



# **DOWNTOWN CORE STAKEHOLDER MEETING**

**September 29, 2025**



# DOWNTOWN CORE STAKEHOLDER MEETING

SEPTEMBER 29, 2025

## WELCOME!

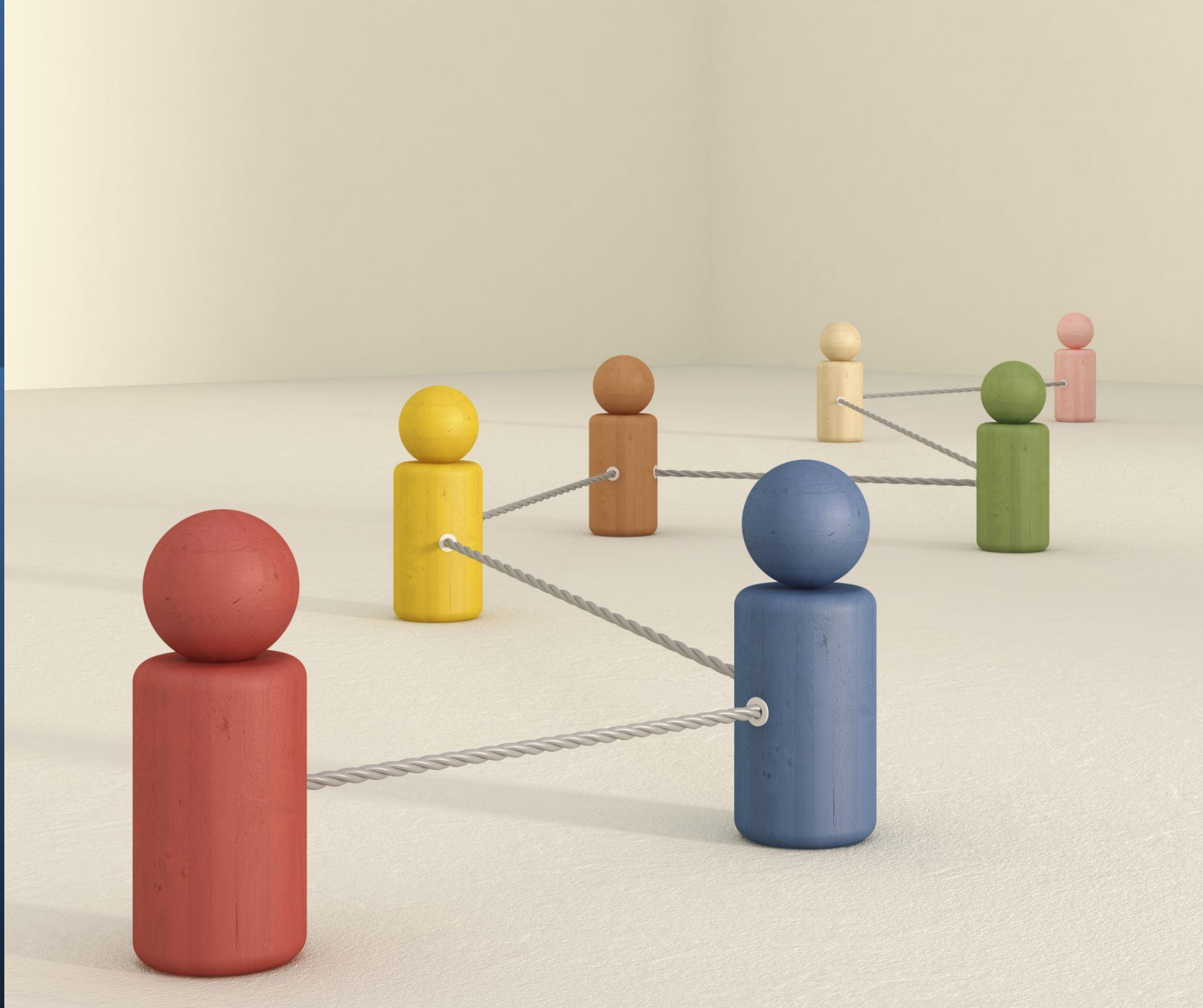
### Today's Agenda:

- Presentation
  - \* Stakeholders
  - \* Initial Survey Data
  - \* DC Working Group Overview
  - \* Existing Tower Projects
  - \* Efforts to Date
  - \* Initial Recommendations
  - \* City Council Feedback
- Stakeholder Breakout Groups
- Table Reports
- Questions & Wrap-Up





# STAKEHOLDERS



# GROUPS REPRESENTED

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Downtown Property Owners

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Downtown Residents

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Downtown Business Owners

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Developers/Builders

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Architects/Designers/Engineers

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Historic Preservation Advocates

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Neighborhood Representatives

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Former Councilmembers and Commissioners

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Public Safety Professionals

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Economic Development Professionals

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Real Estate Professionals

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Long-Time Residents



# SURVEY RESULTS

200+ responses



# Stakeholder Representation in Survey Responses

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Long Time Resident → **22.1%**

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Downtown Business Owner → **19.4%**

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Downtown Property Owner → **11.1%**

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Downtown Resident → **11.1%**

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Architect/Design Professional/Engineer → **11.1%**

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Developer/Builder → **5.6%**

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Neighborhood Rep → **5.6%**

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Public Safety Professional → **5.6%**

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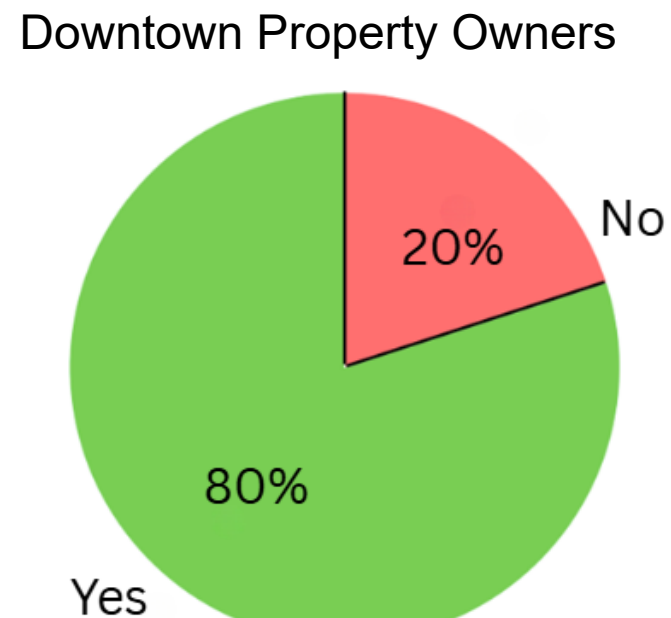
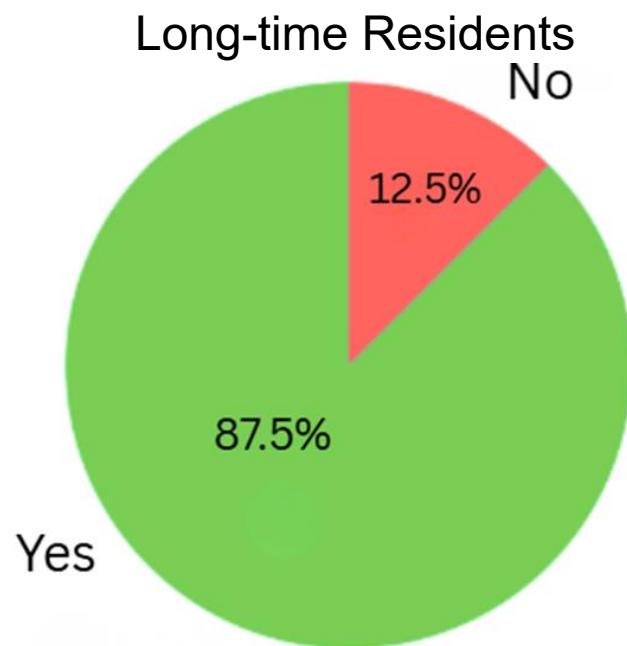
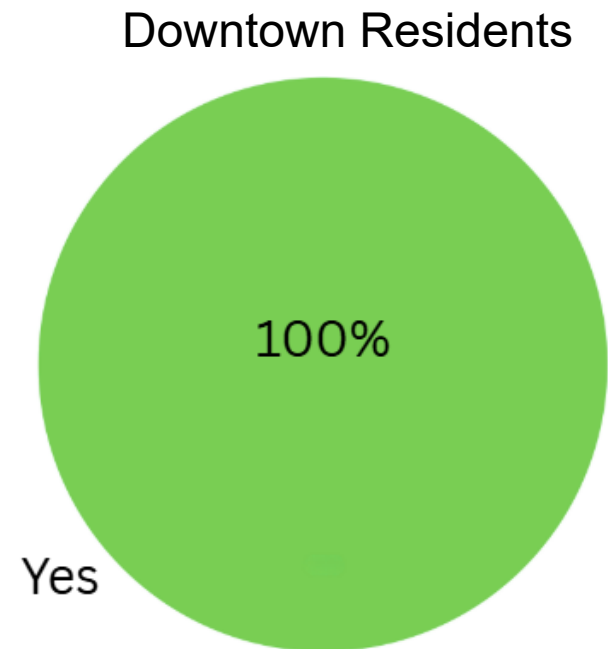
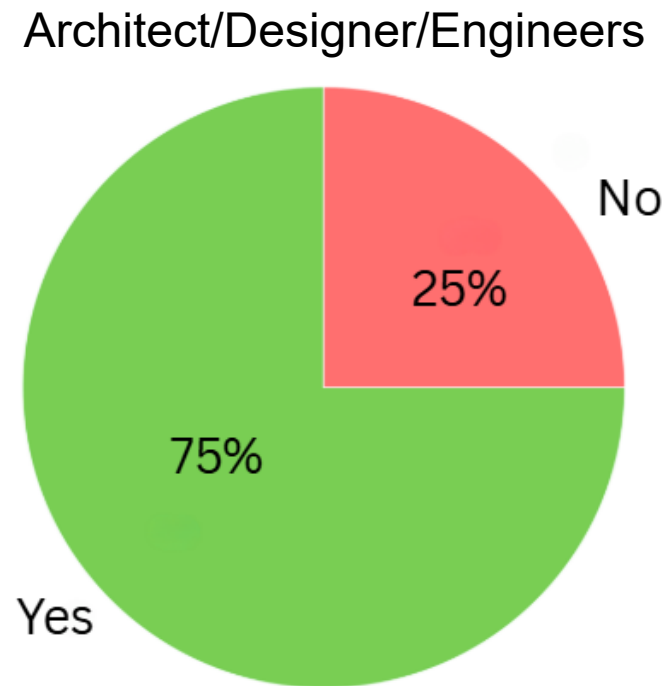
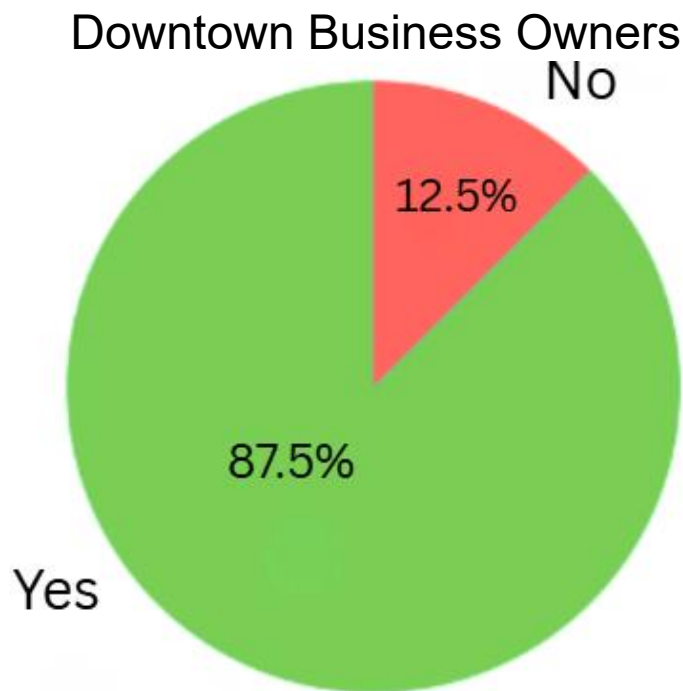
Real Estate Professional → **5.6%**

