



AGENDA

5:30pm Doors Open, Dinner & Reception

6:00pm Welcome & Introduction

6:30pm Exercises

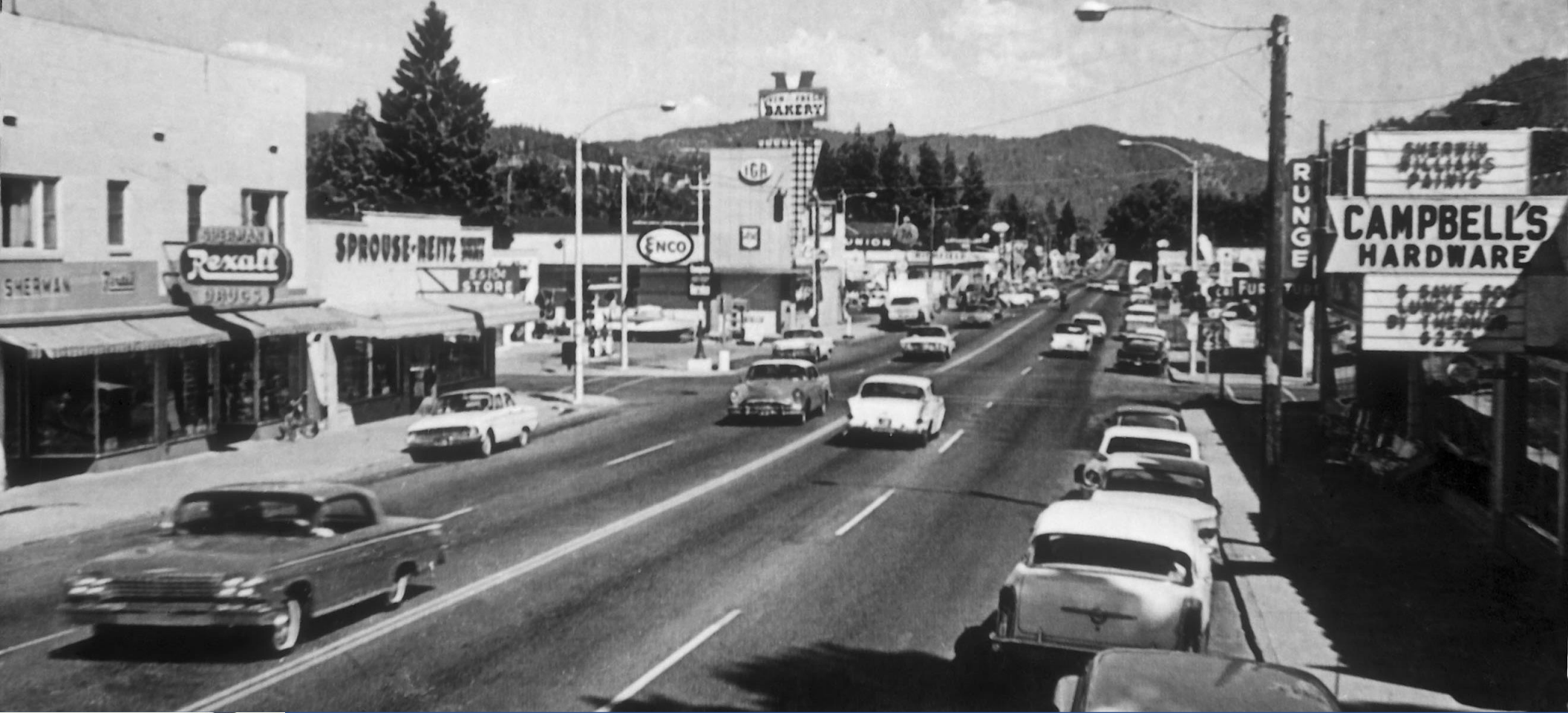
7:30pm Report Back

7:55pm Next Steps

8:00pm Adjourn



**ENVISION EAST SHERMAN
STRATEGY WORKSHOP
3.13.2018**



EAST
SHERMAN
AVE

ENVISION EAST SHERMAN STRATEGY WORKSHOP 3.13.2018



Who are we?

A PARTNERSHIP



City of Coeur d'Alene
(www.cdaid.org)



Community Builders
(www.communitybuilders.org)



CDA 2030
(www.cda2030.org)

PROJECT TEAM



Hilary Anderson
(Community Planning Director)



Matt Farrar
(Project Manager)

Alex Joyce
(Managing Partner / Cascadia Partners)



Nicole Kahler
(Project Manager)

LEADERSHIP COMMITTEE

1. **Mayor Steve Widmyer** | Coeur d'Alene City Council & CBLI Team
2. **Amy Evans** | Coeur d'Alene City Council
3. **Craig Hunter** | Coldwell Banker Commercial Schneidmiller Realty & CBLI Team
4. **Jef Lemmon** | JLB Design Build & CBLI Team
5. **Mayor Heidi Acuff** | Fernan Lake Village City Council & CBLI Team
6. **Erin McClatchey** | CDA 2030 Board
7. **Alivia Metts** | Ignite CDA Board & CDA 2030 Board
8. **Jimmy McAndrews** | CDA 2030 Board
9. **Ben Weymouth** | CDA 2030 Committee
10. **Joe Morris** | East Mullan Neighborhood Assoc.
11. **Dwight Bershaw** | Clearwater Summit Group, Landscape Architect & Neighborhood Stakeholder
12. **Scott Krajak** | Viking Homes Residential Developer & Neighborhood Stakeholder
13. **Chris Meyer** | Parkwood Business Properties Commercial Developer & Neighborhood Stakeholder
14. **Robert Hall** | Dealer Alternative Owner
15. **Dennis Brueggemann** | Neighborhood Stakeholder, KEA Board Member & Grant Writer
16. **Ryan Arnold** | North Idaho College Director of Entrepreneurial Strategy & Neighborhood Stakeholder
17. **Mike & Jeni Gaertner** | Vertical Earth Owners
18. **Mark & Nicole Randolph** | Rogers Owners
19. **Heather Riviere** | Volunteer @ PARK(ing) It On Sherman & Former Food Truck Owner
20. **Kathy Livingston** | Fernan Elementary School Principal
21. **Brett Depew Sorensen** | Elementary School Principal
22. **Steve Adams** | Avalanche Insurance Owner & former Coeur d'Alene City Council Member
23. **Pastor Ross Lanphere** | Church at 15th/Sherman
24. **Rich Thrasher** | Innovation Den
25. **Rocco Zito** | Zito Enterprises & Property Owner
26. **Michael DePasquale** | Michael D's Owner
27. **John Swallow** | McAllister Technical
28. **Jeff Conroy** | St. Vincent de Paul
29. **Gynii Gilliam** | Coeur d'Alene Area EDC – Jobs Plus



**FOOD TRUCK
ALLEY**

Why this project?

WHY THIS PROJECT?

- Revitalization of East Sherman identified as a priority project in *CDA 2030 Implementation Plan (2014)*.
- East Sherman effort began in 2015. Stalled in 2017 due to limited staff capacity.
- Confirmed as a priority by City Council in 2017.
- City selected for Community Builders' Technical Assistance in August 2017.

PROJECT PURPOSE

This is a community-driven planning effort aimed at:

- 1. Creating a shared community vision for East Sherman Avenue to guide long-term decision making.**
- 2. Creating an action-oriented master plan for the physical and economic development of East Sherman Avenue.**

PROJECT PHASES

Phase I

Identifying challenges, opportunities & aspirations

Where are we now?

Phase II

Crafting a shared community vision

Where do we want to be?

Phase III

Developing an action plan

How do we get there?

Stewardship
&
Implementation

2015 - 2017

Jan – April

April - Dec



Where are we today?

