

**DESIGN REVIEW COMMISSION AGENDA**  
Coeur d'Alene Library Community Room (lower level)  
702 E. Front Coeur d'Alene  
Coeur d'Alene ID, 83814

**THURSDAY, MARCH 28, 2024**  
*(Rescheduled from February 22, 2024)*  
2:00 pm

**2:00 P.M. CALL TO ORDER:**

**ROLL CALL:** Ingalls, Lemmon, Messina, Pereira, Snodgrass, Priest

**MINUTES:** \*\*\*ITEM BELOW IS CONSIDERED TO BE AN ACTION ITEM

January 25, 2024 – Design Review Commission Meeting

**PUBLIC HEARING:** \*\*\*ITEM BELOW IS CONSIDERED TO BE AN ACTION ITEM

Owner: Hagadone Hospitality Co.

Applicant: Cory Trapp, Architect, LTA Architects

Location: 101 and 123 E. Sherman Avenue and properties north of the alley and south of Lakeside Avenue between first and second streets legally described as CDA & KINGS ADD including 75.9 feet of Tax#1646, Tax#1686, Tax#4556 Reserve Block, Lots 2 and 3, west 35 feet of Lot 4, and Tax#4557 Block Y, totaling 50,442 SF

Request: Design review approval of a fifteen (15) story hotel, a restaurant and three (3) story parking garage, with one (1) story underground and two (2) floors above ground for guest parking. The subject property is in the Downtown Core (DC) zoning district, and requires Design Review Commission approval.

**ADJOURNMENT/CONTINUATION:**

Motion by \_\_\_\_\_, seconded by \_\_\_\_\_,  
to continue meeting to \_\_\_\_\_, at \_\_\_ p.m.; motion carried unanimously.

Motion by \_\_\_\_\_, seconded by \_\_\_\_\_, to adjourn meeting; motion carried unanimously.

*\*Please note any final decision made by the Design Review Commission is appealable within 15 days of the decision pursuant to sections [17.09.705](#) through [17.09.715](#) of Title 17, Zoning.*

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# MINUTES



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**DESIGN REVIEW COMMISSION  
MINUTES**

**JANUARY 25, 2024**

**Conference Room #6, City Hall**

**THURSDAY**

**12:00 pm**

**COMMISSIONERS PRESENT:**

Greta Snodgrass  
Tom Messina (Chairman)  
Michael Pereira (Vice-Chairman)  
Jef Lemmon  
Jon Ingalls  
Skip Priest

**STAFF MEMBERS PRESENT:**

Hilary Patterson, Community Planning Director  
Tami Stroud, Associate Planner  
Traci Clark, Administrative Assistant

**CALL TO ORDER:**

The meeting was called to order by Chairman Messina at 12:00 p.m.

**MINUTES: \*\*\*ITEMS BELOW ARE CONSIDERED TO BE ACTION ITEMS**

November 9, 2023 – Design Review Commission Meeting

Motion by Commissioner Ingalls, seconded by Commissioner Priest, to approve the minutes of the Design Review Commission meeting on November 9, 2023. Motion Carried.

**COMMISSION COMMENTS:**

Chairman Messina stated how the hearing will proceed and what will take place. He explained what the Design Review Commission does and the guidelines they have to go by. The decision the Commission makes is based on the strict guidelines. Other items such as parking, height, etc. it is not discussed during this hearing. Those items do not influence the decision of the Commission. The Applicant is doing this by right, and staff will educate us what the zoning is and what they can do on this piece of property following strict codes and zoning. This item does not have to go in front of the Planning and Zoning Commission or City Council.

Commissioner Priest would like to state he does not feel he has a conflict of interest. Staff had requested he bring this to the attention to the Commission and the Public. He is the President of the McEuen Homeowners' Association, which is a nearby building to this property. He is also on the Downtown Strategic Planning Community. This project was not brought up in those meetings. He is the neighborhood block watch captain, and works with the CDA Police Department. He does not believe they are a conflict of interest in anyway.

**STAFF COMMENTS:**

Tami Stroud, Associate Planner, stated regarding the public comments, the meeting for the Commission

will include a period of time for public comments, each person that wishes to comment shall be allowed the maximum of 3 minutes. Any public comment on the proposed project should be on matters related to the adopted design standards and guidelines. No comment shall be taken on matters which cannot be modified by the Commission, including, but not limited to, basic zoning requirements, nor area ratio, building height, density, use, parking, access, engineering, building codes, etc. The Chairman has the power to conduct the meeting in an orderly manner including a reasonably limited debate determining whether by comments by the applicant or the public are appropriate or within the purview of the Commission and ensuring that any decision that the Commission has arrived at collectively.

**PUBLIC COMMENTS:**

None.

**NEW BUSINESS**

1. Applicant: CDA Hotel, LLC  
Location: 602 & 612 E. Sherman Ave  
Request: Proposing to build six (6) story Marriott Hotel with a parking structure three stories underground for guest parking (DR-1-24)

Ms. Stroud provided the following statements:

Michael Nilson, architect with the Richardson Design Partnership, on behalf of CDA Hotel LLC, is requesting a First Meeting with the Design Review Commission for a 6-story Marriott Hotel. The applicant participated in a Project Review Meeting and an Initial Meeting with Planning Staff as required by Municipal Code § 17.09.325(D). The proposed project will have approximately 131 rooms, a fitness center, rooftop bar, outdoor patio, and parking structure for guest parking which continues three stories underground. The subject property is in the Downtown Core (DC) zoning district, and must adhere to the Downtown Coeur d'Alene Design Guidelines.

**DECISION POINT:**

Should the Design Review Commission approve the design for the 6-story Marriott Hotel located at 602 and 612 E. Sherman Avenue in the Downtown Core (DC) zoning district either with or without conditions, or direct modifications to the project's design and require a second meeting?

**PROJECT OVERVIEW**

The site is located on a 20,993 SF parcel along Sherman Avenue between 6<sup>th</sup> and 7<sup>th</sup> Streets. The property is currently vacant and is a grassy lot previously used for the "Live After 5" music events several years ago. The parcels are comprised of 2-lots that will be consolidated for building permit purposes. The property abuts Idaho Trust Bank directly to the east. Parkside Condominiums are located to the south, across the alley from the proposed hotel. The applicant is proposing a six-story (6) hotel structure with 131 guestrooms. A ground floor dining area with an outdoor patio, bar and fitness center will be available for hotel guests. A rooftop bar and lounge will be open to hotel guests and the public. Parking for hotel guests will be provided in the underground parking structure, which continues three stories underground with a total of 130 parking spaces, 8 of which are on the ground floor. The rooftop bar and lounge, open to the public, is exempt from parking because it is less than 3,000 S.F. The total height of the building is 77'-0" feet tall which includes the elevator penthouse, and is below the maximum height allowed in the Downtown Core (DC) which is 200' tall. The proposed project is located in the DC (Downtown Core) zoning district, and must adhere to the (DC) Downtown Core Design Guidelines and Standards.

**DC- Downtown Core** – This district is envisioned to have the highest intensity uses, especially retail, office, residences, and hotels contained within low-rise and high-rise buildings. Shops and restaurants would be located along key streets. Major public spaces and buildings would anchor the district. Over time, parking would be increasingly located within structures.

- The proposed design is in compliance with the treatment of blank walls. The street-facing walls of the building are mostly broken up by windows and doors, but there are additional architectural features that break up the impact of the walls, including: a concrete plinth that varies in height depending on the grade change (from 1'-2" up to 6'-0"); a change in brick materials above the ground floor level, acting as a "belt course" for the building; recesses in the façade at least 2'-0" in depth; and roof overhangs/canopies at the ground floor level and upper roof level that vary from 3'-0" to 5'-0" in depth. Additional features at the pedestrian level include contrasting wall material and vegetated planter boxes (TREATMENT OF BLANK WALLS)
- The parking for the project is screened by being designed as part of the building. Other than the entrance, the parking is hidden from view. The main floor parking is integrated into the "plinth" on the no-street facing façades.(SCREENING OF PARKING STRUCTURES)
- The building design doesn't include any pitched roofs. The typical roofline of the building includes a 3' overhanging cornice to create a prominent edge against the sky. At recessed wall locations, this overhang extends 5'6" feet past the wall face, creating an even more dramatic cornice. Additionally, the building features accent tower elements of varying heights and a roof deck with a large trellis to add increased interest at the roof edge. (ROOF EDGE)
- The proposed building is designed with extended parapets to screen a majority of the rooftop equipment. The only rooftop mechanical equipment that extends above the main parapet is the Elevator Penthouse, which will be surrounded by a framed wall and finished in the same dark metal panels as part of the main building façade. (SCREENING OF ROOFTOP MECHANICAL EQUIPMENT)
- The DC design guidelines require new projects to relate to the context of the downtown's historical features. The existing site is a lawn-covered dog park, so the project doesn't include any renovation or redevelopment. As a new construction project, the proposed building relates to the surrounding context through: the use of brick as a predominant exterior finish; the massing of the building with a base, middle, and top; the scale of the building as a steppingstone between the smaller buildings along Sherman Avenue and the high-rise residential Parkside Building. The design of the building as a contemporary structure that relates to the primarily modern surrounding architecture. (UNIQUE HISTORIC FEATURES)
- The two main building signs are placed on the vertical-wood-siding-finished vertical towers of the building for wayfinding of automobile traffic, in lieu of pylon signs. These signs are 188 SF and 36 SF, respectively. Additionally, channel letter signs are located above the ground floor canopies to designate the main entrance and the parking entrances. These signs are 42 SF for the main entrance and 14 SF (each) for the two parking entrances. There are two placard signs on either side of the main entrance doors for pedestrian wayfinding. (INTEGRATION OF SIGNS WITH ARCHITECTURE)
- The signage for the building was selected from the Brand's standard signage options. Their designs are highly graphic for brand identity, but also offer a variety of installations and styles including typical wall signs, channel letter wall signs, freestanding channel letter entry signs, as well as smaller pedestrian-oriented placard signs at the entry doors. The freestanding channel letter sign at the entry canopy is supported by brackets and directs pedestrians to the building entry. (CREATIVITY/INDIVIDUALITY OF SIGNS)
- The total building signage would total 302 square feet, which would be under the City's maximum sign allowance of 603 square feet under the Sign Code based on the property frontage. (SIGN ALLOWANCE)

- The DC zoning district requires that building floors over 45' in height above grade shall be stepped back 10' from the right-of-way on 6<sup>th</sup> Street. The project design does meet this requirement. The base of the building aligns with the property lines of the lot, but steps back above the ground floor level to allow for the required 10' setback over 45' above grade. The only parts of the building that extend past these setbacks are roof overhangs and balconies. UPPER LEVEL STEPBACK)
- The following design guidelines and development standards are not applicable: Screening of Parking Lots, Parking Lot Landscaping, and Gateways.
- The Planning Department has provided a recommended condition of approval relating to consistency with the approved design, as noted below.

The City Engineer has provided recommended conditions of approval for consideration by the DRC to ensure compliance with City Codes related to pedestrian safety, as noted below.

Chris Bosley, City Engineer provided comments during the project review meeting held on August 1<sup>st</sup>, 2023. An updated site plan was submitted and additional comments have been provided below based on the updated site plan and renderings submitted for the proposed hotel. The City Engineer will coordinate with the development team to discuss the proposed conditions on the following: The applicant shall complete a traffic study including a pedestrian safety study that illustrates how conflicts with pedestrians will be managed.

- Pedestrian safety features recommended by the study and approved by the City shall be installed during construction.
- Sidewalks along Sherman Ave and 6<sup>th</sup> Street must be brought into ADA compliance, including replacement of cracked and broken slabs.
- Any existing driveway approaches not being used with the proposed development shall be removed. The below conditions will need to be met prior to permit sign-off.

#### **STAFF EVALUATION OF FACTS**

- The subject property is located at 602 and 612 E. Sherman Avenue in the Downtown Core (DC) zoning district, which requires review and approval of the design by the City's Design Review Commission.
- The property is subject to the Downtown Core Design Guidelines and the Downtown Development Standards.
- The applicant has submitted all required materials for design review.
- The applicant has completed a project review meeting on August 1, 2023.
- The applicant has completed an initial meeting with staff on October 21, 2023.
- The applicant is seeking design review from the Design Review Commission at an initial meeting on January 25, 2024.
- 136 public hearing notices were mailed on January 10, 2024.
- The public hearing notice was published in the Coeur d'Alene Press on January 6, 2024.
- The subject property was posted with the public hearing notice on January 11, 2024.
- Sherman Avenue in the project vicinity is designated as a Vehicle-Oriented Street.
- 6<sup>th</sup> Street in the project vicinity is designated as a Pedestrian-Oriented Street.
- The applicant has requested a design departure for Weather Protection as noted below.
- The subject property is 20,993 square feet and the building square footage would be 20,886 square feet, which is 99.4% site coverage. This equates to less than 1.0 FAR, which is less than

is allowed by right with the DC zoning district. No FAR bonuses have been requested. (FAR BONUSES)

- The proposed project would be 6 stories and 75' tall, which is below the maximum allowable height of 200' in the DC zoning district. (BUILDING HEIGHT)
- The DC zoning district requires 0.5 parking stalls per unit. The proposed project would have 131 hotel rooms and provides 130 parking spaces enclosed within the structure, which is 65 more than is required by the Downtown Development Standards (Restaurants less than 3,000 S.F. are exempt from parking requirements.) (PARKING COUNT & LOCATION)
- The four existing street trees will be replaced with street trees per City standards and will include new 5'x5' tree planting areas around the trees. (SIDEWALK USES – AMENITY ZONES)
- The existing sidewalk on Sherman Avenue from the back of curb to the property line is 14.8'. The distance from the new 5'x5' tree planting areas to the property line is approximately 8'-6". A 7'-0" wide clear pedestrian travel area will be maintained. (SIDEWALK USES – CLEAR WALKWAY)
- An 18" wide area between the property line and the pedestrian travel area will be used for planting containers along Sherman Avenue. (SIDEWALK USES – STOREFRONT AREA)
- Three (3) existing curb cuts will be removed – one along 6<sup>th</sup> Street and two along Sherman Avenue. Only one new 24" wide curb cut will be required on Sherman Avenue for the project. No curb cuts will be on 6<sup>th</sup> Street, which is a pedestrian-oriented street. For the new curb cut required for the driveway into the parking structure, the sidewalk pattern and material will carry across the driveway. (WIDTH AND SPACING OF CURB CUTS)
- The trash area will be located behind the building off of the alley on the southeast corner of the property and will be screened from view on all sides. The enclosure will be constructed with brick to match the building and will have an opaque decorative architectural gate. (SCREENING OF TRASH)
- Loading and service areas will be located within the parking structure. (SCREENING OF SERVICE AREAS)
- Exterior lighting on the building will be recessed in the roof canopies at the ground floor level to provide pedestrian lighting. Guestroom balcony roofs will have lighting and the upper roof deck will have lighting to highlight the building corner. Fully shielded wall scones will be provided on either side of the main entry doors. (LIGHTING INTENSITY – BUILDING LIGHTING)
- There is one existing single-arm tall streetlight at the corner of Sherman and 6<sup>th</sup> Street that will remain. There are two existing post streetlights along Sherman Avenue. One light will remain in its current location, and the other will be shifted to allow for the new curb cut into the parking structure. There are no existing streetlights along 6<sup>th</sup> Street. (LIGHTING INTENSITY – STREET LIGHTING)
- The DC zoning district has a 0' front and side yard setback, unless providing usable public space, forecourts or vegetative screening of parking structures. Buildings may be set back from the sidewalk a maximum of 20' for public space or entries, or a maximum of 10' for vegetative screening. Setting façades close to the street may be accomplished through base structures that extend out to the sidewalk, not necessarily the full height of the building. The building meets this requirement. The street level façade along the Pedestrian-Oriented 6<sup>th</sup> Street is set up to the back of the sidewalk along the property line. A portion of the project on the corner of Sherman and 6<sup>th</sup> Street has a dining patio for the use of hotel guests but it has a base structure that extends out to the sidewalk. (MAXIMUM SETBACK)
- The proposed building is oriented to Sherman Avenue. The building façade along Sherman incorporates numerous windows as well as an entrance canopy and signage. The façade along 6<sup>th</sup> Street incorporates windows. The primary building entrance faces Sherman and is centered in the



building façade. An outdoor patio at the ground level activates the street corner at Sherman Avenue and 6<sup>th</sup> Street. (ORIENTATION TO THE STREET)

- The DC design guidelines require the principal entry to have two elements. The main building entrance is centered on the façade along Sherman Avenue and welcomes pedestrians with an overhanging canopy as well as a recess in the main building wall. Those are both allowed design elements. Some form of weather protection shall also be provided. Both the canopy and the recess provide added weather protection for pedestrians. These features, along with clear signage, help identify this visually prominent entrance. (ENTRANCES)
- The proposed structure incorporates a top, middle and base, as required by the DC zoning district (MASSING)
  - The top section of the building is distinguished by overhanging roofs, an open roof deck with trellis, and additional windows. The main material is a dark metal panel, with accent metal panels. (TOP)
  - The middle section of the building has a regular pattern of guestroom windows surrounded by dark and light color brick veneer. Also, there are some dark and accent metal panels to connect the base to the top. (MIDDLE)
  - The base of the building features a large amount of storefront glazing and canopies to define the ground level. The finish is a combination of light grey brick, darker composite panels accented with horizontal wood siding with a decorative concrete plinth. (BASE)
  - The base of the building aligns with the property lines of the lot, but steps back above the ground floor level to allow for the required 10-foot setback over 45 feet above grade. The only parts of the building that extend past these setbacks are roof overhangs and balconies. The only part of the building that is taller than 75 feet is the elevator penthouse, which is much smaller than the 8000 SF Tower Floor Size restriction at 176 SF and is over the minimum Tower Separation of 50 feet noted in the Site Performance Standards. At approximately 77 feet tall, the overall building height is well below the maximum 200 ft building height. (BUILDING BULK)
  - Sherman Avenue has a mix of low-and mid-rise buildings, which align well with the scale of the plinth of the proposed hotel. The overall mass of the building helps transition from these shorter structures to the high-rise residential buildings on Front Avenue. (CITY BLOCK ELEVATIONS) The ground floor of the building has the most amount of character to provide visual interest to pedestrians, including: Pedestrian-scaled signs to identify the building entry; seasonal planting in multiple planters against the building along Sherman Avenue; metal canopies above the ground floor storefront windows; accent wall sconces on either side of the main entrance; and a decorative concrete plinth to ground the building. The ground level also features an elevated patio at the corner of Sherman and 6<sup>th</sup> Street to add a further level of detail in this area. (GROUND LEVEL DETAILS)
- The proposed structure would meet the minimum glazing requirement for Ground Floor Windows by providing 40% window and glazed door area in the “window zone” of the façade along Sherman Avenue and 26% “window area” in the window zone along the 6<sup>th</sup> Street façade (GROUND FLOOR WINDOWS)
- The DC design guidelines require a visual connection between activities inside and outside the building. Ground level façades oriented to pedestrian-oriented streets require a minimum of 60% transparency and vehicular-oriented streets require a minimum of 40% transparency. The proposed structure would meet the transparency requirement for ground floor windows with a minimum of 60% transparency. (GROUND FLOOR WINDOWS)

## DECISION POINT

The DRC should grant the application in Item DR-1-24, a request by Michael Nilson, The Richardson Design Partnership, on behalf of CDA Hotel LLC, a six (6) story hotel with below grade parking along Sherman Avenue, located at 602 & 612 E Sherman Avenue, Coeur d'Alene, Idaho, be approved with or without conditions, or determine that the project would benefit from an additional DRC Meeting to review project changes in response to the first DRC Meeting or if it is deemed necessary based on all the circumstances.

Ms. Stroud concluded her presentation.

### **Commission Comments:**

Chairman Messina asked Ms. Stroud regarding the guidelines, there is a lighting intensity standard. He asked if this applies to lit signage as well as lighting for the entrance to the hotel and entrance to the parking.

Ms. Stroud replied the signage will be at the end of the facts and findings and has some comments from staff detailing the signage. On page 16 of the staff report regarding lighting intensity this will give you more information. Staff did speak with Kelley Setters, Deputy City Clerk, she stated in her report the illumination must not create an unsafe or hazardous distraction to others. The brightness or intensity of lighting for a sign including an electronic message display shall not exceed 5,000 nits from dark to dusk or 500 nits from dusk to dawn. The applicant will provide more information to verify the signage that will be installed.

Ms. Patterson, Community Planning Director replied there are no illuminating signs, digital or reader boards, or flashing signs. These are all prohibited in the DC district.

Ms. Patterson stated she wanted to give more guidance on the lighting guidelines for the principal entrance. The lighting is more for the pedestrians. There is also weather protection at the entrance of the building. Ms. Patterson also clarified that the pedestrian-oriented street designation on Sherman Avenue stops at Sixth Street. Sixth Street is the pedestrian-oriented Street and Sherman is a vehicle-oriented street in the vicinity of the project.

Commissioner Lemmon asked if the pedestrians are only allowed access into the building on Sherman Avenue.

Ms. Patterson replied that is correct. The pedestrians will have access only at the front entrance on Sherman Avenue along with the vehicles using the parking structure. The vehicles will also exit the parking structure off of the alley in the back of the building.

Commissioner Lemmon asked if the applicant wanted the pedestrians to have access off of Sixth Street could they do a design departure.

Ms. Patterson replied yes, but they have not asked for one.

Commissioner Priest stated there is an exit into the alley, and asked is that only for vehicles exiting into the alley out of the parking structure.

Ms. Patterson replied that vehicles could exit out onto the alley or onto Sherman Avenue. She further clarified that Sherman Avenue is vehicle-oriented that is why they have the vehicle access on Sherman Avenue and not on Sixth Street, which is pedestrian-oriented.

Chairman Messina opened the public hearing and swore in the applicant and the public as a group.

### **Applicant Testimony:**

The applicant provided the following statements:

Parker Lange who is with the development team, introduced himself and wanted to let the Commission know he will answer any questions the Commission will have throughout the presentation.

Michael Nilson, the architect from The Richardson Design Partnership from Salt Lake City introduced himself. The project sits on 0.482 acres. The primary occupancy is the hotel, a parking garage that has three (3) stories underground. On the sixth floor of the hotel, there will be an open bar for the public and guests. The first level will also have a bar breakfast area, that is part of the hotel amenities. There will be 231 rooms and 130 parking stalls. The design guidelines require the location of parking to be located within the foot print of the building, where it is not on the outside of the building taking up street parking. There will be 14 bike racks and accessible van stalls, 28 compact parking spaces, 97 standard stalls and 5 accessible stalls on all levels of the parking structure.

The amenity zone in the DC guidelines will have four existing street trees on Sherman Avenue and one on Sixth Street. Those will be removed during the construction, but they will be replaced. The sidewalk will have a clearance of 8'6" and the minimum is 7'. They will take the extra 18" to create a store front area where they will be placing above-ground container planting to enhance the walking experience along the sidewalk. The curb cuts that are existing will be removed and a street light will also be moved on Sherman Avenue. The trash pickup is located on the alley side and will be screened with appropriate materials; this will be locked down. The lighting for the building will have recessed lighting that will be tucked into the canopies or right against the alcove. There is no uplighting. The sconces are all covered and lit on the bottom. There are three existing street lights surrounding the property. The setbacks along Sixth Street will be a close to the property line. There is a small portion of the building that is recessed. This will be used for an outdoor patio used by hotel guests during the day. The main pedestrian entrance will be in the middle of this project facing Sherman Avenue and the vehicle entrance is on the east side of the building off of Sherman Avenue. The entrances will have canopy coverings to provide weather protection. There will be some marquee signs on either side of the door. Massing is required on three distinct levels of the building. A strong base - this will be a darker brick, lots of store front windows, metal and a top, this will be a metal but looks like wood for the durability. The sixth story will be an open patio for guests and the public. The impact is minimal with a 10' setback on the property line. The height will be 75', but they could go up to 200 feet. The ground level details include pedestrian scale signs on the building. They will have seasonal plantings along the building. The canopies are required to be 5' projecting from the building and to be a maximum of 12', this is where the design departure comes in. The canopy's start at 9'11" above the sidewalk which will give adequate clearance for any hanging signs for pedestrian and vehicular traffic. The sidewalk does slope on a 2% grade on the Sherman Avenue side and a 3% grade on the Sixth Street side. In order to keep the integrity of the canopy with the linear design of the building, they breach the 12' mark throughout the building and this breach happens across Sixth Street. This provides the rain and snow protection. It covers 94% of the façade along Sherman Avenue and 81% along Sixth Street. This fits with the aesthetic design of the building. He would like to keep the aesthetic as is.

This design departure satisfies the Comprehensive Plan for hospitality uses, to bolster Coeur d'Alene as a tourist attraction and maintain the community friendly welcoming atmosphere with a small town feel. Coeur d'Alene recognizes and celebrates its historical and cultural roots, Coeur d'Alene recognizes the past and present of the Coeur d'Alene Tribe and its connection with the natural environment with the Coeur d'Alene identity as a cultural center of North Idaho and creates social connections with wide variety of activities events and public spaces for community members to gather year around. This project will facilitate such gathering as a hospitality destination. This will bring tourism in the community and feed the businesses on Sherman Avenue and Coeur d'Alene's downtown and will provide the nightlife activity with the roof top bar that will have the view of the city and the lake. The parking structure will provide adequate parking for this project while keeping the walkable feel of the streets. There are no blank walls that are over 30'. The parking is fully screened except for the access. The roof edge will have a cornice, and it will have a 3' canopy overhang.

All of the mechanical elements on the roof top will be screened. This project is at the edge of Coeur d'Alene's historical district and near more contemporary construction. The building will have the more dominant material of brick on its base. This building acts as a stepping stone between the small buildings along Sherman Avenue and the high-rise residential Parkside building. The signs will look like wood and is part of the Marriott



brand. It will only be lit up for the words – the signage won't have additional lighting. There needs to be a 40'x40' view triangle of the corner of Sherman Avenue and Sixth Street, which is provided.

The applicant showed the materials that will be used on the project to the Commissioners by passing around samples and showing renderings of the building with the materials.

Chairman Messina asked about the outdoor decking material and if it would be some sort of concrete.

Mr. Nilson replied that yes, it will be a concrete deck. The deck on the outdoor terrace will be a recessed pedestal system. When the water accumulates it will flow down into a drain system.

Chairman Messina asked about the roofing material on the roof top and asked what material and what color it would be.

Mr. Nilson replied it will have a membrane; the color is typically white because it helps decrease the heat affect. The darker the color more heat radiates up. There are multiple colors to choose from.

Mr. Nilson states they do comply with the FAR. They are allowed to do bonuses but they did not request any. The area that they can build they are under the allowable FAR numbers. They are allowed 83,972 square feet and they are providing 76,007 square feet. They do not need to make the building any bigger than it needs to be.

Mr. Nilson concluded with this presentation.

#### **Commission Discussion:**

Chairman Messina would like to know about the outdoor decking on the top floor in regards to the tower behind it. Would it be over by the Sweet Lou's restaurant so this is not right up against the towers itself.

Mr. Nilson states that the deck will take up the whole Sixth Street frontage. The rooftop patio is 10 feet plus. It is an additional foot off of the property.

Chairman Messina asked for further clarification on its proximity to living spaces in Parkside. He asked the applicant to clarify if the outdoor decking is not directly against living spaces, and closer to mechanical equipment and the deck that is up above Sweet Lou's restaurant on the Parkside building. The applicant verified that the outdoor space will be parallel to the Sweet Lou's Restaurant and not someone's apartment in the tower. Chairman Messina asked if they could work with the Arts Commission to put something on the blank wall on the pedestrian side of Sixth Street.

Mr. Nilson replied yes, he will work on putting something on the wall.

Commissioner Lemmon asked about how much glazing was done on the wall along Sixth Street.

Mr. Nilson replied there was 26% glazing, and noted that the grade does drop toward the alley making it difficult to put more glazing.

Commissioner Lemmon asked about the transparency of the windows.

Ms. Patterson replied the percentage of glass is one requirement and the transparency is the other. All of the windows on the ground floor are 60% transparency on both street frontages.

Mr. Nilson stated this is not obscured glazing. People can see in and out of the windows. They do want the interaction between the hotel lobby and the street.

Commissioner Pereira asked if all the parking will still remain on the curbs.

Ms. Patterson replied yes. There is no on-street parking going away.

Mr. Nilson stated there will be a security gate parking that has tickets. He states that by code the height to park in the parking garage will be 8'4" clearance to accommodate a tall truck.

Chairman Messina asked the applicant if he can touch on construction staging.

Mr. Lange replied they are working with city staff and their contractor now. They are expecting about two years of construction at this site. They are hoping to start sometime this year on the project.

Commissioner Pereira asked why they did not go to the 220'.

Mr. Lange replied that they wanted to have a building that would fit the needs of how many guests they could accommodate and the economic conditions.

Commissioner Priest asked about the underground parking and that they would be digging about 15' away from another underground parking structure. This is not New York with rock solid foundation. Has city staff looked at the potential negative impact on structural reliability for both buildings.

Ms. Patterson replied yes. This is handled through of the city departments and staff are working with the applicant and engineering. The Thomas George building that is under construction right now is a bigger engineering feat because of the parking in the McEuen parking structure.

Commissioner Lemmon stated he has concerns with the traffic on Sherman Avenue.

Mr. Lange replied that the guest traffic is signed as such. They will all enter on Sherman Avenue because we are required to have vehicle traffic only on Sherman Avenue because of the city ordinance. The guests would exit out onto the alley or if they are dropped off at the front of the building.

Chairman Lemmon asked can you make a left turn into the parking structure if you are heading west on Sherman Ave.

Ms. Stroud interjected that on page 46 of the staff report under the recommendation of the conditions of approval, there was a project review where Chris Bosley the City Engineer did look at this project and the applicant did not have the designs completed at that time. They needed feedback from City staff and looking at the design and then receiving recommendations from city staff. The applicant then provided his site plan, and proposed access. Mr. Bosley went over everything and added the comments and conditions, sidewalks along Sherman Avenue and Sixth Street must be into ADA compliance, any existing driveway approaches not being used with the proposed development shall be removed. The applicant shall complete a traffic study including a pedestrian safety study. Mr. Bosely will provide the study and then his recommendations will follow.

Chairman Messina asked what if there are any changes today. What happens then.

Ms. Stroud replied if there is a significant change, the Design Review Committee would have another Commission meeting.

Commissioner Pereira stated that the rooftop bar will be packed with people.

Commissioner Ingalls stated that there are 22 design elements. There are 19 total on this design because three are not applicable. The Commission is very limited in their role. They are only here to address the design.

Chairman Messina stated when the public comments, they need to focus on the design and not that housing or something else that needs to go on this property. The Commission has a decision based on the Findings.

Ms. Stroud presented the pages of Findings of Fact to the Commission.

Commissioner Lemmon asked if the Commission could be moved to a second meeting if the Commission wants to see a traffic study.

Ms. Patterson replied no.

Chairman Messina also stated no, that has nothing to do with the Design Commission.

Commissioner Ingalls commented that the public needs to make comments on the design elements. The Commission is judging their decision on the facts that are presented.

**Public Testimony open:**

Robert Mason, stated that he had read the public comment from Joan Woodard and made some good points and wants the Commission to re-read it. The Design standards that were adopted in 2006 encourage the appeal to existing and new residents and preserve the views of Tubbs Hills.

Aileen Koler, states that so many people here between the Lofts and Parkside would ditto what Mr. Mason said and Joan Woodard's letter. One of the statements that keep being said is we are trying to preserve a small-town feel. This building is beautiful, but is not preserving anything.

Brad Jordan, stated he has lived in Coeur d'Alene his whole life. This is not a small town anymore, that would be Kellogg or Saint Maries. The City of CDA is pushing over 60,000 people. Kootenai County is pushing 200,000.00 population. He stated this is a great project. He was part of the downtown revitalization in the mid-80's. When his business was downtown, more than half of the storefronts were vacant the sidewalks were narrow. There were no street trees and there were pot holes. The downtown has come a long way and it is getting better and better every day. This project is a good project. It's in a transitional area at the end of the downtown, it could use more street traffic. It's not doing any good as an empty lot. We need people in the downtown, that is what makes business run. He has worked on the high-rise ordinance and the Commission needs to make sure there is a high level of design and quality. The design of this building is great. It encourages street activity and they have used high quality materials. He encourages the Commission to approve this. It is a fantastic project.

Derek Hutchison is opposed and wants to know where the public can go and speak about not wanting this building in downtown Coeur d'Alene. He would also like to know where the employees are going to park.

Chairman Messina replied the public can always speak at the City Council meetings during public comment.

Rebecca Olivieri is opposed. She stated this does not fit with the small-town elements. She appreciates what the downtown has been through and what happened in the 1980's. The decisions that are made today will impact the small downtown and change the character forever. You can't undo putting in corporate hotels which are the antithesis of a small-town feel. The essence of Coeur d'Alene is the downtown area. She feels that this building will work better further east on Sherman. The location that this project will be built on will change the downtown feel. She cited fact A-19 that the Marriott had considered the Comprehensive Plan. She feels this does not meet that plan.

