



**Urban Land
Institute**

Idaho

Vision for the Health District Corridor in Coeur d'Alene, Idaho

Technical Advisory Panel (TAP)

October 11-13, 2017

- The mission of ULI is to provide leadership in the responsible use of land, and in creating sustaining and thriving communities worldwide.
- ULI is a member driven organization with over 40,000 members worldwide.
- ULI Idaho is a district council of the ULI with membership in Idaho and Montana.
- The Technical Advisory Panel (TAP) is a service of ULI that brings expertise of its members to help with community issues.

Ten Principles for Building Healthy Places



Sustainable Downtown Development
In Idaho's Treasure Valley

Sustainable Development:
"How can cities and communities be shaped to meet present needs while empowering future generations to meet theirs."
ULI, *The City in 2050*

Bob Taunton, TAP Chair, President, Taunton Group

George Iliff, Managing Owner, Colliers Boise

Diane Kushlan, AICP, Principal, Kushlan | Associates

Brian Newman, Vice-president, Campus Development

Oregon Health and Sciences University, Portland

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Development Corporation

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Thanks to the Community Contributors



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Chris Bosley, City of Coeur d'Alene

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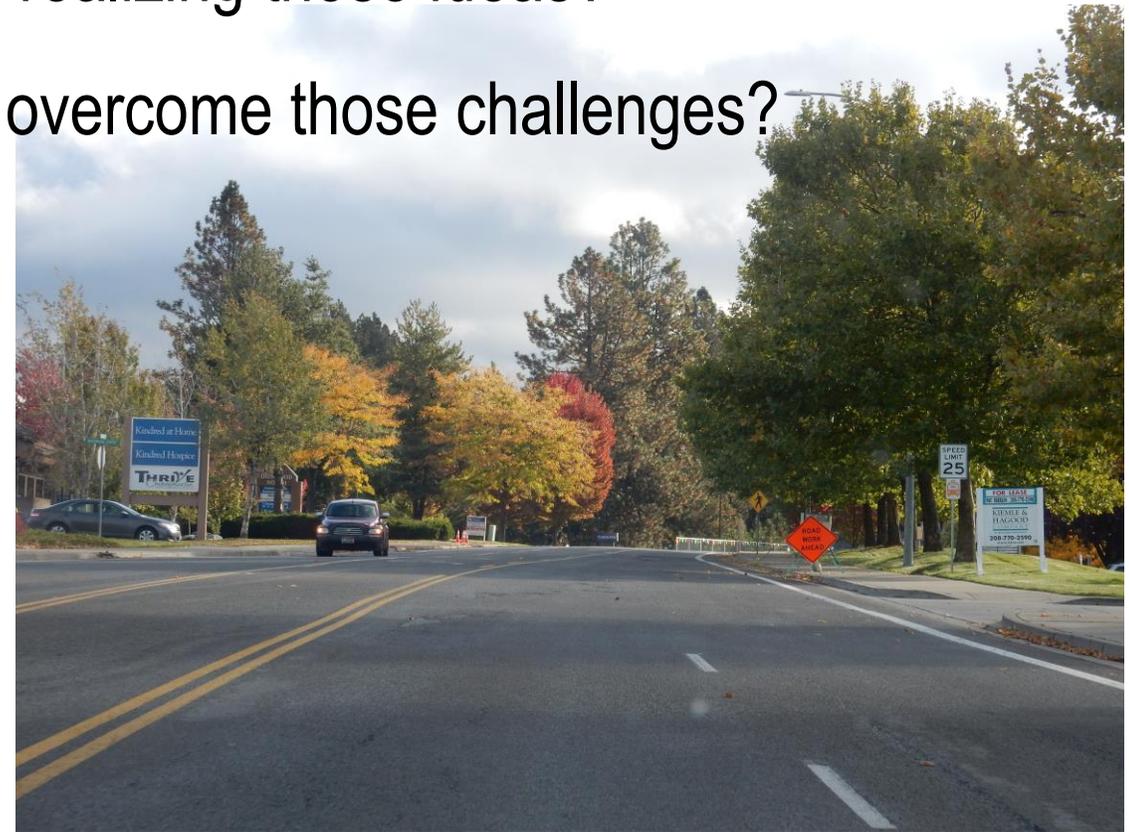
Derek Miller, Kootenai Health

The objective of the TAP is to provide direction for a vision of future development, land uses and access for the Medical Corridor.

