

# **Atlas Waterfront Community Organization Representatives (COR) Vision Group Meeting**



# Welcome to the Community Organization Representative Vision Group meeting on the Atlas Waterfront Project!



**COMMUNITY & IDENTITY**



**EDUCATION & LEARNING**



**GROWTH & DEVELOPMENT**



**ENVIRONMENT & RECREATION**



**HEALTH & SAFETY**



**JOBS & ECONOMY**




# Background & Timeline

- Overview of Project Site
- City's Purchasing Goals
- *Where have we been? Where are we now?  
Where are we going?*

# Site Map



# Atlas Waterfront



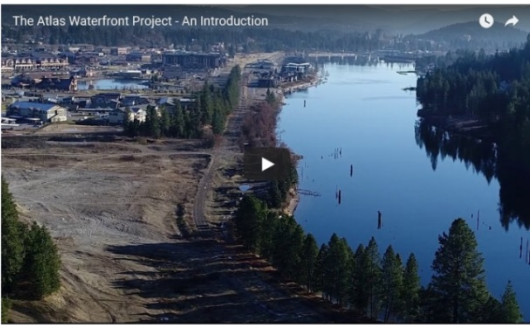
city of  
Coeur d'Alene  
Idaho

Administration

- Mayor Steve Widmyer
- A Word From the Mayor
- WATCH: Mayor's State of the City 2016
- Administration Staff
- Atlas Waterfront Project**
- City Hall Remodel Project
- Newsletter
- City Hall Sefie Day

Atlas Waterfront Project

The Atlas Waterfront Project - An Introduction



The City of Coeur d'Alene is finalizing the purchase of nearly 47 acres of Spokane River waterfront property that was the former Atlas Mill site. The City is buying the property to create permanent, public waterfront access and encourage economic development initiatives on the site. The sale purchase will be made official in May 2018.

A leadership team comprised of Council Member Kiki Miller, City Planning Director Hilary Anderson, and Deputy City Administrator Sam Taylor are working to engage the community and assess all opportunities related to uses of this property. They are leading organized teams working concurrently, including Site Analysis (comprised of [ignite CDA](#), staff, consultants and elected officials), Community Outreach (including [CDA2030](#), staff and elected officials) and Communications, among others.

**Atlas Waterfront Site**  
Click the image for a larger version  
(including [CDA2030](#), staff and elected officials) and Communications, among others.

## Atlas Log

A collection of news to date regarding the Atlas Waterfront Project. This rolling log of happenings surrounding the project will be updated regularly and will include relevant links for more information.

[Back to Main Atlas Waterfront Project Section](#)

[May 2, 2017 - City Council approves purchase of former Atlas Mill site](#)

[May 2017 - City/ignite CDA create Atlas Waterfront Purchase Due Diligence Committee](#)

[July 19, 2017 - ignite CDA settles on "Atlas District" for new urban renewal district name](#)

[August 16, 2017 - ignite CDA reviews draft urban renewal district expansion and creation plans to support Atlas Waterfront Project](#)

[August 29, 2017 - ignite CDA reviews draft economic forecast analysis to support Atlas Waterfront project](#)

[August 31 - City posts video showing community property size and scope and providing due diligence update](#)

[September 12, 2017 - ignite CDA reviews economic modeling to support Atlas Waterfront project, seeks more time](#)

[September 13, 2017 - City Council receives environmental research review, early financial analysis update, and approves purchase while extending closing date to May 2018](#)

[November 30, 2017 - Atlas Waterfront Project team provides updates on next steps and community involvement during joint City Council/ignite CDA workshop](#)

