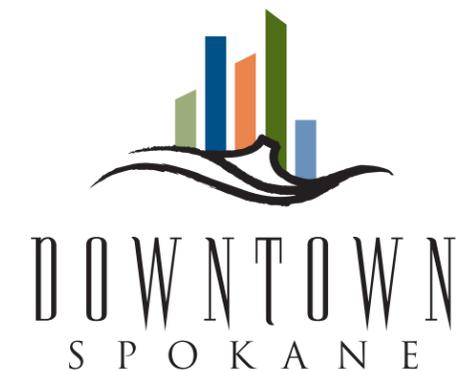


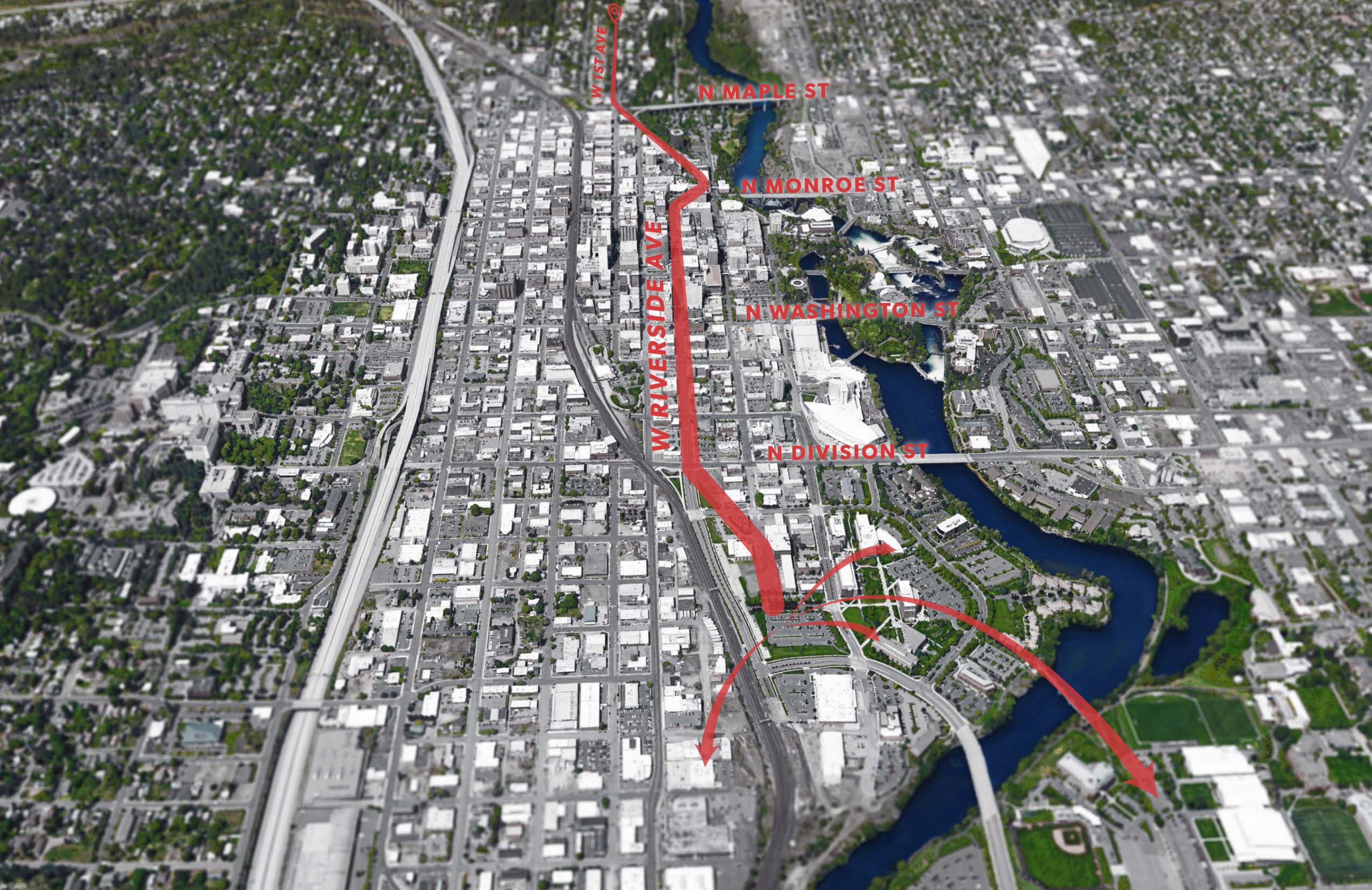
SPOKANE CULTURAL TRAIL

MISSION

The Spokane Cultural Trail is a new, intuitive connection between the Browne's Addition at its west and the University District (and more) at its east. At its heart, the Spokane Cultural Trail Project (SCT) is about reclaiming existing space and infusing it with new life using branding and navigation cues (wayfinding) and adding permanent and curated cultural content that enriches the corridor. The strength of the trail is that most of its components are already there, connecting streetscapes, great architecture, increasingly vibrant businesses and the rich culture and heritage that shape Spokane.

The great opportunity is to imbed this place in people's psyches by shaping the existing corridor into a newly recognized, immediately identifiable space that is intuitive to navigate and a sought-after connection and destination for residents and visitors. The project can be a catalyst for downtown Spokane, both encouraging vibrant commerce along its route while simultaneously encouraging people to increasingly choose walking as their means to move through the city, fostering community culture and health.





W 1ST AVE

N MAPLE ST

N MONROE ST

W RIVERSIDE AVE

N WASHINGTON ST

N DIVISION ST

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REPORT OVERVIEW

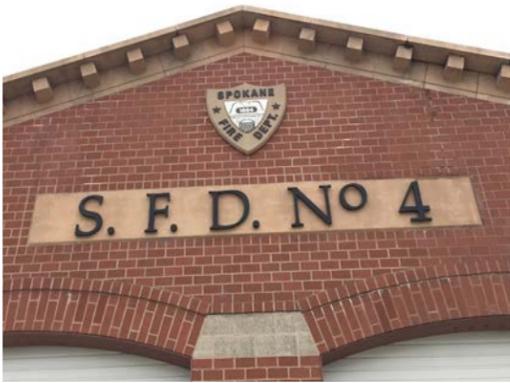
The Spokane Cultural Trail concept design crafts a vision to share with others about how to build an intuitive and vibrant connection between the University District and Browne's Addition and how to shape the character of the corridor with community stakeholders. As a first step for planning, this report gives form to early considerations and opportunities, provides a valuable tool to share that vision with others and identifies next steps to lead the trail to reality.

THE ROUTE

Confirm the corridor: There are many routes that can connect the University District to Browne's Addition, so what is the right route for the Spokane Cultural Trail? How might the trail start, end, and move intuitively through the city? Which pearls of art, open space, and institutions along the way can be leveraged to shape and enliven the corridor? Based on assessing existing conditions while balancing near-term and long-term potential and stakeholder input, the following route is proposed:

