

# WE'RE LISTENING

*Outreach Summary*

## FRANKLIN & ORCHARD SITE DEVELOPMENT

PHILLIPPI ST.



ENERGIZE OUR  
NEIGHBORHOODS

FRANKLIN RD.

S. HILTON ST.

FRANKLIN  
PARK

S. ORCHARD ST.

PEG ST.



# FRANKLIN & ORCHARD SITE DEVELOPMENT OUTREACH SUMMARY

## PROJECT BACKGROUND

In the summer of 2019, the City of Boise purchased a 4.7-acre property at the southwest corner of the Franklin and Orchard intersection. By incentivizing high quality mixed-use development at Franklin and Orchard, the city hopes to improve this neighborhood, provide housing that is affordable for Boiseans making a range of incomes, and to create a special place that the entire neighborhood can enjoy. To better understand how to serve the immediate neighborhood and surrounding community, the city held four (4) open houses between December 10, 2019 – January 5, 2020. Those who were not able to attend in person had the opportunity to provide input via an online survey that was open during the same timeframe. Specifically, residents were asked to share their input on the look and feel of the potential development.

## CENTRAL BENCH NEIGHBORHOOD PLAN

The Central Bench neighborhood developed and adopted a NEIGHBORHOOD PLAN in 2019 that offers guidance for future development at the Franklin and Orchard site. The neighborhood plan includes a vision that aims to make the neighborhood the most livable in Boise. In this effort, residents highlighted five major themes that serve as guiding principles for the development at Franklin and Orchard:

- Residents love the neighborhood location, friendly neighborhood character and diversity.
- Improve bicycle and pedestrian facilities.
- Transform Orchard Street into a walkable corridor, with more parks and public spaces.
- Address safety and overall cleanliness of the neighborhood.
- Manage growth and ensure new development adds to the neighborhood's existing character.

The Central Bench Neighborhood plan can be found at: [centralbench.org/neighborhood-plan](https://centralbench.org/neighborhood-plan).

## COMMUNITY ACTIVITY CENTER

This area is designated as a Community Activity Center in the city's comprehensive plan, Blueprint Boise. An activity center is an area that attracts people for shopping, work, school, recreation and/or socializing. The Franklin and Orchard Community Activity Center serves the neighborhood and the surrounding area by providing a variety of everyday services within walking or biking distance.

Stay up to date with the Franklin and Orchard Development project by visiting: [cityofboise.org/franklin-orchard](https://cityofboise.org/franklin-orchard).



## COMMUNITY OUTREACH AND ENGAGEMENT PROCESS

### 4 OPEN HOUSES + ONLINE SURVEY = INPUT FROM 393 PEOPLE

From December 10, 2019 to January 5, 2020, the Energize our Neighborhoods team coordinated and conducted open houses and used an online survey to gather input from nearly 400 people. The four open houses gave residents and stakeholders the opportunity to provide input and interact with the project team. For residents and stakeholders unable to participate in person, the experience of the open house was replicated through an online survey that was open during the same timeframe.

### COMMUNITY OUTREACH EVENTS

A total of four in-person feedback opportunities were held in December 2019. Two events were held at the Hillcrest Library (5 – 8 PM on Dec. 10<sup>th</sup> & 18<sup>th</sup>) and a large tent was erected on the development site at Franklin and Orchard. The tent was open on Dec. 13<sup>th</sup> from 12 – 7 PM and Dec. 14<sup>th</sup> from 10 AM – 7 PM.

### OUTREACH COMMUNICATIONS & PUBLICITY

The Open Houses and survey were shared through various outreach channels, including:

#### Digital

- City of Boise website
- Email from Central Bench Neighborhood Association to residents
- Online community calendars, including Boise Weekly, Boise State University Public Radio, KIVI and KTVB

#### Media

Press release sent out by the City of Boise to media outlets. Press coverage included:

- [KTVB](#)
- [Idaho Press](#)
- [KIVI](#)
- [Boise Dev](#)
- [KBOI radio](#)

#### Social Media

- City of Boise Facebook page
- Energize Our Neighborhoods Facebook page
- Central Bench Neighborhood Association Facebook page

#### Direct Mail + Print

- 843 postcards sent to individuals within a half-mile radius of the site
- Informational banners at the Franklin and Orchard site
- Posters shared with businesses along Franklin and Orchard
- Flyers hand-delivered to approximately 80 homes immediately adjacent to the area

## FRANKLIN & ORCHARD VISUAL PREFERENCE SURVEY

The Energize our Neighborhoods team used a visual preference survey to collect feedback on participants' preference for the look and feel of the potential development. For the Visual Preference Survey, both online and at the open houses, people were given a series of images and asked to vote for the image that they liked the best. The survey included seven prompts related to different aspects of a mixed-use building.

