

# **P**ayette

## **City Center Plan**

**Prepared for:  
City of Payette**

**Prepared by:  
Planmakers**

# Payette City Center Plan

November 1985

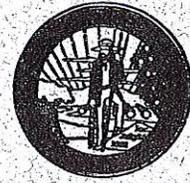
Prepared for:

## City of Payette

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## Introduction

This report outlines a plan and action program for downtown Payette, Idaho. The plan has resulted from a comprehensive study of the area undertaken by the City of Payette to establish a blueprint for the revitalization of the city center. Equally funded by the City of Payette and the Idaho State Historical Society, the Payette City Center Plan was undertaken by the consulting firm of Planmakers.

The objective of the downtown plan was to establish an economically sound and attractive center for community life, offering a mixture of shopping, business, entertainment, and recreational opportunities. The plan was developed under the review of the mayor and city council along with public reactions and suggestions. A city center questionnaire, numerous one-on-one discussions, and several major public meetings were utilized to synthesize diverse expressions of community direction.

The report begins with a historic perspective and a physical inventory and evaluation followed by an economic analysis. The Payette City Center Plan is then outlined with design concepts and specific details recommended. Finally, tools and strategies for implementation of the plan are identified.

The plan serves as a long-range working document for guiding development, preparing policies, determining design details, and setting priorities. Decisions relative to the downtown can be assured a continuity as the plan serves to encourage and guide the area's development to the mutual benefit of the city, the property owners, and the individuals who will use it. The Payette City Center Plan requires an ongoing evolution of support, city approval, financial resources, and dedication to achieve a lasting and significant impact on the city's future success.

## Setting

Payette is located in the southwestern corner of Idaho at the confluence of the Snake and Payette rivers. The city lies in the heart of the Treasure Valley bordered on the north and east by orchard and grapevine covered hillsides, traversed by the crystal clear Payette River and bounded on the west by the mighty Snake River.

Payette City comprises 3.6 square miles and has an elevation of



Figure 1. Main Street c. 1922

2150 feet. Payette is midlatitude (longitude 117° W. - latitude 49° N.) with a climate typical of the semi-arid regions of the west. Average annual precipitation is nearly eleven inches and the seasons are well defined.

Payette is 386 miles east of Portland and 60 miles west of Boise. It is served by Interstate 84, U.S. 95, Idaho Highway 52, the Union Pacific Railroad, and the Payette Municipal Airport.

The surrounding cities and their distance from Payette are Fruitland (4 miles), Ontario, Oregon (6 miles), New Plymouth (13 miles), Weiser (14 miles), and Emmett (29 miles).

The city of Payette has a 1980 population of 5,448 with the city serving as the county seat for Payette County. The area's economic base is supported primarily by its livestock and agricultural industry.



## Study Area

This plan focuses on Payette's central business district. The study area encompasses fourteen blocks with boundaries extending from Third Avenue North to Kiwanis Park and from Seventh Street to Ninth Street. Figure 3 illustrates the study area, which encompasses the downtown commercial center.

The study area includes Payette's retail stores, offices, financial institutions and other service establishments. Also included are the city hall, a number of churches and a few apartments and single family homes. The downtown is platted on a true north-south grid system with the blocks being 300 feet by 300 feet with 30- by 145-foot lots. Street rights of way are 100 feet wide. Alleys are ten feet wide. Special emphasis in the study area was given to the heart of the commercial district along 8th Avenue between Center and 1st Avenue North.

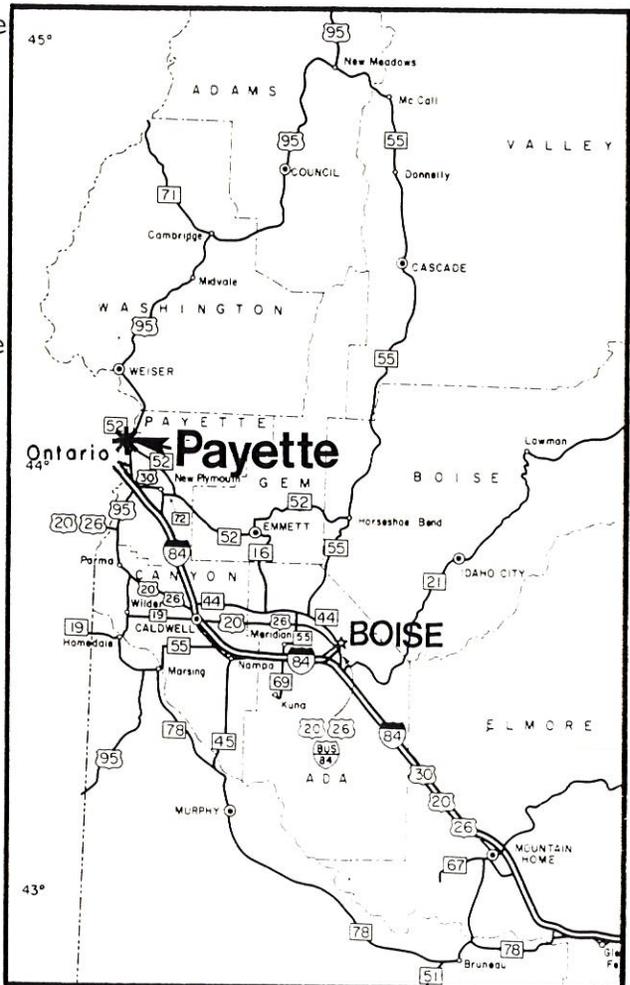


Figure 2. Payette's Location Within Southwest Idaho

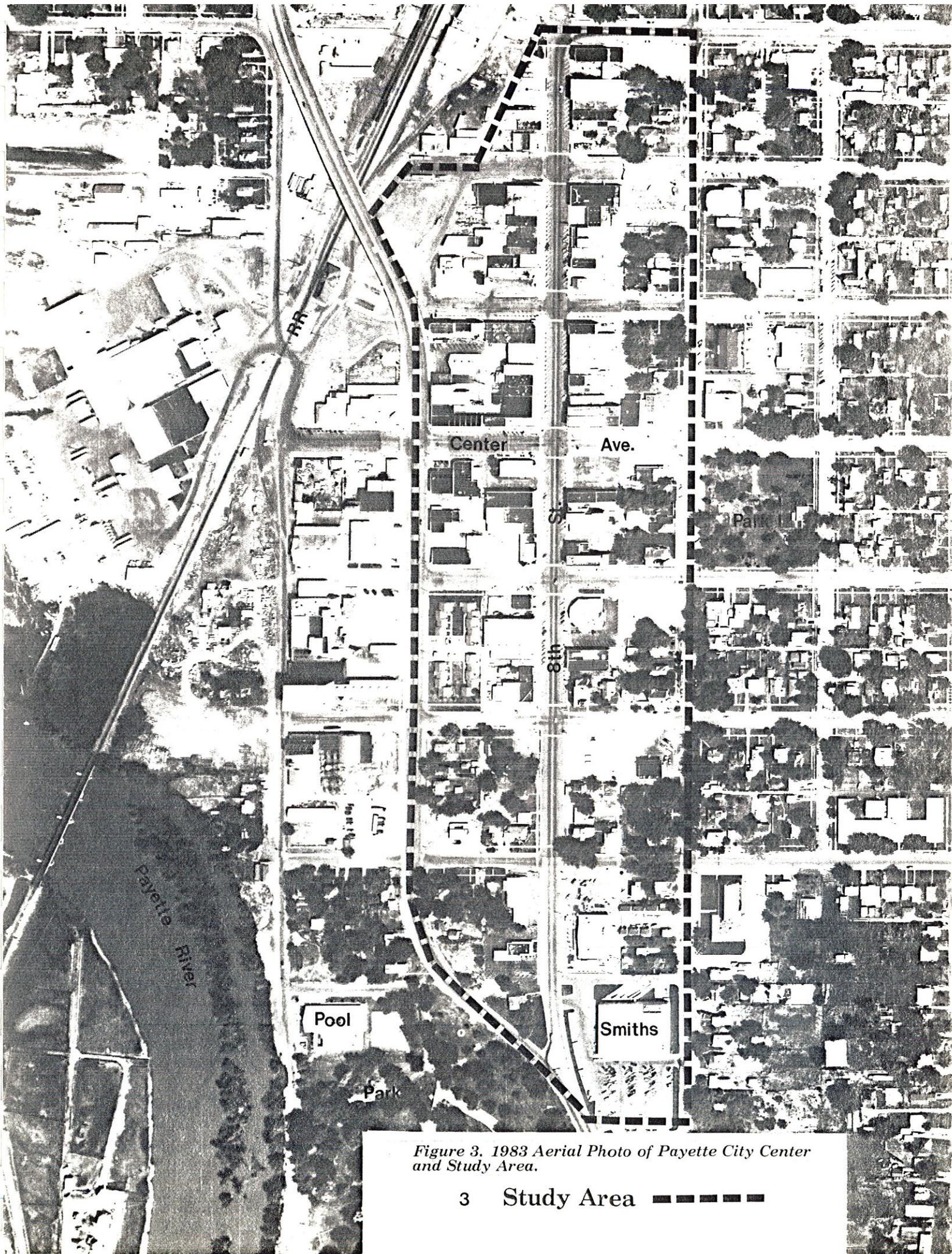


Figure 3. 1983 Aerial Photo of Payette City Center and Study Area.

3 Study Area — — — — —

# Historical Summary of Payette City

## PIONEERS

In the 1800's Payette was a panorama of sagebrush and bunch grass covering rolling hillsides. There were perilous roads and turbulent rivers that snaked through the valley. The first white man to settle in the region was Francois Payette, a French Canadian, who came from Quebec to the Columbia in 1812. Six years later he moved inland to the Snake Country and trapped on the Payette River, which was named for him that same year. Payette opened a ferry boat crossing and Hudson Bay store. It is said that Francois Payette, often referred to as "the jolly clerk," was known for his kindness to Oregon Trail immigrants who found him "exceedingly polite, courteous, and hospitable." And from this you find the true heart of Payette, a city of friendly, hospitable people.

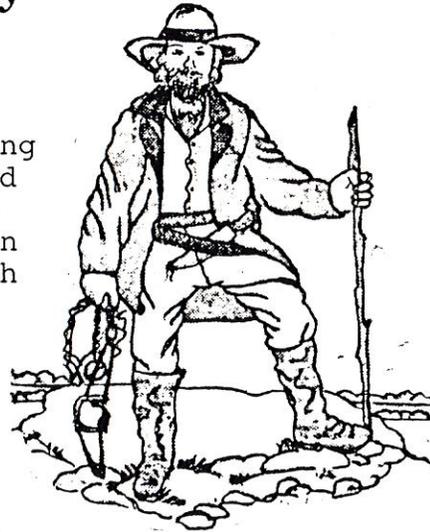


Figure 4. Depiction of Francois Payette

Numerous pioneers contributed to Payette's early history. In 1864 the two Jacobsen brothers and their families traveled from Idaho City to Payette. August Jacobsen hit on the idea of becoming a local distributor of produce. On one of his trips, Jacobsen met W.F. Masters and Bill Case and persuaded them that the valley would be an excellent location for a town. Soon afterward Payette seemed to explode with a number of courageous and enterprising individuals, many of whom left a legacy of handsome homes and business buildings.

In 1867 James Toombs established the first principal settlement, the Payette Store, and from this small beginning a thriving city began to sprout from the once barren valley.

Peter Pence, who had ranched on Willow Creek as early as 1864, moved to Payette bringing the first cattle into the area. Pence also introduced hops to Payette, grew peaches, built dams and irrigation ditches, and encouraged immigration, among a host of other activities.



Figure 5. Santa Rosa Orchard's prune pickers

A.B. Moss came to the valley in 1881. He supplied ties to the Union Pacific Railroad, shipped the first fruit from the area in 1891, established the Moss Mercantile Company--the largest store and first stone building in the area, served as president of several area banks, and in 1898, became a candidate for Governor.

Moss was Payette's first mayor and also co-founder of Idaho Canning Company, known today as American Fine Foods. Because of his many civic activities, Moss is often credited with founding Payette.

In 1885 the Chases moved to the new town of Payette from Pocatello. They lived at Payette's prefabricated railway station, erected the same year, until they built their imposing two-story, brick, Queen Anne home in the early 1890's. The Chases presented Payette with its first American flag on July 4, 1890. They had made the flag themselves from calico and wool.

W.A. Coughanour also moved to Payette in 1885. He originally came to the area to mine--as did many other pioneers. However, lumber was in great demand so one of his first enterprises was opening the new town's first sawmill in 1887. He also invested in and developed land, served as director of the Payette Valley Bank and was elected mayor for seven consecutive terms. Two of Coughanour's greatest contributions to downtown Payette were the Coughanour Block and a bronze elk statue and fountain. A feature of Coughanour Building No. 2 was Payette's first movie house, named "The Emma" for Coughanour's daughter. Payette's famous bronze elk statue once stood between the Coughanour block and the train depot, its antlers lit with electric light bulbs. Coughanour donated the nine-foot high statue to the city in 1908 in honor of the Benevolent and Protective Order of Elks; Coughanour had been an active member of Boise Lodge No. 310. Today, the elk statue stands in front of the City Hall, still a familiar landmark.

In 1893 Grant and John Whitney borrowed \$4,000.00 to start their one-hundred acre Payette Nursery. The Whitney Brothers brought stock from Walla Walla to establish the nursery at a time when a movement was underway to plant trees and beautify the new school grounds. Grant Whitney owned Payette's most splendid mansion. The home, distinguished by its Mansard roof, dormers, turret, and rich formal gardens was built in 1887.

L.V. Patch arrived in Payette in 1891 from Nebraska. His first project was to plant 1000 acres of fruit trees, and later, in 1902, he helped to organize the Idaho Canning Company. Patch, who led the Idaho National Guard in France during World War I (1917), donated a World War I Doughboy statue to Payette. The imposing bronze monument stood on Center Avenue for many years before being moved to Central Park. Today it stands at the end of Payette's Main Street.

In 1903 John Prestal added a sawmill to the budding town--located at the Payette River near the site of the present Municipal swimming pool, and later he extended his electric light service over the town's business section. The Prestal Mill was the first purveyor of electric power in Payette, selling its extra generator capacity to the city. These are just a few of Payette's pioneers who contributed to the town's early development, but they are a good example of the enthusiasm and pride existing in early Payette.

PAYETTE FOUNDED

Payette's original town plat was filed on May 27, 1884 at the request of William F. Masters. Previously, the town had been known as Boomerang. However, with the railroad route being determined by the Oregon Short Line Railroad the original city of Boomerang was relocated adjacent to the railroad and renamed. The town's new name honored the contributions of Francois Payette.

The city of Payette was incorporated in 1891. When Payette County was created in 1917 Payette became the county seat, which

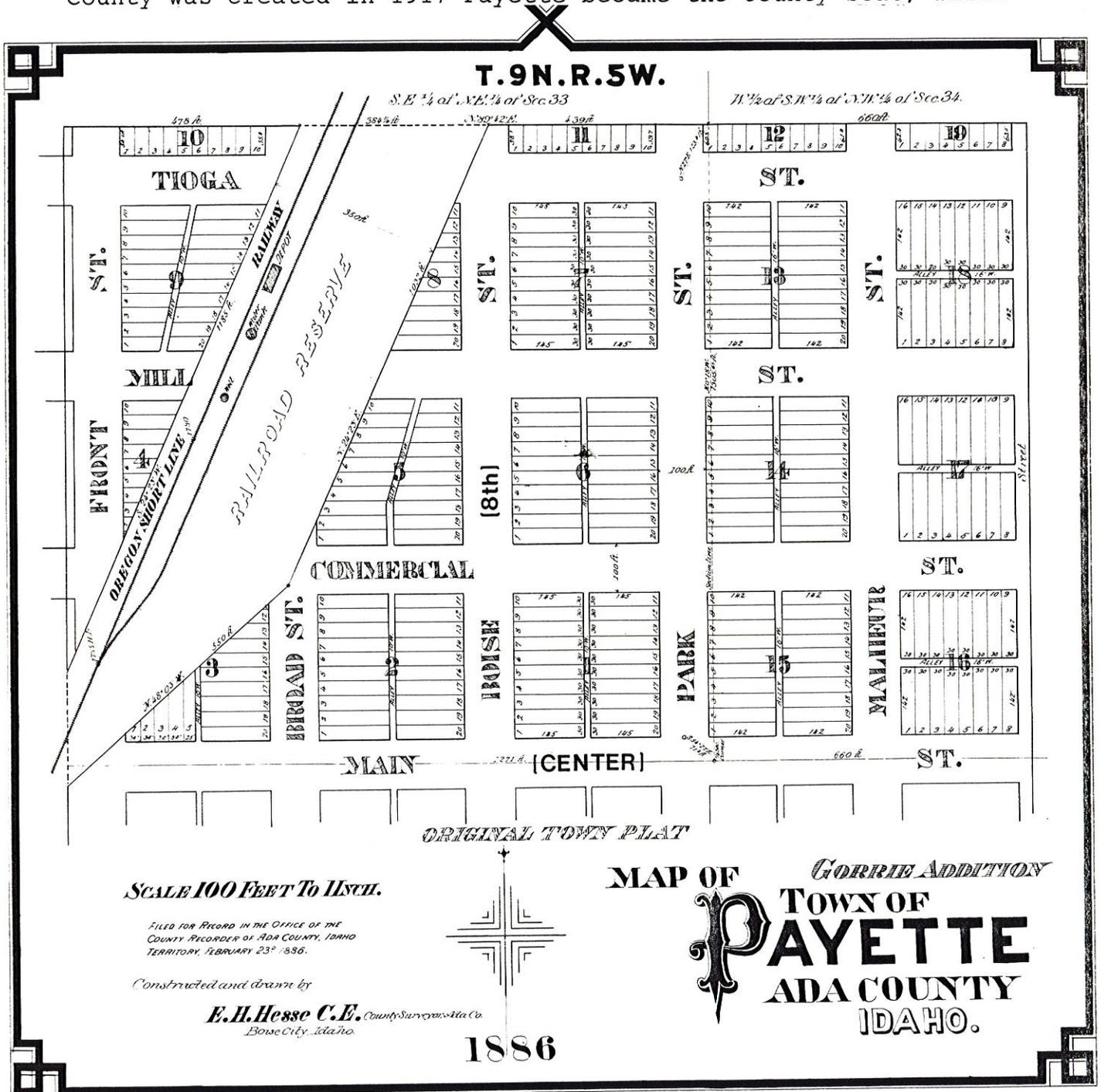


Figure 6. 1886 Gorrie Addition Plat Map

it remains today. At one time Payette had been a part of Ada County and for twenty-six years after that, a part of Canyon County.

#### RAILROAD ERA

With the advent of Union Pacific's Oregon Short Line Railroad in 1884, Payette underwent a dramatic revolution in commerce as well as in life styles. The Oregon Short Line brought trainloads of prospective "settlers" to the valley and promoted excursions and special rates to almost every event, east and west. The year 1904 was a busy one for the Payette station-- figures show that the town led the entire state, including Boise, in the number of incoming carloads of freight. Fifty-nine carloads of freight arrived in Payette that year, compared to twenty-seven in 1901.



*Figure 7. Oregon Short Line Depot and elk fountain*

In the early 1900's a special train, "The Pony", made two round trips daily between Huntington and Boise for the convenience of businessmen and shoppers. So popular had train travel become by January of 1905 that a "hack" regularly met all trains at the Payette station to taxi arrivals to their homes.

