east. Note new Gateway pedestrian / bicycle bridge (currently under construction) within Jensen Byrd block @ end of street.

street / sidewalk section
Near N. Division Street, in front of the Co-op, looking west. New (hypothetical) residential / mixed-use catalyst projects on south side of street shown for scale reference.
One goal of this design effort is to create an environment supportive of new investment, and of residential uses within this portion of Spokane’s downtown.

As illustrated by the following “connections and opportunities” map, there are many favorable locations for housing within these blocks, within a rich fabric of existing heritage buildings. This street’s inventory of historic and time-honored buildings represents a unique and precious resource, and creates a character within this district unlike any other.

Pages following contain some images of the street and the recommended design concept. They are merely an attempt to visualize the concept in context, and to imagine a better future for Main Avenue.
Current surface parking lots representing infill residential / mixed-use opportunity sites

connections and opportunities
Pedestrian amenities include bike racks, benches, pedestrian-scaled lighting with seasonal banners and hanging baskets, shade trees, accent paving and linear, buffer plantings.
Bike racks, (parallel to the direction of travel), within the buffer / amenity zone allow convenient and safe bicycle parking all along the Main Avenue corridor.

Buffer zone planting incorporating natural drainage and storm water management enlivens the sidewalk and helps separate storefront and bicycle zones.
The 6-foot street tree zone separating the storefront zone from the bike zone and buffer may be an opportunity to incorporate natural drainage and storm water management, and a different scale and type of landscaping.

Note the simultaneous crossing of Bernard Street by pedestrians, cars and bikes.

Next steps required of this concept is further development of the design, particularly the host of detail and technical considerations, and the championing of this effort by local civic, business and citizen interests – to continue to push for the realization of Main Avenue as another of Spokane’s “great streets”.

Public infrastructure works to stimulate private investment. Further public and civic will in the form of land-use regulatory flexibility, the encouragement of innovative and creative approaches and continued positive pressure from the business community will make this happen.
Adjacent to Saranac Commons and the Community Building is a site suitable for mixed-use and/or residential loft development.

Ground floor retail makes sense in this location, while other sites within these blocks are more appropriate for ground level residential, live/work townhouses or other uses.

This mid-block crossing separates a very long block into smaller-scaled parts offering a variety of strolling and shopping experiences.
The vision, feasibility and implementation of the Main Avenue plan should be reviewed in the larger context of the plan for Downtown and the University District.

If Main Avenue is to be re-considered as a two-way street, it will require professional economic, public transit, and traffic impact studies as a first step, assessing impacts on surrounding retail stores and developments.

This vision for Main Avenue may be implemented by inclusion in the update to the Downtown Plan that is being opened for review in 2017-2018 and the City Capital Facilities Plan. If implemented, the Main Avenue Plan will be consistent with these two other planning efforts and with the overall goals for a vibrant Downtown community.
thank you
Katy Sheehan -- Executive Director, Community Building Foundation and Main St. Stakeholder with Jim Sheehan, property owner and Main St. Stakeholder

First, we’d like to thank Jim Frank, Ben Stuckart, and Juliet Sinisterra for organizing, hosting, and funding this project. This plan reflects many of the concerns and much of the feedback collected from the community during the two public forums.

We are excited to see this come together and we hope that this plan informs Main Street’s development as we work on creating the conditions for a more vibrant, walkable, bike friendly, and livable neighborhood here in Spokane. Our comments are below but our overall recommendation is in support the Main Avenue Visioning Study.

Two-Way Street
We understand that there are stakeholders in the group who do not support Main Street as a 2-Way. However, almost all the feedback from the community included the desire to see Main Street go back to being a 2-Way street with one lane of traffic in either direction. We believe that ultimately, a 2-Way street would create a more vibrant Main Street and would support small business growth in the neighborhood. We believe that this plan could have been an opportunity to revert to 2-Way and while we recommend that this plan move forward, we continue to believe 2-Way would be better for our street.

Parking
We are so excited to see planning take shape that considers trees, biking, buses, and pedestrians. To do this a lot of street parking will be lost. We know that many businesses depend on easy parking for their customers so we hope to see a parking plan take shape that helps our businesses and community transition to a more people-oriented street.

Trees, Streetscape
Thank you for the trees! Our community definitely wants to see trees and green spaces on our street and in our city. We are also excited to see benches and other places for people to stop and enjoy their walk. We hope to see more community art and open places as plans takes shape and as the street matures in the coming years.

Dedicated Two-Way Bike Lane
The bike lane is a great feature. We are pleased to see that its 2-Way and shaded by all the trees. We are also happy to see that bikes have their own dedicated lane, separate from the street. We think this will be a safer and more pleasurable experience for our biking community.