2015 BY THE NUMBERS...

- **2** Town Hall meetings in June with **230+** attendees
- **270** survey participants
- **124** participants at CDA 2030 Annual Celebration
- **170** people on the mailing list
- **40+** volunteers
- **1** Better Block grant awarded valued at **\$2500**
- **1st** Annual PARK(ing) It On Sherman Event: **750** attendees, **53** volunteers

2016 BY THE NUMBERS...

- **34** stakeholder interviews
- **243** properties evaluated
- **350** attendees, **10** volunteers, and **1** live mural painting
- **\$1,645** raised through crowdfunding for RRFBs at Sherman & 13th

2017 BY THE NUMBERS...

- CdA selected for Community Builders' technical assistance, valued at **\$90,000**
- 3rd Annual PARK(ing) It On Sherman event: **1,200** attendees, **23** volunteers, and **16** businesses and community organizations, **\$1,950** raised in sponsorships and **\$2,995** in in-kind sponsorships
- Team of **8** attended Community Builders Leadership Institute

2018 BY THE NUMBERS...

- **29**-member East Sherman Leadership Committee formed
- **1** RRFB installed at Sherman & 21st
- **1** Envision East Sherman Strategy Workshop and **5** stakeholder group meetings in March
- **1** project website (www.eastsherman.org)
- **2**-day East Sherman Design Studio and Open House in April
- **250+** signed up to receive project information



Where do we want to be?

OUR DRAFT VISION

- East Sherman Leadership Committee assisted the Project Team with developing DRAFT Vision Statements for East Sherman.
- The Vision Statements were developed from the input provided by roughly 400 community members since 2015.
- We need your feedback on the DRAFT Vision Statements – do these statements describe YOUR VISION for East Sherman?

OUR DRAFT VISION

East Sherman is a neighborhood that...

1. Has an active streetscape that incorporates a park-like feel.
2. Has streets that safely and comfortably accommodate vehicles, bicyclists and pedestrians.
3. Is vibrant and has a unique identity.
4. Recognizes and honors its history.
5. Offers a positive and lasting impression of our community.
6. Is clean and aesthetically pleasing.
7. Welcomes and supports small businesses and an entrepreneurial spirit.
8. Is a marketplace where you can experience craft, artisans, culture, and entertainment.
9. Encourages private investment.
10. Has a vision for sustainable growth.
11. Offers diverse housing choices.
12. Is a local's gathering place.
13. Is safe and family-friendly.
14. Fosters collaboration among residents and businesses.
15. Supports an active and healthy lifestyle.

EMERGING THEMES



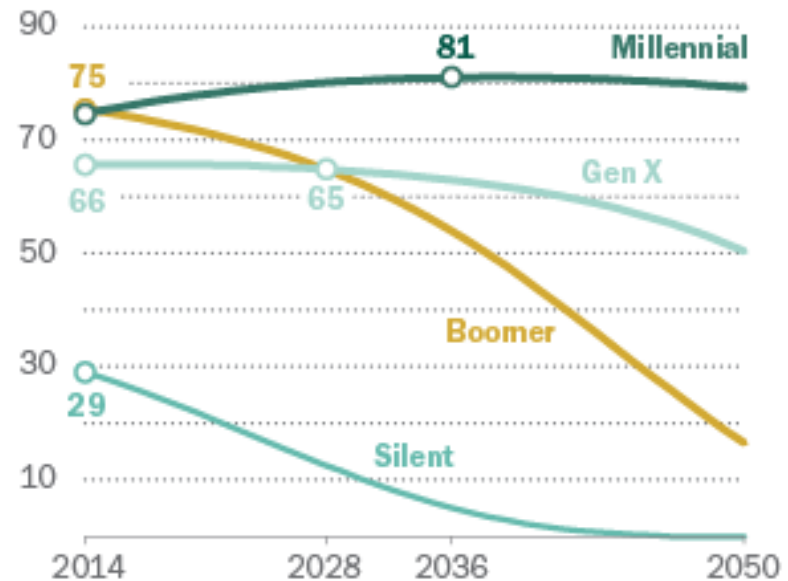
- **Streets**
- **Neighborhood Character**
- **Local Economy**
- **Growth**
- **Community**
- **Health**

Demographic Shifts are Changing Cities

- Millennials influencing housing choices – smaller families, smaller homes
- Many Boomers + Millennials want same housing styles and locations

Projected Population by Generation

In millions

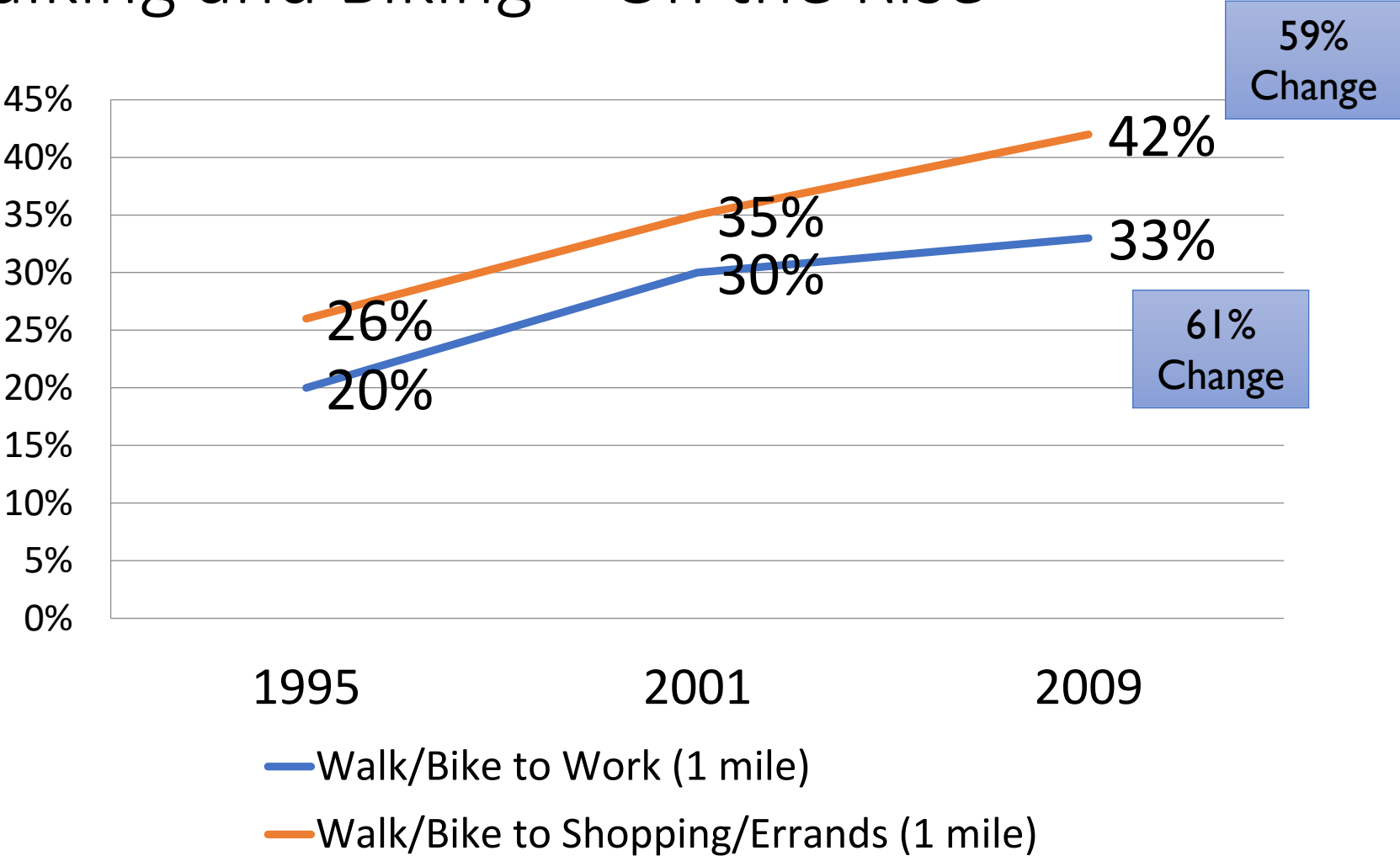


Note: Millennials refers to the population ages 18 to 34 as of 2015.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014