The vision would be based on the TAP members' synthesis of the issues and consensus of the stakeholders that would be convened as part of the TAP process.

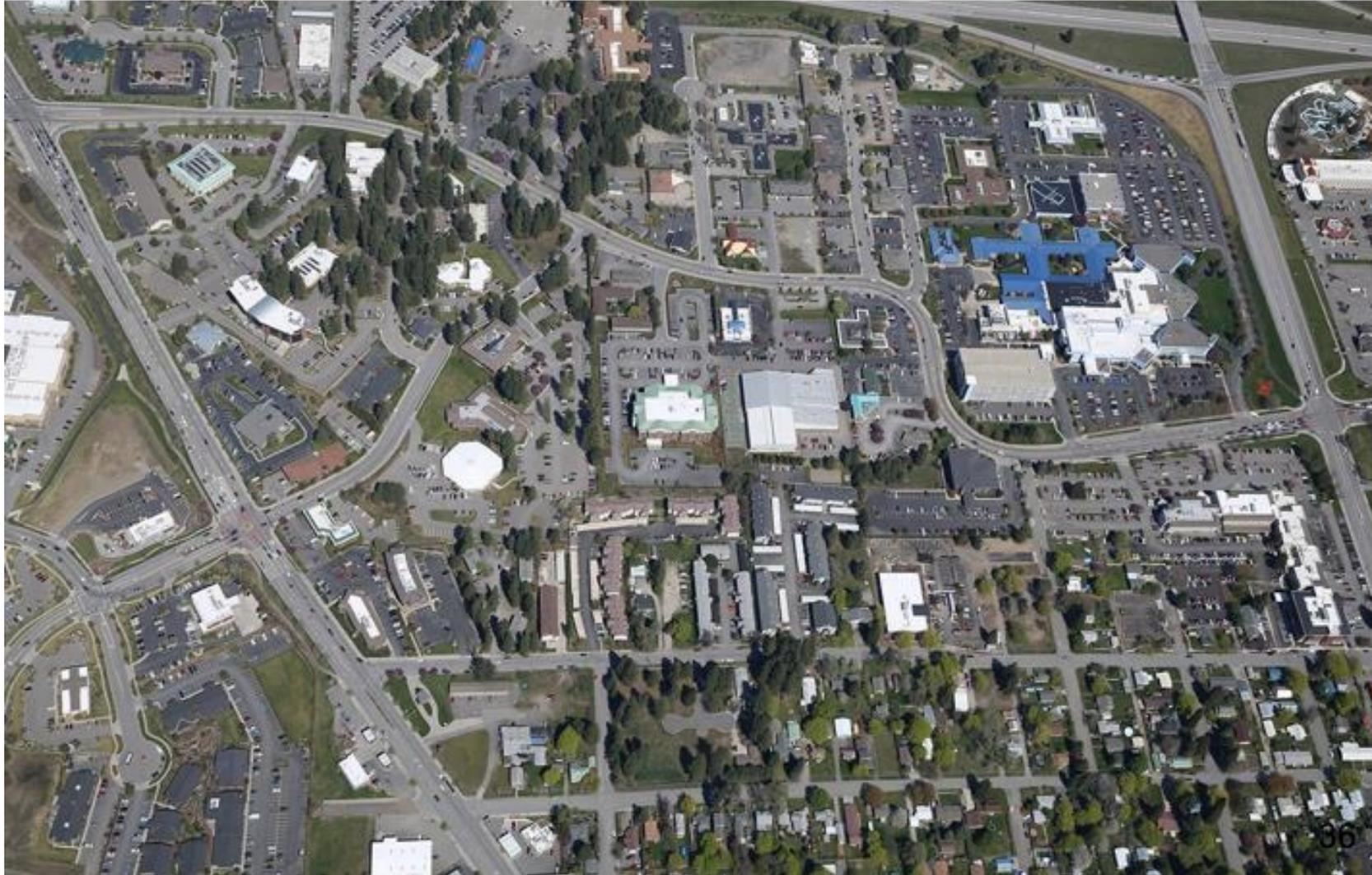


1. What are realistic ideas for the future of this corridor?
2. What are the opportunities and challenges for realizing those ideas?
3. What are strategic actions that are needed to overcome those challenges?





