



HEALTH CORRIDOR

MASTER PLAN AND ECONOMIC FEASIBILITY STUDY – AUGUST 2019

HEALTH CORRIDOR MASTER PLAN

TONIGHT:

- Brief project background and purpose
- Health Corridor Master Plan – overview and detail
- Implementation & Financing



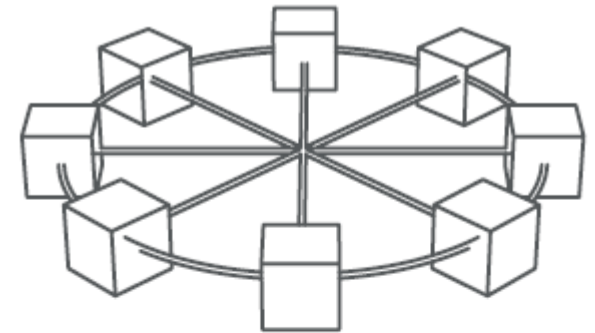
HEALTH CORRIDOR MASTER PLAN



STUDY AREA

PROJECT PURPOSE:

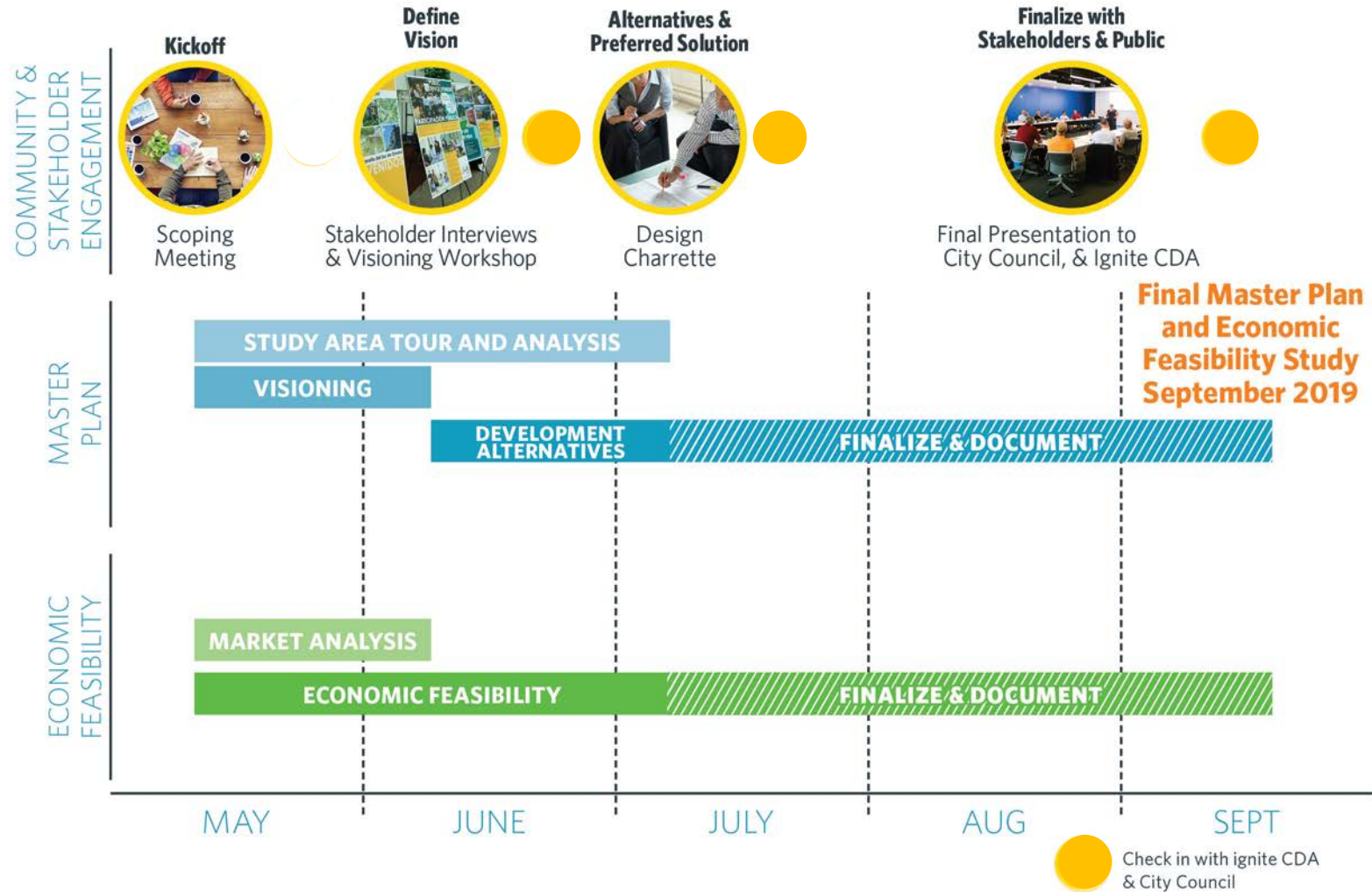
- Create a master plan for a vibrant health-based community development
- Evaluate economic feasibility of an implementable Urban Renewal District (URD) that delivers community value
- Complete study by fall 2019 in order for URD to be created by end of the year



