1. CALL TO ORDER

2. CONSENT AGENDA ................................................................................................................. ACTION ITEM
   a. Approval of Bills unpaid since May, 2023................................................................. ACTION ITEM
   b. Approval of meeting minutes dated May 16, 2023....................................................... ACTION ITEM

3. Old Business:
   a. Downtown Master Plan presentation and update by GGLO................................. ACTION ITEM

4. Staff Update
   a. Financial Reports by Becky Stokes

5. Adjourn
AGENDA ITEM SUMMARY

DATE: 06/20/2023  District: Gateway and Airport Way Districts  STAFF: JP/BS

SUBJECT: Approval of bills since May 2023.

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

Below is a summary of current bills due, all invoices are attached for details.

<table>
<thead>
<tr>
<th>Company</th>
<th>Date</th>
<th>Invoice</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>GGLO, LLC</td>
<td>2/17/2023</td>
<td>0000001</td>
<td>1,480.00</td>
</tr>
<tr>
<td>GGLO, LLC</td>
<td>3/17/2023</td>
<td>0000002</td>
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<tr>
<td>GGLO, LLC</td>
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<td>0000001</td>
<td>1,480.00</td>
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<tr>
<td>IME</td>
<td>5/5/2023</td>
<td></td>
<td>16.56</td>
</tr>
<tr>
<td>Elam &amp; Burke</td>
<td>4/30/2023</td>
<td>202025</td>
<td>525.00</td>
</tr>
</tbody>
</table>

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

Motion to approve payment for bills since May 2023.

ACTION OF THE HAILEY URBAN RENEWAL BOARD:

Date ______________________

Administrative Assistant ________________________________
Lisa Horowitz - HURA  
Hailey Urban Renewal Agency  
115 Main Street S  
Hailey, ID  83337  

February 17, 2023  
Project No:  2022122.01  
Invoice No:  0000001

<table>
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<tr>
<th>Task</th>
<th>00180</th>
<th>Discovery</th>
</tr>
</thead>
</table>

**Professional Services from January 1, 2023 to January 31, 2023**

<table>
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<tr>
<th>Task</th>
<th>Total Fee</th>
<th>Percent Complete</th>
<th>Total Earned</th>
<th>Previous Fee Billing</th>
<th>Current Fee Billing</th>
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Total this Task: $1,480.00  
Total this Invoice: $1,480.00

Payment is due upon receipt. A monthly interest charge may accrue on unpaid invoices after 30 days. For proper allocation of your payment, please reference project and invoice numbers on your check.

Authorized By:  
Mark Sindell

Date: 20-Feb-2023
# GGLO

1301 FIFTH AVENUE SUITE 2200 SEATTLE, WA 98101  
P +1 206.467.5828  
E accounting-team@gglo.com

---

Lisa Horowitz - HURA  
Hailey Urban Renewal Agency  
115 Main Street S  
Hailey, ID  83337  

March 17, 2023  
Project No: 2022122.01  
Invoice No: 0000002

---

Project 2022122.01  
Hailey Urban Renewal Agency (HURA): Hailey Downtown Master Plan

---

### Professional Services from February 1, 2023 to February 28, 2023

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**Total this Task:** $2,520.00  
**Total this Invoice:** $6,120.00

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### Outstanding Invoices

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**Total Now Due:** $7,600.00

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Payment is due upon receipt. A monthly interest charge may accrue on unpaid invoices after 30 days. For proper allocation of your payment, please reference project and invoice numbers on your check.

---

Authorized By:  
Mark Sindell  

Date: 17-March-2023
Lisa Horowitz - HURA
Hailey Urban Renewal Agency
115 Main Street S
Hailey, ID  83337

April 20, 2023
Project No:  2022122.01
Invoice No:  0000003

### Professional Services from March 1, 2023 to March 31, 2023

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### Outstanding Invoices

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Total Now Due: $21,120.00

Payment is due upon receipt. A monthly interest charge may accrue on unpaid invoices after 30 days. For proper allocation of your payment, please reference project and invoice numbers on your check.

Authorized By: _______________________________ Date: _______________

Mark Sindell
## STATEMENT

**HAILEY CITY**  
115 S. MAIN ST., SUITE H  
HAILEY ID 83333

ACCT. NO. 10002437  
DATE: 4/30/2023

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**CURRENT**  
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PLEASE DETACH AND RETURN THIS PORTION WITH YOUR PAYMENT. THANK YOU

Express Publishing, Inc. P.O. Box 1013, Ketchum, ID 83340  
(208) 726-8060

ACCT. NO. 10002437  
DATE: 4/30/2023

AMOUNT DUE: $1,200.45

Express Publishing, Inc. P.O. Box 1013, Ketchum, ID 83340  
(208) 726-8060

AMOUNT ENCLOSED $ 

PAYMENT DUE BY: 5/15/2023
AFFIDAVIT of PUBLICATION

State of Idaho
County of Blaine

being the first duly sworn, deposes and says that she is the printer (publisher) of the Idaho Mountain Express, a newspaper published every week in Ketchum, County of Blaine, State of Idaho; that said newspaper has been continuously and uninterruptedly published for a period of seventy-eight consecutive weeks prior the first publication of the annexed notice, and is a newspaper qualified to publish legal notices as provided by act of the 1919 session of the legislature of the State of Idaho, known as House Bill 145; that the annexed advertisement was published once each week for consecutive issues in said newspaper proper and not in a supplement; that the date of the first publication of said advertisement was on the day of _______________, and the date of the last publication was on the _______________ day of _______________. Subscribed and sworn to before me this _______________ day of _______________.

NOTARY PUBLIC

IDAHO MOUNTAIN EXPRESS
P.O. Box 1013
Ketchum, Idaho 83340

COST OF PUBLICATION

Number of Picas per Line _______________
Number of Lines in Notice _______________
Number of Insertions _______________

Lines tabular at 9.0 cents/pica
________________ Lines straight at $16.50 8.0 cents/pica
________________ Subsequent lines at 7.0 cents/pica

TOTAL COST $16.50

COPY OF NOTICE

IDAHON  MOUNTAIN EXPRESS
PUBLISH APRIL 26, 2023
Hailey Urban Renewal Agency
Attn: Lisa Horowitz
City of Hailey
115 Main Street South
Hailey, ID 83333

APRIL 30, 2023
Invoice # 202025
Billing Atty - MSC

RE: General

CLIENT/MATTER: 00887-00001

*** INVOICE SUMMARY PAGE ***

PROFESSIONAL FEES 525.00
COSTS ADVANCED .00
TOTAL INVOICE 525.00
Return to Agenda
AGENDA ITEM SUMMARY

DATE: 06/20/2023  District: Gateway and Airport Way Districts  STAFF: JP

SUBJECT: Approval of Meeting Minutes dated May 16, 2023.

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:
Meeting Minutes from May 16, 2023.

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:
Motion to approve Meeting Minutes dated May 16, 2023.

ACTION OF THE HAILEY URBAN RENEWAL BOARD:
Date ______________________
Administrative Assistant______________________________
1. **11:00 AM CALL TO ORDER**

   Staff noted typo on agenda, call to order at 10:30 when should be 11:00am. No issue per Meghan Conrad, as published with correct time. Staff explained River Lane Reimbursement Agreement was listed as a Public Hearing when should be New Business. Staff made board aware that this item was not noticed as a public hearing.

2. **CONSENT AGENDA .......................................................... ACTION ITEM**
   
   a. Approval of Bills unpaid since April, 2023................................. ACTION ITEM

   **11:02:35 AM** Viau motioned to approve bills. Bob seconded all in favor.

   b. Approval of meeting minutes dated April 18, 2023........................ ACTION ITEM

   **11:02:55 AM** Burke motioned to approve minutes. Bob seconded. All in Favor.

3. **New Business:**
   
   a. **11:03:07 AM** Consideration of a Reimbursement Participation Agreement with River Lane, LLC for River Lane Apartments located at 403 North River Street (Lots 1-10, Block 55, Townsite).................................................................................................................. ACTION ITEM

   Staff summarized project and that City Engineer will need to review. Board discussed limited time before sunset and that applicant will achieve at least $400,000. Schwartz and Conrad discussed approval

   **11:11:55 AM** Denekas moved to approve Resolution 2023-004, Reimbursement Participation Agreement with River Lane, LLC for River Lane Apartments located at 403 North River Street (Lots 1-10, Block 55, Townsite) upon approval of City Engineer. Burke seconded. All in Favor.

