



Planning & Development Services

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MEMORANDUM

TO: River Neighborhood Master Plan Committee
FROM: Hal Simmons and Sarah Schafer
DATE: July 1, 2016
RE: SWOT Analysis

The Committee met on June 23, 2016 to discuss the strengths, weaknesses, threats and opportunities within the master plan boundaries. There was great discussion regarding each of these topics and the list below reflects the topics discussed. They have been grouped into possible policy categories for easy future use.

Strengths

Access and Transportation

- Proximity to the Green Belt, Downtown and the River
- Easy access to Downtown
- Easy access to the Connector and out of Downtown
- Road network – good grid started
- Access to the Connector, Americana, and Capitol – major transportation roadways
- Pioneer Pathway – commuter traffic and access to Greenbelt and Downtown
- Newly paved roadways
- Bike paths and rentals

Historic Resources

- Hayman House
- Blocks of historic homes
- 14th Street rehabilitation of housing from 1895

Land Use

- Social services – Giraffe Laugh
- Access to dental and medical facilities
- Post Office and Fed Ex
- Access to Main Library
- Breweries
- Skate Park
- Easy access to restaurants, museums, theaters and cultural centers
- Diverse housing; mix of single-family and high density urban
- Public parks

Other

- Diverse mix of buildings, uses and people
- Existing diverse ethnic groups in area

Weaknesses

Access and Transportation

- Connector isolates activity to the north
- Daytime shortage of parking
- Lack of communication by City regarding parking and other issues
- Crosswalk pedestrian signals don't work well. Takes too long to activate then they last too long. Work on timing.
- Pioneer pathway alignment is poor
- 13th Street needs enhanced as a pedestrian corridor and better crossings at Front and Myrtle
- Semi-truck traffic from industrial uses near the post office.
- Needs to be able to run north/south through the neighborhood.

Historic Resources

- Maintenance of historic single-family resources.

Land Use

- Large blocks
- Large parking lots
- Lack of green space
- Suburban style development along the river
- Lack of neighborhood services such as grocery and dining
- Vacant land with weeds

Other

- No drainage plan for the neighborhood
- Homeless and transient population
- Concentration of sex offenders
- Alley fenced off due to transients
- No River Street Neighborhood Association – Part of DT NA. However, no strong representation of the areas concerns

Opportunities

Access and transportation

- Strengthen connections to existing/adjacent districts; JUMP, Cultural, West End
- Additional internal road connections
- Increase pedestrian amenities along streets
- Work with ACHD on pedestrian light timing
- Grand, Miller, Fulton – Stronger pedestrian/bike connection

Historic Resources

- Fill in historic street light gaps
- 14th Street historic properties dating to 1895

Land Use

- Surface parking lots available for new development
- Pioneer pathway available for unique development opportunities
- Development of CCDC properties; CCDC should acquire additional land for development
- TIF Funding through 2025
- Adaptive reuse of warehouse buildings (ex. Payetter)
- Miller, Ash and Grand intersection is opportunity for “Special Use”, community use, grocery
- Eatery opportunities along the River
- Gallery 518 – Expansion of the Arts (Lisk Gallery)
- Existing large parcels are under single ownership
- Between Grand and Myrtle/13th and 11th – development opportunity
- Excellent location for ethnic restaurant/start up business location
- Include skate park as part of the neighborhood
- Existing at grade structured parking is opportunity for small business
- Long term holders of larger properties – req. grass and streetscapes

Other

- Rework entry point for River of Life meals
- S. 13th, 11th and River signage (neighborhood identification)

Threats

Access and Transportation

- Speed of the traffic on Myrtle
- Walking across the Connector on 15th, 13th and 11th
- Traffic noise/noise pollution
- Traffic on 13th – Increase with parking garage on Parcel B and Simplot Headquarters

Land Use

- Camping on vacant land

Other

- Homeless/Transient population
- Flood Hazard
- Over supply of sex offenders