In 1906 Payette got a handsome new train depot constructed of brick and stone and surrounded by an attractive park. The new depot enabled Payette to better handle the increasing number of travelers. Unfortunately, the depot was demolished in 1985.

Payette had hoped for an electric trolley line and though it never materialized the town did get its "Pumpkin Vine" or Payette Valley Railroad in 1906. The Payette Valley Railroad was the key that opened the Benchland to Emmett and unlocked Payette's rich agricultural wealth.

There was another railroad planned around 1883: The Seattle, Boise, and Salt Lake Railroad - building from Payette to the Seven Devils Mining Country. However, this railroad was never completed.

#### EARLY BUSINESSES

In 1891 Payette supported several prosperous businesses. There were two general stores, two drug stores, two livery stables, two hotels, one hardware and stove store, and the Payette Valley Bank. Also, there was a large sawmill, operating day and night

# PLAN of PAYETTE

Scale: 1 c. m. = 450 feet  
 The dimensions of the Lots are 50 by 145 feet.

- Public Buildings:**  
 a Townhall.  
 b Payette Valley Bank.  
 c Masonic Hall.  
 d Postoffice.  
 e Meth. Church.
- Stores:**  
 j. A. B. Mass Bros.  
 k. F. V. Mercantile Co.  
 l. F. F. Myrlandson.
- Motels:**  
 o. Gilmore House.  
 p. Boarding House.  
 q. Principal's Residence.  
 r. C. Whitney.  
 s. D. S. Chase.  
 t. A. B. Moss.  
 u. N. A. Jacobsen.  
 v. A. J. Cook.  
 w. D. Lamme.
- Other:**  
 m. Furniture Store.  
 n. Hardware.  
 9. Valley Hotel.  
 r. Hotel Idaho.  
 4. J. Banks.  
 2. P. Pence.  
 d. W. Goughanour.  
 b. B. P. Shawham.  
 c. A. Grothe.  
 d. F. C. Moss.

The numbered Lots are the Property of the Payette Land, Impreg. Company Ltd.

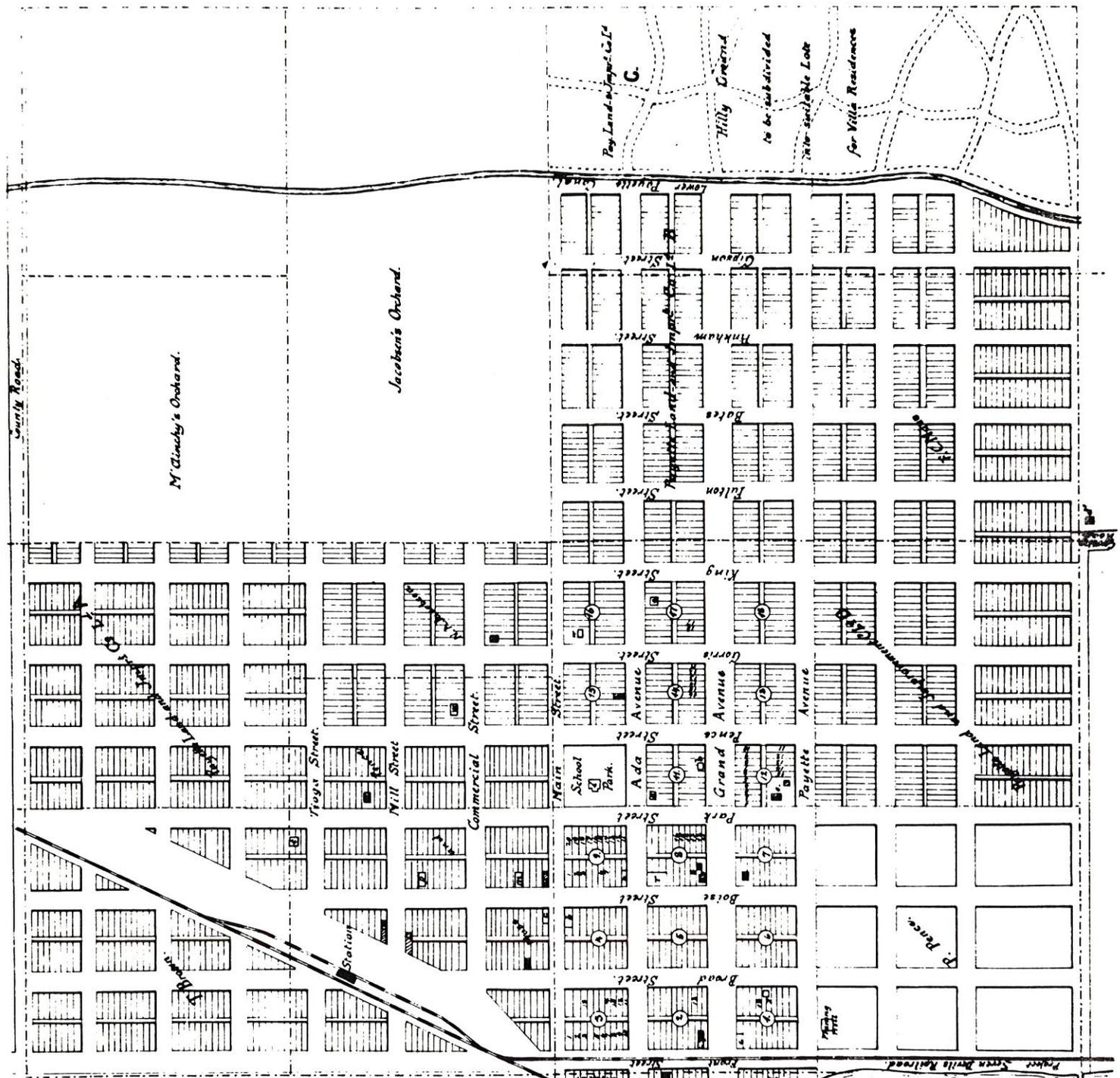


Figure 8. c. 1895 Plan of Payette

yet unable to meet the demand for more lumber; and Payette had two of the largest nurseries and prune orchards in the northwest states, sending out large shipments to the east and west. There were also two large brick manufactories, a four-room school house, two churches, and easy access to large quarries of good building stone. C.Q. Haines, a well-known farmer, made the brick for Payette's first schoolhouse, the Zimmer Building, and the Moss Mercantile Company. He had a brickyard on F.C. Moss' place southwest of town. Another first-class brick manufacturer was Clark Sherwood's brickyard. The interval between 1896 and 1899 was known as Payette's "Brick Age." It was during this period that the early settlers decided to establish a permanent city and initiate rapid development of the Payette Valley. Also, in 1891, Bert Venable founded the Payette Independent Newspaper at the urging of local merchants who felt the need of a newspaper to boost and promote their town and its trading area. The Bell Telephone Company lines reached Payette in 1898.

In 1894 the town opened a large, two-story brick Payette Public School building. Until destroyed by fire in 1925, the school was located in the center of what is now Payette's Central Park.

In 1903 the Idaho Canning Company was formed, canning dry beans and sweet corn. Today, the company's Tom Thumb label products are sold throughout the world. Also, in 1903, the J.W. Prestel and Sons planing mill opened with a capacity of 50,000 feet of finished lumber per day. In 1909 Payette's first movie house, "The Emma" was built.



*Figure 9. Renamed 8th Street in 1911, this 1909 view was taken from Center Avenue facing north.*

## AGRICULTURE

Payette has been one of the most productive regions on the continent both for general farm crops and fruits and vegetables, including clover, alfalfa hay, wheat, oats, barley, prunes, grapes, apples, and pears. In the late 1800's with land and weather conducive to growing fruit, orchards began dotting the rolling hillsides of the settlement. Melons were a pop-



*Figure 10. Early fruit packing business*

lar crop in the sandy foothill soil north of Payette and in the summer of 1900, 65 carloads, 30 of them cantaloupe, were shipped out. N.A. Jacobsen shipped the first prunes from the area in 1899 when he sent twenty-five carloads to eastern markets. Agriculture has always been a source of pride to Payette. Old news reports tell of a "seventeen pound cucumber" and a "watermelon grown near Payette that weighed 136 pounds."

Cattle ranching was also important in early Payette. In 1870 the main line of the Oregon Trail was routed through the valley and just prior to that time many large cattle raisers brought their cattle into the area. As earlier mentioned, Peter Pence brought the first cattle here--in 1867. The pride of the Payette community was W.A. Coughanour's Herferd-Shorthorn steer, Bulger. Bulger weighed 3,303 pounds at age five. He was exhibited at the Lewis and Clark Exposition in Portland in the summer of 1905. Bulger had also been a "favorite son" to the town and a principal tourist attraction.

Irrigation, of course, was central to the development of Payette's agriculture. 1884 saw the construction of the Lower Payette Ditch by the farmers along its route. Peter Pence (See page 4.) extended the lower Payette River irrigation ditch for miles to water the fertile acres north of town. Also, in 1895, Pence constructed two 30-foot waterwheels in the big irrigation canal at a point about three miles above Payette.

## ACTIVITIES

Vacation times in the Payette of the late 1800's and early 1900's depended, as always, on the available modes of transportation, which was via horse and buggy. Nearly all the town's people managed a summer fishing trip or a leisurely hunting trip in the fall. Often, families would travel to Payette Lake, a journey requiring three days just to get there. It was an excellent way to escape the summertime heat.

At this time, the only community festival was Payette's Fourth of July celebration, the first occurring in 1893. Folks from



Figure 11. Bicycle club meeting in front of 1891 IOOF Hall on northwest corner of Center Ave. and 8th St.

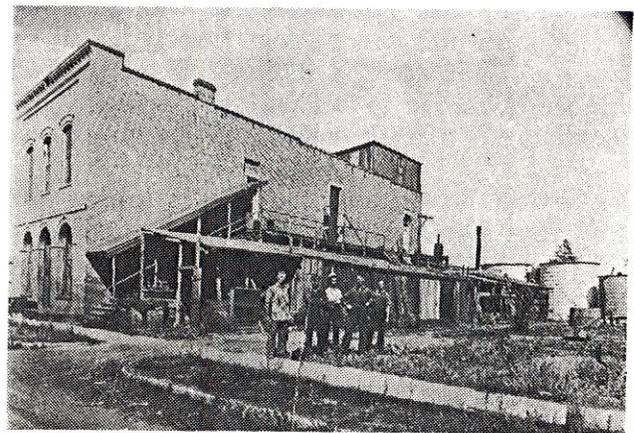


Figure 12. Located on 6th Street the 1886 Lamme's Hall is one of Payette's oldest buildings. The Vinegar Works and wooden vats are still in use.

Ontario, Weiser, Vale and Emmett were all invited. What everyone acknowledged as the "biggest Fourth ever" was celebrated in 1905 with games, contests, the big parade and a dance.

In 1923 the Portia Club, a civic minded organization of women, sponsored the first Apple Blossom Festival and continued sponsorship until 1930. For many years the Apple Blossom Festival bore the name, "Boomerang Days."

Intellectual pursuits in early Payette included literary and debating societies and home talent plays. The Independent newspaper pushed for a "public reading room" and a library society was formed to lend books.

Theater has always proved a popular form of entertainment in Payette. In February 1902 J.W. Lauer opened his Elite Opera House in what later became the Ritz Theater. When electricity became available in 1903 the Elite billed a "two hour moving picture show." The Emma theater, located on 8th Street and 1st Street North, opened in 1909.

Other early activities included popular Whist parties and singing groups that were formed for recitals.

Even in 1880 Payette was established as a racing center of Idaho. A horse named Payette Kate was the fastest in the entire area.

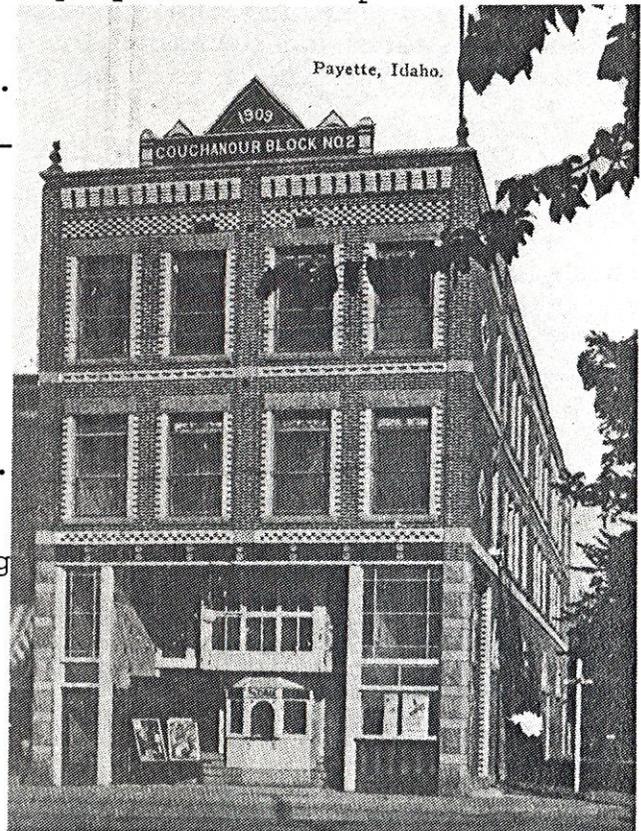


Figure 13. Emma Theater — formerly located on northeast corner of 1st St. N. and 8th St.

As early as 1886 David Lamme erected a two-story brick building with the upper floor used as a meeting hall and opera house. Known as Lamme's Hall, the building housed parties and balls as well as the vinegar factory on the first floor. The Payette landmark still remains today.

Payette has been host to numerous clubs and organizations. Payette women formed a suffrage club as early as September 1895. The Portia Club was formed in 1908. This organization spoke out on civic improvements, including street trees, crosswalks, neat trash boxes and strips of lawn. By mid-decade town merchants and farmers had organized the Payette Board of Trade, forerunner to the Commercial Club, which, in turn, became the Payette Chamber of Commerce.

## FIRES

Payette has suffered over the years from several fires. Fire destroyed Payette's two-story brick school house in 1925, and the brick YMCA building in the 1930's.

A rash of fires in the late 1970's consumed numerous buildings in Payette: Two packing plants and two warehouses on July 4, 1977; two buildings located on 8th Street between First and Second avenues on August 9, 1977, including the Blackaby Building; the Peppermint Lounge on 8th Street on February 25, 1978; the Bancroft Hotel, located on 8th Street and Center Avenue on January 19, 1979; and the Payette Cider Company, Idaho's largest apple processor, on December 2, 1978 were all destroyed. Fires continue to take their toll as the 1887 Whitney House burned in 1985.

## RECENT CHANGES

There was a major change in Payette's transportation system in 1961 when Interstate 84 bypassed the city and the 7th Street Overpass was built over the railroad tracks. (See Transportation, page 18.) Other recent changes in the 1960s included a new U.S. Post Office and the loss of a number of the city's packing and canning businesses. The 1970s saw numerous new facilities built including a library addition, new County Courthouse, high school dome gymnasium, swimming pool complex, city airport, sewage treatment plant, and Payette County Museum.

Today, Payette is known for its bountiful crops, large shade trees, of which there are over sixty varieties, beautiful flowers, and its yearly Apple Blossom Festival.



*Figure 14. Doughboy Statue (1920) and former two- and three-story brick buildings on southwest corner of Center Ave. and 8th St.*

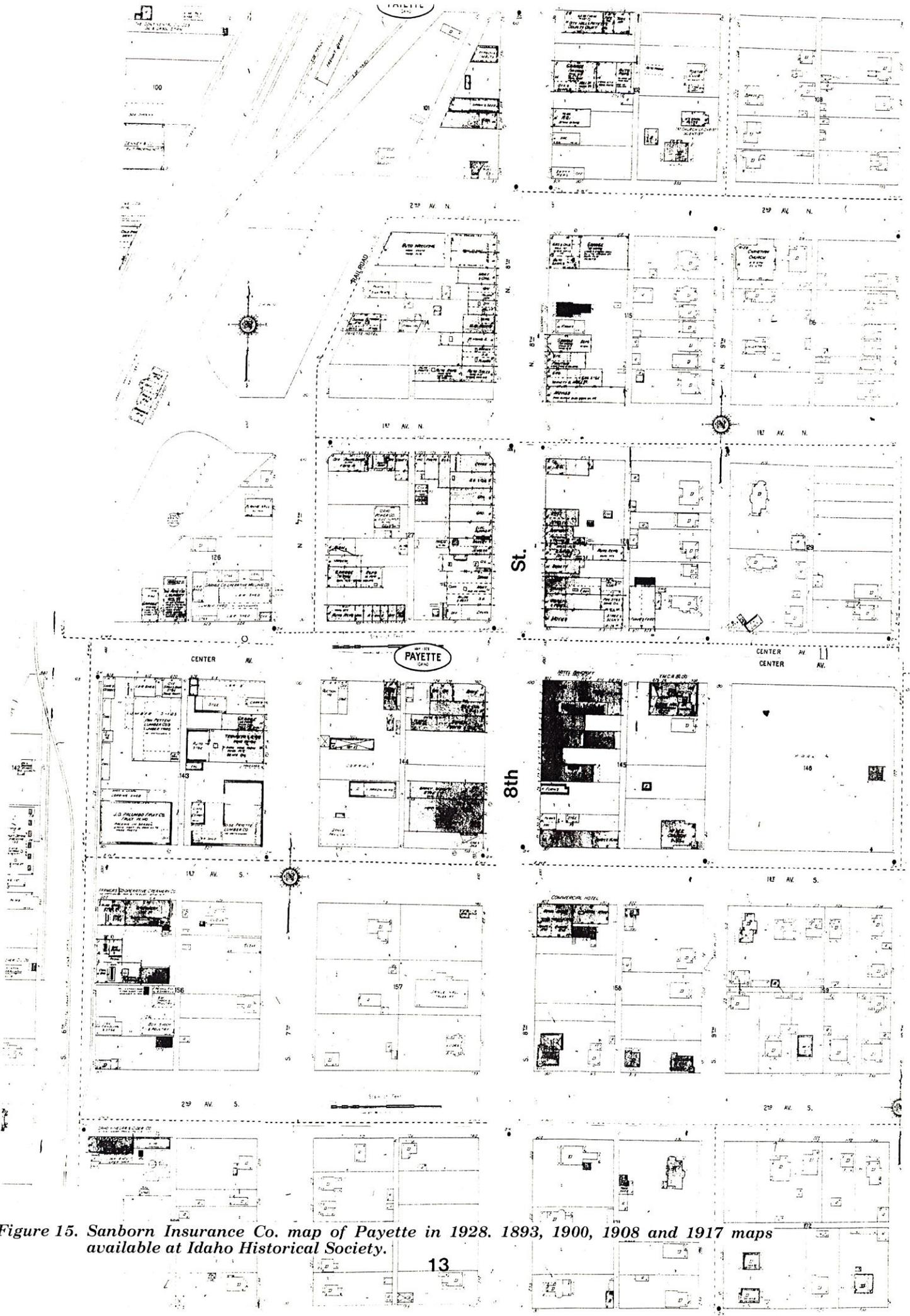


Figure 15. Sanborn Insurance Co. map of Payette in 1928. 1893, 1900, 1908 and 1917 maps available at Idaho Historical Society.

