

IDAHO FALLS REDEVELOPMENT AGENCY

P.O. BOX 50220

IDAHO FALLS, IDAHO 83405-0220

Thursday, June 18, 2020

Idaho Falls City Council Chambers

680 Park Avenue

Meeting Time: Noon

*In response to the COVID-19 crisis, on March 18, 2020, Governor Brad Little issued a proclamation suspending the portion of Idaho Code 74-203(5) which requires government agencies to allow the public to attend public meetings in person. The Governor encouraged, but did not require, public agencies to provide other means of participation. **Because Idaho will be in Stage 4 of Rebound Idaho which permits gatherings, the doors will be open to the public. However, because social distancing is still required seating will be extremely limited and alternative methods of participation are still highly encouraged.** Idaho Falls believes in public participation and has identified at least three methods of participation.*

1. **Via Livestream on the Internet:** The public may view the meeting at www.idahofallsidaho.gov
2. **Email:** Public comments may be shared with the IFRA board via email at bcramer@idahofallsidaho.gov
3. **Live Meeting Attendance:** Members of the public wishing to participate in a live meeting that has been legally noticed for this agenda may do so remotely through the WebEx meeting platform with a phone or a computer. This platform will allow citizens to provide testimony at the appropriate time. Those desiring meeting access may send a valid and accurate email address to bcramer@idahofallsidaho.gov no later than 11:00 a.m. on April 16th so log-in information can be sent to you prior to the meeting OR follow this link which will also access the meeting: <https://qrqo.page.link/E4jre>

A G E N D A

1. ACTION ITEM: Modifications, Additions, Changes to the Agenda
2. ACTION ITEM: Approval of Minutes: April 16, 2020 Regular Meeting
3. DISCUSSION ITEM: Update on Northgate Mile/1st Street planning efforts
4. DISCUSSION ITEM: Future Urban Renewal Projects and Approaches
5. DISCUSSION ITEM: RAI and Legislative Updates
6. Next meeting: July 16, 2020

Public hearing items are subject to change. If you have interest in a specific item, please contact the Planning Office at 208-612-8799. If you need communication aids or services or other physical accommodations to participate or access this meeting or program of the City of Idaho Falls, you may contact Ann Peterson at 208-612-8799, or the ADA Coordinator, Lisa Farris at 208-612-8323 and every effort will be made to adequately meet your needs.

IDAHO FALLS REDEVELOPMENT AGENCY

P.O. BOX 50220

IDAHO FALLS, ID 83405

April 16, 2020

Regular Meeting Minutes

Council Chambers*

*** Notice: Due to Governor Little's proclamation on March 19, 2020 and the Stay-At-Home Order given on March 25, 2020, the doors to the meeting were locked, but notice was given to the public on how to participate via any of the following ways: Submit comments in writing; participate via internet through a Webex meeting; participate via phone through Webex meeting; and watch the meeting via live stream on the City's website.**

Call to Order: Lee Radford called the meeting to order at 12:00. Lee Radford did a roll call to ensure they had a quorum present.

Members Present: Lee Radford, Brent Thompson, Chris Harvey, Kirk Larsen, Thomas Halley

Members Absent: Dave Radford, Terri Gazdik

Also Present: Brad Cramer; Ryan Armbruster Esq.; and interested citizens.

1. Modifications to Agenda: None.

2. Minutes February 20, 2020: Kirk Larsen moved to approve the minutes for February 20, 2020, Thomas Halley seconded the motion and it passed unanimously

3. Approval of Expenditures and Financial Report. Lee Radford presented the Finance Report dated April 16, 2020. The following bills were presented to be paid from the River Commons Revenue Allocation Fund: Elam and Burke \$1,696.05 for legal; Rudd & Company \$1,300.00 for audit; Rebecca Thompson, \$87.50 for transcription of minutes. The Following Bills was presented to be paid from the Pancheri Yellowstone Revenue Allocation Fund: Elam and Burke \$3,541.95 for legal.

Kirk Larsen moved to approve the Financial Report dated April 16, 2020, Thomas Halley seconded the motion and it passed unanimously.

4. Pancheri-Yellowstone Area Termination Resolution. Radford explained that this area was created when the Roger Ball Family wanted to build the Candlewood hotel, and they would need to do some improvements to the intersection and pathway alongside the hotel. Radford indicated that they didn't ask for much help with the overall infrastructure, and only asked for help on the road that enters the hotel and some of the infrastructure required by the City. Radford stated that they had intended to open the area broader to help that area to improve roads and infrastructure. Radford stated that efforts have been made over the years to let the owners know that the funds were available to be used to improve the area. Radford indicated that recently they attempted to improve the sidewalks along the highway, but after investigating there wasn't enough sidewalk going in due to the number of curb cuts and it wasn't going to be a good endeavor. Radford stated that there is almost \$1 million to return to the taxing entities.

Cramer stated that they tried to get the last project put together but they couldn't get all owners on board and at this time it is too late to put anything together and safe to move forward with the cash estimates and closing the District.

Armbruster indicated that the process to close out this District is the same as the Snake River termination. Armbruster indicated that there was a potential Bill that was introduced in the State House and went through the House that would have made termination not attractive and would have impacted the City and other taxing entities, but thankfully that did not make it out of the Senate. Armbruster indicated that Cramer sent a letter out last week advising the taxing entities that they are going through the process and getting them information. Armbruster stated that the Resolution action item will be a formal step forward. Cramer will prepare the letter and send it to the taxing entities and Tax Commission and then prepare an Ordinance for City Council to adopt, and once the final check is in hand the District will be closed.

Armbruster read the Resolution by title

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE URBAN RENEWAL AGENCY OF IDAHO FALLS, IDAHO; ALSO KNOWN AS THE IDAHO FALLS REDEVELOPMENT AGENCY, MAKING CERTAIN FINDINGS THAT REVENUES ARE SUFFICIENT TO COVER ALL ESTIMATED AGENCY EXPENSES FOR FUTURE YEARS IN THE REVENUE ALLOCATION AREA KNOWN AS PANCHEIR-YELLOWSTONE PROJECT AREA, ESTIMATING THE REMAINING PROJECT OBLIGATIONS AND COSTS, RECOMENDING TO THE CITY COUNCIL THAT THE REVENUE ALLOCATION PROVISION FOR THE YELLOWSTONE-PANCHERI PROJECT AREA BE TERMINATED, RECOMENDING FURTHER THAT CITY COUNCIL PASS AN ORDINANCE TERMINATING THE REVENUE ALLOCATION PROVISION FOR THE PANCHERI-YELLOWSTONE URBAN RENEWAL PROJECT, AND RETURNING THE REVENUE ALLOCATION AREA ____ EFFECTIVE FOR TAX YEAR 2020, PROVIDING FOR THE PAYMENT OF DELINQUENT PROPERTY TAXES, PROVIDING FOR PAYMENT OF CERTAIN EXPENSES FOR THE YEARS 2020 AND 2021, AND PROVIDING AN EFFECTIVE DATE.

Thomas Halley moved to approve the Resolution as read, Kirk Larsen seconded the motion. Lee Radford called for roll call vote: Halley, yes; Larsen, yes; Harvey, yes; Thompson, yes; Radford, yes. The motion and it passed unanimously.

5. Dr. Lee Office Updates. Cramer advised that there are deadlines with this project and the 1st deadline was hit and they provided proof of ownership by the end of 2019. The second deadline is to have all blasting for the project done by the end of June 2020. Janeal Shaw with Dr. Lee's office has concerns that with the Covid 19 problems there could be a delay on blasting and concerned with the agreement if deadlines weren't able to be hit because of the pandemic. Cramer stated that the final deadline is to complete the building and have a CO by June/July 2021 and that one should be ok. Cramer asked how the Board would feel if there were delays due to the pandemic.

