



**EAST
SHERMAN
AVE**

EAST SHERMAN MASTER PLAN DESIGN STUDIO OPEN HOUSE 4.18.2018



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)

Jim Leggitt
(Leggitt Studio)

Alex Joyce
(Cascadia Partners)

Cheney Bostic
(StudioSeed)



Nicole Kahler
(Project Manager)



Community Driven Process

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

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



Where do we want to be?

OUR 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 community gathering place.
13. Is safe and family-friendly.
14. Fosters collaboration among residents and businesses.
15. Supports an active and healthy lifestyle.

Statements in **yellow** are being revised with the help of the Leadership Committee.



How do we get there?

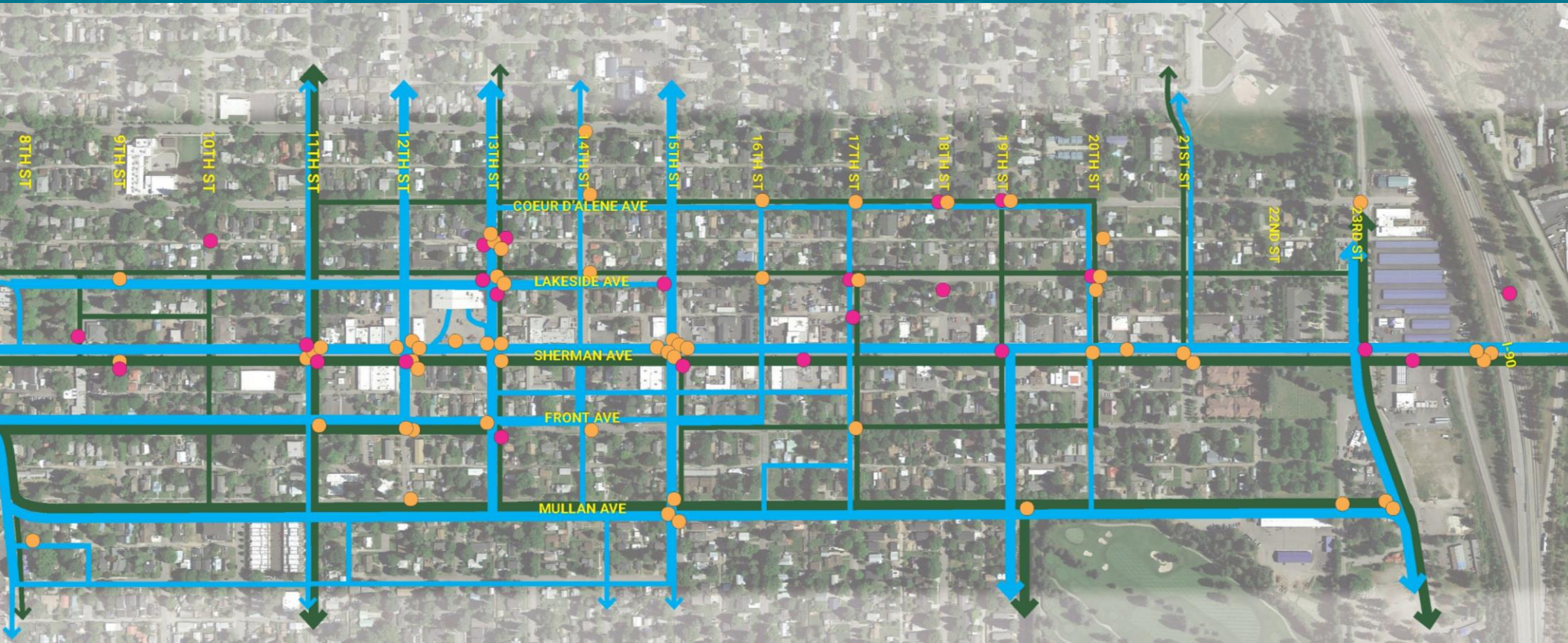
BIG IDEAS

- 1. Creating a vibrant street that encourages and supports walking and biking, while still accommodating vehicles.**
- 2. Creating a safer street.**
- 3. Creating a sense of arrival.**
- 4. Creating more community gathering space.**
- 5. Creating more opportunity for investment.**
- 6. Exploring ways to integrate more housing choices into the neighborhood.**
- 7. Aligning regulations and policies with the community's vision.**