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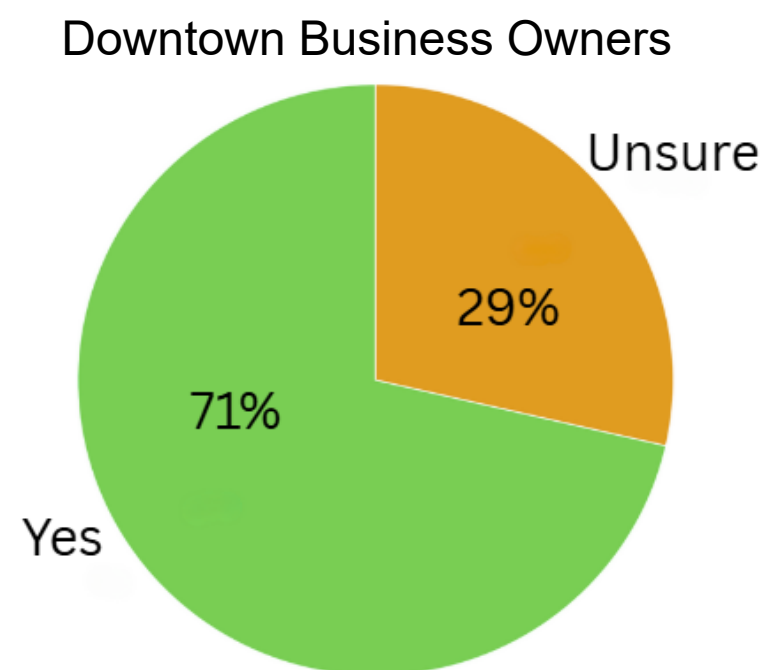
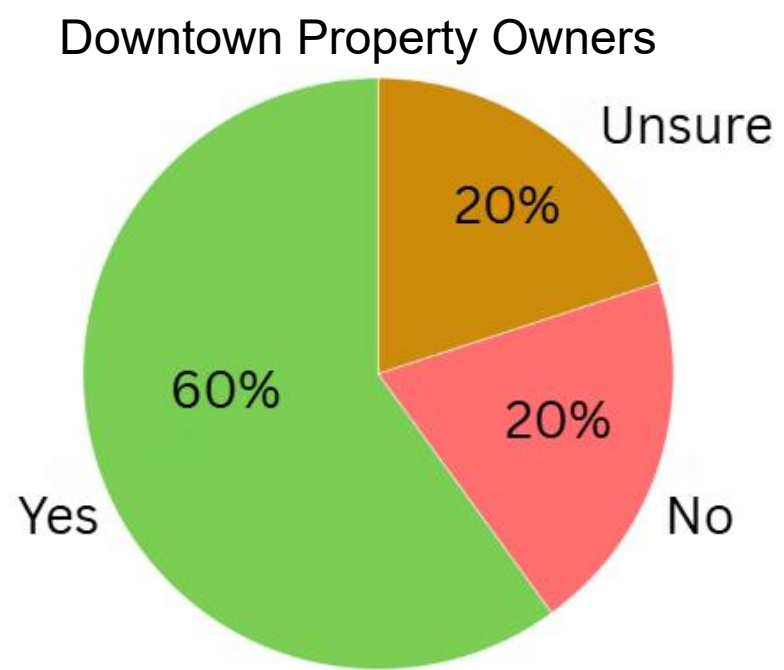
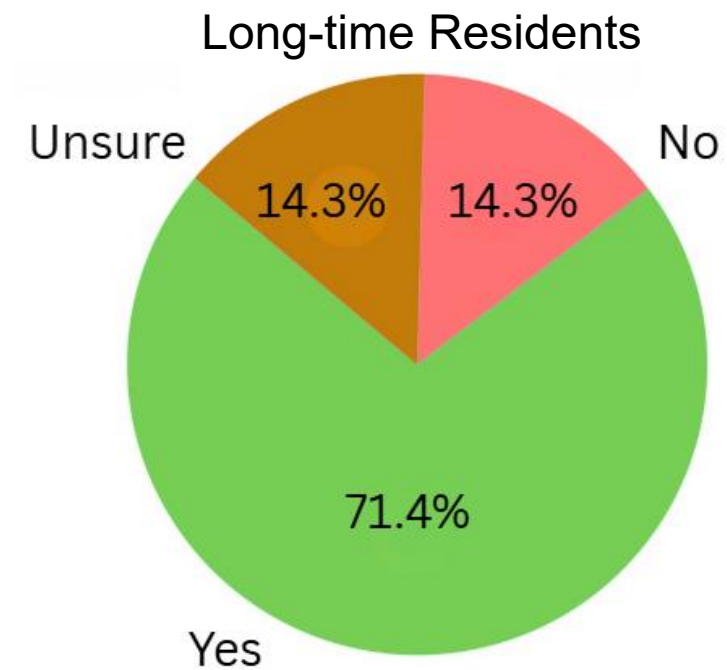
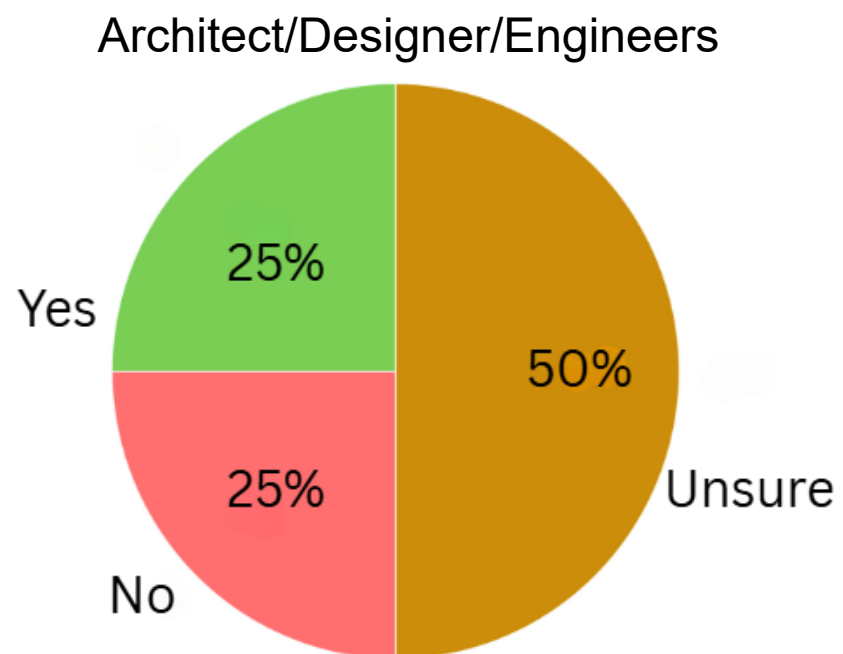
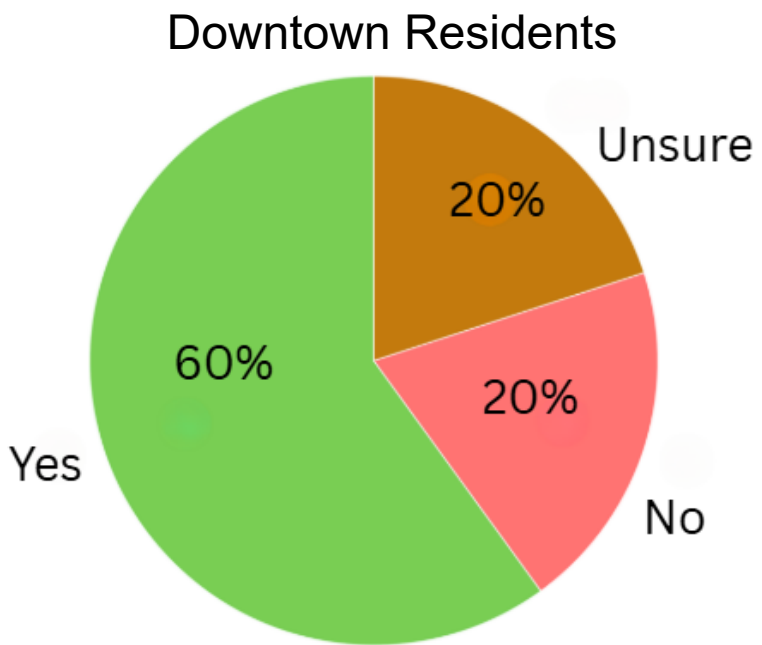
Economic Development Professional → **2.8%**