Jeneal Shaw, Dr. Lee's Office. Shaw is concerned that Covid 19 might effect their project. Shaw indicated that they do have a reduced schedule and they are anticipating that their schedule will pick up in the next couple of weeks. Shaw indicated that they are moving forward with the project. Shaw stated that the they are expecting to start the blasting the last week of May and have it completed by the 1st week in June; have the foundation poured and framing done by middle of November; and work on the inside through the winter and have the project completed February 2021. Shaw stated that they performed more test holes for the utilities to determine how much will be blasted and where they will blast. Shaw stated they will have more accurate information by the end of the week. A site plan has been submitted already from the engineer and should be moving forward soon. Shaw stated that they are looking at Eagle Rock Blasting and Dan Lafferty Construction to do the blasting and they are getting bids to determine who to use. Shaw stated that they are not necessarily looking for an extension on the deadline, but is curious what the Board's thoughts are if something happened to delay the project due to Covid 19.

Radford stated that they have held the funds back when they closed the District because this is a good project that they put conditions on to move it forward. Radford asked Armbruster for the legal frame work of allowing this project to go further.

Armbruster stated that blasting can easily be extended, but the one that will be more problematic would be the completion date of June 30, 2021. Armbruster stated that if there was need for a modest extension beyond that date, it would be appropriate. Armbruster doesn't feel that there is any current action needed to be taken on this matter.

Radford asked the Board members if any one is uncomfortable working with Dr. Lee's office. Larsen wants to work with them and this project is the last one the Board is helping with. Larsen asked that they keep the Board updated on timelines. Thompson agreed with Larsen and as long as the information keeps coming he is happy to work with the project. Harvey agrees. Halley agrees and asked if they need to extend the blasting deadline or let it flow.

Shaw stated that it would be helpful to know that there is some wiggle room, however she is pushing to have it done and keep the timelines.

Armbruster suggested having a motion to authorize the Chair to send a letter to the participant, indicating that the public improvement project (blasting) should be completed no later than June 30, 2020, and if they get close to that date and need some accommodations they can discuss that. Radford agreed with that solution. Shaw agreed with the suggestion.

Kirk Larsen moved to authorize the Chair to send a letter to the participant indicating that the public improvement project should be completed no later than June 30, 2020, Thomas Halley seconded the motion and it passed unanimously.

6. RAI and Legislative Update: Armbruster stated that the Legislation went well into March and was in session after the Governor declared the 1st emergency order. Armbruster stated that they escaped without any new laws that would effect the Idaho Falls Redevelopment Agency. Armbruster indicated that if the budget freeze Bill would have gone through the taxing entities would not have been able to take the value of the improvements into their budget. Armbruster stated that the biggest thing to worry about is that the Legislature did authorize the appointment of an interim committee to evaluate property taxes and to consider some legislative relief to what some feel is a property tax overwhelming burden. Armbruster stated that the authorization for this study will include a look into the urban renewal tax increments and the "taking" of the taxes during a project term. Brad Cramer sits on the RAI Board and will get a full copy of all things. Armbruster stated that they did not accomplish much.

There was discussion about the Brownfield Grant for Northgate Mile/Yellowstone. Cramer suggested that he would put a summary report together and email it to the Board so they can be updated on the status and the next steps.

Next Regular Meeting: May 21, 2020.

Brent Thompson moved to adjourn the meeting, Kirk Larsen seconded the motion and it passed unanimously.

Respectfully Submitted: Beckie Thompson



MEMORANDUM

TO: Idaho Falls Redevelopment Agency Members

FROM: Kerry Beutler, Assistant Planning Director

DATE: Friday, June 12, 2020

RE: Area Wide Plan for Northgate/1st Street Area

The City of Idaho Falls received an EPA Brownfields Community-Wide Assessment grant to inventory and assess brownfield sites throughout the city. The EPA allows area-wide planning (AWP) as an eligible activity under the grant to create a vision and action plan to address brownfield conditions within an area.

During the week of March 2, 2020, the city and their consultants Stantec Consulting Services, Inc. (Stantec) and Agnew::Beck facilitated a multi-part public engagement event for the Northgate/1st Street area-wide planning (AWP) initiative.

Attached please find a draft of the summary document, capturing comments that were received as part of the week's events. Also attached is a draft market study for the area. The purpose of this report is to share findings related to trends in population, housing, employment and the real estate market for the focus areas.

The city is currently working with our consultants to finalize these documents as well as create conceptual plans for street corridors within the focus area and develop a redevelopment strategy for the area. All of this will be combined to create an overall final area wide planning document for the area. That document is anticipated to be completed this fall. As the Agency is a partner on this project we wanted to provide the draft reports as they become available.



Idaho Falls Market Study

Prepared for the City of Idaho Falls under contract to Stantec

By Agnew::Beck Consulting

05.19.20 **DRAFT**



Engage Plan Implement



Prepared by Agnew::Beck Consulting, Inc.
www.agnewbeck.com

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I. Executive Summary

Report Purpose + Methods

The City of Idaho Falls received an EPA Brownfields Community-Wide Assessment (CWA) grant to inventory and assess brownfield sites throughout the city. The EPA allows area-wide planning (AWP) as an eligible activity under the grant to create a vision and action plan to address brownfield conditions within an area. Using the EPA CWA grant, the City of Idaho Falls embarked on an AWP initiative to support redevelopment efforts in the area wide planning zone, called the focus area throughout this report. The focus area refers to an area in Northern Idaho Falls along the Northgate Mile and 1st Street corridor of just over 250 acres or 0.4 square miles. Figure 1 shows a map of the focus area, which is split into focus area A, the 1st Street Corridor and focus area B, the South Northgate Highway Corridor. Focus area A is a mix of commercial with some residential and area B is a mix of highway commercial, residential, and light manufacturing. Throughout this report the term focus area refers to both area A and area B, unless otherwise defined.

As part of this effort, the primary consultant Stantec, hired Agnew::Beck Consulting to conduct a market study of the focus area to inform the area-wide planning process. The purpose of this report is to share the findings related to trends in population, housing, employment and the real estate market. Additionally, Agnew::Beck translated projected population and job growth into demand for residential, commercial and industrial land uses within the focus area. Data is from numerous sources including: The City of Idaho Falls, the Bonneville Metropolitan Planning Organization, The Idaho Department of Labor, the American Community Survey and the Department of Housing and Urban Development.