PEW RESEARCH CENTER

Walking and Biking – On the Rise

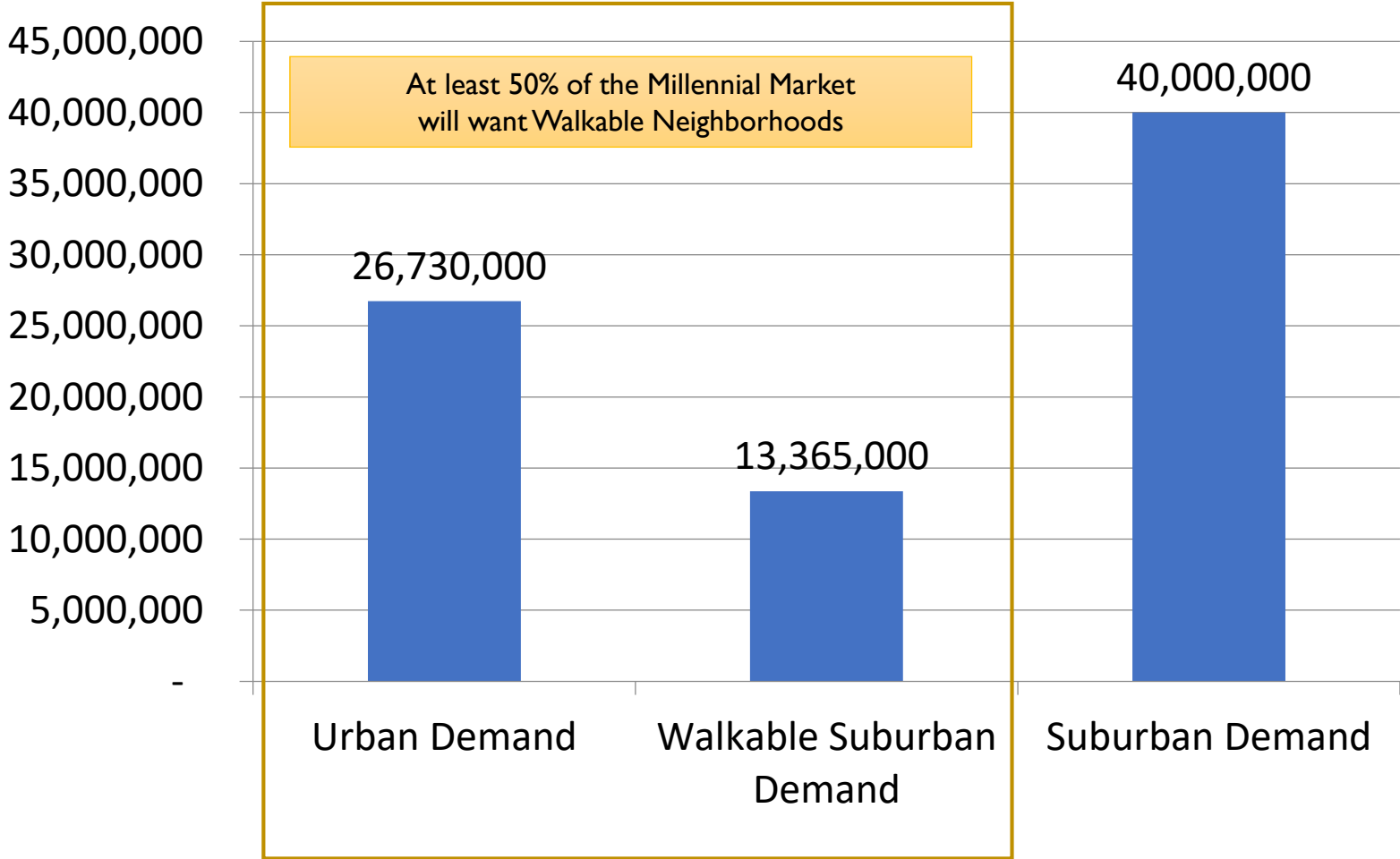


Source: National Household Transportation Survey 2009 (2011)

People and Businesses are Drawn to Great Places



Half of Millennial Housing Demand is for Walkable Neighborhoods

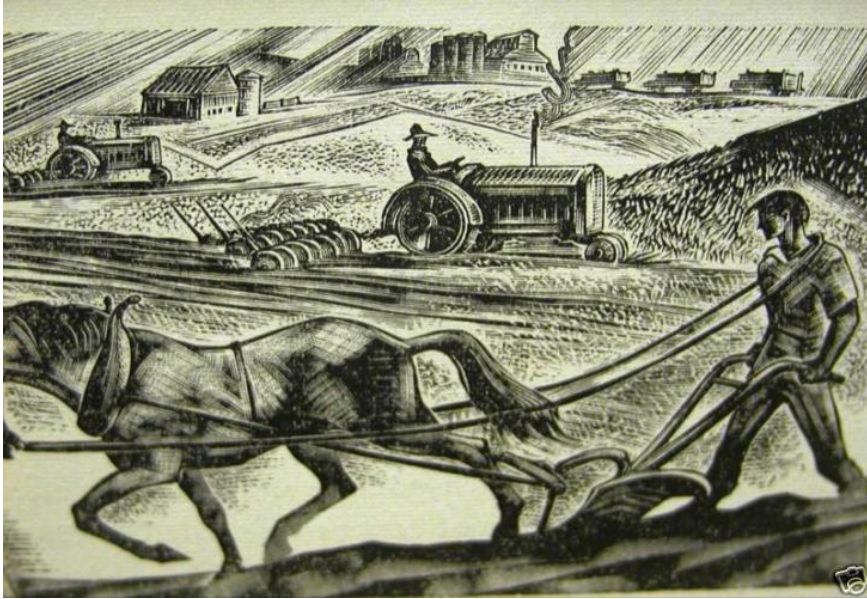


Law of Supply and Demand

- ▶ 23% of all households are competing for 4-10% of the housing market = huge opportunity for new housing in walkable neighborhoods

Mode and Destination	US Housing Supply	Overall Housing Demand*
Walk or Bike to Work	4%	23%
Walk or Bike for Errands	10%	22%

* Not just Millennials



How we work is changing

jobs follow people



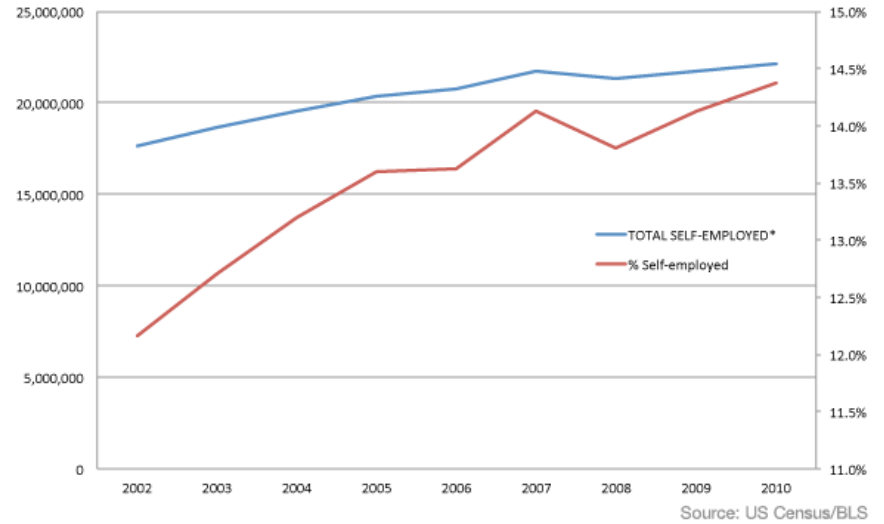


people will
sacrifice salary
for ideal community
(17% higher salary vs. 83% ideal community)





Self-Employment Is On the Rise



Opening Doors for Entrepreneurship

Place-Making Investments can Catalyze Investment

- Streetscape Enhancements
 - Parks and Open Space
 - Transit
 - Commercial Amenities
 - Traffic Calming
 - Walkability
 - Bicycle Connectivity
-
- **Can Increase Desirability of Areas**
 - **More economic activity, jobs, tax revenue – a virtuous cycle**



National Case Study in Significant Redesign: Lancaster Blvd, Lancaster, Ca

- ROW - 100 ft
- AADT 2014 – 15,000
- 5 lane road reduced to 2 lanes; center parking lane and public plazas
 - Traffic collisions cut by 85% within two years of redesign
 - \$130 million of private investment; 52 new businesses since 2009



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Lancaster Blvd, Lancaster, Ca