## Present Downtown Conditions

### Land Use

Figure 16 indicates the existing zoning in and around the study area. The "C" Commercial District zone (general commercial) covers the majority of the study area except for a strip of "D" Commercial District zone (warehouse and light manufacturing) that is situated along a portion of 7th Street. A large industrial area is located to the west of the study area, including an old warehouse district and the Union Pacific Railroad mainline track. Just to the north of the study area lies a small but very visible onion packing area and warehouses. Generally, to the east of the study area, there are a few commercial sites such as the U.S. Post Office, but the majority of the area is an attractive residential neighborhood. Two parks are adjacent to the study area, including the one-block Central Park and the large Kiwanis Park along the Payette River.

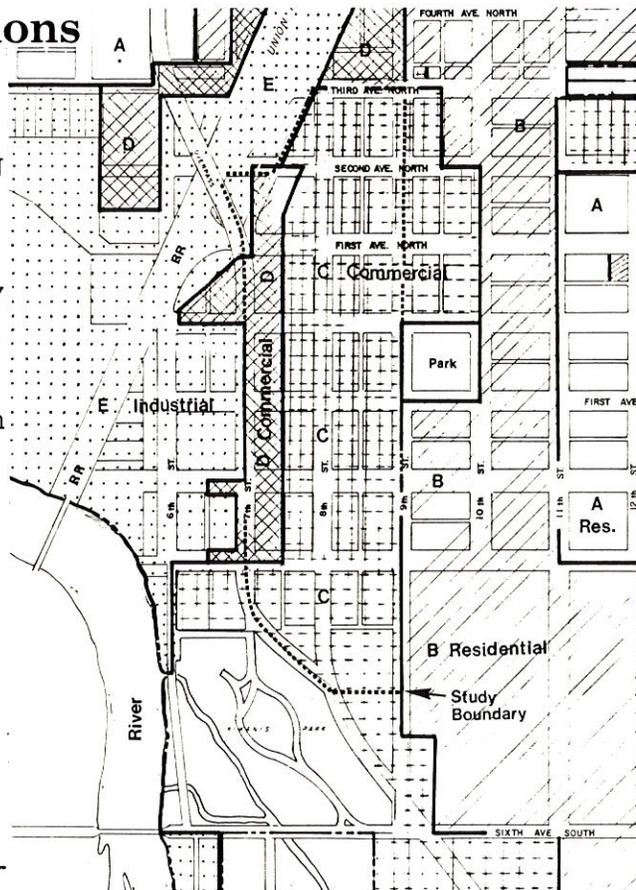


Figure 16. Zoning Map

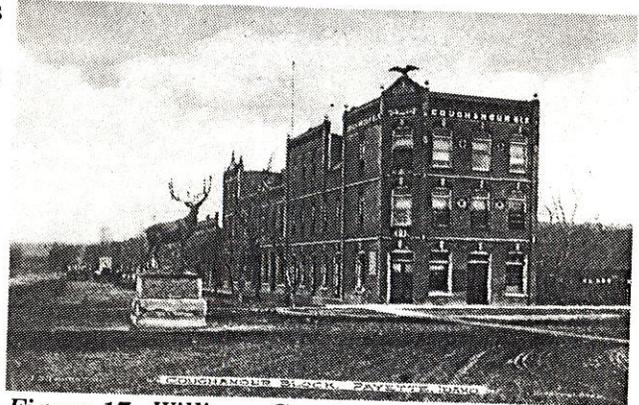
The retail center focuses along 8th Street from 1st Avenue North to 1st Avenue South. Other areas include a concentration of social service and fraternal halls at the north end of the study area and religious facilities and residences along the eastern boundary. A number of residential units are also scattered throughout the southern part of the study area.

### Historic Buildings

Payette's downtown possesses an architectural heritage that reflects the spirit of its enterprising, pioneering men and women of the early 1900's. Seeking a better way of life, they built for permanence and quality. Their belief in Payette's future led to a prospering town of fine homes, churches, warehouses, and commercial buildings. Table 1 and figure 20 document the existing historic buildings located within the downtown study area. Eighty historic buildings have been identified. Most of the buildings were constructed during the period of 1895 to 1920. Though a number of historic buildings have been lost to fires, the majority of the downtown's historic buildings are intact. Most of the buildings are one- and two-story brick and stone structures and they complement and reinforce one another through their similarity in scale, size and style.

A wealth of architectural styles exist, including the High Victorian Italianate 1895 A.B. Moss Building (#11), the 1904 turreted N.A. Jacobsen Building (#25), the Classical 1908 Woodward Building (#53) and the Art Deco 1926 Goodman Oil Service Station (#7).

Public architecture is demonstrated in the Neo-Classical Revival Style 1912 Payette City Hall (#2), and the Spanish style 1927 Portia Club House (#8) and its numerous churches such as the Gothic 1904 Methodist Episcopal Church (#58). The Coughanour Block (#43) was considered one of the more pretentious apartment blocks of the period when it was built in 1902 and 1905. Standing opposite the train depot, it presented Payette visitors with a favorable first impression. Payette citizens also built



*Figure 17. William Coughanour served seven consecutive terms as Mayor of Payette. The apartment block was constructed in three phases.*

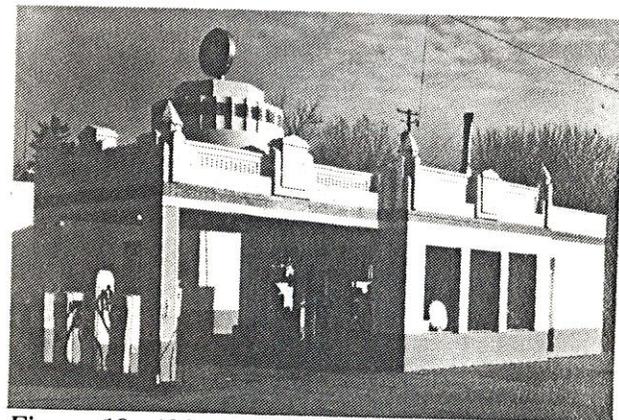


*Figure 18. The seat of local government for years, the 1912 Payette City Hall and County Courthouse remain a landmark.*

many splendid residences, a few of which are still located in or near the study area. These include the Queen Anne style 1893 brick David C. Chase House (#80) and the Classical Style 1907 Satoris House (#10).

Over time, many of the historic buildings have retained their original architectural integrity while others have only altered storefront areas. Another group of buildings have been slipcovered. Endorsing the rich architectural quality of Payette, ten local buildings were placed on the National Register of Historic Places in 1977 and 1978.

The quality of construction and design of Payette's historic buildings, coupled with their attractive human scale, offer an excellent opportunity for commercial success. These historic buildings constitute the largest physical resource for the community and are the key to the revitalization of the downtown.



*Figure 19. 1926 Goodman Oil Service Station. One of a few Art Deco style examples remaining today. Plans are underway by the original owner to restore the building.*

# Table 1 Downtown Payette Historic Building Inventory

Map #	Year Built	Building or Business Name	Address	Significance
1	1920	Payette Equity Exchange - IOOF	213 N. 8th St.	H
2	1912	Old Payette City Hall and Courthouse	240 N. 8th St.	H*
3	1920	Masonic Temple	224 N. 8th St.	H
4	c1930's	Idaho Migrant Council	220 N. 8th St.	C
5	c1925	Vacant	216 N. 8th St.	S
6	c1920	Ruth Cordes Draperies	208 N. 8th St.	H
7	1926	Goodman Oil Service Station	204 N. 8th St.	H
8	1927	Portia Club/Jaycees	219 N. 9th St.	H
9	1907	First Church of Christ Scientists	215 N. 9th St.	H
10	1907	Satoris - Polumbo residence	200 N. 9th St.	H
11	1895-26	A.B. Moss/Senior Citizens	137 N. 8th St.	H*
12	c1902	The Rendevous	129 N. 8th St.	H
13	1902	Bledsoe & Bledsoe	127 N. 8th St.	H
14	1902	Old Telephone Building	123 N. 8th St.	H
15	1902-83	McCree Heating	117 N. 8th St.	C
16	1902	Wells Real Estate	115 N. 8th St.	H
17	1902	Vacant	111 N. 8th St.	S
18	1920	Maudie Owens Cafe/Paddock Lounge	107-09 N. 8th St.	S
19	1935	Manser Ford	134 N. 8th St.	H
20	c1920	Meechan's	116 N. 8th St.	H
21	c1900	Residence	119 N. 9th St.	H
22	c1914	Residence	115 N. 9th St.	H
23	c1914	Residence	109 N. 9th St.	H
24	1906	Avey Residence	105 N. 9th St.	H
25	c1904	N.A. Jacobsen Building	40 N. 8th St.	H*
26	c1920-80	Idaho Power Building	32 N. 8th St.	C
27	c1900-30	T.V. Trading Post	30 N. 8th St.	H
28	c1900-70	Vee Club	26 N. 8th St.	H
29	1903	Payette Beauty Shop/City Cleaners	22-24 N. 8th St.	H
30	1904	Peppermint Lounge	18 N. 8th St.	H
31	1899	Mary's/Zimmerman Building	16 N. 8th St.	H
32	1904	N.A. Jacobsen/Masingills	12 N. 8th St.	H
33	c1903	Masingill Furniture/Lauer	6 N. 8th St.	H
34	c1904-30	Payette National Bank/Theater	2 N. 8th St.	H
35	c1904	Triangle Bar Insurance	815 Center Ave.	H
36	c1900	Payette Family Practice Assoc.	823 Center Ave.	H
37	c1906	Merc/Vacant	29-33 N. 8th St.	H
38	c1910	T.V. Television	25 N. 8th St.	H
39	c1910	Intermountain Cable	21 N. 8th St.	H
40	c1910	Keith's/Sandy's	15 N. 8th St.	H
41	1903	Thurston-Creighton Building	11 N. 8th St.	H
42	c1960	Payette Drug	1 N. 8th St.	H
43	1902-05	Coughanour Block	700-718 1st Ave. N.	H*
44	c1895	Blacksmith Building	N. 7th St.	H
45	1898	Harness Building	N. 7th St.	H
A45	c1910	Swanson Shop	N. 7th St.	H
46	c1895	Vacant	N. 7th St.	H
A46	1902	Shops	701-19 Center Ave.	H
47	c1923	Payette Mall/Farbers	14 S. 8th St.	H
48	c1923	Glover Jewelers/Olympic Int.	18 S. 8th St.	H
49	1914	Independent-Enterprise/McCarroll-Diener Agency	26-28 S. 8th St.	H
50		Payette City Hall	700 Center Ave.	S
51	c1910	Keystone Pizza	17 S. 8th St.	H
52	c1920	Posey	19-21 S. 8th St.	H
53	1908	Woodward/Grief Building	23 S. 8th St.	H*
54	c1895	Real Estate Center	33 S. 8th St.	H
55	c1910	B. Bruce Attorney	39 S. 8th St.	H
56	c1890	Residence	10 S. 9th St.	H
57		Horse barn	16½ S. 9th St.	H
58	1904	Museum/Methodist-Episcopal Church	26 S. 9th St.	H*
59	c1925	Coast to Coast	121 S. 8th St.	S
60	c1903	Baptist Church	811 2nd Ave. S.	H
61	1904	Residence	815 2nd Ave. S.	H
62	c1890s	Residence	126 S. 9th St.	H
63	1916	Church of Christ	130 S. 9th St.	H
64	1916	Crawford Assoc.	817 2nd Ave. S.	H
65	c1930s	Bible Baptist Church	118 S. 8th St.	H
66	c1925	State Liquor Dispensary	124 S. 8th St.	S
67	c1900	M & M Realty/Residence	219 S. 8th St.	H
68	c1900	Rayburn Residence	223 S. 8th St.	H
69	c1920	Residence	224 S. 9th St.	H
70	c1920	Church of God	720 2nd Ave. S.	S
71	c1930	Lee Residence	252 S. 8th St.	S
72	c1900	Residence	223 S. 7th St.	S
73	c1900	Residence	217 S. 7th St.	S
74	c1895	Residence	706 3rd Ave. S.	H
75	c1910	Residence	716 3rd Ave. S.	S
76	c1920	Apartment	320 S. 9th St.	S
77	1908	Coughanour Elk Statue	City Hall	H
78	1920	WWI Doughboy Statue	8th St. & 3rd Ave. N.	H
79	1893	David C. Chase House	307 N. 9th St.	H*

Significance: H - Historic/Primary S - Secondary C - Compatible

\*National Register of Historic Places

Source: Planmakers 5-85

# PAYETTE CITY CENTER PLAN

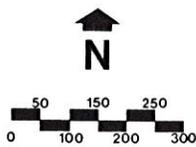
## Historic Building Inventory

Study Area .....

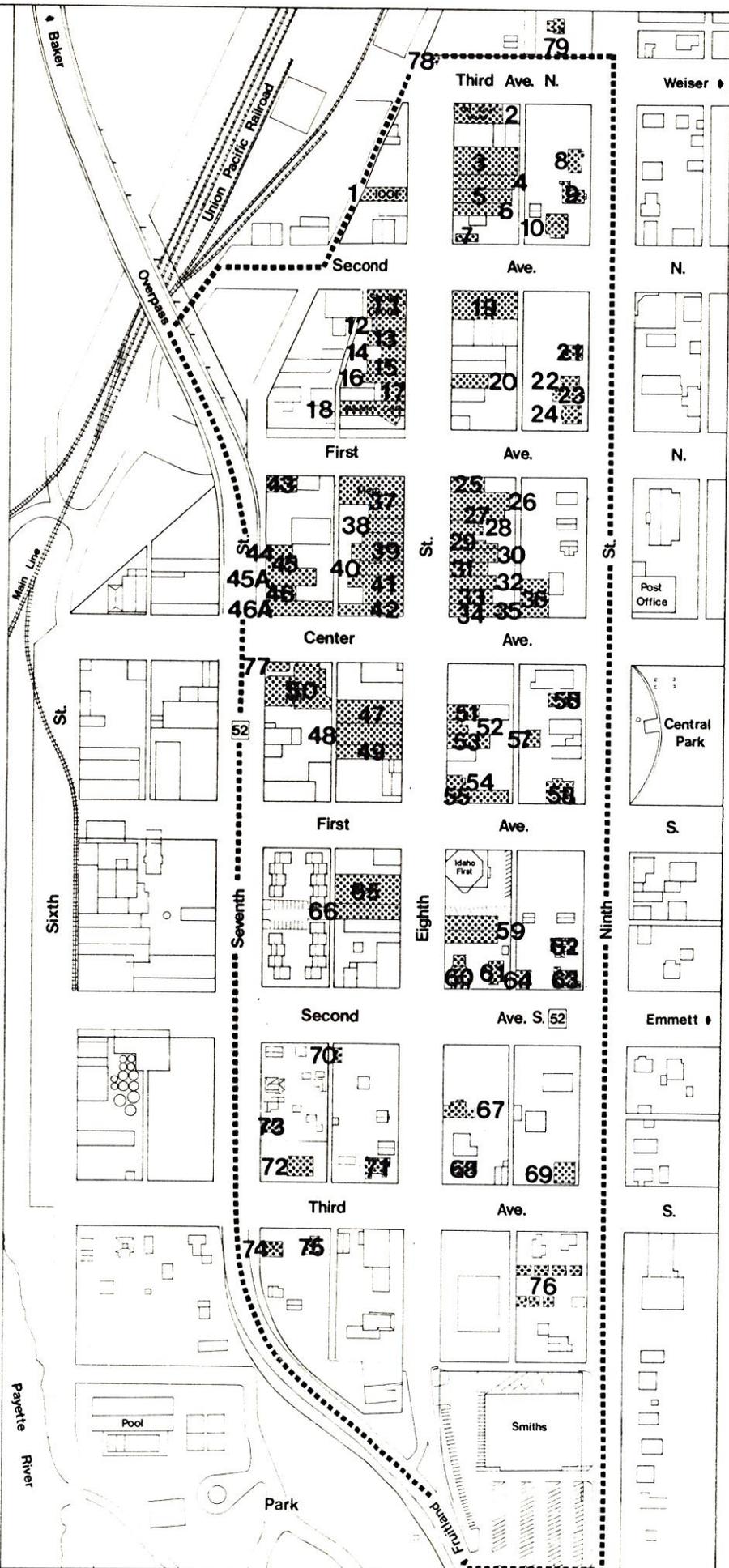
Historic Buildings [stippled pattern]

Buildings identified are those built prior to 1939, most constructed between 1895 and 1920. The majority of the buildings possess a unique architectural style and period craftsmanship representative of Payette historic downtown character. Those listed as secondary or compatible are buildings of a similar size and scale, blending with the others, but with less individual distinction. The buildings were inventoried through the use of historic photographs, newspaper references, Sanborn maps (pg. 13), and field review.

Figure 20.



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## Streets and Utilities

Payette's favorable platting provides a very functional city center with wide streets and uniform block sizes. The original Masters Townsite Plat and Gorrie Addition follow a north-south block grid pattern with the blocks being 300 by 300 feet and the streets having 100-foot rights of way. Most of the blocks have twenty 30- by 145-foot lots. The alleys are narrow with a width of only ten feet. Second Avenue South is 120 feet wide.

As illustrated in figures 6 and 8 the streets of the downtown had names like Tioge, Mill, Commercial, Main, Ada, Grand, Payette, Front, Broad, Boise, Park and Pence. These names were changed to numbered street names in 1911. Perhaps when the main commercial street (now 8th Street) was named Boise Street it gave too much presence to its competing neighboring city of Boise, which at that date was not much larger than Payette. Consideration should be given to renaming a number of the streets in the downtown such as 8th Street to Main Street.

The city center's utility network is in place representing a substantial investment for the community. Water, sewer, and power lines are typically located in the alleys. The city owns and operates its water and sewer facilities. Electric power is provided by the Idaho Power Company from its Western Division office located in Payette. Map 21 identifies the locations of utilities, streets, alleys and property lots.

## Transportation

As illustrated in figure 22 Payette is served by four access points: U.S. Highway 95 on the north and south and State Highway 52 on the east and west. The downtown is connected to Highway 95 by 3rd Avenue North on the north and by a business loop on the south. In the downtown Highway 52 utilizes 2nd Avenue South to reach Emmett and 7th Street and the railroad overpass to reach Baker. The average daily traffic volumes for the last eleven years are detailed in table 2. Transportation trends indicate that vehicle trips increased until 1979 when they declined due to higher fuel costs and energy conservation. Since that time vehicle trips have remained stable with a slight increase in recent years. The majority of the traffic use is on U.S. 95 connecting Payette to Fruitland, Ontario to I-84 and points south and north on U.S. 95.

Payette is on the Union Pacific Railroad mainline between Portland and Salt Lake City. A freight depot is located at the handsome old depot building, but Amtrak service is provided only at Ontario. Likewise, Greyhound bus service is provided in Ontario. The Payette Municipal Airport is located northwest of the city with hanger and tie down areas. No regularly scheduled airline services are available. The Boise Air Terminal provides the traveling public with a wide variety of air carriers serving the western states.