4. **Staff Reports**
   
   a. Financial Reports by Becky Stokes

   Staff and board discussed City Trees along River Street.

   Becky Stokes provided update on Financial Reports. Viau requested staff to enter monthly vs. annually the revenues received. Viau noted potential correction needed related to interest listed on budget. Stokes confirmed will review.
Staff and board discussed plans for how to spend money saved and option of creating new district in nearby area of River Street.

5. Adjourn

Return to Agenda
ACKNOWLEDGMENTS

Thank you to the City staff, Urban Renewal Agency, and other community members who contributed their ideas, insights, and expertise to the thoughtful development of this plan.

CITY OF HAILEY
Martha Burke, Mayor
Lisa Horowitz, City Administrator
Robyn Davis, Community Development Director
Brian Yeager, Public Works Director
Kaz Thea, City Council President
Sam Linnet, City Council Member
Heidi Husbands, City Council Member
Juan Martinez, City Council Member

HAILEY URBAN RENEWAL AGENCY
Larry Schwartz, Chair
Sandi Viau, Vice Chair
Martha Burke, Member
Bob Brand, Member
Walt Denekas, Member

HAILEY DOWNTOWN MASTER PLAN
JUNE 20, 2023

Prepared by:
GGLO
with Jacobs Engineering

On behalf of:
The Hailey Urban Renewal Agency

GGLO
113 S Fifth Street
Suite 200
Boise, ID 83702

Jacobs
999 Main Street
Suite 1200
Boise, ID 83702

Hailey Urban Renewal Agency
c/o City of Hailey
115 S. Main Street
Hailey, ID 83333
INTRODUCTION
5 Introduction
6 Process + Public Involvement
7 Project Timeline
8 Project Context
9 Study Area
10 Vision

DISCOVERY
12 Public Survey Results
15 Business Owner Survey Results
18 Key Takeaways
19 Goals

PARKS
21 Power of 10
22 Hailey Greenway Master Plan Review
24 Downtown Park Studies
29 Program Assessments
32 Town Square Capacity Study
33 Lions Park Plan Review
36 Riverfront Study
37 Hop Porter Park Recommended Programs
38 Bullion – Croy Creek Corridor Study
39 Bullion Street Promenade Studies

STREETSCAPES
42 Downtown Vision Plan
43 Main Street Enhancements
46 River Street Enhancements
48 Croy Street Enhancements
50 Bullion Street Enhancements
52 Downtown Street Enhancements

OPPORTUNITY SITES
55 Downtown West Concept Plan
56 Downtown East Concept Plan

TOWN CENTER
58 Existing Conditions
59 Massing Studies
60 Existing Site Plan
61 Proposed Site Plan
62 Site Relationships
63 Aerial Perspective

IMPLEMENTATION
65 Phased Implementation Plan
66 Implementation Matrix
INTRODUCTION

The Hailey Downtown Master Plan synthesizes planning and development efforts in Downtown Hailey with the goal of creating a safe, connected, sustainable, and vibrant Downtown. The area of study stretches approximately from Myrtle Street in the north to Cedar Street in the south, and east to west from the Wood River Trail to the Big Wood River. Uniquely positioned in the center of the Wood River Valley, Hailey is a historic western community surrounded by wild mountain scenery and abundant recreational opportunities. As the area experiences ongoing growth, strategic planning is necessary to ensure the best of Hailey is preserved and enhanced for all to enjoy in the decades to come.

This Master Plan was developed in partnership with the City of Hailey and the Hailey Urban Renewal Agency, and with input and involvement from the community. The intent of this scope of work is to develop an overall Master Plan and Guiding Vision for Downtown Hailey to guide growth, development, and public improvements for the remaining duration of the Gateway Urban Renewal District, set to expire in 2033.
HAILEY DOWNTOWN MASTER PLAN  |  INTRODUCTION

PROCESS

The Urban Renewal Agency of the City of Hailey contracted GGLO to provide design services in the creation of a Downtown Master Plan. Jacobs Engineering supported by conducting a traffic and parking assessment to better understand the existing traffic conditions of the area. This assessment, in conjunction with existing City plans, public input, and the physical conditions of Downtown Hailey, informed the development of the Downtown Master Plan.

The project was conducted in three phases: Discovery, Master Plan Alternatives, and Preliminary Downtown Master Plan. During the Discovery Phase, information was gathered from the public and prior planning materials were reviewed, setting the direction for the Downtown Master Plan. Goals, vision, and priorities were established as a result of this Discovery effort.

During the Master Plan Alternatives Phase, designs were developed for Downtown street improvements incorporating information from traffic and parking studies. Downtown parks were also studied and designs considered to enhance the parks and connect them more directly to Downtown. Key development sites were also studied in Downtown and proposals considered for a new Town Center.

In the Preliminary Downtown Master Plan Phase, elements from the Master Plan Alternatives phase were refined based on feedback from the public, agency outreach, and working sessions with the City and Urban Renewal Agency. A Phasing and Implementation plan was developed to guide the City in the execution of future projects.

PUBLIC INVOLVEMENT

Public Involvement was critical to the development of this plan. In addition to continuous guidance provided by the City staff, input gathered from public surveys helped shape the proposals of this plan. Two public surveys conducted during the Discovery Phase allowed the team to gather information from the community. The first public survey was distributed broadly to the entire community, asking for input on the Downtown streets and improvements that could be made there. The second public survey was distributed to Downtown business owners and sought to better understand the specific needs of businesses within the Downtown core. Surveys were conducted online and results were recorded, published, and presented at the City Council meeting on April 10, 2023.

Public Survey 1 (General Public)
- 161 total respondents
- Conducted through Survey Monkey
- Opened 02.27.23 and closed 03.27.23
- Distributed through the Hailey Urban Renewal Agency newsletter

Public Survey 2 (Business Owners)
- 62 total respondents
- Conducted through Survey Monkey
- Opened 03.07.23 and closed 04.07.23
- Distributed through the Hailey Urban Renewal Agency newsletter

Summaries of the Public Surveys are provided in the Discovery section of this document. In addition to the public surveys, stakeholder meetings were held with key agencies to better understand their needs and operations Downtown.
PROJECT TIMELINE

The project was broken down into three phases of design running from January through August of 2023.

2023

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KEY DATES

- 01.11.23  Project Kick-Off, Begin Discovery
- 02.27.23  Launch Online Public Survey
- 03.08.23  Launch Online Business Owner Survey
- 03.31.23  Discovery Phase Completion
- 04.01.23  Begin Master Plan Alternatives
- 04.17.23  City Council Presentation
- 05.31.23  Master Plan Alternatives Phase Completion
- 06.01.23  Begin Preliminary Downtown Master Plan
- 06.20.23  City Council and URA Presentations
- 08.15.23  Preliminary Downtown Master Plan Completion

The project was broken down into three phases of design running from January through August of 2023.
PROJECT CONTEXT

Hailey is located in the Wood River Valley and surrounded by the Sawtooth National Forest. Ketchum and Sun Valley lie twelve miles to the north, and the town of Bellevue is five miles south. Hailey is within a two-hour’s drive of Stanley, Twin Falls, and Boise. Hailey sits at an elevation of 5,300 feet with cold, snowy winters. Daytime temperatures in the summer can be hot, but nights are generally cool. Average annual precipitation is 15.88 inches, the majority of which falls as winter snow or spring rain. Hailey is the county seat of Blaine County and home to the Friedman Memorial Airport that serves the resort area in Sun Valley. At the 2020 census, Hailey’s population was estimated at 9,169.
STUDY AREA

The project study area is the Gateway Urban Renewal District with emphasis on Main Street and River Street between Myrtle and Elm Streets.