OUR OVERARCHING VISION

IN 2030, GREATER
COEUR D'ALENE
IS THE VIBRANT HEART
OF NORTH IDAHO

HEALTH CORRIDOR MASTER PLAN



PROCESS & PUBLIC INPUT

HEALTH CORRIDOR MASTER PLAN

Summary of PUBLIC ENGAGEMENT

HDR in coordination with ignite cda, conducted community outreach as part of the planning process. At the Visioning workshop, our team became very aware of residents' concerns about neighborhood preservation and fears the plan could lead to gentrification or the use of eminent domain to redevelop deteriorating area. Respect for those concerns, and a desire to allay unnecessary fears, is reflected in the concept designs which avoid impacts to adjacent neighborhoods.



Invite to Stakeholder Interviews

Emailed to **124** people
May 23, 2019

Stakeholder Interviews

Interviewed **31** people
June 12 & 13, 2019

Participants of various backgrounds including developers, business owners, EMS providers, community leaders, and residents of the neighborhood.



Visioning

- SWOT Analysis
- Prioritization with dots exercise
- Mapping Exercise

33 participants
June 13, 2019

Survey/Questionnaires

- Given to stakeholders at interviews
- posted on ignitecda.org website

Received **105** responses
June 12-28, 2019

Design Workshops Invitation Letter & Email

Mailed to **165** addresses in the district boundary
Letter

Emailed to **131** addresses including those who attended Visioning
Email
June 26, 2019

Pop-up Meeting at Kootenai Health

- 9 a.m. - 12:00 p.m. at Kootenai Health in cafeteria near main entrance

Distributed **50** fliers
July 9, 2019



Door-to-door distribution of Design Workshop and Summary Results

Distributed **150** fliers & comment forms
July 8 & 9, 2019

- July 8 visits included Visioning Summary and invitation to workshops.
- July 9 visits added a comment form and urged residents to view options online at ignitecda.org.

Design Workshops/Charrettes

21 attendees
July 8, 2019

35 attendees
July 9, 2019

Design Workshops/Charrette final options presentation

27 attendees
July 10, 2019



PUBLIC ENGAGEMENT

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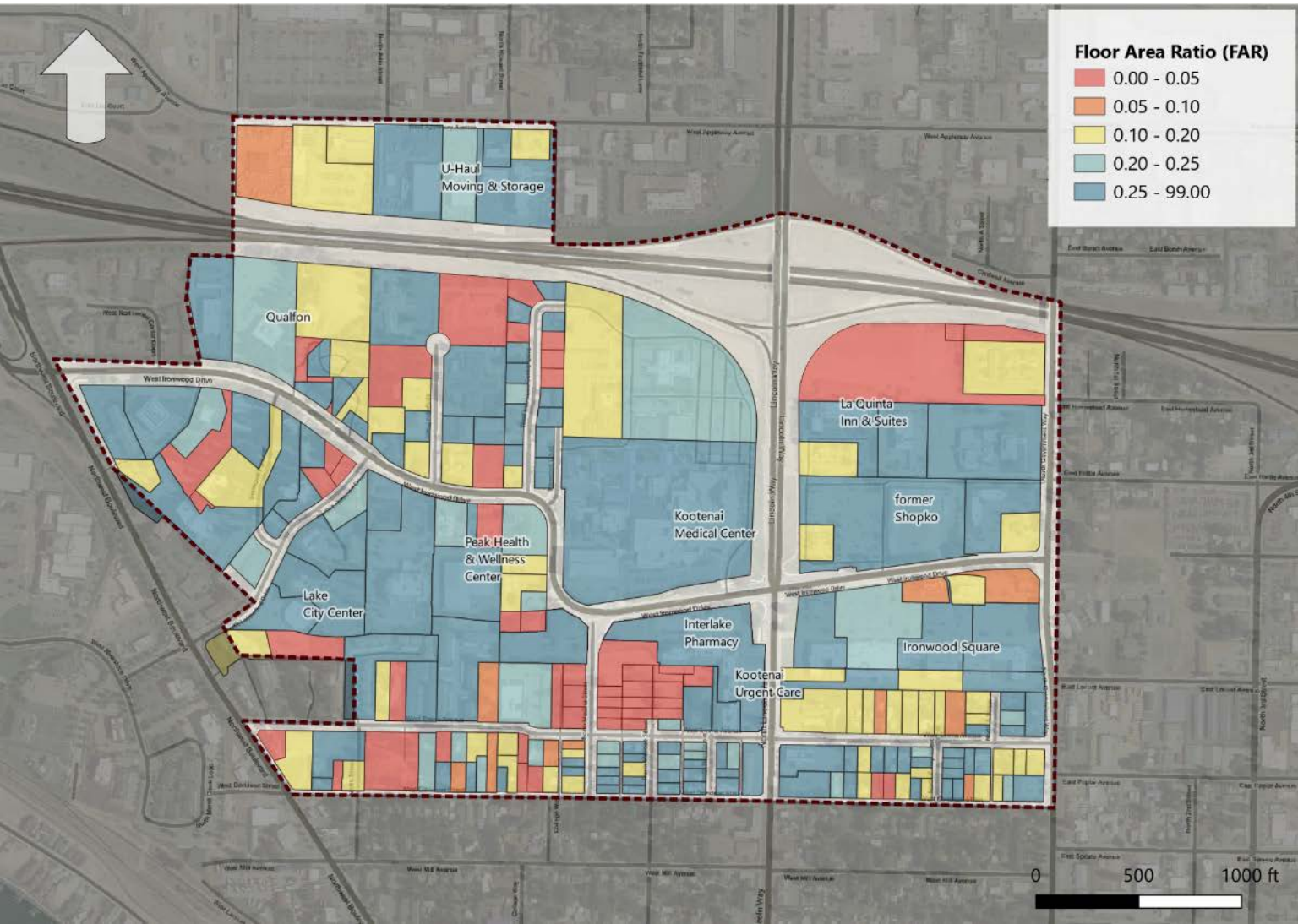
WHY REDEVELOPMENT:

- Take a proactive role in shaping the community
- Preserve and attract jobs
- Grow tax base
- Attract private investment
- Accommodate changing market conditions



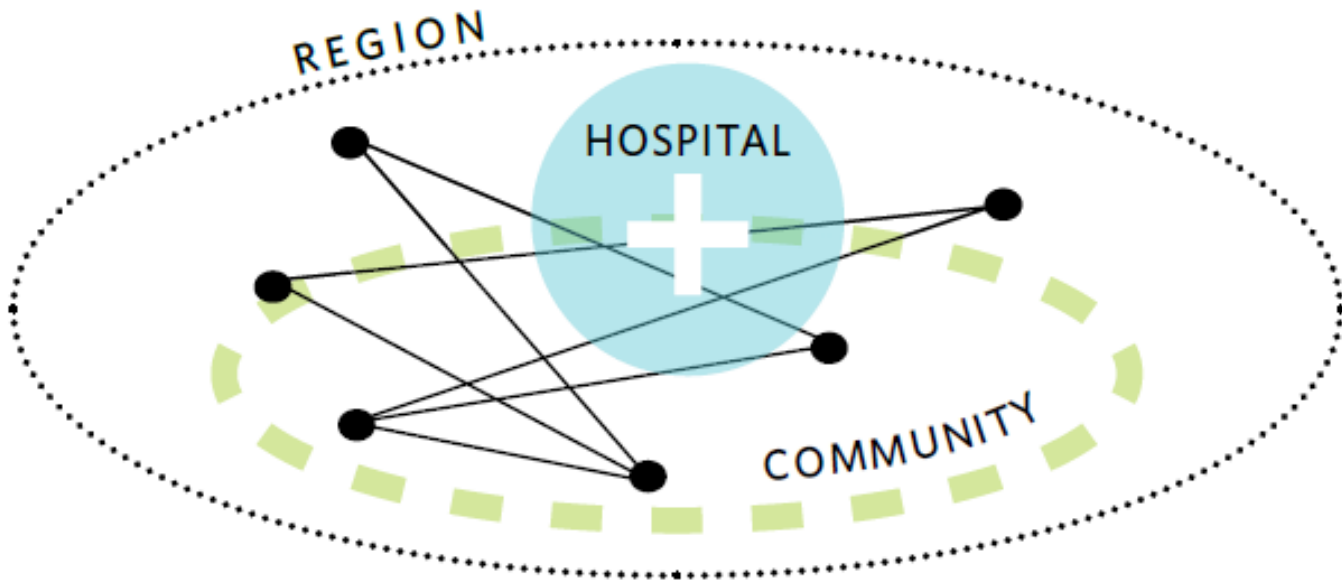
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BARRIERS IN THE HEALTH CORRIDOR:



- Obsolete buildings
- Parcelization
- Limited road network
- Bike/ped infrastructure
- Few amenities for workers or residents