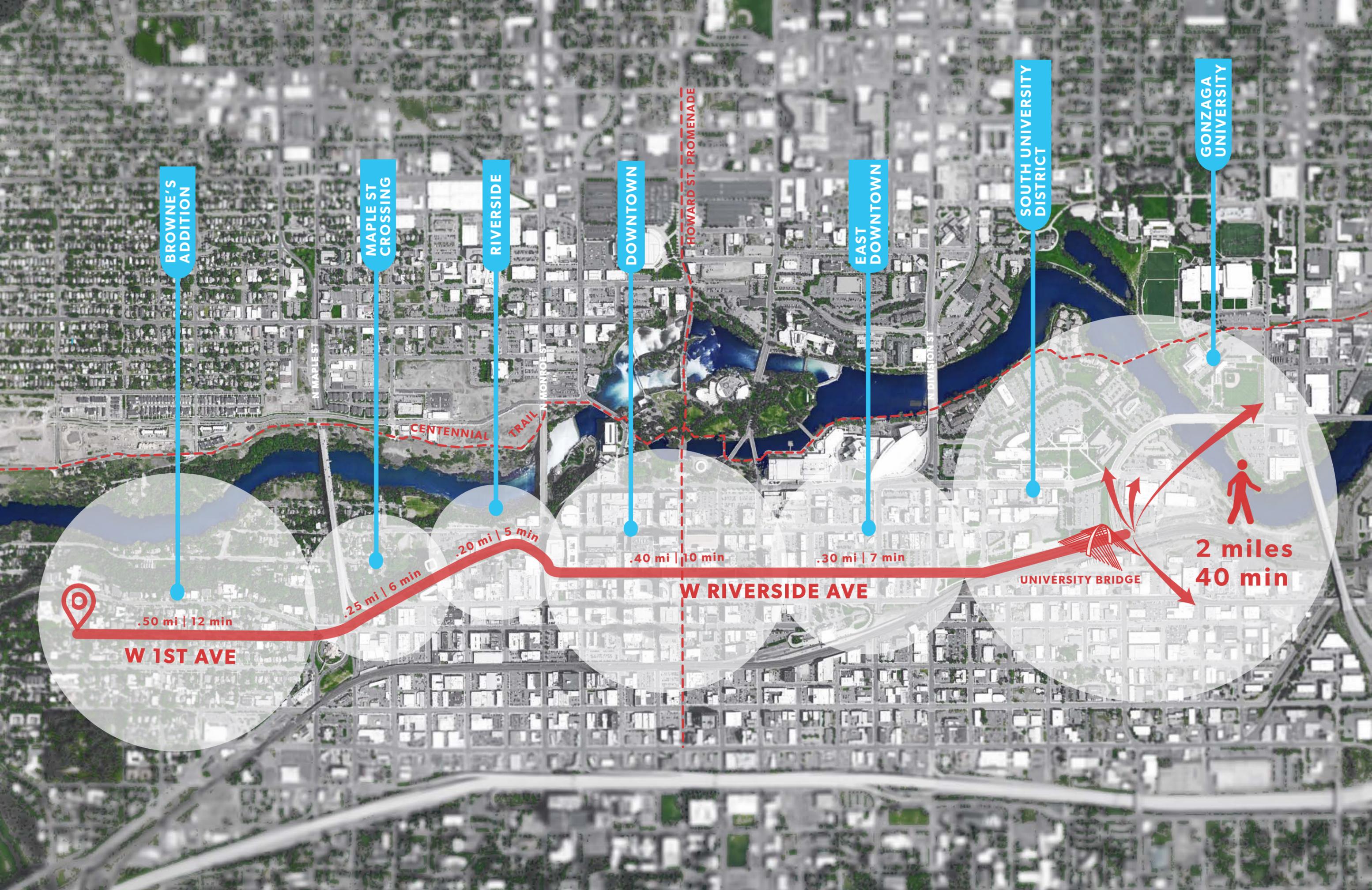
- Browne's Addition and the Museum of Arts and Culture anchor the western end of the trail.
- With the choice of moving through downtown on either Sprague Ave. or West Riverside Ave., West Riverside is the recommended route based on:
 - It is the most intuitive to navigate with fewer hard turns.
 - The "green edge" at Maple Street provides views of the Spokane River Gorge while the green median provides an existing park-like character.
 - The urban density, "critical mass" of active businesses, and near-term potential to be a catalyst for more commerce that can both activate and benefit from the corridor.
 - The perpendicular of Division, the route's most significant high traffic crossing is intuitive and direct.
- The University District anchors the eastern end of the trail as a jumping off point to a host of destinations, be it WSU Spokane, EWU Spokane, Gonzaga or the East Central neighborhoods via the new University Bridge.

The corridor exists! Currently a collection of individual neighborhood blocks and streetscapes, the opportunity is to apply (not impose) thoughtful design elements to unify the corridor into a holistic, contiguous experience that is easy to identify and navigate, reducing the perceived distances between different neighborhoods while encouraging increased walking.



CHARACTER ZONES

The corridor exists! Currently a collection of individual neighborhood blocks and streetscapes, the route of the cultural corridor consists of a series of distinctive character zones that are experienced when walking the route. The opportunity of the corridor is to highlight and leverage the uniqueness of the character zones while also applying (not imposing) thoughtful design elements to unify the corridor into a holistic, contiguous experience that is easy to identify and navigate, reducing the perceived distances between different neighborhoods and encouraging increased walking.



BROWNE'S ADDITION

MAPLE ST CROSSING

RIVERSIDE

DOWNTOWN

EAST DOWNTOWN

SOUTH UNIVERSITY DISTRICT

GONZAGA UNIVERSITY



.50 mi | 12 min

W 1ST AVE

.25 mi | 6 min

.20 mi | 5 min

.40 mi | 10 min

.30 mi | 7 min

W RIVERSIDE AVE

UNIVERSITY BRIDGE

**2 miles
40 min**



N MAPLE ST

N MONROE ST

N DIVISION ST

HOWARD ST. PROMENADE

CENTENNIAL TRAIL

CHARACTER ZONE: BROWNE'S ADDITION

1 NORTHWEST MUSEUM OF ARTS AND CULTURE [MAC]

A worthy cultural destination for art, history, education and performance, the MAC is an exceptional starting point and destination to anchor the west end of the trail.

2 BROWNE'S ADDITION ARCHITECTURE

Unique on the corridor for its predominately green, tree-and garden-filled character, the corridor cherishes the historic architecture, revitalized business district and unique attitude of Browne's Addition.

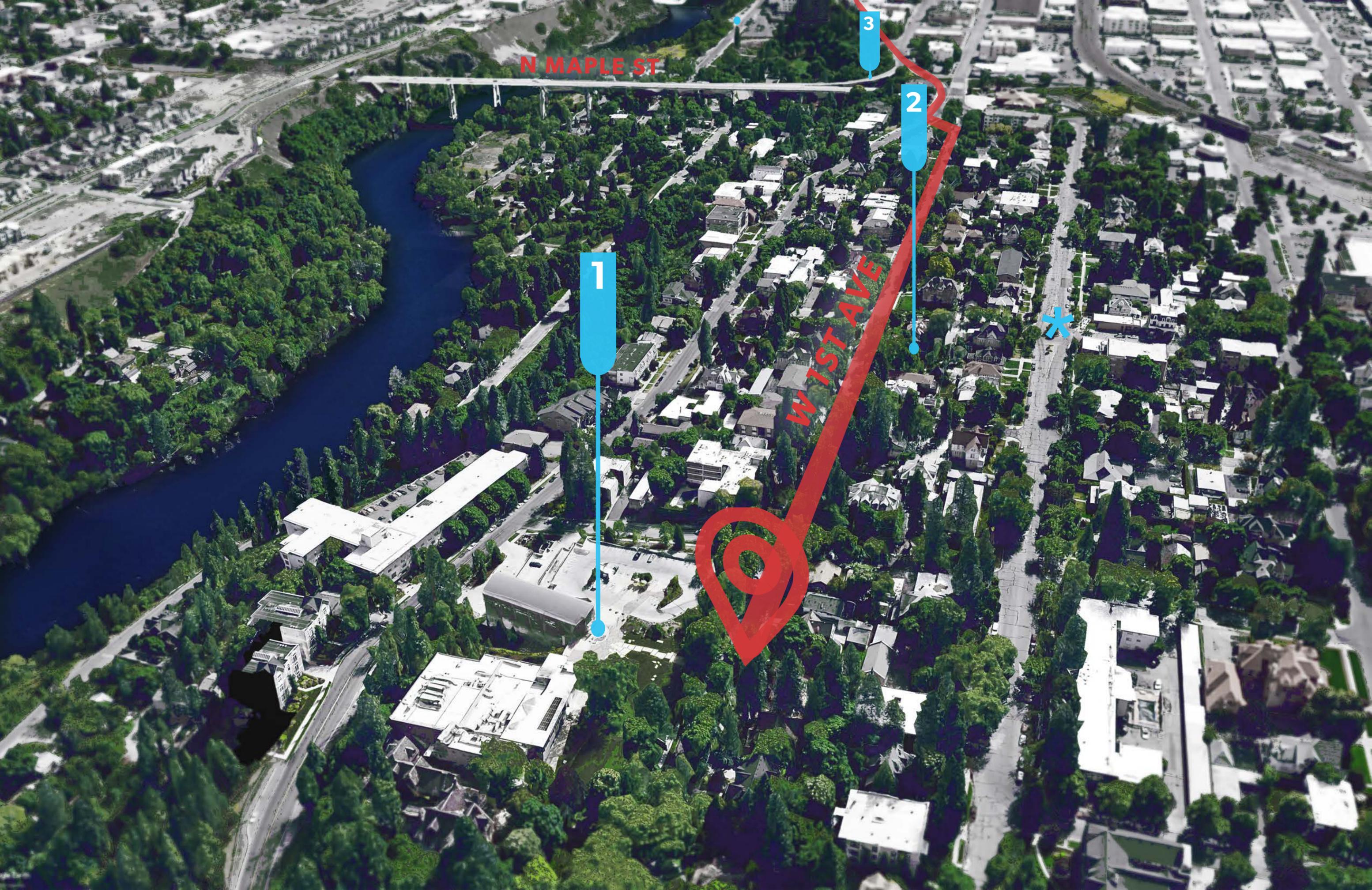
CHARACTER ZONE: MAPLE STREET CROSSING

3 MAPLE STREET OVERPASS

In its existing condition, the least "connected" of the stretches of the trail, special attention to urban design and interventions will make an intuitively identifiable link across the Maple Street overpass along Riverside. Drawing inspiration from many of Spokane's great bridges with their richly detailed balustrades, the existing bridge crossing will be improved to forge a stronger link from west to east along the bridge's north sidewalk.

