



# BLOOMINGTON HOSPITAL SITE REDEVELOPMENT

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**Public Forum 2** August 6, 2020

SOM



**CORE**  
PLANNING STRATEGIES

MERRITT  
CHASE

  
**SBFRIEDMAN**

  
shrewsberry



# Welcome



# Public Forum 2

## Agenda

- 1. Welcome - Mayor John Hamilton, Vi Simpson, Mick Renneisen**
- 2. Master Planning Update**
  - Community Process- What we've heard so far and key takeaways
  - Market Dynamics– Demand Assessment and Initial Market Conditions
  - Planning Strategies for Future Redevelopment of the Site
  - 3 Framework Concepts
- 3. Break out Sessions**
- 4. Report Out**
- 5. Wrap Up**



# Master Planning Update



# Project Overview

- In May 2018, the City entered into a purchase agreement with IU Health for the 24-acre hospital site
- IU Health will relocate to a new facility in late 2021
- The agreement states that the City will receive a cleared and remediated site
- The existing parking garage will remain and the Kohr Administration Building may remain
- A Hospital Reuse Committee and Project Review Committee were formed to offer input and provide guidance to the planning process





# Questions to keep in mind

1. Based on the presentation you saw this evening, what do you want the planners to know?
2. Do you agree with the principles for this framework? (Y or N) If not, what would you change?
3. Since reconnecting the grid is one of the strongest principles that came forward, what are your impressions of the block scale proposed?
4. Do you have a preferred concept and why? (Connected Gardens, the Mews, and the Greenway.)
5. Other questions and suggestions?



# Community Process

# Stakeholder Engagement

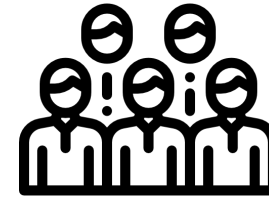
- The Bloomington Hospital Site Redevelopment Stakeholder Engagement Campaign consisted of 3 components:



An online survey open for public interaction limited to a single response per email (Quantitative & Qualitative)



1:1 Interviews with various community individuals selected by the City and BHRU Committee (Qualitative)



Small Forum Groups comprised of similar profile individuals to pose both standard campaign questions and forum specific questions to tap the profile expertise of forum attendees. (Qualitative with assistance from Kirkwood Design Group)

- In total, the campaign has generated **339** touch points with the Bloomington community
- The online survey remains active
- An estimated **200** people attended the June 16 online Public Forum
- A total of **539** touchpoints with the community can be reasonably summed

# Community Values

Bloomington is...

**“a progressive and inclusive community”**

Bloomington is...

**“a vibrant place for the arts”**

Bloomington is...

**“committed to being green and sustainable”**

Bloomington is...

**“forward-looking”**

## **This site could be...**

**“an opportunity to break up the block with a unique and innovative mixed-use redevelopment”**

**“a continuation of the surrounding neighborhoods, but with more density, which also offers accessibility through a mixture of housing types”**

**“a lifetime community that works for all ages of the community; create a relationship between the urban environment and health through social connections, physical activity, and fresh food”**

**“a secondary hub for the city; a centralized area to hold many cultural events, including children, family, and adult programming”**

**“built for pedestrians, and adapted to the cars after; the site should have connectivity, universality and a sense of place”**

**“a micro-grid to become net-zero or net positive”**

**“an opportunity to show how a city can develop for everyone and a chance to reflect on how we might do things differently”**

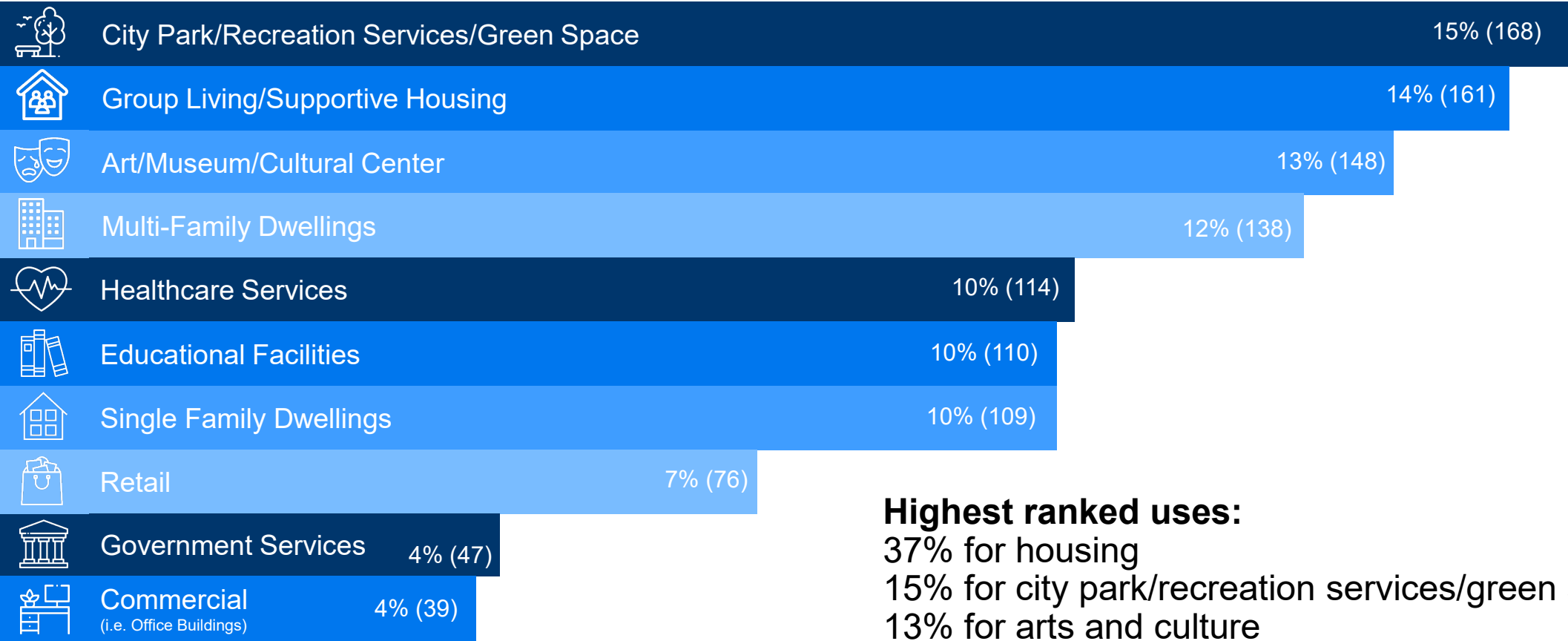


## Emerging Themes



# Survey Results on Idealized Uses

*Thinking about the future of the Bloomington Hospital Site, please select the uses you'd like to see. Select a minimum of three and a maximum of five options of the uses below, taken from the City of Bloomington 2020 Unified Development Ordinance (UDO).*



**Highest ranked uses:**  
37% for housing  
15% for city park/recreation services/green space  
13% for arts and culture

# Ongoing Public Process

June 16th – Public Forum #1  
(Overview, Idea Sharing, Likes and Dislikes)

June & July – Engagement  
(1:1 interviews, small group meetings, online survey)

August 6th – Public Forum #2  
(economic and market opportunities, framework options, public feedback)

September – Refinement of preferred framework

October – Public Forum #3  
(draft master plan)

December – Public Forum #4  
(final plan and recommendations)

# What makes a great place?

**activation + connectivity**

**multi-layered lifestyle**

**synergies + co-location**

**making it a destination**

**authenticity + placemaking**

**parking**

**diversity + identity**

Additional considerations:

A new kind of destination

An inclusive, welcoming lifestyle

Expanding role for arts + culture

Compliments downtown

More than a single family neighborhood



# Expand housing choices for all households



Taylor Street Apartments and Public Library, Chicago, IL



Create a lively mix of uses  
... more than just retail





# A place for culture and community





Develop a new standard  
of sustainability





# Principles (Draft)

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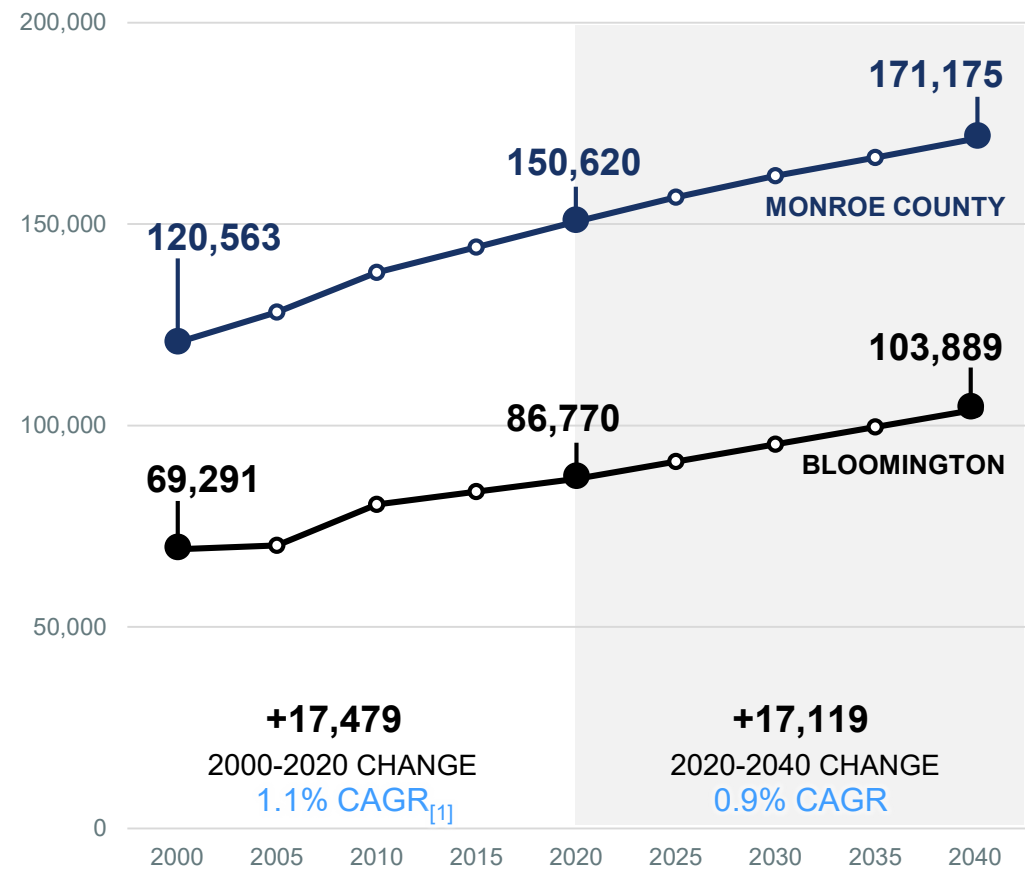
- Create a diverse and inclusive community by providing a variety of housing types for different income levels and expanding options for all households
- Establish a lively mix of uses, including flexible office space that can adapt to incubate existing and new businesses
- Re-stitch the street grid with people-first street design
- Maintain neighborhood scale at the edges to create unique and seamless transitions into the site
- Contribute to the network of public space that encourages people to spend time outdoors, together
- Anchor new hubs to compliment existing surrounding assets and strengthen connections between people and place
- Integrate community amenities that reflect health, civic life, learning, workforce initiatives, emphasize arts and culture, and facilities that enable people to thrive
- Create a flexible framework to adapt to future changes in market and needs of the community in light of events such as the COVID-19 crisis
- Design a new standard of sustainability that creates a blueprint for truly climate-positive communities



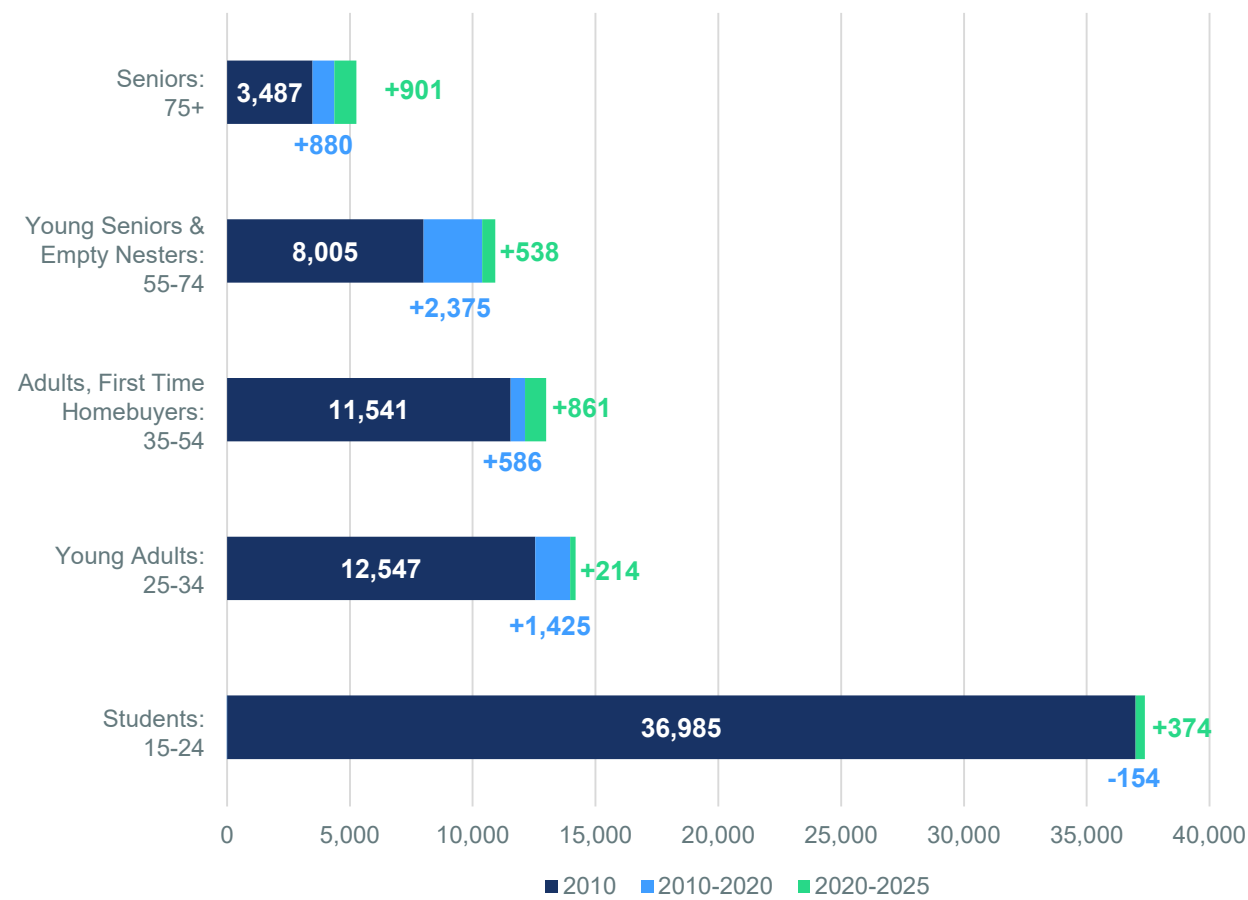
# Market Dynamics

# Population/Household Characteristics

Historic and Projected Population: 2000-2040



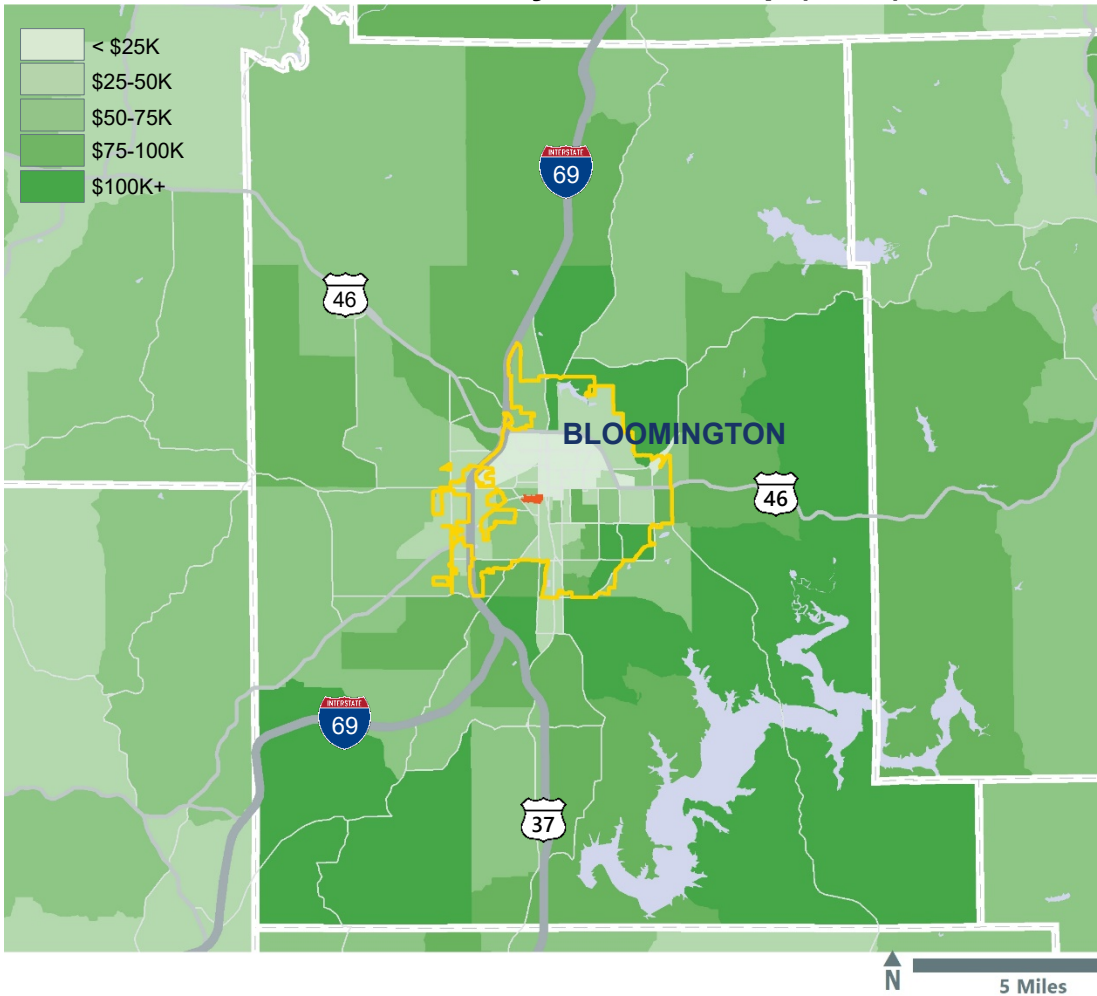
Bloomington Adult Population Change: 2010-2025



Source: City of Bloomington; SB Friedman; STATS Indiana; US Census Bureau  
[1] Compound Annual Growth Rate

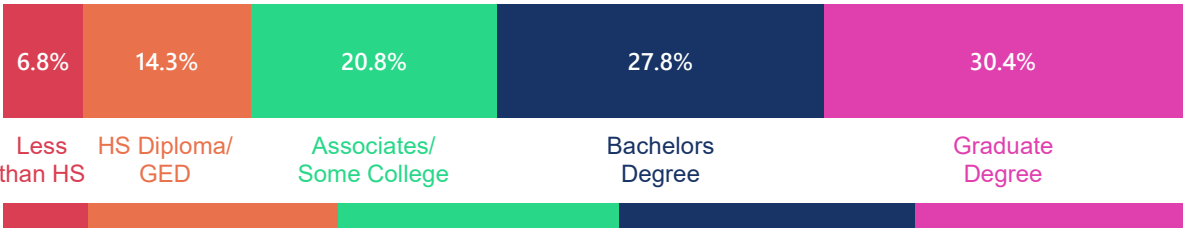
# Population/Household Characteristics

Median Household Income By Block Group (2019)



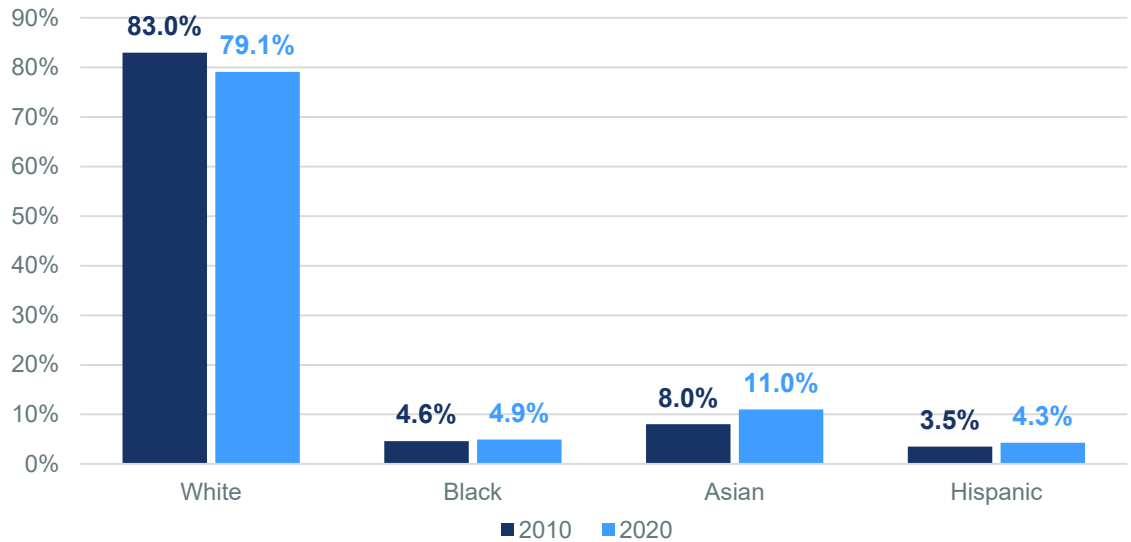
Source: Esri Business Analyst; SB Friedman