LEGEND

- Urban Renewal District boundary
PUBLIC SURVEY RESULTS

SUMMARY
- 161 total respondents
- Conducted through Survey Monkey
- Opened 02.27.23 and closed 03.27.23
- Distributed through the Hailey Urban Renewal Agency newsletter

The eleven-question online survey was a mixture of multiple choice and short answer. The questions were written to facilitate an understanding of the individual's thoughts and opinions of the existing experience of Downtown Hailey. The results of the online survey are valuable as they reveal the community's vision for Downtown.

The public sees Downtown Hailey as welcoming, friendly, and home to a strong community. They want to preserve the small town charm, improve the overall connectivity of Downtown, increase safety for bikers and pedestrians, and create a space for community gathering.

The community is frequently visiting Downtown Hailey, with the majority going everyday. Downtown Hailey offers many downtown programs, each frequently used. Local restaurants/bars and shopping were at the top for most visited.

Hailey is characterized as a welcoming, authentic community with small-town western charm in the scenic Woods River Valley.

Q1 HOW OFTEN DO YOU VISIT DOWNTOWN HAILEY?

The community is frequently visiting Downtown Hailey, with the majority going everyday.

Q2 WHAT DO YOU DO WHEN YOU ARE IN DOWNTOWN HAILEY?

Downtown Hailey offers many downtown programs, each frequently used. Local restaurants/bars and shopping were at the top for most visited.

Q3 HOW WOULD YOU DESCRIBE THE CULTURE AND IDENTITY OF DOWNTOWN HAILEY?

Hailey is characterized as a welcoming, authentic community with small-town western charm in the scenic Woods River Valley.

Other Responses
1. Run errands (3)
2. Take kids to school (3)
3. Commute through (3)
4. Walk/bike through (3)
5. Dog walk (2)
6. Post letters
7. Yoga class
8. Go to a movie or play
9. Get on the bus at the park+ride

"Quaint, historical with a busy highway down the middle."

"It feels fairly divided from white vs. non-white, rich vs. poor, English-speaking vs. Spanish-speaking. It also caters to richer persons (e.g. the high cost of restaurants and shops Downtown)."

"Tug of war between historic, walkable, pedestrian-scale, engaging, town center and auto-oriented dominance."

"Downtown Hailey is authentic. Unlike Sun Valley, which was built as a pre-fab business hub, Hailey has a vibrant business community which predates its current role as a satellite for a world-renowned ski resort."

"I also walk my dog daily in this area. Because I live close, I rarely use a car, so, Bike/ Pedestrian infrastructure is critical."
Q4 WHAT DO YOU LIKE MOST ABOUT DOWNTOWN HAILEY?
People love when the community comes together, whether that’s at special events and festivals or when there’s a shared sense of identity displayed in Christmas lights or summer flower displays.

Q5 WHAT IS DOWNTOWN HAILEY MISSING?
Respondents want quality public spaces to gather Downtown. Parks/gathering spaces, bike/pedestrian friendly streets, and entertainment are top responses. Safety for pedestrians is also missing, especially on Main and River Streets.

Q6 WHAT IS IT LIKE TO WALK ALONG MAIN STREET BETWEEN MYRTLE AND ELM STREET?
The community sees Main Street as loud, uncomfortable, and dangerous.

Q7 WHAT WOULD IMPROVE YOUR EXPERIENCE OF MAIN STREET?
Main Street needs safer crossings, slower traffic, and noise reduction. People want to see active storefronts and are excited about outdoor cafe seating Downtown.

Other Responses
1. The Liberty/movie theater (10)
2. Safer crossings (5)
3. Outdoor dining (4)
4. Winter maintenance (4)
5. Sidewalks (4)
6. Speed limit enforcement (3)
7. Teen activities (3)
8. Parking (3)
9. Town Square (3)
10. Affordable housing (2)
11. Longer business hours (2)
12. Bike racks
13. Wayfinding signage

Other Responses Word Cloud

“Central location of city hall and library. Plenty of parking, easily accessible by bike, a few good restaurants, plantings along Main Street.”

“I also love the Tuesday Night concerts in Hop Porter Park and the new Wyld Beet food truck.”

“Small, non-chain stores run by real people for real people. Hailey doesn’t cater to the Hollywood crowd the same way that Ketchum & Sun Valley do, but ironically many of those same folks seem to like coming here in order to try and blend in with the locals.”

“The only town in the valley with a “community” feeling”

“Wayfinding signage and maps/kiosks to brand and orient downtown Hailey within the greater context of the city. - Park and Ride could be enhanced to be more of a transit hub - Full, contiguous bike infrastructure on River.”

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“Wayfinding signage and maps/kiosks to brand and orient downtown Hailey within the greater context of the city. - Park and Ride could be enhanced to be more of a transit hub - Full, contiguous bike infrastructure on River.”
Q8 WHAT IS IT LIKE TO WALK ALONG RIVER STREET BETWEEN MYRTLE AND ELM STREET?

River Street is dangerous and uncomfortable for pedestrians. It has a lot of potential, but needs a continuous sidewalk.

Q9 WHAT WOULD IMPROVE YOUR EXPERIENCE OF RIVER STREET?

The public believes in the potential for River Street to be an active and enjoyable street in Downtown. Top responses include implementing consistent sidewalks, bike lanes, outdoor seating, and active storefronts.

Q10 LOOKING AHEAD, WHAT WOULD YOU LIKE TO SEE IN DOWNTOWN HAILEY IN THE NEXT 10-20 YEARS?

The community believes in Hailey and want to see it thrive. Respondents want the small town charm to remain with a stronger push toward community and pedestrian spaces.

Q11 AS HAILEY WORKS TO IMPROVE ITS DOWNTOWN EXPERIENCE, IS THERE ANOTHER SMALL CITY YOU THINK HAILEY SHOULD LOOK TO FOR INSPIRATION?

The public thinks Ketchum, Bend, and smaller Colorado cities are good examples for Hailey to look to for inspiration. There is also a strong response to see Hailey grow uniquely.
BUSINESS OWNER SURVEY RESULTS

SUMMARY
- 62 total respondents
- Conducted through Survey Monkey
- Opened 03.07.23 and closed 04.07.23
- Emailed to downtown business owners within Downtown Master Plan boundary.

The fourteen-question online survey was a mix of multiple choice and short answer responses. The questions were written to facilitate an understanding of the Downtown business owners’ operating locations and times, thoughts on the culture and identity of downtown, and the strengths and weaknesses of current operations, design, and infrastructure.

The results of the online survey are valuable as they reveal the business owners’ needs and wants for Downtown in regard to the success of their businesses. The business community sees Downtown Hailey as the heart of the city. Respondents identified the need for connected streetscapes, pedestrian-oriented design, and well-maintained public spaces.

Q1 WHAT BUSINESS(ES) DO YOU OWN OR OPERATE IN DOWNTOWN HAILEY?
Below are the responses.
1. Sawtooth Paint & Airless
2. YaYa’s
3. The Wicked Spud
4. Jane’s Cards and Gifts
5. The Gem Barbershop
6. Chevron (Oasis Stop ‘N Go)
7. Audio Innovations
8. The Feathered Flip
9. Train Creek Technology
10. Christy A McPherson, CPA
11. Power House
12. Sturtzvants
13. Tundra Restaurant
14. Hyperbarics of Sun Valley
15. Pure Body Bliss
16. Sawtooth Auto Sales
17. Fireplace Outfitters
18. Pioneer Title Company
19. Hailey Grocery Outlet
20. Harrison Insurance
21. Ju-Jitsu 100
22. Hank & Sylvia’s
23. Robin Christensen Real Estate
24. daVino’s restaurant
25. Mountain Rose Tattoo
26. Alturas Law Group, PLLC
27. Simms Law PLLC
28. Pure Body Bliss
29. Cafe Della
30. Sterling Urgent Care
31. Shorty’s Diner
32. John Reuter Greenworks LLC
33. Bluebird Solar
34. TND Architects PLLC
35. Atkinsons’ Market
36. CK’s Real Food
37. Worth Printing
38. PeakFit SV
39. Essential Therapies
40. Wood River Chapel
41. Lisa Hamilton - Pilates, LLC
42. Asthma & Allergy of Idaho
43. Valley Tile and Floor
44. Star Law Office, PLLC
45. Domino’s
46. Redoux Decor Interiors
47. Benson Dental
48. Audio Innovations
49. Dev Khalsa Photography
50. Blaine County Title
51. Lyon Landscape Architects, LLC
52. The Summit Archery & Outdoors
53. Boulder Mountain Property Management
54. The Sanctuary Medical Massage & Bodywork
55. Rentals and real estate sales
56. Tundra Restaurant
57. Danielle Ambach Hair
58. Dark to Light Productions
59. The Barkin’ Thrift Store

Q2 WHAT DOWNTOWN STREET ARE YOU LOCATED ON?
A majority of respondents operate businesses on Main Street and Bullion street.

