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## 2018





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# 2018 GROW SMART AWARDS

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Idaho Smart Growth  
 910 Main St., Ste. 314  
 Boise, ID 83702  
 208.333.8066  
[www.idahosmartgrowth.org](http://www.idahosmartgrowth.org)



*Ketchum Mayor Neil Bradshaw speaks at the ISG Wood River Valley Grow Smart Awards event in May.*

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*Cover photo: The Watercooler. Images provided by the project or by Idaho Smart Growth; photos by Leo Geis-Idaho Airships, p. 4-5; Marjorie McBride, p.10. Printed by Owyhee Printing; special to Idaho Business Review.*



# The Grow Smart Awards

Smart growth represents characteristics of vibrant communities—walkable neighborhoods, mixed-use development, transportation and housing options, open space and others. Smart growth is a set of choices we can make to build better communities. One of the best ways to learn about smart growth is to see it in action, all around us. It's also important to celebrate examples of smart growth that make our communities successful. For these reasons Idaho Smart Growth launched the Grow Smart Awards program in 2005. The program recognizes the exemplary application of smart growth principles in projects nominated from



*Twin Falls Criterium on the renovated Main Avenue.*

around the state. A volunteer jury of experts and professionals deliberates and selects awards based on smart growth principles. Over the years we have given over 100 awards in 25 communities. For more on past winners, organized by location and year, visit [www.idahosmartgrowth.org/portfolio/grow-smart-awards/](http://www.idahosmartgrowth.org/portfolio/grow-smart-awards/).

## 2018 Grow Smart Awards Sponsors

The 2018 Grow Smart Awards event is November 5 at the Boise Centre East. Idaho Smart Growth gratefully acknowledges the support of the following sponsors:

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Special thanks also to the Greater Boise Auditorium District. Idaho Smart Growth is grateful for the volunteers who make this program possible.

**Our special gratitude to the 2018 Jury:** Mark Baltes, board member, North End Neighborhood Association; owner, Landmark Impressions. ■ Clay Carley, general manager, Old Boise LLC. ■ Daren Fluke, comprehensive planner, city of Boise. ■ Melissa Galli, Realtor; board member, Idaho Smart Growth. ■ Maureen Gresham, director, ACHD Commuteride. ■ Derek Hurd, architect, Gravitas, Inc. ■ Caroline Merritt, public relations director, Boise Metro Chamber of Commerce. ■ Jenah Thornborrow, development services administrator, Garden City. ■ Jaap Vos, director, Bioregional Planning and Community Design Department, University of Idaho. ■ Dana Zuckerman, commissioner, Capital City Development Corp.; founder Dwell Boise, LLC. ■

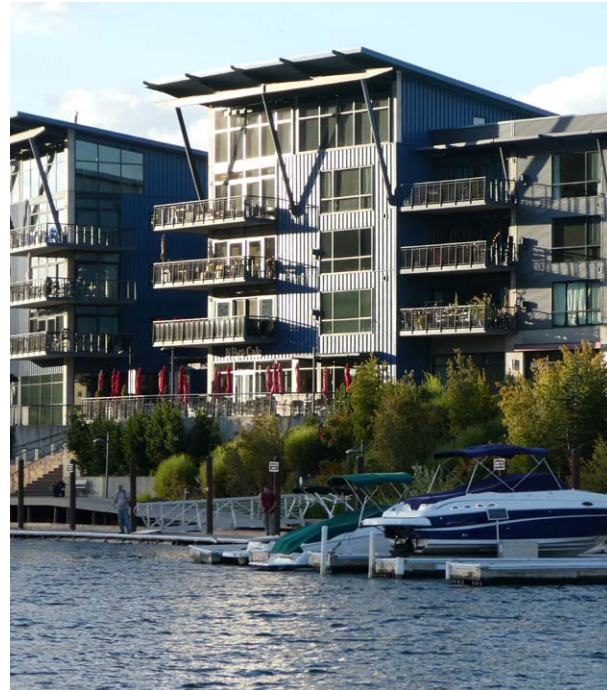


*Idaho Smart Growth* is an independent statewide nonprofit organization whose mission is to bring people together to create great places to live. Smart growth is an approach to community development that makes sense economically, environmentally and socially. It aims to increase property values, conserve land and resources, provide more housing and transportation choices, promote active living and foster a strong sense of community.

