



# 30<sup>th</sup> Street Area Master Plan

September, 2012

City of Boise, Idaho  
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# 30th Street Area Master Plan / City of Boise, Idaho

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# Executive Summary

The *30th Street Area Master Plan* is the result of Boise City and a consultant team working in concert with citizens, elected officials, property and business owners, Ada County Highway District (ACHD), and other public agencies and stakeholders. The purpose of the master plan is to create a vision and long-term development plan for the 30th Street planning area, and a design concept for the 30th Street Extension that supports the master plan (see Figure ES-1). ACHD participated in this planning effort by preparing the 30<sup>th</sup> Street Extension Traffic Study, which was used in assessing design options for this roadway, Main Street, Fairview Avenue and 27th Street. The 30th Street Extension will border an existing, well-established Boise neighborhood and provide a new north-south connection from State Street to the Main-Fairview couplet. Boise City requested ACHD delay work on the roadway design to allow preparation of this master plan. The planning process addressed how to integrate the proposed roadway concepts with planned land uses. The master plan recognizes construction of the 30th Street Extension enhances access and connectivity, and presents a concept design intended to make this new roadway compatible with the surrounding neighborhoods.



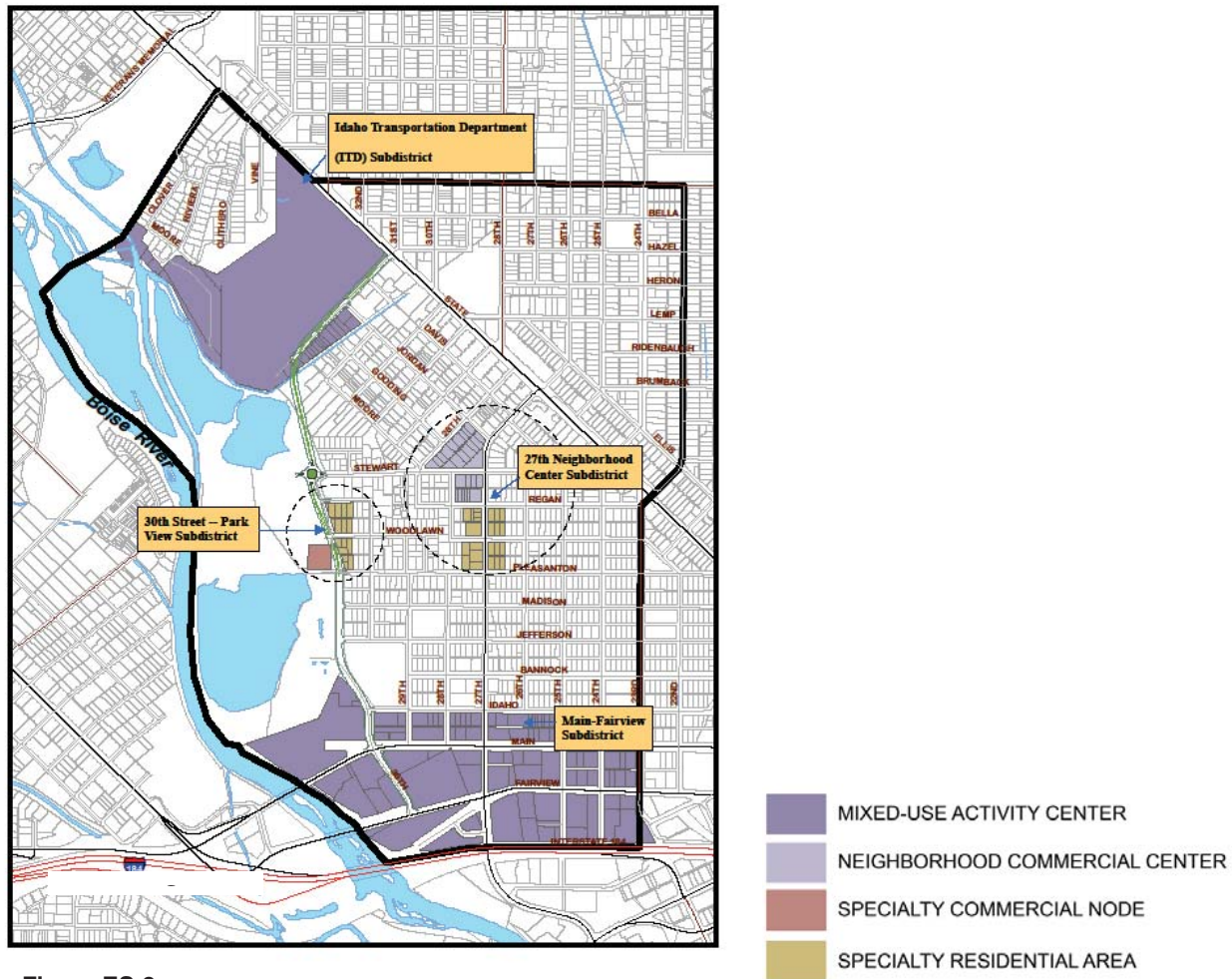
**Figure ES-1:**  
30th Street Planning Area

Source: HDR

The planning area is comprised of two well-established, intact residential neighborhoods, which occupy most of the land area, and four subdistricts with redevelopment potential (see Figure ES-2). These subdistricts are specific geographic areas within the boundaries of the 30th Street planning area. The subdistricts vary in character, size, purpose and development possibilities. Two of them have a significant amount of vacant or underutilized land, which could be transformed into lively mixed-use, transit-oriented, urban-style activity centers and could bring new



underutilized land, which could be transformed into lively mixed-use, transit-oriented, urban-style activity centers and could bring new housing, employment and shopping opportunities to the neighborhoods. The other two subdistricts are more appropriate for smaller scale, targeted commercial and residential in-fill development.

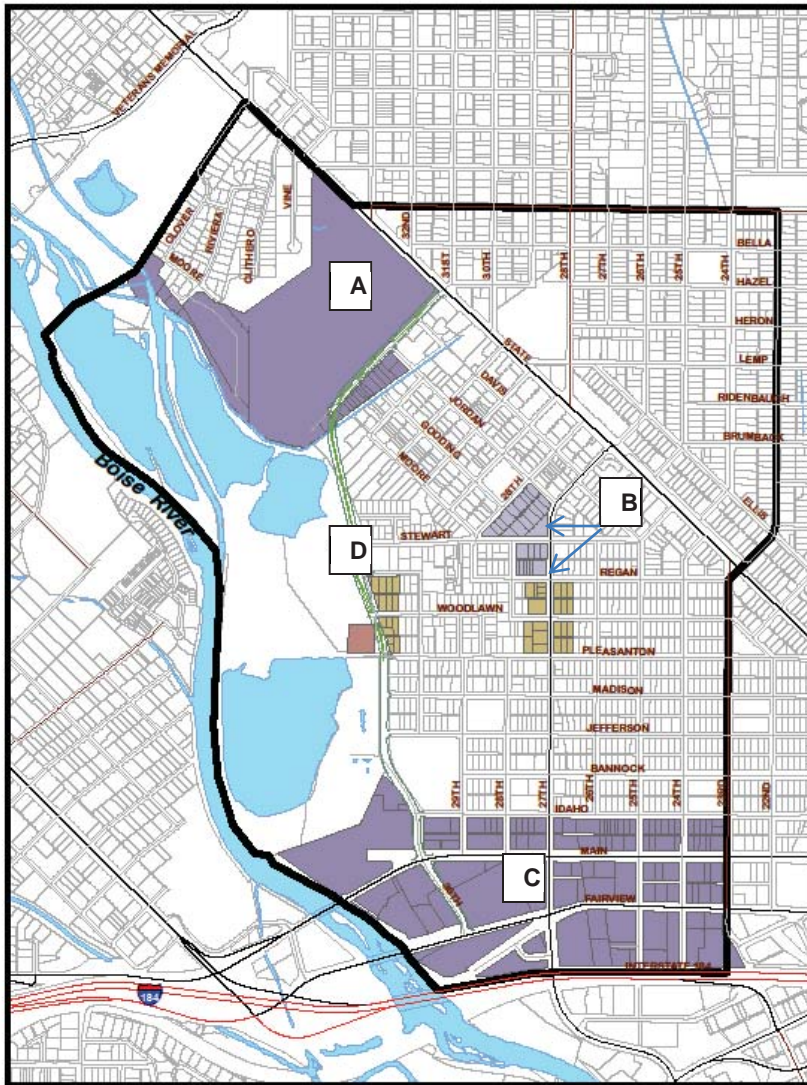


**Figure ES-2:  
30th Street Subdistricts**

**Source: City of Boise; Leland Consulting Group (LCG)**

This master plan establishes a development concept for each subdistrict addressing proposed land uses, building forms, design expectations, circulation, street configurations, parking and public spaces. The development concepts are based on a market analysis and strategy prepared at the start of the planning process, the 30<sup>th</sup> Street Extension traffic study, a design charrette<sup>1</sup> and extensive stakeholder input. The development concepts are summarized in Figures ES-2.

<sup>1</sup> A design charrette is a process in which stakeholders work together with staff from affected agencies and consultants in a concentrated way to develop a vision and design concepts for a particular area, issue or project. The charrette process is short, with access to a multidisciplinary group of experts. The approach is highly inclusive and transparent, allowing all participants to collaborate in the planning process. The process is very iterative, allowing consultants in a concentrated way to develop a vision and design concepts for a particular area, issue or project. The charrette process is short, with access to a multidisciplinary group of experts. The approach is highly inclusive and transparent, allowing all participants to collaborate in the planning process. The process is very iterative, allowing



### A. ITD Subdistrict

- Urban, mixed use, pedestrian- and transit-oriented activity center
- Highest density in core; lowest density at edges shared with adjacent neighborhood.
- Retail and restaurants along State Street
- Rental and ownership housing, live-work units and office in core
- Residential development next to adjacent neighborhood and along waterfront
- Buildings typically pulled up to sidewalk
- Combination of parking structures and lots
- Boulevard treatment on 30th Street Extension
- Central boulevard connecting State Street to the waterfront
- Grid street network with on-street parking and streetscape
- Street connections to adjacent neighborhood
- Transit stops on State Street
- Network of streetscapes and green spaces

### B. 27th Street Neighborhood Center Subdistrict

- Hyde Park – style neighborhood commercial district
- Ground level retail; may have office or retail above; residential may also be included in commercial node
- Shared surface parking lots
- Townhouses along 27th Street from Regan to Pleasanton with garages in rear
- 27th Street redesign; reduce number of lanes from four to two and add bicycle lanes
- Include streetscape and parking lanes in commercial district

### C. Main-Fairview Subdistrict

- Urban, mixed use, pedestrian- and transit-oriented activity center
- Rental and ownership housing, live-work units, office, retail, restaurants and hotels
- Buildings typically pulled up to sidewalk
- Combination of parking structures and lots
- Emphasis on transit-oriented development along streetcar route
- Transit stops on Main, 30th Street Extension and Fairview
- Redesign of Main and Fairview to reduce travel lanes; add bicycle and parking lanes and streetscape
- Central square and outdoor performance space for cultural and community events
- Network of streetscapes and green spaces

### D. 30th Street–Park View Subdistrict

- New medium density residential facing Esther Simplot Park
- Commercial node focused on recreation-oriented retail and restaurant uses
- Shared surface parking
- Boulevard treatment on 30th Street Extension
- Park entrances at Woodlawn and Stewart
- Bicycle and pedestrian entry to park at Pleasanton

for the development, testing, revising and refinement of ideas and solutions. The goal is to create high quality design concepts that have significant political and public support. A design charrette was held for the 30<sup>th</sup> Street Area. The results are contained in the *Charrette Report – 30th Street Specific Area Plan*.

Property owners are encouraged to focus on the following elements of this master plan as a framework for developing strong market-driven plans for the use of their properties. These elements are intended to inspire and guide rather than regulate property owners' development options.

- Vision and Desired Outcomes Chapter 1
- Key Goals Chapter 1
- Overarching Themes Chapter 3
- Areawide Plans Chapter 4
- General Design & Development Guidelines Chapter 5
- Subdistrict Plans Chapter 5

Outside the subdistricts, redevelopment is not expected to make radical changes in existing neighborhood areas although the range of residential densities and types may increase over time to provide more housing choices. The master plan emphasizes that in-fill projects should be respectful of, and compatible with, the existing neighborhood character.

*The 30th Street Area Master Plan* includes implementation strategies and actions to achieve the desired development concepts. The more significant strategies include:

*Strategic Principles*

1. Create a distinct identity for the 30th Street area as a gateway urban neighborhood.
2. Focus on the neighborhood.
3. Recognize private investment follows public commitment.
4. Leverage public investment before building public improvements.
5. Create “pulse points” of development activity in opportunity areas.
6. Use transit as an added asset to attract development.
7. Anticipate evolution. Create tools that assure quality development.
8. Demonstrate leadership.

*Specific Initiatives & Redevelopment Tools*

9. Strengthen community ties through arts, culture, history and public gathering places.
10. Align policies, regulations and review procedures to implement master plan.
11. Form an urban renewal district.
12. Prepare a capital investment plan.
13. Implement a comprehensive parking strategy.



14. Foster collaboration and cooperation among adjacent property owners.
15. Create partnerships.

The master plan emphasizes the importance of leadership and partnerships to successful implementation—partnerships between public agencies, city departments, neighborhood associations, developers, property and business owners and other organizations such as Boise Metro Chamber of Commerce, Boise Valley Economic Partnership, Downtown Boise Association and the Ada County Association of Realtors. Capital City Development Corporation (CCDC), Boise’s urban renewal agency, is identified as a key partner in helping realize the long-term vision and redevelopment goals for the 30<sup>th</sup> Street planning area. Creating an urban renewal district provides access to tools and resources not otherwise available for revitalization activities. The decision to form an urban renewal district rests with the Boise City Council, and would be preceded by community meetings and a formal public hearing.

## **Conclusion**

The 30<sup>th</sup> Street Project is a once in a generation opportunity to shape and enhance Boise’s future. The project is large – 681 acres adjacent to downtown. The potential is vast- revitalized commercial districts, vibrant residential neighborhoods, and stunning new recreation amenities along the nearby Boise River.

Recent activities attest to the value of the plan. In December 2010, the City of Boise and Capital City Development Corporation formed the 30<sup>th</sup> Street Master Plan Implementation Strategy Steering Committee, launching early activities listed in the Implementation Plan. In 2011, the cities of Boise and Garden City completed the pedestrian bridge over the Boise River from 36<sup>th</sup> Street in Garden City to the Esther Simplot Park. The Boise City Department of Arts & History contracted with artist Stephanie Inman to develop a Cultural Arts Plan for the area. The first phase of the Boise River Recreation Park was completed in 2010 and the Master Plan for Esther Simplot Park has been adopted. The 30<sup>th</sup> Street Extension is scheduled for construction in FY 2013, and Esther Simplot Park is anticipated to be under development the same year..

The Veterans Park Neighborhood Association in the center of the planning area has emerged as a dynamic organization actively involved in planning for the area. The Boise City Council adopted Blueprint Boise, the City’s new Comprehensive Plan in November 2011 with policies incorporating the master plan. Each of these projects and activities furthers the vision and strategic principles of the master plan.

Planning activities launched in early 2007 provided an optimistic perspective on the future of the 30<sup>th</sup> Street area. By 2008 - 2009 as the nation moved into the Great Recession, near-term market demand projections for retail and office space were re-evaluated. The projections contained in the plan are for reference only, but do indicate the potential and long-term possibilities for development/redevelopment. The economic climate will likely delay some of the larger projects proposed in the Implementation Plan. However, the energy propelling current efforts demonstrates that dedicated citizens, stakeholders, and agencies and jurisdictions committed to a unified vision are already effecting change.

The 30th Street Area Master Plan will continue to guide investment and development, and support neighborhood stability and diversity. Zoning and streetscape improvement will shape an exciting built environment as expanded housing types provide options for new lifestyles. Place making and people places will draw residents and visitors. A neighborhood already attractive due to location, strong schools and eclectic composition of housing and residents will flourish as the implementation plan activates investment and guides development. The early commitment of resources by the Boise City Council resulted in a plan for stability, revitalization and market investment. Continuing leadership and on-going partnerships will bring the plan to fruition over time.

# 1. Introduction

The 30th Street planning area is situated between downtown Boise and the Boise River corridor, and between State Street and the Main-Fairview couplet (see Figure 1). The 30th Street planning area is comprised primarily of neighborhood areas platted and developed over a 100-year period. East of 27th Street, early residential growth occurred between the 1910s and the 1930s. West of 27th Street, residential development was slower and more sporadic with modest homes and apartments built from the turn of the last century to the 1970s. Housing construction continued at a slow pace from the 1980s to present day, with a recent flurry of infill development especially in the area between Stewart Avenue and State Street. Community institutions and amenities include a neighborhood school, several parks and numerous places of worship. The area offers a ready supply of reasonably priced homes close to Idaho's largest employment center and to the restaurants, shopping, services, arts and entertainment in Boise. Boise State University and St. Luke's Regional Medical Center are only minutes away. The planning area is well-loved and best known to its residents but, despite its assets, remains somewhat undiscovered by the rest of the community.



Figure 1:  
30th Street Planning Area

Source: HDR

Unlike the North End, East End and Central Bench neighborhoods, the 30th Street planning area is unique in having large tracts of undeveloped or underdeveloped properties along its prime commercial corridors: State Street and the Main-Fairview couplet. Many commercial buildings in these corridors are reaching

obsolescence.<sup>2</sup> A major new roadway is in the design stage—the 30th Street Extension—which will connect State Street and the Main-Fairview couplet along the western side of the planning area. These roadway corridors provide excellent access to downtown Boise, I-184 and the larger community. The combination of developable land and improved access suggests this planning area has significant redevelopment potential. How this redevelopment happens and how the 30th Street Extension is designed will impact the surrounding residential neighborhoods occupying the majority of the land in the planning area.

## Reasons for Initiating 30th Street Master Plan

There are several forces at work that could bring significant change to the area.

- The Ada County Highway District (ACHD) initiated design work on the 30th Street Extension. This new roadway is expected to increase neighborhood visibility, access and connectivity. It will also bring more traffic to the western side of the planning area. The roadway's design will have an effect on the surrounding area.
- Esther Simplot Park, a new riverfront park, is planned for development in the 30<sup>th</sup> Street area. There is also a community effort underway to build a facility for canoeing, kayaking and passive recreation adjacent to the park in the Boise River. These recreational assets will enhance the neighborhood's desirability.
- Increasing numbers of smaller households, households without children and the number of senior citizens favor neighborhoods close to urban centers.
- Housing affordable across a range of incomes is in demand. Increasing fuel costs make neighborhoods close to employment centers, shopping and other amenities more desirable as people strive to reduce driving distances.
- Extensive vacant land exists along Main Street and Fairview Avenue and as part of the Idaho Transportation Department's (ITD) headquarters site on State Street. This land is ripe for development and offers the opportunity to create development patterns that are more sustainable and provide an enriched environment for neighborhood residents, business owners and the larger community.

## Planning for the 30th Street Area - Nature of the Challenge

The City of Boise has a strong desire to create more sustainable development patterns that allow people to fulfill their daily needs while minimizing the use of motor vehicles. Achieving this goal requires housing, employment, shopping, educational, cultural, entertainment and recreational activities to occur in closer proximity to each other. It also requires a wider range of transportation options. Transit, bicycling and walking should become practical alternatives to using motor vehicles. Streets should be designed to accommodate these alternative modes of travel.

The City of Boise also recognizes the importance of preserving and enhancing its existing neighborhoods, and

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<sup>2</sup> The 30th Street Urban Renewal Area – Eligibility Report prepared by Keyser Marston Associates (KMA) in September 2008 indicated that the typical life expectancy of commercial buildings is 30 to 40 years. “Of the 200 commercial buildings in the (30th Street planning area), 61% were developed before 1978 and 43% were built before 1968. This would indicate that more than half of the commercial structures have exceeded their useful life.” A local commercial broker interviewed by KMA indicated that these buildings have little reuse potential. (p. 18)

of working in partnership with neighborhood residents and businesses to keep them healthy over time. The 30th Street planning area presents the opportunity to address both of these issues, and also the challenge of balancing the demands that these issues create.

The *30th Street Area Master Plan*<sup>3</sup> charts a course for revitalization and development of the planning area including existing residential areas and four development opportunity areas or subdistricts. The master plan envisions development of two new mixed-use, pedestrian- and transit-oriented, urban activity centers in the Main-Fairview corridor and on the ITD headquarters site on State Street.

The master plan proposes targeted redevelopment in two smaller-scale subdistricts. The 27th Street Neighborhood Center would respond to residents' desire for a walkable, village-like commercial district that would also be a people-friendly, neighborhood gathering place. This center would be located at 27th Street and Stewart Avenue, would be anchored by grocery store and offer restaurants, shops, services and housing options not now available. The 30th Street – Park View subdistrict would cluster medium density housing along the 30th Street Extension facing the new Esther Simplot Park and could include a new restaurant adjacent to Idaho River Sports.

The master plan includes transportation proposals to connect these development opportunity areas to downtown Boise and to the surrounding community using improved roadways, transit and bicycle-pedestrian routes. It focuses on ways to move people not just vehicles. It includes street sections and plan views for the area's major streets: 30th Street Extension, Fairview Avenue, and Main, 27th and State streets. It shows how these streets could better accommodate vehicles, transit, and bicycle and pedestrian traffic.<sup>4</sup> The master plan gives particular attention to the 30th Street Extension design. It seeks to make this roadway compatible with its surroundings and prevent it from becoming a barrier between residential neighborhoods, the Esther Simplot Park and the Boise River corridor.

The planning area is part of the Veterans Park Neighborhood Association and includes neighborhood areas on both sides of State Street. The planning area also includes sections of the North End and Sunset Neighborhood Associations. The City of Boise is committed to protecting and revitalizing its existing neighborhoods, recognizing they are important building blocks in a healthy city. Residents from the 30th Street planning area have also voiced this idea, expressing their desire that their neighborhoods' fundamental character be respected and neighborhood assets they value be preserved. They see opportunities to enhance their neighborhoods, and reduce possible threats, when the 30th Street Extension is built and future redevelopment occurs.<sup>5</sup>

The 30th Street planning area poses challenges. The master plan focuses on shaping future development to bring new residential, employment, shopping, dining and cultural and entertainment uses to the area while protecting and enlivening existing residential neighborhoods. It includes a development program for four opportunity areas, which endeavor to create well-designed urban places that will be respectful of, and create new assets for, the adjacent residential neighborhoods. The master plan also includes areawide plans for improving roadways; parking; transit; bicycle and pedestrian routes; parks, civic spaces and trails; and utilities that benefit the entire planning area.

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<sup>3</sup> The *30th Street Area Master Plan* is the official title of this plan. It is also referred to as the 30th Street Master Plan or master plan in this document.

<sup>4</sup> Street designs that accommodate multiple modes of travel, rather than focusing primarily on motor vehicles, are known as "complete streets".

<sup>5</sup> Early in the master planning process, participants were asked to identify the neighborhood's strengths and weaknesses and opportunities and threats. This information is contained in Appendix A.

## **Plan Elements**

The *30th Area Street Master Plan* identifies redevelopment opportunities, how to best capture them and how to mitigate potential negative impacts that might result. The planning process has been a collaborative endeavor between neighborhood residents and property owners, City of Boise and ACHD. The plan's key elements are summarized below. Detailed information is in Chapters 3, 4 and 5.

### ***Plan Framework***

Overarching themes provide a framework for the plan proposals. These themes are discussed on pages 31-37. The framework also relies upon the following three research efforts:

- *30th St Specific Area Plan – Market Program Implementation Strategy* prepared by Leland Consulting Group (LCG)
- *30th Street Extension – Traffic Study* prepared by Parametrix Inc.
- *Charrette Report – 30th Street Specific Area Plan* prepared by HDR

The overarching themes and the results of these research efforts are discussed in detail in Chapter 3.

### ***Areawide Plans***

Areawide plans included in this master plan identify significant issues affecting the overall planning area and the people who live there. They describe the current situation and desired future with respect to these issues, and describe plans, policies and action steps to achieve results. These plans include:

- Preferred Development Concept
- Roadway Plan
- Parking Plan
- Transit Plan
- Pedestrian & Bicycle Facilities Plan
- Parks, Civic Spaces & Trails Plan
- Utilities Plan
- Hazardous Conditions

The areawide plans appear in Chapter 4.

### ***Subdistrict Plans for Development Opportunity Areas***

The master plan presents a 25-year redevelopment and revitalization program for the 30th Street planning area based on the *Market Program Implementation Strategy* (2006), prepared by LCG, the 30th Street Extension traffic study, a design charrette<sup>6</sup> and ideas expressed by the participants in the planning process. This program

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<sup>6</sup> The design charrette process used in developing this master plan is described on page 30.



focuses on how to stimulate development activity and economic vitality in four development opportunity areas, described below and shown in Figure 2.

- **Idaho Transportation Department (ITD) Subdistrict:** A high density mixed-use, urban-style activity center with offices, housing, restaurants, retail and service businesses on the ITD headquarters site
- **30th Street – Park View Subdistrict:** Medium high density residential and a specialty commercial node with retail and restaurant uses oriented toward recreation.
- **27th Street Neighborhood Center Subdistrict:** A neighborhood commercial center at the intersection of 27th and Stewart which could also include medium density housing.
- **Main-Fairview Subdistrict:** A high density, mixed use, urban-style activity center including offices, housing, hotels, cultural and educational uses, restaurants, retail and service businesses which would have a city-wide or regional draw.

These subdistricts are specific geographic areas within the boundaries of the 30th Street planning area. The subdistricts vary in character, size, purpose and development possibilities. Two of them are well-suited for significant redevelopment. They have sizeable tracts of vacant or underutilized land which could be transformed into lively mixed-use, transit-oriented, urban-style activity centers—bringing new housing, employment and shopping opportunities to the neighborhood. The other two subdistricts are more appropriate for smaller scale, targeted commercial and residential in-fill development. These four development opportunity areas or subdistricts are also referred to as “activity centers” and “pulse points” in this master plan.

The subdistrict plans set forth a preferred development concept for each area and design and development guideline addressing location of building forms, building heights, circulation, parking and streetscape, open space and greenways. It is the intent of this master plan that each subdistrict has its own distinct identity and sense of place drawn from its natural setting, history, public spaces, specific land use mix and design character and creation of public art and cultural reference points. It is also this plan’s intent that these areas become an integral part of the 30th Street area—that they connect to and welcome the surrounding neighborhoods. In particular, the street system developed for the ITD and Main-Fairview subdistricts should link to the surrounding street system, buildings along the edge of these subdistricts should face outward toward the neighborhood and the pedestrian-bicycle network in the neighborhoods should extend into these activity centers.

The preferred development concepts are summarized in Figure 3. Chapter 5 describes the subdistrict plans in detail.

### ***Using this Master Plan***

Chapters 3, 4 and 5 constitute the essence of the 30th Street Master Plan. These chapters are preceded by background information in Chapter 2.

The master plan concludes with Chapter 6 on implementation. The chapter describes the importance of leadership from stakeholders, strategies, specific programs and agency responsibilities. It also describes potential funding sources.

Property owners are encouraged to use the vision, desired outcomes and key goals for the 30<sup>th</sup> Street planning area in Chapter 1, overarching themes in Chapter 3, areawide plans in Chapter 4 and subdistrict plans in Chapter 5 as a starting point and work collaboratively with the City of Boise, other public agencies and private partners to develop strong market-driven plans for use of their properties. These plans are intended to inspire and guide rather than regulate property owners’ development options.

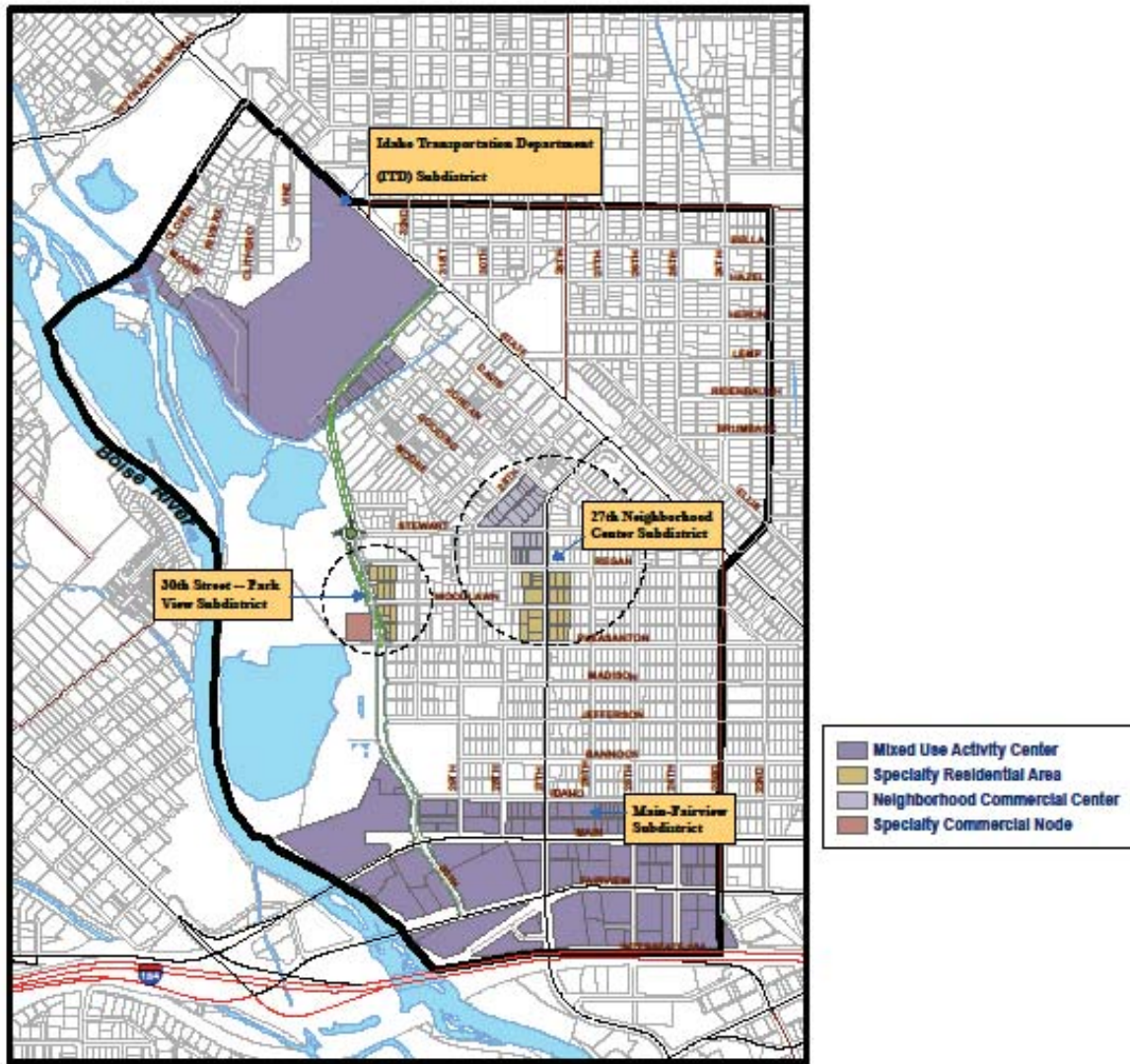
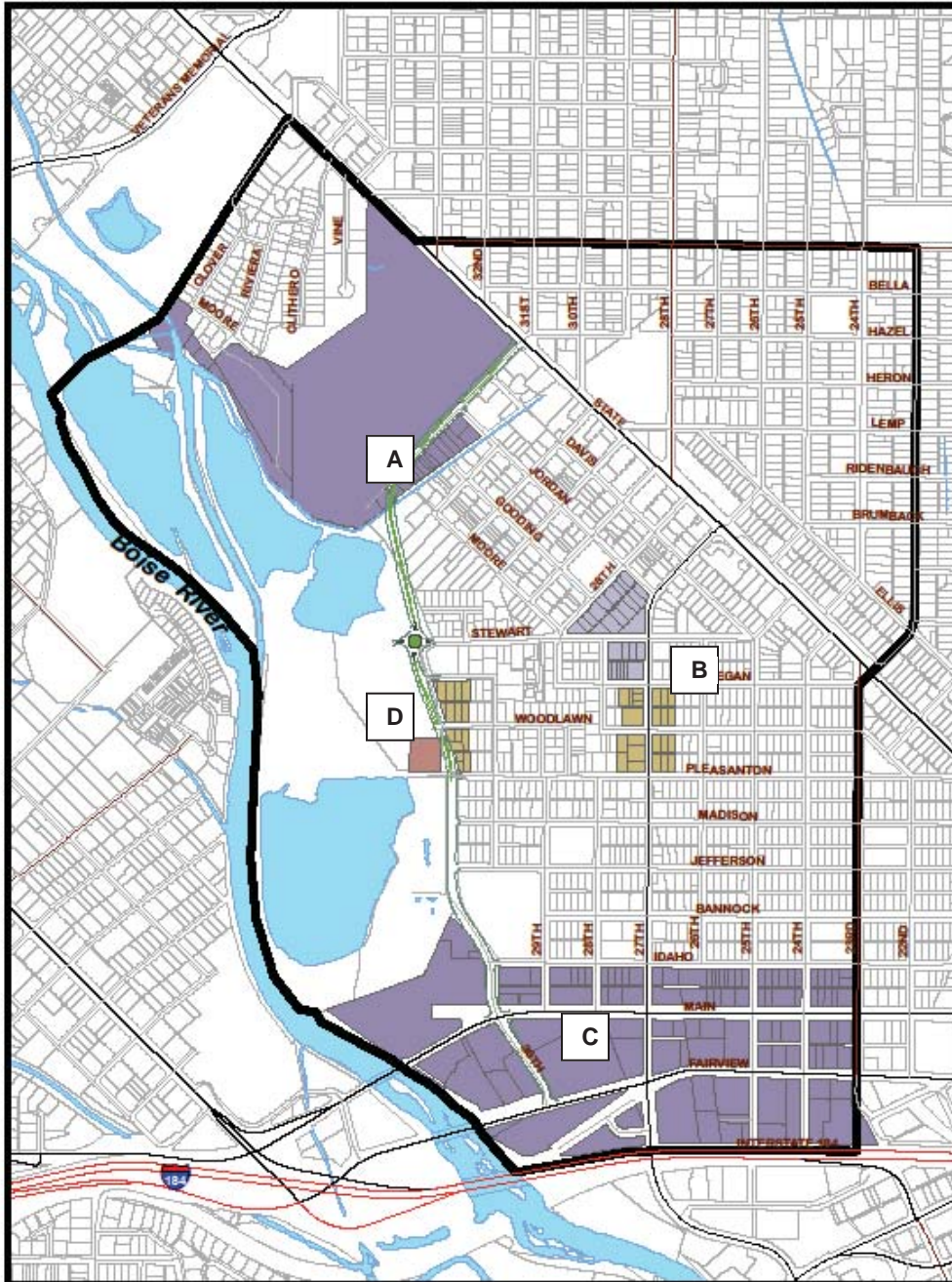


Figure 2:  
30th Street Subdistricts

Source: City of Boise; Leland Consulting Group (LCG)





**Figure 3:**  
**Summary of Preferred Development**  
**Concepts for Subdistricts**

Source: City of Boise; LCG; HDR

**A. ITD Subdistrict**

- Urban, mixed use, pedestrian- and transit-oriented activity center
- Highest density in core; lowest density at edges shared with adjacent neighborhood.
- Retail and restaurants along State Street
- Rental and ownership housing, live-work units and office in core
- Residential development next to adjacent neighborhood and along waterfront
- Buildings typically pulled up to sidewalk
- Combination of parking structures and lots
- Boulevard treatment on 30th Street Extension
- Central boulevard connecting State Street to the waterfront
- Grid street network with on-street parking and streetscape
- Street connections to adjacent neighborhood
- Transit stops on State Street
- Network of streetscapes and green spaces

**B. 27th Street Neighborhood Center Subdistrict**

- Hyde Park – style neighborhood commercial district
- Ground level retail; may have office or retail above; residential may also be included in commercial node
- Shared surface parking lots
- Townhouses along 27th Street from Regan to Pleasanton with garages in rear
- 27th Street redesign; reduce number of lanes from four to two and add bicycle lanes
- Include streetscape and parking lanes in commercial district

**C. Main-Fairview Subdistrict**

- Urban, mixed use, pedestrian- and transit-oriented activity center
- Rental and ownership housing, live-work units, office, retail, restaurants and hotels
- Buildings typically pulled up to sidewalk
- Combination of parking structures and lots
- Emphasis on transit-oriented development along streetcar route
- Transit stops on Main, 30th Street Extension and Fairview
- Redesign of Main and Fairview to reduce number of travel lanes; add bicycle and parking lanes and streetscape
- Central square and outdoor performance space for cultural and community events
- Network of streetscapes and green spaces

**D. 30th Street-Park View Subdistrict**

- New medium density residential facing Esther Simplot Park
- Commercial node focused on recreation-oriented retail and restaurant uses
- Shared surface parking
- Boulevard treatment on 30th Street Extension
- Proposed park entrances at Woodlawn and Stewart
- Bicycle and pedestrian entry to park at Pleasanton

## Vision & Desired Outcomes for 30<sup>th</sup> Street Planning Area

### *Vision*

The 30th Street planning area is a premiere urban place celebrating its unique location between the Boise River corridor and downtown Boise. It includes attractive neighborhoods and vibrant mixed-use activity centers serving local residents, the community and the region. The area serves as a gateway to downtown, welcomes visitors and has a unique identity and strong sense of place where people and businesses thrive.

### *Desired Outcomes<sup>7</sup>*

The 30th Street area will fully realize the benefits of its location between the Boise River with its riverfront parks, greenbelt trail system and natural open space, and downtown Boise with its bustling urban scene, employment and housing opportunities, shopping, dining, cultural, entertainment and educational assets. The 30th Street area will attract people who bring diversity and creativity to this dynamic place, and the area will have a rich cultural life including galleries, artist studios, production facilities, performance spaces and arts and crafts fairs.

A significant amount of development and redevelopment will occur in the 30th Street planning area. The Main-Fairview and ITD subdistricts will become mixed-use, transit-oriented, urban-style activity centers which will include thriving businesses, employment opportunities, an eclectic mix of housing choices, shopping, and social, cultural, educational and entertainment activities not now available. These activity centers will be walkable, include people-friendly civic spaces, public art, and community events.

The Main-Fairview subdistrict will include a plaza and outdoor performance space for community-wide gatherings and cultural events. Main Street and Fairview Avenue will be redesigned. The number of travel lanes will be reduced, and bicycle and parking lanes and street trees and furnishings will be added. These streets will become more beautiful and enjoyable for both pedestrians and motorists. The ITD subdistrict will have an attractive boulevard creating a strong connection from State Street to the Esther Simplot Park and opening a view to the river corridor. There will be a network of green spaces. Both subdistricts will have excellent roadway access and transit service.

The 30th Street Extension will be an attractive tree-lined, boulevard-style street with a landscaped center median for much of its length. It will provide improved connectivity between State Street and the Main-Fairview couplet that accommodates not only vehicle traffic but transit, bicyclists and pedestrians. It will serve as a well-located and well-designed commuter route to and from downtown Boise, and will shift through traffic away from 27th Street. After the 30th Street Extension is built, the number of lanes in 27th Street will be reduced and it will become a quieter, neighborhood street

The existing character of 30th Street neighborhoods will be retained with their compact form, historic grid of tree-lined streets, variety of housing types, and neighborhood schools and parks. Reinvestment in the neighborhoods will continue with renovations of existing homes and new infill development. New development will respect the existing neighborhood character. A variety of housing choices will allow people at different life stages and with a range of incomes to live in the area. Connections between the neighborhood and the Boise River corridor will be maintained and strengthened.

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<sup>7</sup> This section describes the ideal of what this master plan hopes to achieve. It will take patience and perseverance to reach this ideal. Some aspects may be easier than others, and some may prove to be unattainable. This description is intended to inspire best efforts to achieve most of what is expressed here.

The residents' strong desire to have a neighborhood commercial district will be realized. The existing grocery at 27th and Stewart will provide the starting point for a neighborhood commercial center with smaller-scale businesses, café-style restaurants and possibly medium density housing. It will become a gathering place, easily accessible by walking and bicycling, which will strengthen the social network in the neighborhood. A year-round public market and community gardens will be established to encourage the community to adopt more sustainable lifestyles.

The planned Esther Simplot Park will be built and will offer a wonderful place for active recreation, community events, socializing between families and friends, enjoying nature and people watching. The park will also serve as a very desirable amenity to new residential development envisioned along the 30th Street Extension facing the park.

The 30th Street area will become known as a very desirable, thriving place for people to live, work, shop and enjoy life.

## **Key Goals**

### ***Natural Setting***

- Recognize the Boise River corridor's exceptional value, give close attention to how every redevelopment decision affects this corridor and preserve and celebrate its contribution to the planning area's desirability and prosperity.

### ***Neighborhood Preservation & Revitalization***

- Allow for neighborhood redevelopment that broadens the range of housing, employment, shopping and transportation options as long as redevelopment also respects and strengthens the inherent character of the neighborhoods. (The purpose of this goal is to strike a balance between increasing the availability of housing choices, neighborhood services and transit and preserving neighborhood character and stability.)
- Create incentive programs that allow residential development in the neighborhoods up to 45 units per acre if the result is quality development that expands housing choices and maintains affordability.
- Develop design guidelines and regulatory controls to assure that the scale, massing and general character of projects at 15-45 units per acre demonstrate a good fit with the existing character of the neighborhood and that the desired mix of housing types and prices are actually achieved.

### ***Arts, Culture, History & Community***

- Vigorously celebrate arts, culture and history in the 30th Street area through holding events and performances, attracting galleries and artist studios and creating cultural facilities.
- Use arts and culture to create identity and a sense of community in the 30th Street area and to stimulate its economic revitalization.
- Provide opportunities for people to observe and participate in the creative process through interactive workshops with working artists.

## ***Sustainability***

- Create more sustainable development patterns and transportation systems through implementation of areawide plans and the preferred development concepts in the subdistrict plans.
- As plan implementation moves forward, each implementation action and development proposal should be evaluated for its sustainability, and every effort should be made to move toward a more sustainable future as implementation decisions are made.
- Encourage the use of green buildings as part of redevelopment and revitalization of the planning area. Whenever feasible, building construction and remodeling should meet Leadership in Energy and Environmental Design (LEED) standards<sup>8</sup>.
- Promote sustainable lifestyles by establishing a year-round farmers market where locally grown foods would be available, expanding the availability of transit, encouraging people to walk and bicycle and organizing car-share programs.
- Identify locations for and establish community gardens in the neighborhoods and subdistricts. In some cases, property owners may be willing to donate space for this activity.

## ***Workforce Housing***

- Increase housing affordable across a range of incomes within the planning area across all residential types including, but not limited to: apartments, condominiums, townhouses, duplexes, single family houses, live-work units, and co-operative and senior housing.

## ***Design & Branding***

- Create an authentic identity and sense of place for each of the subdistricts by drawing upon the natural setting and history of the area, creating place names and developing design parameters that result in a distinctive character,

## ***Removing Barriers, Implementation & Financing***

- Reduce impediments to revitalization of the 30th Street planning area through exerting leadership and forming partnerships between public agencies, the development community, neighborhood associations and stakeholders.
- Engage in a continuing dialogue with the development community, lenders, appraisers and property owner to ascertain where barriers exist to achieving the master plan's vision, goals and objectives. Appoint an ombudsman to assist in resolving issues that are stumbling blocks to economic development in the 30th Street planning area.
- Give particular attention to creating consistency between the City's comprehensive plan, development regulations and this master plan. Streamline the development review process for projects which implement the master plan.

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<sup>8</sup> LEED is a third-party certification program and nationally accepted benchmark for the design, construction and operation of high performance green buildings. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their buildings' performance. This rating system was developed by the U.S Green Building Council (USGBC). ([www.usgbc.org](http://www.usgbc.org))



- Remove barriers to redevelopment caused by aging and missing infrastructure. Invest public resources in closing gaps, improving and expanding the infrastructure needed for concentrated urban development in the 30th Street planning area.
- Work together with community partners to develop creative ways to leverage federal, state and local government resources with private resources to address such issues as workforce housing, transit, parking, storm drainage and brownfields.
- Maintain a long term, 25-year implementation plan for the 30th Street Master Plan and a rolling five year implementation program with annual action steps. Use an interagency team to monitor progress on plan implementation and to serve as an advocate for the plan as funding priorities and budgets are set.
- Use existing City land holdings in the 30th Street area to produce development project that serve as catalysts and models for what the City wants to happen in the 30th Street area. Use these landholdings and other city assets as levers to inspire and challenge private property owners and developers to move the 30th Street master plan forward.

## 2. Background

### Project Location

The 30th Street planning area is located less than a mile northwest of downtown Boise and directly connected to the downtown via State Street and the one-way couplet of Main Street and Fairview Avenue.

The planning area is approximately 681 acres in size. It is bounded by State Street on the north; I-184 (I-84 Connector) to the south; 23rd Street to the east; and the Boise River, Clithero Drive and Riviera Drive to the west. Figure 1 shows the boundaries of the planning area (see page 9). Figure 4 shows the planning area in its regional context.



**Figure 4:**  
**Planning Area in Regional Context**

**Source:** HDR

The 30th Street Extension will ultimately extend southwest from the intersection of State and Rose streets south along Rose to its current terminus; turning southeast along unimproved land following the eastern boundary of the unimproved Esther Simplot Park to unimproved right-of-way between the Reflections Apartments and Whittier Elementary School; and then continuing south and terminating at the intersection of Fairview Avenue and 30th Street.



## River Environment

The Boise River corridor is the most prominent natural feature in the 30th Street planning area and its greatest asset. One of the key goals of this plan is to recognize the Boise River corridor's exceptional value, give close attention to how every redevelopment decision affects this corridor and to preserve and celebrate its contribution to the planning area's desirability and prosperity.

The river and associated ponds, wetlands and banks is habitat for a wide array of small mammals and birds, including bald eagles. The river is rich with passive and active recreation opportunities including fishing, rafting, canoeing, and wildlife viewing along this segment of the 26-mile Boise River Greenbelt.

The Boise River floodway is generally located within the City of Boise's parklands including the-Esther Simplot Park, the Bernardine Quinn Riverside Park and the River Recreation Park. The 100-year floodplain extends as far east as 31st Street between Woodlawn and Regan Avenues. Continuing downstream, the floodplain includes a portion of the ITD site adjacent to the Boise River and the Stone Gate Mobile Home Park.

Crane Creek is a tributary to the Boise River affecting the planning area. It drains twelve square miles of the Boise Foothills and joins the river near Rose Street. It is contained in a flume—an open artificial water channel—across the planning area. Flows from the flume sometimes flood the Boise River ponds.

## Neighborhood History & Character

### *History of 30th Street Neighborhood<sup>9</sup>*

The 30th Street planning area had its beginnings between 1903 and 1910, a time of growth and prosperity in Boise. Today, in the area's historic core between 19th and 27th streets, attractive rows of early 20th century homes line the streets. Early civic investments in these neighborhoods are evident in the sidewalks and mature trees in landscape strips between sidewalks and street edges.

The neighborhoods included commercial uses, particularly at their western and southern edges. Houses were built along Main and Fairview, but Boise's primary railroad entered the city just south of Fairview and commercial and industrial properties such as lumberyards, glue factories, steel tank factories and oil storage units lined the route. While most of the homes in the Main-Fairview area are now gone, industrial structures such as the old Idaho Power substation and buildings on the Goodman Oil property remain.

Heavy industry bordered the Boise River. The property donated for Esther Simplot Park housed two slaughterhouse operations early in the 20th century. As properties to the east were identified for residential use, the slaughterhouses closed and gravel mining operations along the Boise River replaced them. Despite proximity to heavy industry, modest homes and rentals were built west of 27th Street and in 1949 Whittier School opened just blocks away from an active gravel pit. Residential development slowed during the 1960s and 1970s. Industry continued near the river with concrete-and asphalt-making operations starting up in 1966.

Diverse religious centers were attracted to the area. In 1937 the Boise Diocese established St. Mary's Catholic Church at 26th and State streets. In 1947, Boise's orthodox Jewish community built the city's second synagogue, Congregation Ahavath Israel, on the western edge of the Fairview Addition at Bannock and 27th streets. In 1986, the orthodox and reform congregations merged and converted the synagogue building into a Jewish religious school. In 1951, Boise's small Orthodox Greek community pooled their resources to build the

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<sup>9</sup> City Historian Tully Gerlach provided the historical material on which this section is based.

St. Constantine and Helen Church directly next door to the synagogue. The First Congregational United Church of Christ built their new church at Pleasanton and 23rd Street in 1967, and in 2004, this tradition of religious diversity continued with the establishment of the Boise Islamic Center and Mosque at Stewart and 28th Street.

In 1980, residents formed the Veterans Park Neighborhood Association, including neighborhood areas in the 30th Street planning area. The 1980s saw small improvements in the area, particularly the expansion of the Boise River Greenbelt along the western edge, connecting the sections south of downtown with Veterans Park. Industrial operations were reduced removing heavy truck traffic from neighborhood streets, and in 1992 the I-84 Connector opened, creating a direct east-west route from downtown to the western parts of the Treasure Valley. Heavy traffic along Main and Fairview ceased almost immediately. Reduced traffic affected the area's commercial prospects, and over the next decade a number of businesses closed, including large car dealerships, leaving vast tracts of empty commercial lots still vacant today.

The Boise River corridor has seen significant improvements in the last fifteen years, with removal of most industrial uses, conversion of gravel pits into lakes, and establishment of the Boise River Greenbelt trail system, and a string of parks along the river's edge.

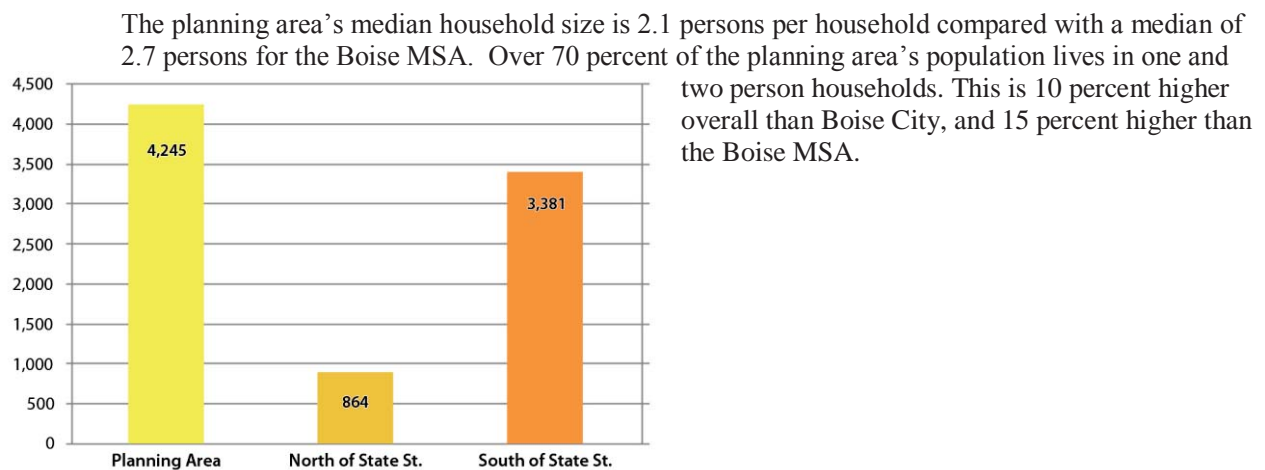
As was the case a century ago, proximity to downtown continues to attract homebuyers, although homes in the area south of State Street are not yet as expensive as in the North End. A new generation of residents is moving in and working to preserve historic homes and remodel newer ones. The Veterans Park Neighborhood Association has new leadership working to increase membership and mobilize neighbors to work together on shared interests.

### ***Demographic and Social Conditions***

The 30th Street neighborhoods now attract many single people and couples of working age seeking an active lifestyle.

Compared to the region, the planning area's population is younger, lives in smaller households and is less likely to include children. Twenty-nine percent of the population is 20 to 34 years old. This is 12 percent higher than for the Boise Metropolitan Statistical Area (MSA) overall. Correspondingly, the number of households with children is 20 percent less than for the Boise MSA. Figures 5 through 15 summarize the area's demographics and housing characteristics.

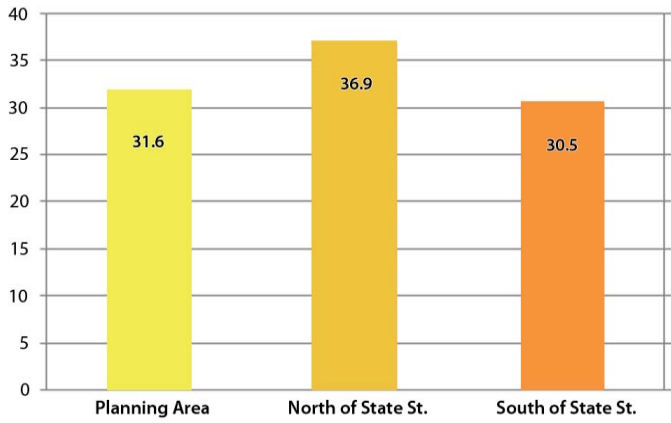
- **Households**



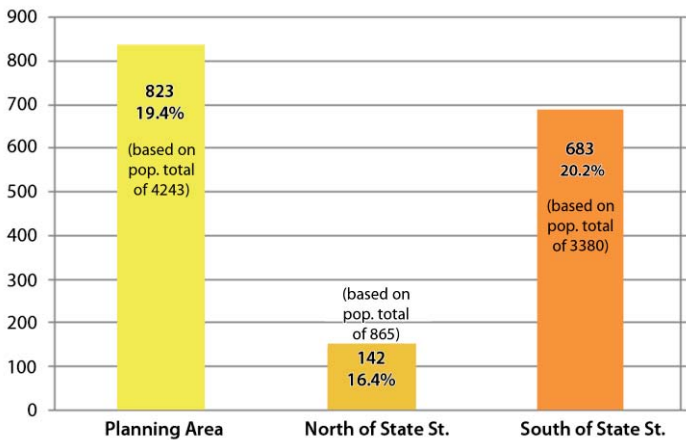
Sources for Data in Figures 5-14:  
 U.S. Bureau of the Census (2000)  
 ESRI forecasts for 2006 (2006)

Sources for Data in Figure 15:  
 U.S. Bureau of the Census (2000);  
 COMPASS

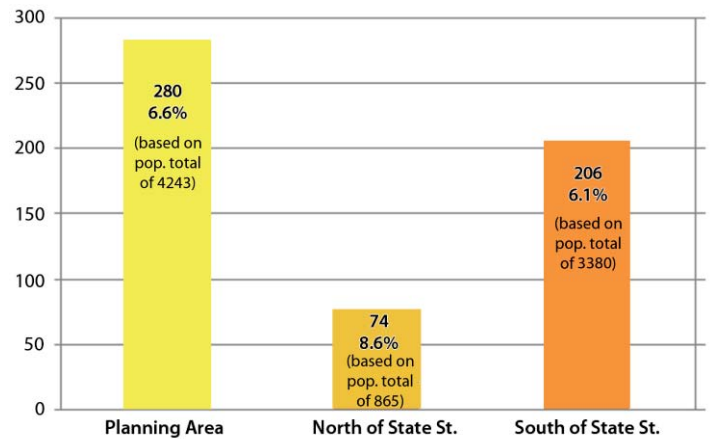
**Figure 5:  
 Population (2006)**



**Figure 6:  
 Median Age (2006)**



**Figure 7:  
 Number & Percentage of Population 14 years or younger (2006)**



**Figure 8:  
 Number & Percentage of Population 65 years or older (2006)**

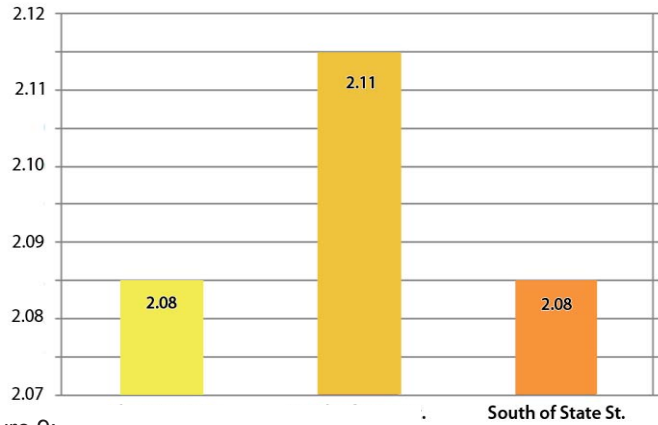


Figure 9:  
Average Household Size (2006)

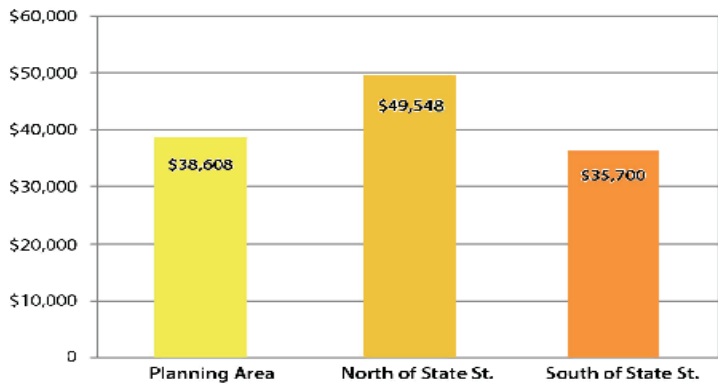


Figure 10: Median Household Income (2006)

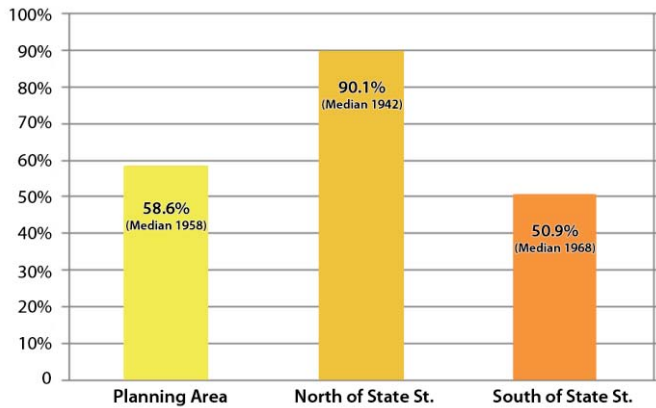
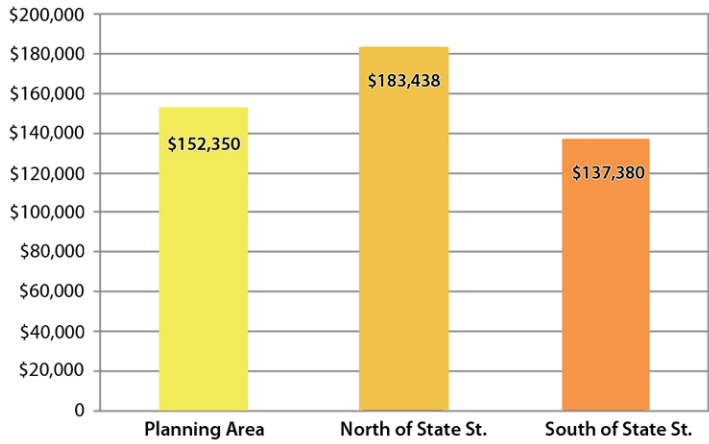
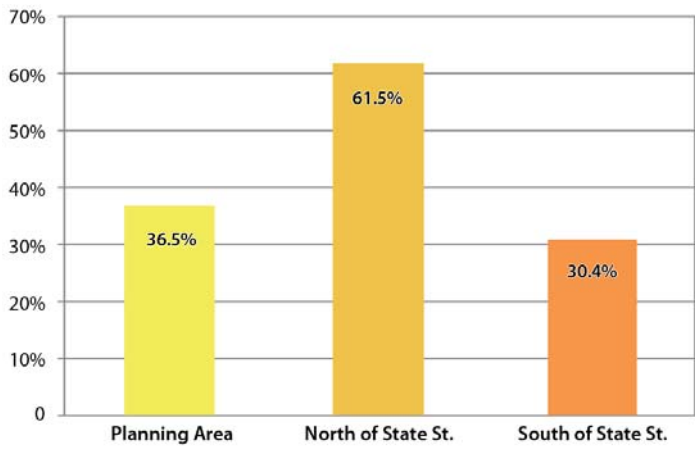


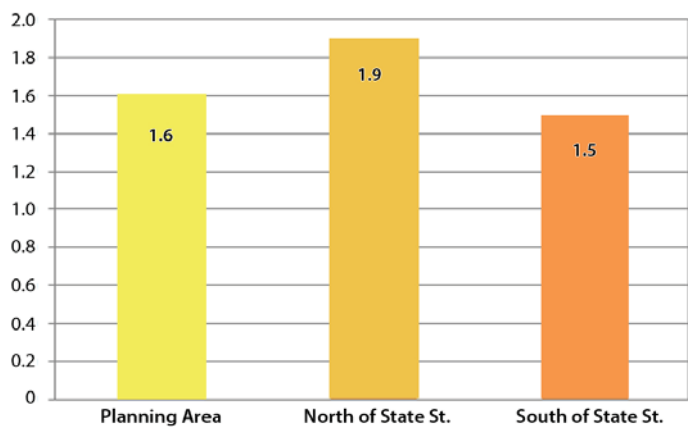
Figure 11: % Housing Built 1969 or Earlier (2000)  
Median Year Structure Built (2000)



**Figure 12:**  
Median Home Value (2006)



**Figure 13:**  
Percentage of Owner Occupied Housing Units (2006)



**Figure 14:**  
Average Number of Vehicles Per Household

	Drove Alone	Carpool	Public Transit	Walked	Other Means	Worked at Home	Total #	Average Travel Time to Work
Planning Area	77.0%	11.1%	1.7%	3.5%	2.7%	4.0%	2509	19.4
North of State St.	79.9%	7.8%	1.9%	2.3%	4.8%	3.3%	523	18.0
South of State St.	76.1%	11.9%	1.7%	3.9%	2.2%	4.2%	1989	19.7

	Drove Alone	Carpool	Public Transit		Other Means (including Walk)	Worked at Home	Total #	Average Travel Time to Work
Metro Area (Ada & Canyon Counties)	80%	10%	1%		5%	4%		21.5

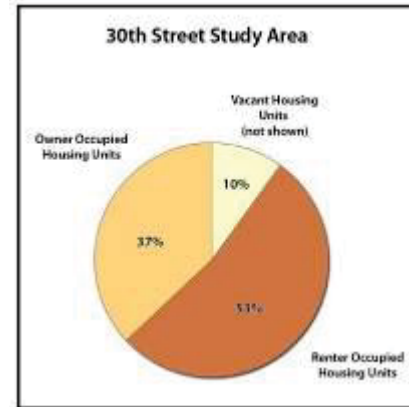
**Figure 15:**  
**Means of Transportation to Work (2000)**  
**Average Travel Time to Work (in minutes)**

- **Home Ownership**

Overall, 37 percent of the area’s housing units are owner-occupied, less than in the Boise MSA as a whole. The level of home ownership varies dramatically in different parts of the planning area. South of State Street, only 30.4% percent of the homes are owner-occupied. North of State Street, the proportion of owner-occupied homes increases to 61.5 percent. Figure 16 shows the distribution of owner-occupied units in the planning area.

