



Downtown Public Places Master Plan
Draft Plan for URA Public Hearing and Review

Coeur d'Alene, Idaho
December 1999

Coeur d'Alene Urban Renewal Agency

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Planning is an evolutionary process of refinement, not a momentary reaction to pressures for or against change. It will require good will, hard work, and reflective thought on the part of citizens of Coeur d'Alene over a long period of time to achieve the City's tremendous potential. Together, let us continue the journey... ..

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The consultant team would like to thank the Museum of North Idaho, and Museum Director, Dorothy Dahlgren, for their help in the use of their photo archives. All historic photos contained in this report are the property of the Museum of North Idaho and may only be reproduced with their consent.

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INTRODUCTION



Early Map

Coeur d'Alene is sited in an enviable location at the north end of Lake Coeur d'Alene. Its strategic location on the Mullan Road led to the construction of Fort Sherman in 1878. By 1883, the railroad was constructed through the Bitterroot Range linking Coeur d'Alene with Spokane to the west, and to Kellogg and Wallace to the east. Highways soon followed, and with the completion of I-90 in the mid 1960's, Coeur d'Alene's current transportation links were completed.

The city developed adjacent to Fort Sherman - - at a natural break in transportation modes. It was here that lake transportation and land transportation modes intersected. Docks, warehouses, mills, and sorting yards - - as well as stores and repair facilities were developed in response to opportunities. Downtown Coeur d'Alene grew during this period of expansion, becoming the center of a vibrant city.



Gate to Fort Sherman

The city has continued to grow, even as earlier resource extraction industries have diminished in importance or relocated to other areas. Because of topographic constraints, growth has been toward the north, where abundant level land is available. It is estimated that 42 percent of the urban area population now lives north of I-90.



Historic Photo

Downtown Coeur d'Alene is no longer at the geographic or population center of the urban area. Further, changes in retailing have led to development of strip malls and "big box" retailers which, in turn, have led to a decline in retail activity in the downtown. However, retail is only one of the many roles fulfilled by downtown. Downtown is the focus of government services, acts as a financial center, supports corporate and professional services offices, supports higher education, accommodates the needs of tourists, and functions as the cultural center of the urban area. Finally, the 150 acres of public land stretching from Memorial Field in the northwest to, and including, Tubbs Hill in the southeast provide a recreational and natural area resource of incredible beauty, usefulness, and versatility. (Note: Tubbs Hill was not part of the study area.)



Historic Photo



City Park

INTRODUCTION

In December 1998, the Coeur d'Alene Urban Renewal Agency retained a consulting team led by Walker • Macy to continue past planning efforts and develop a Master Plan for downtown Coeur d'Alene's public places. The city's public holdings include a large area stretching from Memorial Field to City Park, and a second large area stretching from Third Avenue to City Hall. In addition, the study considers the connections or linkages between these public properties and adjacent areas including downtown, Tubbs Hill, and Lake Coeur d'Alene.

For purposes of this study the Memorial Field - City Park area is called the "west portion" and the Third Avenue - City Hall area is called the "east portion." Figure 1 illustrates the general boundaries of the two portions of the study area.



Figure 1 - Study Area Boundaries

The following goals were identified by the Urban Renewal Agency, the public, and the consultant team to guide the development of this Master Plan:

- ◆ Preserve and enhance existing public open spaces, (e.g., McEuen Field, City Park, Memorial Park, Tubbs Hill access)
- ◆ Encourage greater use of downtown public properties by Coeur d'Alene citizens (i.e., provide more reasons for Coeur d'Alene citizens to come to the area at all times of the year).
- ◆ Encourage additional civic, art, educational, entertainment, and cultural activities in the downtown area.
- ◆ Encourage programmed evening and weekend activities on a year around basis.



Aerial View of Coeur d'Alene



Second Public Meeting

- ◆ Encourage pedestrian and bicycle activity over automobile use.
- ◆ Link the downtown retail area to the waterfront.
- ◆ Accommodate reasonable parking needs of shoppers and other users of the downtown area. (accomplished through variety of means including: shared parking, remote employee parking incentives, and other non-constructed parking strategies.)
- ◆ Encourage business owners to better cater to the needs and desires of Coeur d'Alene citizens.
- ◆ Encourage private development downtown--especially housing, offices, and entertainment.



Second Open House



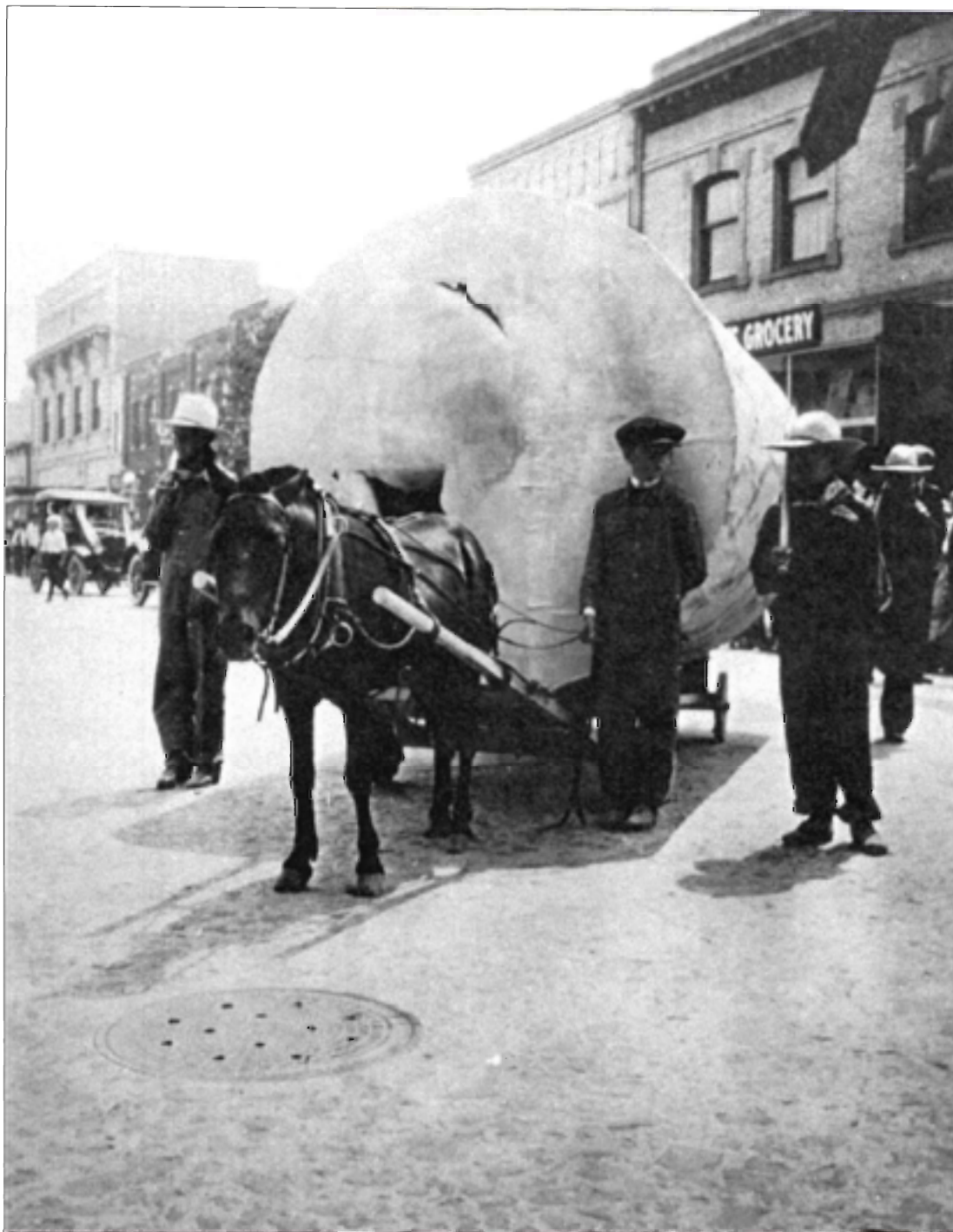
First Public Meeting

Citizens of Coeur d'Alene hold a variety of points of view relative to study goals and to public properties. Knowing this, the Urban Renewal Agency asked the consulting team to develop an inclusive public involvement program to ensure that citizens had ample opportunity to make their voices heard. At the start of the study, a mailing went out to approximately 10,000 addresses on the City's utility records. A well-attended workshop (450 participants), two open houses (400 participants and 600 participants), a slide presentation to 200 viewers, and four newsletters with surveys attached, formed the core of the involvement program. The results of this outreach effort has significantly shaped the Master Plan described in this document. While not everyone will be pleased with all the details, the plan accepts as its basis strongly held public values related to Memorial Field, Independence Point, City Park, and McEuen Field.

INTRODUCTION

Downtown Coeur d'Alene is at a crossroads. It is the historic and cultural center of the community - - its "heart", if you will. It has lost its retail dominance - - but retains all its other functions: government, housing, higher education, finance, offices, recreation, tourism, and culture. As a vibrant city center is an incredible asset to any community, every reasonable effort should be made to strengthen Coeur d'Alene's "heart".

This study, which deals with the 45 acres of public land stretching from Memorial Field to McEuen Field, addresses recommended improvements to better serve Coeur d'Alene citizens and, to a lesser extent, visitors to the City. In the future, the Urban Renewal Agency will need to focus additional attention on strengthening those portions of the downtown not covered by this study.



KEY FINDINGS



Memorial Field

During the course of the study “opportunities”, “public acceptability”, and “key considerations” were identified and evaluated. The following is a listing of study findings:

Opportunities

1. Restore Memorial Field. There is overwhelming public support for rebuilding or restoring Coeur d'Alene's historic "Field of Dreams".
2. Create a "Boulevard" or "Greenbelt" along Northwest Boulevard. The entrance to the downtown area can be significantly enhanced by landscaping the corridor from Interstate 90 to Independence Point.
3. Return the Coeur d'Alene Carousel to Independence Point. The original Coeur d'Alene carousel is available and there is strong support for its return to the city.
4. Increase Parking Along Northwest Boulevard. Work with the Burlington Northern & Santa Fe Railway (BNSF) to develop additional parking to serve City Park, Independence Point, and Memorial Field.
5. Encourage Provision of a Trolley or Other Form of Public Transit. Reserve a corridor to ensure that, if economically viable, a trolley can be developed along Northwest Boulevard, potentially extending as far north as the proposed Riverstone development (former W.I. property) and as far east as the City Hall area.
6. Improve Visual and Pedestrian Linkages Between the Waterfront and Sherman Avenue. Improve the area along Third Street between the boat launch and Front Avenue, as well as the linkage between Independence Point and Second Street and Sherman Avenue.



Carousel



Example of Trolley



Waterfront

KEY FINDINGS



City Parking Lot

7. Capitalize on the Waterfront. Enhance the pedestrian experience along the waterfront and preserve views toward the lake from nearby streets.
8. Expand Short Term and Overnight Moorage for Boats. This will better serve the boating public, will encourage boaters to spend more time downtown, and will provide additional day and evening activity along the waterfront.
9. Reduce the Amount of Surface Parking in the McEuen Field Area. A high percentage of the publicly owned park land south of Front Avenue is given over to parking, rather than to more appropriate gathering and open space uses. Promote expansion of the parking area south of City Hall and the addition of public parking near Lakeside Avenue to allow for a reduction in parking near the lake.
10. Reconfigure the McEuen Softball Fields to Increase Public Use. Relocate and improve the two easterly fields to provide for soccer and to accommodate festivals, in addition to softball. This will allow for increased public use during periods of the year when softball is not being played.
11. Provide for Festivals, Music Events, a Farmers Market, and Other Community Activities. Provide locations that can accommodate periodic and occasional events. Memorial Field, City Park, and the McEuen Field area are appropriate locations for these events.
12. Incorporate art, including performances, into planning and design of master plan elements. Draw from regional history and tastes in selecting and commissioning art work. Seek partnerships with private individuals and public and private organizations to increase general support for public art in the community, to create specific art related facilities, and in acquiring or commissioning appropriate art projects and pieces.



Farmers Market

Public Acceptability

Unless a Master Plan has reasonable support from citizens and leaders, it is doomed to failure. It is not enough to have a good idea - - the idea must be accepted and embraced by the citizens and community leaders of Coeur d'Alene. Following are citizen and leader responses to some of the key ideas discussed during preparation of the Master Plan:

Ideas that appear to have significant public support:

1. Restore / rebuild Memorial Field
2. Improve the visual character of Northwest Boulevard.
3. Return the carousel to Coeur d'Alene.

4. Preserve Tubbs Hill as a “natural” public open space.
5. Provide facilities to encourage festivals, music events, a farmers market, and other community activities.
6. Expand public boat moorage.
7. Preserve McEuen field as public open space
8. Reduce the visual presence of parked vehicles in city parks.
9. Remove the boat launch when adequate alternate year around facilities are available.

Key Considerations



Railroad Tracks Along City park

- 1. Burlington Northern & Santa Fe (BNSF) Trackage.**

The BNSF tracks extend south along Northwest Boulevard and continue east via Mullen, beyond the City Hall area. Starting in the year 2000, the city will reconstruct portions of Front and Mullen Avenues from Third Street to 23rd Street. Existing trackage in this area will be removed as reconstruction proceeds. Before some of the improvements proposed along Northwest Boulevard can be undertaken, an agreement between the BNSF Railroad and the City of Coeur d'Alene will be required.
- 2. Memorial Field.**

The existing field site is large enough to accommodate all softball activities and kid's baseball. However, because of the configuration of the site, the left field fence is slightly closer to home plate than desired (approximately 285 feet; rather than the desired 300 feet). Reconfiguration of that portion of Mullan between Northwest Boulevard and Park Drive would free up sufficient additional area to allow flexibility to adjust the left field fence.
- 3. Return of the Carousel to Coeur d'Alene.**

The original Coeur d'Alene carousel is owned by Historic Carousels, Inc of Hood River, Oregon, a non-profit organization. The owner is interested in returning the carousel to its original home, but requires the City to provide an appropriate location and a winterized enclosure. A firm agreement, including a construction time schedule, will need to be entered into within the next year to ensure that the carousel is not released for installation in a different community.
- 4. Federal Open Space Grants.**

Over the years, the city has received grants from the Land and Water Conservation Fund (LWCF) to fund various improvements to McEuen Field, the sea wall at the boat launch, and property acquisition at Tubbs Hill. These grants require that sites improved



Improvements funded with LWCF money

with Federal funds be maintained in public "open space" or "outdoor recreation use" in perpetuity. Idaho State Parks, the agency designated to provide oversight on sites that have received grants, will need to review and approve proposed Master Plan changes. In general, State Parks will approve changes that "provide equal or greater outdoor recreation or open space utility" as compared to the original improvements. Some proposed changes - - such as constructing a building not related to outdoor recreation, or constructing excess parking not related to recreation use - - may be rejected.

5. Government Lot 49

Parcels 'A' and 'B' of Government Lot 49, which includes portions of City Park south and north of Mullan Avenue and west of Northwest Boulevard, were patented to the City of Coeur d'Alene by the Federal Government. In accordance with the conditions attendant to that patent, the city must obtain approval from the Bureau of Land Management before making significant changes to the use of parcels 'A' and 'B'.

6. Marine Facility Grants.

Grants have been received from the State through Kootenai County Parks and Waterways Committee covering improvements made over the years to the Third Street boat launch, and mooring facilities. If changes are proposed that would significantly alter the usability or capacity of these marine improvements, approval will need to be obtained from this organization prior to finalizing improvement plans.

7. Sanitary Sewer Interceptor.

A major city sewer line runs diagonally beneath McEuen Field from south of City Hall to the intersection of Front and Third. As this 30-inch diameter sewer would be extremely expensive to relocate, major improvements to McEuen Field should be designed to preserve access to the sewer alignment for maintenance.



View Down Sherman Avenue

8. Flood Plain.

A small portion of McEuen Field near the boat launch is within the 100-year flood plain of Lake Coeur d'Alene. If buildings are proposed in this area, the lowest floor must be elevated to or above the 100-year flood plain (elevation 2136 M.S.L.).