* POINTS OF INTEREST

In addition to the unique and recognizable character zones that define the route, the trail and areas that surround it are loaded with a "treasure trove" of cultural riches, including architecture, parks, art and natural wonders.



N MAPLE ST

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W 1ST AVE



CHARACTER ZONE: MAPLE STREET CROSSING

4 MAPLE STREET EDGE

The wooded slopes of Peaceful Valley and territorial views of the Spokane River Gorge (and beyond) will be highlighted with the corridor biased to the north-side sidewalk of Riverside and strong architecture/urban design features providing a robust edge between street and gorge.

5 FUTURE PUBLIC PLAZA

An adjacent asset to the corridor, this new urban space can become a valued stopping point along the corridor and an opportunity for cultural programming.

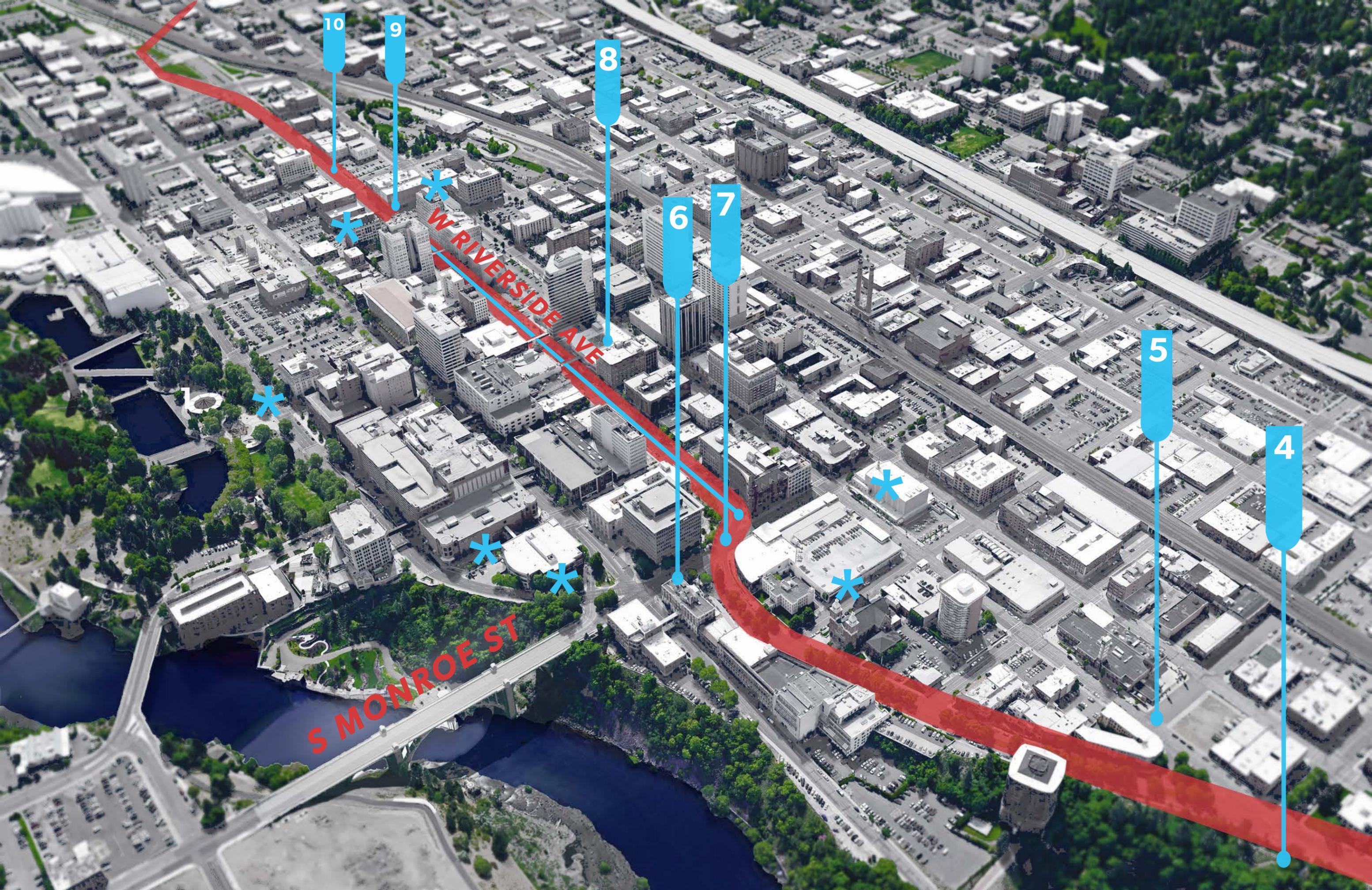
CHARACTER ZONE: RIVERSIDE

6 MONROE RIVER CROSSING

The historic Monroe Street Bridge is the westernmost opportunity for those on the corridor to cross to the north side of the river, including to connect with the Centennial Trail and to see the falls.

7 MONROE STREET CROSSING

Surrounded by some of the corridor's most noteworthy architectural gems and a bend on the trail, special considerations will be taken to craft an intuitive surface crossing of Riverside to downtown.



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W RIVERSIDE AVE

S MONROE ST

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CHARACTER ZONE: DOWNTOWN

8 STA PLAZA

More than a building, STA Plaza transportation hub will be a starting and ending point for many who use the corridor. The corridor will be designed to welcome, orient, and engage transit users, including future riders of the center city connector.