### PARTICIPANTS

A total of 393 people participated in the Franklin and Orchard Visual Preference Survey, 178 people provided feedback in person and 215 completed the survey online. Participants were categorized by their relationship to the neighborhood:

- 34% of participants lived within a half mile radius of the site
- 77% of participants lived within the “Central Bench” planning area (the area bounded by Federal Way, I-84 and the Connector)

The Central Bench Neighborhood Association was the most represented neighborhood association accounting for 34% of the responses, followed by the Depot Bench Neighborhood Association (14%) and Morris Hill Neighborhood Association (10%).

#### Relationship to Neighborhood

|                            |     |
|----------------------------|-----|
| Beyond .5 Mile Radius      | 49% |
| Within .5 Mile Radius      | 34% |
| Other Stakeholder/Commuter | 9%  |
| Business owner/Work nearby | 4%  |
| Unknown                    | 3%  |

#### Participants by Planning Area

|                        |     |
|------------------------|-----|
| Central Bench          | 77% |
| North/East Ends        | 6%  |
| West Bench             | 5%  |
| Southeast              | 4%  |
| Outside of city limits | 2%  |
| Southwest              | 2%  |
| Downtown               | 1%  |
| Foothills              | 1%  |
| Northwest              | 1%  |
| Unknown                | 1%  |
| Barber Valley          | 0%  |

#### Participants by Neighborhood Association

|                  |     |
|------------------|-----|
| Central Bench    | 34% |
| Depot Bench      | 14% |
| Morris Hill      | 10% |
| Hillcrest        | 7%  |
| Vista            | 5%  |
| Borah            | 4%  |
| Southeast        | 4%  |
| Central Rim      | 3%  |
| North End        | 3%  |
| East End         | 2%  |
| Liberty Park     | 2%  |
| Unknown          | 2%  |
| Winstead Park    | 2%  |
| Centennial       | 1%  |
| City of Meridian | 1%  |
| Downtown         | 1%  |
| Highlands        | 1%  |
| South Cole       | 1%  |
| West Bench       | 1%  |
| West Downtown    | 1%  |
| West Valley      | 1%  |

\*Neighborhood Associations without attendees present were excluded from the list.

## BUILDING FORM

Participants were asked to share their preference for the form of the potential building(s) on the site. The building form question assessed participants' preference for a more suburban (multiple buildings) or urban style (one building) apartment/mixed use building. In addition, the building form question asked participants to consider how they would like people to access their homes, whether through internal or external stairwells and hallways.

Participants were nearly equally split between both styles with a slight preference for a stand-alone building.



**MULTIPLE BUILDINGS**  
182 votes (49%)



**STAND-ALONE BUILDING**  
188 votes (51%)

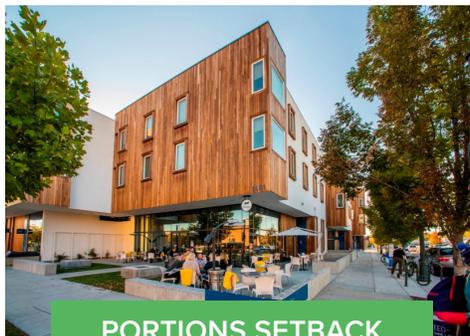
## GROUND FLOOR USE

Participants were prompted to share their preference for the design of the ground floor. The options presented solicited feedback about how the ground floor would be designed with either businesses situated directly on the edge of the sidewalk, businesses setback in some areas of the building to accommodate patios or open space, or residential homes opening directly onto the sidewalk. Participants were additionally asked to consider the ways that pedestrians and potential business patrons or residents would interact with the buildings' ground floor.

Most residents preferred some type of business or commercial use on the ground floor with most preferring that portions of the building be setback to accommodate patios or open space (54%).



**GROUND FLOOR RETAIL  
AT SIDEWALK**  
152 votes (41%)



**PORTIONS SETBACK  
FOR PATIOS**  
200 votes (54%)



**RESIDENTIAL AT EDGE  
OF SIDEWALK**  
20 votes (5%)

# ARCHITECTURAL DESIGN

Images for architectural design were separated into two larger design categories: traditional or modern/contemporary. For each design style participants were encouraged to consider specific architectural details when indicating their preference such as roofline, façade treatments, modulation and building materials.

Participants were split between their preference for traditional and modern/contemporary designs, each category receiving 50% of the votes. Modern/contemporary designs using wood and stucco had the greatest consensus around design style (28%), followed by traditional designs using masonry and stucco (21%).