BEFORE



AFTER

Lancaster Blvd, Lancaster, Ca



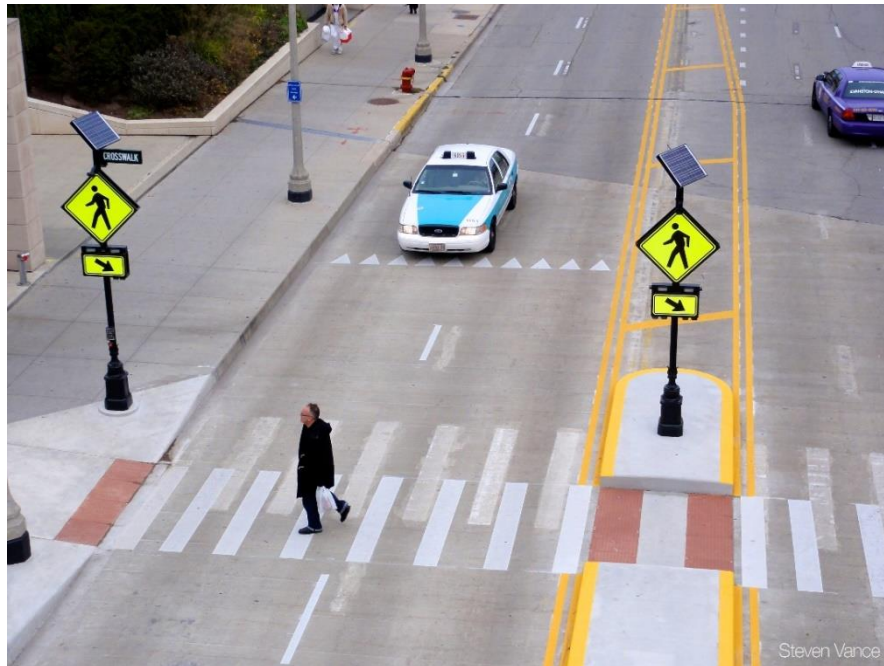
Identify Quick-Fix Changes

- Try out ideas together
- Learn from experience



High Visibility Crossings

- Bright, unique paint
- Plastic bollards
- Flashing beacons



- ***Paint to extend curb – shorten crossings***
- ***Glue down bollards to expand sidewalk area***





- **Parklets**
- **Expand sidewalk**



Akron OH (2016)

Team Better Block

BEST PRACTICES

TEAM BETTER BLOCK

WHAT?

AKRON BETTER BLOCK

WHERE?

AKRON, OH



WHEN?

MAY 15TH – 17TH, 2015

HOW?



PARTNERS

Knight Foundation, Tina & John Ughrin, Smile Minded, Smartworks AMATS, International Institute, ECCDI, Keep Akron Beautiful, Countryside Conservancy, 427 Design, Akron-Summit Public Library, Highland Square Neighborhood Association, The Office Bistro, Peoples Bank

EVENT PHOTO



Akron OH (2016)

Team Better Block

BEST PRACTICES

TEAM BETTER BLOCK

WHAT?

AKRON BETTER BLOCK

WHERE?

AKRON, OH



WHEN?

MAY 15TH – 17TH, 2015

HOW?



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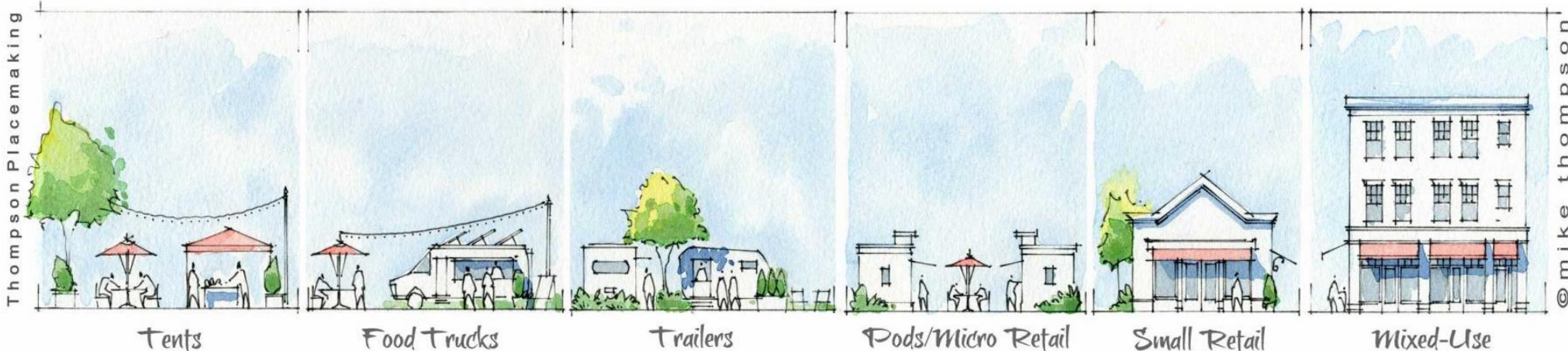
EVENT PHOTOS



Ensure Regulations Support the Vision: Zoning and Incentives

Plan for Long Term,
and Permit Incremental Investments

Change Often Begins Small



Support Local Entrepreneurs & “Makers”

Activate the Street

- Food Carts & “Pop Up Shops”
 - Instant street activity
 - Low overhead
 - Incubator model for future brick and mortar restaurants



Support Adaptive Reuse

- *Where the First Action Happens*

- Older “boxes” repurposed
- Hippest places are just boxes with roll-up garage doors
- Explore “two-track” building code to support adaptive reuse

Repurposed Retail

**1/3rd – 1/2 cost of
new construction**



Achieve Mixed-Use on East Sherman

Now:

Development Costs

- Predictable, by-right zoning
- Impact Fee waivers
- Permit fee waivers
- Expedited permitting



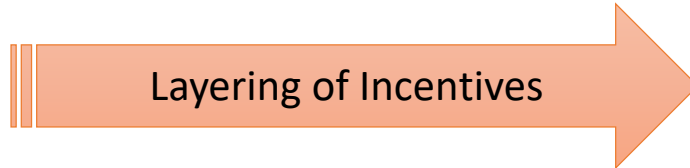
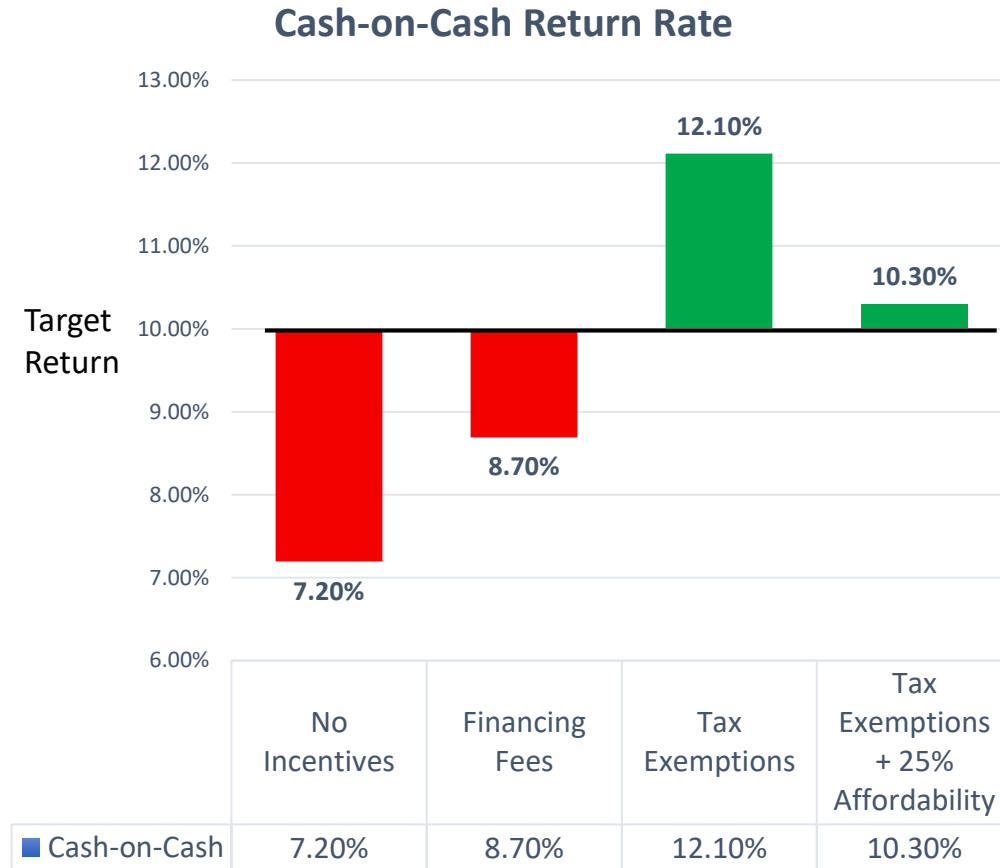
Over Time:

Operating Costs

- Allow financing of fees
- Tax abatements



Incentives Can Help Achieve Community Benefits – like Workforce Housing



The Power of Leverage:

- 10 year tax abatement of \$1.7 million
- = 24 new affordable “workforce” units
- That’s \$77,000 / unit – less than half what a unit costs to build



Adaptive Reuse Opportunity - Before



Adaptive Reuse Opportunity



Adaptive Reuse Opportunity



Adaptive Reuse Opportunity - After



Expanded Housing Options

“Missing Middle Housing”

- “More units in the a house scale”
- Smaller, more affordable units but still fits the context



Expanded Housing Options within Existing Neighborhood

- Backyard cottages, accessory units
- Large homes re-imagined as flats – multi-unit in a house form
- Cottage clusters



Accessory Dwellings (ADU)



Cottage Cluster



Large Single Family to Duplex

Community Gardens - Identify sites for, and develop community gardens to enable local production of fresh, healthy, affordable food for community members.