9 RIVERSIDE AVENUE DOWNTOWN

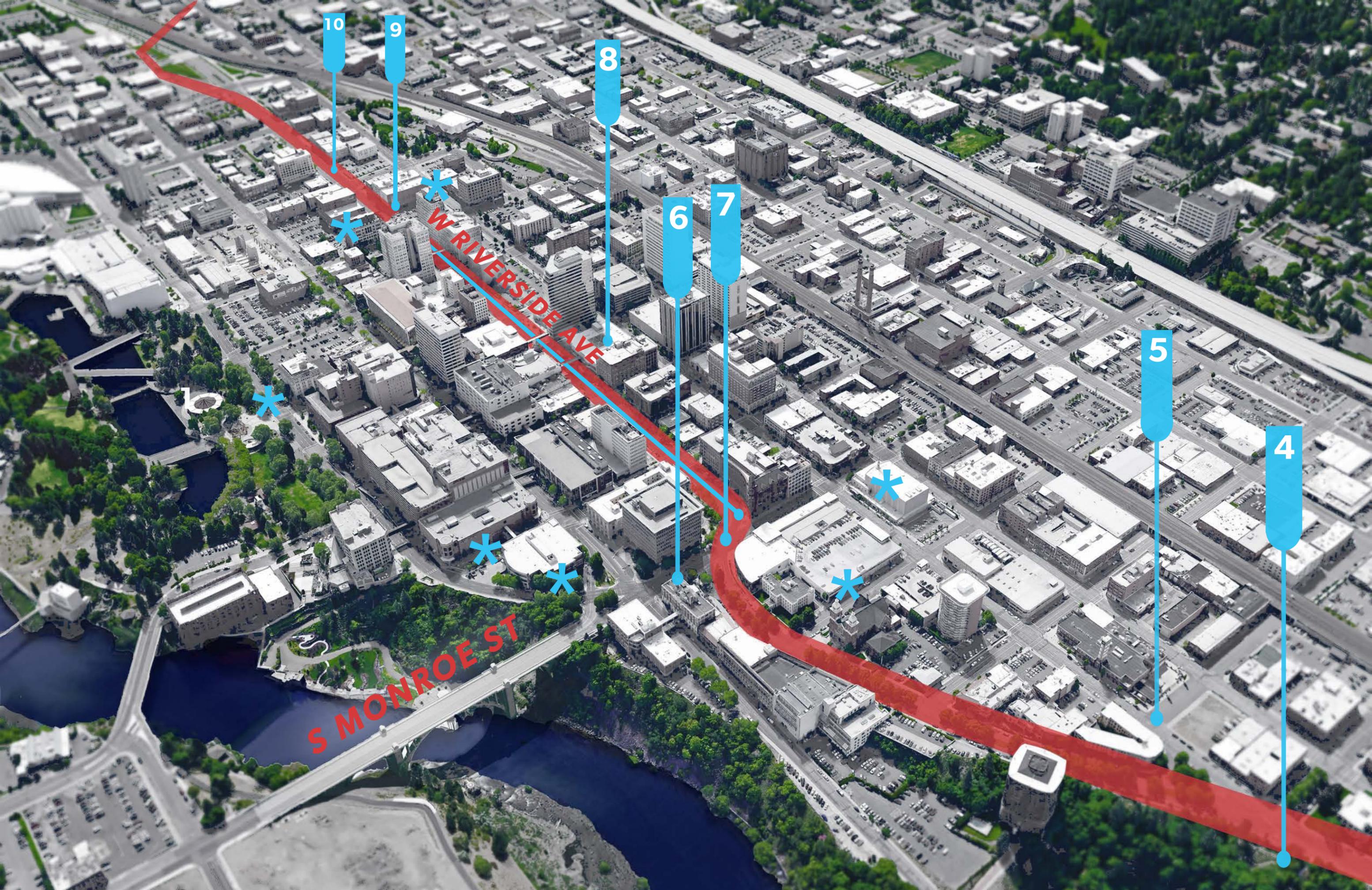
The whole of Riverside's stretch through downtown is unique for its urban character and businesses fronting and enlivening the corridor. The corridor can leverage existing commerce and be a catalyst for new commerce along the way.

10 TRAIN STATION

A secondary transportation hub in existing conditions (due to infrequent arrivals/departures), the station is nevertheless a valued public amenity that can be enhanced to serve the corridor and all of downtown.

* POINTS OF INTEREST

The corridor will identify these enriching elements, encouraging walkers to investigate and discover treasures hiding in plain sight, many of which they may have been blind to for years!



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W RIVERSIDE AVE

S MONROE ST

CHARACTER ZONE: UNIVERSITY DISTRICT

11 DIVISION STREET CROSSING

With significant streetscape improvements underway or completed, special considerations will be taken to craft an intuitive surface crossing of Riverside to Martin Luther King Jr. Way and the University District.

12 UNIVERSITY DISTRICT BRIDGE

Well on its way to realization, the University District Bridge will be a new icon of the city and visible from Riverside and the cultural corridor through much of the corridor's downtown stretch. More than an icon, it will become a valuable pedestrian and bicycle connection to the South University District.

13 STARTING POINT & TERMINUS!

The east end of the Spokane Cultural Trail is not an end at all, but a jumping off point to WSU Spokane, Eastern Washington Spokane, Gonzaga, the Centennial Trail, and more!

* POINTS OF INTEREST

While these points of interest are too many to identify in these early stages of the project, a logical future step would be to develop an inventory of these riches and strategize how the corridor can bring them to new prominence.

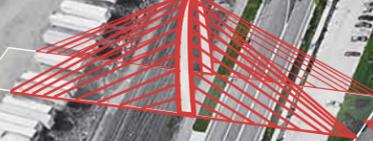


N DIVISION ST

11

13

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A TRAIL OF INTERVENTIONS

A connection and a destination: The corridor will connect Browne's Addition and the University District. Along the way, it will connect to countless other locations and routes within the city. Beyond a connection to be traversed from end to end, the corridor will also be a destination where residents and visitors can gather, connect, and escape, weaving the corridor into downtown Spokane life.

■ BREADCRUMBS

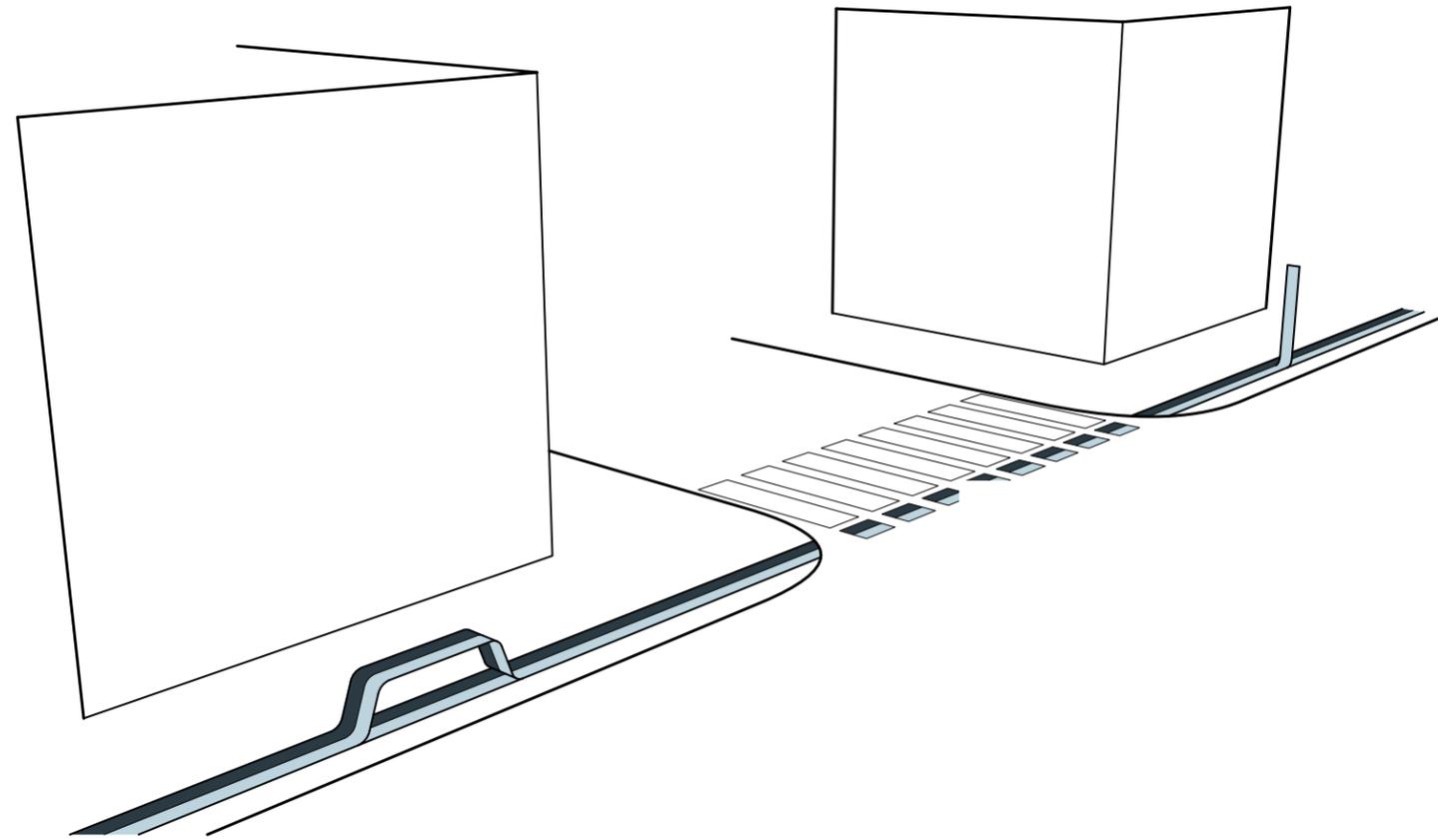
◇ ICONS

MAC

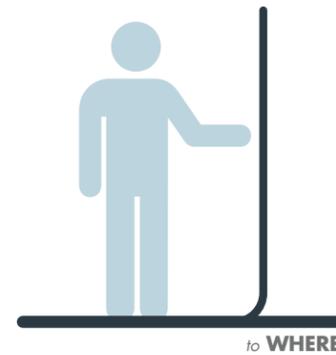
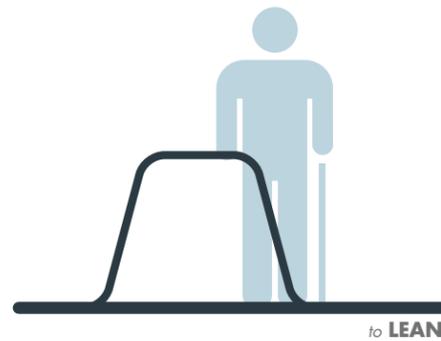
U DISTRICT