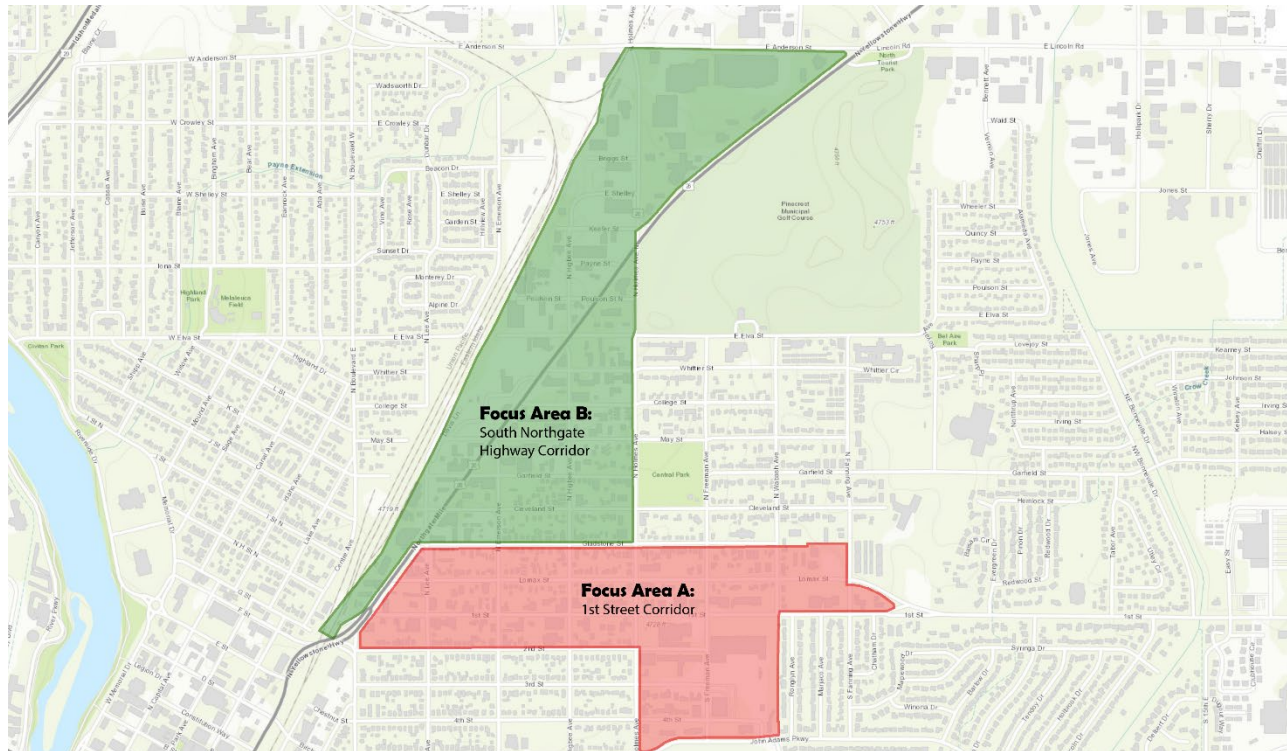
Geography

There are several types of geography that are utilized to share out demographic, housing and economic data in this report.

- **State level-** State of Idaho for comparison purposes
- **City level-** City of Idaho Falls for comparison purposes
- **Census Tract 9707-** The boundary of 9707 encompasses the focus area and some data is shared at this level to reflect trends in the focus area.
- **Block Groups 1 and 2-** Some Census data is shared at the block group level, which also closely aligns with the focus area.
- **Traffic Analysis Zone-** The Bonneville County Metropolitan Planning Organization, which is the regional transportation planning agency collects and forecasts housing and employment data at smaller geographies to plan for future transportation upgrades. TAZ boundaries that align closely, but not exactly, with the focus area are used to estimate housing and employment data within the focus area.

Focus Areas

Figure I: Area Wide Planning Focus Areas



Key Findings: Population + Employment

Key population, housing and employment trends are listed below. Please note that all data and forecasting pre-dates the COVID-19 pandemic and do not reflect economic impacts from COVID-19.

- **Slow population growth is expected in the focus area.** With an estimated current population of approximately 2,400 people, the population in the focus area is expected to grow around 3 percent over the next 20 years, adding a little less than 4 new residents annually or 0.14 percent per year.¹ Comparably, the city of Idaho Falls is expected to grow by 17 percent by 2040, adding around 11,000 new residents to the City.² Through proactive planning and new redevelopment projects, the focus area could absorb some of the City's population growth. Since the focus area is largely built out with a future focus on redevelopment, a slower population forecast is expected. The redevelopment of existing properties into new housing and commercial opportunities will likely increase the demand for housing in future years. It is also important to note that the focus area population forecast is based on the traffic analysis zone data published by the Bonneville Metropolitan Planning

¹ Bonneville Metropolitan Planning Organization, demographic estimates and projections by Traffic Analysis Zone (TAZ).

² U.S. Census Bureau, American Community Survey (ACS) 2014-2018 5-year estimates

Organization and the City of Idaho Falls population forecast was generated using historical trends reflected in Census data.

- **Close to 200 housing units may be needed in the focus area over the next 20 years.** Figure 8 in Chapter 2 shares a housing needs forecast; it is based on expected slow growth from new population (~32 units) as well as redevelopment of some of the housing stock (housing without indoor plumbing and mobile home units) into newer housing products (~160). Figure 24 in Chapter 4 shares the expected shift in housing types from single-family to more multi-family housing within the focus area.
- **Considerable job growth is expected.** It is estimated that around 1,000 new jobs will be created in the focus area by 2040, or roughly a 1.5 percent annual increase in the total number of jobs. Job growth for the City of Idaho Falls has averaged around 3.6 percent annually over the past five years and continued growth is expected. The focus area employment forecast is based on the traffic analysis zone data published by the Bonneville Metropolitan Planning Organization; other published sources for employment data are at the regional level through 2026.
- **Job growth could spur demand for 200,000 square feet of commercial space in the focus area.** Figure 21 in Chapter 4 shares the calculations to translate forecasted jobs into building space and land demand. Using industry standards for types of facility spaces and employment densities, it is expected that approximately 200,000 square feet of commercial space will be in demand over the next twenty years; this includes office, industrial/flex, retail, accommodation/food service and institutional.
- **Smaller household sizes and fewer households with children and elderly.** The focus area has an average household size of 2.29 individuals per household, which is roughly 15 percent lower than the citywide average of 2.65. Additionally, as a percentage of total households, the focus area has fewer households with children or individuals over the age of 60 when compared to city and county data. The majority of households in the focus area consist of one or two adults of working age.
- **Household income is lower.** The median household income for the focus area is approximately 75 percent of the median income of the City of Idaho Falls and 66 percent of Bonneville County.
- **Data indicates a tight rental market.** Based on data for Census Tract 9707 (the closest available representation of the data in the focus area) it appears that the rental vacancy rate in the focus area (3.9 percent) is significantly lower than the city-wide average of 7.5 percent, indicating a tight rental market. The homeowner vacancy rate on the other hand is much higher in the focus area at 7.6 percent, over three times that of Idaho Falls' average vacancy rate. A healthy vacancy rate for the housing market is around 5 percent.
- **Very little new construction occurred in the focus area.** Between 2009-2019 there were three total new construction projects in the focus area, one small commercial operation in 2016 and two new residential units in 2019. During the same time period, there were 349 permitted and approved improvement and renovation projects in the focus area, which includes roofing projects, mechanical, electrical, and plumbing updates as well as home additions and remodels, fencing and sign installations. This suggests that people are reinvesting in existing structures and adaptive reuse is occurring within the focus area.