C&I 5.6 **Local Neighborhoods** - Foster development of vibrant local neighborhoods citywide, through supportive zoning where appropriate, to create "live-work-play" districts with distinct identities (e.g., Midtown, Downtown Corridor, Atlas, Riverstone, E. Sherman...)

C&I 5.7 **Neighborhood Grants** - Develop and implement a city grant program for local neighborhoods to promote local activities, amenities, and identity.

C&I 6.4 **Museum of North Idaho** - Design and develop a new expanded state-of-the-art Museum of North Idaho.



How do we get there?

TONIGHT'S ACTIVITIES

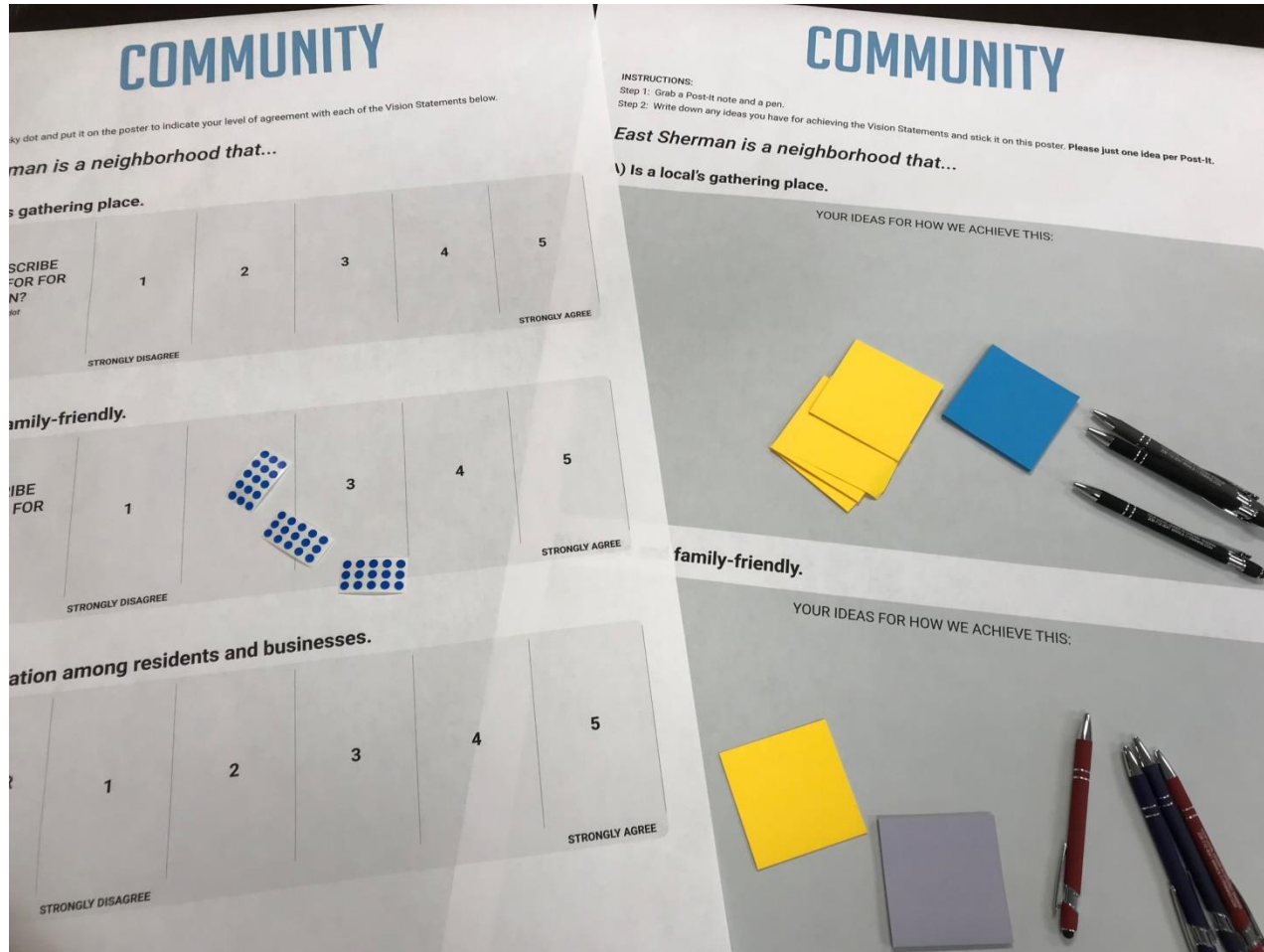
- Feedback posters on DRAFT Vision Statements

Hands-On Exercise

- **Group 1: Tables**
 - Build Your Own Streetscape Exercise
- **Group 2: Chair Audience**
 - Prioritizing Our Desired Outcomes Exercise
 - Crashes & Close-Calls Mapping Exercise
 - Common Routes Mapping Exercise