- **Neighborhood Associations**

Three neighborhood associations are represented within the planning area: Veterans Park Neighborhood Association, North End Neighborhood Association, and Sunset Neighborhood Association.



**Figure 16: Distribution of Owner-Occupied Housing Units**

Source: Ada County Assessor; HDR

- **Schools**

There are two public elementary schools, Lowell and Whittier Elementary Schools; and one private elementary school, St. Mary’s Elementary School. The Independent School District of Boise recently completed a facilities study and both public schools are to remain open. A major remodel of Lowell Elementary is planned. The former Madison Elementary School is also in the area and provides a pre-school program.

Students from the 30<sup>th</sup> Street planning area attend the following schools:

- Boise High School – 89 students
- Lowell Elementary School -121 students
- North Junior High School -71 students
- Whittier Elementary School -65 students

Children attending Lowell and Whittier Elementary must cross major streets. The school district provides a crossing guard to assist children crossing at the Bannock / 27<sup>th</sup> Street intersection and the State / 28th street intersection.

- **Religious Institutions**

The area is home to a diverse mix of religious institutions:

- First Congregational United Church of Christ
  - Holy Transfiguration Orthodox Church
  - Islamic Center of Boise
  - St. Constantine and Helen Greek Orthodox Church of Boise
  - St. Mary's Catholic Church
  - St. Seraphim of Sarov Orthodox Church
- Additional information on the current state of the 30<sup>th</sup> Street planning area is included in the areawide plans in Chapter 4.



# 3. Plan Framework

In early 2006, the City of Boise initiated a joint project with the ACHD to develop a concept design for the 30th Street Extension and create a master plan for the 30th Street planning area. The 30th Street Extension will connect State Street to the Main-Fairview couplet along the west side of the 30th Street neighborhood. A master plan is needed to address opportunities presented by the 30th Street Extension and the need to make this new roadway compatible with existing neighborhood areas and future development. In addition, roadway construction and other major public improvements such as the Esther Simplot Park and River Recreation Park are expected to stimulate market interest and development. This master plan is intended to guide this development. It identifies four development opportunity areas – Main-Fairview, ITD headquarters, 27th and Pleasanton and 30th and Pleasanton—and presents a development program and concept plan for each area.

The 30th Street Master Plan is visionary, realistic and achievable. As noted in the Introduction, developing the master plan involved 1) creation of a market strategy and preliminary development program for the planning area, 2) a traffic analysis study and 3) participation from the neighborhood, property and business owners and other stakeholders to develop a new vision for the neighborhood’s future, and description of the desired development and redevelopment.

## Foundation of Master Plan

The master planning process involved three important activities that provide a foundation for the development program and plan concepts. These activities included:

### *Market Strategy*

A market strategy examines the means (tools, programs, incentives, policies and other “levers”) to enhance existing economic development opportunities and create new ones. It is a longer-term approach than a study of current market conditions. Rather, it is a proactive process to shape conditions and create new possibilities. It takes a holistic approach to answering these questions: “What do we want this place to become?” “What will it take to get it there?” On behalf of the City of Boise, Leland Consulting Group (LCG) prepared the *30th St Specific Area Plan – Market Program Implementation Strategy* to provide a starting point for the planning process. The market strategy is summarized in Chapter 5. The full report is available from Boise City Planning & Development Services Department.

The market strategy:

- Evaluates market conditions and estimate demand for various uses in the planning area.
- Identifies development opportunities and creates a development program for the planning area.
- Establishes strategic principles that, when applied, will attract and support the desired uses.
- Describes how to maximize specific assets, locational advantages and placemaking opportunities unique to each subdistrict to create market interest in the planning area.

### ***30th Street Extension – Traffic Study***

The Greenbelt Comprehensive Plan prepared by the City of Boise in 1968 first proposed the 30th Street Extension. In 1995, ACHD prepared the Bench/Valley Transportation Study to identify transportation needs in a 33-square mile area between Orchard Street and Overland, Cloverdale and Hill roads. Extension of 30th Street from State Street to the Main-Fairview Couplet was identified as one of seven road improvement corridors needed to provide better north-south circulation in Ada County. Conceptual alignments and cost estimates were developed for these corridors. The Bench/Valley Study recommended proceeding with the 30th Street Extension once development and redevelopment became prevalent in the 30th Street Extension project area.

As ACHD prepared to take the 30th Street Extension forward, and the 30th Street master planning process commenced, a traffic study was conducted to evaluate possible configurations for this roadway in terms of number of lanes, lane widths, intersection designs, use of medians and traffic controls. Main Street, Fairview Avenue and 27th Street were also studied. A traffic study evaluates traffic operations for various roadway design concepts and identifies the best project alternative to accommodate anticipated future conditions. The 30th Street Extension Traffic Study examined three scenarios including:

- No Build
- Building a 3-lane 30th Street Extension and retaining the existing four lanes on 27th Street
- Building a 5-lane 30th Street Extension and reducing 27th Street to three lanes

The traffic study recommended the third option: a 5-lane 30th Street Extension design with two travel lanes in each direction, and a center median and turn bays where appropriate. With the 5-lane configuration on the 30th Street Extension, 27th Street can be reduced to 3 lanes, with one travel lane in each direction and a center turn lane/median.

As part of the master planning process, specific design alternatives for the 30th Street Extension and for Main Street, Fairview Avenue and 27th Street were developed, tested and preferred alternatives were selected. Chapter 4: Areawide Plans includes a section called “Roadways” describing the City of Boise’s preferred design alternatives. Appendix B discusses in detail the alternatives that were considered for the four roadways noted above and the evaluation results for each alternative.

### ***Charrette Report - 30th Street Specific Area Plan***

The master planning process was initiated in December 2006. It began with the following activities:

- assessing historic development patterns and existing conditions
- interviewing area residents and business owners in the planning area on current and potential future conditions
- conducting stakeholder workshops

At one of these roundtable sessions and in a neighborhood meeting, participants were asked what they thought were the strengths, weaknesses, opportunities and threats (SWOT) associated with the planning area. Appendix A provides a summary of the results from this input.

In February 2007, the City of Boise, ACHD, other public agencies and a consultant team conducted a design charrette to combine the development program prepared by LCG and public input to 1) create concept plans for the development opportunity areas and 2) preliminary roadway concept designs for the major streets in the

planning area: 30th Street Extension, 27th Street between Pleasanton and Stewart, Main Street and Fairview Avenue.

A design charrette allows stakeholders—residents, property owners, business owners, and elected and appointed officials—to work together with staff from affected agencies and consultants to develop a vision and design concepts for a particular area, issue or project. The charrette process is short, with access to a multidisciplinary group of experts. The approach is highly inclusive and transparent, allowing all participants to collaborate in the planning process. The process is very iterative, allowing ideas and solutions to be developed, tested, revised and refined. The goal is to create high quality design concepts with significant political and public support. A design charrette is particularly helpful when addressing the complex and inter-related land use and transportation issues associated with the design and construction of a new roadway.

The design charrette was held between February 12 and February 17, 2007 at the First Congregational United Church of Christ located on Woodlawn Avenue. From the community kick-off meeting on Day 1 to the final presentation on Day 5, the charrette process facilitated the development and refinement of ideas, concepts and proposals to shape the area's future.

The *Charrette Report – 30th Street Specific Area Plan* was published in March 2007. This report along with the *30th St Specific Area Plan – Market Program Implementation Strategy* provides the foundation for the 30th Street Master Plan. More information about the charrette process is in Appendix A.

## **Overarching Themes**

### ***Neighborhood Preservation & Revitalization***

The four areas within the 30<sup>th</sup> Street planning area, highlighted as unique opportunities for redevelopment, comprise less than 15 percent of the total land area. The land outside these four subdistricts is overwhelmingly single family residential.

While the strategy for the four highlighted subdistricts aims to transform underdeveloped land into higher intensity activity centers, the strategy for the remainder of the area is to promote and support smaller scale, market-driven redevelopment projects in keeping with the neighborhoods' existing character. The current Land Use Map allows for densities up to 8 units per acre in the neighborhood north of State Street which matches existing development patterns. It allows 15 units per acre in the neighborhood south of State Street, which is higher than is typical in this neighborhood now. The plan recommends a certain amount of redevelopment in the neighborhoods to achieve a greater mix of housing types, prices and rents. One of the key goals of this plan is to create incentive programs that allow increased residential densities in the neighborhoods up to 45 units per acre if the result is quality development that expands housing choices and maintains affordability. It is essential, however, that such programs be accompanied by design guidelines and regulatory controls to assure that the scale, massing and general character of projects receiving density bonuses demonstrate a good fit with the existing character of the neighborhood and a mix of housing types and prices are achieved.

Examples of medium density housing types at various densities are shown in Figure 17. More people living in the neighborhoods would bolster market support for shopping and services desired by neighborhood residents, and could be a factor in keeping Whittier Elementary open as a neighborhood school. A key goal of this plan is to allow for neighborhood redevelopment which broadens the range of housing, employment and shopping options as long as it respects and strengthens the inherent character of the existing neighborhoods. The implementation plan in Chapter 6 includes creating neighborhood redevelopment guidelines and regulatory controls to assure this goal is met.



**Warm Springs Townhomes – 11.4 units/acre**



**Shiloh Townhomes – 11.6 units/acre**



**Hyde Park Place – 46 units/acre**



**Crescent Rim – 18 units/acre**



**Davis Townhomes – 9.3 units/acre**

**Figure 17: Examples of Medium Density Housing Types at Various Densities**

Source: COMPASS



## *Contribution of Arts, Culture and History to Community Prosperity*

The City of Boise views “arts, culture and history (as) integral parts of our everyday experience and a vivid expression of our diversity, depth and dreams.”<sup>10</sup> The arts are a powerful means for bringing diverse people together and creating a rich and engaging sense of community. Participation in the arts, whether as a performer, participant, student or audience member creates individual and community meaning. Stakeholders in the 30th Street neighborhoods have expressed a strong desire to infuse the 30th Street area with arts and cultural activities and to create cultural facilities as this area develops.

A thriving arts scene is also an important economic development generator in addition to the intrinsic benefits the arts provide the community.<sup>11</sup> Communities with a rich variety of arts and cultural offerings are viewed as livable, attractive communities—they draw business investment, a skilled workforce, tourism and convention activity, and people looking to relocate or retire. Cultural facilities often serve as catalysts in efforts to revitalize downtowns and first ring neighborhoods such as the 30th Street area. In areas that have been left behind by economic shifts—like the warehouse districts in downtown Boise or in Garden City—artists and arts organizations have been early pioneers in efforts to transform them into vibrant new places.

A key goal of this plan is to vigorously celebrate arts, culture and history in the 30th Street area through holding events and workshops, attracting galleries and artist studios and creating cultural facilities. This goal includes using arts and culture to create identity and a sense of community in the 30th Street area and to stimulate its economic revitalization. Specific ideas from neighborhood stakeholders on celebrating the arts and developing cultural facilities, and how these activities could bring greater prosperity to the area are discussed in Chapter 6: Implementation under Strategy #9.

Historic preservation is often overlooked as a component of neighborhood stability and revitalization. Retaining historic buildings creates shared landmarks and provides roots for people’s experiences and memories. The residential area south of State Street and between 23rd and 27th streets has a significant number of homes constructed between the 1900s and the 1940s. Neighborhood schools add to this historic fabric and contribute to the sense of community in the 30th Street area. The ITD headquarters building is the most significant landmark in the planning area. It is an example of the International style and was designed by Boise architect Charles Hummel. The general design and development guidelines at the beginning of Chapter 5 include guidance on how to approach historic buildings in redevelopment areas. Preservation, restoration, adaptive reuse of historic structures or façades should be considered for contributing buildings whenever feasible.

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<sup>10</sup> This statement appears as the vision statement for the Boise City Arts and History Department on the department’s website ([www.cityofboise.org/CityGovernment/ArtsAndHistory/](http://www.cityofboise.org/CityGovernment/ArtsAndHistory/)).

<sup>11</sup> In 2000 and 2005, the City of Boise participated in a nationwide survey on “Arts & Economic Prosperity - The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences” conducted by Americans for the Arts. The key lesson gained from this research is that “communities that invest in the arts reap the additional benefit of jobs, economic growth, and a quality of life that positions those communities to compete in our 21<sup>st</sup> century creative economy.” In 2005, for the City of Boise, the total economic impact of the nonprofit arts and culture industry, which includes expenditures by both organizations and their audiences, was \$38,024,057. The arts and cultural organizations spent \$19.65 million in the local economy, which leveraged a remarkable \$18.38 million in additional spending by audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses. This industry generates 1,262 full-time equivalent jobs, \$1,280,000 in local government revenue and \$2,228,000 in state government revenue. The economic impact in 2005 was twice the impact in 2000 (\$38.02 million versus \$17.98 million). Source: Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Boise, ID. Published by Americans for the Arts, Washington DC, 2007. ([www.AmericansforTheArts.org](http://www.AmericansforTheArts.org))

## *Sustainability*

- **Sustainable Development Patterns**

Sustainable development is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs.<sup>12</sup> Development patterns cover a spectrum from rural to suburban to urban, and have different impacts on resource consumption and the environment.<sup>13</sup> In the suburban model, development is spread out, densities are relatively low and uses are segregated. In the urban model, development is compact, densities are relatively high and uses are integrated.

In suburban areas, the amount of land used for human settlement, roads and parking lots is much higher than in the urban areas and leaves less land for food production, harvesting natural resources, recreation, recharging aquifers and natural habitat. Costs for building and maintaining infrastructure are higher because roads, sewer and water systems, for example, must cover more territory to serve the same number of customers. The cost to transport people and goods is also higher because distances between destinations are greater. The suburban model relies on driving as the primary means of transportation because automobiles offer the flexibility needed to access dispersed development. Driving usually depends on fossil fuels. In the long term, fossil fuels will get more expensive and are not renewable. In most metropolitan areas, driving also contributes to air pollution, traffic congestion and time delays. Roadways and parking lots are using ever increasing amounts of land, create heat islands, raise ambient temperatures and affect climate and increase use of climate controls like air conditioning. The cost to build and maintain roadways puts pressure on public agency budgets.

Urban areas use less land for human settlement making it possible for people to meet their daily needs with less transportation. Because uses are closer together and more integrated, the urban pattern makes walking and bicycling practical alternatives to driving. These forms of transportation are much more inclusive and much less expensive than automobiles, and they do not require fossil fuels. At urban densities, it is feasible to supply transportation using public transit systems. Transit, especially rail transit, can be run on a much wider range of fuels than automobiles. Transit carries more people in less space using less fuel per person than do automobiles, and has the potential to reduce air pollution and traffic congestion.

A key goal of this plan is to create more compact development patterns and transportation systems, and the preferred development concepts show a strong commitment to sustainability. As plan implementation moves forward, each implementation action and development proposal should be evaluated for its sustainability, and every effort should be made to move toward a more sustainable future as implementation decisions are made.

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<sup>12</sup> This definition was first used in the Report of the World Commission on Environment and Development, *Our Common Future, From One Earth to One World* published by Oxford University Press in 1987. The report is also known as the Report of the Brundtland Commission, *Our Common Future* after the Commission Chairman Gro Harlem Brundtland. It is posted at [www.un-documents.net/wced-ov.htm](http://www.un-documents.net/wced-ov.htm). The definition of sustainable development appears in An Overview by the World Commission on Environmental and Development, IV. A Call for Action, 3. Sustainable Development. This section can be accessed using this web address: [www.un-documents.net](http://www.un-documents.net).

<sup>13</sup> This section evaluates the sustainability of suburban and urban development patterns, but omits rural development patterns because they are not relevant to the 30th Street planning area.

- **Green Building Design**

A “green” building places a high priority on health, environmental and resource conservation performance over its life-cycle. These priorities expand and complement classical building design concerns: economy, utility, durability, and delight. Green design emphasizes a number of new environmental, resource and occupant health concerns:

- Reduce human exposure to noxious materials
- Conserve non-renewable energy and scarce materials
- Minimize life-cycle ecological impact of energy and materials used
- Use renewable energy and materials that are harvested in a sustainable manner
- Protect and restore local air, water, soils, flora and fauna
- Support walking, bicycling, transit and other alternatives to fossil-fueled vehicles

A green approach to the built environment involves a holistic approach to building design. Each building design decision has environmental implications. Methods of achieving green building design can be divided into four areas:

- reducing energy consumption
- minimizing external pollution and environmental damage
- reducing embodied energy and resource depletion
- minimizing internal pollution and damage to health

Most green buildings are high-quality buildings. They last longer, cost less to operate and maintain, and generally provide greater occupant satisfaction than standard developments. Sophisticated buyers and tenants prefer them, and are often willing to pay a premium for their advantages. Good green buildings often cost little or no more to build than conventional designs. Commitment to better performance, close teamwork throughout the design process, openness to new approaches, and information on how these are best applied are more important than a large construction budget.

Green buildings are encouraged throughout the planning area as redevelopment and revitalization get underway. The City of Boise has adopted a policy requiring consideration of green building standards in all new construction and remodels of City-owned facilities. Two commercial structures in Boise, the Banner Bank Building and Front 5 Building are certified under the LEED program.<sup>8</sup>

- **Sustainable Living**

People make choices every day that affect air and water quality, energy consumption and whether, once used, resources are recycled and reused or discarded. There is a keen interest among stakeholders in the 30th Street area in steps being taken to promote sustainable lifestyles. Ideas expressed during the development of this plan included establishing a year-round farmers market where locally grown foods would be available, creating community gardens, expanding the availability of transit, encouraging people to walk and bicycle and organizing car-share programs.

Most of these ideas will require sponsors to move these ideas forward and a place for these activities to occur. The city and the neighborhood association should work together to identify possible locations in the neighborhoods and in the subdistricts as the plans for these areas are refined. In some cases, property owners may be willing to donate space for these activities.

### ***Workforce Housing***

Housing affordable for people earning average salaries is critical to the health and vitality of any community. Within Boise, workforce housing as well as housing across a range of incomes is important to help sustain growth and economic development. The housing stock within the 30<sup>th</sup> Street planning area is among the most affordable in the area around downtown. Only 30 percent of the homes south of State Street are owner-occupied. Much of this housing stock is older, somewhat smaller on average, and in less than top condition.

The region's demographics are dominated by one and two adult households, generally without children. This demographic typically is most receptive to alternative housing types. This master plan's goal is to increase the workforce housing supply within the area across all residential types including, but not limited to: apartments, condominiums, townhouses, live-work units, duplexes and single family houses. To the extent that land costs are generally similar, the ability to provide more units on a given parcel of land helps reduce unit costs. When construction costs are generally similar, reducing individual unit sizes, aggregating units for economies of scale, and creating plans for gradual incremental expansion over time all help reduce initial unit costs.

The public sector can create meaningful incentives to encourage a range of workforce housing options including:

- Linkage programs, in which the right to develop a certain amount of non-residential space carries with it the requirement to develop a certain amount of residential development;
- Density bonuses if developers include workforce housing units in their projects.
- Partnerships in which the public sector contributes materially to a private development in return for the provision of workforce housing. An example of this would be the donation of public land to a development or the use of public funds to create a parking structure to be shared among various uses.

### ***Design & Branding***

The Plan Framework describes a series of design parameters for each subdistrict to help ensure the subdistrict achieves its full market potential. Each subdistrict is intended to have the look and feel desired by area residents and to be economically successful over the long-term. The design parameters take advantage of the transportation infrastructure while softening the impacts of arterial roads that traverse the subdistricts. Proposed design parameters address architectural design and landscaping at a basic level. These elements should be more fully analyzed to brand the area, i.e., to create a special identity for the area that is part of Boise City but uniquely its own. Significant features that have meaning for the neighborhoods and community can be used as a basis for branding. Throughout the charrette, new ideas about features representing the area emerged including renaming the 30th Street Extension to Riverfront Parkway or Whitewater Parkway.

### ***Overcoming Barriers***

The market study identified a strong redevelopment market within the 30th Street planning area. Additional growth and development amounting to close to \$725 million in value could be achieved by 2030. However, barriers to achieving this level of redevelopment currently exist. At present, relatively little redevelopment is occurring within the area. If the private sector alone were able to realize profit, redevelopment would already be occurring. Current barriers to be overcome include physical conditions and limits, regulatory issues, political support or lack thereof, and access to financing. An overall redevelopment plan and program can



minimize regulatory and political issues, and help expand the availability of redevelopment financing. Constructing the 30th Street Extension will remove some physical limitations, and developing proposed new transit routes will attract developer attention and encourage them to choose the 30th Street area as a place to invest.

### ***Implementation and Financing***

The City of Boise, ACHD, developers and Capital City Development Corporation (CCDC)<sup>14</sup> must work together to implement the recommended land use and transportation program for the 30th Street area. The recommendations for the 30th Street Extension generally exceed those originally anticipated in order to construct this roadway as a “complete street”. The enhancement of 27th Street, other than restriping, and improvements to the Main-Fairview couplet were not anticipated as part of the 30th Street Extension project. The recommended transportation infrastructure is likely to drive construction costs significantly higher than those originally projected. Generally, ACHD will not pay for transportation improvements beyond its standard street sections.

The implementation program is ambitious and includes not only roadways but a number of capital projects. Achieving this program will require fully leveraging existing fiscal commitments to the 30th Street planning area with innovative or alternative financing mechanisms. Some of the improvements are anticipated to be funded by new development. Tax increment financing, local improvement districts, federal, state and local grants and investing impact fees and parking revenues collected in the 30th Street area back into the area, are all potential funding sources. No one entity can achieve the 30th Street vision. Only a successful cooperative effort between the neighborhood, private and public sectors will secure the desired redevelopment and revitalization of the 30th Street planning area.

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<sup>14</sup> Capital City Development Corporation is the urban renewal agency for the City of Boise.

# 4. Areawide Plans

## Introduction

The 30<sup>th</sup> Street Master Plan identifies the significant issues affecting the overall planning area, describes the current situation and desired future with respect to these issues, and provides plans and other tools to improve conditions in the planning area. This master plan includes the following areawide plans:

- 4.1 Preferred Development Concept
- 4.2 Roadway Plan
- 4.3 Parking Plan
- 4.4 Transit Plan
- 4.5 Pedestrian & Bicycle Facilities Plan
- 4.6 Parks, Civic Spaces & Trails Plan
- 4.7 Utilities Plan
- 4.8 Hazardous Conditions

## Planning Considerations

### *2011 Boise City Comprehensive Plan – Blueprint Boise*

The 30th Street Master Plan should be considered in the context of other related plans and development regulations including Blueprint Boise, the City’s Comprehensive Plan, Boise City Zoning Ordinance and the Transportation and Land Use Integration Plan (TLIP). TLIP, which was adopted by ACHD in January 2009, provides guidance on how to better design streets so they accommodate a variety of travel modes and are compatible with surrounding land uses. This section discusses how the master plan proposals relate to these plans and development regulations.

### *2011 Boise City Comprehensive Plan – Blueprint Boise*

From 2009 -2011 Boise City rewrote its Comprehensive Plan through a process called Blueprint Boise. Extensive citizen participation helped define the future of the city in accord with the six themes listed below.

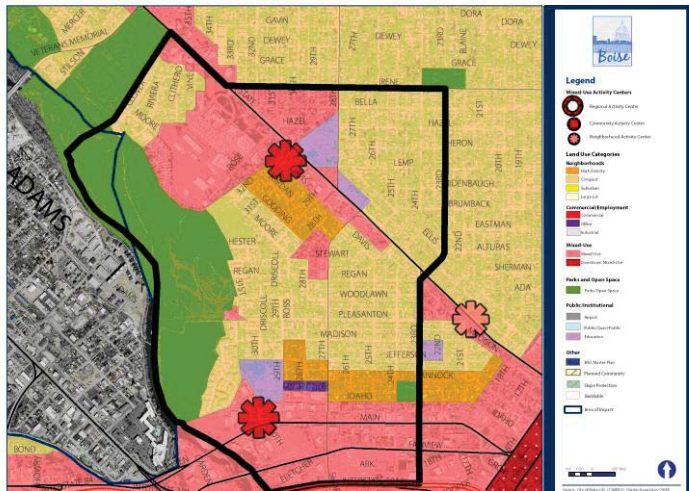
- #1: A predictable development pattern
- #2: A community of stable neighborhoods and vibrant mixed-use activity centers
- #3: A connected community
- #4: A community that values its culture, education, and the arts
- #5: A community that values its built character as well as its natural resources

#6: A strong diverse economy

The 30<sup>th</sup> Area Master Plan's vision and future direction for the 30th Street neighborhoods is consistent with Blueprint Boise's basic principles. The Master Plan's approach is likely to become a model of other areas of the city. A catalog of land use types was developed as part of the Blueprint Boise effort. Several of these land use types fit well with the plan concepts contained in the 30th Street Master Plan.<sup>15</sup> They include:

- Community and Neighborhood Mixed Use Centers
- Compact Neighborhoods
- Mixed Use Employment
- Commercial Corridors
- Transit Corridors
- Parks and Open Space

The 30th Street planning area is located in the North End / East End planning area and in the Downtown planning area. The North End / East End policies relate most closely to the existing residential neighborhood in the 30th Street planning area and the Downtown policies relate most closely to the two major development opportunity areas: the ITD subdistrict and the Main-Fairview subdistrict.



**Figure 18:**  
**Blueprint Boise Comprehensive Plan – Land Use Designations**

**Source: City of Boise, HDR – June 2009**

The 27th Street Neighborhood Center between Stewart and Pleasanton is envisioned to be a mixed use district with retail and service businesses, café style restaurants and possibly condominiums, townhouses, apartments and live-work units, which is not shown in the comprehensive plan. The Park View subdistrict would include a variety of multifamily housing lining the east side of the 30th Street Extension between Regan and Pleasanton, and overlooking the Esther Simplot Park. It could also include a destination-type restaurant

<sup>15</sup> Preferred land use types for the 30th Street planning area are discussed on pages 47-48.

adjacent to Idaho River Sports. There is a mixed use designation in the comprehensive plan that could cover the commercial portion of this subdistrict, and a residential designation that could cover the residential portion but the boundary may need to be adjusted to reflect the 30th Street Extension's alignment. For both the 27th Street and 30th Street subdistricts, some analysis would be needed of the future residential densities to make certain they will fit within the medium density category as opposed to the high density category.

The comprehensive plan designations for the neighborhoods north and south of State Street are consistent with the 30th Street Master Plan.

### Boise City Zoning Ordinance

Current zoning designations in the 30th Street planning area include: R-1C Single Family Residential (8 units/acre), R-2 Medium Density Residential (14.5 units/acre) and R-3 Higher Density Residential (43.5 units/acre); N-O Neighborhood Office; R-O Residential Office; C-2 Neighborhood Commercial, C-3 Service Commercial, C-4 Planning Commercial and C-4 DEF East Fairview Overlay; and A-1 Open Land. Figure 19 shows the location of these zoning districts in the planning area.

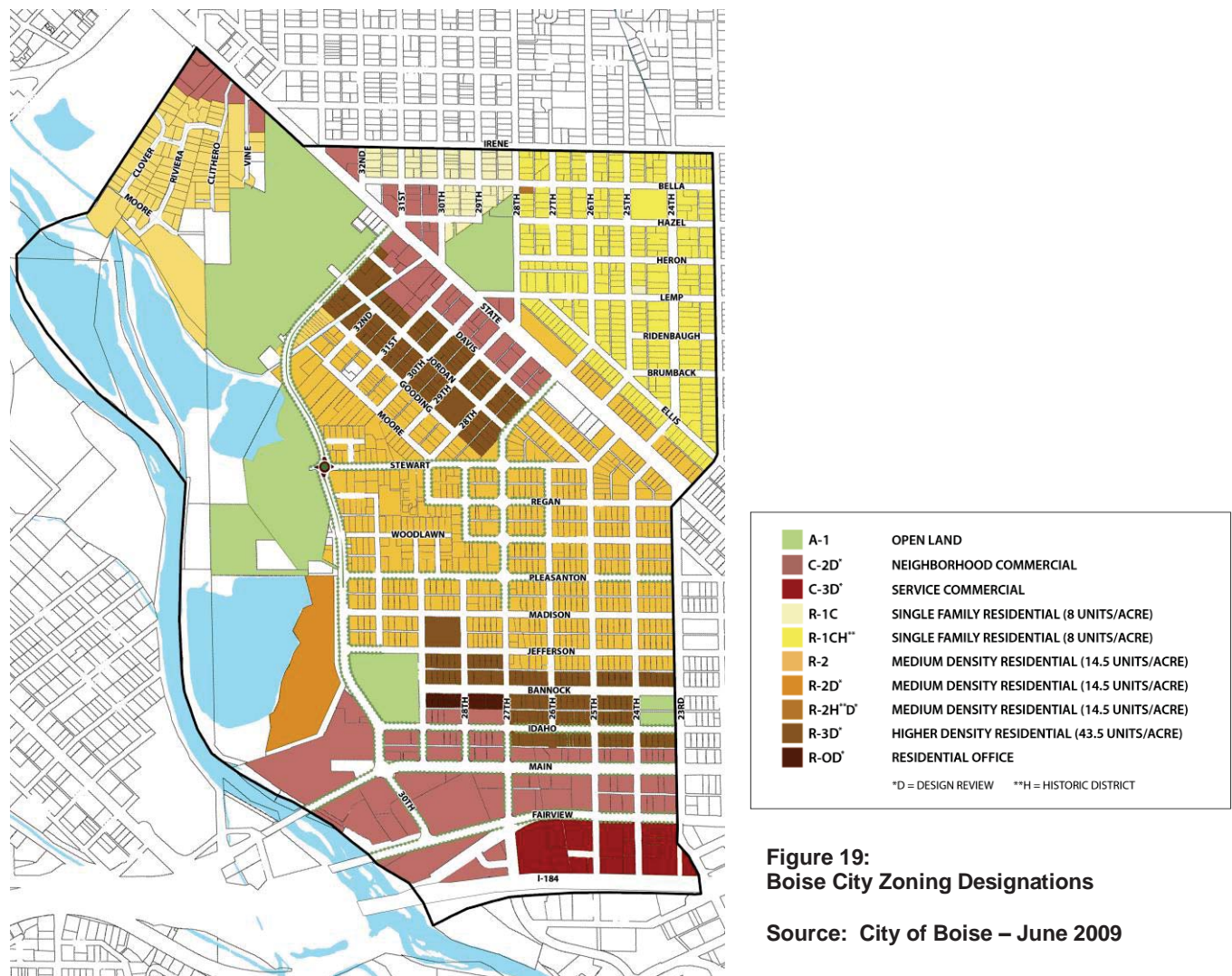


Figure 19: Boise City Zoning Designations

Source: City of Boise – June 2009

A significant amount of land in the Main-Fairview corridor is designated as neighborhood commercial, with the area between Fairview Avenue and the Boise River designated for service commercial. Along State Street, there is a concentration of neighborhood commercial between 27th and 32nd streets. Higher density, multifamily residential areas (R-3) appear adjacent to the commercial corridors between Davis and Gooding south of State Street and along Idaho and Bannock north of the Main-Fairview couplet. The areas designated R-3 provides a transition from the roadway corridors to the extensive single family residential neighborhood between State and Main streets. Much of this neighborhood is not designated as *single family residential* (R-1) but as *medium density residential* (R-2), which allows both single family and multifamily residential and a higher overall density than is typical now. It explains the garden apartments at various locations in this neighborhood area. In contrast, the neighborhood north of State Street is designated R-1, which matches the existing land use.

Several zoning designations are combined with an overlay district for either design review or historic preservation. A portion of the Expanded North End Historic District overlaps the planning area between 23rd and 27th north of State Street. Commercial and multifamily residentially zoned properties adjacent to the Main/Fairview couplet and State Street corridors are under a design review overlay.

The ITD site is designated as A-1 Open Land because it is state-owned and the City of Boise has no zoning jurisdiction over this site.

In order to implement the development concepts in the master plan, new zoning tools will most likely be needed. The land use types proposed in Blueprint Boise offer a good starting point for creating zoning designations more in keeping with the master plan. These land use types emphasize creating compact, urban form and mixed use environments more than the current zoning ordinance. Once the land use types have become adopted policy, using them to create zoning designations will bring greater coherence between the planning policies in this master plan and the development regulations intended to implement them.

### ***Transportation and Land Use Integration Plan (TLIP)***

In 2006, ACHD began developing the Transportation and Land Use Integration Plan (TLIP) in partnership with Ada County, cities in Ada County, Valley Regional Transit, Idaho Transportation Department, CCDC, citizens and other stakeholders. This plan addresses street classifications and design. First, it identifies typical land use patterns served by streets under its jurisdiction and describes how to better integrate street design with these patterns. This approach is often referred to as context-sensitive street design. Second, it emphasizes creating complete streets, i.e. streets able to accommodate not only motor vehicles but also other travel modes. Using both approaches, ACHD has identified a series of street typologies such as residential local and collector streets, commercial collectors and arterials, industrial arterials, town center collectors and arterials. The street sections associated with each typology show whether the street will include a landscape strip with street trees between the curb and sidewalk, on-street parking, bicycle lanes, bus stops, center medians, turn lanes and other features. The typologies also show the typical number of travel lanes.<sup>16</sup> In the past, the street classification plan for Ada County showed most streets as having one classification for their entire length even though the street might travel through areas having very different land use characteristics. The proposed street classification plan considers the land use character along each segment of a street and assigns a typology to that segment based on the context. Certain streets have more than one classification.

The work on TLIP is consistent with feedback received from citizens during the development of the regional transportation and land use plan—Communities in Motion or CIM—and of the Blueprint for Good Growth, a

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<sup>16</sup> ACHD developed the Livable Street Design Guide as part of the TLIP project. This guide identifies the street typologies, includes diagrams and aerial photographs showing the typical context where each street typology would occur and a perspective drawing showing the street improvements associated with each typology. ACHD adopted the Livable Street Design Guide in May 2010.



land use and transportation planning process being conducted by the Ada County Consortium.<sup>17</sup> Municipalities and citizens have expressed a strong desire for more sensitive street design especially for arterial and collector streets that cross through or border residential neighborhoods. The public is also interested in street designs that accommodate transit and make bicycling and walking practical and safe alternatives to use of motor vehicles for transportation.

The concepts used in TLIP, i.e., context sensitive street design and complete streets, have been applied in the street designs for the 30th Street Extension, Main Street, Fairview Avenue and 27th Street in this master plan. The proposed street designs including plan views and sections are contained in Section 4.2 Roadways in Chapter 4.

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<sup>17</sup> ACHD initiated the planning process that became Blueprint for Good Growth in an effort to coordinate this agency's roadway improvement plans with future land use plans in Ada County. Blueprint for Good Growth has been carried forward by the Ada County Consortium, a partnership of governments in charge of local land use and roadway planning: Ada County, the cities of Boise, Eagle, Kuna, Meridian and Star, the Ada County Highway District and the Idaho Transportation Department. The partners want to better coordinate land use and transportation planning to ensure that growth is orderly and beneficial for the community's continued prosperity and quality of life.

# Areawide Plans

## 4.1: Preferred Development Concept

### *Existing Development Patterns*

- **Residential**

Residential uses dominate the planning area excluding the State Street corridor and the Main-Fairview couplet. One and two story, single family houses are the most common land use in the neighborhoods. Most were built over 40 years ago and have vehicular access from mid-block alleyways. The houses are generally set back between 20 feet and 25 feet from the edge of the street. Fewer than one hundred building permits have been issued by the City of Boise in the past five years, indicating slow growth from infill development or remodels.

The standard single family lot is typically 50 feet wide and 100 to 122 feet deep. Blocks usually contain 12 lots, with six on each side of a 16-foot alley (approximately 7 units per acre). Certain subdivisions have blocks that were originally platted with 25-foot lots, resulting in 24 lots per block or 14 units per acre. When originally platted, people could buy one, two or more lots to build homes. Some of the 25-foot lots have been redeveloped with narrow, two-story houses that differ from the traditional one-story bungalows more common in the 30th Street planning area. (The east side of 28th Street between Davis and Jordan streets is an example.) The Boise City Comprehensive Plan encourages infill redevelopment in traditional neighborhoods like this planning area, and the Boise City Council has set a policy that these narrow lots can be reused rather than requiring lot consolidations to achieve a larger minimum lot size. Infill redevelopment at 10-15 units per acre in these neighborhoods increases housing options close to employment, lowers housing costs and supports transit. The initial designs for the “skinny houses” were controversial. New design guidelines have been developed to address community concerns with this type of housing. Houses in the 30th Street neighborhoods include an eclectic mix of pre- and post-World War II residential architecture. Most have roofs with a 3:12 to 6:12 pitch. Construction includes a variety of materials – wood, stucco, brick, and masonry.

- **Commercial**

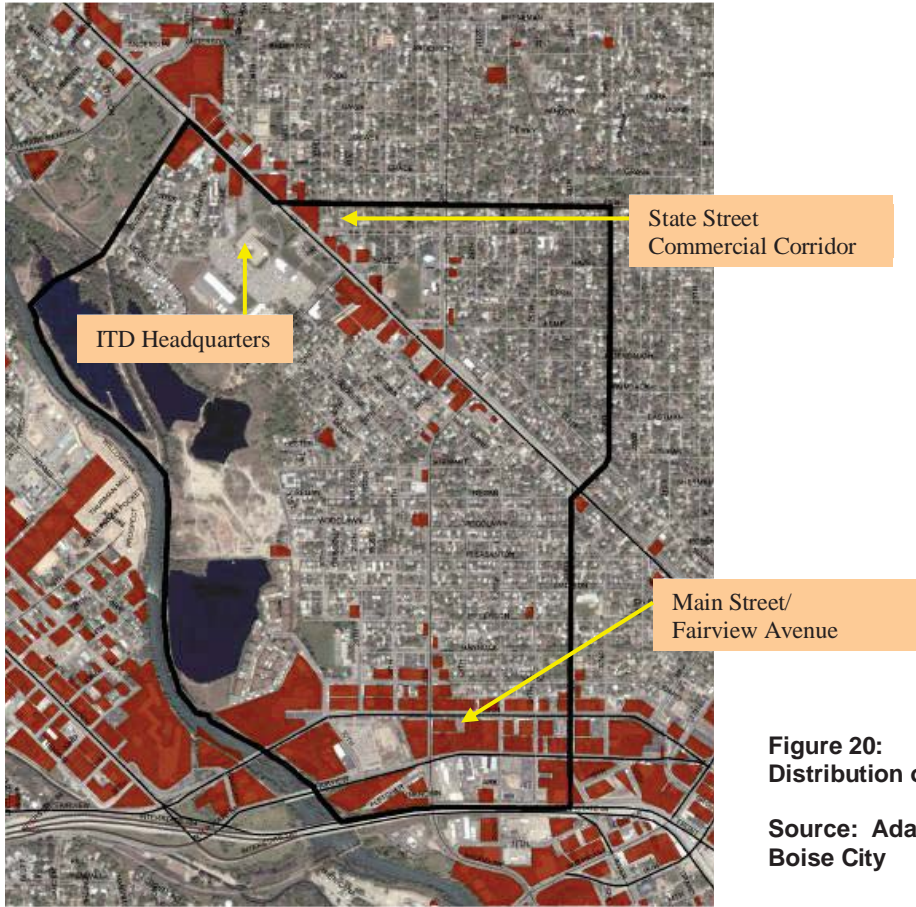
Commercial buildings vary widely in size and style. Figure 20 shows the distribution of commercial parcels within the planning area. Two major clusters occur in the Main-Fairview corridor and along State Street as described below:

- **Main Street/Fairview Avenue**

This corridor was once home to thriving automobile dealerships and other commercial businesses but business activity has declined since the construction of the I-84 Connector in 1989. A variety of free standing retail, low rise office and motels occupy this area today. Numerous properties are either vacant, underutilized or have closed businesses. Property ownership is typically fragmented, but there are several large properties, including an 8-1/2 acre site owned by the City of Boise.

- **State Street**

This commercial corridor, located between 27th Street and Veterans Memorial Park, is on one of Boise’s most heavily trafficked roads, and is dominated by the 45- acre ITD headquarters site. Older convenience retail, auto-oriented businesses, small restaurants, bars and offices on parcels less than one acre line the street.



**Figure 20:**  
**Distribution of Commercial Properties**  
**Source: Ada County Assessor; HDR;**  
**Boise City**

Other commercial areas include offices and a small grocery along three blocks of 27th Street and a recreation-oriented business at the intersection of Pleasanton Avenue and 31st Street.

Area residents have noted a lack of restaurants and other neighborhood-serving businesses. The market research conducted as a part of this planning effort indicated that there is sufficient unmet demand to support an additional 65,000 square feet of retail in the Main-Fairview corridor and an additional 76,000 square feet of retail at State and Rose.

- **Other Land Uses**

As noted in the Chapter 1: Introduction, the planning area includes an elementary school, a number of places of worship and several parks.



## *Land Use Categories*

The preferred development concept takes a long-term view of future land-use patterns in the 30th Street planning area. The land use types anticipated by this concept are described below and shown in Figure 21.

- **Mixed-Use Activity Center**

These activity centers have a mix of higher intensity uses including office, residential, retail and service businesses, restaurants and entertainment uses, and may also have lodging and convention or conference facilities. These areas typically have a high concentration of pedestrian activity, and achieve densities that support transit service. Commercial and residential buildings are typically four to seven stories and may be as high as 10-12 stories. Residential densities are typically 25-150 units per acre. A wide range of housing types is expected including apartments, condominiums, townhouses, live-work units, and workforce and senior housing. Plazas and green spaces, enhanced with public artwork, seating, sun and shade, water features, outdoor dining, performance and active play areas, provide public gathering places and provide a sense of identity. Mixed-use activity centers often act as community and regional destinations.

- **Commercial Corridors**

Commercial corridors are locations along major roadways where commercial businesses are concentrated in a linear fashion for some distance. These businesses are usually auto-oriented and have a community-wide or regional draw. The thoroughfares carry high volumes of fast moving traffic and special care must be given to how they are designed and constructed to make them welcoming for pedestrians and bicyclists. State Street, Main Street and Fairview Avenue are commercial corridors that cross through the 30th Street planning area.

- **Neighborhood Commercial Center**

Neighborhood commercial centers are smaller-scale commercial nodes oriented to neighborhood needs, which include shops, restaurants, service businesses and possibly a grocery store, community center or library as an anchor. These nodes may also include multifamily housing and live-work units, and public spaces that provide neighborhood gathering places. They are accessible to neighborhood residents by walking and bicycling as much as by driving. Commercial and residential buildings are typically two to three stories. Residential densities are typically 10-20 units per acre.

- **Specialty Commercial Node**

A specialty commercial node is a cluster of businesses that derive their identity from a unique location or specific market niche and may exert a community-wide or regional draw. In the 30th Street planning area, there is an opportunity for a specialty commercial node at 30th Street and Pleasanton at southeast corner of Esther Simplot Park.

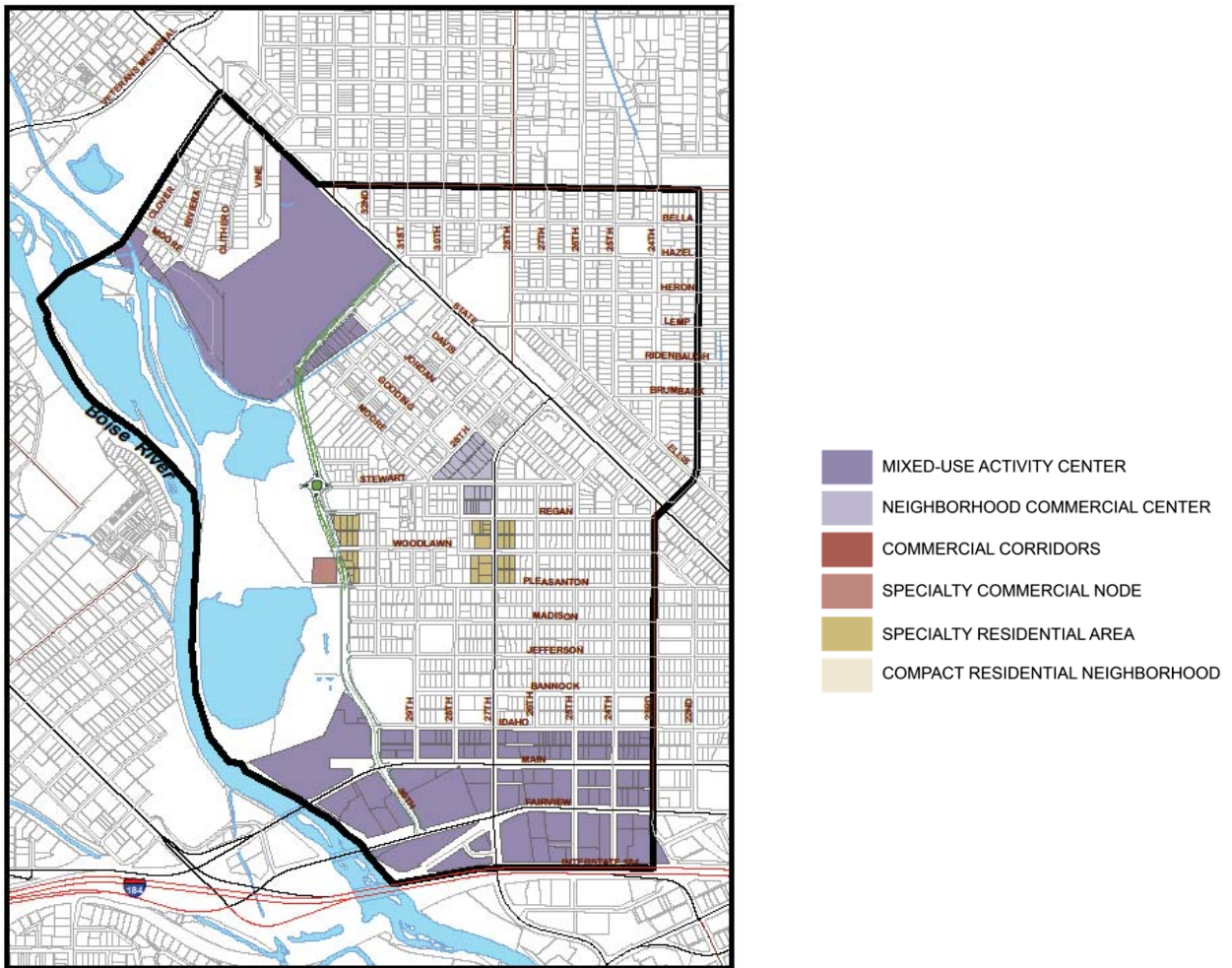
- **Compact Residential Neighborhood**

These neighborhoods are primarily comprised of single family houses served by a traditional street grid. These neighborhoods may also include a range of housing types including townhomes, apartments and condominium buildings at a scale that is compatible with single family homes. Housing types are well-integrated—meaning a single block may have more than one type of housing. Building heights are typically 1-4 stories. Residential densities range from 8-45 units per acre.

Parking is typically provided on residential streets, in garages off alleys and in parking courts screened from the street. Landscape strips with trees and detached sidewalks are typical. The tree canopy is dense and provides ample shade to both sidewalk and street.

- **Specialty Residential Area**

These areas are especially attractive for residential development due to particular locational advantages or unique circumstances. Residential densities will vary depending on the location and nature of the specialty area. In the 30th Street planning area, land with views of Esther Simplot Park and adjacent to the lakes in the Boise River corridor offer such advantages. Densities in this location are expected to be 18-45 units per acre.



**Figure 21:**  
Preferred Development Concept –  
Land Use Types

Source: City of Boise; LCG

## 25-Year Development Program

The preferred development concept for the 30th Street planning area anticipates development of two urban, mixed-use activity centers in the ITD site and Main-Fairview subdistricts; a neighborhood commercial center at 27th and Stewart, with additional multifamily residential along 27th Street between Regan and Pleasanton; and a specialty commercial node and residential area on 30th Street. Table 1 shows the development targets for these four areas. New investment in these locations will bring a more lively urban flavor and distinct identity to the area, provide opportunities for people to live, work, shop and enjoy living with less driving, and rejuvenate commercial properties that have deteriorated.

TABLE 1 25-YEAR DEVELOPMENT PROGRAM FOR 30 <sup>TH</sup> STREET PLANNING AREA (1)						
Type of Development		Projected Range of Development (Sq. Ft. or As Noted)	Development Target (Sq. Ft.)	Projected Range of Values Per Sq. Ft.	Average Value Per Sq. Ft.	Private Investment (Development Target x Average Value)
<b>Main-Fairview Subdistrict</b>						
Retail		150,000 to 200,000	175,000	\$120-\$150	\$135	\$23,625,000
Office		300,000 to 400,000	350,000	\$180-\$220	\$200	\$70,000,000
Residential		400 to 600 units				
Average size 1,000 sq. ft.						
	Condominiums	250 units	250,000	\$275-\$400	\$350	\$87,500,000
	Apartments	300 units	300,000	\$100-\$150	\$125	\$37,500,000
Hotel		250 rooms	150,000	\$125-\$175	\$150	\$22,500,000
Parking (2)		2,125 -2,600 spaces 2,478 (95%)			\$20,900 per space (3)	\$51,790,200
<b>Subtotal</b>						<b>\$292,915,200</b>
<b>ITD Subdistrict</b>						
Retail		200,000 to 250,000	225,000	\$120-\$150	\$135	\$30,375,000
Office		250,000 to 350,000	300,000	\$180-\$220	\$200	\$60,000,000
Residential		800 to 1,200 units				
Average size 1,000 sq. ft.						
	Condominiums	600 units	600,000	\$275-\$400	\$350	\$210,000,000
	Apartments	350 units	350,000	\$100-\$150	\$125	\$43,750,000
Hotel		N/A				
Parking (2)		1,975-2,450 spaces 2,327 (95%)			\$20,900 per space (3)	\$48,634,300
<b>Subtotal</b>						<b>\$392,759,300</b>

Type Of Development		Development Target (Sq. Ft. or As Noted)	Parking	Sq. Ft.	Value Per Sq. Ft.	Private Investment (Development Target x Average Value)
<b>27<sup>th</sup> Street Neighborhood Center (Subdistrict)</b>						
Retail		24,000		24,000	\$135	\$3,240,000
Residential						
	Townhomes / Condominiums	30 units Average size 1,000 sq. ft.	45-60 (4) (ratio 1:1.5 to 1:2.0)	30,000	\$350	\$10,500,000
<b>Subtotal</b>						<b>\$13,740,000</b>
<b>30<sup>th</sup> Street – Park View Subdistrict</b>						
Commercial		8,000	40-60 spaces (4)	8,000	\$135	\$1,080,000
	Idaho River Sports					
	New Restaurant	Approx. 5,000 sq. ft.				
Residential						
	Townhomes	35 units Average size 2,000 sq. ft.	52-70 (ratio 1:1.5 to 1:2.0)	70,000	\$350	\$24,500,000
	Apartments	30 units Average size 1,000 sq. ft.	23-45 (ratio 1:0.75 to 1:1.5)	30,000	\$125	\$3,750,000
<b>Subtotal</b>						<b>\$29,330,000</b>
<b>Total</b>						<b>728,744,500</b>

(1) Source: Leland Consulting Group

(2) Estimates of parking needs relate to retail, office, apartments and hotels, which are uses where it is practical to supply parking in public parking or shared parking facilities. It does not include parking needs for ownership housing (condominiums and townhouses), which are typically supplied by private reserved parking.

(3) Cost per parking space assumes that parking will be supplied in an above-ground parking structure. In reality, parking may be supplied in above-ground, below-ground or surface parking lots depending on the overall economics of a development project and the feasibility of using structured versus surface parking. As noted above, the cost per space in above-ground parking structure, with natural ventilation and without a building on top, averages \$20,900. If the above ground structure requires mechanical ventilation and has a building on top, the cost averages \$25,000. For parking supplied in a below-ground parking structure, the typical cost is \$40,000 per space but may be more if the parking structure is supporting a building. Surface parking costs approximately \$2,090 per space to construct. Estimated costs for parking spaces provided by Carl Walker, Inc. based on national averages.

(4) It is anticipated that the proposed restaurant use will locate adjacent to Idaho River Sports and will share parking. The number of parking spaces shown is for the two businesses combined.

Signs of reinvestment are already occurring in the existing residential neighborhoods that form the heart of the planning area. For example, in 2010, Eberlestock, LLC which produces specialty hunting and military backpacks, invested over \$1,000,000 in reconstruction of existing buildings on the northeast corner of 30<sup>th</sup> St/Main St and opened for business the same year. New in-fill development is expected to continue, bringing a wider variety of housing and commercial activity. Such development fits the preferred development concept as long as the form and scale is compatible with the prevailing neighborhood character.

## *Land Use Policies & Action Steps*

- **Land Use Policies:**

- Transform the 30th Street planning area into a vibrant, attractive, prosperous place with its own unique identity by implementing the subdistrict plans for the development opportunity sites (see Chapter 5).
- Support development that is consistent with vision, desired outcomes, plan goals and objectives, areawide plans and subdistrict plans in 30th Street Master Plan (see Chapter 1, 4 and 5).
- Direct higher intensity, mixed use, pedestrian- and transit-oriented development to the Main-Fairview and ITD development opportunity areas.
- Establish a neighborhood commercial center at 27th Street and Stewart which would include commercial businesses, multifamily housing and a public space for informal neighborhood gatherings.
- Establish a specialty commercial-residential node at 30th Street and Pleasanton which would take advantage of the locational benefits of being adjacent to the Esther Simplot Park.
- Promote the stability and prosperity of the existing neighborhoods north and south of State Street.
- Encourage neighborhood redevelopment which broadens the range of housing, employment and shopping options, maintains housing affordability and promotes workforce housing as long as redevelopment projects respect and strengthen the inherent character of the existing neighborhoods.
- Encourage a variety of housing to meet people's needs throughout the human lifecycle including rental and ownership housing, live-work units, workforce housing and senior housing.
- Encourage the creation of an arts district as part of the Main-Fairview subdistrict which would include galleries, artists' studios, production facilities, live-work units and opportunities for arts education and performances.
- Emphasize compact, mixed use, transit-oriented development patterns.
- Create lively and engaging public spaces that serve as community gathering places in the ITD, Main-Fairview and 27th Street Neighborhood Center subdistricts.
- Expand availability of employment, retail and service businesses in the 30th Street planning area.
- Use investments in public improvements by the City of Boise and other public agencies as catalysts for private development consistent with the 30th Street Master Plan.
- Establish design guidelines to assure quality development and redevelopment projects.



- **Action Steps:**

- Initiate an amendment to the Boise City Comprehensive Plan so the land use designations and policies for the 30th Street planning area in the comprehensive plan reflect the development concepts contained in the 30th Street Master Plan.
- Incorporate the 30th Street Master Plan into the Boise City Comprehensive Plan as the neighborhood plan for this area.
- Develop zoning tools needed to implement the 30th Street Master Plan.
- Create a development program for city-owned properties in Main-Fairview subdistrict consistent with its subdistrict plan, and work with development partners to implement this program.
- Work with the ITD to create a development program for the ITD subdistrict consistent with its subdistrict plan, and work with development partners to implement this program.
- Work with property owners, developers, neighborhood residents and other stakeholders to create design guidelines for each of the development opportunity areas.

## 4.2: Roadway Plan

### *Existing Roadway Network*

The vast majority of streets in the 30th Street planning area are arranged in a traditional urban grid street pattern. Two grid systems exist within the planning area, one running east-west and one running northwest-southeast parallel to and intersecting State Street. Where the two grids meet, intersection alignments are generally skewed creating traffic conflicts, flow and safety issues. These intersections occur primarily along Stewart Avenue and State Street. The grid is essentially complete except where it is interrupted by the Boise River, and in the area south of Fairview Avenue, where the grid is interrupted by the I-84 Connector.

The east side of the planning area is adjacent to downtown Boise. Four primary corridors carry traffic between downtown and points west: State Street, Main Street and Fairview Avenue, and the I-84 Connector. Twenty-seventh and 23rd streets carry traffic north and south between these east-west routes.

The existing road network and current traffic counts are shown in Figure 22. Descriptions of the key roadway segments are described below.

- **23rd Street:** North of State Street, 23rd Street is classified as a local street with a 20 mile-per-hour (mph) speed limit. South of State Street, it is classified as a collector with a 30 mph speed limit. The roadway has one travel lane in each direction.
- **27th Street:** North of State Street, 27th Street is classified as a local street with a 20 mph speed limit and one travel lane in each direction. South of State Street, it is classified as a minor arterial with a 30 mph speed limit and two travel lanes in each direction.
- **28th Street:** North of State Street, 28th Street is classified as a collector with a 30 mph speed limit. South of State Street, it is classified as a local street with a 20 mph speed limit. The road has one travel lane in each direction and on-street parking.
- **Irene Street** is classified as a collector with a 20 mph speed limit. It has one travel lane in each direction. A traffic chicane, located along Irene between 23rd and 24th streets, improves pedestrian access to Elm Grove Park.
- **State Street** is classified as a principal arterial with a 35 mph speed limit in the 30th Street planning area. It has two travel lanes in each direction and a center turn lane. State Street is designated a regionally significant roadway and transit corridor that becomes State Highway 44 west of the planning area.
- **Stewart Street** is classified as a local street with a 20 mph speed limit. It has one travel lane in each direction. It will serve as the main vehicle entryway to the Esther Simplot Park and will be improved with a roundabout at the 30th Street / Stewart Avenue intersection.
- **Main Street** is classified as a principal arterial with a 35 mph speed limit. This is a one-way roadway with four westbound travel lanes. Two three-foot bicycle lanes are striped on either side of the travel lanes. These lanes are narrower than standard and markings are worn.