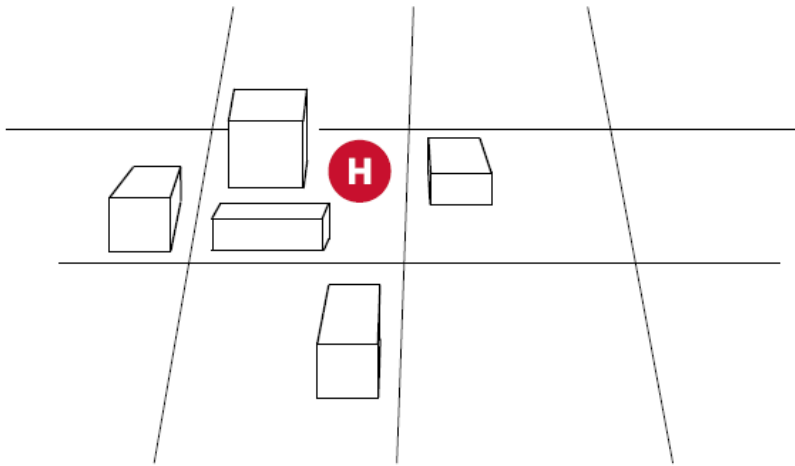
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HEALTH-ORIENTED DEVELOPMENT

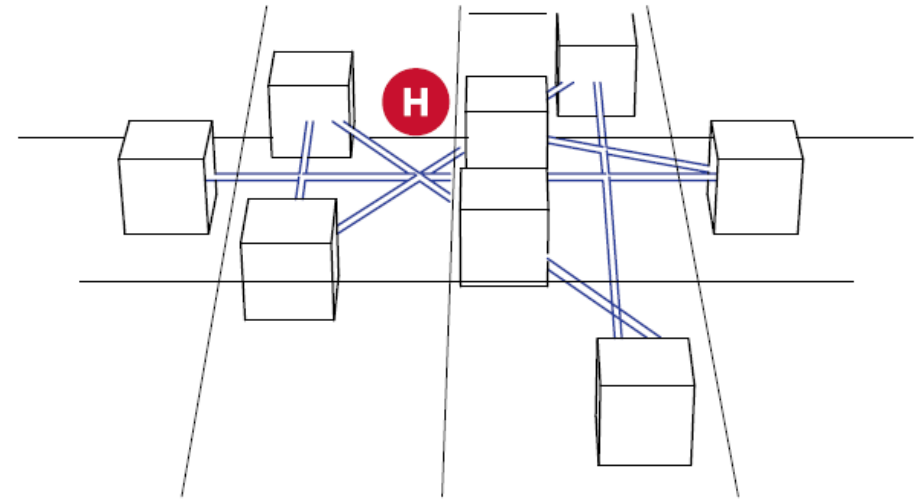
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TRADITIONAL HOSPITAL CAMPUS