9. Americans with Disabilities Act (ADA) Requirements.

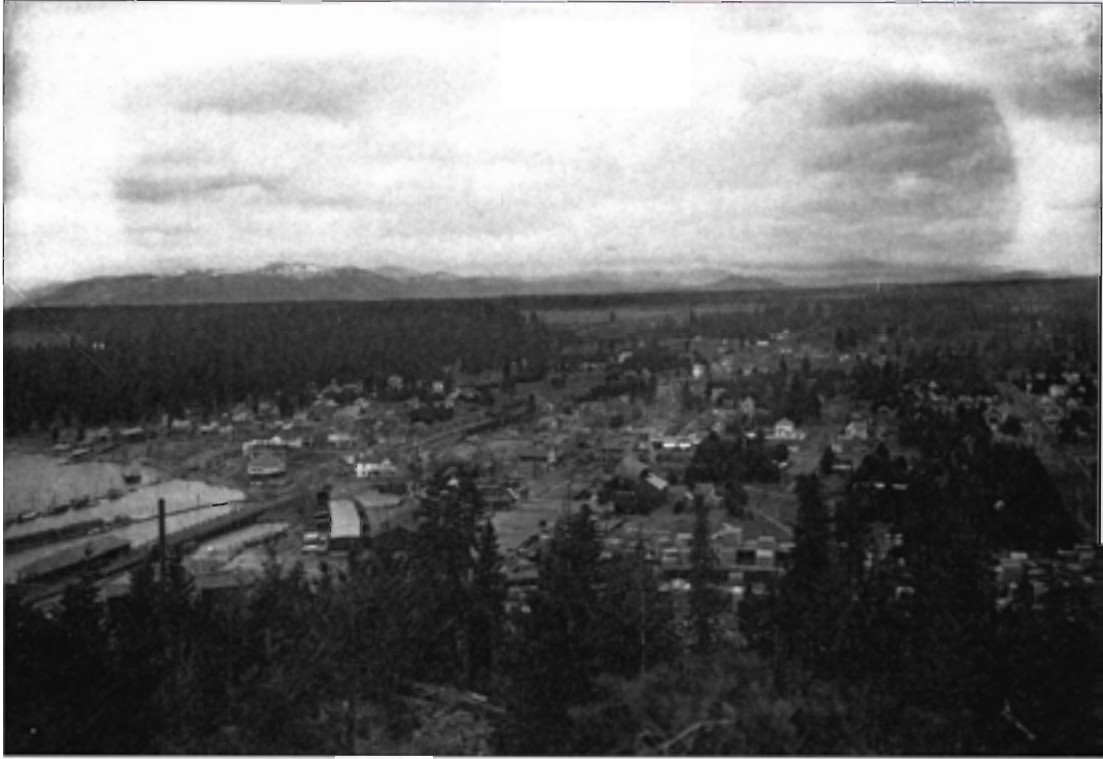
All new construction will need to include consideration of ADA requirements. In general, this means that a small percentage of parking must be provided as accessible (and signed) stalls, pedestrian routes must meet gradient and width requirements, buildings must meet accessibility requirements, restrooms must be sized and equipped for handicapped use, and signage must meet certain requirements.

10. New Library

The Coeur d'Alene Library Board is seeking a location for additional library facilities. As a library is historically a key element in every downtown, a significant opportunity exists to build an important civic structure in downtown Coeur d'Alene.

11. Museum

The Museum of North Idaho is currently located adjacent to City Park. The museum has insufficient space for display and interpretation of its artifacts and archives. Expanding and and/or relocating the museum is another significant opportunity in downtown Coeur d'Alene.



MASTER PLAN



Historic Photo -Downtown Coeur d'Alene



Contemporary Photo - Downtown Coeur d'Alene

"The Coeur d'Alene community's park facility... should always be protected and maintained for public use as a park, with the maximum protection of views to Lake Coeur d'Alene. This is a critical piece of real estate - - one of the most valuable in the City. What happens here will impact the quality-of-life of the entire city and all its residents for centuries to come".¹



View of Downtown over North Idaho College

In 1997, the City retained HyettPalma, an economic consulting firm, to make recommendations to enhance Coeur d'Alene's downtown area. Their recommendations include the following:

- ◆ Protect the parklands on the lake - - these are Coeur d'Alene's greatest assets.
- ◆ Link the downtown and the lakefront - - position the commercial area as a lakefront downtown.
- ◆ Make downtown the "heart of the lively city by the lake".
- ◆ Unite: nature and commerce; locals and visitors; the past and the future.
- ◆ Encourage family-oriented activities, entertainment, events, and gatherings.
- ◆ Encourage public art.
- ◆ Strive for visual distinctiveness; accept nothing but "excellence" in design

In 1998, the Urban Renewal Agency retained the Walker ♦ Macy team to develop a Master Plan for 45 acres of public land stretching from Memorial Field to McEuen Field. As a starting point, the consultants used the 1989 Project for Public Spaces, Inc. "Sherman Avenue Corridor Plan"; the 1997 HyettPalma Study; and an extensive citizen outreach program, to develop the Master Plan described in this chapter.

¹ Economic Enhancement Strategy, 1997, HyettPalma

Planning is an ongoing activity that is never finished. What seems like the best course today, may not be appropriate in the future as citizen interests change, technology advances, government regulations become more stringent, and market conditions change. The point of planning is to make the best decisions possible at any given time, based on a rational evaluation of alternatives then available. By revisiting this Master Plan periodically, the plan can be adjusted in small increments to respond to changing circumstances.



Presenting Ideas at Public Workshop

Alternative Concepts Considered

During the course of the public workshops, three alternative courses of action evolved and were evaluated by citizens. These concepts are briefly discussed here, and illustrated in appendix B.

For the west portion of the study area, Concept 'A' included modest changes to parking and the return of Independence Point to open space use. Concept 'B' expanded on Concept 'A' and added a carousel, a Visitors Center, and an improved Memorial Field. Concept 'C' further expanded on Concept 'B' and added additional parking, increased the size of the Memorial Field grandstand, and added an arts complex, (an expansion of the existing Cultural Center).

For the east portion of the study area, Concept 'A' included preservation of the ball fields and boat launch, reorganization of parking, addition of a library / museum facility (between 5th and 6th), and addition of a pavilion for public events. Concept 'B' slightly relocated the two softball fields (to accommodate a soccer field), removed the boat launch (and added boat moorage), and added a parking deck to accommodate additional vehicles. A library / museum facility was shown between Fourth and Fifth Streets. Concept 'C' expanded on Concept 'B' and added an additional civic building within the McEuen Field area.



Presenting Ideas at Public Workshop

Preferred Concept

For the west portion, a variation on Concept 'C' was developed. This variation was well received by Coeur d'Alene citizens at the open house held during early May, 1999. This refined concept, illustrated on the next page, is the basis for preparing the Master Plan for the west portion of the study area.

For the east portion, a plan was developed which is a composite of various elements from the earlier concepts. The refined concept is illustrated on page 22 and contains the following features:

- ◆ All three ball fields are preserved (two are slightly relocated)
- ◆ The boat launch is preserved until an alternative site is available. After a new launch site is developed, an amphitheater is created at the water's edge.
- ◆ Additional boat moorage is added
- ◆ A public plaza, positioned to link the downtown area to the waterfront, is positioned between Third and Fourth



Figure 2 - Concept Sketch - West Portion

- ◆ The library is located on the City Hall site
- ◆ A public pavilion and adjacent open space is positioned to protect lake views and accommodate activities such as a farmers market, community events, ice skating, and other activities.
- ◆ Trail entrances and connections around Tubbs Hill are improved

The following describes key elements of the proposed master plan for Coeur d'Alene's Downtown Public Places. The Master Plan is illustrated on pages 33 and 35 at the end of this chapter.

WEST PORTION OF THE STUDY AREA

1. Memorial Field

Memorial Field is highly regarded by Coeur d'Alene citizens, many of whom have fond memories of playing ball and/or watching events from the grandstand. The facility suffers from two problems: the property



Figure 3 - Sketch of Memorial Field



Figure 4 - Detail of Mullan Avenue



Existing Grandstand

configuration does not allow for a 300 foot distance to the right field fence (a minor problem), and the grandstand is nearing the end of its useful life (when considered in terms of structural and other code issues). This plan proposes that Mullan Avenue be reconfigured to allow for expansion of left field. It is proposed that the grandstand be replaced with a new structure- - but one that retains the historic character of the existing grandstand. Figure 3 illustrates the desired character of the new grandstand. A concession stand and restrooms are proposed to be located in the lower portion of the structure. A plaza area is proposed to the southeast of the grandstand to serve as a gathering place before and after events. Additional parking is proposed in the area between the grandstand and Northwest Boulevard. This land is owned by the city, subject to BNSF's right to use portions of this property for railroad purposes. The city may need to address, with BNSF, the use of portions of this property for parking.

Mullan Avenue now acts as a major point of access to North Idaho College (NIC). In the short term, the reconfigured Mullan will need to be retained as a major access to NIC. In the longer term, NIC is considering developing a new connection to Northwest Boulevard north of the campus. When this new connection is developed, Mullan can be downgraded to a local street classification - - which will allow conversion of a portion of the street surface to accommodate diagonal parking.



View up Northwest Boulevard from above Tubbs Hill

The skateboard park has proven to be a favorite of teenagers. By providing a venue for skateboarders, conflict between property and business owners and skateboarders has been reduced. The plan recommends retention of the facility and, in conjunction with user groups, upgrading of the facility over time to stay current with user desires.

2. Northwest Boulevard

Visitors arriving from the west tend to exit I- 90 at Northwest Boulevard, and then follow Northwest Boulevard to Sherman. The visual character of this route ranges from "scenic" to "undesirable". Visual enhancement of this route would help to form a favorable impression on the part of both Coeur d'Alene residents and visitors to the city.

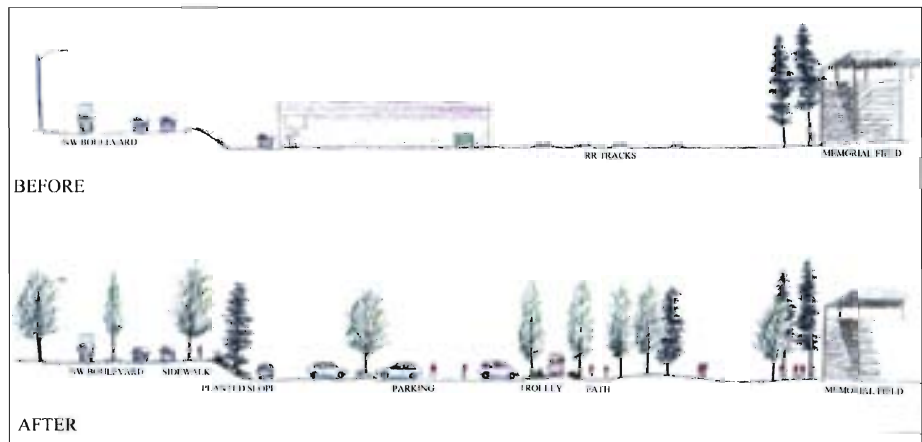


Figure 5 - Cross section of Northwest Boulevard

Creation of a boulevard with street trees, appropriate lighting, way-finding signage and sidewalks along both sides of the road would help to unify the route. Where practical, the addition of a planted median strip would also help to reduce the apparent visual scale of the roadway. Figure 5 illustrates the proposed character of the improved roadway.

In the vicinity of Memorial Field and City Park, additional public parking is proposed. This parking would be available for park users, and would also provide parking for downtown visitors and shoppers.

The BNSF Railroad tracks parallel Northwest Boulevard in the vicinity of the study area. These tracks are used to serve Idaho Forest Industries DeArmond Stud Mill. It is anticipated that this rail spur will remain active so long as the stud mill remains in Coeur d'Alene.

The plan recommends and encourages the retention of a single track at least as far south as Independence Point. In the future, this trackage might be used for a trolley and/or special excursion trains between Spokane and Coeur d'Alene. The City should open a line of communications with the BNSF Railroad and the Bureau of Land Management, to discuss retention of some trackage, and the potential for accommodating trolley and excursion train usage. (Note: The BLM should be included in discussions since the BLM, as representative of the federal government, might have an interest in a portion of the railroad right-of-way should rail service be terminated).

3. Visitor Center

The Coeur d'Alene Visitor Center is proposed to be re-located to the S.W. corner of Mullan and Northwest Boulevard. The site is highly visible when approaching from the north, and is surrounded by ample parking. A stand-alone building is suggested to allow visitors to quickly confirm that this is the Visitor Center, and to then make an appropriate turn into the parking area. Consideration should also be given to making some visitor information

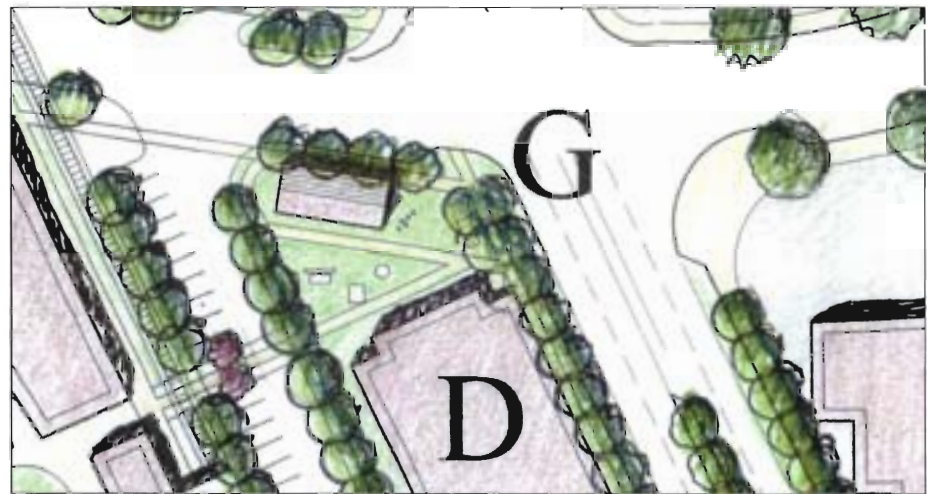


Figure 6 - Coeur d'Alene Visitor Center (labeled G above)

available during hours when the center is not staffed. Simple interpretive panels outside the center would be one way to disseminate information. Brochures might also be made available in a weather-protected location. Finally, an interactive computer terminal may be appropriate to allow visitors to select specific information and receive a print out to take with them.

4. The Museum of North Idaho

The Museum of North Idaho is located in a 5000 square foot building fronting on Northwest Boulevard. The existing building is too cramped to adequately display the current collection. The Museum Board would like to expand the facility, either by enlarging the existing structure, or relocating to a larger building. The master plan illustrates a new, two-level, 15,000 square foot facility located on the southern corner of Mullan and Northwest Boulevard. A two-level facility is recommended to reduce the “footprint” of the building and to preserve views from Northwest Boulevard toward the lake and City Park.

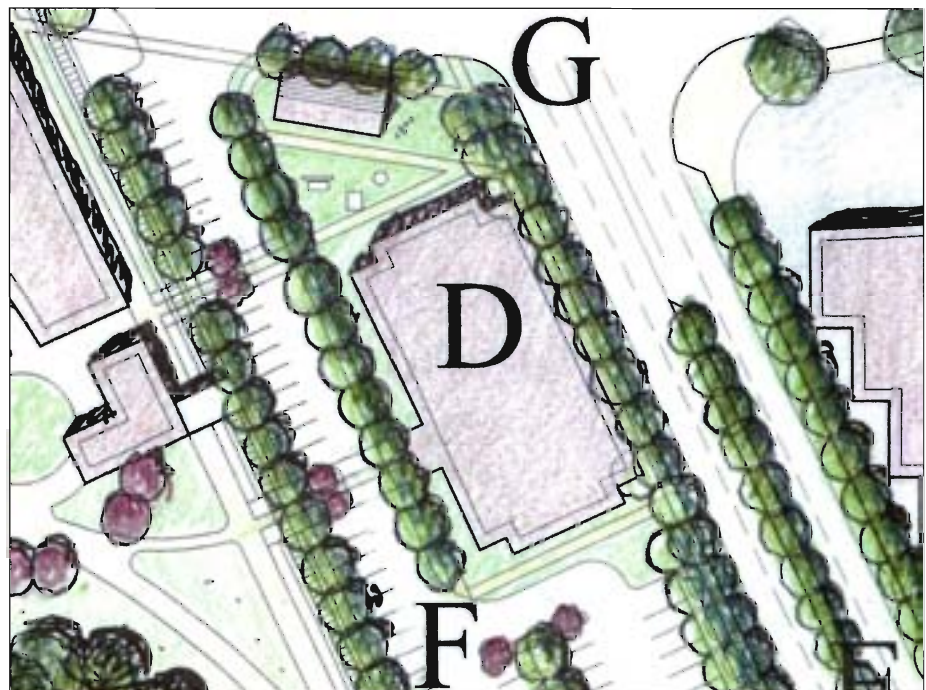


Figure 7 - Museum of North Idaho (labeled D above)



Existing Cultural Center

5. Arts Complex

The existing Cultural Center is located in a historic brick structure which has been rehabilitated through the hard work of many Coeur d'Alene residents. Unfortunately, this facility does not receive much use. This Master Plan suggests substantial expansion of activities.

