

HAILEY URBAN RENEWAL AGENCY

**HAILEY DOWNTOWN
MASTER PLAN**

Master Plan Package
February 23, 2024

GGLO

SEATTLE | LOS ANGELES | BOISE

HAILEY DOWNTOWN MASTER PLAN

FEBRUARY 23, 2024

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with Jacobs Engineering

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Note: all contents are concepts only and subject to future detailed study and final design.

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.

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INTRODUCTION

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 Elm Street in the south, and east to west from the Wood River Trail to the Big Wood River, with an implementation focus on Main and River Streets. Uniquely positioned as the largest town and county seat of the Wood River Valley, Hailey is a historic western community surrounded by mountain scenery and abundant recreational opportunities. Hailey has an iconic downtown with many small businesses. The town is bisected by Highway 75, a 5-lane highway serving the resort of Sun Valley and the town of Ketchum to the north.

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 Downtown 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 public improvements, capital investment, grant opportunities, and land redevelopment for the remaining duration of the Gateway Urban Renewal District, set to expire in 2033, or longer.

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 background 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 committee meetings, council presentations, and 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.

A round of follow-up surveys were conducted during the Preliminary Downtown Master Plan Phase to inform the public of the proposals being developed to address concerns raised in the first round of public surveys. These surveys also asked participants to rate their level of satisfaction with the proposals. The follow-up surveys were distributed in the same format as the initial round of Discovery surveys. An additional opportunity for public engagement occurred at the Hailey Rocks Summer Music Series in August.

Committee meetings took place with the Tree Committee and the Planning & Zoning Commission, and presentations to the City Council at regular intervals provided updates on the project's progress. Working Sessions with the City Council helped provide input and direction early in the process.

City Council Presentations and Working Sessions

- 2 City Council presentations
 - Conducted 01.23.23 and 09.25.23
- 2 City Council working sessions
 - Conducted 04.10.23 and 04.24.23

Tree Committee Meeting

- Conducted 05.11.23

Planning & Zoning Commission Meeting

- Conducted 11.20.23

Public Survey 1 (General Public)

- 161 total respondents
- Conducted through Survey Monkey
- Opened 02.27.23 and closed 03.27.23
- Distributed through the HURA 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)

- 177 total respondents
- Conducted through Survey Monkey
- Opened 08.014.23 and closed 10.16.23
- Distributed through the Hailey Urban Renewal Agency newsletter and information booth at Hailey Rocks

Follow-Up Public Survey 4 (Business Owners)

- 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

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 and their results 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 2023 through February of 2024.

KEY DATES

01.11.23	Project Kick-Off, Begin Discovery	06.20.23	City Council and URA Presentations
01.23.23	City Council Presentation	07.18.23	URA Presentation
02.27.23	Launch Online Public Survey	07.31.23	Master Plan Alternatives Phase Completion
03.08.23	Launch Online Business Owner Survey	08.01.23	Begin Preliminary Downtown Master Plan
03.31.23	Discovery Phase Completion	09.25.23	City Council Presentation
04.01.23	Begin Master Plan Alternatives	10.24.23	URA Presentation
04.10.23	City Council Working Session	11.20.23	Planning & Zoning Commission Meeting
04.17.23	City Council Presentation	11.30.23	Preliminary Downtown Master Plan Completion
04.24.23	City Council Working Session	12.01.23	Begin Final Downtown Master Plan
05.11.23	Tree Committee Meeting	02.20.23	HURA Adoption of Downtown Master Plan

2023

2024



PROJECT CONTEXT

Hailey is located in the Wood River Valley and surrounded by Bureau of Land Management public lands and the Sawtooth National Forest. The resort communities of 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, making it the largest city in Blaine County.



STUDY AREA

The project study area is within the Gateway Urban Renewal District with emphasis on Main Street and River Street between Myrtle and Elm Streets. The study area also includes key city parks that are linked to Downtown.

LEGEND

--- Study Area boundary



PUBLIC SURVEY RESULTS

SUMMARY

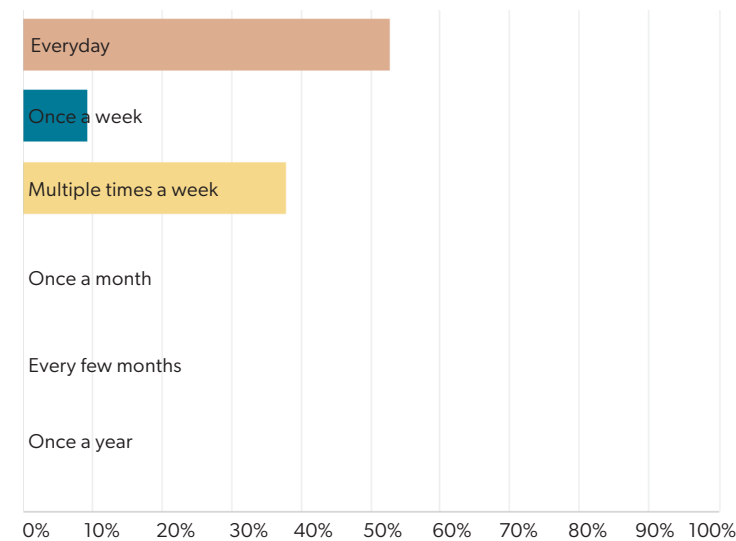
- 161 total respondents
- Conducted through Survey Monkey
- Opened 02.27.23 and closed 03.27.23
- Distributed through the Hailey Urban Renewal Agency newsletter

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

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

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.



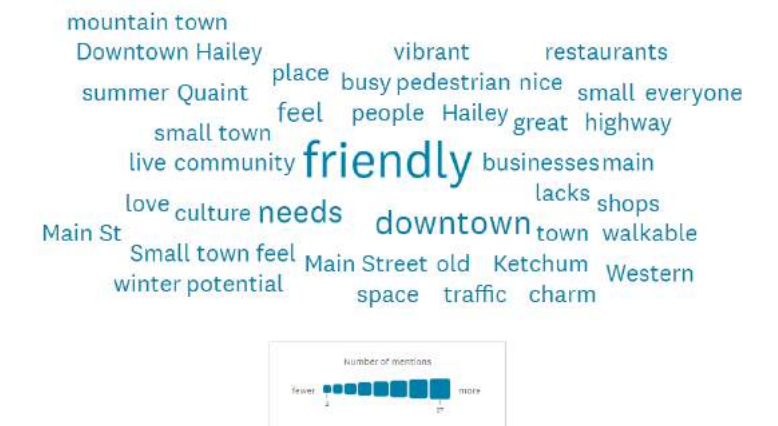
Other Responses

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."

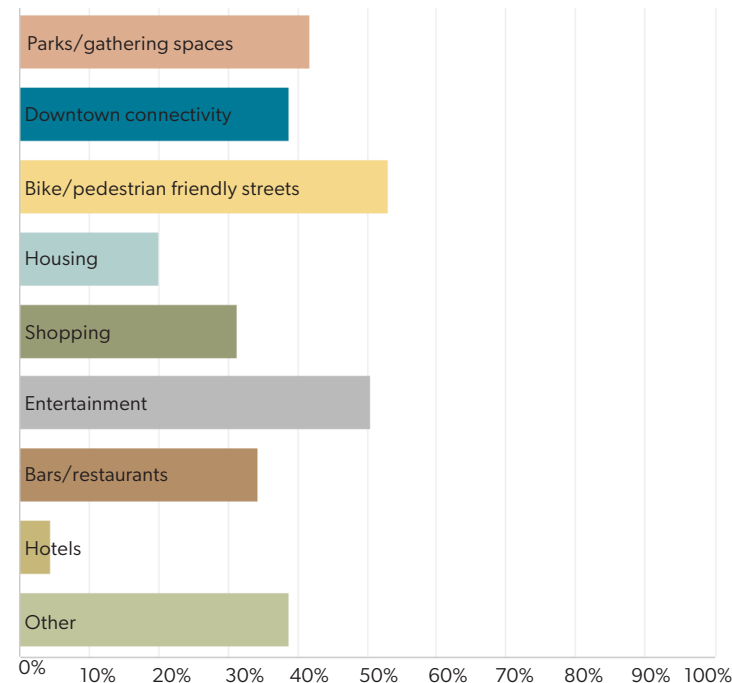
"I also love the Tuesday Night concerts in Hop Porter Park and the new Wyld Beet food truck."

"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.



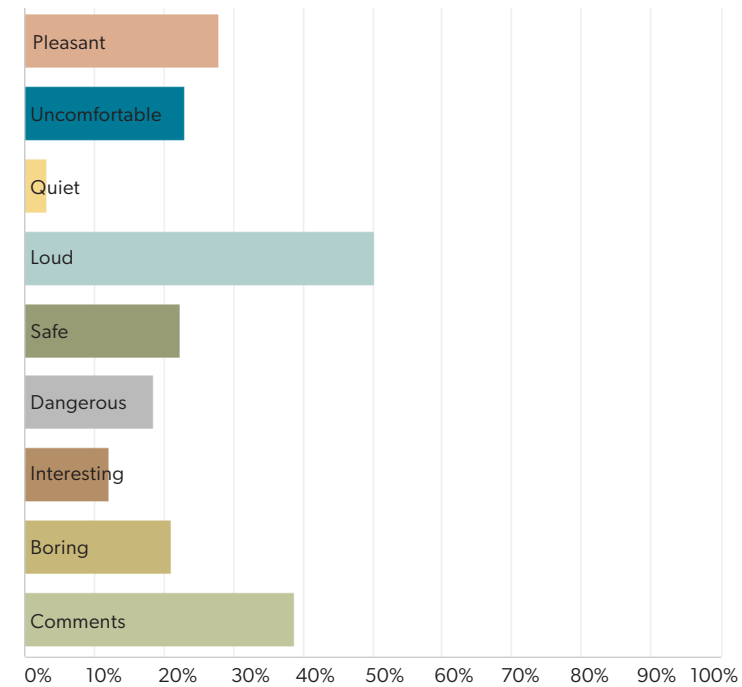
Other Responses

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 Center (3)
10. Affordable housing (2)
11. Longer business hours (2)
12. Bike racks
13. Wayfinding signage

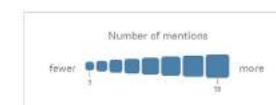
"Wayfinding signage and maps/kiosks to brand and orient downtown Hailey within the greater context of the city. - Park and Ride could be enhanced to be more of a transit hub - Full, contiguous bike infrastructure on River."

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.

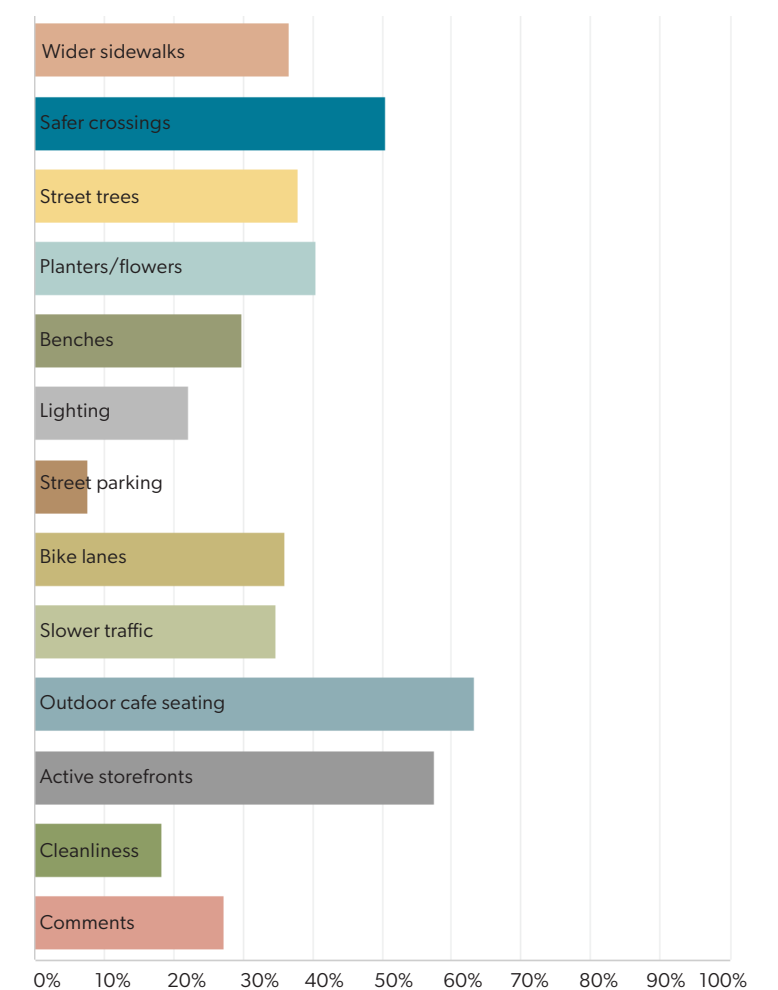


Other Responses Word Cloud



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.

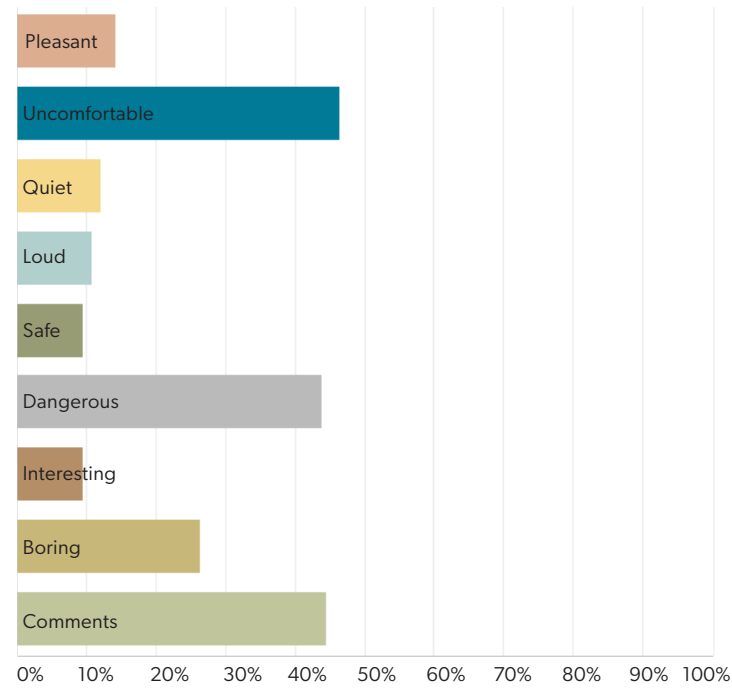


"The constant speeding kills the vibe of Hailey's "sense of place". I also wish more of the prime storefronts were occupied by businesses that are open on weekends. "

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

Q8 WHAT IS IT LIKE TO WALK ALONG RIVER STREET BETWEEN MYRTLE AND ELM STREET?

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

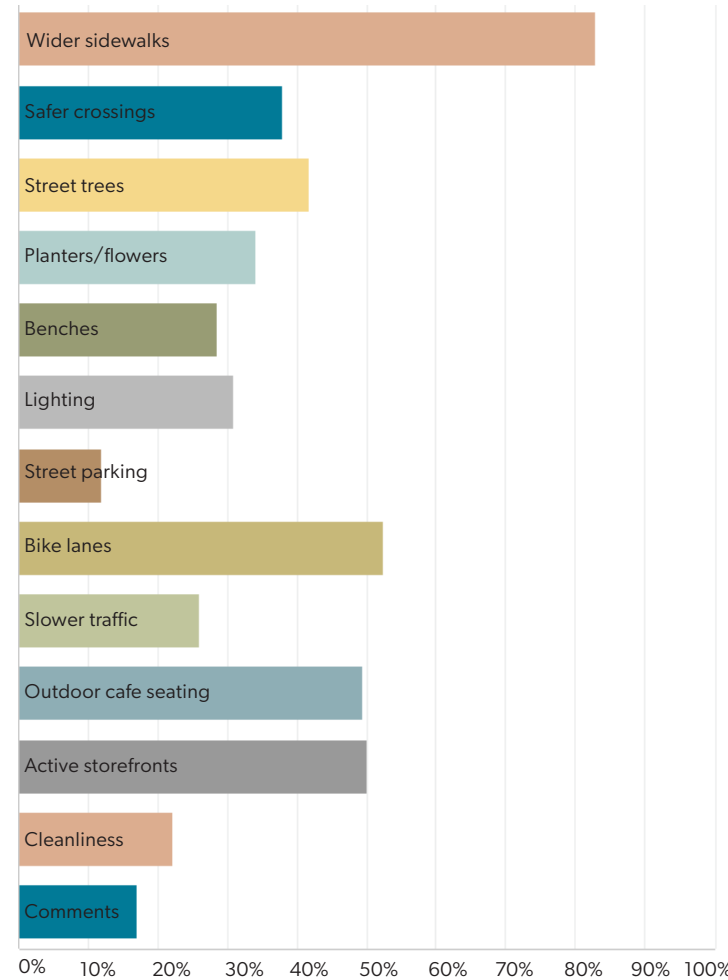


Other Responses Word Cloud



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.

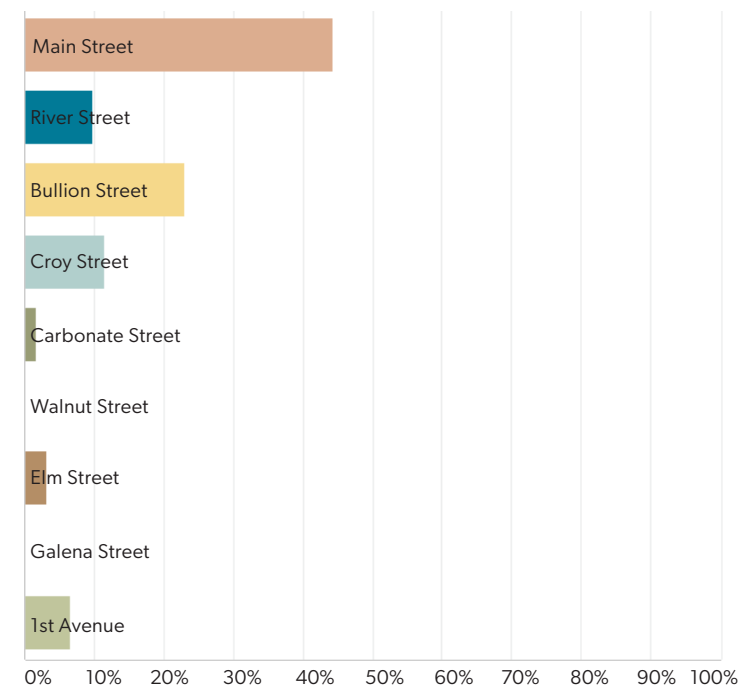
Q1 WHAT BUSINESS(ES) DO YOU OWN OR OPERATE IN DOWNTOWN HAILEY?

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 | |

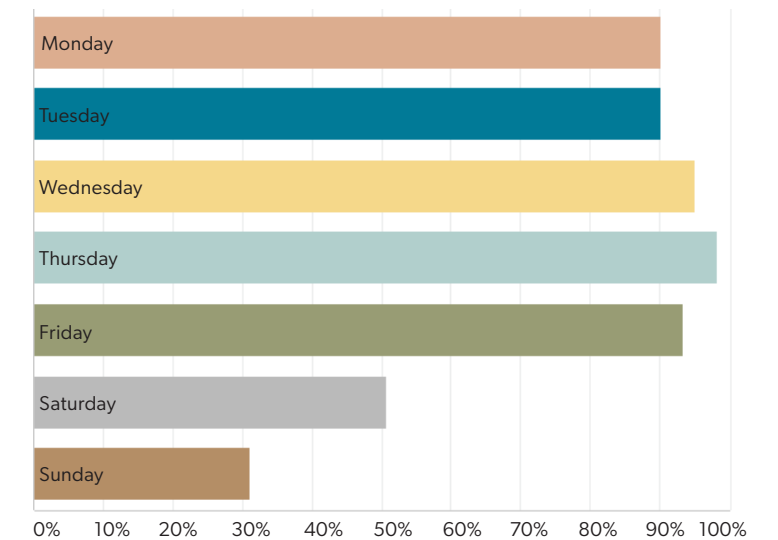
Q2 WHAT DOWNTOWN STREET ARE YOU LOCATED ON?

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

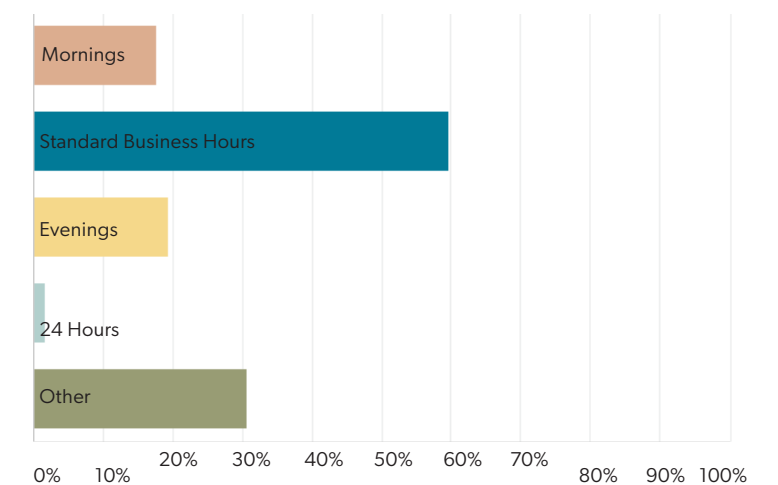


Q3 WHAT DAYS OF THE WEEK ARE YOU OPEN?

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.

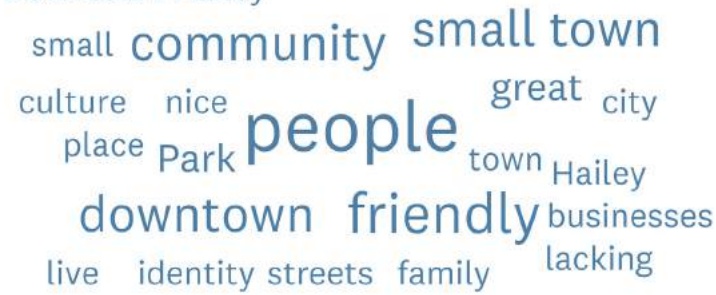


- "Class times vary throughout the year."*
- "By appointment only."*
- "Varying hours throughout each day"*

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."

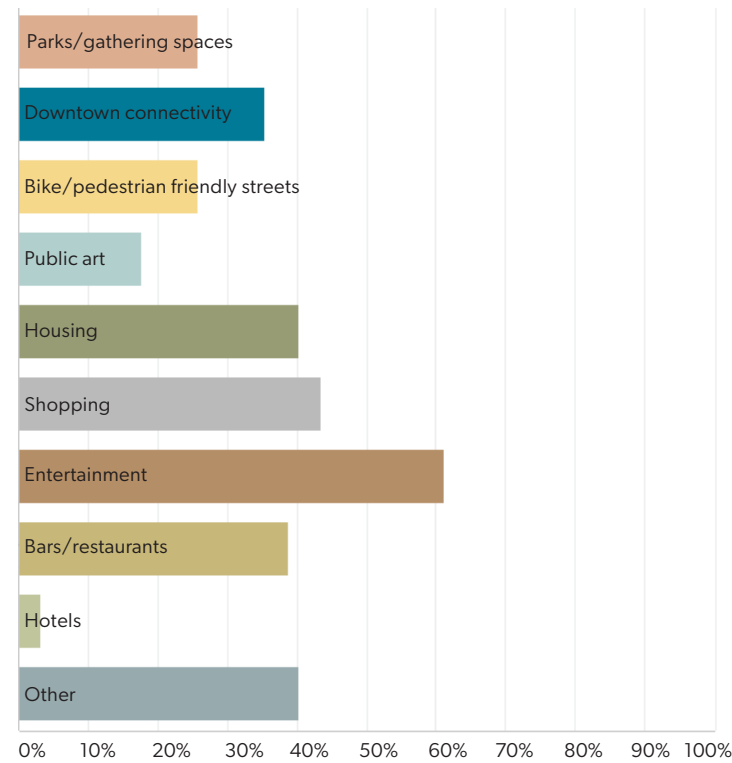
"I feel like the traffic inhibits Hailey from being a walking community. There is also a lack of parking which inhibits frequenting businesses."

"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."

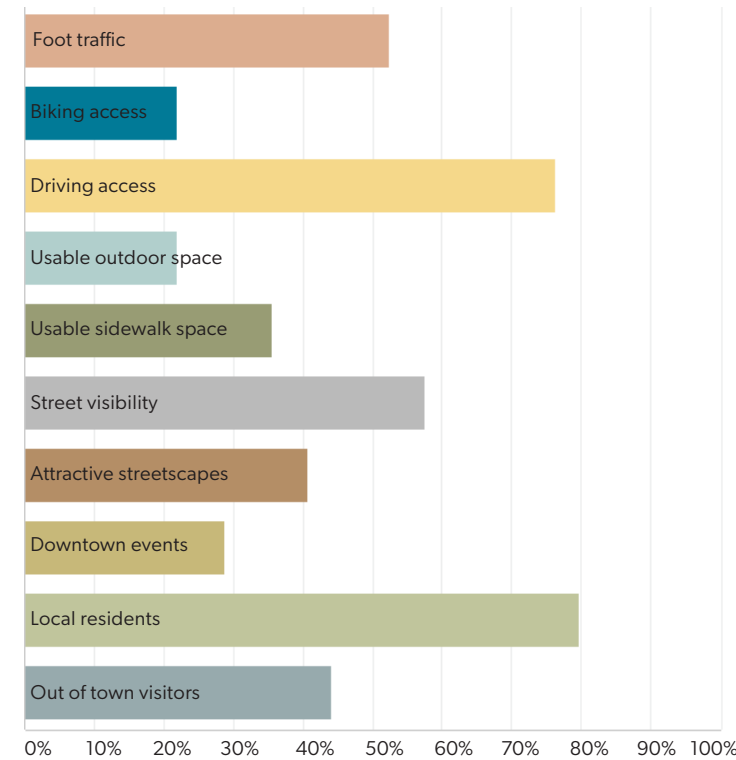
"There is a great opportunity to create a Town Square vacating Croy, the alley between Main and River Streets, and interfacing both Main and River Street. "

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

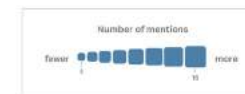
"No other category comes close to the need for housing."

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.