- We work with neighborhood groups, developers and local governments to encourage development that is more compact, makes walking and biking safer, includes a mix of land uses and preserves open space. Through facilitated discussions, we bring all parties to the table for best results.
- We provide education, expertise and advocacy to help communities encourage efficient development of lasting value, and tools that show how smart growth actually produces more tax revenue over time than wasteful alternatives.

More information is available at [idahosmartgrowth.org](http://idahosmartgrowth.org) or by calling 208-333-8066.

*Idaho Smart Growth is a 501c3 nonprofit, dependent on the support of members and sponsors. To learn about how you can help our work, please get in touch. We'd love to talk with you.*



*Multifamily riverfront housing in Coeur d'Alene.*

## Smart Growth Principles

*There are ten recognized smart growth principles leading to better land use and community development:*

- Mix land uses
- Create walkable neighborhoods
- Provide a variety of transportation choices
- Create a range of housing opportunities and choices
- Adopt compact building patterns and efficient infrastructure design
- Preserve open space, parks, farmland, natural beauty and environmentally critical areas
- Strengthen and direct development toward existing communities
- Make development decisions predictable, fair and cost-effective
- Foster distinctive communities with a strong sense of place
- Encourage community and stakeholder collaboration



# *The Grove Plaza*

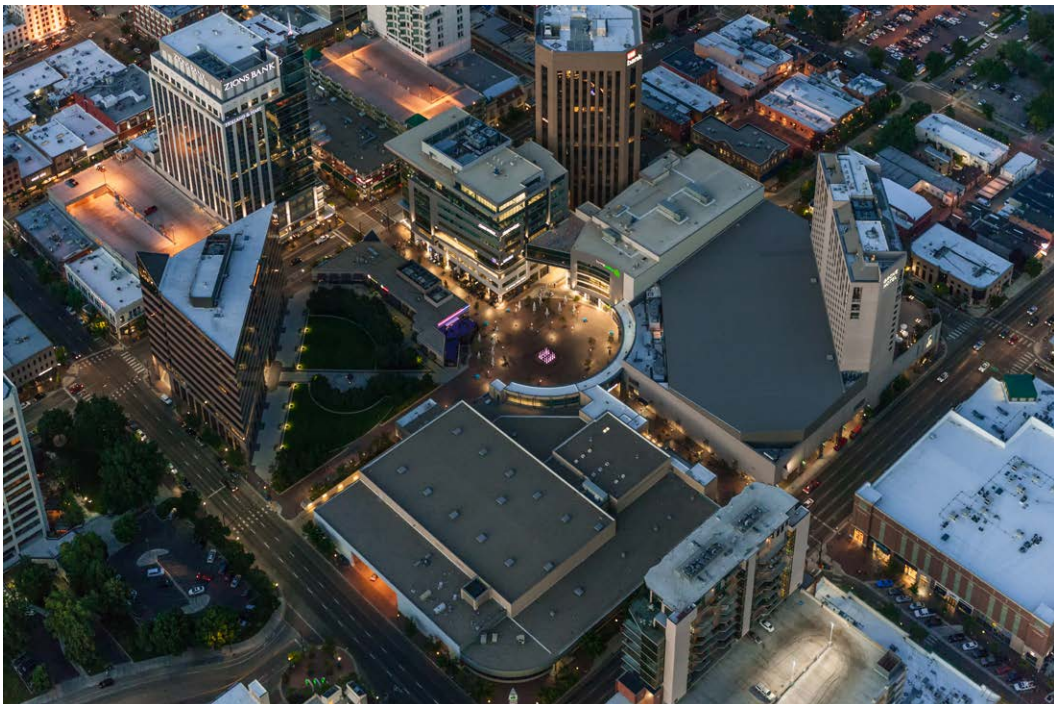
The Grove Plaza is the literal center of downtown Boise and the centerpiece of the first urban renewal district in Idaho. Created in 1986 by Capital City Development Corporation (CCDC) as a catalyst project for the Central Downtown Urban Renewal District, the Grove Plaza has been an unqualified success. When first built the plaza was an island of bricks and small trees in a 4-block sea of mostly dirt parking lots. Thirty years later the last empty adjacent parcel was redeveloped and the plaza itself was fully renovated in a substantially similar design. The public investment in the Grove Plaza, along with related public parking, has leveraged \$132 million in neighboring private investment, and contributed to an 1100% increase in assessed value in the Central District. The space has evolved from one where no one lingered to an active place brimming with events, markets, public art, a water feature, trees, tables, shade and nearby cafés. Tens of thousands of people come to the plaza for activities each week in the summer, and hundreds of thousands pass through each year to events in the adjacent sports arena and the Boise Centre convention facilities. At the sunset of the Central District this year, that lonely circle of bricks from the '80s stands as testament to the transformative power of public urban renewal investment.





