



DISTRICT CENTER – Shadle, Lincoln Heights, 57th & Regal, Grand District

Design

- District design entails street mixed use development, with a minimum of 50 businesses and no more than 100.
- Destination businesses serving 5-6 neighborhoods and higher housing density.
- District is pedestrian oriented, providing access between the neighborhood and the center through sufficient pedestrian crossings, corresponding speed limits, short blocks and few pedestrian conflicts.
- District has high enough density for transit service integration around viable areas such as commercial and higher density residential uses.
- 30 to 50 square blocks with surrounding residential.

Organization

- Business Association has an active Board of Directors with well identified job descriptions, and follows NBC's "Business Center Organization & Planning Guidebook Model."
 - NBC can provide business association leaders with resources and/or training to establish a strong organization.
- Business association has MainStreet® related committees; and follows an annually adopted action plan.
 - In addition to the above resources, NBC can assist the Board of Directors in membership recruitment and initial set-up of committees.
- Business association has and is working towards a clear a mission, position, and vision statement
 - NBC can provide guidance and examples of each statement and help the district formulate a work plan which reflects the organization's mission and future vision.

Promotion

- The district promotes social interaction providing a functioning community gathering place, and annual neighborhood unique events such as street fairs as well as city-wide events like Girls Day Out.
 - NBC will be coordinating city-wide events, assist business districts in their unique functions, and promote the district on the NBC website.
- Through the promotion committee the neighborhood has a developed a branding & marketing plan.*
 - NBC can provide the technical assistance and resources needed to create a branding and marketing plan.

**Note: The marketing plan should set reasonable and realistic goals. For example a center that has a strong organization and funding could focus on radio ads or banner installation, while a smaller organization should focus on logo and brochure development.*

Economic Restructuring

- The district is economically viable with a balanced RMP opportunity gap (supply & demand) and vacancy rate at or below 10%.
 - NBC can produce and provide the district with annual RMP reports, and provide the technical assistance to address the needs that this data will point to.
- The business association works through the economic restructuring committee to inventory businesses annually, study demographics, analyze RMP reports, and work with property owners to fill vacancies with district desirable businesses.
 - Using services such as Site Selector and the SpokaneNBC.org website, NBC can assist in filling vacancies, and providing demographic reports.

Disclaimer: The services listed on this page are generalized based on the typical work NBC does with business associations/organizations. Actual services under each category will be determined on an individual basis.