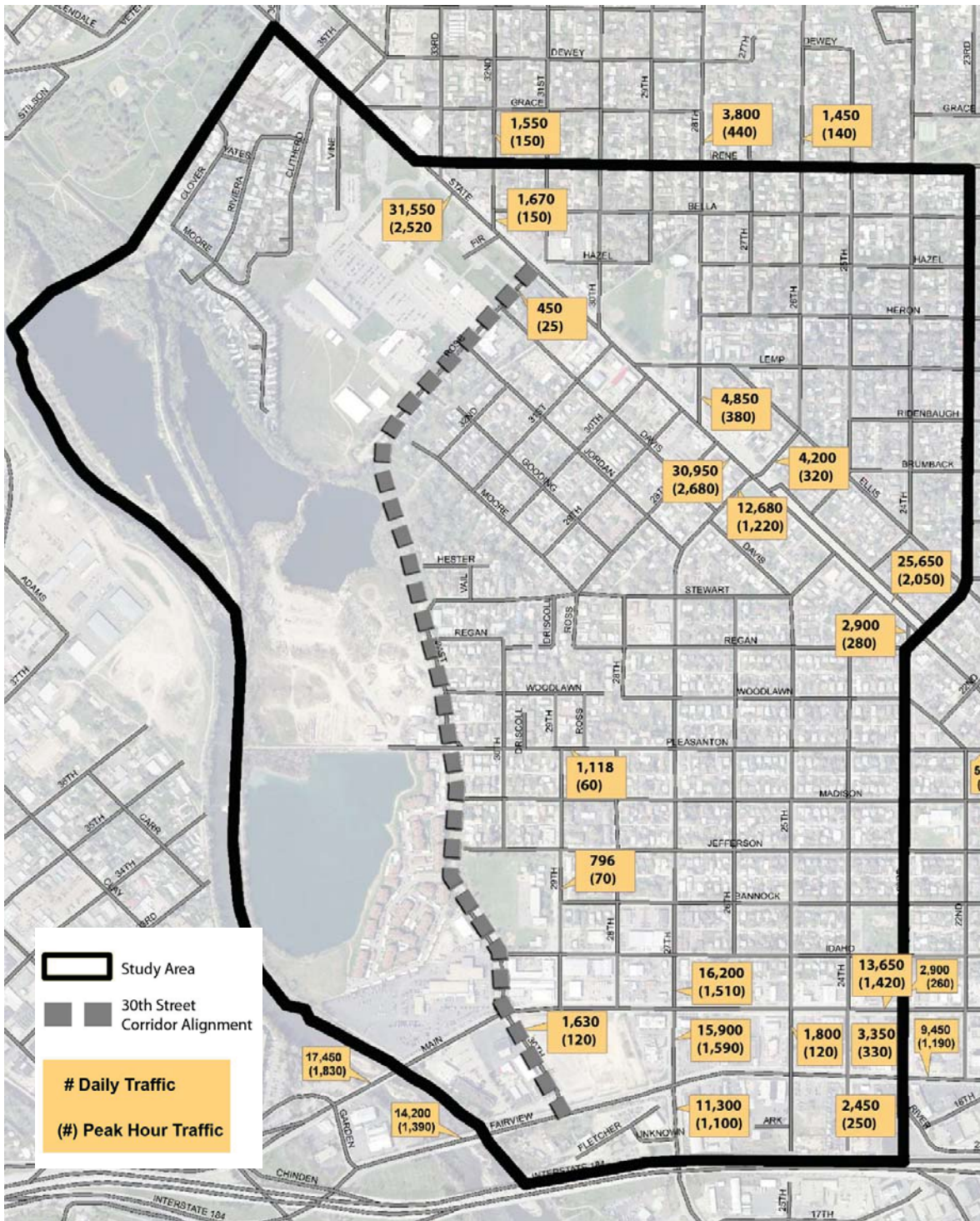


Figure 22:  
Roadway Network – Traffic Counts

Source: ACHD  
 ACHD maintains a data base of traffic counts on all streets in Ada County, but the counts for particular streets vary as to the date on which the data was collected. The counts noted above were provided by ACHD in 2006 but do not have a common time frame.

- **Fairview Avenue** is classified as a principal arterial with a 35 mph speed limit. This is a one-way roadway with four eastbound travel lanes. Two three-foot bicycle lanes are striped on either side of the travel lanes. These lanes are narrower than standard and markings are worn.
- **I-184 Connector** starts at Broadway Avenue, includes the Front-Myrtle couplet and ends at Chinden Boulevard. I-184 connects I-84 travelers to downtown Boise. The Front-Myrtle couplet passes just south of the heart of downtown Boise and connects to Broadway Avenue at the northern edge of Boise State University. Between Chinden Boulevard and its eastern terminus, I-184 is co-signed with U.S. Highway 20 and U.S. Highway 26.
- **Local Neighborhood Streets:** All other roadways within the project limits are classified as local streets with a 20 mph speed limit. The roadways generally have on-street parking and one lane of traffic in each direction throughout the planning area.

Currently, area roadways and intersections function well. While there is some peak hour congestion, it clears fairly quickly unless there is an incident. 27th Street currently carries about 12,500-16,000 vehicle trips a day through the heart of 30th Street neighborhoods. When the 30th Street Extension is built, traffic volumes on 27th Street are expected to drop to 8,000 vehicle trips per day and ACHD plans to restripe the street to two lanes with a center turn lane and bike lanes..

State Street currently carries more than 30,000 vehicles per day through the study area. While congestion on this road is not excessive, congestion becomes more significant as State Street narrows closer to downtown Boise. The Main-Fairview couplet carries about 32,000 trips per day. Projected traffic volumes for 2030 cause roadway and intersection performance problems on State and 27th Streets. Intersections on 27th and to the east of 30th Street planning area experience some significant delays. Main Street and Fairview Avenue are expected to function well in 2030. Neighborhood residents are concerned about noise, safety and traffic congestion.

### ***Preferred Roadway Design Concepts for 30th Street Planning Area***

This Roadway Plan contains the City of Boise’s preferred roadway concept designs for the major roadways that will serve the planning area as it redevelops: 30th Street Extension, Main Street, Fairview Avenue and 27th Street, and for key intersections on these streets. How these four roads are designed is critical to achieving the preferred development concepts presented in this master plan. The concept designs are based on the traffic study prepared by Parametrix, input from stakeholders and the design principles used in the Transportation-Land Use Integration Plan (TLIP) and Livable Streets Design Guide.

They contain key elements to make the streets more sensitive to adjacent land uses and more transit-, bicycle- and pedestrian-friendly, and to calm traffic. In some instances, concept designs depart from ACHD’s current policies. This plan also addresses a short section of Stewart Avenue from 27th Street to 28th / Ross Street as it relates to the 27th Street Neighborhood Center and a generalized design for neighborhood streets.

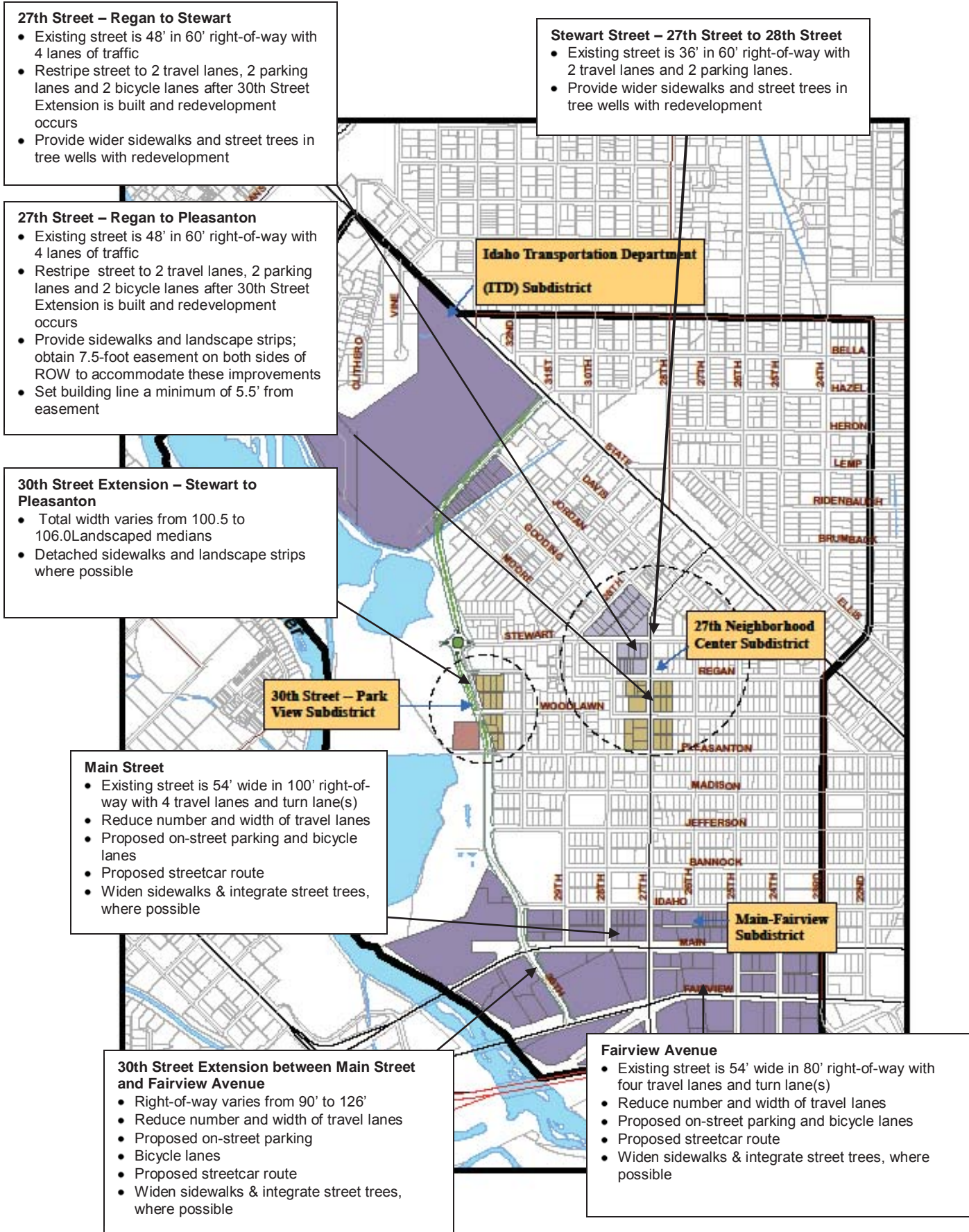
In most cases, if the roadway elements desired by the city were implemented, the width of the roadway improvements exceeds the available right-of-way and/or requires moving the existing curb line. Such elements include adding bicycle lanes, on-street parking and street trees. On Main Street and Fairview Avenue, the city’s preferred concept designs reduce the number of travel lanes from four to three lanes. The concept design for 27th Street, the number of travel lanes are reduced from four to two lanes. ACHD has indicated that acquiring more right-of-way is not a feasible option for ACHD. ACHD has no plans to reduce the number of travel lanes on Main and Fairview or to move the curb line. ACHD is planning to restripe 27th Street from four travel lanes to two lanes and to add bicycle lanes on both sides after the 30th Street Extension is built.

The City of Boise and ACHD would have to negotiate a cooperative cost-sharing agreement to address acquiring additional rights-of-way or easements and for improvements beyond the standard ACHD roadway

cross section. Reducing the number of lanes on Main Street and Fairview Avenue would have to be approved by ACHD.

Figure 23 summarizes the preferred design parameters for roadways. Options were evaluated prior to the City of Boise's selection of the preferred design concepts. Information on the analysis of options is contained in Appendix B. The remainder of the Roadway Plan discusses each of the roads—the 30<sup>th</sup> Street Extension, Main Street, Fairview Avenue, 27<sup>th</sup> Street and Stewart Avenue, and the generalized design for neighborhood streets.





**Figure 23:**  
**Preferred Design Parameters for Major Roadways**

Note: Existing street dimensions are from curb face to curb face.

Source: City of Boise; CCDC

- **30th Street Extension**

- **Background**

As noted earlier, the Greenbelt Comprehensive Plan prepared by the City of Boise in 1968 first proposed the 30th Street Extension. In 1995, as part of the Bench/Valley Transportation Study, ACHD identified the 30th Street Extension as one of seven road improvement corridors needed to provide better north-south circulation in Ada County. This study incorporated technical analysis, public involvement, and public agency participation to determine effective improvements to the transportation system linking the Boise River valley to the geographic bench south of the Boise River. Seven conceptual road alignments were considered along with cost estimates, alternative transportation solutions and traffic demand management strategies. The Bench/Valley Study recommended proceeding with the 30th Street Extension once development and redevelopment became prevalent in the 30th Street Extension project area.

In response to development applications and inquiries, and with the aid of CH2M Hill, ACHD prepared an alignment study for the 30th Street Extension between Fairview Avenue and State Street in 2002. The goal was to determine a preferred alignment in sufficient detail to determine right-of-way needs and impacts to future developments. The proposed 30th Street Extension described in this master plan is based on the previous efforts and accepts the alignment previously identified. In 2004, ACHD initiated the 30th Street Extension design, which includes a five lane cross-section and restriping of 27th Street to three lanes. In 2005 the City of Boise requested a delay in the design process to evaluate alternative concepts for the street cross-section and street amenities and to explore preferred land use scenarios for redevelopment of the planning area.

- **Design Concepts for 30th Street Extension**

Four roadway design concepts for the 30th Street Extension were analyzed as part of the 30th Street Master Plan including:

- Option 1: No build
- Option 2: 3-Lane 30th Street Extension
- Option 3: 5-Lane 30th Street Extension
- Option 4: 5-Lane 30th Street Extension with 3-Lane Main Street and 3-Lane Fairview Avenue

The design alternatives were analyzed based on the 2030 design year using the COMPASS<sup>18</sup> Trend demographics. The 30th Street Area Traffic Study evaluated the performance of these options. Appendix B contains the results.

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<sup>18</sup> COMPASS is the Community Planning Association of Southwest Idaho, which is the metropolitan planning organization or MPO for Ada and Canyon counties. The MPO is responsible for preparing a long-range regional land use and transportation plan and a five-year transportation improvement plan (TIP) each year which specifies how federal transportation funds will be used to implement the long-range plan during the upcoming five years. COMPASS has developed a traffic model which is used to estimate the travel demand on existing roadways and the need for new or expanded transportation facilities, and air quality impacts of the TIP.

- **Specific Design Alternatives for 30th Street Extension**

- Based on the traffic analysis several specific streetscape and street section options were considered. The options were reviewed in relationship to their ability to move people and freight efficiently, impact the development goals, help create a sense of place, enhance the environment and mitigate impacts to the adjacent neighborhood, and establish a safe and efficient pedestrian environment. Each road section and the design parameters need to accommodate transit. Three roadway designs were ultimately recommended for consideration.
- Option 1a: Standard ACHD Section
- Option 2a: Traditional Section with Limited Median
- Option 3a: Traditional Section with Parkway<sup>19</sup>

These options are detailed in Appendix B. The City of Boise’s preferred street section is a modification of Option 3a (now called the Revised Option 3a). Key features include:

- Roundabout at Stewart and a possible future roundabout at Woodlawn. Entrances to the Esther Simplot Park are planned at these two streets.
- Landscaped center median or parkway, detached sidewalks and wide landscape strips with street trees between the curb and sidewalk between Davis and Pleasanton streets. The parkway extends through the Pleasanton intersection. Turns from Pleasanton onto the 30th Street Extension, and from the 30th Street Extension onto Pleasanton would be limited to right in-right out.
- Designation of the Pleasanton – 30th Street Extension intersection as a primary pedestrian-bicycle crossing point from the neighborhood to the Esther Simplot Park and the Boise River Greenbelt. It would have a pedestrian-activated traffic signal.

These features buffer adjacent neighborhoods, reduce cut-through traffic, and show great sensitivity to the needs of pedestrians and bicyclists. The landscaped center median and wide landscape strips along the edges of the roadway will allow planting of Class III trees, which when mature will make a significant statement and a beautiful complement to the Esther Simplot Park and Boise River corridor.

Constructing medians and detached sidewalks along the ITD opportunity site and Esther Simplot/Bernardine Quinn Riverside park frontages is anticipated when the 30th Street Extension is built. Along other sections of the 30th Street Extension, the desired street features are anticipated to be constructed when redevelopment occurs.

- **30th Street Extension – Preferred Overall Design & Street Sections**

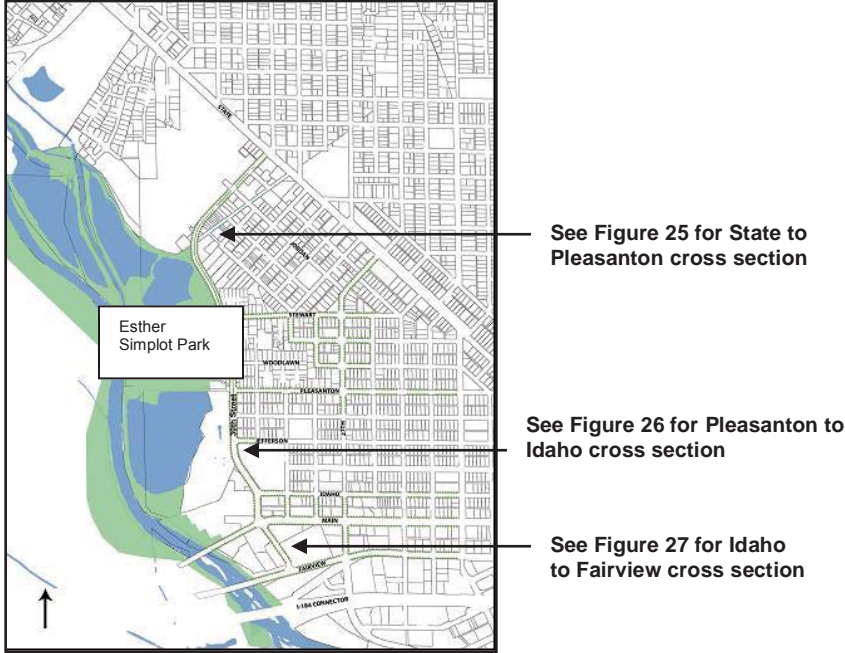
Figure 24 shows the overall design concept for the 30th Street Extension, which has four segments. The preferred street section, i.e. the dimensions for roadway components such as travel lanes, medians and bicycle lanes, varies depending on the segment. Figures 25-27 later in this section show generalized cross sections for these segments. Table 2 gives the

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<sup>19</sup> For purposes of this master plan, a parkway is a landscaped area located in the center of a street often improved with a single or double row of trees to beautify the street and create a strong aesthetic statement. Streets having this type of treatment are often called parkways or boulevards.

dimensions of the roadway components for each segment. ACHD is planning to acquire a 90 feet of right-of-way for the entire length. The character of the road shifts at Pleasanton from a more natural, landscaped parkway to an urban street. Here the sidewalk runs from building face to curb and street trees are in tree grates. In the parkway section, if all components desired by the city are included, the roadway will be 109 feet wide or 19 feet wider than the available right-of-way. In the urban section between Main and Fairview, the city's preferred section exceeds the available right-of-way by 9.5 feet.

Implementation of the preferred design for the 30th Street Extension depends on the City of Boise and ACHD negotiating a cost-sharing agreement for additional right-of-way or easements and construction of street improvements that go beyond ACHD's standard section.



**Figure 24:**  
**30th Street Extension – Overall Design Concept**

Source: City of Boise; ACHD



**TABLE 2: CITY OF BOISE'S PREFERRED STREET SECTIONS FOR 30TH STREET EXTENSION  
DESIGN COMPONENTS & DIMENSIONS (1)(2)**

Segment	ROW	Travel Lanes	Median/ Turn Lane	Parking Lanes	Bicycle Lanes	Land- scape Strip/ Tree Wells	Sidewalk/ Utility Space	Total Width	ROW / Easement Needed
<b>30th Street Extension</b>									
State to Pleasanton	90 ft.	2 - 11 ft 2 - 12.5 ft	1 - 11 ft	0	2 - 6.5 ft Includes 1 foot gutter	2 - 10 ft LS Includes 0.5 ft curb	2 - 7 ft SW 2 - 2 ft Utility	109	2 x 9.5 19 feet
Pleasanton to Idaho	90 ft	4 - 11 ft	1 - 11 ft	0	2 - 6.5 ft Includes 1 foot gutter	2 - 4.0 ft LS Includes 0.5 ft curb	2 - 5 ft SW 2-2 ft Utility	90	N/A
Main to Fairview	90 ft	2 - 11 ft 1- 11.5 ft transit 1 - 11.5 ft combined travel/ turn lane		2 - 8.5 ft Includes 1-foot gutter	2 - 5.5 ft	2 - 6.5 ft 6x6 ft TW; 0.5 curb	2 - 7 ft SW	100	2 x 5 10 feet
<b>Intersections</b>									
30th Street / State (East & West Legs)	120 ft	4 - 12 ft 2 - 12 ft transit	1 - 12 ft	0	2 - 5.0 ft Includes 1 foot gutter	2 - 8 ft LS	2- 5 ft SW	120	N/A
30 <sup>th</sup> Street / State (South Leg)	90 ft	2 - 11 ft 2 - 12.5 ft	1 - 11 ft	0	2 - 6.5 ft Includes 1 foot gutter	2 - 10 ft LS Includes 0.5 ft. curb	2 - 7 ft SW 2 - 2 ft Utility	109	2 x 9.5 19 feet
30th Street / Main (North Leg)	90 ft	4 - 11 ft	1 - 11 ft	0	2 - 6.0 ft Includes 1 foot gutter	2 - 6.5 ft 6x6 ft TW; 0.5 curb	2 - 5 ft SW	90	N/A
30th Street / Main (South Leg) 30th Street / Fairview (North Leg)	90 ft	2 - 11 ft 1- 11.5 ft transit 1 - 11.5 ft combined travel/ turn lane		2 - 8.5 ft Includes 1 foot gutter	2 - 5.5 ft	2 - 6.5 ft 6x6 ft TW 0.5 curb	2 - 7 ft SW	100	2 x 5 10 feet

(1) As a convention, the bicycle lane dimension generally includes the gutter dimension except where parking is located between the bicycle lane and curb. Where parking is shown adjacent to the curb, the parking dimension includes the gutter dimension. The median dimension includes the curb and gutter dimension. Where a landscape strip is shown, the landscape strip dimension includes the curb dimension. Where one is not shown, the sidewalk includes the curb dimension.



○ **30th Street Extension – Design Parameters**

- **Alignment**

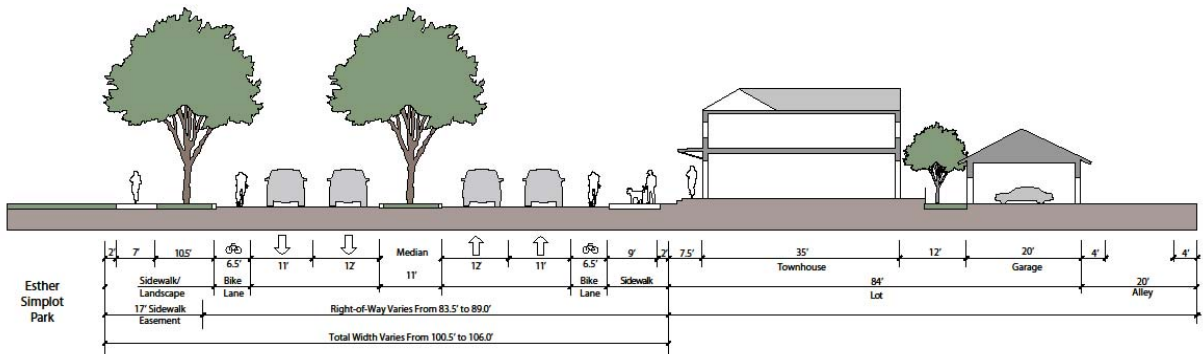
The 30th Street Extension alignment is coordinated with the design concept for the 30th Street – Park View subdistrict. This subdistrict includes residential development on the east side of the 30th Street Extension between Pleasanton and Regan. Residences would take access from rear alleys rather than the 30th Street Extension. Providing an adequate buffer between this roadway and residences is important to their success. Incorporating a landscaped center median, bicycle lanes, landscape strips and detached sidewalks into the roadway design are essential to providing this buffer. **Final design plans however do not include detached sidewalks on the east side of the Extension.**

- **Street Sections**

Figures 25-26 are adopted cross sections designs for selected segments of the 30th Street Extension.

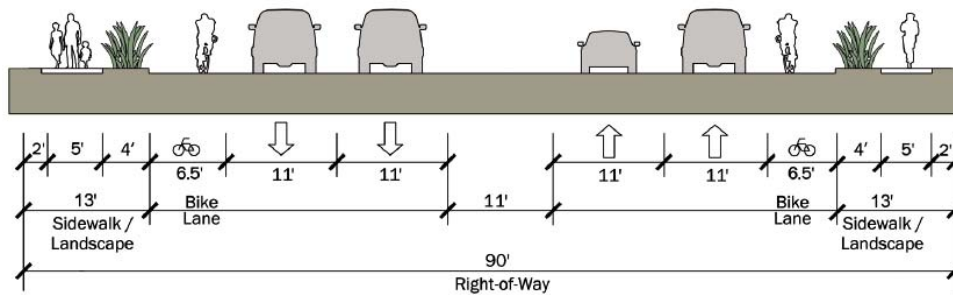
**Figure 25:**  
**30th Street Extension -**  
**Adopted Cross Section (2011) between State Street and Pleasanton**  
**(looking north at Woodlawn)**

Source: City of Boise; ACHD; CCDC



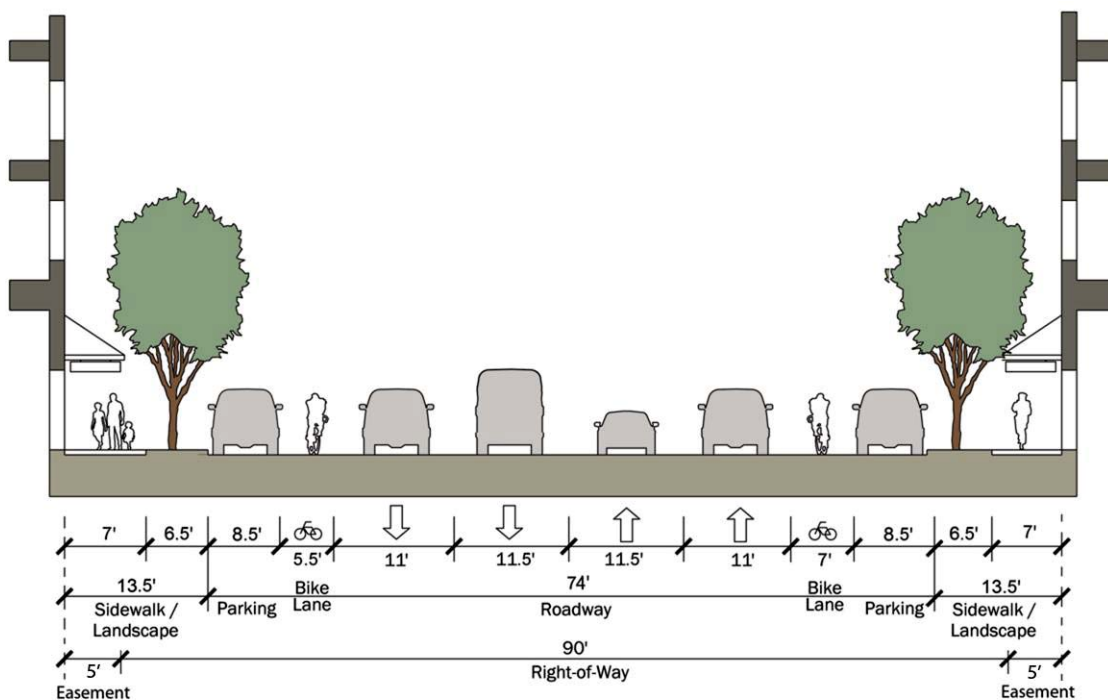
**Figure 26:**  
**30th Street Extension -**  
**Adopted Cross Section (2011) between Pleasanton and Idaho (looking north)**

Source: City of Boise; ACHD; CCDC



**Figure 27:**  
**30th Street Extension -**  
**Preferred Cross Section between Idaho and Fairview (looking north)**

Source: City of Boise; CCDC



- **Access to 30th Street Extension**

The 30th Street Extension will be classified as a minor arterial roadway. For optimal roadway performance, it is necessary to limit the accesses/ intersections along the 30th Street Extension. Traffic signals exist at Main Street; new signals are needed at State Street and Fairview Avenue. All east-west roadways between Main and State streets are classified as local streets, Idaho, Jefferson, Madison, Pleasanton, Woodlawn, Regan, Stewart, Jordan and Davis will connect to the 30th Street Extension. Alleys that connect to 30th Street now will remain open since they are needed for fire access. As development occurs between State Street and Stewart Avenue new connections may be opened.

. **Park Access**

The Esther Simplot Park site is 55 acres. The adopted park master plan provides for, playgrounds, parking, pathways, natural open space, picnic facilities, and river and pond access. Entrances to the park are located at Stewart and Woodlawn avenues. As noted above, a roundabout will be constructed at the intersection at Stewart and the 30th Street Extension.

- **Intersections**

Figures 28 through 32 depict the generalized configuration of selected intersections along the 30th Street Extension from State Street south to Fairview Avenue. Table 2 gives dimensions for the roadway component such as lane widths in the intersection diagrams.

Figure 28:  
30<sup>th</sup> Street Extension – State Street Intersection

Source: City of Boise; ACHD; CCDC

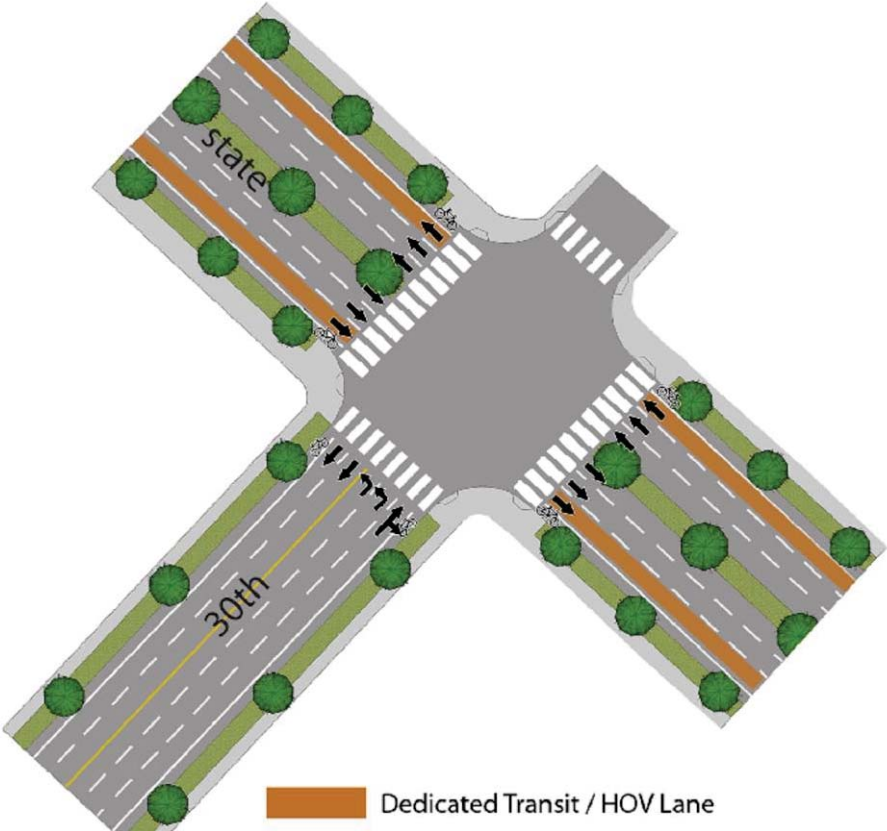
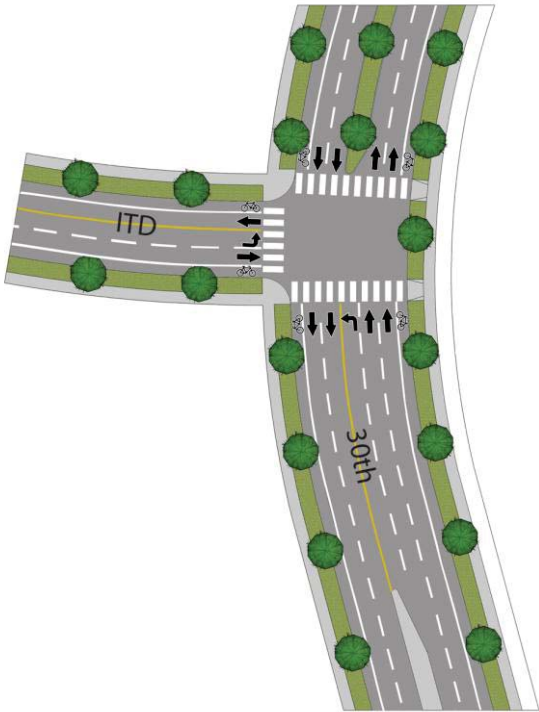


Figure 29:  
30th Street Extension – ITD Access Road Intersection  
See Table

Source: City of Boise; ACHD



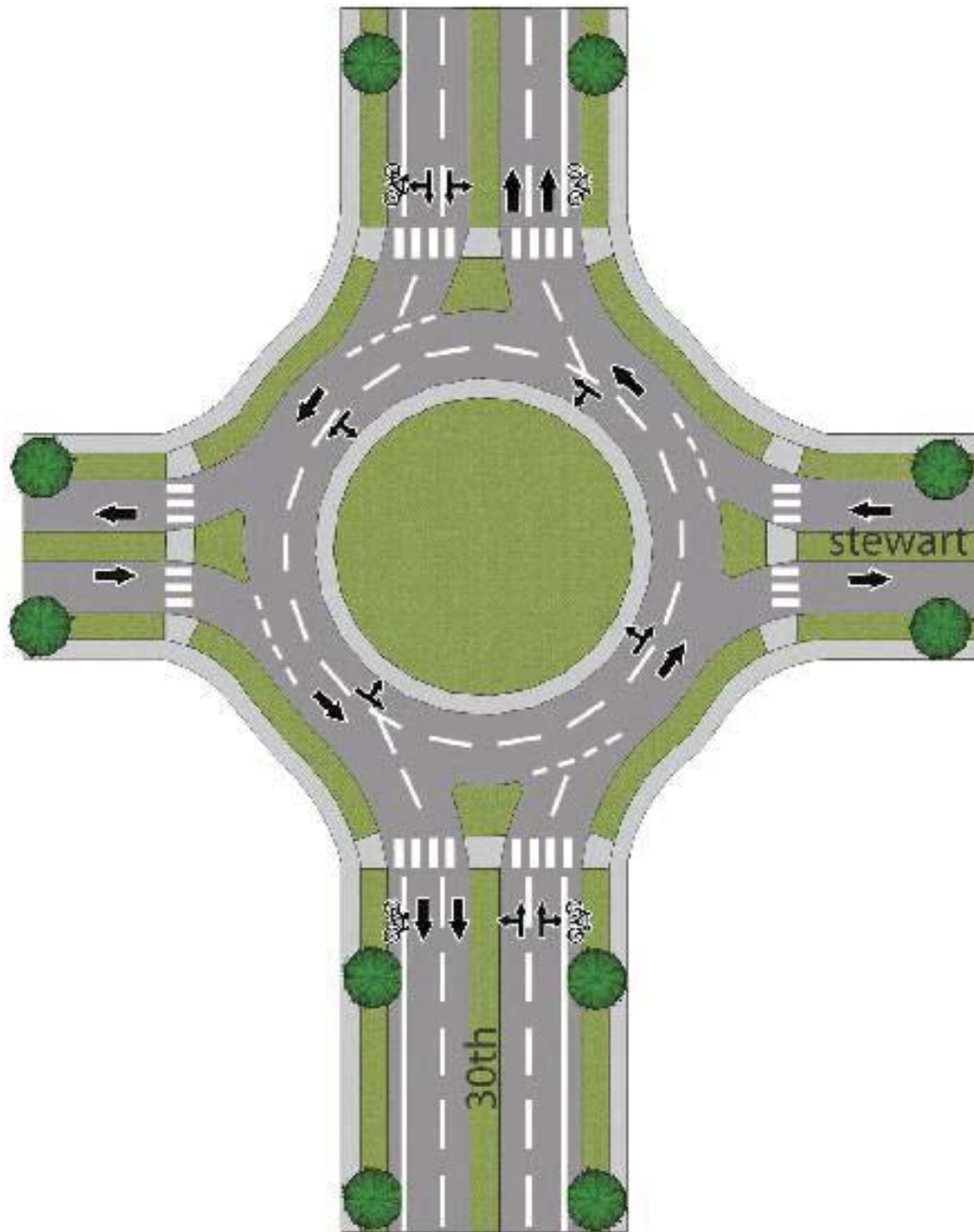
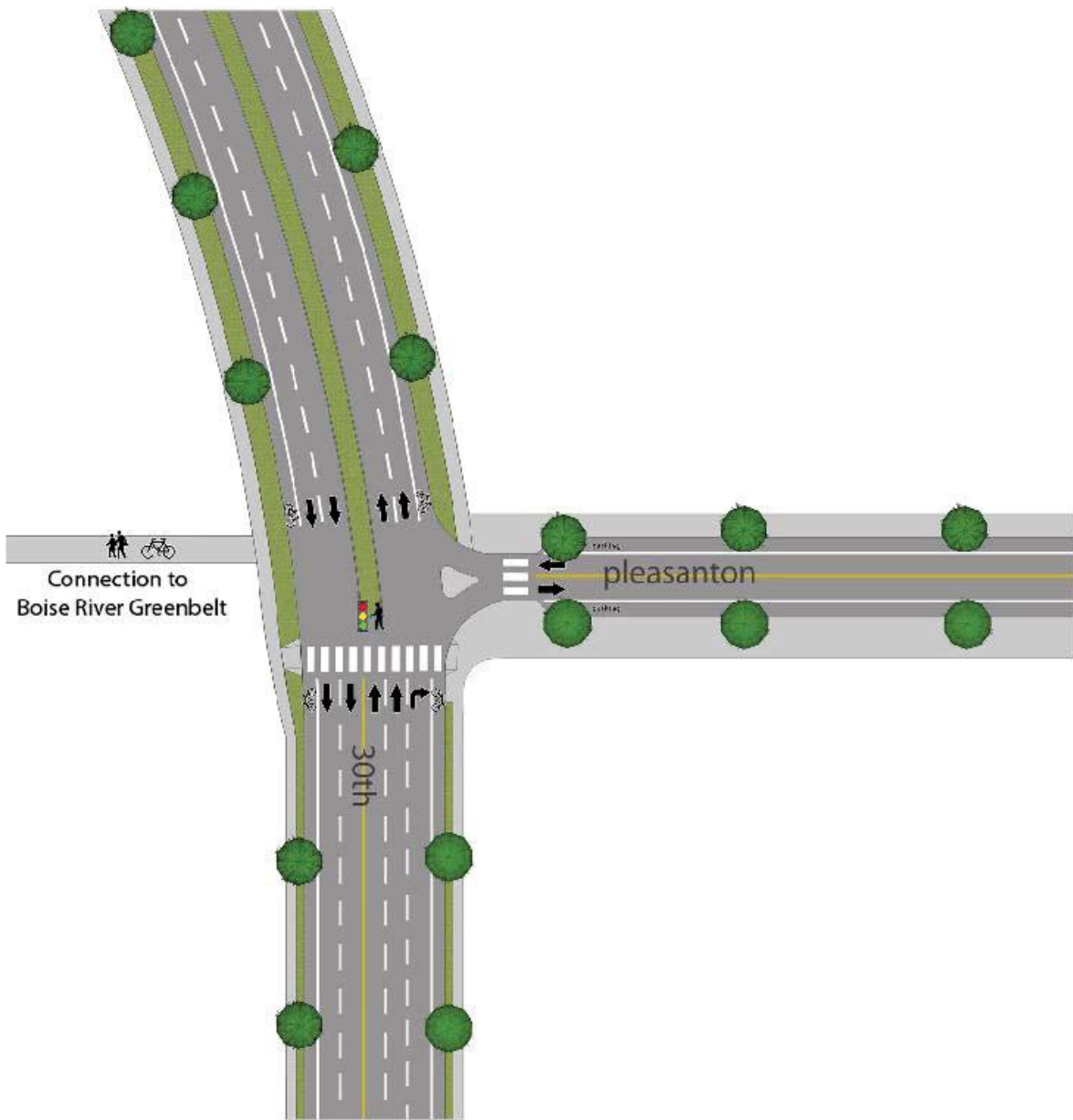


Figure 30:  
30th Street Extension – Stewart Street Roundabout Entrance to Esther Simplot Park

Source: City of Boise; ACHD; CCDC



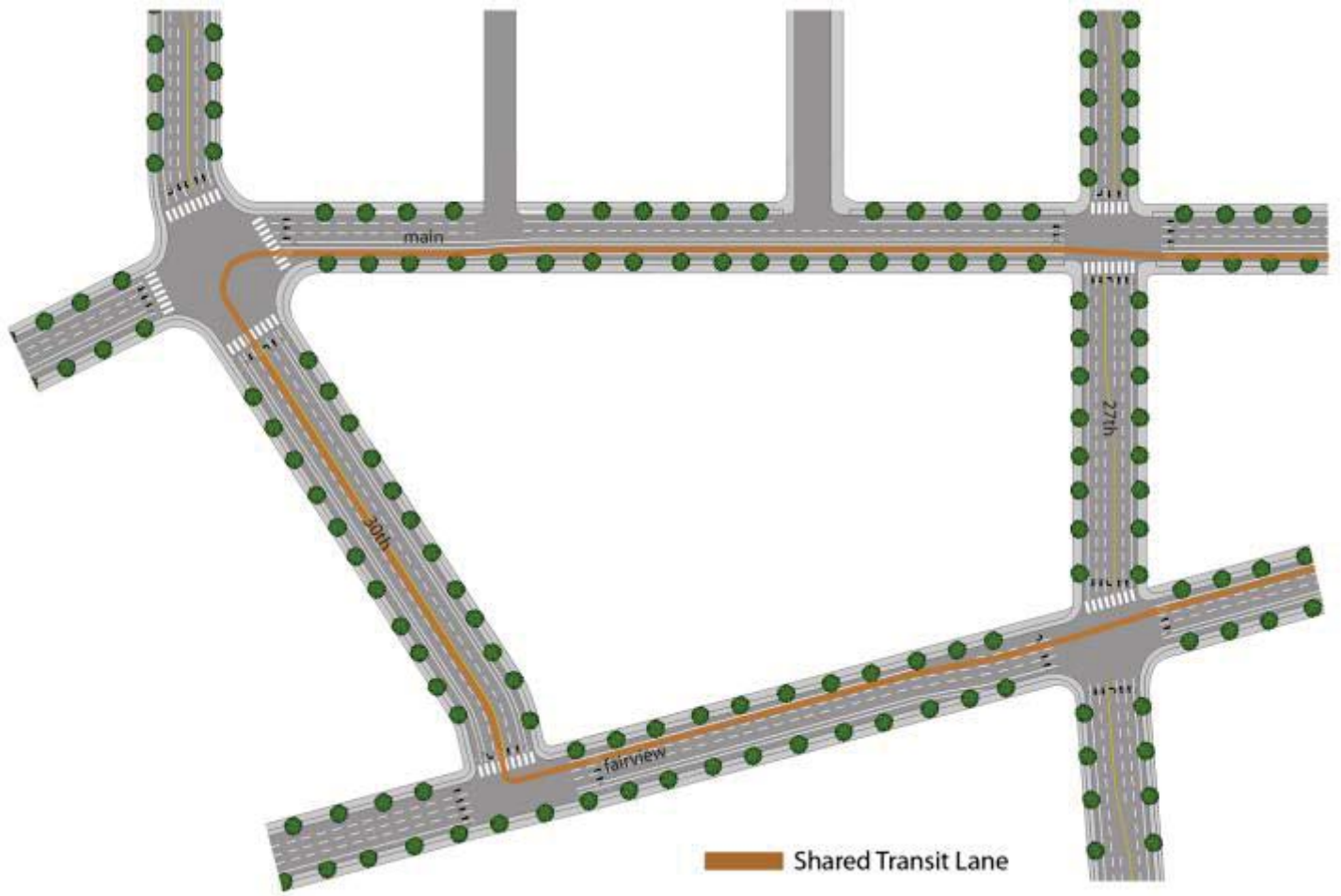


**Figure 31:**  
**30th Street Extension – Pleasanton Intersection**

Source: City of Boise; ACHD; CCDC

Figure 32:  
30th Street Extension / Main Street / 27th Street / Fairview Avenue  
Configuration

Source: City of Boise; CCDC



## - **Pedestrian Crossings**

The adopted design includes a pedestrian-activated signal at Pleasanton. Raised or textured pedestrian crossings are proposed at all connecting streets. Materials for crossings should be selected to represent the subdistrict based on the “branding plan”. For example, if water becomes the theme, a river rock or cobble stone look may be the most appropriate material. All materials selected must meet Americans with Disabilities Act (ADA) standards.

## - **Streetscape & Medians**

Streetscape is a critical feature in creating a sense of place and the desired image for commercial districts and neighborhoods. It also shapes how motorists, bicyclists and pedestrians experience roadways. Streetscapes can convey a feeling of safety, calm, order, beauty and enjoyment. Lack of streetscape usually makes an area feel uninviting and desolate. The preferred streetscape treatment for the 30th Street Extension has a lush, pastoral feel from State Street to Pleasanton. A landscaped center median and detached sidewalks and landscape strips along each side will allow larger, Class III trees<sup>20</sup> to thrive and provide a dense overhead canopy. Informal plantings along the Esther Simplot Park frontage will complement the natural character of the park and the Boise River corridor. Landscaping will include rocks and water-wise native plantings where appropriate. From Pleasanton to Fairview, the streetscape has a more urban feel with a nine foot sidewalk,, pedestrian scale lighting as well as roadway lighting, and street furniture in active pedestrian areas In the Main-Fairview Subdistrict, streetscape materials and lighting design should be driven by the area’s branding plan.

Streetscape concepts for the 30th Street Extension are shown on the cross-sections and intersection diagrams (Figures 25-32).

## - **Transit**

The 30th Street Extension is designed to accommodate transit in coordination with the Valley Regional Transit State Street Transit and Traffic Operational Plan, regional **valleyconnect** mobility plan, Transit Regional Operations and Capital Improvement Plan, and Transit Development Plan.

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<sup>20</sup> Deciduous trees are divided into three groups or classes based on their width, height and spacing requirements at maturity. Class I trees are small, flowering trees which are usually planted for their ornamental value rather than for shade. They require 20-30 foot spacing at maturity, and are small enough to plant under power lines. Class II trees are medium-sized shade trees that require 30-40 foot spacing at maturity. Class III trees are large-sized shade trees that require 40-60 foot spacing at maturity. They are long-lived and attain large height and trunk diameter.

## - **Main Street & Fairview Avenue**

While this master plan focuses primarily on the 30th Street Extension, Main Street and Fairview Avenue have a significant impact on the planning area's redevelopment and long term prosperity. These roads have existing rights-of-way and improvements under the jurisdiction of ACHD. This section presents the City of Boise's preferred design concepts for these streets, which have been based on the 30th Street Traffic Analysis, street typologies proposed in TLIP for town center arterials and the following objectives:

- Carry forward preferred development concepts for the subdistricts; use street designs that are compatible with and will attract the types of development desired.
  - Create complete streets – streets that work for motor vehicles, transit, bicyclists and pedestrians.
  - Accommodate traffic projections.
  - Recognize that streets are part of the public realm; use street designs that create a sense of place and safe, enjoyable public spaces for people.
  - Include on-street parking to support street-level restaurants and retail and service businesses and to increase pedestrians' sense of safety.
  - Avoid street designs that result in the automobiles intimidating rather than deferring to people activity.
- **Current Conditions**

Main Street and Fairview Avenue form a one-way couplet. Typically each street has four 12.5 foot lanes and five to six foot attached or detached sidewalks. Sidewalks are missing in some locations. There is a little if any streetscape and bicycle lanes are narrower than standard and not well-marked. The street design focuses on carrying traffic. Traffic moves quickly because these streets have more capacity than is needed for current traffic volumes and they serve as through routes between downtown and the close-in neighborhoods, and the I-184 Connector and points west. This area used to have numerous car dealerships and industrial-type uses. Most of them have closed leaving vacant buildings and a sea of unused parking lots. The environment is intimidating and uninteresting for any one not driving.

The master plan calls for the development of a vibrant, walkable, people-oriented, mixed use activity center in the Main-Fairview subdistrict, where buildings are at the sidewalk line and have active uses at the street level.

When streets function as a “seam,” they help to pull together the two sides of land use activities that line those streets. When land use activities are in conversation across a street, they create people-oriented places. However, when streets reach a certain width, volume of traffic, and/or speed of traffic, they become a barrier or “an edge” that serves to push the two sides apart. The feel of the area becomes auto- rather than pedestrian-oriented, and it is difficult to get storefront- style retail and service businesses, restaurants with outdoor dining, and urban housing to locate along these streets and be successful. One of the key goals of this master plan is to modify how Main and Fairview are designed so they contribute to achieving the desired character and development patterns in the subdistricts and help these areas thrive.

Certain design elements are very helpful in achieving this result. Introducing bicycle lanes, on-street parking and street trees tend to slow traffic, and make streets safer and more enjoyable for bicyclists and pedestrians. On-street parking is also vital to the success of retail businesses. However, adding these elements to existing streets such as Main and Fairview is a challenge because the right-of-way and curb line have been set. Adding improvements like bicycle lanes and on-street parking expands the street width, which could require acquiring more right-of-way, moving the curb line and/or rebuilding the street. These items tend to be very expensive.

ACHD has indicated that acquiring more right-of-way is not a feasible option for ACHD. At present, budgets for highway agencies are tight and there is no funding for moving the curb line or reconfiguring Main Street and Fairview Avenue.

There are several ways to add design elements while minimizing the need to acquire additional right-of-way including reducing the number of travel lanes to free right-of-way for other design elements, redistributing the existing right-of-way differently between design elements, or acquiring an easement for elements that fall outside the existing right-of-way. The City of Boise could establish a building setback along these streets as part of the zoning for the 30th Street planning area which would allow space to achieve a more complete street design. These improvements are very important to achieving a pedestrian-oriented environment and would benefit the adjacent development.

The City of Boise's preferred roadway designs for the Main-Fairview Couplet are discussed below.

### **Preferred Roadway Design for Main-Fairview Couplet**

The current configuration for the Main-Fairview Avenue couplet reflects its historic purpose as a major travel corridor providing access to downtown Boise. Hotels, auto dealerships and other commercial uses developed along these corridors due to high visibility and heavy traffic volumes. The purpose of this couplet has changed significantly since the construction of the I-184 Connector. Traffic patterns have shifted and traffic volumes have decreased. Based on the traffic analysis, the number of travel lanes on both Main and Fairview could be reduced from four to three, freeing right-of-way for other design elements.

#### **- Street Sections**

The preferred street sections for Main Street and Fairview Avenue would make significant changes to these roadways including reducing the number of travel lanes from four to three, adding bicycle lanes, on-street parking and streetscaping, and widening sidewalks. The chart in Table 3 shows what design components would be included in the City of Boise's preferred street design for selected segments, and how these sections compare to the existing right-of-way.

Main Street has a 100-foot right-of way. No additional right-of-way is needed to incorporate all of the design elements that would make Main Street a complete street and more compatible with the development concept for the Main-Fairview subdistrict. The distance between the existing curb lines, however, is typically 60 feet, which means implementing desired improvements would require relocating curbs and existing sidewalks and most likely rebuilding the street.

Fairview Avenue presents an even greater challenge. Fairview has an 80-foot right-of-way and curb lines that are typically 60-65 feet apart. The preferred street section



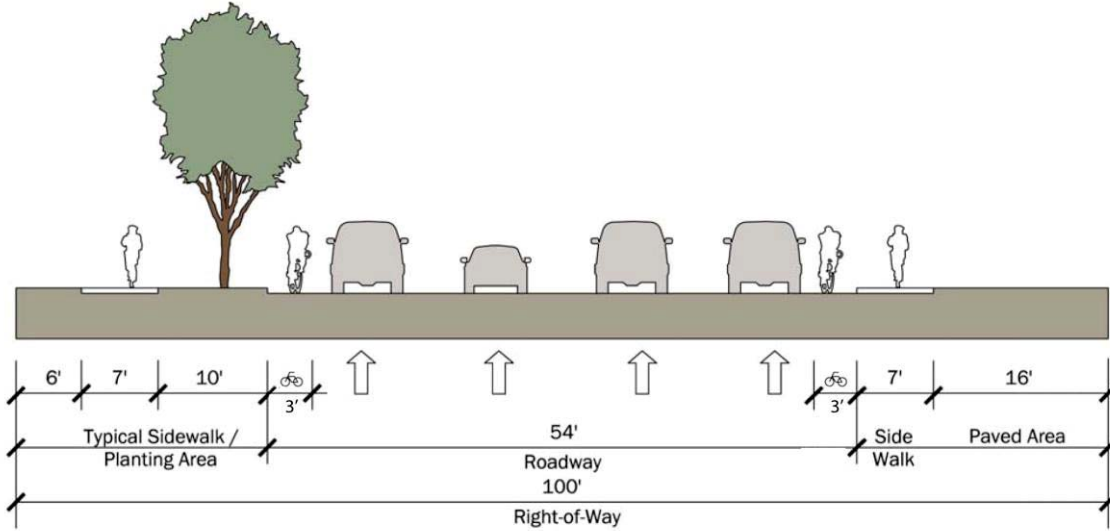
would exceed the width of the existing right-of-way, triggering the need to acquire either right-of-way or easements to implement improvements. Figures 33 and 35 show existing cross-sections for Main and Fairview. Figures 34 and 36 show the City of Boise’s preferred street design for these roadways.

TABLE 3: CITY OF BOISE’S PREFERRED STREET SECTIONS FOR MAIN STREET & FAIRVIEW AVENUE – DESIGN COMPONENTS & DIMENSIONS (1)(2)									
Segment	ROW	Travel Lanes	Median/ Turn Lane	Parking Lanes	Bicycle Lanes	Land- scape Strip/Tree Wells	Sidewalk/ Utility Space	Total Width	ROW / Easement Needed
<b>Main Street</b>									
<b>Typical Configuration between intersections</b>									
A. Preferred	100 ft	3 – 11 ft or 2 – 11 ft 1 – 11.5 ft (where transit is in street)	0	2 – 8.5 ft Includes 1-foot gutter	1 – 5.5 ft	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	86.5 87	N/A
B. With Outdoor Dining on North Side (3)	100 ft	3 – 11 ft or 2 – 11 ft 1 – 11.5 ft (transit)	0	2 – 8.5 ft Includes 1-foot gutter	1 – 5.5 ft	2 – 6.5 ft 6x6 ft TW; 0.5 curb	1 – 9 ft 1 – 17 ft (5 ft for walkway; 12 ft for dining area)	100	N/A
<b>Intersections</b>									
Main at 30th St (west leg)	100 ft	3 – 11 ft	0	2 – 8.5 ft Includes 1-foot gutter	1 – 5.5 ft	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	86.5	N/A
Main at 30th St (east leg)	100 ft	2 – 11 ft 1 – 11.5 ft (transit)	1 – 13.5 ft	0	1 – 6.5 ft Includes 1-foot gutter	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	84.5	N/A
Main at 27th St (west leg)	100 ft	2 – 11 ft 1 – 11.5 ft (transit)	0	2 – 8.5 ft Includes 1-foot gutter	1 – 5.5 ft	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	87	N/A
Main at 27th St (east leg)	100 ft	2 – 11 ft 1 – 11.5 ft (transit)	1 – 13.5 ft	0	1 – 6.5 ft Includes 1-foot gutter	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	84.5	N/A

Segment	ROW	Travel Lanes	Median/ Turn Lane	Parking Lanes	Bicycle Lanes	Land- scape Strip/Tree Wells	Sidewalk/ Utility Space	Total Width	ROW / Easement Needed
<b>Fairview Avenue</b>									
<b>Typical Configuration between Intersections</b>									
A. Preferred	80 ft	3 – 11 ft or 2 – 11 ft 1 - 11.5 ft (where transit is in street)	0	2 – 8.5 ft Includes 1-foot gutter	1 – 5.5 ft	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	86.5 87.0	2 – 3.5 ft 7 feet
B. Constrained by ROW	80 ft	2 – 11 ft 1 – 11.5 ft (transit)	0	2 – 8.5 ft Includes 1-foot gutter	1 – 5.5 ft	2 – 6.5ft 6x6 ft TW; 0.5 curb	2 – 5.5 ft SW	80.0	N/A
<b>Intersections</b>									
Fairview at 30th St (west leg)	80 ft	3 – 11 ft	1 – 13.5 ft	0	1 – 6.5 ft	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	84.0	2 – 2.0 ft 4 feet
Fairview at 30th St (east leg)	80 ft	2 – 11 ft 1 – 11.5 ft (transit)	0	2 – 8.5 ft Includes 1-foot gutter	1 – 5.5 ft	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	87.0	2 – 3.5 ft 7 feet
Fairview at 27th St (west leg)	80 ft	2 – 11 ft 1 – 11.5 ft (transit)	1 – 13.5 ft	0	1 – 6.5 ft	2 - 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	84.0	2 – 2.0 ft 4 feet
Fairview at 27th St (east leg)	80 ft	2 – 11 ft 1 – 11.5 ft (transit)	0	2 – 8.5 ft Includes 1-foot gutter	1 – 5.5 ft	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 9 ft SW	87.0	2 – 3.5 ft 7feet
<p><del>ACHD will require a technical evaluation of these preferred street sections by a professional engineer. These roadway design concepts are subject to ACHD's final approval.</del></p> <p>(1) As a convention, the bicycle lane dimension generally includes the gutter dimension except where parking is located between the bicycle lane and curb. Where parking is shown adjacent to the curb, the parking dimension includes the gutter dimension. The median dimension includes the curb and gutter dimension. Where a landscape strip is shown, the landscape strip dimension includes the curb dimension. Where one is not shown, the sidewalk includes the curb dimension.</p> <p>(2) Main Street has sufficient right-of-way that sidewalks could be widened to accommodate outdoor dining. Typically outdoor dining occurs on the north side of east-west streets. Sidewalk dimensions would be one sidewalk at 9 feet (south side); one sidewalk at 17 feet (north side) to allow for a 12-foot wide outdoor dining area.</p>									

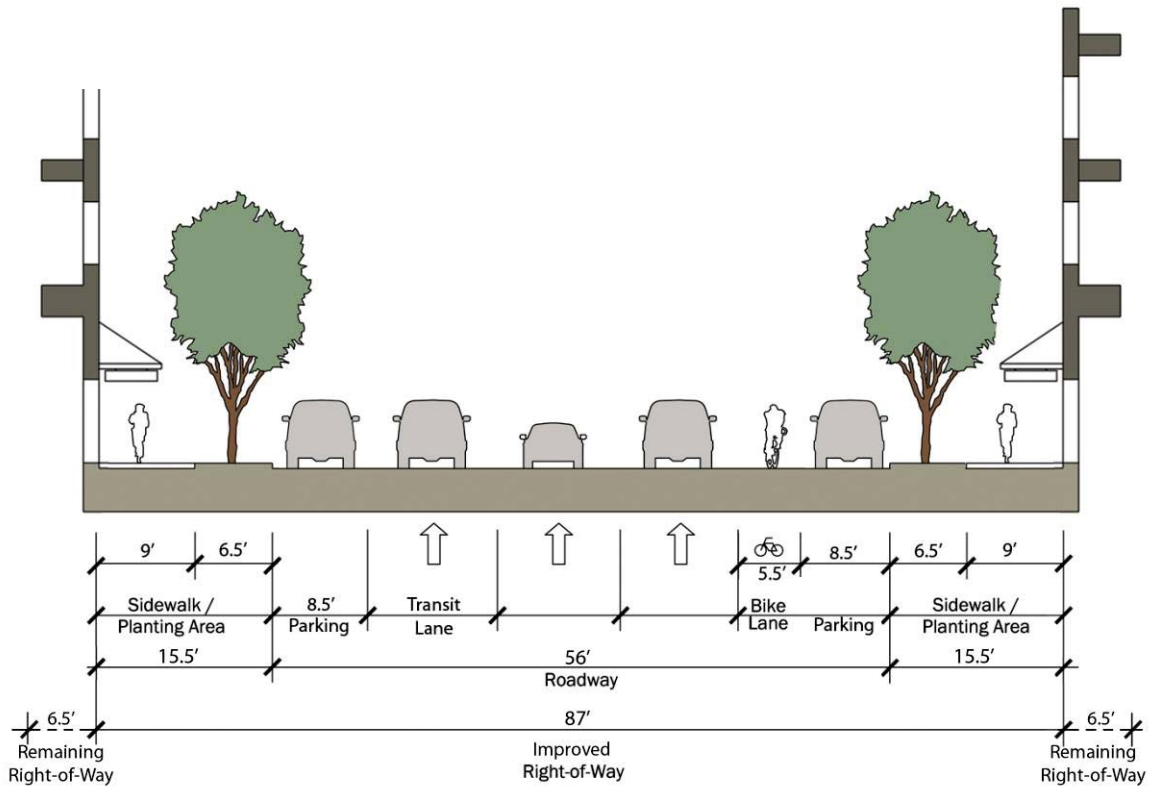
**Figure 33:**  
Main Street - Existing Conditions (looking west)

Source: HDR



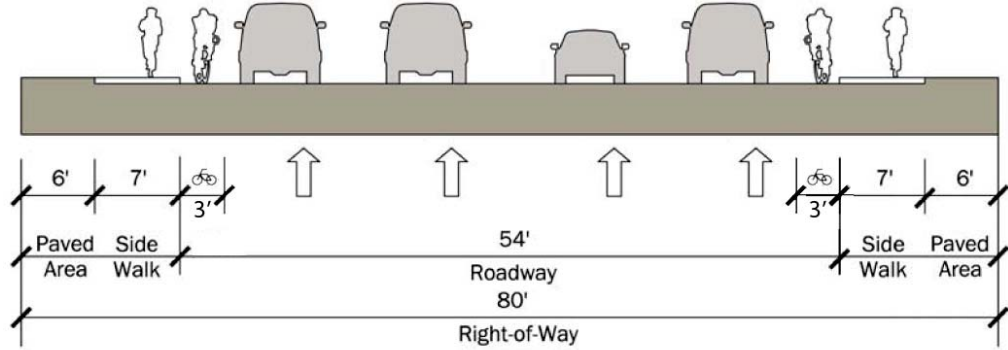
**Figure 34:**  
Main Street – Preferred Street Section (looking west)

Source: City of Boise; CCDC



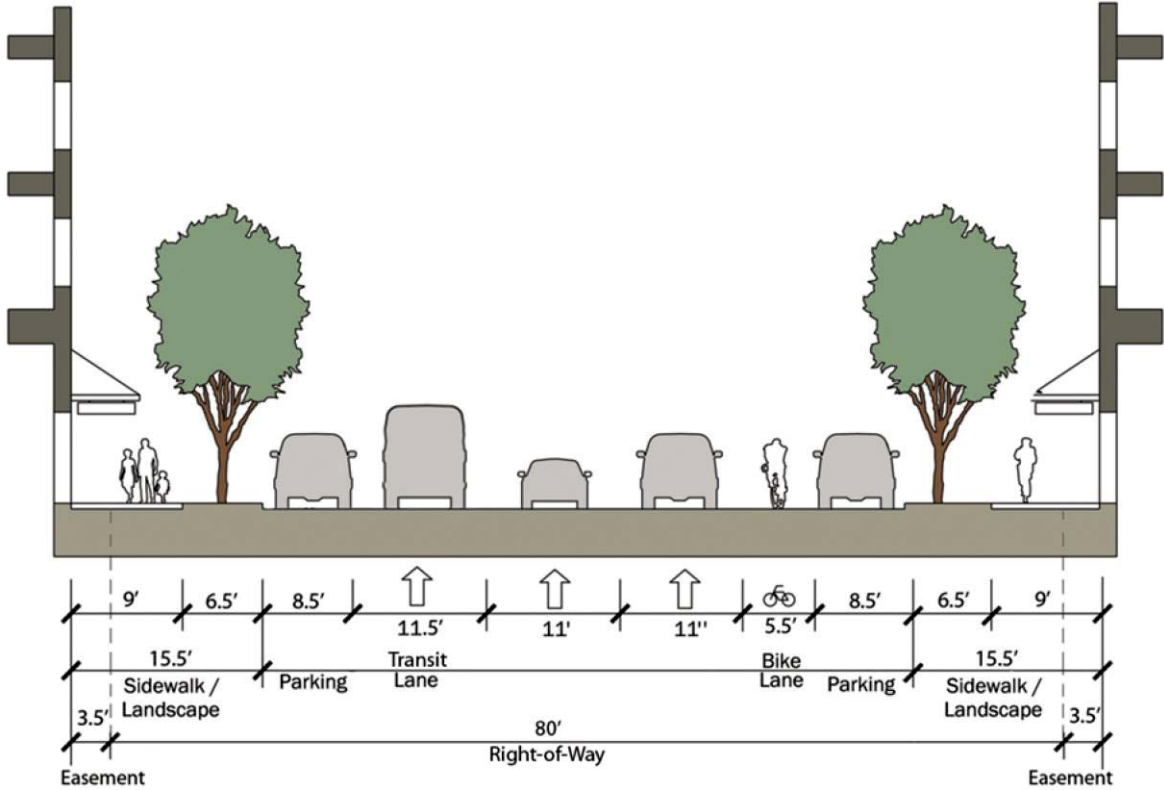
**Figure 35:**  
**Fairview Avenue – Existing Conditions (looking east)**

Source: HDR



**Figure 36:**  
**Fairview Avenue – Preferred Street Section (looking east)**

Source: City of Boise; CCDC



## **Intersections**

The generalized configuration for the intersections of 30th Street Extension with Main and with Fairview appear earlier in this Roadway Plan. (See Figure 32 in the discussion of the 30th Street Extension).

