

Hailey Urban Renewal Agency – Special Meeting
Hailey City Hall
115 Main Street S
Council Chambers – upstairs AND via GoToMeeting
Tuesday, October 24, 2023
11:00 AM

THIS MEETING IS BEING HELD IN MICROSOFT TEAMS.

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 237 503 468 111

Passcode: q2iFwo

[Download Teams](#) | [Join on the web](#)

Or call in (audio only)

[+1 469-206-8535,,324529467#](#) United States, Dallas

Phone Conference ID: 324 529 467#

Email: Public comments may be shared with the Agency Board via email to Lisa Horowitz, lisa.horowitz@haileycityhall.org. Emails or other written testimony must be **received no later than 5:00 p.m. on Monday, October 23, 2023.**

Live Meeting Attendance: Members of the public wishing to attend the meeting may do so remotely through the virtual platform with a phone or a computer or in person. The Agency strives to make the meeting available virtually but cannot guarantee access due to platform failure, internet interruptions or other potential technological malfunctions. Log-in information is located at the top of this agenda.

If there are any questions, contact Lisa Horowitz at lisa.horowitz@haileycityhall.org or (208) 788-4221.

Chair:	Larry Schwartz
Vice Chair:	Sandi Viau
Treasurer	Becky Stokes
Board Members	Walt Denekas, Martha Burke, Bob Brand
Staff Support:	Lisa Horowitz, Executive Director of HURA and City Administrator

1. **CALL TO ORDER**
2. **CONSENT AGENDA ACTION ITEM**
 - a. Approval of Bills unpaid since September, 2023..... **ACTION ITEM**
 - b. Approval of meeting minutes dated September, 2023..... **ACTION ITEM**
3. **New Business:**
 - a. Discussion and adoption of Resolution 2023-004, a resolution adopting a Supplemental Service Agreement with GGLO for additional services provided related to Downtown Master Plan..... **ACTION ITEM**
4. **Old Business:**
 - a. Downtown Master Plan presentation and update by GGLO **ACTION ITEM**
5. **Staff Update**
 - a. Staff update on active URA Projects.
 - b. Discussion of joint meeting in November with City Council.
6. **Adjourn**

Return to Agenda

AGENDA ITEM SUMMARY

DATE: 10/24/2023

District: Gateway and Airport Way Districts

STAFF: JP/BS

SUBJECT: Approval of bills since September 2023.

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

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

Bill Summary			
Company	Date	Invoice	Amount
GGLO	09/14/2023	0000006	\$1,000.00
	10/13/2023	0000007	\$8,030.00
Elam & Burke	08/31/2023	204163	\$704.50
	09/30/2023	204621	\$525.00
Redevelopment Association of Idaho	10/01/2023	M16034	\$1,250.00

Please note September invoice from GGLO and August invoice from Elam & Burke were received after publication of September packet.

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

Motion to approve payment for bills since September 2023.

ACTION OF THE HAILEY URBAN RENEWAL BOARD:

Date _____

Administrative Assistant _____



INVOICE

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

Hailey Urban Renewal Agency
115 Main Street S, Suite H
Hailey, ID 83337

September 14, 2023
Project No: 2022122.01
Invoice No: 0000006

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

Professional Services from August 01, 2023 to August 31, 2023

Task 00281 Preliminary Downtown Master Plan

Fee

Total Fee 20,000.00

Percent Complete	100.00	Total Earned	20,000.00
		Previous Fee Billing	19,000.00
		Current Fee Billing	1,000.00

Total Fee 1,000.00

Total this Task \$1,000.00

Total this Invoice \$1,000.00

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



INVOICE

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

Hailey Urban Renewal Agency
115 Main Street S, Suite H
Hailey, ID 83337

October 13, 2023
Project No: 2022122.01
Invoice No: 0000007

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

Professional Services from September 01, 2023 to September 30, 2023

Task	00180	Discovery			
Fee					
Total Fee		4,000.00			
Percent Complete		100.00	Total Earned	4,000.00	
			Previous Fee Billing	4,000.00	
			Current Fee Billing	0.00	
			Total Fee		0.00
				Total this Task	0.00

Task	00181	Public Involvement			
Fee					
Total Fee		9,000.00			
Percent Complete		100.00	Total Earned	9,000.00	
			Previous Fee Billing	5,000.00	
			Current Fee Billing	4,000.00	
			Total Fee		4,000.00
				Total this Task	\$4,000.00

Task	00280	Master Plan Alternatives			
Fee					
Total Fee		20,000.00			
Percent Complete		100.00	Total Earned	20,000.00	
			Previous Fee Billing	20,000.00	
			Current Fee Billing	0.00	
			Total Fee		0.00
				Total this Task	0.00

Task	00281	Preliminary Downtown Master Plan			
Fee					
Total Fee		28,500.00			
Percent Complete		84.3158	Total Earned	24,030.00	
			Previous Fee Billing	20,000.00	
			Current Fee Billing	4,030.00	
			Total Fee		4,030.00

Project	2022122.01	HURA: Hailey Downtown MP	Invoice	0000007
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Total this Task **\$4,030.00**

Total this Invoice **\$8,030.00**

Outstanding Invoices

Number	Date	Balance
0000006	9/14/2023	1,000.00
Total		1,000.00

Total Now Due **\$9,030.00**

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.

251 E. Front Street, Suite 300
Boise, Idaho 83702
Tax ID No. 82-0451327
Telephone 208-343-5454
Fax 208-384-5844



August 31, 2023

Hailey Urban Renewal Agency
Attn: Lisa Horowitz
City of Hailey
115 Main Street South
Hailey, ID 83333

Invoice No. 204163
Client No. 887
Matter No. 1
Billing Attorney: MSC

INVOICE SUMMARY

For Professional Services Rendered from August 1, 2023 through August 31, 2023.

RE: General

Total Professional Services	\$ 704.50
Total Costs Advanced	<u>\$.00</u>
TOTAL THIS INVOICE	\$ 704.50

ELAM & BURKE

August 31, 2023

Invoice No. 204163

Client No. 887

Matter No. 1

Billing Attorney: MSC

PROFESSIONAL SERVICES

Date	Atty	Description	Hours
8/01/23	RPA	Consider process for possible new plan area and schedule of approval, coordination with Bellevue and area of City impact.	.30
8/10/23	MSC	Work on reviewing and revising the draft agenda, staff report and budget resolution. Circulate comments to Agency staff.	.80
8/15/23	MSC	Prepare for, virtually attend and participate in the Agency Board meeting.	1.70

TOTAL PROFESSIONAL SERVICES

\$ 704.50

SUMMARY OF PROFESSIONAL SERVICES

Name	Staff Level	Rate	Billed Hours	Billed Amount	Non-Chargeable Hours	Non-Chargeable Amount
Conrad, Meghan S.	Shareholder	250.00	2.50	625.00	.00	.00
Armbruster, Ryan P.	Of Counsel	265.00	.30	79.50	.00	.00
Total			2.80	\$ 704.50	.00	\$.00

TOTAL THIS INVOICE

\$ 704.50

251 E. Front Street, Suite 300
Boise, Idaho 83702
Tax ID No. 82-0451327
Telephone 208-343-5454
Fax 208-384-5844



August 31, 2023

Hailey Urban Renewal Agency
Attn: Lisa Horowitz
City of Hailey
115 Main Street South
Hailey, ID 83333

Invoice No. 204163
Client No. 887
Matter No. 1
Billing Attorney: MSC

REMITTANCE

RE: General

BALANCE DUE THIS INVOICE

\$ 704.50

ONLINE PAYMENTS

Elam & Burke is committed to offering safe, secure, and convenient options to pay your bill using Visa, MasterCard, Discover, American Express, Apple Pay, Google Pay, and eCheck.
NOTE: A 3% convenience surcharge will be applied to all of these transactions.

To pay online, please click here: Pay Now or go to: www.elamburke.com/payments

WIRE/ACH PAYMENTS IN USD

Account Holder: Elam & Burke, PA
Bank Name: U.S. Bank
Branch Name: Meridian CenterPoint Office
Account Number: 82982196
ABA Routing Number: 122105155
SWIFT Code: RKEBKUS12345

CHECK PAYMENTS

All checks should be made payable to:
Elam & Burke, PA
ATTN: Accounts Receivable
251 E. Front Street, Suite 300
Boise, ID 83702
(Please return this advice with payment.)

Please reference: Invoice 204163, File # 887 - 1 on all payments.

INVOICES ARE PAYABLE UPON RECEIPT
Thank you! Your business is greatly appreciated.

251 E. Front Street, Suite 300
Boise, Idaho 83702
Tax ID No. 82-0451327
Telephone 208-343-5454
Fax 208-384-5844



September 30, 2023

Hailey Urban Renewal Agency
Attn: Lisa Horowitz
City of Hailey
115 Main Street South
Hailey, ID 83333

Invoice No. 204621
Client No. 887
Matter No. 1
Billing Attorney: MSC

INVOICE SUMMARY

For Professional Services Rendered from September 14, 2023 through September 30, 2023.

RE: General

Total Professional Services	\$ 525.00
Total Costs Advanced	<u>\$.00</u>
TOTAL THIS INVOICE	\$ 525.00

ELAM & BURKE

September 30, 2023

Invoice No. 204621

Client No. 887

Matter No. 1

Billing Attorney: MSC

PROFESSIONAL SERVICES

Date	Atty	Description	Hours
9/14/23	MSC	Review email communications related to City's request for reimbursement of costs incurred related to the River Street improvements project. Review the existing City-Agency agreement and note the limited scope. Work on drafting resolution concerning Agency's reimbursement of the LHTAC grant match funds and additional design costs. Circulate the draft resolution to Ms. Horowitz for the Agency Board packet.	1.40
9/18/23	MSC	Review the Agency Board packet in preparation for the Agency Board meeting.	.20
9/19/23	MSC	Attend and virtually participate in the Agency Board meeting.	.50

TOTAL PROFESSIONAL SERVICES

\$ 525.00

SUMMARY OF PROFESSIONAL SERVICES

Name	Staff Level	Rate	Billed Hours	Billed Amount	Non-Chargeable Hours	Non-Chargeable Amount
Conrad, Meghan S.	Shareholder	250.00	2.10	525.00	.00	.00
Total			2.10	\$ 525.00	.00	\$.00

TOTAL THIS INVOICE

\$ 525.00

251 E. Front Street, Suite 300
Boise, Idaho 83702
Tax ID No. 82-0451327
Telephone 208-343-5454
Fax 208-384-5844



September 30, 2023

Hailey Urban Renewal Agency
Attn: Lisa Horowitz
City of Hailey
115 Main Street South
Hailey, ID 83333

Invoice No. 204621
Client No. 887
Matter No. 1
Billing Attorney: MSC

REMITTANCE

RE: General

BALANCE DUE THIS INVOICE

\$ 525.00

ONLINE PAYMENTS

Elam & Burke is committed to offering safe, secure, and convenient options to pay your bill using Visa, MasterCard, Discover, American Express, Apple Pay, Google Pay, and eCheck.
NOTE: A 3% convenience surcharge will be applied to all of these transactions.

To pay online, please click here: Pay Now or go to: www.elamburke.com/payments

WIRE/ACH PAYMENTS IN USD

Account Holder: Elam & Burke, PA
Bank Name: U.S. Bank
Branch Name: Meridian CenterPoint Office
Account Number: 82982196
ABA Routing Number: 122105155
SWIFT Code: RKEBKUS12345

CHECK PAYMENTS

All checks should be made payable to:
Elam & Burke, PA
ATTN: Accounts Receivable
251 E. Front Street, Suite 300
Boise, ID 83702
(Please return this advice with payment.)

Please reference: Invoice 204621, File # 887 - 1 on all payments.

INVOICES ARE PAYABLE UPON RECEIPT
Thank you! Your business is greatly appreciated.

Invoice

Redevelopment Association of Idaho. Inc.
776 E Riverside Drive, Suite 240
Eagle, Idaho 83616

Date	Invoice #
10/1/2023	M16034

Bill To

Hailey Urban Renewal Agency
Attn: Lisa Horowitz
115 S Main Street
Hailey, ID 83333

RECEIVED
OCT 10 2023

Item	Qty	Description	Rate	Amount
	1	Membership Dues - fiscal year 2024		\$ 850.00
	1	Legislative Contribution - FY 2024		\$ 400.00
Total Due			\$	1,250.00

Return to Agenda

AGENDA ITEM SUMMARY

DATE: 10/24/2023

District: Gateway and Airport Way Districts

STAFF: JP

SUBJECT: Approval of Meeting Minutes dated September 2023.

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

Meeting Minutes from September 2023.

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

Motion to approve of Meeting Minutes dated September 2023.

ACTION OF THE HAILEY URBAN RENEWAL BOARD:

Date _____

Administrative Assistant _____

Hailey Urban Renewal Agency – Special Meeting
Hailey City Hall
115 Main Street S
Council Chambers – upstairs AND via GoToMeeting
Tuesday, September 19, 2023
11:00 AM

THIS MEETING IS BEING HELD IN MICROSOFT TEAMS.

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 237 503 468 111

Passcode: q2iFwo

[Download Teams](#) | [Join on the web](#)

Or call in (audio only)

[+1 469-206-8535,,324529467#](#) United States, Dallas

Phone Conference ID: 324 529 467#

Email: Public comments may be shared with the Agency Board via email to Lisa Horowitz, lisa.horowitz@haileycityhall.org. Emails or other written testimony must be **received no later than 5:00 p.m. on Monday, September 18, 2023.**

Live Meeting Attendance: Members of the public wishing to attend the meeting may do so remotely through the virtual platform with a phone or a computer or in person. The Agency strives to make the meeting available virtually but cannot guarantee access due to platform failure, internet interruptions or other potential technological malfunctions. Log-in information is located at the top of this agenda.

If there are any questions, contact Lisa Horowitz at lisa.horowitz@haileycityhall.org or (208) 788-4221.

Chair:	Larry Schwartz
Vice Chair:	Sandi Viau
Treasurer	Becky Stokes
Board Members	Walt Denekas, Martha Burke, Bob Brand
Staff Support:	Lisa Horowitz, Executive Director of HURA and City Administrator

Present

Board: Martha Burke, Bob Brand, Sandi Viau, Walt Denekas

Staff: Meghan Conrad, Lisa Horowitz, Jessie Parker, Brian Yeager

1. [11:02:03 AM](#) **CALL TO ORDER**
2. [11:02:13 AM](#) **CONSENT AGENDA**
ACTION ITEM
 - a. Approval of Bills unpaid since August, 2023..... **ACTION ITEM**
 - b. Approval of meeting minutes dated August, 2023..... **ACTION ITEM**

Horowitz summarized bills presented in consent agenda.

Viau requested to have Lyons landscape bill moved to correct river street group.

Yeager confirmed his 200 hours is split 50/50 between River ST and LHTAC.

[11:12:07 AM](#) **Denekas moved to approve consent agenda a and b. Burke seconded. All in Favor.**

3. New Business:

- a. [11:12:18 AM](#) Discussion and Adoption of Resolution 2023-066, a Resolution authorizing reimbursement of \$303,096.40 to the City of Hailey for grant match and design services related to the LHTAC Grant along River Street..... **ACTION ITEM**

Horowitz explained Resolution adopted is very clear on River Street North but though referenced and many discussions had regarding LHTAC is not very clear. Conrad has drafted the proposed resolution to clear any questions related to LHTAC. Conrad explained drafted resolution is to set a clear amount for LHTAC project. Yeager provided an update on funding related to LHTAC.

Denekas motioned to approve resolution 23-006. Burke seconded. All in Favor.

4. Old Business:

- a. Discussion of River Street LHTAC schedule..... **ACTION ITEM**

[11:20:09 AM](#) Yeager provided update on Bid for missing component on River Street, corner just south of Les Schwab and that is not likely to be redeveloped any time in the future. Yeager provided update on section of River by Albertsons. Yeager summarized update for all pathways in town.

5. Staff Update

- a. Staff update on active URA Projects.

[11:20:02 AM](#) Horowitz provided brief summary of current URA Projects.

6. Adjourn

[11:24:31 AM](#) Burke motioned to adjourn. Brand seconded. All in Favor

Return to Agenda

AGENDA ITEM SUMMARY

DATE: 10/24/2023

District: Gateway and Airport Way Districts

STAFF: LH

SUBJECT: Consideration and adoption of Resolution 2023-004, a resolution adopting a Supplemental Service Agreement with GGLO for the Downtown Master Plan.

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

HURA adopted Resolution 2023-001, entering into a Design Service Agreement with GGLO in January 2023 for the Downtown Master Plan. Concurrently, the City of Hailey contracted with Jacobs Engineering for transportation analysis related to the Downtown Master Plan. The GGLO Downtown Master Plan work has been robust, and has expanded. The need for a contract amendment was mentioned to the Board by staff several meetings ago. The attached scope of work documents the additional work underway and upcoming.

(Resolution is 2023-004, resolution 2023-004 was missed earlier in year and is being used now to keep resolutions consistent.)

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

Motion to adopt Resolution 2023-004, a resolution adopting a Supplemental Service Agreement with GGLO for the Downtown Master Plan in the amount of \$12,500.

ACTION OF THE HAILEY URBAN RENEWAL BOARD:

Date _____

Administrative Assistant _____

BY THE BOARD OF COMMISSIONERS OF THE URBAN RENEWAL AGENCY OF HAILEY, IDAHO:

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE URBAN RENEWAL AGENCY OF HAILEY, IDAHO, AUTHORIZING AGENCY TO ENTER INTO A SUPPLEMENTAL SERVICES AGREEMENT WITH GGLO ARCHITECTURE, INTERIOR DESIGN, LANDSCAPE ARCHITECTURE, PLANNING & URBAN DESIGN, LLC EXTENDING THE SERVICES RELATED TO THE DOWNTOWN MASTER PLAN; AUTHORIZING THE CHAIRMAN OR ADMINISTRATOR AND THE SECRETARY OF AGENCY TO EXECUTE THE AGREEMENT AND ANY OTHER APPROPRIATE ACTION; AUTHORIZING THE APPROPRIATION OF FUNDS PURSUANT TO THIS AGREEMENT; AND PROVIDING FOR THIS RESOLUTION TO BE EFFECTIVE UPON ITS PASSAGE AND APPROVAL.

THIS RESOLUTION, made on the date hereinafter set forth by the Urban Renewal Agency of Hailey, Idaho, also known as the Hailey Urban Renewal Agency, an independent public body, corporate and politic, authorized under the authority of the Idaho Urban Renewal Law of 1965, Chapter 20, Title 50, Idaho Code, as amended (hereinafter the “Law”) and the Local Economic Development Act, Chapter 29, Title 50, Idaho Code, as amended (hereinafter the “Act”), a duly created and functioning urban renewal agency for Hailey, Idaho, hereinafter referred to as the “Agency”.

WHEREAS, the City Council (the “City Council”) of the City of Hailey, Idaho (the “City”), after notice duly published, conducted a public hearing on the Urban Renewal Plan for the Gateway District Urban Renewal Project (the “Plan”);

WHEREAS, following said public hearing the City Council adopted its Ordinance No. 1138 on October 15, 2013, approving the Plan and making certain findings, including establishing the Gateway District Project Area (the “Project Area”);

WHEREAS, in January 2023, GGLO, Architecture, Interior Design, Landscape Architecture, Planning & Urban Design, LLC (the “Contractor”) and Agency entered into an Authorization for Design Services, which scope of work included the development of a Master Plan and Guiding Vision for Downtown Hailey to guide growth, development and public improvements for the remaining duration of the Project Area with an emphasis on Main Street and River Street between Walnut and Silver Streets (the “Scope of Services”);

WHEREAS, the original Scope of Services has expanded to include tasks not originally contemplated by the parties;

WHEREAS, of the Supplemental Services Agreement is attached here to as Exhibit A;

WHEREAS, the Board of Commissioners finds it in the best public interest to approve the Supplemental Services Agreement and to authorize the Chair or Vice-Chair to execute and attest the Supplemental Services Agreement, and to execute all necessary documents to implement the agreement, subject to the conditions set forth below.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE BOARD OF COMMISSIONERS OF THE URBAN RENEWAL AGENCY OF THE CITY OF HAILEY, IDAHO, AS FOLLOWS:

Section 1: That the above statements are true and correct.

Section 2: That the Supplemental Service Agreement, attached hereto as Exhibit A, be and the same is approved.

Section 3: That the Chair or Vice-Chair are hereby authorized and directed to execute the Supplemental Services Agreement, set forth as Exhibit A hereto, and, further, are hereby authorized to execute all necessary documents required to implement the Supplemental Services Agreement, subject to representations by Agency staff and Agency legal counsel that all conditions have occurred; the Chair or Vice-Chair is further authorized to approve and accept any necessary technical changes to the Supplemental Services Agreement, upon advice from Agency's legal counsel that said changes are consistent with the provisions of the Supplemental Services Agreement presented to the Agency Board at its October 24, 2023, meeting.

Section 4: That the Chair or Vice-Chair is authorized to appropriate any and all funds contemplated by the Supplemental Services Agreement and to perform any and all other duties required by the Supplemental Services Agreement.

Section 5: That this Resolution shall be in full force and effect immediately upon its adoption and approval.

PASSED By the Urban Renewal Agency of Hailey, Idaho, on _____, 2023. Signed by the Chair of the Board of Commissioners and attested by the Secretary to the Board of Commissioners, on _____, 2023.

URBAN RENEWAL AGENCY OF HAILEY

By _____

Chair

ATTEST:

By _____
Secretary

Exhibit A



ARCHITECTURE
INTERIORS
LANDSCAPE
URBAN DESIGN

Supplemental Services Agreement

Project: HURA Downtown MP Owner: Hailey Urban Renewal Agency (HURA)
Date of Agreement: January 11, 2023 SSA No.: SSA-01
Date of SSA August 7, 2023 Project No.: 2022122

In accordance with the Agreement referenced above, authorization is hereby given to:

- ☐ proceed with Additional Services
☒ proceed with revised scope of Basic Services
☐ incur Reimbursable Expenses

AS FOLLOWS:

Public Involvement

- Conduct additional online survey to general public and business leaders
- Attend and present Final Draft Master Plan at a booth during Hailey Rocks event August 17, 2023
- Summarize and incorporate survey results into Final Master Plan

Preliminary Downtown Master Plan

- Conduct Implementation Workshop with HURA
- Refine Implementation Matrix, including preliminary conceptual budget numbers
- Present at additional joint HURA/Council Workshop
- Present proposed Downtown Street Tree Master Plan to Tree Committee (2 meetings), incorporate feedback
- Additional Working Group meetings
- Schedule extension from March 2023 to September, 2023

Compensation shall be adjusted as follows:

Task	Fee Extension	Timeline
Public Involvement	\$4,000	August 2023
Preliminary Downtown MP	\$8,500	September 2023
Total	\$12,500	

Upon execution, this Supplemental Services Agreement shall become a part of the original Agreement referenced above, and supplemental services described above shall commence.