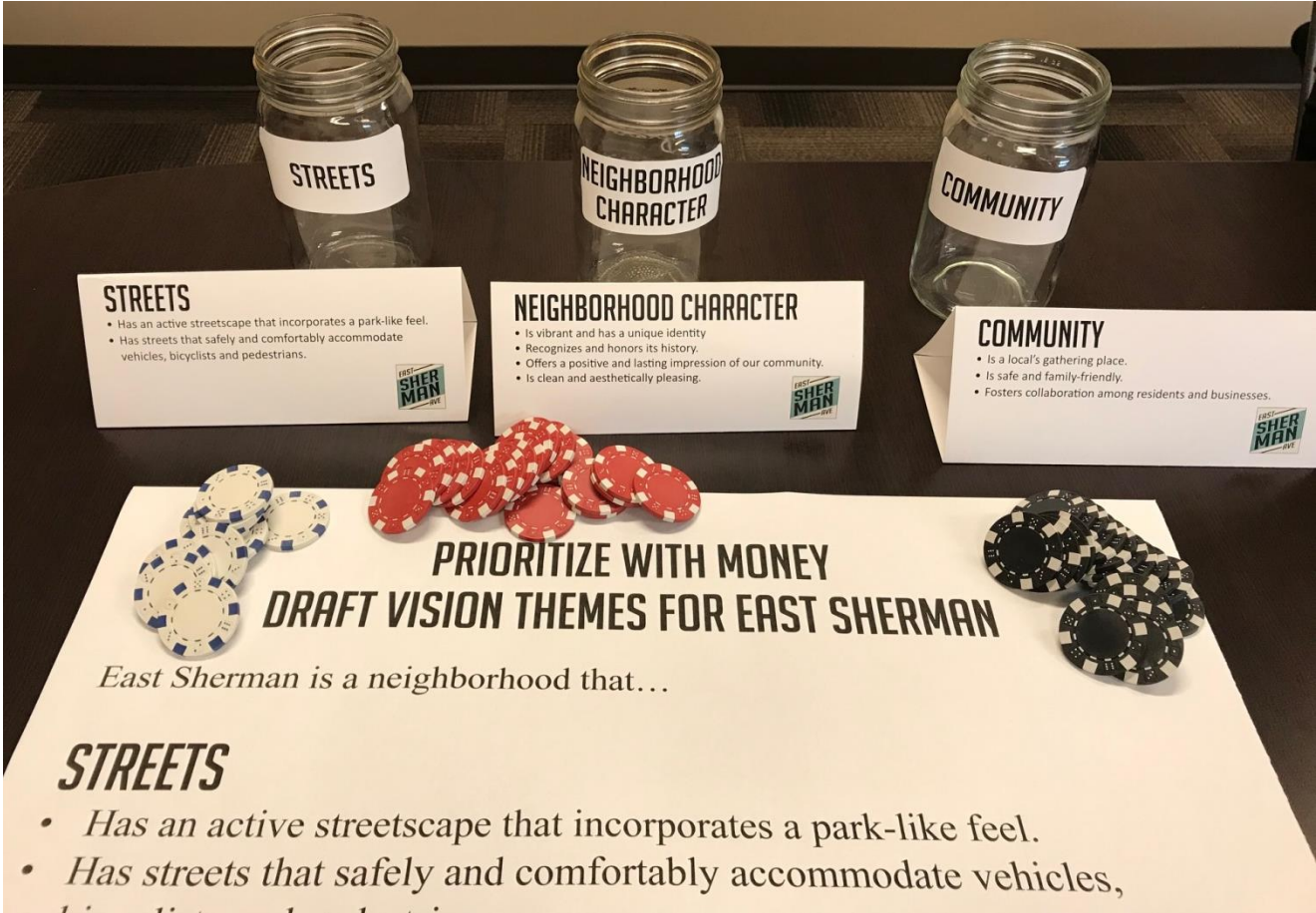
Validating the Vision Statements

- 15 Dots and Sticky Notes for Comments



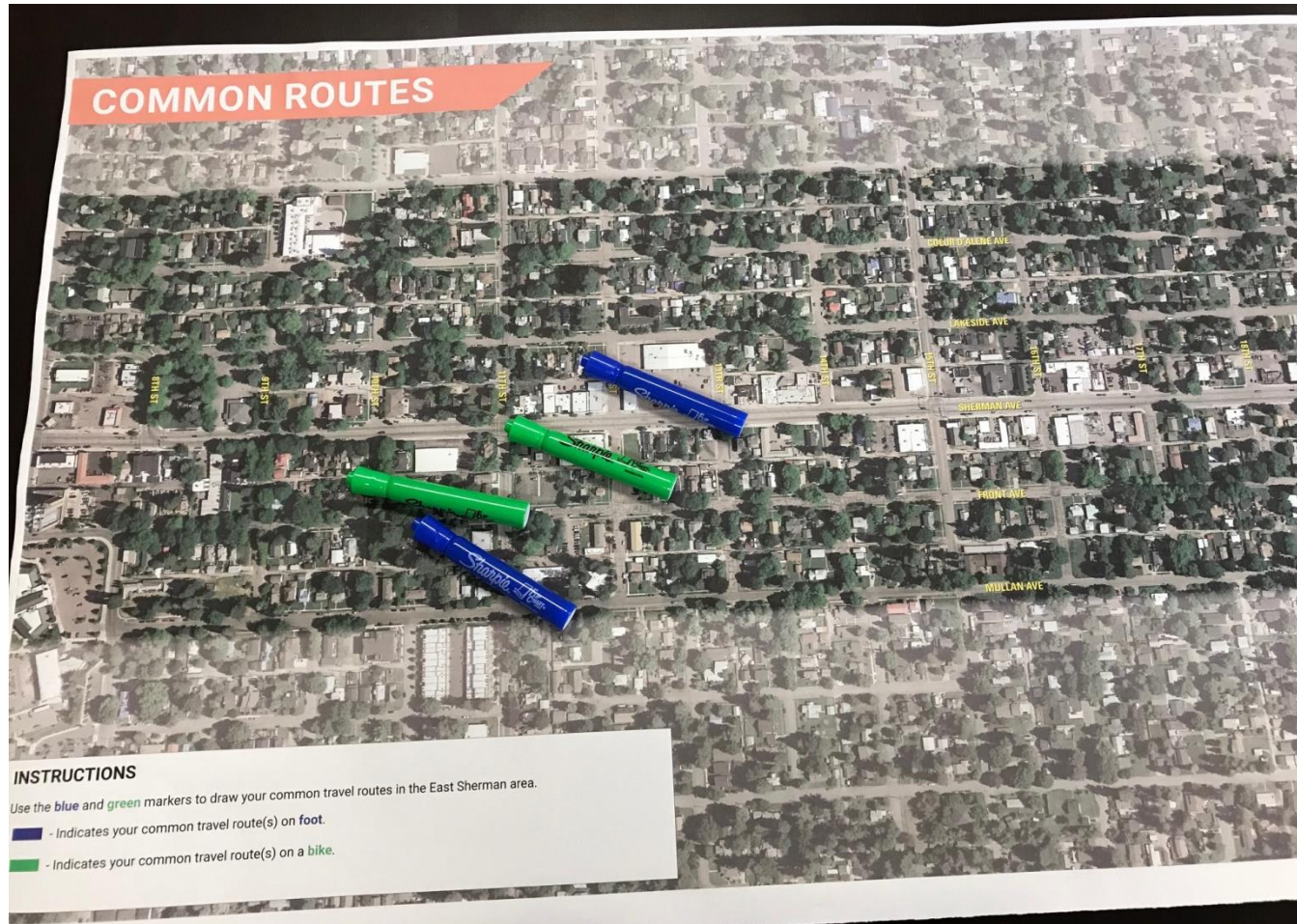
Prioritize Draft Vision Themes

- 3 Poker Chips



Mark Your Common Routes

– Biking and Walking



Walking
Route