Isolated health campus

CDA HEALTH CORRIDOR OPPORTUNITY



Integrated into community and mutually supportive

HEALTH-ORIENTED DEVELOPMENT

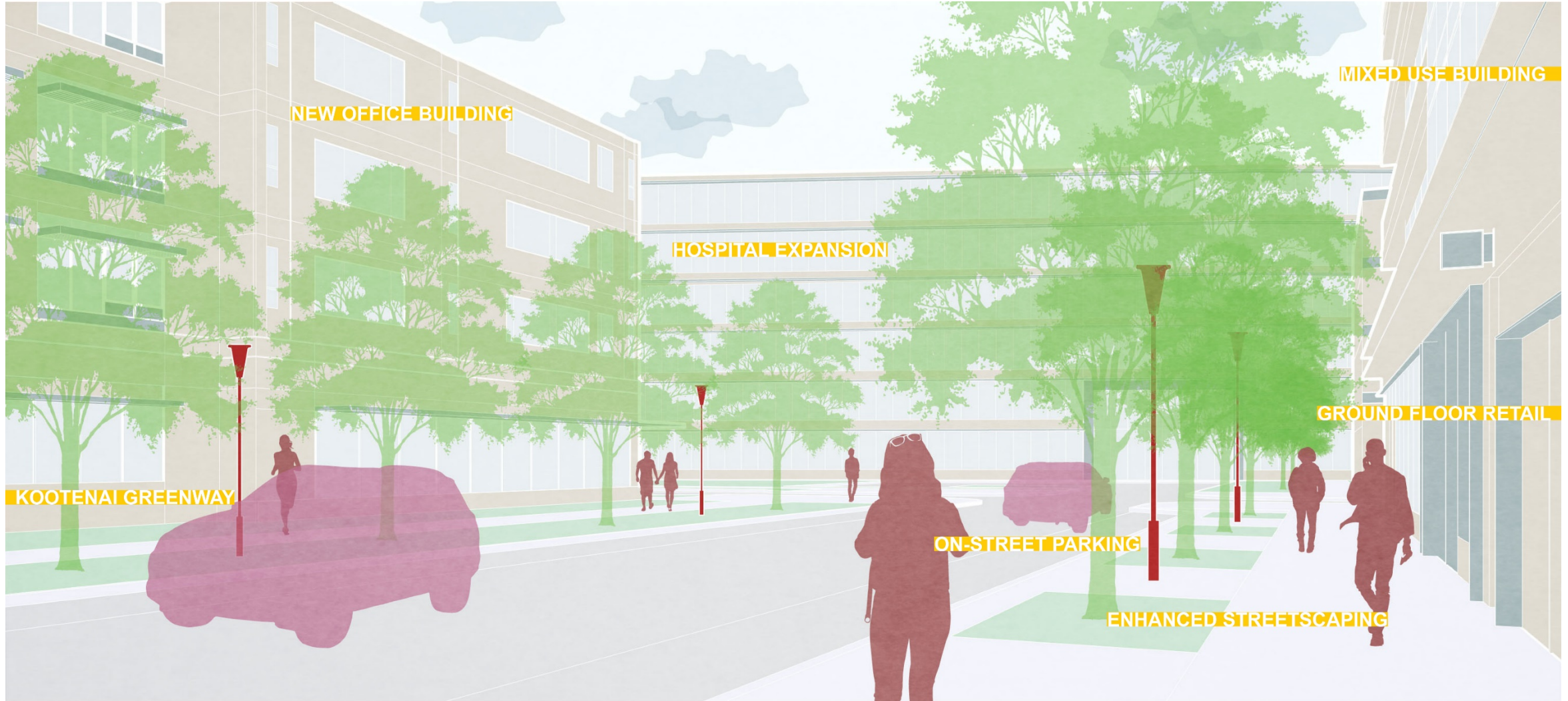
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PLAN LEGEND

- 1 Bridge Overpass over I-90
 - 2 Right-In Right-Out off Hwy 95
 - 3 Ironwood Drive Link with Pedestrian Hawk Signal
 - 4 Realigned Ironwood Drive
 - 5 Cycle Tracks along Ironwood
 - 6 Central Public Green Space
 - 7 Plaza Space at Hospitality Center / Ronald McDonald House
 - 8 Focal Stair/Elevator Tower
 - 9 District Greenway with Shared-use Path
 - 10 Trailhead Arts Plaza
 - 11 Auto Court / Entry Plaza
 - 12 Kootenai Health Campus Green
 - 13 Pocket Park
 - 14 "Shopko Drive" Main Street
 - 15 Enhanced Albertson's Facade
 - 16 Hotel Drop-off Plaza
 - 17 Traffic Calming Bump-outs at Intersections along Emma and Davidson Avenues
 - 18 Pedestrian Promenade
 - 19 Multi-use Trail
 - 20 Trail Tunnel Under Northwest Blvd; Connection to Centennial Trail
 - 21 Green Infrastructure / Native Landscaping
 - 22 Preserved Large Tree Canopy
-
- A Community Recreation Center
 - B Hospital Bed Tower
 - C Medical Office Building
 - D Multi-family (MF) Residential Building
 - E MF Residential / Senior Living
 - F Mixed-use Building
 - G Hotel
 - H Retail / Commercial
 - I Cottage Homes
 - J Townhomes
 - K Parking Structure

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DENSITY AND PLACEMAKING

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I-90 Overpass – 2 location options



US Hwy 95 - Potential new access points

- Increase connectivity in/out of Corridor
- Improve traffic flow within Corridor
- Create multi-modal options
- Pedestrian safety



Ironwood – Realign and Re-link

MOBILITY IMPROVEMENTS

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- Retain block structure and residential priority
- Improve pedestrian safety and access

NEIGHBORHOOD STABILIZATION

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Ironwood Drive – realignment, streetscape and multi-modal improvements

MOBILITY IMPROVEMENTS

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Lakewood Dr. new extension with park



New "Health Drive"



New "Shopko Ave"



Emma Ave - ped improvements



MOBILITY IMPROVEMENTS

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- Respond to market demand
- Partnership with hospital
- Partnerships with private development
- Parking
- Early project successes



KEYS TO IMPLEMENTATION

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- The "Build Out" of this Vision will take well beyond 20 years – *URD duration*
- Numerous challenges, barriers, issues with an endeavor of this size, scope and duration
- Opportunities as well



ECONOMIC FEASIBILITY

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To realize success with this plan will require

- Long-term public/private collaboration with many individual transactions
 - Some small
 - Some large and complex
- Public and private financing

PARTNERSHIPS AND FINANCING

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" There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. There are things we don't know we don't know."