Bloomington Adult Educational Attainment, 2020



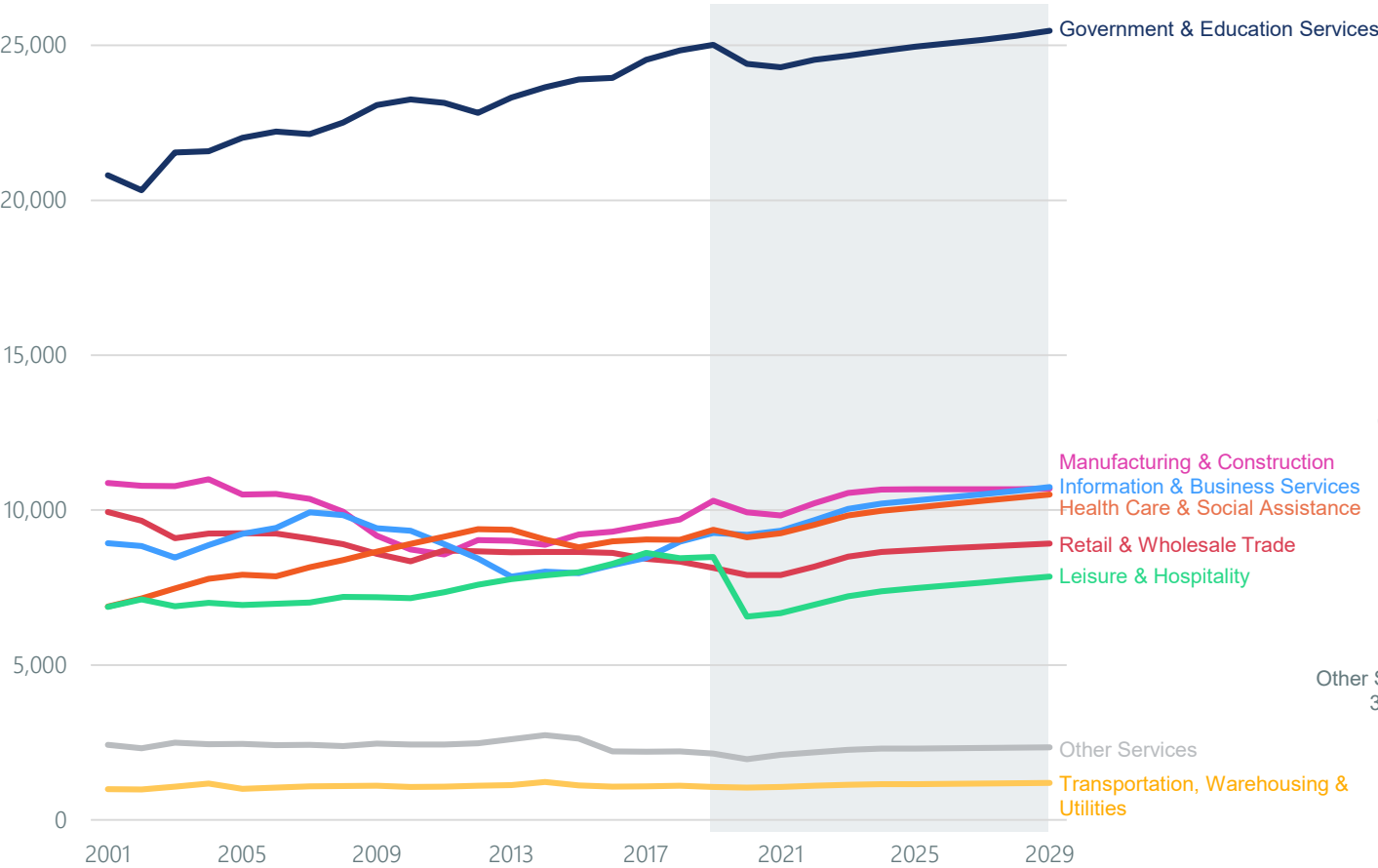
Monroe County, 2020

Demographic Change, 2010-2020

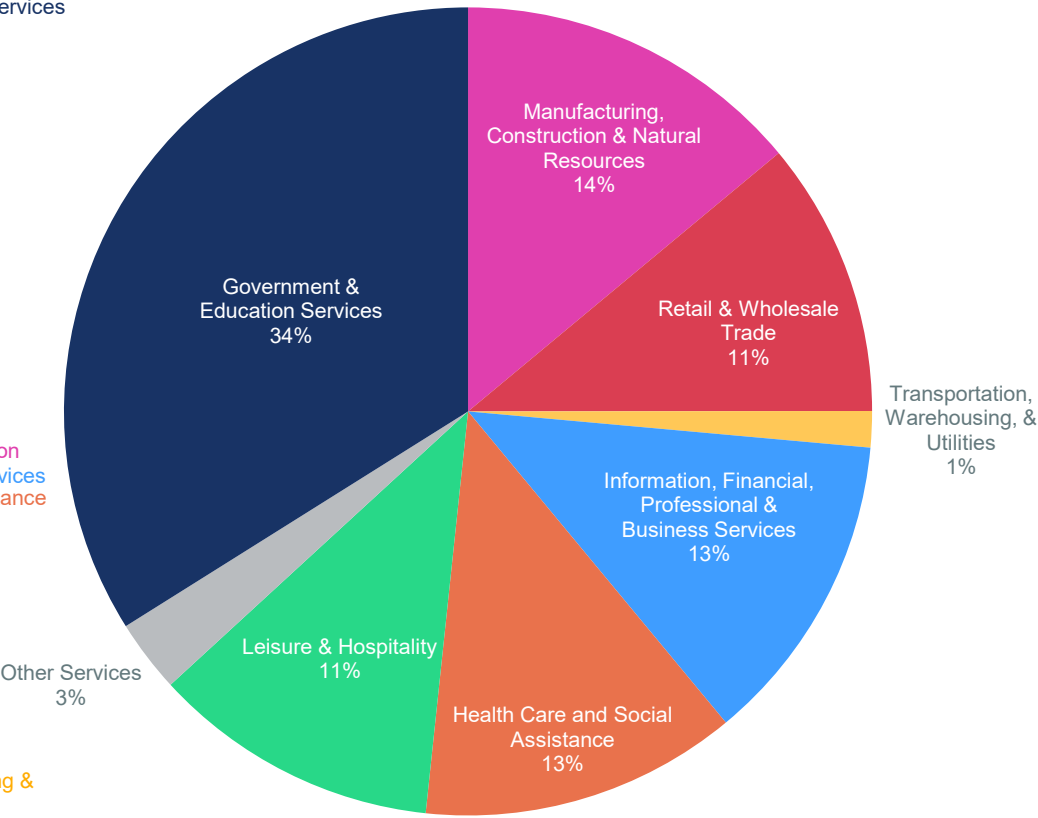


# Workforce Characteristics

Historic and Projected Employment: 2001-2029



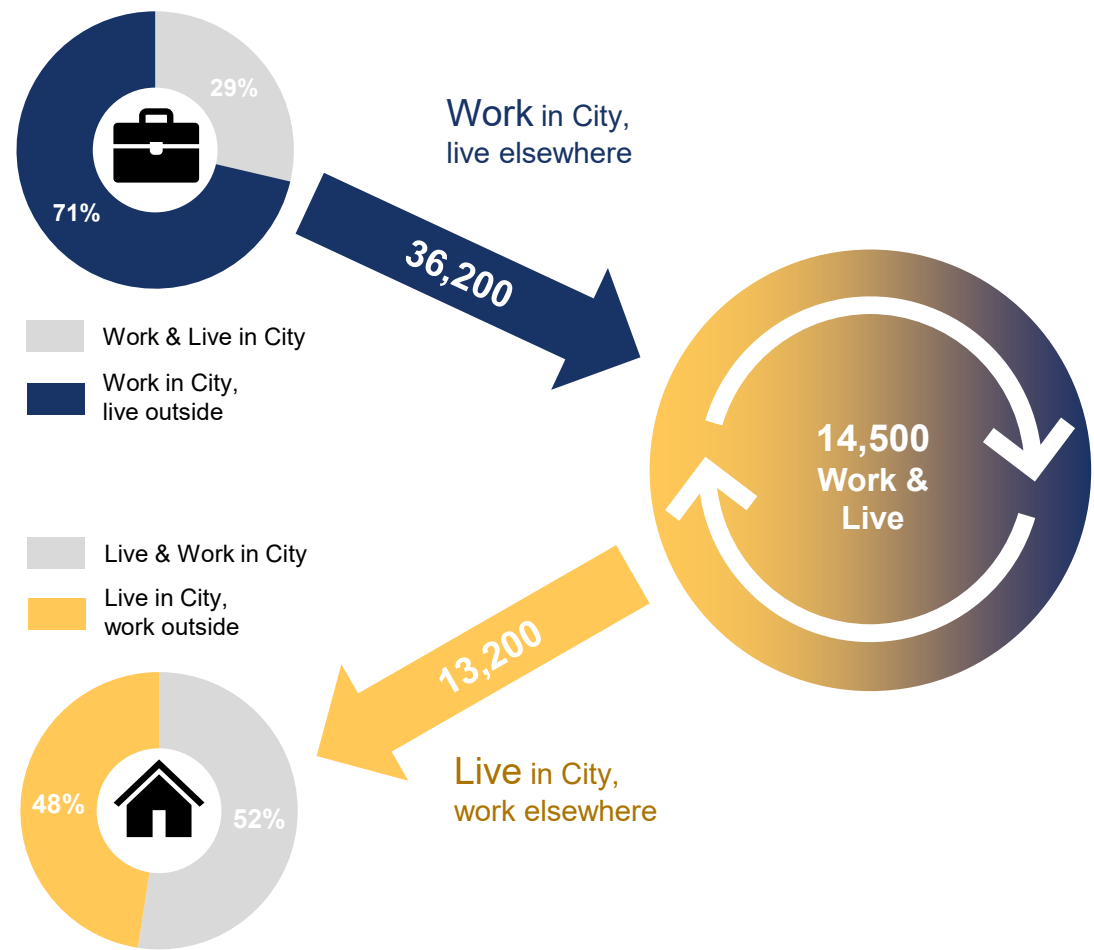
Workforce Composition, 2019



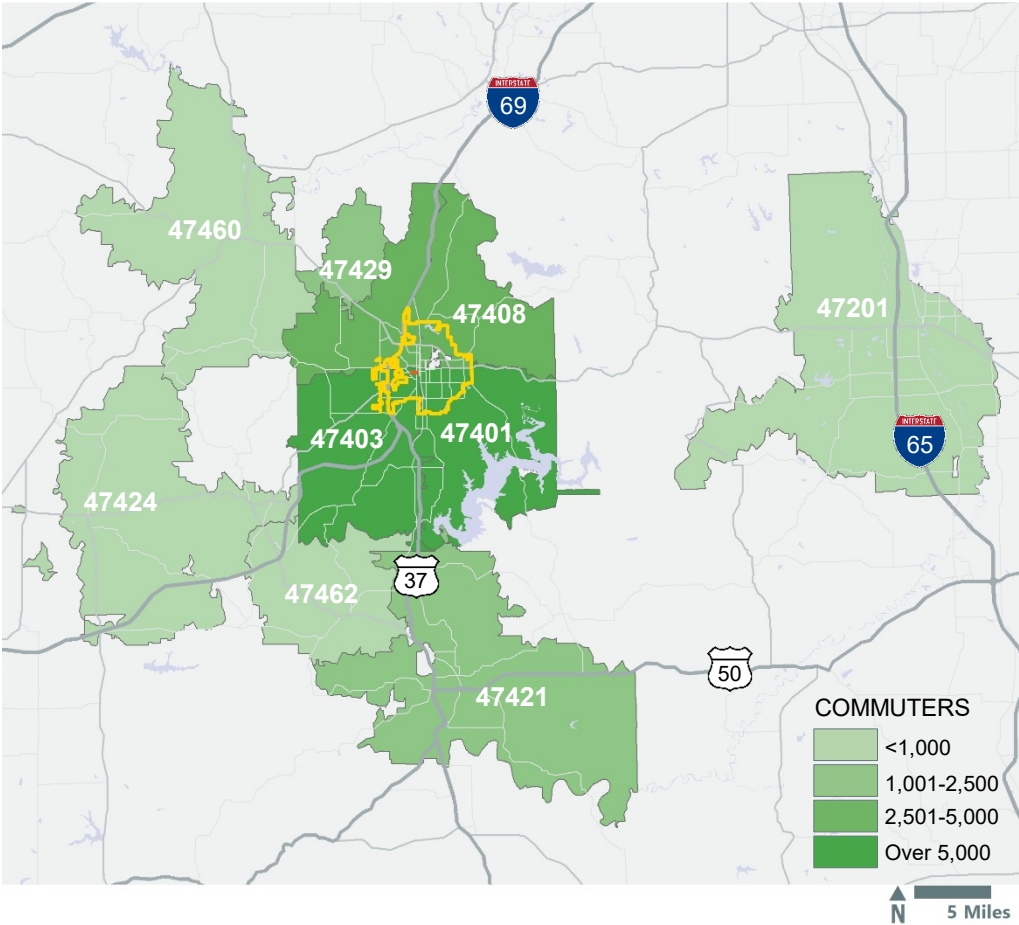
Source: Moody's; SB Friedman

# Workforce Characteristics

Workforce Commuting Patterns (All Jobs), 2017

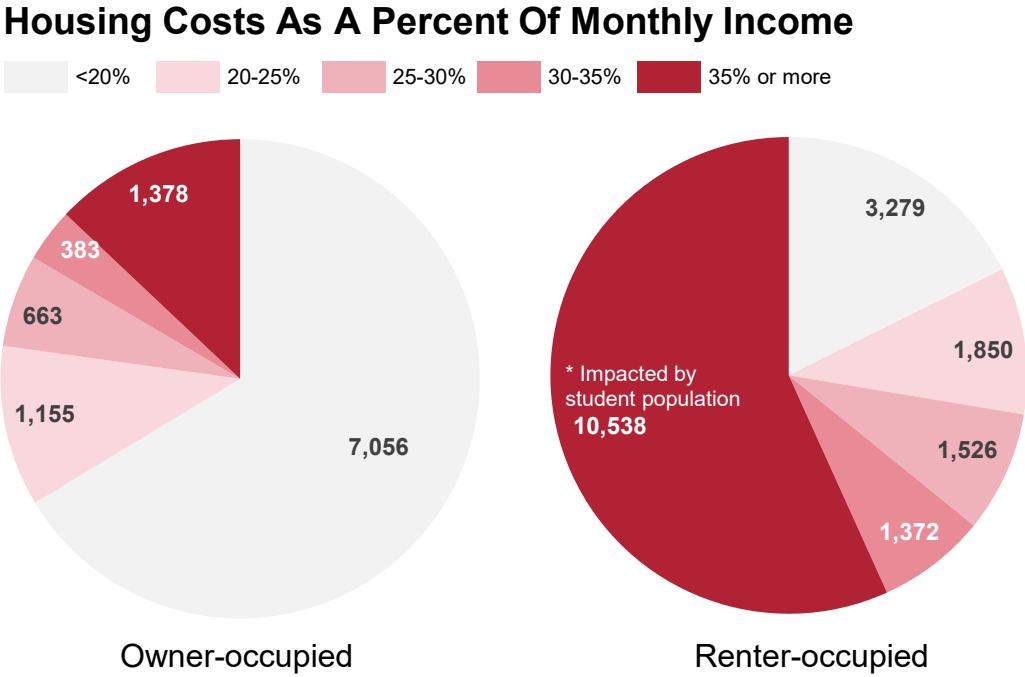
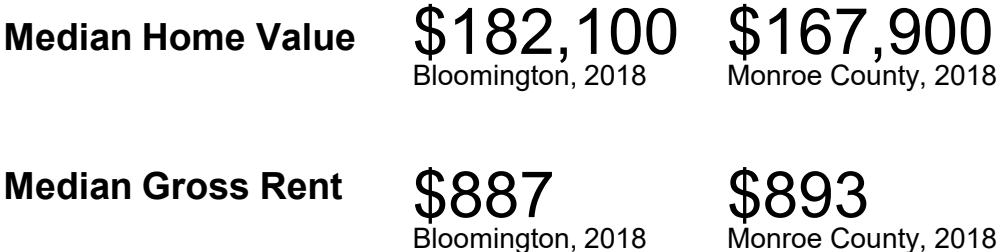
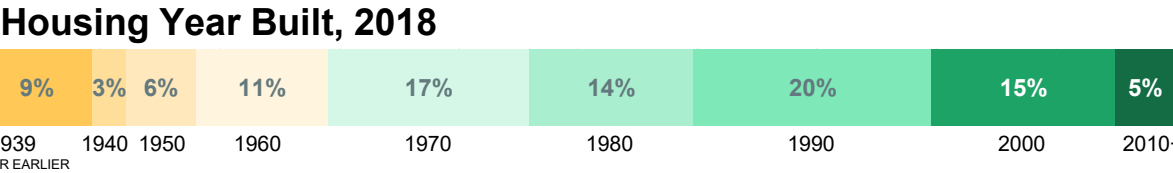
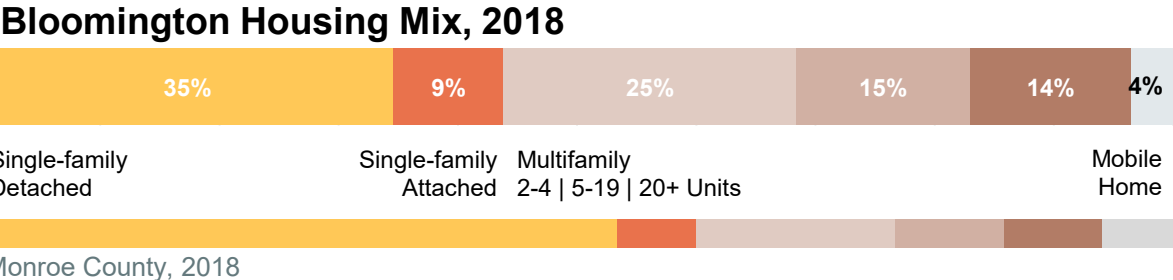
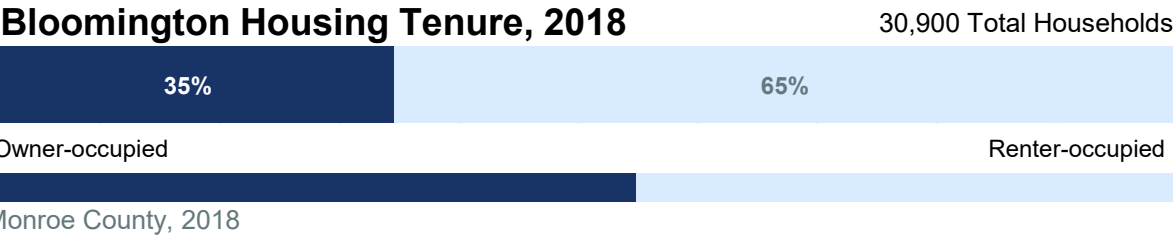


Top Zip Codes for Workforce Commuters (All Jobs), 2017



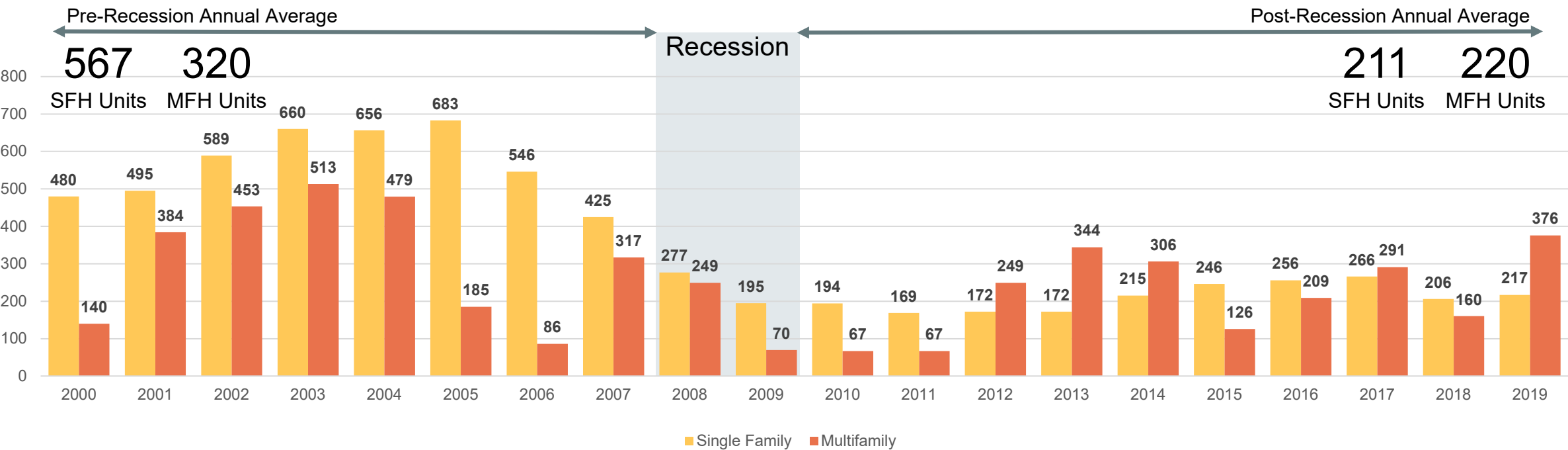
Source: SB Friedman; US Census Bureau Center for Economic Studies

