Northeast Nampa Gateway District Specific Area Plan
Public Review Draft
December 2016

Acknowledgments

Mayor
Robert L. Henry

City Council
Paul Raymond
Darl Bruner
Kelly Gibbons
Sandi Levi
Randy Haverfield
Bruce Skaug

Planning and Zoning Commission
Lance McGrath
Chad Gunstream
Steve Kehoe
Ron Van Auker, Jr
Harold Kropp
Bret Miller
Adam Hutchings
Victor Rodriguez
Peggy Sellman

Planning & Zoning Staff
Norman Holm, Director
Robert Hobbs, Assistant Director
Karla Nelson, Community Planner
Sylvia Mackrill, Administrative Operations Manager
Christopher Daly, Planner I
Shellie Lopez, Administrative Assistant

Northeast Nampa Gateway District
Technical Advisory Committee

Bob Bond, Eastgate Business Park
Clair Bowman, City of Nampa Public Works
Norm Brown, Idaho Center Commission
Robin Collins, City of Nampa Economic Development
Thayne Fisher, Auto Mall
Jeff Flynn, CWI
Patricia Gordon, Rocky Mountain Management
Doug Holly, Idaho Center Commission
Beth Ineck, City of Nampa Economic Development
Lyndon Johns, Resident
Debbie Kling, Nampa Chamber of Commerce
Paul Maisy, Resident
Sue Marostica, Idaho Cutting Horse Association
Brian McClure, City of Meridian
Carl Miller, COMPASS
Mitch Minnette, CWI Foundation
Sonja NaPier, DDR-Gateway Development
Patricia Nilsson, Canyon County
Scott Nunes, TMCO
Richard Orton, ODE LLC
Richard Parcells, Resident
Janet Parker, Resident
Grant Peterson, Auto Mall
Tim Savona, Idaho Center
Olga Tijerina-Menchaca, Washington Trust Bank
Mark Wasdahl, Idaho Transportation Department
Wendy York, Sorrento Lactalis

Prepared By
Karla Nelson, Community Planner
City of Nampa, Planning Department
411 Third Street South
Nampa, Idaho 83651
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Summary
The Northeast Nampa Gateway District is changing. Today, the district is in-part defined by large tracts of undeveloped or agricultural land. By the year 2040, the district is expected to be fully developed with employment, education, health care, shopping and entertainment style development. Major anchor institutions serving the area are expanding and many large land owners have aspirations to sell or develop. The Northeast Nampa Gateway District Plan provides a vision for the district that focuses on future land use while touching on transportation and design.

The plan proposes changes to the future land use map that capitalize on existing incentives for companies, largely office style developments, to locate in the Northeast Nampa Gateway District. Changes also accommodate restaurants, bars and other entertainment-oriented businesses desired by area students, workers and patrons. These changes shift future land uses from primarily Highway Commercial to Business Park Mixed Use.

The Northeast Nampa Gateway District plan was informed by area stakeholders who envision the District as:

*An attractive, well planned and unique area of Nampa that draws people throughout the valley for entertainment, education, shopping and employment opportunities.*
Purpose and Intent

Nampa has grown dramatically. In the year 2000, Nampa’s population was only 51,867, by 2010 it was 81,557 and in 2016 the city grew to over 90,000 residents. The Community Planning Association of Southwest Idaho (COMPASS) estimates that an additional 65,000 people will reside in Nampa’s Area of Impact by the year 2040. Some of the greatest population growth is forecasted north of the interstate near the Northeast Nampa Gateway District planning area. Along with an increasing population, job growth is anticipated. COMPASS estimates that more than 30,000 new jobs will locate in Nampa’s area of Impact by the year 2040. Some of the greatest job growth is expected in the Northeast Nampa Planning Area.

The primary purpose of the Northeast Nampa Gateway Plan is to ensure that when growth occurs, the form and function of that growth is generally supported by the community. Future planning allows the community to establish expectations for how transportation, design and land uses will be managed.

The Northeast Nampa Gateway District has an elevated importance due to its position as the eastern entryway into Nampa. The prominent location is even more distinctive due to the many anchor institutions that call the district home. The prominence of the location and existing institutions warrant detailed planning aimed at enhancing the economic and quality of life importance of this gateway into Nampa.

Reasons to Plan

- Identify compatible and appropriate future land uses.
- Align the City’s Comprehensive Plan, Future Land Use Map, and Zoning Ordinance with existing master plans including the College of Western Idaho Master Plan.
- Provide meaningful dialogue between the City and stakeholders in the Idaho Center area.
- Provide clear guidance and predictability for development.
- Provide a vision for the district, policy priorities and strategies to guide growth, investment and development.
- Capitalize on the Ford Idaho Center as a community asset.

Figure 1: Forecasted Population Change 2010—2040

Significant population growth is forecasted north of the planning area.
Little change is expected in beige areas, green areas are expected to see moderate job growth. More robust job growth is expected in yellow and orange areas with the greatest growth anticipated in red areas where an additional 41 jobs per acre could occur by 2040. Source: COMPASS, CIM 2040
Public Involvement Process

The planning process started in fall 2014 with a survey that went out to property owners and businesses in the planning area. In total, 107 surveys were completed. A technical advisory committee of area stakeholders was formed in the winter of 2015. The committee met five times over the course of 2 years to shape the Northeast Nampa Gateway District Specific Area Plan. There have also been two community open houses. Community members have expressed a desire to see more visitor oriented services especially sit-down restaurants and transportation system improvements.

Public Engagement Opportunities

**Initial Survey—fall 2014**
- Sent to 2,000 property owners in and around the planning area.
- 107 completed surveys
- Key themes—desire for more restaurants, hotels, high end bars, retail and family entertainment. Transportation system improvements were the most commonly cited issues for the area.

**Technical Advisory Committee #1—February 2015**
- Confirmed planning boundary
- Identified strengths, weaknesses, opportunities and threats
- Identified key issue
- Individually described a future vision for the area

**Technical Advisory Committee #2—April 2015**
- Learned about Master Plans for CWI and the Southwest Idaho Treatment Center
- Confirmed Vision
- Determined a name for the planning area—Northeast Nampa
- Used Community Viz to identify Future Land Use Designations

**Community Open House #1—September 2015**
- 54 attendees
- Display Boards: District vision, goals and key issues, Existing future land use map, existing zoning, design guidelines, planned transportation improvements
- Comments expressed a strong desire for Ridgecrest and Centennial Golf Courses to remain operational.

**Technical Advisory Committee #3—March 2016**
- Economic Development Strategy
- Future Land Use Map Suggested Changes
- Design Standards

**Technical Advisory Committee #4—April 2016**
- Transportation
Technical Advisory Committee #5—February 9, 2017
- Draft Plan Review
- Strategy Prioritization
- Recommendation to Planning and Zoning Commission and City Council

Community Open House #2—February 15, 2017
- 23 attendees
- Displays boards included: Current conditions, future vision, future land uses, movement-connecting the district, design and action plan strategies
- Three comment forms were submitted all dealt with transportation issues

Public Hearings
- Planning and Zoning Commission-February 28, 2017
- City Council– April 3, 2017, adopted April 17, 2017

Attendees of the September 2015 open house were primarily concerned with the future of Centennial and Ridgecrest Golf Courses
The Northeast Nampa Gateway District is the eastern gateway to Nampa along Interstate 84. The area is centrally located in the Treasure Valley. It takes 15 minutes to travel from Downtown Boise along the interstate to the planning area and 10 minutes from Caldwell. The district is home to the College of Western Idaho (CWI), the Ford Idaho Center, Sorrento Lactalis, the Idaho Center Auto Mall, the Nampa Gateway Center, Saint Alphonsus Medical Center Nampa, and Walmart, among other businesses.