Cindy Donato stated she just moved here from St. Louis in August at 609 Sherman (the Lofts) in August of 2023. The property value will change, and this not keeping within the small-town feel. Her view of the Lake will be completely obscured. She asked if this is not stopped here, where else can the residents go. The architects and the project people have not involved the community at all.

Chairman Messina would like Ms. Patterson, City Planning Director to explain the process of how the process works.

Ms. Patterson replied that this is the first meeting with the Design Review Commission and depending on how the Commission votes - if it meets the design guidelines and if the design is approved with or with conditions. If the Commission requires another meeting, the commission has to be very specific about what needs to be addressed of the items including the Design Departure. The Commission will direct the applicant to come back for a second meeting. If the Design Commission were to deny the application, then the applicant could appeal to City Council. It could go to a third meeting if the Commission chooses to do so. If this is approved today and the neighborhood wants to appeal the decision, they can appeal within 15 days of the Commission's decision. This would go to City Council and would be publicly noticed. The appellant would be required to show how it does not meet the Design Guidelines. It cannot be because they do like the building or that it would be blocking views, too tall, too big or that it's a hotel use. This is the public process. There is no city requirement to meet with the neighbors to say, hey do you like my design or not. This process follows the State and the City process for receiving the public's input in a public hearing.

Chairman Messina asked if this project would go to City Council.

Ms. Patterson replied only if the project gets an appeal from the public and they will have 15 days to appeal the decision from today.

Ms. Donato stated that this is a disservice to the Community.

Emily Johnston stated she works for the Ashley Financial Group in the Parkside building. She is 26 years old and moved here from TN. She came to Coeur d'Alene on vacation, fell in love with the area and moved here two weeks later. The architecture and the history, in the town is huge. Growth is important but feels that the building does not have a small-town feel. It looks like every other town in the U.S.

Eva Carlton stated the project only has the location of parking. They are not providing enough parking. Where are the locals and the workers going to be parking. She has a vrbo a couple blocks from this project. Most of the people are renting cars from the airport. They are not taking ubers. They don't use the cars. They park them and they leave them. Where will the maybe 50 workers going to be parking, maybe McEuen Park and maybe on the street in front of her house. She thinks the parking structure should have another floor to put in more parking. The building is great, but it has inadequate parking.

Cheryl McHale stated she didn't realize the public was not going to be allowed to speak other than the Design items. She opposed the project. It looks beautiful but it does not speak to the residents., She feels there is not enough parking in Downtown Coeur d'Alene. This will obliterate any parking that is available now. This does not feel like a small-town project, but more like a cookie cutter project, it is not unique. This will not add anything to the community.

Ron Hartman stated he is a concerned property owner who pays taxes. He feels that new growth does not pay for itself, because all of our property taxes. His concerns are there has been no study done on the additional hours required by the police department and who will pay for those hours, and more people in city parks. This requires more maintenance and upkeep. This will fall on the homeowners and make the property taxes increase and not on the applicant. The community should not be caring the burden and there should be studies on how much additional police hours are needed, park maintenance and usage before the project is approved. The applicant needs to understand his total operating costs to have a place in the city.

Amber Hellar stated she is sorry for the interruption while Ms. Stroud was doing her presentation. She is new to Coeur d'Alene, and moved here for the small-town kind of feel. She is from Boulder City, NV. Her concern is that a lot of people rent out part of their homes as Airbnb. This hotel will affect those people who have this as their income. The older folks who are on fixed incomes rent out their basements. She would rather support them than putting another corporate hotel in. This is a Marriott. This does not sit well. It's beautiful and they

are way below the height requirements, which is appreciated, but this is not a good fit for downtown Coeur d'Alene.

Barb Letchet stated building does not fit in the downtown. Building belongs in the east end of Sherman. This as a more modern flair. Coeur d'Alene downtown does not need a bigger place. She grew up in Wallace. This building does not have an older feel. She is into quaint buildings. This kind of structure she does not like. She wasn't here when the tall buildings came in. Also, this will take away business from the downtown bars. She is a tourist and likes the history but this building is going too modern.

Ben Prohaska, states he is from Idaho Trust Bank, the adjoining neighbor on the corner for the past 12 years. He has been in business in Coeur d'Alene for over 30 years. He questioned how the east side of the building has been addressed and that there is a blank wall adjoining his building and there is a lack of details on the blank space. This is primarily on the design guidelines. He proposes that the commission table this matter until this issue is addressed. He is in opposition.

Camille Hutchison commented on the last three items of the criteria. Of the 25 guidelines you can plo p this hotel anywhere and it looks any other hotel anywhere. But you look across the street and you see a historic building. She doesn't understand how this building fits the historic part of the downtown feel. She suggested they push this project further east; it fits better. Her other question is parking. She has two kids and this will put a huge strain on the parking. She has a business in the downtown and this will put a huge strain on the parking in the downtown along with her personal home that is close by. She agreed with the comments her mother made that spoke up earlier. It is people that are slamming their car doors all night long coming home from the bars. Why not push this project further east. She would love this project pushed further on down Sherman. She would not have to fight to get to her mail with a hotel traffic across the street.

Shelly Moore addressed the location of parking and asked for assurance that a study will be done about the impacts of the hotel on the neighboring building so that the people in Parkside are not going to have any damage to the building.

Mr. Lange answered yes, there have been studies done.

Ms. Moore spoke up and asked if everyone heard that and remember that Mr. Lange said "yes."

Chairman Messina stated that the applicants can address that issue and that City staff addresses those issues, and work together so that nothing falls down.

Ms. Moore wants to make sure everyone has heard that from Chairman Messina and wants to address the staging of the construction, what exactly is the answer. You just said you are working on it. We want to know, where are you going to be staging, and how is that not going to affect our lives.

Chairman Messina stated he felt the staging was not going to be in the alley or interfere with the alley, but he is not sure. Maybe along Sixth Street, but the City Engineer will sit down with the applicant and make sure that the city traffic is not impacted and that you can get out of your building, etc.

Ms. Moore also asked what are the recourses after this meeting, can they write something to the City Council.

Chairman Messina stated there is an appeal process to the City Council if you or anyone wants to appeal whatever this decision will be today. You have to prove to the City Council why the decision made here today should be reversed. You have to only talk about the design review items and have to prove the facts that those items are wrong and why your appeal should be approved by City Council.

Heidi Romero stated that the decision has already been made that we are getting a hotel unless that we can prove that the design is wrong, is that correct.



Chairman Messina replied the commission's mission is based on the design. The applicant has the right to build on their property per the zoning that the city has put in place many years ago.

Scott Carlton commented that there is a rundown facility on the other end of Sherman right off the freeway. It's as big of space as this one. You can build just as easy down there, you would not interrupt anything, you would have access to the freeway, and it would help build up that east end of Sherman. You could shuttle service to downtown and all these problems would go away. That would be the perfect location.

**Public Testimony closed**

**Commission Discussion:**

Commissioner Ingalls stated the comments today did not address the guidelines and the decision that the commission needs to make. With respect to the blank east wall, there is articulation and different materials. It has been broken up nicely. If you look, at the design standard and really dig down, the blank wall standard only applies to the abutting streets, which are Sixth Street and Sherman Avenue. He indicated that the chairman pointed at one part of the wall that is blank but it's below the definition of what a blank wall is. If you want throw some art on it, he would support that, but he feels this standard has been met. There is no need for another meeting. He knows people are not going to be pleased about a hotel at this location, whether it's two stories or less. The items that he sees are adequately addressed.

Commissioner Lemmon questioned the blank wall is it only the streetscapes.

Ms. Patterson replied if you look at the standards it specifically reads the abutting streets, which is immediately next to the building.

Commissioner Lemmon stated that circulation and parking is a mess, but we can't do anything about it. It would be helpful to go off of Sixth Street as a design departure to allow for a parking entrance. With the alley being 15 feet that entrance is not going to get used and turning is going to be a nightmare. Mr. Bosley needs to address this. If we have to use Sixth Street as a pedestrian-oriented street and Sherman Avenue as a vehicular-oriented street there is a concrete wall that is 6' tall where the windows are up but they are not on ground level. There needs to be benches, planting areas, or setbacks to make it more pedestrian oriented. He does not think the wall has been addressed as a pedestrian wall and he would like to see this wall change if it's not going to be accessed for the parking, which he thinks it should be and not on Sherman Avenue. But he does not get to make that choice even though its part of the entrances. It is very dark with no lighting and maybe if you wrap the patio area and set the windows back along Sixth Street. He asked if there can be some planting materials used. The awning would be okay but it is 14' in air. It is not going to protect you from anything.

Commissioner Snodgrass stated there are no public street lights shown along Sixth Street which means it is going to be very dark. She would like to see street lights. It would be nice if there could be some benches added or actual public use features would be important. The guidelines states that trees should be 20 to 40 feet apart; right know it looks like maybe they are 50 feet apart.

Mr. Nilson, the applicant, would like to address the question regarding the historical feature question. Coeur d'Alene has two elements of historical features. One that is west of this project this is turn of the century which is the late turn of the century. This block is the transition because you have some very modern building starting on Sixth Street with the two residential tower buildings. Our approach was to use materials that are historical such as brick. We are not using stucco; we are using solid materials. On this side of the city is more of a contemporary style. We are dividing the building in three ways.

Commissioner Lemmon states there is the Masonic building and there is more of contemporary architecture that way on the street.

Commissioner Pereira stated the Marriott has more historical architecture features than the two new towers have. The two new towers have no historical features and they were approved.

Chairman Messina asked about Sixth Street and if there is any landscaping needed.

Ms. Patterson replied that the urban forester, Nick Goodwin, would make sure all requirements would be met regarding street trees.

Chairman Messina stated the canopy fits the guidelines, the lighting is under the canopy, and in his opinion, there is no second meeting needed.

DRAFT

Commissioner Priest asked about the pedestrian-oriented street guideline that calls for a lively, friendly pedestrian street. Is there any other guidance for us to look at.

Ms. Patterson replied there are factors that make it fit in the guidance such as store front windows, lighting, signage, landscaping, and no vehicle access.

Commissioner Priest wants to clarify that a lot of work went into to make Sherman Avenue pedestrian friendly which is a vehicle orientated street. He asked how has this been defined in the past from the commission. As a new member, he's curious in terms of whether or not it's required additional planning and asked are there additional criteria as far as anything historically regarding discussions about creating a lively pedestrian friendly environment as far as that street in concerned.

Ms. Patterson replied the most recent example would be the Thomas George approval that came through this Commission and they had to do a design departure because they had there parking garage access on a pedestrian-oriented street. There were concerns about vehicles with that project as well. There was additional signage required. They had to have some details on the sidewalk to make it very clear for the vehicles leaving and entering to look for pedestrians coming through, as well as additional planting and a canopy with flashing lights. There was an approval with conditions to meet the guidelines on the approval criteria.

Chairman Messina clarified with Ms. Patterson if the commission put conditions on the findings how that works with city staff moving forward with applicant.

Ms. Stroud and Ms. Patterson replied if it's something small the applicant would comply and move forward.

Mr. Nilson replied he understood that the pedestrian side of the building that the city wanted the building up against the property line so anything that would need to be added they would have to go away from the property line. The building is designed to go up against the sidewalk. Adding benches or planters would not be conforming with the city guidelines for a clear walkway because it would be too narrow.

Ms. Patterson stated that if benches were a condition that they couldn't be placed in the public right-of-way without an agreement with the city.

Mr. Lange commented that they could work with a local artist regarding the wall to add an artistic feature on the bottom panel.

Commissioner Lemmon suggested on the pedestrian street side there is too much concrete on the wall. He thinks Sherman Avenue should be the pedestrian street but he does not get to make that decision. It's not very friendly to walk along a concrete wall.

Chairman Messina asked about moving the windows back without moving the structure back.

Mr. Lange replied that is the dining area and the exit corridor. Moving the windows would be in conflict with the fire code for that area.

Chairman Messina suggested working with the Arts Commission on the whole wall along Sixth Street and make more of a historical art rendering of the City of Coeur d'Alene and said the applicant could work with staff.

Commissioner Ingalls agreed that this could work with architectural detailing as well. The applicant could use some concrete detailing that is rough formed or a split faced sort of treatment.

### **Discussion Closed**



**Motion by Commissioner Ingalls, seconded by Commissioner Pereira, to approve Item DR-1-24 with the five proposed conditions and an additional condition to have the applicant team work with city staff to enhance the concrete band and wall along Sixth Street to enhance the pedestrian-oriented street, considering architectural features and/or artwork. Motion carried.**

ROLL CALL:

Commissioner Ingalls	Voted	Aye
Commissioner Lemmon	Voted	Aye
Chairman Messina	Voted	Aye
Commissioner Pereira	Voted	Aye
Commissioner Snodgrass	Voted	Aye
Commissioner Priest	Voted	Aye

Motion to approve carried by 6 a 0 vote.


**ADJOURNMENT:**

Motion by Commissioner Lemmon, seconded by Commissioner Snodgrass to adjourn the meeting. Motion carried.


The meeting was adjourned at 2:45 p.m.

Prepared by Traci Clark, Administrative Assistant


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# **PUBLIC HEARING**



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# STAFF REPORT



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**DESIGN REVIEW COMMISSION  
STAFF REPORT**

**FROM:** TAMI STROUD, ASSOCIATE PLANNER

**DATE:** MARCH 28, 2024

**SUBJECT:** DR-2-24: REQUEST FOR THE FIRST MEETING WITH THE DESIGN REVIEW COMMISSION FOR A PROPOSED FIFTEEN (15) STORY HOTEL WITH A RESTAURANT, RETAIL/OFFICE SPACE AND A THREE (3) STORY PARKING GARAGE FOR GUEST PARKING IN THE DC (DOWNTOWN CORE) DISTRICT

**LOCATION:** 101 AND 123 E. SHERMAN AVENUE AND PROPERTIES NORTH OF THE ALLEY AND SOUTH OF LAKESIDE AVENUE BETWEEN FIRST AND SECOND STREETS LEGALLY DESCRIBED AS CDA & KINGS ADD INCLUDING 75.9 FEET OF TAX#1646, TAX#1686, TAX#4556 RESERVE BLOCK, LOTS 2 AND 3, WEST 35 FEET OF LOT 4, AND TAX#4557 BLOCK Y, TOTALING 50,442 S.F.

**PROPERTY OWNER:**  
Hagadone Hospitality Co.  
P.O. Box 6200  
Coeur d'Alene, ID 83814

**APPLICANT:**  
Cory Trapp, Architect  
LTA Architects  
9677 N. Wayne Dr. Suite "A"  
Hayden, ID 83835

**CONSULTANT:**  
John Barlow, JRB Properties

**APPLICANT'S REQUEST**

Cory Trapp, Project Architect with LTA Architects, on behalf of Hagadone Hospitality Co., is requesting a First Meeting with the Design Review Commission for a multi-story hotel, to include retail/office space, a restaurant and a detached three (3) level parking structure. The proposed project will have approximately 139 rooms, 6,000 S.F. restaurant with a seasonal rooftop bar, 3,775 S.F. of retail/office space and a detached parking structure for guest parking. The subject property is in the Downtown Core (DC) zoning district, and must adhere to the Downtown Coeur d'Alene Design Guidelines.

**DECISION POINT:**

Should the Design Review Commission approve the design for the 15-story "Sherman Tower" hotel, restaurant and parking structure located at 101 and 123 E. Sherman Avenue and properties north of the alley and south of Lakeside Avenue between First and Second Streets in the Downtown Core (DC) zoning district either with or without conditions, or direct modifications to the project's design and require a second meeting?

**DESIGN REVIEW AUTHORITY:**

The Design Review Commission (“DRC”) is tasked with reviewing the project to ensure compliance with all applicable design standards and guidelines. This project is located within the Downtown Core (DC) zoning district and located on a block that is designated as a vehicular-oriented street. The DRC will provide feedback to the applicant and staff on how the applicable design standards and guidelines affect and enhance the project. The DRC will provide direction to the applicant, and may suggest changes or recommendations to the proposed project. The DRC may render a decision during the First Meeting, or request an Optional Second Meeting.

**All exterior projects south of the midblock of Lakeside/Coeur d’Alene, all street façade alterations, and all exterior expansions trigger review by the Design Review Commission if located in the Downtown Core (DC) zoning district. (Municipal Code § 17.09.320(A))**

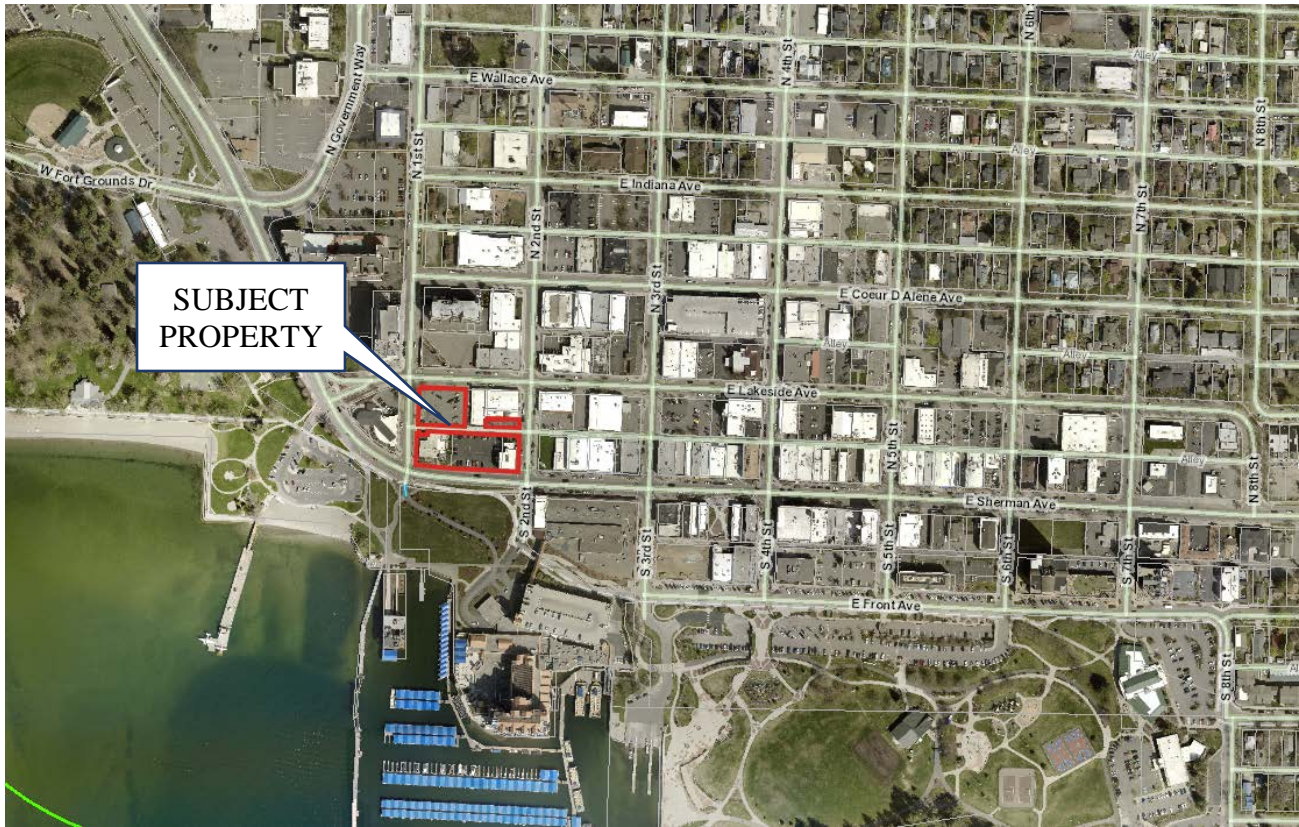
A development applicant shall participate in the design review process as required by this Article before substantive design decisions are fixed and difficult or expensive to alter. The City will work with the applicant in a collaborative fashion so that the goals of both the City and the applicant can be met to the greatest degree possible, and to address the concerns of neighbors and the community. In order for this process to work effectively, the applicant must be willing to consider options for the project’s basic form, orientation, massing, relationships to existing sites and structures, surrounding street and sidewalks, and appearance from a distance. (Municipal Code § 17.09.325)

The applicant has the obligation to prove that the project complies with the adopted design standards and guidelines, which serve as the basis for the design review. The design review commission may not substitute the adopted standards and guidelines with other criteria of its own choosing. Nor may it merely express individual, personal opinions about the project and its merits. Nevertheless, it may apply its collective judgment to determine how well a project comports with the standards and guidelines and may impose conditions to ensure better or more effective compliance. It also must be recognized that there will be site specific conditions that need to be addressed by the commission as it deliberates. The commission is authorized to give direction to an applicant to rectify aspects of the design to bring it more into compliance. The commission is authorized to approve, approve with conditions or deny a design following the Optional Second Meeting with the applicant. (Municipal Code § 17.03.330)

The Design Review Commission may grant or deny the application, or grant the application with such conditions as are, in its judgment, necessary to ensure conformity to the adopted standards and guidelines. The Commission shall make written findings to support its decision, specifically stating how the project conforms to the adopted design standards and guidelines or how it does not. A copy of the Commission's decision shall be mailed to the applicant and the Director shall make the commission's decision available for public inspection. The Commission has the power to table a decision to a later date and request an additional meeting. (Municipal Code § 17.03.335)



**PROPERTY LOCATION MAP:**



**AERIAL PHOTO:** SUBJECT PROPERTY



**BIRDSEYE AERIAL PHOTO:**





## PROJECT OVERVIEW

The project site is comprised of several lots totaling 50,442. S.F. along Sherman Avenue between 1st and 2nd Streets, a lot on the southeast corner of First Street and Lakeside Avenue, and a small lot on the north side of the alley near Second Street. An existing three-story office building and a two-story restaurant will be demolished along Sherman Avenue to accommodate the construction of the new hotel and restaurant. The applicant is proposing a 15-story mixed use building with retail and hotel amenities on the first floor and 14 floors of guest suites with 139 guestrooms, a 6,000 S.F. restaurant and 3,775 S.F. of retail/office use. The main entrance to the hotel will be located on the corner of Sherman Avenue and Second Street, with a secondary entrance and covered drop off located on the alley side of the building. In addition, a three (3) level detached parking structure will be located behind the hotel and restaurant, on the corner of First Street and Lakeside Avenue. The parking structure will provide parking for the hotel and restaurant. One level of parking is below grade and two floors of parking will be above grade. The lower level of the parking structure will be accessed from the alley and the upper levels will be accessed from Lakeside Avenue. There are nine (9) existing parking spaces located on the east end of the alley that will provide additional parking and ADA parking for the hotel. The proposed restaurant, with a seasonal roof top bar, will be constructed on the corner of Sherman Avenue and First Street. The entrance for the restaurant will be located on First Street, with a secondary entrance and covered drop off located on the alley side of the building. Parking for hotel guests and the restaurant will be provided in the parking structure on

the corner of First and Lakeside Avenue. There are also nine (9) additional parking spaces located on the east end of the alley that will provide ADA parking for the hotel guests. The total height of the building is 190' tall (168' plus 22' for architectural features) and is below the maximum height allowed in the Downtown Core (DC) which is 220' tall. The proposed project is located in the DC (Downtown Core) zoning district, and must adhere to the (DC) Downtown Core Design Guidelines and Standards.

A total of 109 parking spaces are proposed for the project. The DC code requires 90 parking spaces for the combined uses; 70 spaces are required for the hotel (Minimum 0.5/room to max 2.0/room), the office/retail use requires eight (8) spaces, and the restaurant use requires twelve (12) spaces. Additional parking is available in the existing parking structure at the Coeur d'Alene Resort, across the street to the south, if needed. Parking will also be available to staff on the north side of the parking garage at an existing surface lot on Lakeside Avenue between First and Second Streets.

- **PROPOSED BUILDING AREA:** (excluding floors dedicated to parking, elevators, staircases, mechanical spaces and basement)

**SITE AREA:** 50,442 S.F. (1.158 ACRES)

**FLOOR AREA RATIO (FAR):** 50,442 SF (lot size) X 4.0 (basic allowable FAR in DC)

**FAR ALLOWED:** 201,768 S.F. (4.0 FAR)

**FAR PROVIDED:** 127,990 S.F. (2.54 FAR)

#### **DESIGN REVIEW PROCESS:**

A Project Review meeting with staff was held on **December 12, 2023**. During that meeting, staff discussed the proposed project with the development team and provided concerns and code requirements that needed to be addressed. The Sherman Tower elevation on the following page was submitted as part of the Project Review application submittal. Staff did an analysis of the proposed hotel based on the code requirements noted in the Basic Development Standards and Downtown Design Guidelines. The proposed hotel, restaurant and parking structure meet the Basic Development Standards noted in the Downtown Core (DC) zoning district. Staff provided feedback to the applicant's architect addressing each Downtown Core Design Guideline and providing details to the design team on how they can meet the guidelines where deficiencies were noted in the Project Review meeting staff report provided by Planning staff.

**“Sherman Tower” (South Elevation): Project Review Meeting held on December 12, 2023**



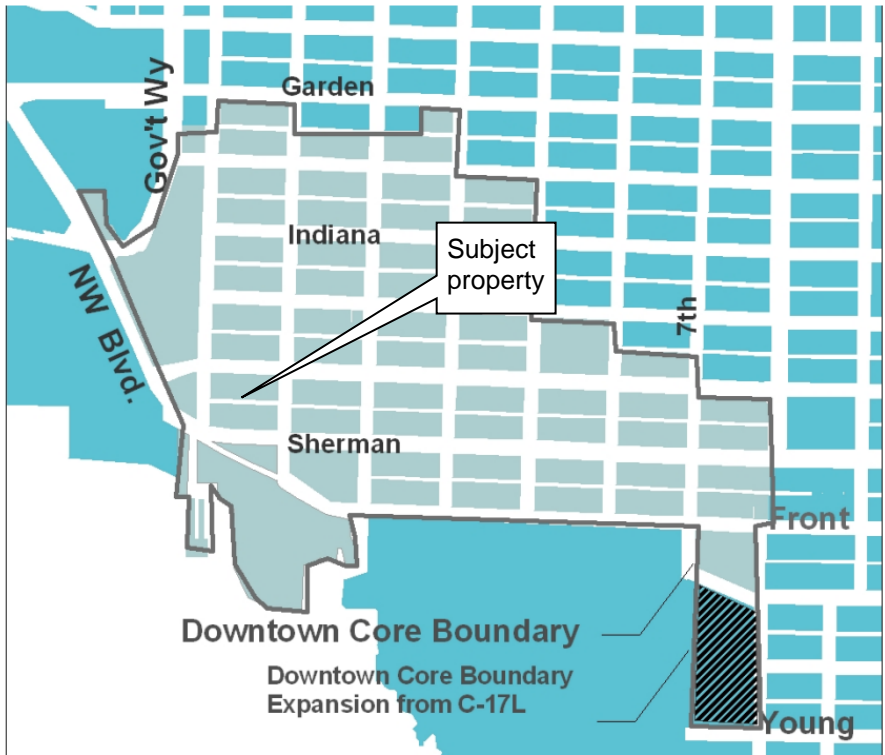
The project architect addressed the items noted in the Project Review meeting staff report and provided the required updates for staff for the Initial Meeting with Staff to review for code compliance in the Downtown Core (DC) zoning district.

The required Initial Meeting with staff was held on **December 20, 2023**. During the meeting, staff reviewed the DC Downtown Coeur d’Alene Guidelines and Development Regulations and discussed the following items with the applicant team:

- A. Guidelines that apply to the proposed development,
- B. Any FAR Bonuses to be requested, and
- C. Requested Design Departures.

**DC – Downtown Core**

This district is envisioned to have the highest intensity uses, especially retail, office, residences, and hotels contained within low-rise, mid-rise and high-rise buildings. Shops and restaurants would be located along key streets. Major public spaces and buildings would anchor the district. Over time, parking would be increasingly located within structures.





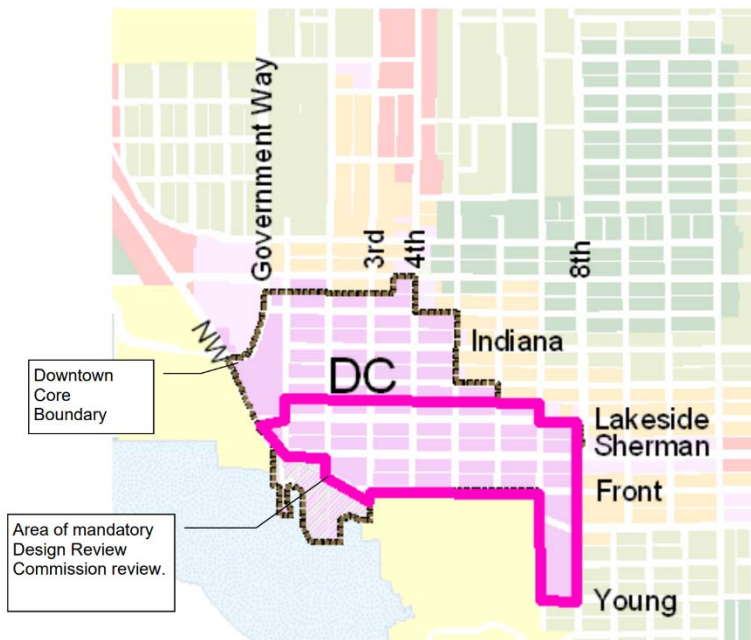
## DESIGN GUIDELINES

### DOWNTOWN COEUR D'ALENE

#### DOWNTOWN DESIGN GUIDELINES

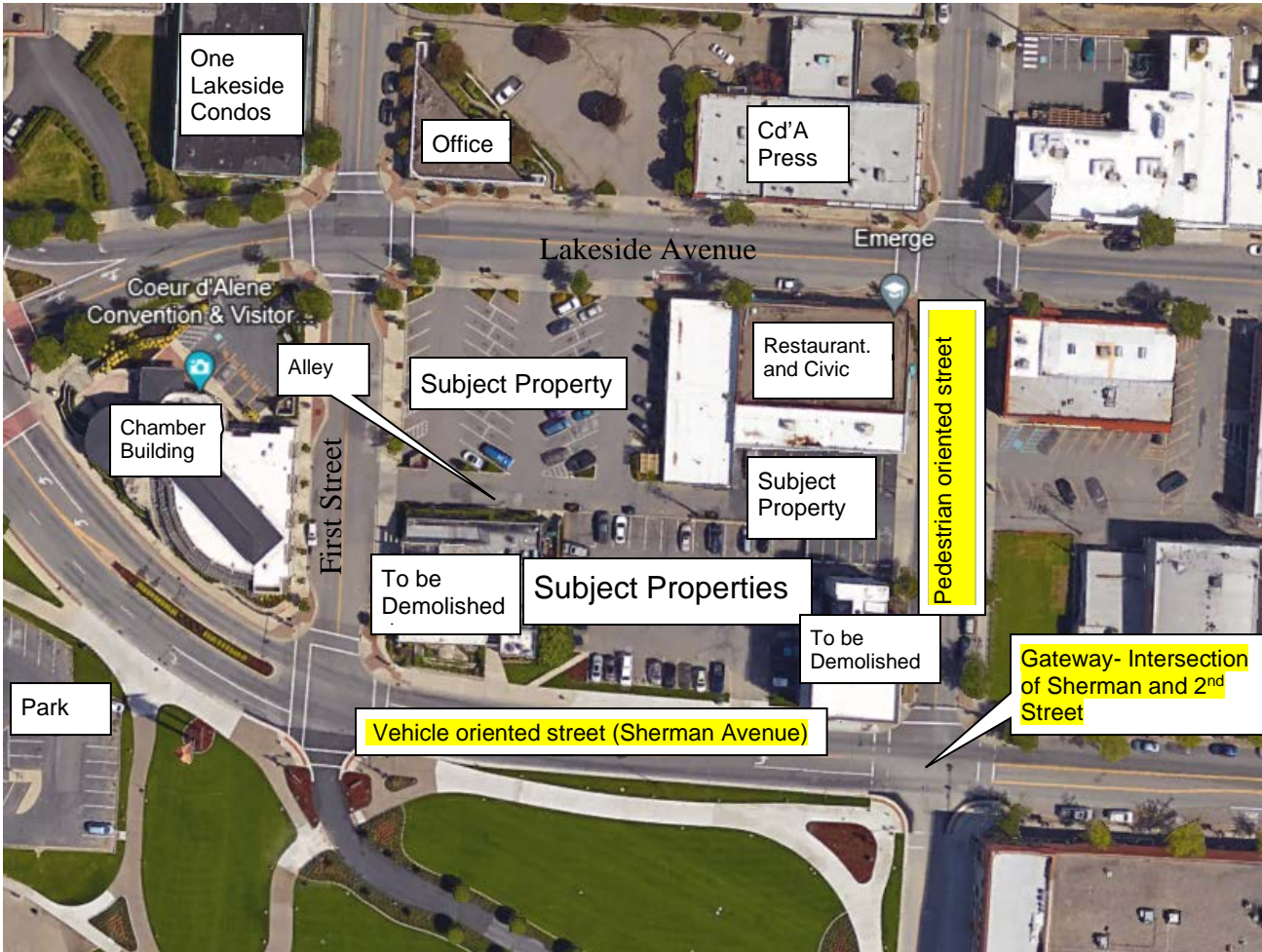
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District Boundaries





**Aerial Photo (showing existing conditions and designations):**



**SITE PHOTO – 1:** View from the intersection of 2<sup>nd</sup> Street and Sherman Avenue looking northwest at the proposed site. There are two (2) existing structures on the site that will be removed including the Johnson Building and a former Momo’s restaurant on the west side of the project site.