Q3 WHAT DAYS OF THE WEEK ARE YOU OPEN?
Most businesses Downtown are open M-F from 9-5; not many are open late or on weekends.

Q4 PLEASE SELECT THE TIMES THAT BEST REPRESENT YOUR OPERATING HOURS.

- Standard Business Hours
- Morning
- Evening
- 24 Hours
- Other

“Class times vary throughout the year.”
“By appointment only.”
“Varying hours throughout each day.”
**Q5 HOW WOULD YOU DESCRIBE THE CULTURE AND IDENTITY OF DOWNTOWN HAILEY?**

Business owners identify Hailey as a hardworking mountain town with a friendly and diverse community.

---

**Q6 WHAT IS DOWNTOWN HAILEY MISSING?**

The business community thinks entertainment, workforce housing, and youth activities are missing from downtown. Overall, downtown connectivity and a place for community gatherings were also identified.

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**Q7 WHAT ASPECTS OF DOWNTOWN HAILEY ARE IMPORTANT TO THE SUCCESS OF YOUR BUSINESS(ES)?**

Business owners believe driving access, local residents, foot traffic, street visibility, and parking are the most important.

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**Q8 WHAT ASPECTS OF DOWNTOWN HAILEY ARE CURRENT BARRIERS TO THE SUCCESS OF YOUR BUSINESS(ES)?**

The lack of street visibility, downtown events, parking, and foot traffic are the biggest barriers to business owners’ success.

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**“Hailey is filled with hardworking people that strive to stay in our area for its beauty and outdoor recreation.”**

**“I feel like the traffic inhibits Hailey from being a walking community. There is also a lack of parking which inhibits frequenting businesses.”**

**“Outdoor haven for activities with a friendly and diverse community.”**

**“It’s very disconnected in my view. Nothing ties us together or unites in any fashion. My part of Downtown seems "out of downtown."**

**“Traffic control. Another stop light would help slow down traffic and help with pedestrian walkability.”**

**“There is a great opportunity to create a Town Square vacating Croy, the alley between Main and River Streets, and interfacing both Main and River Street.”**

**“We have very little activities for children and teens.”**

**“No other category comes close to the need for housing.”**

---

**“Lack of foot traffic”**

**“Lack of driving access”**

**“Lack of downtown events”**

**“Lack of local residents”**

---

**“Parks/gathering spaces”**

**“Downtown connectivity”**

**“Bike/pedestrian friendly streets”**

**“Public art”**

**“Housing”**

**“Shopping”**

**“Entertainment”**

**“Bars/restaurants”**

**“Hotels”**

**“Other”**

---

**“Lack of usable sidewalk space”**

**“Lack of usable outdoor space”**

**“Lack of attractive streetscapes”**

**“Lack of street visibility”**

**“Lack of downtown events”**

**“Lack of local residents”**

**“Lack of out of town visitors”**

---

**“Foot traffic”**

**“Driving access”**

**“Usable outdoor space”**

**“Usable sidewalk space”**

**“Street visibility”**

**“Attractive streetscapes”**

**“Downtown events”**

**“Local residents”**

**“Out of town visitors”**

---

**“Parking”**

**“Sidewalks”**

**“Business”**

**“Lack of employees”**

**“Main street”**

**“None”**
**Q9** How would you describe the streetscape adjacent to your business(es)?

Business owner respondents would like to see slower traffic and more attractive/well maintained streetscapes. Existing streetscapes were generally said to be loud and generic.

**Q10** What improvements are most needed to enhance the streetscape adjacent to your business(es)?

Street parking is crucial for downtown businesses. The preservation of existing and potential for more street parking is welcomed by downtown business owners. Slower traffic, safer crossings, street maintenance, and overall street aesthetics are also important.

**Q11** How do you use the alley adjacent to your business(es)?

Business owners would like to see the alley maintenance improved for snow removal and overall cleanliness.

“Snow removal in the alley so that the dumpsters can be picked up. It was a big snow year this year, but alley snow removal was intermittent and not thorough.”

“More lighting in parking lot.”

“Parking monitoring, regular cleaning, and regular maintenance of the alley.”

“Employee entry and parking.”

“Alley is unattractive. I plan to plant native wildflowers this summer along my side of the alley.”

“Love the street trees but they block business visibility.”

“Atkinson’s loading dock is always an issue both for safety and comfortable use of the street/sidewalk.”

“Street parking is CRITICAL”

“Would like to have trees lighted in the winter and flowers boxes in the summer.”

“Wider sidewalks”

“Safer crossings”

“Street trees”

“Planters/flowers”

“Public art”

“Bench”

“Lighting”

“Street parking”

“Bike lanes”

“Slower traffic”

“Outdoor cafe seating”

“Active storefronts”

“Cleanliness”

“Comments”

“Deliveries”

“Employee entry”

“Public entry”

“Parking access”

“Other”

“0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%”

“Waste removal”

“Comments”

“Business owner respondents would like to see slower traffic and more attractive/well maintained streetscapes.”

“Existing streetscapes were generally said to be loud and generic.”

“Street parking is crucial for downtown businesses.”

“The preservation of existing and potential for more street parking is welcomed by downtown business owners.”

“Slower traffic, safer crossings, street maintenance, and overall street aesthetics are also important.”

“The alley’s behind businesses are mainly used for waste removal, deliveries, employee entry, and parking access.”

“The alley’s behind businesses are mainly used for waste removal, deliveries, employee entry, and parking access.”

“Business owners would like to see the alley maintenance improved for snow removal and overall cleanliness.”

“‘I own 1/2 the street aside my building and we use for delivery and I will be converting some of it to parking.’”

“‘Snow removal in the alley so that the dumpsters can be picked up. It was a big snow year this year, but alley snow removal was intermittent and not thorough.’”

“‘More lighting in parking lot.’”

“‘Parking monitoring, regular cleaning, and regular maintenance of the alley.’”

“‘Employee entry and parking.’”

“‘Alley is unattractive. I plan to plant native wildflowers this summer along my side of the alley.’”

“‘Love the street trees but they block business visibility.’”

“‘Atkinson’s loading dock is always an issue both for safety and comfortable use of the street/sidewalk.’”

“‘Street parking is CRITICAL’”

“‘Would like to have trees lighted in the winter and flowers boxes in the summer.’”
At the conclusion of the Discovery Phase, the following observations were identified as key takeaways that will be critical to the development of the Downtown Master Plan.

- Hailey residents come Downtown weekly if not daily to shop, eat, visit the library, run errands and meet friends.
- Hailey can be characterized as a welcoming, authentic community with small-town western charm in the scenic Woods River Valley.
- Highway 75 and the noise, traffic, and safety concerns that come with it pervade Hailey’s Downtown.
- People love when the community comes together, whether that’s at special events and festivals or when there’s a shared sense of identity displayed in Christmas lights or summer flower displays.
- A community gathering space in Downtown is missing.
- Safety for pedestrians is missing, especially on Main and River Streets.
- Entertainment is missing Downtown, especially a movie theater/the Liberty, and activities for youth.
- Main Street needs safer crossings, slower traffic, and noise reduction.
- The public wants outdoor cafe seating Downtown.
- There is a lot of interest in pedestrian-only streets.
- River Street is dangerous and uncomfortable to walk on and needs sidewalks. It has a lot of potential.
- People want to see Hailey thrive.
- Most businesses Downtown are open M-F from 9-5; there is not a lot open late or on weekends.
- Business owners identify Hailey as a hardworking mountain town.
- Entertainment, workforce housing, and youth activities are missing from Downtown.
- Driving access, local residents, foot traffic, street visibility, and parking are important for business owners.
- The streetscapes are generally loud and generic.

