



# Bloomington Hospital Site Redevelopment

May 12, 2020

SOM



CORE  
PLANNING STRATEGIES

MERRITT  
CHASE



# Agenda

1. Welcome - Mayor Hamilton and Vi Simpson
2. Master Planning Update - Skidmore, Owings, & Merrill (SOM)
  - Introductions (COB)
    - Team Organization
    - Hospital Reuse Committee (HRC) Role
    - Meeting Schedule
  - Progress Update on Project Phase 1 (SOM / Shrewsberry)
  - HRC Input / Feedback Session (All)
    - Engagement Strategy
    - Initial Branding Ideas
    - Visualizing a Virtual Presence
3. Facility Assessment Update - Kelly Boatman
4. Wrap Up - Mayor Hamilton and Vi Simpson



# **Master Planning Update**

# Looking Forward

April	May	June	July
Existing Conditions Analysis Confirmed	Confirm Stakeholder and Community Engagement Strategy	Launch Web Presence - 6/1	First In-Person Town Hall: Public Options Preview
Technical Review Committee Intake Meeting - 4/23	Confirm Branding	Utility Inserts go out - 6/7	Design Options Phase Initiates
Hospital Reuse Steering Committee Intake Meeting - 4/30	Develop Web Presence	Joint Technical Review Committee and Hospital Reuse Committee Meeting - TBD	....
	1:1 and Smaller Focus/Stakeholder Group Meetings	First Virtual Town Hall: Public Project Intro	
	Utility Inserts approved and submitted - 5/20	Deliverable: Analysis Briefing Book Completed	
	....	....	

# Technical Review Committee

- Technical input during the planning and design process
- More detailed involvement to support consultant work in progress
- Responsive to frequent and/or quick turn project needs

## Members

- Don Griffin - President, Bloomington Redevelopment Commission
- Lee Carmichael - Hospital Reuse Committee member
- Cindy Kinnarney - Hospital Reuse Committee member
- Mary Ann Valenta - IU Health
- Matt Flaherty - At-large Bloomington City Council Representative
- Kate Rosenbarger - District 1 Bloomington City Council Representative
- John Hamilton - Mayor
- Jeff Underwood - Controller
- Mick Renneisen - Deputy Mayor
- Mary Catherine Carmichael - Director of Public Engagement
- Alex Crowley - Director, Dept of Economic & Sustainable Development
- Scott Robinson - Assistant Director, Dept. of Planning & Transportation

# Hospital Reuse Steering Committee

- Focus on development of engagement strategy
- Review consultant work at end of each phase / major milestones
- Provide feedback for determining next steps
- Members participate in a 1-on-1 interview or small group discussion during engagement
- 30+ member committee, co-chaired by Mayor Hamilton and Vi Simpson



