

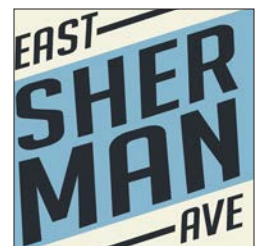


# EAST SHERMAN DESIGN STUDIO SUMMARY

APRIL 16-18, 2018

**NOTE:**

The illustrations in this document represent ideas and do not represent an actual proposal or recommendations for a specific site in Coeur d'Alene.



## OVERVIEW

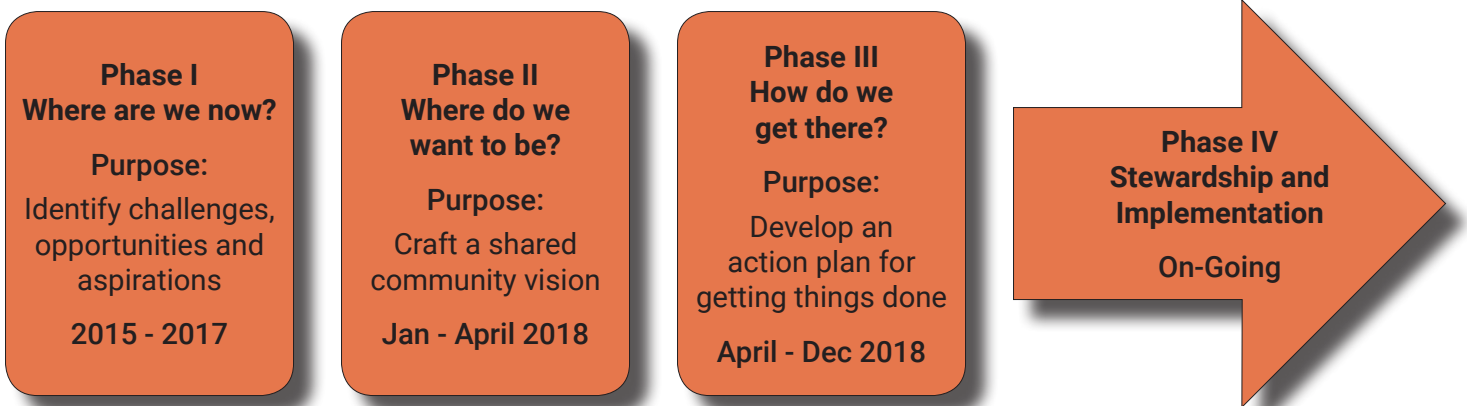
The East Sherman Design Studio was a multi-day event (hosted April 16-18, 2018) that brought together urban design and planning experts, key stakeholder groups and members of the public to explore ideas and to develop design concepts for East Sherman Avenue that work to achieve the community's vision:

*East Sherman is a neighborhood that...*

- *Has an active streetscape that incorporates a park-like feel.*
- *Has streets that safely and comfortably accommodate vehicles, bicyclists and pedestrians.*
- *Is vibrant and has a unique identity.*
- *Offers a positive and lasting impression of our community.*
- *Is clean and aesthetically pleasing.*
- *Welcomes and supports small businesses and an entrepreneurial spirit.*
- *Is a marketplace where you can experience craft, artisans, culture, and entertainment.*
- *Encourages private investment.*
- *Has a vision for sustainable growth.*
- *Offers a mix of housing choices.*
- *Is a community gathering place.*
- *Is safe and family-friendly.*
- *Fosters collaboration among residents and businesses.*
- *Supports an active and healthy lifestyle.*

The Design Studio served as the culmination of the community engagement process for the East Sherman Master Plan, which began in 2015.

### **East Sherman Master Plan community engagement process overview**



The work at the Design Studio centered around the following key ideas:

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

This document provides an overview of the outcomes from the Design Studio.

## CHARACTER AREAS AND GATEWAYS

Through a study of existing land uses and the scale and character of existing buildings, four (4) distinct character areas were identified along the East Sherman Avenue corridor (refer to diagram on page 3). These character areas are:

### 1. Transition Area #1

The area between 8th Street and 11th Street that serves as the transition between downtown Coeur d'Alene and the East Sherman neighborhood.

### 2. East Sherman Core Area

The area between 11th Street and 17th Street that is the heart of the East Sherman neighborhood.

### 3. Transition Area #2

The area between 17th Street and 21st Street that serves as the transition between the East Sherman neighborhood and the I-90 interchange area.

### 4. Gateway Area

The I-90 interchange area that serves as the eastern gateway to the East Sherman neighborhood, as well as all of Coeur d'Alene.

Three (3) gateway opportunities (i.e., opportunities to create a sense of arrival) were identified in conjunction with the character areas. The gateway opportunities are:

### 1. 7th Street/East Sherman Avenue

Opportunity to create a distinct sense of arrival at the east end of downtown Coeur d'Alene.

### 2. 11th Street/East Sherman Avenue

Opportunity to create a distinct sense of arrival at the west end of the East Sherman neighborhood.

### 3. Coeur d'Alene Lake Drive/East Sherman Avenue

Opportunity to enhance the eastern gateway for Coeur d'Alene, as well as to create a distinct sense of arrival at the east end of the East Sherman neighborhood.

The character areas and gateway opportunities helped to inform the design work during the Design Studio.

## "BIG MOVES" FOR EAST SHERMAN AVENUE

The diagram on page 4 provides an overview of key public investments (i.e., "big moves") that are being proposed to help the community achieve their vision for the East Sherman neighborhood. Those include:

### 1. Re-configuration of East Sherman Avenue

Input from the community made it clear that the current configuration of East Sherman Avenue does not create a safe, inviting and comfortable experience for people walking and biking. Therefore, it is recommended that East Sherman Avenue be re-configured. The design concepts on pages 5 and 16-19 provide detail about the proposed configurations for the street.