# Do you live in Coeur d' Alene for more than 6 months of the year?



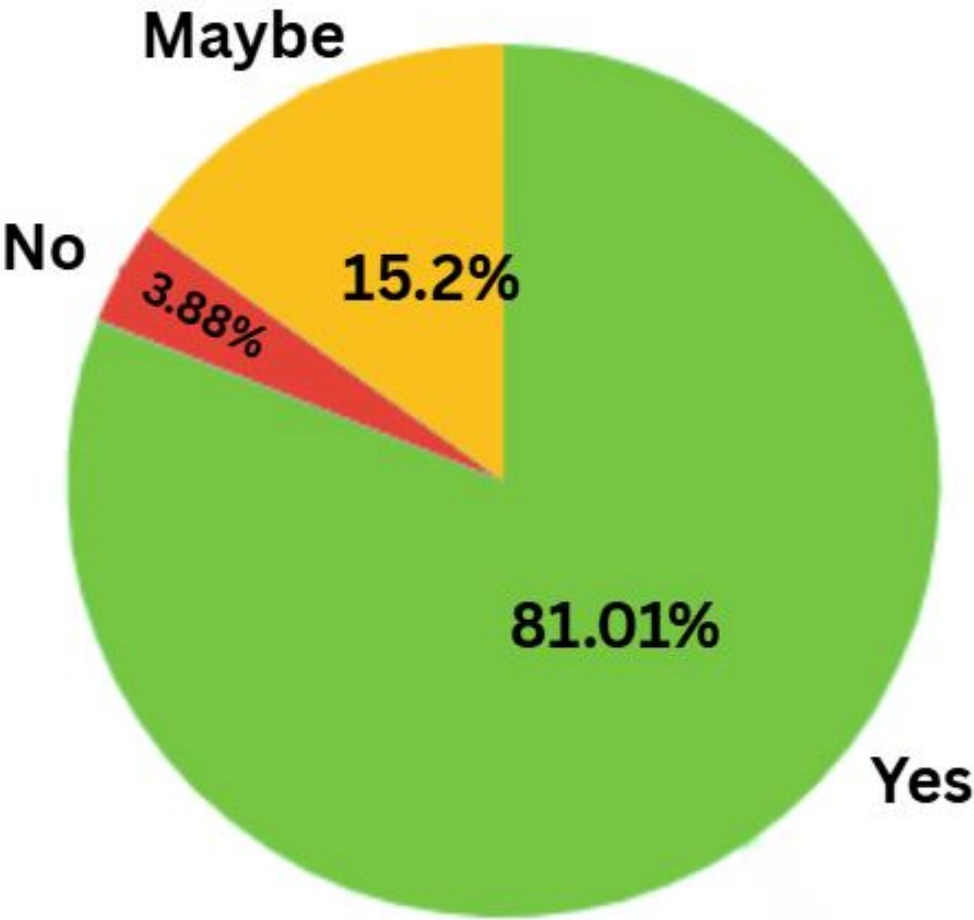
# Do you think the Downtown Height Limits should be reviewed?



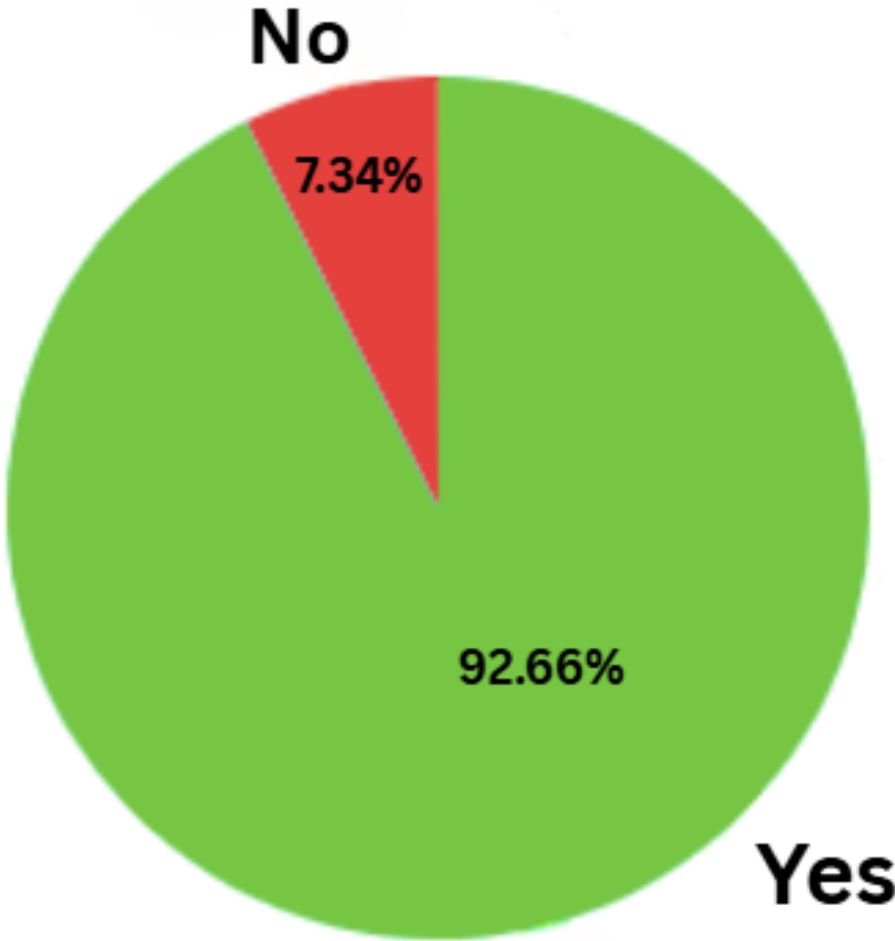


# Results of All 258 Survey Respondents

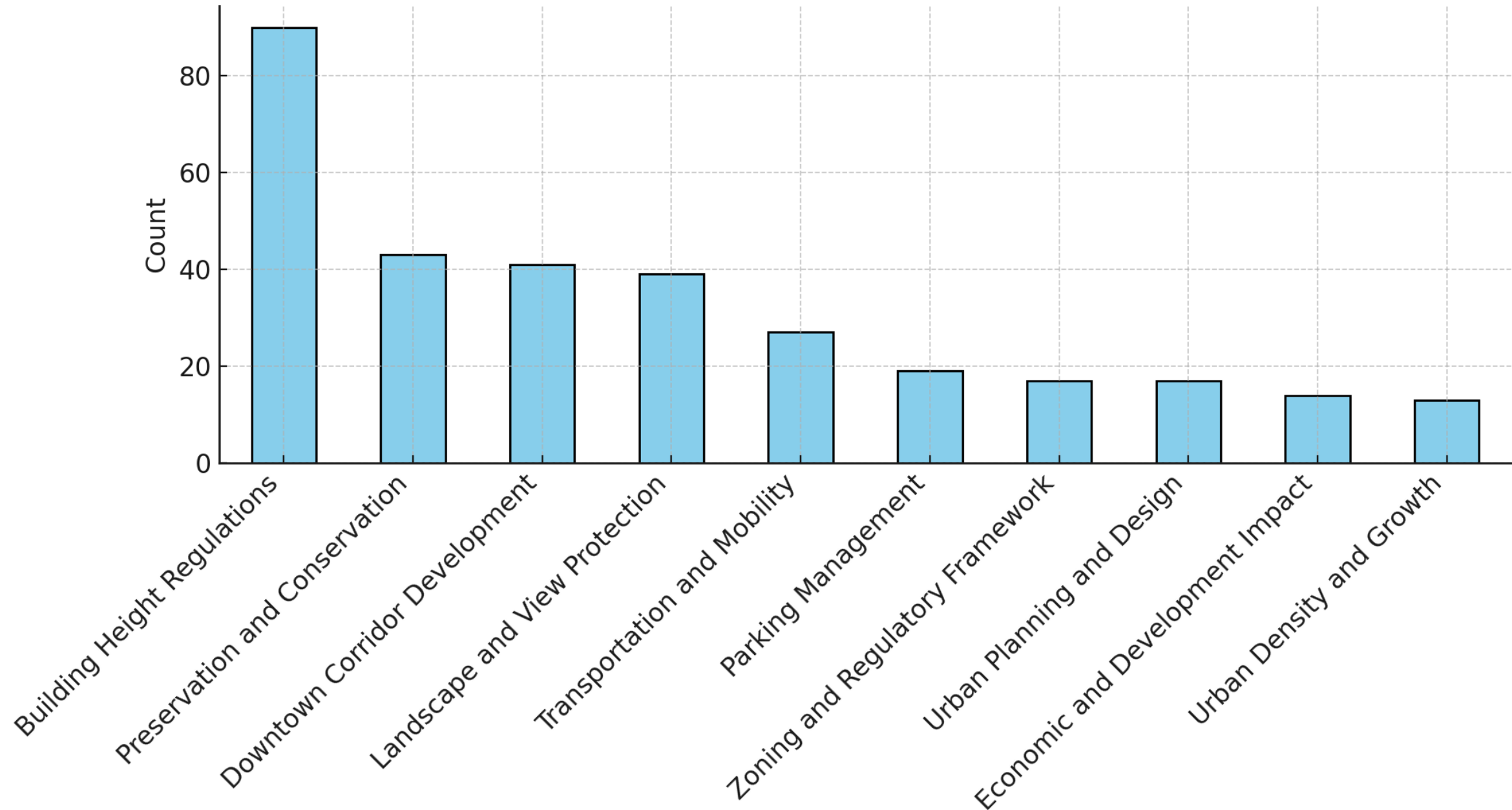
Do you think the Downtown  
Height Limits should be reviewed?



Do you live in Coeur d' Alene  
for more than 6 months out of the year?



Top Ten Themes





# **DC WORKING GROUP SCOPE OF WORK:**

City Council directed staff to evaluate and recommend updates to the Downtown Development Standards and Design Guidelines in response to community feedback.



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**Incorporate historic preservation perspective**

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**Evaluate development potential of Downtown**

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**Evaluate current code and impacts to infrastructure/traffic**

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**Evaluate possible alternatives for Height and FAR**

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**Evaluate FAR Bonuses**

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**Evaluate other communities' standards and guidelines**

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**Stakeholder engagement, public outreach & communication**

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# WORKING GROUP MEMBERS

- **P&Z MEMBERS:** Jon Ingalls & Lynn Fleming
- **DRC MEMBERS:** Jon Ingalls, Jef Lemmon & Kevin Jester
- **HPC MEMBERS:** Walter Burns, Anneliese Miller & Shannon Sardell
- **DOWNTOWN ASSOCIATION:** Emily Boyd
- **DESIGN PROFESSIONAL:** Jon Mueller
- **CITY COUNCIL MEMBER:** Dan Gookin
- **CITY STAFF:**
  - Hilary Patterson, Planning
  - Sean Holm, Planning
  - Tami Stroud, Planning
  - Barbara Barker, Planning
  - James Barbour, Planning Intern
  - Ted Lantzy, Building
  - Todd Feusier, Streets & Engineering
  - Chris Bosley, Streets & Engineering
  - Fire & Police (as needed)
  - Water & Wastewater (as needed)
  - City Attorney (as needed)