# Existing Housing Supply



# Recent Housing Development

Monroe County Housing Permits By Year

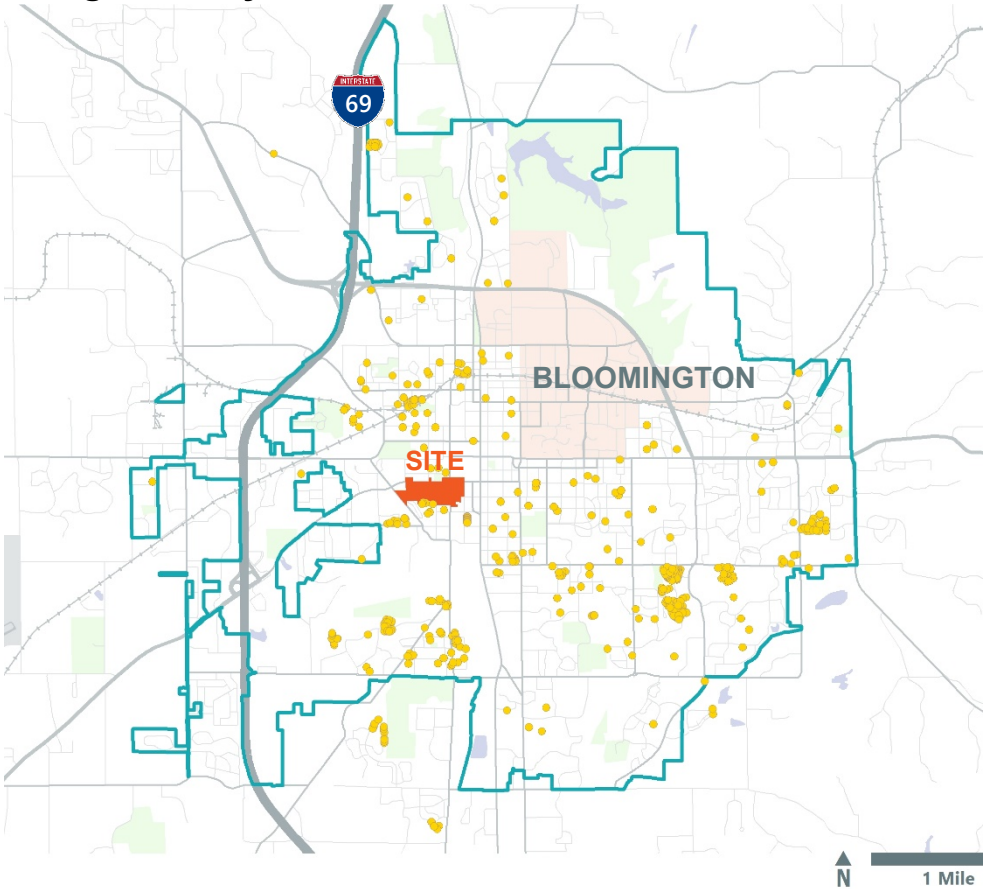


Source: SB Friedman; US Census Bureau

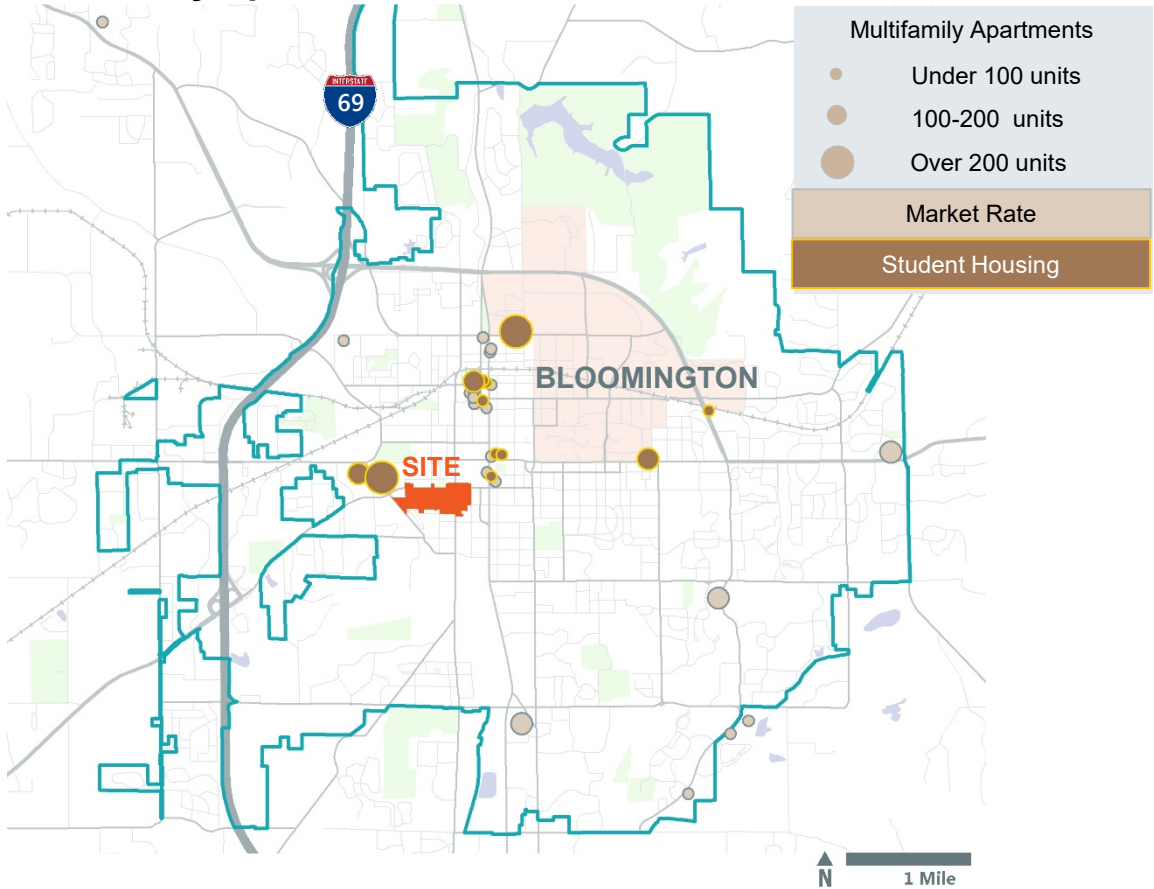


# Recent Housing Development

Single Family Homes Built Since 2010



Multifamily Apartments Built Since 2010



# Representative New Product

Single Family



Detached, for sale



Detached, for rent



Attached, for sale

Multifamily Rental



Core market

For-sale Condominium

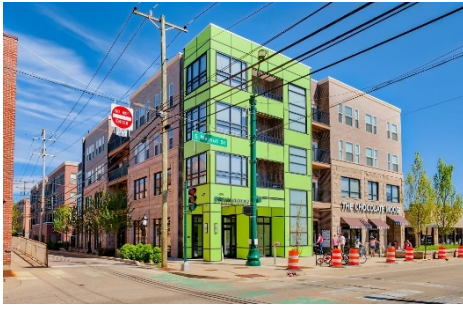


For sale

Rental Student Housing



Student occupied



Student oriented

Affordable Housing



Affordable



Permanent  
supportive



Senior affordable



# Recent Housing Development

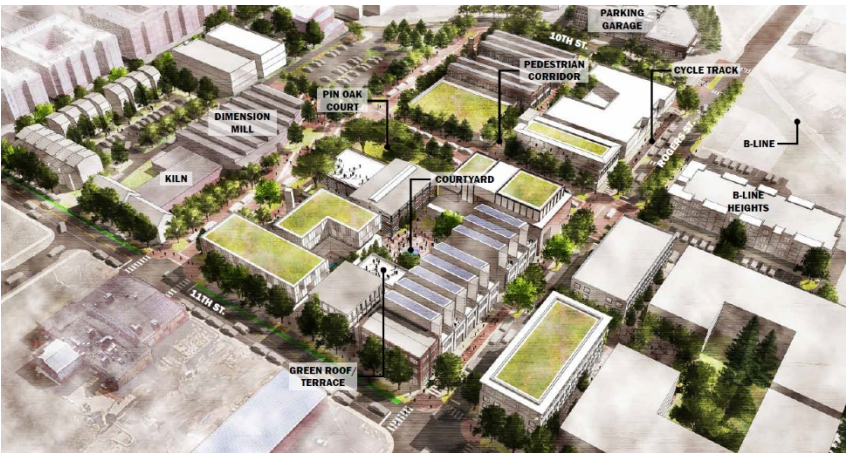
Renwick Development



Switchyard Park

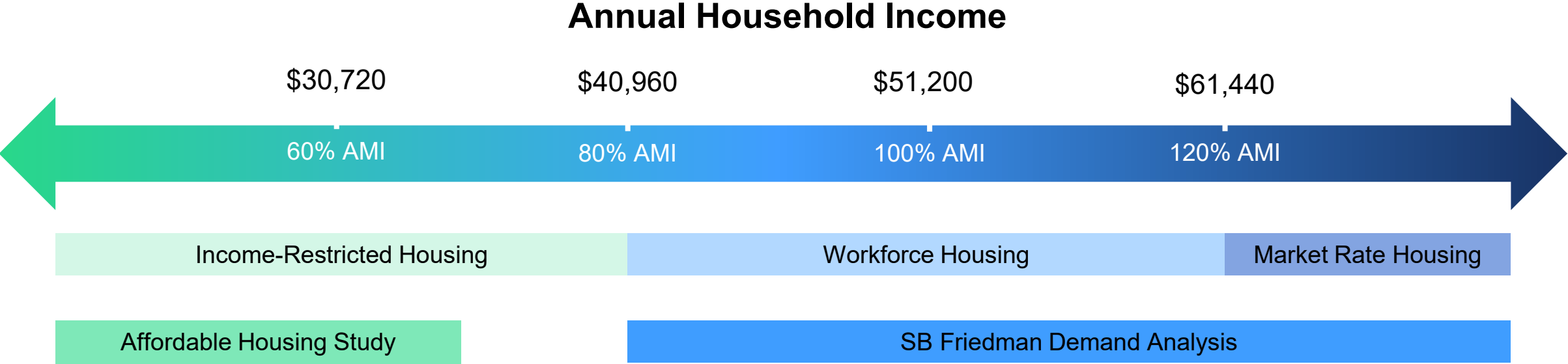


Trades District



Source: City of Bloomington; Rundell Ernstberger Associates; WS Property Group

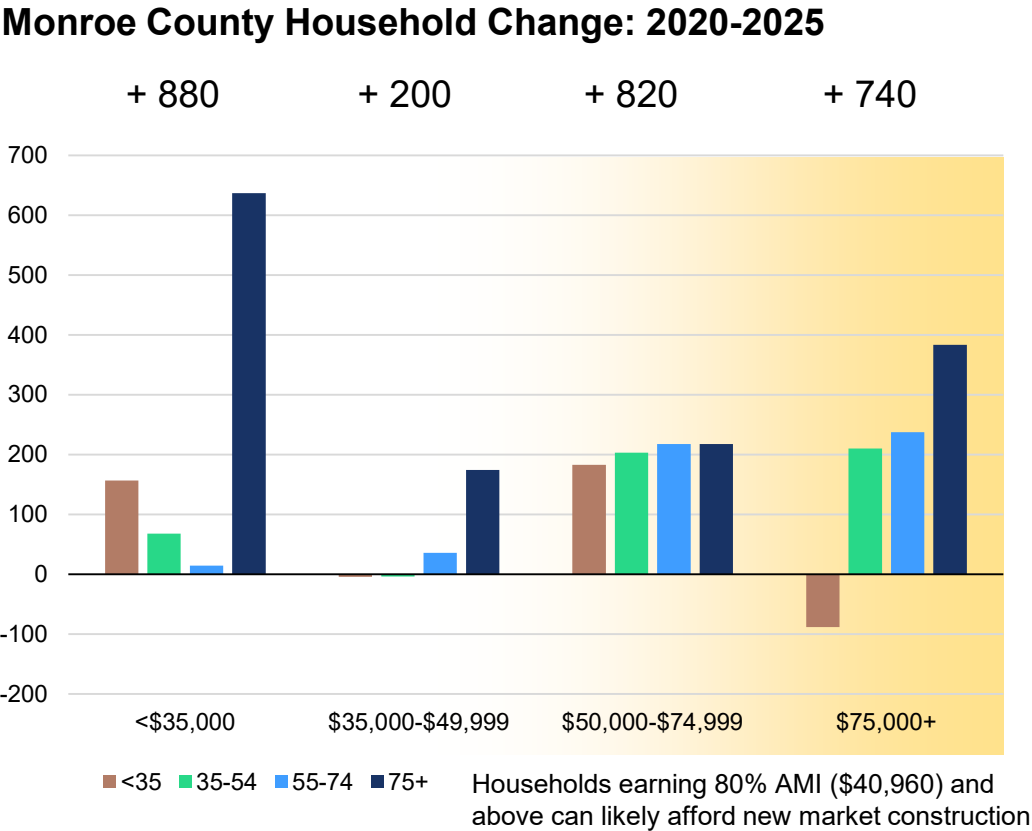
# Demand Analysis



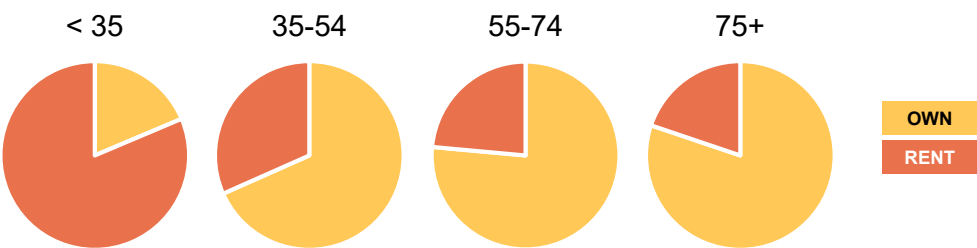
# Income-Restricted Housing Demand

| Demand Projections                             |                     |
|--|---------------------|
|  | 10-year City Demand |
| Owner-Occupied                                 |                     |
| • Sale price under \$130,000 (< 50% AMI)       | 605                 |
| • Sale price \$130,000 - \$200,000 (< 70% AMI) | 365                 |
| Renter-Occupied                                |                     |
| • Monthly rent less than \$700 (< 60% AMI)     | 808                 |
| TOTAL DEMAND                                   | 1,778               |

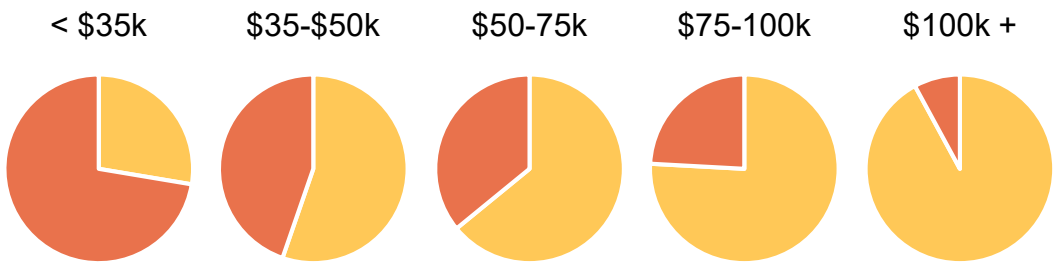
# Workforce & Market-Rate Housing Demand



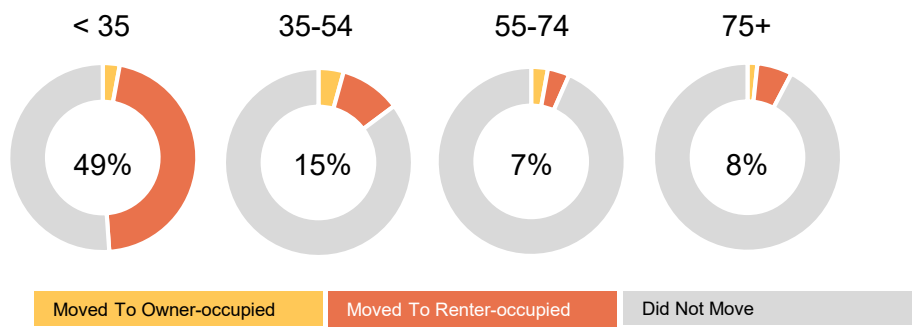
Preferences  
by Age of  
Householder



Preferences  
by Income of  
Householder

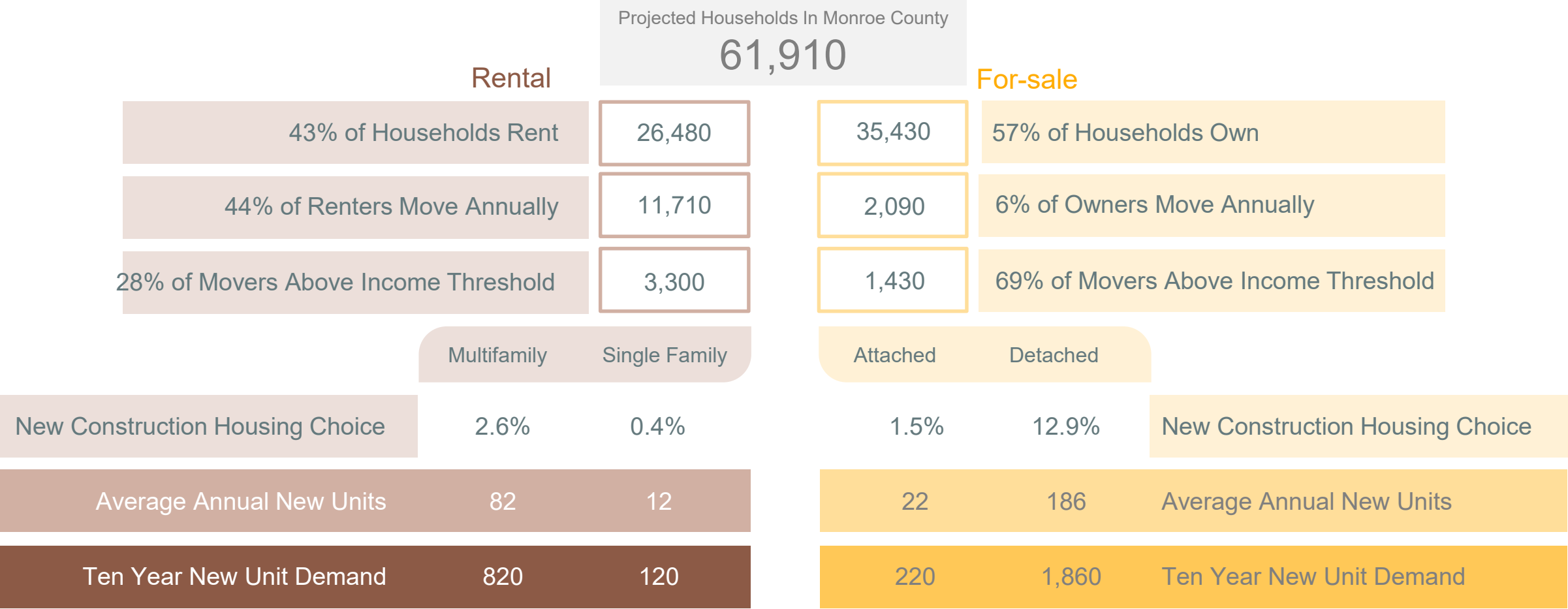


Residential  
Mobility  
by Age of  
Householder

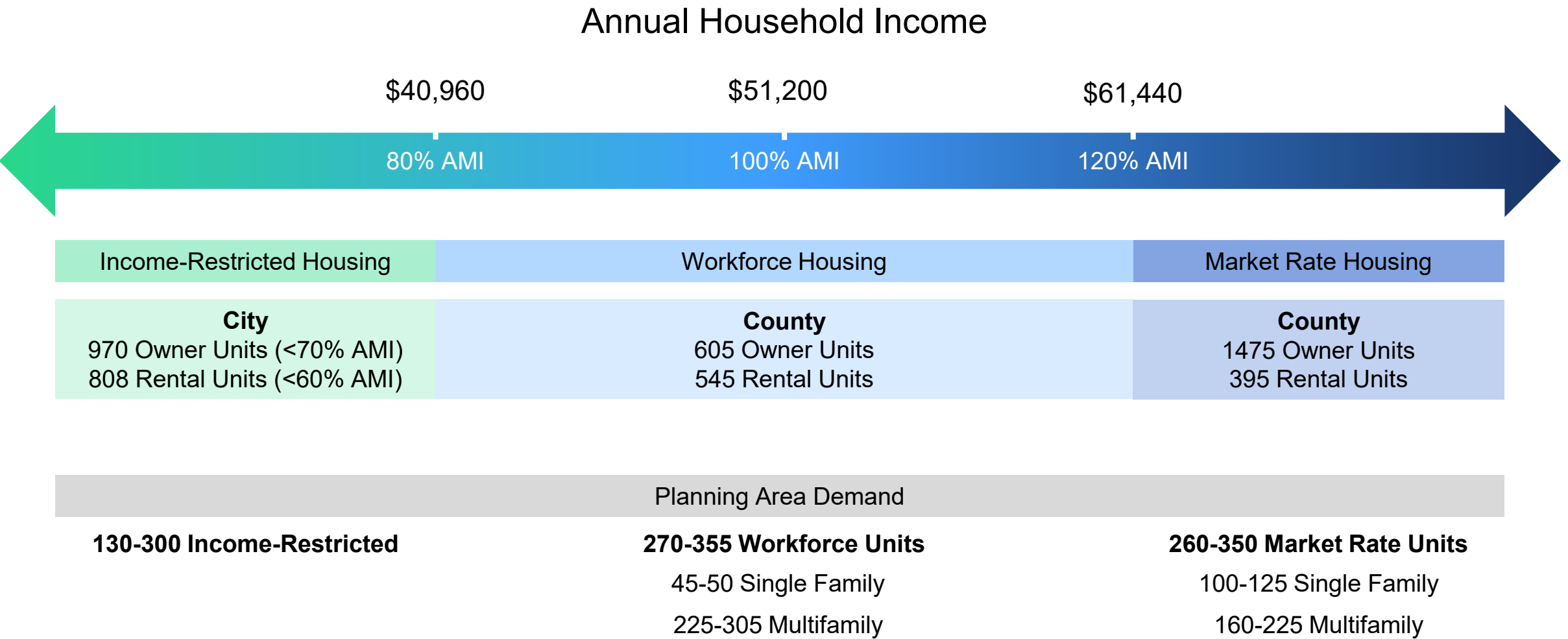




# Workforce & Market-Rate Housing Demand



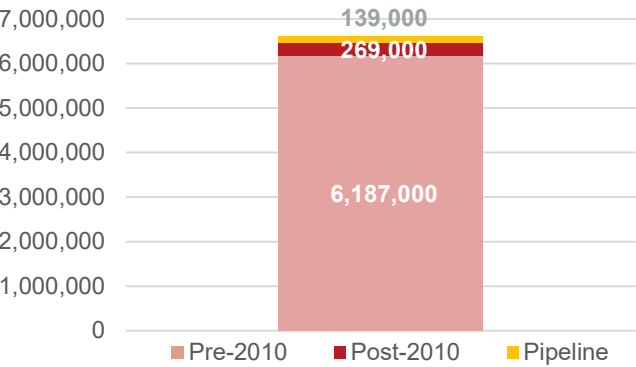
# 10-Year Demand & Planning Area Capture





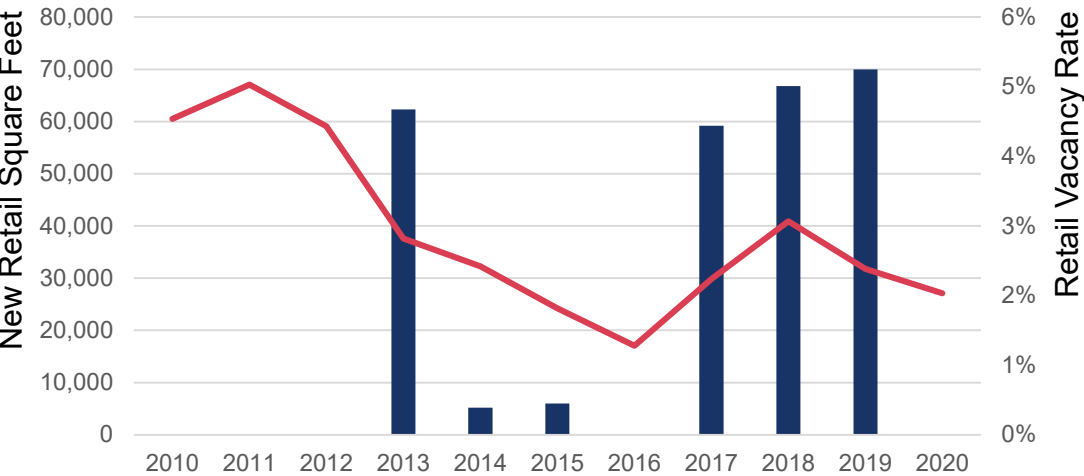
# Existing Retail Supply

Retail RBA, Bloomington



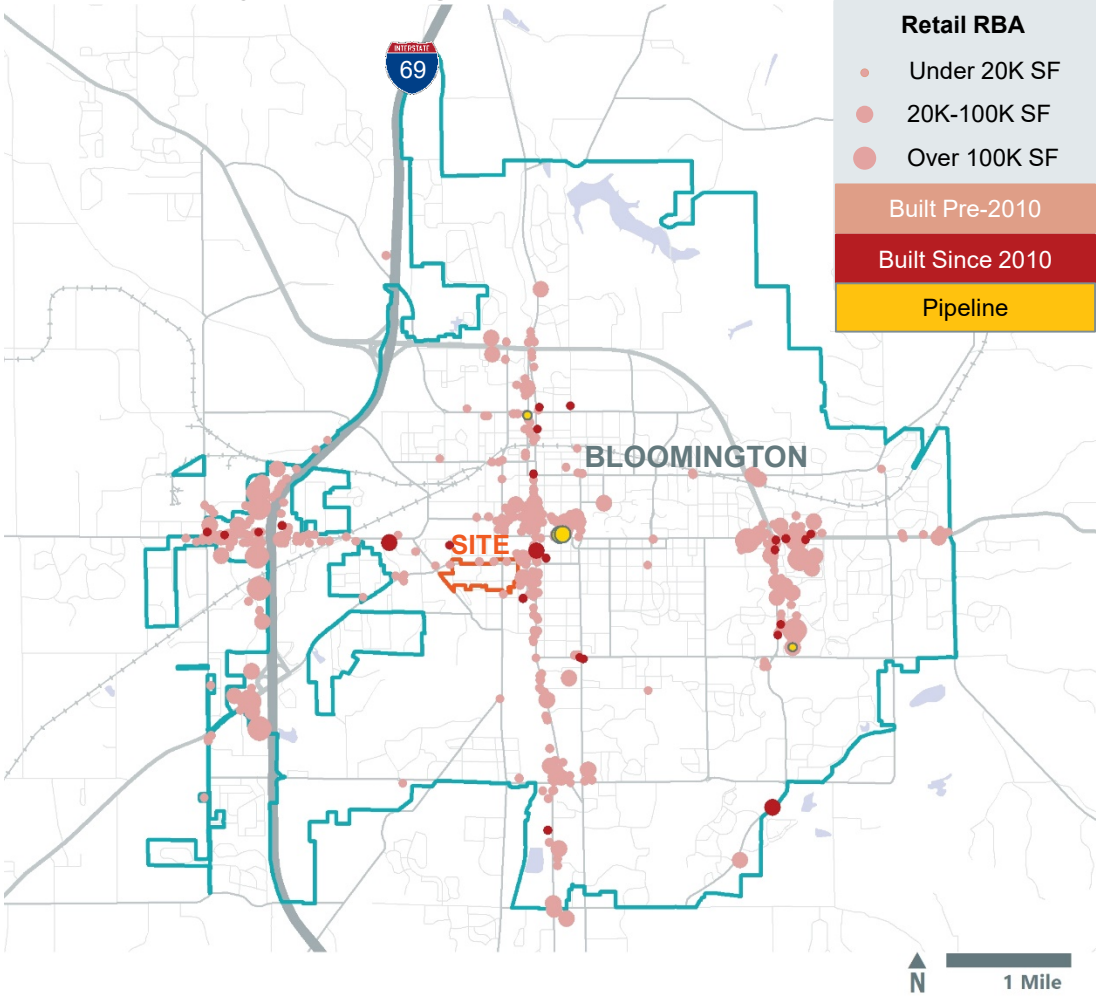
**\$15.37**  
Average per  
SF Rents

Retail Deliveries And Vacancy, Bloomington



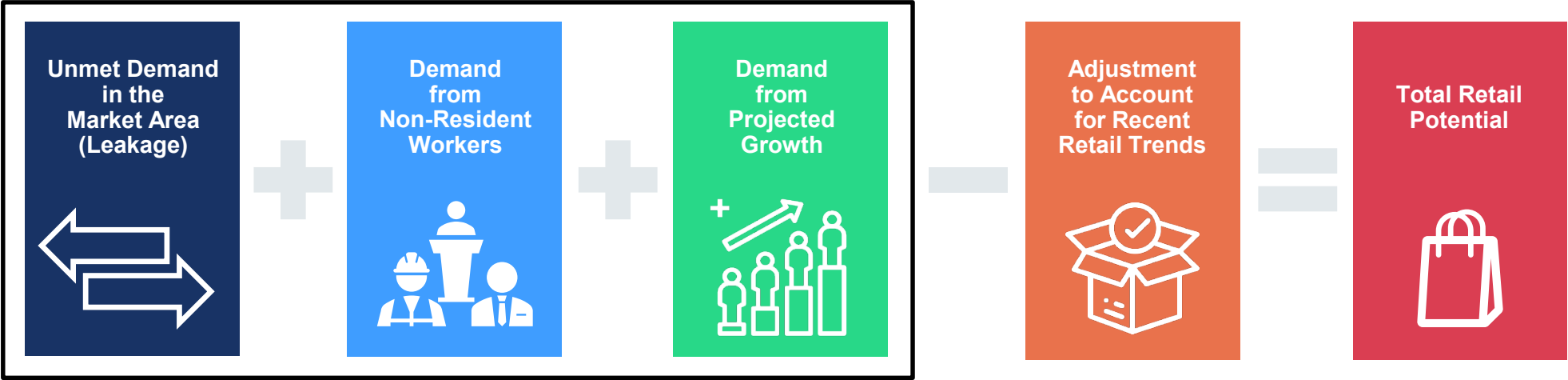
Source: CoStar; SB Friedman

Retail Supply, Bloomington



# Retail Demand Considerations

## Primary Indicators of Demand



# Retail Demand Projections

## Retail Demand Model

|                                |  | Market-Wide Demand | Square Feet (SF) Captured on Site |
|--------------------------------|--|--------------------|-----------------------------------|
| General Merchandise            | <div><div></div><div></div><div></div></div> | \$89.5 M           | 20,000                            |
| Grocery                        | <div><div></div><div></div><div></div></div> | \$17.1 M           | 0                                 |
| Health & Wellness              | <div><div></div><div></div><div></div></div> | \$16.5 M           | 11,000                            |
| Dining & Drinks                | <div><div></div><div></div><div></div></div> | \$12.6 M           | 6,000                             |
| Small-Shop Specialty Retail    | <div><div></div><div></div><div></div></div> | \$12.2 M           | 6,000                             |
| Building & Gardening           | <div><div></div><div></div><div></div></div> | \$4.1 M            | 0                                 |
| Clothing & Accessories         | <div><div></div><div></div><div></div></div> | \$2.6 M            | 0                                 |
| Furniture & Furnishings        | <div><div></div><div></div><div></div></div> | \$1.7 M            | 0                                 |
| Electronics & Appliances       | <div><div></div><div></div><div></div></div> | \$1.5 M            | 0                                 |
| Sports, Hobbies, Books & Music | <div><div></div><div></div><div></div></div> | \$1.5 M            | 0                                 |
| TOTAL:                         |  |                    | 43,000 SF                         |

## INITIAL PHASES

- Up to 23,000 SF
- Dining & Drinks, Health & Wellness, Small-Shop Specialty Retail

## NEAR-TERM POTENTIAL

- ± 20,000 SF of General Merchandise + additional co-tenants

## LONG-TERM (5+ years)

- Flexibility within program & plan to respond to evolving market conditions

## PROGRAM CONSIDERATIONS

- Leverage visibility from higher traffic streets
- Leverage location proximate to the grocery anchor and B-Line Trail

# Preliminary Planning Area Demand Projections

## Residential Demand Projections

|   | 10-year<br>Projection |
|---|-----------------------|
| Market-Rate Housing (>120% AMI)         |                       |
| • Single Family Attached & Small Lot    | 100-125               |
| • Multifamily                           | 160-225               |
| Workforce Housing (80-120% AMI)         |                       |
| • Single Family Attached & Small Lot    | 45-50                 |
| • Multifamily                           | 225-305               |
| Income-Restricted Affordable (<80% AMI) | 130-300               |
| <b>TOTAL UNITS</b>                      | <b>660-1005</b>       |

## Retail Demand Projections

|                        | Potential for Site |
|------------------------|--------------------|
| • General Merchandise  | 20,000             |
| • Health & Wellness    | 11,000             |
| • Dining & Drinks      | 6,000              |
| • Specialty Retail     | 6,000              |
| <b>TOTAL RETAIL SF</b> | <b>43,000</b>      |

## KEY CONCLUSIONS

- **Mix of housing typologies and income levels** to create a dynamic residential neighborhood
- **Integration of retail with public realm** to create an active environment
- **Strategies and financial resources required** to meet unmet income-restricted housing needs

## NEXT STEPS

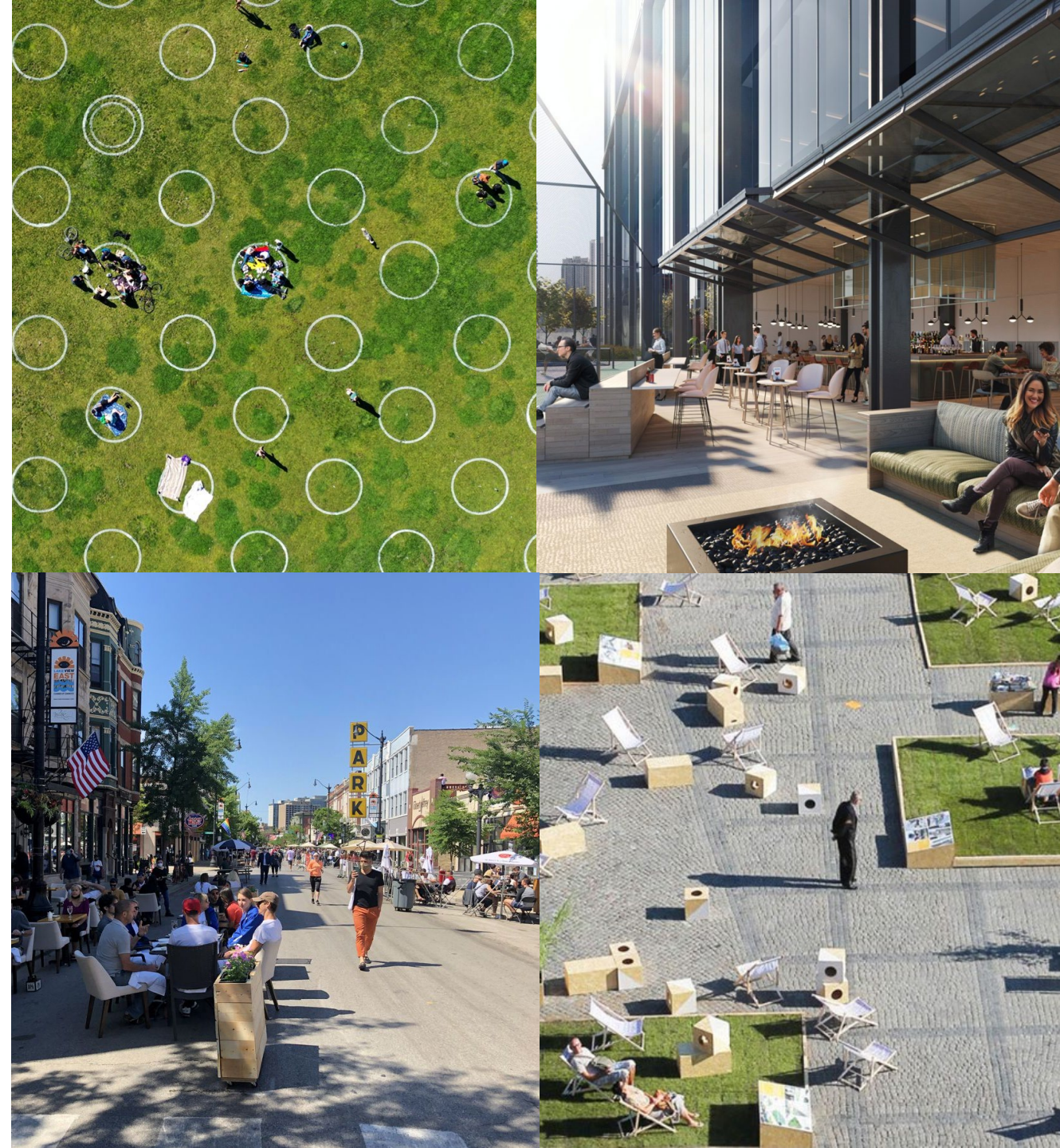
- Continued key informant and stakeholder outreach
- Refinement of development program to inform plan



# Pandemic Design Response

The recent Covid-19 pandemic has had an **unprecedented global impact on cities and social interaction**. Questions have arisen regarding the future of cities and the relationships of the people that inhabit them. In fact, the very existence of cities has come into question.

