

MCCALL

IN MOTION

2018 McCall Area Comprehensive Plan



REFLECTING THE FUTURE

The purpose of the Comprehensive Plan is to provide a coordinated set of guidelines for decision-making to guide the future growth and development of the McCall Area. Because the contents of the Comprehensive Plan are guidelines only, implementation of specific projects, policies, and initiatives shall require approval by the City Council and County Commissioners as the governing bodies for their respective jurisdictions. The Plan will be reviewed annually and updated periodically to continue to reflect the vision and priorities of the community.





ACKNOWLEDGMENTS

Thank you to everyone who participated in McCall In Motion by attending a meeting, taking a survey, spreading the word, or in any other way to make McCall's future brighter.

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McCALL

IN MOTION



McCall Area Comprehensive Plan

LAUNCH

VOLUME 1

LAUNCH

This Executive Summary serves as a map to the contents of the entire Plan and summarizes the planning process, big ideas, key opportunities, and the high-priority implementation strategies.

A comprehensive plan is the primary planning policy document for a community. It is a long-term, strategic plan with a guiding vision and strategies for implementing the vision. The McCall Area Comprehensive Plan will shape future decisions related to new development, redevelopment, City programs, projects, budgets, and services. Perhaps most importantly, the comprehensive plan is the community's voice. It provides the goals and prioritized actions that ensure critical decisions will be aligned with what's important to the community. Because the contents of the Comprehensive Plan are guidelines only, implementation of specific projects, policies, and initiatives shall require approval by the City Council and County Commissioners as the governing bodies for their respective jurisdictions. The Plan will be reviewed annually and updated periodically to continue to reflect the vision and priorities of the community.



*Louie Lake Reflections
Image Credit: Lambrousse,
McCall Recreation*



MCCALL *IN MOTION* AT A GLANCE

PLAN ORGANIZATION

The Comprehensive Plan is organized into six volumes: that can either be read together as one plan or as standalone magazines.

Volume 1: Launch - This Executive Summary summarizes the contents of the entire Plan and summarizes the planning process, big ideas, key opportunities and objectives, and the high-priority implementation strategies.

Volume 2: Jump In - Presents the role and powers of the Plan, relationships to other plans, and the McCall Area development history.

Volume 3: Vision *In Motion* - Presents outreach and engagement of the McCall *In Motion* process and the community vision. The vision presents a long-term view for what residents want for the future of their community.

Volume 4: Existing Conditions - Presents a series of existing conditions that describe key trends.

Volume 5: Dive Deep - Presents 12 plan elements organized by Plan Theme, their key trends and issues, and goals and policies for each.

Goals set broad direction for the Plan by applying the community vision to the 12 plan elements. They identify, for each element, what the Comprehensive Plan is trying to achieve.

Policies extend goals by providing more detail. They give more direct guidance on community decision making, without specifying which tools to use. The Policies are implemented by strategies (Volume 6).

Volume 6: Reflect - Outlines specific projects and strategies for City departments and partners to undertake with recommended time-frames.





Although this Plan is written for McCall Area locals, it is also written in the spirit to include anyone who loves McCall, anyone who lives and works here, anyone who visited and fell in love, anyone who shaped McCall's past and might shape its future.

PLAN THEMES

The Comprehensive Plan is organized around three main themes:

Our Character centers on the patterns of present and future land uses and community design.

Our Economy covers primary assets of a livable community, housing, and economic sustainability.

Our Connections focuses on travel connections in and around McCall through formal means, such as by vehicle and bicycle, but also connections to nature and play through McCall's parks and recreation system.

These three themes are repeated through each volume and serve as the foundation of the Comprehensive Plan.

*Kids Biking at JMR
Image Credit: <http://www.jugmountainranch.com/about-the-ranch/photo-gallery/>*

THE PLANNING PROCESS

VISION *IN MOTION*

McCall *In Motion* began with *Vision In Motion*, the community vision for the McCall Area (the City Limits and Area of Impact), which focuses on the identification and preservation of the area's character, economy, connections, streets, and pathways. McCall offers world-class recreation, an unmatched quality of life, and small town mountain character and charm. The Vision Statement and Themes describe these unique qualities, and reaffirm the desire to preserve McCall's character with the onset of inevitable changes and future growth. The visioning process began with community input sessions.

Vision In Motion answered the following questions:



What do you love about McCall?

What would you change?

What are your big ideas for the future?

OUR VALUES

The passion of local residents was evident in the responses received during the community vision process. Based on the input from over 3,000 plan participants, a set of values shared by both residents and visitors was identified:



*McCall's Mountain Character
and Small Town Feel*

*Access to Natural Resources
and Abundance of Recreation Amenities*

A Family-Friendly Place

Healthy Living

An Intellectual Community



OUR VISION

McCall will be a diverse, small town united to maintain a safe, clean, healthy and attractive environment. It will be a friendly, progressive community that is affordable and sustainable. McCall's unique character is defined by its environment, history, places, and people.

WHAT IS A VISION STATEMENT?

Community visioning is the process of developing consensus about what the future the community wants and then deciding what is necessary to achieve it. A vision statement captures what community members most value about their community and the shared range of what they want their community to become. It inspires community members to work together to achieve the vision. A thoughtful vision statement is one of the elements needed to form a foundation for long-term planning on community issues as they arise. Through a community visioning process, residents, stakeholders and elected officials and themes were crafted through a community visioning process.

OUR VISION

Plan participants articulated the overall community vision and objectives to accomplish the vision.

OUR VISION

McCall is a diverse, small town united to maintain a safe, clean, healthy, and attractive environment. It is a friendly, progressive community that is affordable and sustainable.

OUR CHARACTER

Encourage the mountain character that is unique to McCall, representing a small town feel, while highlighting the natural setting and a quality built environment.

OUR ECONOMY

Support public agencies, local businesses, entrepreneurship, and recreational tourism, while providing a variety of housing types to meet varied income levels and stages of life.

OUR CONNECTIONS

Foster a sense of exploration and seek to enhance the recreational experience and mobility within the City for visitors and residents through safe walkable places, diverse transportation modes, and efficient transit choices.

OUR BIG IDEAS

As part of the community outreach process for McCall *In Motion*, a series of two community workshops were held to give interested members of the public an opportunity to review the fifteen big ideas that were generated by plan participants during the visioning phase. The big ideas that received the most support at the workshops include:

Housing Our Local Community

Achieve a sustainable, year-round community.

Moving Around McCall

Improve mobility, a combination of Moving in Comfort, Green Connections, and Rethinking Our Streets.

Grow Existing Businesses and Our Local Talent Pool

The importance of improved fiber-optics and cell service is vital to the success of existing businesses and attracting new business to McCall.

Our Relationship with Water

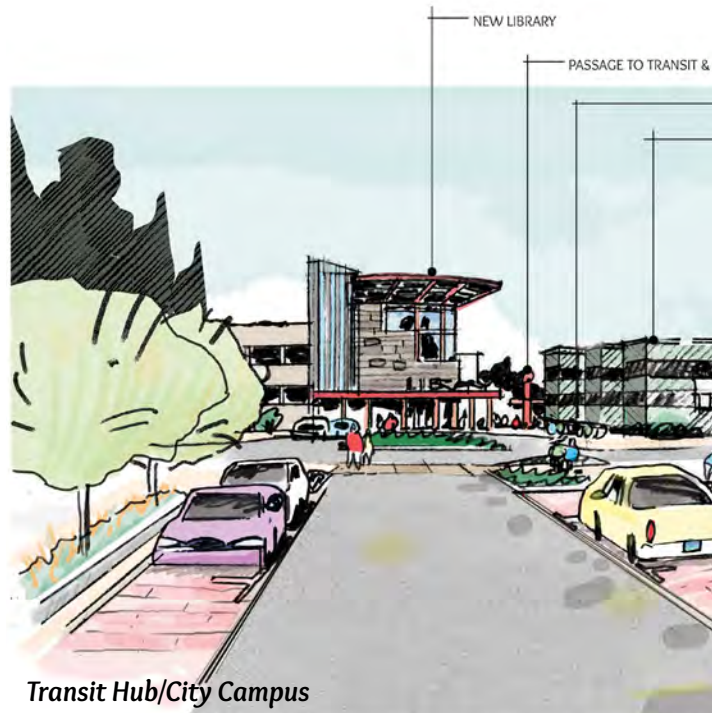
Highlighting the lake and river as assets to McCall and providing additional public access.

Downtown Campus

Participants were excited about the idea of an expanded library and central location for City services.

Improve on What We Have

Fixing existing road surfaces should be a priority before building anything new.



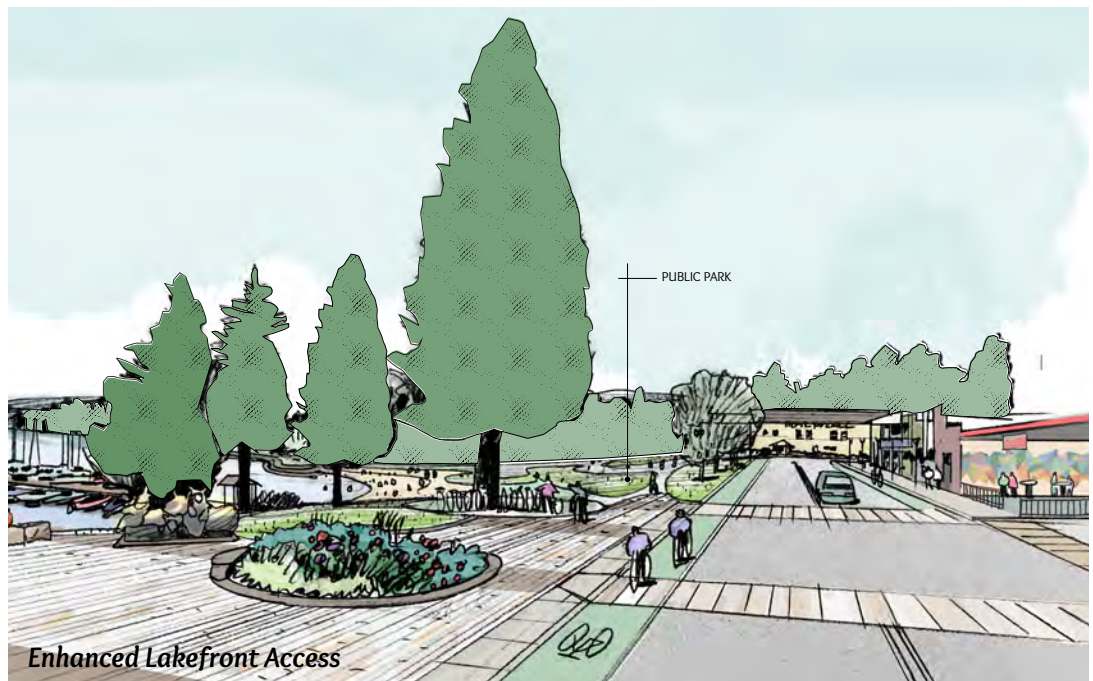
WALK W/
NG & INTERPRETIVE



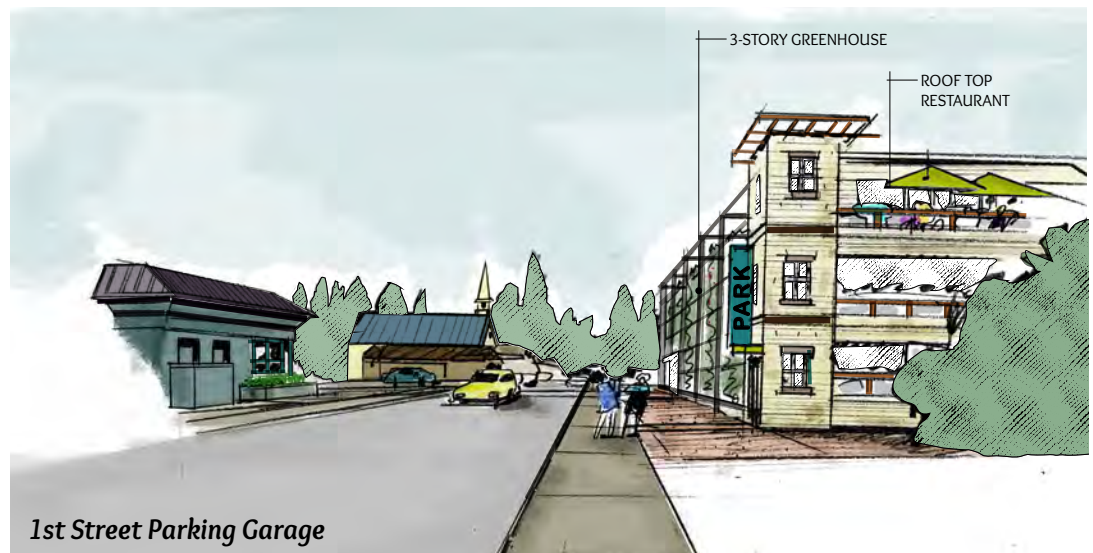
UBER

BICYCLE LOAN

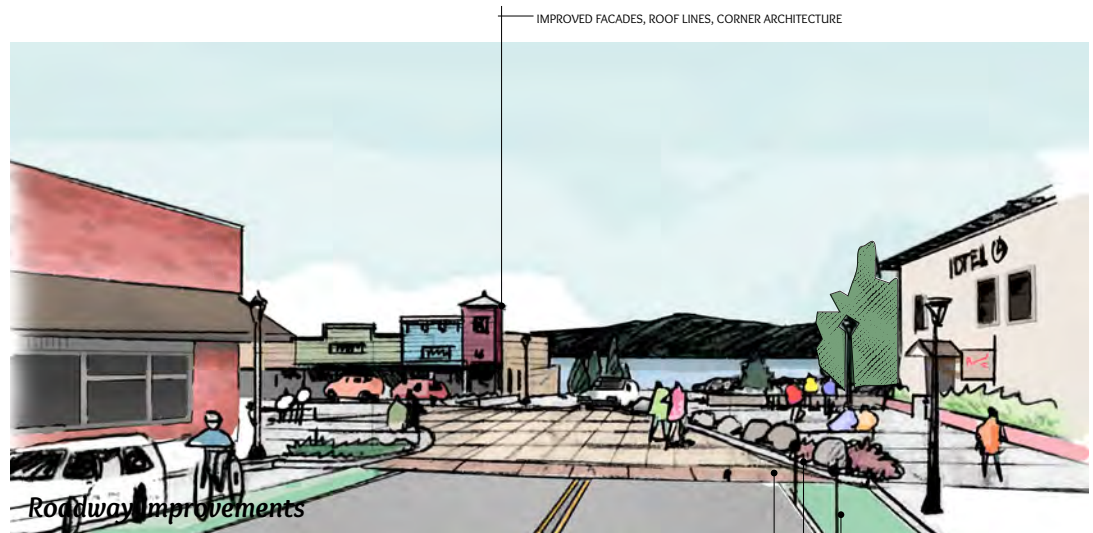
NEW CITY HALL



Enhanced Lakefront Access



1st Street Parking Garage



Roadway Improvements

IMPROVED FACADES, ROOF LINES, CORNER ARCHITECTURE

EXTEND CURB
W/ PLANTING, SEATWALLS,
PAVING

BOULDER BARRIERS

RAISED (6") CROSSING PLAZA

DIVING DEEP

Creating a complete community requires more than a vision statement. The vision themes and big ideas describe the type of place McCall should become. The way to realize the vision is contained in the plan elements and corresponding goals, policies, and projects, as well as the Future Land Use Map.

The Comprehensive Plan identifies a number of individual projects to move the community vision forward. Many of these can be accomplished under the umbrellas of multi-faceted major initiatives. The major initiatives identified as having the highest priorities for implementation include:

1. Update McCall's Development Codes.

- Managing Payette Lake lakefront residential development
- Protections for sensitive lands and resources
- Codification of Design Guidelines
- Protection of view corridors

2. Plan and develop the Central Business District in McCall as the heart of the community. Implement the Downtown Master Plan.

- Develop a form-based approach to development design in the Downtown
- Enhance and expand public and open spaces
- Create one new Urban Renewal Area

3. Maintain and expand McCall's urban forest.

- Create development standards to protect heritage trees and native vegetation

4. Build a stable year-round residential population in McCall.

- Support stable employment opportunities
- Promote a variety of housing types and options

4. Balance and diversify the local economy while maintaining environmental compatibility. Promote quality of life 'place-making' as the overarching economic development strategy for McCall.

- Promote public art, pathways, parks, events, and festivals
- Use environmental sustainability as an economic development strategy
- Stabilize the economy with year-round employment and high paying jobs

5. Increase transportation mode and route choices to increase travel options and reduce reliance on automobile travel.

- Plan, design, and develop a pedestrian system that includes pedestrian trails and pathways interconnected throughout McCall and surrounding areas.

McCALL

IN MOTION

McCall Area Comprehensive Plan



VOLUME 2

Summit Lake

Image Credit: Taylor, McCall Recreation

JUMP IN





JUMP IN

McCall's success today isn't a fluke. It stems from decades of community work, foresight, and planning. This Plan seeks to continue to enhance those qualities that make McCall a special place.

McCall *In Motion* is an initiative founded on the idea that land use and transportation are closely linked. A combined process for the future of the McCall area (the City Limits and Area of Impact) will lead to a healthier, more economically competitive, and socially equitable future. McCall *In Motion* updates both the Comprehensive Plan and Transportation Master Plan, focusing on the creation and preservation of the area's character, economy, connections, streets, and pathways. This integrated approach maximizes efficiency and effectiveness of McCall's plans, continuing the efforts to create a more fun, efficient, sustainable, and vibrant community. Collectively, the process to develop these plans is called "McCall *In Motion*."

JUMP IN

PLAN FRAMEWORK

The McCall Area Comprehensive Plan is the City's primary planning policy document. It is a coordinated plan that guides future development across the City and Area of Impact. The City administers the Area of Impact in partnership with Valley County.

The Comprehensive Plan's policies guide decisions related to new development, redevelopment, programs, projects, budgets, and services. The Comprehensive Plan is the community's vision. It integrates the concerns and expressions of the community into goals and prioritized actions to ensure critical decisions will be aligned with what's important to the community. Cities and communities make decisions about the future every day in response to new opportunities or unexpected problems. A Comprehensive Plan is one tool for helping to make these decisions, with four distinctive features:

- It is long-range, looking ahead 10 – 20 years.
- It is comprehensive, looking at many different aspects of the community.
- It is broad, looking throughout the City and Area of Impact.
- It is purposeful, looking to address the needs and desires of the community.

LEGAL AUTHORITY

In Idaho, the state law enables municipalities to create a comprehensive plan to guide the development of plans and programs.

Section 67-6508 of the Idaho Code (the Local Planning Act) provides for a plan that includes sections on private property rights; population; economic development; school facilities; land use; natural resources; hazardous areas; public services, facilities, and utilities; transportation; recreation; housing; community design; special areas or

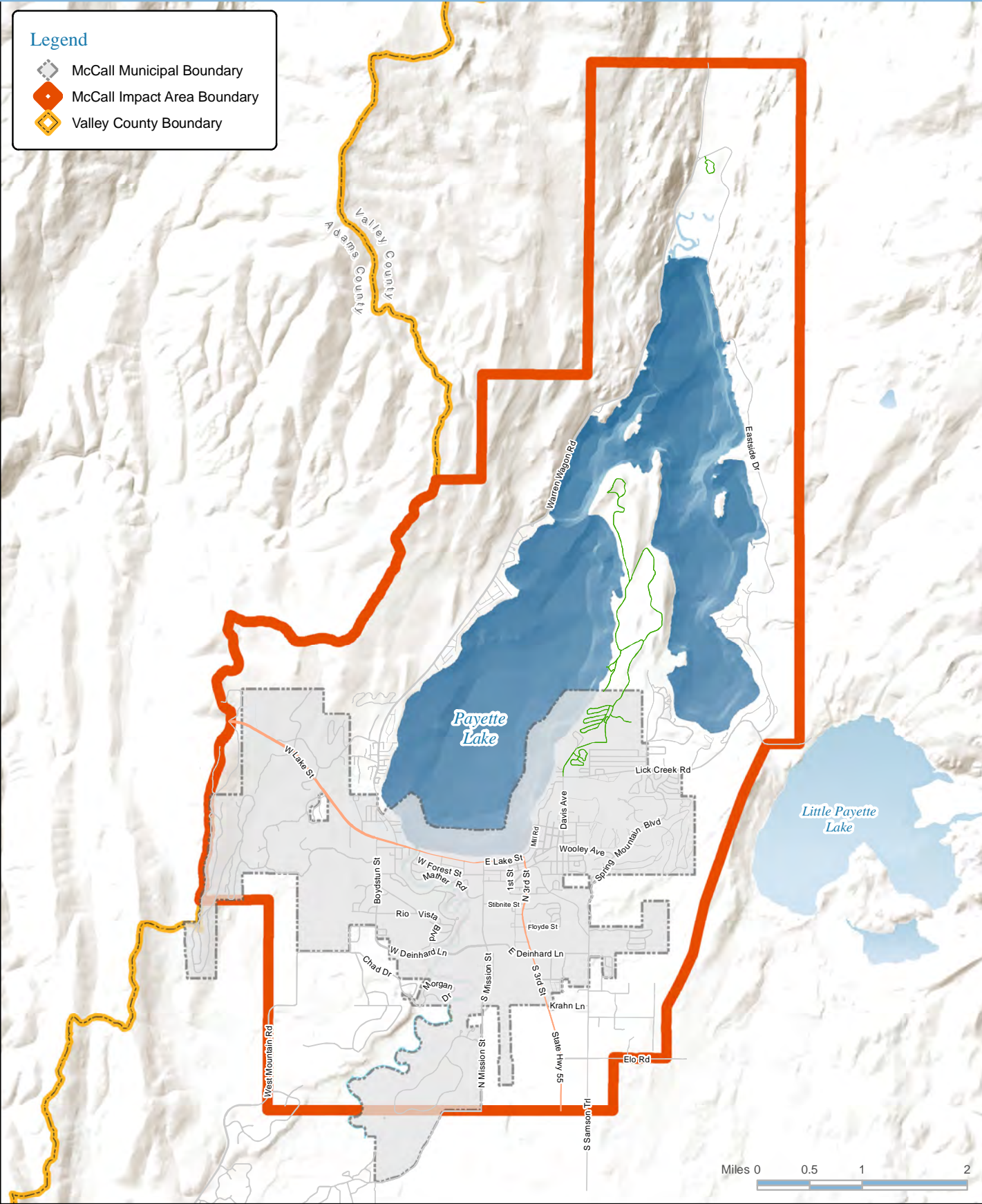
sites; implementation; and any other component that may be necessary. The comprehensive plan provides direction for land use regulations, including zoning, as well as other implementation actions.

The McCall Area Comprehensive Plan is recommended by the McCall Area Planning & Zoning Commission, a joint commission of City and Area of Impact residents, and adopted by the McCall City Council and Valley County Board of Commissioners. The Commission and the governing boards were engaged routinely throughout *McCall In Motion*.

PLANNING AREA

The planning area encompasses the City of McCall limits and the Area of Impact. Idaho State Statute requires that cities and counties establish areas of city impact to provide a way for cities to grow in a manner that is cost-effective for its residents, to anticipate future infrastructure needs, and to encourage urban development within cities. The McCall Area of Impact extends around Payette Lake, west to Club Hill Boulevard, and south of Elo Road. The same City and County zoning requirements apply to properties within the McCall Area of Impact and are subject to land use and development approval by the McCall Area Planning and Zoning Commission (and respective governing boards).

MAP 2.1: PLANNING AREA

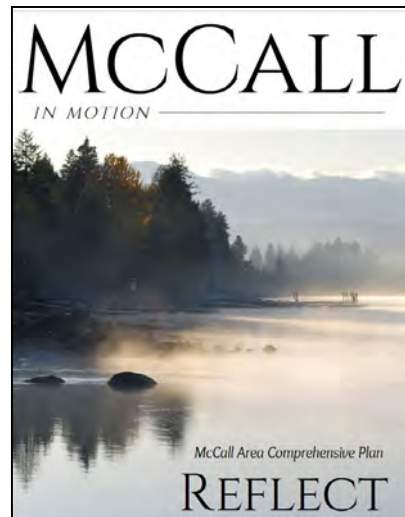
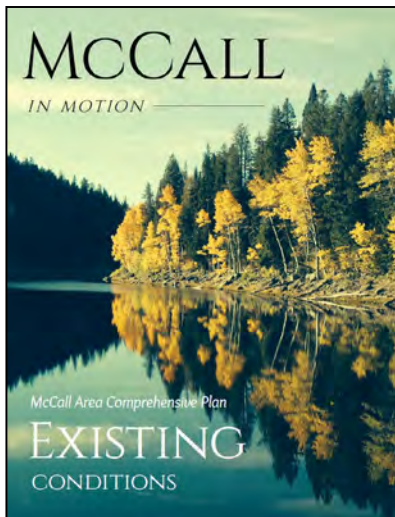
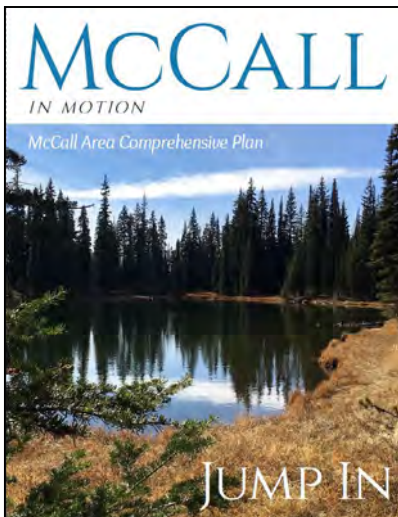
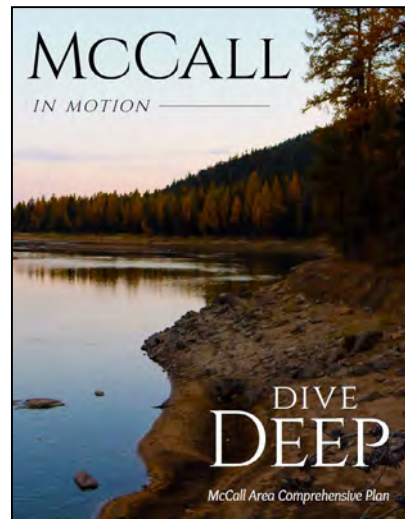
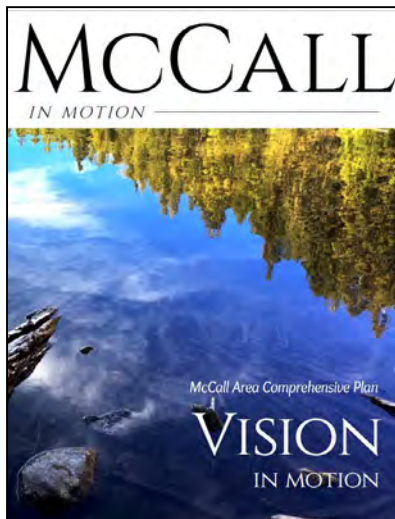
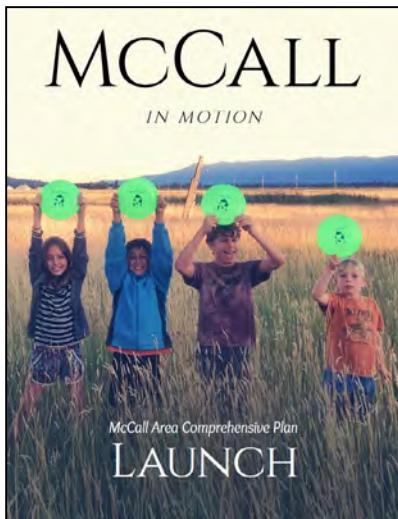


- Legend
- ◆ Lakes
 - ◆ Payette River

JUMP IN

PLAN STRUCTURE

The Comprehensive Plan is set up to start at a broad and visionary level and eventually narrow to be specific and detailed. This section helps users of the Plan understand how the parts fit together and support one another. These sections were written and sequenced to tell a story, and although no part of the Plan is intended to stand alone, the document can also be read like separate magazine volumes, enabling readers to jump in and out of the text as they wish. Individual volumes can be downloaded and read separately.



PLAN THEMES

During the visioning process, three major themes emerged around McCall's values. As a result, the vision and corresponding goals and policies are organized by the plan themes below:

Our Character centers on the patterns of present and future land uses and community design.

Our Economy covers housing, economic suitability, and the features that make McCall a livable community.

Our Connections focuses on travel connections in and around McCall through formal means, such as by vehicle and bicycle, but also connections to nature and play through McCall's parks and recreation system.

PLAN ORGANIZATION

Volume 1: Launch contains the Executive Summary, which serves as an overview to the contents of the entire Plan.

Volume 2: Jump In presents the role and powers of the Plan, relationships to other plans, and the McCall Area development history.

Volume 3: Vision In Motion presents a long-term vision of what residents want for their future. It also highlights outreach and engagement of the McCall *In Motion* process.

Volume 4: Existing Conditions presents a series of existing conditions and key trends on each Comprehensive Plan theme.



Downtown at night
Image Credit: Hotel McCall

Volume 5: Dive Deep presents 12 plan elements separated by planning theme, their key trends and issues, and goals and policies.

Goals set broad direction for the Plan by applying the community vision to the 12 plan elements.

Policies give more direct guidance on community decision making, without specifying which tools to use. The Policies are implemented by specific strategies (Volume 6).

Volume 6: Reflect outlines specific projects or strategies for City departments and partners to undertake within a recommended timeframe.

JUMP IN

A COORDINATED VISION

RELATIONSHIP TO OTHER PLANS

The McCall Area Comprehensive Plan compiles previous goals and ideas from other plans. These documents provide guidance on transportation planning, economic development, parks and recreation planning, and are integrated to support land use policies as established by this plan. Each supporting element is described in further detail below.

PLANS

McCall Area Transportation Master Plan (2017)

The McCall Area Transportation Master Plan includes transportation planning elements for the McCall area and contains relevant planning efforts for future roadway networks for the City. Primary elements include travel demand forecasts based on socioeconomic projections; a multimodal transit element supportive of bus and circulator technologies; and a functional hierarchy of roadways to enhance travel efficiency and safety.

West Central Mountains Economic Development Strategy (2014)

The West Central Mountains Economic Development Strategy represents a regional vision for social and economic prosperity for the cities of McCall, Donnelly, Cascade, and Meadows Valley, as well as unincorporated areas of Valley County. It identifies the strengths and economic trends of the region's economy, and develops long-term strategies for leveraging these strengths. It outlines short-term projects or programs that harness local resources to achieve the vision.

McCall Area Pathways Master Plan (2012)

The McCall Area Pathways Master Plan evaluates existing conditions, recommends improvements, and outlines implementation strategies to create a safe, efficient, and comprehensive pedestrian and bicycle system and to guide the development of related infrastructure and facilities.

City of McCall Historic Preservation Plan (2011)

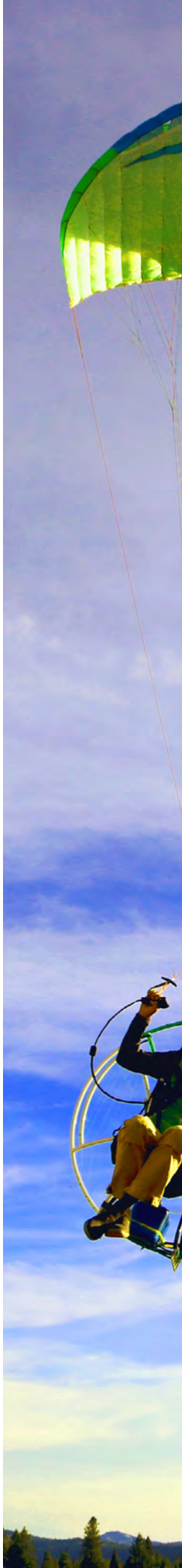
The City of McCall Historic Preservation Plan is intended to guide the Planning Commission and the City in protecting McCall's historic and architectural character. The plan presents a vision and mission, a list and mapping of the City's historic buildings, potential property nominations to the National Register of Historic Places, and preservation strategies and recommendations.

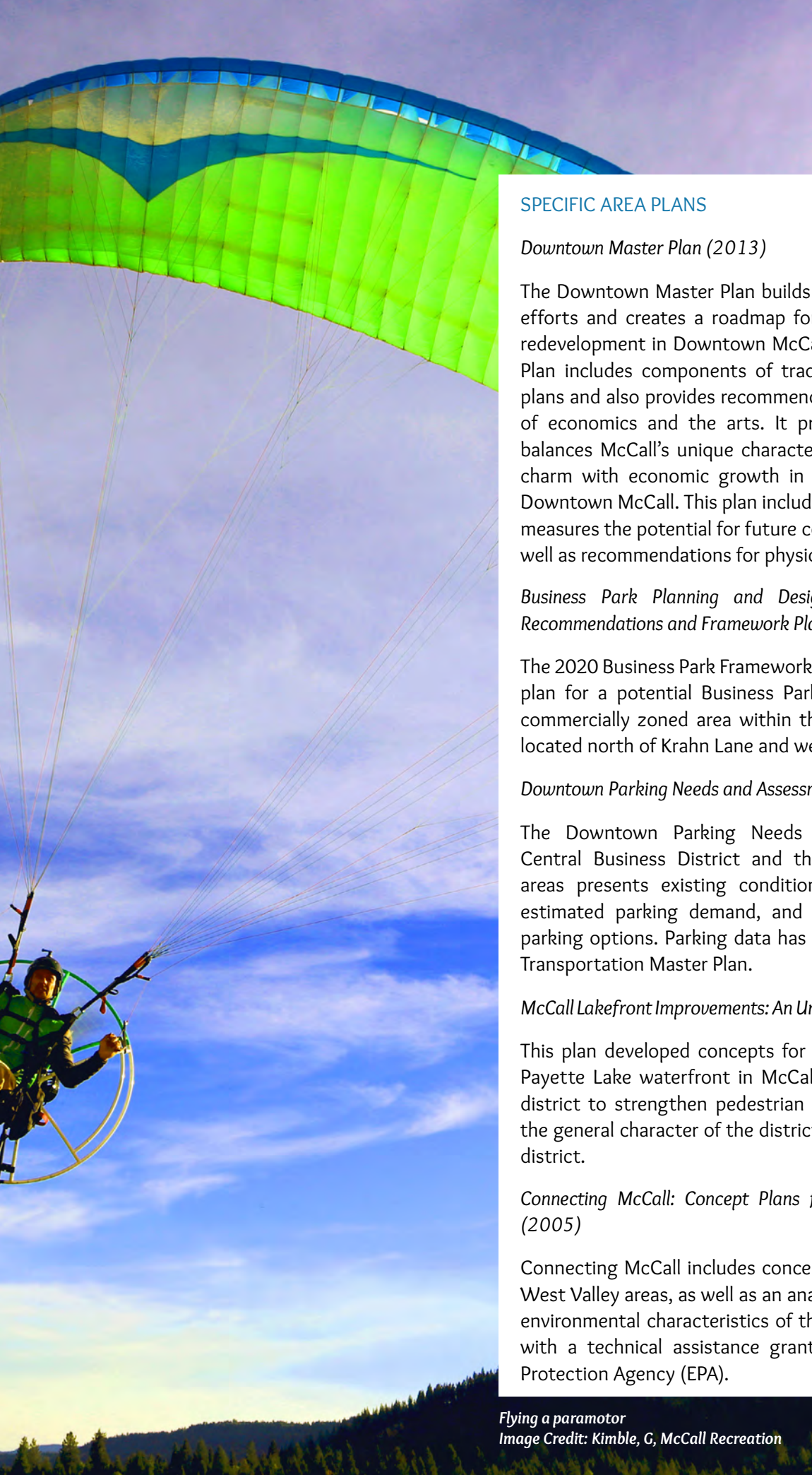
McCall Municipal Airport Master Plan (2007)

The McCall Municipal Airport Master Plan provides a set of guidelines that will allow the City of McCall to continue to improve the Airport to meet safety, regulatory, and user needs. The improvement plan includes projects necessary for the Airport to meet existing FAA safety standards for its current tenants and users, as well as expansion projects throughout the next 20 years to meet the needs of, and provide a high level of service to, the existing and projected users.

McCall Parks and Recreation Master Plan (2006)

The Parks and Recreation Master Plan provides an inventory of existing parks and recreation facilities in McCall, assesses existing and future needs for parks based on projected growth scenarios, and makes recommendations for park improvement projects, along with funding strategies to acquire park lands and implement the improvement projects. The plan also includes recommended parks and recreation standards and guidelines. This plan focuses on defining facility needs, not recreational program development.





SPECIFIC AREA PLANS

Downtown Master Plan (2013)

The Downtown Master Plan builds on previous City planning efforts and creates a roadmap for future development and redevelopment in Downtown McCall. The Downtown Master Plan includes components of traditional downtown master plans and also provides recommendations through the lenses of economics and the arts. It provides a framework that balances McCall's unique character and lifestyle community charm with economic growth in order to create a vibrant Downtown McCall. This plan includes a build-out analysis that measures the potential for future commercial development as well as recommendations for physical improvements.