**SITE PHOTO – 2:** View from the grassy area in front of the Coeur d’ Alene Resort from the south side of Sherman Avenue looking northwest toward the project site which includes (right to left) the Johnson Building, parking lot, and the former MoMo’s restaurant.





**SITE PHOTO – 3:** View from the south side of Sherman Avenue looking north at the existing parking lot centered between the two existing structures of the subject property. The One Lakeside Condo building is in the background to the left.



**SITE PHOTO – 4:** View from the interior of the site looking west toward the Johnson Building.



**SITE PHOTO – 5:** View from the interior of the site looking north toward the alley with the neighboring businesses and condo building to the north.



**SITE PHOTO – 6:** View looking west toward First Street along the alley and an existing parking lot. Photo taken from the northeast portion of the subject property.



**SITE PHOTO – 7:** View from the south side of Sherman Avenue looking north at the former MoMo's restaurant which will be removed for a future restaurant to be located as part of the hotel/restaurant project.





**SITE PHOTO – 8:** View looking west along the Sherman Avenue sidewalk in front of the project site between First and Second Streets.



**SITE PHOTO – 9:** View looking south from the north side of Sherman Avenue toward the Coeur d'Alene Resort to the southwest.



**SITE PHOTO – 10:** View looking north from the intersection of First Street and Sherman Avenue at the properties west and northwest of the subject property, including the Chamber building and One Lakeside.



**SITE PHOTO – 11:** View looking north along the existing sidewalk from First Street toward Lakeside Avenue.





**SITE PHOTO – 12:** View looking southeast from First Street at the existing former restaurant structure to be removed. The Coeur d'Alene Resort is in the background.





**SITE PHOTO – 13:** *View looking east along the alley from First Street toward Second Street.*



**SITE PHOTO – 14:** *View looking south along the existing sidewalk from First Street toward Sherman Avenue. The subject property is directly to the east (left hand side of the photo).*



**SITE PHOTO – 15:** View from Lakeside Avenue looking south at a portion of the subject property where the parking garage will be located with Sherman Avenue and the Coeur d'Alene Resort further to the south.





**SITE PHOTO – 16:** View from the south side of Lakeside Avenue in front of the subject property, looking west, with One Lakeside Condominiums on the right and Northwest Boulevard beyond the condos.





**SITE PHOTO – 17:** View looking northwest at the One Lakeside Condominiums and an existing office building on the right.



**SITE PHOTO – 18:** View from the sidewalk on the south side of Lakeside Avenue looking southeast at Lyfe Public House restaurant and parking area.





**SITE PHOTO – 19:** View along the alley between First and Second Streets looking at a portion of the project site looking northeast. Nine (9) parking spaces will be provided at this location for the proposed hotel drop off on the south side of the alley.



**SITE PHOTO – 20:** View from the east side of Second Street looking south toward the resort. The Johnson building (to be demolished) is on the right in the photo.



**SITE PHOTO – 21:** View from the intersection of Second Street and Sherman Avenue looking south at the Resort Shops, the Coeur d'Alene Resort and the associated parking garage.





**SITE PHOTO – 22:** View from the corner of Second Street and Sherman Avenue (on the east side of the intersection) along the sidewalk looking east with Hudson’s restaurant in the background.





## DESIGN REVIEW ANALYSIS

The following pages provide an overview of the required design guidelines and the project components.

### Applicable Downtown Core Design Guidelines:

The following design standards and guidelines are applicable to the proposed project, unless otherwise noted. The DRC shall review the proposed design to ensure compliance with these criteria.

- Location of Parking
- Screening of Parking Lots
- Parking Lot Landscaping
- Sidewalk Uses
- Width And Spacing of Curb Cuts
- Screening of Trash/Service Areas
- Lighting Intensity
- Gateways
- Maximum Setback
- Orientation to the Street
- Entrances
- Massing
- Ground Level Details
- Ground Floor Windows
- Weather Protection (**Note: design departure requested**)
- Treatment of Blank Walls
- Screening of Parking Structures
- Roof Edge
- Screening Of Rooftop Mechanical Equipment
- Unique Historic Features
- Integration of Signs with Architecture
- Creativity/Individuality Of Signs

The applicant has provided a detailed analysis of how they believe the project complies with all required design guidelines on pages 49-52. The Applicant's Narrative is also attached.

### Design Departures:

The applicant has requested a design departure for Weather Protection related to the vertical dimension between the underside of the canopy or awning and the sidewalk. Per the DC design guidelines, the vertical dimension between the underside of the canopy or awning and the sidewalk shall be at least 8' and no more than 12'. Currently, the grade of Sherman Avenue slopes from Second Avenue to First Street and drops six (6) feet over the 300-foot street frontage. The proposed design has a canopy height starting at 9' above the sidewalk on the corner of Sherman and Second Street and has a clearance for pedestrian safety from the vertical canopy. In addition, a recessed entry to the hotel provides additional protection on the corner of Sherman Avenue and Second Street. As the sidewalk slopes down to the west, along Sherman Avenue, the canopy's vertical dimension will vary from 12' to 15'. As it follows the slope of the existing grade along Sherman Avenue, at the southwest corner of the project, it is 15'. Along First Street and Sherman Avenue, at the lowest grade, the canopy would have a vertical dimension of 18', which is 6' above the maximum allowable height. The requested design departure is to exceed a portion of the canopy to extend above the 12' maximum design guideline. The architect outlines the justification as the departure of the canopy height would still meet the weather protection requirement for pedestrians, the canopies are designed to follow the horizontal lines of the windows and floor line of proposed building. This will not have any aesthetic or harmful effects to the city or adjacent properties. The canopies will have a solid roof with a metal framework structure that will be painted to match the bronze anodized window frames. Soffits will be clad with prefinished aluminum soffit panels with recessed can lights to provide pedestrian lighting. Due to the slope of the existing site and sidewalk, maintaining the horizontal lines of the building and windows is important to the design of the structure and the design departure will allow us to maintain the integrity of the design. The design departure request includes an exhibit showing how the canopy would look if it were to meet the guideline. The applicant has provided a justification for the requested Design Departure on pages 28 and 30 of the staff report. (WEATHER PROTECTION) – DESIGN DEPARTURE REQUESTED

**DESIGN DEPARTURE CRITERIA:**

An applicant may request a design departure from any of the design guidelines adopted pursuant to this section. The planning director will review all requests for design departures on projects not subject to design review commission review under section [17.09.315](#) of this title. In order for the planning director to approve a design departure, he or she must find that:

1. The requested departure does/does not meet the intent statements relating to applicable development standards and design guidelines.
2. The departure will/will not have a detrimental effect on nearby properties or the city as a whole.
3. The project's building(s) exhibits a high degree of craftsmanship, building detail, architectural design, or quality of materials that are not typically found in standard construction. In order to meet this standard, an applicant must demonstrate to the planning director that the project's design offers a significant improvement over what otherwise could have been built under minimum standards and guidelines.
4. The proposed departure is/is not part of an overall, thoughtful and comprehensive approach to the design of the project as a whole.
5. The project must be consistent with the comprehensive plan and any applicable plan. (Ord. 3328 §8, 2008; Ord. 3192 §10, 2004)

These same review criteria are used by the Design Review Commission in considering a design departure request.

***Applicant's Design Departure Request:***

February 7, 2024

City of Coeur d'Alene  
Design Review Commission  
710 Mullan Avenue  
Coeur d'Alene, ID 83814

**RE:     Design Departure for  
          Sherman Tower Hotel  
          Design Guidelines**

Dear Design Review Commission,

On behalf of Hagadone Hospitality, we would like to request a design departure from the Downtown Coeur d'Alene Design Guidelines in regards to weather protection on the Sherman Avenue frontage for the proposed Sherman Tower Hotel.

The weather protection guidelines state: *The vertical dimension between the underside of a canopy or awning and the sidewalk shall be at least 8 feet and no more than 12 feet.*

Currently, the grade of Sherman Avenue slopes from Second Avenue to First Street and drops 6 feet over the 300-foot street frontage. To enhance sight lines and reduce the need for level changes and ramps withing the building the floor of the proposed hotel will be one level from Second Street to First Street. Starting at Second Street the proposed underside of the canopy will be at 9 feet. In our design we would like to maintain the clean horizontal line for the canopies that coordinates with the windows. Moving west along Sherman Avenue the sidewalk drops in elevation causing the vertical dimension to the underside of four of the canopies to exceed the 12-foot height dimension. The four western most canopies will have a vertical dimension that will vary from 12 feet to 15 feet as the sidewalk slopes down to the west. Therefore, we are requesting a design departure for the four western most canopies to exceed the 12-foot vertical clearance based upon the following:

1. The canopies will provide the intended weather protection from rain and snow, per the design guidelines, for pedestrians walking along Sherman Avenue.
2. The canopies are designed to follow the horizontal lines of the windows and floor line of proposed building. This will not have any aesthetic or harmful effects to the city or adjacent properties.
3. The Design Guidelines do not require or dictate how much of the frontage is required to provide weather protection. The proposed canopies will project 5 feet from the façade and will provide coverage approximately 75% of the Sherman Avenue Frontage for pedestrians.
4. The strong horizontal lines of the canopies will help define the base of the building.
5. If the canopies stepped down with the grade on Sherman Avenue, they would start to block views from the building and interrupt the strong horizontal lines of the building architecture.
6. The project is consistent with the comprehensive plan as follows:

- a. Primary land uses in the Downtown area are retail, restaurant, office, residential and hospitality. The proposed hotel and restaurant will add to and fits well with the existing mix of uses to Downtown.
- b. The comprehensive plan indicates that the Downtown Core has specific guidelines and standards for the design of new development which are intended to encourage high intensity, pedestrian oriented retail, service and residential uses. The proposed project has been designed to meet the design guidelines and standards.
- c. Historically the site on the corner of First and Sherman was originally constructed as a bank, but has been the site of a restaurants over the past 18 years. A new restaurant is proposed for this same site.
- d. The parking lot located on Sherman Avenue at one time was the location of the Desert Hotel that occupied the site from 1905 until it burned down in 1972. The new hotel will continue the historic use of this site.
- e. Goal CI 2: This project will maintain a high quality of life for residents and businesses that make Coeur d'Alene a great place to live and work. The Hotel and Restaurant will provide jobs and create additional traffic for downtown businesses. The Hotel and Restaurant will strengthen Coeur d'Alene as a tourist destination and meets the comprehensives plan desire for hospitality uses for downtown.
- f. Objective GD 1.5: Recognize neighborhood and district identities. The project is located in the downtown district and will meet the requirements for development. The Hotel Tower will be lower than the maximum height allowed and steps back to reduce the size and impact of the building. Historically, the Desert hotel once occupied this site until it burned down in a fire in 1972.
- g. Objective GD 1.7: Increase physical and visual access to the lakes and rivers. The Hotel Tower has been stepped back from the west side to preserve view corridors for existing and future buildings north of the proposed Hotel. In addition, the main floor of the restaurant has been elevated above the adjacent grade by 7 feet to provide views to the lake over traffic stopped at the intersection of First and Sherman. Public seating will also be incorporated into the corner of First and Sherman to take advantage of views to the lake.
- h. Objective GD 2.2.C04: Work with utility providers to relocate existing above ground utilities underground, as viable. We will work with the utility companies to relocate services in the alley. Intent is to upgraded and move utilities underground.

Attached is an exhibit showing the Sherman Avenue elevation with a highlight indicating the 8-foot and 12-foot canopy heights as they follow the slope of the existing grade.

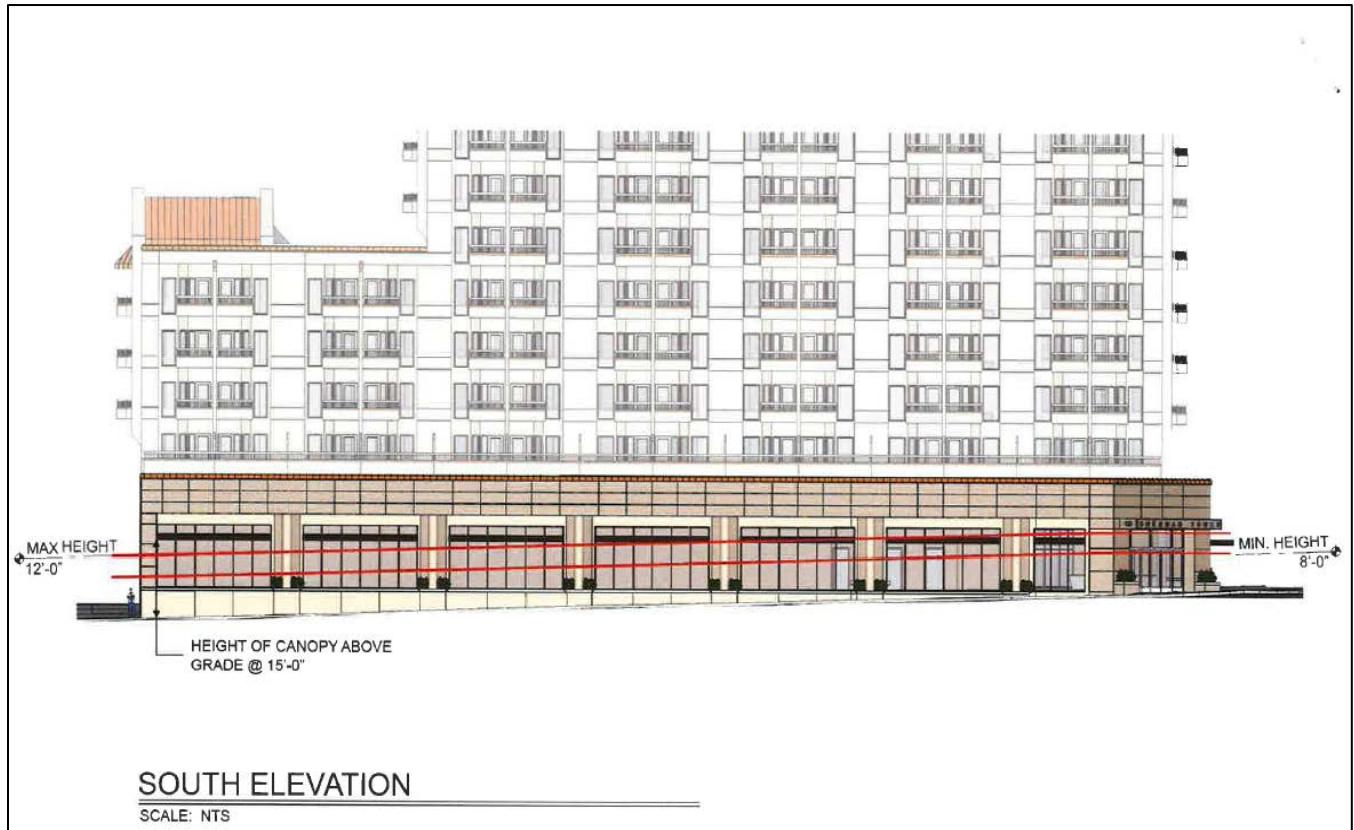
Thank you for your consideration of our Design Departure request. Please contact our office if you have questions or need additional information.

Sincerely,

**LTA Architects,**

Cory D. Trapp, AIA, CSI, NCARB  
Principal/Project Architect

Below is an exhibit showing the Sherman Avenue façades located on the proposed hotel. The black lines represent the canopy and the red lines represent the maximum and minimum heights as described in the guidelines as they follow the slope of the sidewalk.





# DOWNTOWN DESIGN GUIDELINES

## DEFINITIONS

For the purposes of the Downtown Design Guidelines, the following definitions apply:

**Gateways:** Gateways are key intersections within and around the edges of downtown that require special treatment. The gateways are:

- Intersection of Sherman Ave. and Second St.
- Intersection of Sherman Ave. and Fourth St.
- Intersection of Front Ave. and Fourth St.
- Intersection of Sherman Ave. and Seventh St.

**Pedestrian-Oriented Streets:** Streets that are intended to have a lively, pedestrian friendly environment in the downtown. The pedestrian-oriented streets are:

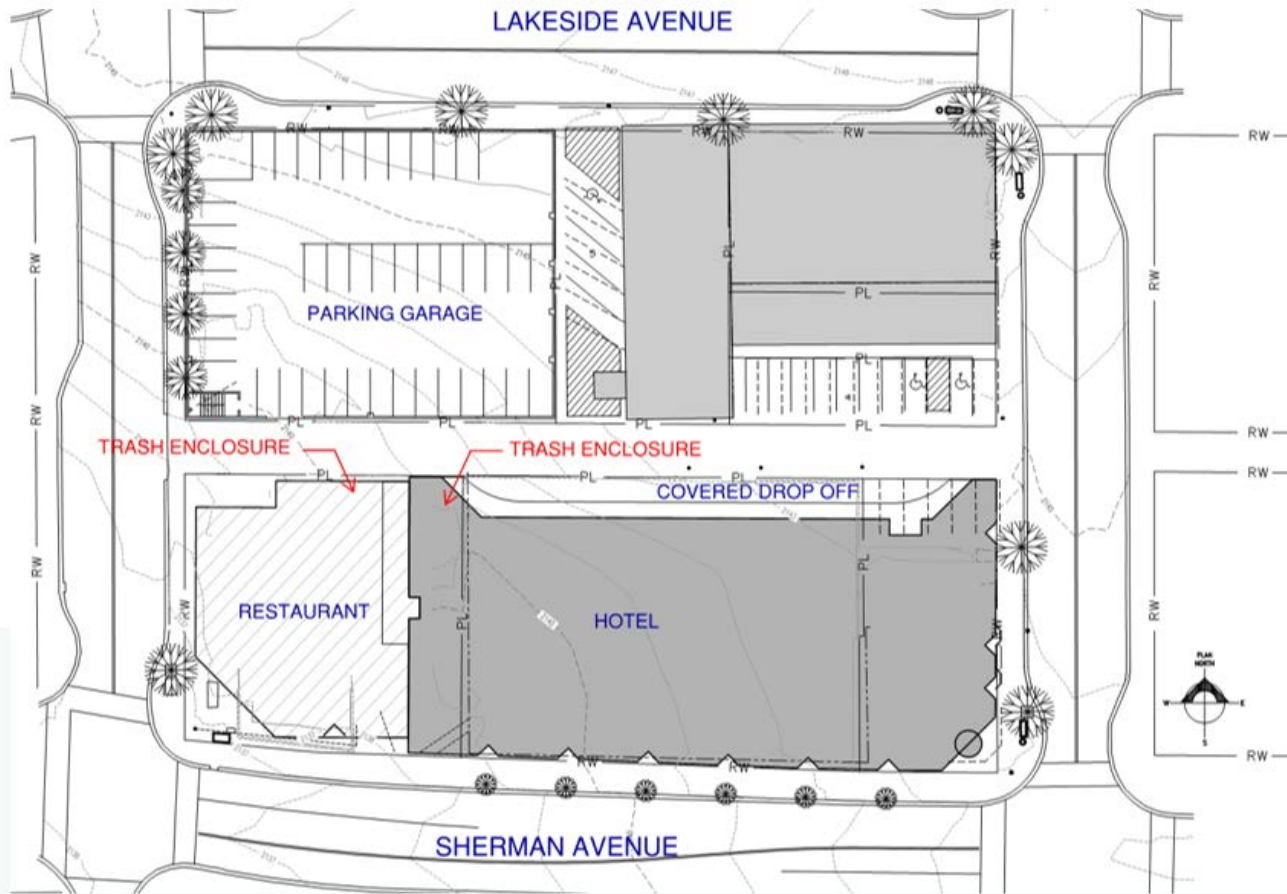
- Sherman Ave. from Second St. to Sixth St.
- Second Ave. from Lakeside Ave. to Sherman Ave.
- Third St. from Lakeside Ave. to Front Ave.
- Fourth St. from Lakeside Ave. to Front Ave.
- Fifth St. from Lakeside Ave. to Front Ave.
- Sixth St. from Lakeside Ave. to Front Ave.

**Vehicular-Oriented Streets:** Streets that are intended to present a lively and inviting environment as vehicles drive through the downtown. The vehicular-oriented streets are:

- Northwest Blvd. from Government Way to First St.
- Lakeside Ave. from Government Way to Seventh St.
- Sherman Ave. from First St. to Second St.
- Sherman Ave. from Sixth St. to Eighth St.
- Front Ave. from Second St. to Seventh St.

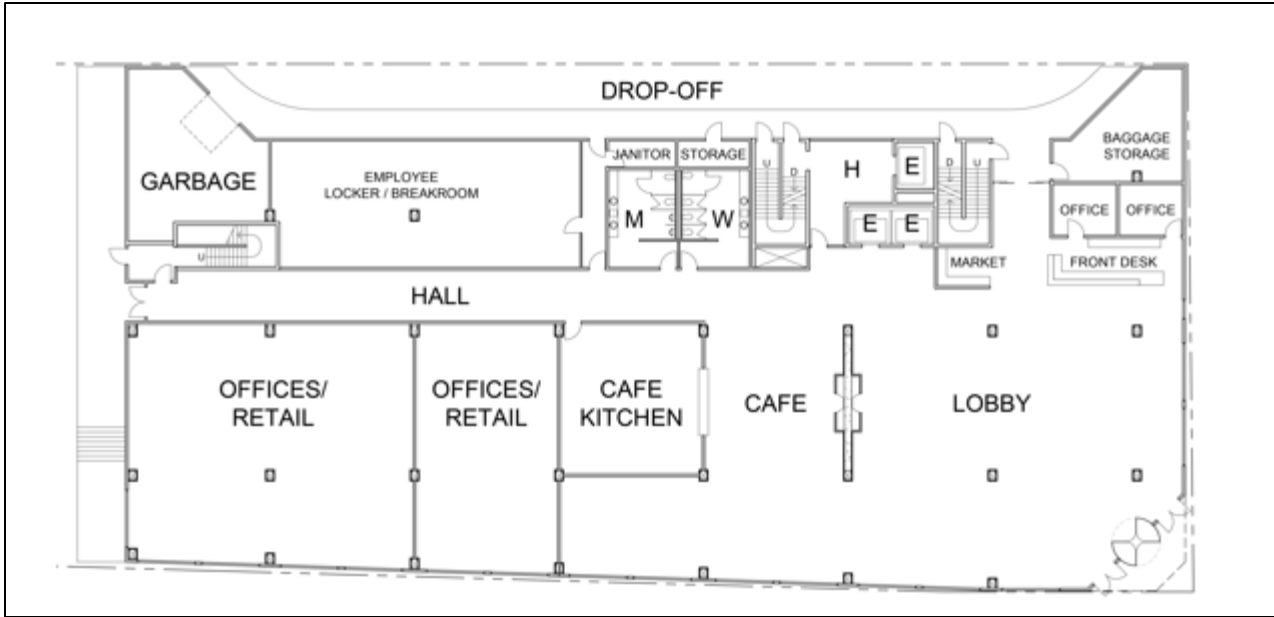
*See exhibit on page 9 showing the location of Gateway, Pedestrian-Oriented Street and Vehicular-Oriented Street in relation to the subject property.*

**SITE PLAN:**

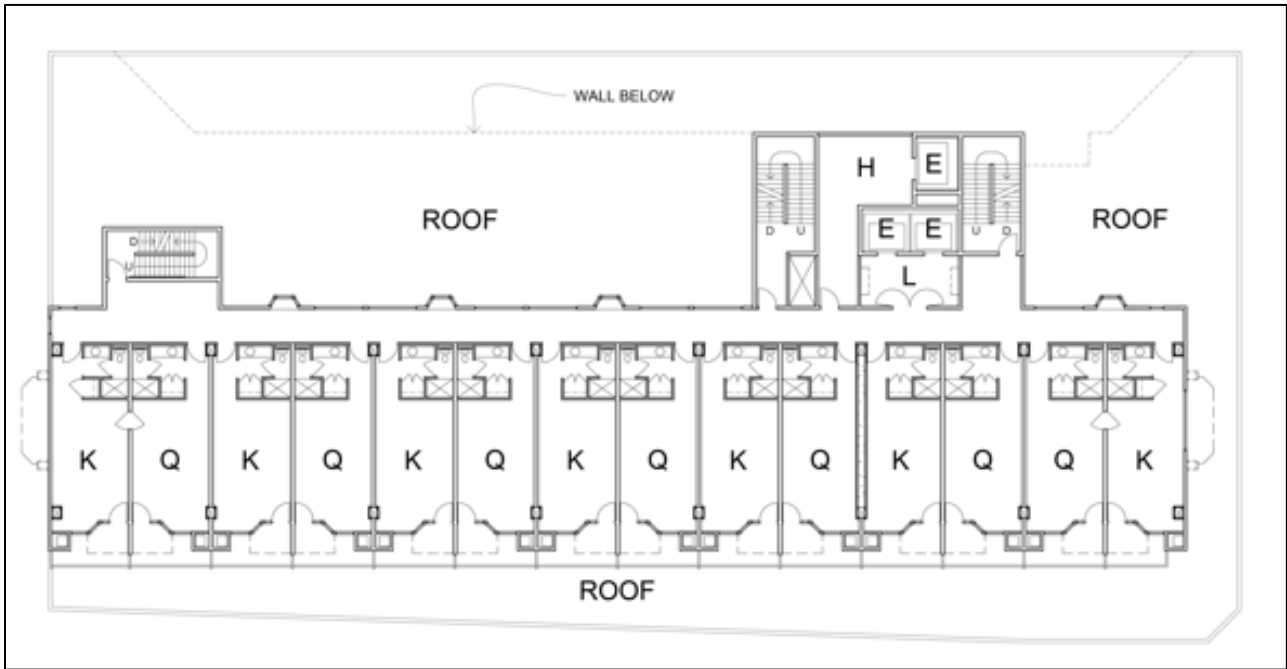


**SITE MAP:**

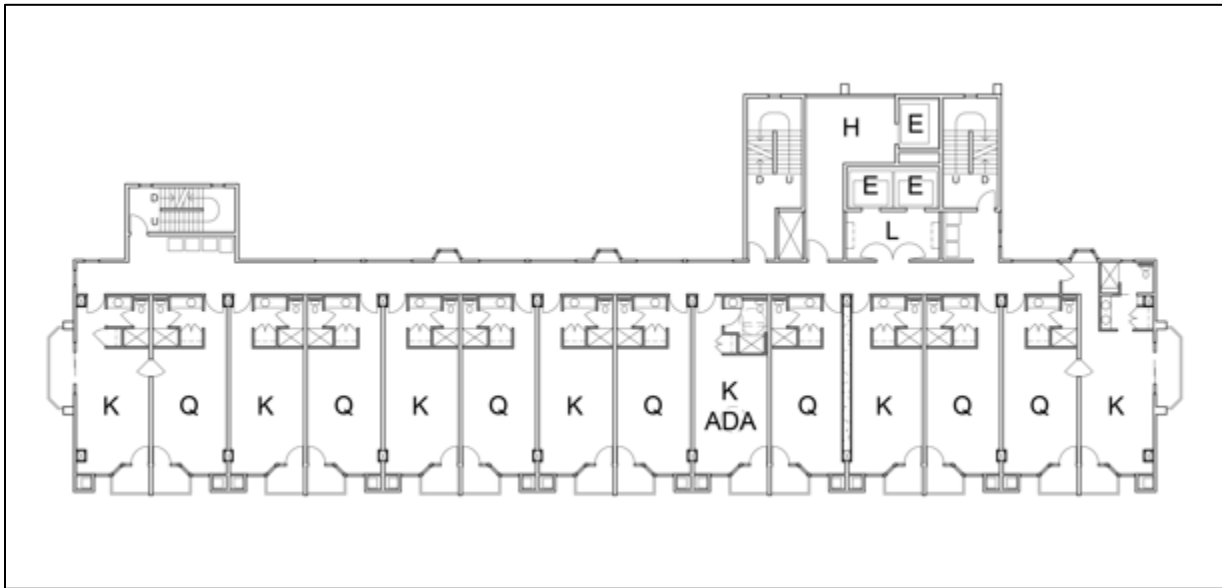




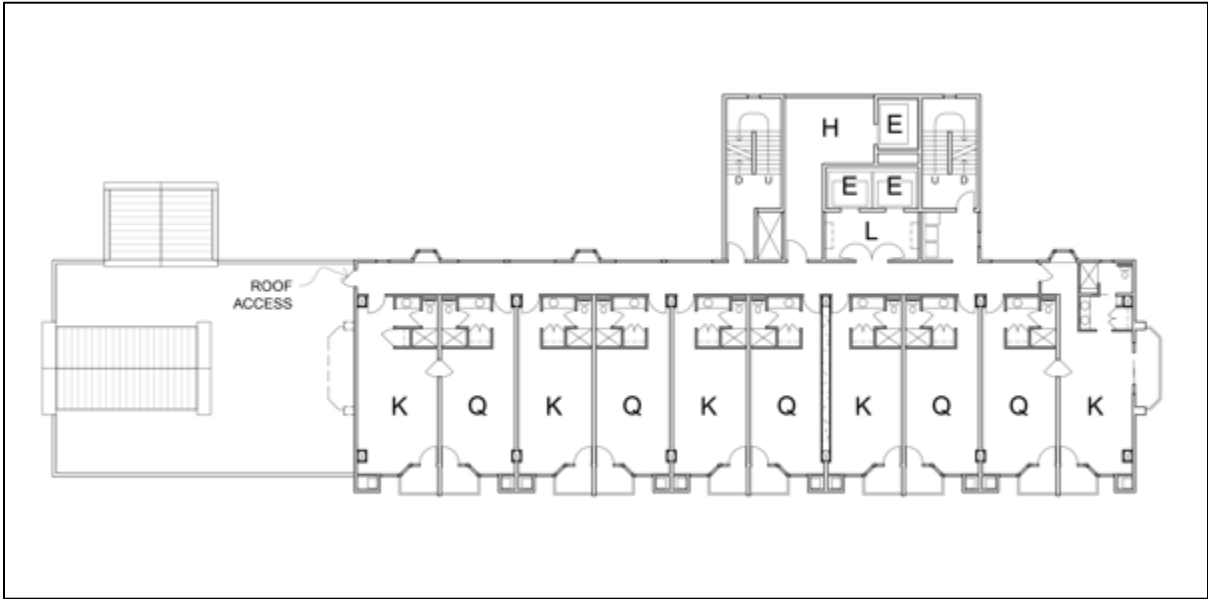
FLOOR PLANS: FLOOR 2



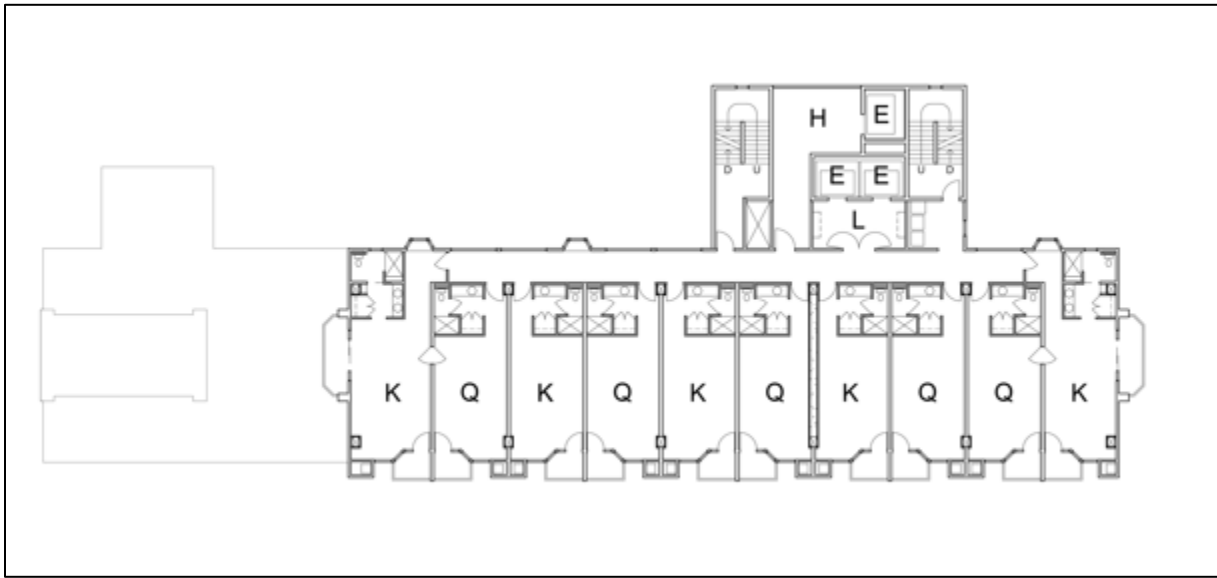
FLOOR PLANS: FLOORS 3-5



**FLOOR PLANS: FLOOR 6**



**FLOOR PLANS: FLOOR 7-9**



**FLOOR PLANS: FLOOR 10**

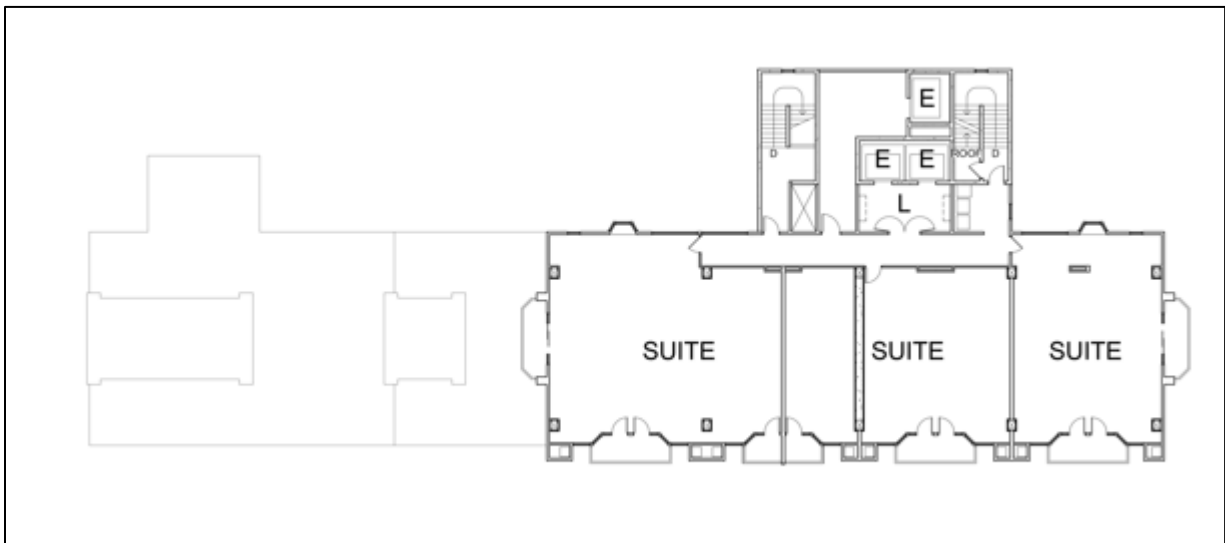


**FLOOR PLANS: FLOOR 11-14**





**FLOOR PLANS: FLOOR 15**



**PROPOSED HOTEL ENTRANCE- SHERMAN AND SECOND STREET:  
(GATEWAY)**



**ENTRANCES - CORNER VIEW OF HOTEL:**



**PROPOSED AZUL RESTAURANT ENTRANCE- SHERMAN AND FIRST STREET:**



**SOUTH ELEVATION:**

ELEVATION  
SOUTHWEST VIEW



**SHERMAN AVENUE VIEW SOUTH ELEVATION:**

# SHERMAN TOWER

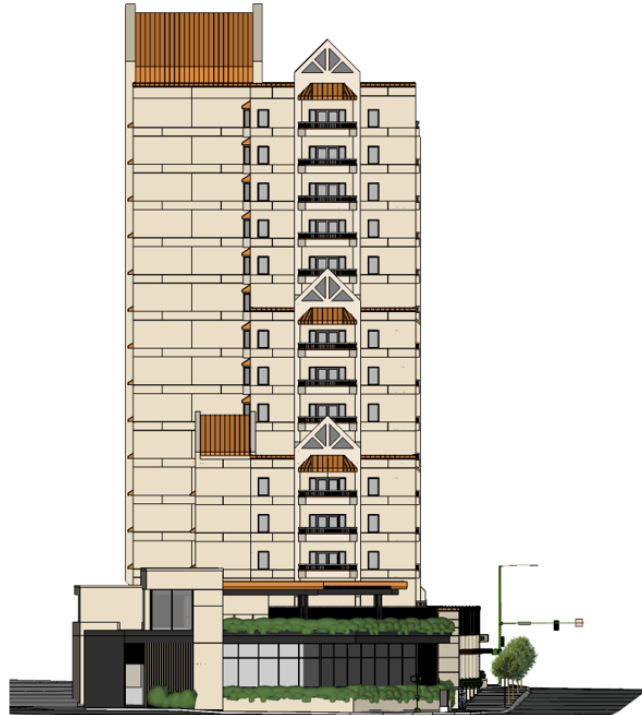
Sherman Avenue view South.