Today the area includes 787 acres of undeveloped or agricultural land that is likely to face development pressure. There are also future expansion plans for land operated by CWI and Saint Alphonsus.
Location and Context

Land Use Characteristics
The Northeast Nampa Gateway District contains 1,720 acres, or 8.4% of Nampa’s total acres.

- Agricultural land uses = 628 acres
- Commercial land uses = 207 acres
- Industrial land uses = 144 acres
- Public or quasi public through CWI, the Idaho Center and Saint Alphonsus = 281 acres
- Office land uses = 14 acres
- Vacant land including undeveloped lots in existing commercial subdivisions = 159 acres
- Residential including large lot residential which is likely to subdivide = 84 acres

Current Zoning
The majority of Northeast Nampa has the Gateway Business zoning designations of GB1. The Gateway Business zoning district is intended to enhance gateways into the city of Nampa with attractive architecture, landscaping and site planning. The GB1 district is intended for mixed-use that is primarily commercial. The GB2 district allows for medium to high density residential projects along with compatible commercial, office and service land uses.

Figure 3: Current Zoning
Demographic Profile
The planning area is estimated to be home to 616 people who primarily live in apartment complexes near the College of Western Idaho. While demographics are not reported for this exact boundary, the census block group which most closely aligns with the district has a higher income and is younger than Nampa as a whole.

- 15.06% of the population is Hispanic or Latino (2011-2015 American Community Survey, Census Block Group data includes some of the surrounding area)
- Median age is 27 (2011-2015 American Community Survey, Census Block Group data includes some of the surrounding area)
- Median Household Income is $57,736 (2011-2015 American Community Survey, Census Block Group data includes some of the surrounding area). The median household income for Nampa as a whole is $43,461.

Transportation
Northeast Nampa is defined by I-84, Idaho Center Boulevard and McDermott Road.

Rail—Freight
The Boise Cut-off rail line runs from Boise to Nampa through the planning area. Major commodities that are shipped include potatoes, lumber, fertilizer and fuels.

Automobile
Most who visit the Northeast Nampa Gateway area enter and exit on Garrity and Idaho Center Boulevards. Garrity and Idaho Center Boulevards house most district destinations and provide access to the interstate, as a result, traffic can become congested.

- 2014 Average Daily Traffic Count for Idaho Center Boulevard south of Franklin Road was 20,847

Bicycle and Pedestrian
Limited connectivity, congestion and the I-84 barrier make bicycle and pedestrian travel difficult in the planning area. Recently bike lanes and sharrows were added along Birch Lane and 11th Avenue North Extension providing a bike route to the district. Undeveloped areas of the district largely lack sidewalks and pedestrian travel along Idaho Center Boulevard under the Interstate is especially difficult.

Bus
The Northeast Nampa Gateway District is one of Nampa’s best served areas for bus transit. The College of Western Idaho is a major transfer location for Valley Regional Transit and a park and ride location. Local Nampa bus routes serve the area approximately every two hours Monday through Friday from 7:30 a.m. to 7:30 p.m. The CWI shuttle provides hourly service from approximately 6 a.m. to 4 p.m. while CWI is in session. Inter-county service connects Nampa to Boise with service every 30 minutes during peak hours.

1 2010 Census block data combined with apartment growth and average household size.
Figure 4: Existing bike facilities and transit service

Employment:
Major employers include Saint Alphonsus, the College of Western Idaho, the Auto Mall, Sorrento Lactalis and Walmart.

- 3,004 jobs in the planning area in 2010 (COMPASS—CIM 2040 TAZ data)
- 4,345 jobs in the planning area in 2015 (COMPASS—CIM 2040 TAZ data)
- 9.8% of jobs in Nampa’s Area of Impact are located in the Northeast Nampa Gateway District. Saint Alphonsus, CWI, WalMart, the Auto Mall, Sorrento are the major employers.
- It is estimated that (12,460) 18.5% of jobs in Nampa’s Area of Impact will be located in the NE Nampa Gateway District by the year 2040 (COMPASS—CIM 2040 TAZ data)
Anchor Institutions

**Ford Idaho Center**

More than 320,000 people attend events at the Idaho Center and horse park each year. Bringing 14.3 to 17.7 million dollars of benefit to Nampa businesses annually.

**College of Western Idaho**

The College of Western Idaho is one of the fastest growing colleges in the nation. Phase 1 of CWI’s campus expansion plan in the Northeast Nampa Gateway District includes a health and science building, central quad and plaza, student success center and improvements to the circulation system. CWI’s Canyon County Campuses currently serve 9,527 students.

**Saint Alphonsus**

Saint Alphonsus Medical Center Nampa is expanding its facility in the Northeast Nampa Gateway District. The new $80 million building will be five stories tall with 100 inpatient beds a six-room surgical operating suite and a 24-room emergency department. The new facility is expected to open in 2017.

**Sorrento Lactalis**

Sorrento Lactalis is part of the North American division of the world’s largest dairy corporation. The plant in Northeast Nampa Gateway District employees 680 people. The plant receives 5 million pounds of milk each day and produces 200 million pounds of cheese each year.
Northeast Nampa Gateway District
Strengths, Weaknesses, Opportunities & Threats

Analysis of Northeast Nampa Gateway District’s strengths, weaknesses, opportunities and threats helped to guide future visioning. The following items were identified by the stakeholder advisory committee and through a community survey. Opportunities form the basis of recommendations for achieving the future vision.

**Strengths**

**Location, Geography**
- High visibility and access from the Interstate
- Central location in the Treasure valley—only 15 minutes on the interstate to Boise
- Rail line runs through the district
- The area has an agricultural/ rural feel with open spaces

**Businesses, Organizations, Industry**
- Diverse businesses including the Gateway Center
- Major industry and job providers in the area
- There are already working partnerships between businesses, institutions and organizations in the boundary
- The Auto Center Mall, CWI, WalMart, Saint Alphonsus and Sorrento Lactalis are major employers
- Saint Alphonsus is investing in the district
- The College of Western Idaho has continued student growth and investment in the district
- The College of Western Idaho provides customized training

**Idaho Center**
- Idaho Center event spectators are estimated to spend 2-4 million in the local economy annually, it was estimated that in 2006 event participants spent 6.4 million in the local economy
- Idaho Center Horse Park attracts significant out of town visitors
- Property values have increased eight-fold in the area since the Idaho Center was built
- Idaho Center offers space for community events and meetings

In 2016 the Snake River Stampede drew 50,000 attendees over the 5 day event.
Weaknesses

- Limited labor force
- Sewer and water infrastructure availability limits growth and development

Transportation, Connectivity, Congestion

- Insufficient transportation infrastructure—limited access
- Signal timing
- Insufficient public transportation
- Lack of sidewalks or trails that connect district destinations for pedestrians

Amenities

- Lack of amenities for visitors (hotels, sit-down restaurants, visitor services, upscale bar)
- Lack of a district identity
- Lack of park space
- Lack of corridor landscaping

Idaho Center

- Financial deficit of the Idaho Center itself
- Needed renovations at the Ford Idaho Center (merchandising space, main arena height, parking lots, larger storage, permanent lighting, bathroom facilities, convention/exhibit facilities, backstage area, administration space, horse park renovations needed to maintain a competitive edge

Opportunities

Development Potential

- Large tracts of developable land
- Over 200 acres of land suitable for commercial development close to the Idaho Center
- Identified need for more full service hotels and quality restaurants
- Rail line is identified for a future high capacity transit corridor which would spur high density development at stops. CWI/Idaho Center has been discussed as a future stop

Transportation improvements and congestion were by far the most commonly identified issues in the November 2014 district survey.
Economic Development Incentives
- Economic development marketing campaign for area as a destination for entertainment, dining and shopping
- Competitive advantage for office development related to average county wage tax incentive
- Nampa businesses capture 27% of Idaho Center visitor spending (hotels, dining, retail, visitor services) - with increased options Nampa could capture a greater percentage
- The new Gateway Business Entertainment district could be a catalyst for more entertainment oriented development including restaurants