Business Park Planning and Design Charrette: Conclusions, Recommendations and Framework Plan (2010)

The 2020 Business Park Framework Plan includes a conceptual plan for a potential Business Park development located in commercially zoned area within the McCall Area of Impact, located north of Krahn Lane and west of Sampson Trail.

Downtown Parking Needs and Assessment (2009)

The Downtown Parking Needs Assessment of McCall's Central Business District and the immediate surrounding areas presents existing conditions, future build out and estimated parking demand, and recommended downtown parking options. Parking data has been updated in the 2017 Transportation Master Plan.

McCall Lakefront Improvements: An Urban Renewal Project (2006)

This plan developed concepts for the redevelopment of the Payette Lake waterfront in McCall's existing urban renewal district to strengthen pedestrian connectivity and enhance the general character of the district with a unique waterfront district.

Connecting McCall: Concept Plans for Lardo and West Valley (2005)

Connecting McCall includes concept plans for the Lardo and West Valley areas, as well as an analysis of the economic and environmental characteristics of the areas. It was completed with a technical assistance grant from the Environmental Protection Agency (EPA).



New Sun Rising
Image Credit: Jones, C, McCall Recreation



PRIVATE PROPERTY RIGHTS

Private property rights encompass not only the right to develop a property, but the right to hold and enjoy property as well. As population increases and a greater number of people live closer to each other, the opportunities for land use conflicts also increase. The City and County must balance each individual's rights with the property rights of neighboring owners.

The Fifth Amendment of the United States Constitution, as well as Article 1§14 of the Idaho Constitution, ensure that private property, whether it be land or intangible property rights, not be taken by the government absent of just compensation. In addition, the Idaho State Legislature has, in Chapter 80, Title 67, Idaho Code, enacted statutory provisions requiring state and local governments to ensure land use policies do not result in a taking of private property without just compensation by utilizing, among other things, a takings checklist generated and occasionally amended by the Idaho Attorney General in reviewing the potential impact of regulatory or administrative actions on private property.

Land use policies, restrictions, conditions, and fees of the City of McCall and Area of Impact should not violate private property rights or create unnecessary technical limitations on the use of property as prescribed under the declarations of the purpose in Chapter 80, Title 67, Idaho Code and its subsequent amendments. Accordingly, the following goals and policies are adopted regarding property rights:

GOAL AND POLICIES

Goal: Protect fundamental private property rights through all land use decisions made in the McCall area pursuant to this Plan.

Policies:

1. Protect private property from being taken for public use without just compensation.
2. Design land use regulations to protect the health, safety, and welfare of the community, avoiding any unnecessary conditions, delays, and costs.
3. Protect property rights of landowners from arbitrary and discriminatory actions.
4. Consider the protection and preservation of private property rights in the development of land use policies and implementation standards and regulations and as required by law.
5. Protect all persons from being deprived of private property without due process of law.
6. Strive for stable and consistent policies regarding development densities and requirements in the Plan and implementing ordinances.

JUMP IN

HISTORY OF MCCALL

The history of McCall is entwined in the ebb and flow of four overlapping elements: recreation, mining, forestry, and commerce. Mining had an early and direct influence on the development of the area for settlement. With the discovery of gold in the Salmon River mountains, miners hurried along the hazardous Packer John and Warren trails that followed the west side of Payette Lake two miles north of the river outlet. At that time

there was no permanent settlement on the south shore of the lake, however the area near the outlet of the river had long been a communal fishing and hunting ground for Native American tribes in the summer months. The lake was a sacred and spiritual place where they could peacefully rendezvous with others.

In 1878, the only cabin was at the north end of the lake where the mail carrier could stop overnight on his travels from Meadows to Warren. However, the Chinook red and white fish were so abundant that several commercial fisheries operated above the lake at the time, sending fresh, salted, and dried fish to the mining camps and south to the Boise-Weiser areas.

The Meadows-to-Warren trail connection to the promising mining areas prompted the construction of the Warren Wagon Road. At the time, officials were anticipating a future highway linking southern and northern Idaho, and in 1891 the road was completed to Warren. Providing a southwest approach from Meadows to Payette Lake and the Salmon River mining communities set the stage for the southern lakeshore to become a vital commercial, recreational, forestry and agricultural center for central Idaho. These four elements became the basis for the creation and continued development and expansion of the unique community that is McCall.

Following in the tradition of the tribal rendezvous, the lake has been a recreational destination from the beginning. Several families, the first tourist



Early Village of McCall





***“History is who we are and why
we are the way we are.”***

- David C. McCullough, Author and Historian

campers on record, came to the southwest shore in 1883 from Emmett and the nearby Marsh-Ireton Ranch. Fourteen people in all, they came in several covered wagons with four horse teams and saddle horses. Camp was made on the west side of the lake. They had no boats, but built a raft from which to fish.

In the following two decades, several commercial camps, hotels, private clubs, and church camps provided recreational opportunities for visitors, enhanced by scenic tours of the lake on “Jews Harp,” Jack Wyatt’s 30-foot steamboat. The Club Division (500 building sites), Ontario Club, Sylvan Beach, Pilgrim Cove, Shady Beach, Lakeview and Newcomb’s beaches all had their beginnings then, along with the construction of individual cabins along the lakeshore. The recreational aspect of McCall has since expanded into the four-season resort community of today.

The catalyst for creating the town of McCall was an emigrant family from Ohio and Missouri. Tom and Louisa McCall were nearing their 50s when they decided to strike out West for a new life. They knew farm life in all its hardships and harvests, and were looking forward to beginning again. Tom, Louisa, and their three sons, Ben, Dawson, and Ted, set off in the spring of 1889 for Long Valley with two wagons and teams plus 25 head of cattle, numerous chickens, and household supplies for their new home. Pulling in at the south end of Payette Lake in June they discovered a single resident, Sam Devers,



Early Village of McCall Looking Eastward

who had squatter's rights to 160 acres of prime shoreline property. He was eager to move on and agreed to trade his rights and cabin to Tom for a wagon, team, and harness. Other settlers soon proved up their land hugging the south shore and Tom plotted a town site of four blocks out of his original homestead.

In the early days, Tom McCall appropriated the abandoned Lardo U.S. Post Office, originally located ten miles south of the lake, and the area was briefly known as "Lardo." W.B. Boydston acquired the Lardo Post Office in 1903, and moved it and the name to his homestead west of the river. Honoring Tom as the father of the town, citizens changed the name to "McCall." The Village of McCall was officially incorporated on July 19, 1911 by the Boise County Commissioners.

The 40 years following 1890 were a time of rapid growth, and the McCall family and their colleagues established a firm foundation for the town's character. Tom bought the Warren Gold Dredging Company sawmill and established his lumber business a block west of his home on the lakeshore. This and subsequent mills supplied lumber for the burgeoning homes, hotels, and business buildings. With the arrival of the railroad in 1914 McCall

was established as a commercial center for the surrounding area.

Forestry became an important influence in McCall when Tom recognized the value of the new Payette Forest Reserve created in 1905 by President Theodore Roosevelt. At the time, the headquarters were at Meadows, but Tom managed to have it moved to McCall in 1908 by providing office space in his new building and paying the \$80 moving expenses for the supervisor and his family.

The Forest Service and its Smokejumper Base has maintained a prominent place throughout the history of McCall and continues to be a major contributor to daily life. The addition of an airport in 1926 not only served the smokejumper program but also provided easier access to backcountry landing strips.

Tom and Louisa also laid the foundation for the next generation of leadership. Carl and Ida Brown and their family managed to build the sawmill industry into a major contributor to the economy of the town and central Idaho. Originally from New England where his family owned an important sawmill and lumber business, and armed with a degree in business, Carl extended his reach beyond

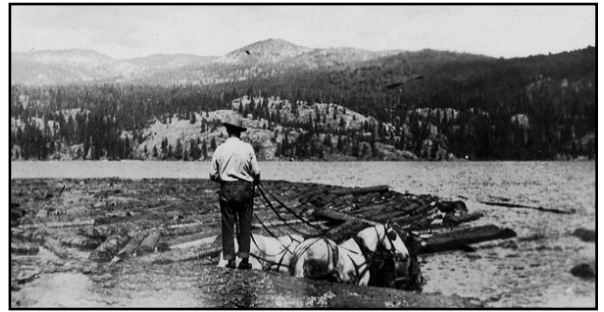
the community to serve as state senator, representing Valley County in the Idaho Legislature and later as an Idaho Democratic National Committeeman.

The Boise-Cascade Company acquired the mill in 1964 and closed operations in 1977, removing the “backbone” of McCall’s economy. The lumber business ceased to exist in McCall and the sawmill burned to the ground in 1984.

In 1905, several private lumber companies started a cooperative venture to protect the forests from fire and disease. Over the next ten years this developed into a formal organization: The Southern Idaho Timber Protective Association (SITPA). Members included private timber companies, the State of Idaho, the U.S. Forest Service, and the U.S. Department of Agriculture. In the 1930s, SITPA managed some of the Civilian Conservation Corps (CCC) camps in the McCall area. Among many building projects by the CCC was the headquarters compound for SITPA on State Street in McCall. Finn craftsmen from the valley supervised the construction of these log buildings following the Finnish techniques for construction. These buildings are on the National Historic Register and currently house the Central Idaho Historical Museum.

The ebb and flow of events in McCall have all been leveling influences on the growth and development of the area. It has maintained its village charm through the good times of progress, the excitement of MGM filming “Northwest Passage,” the addition of the Shore Lodge and the Yacht Club, to an already interesting town center, the discovery of a deep water creature in the lake named “Sharlie,” and a magic that touches all who come to its forests and shores. The increasing growth rate of Boise’s Treasure Valley has also resulted in more attention to McCall for resort and vacation home development in recent years. McCall has experienced many challenges related to cyclical growth; increasing housing costs, a need for workforce housing, continually improving infrastructure, and supporting the changing demographics of its residents.

Special thank you to the McCall Historic Preservation Commission for providing section text and the Central Idaho Historical Museum for images.



Horselogging on Payette Lake



Smokejumper Preparations



The McCall Sawmill

MCCALL

IN MOTION

McCall Area Comprehensive Plan

VISION

IN MOTION

VOLUME 3

*Image Credit: Whipple, C
McCall Recreation*

VISION

IN MOTION

McCall is a diverse, small town united to maintain a safe, clean, healthy, and attractive environment. It is a friendly, progressive community that is affordable and sustainable.

Vision *In Motion*, the community vision for the McCall Area (the City Limits and Impact Area) focuses on the creation and preservation of the area's character, economy, and connections. McCall's community is remarkably passionate and desires to be involved in many aspects of creating a great place to work, live, and play. McCall offers world-class recreation, an unmatched quality of life, and small town mountain character and charm. The Vision Statement and Themes found within this document demonstrate these unique qualities, and reaffirm a desire to preserve McCall's character with the onset of inevitable changes and future growth. It will be a valuable tool to maintain and update over the 20-year planning horizon.



VISION

IN MOTION

Over the past decade, the City of McCall has successfully planned and implemented community visioning. This is a process of developing consensus on the type of future the community seeks, and then deciding what is necessary to achieve the vision. A vision statement captures community members' values and provides a shared image of what they want their community to become. These vision statements inspire community members to work together to achieve the overall vision and common goals. Moreover, McCall can define the future course of development through a community supported vision.

When asked, "What do you love about McCall?" the overarching community responses included a sense of pride, heritage, and place. People acknowledged that this has resulted from being intentional and thoughtful about growth and development.

OUR COMMUNITY VISION

The process to develop a revised vision for McCall engaged thousands of residents over a year and a half, beginning with a kickoff event in January 2016. Through community forums, social media, surveys, small meetings, and special events, residents described their ideas for the area's future. Based on public input, the vision statement of the 2007 Comprehensive Plan was re-confirmed and will continue as the vision for the McCall area.



Sunset

Image Credit: Farnsworth, McCall Recreation

The vision includes three vision themes: Our Character, Our Economy, and Our Connections. Our Character and Our Economy are themes specific to the Comprehensive Plan, and Our Connections overlaps and connects the Comprehensive Plan to the Transportation Master Plan.

The vision statement embodies our commitment to preserving the best of McCall and changing those things that need to be changed. The vision answers the question, "What sort of city do we want McCall to be?" with a series of principles under each vision theme that address the overall well-being of the community.



HOW TO READ THIS VOLUME

A *Vision In Motion* is a written representation of the community's shared values and ideas for McCall's future. The following sections describe:

Our Vision - The community vision for *McCall In Motion*, including an overarching vision statement with three vision themes.

Our Process - Explains the overall public involvement process.

Building Our Vision - Aspects of McCall that influence the community vision largely agreed upon by the public. These include McCall's places and values.



Image Credit: Melissa Shelby Photography

VISION

IN MOTION

OUR VISION

McCall is a diverse, small town united to maintain a safe, clean, healthy, and attractive environment. It is a friendly, progressive community that is affordable and sustainable.

Image Credit: Schon, McCall Recreation

“No thing was ever achieved
without enthusiasm.”

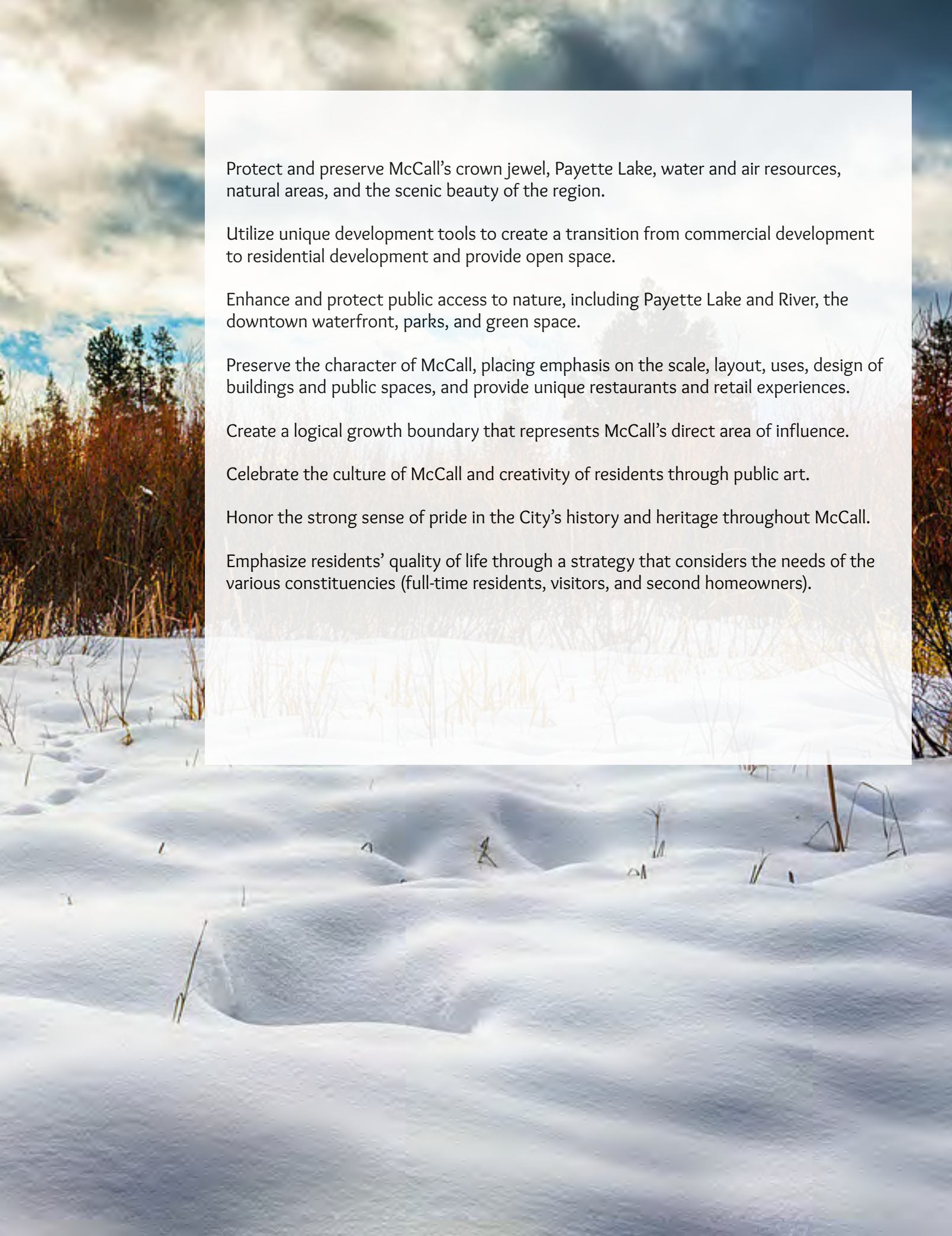
Ralph Waldo Emerson





OUR CHARACTER

Encourage the mountain character that is unique to McCall, representing a small town feel, while highlighting the natural setting and a quality built environment.



Protect and preserve McCall's crown jewel, Payette Lake, water and air resources, natural areas, and the scenic beauty of the region.

Utilize unique development tools to create a transition from commercial development to residential development and provide open space.

Enhance and protect public access to nature, including Payette Lake and River, the downtown waterfront, parks, and green space.

Preserve the character of McCall, placing emphasis on the scale, layout, uses, design of buildings and public spaces, and provide unique restaurants and retail experiences.

Create a logical growth boundary that represents McCall's direct area of influence.

Celebrate the culture of McCall and creativity of residents through public art.

Honor the strong sense of pride in the City's history and heritage throughout McCall.

Emphasize residents' quality of life through a strategy that considers the needs of the various constituencies (full-time residents, visitors, and second homeowners).

OUR ECONOMY

Support public agencies, local businesses, entrepreneurship, and recreational tourism, while providing a variety of housing types to meet varied income levels and stages of life.

Car Show

Image Credit: <http://mccallchamber.org/press-room/photo-gallery/>

Ensure a strong and sustainable year-round economy of local businesses.

Strengthen the year-round economy with the addition of conference facilities and boutique hotel venues. Anchor the economy with a healthy, vibrant downtown that supports the diverse economic and employment needs of local residents.

Create a cultural, civic, and transportation focal point at downtown's center to stimulate community pride, efficient community services, and economic vibrancy.

Develop a flourishing community of arts and culture through institutions, public installations, fairs/festivals, and an amphitheater.

Foster small businesses and emerging industries by developing incubator spaces.

Increase broadband capacity to support existing businesses and to encourage new small business and telecommuting industries.

Support a variety of housing opportunities to allow people to live and work in McCall, and to provide affordable opportunities for low- to middle-income employees, seniors, and persons with special needs.

Advocate for the health and wellness of residents through continued, enhanced, and expanded access to healthcare, nutritious food, and active living.

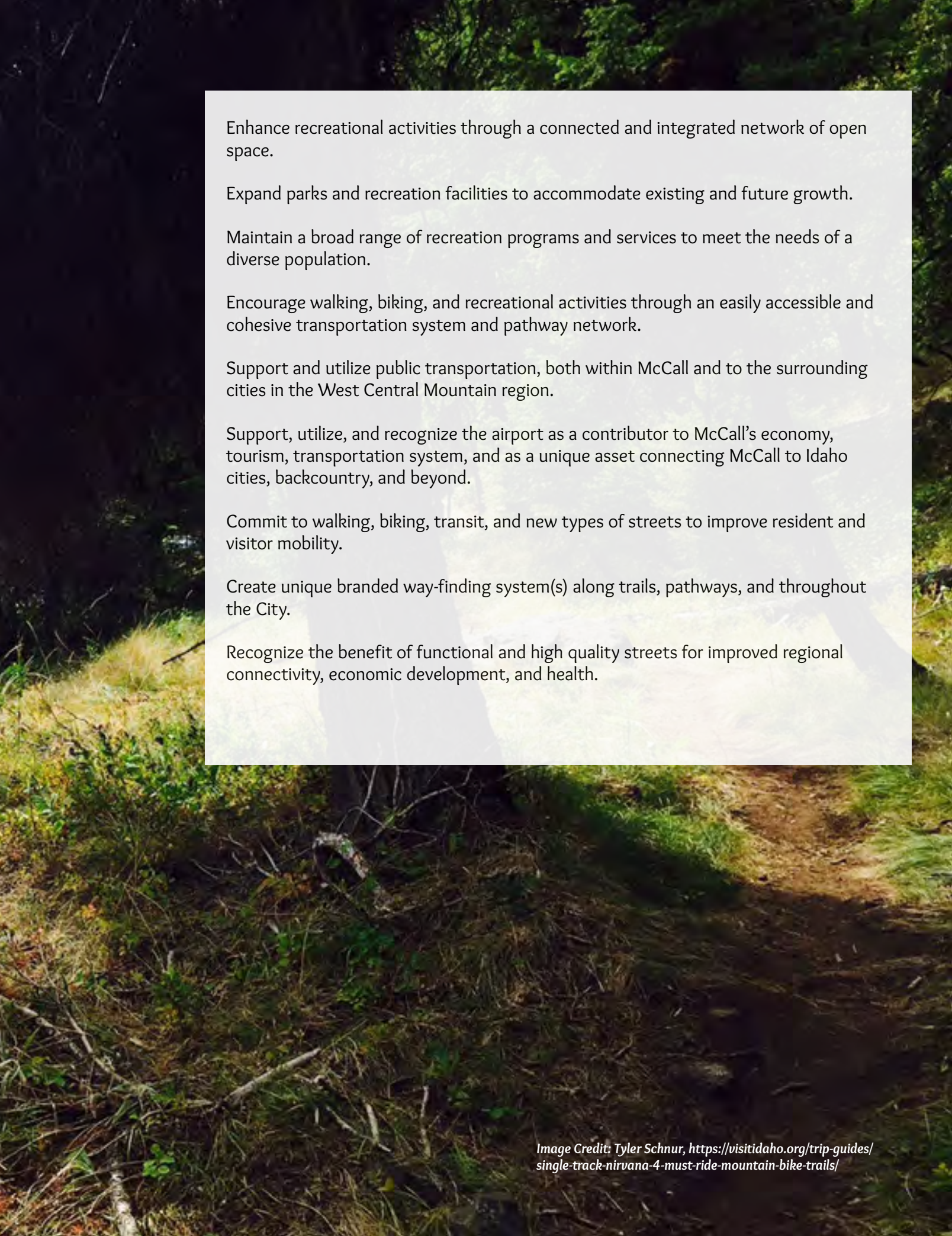
Expand educational enrichment programs for youth, and continuing education for adults and seniors, through partnerships with the library and educational institutions.



A person wearing a red shirt, olive green shorts, a black backpack, and a yellow helmet is riding a mountain bike on a dirt trail. The trail is rocky and covered with green grass and some dry leaves. To the left of the trail is a body of water, and to the right are dense evergreen trees. In the background, there are mountains under a cloudy sky. A large, semi-transparent white rectangle is overlaid on the upper half of the image, containing the title and a paragraph of text.

OUR CONNECTIONS

Foster a sense of exploration and seek to enhance the recreational experience and mobility within the City for visitors and residents through safe walkable places, diverse transportation modes, and efficient transit choices.



Enhance recreational activities through a connected and integrated network of open space.

Expand parks and recreation facilities to accommodate existing and future growth.

Maintain a broad range of recreation programs and services to meet the needs of a diverse population.

Encourage walking, biking, and recreational activities through an easily accessible and cohesive transportation system and pathway network.

Support and utilize public transportation, both within McCall and to the surrounding cities in the West Central Mountain region.

Support, utilize, and recognize the airport as a contributor to McCall's economy, tourism, transportation system, and as a unique asset connecting McCall to Idaho cities, backcountry, and beyond.

Commit to walking, biking, transit, and new types of streets to improve resident and visitor mobility.

Create unique branded way-finding system(s) along trails, pathways, and throughout the City.

Recognize the benefit of functional and high quality streets for improved regional connectivity, economic development, and health.

OUR PROCESS

The McCall *In Motion* process began with community input sessions. The following questions were asked:

- What do you love about McCall?
- What would you change?
- What are your big ideas for the future?

The responses were compiled to create a community-supported vision. A diverse variety of residents, businesses owners, public agencies, non-profits, second homeowners, community groups, and visitors engaged in the process. While many of the values identified in the 2007 Comprehensive Plan were reaffirmed, some new ideas emerged. The result of this phase included identification of key values. In tandem with each event or workshop there were supporting online surveys and questionnaires, which contributed to a response rate of over 3,000 participants.

The process provided an opportunity for the community and visitors to voice their values, describe pressing needs, and prioritize opportunities. Representation from different groups was balanced due to the number of outreach tools used. Key highlights of the outreach are described on the following pages.

Activities included attendance at numerous community events, presentations to schools, community groups, and committees, and personal interviews. The purpose of the McCall *In Motion* engagement was to be fun so participants were encouraged to be playful and open-minded. Giveaways such as frisbees, drink cozies, temporary tattoos, and brochures, all featuring the project logo and/or website, were distributed at community events. This inspired optimism and a freedom to unveil new and innovative ideas that may not have otherwise been suggested. The result was a series of statements that, when combined with McCall's values, helped create the foundation for the Comprehensive Plan Vision.

A COMMUNITY DRIVEN VISION

The process for McCall *In Motion* not only engaged the entire community, but embraced McCall's history, culture, and environment. The process strengthened the McCall community and built consensus among different groups.

McCall City Council presents their one-word vision for McCall



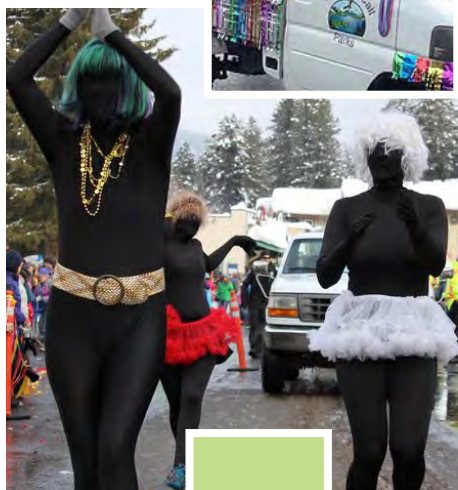
McCALL *IN MOTION* OUTREACH

Celebratory Kickoff Event

Both of the McCall Area Comprehensive Plan Update and Transportation Master Plan processes were launched at the Winter Carnival parade with the main purpose of raising awareness and excitement of the planning effort.

Location: Citywide

Intended audience: General Public, Visitors



Tagline Youth Contest

High School students participated in a contest to brand the Plan and develop a tagline.

Location: McCall-Donnelly HS

Intended Audience: High School Students

Community Listening Sessions

Over three days, the community had the opportunity to sign up for a one-on-one 30 minutes interview with the planning team. The intent was for the project team to get to know the community and identify common themes and preliminary values.

Location: The HUB, Public Library, Bistro 45

Intended Audience: Community Groups,
Public Agencies, Decision Makers,
Business Owners, Realtors, General Public

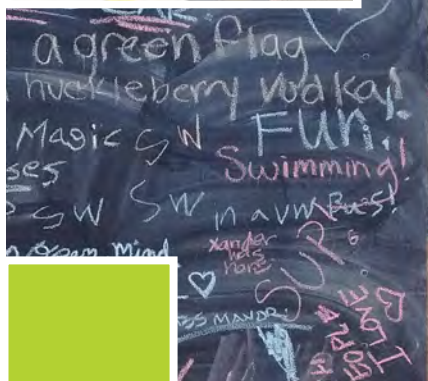


Rise and Share Committee Appreciation Breakfast

Members of City Committee and Governing Boards attended an appreciation breakfast focused on visioning and opportunities for McCall. Participants shared what they love about McCall and what they value for the future.

Location: City Hall

Intended Audience: City advisory groups, McCall Area Planning and Zoning, McCall Redevelopment Agency, City Council, and the County Commission



Chalk It Up, McCall – What Moves you About McCall?

Chalkboards were placed throughout McCall. The Chalkboards asked residents, “What moves you?” about McCall. The Chalk It Up outreach was intended to be fun and to reach people who may not otherwise participate.

Location: Citywide

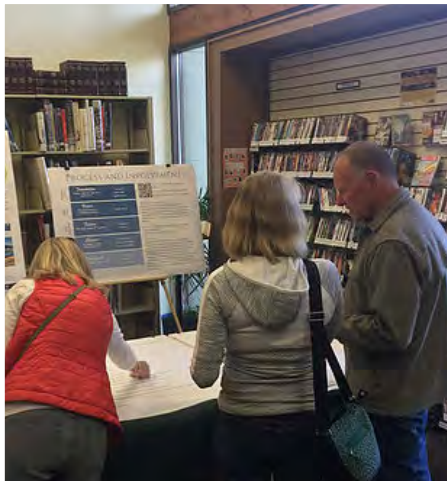
Intended Audience: General Public

Creating a Vision Open House

Community members visited with the project team at the McCall Public Library at two public open house events to refine the vision for McCall. Participants were asked what they love about McCall, reviewed draft vision statements, and shared their thoughts on preliminary big ideas and opportunities.

Location: Public Library

Intended Audience: General Public



Community Resource Fair

The project team set up at the Community Resource Fair to present preliminary vision themes and to confirm that each vision theme encompassed the community's values.

Location: Alpine Village

Intended Audience: Kids and Families



Targeted Outreach

Second-home owners were interviewed and invited to provide feedback throughout the process.

Location:

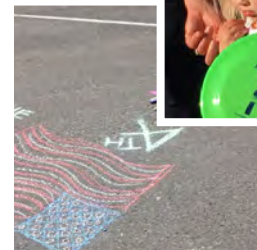
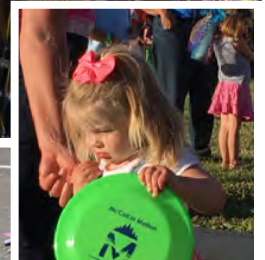
Intended Audience: Second-home owners

4th of July, Chalk It Up

The McCall *In Motion* Chalk It Up event, held in conjunction with the 4th of July McCall Lakeside Liberty Fest, provided attendees the opportunity to get creative with chalk art and related activities and continue to engage residents and visitors in the visioning process.

Location: Lakeside Liberty Festival

Intended Audience: General Public, Visitors



Roseberry Music Festival

The project team set up a tent at Roseberry Music Festival to present the Draft Vision and to confirm that each vision theme encompassed the community's values.

Location: Roseberry

Intended Audience: General Public, locals

Key Initiatives Workshop

A Key Initiatives meeting was held for organizations and community groups to share information on anticipated projects or initiatives in the McCall area. Although every initiative is important and generally supported by the community, it is crucial to prioritize and strategically coordinate initiatives rather than diluting resources to accomplish all projects at once.

Location: Forest Service Building

Intended Audience: Community organizations



Selfie Spots

Selfie Spots were placed in six locations around town. Participants were encouraged to find all six and tag themselves using the #McCallinMotion.

Location: Throughout the City

Intended Audience: Everyone

Big Ideas Workshops

Two workshops, as well as a corresponding online survey, were held to give interested members of the public an opportunity to review publicly generated big ideas for the McCall area, prioritize those big ideas, and answer key questions about each idea.

Location: Forest Service Building, High School

Intended Audience: Everyone



Big Ideas Boise Outreach

As part of the Big Ideas outreach, the project team set up a booth at the Boise Farmers' Market to gather input on the big ideas and to hand out postcards directing participants to an online survey. A selection of interested second-home owners were also interviewed at this stage.

Location: Boise Farmers Market

Intended Audience: Visitors

Deep Dive Focus Groups

A series of focus groups were set up to review preliminary goals and policies based on each plan subject. Interested participants were asked to review the goals and policies and provide input on where the project team should provide more detail, revise, or drop a goal or policy.

Location: McCall Golf Club

Intended Audience: Elected Officials, agency representatives, community group representatives, design communities, City of McCall employees, and the general public



Deep Dive Open House

An open house was held for the public to review preliminary goals and policies, as well as provide input on where the project team should provide more detail, revise, or drop a goal or policy. Results from the focus groups outreach were displayed.

Location: McCall Golf Club

Intended Audience: General Public

The “Wine” Down

A plan hub was set up at Bistro 45 for a full day in order to give a range of times for participants to stop by. Participants were asked to prioritize projects that they felt were most important to the Comprehensive Plan and Transportation Master Plan.

Location: Bistro 45

Intended Audience: General Public



Projects Mobile Outreach

The project team set up materials on Comprehensive Plan and Transportation Master Plan projects at three mobile stations throughout the City. Participants were encouraged to participate in the activity at that time, by jumping online, or by attending the Plan Hub.

Location: The Library, Ridley’s Market, and the Barbara Morgan Elementary School

Intended Audience: General Public

Informational Presentations

As a way to engage specific stakeholder groups, the project team gave presentations explaining the McCall *In Motion* process at key outreach milestones.

Location: City Hall

Intended Audience: Boards and Commissions, Stormwater Training attendees, Rotary Club, Payette Forest Coalition, McCall Area Chamber of Commerce ‘Business After Hours’, Airport Advisory Committee, and McCall Redevelopment Agency



Community Group Outreach

Locally active community groups were engaged, including the Rotary Club, the Chamber of Commerce, Arts and Humanities Council, and others.

Location: Varied

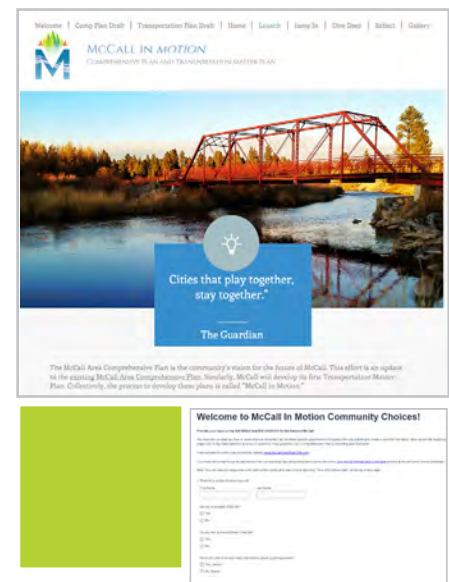
Intended Audience: Community Groups

Draft Plan Review Outreach

TBD

Location: TBD

Intended Audience: General Public, Planning & Zoning Commission, City Council, County Commissioners, business community



Other Outreach

Project updates and online outreach was facilitate through the City’s website, Facebook page, online surveys, emails, and City Source.

Location: Online

Intended Audience: Everyone

VISION

IN MOTION



Image Credit: Jewell, J, McCall Recreation



Image Credit: JP, McCall Recreation



BUILDING OUR VISION

The Community Vision was inspired by McCall's places and values and refined by the community. Protecting the intangible qualities that collectively encompass McCall and celebrating the City's historic significance was essential to the visioning effort. The goal was to create a vision of how McCall should look in future years, how the community moves and connects with the environment, how development will be managed to achieve that outlook, and how the City will evolve to meet future needs.



Image Credit: Top: Otak Planning and Design, Bottom: Accessed from: <http://mccallchamber.org/wp-content/gallery/scenic/Mountain-Stream.JPG>

OUR PLACES

Set between forested mountains and the shores of Payette Lake, McCall buzzes with activity as residents enjoy water sports, hiking, dining, skiing, and sunshine.

McCall is part of a magnificent landscape that is the backbone of the community. The combination of Payette Lake, the mountain and ridgeline horizons, forested hillsides, glacial moraines, Payette River, and other landscape features provide both a beautiful setting and strong identity to the area. McCall's natural places are a key component of what makes McCall great, and play a foundational role for the community vision.

Key places of significance highlighted by the public during McCall *In Motion* include:

Payette Lake and Shoreline - Commonly referred to as the “Crown Jewel” of McCall, Payette Lake is the centerpiece of activity. The first glimpse of Payette Lake when entering downtown McCall leaves a lasting impression on anyone who has visited. It has limitless recreation opportunities and memorable beauty. Numerous City waterfront parks like Davis Beach, Brown Park, Legacy Park, Art Roberts Park, Rotary Park, as well as Ponderosa State Park and regional trail systems are highlighted as areas of community importance.

Downtown - Known as “the heart” of the City, McCall's downtown is an essential component, providing a gathering place for the community and a sense of arrival for visitors. Downtown hosts a mix of activities including commercial, institutional, civic, and residential. McCall's unique downtown is bustling but quaint and still retains a small-town atmosphere. Many residents reported the desire to update downtown's buildings and services, while keeping the historic mountain town character.

Surrounding Wilderness - Beyond the McCall Area is a significant resource of forests, pristine river canyons, and rugged mountains. McCall is a gateway to the Frank Church River of No Return Wilderness—the second largest designated federal wilderness area in the Lower 48.

Payette River National Scenic Byway - The most renowned asset within the transportation system is the Payette River National Scenic Byway (SH55), a north/south trending highway running through the region that connects the Boise area to the West Central Mountains. The route, along with US Highway 95 in Meadows Valley, are critical not only to the regional transportation network, but for tourism.