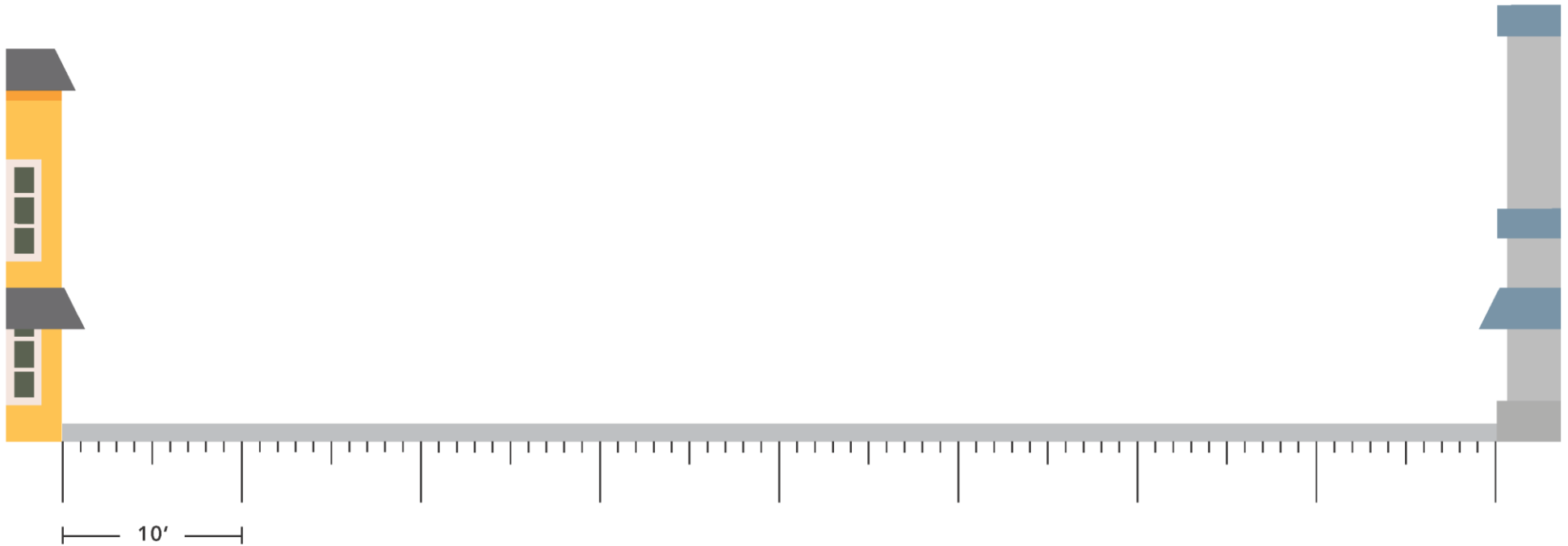


Biking
Route

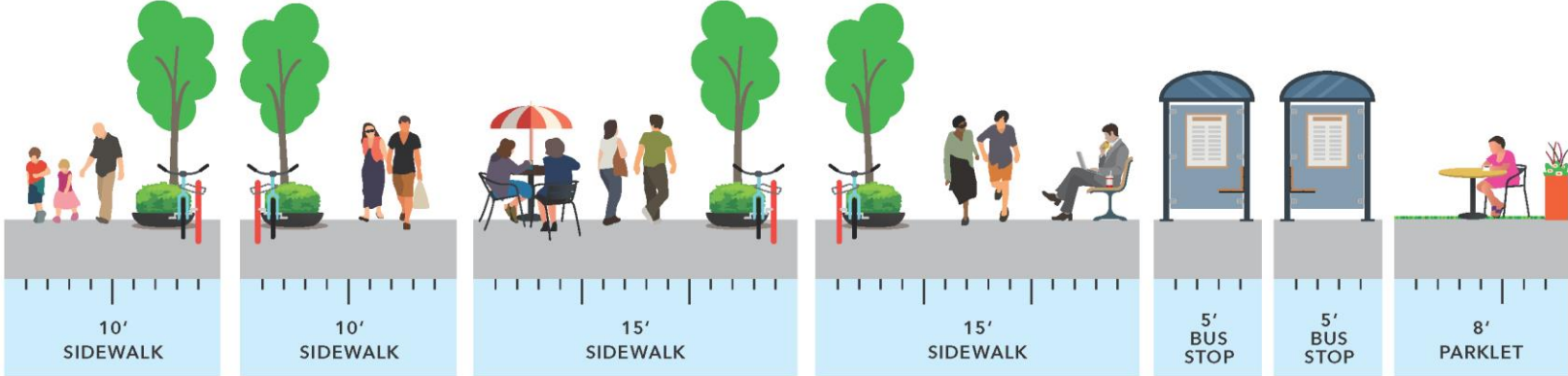
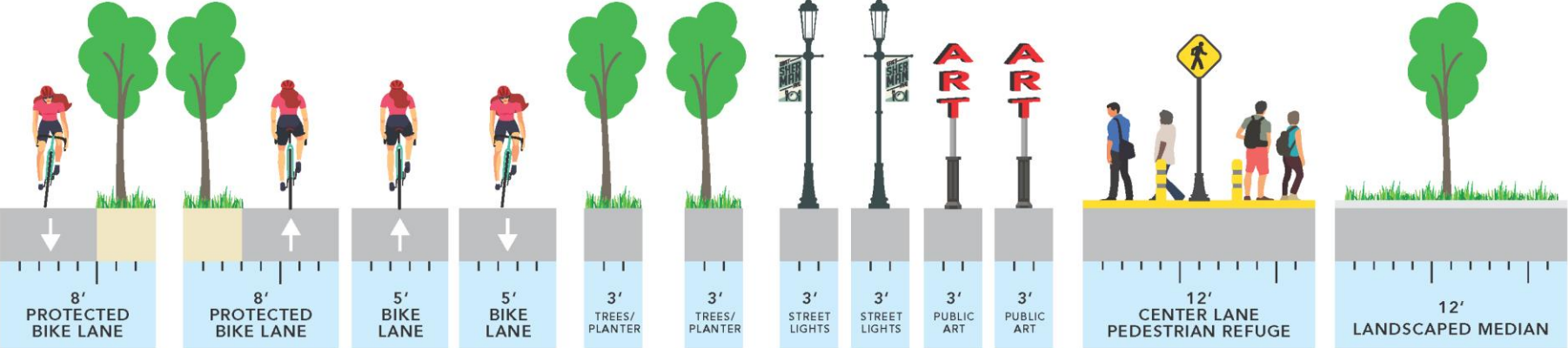
Streetscape Design Exercise

What's your design for East Sherman?

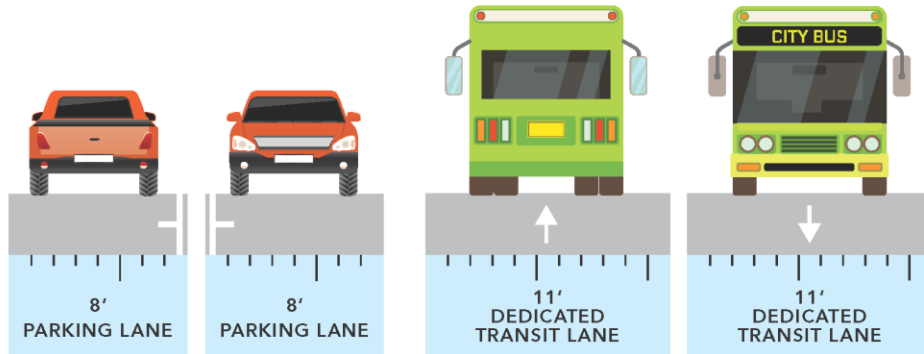
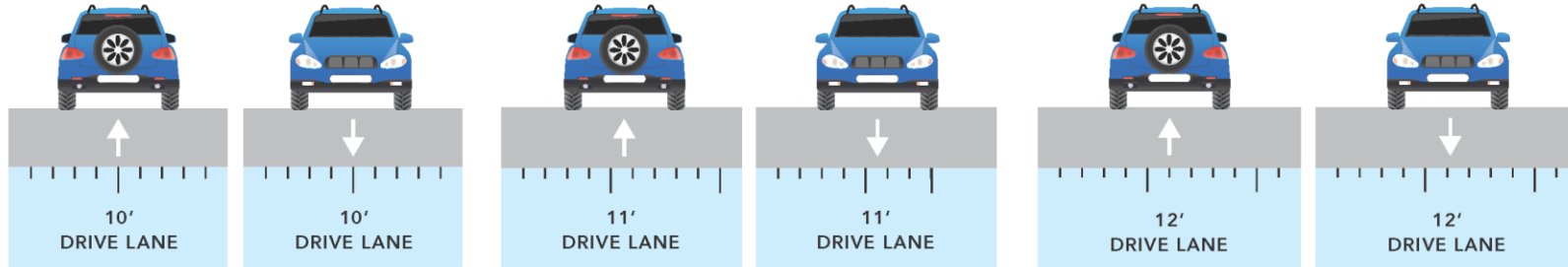
80 FT RIGHT-OF-WAY