Submitted by:

GGLO,
113 S 5th Street
Boise, ID 83702

Authorized by Owner:

HURA
115 S Main Street
Hailey, ID 83333

By: 

Printed Name:

Title: Principal

Date: August 7, 2023

By:

Printed Name:

Title:

Date:

END OF SUPPLEMENTAL SERVICES AGREEMENT

Return to Agenda

AGENDA ITEM SUMMARY

DATE: 10/24/2023

District: Gateway Districts

STAFF: LH

SUBJECT: Presentation of Final Downtown Master Plan and recommendation of approval to Hailey City Council for Final Downtown Master Plan.

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

HURA adopted Resolution 2023-001, entering into a Design Service Agreement with GGLO in January 2023 for the Downtown Master Plan. Concurrently, the City of Hailey contracted with Jacobs Engineering for transportation analysis related to the Downtown Master Plan.

GGLO will be presenting the final draft of the Downtown Master Plan for review by Hailey Urban Renewal. Today's meeting will focus on implementation priorities. The final survey results will also be discussed. Staff is recommending that the Board recommend approval of the Plan, subject to a joint meeting with the City Council, tentatively planned for November 20, 2023 at 5:00 pm.


RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

Motion to recommendation approval to Hailey City Council for Final Downtown Master Plan subject to a joint meeting with the City Council to discuss implementation priorities.

ACTION OF THE HAILEY URBAN RENEWAL BOARD:

Date _____

Administrative Assistant _____



HAILEY URBAN RENEWAL AGENCY

DRAFT

HAILEY DOWNTOWN MASTER PLAN

Draft Master Plan Package

October 24, 2023

GGLO

SEATTLE | LOS ANGELES | BOISE

HAILEY DOWNTOWN MASTER PLAN

OCTOBER 24, 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

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

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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.



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
- Emailed to downtown business owners within Downtown Master Plan boundary

Follow-Up Public Survey 3 (General Public)

- 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

Follow-Up Public Survey 4 (Business Owners)

- 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

Information Booth at Hailey Rocks Summer Music Series

- Informational display booth supervised by city staff and members of the design team
- Copies of the Draft Master Plan available for review in print and digital form
- Follow-Up Public Surveys available for gathering input and feedback from participants
- Conducted 08.17.23

Summaries of the public surveys are provided in the Discovery and Implementation sections of this document. In addition to the public surveys, stakeholder meetings were held with key agencies to better understand their needs and operations Downtown. A summary of these meetings can be found in the appendix.

PROJECT TIMELINE

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

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

2023

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST
DISCOVERY							
			MASTER PLAN ALTERNATIVES				
					PRELIMINARY DOWNTOWN MASTER PLAN		

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



VISION



PUBLIC SURVEY RESULTS

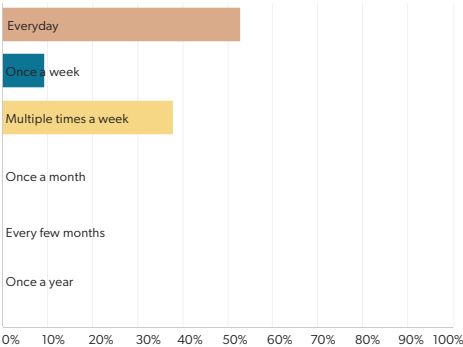
SUMMARY

- 161 total respondents
- Conducted through Survey Monkey
- Opened 02.27.23 and closed 03.27.23
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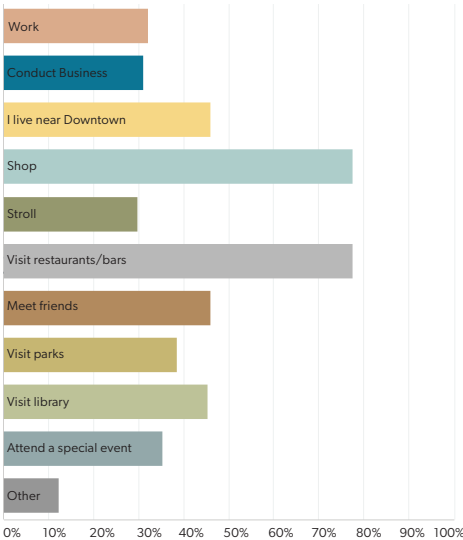
The eleven-question online survey was a mixture of multiple choice and short answer. The questions were written to facilitate an understanding of the individual’s thoughts and opinions of the existing experience of Downtown Hailey. The results of the online survey are valuable as they reveal the community’s 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.

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.



- 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

"I also walk my dog daily in this area. Because I live close, I rarely use a car, so, Bike/ Pedestrian infrastructure is critical."

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.



"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."

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.



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

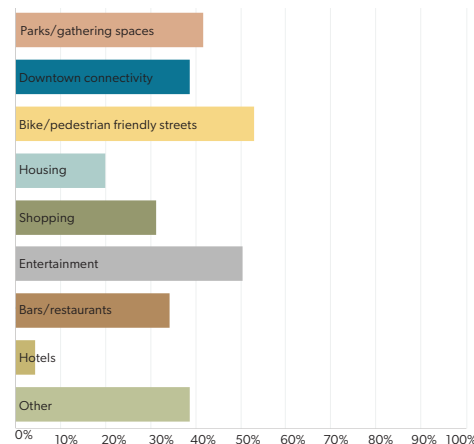
"I also love the Tuesday Night concerts in Hop Porter Park and the new Wyld Beet food truck."

"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"

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.

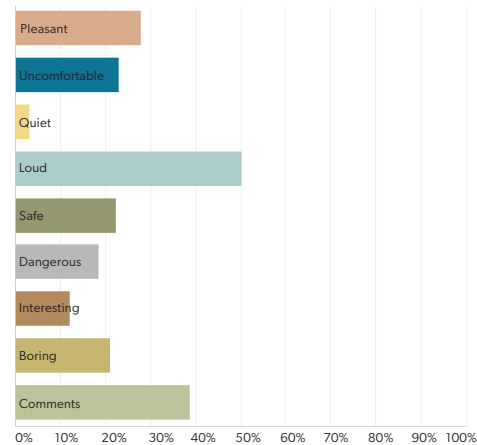
**Other Responses**

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

"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."

Q6 WHAT IS IT LIKE TO WALK ALONG MAIN STREET BETWEEN MYRTLE AND ELM STREET?

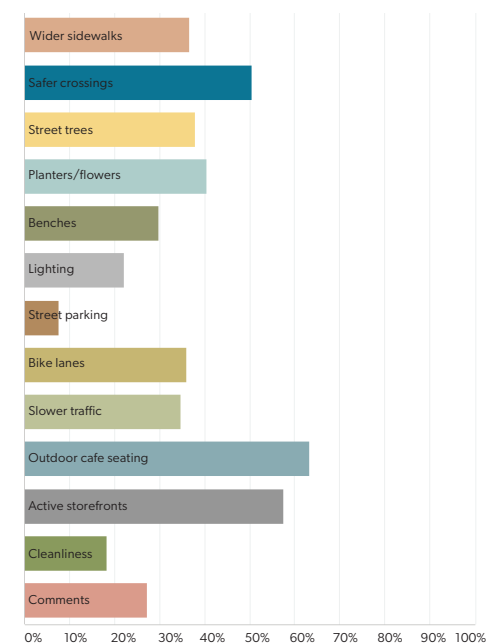
The community sees Main Street as loud, uncomfortable, and dangerous.

**Other Responses Word Cloud**

pedestrian friendly cross Main Street
super winter stop Depends time day
need safe crossings
sections loud traffic driver
Ok dangerous

**Q7 WHAT WOULD IMPROVE YOUR EXPERIENCE OF MAIN STREET?**

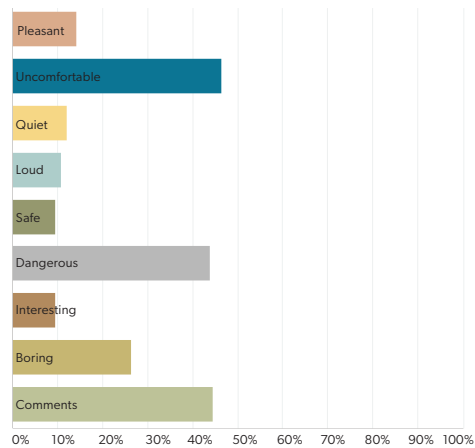
Main Street needs safer crossings, slower traffic, and noise reduction. People want to see active storefronts and are excited about outdoor cafe seating Downtown.



"The constant speeding kills the vibe of Hailey's "sense of place". I also wish more of the prime storefronts were occupied by businesses that are open on weekends."

"There aren't nearly enough controlled crossings, which puts everyone who chooses to ride a bike or walk at risk."

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

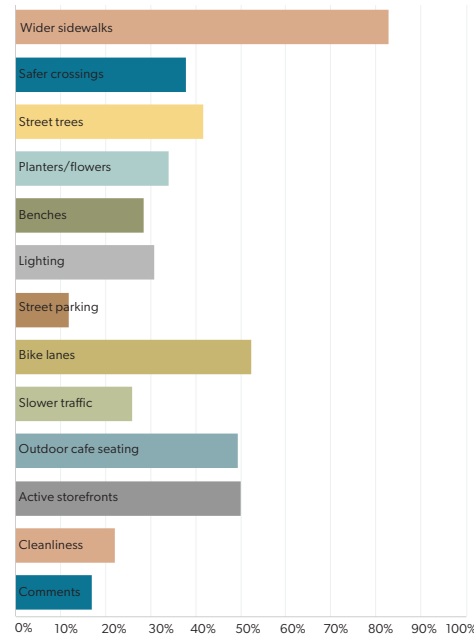


Other Responses Word Cloud



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.



Make it more bike/ pedestrian friendly and stop catering to all of the vehicles. Cars always find a way to get from point A to B. Bikes, pedestrians should have a higher priority.

River street feels like an alley; not pleasant at all. I watch people walking down the middle of the street in the winter because there is no where else to go.

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.

*"More green space and some pedestrian only streets
would be great."*

"Better crosswalks, keep or include more trees, benches, hangout areas. Probably won't happen, but maybe close some streets that are currently active to create more pleasant walking experiences."

"Proper town square."

"A destination designed for bikes/pedestrians rather than four lanes of traffic traveling through to Ketchum. Evening activities that include theater and live music and the great food that we already have."

"I would love downtown Hailey to be a "complete neighborhood" providing all goods/services needed, all accessible without using your car, serving the full age spectrum."

"More people, fewer cars. Greater diversity in storefronts, services, and eateries. Increase in events/entertainment."

"I'd love for Hailey to retain what is left of its Western small-town vibe."

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.

Responses

1. Ketchum (13)
2. Bend, OR (9)
3. No (8)
4. Not Ketchum (7)
5. Boulder, CO (6)
6. Aspen, CO (5)
7. Bozeman, MT (5)
8. Fort Collins, CO (4)
9. Whitefish, MT (4)
10. Jackson, WY (4)
11. Telluride, CO (4)
12. Twin Falls, ID (3)
13. Crested Butte, CO (3)
14. Walla Walla, WA (3)
15. Hyde Park, Boise (3)

"No, we need to develop our own personality."

"Hailey has an opportunity to be the epicenter of the valley. Ketchum has lost its shine and has become unaffordable."

"Bend could be a good example (although it's much bigger) it has tons of amenities, activities, it's bikeable and walkable and exudes charm."

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.

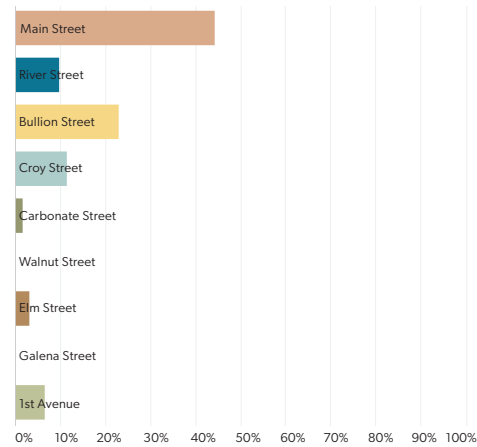
Q1 WHAT BUSINESS(ES) DO YOU OWN OR OPERATE IN DOWNTOWN HAILEY?

Below are the responses.

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

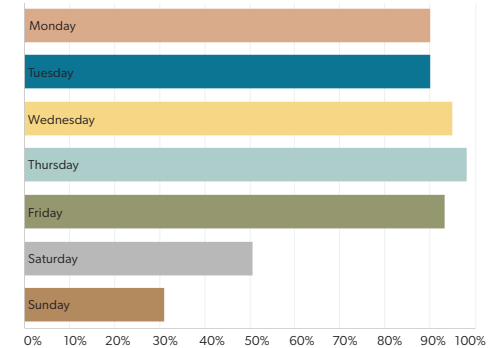
Q2 WHAT DOWNTOWN STREET ARE YOU LOCATED ON?

A majority of respondents operate businesses on Main Street and Bullion street.

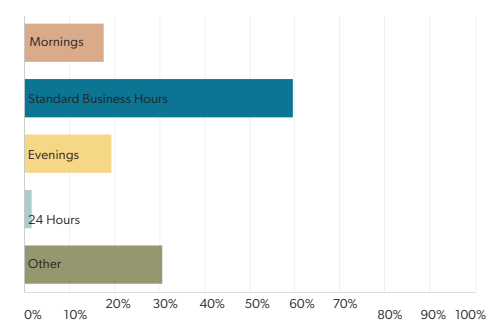


Q3 WHAT DAYS OF THE WEEK ARE YOU OPEN?

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.



"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.

Downtown Hailey



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

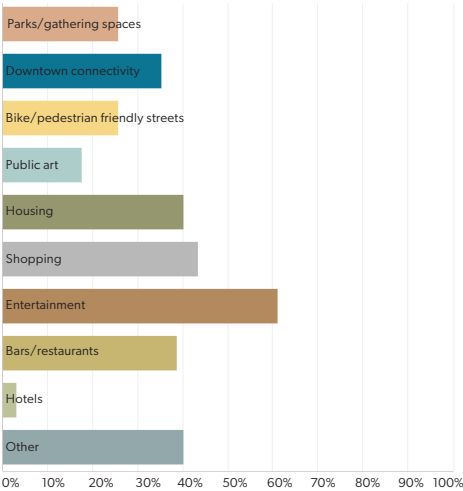
"I feel like the traffic inhibits Hailey from being a walking community. There is also a lack of parking which inhibits frequenting businesses."

"Outdoor haven for activities with a friendly and diverse community."

"Its very disconnected in my view. Nothing ties us together or unites in any fashion. My part of Downtown seems "out of " downtown."

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 was also identified.



"Traffic control. Another stop light would help slow down traffic and help with pedestrian walkability."

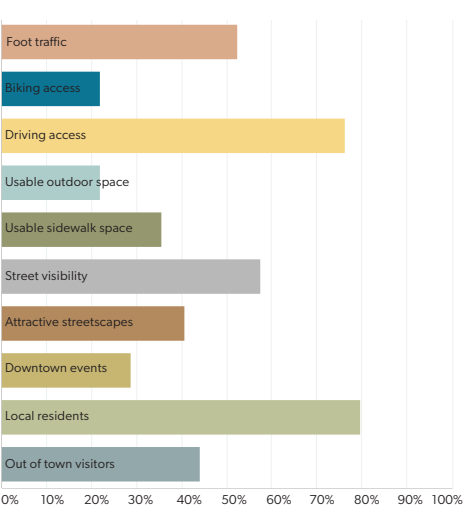
"There is a great opportunity to create a Town Square vacating Croy, the alley between Main and River Streets, and interfacing both Main and River Street."

"We have very little activities for children and teens."

"No other category comes close to the need for housing."

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.

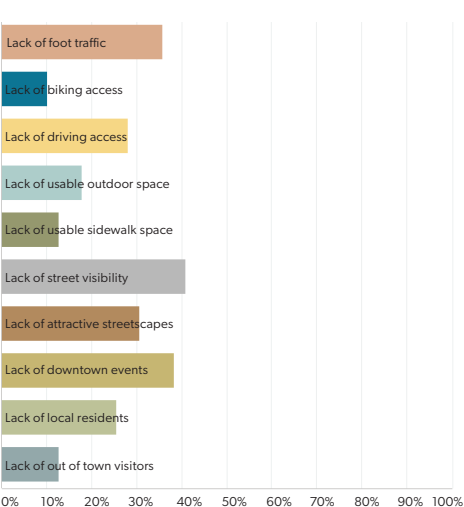


parking



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.

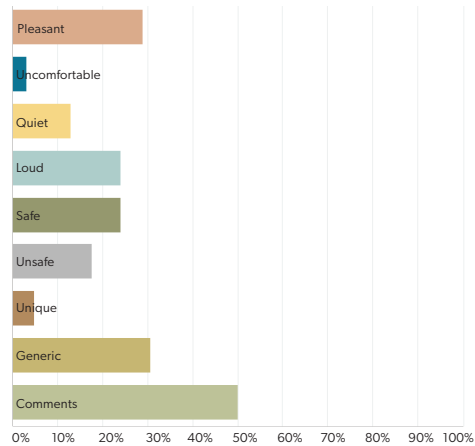


Street barriers sidewalks
lack of parking
business lack of employees
main street None



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.



"We need to slow traffic!"

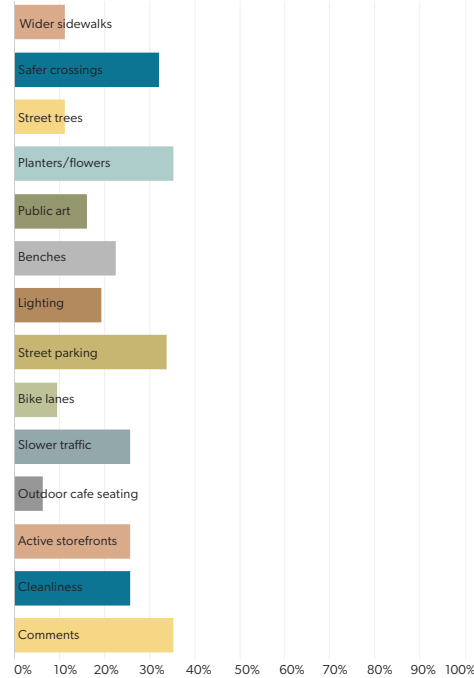
"Alley is unattractive. I plan to plant native wildflowers this summer along my side of the alley."

"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."

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.

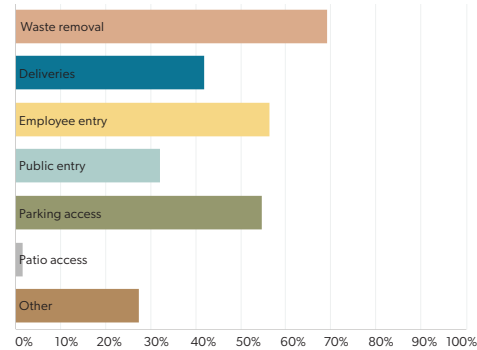


"Street parking is CRITICAL"

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

Q11 HOW DO YOU USE THE ALLEY ADJACENT TO YOUR BUSINESS(ES)?

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



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

"Some patients enter the clinic through the alley."

"Employee entry and parking."

Q12 HOW COULD THE ALLEY ADJACENT TO YOUR BUSINESS(ES) BETTER SERVE YOUR NEEDS?

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

business
more cleaning/maintenance
better snow removal
regular parking wider vehicle access
people delivery cars trucks



"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."

"It is dirty and unsafe with broken glass, and random people looking through the dumpsters."

Q13 LOOKING AHEAD, WHAT WOULD YOU LIKE TO SEE IN DOWNTOWN HAILEY IN THE NEXT 10-20 YEARS?

Business owners would like to see a well connected, walkable, and attractive downtown with downtown living and frequent community events.

"Wider sidewalks, sidewalk cafes and events/entertainment. Lovely lampposts with flags of some kind."

"I really liked what Boise did with their 8th street...shut it down for outdoor dining and walkway. I'd love to see something like that somewhere in our downtown."

"A more walkable, social, and connected area."

"Additional housing with lofts/apartments, condo living units suitable for downtown environment, with parking structures to accommodate housing and retail business needs."

"More housing in the downtown core especially on River Street. The potential for River Street is tremendous."

"More events for the community."

"More visually appealing streets with trees and landscaping. Continue to allow for business signs. Streets to be maintained and potholes filled."

Q14 AS HAILEY WORKS TO IMPROVE ITS DOWNTOWN EXPERIENCE, IS THERE ANOTHER SMALL CITY YOU THINK HAILEY SHOULD LOOK TO FOR INSPIRATION?

A majority of respondents want to see Hailey grow uniquely, with an emphasis on pedestrian oriented streets and active community spaces.

Responses

1. No (7)
2. Bend, OR (4)
3. McCall, ID (4)
4. Aspen, CO (4)
5. Jackson, WY (2)
6. Twin Falls, ID (2)

"Twin Falls has done an amazing job in revitalizing and creating an interesting and productive down town."

"Aspen is well thought out, VERY pedestrian friendly with a focus on what will get people to spend more downtown, stay longer downtown, etc..."

"I think other towns should look to us."

"I think we could model our development by learning from the benefits and setbacks we have seen in Ketchum. Keep it Hailey, but let it really shine."

KEY TAKEAWAYS

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.
- Slower traffic and more attractive streetscapes are needed.