- *Secretary Donald Rumsfeld*

ECONOMIC FEASIBILITY

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- Developers will develop properties if economically feasible given risk & return
- Development will be consistent with the framework established or as modified
- Absent a framework, development will more individualized and less structured
- With a framework, development will be consistent with a plan, reducing costs, increasing efficiency

KNOWN KNOWNS

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- Present boundary includes Garden Inn site
- Early potential development
- Estimated TIF from site - ~ \$4 million
- Estimated costs to district - \$100k-\$680k
- Considerable benefit financially to district
- Very visible project
- Presently in Lake District
- Will require de-annexation to include
- Historical precedence in Idaho and CDA

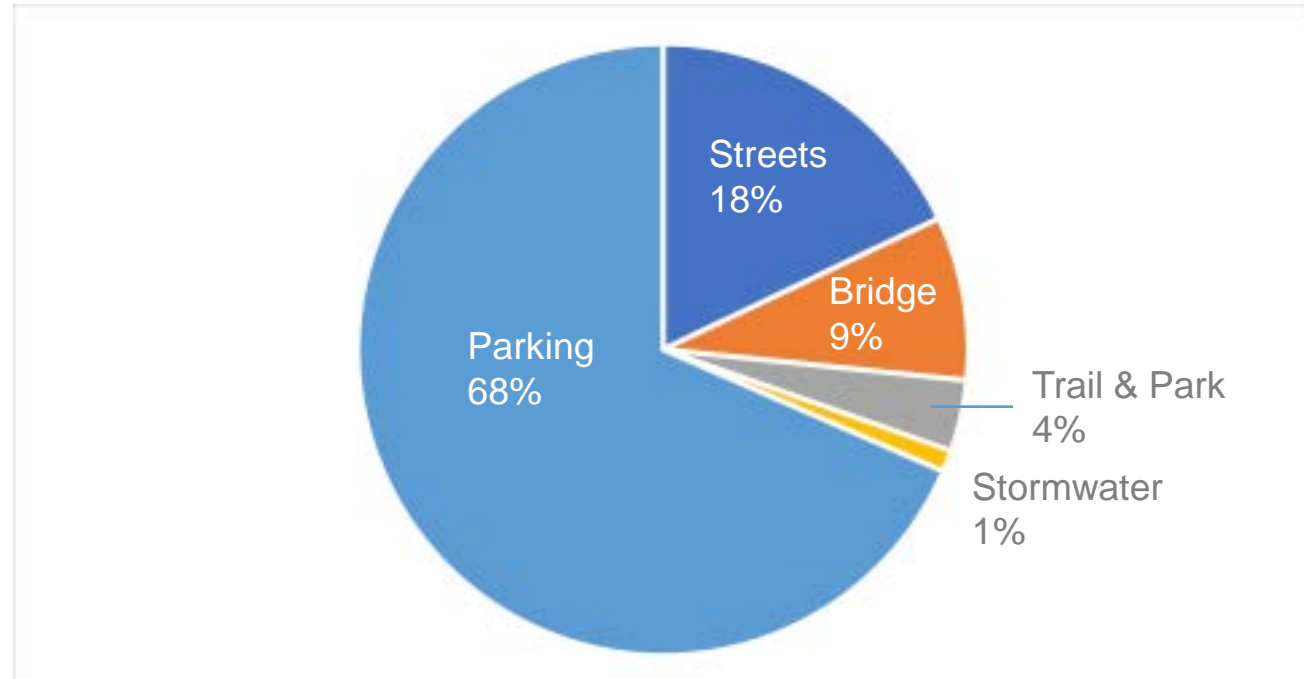


GARDEN INN SITE IMPACT

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~\$150 million – full build-out

- Create the street Grid
 - Right-of-way acquisition
 - Street construction costs
- Additional transportation access in/out
- Structured parking costs
- Cultural amenities



IMPLEMENTATION – INFRASTRUCTURE COSTS

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Opportunities

- Housing
 - Range of price points
 - Senior
 - Ownership and rental
- Retail
 - Food and services to support workers and visitors
- Office
 - Medical office only
- Lodging