Idaho Center
- Move Canyon County fair to the Idaho Center
- Higher utilization of existing assets—more or different events at the Idaho Center could attract more patrons who would support surrounding service businesses

Growing Institutions
- Growth at Saint Alphonsus, CWI and the Gateway Center will bring more workers and activity to the district
- Implementation of CWI’s master plan

Design
- Higher development standards would help to create an environment that draws people to the district
- Creation of a district theme or identity could encourage higher quality development
- As large tracts of land develop internal connectivity for pedestrians and attractive landscaping can be required through city code

Transitions
- Attracting a brewery could provide a good transition from industrial land to commercial land uses

Collaboration
- Work with area stakeholders to come up with creative solution for issues that face the district
Threats

- Traffic congestion
- Overdevelopment
- Incompatible land uses—Operations including noise and use of hazardous material prevents residential development near Sorrento Lactalis
- Disrepair and appearance of private property
- Taxes that are too high
- Unaffordable housing—especially for students and young families
- More housing needed in district to create a lively district with activities day and night—yet industrial land uses limit housing
- Development competition in other jurisdictions—local and regional
Northeast Nampa Gateway District’s Key Issues

The Northeast Nampa Gateway District Advisory Committee identified three key issue areas out of the Strengths, Weaknesses, Opportunities and Threats.

Compatible Land Use
- Housing and residential land use is not compatible with existing industrial land use
- Housing, particularly dense housing is necessary to support active mixed use development.
- There is a need for well thought-out transitions from Industrial on the eastern edge of the planning area to mixed use with some residential on the northwest and southwest boundary.
- Prioritize land uses that support existing anchors institutions and utilize Canyon County’s competitive advantage of above average county wage tax incentives

Traffic/ Transportation
- Signal timing improvements
- Congestion is getting worse and will not improve as the area develops
- Need for increased access/ connectivity throughout the district
- Sidewalks and bike facilities should connect district amenities
- Public transportation improvements with greater frequency would help to ease congestion

District Identity/ Amenities
- Need to create a sense of place with a unique identity
- The district should attract visitors and serve Nampa residents
- The district should be an attractive gateway to the city with special concern for landscaping
- District theme could encourage public art
- Need for more sit-down restaurants, upscale bars and venues for district workers, Idaho Center patrons and area residents to meet socially
Vision for the future

The first Technical Advisory Committee concluded with members writing down their individual vision for the area in the next 20 years. Common themes include multi-use, attractive developments that are unique and draw people to the area. Multi-modal transportation options and transportation improvements were frequently described. The committee agreed on the following vision statement for the Northeast Nampa Gateway District:

Vision

An attractive, well planned and unique area of Nampa that draws people throughout the valley for entertainment, education, shopping and employment opportunities.

The Idaho Center, College of Western Idaho, industry, offices, and shopping already draw people throughout the valley to the Northeast Nampa Gateway District. The vision of this plan is to build on that success.
During the latest comprehensive planning process—Nampa 2035 Comprehensive Plan—several areas were identified for specific area plans. Specific planning around the Idaho Center was included to determine the most desirable future land uses for this developing entrance into Nampa. The 2035 comprehensive plan placed a significant emphasis on Highway Commercial for the Idaho Center area as shown in pink in the map below. Highway Commercial caters to major commercial development that accommodates large volumes of traffic like big box stores, major shopping centers and drive-in restaurants.

Industrial land, Business Park and Public designations made up the majority of remaining future land use designations for the area.

**Figure 4: Nampa 2035 Comprehensive Plan—Future Land Use Designations**

The Nampa 2035 Comprehensive Plan places an emphasis on Highway Commercial in the Idaho Center area.
Figure 5: Northeast Nampa Gateway District—Future Land Use Map Changes

The Northeast Nampa Gateway District shifts some Highway Commercial designations to Business Park, Community Mixed-Use and Employment Center. The shift is primarily meant to take advantage of tax incentives for companies that bring more than 50 jobs at above county average wage. Canyon County average wage is significantly lower than neighboring Ada County. The Idaho Center is especially attractive for office development due to its location right along the interstate and the relatively short distance to downtown Boise.
Change #1: Community Mixed Use

Change #1 involves 3 parcels comprising almost 20 acres along Birch Lane. A church occupies 9 acres, the remaining land is vacant. The previous designation of Highway Commercial did not align with the existing church or future desires for the land. Community mixed use designations are meant to include a variety of land uses including commercial, service, office and high density residential. Nampa 2035 Comprehensive Plan envisions community mixed use areas that provide interconnected circulation systems that are convenient for automobiles, pedestrians, cyclists and transit. The designation is also meant to include high quality architecture and landscaping.

Change #2: Employment Center Mixed Use

Change #2 involves 34 parcels comprising almost 34 acres along Idaho Center between Franklin Road and Hunt Avenue at the Empire business park. Previously the area was slated for Highway Commercial future land use. Parcels that have already developed are small office and align more closely to the Employment Center Mixed Use designation, Employment Centers are destination areas of the City where consolidation of employment opportunities is available from various types of businesses. These areas may also include some retail and service establishments primarily serving employees and users of the district.

Table 1: Northeast Nampa Gateway District—Future Land Use Changes by Acres

<table>
<thead>
<tr>
<th>Future land Use</th>
<th>2035 Comprehensive Plan</th>
<th>Northeast Nampa Gateway District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Park</td>
<td>223.8 Acres</td>
<td>377.2 Acres</td>
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<tr>
<td>Public</td>
<td>257.5 Acres</td>
<td>292.5 Acres</td>
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<tr>
<td>Community Mixed Use</td>
<td>85.1 Acres</td>
<td>234.0 Acres</td>
</tr>
<tr>
<td>Heavy Industrial</td>
<td>213.3 Acres</td>
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<td>Light Industrial</td>
<td>306.5 Acres</td>
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<tr>
<td>Employment Center</td>
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<td>34.2 Acres</td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td>30.6 Acres</td>
<td>30.6 Acres</td>
</tr>
<tr>
<td>High Density Residential</td>
<td>38.9 Acres</td>
<td>11.2 Acres</td>
</tr>
</tbody>
</table>

Table 1 highlights significant land use shifts in blue. The Northeast Nampa Gateway District has significantly more acreage devoted to business park and community mixed use than the 2035 Comprehensive Plan. Light Industrial and Highway Commercial have acreage decreases.

Future Land Use Map Changes

Change #1: Community Mixed Use

Change #1 involves 3 parcels comprising almost 20 acres along Birch Lane. A church occupies 9 acres, the remaining land is vacant. The previous designation of Highway Commercial did not align with the existing church or future desires for the land. Community mixed use designations are meant to include a variety of land uses including commercial, service, office and high density residential. Nampa 2035 Comprehensive Plan envisions community mixed use areas that provide interconnected circulation systems that are convenient for automobiles, pedestrians, cyclists and transit. The designation is also meant to include high quality architecture and landscaping.

Change #2: Employment Center Mixed Use

Change #2 involves 34 parcels comprising almost 34 acres along Idaho Center between Franklin Road and Hunt Avenue at the Empire business park. Previously the area was slated for Highway Commercial future land use. Parcels that have already developed are small office and align more closely to the Employment Center Mixed Use designation, Employment Centers are destination areas of the City where consolidation of employment opportunities is available from various types of businesses. These areas may also include some retail and service establishments primarily serving employees and users of the district.
Employment Center Mixed Use Principles

- Street connectivity
- Sidewalk and pathways to promote walking, bicycling, transit use
- Mixed-use buildings can have residential above ground floor retail
- High design standards

Change #3: Business Park Mixed Use

Change #3 involves 3 parcels comprising 25.5 acres adjacent to the Interstate at Gate Boulevard. Previously the land had a Highway Commercial future land use designation. The change is meant to utilize a tax reimbursement incentive that came about in 2014 that reimburses up to 30% of payroll, sales and income taxes for a period up to 15 years. Companies must bring new value-added jobs with at least 50 jobs with wage levels above the county average. The land use change is directly adjacent to a 111 acre parcel also designated as Business Park.