## Evolution of a catalyst.

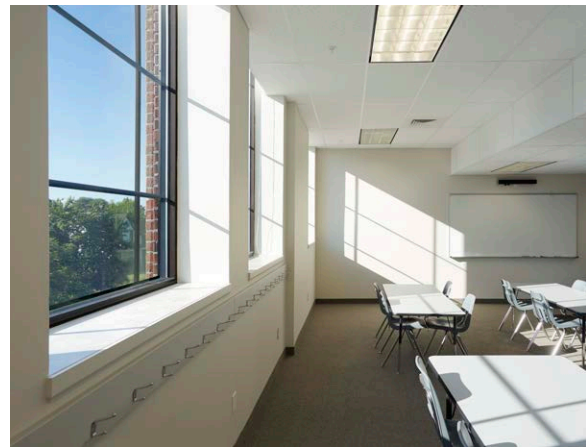
*Right: aerial view of the Grove Plaza looking south, in mid-'80s before construction; below: with plaza improvements and Christmas tree in 1986; recent redevelopment in progress; bottom: current view looking northeast.*





# *Alturas International Academy*

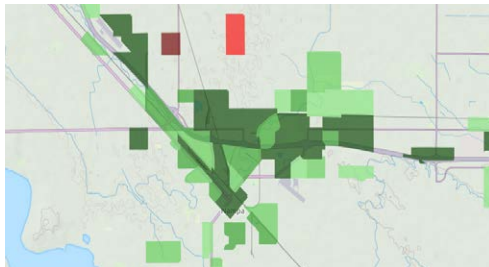
The O.E. Bell Junior High School in Idaho Falls, built in 1928, was abandoned in 1970 for years until it was renovated in 1999 into office use and a ground level restaurant. In 2017 another revitalization turned it back into educational use as home for the Alturas International Academy. The project involved collaboration among the design team, the building owner, the restaurant owner, the school and the city of Idaho Falls. It included ADA accessibility, 30 new classrooms, administrative and teacher work areas, an updated gymnasium and new restrooms—all within the existing building footprint. Outside, the existing parking lot was converted to a school play area and a new school bus loading zone was configured. The building once again contributes to the city's Ridge Avenue Historic District while the up-to-date Alturas Academy and the Arugula Café bring vitality to the neighborhood.



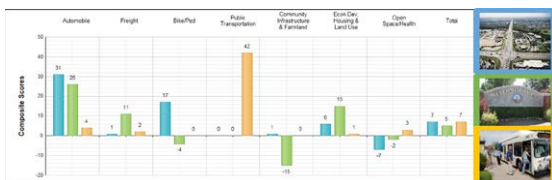


# Moneyball for MPOs

Ada and Canyon counties are among the fastest-growing in the nation, and COMPASS, the region's metropolitan planning organization (MPO), has been challenged to help citizens and policymakers in the region make transportation investment decisions that effectively balance scarce finances with the demands of this explosive growth. Taking a cue from the movie "Moneyballs," in which a baseball team successfully began using a data-driven approach to making difficult choices, COMPASS created a Performance Measure Framework (PMF) planning tool that uses 25 different data metrics to evaluate the outcomes of proposed transportation investments. The results will help elected officials and the public understand the benefits and tradeoffs among different investments. This can lead to better understanding of the impacts of transportation decisions on the region's overall quality of life.