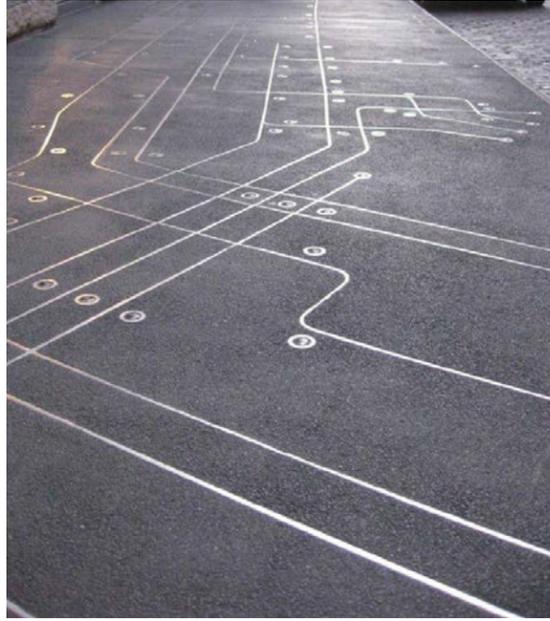
NORTH ▲

INTERVENTIONS: CONTINUOUS/LINEAR

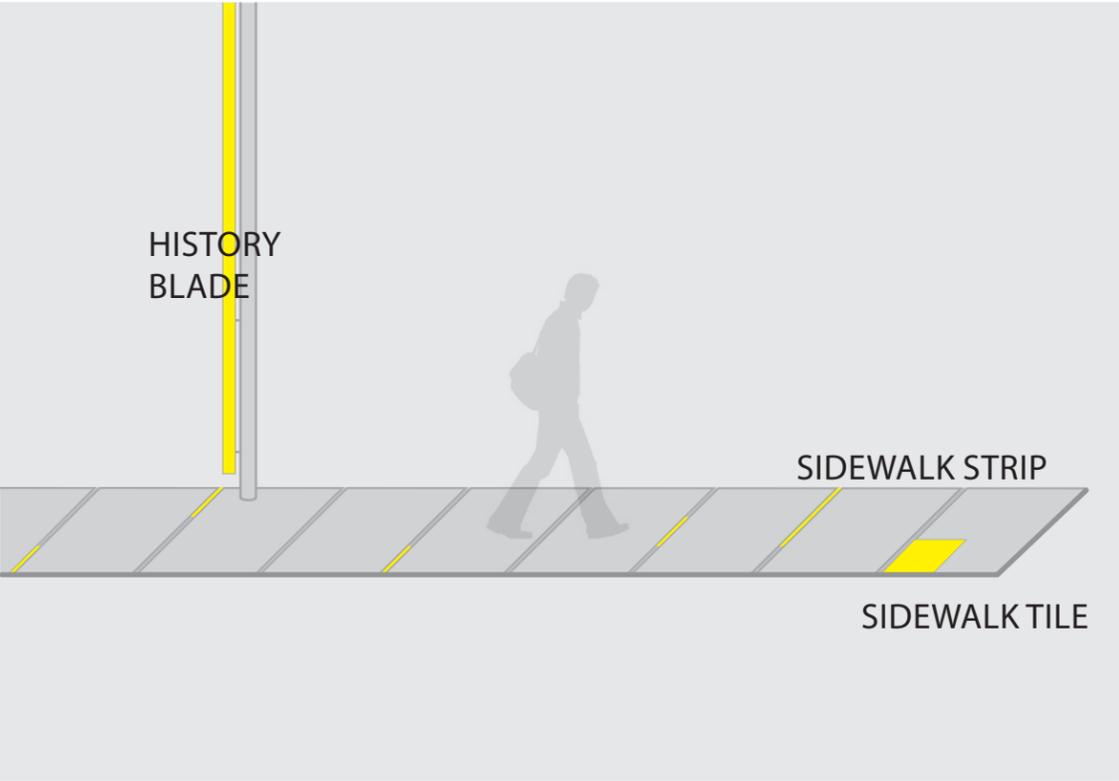


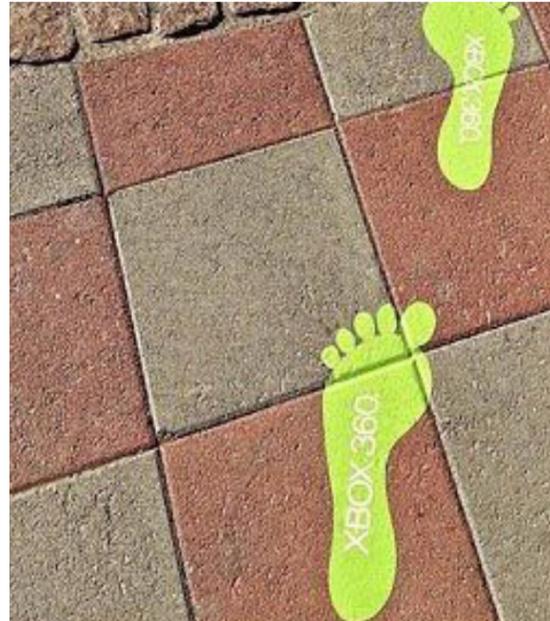
Perhaps the most intuitive and obvious way to craft a corridor is through incorporating linear elements that literally mark the route from beginning to end. In addition to merely denoting a linear corridor, a system of navigation, cultural content, and amenities can be integrated into the system.