Figure 2: Focus Areas, Census Tract and Traffic Analysis Zone Map

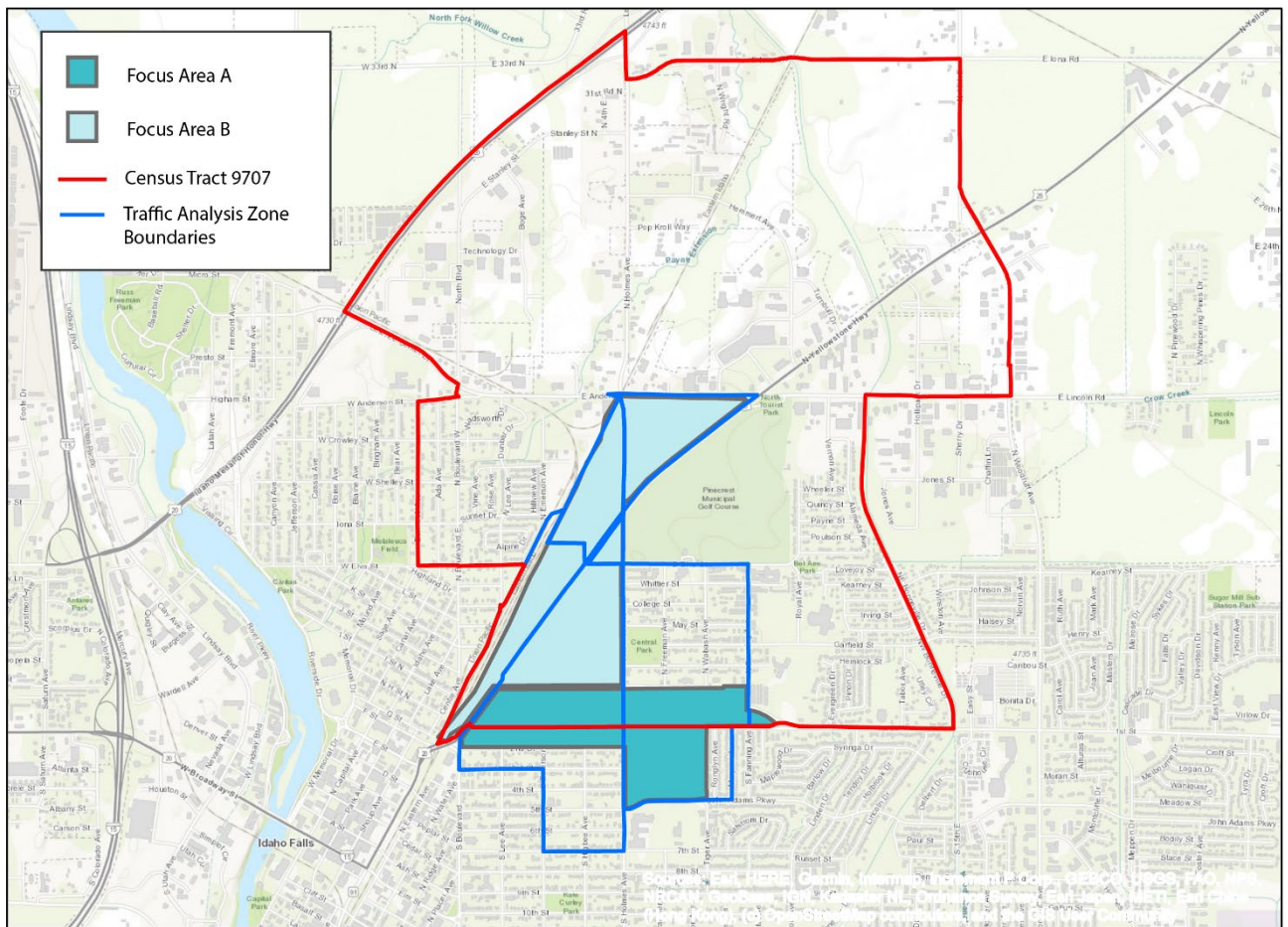


Figure 2: Population and Employment Characteristics

Population and Employment Characteristics	AWP Focus Area	Census Tract 9707	Idaho Falls	Bonneville County	Idaho
Total Population (2018)	2,372	5,821	60,147	112,397	1,687,809
Population Forecast (2040)	2,445	n/a	71,743	143,005	n/a
Average annual population growth rate since 2010	0.03%	0.58%	0.98%	1.44%	1.26%
Average annual population increase since 2010	6	264	4,494	12,184	161,012
Average Household Size	2.29	2.65	2.65	2.84	2.68
Median Household Income	\$37,871	\$38,170	\$50,482	\$56,609	\$53,089
% of Households with Children	27.48%	31.20%	35.90%	38.80%	32.50%
% of Households with 60+	22.7%	26.8%	35.5%	35.9%	32.5%
Unemployment Rate		6.8%	4.30%	3.80%	4.70%
Estimated Jobs (2019)*	3,185		26,612	56,270	768,701
Historical Annual Job Growth Rate*	1.51%		3.55%	2.35%	1.33%
Projected Jobs (2040)	4,197	n/a	Only Region 6 forecasts to 2026 are published		

Source: 2014 – 2018 American Community Survey 5-Year Estimates; Bonneville Metropolitan Planning Organization; Idaho Department of Labor

Notes: * Estimated using Bonneville Metropolitan Planning Organizations TAZ level estimates; ACS and Idaho Department of Labor QCEW. Maps of these geographies can be found in Appendix A of this report.

Figure 3: Housing Characteristics: Focus Area, Census Tract, City, and County

Housing Characteristic	Focus Area	Focus Area (%)	Census Tract 9707	Idaho Falls	Bonneville County
Total Housing Units	1,173		2,117	22,197	39,000
Owner Occupied Housing Units	535 units	46%	50%	64%	70%
Renter Occupied Housing Units	638 units	54%	50%	36%	30%
Homeowner Vacancy Rate	-		7.6	2.3	1.8
Rental Vacancy Rate	-		3.9	7.5	6.2
Overcrowded or Severely Overcrowded Households ³	31 households	3%	3%	2%	3%
Housing Units Built Before 1950	370 units	27%	3%	14%	12%

Source: 2014 – 2018 American Community Survey 5-Year Estimates.

³ More than one occupant per room. A “room” includes bedrooms, kitchens and living rooms, but not bathrooms, hallways or unfinished basements. For example, a two-bedroom apartment with a living room and a kitchen would be considered overcrowded if there were five or more people living in the apartment. The same apartment would be considered severely overcrowded if six people were living in the apartment. The vacancy rate only includes that are available for rent or for sale and is a good indicator of housing availability.

Key Findings: Development Forecast + Available Land

The team developed and compiled population, employment, and housing forecasts to model the demand for residential and commercial land in the focus area. Those development forecasts were then compared to an analysis of vacant land that currently exists within the focus area to determine whether there is adequate vacant land and properties to accommodate projected demand. For purposes of this study, vacant land is defined as sites that do not have a tenant/occupant and/or do not have any habitable structures.

- **Overall, there is a vacant land shortage of 18.8 acres in the focus area.** The focus area has a total of 40.0 acres of vacant land, which is not adequate to meet the combined commercial and residential demand of 58.8 acres over the next 20 years. This indicates that demand will either move elsewhere or additional redevelopment will be needed to more intensively utilize existing properties.
- **Commercial development faces a shortage of vacant land in the focus area.** When looking at land that currently allows commercial and industrial activities, there will likely be a shortage of 3.2 acres of vacant land in the focus area to accommodate future employment growth. This includes vacant land that is currently zoned to allow residential, as well as commercial uses. This means that the commercial development would likely be competing with residential demand for those same parcels.
- **Adequate vacant land exists to accommodate residential development in the focus area.** There is just under 29 acres of vacant land that could accommodate some form of residential development within the focus area. This would meet the forecasted need for 17.5 acres of residential development. This includes vacant lands with a zoning designation that allows for residential, as well as commercial uses, which means that residential development would likely be competing with commercial demand for those same parcels. Based on housing preferences identified at community meetings, changing demographics and the likelihood that redeveloping properties will yield higher densities, this forecast assumes that the majority of new residential development will come in the form of multi-family projects.
- **Opportunity sites offer 18.5 acres of vacant land supply that could accommodate 25 percent of the demand.** Stantec identified 18 opportunity sites within the focus area, totaling 18.5 acres, that are vacant and have a low Improvement to Land Value Ratio (ILVR). The ILVR is calculated based on property tax records and is a metric commonly used to identify parcels that are under-utilized from a development perspective.
- **Redevelopment and adaptive reuse projects are key strategies to accommodate future residential and commercial demand in the focus area.** There are several underutilized properties that can be redeveloped or adaptively reused and there is desire to rediscover and connect to the history of this area through the revitalization of existing buildings

The findings described above make a strict comparison between acreage that is in demand and acreage that is available as vacant land supply. However, it is important to note the following caveats to these estimates.

- The vacant land estimates are duplicated between residential and commercial because many of the zoning districts allow both activities. For example, if residential development outpaces commercial development and “uses-up” the majority of vacant land, there would be less commercially zoned vacant land available to meet demand. Similarly, if commercial development quickly absorbs much of the vacant land supply, there will be less land available for residential development. Overall, there is a shortage of vacant land when compared to overall demand for land in the focus area.
- Not all parcel sizes and shapes will be conducive to development depending on the size of the project being considered. Land assembly may be needed to ensure adequate parcel size.