STA Central City Line
We believe this plan will help make a positive experience for bus riders on the Central City Line.
Andrew Rolwes -- Public Policy and Parking Manager, Downtown Spokane Partnership

Development of off-street structured parking facilities needs to be part of the master planning process for Main, which if built should then have the effect of reducing the necessity for surface parking facilities in this part of downtown. Borrowing from the approach successfully implemented in Boise, the City should consider being at least a financial partner in the development of parking structures in this area, if not the lead, by considering structured parking a utility best provided by the municipality for the benefit of all property and business owners in the area. Having the public sector in the lead for the development of parking structures which serve the entire neighborhood could result in the elimination of a development bottleneck which will begin to effect downtown if current growth rates continue on their gradual upward trend. A public development authority with reliable financial mechanisms (one which could rapidly generate a sufficient amount of capital) could be the ideal entity to engage in this kind of development.

Ben Stuckart -- City of Spokane City Council President

In early 2016 Jim Frank and I met to discuss how we create a better environment on Main Street. Both Jim Frank and the City of Spokane contributed $15,000 each to the effort. A wide Stakeholder group was created and everyone contributed significantly.

The vision included a more pedestrian environment to encourage residential development. The document produced by Miller Hull and Steve Cox has achieved that goal. It has produced a vision that will need to be accepted by the City and shared with stakeholders. We will then need to make sure that this is implemented as soon as possible.

Jim Frank -- Greenstone Corporation

Comments on Consultant Recommendations

The goal of the Main Street Vision Study (“Study”) was to investigate the alternatives for the design of Main Street between Washington and Pine Street that would create a physical and economic connection between Downtown and the University District. We envisioned a walkable pedestrian focused corridor with abundant landscaping and amenities that would not only connect these vibrant districts but would catalyze residential and mixed use development in this quadrant of Spokane.

A stakeholder group was put together to guide the Study and two nationally respected architectural firms were retained to make recommendations. Miller Hull (Seattle) recently completed the master planning process for the University District and Steve Cox with Shoeshmith Cox (Seattle) was the lead planner for the Kendall Yards master plan design. The design team engaged City staff, local property and business owners in the study process. Public input from the community was undertaken in two workshop sessions. The results of the process are reflected in this Study.

The consultants have recommended a bold vision for Main Street creating an iconic pedestrian corridor enhancing Downtown livability and stimulating economic development in both Downtown and the University District. By narrowing the street to two lanes (one-way east bound) with parallel parking on both sides approximately twenty feet of additional right-of-way is made available for pedestrian and bicycle infrastructure, including:

- A twenty-foot sidewalk on both sides of Main that will create a leafy landscaped pedestrian corridor between Washington and Pine, physically linking downtown and the University District.
- A 10-foot wide two-way bike lane on the north side of Main Street providing a bicycle connection to downtown from the University District with the opportunity to connect to the pedestrian/bicycle bridge over the railroad tracks to the south and the Centennial Trail to the north.
- A bike lane separated from traffic (on the same elevation grade as the sidewalk) and protected on each side by a 6-foot amenity zone. The amenity zone provides opportunity for pedestrian scale lighting, landscaping (including storm water control), and space for bike racks and seating (both fixed and moveable).
- The creation of a pedestrian “green street” that would provide the aesthetic and security infrastructure that will draws people to the street supporting the development of a mixed-use residential neighborhood. Such a neighborhood will provide needed housing and retail uses necessary to support the continued economical development of both Downtown and the University District.
- A street with a strong sense of place that will draw people to the neighborhood and support the strong retail core of small businesses and restaurants on main Street between Browne and Division.

I strongly support the recommendations of the consultants and urge the City to take the steps necessary to include the recommendations into the planning for the Comprehensive Plan for Downtown and the City of Spokane Capital Facilities planning.
April 18, 2017

Mr. Jim Frank, CEO
Greenstone Corporation
1421 N Meadowood Lane, Suite 200
Liberty Lake, WA 99019

RE: MAIN AVENUE VISIONING STUDY

Dear Jim:

Spokane Transit appreciates the efforts made by the study group to include us in the visioning process for Main Avenue. We support the vision of improved livability and economic viability of Main Avenue and we believe Spokane Transit will play an important role in these goals.

As previously discussed, Main Avenue will be utilized by the Central City LIne (CCL) and two CCL stops are within the study area located at Main and Bernard and Main and Division. While the proposed concept for Main Avenue does include transit stops, they are shown as being located mid-block; however, the CCL stations are expected to be located nearside of their respective intersections.

We understand the visioning study is nearly complete and that the study will be submitted to the City of Spokane for review and consideration. Based on past discussions with STA staff, it is our understanding that, while the study graphics show mid-block stops, the corridor study does contemplate CCL stations along the south side of Main Street at the intersections at Bernard Street and Division Street. Any and all proposed pedestrian and parking improvements along Main Avenue should take into account the CCL stations in order to ensure they work in concert with the CCL station locations and associated improvements. Also, recent traffic analysis findings for the CCL indicates the need for a right-turn pocket on Main Ave. at Browne Street for traffic heading southbound on Browne Street. This right turn pocket would affect the sidewalk bulbout and possibly the planter strip at the southwest corner of the intersection.