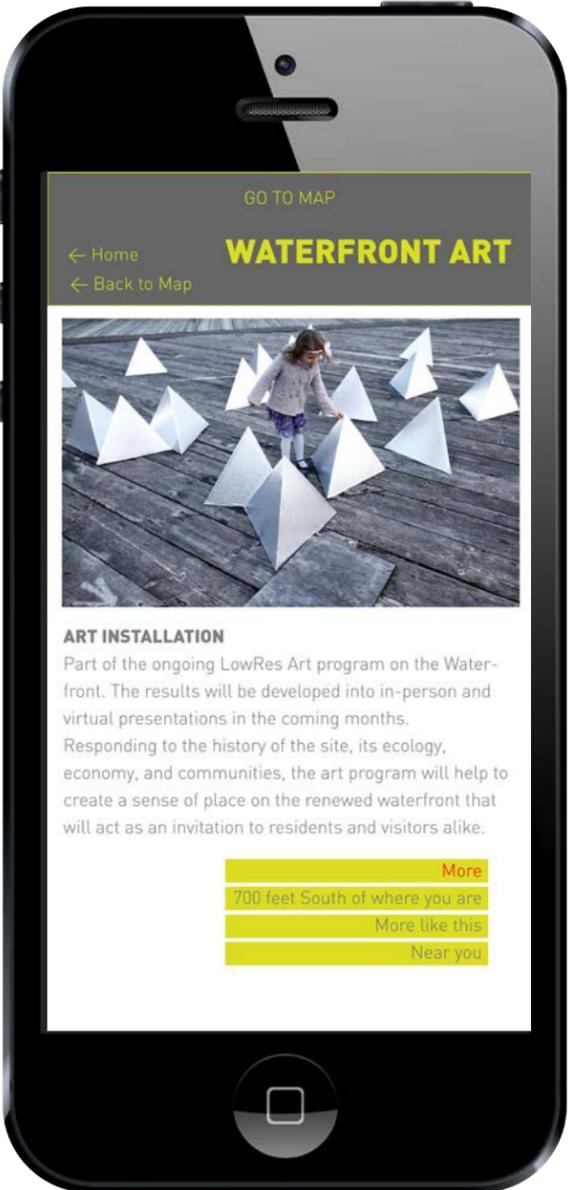
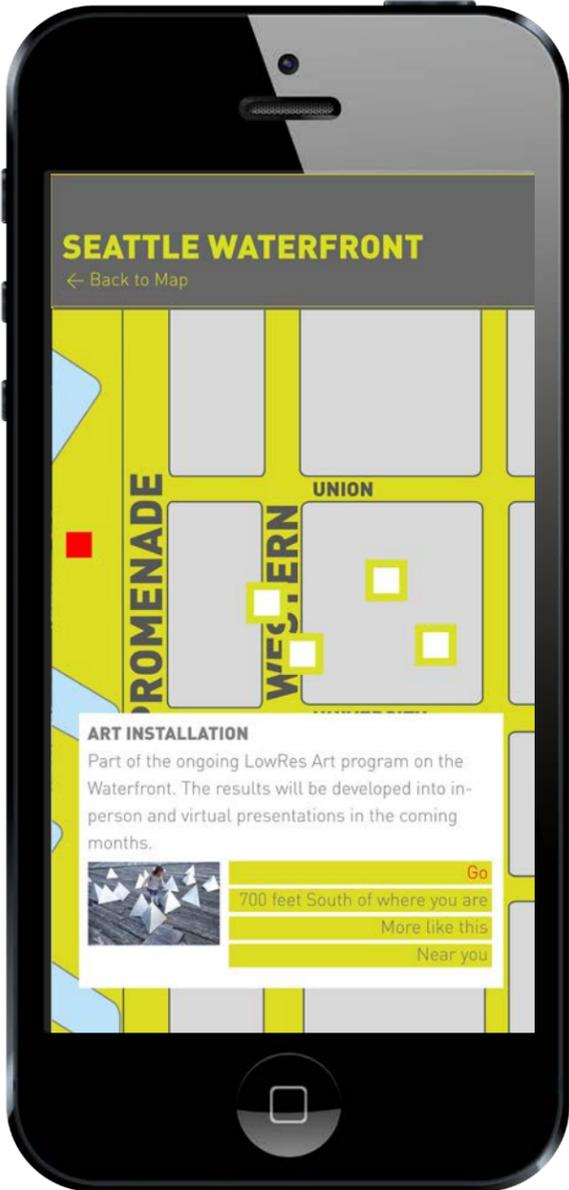
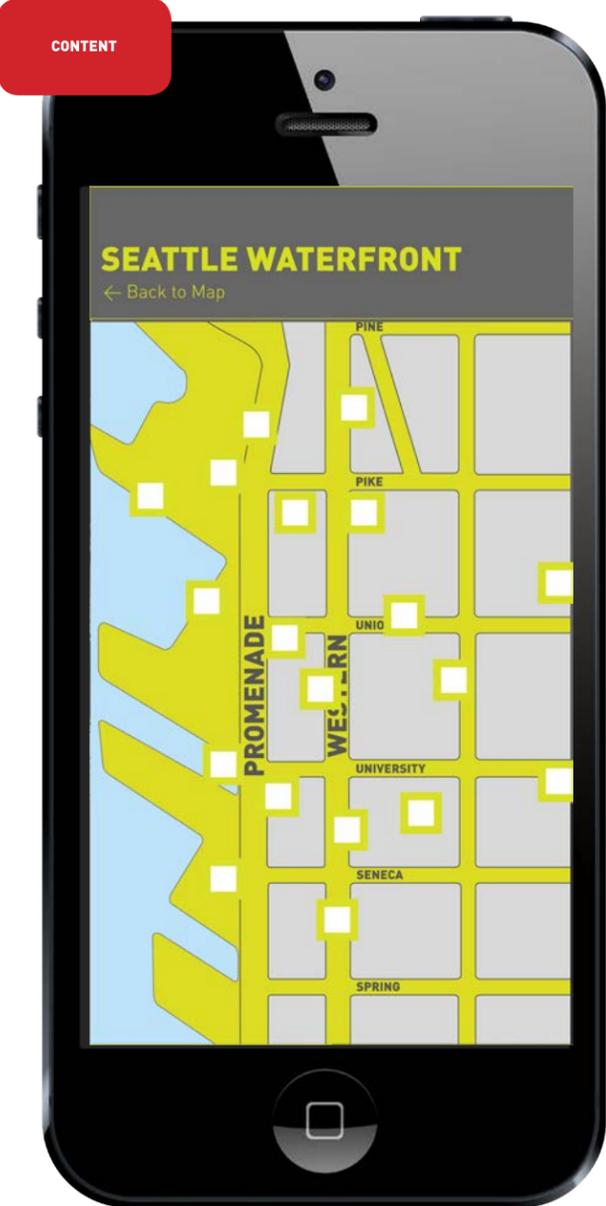
INTERVENTIONS: BREADCRUMBS





A rhythm of strategically placed elements can be located along the corridor as breadcrumbs, with increased frequency when needed to compete with increasing urban “noise” (often near intersections) and decreasing frequency when the route becomes more intuitive (such as mid-block).

INTERVENTIONS: NAVIGATION





Much more than mere wayfinding and signage, the corridor can use a variety of elements from a common toolkit of parts (both analog and digital) to help users navigate and connect to destinations and points of interest that are nearby but off the corridor.

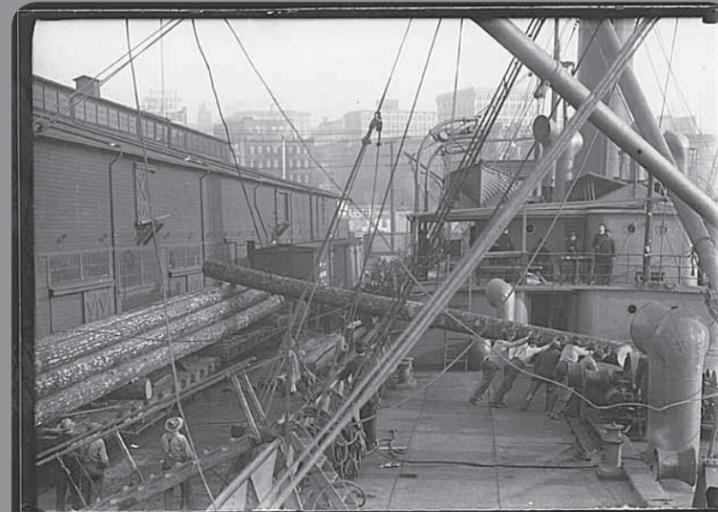
INTERVENTIONS: STORYTELLING

1/1000+
THE WORKERS ON THE DOCKS

Before shipping containers existed, dock workers also known as Longshoremen used their hands to move freight filled with goods like flour, coffee, bananas, silk bales, and cooking oils. Handling up to 200 pounds at a time, they relied on strength and quick thinking to avoid injuries like cut fingers, smashed ankles, broken ribs, or even death by crushing.