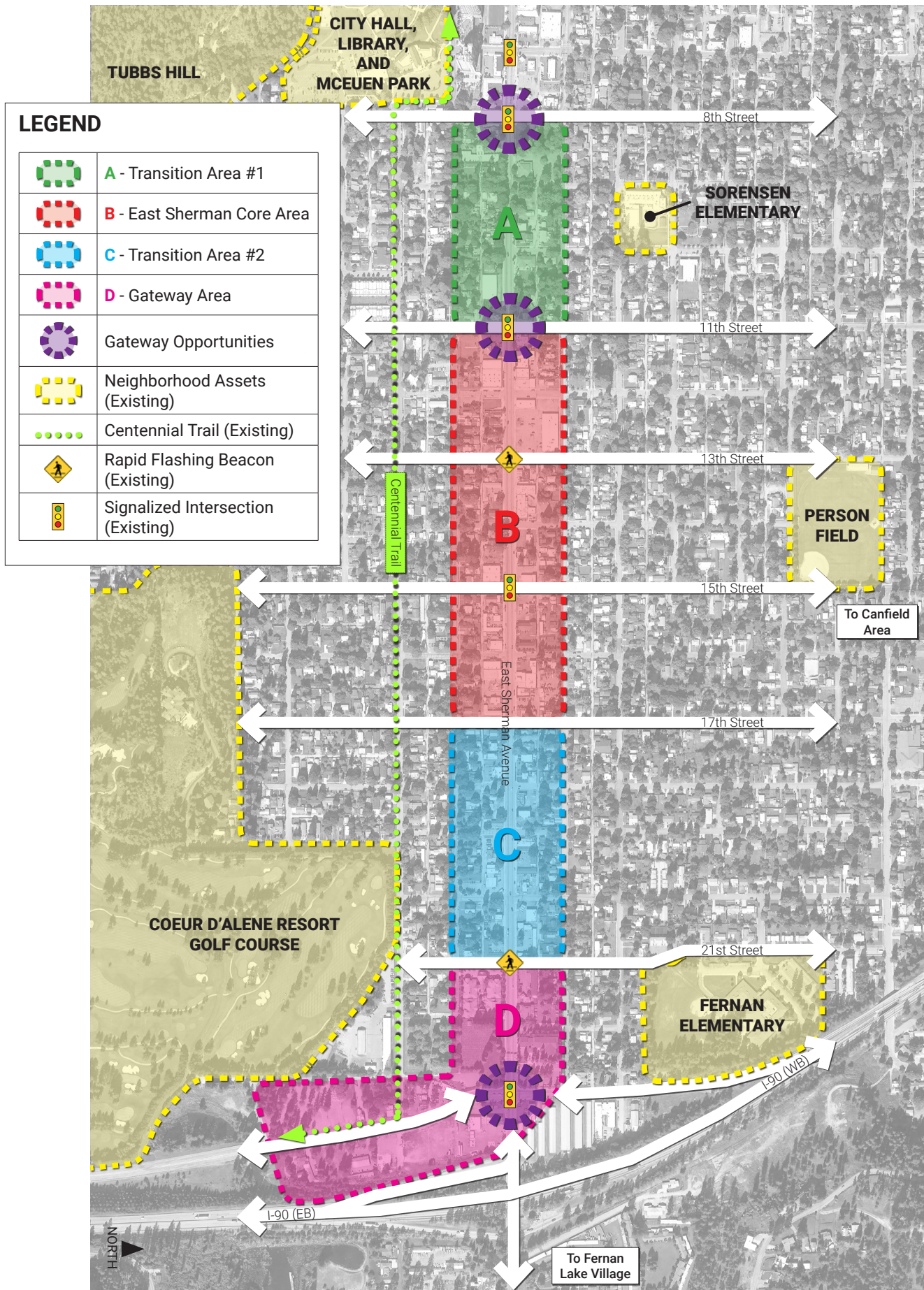
### 2. Installation of Curb Bulb-Outs at Key Intersections

A number of intersections along East Sherman Avenue would benefit from the installation of curb bulb-outs. Curb bulb-outs can be costly so the intersections identified for curb bulb-outs have been prioritized based on the potential positive impact.

### 3. Installation of Gateway Features










Gateway features near the I-90 interchange would help to enhance the sense of arrival to the East Sherman neighborhood, as well as the City as a whole. The gateway features being proposed include: (1) A single-lane roundabout at the intersection of Coeur d'Alene Lake Drive and East Sherman Avenue; and, (2) Conversion of old overhead highway signage into gateway signage (refer to illustration on page 10).

