



**Urban Land  
Institute**

**Advisory Services Program**

# Parkway Neighborhood

**GARDEN CITY, IDAHO  
ULI ADVISORY SERVICES**

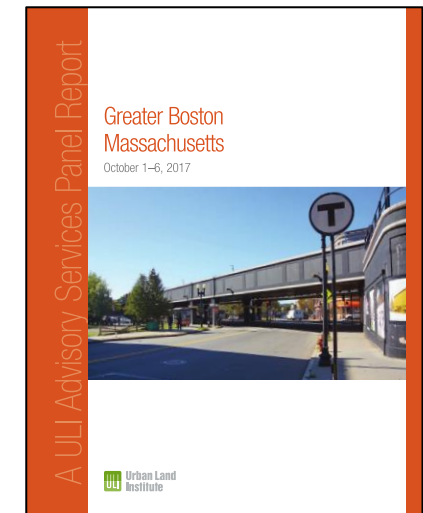
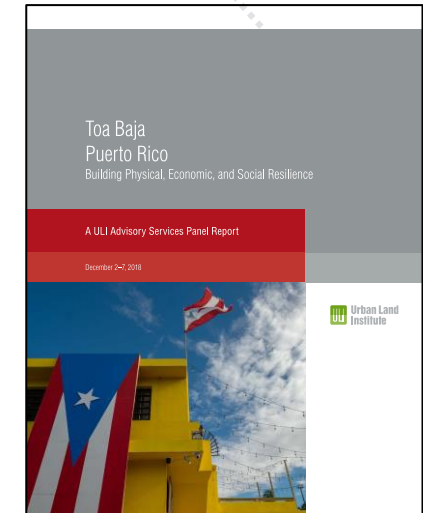
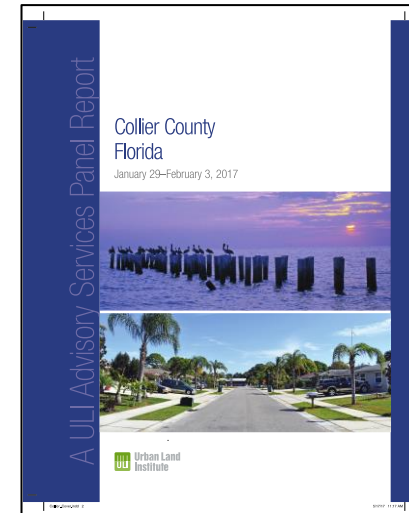
**AUGUST 21-26, 2022**

Credit: DSG

# About the Urban Land Institute

**ULI Mission:** *To shape the future of the built environment for transformative impact in communities worldwide*

- A multi-disciplinary membership organization with more than 45,000 members in private enterprise and public service
- What the Urban Land Institute does:
  - Conducts Research
  - Provides a forum for sharing of **best practices**
  - Writes, edits, and publishes **books** and **magazines**
  - Organizes and conducts **meetings**
  - Directs outreach programs
  - Conducts **Advisory Service Panels**



## ADVISORY SERVICE PANELS

Since 1947, ULI's Advisory Services Program have helped more than 700 communities find independent, strategic, and practical solutions for the most challenging land use issues.



# Thank you to our sponsors!





## Thank you everyone else!

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# ULI Panelists and Staff

Selected for their subject matter expertise to provide **objective, volunteer** recommendations

## Chair

**Christopher Kurz**

Linden Associates, Inc.  
Baltimore, Maryland

**Erwin Andres**

Gorove Slade  
Washington, DC

**Agnès Artemel**

Artemel & Associates Inc.  
Alexandria, Virginia

**Alexandra Elias**

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**Emily Rogers**

MRWM Landscape Architects  
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**Geeti Silwal**

Perkins&Will  
San Francisco, California

## ULI Staff

**Barbra Gustis**

Director, Advisory Services and Key  
Leaders

**Deborah L. Myerson**

Project Manager/Contractor for ULI  
Myerson Consulting

# Panel Assignment

*The fundamental question posed to the Advisory Services Program Panel:*

What elements are relevant for the creation of a Master Plan for the Parkway Neighborhood in Garden City?