### **- Access Points**

Main Street and Fairview Avenue are functionally classified as principal arterials with a 35 mph speed limit. Although driveway access is relatively uncontrolled now, driveway access to Main Street and Fairview Avenue should be limited as redevelopment occurs. It is important to initiate efforts to consolidate access to enhance performance and appearance of the Main-Fairview couplet, create a pedestrian friendly environment, and achieve the master plan's development objectives. Limiting access will also allow both on-street parking and buildings to be placed at edge of sidewalks.

### **- Pedestrian Crossings**

Raised or textured pedestrian crossings are proposed at all connecting streets. Materials for crossings should be selected according to the subdistrict's branding plan. For example, if water becomes the theme a river rock or cobble stone look may be an appropriate material. All materials selected must meet ADA and ACHD standards.

### **- Streetscape**

This master plan includes development of a vibrant, mixed use activity center in the Main-Fairview subdistrict. The appearance of the Main-Fairview couplet has a significant influence on how this subdistrict is perceived. At present, there is a noticeable lack of streetscape and the area feels uninviting and desolate. Sidewalks are typically five feet and are attached to the curb. No other pedestrian amenities are in place.

Installing streetscape is a key step toward transforming the area's character and image, creating a sense of place and a setting that will attract quality development and people activity. The streetscape concept for the Main-Fairview subdistrict includes widening sidewalks and adding street trees in tree wells, pedestrian scale lighting and street furniture. Streetscape materials and lighting design should be driven by a branding plan for the area. Streetscape concepts are shown the cross-sections and intersection diagrams for these streets (Figures 32, 34 and 36).

### **- Parking**

Main and Fairview are classified as arterial streets, and ACHD's general policy only allows parking on arterial streets in special circumstances. The development program for the Main-Fairview subdistrict proposes street-level retail on sidewalks along these street frontages. The likelihood of retail being successful without on-street parking is low. On-street parking also helps to tame streets so they are more pedestrian- and bicycle-friendly. The City of Boise's preferred streets sections include parking lanes on both sides of Main Street and Fairview Avenue for these reasons. Adding parking lanes would require moving the curb line on both streets and acquiring additional right-of-way or an easement may be needed on Fairview.



ACHD would need to approve adding parking to these streets. The City of Boise and ACHD would need to work together to address the issue of on-street parking, and to negotiate a cooperative cost-sharing agreement regarding relocation of curbs and construction of parking lanes.

- **Bicycle Lanes**

Bike lanes should be marked on Main Street and Fairview Avenue and bike routes should be signed where appropriate in accord with the ACHD Bicycle Plan.

- **Transit**

The master plan envisions that both regional and local bus service will be available on Main Street and Fairview Avenue, and the downtown streetcar will be extended to the planning area using a route along Main, 30th Street and Fairview. These streets should be configured to accommodate buses and the streetcar. The location of the proposed streetcar route is shown in Figure 32.

● **27th Street & Stewart Avenue**

Construction of the 30th Street Extension will shift a portion of the traffic using 27th Street to the new roadway. This change in traffic patterns offers an opportunity to redesign 27th Street so it becomes a local street serving the neighborhood. Based on the 30th Street Traffic Study, ACHD **will** restripe 27th Street from four lanes to two lanes, with a center median / turn lane, and to add bicycle lanes on each side.

Transforming 27th Street is necessary to successful implementation of the 27th Street Neighborhood Center subdistrict plan. The preferred development concept for the subdistrict envisions a neighborhood commercial center with shops, a grocery store, one of more café-style restaurants, medium density housing and a public space similar to a village center. It would be located Stewart Street between 27th Street and 28th / Ross Street. Development of additional medium density housing could also occur in the neighborhood center along 27th Street from Regan to Pleasanton.

How 27th Street and Stewart Avenue are designed is critical to whether this development concept will be successful. This section presents the City of Boise's preferred design concepts for 27th Street and Stewart Avenue, which have been based on the 30th Street Traffic Analysis, street typologies in the Livable Street Design Guide for town center local streets and residential neighborhood arterials and the following objectives:

- Carry forward preferred development concepts for the subdistricts; use street designs that are compatible with and will attract the types of development desired.
- Create complete streets – streets that work for motor vehicles, transit, bicyclists and pedestrians.
- Accommodate traffic projections.
- Recognize that streets are part of the public realm; use street designs that create a sense of place and safe, enjoyable public spaces for people.
- Include on-street parking to support street-level restaurants and retail and service businesses and to increase pedestrians' sense of safety.

- Avoid street designs that result in the automobiles intimidating rather than deferring to people activity.

- **Current Conditions**

27th Street is the primary north-south connection between State Street and the Main-Fairview couplet through the center of the 30th Street planning area. It has four 11-foot lanes, five foot attached sidewalks, and no streetscaping or bicycle lanes. There are no signals or stop signs except at either end where 27th Street intersects State, Main and Fairview. Motorists use this street as a through route and traffic moves quickly. It does not have an inviting pedestrian environment along its edges, and acts as a barrier to motorists, bicyclists and pedestrians seeking to cross from one side of the 30th Street neighborhood to the other side. South of Idaho, 27th Street crosses through Main-Fairview subdistrict, where it has four travel lanes and a center turn lane.

Stewart Avenue is a local street running east-west from 25th Street to 31st Street (which will become the 30th Street Extension). It has two travel lanes, two parking lanes and attached sidewalks with some very limited exceptions. The preferred design concept for the 30th Street Extension shows a roundabout at its intersection with Stewart. Stewart is expected to be the main vehicular entrance to the Esther Simplot Park.

- **Preferred Roadway Design for 27th Street and Stewart Avenue**

- **Street Sections**

The chart in Table 4 shows what design components would be included in the preferred street design for selected segments and how this design compares to existing rights-of-way. Figure 37 shows a cross section view of 27th Street's existing configuration. Figures 38-39 illustrate the City of Boise's preferred street cross section for selected segments of 27th Street between Jordan and Regan and Regan and Pleasanton. The preferred street design for 27th Street between Idaho and Fairview is shown in Figure 32 earlier in this chapter.

The City of Boise's preferred street section for 27th Street from Stewart to Pleasanton, and on Stewart from 27th Street to 28th / Ross Street shows two travel lanes, two on-street parking, streetscaping and wider sidewalks. Stewart runs through the neighborhood commercial center, which is envisioned to have commercial and medium density housing oriented to the street. 27th Street is expected to have medium density housing on both sides facing the street. On-street parking signals to motorists they need to slow down. On-street parking is considered critical to the success of retail. When cars are parking on the street, it attracts interest and encourages passersby to stop. It is also creates a setting where housing facing the street is more likely to be successful. Bicycle lanes **will** be included on 27th Street, to maintain continuity of the bicycle lane from State Street to Main Street. Medians / center turn lanes have not been included on Stewart or 27th Street within the limits of the subdistrict.

For 27th Street from State to Stewart and from Pleasanton to Main Street, the preferred street design includes two travel lanes, a center median/turn lane, and two bicycle lanes. Including on-street parking and streetscaping would require an easement or right-of-way from existing homes. Between Idaho and Main, the preferred street design changes from a neighborhood to an urban character and includes street trees in tree wells.

Between Idaho and Fairview, 27th Street has a 60-foot right-of-way and is improved with four travel lanes and a center turn lane. The existing lanes are narrower than standard and one building is within 2-3 feet of the right-of-way line. Any new improvements that widen the road will require moving the curb line and obtaining easements. The preferred street design for this segment has an urban character with four travel lanes, a center turn lane, bicycle lanes, street trees in grates and sidewalks. It does not include on-street parking because of the constrained right-of-way.

South of Fairview, the typical right-of-way is 90 feet with 100 feet at the Fairview-27th Street intersection. Both segments are improved with four travel lanes, a center turn lane and attached sidewalks. The additional right-of-way makes it easier to fit the preferred street design. However, the sidewalks would have to be relocated to place a row of street trees between the sidewalk and the street and create a more pedestrian-friendly environment.

TABLE 4: CITY OF BOISE'S PREFERRED STREET SECTIONS FOR 27TH STREET & STEWART AVENUE  
DESIGN COMPONENTS & DIMENSIONS (1)(2)

Segment	ROW	Travel Lanes	Median/ Turn Lane	Parking Lanes	Bicycle Lanes	Land- scape Strip/Tree Wells	Sidewalk/ Utility Space	Total Width	ROW / Easement Needed
<b>27TH STREET</b>									
<b>Typical Configuration between Intersections</b>									
Stewart to Regan	60 ft	2 – 11 ft	0	2 – 8.5 ft Includes 1-foot gutter	2 – 5.5 ft	2 – 6.5 ft 6x6 ft TW 0.5 curb	2 – 6 ft SW	75 ft	2 – 7.5 ft 15 feet
Regan to Pleasanton	60 ft	2 – 11 ft	0	2 – 8.5 ft Includes 1-foot gutter	2 – 5.5 ft	2 – 7.5 ft LS Includes 0.5 curb	2 – 5 ft SW	75 ft	2 – 7.5 ft 15 feet
State to Stewart; Pleasanton to Idaho	60 ft	2 – 11 ft	1 – 11 ft	0	2 – 6.5ft	0	2 – 5 ft SW	56 ft	N/A
Idaho to Main	60 ft	2 – 11 ft	1 – 11 ft	0	2 – 6.5 ft Includes 1-foot gutter	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 5 ft SW	69 ft	2 – 4.5 ft 9 feet
27th St between Main and Fairview	60 ft	4 – 10.5 ft	1 – 11 ft	0	2 – 6.5 ft Includes 1-foot gutter	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 5 ft SW	89 ft	2 – 14.5 ft 29 feet
27th St south of Fairview	90- 100 ft	4 – 10.5 ft	1 – 11 ft	0	2 – 6.5 ft Includes 1-foot gutter	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 5 ft SW	89 ft	N/A

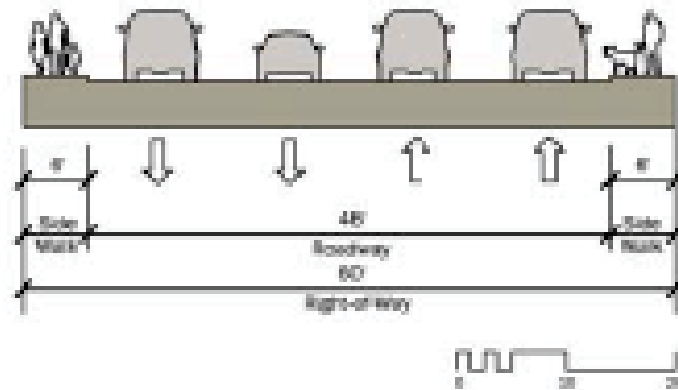
Segment	ROW	Travel Lanes	Median/ Turn Lane	Parking Lanes	Bicycle Lanes	Land- scape Strip/Tree Wells	Sidewalk/ Utility Space	Total Width	ROW / Easement Needed
<b>Intersections</b>									
27th Street at Stewart									
27th Street	60 ft	2 – 11 ft	0	2 – 8.5 ft Includes 1-foot gutter	2 – 5.5 ft	2 – 6.5 ft 6x6 ft TW 0.5 curb	2 –6 ft SW	75 ft	2 – 7.5 ft 15 feet
Stewart Avenue	60 ft	2 – 11 ft	0	2 – 8.5 ft Includes 1-foot gutter		2 – 6.5 ft 6x6 ft TW 0.5 curb	2 –6 ft SW	75 ft	2 – 2 ft 4 feet
<b>A. Preferred</b> 27th St at Main St (north leg) with tree wells	60	2 – 11 ft	1 – 11 ft	0	2 – 6.5 ft Includes 1-foot gutter	2 – 6.5 ft (6x6 ft TW)	2 – 5 ft SW	69 ft	2 – 4.5 ft 9 feet
<b>B. Constrained</b> 27th St at Main St (north leg) w/o tree wells	60	2 – 11 ft	1 – 11 ft	0	2 – 6.5 ft Includes 1-foot gutter	0	2 – 7 ft SW	60 ft	N/A
27th at Main Street (south leg)	60	4 – 10.5 ft	1 – 11 ft	0	2 – 6.5 ft Includes 1-foot gutter	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 5 ft SW	89 ft	2 – 14.5 ft 29 feet
27th at Fairview (north leg)	60	4 – 10.5 ft	1 – 11 ft	0	2 – 6.5 ft Includes 1-foot gutter	2 – 6.5 ft 6x6 ft TW; 0.5 curb	2 – 5 ft SW	89 ft	2 – 14.5 ft 29 feet
27th Street at Fairview (south leg)	100	4 – 10.5 ft	1 – 11 ft center turn 1 – 11 ft right turn	0	2 – 6.5 ft Includes 1-foot gutter	2 – 6.5 ft 6x6 TW; 0.5 curb	2 – 5 ft SW	100	N/A
<b>Stewart Avenue</b>									
27th Street to 28th / Ross Street	60 ft	2 – 11 ft	0	2 – 8.5 ft Includes 1-foot gutter		2 – 6.5 ft 6x6 ft TW 0.5 curb	2 –6 ft SW	75 ft	2 – 2 ft 4 ft

(1) As a convention, the bicycle lane dimension generally includes the gutter dimension except where parking is located between the bicycle lane and curb. Where parking is shown adjacent to the curb, the parking dimension includes the gutter dimension. The median dimension includes the curb and gutter dimension. Where a landscape strip is shown, the landscape strip dimension includes the curb dimension. Where one is not shown, the sidewalk includes the curb dimension.



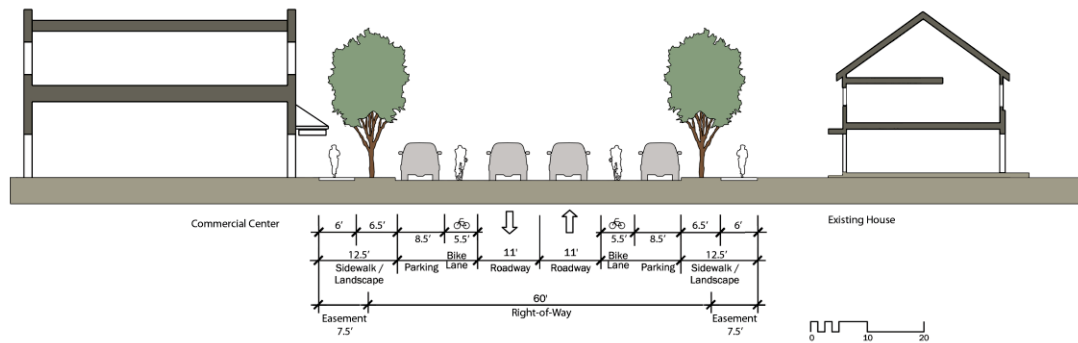
**Figure 37:**  
**Existing Conditions**  
**27th Street – State to Main**

Source: HDR



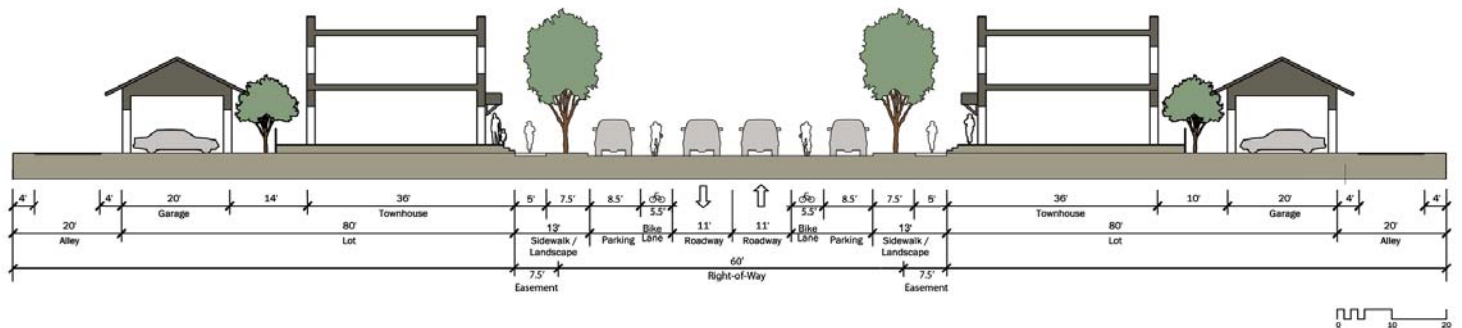
**Figure 38:**  
**27th Street – Stewart to Regan**  
**Preferred Cross Section**

Source: City of Boise; CCDC



**Figure 39:**  
**27th Street – Regan to Pleasanton**  
**Preferred Cross Section**

Source: City of Boise; CCDC



- **Plan Views**

Figure 40 shows a plan view of the City of Boise's preferred design for the streets in the 27th Street Neighborhood Center. (This center includes 27th Street between Jordan and Pleasanton and Stewart Avenue between 27th Street & 28th Street / Ross Drive). The plan view also illustrates the preferred intersection designs. ACHD's proposed configuration for 27th Street between Pleasanton and Idaho is shown in Figure 41. This configuration will be implemented after construction of the 30th Street Extension, and will include restriping the street for four lanes to two and adding bicycle lanes.

**Figure 40:**  
27<sup>th</sup> Street Neighborhood Center  
Stewart Avenue and 27th Street

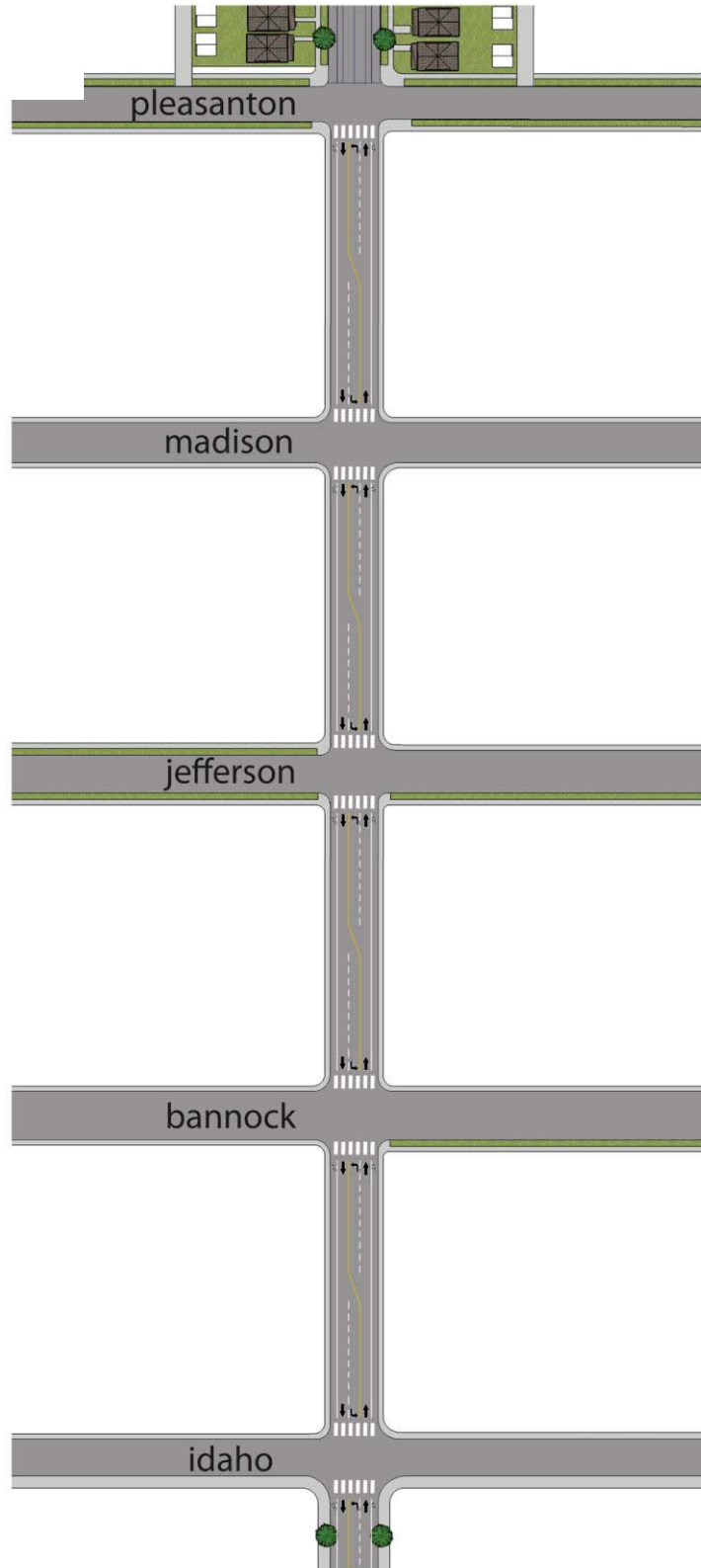
Source: City of Boise; CCDC



Figure 41:  
27th Street – Pleasanton to Idaho  
Proposed Cross Section

This street section includes 5.5 foot bicycle lanes on both sides of the street.

Source: ACHD



- **Pedestrian Crossings**

Raised or textured pedestrian crossings are proposed at all connecting streets. Materials for crossings should be selected according to the subdistrict's branding plan. For example, if water becomes the theme a river rock or cobble stone look may be an appropriate material. All materials selected must meet ADA and ACHD standards.

- **Streetscape**

Installing streetscape is a key step toward establishing the desired character for an area and attracting the type of development envisioned by the master plan. Streetscapes on 27th Street identify the stretch from State Street to Idaho Street as having a neighborhood character and from Idaho Street to Fairview Avenue as being urban. This master plan proposes streetscape improvements along 27th Street and Stewart Avenue in the 27th Street Neighborhood Center. Between Pleasanton and Regan where 27th Street is adjacent to residential, the neighborhood streetscape has detached sidewalks and a landscape strip with street trees between the sidewalk and the curb. On 27th Street between Regan and Jordon, and on Stewart Avenue between 27th and 28th/ Ross Street, a variation in the neighborhood streetscape is used to mark the neighborhood commercial area. The streetscape includes widening sidewalks and adding street trees in tree wells, pedestrian scale lighting and street furniture. The streetscape concept for 27th Street and Stewart Avenue in the 27th Street Neighborhood Center is shown in Figure 39.

From Idaho to Fairview Avenue, 27th Street is running through the Main-Fairview subdistrict, which is expected to be a much more urban, mixed use activity center. The streetscape includes a formal row of street trees in tree wells, wider sidewalks running from the building face to the curb, street furniture and other pedestrian amenities. Public space, artwork and water features could also be included. Streetscape concepts for 27th Street in this area are shown in Figure 32. Streetscape materials and lighting design should be driven by a branding plan for the area.

- **Parking**

*North of Main Street*

The City of Boise's preferred street section shows bicycle lanes and on-street parking allowed from Stewart to Pleasanton. This stretch coincides with the 27th Street Neighborhood Center subdistrict. The development program for this subdistrict proposes retail, café-style restaurants and other neighborhood-oriented businesses as well as medium density housing in the commercial district and along 27th Street from Regan to Pleasanton. As noted earlier, the likelihood of retail being successful without on-street parking is low.

ACHD would need to approve adding parking to 27th Street. The City of Boise and ACHD would need to work together to address the issue of on-street parking, and to negotiate a cooperative cost-sharing agreement regarding relocation of curbs and construction of parking lanes.

On-street parking would not be included on 27th Street between State Street and Stewart Avenue and between Pleasanton and Main Street.

### *South of Main Street*

In general, insufficient right of way is available to add parking lanes between Main and Fairview.

- **Bicycle Lanes**

The preferred street sections show bicycle lanes along the entire length of 27th Street. This street is one of the primary north-south routes through the neighborhoods and the Main-Fairview activity center. Bicycle routes should be signed where appropriate in accord with the ACHD Bicycle Plan or subsequent adopted plans.

- **Transit**

The Transit Plan included in this master plan recommends that bus service be established on 27th Street and that the neighborhood commercial district serve as a transit stop (see Section 4.4 in this chapter). If bus service is established, bus stops should be planned and installed on 27th Street in accordance with VRT adopted plans and policies.

- **Local Neighborhood Streets**

- **Existing Conditions**

Streets in the 30th Street planning area other than I-84, Irene, State, Main, Fairview, and the planned 30th Street Extension are local streets serving single family houses, multifamily developments and neighborhood schools and parks. ACHD's Livable Street Design Guide refers to this type of street as a residential local street.

Typically, between 23rd and 27th streets from Irene to Idaho, local streets have two travel lanes, two parking lanes, detached sidewalks and a landscape strip between the sidewalk and the curb. This cross-section is customary in Boise neighborhoods built prior to World War II. The landscape strip allows for a row of street trees to be planted where they provide shade to both the sidewalk and the street, and give a sense of safety to pedestrians. Over time, the trees create a dense canopy that becomes a distinctive neighborhood asset. This cross section is consistent with the street design illustrated in Livable Street Design Guide for a residential local street.

West of 27th Street and south of State Street, the typical street cross-section is the same except the sidewalks are attached and there is no landscape strip or uniform row of street trees. There are also more gaps in the sidewalk system. In the neighborhood north of State Street, there is an area between Irene, 25th, Hazel and 33rd streets with no sidewalks except along 28th and 32nd streets where typically there are attached sidewalks. There is sufficient right-of-way for sidewalks to be built. Figure 42 shows pictures of the types of streetscape found in the 30th Street planning area.

Residents have expressed concerns about several issues related to roadways and traffic. These include:



- Roadways that are heavily used by traffic travelling through the neighborhood. The prime example is 27th Street, which is four lanes wide and connects State Street to the Main-Fairview couplet. It has traffic controls that stop east-west traffic in favor of north-south traffic for a distance of 11 blocks. It is difficult for neighborhood traffic to get from one side of the neighborhood to the other, which works against neighborhood cohesion.

Residents are concerned that this problems could get worse when the Esther Simplot Park is built, creating a desire line for people living east of the neighborhood to use Stewart and Pleasanton to Woodlawn to reach the park. These streets may also turn into barriers that inhibit neighborhood traffic.

Traffic calming is needed on both 27th Street and Stewart Avenue if the 27th Street Neighborhood Center is to truly function as a neighborhood gathering place where people come by bicycling and walking.

- Areas that are isolated and difficult to reach because the grid is incomplete. The prime example of this situation is between Stewart Avenue, 27th Street, Pleasanton Avenue and the 31st Street.
- Problem intersections where the grid parallel to State Street between Stewart and Ellis meets the grid that runs north-south and east west south of Stewart and north of Ellis. The five-way intersection where 28th, Moore, Stewart and Ross intersect is particularly troublesome.

#### ○ **Preferred Design Concept for Neighborhood Streets**

The City of Boise’s preferred street section for local streets is to have detached sidewalks and landscape strips with street trees (see Figure 43). This cross-section has been implemented where new infill housing units have been built in the 30th Street area. Retrofitting all of the streets to include detached sidewalks would most likely require working with property owners to remove existing sidewalks and construct new sidewalks in space that is now being used as part of their front yard. In some cases, there is sufficient right-of-way to fit detached sidewalks and landscape strips; in other cases, as easement from the property owner would have to be acquired. Pursuing this idea could be very expensive and time consuming. Residents might question to wisdom of replacing sidewalks just to relocate them. Instead, this master plan recommends that the primary pedestrian and bicycling streets be identified in the planning area as highest priority for implementing streetscape improvements. Two options could be considered: 1) implementing the preferred street section recognizing the challenges and costs that go with this option; or 2) initiating a systematic street tree planting program along the inside edge of the existing attached sidewalks using trees that would grow large enough to shade the sidewalk (see Figure 44). The goal is to create a network of memorable streets through the neighborhood that are beautiful, inviting and safe and encourage people to walk and ride bicycles. Candidates for this system of streetscapes would include Irene, Heron, 23rd, 28th and 32nd streets north of State Street and 23rd, 27th, Jordan, Stewart, Pleasanton and Bannock south of State Street.

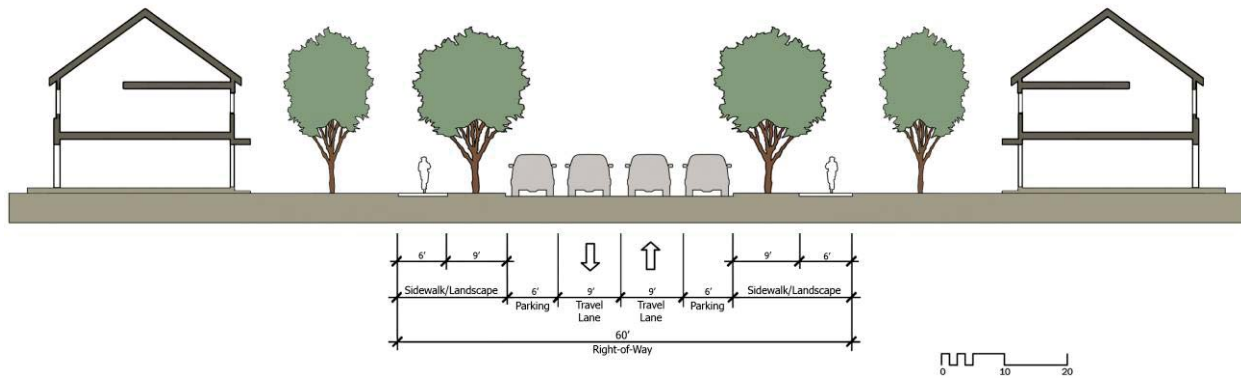
**FIGURE 42**  
**Pictures of Streetscape Types on Residential Local Streets**  
**30<sup>th</sup> Street Planning Area**

Source: CCDC



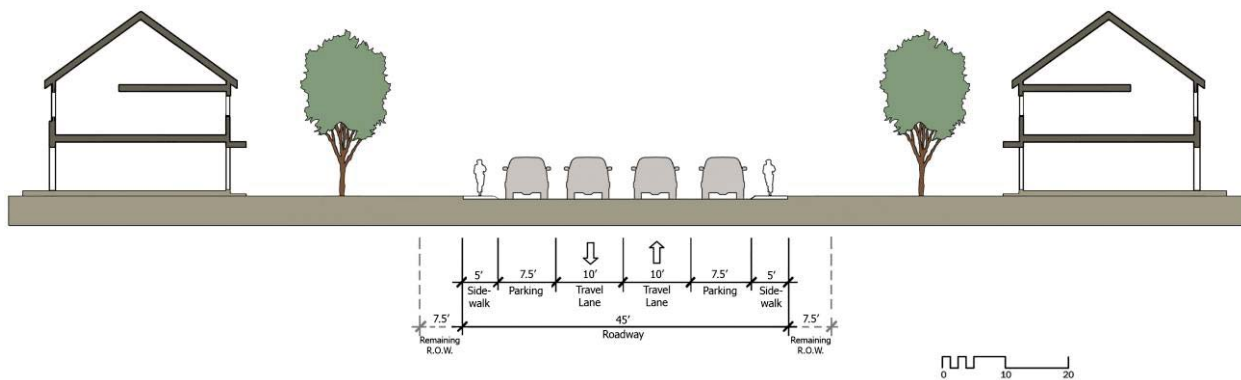
**FIGURE 43**  
**Preferred Cross Section for Residential Local Streets**  
**with detached sidewalks**

Source: CCDC



**FIGURE 44**  
**Alternate Cross Section for Residential Local Streets**  
**with attached sidewalks**

Source: CCDC



## *Roadway Policies & Action Steps*

### ● **Roadway Policies**

- Create a network of complete streets that are safe, attractive and inviting for driving, bicycling, walking and transit. Design this network so it provides accessibility between different areas of the neighborhood, and from residential areas to schools and parks, work places, transit stops, shopping and leisure activities.
- Give strong consideration to how streets could make a positive contribution to the public realm when making decisions concerning roadway design and operational issues.
- Apply the principles of context-sensitive street design in building new roadways and in retrofitting existing roadways.
- Discourage through traffic from using local neighborhood streets by improving the arterial and collector roadway system so adequate through routes are available to motorists.
- Use streetscape to create a street character that is compatible with desired land uses and supports implementation of the preferred development concepts for the 30th Street planning area.
- In neighborhoods, allow full access to properties abutting local neighborhood streets, except where adequate alley access exists, access should be provided from the alley whenever feasible. Encourage developers proposing new developments to build alleys or parking courts as a means of providing access from the rear of the property.
- In commercial districts, reduce the number of access point son arterial streets by utilizing alleys, combined driveways and cross access easements.

### ● **Action Steps**

- *Work with ACHD to:*
  - Prepare a capital investment plan and funding strategy for implementing the preferred roadway cross sections for the 30th Street Extension, Main, Fairview, 27th Street and Stewart Avenue as described in the Roadway Plan. This plan should include how to phase these improvements so they are coordinated with development activity.
  - Construct the 30th Street Extension as a beautiful and memorable boulevard-style street with a landscaped center median and wide landscape strips on **the west side where right-of-way permits**. Implement a streetscape plan that celebrates and compliments the Esther Simplot Park and Boise River corridor.
  - Make certain the 30th Street Extension is designed in such a way that the neighborhoods stay connected with the Boise River corridor and greenbelt trail system.
  - Advance construction of the 30th Street Extension as soon as is feasible to improve the arterial roadway system, provide a better connection between State Street and the Main-Fairview couplet, reduce traffic on 27th Street and make it possible to reclaim 27th Street as a local neighborhood street. (The 30<sup>th</sup> Street Extension will be constructed in FY 2013.)

- Proceed to restripe 27th Street into a two-lane road and to implement the preferred cross section for this roadway as soon as possible after the construction of the 30th Street Extension.
  - Establish 4-way traffic controls at 27th Street where it intersects with Stewart, Pleasanton and Bannock to make east-west travel across the neighborhood easier, create safe routes to Whittier School and to increase neighborhood cohesion.
  - Implement traffic calming in the vicinity of the 27th Street Neighborhood Center to make this center accessible by walking and bicycling (as well as by driving) and to create a place where people activity has priority over vehicular traffic.
  - Implement improvements to the five-way intersection at 28th, Moore, Stewart and Ross prior to, or as part of development of, the 27th Street Neighborhood Center.
  - Evaluate if there are practical steps that could be taken to complete the grid street system between Stewart Avenue, 27th Street, Pleasanton Avenue and the 30th Street extension to reduce the confusion caused by missing street links and reduce the isolation of this area.
- Revise the Boise City Zoning Ordinance to establish building setback lines on the 30th Street Extension, Main, Fairview, 27th Street and Stewart Avenue to allow sufficient room between buildings and curb lines to implement the streetscape called for in the Roadway Plan's preferred cross sections. Obtain easements dedicating the streetscape improvements to the public.
  - As new development and redevelopment occurs in the development opportunity areas, require developers to implement the bicycle and parking lanes and streetscape shown in the preferred roadway cross sections for Main, Fairview, 27th Street and Stewart Avenue as described in the Roadway Plan.
  - Implement the preferred roadway cross sections including streetscape on property owned by City of Boise either prior to or as a condition on any future development of the property.
  - As infill development occurs in the neighborhoods, require developers to implement the preferred local street cross-section as part of their development projects.
  - Work with the neighborhood associations to prepare a plan identifying the primary pedestrian-bicycle network through the neighborhoods and detailing the type of streetscape to be implemented for each segment of the network. Assess the feasibility and cost of relocating sidewalks or moving curb lines to allow construction of detached sidewalks and landscape strips along the network. Develop a capital investment plan for implementing this streetscape plan.
  - Fund a street tree planting program focused on planting trees along the primary pedestrian-bicycle network in the neighborhoods.
  - If ITD elects to pursue development of the agency's headquarters site, work with ITD to develop a master plan for the street network serving their property. Create connections between the internal network and the surrounding grid of streets so this subdistrict becomes an integral part of the larger neighborhood.



### 4.3: Parking Plan

The 30th Street planning area has a sizeable supply of vacant and underdeveloped land. This master plan anticipates urban activity centers being created in the ITD and Main-Fairview subdistricts at a much higher intensity level than now exists. It establishes development targets for the 30th Street planning area over the next 25 years: 382,000 square feet of commercial space, 550,000 square feet of office space, 1,295-1,825 new housing units and 250 hotel rooms. If early developments are successful, the 30th Street planning area will likely attract more development than is anticipated by these targets.

Parking is usually considered essential to the success of any development project, based on the assumption that residents, employees, customers and visitors will drive or be driven to meet most if not all of their transportation needs. This assumption is based on past experience and the fact that the transportation system in most communities relies almost exclusively on automobiles. Local zoning ordinances typically specify that for each use in a development project, a certain amount of parking is required and this parking shall be provided on the property where the use is located. Exceptions may be made if uses have offsetting hours, or if public parking is in close proximity.

There are several different ways to deliver parking including on-street parking, surface parking lots and parking structures. Parking structures may be above ground or below ground. The amount of parking built and the form that it takes has a significant impact on a development project's economics, and urban form, vitality and aesthetics. Since the 1950s, most parking has been provided in surface parking. The size of these surface lots has been increasing as downtown shopping districts have evolved into regional shopping malls and big-box life-style centers, and grocery stores have grown from 20,000 square feet to 75,000 feet. Surface parking tends to spread uses apart, however, encouraging driving rather than walking. They create uninteresting or intimidating environments for pedestrians. The economics of building and operating different types of parking facilities, which is discussed later in this section, explains why surface parking lots are so prevalent.

This master plan envisions a much more urban, pedestrian- and transit-friendly form in the development opportunity areas identified in the 30<sup>th</sup> Street planning area. How parking is addressed will have a significant impact on whether this form is achieved. This Parking Plan discusses existing parking conditions and future parking demands for the 30<sup>th</sup> Street planning area. It examines different ways to deliver parking to meet these demands in terms of cost, use of land and effect on urban form and character. It concludes with policies and action steps for addressing parking issues. Close attention and a comprehensive strategy are needed to assure that parking is delivered in a way that supports the vision and development goals of this master plan.

#### *Existing Parking Conditions*

Currently, the 30th Street area has relatively low densities and a limited range of uses. In the commercial corridors along State Street and the Main-Fairview couplet, most businesses have individual surface parking lots and most customers drive to and between businesses. The walking and bicycling environment is poor, and bus service is limited. For residents living in the neighborhood, parking is provided in surface lots for multifamily residential projects or in garages and driveways serving private residences. Most people drive to meet their daily needs because of the distances between their homes, workplaces, shopping and other services. It is fair to say that, at present, alternatives to driving are close to non-existent. The 30th Street area is an auto-oriented area, and each use typically has parking available at customary ratios.

As far as is known, shared parking is non-existent. There are no public parking lots or structures. The planning area has no obvious parking shortages.

## Estimating Future Parking Demand

Table 5 estimates the amount of parking needed to implement the subdistrict plans for the four development opportunity areas. Retail, office, apartments and hotels have been included because it is practical to supply parking for these uses in public parking or shared parking facilities. Ownership residential units (condominiums and townhouses) have been excluded because these units are typically supplied by private reserved parking. These estimates are based on applying the parking ratios listed below:

- Retail 3.5 spaces per 1,000 square feet
- Office 3.0 spaces per 1,000 square feet
- Rental Residential Units 1.5 spaces per unit
- Hotel 1 space per room

Source: Leland Consulting Group

<b>TABLE 5: ESTIMATED PARKING DEMAND BASED ON 25-YEAR DEVELOPMENT PROGRAM</b>			
<b>Type</b>		<b>Amount (Sq. Ft. or As Noted)</b>	<b>Estimated Demand for Parking Spaces</b>
<b>Main-Fairview Subdistrict</b>			
Retail		150,000 to 200,000	525-700
Office		300,000 to 400,000	900-1200
Residential		400 to 600 units	
	Condominiums	250 units	N/A
	Apartments	300 units	450
Hotel		250 rooms	250
Estimated Parking Demand			2,125-2,600
<b>ITD Subdistrict</b>			
Retail		200,000 to 250,000	700-875
Office		250,000 to 350,000	750-1050
Residential		800 to 1,200 units	
	Condominiums	600 units	N/A
	Apartments	350 units	525
Hotel			N/A
Estimated Parking Demand			1,975-2,450
<b>Total - Estimated Parking Demand for Mixed Use Centers</b>			<b>4,100-5,050</b>

Type		Amount (Sq. Ft. or As Noted)	Estimated Demand for Parking Spaces
<b>27th Street Neighborhood Center (Subdistrict)</b>			
Retail		24,000	85 (includes on-street parking)
Housing		30 units	45-60 (ratio 1:1.5 to 1:2.0)
Estimated Parking Demand			130-145 (includes on-street parking)
<b>30th Street – Park View Subdistrict</b>			
Retail (Restaurant)		8,000	40-60
Residential			
	Townhomes	35	53-70 (ratio 1:1.5 to 1:2.0)
	Apartments	30	23-45 (ratio 1:0.75 to 1:1.5)
Estimated Parking Demand			116-175
<b>Total – Estimated Parking Demand for 27th Street &amp; 30th Street – Park View Subdistricts</b>			<b>246-320</b> (includes on-street parking)

The parking ratios for retail and office are somewhat lower than typical parking requirements in the western United States. There is a growing body of research that shows development in mixed use, urban environments, especially urban centers served by transit, typically requires less parking than outlying, suburban areas. There are good reasons to take steps to minimize the amount of parking that must be built to support future development in the 30th Street area, and to maximize utilization of the parking that is provided. These include:

- Land used to provide residences, work places, goods and services, food production, education, arts and leisure pursuits make a direct contribution to community prosperity and vitality. Parking is an ancillary use—it does not produce economic or social activity. Parking is a means to an end, and not an end. Parking ties up valuable land for vehicle storage when there may be a better, more productive use for this land.
- Parking is expensive to produce. Table 6 compares the cost of supplying parking to support the development program in the ITD and Main-Fairview subdistricts using surface parking lots and three different types of parking structures. If surface parking lots are used, the *cost per parking space* is approximately \$5,365 for land and construction. If parking structures are used, the *cost per parking space* ranges from \$24,195 to \$49,390 for land and construction, depending on the type of structure.<sup>21</sup>
- Land and financial resources used to produce parking are not available for other private and public needs.

<sup>21</sup> These cost estimates do not include maintenance, depreciation, property taxes or opportunity costs, i.e. the cost of foregoing other possibilities for how land and resources could be used if they are not used for parking.

- Providing parking adds to the cost of things people need like housing and makes them more expensive.
- Tying parking to specific uses usually results in an oversupply and inefficient use of parking, which in effect wastes resources.
- Surface parking lots tend to sap vitality from their surroundings. When there are numerous large-scale surface parking lots in an area, they tend to discourage pedestrian traffic because they are much less interesting to walk past than buildings and make walking distances between buildings longer. People feel less safe in such areas.

The development program envisioned by the 30<sup>th</sup> Street Master Plan anticipates creating an urban form, mix of uses and range of transportation options that will reduce the need for people to drive which will also reduce the need for parking. When housing, work places, shopping and services are located close together, people can walk, bicycle or use transit rather than driving. Even if people continue to drive, when uses are clustered together, they can park once and reach multiple destinations either by walking or using transit. Moving in this direction will help stretch both public and private resources.

### *Types of Parking Facilities*

- **On-Street Parking**

In an urban environment, buildings are typically placed at the property line at or close to the sidewalk. The 30th Street master plan recommends this building form in the Main-Fairview, ITD and 27th Street Neighborhood Center subdistricts with activating uses on the first floor—uses such as retail and service businesses, restaurants, sidewalk cafes, galleries, hotel lobbies and residential which are interesting to passersby on the sidewalk. On-street parking is key to the success of customer-oriented commercial uses when this type of building form is used. It communicates that it is easy to access these business and allows for spontaneous decisions by consumers driving by to stop. When cars are parked in front of a business frontage, it signals to passersby that these businesses are popular and encourages them to slow down and investigate. On-street parking also helps to create a safer environment for pedestrians when there are parked cars to buffer the sidewalk from the street. This is especially true when the street is busy. Parking lanes tend to slow traffic down because drivers stop in the travel lane to maneuver into parking spaces, and there is always the possibility that someone will open the door of a parked car into the travel lane. Slower traffic speeds make streets more people-friendly.

The City of Boise’s preferred street sections for Main Street, Fairview Avenue, 27th Street and Stewart Avenue include parking lanes along frontages where ground floor commercial uses at the sidewalk are desired. Parking lanes on Main and Fairview will also help to convert what is a very auto-oriented environment now into a pedestrian-oriented environment by slowing traffic and making sidewalks feel safer. Where possible, parking should be angled to increase the supply of parking available for customers.

- **Surface parking lots**

Since the 1950s, supplying parking through surface parking lots which are dedicated to specific uses has become the standard practice in the United States. The American consumer is now trained to look for obvious surface parking at every destination where they drive. This behavior is especially true when they are shopping for goods and services, but also applies when they are attending sports, arts and entertainment events, conferences and educational classes, need government or medical services or are engaged in many other activities. Dedicated surface parking is not the best solution, however, if the goal is a more urban form with a mix of higher intensity uses and a walkable, pedestrian- and transit-oriented environment.

- **Parking structures**

In general, the preferred method of supplying parking in urban centers is to build parking structures, where land is scarce and expensive, and there is an emphasis on creating lively, walkable people-oriented rather than auto-oriented places. As uses intensify in the 30th Street planning area, additional parking will be needed. The easiest and cheapest way to supply parking is with surface parking lots. However, acres of surface parking are not consistent with the long term vision for the 30th Street planning area. Structured parking becomes more compelling impelling when the potential return from developing land for other uses rises to a level that motivates people to minimize the amount of land devoted to parking and maximize the amount of land available for development. It is unknown when the 30th Street area will mature to this point.

### *Comparison of Surface and Structured Parking*

The economics of building and operating different types of parking facilities explains why surface parking lots are so prevalent. Table 6 provides a comparison of land and construction costs for different types of parking facilities: surface parking lots, above ground parking structures with natural ventilation and with mechanical ventilation and a building on top, and below ground parking structures.

Surface parking use four times more land than above ground parking structures do, so land costs are higher. In urban centers, the difference in land cost can be significant because land is typically more expensive. Building parking structures conserves land and reduces land cost. A typical parking structure uses half of a city block or 0.9 acres and supplies 500 parking spaces. A surface parking lot with 500 spaces uses 2 city blocks or 3.67 acres. However, the cost to construct a parking structure is 10-20 times more expensive than a surface parking lot. Table 6 compares land requirements and estimated land and construction costs for four types of parking facilities: surface parking lots, two types of above ground parking structures and below ground parking structures. Operations and maintenance costs would add to these amounts.

Calculating what these cost differentials means to supplying the anticipated parking demand in the ITD and Main-Fairview subdistricts provides a dramatic example of how challenging it is to move from using surface parking lots to parking structures. The expected parking demand is for 4,100-5,050 spaces. If all of the spaces were supplied by surface parking lot, the combined construction and land cost is estimated to be \$22-\$27 million dollars. If above ground parking structures are used, the estimated cost is \$99-\$130 million; if below ground parking structures are used, the estimated cost is \$203-\$219 million. Under most circumstances, the expected income from a private parking garage will not cover the cost of financing, operating and maintaining the garage. Parking rates are not high enough except in major metropolitan cities to cover all of these costs.<sup>22</sup>

It is not surprising that developers typically choose to build surface parking. It may mean paying higher land costs, but it also means paying much, much lower construction costs. Surface parking lots are easier to size to the exact needs of a development project, are easy to expand in increments, and are simple to operate and maintain.

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<sup>22</sup> The cost picture for public parking garages is better because public agencies have access to tax exempt financing at lower interest rates than conventional financing, and they do not have to pay property taxes. Even so, the Downtown Public Parking System in Boise relies on income generated from parking customers to pay operations and maintenance and on tax increment (or property tax) available to the urban renewal agency to pay the debt on the system. Parking revenue is not sufficient to cover the debt.



**TABLE 6: PARKING COSTS AND ACREAGE REQUIREMENTS  
BY TYPE OF PARKING  
MAIN-FAIRVIEW & ITD SUBDISTRICTS**

<b>Data</b>	<b>Main-Fairview</b>	<b>ITD Site</b>	<b>Total</b>
# of Spaces	2,125-2,600	1,975-2,450	4,100-5,050
<b>Construction Cost for Parking Spaces by Type</b>			
1. Surface Spaces (\$2,090 per space)	\$4.4 – \$5.4 million	\$4.1 – \$5.1 million	\$8.5 – \$10.6 million
<b>2. Parking Structures</b>			
2A. Above Ground / Natural Ventilation (\$20,900 per space)	\$44.4 – \$54.3 million	\$41.3 - \$51.2 million	\$85.7 – \$105.5 million
2B. Above Ground / Mechanical Vent / Bldg. on Top (\$25,000+ per space)	\$53.1 - \$65.0 million	\$49.4 – \$61.2 million	\$102.5 – \$126.2 million
2C. Below Ground / Mechanical Vent / Bldg. on Top (\$40,000+ per space)	\$85.0 – \$104.0 million	\$79.0 - \$98.0 million	\$189.0 – \$202.0 million
<b>Acreage Required by Type</b>			
1. Surface Spaces (320 sq. ft. per space)	15.6 – 19.1 acres 8.7-10.7 city blocks (1)	14.5 – 18.0 acres 8.1 – 10.0 city blocks	30.1 – 37.1 acres 16.8 – 20.7
Land Cost @ \$450,000 per acre (2)	<b>\$7.0 - \$8.6 million</b>	<b>\$6.5 – \$8.1 million</b>	<b>\$13.5 – \$16.7 million</b>
<b>Parking Structures</b>			
2A. Above Ground / Natural Ventilation	.9 acre per structure (3) 500 spaces/structure (4) 3.83 – 4.68 acres 2.1 – 2.6 city blocks	.9 acre per structure 500 spaces/structure 3.56 – 4.41 acres 1.99 – 2.46 city blocks	.9 acre per structure 500 spaces/structure 7.38 – 9.09 acres 4.12 – 5.1 city blocks
Land Cost @ \$450,000 per acre	<b>\$1.7 – \$2.1 million</b>	<b>\$1.6 – \$2.0 million</b>	<b>\$3.3 – \$4.1 million</b>
2B. Above Ground/Mechanical Ventilation	Same as 2A.	Same as 2A.	Same as 2A.
Land Cost @ \$450,000 per acre			
2C. Parking Structure / Below Ground (5)	Same as 1.	Same as 1.	Same as 1.
Land Cost @ \$450,000 per acre			
<b>Construction &amp; Land Cost by Type</b>			
1. Surface Spaces	\$11.4 - \$14.0 million	\$10.6 – \$13.2 million	\$22.0 - \$27.3 million
<b>2. Structured Spaces</b>			
2A. Above Ground/Natural Ventilation	\$46.1 - \$56.4 million	\$42.9 - \$53.2 million	\$99.2 – \$109.6 million
2B. Above Ground/ Mechanical Ventilation	\$54.8 - \$67.1 million	\$51.0 - \$63.2 million	\$105.8 - \$130.3 million
2C. Below Ground/ Mechanical Ventilation	\$92.0 - \$112.6 million	\$85.5 - \$106.1 million	\$202.5 - \$218.7 million

- (1) A city block in downtown Boise is 300 x 260 feet and contains 1.79 acres. This block size has been used to illustrate the amount of land needed to supply parking by surface parking lots versus parking structures.
- (2) Land cost is based on a quick survey of assessed values for land in the vicinity of Main, Fairview and 30<sup>th</sup> Street.
- (3) A typical garage in the Downtown Boise Public Parking System occupies one-half of a city block or .9 acres.
- (4) Above ground parking garages in the Downtown Boise Public Parking System range in size from 362 to 584 spaces. Five hundred spaces has been selected as a typical size to illustrate how much land is needed to supply parking by parking garages versus surface parking lots. Above five hundred spaces or 7-8 floors, challenges arise with loading or unloading garages at peak hours and with customer satisfaction since people dislike long trips on ramping to get to and from parking.
- (5) Typically it is only feasible to build one level of below ground parking in the vicinity of the Boise River since the water table is at 10-15 feet below the ground surface. Building two or more levels of below ground parking requires 24-hour pumping of ground water which is expensive and flooding would occur if pumping is interrupted.

### *Desired Parking Outcomes*

A key goal of this plan to assure that parking facilities in the 30th Street area support achievement of the vision and preferred development concepts, and the development program for the 30th Street area. They should contribute to creating vibrant, people-oriented urban areas in the ITD and Main-Fairview subdistricts and the 27th Street Neighborhood Center, exhibit quality design and promote economic development. The past proliferation and ever-increasing size of surface parking lots needs to be reversed because this pattern consumes a significant amount of land for storage of vehicles, when the land could be used for more productive purposes, and works against urban vitality. Setting a new direction requires moving away from surface parking lots and toward using parking structures and also reducing parking demand by implementing strategies to reduce driving. Parking is only needed if people drive.

It will not be possible to achieve these outcomes overnight. For the foreseeable future, parking is some amount will be needed for developments to be successful. For the reasons discussed earlier in this Parking Plan, it is difficult at the beginning of a long-term redevelopment program to rely exclusively on parking structures to supply needed parking. Developing both the ITD and Main-Fairview subdistricts will be pioneering efforts. Initially there may be an abundance of inexpensive parking which will make it impossible for parking garages to compete unless they are subsidized and offer parking for free. The customer base may not exist; the parking rates may be too low to justify investing in parking garages. Developers will not undertake building parking structures when market economics do not work. The most likely scenario going forward is that there will be combination of on-street, surface parking and eventually structured parking for the in the 30th Street area for some time.

This Parking Plan proposes an evolutionary approach to creating a parking system that will meet the needs of the 30th Street area as redevelopment proceeds. An evolutionary approach recognizes that parking in some amount will be needed for the foreseeable future to make developments successful. The plan recognizes that present economics lead to a preference for surface parking. Over time, however, assumptions regarding parking—how much is needed and how it is delivered need to change and the following actions need to occur to create a more economical, more effective and better balanced approach to parking.

- **Minimize the amount of parking needed, and maximize its utilization.**
  - Create places with a well-integrated mix of land uses and multimodal transportation options.
  - Increase utilization of existing parking facilities to reduce the need to build new facilities.
  - Treat parking as a shared resource.

- Reduce parking demand.
- **Create an effective combination of on-street, surface and structured parking.**
  - Develop an overall parking plan for the ITD and Main-Fairview subdistricts.
  - Develop parking ratios for the 30<sup>th</sup> Street planning area.
  - Establish parking overlay districts.
  - Encourage property owners to phase out surface parking lots.
- **Use parking garages as catalysts for economic development.**
- **Emphasize quality in the design of parking facilities.**

A discussion of ways to implement these objectives is included in Chapter 6.

### *Parking Policies & Action Steps*

- **Parking Policies**

The following policies and action steps which follow move forward the goals described above.

- Establish a multimodal system of transportation in the 30th Street planning area that makes transit, bicycle and walking practical alternatives to driving.
- Pursue a balanced land-use mix in the ITD, Main-Fairview and 27th Street Neighborhood Center subdistricts so people can conduct their daily activities without having to use cars for transportation.
- Use structured rather than surface parking whenever they are physically and financially feasible to maximize use of land resources, create a pedestrian-oriented urban character and reduce the impact surface parking lots have on urban vitality.
- Emphasize the use of parking structures in areas having high-intensity development or concentrations of people activity, whenever feasible to free land for more productive uses.
- Allow use of surface parking lots during the early stages of redevelopment, in outlying areas, and for lower intensity uses with guidelines for their design and placement so their tendency to sap vitality from their surroundings is reduced.
- Allow for phasing plans for individual developments which use surface parking at the outset, which is then replaced by parking structures and/or buildings in later phases.
- Locate on-street parking on street frontages in pedestrian oriented areas where storefront businesses are expected to locate. Use angled on-street parking whenever feasible to increase the amount of parking available
- Establish design guidelines for surface parking lots and parking structures in the 30th Street planning area. In preparing these guidelines, the following objectives shall be applied:

### *Parking Structures*

- Design parking structures so they include space for active uses along street frontages at ground level or are screened from view at street level so a pedestrian-oriented environment is preserved.
- Design parking structures to include architectural detailing above the street level whenever feasible so these structures contribute to the built environment in a positive way.
- Encourage site layouts that place parking structures in the center of blocks or that allow room for liner buildings so parking structures are screened by buildings from street view.
- Ingress to and egress from parking structures should be clearly marked, and should be located so traffic flows along adjacent streets is not significantly disrupted.

### *Surface Parking Lots*

- Design surface parking lots so they are located out of view from the street when feasible. If surface parking is visible to the street, use walls or an alternative treatment around the perimeter of the parking lot to screen at least the lower half of parked cars from street view. Use interior landscaping to soften the impact of surface lots on the urban fabric.
- Set a maximum size for long-term surface parking lots in the mixed use, urban activity centers (ITD and Main-Fairview subdistricts).
- Ingress and egress to and from surface lots should be designed to minimize interruptions to primary vehicular and pedestrian routes.

## ● **Action Steps**

- Create a plan for public investment in the 30th Street area that coordinates work by Boise City, CCDC, ACHD, ITD and Valley Regional Transit (VRT). Evaluate these agencies' financial capacity to implement the infrastructure goals identified in this plan, and address revenues sources, priorities and phasing. Evaluate the feasibility of building public parking garages as part of this process.
- Secure the necessary funding to build and operate the downtown streetcar and extend streetcar service along Main Street and Fairview Avenue to the 30th Street planning area to reduce the need to use motor vehicles and to supply parking.
- Improve regional transit service from the 30th Street planning area to commercial and employment activity centers to lessen parking demand.
- Develop parking ratios for mixed use, pedestrian oriented urban centers that recognize the unique parking demand characteristics in these areas and incorporate these ratios into the Boise City Zoning Ordinance.
- Evaluate if parking overlay districts should be applied in the 30th Street planning area.