We believe **urban innovations** derived from the COVID-19 pandemic will allow us to prepare for future public health challenges and that **urban design can be the immune system of cities**.





# City Insights

Despite the current pandemic, cities continue to offer people a place to live, work, meet their daily needs and benefit from social connections.

Cities are needed now more than ever.

How can we make them better?

- transformation of streets
- reconsideration of underutilized public space
- defines a neighborhood structure that creates social and economic equity
- provide greater access to open space
- interconnected network of live-work hubs
- urban district that meets the daily needs of its residents within a 10-minute bicycle ride or a 20-minute walk

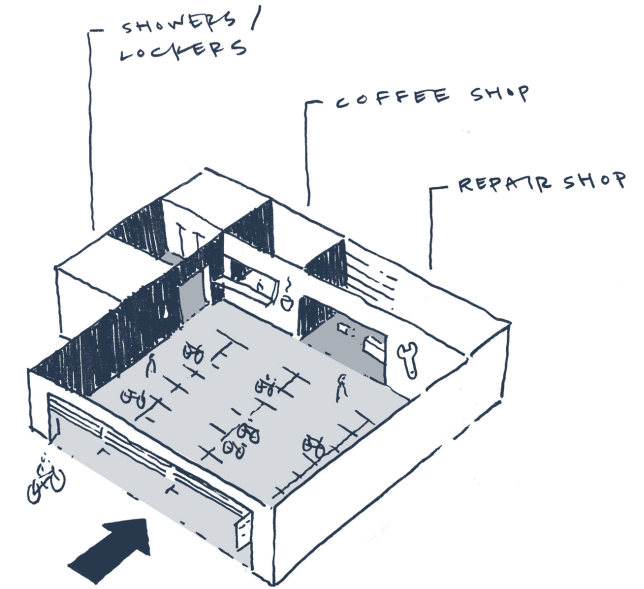
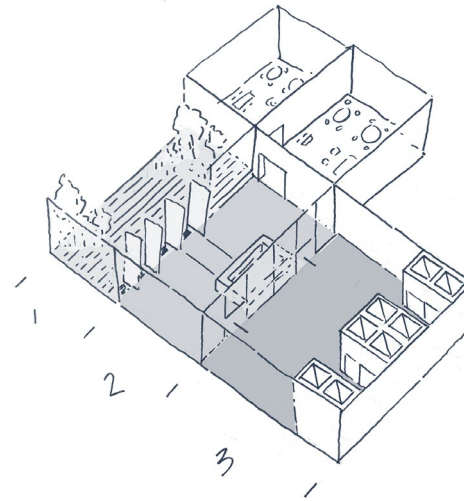


# Future Innovations

## Future office space

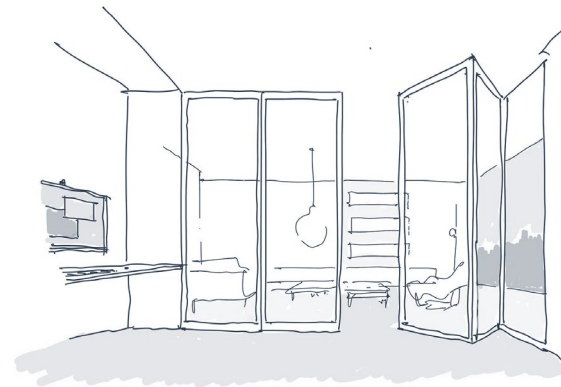
Many companies, once reluctant to consider remote working models now consider it a part of a future-now workplace strategy.

- Healthy spaces/outside-in
- Open space/secure zones
- Meeting spaces/not rooms
- Measured office/infrastructure



## Future housing

The most significant will be drawn from two larger trends: the need to accommodate the desire and potential future need to work from home, and the need to preserve health in high-density environments