Photo Credit: Deborah Myerson



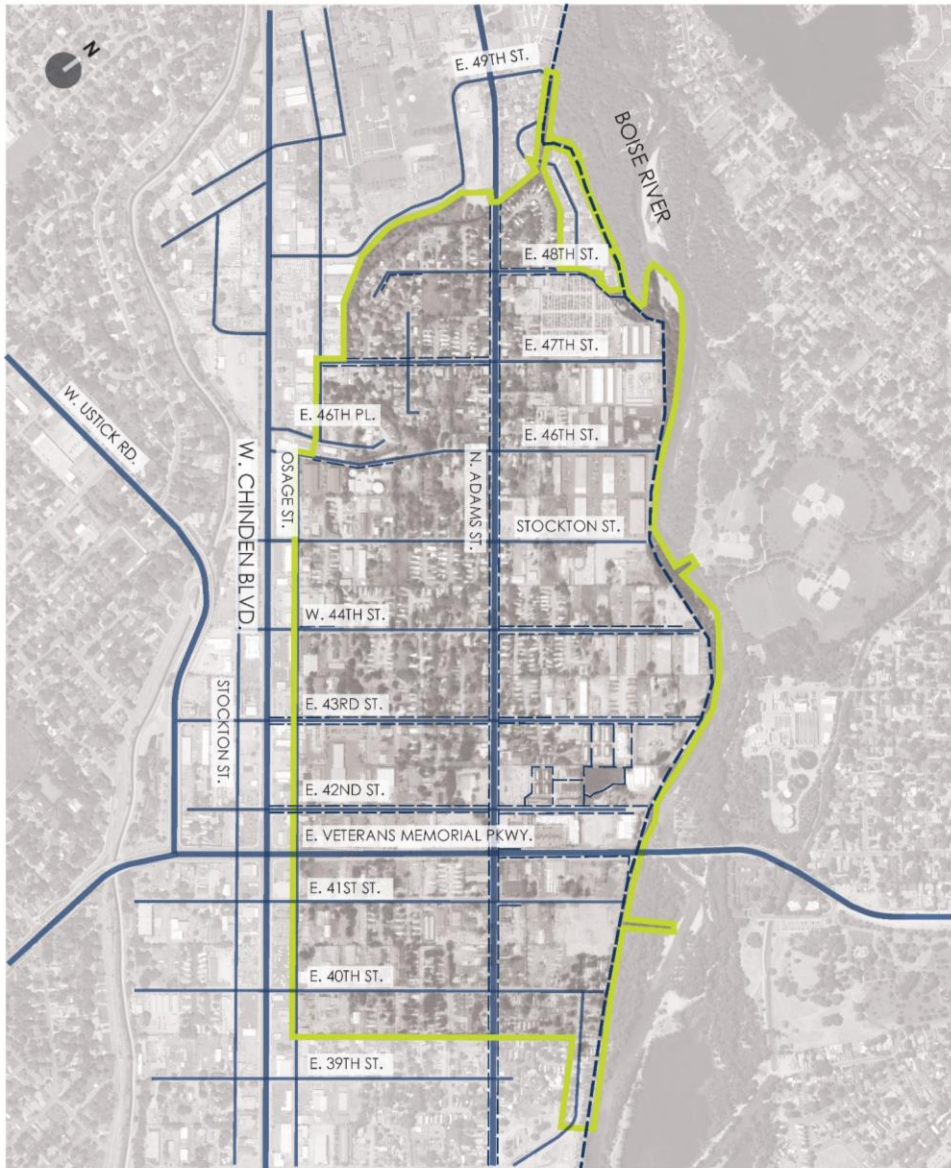
# Panel Assignment

## Specific Questions to the Panel:

1. **CIRCULATION:** What would be the best approach to address circulation, with the goal of increasing mid-block access to various modes of transportation?
2. **ADAMS STREET:** How can Adams best be utilized as a catalyst for engagement with the neighborhood?
3. **PARKING:** What parking code/ratio would be ideally suited to the goals of the neighborhood?
4. **LAND USE:** Is a mixed-use grid appropriate for the neighborhood? What are the current market economics that are facing Garden City?
5. **MIXED DENSITY:** How do we push development to include smaller spaces around hubs of high density?
6. **AFFORDABILITY:** What can we do to push affordability into the neighborhood?
7. **PARK SPACE:** How do we effectively add in the most open and park space into various areas within the neighborhood?
8. **SUSTAINABILITY:** How do we sustainably use the natural resources of the area? What can we do to enhance the neighborhood environment?
9. **ECONOMIC, SOCIAL, AND CULTURAL:** What steps help to strengthen economic prosperity for residents and businesses? How do we promote social and cultural inclusion in this neighborhood?

# Parkway Neighborhood

## Study Area Map



- Garden City is essentially built out, but is in the process of infill development east of Glenwood. The City is becoming increasingly popular, and the east end is of the highest valued property in the valley.
- In 2006 there was a large planning effort in the form of a new comprehensive plan and subsequent supportive zoning.
- History of land use has evolved several times over the past several decades. The City is trending towards economical and viable development but is open to transforming the land use map again to achieve an ideal flexible zoning pattern.

# Business Approach to Governance

Garden City, Idaho Aug. 21-26, 2022

- Profit
- Leverage
- Speed
- Predictability



Photo Credit: Deborah Myerson



# *The Growth of Garden City*

# A Point in Time

- Confluence of events creating an opportunity
  - Market forces
    - Work from home
    - Tech/innovation
  - Efforts to create new and improved parks
  - Popularity of Greenbelt
  - Rapid growth in Boise metropolitan area
  - Changed demographics lead to interest in bikeways, walkability
  - Critical mass of wineries and breweries
  - Flourishing arts district
  - Involved businesses
  - Units under construction and in pipeline



Photo Credit: Agnès Artemel

# Factors influencing land use in Garden City

- Demand for new housing
- Developer interest
- Availability of redevelopable parcels
- Younger population has different needs and wants
- Upcoming change in land use of large parcels
- Pending changes to Federal flood plain maps
- Conditions for development – speed of approval, consistency and reliability of development process



*New housing differs considerably from existing housing in the study area;  
Photo Credit: Agnès Artemel*

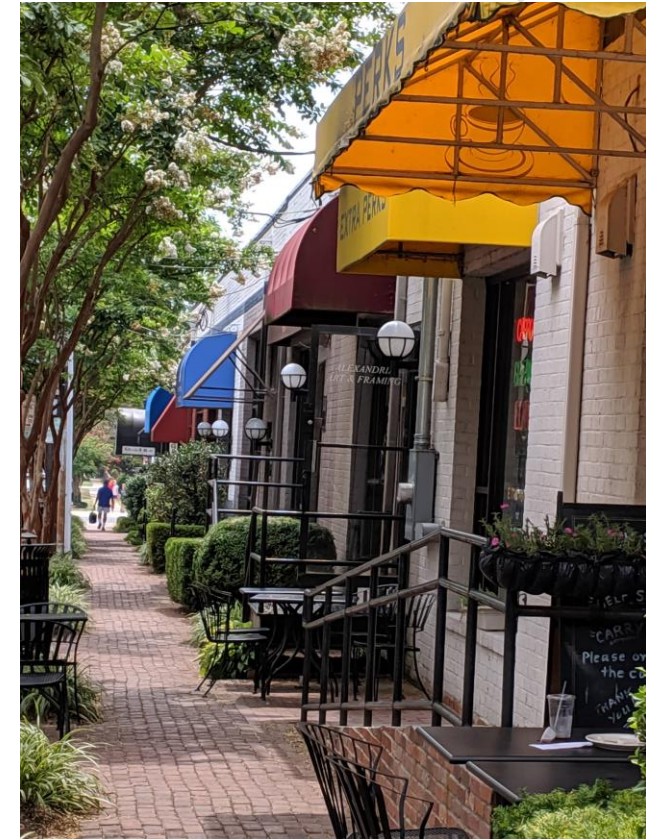


# Market Factors

- Housing Types
- Housing affordability
- Retail
- Office space
- Industrial



*Hyperlocal retail: Push and Pour*



*Adaptive reuse of industrial space*

*Photo Credit: Agnès Artemel*

# Vision for the Future

- Mix of uses
- Mix of housing types
- Affordability to a range of income levels
- Walkability with improved pedestrian safety
- Better connectivity among parcels and to the waterfront
- Improved flood control
- Better maintenance of Greenbelt shores and vegetation
- A beautiful, safe, healthy, and friendly community in which to live, work, play, and experience the good things life has to offer

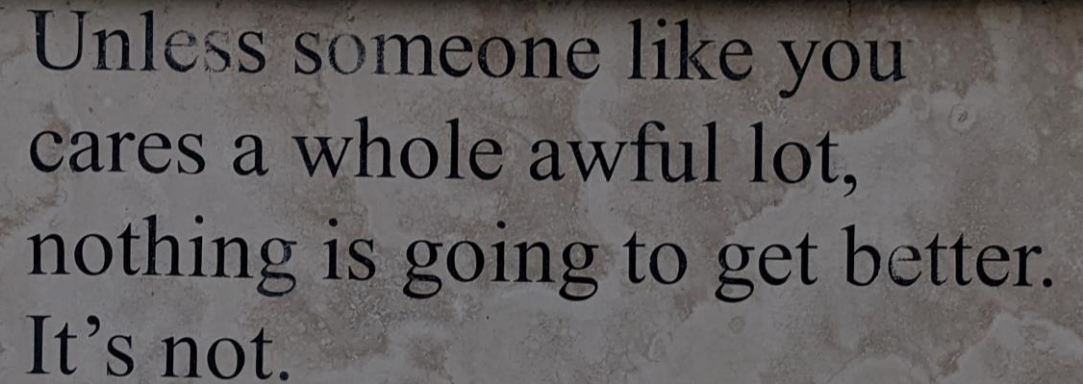


*Photo Credit: Agnès Artemel*



# The Time is Now

- Factors are aligned
- Market forces can change quickly
- It is important to be proactive in order to manage change and benefit from it
- Panel recommendations provide a vision and a roadmap
- Seize the moment



Unless someone like you  
cares a whole awful lot,  
nothing is going to get better.  
It's not.