- Work with residents, developers, property and business owners, and other stakeholders to develop a specific parking strategy for each of the development opportunity areas. Look at parking demand and supply holistically. Include in this strategy how to maximize the use of existing and any new parking resources added and to lessen the demand and expense for additional parking facilities.
- Work with a consortium of property owners, developers and public agencies to develop strategies for sharing parking resources in the development opportunity areas. Develop innovative ways to finance construction of parking resources through private-private, public-private and public-public partnerships.
- Work with owners of existing private parking lots to make them available on off hours to stretch parking resources.
- Develop strategies to encourage property owners and developers to replace surface parking lots with parking structures, or to phase out the use of surface parking lots when other parking alternatives become available.
- Recognize the importance of on-street parking to the success of retail and services businesses, to slowing traffic speeds and to creating a safe, pedestrian-friendly environment along busy streets. Work with ACHD to assure that on-street parking is allowed where the preferred street cross sections include parking lanes (see Tables 3 and 4) and on all local neighborhood streets.



## 4.4: Transit Plan

The 30th Street Master Plan envisions a multimodal approach to transportation, including use of automobiles, transit, walking and bicycling. Of these, transit is a significant element because it has the following potential benefits:

- Reducing reliance on single occupancy vehicles
- Reducing traffic congestion, air pollution and use of fossil fuels
- Reducing pressure to use public resources to expand road capacity
- Increasing transportation choices and accessibility
- Lowering transportation costs for individuals
- Encouraging more sustainable development patterns
- Strengthening regional linkages

To fully appreciate these benefits, an appropriate range of transit types and services must be available and integrated into a coherent system. At present, the most significant barrier to creating an effective transit system is lack of a local funding source for transit operations (as opposed to capital costs) and limited or non-existent local serving transit in the 30th Street planning area.

### *Current Transit Planning Efforts*

The City of Boise, Valley Regional Transit, CCDC, COMPASS and other agencies in the region are undertaking transit initiatives that have the potential to increase the transit types and levels of service available in the 30th Street planning area. Implementation of a more robust transit network depends on increasing the funding available for construction, equipment and operations and maintenance.

- COMPASS is the Metropolitan Planning Organization or MPO for Ada and Canyon counties, and has prepared *Communities in Motion*, a long-range transportation plan for roadways and transit in its region. Having a long-range transportation plan in place is a prerequisite for receiving federal transportation funds. This plan recommends an expansion of transit services but acknowledges the lack of funding to implement this part of the plan. Progress is being made, however, on improving transit service along regional travel corridors and in downtown Boise.
- State Street is officially designated as a transit corridor in *Communities in Motion*. ACHD, Ada County, the City of Boise, COMPASS, ITD and VRT worked together to prepare the 2004 State Street Corridor Strategic Plan Study. This Strategic Plan Study adopted a transit scenario for State Street showing a seven lane cross section with two dedicated lanes for bus rapid transit (BRT). The *State Street Corridor Transit Oriented Development Policy Guidelines* were completed in early 2008 and have been adopted by the cities of Boise, Eagle and Garden City. Implementing BRT on State Street is expected to have a direct impact on development in the ITD sub-district and may influence transit decisions on 30th Street. In 2011 VRT, ACHD and the City of Boise completed the State Street Transit and Traffic Operational Plan which establishes tasks and projects to achieve the transit

corridor vision. The Valley Regional Transit Board approved its updated regional mobility plan **valleyconnect** in August, 2011.

- COMPASS also initiated the Treasure Valley High Capacity Transit Study (TVHCTS) in 2006 which focuses on three major projects: construction of a downtown multimodal center and downtown streetcar, and a high speed commuter transit corridor using Bus Rapid Transit (BRT) or commuter rail.

### ***Proposed Transit Network***

Figure 45 illustrates the existing and proposed transit network in the vicinity of the 30th Street planning area. This network shows the connections and types of transit services desired for the 30<sup>th</sup> Street planning area. It includes bus service at various levels and a proposed streetcar line from downtown Boise to the Main-Fairview subdistrict. It would give people who live or work in the 30th Street area more options for how they travel to work, school, shopping and leisure activities, and would lessen the need to drive to meet these daily needs.

Because of on-going planning efforts and studies, the transit network that is shown is conceptual. As implementation of the valleyconnect, Treasure Valley in Transit Plan (2005), the State Street Corridor Strategic Plan and the Treasure Valley High Capacity Transit Study, and work on transit funding progresses, the transit plan for the 30th Street planning area will be refined.

### ***Existing and Proposed Transit Services***

- **Bus Services**

Existing and proposed bus routes in the 30th Street planning area are shown in Figure 45. Valley Regional Transit classifies bus routes by the frequency of service and the distance between stops. These classifications include:

- Premium Service: Service is provided every 15 to 30 minutes all day. Busses travel in a dedicated transit lane and transit stops are limited to improve efficiency. Implementing premium routes would introduce a new, higher level of bus service than is currently available. The transit plan shows premium service proposed for on State Street, 30th Street Extension, Fairview Avenue and the Connector.
- Express Service: Service is provided every 15 minutes during peak commute hours. Transit stops are limited and distances between transit stops are long in order to improve efficiency. The transit plan shows the existing express routes Idaho, Main, 8th and 9th streets, Capitol Boulevard and the Connector. Express service would be added to State Street with the implementation of the State Street transit corridor.
- Primary Service: Service is provided every 15 to 30 minutes all day. Busses travel in traffic and make frequent stops. The transit plan shows primary service on State, Idaho, Main, 8th and 9th streets, Fairview Avenue and the Connector.
- Secondary Service: Service is provided every 30 to 60 minutes all day. Busses travel in traffic and make frequent stops. The transit plan shows secondary service on Fort, State, Main, 8th, 9th, 13th, 15th, 27th and 28th streets, Fairview Avenue and Harrison and Capitol boulevards.

If implemented, proposed bus routes on the State Street, 30th Street Extension, 27th Street, Main and Fairview will make a significant improvement in the availability of transit services in the 30th Street planning area. In particular, the 27th Street route would be located within a ¼ mile (a five minute

walk) of most residents who live between State Street and the Main-Fairview couplet. This route would logically stop at Stewart Avenue, where the new neighborhood commercial center is planned.

- **Downtown Streetcar**

Building a downtown streetcar would re-establish a transit mode that operated very successfully in the Treasure Valley from 1891 to 1928. Three different streetcar companies provided service, with lines connecting Boise's downtown and original neighborhoods to Meridian, Nampa, Caldwell, Middleton, Star and Eagle. Phase 1 of the new downtown streetcar system is under intensive study at this time with respect to routing, design, engineering and funding methods. One of the significant recommendations in this master plan is to extend the streetcar along Main and Fairview from 16th Street to 30th Street, thus connecting the 30th Street planning area by transit to downtown. This proposal has significant support among neighborhood residents and is seen as a way to improve connectivity to downtown Boise, provide for a way to travel between residences and work places without driving and encouraging revitalization of the 30th Street area.

Appendix C provides additional information on transit types.

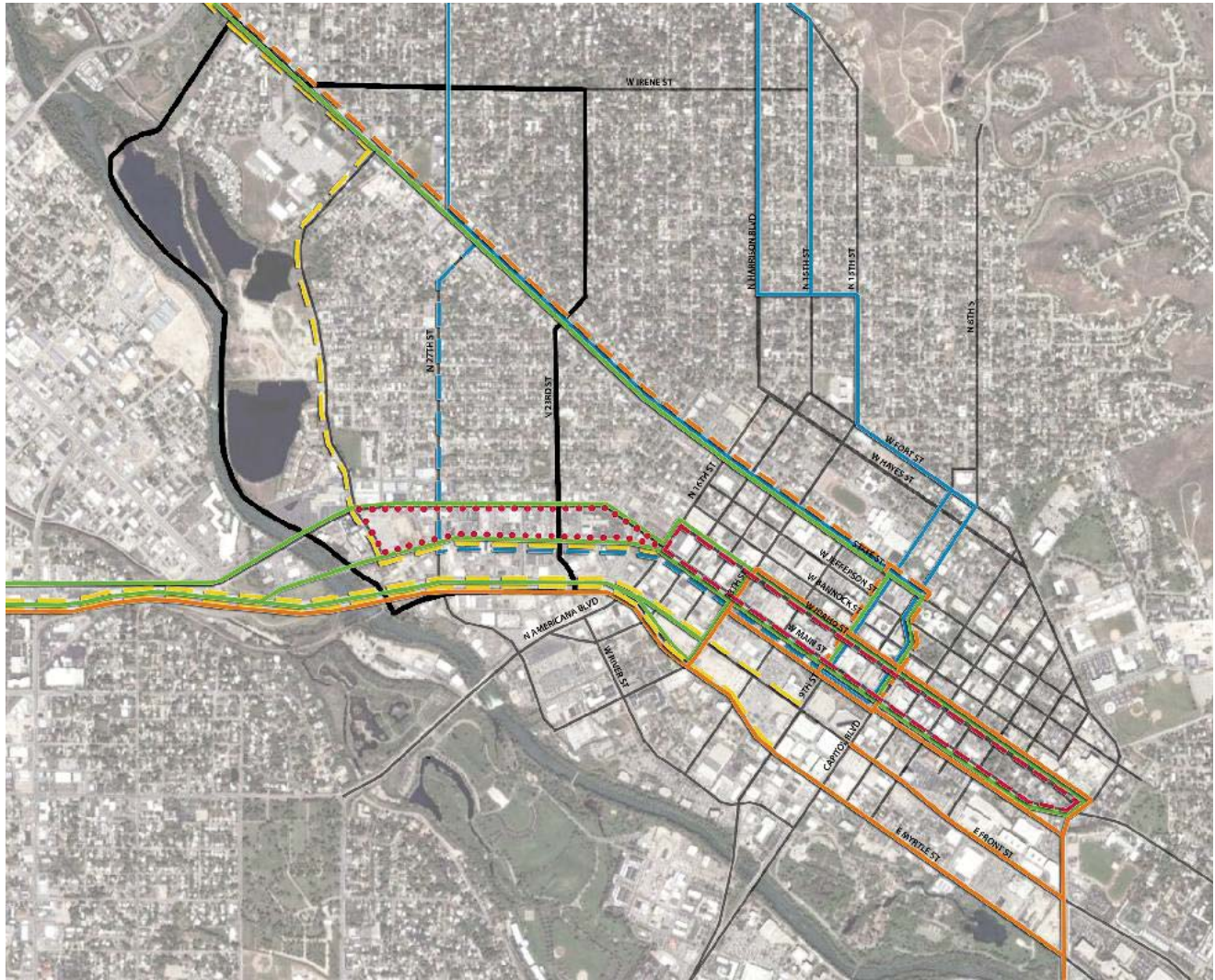
### *Policies & Action Steps for Transit Network*

- **Policies**

- Create a robust multimodal transportation system in the region and establish transit service to the ITD and Main-Fairview subdistricts.
- Recognize the mixed use activity centers as a significant opportunity to create a concentration of higher intensity development that supports and encourages use of transit. Work to create a strong land use-transportation connection that will minimize the need to use automobiles for transportation.
- Plan transit stops so they reinforce the ITD and Main-Fairview subdistricts as transit-oriented development areas.

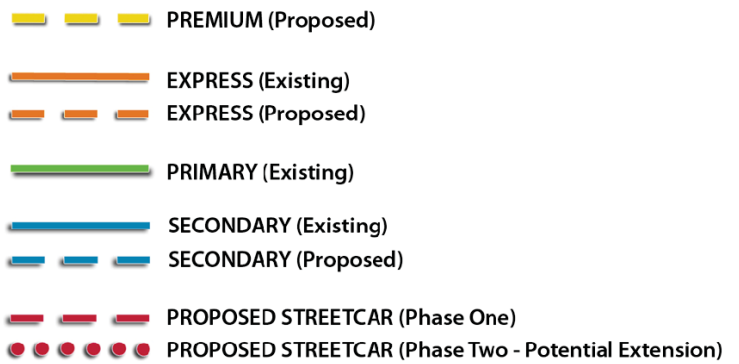
- **Action Steps**

- Establish a streetcar in downtown Boise and extend service to the 30th Street planning area.
- Maintain and improve bus service in the 30th Street planning area, including bus stops on premium and express routes that use State, Main, Fairview and the 30th Street Extension when these routes are implemented.
- Implement plans for Bus Rapid Transit on State Street.
- Work with Valley Regional Transit to establish local bus service on the 27th Street including a bus stop at the 27th Street neighborhood commercial center.



**Figure 45:  
Preferred Transit Network**

Source: Valley Regional Transit





## 4.5: Pedestrian & Bicycle Facilities Plan

An enhanced pedestrian and bicycle network is an essential part of providing a more complete range of mobility options in the 30th Street planning area. This network would provide alternatives to the use of automobiles for short trips and for home to work commuting. Making walking and bicycling safe and practical as a transportation mode could reduce dependency on fossil fuels, reduce air pollution, traffic congestion and transportation costs and may improve people's health and well-being. This pedestrian and bicycle plan identifies ways to improve the network of walking and bicycling routes through the 30th Street planning area by closing gaps and making repairs in the sidewalk system, adding bicycle lanes and routes and installing traffic signals at key street intersections. It also recommends that streetscaping be installed to make streets more comfortable, attractive and safe for pedestrians and bicyclists, and to encourage use of these travel modes for daily needs. (Policies and action steps regarding streetscapes are in the Section 4.6: Parks, Civic Spaces and Trails Plan of this chapter). The proposed network offers current and future residents access to parks, schools, and open spaces, as well as civic and community gathering places.

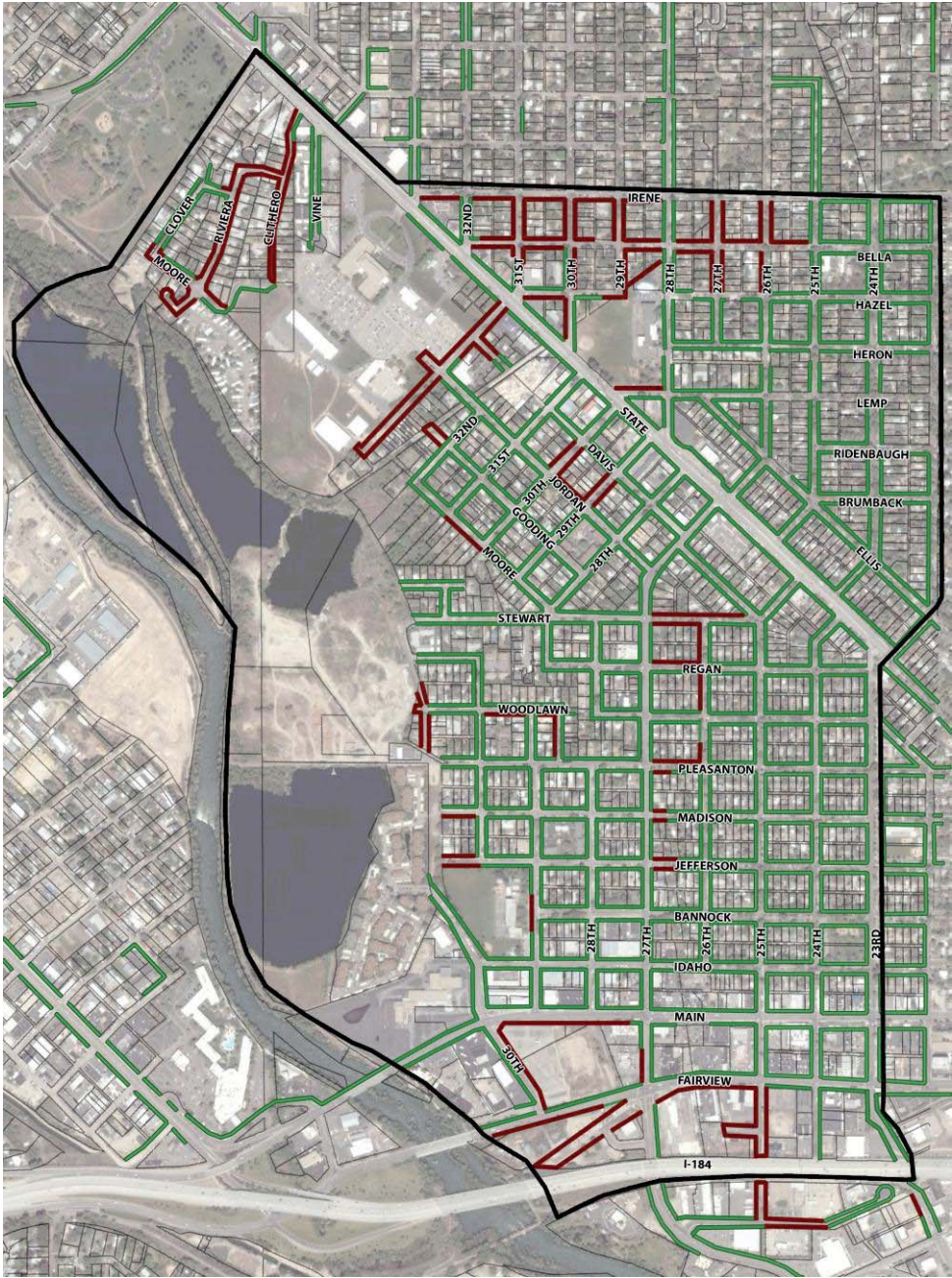
### *Pedestrian Network*

- **Existing Conditions**

As Figure 46 illustrates, missing sidewalks diminish the walkability of the neighborhoods north and south of State Street. Neighborhood residents identified the incomplete sidewalk network as a weakness during the Strengths, Weaknesses, Opportunities and Threats (SWOT) exercise that was part of the Charrette (see Appendix A).

- **Proposed Improvements**

As new development and redevelopment occurs the sidewalk network should be completed. Funding sources such as the City of Boise Neighborhood Reinvestment Grants and the ACHD Community Programs should be explored for assistance.



**Figure 46:**  
Existing Sidewalk System & Gaps

Source: HDR; ACHD; Keyser Marston

 PATHS

 MISSING SEGMENTS IN SIDEWALK SYSTEM

*Bicycle Network*



- **Existing Conditions**

Figure 47 shows existing bicycle routes and lanes in the 30th Street planning area. Bicycle routes are marked by signs; bicycle lanes are striped on the street. The geographic extent of this system is modest at present and there are gaps in the routes. A more extensive system is needed to provide connections from the 30th Street neighborhoods to existing parks, Whittier School, the planned Esther Simplot and River Recreation parks, and to nearby shopping and employment centers. The neighborhood identified creating routes for north/south bicycle traffic as an opportunity. There is a pedestrian-activated signal at the intersection of 23rd and State streets which provides a safe crossing for both pedestrians and bicyclists, and promotes north-south connectivity across State Street. Pedestrian-activated signals are needed at additional intersections on State Street west of 23rd Street to attain a more effective overall bicycle network.

- **Preferred Bicycle Network<sup>23</sup>**

Preferred additions to the existing bicycle network are shown in Figure 47 that create a more complete system and accessibility to a much larger area. The preferred network shows new lanes on the 30th Street Extension and on 27th Street that promote north-south connectivity between the Main-Fairview Couplet and the State Street corridor. These two streets also provide linkages between the two neighborhoods in the 30th Street planning area on either side of State Street. New east-west bicycle routes improve connectivity using Sunset Avenue and Irene Street north of State Street, and Pleasanton Avenue south of State Street. The route on Pleasanton provides an important connection to the Esther Simplot Park and Boise River corridor. The map does not include all ACHD short and medium-term proposed bicycle projects; please refer to the ACHD map for the planned future network.

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<sup>23</sup> The preferred bicycle network shown in Figure 47 on pg. 110 is based on the Roadways to Bikeways Plan approved by ACHD May 27, 2009 and input from neighbors and others involved in developing the 30<sup>th</sup> St. Master Plan. The complete ACHD Plan is located on: <http://www.achdidaho.org/gis/>

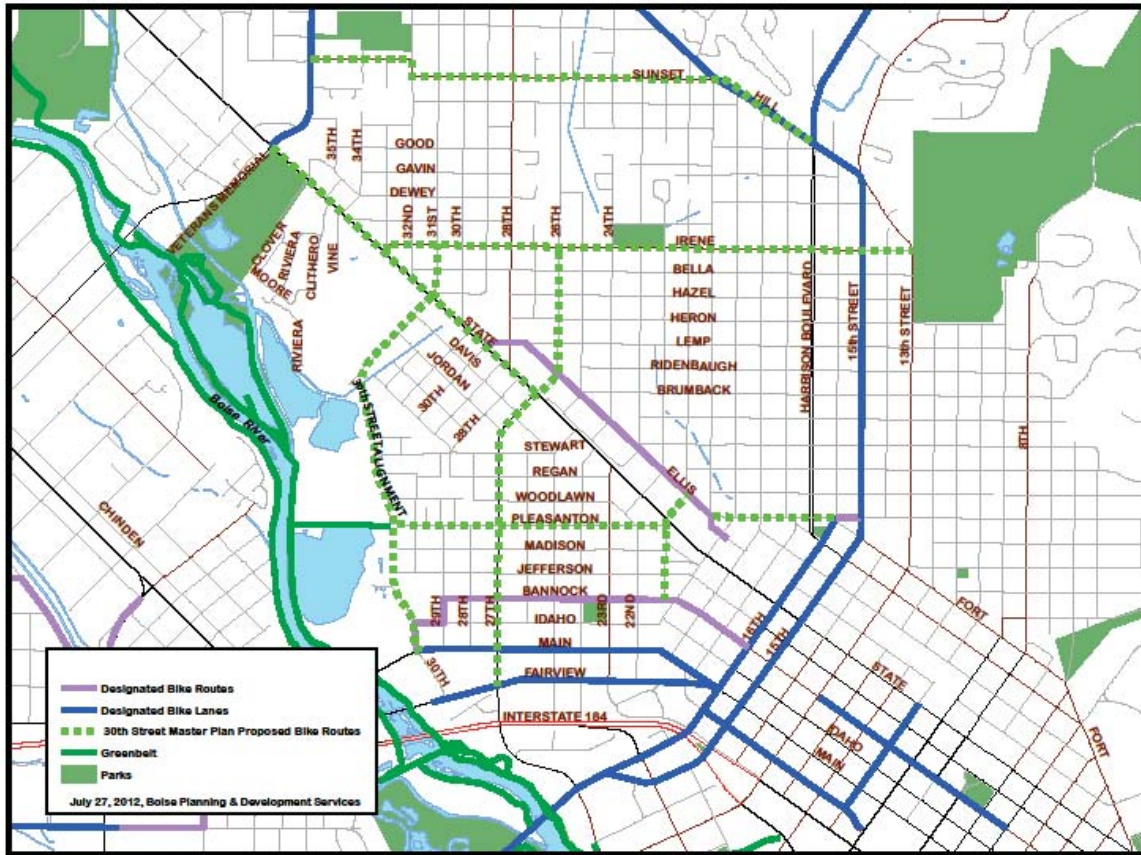


Figure 47: Proposed Bicycle Network, the proposed system indicated with dashed green lines, differs from the ACHD Roadways to Bikeways Plan adopted May 27, 2009. The ACHD plan does not include a designated bike route on Pleasanton. Participants in the 2007 30<sup>th</sup> Design Charrette desired the Pleasanton route.

Source: 30<sup>th</sup> Street Design Charrette Planning Process. Map updated by Boise City in 2012 to include existing bike routes and lanes designated in the ACHD Plan.

- **River Crossing**

The 36<sup>th</sup> Street pedestrian/bicycle bridge from Garden City across the Boise River to the Boise River Greenbelt was completed in 2010. The bridge provides a direct pedestrian-bicycle connection from northeast Boise and downtown Boise to the bench via Orchard Street as well as access to the River Recreation and Esther Simplot parks from the west side of the river. Pleasanton Avenue is expected to become an increasingly important bicycle route, and the pedestrian-activated signal at Pleasanton and the 30th Street Extension may experience significant use.

## ***Policies & Action Steps for Pedestrian & Bicycle Network***

- **Policies**

- Create a continuous network of pedestrian and bicycle routes to encourage use of these travel modes and reduce dependency on motor vehicles for daily transportation needs. (Streetscapes should be installed and maintained along pedestrian and bicycle routes to make them for attractive, comfortable and safe for users. See the Parks, Civic Spaces & Trails Plan in Section 4.6 of this chapter for policies and action steps regarding streetscapes.)
- Base the network of bicycle routes in the 30th Street planning area on the ACHD Bicycle Map, subsequent adopted plans, and the preferred routes identified in this master plan.
- Establish and protect bicycle commuting routes through the 30th Street planning area, with particular attention to the 30th Street Extension, 27th Street, Irene, Ellis, State, Bannock, Pleasanton, Main and Fairview. Avoid changes in street design on these routes that would compromise their use for bicycle commuting.

- **Action Steps**

- Develop and implement a long term capital investment plan for the pedestrian and bicycle network, and include network improvements as budget priorities and resources allow.
- Adopt street sections for, State, Main and 27th streets, and Fairview, Stewart and Pleasanton avenues that include bicycle lanes and space for streetscape and sidewalks consistent with this master plan. When approving new development in the area, implement these street sections.
- Install and maintain streetscapes along pedestrian and bicycle routes to make them attractive, comfortable and safe for users, and to encourage use of these travel modes for daily needs and recreation.
- Determine if current right-of-way limits and setbacks along Main, Fairview and 27th Street allow for installation of bicycle lanes and streetscape improvements. Where the right-of-way or setbacks are insufficient to install these elements, amend the Boise City Zoning Ordinance to adjust the setbacks or establish building lines so sufficient room is available.
- When approving new development in these areas, obtain easements between the setback and right-of-way lines for streetscape and sidewalks outside the right-of-way line. Work with existing property owners to accommodate installation of streetscape where feasible.
- Work with ACHD to implement the planned bicycle routes and lanes shown in Figure 47.
- Work with ACHD to implement the bicycle lanes shown on the street sections for the 30th Street Extension, Main Street, Fairview Avenue and 27th Street to improve connectivity for bicycle travel and to make bicycling practical as a means of transportation.

## 4.6: Parks, Civic Spaces & Trails Plan

Places are shaped not only by buildings but also by the public realm that forms the setting for the buildings. The public realm includes streets, sidewalks, parks, plazas and other public spaces. The public realm can become a focal point that lends identity to a place. Public places can contribute to the beauty, enjoyment, livability and vitality of their surroundings when they are designed and located well. They also provide opportunities for community gatherings. One of the most pervasive public spaces in any community is its street system which is used by residents, business people, visitors and travelers on a daily basis. Streets are often viewed as practical necessities with little regard for how they affect quality of the community. Attractive streetscapes create memorable streets, bringing a sense of harmony, graciousness and beauty to everyday activities. They encourage more frequent use of streets by pedestrians and bicyclists.

Improvements to the public realm can have a beneficial effect on the desirability of a particular area and serve as catalysts for development—such as the addition of the Esther Simplot Park and River Recreation Park to the 30th Street planning area.

### *Existing Conditions – Parks, Civic Spaces & Trails*

- **Parks**

The planning area is flanked on its west side by a significant amount of public parkland. The planning area includes over 171 acres of developed and undeveloped parklands including the Boise River Greenbelt, Veterans Memorial Park, Esther Simplot Park and Bernardine Quinn Riverside Park and the River Recreation Park. Three smaller neighborhood parks are also located within or in the vicinity of the planning area: Lowell Park, Elm Grove Park, and Fairview Park. Figure 48 shows the locations of existing and planned parks within the planning area.

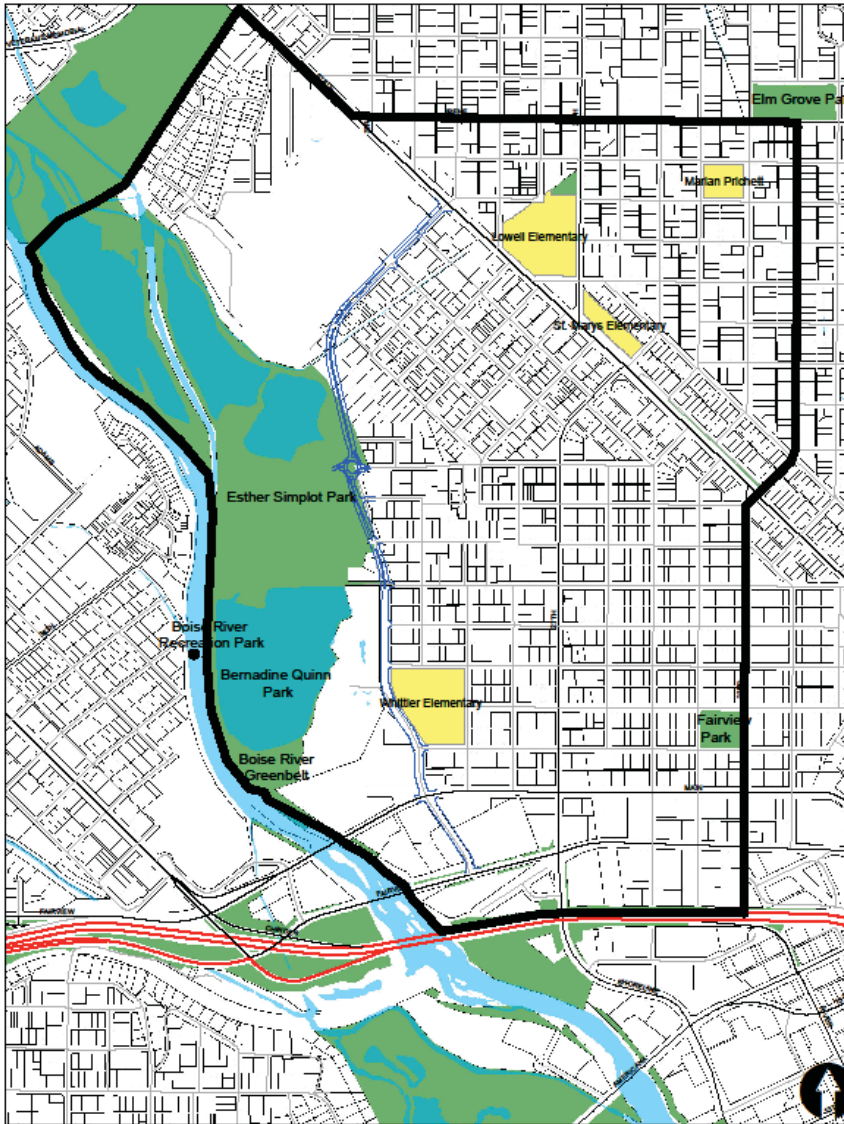
- **Civic Spaces**

Other than parks and schools, there is a lack of civic space in the planning area that could serve as both informal and formal community gathering places. Neighborhood residents have indicated a desire for civic spaces in the 30th Street planning area to enrich their quality of life and foster a sense of community.

The quality of streetscapes is uneven, varying from beautiful neighborhood areas with traditional detached sidewalks lined with mature trees to streets where there are no sidewalks and no trees. This master plan recommends creating a more consistent pattern of attractive streetscapes.

- **Trails**

The Boise River Greenbelt is a 25-mile long bicycle and pedestrian path that links over 850 acres of public parks and natural areas along the Boise River. The Boise River greenbelt path system provides over 30 miles of paved and unpaved pathways between Lucky Peak Dam and Eagle Island State Park. Several developed sites and overlooks adjacent to the Boise River Greenbelt provide wildlife viewing. Barber Park, Municipal Park, Julia Davis Park, Ann Morrison Park, Kathryn Albertson Park, Bernardine Quinn Park and the new River Recreation and Esther Simplot Park offer a variety of recreation activities.



**Figure 48:  
Existing & Planned Parks**

Source: HDR; City of Boise

### *Plan for Parks, Civic Spaces & Trails*

The 30th Street Master Plan emphasizes the creation of civic spaces, which could be parks, plazas or other public places, wherever possible in the planning area. This effort is especially important in the ITD and Main-Fairview subdistricts where providing civic spaces, creating and protecting view corridors, enhancing streetscapes and creating gateways all have an important placemaking function that helps create a distinctive identity for these development opportunity areas, increase their marketability and create catalysts for development.

Figure 48 illustrates the features of the Parks, Civic Spaces & Trails Plan for the planning area. The ITD subdistrict and Main-Fairview subdistricts include areas for gatherings in both small, intimate settings and larger public events or functions. The ITD subdistrict has sizeable open areas to create an overall setting for redevelopment of this site and enhance the desirability of this new urban center for residential, commercial, office and other uses. A central boulevard provides a strong connection from State Street to the Boise River corridor which will help develop a sense of place in this area. In the Main-Fairview subdistrict, a central square is located at the intersection of the 30th Street Extension and Main Street.

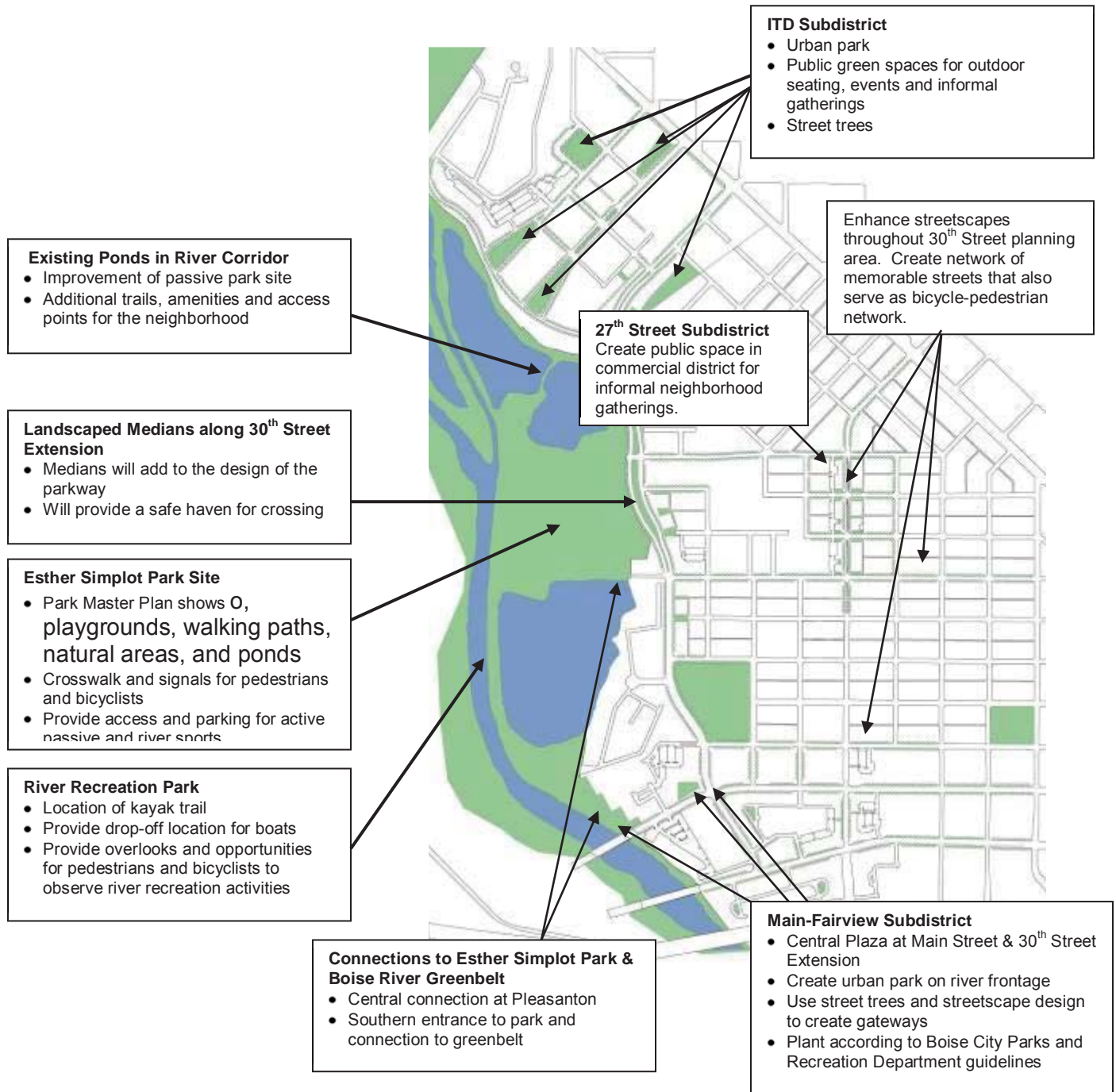


A system of streetscapes would enhance the 30th Street Extension, Main Street, Idaho Street, Fairview Avenue, 27th Street, Pleasanton and Stewart Avenues, and the new streets proposed in the ITD subdistrict, and create a network of attractive walking routes. Pleasanton would become a central east-west spine, and 27th Street would become a central north-south spine through the neighborhood south of State Street. Using a consistent set of street furnishings and appealing landscaping to create a system of memorable streets would bring a distinctive and coherent identity to the neighborhood.

The 30th Street Extension will add a significant roadway corridor to the planning area. The design for this street includes a landscaped median in the stretch between the ITD subdistrict and Pleasanton Avenue. The median has the potential to transform this roadway into a boulevard similar to Harrison Boulevard through the North End neighborhood. Entrances to the Esther Simplot Park occur in this stretch as well. A roundabout at Stewart Avenue ( Figure 30 , pg. .66) will emphasize the major entrance to the park. A second entrance at Woodlawn Avenue will provide the most direct access to the River Recreation Park.

The proximity of the 30th Street planning area to the Boise River Greenbelt and the river corridor is an incredible asset. The Parks, Civic Spaces & Trails Plan shows improved access from the ITD subdistrict to the river ponds that border it, and an important connection point between the 30th Street neighborhood to the Esther Simplot Park and greenbelt trail system at the intersection of the 30th Street Extension and Pleasanton.

There are major park facilities planned for the 30th Street planning in the river corridor as well. Esther Simplot Park is 55 acres. The approved park master plan includes, playgrounds, walking paths, picnic and natural areas, f ponds and parking. The River Recreation Park in the Boise River, will offer facilities for canoeing, kayaking and other water-oriented activities. It is located along the shoreline of the Esther Simplot Park. Construction of the first phase of the River Recreation Park was completed in early 2012.



**Figure 49:**  
**Parks, Civic Spaces & Trails Plan**

Source: HDR; City of Boise

## *Policies & Action Steps for Parks, Civic Spaces & Trails*

- **Policies**

### *Public Open Spaces*

- Use investment in public open spaces as one of the tools for attracting private development that will help move the 30th Street Master Plan forward.
- Develop a network of parks, civic spaces and greenways that creates a distinctive identity for the planning area, brings a sense of coherence and connection, encourages bicycling, walking and general enjoyment, and enhances the attractiveness of the 30th Street planning area.
- Select sites for public open spaces so they are contiguous or interconnected rather than small, scattered parcels. Make open spaces accessible to all neighborhood residents, visitors to the area and the general public.
- Locate public open spaces so they are highly visible in relation to the street pattern, topography, and existing development patterns, thereby enhancing public access and identification of the open space as a significant component of the landscape.
- Locate public open spaces so they integrate well with Boise's pedestrian, bicycle and transit network.
- Consider surrounding land uses when deciding the location, amount, use and character of the public open space. Whenever possible, open spaces in the ITD, 27th Street Neighborhood Center and Main-Fairview subdistricts should be located so that their edges are activated by people-oriented uses such as outdoor cafes, shops, housing, and hotels and cultural or entertainment uses.
- Design public parks and plazas with attention to the following design objectives:
  - Public open spaces should incorporate elements such as seating, lighting, shade and sun, play equipment and special features like public art or water that are attractive, well-designed and enhance public use of the area. Landscaping and paving should provide a comfortable and aesthetically pleasing setting for users.
  - The Main-Fairview and ITD subdistricts and the Esther Simplot Park should include a community gathering place designed to accommodate cultural events and performances.
  - User safety and security and ease of maintenance should be prime considerations in developing open space.
  - Views from parks, civic spaces and roadway corridors to open water and the Boise River are encouraged. The 30th Street Extension is designed to allow motorists, bicyclists and pedestrians to have views of the Esther Simplot Park and Boise River corridor.
  - Situations where roadway geometry allows for medians, street trees and other amenities should be used to enhance the roadway's contribution to the public realm.
- Work with the school district and the Head Start Center to make school properties in the neighborhoods available as public open spaces when not being used by the school.

- Encourage private developers to incorporate public spaces in their projects.

### *Streetscapes*

- Use streetscapes to create a distinctive identity, an attractive public realm and pedestrian-friendly streets in the 30th Street planning area.

## ● **Action Steps**

- Develop and implement a long term capital investment plan for parks, civic spaces, streetscape and trail, and include provision of parks, civic spaces and trails as budget priorities and resources allow. Identify locations for public spaces in both residential and commercial areas, and especially in the mixed use activity centers.

### *Open Spaces*

- Build the Esther Simplot Park and River Recreation Park within the first five years of the redevelopment plan for the 30th Street planning area.
- As development occurs in the mixed use activity centers, the schedule for creating open spaces should coordinate with development phasing so each phase includes an appropriate amount of open space. Particular attention should be given to when and where residential development will occur in planning and implementing open spaces.
- Create a network of public open spaces integrated with development in the ITD subdistrict to create vistas to the Esther Simplot Park and Boise River corridor, provide a respite from the built environment, and allow for active and passive recreation.
- Create a public open space in the 27th Street commercial center for informal neighborhood gatherings and socializing.
- Create a Central plaza and outdoor performance space in the Main-Fairview subdistrict.

### *Streetscapes*

- Create a streetscaping plan for the 30th Street planning area which includes streetscape standards for the development opportunity areas and the primary streets in the neighborhoods. Implement the plan as funding allows.
- Retain existing mature street trees as long as they are healthy, and implement a tree planting program so the tree canopy in the planning area is maintained and enhanced.
- Install and maintain streetscapes along pedestrian and bicycle routes to make them attractive, comfortable and safe for users, and to encourage use of these travel modes for daily needs and recreation.
- In areas where insufficient street right-of-way is available to fully implement streetscape standards, amend the Boise City Zoning Ordinance to establish building setback lines sufficient to allow full installation of streetscapes. When approving new development in these areas, require property owners to provide easements between the setback and right-of-way lines for the streetscape. Work with existing property owners to accommodate installation of streetscape where feasible.

- Implement the streetscape standards established for the planning area as development occurs.

### *Trails*

- Develop a trail system in the Esther Simplot Park that provides connections between the neighborhood and the Boise River Greenbelt trail system.
- Maintain the existing trail connection Pleasanton Avenue to the Boise River when the park is developed. Install a pedestrian-activated traffic signal at the intersection of Pleasanton and the 30th Street Extension to maintain access for bicyclists and pedestrians to the Boise River Greenbelt trail system at this location.
- Develop a trail connection from the ITD development opportunity area to the Esther Simplot Park.



## 4.7: Utilities Plan

This plan focuses primarily on the current state of utilities in the 30th Street planning area, and what improvements could be needed to support future development. Other types of infrastructure such as roadways, sidewalks, parks and trails have their own areawide plans in this chapter.

### *Existing Conditions of Utilities*

- **Water**

Potable water is provided by a United Water, which is a private utility.

- **Sewer**

Sewer service is provided by the City of Boise. There are currently no existing deficiencies identified in the area, but the demand for upgraded or new facilities needs to be analyzed as new development is proposed.

- **Stormwater**

Stormwater collection is provided by ACHD.

- **Public Safety**

Fire and police services are provided by the City of Boise, and emergency medical service is provided by Ada County. The 30th Street Extension will enhance public safety and response times to the area. A new ladder truck was purchased in 2008 for Station #5 that services the area. Station #5 is located at 16th Street and Front Street. With the new equipment adequate response to fire emergencies in taller buildings can be provided. The new park will be designed to accommodate emergency medical responses to the Boise River and Boise River Greenbelt.

- **Electric Power**

Electric service is supplied by Idaho Power. Service is provided from two power stations just outside the planning area: Boise Substation (BOIS) at 17th Street and the I-184 Connector; and the State Street Substation (STAT) at 34th Street and Dewey Street. Two transmission lines serve the area supported by a network of overhead kV distribution lines.

By 2015, Idaho Power plans to consolidate the two transmission lines on one alignment. The consolidated alignment could be on one of the existing transmission line alignments, or a new alignment. The new line would be a larger 138 kV line, with a larger base and height than the existing transmission lines.

### *Future Utility Needs*

Utilities are part of the basic infrastructure needed to support the 25-year development program presented in this master plan. While this program proposes increased densities, utilities companies serving the planning area indicated no specific utilities issues with respect to servicing the proposed development. The redevelopment plan and associated densities may result in the need to resize some water or sewer trunk lines or

other utilities. Stormwater is not expected to increase substantially over present conditions since the amount of impervious area is not expected to change significantly as a result of redevelopment.

Coordination with all utilities is paramount in advance of any new construction or the reconstruction of public infrastructure.

- **Planned Upgrade to Electric Transmission Lines**

Idaho Power currently has two 69kV lines connecting the BOIS and STAT substations. One is located primarily on 27th Street and State Street. The other route extends along 24th Street. Both of these routes provide challenges for location of a 138kV line.

Idaho Power has indicated that transmission lines located between the BOIS Substation and the STAT Substation need to be upgraded from 69kV to 138kV. The rebuild needs to be completed around 2015.

Idaho Power's preferred route to complete the 138kV tie between the two substations would follow the 30th Street Extension on the east side, away from the planned Esther Simplot Park. Idaho Power's second choice is to follow either 24th Street or 27th Street. Of these two, Idaho Power's preference is to use 27th Street route because it would be a slightly shorter route with less backyard construction.

It is recommended that the line be constructed on the 30th Street alignment in coordination with roadway construction and that the line be undergrounded through the section. The City of Boise and ACHD should work closely with Idaho Power in coordinating the route and burial of the upgraded line.

### *Policies & Action Steps for Utilities*

- **Policies**

- Monitor the condition of utility systems, and identify needed improvements as development intensifies in the 30th Street planning area.
- All new utilities should be placed underground. Overhead electric and telecommunications lines located in alleys may remain.

- **Action Steps**

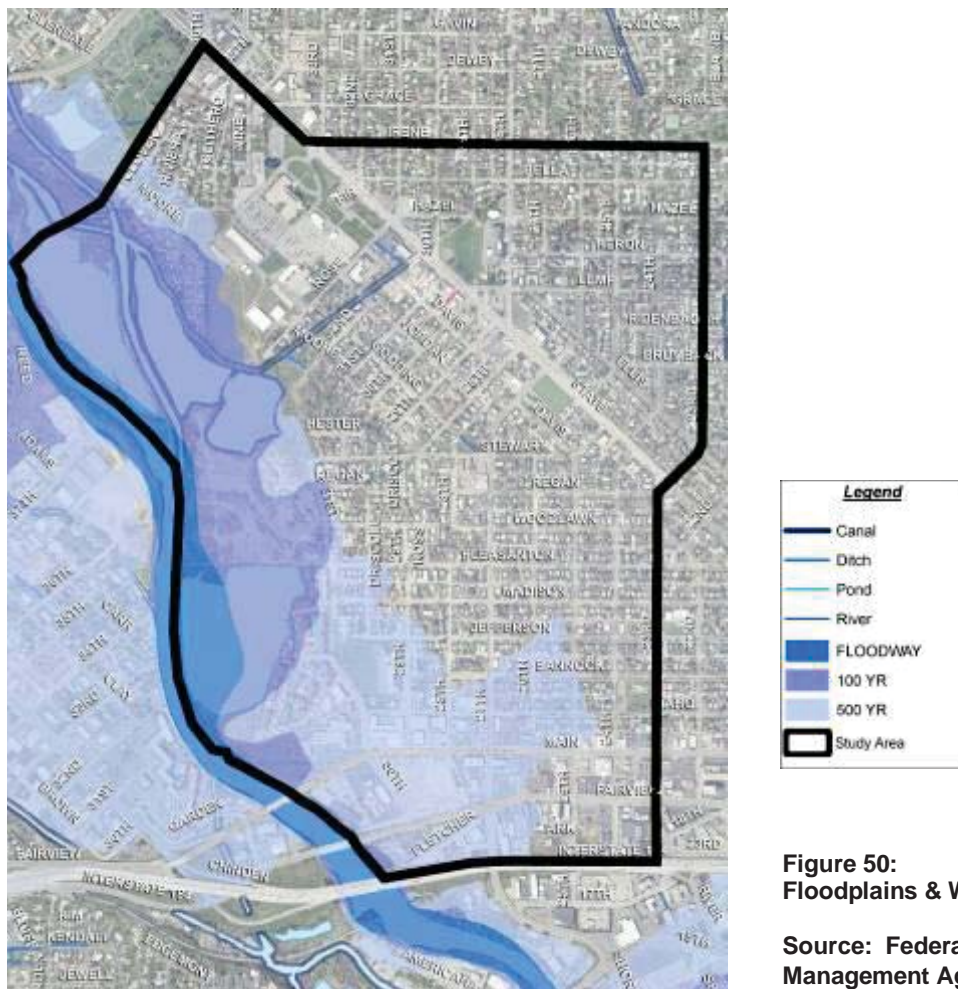
- Develop and implement a long term capital investment plan for public infrastructure, and include improvements to utilities as budget priorities and resources allow.
- Work with Idaho Power to accomplish the planned upgrade of the 69kV lines between the BOIS Substation and the STAT Substation to 138kV.
- Prepare a stormwater master plan for the 30th Street planning area, with an emphasis on the stormwater facilities needed in each of the development opportunity areas to accommodate proposed redevelopment. Identify ways in which stormwater collection could be done on an areawide basis using best management practices for water conservation and reuse. All elements of the stormwater design shall comply with City of Boise, ACHD and State requirements for stormwater management.

## 4.8: Hazardous Conditions

### *Existing Conditions*

- **Floodplain**

Flooding from the Boise River is a potential hazard that affects some of the planning area. The proposed River Recreation Park and Esther Simplot Park will be developed in a manner that ensures no changes in the hydraulics that may affect the floodway. The 30th Street alignment is at the edge of the 100 year floodplain. Figure 50 depicts the location of the floodplain and area water features.



**Figure 50:**  
Floodplains & Water Features

Source: Federal Emergency Management Agency (FEMA)

- **Brownfields**

Several remediated brownfield sites are located in the area. These sites were associated with underground storage facilities from former auto and construction related businesses. All known sites have been remediated. Other brownfields sites may exist given the nature of former uses including Goodwin Oil Company and auto dealerships.

### *Policies & Action Steps for Hazardous Conditions*

- **Policies**

- Properties should be developed in accordance with the Boise City Floodplain Ordinance (Chapter 11-12 of the Boise City Code).
- Apply the policies in the Boise City Comprehensive Plan regarding maintenance and upgrading of flood control systems to the 30th Street planning area.
  - Protect the Boise River banks from further erosion by enacting programs to plant and maintain streamside vegetation.
  - Obtain and preserve adequate access to the river for flood control maintenance at the time of new development along the river.

- **Action Steps**

- Develop an areawide, interagency approach to addressing flood hazards in the 30th Street planning area.
- Identify improvements needed to storm drain and flood control systems in the 30th Street planning area to reduce flood hazards to an acceptable level of risk. If improvements are needed, work to secure funding to implement these improvements.
- Develop programs and incentives to remove the barriers that hazardous conditions present to private investment, development and redevelopment of the 30th Street planning area. Work in cooperation with property owners and developers to reduce hazardous conditions.
- Apply for federal and state grant funding to provide resources to inventory brownfield sites and implement remediation programs.

# 5. Subdistrict Plans for Development Opportunity Areas

Focusing new development in opportunity areas and creating mixed use activity centers is a key idea in the 30th Street Master Plan. This chapter presents the development program, market strategy, preferred development concept and design and development guidelines for each of these opportunity areas or subdistricts. It is preceded by a discussion of the market information used in the concept plans for the subdistricts.

## Market Program Implementation Strategy

The *30th St Specific Area Plan – Market Program Implementation Strategy* was prepared by the Leland Consulting Group (LCG) in February 2007. The primary goal for the report was to identify a development program for the 30th Street planning area that could serve as a foundation for the 30th Street planning process. LCG took a three-step approach, looking first at existing site conditions in the subdistricts and the regional economy, demographics and market conditions; then translating this information into a development program for the development opportunity areas and ending with strategic principles for implementation of such a program. LCG conducted a further evaluation of the market projections, preferred development concepts for the subdistricts, street sections and the parking plan in November 2008, which led to refinements in the master plan. This chapter presents a summary of the background market conditions, market demand and opportunities and development program for the 30th Street planning area. The plans for each of the development opportunity sites follow.

### *Background Market Conditions*

The 30th Street planning area is within one mile of downtown Boise, the heart of the growing Treasure Valley metropolitan area, and has easy access to other major employment and retail centers within the region. From 1996-2006 population growth in the Treasure Valley averaged 13,000 to 14,000 persons per year, a 2.5 – 3.5 percent annual growth rate. . In 2009, the Great Recession hit Idaho forcefully and by 2011 regional forecasts anticipated only a 1.5 percent growth rate through 2020. <sup>24</sup>The 30th Street planning area is part of the diversified Treasure Valley economy. The strongest sectors of the economy are high tech manufacturing, government, professional and business services, and health and education sectors. Unemployment averaged less than 3 percent between 2002 and 2006. In 2008, however, unemployment reached 4.1% reflecting volatile changes in the national economy and the mortgage loan crisis. Regional unemployment more than doubled to 8.4 percent in 2009, peaking at 10.1 percent in December 2010. By September 2011, the unemployment rate receded to 8.9 percent. <sup>25</sup> The overall economic situation and resulting market downturn may delay implementation of the 30th Street Master Plan. However, new businesses such as Eberlestock on the northeast corner of Main/30<sup>th</sup> indicate commitment to the area. Eberlestock, which produces specialty military and hunting backpacks, invested over \$1,000, 000 in reconstruction of existing buildings in 2010 and opened for business the same year.

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<sup>24</sup> <sup>24</sup> COMPASS Demographic Advisory Committee, Meeting Minutes, September 28, 2011  
<http://www.compassidaho.org/documents/people/dac/Agenda092811.pdf>

<sup>24</sup> Idaho Department of Employment Monthly Reports, <http://labor.idaho.gov/publications/lmi/pubs/southwestern.pdf>  
COMPASS, Demographic Advisory Committee



Median income in the planning area is \$38,608, compared to \$53,539 in the Boise region as a whole. South of State Street the median income is \$35,700 and north of State Street the median income level is \$49,548.

The needs for the existing neighborhood appear to be primarily local. There is little neighborhood retail or employment within walking distance of the study area. Neighbors and other stakeholders expressed a desire to walk to a restaurant or coffee shop, or rent creative office space within the neighborhood. They would also like more choice in housing types, as many who now rent would like to stay in the neighborhood, but cannot necessarily afford to purchase a single family residence.

The redevelopment and revitalization program focuses on two major opportunity areas: the Idaho Transportation Department (ITD) site along State Street between Rose and Vine streets, and the Main/Fairview couplet at the south end of 30th Street. Two smaller opportunity areas are also addressed: the 27th Street area between Pleasanton Avenue and Stewart Avenue and the east side of proposed 30th Street Extension between Pleasanton Avenue and Regan Avenue across from the Esther Simplot Park. The existing residential neighborhood has been designated as its own subdistrict as well. Each of these areas is addressed as a unique subdistrict within the planning area.

### ***Identifying Market Demand & Opportunities***

A redevelopment program typically describes targets for different land uses and development types. It is important in preparing a redevelopment program to evaluate the likelihood of its success in the marketplace, since the overarching goal of any redevelopment program is to achieve results. The traditional approach to measuring the potential for market success is a market study. Market studies compare the existing supply for specific uses currently in the marketplace to the amount that is still in demand and can be sold or leased over a given period. Because supply and demand are in constant flux, market studies have a limited shelf life, and are best used for projects ready to be built in the very near future. Market studies may also miss or under estimate opportunities for new types of development that are not yet in the marketplace under study. An alternative approach is creating a market strategy which not only considers current demand and supply but also community objectives for the long-term future development character of the area under study. In preparing this master plan, elected and appointed officials, neighborhood residents, property and business owners and other stakeholders helped to define these objectives through interviews, workshops, the design charrette process and community meetings. The goals and objectives that appear in Chapter 1 (pp. 20-21) highlight the community's desires. The plan focuses on what strategies will create the environment that will attract and support the desired development. It identifies what ingredients will make a difference.

The *30th St Specific Area Plan – Market Program Implementation Strategy* charts a course for the 30th Street planning area using a blend of market research and market strategy. Within the 30th Street planning area, demand exists for a variety of uses. Accommodating these key uses can substantially facilitate the overall redevelopment of the area. More important, the existing assets in the 30th Street planning area and the plans for the 30th Street Extension, street beautification, the Esther Simplot Park and the downtown streetcar extension to the 30th Street planning area are all levers that can be used to enhance existing market opportunities and create new ones. A description of the market demand and opportunities for office, retail, hotel, residential and civic space from the *30th St Specific Area Plan – Market Program Implementation Strategy* are noted below.

- **Office<sup>26</sup>**

- There is a demand for creative office formats convenient to downtown but with lower rent and more flexible office sizes.
- There is demand in the immediate area for flex office space and small office options for sole proprietors and small businesses.
- The 30th Street area offers office locations near downtown, and near existing and planned transit routes.
- Office should be major component of Main-Fairview and ITD subdistricts.

- **Retail<sup>27</sup>**

- There is insufficient retail in planning area to meet local needs.
- Retail is recommended in the four development opportunity areas.
- Both the ITD and Main-Fairview subdistricts have potential to become strong commercial centers if they can overcome the poor condition of the strip commercial that already exists and establish the right mix of new uses. In both cases, strong anchors will be needed that bring daily customer traffic such as a grocery, major pharmacy, or community or arts center. The ITD subdistrict could support as much as 250,000 square feet, and the Main-Fairview subdistrict could support as much as 200,000 square feet of retail.
- Including office, entertainment and especially residential uses in the development program will increase the customer base for additional retail.
- Retail uses that support civic, office and residential development such as restaurants, bookstores, cafes, dry cleaning, hair salons, printing/copying, office supplies, etc. are most appropriate.
- Restaurants are key component in development of mixed use centers, bringing visitors back again and again.

- **Hotel**

- Main-Fairview subdistrict is well-located for hotel development – close to major roadways into downtown and adjacent to I-184 Connector.

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<sup>26</sup> The market demand projections prepared by LCG in February 2007 indicated the 30<sup>th</sup> Street planning area had opportunity to capture demand for 55,000-85,000 square feet of office in the next five years (or 275,000-412,500 square feet by 2030) as part of downtown office market. In November 2008, LCG recommended that these projections be omitted from the master plan given the current difficulties in the U.S. economy. This information is for reference only.

<sup>27</sup> In February 2007, LCG identified a projected demand for retail space in the Main & Fairview trade area at 65,000 square feet and in the State & Rose trade area at 76,000 square feet in the next five years. In November 2008, LCG recommended that these projections be omitted from the master plan given the current difficulties in the U.S. economy. This information is for reference only.

- Proximity to river and greenway, future transit, shopping and services within walking distance draws hotel guests.
  - There is a demand for hotels with meeting spaces and banquet facilities
  - Including hotels in the development program will help support restaurants and retail.
- **Housing**
    - Housing is key to creating lively urban centers with continual activity, and strong support of retail, restaurants and cultural and entertainment uses.
    - It is becoming more evident that there is an untapped market for ownership and rental housing located in urban centers given the young workforce population already living in 30th Street planning area, and the overall aging of Boise residents. Such housing would include apartments, condominiums, townhouses, live-work units, and workforce and senior housing.
    - Mixed use centers that include housing, employment and access to transit offer people the possibility of living close to work and reducing commute distances and costs. The prospect of higher fuel prices in the future has increased interest in close-in living options.
    - 30th Street planning area is in ideal location to provide workforce housing given its location close to the downtown employment center and on existing and planned transit lines.
    - Each opportunity area presents an excellent opportunity to integrate a variety of housing close to employment, shopping and other services.
    - Minimum of 10-20 units per acre should be used as an overall density range, with a minimum of 60 units per acre in the Main-Fairview and ITD activity areas. Densities in these activity areas could exceed 100 units per acre.<sup>28</sup> More diverse housing types are needed to respond to changing demographics and a variety of lifestyles in the region.
    - Development sites with access to transit and natural amenities are optimal for residential development.
    - The large tracts of vacant and underutilized land along the edges of the planning area provide an opportunity to locate higher density housing without affecting established single family neighborhoods.
  - **Civic Space**
    - Public buildings provide destinations that anchor other uses.
    - Public buildings and civic spaces foster a strong sense of community.

### ***Creating the Development Program***

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<sup>28</sup> The following housing developments serve as examples of densities that could occur in the ITD and Main-Fairview subdistricts: Imperial Plaza (71.9 units/acre), CitySide Lofts (88 units/acre), Washington Mutual Condominiums (121.8 units/acre), The Jefferson (136.3 units/acre) and the Idaho Building (169.5 units/acre).