Business Park Mixed Use Principles

- Compact development patterns
- Visually appealing and functional open space
- Defined design standards
- Internal and external connectivity for pedestrians and bicyclists
Change #4: Light Industrial
Change #4 involves 1 parcel comprising 9 acres at the end of Treasure Valley Way next to the horse park. Previously the area had a business park future land use designation. The current use is light industrial as is the zoning. The light industrial land use designation is meant to buffer nearby heavy industrial land use while supporting the existing land use on the site.

Light industrial land use designations provide for processing, warehousing, manufacturing of goods, research, development and flex space. These land uses help the City diversify its economy. Light industrial lands buffer heavy industrial land use in the northeast corner of the planning area.

Change #5: Business Park Mixed Use
Change #5 involves 3 parcels comprising 133 acres adjacent to the Interstate and Mcdermott Road. Previously the land had a light industrial future land use designation. When the land owner decided to annex the land into Nampa, Gateway Business 1 (GB1) zoning was approved. However, a subsequent comprehensive plan map update was not required as Nampa policy allows comprehensive plan designations to be stretched over one parcel. Therefore, the land owner stretched the adjacent Business Park designation. This change is formalizing that intended change to the future land use map. Business park is also advantageous for the location in order to capitalize on tax incentives which make Canyon County desirable for office development.

Change #6: Public
Change #6 involves 9 parcel comprising 34.8 acres belonging to Saint Alphonsus at Garrity and the Interstate. Saint Alphonsus rezoned their campus to the new Health Care HC zone. The Public /Quasi—Public future land use designation aligns with the healthcare campus as it exists and with future plans. Public /Quasi-Public designations describe areas with unique uses and functions that host community services often located within a well-landscaped setting. The College of Western Idaho and the Idaho Center also have Public/Quasi Public future land use designations.
Change #7: Community Mixed Use

Change #7 covers the gateway shopping center with 27 parcels comprising around 130 acres. Previously the shopping center was primarily Highway Commercial with a small area dedicated to High Density Residential on the eastern edge. Community Mixed use is deemed a more desirable future land use as it allows all of the existing land uses and future desired land uses including multi-family residential but promotes higher quality design than Highway Commercial and offers a mix of uses that could gradually transition from commercial along Garrity to residential uses east of the shopping center.

Nampa 2035 Comprehensive Plan envisions community mixed use areas that provide interconnected circulation systems that are convenient for automobiles, pedestrians, cyclists and transit. The designation is also meant to include high quality architecture and landscaping.

Northeast Nampa Gateway District Future Land Use Map Designations

Most of the future land use designations for the district remain unchanged. Future land use designations found in the district that were not described above, include:

Highway Commercial

Highway commercial land uses provide access to major commercial development that accommodate large volumes of traffic. Land uses are more intense then other commercial. Portions could be redeveloped over time as Transit-Oriented Developments. Design and development standards are encouraged.

In the Northeast Nampa Gateway District, highway commercial land uses are primarily located near the Garrity interchange along Idaho Center Boulevard.

Bowen’s Crossing in Boise is an example of a Community Mixed Use area.

Gas stations are an example of Highway Commercial land use.
Heavy Industrial
Heavy industrial land uses should be located away from residential development and designed to have minimum impact to surrounding lands. Heavy industrial lands have a potential to affect public health and safety. In the planning area heavy industrial lands are confined to the northeast corner of the Franklin/Star intersection.

High Density Residential
High density residential land use designations support greater than 9 residential units per acre. Duplexes, apartments, condos, and other types of multi family are allowed. The City expects creative designs and diverse types of housing units in all its new housing stock. The planning area has a small high density residential designation along Birch lane. High density residential provides an important housing option for College of Western Idaho students along with workers employed in the district.

Medium Density Residential
A small portion of the Northeast Nampa Gateway District along Cherry Lane is designated Medium Density Residential. Housing unit density is between 4—9 units per acre. Duplexes and low density apartments are allowed.
Compatible Land Use—Strategies

**GOAL:** Ensure compatible land uses that supports a vibrant destination district with entertainment, employment, education and shopping attractions.

**STRATEGY 1:** Adopt Northeast Nampa Gateway District Future Land Use Map changes to the City of Nampa Comprehensive Plan Future Land Use Map.

**STRATEGY 2:** Support the Economic Development office in their active recruitment of office development for the district with Idaho’s Tax Reimbursement Incentive.

**STRATEGY 3:** Maintain land use buffers around existing industrial lands. Industrial land uses like Sorrento Lactalis provide good jobs to Nampa residents and are threatened by encroaching residential land uses.

**STRATEGY 4:** Encourage changes to the Nampa Zoning Map to match Northeast Nampa Gateway District Future Land Uses.

**STRATEGY 5:** Support attractive high density housing near the Nampa Gateway Center and the College of Western Idaho to provide housing options for students and hospital workers. Encouraging housing density in the district will promote activity in the district throughout the day and evening and will help support a future high-capacity transit line along the rail corridor.

**STRATEGY 6:** Where possible encourage housing and employment density along the rail corridor. Density will be necessary to make a future high capacity rail line feasible.
As the Northeast Nampa Gateway District continues to develop, more transportation trips through and within the district will occur and increased congestion in the area is inevitable. Yet with careful planning, transportation concerns do not have to define the District. Funding needed projects identified in the Transportation Master Plan and Bicycle and Pedestrian Master Plan along with improving public transportation will all help people reach district destinations.

By the year 2040 there are expected to be 377 acres of business park in the planning area. The Institute of Transportation Engineers (ITE) Trip Generation Manual estimates that 149.79 trips are generated for every business park acre on a weekday. When built out, there would be 56,470 business park trips every weekday in the planning area. The projected business park is undeveloped today, all 56,470 trips would be new.

**Table 2: Institute of Transportation Engineers (ITE) Trip Generation Estimate by Land Use Type**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Weekday</th>
<th>Weekday AM Peak</th>
<th>Weekday PM Peak</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Industrial</td>
<td>51.8</td>
<td>7.96</td>
<td>8.77</td>
<td>8.73</td>
</tr>
<tr>
<td>Heavy Industrial</td>
<td>6.75</td>
<td>6.41</td>
<td>4.22</td>
<td>N/A</td>
</tr>
<tr>
<td>Single-family Housing</td>
<td>9.52</td>
<td>0.77</td>
<td>1.02</td>
<td>9.91</td>
</tr>
<tr>
<td>Apartment</td>
<td>6.65</td>
<td>0.55</td>
<td>0.67</td>
<td>6.39</td>
</tr>
<tr>
<td>Business Park *</td>
<td>149.79</td>
<td>18.86</td>
<td>16.84</td>
<td>32.61</td>
</tr>
<tr>
<td>Shopping Center</td>
<td>42.7</td>
<td>N/A</td>
<td>N/A</td>
<td>49.97</td>
</tr>
<tr>
<td>Supermarket</td>
<td>102.24</td>
<td>7.07</td>
<td>8.37</td>
<td>177.59</td>
</tr>
<tr>
<td>Fast-food Restaurant with Drive-thru window</td>
<td>496.12</td>
<td>53.61</td>
<td>47.30</td>
<td>722.03</td>
</tr>
</tbody>
</table>

* Business Park is the only future land use type that is completely undeveloped at the time of this plan. Other land uses in this table are partially developed. There are 787 acres of vacant or agricultural land in the planning area—377 acres are expected to develop as business park the remaining 410 acres include 196 acres of commercial/ community mixed use that could fall under a variety of ITE land use types.
Transportation Master Plan

The 2035 transportation master plan recognizes that traffic congestion is a reality that cannot be fixed with anticipated funding. Planned projects are intended to keep traffic congestion at a level of service “D” by the year 2035. Level of Service quantifies the operation of a roadway or intersection using six letter grades “A” being the least congested and “F” the most congested.