CD'A  
CORNER STORE

W 2nd St

















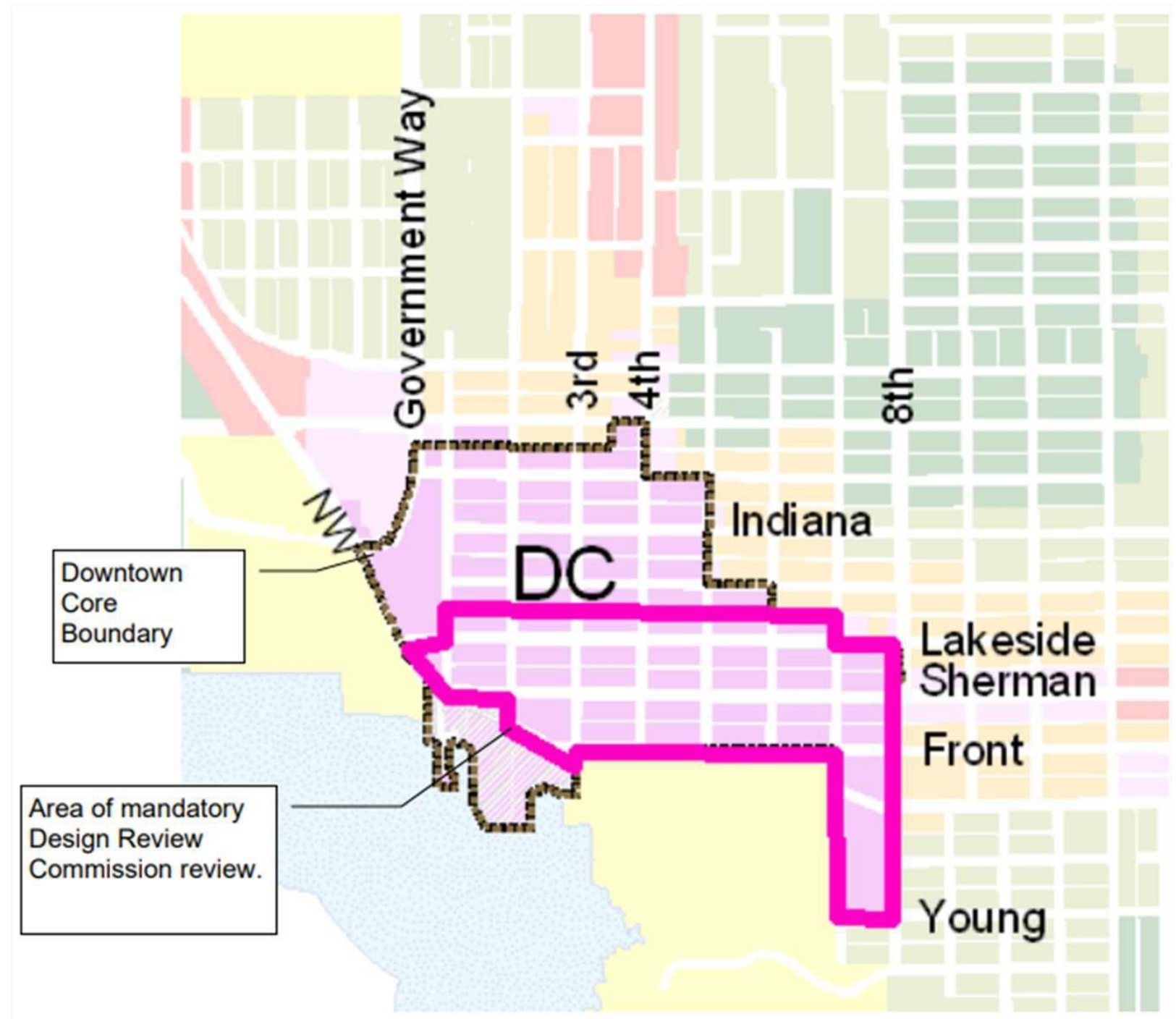




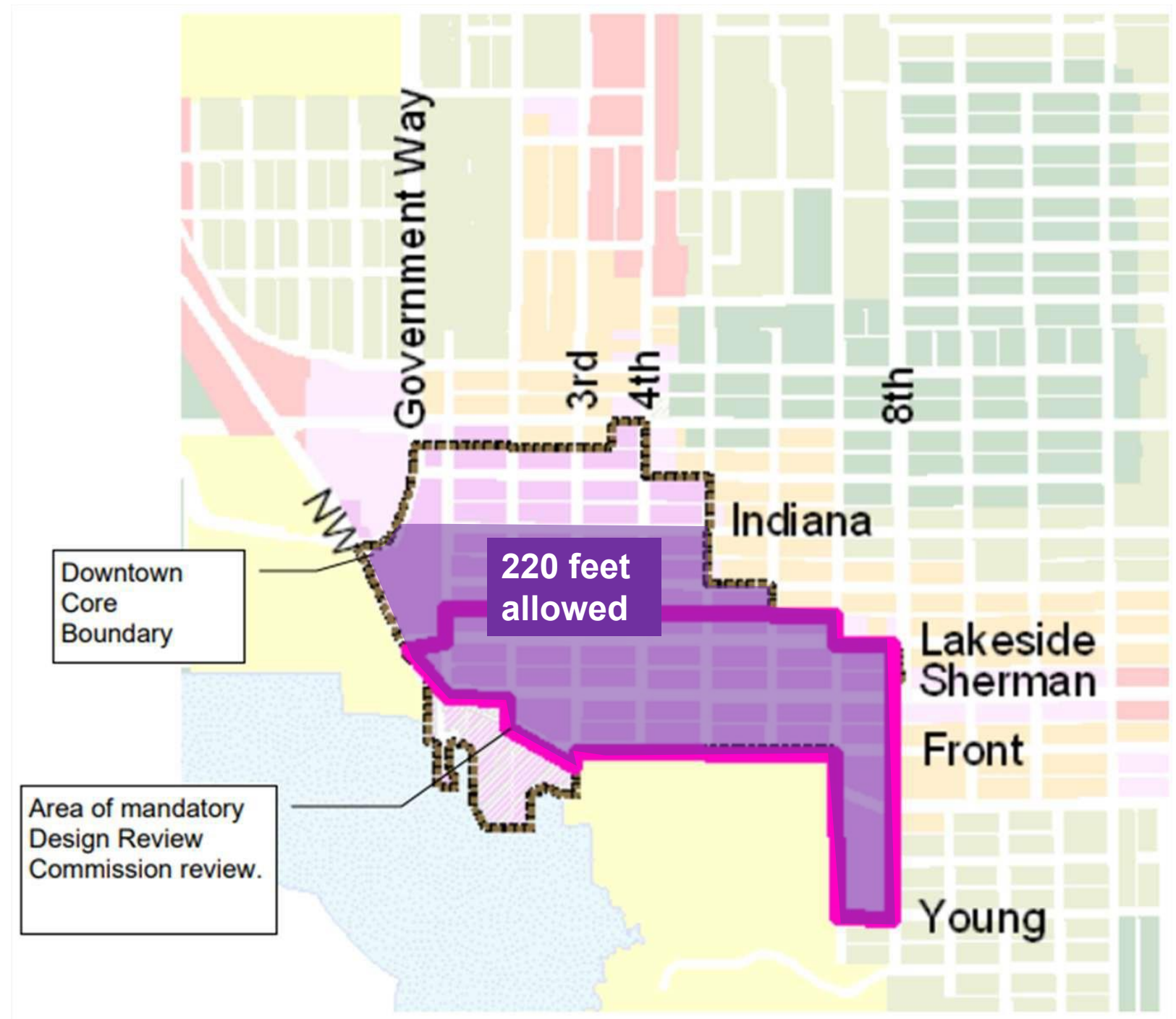




# DOWNTOWN CORE

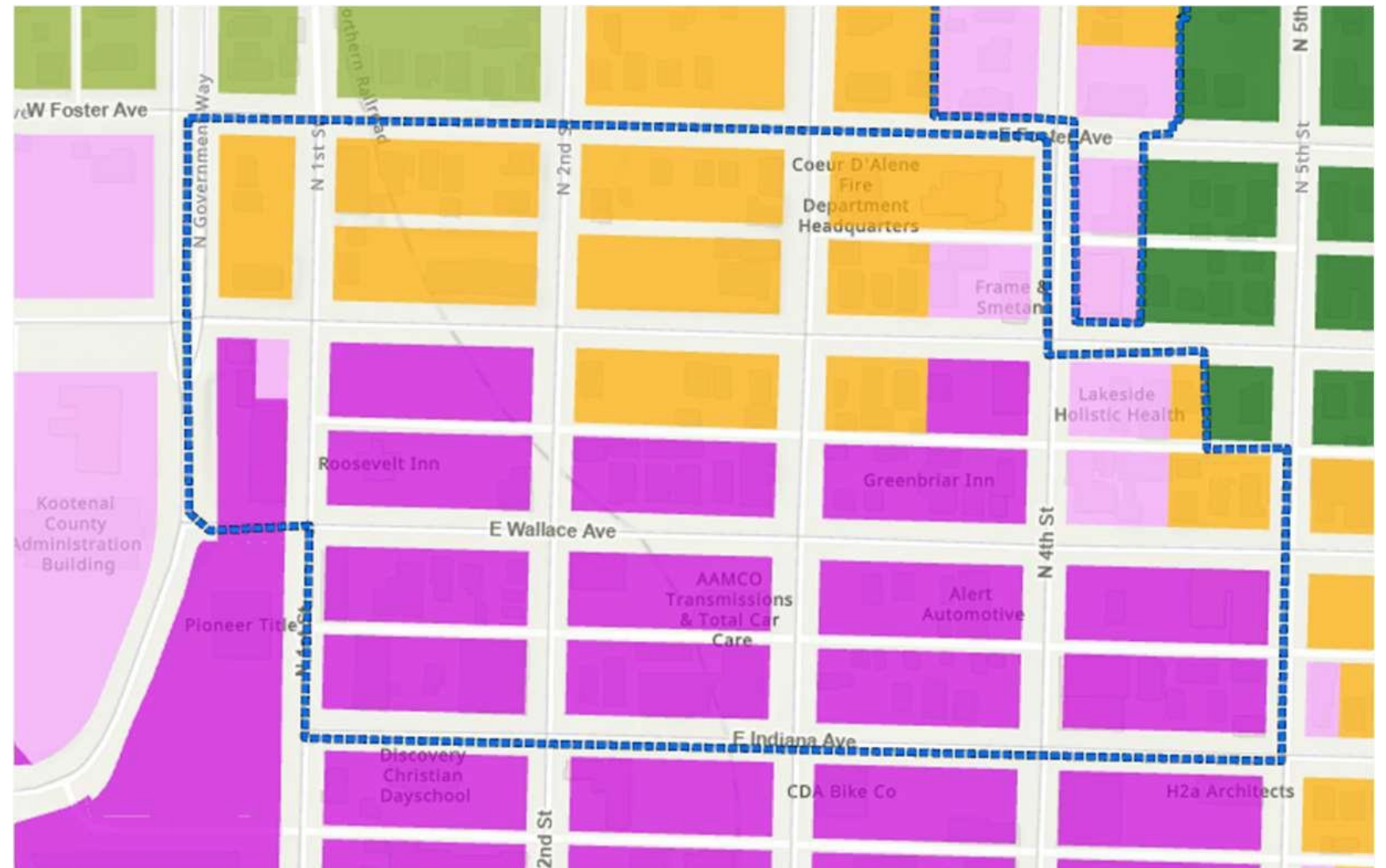


# DOWNTOWN CORE





# DOWNTOWN NORTH (DO-N)



# DOWNTOWN TOWER PROJECTS



# Downtown Coeur d'Alene Building Height Timeline

- **1975** – *Lake Tower Apartments* (10 stories, ~100 ft) – first high-rise
- **1984** – *Coeur d'Alene North* (9 stories, ~90 ft)
- **1986** – *Coeur d'Alene Resort* (18 stories, 218 ft) – sparks height concerns
- **2002** – *McEuen Terrace* (15 stories, 171 ft)
- **2004** – Infill Design Guidelines adopted – reduced heights in DO-E/DO-N
- **2005** – Height concerns → Council directs Planning Dept. to study regulations
- **2006** – **Downtown Core zoning** adopted:
  - Base height: 75 ft
  - Up to 220 ft with bonuses/public amenities
  - Lofts at 609 Sherman (7 stories, 86 ft)
- **2008** – *Parkside Tower* (20 stories, 213 ft); **Downtown Design Guidelines** adopted
- **2021** – *One Lakeside* (15 stories, 173 ft)
- **2023** – *Thomas George* under construction (18 stories, 199 ft; est. 2025–26)
- **2024** – *Marriott A/C Hotel* under construction (6 stories, 75 ft; est. 2027)
- **2025** – *Sherman Tower* (CDA Resort) under construction (15 stories, 190 ft; est. 2027)





