

Introduction

City/igniteCDA

- Councilmember Kiki Miller
- Troy Tymesen, City Administrator
- Hilary Anderson, Community Development Director
- Tony Berns, Executive Director, igniteCDA

Consulting Team

- Phil Boyd & Taylor Tompke, Welch Comer Engineers
- Matt Anderson & Amy Hartman, Heartland Real-estate Advisors
- Mark Sindell & Don Vehige, GGLO Design
- Dell Hatch, BWA Landscape Architect



Introduction

- The City is Purchasing the Atlas Property to Create Permanent, Public Waterfront Access and Encourage Economic Development Initiatives on the Site.
- The Community Engagement Process is Intended to Inform the Public About the Site and Receive Community Feedback to Establish Community Values Balanced with Economic Realities



Atlas Waterfront Project Process

1. Community Engagement
 1. COR Vision Group Meeting #1 – February 7, 2018
 2. Public Presentation/Open House Meeting #2 – March 22, 2018
 3. Public Presentation/Open House Meeting #3 – April 25, 2018
 4. City Council/igniteCDA Workshop – Lake Coeur d’Alene Room at NIC’s Student Union – April 26, 2018 5pm
2. The Consulting Team will Prepare a Development/Public Space Plan for Council/igniteCDA Consideration
3. City Council will Consider Expanding/Creating Urban Renewal Districts and Possibly Proposing a General Obligation Bond to Assist with Financing the Project Development



Tonight's Agenda

Presentation 5:30 pm to 6:30 pm

1. Project Objective, What We Have Learned so Far – Phil Boyd
2. Site Design and Land Use Planning - Don Vehige, Mark Sindell
3. Public Space Size and Features – Dell Hatch
4. Real-Estate, Market Feasibility – Amy Hartman, Matt Anderson

Open House for Feedback (Dot Exercise) 6:30 pm to 7 pm

Re-Convene for Question and Answer 7 pm to 7:30 on

Adjournment - Councilmember Miller



Project Objective

Create a Private Development Land Use and Public Space Concept Plan that will:

1. Support Preserving the Entire Waterfront as Public Space
2. Balance Public and Private Funding, if Possible
3. Create a Unique and Desirable Community Addition that Reflects our Community Values