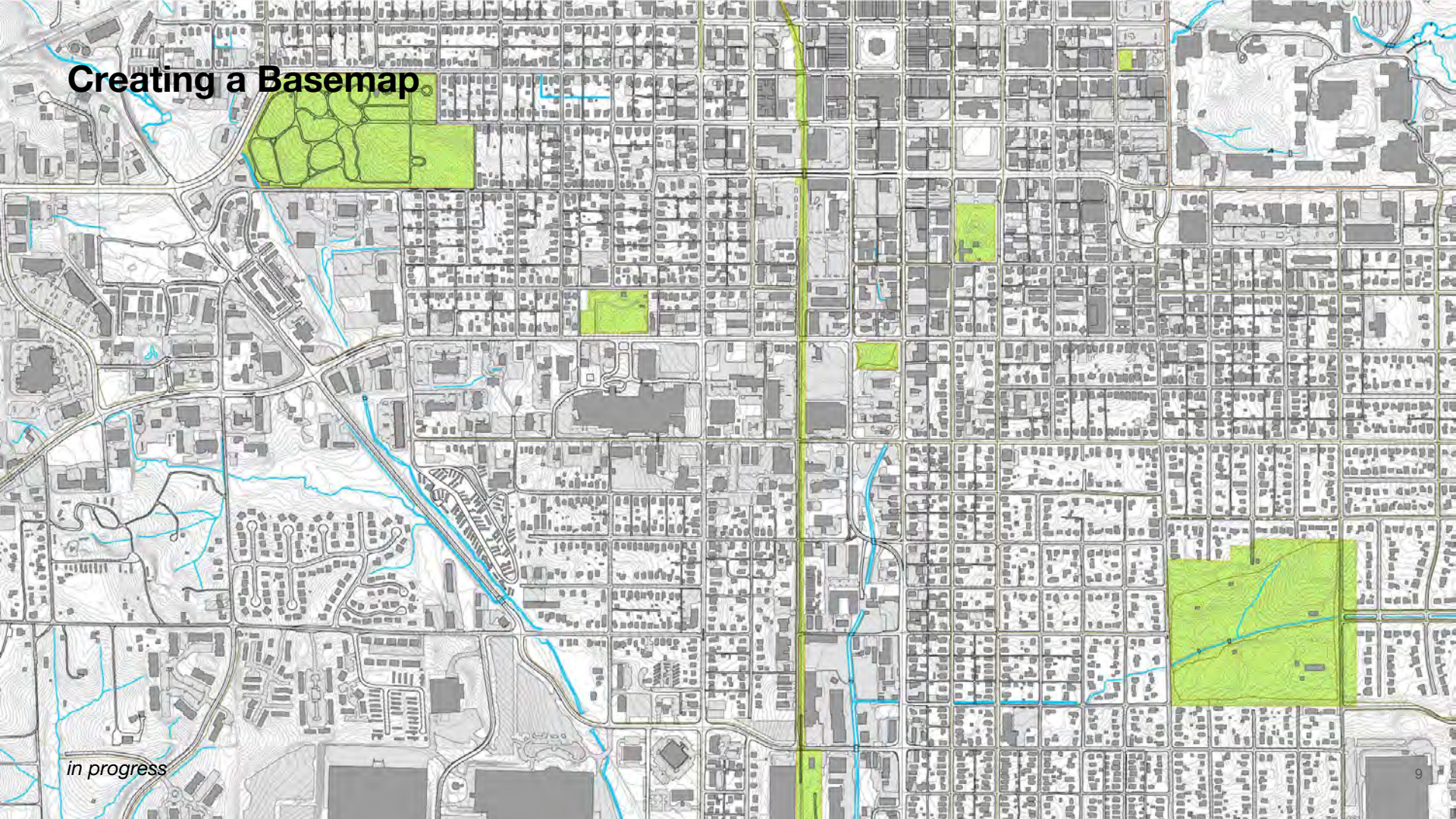
## **Project Phase 1: Progress Review**

# Phase 1: Discovery and Confirmation

1. **Kick-off + Team Building**
2. **Site and Context Analysis**
3. **Site Engineering Focus**
4. **Traffic Study Scope** (traffic counts when students return in Fall)
5. **Existing Conditions Report** (deliverable end of June)
6. **Phase 1 Community And City Engagement Meetings**
  - TRC and Hospital Reuse Steering Committee meetings took place virtually in April
  - 1:1 and Small Stakeholder/Focus Groups Sessions to begin virtually in May
  - Online presence to be launched in June
  - First Virtual Town Hall to take place in June
    - In-person engagement opportunities will resume when feasible per COVID-19 orders