# Downtown Coeur d'Alene High-Rise Projects and Specifications





# One Lakeside Project Overview

201 N 1<sup>st</sup> Street

- **DRC Approval:** 2012 (DR-2-12)
- **Height:** 160 feet (173 feet w/ projections)
- **Stories:** 15 stories
- **Lot Size:** 19,988 sq ft
- **Project Square Footage:** 110,243 sq ft
- **Residential Units:** 40
- **Hotel Rooms:** 29
- **Retail Space:** 1,405 sq ft
- **FAR:** 5.5
- **Bonuses:**
  - Canopy
  - Parking Structure
  - Health Club
- **Design Departures:** None





# The Thomas George Project Overview

## 116 S 3rd Street

- **DRC Approval:** 2022 (DR-1-22)
- **Height:** 199 feet (217 feet w/ projections)
- **Stories:** 18 stories
- **Lot Size:** 18,912 sq ft
- **Residential Units:** 60
- **Retail Space:** 2,730 sq ft
- **Project Square Footage:** 113,303 sq ft
- **FAR:** 6
- **Bonuses:**
  - Structured parking
  - Canopy
  - Retail
- **Design Departures:** Curb Cuts on 3rd Street for vehicle access to structured parking





# Sherman Tower (CDA Resort)

## Project Overview

123 E. Sherman Avenue

- **DRC Approval:** 2024 (DR-2-24)
- **Height:** 168 feet (196 feet w/ projections)
- **Stories:** 15 stories
- **Lot Size:** 50,442 sq ft
- **Project Square Footage:** 134,215 sq ft
- **Guest Rooms:** 139
- **Restaurant:** 6,000 sq ft
- **Retail/Office Space:** 3,775 sq ft
- **FAR:** 2.77
- **Bonuses:** None
- **Design Departures:** Weather Protection for the four westernmost canopies to exceed the 12-foot vertical clearance





# Marriott - A/C Hotel

## Project Overview

602 E. Sherman Avenue

- **DRC Approval:** 2024 (DR-1-24)
- **Height:** 75 feet (86 feet w/ projections)
- **Stories:** 6 stories
- **Lot Size:** 22,993 sq ft
- **Guest Rooms:** 126
- **Restaurant Space:** 4,324 sq ft
- **Project Square Footage:** 83,008 sq ft
- **FAR:** 3.6
- **Bonuses:** None
- **Design Departures:** Canopy height to exceed the maximum allowed 12 feet at the northwest corner of the project along Sherman Avenue and Sixth Street, due to the sloping sidewalks





# CONTEXTUAL HEIGHT MAP





# DC WORKING GROUP EFFORTS TO DATE

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1<sup>st</sup> Meeting with DC Working Group on May 22, 2024

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**First Check in with City Council on July 16, 2024**

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Reviewed existing Development Standards, Design Guidelines & historic documents

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Outlined Desired Scenarios for Modeling

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Conversations with U of I about assistance with modeling and design guidelines

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Traffic Scoping Meeting with KMPO

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Reviewed Development Standards for possible changes

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FAR Bonuses

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# (continued)...

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Reviewed Design Guidelines (CDA and other comparable communities)

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Discussed making overlay districts into zoning districts

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Outdoor Lighting Considerations

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Reviewed Other Codes & Guidelines

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Evaluated Tower Heights and Locations with in-house modeling

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Comparative Analysis of small lakeside communities and historic downtowns

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**Second Check in with City Council on April 15, 2025**

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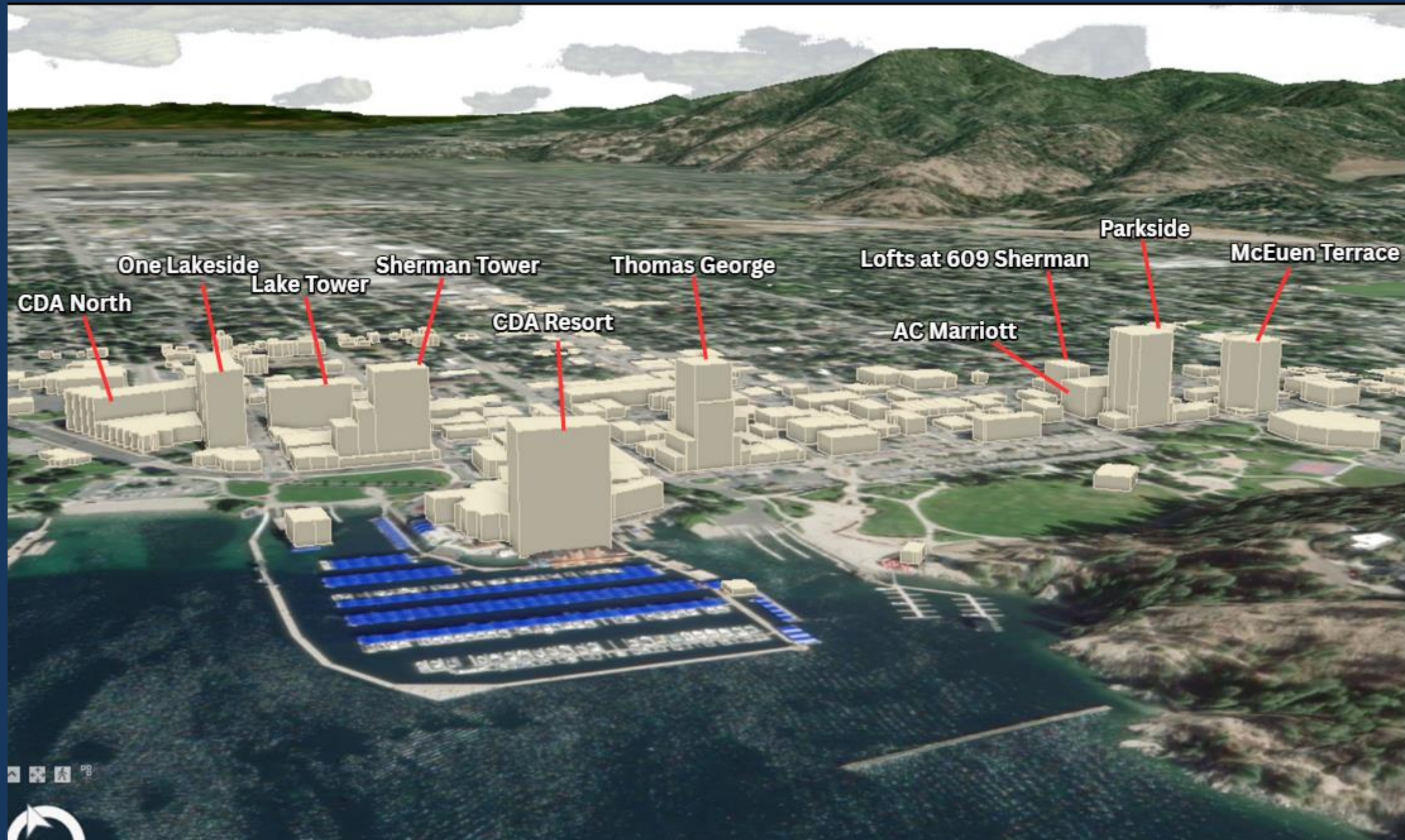
Online Survey & Request for Stakeholders

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Twenty-One (21) DC Working Group Meetings