- Not all vacant parcels are easily developed. For example, vacant parcels with existing unoccupied buildings limit development potential and/or impose higher development costs on redeveloping properties.

Figure 4: Commercial and Residential Land Supply and Demand in Focus Area (Acres)

	Total Land Area	Undeveloped Land (no structures)	Unoccupied Land (no tenant on property)	Subtotal Vacant Land Supply	Projected Demand	Potential Land Shortage or Surplus in Focus Area
	a	b	c	d=b+c	e	f=e-d
Allows Residential [1] Some duplication with Commercial	177.7	18.8	9.9	28.7	17.5	11.2
Allows Commercial [2] Some duplication with Residential	198.3	24.8	13.3	38.1	41.3	(3.2)
Public Lands [3]	0.6	0.6	0.00	0.6	0	0.6
Total Unduplicated Acres [4]	202.9	26.7	13.3	40.0	58.8	(18.8)

Source: Stantec Field Observations

[1] Includes the following zoning districts: Central Commercial, Highway and General Commercial, Limited Commercial, Multiple Dwelling Residential, Residential Mixed Use, Traditional Neighborhood.

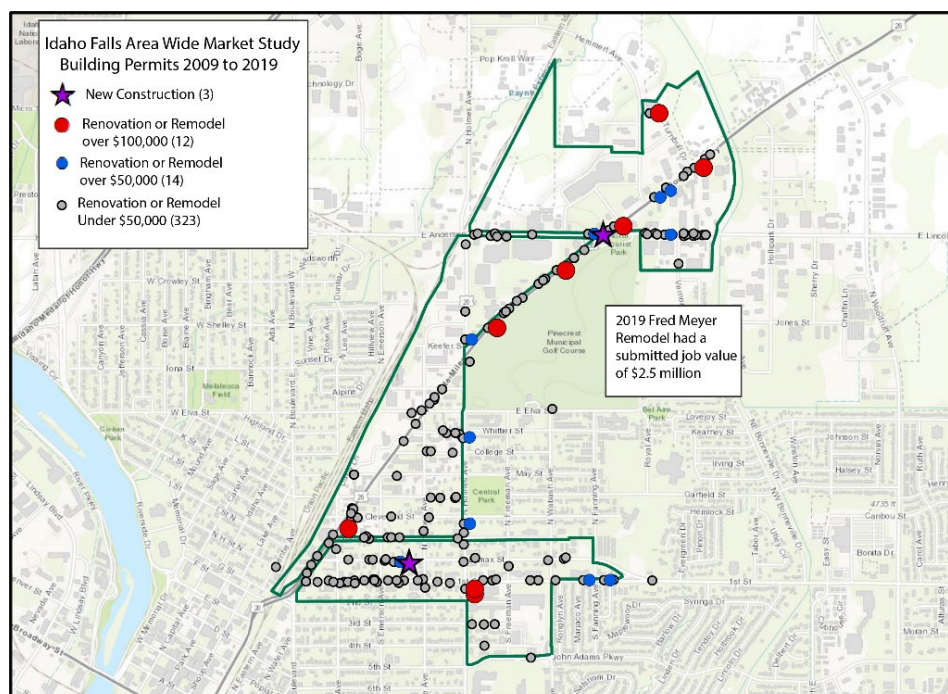
[2] Includes the following zoning districts: Central Commercial, Highway and General Commercial, Industrial and Manufacturing, Limited Commercial, Residential Mixed Use, Traditional Neighborhood.

[3] Includes the following zoning districts: Parks and Open Space

[4] Rows add to more than the total because acreage can be used for both residential and commercial uses

Key Findings: Interview Themes

During the week of March 2, 2020, the City of Idaho Falls and their consultants Stantec and Agnew::Beck facilitated a multi-part public engagement effort for the Northgate/1st Street area-wide planning initiative. The project team collected public and stakeholder input related to the community's vision, desired improvements, future developments, and ideas for activating vibrancy in the focus area. The public engagement effort included a listening session with City staff, stakeholder round table interviews, a discovery walking tour and a community workshop that included a presentation and interactive public engagement stations for the general community to provide feedback, comments and recommendations. The team engaged



*Renovations and Remodels includes all permitted construction (residential and commercial) that was not considered new construction and includes electrical, plumbing, sign installations, heating and cooling, roofing projects, and home/commercial additions.

elected officials, economic development partners, property owners, real estate brokers, community groups, residents, and the planning commission during this effort.

Some of the key findings from the conversations with key stakeholders are as follows:

More Housing. There is a need to add housing to the Northgate and 1st Street Corridors. Specifically, the need for more affordable housing and more housing choices in and around the focus area was identified by multiple stakeholder groups. Housing strategies that focus on increased density to achieve affordability and quality well-designed housing to increase the area's curb appeal were identified as potential solutions. Future housing is essential for local businesses to be successful, especially along 1st Street. Community stakeholders emphasized the need for a variety of housing types, including multi-unit, single family, and mixed-use development.

There is a need to rediscover and celebrate the history of this area. Identify ways to build excitement and strengthen the connection to the past and this place.

- Stakeholder interview

More redevelopment and reuse of older, existing properties.

There are several underutilized properties that can be redeveloped or adaptively reused for new community-serving purposes. There is desire to rediscover and connect to the history of this area through the revitalization of existing buildings. Protecting the neighborhoods character is important to the community. There is a need to create flexibility in zoning regulations to support new businesses and adaptive reuse projects (e.g., the buffering standards require a 7-ft wide landscape buffer which occupies a large portion of sites).

Business growth. There is an opportunity to develop and grow the 1st Street business corridor and support small scale industrial and manufacturing enterprises in the focus area, especially along the railroad. Business turnover has been an issue in recent years and there is a need to find viable tenants and create “business clusters” that would entice other investors and start-ups. Stakeholders identified a need to engage local businesses about future planning and capital improvement projects and an opportunity to provide incentives for local and minority owned businesses.

Recommendations for Funding & Implementation

In order to redevelop in the focus area a combination of public improvements and private development are necessary. Redevelopment is challenging in that it typically includes higher costs, such as environmental cleanup, building demolition, utility relocation and parcel assembly. Public capital improvement projects such as road and utility improvements, would support private development projects; whereas, the City will need to identify funds to perform these investments.

Overcoming these challenges requires the use of redevelopment tools and new financing sources. This section summarizes a funding strategy for implementing the recommendations in the Idaho Falls Northgate/1st Street Area-wide Planning Study. We recommend that the primary funding approach include tax increment financing (called revenue allocation funding in Idaho) through the implementation of a phased urban renewal district in combination with raising capital through federal and state grants, as well as foundations. We also recommend that private businesses and property owners in collaboration with the City consider the implementation of a business improvement district (BID) to support improved cleanliness, safety and space activation in the key commercial nodes. Other tools are also described in this section. In thinking through this approach, there are two ways to categorize the strategies that require funding:

1. **Public-private partnerships** in which some public resources or funding are used to aid private investors in launching a project within the identified opportunity sites and other privately-owned parcels within the planning area (e.g., supporting off-site public infrastructure such as roadway improvements, streetscape enhancements, and utility extensions). If an urban renewal district is formed, private development projects in the focus area will increase increment tax revenue by which the City can fund projects. Alternatively, tax increment financing from the private projects can be used to support public projects that improve the overall feasibility of the private project. For privately owned parcels, incentives and financial partnerships may be necessary. Further analysis through project *pro formas* and example projects are necessary to understand whether new redevelopment projects “pencil” or whether there are gaps that limit financial feasibility.
2. **Public improvements** are themselves investments, but also are intended to catalyze redevelopment and attract activity to an area. Public improvements can come in the form of capital projects, and programming. Options for funding public improvements and developing public/private parcels are summarized in the memo; next steps are identified.