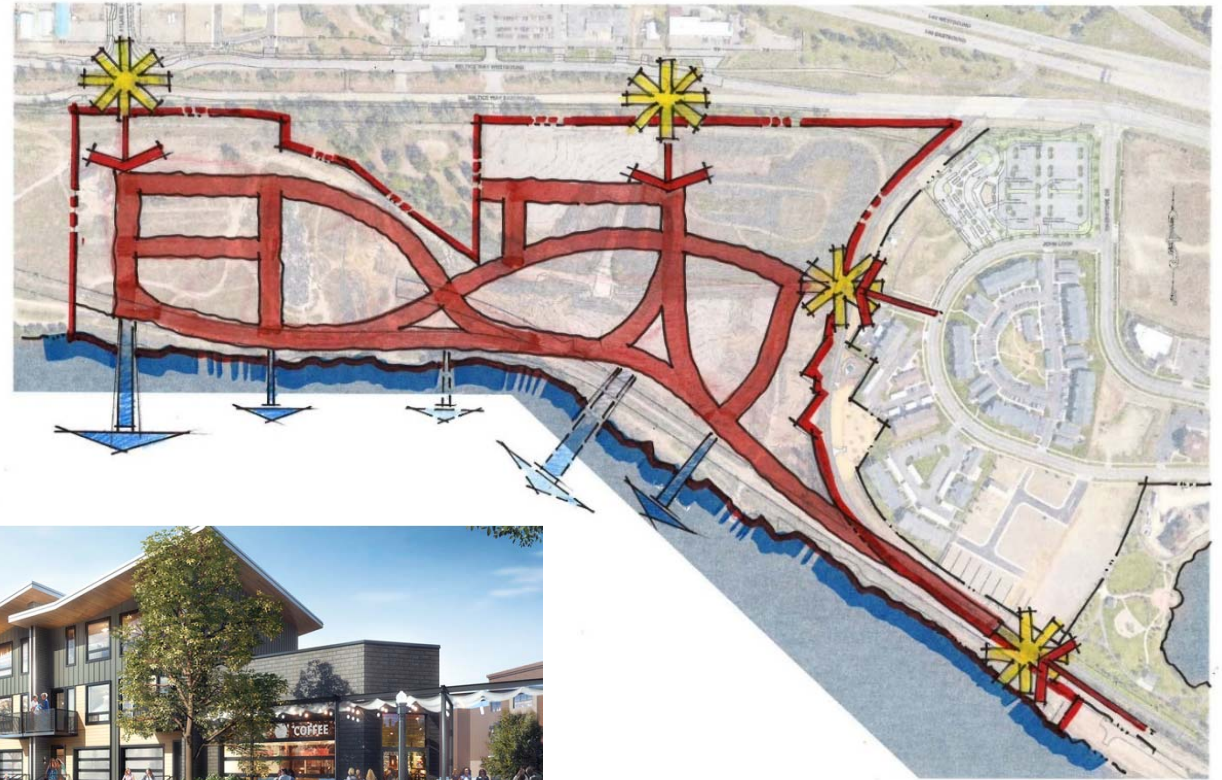


COR Vision Group Meeting – February 7, 2018 Takeaways

COR Vision Meeting helps set vision values for Atlas Waterfront

- Provide Pedestrian and Bike Access Throughout
- Create a Natural and Unique Identity
- Acceptable Trade-Off: Higher Density in Exchange for More Public Space (Inclusive of the Entire Waterfront as Public)
- Water Access is a Priority
- Reserving Commercial Property for Higher Wage-Job Creating Businesses is Supported

Public Meeting #2 Takeaways – Road Network and Development



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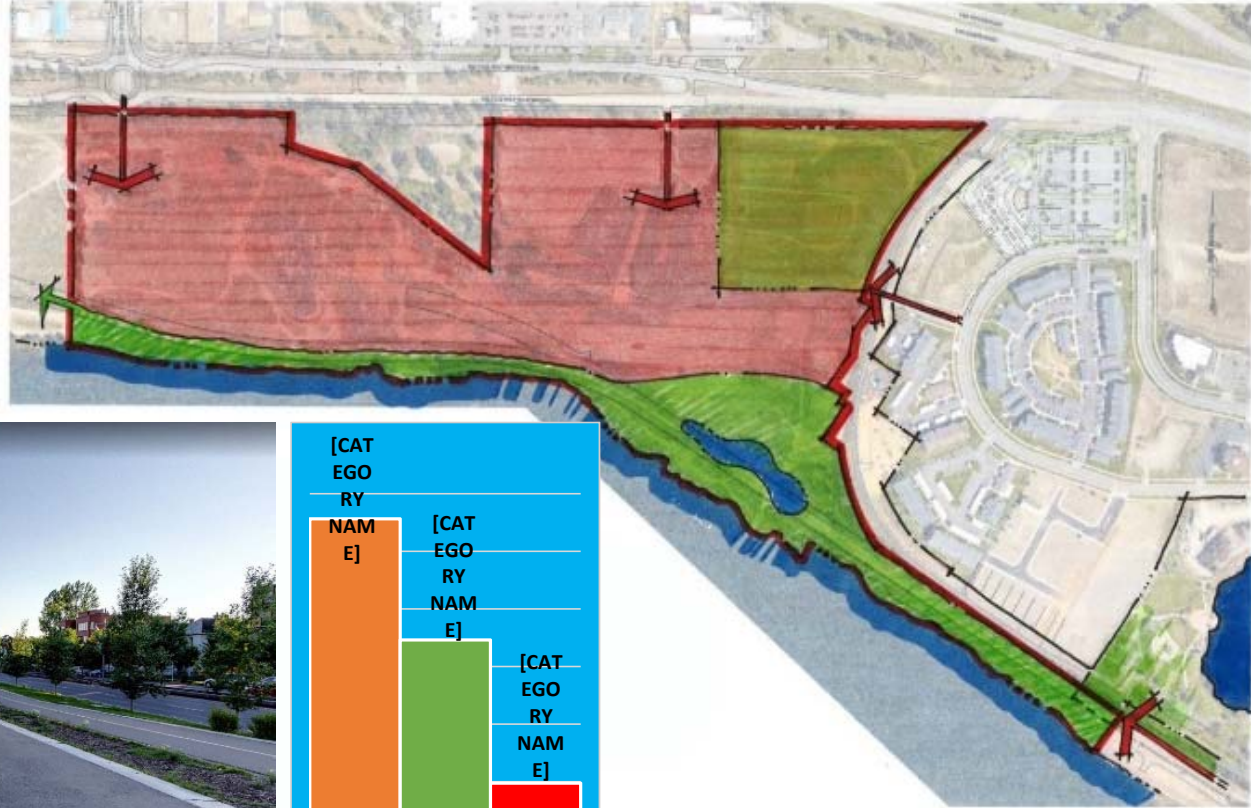
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Public Meeting #2 Takeaways – Public Space and Shoreline Restoration/Stabilization