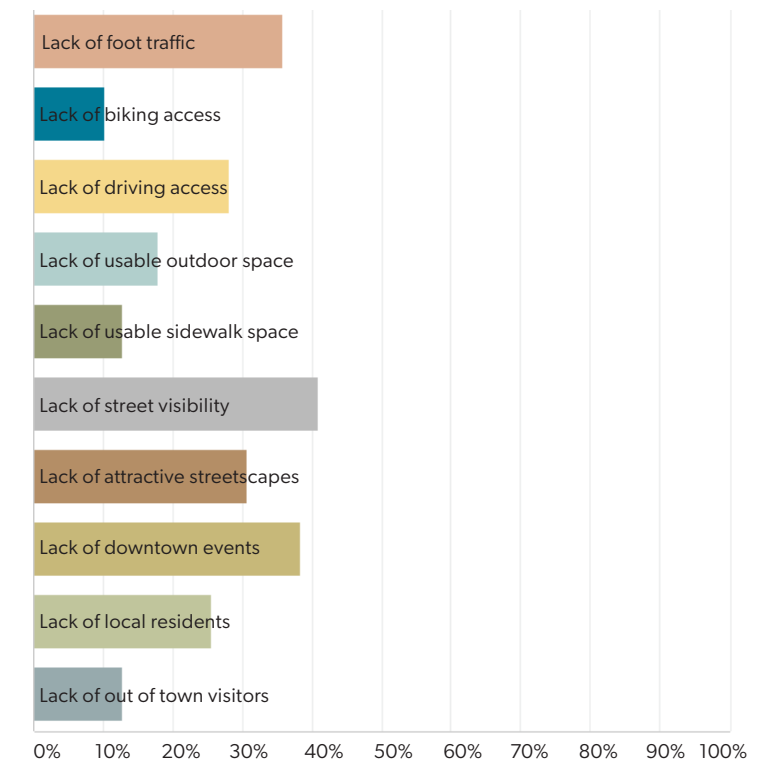


parking

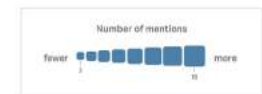


Q8 WHAT ASPECTS OF DOWNTOWN HAILEY ARE CURRENT BARRIERS TO THE SUCCESS OF YOUR BUSINESS(ES)?

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

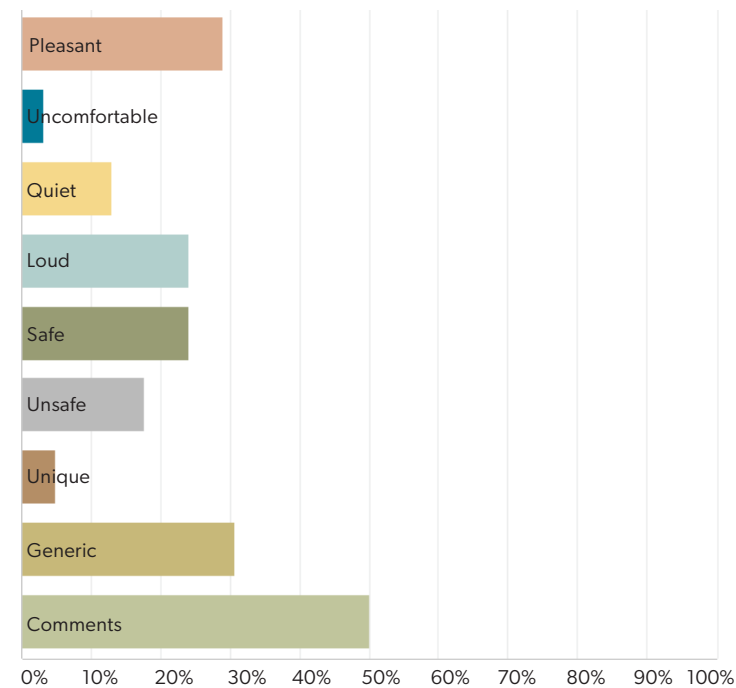


Street barriers sidewalks
 lack of parking
 business lack of employees
 main street None



Q9 HOW WOULD YOU DESCRIBE THE STREETScape ADJACENT TO YOUR BUSINESS(ES)?

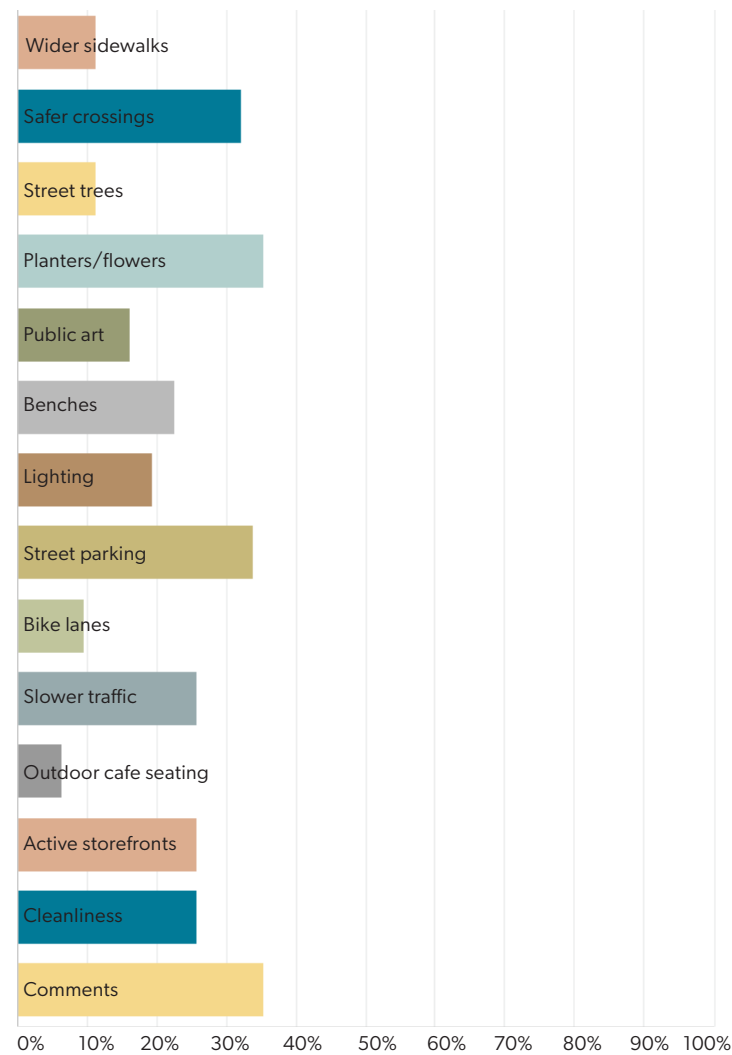
Business owner respondents would like to see slower traffic and more attractive/well maintained streetscapes. Existing streetscapes were generally said to be loud and generic.



- "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)?

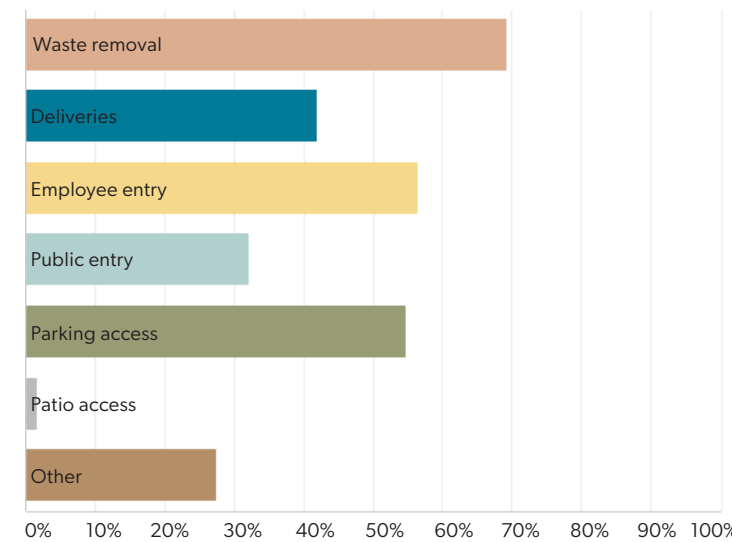
Street parking is crucial for downtown businesses. The preservation of existing and potential for more street parking is welcomed by downtown business owners. Slower traffic, safer crossings, street maintenance, and overall street aesthetics are also important.



- "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 and post office, run errands, and meet friends.
- Hailey can be characterized as a welcoming, authentic community with small-town western charm in the scenic Wood River Valley.
- Highway 75 and the vehicle emissions, noise, traffic volume, and safety concerns that come with it pervade Hailey’s Downtown.
- People love when the community comes together, whether 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 and bicyclists is missing, especially on Main and River Streets.
- Entertainment is limited Downtown, with residents citing particular needs for a movie theater and activities for youth.
- Main Street needs safer crossings, slower traffic, and noise reduction.
- The public wants more outdoor cafe seating Downtown.
- There is a lot of interest in pedestrian-only streets.
- River Street is redeveloping and is varied in its improvements, and can therefore be uncomfortable to walk on. The street has a lot of potential, but is in need of complete sidewalks and pathways.
- 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 desired Downtown.
- Driving access, local residents, foot traffic, street visibility, and parking are important for business owners.
- The streetscapes are generally loud and many are generic.
- Slower traffic and more attractive streetscapes are desired.

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 CENTER AS DOWNTOWN DESTINATION

Create a central gathering place for the community in a new Town Center 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

PARKS

INCREASING ACCESS & DIVERSITY OF EXPERIENCES

Downtown Hailey includes a significant stretch of the Big Wood River along its western limits, with close proximity to several large parks, offering easy access to natural amenities not available to most towns. This offers an incredible opportunity, as the City grows, to maintain livability through a strong connection to nature with a diversity of park experiences for the community.

Currently Hop Porter Park, Lion's Park and the future Town Center Plaza site are either underdeveloped or lack bike and pedestrian access, with limited access points to the River. Features are similar in each park – predominantly lawn and trees. Also arising from the necessary and planned urban housing growth along River Street, is the need for small-scale neighborhood 'pocket parks' to maintain livability among higher density.

This plan outlines steps to evolve the Downtown Parks as an interconnected system of diverse amenities, accessible by bike and foot, that leverage and enhance the unique location and surroundings of each:

- Lion's Park as an Urban Oasis with passive uses and outdoor education, nestled between Draper Preserve and the Big Wood River.
- Hop Porter Park as an Urban Park - the Concert in the Park destination with family friendly play and amenities.
- Town Center Plaza as a signature downtown venue for social interaction and cultural celebrations.
- The Big Wood River as it flows through downtown as a protected natural amenity with a diversity of access for naturalists, passive recreationalists and families to enjoy.

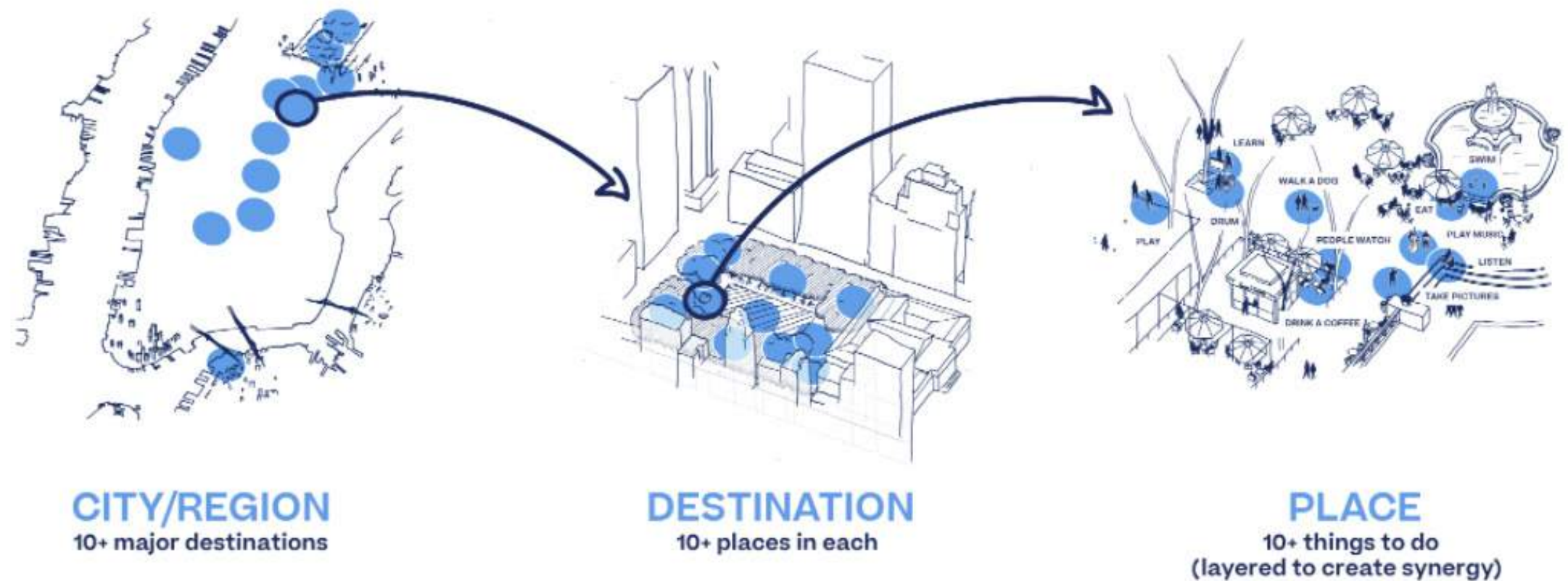
THE POWER OF 10+

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





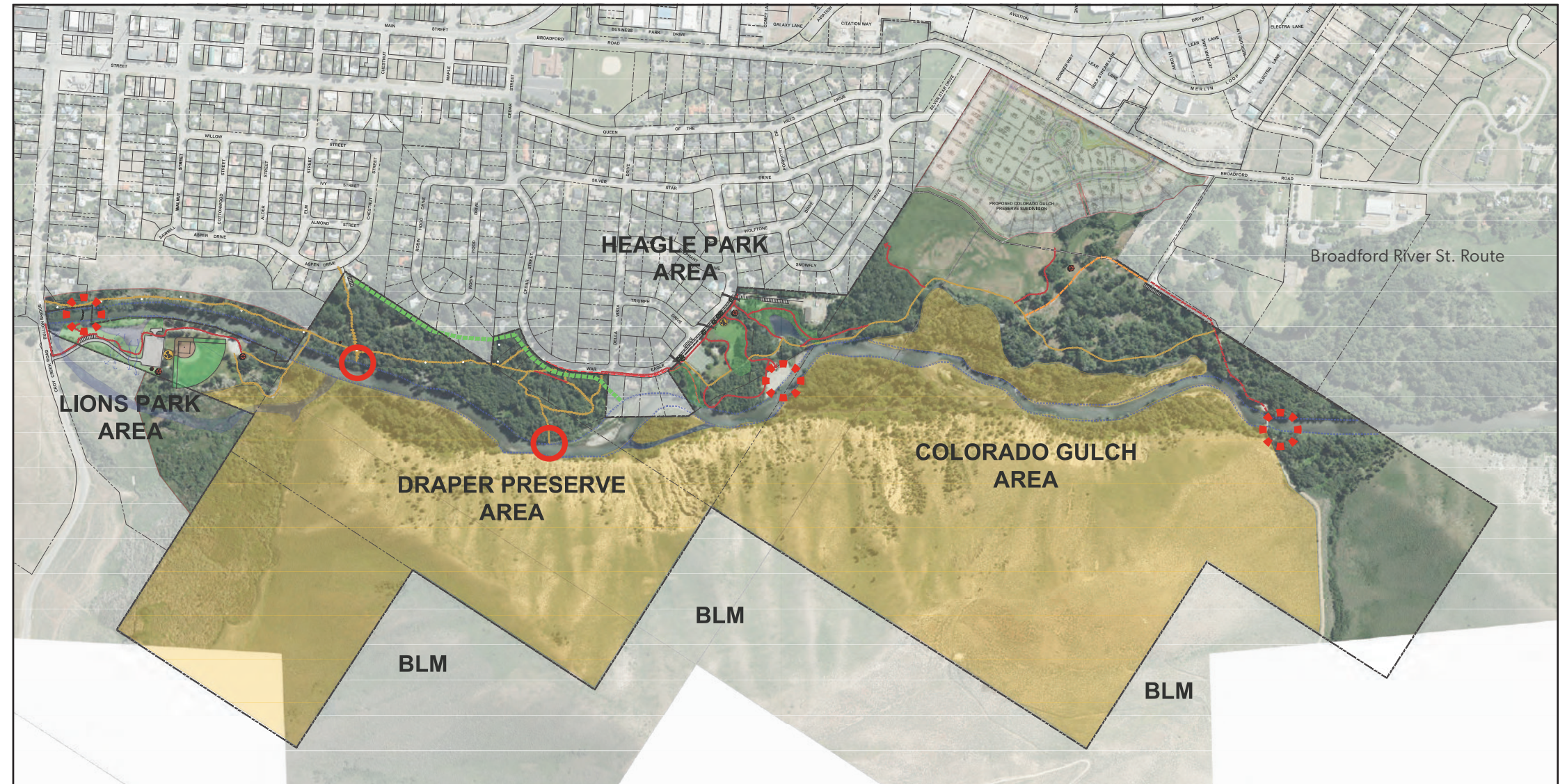
Project
for Public
Spaces

BIG WOOD RIVER HAILEY GREENWAY MASTER PLAN

The Hailey Greenway Master Plan, prepared in 2018, provides guidelines for future development and preservation of the Greenway that runs along the Big Wood River. The Greenway Master Plan was studied and informed the development of the Downtown Master Plan. This *Parks* chapter incorporates and expands upon the recommendations provided in the Greenway Master Plan.

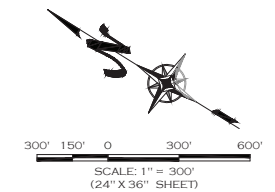
LEGEND

-  Existing River Access Point
-  Proposed River Access Point




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10 HAILEY GREENWAY MASTER PLAN | April 23, 2018



**HAILEY GREENWAY MASTER PLAN
OVERALL PLAN**

April 23, 2018 | HAILEY GREENWAY MASTER PLAN 11

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, including the use of beaches, 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. Semi-Natural Access
 - Trail to river and minimal improvements: mulched trail, stone beaches, shoreline stabilization
3. Natural Access
 - Trail to river and minimal improvements: dirt trail, shoreline stabilization, natural beach conditions

LEGEND

Hailey Greenway Master Plan

 Existing River Access Point

 Proposed River Access Point

Additional Recommendations

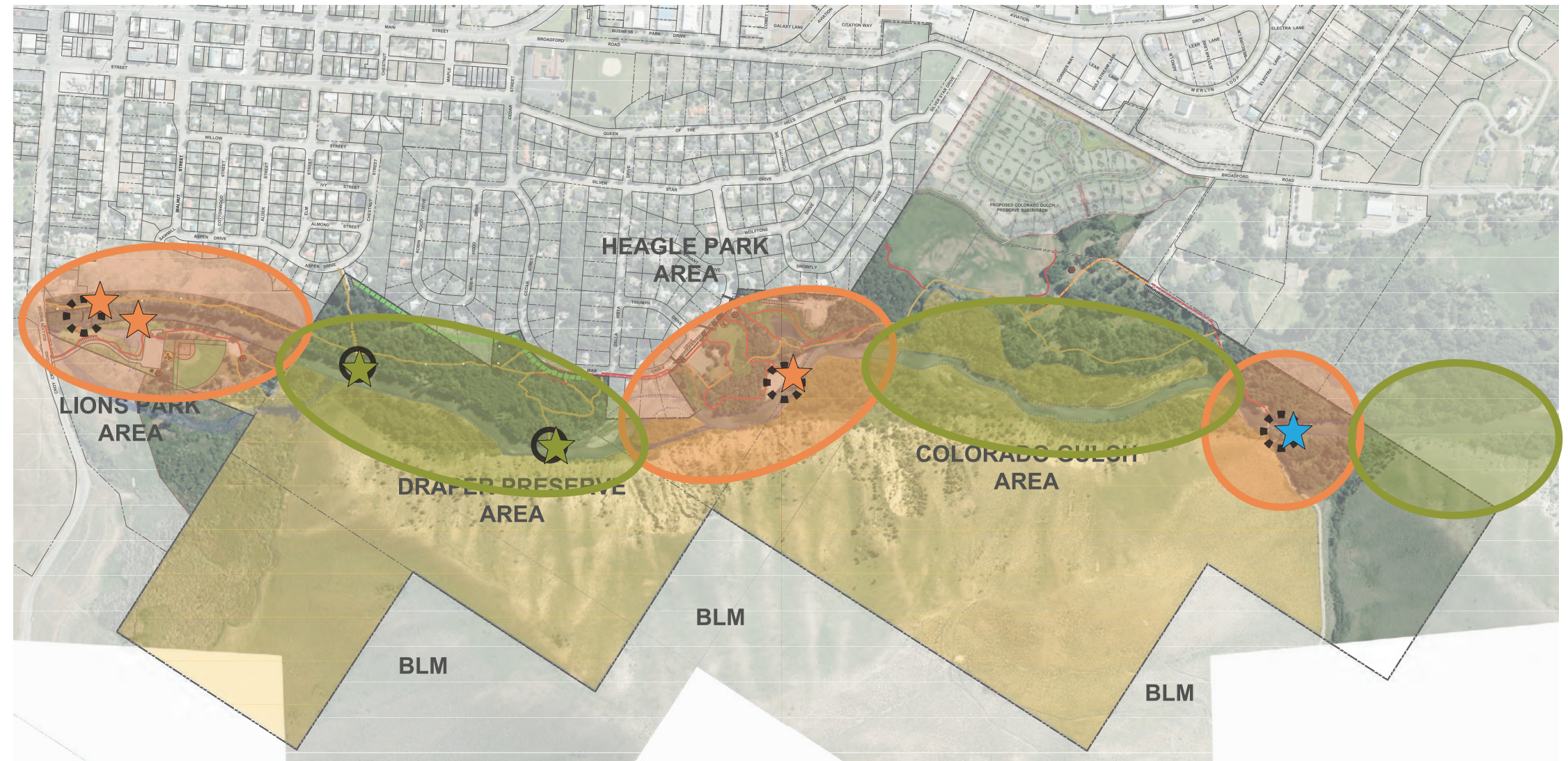
 Family-Friendly Access Point

 Semi-Natural Access Point

 Natural Access Point

 Family Recreation Zone

 Natural Recreation Zone



FAMILY-FRIENDLY ACCESS



SEMI-NATURAL ACCESS






NATURAL ACCESS



DOWNTOWN PARKS SITE RELATIONSHIPS

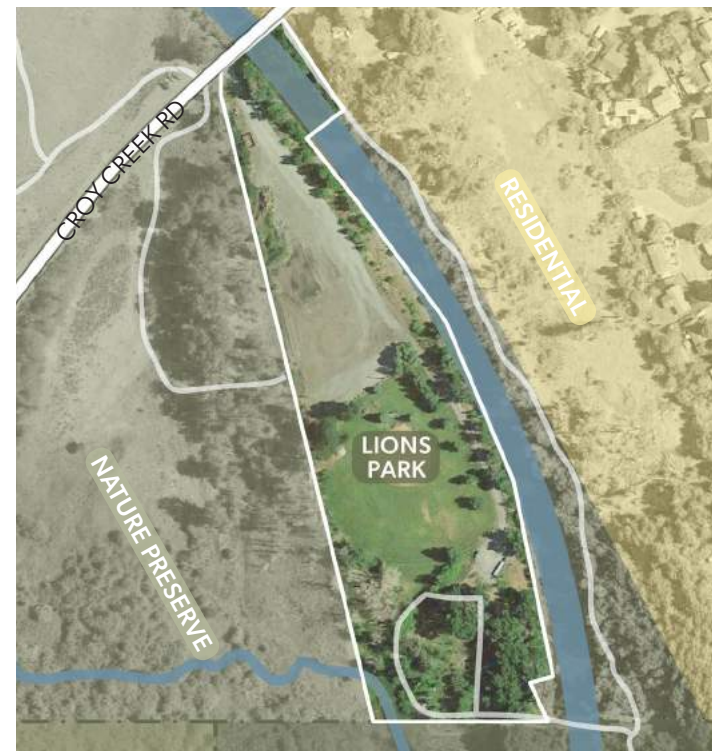
Two existing parks and one proposed fall into the focus area of the Downtown Master Plan: Lions Park, Hop Porter Park, and a proposed Town Center. Lions Park sits on the west bank of the Big Wood River and is adjacent to nature preserves and trails. Hop Porter Park sits within the residential area just west of Downtown. A proposed future Town Center would sit at the center of Downtown adjacent to the Public Library and City Hall. Together, these three parks would create a spectrum of park typologies along Bullion Street, ranging from natural to urban. Proposed street improvements along Bullion Street would link them together and make them safe and easy to access from Downtown.

- LEGEND
-  Proposed Street Improvements
 -  River St. Route
 -  Hiking Trail



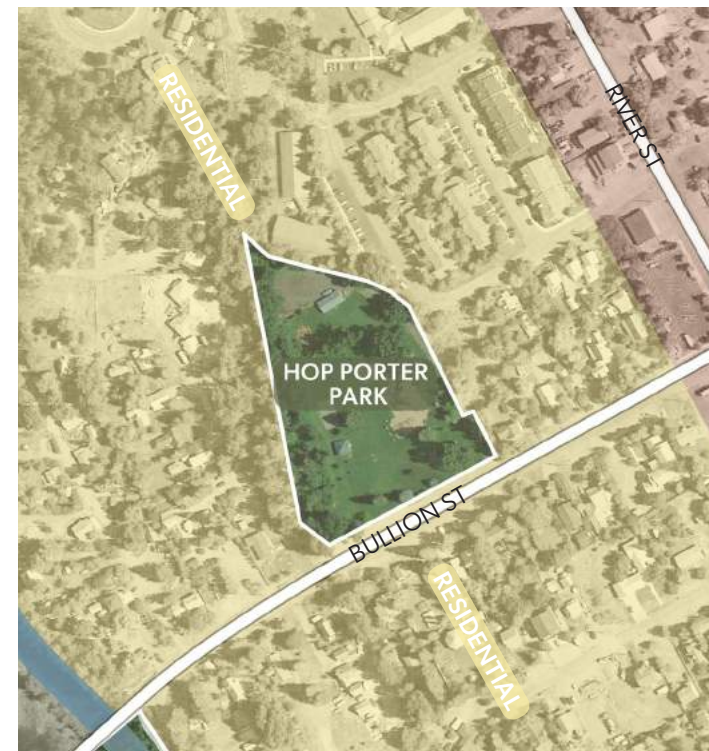
DOWNTOWN PARKS CHARACTER STUDY

Lions Park, Hop Porter Park, and a proposed Town Center have the potential to provide a broad spectrum of park experiences in close proximity to Downtown. This study looks at ways to develop a distinct character for each of the three parks.