Study Area



Day One Recap: Briefing - Site Tour – Stakeholder Interviews - Panel Work Session



Day One Recap: Briefing - Site Tour – Stakeholder Interviews - Panel Work Session



Interviews with 43 individuals

Day Two Recap: General Findings – Major Observations

1. Lack of vision/master plan.
2. Uncertainty impeding reinvestments.
3. Inconsistent image and identity.
4. Traffic congestion is the major issue.
5. Need for safe and connected pedestrian/bicycle infrastructure.
6. High level of community support for the hospital and interest in the area.
7. Limited formal partnership between the hospital and the civic leadership.
8. Risk of impeding future growth until congestion is resolved.
9. Hodgepodge, haphazard pattern of development.
10. Inconsistent regulatory support for adopted policies.

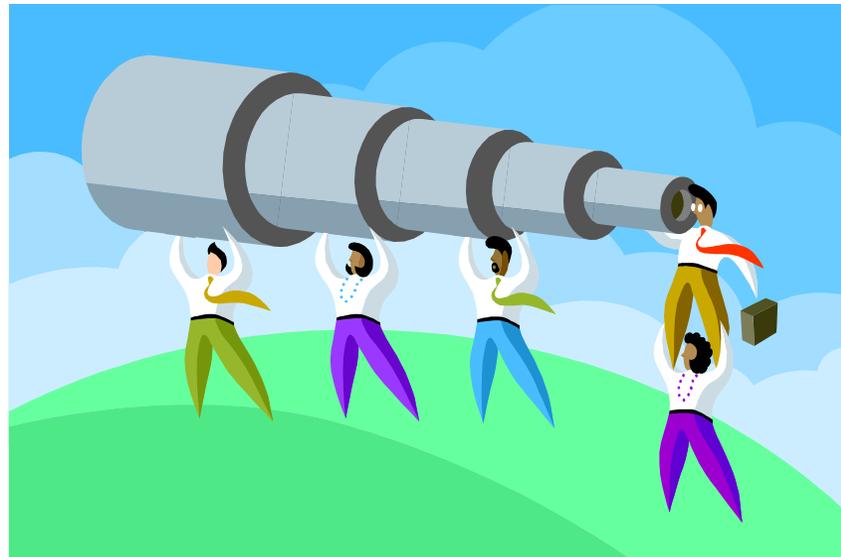
Day Two Recap: Conclusions - Recommendations - Analysis - Guidance

1. Vision and Branding
 2. Transportation System
 3. Real Estate Opportunities and Strategies
 4. Supportive Land Uses
 5. Neighborhood Stabilization
 6. Implementation
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1. Vision and Branding

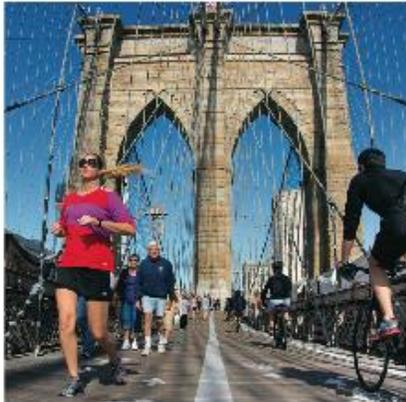
- Define the District
- Create a unified vision to prioritize opportunities
- Healthy Places approach

Ironwood Health
District



Medical and Wellness District

Ten Principles for Building Healthy Places



Ten Principles for Building Healthy Places

1. Put People First
2. Recognize the Economic Value
3. Empower Champions for Health
4. Energize Shared Spaces
5. Make Healthy Choices Easy
6. Ensure Equitable Access
7. Mix It Up
8. Embrace Unique Character
9. Promote Access to Healthy Food
10. Make It Active