# CHARACTER AREAS AND GATEWAYS

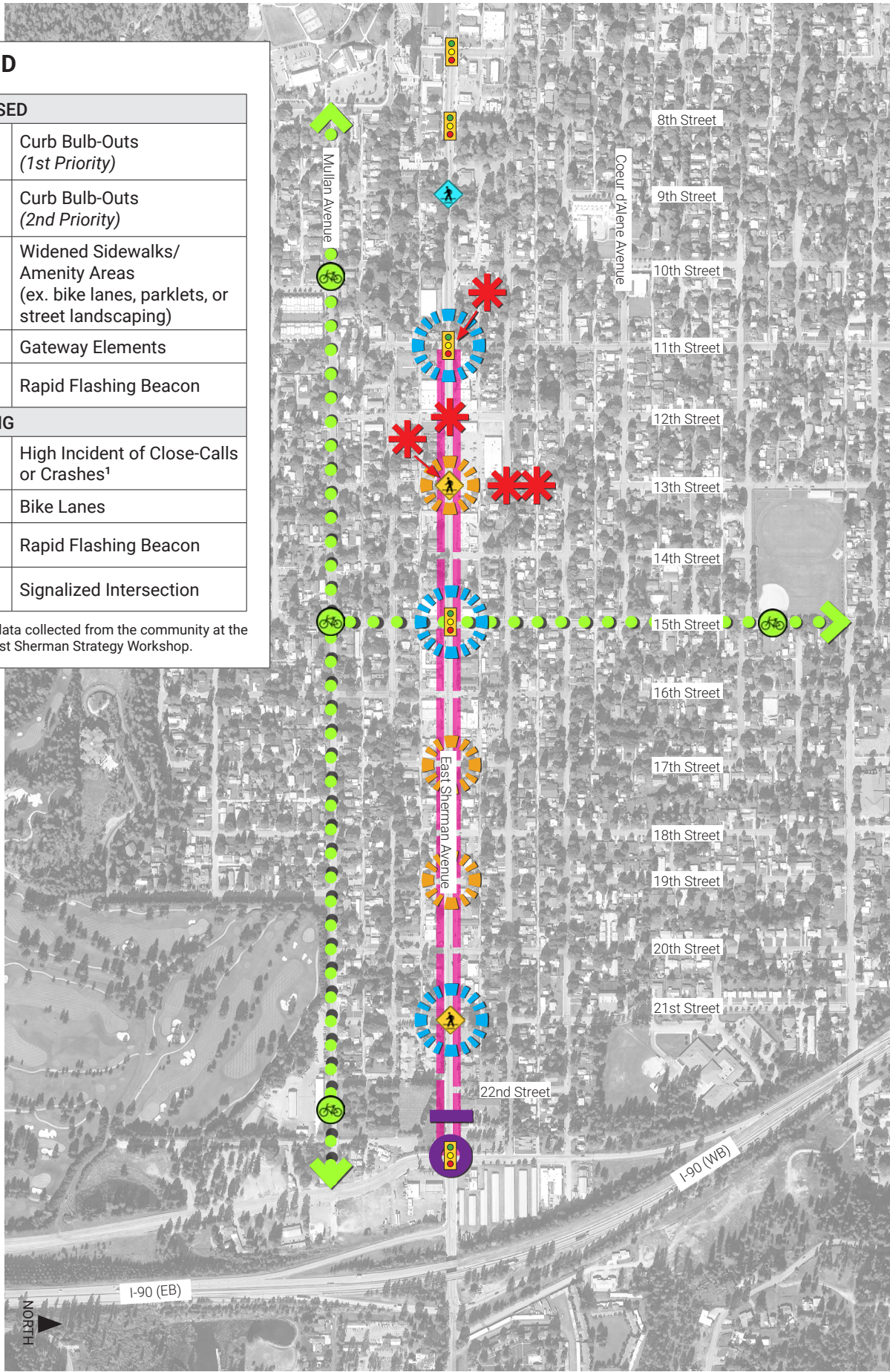


# "BIG MOVES" FOR EAST SHERMAN AVENUE

### LEGEND

PROPOSED	
	Curb Bulb-Outs (1st Priority)
	Curb Bulb-Outs (2nd Priority)
	Widened Sidewalks/ Amenity Areas (ex. bike lanes, parklets, or street landscaping)
	Gateway Elements
	Rapid Flashing Beacon
EXISTING	
	High Incident of Close-Calls or Crashes <sup>1</sup>
	Bike Lanes
	Rapid Flashing Beacon
	Signalized Intersection

<sup>1</sup>Based on data collected from the community at the Envision East Sherman Strategy Workshop.



## CREATING A SAFE AND VIBRANT STREET

Transforming East Sherman Avenue into a safe and vibrant street was identified as a top priority by many in the community. In service of this, the following solutions were identified:

### 1. Re-configure East Sherman Avenue.

Three (3) design concepts were developed from community input that work to create a street that is safe, comfortable and inviting for people walking and biking, while still accommodating cars (refer to pages 16-19 for larger versions of these concepts).

#### Option A

This concept for East Sherman Avenue narrows the street by: (1) Eliminating the center turn lane (turn lanes could still be provided at key intersections); (2) Reducing the width of the travel lanes; and (3) Moving on-street parking closer to the center of the street. This concept does not require the existing curb to be moved.

The benefits of this concept include: (1) Removing the center turn lane creates space for protected bike lanes and/or on-street furnishing/landscaping areas; (2) Perception of a narrower street should help to reduce traffic speeds; and, (3) Street crossing distance would be reduced.

#### Option B

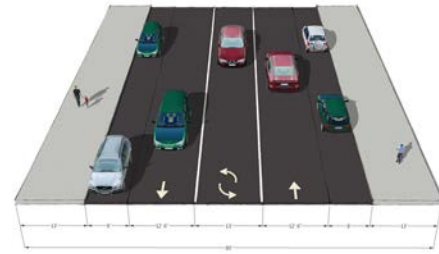
This concept for East Sherman Avenue narrows the street by: (1) Reducing the width of the center turn lane; and, (2) Reducing the width of the travel lanes.

The benefits of this concept include: (1) Narrower center turn lane and travel lanes creates space for wider sidewalks; (2) Wider sidewalks would create space for street trees, street lighting, outdoor dining, etc.; and, (3) Perception of a narrower street should help to reduce traffic speeds.

#### Option C

This concept for East Sherman Avenue narrows the street by: (1) Eliminating the center turn lane (turn lanes could still be provided at key intersections); and, (2) Reducing the width of the travel lanes.

The benefits of this concept include: (1) Removing the center turn lane creates space for a wider sidewalk and diagonal parking on one side of the street; (2) Perception of a narrower street should help reduce traffic speeds; and, (3) Diagonal parking increases on-street parking supply.



EXISTING CROSS SECTION



PROPOSED CROSS SECTION - OPTION A



PROPOSED CROSS SECTION - OPTION B



PROPOSED CROSS SECTION - OPTION C

## 2. Install curb bulb-outs at key intersections.

The intersections where curb bulb-outs are recommended to improve street safety are:

- East Sherman Avenue/11th Street (1st Priority)
- East Sherman Avenue/15th Street (1st Priority)
- East Sherman Avenue/21st Street (1st Priority)
- East Sherman Avenue/13th Street (2nd Priority)
- East Sherman Avenue/17th Street (2nd Priority)
- East Sherman Avenue/19th Street (2nd Priority)

The locations for curb bulb-outs were identified and prioritized based on: (1) Community input; (2) Close-Calls, Crashes and Common Routes data collected at the Envision East Sherman Strategy Workshop; and, (3) The location of existing assets such as the bike lanes along 15th Street or the school crossing at 21st Street.

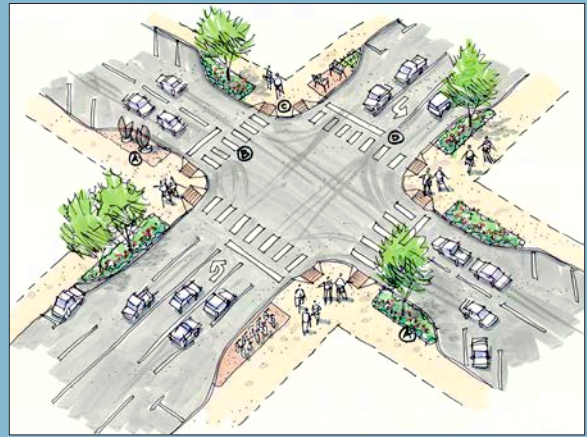
## 3. Allow for and encourage seasonal parklets and on-street dining.