## FIRST STREET VIEW WEST ELEVATION:

# SHERMAN TOWER

First Street View West



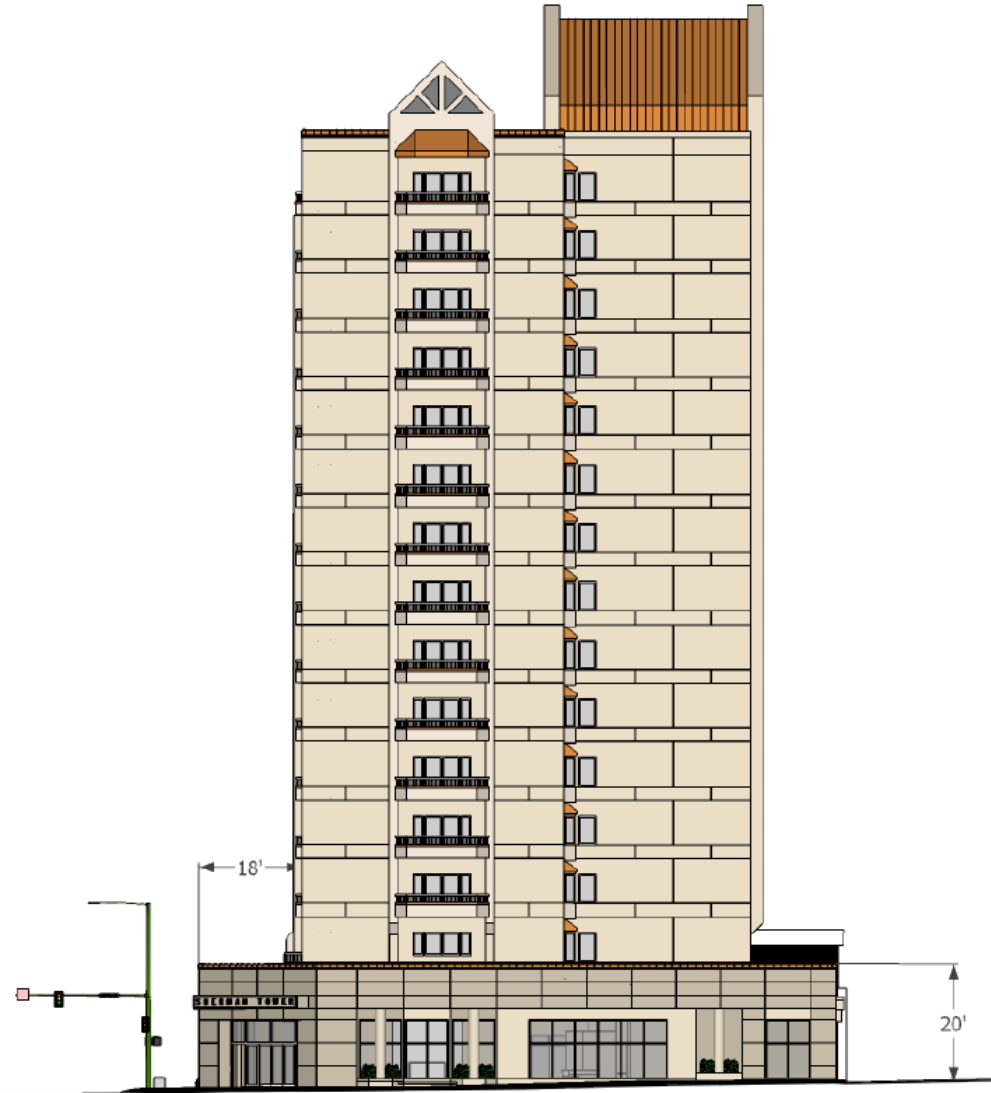
**SHERMAN TOWER: NORTH ELEVATION:**

SHERMAN TOWER

North elevation.



**ELEVATION- UPPER LEVEL SETBACKS- SECOND STREET VIEW EAST:**



**ELEVATION SOUTHWEST VIEW: ACTUAL HEIGHT/POTENTIAL HEIGHT:**





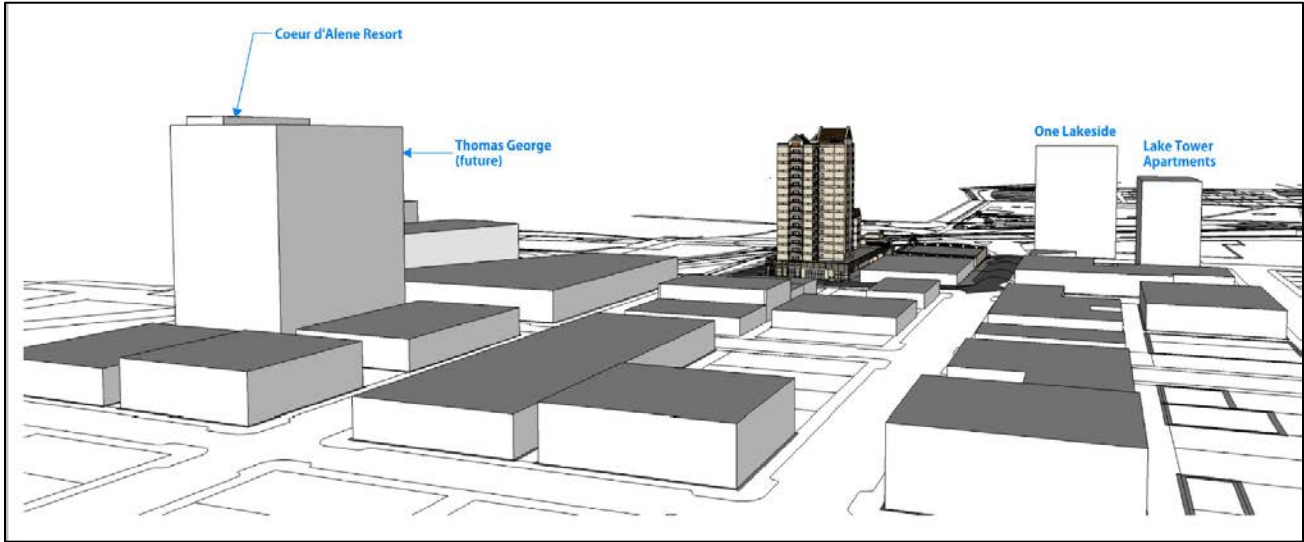
**PARKING STRUCTURE: LAKESIDE AVENUE- ONE LEVEL BELOW GRADE/TWO LEVELS OF STRUCTURED PARKING:**



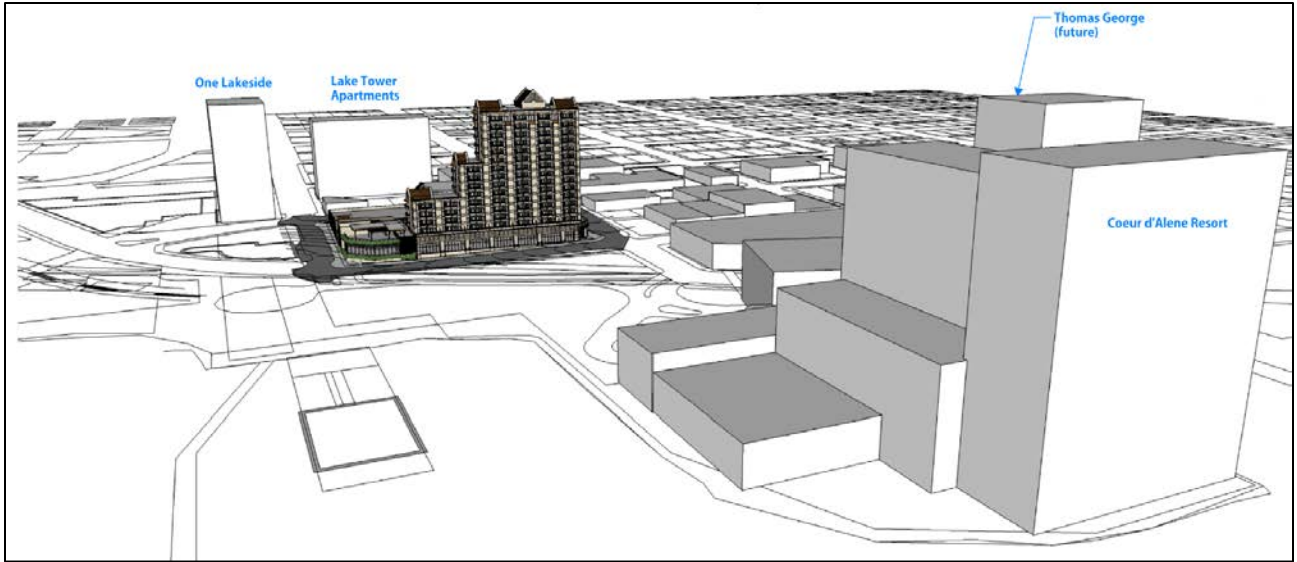
**PARKING STRUCTURE- FIRST STREET ELEVATION:**



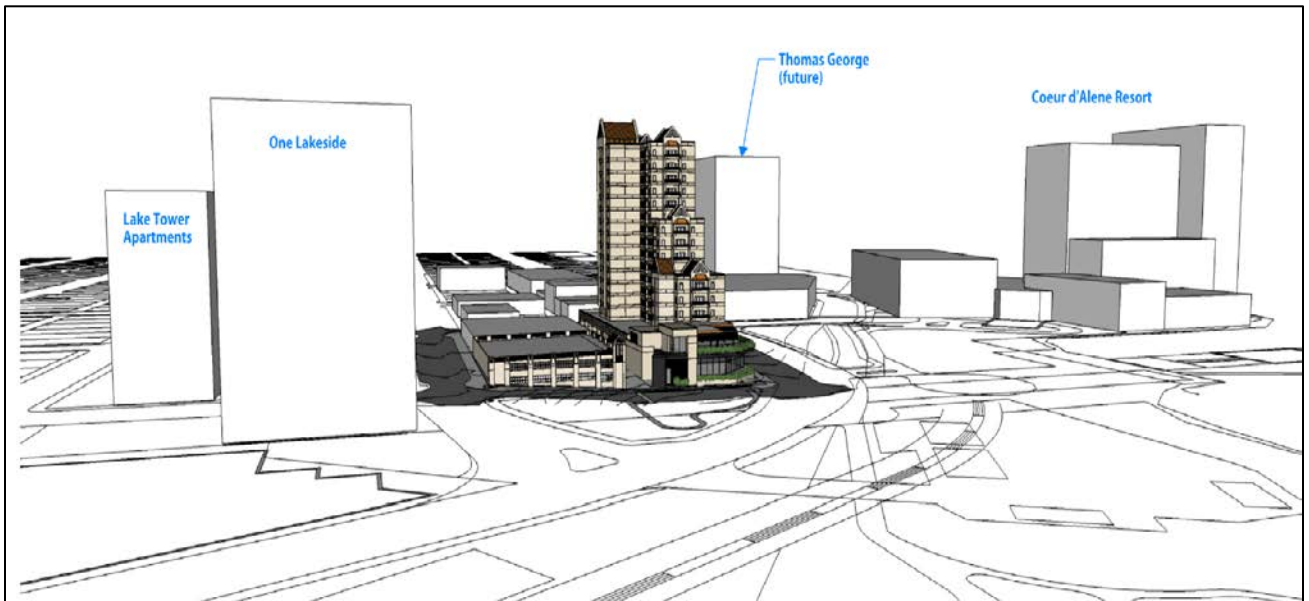
**MASSING, VIEWS EAST:**



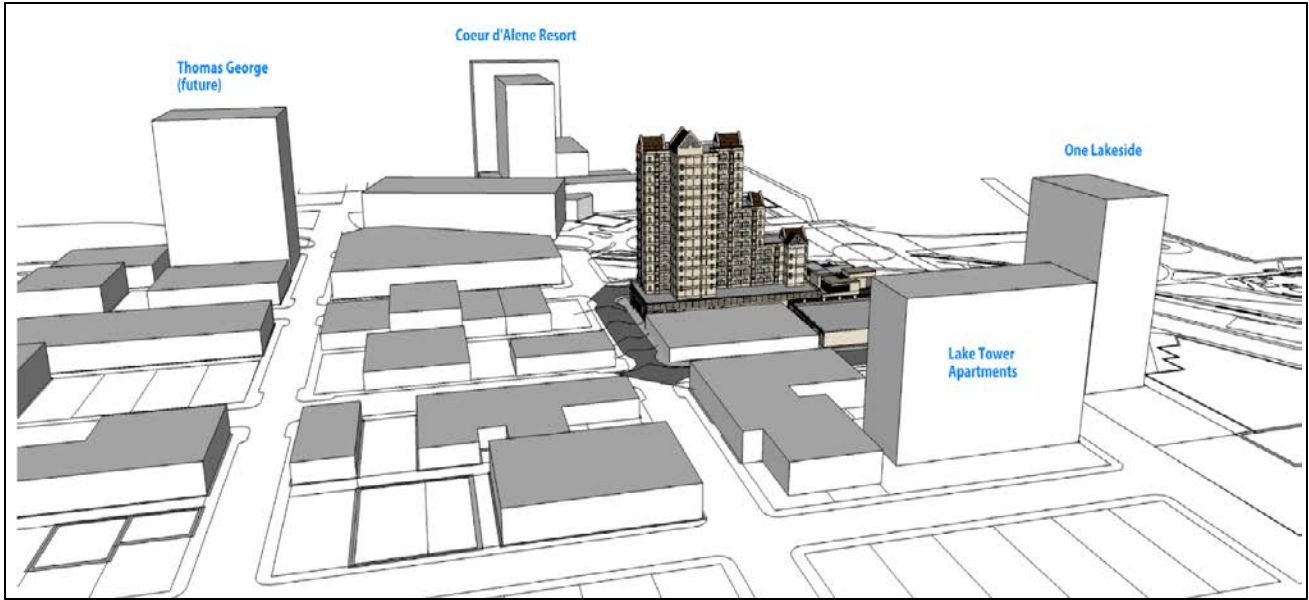
**MASSING VIEWS SOUTH:**



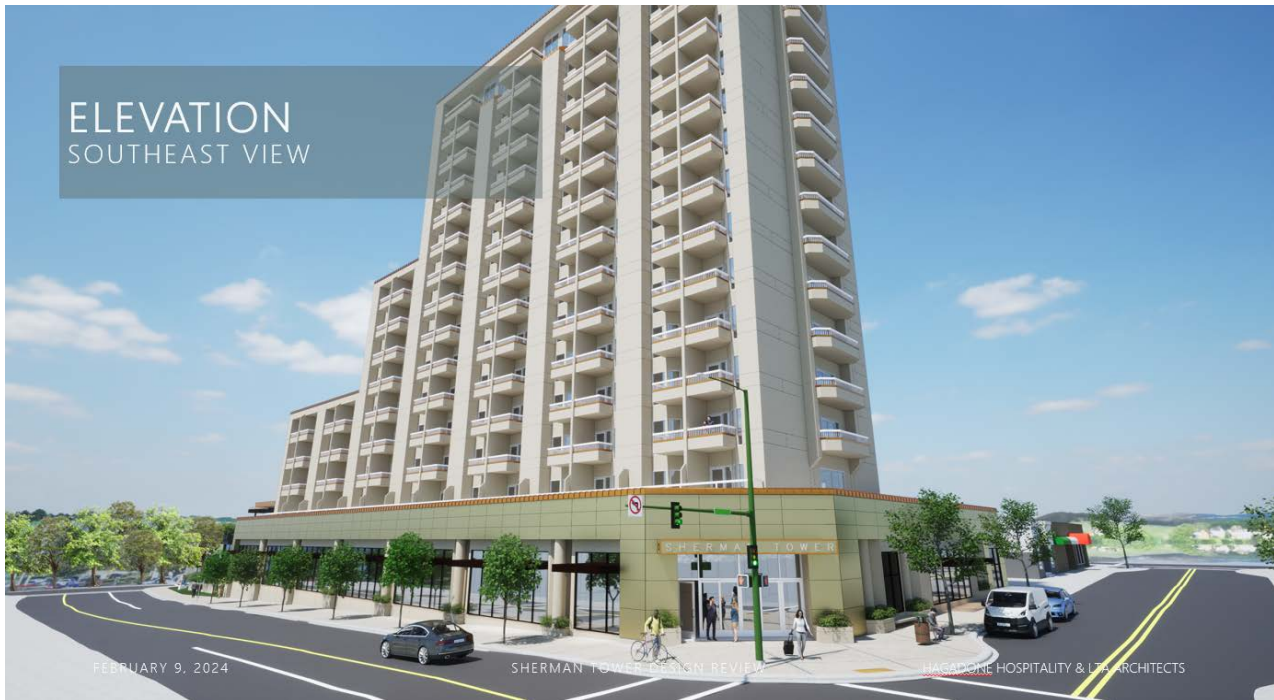
**MASSING VIEWS WEST:**



**MASSING VIEWS NORTH:**



**RENDERING SOUTHEAST VIEW:**



**RENDERING SOUTH VIEW:**





**RENDERING SOUTHWEST VIEW:**



**RENDERING NORTHEAST VIEW**





**RENDERING SOUTHEAST VIEW**



**APPLICANT'S DESIGN GUIDELINES WORKSHEET: Downtown Core (DC)**

The applicant has provided a response and additional details on how the project has met the required Downtown Coeur d'Alene Guidelines and Development Regulations as noted in the applicant's Design Guideline worksheet below.

March 22, 2024

## **Sherman Tower and AZUL Restaurant Design Review**

### **DESIGN GUIDELINES WORKSHEET: DOWNTOWN CORE DISTRICT (DC)**

The proposed Sherman Tower and AZUL Restaurant are designed to complement and be inspired by the existing Coeur d'Alene Resort. The new Hotel and Restaurant are intended to have their own identities, but they also want to have a common use of materials and elements so they are still part of the Coeur d'Alene Resort family of properties.

1. **Location of Parking:** Parking for the hotel and restaurant will be provided in a 3-story, 100 stall, parking structure located north of the Hotel and Restaurant on the adjacent parcel located on the corner of Second Street and Lakeside Ave. Additionally, there are 9 existing parking stalls at the east end of the alley that will provide 2 ADA parking stalls for the Hotel. Overflow parking, if needed, will be provided in Coeur d'Alene Resort parking structure located within 300' of proposed development. Staff parking will be provided in an existing parking lot north of the site and is located on First Street.
2. **Screening of Parking Lots:** Only applies to surface lots. Screening will be provided for the 9 existing parking stalls at the east end of the alley as required.
3. **Parking Lot Landscaping:** The existing 9 parking spaces located adjacent to Second Street will be screened with landscaping as required.
4. **Sidewalk Uses:** Due to the grade of the existing sidewalk on the primary frontage of Sherman Avenue, no amenity zone will be provided for the Hotel. Sherman Avenue is a vehicular oriented street at this location. Planters have been incorporated into the Sherman Avenue frontage of the building to add interest and variety to the base of the building. A public bench and planters will be located on Second Avenue to provide an amenity zone for pedestrians.

The restaurant located at corner of Sherman and First Street will have landscaping and some seating to create an amenity zone for pedestrians at the street intersection. The building will be set back from the corner due to some existing city utilities for the intersection. The existing City sidewalk crosses the property line at this intersection and will need to be addressed during the permitting process.

On First and Second Avenue the existing street trees will be maintained or replaced. New streetlighting will be provided to match the City Standard.

5. **Width and Spacing of Curb Curbs:** No new curb cuts are proposed. The existing driveway curb cut along Sherman Avenue will be removed. Primary vehicular access will be provided by the existing alley accesses and at existing curb cuts located on Lakeside Avenue.
6. **Screening of Trash/Service Areas:** Trash and service areas will be located in the alley away from both public rights-of-way at Sherman Avenue and Second Street. The trash areas are proposed to be enclosed within the proposed structures, accessed via roll-up door or a screened fence and gate. The service area is located in a covered recessed zone along the south side of the alley to the east of the trash enclosure.
7. **Lighting Intensity:** Lighting for the parking structure will be provided with cut-off shields to prevent light trespassing outside property boundaries. All building accent lighting will be incorporated into the structure to minimize glare. Canopies will have recessed downlights to provide lighting for pedestrians. No uplighting is currently proposed.
8. **Gateways:** The corner of Sherman Avenue and Second Street is identified as a gateway location in the Design Guidelines. Seasonal planting in planter boxes will be incorporated into the ground floor level, along both Sherman Avenue and Second Street and at the corner of First Street and Sherman Avenue. The main Hotel entrance located on the corner of Sherman Avenue and Second Street and will be defined with a recessed entry, covered canopy, custom sconce lighting on each side of the entry door and seasonal planting enhancing the appearance of the corner. The restaurant will have extensive planters and a tall glass wall that will provide prominent features to create a gateway at the intersection of Sherman Avenue and First Street, even though this intersection is not identified as a gateway corner.
9. **Maximum Setback:** The ground floor of the Hotel will be set up to the back of the sidewalk, except for recesses for window walls, seasonal plantings, public space and weather protected recessed main entries. The Restaurant will be set back from back of sidewalk a couple of feet to provide planting areas and public seating areas.
10. **Orientation to the Street:** The primary structures will be oriented to Sherman Avenue, First Street and Second Street. The primary Hotel entry will on the corner of Sherman Avenue and Second Street. The entrance to the Restaurant will be located on First Street.

The second floor of the Hotel steps back 10 feet from the Second Street property line even though is not required. On Sherman Avenue the building steps back 14 to 20 feet from, which exceeds the 10-foot step back requirement. Sherman Avenue has a slight curve along the frontage that creates the variation in the step back.

11. **Entrances:** The principal entries to the Hotel and Restaurant will be marked by a weather protected recess, taller bays, project canopies and recessed doors with side lights. The recessed entries will provide weather protection from wind, sun, and rain.
12. **Massing:** The top of the Hotel will be defined by copper accented parapets and pitched copper clad rooflines that will conceal roof top equipment, elevator equipment rooms and stairs. The top of the

south elevation of will be defined by a band of continuous windows on the top floor. The middle will be defined by change in color, use of windows balconies, and a step back at the 6<sup>th</sup> and 10<sup>th</sup> floors. The Hotel will have a distinct “base” defined by articulation and change in material (large windows, metal panels, concrete base and recessed planters) as well as a copper clad parapet and a building step back at the 2<sup>nd</sup> floor for the guest room tower.

The Restaurant top will be defined on the west and south elevations by a strong projecting roof overhang and glass railing for the roof top bar. The middle will be distinct by the use of large expanses of glass to take advantage of the views to the lake. The base of the restaurant will be articulated with a strong concrete raised base with landscape planters that will help soften the impact of the concrete base.

13. **Ground Level Details:** The ground-floor, street-facing facades of the Hotel building will incorporate pedestrian scale signs, pilasters and columns, belt course along the parapet, a solid concrete base, recessed window walls that extend down to the floor level, built in planters for seasonal planting, canopies and recessed soffit accent lighting.

The ground floor of the Restaurant will have a concrete base with integral planters for seasonal plantings to soften the appearance of the base. Seating areas will be incorporated into the corner of First and Sherman Avenue. Pedestrian scaled signage will be incorporated into the design.

14. **Ground Level Windows:** The ground level façades of the Hotel and Restaurant will be oriented to Sherman Avenue, First and Second Streets and will have 12’ tall windows that will extend down to the floor level. The windows will provide over 60% transparency on the west, south and east elevations.
15. **Weather Protection:** The primary entrances for the Hotel and Restaurant will be recessed and covered to provide cover from rainfall and snow. On Sherman Avenue the existing sidewalk is 12 feet wide and will easily provide the 7-foot minimum walkway clearance. During project review there was discussion about possibly adding street trees to the frontage along Sherman Avenue, but a decision was not made if they needed to be added. We have recessed the window walls at the sidewalk level along Sherman Avenue and Second street and have added canopies that project 5 feet to provide weather protection for pedestrians. Due to the slope of the sidewalk on Sherman Avenue we are requesting a design departure for the canopy height. Four of the proposed canopies will vary from 12 feet to 15 feet vertical clearance to the bottom of the canopy.
16. **Treatment of Blank Walls:** Walls on the ground floor level within public view will have windows, pilasters, and recesses for seasonal planting boxes. Vegetation will be provided in the planter boxes adjacent to the wall surface. The pilasters and planter recesses will provide architectural details and reveal joints to break up walls. The current designs for the Hotel and Restaurant do not have any blank walls over 30 feet.
17. **Screening of Parking Structures:** The lowest level of the 3-level parking structure will be below grade. Street-facing facades will incorporate square openings, expanded metal panels and decorative metal grills. Columns, reveal joints, accent lights and railings have been incorporated to

the west and north elevations of the parking structure to accent the visual impact of the parking structure. The stairs will be covered to provide weather protection for pedestrians.

18. **Roof Edge:** The roofline of the Hotel will incorporate a combination of pitched roofs a maximum slope of 12:12 and flat roofs with copper trim along parapet walls to create a prominent distinctive roof edge.

The Restaurant will have a flat roof for the covered seasonal roof top bar that will be accented with copper fascia's to create a strong, distinctive roof edge.

19. **Screening of Rooftop Mechanical Equipment:** Roof top equipment for Hotel and Restaurant on the ground floor will be located at the back of the building adjacent to the existing alley and screened with extended parapet walls. Roof top mechanical and communication equipment located on upper roofs of the Hotel will be housed within decorative roof structures incorporated into the primary structure.

20. **Unique Historic Features:** Historically the parking lot on Sherman Avenue and the Restaurant on the Corner of First and Sherman was the location of the Desert Hotel, before it burned down in 1972. For context the Hotel and Restaurant are taking inspiration for their designs from the existing Coeur d'Alene Resort Hotel, the Coeur d'Alene Press building and the Plaza Shops. Through the common use of materials and elements from these building, the new hotel will harmonize with the Coeur d'Alene Resort family of properties.

21. **Integration of Signs with Architecture:** Signs will be integrated with structure and will not project above the roof or parapets. Historically, Haganone Hospitality has maintained a minimalist approach to signage as demonstrated by the current signage at the Coeur d'Alene Resort Hotel. The signage for the Sherman Tower will be located at the entry canopy and the alley entrance and will coordinate with the Coeur d'Alene Resort signage. Signage for the restaurant will be located at the main entry to the restaurant on First Street and a small sign will also be located on Sherman Avenue as shown on the proposed elevations. The overall signage will be far less than the total allowed signage area.

30. **Creativity/Individuality of Signs:** Any signs located on the ground floor will be individualized while being incorporated within the primary architectural design. Signage will be understated and will be similar to signage that currently exists at the Coeur d'Alene Resort.

### **Per the Downtown Design Guidelines:**



**C. Maximum Building Height**

Buildings within this district shall only be permitted to exceed 75 feet if they comply with the bulk, spacing, and setback standards indicated in the sections that follow. Buildings that comply with the standards, as well as accumulate sufficient Floor Area Ratio through bonuses, may extend as high as shown in the chart below.

	Height	Height w/architectural feature <sup>2</sup> .
Base	75 ft.	83 ft.
Base + Bonus	200 ft	220 ft.

**Notes:**

1. Mechanical penthouses, stair/elevator overruns, and antennae may be excluded from Building Height calculation provided they are no more than 15 feet above the roof deck.
2. The Base Building height may be increased by up to 10% if the top is designed as a non-habitable, architectural element. This element may extend above the increased height limit.

**MECHANICAL EQUIPMENT/ELEVATOR SHAFT: ADDITIONAL 22' HEIGHT EXTENSION**



**EVALUATION:**

The maximum height in the DC (Downtown Core) zoning district is 200’ without any architectural feature to allow for an increased maximum height of 220’. The proposed structure is 168’ with an additional 22’ to the parapet to conceal the rooftop equipment, elevator equipment rooms and stairs. The equipment on the upper roofs of the hotel will be contained copper accented parapets and pitched copper clad rooflines that will conceal the equipment. The overall height of the structure is 190’ tall, below the maximum height allowed.

