Agenda

Downtown Parks Master Plan: Progress Review
- Power of 10
- Greenway Master Plan
- Downtown Parks Necklace
- Promenade

Downtown Master Plan Survey Results, now what?
- Confirm findings
- Confirm goals
- Review, confirm where we are headed
  Zones
  Main Street
  River Street
  Side Streets
  Opportunity Sites
  Downtown Parks

Q&A
THE POWER OF 10+

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

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

Further, when cities contain at least 10 of these destinations or districts, their public perception begins to shift amongst both locals and tourists, and urban centers can become better equipped for generating resilience and innovation.
BIG WOOD RIVER
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
O Existing River Access Point
N Proposed River Access Point

Additional Recommendations
★ Family-Friendly Access Point
★ Nature Access Point
★ Wilderness Access Point
★ Family Recreation Zone
★ Wilderness Recreation Zone
DOWN TOWN 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 landscaped space could provide places to sit, play, and socialize Downtown while also being capable of hosting special events right off Main Street.
DOWNTOWN PARKS
CAPACITY STUDY

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

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

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

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

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

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

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

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

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

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

Seated Event Capacity (25 SF per person)
450 people

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

**CURRENT PROGRAMS**

LIONS PARK
- SUP/Kayak/PFD Launch
- Host Events: Music, Arts, Food
- Bioretention/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
- Bioretention/Habitat Area
- Event Plaza
- Amphitheater
- Parking
- Promenade
- Public Art

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

- River Access Point
- Outdoor Amphitheater
- Food Truck Plaza
- Fire Feature
- Active Lawn Area
- Open Plaza
- Craft Fair & Farmers Market
- Public Art
- Covered Stage/Performance Area
- Music Festival
- Bouldering Wall
- Stormwater Feature
LIONS PARK
PROGRAM ASSESSMENT

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

Existing amenity
Recommended additions

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

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

existing amenity
recommended additions

Playground
Summer Music Series
Picnic Pavilion
TOWN SQUARE
PROGRAM ASSESSMENT

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

recommended amenities

MONTHLY
- OUTDOOR MARKETS
- PUBLIC GATHERING
- SPECIAL EVENTS
- OUTDOOR DINING
- HOLIDAY DISPLAYS
- CIVIC PROGRAMS
- COMMUNITY EVENT SPACE

WEEKLY
- CIVIC PROGRAMS
- PUBLIC GATHERING
- OUTDOOR MARKETS
- SPECIAL EVENTS

DAILY
- OUTDOOR MARKET
- PUBLIC GATHERING
- SPECIAL EVENT
- CIVIC PROGRAM
- COMMUNITY EVENT SPACE
- OUTDOOR DINING

Public Gathering Space
Indoor/Outdoor Community Space
Year-Round Use
LIONS PARK
CURRENT PLAN ASSESSMENT

LEGEN:
- 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
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 ST. PROMENADE
CONCEPT DESIGN

Tree-lined Pedestrian Promenade

LEGEND
- Parcel Boundary
- Vehicular Access
- Pedestrian Access

10' Wide Promenade
Private Driveway
Pedestrian Bridge
Arrival Plaza
Pedestrian Crossing
Elliot's Trailhead
BULLION ST. BRIDGE
CROSSING STUDY

WEST PLAZA CROSSING

EAST PLAZA CROSSING

WEST + EAST PLAZA CROSSINGS

*Bridge Crossing most likely to be new, structurally independent pedestrian bridge
The Downtown Network Plan identifies key sites and routes for the further development of Downtown.

- **Downtown Park**
- **Potential Development Site**
- **Critical Pedestrian Crossing**

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- **Main Ave 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**
KEY TAKEAWAYS

- 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.
DESIGN ALTERNATIVES

Evolve Hailey’s Downtown Core to be ‘Authentic Hailey’

Make the Downtown Core distinct with intensity and consistency of pedestrian amenities

Create safe bike/pedestrian friendly streetscapes
  - Main Street: Pedestrian Priority
  - River Street: Bike & Bus (electric) Priority
  - Side Streets: Pedestrian & Parking Priority, Placemaking @ Corners

Connect Downtown to nearby parks and gathering spaces

Maintain existing on-street parking capacity

Focus on improvements that promote
  - Outdoor café seating
  - Active storefronts
  - Safe crossings
  - Planters/flowers in Summer
  - Lights in Winter
  - Street Trees
  - Wider Sidewalks
Authentically Hailey Downtown

Vibrant & Distinct Downtown Core

Safe & Convenient Crossings

Town Square as Downtown Destination

Connected Shops, Parks & Amenities

Maintain On-Street Parking Capacity
ZONE 1 (2 BLOCKS): CROY TO CARBONATE

ZONE 2 (3 BLOCKS): ELM TO CROY

ZONE 3 (4 BLOCKS): CARBONATE TO MYRTLE
ZONES 1-3: Require or incentivize ground floor activating uses in the Downtown Core
DOWNTOWN CORE ZONES

ZONE 1

Phase 1
Widen Sidewalks
Large Street Trees 35’ OC in expanded furnishing zone
Ornamental Pedestrian Lights with Flowering Baskets and Winter Lights 70’ O.C.
Street Furniture
Wayfinding
Public Art
Enhanced Crossings
Future sidewalk expansion for outdoor café seating

ZONES 2+3

Phases 2+3
Widen Sidewalks
Large Street Trees 35’ OC in expanded furnishing zone
Ornamental Pedestrian Lights with Flowering Baskets and Winter Lights 70’ O.C.
MAIN STREET

Enhanced Crossings

- Shorten crossing distance (expand curb bulbs)
- Enhanced crosswalks
- Walk all ways

8’ CLR Sidewalk zone

6’ Furnishing zone

- Large Street Trees in Silva Cells 35’ O.C. (Accolade Elm or sim)
- Ornamental Pole Mounted Ped Lights 70’ O.C.
- Hanging Flower Baskets (Summer)
- Mounted Holiday Lights (Winter)
- Decorative Pavement (Pavers)
- Bike Racks, Benches
MAIN STREET
OPTION 1

HAILEY DOWNTOWN MASTER PLAN | STREET SECTIONS
RIVER STREET

Street Trees

Require Silva Cells
Increase minimum size at installation
Designate Tree Type (Northern Acclaim Honeylocust or sim)
Native/adaptive pollinators for understory

Outdoor Café Space

(1) Corner Café/Restaurant per block
Preferably at corner with curb bulb
Minimum 10’ width patio with min 6’ clr sidewalk
Public Art
SIDE STREETS

Maintain Angled Parking
Reduce Travel Lanes down to standard
Expand Sidewalks

Ornamental Street Trees in Silva Cells (Autumn Blaze Maple or sim)
Decorative Pavement (Pavers)
Seatwalls

Curb Bulbs

Public Art
Wayfinding Signage
Decorative Pavement (Pavers)
Native/Adaptive Pollinator Understory Planting
OPPORTUNITY SITES

Town Center West
- Gathering Plaza/Destination
- Civic Uses
- Composition of public space with buildings, plaza, festival street
- Parking

(Mixed-Use) Opportunity Sites
- Open, Active Storefronts
- Retail/Commercial ground floor
- Housing above

Promenade Connection to Main, Downtown Parks
- BCRD Collaboration for ‘Urban Trail Section’
- Bridge between Downtown sidewalks and recreational trails
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