COMPASS used data, maps, game cards and a lot of workshop input to develop the tool.





# Garden City Artisans™ Wayfinding

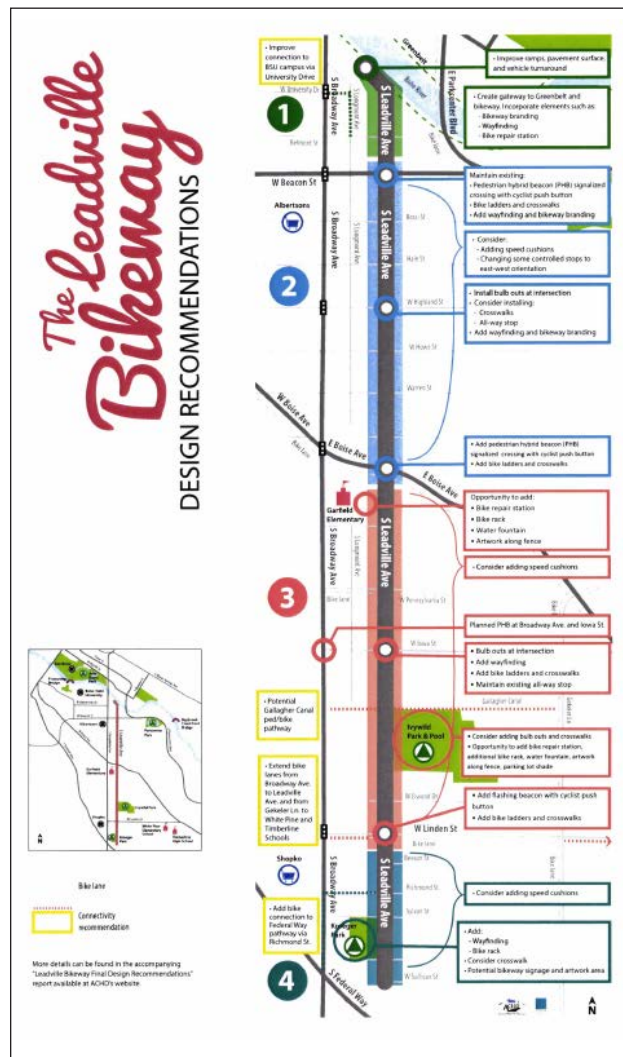
Garden City is a small city bisected by two state highways and the Boise River and bordered by the cities of Boise and Eagle. This geography has challenged the community to enhance its own identity as it evolves into a denser, urbanized city. One clear choice was to build on the influx of new residents, an emerging artist community and the growing numbers of restaurants, breweries and wineries attracting visitors on the Garden City greenbelt. A group led by the Garden City Urban Renewal Agency including the city, an architecture firm and a nearby hotel began a discussion on “wayfinding” to help connect people with places, artists and other businesses. The collaboration broadened to include a wide variety of artists, artisan businesses and other public agencies. The result includes bold graphic design in wayfinding signs on the greenbelt and paper and digital maps that help Garden City develop its unique sense of place as a community. The project had excellent stakeholder collaboration and engagement and is successfully connecting walkers and bikers into the community.





# Leadville Bikeway

In early 2018 the Ada County Highway District adopted and began implementing the Leadville Bikeway Concept Study, a plan that creates a safe low-stress bicycle route on Leadville Avenue in Boise that parallels Broadway Avenue, a state highway with heavy traffic. The bikeway uses signage and enhanced crossings to create an alternative route that is safer and more inviting for people using bicycles or walking to a number of neighborhood destinations, including downtown, the greenbelt, BSU, grocery stores, entertainment, parks and schools. The project is a result of collaboration among ACHD, the city of Boise, advocacy groups, BSU, Boise School District, neighbors and other citizens. It serves as a guide for later improvements in this neighborhood and is a model for other bikeways planned elsewhere in ACHD's Roadways to Bikeways Master Plan.



Counterclockwise from above: public outreach session, completed improvements, bikeway map.