Central Waterfront 1,000+ Moments

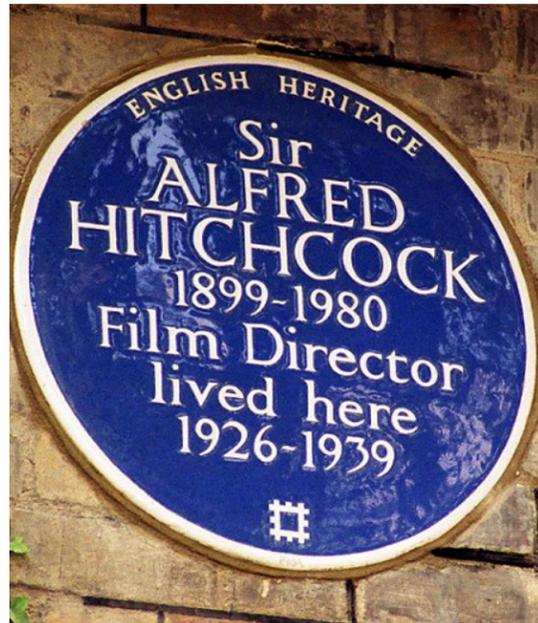
1/1000+



Property of Puget Sound Maritime Historical Society

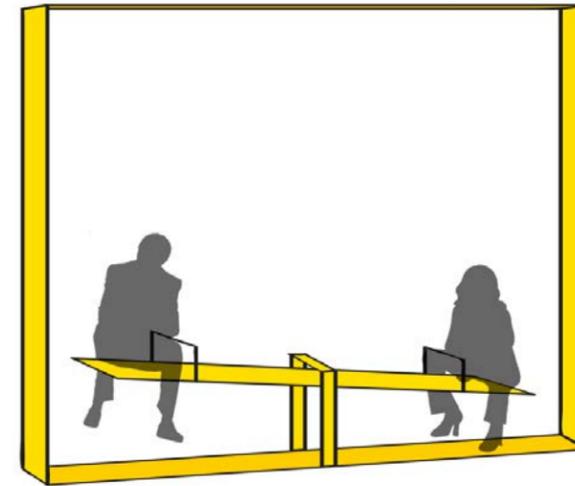
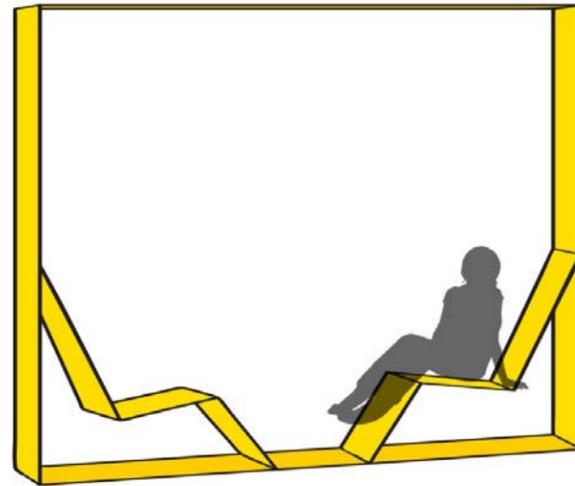
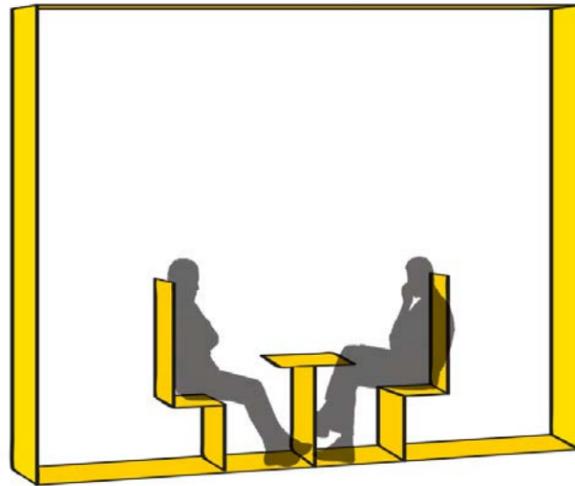
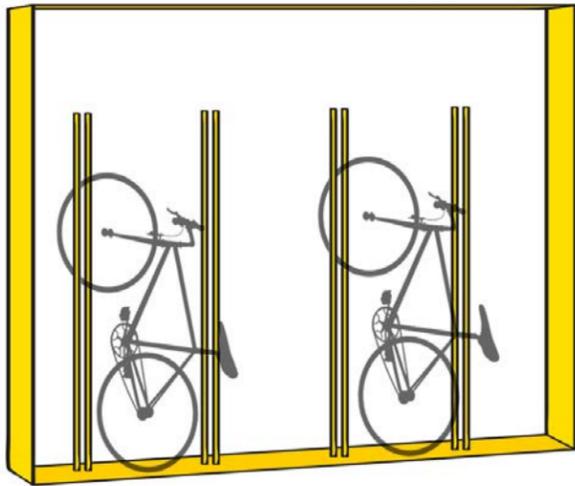
Central Waterfront 1,000+ Moments

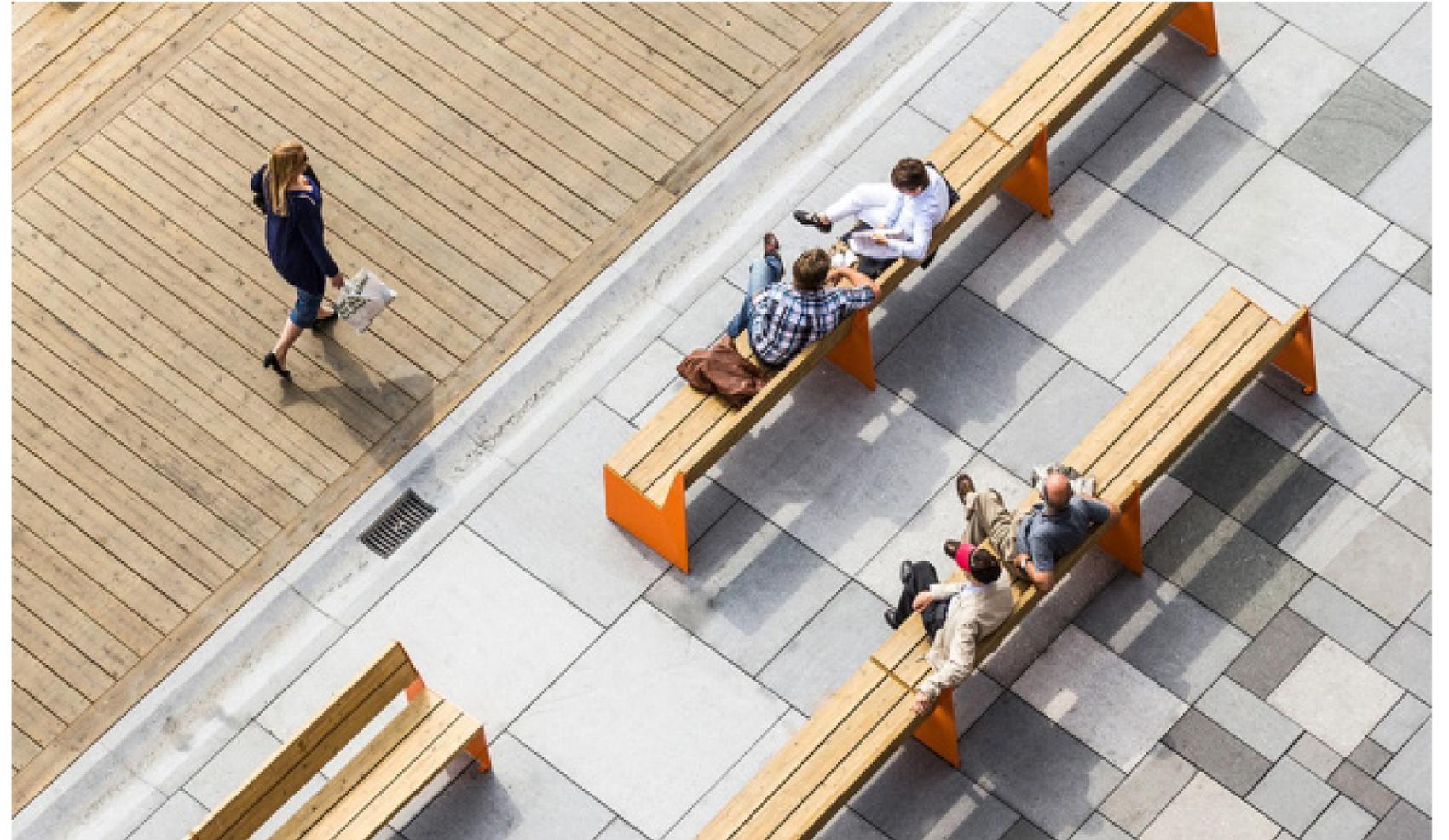




So much more than mere interpretation (historic places and signage), the corridor can embrace the challenge of storytelling in a variety of ways and forms. The corridor should not only look to the past (historic content) but also speak the city's culture of today and culture for the future, potentially inviting citizens and visitors to add to the storytelling through "crowd-sourced content."