Further, we request that angled parking, where implemented, not abut the travel lane used by the CCL in order to reduce the likelihood of service disruptions caused by cars departing angled on-street parking. To avoid this sort of disruption, two lanes of travel should be directly adjoining. Angled parking is represented in some scenarios including scenario g.

Mr. Jim Frank, CEO
April 18, 2017
Page 2

We look forward to continuing to work with the community and the City on the next stages of project design and development. Please do not hesitate to contact me if you have any questions, comments or concerns.

Regards,

Karl Otterstrom, AICP
Director of Planning

C: Katherine Miller, Integrated Capital Management Director, City of Spokane
Lisa Key, Planning Director, City of Spokane
Mark Richard, President, Downtown Spokane Partnership
April 21, 2017

Mr. Jim Frank, CEO
Greenstone Corporation
1421 N Meadowood Lane, Suite 200
Liberty Lake, WA 99019

RE: Main Avenue Visioning Study

Dear Jim:

Thank you for your efforts to help imagine a livable, mixed use environment for Main Avenue between N. Washington Avenue and N. Pine Street. Main Avenue is recognized as a high priority street in the Downtown Spokane Plan Update (2009), because of the linkage it provides between the Downtown’s retail core and the University District, and its potential to support neighborhood retail, encourage residential development, and create an engaging pedestrian experience.

The Visioning Study helps establish the vision for how Main Avenue can realize this potential. It creates aspirational guidance that provides a menu of options that can guide future planning and scoping efforts for infrastructure improvements in this important transition area. Future planning and scoping efforts will need to incorporate planned improvements for the Spokane Transit’s Central City Line (CCL) as well as addressing connectivity and compatibility with existing and planned bicycle, pedestrian and vehicular network infrastructure in the area, as well as site specific logistical considerations, not the least of which involves the location of vaulted sidewalks, underground utilities.

As we have discussed, the process for bringing this study forward for City acceptance will entail presenting the document to the Plan Commission at one of their regularly workshops, so that the Plan Commission can provide a recommendation to City Council. City Council will have the opportunity to accept the document, by resolution, as a guide for future planning and project development, with the potential for additional planning and scoping to be addressed as part of the Downtown Plan Update in 2018. Adoption of the Downtown Plan update will then set the table for Incorporation of planned improvements such as the Main Avenue Project, into a future 6-year capital improvement plan, as well as identification of potential grant funding opportunities.

The Main Avenue Visioning Study is the first step towards realizing a vision for an engaging, urban residential neighborhood in this important area of our downtown. Thank you for your leadership, commitment, and investment in the future of our downtown.

Sincerely,

Lisa D. Key
Planning Director

cc: B. Stuckart, City of Spokane Council President
Mark Richard, President, Downtown Spokane Partnership
Karl Otterstrom, Director of Planning, Spokane Transit Authority
Katherine Miller, Director, Integrated Capital Management, City of Spokane

May 18, 2017

Re: West Main Avenue Streetscape Study

To Whom It May Concern:

The Downtown Spokane Partnership served this past year, as a community stakeholder for the West Main Avenue Streetscape Study led by Jim Frank of Greenstone Homes and Council President Stuckart. We support the desired outcomes around these early ideas and feel the resulting conceptual design clearly captures the input of the stakeholders, with the caveat of concerns raised about reduction in lanes along this section of Main, without a comprehensive and professional transportation planning process.

Presently much of downtown Spokane’s infrastructure including sidewalks, street trees and lighting is over 100 years old and has greatly exceeded its lifespan. Improved public infrastructure incorporating green space, trees and expanded sidewalks to allow for improved pedestrian mobility and commerce (i.e. sidewalk cafes) would be improve safety and be a boost to development of all types within the downtown, particularly attracting more residents to live downtown.

While the study provides thoughtful concepts, we recommend the following as conditions for advancement:

- Maintain one-way street along Main Avenue;
- Work to fully accommodate the needs of the proposed Central City Line and proposed bicycle lanes as outlined in the Master Bike Plan;
- Study and carefully consider traffic impacts on any proposed street lane changes or edits as a part of the downtown transportation network as a part of the Downtown Plan update process;
- Work to preserve, as much as possible, existing historic structures along Main;
- Continue to improve design and advance policy and investment to best connect the downtown to the University District;
- Work with DSP and City Parking Management to integrate any improvements and maximize parking efficiencies in alignment with the Downtown Parking Strategy plan to be completed in 2017, and
- Place a hold on any further design or implementation of street/transportation elements of this study until concepts are included as part of the community engagement and review process for updates to the Downtown Spokane Plan in 2018.

Moving forward, we are happy to maintain our role as a community stakeholder and appreciate the opportunity to support this moving forward. Thank you.

Sincerely,

Mark Richard, President
Downtown Spokane Partnership