**EXTERIOR MATERIAL SAMPLE BOARD:**



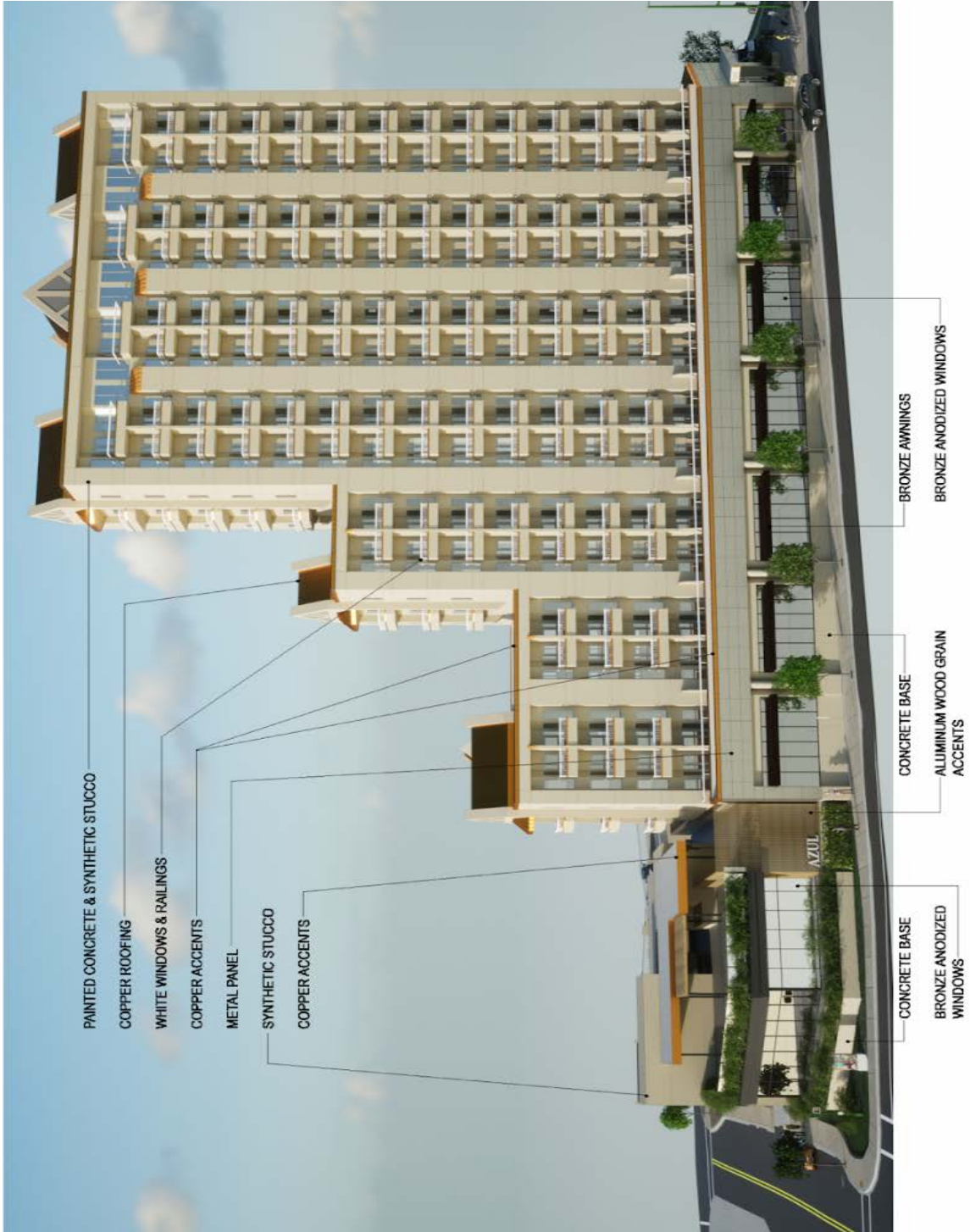
STUCCO SIDING

METAL WINDOWS

METAL PANELS

COPPER ROOFING AND FLASHING

# SOUTH ELEVATION (SHERMAN AVENUE) PROPOSED MATERIALS



## STREETS AND ENGINEERING COMMENTS:

Chris Bosley, City Engineer provided comments during the project review meeting held on December 12th, 2023. An updated site plan was submitted and additional comments have been provided below based on the updated site plan and renderings submitted for the proposed hotel. The development team has already begun work on the traffic study. The City Engineer will coordinate with the development team to implement the rest of the proposed conditions below:

- The applicant shall complete a traffic study including a pedestrian safety study that illustrates how conflicts with pedestrians will be managed.
- Pedestrian safety features recommended by the study and approved by the City shall be installed during construction.
- Sidewalks along Sherman Ave and 1<sup>st</sup> /2<sup>nd</sup> Street and Sherman Avenue must be brought into ADA compliance, including replacement of cracked and broken slabs.
- Any existing driveway approaches not being used with the proposed development shall be removed. The below conditions will need to be met prior to permit sign-off.

## **STAFF EVALUATION OF FACTS**

- The subject property is located at 101 and 123 E. Sherman Avenue and properties north of the alley and south of Lakeside Avenue between First and Second Streets legally described as CDA & KINGS ADD including 75.9 feet of Tax#1646, Tax#1686, Tax#4556 Reserve Block, Lots 2 and 3, west 35 feet of Lot 4, And Tax#4557 Block Y.
- The property is subject to the Downtown Core Design Guidelines and the Downtown Development Standards. M.C. Chapter 17.05, Article XI, and § 17.05.705, and review by the City's DRC.
- The applicant has submitted all required materials for design review as provided by M.C. § 17.09.325(D) and (E).
- The applicant has completed a project review meeting on December 12, 2023 as required by M.C. § 17.09.325(B).
- The applicant has completed an initial meeting with staff on December 20, 2023 as required by M.C. § 17.325(D).
- The applicant is seeking design review approval from the DRC at an initial meeting on March 28, 2024.
- One hundred ninety-two (192) public hearing notices were mailed to all property owners of record within three hundred feet (300') of the subject property on March 12, 2024, which fulfills the legal requirement as provided by M.C. §17.09.315(A).
- The public hearing notice was published in the Coeur d'Alene Press on March 9, 2024, which fulfills the legal requirement for the Design Review as provided by M.C. M.C. § 17.09.315(A).
- The subject property was posted with the public hearing notice on March 20, 2024, which

fulfills the proper legal requirement as provided by M.C. § 17.09.315(A).

- Public testimony was received by the DRC at a public hearing on March 28, 2024.
- The subject property is 50,442 S.F as shown by the applicant and verified by GIS.
- The existing zoning is Downtown Core District as shown by the City's zoning map.
- Sherman Avenue, in the project vicinity, is designated as a Vehicle-Oriented Street pursuant to the City's Downtown Design Guidelines.
- Second Street, in the project vicinity, is designated as a Pedestrian-Oriented Street pursuant to the City's Downtown Design Guidelines.
- The intersection of Sherman Avenue and Second Street is designated as a Gateway pursuant to the City's Downtown Design Guidelines.
- The subject property is 50,442 square feet and the building square footage would be 133,990 square feet.
- The project is below the allowable floor area ratio (FAR) as provided in M.C. § 17.05.685(A) The maximum allowed FAR in the DC zoning district is 4.0. The project shows a FAR of 2.54 based on a lot size of 50,442 square feet and a building square footage of 127,990 square feet. The applicant does not need and has not requested any FAR bonuses. (FAR BONUSES)
- The proposed project would be 15 stories and 190' tall, which includes an architectural feature that extends 22', which is below the maximum allowable height of 200' in the DC zoning district pursuant to M.C. § 17.05.690(A). (BUILDING HEIGHT)
- The 50' tower spacing requirement does not apply because the building would be more than 300' away from the closest tower, which is the One Lakeside project, pursuant to M.C. § 17.05.695(B).
- M.C. §17.05.725(A)(3) requires 0.5 parking stalls per unit in the DC zoning district. Parking for the hotel and restaurant will be provided in a 3-story, 100 stall, parking structure located north of the hotel and restaurant on the adjacent parcel located on the corner of Second Street and Lakeside Avenue. The proposed project would have 139 hotel rooms, a 6000 S.F. restaurant and a 3,775 S.F. retail/office space. The project provides a total of 109 parking spaces, 100 of them located within the parking structure, 9 surface spaces along the alley, which is 19 more than is required by the Downtown Development Standards (PARKING COUNT & LOCATION)
- The applicant has requested a design departure for Weather Protection as noted below. Per the Downtown Design Guidelines, the vertical dimension between the underside of the canopy or awning and the sidewalk shall be at least 8' and no more than 12'. Four of the proposed canopies will vary from 12' to 15' vertical clearance to the bottom of the canopy. The applicant has provided details on the features of the canopies, provided support for the design departure not having a detrimental effect on nearby properties or the city as a whole, how the design and materials exhibit a high degree of craftsmanship, building detail, architectural design or quality materials not typically found in standard construction, that the departure is an overall thoughtful and comprehensive approach to the design project as a whole, and also provided references to applicable sections of the Comprehensive Plan, including **Goal CI 2**: This project will maintain a high quality of life for residents and



businesses that make Coeur d'Alene a great place to live and work. The hotel and restaurant will provide jobs and create additional traffic for downtown businesses. The hotel and restaurant will strengthen Coeur d'Alene as a tourist destination and meets the comprehensive plan desire for hospitality uses for downtown. **Objective GD 1.5:**

Recognize neighborhood and district identities. The project is located in the downtown district and will meet the requirements for development. The Hotel Tower will be lower than the maximum height allowed and steps back to reduce the size and impact of the building. Historically, the Desert Hotel once occupied this site until it burned down in a fire in 1972.

**Objective GD 1.7:** Increase physical and visual access to the lakes and rivers. The Hotel Tower has been stepped back from the west side to preserve view corridors for existing and future buildings north of the proposed Hotel. In addition, the main floor of the restaurant has been elevated above the adjacent grade by 7 feet to provide views to the lake over traffic stopped at the intersection of First Street and Sherman Avenue. Public seating will also be incorporated into the corner of First and Sherman to take advantage of views to the lake.

**Objective GD 2.2.C04:** Work with utility providers to relocate existing above ground utilities underground, as viable. The applicant has indicated they will work with the utility companies to relocate services in the alley. Intent is to upgrade and move utilities underground.

- All street trees planted in conjunction with this proposed project must be selected from the approved street tree list. All sidewalk tree wells that are to be constructed in conjunction with this project must be built to city specification and a sidewalk tree well detail will be required to be submitted to the city for review and approval. All existing street trees abutting Sherman Avenue, Second Street and Lakeside Avenue must be retained and protected during construction. There are six (6) existing sidewalk tree wells located in the right of way abutting First Street. Two (2) of these tree wells are missing trees, trees from the approved street tree list will be required to be planted in these locations. Two (2) of these tree wells have trees that are in poor condition, these two trees will require removal and replacement. The remaining two (2) trees abutting First Street will be required to be protected and retained during construction. The Urban Forester will perform a pre-construction site visit to provide guidance and clarification on street tree requirements. (SIDEWALK USES – AMENITY ZONES)
- The existing sidewalk on Sherman Avenue from the back of curb to the property line is 11' from First Street and Sherman Avenue westerly until it narrows down to 8'5" to the corner of Sherman Avenue and First Street. The existing sidewalk along First Street north to Lakeside Avenue is 7'5" and north of the alley the sidewalk is 12'5" wide. There is an 8' continuous sidewalk along Lakeside Avenue and a 9'5" continuous sidewalk from Second Street north to Lakeside Avenue. A 7'-0" wide clear pedestrian travel area will be maintained and will be provided. An existing bench, existing street lighting, and planters will be placed on Second Avenue. (SIDEWALK USES – CLEAR WALKWAY)
- Due to the grade of the existing sidewalk on the primary frontage of Sherman Avenue, no amenity zone will be provided for the hotel. Sherman Avenue is a vehicular oriented street at this location. Planters have been incorporated into the Sherman Avenue frontage of the building to add interest and variety to the base of the building. A public bench and planters will be located on Second Avenue to provide an amenity zone for pedestrians.

The restaurant located at corner of Sherman Avenue and First Street will have landscaping and some seating to create an amenity zone for pedestrians at the street intersection. The

building will be set back from the corner due to some existing city utilities for the intersection. The existing City sidewalk crosses the property line at this intersection and will need to be addressed during the permitting process. (SIDEWALK USES – STOREFRONT AREA)

- There will be no new curb cuts for this project. The existing curb cut along Sherman Avenue will be removed – two additional curb cuts will be removed on Lakeside Avenue as part of the construction of the parking garage. Primary vehicular access will be provided by the existing alley access and an existing curb cut on Lakeside Avenue to enter the parking structure. (WIDTH AND SPACING OF CURB CUTS)
- Trash /service areas are required to be screened. Trash and service areas will be located in the alley away from both public rights-of-way at Sherman Avenue and Second Street. The trash areas are proposed to be enclosed within the proposed structures, accessed via roll-up door or a screened fence and gate. The service area is located in a covered recessed zone along the south side of the alley to the east of the trash enclosure. (SCREENING OF TRASH/ SERVICE AREAS)
- All building accent lighting will be incorporated into the structure to minimize glare. Canopies will have recessed downlights to provide lighting for pedestrians. No uplighting is currently proposed. Lighting for the parking structure will be provided with cut-off shields to prevent light trespassing outside property boundaries. (LIGHTING INTENSITY – BUILDING LIGHTING)
- There are several existing street lights along the four (4) street frontages that may need to be replaced or updated. Streets and Engineering Department will continue to discuss and work with the development team to install street lighting, if necessary, in order to meet City Standards. (LIGHTING INTENSITY – STREET LIGHTING)
- The Gateways are key intersections within and around the edges of downtown that require special treatment and include the intersections of Sherman Avenue and Second Street, Sherman Avenue and Fourth Street, Front Avenue and Fourth Street, and Sherman Avenue and Seventh Street. The project has a gateway at Sherman Avenue and Second Street. Gateways require a special feature provided at the corner of the site next to the streets and composed of at least two elements (e.g., seasonal planting, flowering specimen tree, artwork, water feature, public space, and unique lighting). Seasonal planting in planter boxes will be incorporated into the ground floor level, along both Sherman Avenue and Second Street and at the corner of First Street and Sherman Avenue. The main hotel entrance located on the corner of Sherman Avenue and Second Street and will be defined with a recessed entry, canopy, unique lighting which includes custom sconce on each side of the planters and seasonal planting enhancing the appearance of the corner. The restaurant will have extensive planters and a tall glass wall that will provide prominent features to create a gateway at the intersection of Sherman Avenue and First Street, even though this intersection is not identified as a gateway corner. (GATEWAYS)
- The DC zoning district has a 0' front and side yard setback, unless providing usable public space, forecourts or vegetative screening of parking structures. Buildings may be set back from the sidewalk a maximum of 20' for public space or entries, or a maximum of 10' for vegetative screening. Setting façades close to the street may be accomplished through base structures that extend out to the sidewalk, not necessarily the full height of the building. The building meets this requirement. The hotel's ground floor will be set up to the back of the

sidewalk, except for recesses for window walls, seasonal plantings, public space and weather protected recessed main entries. The restaurant will be set back from the back of the sidewalk a couple of feet to provide planting areas.

The street level façade along the Pedestrian-Oriented Sherman Avenue and Second Street would be at the back of the sidewalk along the property line. Seasonal plantings in planter boxes will be incorporated into the ground floor level, along Second Street and Sherman Avenue. The main hotel entrance located on the corner of Sherman Avenue and Second Street will be defined with a recessed entry, canopy, lighting and seasonal plantings enhancing the appearance of the corner. The restaurant will be set back from back of sidewalk a couple of feet to provide planting areas and public seating areas. (MAXIMUM SETBACK)

- The primary structures will be oriented to Sherman Avenue, First Street and Second Street. The primary hotel entry will on the corner of Sherman Avenue and Second Street. The entrance to the restaurant will be located on First Street. (ORIENTATION TO THE STREET)
- The DC design guidelines require the principal entry to have two elements. The hotel and restaurant entrances will feature weather-protected recesses, taller bays with transom windows, projected canopies, seasonal planters, and recessed doors with sidelights to offer protection from the elements. (ENTRANCES)
- The proposed structure incorporates a top, middle and base, as required by the DC zoning district (MASSING)
  - HOTEL:
    - The top of the hotel will be defined by copper accented parapets and pitched copper clad rooflines that will conceal roof top equipment, elevator equipment rooms and stairs. The top of the south elevation of will be defined by a band of continuous windows on the top floor. (TOP)
    - The middle will be defined by change in color, use of windows balconies, and a step back at the 6th and 10th floors. (MIDDLE)
    - The Hotel will have a distinct “base” defined by articulation and change in material (large windows, metal panels, concrete base and recessed planters) as well as a copper clad parapet and a building step back at the 2nd floor for the guest room tower. (BASE)
  - RESTAURANT:
    - The Restaurant top will be defined on the west and south elevations by a strong projecting roof overhang and glass railing for the roof top bar. The middle will be distinct by the use of large expanses of glass to take advantage of the views to the lake. The base of the restaurant will be articulated with a strong concrete raised base with landscape planters that will help soften the impact of the concrete base. (TOP, MIDDLE, BASE)
- The base of the building aligns with the property lines of the lot and the second floor of the Hotel steps back 10 feet from the Second Street property line. Along Sherman Avenue

the building steps back 14 to 20 feet from the property, which exceeds the 10-foot step back requirement. Sherman Avenue has a slight curve along the frontage that creates the variation in the step back which meets the requirement for the required 10-foot setback over 45 feet above grade. The building continues up to the height of 168 feet, with an additional 22 feet for rooftop equipment and stairs, which is screened with extended parapet walls. The tower floor size meets the requirement which is less than the 8000 SF. Tower Floor. floors six (6) through nine (9) is 7,766 SF, and floors ten (10) through fifteen (15) are 6,562 SF. The project meets the Tower Separation of 50 feet noted in the Site Performance Standards, with the One Lakeside project being more than 300 feet away. (BUILDING BULK)

- The Downtown Core district is envisioned to have the highest intensity uses, especially retail, office, residences and hotels contained within low-rise, mid-rise and high-rise buildings. Sherman Avenue has a mix of low-and mid-rise buildings, and high-rise buildings which include the One Lakeside Condominiums on First Street and Lakeside Avenue, The Thomas George on Third Street and Front Avenue and the two mixed use high-rise buildings further east on Front Avenue. The overall mass of the proposed restaurant and hotel helps transition from these shorter structures to the high-rise residential buildings on Sherman Avenue. (CITY BLOCK ELEVATIONS)
- The ground-floor façades of the hotel building will feature pedestrian-scale signs, pilasters, columns, a belt course along the parapet, a solid concrete plinth, projecting sills at the windows, recessed window walls that extend down to the floor level, canopies, containers for seasonal planting, and recessed soffit accent lighting. (GROUND LEVEL DETAILS)
- The restaurant's ground floor will have a concrete base with integral planters to add seasonal plantings and soften the base's appearance. Seating areas will be created at the corner of First Street and Sherman Avenue. The design will include pedestrian-scaled signage. (GROUND LEVEL DETAILS)
- The ground-level façades of the hotel and restaurant will be facing Sherman Avenue, First Street and Second Street. The windows, with an average height of 12 feet above grade, will extend down to the floor level. The windows on the west, south, and east elevations will provide over 60% transparency. (GROUND FLOOR WINDOWS)
- The applicant has requested a design departure for the Weather Protection Design Guideline as it relates to the maximum canopy height. The proposed canopy meets the minimum depth to provide weather protection per the DC design guidelines. The DC design guidelines require a minimum depth of a canopy or awning to be 5'. The 5' deep canopies associated with the building meet the minimum requirement to provide pedestrians from weather. The proposed canopies will project 5 feet from the façade and will provide coverage approximately 75% of the Sherman Avenue frontage for pedestrians. The applicant has requested a design departure for Weather Protection related to the vertical dimension between the underside of the canopy or awning and the sidewalk. Per the DC design guidelines, the vertical dimension between the underside of the canopy or awning and the sidewalk shall be at least 8' and no more than 12'. Currently, the grade of Sherman Avenue slopes from Second Avenue to First Street and drops six (6) feet over the 300-foot street frontage. The proposed design has a canopy height starting at 9' above the sidewalk on the corner of Sherman and Second Street and has a clearance for pedestrian safety from the vertical canopy. In addition, a recessed entry to the hotel provides additional protection

on the corner of Sherman Avenue and Second Street. As the sidewalk slopes down to the west, along Sherman Avenue, the canopy's vertical dimension will vary from 12' to 15'. As it follows the slope of the existing grade along Sherman Avenue, at the southwest corner of the project, it is 15'. Along First Street and Sherman Avenue, at the lowest grade, the canopy would have a vertical dimension of 18', which is 6' above the maximum allowable height. The requested design departure is to exceed a portion of the canopy to extend above the 12' maximum design guideline. The architect outlines the justification as the departure of the canopy height would still meet the weather protection requirement for pedestrians, the canopies are designed to follow the horizontal lines of the windows and floor line of proposed building. This will not have any aesthetic or harmful effects to the city or adjacent properties. The canopies will have a solid roof with a metal framework structure that will be painted to match the bronze anodized window frames. Soffits will be clad with prefinished aluminum soffit panels with recessed can lights to provide pedestrian lighting. Due to the slope of the existing site and sidewalk, maintaining the horizontal lines of the building and windows is important to the design of the structure and the design departure will allow us to maintain the integrity of the design. The design departure request includes an exhibit showing how the canopy would look if it were to meet the guideline. (WEATHER PROTECTION) – *DESIGN DEPARTURE REQUESTED*)

- Walls on the ground floor level within public view will have windows, pilasters, and recesses for seasonal planting boxes. Vegetation will be provided in the planter boxes adjacent to the wall surface. The pilasters and planter recesses will provide architectural details and reveal joints to break up walls. The current designs for the hotel and restaurant do not have any blank walls over 30 feet. (TREATMENT OF BLANK WALLS)
- The roofline of the hotel will incorporate a combination of pitched roofs a maximum slope of 12:12 and flat roofs with copper trim along parapet walls to create a prominent distinctive roof edge. The Restaurant will have a flat roof for the covered seasonal roof top bar that will be accented with copper fascia's to create a strong, distinctive roof edge. (ROOF EDGE)
- Roof top equipment for hotel and restaurant on the ground floor will be located at the back of the building adjacent to the existing alley and screened with extended parapet walls. Roof top mechanical and communication equipment located on upper roofs of the hotel will be housed within decorative roof structures incorporated into the primary structure. (SCREENING OF ROOFTOP MECHANICAL EQUIPMENT)
- The DC design guidelines require new projects to relate to the context of the downtown's historical features. No historic structures currently exist on the subject property. Historically the parking lot on Sherman Avenue was the location of the Desert Hotel, before it burned down in 1972. For context the hotel and restaurant are taking inspiration for their designs from the existing Coeur d'Alene Resort Hotel. (UNIQUE HISTORIC FEATURES)
- Signs will be integrated with structure and will not project above the roof or parapets. Historically, Hagadone Hospitality has maintained a minimalist approach to signage as demonstrated by the current signage at the Coeur d'Alene Resort Hotel. The signage for the Sherman Tower will be located at the entry canopy and the alley entrance and will



coordinate with the Coeur d'Alene Resort signage. Signage for the restaurant will be located at the main entry to the restaurant on First Street and a small sign will also be located on Sherman Avenue as shown on the proposed elevations. The overall signage will be far less than the total allowed signage area. (INTEGRATION OF SIGNS WITH ARCHITECTURE)

- Any signs located on the ground floor will be individualized while being incorporated within the primary architectural design. Signage will be understated and will be similar to signage that currently exists at the Coeur d'Alene Resort. (CREATIVITY/INDIVIDUALITY OF SIGNS)
- The total building signage would total 915 square feet, which would be under the City's maximum sign allowance of 807 square feet under the Sign Code based on the property frontage. (SIGN ALLOWANCE)
- The DC zoning district requires that building floors over 45' in height above grade shall be stepped back 10' from the right-of-way on 1<sup>th</sup> Street. The project design does meet this requirement. The base of the building aligns with the property lines of the lot, but steps back above the ground floor level to allow for the required 10-foot setback over 45 feet above grade. (UPPER LEVEL STEPBACK)
- Parking for the project will be provided in a 3-story, 100 stall, parking structure located north of the hotel and restaurant on the adjacent parcel located on the corner of Second Street and Lakeside Avenue. The lowest level of the 3-level parking structure will be below grade. Street-facing facades will incorporate square openings, expanded metal panels and decorative metal grills. Columns, reveal joints, accent lights and railings have been incorporated to the west and north elevations of the parking structure to accent the visual impact of the parking structure. The stairs will be covered to provide weather protection for pedestrians. (SCREENING OF PARKING STRUCTURES)
- There are nine (9) existing parking spaces located on the east end of the alley adjacent to 2<sup>nd</sup> Street, that will provide additional parking and ADA parking for the hotel will be screened per the landscaping requirements. (PARKING LOT LANDSCAPING)
- The Planning Department has provided a recommended condition of approval relating to consistency with the approved design, as noted below.
- The City Engineer has provided recommended conditions of approval for consideration by the DRC to ensure compliance with City Codes related to pedestrian safety, as noted below.

## **RECOMMENDED CONDITIONS OF APPROVAL**

*(Please note that the Engineering conditions are not part of the DRC's purview, but are being added by staff to ensure code compliance.)*

### **Planning:**

1. The proposed design shall be substantially similar to those submitted with Item DR-2-24.

### **Engineering:**

2. Sidewalks along Sherman Avenue, First and Second Streets must be brought into ADA compliance.
3. Any existing driveway approaches not being used with the proposed development shall be removed.
4. The applicant shall complete a traffic study including a pedestrian safety study.
5. Pedestrian safety features recommended by the study and approved by the City shall be installed.

## **DESIGN REVIEW COMMISSION'S ROLE**

The DRC may provide input on the proposed design and shall identify any changes to the proposed project which are needed in order for the project to comply with the required design standards and guidelines. The DRC must determine, based on the information before it, whether the proposed project meets the applicable Downtown Design Guidelines. The DRC should identify the specific elements that meet or do not meet the guidelines in its Record of Decision.

## **DECISION POINT**

The DRC should grant the application in Item DR-2-24, a request by Cory Trapp, project architect with LTA Architects, on behalf of Hagadone Hospitality Co, for a multi-story hotel, to include retail/office space, a restaurant and a detached 3 level parking structure located at 101 and 123 E. Sherman Avenue and parcels north of the alley and south of Lakeside Avenue between First and Second Streets, Coeur d'Alene, Idaho, be approved with or without conditions, or determine that the project would benefit from an additional DRC Meeting to review project changes in response to the first DRC Meeting or if it is deemed necessary based on all the circumstances.

### **Attachments:**

Application & Applicant's Narrative



# APPLICANT'S APPLICATION

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# DESIGN REVIEW APPLICATION

## STAFF USE ONLY

Date Submitted: \_\_\_\_\_ Received by: \_\_\_\_\_ Fee paid: \_\_\_\_\_ Project # \_\_\_\_\_

## REQUIRED SUBMITTALS

**Application Fee: \$ 700.00**

*Publication Fee: \$300.00*

*Mailing Fee: \$6.00 per public hearing*

A **COMPLETE APPLICATION** is required at time of application submittal, as determined and accepted by the Planning Department located at <http://cdaid.org/1105/departments/planning/application-forms>.

- Completed application form**
- Application, Publication, and Mailing Fees**
- A report(s) by an Idaho licensed Title Company:** Owner's list and three (3) sets of mailing labels with the owner's addresses prepared by a title company, using the last known name/address from the latest tax roll of the County records. This shall include the following:
  1. All property owners within 300ft of the external boundaries. *\* Non-owners list no longer required\**
  2. All property owners with the property boundaries.
- A report(s) by an Idaho licensed Title Company:** Title report(s) with correct ownership easements, and encumbrances prepared by a title insurance company and a copy of the tax map showing the 300ft mailing boundary around the subject property. The report(s) shall be a full Title Report and include the Listing Packet.
- A written narrative:** Description of proposal and/or property use.
- A legal description:** in MS Word compatible format, together with a meets and bounds map stamped by a licensed Surveyor.
- Infill Design Guideline Worksheet:** (Attached) Please fill out the appropriate Infill Worksheet for your project.

## APPLICATION DOCUMENTS:

**A. Purpose of Application Submittals:** Purpose of Application Submittals: A development applicant shall participate in the design review process as required by this Article before substantive design decisions are fixed and difficult or expensive to alter. The City will work with the applicant in a collaborative fashion so that the goals of both the City and the applicant can be met to the greatest degree possible, and to address the concerns of neighbors and the community.

In order for this process to work effectively, the applicant must be willing to consider options for the project's basic form, orientation, massing, relationships to existing sites and structures, surrounding street and sidewalks, and appearance from a distance.

**B. Materials to Be Submitted for Initial Meeting with Planning Staff:** Not later than fifteen (15) days before the Initial Meeting with staff, the applicant must submit the supplemental and updated information required by this subsection to the Director. If all required items are not submitted two weeks prior to the scheduled meeting, the Director may postpone the Initial



Meeting to a later date. Prior to the Initial Meeting with Planning staff, all Floor Area Ratio (F.A.R.) development bonuses must be approved by the Community Planning Director, or his or her designee.

After the Initial Meeting, the Director shall schedule the Second Meeting with the Commission for a date not less than thirty (30) days after the Initial Meeting. In the Director's discretion, any meeting may be scheduled at an earlier or later date if it is in the best interests of the Commission, the applicant, or staff.

1. A complete application (including the applicable fee); and
2. A site map, showing property lines, rights of way, easements, topography, existing and proposed building footprints (if applicable), major landscaped areas, parking, access, sidewalks amenities and public areas; and
3. A context map, showing building footprints and uses of parcels within three hundred feet (300'); and
4. A written narrative including: A summary of the development plan including the areas for each use, number of floors, ~~etc.~~ total square footage and total acreage, and any information that will clarify the proposed project); and; a detailed description of how the project meets each applicable design guideline and design standards, including images/exhibits, and any design departures, and all revisions to the project made as a result of the initial meeting with staff. The narrative shall also include a description and photos detailing proximity to major roads, view corridors, and neighborhood context.
5. General parking information including the number of stalls, dimensions of the parking stalls, access point(s), circulation plan, any covered parking areas, bicycle parking (included enclosed bike storage areas), and whether the parking will be surface or structured parking; and
6. An ownership list prepared by a title insurance company, listing the owners of property within a three hundred foot (300') radius of the external boundaries of the subject property. The list shall include the last known name and address of such owners as shown on the latest adopted tax roll of the county; and
7. Photographs of nearby buildings that are visible from the site, from different vantage points with a key map; and
8. Views of the site, with a key map; and
9. A generalized massing, bulk and orientation study of the proposal; and
10. Elevations of the conceptual design for all sides of the proposal and an elevation along the block, showing massing of the proposal; and
11. An exhibit showing existing and proposed grade; and
12. Project inspiration images.

13. Sample of materials and colors, both physically and an electronic copy; and
14. A PowerPoint presentation that includes a detailed description of how the project meets each finding and any design departures, and addressing all of the items required in the narrative.

**C. Materials to Be Submitted for First Meeting with Design Review Commission:** Not later than the first working day of the month, the DRC Meeting, the applicant must submit the items required by this subsection to the Director. If all required items are not submitted in a timely manner, the Director may postpone the Meeting to a later date.

1. All items required for the first meeting with staff with any changes; and
2. A narrative demonstrating all revisions to the project made as a result of the meeting with staff, and referencing the project's compliance with the applicable design guidelines, including images/exhibits, and design departures.
3. A refined site plan with major landscaped areas, parking, access, circulation, sidewalks and public/private amenities; and
4. Refined elevations; and
5. Perspective sketches (but not finished renderings); and
6. A conceptual model is strongly suggested (this can be a computer model).

**D. Materials To Be Submitted For The Optional Second Meeting With Design Review Commission:** At the time of the First Meeting with the DRC, the Commission shall determine whether the review of the project would benefit from an additional DRC Meeting to review project changes in response to the first DRC Meeting or is necessary based on all the circumstances. If the Commission decides that a subsequent Meeting will be beneficial or necessary, the Director or his/her designee shall schedule such meeting in accordance is § 17.09.325(C). Not later than fifteen (15) days before the subsequent Meeting, the applicant must submit the items required by this subsection to the Director. If all required items are not submitted two weeks prior to the scheduled meeting, the Director may postpone the subsequent Meeting to a later date.

1. Refined site plan and elevations for all sides of the proposal; and
2. Large scale drawings of entry, street level facade, site amenities; and
3. Samples of materials and colors, electronic copy of materials and colors, and physical samples of the materials will need to be brought to the meeting; and
4. Finished perspective rendering(s) for all sides; and
5. Elevations; and

6. A narrative demonstrating all revisions to the project made as a result of the previous Meeting.

**DEADLINE FOR SUBMITTALS:**

A complete application and applicable fee for design review under this Article shall be made on a form prescribed by, and filed with, the Director. The completed application must be filed not later than the first working day of the month and the Initial Meeting with the Commission will be held on the fourth Thursday of that the following month, unless otherwise directed by the Commission or Director and duly noticed. The Director shall schedule the Initial Meeting before the Commission upon receipt of the completed application in accordance with this subsection.

All supplemental information to be added to the application file must be received by the Planning Department no later than five (5) working days prior to the meeting date for this item. 17.09.305 TITLE & PURPOSE.

**PUBLIC HEARING NOTICE SIGN TO BE POSTED ON SUBJECT PROPERTY:**

The applicant is required to post a public hearing notice, provided by the Planning Department, on the property at a location specified by the Planning Department. This posting must be done one (1) week prior to the date of the Planning Commission meeting at which this item will be heard. An affidavit testifying where and when the notice was posted, by whom, and a picture of the notice posed on the property is also required and must be returned to the Planning Department.