Expansion possibilities include the creation of an arts complex, encompassing the existing cultural center. The goal of this facility would be to: 1) display the fullest possible spectrum of artistic endeavor, and 2) encourage and facilitate public interaction with art and artists. Display of pieces by established artists, working studios for up-and-coming regional



Figure 8 - Arts Complex



Historic Cultural Center - City Park Side

artists, teaching studios for art classes, and multipurpose rooms for everything from art history lectures to finger painting should all find a home in this complex.

Performance, music, painting, and sculpture in all their forms are part of this place. This is not just a gallery or a museum. It is meant to be a place to interact with art and artists, to create art, and to engage in dialog about artistic expression. It will be a place to teach and to learn, and to come together as a community in a creative environment. This will also be a place to procure tickets for performances, to host special art events, to distribute walking tour maps, and to display information about art in the community. Creating this place will be an opportunity for partnerships between the URA, the City, North Idaho College, the public school system, businesses, private trusts and individuals.

The key to success, of course, will be to have an active organization that sponsors and encourages a number of events designed to appeal to the citizens of the region. The facility must be actively managed - - with changing exhibits, activities and events.

The complex will also have to be large enough to accommodate a range of activities, contain sufficient space for proper display of art and/or exhibits, and contain studios, classrooms, and meeting rooms for lectures, discussion groups and other undertakings. While initially the existing building may suffice, over the long term additional buildings are proposed to be added to provide sufficient space in a comfortable "campus setting".



Trolley Example

6. Trolley and Rail Excursion

In years past, trains ran from Spokane to Independence Point, where recreationists transferred to lake steamers for a day on Lake Coeur d'Alene. In the future, it may be feasible to again run weekend and summer excursion trips between Spokane and Coeur d'Alene. It may also be possible to develop a trolley route linking the lake, NIC, and the proposed development on the former W.I. Mill property. The trolley might start as a recreational operation and eventually become part of a Coeur d'Alene transit system.

7. Parking

Approximately 160 parking spaces can be developed between Independence Point and Mullan Avenue. Additionally, the plan illustrates significant proposed parking along Mullan itself as well as north of Mullan along Northwest Boulevard. All these parking spaces will serve multiple purposes including: recreational users (Memorial Field, City Park, Independence Point), institutional users (Cultural Center / Museum / Arts complex), visitors (Visitor Center), downtown shoppers, and perhaps employees.

The BNSF Railroad has a spur track that extends as far south as Independence Point and is used occasionally for storage of rail cars. The Master Plan recommends retention of rail service for possible future use. The track, however, may need to be relocated within the existing right-of-way to allow for the development of an efficient parking layout along Northwest Boulevard.

8. Independence Point

The city is fortunate in that the original Coeur d'Alene carousel is available from Historic Carousels, Inc. and can be returned to its first home at Independence Point. The Master Plan proposes to restore the carousel to a location that is clearly visible from downtown, Northwest Boulevard, City Park, and the lake. The structure enclosing the carousel should have a light and airy feeling, and should be capable of being opened up during warm weather. An adjacent plaza area is proposed to accommodate people who stop to watch the carousel in action.



Carousel Rider



Existing Independence Point Parking Lot



Independence Point



Scenic Flights from Existing Pier



Existing Water Feature



Figure 9 - Independence Point

In addition to the carousel building, a secondary structure is proposed to accommodate food service, and to provide space for small meetings and other gatherings. During warm months, tables might be set up outside for persons stopping for coffee or food.

Pedestrian connections between Independence Point and downtown are proposed to be strengthened and street crossings improved to favor pedestrians. These actions will encourage residents and visitors to mentally "link" downtown and the waterfront. Shoppers may also be encouraged to park along Northwest Boulevard and then stroll past the carousel and into downtown.



Existing Parking Lot



Existing Independence Point

A trolley stop is proposed to be located immediately north of the carousel near the end of the existing rail tracks. Initially, a historic trolley car might be parked here as an attraction. In the future, this stop might serve as the destination for Spokane to Coeur d'Alene excursion service.

Tour boats already leave from the Independence Point pier. This activity is proposed to be continued and strengthened. The carousel, food service building, and the trolley stop will provide additional points of interest for tour boat passengers awaiting their sailing time. If desired, tickets for boat trips can also be sold from the food service building.

The existing parking at Independence Point is proposed to be relocated to the vicinity of the existing museum. This relocation will free up about 24,000 square feet of public open space adjacent to Lake Coeur d'Alene.

MASTER PLAN

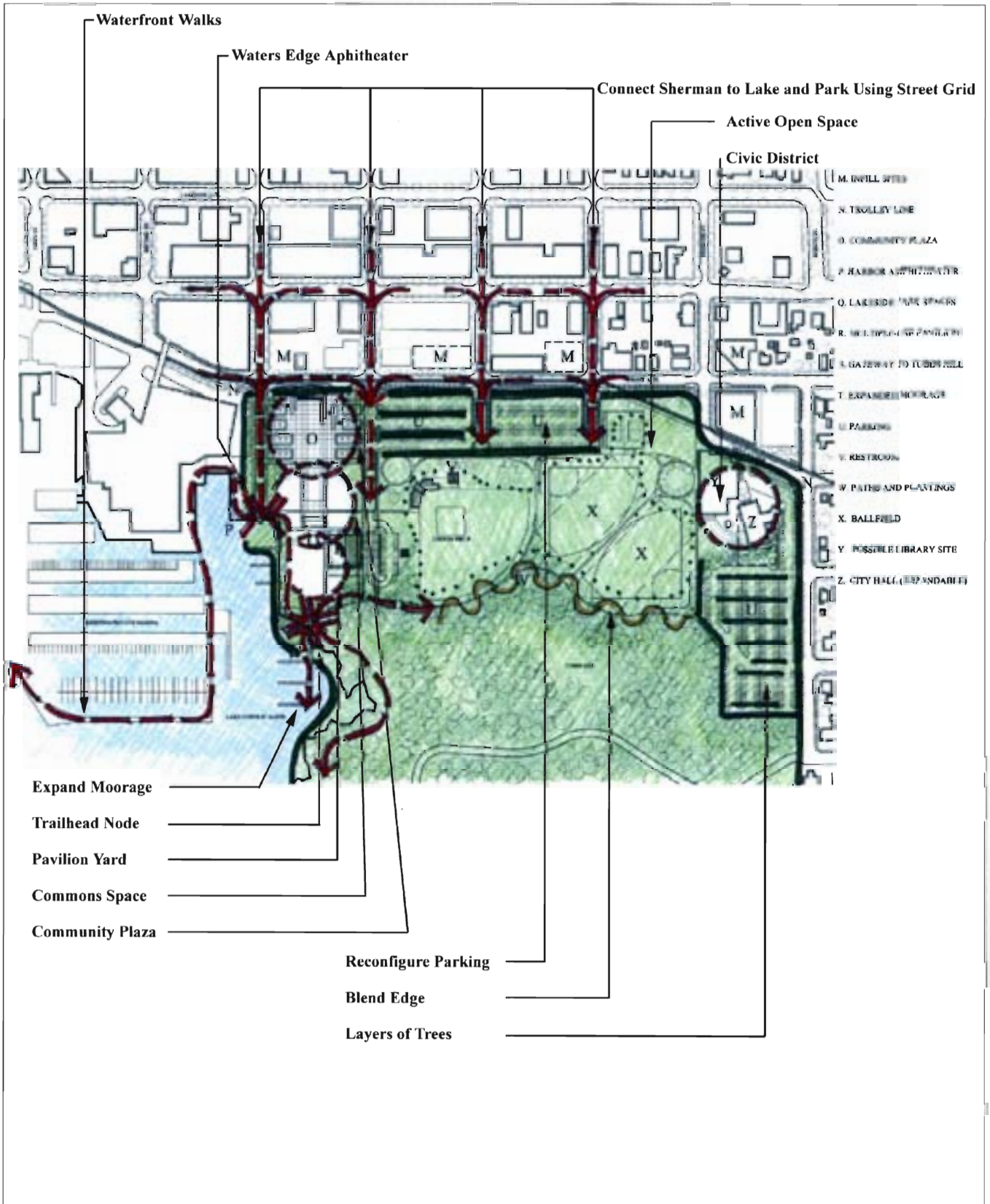


Figure 10 - Concept Sketch - East Portion

EAST PORTION OF STUDY AREA

1. Ballfields

The Master Plan currently preserves Legion Field and enhances the two softball fields. Proposed improvements include new lighting, a new restroom, relocation of the softball fields to accommodate soccer, and a change in outfield fencing to allow easy conversion to other open space uses during periods of the year when baseball and softball are not being played. If in the future additional ballfields are developed in other areas of the city, the softball fields could be converted to other open space uses, such as pathways, plantings, gardens or as an extension of the Tubbs Hill forest (see Appendix C, McEuen Alternatives).



Figure 11 - Community Plaza Sketch

2. Community Plaza

A public plaza is proposed for the area south of Front Avenue, between Third and Fourth Streets. This plaza is proposed to be an actively managed space designed to accommodate a variety of users and a variety of events. This key location links the downtown and the waterfront, and will help to make both residents and visitors feel that the lake is part of downtown.

To be successful, the public plaza must have a dedicated promotion and management staff. Events should be scheduled as frequently as possible and might include noontime concerts, mime activities, art and craft displays, food festivals, dance troops, evening movies, Christmas programs, flower shows, and boat shows.

A minor amount of commercial activity may be appropriate in the plaza. Seasonal food vending carts should be encouraged, and a small coffee shop or deli might be appropriate. During special events - - such as art and craft shows- - sales of hand-made items should be allowed.



Downtown looking South to the Lake

3. Recreation Pavilion

The area currently used for boat trailer parking is proposed to be re-graded and developed to accommodate a large grassed area near the seawall with a covered recreation pavilion located further to the east.

The pavilion is proposed to be fitted with removable doors or operable wall panels to allow this facility to be open in the summer and closed when necessary to allow use on a year around basis. Summer activities that might be accommodated in this area include rainy-day Farmers Markets, group picnics, "boat-in" gatherings, educational/recreational classes, and open air evening events (e.g., dances, demonstrations, movies, presentations, music). Winter activities could include ice-skating, boat maintenance clinics, basketball, and educational/recreational classes. If desired, the Park & Recreation Department offices could be accommodated in the pavilion structure.



Figure 12- Pavilion Sketch

At present, the Tubbs Hill trail begins at a trail marker near the boat moorage sea wall, and the lower trail ends in the vicinity of East Tubbs Hill Park. The Master Plan proposes to construct the missing lower trail link to allow users to make a complete circuit of Tubbs Hill on an identified recreational trail. A link which generally follows the base of Tubbs Hill, is shown on the Master Plan. To finish the circuit, this trail should be extended around the easterly side of Tubbs Hill and connect with the existing trail near East Tubbs Hill Park.



Moorage

4. Boat Launch and Short Term Moorage

The boat launch and short-term moorage docks serve important functions and draw many recreationists to the downtown area. However, the parking of boat trailers detracts from the area and commits a valuable part of Coeur d'Alene's limited public waterfront to the storage of motor vehicles and trailers. Until alternative facilities are available, the interim plan proposes the retention of the launch and retention of a modest number of boat trailer spaces near the launch. The remainder of the boat trailer spaces are proposed to be relocated to City property south of City Hall.

Figure 13 illustrates the proposed interim launch ramp/trailer parking plan. When alternative facilities are available, the launch ramp and parking should be removed. The master plan drawing (Figure 17) illustrates the proposed configuration of the area after the launch ramp is removed.

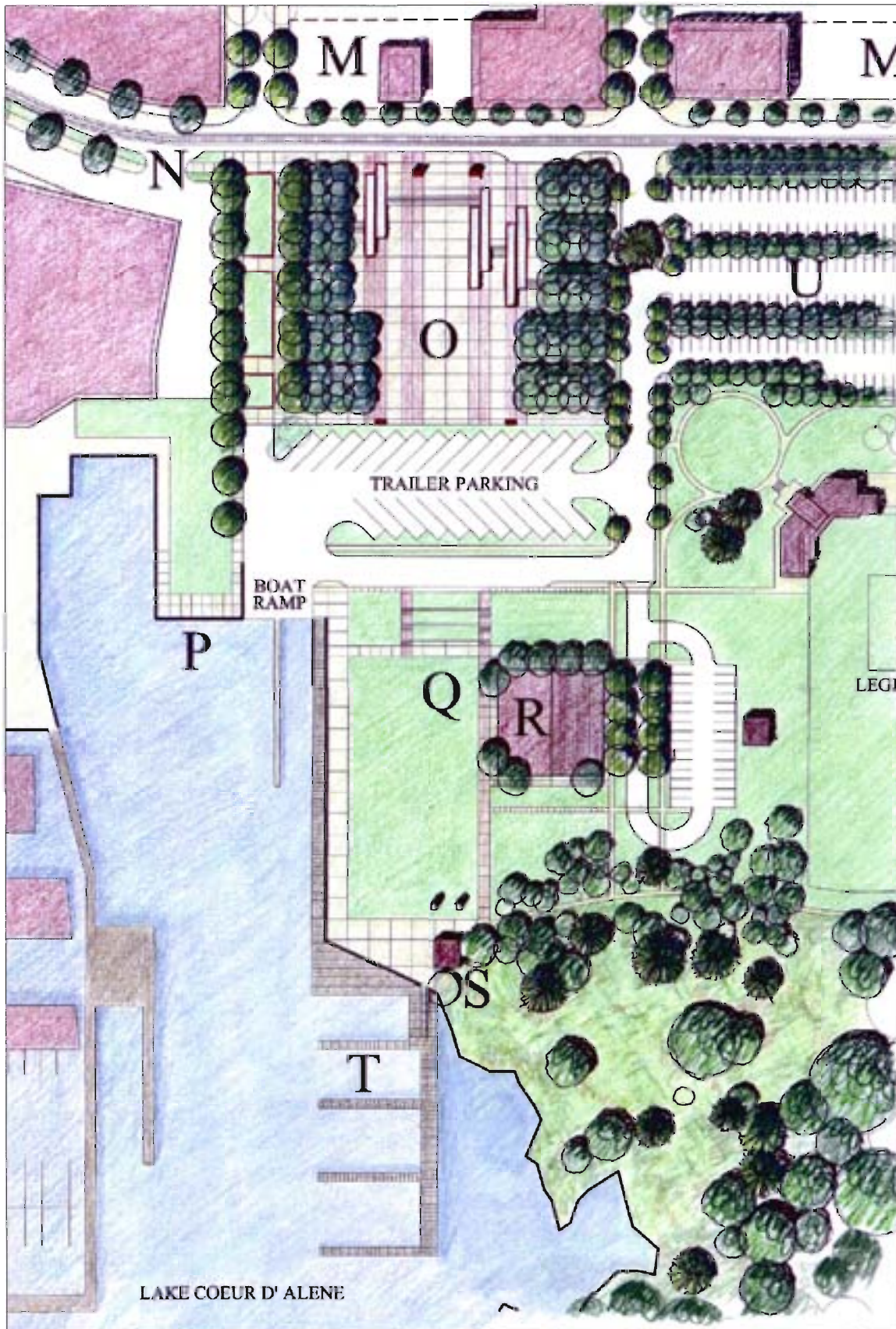


Figure 13 - Interim Launch Ramp



Existing View of Lake From Front



East Portion - City Hall Area on Left

The plan also proposes significant expansion of temporary moorage space. Boaters should be encouraged to tie up for anywhere from a few hours to several days. A charge should be made to ensure reasonable turnover and to help fund needed marine improvements and repairs. This moorage expansion will encourage more boaters to spend time in the downtown area - - and provide an interesting view of boating activity for park users.

5. City Hall Area

The City owns approximately 5.0 acres of land surrounding City Hall. While a significant portion of this land is used to support City Hall activities (plaza, walks, driveways, automobile parking), the southern two acres are surfaced with gravel and used primarily for maintenance activities and summer weekend parking.

The Master Plan proposes to develop the southerly portion of the site to accommodate additional automobile parking. When reconfigured and improved, this area will accommodate an additional 200 to 250 automobile spaces.

PARKING



Two-way street with Parallel Parking - Sherman Avenue

During the course of the study, a number of citizens expressed concern about the amount of parking available to serve the downtown area. Questions were raised about the total number of parking spaces available, and the number of spaces available for shoppers (and located in close proximity to Sherman Avenue). Questions were also raised regarding the potential to increase the number of on-street parking spaces through the use of such techniques as converting to diagonal parking and institution of a one-way street grid.

A review of the existing parking situation disclosed the following:

1. A high percentage of the downtown area is already committed to parking.
2. The total number of parking spaces available is sufficient to serve the normal needs of downtown users. (Note: It is neither practical nor economically feasible to provide sufficient parking to accommodate peak use parking requirements - such as for festivals and events.)
3. Much of the available public parking is located south of Front Avenue, and west of Northwest Boulevard on publicly owned park land.
4. The only parking garage in the downtown area primarily serves the Resort, although public parking is also accommodated.
5. The on-street parking supply has been reasonably optimized.
6. It has been reported that many of the prime shopper parking spaces are used by employees, forcing shoppers to park further from their destination than desired.
7. A significant number of existing parking lots are only partially occupied (these are typically pay-to-park lots and reserved lots).