Image Credit: Brundage Mountain, <http://brundage.com/41342/winter-carnival-101/>

OUR VALUES

The enthusiasm towards community engagement and passion of local residents was evident in the responses received during the community vision process. The following is a summary of residents and visitors shared values. It does not include every value mentioned, but attempts to summarize shared values that were mentioned most frequently.

MOUNTAIN CHARACTER AND SMALL TOWN FEEL

In the Community Choices survey, the number one value for residents and visitors is the mountain character and small town feel of McCall. The character is defined by the natural setting, open space, agricultural lands, good air and water quality, community events, a unique local business mix, and character of the built environment. These aspects are a priority for McCall residents to preserve and feature. Buildings, streets, and public places should exhibit creative, high quality design that exceeds code minimum standards and is appropriately scaled to McCall's small, mountain town setting.

ACCESS TO NATURAL RESOURCES AND ABUNDANCE OF RECREATION AMENITIES

Access to natural-based amenities and an abundance of recreational opportunities were ranked second and third in the top reported values for McCall. These features are part of what make McCall a thriving destination for visitors and place to live for residents. Although recreation activities and access to Payette Lake and River should be maintained, residents also value environmental protection. The community embraces environmental sustainability by managing its impact on the environment, including water and air quality, wildlife, soundscape, the natural landscape, and trees. The saying used by one resident to illustrate this point was, "Don't kill the goose that laid the golden egg."

A FAMILY-FRIENDLY PLACE

Residents and visitors think of McCall as a place for families, and value that quality for the future. Participants want to see family-friendly businesses, as well as additional recreational programming that accommodates families at local parks.

HEALTHY LIVING

McCall residents value a safe, clean, and healthy community. They support expanding health infrastructure, education, and wellbeing initiatives. According to a press release from the State of Idaho Central District Health Department, the population is active and healthy, ranking 6th in the nation in health outcomes. McCall residents are proud of the local healthcare system, noting that for such a small city, they have the healthcare services of a large metropolitan area.

AN INTELLECTUAL COMMUNITY

Participants value opportunities for personal fulfillment and programs for arts, entertainment, and skill development. Intellectual activities are important to the community moving forward. McCall has a renowned K-12 education system and it is important to residents that the education system is supported. The community desires to leverage partnerships with the University of Idaho McCall Outdoor Science School and state universities for continuing education.

The desire to expand the public library was frequently mentioned, as well as the need for a performing arts venue to house music and cultural events. Public art should be supported, and programs should continue to reach all ages and ability levels.

“The children who are here now are the future of McCall, and we would do well to make this town a place to stay, live, and raise their own families.”

- Vision Survey Participant



Image Credit: Top: <https://visitidaho.org/trip-guides/celebrate-4th-july-idaho/> Bottom: <http://mccallchamber.org/press-room/photo-gallery/>

VISION

IN MOTION

OPPORTUNITIES

PEDESTRIAN AMENITIES AND PATHWAYS

There is an overwhelmingly strong desire by the public to invest in pathway and sidewalk connections. Specific locations were mentioned and recorded, but the desire seems to encompass the entire McCall area.



ECONOMIC DIVERSIFICATION AND JOB GROWTH

Residents are concerned with the seasonality of the economy. Participants advocated for professional employment opportunities and year-round employment opportunities to stabilize the economy. Participants were keenly aware of the need to address increasing housing costs and community livability as part of a long term economic diversification strategy. It is important to residents that entrepreneurship is encouraged, and a strong local business presence is maintained and encouraged.

INFRASTRUCTURE AND TRANSPORTATION

Deficient infrastructure was a top concern reported by the public. Residents placed importance on having a streets, sidewalk, and municipal services network that will sustain the growing population. Solutions to traffic congestion, improving current roads, and ensuring safe driving conditions in all seasons were of particular importance to the community. Concerns ranged from the need to improve winter driving conditions to diverting truck traffic around downtown. Although many participants mentioned the need for traffic signals, the desire to keep transportation decisions in-line with community character was strong.

HOUSING

To support the sense of community in McCall, residents want those who work in the City to be able to afford to live in the City. The lack of diversified housing, in both type and price, was noted as a great concern for the McCall community. Currently, there is little affordable housing to support the local and seasonal workforce. Diversified housing options should support this demand.

MCCALL

IN MOTION —————

McCall Area Comprehensive Plan

EXISTING CONDITIONS

VOLUME 4

Image Credit: Baxter, McCall Recreation



EXISTING CONDITIONS

OUR CHARACTER

OUR ECONOMY

OUR CONNECTIONS

This segment presents a series of existing conditions or “snapshots” that provide an overview of baseline conditions and define how these conditions influence the policies, actions, and focus areas for the McCall-Area Comprehensive Plan and Transportation Master Plan Updates, known as McCall *In Motion*. The snapshots are not an exhaustive inventory, but focus on data to inform the Plans. Each section tells the story of McCall – now and the future trends.

EXISTING

CONDITIONS

VOLUME ORGANIZATION

Using the best available data from the City of McCall, Valley County, the State of Idaho, the U.S. Census Bureau, and other sources, data and trends were researched and synthesized into the three planning themes:

OUR CHARACTER

centers on the patterns of present and future land uses and community design.

OUR ECONOMY

covers primary assets of a livable community, housing, and economic sustainability.

OUR CONNECTIONS

focuses on travel connections in and around McCall through formal means, such as by vehicle and bicycle, but also connections to nature and play through McCall's parks and recreation system.





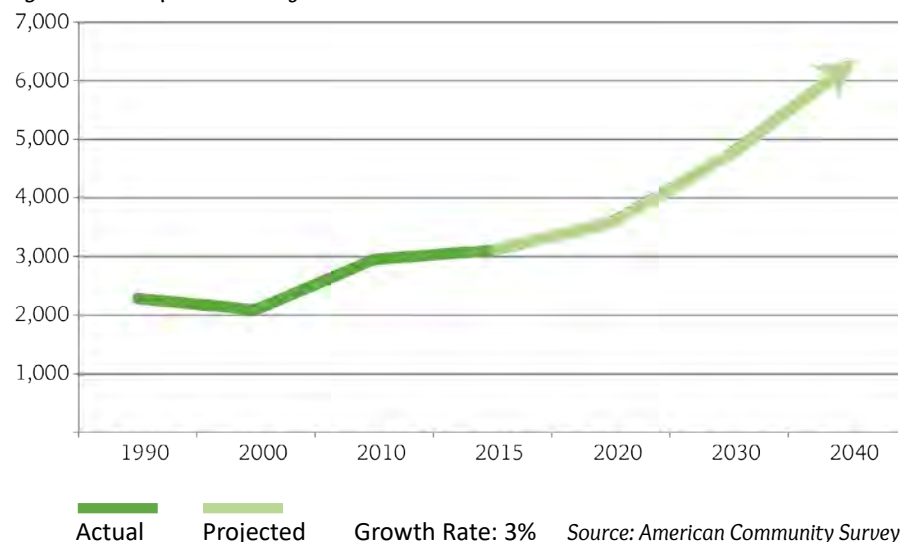
OUR CHARACTER

Community character is what draws people to McCall. The natural and physical features and historical development patterns have created a unique character that residents would like to preserve. Land use, today and in the future, is at the heart of community planning. Future land use decisions will affect all aspects of life in McCall, including traffic, noise and air quality, opportunities for jobs, housing and business development, community character and design, and the need for public facilities and services. As the City continues to grow, the community must decide how to capitalize on change while recognizing that its well-being is affected by the policies and decisions made today.

POPULATION GROWTH

According to the most recent census estimate available (2015), McCall's population is approximately 3,106. The population is projected to slowly increase to 6,503 by 2040, as shown on Figure 4.1. These projections do not show anticipated increases in the visitor and second-home populations, which are growing at a much faster rate than the permanent residential population. From 2000 to 2014, the number of second-home housing units increased 128% while the number of permanent housing units decreased 6%.

Figure 4.1: Population Projections



EXISTING

CONDITIONS

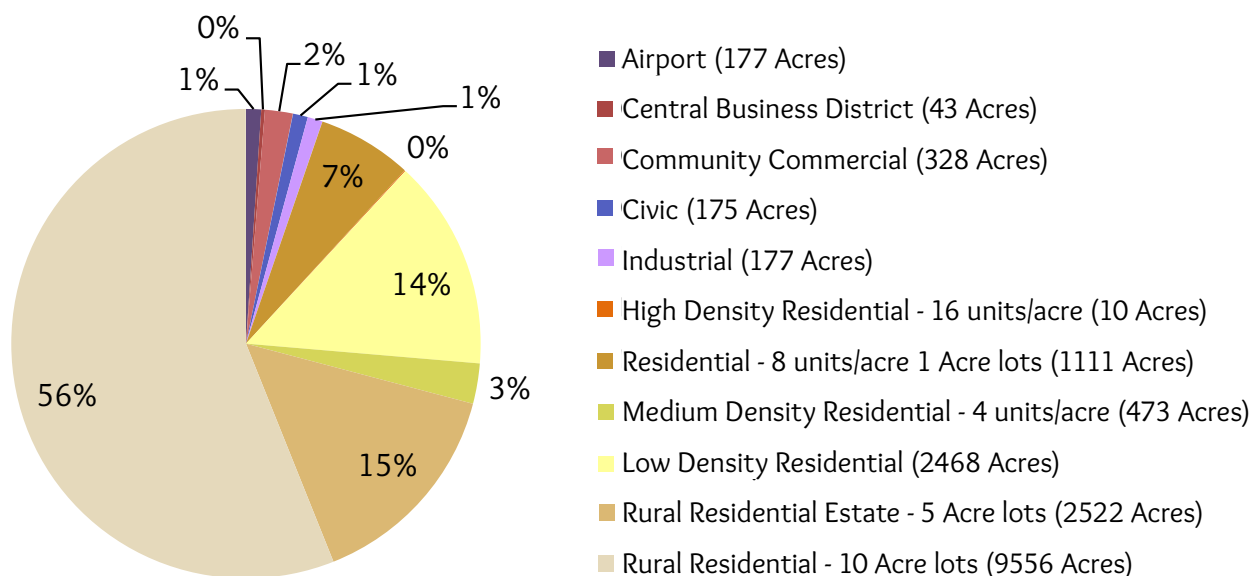
LAND USE AND DEVELOPMENT OVERVIEW

McCall is a mountain town community, offering primarily low-density residential development. Today, half of the City's developable land is occupied by, or is zoned for, single-family residential uses. The remaining land is divided among higher-density residential uses, the Central Business District, commercial and industrial uses, and public lands. In recent years, more mixed-use and multifamily residential projects have been built in the City, specifically downtown and along the Third Street Corridor. Outside City limits, land uses in the Area of Impact are primarily large-

lot rural and estate residences, master-planned communities, agriculture, and public lands.

Land in McCall's planning area, the City and surrounding Area of Impact, is broken down into the categories shown in Figures 4.2 below and Map 4.1 on page 61. Zoning designations specifically define what use is currently allowed on a specific parcel, allowed on a specific parcel, and outline design and development guidelines for those intended uses such as setbacks, minimum lot sizes, buffering and landscaping requirements.

Figure 4.2: Current Zoning in Area of Impact



By the Numbers

3,106

full time population
(2015 U.S. Census
Bureau)

3,481

total housing units

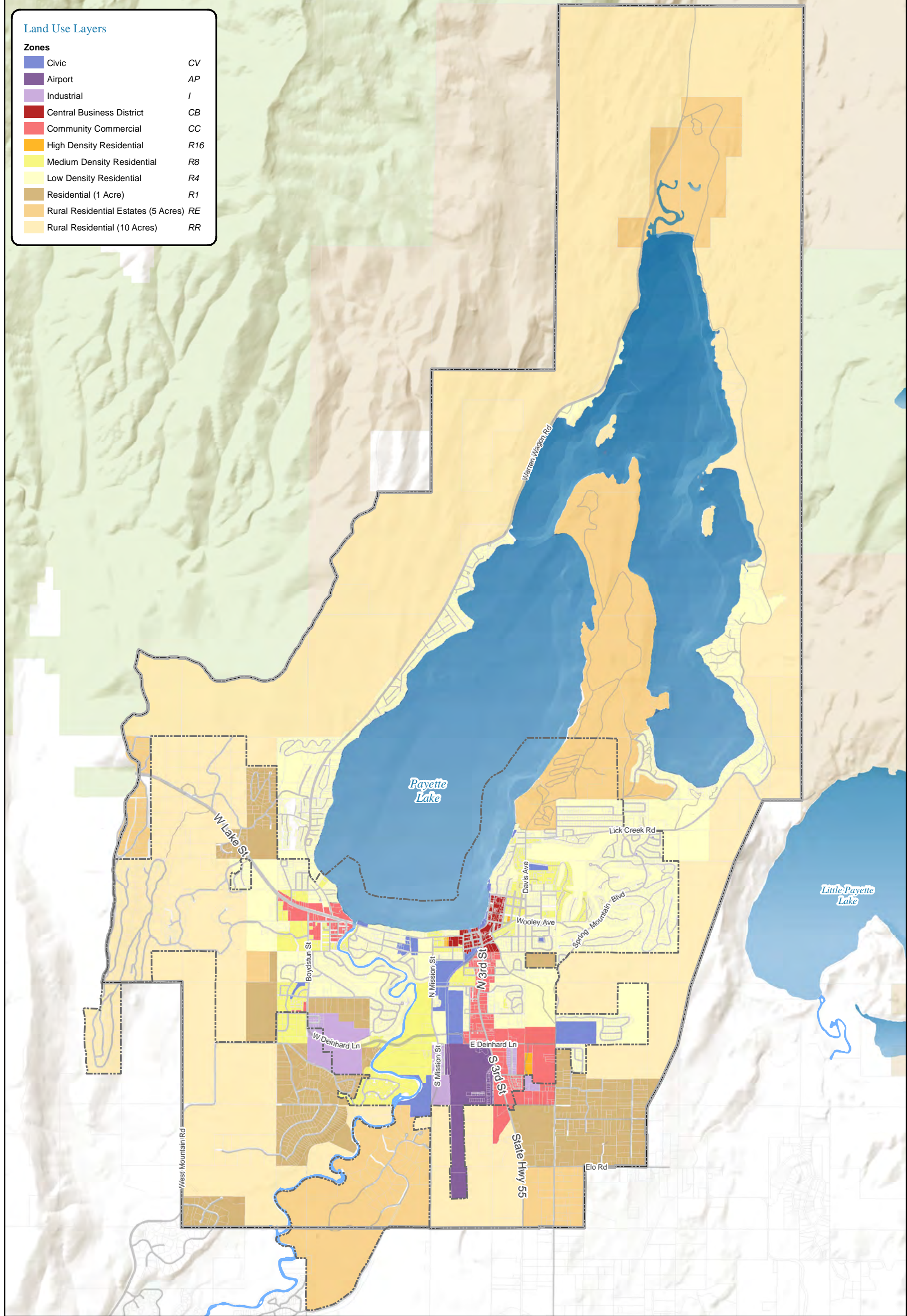
10

square miles in
the City of McCall

35

square miles in
the City and Area of
Impact

MAP 4.1: MCCALL AREA ZONING



Base Layers

Municipal Boundary

Existing

River

Lakes

Roads

Parcels

STATE

USFS

Miles 0 0.5 1 2

EXISTING

CONDITIONS

DEVELOPMENT POTENTIAL

The McCall Area has substantial land available for additional growth¹. Developable lands are located within the City limits and in the Area of Impact², and development is also possible on adjacent Idaho state lands. These areas include vacant, undeveloped, or redevelopable residential lands.

One measure used to understand the potential for development in the future is a build-out analysis. While it is unlikely that every parcel within the planning area will be developed to its maximum potential, analyzing and understanding the extent of development potential is useful. Based on the current undeveloped land within each zoning district, the McCall Area (City limits and Impact Area) has capacity for an estimated additional 13,400 residential dwelling units (Table 4.1) that, based on

the 2015 American Community Survey average household size of 2.91, could accommodate approximately 38,000 additional people.

This is a scenario for planning purposes and is not an adopted policy. Even if these estimates are reduced, the analysis points to an obvious conclusion—there is available land for significant additional residential development within the McCall Area. This development potential affords the City an opportunity to create and maintain efficient land use patterns that reduce the need for inefficient roads and utility infrastructure. Strategically placed local services, retail, and recreation areas could also reduce the lengths of trips for residents and facilitate walking and bicycling as alternatives to auto use.

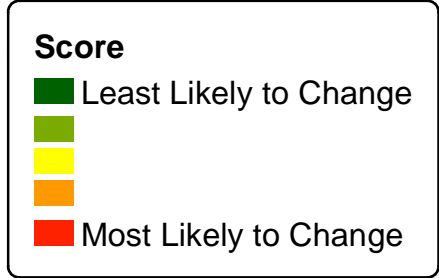
Table 4.1: Residential Development Build-out Analysis based on Current Zoning

ZONING DISTRICT	Units per Acre	Acres of Developable Land	Additional Units at Maximum Build-out
R1 - Residential (1 Acre)	1 Units/Acre	1,277 Acres	1,277
R16 - High Density Residential	16 Units/Acre	0.75 Acres	12
R4 - Low Density Residential	4 Units/Acre	1,838 Acres	7,352
R8 - Medium Density Residential	8 Units/Acre	524 Acres	4,192
RE - Rural Residential Estates	.2 Units/Acre	1,509 Acres	301.8
RR - Rural Residential	.1 Units/Acre	2,656 Acres	265.6
TOTAL			13,400.4

Source: City of McCall

1 The vacant/developable land use designations discussed in this section are based on available information as of fall 2016 and were derived through an analysis of current parcel data (classified by Valley County property records) and zoning data.

2 Idaho State Statute requires that cities and counties establish areas of city impact to provide a way for cities to grow in a manner that is cost effective for its residence, to anticipate future infrastructure needs, and to encourage urban development within cities. The McCall Impact Area extends around Payette Lake, west to Club Hill Boulevard, and south of Elo Road. The City of McCall zoning requirements apply to properties within the McCall Impact Area and are subject to land use and development approval by the McCall Area Planning and Zoning Commission.



◆ Roads ◆ Municipal Boundary ◆ Lakes ◆ Payette River

-- FOR PLANNING PURPOSES ONLY--

An analysis identified the likelihood of change to determine which areas in McCall may develop or redevelop sooner than others. The methodology defined conditions that would spur redevelopment or development and if the condition occurs on a parcel. Criteria included whether the parcel is vacant, located in the floodplain, year built, condition of buildings, if the current land use is non-compliant with Future Land Use, large lots of 100 acres or more, etc. The more criteria a given parcel met, the more likely it is anticipated to change. This map intends to provide a visual guide to where change might reasonably occur but is not predicting or advocating for change of any parcels.

EXISTING

CONDITIONS

*Approximately 80% of
Downtown commercial buildings
are 20 years old or older.*

DOWNTOWN MCCALL

According to the Downtown Master Plan (2013), there is currently 300,000 square feet of developed floor area in downtown McCall. The downtown's rather low density is a result of the relatively dispersed development pattern and numerous surface parking lots and other undeveloped areas present on some property. If all of the properties that are not built out today were to be developed to the current potential, this would provide an additional 384,000 square feet of developed floor area downtown, for a total of 684,000 square feet. There are not many vacant lots in the downtown. Only 127,000 square feet of the additional development possible would occur on vacant lots; the remainder would come from redevelopment of properties that have buildings 20 or more years old (approximately 80% of commercial buildings).

With mostly single-story buildings, McCall's existing downtown is less densely developed than typical highway commercial corridors, and much less densely developed than other mountain towns such as Jackson, Wyoming; Bozeman, Montana; or Durango, Colorado. According to the Downtown Master Plan, there is plenty of opportunity for additional development to accommodate future economic growth, providing great opportunities for placemaking efforts that will ultimately contribute to the success of McCall's economy.

Parcels along the shoreline of Payette Lake may be good locations for the development of recreation and lake-based businesses, and could further link downtown with Payette Lake and the area's natural amenities. The original downtown or "grid" area of downtown, 1st through 3rd Streets and Lake through Park Street, would be the most ideal location for further mixed use development with retail, restaurants, and housing. The downtown grid pattern lends itself to denser development and defines downtown as the social and commerce center of McCall.

INCREASING OPPORTUNITIES FOR INFILL DEVELOPMENT OR REDEVELOPMENT

As greenfield development slows, infill development and redevelopment will likely increase especially as buildings age and reach the end of their useful life-cycle. Typical timelines for redevelopment, renewal, and enhancements of different types of real estate are shown in Figure 4.3.


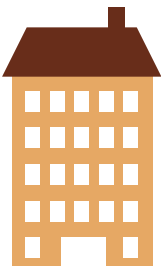



Today, McCall has approximately 1,111 (32%) housing units that are more than 40 years old, which may be candidates for reinvestment or renewal. These trends indicate that the community's structures are aging and that reinvestment, as well as historic preservation where necessary, become increasingly important to maintain the structures' quality.





Image Credit: <http://www.gonorthwest.com/Idaho/southwest/McCall/visitorinformation.htm>

Figure 4.3: Typical Timelines for Redevelopment

Retail Structures	Class A Offices	Class B or C Offices	Multifamily	Single Family
				
Rebuild, renewal, or enhancement every 20-30 Years	Rebuild, renewal, or enhancement every 20-40 Years	Rebuild, renewal, or enhancement	Rebuild, renewal, or enhancement every 20-40 Years	Rebuild, renewal, or enhancement every 25-50 Years

- Class A offices are high quality attractive buildings with a desirable location
- Class B buildings are well maintained buildings with a slightly less attractive location than class A with the possibility of restoration back to Class A quality
- Class C buildings are the lowest classification, with least desirable locations and often in need of extensive renovation

EXISTING

CONDITIONS

A NEW APPROACH TO FUTURE GROWTH

Though McCall has adequate land to satisfy the high demand for growth, the need to protect neighborhoods, green space, and natural assets constrains the City's growth potential and requires careful thought about how the community wants to take advantage of each opportunity for change. Protecting McCall's assets requires using land more efficiently, considerately, and strategically by emphasizing a more compact form and a greater mix of land uses. In addition, new housing options must be offered to meet the needs of growing demographic populations such as millennials, empty-nesters, and seniors, many of whom prefer to live in smaller, lower-maintenance houses in more compact and walkable environments. The needs of McCall's workforce and future residents who may not currently be able to afford housing in the City can also be met with smaller-lot, single-family housing options and multifamily units. Although the City's population surges during the workday, the City lacks the mix of uses—specifically housing and amenities to support a live-work environment that provides employees with the opportunity to live closer to where they work.

A significant portion of the municipal budget is affected by the pattern of development. McCall has over 40 miles of streets in the City and cannot support this network on property taxes alone. A large body of literature has examined the difference in costs associated with compact development versus dispersed development (often referred to as sprawl). The literature states that compact development is associated with lower public costs to provide public services. Table 4.2 shows that a low residential density of one house per one acre costs approximately 40% more to provide services and infrastructure than a higher residential density of 4.5 units per acre. This is primarily due to higher costs of building infrastructure when development is spread out (e.g., more miles of roadway, longer pipes for sewer and water service.) Operations and maintenance costs are also higher for dispersed development. In nearly every case, the analysis suggests that more compact development scenarios would have a significant positive net fiscal impact.

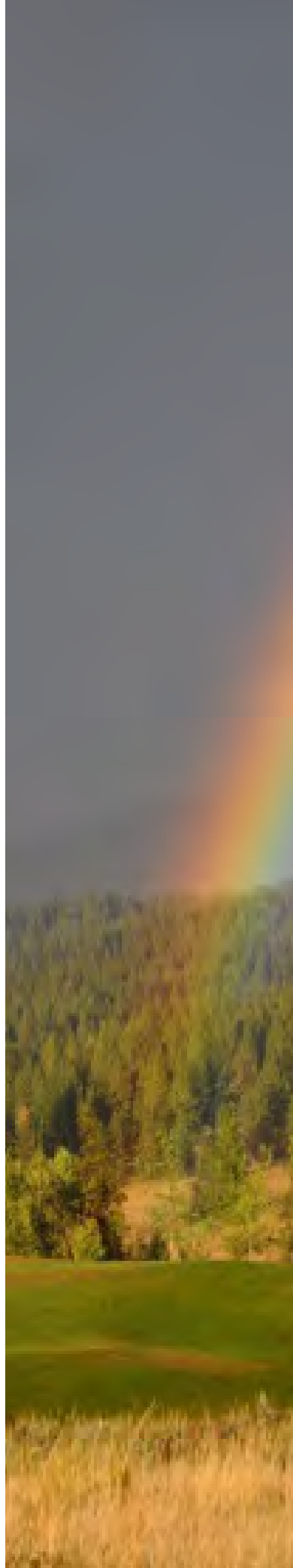
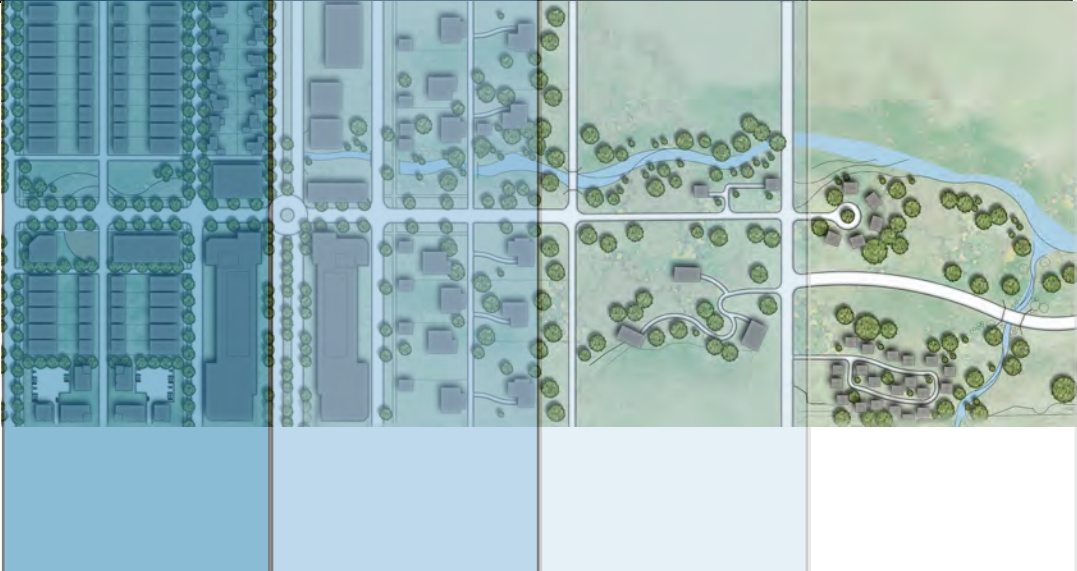


Table 4.2: Annualized Municipal Cost per Household for Different Densities

Costs	Higher Density	Medium Density	Rural Cluster	Rural Sprawl
Units/Acre	4.5	2.67	1	0.2
Schools	\$3,204	\$3,252	\$4,478	\$4,526
Roads	\$36	\$53	\$77	\$154
Utilities	\$336	\$364	\$497	\$992
Totals	\$3,576	\$3,669	\$5,052	\$4,672
% Cost Increase As Density is Reduced	Baseline 0%	3%	41%	58%



Source: Smythe, R. *Density-related Public Costs*, American Farmland Trust, 1986, *Per-household annual municipal costs increase with sprawl*, based on a community of 1,000 housing units, 3,260 people, 1,200 students.

OUR ECONOMY

HOUSING OVERVIEW

McCall is a major recreation hub, drawing visitors from all over Idaho and the world. As a recreation destination, the City must consider housing availability and economic development trends. The public involvement process revealed the top priorities are to provide more affordable and diverse housing options and support job growth for residents and workers.

Housing diversity and affordability help to build stable and resilient communities. Providing suitable housing options requires understanding both of the varied needs of the City's population and the changing trends, including an aging population, demographic shifts, and changing housing preferences. The Comprehensive Plan can encourage economic growth with land use policies designed to retain and expand existing businesses in locations that provide optimal benefits to the community and also to those visiting the area.

HOUSING CHARACTERISTICS

The rate of homeownership is an important characteristic of a community that can reveal demographic and resident characteristics such as life stage, income level, and duration of residence. Mountain town communities such as McCall tend to have relatively high vacancy rates due to a high proportion of recreational housing units. The vacancy rate is 73%, due to part-time occupancy of seasonal or recreational units and second homes (73%). Of the 978 housing units occupied by permanent residents, 55% are owner occupied while the other 45% are renter occupied.

Of McCall's 3,619 housing units, 2,641 are considered second homes. As shown in Figure 4.4, from 2000 to 2014, the number of second-home housing units increased 128% while the number of permanent housing units decreased 6%. The total number of housing units increased

By the Numbers

2.91

Average Household Size

22%

Population over 55 years of age

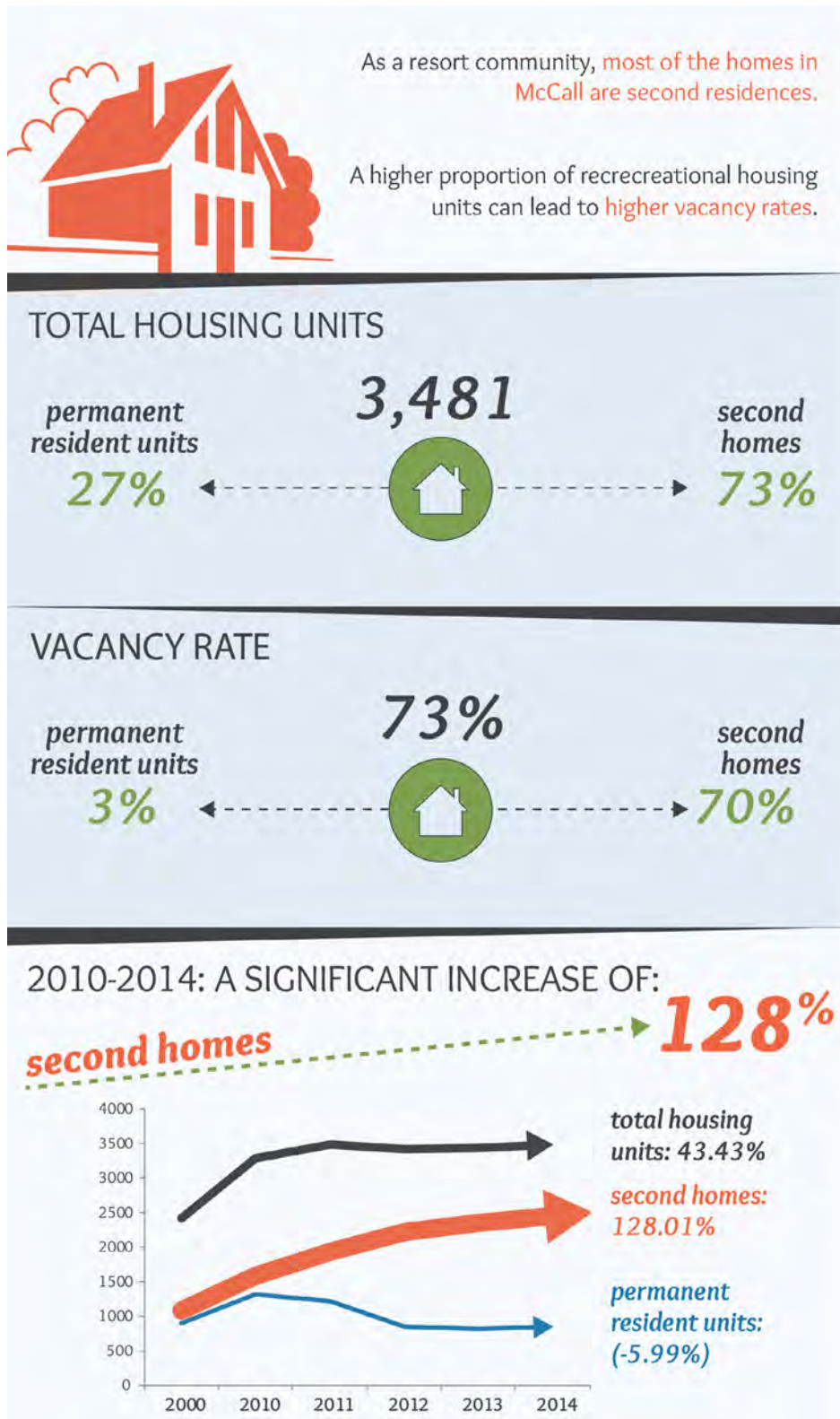
15%

Housing units that are owner-occupied by a full time resident.

\$206K

Median Housing Value

Figure 4.4: Population and Housing Growth Trends in the City of McCall



Source: American Community Survey, 2015

40%, which shows that although many new units were built, many previously permanently occupied residential units were converted to second homes during this period. The limited amount of new housing construction during this period means that these increasing “unoccupied” housing units have been drawn from housing supply that is otherwise available to McCall’s working households.

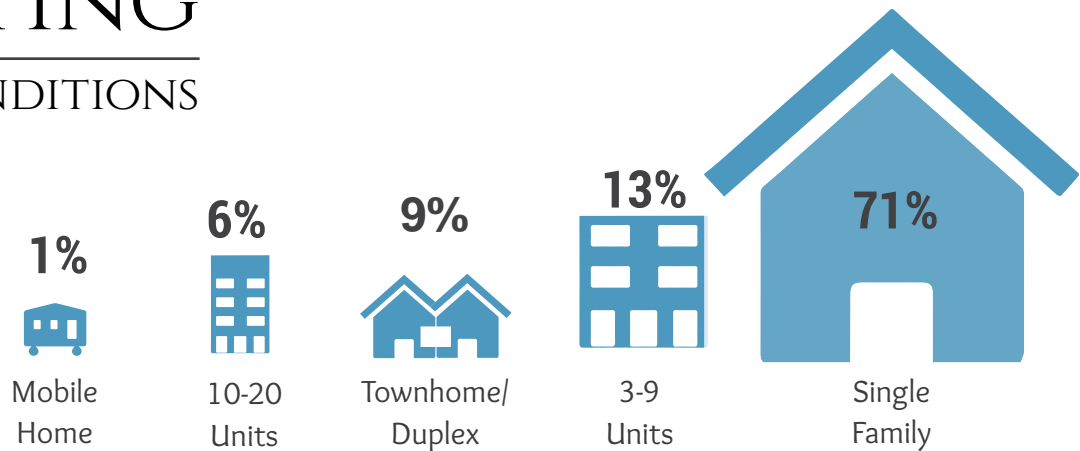
HOUSING SUPPLY

McCall’s housing supply consists mostly of single-family residences, as shown in Figure 4.5, though apartment and condominium development has moderately increased in recent years. McCall’s mix of residential housing types will continue to be primarily single-family residential, though the community clearly desires an increase in all available types of housing.

The McCall area residents and stakeholders have reported a shortage in housing. The lack of available housing in

EXISTING

CONDITIONS



Source: American Community Survey, 2015

Figure 4.5: Housing Type in McCall

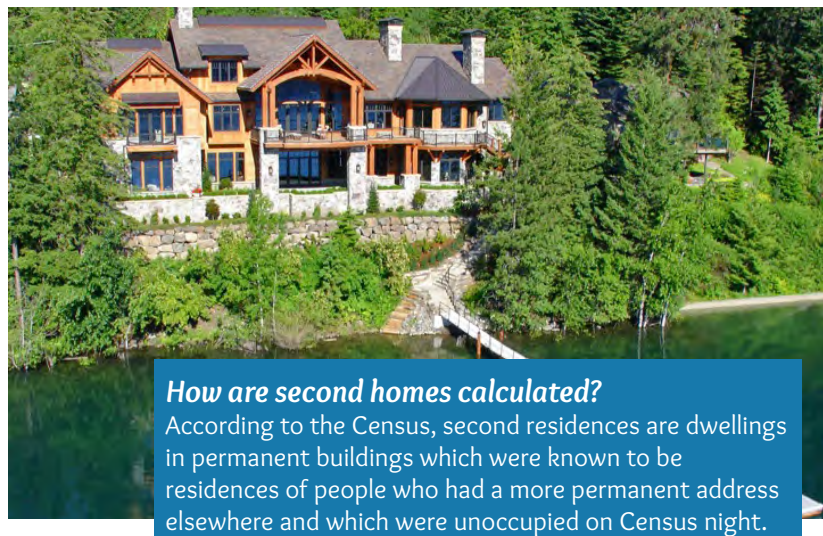
McCall means that many who work here cannot afford to live here. The split community profile of permanent residents and second-home owners is both a cause and effect of the current housing supply, which tends toward either expensive large-lot single-family homes or aging cabins. Additionally, many of McCall's housing units are used as short-term rentals, contributing to the low stock of housing available to permanent residents. As a result, McCall's current housing options are characterized by a "missing middle" – little of the housing stock is affordable, desirable, or available to middle-class earners who might wish to live in McCall, but find it unattainable due to the high cost or low desirability of the very limited available housing stock.

the year 2030, an increase of 23% from 2012.¹ This trend will impact housing demand as baby boomers look to downsize from their large homes to age in place, and as millennials seek to live in walkable environments. McCall will need to expand its housing options to accommodate the variation of housing preferences of residents at all stages of life. These trends mean a growing demand for smaller housing units in more compact forms, such as small-lot rental and homeownership of single-family and multifamily units.