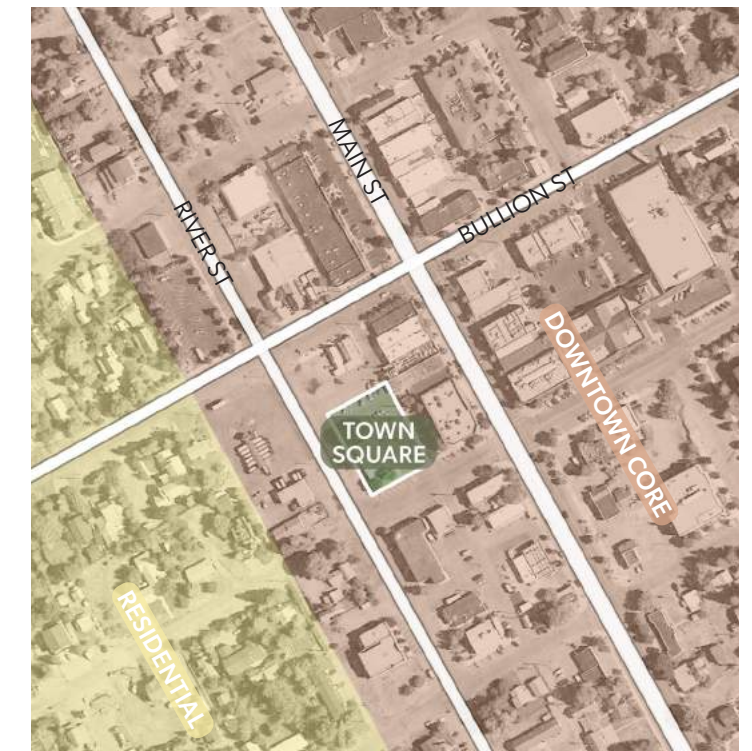
URBAN OASIS

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 Wood River. It contains an active ball field, and approximately half of the park was previously used for municipal snow storage. 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. It contains the City's most visited children's play structure, and is used in the summer for various concert series and special events. This park functions as both a neighborhood park and a regional attraction.



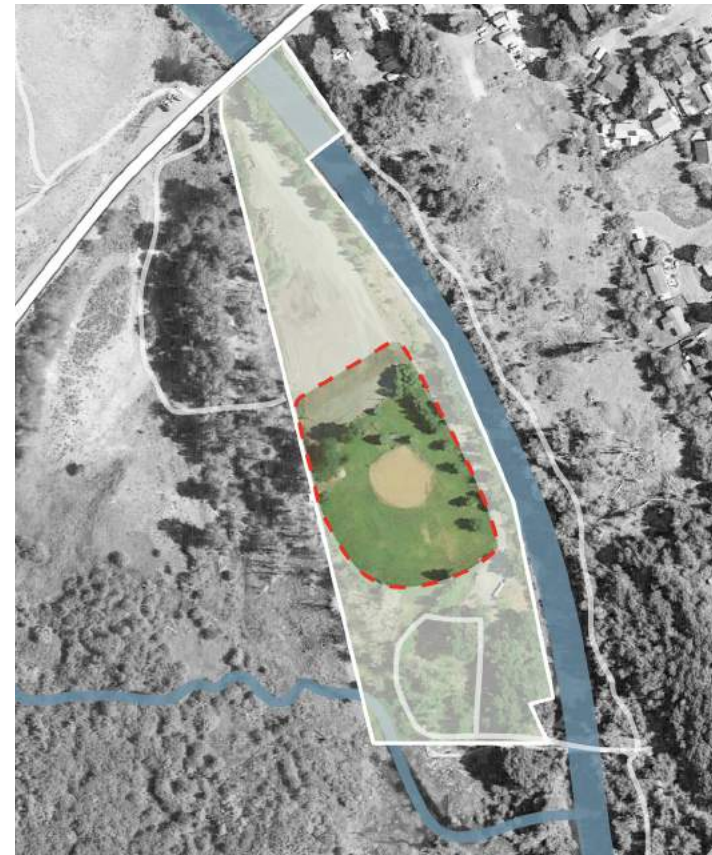
URBAN PLAZA

A future Town Center 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. It connects directly to the Hailey Public Library, which sponsors many community and children's events and activities.



DOWNTOWN PARKS CAPACITY STUDY

This study looks at the potential carrying capacity of each of the three Downtown parks for hosting special events. First, the area of the park suitable for gathering and assembly use is identified. Then, this area is used to calculate the number of people that each park could accommodate for a seated, standing, or dispersed event.



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 CENTER
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
- Ballfield



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 CENTER

- Event Plaza
- Fixed and Movable Seating
- Market Stalls
- Food Truck Plaza
- Shade Trees
- Fire Pits
- Interactive Water Feature
- Public Art
- Library Flex Space



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



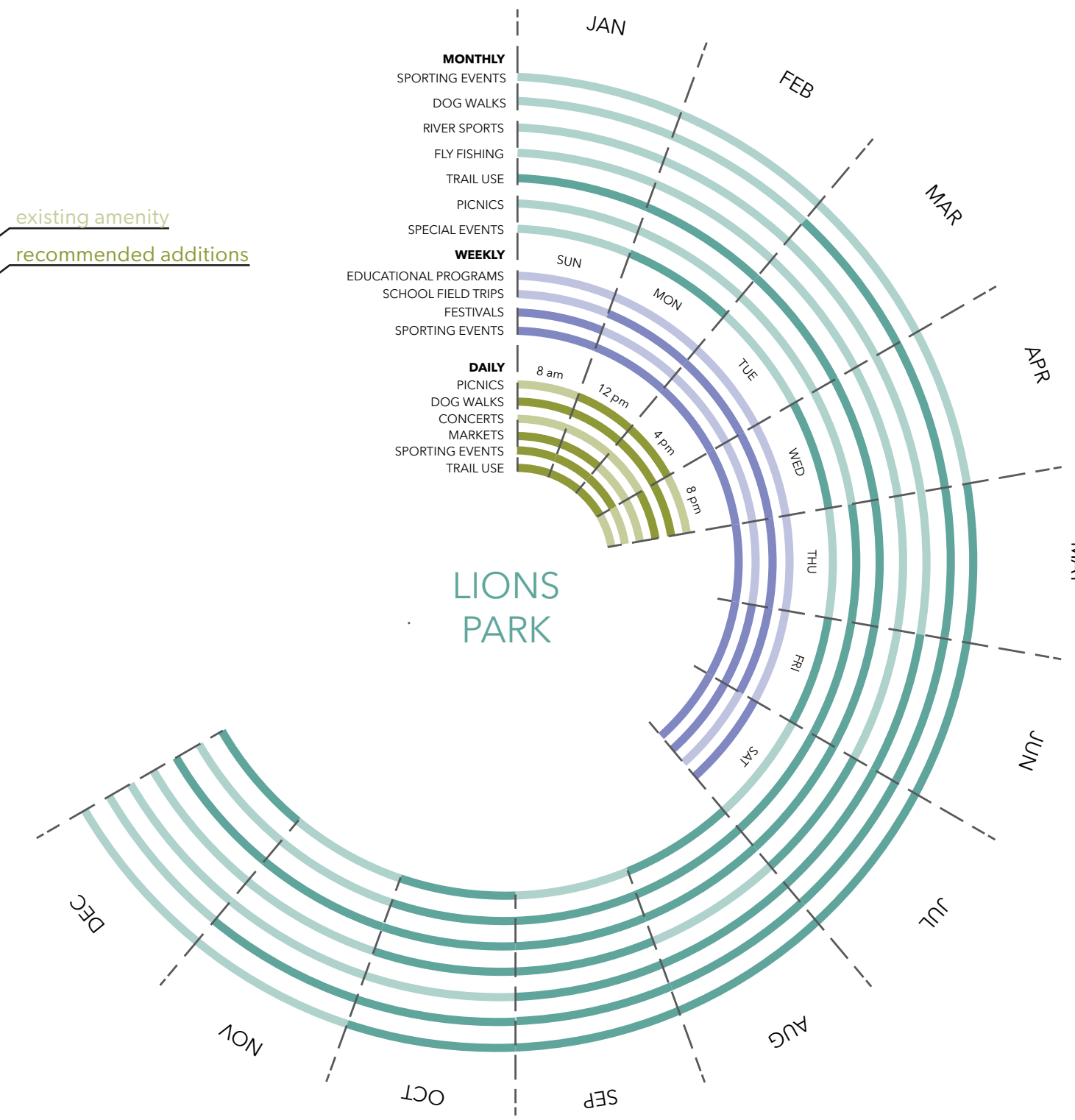
Stormwater Feature

LIONS PARK

PROGRAM ASSESSMENT

SITE AMENITIES

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



Summer's End Music Festival



Fly Fishing in Big Wood River

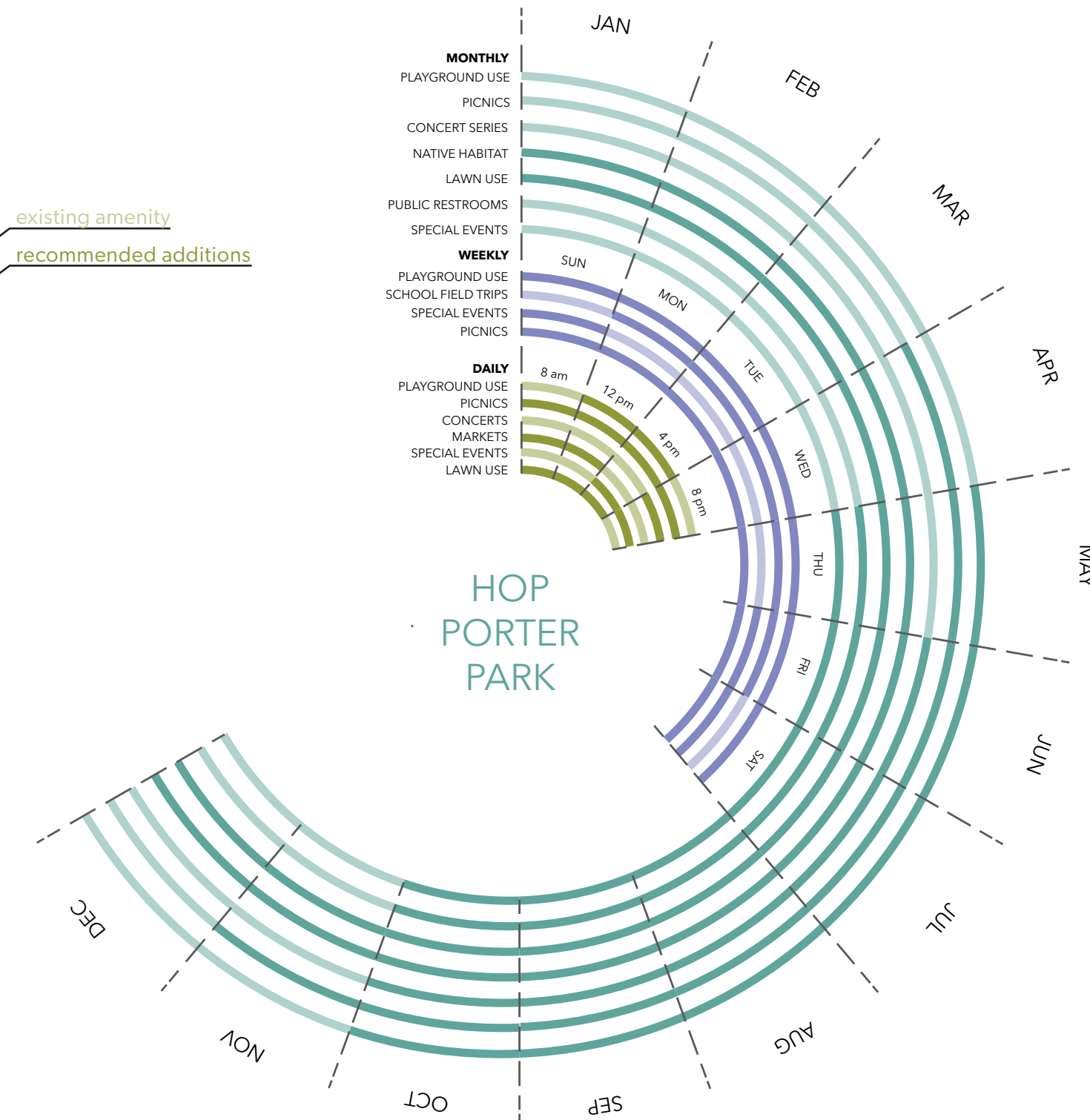


Summer Trail Use

HOP PORTER PARK PROGRAM ASSESSMENT

SITE AMENITIES

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



Playground



Summer Music Series



Picnic Pavilion

TOWN CENTER PROGRAM ASSESSMENT

SITE AMENITIES

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



Public Gathering Space



Indoor/Outdoor Community Space



Year-Round Use

TOWN CENTER CAPACITY STUDY

As the program for the proposed Town Center is further developed, this study looks at the potential capacity to host special events for three different configurations of the proposed Town Center. The white box in the diagrams at right represents a generic footprint for a community building, and the green area represents the usable plaza space for events.

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

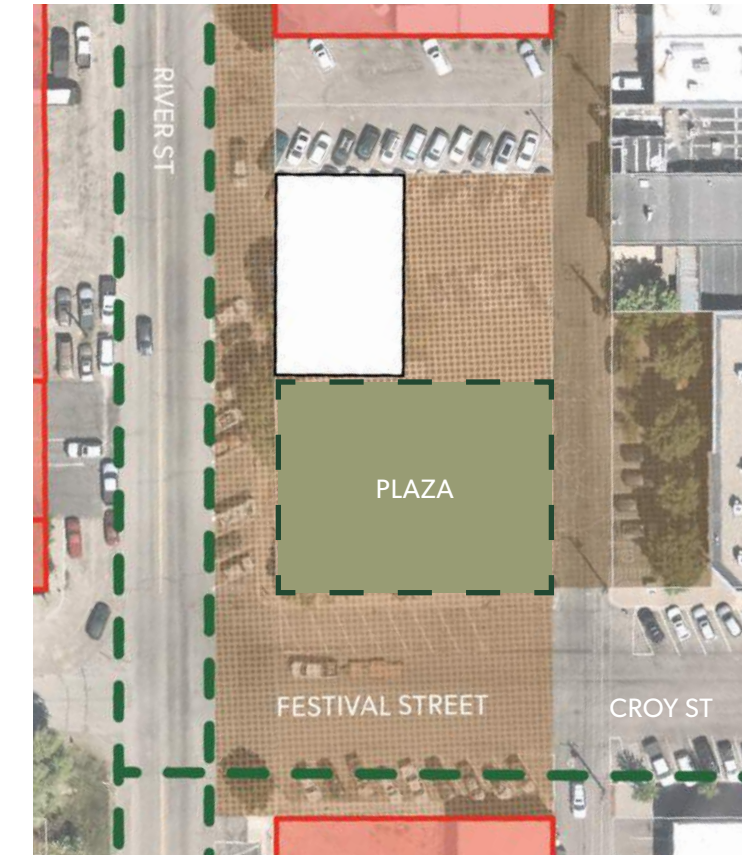


OPTION 2 - NEW BUILDING ON ALLEY
TOTAL BUILDING AREA: ~ 5,000 SF
PLAZA ASSEMBLY AREA: ~ 14,400 SF

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 CONCEPTUAL PLAN ASSESSMENT

Lions Park is currently underutilized. The park contains an active ball field and gravel parking lot, but has the potential to accommodate a range of active and passive recreational uses in a natural setting. The current conceptual plan, developed by others, has been analyzed here with recommendations provided on the following pages.

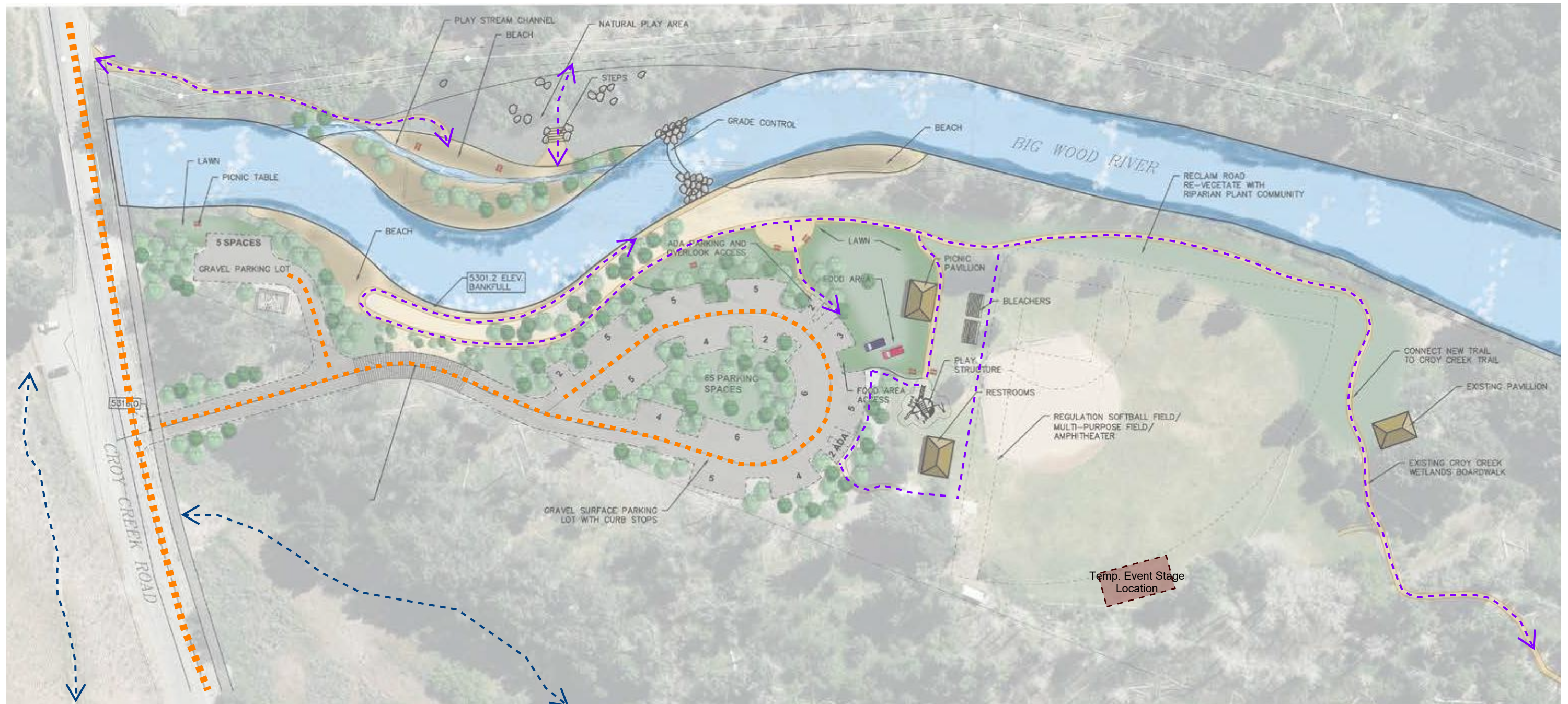
LEGEND

— 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
- Difficult to find/no clear entrance



LIONS PARK CONCEPTUAL PROGRAM RECOMMENDATIONS

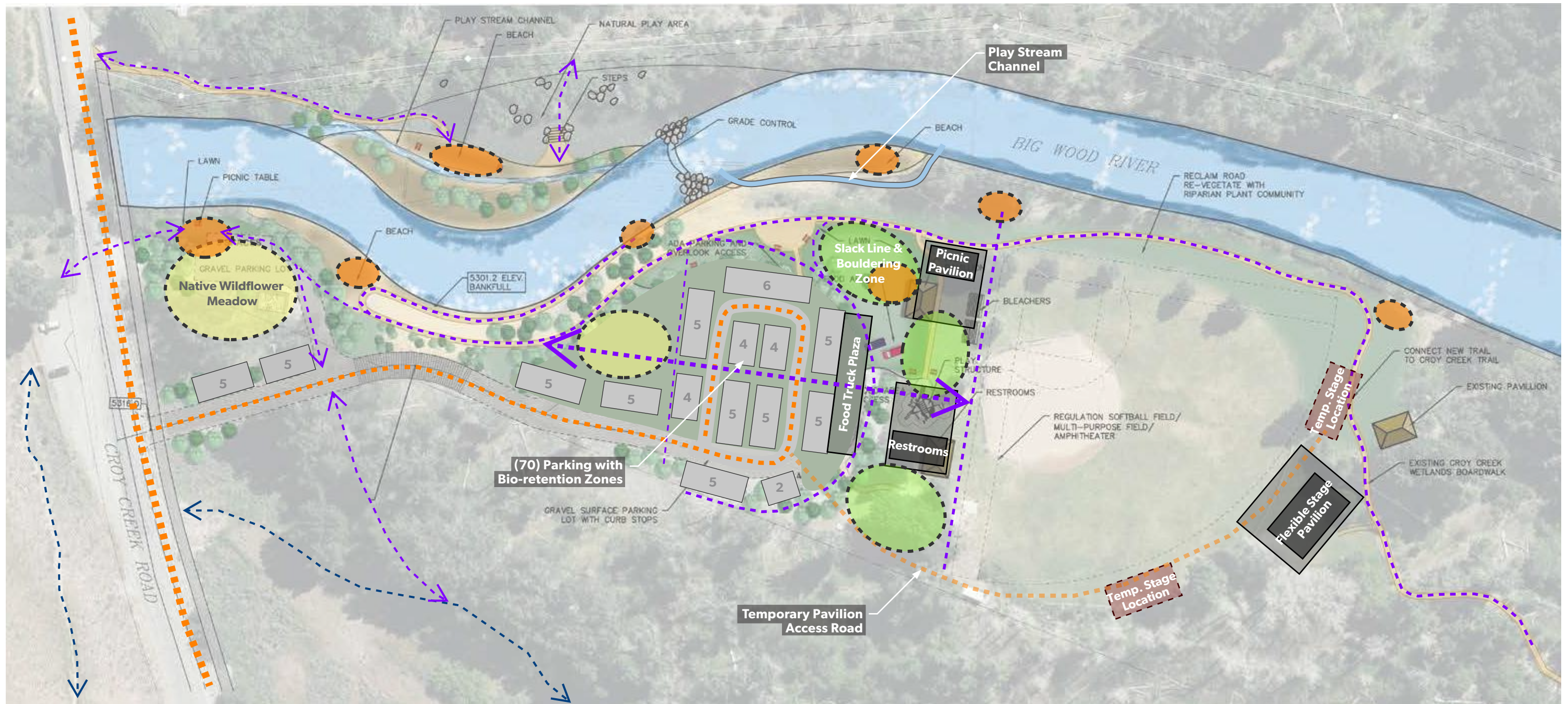
Option 1

LEGEND

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

TAKEAWAYS










- Moderate vehicular dominance
- Hailey-specific feel
- Emphasis on use for organized sports and events
- Clear arrival
- Improved river access



LIONS PARK CONCEPTUAL PROGRAM RECOMMENDATIONS

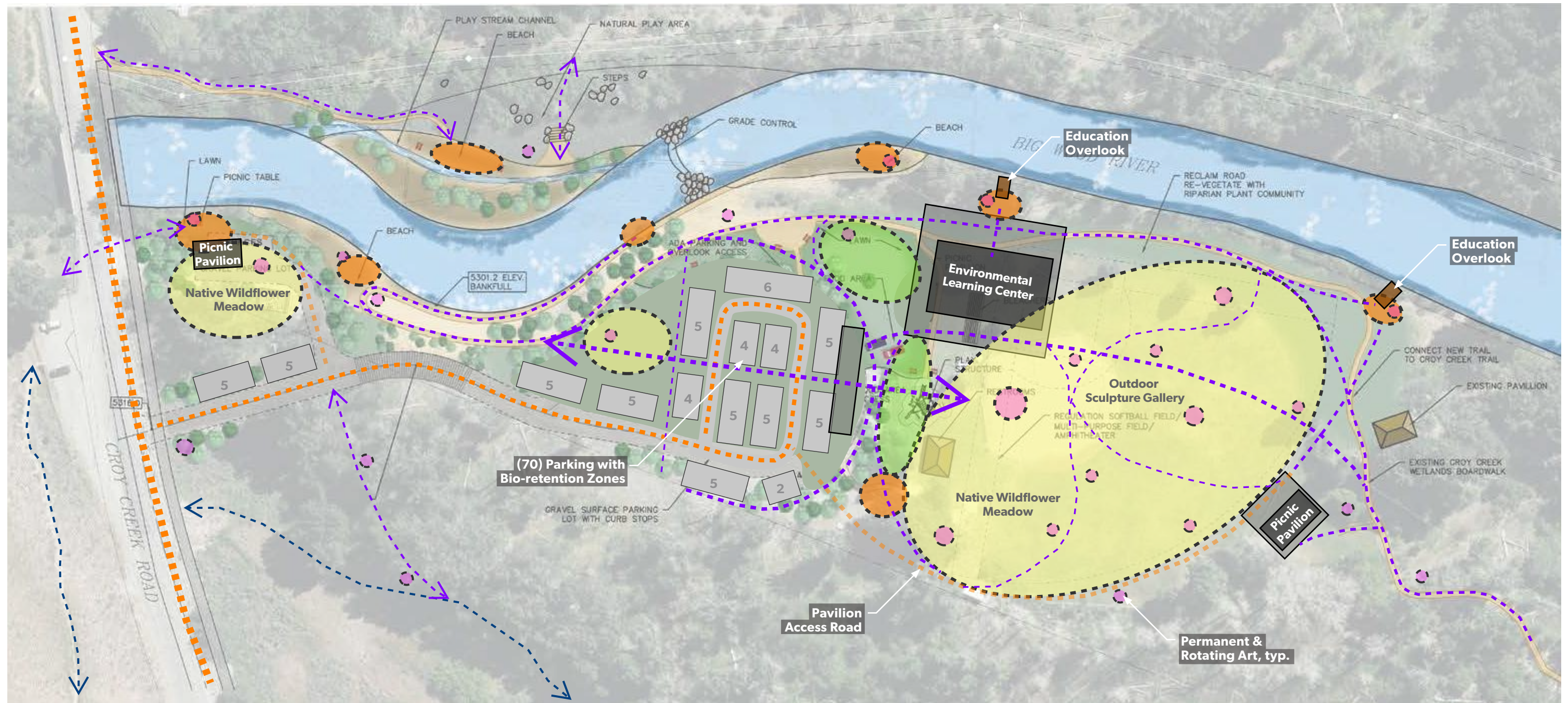
Option 2

LEGEND

- | | | |
|---|---|--|
|  Activity Area |  Parking Spaces |  Vehicular Access |
|  Native Meadow |  Plaza Space |  Trail |
|  Lawn Area |  Temporary Structure |  Art Piece |

TAKEAWAYS

- Moderate vehicular dominance
- Hailey-specific feel
- Emphasis on education, art, and environment
- Clear arrival
- Improved river access

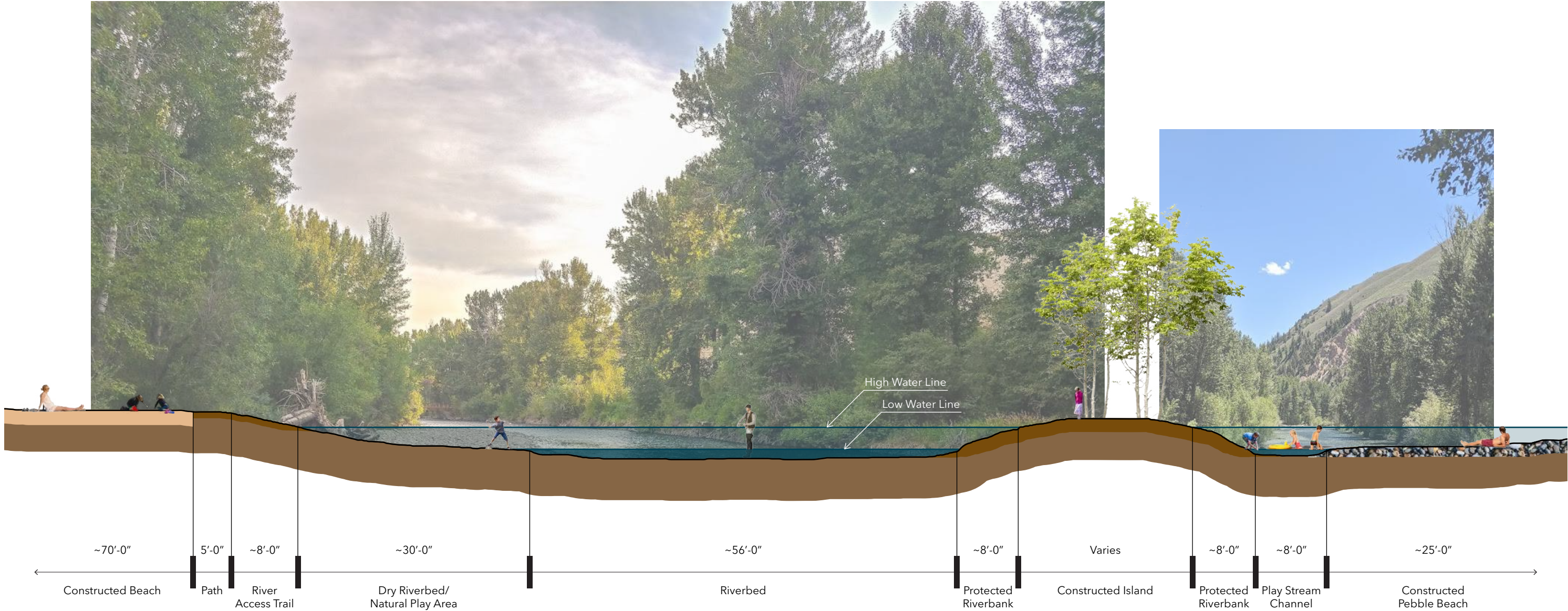


LIONS PARK

RIVERFRONT STUDY

Constructed Channel Concept Section









This concept sketch illustrates a potential modification to the Big Wood River at Lions Park, where a constructed channel is added to the waterway to improve access to the water and accommodate a broader range of recreational users.