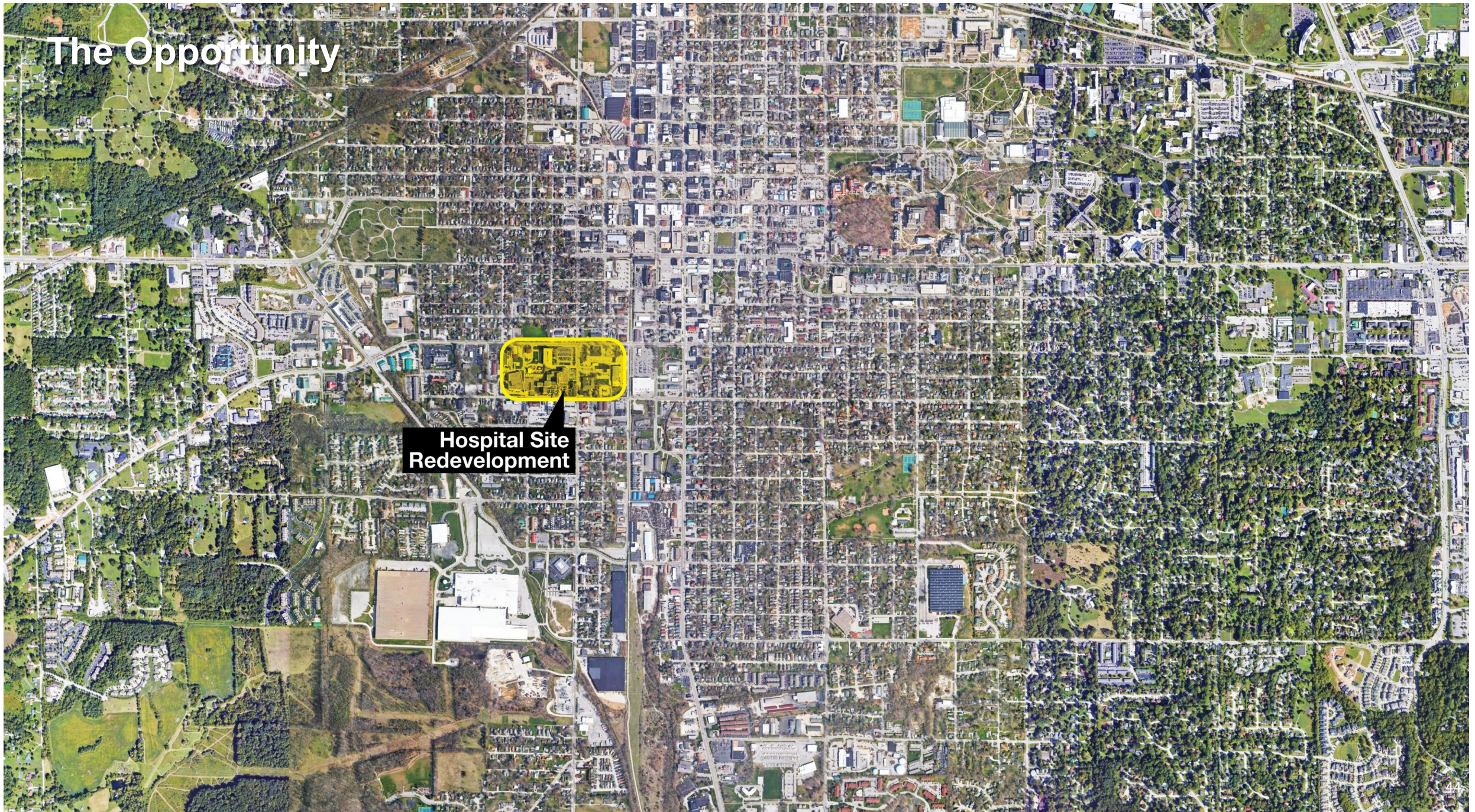




# Planning Strategies

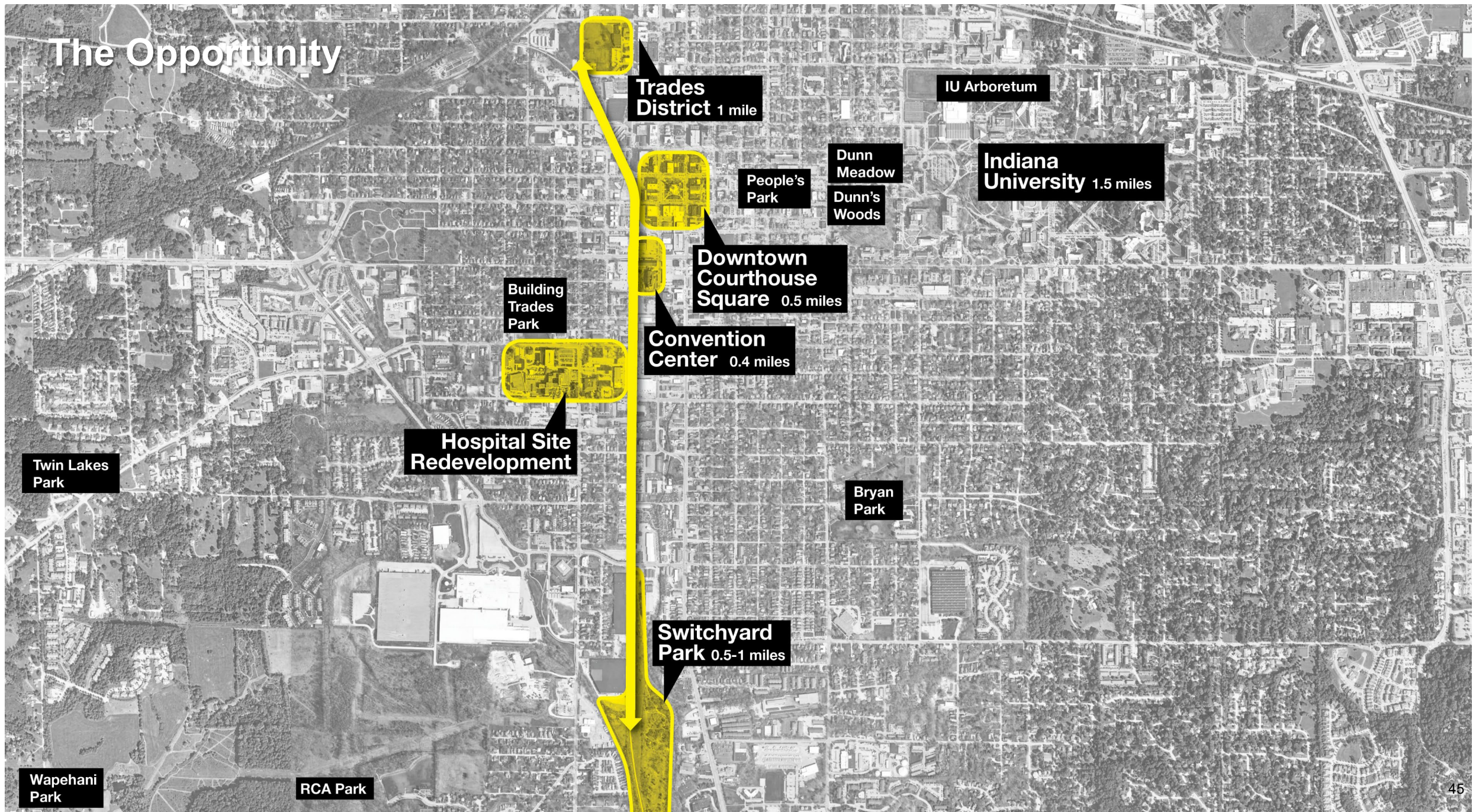


# The Opportunity



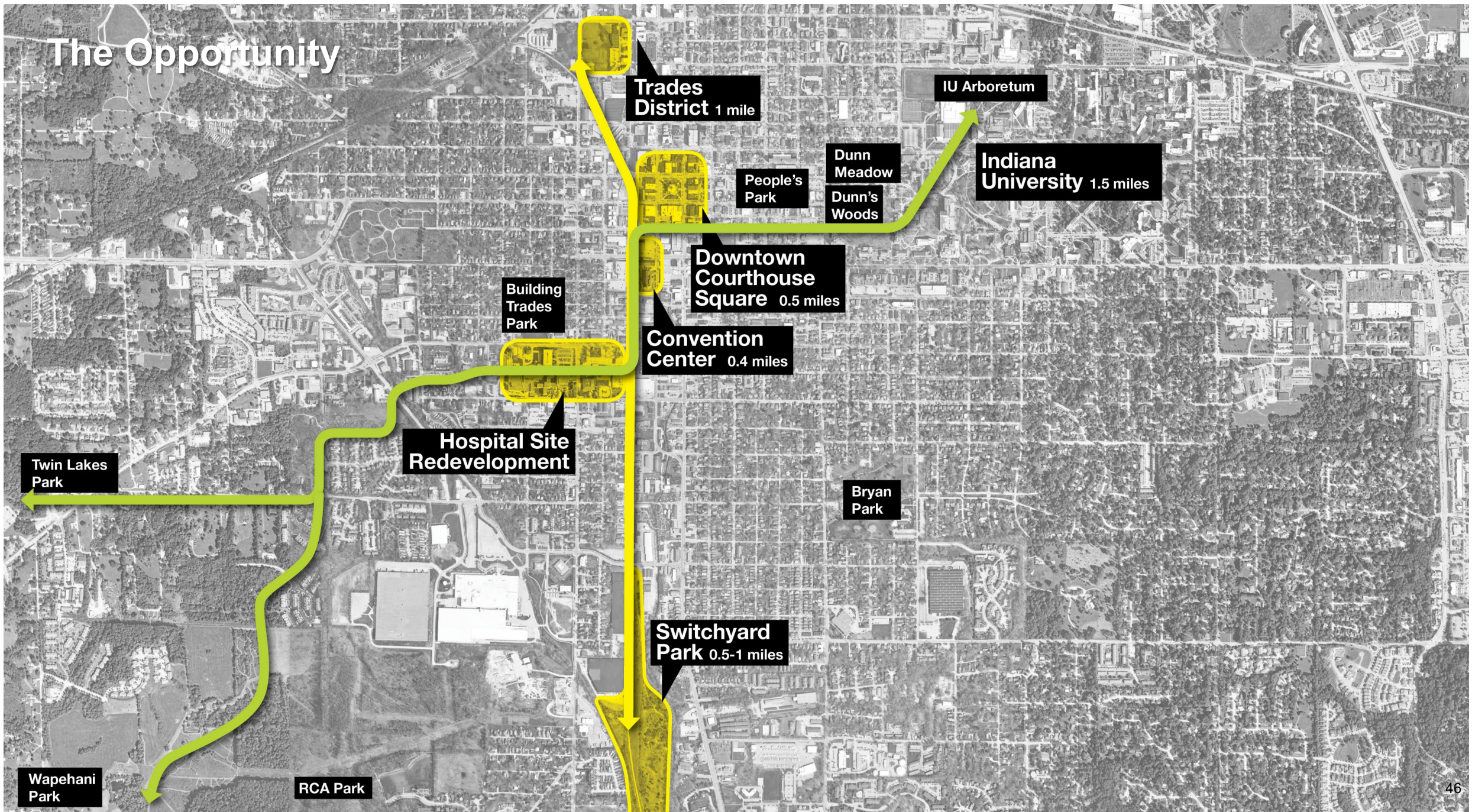


# The Opportunity



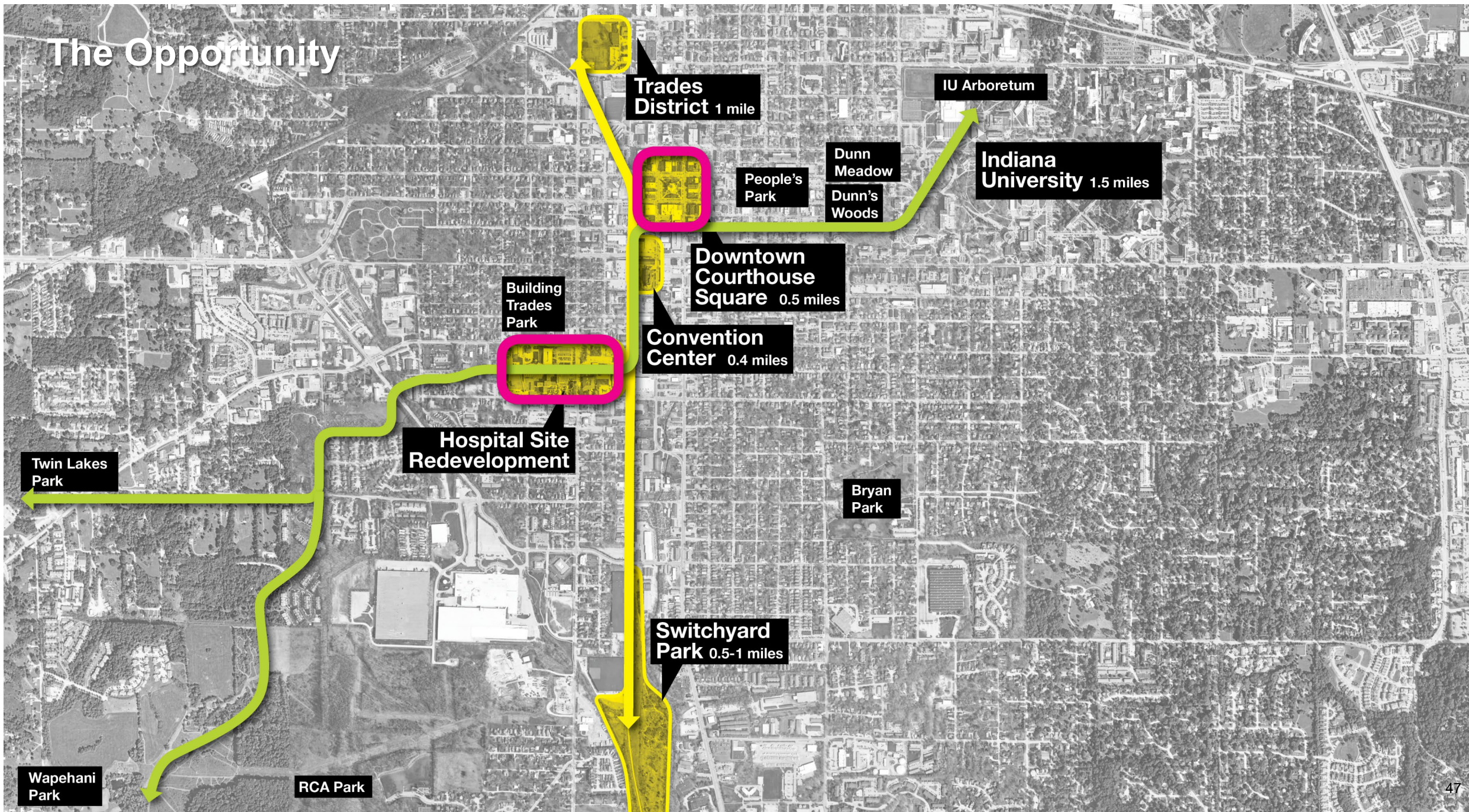


# The Opportunity





# The Opportunity

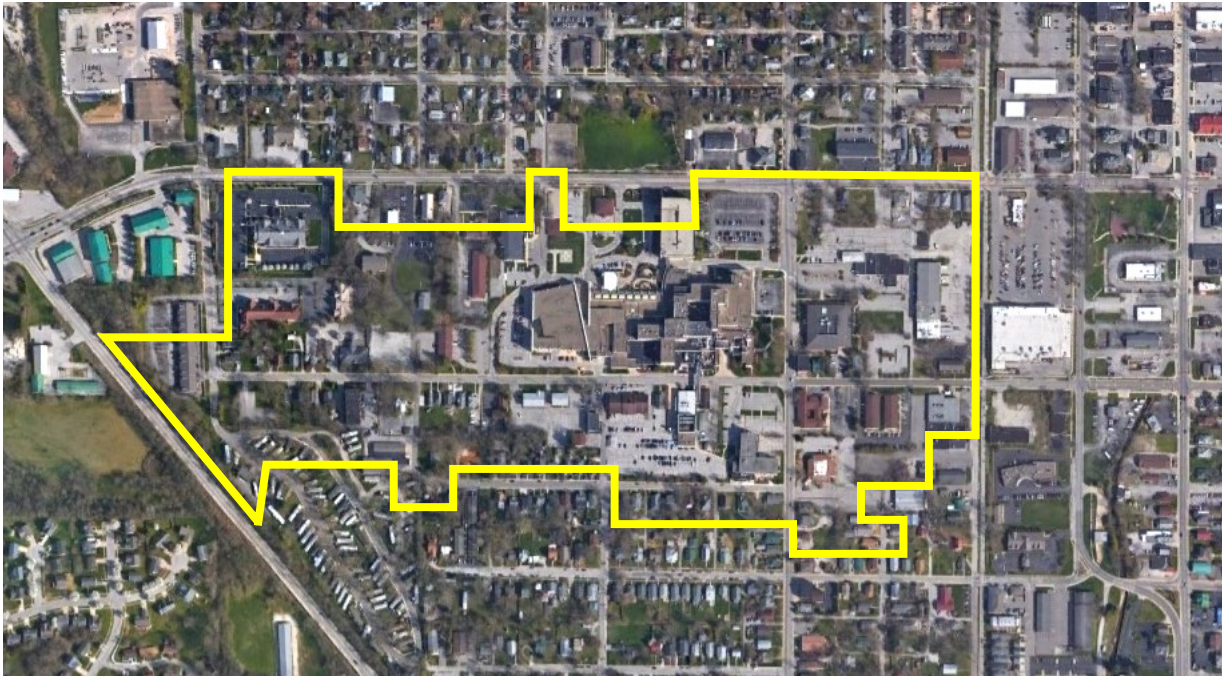




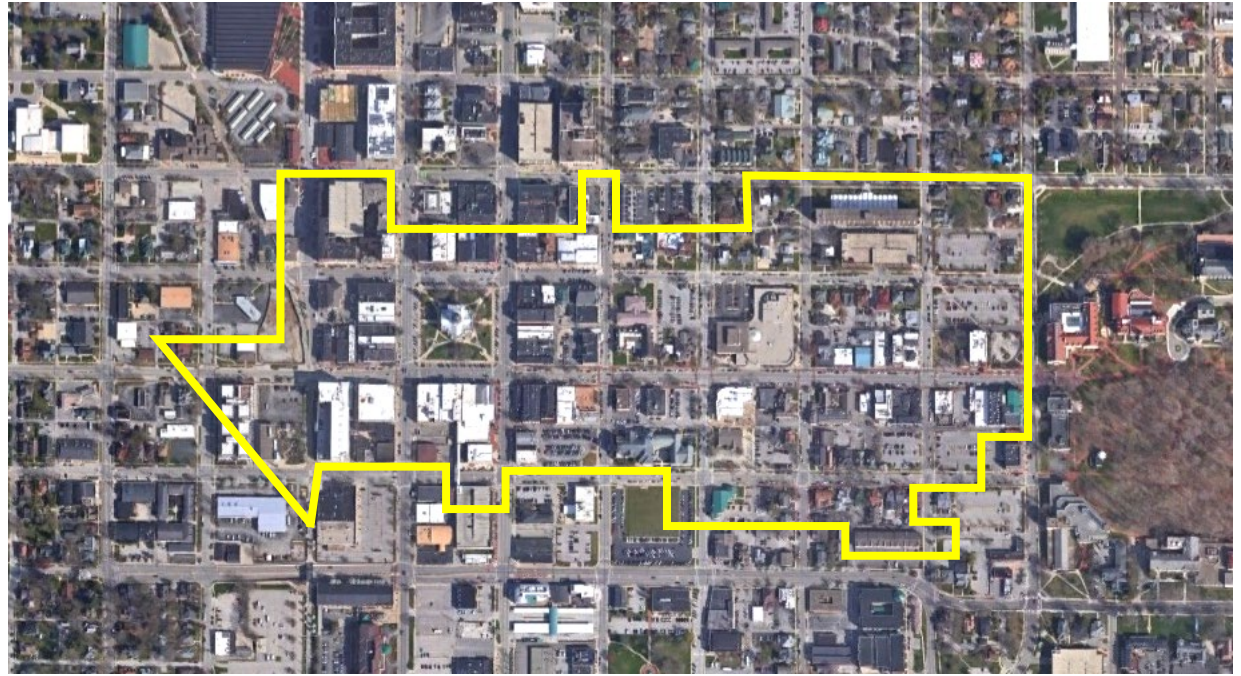




## Study Area - Scale



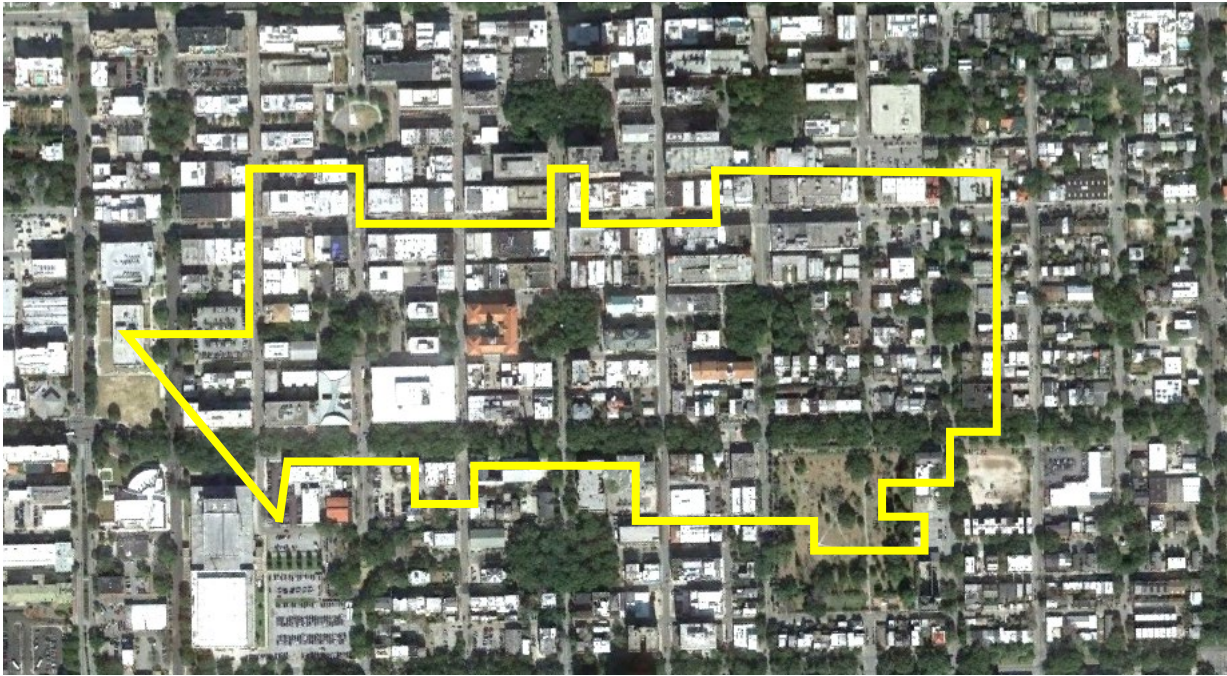
**Study Area ( $\pm$  76 acres)**



**Downtown Bloomington**



**Study Area - Scale**



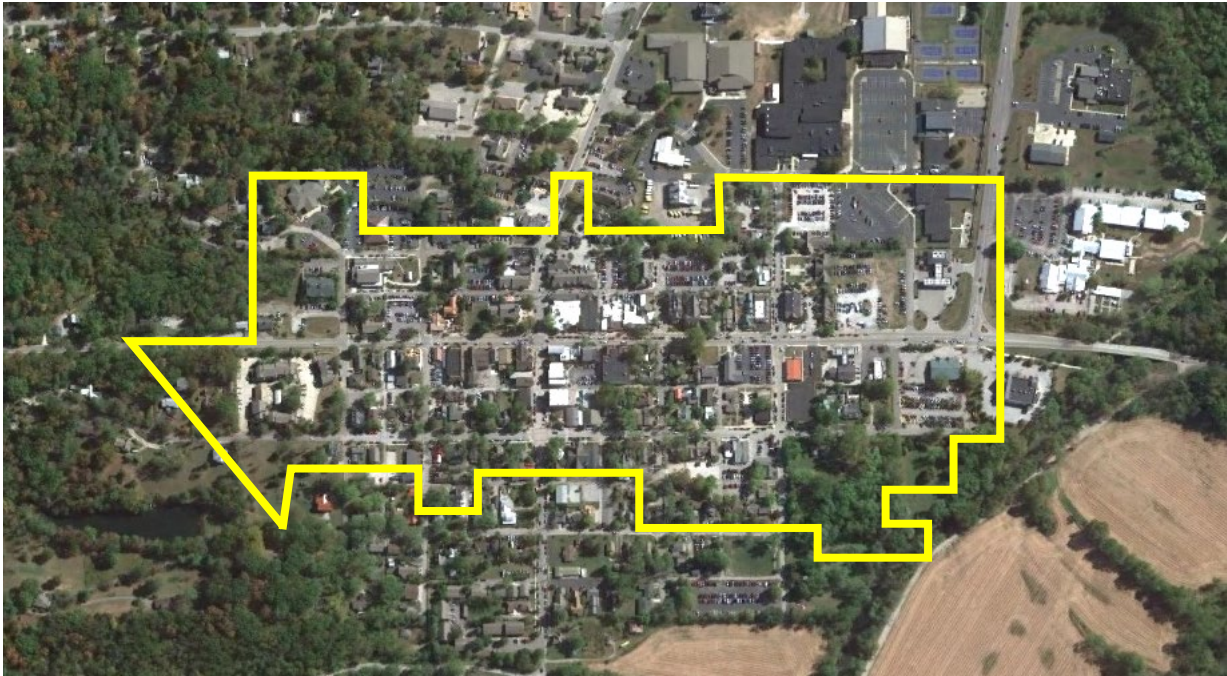
**Savannah, Georgia**



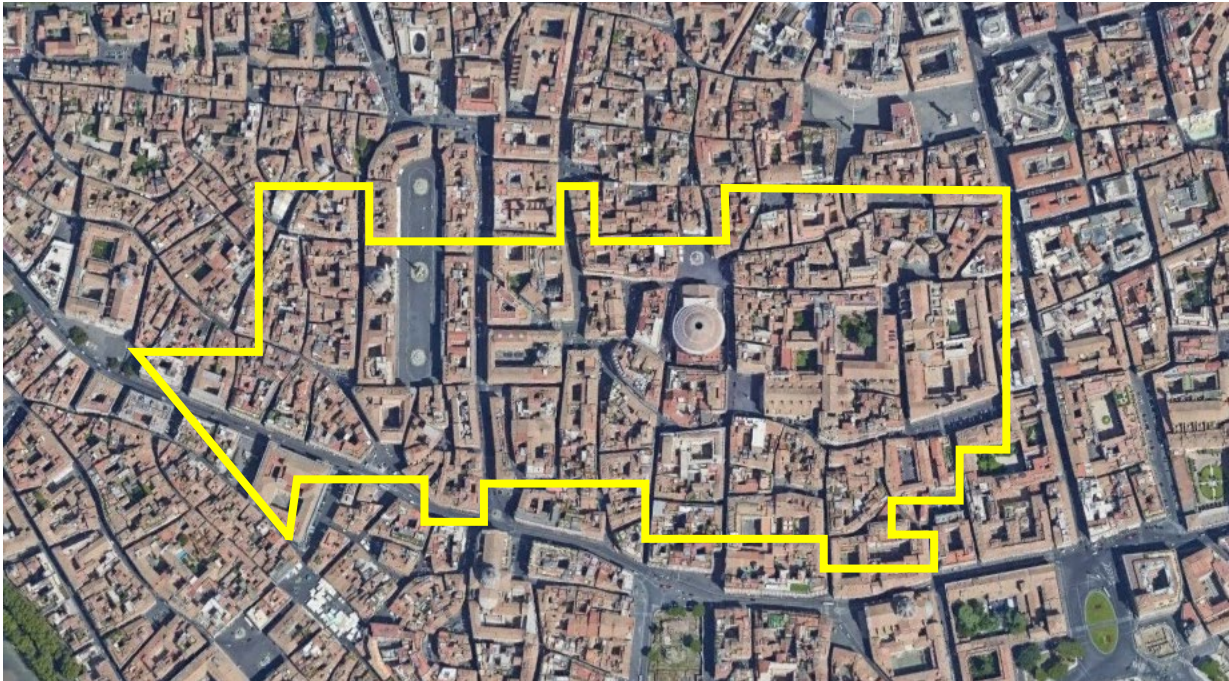
**Portland, Oregon**



**Study Area - Scale**



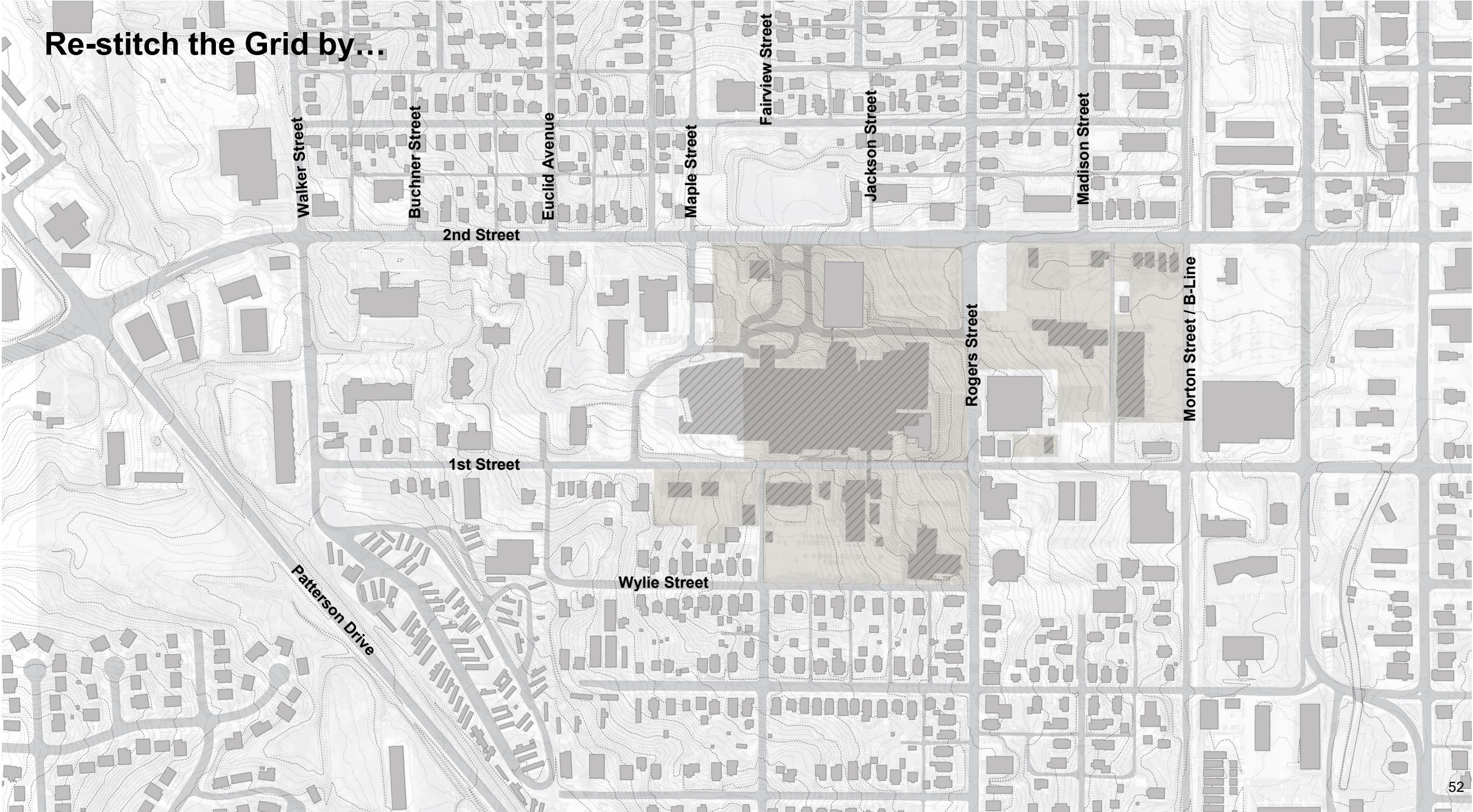
**Nashville, Indiana**



**Rome, Italy**



Re-stitch the Grid by...



Walker Street

Buchner Street

Euclid Avenue

Maple Street

Fairview Street

Jackson Street

Madison Street

2nd Street

1st Street

Patterson Drive

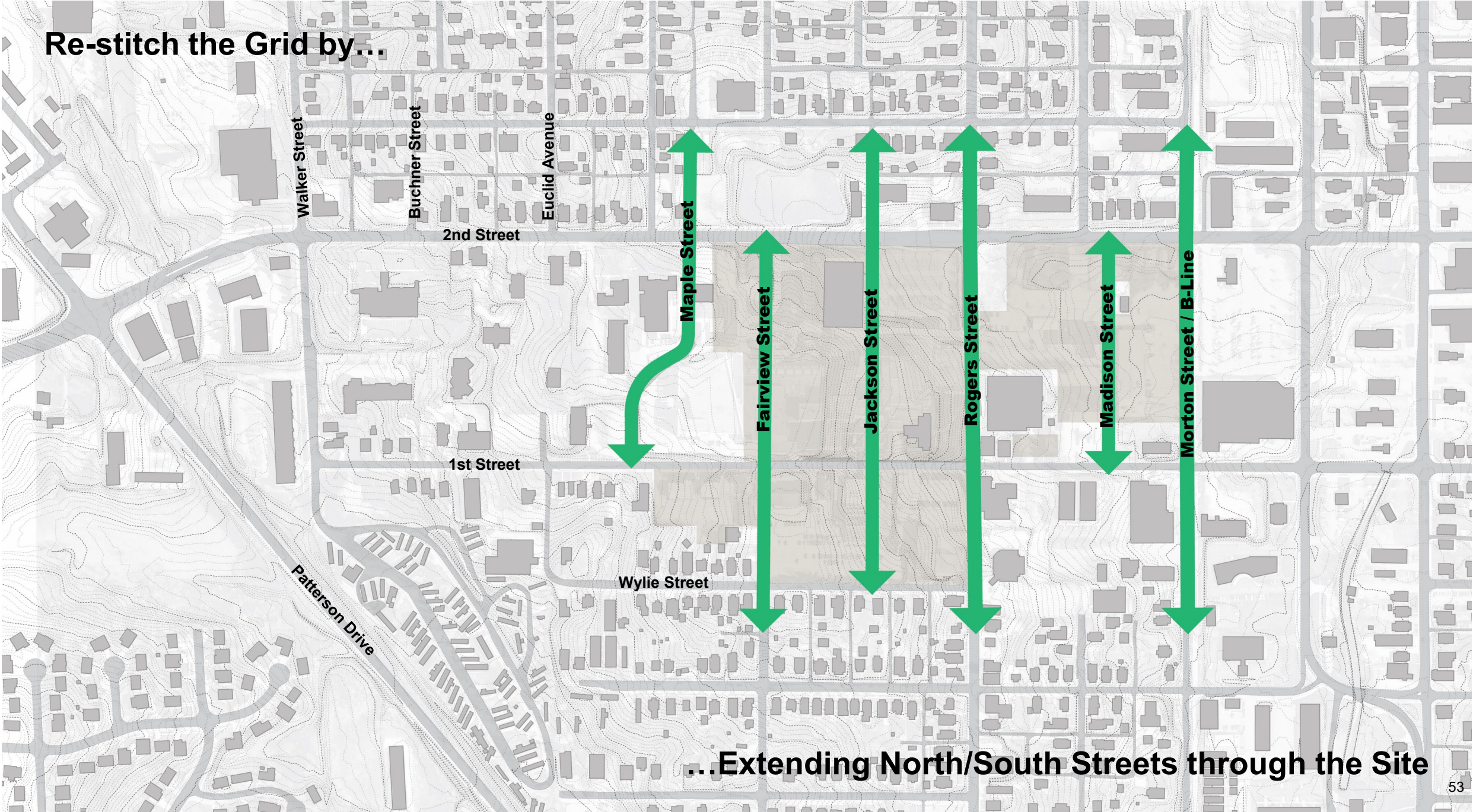
Wylie Street

Rogers Street

Morton Street / B-Line



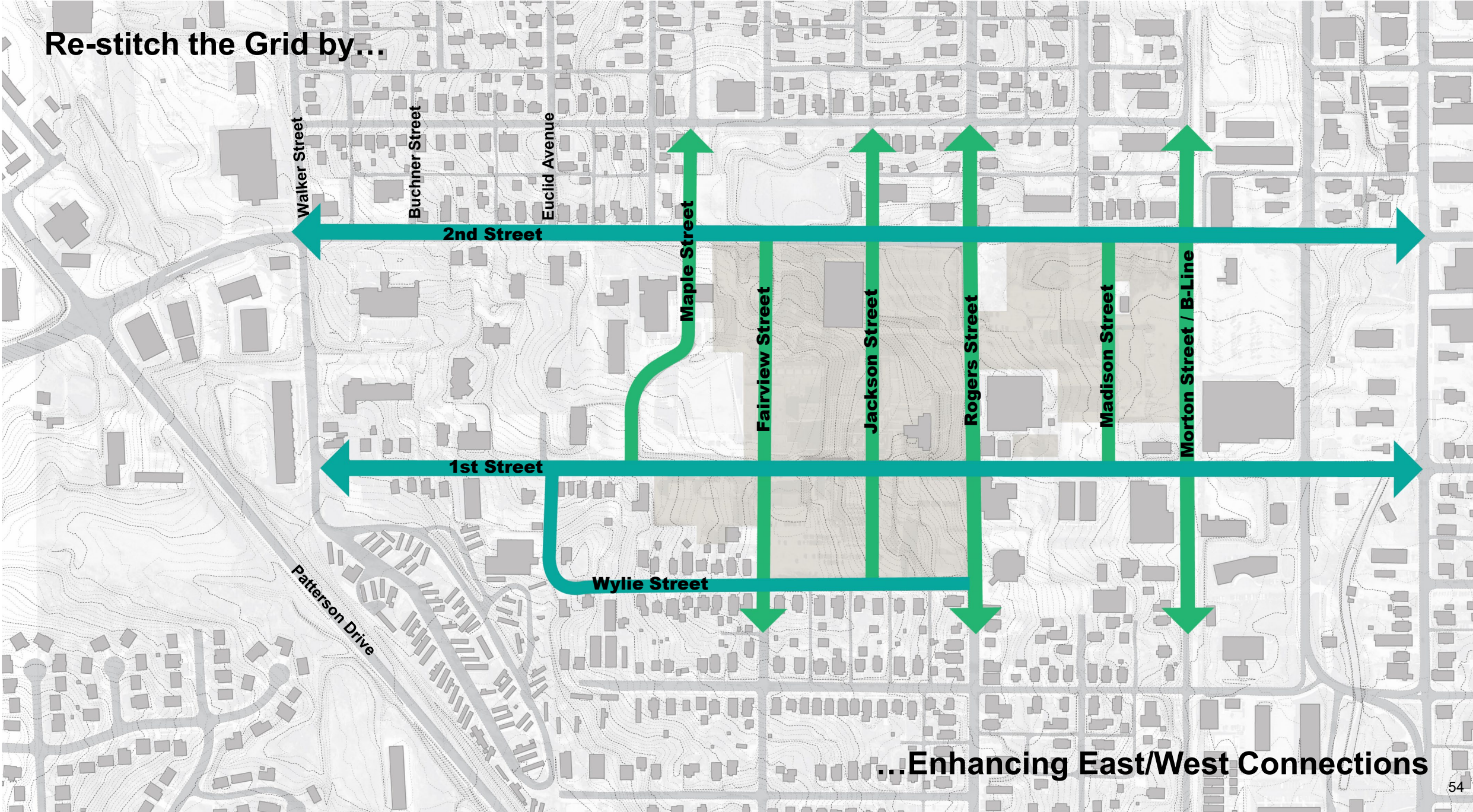
Re-stitch the Grid by...



...Extending North/South Streets through the Site



Re-stitch the Grid by...



Walker Street

Buchner Street

Euclid Avenue

2nd Street

Maple Street

Fairview Street

Jackson Street

Rogers Street

Madison Street

Morton Street / B-Line

1st Street

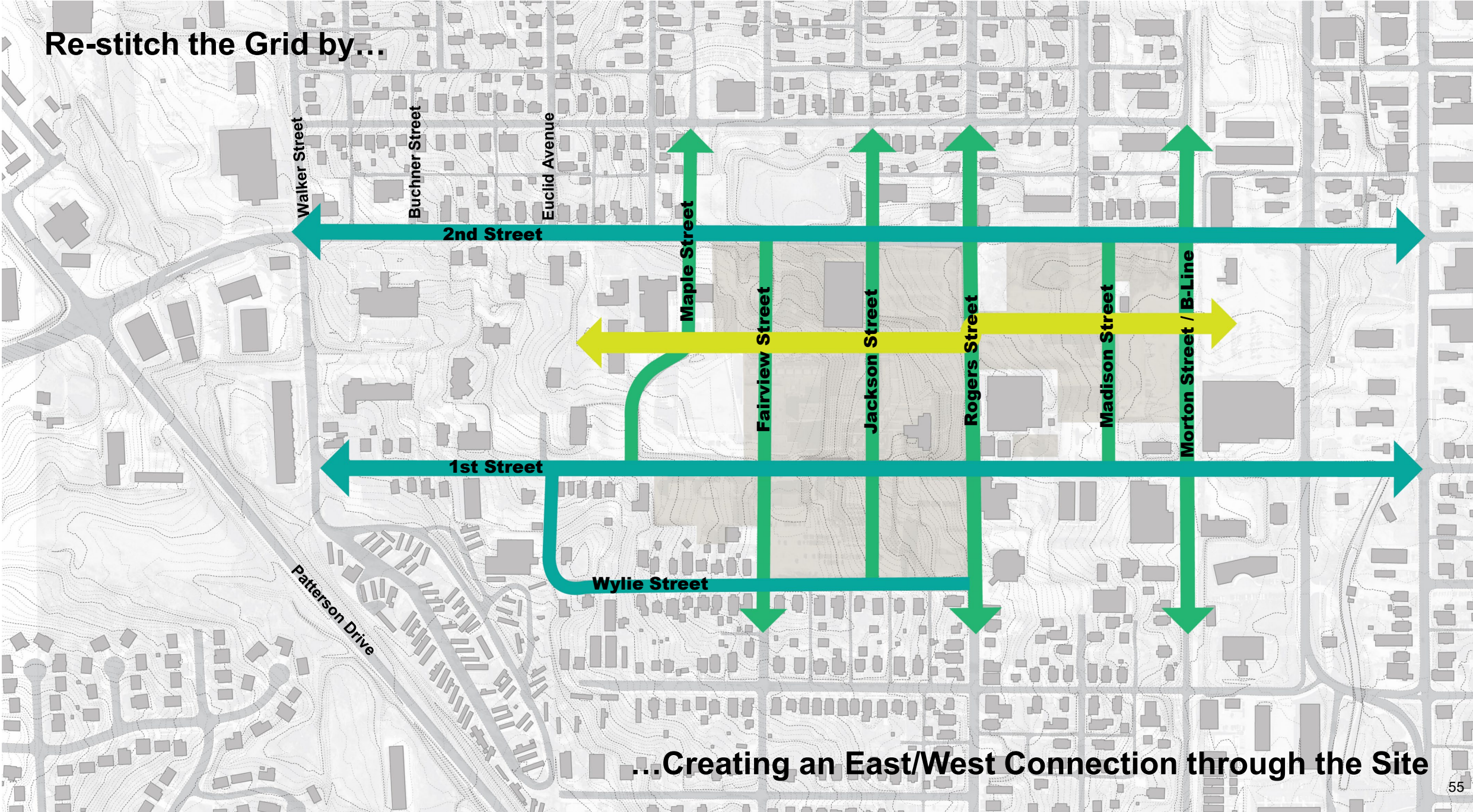
Wylie Street

Patterson Drive

...Enhancing East/West Connections



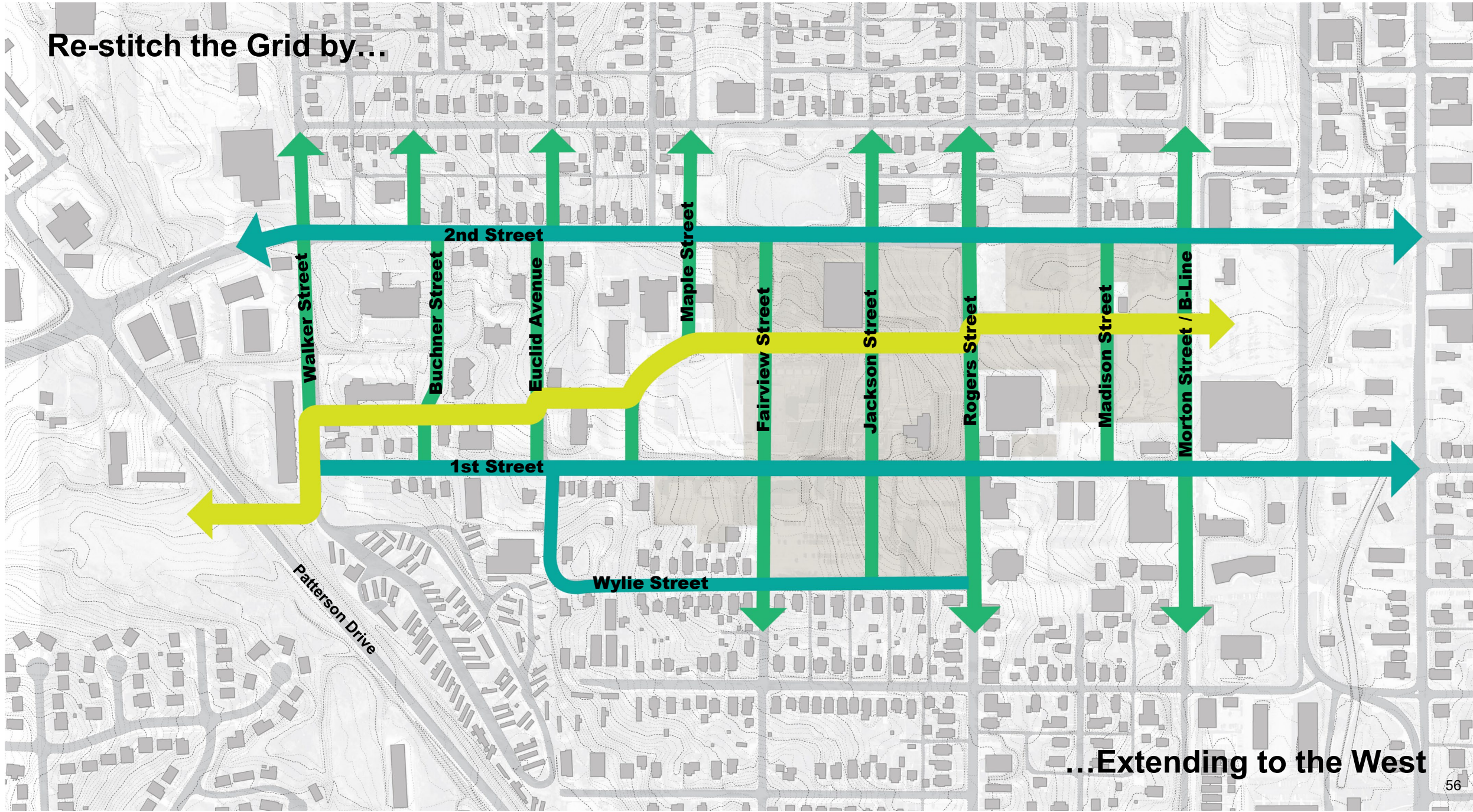
Re-stitch the Grid by...