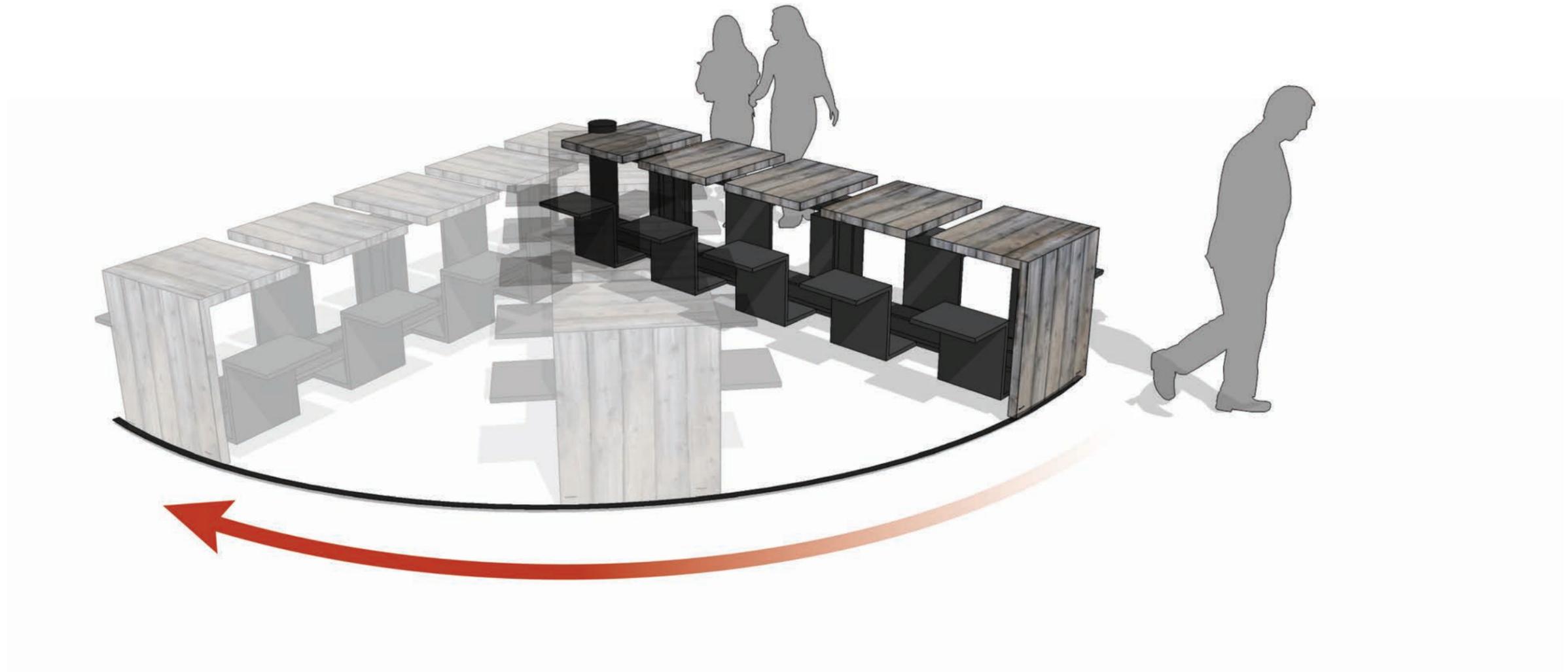
INTERVENTIONS: AMENITY





While the streetscapes exist, common amenity along the whole route does not. Branded elements along the corridor (themselves becoming part of linear elements or breadcrumbs) can provide needed, valued and enriching amenity for users.

INTERVENTIONS: PARKLETS





Part of the “toolkit” that defines the corridor can be parklets, welcoming temporary interventions that claim underutilized public space including parking stalls for a more activated use in conjunction with local businesses. These parklets can have a seasonal presence, enhancing outdoor living in warm weather, yet disappearing when winter reshapes the way we use and experience Spokane.

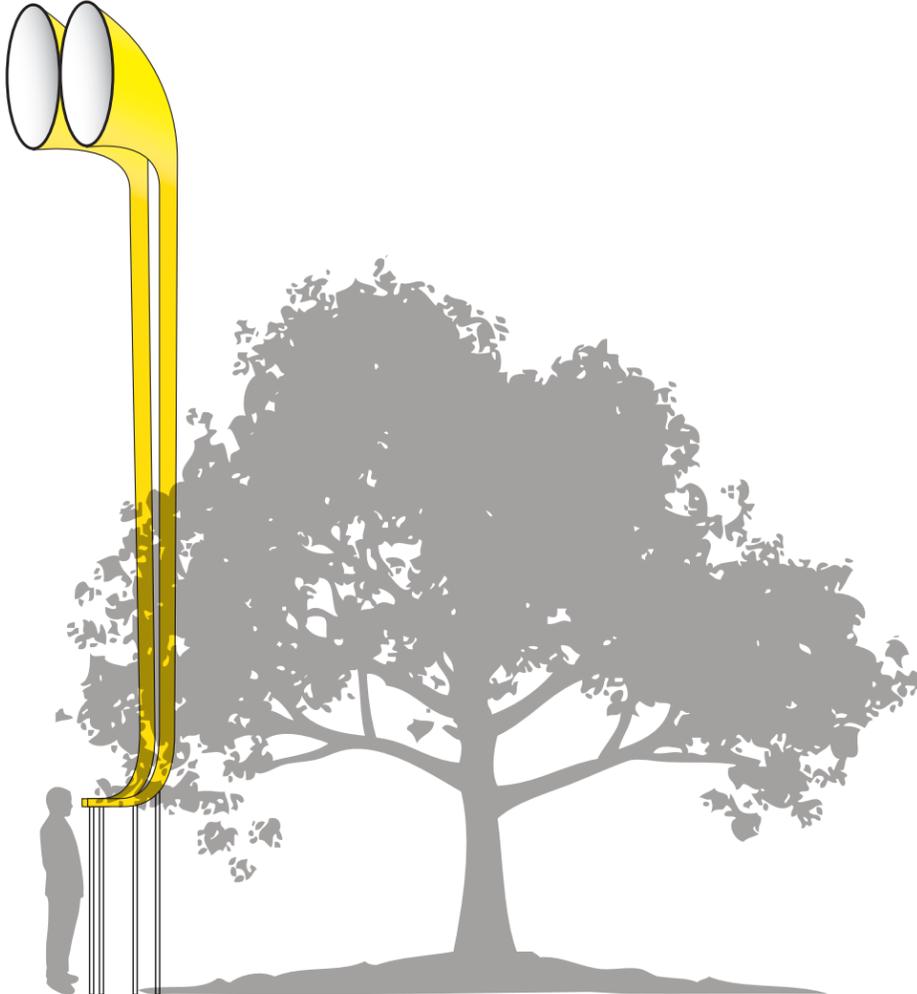
INTERVENTIONS: EPHEMERAL





Embrace the opportunity to claim space and create experiences on the corridor for limited periods of time for art, performance, festivals and events. Ephemeral events can be amazingly powerful, garner great attention, and yet be surprisingly low investment (big bang for buck!).

INTERVENTIONS: HEROIC





We can't define it, but we know it when we see it... what are the opportunities for heroic elements that will come to define the Spokane Cultural Trail and perhaps the city as a whole?

Image Credit (Above): H. Woofter & S. Kim of Axi:Ome.

Action NOW!

Create a brand: In some way, we must brand the trail as a unique and identifiable corridor through the city. What is that brand? Is it defined by the geography of the route, key cultural anchors at its ends or along its route, or a newly created or desired character or theme? Be aware, a brand is different from a name. A name is just that, and frequently, imposed names do not “catch” with the public. The Spokane Cultural Trail can serve as a great project name, fostering an understanding and excitement for the corridor in these early, pre-realization stages. However, as the corridor becomes clearly branded as a holistic place and intuitive connection in the city, instead of a name or written word, it can be branded with universally understood color, pattern, symbols, and experience.

Claim the corridor: Let's claim the Spokane Cultural Trail as soon and cost effectively as possible!

- **Apply graphic elements:** The most expedient way to claim the corridor is by creating a “kit of parts,” which are common elements that can easily and inexpensively be applied to unify the diversity of streetscapes along the corridor, graphically enhancing (not replacing) existing elements, such as paving, lighting, furnishings, utility poles, and more.
- **Integrate built elements:** Once claimed with applied elements, the corridor can be enhanced with a trail of common (not necessarily cloned) elements installed as surgical interventions. Integrated elements will further brand the holistic nature of the corridor and bring added amenities, richness, and community value. These elements could be “area rugs” of enriched paving, eddies of unique furnishings (inviting desired behavior and discouraging undesired behavior), experiential lighting, and brilliant, atypical wayfinding signage.
- **Craft a framework for culture:** Empowering the community to take ownership of the corridor will create a “living corridor” that changes over time and rewards returning visitors. The Spokane Cultural Trail plan should develop a framework to be a catalyst for stakeholders to take ownership of the corridor with ephemeral elements from art to performance. Imagine seasonal interventions that could arise from the businesses, residents, cultural organizations and universities near the corridor!
- **Curate the corridor:** It may involve art, and it may involve artists, but it can involve so much more, such as architecture, written word, and performance.