The Lorax by Dr. Seuss™ and © Dr. Seuss Enterprises, LP 1971  
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*Photographed at the Idaho Anne Frank Human Rights Memorial*

*Photo Credit: Agnès Artemel*



# Mix of Land Uses & Density Floodplain Management

## Mix of Land Uses & Density

Allow an **eclectic mix of uses and intensity** to intentionally create diverse experiences in the district and enable a unique, vibrant, inclusive 10-minute **live-work-create-recreate neighborhood**.

1. Existing industrial fabric is mixed with existing and new mixed-use housing developments.
2. Retail is currently clustered on Chinden Boulevard leaving pockets of underserved areas.
3. A large supply of trailer homes provides naturally occurring affordable housing (NOAH) in the Study Area.



# Mix of Land Uses & Density

## Current Conditions

Garden City, Idaho Aug. 21-26, 2022

### Housing & Bike Amenities



### Community Services



### Industrial & Recreational Amenities





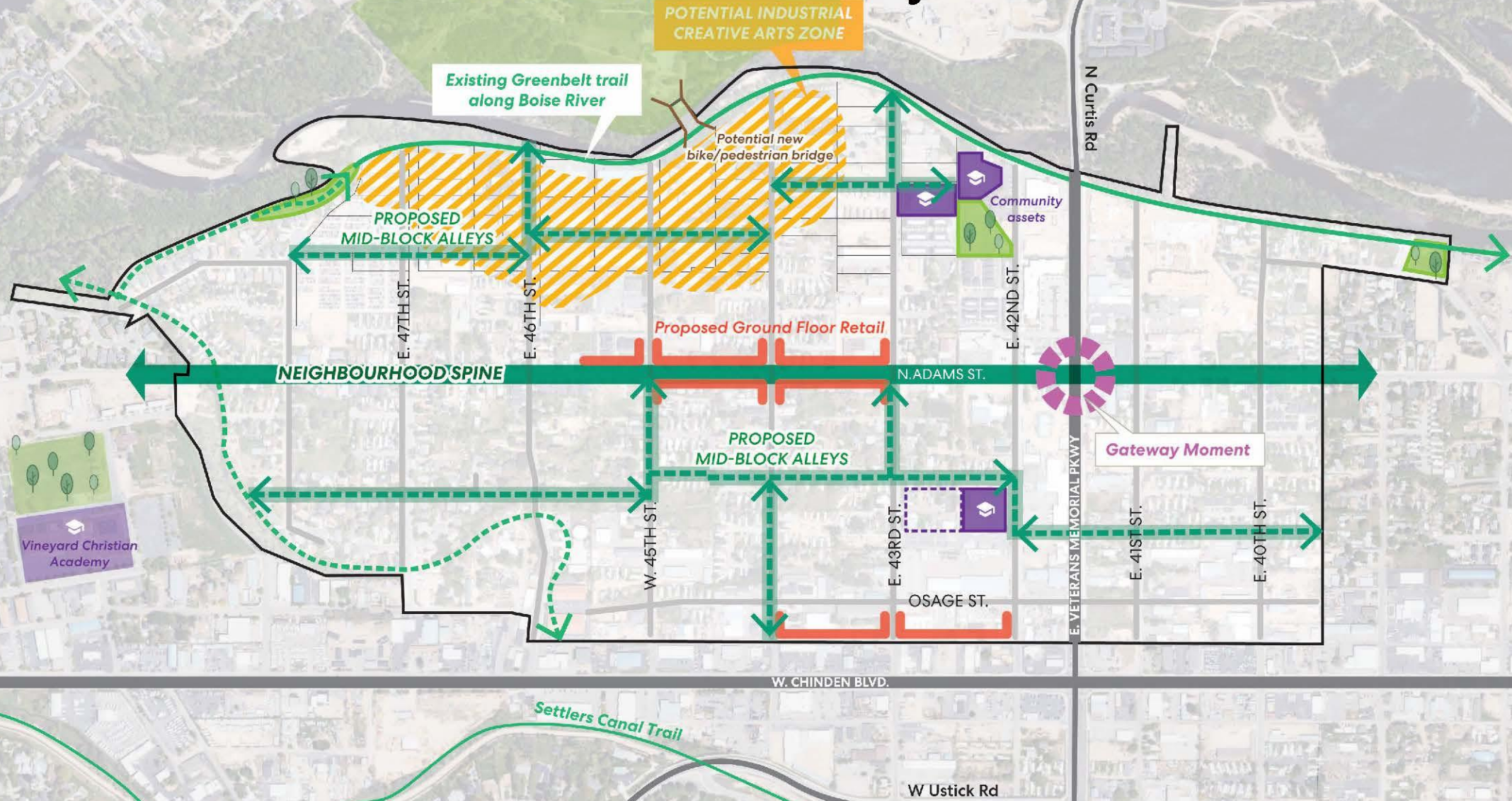
# Vision for the Future – A Connected Community