HOP PORTER PARK CONCEPTUAL PROGRAM RECOMMENDATIONS

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. It contains the City's most visited children's play structure, and is used in the summer for various concert series and special events. This park functions as both a neighborhood park and a regional attraction.

The park's functions could be improved to more effectively accommodate special events. Recommended programs and improvements are shown in the diagram at right. Further development of the plan for Hop Porter Park is a high priority.

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



Pavilion/Stage



Structured Play Area



Event Lawn

POCKET PARKS ON RIVER STREET

River Street provides an ideal location for the introduction of pocket parks to Hailey’s Downtown. Because of River Street’s light traffic volumes, neighborhood character, and central location, it has been identified as a strategic corridor for the addition of mixed use housing. As more residences are added to River Street, the liveability of the corridor will be enhanced by the addition of pocket parks throughout. We recommend a target of providing one pocket park every three blocks along River Street.

WHAT IS A POCKET PARK?

A pocket park is a small park accessible to the general public. While the locations, elements, and uses of pocket parks vary, the common defining characteristic of a pocket park is its small size.

They are frequently created on small, irregular pieces of public or private land, such as in vacant building lots, in brownfields, beside railways, beneath utility lines, or in parking spots.

Pocket parks are often part of urban regeneration efforts by transforming underutilized or vacant spaces into vibrant community assets. They may also be created as a component of the public space requirement of large building projects.

Pocket parks can serve as focal points of activity and interest in urban areas. Common elements of pocket parks include benches, tables, fountains, playgrounds, monuments, historic markers, art installations, barbecue pits, flower beds, community gardens and basketball courts. Although they are often too small for many space-intensive physical activities, pocket parks provide communities with greenery, a place to sit and rest, and an ecological foothold for urban wildlife.¹

1. Wikipedia contributors. "Pocket park." Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 2 Feb. 2024. Web. 14 Feb. 2024.



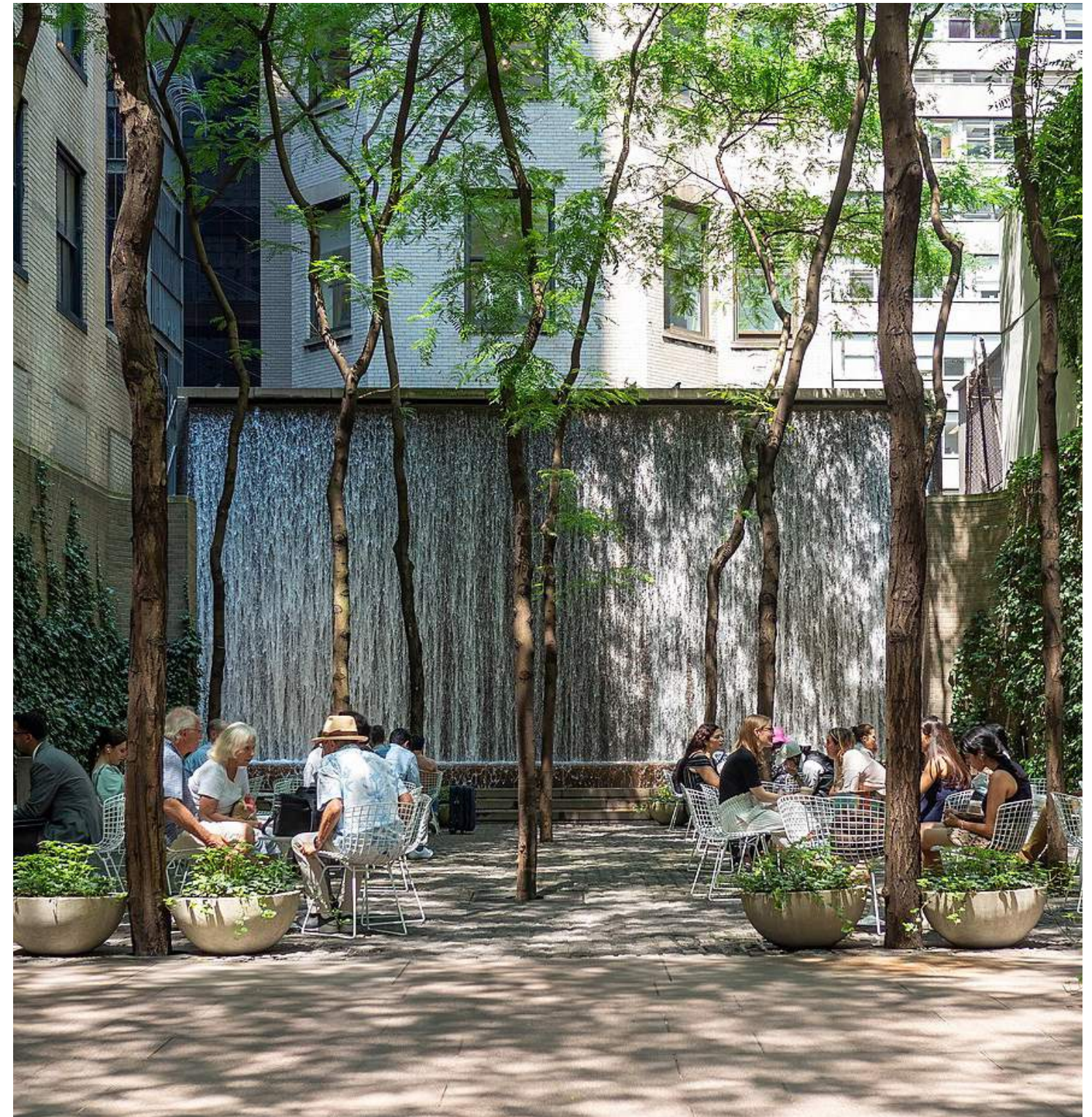
Children’s Play Areas



Community Gardens



Dog Parks



Community Gathering Spaces

STREETSCAPES



STREETSCAPES CREATING SPACE FOR EVERYONE

As identified during community outreach, each of Hailey's core downtown streets is auto-centric, lacking pedestrian and bike infrastructure. Pedestrian amenities are minimal, and street trees are inconsistent in both location and species. Although Hailey has an identity, it is not fully represented in the public realm.

Many of these issues are the result of streetscape configurations that heavily favor drivers over pedestrians. On Main Street currently, 78' of the 100' right-of-way is dedicated to vehicle use, leaving 11' on each side to accommodate sidewalks, street trees, and outdoor shop space. This configuration reflects a heavy prioritization of

vehicle travel over pedestrian comfort and safety. Reconfiguration of the right-of-way can improve conditions for pedestrians while still allowing efficient travel for vehicles.




This plan outlines an evolution of each street to bring identity, support walkability and bikeability, and maintain parking and traffic flow to best serve the community's needs. These improvements will help shift Hailey's streetscapes from vehicle-dominated spaces to a people-centric environment representative of the community's vision and values.

Photograph by Carol Waller

DOWNTOWN VISION PLAN

The Downtown Vision Plan identifies key opportunities for the further development of Downtown. Main Street is identified as the showpiece for Hailey — a physical representation of the character and identity of the community. The vision for Main Street is to build on its historic character and enhance the safety, walkability, and attractiveness of the corridor. While Main Street will remain primarily retail-focused, River Street is identified as an ideal place to add mixed-use housing developments, increasing housing opportunities Downtown. The Bullion-Croy corridor provides east-west connection across Hailey from canyon to canyon, and is prioritized for bicycle and pedestrian travel. Side streets support the activity on Main Street by providing street parking and additional retail. Streetscape enhancements to achieve this vision are provided on the pages that follow.



-  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
-  Study Area boundary



DOWNTOWN STREET TREE PLAN

Hailey’s residents covet the large established trees on the edges of town, but Downtown lacks the significant urban tree canopy necessary to mitigate traffic noise and environmental impacts. This plan outlines modest but transformational steps to establish a Downtown street tree canopy that balances place creation with diversity of species. Each street is allocated a signature street tree, creating a distinctive setting, intuitive wayfinding, and over time, a truly Hailey experience not achievable by other cities in the Wood River Valley. 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
- Study Area boundary



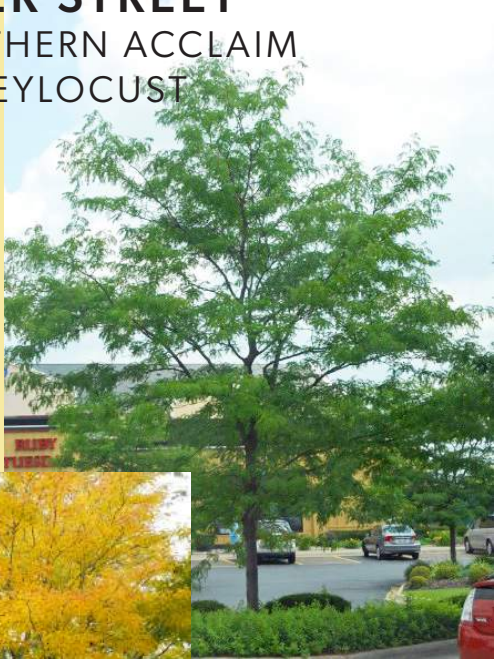
MAIN STREET
HYBRID ELM



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**



**DOWNTOWN
TREE SELECTIONS**

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.

SIDE STREETS
SWAMP WHITE
OAK





MAIN STREET STREETSCAPE ENHANCEMENTS

Hailey is a classic western mountain town — a historic community built along an old wagon road that today has become a busy state highway. Hailey's Main Street also serves as Idaho State Highway 75, carrying traffic up and down the Sawtooth and Wood River Valleys. During the peak summer months, as many as 16,000 vehicles drive through Main Street each day. Main Street also serves as Hailey's primary commercial district and is home to restaurants, shops, offices, the library,

and city hall. Both a blessing and a curse, the highway brings needed customers to Main Street businesses while also creating an autocentric environment that discourages the kind of small-town strolling that makes a Downtown area come alive. To remedy this, strategic enhancements are needed to create a Main Street environment that appropriately balances the needs of pedestrian and vehicle users.

BALANCE NEEDS OF VEHICLES & PEDESTRIANS

Redistribute current right-of-way to create a streetscape that equally prioritizes space for pedestrians and drivers.

IMPROVE SAFETY ALONG MAIN STREET

Provide a buffer between pedestrian and vehicle zones, and install enhanced crossings for cyclists and pedestrians.

PRESERVE & ENHANCE DOWNTOWN CHARACTER

Utilize a design that respects Old Hailey charm with street trees, sidewalks, banners, and seasonal displays.

INCREASE PLACEMAKING, BEAUTY & COMFORT

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

PROVIDE ENVIRONMENTAL BENEFIT

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

REDUCE DEPENDENCY ON VEHICULAR TRANSIT

Provide safe, convenient, and attractive routes for human-powered transit, making it easy to get around without a car.

DESIGN COST-EFFECTIVE SOLUTION







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

MAIN STREET GOALS

This set of goals have been identified for the Main Street Enhancements 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.

MAIN STREET CONCEPT PLAN

The Main Street Concept Plan identifies critical crossings and provides details for recommended safety improvements.

-  Main Street Enhancements
 - Street trees, furnishings, and reconfigured ROW according to proposed design options
-  Existing Signal
-  Proposed Signal & RRFB Pedestrian Beacon
 - Signaled intersections proposed at Elm St and Myrtle St to include pedestrian crossing facilities
-  Existing RRFB Pedestrian Beacon
 - Provided at key crossings through non-signalized intersections
-  Proposed Enhanced Crosswalk
 - Curb bulb extensions and crosswalk enhancements provided at all intersections along Main St
-  Study Area boundary



MAIN STREET EXISTING SECTION Q2 2023

Main Street currently suffers from too little space for pedestrians and sidewalk amenities and too much space for vehicles. Undersized planters restrict street trees from growing to a healthy size.



MAIN STREET EXISTING SECTION Q3 2023

Lanes were reconfigured in the third quarter of 2023 to give an extra 3' to the on-street parallel parking lanes, allowing a larger buffer when exiting and entering a parked vehicle.



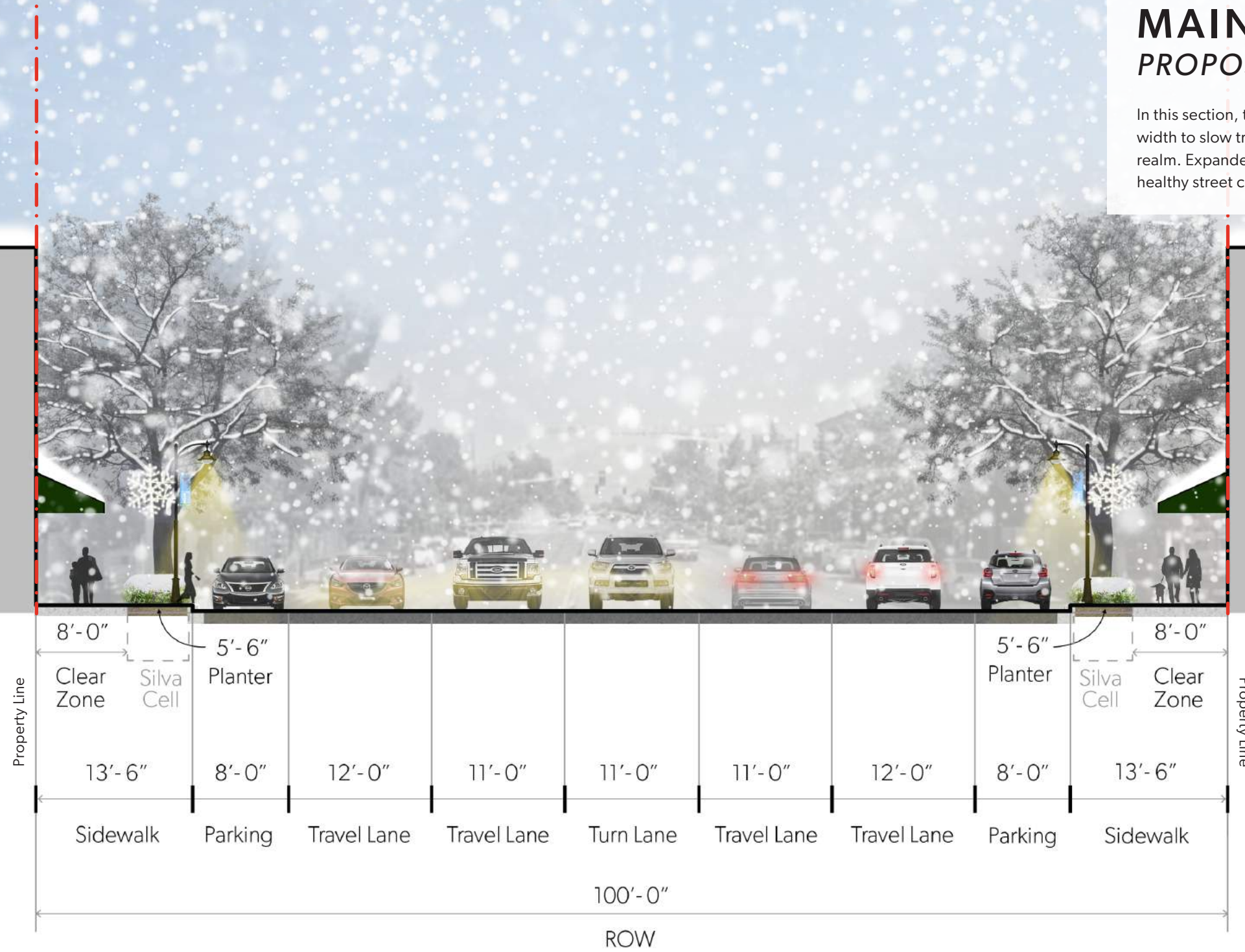
MAIN STREET PROPOSED SECTION A

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 CONCEPT PLAN A OPTION 1

Option 1 achieves a consistent row of planting strips and silva cell-supported street trees along Main Street by incorporating the 3' of extra right-of-way into the sidewalk and planting strips on each side.





MAIN STREET PROPOSED CONCEPT PLAN A OPTION 2

Option 2 maintains the 3' of extra right-of-way width on the street as a barrier between the travel lanes and parallel parking. In lieu of a consistent planting strip, curbed tree pits are incorporated into the parallel parking zone at a regular interval. Typically this would require five curbed tree pits on each side of the street at an approximate spacing of 48' on center. Five 8' x 8' tree pits on each side of the street would replace 4 parallel parking stalls per block.



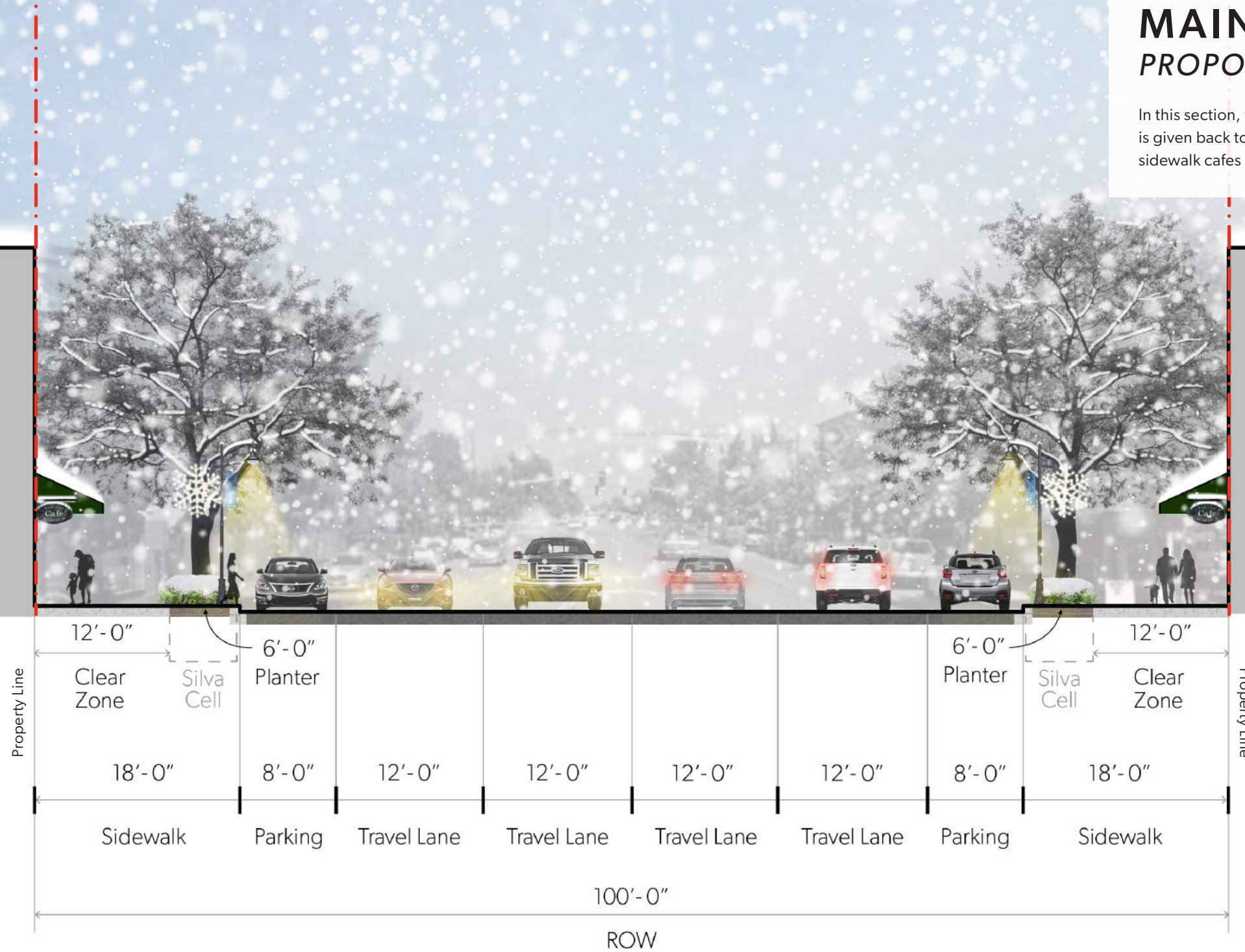
MAIN STREET PROPOSED SECTION B

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 STREETSCAPE ENHANCEMENTS

River Street currently exists as a mostly quiet, mixed residential street one block off of Main in downtown Hailey. A wide right-of-way carries two lanes of traffic and is lined with mature trees and a growing number of residences and small businesses. Contrasted with Main Street, which carries valley through-traffic along five lanes of State highway, River Street has the potential to offer a calmer and quieter urban experience. Located one block west of Main Street, River Street provides an opportunity to create a mixed-

use environment in the core of Downtown that is interspersed with pocket parks and is comfortable and attractive for pedestrians. This plan envisions River Street as a place for a resident to walk down from a loft apartment, grab a coffee at the local corner shop among a densely tree-lined street, and walk, bike or hop on an electric bus to get to work up or down Valley. Enhancements to River Street focus on creating a transit-ready streetscape and improving the walkability, bikeability, and livability of the corridor.

CREATE SPACE FOR A MULTITUDE OF USES

Add sidewalks, bike lanes, angled parking, and furnishing zones to accommodate a range of travel modes and land uses.

IMPROVE SAFETY ALONG RIVER STREET

Provide protected bike lanes, sidewalks, and enhanced crossings for cyclists and pedestrians traveling along River Street.

DESIGN COMPLEMENT TO MAIN STREET

Design a streetscape that offers a complementary experience to Main Street: outdoor cafe seating, mixed uses, and quiet.

INCREASE PLACEMAKING, BEAUTY & COMFORT

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

PROVIDE ENVIRONMENTAL BENEFIT

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

REDUCE DEPENDENCY ON VEHICULAR TRANSIT

Provide safe, convenient, and attractive routes for human-powered transit, making it easy to get around without a car.

DESIGN COST-EFFECTIVE SOLUTION

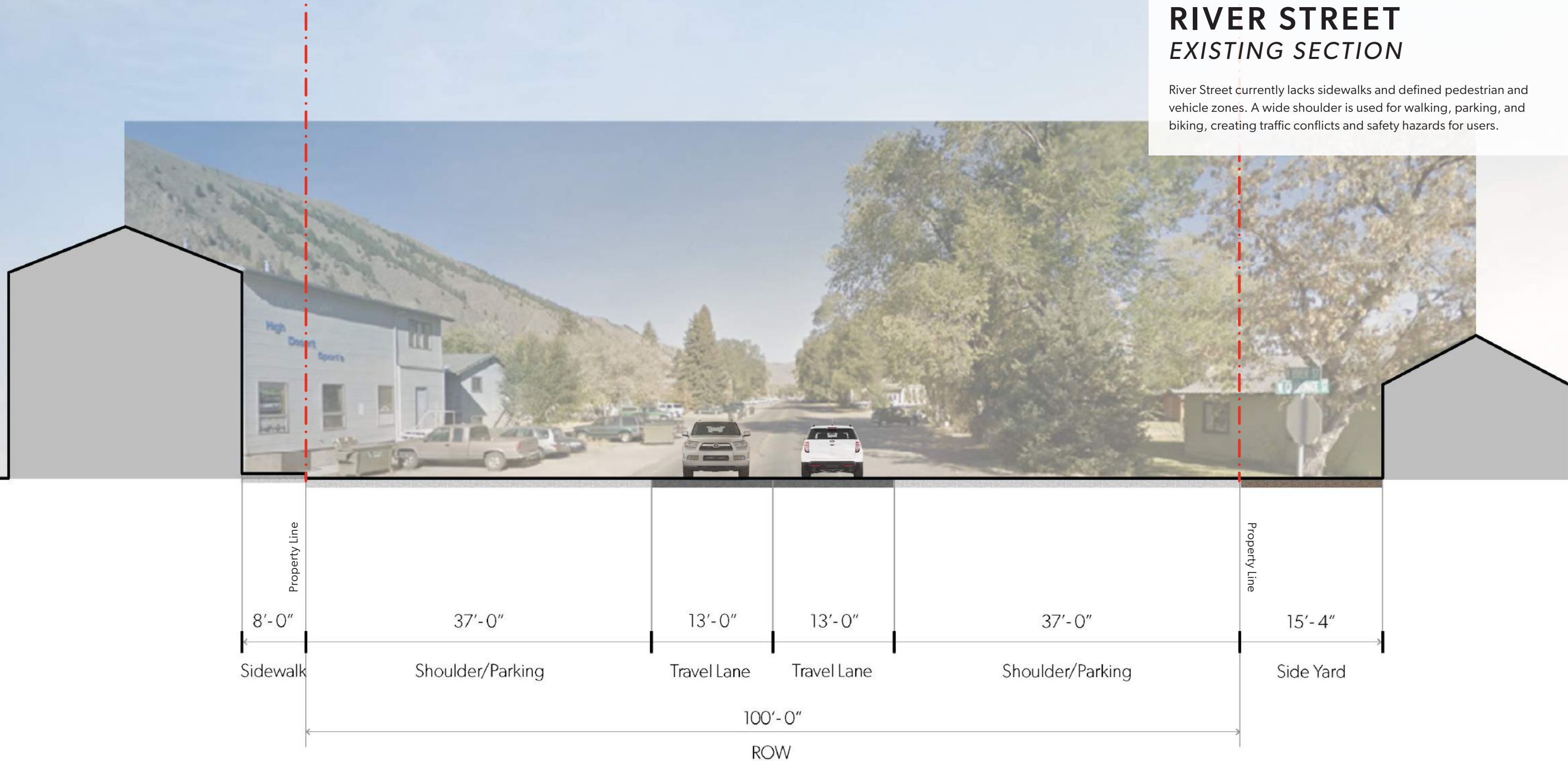
Specify a design that takes a responsible approach to the construction and maintenance costs of the streetscape.