A key component of a vibrant street is people. People bring activity to a street and activity serves as a magnet for other people. Outdoor dining space can help to attract, and highlight, activity along a street.

Seasonal parklets, also known as streateries, are a tool that can be used to create space for outdoor dining along a street. Parklets can offer the following benefits:

- Increase public space along streets in commercial and mixed-use neighborhoods.
- Bring life/activity to streets in commercial and mixed-use neighborhoods.
- Studies have shown that parklets can increase revenue for nearby businesses.

It is recommended that the City, along with other local partners, work with businesses along East Sherman to explore opportunities to create spaces for outdoor dining.

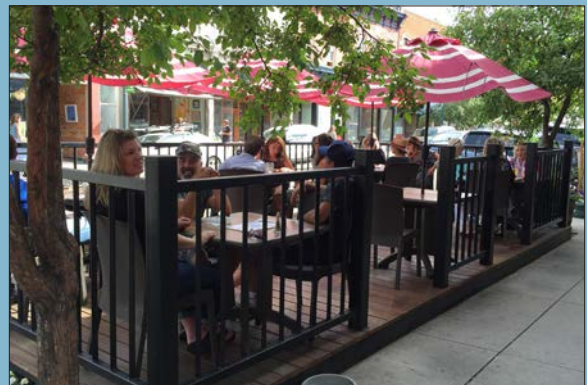


### WHAT'S A "BULB-OUT"?

Curb bulb-outs, also known as a curb extensions, are commonly installed at intersections (typically where on-street parking exists) to improve safety.

By simply extending the curb and sidewalk into an on-street parking lane, bulb-outs provide the following benefits:

- Narrows the perceived street width, which helps to slow traffic speeds.
- Shortens intersection crossing distance for pedestrians. This is especially important for young children, elderly and the disabled who may need more time to cross.
- Improves sight lines at intersections. Motorists are able to see pedestrians and pedestrians are able to see motorists.
- Provides space for ADA requirements - ability to provide appropriate ramp slope without using private property.
- Creates additional space for snow storage, landscaping, public art, seating, lighting, trash/recycling receptacles, bike parking, etc.



### WHAT'S A "PARKLET"?

Parklets, also known as streateries, are on-street parking spaces that have been converted into outdoor seating platforms. They are typically applied where narrow or congested sidewalks prevent outdoor seating for businesses, or where the community identifies a need to expand public space.

**Imagining a more active and vibrant street**

The following illustrations represent ideas for enhancements that could be made along East Sherman Avenue to bring more life and activity to the street.



**BEFORE**

**FACADE IMPROVEMENTS AND OUTDOOR SEATING**

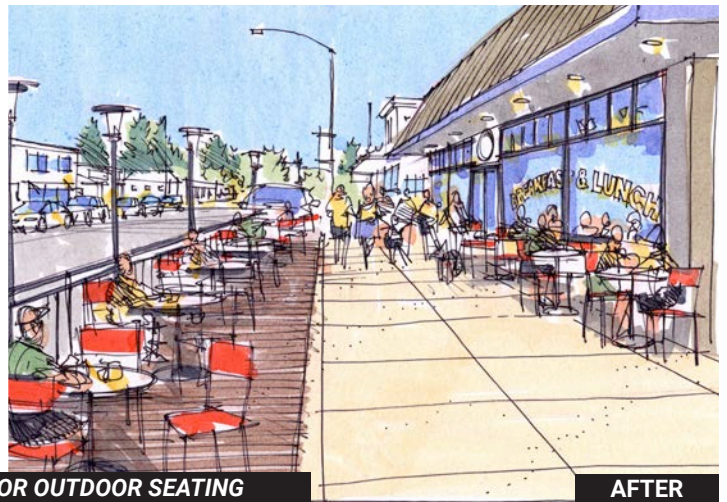


**AFTER**



**BEFORE**

**SEASONAL PARKLET FOR OUTDOOR SEATING**



**AFTER**



**BEFORE**

**ACTIVATING THE STREET WITH NEW BUSINESSES**



**AFTER**





**BEFORE**











**BUFFERING THE SIDEWALK FROM PARKING LOTS**



**AFTER**

**Community input on ideas for East Sherman streetscape features**

There were two opportunities for community members to provide feedback on their preference for streetscape features along East Sherman Avenue: (1) The Design Studio Open House (Wednesday, April 18, 2018); and, (2) An online feedback form. The findings from the community's input can be found below:

	- Seasonal Parklets / On-street Dining	<b>126 votes (#1)</b>
	- Landscaping along the Street	<b>123 votes (#2)</b>
	- Pedestrian-scale Street Lighting	<b>114 votes (#3)</b>
	- Street Furniture (ex. bike racks, benches, trash cans, etc.)	<b>108 votes (#4)</b>
	- Innovative Stormwater Features	<b>95 votes (#5)</b>
	- Creative Street Lighting	<b>85 votes (#6)</b>
	- Public Art	<b>80 votes (#7)</b>
	- Creative Crosswalks	<b>71 votes (#8)</b>
	- Parking Lot Screening	<b>47 votes (#9)</b>
	- Play Features for Kids	<b>35 votes (#10)</b>

## **Community input on design concepts for East Sherman Avenue**

At the Design Studio Open House (Wednesday, April 18, 2018) attendees had the opportunity to provide feedback on the three (3) design concepts proposed for East Sherman Avenue. The verbatim comments gathered at the Open House are provided below:

### **What do you like about Option A?**

- Bike path; protected, striped and one direction.
- Expanded sidewalk for parklets.
- Trees and restaurant seating in road.
- Seating to wide sidewalks.
- Narrower lanes, control traffic speeds.
- Obvious bike path.

### **What do you like about Option B?**

- Center green space to wide sidewalks.
- Center green, better parking.
- Center allows space for snow collection without impeding traffic.
- The tree'd section in the middle provides a place to push snow in winter, (if it doesn't harm the trees).
- Parallel parking.
- Love the green space, modified turn lane, slower speed limit.
- The green space in the middle, help with traffic flow.
- Mixed use sidewalk.
- Concept B is better than A or C.
- Opportunity for public art in median.
- The center of median could accommodate winter snow if needed.
- Greenway down the middle.

