Idaho Center Specific Area Plan Survey Results

The City of Nampa is developing a Specific Area Plan for land around the Idaho Center. The plan is meant to create a vision for the area including future land uses, zoning, transportation enhancements, and may include design guidelines. In order to identify key issues for the area a survey was sent out to property owners and businesses within the draft boundary in November of 2014. In total 107 surveys were completed.

Summary of Comments

Several themes emerged from the Idaho Center Specific Area Plan survey. Many respondents appreciate the variety of businesses which currently exist in the area as well as freeway access. Even more survey respondents would like to see additional developments particularly restaurants, retail, hotels, and family entertainment in the area. Transportation improvements and congestion were by far the most commonly identified issues. Pedestrian, bicycle and streetscape enhancements were also desired.

Survey Questions

Question 1 & 2 – *Does the draft boundary match your vision for the Idaho Center Planning Area?*

Survey respondents were asked if the draft boundary matched their vision for the Idaho Center planning area.

- 72% of the survey respondents answered yes.
- 22% answered no.

Concerns about the proposed boundary include the following:

Boundary Concern	Staff Response
6 respondents felt that the boundary is too large particularly on the east end. Two suggested that Star Road be the Boundary. Others felt that if the boundary remains large the name should change.	Thank you for your comments. The boundary was drawn to be larger then the Idaho Center core in order to address transition land uses from residential neighborhoods on the boundary and between the commercial, civic and industrial land uses in the interior. The boundary was also meant to encompass land that is likely to develop due to planned transportation improvements and identified master planning. The Technical Advisory Committee will consider names for this planning area.
2 respondents felt that the boundary should include more residential property especially Rosebriar (Cherry Lane Meadows) and Kensington Subdivision.	Thank you for your comments. Existing residential land was primarily left out of the boundary because it is extremely unlikely to change use in the future and district identification measures are more likely to be utilized along commercial or industrial corridors.
The east boundary should extend to McDermott to the north and south of Franklin	Thank you for your comment. Extending the boundary to include this section will be proposed to the Technical Advisory Committee.

Two felt that the boundary should not include CWI or land to the north.	CWI was included because it is a major destination in the area and consideration of surrounding land uses and transportation should not only benefit CWI but also the surrounding area. Additionally, CWI has recently developed a Master Plan which will be considered in this current process to hopefully align the City's plans with CWI's plans.
The boundary should extend a bit past Cherry to ensure that the road is widened to accommodate CWI and Idaho Center traffic.	Thank you for your comments. We will look into this idea.
5 respondents felt that the area should not include the golf course.	The State of Idaho has developed a conceptual master plan for the Southwest Idaho Treatment Center campus that includes the existing golf courses. Their vision includes a mixed use redevelopment. The purpose of including this land in the Idaho Center Specific Area Plan is to tie the treatment center vision into the surrounding area with transportation and land use.
The boundary should come south of St. Al's along 39th to Garrity.	Thank you for your comment. We will look into this idea.
The southern boundary should follow the freeway with the exception of St. Al's and the Nampa Gateway Center.	Thank you for your comment. We will look into this idea.
The boundary should be fully along Cherry, McDermott and the Freeway extensions.	Thank you for your comment. We will look into this idea.

<u>Question 3</u> – *What do you like about the area of town including and surrounding the Idaho Center?*
Business diversity and access to the freeway were identified as the most liked attributes of the area. The variety and number of each response is listed below.

- Variety of places to eat, and shop, diverse businesses (28)
- Ease of access from the freeway (17)
- Nothing (11)
    - I wish development wasn't happening here it is too crowded and noisy (5)
    - Not enough to do in the area (2)
    - Traffic is bad (1)
    - Don't like that the City pays for the Idaho Center (1)
- Entertainment at Ford Idaho Center (7)
- Open spaces/ Green space (6)
- Agricultural feel (6)
- Golf Courses (5)

- CWI (4)
- Limited/ Smooth Traffic (4)
- Slow pace of development – spread out development (2)
- Smart Development – keeping development in specific area (2)
- Good Infrastructure (2)
- Industry (1)
- Proximity to health care (1)
- Easy parking options (1)

Question 4 – *In your opinion, what attributes would you most like to see in this district? Please mark your top three choices.*
When asked to identify the most important attributes to have in the district, additional visitor related development was the most common choice. Sidewalks or trails and streetscape improvements were a close second. The variety and number of each response is listed below in priority order.