Funding & Implementing Public-Private Partnerships

Form a Phased Urban Renewal District⁴

Urban renewal and revenue allocation financing is the main tool available to cities and counties in Idaho to assist with redevelopment within deteriorating areas. With minor exceptions, tax abatement is not an allowed incentive in Idaho. Instead urban renewal and revenue allocation financing is a common approach that is used. Enabled through Title 50, Chapter 20 (Idaho Urban Renewal Law) and Title 50, Chapter 29 (Idaho Local Economic Development Act), urban renewal and revenue allocation financing allows for the following:

Revenue dedicated for redevelopment purposes. In an urban renewal district, a portion of the property taxes collected within an urban renewal district are allocated to public improvement projects in the district boundaries. The amount is the property tax revenue that is derived from the incremental increase in assessed value between the base year the urban renewal district is formed, and the current year assessed value. Property taxes collected on the base year assessed value continue to flow to all applicable taxing entities. Many states call this tax increment financing and in Idaho the term is revenue allocation financing within a revenue allocation area (RAA), but the formula is similar. The revenue collected through urban renewal can be spent on projects that are consistent with the urban renewal plan and can include public infrastructure, such as streets, utilities, parks, parking, and public facilities. Revenue allocation funds can also be used to acquire and sell property and improve and prepare sites for development, including environmental cleanup.

Bring additional redevelopment tools. An urban renewal agency has a set of tools to help with the implementation of redevelopment projects within an urban renewal district. Examples include purchasing and assembling land, providing land write-downs, preparing the site for development and making it available for redevelopment through a developer reimbursement agreement (DRA) or other contractual process to ensure the project builds out consistent with locally adopted plans. Urban renewal agencies can enter into owner participation agreements (OPA) to spend revenue allocation funds within a district to support improved feasibility for private projects, so long as the revenue allocation funds are spent on public improvements. This

⁴ This section is based on [Idaho Statutes Title 50, Chapter 20 and Chapter 29, Urban Renewal 101 by the Association of Idaho Cities the Idaho Falls Redevelopment Agency 2019 Annual Report, Urban Renewal 101 by Ryan P. Armbruster and Meghan S. Conrad, June 22, 2017](#), as well as an interview with Shellan Rodriguez and Phil Kushlan, Idaho based consultants in redevelopment.

could include funding offsite infrastructure, adjacent parks and/or streetscape improvements. The owner participation agreement and/or development reimbursement agreement spells out the roles and responsibilities of the developer and the redevelopment agency to implement and fund identified and allowable public projects. In Idaho, urban renewal agencies are constitutionally prohibited from funding improvements on privately-owned property. Additionally, an urban renewal agency is technically allowed to bond against revenue allocation funding; however, new urban renewal districts are limited to twenty years, making bonding less feasible due to the limited length of the repayment term. Pay-as-you-go financing and the use of OPAs or DRAs are often used to partner with the private sector and implement revitalization.

The City of Idaho Falls originally formed the Idaho Falls Redevelopment Agency in 1966 and then later re-established the agency in 1988. They currently manage four urban renewal districts in Idaho Falls. We recommend the City of Idaho Falls and the Idaho Falls Redevelopment Agency proceed with a phased approach to forming urban renewal districts within the focus area. Given that the length of time for new districts is 20 years, it's important to have a development project partner (or partners) at the table during and prior to formation; this improves the ability to take full advantage of the revenue that can accrue to the district to fund projects. To do this, new smaller districts could be phased in and align with opportunity sites and their surrounding properties, allowing for revenue allocation funds to be used for public improvements and possibly land assembly and disposition. To form urban renewal districts, the Idaho Falls Redevelopment Agency and the City of Idaho Falls must prepare an eligibility report to determine whether an identified area meets the requirements of an urban renewal district and ultimately develop an urban renewal plan and form a revenue allocation area.

Forming an urban renewal district within the Idaho Falls Northgate/1st Street Area-wide planning focus area at the right time will generate revenue allocation funding that allows for land write-downs that may be needed for new projects. Funds could also pay for public off-site improvements, including development impact fees. Real estate *pro formas* are necessary to fully understand the level of incentive necessary to support private redevelopment. Effective public-private partnership in the focus area could include projects that address a public need but require creative financial tools to improve feasibility – examples include affordable housing projects, business incubator spaces, and/or mixed-use projects with public service anchors. These projects are critical to the redevelopment of underutilized properties.

Role of a Business Improvement District and Local Improvement Districts

A business improvement district (BID) could be a helpful tool for revitalization through a public/private partnership in the focus area. Enabled through Title 50, Chapter 26 of the Idaho Statutes, BIDs can be formed to fund parking facilities, physical improvements related to public spaces, promote public events, acquire and operate transportation to promote retail, overall promotion and to generally keep the area clean and safe. Again, downtown Idaho Falls is home to the Downtown Business Improvement District with services operated under contract with the Idaho Falls Downtown Development Corporation. A BID formation under Idaho law requires a petition to be submitted by property owners and those who own businesses within the district; signatories on the petition must make up at least 50% of the proposed special assessments. A BID is not used for large scale capital improvements, is not a revenue source to bond against and requires support and initiation by the private sector. The BID would be a great tool for funding programming and placemaking associated with some of the ideas for festivals and activities within the opportunity sites.

Another public financing tool available to communities in Idaho is the local improvement district (LID). This is a type of financing, enabled through Title 50, Chapter 17 of State statute that allows private property

owners to assess themselves and share the cost to fund the hookup or construction costs associated with any improvements made to the outside of their properties. This could include utilities and/or infrastructure, irrigation, sewer and water lines, sidewalks, transportation and curbs and gutters. This could be a helpful tool within the study area to finance improvements within commercial areas or opportunity sites.

Other State Incentive Programs

There are other incentives that could be used to develop a public/private partnership and incentivize private sector redevelopment within the focus area. Some of these may be applicable in the focus area depending on the type of business looking to expand or relocate. Through the Idaho Tax Reimbursement Incentive (TRI), the State offers tax credits on state income, payroll and sales tax for up to 15 years if the business creates well paying, full time jobs and makes a meaningful community contribution. Other programs include the Idaho Opportunity Fund for infrastructure improvements associated with commercial and industrial projects, the Idaho Business Advantage, which provides sales tax incentives for \$500,000 in investment and at least 10 new jobs, among several other similar programs. These types of programs require matching local businesses with state programs and helping provide technical assistance to determine if the programs are worthwhile and can improve the feasibility of redeveloping buildings and growing the commercial properties within the study area.⁵

Affordable Housing

In addition to other mechanisms that assist with developing housing projects – such as project development through partnership with the State (or a new, local) public housing authority⁶ and use of Low-Income Housing Tax Credits (LIHTC) – Idaho Falls could consider establishing a local Community Land Trust. A Community Land Trust (CLT) is a system of tenure in which the underlying land is owned by a mission-driven entity, usually a nonprofit, whereas the buildings on the land are owned or leased by residents. CLTs often have the explicit goal of promoting affordable housing and contain legal provisions governing ownership and transfer to keep units affordable in perpetuity. While often used for affordable housing development, they can be utilized to develop other community-serving facilities.⁷ Additionally, the City could lease, sell or transfer development rights of public-owned land – such as along the golf course – to increase density on receiving properties that would help new housing projects “pencil.”

Funding Public Improvements

The strategy to fund public improvements should be a mix of locally raised funds combined with outside grant sources. The City should develop a Northgate/1st Street Area-wide Planning capital improvement program and an associated financing plan that identifies the cost and sources of funds over a ten-year time period for implementation with funds appropriated and budgeted for the immediate two years. Preliminary public improvement recommendations include streetscape enhancements, a new police station, signage and wayfinding, pedestrian/bicyclist facility projects, a “pocket library”, and park enhancements.