Willow Lane Park & Athletic Complex





# Vision for the Future – An Eclectic Community

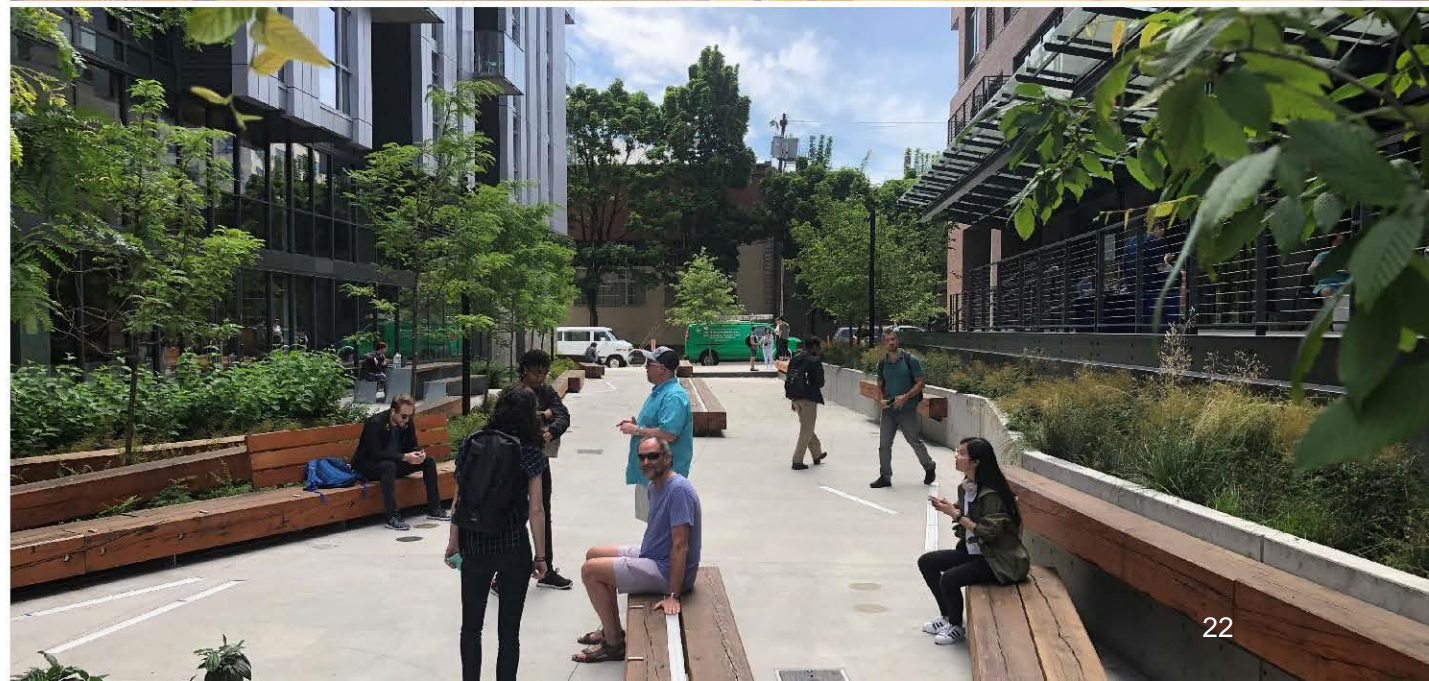




## Mix of Land Uses & Density

# Vision for the Future

- Create a new “main street” environment of higher density on segment of Adams Street between 42nd and 44th Streets.
- Identify activity focus areas on Osage (potentially 43rd to 45th) and additional potential activation nodes along the Greenbelt.
- Look for opportunities to create pedestrian walkways/paths through the long blocks that utilize the existing 15’ ditch easements or are setbacks along the long edge of parcel. These could be moments of serendipitous discovery through the neighborhood.





## Mix of Land Uses & Density

# Vision for the Future

- Mix of income and housing typologies: senior housing/tiny homes – affordable housing/workforce housing.
- Retain and refurbish industrial fabric for makers spaces, incubators, start-ups, creative offices to maintain an eclectic density of commercial spaces and job opportunities for a true live-work-create-recreate neighborhood.
- Determine height zones in the C2 zone to enable predictability of future developments and to consider trade-offs that enable community benefits as new private developments come online.



## Mix of Land Uses & Density Implementation

**Develop a detailed area/specific/neighborhood plan for an effective way to implement a thoughtful and holistic vision for the Study Area.**

- Ensure a calibrated mix of uses that preserves the industrial fabric and character while accommodating mixed use development and neighborhood services/amenities.
- Deliver a mixed-income, multi-generational, choice of different commercial and industrial spaces for an inclusive future for the neighborhood.



## Environmental Resiliency

Establish a **holistic ecological approach** for district-wide stormwater treatment and floodplain mitigation to help improve interim resiliency of the district and invite nature in the city to **re-establish Garden City's identity**.

1. **Stormwater drainage issue**

2. **Lack of clarity on how to navigate water rights regulations and infrastructure**

3. **Study area is in the historic 100-year floodplain**



## Environmental Resiliency

# Vision for the Future

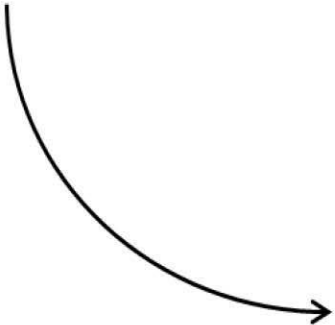
- Intentionally encourage tree canopy and biodiversity.
- Identify potential zone/parcels that could host a multi-purpose stormwater collection, treatment and infiltration area while acting as a neighborhood park and an open space amenity.
- Integrate open space design moves to develop strategies that enhance the south edge of Boise River and improve the district's interim capacity to mitigate flood. Strategies.





## Environmental Resiliency Implementation

**In addition to the City's work already underway in collaboration with the U.S. Army Corps of Engineers, the following efforts are valuable for interim stormwater and flood management**

- 
- The City in partnership with private stakeholders, Stormwater Management District, should formulate a comprehensive district-wide stormwater management plan.
  - The City in partnership with the community and stakeholders should develop a Vision Plan Framework for the Study Area to identify an integrated open space + flood mitigation landscape design strategies.

# Parks and Open Space



# Parks and Open Space

## The Greenbelt

- **An enviable cultural and natural resource**
- **Significant economic engine for Garden City**
- **Critical quality of life amenity**
- **"Street life" created by new development**
- **Wide range of users and activities from dawn to dusk**

## BUT...

- **Many access points are unclear**
- **User conflicts are increasing**
- **Use will continue to increase**



# Parks and Open Space

## Greenbelt Improvements

- 1. Treat the Greenbelt like a regional park rather than just a trail.**
- 2. Connect resources: build a bridge to Willow Lane Athletic Complex.**
- 3. Seize opportunities to layer compatible uses such as stormwater management and flood control with open spaces.**
- 4. Well-designed and maintained public spaces make residential density attractive and livable.**