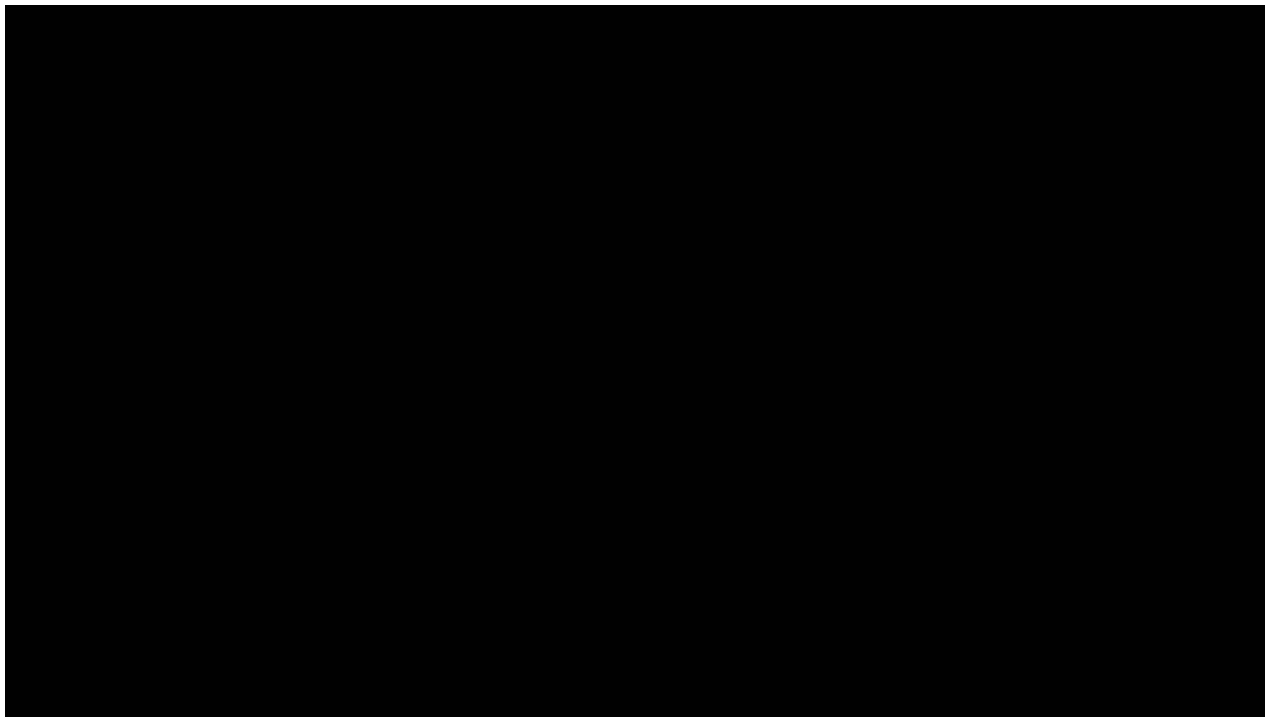
[December 18, 2017 - Atlas Environmental Website Section Updated](#)

[December 20, 2017 - COR Vision Group Meeting announced, Invitations to be sent out](#)

[January 9 - Mayor Widmyer delivers State of the City, discussing City's reasons for purchase of Atlas Waterfront and goals for property](#)

# cdaid.org/atlaswaterfront

# Overview of Site & Purchasing Goals



# Anticipated Timeline

- **January/February 2018:** Market Assessments, preliminary land use research
- **February/March 2018:** COR Vision group meeting; community input; refinement of land use research
- **April/May 2018:** City Council/ignite workshop; steering committee directs final land use plan; site development/strategy plan
- **May/June 2018:** Urban renewal/site development plans & formation discussion
- **June – October 2018:** Possible expanded River District and new Atlas District process; development funding strategy concluded

# Project Feasibility & Market Analysis





# **COR Vision & Values – Basis of Polling Questions**

- Data reviewed
- Previous input, past & current community projects, CDA 2030
- Variety of sources, studies, community input and council resolutions to date

# Live Polling

*Tell us your organization's  
Vision and Values for the  
Atlas Waterfront Project!*

# ***Polling Instructions***

- **Facilitators will hand out Voting Notes**
- **We will ask you a question**
- **Write down your responses on Voting Notes for live polling (*optional*)**
- **Enter your responses on the keypad**
- **We will call for final votes**
- **Results will be displayed on the screen**



# **Sample Questions**

# T1. Who is your favorite football team?

43% 1) Seahawks

5% 2) Broncos

14% 3) Patriots

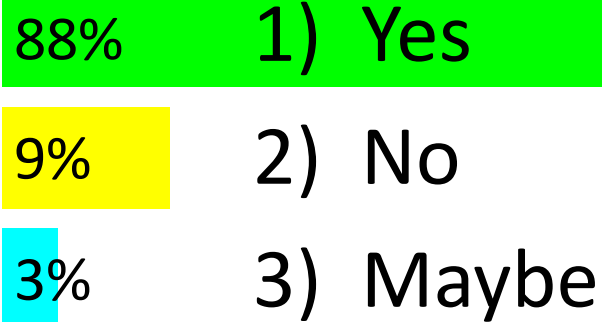
5% 4) Eagles

8% 5) Vikings (H.S.)

11% 6) Timberwolves (H.S.)