1 http://www.aoa.gov/AoA_Programs/HPW/Behavioral/docs2/Idaho.pdf

AGE

In the future, the population of McCall can expect an increase in the 65 years and older population as well as younger residents seeking seasonal employment. The proportion of Idaho's population that is over 60 is growing more rapidly than other age groups. The U.S. Census Bureau estimates that about 33% of Idaho's population will be over the age of 60 by



How are second homes calculated?

According to the Census, second residences are dwellings in permanent buildings which were known to be residences of people who had a more permanent address elsewhere and which were unoccupied on Census night.

HOUSING AFFORDABILITY AND ATTAINABILITY

The “affordability” or “attainability” of housing is based on the household income compared to the Area Median Income (AMI) as determined by the US Department of Housing and Urban Development (HUD). A barrier to affordable housing is high vacancy rates. The lack of housing availability puts continued pressure on already-high prices to own or rent in McCall.

While the perception that McCall is a fairly affluent community, only about 3% of McCall households earn more than 100% of AMI.

Table 4.3 depicts the distribution of McCall households by household income level. The ability for low- and moderate-income households to find affordable housing for sale is quite difficult. At present, McCall is not adequately accommodating opportunity for moderate- and low-income households to live in the City. Independent reports estimate that McCall needs over 200 low-income units today. With new developments, a proper balance of housing affordability should be encouraged.

McCall Median Household Income \$49,141

Table 4.3: Percent of Homes Affordable by AMI

	< 30% AMI	30-50% AMI	50-80% AMI	80-100% AMI	> 100% AMI
Annual Income	\$16,988	\$28,300	\$45,300	\$56,625	>\$56,625
Max Home Price	\$17,093	\$72,205	\$155,024	\$210,197	>\$210,197
Total No. McCall Homes	32	127	576	540	1,925
Percent of McCall Homes	1%	4%	18%	17%	60%
Percent of McCall Households	12%	16%	18%	10%	44%
Difference	-11%	-12%	0%	7%	16%
Total No. Impact Area Homes	2	40	222	206	1,315
Percent of Impact Area Homes	0%	2%	12%	12%	74%
Total Homes	34	167	798	746	3,240
Percent of Total Homes	1%	3%	16%	15%	65%

Source: Zions Public Financing, Inc.

EXISTING

CONDITIONS

WORKFORCE HOUSING CONCERNS

While the tourism sector has rebounded from the Great Recession of 2008, overall economic indicators in McCall, including increases in new employment, have been less strong. While employment increased by about 2% between 2011 and 2016¹, many new and existing jobs were created in the lower wage categories of the service sector in which average earnings per employee in 2016 were less than \$30,000. There was a 17% increase during that time in the education sector employment, which is notable. Adding to the existing housing supply challenges, the new service-sector workers affiliated with expanding visitor-related businesses (lodging, food service, recreational services, etc.) will need housing. These housing-demand trends, along with supply constraints including development-cost-related constraints, have resulted in a weak rebound of the real estate sector in McCall. McCall needs more rental and ownership housing units to keep up with workforce needs. These housing-supply trends highlight the need to preserve the existing housing stock available to McCall's working families.

1 Idaho Department of Labor, Quarterly Report of Employment & Wages, May 26, 2017

WHAT DO SECOND HOMES MEAN FOR MCCALL?

Although there are many opinions about the impacts of second homes on a community, second-home owners are an integral part of the community and socioeconomic fabric of McCall. Seasonal, occasional, and recreational residents have traditionally provided a strong customer base for local businesses and organizations, and these part-time residents may become increasingly important to McCall as they retire or otherwise transition to become permanent residents.² Despite some challenges posed by large numbers of second homes in a community, these homeowners can support local communities through their spending and increasing involvement in the life of the community.

2 According to a University of Minnesota study of second-home owners, nearly 60% plan to transition permanently to their second home either in retirement or if telecommunication infrastructure improves to allow them to relocate their business (<http://www.extension.umn.edu/community/research/reports/docs/2014-2nd-Homeowners.pdf>). Additionally, according to Forbes Magazine, the trend of buying a second home before you retire to eventually live in when you retire is a certifiable trend (<http://www.forbes.com/sites/nextavenue/2014/08/04/buying-a-secondhome-youll-live-in-at-retirement/#135cd25131c8>).

Table 4.4: Percent of Homes Affordable by Primary Industries

	Accommodation and Food Service	Arts, Entertainment, and Rec	Education	All Industries
Annual Income	\$22,139.15	\$18,952.25	\$37,904.78	\$35,773.07
Max Home Price	\$42,190.75	\$26,664.99	\$118,996.85	\$108,611.73
Total McCall Homes	58	49	366	300
Percent of McCall Homes	2%	2%	11%	9%
Total Impact Area Homes	12	3	151	129
Percent of Impact Area Homes	1%	0%	8%	7%
Total Homes	70	52	517	429
Percent of Total Homes	1%	1%	10%	9%
Percent of Individuals in Category	23%	6%	6%	

Source: Zions Public Financing, Inc.

The social and economic impacts of second-homes on the communities are significant. The most recognizable effect of second-home development in resort communities is associated with housing and cost-of-living issues. Second homes tend to drive up real estate prices, which can lead to displacement of permanent residents and affordability challenges for resort workers.³ The replacement of permanent homes with second homes can lead to “cold bed” situations in which some houses in neighborhoods are uninhabited for portions of the year, adversely affecting local businesses and neighborhood appeal.

SHORT-TERM RENTALS

While vacation rentals have historically been part of the lodging supply in the McCall Area, their numbers have increased rapidly in recent years, mirroring national and international trends. With the new web-based platforms, homeowners can now make a spare room, an entire apartment, or a house available to potential visitors through websites such as Airbnb, Homeaway, Flipkey, and other vacation rental sites. Unlike a hotel, bed-and-breakfast inn, or traditional vacation rental unit, making residential space available for short-term rentals is a low-cost and flexible undertaking for a homeowner. As of February 2017, there were 328 short-term rentals within the City.

Numerous studies have been prepared in recent years to analyze the benefits and costs of the short-term rental market.⁴ As a benefit, the short-term rental market can (1) increase tourism and its related economic and fiscal benefits; (2) provide

additional income for hosts, particularly those who could not otherwise rent their home or rooms; and (3) extend the economic benefits of tourism (increased sales, etc.).

As a cost, the short-term rental market can (1) shift existing scarce local resident housing to the lodging sector; (2) encourage tenant evictions if a landlord concludes that they can earn more money from short-term rentals than from long-term tenants; (3) violate local zoning and other ordinances; (4) negatively affect the quality of life in residential areas due to nuisances caused by visitors; and (5) cause loss of household population. In McCall, the first two of these cost impacts are exacerbating the housing shortage because they are more lucrative alternatives to offering units in the long-term rental market.

McCall currently requires short-term rentals to pay a Local Option Tax (LOT), and to obtain a Conditional Use Permit for large vacation rentals of 20 or more people. The shift of workforce housing to vacation rentals that has already occurred, along with the expectation for the continued growth of the vacation rental industry in McCall, suggests that additional mitigation measures are needed to protect McCall’s housing supply for local working families. McCall should consider establishing mitigation efforts to offset the existing and future impacts of vacation rentals on housing supply. Providing City funding to programs that stimulate the production of local housing can offset housing losses that have occurred and that will occur in the future. Dedicating a portion of existing (or an additional increment of) transient occupancy taxes levied on vacation rentals in the City could provide such a funding source. For example, such a program could be created to prepay certain development costs (i.e., permit and development impact fees) and invest in measures that increase development readiness of designated housing sites.

3 Glorioso and Moss. 2007. Amenity Migration to Mountain Regions: Current knowledge and strategic construct for sustainable management. *Social Change* 37(1): 137-161.

4 Duffany, Brian, Economic & Planning Systems; Jessica Garrow, AICP, City of Aspen; and Phillip Supino, City of Durango, Housing, Lodging, and the Sharing Economy. April 2015



ECONOMY OVERVIEW

Economically, McCall is part of the larger West Central Mountain region and has a strong economic link to the Boise metro area market. The City is a gateway to many year-round visitor activities and attractions in the surrounding mountain region. Although McCall's visitor population peaks in the summer, winter visitation has increased in recent years. A 2012/2013 recreation survey completed by Guest Research showed that people do not come to McCall for a single activity but plan to take part in many activities while they visit.

The region's natural and human-made assets are attracting new businesses. Unemployment has reached pre-recession numbers, while an educated workforce provides the foundation for a sustainable and growing economy. There is now an opportunity to build on the region's assets, increase economic diversity, and sustain the historical industries and character that helped the McCall Area become one of the most desirable places to live, work, and play.

EDUCATION

McCall has a very educated population and thriving education system. Of the population over the age of 25, 41% have a bachelor's degree and 10% have received graduate or professional degrees. This is compared to the state of Idaho with only 17% receiving a bachelor's degree and 8% with a graduate degree or higher. With a total of 44% of McCall residents holding a bachelor's degree or higher, the McCall community has a more highly educated population than Boise, Valley County, or Idaho in general.

The McCall-Donnelly Joint School District serves approximately 989 students in two elementary schools, one middle school, one high school, and an alternative high school. In 2014, the McCall-Donnelly High School received a 5 star rating (the highest possible) from the Idaho Department of Education and was named as one of "Newsweek" Magazine's Best High Schools in America. McCall also has the McCall Outdoor Science School of the University of Idaho's College of Natural Resources. McCall's educated population and top rated education system is an asset to the economy and should continue to be fostered and enhanced.

INCOME

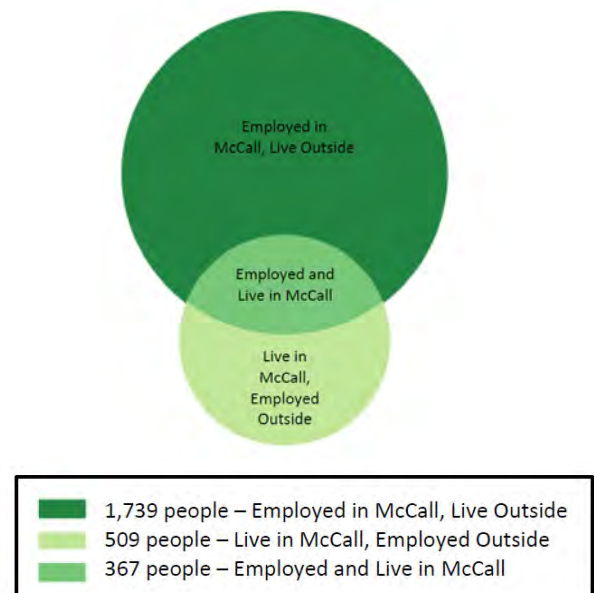
The 2015 median household income in McCall was \$49,141, higher than both Boise (\$44,238) and Idaho as a whole (\$47,583). However, 20% of McCall families had incomes below the poverty level in 2015, compared with 10.9% in Idaho and 10.6% in Boise. The most significant difference between McCall and the State of Idaho is female-head-of-households with no husband present. In McCall, 48.4% of that demographic group lives below the poverty line (compared with 33.5% in Idaho and 39.3% in Boise), which emphasizes the challenge of addressing diverse demographic needs.

JOBS-HOUSING BALANCE

Generally, comparing employment numbers with household data can be a good indicator of whether a community is a net importer or exporter of employment. A ratio of 1.0 suggests that there is one job per every household; therefore, ratios above 1.0 suggest that residents tend to work within the community, while ratios below 1.0 suggest that residents tend to work outside the community. According to 2014 U.S. census data for employment and households, McCall's jobs-to-housing ratio was 2.4, making it a regional employment center for Valley County, while also highlighting the lack of available housing within City limits to accommodate employment.

According to 2014 city data from the U.S. Census Bureau's Center for Economic Studies, 1,924 people commute into McCall for work and 562 people leave McCall for work. Only a small remainder—367 people—both live and work in McCall, as shown in Figure 4.6.

Figure 4.6: Workforce Trends, City of McCall, 2014

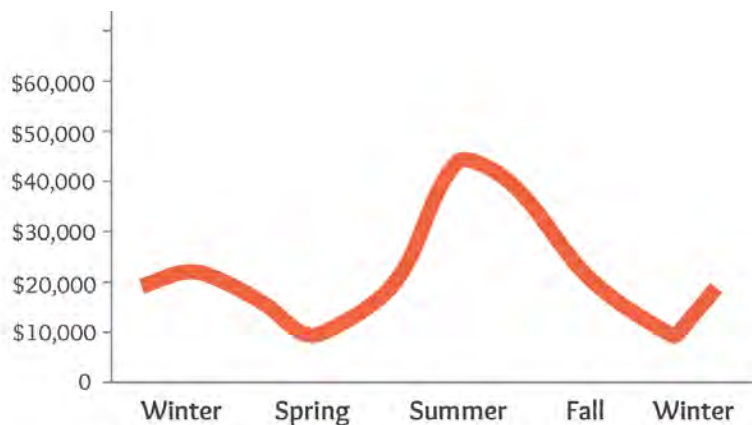


Source: McCall Commuter Data, OnTheMap.com

EXISTING

CONDITIONS

Figure 4.7: Seasonality Reflected in the Local Option Tax Revenues



MCCALL'S SEASONAL WORKFORCE

Over time, the economy of the McCall Area has transitioned from a resource base to a visitor base economy. Business owners and residents of McCall are increasingly aware that economic conditions in the region are changing. Resource-based manufacturing and goods-production industries that historically supported the economy are giving way to other industries. The recreation and tourism sectors are flourishing and depend on a seasonal workforce. The seasonal variation in visitors and workforce creates a substantial “peak and valley” pattern in economic activity. The seasonality of demand for goods and services in McCall is an important component of the economic context and is the biggest challenge for many businesses.

Figure 4.7 shows annual visitor-generated tax revenue for McCall. This revenue is a direct indicator of overnight visitation and stays in hotels, motels, and short-term rentals. It is a good indicator of the seasonality associated with tourism and visitation. Lodging tax revenues show that the peak summer season is in July

and, to a lesser extent, August and that the peak winter climbing season consists of a smaller peak through the holidays and a larger peak during the best winter recreation times and Winter Carnival in February. This indicator also shows that the distinct shoulder seasons are in the spring and fall. On average, 57% of LOT collections occur in June through September; December through February accounts for 23% of total collections; and the remaining 5 months account for 21% of total collections.

TOURISM-BASED ECONOMY CONSIDERATIONS

McCall gradually lost the traditional economic base (logging, milling, and crop-based agriculture) that drove local wealth in the 20th century. The region now imports most of its goods and services from the Boise metro area. It is paying for these imports with money brought in primarily by visitors, retirees, and the Forest Service. The current strong dependence on seasonal jobs translates into low average wages (ranked 27 out of 44 counties in

Figure 4.8: Top 10 Jobs by Industry in the City of McCall and their Average Yearly Earnings in the State of Idaho



Idaho) and poverty rates for families with young children that are among the highest in Idaho. According to the State of Idaho Department of Labor, in 2010, the average earnings for tourism-related employment was \$18,291.

Figure 4.8 shows average earnings per year by industry. Entertainment, Retail Sales, and Accommodation were the lowest three industries for average earnings. This figure also shows that 42% of McCall's jobs are within these three industries. As a result, 27% of McCall's jobs offer earnings less than \$1,250 per month.

TRADED-SECTOR VS. LOCAL-SECTOR JOBS

Distinguishing between traded and local job sectors is important because they have very different needs in terms of workforce and business location. They also require different types of City support and investments. These sectors are distinguished for clarification of future recommendations. Traded-sector businesses include industries and employers that produce goods and services which are consumed outside the region where they are

made and therefore bring in new income to the area (e.g., medical equipment, sporting goods, food).

As the traded sector increases employment and wages, it also enables entrepreneurs to develop skills and resources to foster innovation and start new businesses. Furthermore, certain traded-sector companies foster a supply-chain effect that creates the need for additional companies to supply components of a product that is manufactured.

Local-sector business are those that produce goods and services which are consumed locally in the region where they were made and, therefore, circulate existing income in the area (e.g., professional services, health care, and retail.) These businesses are important, because they make a community distinct and provide amenities to attract young professionals and families that will drive the economy in the future.

Figure 4.9 highlights the U.S. average wage difference between traded-sector jobs and local-sector jobs. Local-sector jobs typically have

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lower wages, except for those in health care and construction. These industries are beneficial to the economic base by generating large numbers of mid- to high-wage jobs that have lower education requirements. However, these industries do not generate a significant supply-chain effect or foster an environment for innovative new companies to emerge that grow the economic base.

OPPORTUNITIES

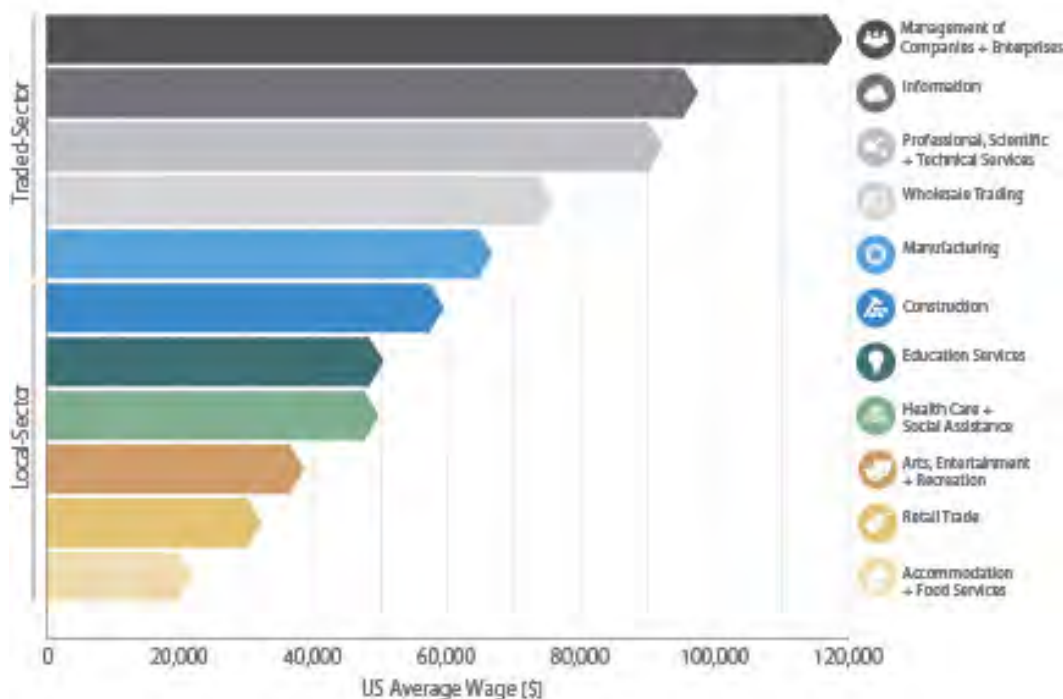
McCall would benefit from diversified employment opportunities. Overall, McCall has a retail surplus because it is a shopping destination for area residents and tourists. McCall residents support job growth and feel that supporting local businesses and business owners, as well as providing adequate housing, are the best ways to generate job growth. This focus is on building the economy from the inside and relying primarily on entrepreneurs, as opposed to recruiting businesses from other places.

For McCall to foster a traded-sector economy, it will need to support a start-up culture. New businesses

account for nearly all net new job creation and almost 20% of gross job creation. Furthermore, companies less than 1 year old have created an average of 1.5 million jobs per year nationally over the past three decades. People generally start businesses where they already live, and many of the resources they access are at the local or regional level.

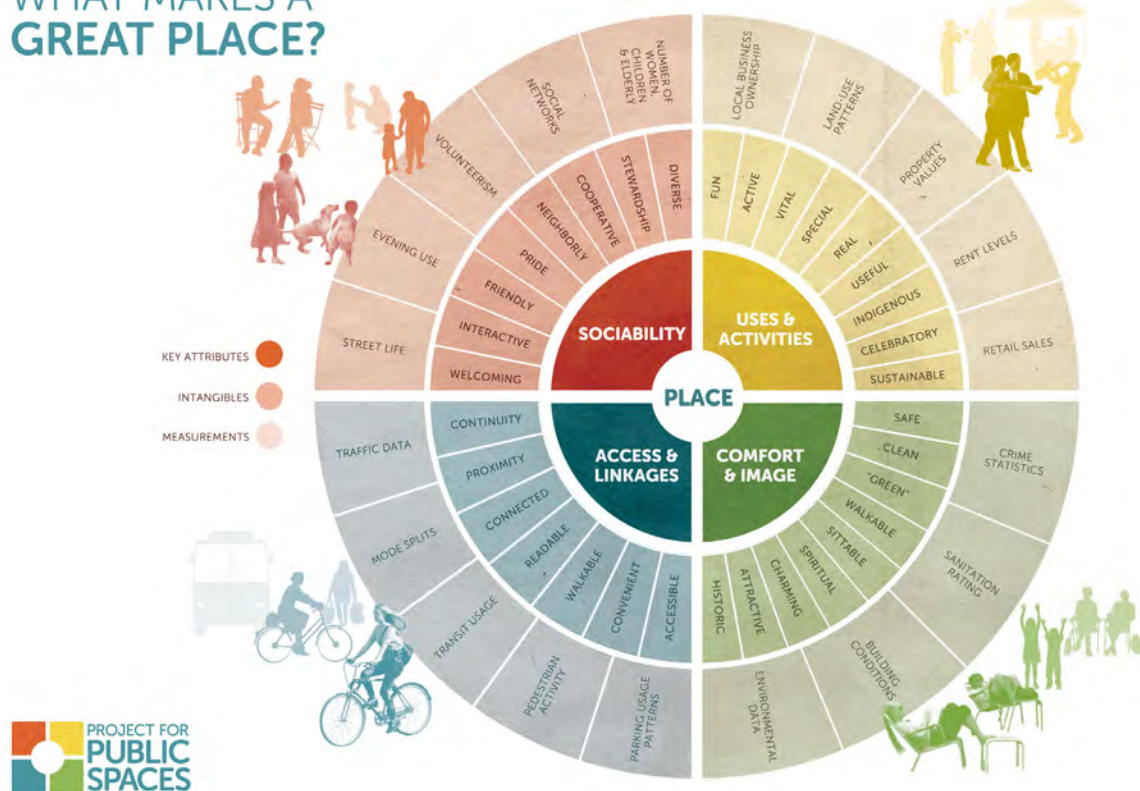
As McCall struggles with a limited labor pool and retaining young talent, recruiting new companies to the area or expanding companies already located in McCall is a challenge. To offset this challenge, fostering an environment that encourages companies to grow from the ground up is a critical strategy. Developing reliable broadband high-speed internet access is also critical to support employment.

Figure 4.9: Traded-Sector and Local-Sector US Average Wages



Source: NAICS

WHAT MAKES A GREAT PLACE?



RETAIL DEVELOPMENT POTENTIAL

A vibrant downtown core is important to local communities, especially as national trends show that employees increasingly want to live and work near good active transportation (including pedestrian and bikeway systems), restaurants, and leisure opportunities. At the same time, employees with families who may not live downtown still desire a unique environment for entertainment on the weekends and a vibrant environment during the week. This demand heavily influences the kinds of investments cities make in their downtowns. One important way to do this is through “placemaking”—making places where people and employers want to be. McCall has been forward thinking in placemaking, such as developing the waterfront parks and a public art program.

A buildout analysis shows that there is as much as 1 million square feet of additional floor area that could be developed in downtown alone, depending on the intensity of development. That is over three times the amount of the downtown’s existing development, which consists of about 300,000 square feet of floor area.



OUR CONNECTIONS

TRANSPORTATION OVERVIEW

An efficient, sustainable transportation network is essential to a successful community. Mobility in a community plays a large role in the standard of living, and a well-balanced, well-maintained transportation system is critical. Transportation preferences are shifting. Car ownership rates and vehicle miles traveled in the United States have decreased in recent years, while interest in alternatives such as bicycle commuting, car sharing, and transit ridership has experienced a significant increase. Investing in these alternatives gives McCall an opportunity to make the kinds of transportation system improvements that will appeal to residents and visitors as the community grows.





By the Numbers

42 miles of paved roads
and nine miles of unpaved
roads within the City of
McCall

5.5 miles of sidewalks
in the City of McCall

109 miles of
pathways in the McCall Area
of Impact

TRAVEL TO AND FROM MCCALL

McCall is located between several of the region's major employment and activity centers. The majority of travelers to McCall arrive by private vehicles on Highway 55, but access via the municipal McCall airport is also available through chartered and private flights. Commercial bus service to and from Treasure Valley and Lewiston also delivers some travelers to the area. The most popular element of the area transportation system is the Payette River National Scenic Byway (SH55), a north/south highway running through the region that connects the Boise area to the West Central Mountains. SH55 and US Highway 95 in Meadows Valley are critical not only to the regional transportation network, but to the tourism industry. These corridors offer motorists access to popular recreation destinations, and have several pull-offs for scenic viewing opportunities. Much of McCall's workforce commute to McCall from outside the City; 80% of the jobs in McCall are held by commuters that live outside the City limits.

WITHIN MCCALL

McCall envisions a balanced transportation system with multiple mode (vehicular, transit, pedestrian, and bicycle travel) and route choices available to serve its citizens and visitors. The transportation system should provide connectivity of

neighborhoods, employment centers, and the commercial core through a system of trails, bicycle paths, pedestrian facilities, and transit corridors, as well as arterials, collectors, and local streets. However, improvements to existing streets should not focus merely on accommodating additional vehicular capacity, but instead should improve linkages and available facilities for alternate modes of travel. The downtown core should be a vital, pedestrian-friendly district with a strong sidewalk network, safe crossings, and strong connectivity to adjacent neighborhoods, lakefront parks, and the pathway system. Sidewalks and pathway systems along SH55 should also be developed along commercial and civic properties.

Maintaining the existing roadway network is a challenge in McCall, as it is in nearly every city. According to a 2015 analysis, it will cost approximately \$1.6 million per year to maintain the existing paved roads to the baseline level that the City desires to achieve (year 2011 pavement conditions). Deferring maintenance could result in additional expenditures as road conditions worsen.

The City has made substantial transportation investments in recent years, and continues to do so. A major effort includes the Streets Local Option Tax. McCall residents voted to increase sales tax on purchases by 1% (excluding

EXISTING

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Figure 4.10: 2015 Traffic Volumes on SH 55, Donnelly, ID



groceries) in an effort to generate revenue for the repair and rebuilding of roads. Revenue created from this local option tax is estimated at more than \$1.5 million dollars per year and is a substantial funding source for improving McCall roadways. The Streets Local Option Tax will be collected for the next ten years.

EXISTING TRAFFIC VOLUMES

Traffic volumes were collected on various segments throughout McCall Area by the Idaho Transportation Department (ITD). Counts were taken via roadway tube counters and manual turning movement counts. Due to McCall's attractiveness as a summertime destination, traffic volumes fluctuate widely from one time of the year to another. For instance, Figure 4.10 illustrates the monthly change in daily traffic volumes on SH 55, as reported by the automatic traffic recorder (ATR) located in Donnelly. In order to understand both high demand and more typical demand conditions, traffic counts were conducted during peak (i.e., from the 4th of July weekend to late August) and off-peak (i.e., April, May, early June, September, and October) times of the year.

DEALING WITH SEASONAL TRAFFIC

McCall's position as a destination means that problems with traffic and congestion are regional in nature as well as local. Traffic data indicates that congestion on the roadway system increases significantly during peak summer and winter seasons, and particularly during holiday weekends and special events. Although the existing transportation system adequately accommodates off peak demand, the City must accommodate large influxes of visitors and part-time residents, including recreation vehicle navigation and parking, which adds burden to local streets and worsens congestion at peak times. Building infrastructure based on peak demand is overly expensive, making it important to find alternative ways to accommodate seasonal demand through more efficient transportation modes (walking, biking, and transit).

Parking demand is also generally higher during the summer peak period, filling up public on-street parking, the parking structure, public surface parking lots, and private surface parking lots. There are currently two-hour time limits on all



EXISTING

CONDITIONS

street spaces to encourage turnover, but no fees associated with parking. The difference in parking use is particularly marked east of downtown, where the majority of public parking for recreational uses exists associated with Mile High Marina and Legacy Park. Analysis shows a need for more parking spaces to accommodate growth forecasts into 2040, during the peak period, though current parking levels will be sufficient for all non-peak periods.

COMPLETE STREETS

The increase of traffic congestion and the maintenance of existing roads are big concerns in McCall, especially as future development increases traffic. The Third Street/Lake Street (Highway 55) corridor serves as a vital link to the downtown and for travel through McCall. The community has expressed a desire to make this corridor a “complete street” that is designed for use by all modes of travel, including motorists, transit vehicles, bicyclists, and pedestrians. The Third Street corridor is envisioned to have three traffic lanes (including a center two-way-left-turn lane), bicycle lanes, sidewalks, landscaping, and on-street parallel parking as space permits.

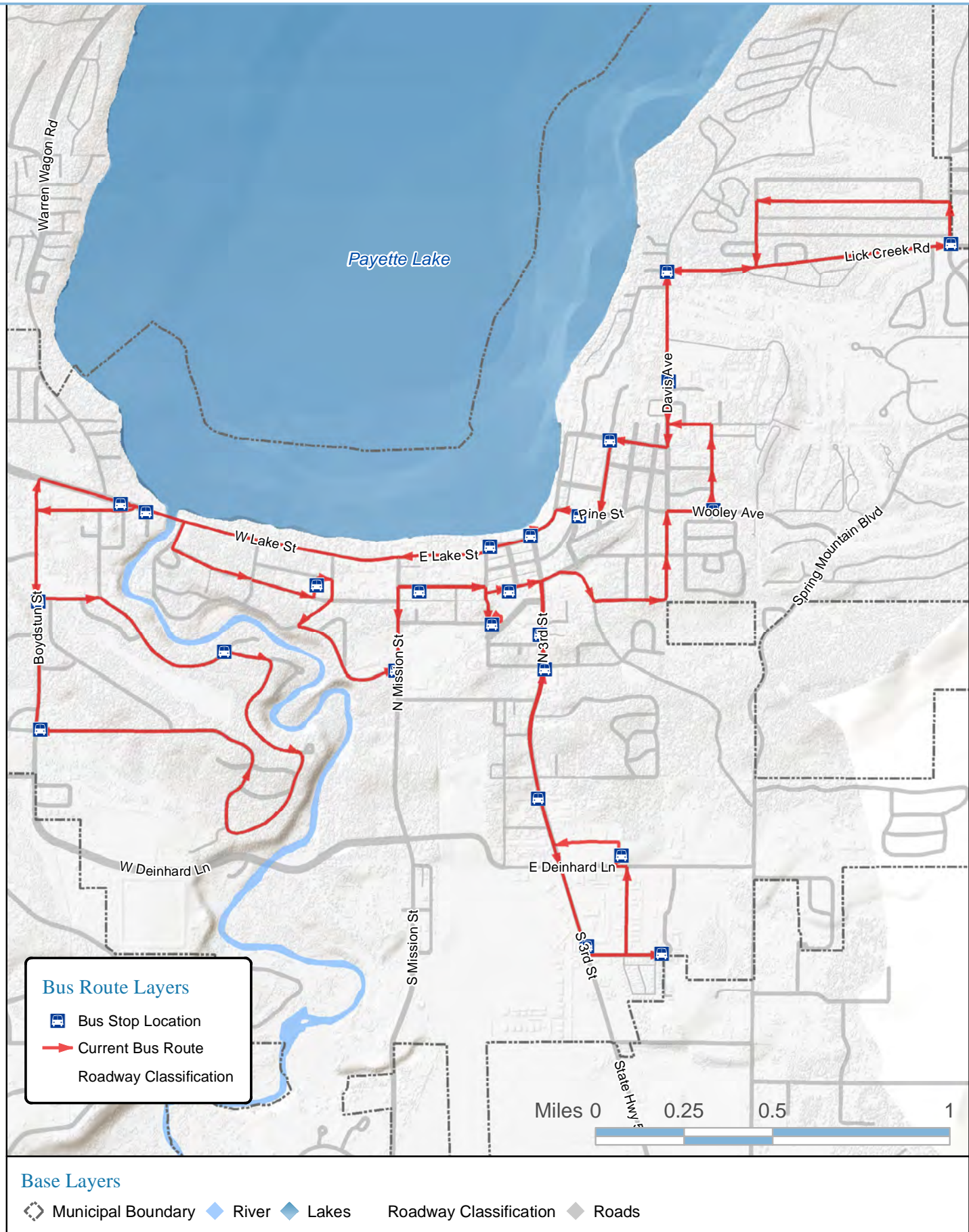
PUBLIC TRANSIT

McCall Transit, operated by Treasure Valley Transit (TVT) based in Nampa, ID, provides public transportation for the City of McCall from 7:00 am to 7:00 pm seven days a week. The service is open to the public and free to anyone. The fixed line route is a flag stop system, and anyone who needs to use the service may flag the bus anywhere along the route where it is safe to do so. Based on the most recent data available, there are over 51,000 riders annually. Several private-sector transit services also operate in the region, including Tamarack Resort, Brundage Mountain Resort, Harlow Bus Sales/Charter Services, A+ Specialty Transportation, and Northwest Stage Lines. On-demand transit service is also provided by the senior centers in McCall, New Meadows, Cascade, and Council.

Public and stakeholder comments have expressed the need to expand transit service in McCall. Although the desire is there, residents recognize that expanding the system requires a strong growth in ridership on the existing system, which will likely come as the population increases. Potential solutions mentioned by the public in the meantime included a peak season City shuttle service.



MAP 4.4: BUS ROUTES



EXISTING

CONDITIONS

BICYCLE AND PEDESTRIAN CONNECTIVITY

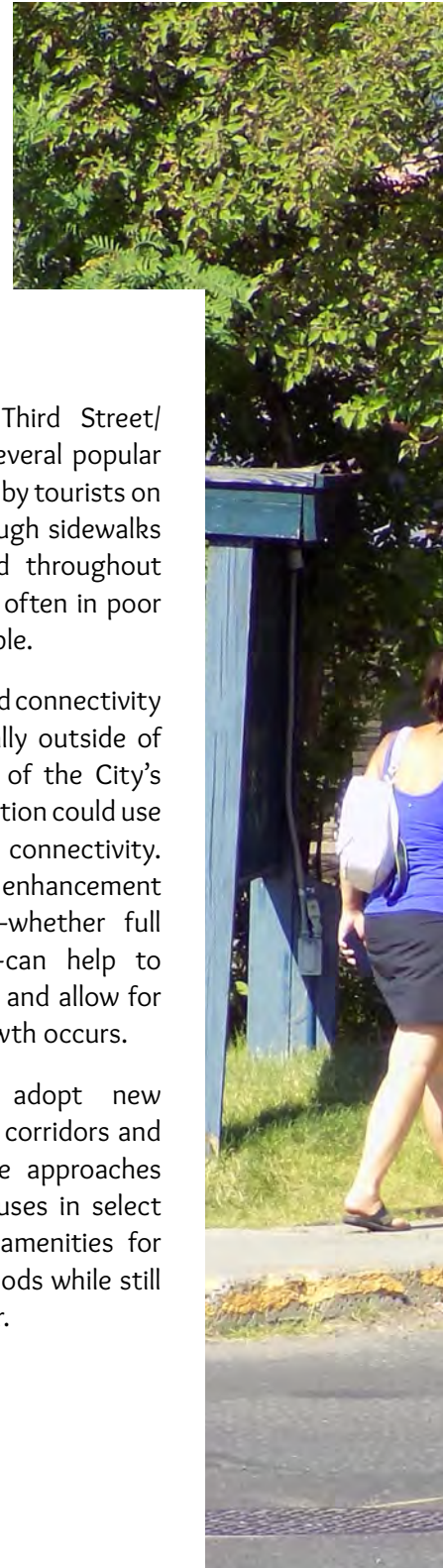
There are a number of benefits to developing a high quality pathway network. Pathways stimulate economic development, enhance quality of life, increase recreation opportunities, provide flexible and affordable transportation, improve public health, and reduce environmental impacts. The creation of bikeable and walkable communities stimulates economic benefits such as higher property values and higher net incomes for office, retail, and industrial businesses.

Several separated multiuse pathways exist in the area along Spring Mountain Boulevard, from Mission Street to downtown, along portions of 3rd Street, and along East Deinhard Lane. Bike lanes are present along West Deinhard Lane, Boydston Street, a portion of Warren Wagon Road, and a portion of Roosevelt Avenue. Designated “share the road” bike routes exist throughout town on several low volume residential streets. There are also several existing natural surface recreational trail systems in the area in Bear Basin (northwest of downtown) and Ponderosa State Park (northeast of downtown). McCall has built a number of pathways in the past decade that will eventually link to a cohesive regional pathway system with Cascade and Donnelly. The McCall Area Pathways Master Plan recommends a full bike network to cover much of the City, including most major roadways, to fill in gaps and connect residents to popular destinations.