In summary, issues related to parking can be reduced to the following:

- ◆ The spatial distribution of parking is poor (too many spaces south of Front, too few spaces north of Sherman).
- ◆ Prime shopper parking spaces need to be reserved for shoppers (this is a problem of parking management, not the total number of spaces available)
- ◆ Too much prime open space land in the McEuen area is given over to parked cars.

The consultants considered a number of options to improve shopper parking and reduce the amount of land in the east portion of the study area given over to parked cars. The following describes options considered, and recommendations related to each option.

1. One-Way Street Grid

Converting to a one-way grid may move vehicles through the downtown area at a faster rate, and may allow for a few additional on-street parking spaces. However, imposition of a one-way grid on a shopping area developed under a two-way movement system would lead to significant and unknown changes in retail dynamics. At a minimum, retail signs would need to be reoriented to the new traffic pattern, and shoppers would have to get used to traveling alternate streets, depending on their approach direction. At worst, drivers will develop completely new shopping patterns and may no longer frequent some establishments.

We do not recommend changing to a one-way grid.

2. Diagonal Parking

Parallel parking is typically allowed on both sides of most streets in the downtown area. Some citizens attending the open houses asked about the potential to shift to diagonal parking. Subsequent to this inquiry, an analysis of existing pavement widths was undertaken to determine if a switch to diagonal parking would allow for additional on-street parking.

Figure 14 illustrates the results of this analysis. The current situation provides for a total of 20 parallel parking spaces in a typical Sherman Avenue block. Shifting to diagonal parking is possible, but because of the existing street width, parking can only be accommodated on one side of the street. A total of 20 diagonal parking spaces can be developed in this same typical block. As can be seen, there is no net increase in parking -- and the parking has to be located on one side or the other. This would better serve businesses on one side of the street at the detriment of businesses on the other side of the street.

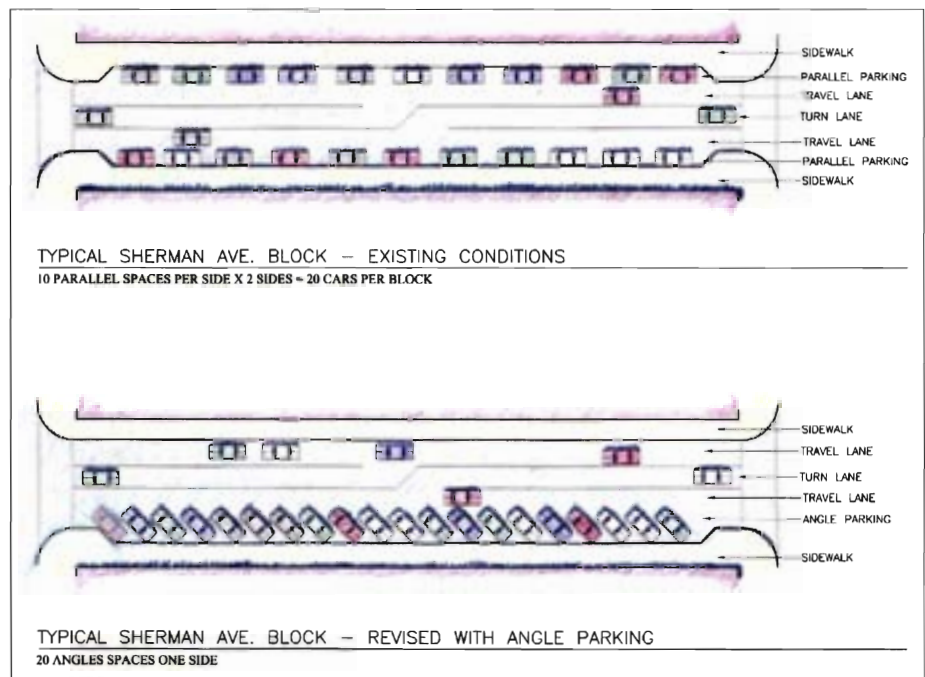


Figure 14 - Parking on Sherman Avenue

We do not recommend changing to diagonal parking.

3. Structured Parking

Structured (or garage) parking is feasible and has the potential to provide a significant amount of parking in close proximity to user destinations. The Resort parking structure is a good example of providing a significant pool of parking, on a small site, with good access to both the Resort and shopping opportunities.

Structured parking, however, is very expensive to construct. In general, public parking structures do not make economic sense until the price of

land exceeds the cost of constructing one structured floor of parking. In addition, parkers must be willing to pay a reasonable amount of money to assist with debt service and operational costs associated with a garage.

As an example, parking structures generally cost between \$8,000 and \$12,000 per net parking stall (1999 construction). Since 360 to 400 square feet of floor area are needed per stall (including aisles and ramps) the cost per square foot of structure is probably in the range of \$22 to \$30. This suggests that the price of land should also be at or above this range to justify the cost of a garage. (Casual conversations with knowledgeable citizens suggest that land in the downtown area in 1999 is generally valued at \$15 to \$30 per square foot, depending on location.)

In the not too distant future, we strongly suspect that structured parking - especially structured parking that includes ground floor retail, structured parking that is part of a multiple use development, and structured parking that is part of a civic building or complex - will be economically viable in Coeur d' Alene. However, in the immediate future, we accept that continuation of surface parking is probably an economic reality.

4. Management of On-street Shopper Parking

Shoppers prefer to park at the front door of an establishment, or at least within 100 feet or so of a retail entrance. If they cannot locate a space within this preferred distance, they will accept parking a somewhat greater distance, but are likely to complain about a "lack of parking."

Since the number of available on-street parking spaces in the downtown area has generally been maximized, management of this supply of prime shopper parking is important to the business community. How best to manage this parking supply needs to be revisited periodically in joint sessions between the Downtown Business Association and the City's parking enforcement staff. We recommend that these organizations meet periodically to discuss and modify parking policies and determine the appropriate level of enforcement to be provided.

5. Spatial Distribution of Parking

As discussed previously, much of the existing public parking supply is concentrated in the eastern portion of the study area, generally between Third and Fifth Streets, south of Front Avenue. While having most public parking concentrated in one area may be operationally efficient, it also commits a major public resource at a prime lakeside location to the parking of cars.

In order to recapture some of this prime public land for open space use, it will be necessary to relocate some parking to an alternate location, and to reconstruct that parking which will remain. To better balance the spatial distribution of the public parking supply, it is recommended that some 200 public parking spaces be relocated to the Lakeside Avenue corridor. This relocation will accomplish the following:

- ◆ approximately two acres of prime park land will be freed up for conversion to open space and public gathering purposes
- ◆ shoppers will have more parking choices-allowing them to the potential to park closer to their destinations
- ◆ the Lakeside Avenue corridor will be strengthened as a destination route, which may lead to greater retail activity

A more detailed discussion of the Lakeside corridor parking concept is necessary to more fully describe actions that may be required. Please review Appendix E, Lakeside Avenue Corridor Parking Concept, for more information on this subject.

Additional public parking is proposed along Northwest Boulevard and south of City Hall. Expansion of public parking in these two areas will serve multiple users. First, additional spaces will be available for recreational users. Second, during off-peak periods some of these spaces can be made available to employees at reduced rates, to encourage employees to avoid prime shopper parking areas. Third, over time, some shoppers and other downtown visitors may find these parking locations convenient for their needs. Finally, additional parking in these areas will support civic and institutional activities (eg. Cultural Center, Museum of North Idaho, future Coeur d'Alene Library, and City Hall.)

LIBRARY LOCATION

The Coeur d'Alene Library Board has determined that the most appropriate location for the proposed new library is in the downtown area. Being a major attractor of area residents (and some visitors), a new library in the downtown area will help strengthen the heart of the city. The retention of existing civic facilities and the addition of new civic facilities in the downtown area will assist with meeting the goals of this study as identified on page 2 of this report.

The proposed building will tentatively include 30,000 to 50,000 square feet of space, which is large enough to include some public meeting rooms. The Library Board has a study underway that will refine the architectural program for the new facility, including building size, expansion potential, activity relationships, and site requirements.

As part of the master plan process, the consultants were asked to identify potential sites in the downtown area for a new library. The consultants were asked to look for potential library sites that can accommodate the library and will help strengthen the downtown area, but are located outside of park boundaries. Figure 15 illustrates four sites that appear to be suitable for a library building of the size proposed by the Coeur d'Alene Library Board.

For purposes of illustration, the master plan shows the library located on the City Hall site, one of the four identified sites. A discussion of the advantages and disadvantages of this and the other three sites is included in Appendix “D” at the end of this report.

The final library location decision, of course, will be made by the Board of the Coeur d’Alene Library in conjunction with the City Council. If the City Hall site is selected, staff members from the city and library will need to meet to discuss issues such as potential for joint use of facilities, provision for future City Hall expansion, maintenance of operations during construction, and sharing of site development costs.

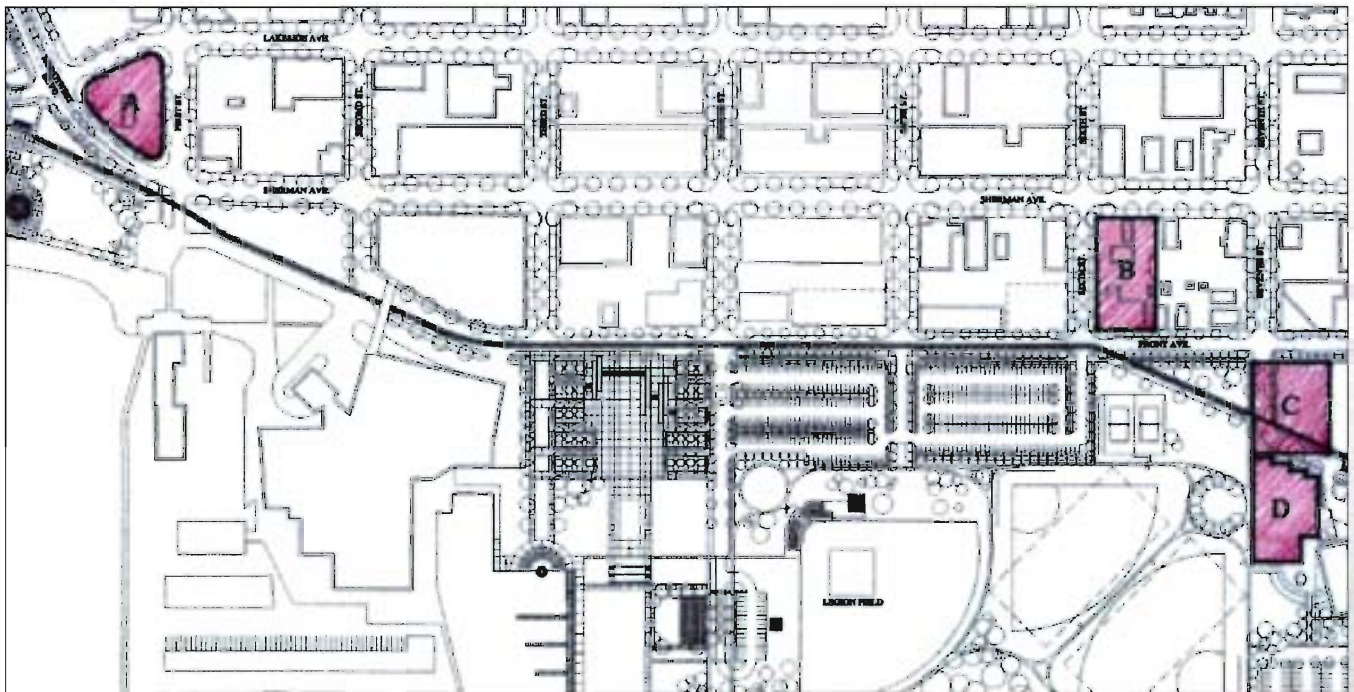


Figure 15 - Potential Downtown Library Sites

ILLUSTRATIVE SKETCHES



Figure 18 - Renovated Memorial Field



Figure 19 - Historic Carousel at Independence Point

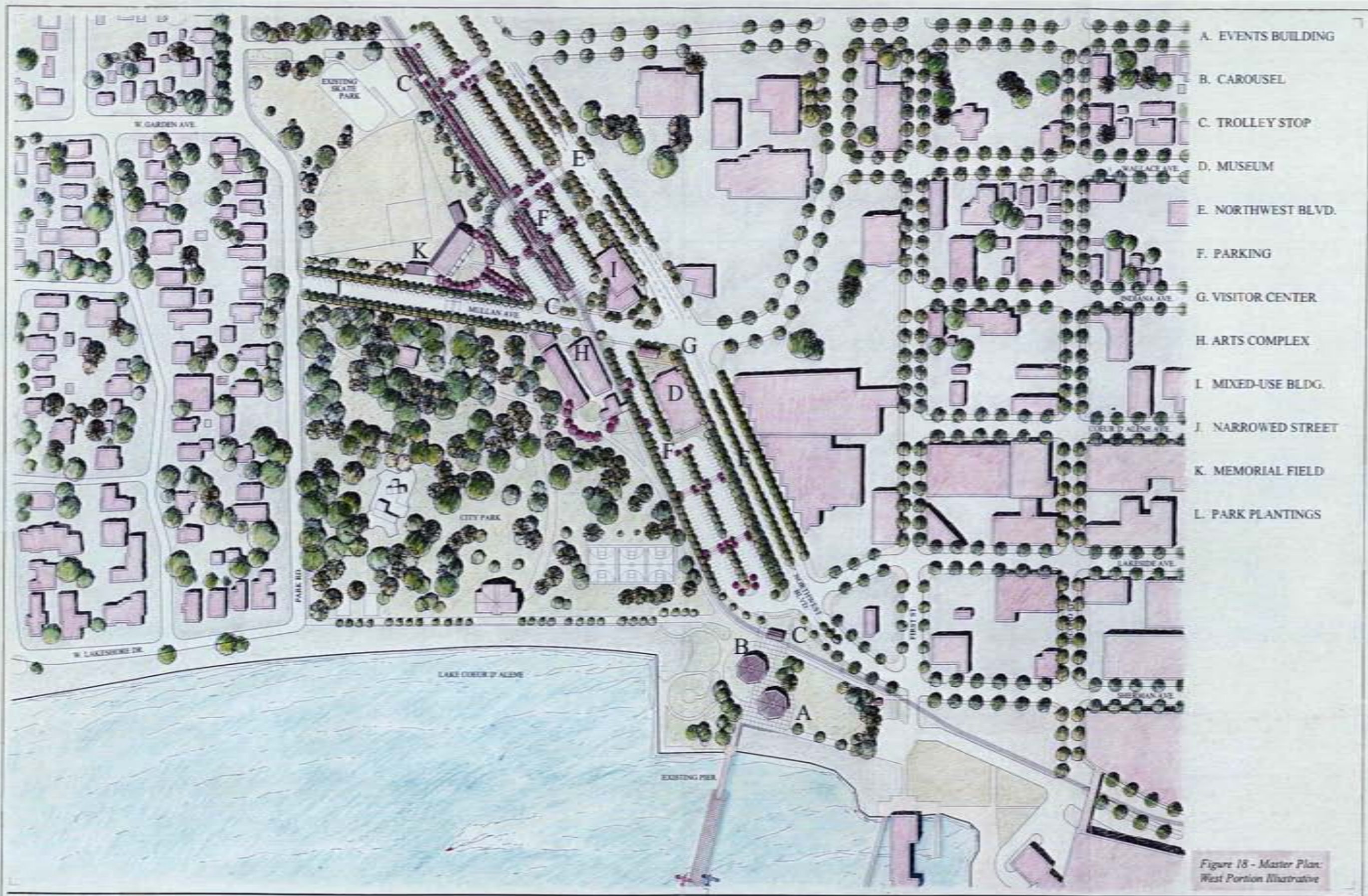


Figure 18 - Master Plan West Portion Illustrative



Coeur d'Alene Downtown Public Places Masterplan

CITY OF COEUR D' ALENE AND COEUR D' ALENE URBAN RENEWAL AGENCY

West Portion



Consultant Team:
Walker Macy
Barney & Worth
Fletcher, Farr, Ayotte
E.D. Hovee & Co.