The City of Nampa relies on federal, state and local funding for transportation projects. Federal funding comes through transportation authorization bills passed by Congress. Nampa competes with other jurisdictions across the state for federal transportation dollars and local match is required. State funding comes from the highway distribution account with revenues generated from fuel taxes and vehicle registration fees. There are several sources of local transportation funding available to the city including property taxes, impact fees, and exactions.

The Transportation Master Plan identifies more than $56 million in roadway capacity and intersection projects for the Northeast Nampa Gateway District by the year 2035. The Transportation Master Plan will be updated in 2017 and undoubtedly the cost estimate for needed transportation projects in the District will grow.

Table 3: 2035 Transportation Master Plan Intersection Needs in NE Nampa

<table>
<thead>
<tr>
<th>E-W Street</th>
<th>N-S Street</th>
<th>Project Description</th>
<th>Rank</th>
<th>Cost Estimate (2010 $)</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garrity Blvd</td>
<td>Stamm Ln</td>
<td>Add Turn Lanes</td>
<td>21</td>
<td>$1,214,000</td>
<td>(2010 - 2019)</td>
</tr>
<tr>
<td>Cherry Ln</td>
<td>Can-Ada Rd</td>
<td>Add signal and turn Lanes</td>
<td>30</td>
<td>$2,037,000</td>
<td>(2010 - 2019)</td>
</tr>
<tr>
<td>Birch Ln*</td>
<td>Idaho Center Blvd</td>
<td>Add signal and turn Lanes</td>
<td>42</td>
<td>$1,122,000</td>
<td>(2010 - 2019)</td>
</tr>
<tr>
<td>Franklin Rd*</td>
<td>Star Rd</td>
<td>Dual Lane Roundabout</td>
<td>42</td>
<td>$1,610,000</td>
<td>(2010 - 2019)</td>
</tr>
<tr>
<td>Garrity Blvd</td>
<td>39th Avenue N</td>
<td>Add signal and turn lanes</td>
<td>47</td>
<td>$1,903,000</td>
<td>(2010 - 2019)</td>
</tr>
<tr>
<td>Franklin Rd</td>
<td>McDermott Rd</td>
<td>Add signal and turn Lanes</td>
<td>26</td>
<td>$1,992,000</td>
<td>(2020 - 2035)</td>
</tr>
</tbody>
</table>

* Gray indicates completed projects
Table 4: 2035 Transportation Master Plan Roadway Capacity Needs in Planning Area

<table>
<thead>
<tr>
<th>Roadway Project</th>
<th>Beginning Location</th>
<th>End Location</th>
<th>Description</th>
<th>Rank</th>
<th>Cost Estimate (2010)</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franklin Rd</td>
<td>East Gate Blvd</td>
<td>Star Rd</td>
<td>Widen to 5 lanes</td>
<td>1</td>
<td>$2,881,000</td>
<td>(2010-2019)</td>
</tr>
<tr>
<td>Franklin Rd</td>
<td>Star Rd</td>
<td>McDermott Rd</td>
<td>Widen to 5 lanes</td>
<td>5</td>
<td>$5,762,000</td>
<td>(2010-2019)</td>
</tr>
<tr>
<td>Cherry Ln</td>
<td>Can Ada Rd</td>
<td>Star Rd</td>
<td>Widen to 5 lanes</td>
<td>19</td>
<td>$5,537,000</td>
<td>(2010-2019)</td>
</tr>
<tr>
<td>Cherry Ln</td>
<td>Star Rd</td>
<td>McDermott Rd</td>
<td>Widen to 5 lanes</td>
<td>23</td>
<td>$5,874,000</td>
<td>(2010-2019)</td>
</tr>
<tr>
<td>Can-Ada Rd</td>
<td>Birch Ln</td>
<td>Cherry Ln</td>
<td>Widen to 5 lanes</td>
<td>6</td>
<td>$2,769,000</td>
<td>(2020-2035)</td>
</tr>
<tr>
<td>Idaho Center Blvd</td>
<td>I-84</td>
<td>Birch Ln</td>
<td>Widen to 6 lanes</td>
<td>9</td>
<td>$9,039,000</td>
<td>(2020-2035)</td>
</tr>
<tr>
<td>Star Rd</td>
<td>I-84</td>
<td>Franklin Rd</td>
<td>Widen to 5 lanes</td>
<td>43</td>
<td>$2,305,000</td>
<td>(2020-2035)</td>
</tr>
<tr>
<td>Star Rd</td>
<td>Franklin Rd</td>
<td>Cherry Ln</td>
<td>Widen to 5 lanes</td>
<td>43</td>
<td>$5,537,000</td>
<td>(2020-2035)</td>
</tr>
<tr>
<td>McDermott Rd</td>
<td>Franklin Rd</td>
<td>Cherry Ln</td>
<td>Widen to 3 lanes</td>
<td>70</td>
<td>$4,290,000</td>
<td>(2020-2035)</td>
</tr>
<tr>
<td>McDermott Rd</td>
<td>I-84</td>
<td>Franklin Rd</td>
<td>Widen to 3 lanes</td>
<td>92</td>
<td>$2,145,000</td>
<td>(2020-2035)</td>
</tr>
</tbody>
</table>
Franklin Road, Cherry Lane, Idaho Center Boulevard and Garrity Boulevard are all classified as principal arterials today and will remain principal arterials by the year 2035. Star Road and a portion of Stamm Lane are designated as a minor arterials while Birch lane serves as a collector street. By the year 2035 most of Franklin Road is expected to be 5 lanes, Idaho Center Boulevard will primarily have six lanes and Star Road will have 5 lanes. However, there is no current funding outside of improvements made by new development to realize these plans.

Highway 16 is planned to eventually connect to I84 through the Northeast Nampa Gateway District near McDermott Road. The connection is expected to cost $500 Million and currently there is no funding source. When complete, Highway 16 will be a 21.5 mile corridor from Emmett to Interstate 84. The “Central Valley Expressway” will have four lanes, grade separated inter-changes and full access control to bring a high speed north-south route to alleviate congestion on existing highways including Eagle Road.
Bicycle and Pedestrian Master Plan

The City of Nampa Bicycle and Pedestrian Master Plan was adopted in 2011. The plan was developed to advance the following goals:

- Become a truly bicycle and pedestrian friendly community
- Engage local businesses and the community
- Improve bicycle and pedestrian facilities
- Promote bicycle and pedestrian education
- Promote economic development
- Regional coordination

Projects identified for the Northeast Nampa Gateway District in the Bicycle and Pedestrian Master Plan are listed in the following tables. Identified bicycle lane projects in the Northeast Nampa Gateway District were estimated to cost $918,000 in 2010. Needed sidewalk installations along existing roads were expected to cost $2.8 million.