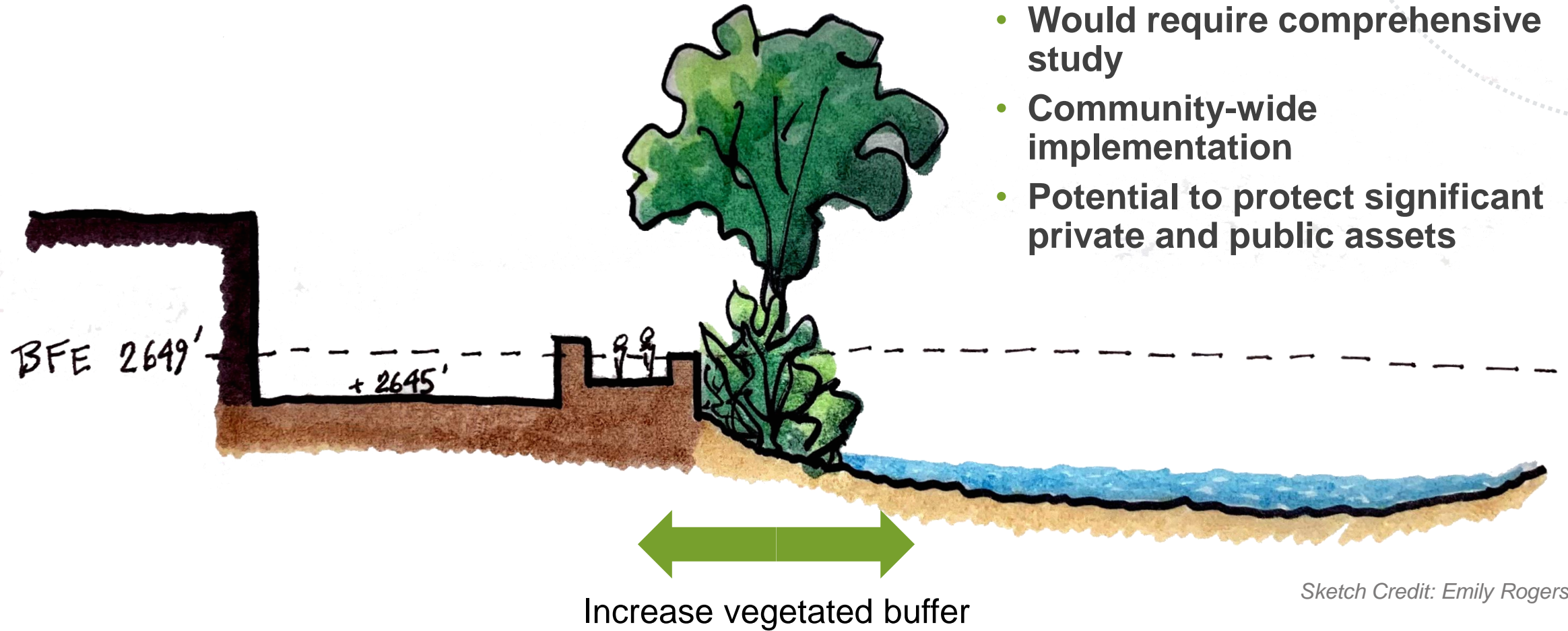


*Photo Credit: Emily Rogers*



# Parks and Open Space

Greenbelt as Levee



*Sketch Credit: Emily Rogers*

# Parks and Open Space

## Adams Street Node



Sketch Credit: Emily Rogers



# Parks and Open Space

## Street-End Connections

1. **Safe access for maintenance vehicles, emergency services, and school bus turn-around**
2. **Clear access points for users**
3. **User comfort and safety amenities**
  1. **Eddys**
  2. **Benches**
  3. **Shade**
  4. **Bike parking**
  5. **Litter receptacles**
  6. **Drop-off and Pick-up lane**
  7. **Flexible event space**



# Parks and Open Space

## Recommendations

- ❑ Implement the **existing Parks Master Plan**.
- ❑ Ask developers profiting from the trail to help **maintain it, elevate it, and widen it**.
- ❑ Provide voluntary incentives to build **Privately Owned Public Spaces (POPS)** that provide amenities and add to life on neighborhood streets.
- ❑ Encourage the development community to **directly support parks** through impact fees, voluntary contributions, and/or incentives.
- ❑ Increase **community health and wellbeing** by providing parks so every resident can walk to one in 5-10 minutes.
- ❑ Pursue **grants** such as the Land and Water Conservation Fund, and numerous other funding sources to purchase land, build new parks, and enhance existing parks.





# Housing and Affordability

# Affordable Housing

## Current Conditions

- Changing demographics/high growth
- “Naturally affordable” is going away.
- Willing developers have provided affordable housing
- Increasing land costs create challenges for future affordable projects
- Lack of attention to senior housing and accessible housing for all physical abilities
- Other cities in the region have programs to actively create affordable housing



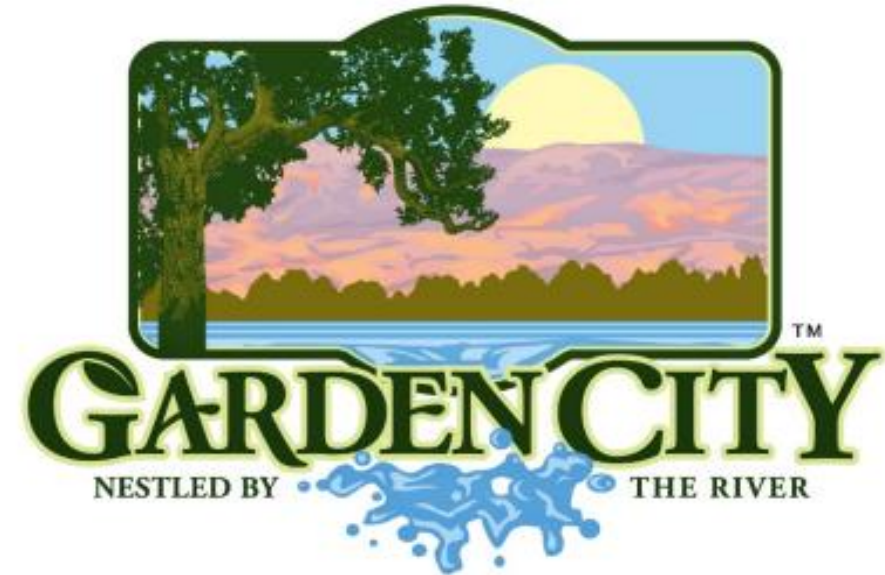
*Photo Credit: Alexandra Elias*



# Affordable Housing

## The Vision

- Density is acceptable
  - Balanced approach in product mix
  - Housing for all
  - Vibrant Environment with amenities
  - Garden City Comprehensive Plan
- Goal:** *Diversity of Housing*
- Action Step: Create a Housing Commission



## Garden City Comprehensive Plan

# Create a Housing Commission

As Contemplated in the Garden City Comprehensive Plan

- Quantify potential future development capacity in study area
- Assess potential loss of housing units
- Investigate best practices
- Create workable development incentives to encourage affordable housing
- Leverage relationships with local partners
- Consider incentives for the provision of universally accessible and senior housing
- Design a program to creatively achieve new affordable units and present the program to City Council.



Photo Credit: Alexandra Elias



# Increase Housing Stability for Current Mobile Home Residents

Assist Residents with Affordable Housing Options and/or Relocation



# Incentives

## A Regulatory Tool: Density/Development Programs

Additional development rights in exchange for Community Benefits:

- Affordable housing
- 3-bedroom units for families
- Urban open space
- Employment uses (or preservation of industrial buildings)
- Public parking
- Direct payment for higher density
- Transfer of development rights



*Photo Credit: Brett VA/Flickr*



# Incentives

## Community Benefits Produced

### Downtown San Diego (Adopted 2006):

- 40% of eligible development projects used bonus
- 24% of development projects used more than one bonus
- Payment for density bonus most popular
- \$10m raised for parks and right of way enhancements
- 377 affordable housing units produced using the Affordable Housing Bonus
- Almost 2,500 additional units produced as "bonus" over a 10-year period



*Credit: Cortez Hill Apartments – Community Housing Works*

# Transportation & Parking



# Transportation & Parking

## Introduction

- Focus potential growth with multi-modal resources
- Take advantage of biking and walking resources and culture
- City should consider potential entitlement and zoning changes
- Walkable communities thrive with more accessible amenities and services



Photo Credit: Erwin N. Andres



Photo Credit: Erwin N. Andres

# Transportation & Parking

## Pedestrian, Bicycle & Transit Issues

- Unconnected sidewalk network
- Potential for overcrowding on the Greenbelt
- Only two Boise River pedestrian/bicycle connections
- Existing transit only available on Chinden Boulevard