# As Is Conditions with Resort Tower, Thomas George & AC Marriott





As Is Conditions with Resort Tower,  
Thomas George & AC Marriott



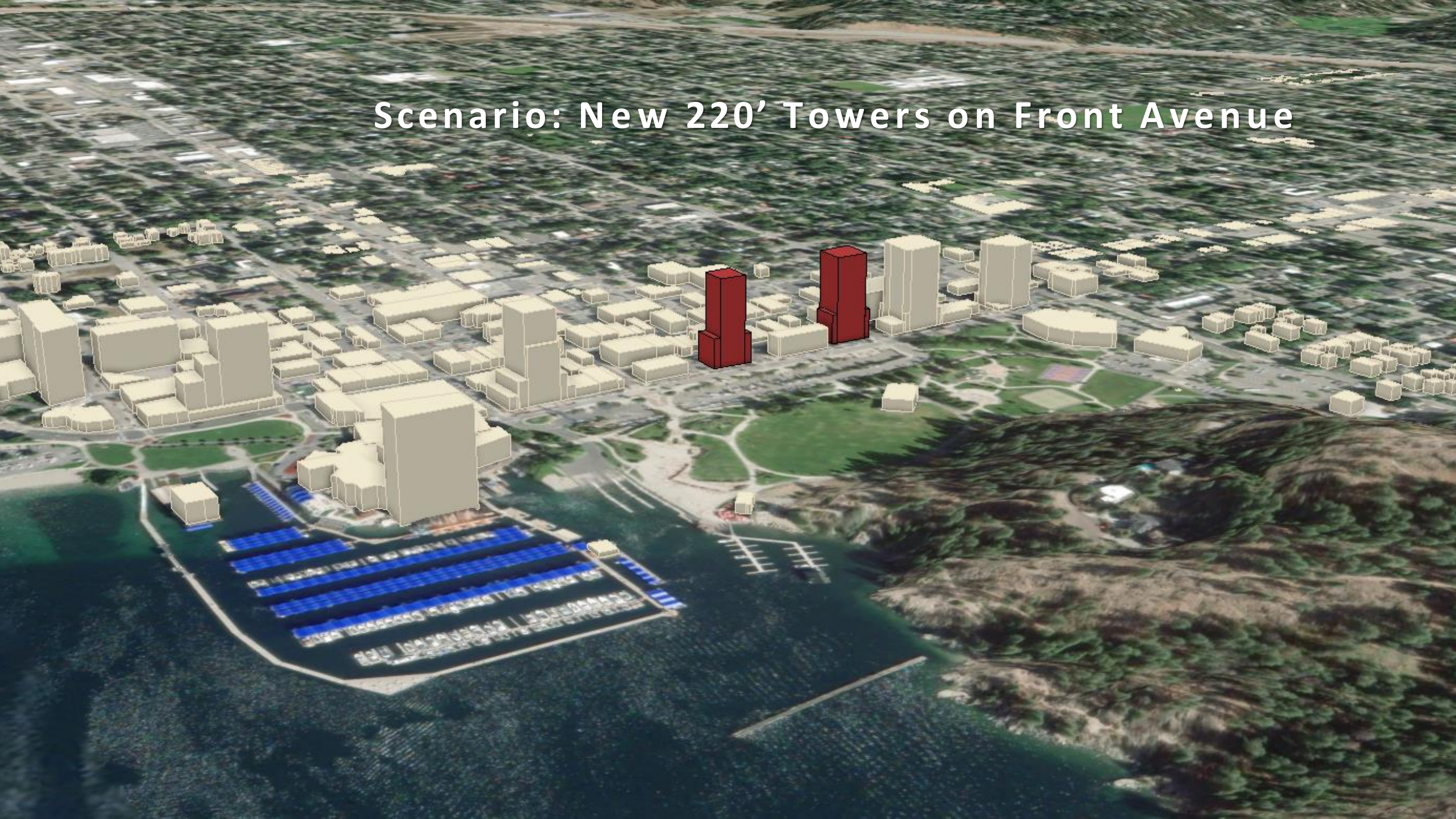


# As Is Conditions with Resort Tower, Thomas George & AC Marriott



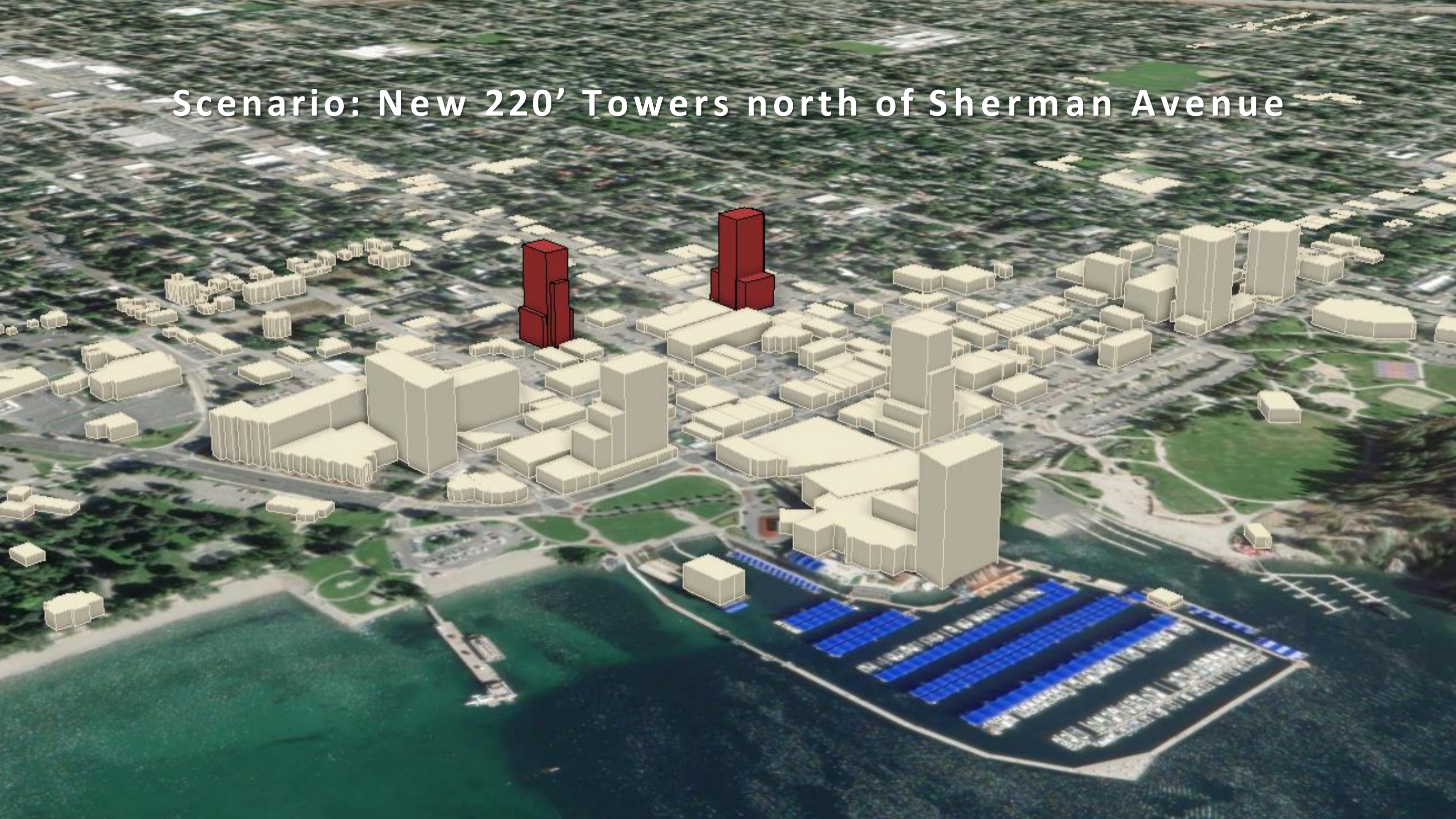


# Scenario: New 220' Towers on Front Avenue



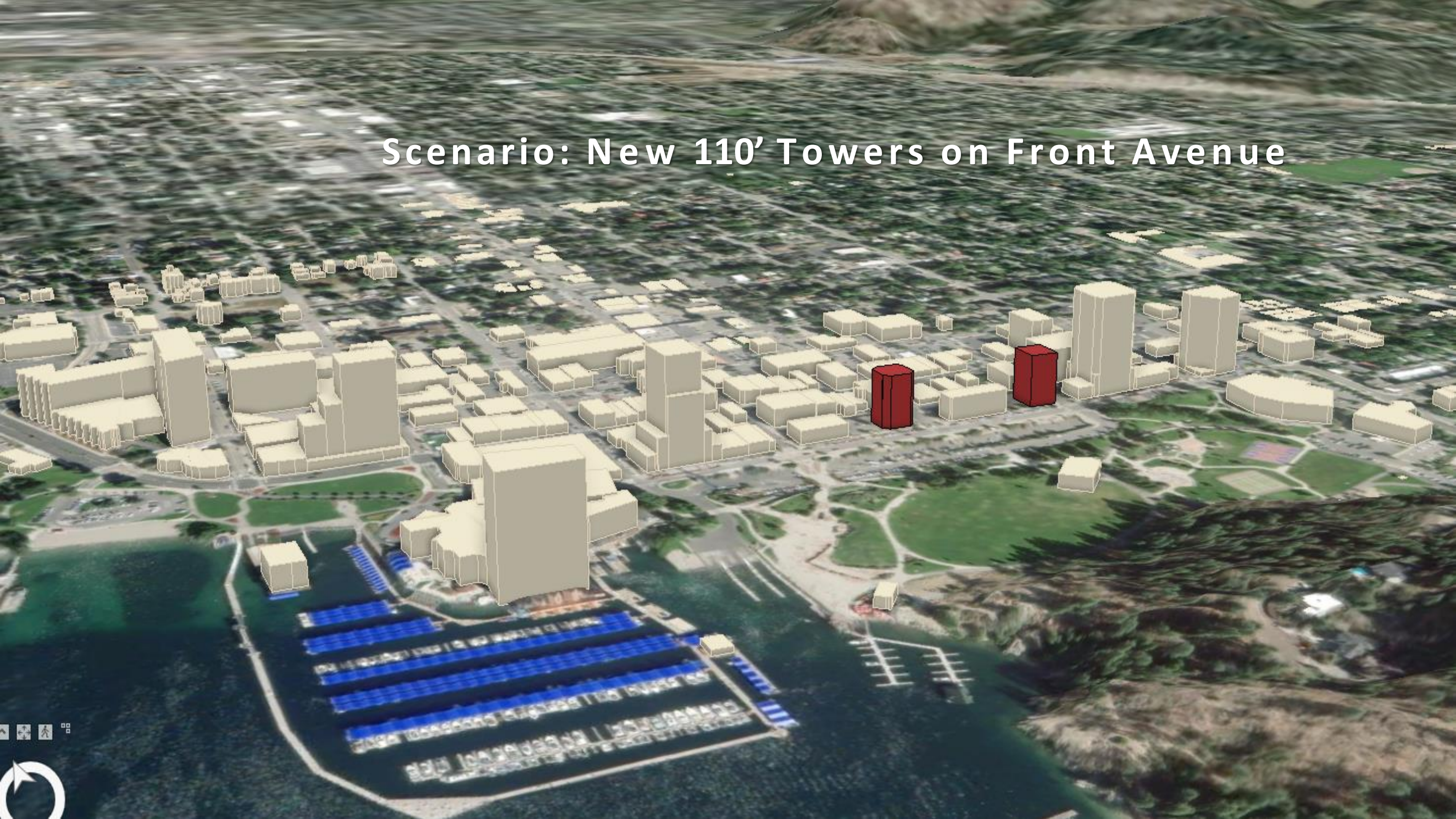


Scenario: New 220' Towers north of Sherman Avenue





## Scenario: New 110' Towers on Front Avenue





# Scenario: New 110' Towers north of Sherman Avenue





# COMMUNITIES EVALUATED

- Whitefish, MT
- Kalispell, MT
- Bozeman, MT
- Boise, ID
- Caldwell, ID
- Spokane, WA
- Issaquah, WA
- Auburn, WA
- Woodinville, WA
- Jackson, WY
- Telluride, CO
- Boulder, CO
- Springfield, MO
- Fredericksburg, VA
- Loudon County/  
Waterford, VT
- Miami, FL
- Kelowna, BC
- South Lake Tahoe, CA
- Ann Arbor, MI
- Knoxville, TN
- Chattanooga, TN
- Washington, DC
- Los Angeles, CA
- New York, NY

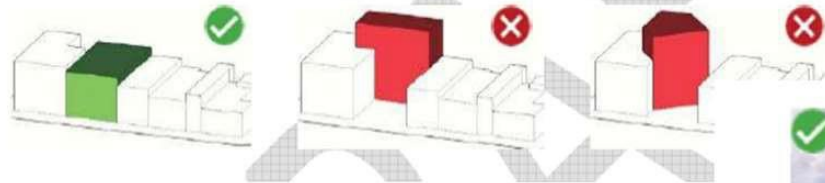


# EXAMPLE DESIGN GUIDELINES (KALISPELL, MT)

## New Construction within the Main Street Historic District

For new construction within the Main Street Historic District, it is appropriate to:

- 1) Respect established building location, lot coverage, and open space patterns.
  - a) Be compatible with the historic lot coverage in the area.
  - b) Follow general pattern or open space or relationship with the street and sidewalk in the area.
  - c) Reflect established setback patterns.
  - d) Maintain the street wall and alignment of historic building façades in the context of the area.



Streetwall alignment, tripartite.



Current era construction, floor to floor heights, storefront,



Current era construction, floor to floor heights, color, tripartite.