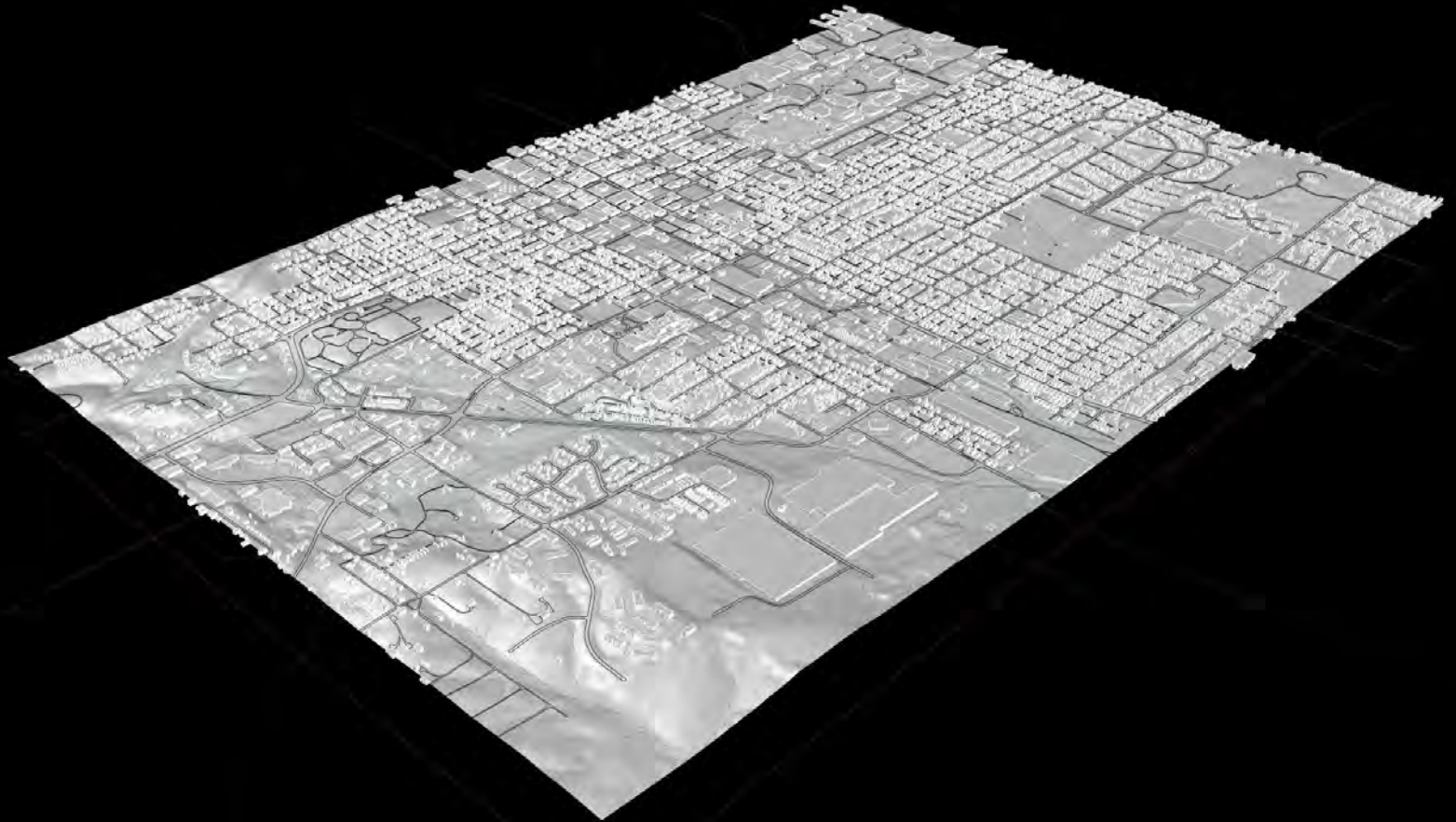
# Creating a Basemap



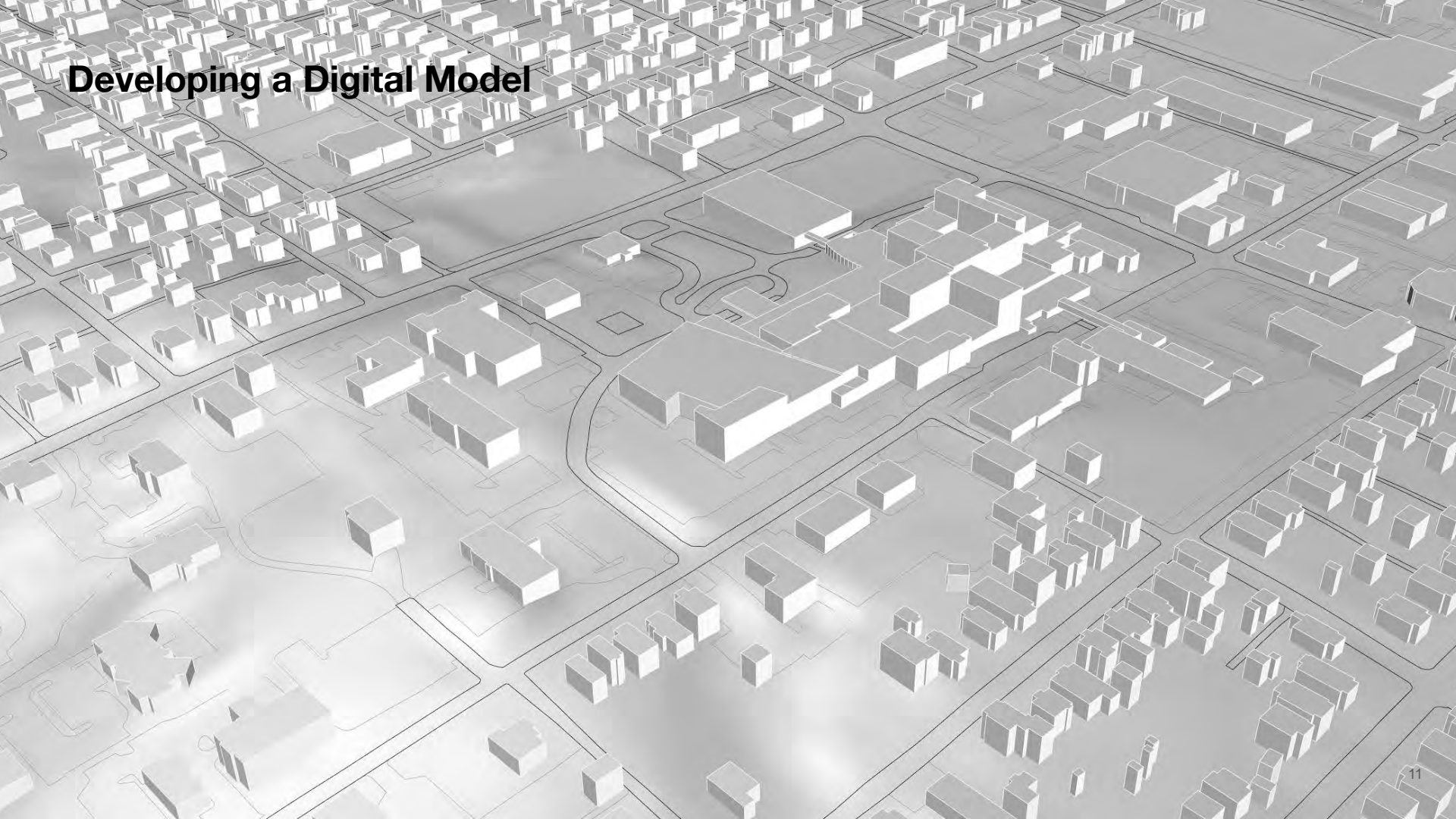
in progress



## Developing a Digital Model

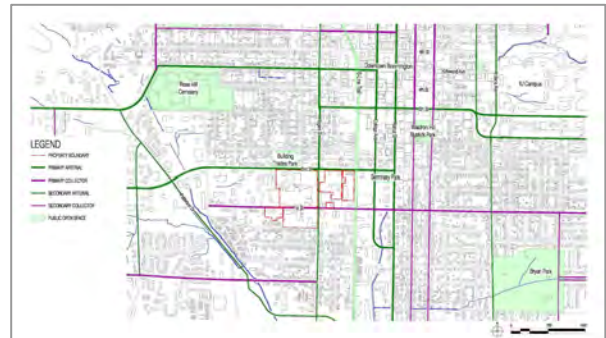
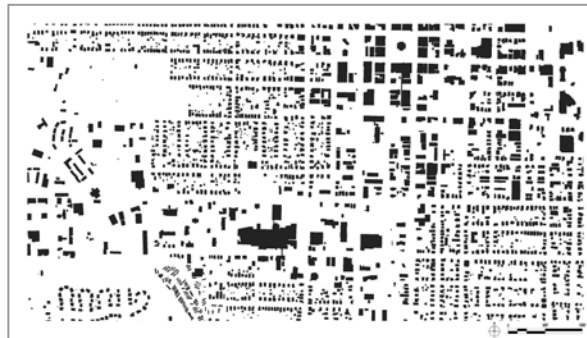
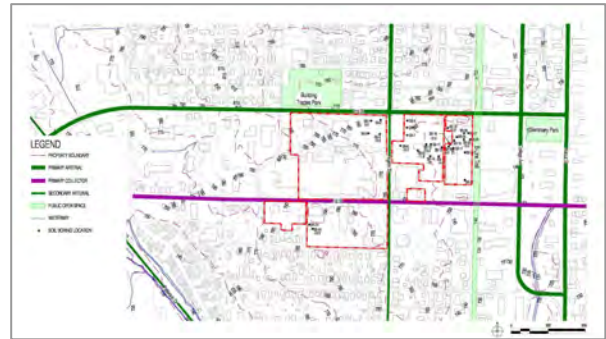
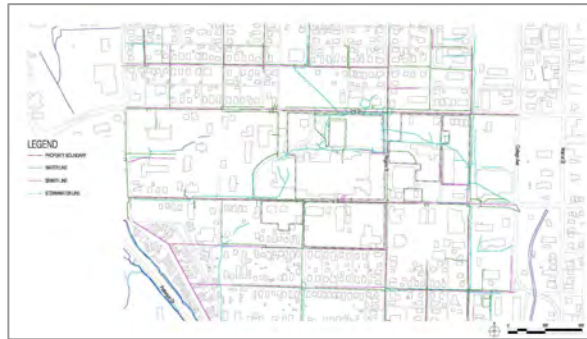
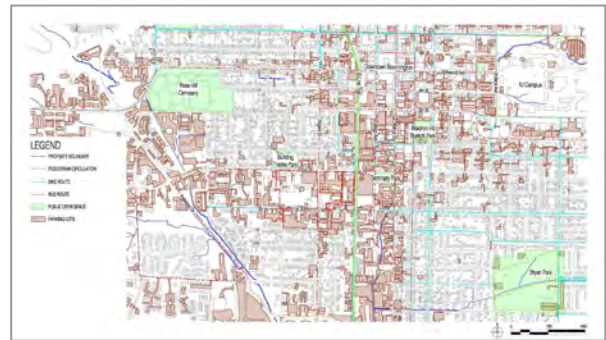
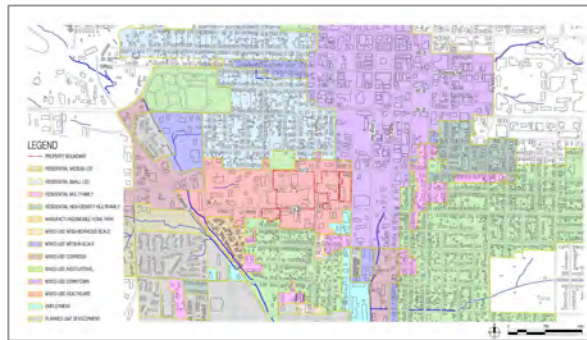