### **What do you like about Option C?**

- Nice compromise of parking & walking.
- More parking spaces.
- C has the most parking.
- More parking, Mullan has bike lanes.
- Trees and parking.
- Diagonal parking.
- Large sidewalk for outdoor seating.
- Love the parking and sidewalk configuration.
- More parking for events.
- Like the angled parking.
- Angled parking allows more parking.
- The angled spaces increase total # of parking spots available in front of shops and buildings.
- Like concept C because of the parking.
- Angled parking, less traffic congestion and slower speeds for business.

### **What do you dislike about Option A?**

- Bike path already on Mullan.
- Bike lane might not be practical if not maintained through the entire Sherman roadway.
- Doesn't maximize parking.
- Placing a bikeway & landscaping on sides reduces the space for snow placement.
- Concept A still looks like current E. Sherman.
- Parallel parking.
- No turn lane.
- Bike lane.

### **What do you dislike about Option B?**

- Less parking space than with parallel parking.
- Where are the bikes going to ride?
- Parallel parking.

### **What do you dislike about Option C?**

- No bike path, it would be dangerous to ride.
- Center turn lane.
- With continuous traffic flow, angle parking could provide challenges with backing out or blocking traffic.
- Harder to be allowed to back out from diagonal parking if traffic is constantly moving.
- This picks winners and losers in the retail corridor not equitable to both sides.
- Narrow sidewalks.

## CREATING A SENSE OF ARRIVAL

Gateways are important features that create visual cues to people that they are entering a community, a downtown or other special place. Gateways provide a sense of arrival. The overhead signage at the east end of Sherman Avenue presents an opportunity to create a gateway that welcomes people to Coeur d'Alene, as well as the East Sherman neighborhood.

### *Imagining a Gateway at the east end of Sherman Avenue*

The following illustration represents an idea for creating a gateway at the east end of Sherman Avenue by re-purposing the existing overhead signage and integration of iconic "Welcome" elements.



## CREATING COMMUNITY GATHERING SPACE

Spaces for community gatherings are an important element of successful thriving neighborhoods. Integrating more community gathering space into the East Sherman neighborhood was a priority outcome identified by the public. The following ideas were explored during the Design Studio to see how community gathering spaces could be integrated into the existing neighborhood:

1. Converting a side street into a street that can easily accommodate events, while still allowing for through traffic and on-street parking during times when there is not an event being hosted.
2. Transforming underutilized spaces in the neighborhood into active and vibrant spaces for the community.

### *Imagining an "event street" in the East Sherman neighborhood*

The following illustration represents an idea for transforming a side street off of East Sherman Avenue into an "event street."



### WHAT'S AN "EVENT STREET"?

An "event street" or "festival street" is a public street designed to easily accommodate community events while still allowing for through-traffic and on-street parking when not closed for an event. An example of an event street in Auburn, Washington is shown to the right.

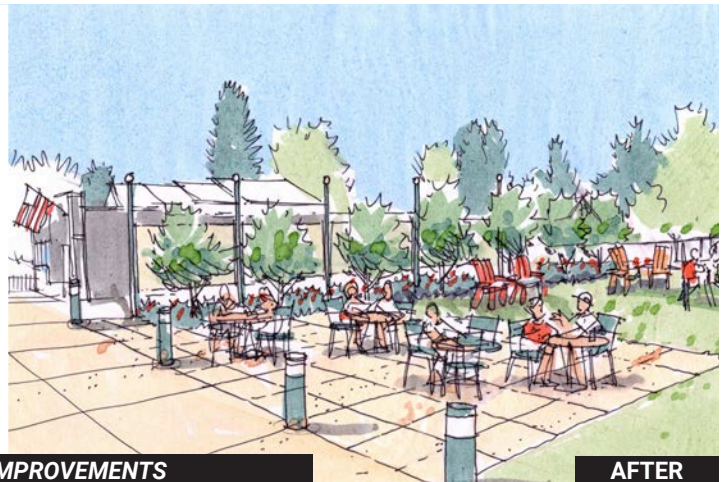
The design of an event street often integrates unique characteristics such as decorative paving, overhead festival lighting, landscaping, or seating areas.

Side streets off of East Sherman Avenue present opportunities to create event streets in this part of Coeur d'Alene. Specifically, 12th Street was identified as a side street well-suited to convert into an event street.



### Imagining the transformation of a vacant lot into a space for community gatherings

The following illustrations represent ideas for how a vacant lot along East Sherman Avenue could be transformed into a more active and vibrant space.



## EXPANDING OPPORTUNITIES FOR INVESTMENT

There are a number of vacant or underutilized properties within the East Sherman neighborhood, most notably along East Sherman Avenue. The Design Studio served as an opportunity to re-imagine these properties and explore what could happen if private investment were attracted to:

1. Reuse an existing building for a purpose other than it was originally design for (i.e., adaptive re-use).
2. Redevelop an existing building.
3. Redevelop an underutilized site/property.

The adaptive re-use concepts focused on creating more affordable spaces for entrepreneurs to start a business, opportunities that may not exist in other parts of the City. The redevelopment concepts explored ways to introduce more housing choices into the neighborhood (ex. adding housing units by adding a 2nd or 3rd story to an existing building), as well as looking at ways to create buildings that help to activate and bring life to East Sherman Avenue.

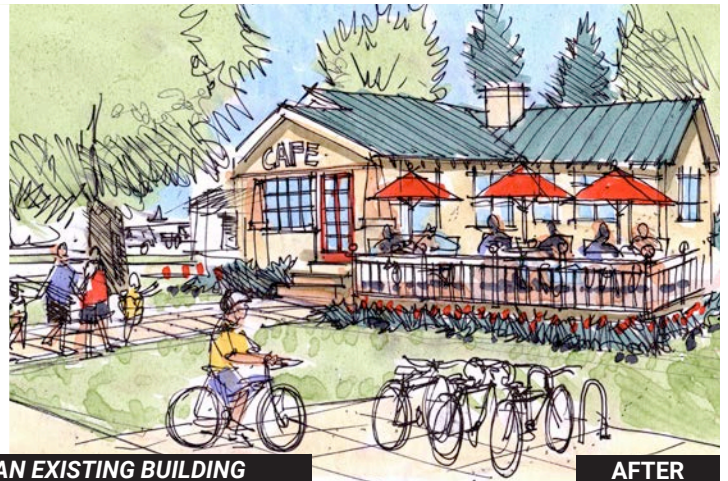
With the ideas from the Design Studio in hand, an analysis of the City's regulations and policies is underway that will help the community better understand what modifications need to be made to attract private investment and enable adaptive re-use or redevelopment to occur in the East Sherman neighborhood.