Table 5: Bicycle and Pedestrian Master Plan—Bicycle Lanes in Planning Area

<table>
<thead>
<tr>
<th>Project</th>
<th>Street or Alignment</th>
<th>Priority</th>
<th>Cost (2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Lanes</td>
<td>Birch Lane between 11th Avenue North and Idaho Center Boulevard</td>
<td>High</td>
<td>$207,503</td>
</tr>
<tr>
<td>Bike Lanes</td>
<td>Idaho Center Boulevard/ Can Ada Road between Franklin Road and</td>
<td>High</td>
<td>$150,730</td>
</tr>
<tr>
<td></td>
<td>East University Way *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike Lanes</td>
<td>Idaho Center Boulevard/ Can Ada Road between Franklin Road and</td>
<td>High</td>
<td>$118,512</td>
</tr>
<tr>
<td></td>
<td>I-84 *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike Lanes</td>
<td>Garrity Boulevard from 16th Avenue North to I-84</td>
<td>Med</td>
<td>$235,342</td>
</tr>
<tr>
<td>Bike Lanes</td>
<td>N Tiegs Way from Franklin Road to E Gate Blvd</td>
<td>Low</td>
<td>$206,799</td>
</tr>
</tbody>
</table>

* Bicycle lanes along Idaho Center Boulevard are challenging as they proceed under the interstate onto Garrity Boulevard. Width constraints at the underpass will likely force the bike lanes to go onto the sidewalk and car movements create safety concerns for cyclists and pedestrians. While there are challenges with bicycle facilities along Idaho Center Boulevard and Garrity it is the only connection across the interstate in the planning area. Farther west, bike lanes and sharrows on 11th Avenue extension do provide bicycle facilities across the interstate.
In the future, Idaho Center Boulevard could include bike lanes providing an important connection to land uses south of the interstate. It would also connect new high density residential near Stamm Lane to land uses north of the interstate including CWI and the Idaho Center.

Figure 8: Bicycle and Pedestrian Master Plan
**Table 6: Bicycle and Pedestrian Master Plan—Sidewalk Priorities in Planning Area**

<table>
<thead>
<tr>
<th>Location</th>
<th>From</th>
<th>To</th>
<th>Priority</th>
<th>Cost (2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birch</td>
<td>11th</td>
<td>Idaho Center</td>
<td>Med High</td>
<td>$70,645</td>
</tr>
<tr>
<td>Cherry</td>
<td>11th</td>
<td>Idaho Center</td>
<td>Med High</td>
<td>$638,060</td>
</tr>
<tr>
<td>Franklin</td>
<td>Idaho Center</td>
<td>Star</td>
<td>Med High</td>
<td>$457,511</td>
</tr>
<tr>
<td>Idaho Center Blvd.</td>
<td>Cherry</td>
<td>Franklin</td>
<td>Med High</td>
<td>$259,983</td>
</tr>
<tr>
<td>Cherry</td>
<td>Idaho Center</td>
<td>Star</td>
<td>Med Low</td>
<td>$758,496</td>
</tr>
<tr>
<td>Garrity</td>
<td>I84</td>
<td>Flamingo</td>
<td>Med Low</td>
<td>$100,462</td>
</tr>
<tr>
<td>Garrity</td>
<td>Ridgecrest</td>
<td>I84</td>
<td>Med Low</td>
<td>$127,780</td>
</tr>
<tr>
<td>Star</td>
<td>Cherry</td>
<td>Franklin</td>
<td>Low</td>
<td>$378,496</td>
</tr>
</tbody>
</table>
In addition to planned pathways, future development offers opportunities to improve connectivity and reduce congestion in the Northeast Nampa Gateway District. When large tracts of land are developed, ensuring that streets on the quarter-section lines are constructed could increase overall connectivity to local and regional destinations. When development occurs, requiring developers to connect to and construct, the off-street and on-street pathway network will help close facility gaps and increase access to those facilities.

Gateway Business (GB) zoning covers the majority of the planning area. Gateway Business zoning requires pedestrian pathways within the district to provide connectivity to adjacent residential uses, schools, parks, shopping areas, public lands, transportation or other community facilities. The planning department should continue to require internal pedestrian and bicycle connections. Developments of one acre or more are required to provide a pedestrian and bicycle circulation plan for the site. Strong pedestrian and bicycle connections encourage district students and workers to walk within the district rather than taking short car trips that congest roadways. Bicycle and pedestrian connectivity also promotes health.
Today, the Northeast Nampa Gateway district is served by buses along Idaho Center and Garrity Boulevards with stops at 39th Street, Stamm Lane, Walmart, the Ford Idaho Center and CWI. The CWI stop offers a park and ride location with inter-county transfers to Boise and Caldwell. Connections can also be made to Downtown Nampa, South Nampa along 12th Avenue and Nampa Caldwell Boulevard.

By the year 2040, public transportation coverage is expected to be similar but route frequency will increase to every 15 to 30 minutes during peak hours for primary routes. Secondary routes will have service every 30 to 60 minutes. Coverage will last 14.5 hours on weekdays and 10 hours on weekend days. An additional park and ride location could potentially be added at the Gateway shopping Center.

There are plans to develop a high capacity transit corridor with service from Boise to Caldwell with a stop in the Northeast Nampa Gateway District. Most plans envision this corridor running along the existing Boise cutoff rail line. Most likely the high capacity transit stop would be near Idaho Center Boulevard between CWI and the Ford Idaho Center. Easy, quick and reliable transit along a high capacity corridor would transform the
Northeast Nampa Gateway District. Students throughout the valley could easily reach the CWI Nampa campus, district workers and businesses would benefit as would patrons of the Idaho Center. Transit oriented development like high density housing and dense employment would help to support a future transit corridor.

Figure 9: Public Transportation Routes 2040

2040 Route Frequency
- Premium Service: 10 to 30 minutes all day, dedicated right of way, limited stops
- Employer Express Service: 30 minutes peak
- Primary Service: 15 to 30 minutes peak, 30 to 60 minutes midday, frequent stops
- Secondary Service: 30 to 60 minutes all day, frequent stops

Service Span
Weekday Routes
- (Premium, Primary, Secondary, and Express): 7 hours peak, 7.5 hours off peak
- (Employer Express): 7 hours peak, 0 hours off peak
Weekend Routes
- (Premium, Primary and Express Only) 7 hours peak, 3 hours off peak
Transportation and Connectivity—Strategies

**GOAL:** Develop and maintain a coordinated and balanced transportation system in the Northeast Nampa Gateway District that promotes economic development and provides a variety of choices among transportation modes, including automobile, public transit, bicycle and foot.

**STRATEGY 1:** Look to fund projects identified in the Transportation Master Plan and Bicycle and Pedestrian Master Plan in the planning area.

**STRATEGY 2:** Encourage connectivity through new developments including connecting roads at the quarter section lines and pathways or sidewalks which allow pedestrians to easily walk to and throughout the new development.

**STRATEGY 3:** Use traffic control systems, Intelligent Transportation System technologies (such as real-time traffic information) to improve traffic flow in the Idaho Center area.

**STRATEGY 4:** To ease congestion and improve traffic flow consider an access management plan, additional collector roads and innovative intersection design.

**STRATEGY 5:** Increase affordable and accessible public transportation to important district destinations include CWI, the Idaho Center, Walmart, and major employers.

**STRATEGY 6:** Minimize conflicts between different modes of transportation to improve safety.

**STRATEGY 7:** Enhance and promote the use of bicycles and walking as viable forms of transportation by providing safe public facilities, including multi-use pathways, bicycle routes, bicycle lanes and sidewalks.

**STRATEGY 8:** Require transportation infrastructure improvements including pedestrian connectivity with all new development.

**STRATEGY 9:** To ease congestion, promote alternative transportation options through education campaigns on riding transit, bicycling or car-sharing programs. Support organizations and area businesses to develop programs that help employees use alternative modes of transportation.

**STRATEGY 10:** Continue parking/ park-and-ride management plans as a means to help improve the viability and effectiveness of public transit services in the city. Revisit parking requirements for more effective/efficient use and plan for special events by providing park and ride options.
STRATEGY 11: Work with COMPASS and Valley Regional Transit to secure funding for a future Park and Ride location at the Nampa Gateway Center.

STRATEGY 12: Continue to work with COMPASS and neighboring cities to plan for a high capacity transit corridor that connects Boise, Meridian, Nampa and Caldwell with a stop in the Northeast Nampa Gateway District.

STRATEGY 13: Continue to work with COMPASS and neighboring cities to plan for a regional rails with trail route that would connect Boise to Caldwell. In Nampa the pathway would go through the Northeast Nampa gateway district.