# *Twin Falls Main Avenue*

A wide range of public and private collaborators are working together to accomplish this metamorphosis of downtown Twin Falls through redevelopment of its historic main street and new adjacent public investments. The project is a shared vision captured in adopted strategic and comprehensive plans and implemented with help from the city, the urban renewal agency, the school district and the state highway department, as well as affected businesses and property owners. The five-block Main Avenue central section and side streets received extensive modification, streetscape improvements and landscaping. New public investments include the Downtown Commons and Festival Block, gathering places, event spaces, water features, public art and other facilities. The new city hall is a dramatic presence on the renovated Main Avenue and already other new mixed-use projects are on the way—apartments, retail and offices—along with private renovations of stores, theater, church and restaurants. This community vision, aided by public investment, is already paying off.





# *The Watercooler*



The Watercooler is a 37-unit mixed-use, live-work building located in Boise's Westside Downtown Urban Renewal District that accomplishes many of the goals of the district master plan. The developer, design team and urban renewal agency collaborated to bring a variety of housing options and retail vitality to an area of town very much in need of these catalysts. The project provides outdoor public open space at the corner of Idaho and 14th streets that is also used by a café located in the corner of the building. It creates a recognizable and distinctive sense of identity through innovative uses of color, natural wood and geometric forms in both building and landscape design. A 3-story mural commissioned by the developer-owners that covers the entire west facade contributes to the sense of community for the occupants as well as the neighborhood.



# Fire Stations 4 & 8



#4

Boise's two newest fire stations presented an opportunity to fulfill a basic city need while putting smart growth and sustainability practices into action. Fire Station 4, in the historic Ustick neighborhood, is a new building that replaced an existing station built in the 1970s. The project used public outreach and input from station staff to create a building that would serve as a catalyst for neighborhood revitalization. It uses design characteristics from early 20th century buildings in the area, with a strong street presence, historic brick and stone materials and precast arched bays, but it also includes up-to-date construction methods and a two-story layout to maximize the limited site. Station 8 made use of a site with an abandoned restaurant on a very car-centric corner location. The redevelopment brought the new building forward to face both streets with a pedestrian-oriented design featuring a public open space. Both stations make use of public art in their plaza areas. They also set high goals in sustainable design: #8 pursued LEED Silver certification in the new rigorous Version 4 standard, and #4 elected to achieve the new Boise City Green Construction Code standard, similar to LEED v4-Silver with additional regional objectives. This dual effort will allow the city to measure and compare performance over time to help with continuous improvements in its sustainability goals.



#8



*Above (#4) and below (#8): new bays, new interior, site before redevelopment.*





# Mountain West Bank 16th & State



This redevelopment of a busy bank branch had the goal of expanding to serve a growing population while also improving its neighborliness, accessibility, comfort and aesthetic contribution. The design team solved the problem by incorporating the existing building, moving parking, changing entrances and bringing the building up to the sidewalks on both streets. They effectively doubled the building size but made it more approachable to pedestrians and bicyclists. By keeping the original mature trees and basic modernist materials and design they made it seem like “it’s always been here,” as one neighbor commented. The project takes advantage of sustainability strategies like building orientation and natural daylighting, reuse of materials, increased green space and access to transit. With thoughtful design and extensive outreach, the project avoided any opposition in this very engaged neighborhood, unlike a proposed development next door that drew widespread negative response.



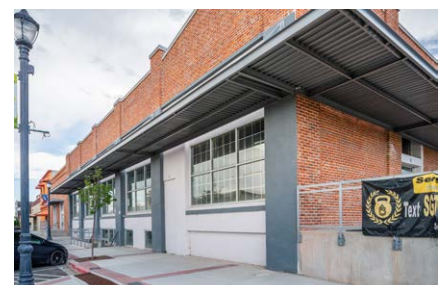
*Below left: bank before construction; center, right: artist drawings illustrate views before and after redevelopment.*