The “Main Street” of McCall, Third Street/Lake Street (SH 55), is home to several popular destinations and is heavily traveled by tourists on foot, bike, and personal car. Although sidewalks exist in the downtown core and throughout several of the City parks, they are often in poor condition and are not ADA accessible.

There are opportunities for improved connectivity and non-motorized travel, especially outside of downtown. The areas with some of the City’s heaviest levels of traffic and congestion could use improved vehicle and pedestrian connectivity. These are places where continued enhancement of the transportation network—whether full streets or non-vehicular paths—can help to reduce reliance on the automobile and allow for future capacity as change and growth occurs.

McCall is well-positioned to adopt new approaches to managing its travel corridors and seasonal demand. Many of these approaches involve promoting a mix of land uses in select redevelopment areas to provide amenities for the City’s single-family neighborhoods while still preserving neighborhood character.





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RECREATION OVERVIEW

The following inventory quantifies park space available in the City of McCall, as well as level of geographic access across the City as whole. These analyses allow us to benchmark current park access and identify potential service gaps or deficiencies.

McCall has ten parks covering approximately 63 acres. The largest, Riverfront Park, is primarily undeveloped. Further development is desired by the community to preserve public access to the river. The City also operates and maintains a municipal golf course.

In addition to the parks and facilities listed in Table 4.5, the following regional recreational resources are available to McCall residents and visitors:

- Big Payette Lake
- Little Payette Lake
- Payette River
- Payette National Forest (2.4 million-acre national forest with extensive recreational opportunities such as hiking, snowmobiling, mountain biking, fishing, camping, rafting, rock climbing, hunting, and etc.)
- Ponderosa State Park (1,630-acre park with campsites, cross-country ski trails, hiking, mountain biking, water sports, and more)
- Activity Barn (privately operated facility two miles south of McCall with lift for snow tubing, sleigh rides, and cross-country skiing)
- Destination Resorts and Developments (including Brundage Mountain, Tamarack Ski Area, and Jug Mountain all privately operated offering a variety of year-round activities including skiing, golf, hiking, mountain biking, tennis, and more)
- Bear Basin (Nordic skiing, mountain biking, snowshoeing)

PARK NEED

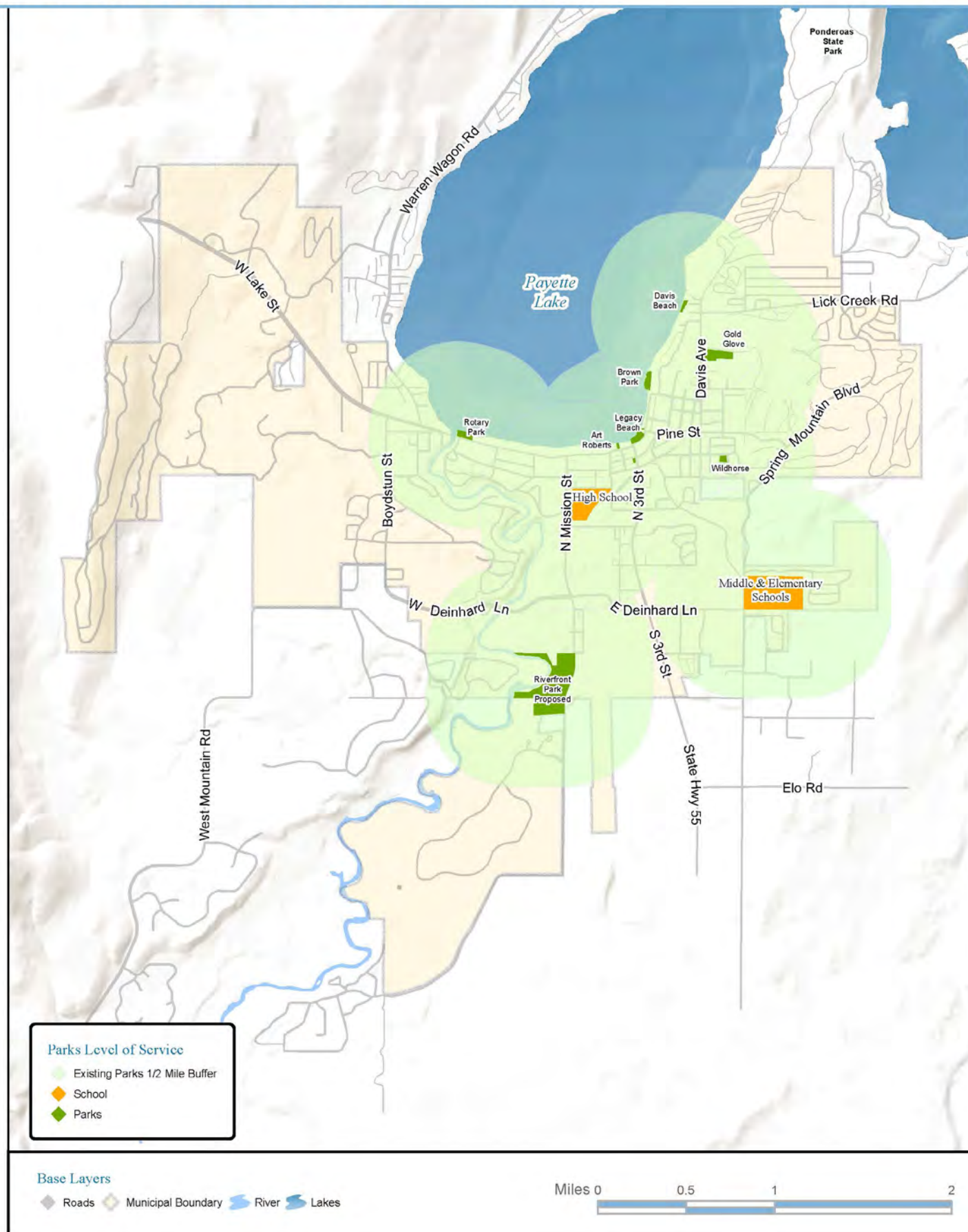
Full development of existing park lands will be a high priority for the next 5 - 6 years in McCall to ensure that the level of facilities available keeps pace with the community's growing needs. In addition to development of existing park lands, ongoing acquisition and development of neighborhood, pocket, and mini parks will be important to serve new development areas. Looking 20 years into the future, there will likely be a need for at least two new community parks in McCall. (Note: community parks typically range between 15 and 50 acres in size depending on the facilities offered.)

The City's Area of Impact has only 14 acres of parks to serve a population of approximately 3,500. Given the recommended standard of 14

Table 4.5: City Parks and Recreation Facilities

Name of Park/Facility	Acres
Riverfront Park	38.0
Rotary Park	2.0
Fairway Park	5.0
Brown Park	2.0
Veteran's Park	0.2
Art Roberts Park	0.5
Davis Beach	0.7
Legacy Park	2.3
Frisbee Golf Course	10.0
Harshman Skate Park	2.0
Total Parks and Open Space Area	63.0

MAP 4.5: PARK LEVEL OF SERVICE



EXISTING

CONDITIONS

acres per 1,000 people, approximately 49 acres of developed park area should be available to serve the permanent year-round resident population in the Impact Area. This places an immediate priority on full development of park improvements in the County, with the highest priority on completing the improvements at River Front Park which is the City’s only community park at present. It is also important to consider the needs of second-home residents and overnight visitors in McCall. These visitors seek recreational opportunities at the resorts where they are living or staying, ski areas, and other private facilities. If an estimated average annual growth rate of 3% is assumed for McCall, by 2025 there will be a need for at least 100 acres of developed park land at the community and neighborhood level to serve the year-round permanent resident population.

RECREATION PROGRAMS

The City offers a wide variety of recreation programs and has been working to increase those numbers in response to popularity and demand.

Table 4.6: City Parks and Recreation Programs

	2011	2012	2013	2014	2015
Properties Maintained	28	28	28	30	30
Recreation Program Participants	1428	1358	1457	1410	1445
Rec Programs Offered		24	25	29	35

OPEN SPACE AND VALUED PLACES SURROUND MCCALL

Public lands in the area are managed by state and federal agencies including the Bureau of Land Management (BLM) and United States Forest Service (USFS). The Payette National Forest surrounds McCall to the north and portions of it lie in both the Area of Impact and study area. This forest is composed of extremely diversified terrain

including rugged mountains, high meadows, lakes, and rivers. The USFS manages the Frank Church River of No Return Wilderness, a popular summer location with hiking and fishing opportunities, hot springs, historic homesteads, and Native American cultural resources.

Payette Lake is referred to as the “crown jewel” of McCall and is the major attractor of the area. Important to residents from a recreational and economical standpoint, it also supplies the area’s potable water. It is vital to preserve the quality of the lake’s water and shoreline. Other valued places include the dual purpose Little Payette Lake, which allows motorized boating from one boat ramp, and Ponderosa State Park. There are no developed campgrounds on the lake.

Open space areas within McCall are undeveloped natural areas. The designated open space within and adjoining the City provides an opportunity for native plant and animal species to flourish in their natural environment with limited resident use. The mountain environment provides a home to a variety of wildlife, birds, and native plants. These spaces are a community asset that provide a diverse array of benefits for residents including the creation of community buffers, the protection of scenic views and archaeological resources, and the enhancement of recreational opportunities.

Vegetation within the City’s Area of Impact varies from heavily forested areas to open grass lands, pastures, shrub hollows, and wetlands. Existing forested area include a mix of conifer forest species such as Ponderosa Pine, Douglas fir, Grand Fir, Engelmann Spruce, and Lodge pole Pine. Open lands consist of cropland, pasture, grasses, herbs, shrubs, and vines. Wetland vegetation is mostly made up of sedges, rushes, red top, tufted hair grass, and willows.



The vegetation around McCall provides habitat for a variety of wildlife. Forested regions and grasslands support wildlife species such as grouse, squirrel, snowshoe hare, songbirds, hawk, fox, coyote, skunk, weasel, bear, deer, and elk. The region's wetlands provides habitat for species including snowshoe hare, squirrel, songbirds, fish, mink, muskrat, beaver, hawk, fox, skunk, and weasel. The area's abundant wildlife resources attract nature viewers and photographers throughout the year.

TREES

The City of McCall is committed to natural resource stewardship and a healthy and sustainable tree canopy. McCall's significant trees provide habitat, stormwater quality enhancement, and a buffer from noise and visual pollution. Trees and vegetation provide a multitude of benefits, which include clean water, and air, enhanced quality of life, and improved property values.

The City of McCall maintains an inventory of trees located in the City that tracks tree species, location, and details such as trunk condition and height. There are nearly 6,000 trees included in the inventory. To maintain McCall's heritage trees, policies should reflect the community benefit these trees play in establishing character, as well as economic and environmental benefits.

TRAILS

The McCall Area has more than 500 miles of public motorized and non-motorized trails for every hiker, rider, or driver. Advanced and beginner trails, lift-serviced trails, single track trails, and highly technical trails accommodate a variety of users. Although summertime is the most popular time for trail use, wintertime trails offer recreation activities for snowmobiles, fat-bikes, and nordic skiers.

There are 46 miles of trails within the Area of Impact, with 16.5 miles within the City boundary.

EXISTING

CONDITIONS

In 2015, the McCall Area became a designated Silver Ride Center by the International Mountain Bicycling Association (IMBA). This designation is based on the variety of mountain bike facilities offered that provide options for every ability level and riding style. It places the region on the map as a mountain biking destination, as bikers worldwide review IMBA designations to plan vacations.

Ponderosa State Park includes 14.3 miles of groomed Nordic ski trails ranging in difficulty from recreational to competitive and 3.4 miles of designated snowshoe trails. All of these trails are open for hiking during the rest of the year. Several regional trails exist to connect McCall to the regional area. A favorite includes the North Valley Rail Trail, which runs for more than five miles through land once used as summer pasture for livestock from southwestern Idaho's Treasure Valley. Closer to McCall, the trail is paved (with a short on-road section near McCall Municipal Airport), but the southern half of the trail features a natural surface kinder to equestrian users. A short disconnected segment heads north from Lake Fork Road but dead ends at private farmland. Restaurants, shops, and a historic hotel can be found along East Lake Street in McCall, just two blocks north of the North Valley Rail Trail's trailhead. The Golf Course is a popular walking trail network when not in golf season.



Image Credit: Top: McGree, McCall Recreation

MCCALL

IN MOTION —

DIVE
DEEP

VOLUME 5

McCall Area Comprehensive Plan

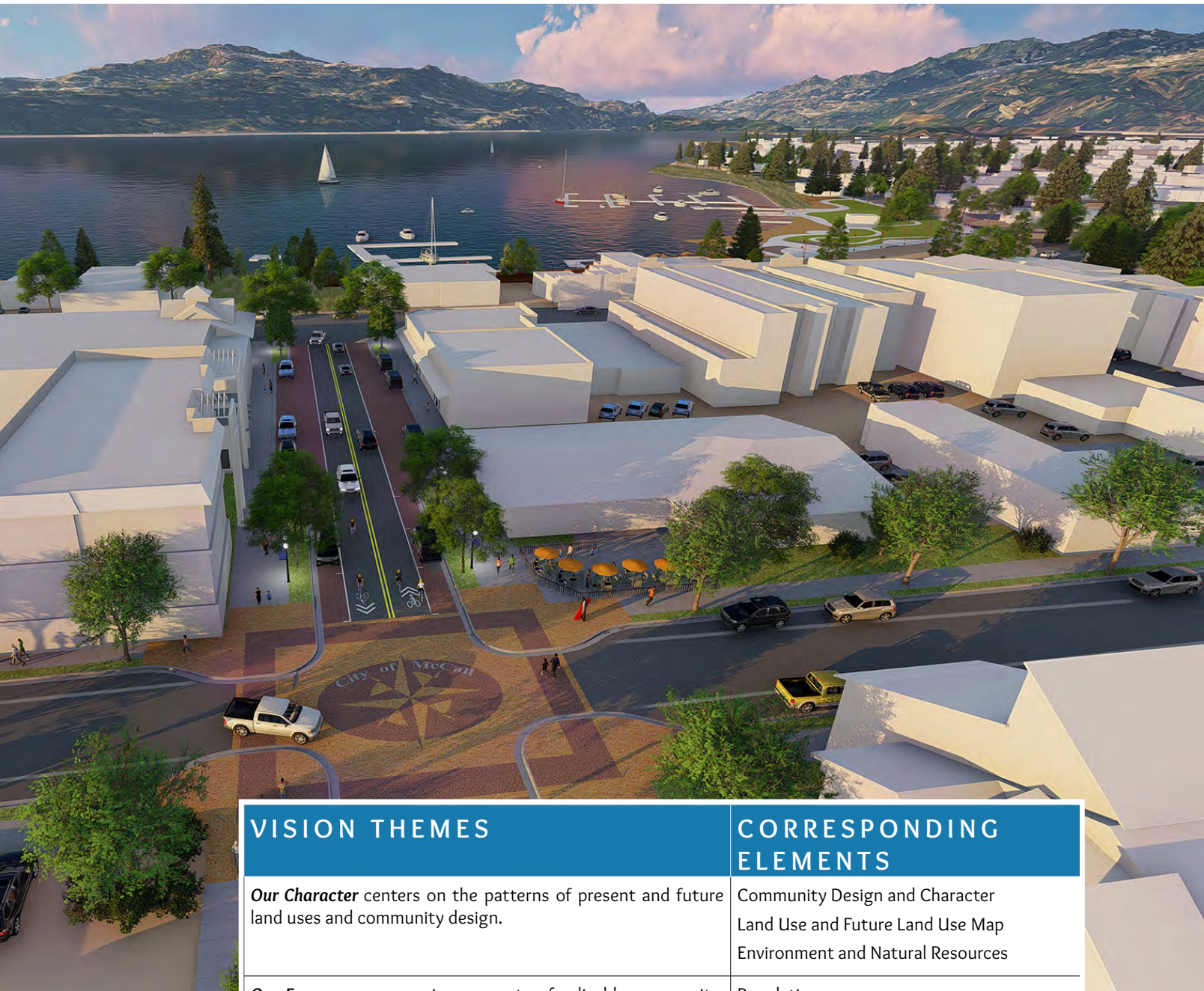
DIVE DEEP

Creating a complete community requires more than a vision statement. While the vision can describe the type of place McCall should become, it does not identify the steps to make it happen. The framework for realizing the vision is contained in the plan elements and their goals, policies, and projects, as well as the Future Land Use Plan Map.

»» **Elements.** *The building blocks of the Plan separated into vision themes that contain broad-ranging goals and policies to guide the vision. For information on implementation measures see Volume 6.*

»» **Future Land Use Map.** *The Future Land Use Plan Map (Map 5.1) applies the vision statement to the McCall Area's physical development. Generated through the public process, it informs how we plan to accommodate new residents, jobs, mixed use areas, open space, and transportation infrastructure over the next 20 years.*





VISION THEMES

Our Character centers on the patterns of present and future land uses and community design.

Our Economy covers primary assets of a livable community, housing, and economic sustainability.

Our Connections focuses on travel connections in and around McCall through formal means, such as by vehicle and bicycle, but also connections to nature and play through McCall's parks and recreation system.

CORRESPONDING ELEMENTS

Community Design and Character
Land Use and Future Land Use Map
Environment and Natural Resources

Population
Housing
Economic Development
Public Facilities, Utilities, and Services
Schools

Transportation
Parks and Recreation
Trails and Pathways
Airport Facilities

OUR CHARACTER

COMMUNITY CHARACTER AND DESIGN GOALS + POLICIES

Goal 1: Commit to green design, efficient energy use, wise water use, and high-performing buildings and landscapes that pay tribute to McCall's beautiful surroundings.

Policy 1.1

Integrate green infrastructure elements such as the urban forest, gardens, urban agriculture, LEED (Leadership in Energy and Environmental Design) rated buildings¹ or other code programs, recycling and composting programs, and green streets² into the urban design of the City.

Policy 1.2

Use efficient energy techniques in new and retrofitted construction. Development should be energy-efficient, emphasize the use of durable and environmentally responsible materials, and implement best practices in site design and construction.

Policy 1.3

Encourage high-performing building and landscape design for new development or redevelopment projects that reduces energy and water consumption.

Policy 1.4

Ensure high-quality and sustainable design for public buildings and outdoor spaces. New public buildings should be attractive and meet the highest performance standards for energy and water conservation.

¹ LEED-certification refers to the Leadership in Energy and Environmental Design rating system created by the United States Green Building Council (USGBC).

² Green streets are designed to capture rainwater at its source, where rain falls.





Goal 2: Preserve and maintain a community character defined by the surrounding natural environment. Ensure that McCall's built environment complements McCall's natural environment, scenic mountain setting, and small town character.

Policy 2.1

Promote and encourage site-specific developments that use energy efficient design and materials that complement the natural environment and mountain town setting.

Policy 2.2

Ensure appropriately-scaled development in McCall's natural and mountain town setting.

Policy 2.3

Protect and enhance McCall's treasured public places such as parks, plazas, and streetscapes. Where needed, enhance areas that lack distinctive visual character or where the character has faded.

Policy 2.4

Limit formula businesses, restaurants, and retail to preserve the unique character of McCall.

Goal 3: Promote context appropriate public art—such as memorials, historical monuments, installations, murals, sculptures, mosaics, decorative features, and functional elements—as an important element of the vibrancy, place-making, and celebration of McCall's character.

Policy 3.1

Continue to weave public art into McCall's streetscape fabric along roadways and in such places as parks, plazas, bridges, and other public gathering places.

Policy 3.2

Encourage a concentration of art in downtown to enhance the livability and walkability of the City and to reinforce the perception of McCall as an arts destination.

Policy 3.3

Encourage the integration of art as an important component of good design and as a way to incorporate art into the daily lives of residents, workers, and visitors.

Policy 3.4

Build on McCall's growing identity as a cultural center and destination by increasing the visibility of the arts and cultural activities in the community through marketing, venues, and facilities.

Policy 3.5

Continue to recognize the relationship between art, active living, the environment, and economic vibrancy.

DIVE

DEEP

Goal 4: Ensure that new development protects the treasured views of Payette Lake and adjacent landscapes from roadways, frequented public areas, community gateways, downtown, and other public places.



Policy 4.1

Protect key view corridors throughout McCall, including views from Lake Street and northerly views along Mission Street and 3rd Street, 2nd Street, and 1st Streets.

Policy 4.2

Restore view corridors by supporting redevelopment of underutilized buildings and creating visual breaks between buildings adjacent to Payette Lake.

Policy 4.3

Protect and enhance the views of the surrounding natural landscape and the Payette Lake by reducing, removing, or under-grounding visual obstacles such as utility lines and equipment.

Policy 4.4

Continue to protect the surrounding natural landscape and the edges of the City by using a variety of techniques such as requiring clustering, creating conservation easements, or purchasing private property.

Policy 4.5

Protect and incorporate natural features into newly developing areas. Conserve the natural patterns and function of streams, ridgelines, topography, riparian areas, and wildlife habitat areas.

Goal 5: Encourage civic and cultural activities in the community through festivals, events and performances, interactive classes and workshops, and a variety of other community-building activities.

Policy 5.1

Support the McCall Arts and Humanities Council, the McCall Area Chamber of Commerce, the McCall Public Library, and other organizations responsible for coordinating and executing public events in the McCall Area.

Policy 5.2

Continue to support cultural facilities, indoor and outdoor event spaces, and programs that provide a diverse range of performing and visual arts activities.

Goal 6: Cultivate attractive gateways to McCall that highlight the natural character of the area.

Policy 6.1

Within the 3rd Street and Lake Street scenic route overlay zones, encourage high quality developments that create an appropriate gateway sequence for visitors entering and leaving McCall and that minimize and discourage visually intrusive development at gateways to McCall.

Goal 7: Preserve, promote, and enhance McCall's history and heritage.

Policy 7.1

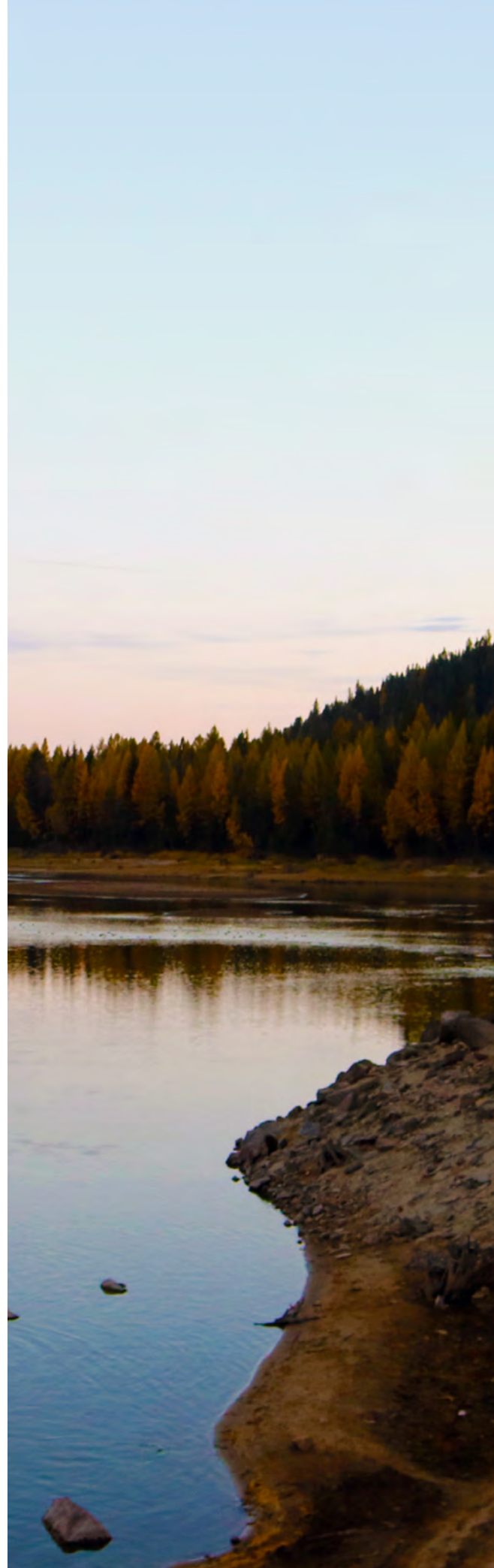
Pursue opportunities that promote historic, cultural, and heritage-based events.

Policy 7.2

Preserve and interpret historic resources (objects, buildings, structures, sites, or places with historic, cultural, or aesthetic significance) in McCall for residents and visitors.

Policy 7.3

Identify key landmark features to integrate into future gateway and corridor design including key natural features and buildings.



DIVE

DEEP

LAND USE

FUTURE LAND USE PLAN

The Future Land Use Map (Map 5.1) is a tool that takes the ideas from the vision, goals, and policies and illustrates how they work on a land use basis. The Future Land Use Map is not a zoning map, and it does not establish regulatory requirements for new development. The Future Land Use Plan Map

guides regulation for rezones within the City and Impact Area, making it an important tool for land use decisions. The Development Code is the tool that regulates development standards such as building height, setbacks, parking, and density requirements.

The future land uses of McCall should:

»» Direct local housing and employment growth to downtown, commercial activity centers, and transportation corridors, preserving existing and integrating new local housing where possible.

»» Concentrate a majority of housing near our existing activity centers while dispersing a variety of local housing throughout McCall.

»» Encourage residential infill in appropriate areas.

»» Support a connected open space network and wildlife corridors.

»» Plan for business parks and light industry to support economic diversification and local jobs in McCall.

»» Capitalize on the airport as an economic catalyst.

»» Locate industry, warehousing, logistics, manufacturing, and other similar uses in proximity to adequate transportation and utility infrastructure.

»» Transition residential uses from highest-density in downtown to lowest-density at the City edges to rural within the Impact Area and beyond.

»» Create an urban growth boundary that surrounds the McCall Area and preserve open space with conservation easements.





What is the difference between the Future Land Use Map and Zoning?

Both depict how land can be used and developed over time, using a set of “designations” and “zones” (shown as colors on the maps).

The Future Land Use Map is about the future...

The Future Land Use Map (Map 5.1) depicts a long-term vision of how and where the city will grow and change over the next 20 years. The Future Land Use Map allows for various zoning districts within a given Future Land Use designation. The appropriate zoning shall be determined based on a number of criteria identified within the City’s Zoning Code.

The Zoning Map is about what is allowed today...

The City’s Zoning Map tells us how land can be used and what can be built on any given property today. Zones are more specific than the Future Land Use designations and come with a set of rules (included in the City’s Zoning Code) that clarify what uses are allowed (e.g., residences, businesses, manufacturing), and how buildings may be developed or changed (e.g., maximum heights and required setbacks from property lines).

FUTURE LAND USE DESIGNATIONS

All land within the City and Area of Impact has been categorized under one of 12 land use designations. These land use categories cover the full range of different land use types and should serve as the basis for development review and approval and future zoning amendments. The land use categories are described briefly below:

High Density Residential. This land use designation is intended to provide the development of neighborhoods with multiple-family dwelling units and is intended to encourage a variety of housing opportunities. *Implementing Zoning Districts: R-16*

Medium Density Residential. This land use designation supports the development of medium density single-family housing and is intended to maintain traditional residential neighborhoods. *R-8*

Low Density Residential. This land use designation is intended to provide for the development of low-density single-family residential neighborhoods. These neighborhoods consist of larger home sites. *Implementing Zoning Districts: R-4*

Large Residential. This land use designation permits the development of large lot, single-family residential areas, and is intended to establish a rural setting and encourage preservation of open space and recreation areas. *Implementing Zoning Districts: R-1, RE*

Ag-Forest Conservation. This designation is applied to land that is part of the Payette National Forest and also within the Impact Area. It is located north and west of the City. *Implementing Zoning Districts: RR*

Central Business District. This land use designation is intended to preserve and enhance the McCall downtown area as the heart of McCall, and the primary tourist and pedestrian activity area of the community. A variety of retail, service, and mixed use establishments associated with the traditional main street environment are permitted. *Implementing Zoning Districts: CB*

Mixed Use. This land use designation supports general commercial uses that serve the greater community of McCall. These retail, service, and mixed use establishments may be automobile-oriented and require a larger lot area than typical in the downtown, provided that they are

designed to safely and comfortably accommodate those arriving by foot, bicycle, or transit. *Implementing Zoning Districts: CC, I, BP*

Airport. This land use designation is intended for use by the McCall Municipal Airport and the surrounding related facilities and properties. It is applied to the current airport property and an adjacent strip of land to the east, identified for airport related facilities in the Airport Master Plan. *Implementing Zoning Districts: AP*

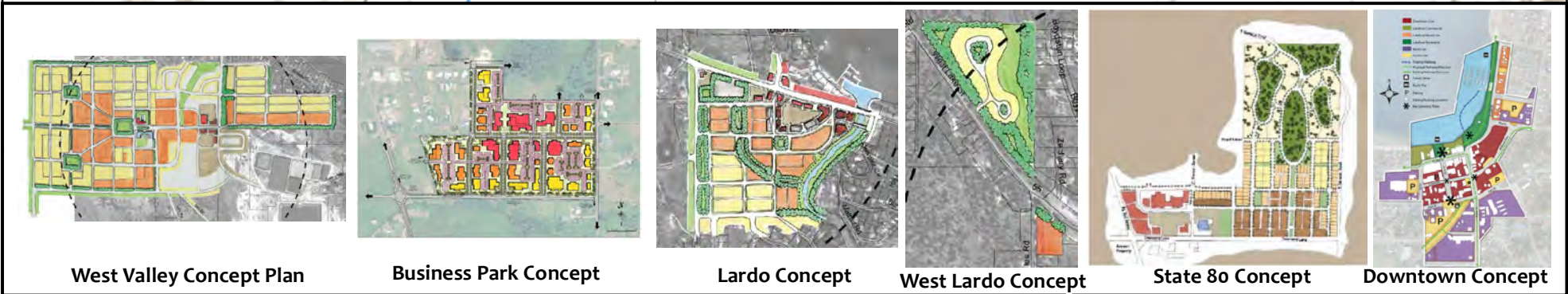
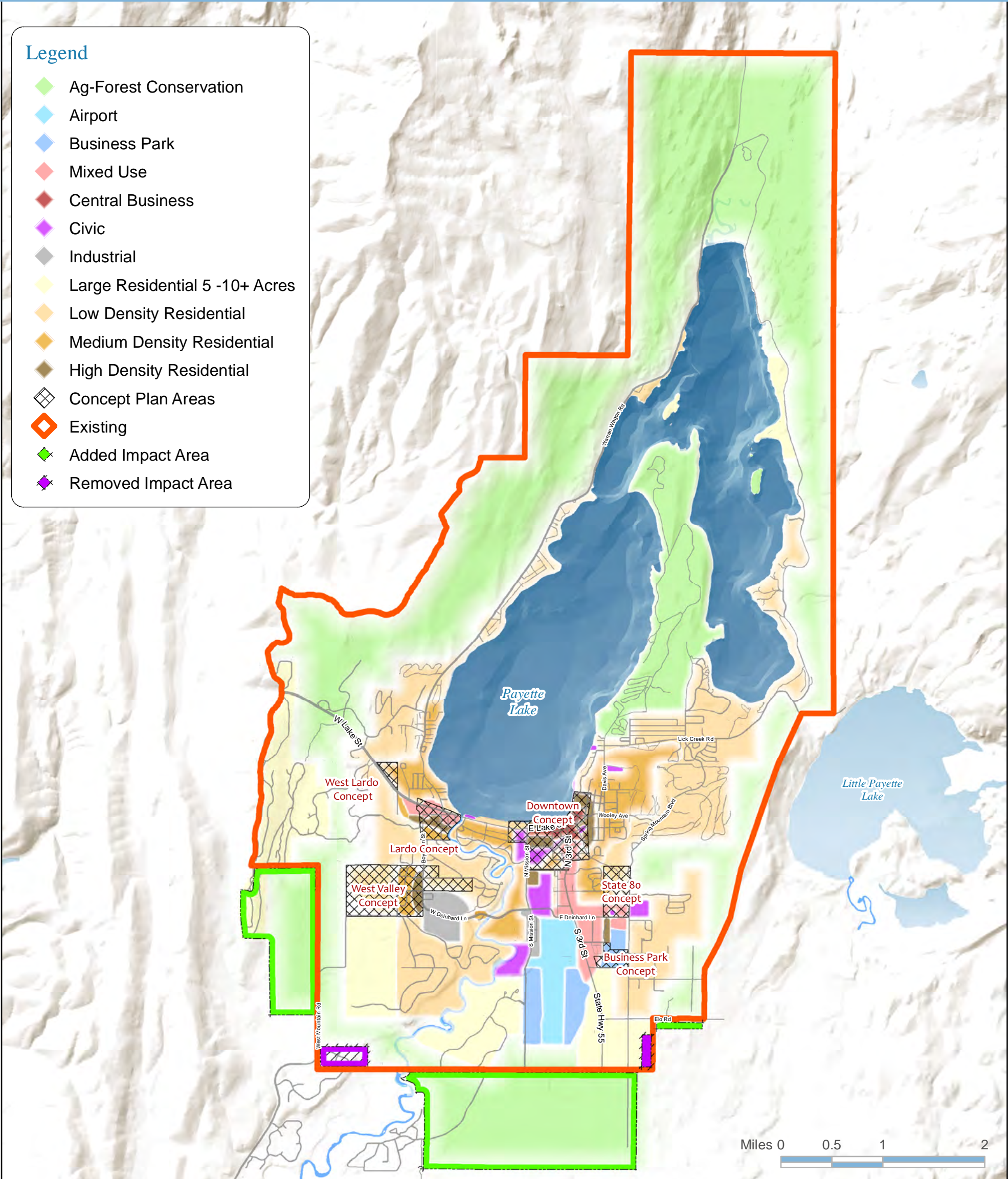
Business Park. This land use designation is intended to provide for office, light industrial, and other employment facilities. A mix of uses is allowed. BP is applied to properties with land characteristics suitable for business parks (e.g. good access, flat, can be buffered from adjacent uses). *Implementing Zoning Districts: RE, CC*

Civic. This land use designation is intended to provide for governmental offices and other civic facilities including governmental, cultural, and recreational facilities. Mixed use is allowed in combination with public uses. On the Future Land Use Map, it is applied to schools, parks, the hospital, and other selected public properties. *Implementing Zoning Districts: CV*

Industrial. The Industrial land use designation is intended to provide for general industrial uses that will support a growing economy and yet are not detrimental to any abutting uses. Furthermore, industrial activities shall not interfere with the operation of the airport or any transportation facility. Industrial is an existing zone. *Implementing Zoning Districts: I*

Concept Plans. This designation is applied to lands which have undergone a special planning study for a subarea of McCall. Concept Plans will be used as the basis for land use reviews. These plans provide the conceptual “zoning” for an area, as well as requirements for transportation, public amenities, urban design, and other elements.

MAP 5.1: FUTURE LAND USE



-- FOR PLANNING PURPOSES ONLY--

OVERLAY DESIGNATIONS

Overlays are flexible designations that are intended to be applied in conjunction with the underlying land use designations. Current and proposed overlays are described below and shown on Map 5.2. This does not include every overlay zone in the City of McCall.

Cluster Overlay. Proposed. This designation is applied to lands that have clustering and/or village-style design that will implement the objectives of the Comprehensive Plan. It is used as a flexible designation to achieve multiple benefits.

Highway Corridor Overlay. Proposed. This designation is applied to lands shown on Map 5.2 and described below with the intent of supporting appropriate design and land use. General characteristics of each tier include:

South: Higher degree of open space, clustering of buildings, panoramic vistas, openness and distinct separation of urban and rural areas. Higher degree of setback and meandering pathways separating buildings from roadway.