1. Additional development, such as hotels, visitor services and restaurants, that is compatible and supportive of major landowners. (47)
2. Sidewalks or trails that connect district destinations (41)
3. Streetscape improvements (i.e. trees, benches, pedestrian style lighting) (41)
4. Enhanced public transportation (32)
5. Additional roadway connections to district destinations like the Idaho Center and College of Western Idaho (28).
6. Enhanced appearance of development along major streets. (25)
7. Economic development focused on agriculture (15)
8. District identification in the form of signage and art (13)
9. Additional office space (3)
10. Other (25)
    a. City Parks (5)
    b. Better traffic flow (3)
    c. Sit down restaurants (5)
    d. Trees to block noise and natural landscaping (2)
    e. Hotels (20
    f. More apartments and housing options for students (1)
    g. Code enforcement and incentives for filling vacant office space (1)
    h. Large sidewalk under the freeway to connect the Idaho Center and Nampa Gateway Center. (1)
    i. Convention facilities (1)
    j. Another grocery store (1)
    k. RV rally development, parking with 3 point hookups, parking for 300-400 RV's (1)
    l. Nothing (1)
    m. More stores, not automotive dealers (1)
    n. Amusement park (1)
    o. An auditorium district (1)
    p. Idaho Center

i. Additional event parking (1)
ii. Expand equestrian uses at horse park (1)

Question 5 – *What are the top issues facing the district/ area? Please list up to 5 in priority order.*
Survey respondents overwhelmingly listed transportation, traffic and congestion issues as top priorities. All of the listed priorities are identified below; the number in parenthesis reflects priority, an individual's 1st priority was multiplied by 5 while their 5th priority was multiplied by 1.

- Traffic, Transportation, Congestion (231)
  - Wider road for event ingress and egress – east out of Franklin entrance
  - Idaho Center Blvd. Congestion
  - Freeway access – New Robinson Road ramp evaluated
  - Interchange at McDermott and Robinson
  - Medians block ease of traffic
  - Turn lanes on Franklin between Idaho Center and Star Rd. are too short
  - Bottleneck at Cherry and Idaho Center
  - Synchronize signal lights along Idaho Center
  - More access on side roads
  - Access to Chinden
- More development especially restaurants, hotels and shopping (106)
- Pedestrian improvements (52)
- Idaho Center Improvements/ Changes Needed (49)
- Overdevelopment (33)
- More park space needed and corridor landscaping (27)
- Noise and smell from (Sorrento, Amalgamated) and impact on development (24)
- Smart cohesive development that is utilized (20)
- Agriculture – maintain and incorporate with new development (15)
- Enhanced building and corridor design/ appearance (15)
- Code Enforcement (15)
- Noise from Idaho Center (14)
- Public Transportation Needs (13)
- More jobs (13)
- Road Maintenance (12)
- Worsening infrastructure – installation of sewer, water, irrigation (11)
- Community buy-in to proceed (8)
- Move Canyon County fair to the Idaho Center area (8)
- Affordable housing (7)
- Taxes (7)
- Nice bar (6)
- Gateway Center redesign and space occupancy (5)
- Family entertainment venues (5)
- Another grocery store besides Wal-Mart (4)
- Pollution (3)

- Signage (3)
- Dry cleaner (2)
- CWI – build more classrooms (2)

More detailed descriptions of the identified top issues are listed below under their priority. The numbers in these parentheses are not multiplied.