# Developing a Digital Model



# In-progress Existing Conditions Analysis

- Zoning and Land Use
- Site and Physical Conditions
- Utility Infrastructure
- Figure Ground
- Site Context
- Circulation and Connectivity

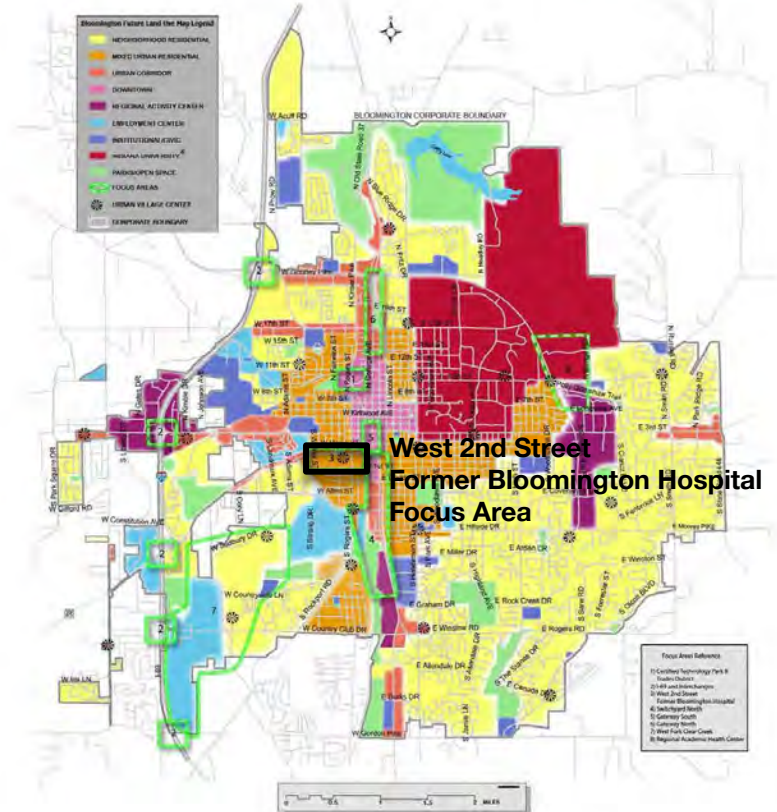


*in progress*



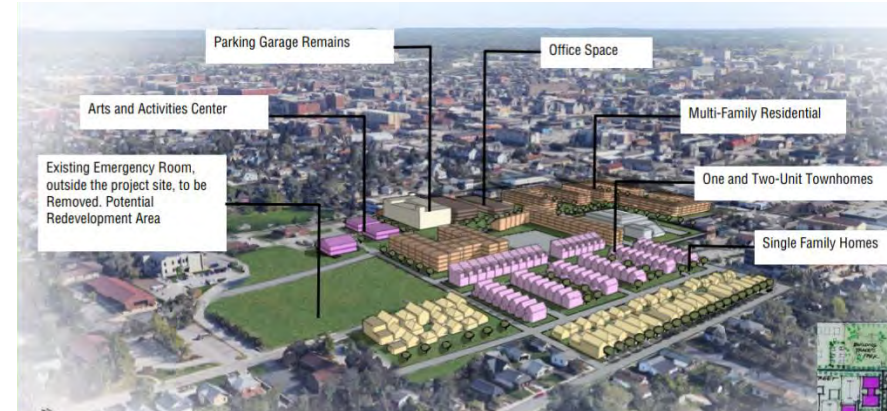
## Key Themes from the 2018 Comprehensive Plan