### *Imagining adaptive re-use along East Sherman Avenue*

The following illustrations represent ideas for how buildings along East Sherman Avenue could be re-purposed into space for new businesses.



**ADAPTIVE RE-USE OF AN EXISTING BUILDING**



**AFTER**



**COST-EFFECTIVE ACTIVATION OF AN OLDER BUILDING**



**AFTER**

**Imagining redevelopment along East Sherman Avenue**

The following illustrations represent ideas for how new development or redevelopment could help existing properties along East Sherman Avenue reach their maximum potential.



**REDEVELOPMENT OF AN EXISTING PROPERTY**



**ADDING HOUSING TO AN EXISTING BUILDING**



**ADDING HOUSING TO AN EXISTING BUILDING**










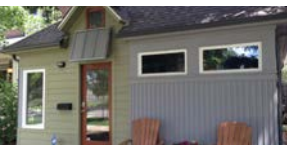
## EXPANDING OPPORTUNITIES TO INTEGRATE MORE HOUSING CHOICES

Vibrant neighborhoods are those with people. The most effective way to get people into a neighborhood is to have them live there. Successful and diverse neighborhoods offer housing in a wide range of shapes and sizes. This enables people of different socioeconomic status to find a suitable place to live. With that said, introducing more housing into an existing neighborhood can be tricky. Housing needs to be added while remaining sensitive to the character of the buildings that are currently there.

### ***Community input on ideas for housing in the East Sherman neighborhood***

A number of ideas for integrating more housing choices into the East Sherman neighborhood were explored during the Design Studio. Two opportunities were offered to community members who wanted to provide input on housing ideas: (1) The Design Studio Open House (Wednesday, April 18, 2018); and, (2) An online feedback form. The results of the community input can be found below:

---

	- Live/Work Buildings	<b>134 votes (#1)</b>
	- Townhomes/Rowhomes	<b>99 votes (#2)</b>
	- Cottage Court Homes	<b>93 votes (#3)</b>
	- Small Lot Single-Family Homes	<b>89 votes (#4)</b>
	- Small Apartment Buildings	<b>68 votes (#5)</b>
	- Adding Units to Existing Single-Family Homes	<b>49 votes (#6)</b>
	- Duplexes	<b>35 votes (#7)</b>
	- Accessory Dwelling Units (ADU's)/Lock-Off Units	<b>23 votes (#8)</b>

---

## ALIGNING REGULATIONS AND POLICIES WITH THE COMMUNITY'S VISION

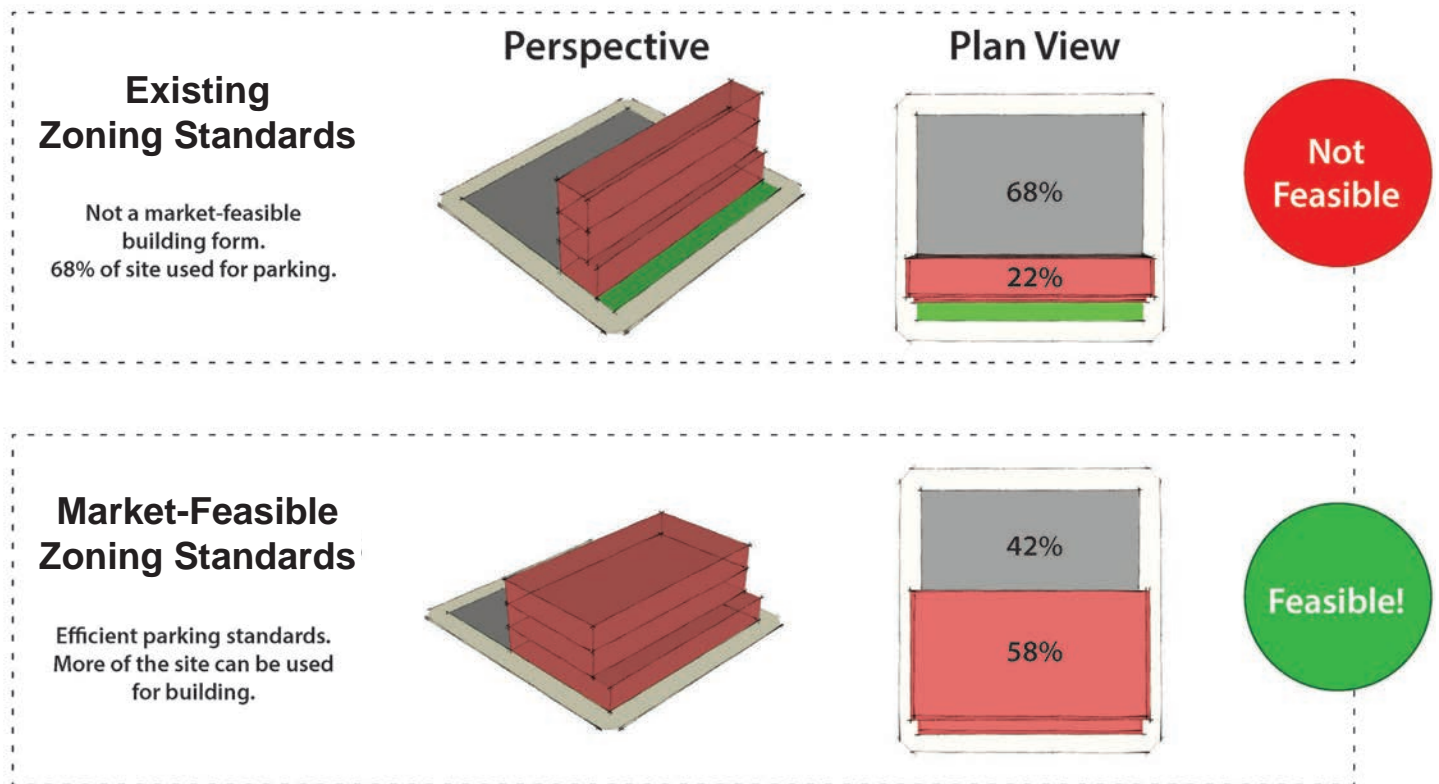
Zoning regulations shape how our communities are built and where private investment occurs. Communities often have limited understanding of how their regulations impact issues like financial feasibility, affordability, building form and walkability. For example, the buildings that are most cherished, like older mixed-use buildings in our downtowns are often illegal to build under today's zoning regulations.

