



Urban Land  
Institute

Idaho

# Sustainable Downtown Development

presentation to  
COMPASS Board Retreat  
May 17, 2010

- Introduction and Background – L. Ed Miller
- Develop a Common Vision - Gary Allen
- Focus and Prioritize - Gary Allen
- Partnerships - Craig Slocum
- Nurture Residential Living - Derick O’Neill
- Execute and Follow Through - JoAnn Butler
- Next Steps - Bob Taunton

- A non –profit research and education organization
- 30,000 members worldwide in 90 countries
- ULI Idaho established in 2004
- ULI Idaho membership is 162 (80% in the Treasure Valley)
- Mission: *Providing non-partisan volunteer leadership in the responsible use of land and in creating and sustaining thriving communities.*

# Background on the Sustainable Downtown Project Development

- 2009 Mayor's Forum
- ULI Task Force created in Fall 2009
- Task Force of 19 ULI members
- Financially supported by the cities of Boise, Garden City, Eagle, Star and Nampa
- Community interviews with 95 individuals in all communities
- Today is a preview of the study's findings and recommendations

# Why are Downtowns Important?

- Heart and souls of our communities
- Historic, economic, and cultural identity
- Each Treasure Valley Downtown is unique

- A range of findings and recommendations
- Not city specific
- Some recommendations more suited to one city than others
- Most findings and recommendations have application to all

# Sustainable Downtown Development Task Force

## Co-chairs

L. Ed Miller, Givens Pursley, LLP  
Frank Martin

## Market Conditions & Potential Team

D. Derick O'Neill, O'Neill Enterprises/United Way  
P. Eric Davis, Retail West Properties  
Michael Hormaechea, RMH Company  
George Iliff, Colliers International  
Alan Marino, Thornton, Oliver, & Keller

## Planning & Design Team

Craig Slocum, CSHQA, a Professional Assoc.  
Thomas Zabala, ZGA Architects and Planners  
Stan Cole, Cole Architects  
Sherry McKibben, U of I Depart. of Architecture

## Development Strategies Team

Gary Allen, Givens Pursley, LLP  
William Clark, Clark Development  
Scott Schoenherr, Rafanelli and Nahas  
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## Implementation Team

JoAnn C. Butler, Spink Butler, LLP  
Phillip Kushlan, Capital City Development Corp.  
Rob Perez, Western Capital Bank  
Rachel Winer, Idaho Smart Growth

## ULI Idaho Chair

Robert Taunton, Taunton Consulting

## ULI Idaho Coordinator

Diane T. Kushlan

- Get public and private sectors on the same page
- Build on existing efforts at visioning and collaboration
- Create a downtown action group
- Get public buy-in
- Keep information current
- Each city needs a catch-phrase such as “Destination Downtown”



- Identify assets
- Overcome challenges to implementation
- Make small things happen to break the ice
- Create a single success story to build on

- Develop greater expertise, perspective and knowledge
- Prioritize public-private partnerships and support those existing partnerships
- Cities must be an active participant, not just a spectator

# Nurture Residential Living Opportunities

- Create a sense of place
- Provide a variety of housing options
- Demographic changes are powerful indicators
- Protect close-in neighborhoods
- Every project is different
- Strategic thinking to direct inventory is important

- Champion Downtown quality of life/drive demand
- Improve Downtown infrastructure
- Provide financial incentives
- Facilitate downtown entitlements
- Prepare Downtown land for development

# Next Steps

- Mayors Forum June 10<sup>th</sup>, Boise City Hall
- ULI long term commitment to support next steps