RIVER STREET GOALS

This set of goals have been identified for the River Street Enhancements 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.

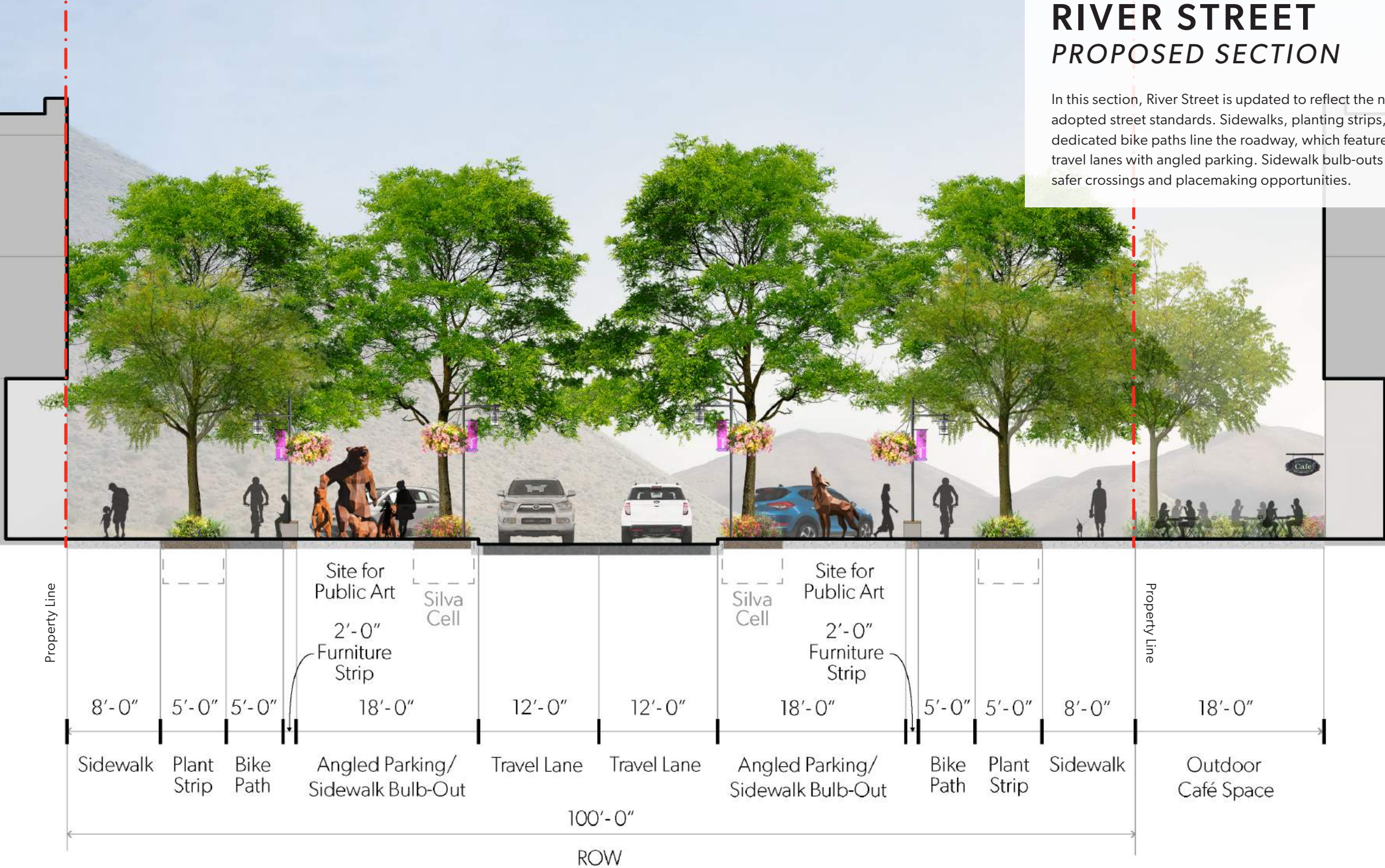
RIVER STREET EXISTING SECTION

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.



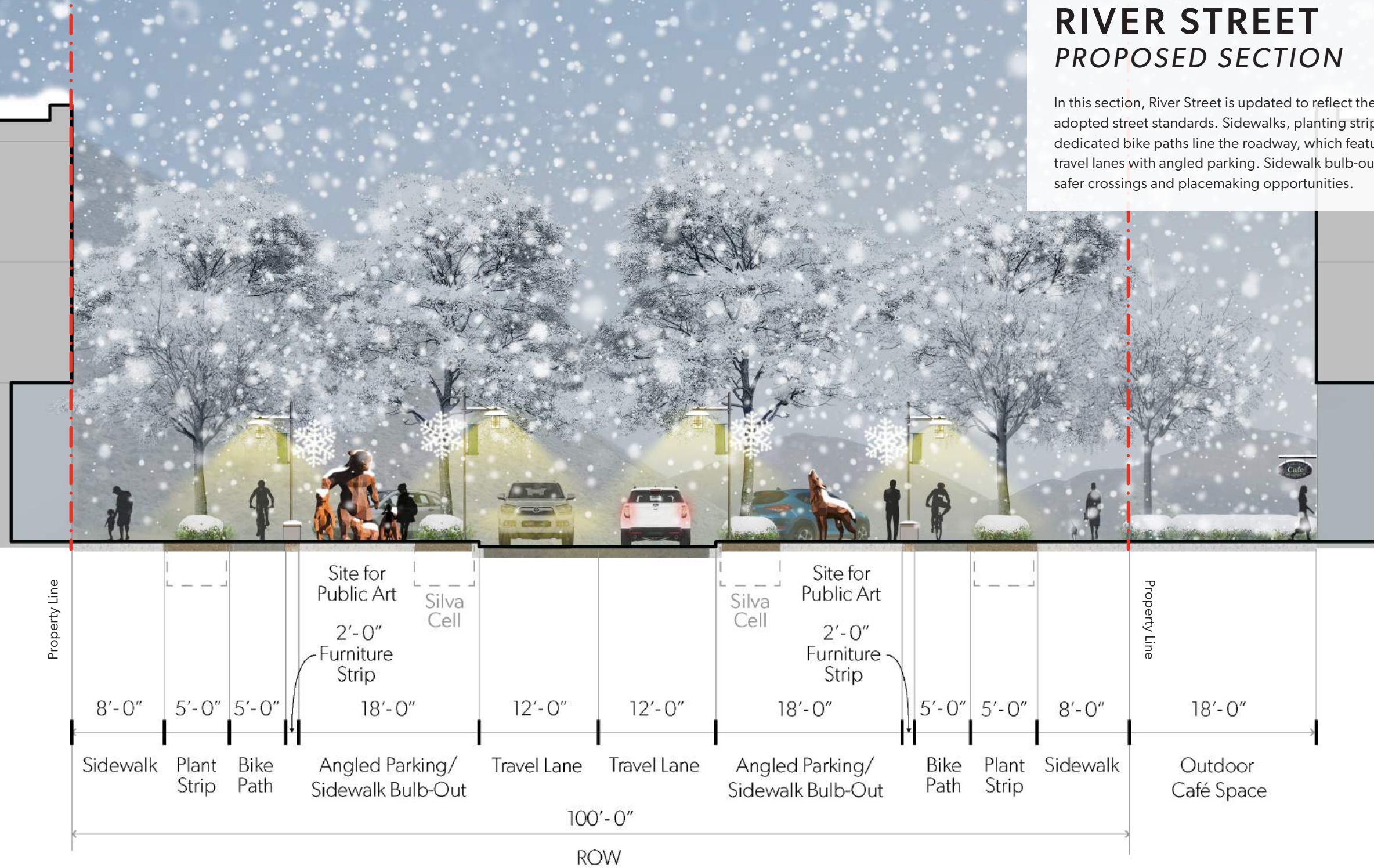
RIVER STREET PROPOSED SECTION


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.





BULLION STREET STREETSCAPE ENHANCEMENTS

Hailey offers the unique combination of an attractive downtown just steps away from natural mountain scenery and abundant recreational opportunities. Unfortunately, accessing the area's recreational amenities is more difficult than it should be. Despite the proximity, a lack of pedestrian and cycling infrastructure makes it challenging to access parks and trailheads without a vehicle, even for destinations located a few blocks off Main Street. The concept for the Bullion Street Promenade emerged during a 2023 master planning effort as a way to improve access and create a closer connection between Downtown and its scenic surrounds. Bullion Street

is a critical connector between Hailey's downtown core, city parks, and recreational lands just west of Main Street. Two parks and three trailheads are located along Bullion Street within a half mile of Downtown, yet pedestrian and cycling access remains limited due to the lack of sidewalks and established pathways. Undesirable conditions exist along the route as walkers and bikers travel on the road shoulder in close proximity to passing vehicles. A protected, unique, non-vehicular route along Bullion Street is needed to provide a safe and clear connection to the Bullion corridor from Downtown.

CONNECT DOWNTOWN TO PARKS & TRAILS
Create a multi-use path connecting Main Street to Hop Porter and Lions Parks.

IMPROVE SAFETY ALONG BULLION CORRIDOR
Provide a buffered path and designated crossings for cyclists and pedestrians traveling along Bullion Street.

INCREASE PLACEMAKING, BEAUTY & COMFORT
Contribute to the attractiveness, sense of place, and walkability of the corridor.

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

REDUCE DEPENDENCY ON VEHICULAR TRANSIT
Provide safe, convenient, and attractive routes for human-powered transit, making it easy to get around without a car.

DESIGN COST-EFFECTIVE SOLUTION
Specify a design that takes a responsible approach to the construction and maintenance costs of the streetscape.

BULLION STREET GOALS

This set of goals have been identified for the Bullion Street Enhancements 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.

BULLION – CROY CREEK CORRIDOR STUDY

Early in the master planning process, Bullion Street was identified as a key connector between Main Street and a network of parks and trails west of Downtown along the Croy Creek corridor. Hop Porter Park, Lions Park, Carbonate Mountain Trailhead, Elliot's Trailhead, and a new universal access trail along Croy Creek are all located along this corridor less than a mile from Downtown. Having these amenities in such close proximity to Downtown is an incredible asset to the community, but access remains a problem. Trailhead parking is limited and no pedestrian or cycling facilities connect the corridor, leaving pedestrians and cyclists vulnerable as they travel along the road shoulder.



LEGEND

- Parcel Boundary
- Parks
- Wood River Land Trust Parcels
- Universal Access Trail
- Proposed Promenade

BULLION STREET PROMENADE CONCEPT DESIGN

The Bullion Street Promenade is envisioned as a way to improve the safety and comfort of accessing destinations along the corridor while also creating a celebrated connection between Downtown and the area's abundant parks and greenspaces. The promenade is conceived as a designated multi-use pathway separated from the roadway and buffered with plantings along its half-mile length. The project aims to increase the safety and attractiveness of traveling along Bullion Street and make it easier for residents and visitors to enjoy all Hailey has to offer.



Tree-lined Pedestrian Promenade

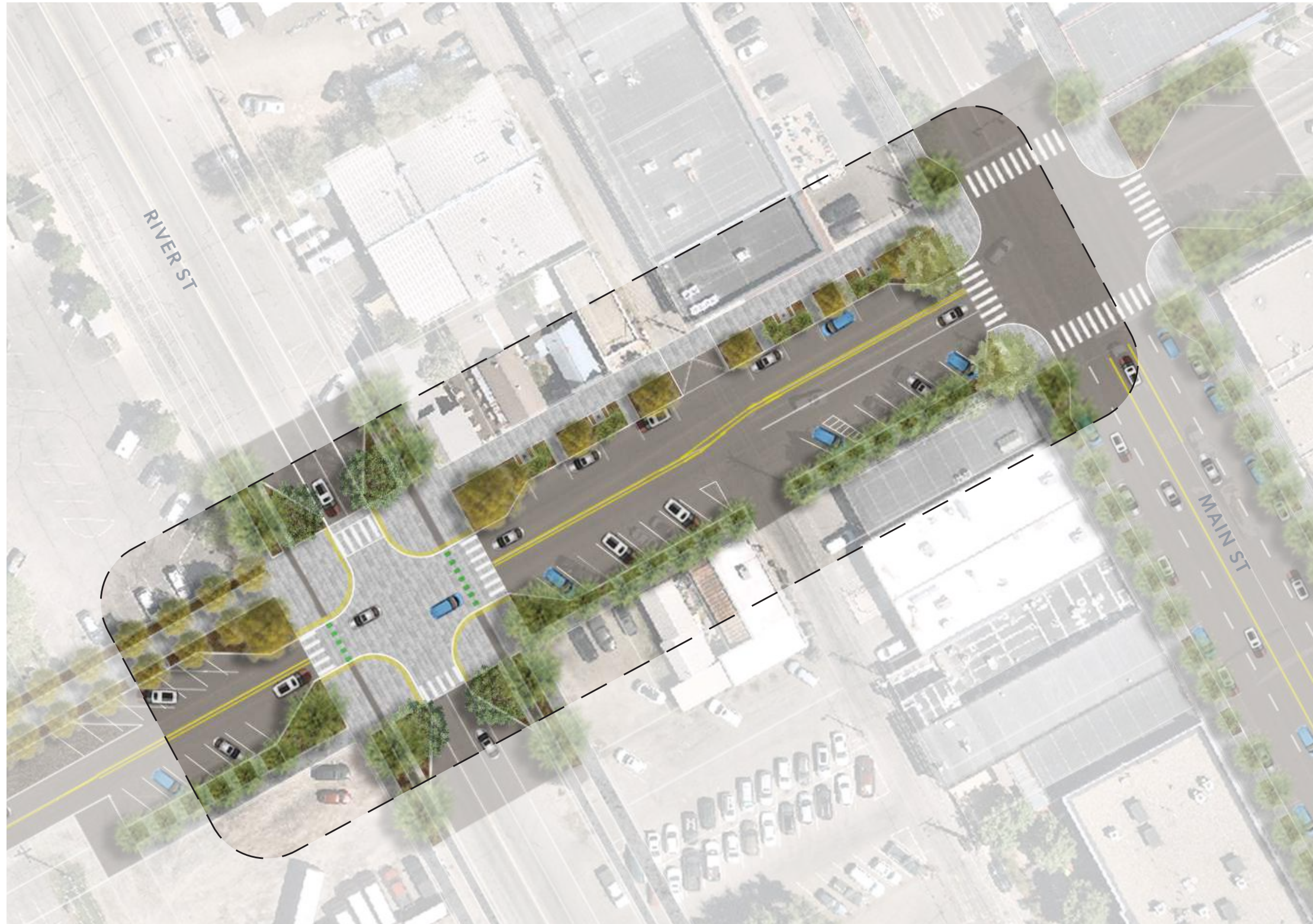
LEGEND

- Parcel Boundary
- Parks
- Wood River Land Trust Parcels
- Vehicular Access
- Pedestrian Access



BULLION STREET PROMENADE CONCEPT SITE PLAN

The Bullion Street Promenade runs along the north side of Bullion Street from Main Street to Lions Park. The initial phase of implementation aims to install the promenade from Main Street to Hop Porter Park, shown in the concept site plan here. The promenade takes the form of a 12'-wide, multi-use path lined on both sides with planters featuring Japanese Tree Lilacs and understory plantings. The ADA-compliant path is designed to accommodate human-powered transit of all kinds — bikers, walkers, runners, and rollers — making it easy for Hailey residents to get around without a vehicle. The promenade will also provide a useful connection to Downtown for festival and event attendees at Lions and Hop Porter Parks, encouraging visitors to wander Downtown and support local businesses. The path promises to become a signature feature of Hailey's Downtown and a critical link between Downtown and the area's natural and recreational amenities.



BULLION STREET PROMENADE

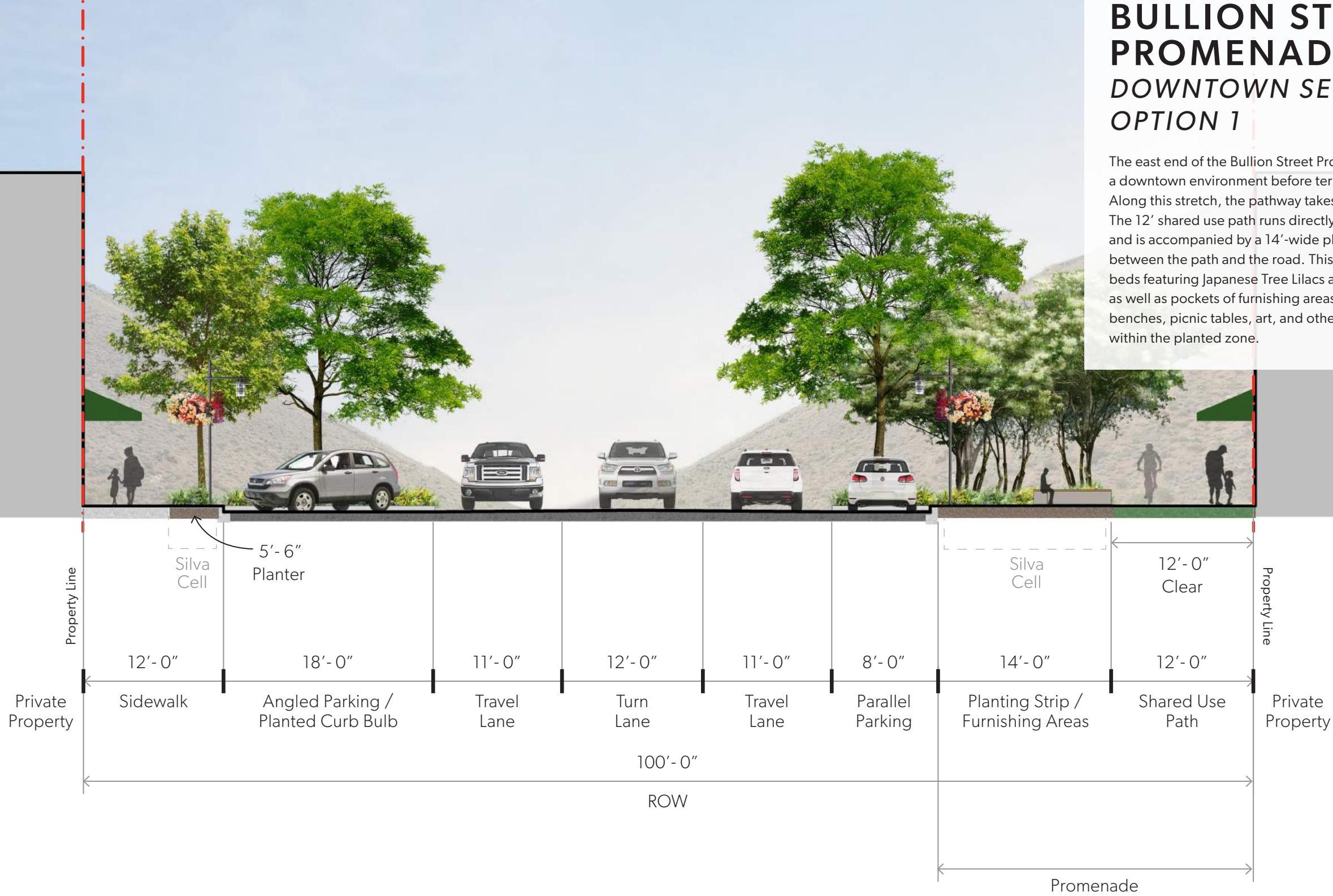
ENLARGED CONCEPT SITE PLAN OPTION 1

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 an urban character. The 12' shared use path runs directly along the property line and is accompanied by a planting and furnishing zone between the path and the road.

In Option 1, shown here, existing angled parking is replaced with parallel parking on the north side of the block between Main St and River St. The switch to parallel parking allows for a more generous planting and furniture zone through this Downtown section.

BULLION STREET 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 14'-wide planting and furnishing zone between the path and the road. This allows for robust planting beds featuring Japanese Tree Lilacs and understory plantings as well as pockets of furnishing areas that could accommodate benches, picnic tables, art, and other furnishings along the path within the planted zone.





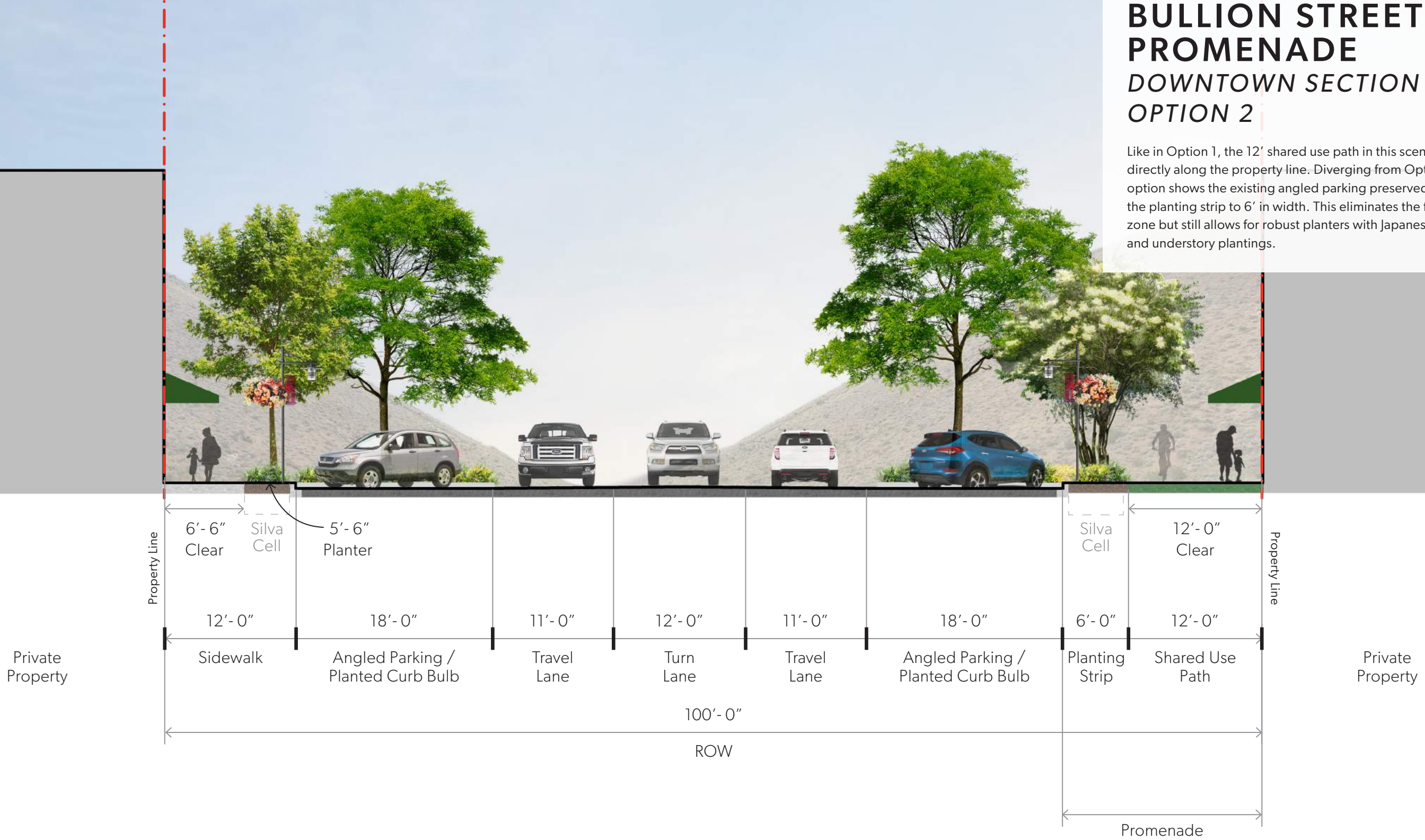
BULLION STREET PROMENADE

ENLARGED CONCEPT SITE PLAN OPTION 2

Option 2 features parallel parking on the north side of half of the block between Main St and River St. The switch to parallel parking allows for a more generous planting and furniture zone through the east end of this Downtown section. Angled parking is maintained on the western end of the block to maximize on-street parking.