Hailey’s culture and identity is defined by its small town charm and location in the beautiful Wood River Valley. It is an active community with direct access to outdoor recreation.
GOALS

The following set of goals have been identified to help achieve the community’s vision for a vibrant Downtown that accurately reflects the spirit and character of Hailey. These goals were developed from a review of public input, existing planning documents, and current conditions. The goals are not ranked in order of importance.

- **AUTHENTICALLY HAILEY DOWNTOWN**
  Preserve and promote the western mountain-town heritage and friendly, small-town feel of the community

- **VIBRANT & DISTINCT DOWNTOWN CORE**
  Establish a vibrant, distinctive, mixed-use environment that is uniquely Hailey

- **SAFE & CONVENIENT CROSSINGS**
  Improve safety and accessibility for pedestrians throughout the Downtown core

- **TOWN SQUARE AS DOWNTOWN DESTINATION**
  Create a central gathering place for the community in a new Town Square at the center of Downtown

- **CONNECTED SHOPS, PARKS & AMENITIES**
  Unite Downtown and its surroundings with a clear network of pedestrian and biker-friendly routes

- **MAINTAIN ON-STREET PARKING CAPACITY**
  Ensure Downtown businesses are easily accessed by vehicle for quick trips and out-of-town visitors
The Power of 10+

The Power of 10+ is a concept Project for Public Spaces developed to evaluate and facilitate Placemaking at multiple city scales. It is a powerful tool for generating constructive conversations to identify targeted Placemaking efforts. Cities succeed or fail at the human scale—the place scale—and this scale is often overlooked. The Power of 10+ shows how paying attention to the human experience when building a city’s destinations and districts can have immediate and widespread impacts.

The idea behind this concept is that places thrive when users have a range of reasons (10+) to be there. These might include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities will be unique to that particular place, reflecting the culture and history of the surrounding community. Local residents who use this space most regularly will be the best source of ideas for which uses will work best.

Further, when cities contain at least 10 of these destinations or districts, their public perception begins to shift amongst both locals and tourists, and urban centers can become better equipped for generating resilience and innovation.
BIG WOOD RIVER
HAILEY GREENWAY
MASTER PLAN

LEGEND

- Existing River Access Point
- Proposed River Access Point

Proposed River Access Point

HAILEY GREENWAY MASTER PLAN

LEGEND

- Existing River Access Point
- Proposed River Access Point

Proposed River Access Point

BIG WOOD RIVER
HAILEY GREENWAY
MASTER PLAN
BIG WOOD RIVER
RECOMMENDED ZONES & ACCESS POINTS

Building on the proposals in the Hailey Greenway Master Plan, these recommendations provide a clear strategy to balance ecological preservation and public access along the Big Wood River. Along this stretch of river, we recommend three different types of access:

1. **Family-Friendly Access**
   - Accessible trail to river and accompanying improvements: boardwalks, beaches, side channels and crossings, nature-based play areas
2. **Nature Access**
   - Trail to river and minimal improvements: mulched trail, stone beaches, shoreline stabilization
3. **Wilderness Access**
   - Trail to river and minimal improvements: dirt trail, shoreline stabilization

**LEGEND**

Hailey Greenway Master Plan

- Existing River Access Point
- Proposed River Access Point

**Additional Recommendations**

- Family-Friendly Access Point
- Nature Access Point
- Wilderness Access Point
- Family Recreation Zone
- Wilderness Recreation Zone

**FAMILY-FRIENDLY ACCESS**

**NATURE ACCESS**

**WILDERNESS ACCESS**
DOWNTOWN PARKS
SITE RELATIONSHIPS

LEGEND
- Proposed Street Improvements
- Broadford River St. Route
- Hiking Trail
DOWNTOWN PARKS
CHARACTER STUDY

URBAN OASIS
Lions Park is located on the edge of Hailey’s downtown, just 0.3 miles from the town center. Despite its urban proximity, the park is surrounded by nature preserves and sits on the banks of the scenic Big Woods River. This setting provides a unique opportunity to create a natural oasis steps away from the bustle of Main Street.

URBAN PARK
Hop Porter Park sits in the middle of a residential neighborhood just three blocks off Main Street. Occupying over a full block, Hop Porter provides valuable recreational space in close proximity to area residents and Downtown visitors. This park functions as both a neighborhood park and a regional attraction.

URBAN PLAZA
A future Town Square off Bullion and River Streets would create a civic gathering space in the center of Downtown. Programmed as a plaza, this hardscaped space could provide places to sit, play, and socialize Downtown while also being capable of hosting special events right off Main Street.
DOWNTOWN PARKS
CAPACITY STUDY

LIONS PARK
TOTAL SITE AREA: 446,120 SF (9.81 ACRES)
ASSEMBLY AREA: 145,000 SF (3.33 ACRES)

Standing Event Capacity (9 SF per person)
16,100 people

Seated Event Capacity (25 SF per person)
5,800 people

Dispersed Event Capacity (64 SF per person)
2,250 people

HOP PORTER PARK
TOTAL SITE AREA: 181,230 SF (4.24 ACRES)
ASSEMBLY AREA: 92,550 SF (2.12 ACRES)

Standing Event Capacity (9 SF per person)
10,280 people

Seated Event Capacity (25 SF per person)
3,700 people

Dispersed Event Capacity (64 SF per person)
1,450 people

TOWN SQUARE
TOTAL SITE AREA: 21,600 SF (0.49 ACRES)
ASSEMBLY AREA: 11,250 SF (0.26 ACRES)

Standing Event Capacity (9 SF per person)
1,250 people

Seated Event Capacity (25 SF per person)
450 people

Dispersed Event Capacity (64 SF per person)
175 people
DOWNTOWN PARKS

PROPOSED PROGRAMS

LIONS PARK

- SUP/Kayak/PFD Launch
- Host Events: Music, Arts, Food
- Bio-retention/Snow Storage
- Sporting Events
- Nature Trails
- Dog Area
- Active Lawn Area
- Interactive Water Feature
- Outdoor Education Elements
- Shade Trees
- Fly Fishing
- Outdoor Amphitheater
- Sculpture Garden
- Pollinator Meadow
- Wedding/Event Venue

HOP PORTER PARK

- Play Area
- Event Venue
- Pavilion
- Stage
- Flexible Lawn Area
- Restrooms
- Pollinator Meadow
- Bio-retention/Habitat Area
- Event Plaza
- Amphitheater
- Parking
- Promenade
- Public Art

TOWN SQUARE

- Event Plaza
- Fixed and Movable Seating
- Market Stalls
- Food Truck Plaza
- Shade Trees
- Fire Pits
- Interactive Water Feature
- Public Art
POTENTIAL SITE AMENITIES

- River Access Point
- Outdoor Amphitheater
- Food Truck Plaza
- Fire Feature
- Active Lawn Area
- Open Plaza
- Craft Fair & Farmers Market
- Public Art
- Covered Stage/Performance Area
- Music Festival
- Bouldering Wall
- Stormwater Feature
# Lions Park Program Assessment

## Site Amenities

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<tr>
<th>Amenities</th>
<th>Status</th>
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<td>Play Structure</td>
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<td>SUP/Kayak/PFD Launch</td>
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<td>Fly Fishing</td>
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## Lions Park

**MONTHLY**
- Sporting Events
- Dog Walks
- River Sports
- Fly Fishing

**WEEKLY**
- Educational Programs
- School Field Trips
- Festivals
- Sporting Events

**DAILY**
- Picnics
- Dog Walks
- Concerts
- Special Events
- Picnics
- Trail Use
- Fishing Pier
- Nature Trails
- Fly Fishing
- River Sports
- Sporting Events

**Lions Park**
- Existing amenity
- Recommended additions

- Summer’s End Music Festival
- Fly Fishing in Big Wood River
- Summer Trail Use
HOP PORTER PARK
PROGRAM ASSESSMENT