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

CELEBRATION OF INDOOR OUTDOOR SPACE

Seamless connection between indoors and outdoors

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

PARKS

THE POWER OF 10+

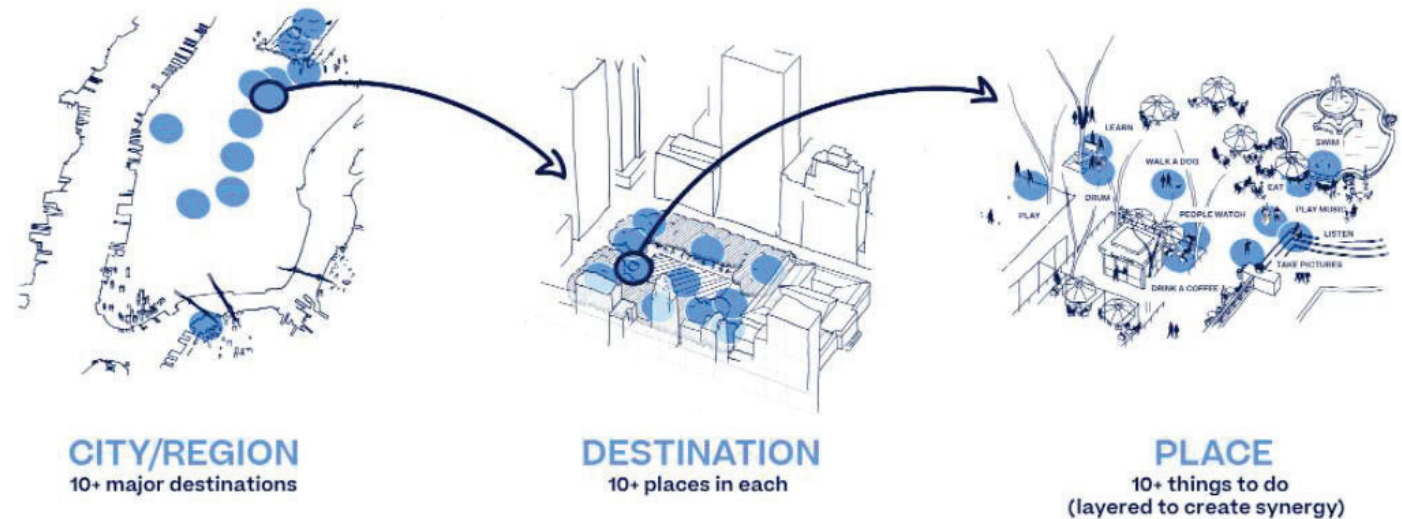
The Power of 10+ is a concept Project for Public Spaces developed to evaluate and facilitate Placemaking at multiple city scales. It is a powerful tool for generating constructive conversations to identify targeted Placemaking efforts. Cities succeed or fail at the human scale—the place scale—and this 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.

Power of 10+

How Cities Transform Through Placemaking



Project
for Public
Spaces

BIG WOOD RIVER
HAILEY GREENWAY
MASTER PLAN

- LEGEND
- Existing River Access Point
 - Proposed River Access Point





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

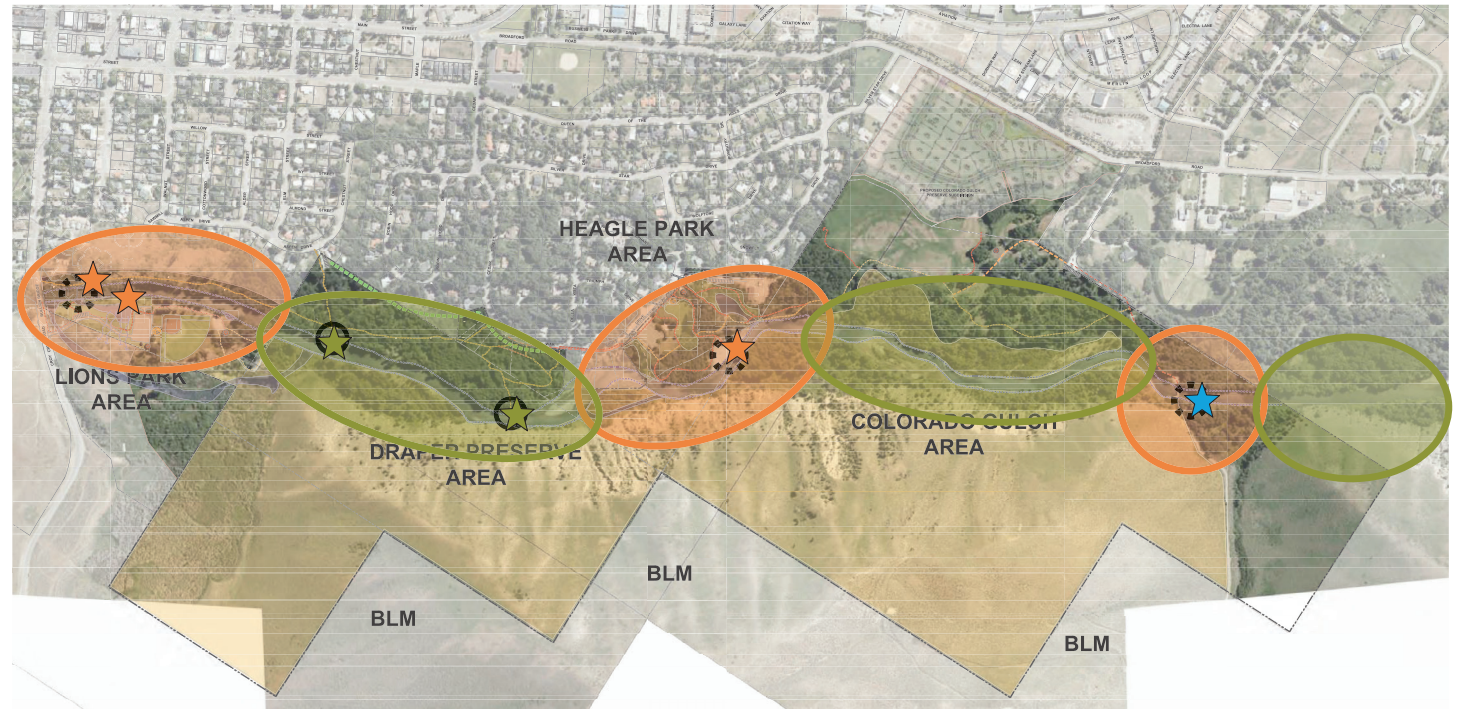
LEGEND

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

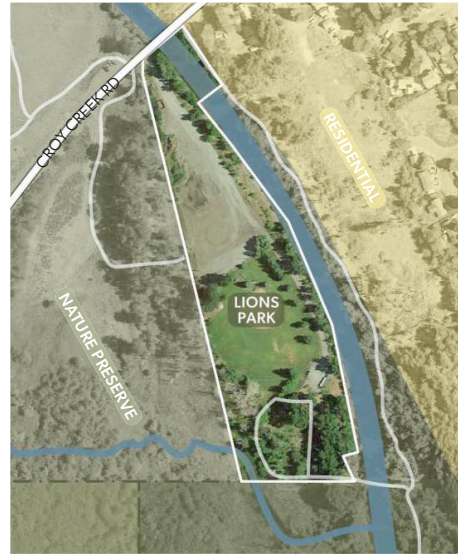


DOWNTOWN PARKS SITE RELATIONSHIPS

- 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.

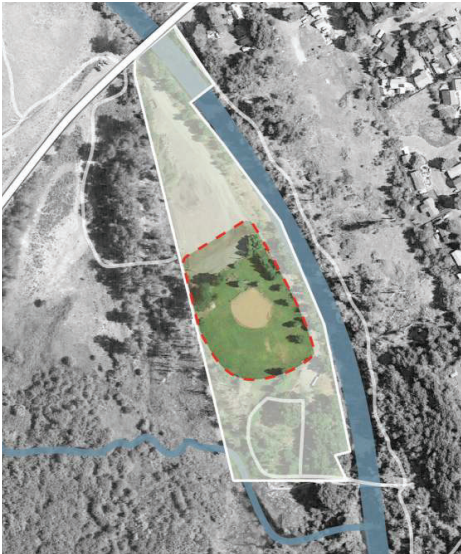


URBAN PLAZA

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



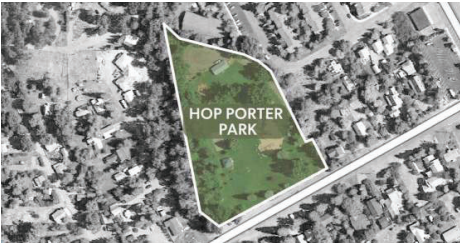
TOWN SQUARE
TOTAL SITE AREA: 21,600 SF (0.49 ACRES)
ASSEMBLY AREA: 11,250 SF (0.26 ACRES)

Standing Event Capacity (9 SF per person)
1250 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



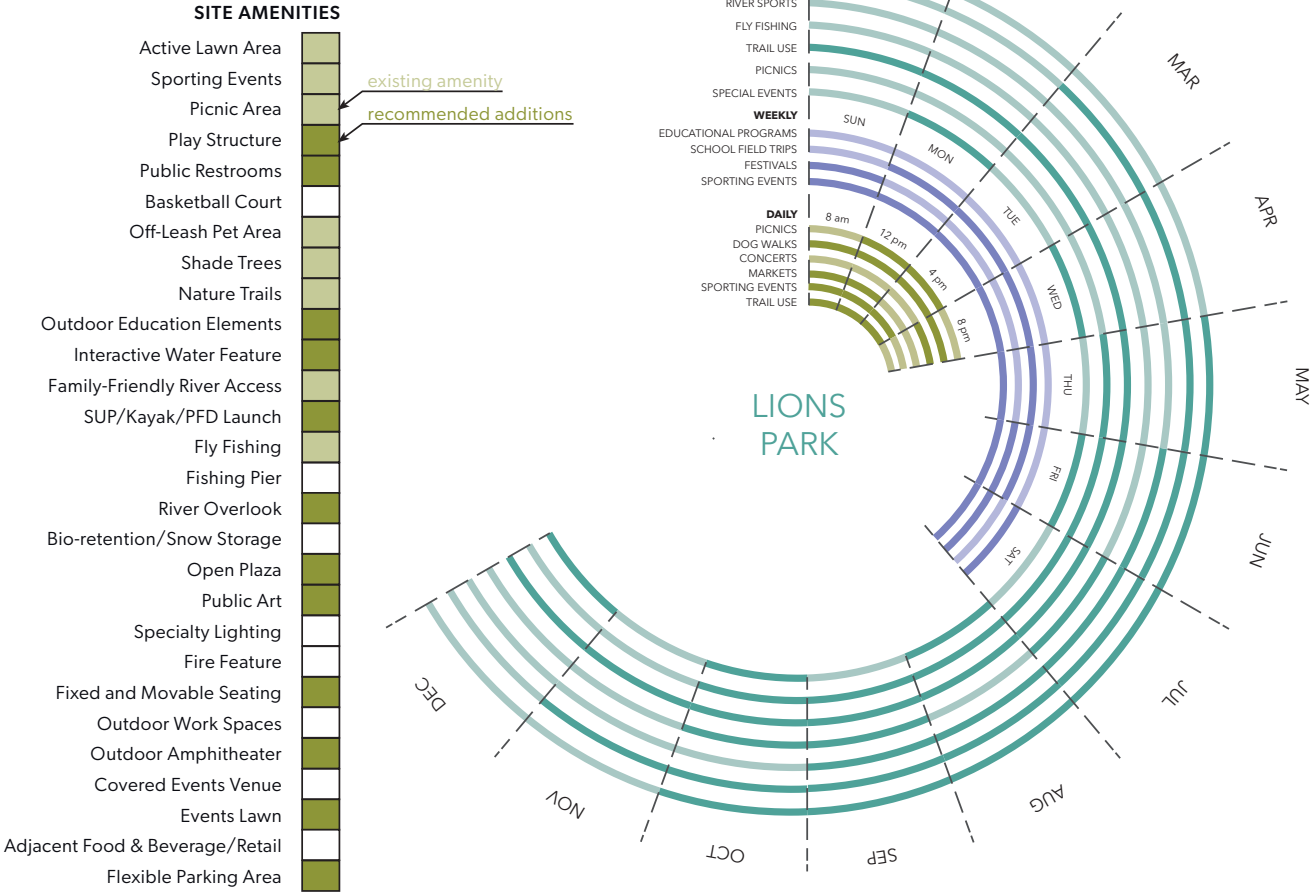
Bouldering Wall



Stormwater Feature

LIONS PARK

PROGRAM ASSESSMENT



Summer's End Music Festival

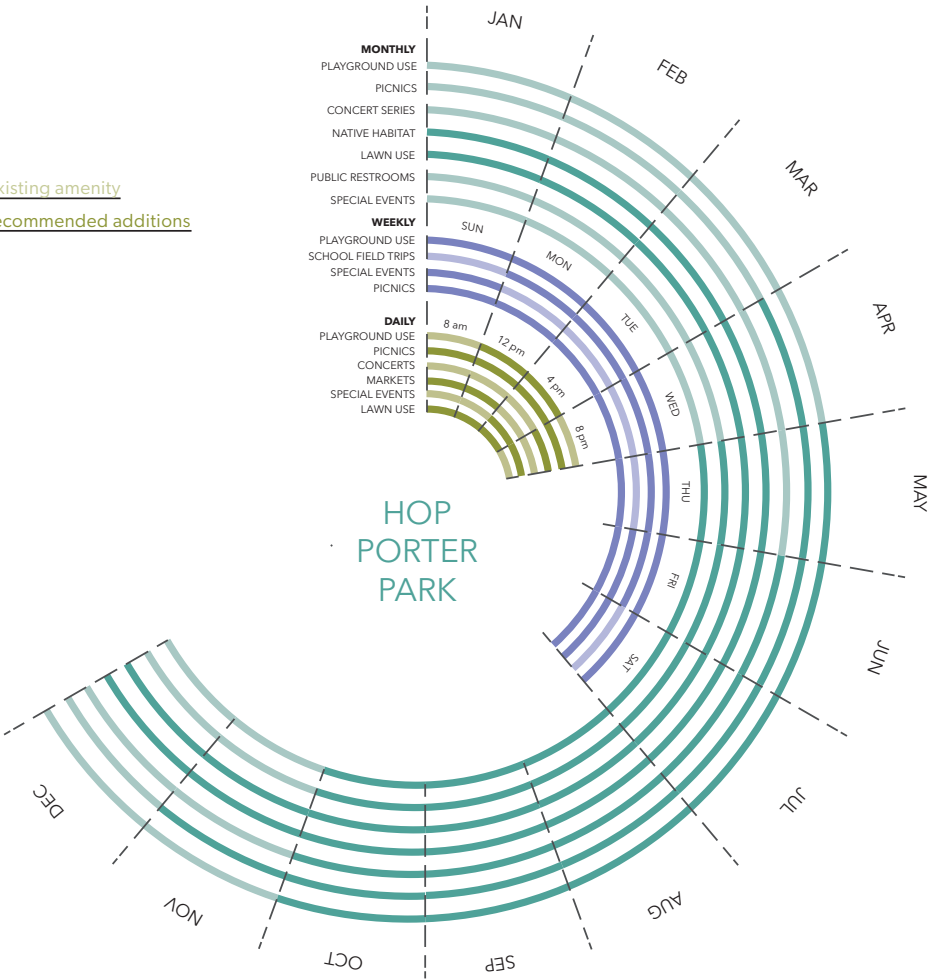
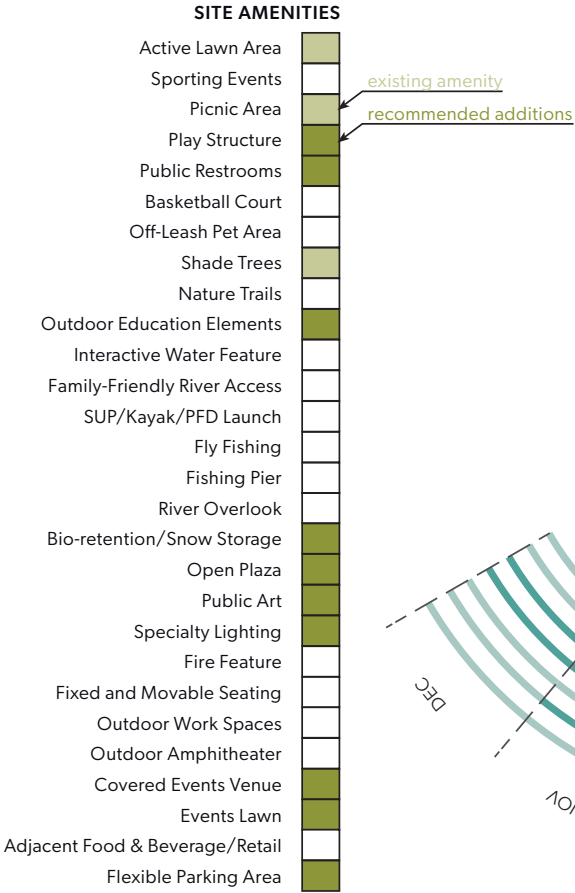