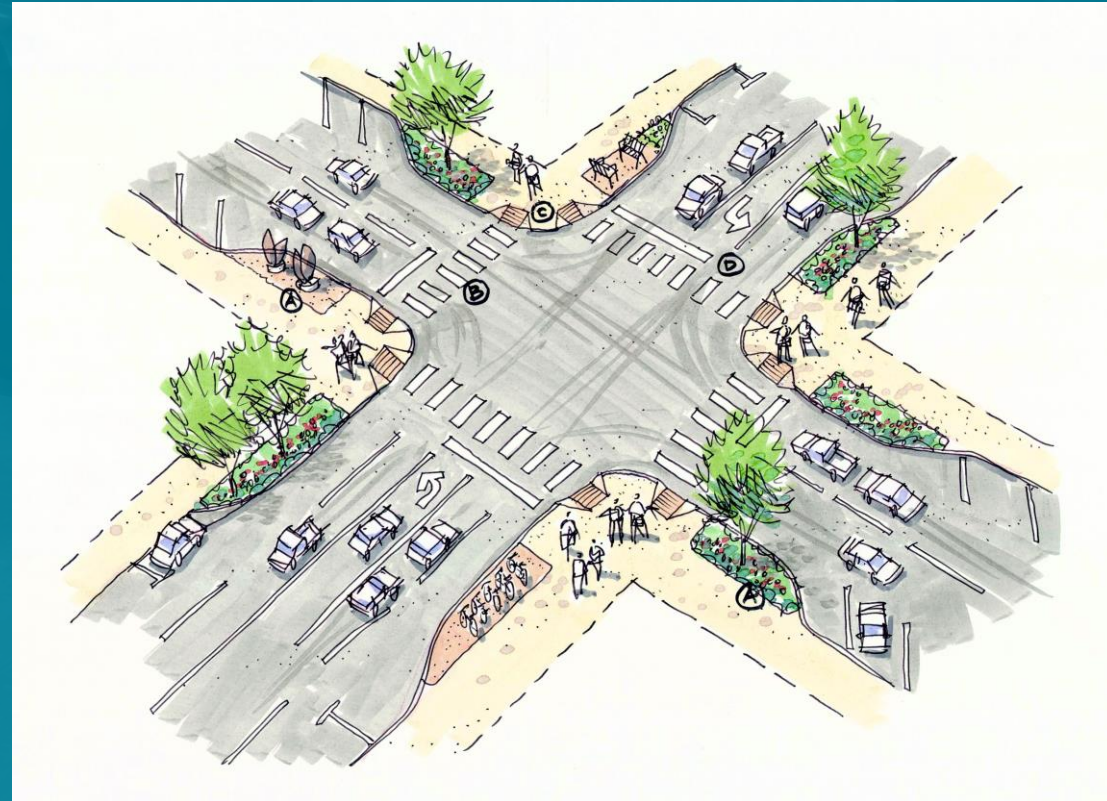
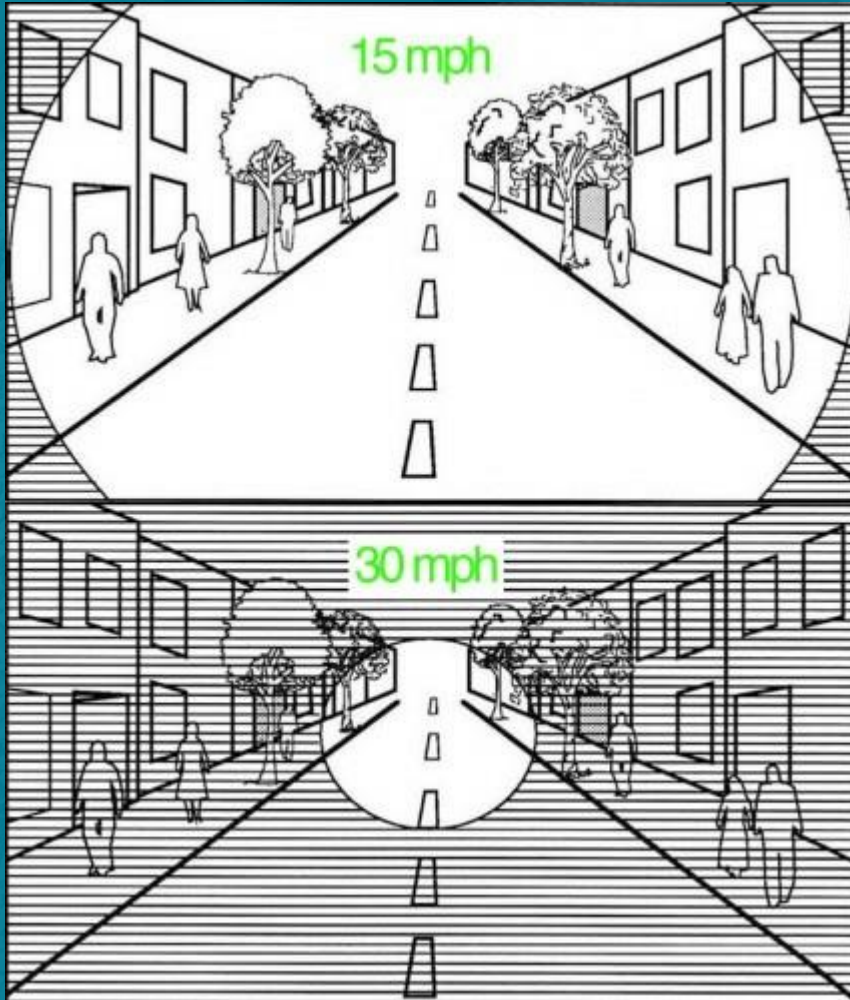
A STREET FOR PEOPLE AND CARS