Local Contribution

⁵ Currently Idaho Falls is not home to a designated Opportunity Zone. Should the Opportunity Zones be expanded through future federal action, Idaho Falls could propose parts of the study area be an Opportunity Zone. <https://commerce.idaho.gov/incentives-and-financing/opportunity-zones/>

⁶ The power for cities and counties to form housing authorities is established under Title 50, Chapter 19 of Idaho Statutes: <https://legislature.idaho.gov/statutesrules/idstat/Title50/T50CH19/SECT50-1905/>

⁷ <https://www.huduser.gov/portal/pdredge/pdr-edge-featd-article-110419.html>

Funding for public improvements should come from a combination of local contributions, outside grants, and fundraising. Options for local contributions include:

- City of Idaho Falls General Funds (if available). Typically, City general funds are already spoken for and are necessary for the ongoing operation of a city. However, a growing tax base often has room to budget for new projects and ideas. The City could consider budgeting for a portion of the capital improvements identified for the focus area. Other ways to provide local match funds for grants include in kind donations of staff time and project design.
- Revenue Allocation Funds. As described previously, if an urban renewal district is formed, revenue allocation funds can be used to fund public improvements within the focus area and would be a critical source of local funds to support redevelopment; as well as matching funds for state and federal grants.
- Idaho Falls Auditorium District (IFAD). While it may not be an immediate or direct source of funding for the focus area projects, it is important to be aware of the Idaho Falls Auditorium District. In 2011, a majority of the Idaho Falls residents voted to establish the Idaho Falls Auditorium District, with boundaries that encompass all of the area within the City of Idaho Falls. District formation included the implementation of a 5 percent sales tax on hotels and motels within the City of Idaho Falls. The purpose of this district is to build and operate a multi-purpose convention and community events center, as well as other activities, as allowed under Chapter 49, Title 67 of the Idaho Code. The state code enables auditorium districts and allows that they may acquire and dispose of property, issue bonds, as well as construct and maintain facilities in a public street or highway or on vacant public lands.⁸ The IFAD is funding a 27,000 square foot (4,000 to 6,000-seat arena) event center located on the Snake River Landing area in south Idaho Falls, roughly three miles from the focus area. The Event Center will host concerts, professional hockey, entertainment, graduations and provide convention/conference space. Called the Mountain America Center, construction of the event center was anticipated to begin in March 2020.⁹ The IFAD funding tool may offer opportunities for projects and facilities that align with the purpose of the IFAD and will likely attract visitors and residents to this area.

Federal, State and Foundation Funding Opportunities

We researched funding opportunities for capital projects, including public improvements and placemaking, as well as opportunities to fund program supports. Appendix B includes a list of 15 federal, state and foundation funding opportunities, which is not meant to be an exhaustive list of possible funding sources. Some possible options that appear promising include the Blue Cross of Idaho Foundation for Health, Community Transformation Grants provide opportunities up to \$135,000 for health focused projects, including trails and pathways. The National Endowment for the Arts offers up to \$150,000 in funding through the Our Town Grant, which is promising for funding placemaking within the focus area. EPA brownfield grants can fund additional environmental site assessment (ESA) studies and cleanup planning that support redevelopment projects.

⁸ [By Laws of the Idaho Falls Auditorium District](#)

⁹ [“Construction on the Mountain America Center could begin in March,” East Idaho New.com, January 21, 2020](#)

2. Demographic, Housing + Employment Trends

Population

Population trends were derived from data for Census Tract 9707, including Block Groups 1 and 2, and where available, the traffic analysis zones (TAZs) that closely overlap the focus area boundaries. The data labeled as “focus area” in the following tables has been extrapolated from the relevant Census or TAZ level data. Maps of various geographies used in this analysis can be found in Appendix A of this report.

The focus area experienced slow population growth between 2000 and 2019 with an average annual population increase of 0.58 percent, exhibiting only slightly less growth than Idaho Falls with 0.98 percent average annual population growth during the same time period.

Figure 5: Historic Population Trends

Geography	Net Change 2000 – 2018	% Change 2000 – 2017	Average Annual % Change
Idaho	161,012	10.6%	1.3%
Bonneville County	12,184	12.2%	1.4%
Idaho Falls	4,494	8.1%	1.0%
Census Tract 9707	264	4.8%	0.6%
Focus Area	6	0.3%	0.03%

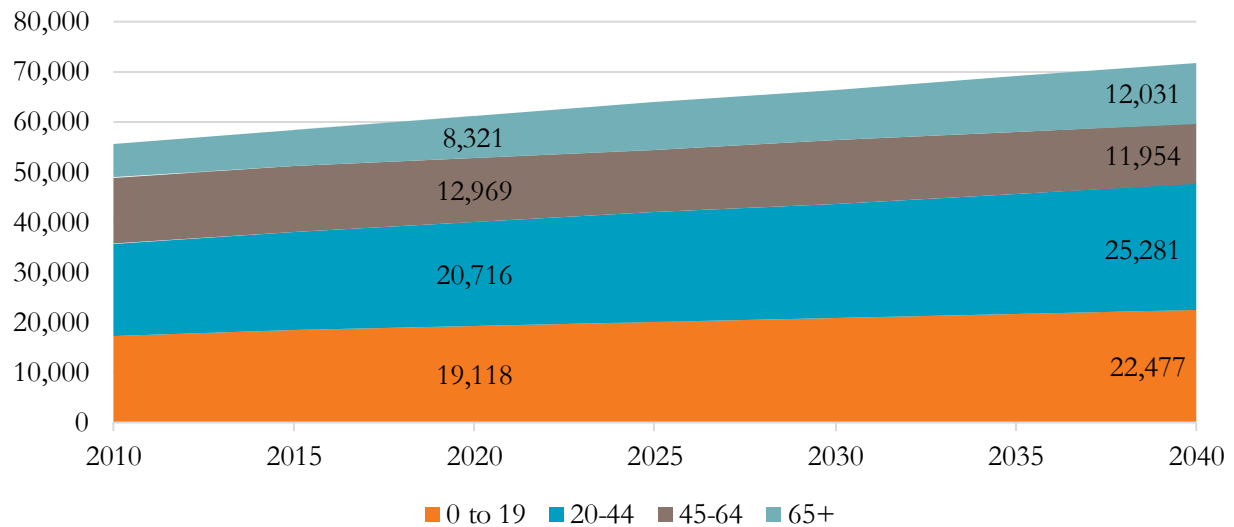
Source: U.S Census Bureau, 2010 Decennial Census; U.S. Census Bureau, 2018 American Community Survey 5-Year Estimates; Bonneville Metropolitan Planning Organization TAZ Estimates.

The population in the City of Idaho Falls is expected to continue to show steady growth over the next 20 years with a projected population increase of just over 10,000 individuals (a 17 percent increase over the next 20 years)¹⁰. In addition to the projected growth of the City, the age composition in Idaho Falls is projected to change as well. Between 2020 and 2040, it is expected that the number of individuals over the age of 65 will grow 22 percent and the population of younger adults between age 20 and 44 will grow 4 percent, while the population between the ages of 45 and 64 will drop by 22 percent. This means that the population will have a smaller share of working age individuals compared with current demographics.

The focus area population is relatively diverse with three-quarters of the population identifying as white alone, compared to statewide averages of 91 percent. Census estimates indicate that around 27 percent of the population in the focus area is Hispanic or Latino, comparatively this number is nearly double the 13.7 percent of Idaho Falls that identifies as Hispanic or Latino as a percentage of total population.