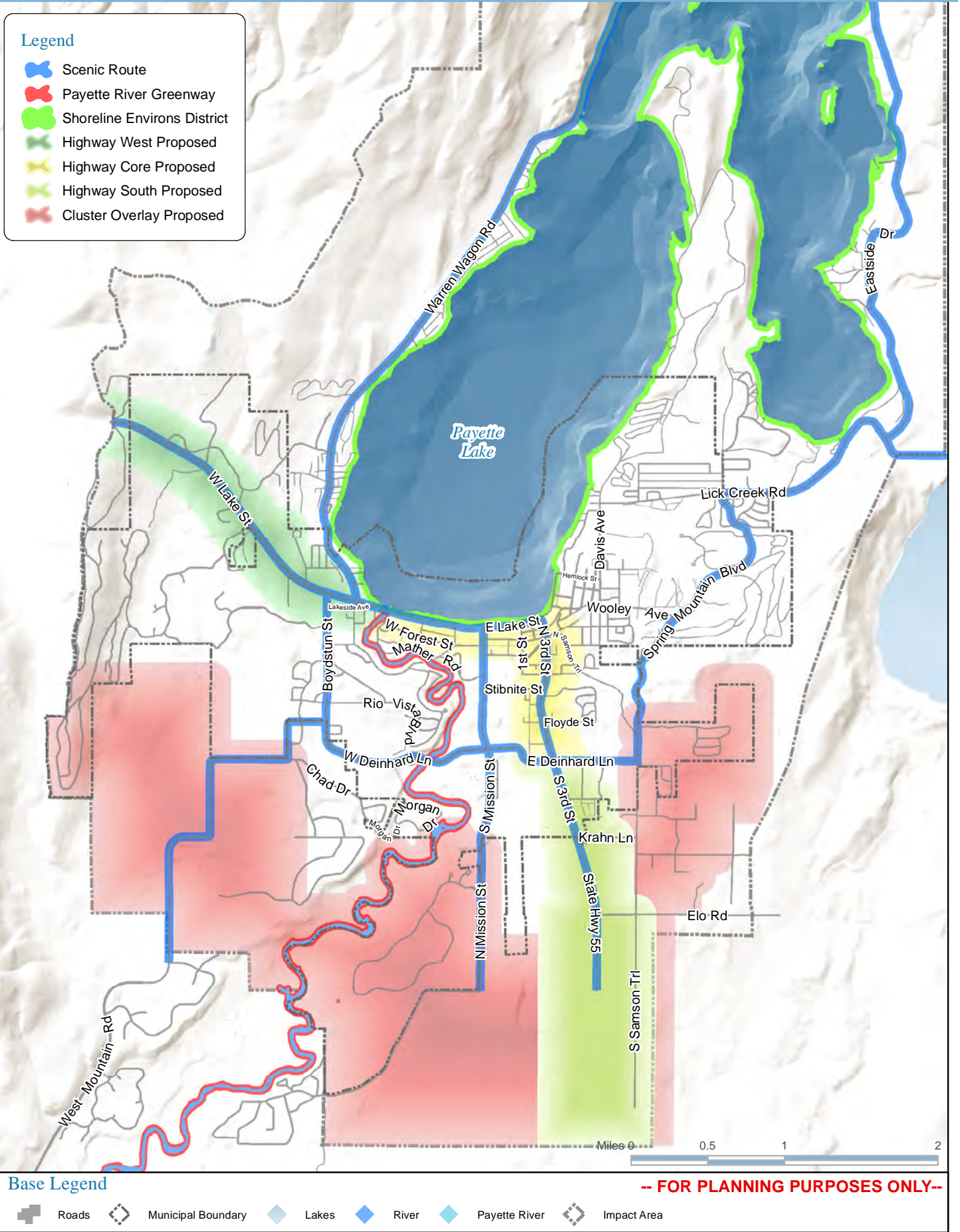
Core: Higher emphasis on preserving viewsheds, lake access, and parks that emulate the natural character. Buildings are positioned closer to the road with parallel parking in front to create an active pedestrian environment.

North: Higher degree of open space between clusters of buildings. Higher degree setback and meandering pathway separating buildings from roadway.

Scenic Route Overlay. Existing. The purpose of the scenic route overlay is to preserve, maintain, and improve visual access from public collector and arterial streets, improve the visual quality of existing streets and adjacent uses, and control the visual quality of future development.

River and Shoreline Overlay. Existing. This overlay is designed to protect the water quality of Payette Lake and the North Fork of the Payette River, as well as the aesthetic views. The most significant part of the overlay ordinance establishes a 50-ft development setback from the lake and river, which helps protect the water resources, and has a positive aesthetic effect on the environment.

MAP 5.2: OVERLAYS



LAND USE

GOALS + POLICIES

Goal 1: Plan for phased and contiguous future growth in the Impact Area.

Policy 1.1

Implement the Annexation Plan to support efficient provision of services. (See Map 5.3)

Policy 1.2

Encourage Valley County to develop incentives for clustering development and preserve open space and working agriculture land.

Goal 2: Invest in and enhance existing urbanized areas and discourage sprawl.

Policy 2.1

Implement a tiered growth pattern that will transition from a dense urban core out to less dense neighborhoods, the City limits, the annexation area, and the Impact Area.

Policy 2.2

Promote compact, walkable development patterns that support transit, connect neighborhoods, and discourage development patterns that rely solely on vehicles for transportation in urban areas of the community.

Policy 2.3

Support infill and redevelopment in the City limits, commercial areas, major activity areas, and specific areas that can easily connect to services. Appropriate types of infill include new residential units on vacant lots/areas, additions to existing units, accessory dwelling units, and residential units with businesses. (See Economy Policy 2.2 and Map 5.6)



Goal 3: Support development within a new urban renewal district to support housing, economic development, and mobility.

Policy 3.1

Encourage and incentivize development within a new urban renewal district to increase vibrancy in the downtown area. The new district includes: the original four blocks of downtown, the commercial/civic waterfront, along 3rd Street south to Floyde Street, and west to First Street. (See Map 5.4)



Goal 4: Protect and enhance public access along Payette Lake and the character of the shoreline.

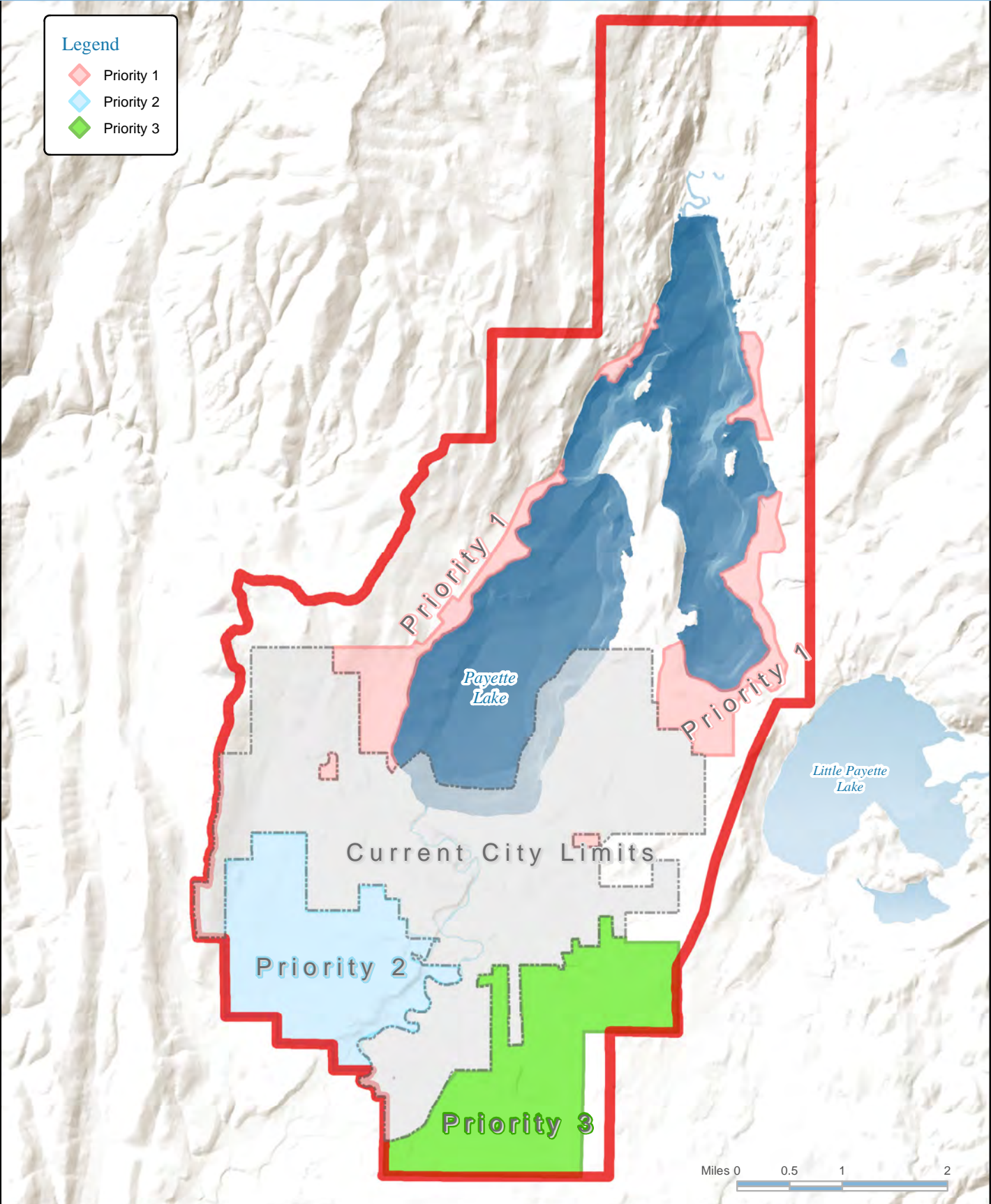
Policy 4.1

Protect the view of the shoreline from Payette Lake by regulating new shoreline development, removing key obstructions, and supporting the redevelopment of underutilized properties to add public spaces and create visual breaks.

Policy 4.2

Protect and enhance public access to Payette Lake through the acquisition of additional public lands, development of access points, and new lakefront pathway segments.

MAP 5.3: ANNEXATION PLAN



Legend

- Municipal Boundary
- Proposed Impact Area
- Lakes
- Payette River

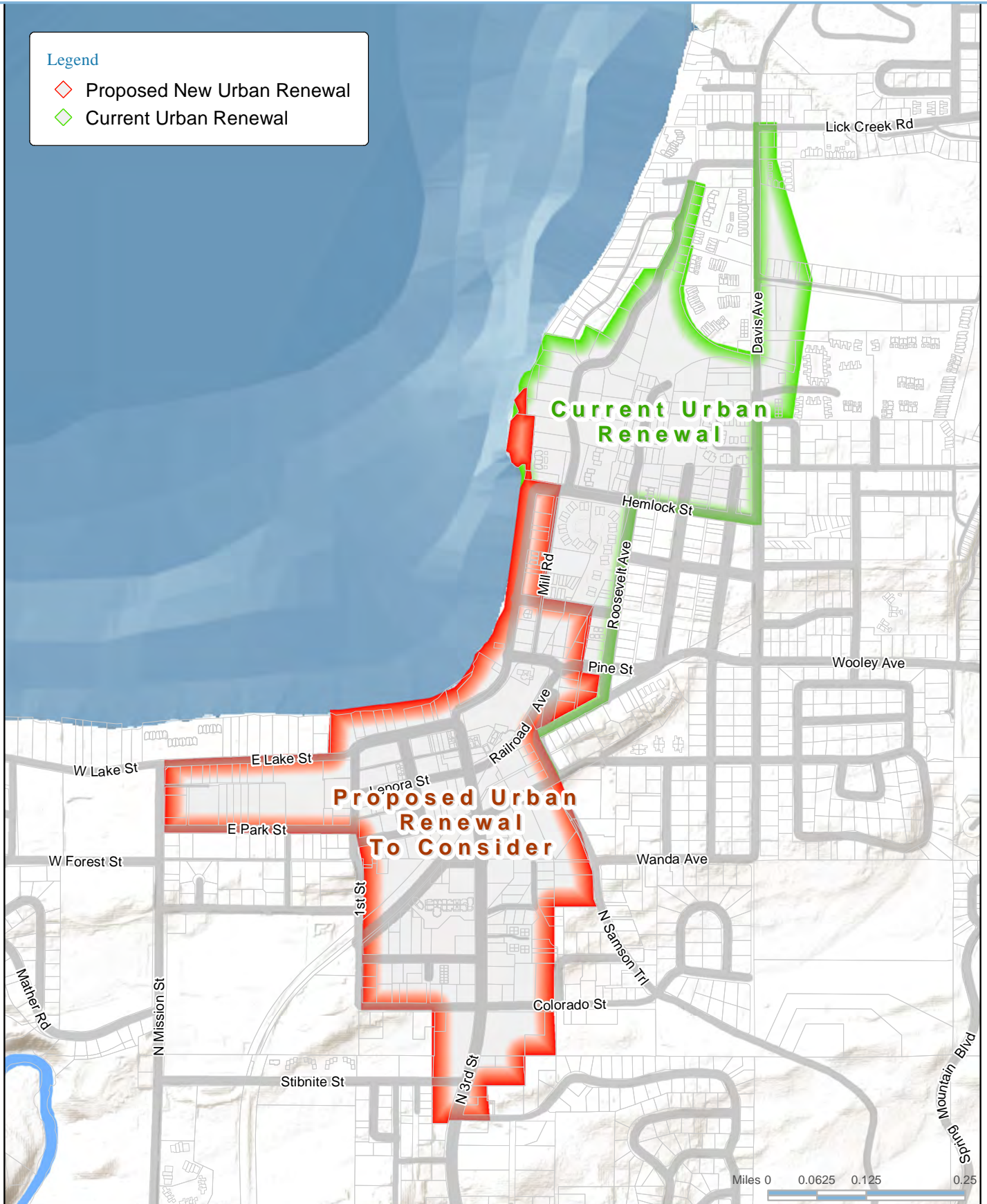
-- FOR PLANNING PURPOSES ONLY--
Any future annexation would need to follow Idaho Code, Title 50 Chapter 2.
Any change to Impact Area boundary must follow Idaho Statutes 67-6526.

MAP 5.4: URBAN RENEWAL DISTRICTS



Legend

- ◊ Proposed New Urban Renewal
- ◊ Current Urban Renewal



Base Legend

- Roads
- Lakes
- River

-- FOR PLANNING PURPOSES ONLY--

DIVE

DEEP

Goal 5: Leverage the inherent relationship between land use and transportation to align decision-making and planning efforts.

Policy 5.1

Plan for commercial development that creates mixed use centers and/or mixed use transportation corridors including building-forward design, parking in the rear or sides, sidewalks, and streetscape.

Policy 5.2

Promote infill and new development in the Central Business District and along corridors that connect to transit and are designed to encourage walking and bicycling and can therefore reduce costs associated with healthcare, local housing, and transportation.

Policy 5.3

Create a healthy and family-friendly community through development that includes a mix of land uses and housing types, affords realistic opportunities for transit, bicycle, and pedestrian travel, and provides community gathering spaces, neighborhood gardens, parks, and safe outdoor play areas for children.

Policy 5.4

Develop a plan to create a multimodal corridor on Hwy 55 that recognizes the importance of the commercial corridor and the linkage between transportation and infrastructure investment, and commercial and residential areas.

Policy 5.5

Encourage local housing options and create walkable and connected residential areas.

Goal 6: Preserve agricultural and open lands in the McCall Area.

Policy 6.1

Support protection and enhancement of the open space surrounding the City within its Impact Area.

Such protection is not limited to the physical protection of land, but includes the retention and development of working farms and participating in state and federal planning.

Policy 6.2

Consolidate development to preserve agricultural and open lands. Developments on rural land should be compact, and should result in the conservation of unbuilt land.

Policy 6.3

Require clustered residential developments with smaller building lots and larger areas of open space for larger parcel sizes in designated areas.

Policy 6.4

Permanently protect and retain open space and environmentally sensitive areas through platting, conservation easements, or other appropriate tools.



Goal 7: Promote and support the local food system and expand the market for local and sustainable food.

Policy 7.1

Incorporate urban agriculture uses into long-range planning efforts by supporting urban agricultural activities, farmers markets, and cottage industries.

Policy 7.2

Support the creation and improvement of community gardens, community kitchens, and farmers' markets that sell locally and regionally grown foods.

Goal 9: Develop accessible community gathering places that encourage interaction and provide places for people of all ages to visit and relax.

Policy 9.1

Emphasize and promote public and private parks, plazas, the McCall Public Library, and open spaces in land use planning, particularly within activity centers and along activity corridors.

Policy 9.2

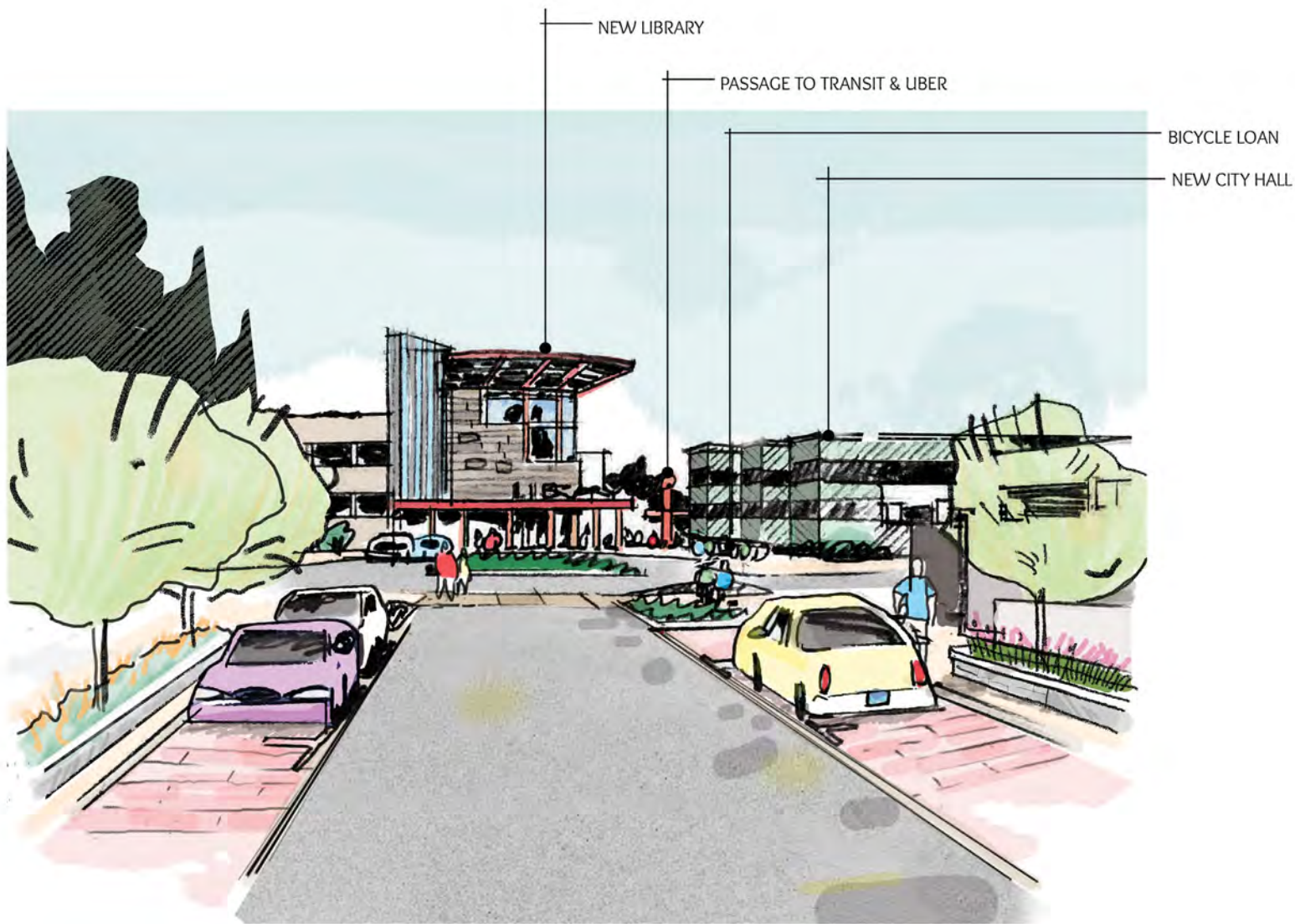
Ensure that public streets, alleyways, and other spaces are available for public events.

Goal 8: Plan and develop the Central Business District in McCall as the heart of the community, pursuant to the Downtown Master Plan.

Policy 8.1

Foster a highly pedestrian-oriented commercial center in downtown.





Goal 10: Emphasize and promote civic facilities in land use planning.

Policy 10.1

Retain and expand civic uses downtown, according to the Downtown Master Plan.

Policy 10.2

Accommodate a mix of uses on the downtown City campus.

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ENVIRONMENT AND NATURAL RESOURCES

GOALS + POLICIES

Goal 1: Preserve, enhance, and celebrate Payette Lake and surrounding adjacent property as the “crown jewel.”

Policy 1.1

Work with governmental and community partners to coordinate the management of Payette Lake.

Policy 1.2

Protect and balance the recreational experience of Payette Lake for a diversity of users, both motorized and non-motorized.

Goal 2: Improve and protect the water quality of Payette Lake.

Policy 2.1

Pursue a program to construct swales or improve natural swales in the more rural areas around the lake to intercept storm water flows outside of the development areas.

Policy 2.2.

Provide for the planning, design, and construction of more advanced and attractive retention and detention facilities to minimize off-site storm water impacts due to developments.


Policy 2.3

Preserve and create natural riparian vegetation along the shoreline.

Policy 2.4

Limit the application of herbicides and fertilizers on manicured sod/lawn along shoreline.





Goal 3: Promote, encourage, and maintain the highest standards for air quality.

Policy 3.1

Promote the use of alternative modes of transportation such as ridesharing, bicycling, walking, and transit.

Policy 3.2

Encourage new development to employ energy and sustainability standards that reduce energy demand for heating and cooling, resulting in fewer air emissions.

Policy 3.3

Promote the use of modes of transportation other than single occupancy vehicles, such as bus or ride shares, between Boise and McCall to reduce per capita vehicle miles traveled.

Policy 3.4

Promote reductions in air pollution to minimize impact to human health, sustain or improve the local economy, improve air quality, and reduce the impact of greenhouse gases.

Goal 4: Protect neighborhoods and commercial areas from detrimental noise pollution.

Policy 4.1

Ensure that new development is compatible with the surrounding environment by using noise/land use compatibility standards as a guide for future planning and development decisions.

Goal 5: Protect the night sky from light pollution in order to preserve the area's rural character.

Policy 5.1

Review, educate, and enforce codes for dark-sky lighting compliance.

Goal 6: Conserve significant natural areas and encourage the creation of new natural areas that increase the variety and quantity of fish and wildlife throughout the urban area in a manner compatible with other urban development and activities.

Policy 6.1

Regulate activities in natural resource areas that are deemed to be detrimental to the provision of food, water, and cover for fish and wildlife.

Policy 6.2

Require site evaluation for habitat, wildlife corridors, and other natural features prior to development design.

Policy 6.3

Protect habitats of sensitive species.

Policy 6.4

Encourage flexibility in the division of land, the siting and design of buildings, and other improvements to reduce the impact of development on environmentally sensitive areas.



Image Credit: Hodson, J, McCall Recreation

Goal 7: Embrace and practice sustainable government and community development that promotes McCall as a green community. For this goal, sustainability refers to meeting the needs of the present without compromising the ability of future generations to meet their needs.

Policy 7.1.

Promote community participation in environmental stewardship practices.

Policy 7.2

Utilize incentives, education, and public/private collaboration to increase energy conservation efforts throughout the community, including use of technological solutions and a reduction in consumption.

Policy 7.3

The City will serve as a role model to the community by utilizing new and emerging technologies for renewable energy.

Policy 7.4

Continue to monitor relevant federal, state, regional, and local environmental laws, standards, policies, and goals with the understanding that these will evolve with updates in scientific findings and technological development.

Goal 8: Maintain and increase McCall's urban forest as a key component of the green infrastructure network with economic and social benefits.

Policy 8.1

Achieve no net loss¹ of tree canopy coverage and strive to increase the overall tree canopy to reduce storm runoff, absorb air pollutants, reduce noise, stabilize soil, and provide habitat.

Policy 8.2

Maintain McCall's heritage trees.

Policy 8.3.

Preserve, to the extent reasonable, native vegetation consistent with ensuring wildland fire defensible space.

Policy 8.4

Strengthen incentives and requirements for tree preservation for new development.

Goal 9: Encourage approaches to development that will enhance the ability of people, wildlife, natural systems, and property to withstand and recover from natural disasters and other major disturbances.

Policy 9.1

Facilitate effective disaster mitigation by providing recommended updates to policies, programs and regulations as warranted, in preparation for natural disasters.

¹ No Net Loss refers to the balance of tree canopy loss with new canopy growth so that the total amount of tree canopy does not decrease, but remains constant or increases over time.



Image Credit: Lundgren, L, McCall Recreation



Image Credit: Whipple, C, McCall Recreation

OUR ECONOMY

POPULATION GOALS + POLICIES

Goal 1: Encourage a managed population increase, avoiding significant fluctuations in population change.

Policy 1.1

Cultivate housing and employment opportunities for full-time residents. Utilize a population guideline of 40 percent full-time residents as a basis to monitor population trends.

Policy 1.2

Consider the populations of neighboring communities, such as Lake Fork, Donnelly, and New Meadows, and develop a long-term plan for sharing commerce and population growth.

Policy 1.3

Develop and employ population growth management tools to maintain a healthy but manageable average annual population growth rate of 2%.

Goal 2: Promote and develop a generationally and culturally diverse population.

Policy 2.1

Expand McCall's image to more fully embrace its diversity of people, opportunities, and experiences.

Policy 2.2

Provide assistance, housing, and support services for the elderly so they may lead fulfilling lives and be effective participants in the community.

Goal 3: Build a stable year-round population in McCall.

Policy 3.1

Encourage young adults to stay in McCall and seek to attract young families and retirees by providing quality of life amenities, work opportunities, transportation choices, recreation opportunities, convenient healthcare, broadband, and a vibrant downtown.

Policy 3.2

Support stable employment opportunities in McCall by strengthening existing businesses and further expanding our startup, technology, medical, recreation, environmental, healthcare, and educational business sectors.



HOUSING

GOALS + POLICIES

Goal 1: Promote a variety of quality housing types for current and future residents.

Policy 1.1

Promote a diversity of local housing types including rental and ownership opportunities for singles, families with and without children, seniors, persons with disabilities, and multi-generational families.

Policy 1.2

Distribute a variety of housing types throughout the City to expand the choices available to meet the financial and lifestyle needs of McCall's diverse population.

Policy 1.3

Protect neighborhood character by preserving older homes and neighborhoods.

Goal 2: Support a local housing program as part of the vision for a diverse and year-round economy.

Policy 2.1

Develop a comprehensive local housing strategy with public/private partnerships to provide housing for a diversity of incomes.

Policy 2.2

Connect local housing to jobs, child care, schools, retail, and other amenities and services needed on a daily basis.

Policy 2.3

Manage short-term rentals to mitigate adverse impacts to the McCall community.

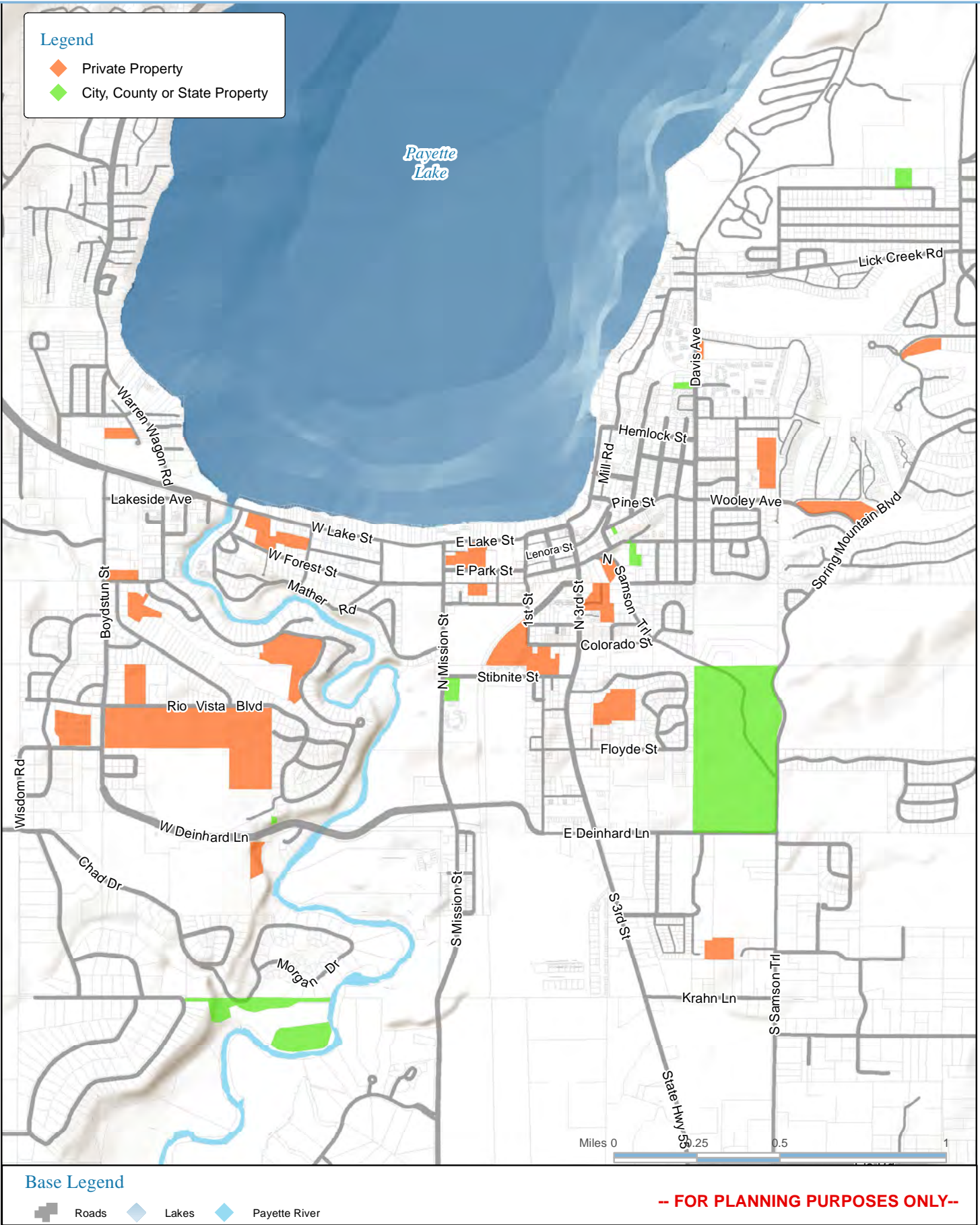
Goal 3: Support multi-faceted strategies to address local housing opportunities.

Policy 3.1

Expand the availability of local housing throughout McCall by preserving existing housing and incentivizing development to provide attainable housing.



MAP 5.5: POTENTIAL LOCAL HOUSING LOCATIONS







ECONOMIC DEVELOPMENT

GOALS + POLICIES

Goal 1: Promote quality of life ‘place-making’ as the overarching economic development strategy for McCall.

Policy 1.1

Promote public art, pathways, parks, events, festivals, and other place-making strategies.

Policy 1.2

Use environmental sustainability as an economic development strategy. (See Environment Goal 7: Sustainability on page 116)

Policy 1.3

Create unique gathering places.

Place-making: The term “place-making” refers to a wide range of community improvement strategies and initiatives that help create vibrant, safe, and friendly places by capitalizing on a McCall’s unique assets—including its history, natural resources, or public spaces, and buildings. It can include efforts to preserve the scenic or historic character of a place, provide wayfinding and trail connections, expand the affordability or type of housing choices, increase the visibility of public art, provide festivals and events, or provide broadband connections in all public places. Place-making offers many ways to build on local strengths to improve community vitality and sense of place.

DIVE

DEEP

Goal 2: Balance and diversify the local economy while maintaining environmental compatibility.

Policy 2.1

Promote, attract, and retain businesses that provide a diverse base of employment opportunities and are not subject to wide seasonal fluctuations.

Policy 2.2

Support development and redevelopment in appropriate areas, located on Map 5.6. (See Land Use Policy 2.3 on page 106)

Policy 2.3

Promote and utilize the airport, public parks, pathways, waterfronts, the McCall Public Library, and the golf course as economic assets and incentives for business/property development and redevelopment.

Policy 2.4

Provide a flexible, efficient, innovative, responsive regulatory environment.

Policy 2.5

Improve broadband and fiber-optic capacity within the city to enable improved telecommuting opportunities, cottage industries, and attraction of businesses that require high speeds of connectivity.

Goal 3: Stabilize the economy with year-round employment and job wages that match the cost of living.

Policy 3.1

Encourage development of business sectors that are compatible with the McCall Area and offer wages that allow for employees to live near where they work.

Policy 3.2

Create and support an innovative, entrepreneurial environment that encourages business investment and increased employment opportunities with higher wage opportunities, increased local tax base, and other public benefits.

Goal 4: Support McCall's economy by investing in our workforce, education systems, entrepreneurs and local businesses.

Policy 4.1

Continue to train, attract, and retain a highly skilled, educated, and flexible workforce.

Policy 4.2

Promote and provide resources and incentives for business development, recruitment, and expansion.

Policy 4.3

Prepare our workforce for jobs through education and training in strategic sectors and emerging markets through curriculum alignment, expanded technology resources, skills development, partnerships, and career development opportunities.

Policy 4.4

Ensure that zoning and land use regulations support the development of live-work space in a variety of settings around the City.

Policy 4.5

Support and continue to work with regional economic development organizations, such as the West Central Mountains Economic Development Council.

Goal 5: Promote the Central Business District as the center of commercial activity and economic growth.

Policy 5.1

Provide necessary infrastructure for redevelopment and encourage private investment within Downtown.

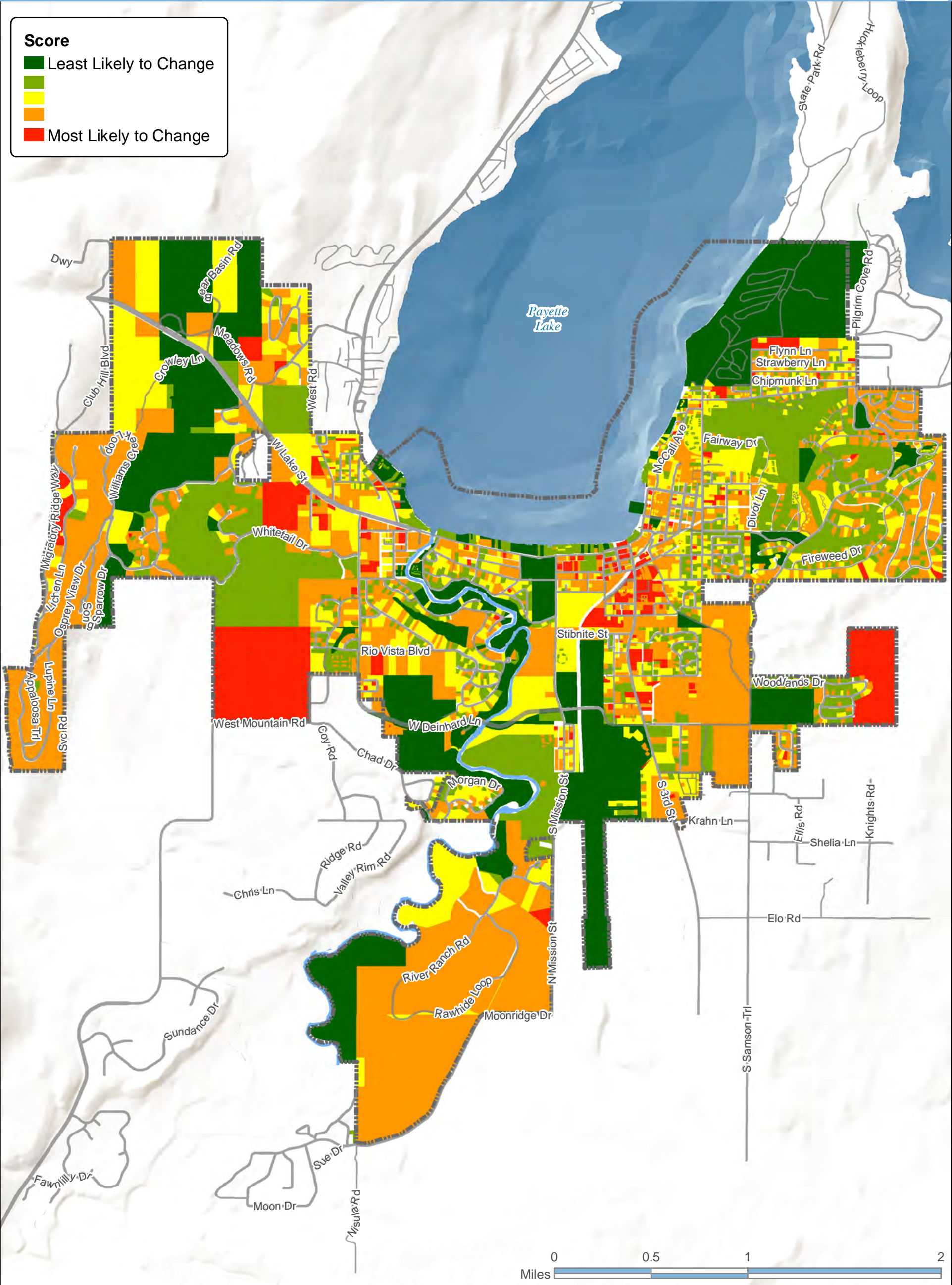
Policy 5.2

Encourage private investment to develop vacant or underutilized buildings and sites.