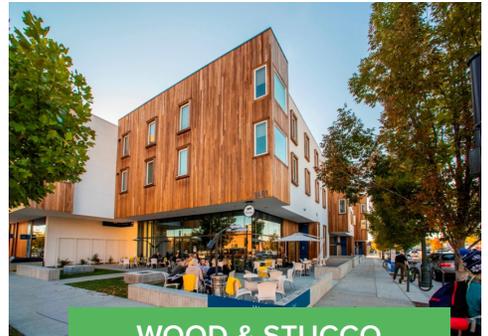
## Architectural Design: Modern/Contemporary



**MASONRY & STUCCO**  
53 votes (13%)



**SIDING & STUCCO**  
36 votes (9%)



**WOOD & STUCCO**  
111 votes (28%)

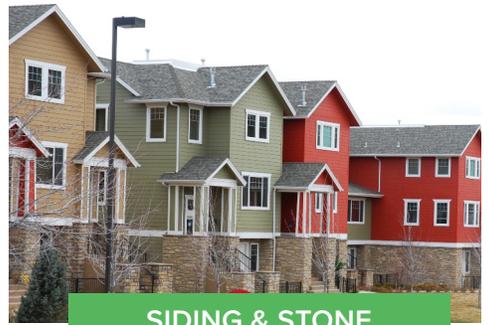
## Architectural Design: Traditional



**MASONRY & STUCCO**  
83 votes (21%)



**SIDING & STUCCO**  
40 votes (10%)



**SIDING & STONE**  
78 votes (19%)

## PARK INTERFACE

Unique to the Franklin and Orchard site is that Franklin Park is immediately adjacent to the property. Participants were asked to share how they believed the building(s) should interface with the park. Options presented tested the participants' preference for activity level in the transition area ranging from most activated to a gradual transition to the park with simple landscaping.

Most participants indicated their preference for flexible/movable seating (likely associated with the ground floor use of the building) within the transition zone to Franklin Park (40%).



**PLAZA EVENT SPACE**  
101 votes (27%)



**SEATING**  
154 votes (40%)



**LANDSCAPING**  
126 votes (33%)

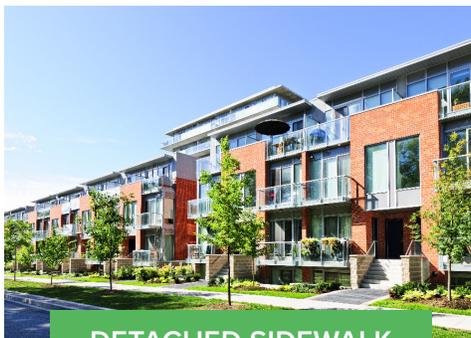
## STREETSCAPE DESIGN

Participants also shared their opinions on how the building(s) and sidewalks would best interact with Franklin Road and Orchard Street. Participants had the opportunity to share if they preferred a streetscape with a plaza or courtyard, detached sidewalk with landscaping, or a wide sidewalk with trees.

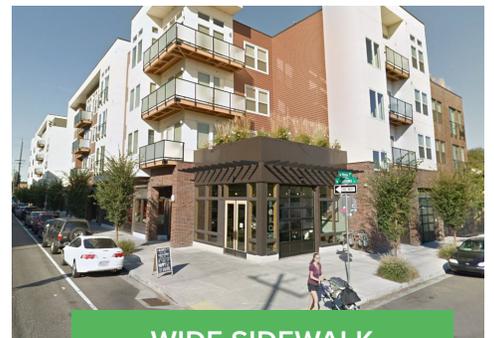
Most participants expressed their preference for detached sidewalks with landscaping.



**PLAZA COURTYARD**  
59 votes (15%)



**DETACHED SIDEWALK  
WITH LANDSCAPING**  
197 votes (52%)



**WIDE SIDEWALK  
WITH TREES**  
125 votes (33%)

## MIXED-USE

The development at Franklin and Orchard will include an active use on the ground floor. In order to complement the existing businesses in the vicinity, participants were asked to indicate other uses they would like to see at this site. Potential choices included food and drink, services, retail or a community space.

Participants shared the desire for a use on the ground floor that includes either food and drink (46%) or community space (39%).

| Ground Floor Uses                                   | % of Participants |
|---|-------------------|
| <b>FOOD &amp; DRINK</b> (restaurant, coffee shop)   | 168 votes (45.9%) |
| <b>SERVICES</b> (hair salon, daycare)               | 28 votes (7.6%)   |
| <b>RETAIL</b> (gift shop, bookstore)                | 29 votes (7.9%)   |
| <b>COMMUNITY SPACE</b> (meeting space, teen center) | 141 votes (38.5%) |

## NEXT STEPS

Feedback from the outreach process is compiled and analyzed in this report. This report will be integrated into a Request for Proposal (RFP) that the city will release to solicit proposals from the development and design community to build on the site. Once a developer is selected for the site, they will hold additional community meetings before the project moves into the permitting and building processes.



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VISIT: [energizeourneighborhoods.org](http://energizeourneighborhoods.org) or EMAIL: [energize@cityofboise.org](mailto:energize@cityofboise.org)