BUILDING Healthy Corridors

TRANSFORMING URBAN AND SUBURBAN ARTERIALS INTO
THRIVING PLACES



ULI Urban Land Institute | Building Healthy Places Initiative

The Rose Center
FOR PUBLIC LEADERSHIP

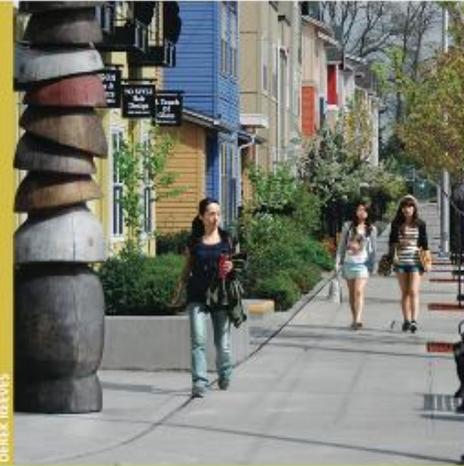
NLC NATIONAL LEAGUE OF CITIES

PHYSICAL ACTIVITY

- 1 Incorporate a mix of land uses
- 2 Design well-connected street networks at the human scale
- 3 Provide sidewalks and enticing, pedestrian-oriented streetscapes



- 4 Provide infrastructure to support biking
- 5 Design visible, enticing stairs to encourage everyday use
- 6 Install stair prompts and signage



- 7 Provide high-quality spaces for multigenerational play and recreation
- 8 Build play spaces for children

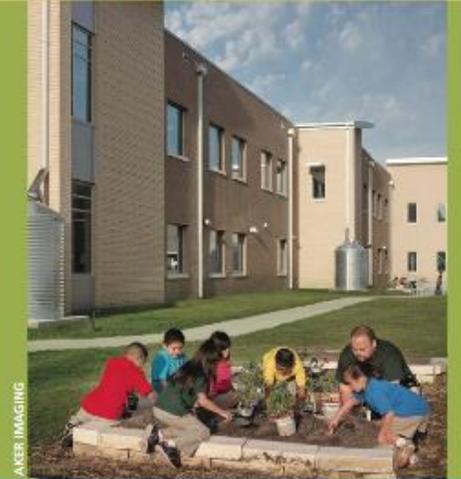
HEALTHY FOOD AND DRINKING WATER



- 9 Accommodate a grocery store
- 10 Host a farmers market
- 11 Promote healthy food retail



- 12 Support on-site gardening and farming
- 13 Enhance access to drinking water



HEALTHY ENVIRONMENT AND SOCIAL WELL-BEING

- 14 Ban smoking
- 15 Use materials and products that support healthy indoor air quality
- 16 Facilitate proper ventilation and airflow



- 17 Maximize indoor lighting quality
- 18 Minimize noise pollution
- 19 Increase access to nature



- 20 Facilitate social engagement
- 21 Adopt pet-friendly policies



2. Transportation Systems



- Comprehensive Transportation Strategy to address full range of mobility needs:
 - All modes -- walking/cycling/transit/driving
 - All ages & abilities
 - Emergency access

What relief is required to make Ironwood Drive work without widening or excessive delay?

Comprehensive Transportation Strategy Goals

- Increase connectivity to area
- Reduce congestion/anxiety
- Create more walkable campus/neighborhood
- Improve wayfinding
- Support long-term land use goals



Comprehensive Transportation Strategy Actions



- **To increase connectivity**
 - Explore new highway & street connections
 - Request slip-ramp options in IDT interchange study
 - Increase access from Emma Avenue
 - Enhance transit/shared-ride services
 - Extend ped & bike paths from Centennial Trail and other locations
- **To Reduce Congestion/Anxiety**
 - More efficient interchanges with I-90
 - More efficient intersections on Ironwood Drive
 - Finer-grained street network (e.g., Lakewood extension to Kootenai Way; extend ring-road west)