**Table 2**  
**Average Daily Traffic Crossing Payette City Limits**

Year	Highway 95 South City Limits	Highway 95 North City Limits	Highway 52 Snake River	Highway 52 Southeast City Limits
	A	B	C	D
1973	8,000	4,300	1,350	890
1974	8,000	4,370	1,350	890
1975	8,580	4,510	1,350	890
1976	9,870	4,750	1,460	1,000
1977	10,190	5,000	1,500	1,040
1978	11,200	5,280	1,500	1,100
1979	11,100	5,200	1,450	1,070
1980	10,930	5,030	1,350	1,020
1981	10,780	5,280	1,400	1,250
1982	10,780	3,830	1,400	1,020
1983	10,830	3,930	1,450	1,020
1984	10,830	3,930	1,540	1,070

Source: Idaho Transportation Department

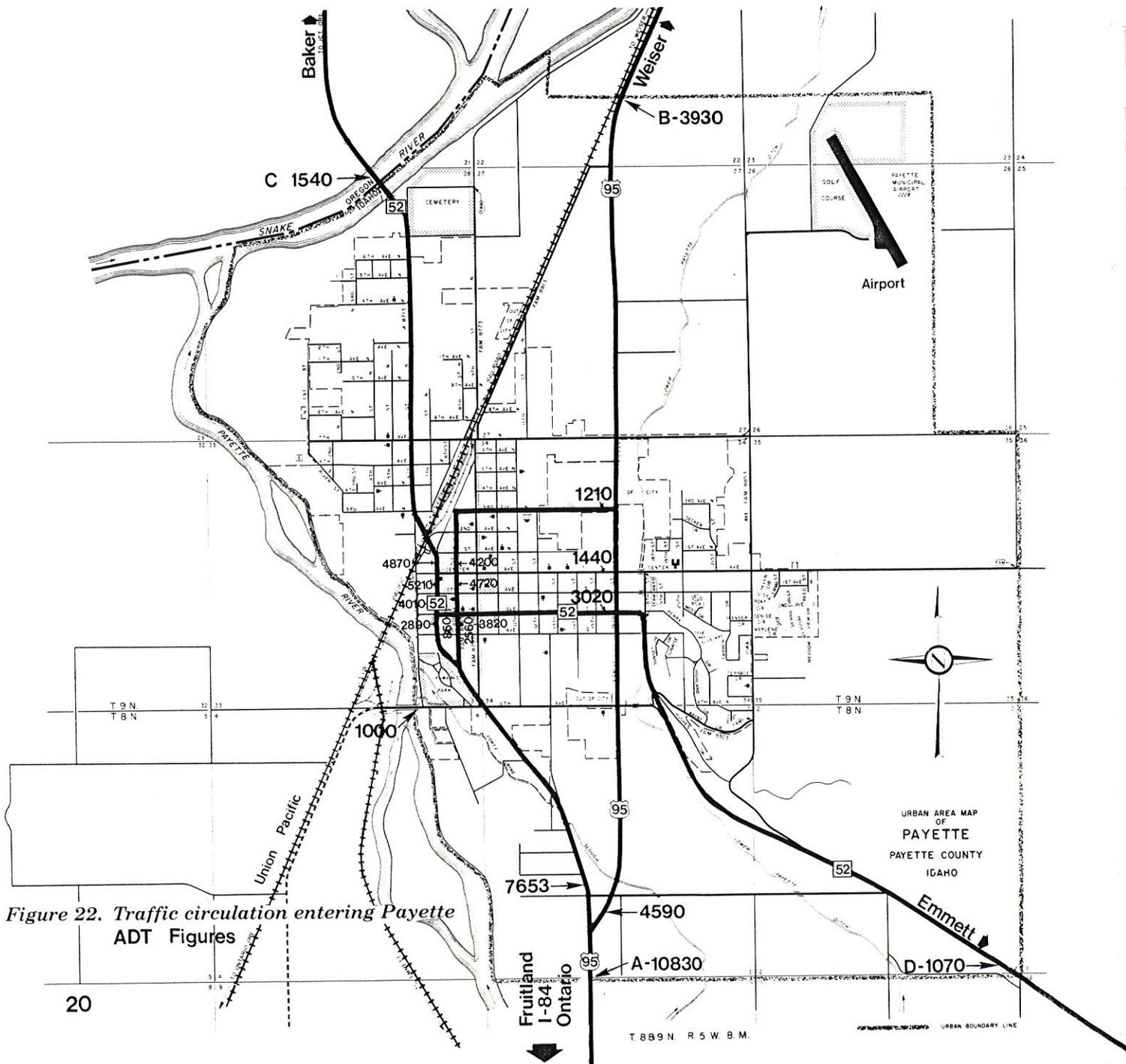
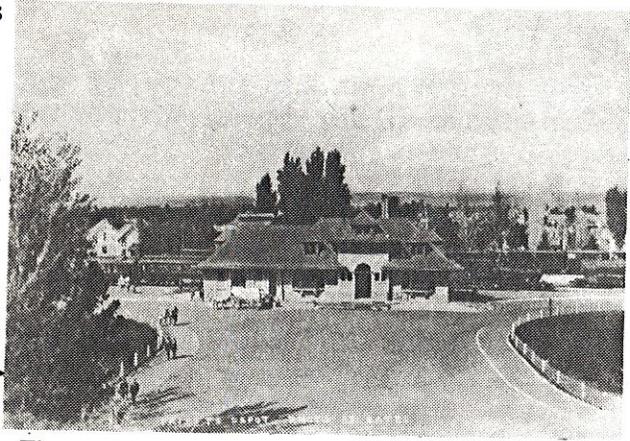


Figure 22. Traffic circulation entering Payette  
 ADT Figures

Transportation access has always played a significant role in Payette's development. Originally, it was the location of the mainline Oregon Short Line Railroad in 1884 that determined Payette's original townsite. The building of the handsome stone and brick Union Pacific Depot and surrounding park in 1906 influenced the confidence and growth of Payette's downtown. The depot's location at the west end of 1st Street North led to beautification along the street, including trees and a statue and fountain, as well as encouraging new commercial building in the city center.



*Figure 23. 1906 Oregon Short Line Depot*

By 1920 the private automobile had become popular on Payette's streets. U.S. Highway 30 was the main route to and through Payette, utilizing 8th Street. From the 1920's through the 1950's automobile traffic supported the linear business district along 8th Street.

Major transportation changes occurred in 1971 when Interstate 84 was built six miles south of Payette. The interstate bypassed the downtown, which had for years supported Highway 30 users with a variety of services. Interstate 84's location also favored nearby Ontario, Oregon, allowing it to expand its services.

Another major change in downtown traffic patterns occurred in 1961 when the Idaho Department of Highways built the 7th Street Overpass across the Union Pacific Railroad right of way. Although the four lane overpass provided a needed grade crossing for the railroad mainline and east-west auto travel, its alignment points southward and encourages traffic activity in the southern end of the business district. Consequently, business activity in the northern end of 8th Street declined rapidly. For example, the proprietors of Maudie Owen's Cafe reported in the 1960's that business was cut in half since they built the overpass. The overpass location also went through the railroad station grounds taking out the small park and separating the historic depot from the downtown.

Another change occurred in the mid-1960's when the U.S. Highway 95 bypass was built on 16th Street. This removed through truck and passenger traffic from the downtown. Up until 1985, Third Street and North 8th Street to the U.S. 95 junction made up the U.S. 95 Business Loop. The city now maintains this business loop. Transportation plans also proposed relocating Highway 52 one-quarter mile south of 6th Avenue South with controlled access between Highway 52 and U.S. 95.

Generally, traffic flows in the downtown area work well. Very few traffic accidents have occurred over the last number of years. However, the intersection at 7th and Center does create some turning and crossing problems due to traffic on 7th and the overpass.

# Parking

In May of 1985 an inventory of existing parking spaces was conducted--on a block-by-block basis--for both on-street (public) and off-street (private) spaces. Figure 24 shows the location of off-street parking lots and table 3 indicates the existing number of parking spaces in the study area. Currently, there are 1124 parking spaces within the fourteen block project boundary, with 561 on-street and 563 off-street spaces.

Payette's wide 100-foot street rights of way throughout the downtown allow room for angle parking stalls, good traffic circulation, and wide sidewalks. Typically, most downtowns in Idaho have streets that are eighty feet wide. With angle parking, Payette is in the enviable position of being able to provide a maximum number of on-street spaces for each block.

Over the years, the city of Payette has tried a number of on-street parking options, including narrowing the sidewalks on 1st Avenue North and then striping for angle parking along the curb and adding parallel spaces in the center of the street. Use by patrons of the center street parking spaces has been

**Table 3  
Parking Inventory**

7th to 9th Streets	Block #	Existing			Proposed		
		On-Street	Off-Street	Total/Blk.	On-Street	Off-Street	Total/Blk.
<u>3rd Ave. N.</u>	G-8	9	20	29	23	15	38
	G-7	45	25	70	62	42	104
<u>2nd Ave. N.</u>	RR	0	0	0	12	75 <sup>+</sup>	87
	G-5	47	25	72	47	25	72
	G-6	45	37	82	45	50	95
<u>1st Ave. N.</u>	G-2*	50	23	73	55	0*	55
	G-1	56	5	61	62	65	127
<u>Center Ave.</u>	M-4	40	33	73	42	33	75
	M-9	63	12	75	71	42	113
<u>1st Ave. S.</u>	M-5	44	28	72	46	28	74
	M-8	55	23	78	54	61 <sup>+</sup>	115
<u>2nd Ave. S.</u>	M-6	39	0	39	41	0	41
	M-7	28	16	44	28	16	44
<u>3rd Ave. S.</u>	P-2	10	69	79	10	69	79
	P-1	16	75	91	16	75	91
	Smiths	14	172	186	14	172	186
<b>TOTALS</b>		561	563	1124	628	768	1396

<sup>+</sup>Employee Parking

\*Cider Courtyard (See RR)

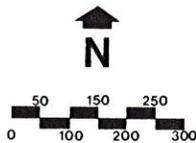
Source: Planmakers May 1985

# PAYETTE CITY CENTER PLAN

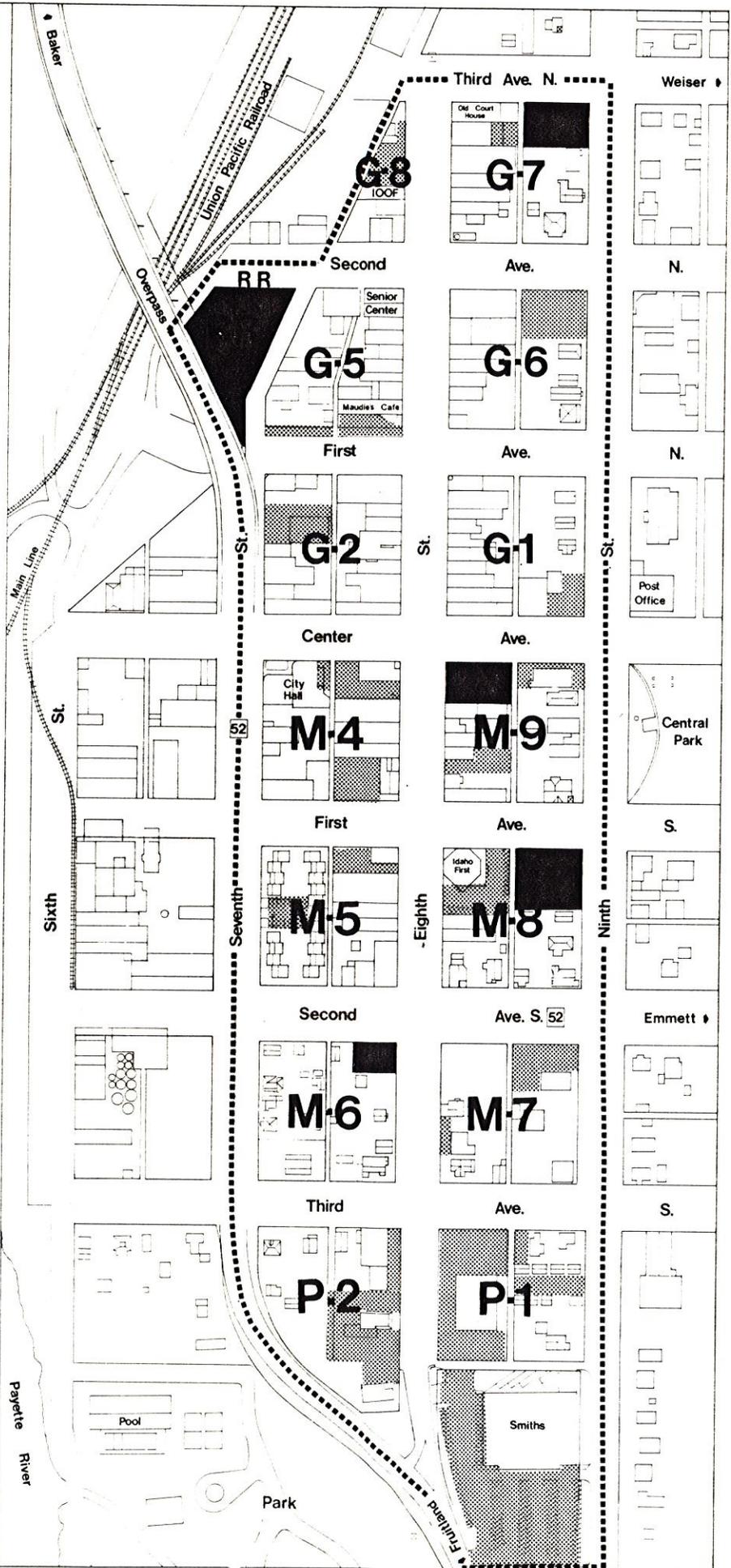
## Parking Block Identification

-  Off-Street Parking
-  Vacant

Figure 24.



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infrequent over the years and does not warrant the expansion of this method to other areas. On-street parking limits are two hours. Overtime violations have not been enforced in the past.

The Commercial District Zone (See figure 16), which makes up the majority of the downtown and the study area, does not require off-street parking for new structures or renovations. This flexibility in off-street parking requirements for the city center is a positive factor, encouraging downtown revitalization.

There is no city ordinance that designates off-street parking requirements for various uses and parking stall design dimensions or landscaping. The C Commercial District zone does require a loading zone for each five-thousand square feet of floor space. One off-street loading zone of at least three hundred square feet shall be provided on the property. Chapter 17:32 of the city code also states that any curb cut or driveway greater than twelve feet in width will be permitted only if public parking spaces are provided within 300 feet and equal the number of parking spaces removed from public use by such curb cut or driveway.

Results of the Payette City Center Questionnaire indicate little public concern over downtown parking. Merchants also generally felt parking was adequate but that there were problems with downtown employees parking in convenient spaces that should remain available for shoppers and users. Another problem mentioned was the parking taken up by saloon patrons along 8th Street. Concerns were also expressed about high curbs and poor sidewalks.

Overall, the 1124 parking spaces serving the downtown are evenly divided between off-street and on-street spaces, and provide a base of support that requires design refinements, use of vacant properties, good signing, enforcement and on-going parking management.

## **Parks and Recreation**

The downtown is served by two parks: Central Park and Kiwanis Park. The one-block Central Park is located on the eastern edge of the downtown commercial area, flanked by Center Avenue, 10th Street, 1st Avenue South and 9th Street. This early park initially was the site of the 1889 brick school house. The park is now home to the Payette Public Library building, which was built in 1939 by the Work Projects Administration. The library was expanded in the 1960's. Central Park provides a children's play area, picnic tables, horseshoe pits, drinking fountain and concrete block restroom building. Two statues include an old cannon and an Idaho monument erected in 1930 commemorating "the pioneers of the west, many of whom gave their lives along the Old Oregon Trail for the advancement of civilization." The open grass park also contains a variety of trees including many maples and birch and a circular rose garden.

At the south end of the downtown is the large Kiwanis Park along the Payette River. Once the site of the Harris Sawmill, the park is lush with large shade trees and is one of the most popular places for residents to enjoy their leisure time. The spacious 15 acre park features a large band shell and stage used for spring and summer activities and two regulation swimming pools with a total of fifteen lanes for team competition. Along with a wading pool there is a 75-foot pool outdoors. The indoor area features another 75-foot pool and large opening skylights. Kiwanis Park also features four tennis courts, a lodge meeting building, barbeque facilities and playground. Forty-nine Creek flows through the park and into the Payette River. Though the Payette River edges along the western edge of the Park, few improvements have been made along the river.

## Payette River

The Payette River is one of the city's best resources. It is the lifeblood of the area's agricultural empire as well as a recreational playground. The Payette River is one of Idaho's gems providing crystal clear water at the city's doorstep. With Payette City being on the confluence between the Payette and the mighty Snake River it has the special opportunity to take advantage of the natural beauty and recreation potentials of these magnificent rivers. There are boat docks located on the Oregon side of the Snake River that allow access to waterskiing.

It is important to note that the commercial center of Payette is only a few short blocks to the everflowing Payette River bank, accessible by Third Street South or adjacent to the Kiwanis Park.



*Figure 25. Former steel truss bridge crossing the Payette River at 6th Ave. S. Note flour mill on the far side of the river.*

# Economic Analysis of Retail Market

An economic evaluation of Payette's retail market was conducted by the IDA-ORE Planning and Development Association. This supplemental economic analysis addresses the current state of the Payette City retail market; "leakage" of retail dollars to nearby Ontario, Oregon; and future business opportunities in Payette.

Payette is the county seat and as such should be the center for much of the cultural and retail activity in north Payette County. Unfortunately, due to a declining commercial trend, virtually the opposite is true. In fact, the lion's share of entertainment and retail shopping by Payette County residents is now done in Ontario, Oregon, six miles west.

In spite of the current preference shown by most county residents for shopping in Ontario, the Payette Central Business District (CBD) is geographically well positioned, and given fully competitive retail facilities it would intercept a large share of this "leakage."

## Retail Trade Area - Definition

Retail trade area boundaries typically are set by geographic obstacles, distance, and the proximity and convenience of other community shopping facilities of similar or larger size.

Based on field checks and analysis of other similar retail markets, it appears that the Payette City primary retail trade area includes most of the County north of the Payette River and those portions of adjacent Washington County that are as close or closer, by road, to Payette than to Weiser.

Primary trade area boundaries are estimated as follows:

- North - about seven miles - roughly 1/2 the distance to Weiser
- East - limited by sparse population beyond two miles
- South - Payette River - virtually all families living south of the river have at least as convenient, and close, access to Ontario, Oregon via Interstate 84 and/or U.S. Highway 30
- West - Snake River - three miles west

## Population

Population in the city and county remained pretty much unchanged between 1960 and 1970, but really spurted after 1970, jumping about 27% in the County. Between 1970 and 1980 Payette City grew by roughly 900 people (21%), some of which was due to annexation. In 1980-82, the population in the city dropped slightly while the county remained on par.

**Table 4**  
**City Population**

1900	-	614
1910	-	1,940
1920	-	2,433
1930	-	2,618
1940	-	3,322
1950	-	4,032
1960	-	4,451
1970	-	4,521
1980	-	5,448

Source: U.S. Census

In the absence of more recent, specific data relating to major shifts in population levels, we project that growth will be pretty flat over the next four years. (See photocopy of Statesman article dated June 24, 1985, summarizing the Idaho Department of Water Resource (SKORO) study released in July, 1985.)

Based on this information, we observe that near term population growth will not be a significant factor in improving the retail market potential for Payette City over the next few years, and that local sales increases will pretty much have to be generated from the existing population base.