First priority

- Traffic, Transportation, Congestion (29)
- More development especially restaurants, hotels and shopping (7)
- Overdevelopment (4)
- Agriculture – maintain and incorporate with new development (3)
- Idaho Center – Management, noise, poor performance (3)
- Road maintenance (2)
- Taxes are too high and expense of Idaho Center (2)
- Sorrento Lactalis smell and conflict with future development (2)
- Need better public transportation (2)
- More park space needed (2)
- Need more jobs (2)
- Grow equestrian facility (1)
- Not walkable (1)
- Ugly commercial appearance (1)
- Lack of will to proceed (1)
- Gateway center redesign and space occupancy (1)
- Code enforcement needs (1)
- Noise (1)

Second Priority

- Traffic, Transportation, congestion (15)
- More sidewalks, trails, walking paths to connect destinations (7)
- More development especially restaurants, hotels and retail (5)
- Smart Development that is utilized, cohesive, incentives for existing business to expand (4)
- Noise, noise at Sorrento and from interstate (3)
- Landscaping and beautification – especially the Garrity on/ off ramp (2)
- Move Canyon County fair to the area (2)
- Worsening infrastructure and installation of water/ sewer infrastructure (2)
- Buildings restrict views (1)
- Safety/ fire risks from old structures and weeds (1)
- Another grocery store besides Walmart (1)
- Need upgrades at the Idaho Center facility (1)
- More affordable housing (1)
- Parking (1)

Third Priority

Traffic, Transportation, Access (7)

- Improved pedestrian access (4)
- Sit down restaurants (3)
- Noise Control (3)
- More shopping opportunities (3)
- More park space (2)
- Nice bar (2)
- Full service hotel (2)
- Non-uniform design of business, public space, no common theme, higher quality development (2)
- Weed control (2)
- Increased pollution (1)
- Too many stores (1)
- Too many people (1)
- Community buy-in on the area (1)
- Lack of public transportation (1)
- More employment (1)
- Family entertainment venues (1)
- Affordable/ student housing (1)
- Irrigation (1)

Fourth Priority

- Idaho Center parking and concerns with fee (3)
- Aesthetic improvements – trees, lights (2)
- Neighborhood safety and pedestrian safety (2)
- Land use/ recruitment strategy for vacant property (2)
- Back door access to the Idaho Center (1)
- Utilize the Idaho Center more frequently (1)
- Improve traffic flow and egress from the parking lot (1)
- More destinations not car dealerships (1)
- Signage (1)
- Keep open spaces – native plants & wildlife habitat (1)
- Speeding vehicles (1)
- Street maintenance (1)
- Pedestrian connections (1)
- Hotel access (1)
- Smell from cheese and sugar beet factory (1)
- Dry cleaner (1)
- CWI – build more classrooms (1)
- Urban Sprawl (1)

Fifth Priority

- Underdevelopment, not enough retail, not much to do in the area (3)

- Restaurants/ sit down dining (2)
- Hotels (2)
- Road safety for vehicles and pedestrians (1)
- Congestion (1)
- Too much development (1)
- Event signage along the interstate (1)
- Taxes (1)
- Idaho Center parking (1)
- Public park with amenities (1)

Question 6 – *What type of job opportunities and businesses would you like to see in the Idaho Center District?*

Restaurants and retail were the most desirable job and business opportunities.

- Sit down restaurants (27)
- More retail (19)
- Hotels (7)
- Tourism/ Family Entertainment (7)
- Local businesses (5)
- Nothing (5)
- Grocery stores (4)
- Idaho Center enhancements (4)
- Village in Meridian model (3)
- Medical (3)
- Agricultural (3)
- Professional (3)
- Technology (3)
- Living wage jobs (3)
- Lower unemployment (3)
- Night club/ Nice bar (2)
- Post Office (2)
- Jobs for students (2)
- Industrial jobs (2)
- Corporate businesses (2)
- Jobs related to CWI degrees (1)
- Education jobs (1)
- Offices, bank (1)