...Creating an East/West Connection through the Site



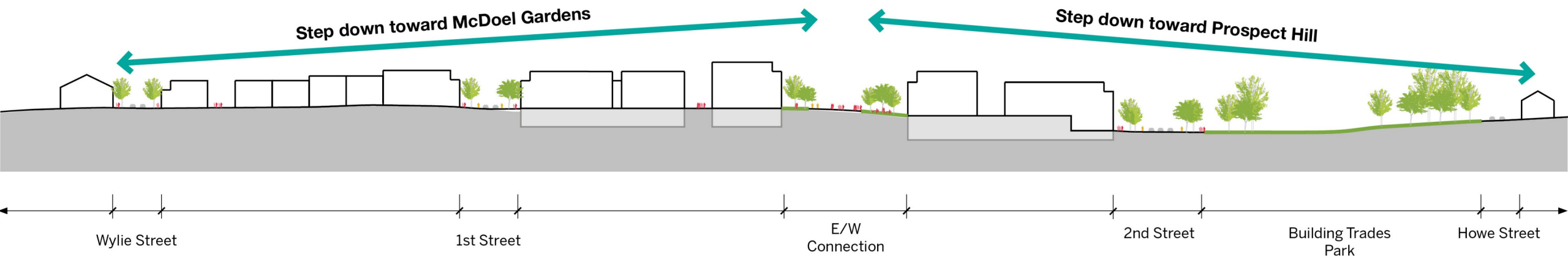
Re-stitch the Grid by...



...Extending to the West



# Create unique and seamless transitions to the surrounding neighborhoods







# 3 Framework Concepts

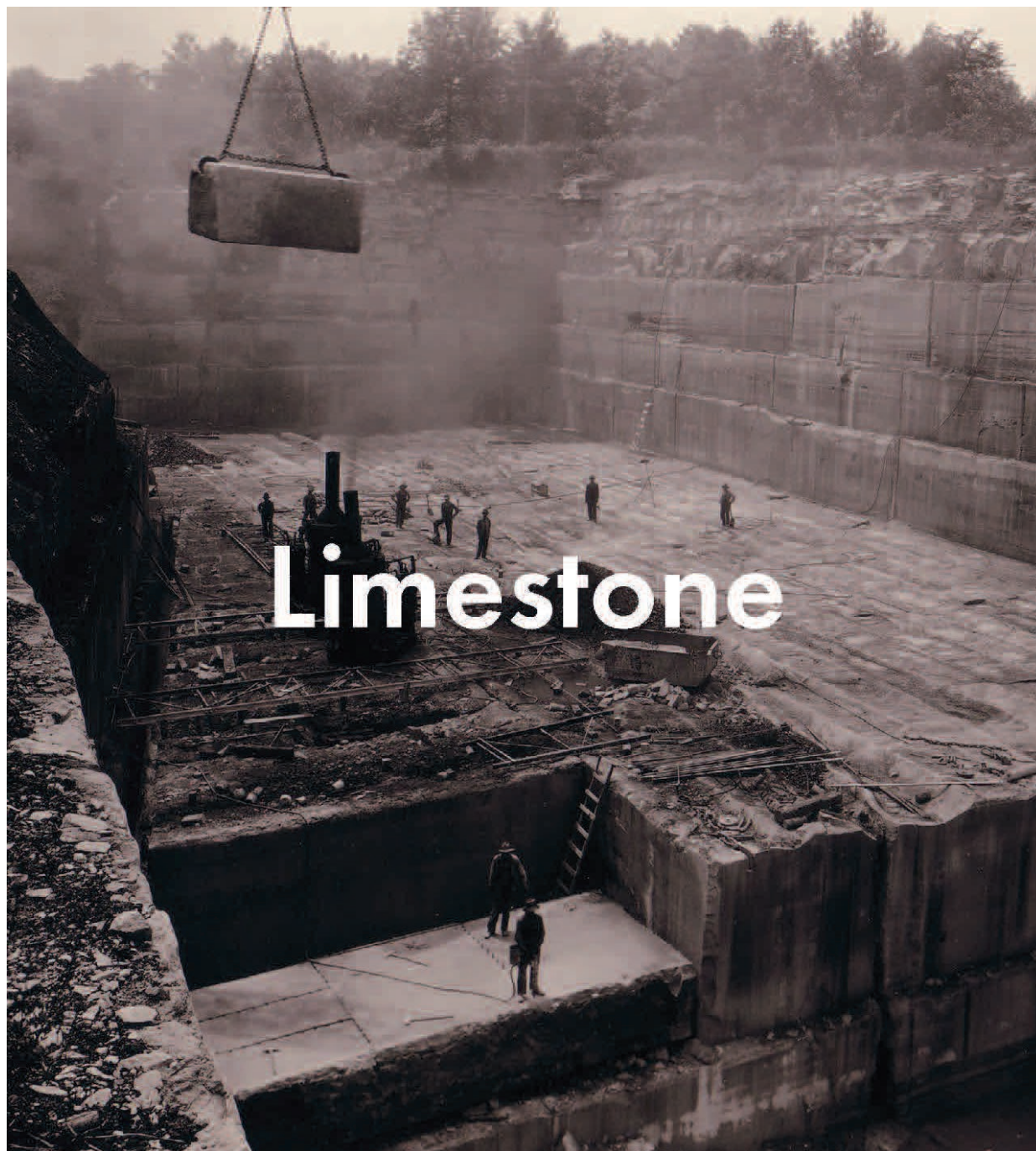


Tree City



Agrarian









City



Nature





Arts



Sustainability







**Scheme 1 “Connected Gardens”**

**Scheme 2 “The Mews”**

**Scheme 3 “The Greenway”**

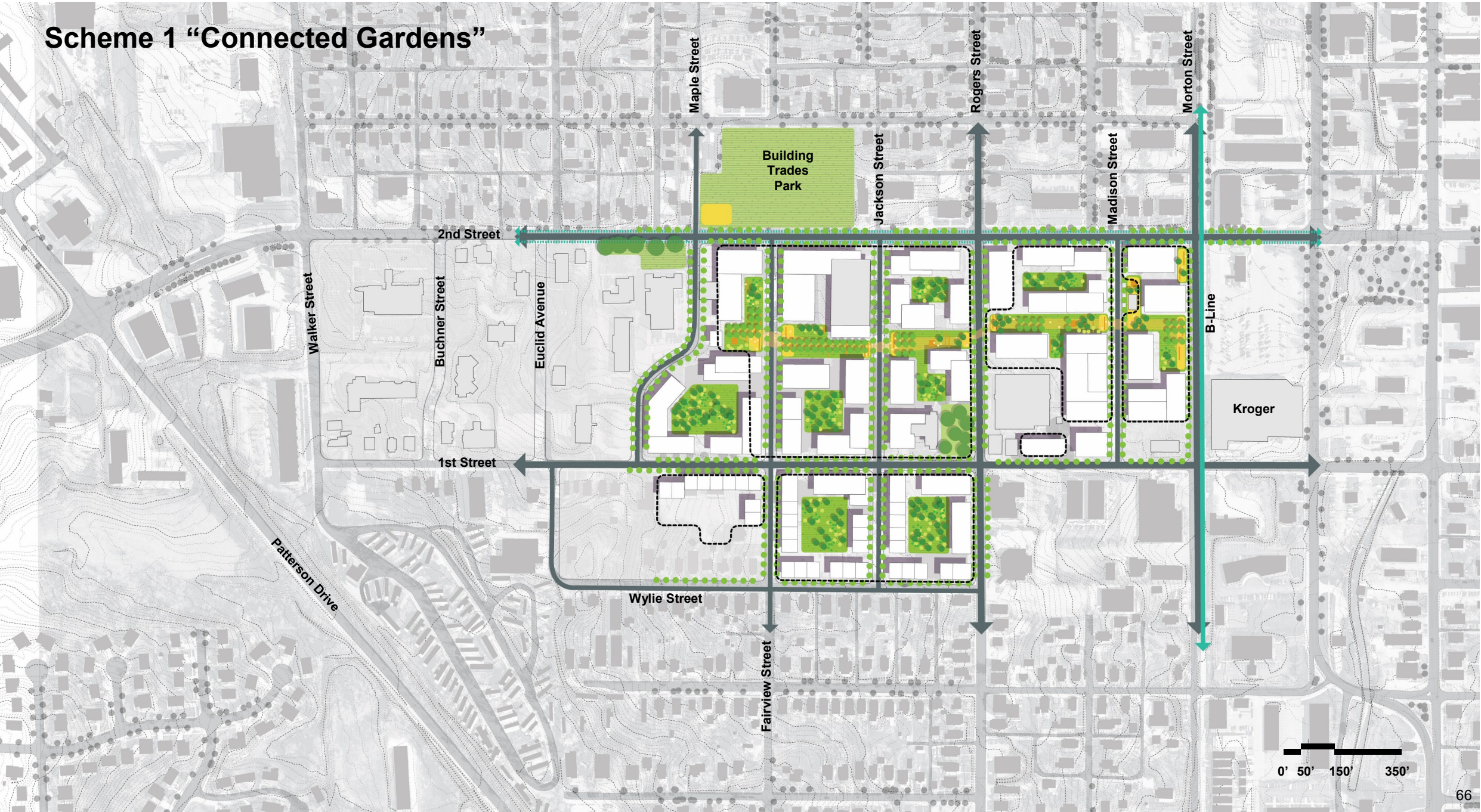




# “Connected Gardens”



Scheme 1 “Connected Gardens”