- Stress **sustainability** and a **lifetime community**
- Development themes of **maintain, enhance, and transform**
- Create a **multi-use, multi-generation, multi-income** community
- **Urban mixed-use district** that will serve as an appropriate transition area from higher, more intensive uses to surrounding neighborhoods
- Emphasis on **urban design, walkability, mobility, connectivity, and affordability**
- Develop a **“20-minute neighborhood”**



# Key Themes from the ULI Advisory Services Report

- Assist in meeting housing needs with a **variety of housing types** specified for different income levels
- Provide **office space** for new and existing businesses
- Maintain **neighborhood scale**
- Contribute to the **network of public space**
- **Restitch the street grid**, breaking up the megablock
- **Link key assets** to strengthen connections between people and places
- **Include community assets**, such as an **arts and activity center** (the heart of the redevelopment), an **urgent care facility** to replace some of the health care offerings vacating the site, and **education and skilled trades training facilities**





# Planning Considerations





## **Engagement Strategy**



# Primary Objectives

- Promote inclusivity
- Engage and listen to stakeholders
- Provide multiple means of engagement based on stakeholder profile
- Reveal site reuse concepts through engagement
- Build project support

# Initial Engagement Strategy (April-June)

- Identify stakeholders and participation approach
- Identify outreach topics and questions
- Conduct initial outreach to introduce project during "reside in place" and social distancing
- Compile and review results of initial engagement activities before summer

# Stakeholder and Community Representatives

## Initial Stakeholder Categories (in-progress)

- Chamber of Commerce & Economic Development
- Churches
- Community Individuals
- Construction Associated
- Education
- General Businesses
- Government (City, County, Civil)
- Healthcare
- Neighborhood Associations
- Non-Profits
- Press / Media

## Engagement Approach

**One on One**

**Focus Group**

**General Assembly**

# Engagement Questions / Topics for Stakeholder Interviews & Small Groups

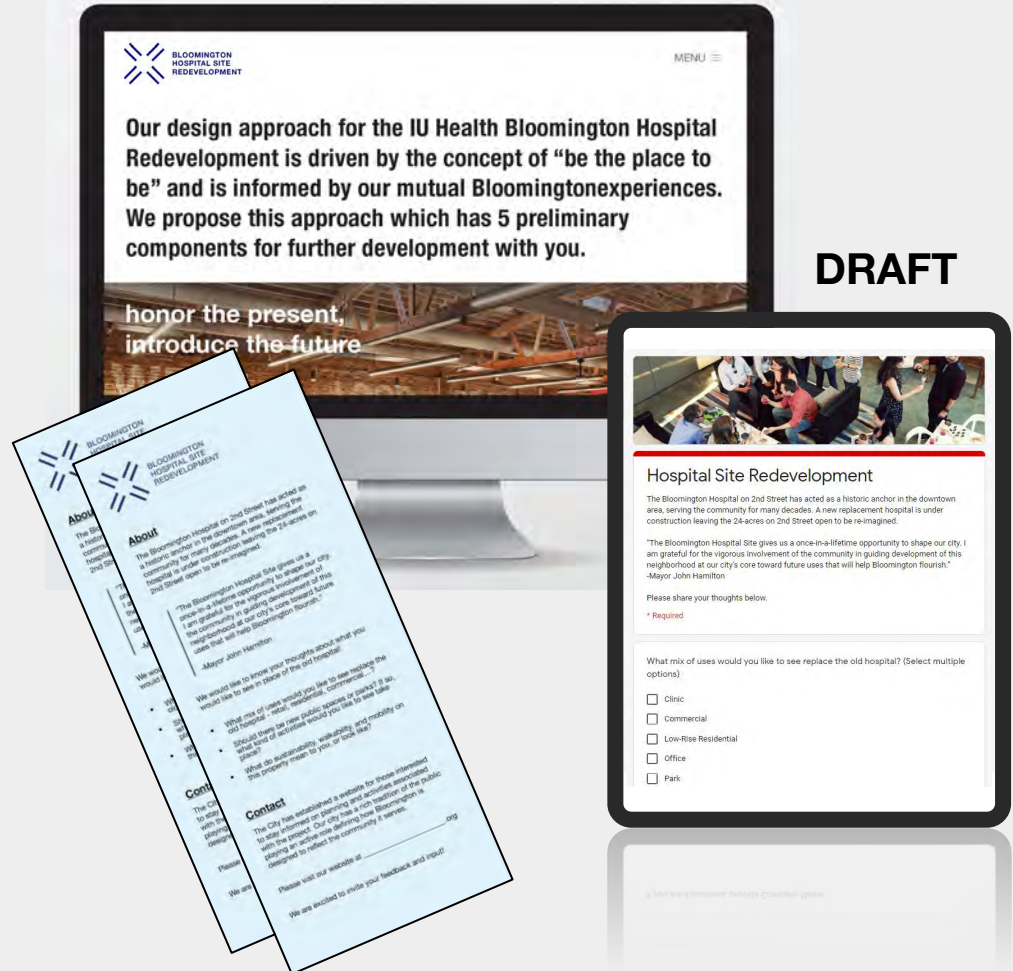
- Are you familiar with or have participated in the previous studies pertaining to the redevelopment of the Bloomington Hospital Site?
  - Share report summaries of 2018 Comprehensive Plan and Urban Land Institute Advisory Services Report
- The current Bloomington Hospital will be demolished as part of the City's purchase agreement with IU Health, creating the opportunity for new development. What mix of uses would you like to see in place of the current Bloomington Hospital?
  - List of options to include proposed uses from the ULI Study
  - Set limitations based on zoning code and emphasize economic feasibility

# Engagement Questions / Topics for Stakeholder Interviews & Small Groups

- What types of public spaces/uses would you like to see take place on site?
  - Define approvable public uses not in conflict with neighboring parks and amenities
- What are your aspirations and goals for the site?
- What uses align or don't align with those aspirations and goals?
- Are you a city resident?
  - Any more demography info sought by City?
- How are you connected to this initiative?
- How would you like to stay engaged?