**Table 5**  
**Population & Selected Demographic Characteristics**

	Population		Percentages					
	<u>1980</u>	<u>1982</u>	<u>Black</u>	<u>Spanish American</u>	<u>Asian</u>	<u>In Labor Force</u>	<u>Median Hsld Income</u>	<u>Percent In Poverty Status</u>
Payette City	5,448	5,390	-0-	4.5%	1.4%	67.5%	\$ 11,300	18.1%
Bal of County	10,377	10,458	-0-	4.4%	2.0%	73.1%	\$11,795	18.1%
Total Payette County	15,825	15,848	-0-	4.4%	1.8%	71.6%	\$11,654	18.1%
Idaho State	944,127	974,916	0.2%	3.9%	0.6%	77.2%	\$15,285	12.6%

Source: Bureau of Census 1980

Distribution of Retail Expenditures of Payette County Residents

Table 6 shows the broad based trend of retail dollars traveling away from Payette City to larger and more complete shopping facilities in nearby Ontario.

By comparing available retail dollars in general merchandise categories with actual sales in Payette City and County, we are able to make broad assumptions about the amount of business being lost to Ontario and other more competitive shopping districts.

The "Capture" and "Leakage" columns show slightly less than 1/2 of all available (potential) retail dollars from Payette County residents are actually spent in the County, and only 37% find their way to Payette City merchants.

We also calculated the total retail potential in the Primary Trade Area of the City of Payette and discovered that 57% of this potential is spent in the Central Business District and close-in peripheral businesses. The balance of all retail purchases, a very large share, is made in other retail centers, outside Payette City.

Local studies (e.g. "Why Cross the River" - DECA, Payette High School - 1983) and field observations indicate that Ontario, Oregon gets most of this leakage.

It is important to note that in 1982 Payette businesses that were modern and fully competitive managed to retain a much higher share of available dollars--e.g., 58.4% of all food sales in the county and 90% of all food sales in the Primary Trade Area. We note that Smith's four-year old Payette store is modern, attractive and fully competitively merchandised. In the absence of Safeway (closed Spring, 1985), Smith's is currently averaging roughly \$150,000 - \$160,000 per week, or almost half of available sales in Payette County and 76% of the Primary Trade Area. Although Table 6 presents a somewhat gloomy picture of current market conditions in Payette, future potential could be much brighter, given attractive, competitive facilities.

Given comparable facilities, a great many residents of Payette and the nearby surrounding rural areas will choose to shop the Payette CBD rather than make the longer drive to Ontario, at least for convenience items (food, drugs/sundries, etc.). We do not believe that the four cents on the dollar tax incentive is an immutable rationale for driving the six extra miles to Ontario for day-to-day convenience items.

**Table 6**  
**Distribution of Weekly Available Retail Expenditures**  
Payette County and City, Idaho (1982)

KIND OF BUSINESS	Per Capita Expenditure		Payette County (1982 Population - 15,848)				Payette City (Primary Trade Area 1982 Population - Est. 10,300)			
	U. S.	Idaho	Available \$	Actual Sales in Payette County	Capture %	Leakage %	Available \$	Actual Sales in Payette City	Capture %	Leakage %
Building Materials	\$4.14	\$5.07	\$80,349	\$58,596	72.9 %	27.1 %	\$52,221.00	(D)		
General Merchandis	9.95	(D)					(D)			
Food	19.95	20.43	323,775	225,019 **	69.5	30.5	210,429	\$ 188,920	89.8 %	10.2 %
Auto Dealers	15.82	15.77	249,923	132,750	53.1	46.9	162,431	(D)		
Gasoline Stations	7.85	6.96	110,302				71,688	(D)		
Apparel & Accessories	4.72	3.45	54,677	7,462	13.7	86.3	35,535	(D)		
Furniture & Home Furnishings	3.76	3.24	51,348	30,903	60.2	39.8	33,372	(D)		
Eating & Drinking Places	8.44	7.18	113,789	37,596	33.0	67.0	73,954	21,750	29.4	70.6
Drug & Prop.	3.01	3.22	51,031	12,442	24.4	75.6	33,166	(D)		
Miscellaneous Retail	8.54	(D)		(D)			87,962	16,850	19.2	80.8
<b>TOTAL RETAIL TRADE</b>	<b>\$86.18</b>	<b>\$77.47*</b>	<b>\$1,227,745</b>	<b>\$592,750</b>	<b>48.3 %</b>	<b>51.7 %</b>	<b>\$797,941</b>	<b>\$454,150</b>	<b>56.9 %</b>	<b>43.1 %</b>

\* Does not total due to Census repressed figures  
\*\* Includes Safeway unit, now closed

Source: IDA-ORE Planning and Development Association, Inc.

## Suggested Retail/Service Opportunities

Initial business revitalization efforts in Payette should emphasize the development and refurbishment of retail and service businesses commonly associated with neighborhood and smaller community shopping center convenience stores, such as:

- Supermarket
- Drug/Variety - Small "Super-drug"
- Food Services - Restaurants, Fast Food
- Clothing - Ladies Ready to Wear, Family Shoes
- General Merchandise - i.e. Merc, Quisenberry's
- Beauty/Barber
- Cleaners/Laundromat
- Cards and Gifts
- Home Appliance/Music/Video
- Home Improvements/Garden Supplies
- Theater
- Motel/RV Park

We recognize that some of the above categories are already present in Payette, albeit widely scattered, and emphasize the need to unify these dispersed components, physically where possible, and certainly promotionally, to convey a broad appeal tailored to the Primary Trade Area. The basic revitalization elements of promotion, energetic merchandising techniques, new business recruitment, store front improvements, and unified commitment by the business community are essential to the process. Physical improvements can increase customer appeal of downtown outlets. Refurbishing storefronts and improvements to parking accommodations and sidewalks can all contribute to greater merchandising success. Likewise, retailers should actively support and conduct an annual schedule of retail promotions and an ongoing remerchandising program.

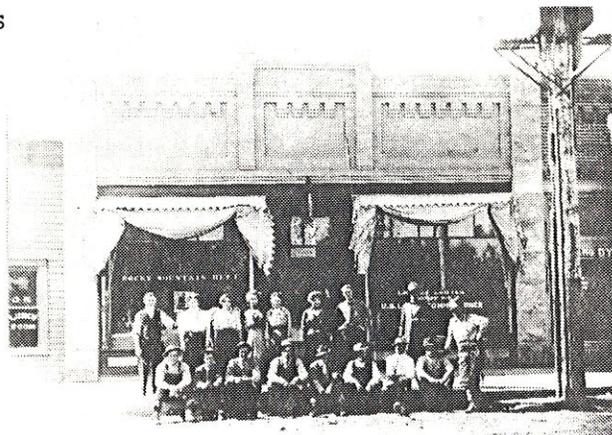


*Figure 26. Cars lined Main Street in the 1920s when Payette's downtown served a larger region from Nyssa to Council*

# Revitalization Plan

## Historic Building Rehabilitation

This plan recognizes and respects the historical and architectural heritage of Payette and encourages the rehabilitation of its historic buildings. The city center possesses numerous historic buildings and this visual character sets Payette apart from its surrounding cities. These buildings form a special asset that can give the city a unique identity and a quality not easily duplicated.

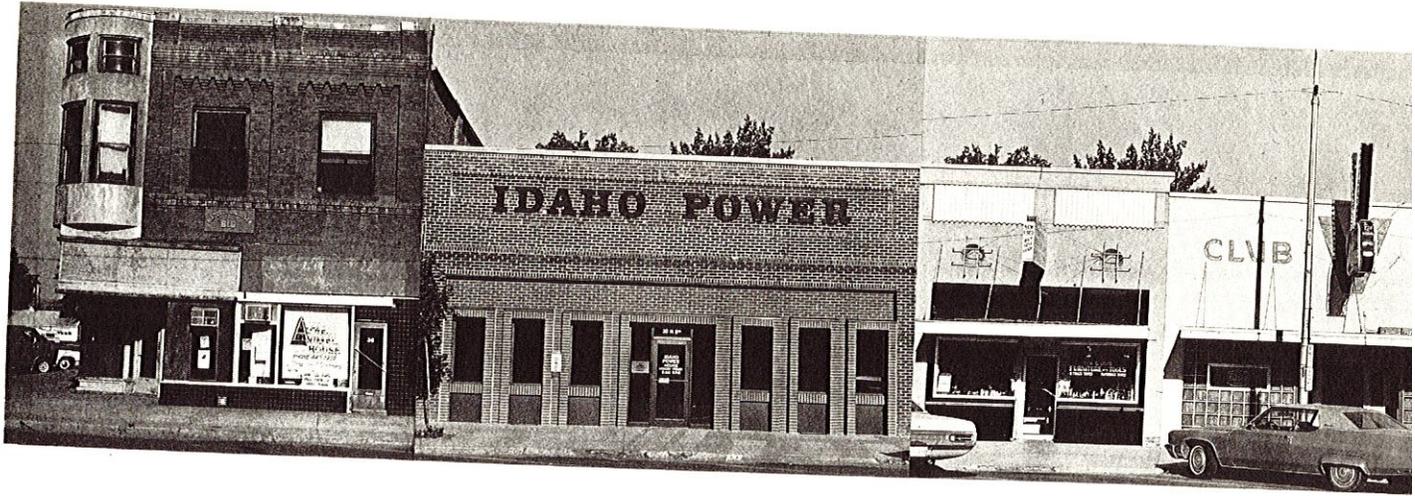


*Figure 29. Attractive brick one-story Rocky Mountain Bell building. Notice canvas awning and window graphics.*

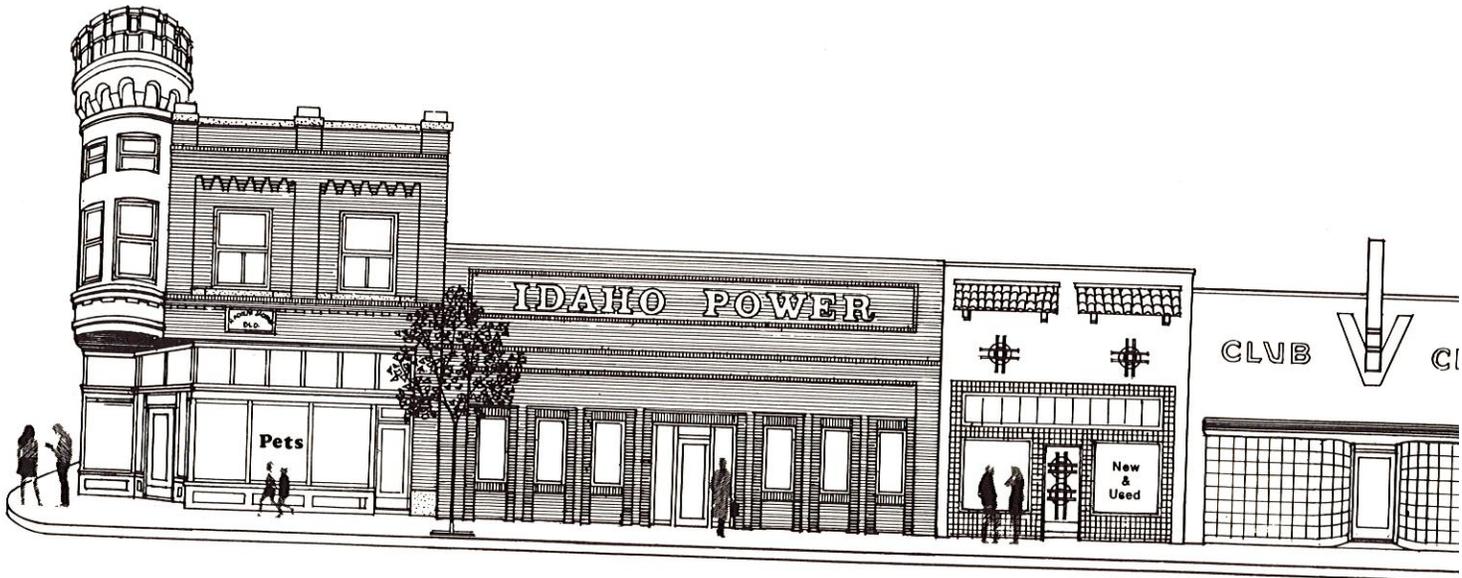
Table 1 and figure 20 on pages 16 and 17 identify 79 historic structures located within the study area. The majority of these are located from Center Avenue to 3rd Avenue North along 8th Street. Seven of these buildings are listed on the National Register of Historic Places. The city's substantial architectural heritage was established from 1890 through the 1920's creating a rich mixture of architectural style and craftsmanship that is predominant today and provides a common theme element from which to expand. See page 15 for additional information.

The main thrust of this planning effort is to revitalize Payette's historic buildings and reverse the decline of its commercial center. To accomplish this it is recommended that historic buildings be rehabilitated to recapture the warmth and beauty they once had. Presently, a number of historic buildings such as the Senior Citizen Center (A.B. Moss #11) and Sandy's (Keith's #40) present this image, but many other building facades have been altered over the years and need to be rehabilitated in a sympathetic manner to reinforce Payette's historic character.

Enhancement of the original storefront is one of the most dramatic ways of achieving visible results and improving the building's patronage. Frequently, limited maintenance or modernization of the first floor has reduced the appeal of many of Payette's downtown buildings. The key to an improved storefront is to respect the entire building facade, not just the shop level. To demonstrate Payette's potential for rehabilitation, the fold-out illustrates the existing condition and proposed rehabilitation of the east elevations of Main Street's 100 Block North. Building rehabilitation includes improved storefronts, sympathetic painting, awnings, and tasteful signing. Making old buildings more functional and enhancing their storefronts and unique details



First Avenue N.



Proposed F



is the first step in revitalizing downtown Payette. The benefits of rehabilitation are many and include a favorable image, more patronage, and better economic return.



*Figure 28. Excellent historic photo detailing the original storefronts of buildings on 8th St. between Center Ave. and 1st Ave. N. 1920 Doughboy Statue ceremony.*

Sensitive rehabilitation starts with a review of historic photographs of the building, an understanding of its structural integrity, and a knowledge of the structure's alterations over time. By enlisting the services of professionals, decisions can be made on how to best utilize all areas of the building, type of use, and desired tenants. Key decisions are also required on access into and through the building, new utility systems, and attention to maintaining or recapturing the building's architectural character. Specific treatment, techniques, and rehabilitation methods are outlined in the Secretary of Interior's Standards and Guidelines for Rehabilitation, which is available from the Idaho State Historical Society. This is of particular importance since rehabilitation establishes eligibility for investment tax credits if the work meets specific guidelines and is certified.

Realizing the prevalence of high interest rates and high costs and the limited availability of skilled craftsmen, three rehabilitation options are presented as follows:

- Minor Improvements - This approach allows the owners to improve the facade at a minimum cost. The building is cleaned and repainted bringing out the structure's

architectural details, unsightly signs are removed, new fabric awning is installed, and awning and window graphics are added. In many cases, simply removing an earlier remodeling addition and applying new paint can create a whole new image for the structure.

- Rehabilitation - This approach requires a professional paint job that highlights the architectural details with contrasting colors. The shop storefront is returned to its original design, including recessed entry, wood door(s), appropriate window sizes, and a wood or tile kickplate. Also, new window and awning graphics are added, as well as a colorful fabric awning. This approach minimizes less attractive features and through paint and wooden storefront infill, it emphasizes the positive features at a modest cost.
- Major Rehabilitation - This level requires cleaning and painting the building, duplicating the original storefront including clerestory windows, doors, kickplate and hardware, and

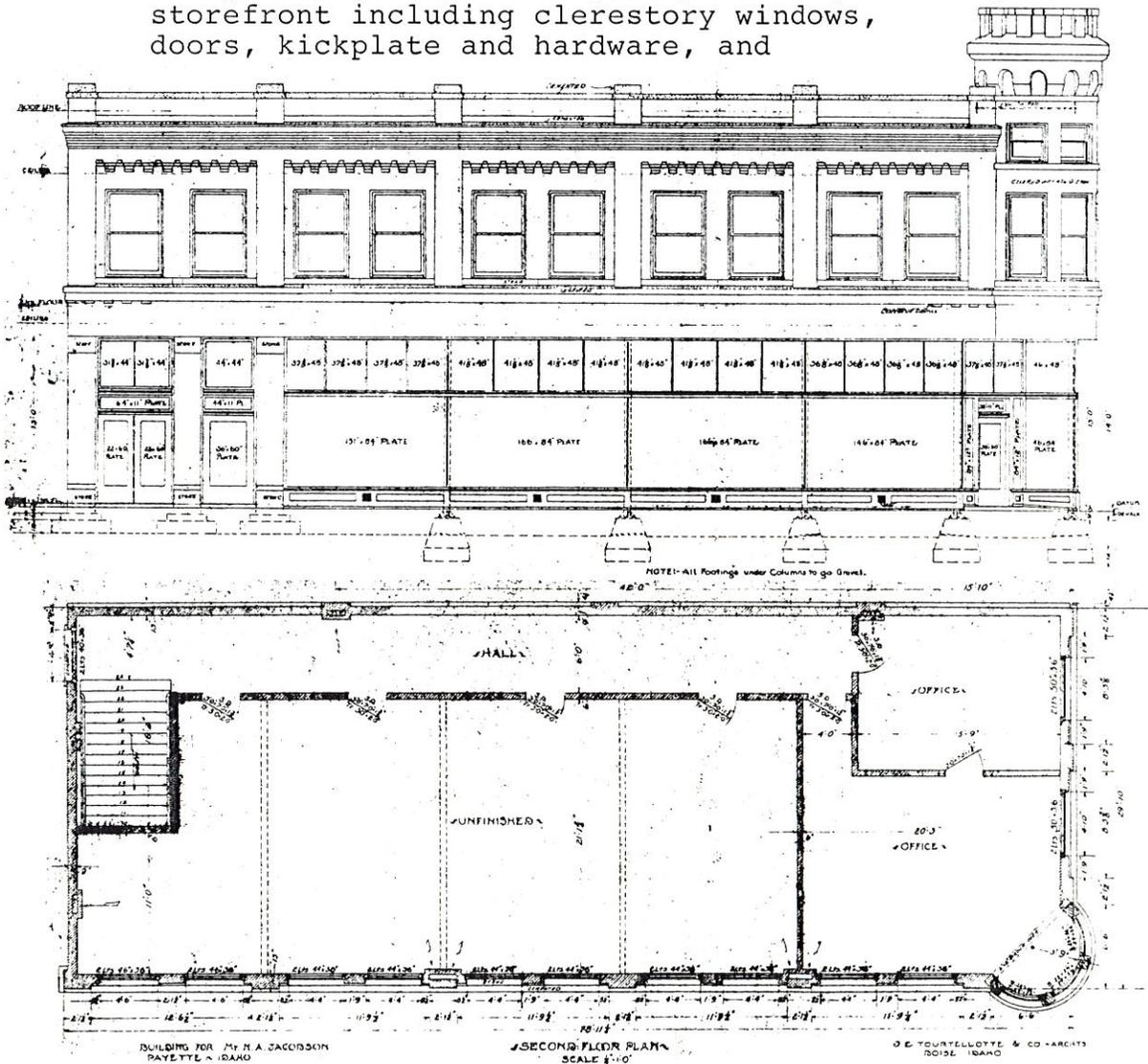


Figure 29. Architectural drawings of north elevation and second floor plan of M.A. Jacobson building.

duplicating any removed architectural details such as cornices, window caps, etc. As with the other options, good graphics and awnings are necessary. Such storefront reconstruction demands a high level of craftsmanship and materials, and has the highest cost. The results, however, are a first-class storefront with a facade close to its original condition.