GGLO designs distinct places where people connect and thrive.

We seek to bring the essence of community alive in each of our projects - believing that the fundamental desire to interact and feel a part of something can be evoked through design. This perspective runs deep through our practice, helping ensure our solutions have the most positive impact in any context.



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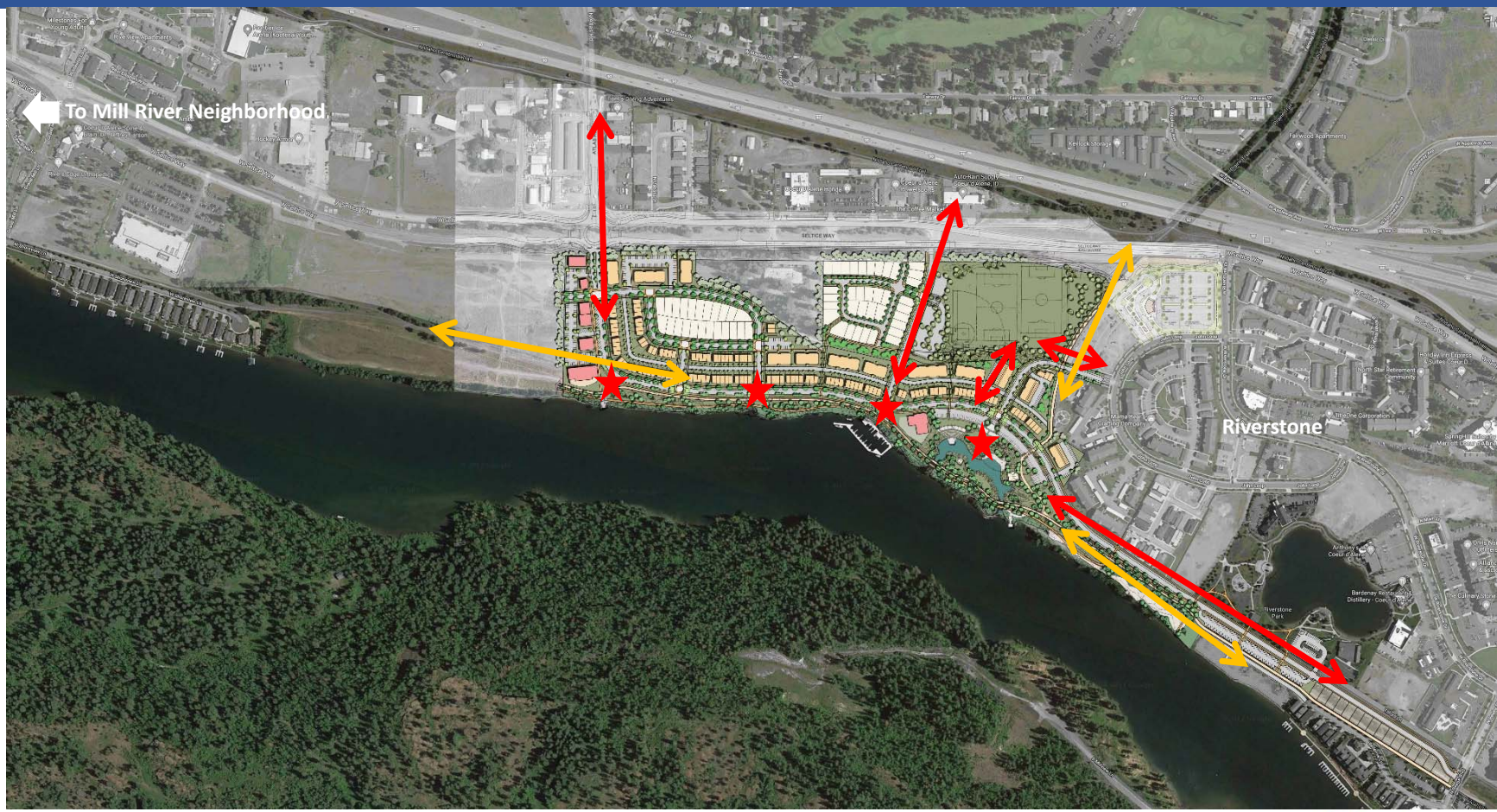
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Site Plan - Context