SITE AMENITIES
- Active Lawn Area
- Sporting Events
- Picnic Area
- Play Structure
- Public Restrooms
- Basketball Court
- Off-Leash Pet Area
- Shade Trees
- Nature Trails
- Outdoor Education Elements
- Interactive Water Feature
- Family-Friendly River Access
- SUP/Kayak/PFD Launch
- Fly Fishing
- Fishing Pier
- River Overlook
- Bio-retention/Snow Storage
- Open Plaza
- Public Art
- Specialty Lighting
- Fire Feature
- Fixed and Movable Seating
- Outdoor Work Spaces
- Outdoor Amphitheater
- Covered Events Venue
- Events Lawn
- Adjacent Food & Beverage/Retail
- Flexible Parking Area

existing amenity
recommended additions

HOP PORTER PARK

MONTHLY
- Playground Use
- Picnics
- Concert Series
- Native Habitat
- Lawn Use
- Public Restrooms
- Special Events

WEEKLY
- Playground Use
- School Field Trips
- Special Events
- Picnics

DAILY
- Playground Use
- Picnics
- Concert Series
- Special Events
- Lawn Use

Playground

Summer Music Series

Picnic Pavilion
TOWN SQUARE
CAPACITY STUDY

TOTAL SITE AREA: 21,600 SF (0.49 ACRES)
ASSEMBLY AREA: 14,400 SF (0.33 ACRES)

**OPTION 1 - EXISTING BUILDING**
TOTAL BUILDING AREA: ~ 4,000 SF
PLAZA ASSEMBLY AREA: ~ 4,000 SF

- Standing Event Capacity (9 SF per person)
  - 450 people
- Seated Event Capacity (25 SF per person)
  - 160 people
- Dispersed Event Capacity (64 SF per person)
  - 60 people

**OPTION 2 - NEW BUILDING ON ALLEY**
TOTAL BUILDING AREA: ~ 5,000 SF
PLAZA ASSEMBLY AREA: ~ 14,400 SF

- Standing Event Capacity (9 SF per person)
  - 1,600 people
- Seated Event Capacity (25 SF per person)
  - 570 people
- Dispersed Event Capacity (64 SF per person)
  - 225 people

**OPTION 3 - NEW BUILDING ON RIVER ST**
TOTAL BUILDING AREA: ~ 5,000 SF
PLAZA ASSEMBLY AREA: ~ 10,500 SF

- Standing Event Capacity (9 SF per person)
  - 1,160 people
- Seated Event Capacity (25 SF per person)
  - 420 people
- Dispersed Event Capacity (64 SF per person)
  - 160 people
**TAKEAWAYS**

- Vehicular-dominated design
- Generic park plan (lawn, picnic, and play area)
- Not local or regionally specific
- Limited access to event area
- Unorganized program layout

**LEGEND**

- Vehicular Access
- Trail
LIONS PARK
RECOMMENDED PROGRAMS
Option 1

- Food Truck Plaza
- Slack Line & Bouldering Zone
- Picnic Pavilion
- Restrooms
- Native Wildflower Meadow
- Temporary Stage Location
- Flexible Stage Pavilion
- Temporary Pavilion
- Parking with Bio-retention Zones

LEGEND
- Activity Area
- Native Meadow
- Lawn Area
- Parking Spaces
- Vehicular Access
- Plaza Space
- Structure
- Trail
LIONS PARK
RECOMMENDED PROGRAMS

Option 2

LEGEND
- Activity Area
- Native Meadow
- Lawn Area
- Parking Spaces
- Vehicular Access
- Plaza Space
- Trail
- Temporary Structure
- Art Piece
LIONS PARK
RIVERFRONT STUDY
Constructed Channel
HOP PORTER PARK
RECOMMENDED PROGRAMS
BULLION – CROY CREEK CORRIDOR STUDY
BULLION ST. PROMENADE
CONCEPT DESIGN

Tree-lined Pedestrian Promenade

LEGEND
- Parcel Boundary
- Vehicular Access
- Pedestrian Access

10’ Wide Promenade
Private Driveway
Arrival Plaza
Pedestrian Bridge
Pedestrian Crossing
Elliot’s Trailhead
BULLION ST. BRIDGE
CROSSING STUDY
The Downtown Vision Plan identifies key opportunities for the further development of Downtown.
Main Street currently suffers from too little space for pedestrians and too much space for vehicles. Undersized planters restrict street trees from growing to a healthy size.
MAIN STREET
PROPOSED SECTION A

In this section, the turn lane and inner travel lanes are reduced in width to slow traffic and give 5’ of width back to the pedestrian realm. Expanded planters feature Silva Cells and support a large, healthy street canopy.
MAIN STREET
PROPOSED SECTION B

In this section, the center turn lane is removed and 12' of width is given back to the pedestrian realm, creating ample space for sidewalk cafes and Silva Cell-supported planters.
River Street currently lacks sidewalks and defined pedestrian and vehicle zones. A wide shoulder is used for walking, parking, and biking, creating traffic conflicts and safety hazards for users.
In this section, River Street is updated to reflect the newly adopted street standards. Sidewalks, planting strips, and dedicated bike paths line the roadway, which features two 11’ travel lanes with angled parking. Sidewalk bulb-outs provide safer crossings and placemaking opportunities.
CROY STREET
EXISTING SECTION

Croy Street’s right-of-way is currently underutilized, with narrow sidewalks and overly wide travel lanes and parking aisles.
CROY STREET
PROPOSED SECTION

In this section, travel lanes and parking aisles are reduced in width, making room for planting strips and a dedicated bike path along the southern side of the street. Sidewalk bulb-outs create shorter crossing distances and provide opportunities for public art.
BULLION STREET
EXISTING SECTION

Bullion Street currently features an asymmetrical design with a wider travel lane to the south and a wider sidewalk on the north. 3’ planters limit the health and growth of street trees lining the roadway.
**BULLION STREET**  
**PROPOSED SECTION**

In this section, travel lanes are standardized to an 11’ width and the center turn lane is reduced to 12’. Sidewalks are expanded to 12’-6” with Silva Cell-supported planting strips to foster the growth of more robust street trees. Angled parking transitions to sidewalk bulb-outs at the end of each block to provide safe pedestrian crossings and opportunities for public art.

<table>
<thead>
<tr>
<th>Property Line</th>
<th>Property Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>12’-6”</td>
<td>18’-0”</td>
</tr>
<tr>
<td>Sidewalk</td>
<td>Angled Parking/Sidewalk Bulb-Out</td>
</tr>
<tr>
<td>11’-0”</td>
<td>12’-0”</td>
</tr>
<tr>
<td>Travel Lane</td>
<td>Turn Lane</td>
</tr>
<tr>
<td>11’-0”</td>
<td>18’-0”</td>
</tr>
<tr>
<td>Travel Lane</td>
<td>Angled Parking/Sidewalk Bulb-Out</td>
</tr>
<tr>
<td>12’-6”</td>
<td>Sidewalk</td>
</tr>
</tbody>
</table>

**Site for Public Art**  
**Silva Cell Planter**
The Downtown Street Tree Plan identifies a signature street tree for River, Main, and the side streets, as well as the Bullion Street Promenade.

- **Accolade Elms**
- **Northern Acclaim Honeylocusts**
- **Swamp White Oaks**
- **Washington Hawthorns**
- **Gingkos**

* * Urban Renewal District boundary
TREE SELECTIONS
DOWNTOWN STREETS

The intent of the Downtown Street Tree Selections are to emphasize the distinct character of each Downtown street while also unifying the area with a limited palette of tree species. Large street trees provide shade, create visual interest, sequester carbon, and purify the air. A larger street tree grows a taller canopy that provides all the benefits of a healthy street tree while also ensuring visibility is preserved for business fronts on the ground level. We make the following recommendations for all street trees:

- Incorporation of Silva Cells to support healthy tree growth
- Minimum 5’ width planting area with 600 min cubic feet of soil per tree
- Minimum 3” caliper street trees, branched 8’ clear