BULLION STREET PROMENADE DOWNTOWN SECTION OPTION 2

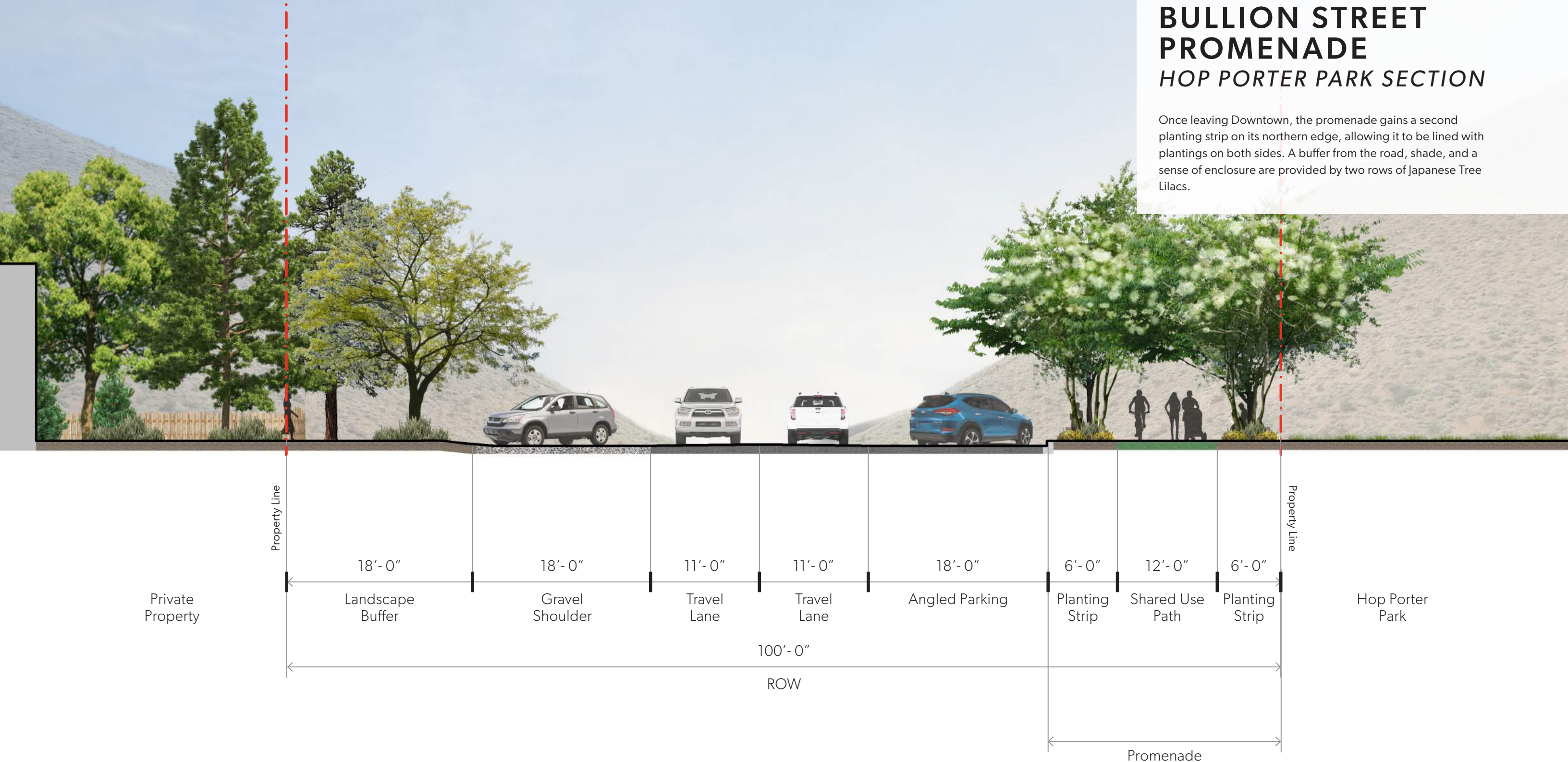
Like in Option 1, the 12' shared use path in this scenario runs directly along the property line. Diverging from Option 1, this option shows the existing angled parking preserved, reducing the planting strip to 6' in width. This eliminates the furnishing zone but still allows for robust planters with Japanese Tree Lilacs and understory plantings.



BULLION STREET PROMENADE

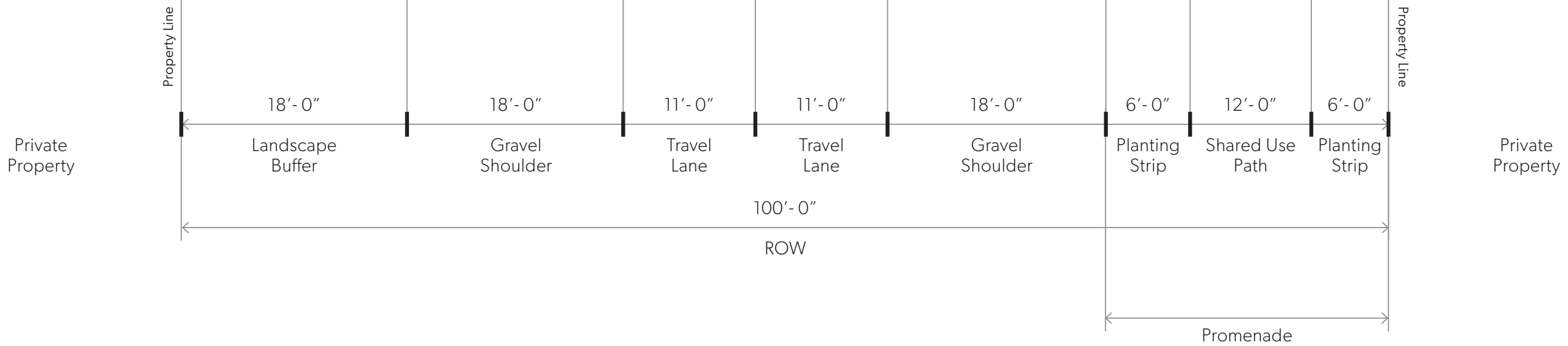
HOP PORTER PARK SECTION

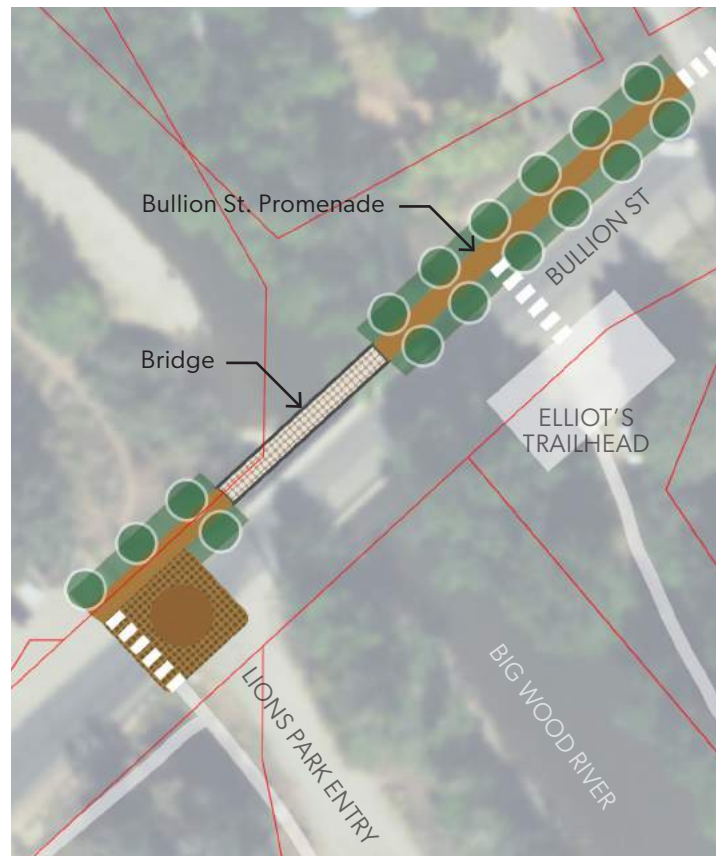
Once leaving Downtown, the promenade gains a second planting strip on its northern edge, allowing it to be lined with plantings on both sides. A buffer from the road, shade, and a sense of enclosure are provided by two rows of Japanese Tree Lilacs.



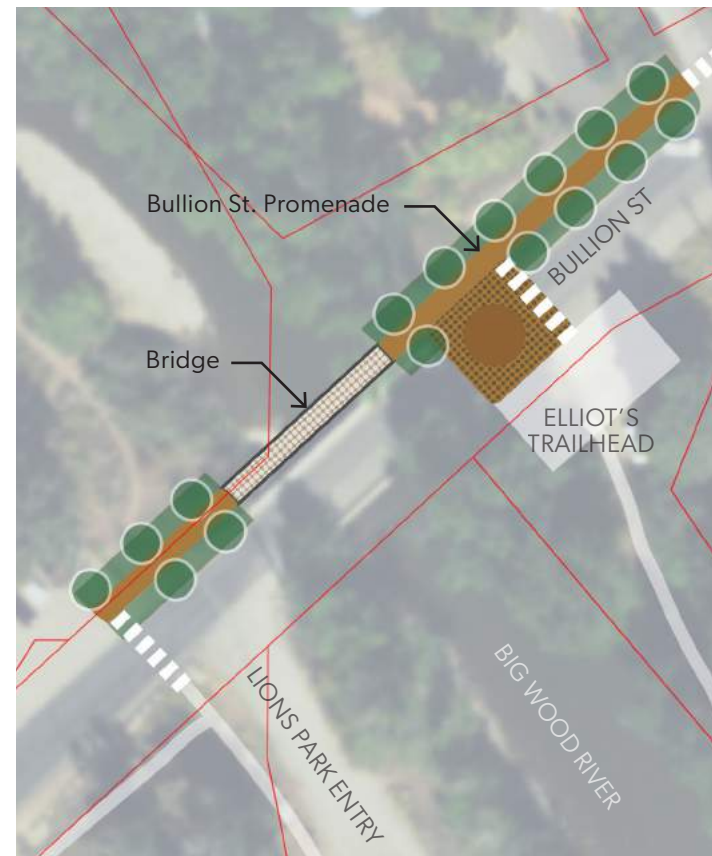
BULLION STREET PROMENADE RESIDENTIAL SECTION

The promenade continues as a tree-lined shared use path through residential areas. 6' wide planting strips on either side of the path buffer it from the road and provide a degree of privacy for property owners along the path.



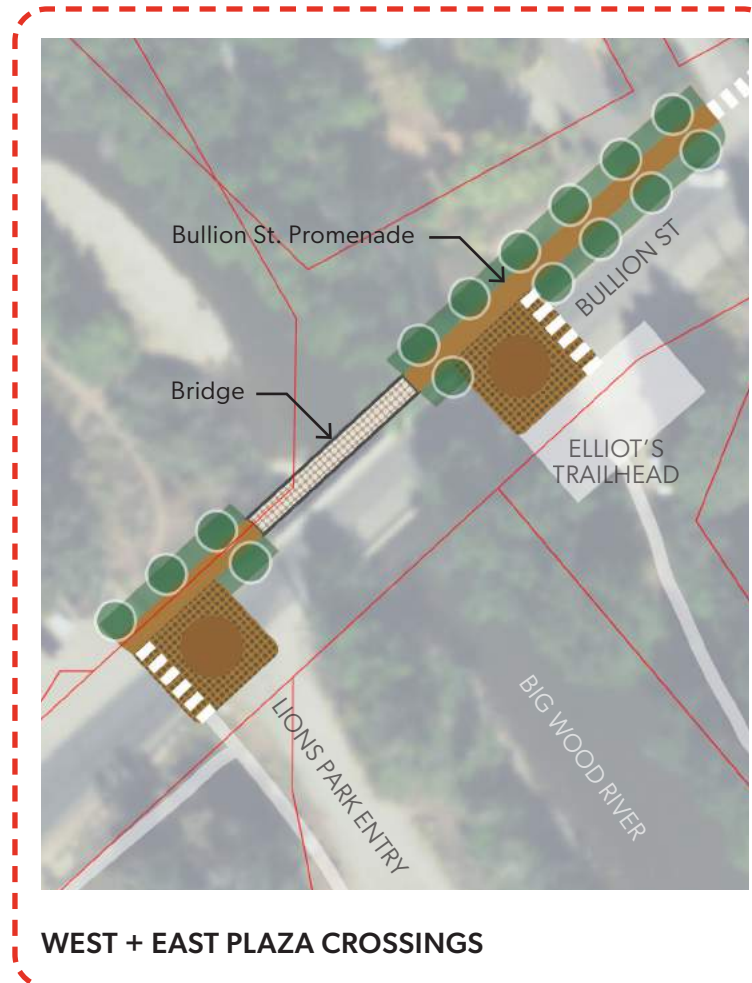


WEST PLAZA CROSSING



EAST PLAZA CROSSING

PREFERRED CONDITION



WEST + EAST PLAZA CROSSINGS

BULLION STREET BRIDGE CROSSING STUDY

This study looks at ways to provide safe routes for pedestrians and cyclists crossing the Big Wood River and accessing Lions Park and Elliot's Trailhead. A new bridge dedicated for use by cyclists and pedestrians should be constructed across the river on the north side of the existing vehicular bridge. This new bridge will serve as the continuation of the Bullion Street Promenade over the river.

The plaza crossings shown here are representative of a raised intersection with specialty paving that would indicate to drivers they are entering a pedestrian zone. Installing them on either side of the bridge would provide safe crossing for pedestrians accessing both Lions Park and Elliot's Trailhead. These raised plaza crossings could also act as a gateway signaling entry into Hailey's Downtown.

BULLION STREET EXISTING SECTION

Bullion Street though Downtown currently features an asymmetrical design with a wider travel lane to the south and a wider sidewalk on the north. From 1st Ave to River St, 3' planters limit the health and growth of street trees lining the roadway.



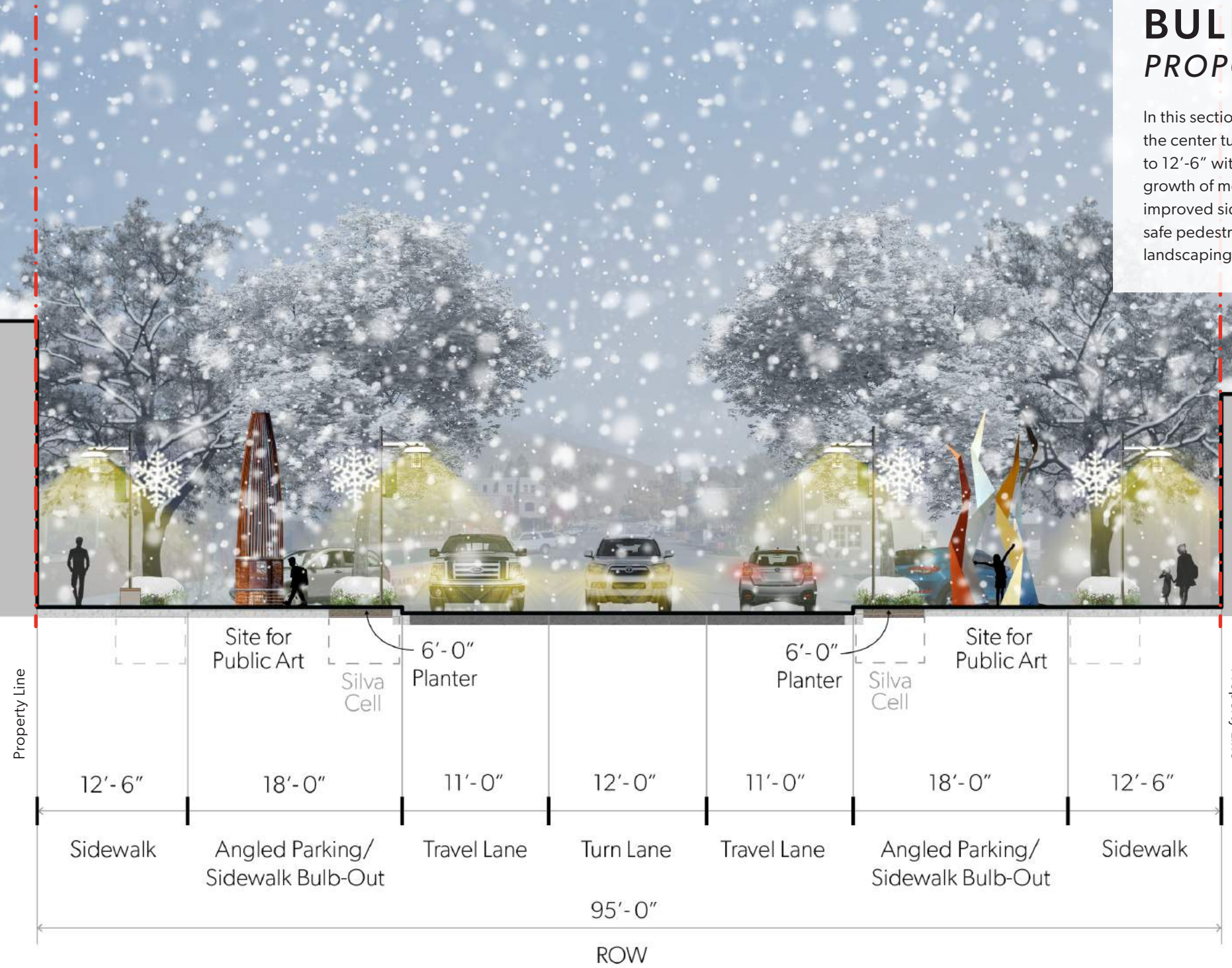
BULLION STREET PROPOSED SECTION

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 improved sidewalk bulb-outs at the end of each block to provide safe pedestrian crossings and opportunities for street trees, landscaping, street furnishings, and 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 improved sidewalk bulb-outs at the end of each block to provide safe pedestrian crossings and opportunities for street trees, landscaping, street furnishings, and public art.



SIDE STREETS STREETSCAPE ENHANCEMENTS

Hailey's side streets facilitate travel in the east-west direction and provide access to many of the area's trails and recreational lands. The side streets also offer an opportunity to provide additional functionality in the Downtown streetscape.

Hailey's side streets generally carry less traffic, and therefore, offer greater flexibility in configuration of the right-of-way. The wide right-of-way (100'), in combination with a lighter traffic load, makes the side streets an ideal place to maximize street parking to support Downtown. Angled street parking makes the most of the space available and should be prioritized where possible. The

side streets also offer an opportunity to continue Hailey's Downtown character beyond Main Street. Recommended enhancements to the streetscape include consistent sidewalks, planting beds, street trees, curb-bulbs, and incorporation of public art. The side streets also provide an opportunity to add outdoor patios and street furniture where feasible to support adjacent businesses. Several businesses are already located along side streets like Bullion and Croy. As Downtown grows, the side streets offer an ideal location for businesses to expand without the constraints of Idaho State Highway 75.

CREATE SPACE FOR A MULTITUDE OF USES

Add sidewalks, bike lanes, angled parking, and furnishing zones to accommodate a range of travel modes and land uses.

IMPROVE SAFETY ALONG SIDE STREETS

Provide sidewalks, enhanced crossings, and protected bike lanes for cyclists and pedestrians traveling along side streets.

SUPPORT DOWNTOWN BUSINESSES

Design a streetscape that supports Downtown businesses by offering extra parking, sidewalk space, and outdoor amenities.

INCREASE PLACEMAKING, BEAUTY & COMFORT

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

PROVIDE ENVIRONMENTAL BENEFIT

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

REDUCE DEPENDENCY ON VEHICULAR TRANSIT

Provide safe, convenient, and attractive routes for human-powered transit, making it easy to get around without a car.

DESIGN COST-EFFECTIVE SOLUTION

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

SIDE STREET GOALS

This set of goals have been identified for the Side Streets Enhancements 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.

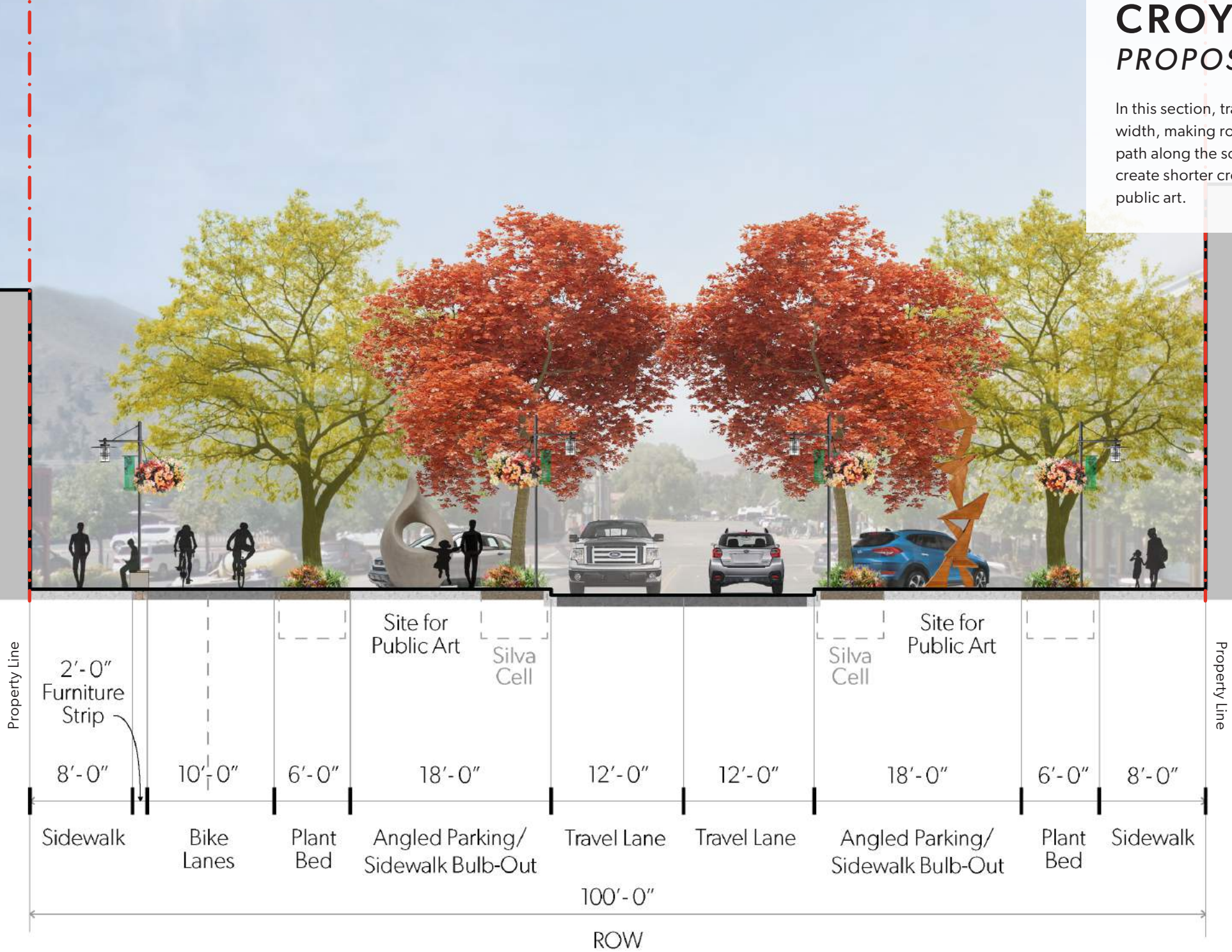
CROY STREET EXISTING SECTION

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



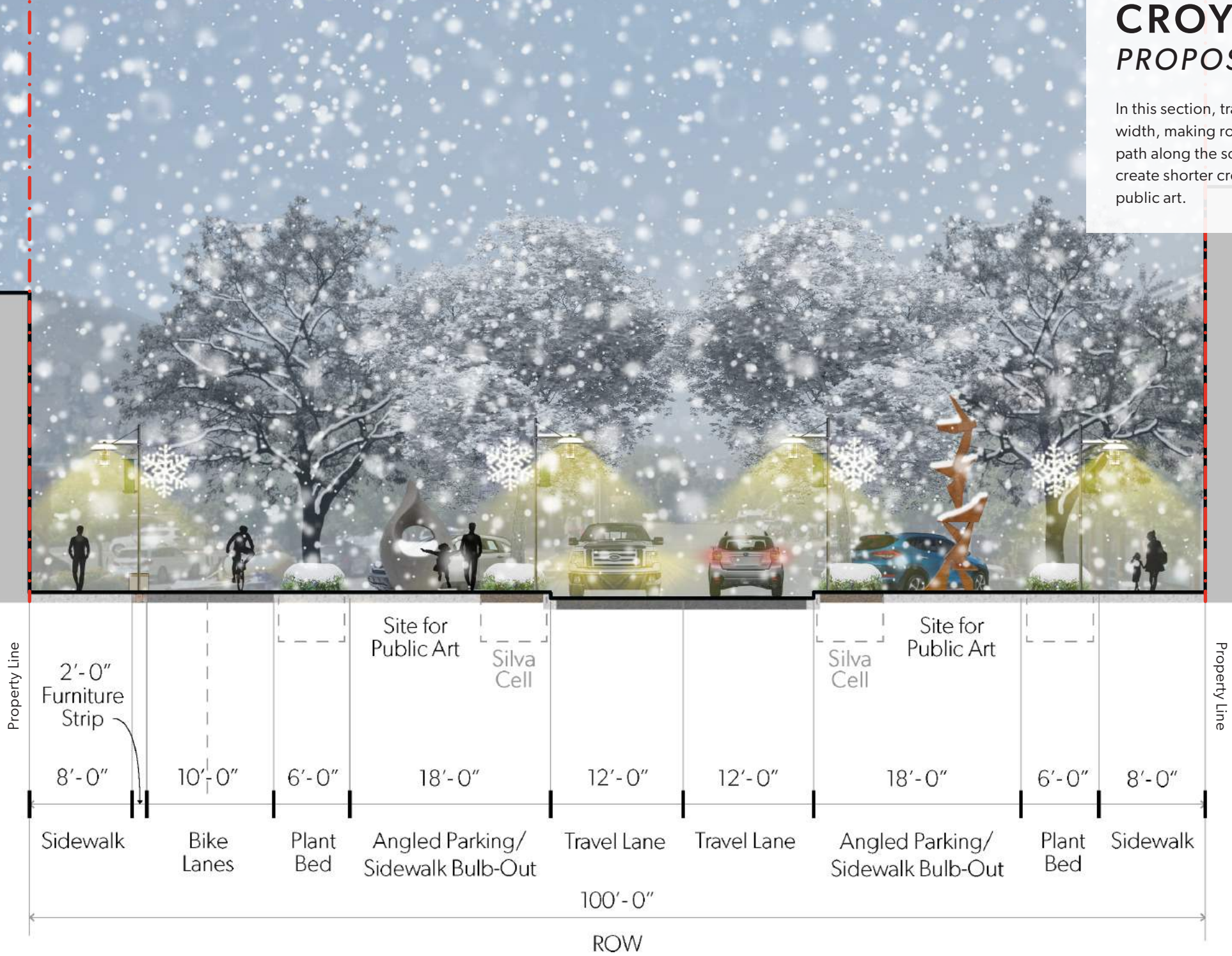
CROY STREET PROPOSED SECTION

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.



MYRTLE STREET *STREETSCAPE ENHANCEMENTS*

Myrtle Street is an important connector between Main Street, residential neighborhoods, and Wood River Middle School. It is a primary route for children walking and biking to school, and as such, has been prioritized for enhancements along the corridor. There is currently a striped, multi-use path incorporated into the roadway. This is a step in the right direction but fails to provide a physical buffer between pedestrian and vehicular travel. In order

to address this gap, the Myrtle Street and Pollinator Pathway improvement project is proposed to increase safety and comfort along the corridor. By increasing the separation distance, adding a planting buffer, and providing a change of surface between the path and the roadway, the experience of walking or biking along Myrtle Street will be improved.

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 GOALS

This 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.