SAFER STREET



SAFER STREET



Safer street crossings

Design for the speed you want

CREATING A SENSE OF ARRIVAL



COMMUNITY GATHERING SPACE



OPPORTUNITY FOR INVESTMENT



HOUSING CHOICES

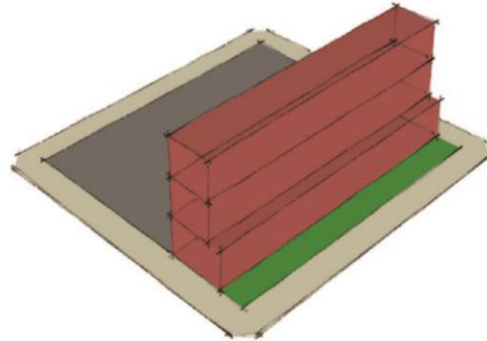


ALIGN REGS/POLICIES WITH VISION

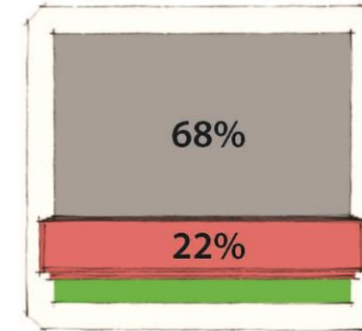
Existing Zone Standards

Not a market-feasible building form.
68% of site used for parking.

Perspective



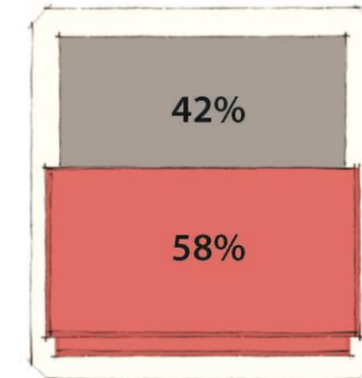
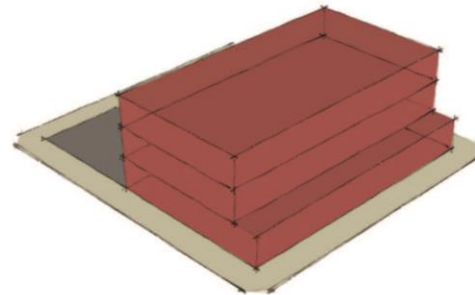
Plan View



Not Feasible

Market-Feasible Zoning Standards

Efficient parking standards.
More of the site can be used for building.



Feasible!

OUR APPROACH

1. Focus on practical and doable projects
2. Work to balance different needs and wants
3. Leverage existing assets
4. Try it out...



QUESTIONS?