MAIN STREET
ACCOLADE ELM

RIVER STREET
NORTHERN ACCLAIM
HONEYLOCUST

CURB BULBS (AT RIVER STREET)
GINGKOS

SIDE STREETS
SWAMP WHITE OAK
OPPORTUNITY SITES
A concentration of civic uses and developable sites with close proximity to Main Street and city parks makes the land surrounding City Hall an ideal location for a new Town Center. In conjunction with an expanded library and enhanced festival street on Croy, the Town Center becomes a new central gathering place for the community of Hailey. Supporting this public space is a number of mixed use development opportunities for ground floor retail with housing above. A dedicated City parking deck meets parking demand as Downtown grows as a destination for the community.
On the east side of Main Street, First Ave provides opportunities for a pedestrian-focused mixed use environment. The wide right-of-way on First Ave can be reconfigured to accommodate wide sidewalks, street trees, and an enhanced plaza-like crossing with room to accommodate spill-out seating and other retail-supportive uses. Two development sites provide an opportunity to add mixed use buildings with ground floor retail and housing above. Tuck under parking accessed from the alley makes the most of the limited site area while maximizing usable space and active street frontage. These new developments complement and strengthen what is already an active area of Downtown.
TOWN CENTER
EXISTING CONDITIONS

1. EXISTING ENTRY OFF CROY ST TO CITY HALL
2. EXISTING STAIR/SECONDARY REAR ENTRY
3. EXISTING ALLEY ACCESS
4. EXISTING CROY STREET
5. EXISTING CITY BUILDING
6. PARKING AT REAR TOWN CENTER
ADAPTIVE REUSE OF BUILDINGS

EXISTING CITY HALL BUILDING
LEVEL 1: +/- 9,000 SF
LEVEL 2: +/- 9,000 SF

EXISTING TOWN CENTER WEST BUILDING
LEVEL 1: +/- 4,000 SF

OPTION 1
CITY HALL BUILDING AND NEW LIBRARY

OPTION 2
TOWN CENTER BUILDING AND NEW 3 STORY LIBRARY FACING PLAZA FESTIVAL STREET

OPTION 3
EXISTING TOWN CENTER BUILDING
LEVEL 2: +/- 9,000SF
LEVEL 1: +/- 8,000SF

NEW LIBRARY BUILDING
LEVEL 2: +/- 7,000SF
LEVEL 1: +/- 7,400SF

NEW LIBRARY BUILDING
LEVEL 3: +/- 7,000SF
LEVEL 2: +/- 7,000SF
LEVEL 1: +/- 6,000 SF
1. New Public Library
2. Festival Street
3. Hailey City Hall Renovated Entry
4. Art Feature at Curb Bulb
5. Parking with Removable Bollards
6. Service Parking
7. Alley
8. Plaza Fronting New Library

TOWN CENTER
PROPOSED SITE PLAN
TOWN CENTER
AERIAL PERSPECTIVE
PHASED IMPLEMENTATION PLAN

The Phased Implementation Plan synthesizes recommendations made in the Downtown Master Plan and itemizes them into actionable opportunity projects. Each opportunity is assigned to a recommended phase according to its anticipated impact, current feasibility, and catalytic potential.

Phase 1 is reserved for high-priority opportunities central to the Downtown core. By focusing Phase 1 on the core of Main Street, River Street, Bullion Street, and Croy Street, a cohesive, concentrated, and connected Downtown environment is created. A new Town Center serves as the primary gathering place for the community and is supported by new mixed use development surrounding and activating the civic uses.

Phase 2 extends the streetscape enhancements on Main Street to Walnut Street and Pine Street. Walnut, Pine, and Elm Streets are to be improved to meet the side street design standards. New mixed use developments on 1st Ave and Main Street are also planned for Phase 2.

Phase 3 continues to expand the streetscape enhancements on Main Street to the are extents at Galena Street and Myrtle Street. Galena, Silver, Spruce, and Myrtle Streets are to be improved to meet the side street design standards.

---- Urban Renewal District boundary

Phase 1 - 2028
Phase 2 - 2031
Phase 3 - 2034
HAILEY DOWNTOWN MASTER PLAN | IMPLEMENTATION

IMPLEMENTATION MATRIX

The Implementation Matrix lists opportunity projects recommended in this Master Plan and provides details for each. The phased improvements are organized in three categories: Safety and Connectivity (S), Sustainability and Livability (L), and Development (D). Safety and Connectivity includes streetscape enhancements, street crossings, and paths. Sustainability and Livability includes parking enhancements, street trees, street furniture, art, and lighting. Development includes proposed infill developments on key Downtown sites.

<table>
<thead>
<tr>
<th>Item</th>
<th>Project Notes</th>
<th>Target Year</th>
<th>Lead/Partner</th>
<th>Funding Mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>S1</td>
<td>3 blocks between Walnut St &amp; Carbonate St - provide safety enhancements by implementing curb bulbs at all intersections to shorten crossing distances, and enhancing crosswalks.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S2</td>
<td>3 blocks between Walnut St &amp; Carbonate St - provide safety enhancements by implementing consistent sidewalks with protected bike lanes and curb bulbs at all intersections to shorten crossing distance.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S3</td>
<td>1 block between Main St &amp; River St - implement removable bollards to safely shut down the festival street for events.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S4</td>
<td>3 blocks between the alley west of River St &amp; Picabo St - provide safety enhancements by implementing consistent sidewalks with protected bike lanes and curb bulbs at all intersections to shorten crossing distance.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S5</td>
<td>A protected multi-use pathway connecting Lions Park, Hop Porter Park, and Main St.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S6</td>
<td>3 blocks between the alley west of River St &amp; Picabo St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S7</td>
<td>3 blocks between the alley west of River St &amp; Picabo St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S8</td>
<td>3 blocks between the alley west of River St &amp; Picabo St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S9</td>
<td>2 blocks between Walnut St &amp; Elm St - provide safety enhancements by implementing curb bulbs at all intersections to shorten crossing distances, and enhancing crosswalks.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S10</td>
<td>2 blocks between the alley east of Main St &amp; the alley west of River St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S11</td>
<td>4 blocks between Carbonate St &amp; Myrtle St - provide safety enhancements by implementing curb bulbs at all intersections to shorten crossing distances, and enhancing crosswalks.</td>
<td>2034</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S12</td>
<td>2 blocks between the alley west of River St &amp; the alley east of Main St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.</td>
<td>2034</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S13</td>
<td>2 blocks between the alley west of River St &amp; the alley east of Main St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.</td>
<td>2034</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>S14</td>
<td>2 blocks between the alley west of River St &amp; the alley east of Main St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.</td>
<td>2034</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L1</td>
<td>3 blocks between Walnut St &amp; Carbonate St - plant consistent Accolade Elm street trees with silva cells and specify street furnishings and street lighting.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L2</td>
<td>3 blocks between Walnut St &amp; Carbonate St - plant consistent Northern Acclaim Honeylocust street trees with silva cells and on at every curb bulb plant Ginkgo trees with silva cells. Specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L3</td>
<td>1 block between Main St &amp; River St - implement with the same paver material as the town center plaza and extend to south face of Croy St sidewalk. Specify street furnishings and lighting to be consistent with town center plaza and Croy St.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
</tbody>
</table>

The Implementation Matrix lists opportunity projects recommended in this Master Plan and provides details for each.
## HAILEY DOWNTOWN MASTER PLAN | IMPLEMENTATION

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</tr>
</thead>
<tbody>
<tr>
<td>L4</td>
<td>Croy St Enhancements</td>
<td>3 blocks between the alley west of River St &amp; Picabo St - plant consistent Swamp White Oak street trees with Silva cells and specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L5</td>
<td>Bullion St Promenade Street Trees</td>
<td>Between Lions Park, Hop Porter Park, and Main St - plant consistent trees on both sides of promenade.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L6</td>
<td>Bullion St Enhancements</td>
<td>3 blocks between the alley west of River St &amp; Picabo St - plant consistent Swamp White Oak street trees with Silva cells and specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L7</td>
<td>Walnut St Enhancements</td>
<td>2 blocks between the alley west of River St &amp; the alley east of Main St - plant consistent Swamp White Oak street trees with Silva cells and specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L8</td>
<td>Carbonate St Enhancements</td>
<td>3 blocks between the alley west of River St &amp; Picabo St - plant consistent Swamp White Oak street trees with Silva cells and specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L9</td>
<td>Lions Park Phase 1</td>
<td>Park improvements with ball fields remaining. Improvements include: river access, recreational amenities, reconfigured parking, and native landscape restoration.</td>
<td>2025</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L10</td>
<td>Hop Porter Park</td>
<td>Park improvements include: establishing a new pavilion, stage, event lawn, reconfigured entry from Bullion St Promenade.</td>
<td>2026</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Phase 2 Sustainability and Livability