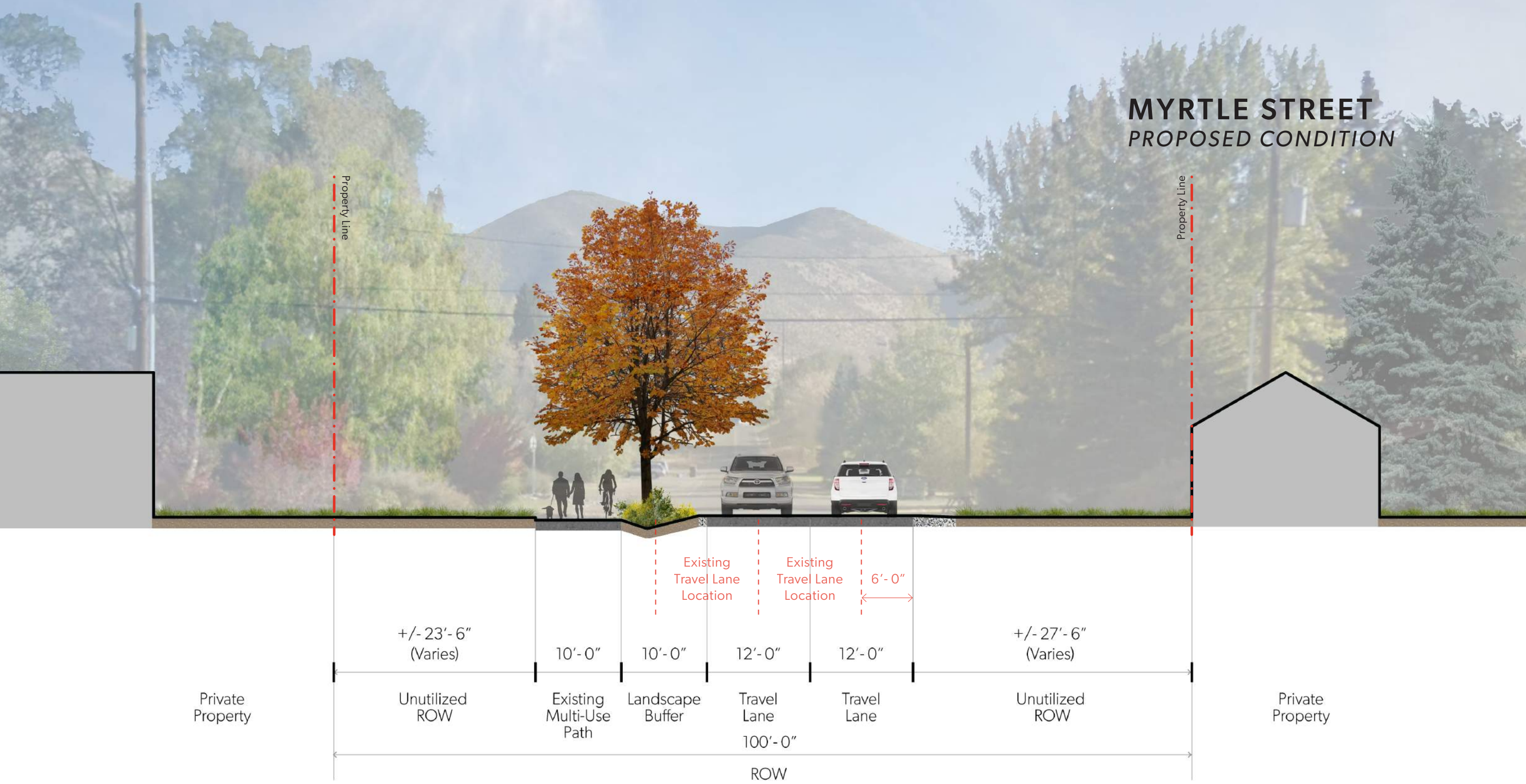
MYRTLE STREET CONCEPT PLAN

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.

MYRTLE STREET EXISTING CONDITION



MYRTLE STREET PROPOSED CONDITION

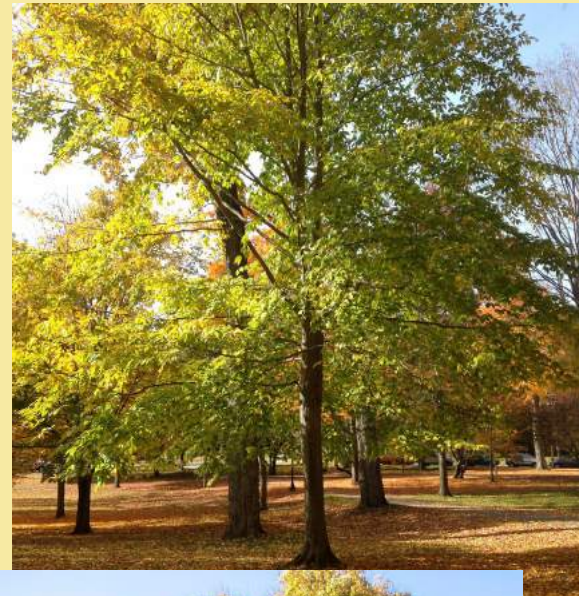


PREFERRED TREE

SWAMP WHITE OAK



AMERICAN BEECH



**AUTUMN TREASURE
HOPHORNBEAM**



**MYRTLE STREET
TREE SELECTIONS**

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



IDAHO SUNFLOWER



MOONSHINE YARROW



RUSSIAN SAGE



MYRTLE STREET PLANT SELECTIONS

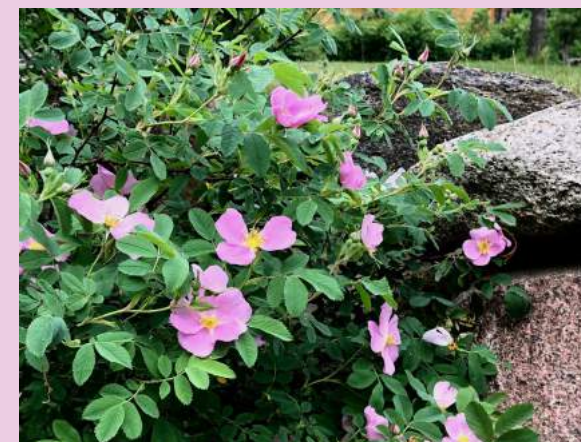
The Myrtle Street Plant Selections are recommended species for use in the landscape strips within the right-of-way along Myrtle Street. These native plantings have been chosen for their heartiness, drought-tolerance, and ability to survive in Hailey's climate with little to no maintenance. These species 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:

RABBIT BRUSH



WOOD'S ROSE



SHEEP FESCUE



SAGEBRUSH SPP.



DECORATIVE GRAVEL



OPPORTUNITY SITES



OPPORTUNITY SITES

CREATING A COHESIVE DOWNTOWN

Several key sites in the downtown core are underutilized and ripe for future redevelopment. Isolated decisions without an understanding of the interconnected components may result in a perpetuation of the ad-hoc nature of Downtown. Guidance is provided through this

plan to encourage a cohesive mixed-use, street-activated, and vibrant evolution of downtown. Site development orientation, streetscape enhancements, open space, and parking needs are considered together to create a thriving Downtown that meets the community's goals.



FUTURE PUBLIC PARKING GARAGE WITH GROUND FLOOR RETAIL

FUTURE MIXED USE DEVELOPMENT OPPORTUNITY

FUTURE MIXED USE DEVELOPMENT OPPORTUNITY

CIVIC BUILDING

CITY HALL & LIBRARY

TOWN CENTER

CROY FESTIVAL STREET

FUTURE MIXED USE DEVELOPMENT OPPORTUNITY

FUTURE MIXED USE DEVELOPMENT OPPORTUNITY

FUTURE MIXED USE DEVELOPMENT OPPORTUNITY

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.

FUTURE
MIXED USE
DEVELOPMENT
OPPORTUNITY

FUTURE
MIXED USE
DEVELOPMENT
OPPORTUNITY

TOWN CENTER



TOWN CENTER BRINGING IT ALL TOGETHER

Town Center is at the nexus of Downtown's core elements – Main Street, River Street and the gateway to river and trail recreation. Recent improvements are beginning to create a welcoming destination for conducting civic business and for community use, but parking still dominates and venues for community gatherings are limited.

The following framework, developed based on community input, completes the evolution of Town Center as the heart of downtown and the community. A refurbished City Hall and new Civic

Building will frame and spill out onto a Civic Plaza, bordering a transformed Croy Festival Street. The festival street will provide expansion opportunities for the small plaza during weekends and events while maintaining its current role for on-street parking and drive access for adjacent businesses during the week. City Hall and new Civic Building parking will be served off of the alley and existing lots, with much more parking capacity added via a new City Parking Garage also serving as an expanded Mountain Rides park & ride.

Photograph by Carol Waller

TOWN CENTER

EXISTING CONDITIONS



VICINITY PLAN - HAILEY TOWN CENTER



1 EXISTING ENTRY OFF CROY ST TO LIBRARY



4 EXISTING CROY STREET



7 EXISTING ENTRY OFF MAIN ST TO CITY HALL



2 EXISTING STAIR/SECONDARY REAR ENTRY TO CITY HALL & CHILDREN'S LIBRARY



5 EXISTING CITY BUILDING (TOWN CENTER WEST)



8 EXISTING REAR ENTRY TO CHILDREN'S LIBRARY



3 EXISTING ALLEY ACCESS



6 PARKING AT REAR TOWN CENTER

TOWN CENTER

MASSING STUDIES

These massing studies examine three strategies for occupying the site. The first study considers renovating and reusing the existing buildings. The second considers building a new two-story building where the existing Town Center West building stands. The third considers a new location at the rear of the site that allows more space for a plaza along Croy Street. The massings depicted in each study are diagrammatic in nature and do not represent architectural character.



OPTION 1

ADAPTIVE REUSE OF BUILDINGS

EXISTING CITY HALL / LIBRARY 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 CITY HALL / LIBRARY BUILDING

LEVEL 2: +/- 9,000 SF
LEVEL 1: +/- 9,000 SF

NEW CIVIC BUILDING

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

OPTION 3

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

EXISTING CITY HALL / LIBRARY BUILDING

LEVEL 2: +/- 9,000 SF
LEVEL 1: +/- 9,000 SF

NEW CIVIC BUILDING

LEVEL 3: +/- 7,000 SF
LEVEL 2: +/- 7,000 SF
LEVEL 1: +/- 6,000 SF

■ CITY HALL
■ LIBRARY / CIVIC BUILDING

TOWN CENTER

EXISTING SITE PLAN



CROY STREET/ HAILEY PUBLIC LIBRARY - EXISTING



TOWN CENTER CONCEPTUAL SITE PLAN

In this concept plan for the new Town Center, a refurbished City Hall and New Civic Building frame and spill out onto a Civic Plaza, bordering a transformed Croy Festival Street. The festival street provides expansion opportunities for the small plaza during weekends and events while maintaining its current role for on-street parking and drive access during the week. City Hall and the New Civic Building parking will be served off the alley and existing lots, with much more parking capacity added via a future City Parking Garage located one block north on River Street.

- LEGEND**
- 1. New Civic Building
 - 2. Festival Street
 - 3. Hailey City Hall Renovated Entry
 - 4. Art Feature at Curb Bulb
 - 5. Weekly Parking/Weekend Event Space
 - 6. Service Parking
 - 7. Civic Plaza



TOWN CENTER SITE RELATIONSHIPS

Axes through the Town Center are created to reinforce key site relationships. The renovated entry at the City Hall and Library aligns with a covered walkway and entry at the New Civic Building. A breezeway through the New Civic Building creates through-access between the new plaza and the parking area to the north.



TOWN CENTER *CONCEPTUAL PERSPECTIVE*

This concept perspective was developed to give a spatial impression of the New Civic Building and accompanying plaza. This perspective communicates early conceptions of transparency and massing. Materiality is not specified beyond representing a desire to include timber in some form. This image represents an early concept and does not indicate a final or complete design.



IMPLEMENTATION

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:

BULLION STREET PROMENADE CONCEPT PLAN

7 Average Score **1207** Total Score

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:

HOP PORTER PARK RECOMMENDED PROGRAMS

8 Average Score **1321** Total Score

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:

6 Average Score **1126** Total Score

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:

6 Average Score **1048** Total Score

Q5 “Safer crossings” was a top response to the question “What would improve your experience of Main Street?” 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:



7 Average Score **1262** Total Score

Q6 “Planters/flowers” and “street trees” were top responses to the question “What would improve your experience of Main Street?” 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:



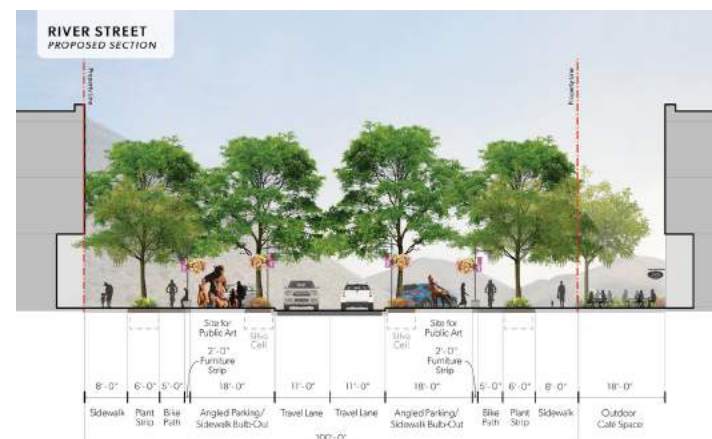
7 Average Score **1325** Total Score

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:



7 Average Score **1210** Total Score

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:



7 Average Score **1300** Total Score

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 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

- 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:

BULLION STREET PROMENADE CONCEPT PLAN

8 Average Score 286 Total Score

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:

8 Average Score 276 Total Score

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:

RIVER STREET PROPOSED SECTION

8 Average Score 276 Total Score

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:

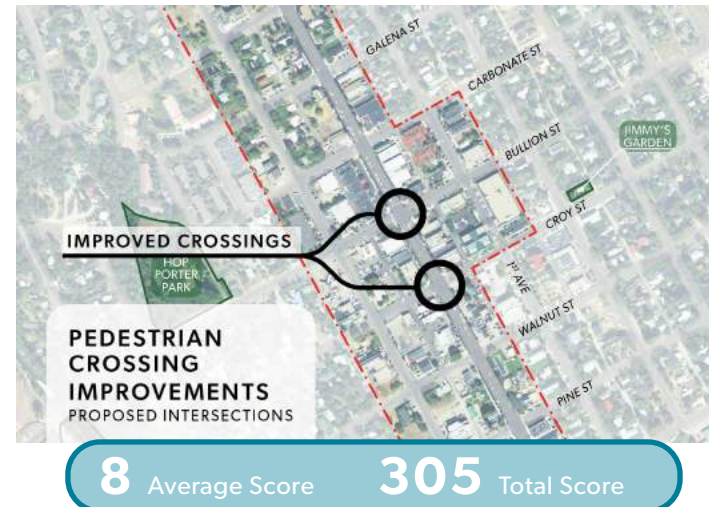
HOP PORTER PARK RECOMMENDED PROGRAMS

9 Average Score 310 Total Score

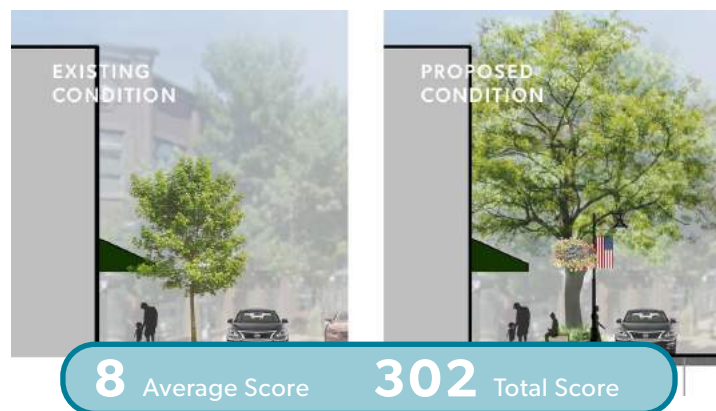
Q5 “Driving Access” was a top response to the question “What aspects of Downtown Hailey are important to the success of your business(es)?” We developed a plan to preserve street parking on Downtown Streets and add a Public Parking Deck on the corner of River and Bullion Streets. Please rate your level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



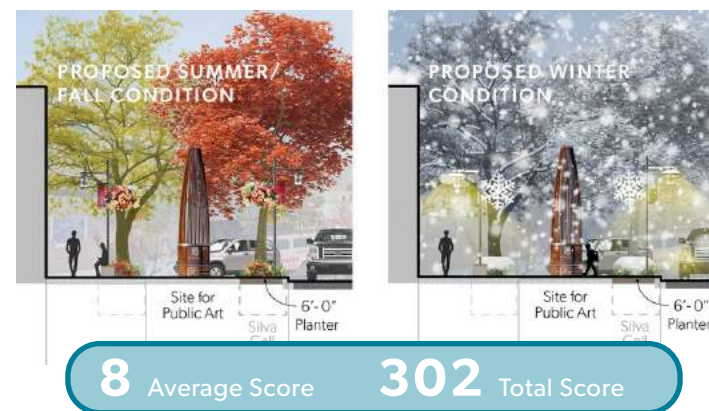
Q6 “Safer crossings” was a top response to the question “What improvements are most needed to enhance the streetscape adjacent to your business(es)?” We developed a plan to add improved pedestrian crossing facilities to Main Street intersections at Croy and Bullion Streets. Please rate your level of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



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:



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.

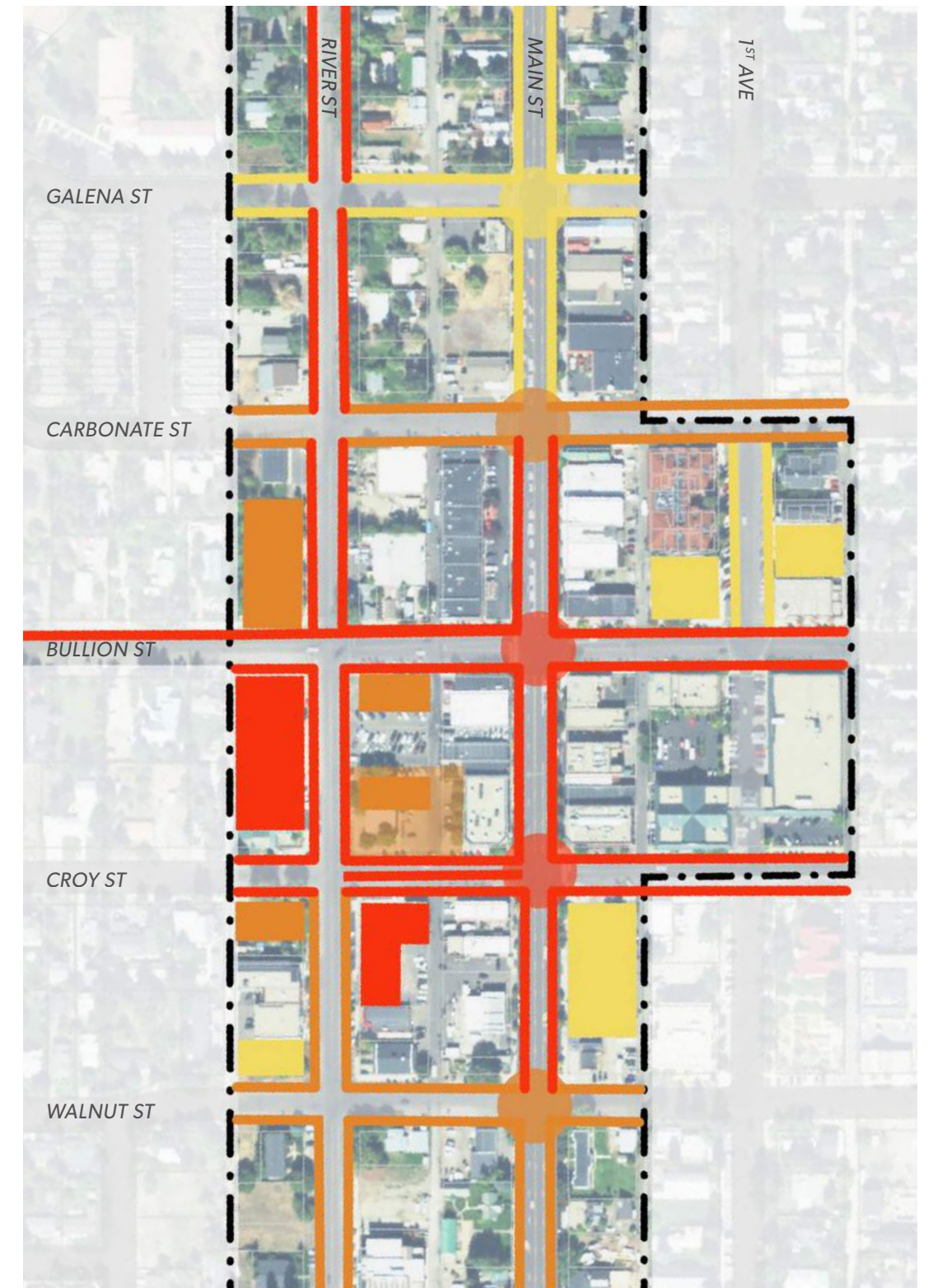
Phase 1 is reserved for high-priority opportunities central to the Downtown core. By focusing Phase 1 on the core of Main Street, River Street, Bullion Street, and Croy Street, a cohesive, concentrated, and connected Downtown environment is created. A new Town Center serves as the primary gathering place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

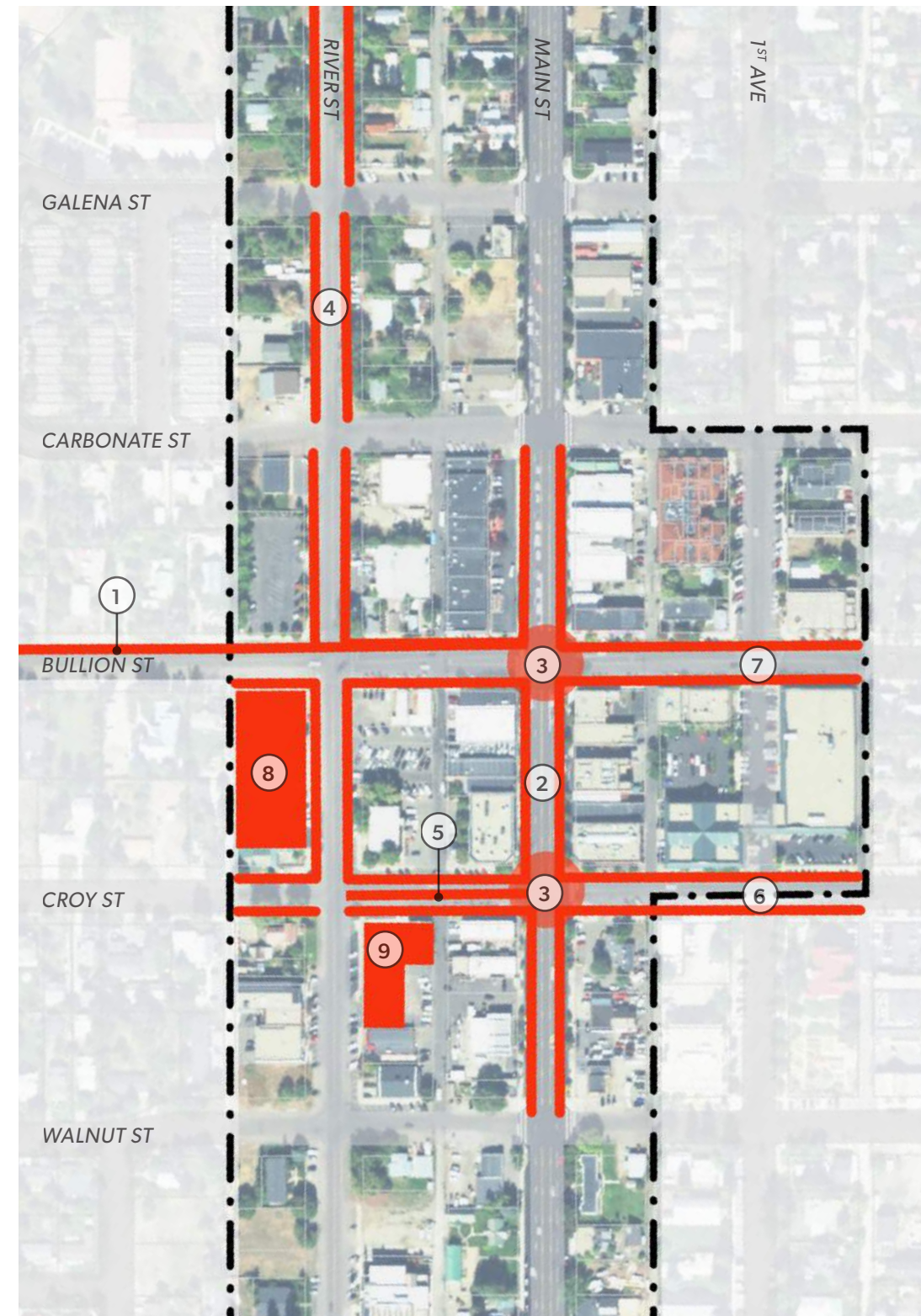
Phase 2 extends the streetscape enhancements on Main Street to Walnut Street and Pine Street. Walnut, Pine, and Elm Streets are to be improved to meet the side street design standards. New mixed use developments on 1st Ave and Main Street are also planned for Phase 2.

Phase 3 continues to expand the streetscape enhancements on Main Street to the area 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 completion dates are approximate.