Fly Fishing in Big Wood River



Summer Trail Use

HOP PORTER PARK PROGRAM ASSESSMENT



Playground

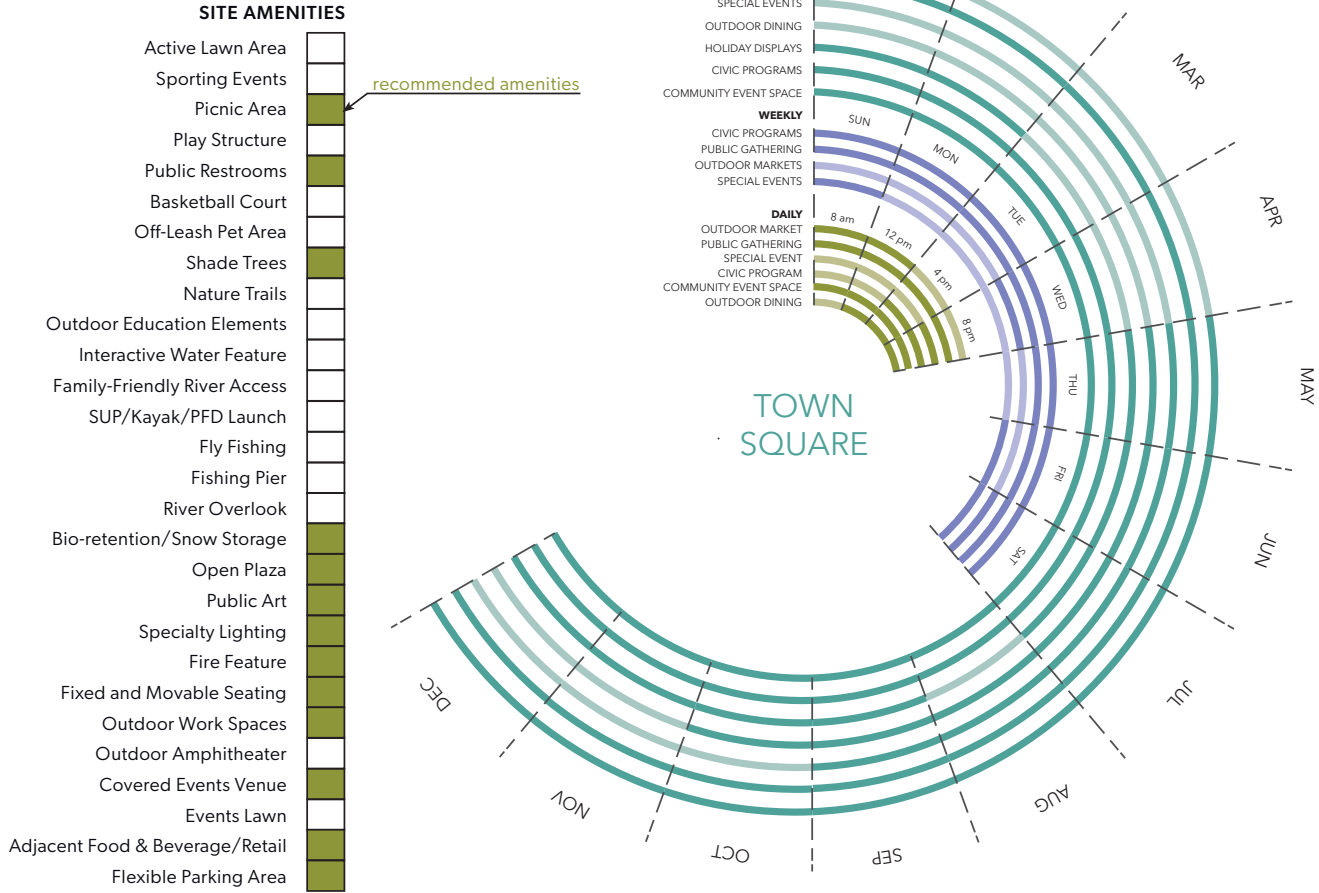


Summer Music Series



Picnic Pavilion

TOWN SQUARE
PROGRAM ASSESSMENT



Public Gathering Space



Indoor/Outdoor Community Space



Year-Round Use

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

LIONS PARK

CURRENT PLAN ASSESSMENT

LEGEND

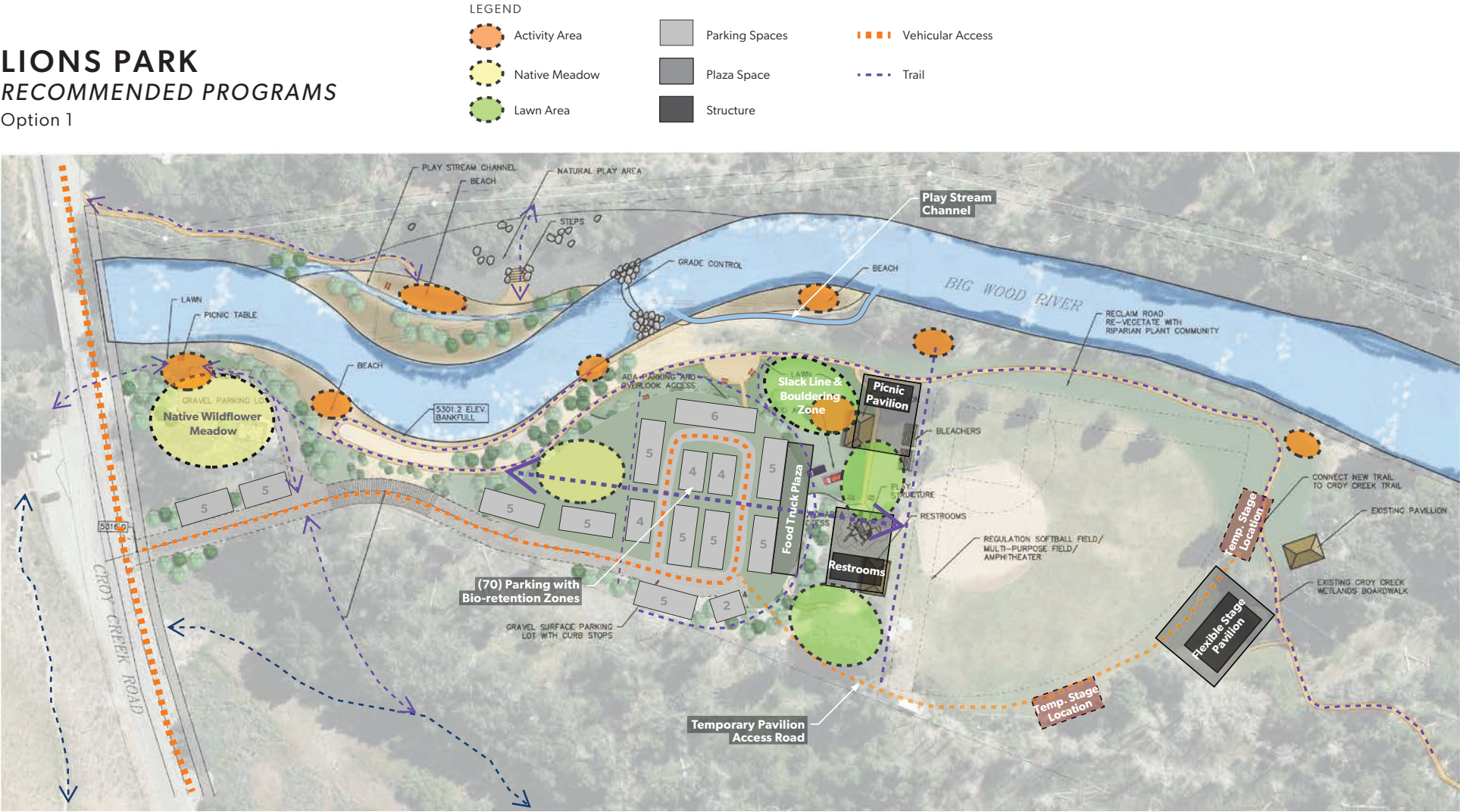
- Vehicular Access
- Trail

TAKEAWAYS

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



LIONS PARK
RECOMMENDED PROGRAMS
Option 1



LIONS PARK
RECOMMENDED PROGRAMS
Option 2

LEGEND

Activity Area

Native Meadow

Lawn Area

Parking Spaces

Plaza Space

Temporary Structure

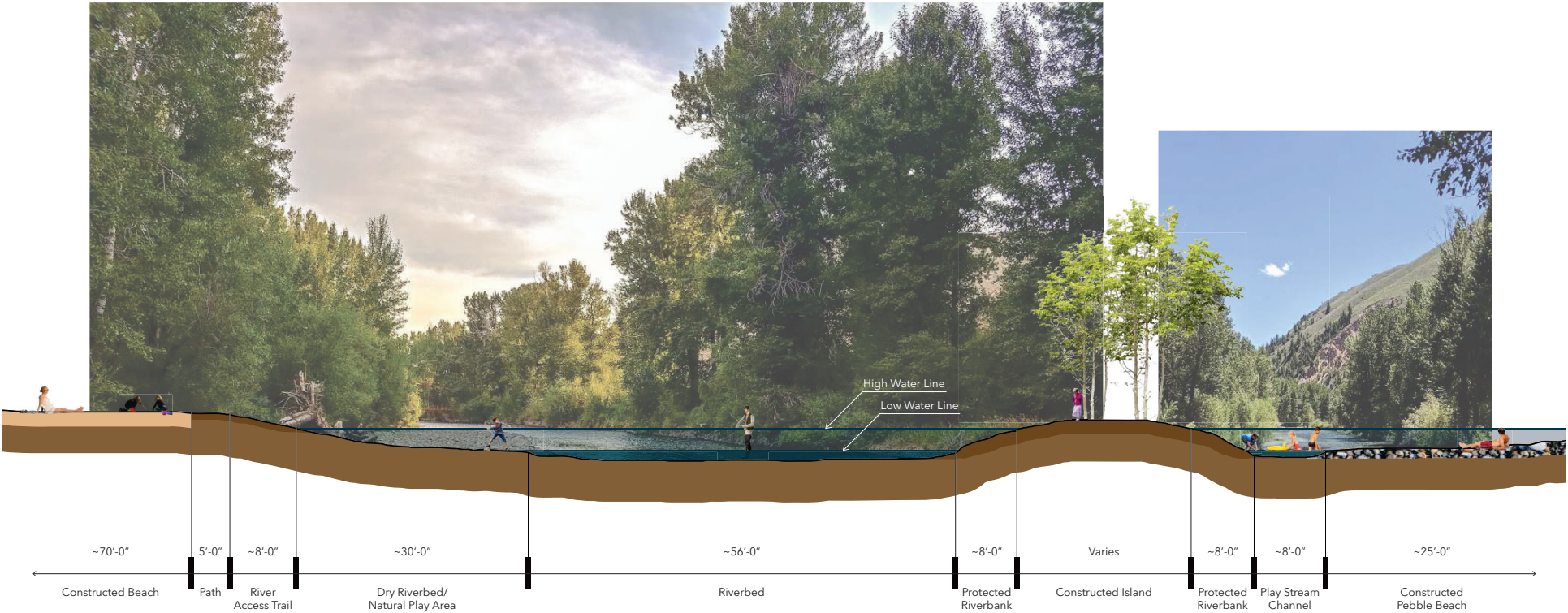
Vehicular Access

Trail

Art Piece



LIONS PARK
RIVERFRONT STUDY
Constructed Channel



HOP PORTER PARK
RECOMMENDED
PROGRAMS

- LEGEND
- Activity Area
 - Native Meadow
 - Lawn Area
 - Parking Spaces
 - Plaza Space
 - Structure
 - Vehicular Access
 - Pedestrian Access



Entry Plaza



Structured Play Area



Event Lawn

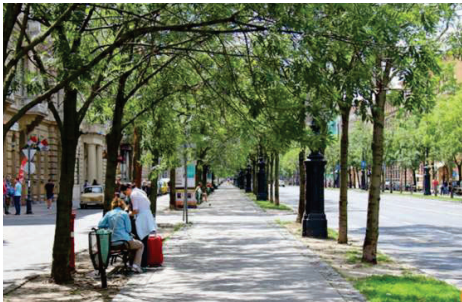
BULLION –
CROY CREEK
CORRIDOR STUDY

LEGEND

- Parcel Boundary
- Proposed Universal Access Trail
- Proposed Promenade



BULLION ST.
PROMENADE
CONCEPT DESIGN



Tree-lined Pedestrian Promenade

- LEGEND
- Parcel Boundary
 - Vehicular Access
 - Pedestrian Access

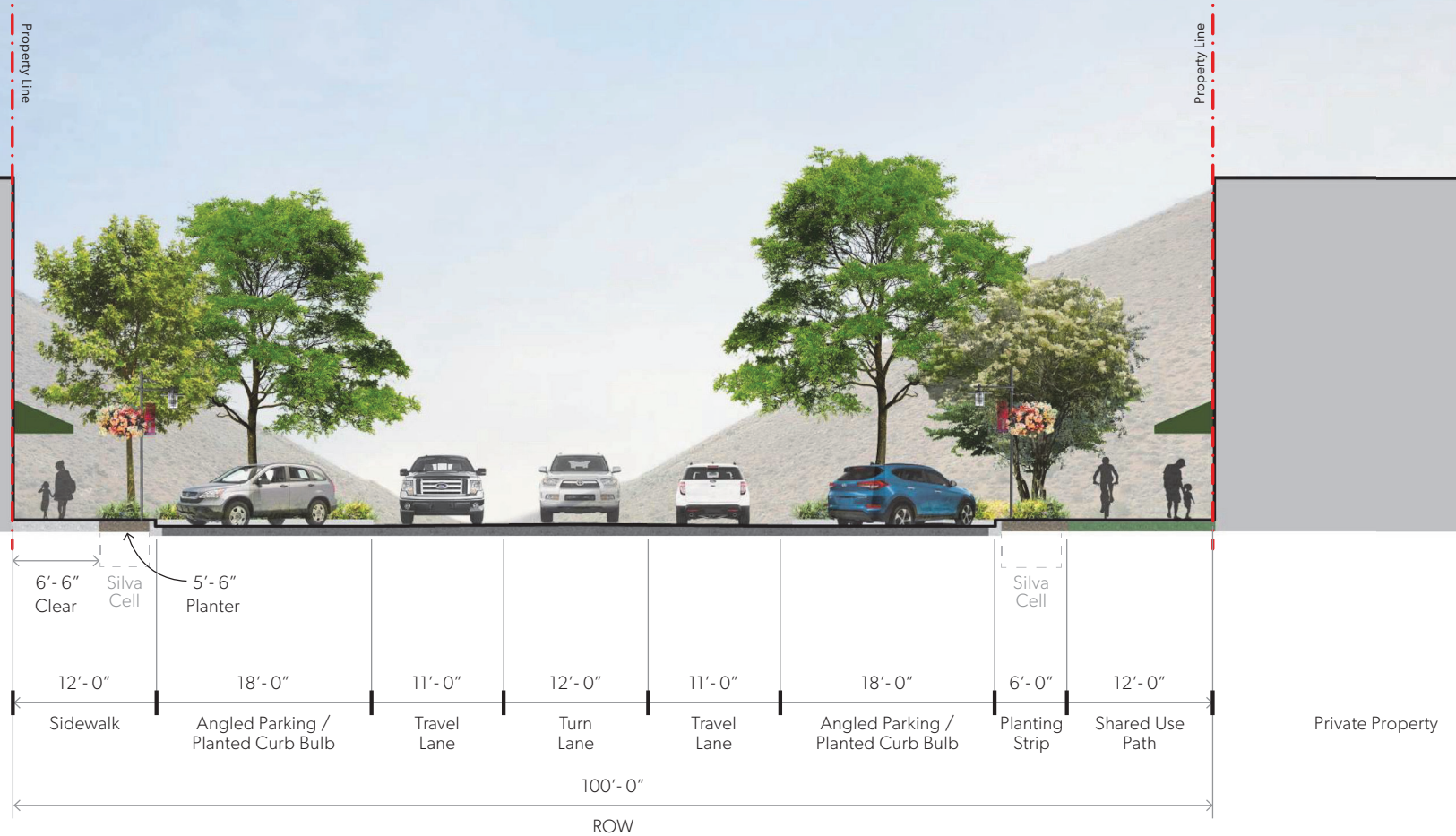


**BULLION ST.
PROMENADE**
CONCEPT SITE PLAN



BULLION ST. PROMENADE DOWNTOWN SECTION OPTION 1

The east end of the Bullion Street Promenade traverses through a downtown environment before terminating at Main Street. Along this stretch, the pathway takes on a more urban character. The 12' shared use path runs directly along the property line and is accompanied by a single 6'-wide planting strip between the path and the road. In Option 1, the existing angled parking is maintained.

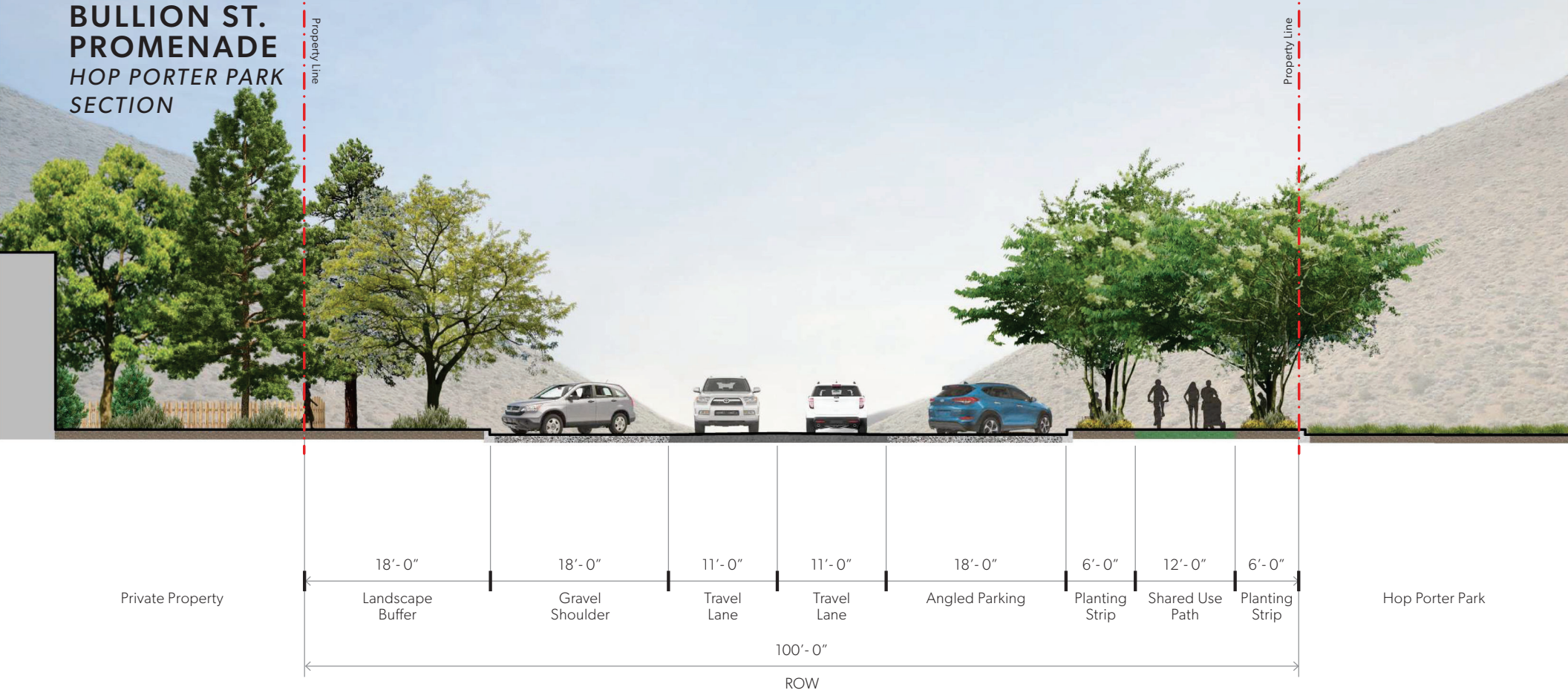


BULLION ST.
PROMENADE
DOWNTOWN
SECTION OPTION 2

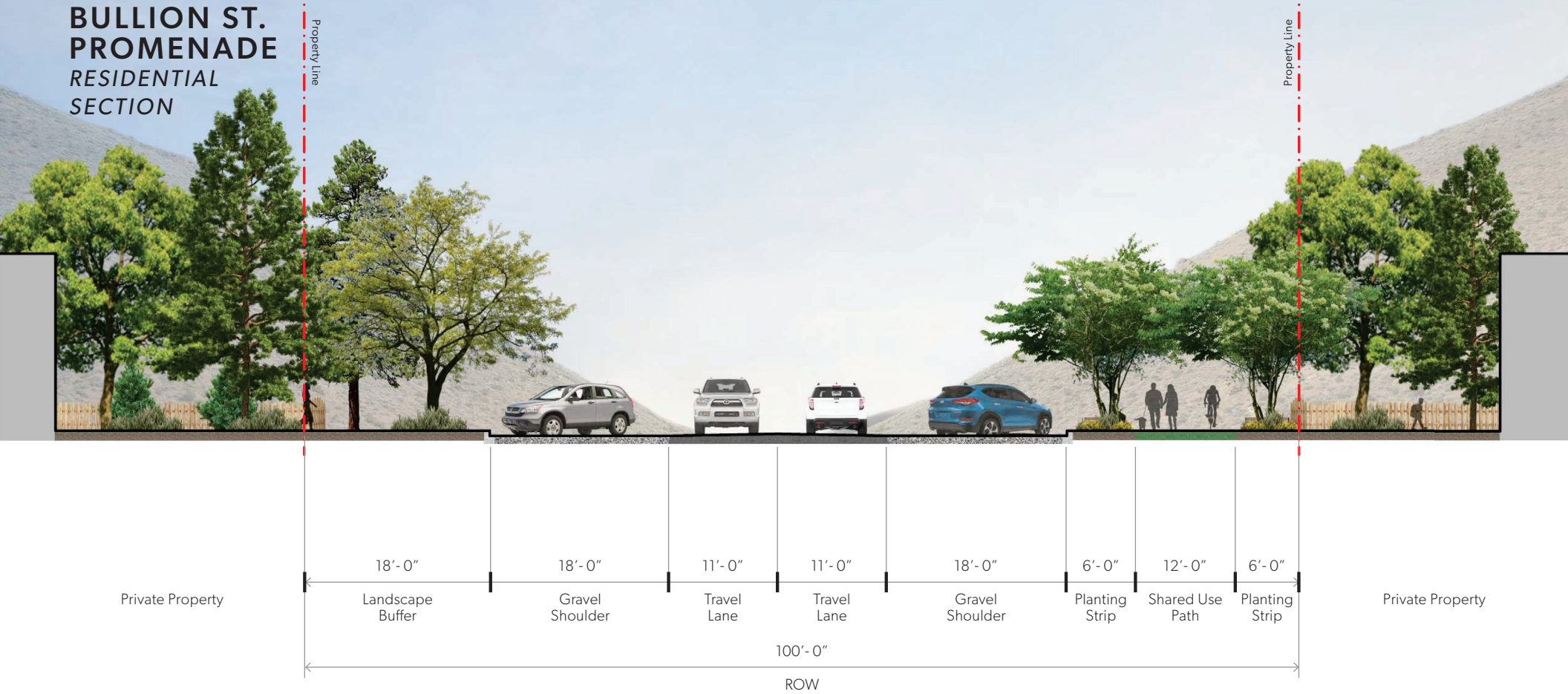
Like in Option 1, the 12' shared use path in this scenario runs directly along the property line. Diverging from Option 1, this option shows parallel parking in place of the existing angled parking, allowing the planting strip to grow to 14' in width. This allows for pockets of furnishing areas that could accommodate benches, picnic tables, art, and other furnishings along the path within the planted zone.



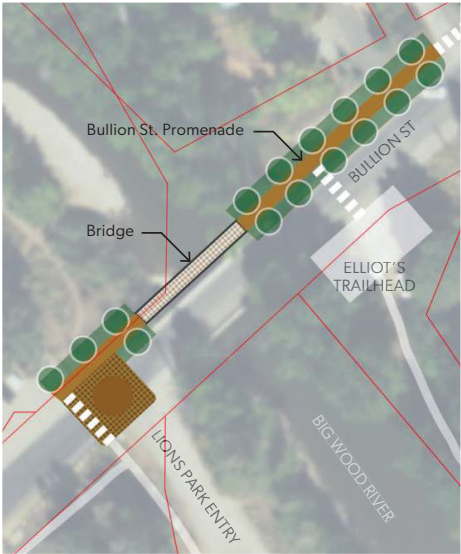
**BULLION ST.
PROMENADE**
*HOP PORTER PARK
SECTION*



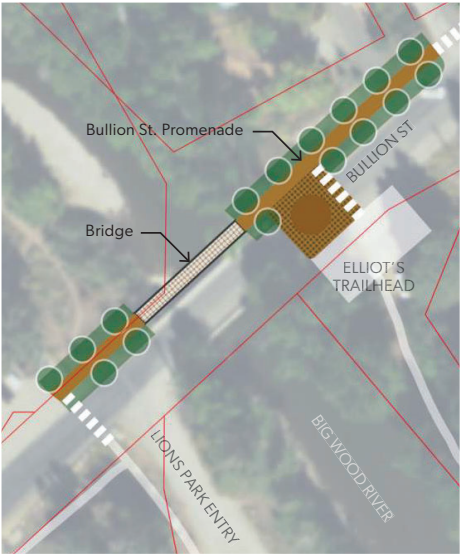
BULLION ST.
PROMENADE
RESIDENTIAL
SECTION



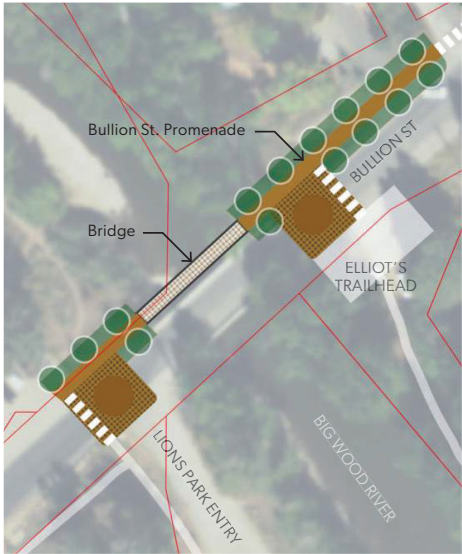
BULLION ST. BRIDGE
CROSSING STUDY



WEST PLAZA CROSSING



EAST PLAZA CROSSING



WEST + EAST PLAZA CROSSINGS

PREFERRED CONDITION

STREETSCAPES



DOWNTOWN VISION PLAN

The Downtown Vision Plan identifies key opportunities for the further development of Downtown.

- Downtown Park
- Potential Development Site
- Critical Pedestrian Crossing
- Main St Historic Retail Street
- River St Mixed Use Street
- East-West Canyon Route
- N 1st Ave Plaza
- Primary Side Street
- Secondary Side Street
- BCRD Wood River Trail
- Bicycle Facility
- Urban Renewal District boundary



DOWNTOWN STREET TREE PLAN

The Downtown Street Tree Plan identifies a signature street tree for River, Main, and the side streets, as well as the Bullion Street Promenade.