# DC Working Group

## Initial Recommendations



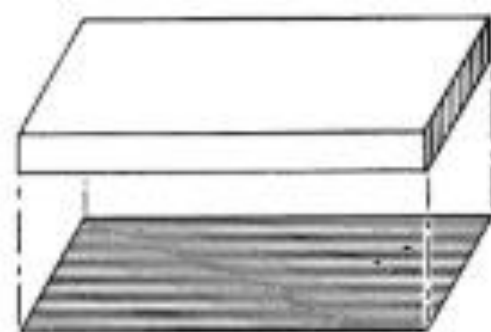


# FAR Bonuses in the Downtown Core

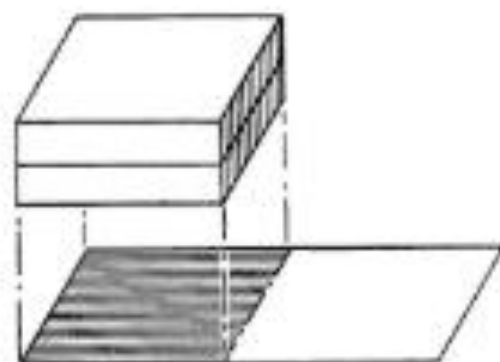
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Floor Area Ratio (FAR) =

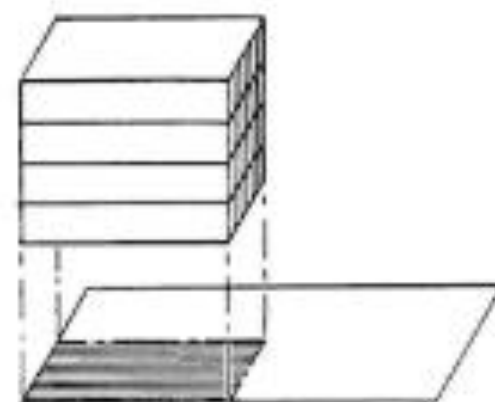
$$\frac{\text{floor area}}{\text{lot area}}$$

100 % LOT COVERED



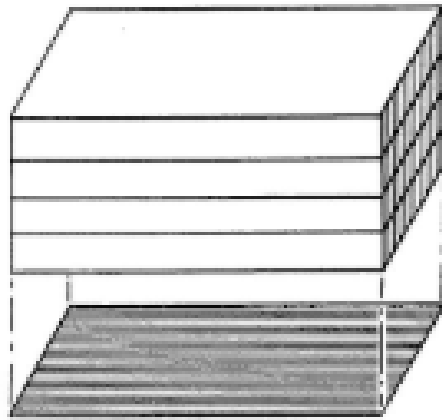
50 % LOT COVERED



25 % LOT COVERED

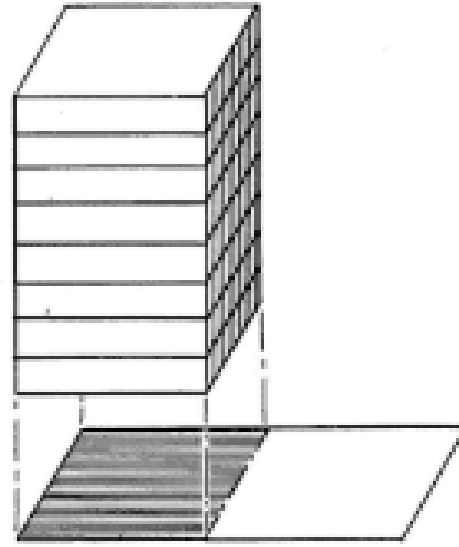
F.A.R. I.O



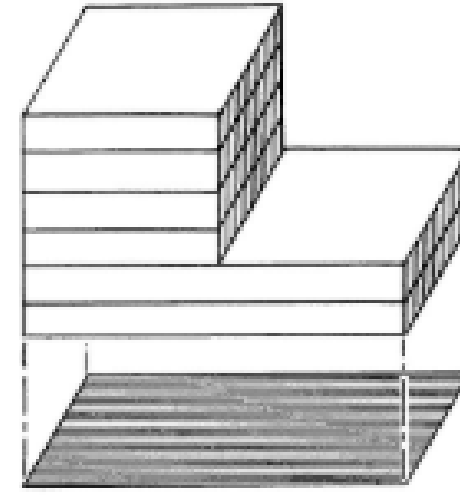


100 % LOT COVERED

F.A.R. 4.0



50% LOT COVERED



100 % LOT COVERED  
(COMBINATION)



Basic Development Standards		
A. Floor Area Ratio	B. Bonus Features	
	Allowing Increased Floor Area Ratio (up to Maximum)	
<p>Floor Area Ratio (FAR) is a method of calculating allowable floor area. The FAR multiplied by the parcel size (in square feet) equals the amount of allowable floor area that can be built within a development.</p> <p><b>Floor Area Ratio Multiplier</b></p> <p>Basic Allowable           <b>4.0</b></p> <p>Maximum Allowable with Bonuses           <b>6.0</b></p>	Feature	Additional Floor Area for each Feature
	Street Level Retail	100 sf of floor area for each linear foot of retail frontage
	Public Plaza / Courtyard	5 sf of floor area for each sf of plaza / courtyard
	Canopy	4 sf of floor area for each sf of canopy
	Public Art	10 sf of floor area for each \$100 of valuation
	Water Feature	10 sf of floor area for each \$100 of valuation
	Parking, Structured	0.5 sf of floor area for each sf of required parking above grade
	Parking, Below Grade	1 sf of floor area for each sf of required parking below grade
	Green Roof	2 sf of floor area for each sf of green roof
	Day Care	4 sf of floor area for each sf of day care
	Health Club	2 sf of floor area for each sf of health club
	Public Meeting Rooms	5 sf of floor area for each sf of meeting room
	Workforce Housing	4 sf of floor area for each sf of workforce housing



## Existing FAR Bonuses

- Workforce Housing \*
- Parking, Below, Grade \*
- Parking, Structured \*
- Green Roof \*
- Public Art \*
- Public Plaza/Courtyard \*
- Daycare
- Street Level Retail
- Canopy
- Water Feature
- Public Meeting Room
- Health Club

*(\* Bonuses to Remain)*

## Proposed FAR Bonuses

- Workforce Housing \*
- Parking
- Green Building (Expanded from Green Roof)
- Interior Public Space
- Exterior Public Space \*
- Historic Preservation
- Public Art \*
- Public Restrooms

# **FAR Bonuses Recommended for Elimination**

Daycare

Street Level Retail

Canopy

Water Feature

Public Meeting  
Rooms

Health Club



# Proposed New FAR Bonuses

Historic  
Preservation

Public Parking

Public Restrooms

Interior Public  
Space

Green Building\*

# Remove Vehicular-Oriented Streets and Focus on Pedestrian-Friendly Design



*Road in Downtown Spokane*



*Sherman Avenue*



# Address Vehicular Access, Circulation & Loading Zones





# Preserve and Incorporate Historic Design Concepts

From Kalispell Design Guidelines



*Examples of historic color.*



From Coeur d' Alene Design Guidelines



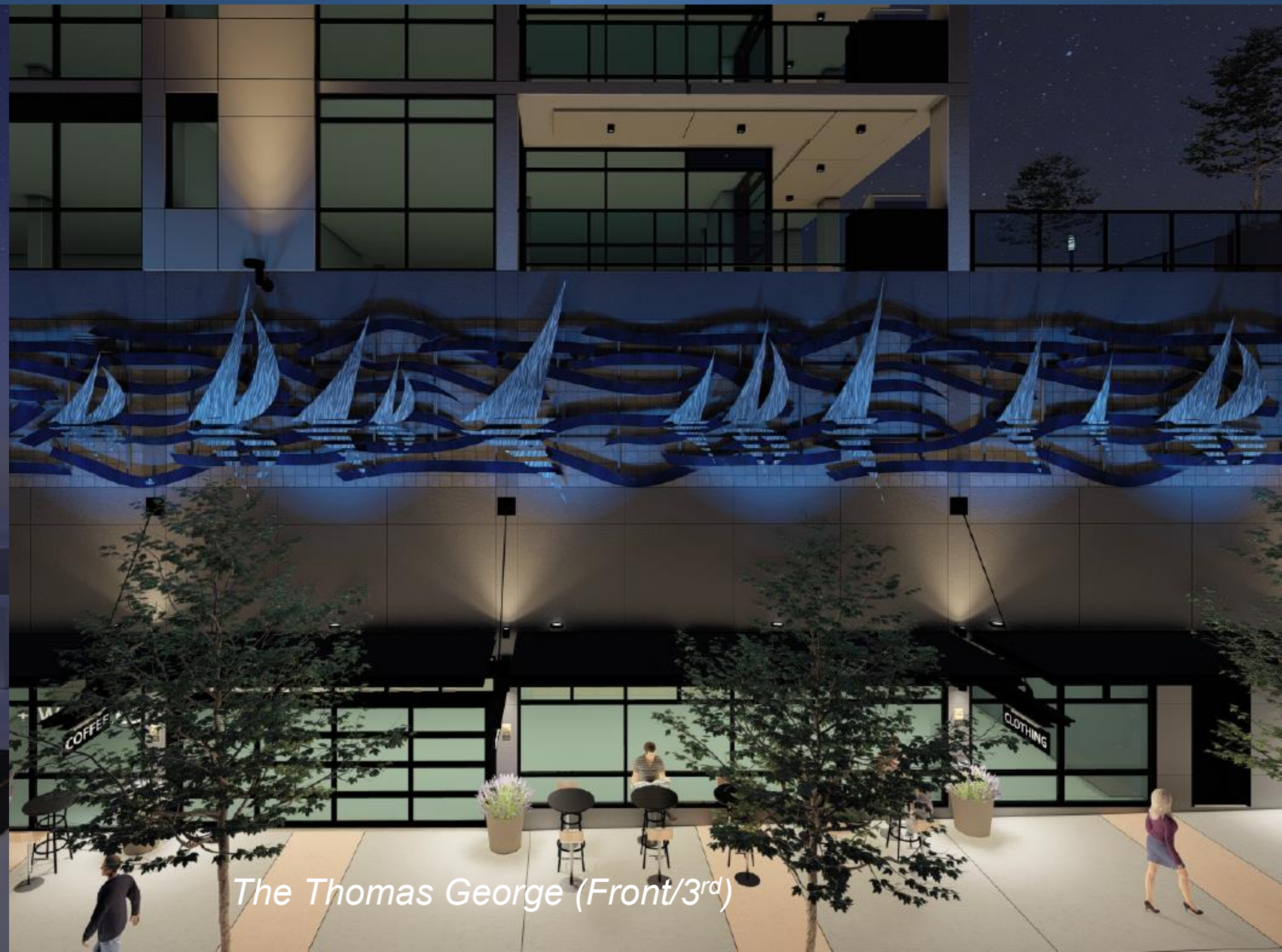
# Ground Floor Design to Support Retail Uses