With all three options, visually appealing fabric awnings are used because they supply color and texture and serve as a shading device and sign backdrop. Awnings are historically appropriate, affordable, and easily noticeable by customers.

In summary, it makes good business sense to maintain a favorable impression since most people naturally prefer to shop at an attractive store. The renovated building, good tenants and patronage will increase revenue and allow for a better economic return. Payette's architectural assets will provide an attractive downtown setting for both local citizens and visitors.

Implementation strategies for rehabilitation include setting up a commercial revolving loan fund, utilizing the IDA-ORE Main-Street Program, and taking advantage of the tax investment credit for certified rehabilitation projects for buildings listed on the National Register of Historic Places.

## **Commercial Revolving Loan**

To foster the rehabilitation of the city's commercial buildings within the city center a revolving loan fund (RLF) should be established. The RLF would be administered by the City of Payette and local financial institutions and would allow building owners the opportunity to borrow funds for rehabilitation at below market rates. Funded by a state community development block grant, the RLF would create an incentive for renovating the city's commercial structures while continuing to revolve to assist future projects.

## **Streetscape Improvements**

### **Sidewalks**

Downtown Payette's sidewalks need attention. Many present a difficult walking surface because they are broken, worn, or have high curbs. The existing walking area also lacks appeal due to limited greenery and pedestrian-oriented lighting. Dimensionally, the 300- by 300-foot blocks are served by a 100-foot right of way with most sidewalks being generally sixteen feet in width. The sidewalk area, or streetscape, can be improved to play a major role in the downtown's revitalization. An overall singular identity can be established by utilizing consistent paving materials, street lights, and trees. Such a streetscape

improvement would enhance the shopping and entertainment atmosphere by providing a comfortable environment and a unifying design theme throughout the downtown. As has been proven repeatedly by successful shopping centers, presentation of an attractive image is simply good business.

New sidewalk construction throughout most of the downtown is recommended to insure good pedestrian movement, improve walking safety, and provide an attractive entrance to businesses. Due to durability and cost considerations, it is recommended that scored concrete sidewalks be constructed. Figure 30 details a typical sidewalk section with two-foot by two-foot scored geometric patterns. This sidewalk standard will guarantee a uniformity of materials and finish. Utility improvements should coincide with the excavation of old sidewalks when access is available and a cost savings can be realized.

Many of the downtown's intersections, especially along 8th Street, are redesigned in this plan to shorten the pedestrian's street-crossing distance and unify the shopping district. This is accomplished by expanding the curb line into the street or bulbing the corners as illustrated in figure 32. This design allows improved sight distance between the driver and the pedestrian entering the crosswalk and is beneficial in encouraging traffic to slow down. The expanded sidewalk area at the corners also offers optional uses such as additional landscaping, seating, bike racks, and other street furniture. Overall, these strategically located intersections will tie the downtown shopping area together and reduce the conflicts generated by mixing vehicles and pedestrians.

The need to improve downtown Payette's sidewalks and streetscape is not new. As illustrated in figure 31 a number of design options have been studied over the years to improve 8th Street. These past parking and streetscape designs were utilized to develop the proposed streetscape prototype illustrated in figures 30 and 32. This prototype utilized Payette's wide 100-foot street right of way to allow room for 16-foot sidewalks, the maximum number of curb side angle parking stalls and good two-way traffic circulation. Some consideration was given to a parking row in the center of the street but this option was eliminated because it meant reducing the width of the sidewalks, creating safety problems for those parking in the center, and reducing the flow of traffic utilizing 8th Street.

Efforts to improve Main Street sidewalks date back to 1967 when the city contemplated forming a Local Improvement District (LID) between 3rd Avenue North and 2nd Avenue South for a Main Street Beautification project. Though not completed the proposed project was to have cost \$80,792.00 and would have resulted in constructing narrower sidewalks, improving drainage and storm drains, planters, shrubs, trees and a taped sound system. In 1982 the city was unsuccessful in seeking a Community Development Block Grant for \$217,450.00 to install new sidewalks on 8th Street from 3rd Avenue North to 1st Avenue South. The property owners would

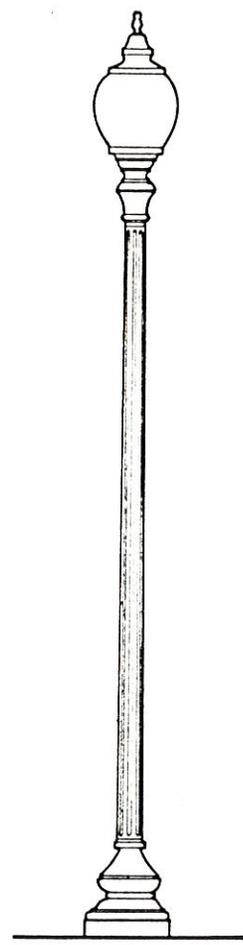
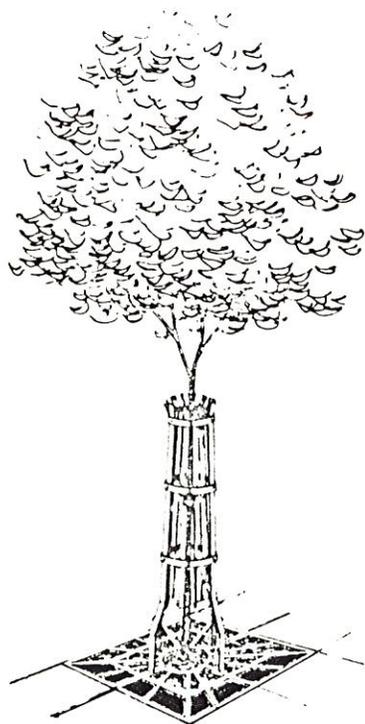
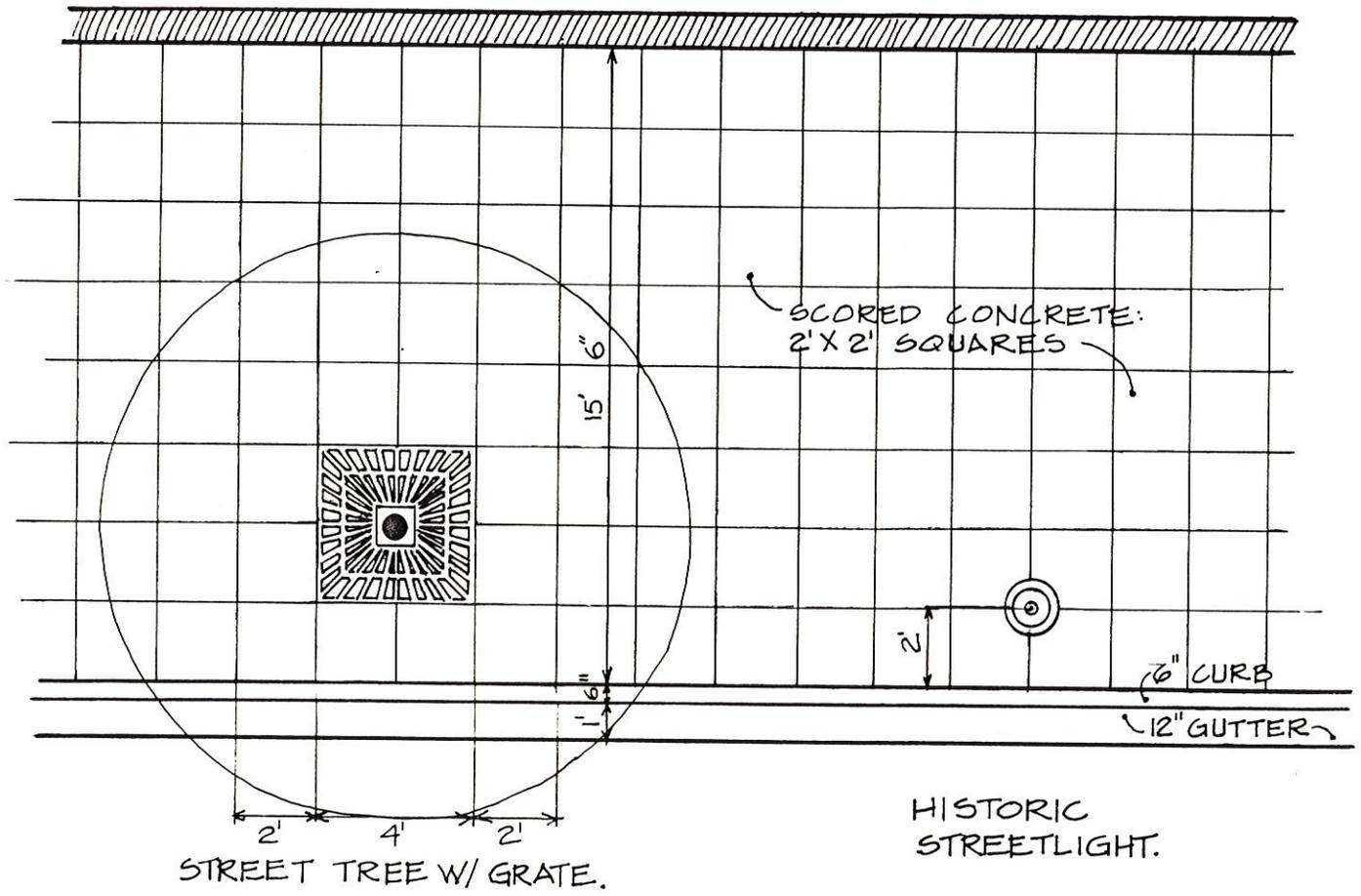


Figure 30. Sidewalk details

# Previous Parking and Streetscape Designs

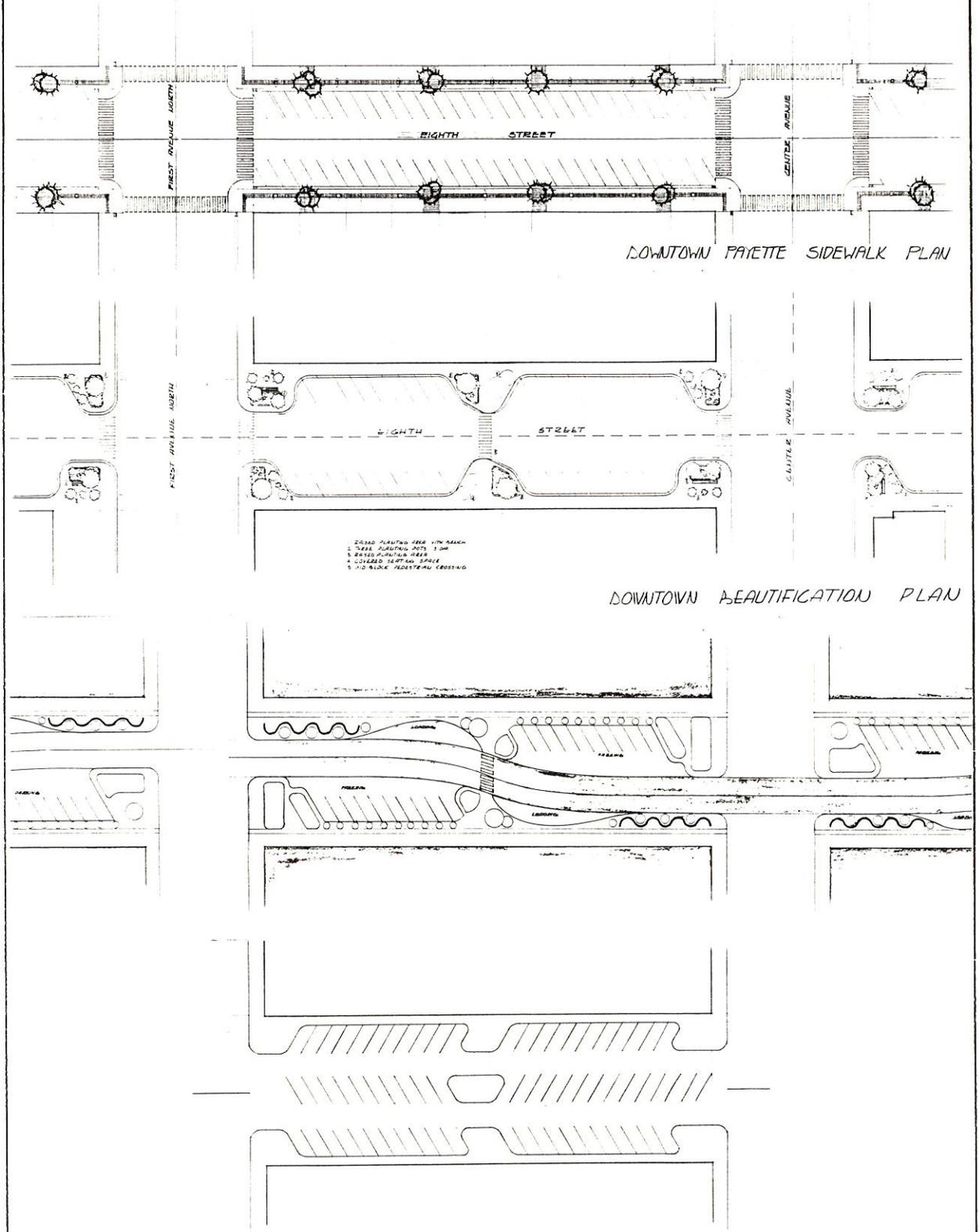


Figure 31. Previous streetscape design options

have paid an equal amount through an LID. Again in 1985 the city was unsuccessful in receiving State CDBG funds for \$97,589.00 to pay for half of an 8th Street sidewalk demonstration project located between Center Avenue and 1st Avenue North. Part of this effort involved initiating a Local Improvement District for the area. Much of the reason for not receiving the state grant funds was due to the inability of a project of this nature to create long-term job opportunities. Though the city has been frustrated in accomplishing the goal of safe and attractive sidewalks, continued efforts should prevail.

It is recommended that a phased effort be undertaken by the city to work jointly with property owners in repairing and replacing sidewalks. With this plan as a blueprint efforts should again focus on grant opportunities to supplement the costs of developing new sidewalks and streetscape improvements.

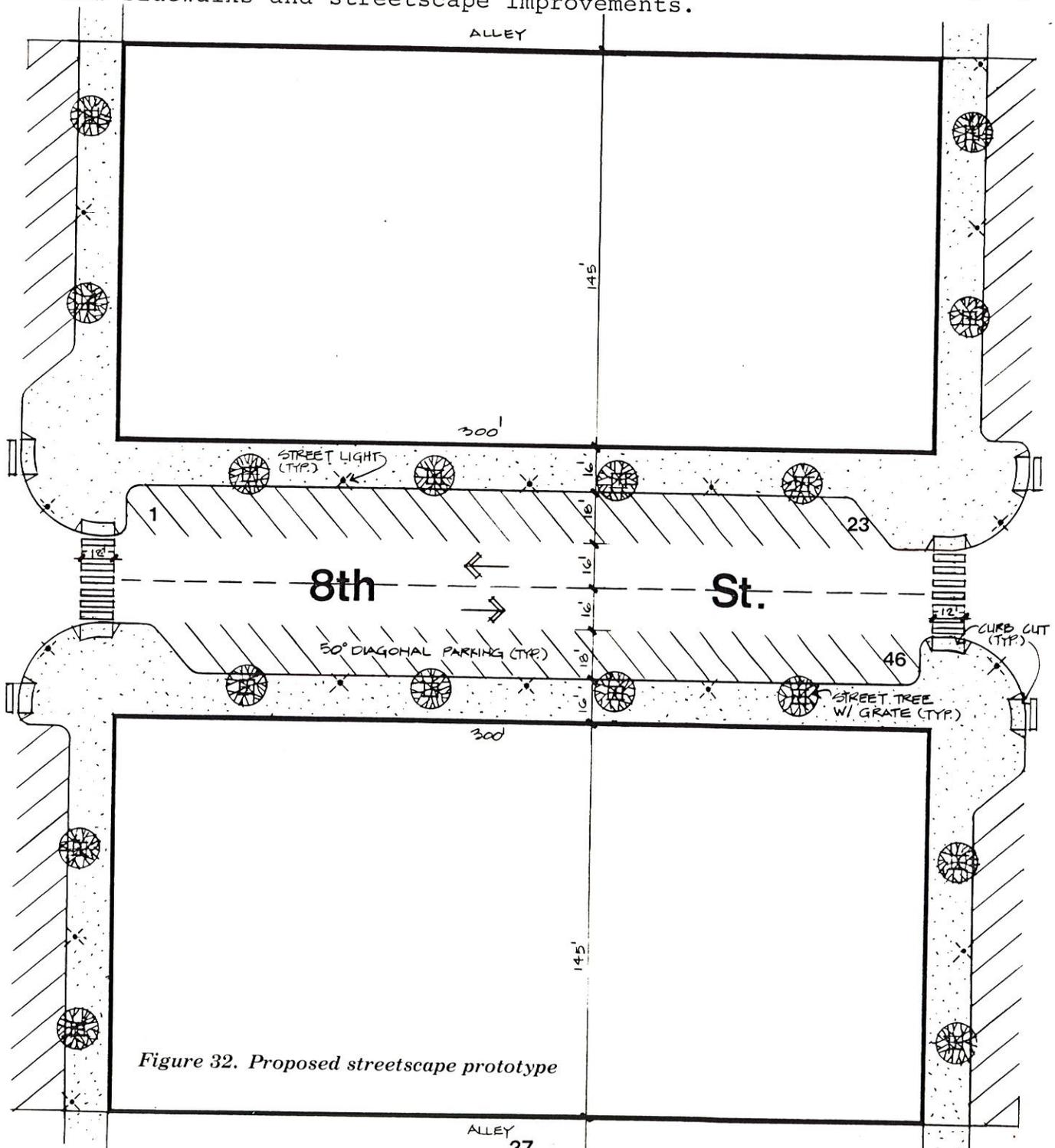


Figure 32. Proposed streetscape prototype

## Trees

In 1984 the City of Payette planted twenty-four 15-foot maple trees along 8th Street. Spaced at four trees per half block these trees help soften the summer sun and enhance the shopping environment. Street trees are a major component of the business area improvement program. Trees are to be incorporated within all public rights of way, excluding alleys, in order to add a much needed natural amenity to the streets and provide a continuous and changing element that helps tie the downtown together as an identifiable place.

The plan calls for planting a combination of maple trees and flowering crab apple trees along the remainder of 8th Street and side streets in the downtown. As illustrated in figure 32, four trees are planted on each side of the block.

A four-foot square tree grate is recommended for both protection and aesthetic value. For areas of high vandalism tree guards should be utilized to protect the trees. Tree guards can be either bolted to the tree grate or to stakes. If tree guards are not used the trees should be well staked. An irrigation system is essential for the survival and low maintenance of the trees and should be installed when the sidewalks are being replaced.