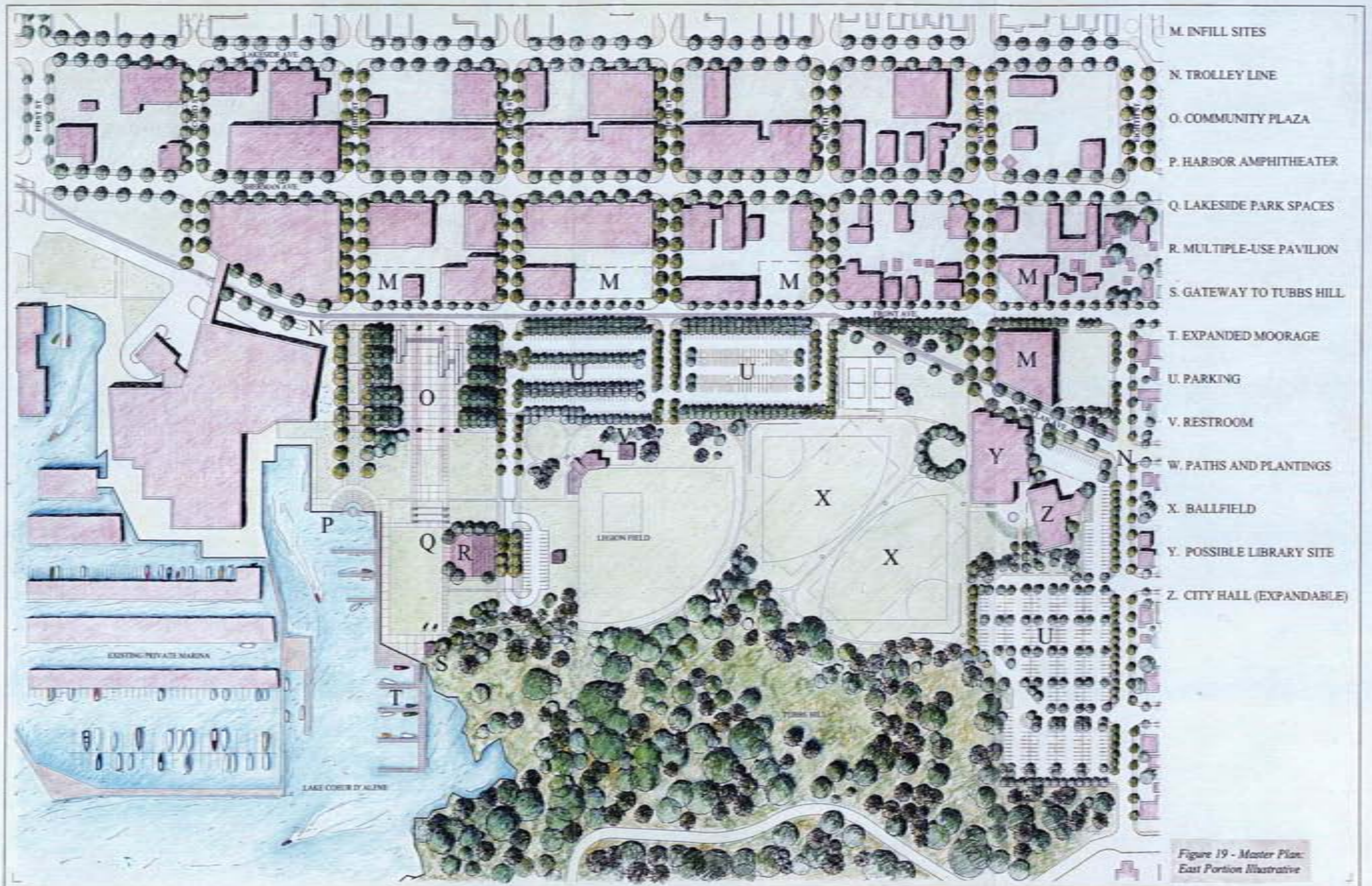


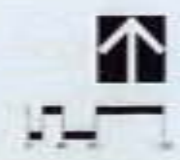
Figure 19 - Master Plan: East Portion Illustrative



Coeur d'Alene Downtown Public Places Masterplan

CITY OF COEUR D'ALENE AND COEUR D'ALENE URBAN RENEWAL AGENCY

East Portion



Consultant Team:
Walker Macy
Barney & Worth
Fletcher, Farr, Ayotte
E.D. Hovee & Co.



IMPLEMENTATION/ PHASING

FUNDING

There are a number of potential sources of funds that should be explored to determine if some of the improvements proposed in this plan can be partially or wholly funded through these sources. In addition, public-private partnerships and local fund-raising are other means of accomplishing desired improvements. The following is a listing of some of these funding ideas; additional research by City staff and interested citizens will disclose other sources and ideas.

1. Land and Water Conservation Fund

In the 1970's, Coeur d'Alene obtained at least three grants from this fund. Since that time, funding has been limited, and few additional projects have been funded. In the near future, some money may again be available for outdoor recreation projects. The Idaho Department of Parks and Recreation is the State agency that administers these funds.

In general, these funds require a 50 percent local match. Projects which encourage or support outdoor recreation for the general public are candidates for approval. With few exceptions, buildings which accommodate indoor activities do not qualify for funding (exceptions include restrooms, locker rooms for outdoor activities, and potentially swimming and ice skating facilities).

2. State Marine Facilities Funding

State funds received through the Kootenai County Parks and Waterways Committee have been used to construct the Third Street boat launch and moorage. The seawall was rebuilt in 1997 using local and state funds. As the cost of reconstruction was quite substantial (\$160,000), the City pledged boat launch fees for the next five years or so to retire its share of the cost of construction.

In 1999 the City applied for, and was awarded, a \$76,000 grant from the Kootenai County Parks and Waterways Committee to upgrade moorage facilities. The grant will require a 20% local match. It is anticipated that these funds will be used for expansion of the city docks. The expanded docks could be in place by April 2000. In future funding cycles, more grant funding may be available from this source. In general, improvements that can be made using these funds include launch facilities, docks, boat trailer parking, public moorage facilities, and restrooms.

3. City Parking Funds

Net parking revenues received from the 3rd Street parking lot operator have averaged over \$140,000 per year for the past several years. The City puts a percentage of these monies in a parking lot improvement fund to pay for needed capital improvements. At present, this improvement fund contains

around \$300,000, earmarked for rebuilding of city-owned parking facilities south of Front Avenue (e.g., curbs, pavement, landscape, storm drainage, lighting)

4. City Tennis Funds

The city has been accumulating money for rebuilding some or all of the McEuen area tennis courts. At present, this fund contains approximately \$75,000.

5. Street Improvement Funds

Rebuilding of Front and Mullen Avenues between the Resort and 23rd Street, is on the City's capital improvement plan, and is scheduled for completion by 2001 or 2002. Proposed work includes removing paved-over rail tracks, rebuilding the pavement section, and repairing curbs and sidewalks.

This scheduled work provides an opportunity to further the objectives of this Master Plan. Consideration should be given to making provisions for future installation of a trolley system. Streetscape improvements, (e.g., sidewalks, street trees, street lighting) might also be included in this pavement rebuilding project, if funding is adequate.

6. Tea 21 Funds

The Federal Transportation Endowment Act for the 21st Century (TEA-21) may be a potential funding source for transit related improvements. In general this money is given to state governments by the federal government to administer. There is a great deal of variation from state to state on how the money is used. In Idaho the bulk of TEA-21 money, that is not directly allocated to road construction, is given competitively on a project by project basis. Local and national government figures have also been effective at garnering funding for projects in their area. A small proportion of the money--the enhancement money-- is in a sense earmarked for special projects. Projects funded through this often have community and historic significance, and a large non-automobile transportation component (historic trolley?). All TEA-21 funds require a local match and competition, particularly for enhancement money, is fierce.

7. Trolley / Railroad Improvements

The BNSF Railway maintains a spur line as far south as the Museum of North Idaho building. While the railroad does maintain this trackage to a level adequate for railroad use, it is highly unlikely that the railroad will agree to upgrade or relocate this trackage unless the City provides necessary funds.

In order to fully develop the parking plan shown on the Master Plan and accommodate a future trolley, it will be necessary to secure funding - - and approval from the BNSF Railroad.

8. Carousel Improvements

The owner of the carousel, Historic Carousels, Inc., will provide the machine, operators, and repair services under a lease with the City. The City will need to provide a site, utilities, and an all-weather enclosure.

This is a perfect project for local fund-raising. A carousel brings back fond memories of childhood, and having the original Coeur d'Alene carousel available adds to the potential attraction of this project. One or more donors may be willing to step forward to support this undertaking. For broader civic support, the sale of personalized bricks (at, say \$25.00 per brick) to be used in the construction of the adjacent plaza might be undertaken.

9. Memorial Field Reconstruction

Similar to the carousel, this project has high appeal to Coeur d'Alene citizens. A public-private partnership between the City, North Idaho College, and sponsors of local softball leagues would be appropriate. The College is outgrowing its small campus and will need to relocate its existing ball field in order to provide needed space for building expansion. Since the College will need to construct a new ball field anyway, the URA should contact NIC officials and, if appropriate, state higher education officials to determine if a cooperative arrangement between the City and NIC is practical. For its part, the City could realign Mullan Avenue and adjust the intersection of Mullan and Park Drive to allow for a better left-field configuration. Local softball organizations could lead a fund-raising effort to obtain funds for reconstruction of the grandstand.

PHASING

In general, proposed improvements can be accomplished over time in response to citizen interest and available funding. There are, however, certain "windows of opportunity" and certain "long lead time decisions" that need to be understood to ensure that specific potential improvements are not lost.

1. Carousel

The Coeur d'Alene carousel is owned by Historical Carousels, Inc. and is available for installation at the present time. While the owner would like to return the carousel to its original home in Coeur d'Alene, it cannot let this machine languish. If Coeur d'Alene does not make a commitment to obtain the carousel within about one year, the owner will be forced to seek another home for it.

2. NIC Ball Field

The College is finalizing its campus Master Plan, which includes consideration of relocation of the existing on-campus ball field. The City should present the idea of a cooperative arrangement for improving Memorial Field to the College in the very near future for consideration.

Once the College completes its Master Plan and begins acquisition of off-site land for athletic fields and parking, it will likely be too late to consider a cooperative arrangement for Memorial Field.

3. Railroad Spur Relocation

As anyone who has dealt with railroad bureaucracy knows, decision-making is extremely slow. Because of the long lead time involved, it would behoove the City to start discussions with the BNSF Railway related to the Northwest Boulevard rail spur in the near future.

RECOMMENDED EARLY ACTIONS

While implementation of the Master Plan will take many years to complete, there are a number of projects that will be relatively easy to implement and can be started as soon as desired. The consultants recommend beginning with the following projects. Once these are in place, other - - potentially more controversial - - projects can be started.

1. Bring the carousel back to Coeur d'Alene.
2. Complete the Tubbs Hill loop trail (complete the missing link on the lower trail between East Tubbs Hill Park and the seawall).
3. Relocate most of the motor vehicle-boat trailer parking to the area south of City Hall.
4. Convert the existing boat trailer parking area to usable open space.
5. Add additional short-term public boat moorage.
6. Improve the visual character of Northwest Boulevard (street tree, median and sidewalk improvements).
7. Reconstruct/relocate some public parking south of Front Avenue.
8. Start a downtown Farmer's Market

PUBLIC ART PLAN

The master plan recommends the inclusion of public art in the design of its many component parts. The City of Coeur d' Alene has recently implemented a "percent for art" program. This program will make funds available for art in the public realm as part of capital projects in the city.

The administering body of these funds should pursue art that suits the scale of spaces that are being developed. Small sculptures, inscriptions, light displays, wall relief and murals may be appropriate to path and sidewalk projects, while larger pieces and actions will be appropriate in areas like the proposed community plaza, or around the proposed carousel building at Independence Point.

Another key to a successful public art program is fully integrating artists in the design process of each of the many projects proposed by the master plan. Many people consider art to be only the production of art "objects," and would consider "percent for art" money as a budget for acquiring

"pieces" for display in the public realm. This approach is only part of a truly successful public arts program. Medium-sized and large capital projects should include an artist as part of the design team in the very early stages of design. This integration of art with design can result in a thoroughly resolved art concept that reinforces the project design, instead of an object simply added after the fact.

Potential locations for public art include:

- ◆ In and around the arts complex
- ◆ In and around the community plaza
- ◆ As part of the carousel and events room plaza
- ◆ Near the Museum of North Idaho
- ◆ In and around the civic complex including the library and City Hall
- ◆ At the waters edge amphitheater next to the plaza
- ◆ As part of the entry area at Memorial Field, and as part of the grandstand itself
- ◆ At the visitors center
- ◆ In, on, and near the multiple-use pavilion
- ◆ As part of the seawall
- ◆ At the Tubbs Hill gateway area
- ◆ At trolley stops
- ◆ Along paths and walkways, especially Centennial Trail
- ◆ On the existing pier
- ◆ On proposed docks and moorage structures
- ◆ As part of new and existing sidewalks

PROGRAMMING OF ACTIVITIES CONDUCTED IN PUBLIC PLACES

Public places that are vital and well loved don't just happen. While excellent design is absolutely essential, design alone cannot provide the human use that makes a public place, like the proposed community plaza, a success. Plazas like this are quite different from passive parks and sports fields. Spaces of this type must be actively managed. This management should seek to provide the fullest possible calendar of engaging events to draw users at all times of day and throughout the year.

A creative manager can maximize the use of the space which guarantees that it is perceived as active and interesting, which it turn draws more users. Concerts, seasonal events, outdoor movies, performances, speeches, dances, festivals, markets, contests, and fairs are all imaginable in a space like the proposed community plaza. Larger, more organized events will be interspersed with informal daily use by picnickers, strollers, sunbathers, puddle-splashers, snowman builders, and people watchers. Ad hoc performances by street musicians and other performers should be encouraged.

Consideration of uses and events that are desired must be part of the plaza design process. The way in which these events will be managed will be important for the plaza designers to consider. However, construction of the community plaza need not be the beginning of programmed, managed events in downtown. It is quite conceivable, and possibly desirable that management and programming of the entire downtown with all its public spaces, including the streets and sidewalks, be comprehensively considered. This type of action could be started immediately. The community plaza, when built, would then become the main community space in a hierarchy of downtown public spaces, and the comprehensive strategy for downtown management could utilize it for additional events and activities appropriate to this type of space.

CONSTRUCTION COST ESTIMATES

The following estimates were prepared for each major improvement proposed in this plan. As designs for these improvements are only at a "planning" or "conceptual" level, a significant contingency has been included to cover unknown circumstances. An allowance has also been included to cover normal design, survey and legal fees.

These estimates are provided only to give decision-makers a "sense of magnitude" for each improvement. These estimates are based on estimated year 2000 construction costs in the Spokane area. For work undertaken in future years, an inflationary increase will need to be added. Before making a final decision to proceed with an improvement, it would be prudent to retain professional design and engineering assistance to develop these concepts to a higher level, evaluate actual site and utility conditions, and then prepare more detailed cost estimates.

IMPLEMENTATION/PHASING

Improvement	Estimated Construction Cost*
Relocate Mullan Avenue near Memorial Field	\$350,000
Reconstruct Memorial Field (includes the grandstand and playing field)	\$1,500,000
Enhance Northwest Boulevard	\$1,020,000
Relocate BNSF Railroad spur (to accommodate parking)	\$140,000
Construct new Visitor Center	\$390,000
Expand the Cultural Center (arts center)	\$1,275,000
Reconfigure Northwest Boulevard parking	\$1,000,000
Redevelop Independence Point	\$385,000
Construct the carousel building and the adjacent food service building	\$1,015,000
Upgrade McEuen Field ball fields	\$795,000
Expand City Hall Parking	\$835,000
Expand public boat moorage	\$913,000
Construct waterfront amphitheater	\$400,000
Reconstruct McEuen area parking	\$1,050,000
Construct a public plaza	\$2,268,000
Construct a covered pavilion with associated parking and lawn	\$976,000
Complete Tubbs Hill trail link	\$88,000
Estimated Total Cost*	\$14,400,000

* Assumes construction in the year 2000. Includes allowances for design, engineering, legal, and construction contingencies. Does not include land acquisition, utility extension, or environmental cleanup costs. Does not include museum or library facilities.





APPENDICES



Purpose and Goal

The best downtown master plans embody the values of their communities. Involving the public in each stage of the development of the master plan - gathering ideas, evaluating alternatives, and choosing final trade-offs - is one way to ensure the community's long range vision forms the foundation of a plan.

The planning process for the Coeur d'Alene Downtown Public Places Master Plan afforded hundreds of citizens the opportunity to work with friends, neighbors and professional planners to develop the plan. A top priority for public involvement for the plan was to maximize the number of citizens participating. To this end, the planning team offered at least two channels for participation at each phase in plan development, using a mix of public workshops, open houses and mail-in surveys. The hundreds of participants throughout the process stand to illustrate the success of the approach.

In addition, the planning team structured public involvement opportunities to emphasize dialogue and conversation over monologues. Workshop participants worked in small groups to allow for an open exchange of ideas. Open Houses emphasized discussions with planners and other citizens at stations around a large room. Mail-in surveys offered an opportunity for follow-up comments and questions.