Photo Credit: Erwin N. Andres



Photo Credit: Erwin N. Andres



# Transportation & Parking

## Pedestrian, Bicycle & Transit Recommendations

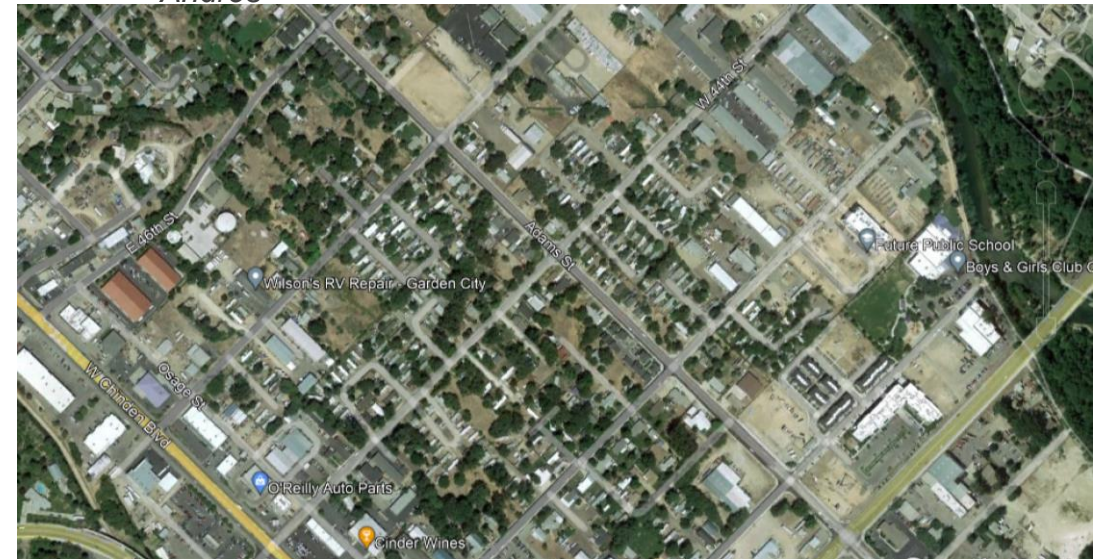
- Continue requesting sidewalks with infill developments
- Implement east-west protected facility on Adams Street
  - Osage Street **not** recommended – business access, limited width and sight lines
  - Adams Street sewer project can be coordinated
- Coordinate with City of Boise with potential ped/bike bridge
- Coordinate with ACHD, VRT, Compass
- Promote micro-mobility and rideshare



Photo Credit: Erwin N. Andres



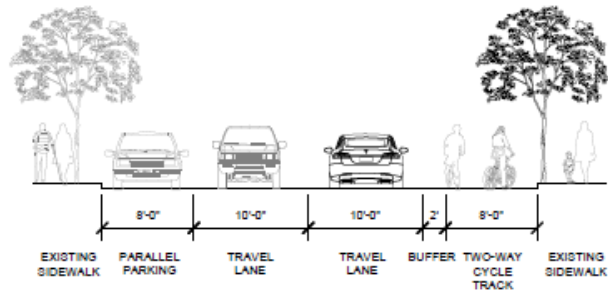
Photo Credit: Erwin N. Andres



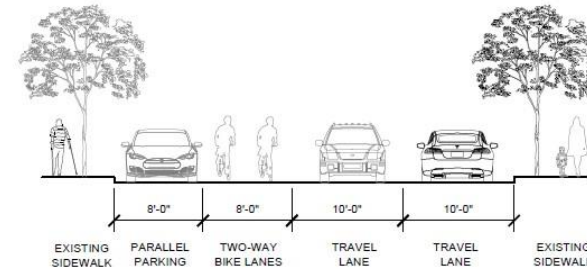
Credit: Google Earth

# Transportation

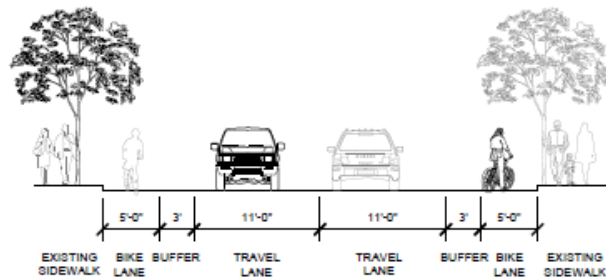
## Adams Street Options



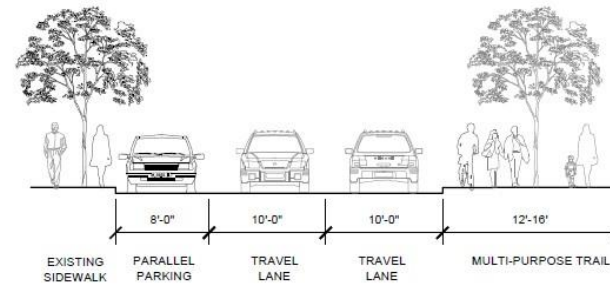
ADAMS STREET - OPTION ONE



ADAMS STREET - OPTION THREE



ADAMS STREET - OPTION TWO



ADAMS STREET - OPTION FOUR



# Transportation & Parking

## Parking Recommendations

- Recommend reduced multi-family parking ratio of 1:1 unit
  - Trail-oriented development
  - Greenbelt bike traffic and City bike zoning support biking benefit
  - Zone north of Adams Street to the Greenbelt recommended (~ ¼ mile from the Greenbelt)
- Consider shared parking and public parking feasibility studies



*Photo Credit: Erwin N. Andres*



*Photo Credit: Erwin N. Andres*

# Transportation & Parking

## Traffic & Circulation Issues

- East-west vehicular connectivity is limited for north-south blocks
  - Osage Street to Adams Street = ~1,400'
  - Adams Street to Greenbelt= 800' – 1,500'
    - Inefficient around-the-block vehicular circulation
    - Not pedestrian-friendly, should be ~300'-400'
- North-south terminals at the Greenbelt
- School operations contribute to congestion



