

URBAN DESIGN & PLANNING SERVICES 1

HAYDEN, IDAHO



Complimenting the existing character of the CBD area is a focus of the plan.

SERVICES:

- » Analysis of existing design contexts & character
- » Case studies of peer communities
- » Infographic analysis & visualization
- » CBD development plan
- » Economic vitality

CLIENT:

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Community and Economic
Development Director
City of Hayden, ID

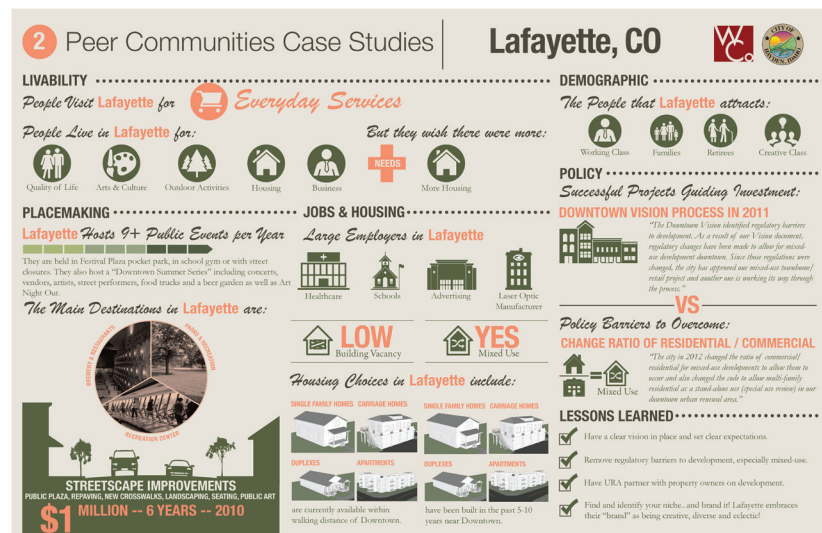
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2014-2015

Urban Design and Economic Opportunity Plan

Downtown Hayden Central Business District (CBD) is poised to reach a new level of vitality. The area is set in a unique location with a distinct identity. At the same time, some uncertainty exists about the direction the downtown should take and how individual investments may contribute to enhancing the area for everyone's benefit. Although the downtown core is a popular center for the community, competition from other regional areas and the over-retailed Hwy 95 corridor challenge its role as a destination. Some of the community's assets are also under-utilized, requiring a strategy to maximize their potential. In this light, a plan for coordinated action that engages the public and private sectors was needed.

The *City of Hayden Urban Design and Economic Opportunity Plan* provides an overall urban design framework and offers specific strategies to realize the community's vision creating an economically viable and vibrant mixed-use downtown core. The plan is used for planning improvements in the area and as a means for recruiting business.



Infographics were developed to visualize development techniques and results from peer communities.



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