This led to high quality thought and communication between the planners and the community, and it is this dialogue that informed the development of the Downtown Public Places Master Plan every step of the way.

When first coming into a city to develop a master plan, it is common for some to insist that there are really only two viewpoints. First is their own view, supported by an overwhelming majority of The People. Then, there are those who have a different point of view, which only the ill-informed or elite believe.

In fact, Coeur d'Alene is a town with a great diversity of sincerely held opinions about its downtown public places. The planning team, with its public involvement activities, attempted to create an atmosphere of respect at which reasonable people could air their views and even disagree. Such an environment is best for the development of a good master plan.

The planning team wishes to thank the citizens of Coeur d'Alene who participated in the development of the plan for their downtown.

Outreach Tools

The planning team used a variety of standard public outreach tools for the Coeur d'Alene Downtown Public Places Master Plan.

- ◆ *Stakeholder Interviews:* In December 1998, the planning team interviewed 36 community leaders and stakeholders, including

members of the business community, neighborhood leaders, park users and the media. The purpose of these interviews, at the very start of the project, was to understand the key issues in downtown, including the history of past initiatives, and to gain advice on the best way to involve the community in the plan development. The planning team in January 1999 submitted a report summarizing the results of the stakeholder interviews to the City and to those interviewed.

- ◆ *Project Newsletter* : Five editions of the Downtown Public Places Master Plan newsletter were published from January through December 1999. The City of Coeur d'Alene mailed the first edition to over 10,000 utility customers in January 1999. In addition, the planning team targeted "hard-to-reach" populations, such as seniors and students, for newsletter distribution. A mail-in survey in the inaugural edition offered readers a chance to get on the City's project mailing list to receive future editions of the newsletter. The City added to the mailing list all persons who responded to mail-in surveys, wrote letters to the planners, or attended public meetings on the project. Subsequent editions - in March, April, June and December - went to 2,200 persons on the project mailing list.
 - 1) Topics in Newsletter 1 (January 1999): Project introduction, invitation to Kick-Off Public Workshop, and Ideas and "Keep Me Informed" survey.
 - 2) Topics in Newsletter 2 (February 1999): Results of January Kick-Off Workshop and Mail-In Survey, plea to civic organizations adding mailing lists to project mailing list, update on activities of high school civics classes involved in the planning, and invitation to March open house and public workshop.
 - 3) Topics in Newsletter 3 (April 1999): Results of March open house and public workshop, high school classes update, notice to look out for mail-in survey in early May, and invitation to May open house.
 - 4) Topics in Newsletter 4 (June 1999): Results of May open house and mail-in survey, activities of high school classes, report on additional work to be completed by planners, projected completion date for recommended plan submission to City.
 - 5) Topics in Newsletter 5 (December 1999): Summary of the recommended plan.
- ◆ *Mail-In Surveys* : To support public meetings, the planning team used the newsletter format to solicit information from people who could not attend a workshop or open house through two mail-in surveys. The first edition of the project newsletter in January 1999 contained the first survey which focused on gathering ideas for downtown improvements, and the City received 402 responses.

The second mail-in survey (centered on the dozen critical trade-offs and choices in the latter stages of the plan's development) was sent in early-May 1999 and that elicited 450 responses.



Open House

- ◆ *Media Advertising:* Newspaper ads in the Coeur d'Alene Press, The Idaho Spokesman-Review, and The Nickel's Worth publicized the open houses and public workshops. The reader boards at North Idaho College and Parker Toyota also served notice of these meetings. The planning team also met with print and electronic media, and also appeared on a two-hour local radio call-in program at the start of the project to invite public participation.
- ◆ *Public Workshops:* The planning team hosted a Kick-Off Public Workshop on January 20, 1999 to gather ideas for ways to improve downtown. More than 450 citizens attended this first workshop held at Lake City High School. Far fewer citizens, under 200, attended the second workshop to evaluate alternatives in three conceptual plans in each of three downtown districts. This meeting held on March 3, 1999 was also at Lake City High School.
- ◆ *Open Houses:* The planning team held two three-day long open houses at a vacant downtown storefront at 317 Sherman Avenue. The first open house, held March 1 - 3, 1999, centered on evaluation of alternatives. Over 400 people attended this open house at which participants completed an "ideas sheet" evaluation form. The planning team made note of the larger numbers of attendees at the open house and often-fruitful discussions among friends, neighbors and planners. For the more intricate ideas involved in the final stage of the plan's development, focusing on key trade-offs in each of the downtown districts, the planning team hosted a second open house, May 5 - 7, 1999. This second open house saw an even greater attendance of over 500 people. Participants completed a evaluation sheet with one to three key



Open House



Students at workshop

questions for each of four stations focusing on a different geographic area downtown.

- ◆ *High School Students:* The planning team made a specific effort to involve the youth of Coeur d'Alene in the plan development. Members of the planning team made presentations to honors civics classes in Coeur d'Alene High School and Lake City High School at each stage of the development of the plan to invite participation. Indeed, numerous students did partake in the open houses and public workshops. Thanks to Coeur d'Alene High School instructor George Saylor and Lake City High School's Kent Scanlon for their assistance.

Public Involvement in Each Phase of Master Plan Development

Phase One: Gathering Ideas

The purpose of public outreach in this initial stage of the project was to introduce the project, spell out the path for plan development, and to gather ideas from citizens on the best ways to improve downtown.

- ◆ *Mail-In Survey:* Part of the first edition of Downtown Public Places Master Plan newsletter. Survey to list ideas for downtown improvements and to subscribe to future newsletters. 5,500 newsletters mailed and distributed. Results summarized in second project newsletter. 402 responses to survey.
- ◆ *Public Workshop,* January 20, 1999, 7:00 p.m. to 9:00 p.m. at Lake City High School, 6101 N. Ramsey Road, Coeur d'Alene. Small group discussion format to gather ideas for each of three districts of downtown followed by table reports back to whole group. Those who signed in added to project mailing list. Ideas Sheets completed at each table transcribed into a report mailed to workshop participants, and results summarized in second project newsletter. More than 450 participants.

Phase Two: Evaluating Alternatives

The planning team reviewed ideas received through the mail-in survey and public workshop in Phase One and developed three conceptual plans. Citizens were asked to evaluate the more than 200 ideas contained in the three plans.

- ◆ *Open House:* Held March 1 - 3, 1999 at 317 Sherman Avenue. Participants given evaluation sheets to share opinions of the improvement alternatives found in the three conceptual plans in each of the three districts downtown. Those who signed in added to project mailing list. Results summarized in third newsletter. 400 participants.

- ◆ *Public Workshop:* March 3, 1999 at Lake City High School. Presentation of the three conceptual plans by planning team. Small group evaluations of the alternatives in the three conceptual plans in the three downtown districts, followed by reports back to entire group. Attendees who signed in added to project mailing list. Evaluation Sheets from each small group table as well as from the open house transcribed into report mailed to participants of public workshop. Results also summarized in third newsletter. 200 participants.

Phase Three: Choosing Between Trade-Offs

The planning team reviewed the results of the open house and the public workshop in Phase Two and framed a series of one to three critical choices in each of four areas downtown. More detailed information was presented about these key issues.

- ◆ *Mail-In Survey:* A special mail-in survey asking for ratings on the eleven most critical potential downtown improvements mailed to 2,200 person project mailing list. Results summarized in the fourth project newsletter. 450 responses received and tabulated.
- ◆ *Open House:* Held May 5 - 7, 1999 at 317 Sherman Avenue. Open House had four stations of illustrations and graphics focusing on remaining choices and trade-offs in four areas of downtown. Participants complete evaluation form asking key questions in each of four areas of downtown. Forms transcribed and mailed out to participants, and summarized in fourth edition of project newsletter. Over 500 participants.



Figure 20 - Concept "A" - East Portion

Concept "B" not shown

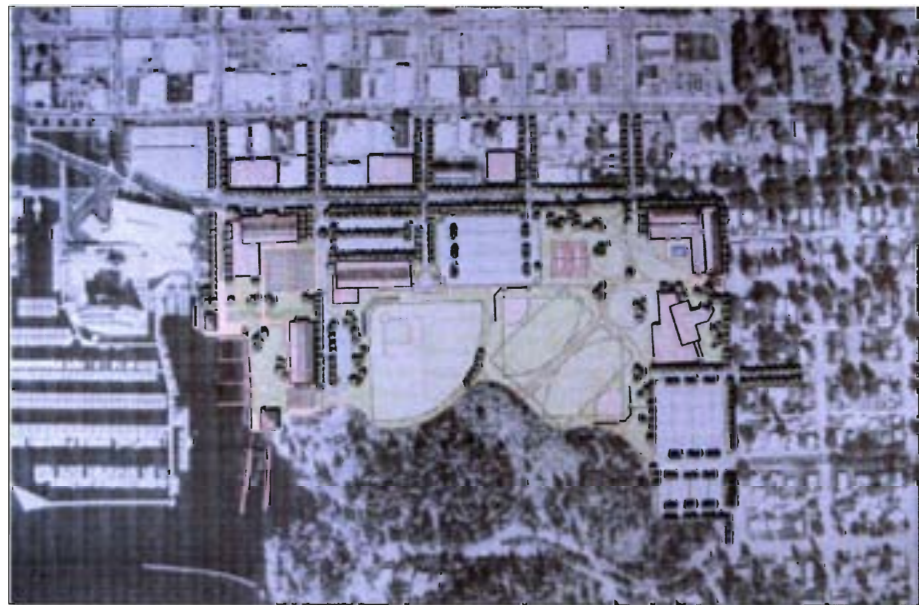


Figure 21 - Concept "C" - East Portion



Figure 22 - Concept "A" - West Portion

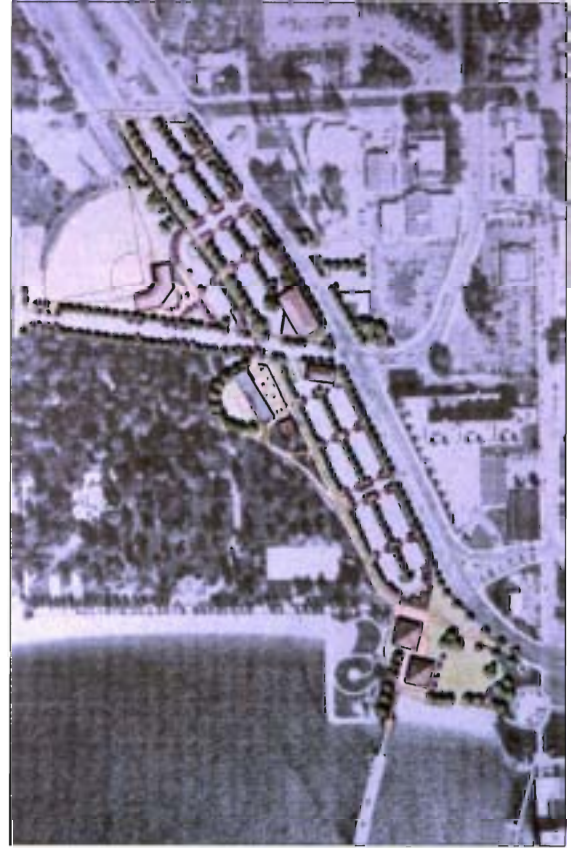


Figure 23 - Concept "C" - West Portion

Concept "B" - West Portion not shown

The master plan proposes retention of Legion Field and two softball fields in the McEuen Field area. For the foreseeable future, the consultants assume that these uses will remain in place. However, as part of this long range planning exercise the consultants have been asked to “imagine possible alternative futures for McEuen Field, should the baseball and softball sponsors relocate their activities to other locations.” Following is a list of potential alternative futures that might be considered for the McEuen Field Area. These futures are arrayed from lowest intensity to highest intensity use.

1. Natural Area (Tubbs Hill extension)

Under this alternative most man made improvements would be removed, and the area regraded and planted to approximate natural conditions. Walking paths would be provided for day use (no night lighting) to allow recreationists to enjoy the solitude of a natural area in the heart of the city.

Plantings would primarily be those indigenous to the Lake Coeur d'Alene area, although some more domestic type plants might be introduced in selected areas. Wildlife habitat could be enhanced by including plants that have food and shelter value for animals.

2. Passive Park

Under this alternative the site would be developed with grassed meadows, tree fringed borders, specimen trees and tree groupings, trails, picnic areas, seating, lighting and other features usually associated with passive parks. Some recreational facilities, such as a children's play area or small paved areas for pick-up basketball would be appropriate additions to the park. A good model for this alternative is City Park.

3. Garden

The term "garden" can encompass a range of characteristics from low key and informal to a major indoor-outdoor facility that includes research, education, interpretation, and production.

The McEuen Field area is large enough to support many different types of gardens. However, the microclimate of the area will be a significant determinant of the types of plants that can be supported. The site is shaded by Tubbs Hill, and is in a low area subject to frost formation. During the winter, when the sun angle is low, little sunlight can reach the southern edge of the McEuen area. Plants selected for use must be capable of thriving in this climatic condition.

The following types of gardens could be developed on the McEuen field site:

- ◆ Community gardens (plots for seasonal cultivation use by individual Coeur d'Alene residents)
- ◆ Native plant garden (to showcase how area residents can use native or indigenous plants for home landscaping)
- ◆ Seasonal (summer) flower garden
- ◆ Outdoor display gardens (possibly a number of "theme" gardens within an overall garden setting)

- ◆ Indoor display gardens (in a conservatory). This type of facility can easily include education, research, interpretation, and events.

4. Amphitheater

Under this alternative, a large outdoor facility would be developed potentially seating from 1000 to 4000 people. With the lake and Tubbs Hill as backdrops, many types of activities could be staged. The facility could be set up with a permanent or semi-permanent stage, or could be constructed as a flexible space that could be arranged to meet the specific requirements of event promoters.

The following is a lists of potential activities that could be staged at an amphitheater at McEuen field:

- ◆ Concert
- ◆ Play
- ◆ Historical pageant
- ◆ Special event
- ◆ Film presentation
- ◆ Sound and light show
- ◆ Lecture
- ◆ Circus

5. Sports Complex

McEuen Field could be converted from the existing ballfield use, to other types of outdoor (and, if desired, indoor) sports uses. It is difficult to determine at this time what types of activities might be desired in the future. However, if a change from current activities is made, new sports activities should be selected that attract people to the site during all seasons of the year.

Consideration should also be given to whether spectator activities or participant activities (or both) should be stressed. Spectator activities may draw more people to the downtown area, but will also require more support facilities (eg, parking, restrooms, concessions). Participant activities tend to draw fewer people-but also require less in the way of support facilities.

Some sports activities that might be considered for this site include:

- ◆ Soccer, football
- ◆ Track and field, cross country running
- ◆ Basketball
- ◆ Tennis
- ◆ Racquetball, squash
- ◆ Bicycle racing (velodrome)
- ◆ Hockey, ice skating, curling
- ◆ Rollerblading
- ◆ Swimming, diving
- ◆ Sledding, tobogganing
- ◆ Cross country skiing, snowshoeing

APPENDIX D: ALTERNATIVE LIBRARY SITES

During the preparation of this report the consultant team was made aware of the need for additional library facilities in the community of Coeur d' Alene. The library board has been investigating several options, one of which is building a new library. The consultant team views this as a major opportunity to place a prominent civic building in downtown.

The consultant team has identified four potential library sites in downtown. These are not the only sites in downtown, but each is a viable alternative for placement of a library. During the public process it became clear that the community would not support large buildings on what is perceived as parkland. No site described is on existing parkland. While each site has unique opportunities and challenges, all would contribute to the downtown mix if a library were placed there. Site D is illustrated in the master plan drawing. In our opinion, it cannot be stated strongly enough that, if Coeur d' Alene builds a new library, it should be downtown.

Site A

This triangular parcel between Northwest Boulevard and First Street presents a tremendous opportunity to place a significant civic structure in a prominent location with views to the lake, a close relationship to City Park, near the future carousel, as well as close to the Sherman and Lakeside retail district. Strong architectural opportunities exist at this site to create view decks, and visually significant entrances and facades. The proximity to existing educational facilities (museum), historic features (Sherman Ave, the museum, and City Park), pedestrian-oriented retail (on Sherman), future potential transit links (trolley), and recreational opportunities (lake, City Park, Carousel, Museum) are additional advantages of this site.