Public spaces for social connection





Intimate green spaces for living, working,  
and playing





**Flexible plazas for programming  
and activation**





New housing types with green courtyards

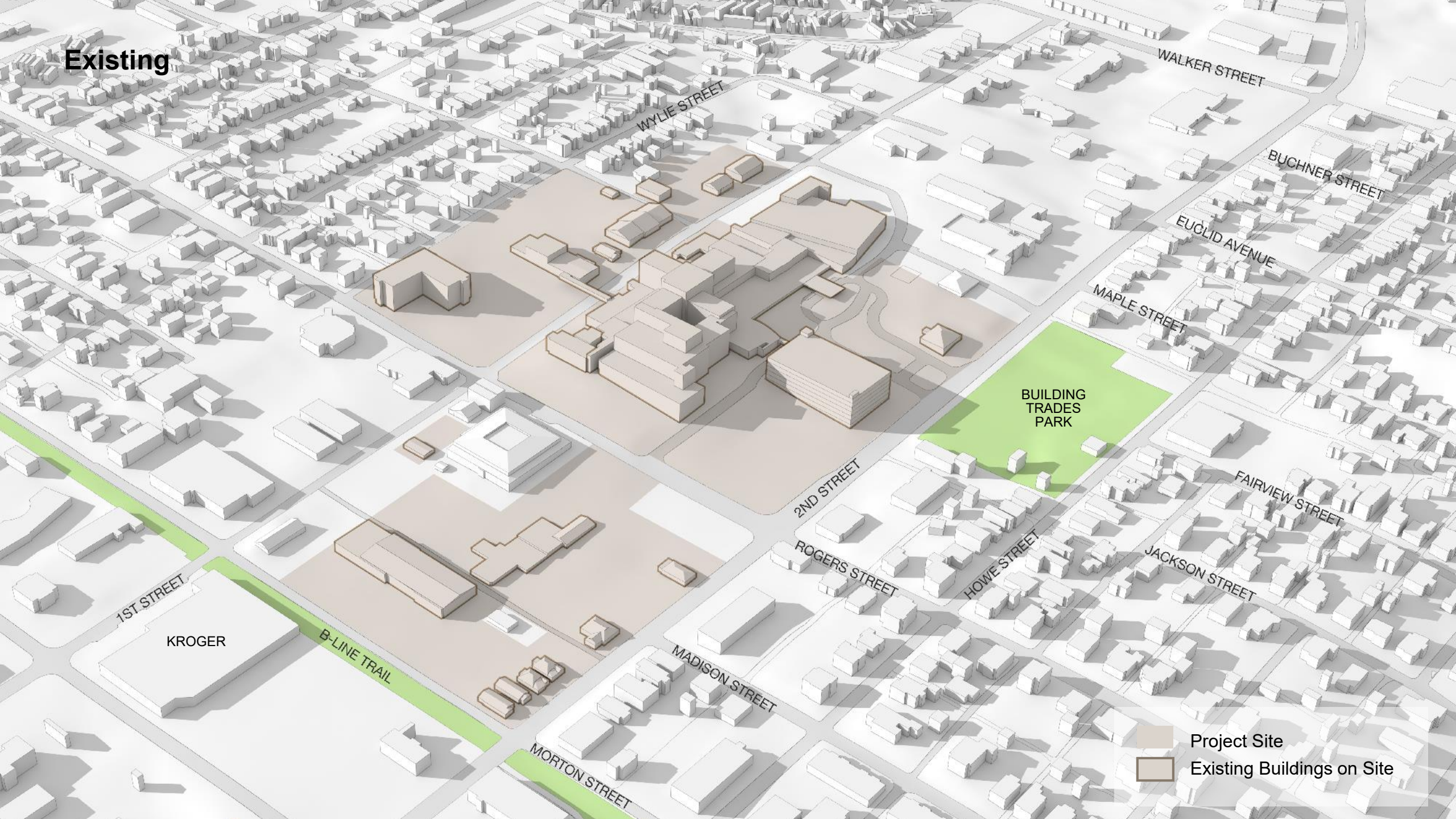




**Connectivity supporting social engagement,  
accessibility, and mobility**



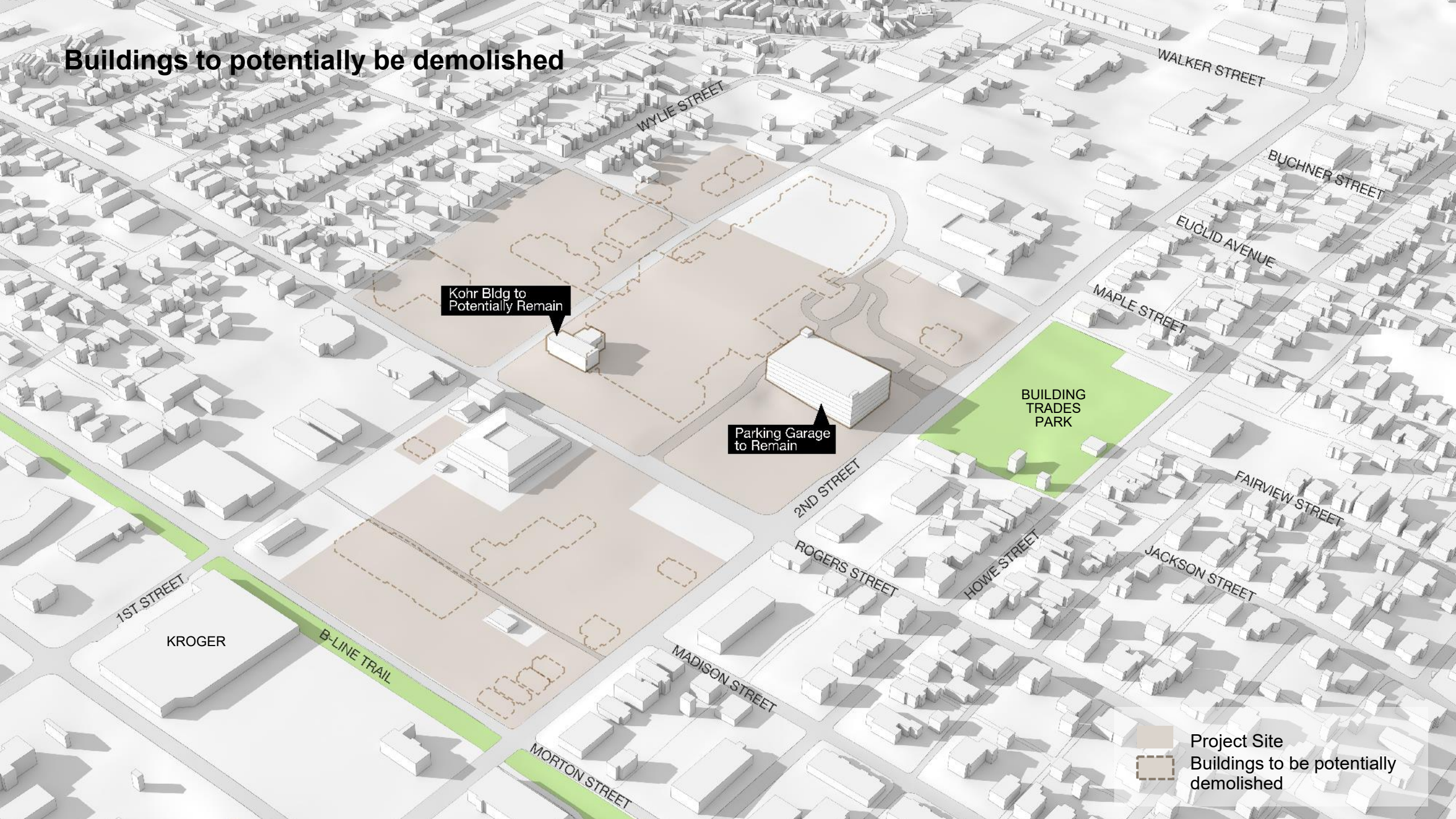
Existing



- Project Site
- Existing Buildings on Site



# Buildings to potentially be demolished



Kohr Bldg to  
Potentially Remain

Parking Garage  
to Remain

BUILDING  
TRADES  
PARK

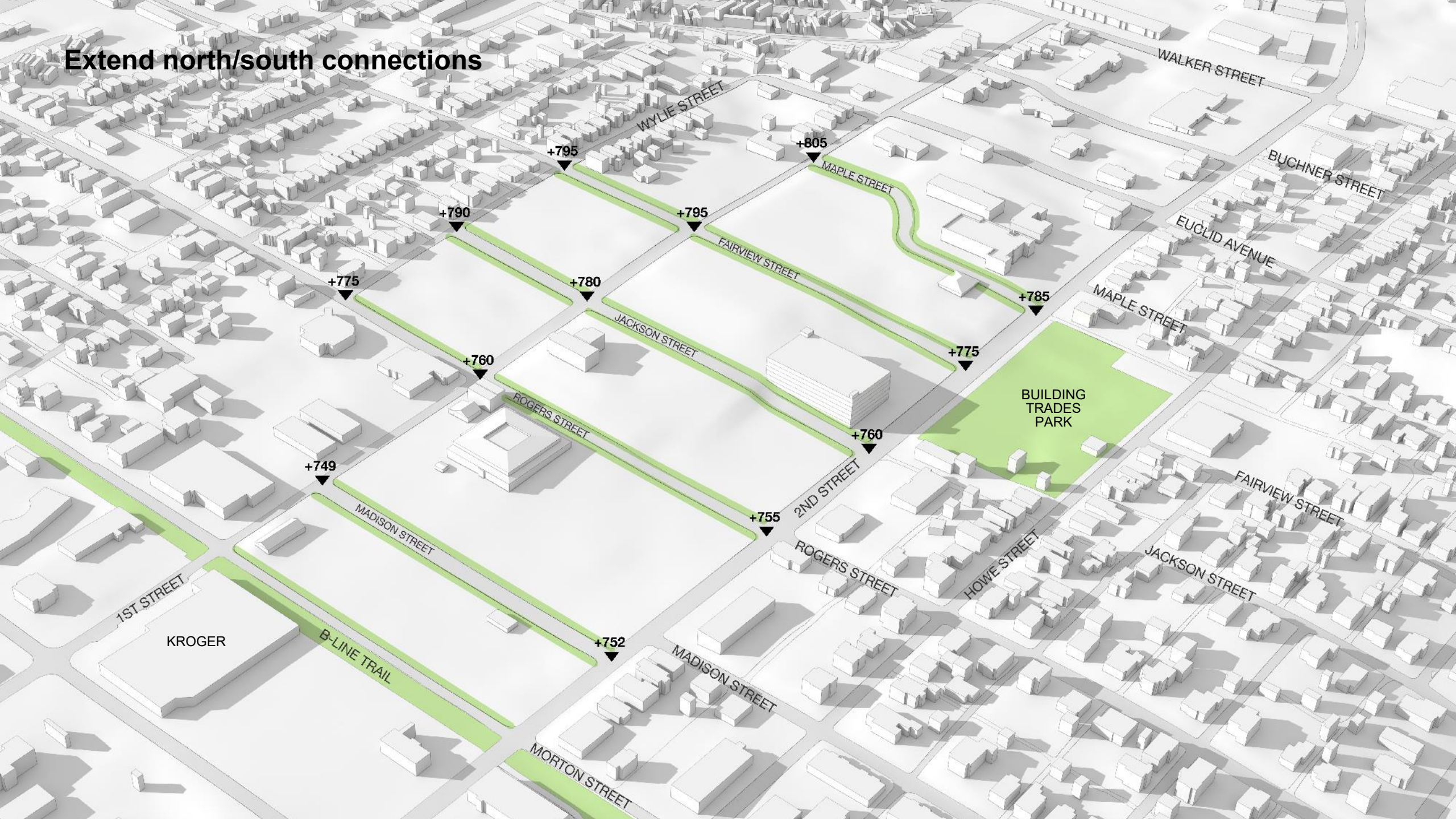
KROGER

B-LINE TRAIL

Project Site  
Buildings to be potentially  
demolished

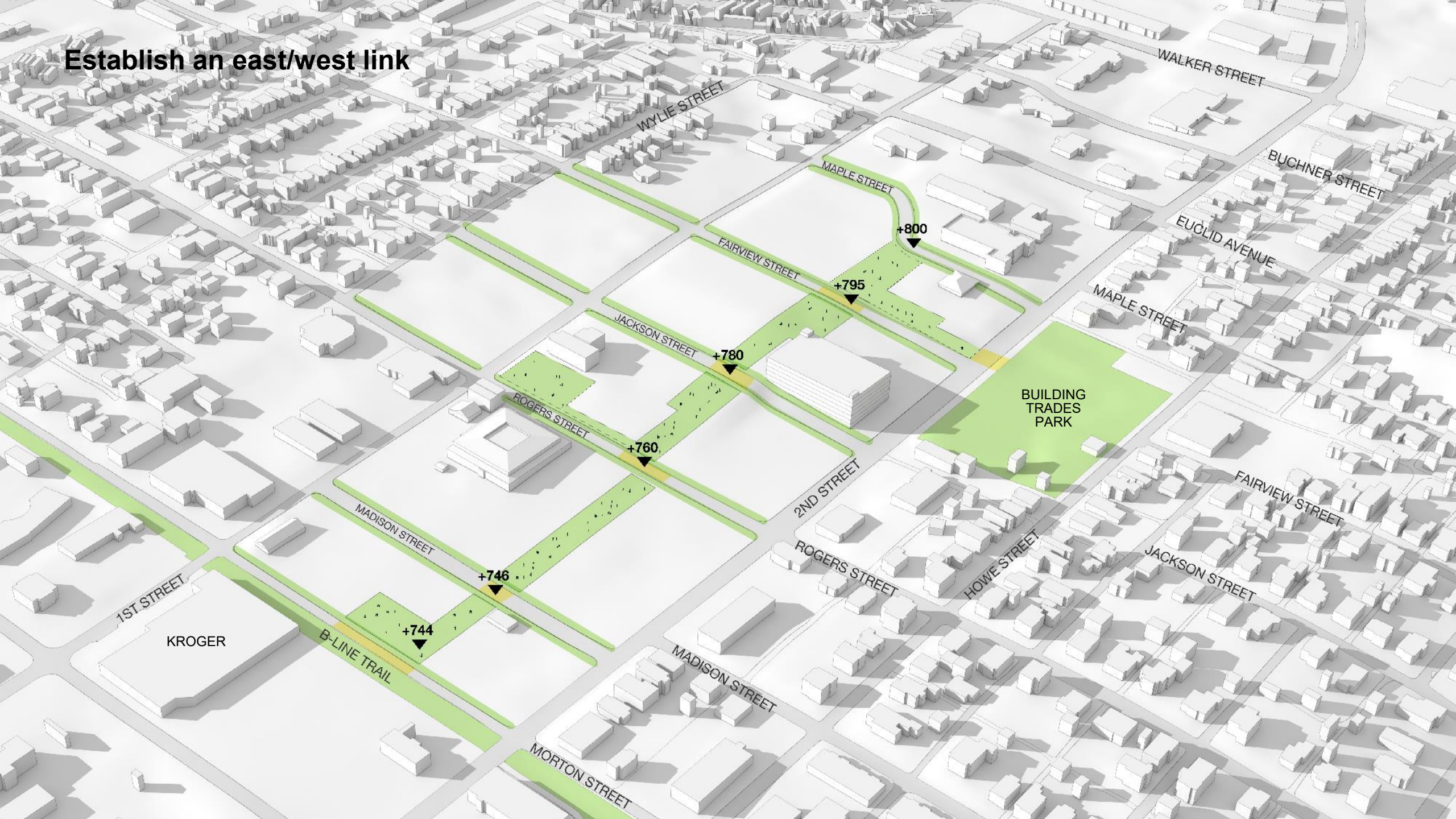


Extend north/south connections



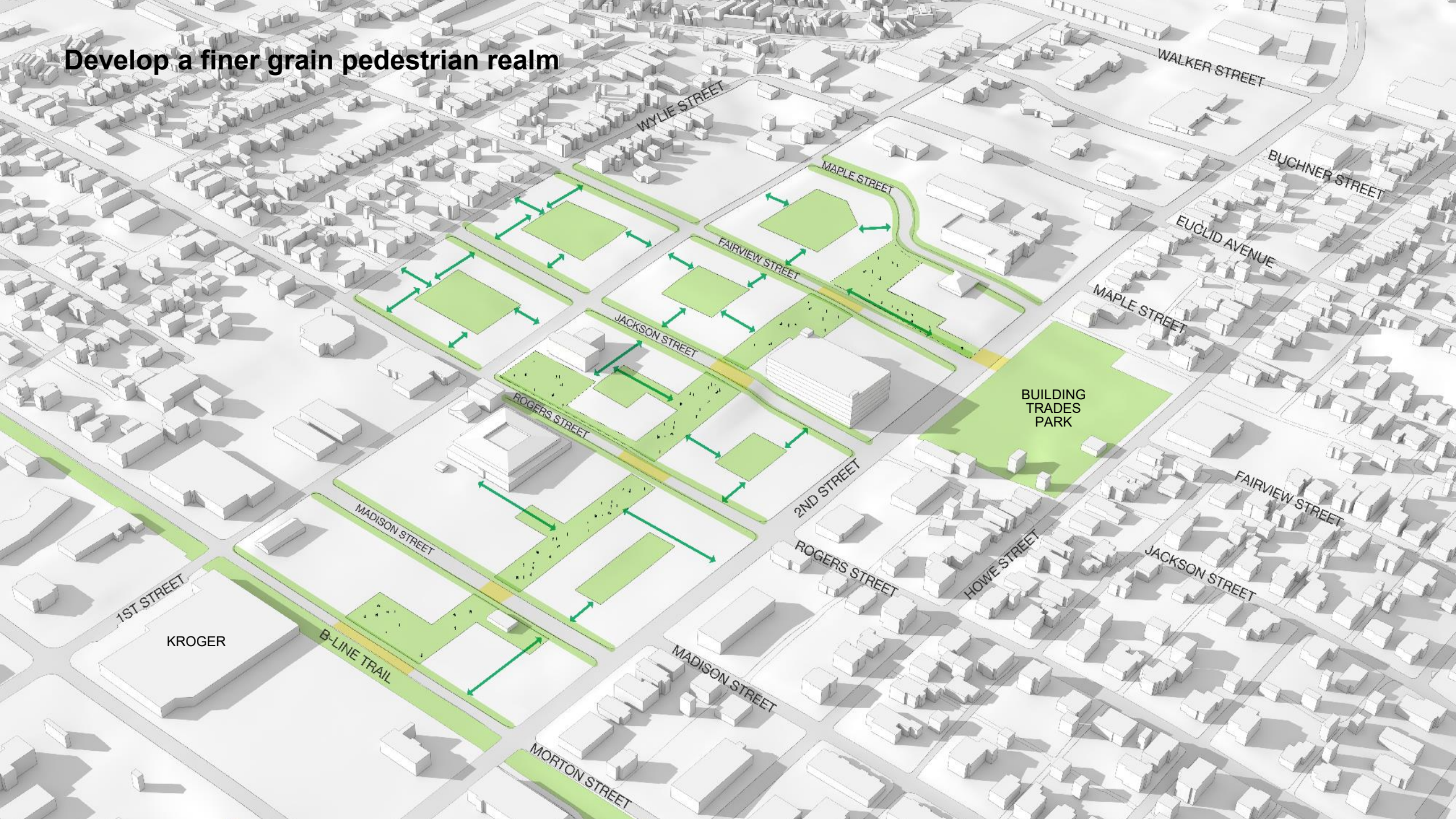


# Establish an east/west link





# Develop a finer grain pedestrian realm





Emphasize key sites







# “The Mews”



# Scheme 2 “The Mews”

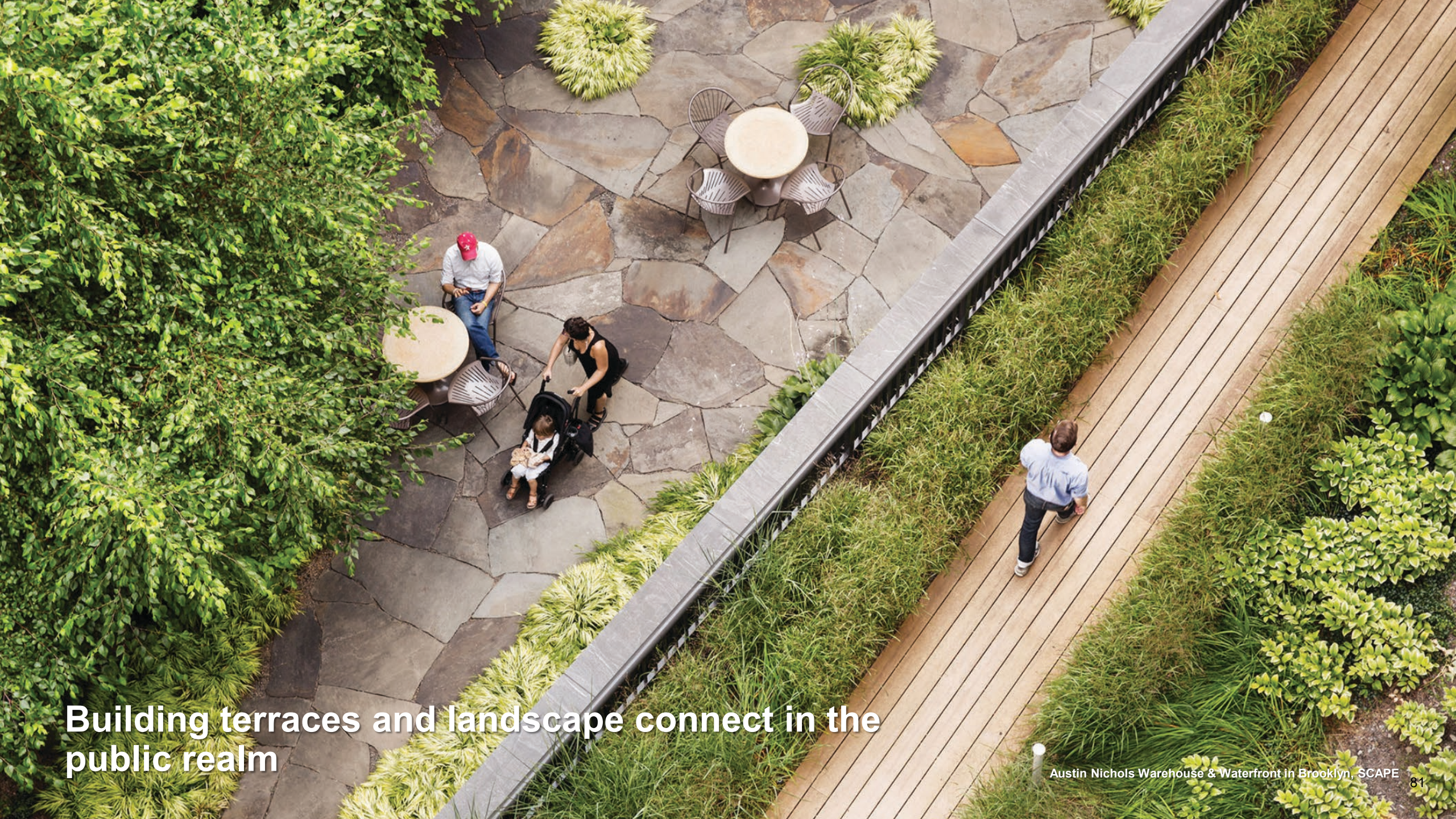






Linear connections create intimate gardens





**Building terraces and landscape connect in the public realm**





**Pedestrian connections create eclectic public realm**





**Topography provides diverse landscape and programming experiences**

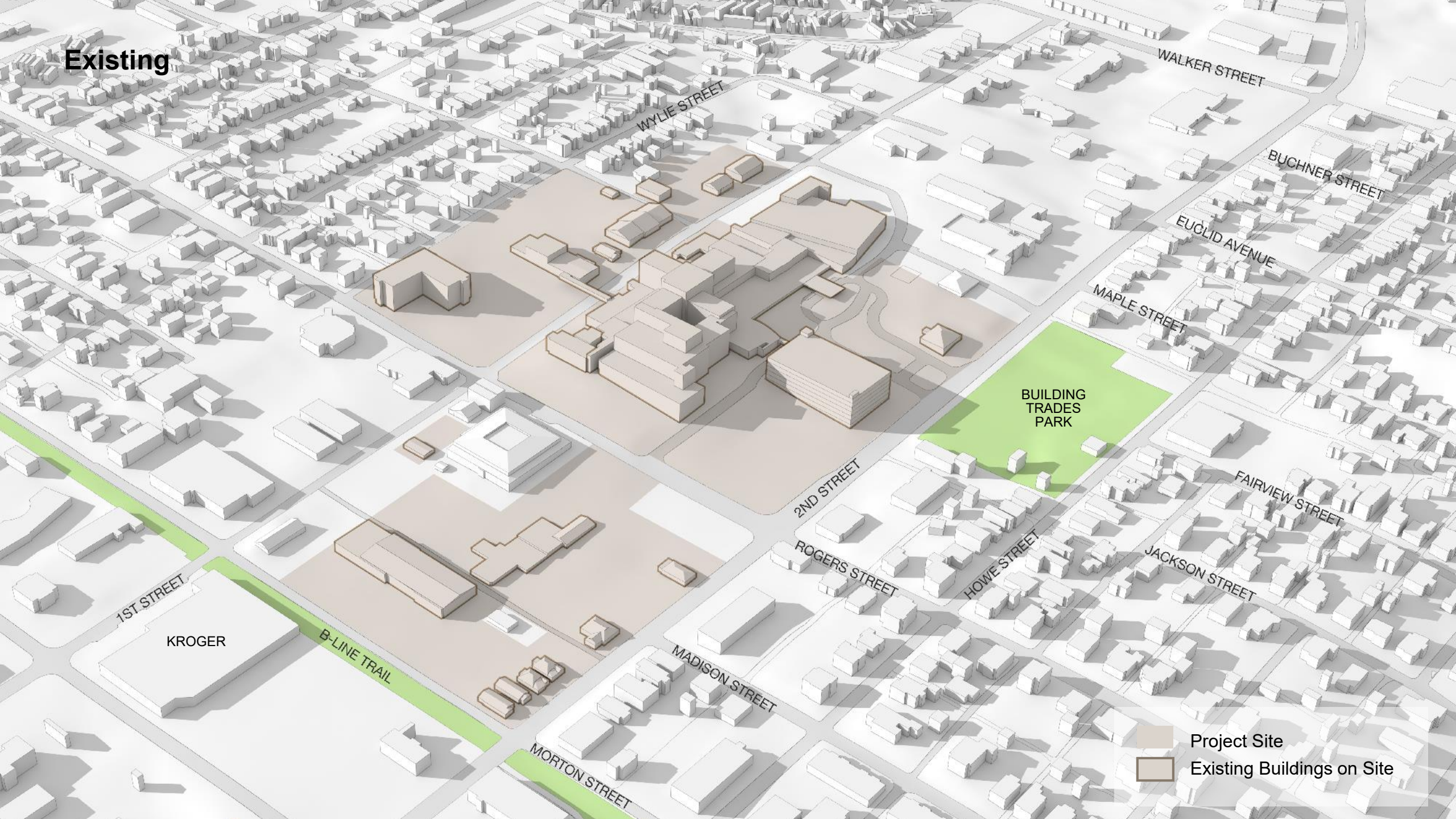




Public infrastructure used for ecological benefit



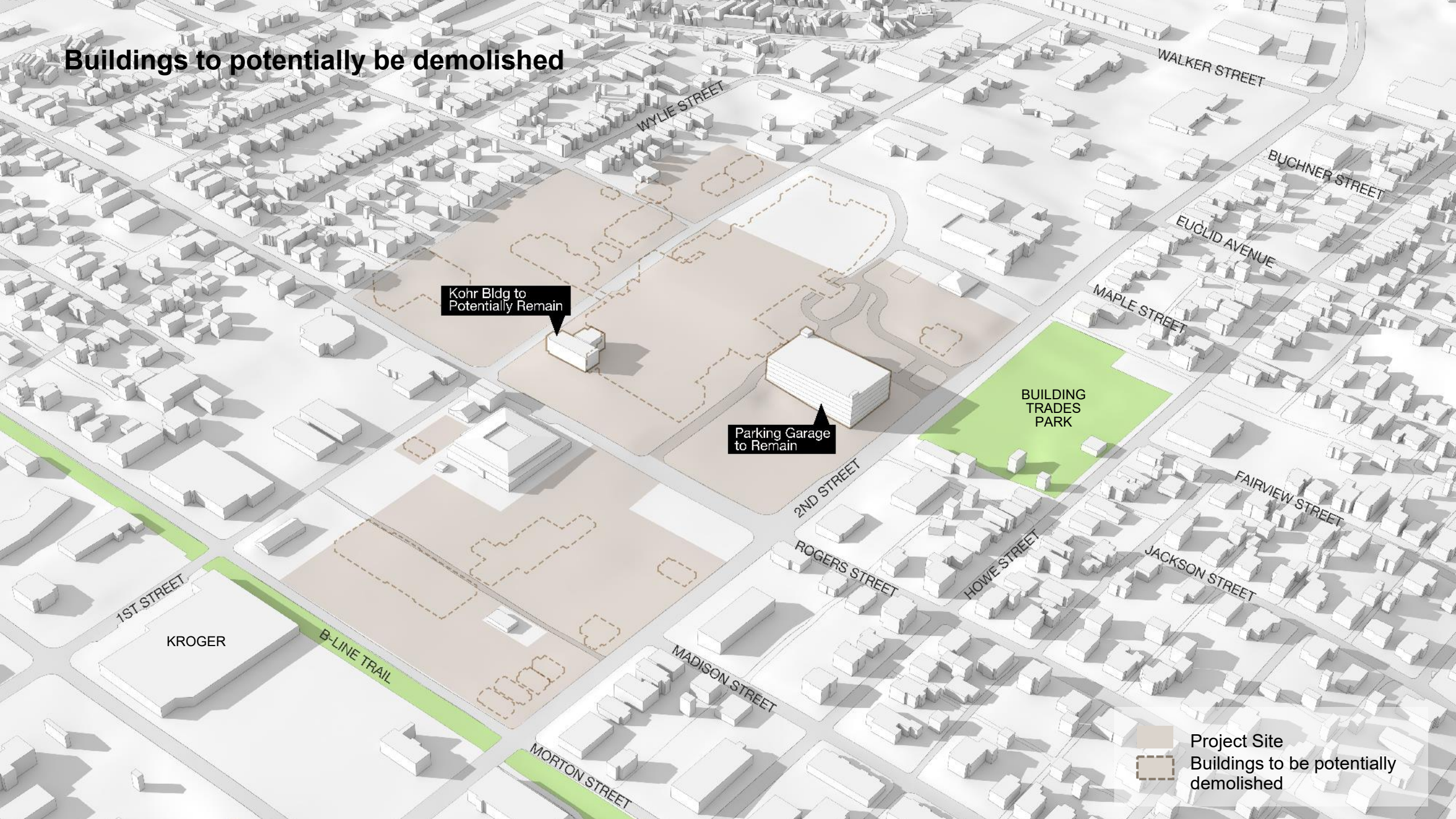
Existing



- Project Site
- Existing Buildings on Site



# Buildings to potentially be demolished



Kohr Bldg to Potentially Remain

Parking Garage to Remain

BUILDING TRADES PARK

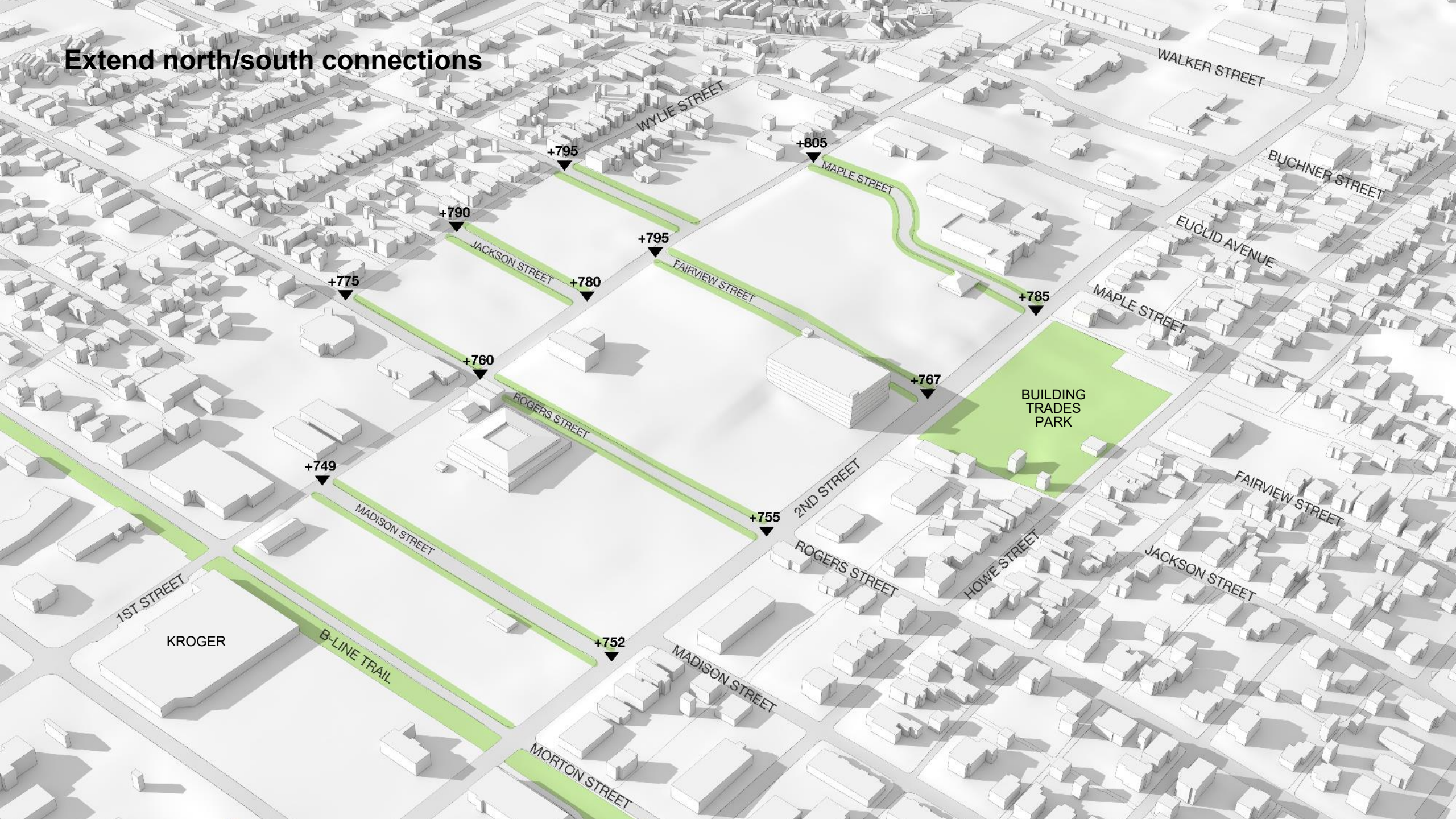
KROGER

B-LINE TRAIL

Project Site  
Buildings to be potentially demolished



Extend north/south connections



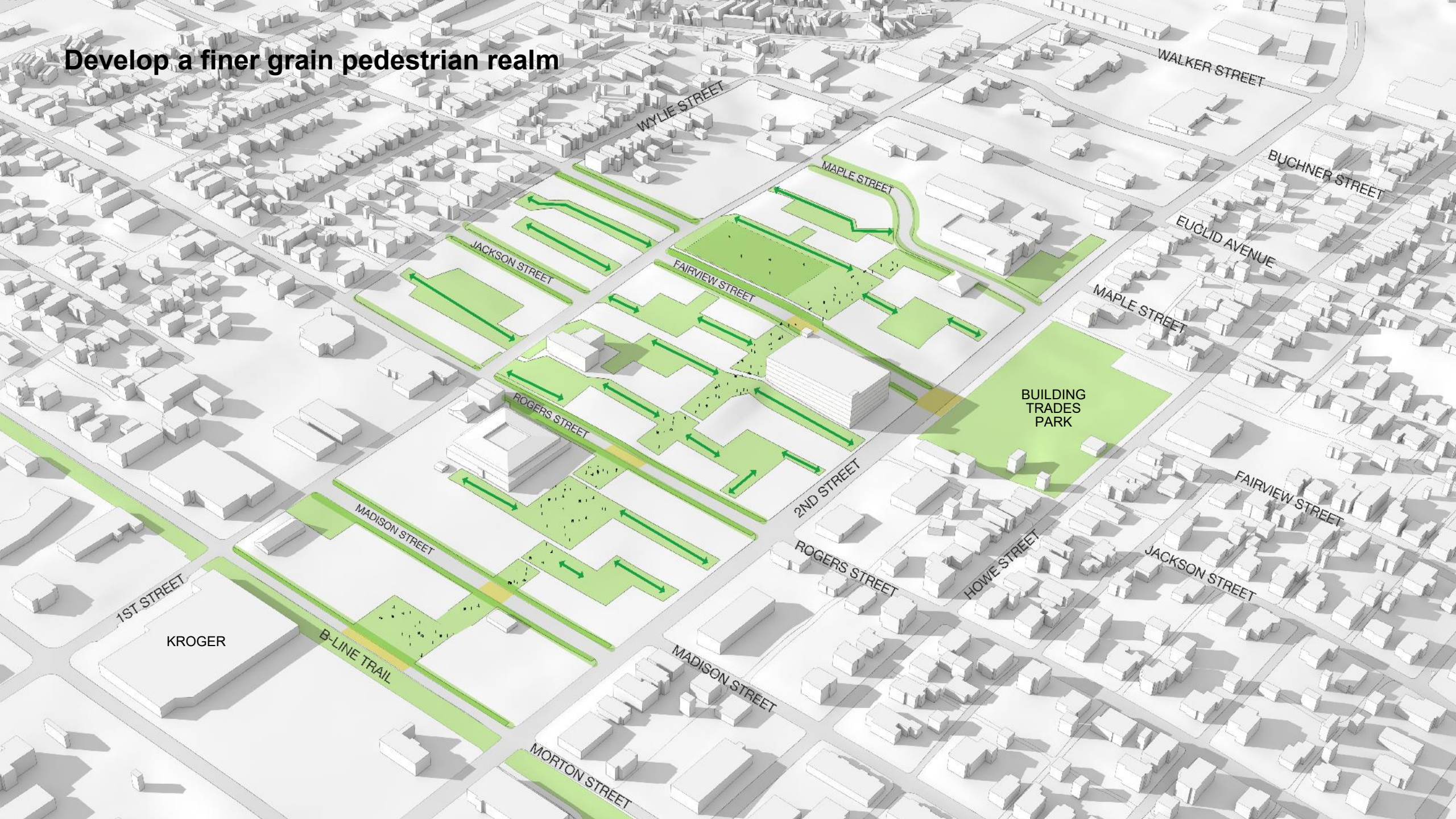


Establish an east/west link





## Develop a finer grain pedestrian realm





Emphasize key sites



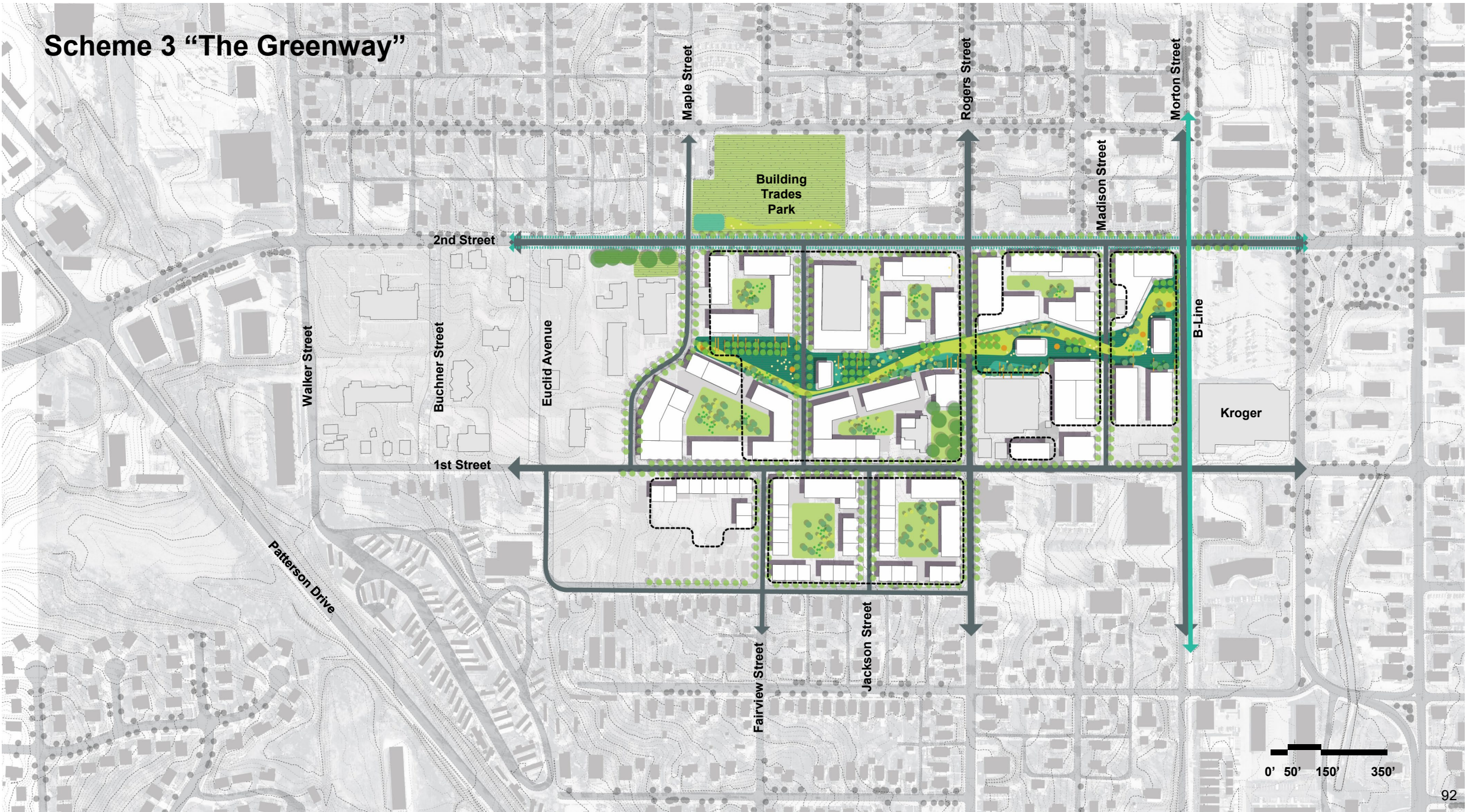




# “The Greenway”



Scheme 3 “The Greenway”