Using information about the characteristics of the planning area, and market demand and opportunities, LCG then created a 25-year redevelopment and revitalization program, using certain “big ideas” as guides for the possibilities within the program. These ideas are:

- Define 30th Street planning area as a unique district and a gateway to downtown Boise.
- Use the proposed transit and roadway improvements as a guide for new, higher density development.
- Extend the downtown streetcar from downtown to the 30th Street planning area as an added amenity for redevelopment.
- Focus new density and development intensity at the edges of the neighborhood.
- Keep the existing neighborhood intact and connect it to new development areas.
- Balance needs of both through automobile traffic and pedestrians when designing streets.

The program calls for an ambitious, higher density, mixed use center in the Main-Fairview and in the ITD development opportunity areas. These centers would include multifamily housing (both rental and ownership units), employment (primarily office), and retail, restaurants, other commercial services and entertainment uses. Structured parking was assumed for most uses, although parking may be provided by surface parking lots until these opportunity areas make the transition from lower to higher intensity uses. Two smaller nodes were identified within the study area as potential redevelopment sites. The 30th Street node—referred to in this master plan as the 30th Street–Park View subdistrict—would be developed with medium density housing along the east side of 30th Street between Pleasanton and Regan facing Esther Simplot Park.

On the west side of 30th Street, a specialty restaurant could be located next to Idaho River Sports to create a destination for park visitors, people using the Boise River Greenbelt and the larger community. The 27th Street node is envisioned as a neighborhood shopping district similar to Hyde Park in the North End, which would be located along Stewart Avenue between 27th Street and 29th Street. It would include retail and service businesses and one or more small-scale café-style restaurants, and provide a focal point and gathering place for the neighborhood. Medium density housing such as townhouses, condominiums, work-live units, flats over stores or apartments could occur as part of the center and/or along 27th Street from Regan to Pleasanton. Table 7 summarizes the redevelopment opportunities by subdistrict.

**TABLE 7:  
SUMMARY OF DEVELOPMENT PROGRAM FOR OPPORTUNITY AREAS**

<b>Type of Development</b>		<b>Projected Range of Development (Sq. Ft. or As Noted)</b>	<b>Development Target (Sq. Ft.)</b>	<b>Projected Range of Values Per Sq. Ft.</b>	<b>Average Value Per Sq. Ft.</b>	<b>Private Investment (Development Target x Average Value)</b>
<b>Main-Fairview Subdistrict</b>						
Retail		150,000 to 200,000	175,000	\$120-\$150	\$135	\$23,625,000
Office		300,000 to 400,000	350,000	\$180-\$220	\$200	\$70,000,000
Residential		400 to 600 units				
<b>(Avg size 1000 sq.ft.)</b>						
	Condominiums	250	250,000	\$275-\$400	\$350	\$87,500,000
	Apartments	300	300,000	\$100-\$150	\$125	\$37,500,000
Hotel		250 rooms	150,000	\$125-\$175	\$150	\$22,500,000
Parking (1)		2,478 spaces			\$20,000 per space (2)	\$49,560,000
<b>Subtotal</b>						\$290,685,000
<b>ITD Subdistrict (State &amp; Rose)</b>						
Retail		200,000 to 250,000	225,000	\$120-\$150	\$135	\$30,375,000
Office		250,000 to 350,000	300,000	\$180-\$220	\$200	\$60,000,000
Residential		800 to 1,200 units				
<b>(Avg size 1000 sq.ft.)</b>						
	Condominiums	600	600,000	\$275-\$400	\$350	\$210,000,000
	Apartments	350	350,000	\$100-\$150	\$125	\$43,750,000
Hotel		N/A				
Parking (1)		2,312 spaces			\$20,000 per space**	\$46,240,000
<b>Subtotal</b>						\$390,365,000



**TABLE 7 (CONTINUED):  
SUMMARY OF DEVELOPMENT PROGRAM FOR OPPORTUNITY AREAS**

Type	Development Target (Sq. Ft. or As Noted)	Parking	Development Target (Converted to Sq. Ft.)	Value Per Sq. Ft. (Average)	Private Investment (Target x Value Per Sq. Ft.)
<b>30<sup>th</sup> Street Subdistrict (Commercial at Pleasanton; Residential on east side of 30<sup>th</sup> Street between Regan &amp; Pleasanton)</b>					
- Commercial	8,000	40-60 spaces (3)	8,000	\$135	\$1,080,000
- Idaho River Sports					
- New restaurant (recommended use)	Approx. 5,000 sq.ft.				
- Residential					
- Townhomes - (Avg size 2000 sq.ft.)	35	53-70 (ratio 1:1.5 to 1:2.0)	70,000	\$350	\$24,500,000
- Apartments - (Avg size 1000 sq.ft.)	30	23-45 (ratio 1:0.75 to 1:1.5)	30,000	\$125	\$3,750,000
<b>Subtotal</b>					\$29,330,000
<b>27<sup>th</sup> Street Subdistrict (at Stewart)</b>					
Retail	24,000		24,000	\$135	\$3,240,000
Residential					
- Townhomes / Condominiums (Avg size 1000 sq.ft.)	30	45-60 (ratio 1.5 to 2.0)	30,000	\$350	\$10,500,000
<b>Subtotal</b>					\$13,740,000
<b>Total</b>					\$724,120,000

- (1) Estimates of parking needs relate to retail, office, apartments and hotels, which are uses where it is practical to supply parking in public parking or shared parking facilities. It does not include parking needs for ownership housing (condominiums and townhouses), which are typically supplied by private reserved parking for these uses.
- (2) Cost per parking space assumes that parking will be supplied in an above-ground parking structure. In reality, parking may be supplied in above-ground, below-ground or surface parking lots depending on the overall economics of a development project and the feasibility of using structured versus surface parking. As noted above, the cost per space in above-ground parking structure averages \$20,000. If parking is supplied in a below-ground parking structure, the typical cost is \$25,000-\$35,000 per space but may be more depending on what is located on top of the parking structure. Surface parking costs approximately \$2,200 per space.
- (3) It is anticipated that the proposed restaurant use will locate adjacent to Idaho River Sports and will share parking. The number of parking spaces shown is for the two businesses combined.

Source: Leland Consulting Group

## ***Implementing the Development Program Using Strategic Principles***

To implement the development program for the 30th Street planning area and revitalize the area, Boise City and ACHD should take a proactive stance toward the future of the area. Attention must be given to how public improvements and other public actions can be used as catalysts to achieve the kind of redevelopment desired for the 30th Street planning area. The question is “What needs to be done to get ready for redevelopment of the area.” The *30th St Specific Area Plan – Market Program Implementation Strategy* recommends that, prior to taking any specific action steps, a set of strategic principles must be established to “test” each proposed action for its consistency with the vision and redevelopment strategy for the 30th Street planning area. The Market Strategy prepared by LCG recommends that the following eight strategic principles be used.

1. Create a distinct identity for the 30th Street area as a gateway urban neighborhood
2. Focus on the neighborhood
3. Recognize private investment follows public commitment
4. Leverage public investment before building public improvements
5. Create “pulse points” of development activity in opportunity areas
6. Use transit as an added asset to attract development
7. Anticipate evolution: Create controls that assure quality development
8. Demonstrate leadership

These strategic principles are detailed in Chapter 6: Implementation. Chapter 6 also includes recommended action steps to carry forward these strategies.

## **Development Opportunity Areas**

The 25-year redevelopment and revitalization program for the 30th Street planning area focuses on how to stimulate development activity and economic vitality in four development opportunity areas, described below and shown in Figure 2.

- ***Idaho Transportation Department (ITD) Subdistrict:*** A high density mixed-use, urban-style activity center with offices, housing, restaurants, retail and service businesses on the ITD headquarters site. It would be situated on the west side of the new 30th Street Extension, between State Street and the Boise River corridor, and would include urban green spaces and access to the waterfront as amenities for the development. This subdistrict’s street system would connect to the surrounding residential area, and it would be served by existing regional bus service and planned bus rapid transit on State Street. Most of the property in this subdistrict is owned by ITD and the agency’s headquarters building is located here.
- ***30th Street – Park View Subdistrict:*** Medium high density residential–townhouses, condominiums or higher end apartments–along the east side of the 30th Street Extension facing the planned Esther Simplot Park, with views of the park and access to the Boise River Greenbelt as amenities. This

subdistrict could also include a specialty commercial node with retail and restaurant uses on the west side of the roadway. It would be served by planned regional bus service on the 30th Street Extension.

- **27th Street Neighborhood Center Subdistrict:** A neighborhood commercial center at the intersection of 27th and Stewart including an existing grocery, retail and service businesses, and small-scale café-style restaurants. Medium density housing such as townhouses, condominiums, work-live units, flats over stores or apartments could occur as part of the center and/or along 27th Street from Regan to Pleasanton. This subdistrict is within a few blocks of existing bus routes on Main Street and Fairview Avenue.
- **Main-Fairview Subdistrict** A high density, mixed use, urban-style activity center including offices, housing, hotels, cultural and educational uses, restaurants, retail and service businesses which would have a city-wide or regional draw. This activity center would extend from 27th Street to the Boise River and from Idaho Street to the I-184 Connector. It would be served by existing regional bus service and a proposed extension of the Boise downtown streetcar.

Each subdistrict plan describes the desired intensity, massing and character of development; circulation; and streetscape, civic spaces and greenways. The plans contain design objectives related to building form; architectural features; landscaping and parking. Perspective drawings show how the subdistrict might appear from different viewpoints as the development program is implemented. Photographs of developments from other locations have been included to convey the sense of place desired in each subdistrict. The text and graphics illustrate the nature of the subdistricts in conceptual terms. The master plan encourages actual development projects to take a variety of forms as long as they are in keeping with the intent of the development concepts and design objectives presented in the subdistrict plans.

## General Design & Development Guidelines

This section contains design and development guidelines that pertain to all of the subdistricts. The subdistrict plans which follow this section include guidelines particular to each of the subdistricts. In reviewing development projects for consistency with this master plan, attention should be given to this collection of general guidelines and to the subdistrict plans including preferred development concept and specific guidelines they contain.

### *Mixed Use Development*

- The goal of creating mixed use activity centers may be achieved either by mixed use buildings, a mix of uses within a block or a mix of uses within a given subdistrict.
- Housing should be clustered into residential districts, and retail should be clustered into shopping districts to improve the prospects of success for these uses.
- Retail should be located where there is sufficient market pressure to support it. Retail space should not be put on the first floor of a building in an attempt to activate it if there is little prospect for retail success at the building's location.
- Where a building includes different uses such as residential and office, each use should have its own entrance and circulation system so each use has its own identity.

## ***Building Design***

- Buildings should follow green design principles as described in Chapter 3 (pp. 37-38) and should obtain LEED certification whenever feasible.
- Individual buildings should be designed to respond to their context and relate well to neighboring properties. Attention should be given to where the building is situated in the overall urban fabric. For example, buildings at intersections and gateways should signal the significance of the location.
- Buildings should have a coherent style of architecture that addresses all sides of the building and gives it a distinctive, well-designed appearance. Buildings should make a positive contribution to the overall built environment. Innovative building design is encouraged.
- Building materials should convey a sense of enduring quality and permanence
- Buildings located in mixed use activity centers should typically be located at the sidewalk line, have an activated ground floor<sup>29</sup> and should provide effective weather protection over the sidewalk for pedestrians such as canopies, awnings or similar features. Buildings in these centers should differentiate the first floor from upper floors so the buildings have a human scale at the street level.
- Buildings located adjacent to or across the street from a public space should be designed to take advantage of this asset, to activate the space and to contribute toward a sense of safety for people using the space. These objectives are most often achieved by orienting entrances and storefronts so they allow physical and visual connections between the building and the space, locating active, pedestrian-oriented uses on the first floor and orienting windows so there are “eyes on the park”.<sup>30</sup>
- Where the ground floor of a building is intended for retail-type uses, the ground floor height should be double the typical floor-to-floor height for upper stories. The interior finished floor elevation for commercial buildings should be approximately equal to the fronting sidewalk grade.
- Buildings with commercial uses on the ground floor should have entrances fronting on the sidewalk.
- Residential buildings fronting arterial and collector streets should be raised above the sidewalk grade by steps, stoops or porches.
- Specific architectural guidelines should be developed for each subdistrict based on a library of relevant building styles and the branding plan for the area.

## ***Historic Areas***

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<sup>29</sup> Buildings located in the mixed use activity centers should contribute to creating a lively, pedestrian-oriented street scene. Pedestrians are attracted to street frontages with ground floor uses where people are coming and going and the activities inside the buildings are visible and interesting to passersby. Buildings with storefront windows, entrances on the sidewalk and weather protection for pedestrians set the stage for an active pedestrian area. Locating uses on the first floor that engage people’s interest and generate people activity attract pedestrian traffic. Such uses include retail and service businesses, restaurants, taverns and night clubs, art galleries and artists’ studios open to the public, movie theaters, live music and other entertainment uses, hotel lobbies and residential units. These uses are considered activating uses.

<sup>30</sup> “Eyes on the park” refers to making public spaces safer by surrounding them with uses that encourage people to adopt public spaces and take responsibility for them, allow people to observe what is going on in these spaces and bring people activity to them. This idea was first introduced by Jane Jacobs in her book, *The Death and Life of Great American Cities*. Random House, Inc., New York, 1961.

- In neighborhood areas where a traditional development pattern<sup>31</sup> predominates:
  - Allow for infill redevelopment which broadens the range of housing, employment and shopping options as long as it respects and strengthens the inherent character of the existing neighborhood. Redevelopment is not expected to make radical changes in the existing neighborhoods. Such development fits the preferred development concept as long as the form and scale is compatible with the prevailing neighborhood character
  - Encourage a range of architectural styles in new buildings in a way that does not detract from the surrounding historic character.
  - Preserve the mature tree canopy on development sites whenever feasible. Require planting of replacement trees when mature trees are removed.
  - When considering redevelopment of properties with historic structures, require alternative approaches to be explored including restoration, reuse of the structure or of its façade, moving the structure or demolishing the structure. Weigh the contribution made by the structure to the community's record of its history, the costs and benefits of retaining the structure and of the redevelopment proposal.

### *Landscaping*

- The City of Boise should evaluate if landscape guidelines should be developed for each subdistrict in an effort to brand the area. If guidelines are desired, they should be established early in the redevelopment process to gain the greatest benefit in shaping the image of the area.
- Plant material should be selected based on the Parks and Recreation Department's and Community Forestry's research and experience. Trees should be selected to reduce potential damage from roots to building foundations or street improvements. Trees, shrubs, groundcover and turf should conform to Crime Prevention through Environmental Design (CPTED) principles, while providing an aesthetic and appealing environment.

### *Circulation*

- A network of public spaces and pedestrian and bicycle routes should be created in the 30th Street area to promote the use of alternative means of transportation, provide a respite to the urban environment, and add to the area's identity and enjoyment. (Repeated under streetscaping, open space and greenways.)
- All streets within the 30th Street planning area should have sidewalks so there is a complete pedestrian network.
- Development projects should include bicycle parking and storage. Workplaces should include showers for bicycle commuters.

### *Parking*

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<sup>31</sup> This development pattern is typical of residential and commercial areas developed in the United States between 1850 and 1950. The foundation is a grid street system and a uniform pattern of blocks. Residential areas have detached sidewalks, landscape strips and street trees between the sidewalk and the curb. Typically these areas have a mature tree canopy that is a significant asset to the neighborhood's livability and attractiveness. In commercial areas, there are storefront-style buildings at the sidewalk line, wide sidewalks with street trees in tree grates and on-street parking.

The recommended parking strategy for the 30th Street planning area including parking demand management and design guidelines for parking structures and surface parking lots is in the Parking Plan in Chapter 4.

- Boise City should evaluate whether parking ratios should be adjusted downward or parking overlay districts be applied in the Main-Fairview and ITD subdistricts because there will be a large concentration of higher density, mixed uses in these areas, which usually results in lower parking demand. The Urban Land Institute has developed efficiency factors which may be helpful in doing this evaluation.
- On-street parking should be provided throughout the area except in those locations where its provision interferes with the normal functioning of the associated street (typically within twenty or thirty feet of an intersection). On-street parking is especially critical to the success of ground level retail and service businesses occupying storefronts in urban environments. It is also very helpful to residential uses that face arterial streets. On street parking should be located on the street frontages identified in the master plan as intended for these types of uses:
  - Main, Fairview, 30th Street between Main and Fairview in the Main-Fairview subdistrict, as well as on other streets where customer-oriented commercial uses are expected to locate.
  - 27th Street between Stewart and Pleasanton, Stewart between 27th and 29th streets in the 27th Street Neighborhood Center subdistrict
  - Streets in the ITD subdistrict yet to be identified (since this subdistrict does not yet have a street network) which would be designated as commercial streets when the development plan for this subdistrict is further refined.
  - State Street between 23rd Street and Veterans Memorial Park.

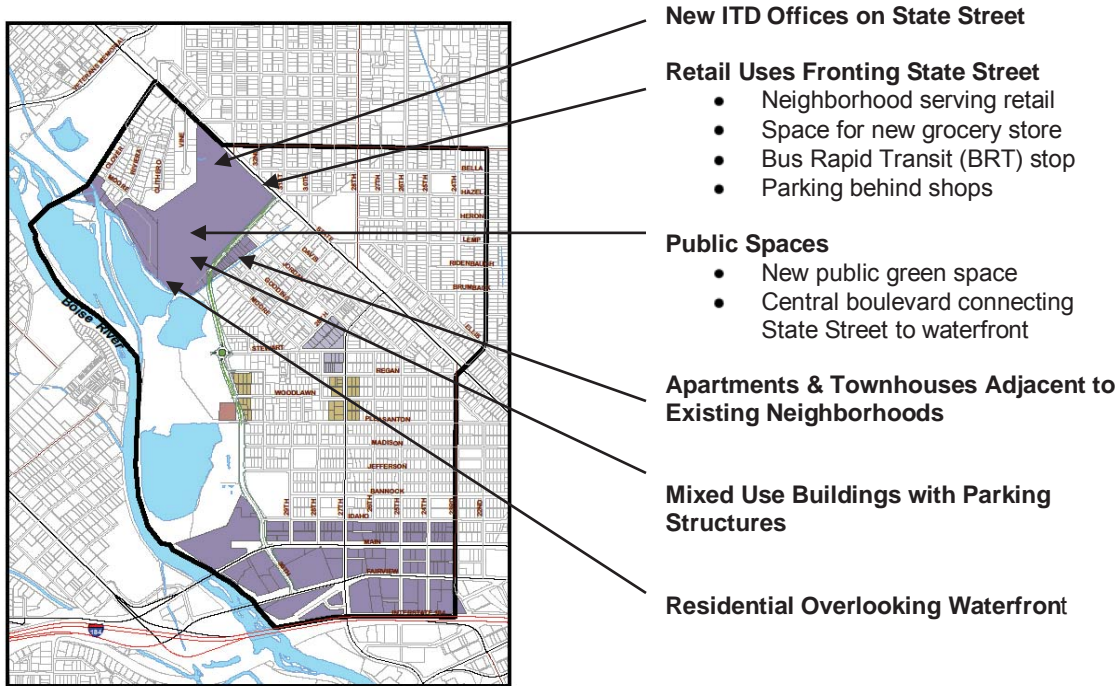
### ***Streetscaping, Open Space & Greenways***

- A network of public spaces and pedestrian and bicycle routes should be created in the 30th Street area to promote the use of alternative means of transportation, provide a respite to the urban environment, and add to the area's identity and enjoyment. (Repeated under circulation.)
- Public open spaces (parks and plazas) should provide pedestrian connections to surrounding development and should include attractive landscaping and paving and amenities such as sitting areas, sun and shade, drinking fountains, bicycle racks and trash receptacles and may include water features, public art, play space and space for gatherings, community events and performances.
- Public open space should be located so the edges are activated by adjacent uses and people working, living or coming and going from shops or restaurants in the vicinity can provide "eyes on the park" for increased safety.
- Landscaping in parks, plaza and other public open spaces should create an aesthetic and appealing environment in parks and should also conform to (CPTED) principles.
- An overall streetscape plan should be developed for the 30th Street planning area which will include a street classification system, streetscape plans for each category of street, a street tree planting plan and a catalog of approved street furnishings. The streetscape plan may include unique furnishings for the ITD and the Main-Fairview subdistricts to give them a distinctive identity. Street tree species should be selected in consultation with Boise City Community Forestry.



- Streetscapes make a significant contribution to the aesthetic quality of streets and to the safety, comfort and enjoyment of pedestrians, bicyclists and motorists who use streets and sidewalks. They also soften the impact streets on adjacent land uses. Streetscape design elements should be considered in the development of a streetscape plans include landscaped center medians, tree lines in the center and along the sides of streets, intersection treatments, bulb-outs, safe refuges for pedestrians in medians and on-street parking and bicycle lanes.
- Streetscape is an important element that can bring a sense of order, beauty and coherence to built environments. In the Main-Fairview and ITD subdistricts, which are expected to be higher density urban environments, the streetscape should have a formal air where the street tree species is consistent on each block and may be the same for several blocks to make an aesthetic statement. Street furnishings should be of high quality and consistent throughout to give these activity centers a distinctive identity.
- Street trees planted in grates in urban commercial areas should be selected for their ability to live in a confined, stressful environment, provide an attractive tree canopy and shade that is also manageable in size so as not to interfere unduly with storefront signage and to be relatively free from dropping fruit or sap, and susceptible to infestation by insects.
- All street trees shall be provided with an automatic irrigation system that is on a separate circuit from water lines serving buildings so the trees are protected from inadvertent water shut-offs when building plumbing is being repaired. Irrigation circuits should not connect together the sunny and shady sides of streets since the amount of water needed by trees differs between these two environments.
- Whenever possible, streetscapes in the neighborhood areas should include a landscape strip between the sidewalk and the curb and of sufficient size to allow the planting of Class III trees. A minimum of 10 feet is recommended.
- Neighborhood streetscapes are expected to be more informal with a mix of tree species within the same block or area. There may be some situations, such a trees planted in a center median where a formal approach is desired. An example would be Harrison Boulevard between Hill Road and Hayes Street.

# Idaho Transportation Department (ITD) Subdistrict Plan



**Figure 51:**  
ITD Subdistrict Development Concept

Source: City of Boise; LCG

## Introduction

This subdistrict includes the 45-acre site occupied by ITD’s three-story headquarters building and a number of single-story outbuildings used mainly as garages and for storage. This site is the dominant candidate for redevelopment in the vicinity of the Rose Street and State Street intersection. The only other property of any size is a mobile home park located west of the ITD site, which has frontage on the Boise River ponds and Esther Simplot Park. Other sites in this immediate area are too small and fragmented to allow effective large-scale redevelopment.

The ITD site includes approximately 500 feet of frontage along State Street between Rose Street and Vine Street and 225 feet of depth to the existing office building. As currently developed, it includes a significant amount of unused land, including a 225 to 300 foot deep stretch along State Street, and several acres at the south end along the Esther Simplot Park. Depending on ITD’s long-term plans for this particular piece of property, this site has excellent redevelopment potential.

ITD has participated in the 30th Street planning process, but has no immediate plans for additional development of its site. If and when the agency decides to pursue redevelopment, ITD would need to decide whether to continue to use its headquarters building, or relocate elsewhere and offer the building for sale or trade. ITD could decide to relocate to a new building in the subdistrict or elsewhere. If the headquarters building is made available, a second question arises—whether the building should be renovated, adapted for new uses or removed. The building is an example of the International style and was designed by Boise

architect Charles Hummel. It is a landmark in the area. The general design and development guidelines at the beginning of this chapter provide guidance on how to approach historic buildings in redevelopment areas (see p 133).

***ITD Subdistrict Development Program & Parking Demand***

As part of this planning effort, the consultant team examined market opportunities and trends from 2002 through 2006). The team also conducted discussions with property owners and investors. Based on these studies and meetings, the proposed program for the Idaho Transportation Department Subdistrict is shown in Table 8. The parking demand associated with this development program is shown in Table 2. (Please note: The parking demand in Table 9. includes uses which could share parking facilities and excludes ownership housing units i.e. condominiums which are expected to need dedicated parking spaces not available for other uses.)

<b>TABLE 8 DEVELOPMENT PROGRAM FOR ITD SUBDISTRICT</b>						
<b>Type of Development</b>		<b>Projected Range of Development (Sq. Ft. or As Noted)</b>	<b>Development Target (Sq. Ft.)</b>	<b>Projected Range of Values Per Sq. Ft.</b>	<b>Average Value Per Sq. Ft.</b>	<b>Private Investment (Development Target x Average Value)</b>
<b>ITD Subdistrict</b>						
Retail		200,000 to 250,000	225,000	\$120-\$150	\$135	\$30,375,000
Office		250,000 to 350,000	300,000	\$180-\$220	\$200	\$60,000,000
Residential		800 to 1,200 units				
Average size 1,000 sq. ft.						
	Condominiums	600 units	600,000	\$275-\$400	\$350	\$210,000,000
	Apartments	350 units	350,000	\$100-\$150	\$125	\$43,750,000
Hotel		N/A				
Parking *		1,975-2,450 spaces 2,327 (95%)			\$20,000 per space**	\$46,540,000
<b>Total</b>						<b>\$390,365,000</b>

TABLE 9: ESTIMATED PARKING DEMAND FOR ITD SUBDISTRICT			
Type		Amount (Sq. Ft. or As Noted)	Estimated Demand for Parking Spaces
<b>ITD Subdistrict</b>			
Retail		200,000 to 250,000	700-875
Office		250,000 to 350,000	750-1050
Residential		800 to 1,200 units	
	Condominiums	600 units	N/A
	Apartments	350 units	525
Hotel			N/A
Estimated Parking Demand			1,975-2,450

### ***Market Strategy: Using Assets, Creating Markets & Placemaking***

The success of redevelopment efforts often depends on 1) using existing advantages on and favorable conditions surrounding a development site, i.e. assets, 2) creating markets, and 3) using urban design to develop a cohesive sense of place that attracts businesses, residents, investors, customers and visitors, i.e. placemaking. The first two items address market advantages as they exist now. The third item addresses how to create a new and distinctive place through the location and design of land uses, buildings and public improvements. What follows is the market strategy for the ITD Subdistrict.

*\*In the lists below, items followed by (AM) relate to using assets and creating markets; items followed by (P) relate to placemaking; (AM, P) denote items that relate to both but have only be listed under one category to save duplication*

- **Using Assets & Creating Markets**

- This subdistrict has a premiere location. It is located on State Street which gives it accessibility and visibility and connects it to downtown Boise, which is the largest urban center in the region for arts, culture, entertainment and urban ambience, business, education, government services and employment. It is also located on the Boise River corridor and has immediate access to the water's edge, which is a rare situation.
- This subdistrict offers the opportunity to develop a broad mix of uses. Attention should be given to locational advantages that suggest where each type of use would be most successful.
  - The frontage along State Street lends itself to retail development.
  - The retail in this area will serve both the neighborhood and the larger community drawn by the retail, commercial and office opportunities. The subdistrict is also likely to attract drive-by traffic and customers arriving by transit. The recommended anchor for the center is a grocery store and a community draw, such as a community center. (AM)
  - The subdistrict should include significant commercial office development. It is close to downtown Boise, which is the business center for the region, but offers the possibility of lower rents and more flexible office arrangements.

- The land along the Esther Simplot Park and the Boise River corridor lends itself to medium-to-high density residential development. The highest value residential will most likely occur on the waterfront.
- The conditions associated with this subdistrict allow for ease of land assembly. The entire redevelopment could be done by one or two master developers working in a number of related phases. (AM)
- If ITD were to make its property available for redevelopment, there is sufficient vacant land in the subdistrict to accommodate both a new ITD office headquarters and substantial redevelopment. (AM)
- Phasing provides the opportunity to develop an evolutionary strategy for the provision of parking. Early stages could include surface parking lots which are later redeveloped into commercial and residential buildings. (AM)

- **Placemaking**

- This subdistrict's sense of place should draw from its proximity to the Boise River corridor and to the heart of the city. A strong linkage should be established from State Street to the Esther Simplot Park and the Boise River corridor by keeping the site open through the middle. This linkage could take the form of a grand boulevard that serves as a central spine through the center of the subdistrict. (AM, P)
- This subdistrict should have a significant network of civic and open spaces that celebrate its closeness to the natural environment in the Boise River corridor. Ideally, this network would connect the site back to the Boise River and Esther Simplot Park. (AM, P)
- The subdistrict should offer a variety of housing types to create a place where there is diversity of ages, cultures and incomes, and people have living options at different life stages.
- The entire subdistrict project should be designed to be pedestrian- and bicycle-friendly and accessible. (P)
- Regardless of the number of developers or phases, the city should establish a strong set of design guidelines to assure quality development. (P)
- Liner buildings with commercial, residential and other activating uses should be used to screen parking garages when feasible. (P)

## ***ITD Subdistrict - Development Plan***

This section presents the redevelopment plan for the ITD subdistrict. The preferred development concept, design and development guidelines and illustrations express the desired future for this area. This plan is not binding on ITD, nor does it infer or imply that the 30th Street Master Plan represents an ITD plan or ITD concurrence.

- **Preferred Development Concept**

The conceptual plan for the redevelopment of the ITD subdistrict adheres to the development program and market strategy described earlier in this section. The ITD subdistrict is envisioned to be an urban, mixed-use, pedestrian- and transit-friendly activity center. In general, retail uses should be located along or close to State Street so they have visibility. Residential uses are recommended along the Esther Simplot Park, and along the edges shared with the existing neighborhood. The central area of this subdistrict would have a mix of uses—primarily office along with rental and ownership housing, live-work units, offices, and neighborhood-oriented services. Some retail or restaurant uses may work in central area with attention to market support, location, visibility and on-street parking. Physically and visually linking State Street to the Esther Simplot Park should be emphasized and a network of open public spaces should be created. The primary public space would be a boulevard that runs directly from State Street to a waterfront drive overlooking the Sand Creek Flume and the Esther Simplot Park ponds. The boulevard serves as a central spine for the entire development. The streets within this subdistrict should form a grid pattern with no dead-end streets or cul-de-sacs. Every effort should be made to provide connectivity within the subdistrict, and between the subdistrict and the existing neighborhood to the northwest and southeast. Transit stops would be located on State Street and accessible from the subdistrict by walking or bicycling. Parking for bicycles should be provided at the transit stops. If Bus Rapid Transit (BRT) or another form of high capacity transit becomes available, parking requirements should be reduced and somewhat higher development densities allowed.

Figures 51 (at the beginning of this section) 52 and 53 illustrate the ITD Subdistrict Development Concept and key design features. Figure 54 contains photographs of built projects which convey a sense of how this subdistrict would be developed.





**Figure 52: ITD Subdistrict**  
View from waterfront looking northeast along central boulevard to State Street.

Source: HDR



**Figure 53: ITD Subdistrict**  
View from State Street looking southwest along central boulevard to waterfront.

Source: HDR



**Figure 54: ITD Subdistrict**  
Photo montage of built projects similar in character to the development concept

Source: LCG

## Specific Design & Development Guidelines for ITD Subdistrict

### ○ **Massing & Location of Buildings**

Typically the built fabric should have an urban flavor with buildings pulled up to the sidewalk and a consistent building line along street frontages except to allow for plazas and other public spaces. The relationship of buildings to the sidewalk may be softer for residential uses allowing for steps, stoops, porches and limited garden space. In the center of the subdistrict, buildings should frame the central boulevard and the streets parallel to the boulevard and celebrate views to the Esther Simplot Park. The tallest building heights would occur in the center and taper down to the edges of the subdistrict. Heights of buildings may vary according to the building program, but the continuity of the building line along street frontages should remain consistent.

### ○ **Building Heights**

- Buildings in the ITD subdistrict should be a minimum of three and maximum of ten stories in height except as noted below.
- Buildings located in the blocks adjacent to State Street may be two to three stories in height.
- Buildings along the edges of the subdistrict shared with the existing neighborhood should be no more than three stories in height to be compatible with the neighborhood's existing character. Over time, if redevelopment occurs in the neighborhood, and typical building heights increase, this guideline could be modified to allow taller buildings along the neighborhood edge.
- Building heights along the edge of Esther Simplot Park may be five to seven stories in height.

### ○ **Circulation**

- Streets within the development site should form a grid-like network and provide a high degree of connectivity.
- Streets in the subdistrict should connect to the residential areas on the northwest and southeast sides of this subdistrict.
- The roadway plan for the subdistrict should include a central boulevard from State Street to the Esther Simplot Park and ponds. This boulevard should establish a distinctive identity for the subdistrict by creating creates a strong connection to these open space amenities and celebrating views to the waterfront.

### ○ **Parking**

The recommended parking strategy for the 30<sup>th</sup> Street planning area and design guidelines for parking structures and surface parking lots are in the Parking Plan in Chapter 4. Specific guidelines for the ITD subdistrict are noted here.

- On-street parking should be located along all streets within ITD subdistrict except on the 30th Street Extension.

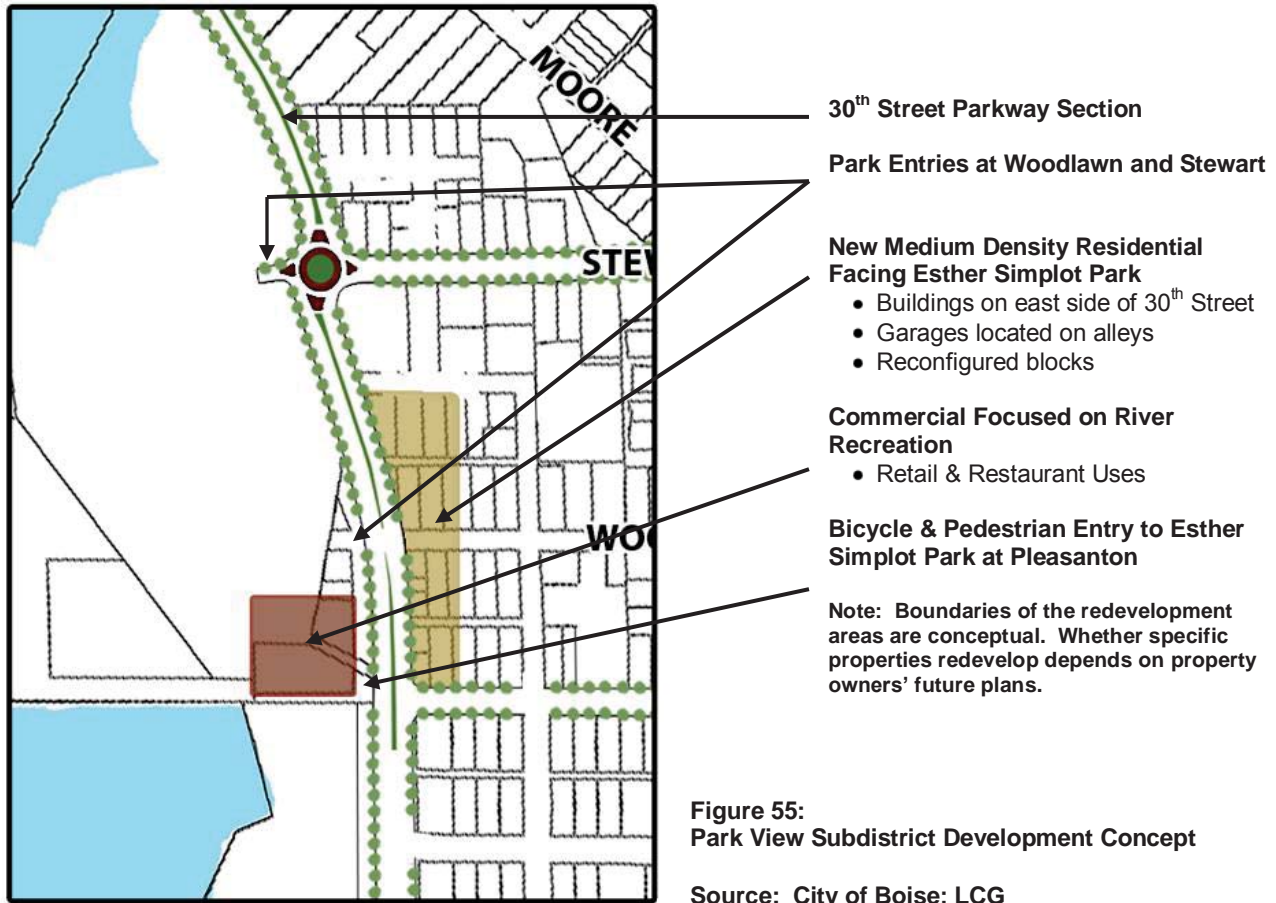


- Use of parking structures is encouraged in the central area of this subdistrict where the highest development densities occur.
- The development of this subdistrict may involve multiple developers and builders. The City of Boise should work with these individuals to collaborate as much as possible especially in how parking is provided. Shared parking should be encouraged.
- The Esther Simplot Park Master Plan anticipates a 5-10 space surface parking lot be located at the existing end of Rose Street for public park access.

○ **Streetscaping, Open Space & Greenways**

- The ITD subdistrict should include a network of public open spaces integrated with development to create vistas, provide a respite from the built environment, and allow for active and passive recreation. Open spaces should conform to the policies in the Parks, Civic Spaces & Trails Plan in Chapter 4.
- The central boulevard should act as a major greenway through the site connecting State Street and the Esther Simplot Park.
- The 30<sup>th</sup> Street Extension and associated open space and landscaping should act as a green connection between the residential areas to the west and to the Esther Simplot Park.
- The streetscape on the 30<sup>th</sup> Street Extension and the local street network should be consistent with CPTED principles, while providing an aesthetic and appealing environment.

## Park View Subdistrict Plan (30<sup>th</sup> & Pleasanton)



### *Introduction*

The Boise River corridor and Esther Simplot Park are significant amenities for the 30th Street area. There is an existing pedestrian and bicycle trail connecting the neighborhood to the Boise River Greenbelt at the intersection of Pleasanton Avenue and the 30th Street Extension. A pedestrian-activated crossing signal (HAWK) to be constructed on the south side of the intersection will become a primary pedestrian and cyclist entrance to the park. This intersection presents an opportunity to create a node of residential and commercial development which would take advantage of proximity to the park and Boise River corridor. The Park View subdistrict development concept anticipates new medium density housing along the east side of 30th Street Extension between Regan and Pleasanton with views toward the park. Housing types could include townhouses, condominiums or higher end apartments. The number of units would be modest since implementing this concept would require assembling land and reconfiguring lots. The number of lots suitable for redevelopment is limited.

During the master planning process, neighborhood residents expressed a desire for more neighborhood-serving retail in the planning area. There is an existing retail business—Idaho River Sports—on the west side of the 30th Street Extension-Pleasanton intersection. The proposed design for the 30th Street Extension in this stretch includes an 11’ foot landscaped median, no on-street parking and restricted turn movements at Pleasanton. This configuration works against adding a significant amount of retail at this location. A commercial use that could be successful, however, is a restaurant located adjacent to the Idaho River Sports facility. A restaurant could serve people from the neighborhood and visitors to the park. People using the park, hiking, and enjoying the outdoors could stop for a meal and visit with friends. The restaurant, properly designed and oriented, becomes both an amenity to the park and the park becomes an amenity to the restaurant. Restaurants are the one retail sector that can “break the rules” of visibility, location and convenience and still enjoy success. The pedestrian-activated signal at the 30th Street Extension-Pleasanton intersection will facilitate access between the neighborhood and this commercial node.

**30th Street – Park View Subdistrict - Development Program & Parking Demand**

As part of this planning effort, the consultant team examined market opportunities and trends for the last five years (2002-2006). The team also conducted discussions with property owners and investors. Based on these studies and meetings, the proposed program for the Park View Subdistrict is shown in Table 10.

TABLE 10 DEVELOPMENT PROGRAM FOR PARK VIEW SUBDISTRICT						
Type		Development Target (Sq. Ft. or As Noted)	Parking	Development Target (Converted to Sq. Ft.)	Value Per Sq. Ft. (Average)	Private Investment (Target x Value Per Sq. Ft.)
<b>30<sup>th</sup> Street – Park View Subdistrict</b>						
Commercial		8,000	40-60 spaces***	8,000	\$135	\$1,080,000
	Idaho River Sports					
	New Restaurant	Approx. 5,000 sq. ft.				
Residential						
	Townhomes	35 units Average size 2,000 sq. ft.	52-70 (ratio 1:1.5 to 1:2.0)	70,000	\$350	\$24,500,000
	Apartments	30 units Average size 1,000 sq. ft.	23-45 (ratio 1:0.75 to 1:1.5)	30,000	\$125	\$3,750,000
<b>Total</b>						<b>\$29,330,000</b>

**Market Strategy: Using Assets, Creating Markets & Placemaking**

The success of redevelopment efforts often depends on 1) using existing advantages on and favorable conditions surrounding a development site, 2) creating markets, and 3) using urban design to develop a cohesive sense of place that attracts businesses, residents, investors, customers and visitors, i.e. placemaking. The first two items address market advantages as they exist now. The third item addresses how to create a new



and distinctive place through the location and design of land uses, buildings and public improvements. What follows is the market strategy for the Park View Subdistrict.

*\*In the list below, items followed by (AM) relate to using assets and creating markets; items followed by (P) relate to placemaking; (AM, P) denote items that relate to both..*

- This subdistrict is located at a key intersection between the 30th Street Extension, a trail connection from the neighborhood to the Esther Simplot Park and Boise River corridor and Pleasanton Avenue, which is a wider local street running from east-west through the neighborhood. This node should be developed into a connection point between people enjoying the river corridor, neighborhood residents and business owners and visitors to the area. (AM)
- Idaho River Sports is an existing business located at this node. There is an opportunity to locate a restaurant here that would complement this business and attract people who enjoy the Boise River environment and outdoor recreation. The retail and restaurant uses should focus on neighborhood residents and people frequenting the riverfront parks and Boise River trail system and on becoming a destination for the larger community. The restaurant could build on the appeal of a unique natural setting. Opportunities for outdoor dining are desirable. (AM, P)
- The east side of the 30th Street Extension between Pleasanton and Regan offers views of the Esther Simplot Park and provides an appealing location for townhouses, condominiums or upper end apartments. Locating multifamily housing here would give a strong edge to the new street and mark a trail connection to the river and an entrance to the neighborhood. Access to housing units should be provided from alleys located to the rear or side of the units. (AM, P)

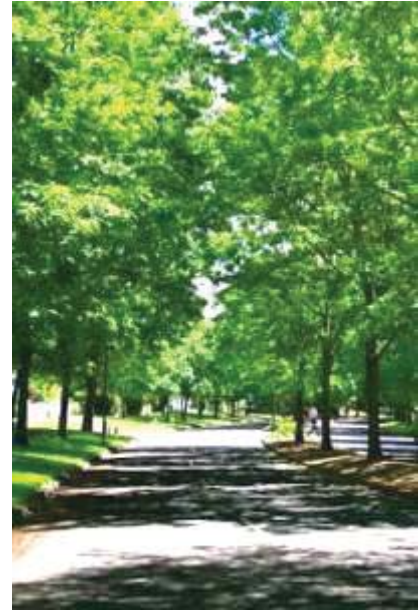
### ***30th Street – Park View Subdistrict Development Plan***

This section presents the redevelopment plan for the Park View subdistrict. The preferred development concept, design and development guidelines and illustrations express the desired future for this area.

- **Preferred Development Concept**

The 30th Street Extension,/Pleasanton Avenue intersection will become a connection point between the neighborhood and the amenities of the Esther Simplot Park and the Boise River corridor. There is an opportunity to locate new medium density residential units along the east side of the 30th Street Extension facing Esther Simplot Park to take advantage of views and proximity to new recreational amenities. The residential units should provide a strong edge along the residential neighborhood. There is also an opportunity to create a specialty commercial node on the west side of the 30th Street Extension by adding a destination restaurant catering to people using the parks and greenbelt trail along the Boise River and the larger community next to Idaho River Sports.

Figures 55 (at the beginning of this section) and 57 illustrate the Park View Subdistrict development concept and key design features. Figure 56 contains photographs of built projects which convey a sense of how this subdistrict would be developed.



**Figure 56: Park View Subdistrict**  
Photo montage of built projects similar in character to the development concept

**Source: LCG; CCDC**



**Figure 55: Park View Subdistrict  
View looking south along 30<sup>th</sup> Street Extension toward Pleasanton Avenue  
Esther Simplot Park to the right**

**Source: HDR**

- **Specific Design & Development Guidelines for Park View Subdistrict**

- **Massing & Location of Buildings**

- Buildings developed at the intersection of Pleasanton and the 30th Street Extension should be placed so they frame the trail connection from Pleasanton Avenue to Esther Simplot Park and the Boise River corridor.
- Residential buildings on the east side of the 30th Street Extension should create a strong building line along the street frontage, and should be oriented to take advantages of views to the Esther Simplot Park.

- **Building Heights**

- Residential buildings along the 30th Street Extension should be two to four stories in height.
- Commercial buildings in the specialty commercial node should be one to two stories in height.

- **Circulation**

- Access to Esther Simplot Park will be provided in accordance with the adopted park master plan and the City of Boise’s preferred design concept for the 30th Street Extension.
- Ingress to and egress from surface parking for retail businesses at the Pleasanton and 30<sup>th</sup> Street Extension intersection should be combined and coordinated with planned access points to the Esther Simplot Park.

- **Parking**

The recommended parking strategy for the 30<sup>th</sup> Street planning area and design guidelines for parking structures and surface parking lots are in the Parking Plan in Chapter 4. Specific guidelines for the 30<sup>th</sup> Street–Park View subdistrict are noted here.

- Parking should be located to the side or rear of buildings fronting the 30th Street Extension.

- **Streetscaping, Open Space & Greenways**

- The 30th Street Extension is designed as a parkway north of Pleasanton Avenue. The parkway design includes a wide center landscaped median and wider than typical landscape strips between the curb and the sidewalk to allow Class III trees to be planted. The intent is to create a street environment that emphasizes a natural, pastoral look, complements the Esther Simplot Park and makes driving enjoyable.
- The 30th Street Extension and associated open space and landscaping should act as a green connection between the residential areas to the east and to the Esther Simplot Park.



## 27<sup>th</sup> Street Neighborhood Center Subdistrict Plan



### Hyde Park – Style Neighborhood Commercial District

- Ground level retail with shared parking to rear of buildings
- Townhouses, condominiums or apartments may be included in commercial district
- Sidewalks on commercial frontages run to curb with street trees in tree wells.
- Public open space for informal neighborhood gatherings & socializing

### Townhouses or Apartments along 27<sup>th</sup> from Regan to Pleasanton

- 2-3 stories
- Access to parking from alley

### 27<sup>th</sup> Street Redesign (Regan to Pleasanton)

- 2 travel lanes
- Parallel parking and bicycle lanes on both sides
- Street trees in landscape strip

Note: Boundaries of the redevelopment areas are conceptual. Whether specific properties redevelop depends on property owners' future plans.

Figure 58:  
27<sup>th</sup> Street Neighborhood Center Subdistrict Development Concept

Source: City of Boise; LCG

### Introduction

During the 30th Street planning process, residents expressed a strong desire for a neighborhood commercial center that would provide services and become a gathering place. The intersection of 27th Street and Stewart Avenue provides an opportunity to realize this desire.

At present, 27th Street acts as a minor arterial connecting State Street and the Main-Fairview couplet and bisects the 30th Street planning area. It has four travel lanes and no parking or bicycle lanes. This street configuration is not conducive to retail development. However, when the 30th Street Extension is built, through traffic on 27th Street is expected to drop. ACHD plans to restripe 27th Street from four to two lanes with a center turn lane, and install bicycle lanes. 27th Street will continue to be the central north-south route given its location between 23rd Street and the 30th Street Extension but it will function as a local street serving the neighborhood. This type of street is more compatible with retail development.

There is an existing grocery store at 27th and Stewart, which could serve as the seed for a neighborhood commercial center on either side of Stewart at that this intersection. The development concept includes retail and service businesses and at least one café-style restaurant in the commercial district. Medium density housing such as townhouses, condominiums, work-live units, flats over stores or apartments would occur as part of the commercial center. Townhomes would be developed along 27th Street from Regan to Pleasanton if property could be assembled and lots reconfigured. Increasing housing density would help support the success of the commercial center.

### ***27<sup>th</sup> Street Neighborhood Center Development Program***

As part of this planning effort, the consultant team examined market opportunities and trends from 2002 through 2006. The team also conducted discussions with property owners and investors. Based on these studies and meetings, the proposed program for the 27th Street Subdistrict is shown in Table 11.

<b>TABLE 11 DEVELOPMENT PROGRAM FOR 27<sup>TH</sup> STREET NEIGHBORHOOD CENTER SUBDISTRICT</b>						
<b>Type</b>		<b>Development Target (Sq. Ft. or As Noted)</b>	<b>Parking</b>	<b>Development Target (Converted to Sq. Ft.)</b>	<b>Value Per Sq. Ft. (Average)</b>	<b>Private Investment (Target x Value Per Sq. Ft.)</b>
<b>27<sup>th</sup> Street Neighborhood Center (Subdistrict)</b>						
Retail		24,000		24,000	\$135	\$3,240,000
Residential						
	Townhomes / Condominiums	30 units Average size 1,000 sq. ft.	45-60 (ratio 1:1.5 to 1:2.0)	30,000	\$350	\$10,500,000
<b>Total</b>						<b>\$13,740,000</b>

### ***Market Strategy: Using Assets, Creating Markets and Placemaking***

The success of redevelopment efforts often depends on 1) using existing advantages on and favorable conditions surrounding a development site, 2) creating markets, and 3) using urban design to develop a cohesive sense of place that attracts businesses, residents, investors, customers and visitors, i.e. placemaking. The first two items address market advantages as they exist now. The third item addresses how to create a new and distinctive place through the location and design of land uses, buildings and public improvements. What follows is the market strategy for the 27th Street Neighborhood Center Subdistrict.

*\*In the list below, items followed by (AM) relate to using assets and creating markets; items followed by (P) relate to placemaking; (AM, P) denote items that relate to both.*

- The focus of the new development should be along Stewart Avenue between 27th and 29th streets and on 27th Street between Jordan and Pleasanton avenues. (P)
- Redevelopment offers an opportunity to create a range of housing types. Housing should aim to meet the needs of singles, young couples, young professionals, seniors and others without children. (AM)



- The market should help determine the appropriate amount of retail and restaurant use. In lieu of retail uses, live-work options can be explored at the discretion of the individual developer, with the ground floor of each live-work unit designed for commercial or retail use. (AM)
- The retail development should focus on neighborhood-serving uses. (AM, P)
- The buildings should strive to create a continuous frontage. Occasional spaces between buildings, particularly where different property owners are involved in the redevelopment, are acceptable. Driveway access should be taken from streets other than 27th Street if possible. (P)
- In all likelihood, the development of this subdistrict will involve multiple developers, builders and property owners. The City of Boise should work with these individuals to collaborate as possible especially in how parking is provided. Shared parking should be encouraged. (AM, P)
- Design guidelines should be established for the area. At a minimum, these guidelines should address key architectural features that create pedestrian character such as scale, materials, façade treatments, awnings and street furnishings. (P)

### ***27th Street Neighborhood Center Development Plan***

This section presents the redevelopment plan for the 27th Street Neighborhood Center subdistrict. The preferred development concept, design and development guidelines and illustrations express the desired future for this area.

- **Preferred Development Concept**

27th Street is a key north-south route within the 30th Street planning area. The intersection of 27th Street and Pleasanton Avenue marks the approximate mid-point of the street between Main Street and State Street and is approximately the geographic center of a mature residential neighborhood. The opportunity to redevelop adjacent properties will occur over time. A slightly more intense mix of uses can provide services to the surrounding neighborhoods, help define this section of the street as a special place, establish a stronger identity for the neighborhood, and transform the street into a better pedestrian environment. Figures 58 (at the beginning of this section) 59 and 60 illustrate the 27th Street Subdistrict Development Concept along with several key design features. Figure 61 contains photographs of built projects which convey a sense of how this subdistrict would be developed.

- **Specific Design & Development Guidelines for 27th Street Neighborhood Center**

- **Massing & Location of Buildings**

- Building forms and placement should give the feel of a village center similar to the Hyde Park commercial district in the North End.
- Buildings in this subdistrict should be representative of small-scale mixed-use commercial and residential architecture found within the Boise region.
- Buildings in this subdistrict should range in height from two to three stories. Mixed use buildings are encouraged but not required. Buildings with commercial uses on the ground floor may have flats above. These upstairs dwelling units should be designed and built to address, in part, the need for additional workforce housing within the area.

- **Building Heights**

- Buildings within this subdistrict should be two to three stories in height. Exceptions will be made on a case-by-case basis for double-height single story buildings.

- **Circulation & Parking**

The recommended parking strategy for the 30th Street planning area and design guidelines for parking structures and surface parking lots are in the Parking Plan in Chapter 4. Specific guidelines for the 27th Street Neighborhood Center subdistrict are noted here.

- The current street pattern should remain unchanged. 27th Street and Stewart Avenue should be redesigned as described in the Roadway Plan in Chapter 4.
- Parallel on-street parking should be provided on both sides of 27th Street and Stewart Avenue within the subdistrict as described in the Roadway Plan in Chapter 4.
- Parking for retail businesses is expected to be in surface lots. Parking should be placed to the side or rear of the buildings whenever possible so people-activated space predominates on street frontages.
- In all likelihood, the development of this subdistrict will involve multiple developers, builders and property owners. The City of Boise should work with these individuals to collaborate as possible especially in how parking is provided. Shared parking should be encouraged.
- Surface parking for should take access from streets other than 27th Street whenever feasible.
  - Surface parking lots should be located at the side or rear of lots fronting 27th Street.
  - Rear yard setbacks behind retail buildings should be dimensioned to optimize the efficiency of surface parking.
  - Parking for residential buildings lining 27th Street should be at the rear and accessed by alleys.

- **Streetscaping, Open Space & Greenways**

- A public open space should be incorporated into the 27th Street commercial district to provide a place for informal neighborhood gatherings and socializing. Open spaces should conform to the policies in the Parks, Civic Spaces & Trails Plan in Chapter 4.



**Figure 59: 27th Street Neighborhood Center Subdistrict**  
**View looking south on 27th Street from Stewart toward Pleasanton**

**Source: CCDC**



**Figure 60: 27th Street Neighborhood Center Subdistrict**  
**View looking north on 27th Street from Pleasanton to Stewart**

**Source: CCDC**





Figure 61: 27<sup>th</sup> Street Neighborhood Center Subdistrict  
Photo montage of built projects similar in character to the  
development concept

Source: LCG; CCDC

## Main-Fairview Subdistrict Plan

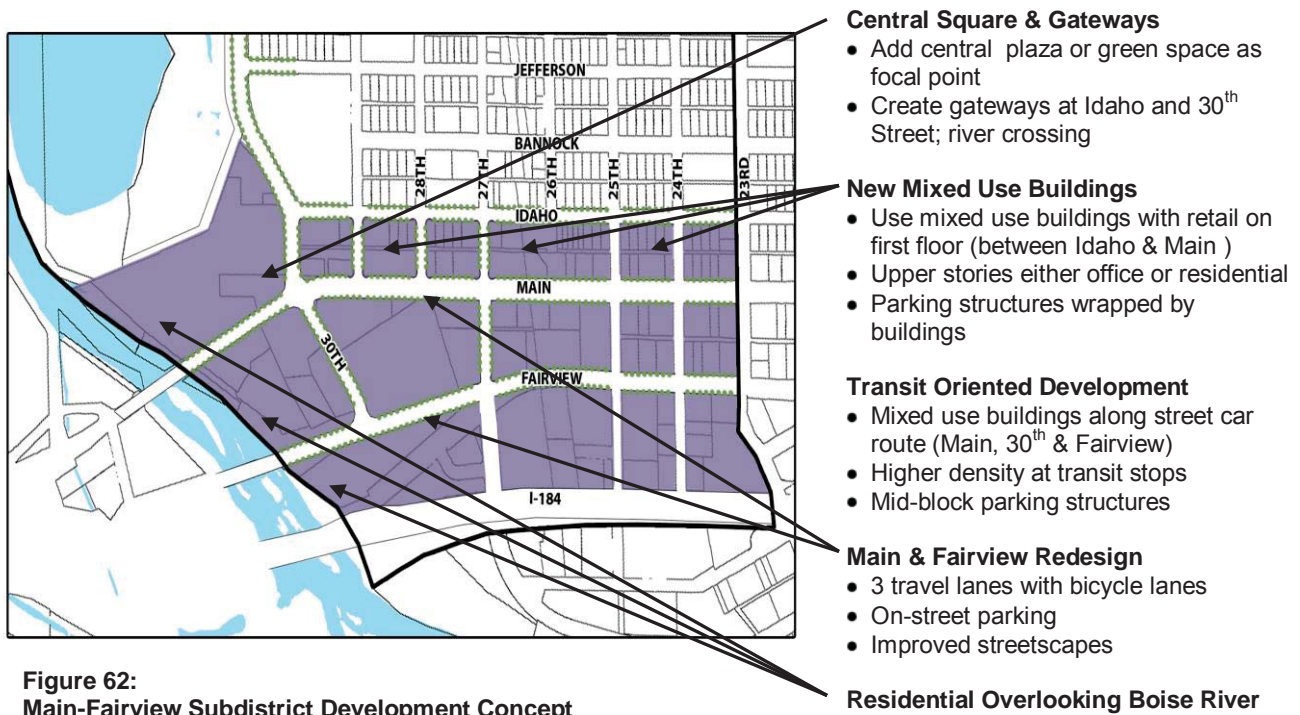


Figure 62:  
Main-Fairview Subdistrict Development Concept

Source: City of Boise; LCG

### Introduction

Main Street and Fairview Avenue parallel one another with the distance between the two streets varying from 400 to 750 feet. The area surrounding the intersection of the Main/Fairview couplet and the 30th Street Extension effectively makes up a single subdistrict. The Main-Fairview subdistrict is the most challenging for redevelopment due to the traffic patterns created by the one-way couplet, the relatively low volume of traffic, overly wide streets, and a fragmented pattern of land ownership.

This subdistrict consists of several lots with varying degrees of redevelopment potential:

- **Northwest Corner of Main and 30th Streets:** The 10½ acre site, owned by Rice Family Limited Partnership, is occupied by a closed auto dealership and service shop and is currently for sale. This corner represents an excellent near-term redevelopment opportunity.
- **Northeast Corner of Main and 30th Streets:** A positive sign of reinvestment occurred when a new business, Eberlestock, opened in 2010 after investing approximately \$880,000 in



remodeling/rebuilding existing structures. Eberlestock sells specialty military and hunting backpacks. Stabilizing this important corner portends well for future reinvestment.

- **West of the 30th Street Extension between Main Street and Fairview Avenue:** This area consists of five small parcels, the Shilo Inn site, Idaho Power utility garages and office, and a number of small businesses. Portions of this site may be candidates for near-term development.
- **East of the 30th Street Extension between Main Street and Fairview Avenue:** The approximately 8½ acres of vacant land, owned by the City of Boise, represents another potential near-term development opportunity.
- **South of the 30th Street Extension and Fairview Avenue:** A three-acre site, owned by Goodman Oil Company, improved but underutilized site with a couple of small single story buildings and large oil tanks represents a good redevelopment candidate since it is under one owner.

Redevelopment of the Main Street/Fairview Avenue Subdistrict will require some form of public investment and intervention. With the number of property owners, the public sector will need to work with the property owners to provide oversight in creating an agreed-upon redevelopment plan.

### *Main-Fairview Subdistrict Development Program & Parking Demand*

As part of this planning effort, the consultant team examined market opportunities and trends from 2002 through 2006. The team also conducted discussions with property owners and investors. Based on these studies and meetings, the proposed program for the Main-Fairview Subdistrict is shown in Table 12. The parking demand associated with this development program is shown in Table 13. (Please note: The parking demand in Table 13 includes uses which could share parking facilities and excludes ownership housing units i.e. condominiums which are expected to need dedicated parking spaces not available for other uses.)

TABLE 12 DEVELOPMENT PROGRAM FOR MAIN-FAIRVIEW SUBDISTRICT						
Type of Development		Projected Range of Development (Sq. Ft. or As Noted)	Development Target (Sq. Ft.)	Projected Range of Values Per Sq. Ft.	Average Value Per Sq. Ft.	Private Investment (Development Target x Average Value)
<b>Main-Fairview Subdistrict</b>						
Retail		150,000 to 200,000	175,000	\$120-\$150	\$135	\$23,625,000
Office		300,000 to 400,000	350,000	\$180-\$220	\$200	\$70,000,000
Residential		400 to 600 units				
Average size 1,000 sq. ft.						
	Condominiums	250 units	250,000	\$275-\$400	\$350	\$87,500,000
	Apartments	300 units	300,000	\$100-\$150	\$125	\$37,500,000
Hotel		250 rooms	150,000	\$125-\$175	\$150	\$22,500,000
Parking *		2,125 -2,600 spaces 2,478 (95%)			\$20,000 per space**	\$49,560,000
<b>Total</b>						<b>\$290,685,000</b>

TABLE 13: ESTIMATED PARKING DEMAND FOR MAIN-FAIRVIEW SUBDISTRICT			
Type		Amount (Sq. Ft. or As Noted)	Estimated Demand for Parking Spaces
<b>Main-Fairview Subdistrict</b>			
Retail		150,000 to 200,000	525-700
Office		300,000 to 400,000	900-1200
Residential		400 to 600 units	
	Condominiums	250 units	N/A
	Apartments	300 units	450
Hotel		250 rooms	250
Estimated Parking Demand			2,125-2,600

### ***Market Strategy: Using Assets, Creating Markets & Placemaking***

The success of redevelopment efforts often depends on 1) using existing advantages on and favorable conditions surrounding a development site, 2) creating markets, and 3) using urban design to develop a cohesive sense of place that attracts businesses, residents, investors, customers and visitors, i.e. placemaking. The first two items address market advantages as they exist now. The third item addresses how to create a new and distinctive place through the location and design of land uses, buildings and public improvements. What follows is the market strategy for the Main-Fairview subdistrict.