Site Plan



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Site Plan



West Edge – Neighborhood Commercial



West Edge – Neighborhood Commercial



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West Edge - Retail



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West Edge - Plaza



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West Edge - Townhomes



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Central Neighborhood



Central Neighborhood



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East Edge – Riverfront Open Space



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East Edge – Riverfront Open Space



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East Edge – Riverfront Open Space



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East Edge – Riverfront Open Space



East Edge – Riverfront Open Space



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East Edge – Riverfront Open Space



East Edge – Riverfront Open Space



East Edge – Open Space



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Public Space Size and Features



Public Space Size and Features



Public Space Size and Features



Public Space Size and Features



Public Space Size and Features



Public Space Amenities

PARK GATEWAY



GROUP SHELTER / PAVILION



PICNIC / SHADE STRUCTURES



TRAIL BRIDGES



HARBOR MASTER BUILDING



COMMERCIAL CHARACTER
ADJACENT PARK



AMPHITHEATER



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Public Space Amenities



SWIMMING BEACH



CHILDREN'S PLAY STRUCTURES



RIVER OVERLOOKS



WATER DOG PARK



SOFTBALL / SOCCER COMPLEX



ADA NON MOTORIZED WATERCRAFT LAUNCH



PUBLIC / TRAIL ART



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Public Space Amenities



Riverfront
Stabilization



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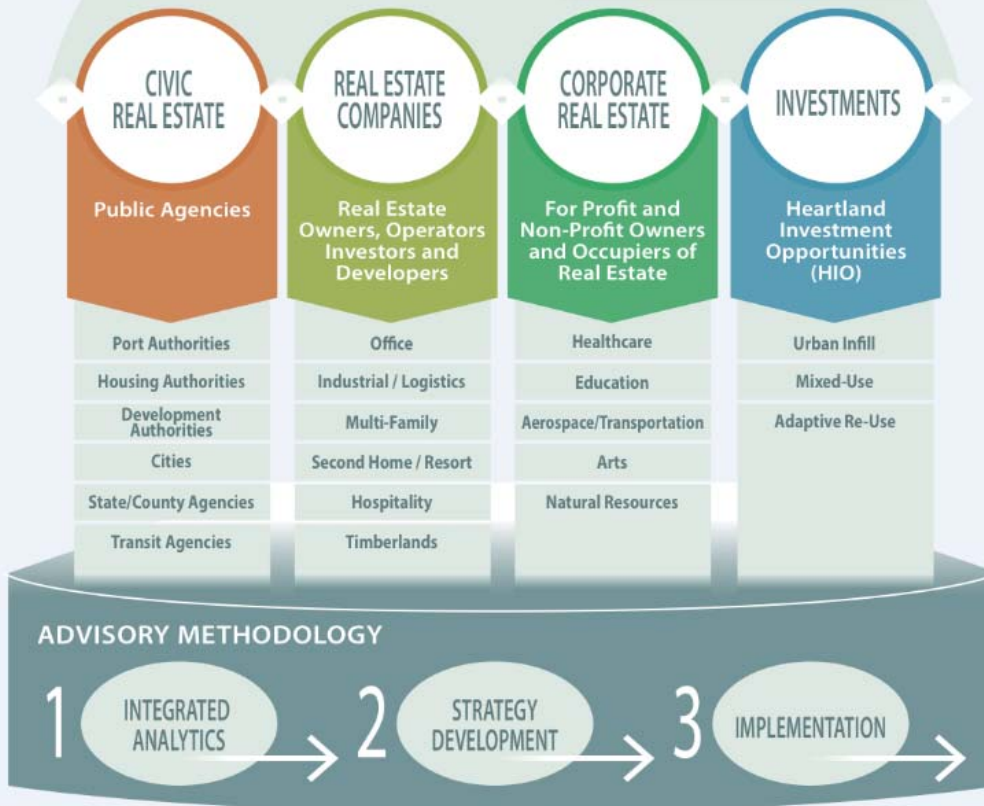
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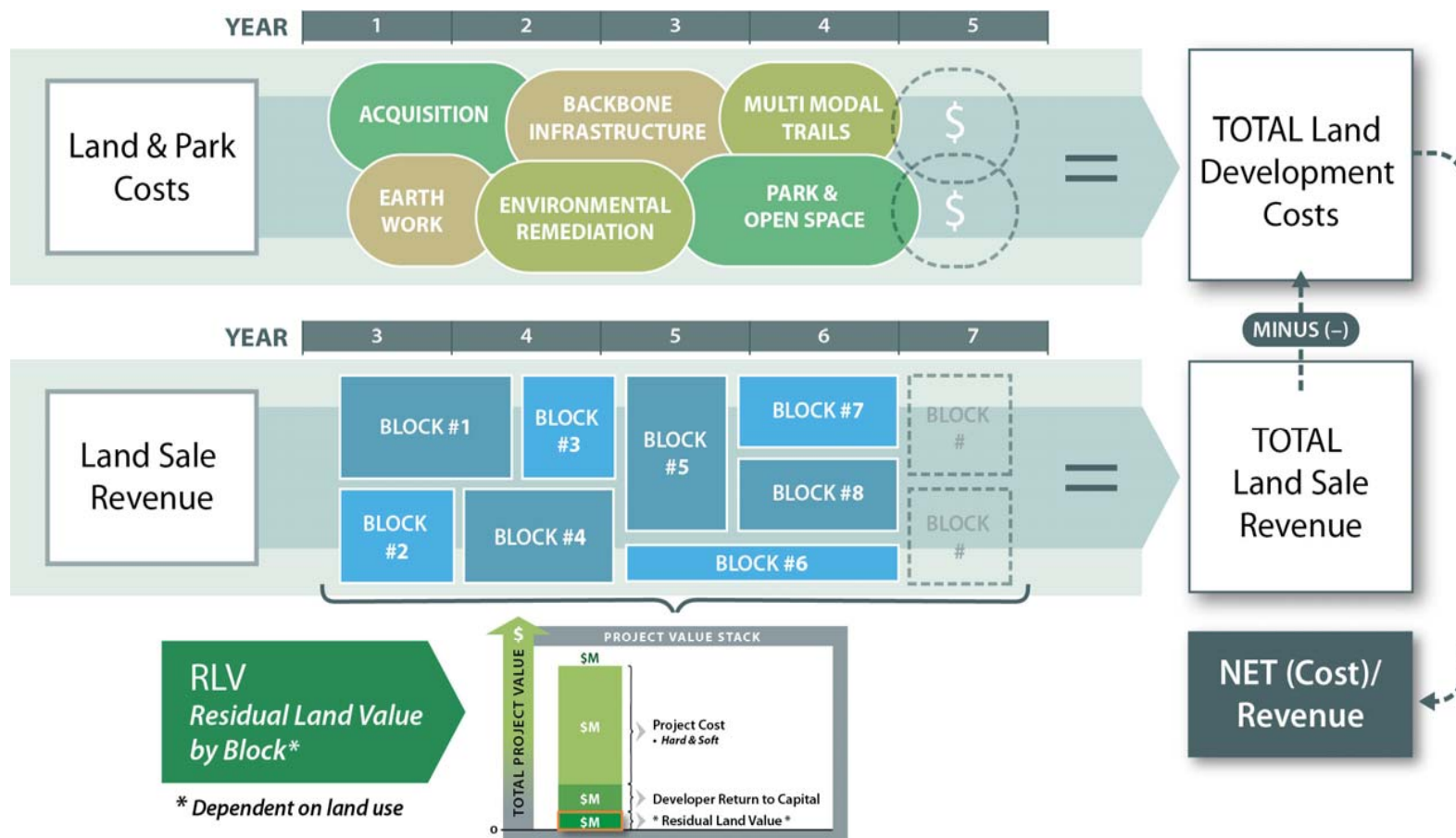
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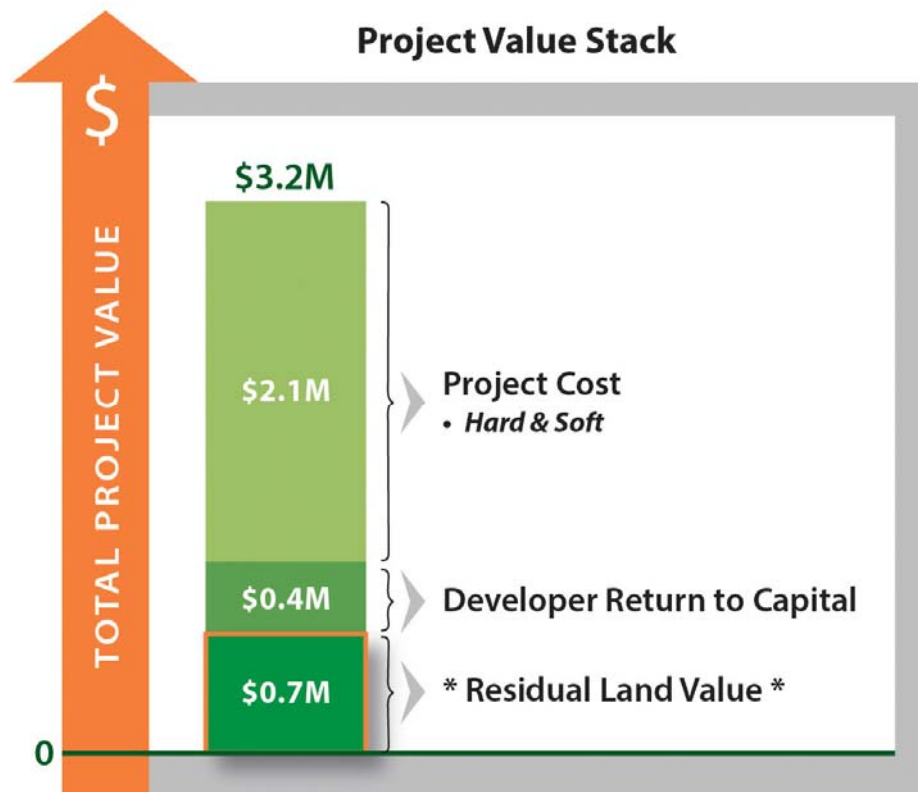