Community gathering space is the heart  
of the development





**Terraced landscape for gathering and connectivity**





**Stormwater management is celebrated  
through water features**

Midtown Center Plaza in Washington DC, SCAPE





Flexible spaces for community events





Activated edges and ground floors

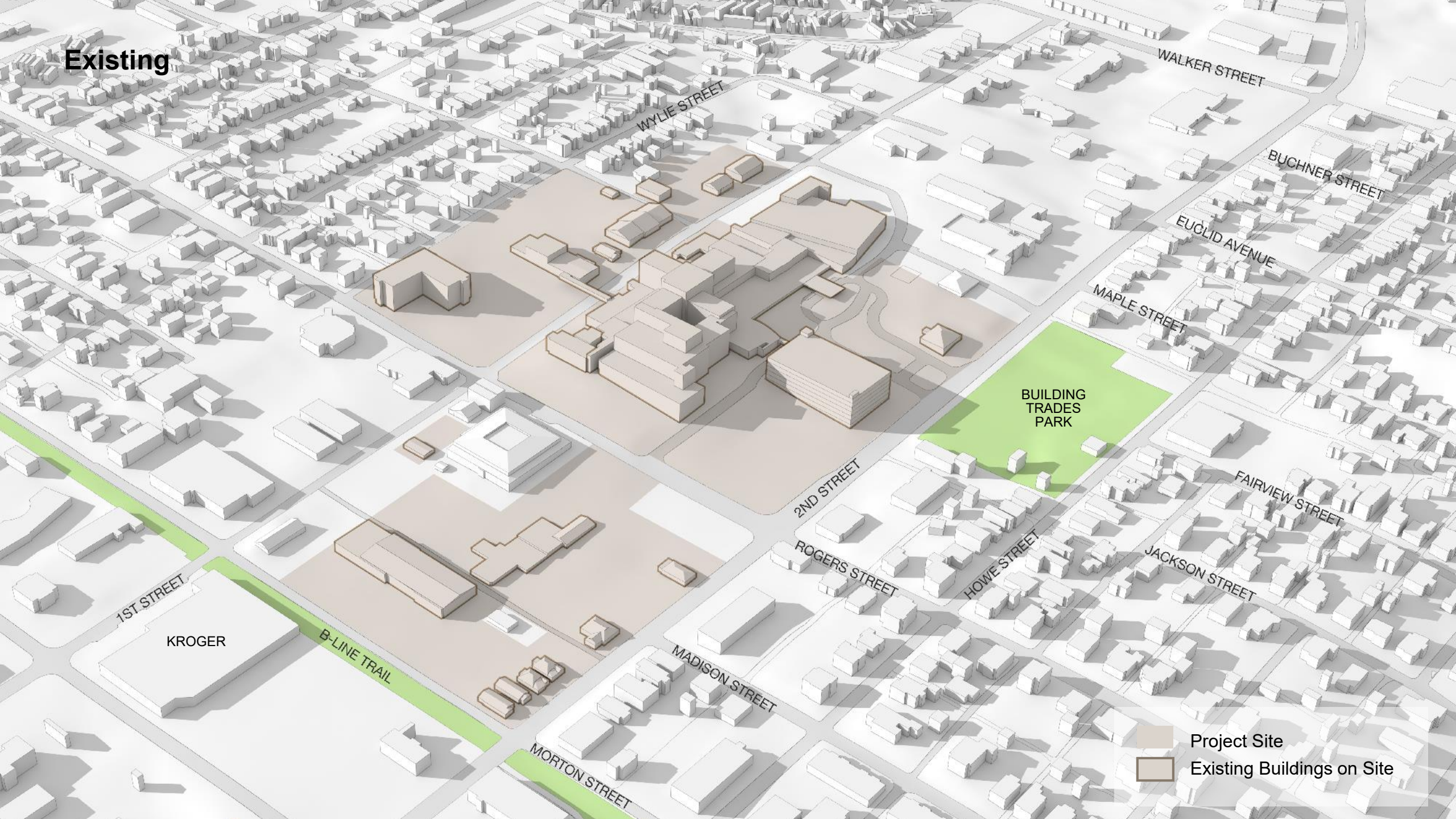




Community programming



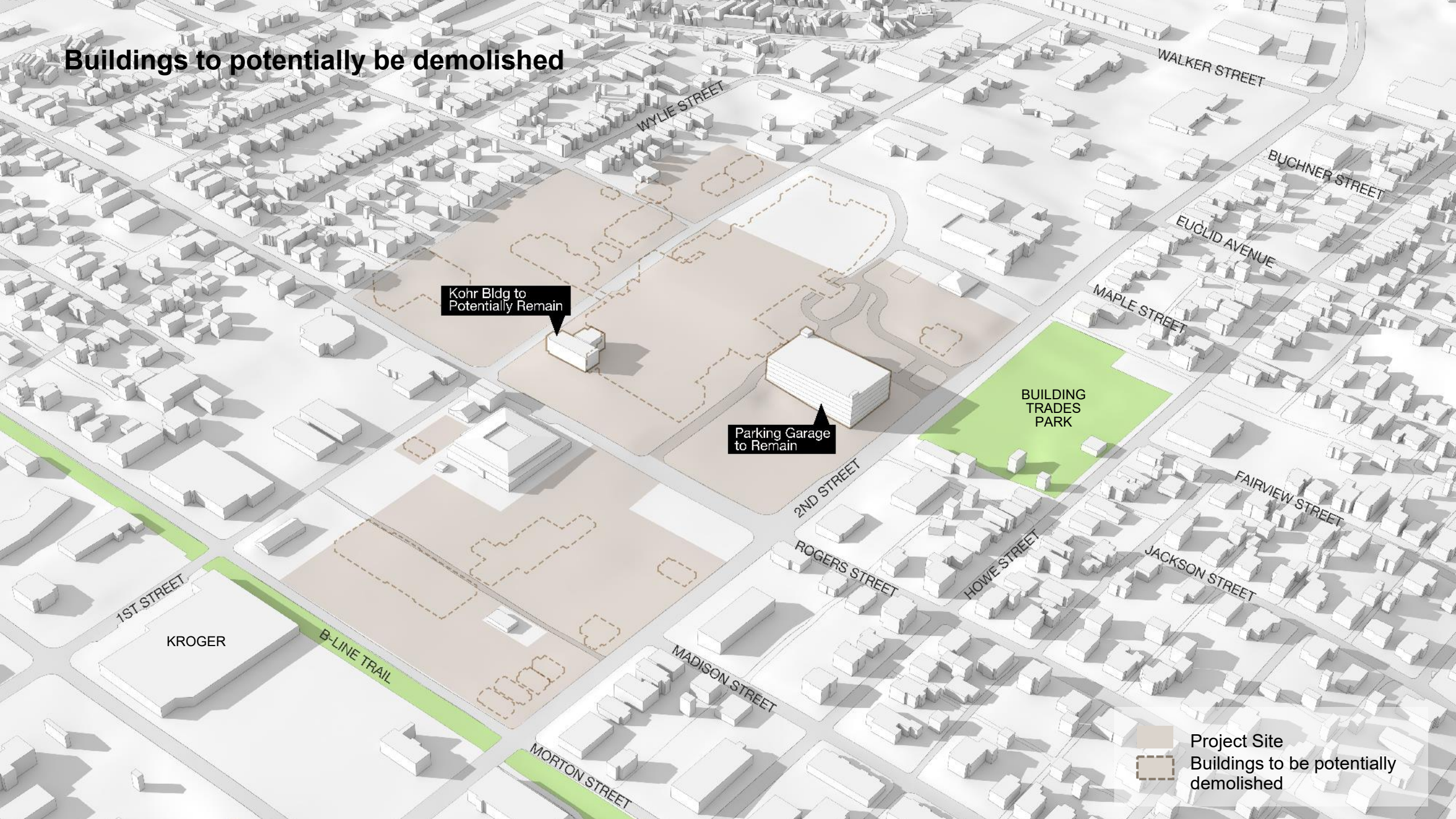
Existing



- Project Site
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# Buildings to potentially be demolished



Kohr Bldg to  
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Parking Garage  
to Remain

BUILDING  
TRADES  
PARK

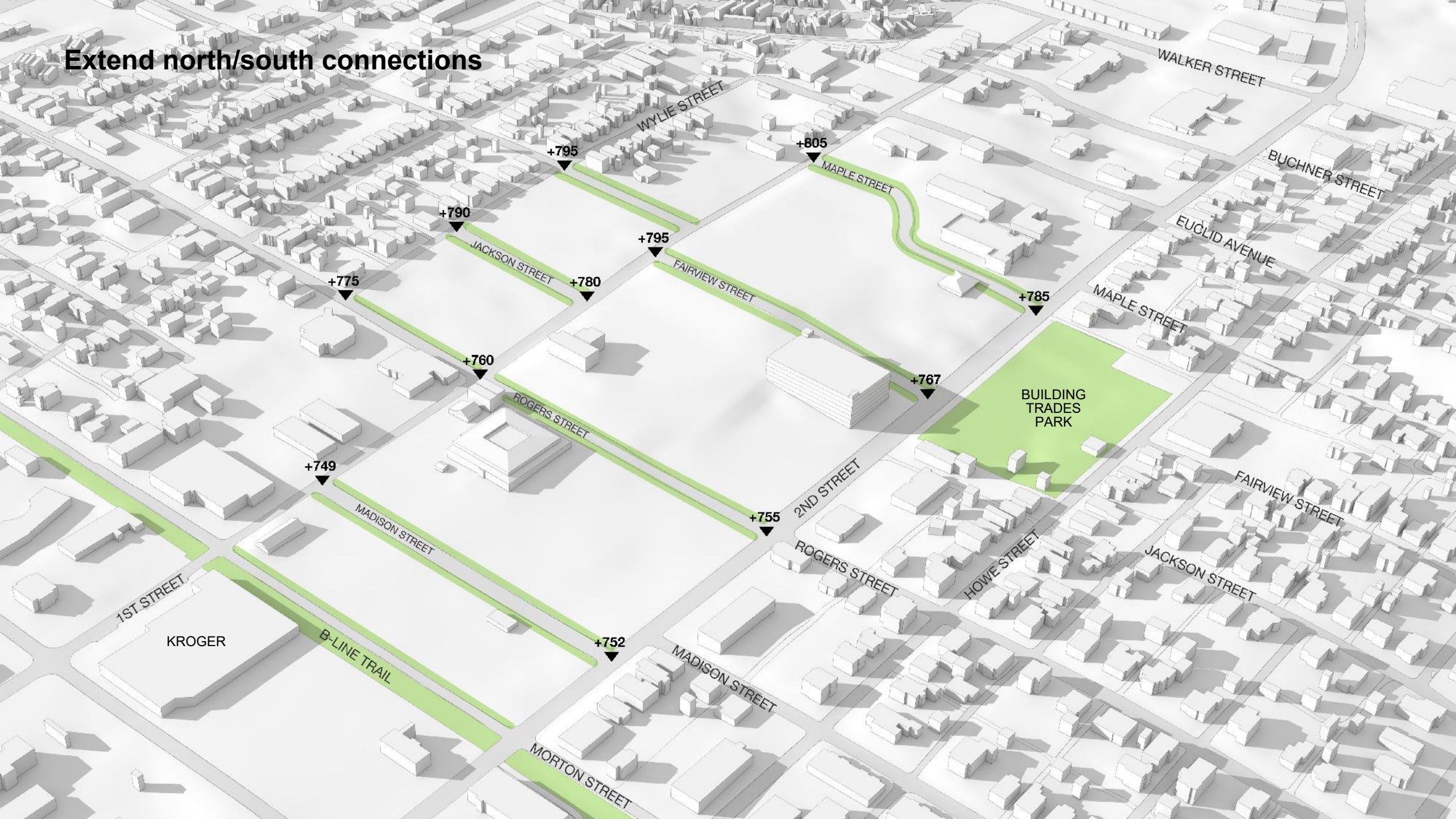
KROGER

B-LINE TRAIL

Project Site  
Buildings to be potentially  
demolished



Extend north/south connections



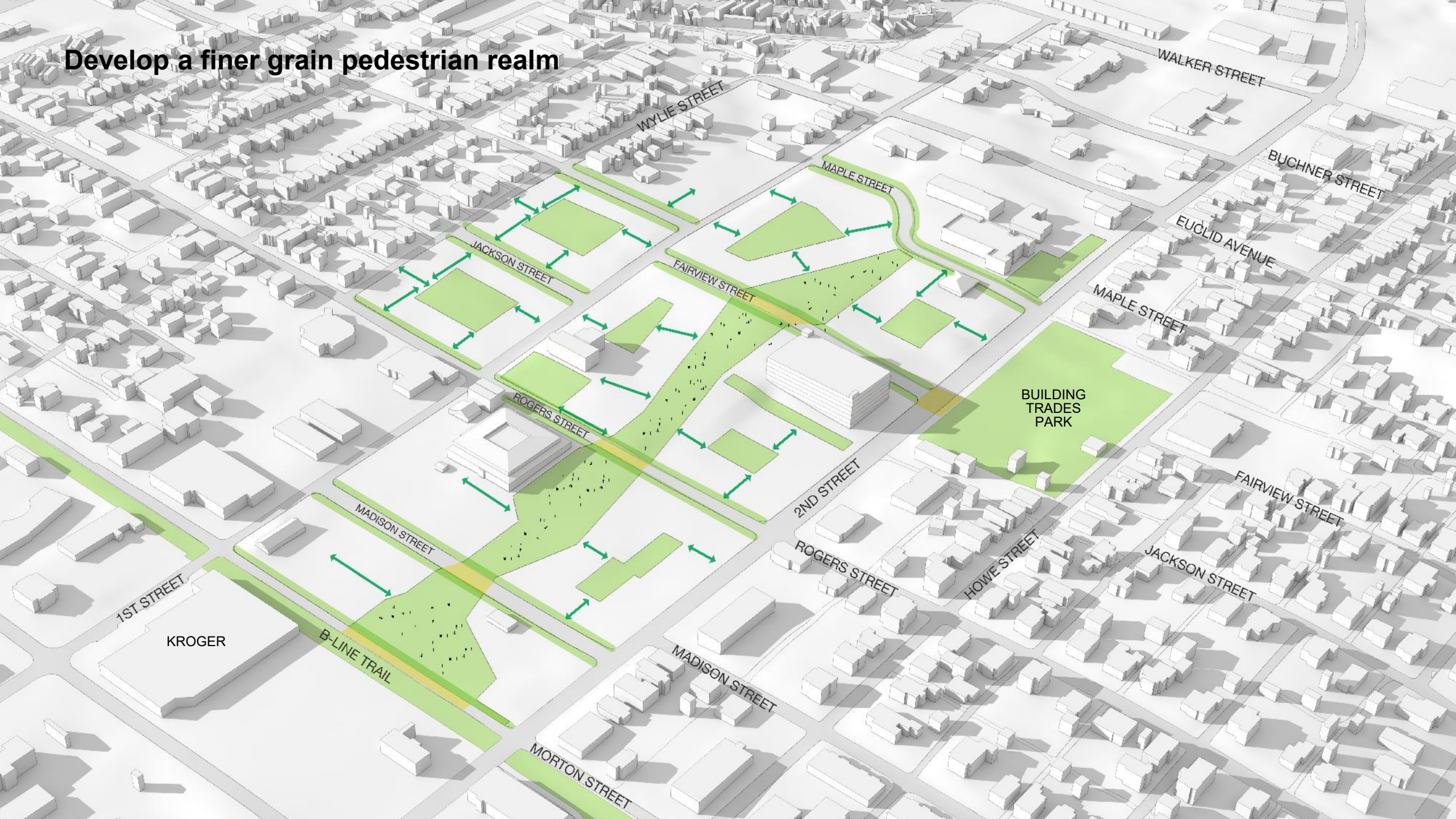


# Establish an east/west link



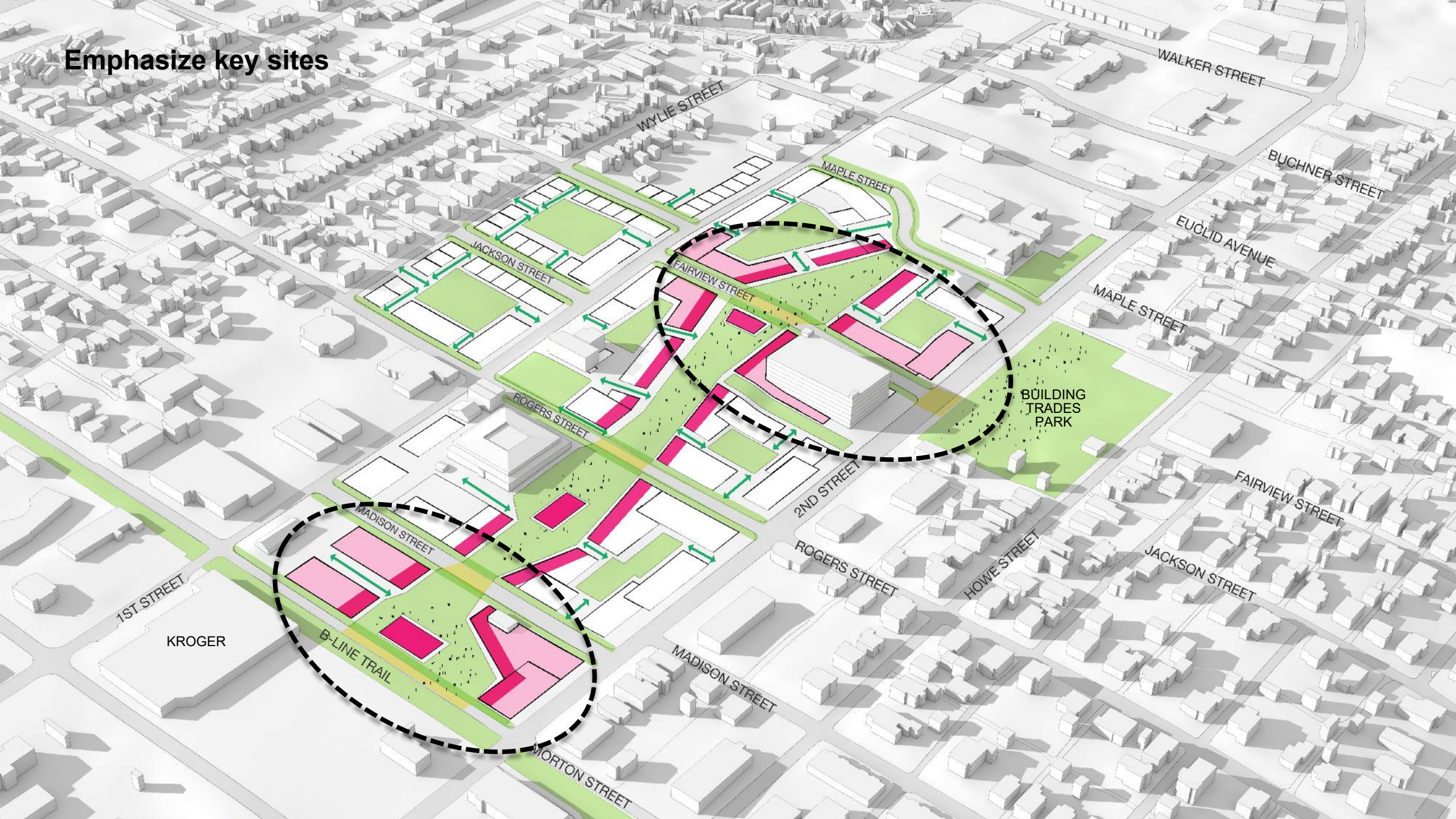


## Develop a finer grain pedestrian realm





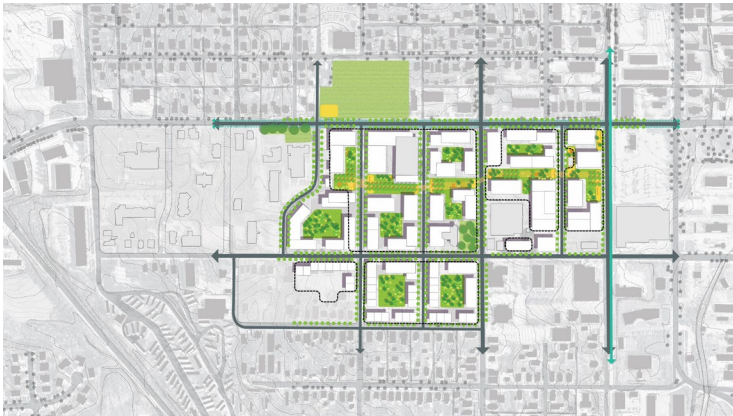
Emphasize key sites





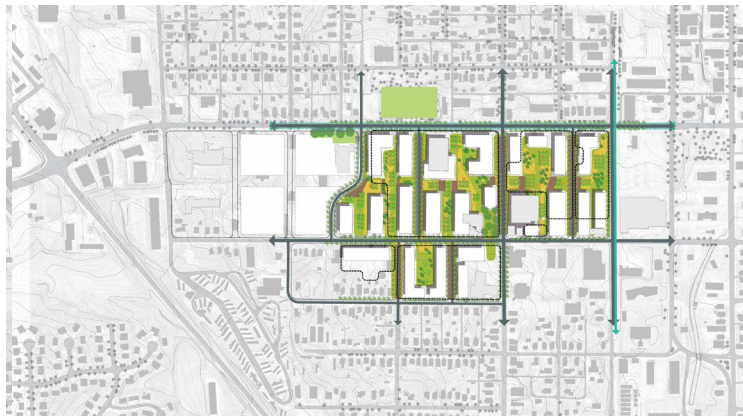
# Three Framework Options

## Scheme 1 “Connected Gardens”



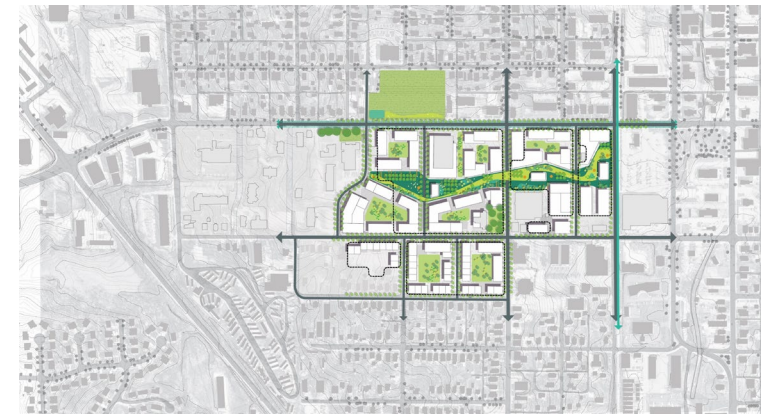
- A series of smaller distributed parks connected by an east/west pedestrian way
- Everyone within walking distance to a park and locally grown food

## Scheme 2 “The Mews”



- A series of terraced landscapes for gathering and connectivity
- Strengthens north / south connections between neighborhoods and channels stormwater

## Scheme 3 “The Greenway”



- A broad, meandering greenspace connecting development to open, activated space
- This main spine becomes the heart of activity while making stormwater management a focal point



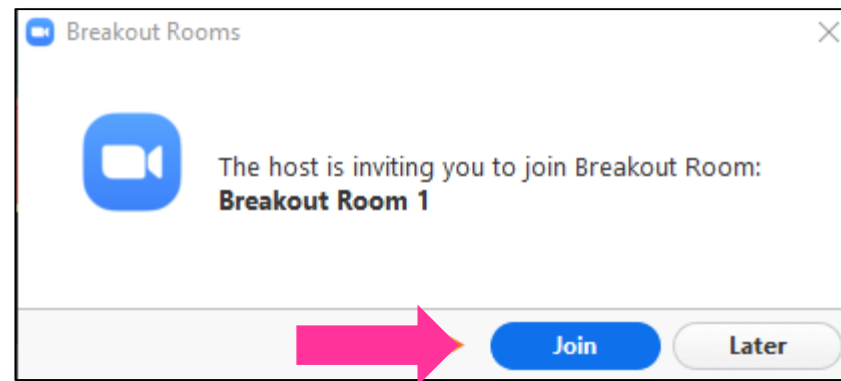


# Breakout Sessions

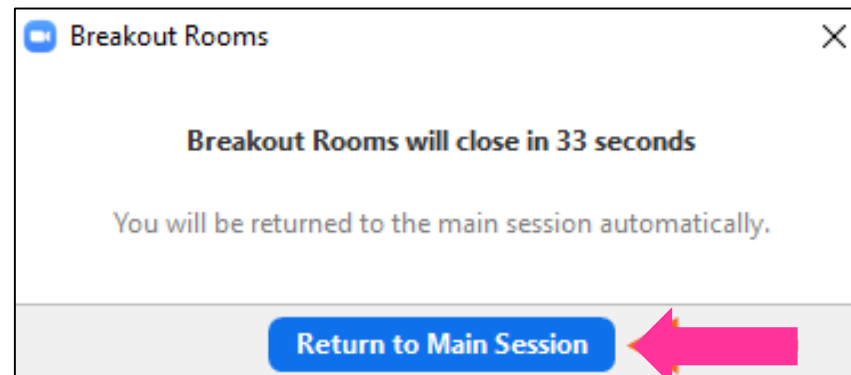


# Breakout Session Information

- Please allow 2-5 minutes while we sort everyone into breakout rooms
- When you receive an invitation to a Breakout Room, please click “Join”



- Breakout Sessions will run for 30 minutes, after you will receive a prompt to “Return to Main Session”





# Breakout Session Questions

1. Based on the presentation you saw this evening, what do you want the planners to know?
2. Do you agree with the principles for this framework? (Y or N) If not, what would you change?
3. Since reconnecting the grid is one of the strongest principles that came forward, what are your impressions of the block scale proposed?
4. Do you have a preferred concept and why? (Connected Gardens, the Mews, and the Greenway.)
5. Other questions and suggestions?





# Report Out

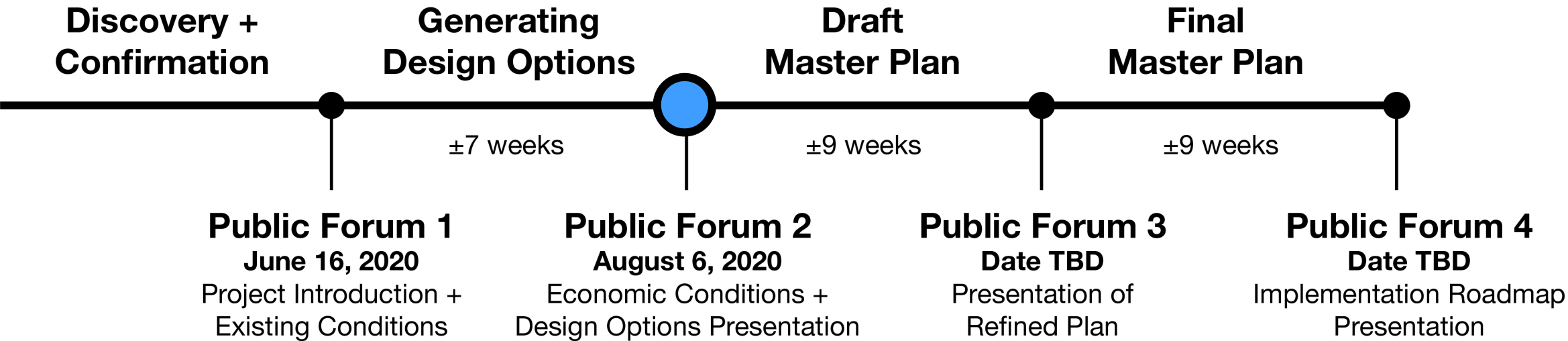




# Wrap Up



# Project Timeline







## Questions



BLOOMINGTON  
HOSPITAL SITE  
REDEVELOPMENT



CITY OF  
BLOOMINGTON

Please send us additional comments and to take Survey #2 (to be posted week of August 10) go to:  
[www.bloomingtonhospitalsite.com](http://www.bloomingtonhospitalsite.com)