*\*In the lists below, items followed by (AM) relate to using assets and creating markets; items followed by (P) relate to placemaking; (AM, P) denote items that relate to both but have only be listed under one category to save duplication.*

- **Using Assets & Creating Markets**

- Development of the Main-Fairview subdistrict should be undertaken as part of a formal public-private partnership with a master developer. (AM)
- Development of the Main-Fairview subdistrict should be mixed-use, and should be planned to occur in multiple phases. (AM, P)
- Regardless of the phasing, each element of the development plan should adhere to minimal thresholds of density or intensity. (AM, P)
- City of Boise and the master developer must be willing to exert rigorous control over the process of development. (AM)
- The use of an urban renewal district should be explored to help fund public investments that if built could serve as catalysts to redevelopment activity. (AM)
- The intersection of Main Street and the 30th Street Extension creates the 100 percent retail corner; optimize this location. (AM)
- Create a mix of uses along the north side of Main Street with retail or office uses on the ground floor and residential uses above. (AM)

- **Placemaking**

It is important to think of this area as a unified subdistrict and for uses to share structured parking. The costs for developers to develop a structure for each individual project are prohibitive and would act as a brake on redevelopment. A primary determinant of the uses to be allocated to a particular development should be the capacity for these uses to share parking. Surface parking is not an option; the yields are too low and current land costs are too high to support such an inefficient use of the land.

- Wherever possible, street sections should be redesigned to create walkable streets that are local-serving as well as through streets. These street sections should work for streetcar or other transit options if viable. This is particularly important for Main Street, the 30th Street Extension and Fairview Avenue, but these same principles should be applied to cross streets as well. All streets in this subdistrict should be pedestrian-friendly with safe crossings, fewer barriers, and more connections. These improvements will likely entail significant expense and, other than 30th Street, are expected to occur when the Main-Fairview subdistrict redevelops. (AM, P)
- Streets are critical elements of the Main-Fairview subdistrict; streets must be designed as significant public open space systems. (P)
- Development should be designed so future transit stops are integrated into the overall redevelopment plan for the subdistrict. Several ongoing transit planning efforts in the Treasure Valley will ultimately determine the type of transit that will be utilized and the routes that will be selected. If high capacity transit is routed along the Main/Fairview couplet, development densities and designs should be adjusted accordingly. (AM, P)
- Design for a mix of uses, with an emphasis on housing closer to the Boise River Greenbelt and office and retail uses closer to the center of the Main-Fairview subdistrict. (P)
- Where possible, particularly along Main Street and Fairview Avenue, use building forms to serve as gateways to the City. (P)
- Take advantage of the vista along Main Street heading west, before the street bends to the south, to create a prominent building. (P)
- Design guidelines should be developed for all aspects of the project, and controls must be put in place to ensure that all development adheres to the guidelines. (P)
- Phasing provides the opportunity to develop an evolutionary strategy for the provision of parking. Early stages could include surface parking lots which are later redeveloped into commercial and residential buildings. (P)
- Liner buildings with commercial, residential and other activating uses should be used to screen parking garages where feasible. (P)

## *Main-Fairview Development Plan*

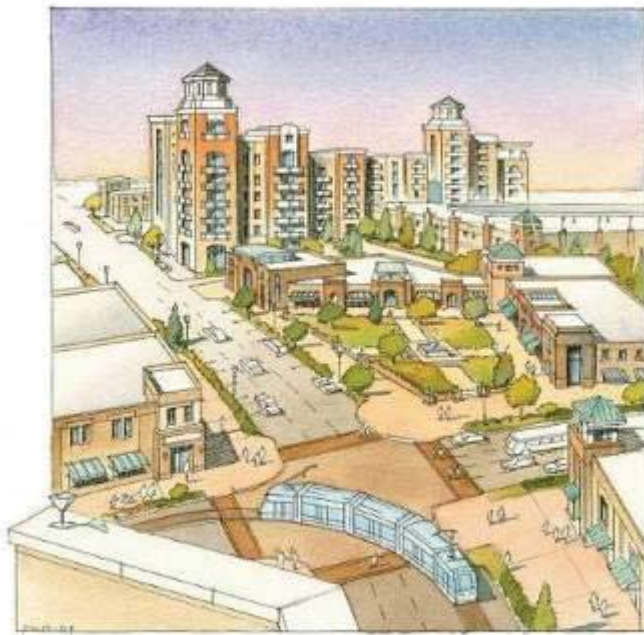
This section presents the redevelopment plan for the Main-Fairview subdistrict. The preferred development concept, design and development guidelines and illustrations express the desired future for this area.

- **Preferred Development Concept**

The area designated as the Main/Fairview subdistrict includes a variety of properties, property owners and land uses. Some of the uses within the subdistrict are on-going and viable; other sites have been vacant for years. Unlike the ITD subdistrict at the northern end of the 30th Street Extension, the Main-Fairview subdistrict is physically fragmented and will require much more coordination and oversight to redevelop effectively.

The current conditions within the subdistrict indicate that the market and the private sector by themselves are not going to initiate or carry through an effective development program. The construction of the 30th Street Extension will enhance commercial viability.

The overall design approach for this subdistrict is built upon future transit linkages to the downtown. Streets and blocks will be left in their current configurations. Despite the current fragmented appearance, the subdistrict needs to be thought of as a unified mixed-use subdistrict, with an emphasis on efficient subdistrict-wide parking strategies, pedestrian and transit-oriented retail and commercial uses, and new employment and residential uses. As with the other activity centers within the area, the Main/Fairview subdistrict offers some potential to add to the supply of workforce housing. Figures 62 (at the beginning of this section) and 63 illustrate the Main/Fairview Subdistrict Development Concept along with several key design features. Figure 64 contains photographs of built projects which convey a sense of how this subdistrict would be developed.



**Figure 63: Main-Fairview Subdistrict**  
View looking west on Main Street from 30<sup>th</sup> Street Extension to the Boise River

Source: HDR





Figure 64: Main-Fairview Subdistrict  
Photo montage of built projects similar in character to the development concept

Source: LCG



- **Specific Design & Development Guidelines for Main-Fairview Subdistrict**

- **Massing and Location of Buildings**

- The development proposed for this pulse point is the most urban of all the proposals for the 30th Street planning area.
- Buildings should be located adjacent to the fronting rights-of-way to establish the urban character of the subdistrict, and to create a pedestrian-oriented environment.
- As much as possible, the goal is to create continuous building frontages along all streets within the subdistrict, and in particular, on Main Street, Fairview Avenue and 30th Street.

- **Building Heights**

- Structures within this subdistrict generally should be between two and ten stories in height, although individual projects may be even taller.

- **Workforce Housing**

- New housing within the Main-Fairview subdistrict should not be solely aimed at above market rate clientele. Workforce housing is a critical component in the redevelopment plan for the area as a whole and should be included within the redevelopment of this subdistrict. A variety of incentives can be devised to make it profitable for private developers to provide some, if not all, of this housing. Incentives could include density bonuses, parking reductions, linkage programs, etc. Locating workforce housing close to transit corridors could significantly enhance housing affordability by lowering transportation costs for workforce households.

- **Circulation**

- The current street pattern should remain unchanged. Main, Fairview and 30th Street between Main and Fairview should be redesigned as described in the Roadway Plan in Chapter 4.

- **Parking**

The recommended parking strategy for the 30th Street planning area and design guidelines for parking structures and surface parking lots are in the Parking Plan in Chapter 4. Specific guidelines for the Main-Fairview subdistrict are noted here.

- The entire subdistrict should be treated as a “park-once” district in which visitors, workers and residents can park in one location and reach all uses by walking, bicycling or using transit.
- In all likelihood, the development of this subdistrict will involve multiple developers, builders and property owners. The City of Boise should work with these individuals to collaborate as possible especially in how parking is provided. Shared parking should be encouraged.
- On-street parking should be provided wherever feasible through the subdistrict. It is strongly recommended that on-street parking should be provided on both sides of

Main, Fairview and 30th Street between Main and Fairview as described in the Roadway Plan in Chapter 4.

- Because of the urban character of the subdistrict, on-street parking should be metered, both as a source of revenue and to prevent long-term use of spaces that are best used by short-term visitors to shops and restaurants
- Restaurants, hotels and certain other uses within the subdistrict should be encouraged to develop valet services as part of their overall strategy for handling parking needs.

○ **Streetscaping, Open Space & Greenways**

- The Main-Fairview Subdistrict should include a network of public open spaces integrated with development to create vistas, provide a respite from the built environment, and allow for active and passive recreation. Open spaces should conform to the policies in the Parks, Civic Spaces & Trails Plan in Chapter 4.
- A central plaza or park should be incorporated into the Main-Fairview to provide a place for public gatherings, community events, art fairs, cultural performances, etc.

## 6. Implementation

However good a plan may be, its benefits will not be realized until it has been implemented. To implement the development program for the 30th Street planning area and revitalize the area, the City of Boise, its partners and stakeholders in the area should take a proactive stance toward the area's future. Attention must be given to how public investments and other public actions can be used as catalysts to achieve the kind of redevelopment desired. The question is "What needs to be done to get ready for and to spur redevelopment of the area?" This chapter discusses the strategic principles that will guide redevelopment, and describes specific initiatives and redevelopment tools that will carry it forward to achieve the master plan's goals. Implementation is expected to occur in four phases:

- Immediate (Years 1-3)
- Short Term (Years 4-8)
- Medium Term (Years 9-13)
- Long Term (Years 14-24)

At the conclusion of this chapter there is an implementation matrix which lists the action steps recommended in each of the four phases (see Table 14). The strategic principles and actions described in this chapter offer a holistic approach toward positive change for the area.

### **Applying Strategic Principles**

The *30th St Specific Area Plan – Market Program Implementation Strategy* recommends that, prior to taking any specific action steps, a set of strategic principles should be used to "test" each proposed action for its consistency with the vision and redevelopment strategy for the 30th Street planning area. These strategic principles include:

- a. Create a distinct identity for the 30th Street area as a gateway urban neighborhood
- b. Focus on the neighborhood
- c. Recognize private investment follows public commitment
- d. Leverage public investment before building public improvements
- e. Create "pulse points" of development activity in opportunity areas
- f. Use transit as an added asset to attract development
- g. Anticipate evolution: Create tools that assure quality development
- h. Demonstrate leadership

To implement the 30th Street Master Plan, the City of Boise and its partner agencies must be proactive, not only by building public improvements like the Esther Simplot Park and the 30th Street Extension, but by with how these improvements and other actions will serve as catalysts to spur the redevelopment desired for the 30th Street planning area. In the broadest sense, the implementation program is meant to strengthen the area, remove barriers toward private investment, and facilitate in “getting ready” for redevelopment. The public sector would be responsible for the required public infrastructure improvements, and for developing a package of guidelines, regulations and incentives that promotes the community’s vision. A small number of catalytic sites should be developed through public-private partnerships. The private sector should be primarily responsible for the remaining improvements and redevelopment within the area.

## **1. Create a Distinct Identity for 30th Street Area as a Gateway Urban Neighborhood**

The 30th Street neighborhood deserves a distinct identity or “brand” to better define its own personality and role within the Boise market. It is a neighborhood close to downtown but with its own sense of history and distinctive assets.

Its history, its relationship to the Boise River and to the new Esther Simplot Park, and the development of new urban activity centers in the Main-Fairview and ITD subdistricts could all be starting points for creating a distinctive identity for the area. It could become known as the new desirable but affordable neighborhood on the edge of downtown.

The 30th Street neighborhood serves as a western gateway to downtown on State Street at the new 30th Street Extension and on Fairview Avenue where it crosses the Boise River. These gateways also serve as entry points into the neighborhood. Landmarks at these key locations should be established to provide a sense of arrival. Such landmarks could include public artwork, a public space, a monument, a building or buildings with memorable architecture framing the gateway or a combination of these elements.

## **2. Focus on the Neighborhood**

Successful neighborhoods make successful cities. Neighborhoods that are close to the historic core of a city deserve particular attention because it is difficult to have a healthy downtown if the surrounding neighborhoods are struggling and vice versa. There is a symbiotic relationship between them—neighborhood residents often work, shop, dine and support arts and entertainment venues in downtown, and the neighborhood provides a supply of affordable housing and services for the downtown workforce.

The 30th Street neighborhoods, close to downtown, are feeling the pressures of growth and change. One of the key goals of this master plan is to assure that the 30th Street neighborhoods remain stable and healthy and become more prosperous as change occurs. Plan proposals include building the Esther Simplot and River Recreation parks, taming and beautifying major streets, diverting through traffic from 27th Street to the new 30th Street Extension, and bringing new mixed use commercial and residential development to the Main-Fairview and State Street corridors. While these changes are intended to be positive, it is important to keep asking how each new initiative will affect the neighborhood and its aspirations and values. Current residents in the neighborhood were very clear during the planning process on what was important to them.

- Encouraging sustainable development patterns, transportation and ways of living with an emphasis on local actions
- Maintaining connections to the Boise River corridor and greenbelt trail system
- Creating a walking and bicycling network in the neighborhood; closing gaps in sidewalks and bicycle routes
- Housing affordability

- Creating public gathering spaces and park space
- Integrating the arts into community life
- Increasing neighborhood shopping and services
- Reducing traffic congestion and cut-through traffic
- Improving transit service
- Strengthening connections to downtown Boise

While most of the obvious opportunities for short-term development appear on the edges of the neighborhood, there are also development possibilities within the neighborhood itself on infill sites. Given the 30th Street area's location close to downtown, demographic changes and the challenges of keeping housing affordable, it is likely that there will be a demand for a wider range of housing products in the 30th Street neighborhoods than what is now available. These housing products will generally be at a density that is higher than current densities.

Many cities have successfully integrated a variety of infill housing products such as rowhouses, townhomes, apartments and condominiums and attached housing of various kinds into existing single family neighborhoods. Success usually depends more on the "how" rather than the "what." How will infill developments be designed and implemented? What building forms and materials are appropriate? How strong are the design review criteria? How do they address neighborhood concerns? What enforcement tools assure that infill policies are successfully executed? Evolution to a more varied, more urban neighborhood fabric is best accomplished through rigorous controls, monitoring of results and good communication between the city, neighborhood residents and developers. Responsible developers will respond to these efforts as they reinforce neighborhood stability and enhance long-term development opportunities.

Broadening housing choices and increasing densities through infill development will help address neighborhood goals to keep housing affordable and to increase neighborhood shopping and services. As the number of people living in the neighborhood increases, there is more market support for neighborhood businesses. Smaller households also have somewhat different needs than do active families. Community amenities become increasingly important to people who live alone. Access to coffee shops, churches or community centers, galleries, restaurants, and places that offer human contact and friendship will serve new residents and strengthen the neighborhood as a whole.

### **3. Recognize Private Investment Follows Public Commitment**

Redeveloping a relatively untested area, such as the 30th Street neighborhood, is challenging. Property owners and developers may be interested in changing an area, but hesitant to be the "first." To attract new investment, the public sector must show commitment to the vision and development objectives for the area. This commitment can be demonstrated in several ways.

- **Align public policy with the goals and objectives in the 30th Street master plan**

The City Council establishes policy through its comprehensive plan, plans such as the 30th Street master plan and zoning, subdivision and other ordinances. At present, the development proposals in this master plan depart somewhat from the City's existing plans and ordinances. Revising these policy documents so there is consistency will signal to the development community that there is support for the development concepts in the 30th Street Master Plan.



- **Use public investments in infrastructure to attract development**

Most new development and redevelopment is the result of private investment—property owners, developers, financial institutions and investors making decisions to undertake development projects. Public agencies can encourage development to occur by where they invest in infrastructure. Areas that have excellent public infrastructure and amenities—roadways, utilities, transit, schools, libraries, community centers, parks and trails—attract investment from developers because they see an opportunity to build on these assets. When a community decides redevelopment is needed in a particular area, one of the first steps should be creating a plan for infrastructure investments that supports its redevelopment strategy. Since public resources are often scarce, priorities need to be set for where investments will have maximum impact. The City of Boise and ACHD are in motion to construct major public improvement projects in the near future: the Esther Simplot Park and the 30th Street Extension. A community group is fundraising and working with the city to build the River Recreation Park in the Boise River next to the Esther Simplot Park. A consortium of public agencies—the City of Boise, ACHD, VRT, CCDC and COMPASS—is actively pursuing building a streetcar system in downtown Boise, and extending a streetcar line to the 30th Street area has been discussed.

Attention should also be given to where there are existing assets that can jump start the redevelopment process. In the 30th Street area, these assets include the Boise River corridor, its greenbelt trail system and ponds; the Main-Fairview couplet, State Street and 27th Street which provide good roadway access and the extensive amount of land in the Main-Fairview and ITD subdistricts with low barriers to redevelopment.

Public investments demonstrate public commitment to an area. In these efforts, the public sector should seek to stretch public resources by choosing investments that will stimulate the greatest amount of private investment. The typical ratio achieved by public agencies involved in redevelopment is 5:1, i.e., five dollars of private investment for each one dollar of public investment. The City of Boise and CCDC, if an urban renewal district is formed, should strive to achieve at least this ratio of private to public investment in the 30th Street planning area.

The use of public investment as a way to leverage private investment is discussed further under “Leverage Public Investment before Building Public Improvements” later in this chapter.

- **Use landholdings to generate catalyst development projects**

The City of Boise owns several parcels of land in the Main-Fairview subdistrict, including a large property at a key location on 30th Street between Main Street and Fairview Avenue. The city has the ability to define a development program for this property and to seek development partners through transferring the property to CCDC. The development program can be designed to produce a project that serves as a catalyst and a model for what the city wants to happen in the 30<sup>th</sup> Street area.<sup>32</sup> Land is a scarce commodity and often expensive. Owning land in the Main-Fairview subdistrict gives the city a significant advantage it would not otherwise have. The city has the opportunity to use these

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<sup>32</sup> CitySide Lofts, a newly constructed condominium project at 13<sup>th</sup> and Myrtle streets, provides an example of this approach. The project site is located in the River Street neighborhood, which is part of the River Myrtle-Old Boise urban renewal district. One of the goals in the River Myrtle-Old Boise urban renewal plan is to rejuvenate this neighborhood and add more housing. CCDC assembled the land and entered into a disposition and development agreement with a developer that included a requirement that housing be included in the project. CCDC also has the ability to write down the cost of redevelopment sites if certain Idaho State Code criteria are met, to prepare sites and pay for public improvements, and to offer design assistance. All of these incentives were used to make CitySide Lofts feasible and more successful. The project was originally proposed with office and housing; it was later revised to be housing only. It was the first ownership housing project to be built in the River Street neighborhood in decades. Construction of the project served as a signal that the River Street neighborhood was undergoing a positive transformation and that, for developers and investors, urban housing was an option worth considering. It provides an anchor for additional residential development.

landholdings as levers to inspire and challenge private property owners and developers to move the 30th Street master plan forward.

- **Coordinate and focus staff assistance**

*Focusing on plan implementation*

The simplest and least expensive tools are administrative, but they can make a significant difference in the development climate for people seeking to build projects in the 30th Street area. The implementation matrix (Table 14) calls for an interagency team to monitor progress on implementing the 30th Street master plan. The team would include both policymakers and technical staff and have representation from the City of Boise, ACHD, ITD, VRT, CCDC, Boise City School District and the stakeholders in the planning area. This team would be the keepers of the flame. It would work to maintain momentum and remove barriers.

Each year the interagency team would review progress on the 30th Street implementation matrix and the five-year capital program and make recommendations to their respective agencies on how to keep the master plan moving forward. The team would serve as advocates for the 30th Street area when funding priorities and budgets are decided.

Key to a successful redevelopment strategy is a single point-person to whom all interested parties—developers, investors, businesses, etc.—can be referred. Ideally this individual becomes the “go to” person for anyone interested in the area. Ideal candidates for this role should include a range of capabilities and experiences—knowledge of real estate development, public administration, neighborhood revitalization, and economic development would be most beneficial.

The implementation matrix calls for the City of Boise to identify a point person for the 30th Street area to focus on implementation of the master plan. This person would serve as an advocate and spokesperson for the plan. This person would monitor progress on capital projects, serve as an ombudsman for developers proposing projects, and respond to questions and issues on a day-to-day basis. It is likely that during the peak years of redevelopment in the 30th Street area that this work would require a dedicated, full-time person. If an urban renewal district is formed, this person could work for CCDC or could act a liaison to CCDC for the area located in the district. CCDC would take primary responsibility for advocacy, development partnerships and capital projects in the urban renewal district and would coordinate with the liaison. CCDC would also be on the interagency team.

*Focusing on general city services*

The quality of general city services makes a difference in the health of neighborhood areas and can support redevelopment efforts. Services like neighborhood planning, parks and recreation, development review, code enforcement, public safety and parking are important especially in older neighborhoods like the 30th Street area. The implementation matrix recommends that a neighborhood assistance team be formed for this area, which will coordinate the delivery of city services. It also includes a specific recommendation on initiating a code enforcement education and compliance program (see 1.4 and 1.33 in Table 14)

- **Streamline the review process for projects that implement the master plan**

The City of Boise’s Planning & Development Services Department (PDS) will administer the regulatory framework that governs review of development projects. As noted earlier, both the city’s comprehensive plan and zoning ordinance need to be amended to create consistency with the 30th Street Master Plan, and both are undergoing revision at this time. The city can create an incentive for developers to meet master plan goals and objectives by streamlining the development review process

and resolving issues quickly for these projects that implement the 30th Street Master Plan. The implementation matrix recommends that the city use its project management system to achieve this result.

- **Remove barriers**

The City of Boise and CCDC have been active in removing barriers to redevelopment in the city's existing urban renewal districts. These actions have included:

- Building parking facilities.
- Creating parking overlay districts which reduce or eliminate parking requirements for private development where public parking facilities are available or where they serve an economic development purpose.
- Obtaining federal funds through the U.S. Environmental Protection Agency and the Idaho Department of Environmental Quality to inventory, evaluate and remediate brownfield sites.
- Using community development block grant funds from Boise City to upgrade intersections so they comply with Americans with Disabilities (ADA) standards.
- Approving a building code amendment to allow five floors (rather than four only) of wood frame construction over a concrete podium, thus allowing an increase in housing densities and the possibility of keeping housing more affordable.

The City of Boise and CCDC should continue these efforts in the 30th Street area.

- **Provide other types of assistance**

The City of Boise, on its own or with partners, could offer other types of assistance to move implementation of the 30th Street master plan forward. These include:

- Investing city funds in land assembly
- Providing seed money for redevelopment activities in the early stages of any urban renewal district until tax increment is available.
- Investing in the arts as a key component of building community in the 30th Street area.
- Dedicating impact fees collected from development projects in the planning area, and/or parking meter revenue from the planning area to improvements in the area
- Adjusting fee schedules to provide incentives to projects that meet plan goals
- Forming local improvement districts to assist property owners in financing public improvements.
- Securing grants and providing local match funds for projects and programs that benefit

#### **4. Leverage Public Investment before Building Public Improvements**

Whenever such public infrastructure projects are in motion, public agencies should look for ways to leverage these investments into private development that carries forward the community's economic development goals. In the case of the 30th Street area, the city and its public agency partners should talk with property owners, developers and investors about its redevelopment goals and planned infrastructure investments in the area before these improvements are built. The city should set a goal for how much private sector investment occurs in the vicinity of its public investment. As a general rule, a healthy public-private investment ratio is in the range of \$4-\$5 of private investment for every \$1 of public investment. Alliances with property owners and developers of adjacent sites should be sought to achieve the city's economic development and redevelopment goals.

There are two tools available to the city which would be very helpful in this endeavor. First, the city has the ability to create an urban renewal district in part or all of the 30th Street area. CCDC, the city's urban renewal agency, has access to tax increment financing and has the ability to partner with developers on infrastructure investments. Second, the city and CCDC are spearheading the work to build a streetcar system with service to the 30th Street area. The use of these tools should be tied to specific agreements with developers. The public would demonstrate its willingness to use these tools as incentives as long as there is a corresponding commitment by the private sector to invest in development projects, thus achieving beneficial results for both parties.

#### **5. Create "Pulse Points" of Development Activity in Opportunity Areas**

Redeveloping the 30th Street area will take time. Clearly it cannot be done all at once and it requires both private and public investment. New development will do best if complimentary uses such as housing, offices and retail and service businesses are clustered into pulse points of activity rather than being isolated in scattered locations. Identifying locations where activity centers are desired allows the public and private sectors in complimentary ways, allows the public sector to focus its investments in infrastructure and increases the impact of scarce public resources. Creating a critical mass of development creates a destination that will create interest and attract more investment. It shows the development community

Activity centers also offer a more sustainable pattern of development where people can live, work, shop, dine and friends with less need of driving. Successful urban pulse points should have a pedestrian ambience, encouraging the use of alternative modes of transportation.

In the 30th Street area, the majority of the land is in residential neighborhoods developed with single family houses. There are some duplexes, apartment complexes and infill "skinny house" developments. The 30th Street plan identifies two major development opportunity areas on the periphery of the neighborhoods—Main-Fairview and ITD subdistricts. New development and redevelopment should be focused in these locations since there is a large supply of vacant and underdeveloped land, with good access and few barriers to development, and sufficient room to create a true pulse point. Emphasizing these locations allows the public sector to focus its investment in infrastructure and increase its catalytic effect on private investment.

While most of the obvious opportunities for development appear on the edges of the neighborhood, there are two smaller opportunities for pulse points at 27th Street and Stewart and 30th Street and Pleasanton. The 27th and Stewart intersection offers the possibility of creating a neighborhood commercial district, building off an existing grocery store and taking advantage of underdeveloped land on the north side of Stewart. Retail and service businesses could be clustered at this location and could be combined with some medium density housing. Creating this pulse point would also satisfy the neighborhood's desire for a gathering place and more neighborhood services. Revisions to zoning and planned roadway and streetscape improvements to 27th Street and Stewart would signal to the private sector that there is public support for development at this location.

The 30th and Pleasanton intersection presents an opportunity for development of a specialty restaurant adjacent to Idaho River Sports, and housing along the east side of the 30th Street Extension, where units would have a view of Esther Simplot Park.

## **6. Use Transit as an Added Asset to Attract Development**

Work is underway to build the first phase of a downtown streetcar system, and extending a streetcar line to the Main-Fairview subdistrict as the second phase is being discussed. During the public forums held on the 30th Street Master Plan, citizens expressed a strong desire that the downtown streetcar be extended to the 30th Street neighborhood so a strong connection is made between this neighborhood and downtown Boise. Likewise, plans are moving forward to establish bus rapid transit service on State Street with a stop at State and the 30th Street Extension. This stop would serve the ITD subdistrict and connect it to downtown Boise and points west.

It is important to remember that having transit services available to development opportunity areas does not necessarily guarantee the success of development projects built there. Projects must have market support and be viable on their regardless of the availability of transit services. Office development depends primarily on growth in employment and retail development depends on growth in the customer base. Housing starts depend on population growth and household formation rates, which depend on the job base and socioeconomic trends such as household size, proportion of people who are employed versus retired and whether the Treasure Valley continues to attract jobs and retirees.

The presence of transit is an added asset that makes a development site more attractive in comparison to other options. Having transit services connecting the Main-Fairview and ITD subdistricts to downtown and to the larger transit network differentiates these areas from other development possibilities and will likely attract more of the market than would otherwise come. Transit availability helps shape growth that would happen anyway into the more compact, transit-oriented form that the city is seeking to encourage. As automobile travel becomes more expensive, transit availability will likely become more important to developers' location decisions because the developers' customers will see it as more important. The fundamental fact is that developers, lenders and investors will always need market support for development projects to be successful. By understanding this market reality, the public sector can be more realistic in its expectations for the impact of the transit on development activity.

## **7. Anticipate Evolution: Create Tools that Assure Quality Development**

Cities are in a constant state of change. Neighborhoods, depending upon their location in a city, may be relatively immune to significant change or may be directly in the path of forces bringing transformation. The 30th Street neighborhood is ripe for rapid evolution. In the short term, construction of the 30th Street Extension will shift traffic patterns and make the neighborhood south of State Street much more visible. Development of the Esther Simplot Park will create a destination in the area that will bring more visitors and acquaint them with a neighborhood that is close to the Boise River corridor and close to downtown. Longer term, the significant supply of vacant and underdeveloped land in the area provides a way for the market place to satisfy a desire to live and work close to these amenities and to shorten commute distances. If the redevelopment goals for the 30th Street area are achieved, the area will offer premiere urban activity centers that offer a sustainable and satisfying lifestyle. It will attract a significant amount of new development and become a regional destination, which in turn will attract more investment and more development.

For these reasons, change is likely to happen in the 30th Street area. The planning process that produced this master plan recognized that it is important to guide change. Guiding change requires rules. The City of Boise is ultimately the sponsor of the 30th Street Master Plan and is responsible for the regulatory framework that governs development in this area. The comprehensive plan and zoning ordinance must be revised to implement the 30th Street master plan. New mixed use zoning categories are needed to achieve the type and intensity of development desired, and design guidelines are needed to set a high standard for building design



and materials. A major revision to the city's zoning ordinance is underway as part of the Blueprint Boise project, and design guidelines are being developed. By setting the bar high from the outset, the city will create an environment where developers must strive for design excellence to be competitive in the marketplace.

Successful developers understand the benefit of good controls. They understand that building in a community where the rules are clear, the process is fair, and the standards are high all contribute to sound investment. The City and the neighborhood should not expect or accept anything less than quality development. The regulatory process should quickly sort out those developers and builders who are willing to be part of the success and honor the City and neighborhood desires for positive and meaningful change.

## **8. Demonstrate Leadership**

A key factor in any master plan's successful implementation is leadership. Committed leadership is needed at a variety of levels starting with the Mayor's Office and City Council and including City departments, various public agencies that contribute to change or are responsible for capital investments such as ACHD, ITD, VRT and CCDC and community stakeholders.

Leadership means championing the master plan's vision and goals, working for positive change in keeping with the vision and goals; encouraging the neighborhood, developers and investors to become partners in implementing the plan; supporting the process with strong but fair policies and regulations; committing public capital and creating incentives to encourage investment; and streamlining the review process when developers meet plan goals and propose quality projects.

Transforming a neighborhood is hard work. It requires a solid vision, a good plan and substantial financial resources. However, those ingredients will not be enough to change the area unless a group of people decide to hold themselves accountable for implementing the vision and using scarce resources intelligently. Here is what community leadership could do:

- Share a common objective to make 30th Street redevelopment a success, and be accountable for both the successes and the failures.
- Create and enforce a timeline for achieving both small and large objectives of this plan.
- Communicate the goals of the master plan to property owners, developers and the investment community and work to gain their commitment to these goals.
- Provide funding and support partnerships to advance development of the 30th Street Extension and the Esther Simplot and River Recreation parks.
- Agree to make changes in their own organizations, policies and regulations to make implementation of master plan goals easier, and to make certain these changes occur.
- Continue the current work to build community pride, identity and cohesion.

Leadership needs to be exercised not only at the community level but also in the day-to-day management of the implementation program for the 30th Street area. In every successful project of this type, there is always someone whose job it is to make things happen. This is traditionally a government position, though sometimes it is a role performed by a property owner, developer or citizen activist. The City can demonstrate its commitment to a revitalized 30th Street planning area by identifying and supporting an advocate for the 30th Street master plan and its implementation.

## **Specific Initiatives & Redevelopment Tools**

The community's vision for the 30th Street planning area will be most successful if implemented through a variety of actions specifically designed and customized to achieve success in each subdistrict described in the master plan. It must be recognized that the collection of strategies, tools, and incentives used to redevelop the Main-Fairview subdistrict and ITD subdistrict may not be appropriate for either the neighborhood commercial center at 27th and Stewart or the specialty commercial and residential area proposed between Pleasanton and Regan on the 30th Street Extension.

This section identifies initiatives and redevelopment tools that can be used separately or in combination in order to move the 30th Street plan forward.

### **9. Strengthen Community Ties through Arts, Culture, History & Public Spaces**

A key goal of this plan is to vigorously celebrate arts, culture and history in the 30th Street area through holding events and workshops, attracting galleries and artist studios and creating cultural facilities, to use arts and culture to create identity and a sense of community in the 30th Street area and to stimulate its economic revitalization.

Possibilities abound in the 30th Street area for the arts, culture and history to play an important role in creating identity, bringing diverse people together and strengthening the sense of community. Neighborhood leaders have noted that the 30th Street area is home to many immigrant families who have come to Boise from around the world. They want to find ways to celebrate this cultural diversity including the possibility of building a multicultural center offering events and activities that would draw people from the Boise community and the region. Cultural events provide a meeting ground for neighborhood residents and business owners, establish shared experiences and traditions and strengthen neighborhood cohesion.

A thriving arts scene is also an important economic development generator in addition to the intrinsic benefits the arts provide the community.<sup>11</sup> Communities with a rich variety of arts and cultural offerings are viewed as livable, attractive communities—they draw business investment, a skilled workforce, tourism and convention activity, and people looking to relocate or retire. Cultural facilities often serve as catalysts in efforts to revitalize downtowns and first ring neighborhoods such as the 30th Street area. In areas that have been left behind by economic shifts—like the warehouse districts in downtown Boise or in Garden City—artists and arts organizations have been early pioneers in efforts to transform them into vibrant new places.

The Main-Fairview subdistrict, with its abundant supply of vacant and underutilized land, its proximity to the Boise River corridor and Esther Simplot Park, and ready access to the region offers an excellent setting for cultural events and facilities. The preferred development concept for this subdistrict includes a central square and riverfront parkland, which could incorporate performance spaces. Offering arts and cultural events would bring visitors to this area, and would make the area more attractive as a place to live and work. People activity creates market support for the preferred development concept and the desired mix of uses—retail, restaurants, lodging, offices and housing.

### **10. Align Plans, Regulations & Review Procedures**

Zoning is on the key tools for implementing any long-range plan for development. In the City of Boise, the comprehensive plan and plans adopted by reference to be a part of the comprehensive plan establish a vision and desired direction for the long-term growth of the community. This direction is expressed in goals, objectives and guidelines. The Boise City Zoning Ordinance actually regulates how property owners can use their property. It also includes criteria that are applied when a property owner or developer requests approval for a development proposal. One of these criteria is usually whether or not the proposal is consistent with the comprehensive plan.

Taking steps so the comprehensive plan, the zoning ordinance and the 30th Street Master Plan are in basic agreement regarding the types of development permitted in the 30th Street planning area, and what goals and objectives should be met by development projects proposed for this area is important to successful implementation of the master plan. It is also important for the City Council to adopt the 30th Street Master Plan as a part of the comprehensive plan so it will become part of the criteria used in making decisions on development projects.

In anticipation of this master plan being adopted as part of the comprehensive plan, the following elements are hereby identified as capturing the essence of this plan and as such should be used in the review of development projects to determine consistency with the plan:

- Vision and Desired Outcomes Chapter 1
- Key Goals Chapter 1
- Overarching Themes Chapter 3
- Areawide Plans Chapter 4
- General Design & Development Guidelines Chapter 5
- Subdistrict Plans Chapter 5
- Any guidance documents such as an areawide streetscape plan for the 30th Street planning area called for in the Implementation Matrix and duly adopted by the City Council.

## 11. Prepare Capital Investment Plan

The 30th Street Master Plan envisions an ambitious program of capital investments such the Esther Simplot Park, 30th Street Extension, land acquisition, public plazas and parks, street reconstruction and streetscapes. These projects require significant resources and forward planning. A capital investment plan (CIP) is tool used by public agencies to systematically project future revenues and expenditure and schedule future capital projects for five to ten years in the future. The first year of the planning period becomes part of the agency’s adopted budget. Capital projects have been allocated funds in the budget and there is a high likelihood that they will be implemented. The remaining years constitute a plan (not a budget or binding commitemnt). Each succeeding year, revenue and expenditure projects ae updated and the CIP is adjusted as needed before the upcoming year is advanced in the agency’s adopted budget and a new year is added to the end of the planning period.<sup>33</sup>

It should be noted that a CIP does not guarantee that all of these projects will be done. Over time, the resources available and the costs for projects may be more or less than the projections. The CIP is usually

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<sup>33</sup> Preparing a capital investment is also a prerequisite for forming an urban renewal district. Idaho State Code requires that a economic feasibility study be done which shows:

- Assumptions about the amount, type and timing of development that would occur during the planning period. Development assumptions are used to estimate the amoutn of property tax that would flow to the urban renewal agency from the urban renewal district.
- Estimates of other likely sources of funding.
- Cost estimates for potential projects the urban renewal agency would undertake to revitalize the district. These projects are intended to be catalysts that will trigger private investment in the district.

The purpose of the economic feasibility study is to show how the funds will be used and whether sufficient funds will be available to pay for the proposed projects.

reviewed and adjusted each year. The Implementation Matrix includes preparing a 10-year capital investment plan for the 30th Street area which would be updated each year. The CIP can keep attention focused on capital projects that need to be funded in the 30th Street area and to track progress toward implementing the master plan.

## **12. Form an Urban Renewal District**

One of the options available to Boise City is to form an urban renewal district and revenue allocation area for part or all of the master plan area.<sup>34</sup> Forming an urban renewal district and revenue allocation area gives access to tools not otherwise available. The most significant one is capturing the property taxes generated by increases in property value for reinvestment in the district, most often referred to as tax increment. These funds can be used for public improvements such as streets, sidewalks, streetscape, utilities, parks, plazas and parking facilities. They can also be used for land acquisition and disposition with the ability to contribute some or all of the land cost to development project as part of a public-private partnership if certain Idaho State Code criteria are met. The amount produced by revenue allocation is modest during the early years of an urban renewal district and more substantial in the later years.

The initial step in forming an urban renewal district is to determine if the planning area meets at least one of the criteria in State Code as a deteriorated or deteriorating area in State Code. These criteria include lack of or deteriorated infrastructure, defective or inadequate street layout, faulty lot layouts, deteriorating buildings and conditions that impair sound growth or retard provision of adequate housing. If the city council certifies that one or more of these conditions are present, an urban renewal plan and financial plan for reinvestment and revitalization would need to be prepared and adopted by the city council. The financial plan would include anticipated public improvements. As the City's urban renewal agency, CCDC has prepared these plans for the three existing urban renewal districts, and would most likely prepare an urban renewal plan for the 30th Street planning area. The work done in preparing the 30th Street master plan would be the foundation of the urban renewal plan. Once the urban renewal district and revenue allocation area were formed, CCDC would be the primary implementing agency for the urban renewal program.

Boise City and CCDC would need to assess if CCDC could undertake an urban renewal program and provide a project manager in the 30th Street planning area with its existing staff, or if additional staff resources would need to be added. The two agencies would need to develop a game plan for funding the start-up costs of a new district during the period when revenue allocation funds are modest. If an urban renewal district were formed, there may be a series of projects that involve City-CCDC teams with an identified project manager from each agency, projects managed by CCDC where a City liaison, projects where CCDC operates independently or a combination of these approaches.

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<sup>34</sup> Idaho State Code limits the term of an urban renewal district to 24 years. It would be inadvisable to form a district where there is a high degree of uncertainty when redevelopment activities might begin. Much of the district's term could be spent in inactivity. When a new urban renewal district is formed, Idaho State Code limits the collective base property value contained in any existing urban renewal districts and the new proposed district to no more than 10% of the total assessed value of the municipality in which the districts are located. The size of each successive urban renewal district should be as compact as possible to preserve the ability to form future urban renewal districts should they be needed. In addition, how the urban renewal district boundary is drawn affects, to some degree, potential revenues and demands for resources. Evaluating the list of potential urban renewal projects to determine their relative priority and their costs, and defining the district so the prospects are good for generating sufficient resources to accomplish higher priority projects without taking on excessive costs for lower priority projects, increases the likelihood that the most important goals will be accomplished.

### 13. Implement a Comprehensive Parking Strategy

A key issue affecting both current prospects and future potential for redevelopment is parking. At present, all development within the 30th Street planning area is required to provide parking at the customary ratios in the city's zoning ordinance. The ordinance requires that parking be provided on site but allows for off-site parking to satisfy these requirements, and for parking reductions if approved by the Planning & Zoning Commission. The city has created parking overlay districts which reduce or eliminate parking requirements for private development where public parking facilities are available or where they serve an economic development purpose. There are no parking overlay districts in place in the 30th Street area at this time.

The requirement to provide on-site parking affects the economics of private development projects and the densities that can be achieved. Depending on the location of the project, parking may or may not be essential to the project's success. People need transportation to make connections between residences, workplaces, shopping and other services and activities. When projects are located in a more suburban or rural setting, driving is often the only transportation option. When projects are located in mixed use urban centers where land uses are located close together and walking, bicycling and transit are practical transportation alternatives, people are able to meet most of their daily needs without driving. Land use patterns and the range of transportation available affect whether people have to use cars or have other options. Parking is only needed when people use automobiles for transportation.

This master plan includes development targets for the 30th Street planning over the next 25 years: 382,000 square feet of commercial space, 550,000 square feet of office space, 1,295-1,825 new housing units and 250 hotel rooms. It calls for significant intensification of uses in the Main-Fairview and ITD subdistricts. These targets raise the issue of how much additional parking will be needed and how it will be supplied. The master plan estimates that 4,100-5,050 parking spaces are needed to support these two activity centers. The parking ratios used to generate these estimates assume that parking demand will be lower in these mixed use centers than current parking requirements.

This section outlines recommended steps for implementing the Parking Plan in Chapter 4. Successfully implementing these steps requires a comprehensive approach to parking by property owners, developers, business owners and government agencies and a willingness to work together.

- **Minimize the amount of parking needed, and maximize its utilization.**
  - **Create places with a well-integrated mix of land uses and multimodal transportation options.**

The need for parking is reduced when uses needed by people on a daily basis are located close together, and they can rely more on transit, bicycling and walking than on driving to meet these needs. When uses are segregated and separated by distance, cars are often the only practical way for people to meet their everyday needs. In mixed use environments, driving and parking demand go down because people can leave their cars at home or park once and walk, bike or ride transit to multiple destinations as they go about their daily activities. Uses that have offsetting hours can share parking.

- **Increase utilization of existing parking facilities to reduce the need to build new facilities.**

Survey existing parking resources—both public and private—on a regular basis to measure utilization and work with parking suppliers to increase utilization. Establish an information exchange between landlords, property managers, business owners and parking operators on who needs parking and who has parking available. Develop a shared parking pool. Eliminate assigned parking spaces in employee parking lots and use “oversell” capacity to boost utilization.



- **Treat parking as a shared resource.**

Manage parking in each of the development opportunity areas as a shared resource to maximize the use of existing parking resources and lessen the demand for and expense of building new parking facilities. It will take willingness to think about parking in a new way and to enter into cooperative agreements to put this approach into operation. Work with e to make private parking available after hours for public use.

- **Reduce parking demand.**

Parking demand management reduces the amount of parking spaces needed by offering people alternatives to driving. These strategies could include employer incentives to encourage employees to carpool, use transit, bicycle or walk to work. Staggering work hours or shifts so that parking spaces each space is usually full. Improving transit service would encourage people to use this alternative.

- **Create an effective combination of on-street, surface and structured parking.**

- **Develop an overall parking plan for the ITD and Main-Fairview subdistricts.**

Work with a consortium of property owners, developers, and public agencies to develop strategies for sharing parking resources in the development opportunity areas. Develop innovative ways to finance construction of parking facilities through private-private, public-private and public-public partnerships.

- **Develop parking ratios for the 30<sup>th</sup> Street Planning Area**

Develop parking ratios for mixed use, pedestrian oriented urban centers that recognize the unique parking demand characteristics in these areas and incorporate these ratios into the Boise City Zoning Ordinance.

- **Establish parking overlay districts.**

Utilize parking overlay districts in the development opportunity sites to stimulate economic development. Establish a parking overlay district for the service area of any public parking garage.

- **Encourage property owners to phase out surface parking lots.**

Develop strategies to encourage property owners and developers to replace surface parking lots with parking structures, or to phase out the use of surface parking lots when other parking alternatives become available.

- **Use parking garages as catalysts for economic development.**

Recognize the economic development impact of parking garages in locating and designing these facilities. Utilize public parking garages to stimulate private investment.

- **Emphasize quality in the design of parking facilities.**

Parking facilities have an impact on the aesthetics of their surroundings. Establish design guidelines for surface parking lots and parking structures so they make a positive contribution to the urban fabric. In preparing these guidelines, follow the objectives outlined in Chapter 4.3: Parking Plan.

## 14. Foster Collaboration and Cooperation between Property Owners

The map of property ownership clearly shows that the 30th Street planning area is comprised of many small sized parcels held by different owners (see Figure 66). Few parcels of land within the area are large enough to affect the types of development described as desirable in the community's vision. To achieve the Master Plan vision a and secure the critical mass of development needed for financial success in the current development markets, property owners will need to collaborate on redevelopment efforts.



**PROPERTIES ONE ACRE OR MORE IN SIZE**  
Properties either one parcel or multiple parcels in common ownership.

The ability to achieve the mix of uses, urban forms and densities desired within the master plan eases when parcel sizes reach a certain threshold. Larger rather than smaller parcels also make it easier to address parking needs and to supply parking in structures rather than surface parking lots. The city and CCDC, if an urban renewal district is formed, can encourage collaboration and land assembly in several ways. Letting property

owners and developers know that there is a master plan for the area promotes big picture thinking. The plan can be used as a marketing and motivational tool to inspire people to design projects with larger overall goals in mind rather than focusing only on individual goals. In addition CCDC has made it a practice to encourage property owners to talk with each other. Facilitating these conversations often leads to collaboration and public-private or private-private partnerships as people see the benefits of working together. The public sector can bring residents, property owners, developers, investors and other stakeholders together and work to create an environment in which these players will interact in a mutually beneficial manner.

## **15. Create Partnerships**

The City of Boise is ultimately responsible for the implementation of this Plan. The City's Planning & Development Services Department (PDS) is expected to take a lead role in accomplishing the vision and orchestrating the work of a variety of partners to realize the redevelopment objectives that have been identified. As noted above, if an urban renewal district is formed, CCDC would have the primary responsibility for implementing the urban renewal plan within the boundary of the district. This work typically involves advocating for the plan and for development projects that carry the plan forward, development partnerships, building public improvements like streets and streetscape, plazas and parks, parking facilities, utility undergrounding, seeking grant funding and recommending ordinance changes. It is likely that the district will be smaller than the planning area used for the 30th Street master plan and that the City of Boise and CCDC would work in partnership to implement the master plan.

Various city departments including the Parks & Recreation Department, Public Works, Housing and Community Development, Arts and History and Parking Services will also serve important roles. The Parks & Recreation Department will take the lead in establishing a detailed plan and developing the Esther Simplot Park and River Recreation Park and in any issues related to the Boise River Greenbelt. Transportation issues including street design and redesign, construction and operations, access control and driveway consolidation will involve ACHD and ITD. Transit issues such as bus service, bus stops and the possible extension of a streetcar line to the 30th Street area will involve Valley Regional Transit.

ITD will also have a critical role in the implementation of the 30th Street master plan because it owns most of the land in the ITD subdistrict. At present, this agency is aware of the 30th Street master plan but it is unknown at what point ITD would be interested in preparing a master plan and development program for the unused part of the its site, reconfiguring the site, relocating or selling the property. Initiating a dialogue with ITD is identified under Phase One of the implementation program. ITD has expressed a willingness to work with ACHD and the City of Boise to implement the preferred design concept for the 30th Street Extension including the streetscape where this roadway borders ITD's property.

Additional partners and participants in the implementation process should include: the Downtown Boise Association (DBA), Boise Metro Chamber of Commerce (BCC), the Ada County Association of Realtors, Veterans, Sunset and North End Neighborhood Associations, and the Boise Valley Economic Partnership (BVEP). There may also be an opportunity to create new organizations or advisory groups that provide leadership for implementing recommendations for a specific subdistrict.

## **Implementation Phasing Plan**

A recommended phasing strategy has been developed for the key implementation steps outlined above. The recommended phasing is based upon a preliminary critical path analysis, projected availability of funding, and existing development plans. A 20-year implementation timeline with four phases is described below. Specific action steps for each phase are listed in Table 14: Implementation Matrix. When an implementation action in Phase One continues into later phases, it is so noted although the action is listed again under each phase where it is expected to occur. As a result, the implementation matrix serves as a checklist of activities for each phase and can be used to evaluate progress toward implementation of the master plan. The implementation matrix includes an annual review of the recommended action steps for each phase, recognizing that over time adjustments to the actions and their timing will likely be needed. It is difficult if not impossible to predict what will happen over the 24-year life of this master plan and a certain amount of flexibility is needed to adjust redevelopment priorities and programs as circumstances change, i.e. how the plan goals are to be achieved. At the same time, the overall goals and development concepts are expected to remain reasonably stable over time.

### ***Phase One: First Three Years***

The first phase of implementation focuses on creating an organizational structure to carry forward redevelopment initiatives; capital planning and advancing key capital projects; establishing the regulatory framework for new development; evaluating if an urban renewal district should be formed and how city-owned properties could be used as catalysts; and establishing and maintaining contact with property owners, developers and neighborhood residents.

### ***Phase Two: Years Three through Seven***

Phase Two includes completing major capital projects intended as catalysts for private investment; redesigning 27th Street, initiating development of city-owned properties in the Main-Fairview subdistrict, and creating a development strategy for the ITD, Park View and 27th Street Neighborhood Center subdistricts.

### ***Phase Three: Years Eight to Twelve***

Phase 3 focuses on reconstruction of Main and Fairview, extension of the downtown streetcar to the 30th Street area, acceleration of development in the Main-Fairview subdistrict, initial development of the ITD, Park View and 27th Street Neighborhood Center subdistricts and streetscaping improvements to key streets in the neighborhood.

### ***Phase Four: Years Thirteen to Twenty-Four***

Phase 4 anticipates that the work done in Phases 1-3 will trigger a steady stream of private development activity in the development opportunity areas and on infill sites in the 30th Street neighborhoods. Construction of major capital projects and any land assembly should be complete by Phase 4. These activities will likely involve some form of debt financing such as a local improvement district, tax anticipation notes or bonds. Paying back the debt becomes a major focus in Phase 4, leaving fewer resources for projects

30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
<b>PHASE ONE: IMMEDIATE</b>						
	The first phase of implementation focuses on creating an organizational structure to carry forward redevelopment initiatives; capital planning and advancing key capital projects; establishing the regulatory framework for new development; evaluating if an urban renewal district should be formed and how city-owned properties could be used as catalysts; and establishing and maintaining contact with property owners, developers and neighborhood residents. Recommended implementation steps in Phase One are listed below.					
	When an implementation action in Phase One continues into later phases, it is so noted. These continuing actions are again under each phase where it is expected to occur, except for the ones listed under Organizational Structure and Planning & Regulatory Framework (Items 1.1 through 1.12). As a result, this matrix serves as a checklist of activities that are expected to occur in each phase and can be used to evaluate progress toward implementation of the master plan.					
<b>ORGANIZATIONAL STRUCTURE</b>						
1.1	Create an interagency team focused on redevelopment of the 30th Street planning area, including City of Boise, ACHD, ITD, VRT, CCDC, and the Boise City School District. The team should include both policymakers, technical staff, representatives from the planning area and a representative from the arts community. Develop a purpose statement and goals and objectives for the team and identify an individual who will coordinate its work. Use this team to coordinate efforts, maintain momentum and remove barriers to successful redevelopment of the 30th Street planning area.				BC, ACHD, ITD, VRT, CCDC, BCSD, VPNA (3)	
1.2	Using the interagency team, conduct an annual review of the implementation matrix to determine if the action steps and the phasing plan need to be adjusted. Use the results of this review in developing the annual capital investment plan (see Item 1.3).				BC, ACHD, ITD, VRT, CCDC, BCSD, VPNA (3)	
1.3	Using the interagency team, create a long-term capital investment plan for the 30th Street planning area for the four phases of implementation. Each year, establish a five-year capital plan and working capital budget for the upcoming year. Update the long-term and five year capital plan as part of the annual review to respond to availability of funding, location of development activity and investment priorities.				BC, ACHD, ITD, VRT, CCDC, BCSD, VPNA (3)	
1.4	Form a neighborhood assistance team with representatives from city departments that would coordinate on-going city services in the 30th Street planning area such as neighborhood planning, parks and recreation, development review, code enforcement, public safety and parking. Invite the ACHD to participate on the neighborhood assistance team.				BC	
1.5	Work with CCDC to evaluate if an urban renewal district should be formed in part or all of the 30th Street planning area. Identify areas where an urban renewal tools and resources would be beneficial, and proceed with district formation in those areas.				BC, CCDC, VPNA	



30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
<b>PLANNING &amp; REGULATORY FRAMEWORK</b>						
1.6	Incorporate the six Livability Principles defined by the federal Department of Housing and Urban Development in implementing the 30th Street Area Master Plan.					
1.7	Develop mixed use zoning designations that will serve to implement the 30th Street master plan and revise the Boise City Zoning Ordinance to incorporate these designations. Obtain community input on proposed zoning designations. Rezone the development opportunity sites as appropriate.					BC, CCDC
1.8	Develop parking ratios for mixed use, pedestrian oriented urban centers that recognize the unique parking demand characteristics in these areas and incorporate these ratios into the Boise City Zoning Ordinance.					BC, CCDC
1.9	Evaluate if parking overlay districts should be applied in the development opportunity sites.					BC, CCDC
1.10	Work with property owners, developers, neighborhood residents and other stakeholders to create design guidelines for each of the development opportunity areas.					BC, CCDC; ITD; VPNA
1.11	Work with ACHD, property owners, developers and neighborhood residents to develop specific streetscape standards for the streets in the development opportunity areas. Implement them as part of the capital investment plan and as redevelopment occurs. The City of Boise would have to negotiate a cooperative cost-sharing agreement to address acquiring rights-of-way or easements and for improvements beyond the standard ACHD roadway cross section.					BC, CCDC; ACHD; ITD; VPNA
1.12	Utilize the City's project management system to streamline the development process and resolve issues quickly for developers proposing projects that are consistent with the 30th Street master plan.					BC
1.13	Work with the Ada County Highway District, the Boise Independent School District # 25, and the neighborhood to design and implement a "Safe Routes to School" plan for neighborhood schools.					BC, ACHD, ITD, BCSD, VPNA
<b>CREATE A DISTINCTIVE IDENTITY; BRANDING</b>						
1.14	Hire an advertising agency to develop a positive public image and distinctive identity for the 30th Street Area, and create a communication campaign. As development occurs which illustrates the transformation sought by the master plan, bring these changes to the attention of the press and community.					BC, CCDC, VPNA
1.15	Mark the intersections at State and Rose and at Fairview Avenue and the Boise River as gateways to downtown. Create a design plan for these gateways which utilizes public art, water features, monuments and signage, public open space and/or distinctive buildings to frame these gateways and create a sense of arrival. Work with community representatives in developing the design plan for the gateways.					BC, CCDC, VPNA
1.16	Evaluate how signage could be used to clearly marks the transition from the surrounding area to the 30th Street planning area, and the transition from the arterial corridors to the 30th Street neighborhoods. Work with community representatives in developing the signage plan for neighborhood entrances.					BC, CCDC, VPNA

30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
<b>INVEST IN CAPITAL PROJECTS</b>						
1.17	Complete planning and design for the Esther Simplot Park. Coordinate the park design with the development program for the Park View subdistrict. Develop a budget and funding plan for its construction.					BC, CCDC, VPNA
1.18	Work with River Recreation Park community group to secure resources for construction of this park.					BC
1.19	Complete planning, design and right-of-way acquisition for the 30th Street Extension.					BC, ACHD, VPNA
1.2	Obtain agreement between City of Boise and ACHD on street sections for Main Street, Fairview Avenue and 27 <sup>th</sup> Street, and determine if right-of-way or easements are needed to implement these street sections. Coordinate building setbacks with street section dimensions. (See Table 2 and Figures 25-32 for preferred street sections and plan views for 30th Street Extension. See Table 3 and Figures 32, 34 and 36 for preferred street sections and plan views of desired improvements on Main and Fairview. See Table 4 and Figures 38, 39 and 40 for preferred street sections and plan views of desired improvements on 27th Street and Stewart Avenue.)					BC, ACHD, CCDC
1.21	Identify improvements needed to storm drain and flood control systems in the 30th Street planning area to reduce flood hazards to an acceptable level of risk.					BC, ACHD, CCDC
<b>DEVELOP SUBDISTRICTS; DEVELOPMENT PROGRAMS</b>						
1.22	Conduct a series of interviews with key property owners in each of the development opportunity sites to acquaint them with the master plan, identify property owner goals, possibilities for land assembly and development, and barriers to development. Continue this conversation throughout the redevelopment process.					BC, CCDC
1.23	Identify where land assembly, land acquisition and/or development partnerships would help implement the development concept for each subdistrict. Initiate conversations with property owners to determine their level of interest in selling property, land assembly and/or development.					BC, CCDC
1.24	Work with CCDC to identify potential development partners and a development program for city-owned properties. Consult with developers, other experts and community representatives to test development program ideas.					BC, CCDC; VPNA
1.25	Work with the Boise City/Ada County Housing Authority to develop affordable and workforce housing units and/or other community assets on the acreage they own near Moore Street.					BC, HA, VPNA

30TH STREET AREA MASTER PLAN									
TABLE 14: IMPLEMENTATION MATRIX									
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)			
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24				
1.26	Develop strategies for making development of workforce housing units and housing affordable across a range of incomes feasible especially in the Main-Fairview and ITD subdistricts. Implement these strategies to assure that a broad range of housing options are available as redevelopment occurs.					BC, CCDC, IHFA, HA, BCHC, NHS			
1.27	Work with a consortium of property owners, developers and public agencies to develop strategies for sharing parking resources in the development opportunity areas. Develop innovative ways to finance construction of parking facilities through private-private, public-private and public-public partnerships.					BC, CCDC			
1.28	Conduct a development selection process for one or more development projects on city-owned land in the Main-Fairview subdistrict. Work with these development partners and the neighborhood association to create an overall strategy for how to supply and manage parking for these projects.					BC, CCDC, VPNA			
1.29	Initiate conversations with ITD regarding future plans for the ITD site and possible development strategies and timing.					BC, CCDC, ITD			
1.3	Complete property transfers between ITD, ACHD and the City of Boise to establish buildable parcels along the 30th Street Extension.					BC, ACHD, ITD			
1.31	In cooperation with ACHD, develop an access management/driveway consolidation plan for the development opportunity areas.					BC, ACHD, CCDC			
1.32	Apply for federal and state grants to provide resources to inventory brownfield sites and implement remediation programs so land is returned to productive use.					BC, CCDC			
<b>FOCUS ON NEIGHBORHOODS</b>									
1.33	Work with the VPNA to develop design guidelines for neighborhood revitalization. Incorporate guidelines into Boise City's design review process as appropriate.					BC, CCDC, VPNA			
1.34	Monitor infill development in the 30th Street neighborhoods to assure that it is compatible with the neighborhoods' existing character. Work with community representatives to revise the design guidelines for infill development if needed to address compatibility issues.					BC, CCDC, VPNA			
1.35	Publicize the City's street tree planting program and encourage property owners to plant trees along neighborhood streets in the 30th Street area.	BC, CCDC							
1.36	In cooperation with neighborhood associations, initiate a code enforcement education program to encourage property owners to abate nuisances and participate in paint-up, fix-up programs. Conduct periodic neighborhood clean-up campaigns. Make grants and loans available to homeowners to fix property conditions that threaten health or safety. Work to remove problems with property conditions so the overall health of the neighborhood is preserved.	BC, CCDC, VPNA							
1.37	Stay in communication with residents and property owners so they are well-informed as redevelopment proceeds.	BC, CCDC							
<b>See also 1.15, 1.16, 1.17, 1.18 and 1.25 above.</b>									