**APPLICATION INFORMATION**

PROPERTY OWNER: Hagadone Hospitality Co.		
MAILING ADDRESS: P.O. Box 6200		
CITY: Coeur d'Alene	STATE: ID	ZIP: 83816-1937
PHONE: (208) 667-3431	FAX:	EMAIL:
APPLICANT OR <u>CONSULTANT</u> : LTA Architects or JRB Properties		STATUS: ENGINEER <u>OTHER</u>
MAILING ADDRESS: 8677 N Wayne Dr, Suite 'A'		
CITY: Hayden	STATE: ID	ZIP: 83835
PHONE: (208) 772-0503	FAX:	EMAIL: cory@longwelltrapp.com or jrbpropllc@gmail.com

**FILING CAPACITY**

- Recorded property owner as to of \_\_\_\_\_
- Purchasing (under contract) as of \_\_\_\_\_
- The Lessee/Renter as of \_\_\_\_\_
- Authorized agent of any of the foregoing, duly authorized in writing. *(Written authorization must be attached)*

**SITE INFORMATION:**

PROPERTY LOCATION OR ADDRESS OF PROPERTY: 123 E Sherman Ave
----------------------------------------------------------------

<b>EXISTING ZONING (CHECK ALL THAT APPLY):</b> R-1 <input type="checkbox"/> R-3 <input type="checkbox"/> R-5 <input type="checkbox"/> R-8 <input type="checkbox"/> R-12 <input type="checkbox"/> R-1 <input type="checkbox"/> MH-8 <input type="checkbox"/> NC <input type="checkbox"/> C-17 <input type="checkbox"/> C-17L <input type="checkbox"/> DC <input checked="" type="checkbox"/> LM <input type="checkbox"/> M <input type="checkbox"/> NW <input type="checkbox"/>		
TAX PARCEL # C-1800-00Y-006-C C-1800-999-999-A C-1800-999-999-B	TOTAL NUMBER OF LOTS: Three	ADJACENT ZONING: DC (Downtown Core)
GROSS AREA/ACRES: 50,442sf / 1.158 acre	CURRENT LAND USE: Commercial	ADJACENT LAND USE: Commercial
DESCRIPTION OF PROJECT/REASON FOR REQUEST:  Construction of 131,730sf multi-story hotel, restaurant and parking garage		

**CERTIFICATION OF APPLICANT:**

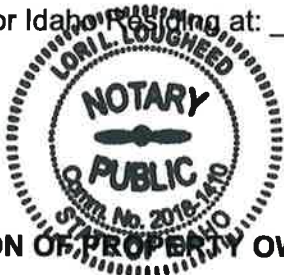
I, Cory Trapp, being duly sworn, attests that he/she is the applicant of this  
 (Insert name of applicant)  
 request and knows the contents thereof to be true to his/her knowledge.

Signed: *Cory Trapp*  
 (applicant)

Notary to complete this section for applicant:

Subscribed and sworn to me before this 21<sup>st</sup> day of December, 2023.

Notary Public for Idaho Residing at: Post Falls ID



My commission expires: 8/3/2024

Signed: *Lori Longheed*  
 (notary)

**CERTIFICATION OF PROPERTY OWNER(S) OF RECORD:**

I have read and consent to the filing of this application as the owner of record of the area being considered in this application.

Name: Brad Hagadone Telephone No.: 208-667-3431

Address: P.O.Box 6200, Coeur d'Alene, ID 83816

Signed by Owner: *Brad Hagadone*

Notary to complete this section for all owners of record:

Subscribed and sworn to me before this 21<sup>st</sup> day of December, 2023.

Notary Public for Idaho Residing at: Post Falls ID

My commission expires: 8/3/2024



# CITY OF COEUR D'ALENE

PLANNING DEPARTMENT

<b><u>Infill Overlay Districts Review Sheet</u></b> <b><u>(17.07.900)</u></b>	REVIEWED BY:	DATE:
----------------------------------------------------------------------------------	--------------	-------



Signed: Lori L. Lougheed  
(notary)



# CERTIFICATE OF REPRESENTATION

City of Coeur d'Alene



## NOTICE TO APPLICANT:

Please be advised that you have the responsibility to represent yourself at any public hearings on this application, or to be represented by a person other than yourself. If you are represented by another person, you will be bound by the actions of that person relative to this application.

I, Brad Hagadone, Hagadone Hospitality Co., hereby certify that I will be represented at any public hearings on this application by myself, or by the following named person, who is empowered to be my authorized representative.

Name of Representative: Cory Trapp, LTA Architects or John Barlow, JRB Properties

Residential Address: 665 N. Tuscan Ln. / 76-592 Hollyhock

City / State: Coeur d'Alene, Idaho 83814 / Palm Desert, CA 92211

Applicant: \_\_\_\_\_

  
(signature)

Date: \_\_\_\_\_

12-21-2023





February 23, 2024

City of Coeur d'Alene  
Planning Department  
710 Mullan Avenue  
Coeur d'Alene, ID 83814

**RE: Sherman Avenue Hotel and Restaurant  
Design Review Submittal**

Dear Sirs and Madams,

Please accept the following design review application on behalf of Hagadone Hospitality, Co. for construction of a multi-story hotel and restaurant located on Sherman Avenue between First and Second Streets. In addition, a 3 level parking structure will be located on the corner of First Street and Lakeside Avenue.

An existing three-story office building and two-story restaurant will be demolished to accommodate the construction of the new hotel and restaurant. The development will be designed to comply with the Commercial Design Guidelines and Downtown Design Guidelines.

The proposed development will consist of a 15-story mixed use building with retail and hotel amenities on the first floor and fourteen floors of guest suites. The proposed hotel is designed to complement and be inspired by the existing Coeur d'Alene Resort. While the hotel will have its own identity, it will have a common use of materials and elements so it will still be part of the Coeur d'Alene Resort family of properties.

The main entrance to the hotel will be located on the corner of Sherman Avenue and Second Street, with a secondary entrance and covered drop off located on the alley side of the building. The hotel lobby and retail space will be oriented towards Sherman Avenue with large windows to relate the pedestrians and to take advantage of the views to Lake. The hotel tower steps at the 2<sup>nd</sup>, 6<sup>th</sup> and 10<sup>th</sup> floors to minimize the size of the guest room tower and impact on neighboring properties.

A new restaurant, with a seasonal roof top bar, will be constructed on the west end of hotel on the corner of Sherman Avenue and First Street. The entrance to the restaurant will be located on First Street. A main feature of the restaurant will be the elevated dining floor that is approximately 6 feet above Sherman Avenue. This will enhance views to the lake over cars stopped at the intersection of Sherman Avenue and First Street. The current restaurant on the site has this elevated dining level to take advantage of the views to the lake.

A detached, 3 level, parking structure located on the north side of the alley will provide parking for the hotel and restaurant. The lower level of the parking structure will be accessed from the alley and the upper levels will be access from Lakeside Avenue. There are also 9 existing parking spaces located on the east end of the alley that will provide additional parking and ADA parking for the hotel. Additional parking, if required, will be provided in the existing parking structure at the Coeur d'Alene Resort across the street to the south. Finishes, colors and elements of the parking structure will coordinate with the design of the hotel.

## **HOTEL ZONING INFORMATION**

Address: 123 E. Sherman Avenue  
Parcel: C-1800-00Y-006-C; C-1800-999-999-A; C-1800-999-999-B  
Legal Description: CDA & KINGS ADD, S 25 FT-LTS 6 & 7, TAX #6773 BLKY 1350N04W; CDA & KINGS ADD, TAX #6774, E 100 FT-TAX#1646 [IN RESERVE BLK] 1350N04W; CDA & KINGS ADD, W 75.9 FT-TAX#1646, TAX#1686, #4556 [IN RESERVE BLK], LTS 2, 3, W 35 FT-LT4, TAX#4557 [IN BLK Y] 1350N04W  
Zoning: DC (Downtown Core)  
Acres: 0.858  
Site Area: 37,3374.48 S.F.  
Height Allowed: 220 Feet maximum (with architectural feature)  
Proposed Height: 168 Feet plus 22 feet for architectural features  
Number of Stories 15  
Parking Required: 89 spaces  
Parking Provided: 109+ (6 accessible spaces) Additional parking located at CDA Resort if needed.

F.A.R. (base-residential & hotels): 4 times parcel size: 201,768 Sq. Ft.  
F.A.R. (max-residential & hotels): 6 times parcel size: 302,652 Sq. Ft.  
F.A.R. Calculations include Restaurant parcel area.  
Proposed F.A.R. 127,990 Sq. Ft. (no bonuses)

## **BUILDING INFORMATION**

Building Size/Use: Retail: 3,775 Sq. Ft.  
Hotel: 124,215 Sq. Ft.  
Restaurant: 6,000 Sq. Ft.  
Total Sq. Ft.: 133,990 Sq. Ft.  
Building Criteria: International Building Code: 2021

Building Occupancy:	R-1
Construction Type:	I-A (Sprinklered)
Seismic Design Category:	C
Building Height:	Unlimited Allowed 190'-0" Actual
Building Stories:	Unlimited Allowed 15 Stories Actual
Building Area:	Unlimited Sq. Ft. Allowed 127,990 Sq. Ft. Actual (Excluding parking structure)

### **RESTAURANT ZONING INFORMATION**

Address:	101 E. Sherman Avenue
Parcel:	C-1800-999-999-B
Zoning:	DC (Downtown Core)
Acres:	0.30
Site Area:	13,068 S.F.
Height Allowed:	2 Feet maximum (with architectural feature)
Proposed Height:	35 Feet
Number of Stories	2
Parking Required:	8 spaces
Parking Provided:	89+ (6 accessible spaces)

### **RESTAURANT BUILDING INFORMATION**

Building Size/Use:	Restaurant:	6,000 Sq. Ft.
Building Criteria:	International Building Code:	2021
	Building Occupancy:	A-2
	Construction Type:	III-B (Sprinklered)
	Seismic Design Category:	C
	Building Height:	75'-0" 35' Actual
	Building Stories:	3 Stories Allowed 2 Stories Actual
	Building Area:	28,500 Sq. Ft. (Table 506.2) 6,000 Sq. Ft. Actual

We appreciate your time and consideration of this proposal.

Sincerely,

**LTA Architects**

Cory D. Trapp, AIA, CSI  
Principal

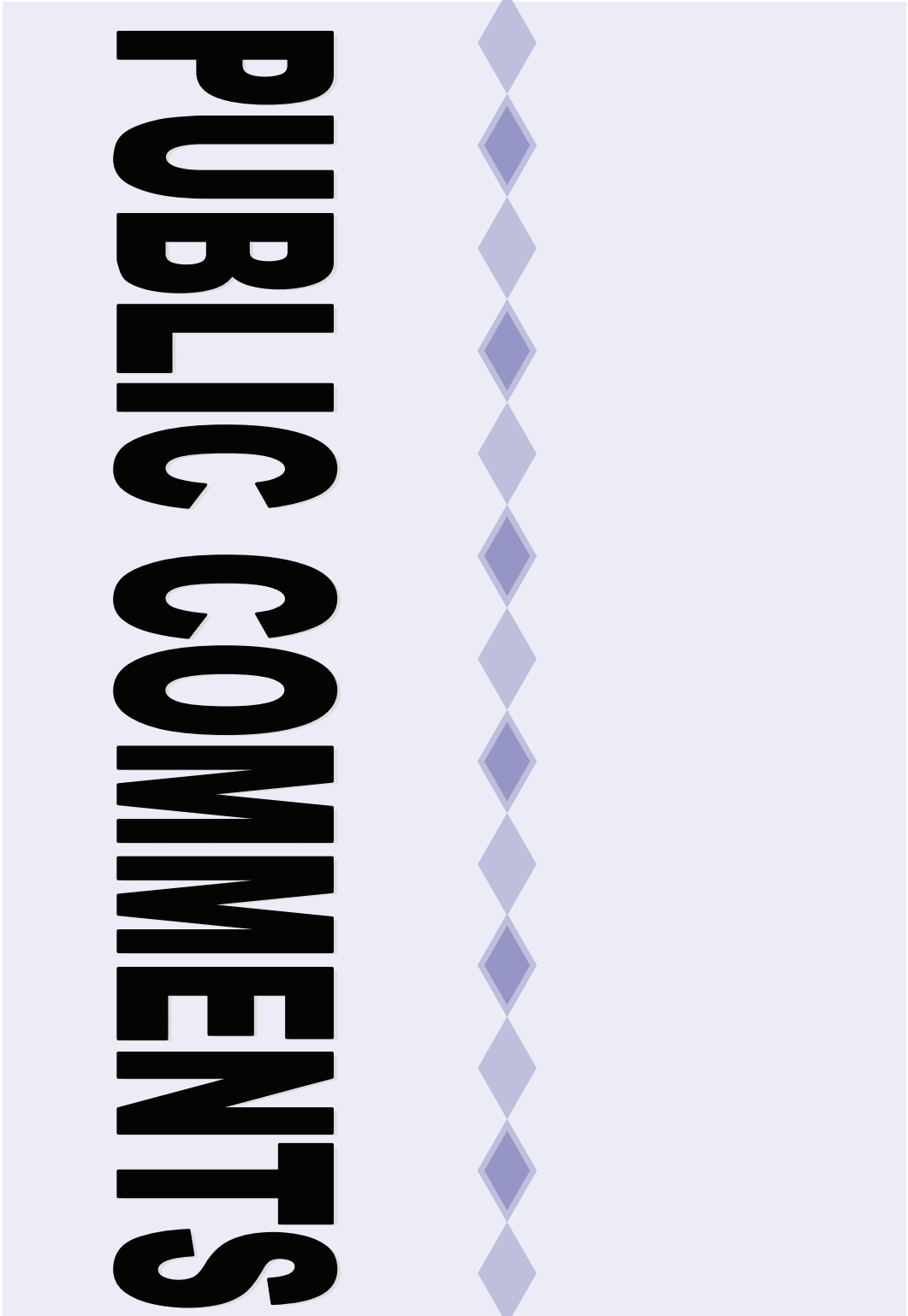
Cc: John Barlow, JRB Properties  
Bill Reagan, Hagadone Hospitality Co.  
file



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# **PUBLIC COMMENTS**



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**From:** adam Graves  
**To:** [CLARK, TRACI](#)  
**Subject:** Support for new CdA Resort Addition  
**Date:** Tuesday, February 13, 2024 8:30:49 AM  
**Attachments:** [8C8E5942-1C4B-46CD-82E1-1F86E0FAA8DC](#)  
[716763DB-6923-40A0-A599-E06D9CB5F4EA](#)  
[C2E4CB44-150A-46B8-82B5-77EF82166FB0](#)  
[496E80C3-3B27-4223-A615-F6096ED7EBFD](#)

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CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

To Design Review Commission & City of CdA Leaders,

I am writing you in support of the proposed addition / building for the CdA Resort. My reasons you should take into consideration are as follows:

- 1) As the President of the CdA Downtown Assoc. we are continually working to find new ways to bring people downtown in the shoulder seasons, like the recent Winter Lights event, to help keep our downtown businesses profitable and stable throughout the year. This new resort addition has the immediate effect of bringing hundreds of new people to downtown every single day. THIS IS HUGE for our members and the vitality of our loved downtown. Most cities work to try and lure something like this to their core...
- 2) As the president of Range Marketing and the agency of record for the Visit Coeur d'Alene (CVB), I know we receive a lot of RFP's for group meetings that we are just not big enough to handle as a city with limited room space / meeting space. This new addition would put Coeur d'Alene on the radar for group meeting planners nationwide as a potential for multi day corporate meetings and trade events. This is a very good visitor with expendable income to have in Coeur d'Alene for the shoulder seasons. This type of visitor will also be hiring other local trades and vendors supporting their meetings. This is a revenue generator for all of CdA.
- 3) The Hagadone Corporation does a great job with everything they do and this will surely be no exception and will beautify our downtown and turn what is now a "dead block" into more to see and do at a very high level of detail and finish.
- 4) As a lifelong resident, downtown home, commercial building and business owner, I believe this development will help our city with added tax funds, increased property values, increased aesthetics, increased usability, needed accommodation room space in downtown and last but not least added employment opportunities for our CdA residents.

Please consider the above when reviewing and making your decision on the new building.

Respectfully,  
Adam Graves.



**Adam Graves** founder/creative director  
p 208.667.0201 c 208.964.2829

409 Coeur d'Alene, Ave., Coeur d'Alene, ID  
83814

[rangeus.com](http://rangeus.com)



February 24,2024

Dear Members of the Design Review Commission,

I am writing to express my enthusiastic support for the proposed Sherman Tower Development by Brad and Todd Hagadone. As an employee of Coeur d'Alene, I have closely followed the development plans and I believe that this project will bring great benefits to our community.

This development will bring economic benefits to our community. The Sherman Tower will create new job opportunities during its construction and will also provide employment opportunities in the future. Additionally, the increased foot traffic in the area will attract new businesses, boosting the local economy.

I strongly support the Sherman Tower Development and urge the Design Review Commission to approve the proposal. I believe that this project will bring numerous benefits to our city and its residents. Thank you for considering my input and I look forward to seeing the Sherman Tower come to life.

Sincerely,

Bernadette Quimby  
1708 W Diamond Bar road  
Rathdrum, Idaho 83858



**From:** Bob Nagrone  
**To:** [CLARK, TRACI](#)  
**Subject:** Proposed down town Improvement  
**Date:** Monday, March 18, 2024 3:45:40 PM

---

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

I'd like to acknowledge the positive approach from the Hagadone Hospitality Management group. I understand that the vacant lot where the old Desert Hotel burned to the ground is being considered for a new hotel. I was a busboy at the North Shore and was there in the night watching it burn, it was so sad. I have lived here all my life as has my extended family and we all agree this would be very positive for our city.

Coeur d'Alene was a small sleepy town when I was a child, we all enjoyed Play land Pier And the small white cottages by the park made it a childhood to remember.

The Desert hotel is gone and so are the other things like the movie theater down town the "Wilma" if I remember correctly.

So, yes things are changing but for the good of the city and all the changes made in the last 20 years have made this "new place we call home" better in so many ways.

I'm proud to live where people can walk safely down town and enjoy the atmosphere of a well run and safe city.

The addition of this new property only improves the beauty and shows how living here has these benefits for entertainment and a great culture.

I've traveled all over the country literally and been to towns big and small that are poorly run and I have no desire to return to them.

I guess I compare them to this beautiful city in Idaho that really has no comparison anywhere in the USA.

If you were a traveler you would agree.

So please consider the project as a positive thing, we are all looking forward to it.

Respectfully,

Bob Nagrone/ Resident

**From:** Brad Banta  
**To:** [CLARK, TRACI](#)  
**Subject:** Proposed Tower Addition  
**Date:** Friday, February 16, 2024 4:35:45 PM

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**CAUTION:** This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

2-16-2024

Re: Hagadone Hospitality Addition

To Whom It May Concern:

The purpose of this correspondence is to show support for the additional tower being proposed by Hagadone Hospitality.

Additional overnight accommodations to the Coeur d'Alene area not only supports the continuous growth of the region's tourism industry and related jobs, but it also provides a partial solution to the area's controversial Short Term Rental conundrum. By adding additional full-service room night availability there should be less demand, and consequently less desire, to convert or invest personal properties into Short Term Rentals.

Respectfully,

Brad Banta

911 E Bancroft Ave, Cda

**From:** Bronwynn Blackmon  
**To:** [CLARK, TRACI](#)  
**Subject:** ITEM: DR-2-24 Public Hearing-Hagadone Hospitality Co  
**Date:** Tuesday, February 20, 2024 2:24:20 PM

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**CAUTION:** This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Hello,

Thank you for taking the time to answer my questions.

1. Is it accurate that Hagadone company has sold the resort to Marriot or another company?
2. Who will oversee the new construction and management of the hotel?
3. Will there be construction hours? If so, what will those look like?
4. What is the schedule for the permits to completion of build?

Best Regards,

**Bronwynn Blackmon, General Manager**

One Lakeside

201 N. 1st Street | Coeur d'Alene, ID 83814

d 208.775.7277

[bblackmon@onelakeside.com](mailto:bblackmon@onelakeside.com)

[onelakeside.com](http://onelakeside.com)

Stay in touch with One Lakeside Hotel on [Facebook](#)

**From:** Polak, Chad M  
**To:** [CLARK, TRACI](#)  
**Subject:** FW: NOTICE OF PUBLIC HEARING DR-2-24 HAGODONE TOWER DESIGN REVIEW COMMISSION MEETING  
**Date:** Monday, March 11, 2024 9:58:56 AM  
**Attachments:** [image001.png](#)  
[DR-2-24 public notice001.pdf](#)

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**CAUTION:** This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Good Morning Traci,

Based on the location, there is no impact to the YPL ROW or pipeline and we do not have any comments.

Sincerely,

Chad M. Polak  
Agent, Real Estate Services  
O: (+1) 303.376.4363 | M: (+1) 720.245.4683  
3960 East 56<sup>th</sup> Avenue | Commerce City, CO 80022  
Phillips 66

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**From:** CLARK, TRACI <TCLARK@cdaid.org>  
**Sent:** Monday, March 11, 2024 10:29 AM  
**To:** CLARK, TRACI <TCLARK@cdaid.org>  
**Subject:** [EXTERNAL]NOTICE OF PUBLIC HEARING DR-2-24 HAGODONE TOWER DESIGN REVIEW COMMISSION MEETING

**This Message Is From an External Sender**

[Report Suspicious](#)

This message came from outside your organization.

Greetings,

Attached is a copy of the public hearing notice for the Design Review Commission meeting that has been rescheduled from February 22, to take place on **March 28, 2024 at 2:00.**

If you have any comments, please let me know.

*Traci Clark*  
Planning Department, City of Coeur d'Alene  
Administrative Assistant

208.769-2240  
[tclark@cdaid.org](mailto:tclark@cdaid.org)



Dear Members of the Design Review Commission,

I am writing to express my enthusiastic support for the proposed hotel tower project in downtown Coeur d'Alene. This project, spearheaded by Brad and Todd Hagadone, lifelong residents and dedicated community contributors, presents a tremendous opportunity to enhance our downtown area and benefit the entire community.

The proposed project involves the redevelopment of a key property at the entry to our downtown. This redevelopment will involve the removal of a vacant building, parking lot, and a structure from the 1920s that no longer aligns with the charm and character of our town. Instead, the new hotel tower will not only revitalize this area but also attract more visitors to downtown, leading to increased business for existing shops and services.

Furthermore, the project will have a positive impact on our tax base, contributing to the economic growth of Coeur d'Alene while placing minimal demand on local taxing districts. This increased revenue will benefit our community as a whole, supporting various initiatives and services that benefit residents and visitors alike.

The design of the new hotel tower is particularly noteworthy, as it is intended to enhance the charm and character of downtown Coeur d'Alene. By blending modern amenities with a design that complements the existing architectural style of the area, the project will contribute to the overall aesthetic appeal of our downtown and create a more inviting environment for residents and visitors.

In conclusion, I believe that the proposed hotel tower project represents a significant opportunity for Coeur d'Alene. It will not only enhance the economic vitality of our downtown area but also contribute to the overall quality of life for residents. I urge you to approve this project and support the continued growth and prosperity of our community.

Thank you for your consideration.

Sincerely,

Chad Purcell



**From:** Dave  
**To:** [CLARK, TRACI](#)  
**Subject:** Design Review Hagadone DR-2-24  
**Date:** Tuesday, February 20, 2024 6:40:21 AM

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**CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.**

I live in a condominium nearby to where this eyesore is planned to be built. I bought in CDA due to the small town feel, the less crowded streets, roads and the wonderful people and lifestyle. Hagadone not only owns 3 large marinas, but also a very large resort, golf courses and other buildings in the area not to mention an extravagant and colossal home/property across the lake. Is there no shame as to what this family is trying to do to such a beautiful area? Soon, if this is allowed, the skyline will look like New York, Chicago or San Francisco. Is this what the PEOPLE want? Is this what CDA wants? When is enough, enough? Perhaps the City Park at 415 W Fort Grounds Drive can be leveled and a New Hagadone Resort can soon be built there too... Isn't that what CDA could use? More housing, busier streets, traffic jams, crime, higher cost of living???

It's the "public's" city, not Hagadone's. Unless people on the city planning board, building permit department and the design review commission are being bribed or paid off to look the other way, I cannot understand how this project would be allowed!

My Questions:

1. How will this effect traffic
2. How will this effect crime
3. Will this increase the cost of living
4. How will this help with the eco of the lake and area, more traffic, noise, smog, exhaust, waste, water usage, debris, trash, ect.... Is this good for the city
5. Why this location, why not a moratorium on building so close to the lake
6. How will this increase the beauty and CDA lifestyle in our city

So many questions and reasons why not to allow this or any other project so close to the lake, such a huge project right downtown, that its impact will be felt for decades and also then set a precedence for other resorts to be allowed to build... If this is allowed, Sherman, Northwest Blvd, E Front Ave, all of them will have Marriott's, Hiltons, Hyatt's, ect. Along these roads with no parking, but lots of noise, crime, higher costs, traffic, ect...

Respectfully

David Merritt

**From:** Dave  
**To:** [CLARK, TRACI](#)  
**Subject:** Design Review Hagadone DR-2-24  
**Date:** Friday, February 16, 2024 8:16:03 AM

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**CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.**

I would greatly appreciate this Commission take to heart the complexity and ramifications of allowing such a monstrosity to be built right down town. The negative impact that this hotel will cause is unmeasurable. Traffic, noise, pollution, crime, strain on resources, ect, ect.

Is it this Commission's view to emulate the skyline of Chicago, New York, Los Angeles, San Francisco or any large metropolitan city or to keep it beautiful and welcoming? By allowing this enormous hotel to be built directly downtown on the main arteries into the town will set a very negative precedence for any other prospective hospitality corporations in the future. Will you allow Hyatt, Hilton, Marriott, ect hotels to now be built on Sherman Ave., E Front Ave., or Coeur D'Alene Ave.? Does the Hagadone Family not generate enough personal wealth with 3 Marina's, a Resort, Golf Courses, ect....? Why not built this hotel on Mc Euen Park, or the back side of Tubbs Hill or better yet remove the Museum of North Idaho and the city park and build an even larger hotel. Is that the next phase?

Numerous and extremely important questions need to be raised and answered before such an impactful building should be even considered. Once and if this proposed building is allowed, it will be too late to address these concerns.

1. How much of the cities resources will be negatively affected by this building?
  - a. Such as Police Budget?
  - b. City Works Department Budget?
  - c. Garbage and Refuse Budget?
  - d. Land Refuse allotment and budget?
2. Environmental Impact, waster, water pollution, noise, traffic, crime?
3. Precedence for further buildings, destruction of views, streets, land, "CDA Feel and Vibe" will be gone!
4. Coeur D'Alene has historically tried to set itself apart from California, or Seattle, but with this type of a proposal, it seems to be joining them.

Please, I implore this Commission, to honestly evaluate this proposal through the lens of what is best for ALL the residents of CDA, not just the Hagadones.

Respectfully

David Merritt



Virus-free [www.avg.com](http://www.avg.com)

February 14, 2024

Dear Design Commission,

I'm writing to support the new proposed hotel property on the current site of the Johnson Building and Bonsi on the 100 block on Sherman Ave in Downtown CDA. I think this project will have a tremendous impact on downtown and bring needed improvements to the current property. With the increased number of annual visitors to our city, the need for quality hotel accommodations has only increased and will likely continue to do so.

The Hagadone family has a long history developing and maintaining top tier hospitality properties that make our town attractive to visitors and locals alike. Notwithstanding, additional employment opportunities and increased sales and property tax base will benefit citizens and municipalities alike.

I have worked with The Hagadone Corporation as well as the Coeur d' Alene Resorts President, Bill Regan in various business and board capacities and their combined passion for the success and vibrance of Coeur d' Alene is unmatched. I believe this project will fill a needed void in downtown and contribute to the continued success and vitality of our town.

Your consideration is much appreciated.

Sincerely,



**David V. Bobbitt**  
VP, Commercial Relationship Manager  
First Interstate Bank  
1260 W Riverstone Drive  
Coeur d' Alene, ID 83814  
c: (208) 818-2868 | David.Bobbitt@fib.com  
firstinterstate.com



February 17, 2024

Dear Design Commission,

I am writing to express my support of the proposed new hotel on the current site of the Johnston Building and Bonsai. I am an owner of a business that operates downtown on Sherman Avenue. I believe this project will enhance that part of town and add additional employment opportunities.

The Coeur d'Alene Resort and Bill Reagan have been great supporters and partners of downtown. I hope you will take this into consideration as you review the project.

Sincerely,

Debbie McKeown  
Migliore Olive Oil in CDA

**From:** Doug  
**To:** [CLARK, TRACI](#)  
**Subject:** Letter of Support-CDA Resort Expansion  
**Date:** Friday, February 9, 2024 6:05:59 PM

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CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Mr Clark & Design Review Commission:

Please accept this Letter of Support associated with the proposed New Hotel project from the owners of the Coeur d'Alene Resort. My wife and I have been residents of Kootenai County for 30 years and we enthusiastically endorse this exciting enhancement to downtown Coeur d'Alene.

We are confident that Hagadone Hospitality's commitment to environmental sustainability and community engagement will ensure that this project is not just a commercial venture but a responsible and beneficial addition to our community. The owners, Brad and Todd Hagadone are lifelong residents of Coeur d'Alene and I know that they will continue the legacy of the Hagadone Family by ensuring that this project represents the town of Coeur d'Alene well. From what I understand, The project will update a site that currently does not represent our town very well and from a historic perspective, will reintroduce a lodging property to the former Desert Hotel location. It appears that the facility is designed to maintain the view corridors of neighboring buildings and will continue the look and continuity of the Resort and surrounding structures.

The project should benefit all of downtown by providing more out of town shoppers and Guests looking for lodging, dining and entertainment options year round while at the same time improving the tax base via the 2% lodging tax and incremental sales tax revenues with minimal demand and impact on the local taxing districts.

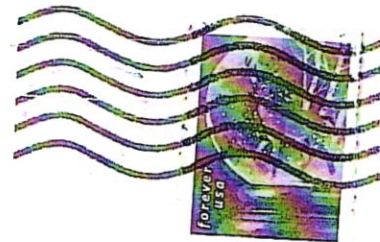
Finally, the proposed project should have minimal impact on traffic since many resort Guests arrive and depart the property via their expansive airport shuttle service. The prime downtown location means that overnight Guests who do drive a vehicle to the property would not need to drive to popular downtown dining and entertainment venues due to their close and convenient proximity to the new hotel.

In conclusion, we support the new Hotel addition that is being proposed by the Hagadone Corporation and look forward to enjoying their new facilities.

Doug & Ranel Burnett  
Rathdrum, Idaho

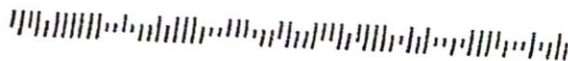


PHOENIX AZ 852  
15 FEB 2024 PM 8 L



Coeur d'Alene Planning Dept.  
710 E Mullen Ave,  
Coeur d'Alene, Id 83814

83814-395810



Coeur d'Alene Planning Department  
E. Mullen Avenue  
Coeur d'Alene, Idaho 83814

Comments:

Please cut here

Too much traffic!!

1. If you would like to send in a comment, please use this portion of the notice and return to the Planning Department office before February 21, 2024.
2. Phone or visit our office (769-2240) with your concerns or questions
3. Email your comments to: [tclark@cdaid.org](mailto:tclark@cdaid.org)
4. Come to the public hearing.

&/or  
&/or  
&/or

ITEM: DR-2-24

**From:** Magpie  
**To:** [CLARK, TRACI](#)  
**Subject:** Letter in Support of Proposed Development  
**Date:** Friday, February 9, 2024 5:22:25 PM

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CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

To Whom It May Concern:

I am writing to express my strong support for the proposed development of new hotel rooms on the Johnston Building and Bonsai site. As a Coeur d'Alene business owner heavily invested in our community's prosperity, I believe this project has significant potential to positively impact our downtown and local economy.

The current state of the property, with a vacant building and an aging structure from the 1920s, does not align with the vibrant downtown atmosphere we envision. Transforming this site into a modern hotel is crucial to realizing our vision and restoring the area to its former "Desert Hotel" glory.

The project's positive impact extends beyond the site, benefiting the entire downtown. Increased guest traffic will boost local store sales, benefit dining and entertainment establishments, and enhance the tax base of Coeur d'Alene. The project also promotes sustainable practices through shuttle services, reducing reliance on individual car rentals and contributing to a reduction in carbon emissions.

I also want to highlight the commitment of the project's owners, Brad and Todd Hagadone, lifelong residents of Coeur d'Alene. Their consistent dedication to community development and support for various causes makes this project another testament to their commitment to our community's well-being.

In conclusion, I believe the development of new hotel rooms on the Johnston Building and Bonsai site aligns with the vision for a thriving, welcoming, and economically vibrant Coeur d'Alene. As a downtown business owner, I wholeheartedly support this project and encourage its approval for the benefit of our community's growth and prosperity.

Thank you for taking the time to consider my perspective and weigh my support in your decision

--

Elin Kovash  
Magpie  
423 E Sherman Avenue  
Coeur d'Alene ID 83814  
208-691-1231  
[www.magpieidaho.com](http://www.magpieidaho.com)  
North Idaho's Best Gift Shop Winner!  
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February 14, 2024

Dear Design Commission,

On behalf of the Coeur d'Alene Downtown Association (DTA) Board of Directors, I am writing to express our strong support for the proposed new hotel rooms on the current site of the Johnston Building and Bonsai (100 block of Sherman Avenue). As representatives of the downtown business community, we believe this project holds immense potential to enhance our city's vibrancy, economic vitality, and historical significance.