STRATEGY 14: Work to preserve easements along the Union Pacific Railroad line for future development of the regional rail with trail.

STRATEGY 15: Work with the Idaho Transportation Department and district property owners to avoid conflicts along the planned Highway 16 extension.

STRATEGY 16: Increase access across I84 for bicycle and pedestrians through widened sidewalks and pedestrian signals at the Garrity underpass and connectivity to the 11th Avenue North Extension bike lane.
Gateway to Nampa

The Northeast Nampa Gateway District provides the eastern gateway into Nampa. It is the first part of the city seen by anyone traveling west on I-84 from Boise. As the gateway into Nampa it is important that the district be inviting. Gateways provide a unique sense of identity and transition. Agricultural heritage, vistas of the Owyhees and foothills, a burgeoning community college, cowboy culture and the Snake River Stampede all define the Northeast Nampa Gateway district.

Landscaping

Landscaping can significantly impact the visual appeal of an area. Northeast Nampa Gateway District advisory committee members have expressed an interest in improved landscaping at the Garrity interchange. Developing a low cost, minimal maintenance plan for the interchange would be important if landscaping is to be achieved. Beautification of the interchange is likely to enhance the driving experience of motorists and it is also presumed to provide monetary benefits by attracting private investment and contributing to the economy. A Florida study found a multiplier of 2 to 3, meaning that every 1 dollar spent on highway beautification generated 2 to 3 dollars in the local economy.

The on-ramp at Garrity does not include any landscaping which contributes to visitors initial impression of Nampa.

Proposed landscaping for a Texas interchange offers attractive native plants and rock pillars.
Public Art
Public art can provide a new way to experience a district. It makes the city more dynamic, drawing people for a unique experience. Art in the public realm has the potential to improve quality of life by transforming a stale environment to one that inspires. Everyone has access to art which is public and by being public, the art helps to create a heightened awareness of the site and broader context of the area.

The first public art programs started as part of the New Deal, with the formation of the Treasury Department’s Section of Painting and Sculpture in 1934. This program commissioned artists to create high-quality work for federal buildings, mainly post offices. In order to build morale, create jobs, and reduce crime, one percent of each federal building’s cost was reserved for artistic decoration. Today, a variety of organizations offer grants to install public art.

Public art is often site-specific, meaning it is created in response to the place and community in which it resides. The Northeast Nampa Gateway District could inspire art through its agricultural heritage, the Snake River Stampede, railroad, scenic views or the many endeavors of its businesses and residents.

Sorrento Lactalis brought cheese production inspired art to the Franklin/Star roundabout.

The Idaho Center grounds could include artwork inspired by the Snake River Stampede rodeo.
Attractive Outdoor Public Spaces
Residents have expressed an interest in more park space in Northeast Nampa. While it is unlikely that any new parks will be developed in the District boundary, existing public spaces help fill the need. Currently the College of Western Idaho allows sports to be played on their campus lawn. As the campus develops there will be less space for play fields but additional outdoor amenities like a walking trail and plaza will be gained.

The Idaho Center grounds also feature green space. Landscaping in front of the main auditorium could be enhanced to encourage more use. Local garden clubs could help sponsor a garden and or decorative benches or public art could be added.

Transitions
The Northeast Nampa Gateway district transitions from primarily industrial uses on the east end to business park or office in the center and primarily commercial along Garrity and Idaho Center Boulevard. While industrial uses and business parks are generally compatible, careful attention along the transition zone could still benefit both land uses and the district as a whole. Recruitment of industrial uses that would appeal to business park employees or employers could help to ease the transition. For example, a brewery requires industrial zoning but could be an amenity for business park employees. Along the transition zone, lands uses which are less compatible could be mitigated with landscaping.
Figure 10: Landscape, Public Spaces, Public Art & Land Use Transitions

Figure 10 depicts land around the Garrity Interchange that could benefit from landscaping. Future public art could occur anywhere but may be easiest to install at any of the district’s public or quasi public institutions including the Idaho Center, CWI and Saint Alphonsus Medical Center Nampa.

Pathways and future bike facilities are highlighted as routes to consider for public art or enhanced landscaping. Existing landscaped area at the Idaho Center could potentially be augmented to encourage more park like use of the site.

The transition zone between industrial and business park land uses is also highlighted on the map. Land uses that require industrial zoning but appeal to district visitors, workers or nearby residents could be especially beneficial along the transition zone.
Design Standards
Much of the Northeast Nampa Gateway District is currently zoned and expected to continue to have zoning which requires design review. New buildings in the Gateway Business and Community Business zones are meant to comply with the following standards:

Building

STRUCTURE PLACEMENT: Designs that locate buildings toward the street with parking behind are encouraged. The front of the building shall be oriented to face the most primary road. Loading docks shall not face the front of the property.

ENTRANCE: Public entrances shall be easily identified and distinct from the rest of the building.

BUILDING EXTERIORS: Buildings shall include façade changes such as cornices, bases, fenestration, corbelled masonry, for at least 40% of the exterior wall. Frontages greater than 100' in length shall have offsets, changes in roof height, or other distinctive changes in the building façade.

EXTERIOR FINISH MATERIALS: Exterior finish materials shall be non-reflective and shall include at least 3 colors, textures and/or materials.

SCREENING: Trash receptacles, mechanical units and equipment needs to be screened from public view.

GLAZING: Primary facades shall contain a minimum of 25% glazing (windows).

Site Design

LANDSCAPING: shall be placed wherever a structure, pathway or parking lot is not located. Shrubs and flowerbeds are required around any new building’s exterior. Landscaping setbacks vary but are at least 15’ from the front property line.

PARKING: Interior parking lot planters shall be located at intervals not to exceed 90’ except for parking located immediately in front of the building.

Sites should be designed to not resemble strip development. Buildings are encouraged to face the primary street with parking behind.

PEDESTRIAN AMENITIES: include paths, pedestrian and cyclist circulation plans for developments one acre or more, sidewalks, pedestrian scale lighting, street trees, inclusion of public spaces for projects over 25,000 square feet in gross floor space.
Most of the Northeast Nampa Gateway District is covered by zoning districts which require design review and compliance with design standards found on page 41.
Design elements, art and landscaping all contribute to a district’s identity by making it a unique place where people want to spend time. Yet, a mix of land uses that offer needed or desired services, employment and activity throughout the day and evening are even more important to a district’s success. The array of land uses shape the identity of place.

Recent surveys and discussions with area businesses have found a desire for more sit-down restaurants, high end bars and entertainment oriented businesses that will keep the district lively in the evening. In response, and as a way to better utilize the Idaho Center property, the City of Nampa recently rezoned the Idaho Center property to the new Gateway Business Entertainment District zone.

Up to 3 acres of property facing Idaho Center Boulevard is being marketed for a multi-tenant entertainment oriented development that would benefit from shared parking at the Idaho Center. Ideally the land will be developed with a sit-down restaurant, bar and other attractions for Idaho Center patrons, area workers and nearby residents. The Gateway Business Entertainment District is meant to catalyze restaurant and entertainment development along and near Idaho Center Boulevard.
Public Space and District Identity—Strategies

**GOAL:** Enhance the image and experience of the Northeast Nampa Gateway District through design elements and diverse land use.

**STRATEGY 1:** As pathways and bikeways are developed through the district consider adjacent landscaping and linear park elements.

**STRATEGY 2:** As pathways and bikeways develop include consistent wayfinding signage to destinations.

**STRATEGY 3:** Ease land use transitions by recruiting compatible businesses.

**STRATEGY 4:** Continue to require design review and design standards for developments in the Gateway Business and Community Business zoning districts.

**STRATEGY 5:** Encourage the Gateway Business Entertainment development to include an outdoor dining plaza that would add to the visual and experiential appeal of the site.