## 523 W. Main St.



523 Main, above right: before restoration; and below, left: ready for occupancy.



This project is an unusual renovation of a vacant historic building (two buildings, actually) in downtown Caldwell. Rather than ready the building for immediate occupancy, the owner asked the design team to renew its core and shell and bring it up to current codes. The restored building now serves as a pioneer in updating the fabric of the historic downtown and can be marketed to potential building tenants with the option of finishing out the interior—or not—as they desire. The work involved demolition of interior walls to create large open space featuring striking concrete mushroom columns and bowstring trusses, and restoring the exterior to its original masonry. Large industrial windows that had been blocked or broken have been replaced with new energy-efficient frames, and the building electrical and mechanical systems have been updated. The project involved assistance from the city of Caldwell and the urban renewal agency, including streetscape improvements and a shared parking arrangement. The result is a catalyst for modernizing and revitalizing the downtown, in keeping with the city's downtown master plan, that preserves its historic nature and distinctive sense of place.



# Charles Hummel Award: Doug Fowler

The Charles Hummel Award is given by the Idaho Smart Growth Board of Directors in honor of the esteemed Idaho architect and ISG co-founder. Since 2010, the board selects an individual who exemplifies Charles' personal integrity, dedication to smart growth principles and commitment to the built and natural environments. This year the board did not have to look far: Doug Fowler had left the board at the end of 2017 after a decade of service, including several years as president. The choice was an obvious one.

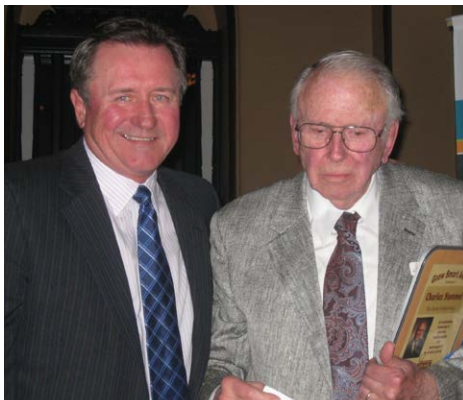
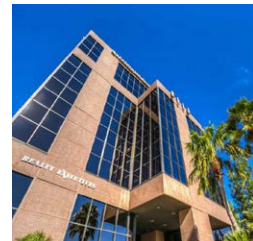
Doug is an Idaho native and graduate of Northwest Nazarene University. After a short stint teaching elementary school and managing a racetrack in the late '70s, Doug moved into real estate management and development and has worked in that arena ever since. His career included management and development of large projects in Arizona, Missouri and Guam before he moved back to Idaho. He led the renovation of the Vista Village shopping center in the early 2000s. Since 2004 he has been project manager of the Harris Ranch development in Boise, steering the new urbanist redevelopment of 1,200 acres with 2,678 residential units and 1.39M square feet of commercial space amounting to more than \$400M in land value alone. The Harris Ranch Specific Area Plan, a first in Boise, earned a Grow Smart Award in 2007.

In addition to his years on the ISG board, Doug has also held leadership roles in many other local and national nonprofits, including Global Initiatives, Partners for Livable Communities, Boise Elevated, Urban Land Institute Idaho Council, Boise River Enhancement Network and Camp Rainbow Gold.

Doug is the rare developer whose insistence on doing things right is infectious. Everyone who has worked closely with him has appreciated the experience. The lesson of his long commitment to community development is that nothing good happens overnight—it takes a long view, transparency, outreach and persistence. Most importantly, it takes an unflagging sense of humor.



*Doug Fowler has led development in Harris Ranch, below, and other exotic locations.*



*Doug in 2010, as Idaho Smart Growth president, with the late Charles Hummel, first recipient of the Charles Hummel Award.*



Jonah Shue and a dancing cat performing at the Kuna "Park for a Day" event that ISG produced last fall.

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# 2018 Update

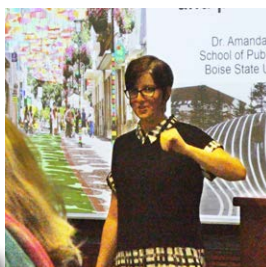
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## Recent Highlights

Idaho Smart Growth activities over the past year include placemaking and visioning in Idaho Falls, Kuna, Boise and Sandpoint; transportation choices planning in Bonners Ferry, Pocatello and Ada County; technical assistance in Blaine County, Valley County and McCall; and complete streets and Safe Routes to School actions around the state. We have new or expanding programs in small town development, citizen education, community planning for wildfire and transportation choices. Contact us to learn more!