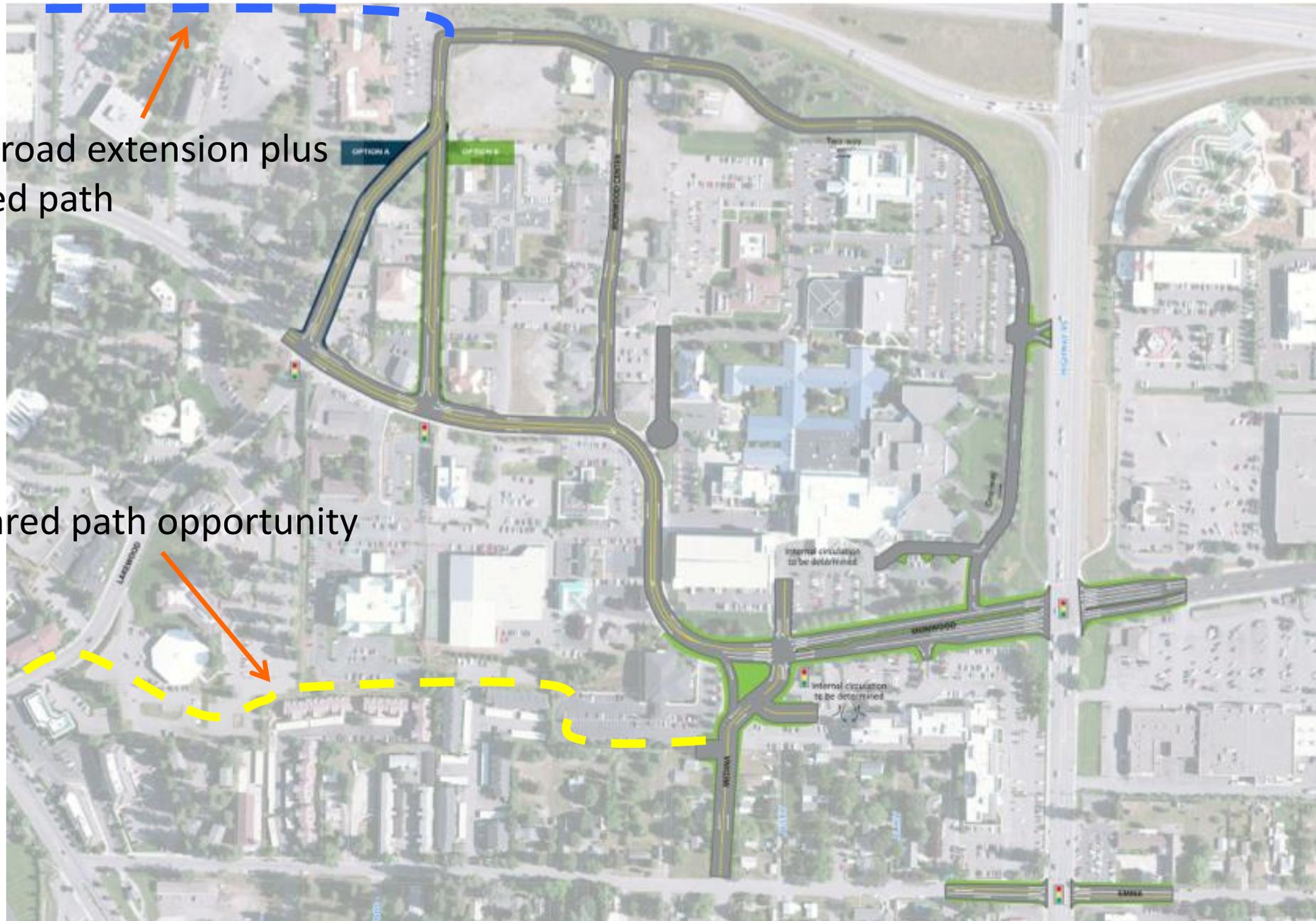
Comprehensive Transportation Strategy Actions



- **To create more walkable campus/neighborhood**
 - Detach sidewalks and add sidewalks where missing
 - Reduce building setbacks to put entrances on or near sidewalks
 - Look for exclusive ped routes between major buildings
 - Create more destinations (lunch options/other services) within walking distance
 - Avoid free-right turn lanes
- **To improve wayfinding**
 - Develop signage program from highways & arterials
 - Create greater clarity of internal streets through their design
 - Provide continuity in sidewalks, paths

Ring-road extension plus shared path

Shared path opportunity



Comprehensive Transportation Strategy Actions



- **To improve wayfinding**
 - Develop signage program from highways & arterials
 - Create greater clarity of internal streets through their design
 - Provide continuity in sidewalks, paths