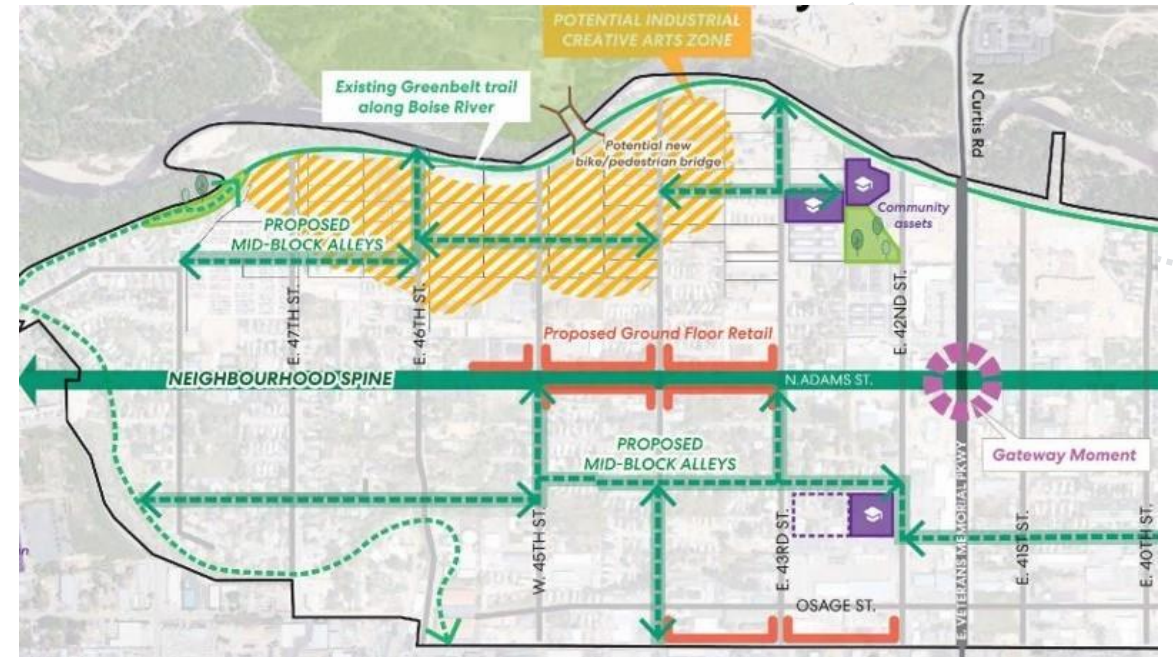
*Credit: Google Earth*



# Transportation & Parking

## Traffic & Circulation Recommendations

- East-west access easements when specific parcels are redeveloped
  - Garden City should develop a **Street Master Plan**
  - Easements can be pedestrian only (10' wide) or small streets (20' wide)
- Implement cul-de-sacs/hammerheads at Greenbelt terminals
- Prepare a School Transportation Management Plan (TMP)
- Upgraded school pedestrian facilities (curb extensions, raised crosswalks)



Credit: Perkins & Will

# Placemaking and Implementation



## Needed Studies and Plans

- Traffic study and Street Master Plan
- Bikeways and pedways plan
- River access management plan (Fire Department access, better access and connectivity for recreational users, pedestrians, bicyclists)
- Study feasibility of extending the urban renewal district or create a new one
- Water resource management plan
- Affordable housing master plan



Photo Credit: [Bernd Klutsch](#) on [Unsplash](#)

# Financing Sources

- Federal
  - FEMA BRIC
  - Infrastructure Bill
  - Low Income Housing Tax Credit
  - Community Development Block Grants
  - RAISE
  - Reconnecting Communities
- State
  - Idaho Workforce Housing Fund
- Local
- Private Sector/Foundations



Photo Credit: Deborah Myerson



# Potential Partners

- **Social and Housing:** St. Luke's and St. Alphonsus; Garden City Urban Renewal Agency
- **River's Edge:** nonprofit to maintain Greenbelt; property owners
- **Economic Development:** Boise Valley Economic Development, Chamber of Commerce, Garden City Visitors Bureau
- **Arts:** Visual Arts Collective, individual artists, Placemaking Fund
- **Transportation:** ACHD, Valley Regional Transit, Boise Bicycle Project, COMPASS
- City of Boise
- Boise State University



# Creating a Stakeholder Alliance

- Membership organization
- Composed of stakeholders: business, developers, property owners, HOAs, individuals
- Multiple purposes – safety, connectivity, arts, redevelopment support, placemaking
- Major stakeholders should assemble small group to think through mission, goals, funding, business plan




Logo of a 3-year old placemaking alliance



# Placemaking

- Collaborative process to influence the public realm
- Physical, cultural and social identity of a community
- Strengthens connection between people and the places they share
- Allows for fine-tuning the living and working environment of a community



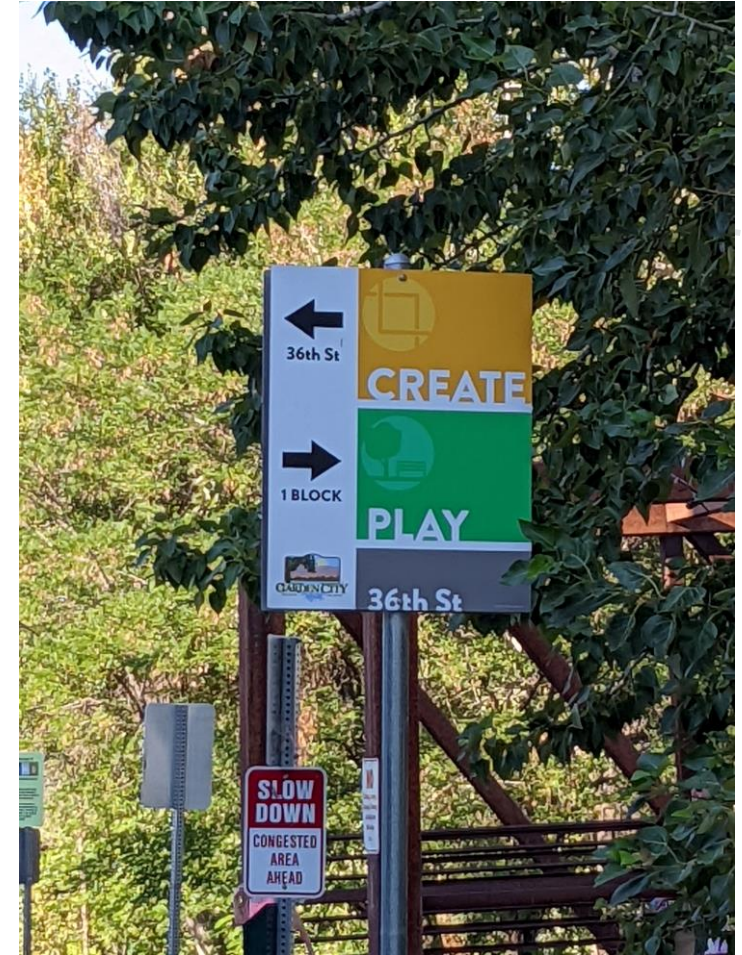
"Old Town North is a neighborhood bursting with artistic energy, culture, recreation and convenience. The nexus between the rich historical fabric of Old Town and many of the most sought after modern amenities in the region, it's a vibrant community that offers something for everyone."