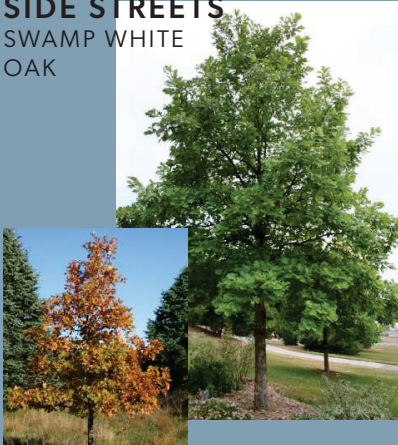
- Swamp White Oak
- Northern Acclaim Honeylocust
- Hybrid Elm
 - alternate: American Linden
- Japanese Tree Lilac
 - alternate: Washington Hawthorn
- Urban Renewal District boundary

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

SIDE STREETS SWAMP WHITE OAK



MAIN STREET HYBRID ELM



alternate:
AMERICAN
LINDEN



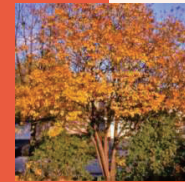
RIVER STREET NORTHERN ACCLAIM HONEYLOCUST



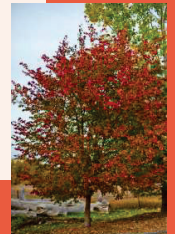
CURB BULBS (AT RIVER STREET) SWAMP WHITE OAK



BULLION STREET PROMENADE JAPANESE TREE LILAC



alternate:
WASHINGTON
HAWTHORN



MAIN STREET EXISTING SECTION

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.



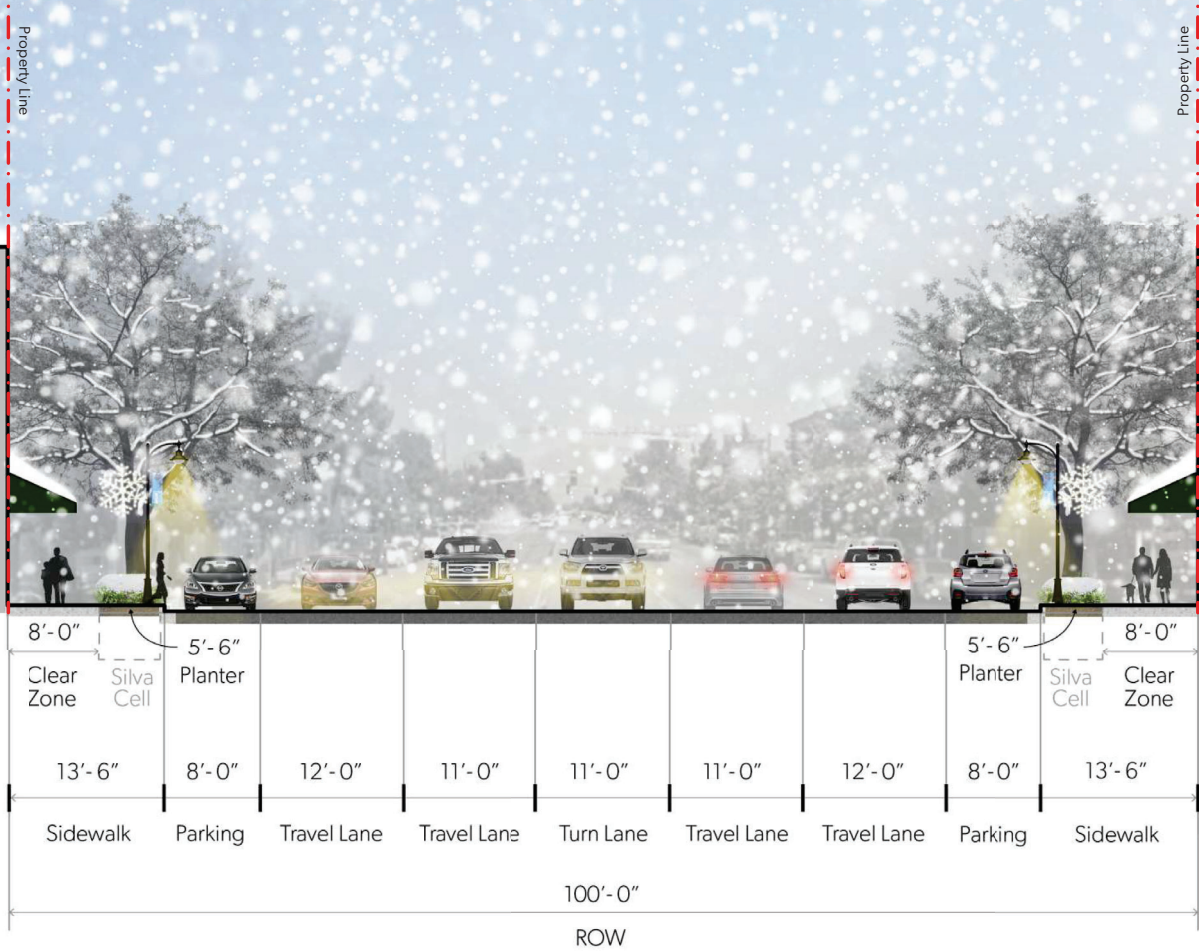
MAIN STREET PROPOSED SECTION A

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 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.



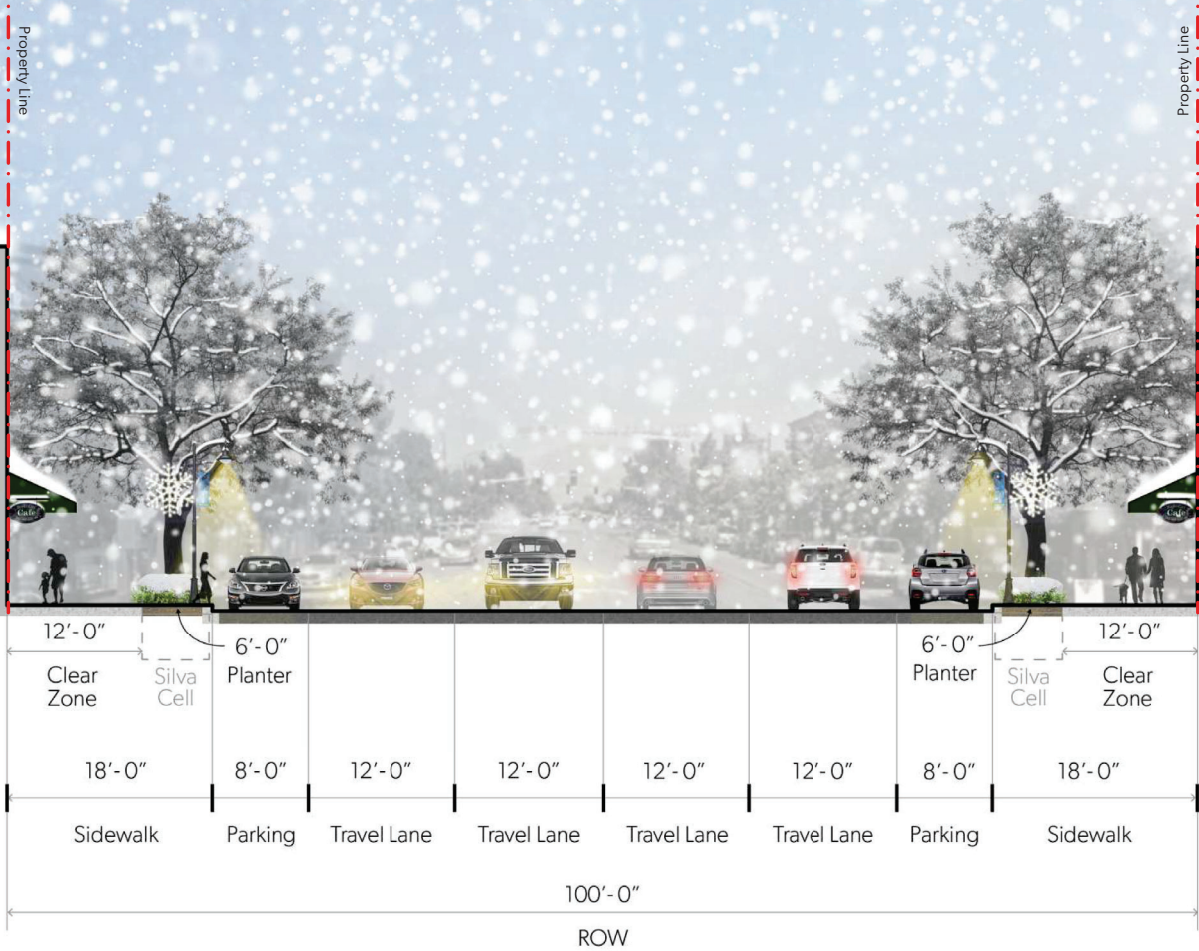
MAIN STREET PROPOSED SECTION B

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.



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.



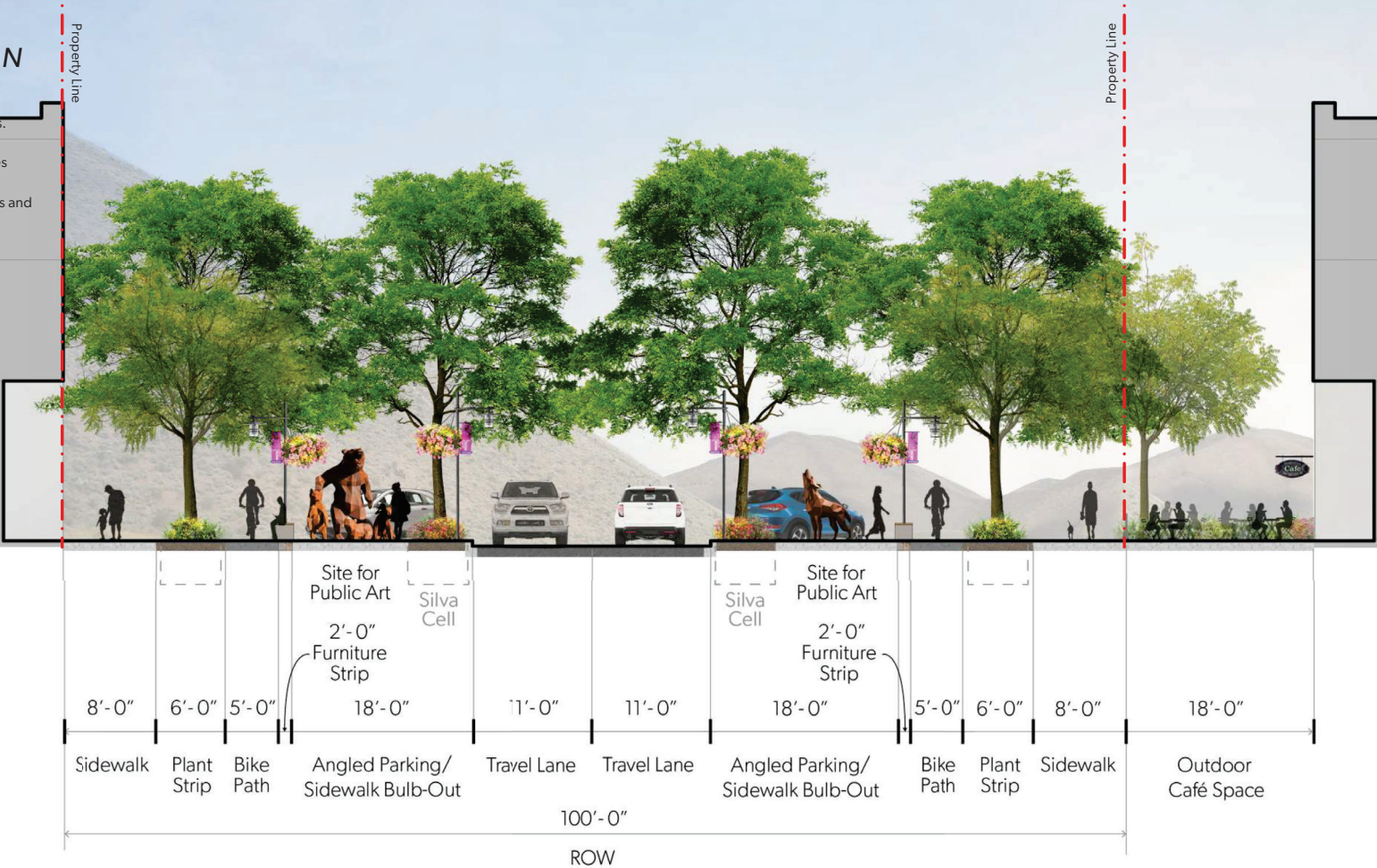
RIVER STREET EXISTING SECTION

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.



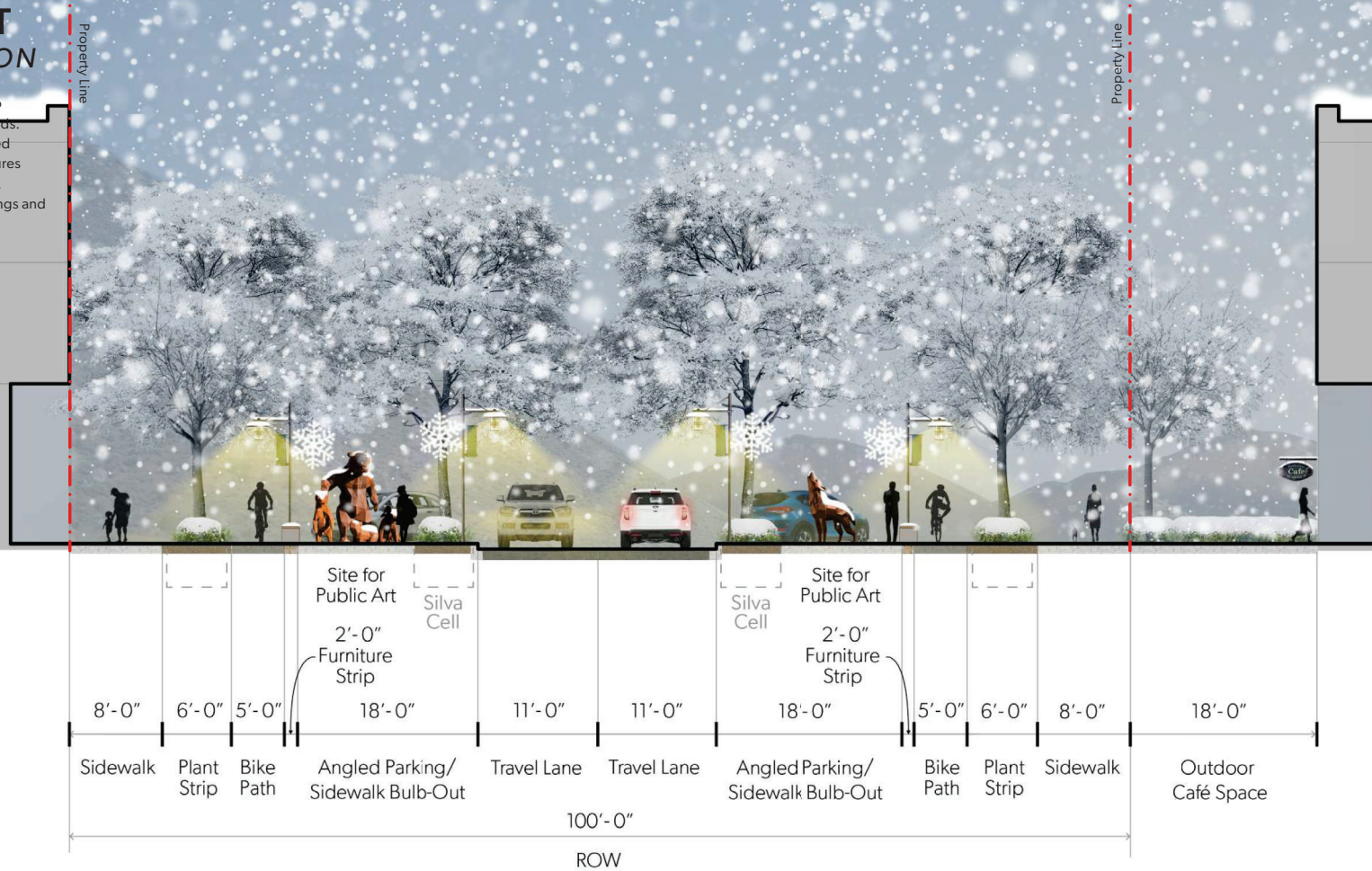
RIVER STREET PROPOSED SECTION

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.



RIVER STREET PROPOSED SECTION

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.



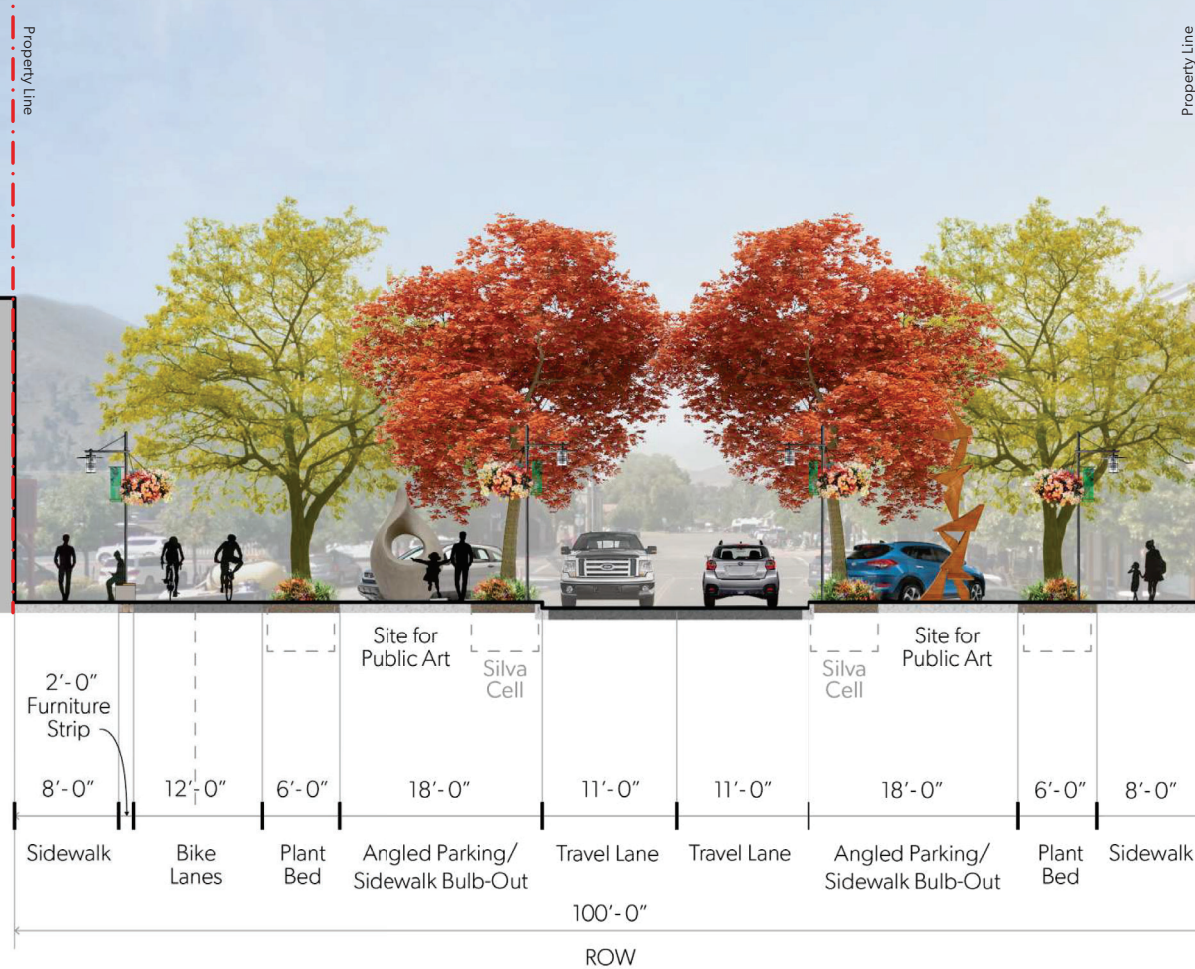
CROY STREET EXISTING SECTION

Croy Street's right-of-way is currently underutilized, with narrow sidewalks and overly wide travel lanes and parking aisles.



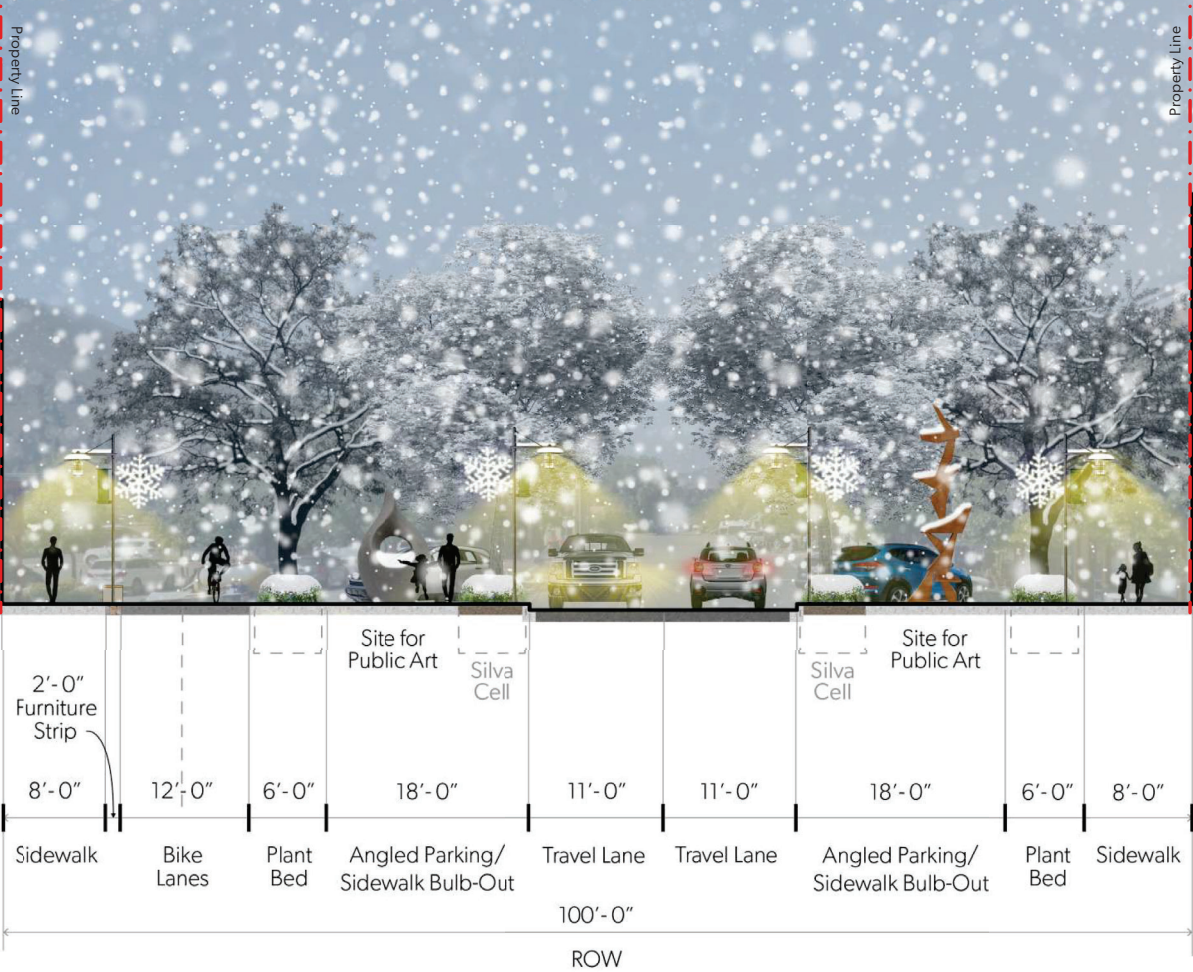
CROY STREET PROPOSED SECTION

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.