<table>
<thead>
<tr>
<th>Item</th>
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<th>Target Year</th>
<th>Lead/Partner</th>
<th>Funding Mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>L11</td>
<td>Main St Phase 2 Enhancements</td>
<td>2 blocks between Walnut St &amp; Elm St - plant consistent Accolade Elm street trees with Silva cells and specify street furnishings and street lighting.</td>
<td>2031</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L12</td>
<td>Pine St Enhancements</td>
<td>2 blocks between the alley west of River St &amp; the alley east of Main St - plant consistent Swamp White Oak street trees with Silva cells and specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2031</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L13</td>
<td>Elm St Enhancements</td>
<td>2 blocks between the alley west of River St &amp; the alley east of Main St - plant consistent Swamp White Oak street trees with Silva cells and specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2031</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L14</td>
<td>Lions Park Phase 2</td>
<td>Park improvements of remaining park at ball fields. Improvements include river access, recreational amenities, reconfigured parking, and native landscape restoration.</td>
<td>2027</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Phase 3 Sustainability and Livability

<table>
<thead>
<tr>
<th>Item</th>
<th>Project Details</th>
<th>Notes</th>
<th>Target Year</th>
<th>Lead/Partner</th>
<th>Funding Mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>L15</td>
<td>Main St Phase 3 Enhancements</td>
<td>4 blocks between Carbonate St &amp; Myrtle St - plant consistent Accolade Elm street trees with Silva cells and specify street furnishings and street lighting.</td>
<td>2034</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L16</td>
<td>Galena St Enhancements</td>
<td>2 blocks between the alley west of River St &amp; the alley east of Main St - plant consistent Swamp White Oak street trees with Silva cells and specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2034</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L17</td>
<td>Silver St Enhancements</td>
<td>2 blocks between the alley west of River St &amp; the alley east of Main St - plant consistent Swamp White Oak street trees with Silva cells and specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2034</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>L18</td>
<td>Spruce St Enhancements</td>
<td>2 blocks between the alley west of River St &amp; the alley east of Main St - plant consistent Swamp White Oak street trees with Silva cells and specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.</td>
<td>2034</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
</tbody>
</table>

### Phase 1 Development

<table>
<thead>
<tr>
<th>Item</th>
<th>Project Details</th>
<th>Notes</th>
<th>Target Year</th>
<th>Lead/Partner</th>
<th>Funding Mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1</td>
<td>Town Center</td>
<td>Create a gathering plaza/destination, provide civic uses, compose public space with buildings, plaza, festival street, and parking.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>D2</td>
<td>Library</td>
<td>New city library in town center plaza.</td>
<td>2026</td>
<td>URA/Public Works</td>
<td>URA/City funded</td>
</tr>
<tr>
<td>Item</td>
<td>Project</td>
<td>Notes</td>
<td>Target Year</td>
<td>Lead/Partner</td>
<td>Funding Mechanism</td>
</tr>
<tr>
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<td>------------------</td>
</tr>
<tr>
<td>D3</td>
<td>Mixed Use at W Bullion St &amp; N River St</td>
<td>Provide open, active storefronts, retail/commercial ground floor with housing above.</td>
<td>2026</td>
<td>URA/private developer</td>
<td>URA developer RFP</td>
</tr>
<tr>
<td>D4</td>
<td>Mixed Use at N River St &amp; W Bullion St</td>
<td>Provide open, active storefronts, retail/commercial ground floor with housing above.</td>
<td>2026</td>
<td>URA/private developer</td>
<td>URA developer RFP</td>
</tr>
<tr>
<td>D5</td>
<td>Mixed Use at Croy St &amp; N River St</td>
<td>Provide open, active storefronts, retail/commercial ground floor with housing above.</td>
<td>2026</td>
<td>URA/private developer</td>
<td>URA developer RFP</td>
</tr>
<tr>
<td>D6</td>
<td>Parking Deck at W Bullion St &amp; N River St</td>
<td>Public parking garage with active retail on ground floor. Potentially will provide parking for mixed use developments.</td>
<td>2026</td>
<td>URA/private developer</td>
<td>URA developer RFP</td>
</tr>
<tr>
<td>D7</td>
<td>Mixed Use at S Main St &amp; Croy St</td>
<td>Provide open, active storefronts, retail/commercial ground floor with housing above.</td>
<td>2031</td>
<td>URA/private developer</td>
<td>URA developer RFP</td>
</tr>
<tr>
<td>D8</td>
<td>Mixed Use at N 1st Ave &amp; Bullion St</td>
<td>Provide open, active storefronts, retail/commercial ground floor with housing above.</td>
<td>2031</td>
<td>URA/private developer</td>
<td>URA developer RFP</td>
</tr>
<tr>
<td>D9</td>
<td>Mixed Use at N 1st Ave</td>
<td>Provide open, active storefronts, retail/commercial ground floor with housing above.</td>
<td>2031</td>
<td>URA/private developer</td>
<td>URA developer RFP</td>
</tr>
</tbody>
</table>
Return to Agenda
# Hailey Urban Renewal Agency
## Balance Sheet Prev Year Comparison
### As of May 31, 2023

### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>May 31, 23</th>
<th>May 31, 22</th>
<th>$ Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Checking/Savings</td>
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<tr>
<td>LGIP - AIRPORT WAY</td>
<td>19,131.30</td>
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<tr>
<td>LGIP - GATEWAY</td>
<td>1,119,284.78</td>
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<tr>
<td>Mountain West Bank</td>
<td>68,258.60</td>
<td>30,785.75</td>
<td>37,472.85</td>
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<tr>
<td>Total Checking/Savings</td>
<td>1,206,674.68</td>
<td>935,772.94</td>
<td>270,901.74</td>
<td>29.0%</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property Taxes Receivable</td>
<td>21,070.00</td>
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<td>100.0%</td>
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<tr>
<td>Total Other Current Assets</td>
<td>21,070.00</td>
<td>0.00</td>
<td>21,070.00</td>
<td>100.0%</td>
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<tr>
<td>Total Current Assets</td>
<td>1,227,744.68</td>
<td>935,772.94</td>
<td>291,971.74</td>
<td>31.2%</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>1,227,744.68</strong></td>
<td><strong>935,772.94</strong></td>
<td><strong>291,971.74</strong></td>
<td><strong>31.2%</strong></td>
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</tbody>
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### LIABILITIES & EQUITY

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<tr>
<th></th>
<th>May 31, 23</th>
<th>May 31, 22</th>
<th>$ Change</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Liabilities</td>
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<td><strong>1,227,744.68</strong></td>
<td><strong>935,772.94</strong></td>
<td><strong>291,971.74</strong></td>
<td><strong>31.2%</strong></td>
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<td>Number</td>
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<td>04/17/2023</td>
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<td>Tax Increment Revenue</td>
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<tr>
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<td>Budget</td>
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<td>YTD Budget</td>
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<tr>
<td>-------------------------</td>
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<tr>
<td>Income</td>
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<td>-56,070.68</td>
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<td>-56,070.68</td>
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<td>-56,070.68</td>
</tr>
<tr>
<td></td>
<td>Oct '22 - May 23</td>
<td>Oct '21 - May 22</td>
<td>$ Change</td>
<td>% Change</td>
</tr>
<tr>
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<tr>
<td><strong>Ordinary Income/Expense</strong></td>
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<tr>
<td><strong>Income</strong></td>
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<tr>
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</tr>
<tr>
<td>Tax Increment Revenue-GATEWAY</td>
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<tr>
<td><strong>Total Income</strong></td>
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<td><strong>Total Expense</strong></td>
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<tr>
<td><strong>Net Ordinary Income</strong></td>
<td>363,479.64</td>
<td>123,428.46</td>
<td>240,051.18</td>
<td>194.5%</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>363,479.64</td>
<td>123,428.46</td>
<td>240,051.18</td>
<td>194.5%</td>
</tr>
</tbody>
</table>
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