Bannock Transportation Planning Organization  
Pocatello Regional Transit  
Master Transit Plan



ISG's Sarah Taylor is the new host of the Citizens Planning Academy.

ISG led the public outreach for Pocatello's new transit master plan.



ISG led a visioning plan for the Booth Home in Boise's North End.



Stakeholders at an ISG placemaking project for the south downtown area of Idaho Falls.



ISG participated in national PARK(ing) Day, helping reimagine our streets.

For complete information about Idaho Smart Growth activities, check our website and sign up for updates: [www.idahosmartgrowth.org](http://www.idahosmartgrowth.org).

## New board members elected in 2018



Clockwise from upper left: Nancy Chaney, Nate Murray, Ben Casiano

Just as the US Census Bureau names Idaho the fastest growing state in the nation, three new members have been elected to the Idaho Smart Growth Board of Directors, to help guide our work bringing people together to make great places to live. The three include a former mayor, an economic development director and a real estate banker, and they bring a wide range of experience and expertise to the organization.

Nancy Chaney is the 2015 recipient of the Charles Hummel Award and has served as a city councilmember and mayor of Moscow; Nate Murray is the economic development and urban renewal director of Twin Falls and Ben Casiano is an assistant vice president at US Bank in Boise.

The three were elected in January for three-year terms. They join current directors Gary Allen, Matt Blandford, Hethe Clark, Melissa Galli, Sharon Grant, Michelle Groenevelt, Rob Hopper, Wyatt Johnson, Renée Magee and Sarah Martz.



## Silver Program Sponsors

Congratulations,  
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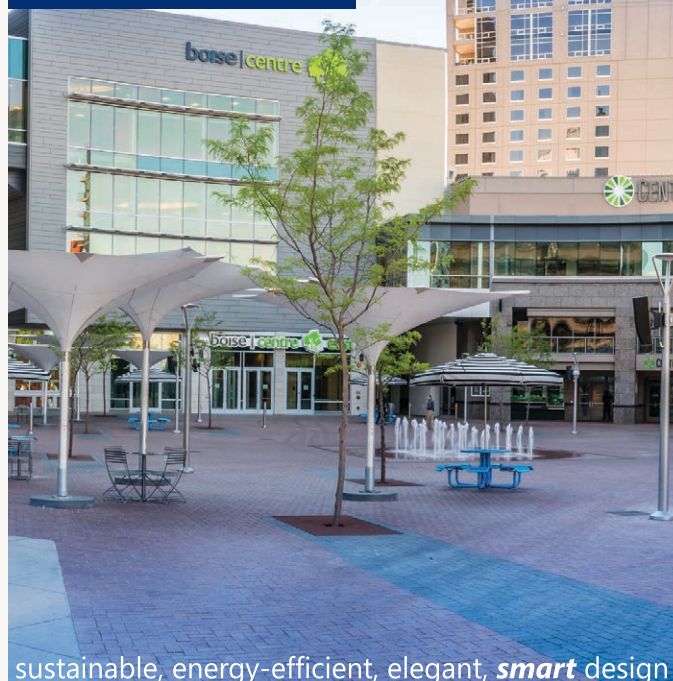


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A **BIG** thank you to all our partners that made  
**SUCCESS!** The Grove Plaza renovation such a



- 
- A nighttime photograph of The Grove Plaza, a modern multi-story building with large glass windows and balconies. In the foreground, there are several tall, illuminated water fountains. Other buildings are visible in the background, including Zions Bank, Holland & Hart, and Boise State University.
- 1 *GROW SMART AWARD - Idaho Smart Growth*
  - 2 *TOP PROJECT AWARD - Idaho Business Review*
  - 3 *BUILDING EXCELLENCE AWARD - City of Boise*
  - 4 *REGIONAL BEST PROJECTS AWARD - Engineering News-Record*
  - 5 *NATIONAL GOLD AWARD - Int'l Economic Development Council*

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