Advantages:

- ◆ Signature property in a highly visible location
- ◆ Views to park land and lake
- ◆ Proximity to park and retail
- ◆ Existing grades limit impact to views from properties north of this site

Disadvantages:

- ◆ Parcel is privately owned
- ◆ Site is too small to accommodate library building footprint and parking; parking would have to be located across a street from the site
- ◆ Parcel is small and triangularly shaped; developing an efficient floor plan will be challenging

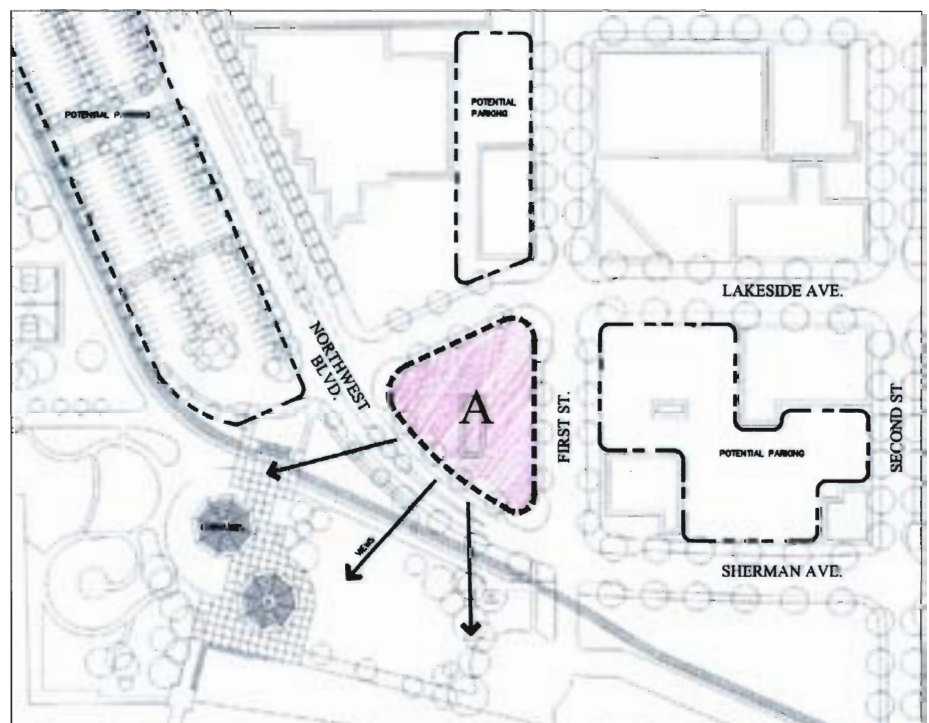


Figure 24 - Library Site A

APPENDIX D: ALTERNATIVE LIBRARY SITES

Site B

This site on Sixth street between Front Avenue and Sherman Avenue would allow a civic structure with frontage on both Sherman and Front Avenues. This structure could serve to encourage pedestrian movement further east on Sherman Avenue and would present opportunities to create a viewing deck looking out to the lake across parkland.

Advantages:

- ◆ Frontage on both Sherman Avenue and Front Avenue
- ◆ Views of park land and lake
- ◆ Proximity to proposed public parking

Disadvantages:

- ◆ Land is privately owned
- ◆ Multiple parcels would need to be acquired
- ◆ Main entrance would probably be on sixth street not on Front or Sherman Avenues

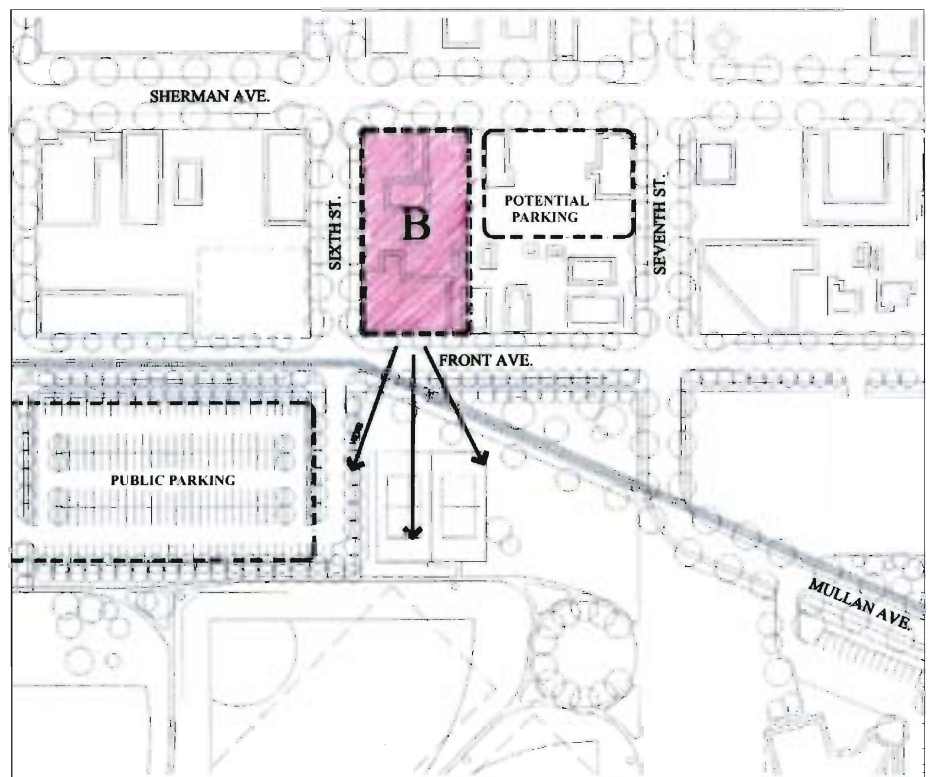


Figure 27 - Library Site B

Site C

This site on Seventh Street between Front Avenue and Mullan Street would be part of a multiple-use complex including the library, housing and office space developed through a public/private partnership. The library portion of the project would front on parkland with views of the lake and the park.

Advantages:

- ◆ Public/private partnership might reduce public cost and would help add to private tax base in downtown
- ◆ Close relationship to park
- ◆ Close relationship to City Hall provides opportunity to develop a complex of civic activities
- ◆ Opportunity for shared parking

Disadvantages:

- ◆ Office and housing market requirements may limit some architectural options for the library
- ◆ Portions of the project will not be under control of the public as they will be privately owned
- ◆ Vacation of portions of Mullan and Seventh streets would be required
- ◆ Building position could require relocation of portions of Centennial Trail

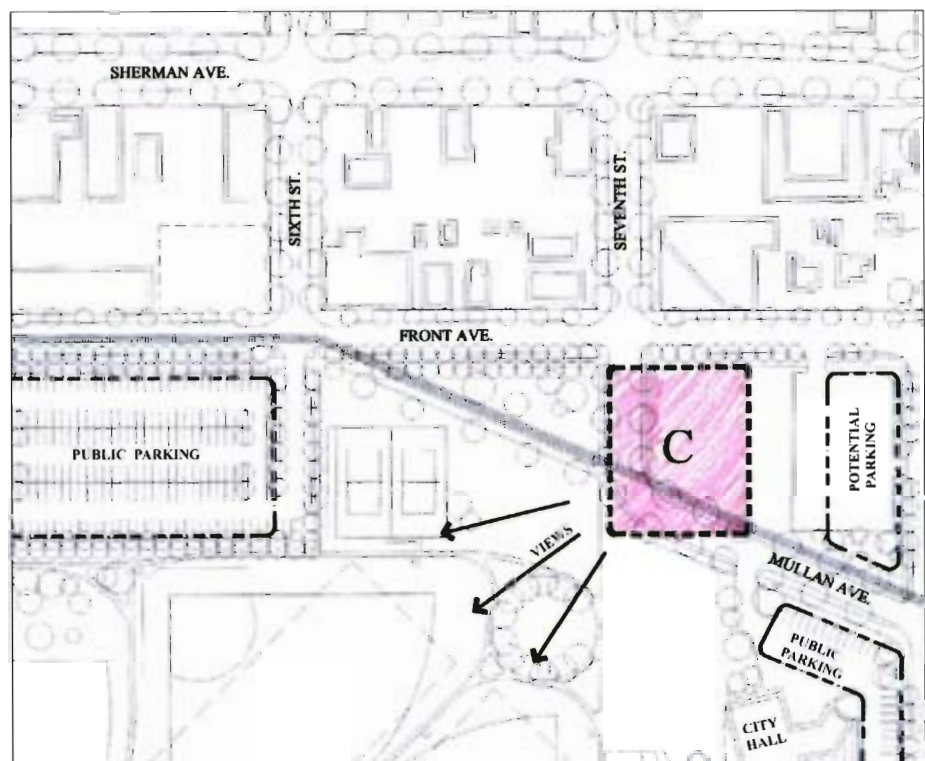


Figure 28 - Library Site C

Site D

This site just northwest of City Hall would be on publicly owned land. There is potential for development of view decks, and a strong architectural terminus to Seventh street could be developed at this site. Park frontage and proximity to City Hall would be assets to a library in this location.

Advantages:

- ◆ Land is publicly owned
- ◆ Parking could be developed in a close proximity to the building
- ◆ Parking could be shared with City Hall and park users
- ◆ Views of lake and park are available
- ◆ The building would front on the park
- ◆ There is an opportunity to develop a complex of civic uses in this location

Disadvantages:

- ◆ Sloping site may make development of an efficient building difficult
- ◆ Site characteristics suggest multiple building entrances which may create operational issues for the library
- ◆ Close coordination will be required to ensure that future expansion (of either the library or City Hall) would not be compromised by placing a building in this location
- ◆ This site will have the least positive impact, of the four discussed, on downtown retailing

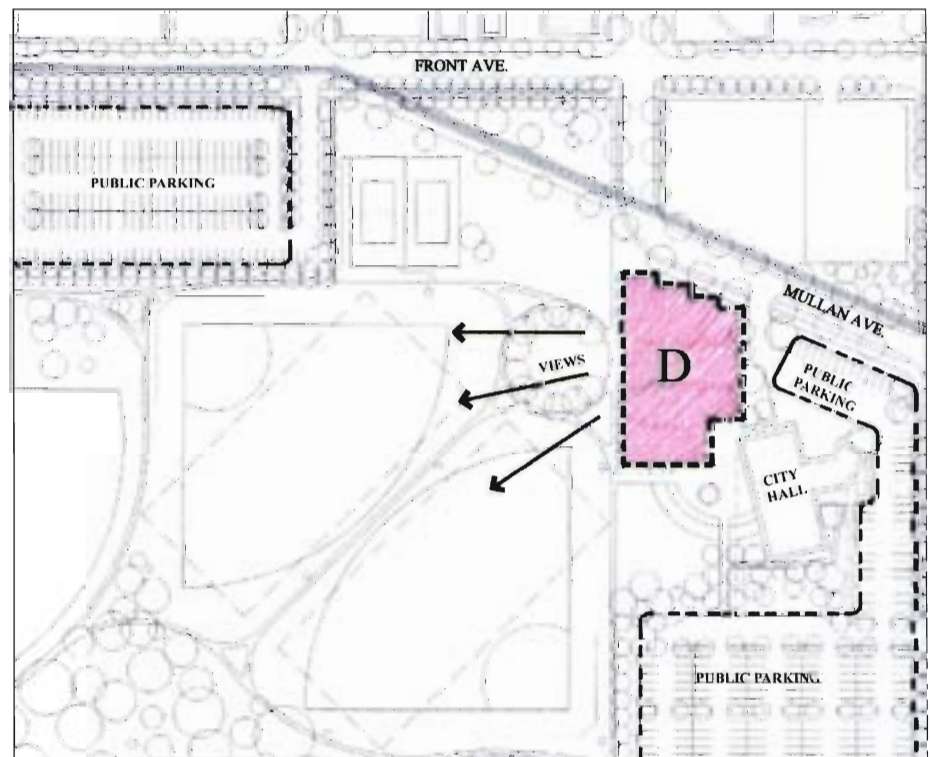


Figure 29 - Library Site D

APPENDIX E: LAKESIDE AVENUE CORRIDOR PARKING CONCEPT



In order to improve the spatial distribution of parking in the downtown area, it is recommended that additional public parking be provided in locations easily reachable from Lakeside Avenue. The goal would be to maximize the use of available parking first, before additional parking is constructed.

Some of the existing private lots in the Lakeside Avenue area are signed for exclusive use of a specific user or group (eg., employees or visitors to a specific building), some are available for public use with the payment of a fee, and some simply seem to be used on a casual basis. If the existing pool of parking spaces could be operated and managed for the enhancement of downtown, it is likely that no additional parking spaces need be constructed in the near future.

Figure 28 illustrates the proposed concept. Wayfinding signage is proposed at key locations at either end of the downtown area to advise and direct motorists to public parking. Once on Lakeside, smaller wayfinding signs are proposed to direct motorists to individual parking lots that provide public parking. The parking lots in the public parking diagram should be easily identifiable through the use of common signage, landscaping, and lighting.

Figure 28 also identifies locations of existing parking lots that might be appropriate for inclusion in a public parking program. Since contact has not been made with these property owners, it is premature to speculate as to which properties might best be included in a public parking program.

There are a number of approaches that should be considered by the URA, in conjunction with the Parking Commission, and the downtown Business Association. Since the goals are to provide more shopper parking and to maximize the use of the existing parking supply, any approach that has the potential to achieve these goals should be considered. Approaches that might be considered include, but should not be limited to, the following:

- ◆ Purchase one or more parcels of land from willing sellers. This approach would ensure public control of the property and provide long term flexibility to adjust future use of the property to meet changing conditions.
- ◆ Lease or rent one or more parcels from willing owners to ensure parking will be available for public use for a designated time period. Parking charges would be an offset to the lease fee. This approach would allow the URA to “test the concept” without committing too much money in advance.
- ◆ Work with the Downtown Business Association to develop a parking validation program that would encourage the dispersed parking concept.
- ◆ Meet with individual property owners to encourage them to provide some short term public parking, with the owner to retain parking

APPENDIX E: LAKESIDE AVENUE CORRIDOR PARKING CONCEPT

fees. The URA could work with the owner to encourage the use of a common signage program and common design elements (eg., landscape buffers, lighting).

- ◆ Encourage employers to provide subsidies to employees who agree to park outside of prime retail customer parking area. The city can make available underutilized public parking at a low monthly rate to assist in this effort. It may also be appropriate to encourage employers to consider “perks” for employees who do not park downtown, but rather arrive in another way (eg., walk, passenger, bicycle, shuttle, boat).

The Downtown Business Association (DBA) would be an appropriate organization to manage these lots. Assuming they are interested, the DBA should take on responsibility for promotion of the parking program, develop wayfinding signs, encourage merchants to provide validation of parking tickets, and encourage business owners to maintain nearby lots (and public streets) for shopper use. The DBA should (through a contract with a parking operator if desired), take responsibility for day to day operations, cleaning and maintenance of the parking lots.

To be successful, the parking program must be appealing to downtown users. Lots need to be easily identifiable (common signage); must be located convenient to user destinations; must be easily accessed from Sherman and Lakeside; must be well lighted, landscaped, and maintained; and must be priced competitively.

APPENDIX E: LAKESIDE AVENUE CORRIDOR PARKING CONCEPT

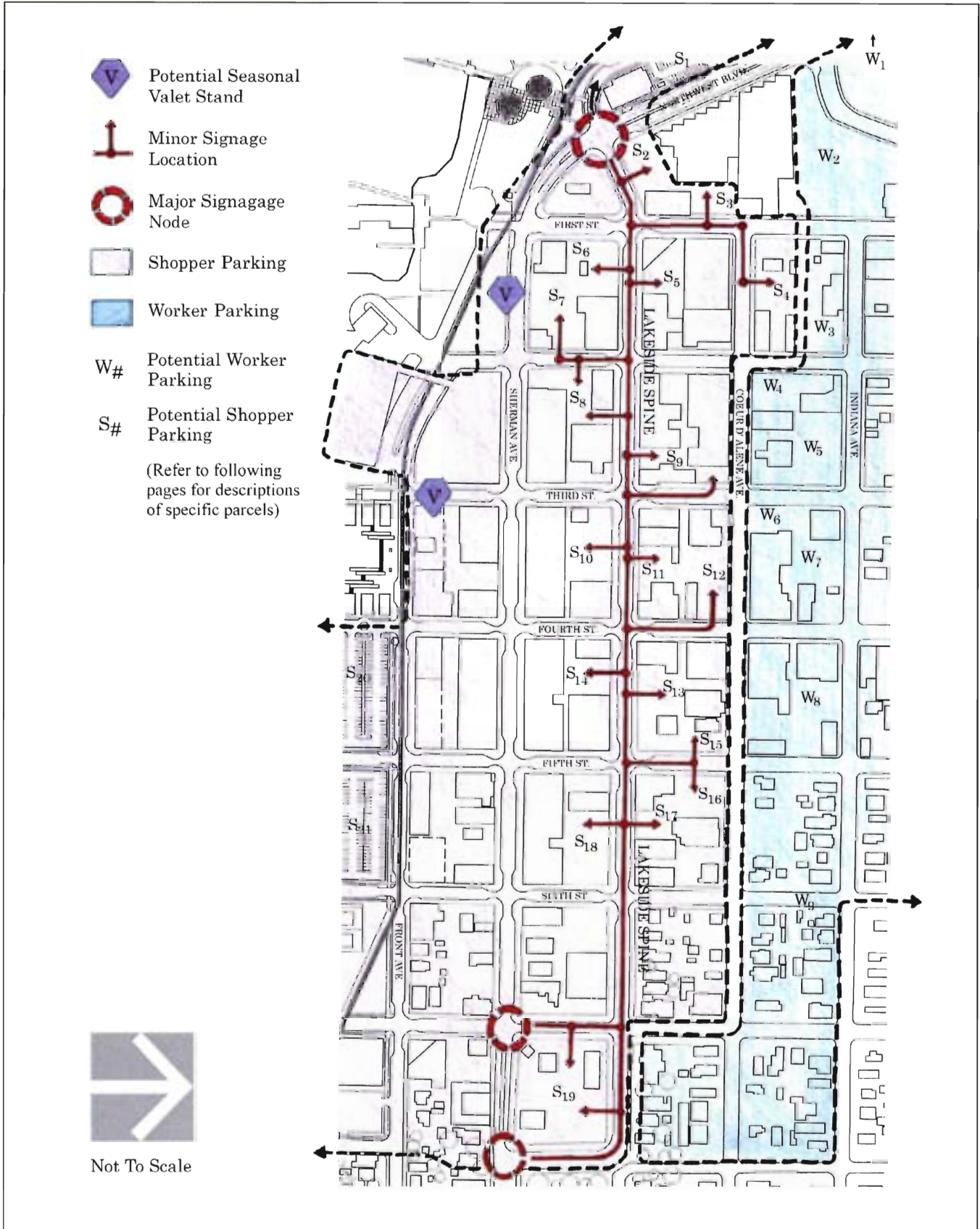


Figure 28 - Diagram of Parking Opportunity

Descriptions of Possible Parking Opportunity Parcels: (see diagram on preceding page)

Customer (Shopper) Parking

S1 Proposed Parking along NW Blvd. (North to Mullan)

Capacity: 160 cars
Ownership: City
Notes: This lot would be very visible from NW Blvd. making it good for use by visiting shoppers and, possibly, downtown employees.