MARKET ANALYSIS

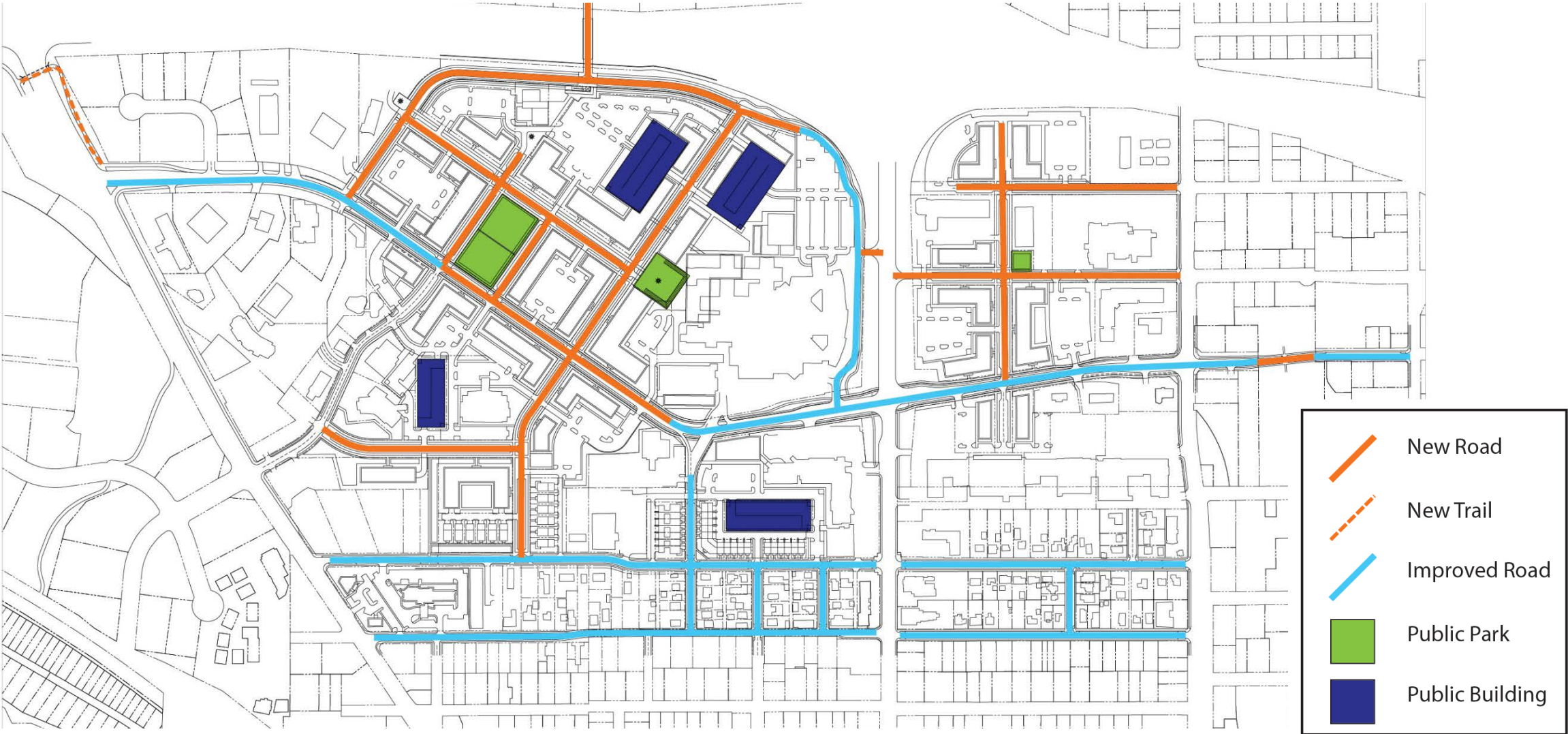
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Market Demand/Forecast 2021-2040

Type	Description	Value in millions
Hotel	370 rooms	66.6
Apartments	750	121.9
Townhomes/condos	200	67.5
Medical office	256,000 sq. ft.	61.4
Retail	158,000 sq. ft.	35.6
Converted space	85,000 sq. ft.	8.5
Total		361.5