# Initial Outreach

- Utility Bill Insert
- Website Launch
- Seeking Feedback via Website with Google Forms
- Targeted Outreach



# Google Form

- Builds contact list - name, email, phone address, company
- Requests self-selected engagement level
- Seeks initial thoughts

[Link to Form](#)



## Hospital Site Redevelopment

The Bloomington Hospital on 2nd Street has acted as a historic anchor in the downtown area, serving the community for many decades. A new replacement hospital is under construction leaving the 24-acres on 2nd Street open to be re-imagined.

"The Bloomington Hospital Site gives us a once-in-a-lifetime opportunity to shape our city. I am grateful for the vigorous involvement of the community in guiding development of this neighborhood at our city's core toward future uses that will help Bloomington flourish."

-Mayor John Hamilton

Please share your thoughts below.

\* Required

What mix of uses would you like to see replace the old hospital? (Select multiple options)

- ☐ Clinic
- ☐ Commercial
- ☐ Low-Rise Residential
- ☐ Office
- ☐ Park

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# Opportunity to share initial thoughts

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How familiar are you with the ULI Study

- ☐ I am not familiar with this study.
- ☐ I know there was a study completed.
- ☒ I have some familiarity with the study content.
- ☐ I know the study content well.

What mix of uses would you like to see replace the old hospital? (Select multiple options)

- ☒ Clinic
- ☒ Commercial
- ☐ Low-Rise Residential
- ☐ Office
- ☒ Park
- ☐ School
- ☐ Single Family Housing

☐ Residential

☒ Retail

☐ Townhomes

☐ Other: \_\_\_\_\_

If the site were to become a park or other public space, what kind of activities would you like to see take place?

There are a few options listed but if you have any other ideas feel free to type them in the "other" option

☐ Athletic courts (basketball, tennis,

☐ Activities in the grass (soccer, kite flying, frisbee, etc)

☐ Concerts

☐ Gardening

☒ Interactive Learning

☐ Picnicking

☒ Public Art

☒ Walking Trails / Connecting to the B-Line Trail

☐ Other: \_\_\_\_\_



# Self-Selected Engagement Levels

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How are you connected to this initiative? \*

- ☐ Business
- ☐ Construction
- ☐ Economic Development or Chamber
- ☐ Education
- ☒ Greater Bloomington Community
- ☒ Local or County Government
- ☐ Member of Neighborhood Association
- ☐ Neighbor (within 20 min. of the site)
- ☐ Non-Profit
- ☐ Press/Media
- ☐ Religious Organization
- ☐ Option 12
- ☐ Other: \_\_\_\_\_

How would you like to stay engaged? \*

- ☒ Email Updates
- ☐ Invitation to Town Hall Meetings
- ☐ Notify me of Site Exploration Activities
- ☒ Willing to Participate in Small Focus Groups
- ☐ Please do not contact me at this time
- ☐ Other: \_\_\_\_\_

First Name \*

Your answer

Last Name \*

Your answer

Email Address \*

Your answer



## **Initial Branding Ideas**

# Inspiration



2nd Street



B-Line Trail

# Initial Branding Strategies



THE  
PLACE  
TO **B**

BLOOMINGTON HOSPITAL SITE REDEVELOPMENT

YOUR  
PLACE  
TO **B**

BLOOMINGTON  
HOSPITAL SITE  
REDEVELOPMENT

BLOOMINGTON HOSPITAL  
SITE REDEVELOPMENT

Our Place to \_\_\_\_\_



A NEW HUB  
IN THE HEART  
OF DOWNTOWN

# Branding Feedback

- Discontinue use of “IU Health”
- Utilize Bloomington Hospital Site Redevelopment as a temporary brand and identifiable transition to the new branding
- Can/should the new site identity refer back to the site’s history as a place of health and wellbeing?
- Is it a Center, Hub, Place, District, Campus, Heart...
- We should let the community help to determine the site’s identity through the engagement process.

# Transitional Branding (for discussion)



**Bloomington  
Hospital Site  
Redevelopment**





# **Visualizing a Virtual Presence**

# Virtual Brand Campaign

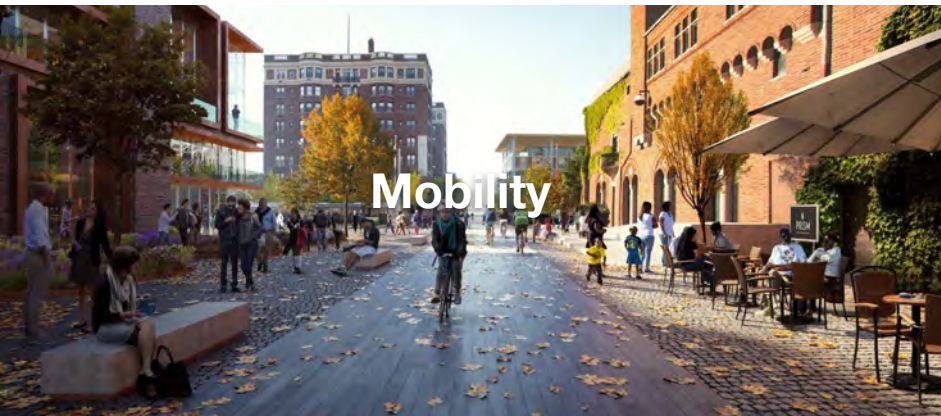
- Website
- Email Newsletter
- Poster
- Social Media
- Other Virtual Platforms for Participation



# Goals and Approach

- Introduce the project and the team working on it to the public
- Engage stakeholders and community members
- Educate + excite by sharing new precedent projects and relevant information
- Collect initial feedback in creative, yet accessible ways

# Themes



# Emerging Themes (based on initial engagement feedback)

Sustainability ?