14% 7) I don't like football

## T2. Did you read the Atlas Waterfront webpage?



# **Actual Questions**

# Q1. Which of the following public components is most important for this project? *(choose 1)*

11%

1) Preservation of view corridors from all public areas

41%

2) Pedestrian and bike access throughout the site with connections to trails and multi-use paths

11%

3) Boat dock with public mooring with access to public and commercial uses

38%

4) All of the above



## Q2. What is most important for overall project identity? *(choose 1)*

11% 1) Cultural *(Emphasis on human history; site's logging history and growth of North Idaho)*

54% 2) Natural *(Natural environment; river ecology; sustainable design; low impact infrastructure)*

35% 3) Cultural & Natural

**Q3. Is it important that the project includes unique components to create an authentic place that does not duplicate other projects in the city?**

59% 1) Yes

32% 2) No

8% 3) Maybe

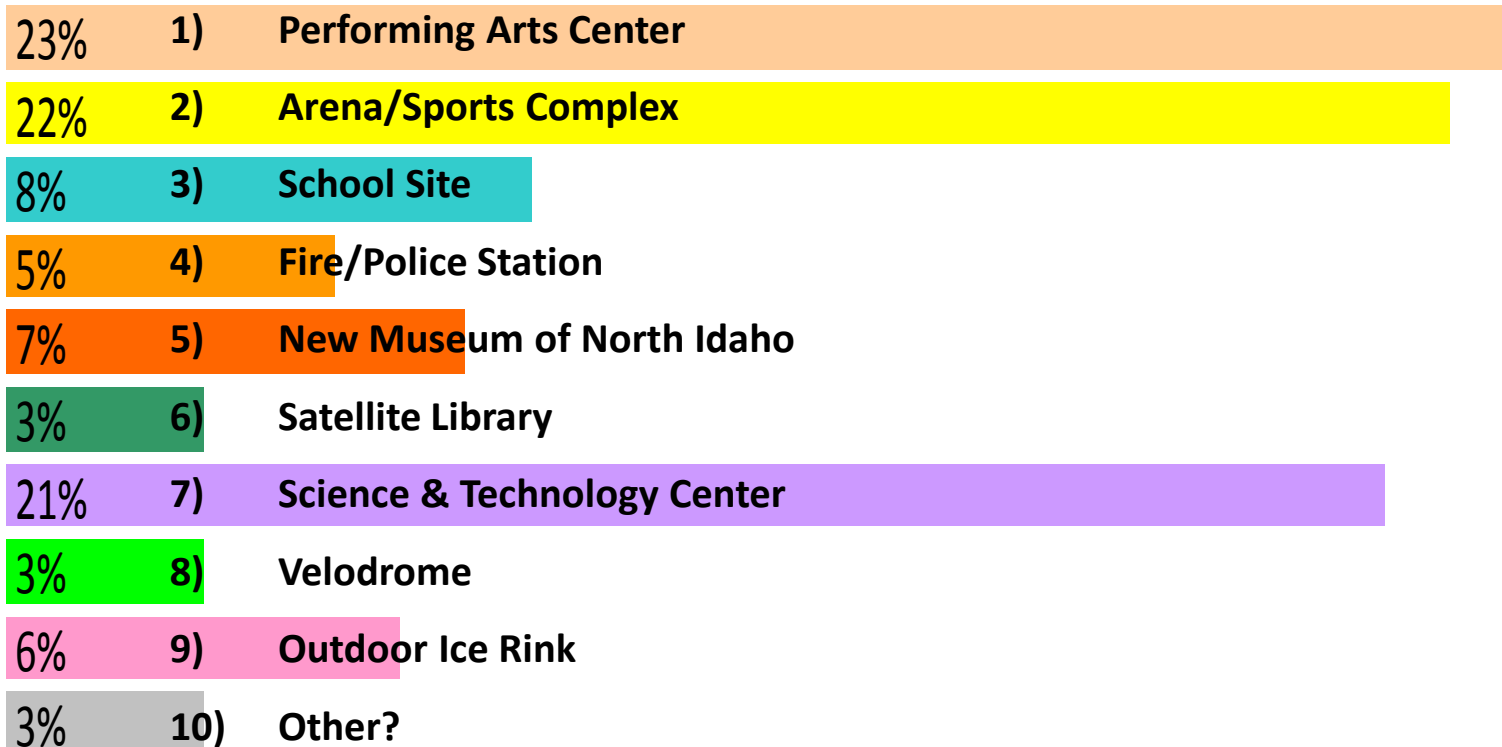
**Q4. Would you support more intensive development (such as a mix of housing types, smaller residential lots, buildings taller than 3 stories, etc.) in exchange for improved open space and preservation of the entire shoreline for public use?**

62% 1) Yes

27% 2) No

11% 3) Maybe

## Q5. Which of the following public facilities does the community need most? *(vote for top 3, in order of preference)*



## Q6. What are your preferences for the commercial uses of the project?

(rank in order of preference)

26% 1) Food & Beverage

20% 2) Retail

19% 3) Office (*Professional & Administrative*)

20% 4) Lodging

15% 5) Other?