Economic Analysis



Economic Analysis

Residual Land Value: Land Value from Developer's Perspective

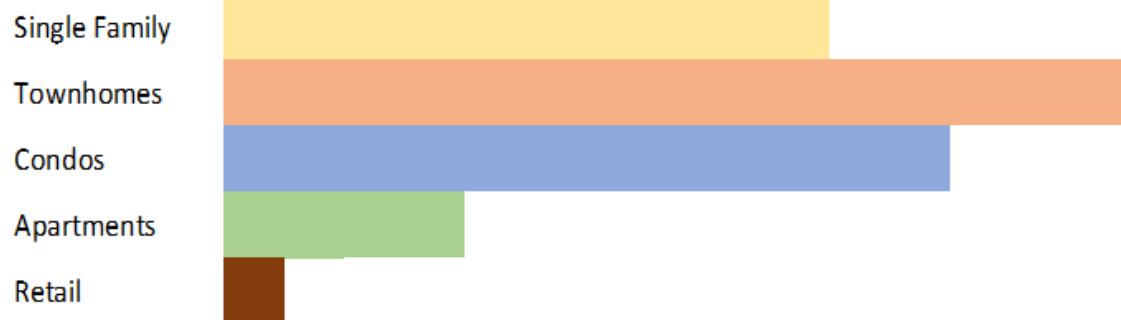


- Developer analyzes market-specific costs and returns* to make a decision on the feasibility of development
- *Residual Land Value* (“RLV”): Amount the developer can afford to pay for the land