## Lighting

As well as providing security and enhancing the city, good lighting will allow the downtown to be fully used at night. Two types of lighting would differentiate downtown use. The first would be the use of ornamental light standards along the sidewalks. As illustrated in figure 32 a single-globed light similar to the ones that once graced 8th Street would be utilized in the city center and special areas such as Cider Courtyard (See page 42.) and Central Park. These fourteen- to fifteen-foot high light standards would be cast iron with a fluted pole and have an energy-efficient power unit and non-breakable globe. Two suppliers of these light standards are Valley Iron and Steel Company in Eugene, Oregon and Spring City Electrical Manufacturing Company in Spring City, Pennsylvania. As illustrated in figure 32 there would be three lights along the mid-block section and one located at each intersection corner. Such accent lighting would provide a warmth of light and personalized atmosphere needed for the downtown. The pole and base of the light standard are also attractive to look at during the day and add another dimension to the street scene. Like street trees, unique lighting will provide a unifying environment for the business district.

The second type of lighting would be overhead lighting, used to provide for the safe movement of traffic. These new lighting poles, some accompanied by traffic signals, would be located at major intersections. These poles would be of a dark color and

unobtrusive in design. As an alternative to the contemporary poles, Valley Iron and Steel Company manufactures poles and traffic controls that would enhance Payette's historic theme.

## Street Furniture

A number of street furniture elements should be strategically located in the downtown. The following are suggested for inclusion:

- Street Benches - Seating for pedestrians allows visitors a rest from shopping. Seats should be designed for comfort and located in such a way as to facilitate conversation and pedestrian viewing.

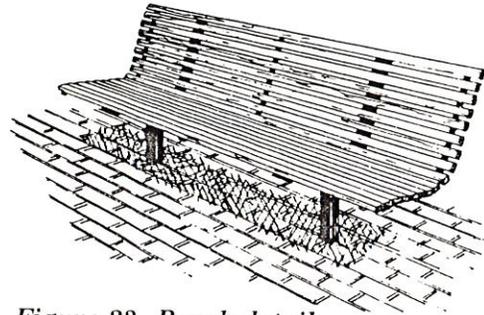


Figure 33. Bench detail

- Bicycle Parking - Bike racks are located in accessible, high activity areas of the downtown.
- Kiosks - A few information kiosks accent the business district and serve as a mirror of current events. A number of historic markers would also complement the downtown.
- Trash Receptacles - Eight trash receptacles displaying the City of Payette's official seal were recently placed throughout the area to aid in litter control.
- Banner Wires - A few overhead wires or poles for banners, flags, or promotions will assist special city events.
- Drinking Fountains - A couple of outdoor fountains should be installed to serve the pedestrian environment. For example, a drinking fountain would serve the small proposed park/parking area located at the southeast corner of Center Avenue and Main Street.
- Awnings - Fabric awnings that provide color and function are recommended for business storefronts. Awnings reduce glare and help serve as energy savers by controlling the amount of sunlight penetrating the storefront. Building orientation determines awning needs. Building fronts with northern exposures seldom require awnings. However, for those storefronts that need awnings, soft weather-treated canvas or vinyl materials that allow for flexibility or fixed installations are recommended. Fabric colors that are visually compatible with the colors of the building's exterior should be selected. Awnings also present a good location for store signs.

# Parking

In order for all city center uses to compete effectively, improved parking management by the city, merchants, and property owners will be required. This calls for good signing, enforcement, employee parking spaces, additional new facilities, and the redesign and improved utilization of a number of existing parking areas. These measures will provide an adequate supply of parking spaces to serve the downtown. Block-by-block existing and proposed parking inventories are listed in Table 3 on page 22. Currently, there are 1124 parking spaces within the project boundary. Under the proposed downtown plan, the parking spaces would increase to 1396, an additional 272 spaces. The following parking details are recommended:

On-Street Angle Parking - A number of on-street spaces should be redesigned to take advantage of Payette's wide 100-foot streets. As illustrated in figure 32 the streetscape prototype calls for expanding the number of on-street angle spaces to twenty-three spaces per block. Most east/west streets with parallel parking would be redesigned to angle parking. This design allows for an excellent parking relationship with the central business area and minimizes pedestrian/vehicle conflicts. New curb cuts opening onto 8th Street should be discouraged as they can significantly reduce on-street parking and interfere with pedestrian movement.

Off-Street Parking - A number of opportunities exist to develop off-street parking on vacant or underutilized space within the study area. Such areas include the southwest corner of First Avenue North and Ninth Street, the southeast corner of Center Avenue and Main Street, and areas off of the alleys located behind downtown businesses.

Employee Parking Spaces - An employee parking policy should be established to encourage employees to park outside of the prime shopping district. Shoppers would have maximum access to close-in short-term spaces while employees would use more distant long-term parking spaces. Such a program requires ongoing monitoring by employers and financial contributions by merchants, employers, and the city to lease or purchase and improve nearby long-term parking spaces. Two outlying employee parking reservoirs are recommended:

- Overpass/Railroad Land - This graveled lot would serve employees working in the northern part of the city center, Cider Courtyard (page 42), and the Senior Citizen Center. The lot is adjacent to the underpass between North 1st and 2nd avenues. The lot, currently leased by the city from the Union Pacific Railroad, would accommodate seventy-five parking spaces. Landscaping improvements are needed at the east end of 1st Street to help buffer the overpass and connect this area to 8th Street.

- Southeast Corner of 1st Avenue South and 9th Street - This vacant lot would serve the southern end of the downtown and accommodate approximately thirty-eight cars. Both of these lots require signing.

Parking Information/Signing/Uniform Parking Time - Periodic parking information is required to educate the public as to where parking is located and to the various regulations that relate to time zone parking. Promoting the availability of close-in and convenient downtown parking should be an ongoing activity by the downtown merchants.

Another important feature necessary to increase usage of lots is better directional signs. These signs should be placed at key points specifying where parking facilities are located. Also, parking facility signs should show a unified downtown parking signing system, and short-term or long-term parking facilities should be signed as such.



This uniform Parking Area sign may be used to show the direction to a nearby parking area for use by the general public. The rectangular sign shall be 30 by 20 inches or 18 by 15 inches for minor, low-speed streets. The legend and border shall be green on a reflectorized white background.

To provide a uniform on-street parking program, all curb areas within the city center should be signed and enforced for a three hour maximum time limit. Shorter time zones may be set in some prime locations where quick turnover is required. With adequate enforcement and discouraged employee parking, the three hour time zones would provide adequate turnover as well as free and convenient parking for the downtown user and shopper. Parking management is an ongoing need, with parking solutions being continually fine-tuned to best serve and promote the downtown.

Bicycle Parking - A number of secure bicycle racks should be placed in accessible, high visibility areas.

Parking Lot Improvements and Landscaping - Downtown off-street parking lots should be paved, signed, striped and landscaped. To create an attractive shopping environment it is important that the parking lots be well screened from view by landscaping. Figure 34 illustrates the type of vegetation, fences or walls that should screen off-street parking lots. A five-foot landscaped setback from property lines should be established for all downtown parking lots.

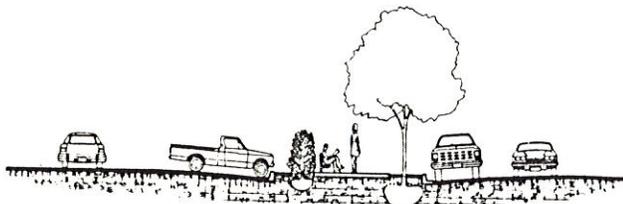


Figure 34. Landscaping screens parking lot from sidewalk and street

## Payette's Cider Courtyard

One of the most promising potentials to strengthen Payette's downtown is to revitalize the block bounded by 7th Street and 1st Avenue North, 8th Street and Center Avenue. This block is encircled with buildings facing the street, leaving the interior of the block open forming a courtyard. The half-block facing 8th Street possesses an attractive row of one- and two-story brick buildings in the heart of the downtown's commercial center. Those buildings facing 7th Street have limited access and are difficult to reach because they face the highway overpass. Consequently, the buildings on the west half of the block are underutilized or vacant. Almost all of the buildings on the block were built near the turn of the century and contain nearly 70,000 square feet of commercial and second floor residential space.

To overcome the negative influence of the overpass on this block and take full advantage of the block's design and historical character it is recommended that the block's building facades be rehabilitated and the internal space turned into a landscaped courtyard. As illustrated in figure 35 the proposed Cider Courtyard would feature a farmer's market, outdoor dining, stage area, historic artifacts, flower garden, fountain, areas for relaxation, and attractive landscaping and lighting. The courtyard and its surrounding historic buildings would make the block a special place, attracting residents and visitors alike. Such a block with rehabilitated buildings, a variety of businesses and attractive courtyard would be unique to this region and would generate patronage not only for this block but to all of Payette. The courtyard, for example, would periodically feature events and activities, and artifacts such as the vinegar vats from the vinegar factory would create interest. Perhaps a cider tasting room would even be available.

The Cider Courtyard would be developed through a coordinated effort of the block's property owners and merchants, along with the assistance of the city. Individual property owners would work to upgrade interior retail, office or residential spaces and enhance their building's front and rear facades. Working together as a group the property owners would develop the interior Cider Courtyard. Potential assistance to upgrade the courtyard and streetscape may be available through state and federal economic development grants.

Prerequisites in making the plan successful include developing a strong Owner/Tenant Block Committee; granting mutually beneficial public easements to enable public access and joint use of the block's interior; and eventually renovating the buildings. The overall scheme will be implemented at a pace permitted by the initiatives and financial resources of the property owners. Implementation of the courtyard would occur in prudent, logical stages timed in concert to the renovation of individual buildings.

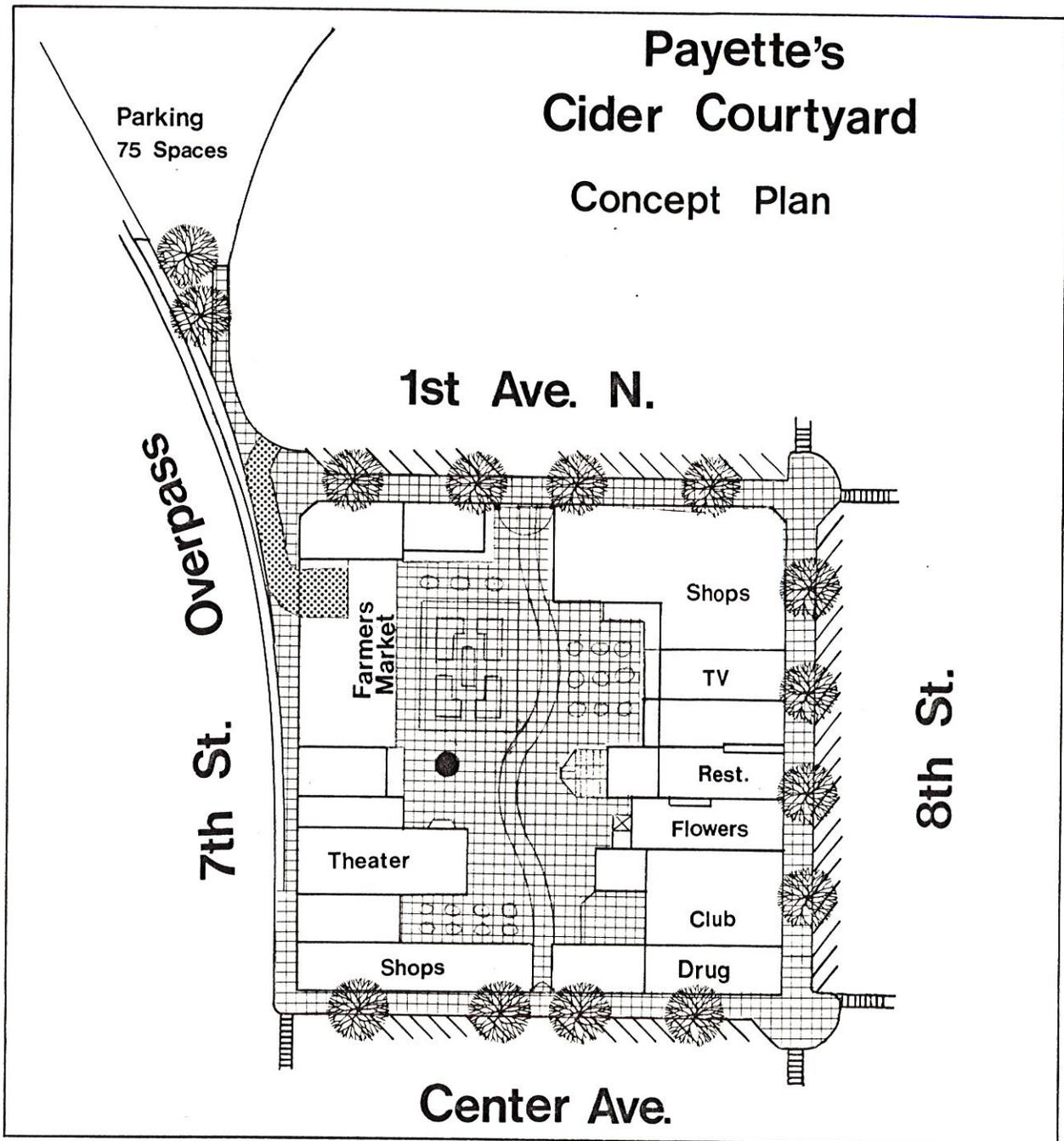


Figure 35. Cider Courtyard concept plan.

## Rename 8th Street and Avenues

Originally, Payette's streets had such names as Gorrie, Front, Broad, Boise, Pence, etc. In 1911 the city changed to the present system of numbered streets and avenues. As numerical street and avenue designations are often confusing, it is recommended that a number of the city's street names be changed. Most important, 8th Street would be renamed Main Street for which it is already known. Consideration is presently being given to changing the numbered avenues to avenues bearing the names of presidents beginning at the north end and working alphabetically to the south end. Center Avenue would retain its name.

## Promotions and Special Events

By sponsoring promotions and events, downtown Payette can project an image of an exciting place where things are happening. Promotions and events designed to draw visitors on an ongoing basis are an essential element of the downtown.

Payette has a colorful history of events that carry on today with the Apple Blossom Festival, which was started in 1923. Over the years numerous merchant's promotions have been held and in recent years consisted of an Easter celebration including a bonnet contest and egg hunt; Mother's Day with petunias and marigolds to women; Crazy Days; sidewalk sales; children's pet parade; Payette County Fair; Children's Halloween parade; Thanksgiving promotions with drawings for apples and turkeys; and an Old Fashioned Christmas. These established events are an excellent group to expand upon.

The oldest and best known event is the Apple Blossom Festival. Payette's Apple Blossom Festival was originally sponsored by the Women's Portia Club, beginning on May 8, 1923. Initially organized as a fundraiser, the festival grew to become one of the outstanding Spring features in the State of Idaho. This year's festival week included the Apple Blossom Queen coronation ceremony; Policeman's Ball; Apple Core Open Gold Tourney; Ice Cream Social at Central Park; carnival at Kiwanis Park; antique and steam tractor show at Bancroft Park; a breakfast; run; parade/award ceremony; and art show in Central Park. Future improvements to the festival should include more emphasis on agriculture through such activities as a Maudie Owens apple bake-off contest. More public relations are necessary in attracting greater attendance from outside communities.

Another major activity is Payette's Old Fashioned Christmas opening held on November 30th when the city is illuminated by an attractive display of Christmas lights along 8th Street. Carols are sung, candy canes and coffee are available, and Santa Claus arrives on a fire truck. The seasonal festivities continue with a Christmas tree lane contest featuring a night of horse-drawn wagons taking spectators around to look at decorated homes. Also, merchants' display-windows are decorated or painted, with the winner receiving a traveling trophy.

Table 7 outlines a proposed Payette calendar of events. Most are existing events. Promotional events to be considered in the future include a Harvest Day's Festival and a bike race loop through Payette, Fruitland and Ontario.

Central Park and the expanded sidewalk area provide a setting for various activities and events. Events should focus excitement on downtown Payette and should be scheduled to compliment the weather and merchants' needs--such as seasonal introductions and clearance requirements. Festivities should offer things to see and do, free entertainment, fun food to eat, and an atmosphere of escapade and play. A visitor should be guaranteed

**Table 7**  
**Proposed Payette Calendar of Events**

<u>Month</u>	<u>Event</u>
January	Store Sales
February	Founding Father's Day/Francois Payette
March	PAYCCSY Swim Arama
April	Spring Fever Day Easter/Contests & Egg Hunt
May	Apple Blossom Festival Mothers' Day (flowers)
June	Pop and Shop Fathers' Day
July	Krazy Days/Pet Parade/Flea Market on 1st Ave. N.
August	Back to School/Sidewalk Sale Payette County Fair (New Plymouth) Tom Thumb Invitational Swim Meet
September	Moonlight Sale
October	Farm Appreciation Days/Harvest Festival Halloween Parade/Jack O'Lantern Contest
November	Thanksgiving Promotion Old Fashioned Christmas Opening
December	Christmas Tree Lane/Window Displays

a good time with lots of activities to participate in or the option of just being a spectator. Events should be money makers, generating some or all of their own funding and hopefully assisting fund-raising efforts for the sponsors. Advertising co-sponsors such as a local company, corporations, beer company or beverage distributor can also be helpful in funding special events of the Merchants' Committee.

At the beginning of each year the Chamber's Retail Merchants Promotion Committee should adopt a calendar of events and establish an annual budget for activities and advertising. Four major events would involve community-wide participation while other store promotions would be best handled by specific types of stores.

The important objective to accomplish is to have an array of retail activities that keep coming at consumers; something should be scheduled every month so that consumer attention stays on the local merchants. The formation of a Business Improvement District (BID) is recommended to raise annual revenues to support promotions and events. Through the BID each merchant within an established boundary is assessed a monthly fee based on store size and business type. Every merchant is required to carry his fair share of the promotional load. This funding will allow the merchants to ambitiously and aggressively promote the city center and its businesses.

Putting on events requires a great deal of work for the initiators and planners. Major events may take six months of planning. Likewise, creating enthusiasm and maintaining it requires a professional coordinator and full cooperation of the business community and local residents. Event planning should reach out and involve numerous members, recruit committee heads and divide the workload into manageable sizes.

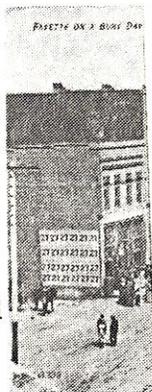


Figure 37. 1

Good pre-publicity is a necessity for people should begin a minimum of two weeks before an event poster. Public service announcements utilized and the complete fair schedule sent to newspapers.

After an event an evaluation should be conducted with an ongoing event workbook, mailings, forms, clippings, etc.

## Promotions and Special Events

By sponsoring promotions and special events, an image of an exciting place is created. Promotions and events designed to attract people are an essential element of a community's identity.

Payette has a colorful history of special events. With the Apple Blossom Festival, over the years numerous meetings and in recent years consisting of a bonnet contest and egg hunt, marigolds to women; Crazy Horse parade; Payette County Fair; giving promotions with dramatic Old Fashioned Christmas. A excellent group to expand upon.

The oldest and best known of Payette's Apple Blossom Festival is the Women's Portia Club, organized as a fundraiser for the outstanding Spring festival week including a ceremony; Policeman's Ball; Cream Social at Central Park and steam tractor show at award ceremony; and art displays to the festival show nature through such activities as a contest. More public relations for greater attendance from the area.

Another major activity is the Christmas tree contest held on November 30th featuring a festive display of Christmas trees, candy canes and cookies on a fire truck. The contest features a tree lane contest featuring spectators around to look at the display-windows are decorated with a traveling trophy.