The East Sherman neighborhood offers numerous opportunities for people looking to invest in Coeur d'Alene. However, the City's existing zoning regulations present some challenges to achieving the type of development and private investment that there is an expressed interest in seeing happen.

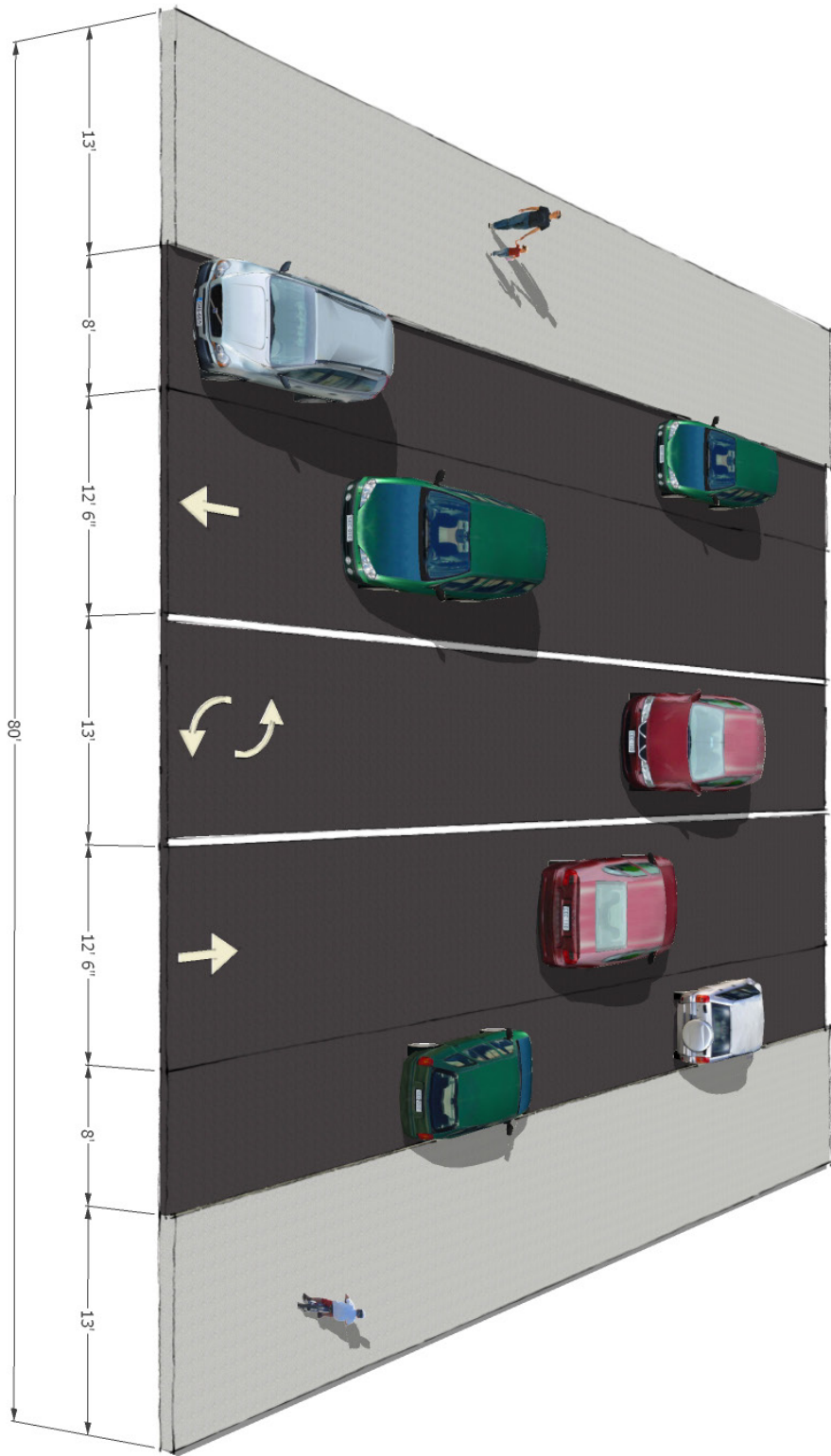
An in-depth analysis of the City's zoning standards (that regulate the East Sherman neighborhood) is being conducted in conjunction with the preparation of the East Sherman Master Plan. This analysis will provide recommendations for how to modify the City's zoning standards to better align those regulations with the community's vision.