Economic Analysis

ABSORPTION & MARKET SEGMENTATION

Scenario 1: Mixed-Use



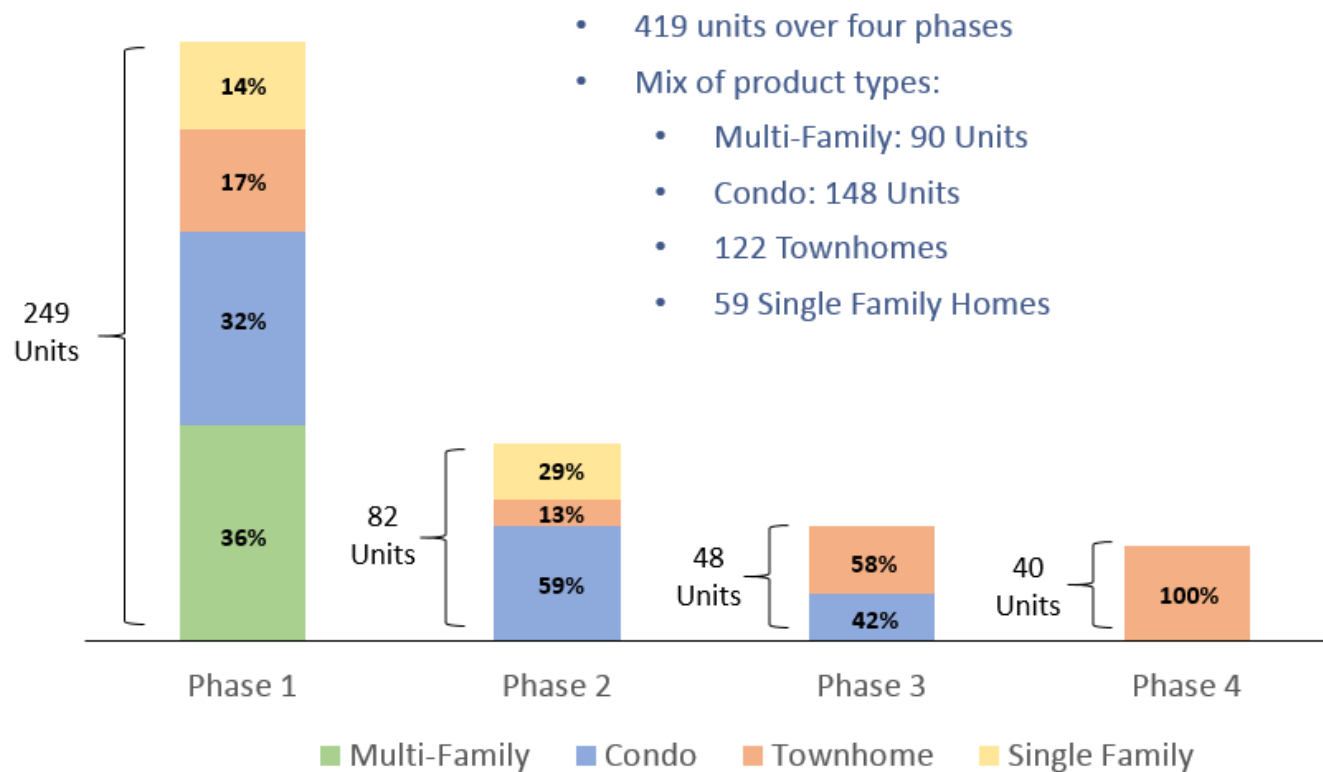
Scenario 2: Single Use



Quarterly Absorption Y1 Y2 Y3 Y4 Y5 Y6
 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4






Economic Analysis



Open House Feedback...

Please Provide Feedback...by Placing Your Dot on the Feature:

-  You Most Prefer
-  You Moderately Prefer
-  You Least Prefer