Policy 5.3

Provide the necessary beautification improvements to attract and encourage private investment.

MAP 5.6: LIKELIHOOD OF CHANGE



Base Legend

- Roads
- Municipal Boundary
- Lakes
- Payette River

-- FOR PLANNING PURPOSES ONLY--

An analysis identified the likelihood of change to determine which areas in McCall may develop or redevelop sooner than others. The methodology defined conditions that would spur redevelopment or development and if the condition occurs on a parcel. Criteria included whether the parcel is vacant, located in the floodplain, year built, condition of buildings, if the current land use is non-compliant with Future Land Use, large lots of 100 acres or more, etc. The more criteria a given parcel met, the more likely it is anticipated to change. This map intends to provide a visual guide to where change might reasonably occur but is not predicting or advocating for change of any parcels.

PUBLIC FACILITIES, UTILITIES, AND SERVICES

GOALS + POLICIES

Goal 1: Encourage new development to locate in areas where sewer and water services are present.

Policy 1.1

Require that adequate central sewer and water services are available as a condition of approval of all future developments.

Goal 2: Ensure that public facilities, utilities, services, and municipal buildings are managed to last their intended life, provide for the requirements of the community, and be responsive to identified social, physical, economic, and environmental constraints.

Policy 2.2

Ensure that the City's civic campus is a key anchor of the downtown.

Policy 2.3

Encourage development of a community-supported public or non-profit performing arts center.

Policy 2.4

Continue to support MCPAWS Regional Animal Shelter as a vital part of the McCall community.

Goal 3: Maintain outstanding public safety facilities and services, including hazard and disaster planning.

Policy 3.1

Support fire, safety, and police services.





For new residential development, consider alternative fee policies for new capital facilities or the expansion of existing facilities.

Bin: Food Scraps + Yard Trim

YOUR GREEN BIN FOR WEEKLY PICK-UP
 BY RECYCLING FOOD SCRAPS WE COULD EACH REMOVE APPROXIMATELY 100 LBS OF GARBAGE GOING TO THE LANDFILL AND CUT DOWN ON GLOBAL WARMING POLLUTION.

All food scraps, plate scrapings and food-soiled paper are accepted in your Green Bin. By recycling our food scraps, we can reduce the amount of garbage going to the landfill and cut down on global warming pollution.






















Identify general criteria for appropriate locations through a Telecommunications Master Plan. Preference should be given to public locations.

Explore ways of expanding high speed internet and fiber optic access to public buildings, businesses, and residences throughout the McCall Area.

Support the siting of health care facilities and services in appropriate and accessible locations within the City.

In partnership with Valley County, provide an adequate and cost-effective solid waste collection and disposal system that includes recycling, land reclamation, and composting.



Image Credit: www.mdsd.org

SCHOOLS

GOALS + POLICIES

Goal 1: Increase the scope and quality of education for McCall residents.

Policy 1.1

Develop program(s) to bridge students and the community with opportunities for internships, mentors, and career paths.

Policy 1.2

Supplement recreation facilities and sports fields that are provided by the school system. Continue to coordinate and partner with the school district on management and maintenance of shared recreation facilities.

Policy 1.3

Assist in the recruitment of a branch of public college campus, arts or cultural institution, and/or vocational college. Strive for a connection to major Idaho colleges for satellite campuses, such as MOSS, but that are more grounded in general studies or remote classes.

Policy 1.4

Continue to coordinate facilities, materials, and continuing education programs between the Public Library and the school libraries.

Policy 1.5

Encourage and utilize year-round use of the Public Library as an educational entity, especially in the summer when the school libraries are not open.

Goal 2: Continue to support and expand the Public Library's educational programming for all ages.

Policy 1.6

Continue to provide access to materials and programming from the Public Library for those who are home-bound or otherwise unable to move freely about the community.

Policy 1.7

Enhance and better publicize the Proctoring Program from the Public Library to encourage continuing education for distance learners or online educational programs.

Policy 1.8

Encourage and support partnerships with private schools in the McCall Area to assist in educational partnerships within the community.



OUR CONNECTIONS

TRANSPORTATION

GOALS + POLICIES

Goal 1: Foster a transportation system for current and future year-round needs that is safe, convenient, accessible, economical, and consistent with McCall's character.

Policy 1.1

Recognize the seasonal change in McCall traffic and prioritize strategies and projects that manage peak demand (e.g., enhancing transit service, walking and bicycling facilities, carpooling and employee incentives, parking management) over major capacity-enhancing roadway projects (e.g., road widening, intersection widening, and signalization).

Policy 1.2

When major roadway projects are implemented, opportunities to link them with other goals (e.g., green infrastructure, gateway treatments, public art) should be explored and incorporated when possible.

Policy 1.3

Develop streets that are designed and operate to be safe, comfortable, and convenient for all users, including people walking, bicycling, driving, and riding transit.



IMPROVED FACADES, ROOF LINES, CORNER ARCHITECTURE



EXTEND CURB
W/ PLANTING, SEATWALLS,
PAVING

BOULDER BARRIERS

RAISED (6") CROSSING PLAZA

DIVE

DEEP

Goal 2: Ensure critical framework streets provide safe access and circulation for all modes of travel in the City, while establishing a sense of place.

Policy 2.1

Implement streets sections that are consistent with the area's surrounding land use.

Policy 2.2

Enhance safety and efficiency of roadways and the transportation systems.

Policy 2.3

Include street enhancements during the land development process. Achieve the recommendation of the Transportation Master Plan in part through private development contributions.

Policy 2.4

Encourage a connected street network and do not approve new development of permanent dead-end streets.

Policy 2.5

Encourage coordination of road construction and maintenance decisions between the various agencies with jurisdiction.

Goal 3: Increase mode choices (bike, walking, Nordic) and route choices (connectivity of routes) to increase travel options and reduce reliance on automobile travel.

Policy 3.1

In future developments, plan for sidewalks, trails, and bicycle infrastructure that connect with the City's existing systems.

Policy 3.2

Complete and improve the pathway and sidewalk network in the City.

Goal 4: Continue to support safe and efficient transit within McCall, the Impact Area, and between other cities and communities.

Policy 4.1

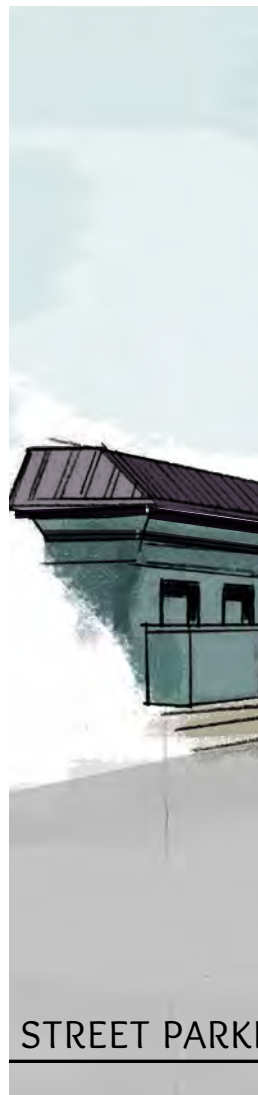
Plan development to support investment in transit options for City residents. Plan higher intensity development with access to major transit stops to support transit investment and long-term ridership.

Policy 4.2

Provide expanded, reliable transit service to mixed-use areas, business parks, medium and high-density housing, educational facilities (and similar institutions), tourist destinations, and other transit supportive land uses.

Policy 4.3

Increase marketing and information of transit services (routes and schedule) as well as the local free-pass program.



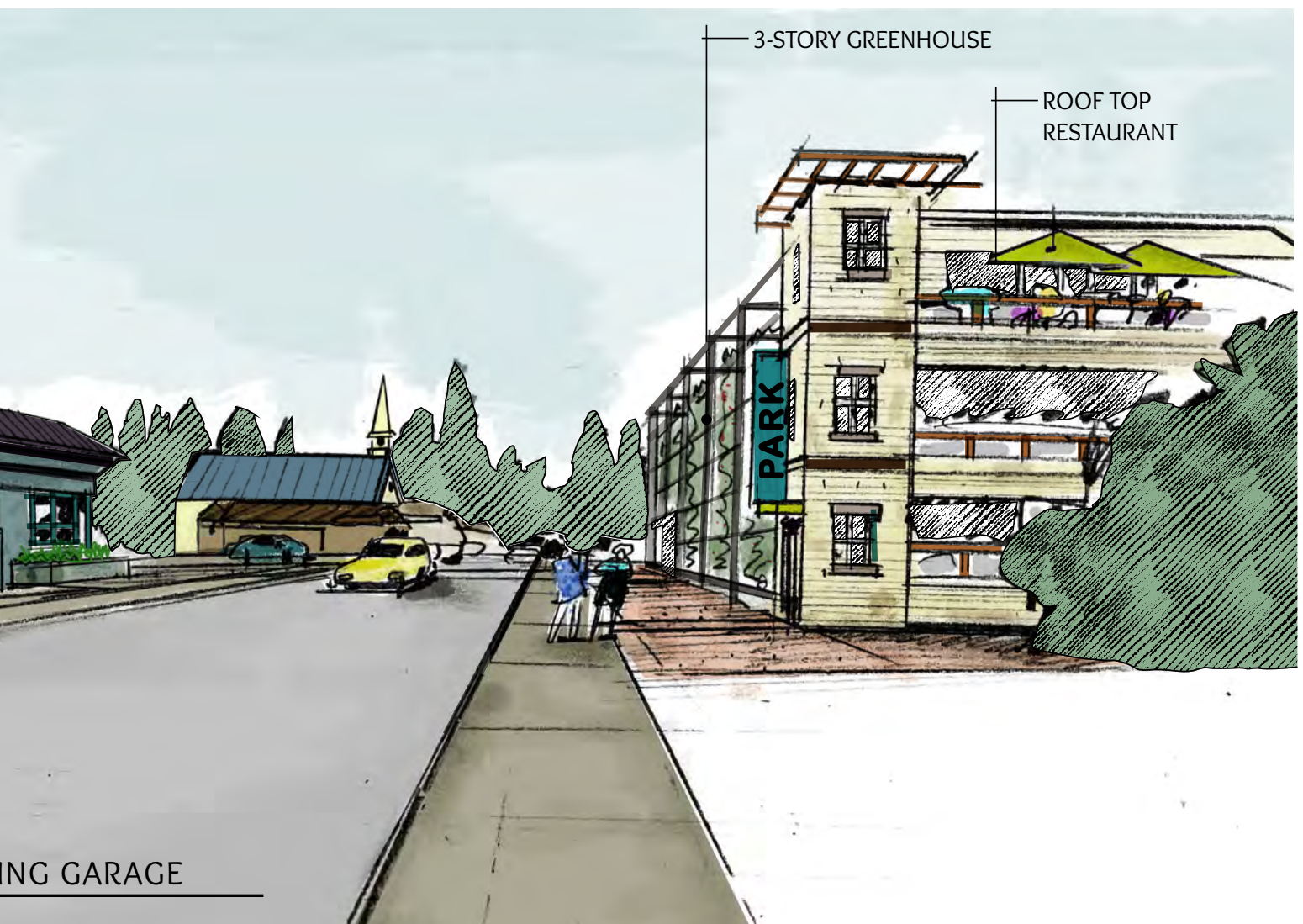


Image Credit: Albany Walk Your City

Goal 4: Evaluate and make needed revisions to parking regulations to ensure both adequate, efficient parking and attractive commercial areas.

Policy 4.1

Focus on efficiency of existing parking supply as a higher priority than increasing parking supply.

Policy 4.2

Furnish adequate and accessible parking to support the economic and pedestrian vitality of the downtown and other key public and commercial areas.

Policy 4.3

Manage recreational vehicle and trailer parking. Allow trailer/RV parking in appropriate areas.

TRAILS AND PATHWAYS

GOALS + POLICIES

Goal 1: Establish McCall as a community known for its excellent bike and trail system.

Policy 1.1

Increase connectivity, including year-round connectivity where possible, between neighborhoods and from neighborhoods to parks and greenways through the use of sidewalks, bicycle lanes, multi-use paths, and trails.

Goal 2: Extend existing trail and greenway projects to create an interconnected green infrastructure network that links all parts of McCall with parks, trails, stream corridors, recreation corridors, green streets, greenways, and agricultural lands.

Policy 2.1

Explore opportunities to connect parks, recreational facilities, trail heads, and open spaces through private property easements.

Policy 2.2

Develop a strategy to create the Payette River Greenway within the City of McCall that includes public access points.

Goal 3: Plan, design, and develop a pedestrian system that includes pedestrian trails and pathways interconnected throughout McCall and surrounding areas.

Policy 3.1

Complete the Valley County Pathway to connect the cities of McCall, Donnelly, and Cascade.

Policy 3.2

Prioritize completing the pathway system in future planning.

Policy 3.3

Prioritize short and long-term maintenance of pathways, including snow removal, so people can commute and recreate all year.

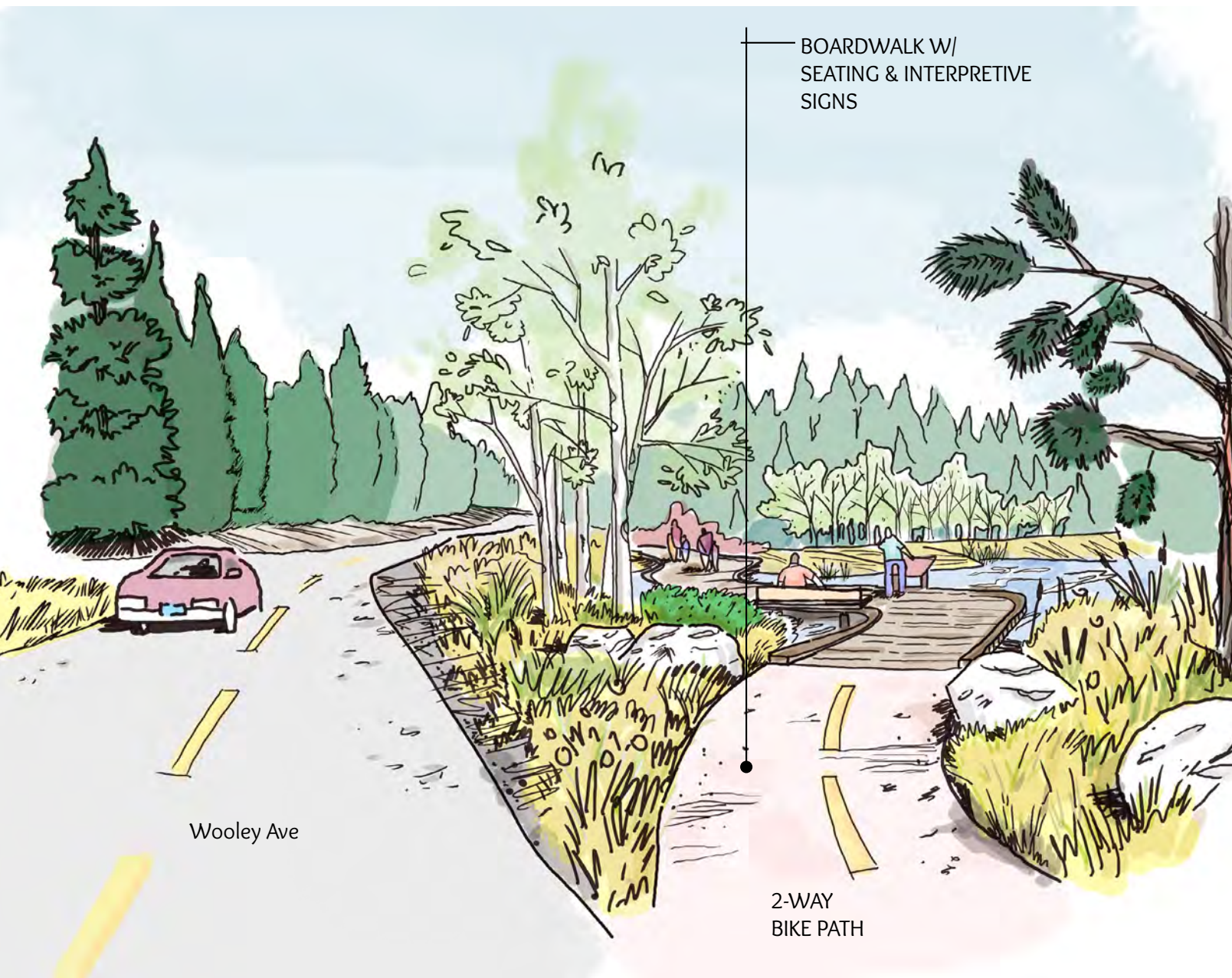
Policy 3.4

Pursue community “bike friendly” certifications and designations from organizations such as the League of American Bicycle Communities.



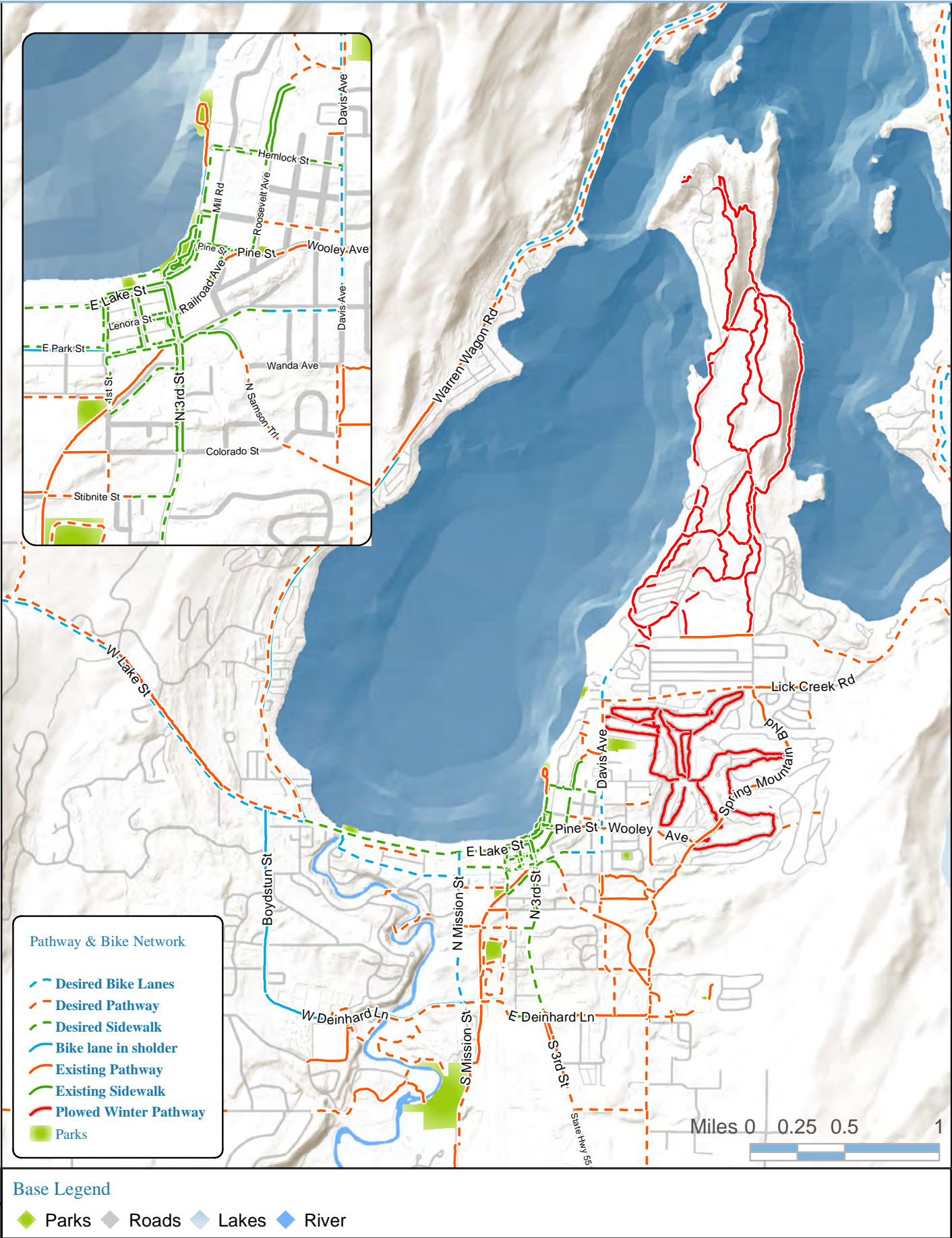
Priority pathways, sidewalks, and bike lanes identified in this 2017 Comprehensive Plan process include:

1. Pathway around Payette Lake
2. Wooley Avenue
3. Spring Mt. Boulevard
4. Warren Wagon Road
5. Davis Avenue
6. Third Street
7. Bear Basin Road
8. Sampson Trail
9. Lake Street



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MAP 5.7: PLANNED WALKWAY AND BIKEWAY NETWORK





PARKS AND RECREATION

GOALS + POLICIES

Goal 1: Enhance quality of life for all ages of residents and visitors through recreation programs, public parks, open space, and facilities.

Policy 1.1

Encourage innovation and best practices in development and design of parks, park facilities, and programming.

Policy 1.2

Establish rules and policies for drones to ensure safety and privacy needs are met.

Policy 1.3

Continue to explore a range of funding opportunities and partnerships for parks and recreation improvements and programs. Recognize the necessity of partnerships to provide parks and recreation facilities and programs.

Policy 1.4

Acquire, maintain, and improve public open space, wildlife natural areas, and parks.

Policy 1.5

Promote the City golf course as a diverse open area that can be used for range of activities, including places for golfing, walking, cross country skiing, and snowshoeing, as well as a dog park space.

Policy 1.6

Increase recreational programming to more effectively reach seniors, low income individuals, and teens.



Goal 2: Preserve the quality of and enhance access to Payette Lake and Payette River.

Policy 2.1

Foster the use of water ways for access, public recreation, and enjoyment in a manner that maintains and protects their natural character.

Policy 2.2

Create partnerships between the State, Valley County, the City of McCall, and other groups to develop guidelines for uses of Payette Lake and the surrounding lands, including state lands around the lake, and increase private education.

Policy 2.3

Fully utilize the lakeside and riverfront City property and public access points.

Policy 2.4

Address motorized and non-motorized uses of the lake and points of access to the lake.

Policy 2.5.

Acquire more lakeside and riverfront property for public access.

PUBLIC AIRPORT FACILITIES

GOALS + POLICIES

Goal 1: Continue to proactively protect the health, safety, and general welfare of both airport users and surrounding neighbors.

Policy 1.1

Operate, maintain, and develop the McCall Municipal Airport to ensure safe and efficient aeronautical facilities for all aviation users per City and FAA standards and requirements.

Policy 1.2

Operate and develop the airport in such a manner that it remains a safe and good neighbor by establishing compatible land uses around the airport.

Goal 2: Maintain and improve air service at the airport.

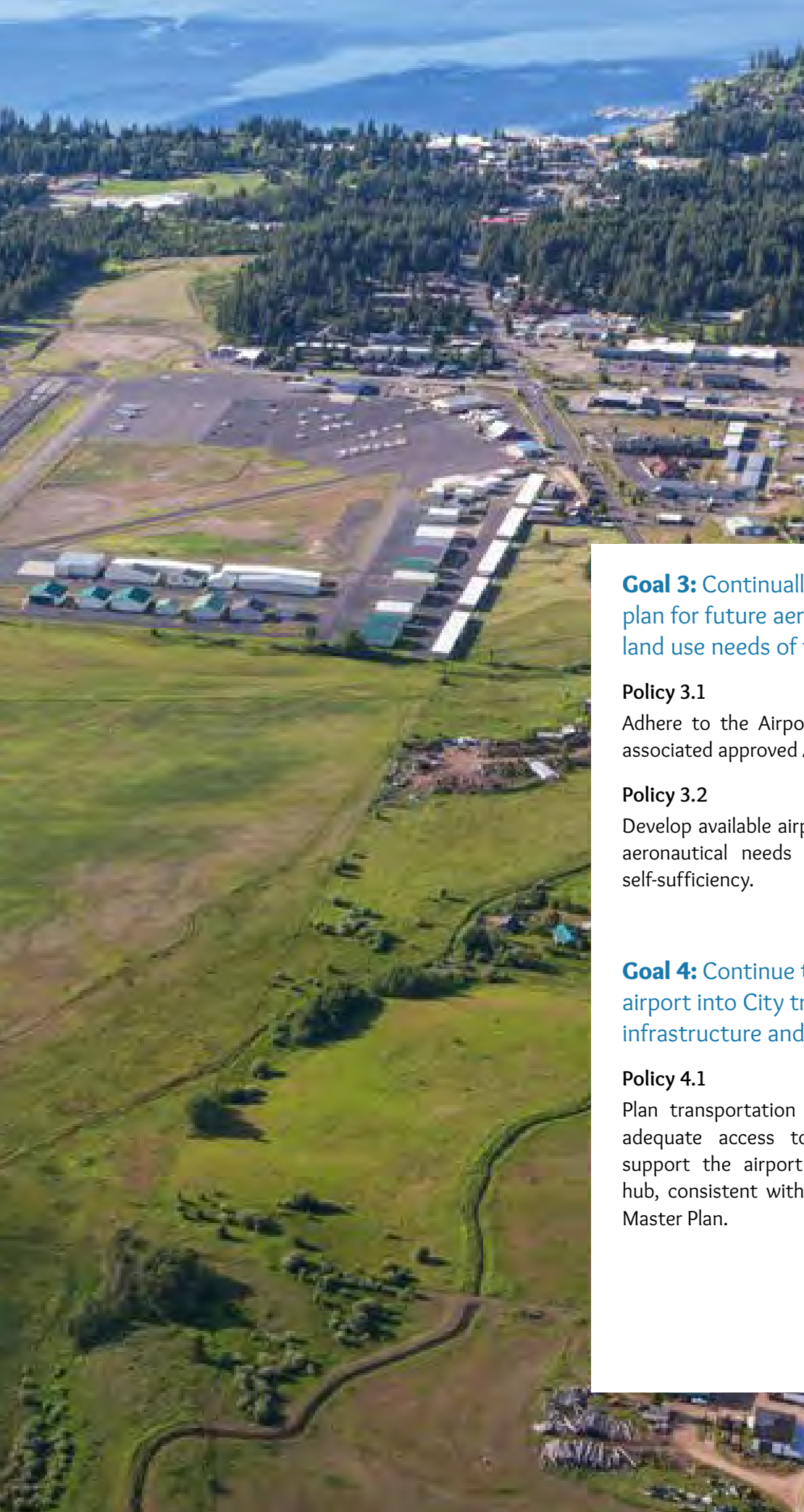
Policy 2.1

Continue proactive efforts with commercial operators and the community to maintain and improve air service options.

Policy 2.2

Continue planning and development of the airport to provide facilities that support services such as aerial firefighting, life flight, and business activity that are valued by the community.





Goal 3: Continually monitor and plan for future aeronautical and land use needs of the airport.

Policy 3.1

Adhere to the Airport Master Plan and associated approved Airport Layout Plan.

Policy 3.2

Develop available airport space based on aeronautical needs to support airport self-sufficiency.

Goal 4: Continue to integrate the airport into City transportation infrastructure and planning.

Policy 4.1

Plan transportation facilities to ensure adequate access to the airport and support the airport as an inter-modal hub, consistent with the Transportation Master Plan.

Goal 5: Plan land uses near the airport so that they are compatible with airport functions, compliant with FAA regulations, and do not negatively impact the safety and operations of the airport. Require aviation easements where needed.

Policy 5.1

Purchase (in fee simple) lands as recommended in Chapter 6 of the Airport Master Plan, Alternative Airport Concepts, and as shown on the Airport Layout Plan.

Policy 5.2

Maintain existing agricultural ground and open space in the vicinity of the airport, especially in key areas off the runway approach and departure corridors to reduce the safety risks for people and property on the ground and in the air.

Policy 5.3

Discourage high-density residential development and encourage commercial and industrial uses in the proximity of the airport that benefit from and do not conflict with aircraft operations.

Policy 5.4

Require Fair Disclosure Notification for new or substantial redevelopment of lots, buildings, structures, and certain activities near the airport notifying developers of the potential of low overhead flights, noise, dust, fumes, and other potential aviation impacts.

Goal 6: Account for the current and future economic benefit to the community when planning and developing on and around the airport.

Policy 6.1

Recognize the airport as an essential service and major contributing factor to economic development in McCall.

Policy 6.2

Encourage aviation related economic development opportunities in appropriate locations on or surrounding the airport.

Policy 6.3

In general, allow uses on and around the airport that promote the efficient mobility of goods and services consistent with regional economic development and transportation goals.

Policy 6.4

Connect the airport to downtown and commercial areas with safe, multimodal transportation options.

Goal 7: Continue to integrate the airport into the local McCall community.

Policy 7.1

Utilize the airport by hosting tours and events for the community.

Policy 7.2

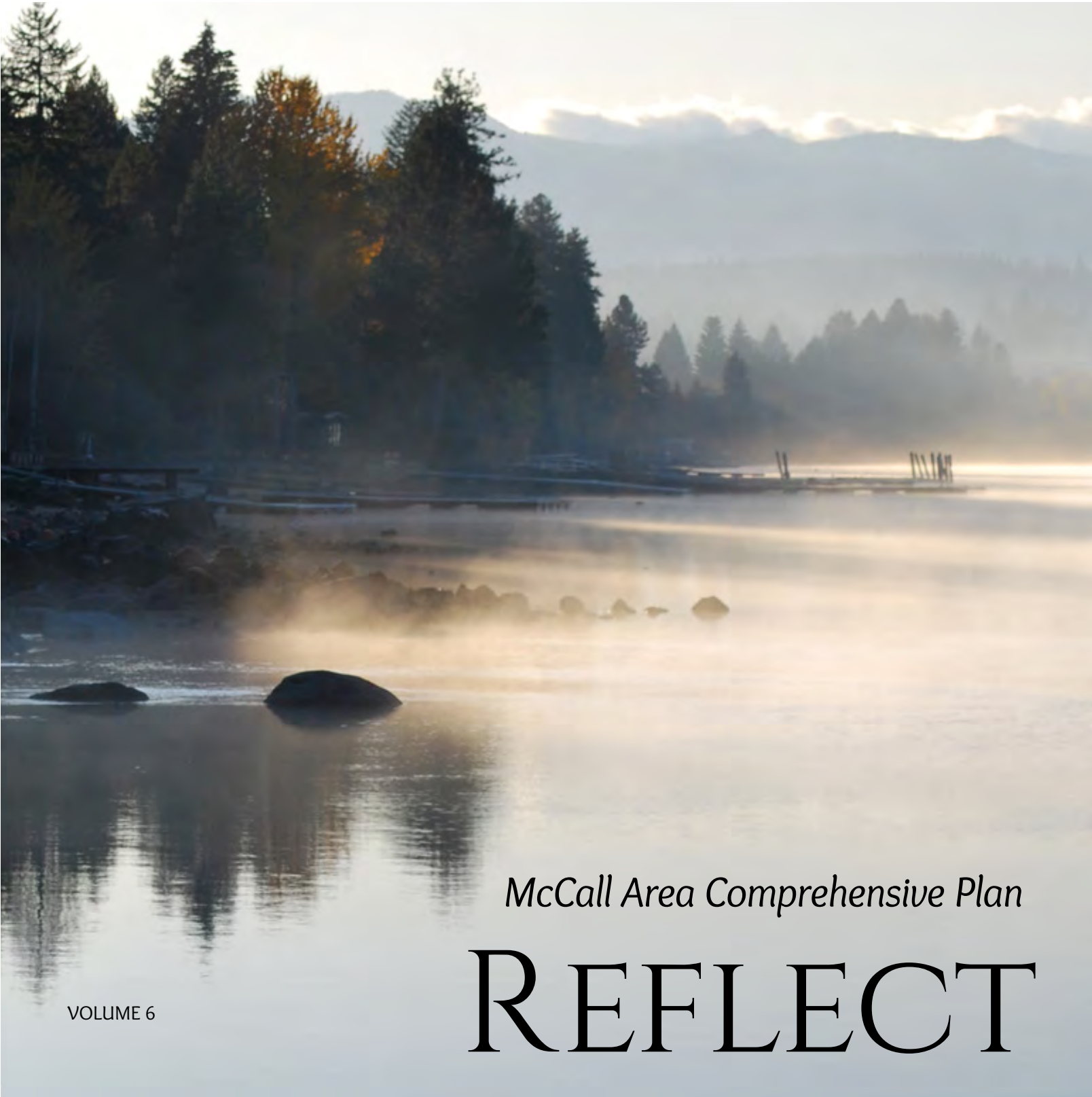
Partner with the McCall-Donnelly School District to provide opportunities for Science, Technology, Engineering, and Math (STEM) education and instruction.

Policy 7.3

Promote a public education campaign to publicize what services the airport offers.

McCALL

IN MOTION —————



McCall Area Comprehensive Plan

REFLECT

VOLUME 6



REFLECT

Ultimately, the success of this Plan will be measured by the extent to which the vision is realized through effective plan implementation.

The vision embodies what McCall, Idaho, aspires to as a community. The Plan is the lens through which the City of McCall will look when developing and interpreting policies and regulations, implementing existing plans, and entering into partnerships. It will also guide spending and provide direction for capital improvement projects (CIPs) and budget priorities.



REFLECT

Transforming vision into reality through implementation will require incremental steps over time. Seven priority projects provide the structure and direction to implement the Plan's policies and Future Land Use Map and actions.

The public's priority projects are:

- Revise the McCall's Design Guidelines and Standards
- Review development standards (building height, size, scale, intensity and parking requirements)
- Implement practices and policies to protect water quality of Payette Lake as the source of drinking water
- Develop a sustainability program with curbside recycling
- Incentivize housing for local year-round residents
- Turn additional lake front properties into public spaces and enhance lake access
- Explore options for a Payette River pathway
- Provide sustainable year-round employment

IMPLEMENTATION FRAMEWORK

WORK PLAN AND STRATEGIC PLAN

Each year, the McCall Area Planning Commission and staff should develop a work plan that selects components of the Comprehensive Plan programs and establishes how they will be implemented that year. This process should include reviewing the Action Matrix to identify potential actions for new or expanded programs.

The Comprehensive Plan projects should also be analyzed each year using the City of McCall 5-Year Capital Improvement Plan. Capital improvement projects will be rated based on nine scoring criteria described in the Capital Improvement Plan Development booklet. Higher scores will have a higher priority for the City to fund and implement. Non-capital improvement projects are prioritized as described below.

DEVELOPMENT CODE

An important tool for implementation of the McCall Area Comprehensive Plan is the City's building and land development regulatory program (Development Code). Three titles of the McCall City Codes relate to building, planning and zoning, and subdivision/development. Four major initiatives of the Comprehensive Plan will be implemented

*Image Credit: Brewster,
McCall Recreation*



Implementation is where the words and maps in the Plan meet the real world.

through updating and revising the McCall Area development codes. They include protecting McCall's natural environment; managing McCall's built environment to enhance livability and complement the natural environment; protecting McCall's scenic resources and small town character; and supporting a sustainable economy. In addition, the development codes will be revised to offer options and flexibility in compliance; clarify code requirements; and streamline the review and approval processes.

PARTNERSHIPS

Many of the projects rely on partnerships to be successfully implemented. The City and County will need to enter into partnerships with public, private, and non-profit organizations and develop coalitions with regional neighbors to address mutual concerns.

New and existing partnerships, particularly with non-profit organizations, may require capacity building through grants or other direct assistance to develop training, leadership, programs, and revenue generation and community engagement strategies. Cooperation also increases government efficiency and reduces costs through resource sharing, increased coordination, and consolidation of duplicative services.

ACTION MATRIX

During the planning process, a number of projects were identified to achieve the goals and policies established in Volume 5. Many of the identified projects, such as updating the City's codes, are designed to accomplish more than one goal or policy. The following Action Matrix organizes implementation projects among the three main themes of the Comprehensive Plan: Our Character, Our Economy, and Our Connections. Within each theme, projects are organized by the goals and policies each project is intended to implement. The matrix contains some redundancy and repeats projects that accomplish more than one goal or policy.

PRIORITIZATION CRITERIA

Of the nine scoring criteria described in the Capital Improvement Plan Development booklet, several are useful in evaluating the relative priority of the implementation projects identified in this Comprehensive Plan, including:

- The extent to which the project will help to achieve the City's Council-adopted plans and goals;
- The extent to which the public will use and benefit from the project;
- The extent to which the project has documented public support;
- The extent to which non-City funds in the form of grants, matching funds, or private donations are likely to be available to fund the project; and
- The estimated extent to which the project will stimulate desired economic development/growth within the City.

Projects are categorized based on technical analysis of a logical order of implementation, and on the extent to which the project can achieve multiple goals or policies. The relative level of immediacy of demand for the project, as expressed by plan participants, was also considered in establishing relative priorities.