Urban Innovation ?

The 20-minute  
neighborhood ?

Culture + Place ?

**Our design approach for the Bloomington Hospital Site Redevelopment is driven by the concept of “be the place to be” and is informed by our mutual Bloomington experiences. We propose this approach which has 5 preliminary components for further development with you.**



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honor the present,  
introduce the future



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MENU ≡

engage stakeholders  
to realize consensus



foster Bloomington's  
momentum



create the  
place to be"



identify, prioritize and  
act on opportunity



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# WHAT'S POSSIBLE

## Public Space

Establishing places for nature to thrive and people to gather



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## Mobility

Connecting to the B-Line,  
Bloomington, and beyond



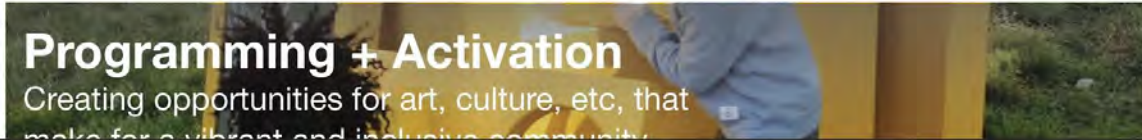
## Development

Introducing new typologies and  
uses for Bloomington's next great  
place



## Programming + Activation

Creating opportunities for art, culture, etc, that  
make for a vibrant and inclusive community



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# HOW WE DESIGN TOGETHER

generating new ideas



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working with  
engaged citizens



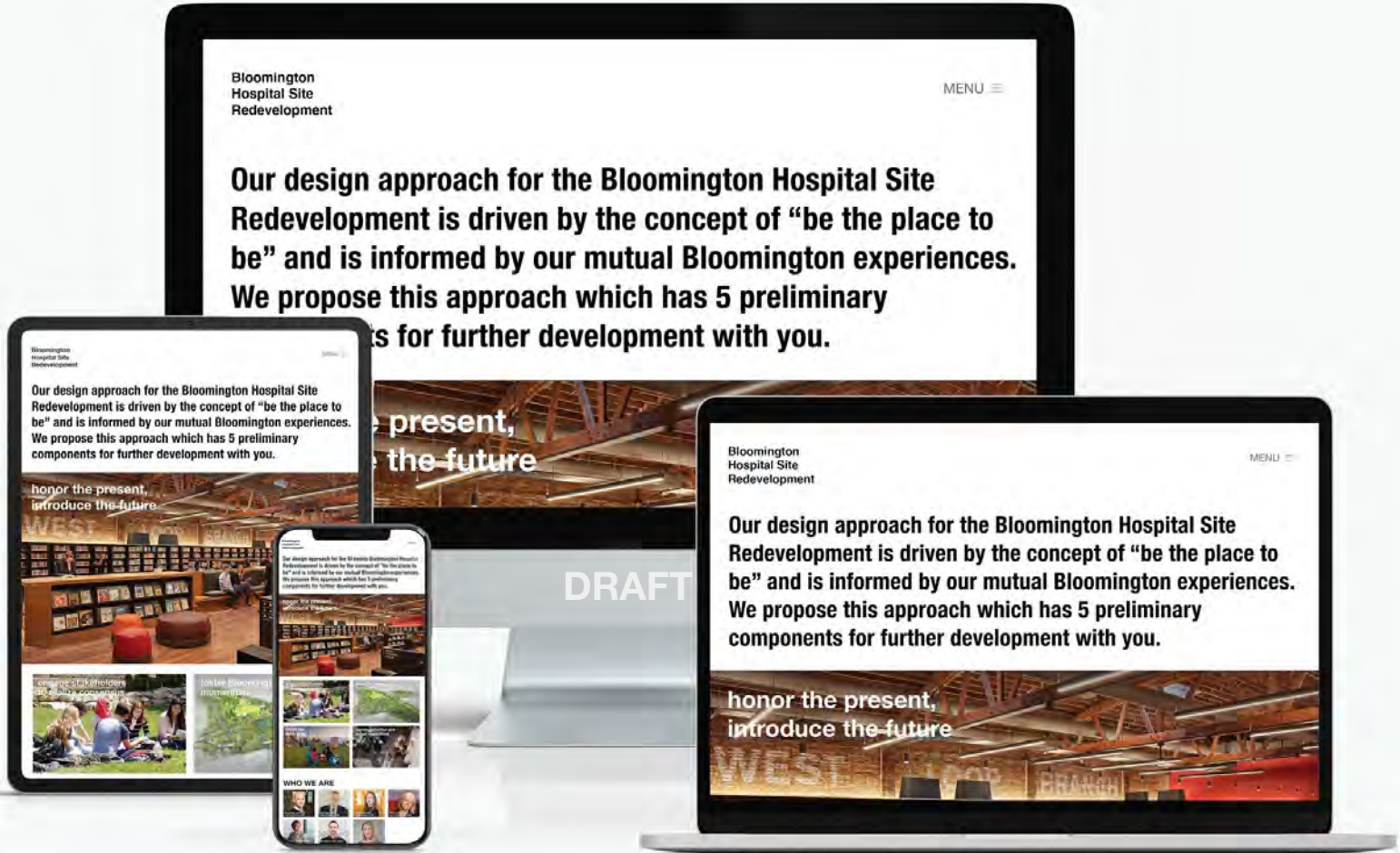
listening to the  
community



innovating and  
collaborating



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**Newsletter  
Email**



## Poster

# Bloomington Hospital Site Redevelopment Community Meeting

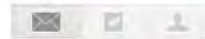
**May 30, 2020**

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visit us at [www.xxxxxxxx.org](http://www.xxxxxxxx.org) for more information