S2 Northwest Corner Of First and Lakeside

Capacity: estimated 60 cars
Ownership: Private, multiple parcels
Notes: While removal of buildings for surface parking should not be generally considered an appropriate strategy, this structure appears to be relatively low value. If parking could be developed on corner lots and on adjacent parcels that have no structures, efficiency of parking might justify building removal.

S3 Mid-block, West Side First, between Lakeside and Coeur d' Alene Ave.

Capacity: 15 cars
Ownership: Private
Notes: Current use by apartment residents. Appears to contain more than one space per unit. Would become part of S1 system if developed as shopper parking.

S4 North side of Coeur d' Alene Ave, from First to Second Ave.

Capacity: Estimated 100 cars
Ownership: Private, multiple parcels
Notes: Residential parcel with large lot and adjacent parking and alley ways could be developed into efficient lot on this block. Single family residential property in this location may not be highly valued due to adjacent commercial development. Entire block should be studied for parking opportunity. Some existing uses and buildings would remain, others might be removed so that efficient parking could be developed as one system including W3 parcels. (see W3 description).

APPENDIX E: LAKESIDE AVENUE CORRIDOR PARKING CONCEPT

<u>S5</u>	<u>North side of Lakeside, Mid-Block between First and Second</u>
Capacity:	30 cars
Ownership:	Private
Notes:	Employee parking for adjacent newspaper and radio station. Employee parking could be displaced by high season shopper parking, and/or some shared arrangement could contribute to downtown pool of shopper parking.
<u>S6</u>	<u>South side of Lakeside, Mid Block between First and Second</u>
Capacity:	50 cars
Ownership:	Private, multiple parcels
Notes:	Employee parking for business to the south. Customer parking for business to the west. Opportunity to use alley to create more efficient parking using adjacent lots S7.
<u>S7</u>	<u>Midblock, West side of Second between Lakeside and Sherman</u>
Capacity:	60 cars
Ownership:	Private, multiple parcels
Notes:	Marina Parking and Permit Parking. Proposed development of retail on this block may present opportunity for public/private partnership resulting in more shoppers parking.
<u>S8</u>	<u>Midblock, East side of Second between Lakeside and Sherman</u>
Capacity:	20 cars
Ownership:	Private, multiple parcels
Notes:	Development of vacant lot at northeast corner of Second and Sherman might present some opportunity for creation of more efficient parking in this area. Any developer proposals should include discussions with adjacent surface lot owners.
<u>S9</u>	<u>Midblock, North side of Lakeside between Second and Third</u>
Capacity:	30 cars
Ownership:	Private
Notes:	This lot could be a model for customer businesses that have significant peak and off-hour patterns of parking lot use. Parking is not exclusively reserved for adjacent restaurant but is free for its customers. Additional revenue is generated from parking by non-customers, underused parking at non-peak

APPENDIX E: LAKESIDE AVENUE CORRIDOR PARKING CONCEPT

hours is available for downtown shoppers, and restaurant still provides free parking (through validations) for its guests.

S10 Midblock, North side of Lakeside between Second and Third

Capacity: 15 cars
Ownership: Private
Notes: 75% of this lot is available for monthly permits, the rest is reserved for adjacent businesses. Permit users are in the worker category of users and could be displaced north.

S11 Midblock, South side of Lakeside between Second and Third

Capacity: 40 cars
Ownership: Private
Notes: 50% of this lot is available for monthly permits, the rest is reserved for adjacent businesses. This lot is open to evening public parking. Permit users are in the worker category of users and could be displaced north. Drive through bank window uses significant space here, and appears to be unused(?). Generally, drive through service conflicts with downtown pedestrian focus, and if eliminated on this lot even more shopper parking could be created here.

S12 Southeast Corner of Fourth and Coeur d' Alene

Capacity: 53 cars
Ownership: City
Notes: This lot is signed for permit parking. The Lot is city owned and would be prime candidate for conversion to shopper parking. Lot may have some potential for structured parking in the future as downtown property values increase.

S13 Midblock, North side of Lakeside between Fourth and Fifth

Capacity: 40 cars
Ownership: Private, multiple parcels
Notes: This lot is primarily permit parking with some customer parking. East adjacent parcel is large with relatively low value structure. Proximity to Elks building (if redevelopment of Elks is pursued) and Sherman make this a good opportunity for shopper parking development. Large corner parcel mentioned above, with S13 and S15 could make large, centrally located and efficient shopper parking lot.

APPENDIX E: LAKESIDE AVENUE CORRIDOR PARKING CONCEPT

<u>S14</u>	<u>Midblock, South side of Lakeside between Fourth and Fifth</u>
Capacity:	36 cars
Ownership:	Private, multiple parcels
Notes:	This lot is reserved parking for adjacent businesses. Complete enclosure of lot by buildings limit opportunity for future shoppers parking. May have some evening and event potential.
<u>S15</u>	<u>East side of Fifth between Lakeside and Coeur d' Alene</u>
Capacity:	40 cars
Ownership:	Private, multiple parcels
Notes:	These lots are signed as permit parking. Assembly of these lots with others nearby and possibly adjacent commercial and residential properties may present good opportunity for increasing shopper parking.
<u>S16</u>	<u>West side of Fifth between Lakeside and Coeur d' Alene</u>
Capacity:	current 20 cars, 30 estimated if fully developed
Ownership:	Private
Notes:	This is one of the adjacent church's parking lots. Excellent candidate for negotiation of shared parking and lot improvements because use by owner is periodic and probably not during prime shopping times.
<u>S17</u>	<u>North side of Lakeside between Fifth and Sixth</u>
Capacity:	16 cars
Ownership:	Private
Notes:	This is one of the adjacent church's parking lots. Excellent candidate for negotiation of shared parking and lot improvements because use by owner is periodic and probably not during prime shopping times. However, this lot is small and alley is not continuous. This limits potential for increasing efficient parking through connection to adjacent lot.
<u>S18</u>	<u>South side of Lakeside between Fourth and Fifth</u>
Capacity:	70 cars (partially estimated due to use for trailer storage)
Ownership:	Private, multiple parcels
Notes:	These three parcels are used for permit parking, storage of trailers for sale by adjacent business, and customer parking. If treated as one lot, efficiency may generate a few additional spaces.

APPENDIX E: LAKESIDE AVENUE CORRIDOR PARKING CONCEPT

S19 Southwest corner of Eighth and Lakeside

Capacity: 53 cars (partially estimated due to vacant corner lot)
Ownership: Private, multiple parcels
Notes: Some spaces reserved for adjacent business. Vacant lot at corner, alley parking, and possibly additional space from auto-oriented business to the south could be treated as a single lot with considerable efficiency. Position of these parcels at eighth makes them lower priority than other lots to the west.

S20 South of Front between 4th and 5th

Capacity: 166 cars
Ownership: Public
Notes: Reconfigured parking area shown as part of east portion master plan recommendations. This lot will be available for shoppers, park users, and for events.

S21 South of Front between 5th and 6th

Capacity: 177 cars
Ownership: Public
Notes: New parking area, shown as part of East portion master plan recommendations. Will be available for shoppers, park users, and people visiting city hall or future library if sited nearby.

Employee (Worker) Parking

W1 Proposed Parking Along West side of NW Blvd., From Mullan north

Capacity: 210 cars
Ownership: City
Notes: This lot might be good location for relocating downtown worker parking. Although remote, future connections to downtown with trolley and trails will improve utility for this use.

W2 Existing lot west of where Coeur d' Alene tees into First

Capacity: estimated 75 cars
Ownership: Private
Notes: This lot is reserved for employees of a single private business. This business has additional somewhat underutilized parking in downtown that could be used for some of the employee spaces here. Also, improvements to increase capacity may be possible to increase worker parking on this lot.

APPENDIX E: LAKESIDE AVENUE CORRIDOR PARKING CONCEPT

<u>W3</u>	<u>South side of Indiana between First and Second</u>
Capacity:	one existing lot estimated at 30 cars
Ownership:	Private, multiple parcels
Notes:	This lot is unsigned and apparently currently available for parking at no cost. Prime opportunity for relocating worker parking. The entire block where this lot is located should be studied for parking potential due to the adjacency to potential shoppers parking lots, presence of lower value residential property, existence of continuous alley, and large amount of existing surface parking.
<u>W4</u>	<u>Northeast corner of Second and Coeur d' Alene</u>
Capacity:	estimated 35 cars
Ownership:	Private
Notes:	This lot is signed partially for permit parking and partially as reserved for the health club across the street to the south. Use of this lot by health club patrons may facilitate some shared parking arrangement for workers because typical business hours may not be peak use times for health club customers.
<u>W5</u>	<u>Northeast corner of Second and Coeur d' Alene</u>
Capacity:	estimated 40 cars
Ownership:	Private
Notes:	This lot signed for use by adjacent business exclusively. May have some very limited utility for evening worker parking with arrangements for sharing of spaces. This lot does demonstrate relatively good landscape standards for parking lots downtown. This lot also illustrates the inevitable loss of parking capacity when storm water is treated on-site with surface structures. Centralized storm water treatment and storage and/or subsurface storm water treatment and storage may be more appropriate for downtown surface parking lots.
<u>W6</u>	<u>Northeast corner of Third and Coeur d' Alene</u>
Capacity:	estimated 20 cars
Ownership:	Private
Notes:	This lot is signed for use by adjacent business exclusively. This lot alone has very limited potential for accommodating additional worker parking. If, however, an arrangement resulting in

APPENDIX E: LAKESIDE AVENUE CORRIDOR PARKING CONCEPT

incorporation of this lot with W7 , the vacant lot in the northeast corner of the block, and the alley, an efficient parking layout could be developed to create a reasonable pool of worker parking on this block.

W7

Midblock of Indiana between Third and Fourth

Capacity: estimated 50 cars
Ownership: Private
Notes: This lot signed for use by adjacent business exclusively. This lot alone has very limited potential for accommodating additional workers parking. If, however, an arrangement resulting in incorporation of this lot with W6 , vacant lot(s) in the northeast corner of the block, and the alley, and efficient parking layout could be develop to create a reasonable pool of workers' parking.

W8

Midblock of Indiana between Third and Fourth

Capacity: estimated 40 cars
Ownership: Private
Notes: Several lots exist on this block that may have potential for worker parking. That potential might increase if adjacent parcels were organized in one parking system.

W9

Midblock of Indiana between Third and Fourth

Capacity: NA
Ownership: Private
Notes: Some small dispersed lots are available that might have utility for workers parking. This is a residential area and housing in general must be a higher long-term priority than surface parking for parcels downtown. In the short term, however, individual businesses interested in moving worker parking from the shopper zone might find opportunities here. It should also be noted that as one moves north along Third, Fourth, and Fifth, land uses become more auto-oriented and vacant land is available. For select businesses in the northern parts of downtown some of this area may provide even more opportunities to relocate worker parking freeing up shopper parking closer to Sherman.

E. D. Hovee & Company

Economic and Development Services



MEMORANDUM

To: Wayne P. Stewart
Walker Macy

From: Eric Hovee

Subject: Review of Downtown Coeur d'Alene Downtown Public Places Master Plan

Date: November 15, 1999

I have had an opportunity to review the Downtown Public Places Master Plan (Draft #2) from an economic perspective. The comments which follow are organized around the specific questions for which our input has been requested.

1. Are the proposed actions likely to lead to an enhanced downtown? From my review, implementation of the master plan will lead to a more attractive, interesting downtown. This cannot help but draw more local residents back into the downtown/waterfront area, as well as making the area more attractive for visitors.

Most of the proposed actions occur at the periphery, rather than directly in the downtown core, i.e. Lakeside Avenue retail/commercial corridor. Consequently, benefits are likely to be more of an indirect rather than direct nature, with the possible exception of improved parking utilization and capacity.

None of the proposed actions (with the exception of proposed parking changes) appear oriented directly to commercial activity. The improvements - as noted by the name of the plan - are focused on public rather than private places. However, by generating more activity at public places - ranging from Memorial Field to a boat moorage - there is greater opportunity for activity to spill over into the core portion of the downtown.

In addition to the added activity generated, the improvements generated as a result of the master plan offer another distinct, though indirect, benefit for the downtown core. This benefit occurs in the form of an enhanced image and identity for downtown - particularly through high visibility improvements including transition of Northwest Boulevard to a true boulevard, and the cumulative effect of community facilities envisioned in or near the waterfront.

2. Which of the various improvements will likely have the greatest positive impact on downtown business? The extent to which any specific improvement actually benefits downtown depends, in large part, on how nearby businesses and the entire business community move to capture the additional business potential represented. Businesses likely to be most positively impacted will include those that cater to those drawn by functions at the new/improved public facilities - for example, pre- and post-event dining, specialty retail, entertainment.

With this introductory caveat, the master plan improvements which should offer the greatest opportunities for increased business sales include: Northwest Boulevard streetscape (as a key downtown entry point), upgraded and more visible visitor center, arts complex, parking, and Independence Point carousel/events center. With the east portion of the master plan, improvements with the greatest impact likely include the expanded moorage with a community plaza pedestrian connection back into downtown.

3. In terms of priority, which improvements should be undertaken in the short term? Medium term? Long term? My sense is that short term improvements of greatest importance are those associated with Northwest Boulevard and the waterfront/moorage area. These are highly visible and help to create a fresh image as well as real momentum for later phase developments.

Medium term, I would tend to focus on the facilities most ready-to-go - hopefully including activities such as forming a farmers' market and facilities that draw or serve large numbers of people likely to spend money downtown - like a visitors center, arts complex, carousel and/or events center. Also, begin to provide added parking as the need can be demonstrated.

Long term, the other improvements identified by the master plan can be implemented - as funding for each component is secured and detailed planning completed.

4. Does there appear to be economic justification for some (or all) of the proposed improvements? It typically is very difficult to justify these types of public facility and amenity improvements on a purely economic basis. The primary value lies in the community benefits of added recreation and ability to reconnect the community back with downtown. Economic benefits are secondary, more like the icing on the cake.

There is opportunity for revenue generation with some of the public facilities identified. Examples are the ball fields, events building, carousel, museum, arts complex, community plaza/pavilion (with farmers' market and events), expanded moorage and public parking. A few of these might generate enough revenue to cover operating costs; virtually none will also cover capital cost. It is important to resolve the public policy question of

which facilities are intended to be revenue generating (and to what degree) versus accessible to the broader community at minimal or no cost.

5. Other comments on the report from an economic perspective? Probably no single element is more important to preserving a downtown's health than appropriately located and employed parking. Downtown businesses should be encouraged to participate in a cooperative effort to reserve close-in parking for patrons and to assist their employees in locating satisfactory parking alternatives.

Conclusion: I appreciate this opportunity to review the draft master plan from an economic perspective and to provide the comments noted. If there are questions or desire for further information regarding any of these items, please let me know.