From a historical perspective, the project holds significance by returning the site to its former glory, reminiscent of the Desert Hotel era. In addition to its historical and aesthetic value, we anticipate that the project will have a transformative impact on our local economy. The majority of the 100 block of Sherman currently sits vacant and with this proposed addition it will attract more visitors, support existing businesses, create new job opportunities, and it will stimulate growth and prosperity throughout our downtown area.

Furthermore, Coeur d'Alene Resort President, Bill Reagan has been a long-time active member of the DTA, including many years as a Board Member and Executive Member. In his role for the Hagadone Corporation, he has nurtured the partnership between the Resort and the businesses throughout the downtown core. Based on this experience, we trust Mr. Reagan, the Coeur d'Alene Resort and Hagadone Corporation have the best interest of our community at the forefront of planning this project.

In closing, the DTA Board of Directors fully endorses the proposed project for new hotel rooms on the Johnston Building and Bonsai site. We urge the Design Review Commission to consider the numerous benefits it offers to downtown businesses, visitors and our community and encourage you to support its approval. Together, we can ensure that downtown Coeur d'Alene continues to thrive as a dynamic destination for residents, visitors, and businesses alike.

Sincerely,

A handwritten signature in blue ink that reads "Emily Boyd".

Emily Boyd  
Executive Director  
Coeur d'Alene Downtown Association

Dear Design Commission,

I hope this letter finds you in good spirits. I am writing to wholeheartedly express my support for the Sherman Tower project and to kindly request your consideration of the numerous positive aspects it will bring to our beloved Coeur d'Alene.

First and foremost, the Sherman Tower will transform a prime piece of property that currently serves as the entryway to our vibrant downtown area. By bidding farewell to the vacant building, parking lot, and the outdated structure from the 1920s, the Sherman Tower will help us bid adieu to elements that do not truly represent the essence of our wonderful town. This revitalization will undoubtedly enhance the overall image and appeal of our community, making it more inviting and captivating for all.

Let's take a trip down memory lane. The Sherman Tower project holds tremendous significance from a historical standpoint. It will transport us back to the marvelous 1960s when the Desert Hotel, the heart and soul of our community, stood tall at this very location. This restoration will not only pay homage to our town's rich heritage but also evoke a profound sense of nostalgia and pride among both our cherished residents and esteemed visitors.

Furthermore, the Sherman Tower project will bring a wave of positive change to downtown Coeur d'Alene. It will attract an influx of enthusiastic shoppers and guests who yearn to savor the delights of dining out and revel in year-round entertainment. The resulting increase in foot traffic will infuse our streets with an electrifying energy, benefiting the existing businesses and fostering a robust and prosperous local economy.

Let's not forget about the financial impact. The Sherman Tower will significantly bolster the tax base of Coeur d'Alene without placing undue strain on any of the taxing districts. This boost in revenue will play a pivotal role in funding essential services and catalyzing vital infrastructure development, ultimately benefiting the entire community in more ways than one.

One of the most remarkable benefits of the Sherman Tower is its unparalleled accessibility. Thanks to the existing shuttle services provided by The CdA Resort, many of our esteemed guests will have the privilege of arriving by air and seamlessly attending meetings, indulging in golfing and spa treatments, exploring the breathtaking Tubbs Hill, or simply strolling through our charming downtown without the need to rent a car. This convenient transportation option will undoubtedly elevate the overall visitor experience while simultaneously alleviating traffic congestion in the area.

Moreover, the Sherman Tower project has set its sights on enhancing the connectivity between downtown Coeur d'Alene and our beloved parks. By creating a beautiful pedestrian corridor, it will foster the seamless flow of foot traffic, inviting everyone to explore and revel in the enchanting attractions our city has to offer. This harmonious connection will undoubtedly forge a stronger sense of community and ignite a spirit of adventure.

It brings me great joy to share that the design of the Sherman Tower has shown to be meticulously crafted to maintain the view corridors of neighboring buildings and seamlessly blend with the distinctive ambiance of The CdA Resort and its surroundings. This architectural masterpiece not only enhances the visual allure of our downtown area but also complements the existing charm and character that make Coeur d'Alene so special.

Additionally, the presence of the Sherman Tower will contribute to the already vibrant charm of downtown Coeur d'Alene. Its majestic stature will create a surge of business opportunities, breathing new life into the existing shops and services. This injection of economic growth will not only support the local economy but also pave the way for the continued development and prosperity of our beloved community.

Lastly, I would be remiss if I did not mention the unwavering dedication and commitment of the owners of the Sherman Tower, Brad and Todd Hagadone. As lifelong residents of Coeur d'Alene, they are deeply rooted in our community and have embraced the responsibility of carrying on the Hagadone Family tradition. Their active involvement in numerous community causes and unwavering support for our collective needs make them invaluable contributors to the overall well-being of Coeur d'Alene.

In conclusion, I implore the Design Commission to kindly approve the Sherman Tower project. Its positive impacts on our downtown area, its historical significance, its contribution to an improved tax base, its enhanced connectivity, and its thoughtful design all converge to create a brighter and more prosperous future for Coeur d'Alene. Thank you from the bottom of my heart for your time and consideration.

With warmest regards,

Haley Reagan

February 20, 2024

City of Coeur d'Alene Design Review Committee:  
Attn: Traci Clark  
710 E. Mullan  
Coeur d'Alene, ID 83814

Design Review Committee:

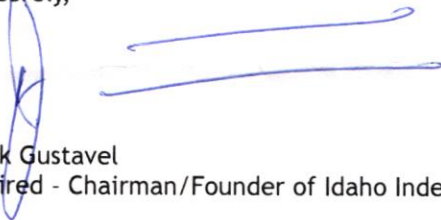
This is to express my support for the proposed development of The Coeur d'Alene Resort's tower addition proposed by Brad and Todd Hagadone. I knew their father Duane who was a visionary, a dreamer, and a man who did everything first class, and his sons are continuing his legacy with their own passion and ideas. It is my understanding that the new tower will match the décor of The Coeur d'Alene Resort and keep the historic charm of our downtown.

As a retired businessman who has loved, and has been actively involved in, our community, I believe that this project will be a great addition to the area. Our growth over the years has shown there is an increasing demand for accommodations, particularly during peak tourist seasons and major events such as Gymfest, Showcase, Ironman, Car d'Lane, and the 4<sup>th</sup> of July.

In my opinion, the new tower is needed, and I have confidence in the management team of Hagadone Hospitality to execute this expansion with professionalism, ensuring minimal disruption to its operations and delivering high-quality accommodations that exceed expectations.

Thank you for considering my perspective on this matter. I look forward to witnessing the continued success and growth of The Coeur d'Alene Resort and our local economy.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jack Gustavel", with a long horizontal flourish extending to the right.

Jack Gustavel  
Retired - Chairman/Founder of Idaho Independent Bank



To: Coeur d'Alene Design Review Commission  
Re: Hagadone Hospitality Request (DR-2-24)  
Date: March 21, 2024

Dear Commission Members,

As a lifelong resident of Coeur d'Alene and former downtown business and building owner, I have reviewed the design application submitted by Hagadone Hospitality for a new Coeur d'Alene Resort accessory hotel structure. I am sure you will remember that the proposed site once had a landmark hotel for many decades until it burned. I am writing to you today in support of the project.

In my review, the proposed development design has taken into account many factors. First, the building design is attractive and the site layout makes sense. That area on Sherman Avenue is the visual entry to our downtown. The currently vacant building, parking lot, and a hundred-year-old building do not represent our town very well.

The proposed building appears to have been designed to maintain view corridors of neighboring buildings as reasonably as possible, and parking has been addressed with a new parking structure. Although, an increase in traffic should be nominal since many of the guests arrive by shuttle.

Please also consider all the positive impacts a project like this would have on Coeur d'Alene, the downtown, and additional job opportunities created. The project will benefit downtown businesses for shopping, as well as residents of Coeur d'Alene wishing to have more dining opportunities. It would also improve the tax base of the City of Coeur d'Alene yet should produce little increased demand on the providing of services.

As you know, the Design Review Commission's duties include protecting property rights and values, enhancing the built environment, reviewing development proposals as required by the City Code, and complying with all city policies, procedures, and regulations.

The Hagadone Family has a long history of doing developments well, and it seems that this proposed project falls well within those guidelines. I would encourage you to approve the design application.

Respectfully,

  
Jack T. Riggs, MD

**From:** James Crowe  
**To:** [CLARK, TRACI](#)  
**Subject:** James Crowe  
**Date:** Sunday, March 17, 2024 12:13:06 PM

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This is already a done deal and the steps to get there are just a formality. I am neither opposed or in favor, but want to express my view about the Design Review Commission. They pretty much approve everything. e.g. is One Lakeside. Do not care about view loss by CDA North. On a positive side, the One Lakeside will lose some of their view also.

James B. Crowe, Esq.

**From:** James Sabala  
**To:** [CLARK, TRACI](#)  
**Subject:** Public hearing  
**Date:** Wednesday, February 21, 2024 1:53:30 PM

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CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

I just received the notice of the Design Review Commission set for February 22, 2024. I hope the committee will give due consideration my following comments.

I am opposed to the approval of the request of Hagadone Hospitality Co to allow the construction of a fifteen story hotel, and related structures as set forth before the Design Review approval. For reference, I have lived in North Idaho for 65 of my 69 years having been born here. I moved to Coeur d'alene in 1983. I have witnessed the development of the Hagadone properties and to-date, I believe the projects were right for the city at the time they were proposed. I am, however, not in favor of the currently proposed project for the following reasons:

<!--[endif]-->Esthetically, I believe a 15 story building on Sherman Avenue of this magnitude will destroy the character of the main west/east entrance to our downtown. Based on architectural documents put forth, it is another boxy concrete and tan stucco corporate convention behemoth with no character. The entrance to the City's main district will create a canyon between two high rises which will be unattractive and block the rest of the district from the west. It will forever damage the appearance of our fair downtown.

--[if !supportLists]-->• <!--[endif]-->As noted in many CDA press articles, two major challenges impacting CDA are parking and housing. This project will exacerbate both of those problems. When combined with the recently approved hotel at 6<sup>th</sup> and Sherman, over 300 tourist or as otherwise known as transient rooms would be added. That will significantly increase vehicle traffic down an already crowded Sherman Avenue. Furthermore, the City of CDA (as reported in the CDA Press last summer) is struggling to address excessive noise downtown. This project will make that situation worse. The project offers no solutions, it only makes issues worse.

--[if !supportLists]-->• <!--[endif]-->The developer makes a big deal of economic impact. Let's be frank. These are minimum wage plus tips jobs for the most part. Where will the employees come from, where will they live, where will they park their cars. The socioeconomic impact must be studied before this project is approved.

--[if !supportLists]-->• <!--[endif]-->In June through September, downtown is corridor is flooded with people to the point of being overcrowded. That will increase if this project is approved. Downtown after 9:00 p.m. resembles a fraternity party after homecoming. Police presence will be an issue, staffing must be increased, and the taxpayers will have to foot the bill. Has this been studied?

--[if !supportLists]-->• <!--[endif]-->What is the impact on downtown parks? Has this been studied? In a recent article, Mr Reagan from Hagadone Hospitality was lamenting a proposed parks development assessment for new construction although if any citizen of CDA benefits

from city facilities, it is Hagadone Hospitality and its owners.

--[if !supportLists]-->• <!--[endif]-->Hagadone Hospitality has benefited from a generous relationship with the city. When I walk in front of the hotel I am always drawn to the benefit they received from the city by in effect abandoning the southern end of 2<sup>nd</sup> Street. In exchange, we now have a traffic trap whereby 3<sup>rd</sup> Street has become the main throughway for traffic leaving city park including oversized boats thereby creating a traffic bottleneck at 3<sup>rd</sup> and Lakeside where it switches to one way abruptly to channel the northbound traffic east and west. Studies again need to be performed to understand how the city can manage additional traffic flows.

My hope is that the committee will reject the project as put forth. As a minimum, appropriate studies on traffic, socioeconomic impact and environmental impacts should be required. Financial conditions must address the impact of increased traffic and noise. I would hope the committee does not simply follow the recommendations of self-serving organizations such as the Chamber of Commerce, the Board of Realtors and Hagadone Corporation. A decade or so ago, Hagadone Corporation sought to have the City bow to its request when they requested the city vacate Sherman Avenue in exchange for a rose garden. Then later they requested easements to carve up Blackwell Island. Fortunately, Mayor Bloem and the city did not bow to those proposals and I am hopeful the city will not allow Hagadone Corporation to destroy the ambiance of Sherman Avenue and our downtown. Nor will they allow CDA to become another convention city with no charm or character. This project is the wrong project at the wrong time and is not in the best interest of its long-term citizens. Quite the contrary, it is those citizens that will bear the brunt of the problems this project will bring.

**From:** Jerry Jaeger  
**To:** [CLARK, TRACI](#)  
**Subject:** Support for the Coeur d'Alene Resort Expansion  
**Date:** Saturday, February 10, 2024 11:22:40 AM

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I encourage the Coeur d'Alene Design Review Commission to support this great project.

Coeur d'Alene has become a leader in hosting conventions and visitors to our city. This expansion will allow Coeur d'Alene to bring larger groups to Coeur d'Alene. **MANY OF THESE GROUPS WILL COME DURING THE OFFSEASON WHICH IS A HUGE NEED FOR COEUR D'ALENE!** I am aware of many groups that would meet in Coeur d'Alene when rates are lower if the Resort just had more rooms. Imagine the positive impact such groups could have on months like October through April. These visitors spend money in our retail community, restaurants and bars, transportation, fuel, shopping and help create jobs for our citizens.

The site of the current Johnston Building and former Bonsai Bistro will be greatly improved. The Johnston Building in particular, has greatly exceeded its life and its replacement will be a big plus to downtown and create the highest and best use for the site.

The Resort operates an extensive transportation department and shuttles guests to and from Spokane International Airport helping to minimize traffic effects. If the Resort is able to expand its convention footprint to national or even international groups an even larger number of attendees would fly and shuttle. It is also important to remember that the Resort has a large parking lot provided for team members; one of the few businesses of its size that has its own such private parking.

Brad and Todd Hagadone, now owners of the company, have followed the company's tradition of supporting worthy projects in the region and have proven to be excellent corporate citizens who keep their facilities in tip top condition.

Please support this wonderful expansion. Thank you for your time.

Jerry

--

Jerald J. Jaeger  
Hospitality Plus LLC  
1600 E. Resort Beach Lane  
Coeur d'Alene, Idaho 83814

Phone (208) 640-1100  
[JJJhospitalityPlus@gmail.com](mailto:JJJhospitalityPlus@gmail.com)

**From:** JILL MCELROY  
**To:** [CLARK, TRACI](#)  
**Subject:** Hagadone Proposed Hotel  
**Date:** Sunday, February 18, 2024 11:06:40 AM

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As we will be out of town and unable to attend the public hearing, we are writing to express our opposition to this hotel expansion.

Having been born and raised in Cd'A, I have experienced the many changes our downtown has experienced in the last 60 years. Sadly, the continued upward construction in the downtown area is further eroding the charm downtown Cd'A once possessed.

One Lakeside is a monstrosity that blocked the wonderful views of the residents of Coeur d'Alene North. As a full-time resident of Cd'A North, we have lost our view of Lake Coeur d'Alene. One small consolation is our view of Tubbs Hill. If the proposed hotel is built, our view of Tubbs Hill will be obstructed, leaving us with a view of only buildings. This is NOT what we envisioned when we purchased our condo specifically in downtown in order to enjoy the lake and Tubbs Hill views in our retirement.

The traffic noise coming from Northwest Blvd and Sherman Ave at times makes normal conversation nearly impossible, even with windows and doors closed. Our town does not need additional traffic, both pedestrian and motor vehicle, further clogging our streets and increasing the noise. The quaintness of our town is already in peril and further development, including the Thomas George building and the Marriott Hotel, will essentially destroy what was once a very special downtown.

It is with great sadness that we have lost what was a wonderful place to grow up to big business and greed.

Jill and Bryan McElroy



**From:** Jim Cameron  
**To:** [CLARK, TRACI](#)  
**Subject:** Item DR-2-24  
**Date:** Tuesday, February 13, 2024 8:58:30 AM

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Regarding Hagadone Hospitality Proposal.

As a downtown property owner I feel this is a great use of the property and will be a great addition to downtown.

Sincerely,

Jim Cameron

301 N 1st #616

Coeur d Alene ID 83814

Sent from my iPad

**From:** John Condon  
**To:** [CLARK, TRACI](#)  
**Subject:** Sherman tower  
**Date:** Tuesday, March 19, 2024 9:35:42 PM

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CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

I am writing in favor of the Sherman tower .....the Hagadone group has proven time and again that they are willing to commit the resources to make this a better community and I applaud them for once again doing so .... John condon

Dear City of Coeur d'Alene Officials,

I am writing to express my enthusiastic support for the Sherman Towers project. As a long-time resident of this beautiful city, I believe that this development will bring significant financial benefits to our local economy. The draw of tourism generated by such an iconic structure will undoubtedly boost revenue for businesses throughout our community. From hotels and restaurants to local shops and attractions, the increased foot traffic will create numerous opportunities for small businesses to thrive and expand their operations.

Moreover, the Sherman Towers will not only be a symbol of progress but also an architectural designed to maintain the view corridors of neighboring buildings that enhances the aesthetics of our downtown area. Its presence will complement the natural beauty of Coeur d'Alene while adding a touch of modernity that reflects our city's vibrant spirit and growth.

Brad and Todd Hagadone are lifelong residents of Coeur d'Alene and are carrying on the tradition of the Hagadone Family by being contributors to many of the areas great needs and leaders in supporting community wide causes.

I urge you to consider the long-term economic advantages and the visual enhancement that the Sherman Towers will bring to our community. Your support for this project will contribute to the continued prosperity and appeal of Coeur d'Alene for generations to come.

Thank you for your attention to this matter.

Sincerely,

John J Malee  
4667 Magrath Dr,  
Coeur d' Alene, ID 83815

## Advocating for the Sherman Towers Development

Dear City Council Members,

I am writing to express my strong support for the construction of the Sherman Towers in our beloved city. The financial benefits associated with this project are undeniable, particularly in terms of boosting tourism and creating new opportunities for our local small businesses.

As someone who has witnessed the growth and evolution of Coeur d'Alene over the years, I believe that the Sherman Towers will be a game-changer for our economy. The influx of visitors drawn to such a landmark will stimulate spending in our shops, restaurants, and other establishments, providing a much-needed economic boost post-pandemic.

Furthermore, the aesthetic appeal of the Sherman Towers cannot be overstated. They will serve as a modern and striking addition to our downtown area, enhancing the overall charm and appeal of Coeur d'Alene as a destination for both residents and tourists alike.

I urge you to support this project, recognizing its potential to invigorate our local economy and contribute to the continued growth and prosperity of our community.

Thank you for your consideration.

Warm regards,

Mallory Malee  
4667 Magrath Dr,  
Coeur d' Alene, ID 83815

## Sherman Towers: A Vision for the Future

Dear City Leaders,

I am writing to express my excitement and support for the Sherman Towers project. As a young resident of Coeur d'Alene, I believe that this development represents a fantastic opportunity for our city's growth and prosperity.

The financial benefits of the Sherman Towers are clear, particularly in terms of attracting tourists and providing new avenues for small businesses to thrive. This project has the potential to create jobs and stimulate economic activity, which is crucial for the younger generation looking to build their futures here.

Moreover, the Sherman Towers will add a modern and visually stunning element to our downtown area. It's important for our city to embrace new developments that not only enhance our surroundings but also reflect our forward-thinking mindset.

I urge you to support the Sherman Towers project, recognizing its significance for the future of Coeur d'Alene and the opportunities it brings for young residents like myself.

Thank you for your attention to this matter.

Best regards,

Clayton Land  
4667 Magrath Dr,  
Coeur d' Alene, ID 83815

**From:** Jordan Redman  
**To:** [CLARK, TRACI](#)  
**Subject:** Recommendation for Approval of the New Coeur d'Alene Resort Tower  
**Date:** Monday, February 12, 2024 10:58:15 AM

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02/12/2024

Coeur d'Alene City Planning Department  
Design Review Commission  
[tclark@cdaid.org](mailto:tclark@cdaid.org)

Re: Recommendation for Approval of the New Coeur d'Alene Resort Tower

Dear Commission,

I am writing to express my enthusiastic support for the proposed new Coeur d'Alene Resort Tower Project. As a lifelong resident of North Idaho, I have witnessed the positive impact the Resort has had in many areas of our city. The Coeur d'Alene Resort has been an excellent contributor to our local economy as an employer and is an attractive tourist destination. They are involved and very generous in our community and I feel that by expanding their footprint, The Resort will be able to have an even greater impact for North Idaho and it's residents.

Thank you for your time and consideration and for your work in serving our community.

Sincerely,

Jordan Redman  
North Idaho Native and Local Business Owner



**From:** Justin Minert  
**To:** [CLARK, TRACI](#)  
**Subject:** CDA Resort Expansion Tower  
**Date:** Friday, March 22, 2024 12:18:57 PM  
**Attachments:** [image001.png](#)

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**CAUTION:** This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

To Whom It May Concern:

I express my wholehearted support for the proposed expansion tower at the Coeur d'Alene Resort. This endeavor holds immense promise for our downtown district, promising to inject vitality into our community and significantly boost our local economy.

Having called Coeur d'Alene home since 1999, my roots run deep within this community. It's where I completed my education, from Middle School to College, and where I've chosen to raise my family. Over the years, I've witnessed firsthand the positive impact of the Coeur d'Alene Resort on our town, becoming an integral part of our collective identity.

As a local realtor and a devoted father of three, I've thoroughly researched this proposed expansion. After careful consideration, it represents a tremendous opportunity for our community's growth and prosperity. So, I strongly endorse the expansion project and encourage its advancement.

With warm regards,

**Justin Minert**

*Sales Associate*

**Century 21 Beutler & Associates**

1836 Northwest Blvd. | Coeur d'Alene Idaho 83814

Office 208.765.5554 | Mobile 208.699.8106

[justin@21goldchoice.com](mailto:justin@21goldchoice.com) | [www.justinminert.com](http://www.justinminert.com)

**From:** Ken Belisle  
**To:** [CLARK, TRACI](#)  
**Subject:** Downtown project  
**Date:** Friday, March 15, 2024 10:01:15 AM

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CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Good morning

I viewed a very exciting project today being proposed by the Hagadone family to expand our downtown city entrance.

This project will be taking a piece of property that is the entry to our downtown, and dramatically improving the first impression.

The designs show connectivity of our downtown with the parks by providing a beautiful pedestrian corridor for circulating food traffic.

The buildings is designed to maintain the view corridors of the neighboring buildings and continue with the feel and quality of the Resort and surroundings.

This is a large and valuable step in contributing to our cities goal of being a world class destination.

The owners are lifelong residents of Coeur d'Alene and are carrying on a tradition of the Hagadone Family by being contributors to many of the areas great needs and community wide causes.

Thank you in advance for your consideration.

***Kenneth Belisle***  
***President***  
***Landmark Restaurants***

***509-220-0201 [Ken.Landmark@gmail.com](mailto:Ken.Landmark@gmail.com)***



[Sent from AOL on Android](#)

Coeur d'Alene Planning Department  
710 E. Mullan Avenue  
Coeur d'Alene, Idaho 83814

Comments:

Please cut here

more skyscrapers in downtown area is not compatible with comprehensive plan goals of "small town feel" (goal C12, objective C12.1) and "visual access to the lakes and rivers" (objective G-D1.7)

PLEASE DISAPPROVE

Ken Murphy  
513 N. Park Drive  
Coeur D'Alene, ID  
83814-2124

1. If you would like to send in a comment, please use this portion of the notice and return to the Planning Department office before February 21, 2024.

&/or 2. Phone or visit our office (769-2240) with your concerns or questions

&/or 3. Email your comments to: [tclark@cdaid.org](mailto:tclark@cdaid.org)

&/or 4. Come to the public hearing.

**ITEM:** DR-2-24

**From:** Leslie Wisdom  
**To:** [CLARK, TRACI](#)  
**Cc:** [Tony Wisdom](#)  
**Subject:** Public Hearing comment for tmrw  
**Date:** Tuesday, February 20, 2024 10:52:32 AM

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Hello, we reside in One Lakeside.

Our comment/question is:

- 1) What is the proposed timeline for construction?
- 2) What would be the permissible hours for construction? (We would appreciate reasonable stop & start for sleeping hours)

Thanks in advance,  
Leslie & Tony Wisdom  
201 N 1st St #1006

**From:** Leslie Andrysiak  
**To:** [CLARK, TRACI](#)  
**Subject:** Yet another high rise in CDA  
**Date:** Wednesday, February 21, 2024 6:59:13 PM

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My husband and I are 2 of the many people in this used-to-be quaint town who strongly oppose yet another highrise being built here. It totally changes the feel/vibe of the town ... and NOT in a good way. There are plenty of big cities with oversize buildings and wicked traffic ... can't we keep this one relatively small?!?! We own a unit in the Coeur d'Alene North building ... it has been in my family since my grandma purchased it in 1985. There is already a 15 story building ruining our view ... now another one going up across the street from it ... NO THANK YOU!!! Enough is enough!!

**From:** Marcello Conigliaro  
**To:** [CLARK, TRACI](#)  
**Subject:** Letter of support for Design Review Commission hearing / Hagadone Hospitality proposal for the Johnston Building site / Thursday, March 28th at 1:00 pm  
**Date:** Wednesday, February 14, 2024 1:10:11 PM  
**Attachments:** [image001.png](#)

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To whom it may concern,

As a 30-year resident and co-owner of 2 successful businesses in CDA, I write to you today to share my complete support of the above referenced project.

The benefits to downtown CDA and the community are many but here are few in my opinion:

\*The project will dramatically improve the tax base of Coeur d'Alene yet produces little demand on all the taxing districts.

\*The project will improve the connectivity of our downtown with the parks by providing a beautiful pedestrian corridor for circulating foot traffic.

\*With the shuttle services already provided by The CDA Resort, many of the Guests will arrive by air and attend meetings, golf, spa, hike Tubbs Hill, or walk downtown without ever renting a car.

\*The project will be taking a piece of property that is the entry to downtown and removing a vacant building, parking lot, and a building built in the 1920's that does not represent our town well.

\*The building's design will add to the charm of downtown and create more business for the existing shops and service.

Thank you for your consideration and please reply to verify receipt.

Marcello



**Marcello Conigliaro**  
Realtor, Broker/Owner  
ABR, CNE, CRS, GRI  
All Referrals Appreciated

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[f](#) [i](#) [in](#) [t](#)





## COEUR D'ALENE

February 16, 2024

Dear Design Commission,

On behalf of the Coeur d'Alene Convention & Visitors Bureau (CVB) Board of Directors, I am writing to express our strong support for the proposed new hotel rooms on the current site of the Johnston Building and Bonsai (100 block of Sherman Avenue). As representatives of tourism, we believe this project holds immense potential to enhance our city's vibrancy, economic vitality, and historical significance.

From a historical perspective, the project holds significance by returning the site to its former glory, reminiscent of the Desert Hotel era. In addition to its historical and aesthetic value, we anticipate that the project will have a transformative impact on our local economy. The majority of the 100 block of Sherman currently sits vacant and with this proposed addition it will attract more visitors, support existing businesses, create new job opportunities, and it will stimulate growth and prosperity throughout our region.

Furthermore, Coeur d'Alene Resort President, Bill Reagan has been a long-time active member of the CVB, including many years as a Board Member and Executive Member. In his role for the Hagadone Corporation, he has nurtured the partnership between the Resort and the businesses throughout the hospitality industry in our region. Based on this experience, we trust Mr. Reagan, the Coeur d'Alene Resort and Hagadone Corporation have the best interest of our community at the forefront of planning this project.

In closing, the CVB Board of Directors fully endorses the proposed project for new hotel rooms on the Johnston Building and Bonsai site. We urge the Design Review Commission to consider the numerous benefits it offers to area businesses, visitors and our community and encourage you to support its approval. Together, we can ensure that Coeur d'Alene continues to thrive as a dynamic destination for residents, visitors, and businesses alike.

Sincerely,

Mark Robitaille  
Executive Director  
Coeur d'Alene Convention & Visitors Bureau

**From:** Michael Unruh  
**To:** [CLARK, TRACI](#)  
**Subject:** Public hearing comments  
**Date:** Saturday, February 24, 2024 8:49:17 AM

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Hello,

I would like to make some public comments regarding the Hagadone Hospitality Co. proposal. I was unable to come to the DRC meeting on the 22nd of February.

I am excited about the project that is proposed and I am confident that if allowed/ permitted, that the Hagadone Company will do a great job of the project. They are pretty excellent in what they do.

I do have some concerns as well regarding the construction impact on the traffic patterns, especially during the summer season. Our business condominium is located one block from the proposed project.

Overall, I am excited about the project and pretty easy to be supportive of the proposal. I see a valuable addition to the downtown core with remaining high traffic/ exposure for businesses and the overall economic benefit outweighs the inconvenience of the building timeline.

Michael Unruh

--

Michael Unruh, MA, LMHC, LCPC, CSAT, EMDR, CPATP  
Certified Psychedelic Assisted Therapy Provider  
*Journey Counseling of Coeur d'Alene*  
[www.journeycounselingcda.com](http://www.journeycounselingcda.com)

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February 9, 2024

Dear Design Review Commission,

I want to be one of the first to support the new Sherman Tower development located downtown Coeur d'Alene across from the resort between 1<sup>st</sup> and 2<sup>nd</sup> Street.

Presently there is a restaurant that has been closed for over 3 years, a parking lot and a building that is unsightly on the corner of Sherman and 2<sup>nd</sup> Street. This is the cornerstone of downtown, as people arrive in CDA and this new building will be a huge improvement over what is there now.

Duane Hagadone, who originally developed The Coeur d'Alene Resort, had the vision, and transformed our sleepy little town into a world class resort community. With the development of the resort our downtown filled with art galleries, restaurants, shops, and businesses that are thriving now. The fact that this development is being developed at such an expense by Brad and Todd Hagadone continues to show their family commitment to our town.

I find it fun that historically this will bring back this site to what was in the 60's of the Desert Hotel which was located at the hub of the community.

The new hotel will bring more visitors to our town, who in turn will spend more money in the community, not to mention the additional jobs that this project will add. I have friends that own shops down town, small restaurants and businesses that will only prosper with more growth here in Coeur d'Alene. We all share in the excitement that this project will bring to town.

We are a destination location for our Spokane, Silver Valley, Hayden, Rathdrum, Post Falls, and Sand Point residents. This project will only provide more reasons to recreate here on the lake.

Please consider some of my thoughts above as you make the decision to vote YES on this exciting new addition to our community.

Sincerely,

Nancy Powers

1421 N Government Way

Coeur d'Alene, Idaho 83814

February 9, 2024

Design Review Commission.

The intent of this letter is to share support of the Sherman Tower Development that is being proposed by Brad and Todd Hagadone. They both are lifelong residents of Coeur d'Alene, as was their father Duane Hagadone and this project has as much vision for Coeur d'Alene that their father created when the Coeur d'Alene Resort was first developed. The Hagadone's have done so much for the community and this project continues to build on the development of the resort years ago.

The location of this proposed development will replace what exists now, which is the vacant restaurant site, a parking lot and the 1920's Johnson building, which will be a huge improvement having this land developed for hotel rooms, a new restaurant, and a café. The design of the building is outstanding and will showcase our town as people enter downtown on Sherman Avenue.

The project will benefit all of downtown, providing more shoppers and guests wishing to dine out and be entertained year-round. Coeur d'Alene has been a destination since the resort was developed and all shops, restaurants, art galleries and businesses will prosper with this development coming to downtown.

Spokane considers Coeur d'Alene as their "Lake Place" and this development will continue to add more charm to downtown. The design of this new building is exciting and offers sounding buildings with views and vistas not blocking views of the lake.

Many of the guests that will come and stay here at the new Sherman Tower will be coming by van from the Spokane airport as resort guests presently do not increasing traffic in our city. Friends that come to Coeur d'Alene to visit always comment that they do not need a car when staying downtown. They can walk to city beach, Tubbs Hill, all the shops and restaurants downtown.

I am in full support of this project as a resident here in Coeur d'Alene since 1985 and feel that the additional income this property will bring to the city of Coeur d'Alene, all businesses and shops will be a huge benefit to our community, not to mention more jobs for us locals.

Please consider my thoughts when making the decision to allow this new development located between 1<sup>st</sup> and 2<sup>nd</sup> Street on Sherman Avenue.

Sincerely,

Rick Powers

8171 W. Cda Lake Shore

Coeur d'Alene, Idaho 83814

**From:** Robert.J.Yuditsky@morganstanley.com  
**To:** [CLARK, TRACI](#)  
**Subject:** CdA Resort expansion project  
**Date:** Friday, March 22, 2024 12:04:43 PM

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Dear Traci,

As an individual who works downtown and owns real estate downtown, I strongly support the project being put forth by the Hagadone family. Their proposal shall create a huge improvement to our downtown area and community in general.