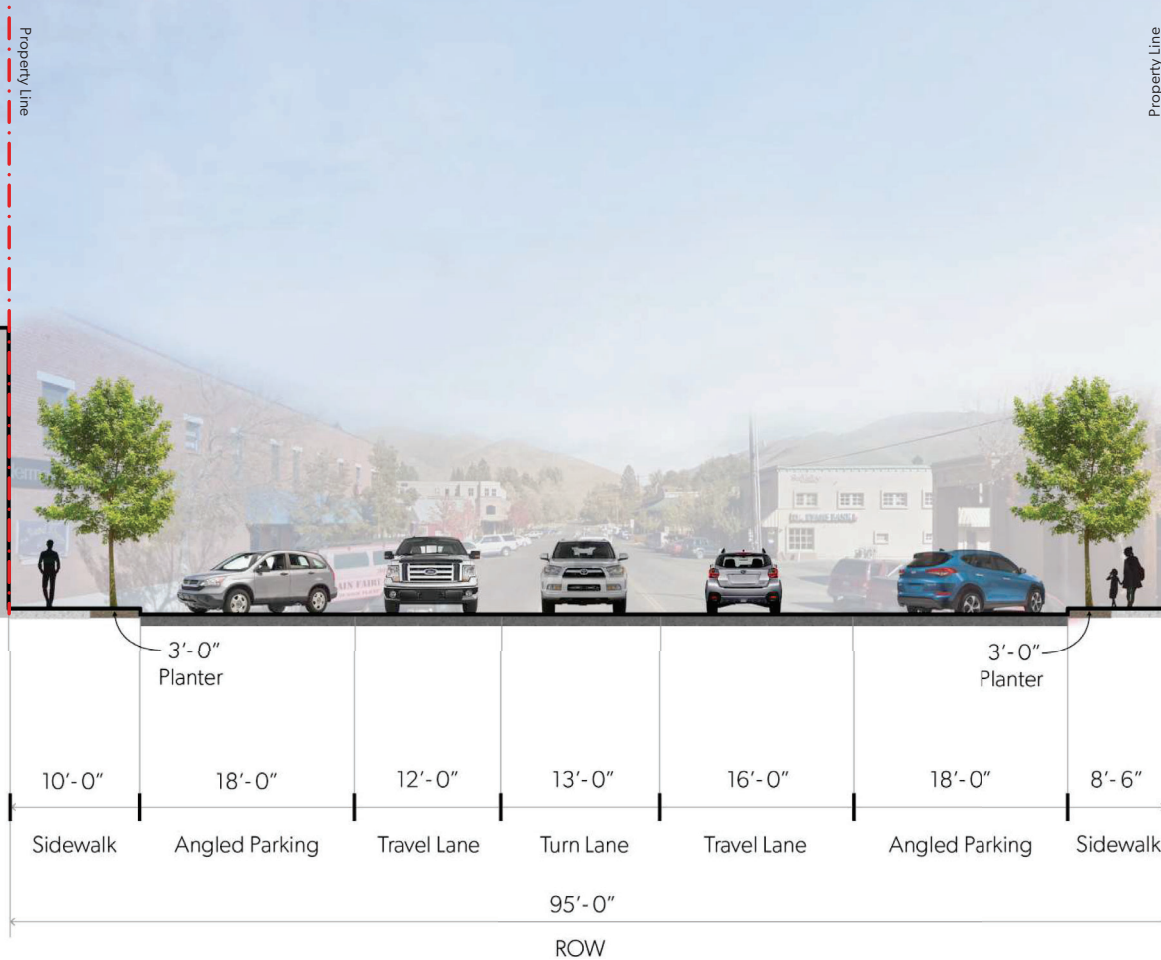
CROY STREET PROPOSED SECTION

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.



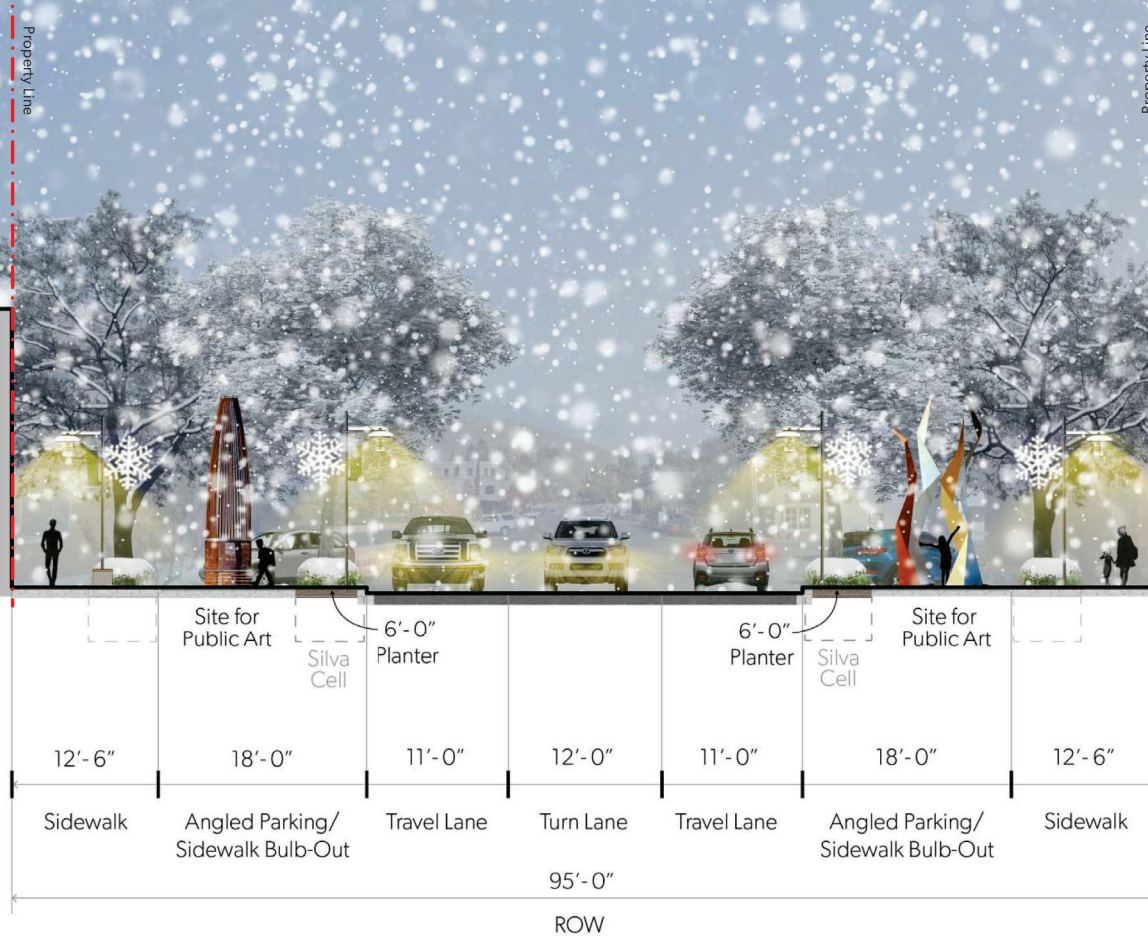
BULLION STREET PROPOSED SECTION

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.



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.



MYRTLE STREET CONCEPT PLAN

The Myrtle Street and Pollinator Pathway improvement project expands the buffer separating the existing multi-use pathway from the vehicle lanes on Myrtle Street. The existing 4' striped buffer strip of pavement is replaced in this concept with a 10' landscape buffer. This is accomplished by shifting the current vehicle lanes 6' to the southeast. Additionally, a roundabout is proposed for 3rd Avenue to improve safety and circulation. This concept meets the goals outlined for the project.



GOALS

The following set of goals have been identified for the Myrtle Street and Pollinator Pathway improvement project. 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.

REPLACE DETERIORATING ROADWAY

Implement an improved design when replacing the deteriorating roadway at the end of its lifetime.

IMPROVE SAFETY

Create a larger barrier between vehicles and pedestrians and implement traffic calming measures.

PRESERVE NEIGHBORHOOD CHARACTER

Utilize a design that respects Old Hailey charm with trees, detached sidewalks, and a neighborhood scale.

CONNECT NEIGHBORHOOD PATHWAYS

Advance the pathway system that connects our neighborhoods.

PROVIDE ENVIRONMENTAL BENEFIT

Expand roadway plantings that increase carbon sequestration, pollinator habitat, and heat island mitigation.

INCREASE PLACEMAKING AND COMFORT

Contribute to the attractiveness, sense of place, and walkability of the neighborhood.

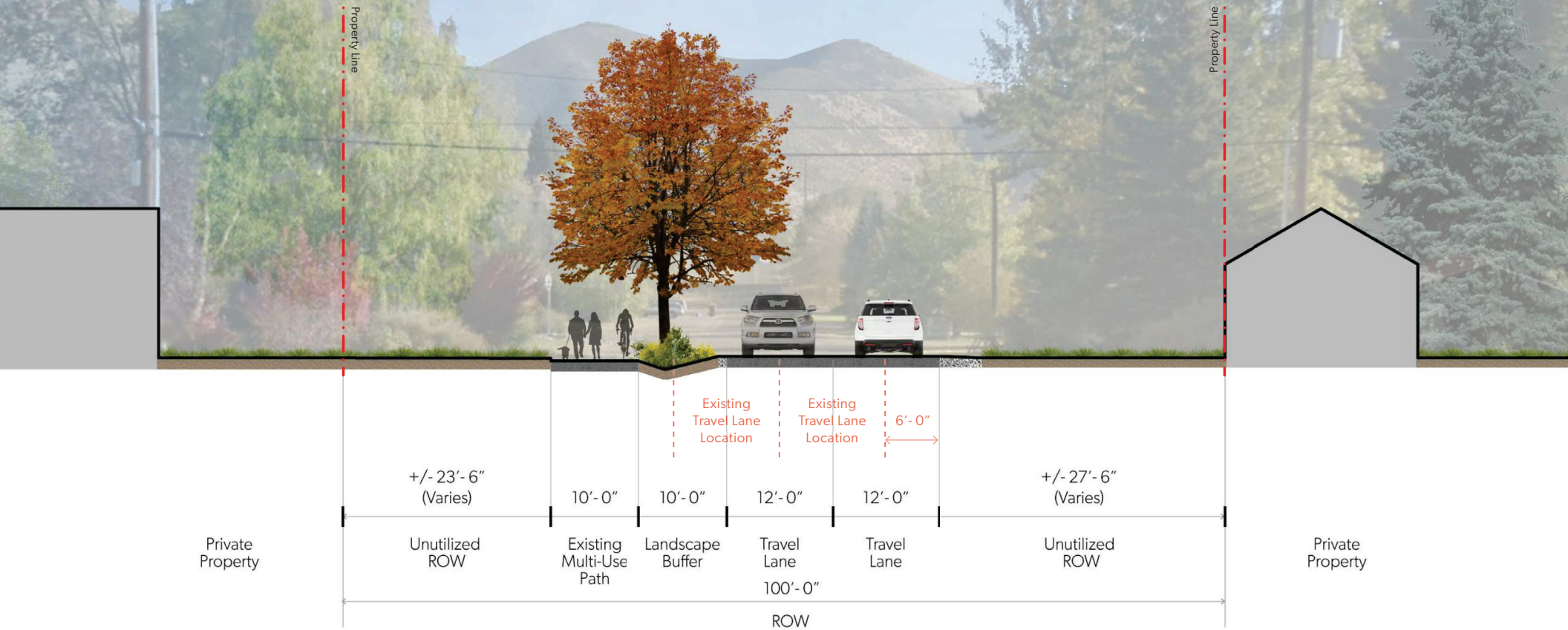
DESIGN COST-EFFECTIVE SOLUTION

Specify a design that takes a responsible approach to the construction and maintenance costs of the roadway.

MYRTLE STREET
EXISTING CONDITION



MYRTLE STREET PROPOSED CONDITION



TREE SELECTIONS

MYRTLE STREET

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
- Minimum 3” of mulch
- Elk protection for first few years

BUR OAK



PREFERRED TREE

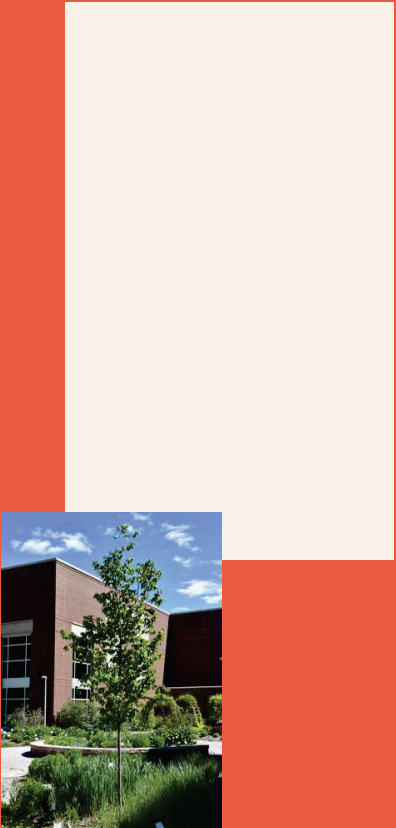
SWAMP WHITE OAK



AMERICAN BEECH



AUTUMN TREASURE HOPHORNBEAM

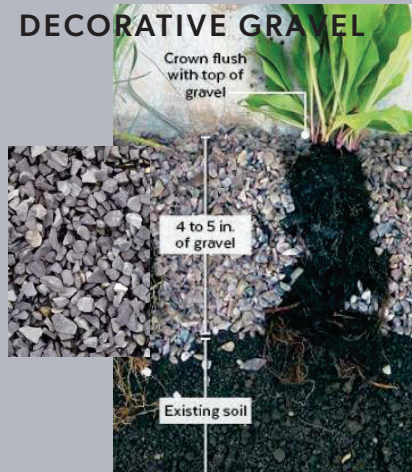


PLANT SELECTIONS MYRTLE STREET

The Myrtle Street Plant Selections are recommended species for use in the landscape strips within the right-of-way along Myrtle Street. These native plantings have been chosen for their heartiness, drought-tolerance, and ability to survive in Hailey's climate with little to no maintenance. These species also bring pollinators to the area which increases ecosystem health and biodiversity. We make the following recommendations for all planting strips:

- Import soil and mix in compost
- Minimum 3" of mulch for weed control and to keep moisture in the soil
- Use of drip irrigation initially to establish plants
- Source plants from nursery in close proximity and with similar climate
- Use decorative gravel in new plant beds per diagram below:

DECORATIVE GRAVEL



IDAHO SUNFLOWER



MOONSHINE YARROW



RUSSIAN SAGE



RABBIT BRUSH



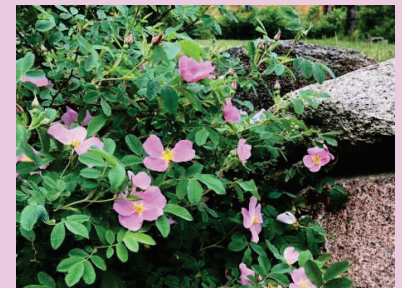
SHEEP FESCUE



SAGEBRUSH SPP.



WOOD'S ROSE



OPPORTUNITY SITES

DOWNTOWN WEST CONCEPT PLAN

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 civic building 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.





DOWNTOWN EAST CONCEPT PLAN

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

TOWN CENTER
EXISTING CONDITIONS



VICINITY PLAN - HAILEY TOWN CENTER



EXISTING ENTRY OFF CROY ST TO CITY HALL



EXISTING CROY STREET



EXISTING STAIR//SECONDARY REAR ENTRY



EXISTING CITY BUILDING



EXISTING ALLEY ACCESS



PARKING AT REAR TOWN CENTER

TOWN CENTER MASSING STUDIES



OPTION 1

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 2

CITY HALL BUILDING AND NEW CIVIC BUILDING

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

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



OPTION 3

TOWN CENTER BUILDING AND NEW 3 STORY CIVIC BUILDING FACING PLAZA FESTIVAL STREET

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

NEW CIVIC BUILDING
LEVEL 3: +/- 7,000SF
LEVEL 2: +/- 7,000SF
LEVEL 1: +/- 6000 SF



CROY STREET/ HAILEY PUBLIC LIBRARY - EXISTING



TOWN CENTER PROPOSED SITE PLAN

1. New Civic Building
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 Civic Building



TOWN CENTER
SITE RELATIONSHIPS



TOWN CENTER AERIAL PERSPECTIVE



FOLLOW-UP PUBLIC SURVEY RESULTS

SUMMARY

- 177 total respondents
- Conducted through Survey Monkey
- Opened 08.14.23 and closed 10.16.23
- Distributed through the Hailey Urban Renewal Agency newsletter and information booth at Hailey Rocks

This nine-question survey was designed to inform the public of the proposals being developed to address concerns raised in the first round of public surveys launched in February 2023. In addition to informing the public, each question asked participants to rate their level of satisfaction with the proposals on a scale of 0 to 10, with 0 representing “Not Satisfied” and 10 representing “Highly Satisfied.” The average score given for each proposal is listed here as well as the total score. Some questions received less ratings than others, as participants were able to skip questions at their discretion. The scores have been compiled here and can be useful in determining the level of public support for each of the proposed projects.

PROPOSALS SORTED BY SATISFACTION LEVEL

Q3 Hop Porter Park Improvements

8 Average Score 1321 Total Score

Q6 More Robust Plant Beds

7 Average Score 1325 Total Score

Q8 Sidewalks on River Street

7 Average Score 1300 Total Score

Q5 Safer Crossings on Main Street

7 Average Score 1262 Total Score

Q7 Streetscape Beautification

7 Average Score 1210 Total Score

Q1 Bullion Street Promenade

7 Average Score 1207 Total Score

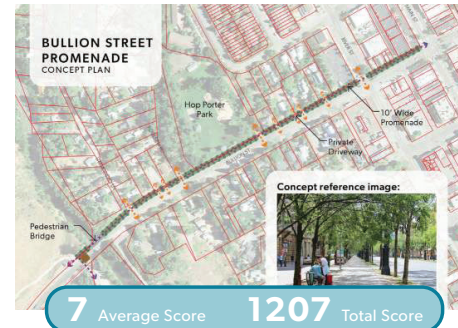
Q2 Town Center Plaza + Festival Street

6 Average Score 1126 Total Score

Q4 Public Parking Deck

6 Average Score 1048 Total Score

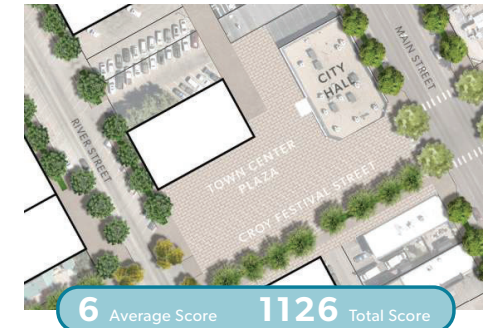
Q1 “Downtown connectivity” was a top response to the question “What is Downtown Hailey missing?” We developed a plan for the Bullion Street Promenade, a tree-lined path for bikers and pedestrians running along Bullion Street from Lions Park to Main Street. Please rate your level of satisfaction with this proposal:



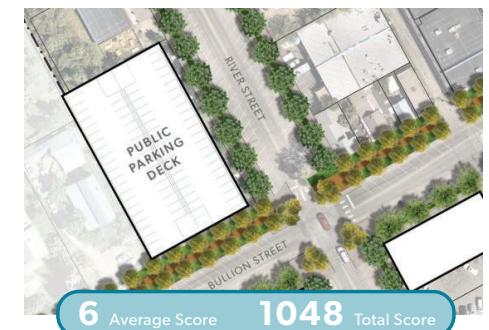
Q3 “Parks/gathering spaces” was a top response to the question “What is Downtown Hailey missing?” We developed a plan to enhance Hop Porter Park and improve park access from Downtown. Please rate your level of satisfaction with this proposal:



Q2 “Parks/gathering spaces” was a top response to the question “What is Downtown Hailey missing?” We developed a plan to add a Town Center Plaza and adjacent Festival Street for everyday gatherings and special events. Please rate your level of satisfaction with this proposal:



Q4 “Parking” was a top response to the question “What is Downtown Hailey missing?” We developed a plan to preserve street parking on Downtown Streets and add a Public Parking Deck on the corner of River and Bullion Streets. Please rate your level of satisfaction with this proposal:



Q7 “Boring” was a top response to the question “What is it like to walk along River Street between Myrtle and Elm Street?” We developed a plan to incorporate public art, street-specific street trees, street furnishings, and seasonal displays on Downtown Streets. Please rate your level of satisfaction with this proposal:



Q8 "Sidewalks" was a top response to the question "What would improve your experience of River Street?" We developed a plan for continuing pedestrian safety improvements along River Street from Myrtle Street to Elm Street. Please rate your level of satisfaction with this proposal:



FOLLOW-UP BUSINESS OWNER SURVEY RESULTS

SUMMARY

- 36 total respondents
- Conducted through Survey Monkey
- Opened 08.14.23 and closed 10.16.23
- Emailed to downtown business owners within Downtown Master Plan boundary

This nine-question survey was designed to inform business owners in Downtown of the proposals being developed to address concerns raised in the first round of public surveys launched in February 2023. In addition to informing business owners, each question asked participants to rate their level of satisfaction with the proposals. This information has been compiled here and can be useful in determining the level of public support for each of the proposed projects.