*The Thomas George (Front/3<sup>rd</sup>)*



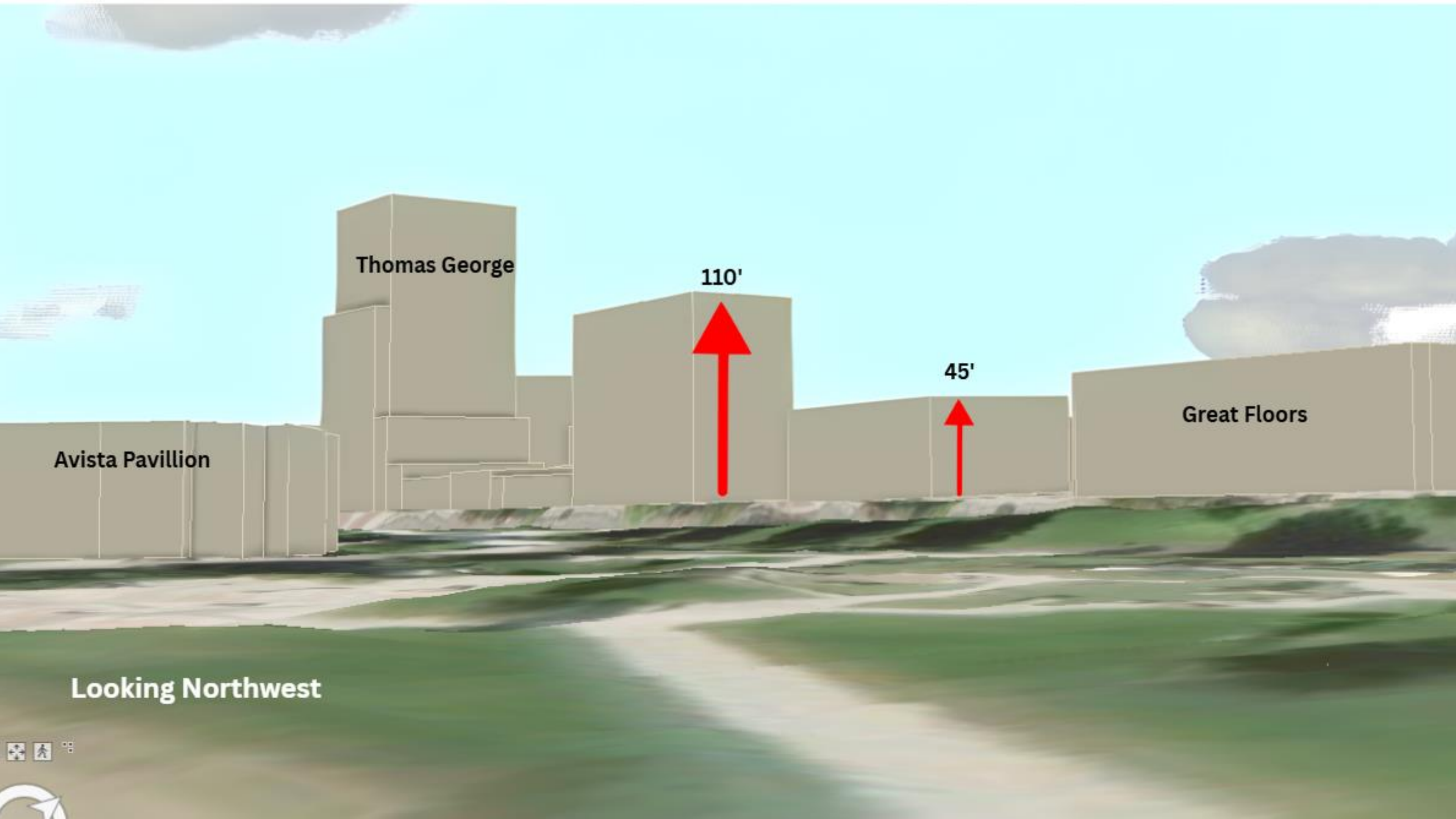
# Address Outdoor Lighting





# Prospective Tower Height Recommendations

- **Limit to 45 feet on Front, Sherman and Lakeside Avenues (west of 8<sup>th</sup> Street)**
- **Limit to 110 feet on Coeur d'Alene Avenue (west of 6<sup>th</sup> Street)**
- **No additional 220-foot towers in Downtown**
- **Increase tower spacing from 50 feet to 80 feet**



Thomas George

110'

45'

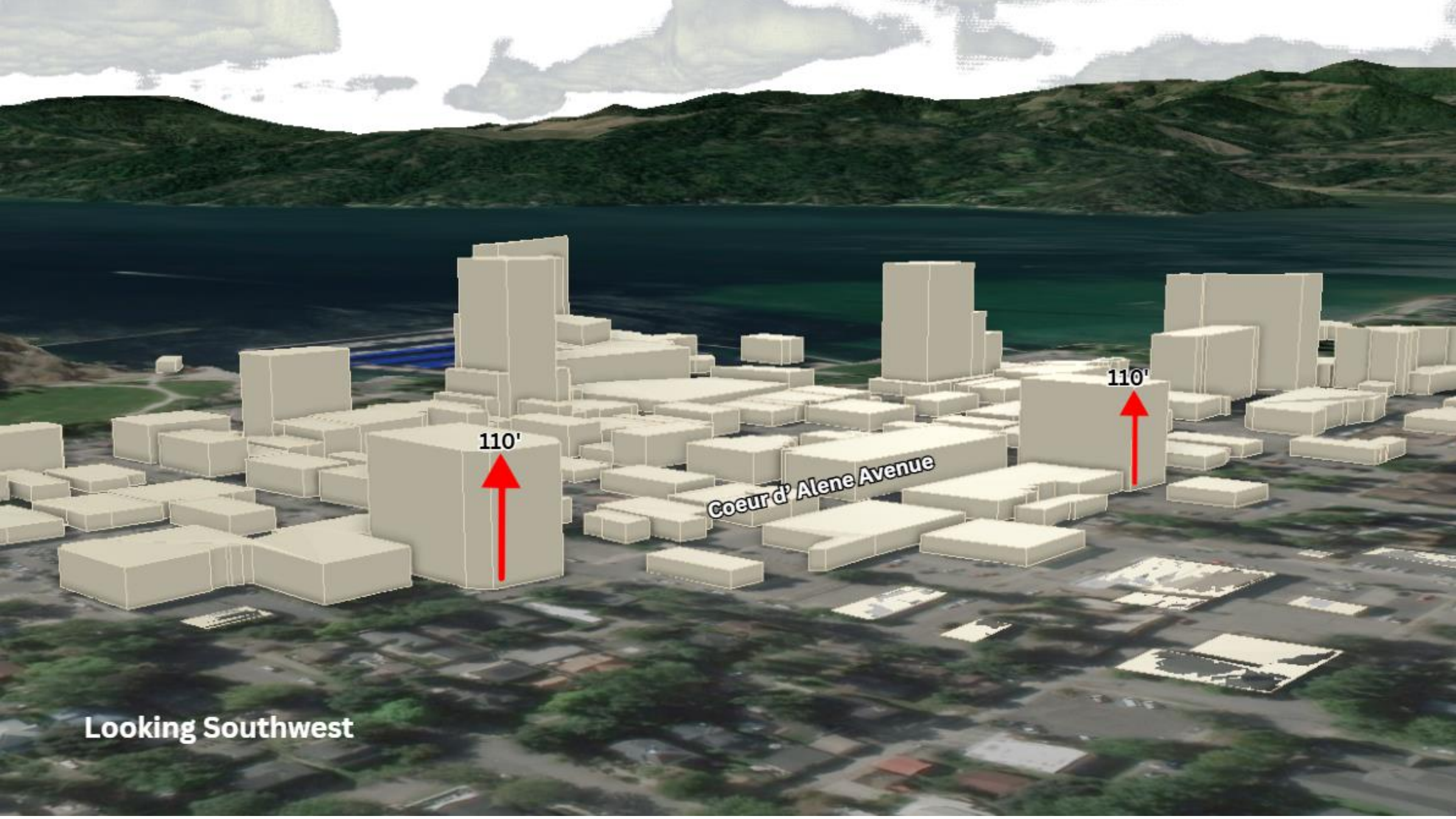
Great Floors

Avista Pavillion

Looking Northwest







110'

110'

Coeur d'Alene Avenue

Looking Southwest







# CITY COUNCIL FEEDBACK



# *Summary of City Council Feedback (July 2024)*

- Consider View Corridors, Towers, Shadows
- Supportive of having a Historic Core with limited heights
- Keep streets more historic in nature
- Address Parking
- Review FAR Bonuses more stringently
- Evaluate One-Way Roads on Sherman and Lakeside
- Incorporate Public Safety
- Modeling to evaluate towers, traffic and parking



# *Summary of City Council Feedback (April 2025)*

- Gather public input early. The sooner, the better.
- Use visuals and graphics to provide clear illustrations so stakeholders and the community can easily understand and give informed feedback.
- Explore ways to make downtown CDA more walkable, welcoming, and attractive for both residents and tourists.
- Avoid changes that would damage the existing charm of downtown.
- Avoid oversized buildings – prevent large developments that take up entire blocks.
- Recognize public dislike for one-way streets (e.g., past 3rd & 4th street project).
- Consider piecemeal changes instead of massive overhauls.

# RECOMMENDATIONS RECAP



- Modify FAR Bonuses
  - **Remove:** Daycare, Retail, Canopy, Public Meeting Room, Water Feature, Health Club
  - **Add:** Historic, Public Parking, Public Restroom, Interior Public Space, Green Building
- Remove Vehicular-Oriented Streets to focus on pedestrian-friendly design
- Address vehicular access, circulation and loading zones
- Preserve and Incorporate Historic Design concepts
- Ground Floor Design to support retail uses
- Address Outdoor Lighting
- Prospective Tower Heights in Downtown:
  - Limit to 45' on Front, Sherman and Lakeside Avenues west of 8<sup>th</sup> Street
  - Limit to 110' on Coeur d'Alene Avenue west of 6<sup>th</sup> Street
  - No additional 220' towers in Downtown
- Increase tower spacing from 50' to 80'

# STAKEHOLDER BREAKOUT GROUPS



# DESIRED OUTCOMES

- Input Shared on Key Topics
- Various Perspectives and Opinions
- Collaboration in Breakout Groups
- Feedback to Share with City Council

**1. What is your favorite building in  
Downtown Coeur d'Alene,  
and why?**



## 2. What do you like most and least about Downtown Coeur d'Alene?

# 3. What street level design elements should be required for new projects in the DC?



# 4. What do you like/dislike about the current DC regulations & guidelines?

# 5. What are the most important design considerations for the DC?



**6. What bonuses are most justified for allowing increased height and square footage?**

**Should public benefits/amenities be considered for bonuses?**

**7. Do you agree with the height recommendations? If not, what heights and where should they be located?**



## 8. Where should towers ( $\geq 75'$ ) be allowed in the Downtown Core?

# 9. What should be the maximum height allowed with bonuses?

(\*current height limit is 200' and 220' with architectural projections)



**10. What additional changes to the code would you support?**

# TABLE REPORTS





# QUESTIONS & WRAP-UP