### **Exploring the market-feasibility of a 3-story mixed-use building under the current C-17 zoning standards**

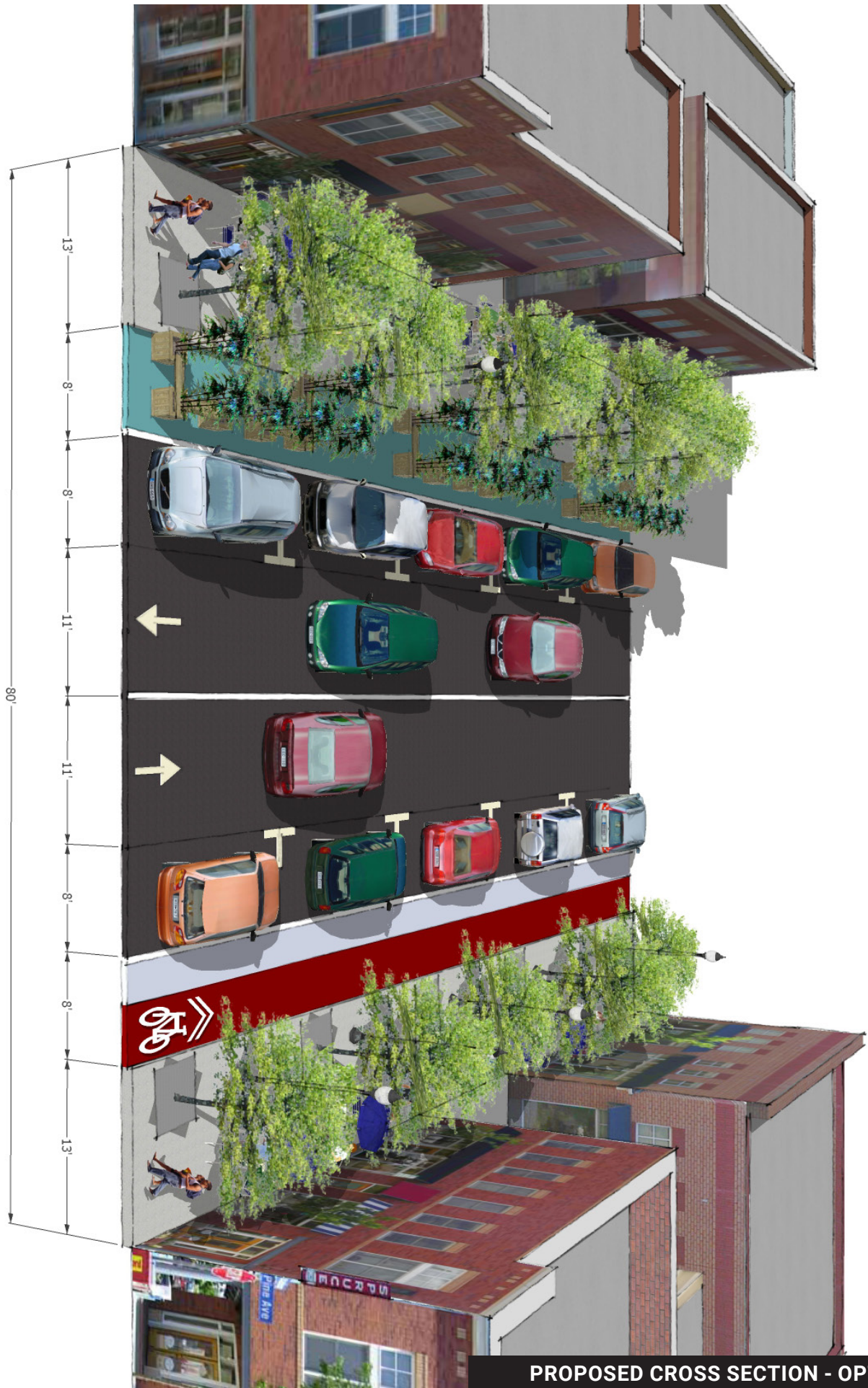
The following illustration represents ideas for new development or redevelopment of underutilized properties along Sherman Avenue.



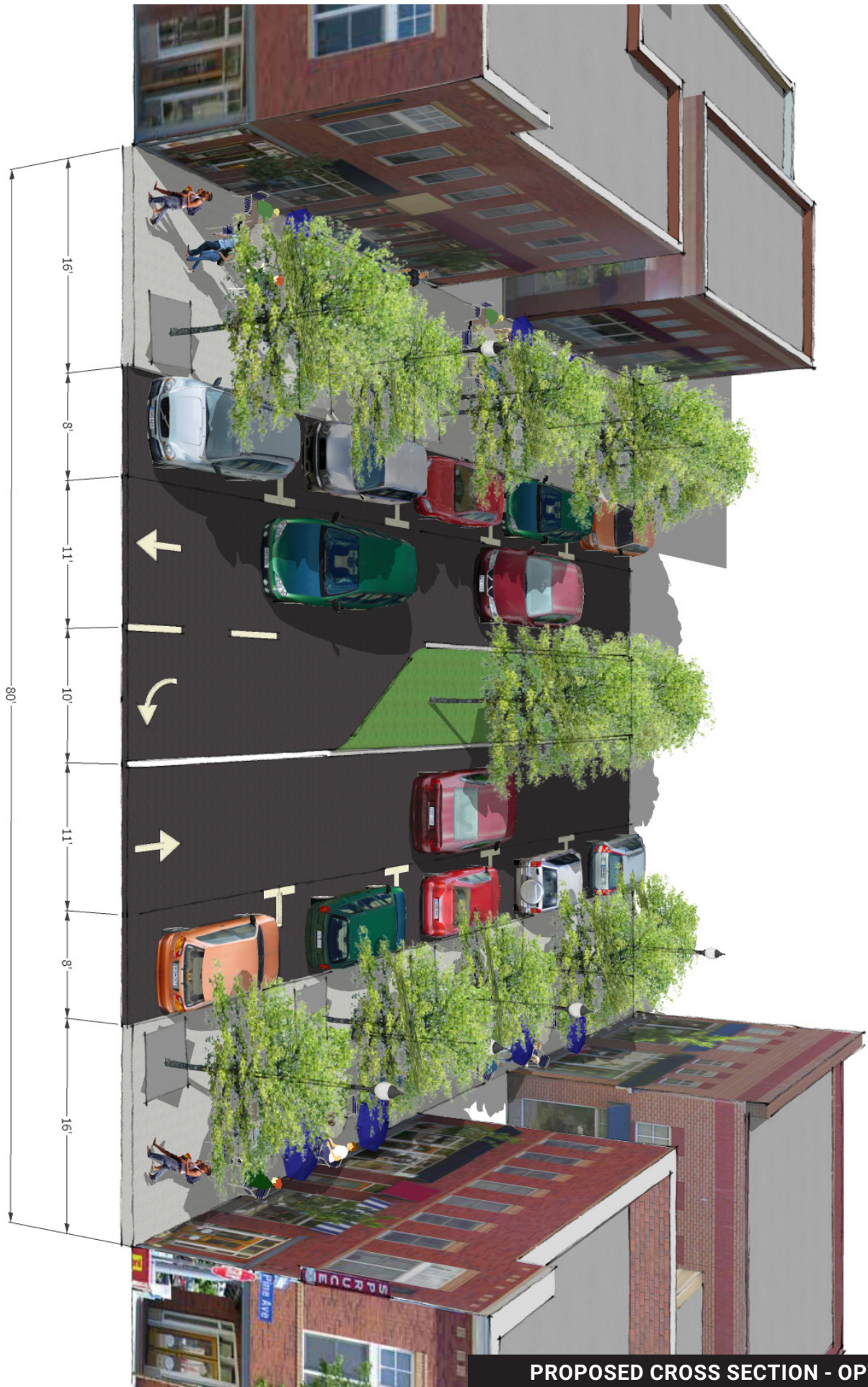




**EXISTING CROSS SECTION**



PROPOSED CROSS SECTION - OPTION A



**PROPOSED CROSS SECTION - OPTION B**



**PROPOSED CROSS SECTION - OPTION C**