- Austin Flajser, President & CEO, Carr Companies

# Identity

Create a positive image for Garden City and the study area

- Name, tag line
- Signage design
- Use of select materials
- Lighting



Establishing identity through signage, materials, and street furniture

*Photo Credits: Agnès Artemel*



## Potential Themes

- Winery/brewery
- Arts
- Riverfront recreation
- Entertainment
- Health and walkability
- Gardens and landscaping

Three identities are reflected here: food and beverage; gardens and landscaping, and riverfront entertainment

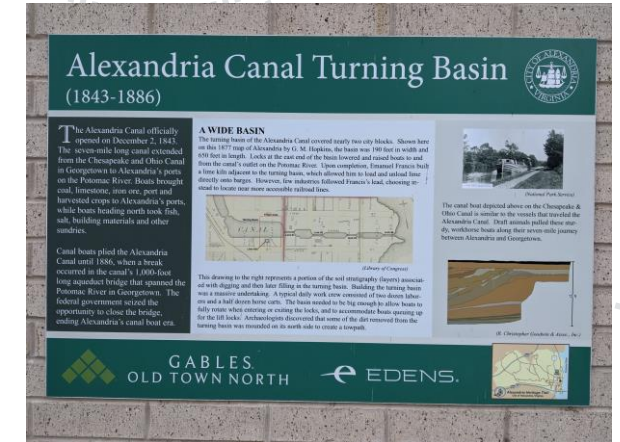
*Photo Credit: Agnès Artemel*





# Activation

- History tour
- Arts tour (galleries, studios, public art, sculptures, murals)
- Entertainment (music and concerts)
- Expand Farmers Market to new Main Street
- Children's games
- Expand waterfront sports
- Install piers/viewing platforms from Greenbelt to river



Concerts, farmers market, and history are represented here

*Photo Credits: Agnès Artemel*



# Activation

- Expanded programming of happy hours, festivals, yoga in the park, etc.
- Popups
- Outdoor dining/streateries
- Parklets
- Food truck rodeo
- Public art



Yoga in the park, quiet contemplation, and public art

*Photo Credits: Agnès Artemel*

# What's Next?

- How do we manage change and benefit from it?
  
- A Timeline – Short term actions:
  - Increase capability to handle increased workload
  - Initiate talks with potential partners
  - Review comprehensive plan for implementation tasks that haven't been carried out yet
  - Establish the recommended Housing Commission
  - Initiate needed plans (traffic studies, Streets Master Plan, Stormwater Management)
  - Apply for grants for infrastructure



# Leadership and Governance

# Change!!!

## NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:





# Challenge for Communities

Managing for today...



*Photo Credit: Barbra Gustis*

and for tomorrow...

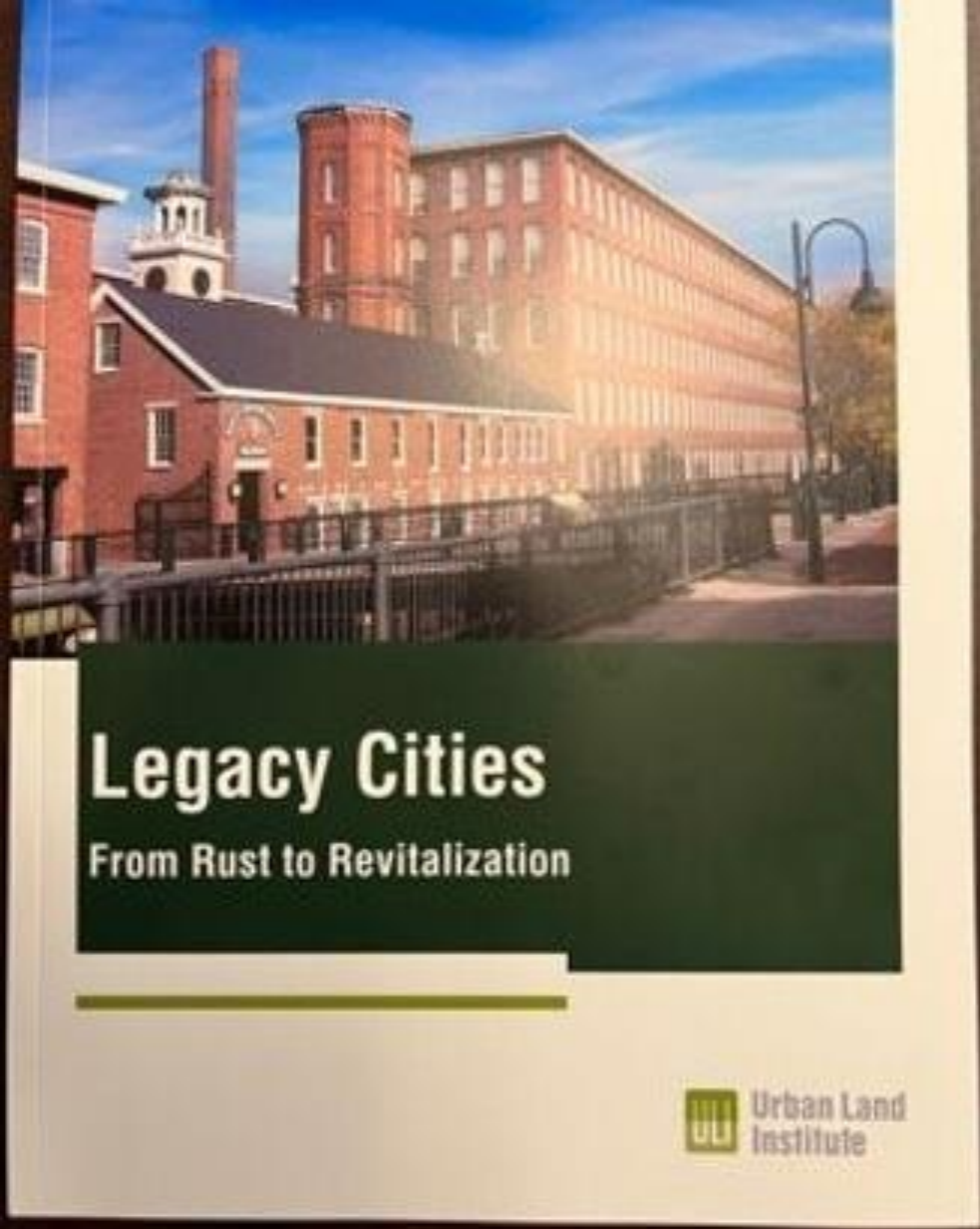


*Photo Credit: Agnes Artenel*

# What do you want Garden City to be?

## A strategic vision

- Intentional
- Aspirational
- Market-driven
- Inclusive





## Cities that will succeed

- Think Strategically
- Dynamic Leadership
- Strong Partnerships
- Entrepreneurial spirit for funding
- Smart Staff
- Design Excellence



*Music Hall in Cincinnati's Washington Park  
Photo Credit: ULI, Legacy Cities*



*Greenville, SC  
Photo Credit: ULI*



# Investing for Growth

- More efficient permitting process
- Use of impact fee waivers for public improvements
- Two new staff positions in the Planning Department:
  - Empowered to develop and manage the strategic vision and partnerships for Garden City
  - Empowered with an entrepreneurial mindset to pursue financing with partners, grant writing and identifying public funds



Historic 4th Ward Park, Atlanta, GA; Photo Credit: ULI



# The most powerful person in a community... ...is the translator



ULI Advisory Services Program Panel; Photo Credit: ULI

Q&A

Thank you!

<http://www.uli.org/advisoryservices>