30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
<b>PHASE TWO SHORT TERM</b>						
	Phase Two includes completing major capital projects intended as catalysts for private investment; redesigning 27th Street, initiating development of city-owned properties in the Main-Fairview subdistrict, and creating a development strategy for the ITD, Park View and 27th Street Neighborhood Center subdistricts. Recommended implementation steps for Phase Two are listed below.					
<b>CREATE A DISTINCTIVE IDENTITY; BRANDING</b>						
2.1	Continue working with an advertising agency to develop a positive public image and distinctive identity for the 30th Street Area, and create a communication campaign. Develop branding ideas for the Main-Fairview and ITD subdistricts. Work with developers on how to use these ideas in their marketing of new development projects.					BC, CCDC
2.2	Implement the design plan for marking the gateways on State and Rose and on Fairview at the Boise River.					BC, CCDC
2.3	Implement a signage plan for marking the transition from the surrounding area to the 30th Street planning area, and the transition from the arterial corridors to the 30th Street neighborhoods.					BC, CCDC
<b>INVEST IN CAPITAL PROJECTS</b>						
2.4	Complete construction of 30 <sup>th</sup> Street Extension, Esther Simplot Park and the River Recreation Park. (See Table 2 and Figures 25-32 for preferred street sections and plan views for 30th Street Extension.) Underground utilities adjacent to the right-of-way as part of street construction.					BC, ACHD, CCDC
2.5	Obtain land for and improve a central public space and additional urban open spaces in the Main-Fairview subdistrict.					BC, CCDC
2.6	Obtain land for and improve a public space in the 27th Street Neighborhood Center subdistrict.					BC, CCDC
2.7	As part of the 30th Street Extension construction, work with ACHD to install a pedestrian activated signal at Pleasanton / 30th Street Extension intersection to assure pedestrian and bicycle access from the neighborhood to the Esther Simplot Park and Boise River Greenbelt. (Included in 30th Street Extension Final Design Plans 2011)					BC, ACHD
2.8	Work with ACHD to prepare final redesign and streetscape plans for Main and Fairview. Determine which improvements will be completed upfront by the City of Boise, ACHD or others and how they will be funded; and which improvements will be built as part of the redevelopment of adjacent parcels. (See Table 3 and Figures 32, 34 and 36 for preferred street sections and plan views of desired improvements on Main and Fairview.) Underground utilities as part of the street reconstruction.					BC, ACHD, CCDC
2.9	Restripe 27 <sup>th</sup> Street from four lanes to two lanes and add bicycle lanes between State Street and the Main-Fairview Couplet. Reconstruct the curb line and obtain easements between Stewart and Pleasanton to also add parking lanes and streetscape. (See Table 4 and Figures 38, 39 and 40 for preferred street sections and plan views of desired improvements on 27th Street.) Underground utilities as part of the street reconstruction.					BC, ACHD, CCDC

30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
2.10	Reconstruct Stewart Street from 27th Street to 29th Street to add parking lanes and streetscape. (See Table 4 and Figure 40 for desired improvements on Stewart Avenue.) Underground utilities as part of the street reconstruction.					BC, ACHD, CCDC
2.11	Work with VRT, CCDC and ACHD to select a route, conduct preliminary engineering and estimate costs for extending the downtown streetcar to the 30th Street area. Develop a funding strategy for building this extension.					BC, ACHD, VRT, CCDC, COMPASS
2.12	Work with VRT, ACHD, ITD and other transportation partners to implement bus rapid transit on State Street.					BC, ACHD, ITD, VRT
2.13	Identify the key streets that create a pedestrian and bicycle network through the 30th Street neighborhoods. Develop a streetscape plan that will make these streets memorable and enhance the image of the 30th Street area. Give attention to closing gaps in the sidewalk system as part of this plan.					BC, ACHD, CCDC
2.14	Work with ACHD to install signage marking the bicycle routes shown on Figure 46.					BC, ACHD
2.15	Work with ACHD to develop an area wide storm drainage and flood control plan for each subdistrict as redevelopment the subdistrict commences. Implement the storm drainage and flood control plan through the capital investment plan and as redevelopment occurs.					BC, ACHD, CCDC
2.16	Work with Idaho Power to consolidate the two existing transmission lines in the 30th Street area into one larger transmission line.					BC, CCDC
<b>DEVELOP SUBDISTRICTS: DEVELOPMENT PROGRAMS</b>						
2.17	Continue conversations with key property owners in each of the development opportunity sites to acquaint them with the master plan, identify property owner goals, possibilities for land assembly and development, and barriers to development. Continue this conversation throughout the redevelopment process.					BC, CCDC
2.18	Identify where land assembly, land acquisition and/or development partnerships would help implement the development concept for each subdistrict. Initiate conversations with property owners to determine their level of interest in selling property, land assembly and/or development.					BC, CCDC
2.19	Work with ITD and potential development partners to create a specific master plan and development program for the ITD subdistrict. Give particular attention to using the waterfront as an asset and creating a prominent connection between State Street and the waterfront.					BC, ITD, CCDC
2.2	Work with property owners, potential development partners and the neighborhood association to create a development strategy for the Park View and 27th Street Neighborhood Center subdistricts. Identify what is needed to prompt the first development projects in these areas.					
2.21	Work with the Boise City/Ada County Housing Authority to develop affordable and workforce housing units and/or other community assets on the acreage they own near Moore Street.					BC, BCACH, IHFA, BDHC



30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
2.22	Develop strategies for making development of workforce housing units and housing affordable across a range of incomes feasible especially in the Main-Fairview and ITD subdistricts. Implement these strategies to assure that a broad range of housing options are available as redevelopment occurs.					BD, CCDC, IHFA, HA, BCHC, NHS
2.23	Work with a consortium of property owners, developers and public agencies to develop strategies for sharing parking resources in the development opportunity areas. Develop innovative ways to finance construction of parking facilities through private-private, public-private and public-public partnerships.					BC, CCDC
2.24	Work with owners of existing private parking lots to make them available on off-hours to stretch parking resources.					BC, CCDC
2.25	Develop strategies to encourage property owners and developers to replace parking lots with parking structures, or to phase out the use of surface parking lots when other parking alternatives become available.					BC, CCDC
2.26	In cooperation with ACHD, implement the access management/driveway consolidation plan as development occurs in the subdistricts.					BC, ACHD, CCDC
2.27	Apply for federal and state grants to provide resources to inventory brownfield sites and implement remediation programs so land is returned to productive use.					BC, EPA, DEQ, CCDC
<b>FOCUS ON NEIGHBORHOODS</b>						
2.28	Monitor infill development in the 30th Street neighborhoods to assure that it is compatible with the neighborhoods' existing character. Work with community representatives to revise the design guidelines for infill development if needed to address compatibility issues.					BC, CCDC; VPNA
2.29	Publicize the City's street tree planting program and encourage property owners to plant trees along neighborhood streets in the 30th Street area.					BC, CCDC
2.30	Apply for federal and state grants to provide resources to inventory brownfield sites and implement remediation programs so land is returned to productive use.					BC, EPA, DEQ, CCDC
2.31	Continue the code enforcement education and other related programs to improve property condition in the 30th Street area.					BC, CCDC
2.32	Stay in communication with residents and property owners so they are well-informed as redevelopment proceeds.					BC, CCDC, VPNA
	<b>See also 2.3, 2.4, 2.6, 2.7, 2.9, 2.10, 2.13 and 2.18 above.</b>					

30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
<b>PHASE THREE: MEDIUM TERM</b>						
	Phase Three focuses on reconstruction of Main and Fairview, extension of the downtown streetcar to the 30th Street area, acceleration of development in the Main-Fairview subdistrict, initial development of the ITD, Park View and 27th Street Neighborhood Center subdistricts and streetscape improvements to key streets in the neighborhood. Recommended implementation steps for Phase Three are listed below.					
<b>CREATE A DISTINCTIVE IDENTITY; BRANDING</b>						
3.1	Continue working with an advertising agency to develop a positive public image and distinctive identity for the 30th Street Area, and create a communication campaign. Develop branding ideas for the Main-Fairview and ITD subdistricts. Work with developers on how to use these ideas in their marketing of new development projects.				BC, CCDC, VPNA	
3.2	Implement the design plan for marking the gateways on State and Rose and on Fairview at the Boise River.				BC, CCDC	
3.3	Implement the signage plan for marking the transition from the surrounding area to the 30th Street planning area, and the transition from the arterial corridors to the 30th Street neighborhoods.				BC, CCDC	
<b>INVEST IN CAPITAL PROJECTS</b>						
3.4	Obtain land for and improve a series of public spaces in the ITD subdistrict.				BC, ITD, CCDC	
3.5	Work with ACHD to reconstruct Main and Fairview to reduce the number of travel lanes from four to three lanes and to add bicycle and parking lanes. Underground utilities and install streetscape as part of the street reconstruction. (See Table 3 and Figures 32, 34 and 36 for preferred street sections and plan views of desired improvements on Main and Fairview.) Underground utilities as part of street reconstruction.				BC, ACHD, CCDC	
3.6	Build the downtown streetcar extension to the 30th Street area.				BC, ACHD, VRT, CCDC	
3.7	Work with VRT to maintain and improve bus service in the 30th Street area, including local bus stops on regional lines that use State, Main, Fairview and the 30th Street Extension when it is built.				BC, ACHD, VRT	
3.8	Secure funding for and initiate implementation of the streetscape plan in the 30th Street neighborhoods.				BC, ACHD, CCDC	
<b>DEVELOP SUBDISTRICTS; DEVELOPMENT PROGRAMS</b>						

30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
3.9	Continue conversations with key property owners in each of the development opportunity sites to acquaint them with the master plan, identify property owner goals, possibilities for land assembly and development, and barriers to development.					BC, CCDC
3.10	Continue to look for opportunities to assemble land and/or enter into development partnerships to support redevelopment of the 30 <sup>th</sup> Street area .					BC, CCDC
3.11	Work with the Boise City/Ada County Housing Authority to develop affordable and workforce housing units and/or other community assets on the acreage they own near Moore Street.					
3.12	Focus on attracting developers interested in building transit-oriented development in the Main-Fairview and ITD subdistricts. Use transit stops as catalysts for private development.					BC, VRT, CCDC
3.13	In cooperation with ITD, conduct a developer selection process for one or more development projects on ITD-owned land. Work with these development partners to create an overall strategy for how to supply and manage parking for these projects.					BC, ITD, CCDC
3.14	Develop strategies for making development of workforce housing units and housing across a range of incomes feasible especially in the Main-Fairview and ITD subdistricts. Implement these strategies to assure that a broad range of housing options are available as redevelopment occurs.					BC, CCDC, IHFA, HA, BCHC, NHS
3.15	Work with a consortium of property owners, developers and public agencies to develop strategies for sharing parking resources in the development opportunity areas. Develop innovative ways to finance construction of parking facilities through private-private, public-private and public-public partnerships.					BC, CCDC
3.16	Work with owners of existing private parking lots to make them available on off-hours to stretch parking resources.					BC, CCDC
3.17	Develop strategies to encourage property owners and developers to replace parking lots with parking structures, or to phase out the use of surface parking lots when other parking alternatives become available.					BC, CCDC
3.18	In cooperation with ACHD, implement the access management/driveway consolidation plan as development occurs in the subdistricts.					BC, ACHD, CCDC
<b>FOCUS ON NEIGHBORHOODS</b>						
3.19	Monitor infill development in the 30th Street neighborhoods to assure that it is compatible with the neighborhoods' existing character. Work with community representatives to revise the design guidelines for infill development if needed to address compatibility issues.					BC, CCDC; VPNA
3.2	Publicize the City's street tree planting program and encourage property owners to plant trees along neighborhood streets in the 30th Street area.					BC, ACHD, CCDC
3.21	Apply for federal and state grants to provide resources to inventory brownfield sites and implement remediation programs so land is returned to productive use.					BC, EPA, DEQ, CCDC
3.22	Continue the code enforcement education and other related programs to improve property condition in the 30th Street area.					BC, CCDC

30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
	Stay in communication with residents and property owners so they are well-informed as redevelopment proceeds.					BC. CCDC
	See also 3.3, 3.9, 3.10, and 3.14 above.					

30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
<b>PHASE FOUR: LONG TERM</b>						
	Phase Four anticipates that the work done in Phases 1-3 will trigger a steady stream of private development activity in the development opportunity areas and on infill sites in the 30th Street neighborhoods. Construction of major capital projects and any land assembly should be complete by Phase Four. These activities will likely involve some form of debt financing such as local improvement districts, tax anticipation notes or bonds issued by the redevelopment agency (CCDC). Paying back the debt becomes a major focus in Phase Four, leaving fewer resources for projects. Recommended implementation steps for Phase Four are listed below.					
<b>ORGANIZATIONAL STRUCTURE</b>						
4.1	Develop an exit strategy for any urban renewal district formed in the 30th Street area at least five years prior to its expiration date. The exit strategy should address disposition and continuing maintenance of any capital projects which will continue under public ownership.					BC, ACHD, CCDC
<b>CAPITAL INVESTMENTS</b>						
4.2	Complete implementation of the streetscape plan for the 30 <sup>th</sup> Street neighborhoods.					BC, ACHD, CCDC
<b>DEVELOPMENT IN SUBDISTRICTS &amp; ON INFILL SITES</b>						
4.3	Continue conversations with key property owners in each of the development opportunity sites to acquaint them with the master plan, identify property owner goals, possibilities for land assembly and development, and barriers to development.					BC, CCDC
4.4	Support private redevelopment in the development opportunity sites and on infill sites in the neighborhoods. Evaluate on a continuing basis whether assistance is needed, what type of assistance would be most effective and what resources are available.					BC, CCDC
4.5	Continue to work with the Boise City/Ada County Housing Authority to develop affordable and workforce housing units and/or other community assets on the acreage they own near Moore Street.					BC, BCHC, HA, IHFA
4.6	Develop strategies for making development of workforce housing units and housing affordable across a range of incomes feasible especially in the Main-Fairview and ITD subdistricts. Implement these strategies to assure that a broad range of housing options are available as redevelopment occurs.					BC, CCDC, IHFA, HA, BCHC, NHS
4.7	Work with a consortium with a consortium of property owners, developers and public agencies to develop strategies for sharing parking resources in the development opportunity areas. Develop innovative ways to finance construction of parking facilities through private-private, public-private and public-public partnerships.					BC, CCDC
4.8	Work with owners of existing private parking lots to make them available on off-hours to stretch parking resources.					BC, CCDC



30TH STREET AREA MASTER PLAN						
TABLE 14: IMPLEMENTATION MATRIX						
#	ACTION	PHASE				RESPONSIBLE PARTY (1)(2)
		1 Years 1-3	2 Years 4-8	3 Years 9-13	4 Years 14-24	
4.9	Develop strategies to encourage property owners and developers to replace parking lots with parking structures, or to phase out the use of surface parking lots when other parking alternatives become available.					BC, CCDC
4.1	In cooperation with ACHD, implement the access management/driveway consolidation plan as development occurs in the subdistricts.					BC, CCDC, ACHD
<b>FOCUS ON NEIGHBORHOODS</b>						
4.11	Monitor infill development in the 30th Street neighborhoods to assure that it is compatible with the neighborhoods' existing character. Work with community representatives to revise the design guidelines for infill development if needed to address compatibility issues.					BC, CCDC, VPNA
4.12	Publicize the City's street tree planting program and encourage property owners to plant trees along neighborhood streets in the 30th Street area.					BC, ACHD, CCDC
4.13	Apply for federal and state grants to provide resources to inventory brownfield sites and implement remediation programs so land is returned to productive use.					BC, EPA, DEQ, CCDC
4.14	Continue the code enforcement education and other related programs to improve property condition in the 30th Street area.					
4.15	Stay in communication with residents and property owners so they are well-informed as redevelopment proceeds.					BC, CCDC
<b>See also 4.2 above.</b>						
(1) The abbreviations used in this column stand for the following organizations: BC=Boise City; ACHD=Ada County Highway District; ITD=Idaho Transportation Department; VRT=Valley Regional Transit; CCDC=Capital City Development Corporation (Boise City's redevelopment agency); COMPASS=Community Planning Association of Southwest Idaho; BCSD=Boise City School District; HA=Boise City-Ada County Housing Authority; BHC= Boise City Housing Corporation; IHFA= Idaho Housing & Finance Association; NHS=Neighborhood Housing Services; EPA=US Environmental Protection Agency; DEQ=Idaho Department of Environmental Quality; VPNA=Veterans Park Neighborhood Association.						
(2) Where CCDC is listed as a responsible party, the listing assumes that the Boise City Council has determined that the 30th Street area meets the Idaho State Code for urban renewal activities, has approved an urban renewal district and revenue allocation area and has approved an urban renewal plan for part or all of the 30th Street area . As Boise City's redevelopment agency, CCDC would be responsible for implementing the urban renewal plan within the boundary of the urban district using the tools provided for in Idaho State Code. The 30th Street Area Master Plan would be included as a planning reference document in the urban renewal plan if such a plan is adopted.						
(3) The interagency team is expected to have a core group of people from the agencies and organizations noted , and others as needed for particular issues. The core representatives for the City of Boise are expected to be from the Boise City Mayor's Office and the Planning & Development Services Department. Assistance from other city departments and divisions including Arts & History, Parks & Recreation, Community Forestry, Public Works, Environmental Quality, Housing and Community Development, Code Enforcement, Police, Parking, Finance and Legal will be needed. Representatives from other agencies such as Idaho Housing & Finance Association, Boise City-Ada County Housing Authority and Neighborhood Housing Services on workforce housing issues will be invited to participate.						

## Appendix A

### Charrette Process

In a charrette-style planning process, residents and other stakeholders including business owners, property owners and developers, elected officials and other interested citizens work with a team of planners, architects, landscape architects, graphic designers, and other specialists to create a desired vision and plan for a particular area, in this case the 30th Street planning area. The charrette process has several intrinsic values:

- The time frame for a charrette is short and thus provides for access to a multi-disciplinary group of experts who otherwise might not be able to apply their skills in a longer period of time;
- The approach is highly inclusive and transparent, allowing all participants to collaborate in the planning process;
- The process is very iterative, allowing for the development, testing, revising and refinement of ideas and solutions; and

The outcomes are of high quality design with significant political and public support—there is something for everyone—and thus have support for implementation.

### Phase 1 – Data Collection & Preliminary Analysis

#### *Kick-off*

The first phase of the planning process began on December 15, 2006 with a kick-off meeting including the consultant team and City of Boise-ACHD Steering Committee. The steering committee included representatives from the ACHD, City of Boise, COMPASS, ITD, VRT, and neighborhood representatives. The kick-off meeting provided an opportunity for the committee members to share their thoughts in a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of the planning area. The committee also engaged in a mapping exercise and was given an assignment to visually inventory, with photographs, each of the identified SWOTs.

#### *Data Collection*

During this first phase of work, data were collected from a variety of agencies including but not limited to the ACHD, City of Boise and other public agencies. Various indicators were plotted on GIS maps of the area including land use, parks and sidewalks, pedestrian sheds, potential opportunity sites, schools and religious institutions, commercial parcels, water features and floodplains, land and improvement values, grid and parcel structure, traffic counts, historic districts and sites and large parcels.

#### *Community Outreach*

Outreach began with interviews of over twenty key stakeholders in the planning area including property owners, residents, public agencies, developers and investors. These interviews served several purposes: to assess the interest and desires of the stakeholders in the planning process, to verify the data that had been collected from other sources, and to identify factors for success.

Outreach efforts also included a series of roundtable visioning sessions with three groups: commercial interests around the Main/Fairview couplet and the State Street-ITD nodes, residential interests, and interested parties along the 30th Street Extension alignment.

The final outreach event preceding the charrette was a community visioning session on January 30, 2007. This session presented the preliminary findings from the data analysis and outreach, and recorded preferences and ratings on the SWOT analysis.

## **SWOT - Strengths, Weaknesses, Opportunities and Threats**

After completing these various forms of public outreach, the consultant team compiled and aggregated the findings. Based on the cumulative feedback from four public gatherings—business, residential and corridor roundtables and public workshop—the top indicators in each category were as follows:

### ***Strengths***

- Proximity to the River/Access to River and Park
- Location—Close to Downtown
- Parks, Recreation, Open Space, Education
- Housing Affordability

### ***Weaknesses***

- Discontinuous sidewalks and bike lanes
- Traffic congestion, cut-through traffic, noise, traffic signals
- Lack of funding for public transit
- Lack of neighborhood commercial center

### ***Opportunities***

- Parks and open space
- Need to create safe access and passage to Esther Simplot Park and Boise River—especially for children
- High redevelopment potential
- Bike Traffic: Improve north/south connectivity
- Greenbelt: Improve access to facilitate east/west pedestrian and bicycle routes

- High density, mixed-use at Main/Fairview; preserve existing neighborhood

### Threats

- Neighborhood will get disconnected from the Boise River with construction of the 30th Street Extension.
- Congestion and cut-through traffic for neighbors will increase
- Loss of wildlife
- Traffic
- Lack of affordable housing—less economic diversity

### Mapping Exercise

In addition to the SWOT analysis, participants at each public gathering were asked to geographically identify on maps their key issues and their concerns. During the January 30, 2007 Community Visioning Session these ideas were synthesized and confirmed on a series of composite maps: Land Use and Development, Transportation and Recreation (see Figures AA-1, 2 and 3).

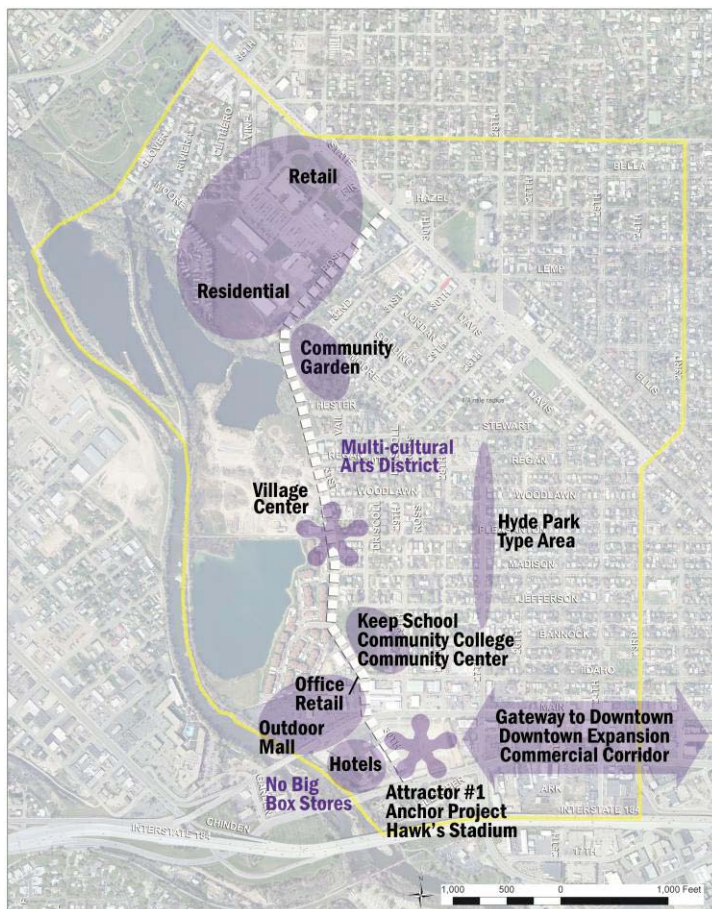
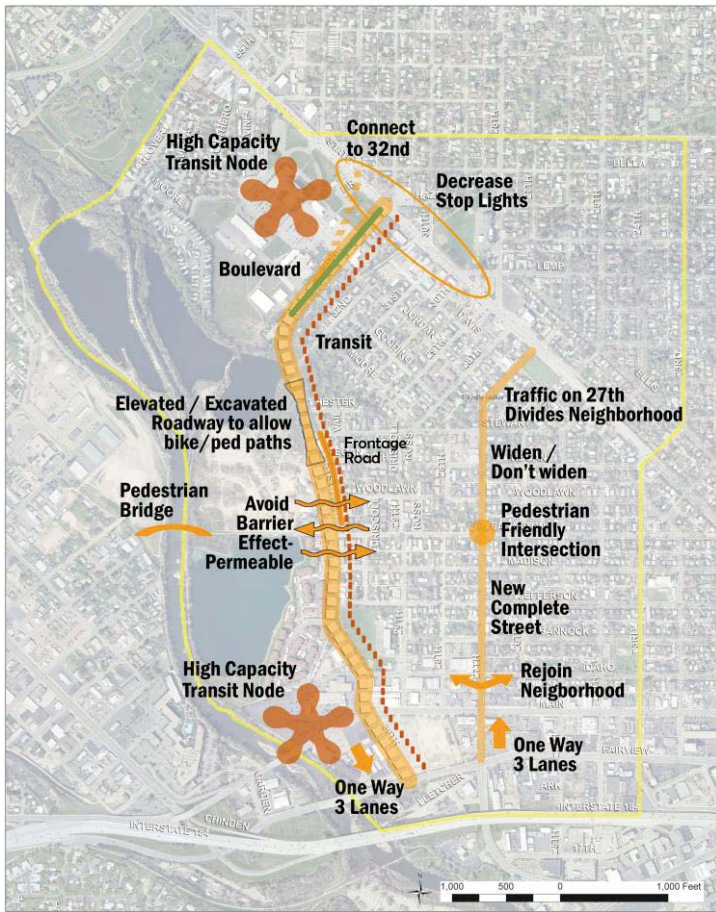


Figure AA-1:  
Land Use & Development

Source: 30<sup>th</sup> Street Charrette Process –  
Community Visioning





**Figure AA-2:  
Transportation**

Source: 30<sup>th</sup> Street Charrette Process –  
Community Visioning



**Figure AA-3:  
Recreation**

Source: 30<sup>th</sup> Street Charrette Process –  
Community Visioning

## Appendix B

# Evaluation of Roadway Design Alternatives

This appendix provides detailed information on the design concepts and alternatives considered for the 30th Street Extension and Main Street, Fairview Avenue and 27th Street, and the result of analyzing these alternatives. The Roadway Plan in 30th Street Master Plan (Chapter 4) describes the City of Boise's preferred street sections and details the design parameters for these roadways.

## 30th Street Extension

### *Alternative Design Concepts*

The following four roadway design concepts for the 30th Street Extension were analyzed as part of the 30th Street Master Plan. The analysis was based on the 2030 design year using the COMPASS<sup>1</sup> Trend demographics. The 30th Street Area Traffic Study, dated April 30, 2007 was prepared by Parametrix and evaluated the performance of all the options. The information in this section is drawn from the traffic study. Inclusion of bicycle lanes on the major roadways addressed by this master plan was not analyzed as part of the traffic study. It is ACHD's policy to include bike lanes on arterials and collectors, and they are shown on the proposed roadway cross-sections for the 30th Street Extension, Main Street, Fairview Avenue and 27th Street.

- **Option 1: No-Build**

- **Description**

This alternative assumes that the planning area roadway network, including link and intersection channelization and geometry, would remain as it currently exists today. The 30th Street connection between W. State Street and W. Fairview Avenue does not exist with this alternative. It is also assumed that the existing speed limits and traffic control in the planning area would remain as they exist today.

- **Results**

The study intersections along W. State Street at N. 28th and N. 27th Streets would operate at LOS E and LOS F respectively, during the peak hour under the 2030 No-Build traffic conditions. Both directions of travel on N. 27th Street, northbound movements along N. 23rd Street, and westbound movements along W. State Street and W. Main Street would operate at LOS E under Option 1 during the peak hour. This option does not adequately serve the traffic demands for the area. Option 1 would not result in reducing traffic volumes on 27th Street, one of the major objectives of the 30th Street Extension.

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<sup>1</sup> COMPASS is the Community Planning Association of Southwest Idaho, which is the metropolitan planning organization or MPO for Ada and Canyon counties. The MPO is responsible for preparing a long-range regional land use and transportation plan and a five-year transportation improvement plan (TIP) each year which specifies how federal transportation funds will be used to implement the long-range plan during the upcoming five years. COMPASS has developed a traffic model which is used to estimate the travel demand on existing roadways and the need for new or expanded transportation facilities, and air quality impacts of the TIP.



- **Option 2: 3-Lane 30th Street Extension**

- **Description**

This alternative assumes the planning area roadway network would remain as it currently exists with the following exceptions:

- A 30th Street connection between W. State Street and W. Fairview Avenue would be built to serve the north-south traffic in the planning area vicinity. The 30th Street Extension would be a 3-lane facility (one northbound thru-lane, one southbound thru-lane, and one two-way left-turn lane) with a 30 mph speed limit between W. State Street and W. Fairview Avenue.
- The intersection of W. State Street and N. 30th Street would be signalized and the channelization at this intersection would include two thru lanes with exclusive left-turn pockets in each direction along W. State Street, one northbound left-turn pocket, one northbound thru lane, one southbound left-turn pocket, and one southbound thru lane.
- The existing signal at the intersection of W. State Street and N. 32nd Street would be removed due to its close proximity to the proposed signal at N. 30th Street. The analysis assumed that left turn ingress and egress movements are restricted at this intersection of W. State Street and N. 32nd Street, with the left turns diverted to adjacent intersections along W. State Street.
- The channelization at the intersection of W. Main Street and N. 30th Street would include an additional exclusive northbound left-turn lane.
- The intersection of W. Fairview Avenue and N. 30th Street would be signalized and the channelization at this intersection would include an additional exclusive southbound left-turn pocket.

- **Results**

Under Option 2, the intersection of W. State Street and N. 27th Street would continue to operate at LOS E. The intersection of W. State Street and N. 28th Street would continue to operate at LOS F; however the average delay would decrease by approximately 10 seconds per vehicle. Under Option 2, both directions of travel on N. 27th Street, westbound movements along W. State Street, and northbound movements along N. 23rd Street and N. 30th Street would operate at LOS E. The southbound movements on the 30th Street Extension would operate at LOS D. The results indicate that Option 2 would result in minor improvements in LOS conditions when compared to Option 1. Also, Option 2 would not result in reducing traffic volumes on 27th Street, one of the major objectives of the 30th Street Extension.

- **Option 3: 5-Lane 30th Street Extension**

- **Description**

This alternative assumes the planning area roadway network would remain as it currently exists today with the following exceptions:

A 30th Street connection between W. State Street and W. Fairview Avenue would be built to serve the north-south traffic in the planning area. The 30th Street Extension would be a five-lane facility (two northbound lanes, two southbound lanes, and a two-way left-turn lane) with a 35 mph speed limit between W. State Street and W. Fairview Avenue.

- The intersection of W. State Street and N. 30th Street would be signalized and the channelization at this intersection would include two thru lanes with an exclusive left-turn lane in each direction along W. State Street, dual northbound left-turn lanes, one shared northbound thru/right turn lane, one shared southbound thru/right-turn lane, and one southbound left-turn lane.
- The existing signal at the intersection of W. State Street and N. 32nd Street would be removed due to its close proximity to the proposed signal at N. 30th Street. The analysis assumed that left turn ingress and egress movements are restricted at this intersection of W. State Street and N. 32nd Street with the left turns diverted to adjacent intersections along W. State Street. The existing signal at the intersection of W. State Street and N. 33rd Street would remain in place with the existing lane configurations.
- N. 27th Street would be re-striped as a three-lane facility (one northbound lane, one southbound lane, and a left-turn lane). The corridor would have a 25 mph posted speed limit.
- The channelization at the intersection of W. Main Street and N. 30th Street would include an exclusive northbound right-turn lane and two northbound and southbound thru lanes.
- The intersection of W. Fairview Avenue and N. 30th Street would be signalized and the channelization at this intersection would include two exclusive southbound left - turn lanes.
- The revised channelization at the intersection of W. State Street and N. 27th Street would eliminate one southbound lane.
- The revised channelization at the intersection of W. Main Street and N. 27th Street would include four westbound lanes, and one northbound left-turn pocket, one northbound thru lane, and one southbound thru lane between W. Main Street and W. Fairview Avenue.

## ○ **Results**

Under Option 3, all the study intersections would operate at LOS D or better under 2030 p.m. peak hour conditions. Under Option 3, westbound movements along W. Main Street and the northbound movements along N. 23rd Street would operate at LOS E under the 2030 p.m. peak hour conditions. All other segments would operate at LOS D or better. The northbound and southbound movements on the 30th Street Extension would operate at LOS C, a drastic improvement from Option 2. Overall, the results indicated that Option 3 would result in major improvements in LOS conditions within the planning area when compared to Option 1 and Option 2. Option 3 would also drastically reduce the traffic volumes on 27th Street. 27th Street would become a pedestrian-friendly neighborhood collector fulfilling one of the major objectives of the 30th Street Extension.

- **Option 4: 5-Lane 30th Street Extension with 3-Lane Main Street and 3-Lane Fairview Avenue**

- **Description**

This alternative assumes the planning area roadway network would remain as it currently exists with the changes described in Option 3 and the addition of a reduction of one lane in the west and east bound directions on both Main Street and Fairview Avenue. This includes the addition of on-street parking on Main Street and Fairview Avenue in coordination with the development of surface and structure parking.

- **Results**

Overall, the results indicated that Option 4 would accommodate the traffic demand in the area as well as potentially make Main Street and Fairview Avenue attractive to new development. However, there are some concerns with allowing on-street parking on these arterial roadways. ACHD's general policy is to only allow on-street parking on arterials under special circumstances. In order to achieve the vision of the plan, ACHD may agree to allow on-street parking on Main Street and Fairview Avenue.

### *Alternative Designs for the 30th Street Extension*

Based on the traffic analysis several specific streetscape and street section options were considered. The options were reviewed in relationship to their ability to impact the development goals, help create a sense of place, enhance the environment and mitigate impacts to the adjacent neighborhood, and establish a safe and efficient pedestrian environment. Each road section and the design parameters need to accommodate transit.

- **Option 1a: Standard ACHD Section**

The ACHD standard minor arterial section includes four 12 foot lanes and a center turn lane. The section includes 6½ foot bike lanes and minimum seven foot attached or minimum five foot detached sidewalks. This section limits the amount of land committed to the 30th Street corridor to the maximum extent practicable. While the section efficiently accommodates automobiles and is the least expensive cross-section to build, the section has the greatest potential impact to the existing neighborhood and creates a substantial pedestrian barrier between the neighborhood and Boise River (more than sixty feet of uninterrupted pavement and no pedestrian refuge area). The section is not supportive of adjacent residential uses nor does it create a strong positive visual statement about the 30th Street neighborhood. Finally, the section does not promote access control and protect performance of an urban corridor long-term.

- **Option 2a: Traditional Section with Limited Median**

A narrow 10-12 foot median was also considered from Pleasanton Avenue to State Street utilizing the ACHD standard minor arterial section. The median provides an opportunity to enhance the image of the roadway, to effectively establish access control from the time of construction, to buffer the neighborhood from the impact of half the road section, and offer pedestrians a refuge area when crossing a wide and busy thoroughfare. This section would include a tree lawn where the right-of-way could be easily acquired north of Pleasanton Avenue. South of Pleasanton Avenue, the section would revert to the typical section in Option 1. A narrow median extending from Pleasanton Avenue north to State Street is considered an option if the cost of Option 3 is considered prohibitive. Option 2 accomplishes many of the goals including buffering the neighborhood, providing access control and enhancing bicycle and pedestrian safety. The buffer provided by the median may be adequate to

promote the redevelopment of the block front along 30th Street particularly if the alignment is held as far to the west as possible allowing additional landscape depth may be located along residential block face.

- **Option 3a: Traditional Section with Parkway**

In Option 3, the median is expanded between Pleasanton Avenue and Hester Street to between 10 feet and 70 feet reaching its maximum width at the entry to Esther Simplot Park. Some variation in the median width is expected due to horizontal alignment, utilities and drainage and the transitions between the section south of Pleasanton Avenue and north of Hester Street. North of Hester Street the median would be 10 feet to 12 feet wide and south of Pleasanton Avenue no median would be included as right-of-way widths are limited.

- **Proposed Section: Traditional Section with Parkway (Option 3a)**

The proposed section results in a series of gateways along the 30<sup>th</sup> Street Extension. At both the north and south end, the roadway is framed by a higher density multistory urban-scale mixed use development. At the north and south boundaries of Esther Simplot Park, the road cross section expands into a parkway bounded by rowhouses, two to three story condominiums and mixed use buildings that face the 30<sup>th</sup> Street Extension and anchor the eastern edge of the road. The median would be landscaped with native low-water use plantings and rocks and use turf grass sparingly. The median could include water features where appropriate and integrate pathways for pedestrian and bicycle access to Esther Simplot Park. The third gateway would occur at the main entry to Esther Simplot Park at Woodlawn Avenue, Regan Avenue or Stewart Avenue the widest point in the median which may be as much as 70 feet wide. At this location, architectural features and landscaping should create a sense of arrival. Each of these gateways marks not just a point of departure and entry to a new area, but key pedestrian zones and crossing locations.

## **Main Street, Fairview Avenue and 27th Street**

### **Main/Fairview Couplet Design Alternatives**

Based on the traffic analysis, several specific streetscape and street section options were considered for Main Street and Fairview Avenue in coordination with the land use and development plan. The options were reviewed for their ability to impact the development goals, help create a sense of place, enhance the environment and mitigate impacts to the adjacent neighborhood, and establish a safe and efficient pedestrian environment. In addition, each section and the design parameters were reviewed for their ability to accommodate transit.

- **Option 1b: No Action:**

The first option considered leaves the Main/Fairview couplet as they exist today. The traffic analysis suggests that there is adequate capacity and the configurations generally exceed ACHD standards. In addition to the typical problems associated with redevelopment of one way couplets with relatively low volumes, the wide cross-sections pose difficulties for pedestrians, result in excessive speeds, and create an environment that is unattractive. Leaving the roads as they exist today will more than adequately serve vehicular traffic, but not support the redevelopment, renewal and full build out of the area.

- **Option 2b: Reduce the Cross-Sections:**

Reducing the cross-sections to provide on-street parking, transit, bike lanes, streetscaping and wider sidewalks was identified as a potential option to help tame the road and establish an environment attractive for commercial or mixed use investment as an extension of downtown Boise. The traffic analysis indicated that narrowing the lanes and reducing the number of lanes in each direction to three through lanes will adequately serve the traffic through 2030. The section generally includes three 11½ foot travel lanes with the inside lane expanded to 13½ feet including the curb and gutter section, a 5 foot bike lane, a 10 foot parking lane which can be expanded to a right turn lane at key intersections.

### *27th Street Design Alternatives*

Based on the traffic analysis, several specific streetscape and street section options were considered for 27th Street in coordination with the land use and development plan. The options were reviewed for their ability to impact the development goals, help create a sense of place, enhance the environment and mitigate impacts to the adjacent neighborhood, and establish a safe and efficient pedestrian environment. Each section and the design parameters were reviewed for their ability to accommodate transit.

- **Option 1c: No Action**

The first option considered leaves 27th Street as it exists today. The traffic analysis suggests that there is adequate capacity and the configurations generally exceed ACHD standards. However, the neighborhood is concerned that 27th Street creates a barrier for pedestrians, results in excessive speeds, and creates an environment that is unattractive. Leaving the roads as they exist today will more than adequately vehicular traffic, but not support the redevelopment and rejuvenation of the neighborhood.

- **Option 2c: Reduce the Cross-Section**

Reducing the lane widths and number of lanes to provide on-street parking, bike lanes, and wider sidewalks was identified as a potential option to help tame the road and establish an attractive neighborhood collector street. The traffic analysis indicated that narrowing the lanes and reducing the number of lanes in each direction to one through lane will adequately serve the traffic through 2030. The section is reduced to two 10-foot travel lanes, a 10-foot turn lane, and two 7-foot bike lanes including the curb and gutter dimensions. Sidewalks will vary from 5 feet to 7½ feet based on available right-of-way and build-to lines. In the proposed neighborhood center, the width of the sidewalk may be expanded to 10 feet, on-street parking, and a median may replace the bike lanes. This option may be accomplished by restriping 27th Street with the new lane configuration or in coordination with redevelopment and changes in the road width where medians and curb or sidewalk widths are modified.



## Appendix C

### Transit Types & Their Characteristics<sup>2</sup>

The Transit Plan in Chapter 4 focuses on transit routes and classifies these routes based on service levels. Premium, express, primary and secondary transit routes differ in terms of frequency of service, hours of operation and distances between stops.

Another way to classify transit services is by the type of vehicle used to deliver services, its characteristics relative to cost, operating speed, service frequency and distance between station, and the geographic range that it typically covers. This appendix describes a range of transit types that are either operating in the Treasure Valley or have been considered for use in the region. At present, transit is supplied by express buses, standard bus service on fixed routes, shuttle busses and carpools and van pools. Adding bus rapid transit and commuter rail to the regional transit system and a streetcar in downtown Boise are under consideration in Ada and Canyon County.

#### Regional Service

The purpose of regional transit service is to provide high capacity, fixed guideway, high frequency services with few stops between outlying areas of Boise, other cities in the region and downtown. It is intended to provide longer-distance commuter service in corridors. These corridors range from 15 to 35 miles in length. Transit stops are one mile apart closer to the urban center of Boise and every five to ten miles farther out. Commuter rail and BRT are the two types of vehicles under consideration for premium corridor service. Premium corridors would be I-84 and the rail corridor primarily. State Street would become a premium corridor once Bus Rapid Transit (BRT) is developed.

- **Commuter Rail**

Commuter rail uses a standard passenger train consisting of a locomotive and passenger cars, or a diesel multiple unit (DMU) which is a newer technology where each car includes a diesel power plant and the train can run in either a commuter or light rail mode. Both types of trains run on tracks. The DMU is designed specifically for commuter service, is fully crash-rated, has high passenger capacity, and has good operating (stop/start) characteristics. Commuter rail is most often considered as a transit option where there is an existing network of standard gauge railroad lines that are available to take passenger rather than freight-only traffic.

- **Light Rail**

The term light rail refers more to this mode's relative simplicity and operational flexibility than to actual vehicle weight or cost. Typically light rail systems have an overhead power supply which allows them to operate in dedicated right-of-way or in mixed traffic and with wide ranging alignment configurations. Light rail may be used for regional, city or district level of transit services.

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<sup>2</sup> Most of the information in this appendix has been taken from the *Communities in Motion – Implementation Guidebook* published by COMPASS. Notations have been made where information has been obtained from other sources.

- **Bus Rapid Transit (BRT)**

Bus Rapid Transit (BRT) can offer a variety of vehicle types, from the standard bus to more “modern” styles. They are high capacity, technology-equipped, and have the same station spacing requirements as commuter rail.

For BRT to be an effective and competitive mode for premium service, both the service and the vehicle should be branded. Image is one of the most significant transit issues within the region. Branding promotes changing perceptions and image. BRT should have a unique name, color, and logo for identification. Whenever possible, BRT should operate in an exclusive lane with signal priority to provide a time advantage. When BRT enters a more urban area, it likely will be traveling in-street, but may have signal priority.

Stations must have high amenity qualities and urban design enhancements. Preferably, key stations are in activity centers where services, such as a coffee shop, newsstand and cleaners, may be found.

- **Express Bus**

Express buses usually operate between outlying areas and urban centers during commuting hours. This type of bus service is designed to run faster than normal bus lines by limiting routes to high capacity arterials or highways and limiting the number of stops. Express bus service may use standard buses or buses with more amenities to attract customers. Valley Regional Transit operates express buses to bring commuters from Canyon County and western Ada County to employment centers in Meridian and Boise.

- **Carpools & Vanpools**

Carpools and vanpools allow two or more people to share a vehicle to achieve savings in fuel and vehicle operating costs. Usually the vehicle is used for commuting between home and work. Pool vehicles may be provided by individuals who are commuting together, by an employer or by a public agency seeking to reduce traffic congestion and air pollution and increase vehicle occupancy. ACHD offers a ride matching service and operates vanpool program called Commuterride in the Treasure Valley.

## **City Service**

- **Standard Bus**

City-wide bus service typically follows fixed routes on arterials, collectors and local streets, connecting neighborhoods where people live with business and shopping districts and with regional destinations. Frequency of service usually depends on funding available. An ideal service level is 10-15 minute headways, but maintaining this level of service across an entire city system during all operating hours is very expensive and wastes resources during hours when ridership is low. The more common practice is to have higher frequency service during commute times and lower frequency service midday, evenings and weekends. Most transit service in the Treasure Valley is delivered by buses operated by Valley Regional Transit.

- **Light Rail (see description under Regional Service)**
- **Street Car (see description under District Service)**

## **District Service**

District service usually operates in downtown business districts, in specialized areas or between destinations like a downtown area and the airport. The key concept behind district service is to encourage people to park once and reach various destinations by using a transit circulator. Service may be provided by a variety of vehicle types including shuttle buses, a streetcar or trolley. In September 2008, a streetcar was accepted as the type of circulator desired for the downtown. An initial route for the downtown streetcar has been developed, which runs east-west from St. Luke's Regional Medical Center to approximately 15th on Main, Idaho and Bannock Streets. There have been discussions about extending this route into the 30th Street planning area after the first phase is built.

- **Standard Bus (see description under City Service)**
- **Shuttle Bus**

Shuttle busses may be small van-style busses, standard size buses or low entry standard size buses. Shuttle buses usually run on a simple, circular route with short headways and frequent stops. They often operate in areas where there is a high volume of pedestrian activity where people regularly walk for transportation. Shuttle buses act to extend people's legs and keep people from resorting to using a car for trips that are beyond a comfortable walking distance or when time is an issue. Many shuttle buses have open floor areas with very limited seating since individual trips short and most passengers stand.

- **Heritage Trolley or Streetcar**

This vehicle type is found in many American cities. In most instances, power is supplied by overhead wires which follow a fixed route. The vehicle itself may run on rails similar to a streetcar or it may run on rubber tires similar to a bus. Many places have had this type of transit since the turn of the 20th Century and continue to use it because it fits with the ambience desired in historic downtown districts. The vehicle tends to be smaller and lighter than either a standard bus or modern streetcar. A trolley car typically carries about 45 passengers.

- **Modern Streetcar**

Streetcars are making a comeback and they are appearing in medium sized cities such as Boise. They provide a means for pedestrians to cover more territory without resorting to using automobiles. Streetcars connect activity centers and shape development patterns by attracting higher density development along the streetcar route and especially at streetcar stops, which typically occur every 800 to 1,200 feet. Recent experience indicates that streetcars act as a redevelopment catalyst when appropriately located. The modern streetcar carries about 110 passengers, sitting and standing.

TABLE 14:  
TRANSIT CHARACTERISTICS BY TYPE

<b>Type</b>	<b>Cost / Mile (1)</b>	<b>Average Operating Speed (2)</b>	<b>Service Frequency (3)</b>	<b>Distance Between Stops</b>
<b>Regional</b>				
Commuter Rail (Locomotive)	\$3-\$25 million	40 – 60 MPH	20 – 30 minutes	2-5 miles
Commuter Rail (Diesel Multiple Unit)	\$3-\$32 million	25 – 40 MPH	20 – 30 minutes	2-5 miles
Light Rail	\$20-\$60 million	20 – 35 MPH	5 – 30 minutes	Less than 1 mile in urban centers 2-5 miles between urban centers
Bus Rapid Transit	\$4-\$40 million	50 – 65 MPH	3 – 30 minutes	.25 – 2 miles
Express Bus	\$1.2 million	30 – 50 MPH	10 – 20 minutes	3-5 miles; usually limited stops along normal bus routes
Carpools / Vanpools	Approximates cost of private vehicles	Varies	N/A	N/A
<b>City-Wide</b>				
Standard Bus	(Data being acquired)	10 – 30 MPH	15 – 60 minutes (4)	.25 - .5 miles
Trolley Bus	\$1.3 million	Same as bus		
Light Rail	\$20-\$60 million	20 – 35 MPH	10 – 30 minutes	Less than 1 mile
Modern Streetcar	\$10-\$20 million	8 – 12 MPH	8 – 15 minutes	Less than 1 mile
<b>District</b>				
Standard Bus	(Data being acquired)	10 – 30 MPH	15 – 60 minutes	.25 - .5 miles
Shuttle Bus	Varies	Same as bus	Same as bus	Less than typical bus route. Stops may occur every block in downtown areas.
Rubber-Tire Trolley	(Data being acquired)	8 – 12 MPH	8 – 15 minutes	0.25 miles
Modern Streetcar	\$10-\$20 million	8 – 12 MPH	8 – 15 minutes	0.25 miles
Heritage Streetcar	\$2-\$12 million	8 – 12 MPH	8 – 15 minutes	0.25 miles

N/A = Not applicable

- (1) Costs per mile are for capital costs and do not include operating costs.
- (2) These average operating speeds were taken from the Southeast Corridor High Performance Transit Alternatives Study, Final Report - August 2007 prepared by the Nashville (TN) Area Metropolitan Planning Organization. ([www.nashvillempo.org/southeast/](http://www.nashvillempo.org/southeast/))
- (3) Service frequency is often a function of available funding. The ideal service frequency allows people to arrive at a transit stop without having to consult a schedule, and transit arrives no more than 10-12 minutes later. Maintaining ten minute headways across an entire transit system during all operating hours is very expensive, however, and goals to increase service frequency often compete with goals to expand coverage. Transit operators must balance these demands and arrive at an approach that works given community expectations, service goals and resources.
- (4) Based on Valley Regional Transit's current service frequencies.

## Appendix D

### Detailed Design Parameters for Consideration

The initial draft of the 30th Street Master Plan included design guidelines in the subdistrict plans for the development opportunity areas. These guidelines addressed the following topics, although not every topic appeared in every subdistrict plan:

- Massing & Location of Buildings
- Circulation
- Parking
- Streetscaping, Open Space & Greenways
- Stormwater
- Building Setbacks
- Building Heights
- Architectural Features
- Landscaping
- Parking
- Signage

Many of the design guidelines had dimensional standards which are too detailed for a master plan. They are better addressed in zoning regulations. These guidelines have been moved to this Appendix E so they are available for reference when a zoning proposal is prepared for the 30th Street planning area.

## ITD Subdistrict

### Massing & Location of Buildings

- Buildings are located to frame the boulevard and views to the Esther Simplot Park and Boise River. Buildings along the boulevard are located at the edge of the right-of-way, and should be a minimum of four to seven stories in height except retail buildings located within the block adjacent to State Street, which may be two stories in height. The ground level of retail buildings should be double-height with a floor-to-floor dimension of no less than 20 feet. The location and massing of the boulevard buildings should be continued around the corner along the waterfront drive and back along the streets parallel to the boulevard. Heights of buildings can vary according to the building program, but the continuity of the street frontage should remain intact. All buildings in the complex should be built to the edge of the right-of-way,



except to allow for a dedicated public or civic space. *[This suggested dimension is under review and will be addressed at the time zoning regulations are developed for the 30th Street planning area. The remainder of this guideline has been retained in Chapter 5.]*

- **Building Setbacks**

- Generally, there are no setbacks for buildings located along arterial and collector streets. Buildings located along local streets should be set back 10 feet from the edge of the right-of-way. This set back area should be landscaped.
- Parking structures should be set back 10 feet from the edge of the right-of-way. This set back area should be landscaped.
- Residential structures, with no retail or commercial uses on the ground level should be set back 10 feet from the edge of the right-of-way. The set back area should be landscaped, and should contain accommodations for access to and from the buildings, as needed.

- **Building Heights**

- All buildings in the development should be a minimum of three and maximum of seven stories in height except: (a) retail buildings immediately adjacent to State Street which may be two stories in height, assuming that the floor-to-floor dimension of the ground floor should be a minimum of 20 feet; and rental residential buildings along the northwest edge of the development area should be two to three stories in height. *[This suggested dimension is under review and will be addressed at the time zoning regulations are developed for the 30th Street planning area. The remainder of this guideline has been retained in Chapter 5.]*

- **Architectural Features**

- The ground floor facades of these structures should be a minimum of 50 percent transparent glazing. Glazing should extend no lower than 3 feet above the fronting sidewalk grade.
- Canopies, awnings, balconies and other forms of permanent or temporary structural weather protection should be incorporated where appropriate and should extend a distance of 6 feet from the façade. Canopies must be structurally attached to the structures.
- The lowest point on any canopy or projecting structure should be no less than 9 feet above the sidewalk grade immediately below it.

- **Landscaping**

- The 10 foot setback area space between buildings/parking structures and rights-of-way should be landscaped with plant material appropriate for a narrow planting area. The landscape development of these areas should be considered an aesthetic treatment of the property on which it is planted.

- **Signage**

- All signage within the right-of-way should conform to City of Boise and ACHD standards. The development project should be identified by one monument sign to be located at the intersection of State Street and the proposed boulevard linking State Street to the Esther

Simplot Park. This sign should be no higher than 4 feet above the adjacent grade and should be located within 20 feet of the State Street right-of-way.

- Retail uses within one block of State Street should be allowed one façade-mounted identity sign readable from the northeast side of State Street. Under no circumstances should the dimensions of these signs exceed 3 feet in height by 6 feet in length or a total area of greater than 18 square feet.
- All retail uses should include one window- or wall-mounted pedestrian-oriented sign as well as one projecting blade sign.
- Window- or wall-mounted pedestrian-oriented signs should be no larger than 24 inches in height and 36 inches in width, with a total area of no more than 6 square feet.
- If the building design incorporates an arcade, the blade sign should be hung in the arcade; the lowest point of the sign should be no less than 8 feet above the finished grade immediately below it. If the building design does not include an arcade, the blade sign should be hung perpendicular to the façade; again, the lowest point on the sign should be no less than 9 feet above the finished grade immediately below it.
- Blade signs should measure no more than 12 inches in height and 3 feet in width.
- Individual buildings within the development should be identified by signage incorporated into the architecture of the buildings themselves (i.e., raised or engraved letters and/or numbers physically integrated into the materials of the façade). Appliqués, stencils, and attached signs are not allowed.
- Individual buildings within the development should also be identified by numbered street addresses which should be installed adjacent to each entry to each building.
- In general, building names and street addresses should be sized so as to be visible from the far sidewalk of the fronting street as per Fire Department specifications.

## **30th Street - Park View Subdistrict**

- **Massing & Location of Buildings**

- Buildings further north and south of the intersection should be set back no more than 10 feet from the right-of-way.

- **Streetscaping, Open Space & Greenways**

- Streetscaping along the Esther Simplot Park frontage should be designed with a detached sidewalk and minimum 8' wide planer strip.
- Sidewalks in front of all mixed-use structures within this subdistrict should be a minimum of 12 feet in width, with 8 feet of clear space immediately in front of each structure, where possible.

- **Building Setbacks**

- Buildings built along Pleasanton Avenue and within the first block north or south along the 30th Street Extension should be built at the edge of the right-of-way with zero set back.
- Buildings further north or south along the 30th Street Extension should have a mandatory build-to line set back 10 feet from the edge of the right-of-way.

- **Building Heights**

- If the buildings along Pleasanton and 30<sup>th</sup> Extension are four stories in height, there should be a mandatory step back of 8 feet above the third story.

*[This suggested dimension is under review and will be addressed at the time zoning regulations are developed for the 30th Street planning area. The remainder of this guideline has been retained in Chapter 5.]*

- The highest point on any mixed-use four story building should be no more than 55 feet; the highest point on any mixed-use three story building should be no more than 45 feet. Pitched or flat roofs are acceptable.
- All buildings with non-residential uses on the ground floor should have their first finished floor at grade. The floor-to-floor dimensions of the ground floor should be no less than 15 feet and no more than 17 feet.
- All buildings with residential uses on the ground floor should be elevated 30 inches above the grade of the fronting sidewalk; the floor to floor dimensions of the ground floor should be no less than 12 feet and no more than 13 feet.
- The floor to floor dimensions of the upper floors of any structure should be no less than 10 feet and no more than 12 feet.
- The highest point on any residential structure within this subdistrict should be no more than 43 feet above the surrounding grade or 46 feet above the fronting sidewalk.

- **Architectural Features**

- The ground floor facades of these structures should be a minimum of 50 percent transparent glazing. Glazing should extend no lower than 3 feet above the fronting sidewalk grade.
- Canopies, awnings, balconies and other forms of permanent or temporary structural weather protection should be incorporated where appropriate and should extend a distance of 6 feet from the façade. Canopies should be structurally attached to the structures.
- The lowest point on any canopy or projecting structure should be no less than 9 feet above the sidewalk grade immediately below it.

- **Parking**

- All parallel parking spaces should be a minimum of 8 feet wide and no less than 20 feet long and no more than 24 feet long.

- On-street parking should not extend into the box created at any intersection by the four corners of the right-of-way at that intersection
- **Signage**
  - All signage within the right-of-way should conform to City of Boise and ACHD standards.
  - Each numbered building within the development should have its street number located immediately adjacent to the front entrance to the building. These numbers should be no less than 6 inches in height and no more than 8 inches in height, and should be posted so as to be visible from immediately across the fronting street. In the case of the 30th Street Extension, the numbers for buildings fronting onto this street should be visible from a distance of no less than 60 feet away.
  - Each commercial use should have one identity sign per street frontage. Such signs should be wall mounted and should be no larger than 20 feet in height by 6 feet in width.
  - Each commercial use should have one window-mounted identity sign, to be posted in the front window of the establishment. Window signs should be no larger than 18 inches in height by 3 feet in width.
  - Each commercial establishment should have one pedestrian-oriented blade sign to be hung or mounted perpendicular to the primary façade of the structure. Such signs should be no larger than 12 inches in height by 3 feet in width. The lowest edge of the sign should extend no lower than 8 feet above the sidewalk below.

## **27th Street Neighborhood Center Subdistrict**

- **Massing & Location of Buildings**
  - Buildings should be built at the edge of the fronting right-of-way, with zero set back.

*[This suggested dimension is under review and will be addressed at the time zoning regulations are developed for the 30th Street planning area. The remainder of this guideline has been retained in Chapter 5.]*
- **Circulation**
  - Sidewalks should be expanded to a minimum width of 10 feet on the west side and 6 feet on the east side with redevelopment.
- **Building Setbacks**
  - All buildings within this subdistrict should be built at the outside edge of the fronting right-of-way except townhomes which should be set back 10 feet from the edge of right-of-way.
  - All buildings should have a zero side-yard setback.

- **Building Heights**

- The ground floor floor-to-floor height for all buildings within this subdistrict should be no less than 14 feet and no more than 16 feet. The exception should be townhouses or other residential only structures where the ground floor floor-to-floor height should be no less than 11 feet and no more than 13 feet.
- The upper-level floor-to-floor heights for all buildings within this subdistrict should be no less than 11 feet and no more than 13 feet.
- The maximum height above fronting grade for any building in this subdistrict should all be no more than 45 feet.
- The interior finished floor elevation for all residential buildings should all be 30 inches above the fronting sidewalk grade.

- **Architectural Features**

- The ground floor facades of these structures should be a minimum of 50 percent transparent glazing, by area. Glazing should extend no lower than 3 feet above the fronting sidewalk grade.
- Canopies, awnings, balconies and other forms of permanent or temporary structural weather protection should be incorporated where appropriate and should extend a distance of 6 feet from the façade. Canopies must be structurally attached to the structures.
- The lowest point on any canopy or projecting structure should be no less than 9 feet above the sidewalk grade immediately below it.

- **Parking**

- All parallel parking spaces should be a minimum of 8 feet wide and no less than 20 feet long and no more than 24 feet long.

- **Signage**

- All commercial uses within this subdistrict should be identified by one wall-mounted identity sign that is no more than 2 feet in height and no more than 5 feet in width.
- All ground floor commercial uses within this subdistrict should include one window-mounted identity sign that is no more than 18 inches in height and no more than 3 feet in width.
- All ground floor commercial uses within this subdistrict should include one wall mounted pedestrian-oriented blade sign projecting over the fronting sidewalk. This sign should be no more than 12 inches in height and 3 feet in width. The lowest point on any blade sign should be a minimum of 8 feet above the sidewalk.
- Where possible, wall-mounted blade signs should be located above the main entrance of the identified facility.

## Main-Fairview Subdistrict

- **Building Heights**

- Above the third floor, buildings should step back 8 feet. All floors above the third should maintain this 8 foot step back.

- **Architectural Features**

- The ground floor of all buildings fronting onto Main Street, Fairview Avenue and the 30th Street Extension should be a minimum of 75 percent transparent, by surface area, up to a minimum height of 10 feet above the fronting sidewalk grade.
- Buildings fronting onto Main Street, Fairview Avenue and the 30th Street Extension should provide some form of ground floor canopy, awning or other weather protection to the sidewalk a distance of 8 feet from the façade of the building.
- Unless allowed by exception, all such projections should be structurally attached to the fronting structures.
- The lowest point on these projections should be no less than 10 feet above the fronting sidewalk.

- **Parking**

- Parallel parking spaces should be a minimum of 8 feet wide by 20 feet long, but no longer than 24 feet in length. As noted above, on-street parking should be metered within this subdistrict.
- Garage structures should not be visible from arterial streets. Liner buildings should be used to obscure the façades of parking structures. These liners should be a minimum of 24 feet deep. Ground floor uses of liners should be retail or commercial; upper level uses should be commercial office or residential.

*[This suggested dimension is under review and will be addressed at the time zoning regulations are developed for the 30th Street planning area. The remainder of this guideline has been retained in Chapter 5.]*

- **Signage**

- Each commercial use should be allowed one wall-mounted identity sign to be mounted above the ground floor fenestration and beneath the second floor fenestration. Such signs should be no more than 3 feet in height by 9 feet in length.
- Each commercial or residential structure should also be allowed one identity sign on each primary façade – a façade facing an arterial street. This sign should be mounted above the main entrance to the structure along that façade. The sign should be mounted no lower than between the first and second floor fenestration, but could be mounted higher on the building.
- Signage should be architecturally attached to the structures (i.e., mounted or engraved letters or numbers) and should not be internally lit.



- Each ground floor commercial use should be allowed one window-mounted identity sign. These signs should be no more than 2 feet high and 6 feet long.

## **Parking Plan**

- Every opportunity has been made to accommodate parking on-street where possible. In general, this plan assumes parallel on-street parking along most streets. The standard space is 20-24 feet in length and 8 feet in width.
- Parking structures should be laid out for optimal functional efficiency; generally in full-bay modules, approximately 64 feet wide.