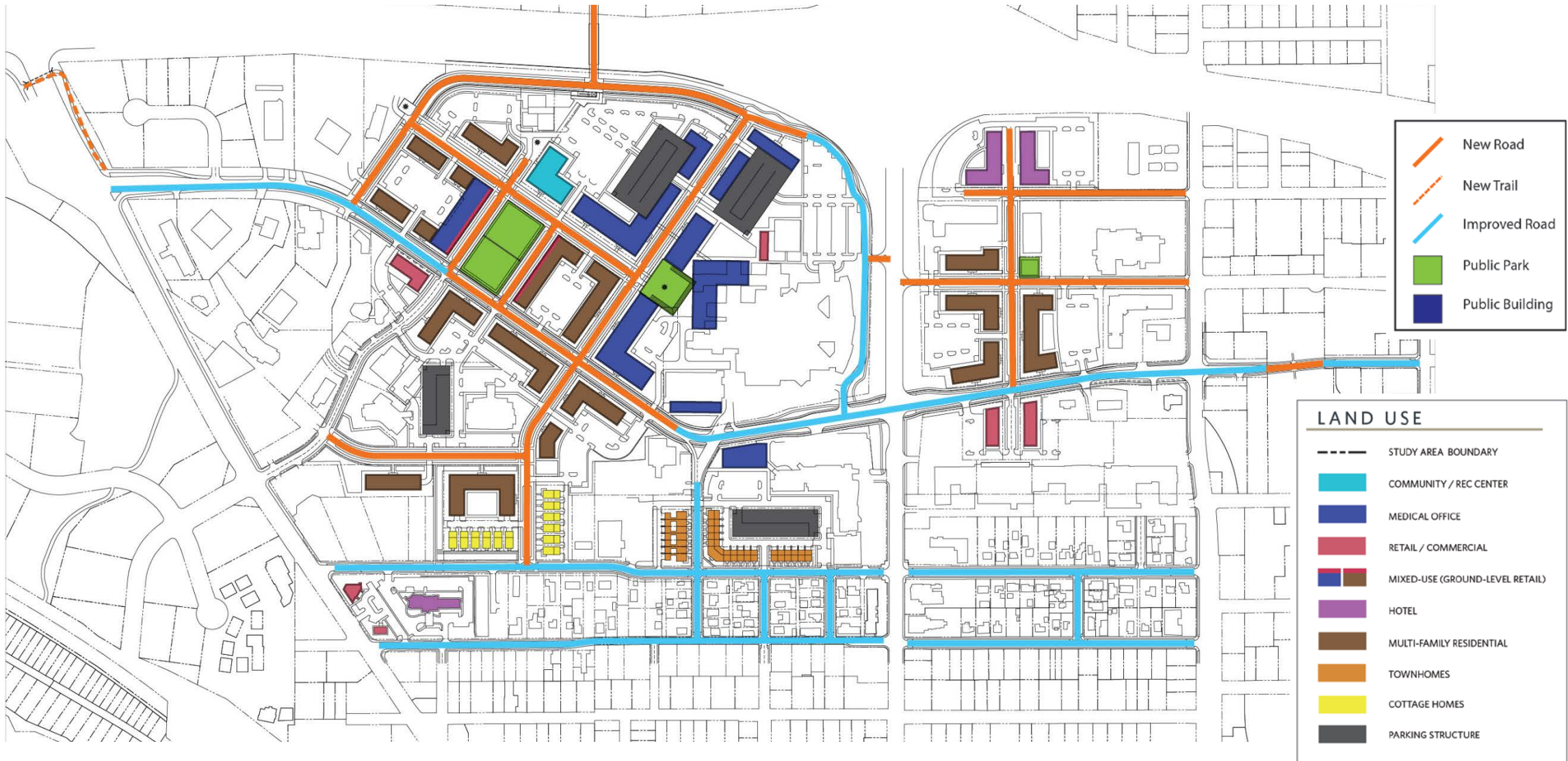
PRIVATE SECTOR DEVELOPMENT

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IMPLEMENTATION - INFRASTRUCTURE

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IMPLEMENTATION - COMBINED

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- Tax Increment funding
- Early significant private sector projects
- Potential for federal and state assistance
- Large engaged property owners
- PILOT – (payment in lieu of taxes)
- Developer contributions
- Grants

REVENUE OPPORTUNITIES

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- Development likely will not optimize sites
- Even with a "Strategic Plan" or vision, very likely that development will take considerably longer and be more costly
- More likely that development will stagnate and there will be more challenging situations in the future related to traffic, building vacancies
- Unable to fund enhancements for community benefits
- Missed opportunity to increase future tax base for overlapping taxing districts

WHAT IF NO URBAN RENEWAL?

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The creation of this Vision, Master Plan and Economic Feasibility Study was a collaborative effort, including contributions from stakeholders, community leaders and the HDR design team.

Ignite CDA Staff and Board Members

Tony Berns
Scott Hoskins
Mic Armon
Jim Chapkis
Sarah Garcia
Dan English
Steve Widmyer
(recused from
process)
Brad Jordan
Brinnon Mandel
Alivia Metts

City of Coeur d'Alene

Hilary Anderson
Troy Tymesen
Chris Bosley

Kootenai Health

Derek Miller
Jeremy Evans

School District 271

Tamara Freer
Lynn Town

North Idaho College

Sarah Garcia
Lynn Covey
Tim Shenton

HDR

Kaia Nesbitt
Doug Bisson
Andrew Gorham
Scott Foral
Stephanie Borders
Daniel Baker
Oliver Kuehne
Austin Vachal
Kate Eldridge
Kâren Sander
Mary Scalise
Stacia Albiston
Carrie Applegate

T-O Engineers

Ben Weymouth
Brian Clarkson
Dan Janosko
Brittany Clawson
Julie Clark

Leland Consulting, Inc.

Chris Zahas, AICP
Ted Kamp

GEL Oregon

Andy Parks, CPA

Valbridge Property Advisors

Vicki K. Mundlin

ACKNOWLEDGEMENTS