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

Streetscape Enhancements

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

Development

8. Development Opportunity at River St & Bullion St
9. Development Opportunity at River St & Croy St

Parks

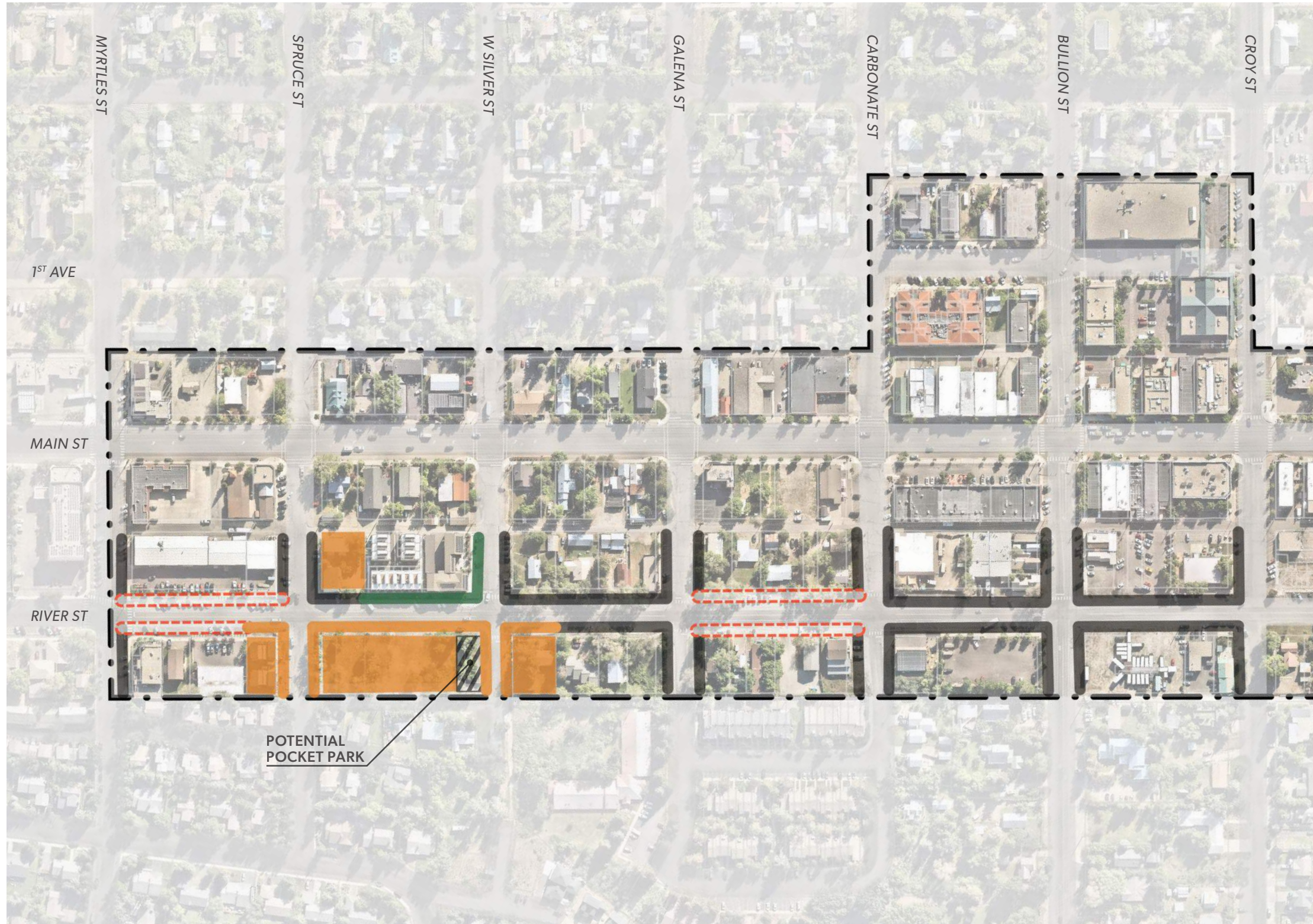
10. Hop Porter Park Enhancements Phase 1
11. Lions Park Enhancements Phase 1
12. Pocket Parks

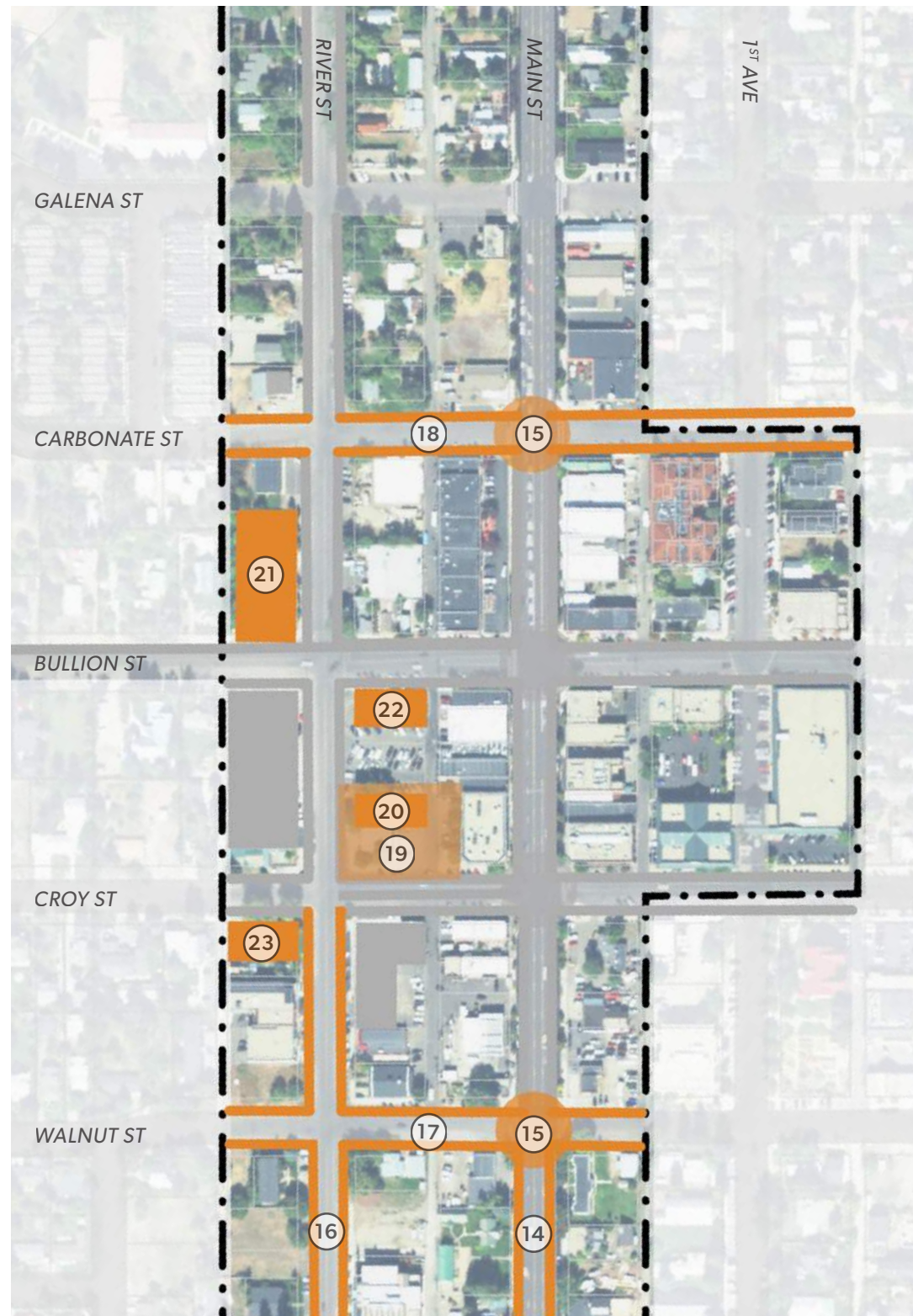
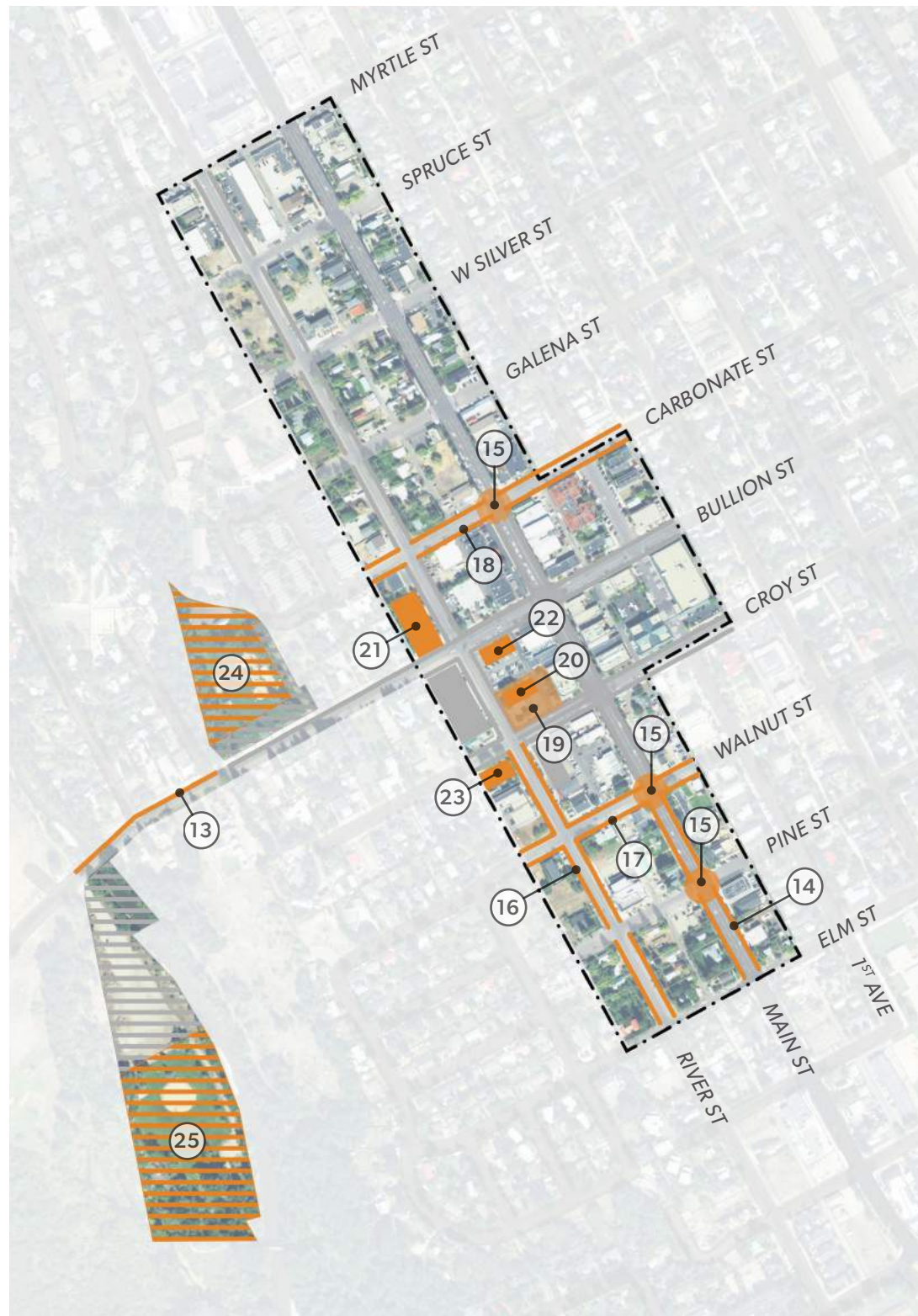


PHASE 1 RIVER STREET ENHANCEMENTS PLAN

This plan identifies segments of River Street that have been marked for improvement in Phase 1 of this master plan and provides details of the current status of streetscape enhancement projects in this corridor.

- 1) Completed
- - - 2) Striped
- 3A) To Be Completed by Private Developers
- 3B) To Be Completed by City/URA
- - - Study Area boundary





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
- Study Area boundary

Streetscape Enhancements

- 13. Bullion St Promenade Phase 2
- 14. Main St Enhancements Phase 2
- 15. Main St Crossing Enhancements Phase 2
- 16. River St Enhancements Phase 2
- 17. Walnut St Enhancements
- 18. Carbonate St Enhancements

Development

- 19. Town Center Plaza
- 20. Civic Building
- 21. Parking Deck Development at River St & Bullion St
- 22. Development Opportunity at Bullion St & River St
- 23. Development Opportunity at River St & Croy St

Parks

- 24. Hop Porter Park Enhancements Phase 2
- 25. Lions Park Enhancements Phase 2





PHASE 3 IMPLEMENTATION PLAN

Phase 3 continues to expand the streetscape enhancements on Main Street to the area extents at Galena Street and Myrtle Street. Galena, Silver, Spruce, and Myrtle Streets are to be improved to meet the side street design standards. New developments increase activity on the east side of town.

- Potential Development Parcels
- Streetscape Enhancement Projects
- Study Area boundary

Streetscape Enhancements

- 26. Main St Enhancements Phase 3
- 27. Main St Crossing Enhancements Phase 3
- 28. 1st Ave Enhancements
- 29. Pine St Enhancements
- 30. Galena St Enhancements
- 31. Silver St Enhancements
- 32. Spruce St Enhancements

Development

- 33. Development Opportunity at Main St & Croy St
- 34. Development Opportunity at Bullion St & 1st Ave
- 35. Development Opportunity at 1st Ave
- 36. Development Opportunity at River St & Walnut St

IMPLEMENTATION MATRIX

The Implementation Matrix lists opportunity projects recommended in this Master Plan and provides details for each. The numbered projects from the Phased Implementation Plans correlate to the numbers in the Implementation Matrix.

Item	Project	Notes	Target Year	Lead/Partner
Phase 1				
1	Bullion St Promenade Phase 1	Provide a protected multi-use pathway from Main St to Hop Porter Park; line with planters featuring Japanese Tree Lilacs and understory plantings; install specialty furnishing zones per plan.	2023 - 2028	URA/Public Works
2	Main St Enhancements Phase 1	3 blocks between Walnut St & Carbonate St: provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distances; expand planters and plant consistent Hybrid Elm or American Linden trees with silva cells; install consistent street furnishings and street lighting.	2023 - 2028	URA/Public Works
3	Main St Crossings Phase 1	Crossing at Main St & Bullion St: implement curb bulbs to shorten crossing distance and enhance crosswalks. Crossing at Main St & Croy St: install HAWK, implement curb bulbs to shorten crossing distance and enhance crosswalks.	2023 - 2028	Public Works
4	River St Enhancements Phase 1	5 blocks between Croy St & Myrtle St: provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distances; provide protected bike lanes; install planters with silva cells and plant consistent Northern Acclaim Honey Locusts along streets and Swamp White Oaks at curb bulbs; install consistent street furnishings and street lighting; provide outdoor cafe space at mixed use development and public art at curb bulbs.	2023 - 2028	URA/Public Works/private developer
5	Croy Festival St	1 block between Main St & River St: install specialty paving, plantings, and street furnishings using materials consistent with the future Town Center Plaza; install removable bollards to safely shut down the festival street for events.	2023 - 2028	URA/Public Works
6	Croy St Enhancements	3 blocks between the alley west of River St & 1st Ave: provide safety enhancements by implementing consistent sidewalks with protected bike lanes and curb bulbs at all intersections to shorten crossing distance; expand planters and plant consistent Swamp White Oak trees with silva cells; install consistent street furnishings and street lighting.	2023 - 2028	URA/Public Works
7	Bullion St Enhancements	3 blocks between the alley west of River St & 1st Ave: provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance; expand planters and plant consistent Swamp White Oak trees with silva cells; install consistent street furnishings and street lighting.	2023 - 2028	URA/Public Works
8	Development Opportunity at River St & Bullion St	Construct mixed use development with open, active storefronts; retail/commercial ground floor with housing above.	2023 - 2028	URA/private developer
9	Development Opportunity at River St & Croy St	Construct mixed use development with open, active storefronts; retail/commercial ground floor with housing above.	2023 - 2028	URA/private developer
10	Hop Porter Park Enhancements Phase 1	Enhance park with reconfigured parking, entry, and a new connection to the Bullion St Promenade.	2023 - 2028	Public Works
11	Lions Park Enhancements Phase 1	Enhance park with river access, recreational amenities, reconfigured parking, and native landscape restoration; preserve existing ball field.	2023 - 2028	Public Works/WRLT
12	Pocket Parks	Construct a small urban "pocket park" to enhance livability and provide usable outdoor space for area residents along River St. Determine appropriate programs and amenities to be included.	2023 - 2028	URA/Public Works

Item	Project	Notes	Target Year	Lead/Partner
Phase 2				
13	Bullion St Promenade Phase 2	Provide a protected multi-use pathway from Hop Porter Park to Lions Park; line with planters featuring Japanese Tree Lilacs and understory plantings; install specialty furnishing zones per plan; create new pedestrian crossing over Big Wood River; install plaza crossings at bridge per plan.	2029 - 2033	URA/Public Works
14	Main St Enhancements Phase 2	2 blocks between Walnut St & Elm St: provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distances; expand planters and plant consistent Hybrid Elm or American Linden trees with silva cells; install consistent street furnishings and street lighting.	2029 - 2033	URA/Public Works
15	Main St Crossing Enhancements Phase 2	Crossings at Main St & Carbonate St, Main St & Walnut St, and Main St & Pine St: provide safety enhancements by implementing curb bulbs at all intersections to shorten crossing distances and enhancing crosswalks.	2029 - 2033	Public Works
16	River St Enhancements Phase 2	3 blocks between Croy St & Elm St: provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distances; provide protected bike lanes; install planters with silva cells and plant consistent Northern Acclaim Honey Locusts along streets and Swamp White Oaks at curb bulbs; install consistent street furnishings and street lighting; provide outdoor cafe space at mixed use development and public art at curb bulbs.	2029 - 2033	URA/Public Works/ private developer
17	Walnut St Enhancements	3 blocks between the alley west of River St & 1st Ave: provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance; expand planters and plant consistent Swamp White Oak trees with silva cells; install consistent street furnishings and street lighting.	2029 - 2033	URA/Public Works
18	Carbonate St Enhancements	3 blocks between the alley west of River St & 1st Ave: provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distance; expand planters and plant consistent Swamp White Oak trees with silva cells; install consistent street furnishings and street lighting.	2029 - 2033	URA/Public Works
19	Town Center Plaza	Create a new civic plaza with specialty paving, planters, furnishing, and art features; renovate Hailey City Hall entry; provide art feature at curb bulb; install parking with retractable bollards; provide service parking; install specialty paving across alley.	2029 - 2033	URA/Public Works
20	Civic Building	Construct new civic building in Town Center Plaza.	2029 - 2033	URA/private developer
21	Parking Deck Development at River St & Bullion St	Construct mixed use parking deck with active retail/commercial storefronts at ground floor.	2029 - 2033	URA/private developer
22	Development Opportunity at Bullion St & River St	Construct mixed use development with open, active storefronts; retail/commercial ground floor with housing above.	2029 - 2033	URA/private developer
23	Development Opportunity at River St & Croy St	Construct mixed use development with open, active storefronts; retail/commercial ground floor with housing above.	2029 - 2033	URA/private developer
24	Hop Porter Park Enhancements Phase 2	Enhance park with a new pavilion, stage, and event lawn.	2029 - 2033	Public Works
25	Lions Park Enhancements Phase 2	Complete park enhancements, extending through area that currently holds ball fields.	2029 - 2033	Public Works/WRLT

Item	Project	Notes	Target Year	Lead/Partner
Phase 3				
26	Main St Enhancements Phase 3	4 blocks between Carbonate St & Myrtle St: provide safety enhancements by implementing consistent sidewalks and curb bulbs at all intersections to shorten crossing distances; expand planters and plant consistent Hybrid Elm or American Linden trees with silva cells; install consistent street furnishings and street lighting.	2034 - 2043	URA/Public Works
27	Main St Crossing Enhancements Phase 3	Crossings at Main St & Spruce St, Main St & Silver St, and Main St & Galena St: implement curb bulbs to shorten crossing distance and enhance crosswalks. Crossing at Main St & Maple St: install HAWK, implement curb bulbs to shorten crossing distance and enhance crosswalks.	2034 - 2043	URA/Public Works
28	1st Ave Enhancements	1 block between Carbonate St & Bullion St: provide safety enhancements by implementing an enhanced mid-block crossing and curb bulbs at intersections to shorten crossing distances; expand planters and plant consistent street trees with silva cells; install consistent street furnishings and street lighting.	2034 - 2043	URA/Public Works
29	Pine St Enhancements	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; expand planters and plant consistent Swamp White Oak trees with silva cells; install consistent street furnishings and street lighting.	2034 - 2043	URA/Public Works
30	Galena St Enhancements	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; expand planters and plant consistent Swamp White Oak trees with silva cells; install consistent street furnishings and street lighting.	2034 - 2043	URA/Public Works
31	Silver St Enhancements	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; expand planters and plant consistent Swamp White Oak trees with silva cells; install consistent street furnishings and street lighting.	2034 - 2043	URA/Public Works
32	Spruce St Enhancements	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; expand planters and plant consistent Swamp White Oak trees with silva cells; install consistent street furnishings and street lighting.	2034 - 2043	URA/Public Works
33	Development Opportunity at Main St & Croy St	Construct mixed use development with open, active storefronts; retail/commercial ground floor with housing above.	2034 - 2043	URA/private developer
34	Development Opportunity at Bullion St & 1st Ave	Construct mixed use development with open, active storefronts; retail/commercial ground floor with housing above.	2034 - 2043	URA/private developer
35	Development Opportunity at 1st Ave	Construct mixed use development with open, active storefronts; retail/commercial ground floor with housing above.	2034 - 2043	URA/private developer
36	Development Opportunity at River St & Walnut St	Construct mixed use development with open, active storefronts; retail/commercial ground floor with housing above.	2034 - 2043	URA/private developer

APPENDIX



Agency Communications Summary

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

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.

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.



Bicycle and Pedestrian Crossing Enhancement

Date: August 15, 2023
Client: City of Hailey
Project name: Hailey Downtown Master Plan
Project no: W3Y13802
Prepared by: B. Roberts; Daren Fluke
Copies to: Brian Yeager, Mark Sindell

999 W. Main St
Suite 1200
Boise, ID 83702
United States

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.

○ **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.



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
Prepared by:	Chris Pylant, Jacobs	www.jacobs.com

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.

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.

5. Operational Analysis

5.1 Existing Conditions

As shown in 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 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 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.

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 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	-	-	-	-

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.

6. References

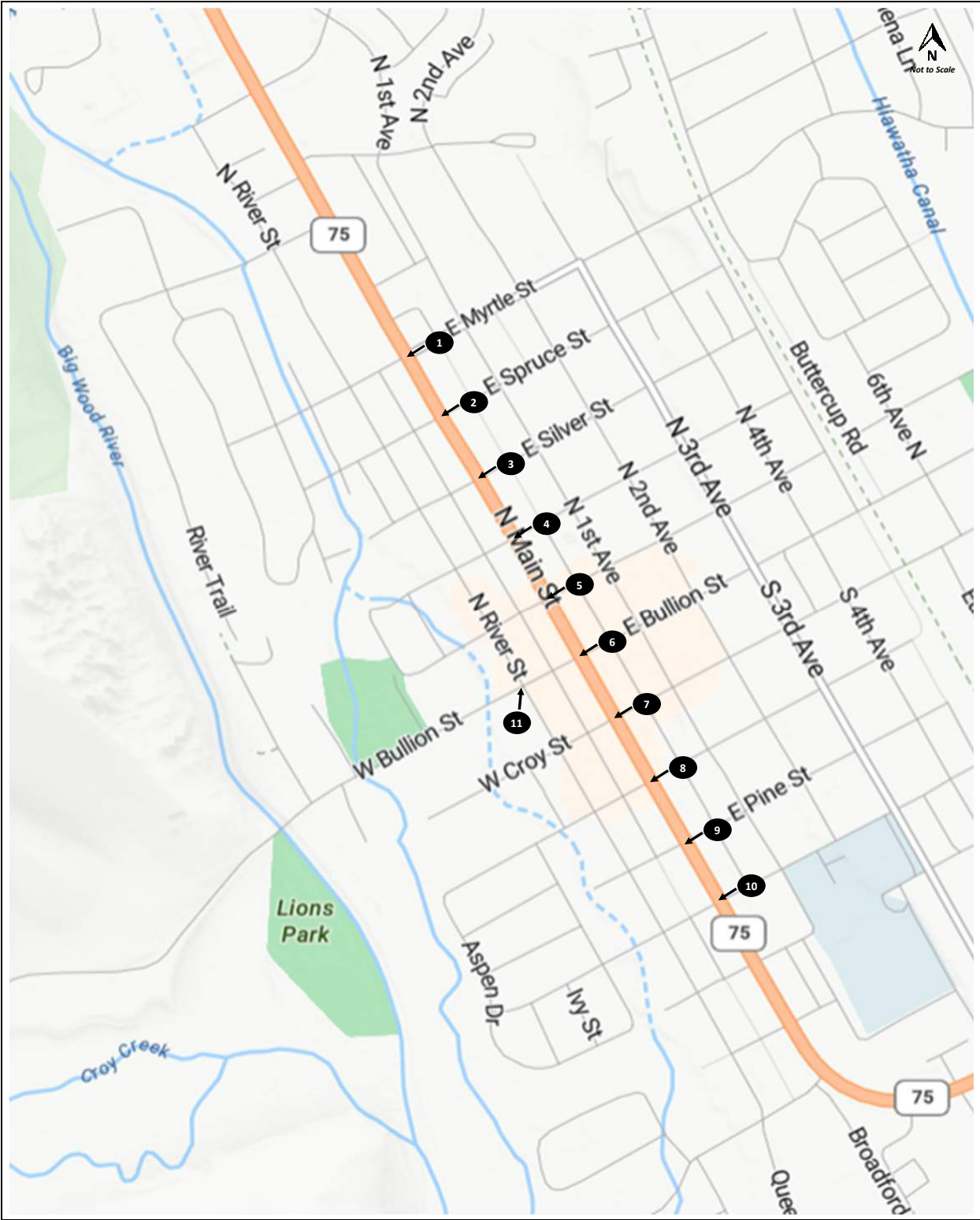
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Sidra Solutions. n.d. Sidra Intersection 9.1. <https://www.sidrasolutions.com/software/sidra-intersection>.

Trafficware Group Inc. 2017. Synchro® Signal Timing and Analysis Software Version 11. <https://www.trafficware.com/synchro-studio.html>.

INTERSECTION VOLUME STUDY

PROVIDED BY JACOBS



<p>1 Main Street & Myrtle Street</p> <table border="1"> <tr> <td>15 13 10</td> <td>1625 1417 1090</td> <td>45 39 30</td> <td>25 0 25</td> <td>33 0 33</td> <td>38 0 38</td> </tr> <tr> <td>8 0 30</td> <td>7 0 26</td> <td>5 0 20</td> <td>15 20 23</td> <td>525 683 788</td> <td>40 52 60</td> </tr> </table>	15 13 10	1625 1417 1090	45 39 30	25 0 25	33 0 33	38 0 38	8 0 30	7 0 26	5 0 20	15 20 23	525 683 788	40 52 60	<p>6 Main Street & Bullion Street</p> <table border="1"> <tr> <td>53 46 35</td> <td>1425 1235 950</td> <td>68 59 45</td> <td>35 70 195</td> <td>46 91 254</td> <td>53 105 293</td> </tr> <tr> <td>113 113 68</td> <td>98 98 59</td> <td>75 75 45</td> <td>45 59 68</td> <td>490 637 735</td> <td>50 65 75</td> </tr> </table>	53 46 35	1425 1235 950	68 59 45	35 70 195	46 91 254	53 105 293	113 113 68	98 98 59	75 75 45	45 59 68	490 637 735	50 65 75
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<p>LEGEND</p> <p>PM Peak Hour Turning Movement Volumes: XX = 2023 Existing Conditions scenario XX = 2034 No Build / 2034 Build scenarios XX = 2044 No Build / 2044 Build scenarios</p> <p>Higher volumes are shaded orange.</p>																									
<p>11 River Street & Bullion Street</p> <table border="1"> <tr> <td>30 26 20</td> <td>150 130 100</td> <td>90 78 60</td> <td>40 40 60</td> <td>52 52 78</td> <td>60 90 60</td> </tr> <tr> <td>30 75 23</td> <td>26 65 20</td> <td>20 50 15</td> <td>20 26 30</td> <td>100 130 150</td> <td>85 111 128</td> </tr> </table>		30 26 20	150 130 100	90 78 60	40 40 60	52 52 78	60 90 60	30 75 23	26 65 20	20 50 15	20 26 30	100 130 150	85 111 128												
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