Thank you,

**Robert J. Yuditsky**  
**Senior Vice President**  
**Branch Manager**  
**Financial Advisor**  
**Morgan Stanley Wealth Management**

505 E Front Ave Ste #201  
Coeur d'Alene, ID 83814  
Direct: 208-665-4269  
Firm Cell: 208-220-2029  
Email [robert.j.yuditsky@morganstanley.com](mailto:robert.j.yuditsky@morganstanley.com)  
[www.morganstanleyfa.com/robert.yuditsky](http://www.morganstanleyfa.com/robert.yuditsky)  
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Source: [Forbes.com](https://www.forbes.com) (Awarded January 2023) Data compiled by SHOOK Research LLC based on time period from 9/30/21 – 09/30/22.

For more information: [Best-In-State Wealth Advisors 2023 \(forbes.com\)](https://www.forbes.com)

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Connect with me on LinkedIn: <http://www.linkedin.com/in/RobertYuditsky>

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**From:** Roger Smith  
**To:** [CLARK, TRACI](#)  
**Subject:** Hagadone Property 120-123 Sherman  
**Date:** Monday, March 11, 2024 10:22:13 AM

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TO: CdA Design Review Commission

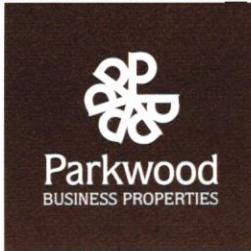
I hope the Design Review Commission will pay particular attention to the aesthetics of this massive development, since it will be a 'gateway' structure entering downtown CdA, and forever be a statement about our City.

Even the parking structure should be aesthetically compatible with our older downtown area (unlike the Resort's current parking structure).

There will only be one chance to get it right! Your Committee is the City's last chance to get it right!

Roger Smith





2100 Northwest Blvd., Suite 350  
Coeur d'Alene, ID 83814  
phone 208-667-4086  
fax 208-667-5147

February 16, 2024

City of Coeur d'Alene  
Planning Department  
710 E. Mullan Ave., Coeur d'Alene

RE: The Coeur d'Alene Resort Expansion / New Hotel

Dear Design Commission:

I am writing this letter in support of the The Coeur d'Alene Resort's expansion on the site of the current Bonsai and Johnston buildings fronting Sherman Avenue between 1<sup>st</sup> and 2<sup>nd</sup> streets. The Coeur d'Alene Resort is an iconic building in our community due to its brilliant architecture and premier location. Our beloved downtown is vibrant in large part because of the Coeur d'Alene Resort and the visitors it attracts and business it provides.

I'm excited to see the plans for this new hotel that replaces current aging buildings. This project has been carefully designed to maintain view corridors and honor The Coeur d'Alene Resort's impressive architecture. The development will enhance the beauty of our downtown and drive new business to our local shops and services.

I am grateful the Hagadone family continues to make significant investments in our community. We should have no doubt this latest project will replicate the premier quality and exceptional design of the many other developments created by the Hagadone family and their trusted local team.

Sincerely,

A handwritten signature in blue ink, appearing to read "RN", written over a light blue horizontal line.

Ryan Nipp  
Partner  
Parkwood Business Properties

**From:** steveheberer45@yahoo.com  
**To:** [CLARK, TRACI](#)  
**Cc:** [Jennifer](#)  
**Subject:** Design Review Commission  
**Date:** Sunday, February 18, 2024 10:48:06 AM

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Regarding the Hagadon Hospitality proposed 15 story structure:

The downtown area currently can't handle its traffic during the busy months. It seems as if there was no plan for the current increase in traffic.

Is there a plan for increased future traffic.

Will the property tax receipts from this building help to lower current resident's property tax?  
How much tax revenue will the new structure bring in?

It will be unfortunate to lose sunlight in the morning for all persons living north and west of the structure.

It will be unfortunate to be in the shade during the colder months for all persons living around any side of the structure.

But I do you understand the desirability of investing in this area.

Sincerely,

Steve Heberer

[Sent from Yahoo Mail on Android](#)

**From:** Veronica Zeigler  
**To:** [CLARK, TRACI](#)  
**Subject:** Expansion Tower  
**Date:** Friday, March 22, 2024 12:38:58 PM

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To the Design and Review Commission,

I write to you to express my full support for the proposed expansion of the tower at the Coeur D'Alene Resort. This proposal will only continue to help support and grow our community and small businesses.

Coeur d'Alene has been my home for many years and the Coeur d'Alene Resort continues to positively impact families throughout this community. This proposed expansion will only add to the success of our community as a whole.

As a special education teacher, I understand first hand how the success of a community can affect and change lives for the better. I am in full support of this expansion and encourage the Design and Review Commission to agree to this proposal.

Thank you,  
Veronica Zeigler

**From:** Weifen Yu  
**To:** [CLARK, TRACI](#)  
**Subject:** Support of New Tower Project  
**Date:** Thursday, March 21, 2024 2:48:43 PM

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To Whom it may concern:

I hope this email finds you well. I am writing to express my strong support for the proposed new tower project that is set to be presented to the Design Review Commission on Thursday, March 28. The project, which entails the development of new hotel rooms on the current site of the Johnston Building and Bonsai, holds significant potential to positively impact our downtown area.

I believe that projects like these are crucial for the continued growth and revitalization of our community. Not only will the addition of new hotel rooms enhance our city's tourism infrastructure but it will also create valuable job opportunities for our residents.

I understand that the Design Review Commission's decision-making process is governed by specific criteria, and while their scope may be limited, I believe it is important to emphasize the broader benefits that this project brings to our city. By supporting the construction of the new tower, we are not only investing in our downtown area but also fostering economic growth and development.

I urge the Design Review Commission to consider the positive impacts that this project will have on our community as they deliberate on this matter. Additionally, I encourage the planning department to take into account the overwhelming support as they review comments leading up to the Commission meeting.

Thank you for considering my input on this important matter. I look forward to seeing the positive changes that this project will bring to our city.

Sincerely,  
Weifen Yu

**Weifen Yu**

CONFERENCE SERVICE MANAGER | THE COEUR D'ALENE RESORT  
115 S. 2nd Street Coeur d'Alene, ID 83814

Phone: [208.415.5620](tel:208.415.5620)



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**COEUR D'ALENE DESIGN REVIEW COMMISSION**

**FINDINGS AND ORDER**

**DR-2-24**

**INTRODUCTION**

This matter came before the Design Review Commission (“DRC”) on March 28, 2024, on DR-2-24, a request for a fifteen (15) story hotel with a restaurant, retail/office space along Sherman Avenue and a three (3) story parking garage along Lakeside Avenue between First and Second Streets in Downtown Coeur d’Alene.

OWNER: Hagadone Hospitality Co.

APPLICANT: Cory Trapp, Architect, LTA Architects

CONSULTANT: John Barlow, JRB Properties

LOCATION: 101 and 123 E. Sherman Avenue and properties north of the alley and south of Lakeside Avenue between first and second streets legally described as CDA & KINGS ADD including 75.9 feet of Tax#1646, Tax#1686, Tax#4556 Reserve Block, Lots 2 and 3, west 35 feet of Lot 4, and Tax#4557 Block Y, totaling 50,442 SF

**A. FINDINGS OF FACT**

**The DRC finds that the following facts, A1 through A55, have been established on a more probable than not basis, as shown on the record before it and on the testimony presented at the public hearing**

- A1. The subject property is located at 101 and 123 E. Sherman Avenue and properties north of the alley and south of Lakeside Avenue between First and Second Streets legally described as CDA & KINGS ADD including 75.9 feet of Tax#1646, Tax#1686, Tax#4556 Reserve Block, Lots 2 and 3, west 35 feet of Lot 4, And Tax#4557 Block Y.
- A2. The property is subject to the Downtown Core Design Guidelines and the Downtown Development Standards. M.C. Chapter 17.05, Article XI, and § 17.05.705, and review by the City’s DRC.
- A3. The applicant has submitted all required materials for design review as provided by M.C. § 17.09.325(D) and (E).
- A4. The applicant has completed a project review meeting on December 12, 2023 as required by M.C. § 17.09.325(B).
- A5. The applicant has completed an initial meeting with staff on December 20, 2023 as required by M.C. § 17.325(D).
- A6. The applicant is seeking design review approval from the DRC at an initial meeting on March 28, 2024.
- A7. One hundred ninety-two (192) public hearing notices were mailed to all property owners of record within three hundred feet (300’) of the subject property on March 12, 2024, which fulfills the legal requirement as provided by M.C. §17.09.315(A).

- A8. The public hearing notice was published in the Coeur d'Alene Press on March 9, 2024, which fulfills the legal requirement for the Design Review as provided by M.C. M.C. § 17.09.315(A).
- A9. The subject property was posted with the public hearing notice on March 20, 2024, which fulfills the proper legal requirement as provided by M.C. § 17.09.315(A).
- A10. Public testimony was received by the DRC at a public hearing on March 28, 2024.
- A11. The subject property is 50,442 S.F as shown by the applicant and verified by GIS.
- A12. The existing zoning is Downtown Core District as shown by the City's zoning map.
- A13. Sherman Avenue, in the project vicinity, is designated as a Vehicle-Oriented Street pursuant to the City's Downtown Design Guidelines.
- A14. Second Street, in the project vicinity, is designated as a Pedestrian-Oriented Street pursuant to the City's Downtown Design Guidelines.
- A15. The intersection of Sherman Avenue and Second Street is designated as a Gateway pursuant to the City's Downtown Design Guidelines.
- A16. The subject property is 50,442 square feet and the building square footage would be 133,990 square feet.
- A17. The project is below the allowable floor area ratio (FAR) as provided in M.C. § 17.05.685(A). The maximum allowed FAR in the DC zoning district is 4.0. The project shows a FAR of 2.54 based on a lot size of 50,442 square feet and a building square footage of 127,990 square feet. The applicant does not need and has not requested any FAR bonuses. (FAR BONUSES)
- A18. The proposed project would be 15 stories and 190' tall, which includes an architectural feature that extends 22', which is below the maximum allowable height of 200' in the DC zoning district pursuant to M.C. § 17.05.690(A). (BUILDING HEIGHT)
- A19. The 50' tower spacing requirement does not apply because the building would be more than 300' away from the closest tower, which is the One Lakeside project, pursuant to M.C. § 17.05.695(B).
- A20. M.C. §17.05.725(A)(3) requires 0.5 parking stalls per unit in the DC zoning district. Parking for the hotel and restaurant will be provided in a 3-story, 100 stall, parking structure located north of the hotel and restaurant on the adjacent parcel located on the corner of Second Street and Lakeside Avenue. The proposed project would have 139 hotel rooms, a 6000 S.F. restaurant and a 3,775 S.F. retail/office space. The project provides a total of 109 parking spaces, 100 of them located within the parking structure, 9 surface spaces along the alley, which is 19 more than is required by the Downtown Development Standards (PARKING COUNT & LOCATION)
- A21. The applicant has requested a design departure for Weather Protection. Per the Downtown Design Guidelines, the vertical dimension between the underside of the canopy or awning and the sidewalk shall be at least 8' and no more than 12'. Four of the proposed canopies will vary from 12' to 15' vertical clearance to the bottom of the canopy. The applicant has provided details on the features of the canopies. The applicant has provided details on the features of the canopies, provided support for the design departure not having a detrimental effect on nearby properties or the city as a whole, how the design and materials exhibit a high degree of craftsmanship, building detail, architectural design or quality materials not typically found in standard construction, that the departure is an overall thoughtful and comprehensive approach to the design project as a whole, and also provided references to applicable sections of the Comprehensive Plan. (WEATHER PROTECTION – DESIGN DEPARTURE REQUESTED)
- **Goal CI 2:** This project will maintain a high quality of life for residents and businesses that make Coeur d'Alene a great place to live and work. The hotel and restaurant will provide jobs and create additional traffic for downtown businesses. The hotel and restaurant will

strengthen Coeur d'Alene as a tourist destination and meets the comprehensive plan desire for hospitality uses for downtown.

- **Objective GD 1.5:** Recognize neighborhood and district identities. The project is located in the downtown district and will meet the requirements for development. The Hotel Tower will be lower than the maximum height allowed and steps back to reduce the size and impact of the building. Historically, the Desert Hotel once occupied this site until it burned down in a fire in 1972.
- **Objective GD 1.7:** Increase physical and visual access to the lakes and rivers. The Hotel Tower has been stepped back from the west side to preserve view corridors for existing and future buildings north of the proposed Hotel. In addition, the main floor of the restaurant has been elevated above the adjacent grade by 7' to provide views to the lake over traffic stopped at the intersection of First Street and Sherman Avenue. Public seating will also be incorporated into the corner of First and Sherman to take advantage of views to the lake.
- **Objective GD 2.2.C04:** Work with utility providers to relocate existing above ground utilities underground, as viable. The applicant has indicated they will work with the utility companies to relocate services in the alley. Intent is to upgrade and move utilities underground.

- A22. The Gateways are key intersections within and around the edges of downtown that require special treatment and include the intersections of Sherman Avenue and Second Street, Sherman Avenue and Fourth Street, Front Avenue and Fourth Street, and Sherman Avenue and Seventh Street. The project has a gateway at Sherman Avenue and Second Street. Gateways require a special feature provided at the corner of the site next to the streets and composed of at least two elements (e.g., seasonal planting, flowering specimen tree, artwork, water feature, public space, and unique lighting). Seasonal planting in planter boxes will be incorporated into the ground floor level, along both Sherman Avenue and Second Street and at the corner of First Street and Sherman Avenue. The main hotel entrance located on the corner of Sherman Avenue and Second Street and will be defined with a recessed entry, canopy, unique lighting which includes custom sconce on each side of the planters and seasonal planting enhancing the appearance of the corner. The restaurant will have extensive planters and a tall glass wall that will provide prominent features to create a gateway at the intersection of Sherman Avenue and First Street, even though this intersection is not identified as a gateway corner.
- A23. All street trees planted in conjunction with this proposed project must be selected from the approved street tree list. All sidewalk tree wells that are to be constructed in conjunction with this project must be built to city specification and a sidewalk tree well detail will be required to be submitted to the city for review and approval. All existing street trees abutting Sherman Avenue, First Street and Lakeside Avenue must be retained and protected during construction. There are six (6) existing sidewalk tree wells located in the right of way abutting First Street. Two (2) of these tree wells are missing trees, trees from the approved street tree list will be required to be planted in these locations. Two (2) of these tree wells have trees that are in poor condition, these two trees will require removal and replacement. The remaining two (2) trees abutting First Street will be required to be protected and retained during construction. The Urban Forester will perform a pre-construction site visit to provide guidance and clarification on street tree requirements. (SIDEWALK USES – AMENITY ZONES)
- A24. The existing sidewalk on Sherman Avenue from the back of curb to the property line is 11' from First Street and Sherman Avenue westerly until it narrows down to 8'5" to the corner of Sherman Avenue and First Street. The existing sidewalk along First Street north to Lakeside Avenue is 7'5" and north of the alley the sidewalk is 12'5" wide. There is an 8' continuous sidewalk along Lakeside Avenue and a 9'5" continuous sidewalk from Second Street north to Lakeside Avenue. A 7'-0" wide clear pedestrian travel area will be maintained and will be provided. An existing bench, existing street lighting, and planters will be placed on Second Avenue. (SIDEWALK USES – CLEAR WALKWAY)
- A25. Due to the grade of the existing sidewalk on the primary frontage of Sherman Avenue, no amenity zone will be provided for the hotel. Sherman Avenue is a vehicular oriented street at this location.

Planters have been incorporated into the Sherman Avenue frontage of the building to add interest and variety to the base of the building. A public bench and planters will be located on Second Avenue to provide an amenity zone for pedestrians.

- A26. The restaurant located at corner of Sherman Avenue and First Street will have landscaping and some seating to create an amenity zone for pedestrians at the street intersection. The building will be set back from the corner due to some existing city utilities for the intersection. The existing City sidewalk crosses the property line at this intersection and will need to be addressed during the permitting process. (SIDEWALK USES – STOREFRONT AREA)
- A27. There will be no new curb cuts for this project. The existing curb cut along Sherman Avenue will be removed – two additional curb cuts will be removed on Lakeside Avenue as part of the construction of the parking garage. Primary vehicular access will be provided by the existing alley access and an existing curb cut on Lakeside Avenue to enter the parking structure. (WIDTH AND SPACING OF CURB CUTS)
- A28. Trash /service areas are required to be screened. The trash area will be located behind the building off of the alley away from public rights-of-way at Sherman Avenue and Second Street. The trash areas are proposed to be enclosed within the proposed structures and accessed with either a roll up door or a screened fence and gate. The service area is located in a covered recessed zone along the south side of the alley to the east of the trash enclosure. (SCREENING OF TRASH/ SERVICE AREAS)
- A30. All building accent lighting will be incorporated into the structure to minimize glare. Canopies will have recessed downlights to provide lighting for pedestrians. No uplighting is currently proposed. Lighting for the parking structure will be provided with cut-off shields to prevent light trespassing outside property boundaries. (LIGHTING INTENSITY – BUILDING LIGHTING)
- A31. There are several existing street lights along the four (4) street frontages that may need to be replaced or updated. Streets and Engineering Department will continue to discuss and work with the development team to install street lighting, if necessary, in order to meet City Standards. (LIGHTING INTENSITY – STREET LIGHTING)
- A32. The corner of Sherman Avenue and Second Street is designated as a Gateway. There shall be a special feature provided at the corner of the site next to the streets and composed of at least two elements (e.g., seasonal planting, flowering specimen tree, artwork, water feature, public space, and unique lighting). Seasonal planting in planter boxes will be incorporated into the ground floor level, along both Sherman Avenue and Second Street and at the corner of First Street and Sherman Avenue. The main hotel entrance located on the corner of Sherman Avenue and Second Street and will be defined with a recessed entry, canopy, unique lighting which includes custom sconce on each side of the planters and seasonal planting enhancing the appearance of the corner. The restaurant will have extensive planters and a tall glass wall that will provide prominent features to create a gateway at the intersection of Sherman Avenue and First Street, even though this intersection is not identified as a gateway corner. (GATEWAYS)
- A33. The DC zoning district has a 0' front and side yard setback, unless providing usable public space, forecourts or vegetative screening of parking structures. Buildings may be set back from the sidewalk a maximum of 20' for public space or entries, or a maximum of 10' for vegetative screening. Setting façades close to the street may be accomplished through base structures that extend out to the sidewalk, not necessarily the full height of the building. The building meets this requirement. The hotel's ground floor will be set up to the back of the sidewalk, except for recesses for window walls, seasonal plantings, public space and weather protected recessed main entries. The restaurant will be set back from the back of the sidewalk a couple of feet to provide planting areas.
- A34. The street level façade along the Pedestrian-Oriented Sherman Avenue and 2nd Street would be at the back of the sidewalk along the property line. Seasonal plantings in planter boxes will be incorporated into the ground floor level, along Second Street and Sherman Avenue. The main hotel

entrance located on the corner of Sherman Avenue and Second Street will be defined with a recessed entry, canopy, lighting and seasonal plantings enhancing the appearance of the corner. The restaurant will be set back from back of sidewalk a couple of feet to provide planting areas and public seating areas. (MAXIMUM SETBACK)

- A35. The primary structures will be oriented to Sherman Avenue, First Street and Second Street. The primary hotel entry will on the corner of Sherman Avenue and Second Street. The entrance to the restaurant will be located on First Street. (ORIENTATION TO THE STREET)
- A36. The DC design guidelines require the principal entry to have two elements. The hotel and restaurant entrances will feature weather-protected recesses, taller bays with transom windows, projected canopies, seasonal planters, and recessed doors with sidelights to offer protection from the elements. (ENTRANCES)
- A37. The proposed structure incorporates a top, middle and base, as required by the DC zoning district (MASSING)

HOTEL:

- The top of the hotel will be defined by copper accented parapets and pitched copper clad rooflines that will conceal roof top equipment, elevator equipment rooms and stairs. The top of the south elevation of will be defined by a band of continuous windows on the top floor. (TOP)
- The middle will be defined by change in color, use of windows balconies, and a step back at the 6th and 10th floors. (MIDDLE)
- The Hotel will have a distinct “base” defined by articulation and change in material (large windows, metal panels, concrete base and recessed planters) as well as a copper clad parapet and a building step back at the 2nd floor for the guest room tower. (BASE)

RESTAURANT:

- The Restaurant top will be defined on the west and south elevations by a strong projecting roof overhang and glass railing for the roof top bar. The middle will be distinct by the use of large expanses of glass to take advantage of the views to the lake. The base of the restaurant will be articulated with a strong concrete raised base with landscape planters that will help soften the impact of the concrete base. (TOP, MIDDLE, BASE)

- A38. The base of the building aligns with the property lines of the lot and the second floor of the Hotel steps back 10 feet from the Second Street property line. Along Sherman Avenue the building steps back 14 to 20 feet from the property, which exceeds the 10-foot step back requirement. Sherman Avenue has a slight curve along the frontage that creates the variation in the step back which meets the requirement for the required 10-foot setback over 45 feet above grade. The building continues up to the height of 168 feet, with an additional 22 feet for rooftop equipment and stairs, which is screened with extended parapet walls. The tower floor size meets the requirement which is less than the 8000 SF. Tower Floor. floors six (6) through nine (9) is 7,766 SF, and floors ten (10) through fifteen (15) are 6,562 SF. The project meets the Tower Separation of 50 feet noted in the Site Performance Standards, with the One Lakeside project being more than 300 feet away. (BUILDING BULK)
- A39. The Downtown Core district is envisioned to have the highest intensity uses, especially retail, office, residences and hotels contained within low-rise, mid-rise and high-rise buildings. Sherman Avenue has a mix of low-and mid-rise buildings, and high-rise buildings which include the One Lakeside Condominiums on First Street and Lakeside Avenue, The Thomas George on Third Street and Front Avenue and the two mixed use high-rise buildings further east on Front Avenue. The overall mass of the proposed restaurant and hotel helps transition from these shorter structures to the high-rise residential buildings on Sherman Avenue. (CITY BLOCK ELEVATIONS)

- A40. The ground-floor façades of the hotel building will feature pedestrian-scale signs, pilasters, columns, a belt course along the parapet, a solid concrete plinth, projecting sills at the windows, recessed window walls that extend down to the floor level, canopies, containers for seasonal planting, and recessed soffit accent lighting. (GROUND LEVEL DETAILS)
- A41. The restaurant's ground floor will have a concrete base with integral planters to add seasonal plantings and soften the base's appearance. Seating areas will be created at the corner of First Street and Sherman Avenue. The design will include pedestrian-scaled signage. (GROUND LEVEL DETAILS)
- A42. The ground-level façades of the hotel and restaurant will be facing Sherman Avenue, First Street and Second Street. The windows, with an average height of 12 feet above grade, will extend down to the floor level. The windows on the west, south, and east elevations will provide over 60% transparency. (GROUND FLOOR WINDOWS)
- A43. The applicant has requested a design departure for the Weather Protection Design Guideline as it relates to the maximum canopy height. The proposed canopy meets the minimum depth to provide weather protection per the DC design guidelines. The DC design guidelines require a minimum depth of a canopy or awning to be 5'. The 5' deep canopies associated with the building meet the minimum requirement to provide pedestrians from weather. The proposed canopies will project 5 feet from the façade and will provide coverage approximately 75% of the Sherman Avenue frontage for pedestrians. The applicant has requested a design departure for Weather Protection related to the vertical dimension between the underside of the canopy or awning and the sidewalk. Per the DC design guidelines, the vertical dimension between the underside of the canopy or awning and the sidewalk shall be at least 8' and no more than 12'. Currently, the grade of Sherman Avenue slopes from Second Avenue to First Street and drops six (6) feet over the 300-foot street frontage. The proposed design has a canopy height starting at 9' above the sidewalk on the corner of Sherman and Second Street and has a clearance for pedestrian safety from the vertical canopy. In addition, a recessed entry to the hotel provides additional protection on the corner of Sherman Avenue and Second Street. As the sidewalk slopes down to the west, along Sherman Avenue, the canopy's vertical dimension will vary from 12' to 15'. As it follows the slope of the existing grade along Sherman Avenue, at the southwest corner of the project, it is 15'. Along First Street and Sherman Avenue, at the lowest grade, the canopy would have a vertical dimension of 18', which is 6' above the maximum allowable height. The requested design departure is to exceed a portion of the canopy to extend above the 12' maximum design guideline. The architect outlines the justification as the departure of the canopy height would still meet the weather protection requirement for pedestrians, the canopies are designed to follow the horizontal lines of the windows and floor line of proposed building. This will not have any aesthetic or harmful effects to the city or adjacent properties. The canopies will have a solid roof with a metal framework structure that will be painted to match the bronze anodized window frames. Soffits will be clad with prefinished aluminum soffit panels with recessed can lights to provide pedestrian lighting. Due to the slope of the existing site and sidewalk, maintaining the horizontal lines of the building and windows is important to the design of the structure and the design departure will allow us to maintain the integrity of the design. The design departure request includes an exhibit showing how the canopy would look if it were to meet the guideline. (WEATHER PROTECTION) – DESIGN DEPARTURE REQUESTED
- A44. Walls on the ground floor level within public view will have windows, pilasters, and recesses for seasonal planting boxes. Vegetation will be provided in the planter boxes adjacent to the wall surface. The pilasters and planter recesses will provide architectural details and reveal joints to break up walls. The current designs for the hotel and restaurant do not have any blank walls over 30 feet. (TREATMENT OF BLANK WALLS)
- A45. The roofline of the hotel will incorporate a combination of pitched roofs a maximum slope of 12:12 and flat roofs with copper trim along parapet walls to create a prominent distinctive roof edge. The Restaurant will have a flat roof for the covered seasonal roof top bar that will be accented with copper fascia's to create a strong, distinctive roof edge. (ROOF EDGE)



- A46. Roof top equipment for hotel and restaurant on the ground floor will be located at the back of the building adjacent to the existing alley and screened with extended parapet walls. Roof top mechanical and communication equipment located on upper roofs of the hotel will be housed within decorative roof structures incorporated into the primary structure. (SCREENING OF ROOFTOP MECHANICAL EQUIPMENT)
- A47. The DC design guidelines require new projects to relate to the context of the downtown's historical features. No historic structures currently exist on the subject property. Historically the parking lot on Sherman Avenue was the location of the Desert Hotel, before it burned down in 1972. For context the hotel and restaurant are taking inspiration for their designs from the existing Coeur d'Alene Resort Hotel. (UNIQUE HISTORIC FEATURES)
- A48. Signs will be integrated with structure and will not project above the roof or parapets. Historically, Hagadone Hospitality has maintained a minimalist approach to signage as demonstrated by the current signage at the Coeur d'Alene Resort Hotel. The signage for the Sherman Tower will be located at the entry canopy and the alley entrance and will coordinate with the Coeur d'Alene Resort signage. Signage for the restaurant will be located at the main entry to the restaurant on First Street and a small sign will also be located on Sherman Avenue as shown on the proposed elevations. The overall signage will be far less than the total allowed signage area. (INTEGRATION OF SIGNS WITH ARCHITECTURE)
- A49. Any signs located on the ground floor will be individualized while being incorporated within the primary architectural design. Signage will be understated and will be similar to signage that currently exists at the Coeur d'Alene Resort. (CREATIVITY/INDIVIDUALITY OF SIGNS)
- A50. The total building signage would total 915 square feet, which would be under the City's maximum sign allowance of 807 square feet under the Sign Code based on the property frontage. (SIGN ALLOWANCE)
- A51. The DC zoning district requires that building floors over 45' in height above grade shall be stepped back 10' from the right-of-way on 1th Street. The project design does meet this requirement. The base of the building aligns with the property lines of the lot, but steps back above the ground floor level to allow for the required 10-foot setback over 45 feet above grade. (UPPER LEVEL STEPBACK)
- A52. Parking for the project will be provided in a 3-story, 100 stall, parking structure located north of the hotel and restaurant on the adjacent parcel located on the corner of Second Street and Lakeside Avenue. The lowest level of the 3-level parking structure will be below grade. Street-facing facades will incorporate square openings, expanded metal panels and decorative metal grills. Columns, reveal joints, accent lights and railings have been incorporated to the west and north elevations of the parking structure to accent the visual impact of the parking structure. The stairs will be covered to provide weather protection for pedestrians. (SCREENING OF PARKING STRUCTURES)
- A53. There are nine (9) existing parking spaces located on the east end of the alley adjacent to 2nd Street, that will provide additional parking and ADA parking for the hotel will be screened per the landscaping requirements. (PARKING LOT LANDSCAPING)
- A54. The Planning Department has provided a recommended condition of approval relating to consistency with the approved design, as noted below.
- A55. The City Engineer has provided recommended conditions of approval for consideration by the DRC to ensure compliance with City Codes related to pedestrian safety, although not part of the purview of the DRC.

*(The commission may add additional facts or modify the facts above.)*

The DRC heard testimony from the public and the applicant, and based on the public record adopt all 55 Findings of Fact. The DRC concludes that the proposal **[is] or [is not]** in conformance with the applicable design standards and the request for the design departure satisfies the criteria in accordance with a design departure. The increased height of the canopy for snow and rain protection **[would] or [would not]** have a detrimental effect on the project. The building does provide a high degree of craftsmanship, building design and quality of materials. This is a thoughtful and comprehensive approach to the design. The project **[would] or [would not]** benefit from a second meeting.

## **B. CONCLUSIONS OF LAW**

**Based on the foregoing Findings of Fact, the DRC makes the following Conclusions of Law.**

1. This proposal is in conformance with the following applicable Downtown Development Standards and other applicable Municipal Code requirements:
  - Floor Area Ratio (FAR)
  - Height
  - Upper Level Stepback
  - Required Parking Ratio
  - Street Trees
  - Sign Allowance
  - Curb Cuts
  
2. The requested Design Departure for Weather Protection has satisfied the criteria for approving a design departure.
  - The requested departure does meet the intent statements relating to applicable development standards and design guidelines.
  - The departure will not have a detrimental effect on nearby properties or the city as a whole.
  - The project's building does exhibit a high degree of craftsmanship, building detail, architectural design, or quality of materials that are not typically found in standard construction. In order to meet this standard, an applicant must demonstrate to the planning director that the project's design offers a significant improvement over what otherwise could have been built under minimum standards and guidelines.
  - The proposed departure is part of an overall, thoughtful and comprehensive approach to the design project as a whole.
  - The project is consistent with the comprehensive plan and any applicable plan.
  
3. This proposal is in conformance with the Downtown Design Guidelines with regard to the following design standards and guidelines with conditions:
  - Location of Parking
  - Screening of Parking Lots
  - Parking Lot Landscaping
  - Sidewalk Uses (Amenity Zones, Clear Walkways, and Storefront Area)
  - Width and Spacing of Curb Cuts
  - Screening of Trash/Service Areas
  - Lighting Intensity
  - Gateways
  - Maximum Setback
  - Orientation to the Street
  - Entrances
  - Massing
  - Ground Level Details

- Ground Floor Windows
- Weather Protection (**NOTE: Design Departure requested**)
- Treatment of Blank Walls
- Screening of Parking Structures
- Roof Edge
- Screening of Rooftop Mechanical Equipment
- Unique Historic Features
- Integration of Signs with Architecture
- Creativity/Individuality of Signs

**C. DECISION**

The DRC, pursuant to the foregoing Findings of Fact and Conclusions of Law, has determined that the request for fifteen (15) story hotel with a restaurant, retail/office space along Sherman Avenue and a three (3) story parking garage along Lakeside Avenue between First and Second Streets in Downtown Coeur d'Alene [should be granted design review approval today (with the following conditions)] or [requires modifications to the project design to address the following design criteria and directs staff to schedule a second meeting with the Design Review Commission].

*The DRC should identify the specific elements that meet or do not meet the guidelines in its Record of Decision.*

**Conditions:**

1. The proposed design shall be substantially similar to those submitted with Item DR-1-24.
2. Sidewalks along Sherman Ave and 6th Street must be brought into compliance with the ADA.
3. Any existing driveway approaches not being used with the proposed development shall be removed.
4. The applicant shall complete a traffic study including a pedestrian safety study.
5. Pedestrian safety features recommended by the study and approved by the City shall be installed.

*(The commission may add additional conditions to ensure project compliance with the applicable Downtown Design Guidelines.)*

Motion by Commissioner \_\_\_\_\_, seconded by Commissioner \_\_\_\_\_, to adopt the foregoing Findings of Fact, Conclusions of Law, and Order, and **[grant design review approval of the application] or [require a second meeting to address design concerns]**.

**ROLL CALL**

Commissioner Priest	Voted	(AYE/NAY)
Commissioner Ingalls	Voted	(AYE/NAY)
Commissioner Snodgrass	Voted	(AYE/NAY)
Commissioner Pereira	Voted	(AYE/NAY)
Commissioner Lemmon	Voted	(AYE/NAY)
Chairman Messina	Voted	(AYE/NAY)

Motion to \_\_\_\_\_ carried by a \_\_\_\_ to\_\_\_\_\_ voted.