Near-Term Priority Projects (0 - 5 years)

For most near-term priority projects, the relevant prioritization criteria included:

- ✓ *achievement of multiple plan goals;*
- ✓ *documented public support;*
- ✓ *stimulates desired economic development/growth;*
- ✓ *relative immediacy of the need for the project; and*
- ✓ *supports a logical implementation sequence*

Mid-Term Priority Projects (6 -15 years)

For most mid-term priority projects, the prioritization criteria included:

- ✓ *achievement of a plan goal;*
- ✓ *public use and benefit;*
- ✓ *opportunities for use of non-City funding; and*
- ✓ *lower relative immediacy of the need for the project*

The Action Matrix lists each project and identifies its priority for implementation. The resulting prioritization categories are meant to serve as general guidelines for when the projects may be funded by the City and a general prioritization of how the City should order improvement as funding becomes available. Prioritization levels may change based on changing funding levels and/or sources (e.g., grant funding that has to be used for a certain type of project); new opportunities for partnerships; and the emergence of new private development projects.

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
Community Character and Design						
CC&D Project 1	Revise the McCall Design Guidelines and Standards to preserve and promote the character of the McCall Area. Review the development code and revise as needed to promote or require energy efficiency, green infrastructure standards, renewable energy, and implement development standards that require retention of native vegetation where appropriate.	Design Guidelines/ Standards	Near-term	<ol style="list-style-type: none"> 1. Review the Downtown Master Plan for possible additions or changes to the McCall City Code and Design Guidelines. 2. Ensure that sign standards and guidelines are consistent with community character goals. 3. Ensure availability of design guidelines for public infrastructure, amenities and public plazas and parks. 4. Review Code provisions regarding non-conforming structures to allow for appropriate renovations. 5. Revise design guidelines and the Development Code for view corridor preservation. Site design and building orientation should protect significant views. 6. Develop parkland design guidelines that encourage innovative practices to create public spaces, management of uses, play spaces, landscaping, and stormwater management in parks. 7. Develop design guidelines that meet FAA guidelines while ensuring airport facilities and buildings enhance the entryway into McCall and allow appropriate surrounding development to take place. 8. Review industrial design code. Consider creating separate design code for the airport and industrial areas. 	Design guidelines should allow for creativity and unique architectural design, and should vary by development area, such as the Central Business District and adjacent residential and commercial areas. Develop mechanisms for Design Guideline implementation that are predictable, efficient and enforceable.	CC&D Policy 1.2, CC&D Policy 1.3, CC&D Policy 5.2, PRO Policy 1.1.1, A Policy 6.3

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
CC&D Project 2	Develop a portfolio of recommended green design development standards to encourage developers to incorporate 'green' design in future projects. Incorporate 'green' design in the McCall development review process in or in certification program.	Development Code/Policy; Research and Analysis	Near-term	Research published sustainable development and infrastructure Best Management Practices (BMPs), such as those adopted by the Federal Highway Administration and the Idaho Land Conservation Assistance Network. Identify water quality, energy, and land conservation BMPs that are most applicable to McCall, and prepare a guidance manual for the McCall development community.		CC&D Policy 1.1, CC&D Policy 2.4
CC&D Project 3	Review the Central Business District zoning and development standards to determine their effectiveness in achieving the goals of the Comprehensive Plan, and make adjustments as necessary.	Development Code/Policy; Research and Analysis	Near-term		Focus should be given to reviewing height, set-backs, scale, intensity, and parking requirements.	
CC&D Project 4	Create a % for the Arts Program: The program specifies that 1-2% of eligible city capital improvement project funds be set aside for the commission, purchase, and installation of artworks in a variety of settings. By providing opportunities for individuals to encounter art in parks, libraries, community centers, on roadways, bridges, and other public venues.	Development Code/Policy	Mid-term	<ol style="list-style-type: none"> 1. Create incentives for public art as part of public and private development projects. Consider allowing public art to satisfy current requirements for park land as part of new development. 2. Ensure the long-term viability of the McCall maintenance fund for public art. 		CC&D Goal 3
CC&D Project 5	Develop gateway design standards to ensure that each gateway tier is attractive and protects the character defining features of each gateway.	Design Guidelines/ Standards	Near-term		Use landscaping, open spaces, interpretive and wayfinding signage, public art, gateway monuments, and appropriate lighting at each entrance to welcome visitors and reinforce the character of McCall.	CC&D Policy 6.1

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
CC&D Project 6	Pursue abatement and removal of non-conforming signs. Review sign standards to ensure conformity with Comprehensive Plan objectives.	Design Guidelines/ Standards	Near-term			
CC&D Project 7	Revise Title 2, Chapter 4 of the City Code to clarify the duties and authority of the Historic Preservation Commission.	Development Code/Policy	Ner-Term			CC&D Goal 7

Land Use

LU Project 1	Modify the Area of the Impact boundary as shown on Map 5.1.	Development Code/Policy	Mid-term			LU Policy 1.3
LU Project 2	Identify future growth tiers and implement strategies to guide and pace growth consistent with infrastructure and service capacities.	Research and Analysis	Near-term	Map “growth tier” areas where full infrastructure capabilities currently exist (water, sewer, roadways) and consider methods to expedite the development application and review processes in these ares. Consider establishing concurrency standards that would require development of full infrastructure capacity either before or concurrent with new development. Work with infrastructure providers to identify areas in McCall where infrastructure and services are likely to be provided in the near- and long-terms to identify the most readily developable areas.		LU Policy 2.1
LU Project 3	Create an urban edge by using conservation easements, with emphasis on the south and west sides of the City.	Development Code/Policy	Mid-term			LU Policy 2.1

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
LU Project 4	Review and revise the Development Code as necessary to limit formula businesses, support infill development, accessory dwelling units, and home occupation businesses in appropriate locations. Revise non-conforming code provisions to allow for remodeling and appropriate expansion of non-conforming structures.	Development Code/Policy	Near-term	Review the Development Code to include and allow for infill and redevelopment in the Central Business District.		LU Policy 2.3, LU Policy 5.2, H Policy 1.3
LU Project 5	Create a new urban renewal district.	Development Code/Policy	Near-term		Use the existing MRA Board to plan and govern the new boundary that may include the original four blocks of downtown, the commercial/ civic waterfront, along 3rd Street south to Floyd Street, and west to Mission Street.	LU Policy 3.1
LU Project 6	Revise the Development Code to include clustering in order to protect natural features, recreational open space, view corridors, etc.	Development Code/Policy	Near-term			LU Policy 4.2
LU Project 7	Establish site plan review standards to protect natural features and viewsheds in sensitive areas of the City.	Development Code/Policy	Near-term			LU Policy 4.2
LU Project 8	Review the Shoreline Overlay Zone to determine whether revisions are necessary to implement the goals of the Comprehensive Plan. Implement appropriate development standards for both commercial and residential development.	Research and Analysis; Development Code/Policy	Near-term	Review development standards for lake shore development to mitigate visual impacts.	Development standard review could include protecting native vegetation, building setbacks and heights, and facades facing the lake design standards. The overlay zone should address building design, site planning, landscaping, and vegetation protection.	LU Policy 6.1
LU Project 9	Review lakeshore development projects to ensure appropriate public access.	Development Code/Policy	Near-term			LU Policy 6.2

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
LU Project 10	Actively pursue partnership opportunities with the Valley County, U.S. Forest Service, Department of Lands, Army Corp of Engineers and other stakeholders to help facilitate effective management of Payette Lake.	Programs and Partnerships	Near-term			LU Policy 6.2
LU Project 11	Help fund detailed waterfront planning and/or commercial shoreline overlay zone planning to encourage development, redevelopment, and improved public access along the lakefront. This could be a partnership with the McCall Redevelopment Agency (MRA).	Programs and Partnerships; Development Code/Policy	Near-term	<ol style="list-style-type: none"> 1. In partnership with affected property owners, develop an updated Waterfront Plan for a lakefront pathway or boardwalk that connects 1st Street to Brown Park. 2. Update and expand the Waterfront Area Plan. 		LU Policy 6.2
LU Project 12	Develop form-based land use regulations for the CBD that emphasize pedestrian-friendly scale; inviting store fronts; rear and side yard parking; public spaces; and other features that attract and support pedestrian movement in the CBD.	Development Code/Policy	Near-term			LU Policy 7.1
LU Project 13	Encourage voluntary land preservation and provide incentives for the dedication of land to the Payette Land Trust.	Development Code/Policy; Programs and Partnerships	Mid-term	<p>Consider methods to transfer development rights from low-density to higher-density areas in order to preserve open space and agricultural operations.</p> <p>Work with the Payette Land Trust to identify appropriate areas for conservation.</p>		LU Policy 4.2, LU Goal 8
LU Project 14	Provide incentives to encourage voluntary public access to lake shores, rivers, and other recreational areas.	Development Code/Policy; Programs and Partnerships	Mid-term	Work with the Payette Land Trust to identify appropriate areas for public access.		

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
U Project 15	Explore creative partnerships to support greenhouse development in the McCall area.	Programs and Partnerships	Mid-term		Potential partnerships include the University of Idaho's McCall Outdoor Science School, the McCall Public Library, and the Parks and Recreation Department. Consider supporting greenhouses on roof tops as a tourism, and community learning opportunity.	LU Policy 9.1
LU Project 16	Review City-owned land inventories and consider selling or leasing parcels that are not desirable for development but are well-suited for urban agriculture. Explore the feasibility of community gardens in neighborhood parks and other public spaces.	Programs and Partnerships; Research and Analysis	Mid-term		Use community garden(s) to support the food bank.	LU Policy 9.1
LU Project 17	Review the City Development Code to better accommodate urban agricultural uses, support local food production and distribution. This includes urban agricultural land uses and related infrastructure (i.e. hoop houses, fencing, and storage sheds).	Development Code/Policy	Near-term	<ol style="list-style-type: none"> 1. Create public-private partnerships to reduce the barrier of entry for start-up costs of local food system facilities through public funding, while establishing private responsibility for ongoing maintenance and operation of the venues. 2. Support development or redevelopment of City-owned parks dedicated to edible landscapes, with fruit trees, perennial herbs, fruit bearing shrubs, etc. 	Consider explicit recognition of urban agriculture as a use within appropriate zoning districts.	LU Policy 9.1
LU Project 18	Explore potential partnerships for an indoor farmer's market. Increase the number of vendors and opportunities at the outdoor farmers' market. Expand the markets to invite agricultural related businesses from neighboring communities and cities.	Programs and Partnerships	Mid-term	<ol style="list-style-type: none"> 1. Evaluate the potential for a Farmer's market on 2nd Street once reconstruction is complete. 2. Develop ideas to support a Farm to Table program. 3. Pursue a food truck court at the 1st Steet parking lot or other suitable locations. 		LU Policy 9.2

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
LU Project 19	Review the Development Code to ensure that adequate public and private parks and other gathering spaces are included in new development, especially along 2nd Street, recommended locations in the Downtown Master Plan, in mixed-use developments, along the lakeshore, and in other redevelopment areas.	Development Code/Policy	Near-term			LU Policy 11.1
Environment						
E Project 1	In collaboration with Valley County, Idaho Department of Lands, U.S. Forest Services, and other agencies, develop an updated and expanded comprehensive Lake Management Plan.	Development Code/Policy; Programs and Partnerships	Near-term	In collaboration with Valley County, Idaho Department of Lands, U.S. Forest Services, and other agencies, conduct a carrying capacity study to 1) quantify lake usage during the boating season, 2) develop a formula for estimating recreational carrying capacity under varying user conditions, and 3) evaluate Payette Lake's carrying capacity status with respect to existing lake-use data.	An updated plan should address: <ul style="list-style-type: none"> • Drinking water protection • Recreational safety management • Coordination of State and County regulations, including coordinated regulation of the lake • Back-up information for grant requests • Public education • Monitoring and quantitative benchmarks • Citizen input focused exclusively on lake and river management 	E Policy 1.1
E Project 2	In partnership with appropriate agencies, develop a Recreation Management Plan for Payette Lake that addresses such things as enforcement, wakeless zones, and public access. Explore new technology such as buoys with cameras that support keeping the zone wakeless.	Development Code/Policy; Programs and Partnerships; Research and Analysis	Near-term	Partner with Idaho Department of Lands, Valley County Sheriff's office, U.S. Forest Service, Valley County, and other stakeholder to evaluate non-motorized areas and wakeless zones of Payette Lake to determine if there are areas appropriate for expansion.		E Policy 1.2, PRO Project 7

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
E Project 3	Existing natural swales and ditches should be identified and mapped as part of the development project review process, and measures should be taken to either protect or relocate ditches and swales to preserve their function and reduce the potential for overland sheet flows.	Development Code/Policy; Research and Analysis	Near-term			E Policy 2.1
E Project 4	New stormwater management facilities should be designed to serve multiple purposes in addition to stormwater retention and detention (such as ground water recharge, wild life habitat, aesthetics, etc.).	Development Code/Policy	Mid-term			E Policy 2.1
E Project 5	Minimize sod and fertilization within McCall Area and especially along shorelines. Protect and preserve natural shoreline vegetation and trees.	Development Code/Policy	Near-term			E Policy 2.1
E Project 6	Revise and update Drainage Management Guidelines (DMG) and improve regional stormwater issues throughout the City, especially along 3 rd Street and W. Lake Street.	Development Code/Policy	Mid-term			E Policy 2.2
E Project 7	Amend the Development Code to revise design standards for water retention and detention facilities in new developments to reduce off-site stormwater effects and provide other public benefits.	Design Guidelines/Standards	Near-term			E Policy 2.2
E Project 8	Employ techniques such as financial security and performance measures to ensure proper completion and maintenance of stormwater facilities.	Development Code/Policy	Mid-term			E Policy 2.2
E Project 9	Limit outdoor burning and encourage replacing old wood-burning stoves.	Development Code/Policy	Mid-term			E Policy 3.4

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
E Project 10	Enforce the noise ordinance and decrease noise impacts from motorized vehicles and construction.	Development Code/Policy	Mid-term			E Policy 4.1
E Project 11	Review the current dark-sky lighting ordinance for consistency with dark-sky principle and current technology; identify possible updates. Consider amendments as necessary.	Development Code/Policy	Near-term			E Policy 5.1
E Project 12	Require management of solid waste to avoid attracting or feeding wildlife, as well as other methods to be a Bear Smart Community.	Development Code/Policy	Near-term			E Goal 6
E Project 13	Develop a raptor ordinance to protect nesting habitat.	Development Code/Policy	Near-term			E Policy 6.3
E Project 14	Work with Idaho Fish and Game and US Forest Service to identify key wildlife corridors.	Development Code/Policy; Programs and Partnerships	Near-term			E Policy 6.3
E Project 15	Require the configuration of development in environmentally sensitive areas to take into consideration protection of open water, wetlands, vegetative cover, habitat values, and other natural features.	Development Code/Policy; Programs and Partnerships	Near-term	As part of the site evaluation process take significant vegetation into consideration for its habitat, erosion control, fire mitigation, and visual screening values.		E Policy 6.4, E Policy 8.1

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
E Project 16	Encourage energy efficiency through programs (such as current information and rebate and incentive support from local energy utility companies, the Department of Energy, and the Environmental Protection Agency) that encourage and/ or reward citizens to use energy-efficient appliances, insulation, windows, etc. Help citizens become aware of costs and cost-savings in making changes.	Programs and Partnerships	Near-term	<ol style="list-style-type: none"> 1. Lead by example by ensuring Energy Star and LEED or similar ratings on all new City sponsored construction and major renovations. 2. Continue to support education and other incentives, such as rebates and help with water and energy conservation, so that residents and businesses will be informed of best practices and will be able to adopt environmental stewardship practices that conserve and protect natural resources. 3. Consider establishing incentives for new development to meet higher energy and sustainability building standards and techniques to reduce energy demand and resulting air emissions. 		E Policy 3.4, E Policy 7.1, CC&D Policy 2.4

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
E Project 17	Develop a sustainability program to recognize development projects in McCall that incorporate sustainable principles.	Development Code/Policy; Programs and Partnerships	Near-term	<ol style="list-style-type: none"> 1. Develop a hand guide of best practices for sustainability in: <ul style="list-style-type: none"> • Housing • Transportation • Water use • Landscaping & irrigation • Fleet management • Golf course • Waste management • Curbside recycling • Private and commercial recycling • Renewable energy 2. Set metrics for goals and to measure progress. Devote a City employee to ensuring implementation. 3. Support a green business program with awards and certification, and consider contributing to retrofitting grants. 4. Recognize individuals, businesses, and nonprofits for outstanding stewardship behaviors and practices. 		E Policy 7.1, 7.2
E Project 18	Investigate negotiating with energy companies to increase reliance on renewable energy sources.	Research and Analysis	Mid-term			E Policy 7.4
E Project 19	Install electric vehicle charging stations as public facilities.	CIP	Mid-term			E Policy 7.4
E Project 20	Use the Heritage Tree Inventory to create a monitoring system to create more effective mechanisms for establishing and protecting heritage trees on public and private property. Incentivize private development protection of large, healthy trees.	Development Code/Policy; Programs and Partnerships	Near-term	<ol style="list-style-type: none"> 1. Include identification and evaluation of heritage trees as part of the development site analysis and review process. 2. Establish a replacement requirement for the removal of heritage trees. 	Update the Heritage Tree Inventory at least every 5 years to measure the success of maintaining significant heritage trees.	E Goal 8

OUR CHARACTER

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
E Project 21	Conduct a Hazard Mitigation Master Plan to effectively assess and address hazard risks.	Development Code/Policy; Programs and Partnerships	Mid-term	Consider a regional plan with Valley County and surrounding communities.		E Policy 9.1

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
Population						
P Project 1	Continue to market the quality of the McCall-Donnelly public school system as an asset of the McCall Area.	Development Code/Policy; Programs and Partnerships	Near-term			P Policy 2.1
P Project 2	Ensure ordinances enable, and do not discourage, multi-generational family living arrangements.	Development Code/Policy	Near-term			P Policy 2.1
P Project 3	Market the availability of current and planned technology infrastructure.	Development Code/Policy; Programs and Partnerships	Near-term			P Policy 2.2
P Project 4	Encourage business opportunities for entrepreneurs who may want to live in or move to McCall.	Development Code/Policy	Near-term			P Policy 2.2
P Project 5	Provide services and programs that encourage independent living and assisted living options for older residents.	Programs and Partnerships	Near-term			P Policy 2.3
P Project 6	Provide services to enable older residents to live in in-home family situations longer (e.g. home health, hospice, senior programs).	Programs and Partnerships	Mid-term			P Policy 2.3

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
P Project 7	Increase the ethnic and racial diversity and bilingual and multilingual abilities of law enforcement, other first responders, and healthcare staff, and increase opportunities for City staff to learn languages other than English.	Programs and Partnerships	Mid-term			P Policy 3.1

Housing

H Project 1	Allow housing such as yurts, tiny homes, and container homes.	Development Code/Policy	Near-term			H Policy 1.2
H Project 2	Review setback, parking, accessory unit and other regulations that may be preventing home renovations to accommodate the changing needs of residents over time (i.e., singles marrying, small families growing larger, and empty nesters).	Development Code/Policy; Programs and Partnerships	Near-term	<ol style="list-style-type: none"> 1. Modify non-conforming use standards within the Development Code to allow remodels, historic preservation or energy efficiency upgrades, of older homes in keeping with the character of the neighborhood. 2. Encourage residents to pursue rehabilitation grants from the State of Idaho to support existing housing improvements. 		H Policy 1.3, LU Policy 2.3
H Project 3	Promote and utilize the West Central Mountains Housing Trust to spearhead local housing development by creating deed restricted housing for permanent residents.	Development Code/Policy; Programs and Partnerships	Near-term			H Policy 2.1
H Project 4	Approach current area employers to explore joint City/employer projects to develop moderate income housing in order to offer local workers an opportunity to live in McCall.	Development Code/Policy; Programs and Partnerships	Near-term			H Policy 2.1
H Project 5	Pursue new businesses that are willing to provide local workforce housing as part of their business model.	Programs and Partnerships	Near-term			H Policy 2.1

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
H Project 6	Direct housing and employment growth to sites appropriate for transit connections.	Development Code/Policy	Mid-term	Coordinate and plan for housing near public transportation networks and employment centers to reduce household transportation costs and vehicle miles traveled.		H Policy 2.2
H Project 7	Increase the availability of affordable housing through new and innovative funding mechanisms, such as public/private partnerships.	Development Code/Policy; Programs and Partnerships	Near-term	Support the recommendations of the 2017 Housing Strategy Report for implementation in a multi-faceted approach.	Residential units developed using local housing incentives should be used to provide housing for fulltime residents the McCall area. Such units shall not be used for vacation rental purposes.	H Policy 3.1
H Project 8	Develop Senior Housing in McCall.	Development Code/Policy; Programs and Partnerships	Near-term			H Policy 2.3

Economic Development

ED Project 1	Create a city grant program to encourage business enhancements (i.e. outdoor seating, landscaping enhancements, etc.).	Development Code/Policy; Programs and Partnerships	Near-term			ED Goal 1
ED Project 2	Establish a funding pool to use for City support of commercial development projects to help offset things like fees for service hookups and/or building permits, extension or construction of water/sewer service extensions, undergrounding of utility lines, sidewalk/pathways, etc.	Development Code/Policy; Programs and Partnerships	Near-term			ED Goal 2

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects		Notes	Related Goal or Policies
ED Project 3	Fund the creation a Business Welcome Packet (design, printing, and some useful items that includes the concept 'I love McCall') for new businesses in the City of McCall that would include necessary contact info, important information, key deadlines/dates, forms needed, business resources, etc. This program could also include business development support and grant assistance.	Programs and Partnerships	Near-term				ED Goal 3, 4
ED Project 4	Fund an exploratory outreach effort to test the feasibility of a South 3rd Street LID for public improvements like sidewalks, stormwater, parking, lighting, etc.	Research and Analysis	Near-term				ED Goal 5
ED Project 5	Update City website to include additional information like a comprehensive business directory and add pages and tools specifically related to economic development. A new website design combined with its improved ease of use would put forth a more professional image to the public, encourage participation the government process.	Programs and Partnerships	Near-term				ED Goal 2
ED Project 6	Organize and implement a tour for key decision makers and business owners to another like mountain town to gain ideas and perspective on approaches to shared issues such as affordable housing, infrastructure upkeep, seasonal economy, innovation, event management, short-term vacation rentals, etc.	Programs and Partnerships	Near-term			This is an idea from Leadership Park City program that has been successful.	ED Goal 3, 4

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
ED Project 7	Promote a technology hub at the McCall Public Library for internet services for remote workers and those who do not have internet services, hot spots, providing tablets, and other tools for promoting technology within the community.	Research and Analysis; Programs and Partnerships	Near-term	Explore private-public partnerships and how to utilize existing City infrastructure to invest in and provide improved broadband capacity.		ED Goal 2
ED Project 8	Conduct a feasibility study of turning lake front properties into public spaces and lake access.	Research and Analysis	Mid-term	Establish fund for public acquisition of land.		ED Goal 1
ED Project 9	Work with community partners such as schools and volunteer groups to implement placemaking strategies.	Research and Analysis	Near-term			ED Goal 1
ED Project 10	Market and promote local and regional assets by providing guides, kiosks, or wayfinding programs to highlight community assets.	Development Code/Policy; Programs and Partnerships	Near-term			ED Goal 1
ED Project 11	Identify desired street sections, infrastructure improvement needs, and opportunities for financial partnership in redevelopment areas.	Research and Analysis	Near-term	Establish a funding program for infrastructure improvements for priority projects (i.e. workforce housing, local business expansion, etc.)		ED Goal 2
ED Project 12	Consider Development Code changes to allow for reuse of existing commercial buildings to accommodate business with low-impact, innovative, entrepreneurial, or knowledge-based features.	Development Code/Policy	Near-term			ED Policy 2.4

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
ED Project 13	Review Development Code regulations to identify opportunities for streamlining development and approval procedures.	Development Code/Policy; Programs and Partnerships	Near-term	<ol style="list-style-type: none"> 1. Consider form-based zoning approaches that streamline the administrative and review process. 2. Create an informational and permitting one-stop shop for developers. 		ED Policy 2.4
ED Project 14	Provide technical assistance to aid developers in accessing funding or incentive programs.	Programs and Partnerships	Mid-term			ED Policy 2.4
ED Project 15	Encourage and support the development of small business incubators. Provide concise information to new business start-ups.	Programs and Partnerships	Near-term	Promote “start-up districts” where new businesses benefit from locating near transportation infrastructure, services, suppliers, mentors, and affordable support facilities.		ED Policy 3.2
ED Project 16	Collaborate with educational partners to increase access to educational opportunities for higher education, technical education, and vocational training in McCall area public schools, colleges, universities, and other educational facilities. Match job training with current and expected employment needs for existing and emerging “target industries.”	Programs and Partnerships	Mid-term	Support efforts of, and investigate linkages to, entities to provide workforce development, training, and education for in-demand occupations.		ED Policy 4.1, ED Policy 4.3

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
ED Project 17	Partner with the McCall business community to develop a Business Network Program.	Programs and Partnerships	Mid-term	<p>The program should have policies and programs to foster the development and success of local businesses by:</p> <ul style="list-style-type: none"> • Creating an inventory of locally-owned businesses; • Developing a mentor programs; • Promoting the formation of worker-owned and community-owned businesses (co-ops) that sell local products; • Creating a directory of locally-produced products; • Supporting businesses at each stage of the business life cycle; • Enhancing and expanding small business development services to grow market share of small, local businesses; • Promoting work from home businesses; • Expanding economic opportunities and measurable results for Minority- and Women-Owned Business Enterprise (MBE / WBE) firms. 		ED Policy 4.2
Public Facilities						
PF Project 1	Work closely with Payette Lake Recreational Water and Sewer District to ensure that planning, policy, and operational (fees, maintenance, etc.) master plans align.	Development Code/Policy; Programs and Partnerships	Near-term	Ensure Master Plans are adopted and agencies coordinate to avoid sprawl.		PF Policy 1.1

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
PF Project 2	Explore sewer and water rate systems that would incentivize mixed-uses, public projects, and local housing. Water rates should also encourage conservation.	Research and Analysis, Development Code/Policy	Near-term			PF Policy 1.1
PF Project 3	Develop a campus plan to include an expanded library and other City facilities, sidewalk and pathway development, public meeting space, and parking and to determine the appropriate mix of uses (i.e. community center, transit center, housing, and recreation storefront).	Development Code/Policy; CIP	Near-term	<ol style="list-style-type: none"> 1. Provide for the expansion of the City of McCall Recreation Department within the civic campus area. 2. Provide a multi-purpose community center that provides neutral meeting space for non-profit groups and serves as a shared facility for senior activities, after school programs, etc. 	Provide for the expansion of the public library within the civic campus area, including enlarged children's and young adult areas, meeting rooms, public restrooms, special collection areas, and expanded areas for computers, leisure reading, work rooms, and general collection development.	LU Policy 10.1, PF Policy 2.2
PF Project 4	Evaluate the relocation of the existing City public works facility and parks maintenance facility to suitable alternative locations. Consider the use of the existing property for housing, mixed use and other uses supportive of the downtown.	Research and Analysis; CIP	Mid-term			PF Policy 2.2
PF Project 5	Conduct an Impact Fee Study to assure adequate infrastructure and public services.	Research and Analysis	Mid-term			PF Policy 4.1

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects	Notes	Related Goal or Policies
PF Project 6	Develop a Telecommunications Master Plan and update the Development Code.	Research and Analysis; Development Code/Policy	Near-term	<p>Elements of a Telecommunication Master Plan should:</p> <ul style="list-style-type: none"> • Encourage the placement of camouflaged antennas on existing structures – including, but not limited to, water tanks, existing towers, utility poles, power line towers, athletic field light poles, building rooftops, and other tall structures – with preference on public properties. • Encourage antennas to be placed on existing utility poles, camera standards, and sign structures and such structures that may be enlarged to accommodate antennas in public rights-of-way and on public properties. • Encourage shared-use (collocation) of new telecommunications facilities and limit locations to key areas in the McCall Area. • Recognize that, because of the need to have telecommunications facilities that are compatible with surrounding areas, optimal coverage may not be feasible for every wireless service at every location the McCall Area. • Screen and camouflage towers to reduce visual impact. 		PF Policy 6.1
PF Project 7	Maintain an inventory of all existing and proposed telecommunications facilities and their locations in the McCall Area, including all available tall structures that can be used for telecommunications antennas.	Research and Analysis	Near-term			PF Policy 6.1

OUR ECONOMY

Label	Project	Project Type	Priority	Additional actions/projects		Notes	Related Goal or Policies
PF Project 8	Support the expansion of St. Luke's McCall Medical Center in the current location on Forest Street.	Development Code/Policy	Near-term				PF 8.1
PF Project 9	Expand waste diversion services: <ul style="list-style-type: none"> • Develop a curbside recycling program for McCall. • Develop more effective recycling practices for construction and demolition debris. • Promote composting at homes and businesses. • Improve recycling of materials in public spaces, in trash receptacles on city streets, and at public events. 	Development Code/Policy	Near-term				PF 9.1

OUR CONNECTIONS

Label	Project	Project Type	Priority	Additional Projects	Notes	Related Goal or Policies
Transportation						
T Project 1	Implement the City's Complete Streets Policy in conjunction with development, roadway reconstruction, and when new roadways are built.	Development Code/Policy	Near-term			T Policy 1.3
T Project 2	Implement planned projects of the Transportation Master Plan.	Development Code/Policy	Near- to mid-term	Adopt street sections included in the Transportation Master Plan.		T Policy 2.1, T Policy 2.2
T Project 3	Involve Valley County, Idaho Transportation Department (ITD), McCall Fire and EMS, health providers, and transportation providers in transportation planning efforts.	Programs and Partnerships	Near-term			T Policy 2.5
T Project 4	Ensure that the McCall Area Pathways Master Plan and the City's street sections are considered during the development review process.	Development Code/Policy	Near-term			T Policy 3.1
T Project 5	Require bike parking as a condition for new commercial developments.	Development Code/Policy	Near-term			T Policy 3.1
T Project 6	As recommended in the Downtown Master Plan, pursue a transit hub at the southwest corner of the 2nd Street/ Park Street intersection.	Programs and Partnerships	Mid-term	Consider how non-bus forms of shared transportation (e.g.; bikeshare, taxi, rideshare services, pedicabs) may be able to use the transit hub.		T Policy 4.2
T Project 7	Explore feasibility of water-based taxi service in the summertime.	Research and Analysis	Mid-term			T Policy 4.2
T Project 8	Consider increasing the route and route frequency of transit to 30 minutes to make the service more accessible and attractive to residents and visitors.	Programs and Partnerships	Near-term		Coordinate and partner with Treasure Valley Transit.	T Policy 4.2

OUR CONNECTIONS

Label	Project	Project Type	Priority	Additional Projects	Notes	Related Goal or Policies
T Project 9	Explore the feasibility of a gondola or alternate transportation modes from McCall to Brundage Mountain Resort. Explore the feasibility of a bypass auto route around McCall to Brundage Mountain Resort.	Research and Analysis; CIP	Mid-term			T Policy 4.2
T Project 10	Increase wayfinding signage for existing public parking lots.	CIP	Near-term			T Policy 4.1
T Project 11	Develop a Parking Management Plan that focuses on managing demand and enhancing the efficiency of existing parking supply while considering longer-term capacity needs.	Development Code/Policy	Near-term	<ol style="list-style-type: none"> 1. Consider long-term capacity needs in developing Parking Management Plan. 2. Consider the needs of recreational vehicle users in the Parking Management Plan. 3. Consider shared parking agreements with private development that is not well utilized during peak times. 		T Policy 4.1
T Project 12	Pursue opportunities to develop a structured parking deck to reduce the amount of land parking occupies.	CIP; Programs and Partnerships		Such a structure could be collocated with private development.		T Policy 4.2

Trails and Pathways

T&P Project 1	Continue to develop and install wayfinding signage to and from trails and pathways to network connections and major destinations.	Development Code/Policy; CIP	Mid-term			T & P Policy 1.1
T&P Project 2	Continue to complete the desired pathways network from the McCall Area Pathways Master Plan. Prioritize the build-out of key network connections (e.g. Wooley Avenue to downtown).	Development Code/Policy; CIP	Near-term	Update projects and maps annually to reflect the current system.		T Policy 1.3, T & P Policy 2.2

OUR CONNECTIONS

Label	Project	Project Type	Priority	Additional Projects	Notes	Related Goal or Policies
T&P Project 3	Continue to provide pathways maps that include information for various seasons and user types.	Programs and Partnerships	Near-term			T & P Policy 2.2
T&P Project 4	Explore options for a lakefront pathway from Ponderosa State park to Rotary Park and a river pathway from Dam to Sheep bridge or beyond to Moon Ridge subdivision.	Research and Analysis; CIP	Near-term			T& P Policy 2.2
T&P Project 5	Promote and support the Safe Routes to School program and encourage all schools to get involved.	Programs and Partnerships	Near-term			T & P Policy 2.4

Parks, Recreation, and Open Spaces

PRO Project 1	Develop parkland design guidelines that encourage innovative practices to create public spaces, play spaces, landscaping, and stormwater management in parks.	Design Guidelines	Near-term			CC&D Project 1
PRO Project 2	Update the Parks and Recreation Master Plan to include identification of specific uses in each park, potential opportunities, and to coordinate future planning efforts.	Development Code/Policy	Near-term			PRO Goal 1
PRO Project 3	Pursue the creation a recreation corridor linking various sites through town, such as the old railroad right-of-way, from downtown to Sheep Bridge, the future Riverfront Park, the McCall Public Library, Skate Park, the Brundage Mountain Bike Park, Frisbee Golf Course, and airport jump base.	CIP	Mid-term			PRO Policy 1.4
PRO Project 4	Conduct a Golf Operations Facility and Needs Analysis.	Development Code/Policy	Mid-term			PRO Policy 1.5

OUR CONNECTIONS

Label	Project	Project Type	Priority	Additional Projects	Notes	Related Goal or Policies
PRO Project 5	Plan and construct a Multi-Generational Recreation Center. Consider benefits of tying facility into the expanded library at the planned City campus, and existing resources of Yellow Couch and the Senior Center.	CIP	Long-term			PRO Policy 1.6, PF Policy 2.2, PF Project 3
PRO Project 6	Develop river access points on Neal Street, River Street, and Pinedale Street. Develop Payette Lake access at appropriate locations.	CIP	Near-term			PRO Goal 2
PRO Project 7	For recreation purposes and to protect public investment, identify potential locations to expand the wakeless zone on south end of lake. Include area between Art Roberts Park and Legacy Park.	Development Code/Policy; CIP				E Project 2
PRO Project 8	Explore features such as floating docks to enable the launching non-motorized equipment and expand the area of non-motorized use.	Research and Analysis; CIP	Mid-term		Floating docks can also accommodate restroom facilities to enhance the user experience.	PRO Policy 2.4

Airport

A Project 1	Continue to pursue land acquisition to relocate east parallel taxiway (north end).	Development Code/Policy; CIP	Near-term			A Policy 2.2
A Project 2	Extend runway 34.	CIP	Near-term			A Policy 2.2
A Project 3	Construct Apron-Phase 1/remove diagonal taxiway.	CIP	Mid-term			A Policy 2.2
A Project 4	Coordinate with current and potential future users to understand their facility needs so they can be accommodated.	Programs and Partnerships	Near-term			A Policy 2.3

OUR CONNECTIONS

Label	Project	Project Type	Priority	Additional Projects	Notes	Related Goal or Policies
A Project 5	Update the Airport Master Plan and associated Airport Layout Plan.	Development Code/Policy; CIP	Near-term			A Policy 3.1
A Project 6	Enhance mobility options from Airport to downtown and other amenities to service people flying in and out of the airport.	Development Code/Policy; CIP	Near-term			A Policy 4.1
A Project 7	Purchase (in fee simple) lands as recommended in Chapter 6 of the Airport Master Plan, Alternative Airport Concepts, and as shown on the Airport Layout Plan.	CIP	Near-term		Fee simple ownership by the airport is the preferred method to provide land use compatibility. However, if agreement with the owner cannot be achieved or funding for outright purchase is not available, the airport owner can attempt to purchase aviation easements or development rights to the properties.	A Policy 5.1
A Project 8	Adopt a combination of standards and zoning techniques that will protect the airport, aviation users, and surrounding neighbors from incompatible development and potential Airport impacts.	Development Code/Policy	Near-term			A Policy 5.3
A Project 9	Develop design guidelines that meet FAA guidelines while ensuring airport facilities and buildings enhance the entryway into McCall and allow appropriate surrounding development to take place.	Development Code/Policy; CIP	Near-term			CC& D Project 1, A Policy 6.3
A Project 10	Review industrial design guidelines that apply to the airport. Consider creating separate codes for the airport and industrial areas.	Research and Analysis; Design Guidelines	Near-term			A Policy 6.3, CC&D Project 1