Compose mail

Mailboxes

Priority Inbox

Inbox

Important

Sent Mail

Drafts

Spam

Trash

Labels

## Bloomington Hospital Site Redevelopment

April 12

★ Weekly Updates of Bloomington  
Hospital Site Redevelopment

[show details](#)

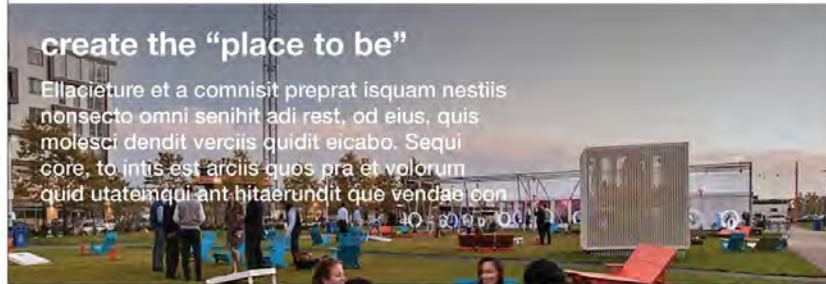
Reply to all

### Bloomington Hospital Site Redevelopment WEEKLY NEWSLETTER

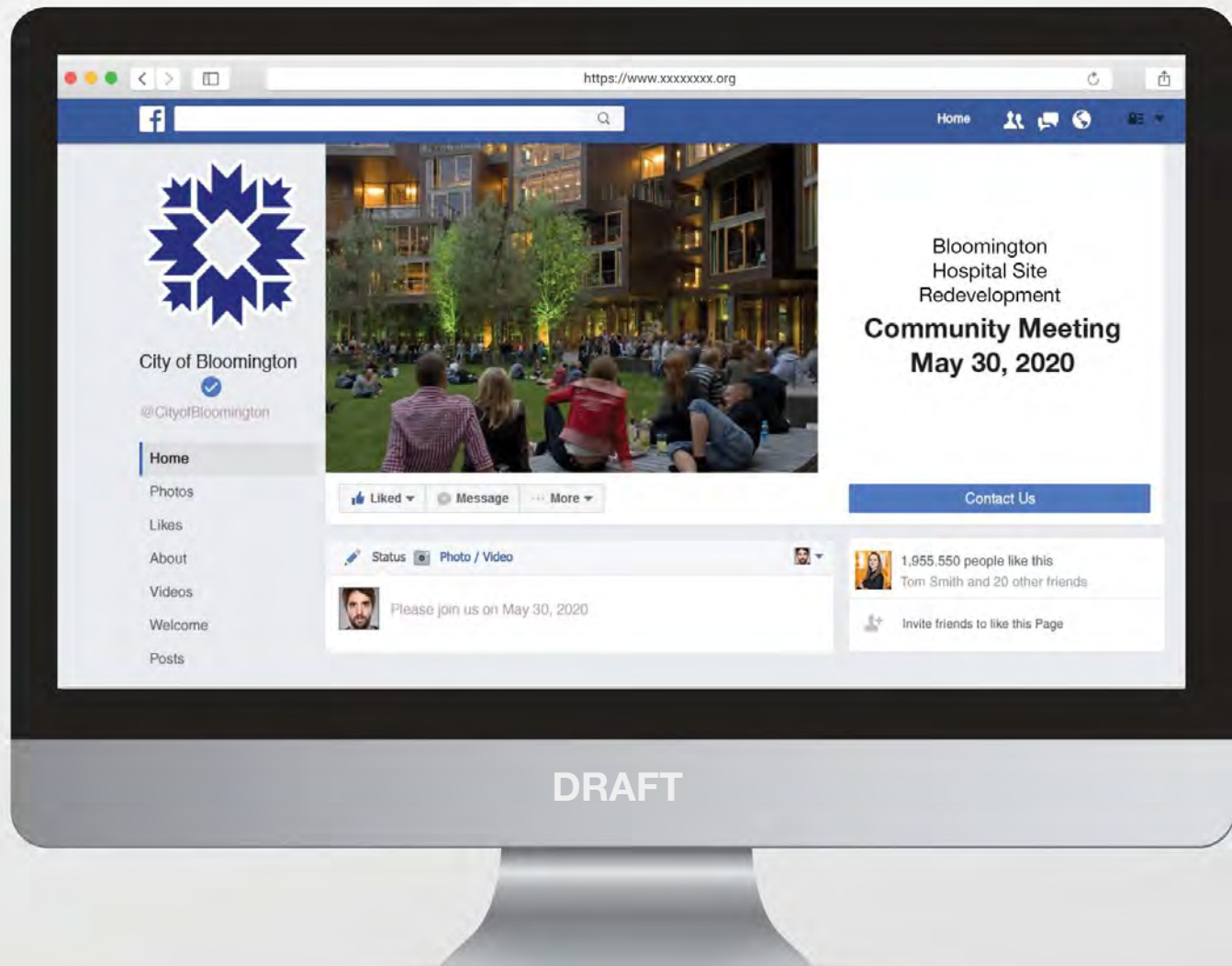


create the “place to be”

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## **03 Facility Assessment Update**

# Update

- Kohr Building
  - Decision deadline is July 1st.
  - This decision will likely be delayed due to COVID-19 situation
- Parking Garage
  - To be kept, per decision made last fall





## 04 Wrap Up / Next Steps

# Looking Forward

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