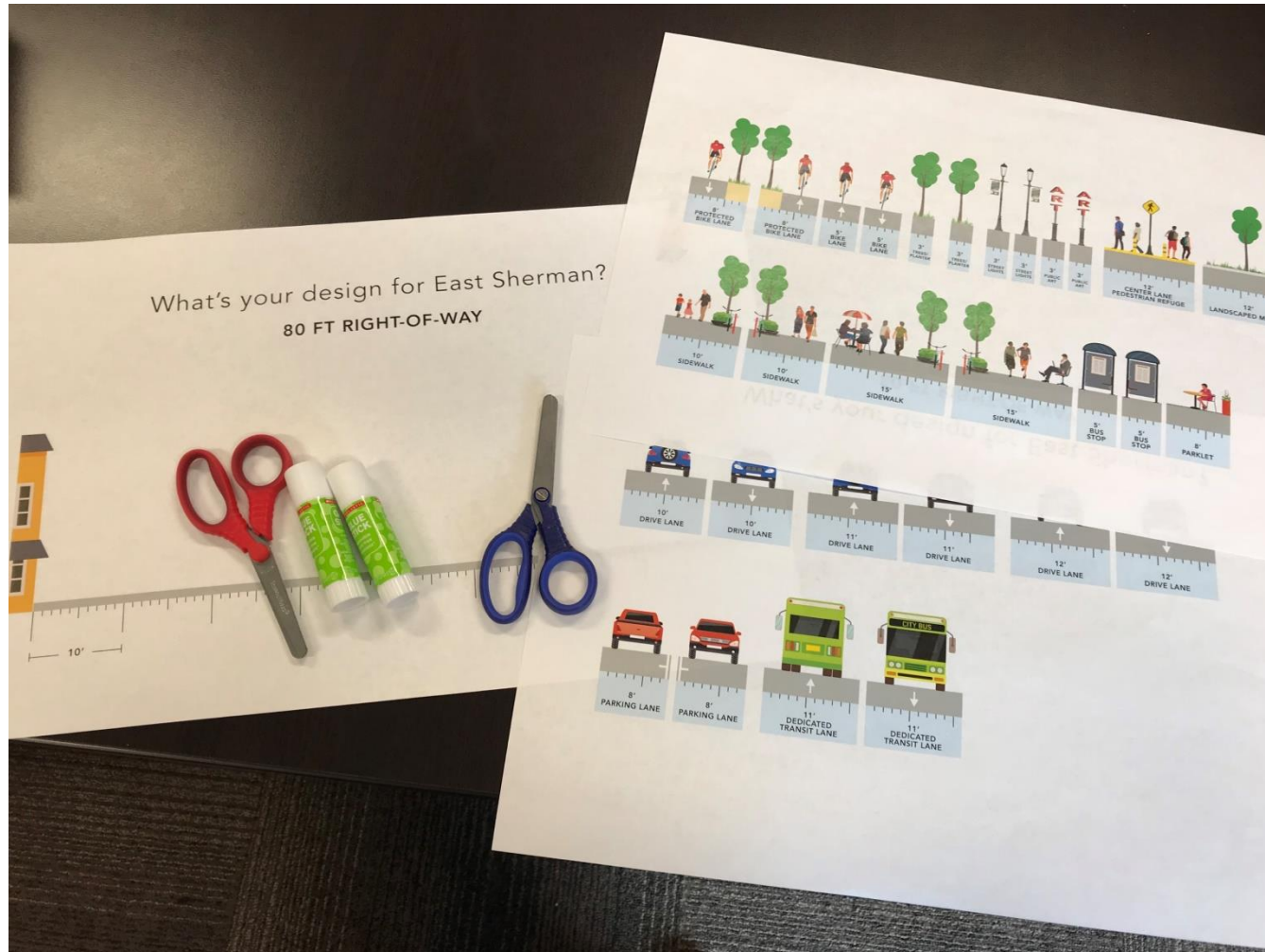
Building Blocks – Streetscape Elements



Building Blocks – Streetscape Elements



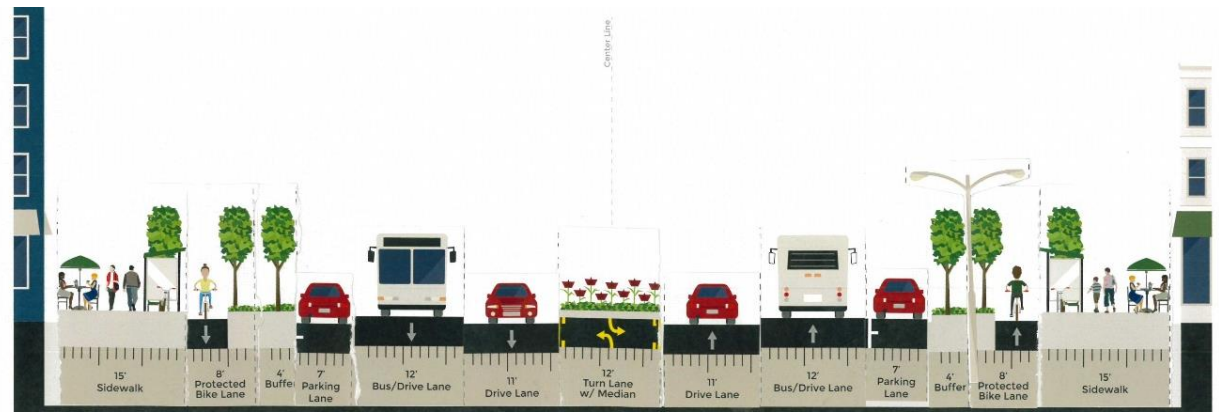
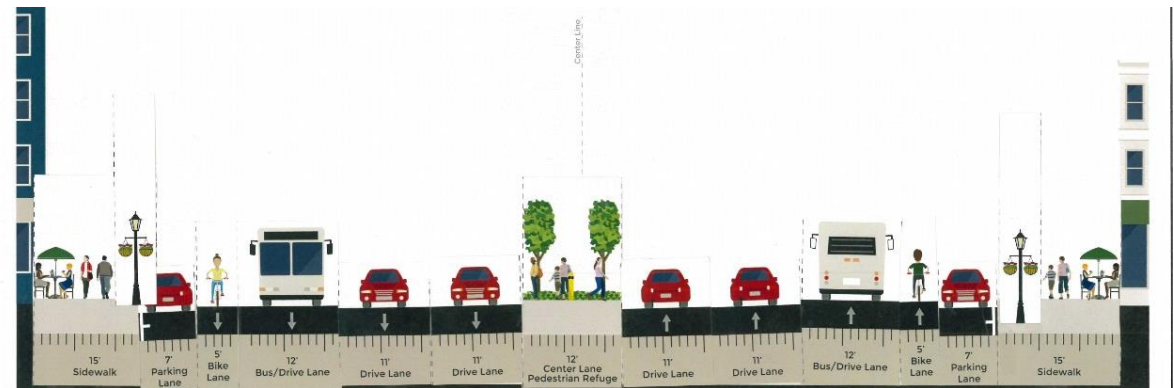
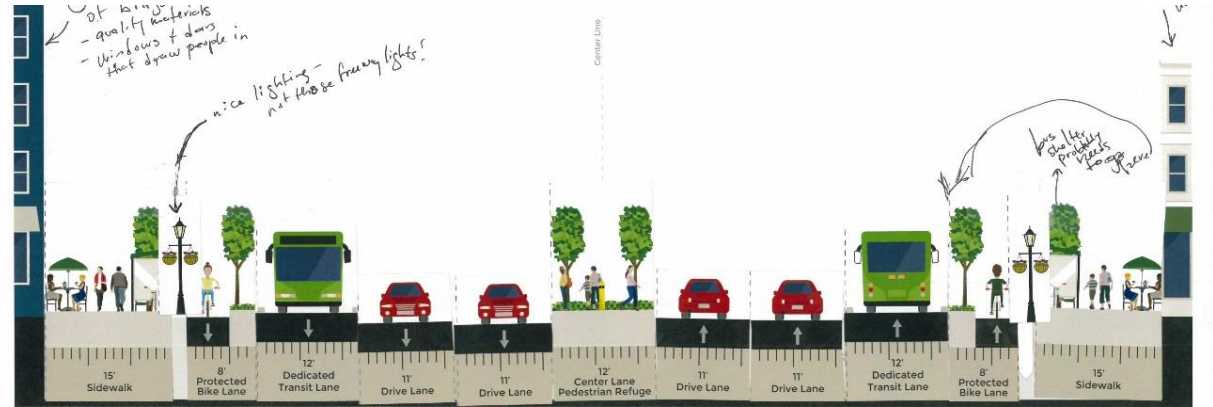
Gameboard, Game Pieces, Scissors and Glue – Cut and Paste!



Envision Your East Sherman

- Cut and Paste
- Stack Elements
- Make Your Own Elements
- Make Notes
- No Wrong Answers
- ***Have Fun!***

Examples from Other Places



TONIGHT'S ACTIVITIES: BEGIN!

Hands-On Exercise: 30 minutes, then switch!

- **Group 1: Tables**
 - **Build Your Own Streetscape Exercise**
- **Group 2: Chair Audience**
 - **Prioritizing Our Desired Outcomes Exercise**
 - **Crashes & Close-Calls Mapping Exercise**
 - **Common Routes Mapping Exercise**



Community Garden - ...
gardens to enable local residents to grow
food for community members

CS1
5.6 Local Neighborhoods - Foster vibrant, walkable
neighborhoods citywide through comprehensive
policies and programs that are
appropriate to create live-work-play environments

5.7 ...
program for local neighborhoods to preserve
amenities and identity

CS1
6.4 Museum of North Idaho - Design and develop a
state-of-the-art Museum of North Idaho

REPORT BACK

7:30-7:55pm

NEXT STEPS

- To learn more and sign up for project updates please visit...
www.EastSherman.org
- Online Survey – Vision Statements
 - Share with friends!
- Summary from Stakeholder Meetings and Envision East Sherman Strategy Workshop to be posted on project website.
- East Sherman Design Studio in April