## Q7. What are your preference for the residential uses of the project? (choose 1)

- 24% 1) Low density (single family, cottage housing, duplexes, rowhouses)
- 59% 2) Medium density (townhomes, mid-rise apartments/condominiums)
- 16% 3) High density (high-rise apartments, multi-unit condominium)

## Q8. What is your preferred ratio of residential to commercial land uses for this project? (choose 1)

### % Residential to % Commercial

22% 1) 75:25

38% 2) 50:50

41% 3) 25:75

**Q9. How important is it that the project reserves  
some commercial property for businesses  
providing higher wage jobs?**

41% 1) Very Important

35% 2) Somewhat Important

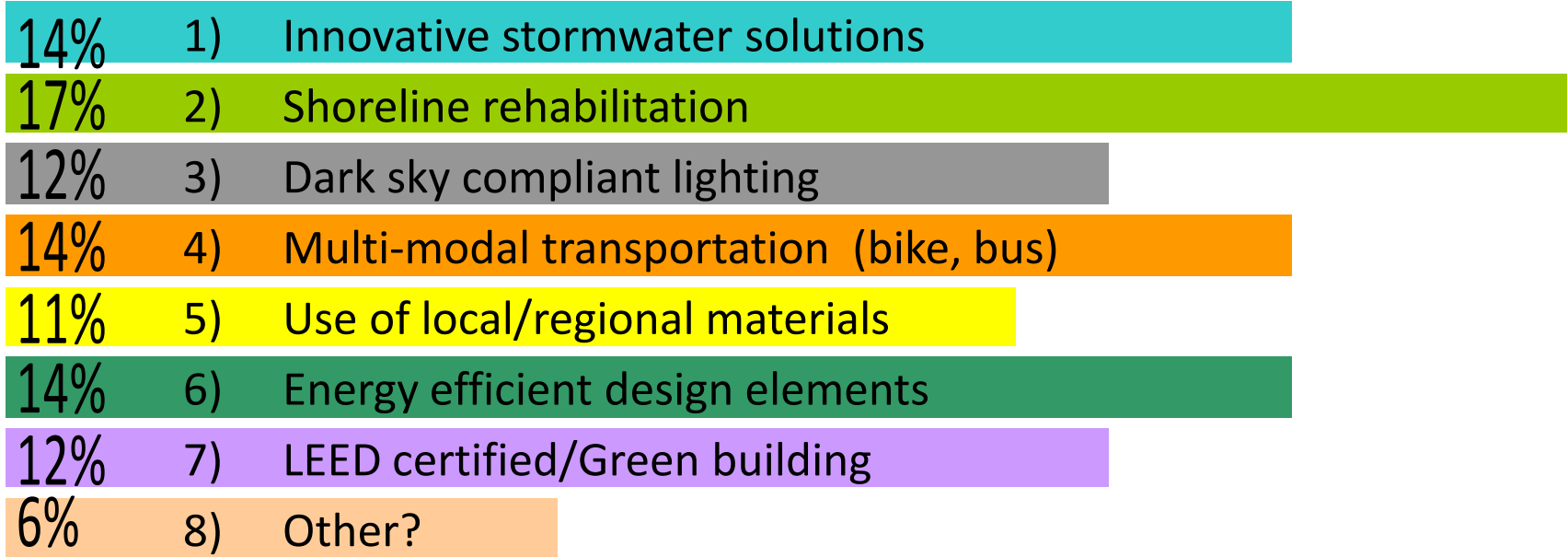
19% 3) Not Important

5% 4) No Opinion



## Q10. Given the proximity to the Spokane River, what environmental components should be incorporated?

*(rank in order of preference)*



# Q11. What water recreation components are most important as part of the public space?

(rank top 3)

13% 1) Water dog park

13% 2) Dock for passive use (*e.g., fishing*)

9% 3) Motorized boat dock

12% 4) Accessible non-motorized launch

18% 5) Play facility with water features (*natural play area, not a splash pad*)

16% 6) Kayak/stand up paddle board area

19% 7) Accessible swim area

## Q12. What land recreation components are most important as part of the public space? *(rank top 3)*

- 18% 1) Natural amphitheater *(sloped lawn with tiered seating made of rocks or concrete slabs)*
- 7% 2) Active park *(play structure, play fields)*
- 16% 3) Passive park *(seating areas, lawn area, sandy beach and natural vegetation)*
- 14% 4) Use of native plants & trees with educational signage *(e.g., arboretum or demonstration garden)*
- 31% 5) Multi-use trail along the waterfront
- 14% 6) Commercial vendors in the open space *(café/cocktails, equipment rentals)*

# **Polling Results**

# Next Steps/Actions

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ANY  
QUESTIONS?