PROPOSALS SORTED BY SATISFACTION LEVEL

Q4 Hop Porter Park Improvements

9 Average Score 310 Total Score

Q6 Safer Crossings on Main Street

8 Average Score 305 Total Score

Q7 More Robust Plant Beds

8 Average Score 302 Total Score

Q8 Streetscape Beautification

8 Average Score 302 Total Score

Q1 Bullion Street Promenade

8 Average Score 286 Total Score

Q3 Town Center Plaza + Festival Street

8 Average Score 276 Total Score

Q2 Sidewalks on River Street

8 Average Score 276 Total Score

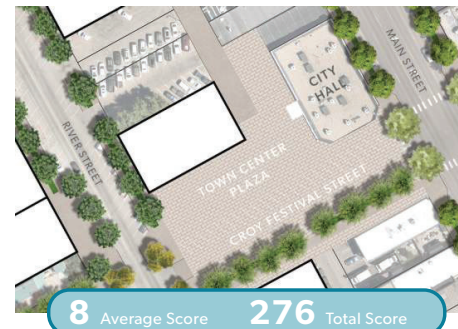
Q4 Public Parking Deck

7 Average Score 264 Total Score

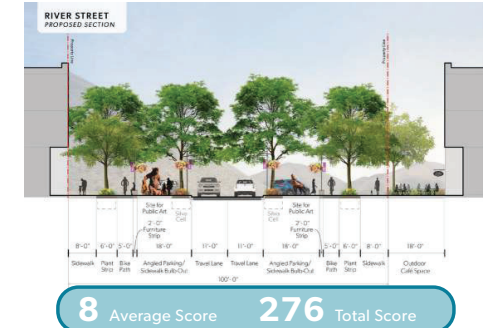
Q1 “Downtown connectivity” was a top response to the question “What is Downtown Hailey missing?” We developed a plan for the Bullion Street Promenade, a tree-lined path for bikers and pedestrians running along Bullion Street from Lions Park to Main Street. Please rate your level of satisfaction with this proposal:



Q3 “Lack of Downtown Events” was a top response to the question “What aspects of Downtown Hailey are current barriers to the success of your business(es)?” We developed a plan to add a Town Center Plaza and adjacent Festival Street for hosting Downtown events. Please rate your level of satisfaction with this proposal:



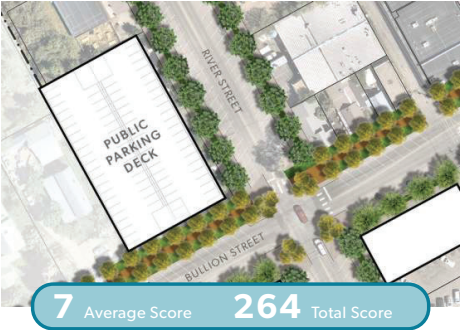
Q2 “Downtown connectivity” was a top response to the question “What is Downtown Hailey missing?” We developed a plan for continuing pedestrian safety improvements along River Street from Myrtle Street to Elm Street. Please rate your level of satisfaction with this proposal:



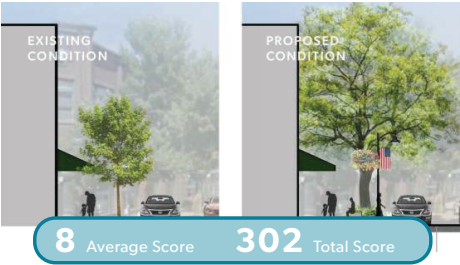
Q4 “Lack of Downtown Events” was a top response to the question “What aspects of Downtown Hailey are current barriers to the success of your business(es)?” We developed a plan for enhancements at Hop Porter Park that improve its ability to host Downtown events. Please rate your level of satisfaction with this proposal:



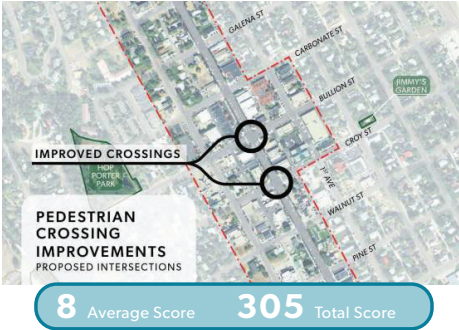
Q5 “Driving Access” was a top response to the question “What aspects of Downtown Hailey are important to the success of your business(es)?” We developed a plan to preserve street parking on Downtown Streets and add a Public Parking Deck on the corner of River and Bullion Streets. Please rate your level of satisfaction with this proposal:



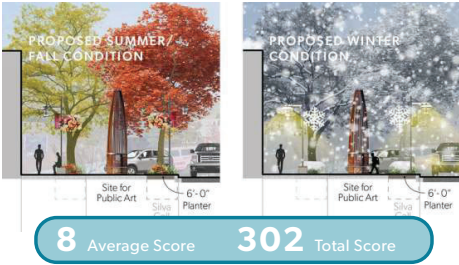
Q7 “Lack of street visibility” was a top response to the question “What aspects of Downtown Hailey are current barriers to the success of your business(es)?” Comments collected from the survey revealed a concern that the low canopies of street trees were blocking storefronts. We developed a plan to widen plant beds and install Silva Cells beneath the sidewalk to support the growth of more robust street trees with higher canopies. Please rate your level of satisfaction with this proposal:



Q6 “Safer crossings” was a top response to the question “What improvements are most needed to enhance the streetscape adjacent to your business(es)?” We developed a plan to add improved pedestrian crossing facilities to Main Street intersections at Croy and Bullion Streets. Please rate your level of satisfaction with this proposal:



Q8 “Generic” was a top response to the question “How would you describe the streetscape adjacent to your business(es)?” We developed a plan to incorporate public art, street-specific street trees, street furnishings, and seasonal displays on Downtown streets. Please rate your level of satisfaction with this proposal:



TOP PRIORITY PROJECTS

BULLION ST
PROMENADE
PHASE 1

MAIN ST
IMPROVEMENTS
PHASE 1

MAIN ST
CROSSING
IMPROVEMENTS
PHASE 1

RIVER ST
IMPROVEMENTS

HOP PORTER PARK
PHASE 1

PROPERTY
ACQUISITION

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.

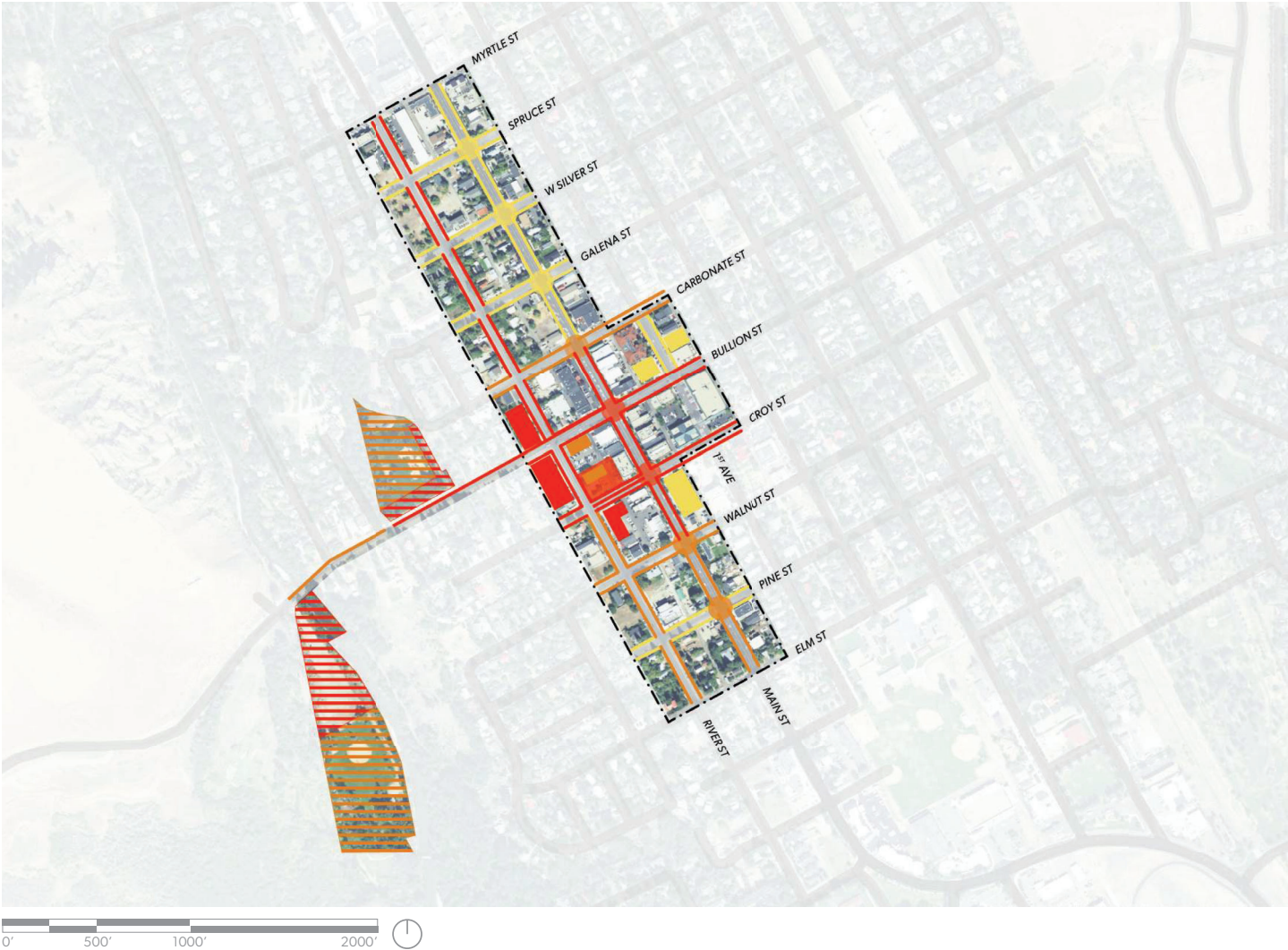
Phase 1 is reserved for high-priority opportunities central to the Downtown core. By focusing Phase 1 on the core of Main Street, River Street, Bullion Street, and Croy Street, a cohesive, concentrated, and connected Downtown environment is created. A new Town Center serves as the primary gathering place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

- Phase 1 Completion - 2028
- Phase 2 Completion - 2033 (Urban Renewal District Expiration)
- Phase 3 Completion - 2043

Urban Renewal District boundary





PHASE 1 IMPLEMENTATION PLAN

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.

- | | |
|--|--|
| Potential Development Parcels | Streetscape Enhancement Projects |
| Potential Parks | Urban Renewal District boundary |

Streetscape Enhancements

1. Bullion St Promenade Phase 1
2. Main St Phase 1
3. Main St Crossings Phase 1
4. River St Phase 1
5. Croy Festival St
6. Croy St
7. Bullion St

Development

8. New Town Square Plaza
9. Parking Deck Development at River St & Bullion St
10. Development Opportunity at River St & Bullion St
11. Development Opportunity at River St & Croy St

Parks

12. Hop Porter Park Phase 1
13. Lions Park Phase 1



PHASE 2 IMPLEMENTATION PLAN

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.

- Potential Development Parcels
- Potential Parks
- Streetscape Enhancement Projects
- Urban Renewal District boundary

Streetscape Enhancements

- 14. Bullion St Promenade Phase 2
- 15. Main St Phase 2
- 16. Main St Crossings Phase 2
- 17. River St Phase 2
- 18. Walnut St
- 19. Carbonate St

Development

- 20. Civic Building
- 21. Development Opportunity at Bullion St & River St

Parks

- 22. Hop Porter Park Phase 2
- 23. Lions Park Phase 2



PHASE 3 IMPLEMENTATION PLAN

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.

- Potential Development Parcels
- Streetscape Enhancement Projects
- Urban Renewal District boundary

Streetscape Enhancements

- 24. Main St Phase 3
- 25. Main St Crossings Phase 3
- 26. 1st Ave
- 27. Pine St
- 28. Galena St
- 29. Silver St
- 30. Spruce St

Development

- 31. Development Opportunity at Main St & Croy St
- 32. Development Opportunity at Bullion St & 1st Ave
- 33. Development Opportunity at 1st Ave

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.

The numbered projects from the phased Implementation Plans correlate to the numbers in the Implementation Matrix.

Item	Project	Notes	Target Year	Lead/Partner	Funding Mechanism
Phase 1 Safety and Connectivity					
1S	Bullion St Promenade Phase 1	A protected multi-use pathway from Main St to Hop Porter Park.		URA/Public Works	URA/City funded
2S	Main St Phase 1 Safety Improvements	3 blocks between Walnut St & Carbonate St.		URA/Public Works	URA/City funded
3S	Main St Crossings Phase 1	Crossings at Main St & Bullion St & Main St & Croy St - provide safety enhancements by implementing curb bulbs at all intersections to shorten crossing distances, and enhancing crosswalks.			
4S	River St Phase 1 Safety Improvements	5 blocks between Croy St & Myrtle St - provide safety enhancements by implementing consistent sidewalks with protected bike lanes and curb bulbs at all intersections to shorten crossing distance.		URA/Public Works	URA/City funded
5S	Croy Festival Street Safety Improvements	1 block between Main St & River St - implement removable bollards to safely shut down the festival street for events.		URA/Public Works	URA/City funded
6S	Croy St Safety Improvements	3 blocks between the alley west of River St & Picabo St - provide safety enhancements by implementing consistent sidewalks with protected bike lanes and curb bulbs at all intersections to shorten crossing distance.		URA/Public Works	URA/City funded
7S	Bullion St Safety Improvements	3 blocks between the alley west of River St & Picabo St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.		URA/Public Works	URA/City funded
Phase 2 Safety and Connectivity					
14S	Bullion St Promenade Phase 2	A protected multi-use pathway from Hop Porter Park to Lions Park.		URA/Public Works	URA/City funded
15S	Main St Phase 2 Safety Improvements	2 blocks between Walnut St & Elm St.		URA/Public Works	URA/City funded
16S	Main St Crossings Phase 2	Crossings at Main St & Carbonate St, Main St & Walnut St, and Main St and Pine St - provide safety enhancements by implementing curb bulbs at all intersections to shorten crossing distances, and enhancing crosswalks.		URA/Public Works	URA/City funded
17S	River St Phase 2	3 blocks between Croy St & Elm St - provide safety enhancements by implementing consistent sidewalks with protected bike lanes and curb bulbs at all intersections to shorten crossing distance.			
18S	Walnut St Safety Improvements	3 blocks between the alley west of River St & Picabo St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.		URA/Public Works	URA/City funded
19S	Carbonate St Safety Improvements	3 blocks between the alley west of River St & Picabo St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.		URA/Public Works	URA/City funded
Phase 3 Safety and Connectivity					
24S	Main St Phase 3 Safety Improvements	4 blocks between Carbonate St & Myrtle St.		URA/Public Works	URA/City funded
25S	Main St Crossings Phase	Crossings at Main St & Spruce St, Main St & Silver St, and Main St and Galena St - provide safety enhancements by implementing curb bulbs at all intersections to shorten crossing distances, and enhancing crosswalks.		URA/Public Works	URA/City funded
26S	1st Ave Safety Improvements	1 block between Carbonate St & Bullion St - provide safety enhancements by implementing an enhanced mid-block crossing and curb bulbs at all intersections to shorten crossing distances.		URA/Public Works	URA/City funded
27S	Pine St Safety Improvements	2 blocks between the alley east of Main St & the alley west of River St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.		URA/Public Works	URA/City funded
28S	Galena St Safety Improvements	2 blocks between the alley west of River St & the alley east of Main St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.		URA/Public Works	URA/City funded
29S	Silver St Safety Improvements	2 blocks between the alley west of River St & the alley east of Main St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.		URA/Public Works	URA/City funded

Item	Project	Notes	Target Year	Lead/Partner	Funding Mechanism
30S	Spruce St Safety Improvements	2 blocks between the alley west of River St & the alley east of Main St - provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance.		URA/Public Works	URA/City funded
Phase 1 Sustainability and Livability					
1L	Bullion St Promenade Phase 1 Street Trees	Between Main St and Hop Porter Park - plant consistent trees on both sides of promenade.		URA/Public Works	URA/City funded
2L	Main St Phase 2 Enhancements	3 blocks between Carbonate St & Walnut St - plant consistent Hybrid Elm or American Linden trees with silva cells and Specify street furnishings and street lighting.		URA/Public Works	URA/City funded
4L	River St Phase 1 Enhancements	5 blocks between Croy St & Myrtle St - plant consistent Northern Acclaim Honeylocusts street trees with silva cells and on at every curb bulb plant Swamp White Oak with silva cells. Specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.		URA/Public Works	URA/City funded
5L	Croy Festival St Enhancements	1 block between Main St & 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.		URA/Public Works	URA/City funded
6L	Croy St Enhancements	3 blocks between the alley west of River St & 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.		URA/Public Works	URA/City funded
7L	Bullion St Enhancements	3 blocks between the alley west of River St & 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.		URA/Public Works	URA/City funded
12L	Hop Porter Park Phase 1	Park improvements include: reconfigured parking, entry, and connection to Bullion St Promenade.			WRLT/City Funded
13L	Lions Park Phase 1	Park improvements with ball fields remaining. Improvements include: river access, recreational amenities, reconfigured parking, and native landscape restoration.			WRLT/City Funded
Phase 2 Sustainability and Livability					
14L	Bullion St Promenade Phase 2 Street Trees	From Hop Porter Park to Lions Park - plant consistent trees on both sides of promenade.		URA/Public Works	URA/City funded
15L	Main St Phase 2 Enhancements	2 blocks between Walnut St & Elm St - plant consistent Hybrid Elm or American Linden trees with silva cells and Specify street furnishings and street lighting.		URA/Public Works	URA/City funded
17L	River St Phase 1 Enhancements	3 blocks between Croy St & Elm St - plant consistent Northern Acclaim Honeylocusts street trees with silva cells and on at every curb bulb plant Swamp White Oak with silva cells. Specify street furnishings and street lighting. Provide outdoor cafe space at mixed use development and public art at curb bulbs.		URA/Public Works	URA/City funded
18L	Walnut St Enhancements	2 blocks between the alley west of River St & 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.		URA/Public Works	URA/City funded
19L	Carbonate St Enhancements	3 blocks between the alley west of River St & 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.		URA/Public Works	URA/City funded
22L	Hop Porter Park Phase 2	Park improvements include: establishing a new pavilion, stage, and event lawn.			WRLT/City Funded
23L	Lions Park Phase 2	Park improvements of remaining park at ball fields. Improvements include river access, recreational amenities, reconfigured parking, and native landscape restoration.			WRLT/City Funded
Phase 3 Sustainability and Livability					
24L	Main St Phase 3 Enhancements	4 blocks between Carbonate St & Myrtle St - plant consistent Hybrid Elm or American Linden street trees with silva cells and specify street furnishings and street lighting.		URA/Public Works	URA/City funded

Item	Project	Notes	Target Year	Lead/Partner	Funding Mechanism
26L	1st Ave Enhancements	1 block between Carbonate St & Bullion St - add expanded sidewalk plaza mid-block, plant consistent street trees with silva cells, and specify street furnishings and street lighting.		URA/Public Works	URA/Public Works
27L	Pine St Enhancements	2 blocks between the alley west of River St & 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.		URA/Public Works	URA/Public Works
28L	Galena St Enhancements	2 blocks between the alley west of River St & 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.		URA/Public Works	URA/Public Works
29L	Silver St Enhancements	2 blocks between the alley west of River St & 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.		URA/Public Works	URA developer RFP
30L	Spruce St Enhancements	2 blocks between the alley west of River St & 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.		URA/Public Works	URA developer RFP
Phase 1 Development					
8D	New Town Square Plaza	Renovated Hailey City Hall Entry, Art Feature at Curb Bulb, Parking with Removable Bollards, Service Parking, Alley, and Plaza Fronting New Civic Building.		URA/Public Works	URA/Public Works
9D	Parking Deck Development at River St and Bullion St	Mixed Use parking deck with open, active storefronts, and retail/commercial at ground floor		URA/private developer	URA developer RFP
10D	Development Opportunity at River St & Bullion St	Provide mixed use development with open, active storefronts, retail/commercial ground floor with housing above.		URA/private developer	URA developer RFP
11D	Development Opportunity at River St & Croy St	Provide mixed use development with open, active storefronts, retail/commercial ground floor with housing above.		URA/private developer	URA developer RFP
Phase 2 Development					
20D	Civic Building	New civic building in new town center plaza.		URA/private developer	URA developer RFP
21D	Development Opportunity at Bullion St & River St	Provide open, active storefronts, retail/commercial ground floor with housing above.		URA/private developer	URA developer RFP
Phase 3 Development					
31D	Development Opportunity at Main St & Croy St	Provide open, active storefronts, retail/commercial ground floor with housing above.		URA/private developer	URA developer RFP
32D	Development Opportunity at Bullion St & 1st Ave	Provide open, active storefronts, retail/commercial ground floor with housing above.		URA/private developer	URA developer RFP
33D	Development Opportunity at 1st Ave	Provide open, active storefronts, retail/commercial ground floor with housing above.		URA/private developer	URA developer RFP

APPENDIX

Project Notes



Agency Communications Summary

Date:	August 15, 2023	
Client:	City of Hailey	999 W. Main St
Project name:	Hailey Downtown Master Plan	Suite 1200
Project no:	W3Y13802	Boise, ID 83702
Prepared by:	B. Roberts	United States
Location:	TEAMS Call	
Copies to:	Brian Yeager, Mark Sindell, Daren Fluke	

Combined notes from conversations with the Idaho Transportation Department (ITD) and Mountain Rides Transit Authority (MRTA) to share the Downtown Master Plan, survey results, and to receive input.