Table 7 outlines a proposed calendar of existing events. Future events include a Harvest Festival through Payette, Fruitland.

Central Park and the expansion of various activities and events on downtown Payette. The weather and merchant and clearance requirements to see and do, free entertainment atmosphere of escapade.

U.S. DEPARTMENT OF COMMERCE, NATIONAL OCEANIC AND ATMOSPHERIC WEATHER SERVICE IN COOPERATION WITH THE IDAHO DEPARTMENT OF COMMERCE AND DEVELOPMENT CLIMATOGRAPHY OF THE UNITED STATES NO. 20 - 1

Table 8

### Payette Climatological Summary

MEANS AND EXTREMES FOR PERIOD 1940-1969

LATITUDE 44° 05' N  
LONGITUDE 116° 56' W  
ELEV. (GROUND) 2150 feet

Month	Temperature (°F)								Mean degree days	Precipitation Totals				
	Means			Extremes						Mean	Greatest daily	Year	Year	
	Daily maximum	Daily minimum	Monthly	Record highest	Year	Record lowest	Year	Mean					Maximum	
(a)	30	30	30	30		30		30	30	30		30	30	
Jan.	35.6	20.0	28.3	62	1966+	-26	1962	1163	1.51	2.30	1952	8.7	17.4	
Feb.	43.9	25.2	34.6	68	1963+	-16	1950	390	1.24	0.84	1958	3.4	10.3	
Mar.	54.6	29.9	42.3	83	1966	7	1955	701	0.38	0.90	1940	0.6	5.8	
Apr.	65.3	35.1	50.2	90	1946	18	1968+	399	0.92	0.59	1951	T	1.0	
May	74.0	43.8	58.9	100	1966	26	1964	208	1.09	0.80	1962	T	1.0	
June	80.8	50.1	65.5	107	1940	31	1962	72	1.24	1.59	1947	0	T	
July	91.9	56.1	74.0	109	1967	38	1955	0	0.13	0.90	1958	0		
Aug.	89.6	53.8	71.7	105	1949	35	1965	0	0.41	1.25	1941	0		
Sep.	79.3	45.1	62.2	102	1967	25	1965	133	0.49	1.31	1959	0		
Oct.	65.5	36.1	50.8	93	1963	13	1969	423	0.80	0.78	1940	0	T	
Nov.	49.0	28.4	38.7	75	1965	- 2	1955	310	1.30	1.05	1964	1.7	13.1	
Dec.	39.0	23.9	31.5	65	1955	-13	1964	1039	1.40	0.68	1944	5.4	15.0	
Year	54.0	37.3	50.7	109	July 1967	-26	Jan. 1962	5845	11.41	2.30	Jan. 1952	19.8	17.4	

(a) Average length of record, years.

T Trace, an amount too small to measure.

\*\* Base 65°F (1931-1960)

+ Also

\* Less than

## **Strengthen Payette's Chamber of Commerce**

The Payette Chamber of Commerce needs to strengthen its role in promotion, advertising and fund raising to more effectively compete in the region's changing marketplace. The chamber can also assist in the expansion of existing businesses by sponsoring business motivation seminars in advertising and retailing, possibly conducted by the Treasure Valley Community College or the Boise State University Business Development Center. The chamber also needs to continue to play a role in encouraging new businesses to locate in Payette. Along with assisting the yearly calendar of events the chamber is an ideal group to coordinate city-wide advertising, promoting the city and its businesses. The chamber, working closely with the city, should take advantage of the IDA-ORE Planning and Development Association's "Main Street" program in assisting downtown Payette.

Francois Payette was noted for his kindness to Oregon Trail emigrants who found him exceedingly polite, courteous, and hospitable. It is in the same spirit that the city's merchants need to rekindle their relationship with the regions who will patronize them for their continued friendliness and good service.

## **Downtown Logo**

To assist in presenting downtown Payette as an identifiable unit, an effective logo should be designed and utilized. The logo would be used in advertising material to strengthen the downtown's image as a unified marketplace. The downtown logo would also be used on a business directory, shopping bags, advertising, and other promotional materials such as banners.

## **Business Directory**

A Discover Downtown Payette business directory should be prepared and made available to current and future users. Such a brochure would identify parking, points of interest, shopping, entertainment, accommodations, dining, banking, and personal services.

## **Transportation and Entryway Improvements**

As outlined on page 18 the city and downtown are generally well served by Payette's transportation system. Improvements call for the ongoing repair of downtown streets and improved information signing.

One of the downtown's transportation needs is to encourage business patronage into the downtown from U.S. Highway 95 via the business loop along 3rd Avenue North, 8th Street and the south entrance loop. To capture U.S. 95 patronage heading south, three signs would be appropriate along U.S. 95. The first would be a "Welcome to Payette" sign located at the city boundary; the

second would be an advance "City Center/Visitor Services" sign for 3rd Avenue North and the third would be a city center directional sign placed at the 3rd Avenue and 16th Street intersection.

Coming from the south, it is recommended that the triangular lot at the 95 bypass junction be landscaped with grass and a "Welcome to Payette" sign erected. The existing Francois Payette triangular park provides an excellent location for an additional sign outlining the attractions of the community (i.e. swimming pool complex, parks, golf course, Payette Historical Museum, etc.) along with information on restaurants and other services.

This same southern business loop entryway is also planned for traffic improvements by the Idaho Transportation Department. As a part of the upcoming widening of the loop from two to four lanes, the city should work with adjacent property owners to encourage private properties to clean up their appearance with landscaping, new signing and screening of outdoor storage areas. This entryway program, including trees (possibly, flowering crab apple) should be undertaken through the coordinated action of the adjacent property owners, city of Payette, Payette Chamber of Commerce and the Idaho Transportation Department. Providing an attractive and informative entrance into Payette is vital to encourage travelers to stop and take advantage of the city's attractions and services.

## City Center Housing

A long-term strategy to support the city center would be to expand the number of housing units within or adjacent to it. Recent additions to the downtown include the Leasure Village townhouses (located on 7th Street) and the Payette Plaza senior citizen complex on 9th Street and 1st Avenue North.

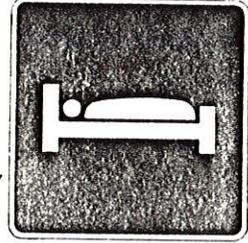
Building additional residential housing in the city center means that people remain downtown at all hours creating new customers for restaurants and other attractions. The residents become a built-in commercial market and provide new life as well as security to the city center. Downtown housing for the elderly is also recommended since living downtown is often convenient, providing easy access to shopping, entertainment, and governmental centers.

A number of housing opportunities exist for adaptive use of second-level space in many of the buildings in the downtown. These spaces would make excellent studio apartments, often occupied by the merchant living above the store.

Continued emphasis should also be given to encouraging new housing in and adjacent to the downtown. See page 16.

## Hotel/Motel Development

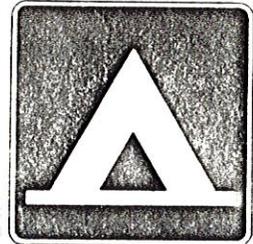
The limited number of overnight accommodations in Payette severely curtails the area's economic potential. Due to this limitation most of the area's visitors, whether business travelers or vacationers, stay in nearby Ontario. To both serve the local need and strengthen the community's economy a new hotel/motel facility is needed. Such a development would serve visitors of county residents, the business community and travelers and vacationers. This needed facility could accommodate numerous ongoing activities in Payette County and play a supportive role to a diversified economy.



The proposed hotel/motel development should offer an attractive design and quality service. A good location would be one that is both highly visible, perhaps on U.S. 95, and takes advantage of an attractive natural site. Such a development could also include a restaurant, lounge and banquet/meeting facility.

## Campground/RV Park

Due to the lack of any overnight camping areas there is also a market for close-in camping in or near Payette. A campground designed for campers, trailers, recreation vehicles, and tents could be nestled into an attractive setting, perhaps along the Payette River, creating a most attractive and relaxing environment. Such a facility would be much like the old tourist park once available in Payette.



## Improve Meeting Facilities

To facilitate meetings and special events, greater attention needs to be given to improving Payette's meeting facilities. The city does have a few private and public meeting spaces but most require improvements to provide the amenities and comfort required to accommodate small conferences, conventions and other events. As a first step it is recommended that a number of the existing meeting spaces be refurbished to increase patronage.

In the future a 300 seat convention/meeting facility could be built to fully accommodate an expanding program of events and to support city, county and regional needs. Such a facility could potentially be connected with a future hotel/motel project.

## Harmon Killebrew Dome

The most obvious landmark in Payette is Payette High School's geodesic dome. This former federal government dome became the high school gym in 1972. The large, white dome is visible for miles, including from nearby Interstate 84.

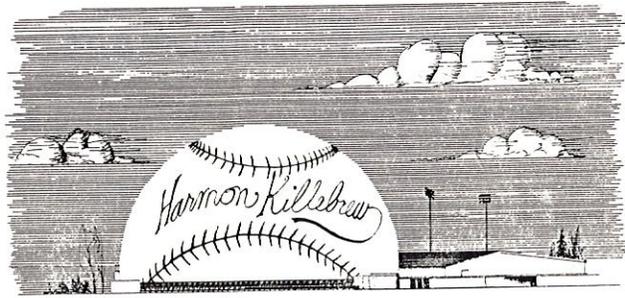


Figure 38. Proposed Harmon Killebrew Dome

The presence of this baseball-like dome and the fact that Baseball Hall of Fame's Harmon Killebrew graduated from Payette High School in 1954 set up an opportunity to both help promote Payette and pay tribute to Payette's best known national figure. Initiated in the Spring of 1985 and illustrated in figure 38, the Killebrew Art Project intended to paint the Harmon Killebrew autograph and stitches on the dome so it would resemble a baseball. Though not accomplished due to unfavorable response from some high school students the project had the support of Harmon Killebrew and still is an achievable and worthwhile project. A number of private sources were also identified to fund and promote the dome baseball.

Such a symbol would be the world's largest memorial to a sport's celebrity and would benefit the community through national publicity and increased tourism. Combining the dome with Killebrew's signature would be a fitting tribute and presents a unique opportunity for Payette.

## Payette River Greenbelt

Only two blocks off of Main Street (8th Street), the Payette River is a significant natural amenity that can contribute to the city center's success. See Payette River, page 25.

Currently, the Payette River seems rather forgotten; its east river bank along Kiwanis Park, for example, is unimproved. No access or viewpoints exist to tie the park to this beautiful crystal river that is the lifeblood of the area's agricultural empire.

Because the Payette River is a major asset to the city center and the city it is recommended that the east river bank from Kiwanis Park to 3rd Avenue North be developed as a river greenbelt.

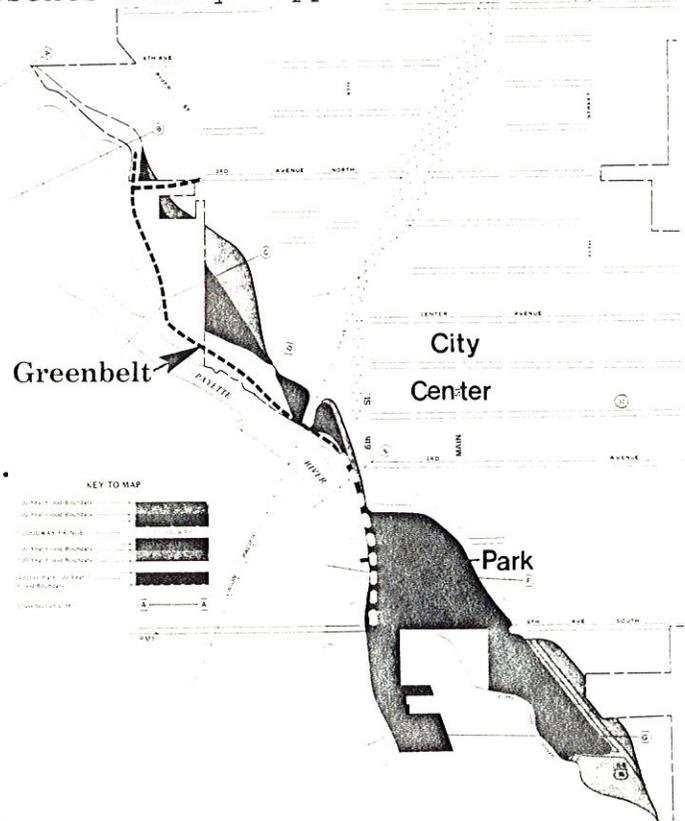


Figure 39. Proposed greenbelt along Payette River

As illustrated in figure 39 most of this area is undeveloped and within the 100-year floodway. Improvements would include a pedestrian and bicycle pathway, viewpoints, and natural low maintenance landscaping. It may even be possible to construct a small bridge from the river's edge to the narrow island that runs adjacent to Kiwanis Park. The Payette River Greenbelt would serve as a recreational resource for the city, offering opportunities for walking, bicycling, fishing, wading, picnicing, and general relaxation. The greenbelt would also connect Kiwanis Park and its swimming complex to the city's west side neighborhood.

Initially, a greenbelt plan would be required to identify the path's location as well as special opportunities and costs. Implementation of the greenbelt would occur with the help of various civic groups and the city. Potential labor could come from the Summer Youth Community Improvement Project and funding may be possible through a State Park's Land and Water Conservation Fund grant.

## **Agricultural Research Center**

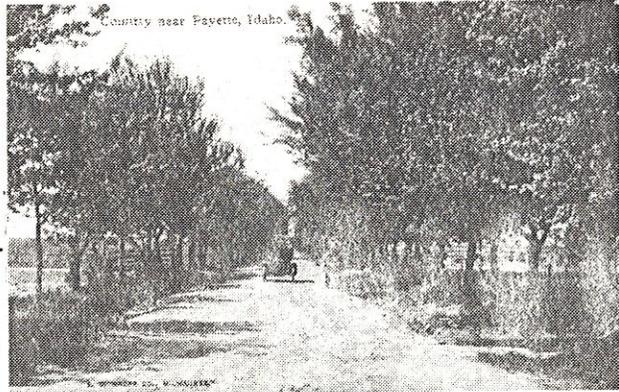
Payette and the surrounding region possess good soils, plentiful water and conducive weather for a prosperous agricultural empire. Local fruit, vegetable and grain crops have been a source of pride to the area since the late 1800's. More recently, livestock, onion and sugar beets have prospered in the area.

To strengthen the city's ties to agriculture and perpetuate its economic role in the region, it is recommended that Payette pursue an agricultural research facility for the city. An excellent location for future development would be the block surrounded by 6th Street, 3rd Avenue South, 7th Street and the nearby swimming pool complex. This setting would take advantage of the adjacent Payette River and Kiwanis Park, and it would both serve and enhance the city center.

The opportunity exists to promote this site and its future use for the city. Similar to the purchase and marketing of the Payette Industrial Park site, five miles north of the city, this city center site would be assembled by the Payette Industrial Corporation. More specific marketing information would be needed to target prospective users of the site, but generally, it would be made available for either a public or private agricultural research-oriented agency or business.

## Payette's Country Roads

The countryside surrounding Payette is a combination of picturesque scenery, magnificent rivers and agricultural splendor. As the historic post card illustrates in figure 40, the countryside was and still is a tranquil and pleasureable experience. To make these numerous assets a part of Payette's experience, it is recommended that a self-guided



*Figure 40. Country road c. 1910*

automobile tour be prepared. Such a tour would identify the best route to take to exhibit the area's many features such as agriculture, flowers, rivers and historical sites. Looping through scenic waysides and designed to accommodate a family afternoon drive, these tours would be promoted by the Payette Chamber of Commerce. Another potential wayside highway route would be a loop off of Interstate 84 linking Weiser, Payette, Fruitland, and New Plymouth.

## Implementation

A strong and appealing downtown is of undisputed importance to the well-being of the entire community of Payette. This plan outlines a revitalization strategy that will strengthen and enhance the city center, leading to expanded patronage and new private investment. As outlined in the plan an ambitious number of projects are proposed. The revitalization would occur through the related actions of the public and private sectors utilizing the plan as a blueprint around which a working partnership can operate.

A coordinated strategy for revitalization is required. Initially, small tasks should be accomplished in order to give the downtown confidence. An incremental self-help approach will be more beneficial and longer lasting than relying on big projects to revitalize the city center. Strong participation by the private sector will sharpen their entrepreneurial skills and allow the self-reliance needed for long-term success.

This planning effort, funded with public dollars, has served as a catalyst for revitalization and provided the initial momentum needed to allow the downtown to become more viable and attractive. Continued management and action is now called for to implement the recommended plan, which may require up to five years to accomplish.

The first objective, and the one with the largest potential payoff, will be to establish an effective, action-oriented organization to stimulate and coordinate the implementation of the plan. Effective management is the key to successful implementation; therefore, it is recommended that the city of Payette join with the Payette Chamber of Commerce and the IDA-ORE "Main Street Program" to oversee the development of the plan and provide direction.

The public sector would be responsible for such public improvements to the downtown as street upgrading, street lights, parking management and enforcement, parks, public signing, sewer, fire and water improvements, overall planning, coordination and administration.

City funding to accomplish these tasks can be received through community development allocations and funds from the annual city capital improvement fund. The city's capital improvement program and budget would involve scheduling physical improvements for the downtown over a period of time with consideration for priorities and the financial capabilities of the community. Other federal and state funds may be available depending on project eligibility and the reshaping of public programs.

The benefits of revitalizing the downtown are sufficiently attractive to the business sector to justify committing private capital for building rehabilitation and improvements that will increase sales and business. It is recommended that the private land owners within the study area form a Local Improvement District (LID) as a method of extending streetscape and parking improvements over a period of years. Under an LID the city government can assess individual property owners for specific public improvements that will improve the downtown business climate.

The businesses or merchants in the city center would establish a Business Improvement District (BID) authorizing the city of Payette to assess a small yearly fee to support such activities as promotion, events, physical improvements and maintenance. The BID would be controlled by the merchants themselves and is an ideal way to get all merchants to contribute to their own future success.

Securing funding for worthwhile projects within the community should remain a priority. Given Payette's unique economic disadvantage due to no sales tax in nearby Ontario, Oregon and past problems created for the downtown by the Highway 52 overpass and Interstate 84 location the city is deserving of public assistance. Favorable outside funding will depend on the city working together and establishing one small success after another.

A variety of funding sources are available and include the following: The Idaho Department of Commerce could help to establish a revolving loan fund for commercial rehabilitation and the sidewalk Demonstration Project. The Idaho Department of Parks and Recreation, through the U.S. Land and Water Conservation Fund, could assist the Payette River Greenbelt. The Idaho State Historical Society and the U.S. Department of Interior could be helpful in providing assistance to rehabilitation projects. The Idaho Travel Council can continue to help promote the area. Likewise, the continued efforts of the Southwest Idaho Private Industry Council's Youth Employment Program can put young people to work improving the community. IDA-ORE Planning and Development Association can also play a role by providing professional economic and community development services.

# PAYETTE CITY CENTER PLAN

Parking Improvements

Historic Building Rehabilitation

Cider Courtyard

Park & Parking Improvements

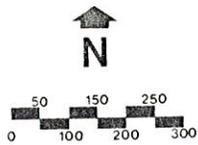
Streetscape Improvements

Parking Improvements

Expanded Housing

Proposed Agricultural Research Center

Payette River Greenbelt



**PLANMAKERS**  
planning and urban design

Figure 4 1.