**STRATEGY 6:** Explore options to utilize landscaped portions of the Idaho Center as public park space with benches, gardens and art that celebrates the Snake River Stampede.

**STRATEGY 7:** Maintain a database of public art grants that could help bring distinct art to Northeast Nampa’s Gateway District.

**STRATEGY 8:** Encourage district businesses and organizations to consider public art installations by assisting with public art grant applications—start with the Idaho Center and other public/ quasi public institutions.

**STRATEGY 9:** Establish a landscape plan with funding options for the Garrity interchange—explore public/ private partnerships and low cost native plants.
## Priority | Action | Lead
--- | --- | ---
**High** | Adopt the Northeast Nampa Gateway District Specific Area Plan as an amendment to the Comprehensive Plan. | Planning and Zoning

**Goal 1:** Ensure compatible land uses that support a vibrant destination district with entertainment, employment, education and shopping attractions.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Action</th>
<th>Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td>Adopt Northeast Nampa Gateway District Future Land Use Map changes to the City of Nampa Comprehensive Plan Future Land Use Map.</td>
<td>Planning and Zoning</td>
</tr>
<tr>
<td><strong>High/Medium</strong></td>
<td>Support the Economic Development office in their active recruitment of office development for the district with Idaho’s Tax Reimbursement Incentive.</td>
<td>Economic Development</td>
</tr>
<tr>
<td><strong>High/Medium</strong></td>
<td>Maintain land use buffers around existing industrial lands.</td>
<td>Planning and Zoning</td>
</tr>
<tr>
<td><strong>Medium</strong></td>
<td>Encourage changes to the Nampa Zoning Map to match Northeast Nampa Gateway District Future Land Uses.</td>
<td>Planning and Zoning</td>
</tr>
<tr>
<td><strong>Medium/Low</strong></td>
<td>Support attractive high density housing near the Nampa Gateway Center and the College of Western Idaho to provide housing options for students and hospital workers. Encouraging housing density in the district will promote activity in the district throughout the day and evening and will help support a future high-capacity transit line along the rail corridor.</td>
<td>Planning and Zoning</td>
</tr>
<tr>
<td><strong>Medium/Low</strong></td>
<td>Where possible encourage housing and employment density along the rail corridor. Density will be necessary to make a future high capacity rail line feasible.</td>
<td>Planning and Zoning</td>
</tr>
</tbody>
</table>

**Goal 2:** Develop and maintain a coordinated and balanced transportation system in the Northeast Nampa Gateway District that promotes economic development and provides a variety of choices among transportation modes, including automobile, public transit, bicycle and foot.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Action</th>
<th>Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td>Look to fund projects identified in the Transportation Master Plan and Bicycle and Pedestrian Master Plan in the planning area.</td>
<td>Public Works</td>
</tr>
<tr>
<td><strong>High</strong></td>
<td>Encourage connectivity through new developments including connecting roads at the quarter section lines and pathways or sidewalks which allow pedestrians to easily walk to and throughout the new development.</td>
<td>Planning and Zoning/Engineering</td>
</tr>
<tr>
<td>Priority</td>
<td>Description</td>
<td>Responsible Parties</td>
</tr>
<tr>
<td>---------</td>
<td>-----------------------------------------------------------------------------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>High</td>
<td>Use traffic control systems, Intelligent Transportation System technologies (such as real-time traffic and information along roadways) to improve traffic flow in the Idaho Center area.</td>
<td>Public Works</td>
</tr>
<tr>
<td>High</td>
<td>To ease congestion and improve traffic flow consider an access management plan, additional collector roads and innovative intersection design.</td>
<td>Public Works, Engineering, ITD</td>
</tr>
<tr>
<td>High</td>
<td>Increase affordable and accessible public transportation to important district destinations include CWI, the Idaho Center, Walmart, and major employers.</td>
<td>Valley Regional Transit and City Council</td>
</tr>
<tr>
<td>High</td>
<td>Minimize conflicts between different modes of transportation to improve safety.</td>
<td>Public Works, ITD</td>
</tr>
<tr>
<td>High/Medium</td>
<td>Enhance and promote the use of bicycles and walking as viable forms of transportation within and to the district by providing safe public facilities including multi-use pathways, bicycle routes, bicycle lanes and sidewalks.</td>
<td>Public Works</td>
</tr>
<tr>
<td>High/Medium</td>
<td>Require transportation infrastructure improvements including pedestrian connectivity with all new development.</td>
<td>Planning and Zoning, Engineering</td>
</tr>
<tr>
<td>High/Medium</td>
<td>To ease congestion, promote alternative transportation options through education campaigns on riding transit, bicycling or car-sharing programs. Support organizations and area businesses to develop programs that help employees use alternative modes of transportation.</td>
<td>Planning, VRT</td>
</tr>
<tr>
<td>High/Medium</td>
<td>Continue parking/ park-and-ride management plans as a means to help improve the viability and effectiveness of public transit services in the city. Revisit parking requirements for more effective/ efficient use and plan for special events by providing park and ride options.</td>
<td>District organizations, VRT and Planning</td>
</tr>
<tr>
<td>High/Medium</td>
<td>Work with COMPASS and Valley Regional Transit to secure funding for a future Park and Ride location at the Nampa Gateway Center.</td>
<td>Planning, Engineering, VRT, COMPASS</td>
</tr>
<tr>
<td>High/Medium</td>
<td>Continue to work with COMPASS and neighboring cities to plan for a high capacity transit corridor that connects Boise, Meridian, Nampa and Caldwell with a stop in the Northeast Nampa Gateway District.</td>
<td>Planning and Zoning</td>
</tr>
<tr>
<td>High/Medium</td>
<td>Continue to work with COMPASS and neighboring cities to plan for a regional rail with trail route that would connect Boise to Caldwell. In Nampa, the pathway would go through the Northeast Nampa gateway district.</td>
<td>Planning &amp; Zoning, Parks</td>
</tr>
</tbody>
</table>
## Goal 3: Enhance the image and experience of the Northeast Nampa Gateway District through design elements and diverse land use.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Action</th>
<th>Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>As pathways and bikeways develop include consistent wayfinding signage to destinations.</td>
<td>Engineering &amp; Planning</td>
</tr>
<tr>
<td>High</td>
<td>As pathways and bikeways are developed through the district consider adjacent landscaping and linear park elements.</td>
<td>Parks</td>
</tr>
<tr>
<td>High/ Medium</td>
<td>Ease land use transitions by recruiting compatible businesses.</td>
<td>Economic Development</td>
</tr>
<tr>
<td>High/ Medium</td>
<td>Continue to require design review and design standards for developments in the Gateway Business and Community Business zoning districts.</td>
<td>Planning and Zoning</td>
</tr>
<tr>
<td>Medium</td>
<td>Encourage the Gateway Business Entertainment development to include an outdoor dining plaza that would add to the visual and experiential appeal of the site.</td>
<td>Economic Development</td>
</tr>
<tr>
<td>Medium</td>
<td>Explore options to utilize landscaped portions of the Idaho Center as public park space with benches, gardens and art that celebrates the Snake River Stampede.</td>
<td>Idaho Center/ Parks</td>
</tr>
<tr>
<td>Medium/ Low</td>
<td>Maintain a database of public art grants that could help bring distinct art to Northeast Nampa’s Gateway District.</td>
<td>Grant writer/ Planning</td>
</tr>
<tr>
<td>Medium/ Low</td>
<td>Encourage district businesses and organizations to consider public art installations by assisting with public art grant applications—start with the Idaho Center and other public/quasi-public institutions.</td>
<td>Economic Development</td>
</tr>
<tr>
<td>------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Low</td>
<td>Establish a landscape plan with funding options for the Garrity interchange—explore public/private partnerships and low cost native plants.</td>
<td>Planning/Parks</td>
</tr>
</tbody>
</table>