Comprehensive Transportation Strategy Actions



- **To support land use goals**
 - Define a street network that maximizes connectivity & access while minimizing super blocks
 - Avoid cul-de-sacs
- **Manage Health Campus Transportation Demand**
 - Survey employee travel habits
 - Determine actual trip volumes
 - Adjust shift schedules where possible to reduce peak demand
 - Explore additional vanpool opportunities
- **Locate parking strategically to distribute traffic and create a more pedestrian precinct**
- **Consider common parking facilities to support a group of buildings**



3. Real Estate Opportunities and Strategies



- East of 95
- Land Assembly
- Transitional Uses



4. Supportive Uses

Medical Retail

- Outpatient Pharmacy
- Durable Medical Equipment
- Optical Shop
- Audiology/hearing aids



Education

- Health Sciences Education
- Medical Skills Simulation
- Partner: North Idaho College



Research & Development

- Biotech
- Robotics/Nanotech
- Pharmaceuticals
- Very challenging without a large research university as an anchor



4. Supportive Uses

Housing

- Retirement Communities (CCRCs)
- Assisted Living/Skilled Nursing
- Workforce Housing



Hospitality

- In addition to the Walden House plan for medical related lodging adjacent to the hospital



4. Supportive Uses

- Food Court
- Food Cart Pod



4. Supportive Uses

Gathering Places

- Pocket Parks
- Central Plaza with utilities for events and farmers market
- Healing Garden
- Pop-up Events



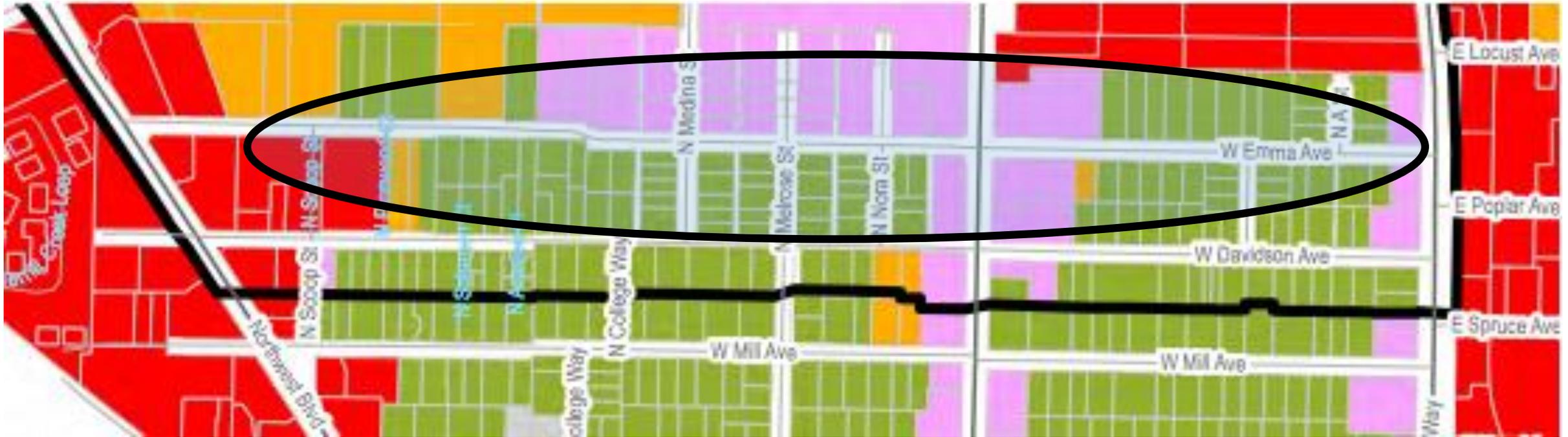
5. Neighborhood Stabilization



- Displacement
- Uncertainty
- Community Building



5. Neighborhood Stabilization



6. Implementation

- Update hospital strategic plan
- 20 Year Framework & Facility Master Plan
- Vision and Master Plan for the District
- Branding
- Comprehensive Plan & Zoning Updates
- Pocket housing re-visit
- Funding Sources – URA /LID
- Land assembly
- Leadership & Champions & Associations
- Placemaking & Programming



Questions and Answers





Leaders in the Responsible Use of Land
Worldwide