ITD Meeting May 16, 2 – 3 PM

ITD Staff: Trey Mink, Scott Malone, Andrew Young (Kandace Stewart),
City of Hailey: Brian Yeager
GGLO: Mark Sindell
Jacobs: Betsy Roberts, Daren Fluke

Downtown Master Plan project shared with ITD staff; main points for ITD were – lane reduction to 11’, supporting/widening the pedestrian realm in downtown and slowing traffic.

Existing bulbouts and trees were discussed regarding safety and visibility of pedestrians. Bulbouts improve pedestrian visibility, but sometimes trees can hide pedestrians. Most Hailey intersections already have bulbouts.

ITD noted that narrow lanes were a slight concern with minimal 8’ parking lane next to an 11’ travel lane. Large construction trucks, camper trailers and other large vehicles frequently use Main Street for access N-S through the valley. Many of the camper trailers are driven by drivers inexperienced with such large vehicles.

Brian Yeager noted that SH75 divides the community and the City’s goal is to safely and comfortably get bikes and pedestrians across it and to create a more comfortable and secure pedestrian realm for businesses fronting on it.

The team also discussed out of the box ideas:

- Use alleys as the main pedestrian thoroughfare.
- Create a highway bypass.
- Remove on-street parking from Main Street
- Lane reconfiguration and/or reduction

Overall – ITD had concerns with any proposal that could result in reduced capacity or increased delay but no concerns with the project as currently presented.

Project Notes

Mountain Rides Transit Authority Meeting April 21 16, 11 – 12 AM

MRTA staff: Wally Morgus, Ben Varner
City of Hailey: Brian Yeager
GGLO: Mark Sindell
Jacobs: Betsy Roberts

MRTA was supportive of the project. Their current stops in downtown Hailey include:

- Northbound – Main & Croy (in front of the Liberty Theater); Main and Myrtle; and Main and Cobblestone (at Albertson’s). MRTA is not currently happy with the NB system.
- Southbound – River Street Apartments (approximately Myrtle); Bullion & River Street; Main & Maple

The River Street and Bullion area is a Transfer station as well as a Park N’ Ride. MRTA was interested in keeping abreast of the River Street improvements as well.

MRTA would like to have all bus stops as dedicated stops such that there are not parked cars in the way, and the ability to get out of the traffic lane.

If the Park N’ Ride remains on River Street, then we need to ensure good pedestrian access across Main, as NB riders will have to go from River, west side of Main, to the east side to catch the bus.

MRTA was very interested in River as the main route for the bus; there is a lot of room to create the right type of bus stops. This would include raised bus stop platforms. If River could be the main route, MRTA would consider it from about Chestnut on the south to McKercher on the north. If River becomes the more pedestrian/bike realm, the buses would be a good fit here as well. The new electric buses will not smell or be loud.

The idea of closing Croy Street also brings an opportunity to pull into the Croy Street entrance for a stop; this was interesting to the group.

Project Notes



Bicycle and Pedestrian Crossing Enhancement

Date: August 15, 2023
Client: City of Hailey 999 W. Main St
Project name: Hailey Downtown Master Plan Suite 1200
Project no: W3Y13802 Boise, ID 83702
Prepared by: B. Roberts; Daren Fluke United States
Copies to: Brian Yeager, Mark Sindell

The Jacobs team researched available literature for a variety of safety strategies that could be feasibly implemented along the State Highway 75 (SH75), downtown Main Street corridor. The outline below describes the key locations for enhanced crossings, why these locations are critical, and provides information on a variety of appropriate safety strategies for each intersection.

Key Crossings

Croy Street and Main Street Crossing

- This crossing is most critical because the City's two-way bicycle path has already been completed, per the Master Plan, on the east side of Main Street from the Wood River Trail to Main Street. Continued connectivity from Main Street to River Street and Croy Canyon is planned for the near future in conjunction with the River Street improvements.

Elm Street and Main Street Crossing

- The Elm and Main Street crossing is another vital connection; as the Master Plan identifies a recommended bicycle/pedestrian route along Elm Street from the Wood River Trail across Main Street to the River Street system. The route along Elm Street consists of a widened sidewalk that can be used by bicycles as well. It has been constructed on the east side of Main Street. Connection to River Street on the west side remains to be done, likely in coordination with the River Street improvements.

Project Notes

Bicycle and Pedestrian Safety Strategies

Croy Street and Main Street Crossing

- Existing Conditions: This crossing is two way stop controlled with Croy Street stopping for traffic on Main Street. Bulbouts already exist at this crossing. On the north side of the intersection an illuminated pedestrian crossing sign has been installed; however, during daylight hours, the brightness of the lights around the sign do not stand out adequately to provide any additional warning to drivers. On the south side crossing, orange flags have been provided to support safer crossing.
 - Opportunities for improvement include:
 - Installing a HAWK – this safety strategy is the most impactful for drivers on Main Street as well as cyclists and pedestrians crossing at Croy Street. The HAWK could be timed to work with the signal at Bullion Street, taking advantage of the stoppage of traffic on Main Street. This option has a more significant cost and construction impact.
 - Creating a colored or textured crosswalk – this strategy provides a visual reminder that the crosswalk is a different space and to slow down. This can be an attractive and effective method for slowing vehicles. It does require replacement of the crosswalk materials and can therefore be impactful to the motoring public.
 - Creating a raised crosswalk – this strategy has a proven record for reducing pedestrian crashes and reducing vehicle speeds. However, it is a costly construction project, impactful to drivers during the construction phase, and can be difficult for larger vehicles with trailers.
 - Installing a center island (potentially temporary/seasonal) – this strategy could be implemented with a right in/right out restriction at Croy Street. The center island could be a seasonally placed landscape box or other temporary but heavy-duty element. If temporary, this item would not have a significant construction or cost impact.

Project Notes

- **Elm Street and Main Street Crossing**
 - This crossing is two-way stop controlled with Elm Street stopping for traffic on Main Street. Bulbouts already exist at this intersection. The city's Master Street Plan identifies this intersection for future signalization. Signalization is being evaluated through the Traffic Modeling effort being conducted concurrently as part of this Downtown Master Plan effort. Installation of the signal, including protected bike/ped timing, provides significant improvement to increase the safety of cyclists or pedestrians crossing at this intersection. Completion of the enhanced sidewalk system on the west side of Main Street to complete that already constructed on the east side emphasizes the need to install this signal sooner than later to facilitate safe bicycle and pedestrian crossing.

Technical Memorandum



Traffic Operations Analysis Technical Memorandum

Date:	October 10, 2023	1100 112th Avenue NE
Project name:	Hailey Downtown Master Plan	Suite 500
Project no:	W3Y13802	Bellevue, WA 98004-5118
Attention:	Brian Yeager, City Engineer	United States
Client:	City of Hailey Urban Renewal Agency	T +1.425.453.5000
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1. Introduction and Background

Jacobs Engineering Group Inc. (Jacobs) has prepared this memorandum for the City of Hailey to summarize the traffic operations analysis performed for the Hailey Downtown Master Plan Project. The City's Master Plan will guide growth, development, and public improvements for the remaining duration of the Gateway Urban Renewal District (expiration Year 2033).

2. Study Area and Analysis Scenarios

2.1 Study Area

The project study area is the Gateway Urban Renewal District with emphasis on Main Street and River Street between Walnut and Silver Streets. The following study intersections were included in the analysis:

- Main St/Myrtle St
- Main St/Spruce St
- Main St/Silver St
- Main St/Galena St
- Main St/Carbonate St
- Main St/Bullion St
- Main St/Croy St
- Main St/Walnut St
- Main St/Pine St
- Main St/Elm St
- River Rd/Bullion St

The analysis evaluated the following scenarios:

- 2023 Existing Conditions
- 2034 No-Build Conditions
- 2044 No-Build Conditions
- 2034 Build Conditions
- 2044 Build Conditions

3. Existing Traffic Volumes

Field data was provided by City staff and included vehicle turning movement and pedestrian counts during the AM and PM peak hour at six major study intersections. At intermediary intersections without collected counts, through traffic on Main Street was derived from adjacent intersections, and traffic to/from minor streets was calculated using the trip generation of adjacent blocks and existing turning patterns at adjacent intersections. Heavy vehicle percentages for through traffic on Main Street were obtained from Idaho Transportation Department (ITD) data. Vehicles on Bullion Street were assumed to have three percent heavy vehicles, and all other streets were assumed to have one percent. Where pedestrian counts were not collected, they were estimated by averaging counts at intersections where data was available. The peak hour factor (PHF) was directly calculated at intersections where counts were collected. At all other intersections, the PHF was assumed to be 0.95.

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4. Methodology

4.1 Level of Service

The level of service (LOS) is a term commonly used by transportation practitioners to measure and describe the operational characteristics of intersections, roadway segments, and other facilities. This term equates seconds of delay per vehicle at intersections to letter grades A through F, with A representing optimum conditions and F representing breakdown or over-capacity flows. The LOS for a Two-Way STOP-controlled intersection is defined by the worst movement delay. The LOS for a signalized intersection is defined by the average delay. Table 4-1 presents the delay thresholds for each LOS grade at unsignalized and signalized intersections.

Table 4-1 Level of Service Definition for Intersections

LOS	Brief Description	Unsignalized Intersections (average delay/ vehicle in seconds)	Signalized Intersections (average delay/ vehicle in seconds)
A	Free-flow conditions	<10	<10
B	Stable conditions with some affect from other vehicles	10 to 15	10 to 20
C	Stable conditions with significant affect from other vehicles	15 to 25	20 to 35
D	High-density traffic conditions still with stable flow	25 to 35	35 to 55
E	At or near capacity flows	35 to 50	55 to 80
F	Over-capacity conditions	>50	>80

Source: Highway Capacity Manual (HCM), Transportation Research Board 2010.

Notes:

Idaho typically stives for LOS D in urban areas as the standard for p.m. peak-hour intersection performance.

All-way stop-controlled LOS is expressed as the average vehicle delay of all movements. Two-way stop-controlled LOS is expressed as the average vehicle delay of the worst individual movement.

4.2 Analysis Software

Synchro 11 was used to perform intersection analysis, including both signalized and STOP-controlled intersections.

4.3 Future Traffic Volumes

Future No-Build traffic volumes were projected by applying an annual growth rate calculated from ITD data. The closest ITD traffic recorder is located approximately 2.4 miles north of the study area on State Highway 75. Data from this recorder indicated an average annual growth rate of 2.38% over the past 10 years. This growth rate was applied for the period between 2023 and 2034 to project No-Build 2034 volumes. An annual growth rate of 1.5% was used to project volumes between 2034 and 2044.

A figure illustrating existing and future turning movement volumes is **attached** to this memo.

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5. Operational Analysis

5.1 Existing Conditions

As shown in Table 5-1 the two intersections at Main Street/Myrtle Street and Main Street/Elm Street are projected to operate at LOS B and LOS A, respectively in 2044 with the addition of signals. The Main Street/Bullion Street intersection is projected to improve to LOS D with the addition of the two new signals. This improvement is due to the increased platooning of vehicles on the SH-75 mainline. No change to the LOS is projected at the remaining TWSC intersections, though additional gaps in mainline traffic created by the increased platooning may allow more minor street vehicles to turn left onto or cross Main Street.

Table 5-1, the signalized Main Street/Bullion Street intersection currently operates at LOS D. The two-way stop controlled (TWSC) intersections along the Main Steet corridor currently operate from LOS D to LOS F. The all-way stop controlled (AWSC) intersection (River Road/Bullion Street) currently operates at LOS A.

5.2 Future Conditions

5.2.1 No-Build

2034

As shown in Table 5-1 the two intersections at Main Street/Myrtle Street and Main Street/Elm Street are projected to operate at LOS B and LOS A, respectively in 2044 with the addition of signals. The Main Street/Bullion Street intersection is projected to improve to LOS D with the addition of the two new signals. This improvement is due to the increased platooning of vehicles on the SH-75 mainline. No change to the LOS is projected at the remaining TWSC intersections, though additional gaps in mainline traffic created by the increased platooning may allow more minor street vehicles to turn left onto or cross Main Street.

Table 5-1, the signalized Main Street/Bullion Street intersection is projected to continue operate at LOS D by 2034, with a 6.2 second increase in delay over existing. The TWSC intersections along the Main Steet corridor are all projected to worsen to LOS F. The AWSC intersection (River Road/Bullion Street) is projected to operate at LOS B.

2044

As shown in Table 5-1 the two intersections at Main Street/Myrtle Street and Main Street/Elm Street are projected to operate at LOS B and LOS A, respectively in 2044 with the addition of signals. The Main Street/Bullion Street intersection is projected to improve to LOS D with the addition of the two new signals. This improvement is due to the increased platooning of vehicles on the SH-75 mainline. No change to the LOS is projected at the remaining TWSC intersections, though additional gaps in mainline traffic created by the increased platooning may allow more minor street vehicles to turn left onto or cross Main Street.

Table 5-1, the signalized Main Street/Bullion Street intersection is projected to worsen to LOS E by 2044, with an 18.3 second increase in delay over 2034. The TWSC intersections along the Main Steet corridor are all projected to operate at LOS F, with even higher delays than in 2034. The AWSC intersection (River Road/Bullion Street) is projected to continue to operate at LOS B.

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5.2.2 No-Build w/ Proposed Signals

Jacobs was also asked to model future No-Build conditions with signals that have been proposed at two locations, Main Street/Myrtle Street and Main Street/Elm Street. This analysis assumed signal coordination between the two new signals and the existing signal at Main Street/Bullion Street.

2034

As shown in Table 5-1 the two intersections at Main Street/Myrtle Street and Main Street/Elm Street are projected to operate at LOS B and LOS A, respectively in 2044 with the addition of signals. The Main Street/Bullion Street intersection is projected to improve to LOS D with the addition of the two new signals. This improvement is due to the increased platooning of vehicles on the SH-75 mainline. No change to the LOS is projected at the remaining TWSC intersections, though additional gaps in mainline traffic created by the increased platooning may allow more minor street vehicles to turn left onto or cross Main Street.

Table 5-1, the intersections at Main Street/Myrtle Street and Main Street/Elm Street are projected to operate at LOS B and LOS A, respectively in 2034 with the addition of signals. The Main Street/Bullion Street intersection is projected to improve to LOS C with the addition of the two new signals. This improvement is due to the increased platooning of vehicles on the SH-75 mainline. No change to the LOS is projected at the remaining TWSC intersections, though additional gaps in mainline traffic created by the increased platooning may allow more minor street vehicles to turn left onto or cross Main Street.

2044

As shown in Table 5-1 the two intersections at Main Street/Myrtle Street and Main Street/Elm Street are projected to operate at LOS B and LOS A, respectively in 2044 with the addition of signals. The Main Street/Bullion Street intersection is projected to improve to LOS D with the addition of the two new signals. This improvement is due to the increased platooning of vehicles on the SH-75 mainline. No change to the LOS is projected at the remaining TWSC intersections, though additional gaps in mainline traffic created by the increased platooning may allow more minor street vehicles to turn left onto or cross Main Street.

Table 5-1 P.M. Existing and No-Build Peak-Hour Level of Service and Delay Summary

Intersection	Existing		No-Build 2034		No-Build 2044		No-Build 2034 + Proposed Signals		No-Build 2044+ Proposed Signals	
	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS
Main St/Myrtle St	31.2	D	71.1	F	206.1	F	16.5	B	17.9	B
Main St/Spruce St	56.3	F	284.0	F	>300	F	-	-	-	-
Main St/Silver St	35.5	E	110.4	F	>300	F	-	-	-	-
Main St/Galena St	61.5	F	>300	F	>300	F	-	-	-	-
Main St/Carbonate St	59.5	F	205.5	F	>300	F	-	-	-	-
Main St/Bullion St	32.3	C	41.9	D	60.2	E	33.0	C	50.7	D
Main St/Croy St	41.4	E	293.9	F	>300	F	-	-	-	-
Main St/Walnut St	61.5	F	>300	F	>300	F	-	-	-	-
Main St/Pine St	49.3	E	220.4	F	>300	F	-	-	-	-
Main St/Elm St	42.7	E	162.9	F	>300	F	7.0	A	9.3	A
River Rd/Bullion St	9.4	A	10.6	B	12.0	B	-	-	-	-

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Notes:

LOS = level of service
Delay in seconds per vehicle.

5.3 Proposed Solutions**5.3.1 Croy Street Right-in/Right-out**

One solution proposed by the City of Hailey would alter the Main Street/Croy Street intersection to be right-in/right-out only. Existing vehicles turning right from Croy Street would be re-routed to the next closest intersection (Walnut or Bullion Streets). Existing vehicles going straight or turning left from Croy Street would likely re-route to the nearest signalized intersection (Bullion or Elm Streets). Vehicles turning left onto Croy Street will turn left at the next closest intersection (Walnut or Bullion Streets).

2034

Table 5-2 shows the delay and LOS of intersections that have altered traffic patterns as a result of the conversion of Main Street/Croy Street to a right-in/right-out intersection. The Main Street/Bullion Street intersection is projected to continue to operate at LOS C in 2034, with an 0.3 second increase in delay. The adjacent TWSC intersection of Walnut Street is expected to continue to operate at LOS F with an increase in delay, though it is likely that vehicles at this intersection will re-route to the nearest signal to turn left onto or cross Main Street. The AWSC intersection (River Road/Bullion Street) is projected to continue to operate at LOS B.

2044

Table 5-2 shows the delay and LOS of intersections that have altered traffic patterns as a result of the conversion of Main Street/Croy Street to a right-in/right-out intersection. The Main Street/Bullion Street intersection is projected to continue to operate at LOS D in 2044, with a 1.5 second increase in delay. The adjacent TWSC intersection of Walnut Street is expected to continue to operate at LOS F with an increase in delay, though it is likely that vehicles at this intersection will re-route to the nearest signal to turn left onto or cross Main Street. The AWSC intersection (River Road/Bullion Street) is projected to continue to operate at LOS B.

Table 5-2 P.M. Croy Street RIRO Build Peak-Hour Level of Service and Delay Summary

Intersection	No-Build 2034 + Proposed Signals		No-Build 2044+ Proposed Signals	
	Delay	LOS	Delay	LOS
Main St/Bullion St	33.3	C	52.2	D
Main St/Croy St	19.5	C	24.5	C
Main St/Walnut St	>300	F	>300	F
Main St/Elm St	7.6	A	10.0	B
River Rd/Bullion St	10.7	B	12.2	B

Notes:

LOS = level of service
Delay in seconds per vehicle.

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6. References

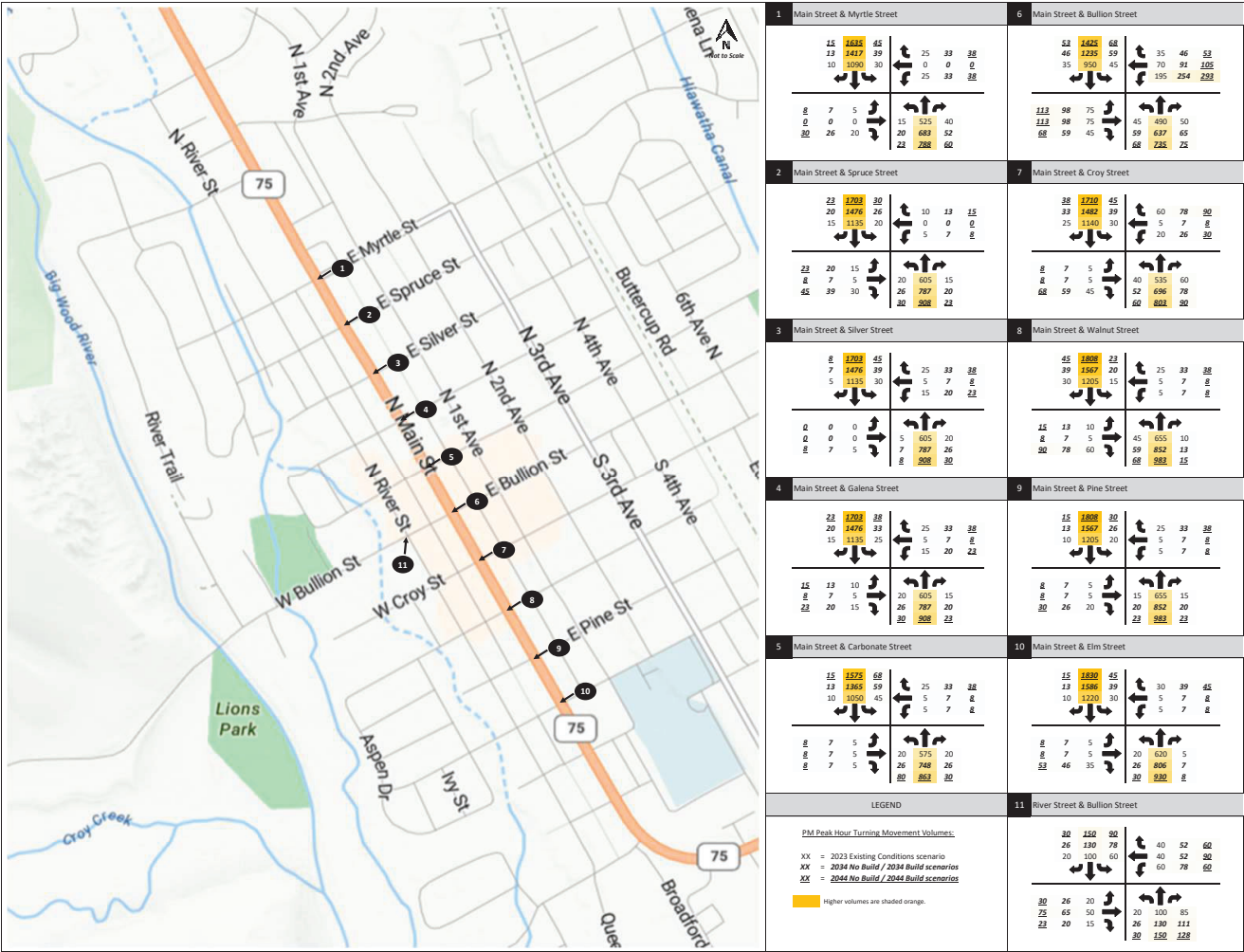
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INTERSECTION VOLUME STUDY

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