¹⁰ Forecasts based on U.S Census Bureau, 2010 Decennial Census and U.S. Census Bureau, American Community Survey 5-Year Estimates

Figure 6: Idaho Falls Population Projections by Age



Source: Forecasts based on U.S Census Bureau, 2010 Decennial Census and U.S. Census Bureau, American Community Survey 5-Year Estimates

Housing

According to the 2014-2018 American Community Survey (ACS) data, it appears that rental vacancy rates in Census Tract 9707 (the closest available representation of the data in the focus area) are significantly lower (3.9 percent) than the city-wide average of 7.5 percent. This could be an indication of a tight rental market within the focus area. Homeowner vacancy rates on the other hand are much higher in Census Tract 9707 at 7.6 percent, over three times that of Idaho Fall's average. This suggests that there may be more opportunities for home ownership within the focus area. There are approximately 139 vacant units for sale or rent in Census Tract 9707, which includes the focus area and land immediately surrounding it.

The number of rental units as a percentage of total units in the focus area is more heavily weighted towards renters when compared to the city-wide average in Idaho Falls. The focus area consists of 54 percent renters while the City average is only 34 percent. This split of housing ownership in the focus area could be indicative of less established wealth and a potentially younger and more diverse population.

Housing units built before 1950 account for 27 percent of the total occupied housing units in the focus area. This is notably higher than the average for the City of Idaho Falls (14 percent) and suggest that at least a portion of these aging housing units will likely need to be replaced in the next decade.

Figure 7: Focus Area Housing Profile

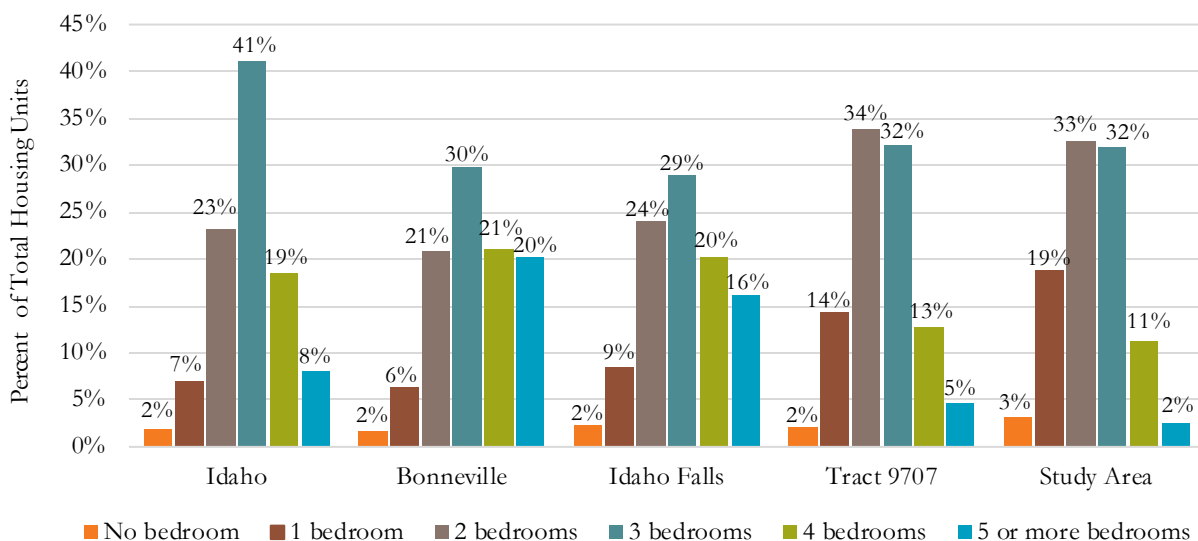
Indicator	Focus Area*	Focus Area %	Idaho Falls	Idaho
Total Housing Units	1,173		23,906	711,731
Occupied Units	1,034	88%	93%	87%
Owner Occupied	471	46%	64%	69%
Renter Occupied	562	54%	36%	31%
Homeowner Vacancy Rate ¹¹			2.3	1.7
Rental Vacancy Rate			7.5	5.4
Average Household Size	2.29		2.65	2.68
Overcrowded or Severely Overcrowded (>1 occupant per room)	31	3%	2%	3%
Built Before 1950	370	32%	14%	12%

Source: U.S. Census Bureau, American Community Survey American Community Survey 5-Year Estimates, 2014-2018

Note: *Focus area estimates extrapolated from Census Block Group 1&2

Housing units in the focus area and the surrounding Census Tract tend to have fewer bedrooms than other areas of Idaho Falls and the Bonneville County. One-bedroom and no-bedroom (studio) units make up 21 percent of housing units in the focus area, but in the city of Idaho Falls only account for 11 percent of housing units.

Figure 8: Number of Bedrooms in Unit



Source: U.S. Census Bureau, American Community Survey American Community Survey 5-Year Estimates, 2014-2018

Note: Focus area estimates extrapolated from Census Block Group 1&2

¹¹ There are two types of vacant units: seasonal and year-round. Year-round vacant units include those that are for rent, for sale, rented or sold and vacant for other reasons. Vacant for other reasons includes reasons such as occupant is in assisted living, house is used for storage, the house is in foreclosure or is being prepared to be rented or sold. The vacancy rate only includes that are available for rent or for sale and is a good indicator of housing availability.

The housing needs estimate for the focus area is shown in Figure 9 and considers the number of existing units in the focus area and the number of new units needed due to population change and housing condition. After adjusting for residential construction that took place in the past three years (2017-2019), an estimated 197 new housing units are needed in the focus area to address demand. This represents a 17 percent increase in the number of available housing units and has a ten-year estimated annual absorption of just under 20 units per year over 10-years and about 10 new units over 20-years.

Figure 9: Focus Area 10 to 20 Year Housing Needs Estimate

Item	Units	Notes
2019 estimate of Housing Units in Focus Area	1,173	Sum of TAZ level estimates within focus area (Bonneville Metropolitan Planning Organization, 2019 Demographics). There was an estimated 1,170 housing units in 2010 at the TAZ level (reflecting the focus area) as well as no change in population during the same time.
New Units Needed Due to Population Change 2020-2030	32	American Community Survey 5-Year Estimates and Decennial Census: 1.1% average annual increase from 2000-2018 (Census Tract 9707). Uses average household size to estimate new units. The BMPO forecasts an additional 72 people between 2020 and 2040 for the TAZs that reflect the focus area.
New Units Needed Due to Housing Condition	167	Estimated as the average of three indicators applied as a percent to the sum of occupied units and units on the market: occupied units lacking kitchen and plumbing facilities (12.8%), and all units that are mobile homes (17.4%). 2018 ACS 5-Year Estimate, Block Groups 1&2
<i>Less New Residential Construction in 2017, 2018 and 2019</i>	2	Only two new residential units were constructed in the focus area since 2009.
Total New Units Needed	197	Over 10 to 20 years
Percent of total housing stock	17%	
Forecasted annual absorption	20	Calculated over a 10-year period

Employment

State and Regional Trends

Idaho has experienced steady growth in recent years and is projected to continue this trend through 2022. Statewide economic growth has been supported by a growing population, which grew at more than 2 percent annually for both 2017 and 2018. Prior to COVID-19, statewide unemployment continued to fall below national averages with recent reports as low as 2.6 percent, compared to 3.7 percent at the national level. Idaho is projected to show personal income growth above 5 percent through 2022, which exceeds inflation and is higher than national projections.

Eastern Idaho, and specifically Bonneville County have also experienced strong economic growth in recent years. Between 2009 and 2019, the county exhibited growth in the civilian labor force and a reduction of unemployment from 6.4 percent to 2.3 percent. Eastern Idaho has the second largest workforce in Idaho with 183,381 employees and experiences the benefits of major regional employers including two universities and one of the largest Departments of Energy sites in the Nation at Idaho National Laboratory. Eastern Idaho's economy is also supported by a low composite costs of living at 93.3 percent of the national average.

Multiple data sources were compiled to analyze historic employment trends and develop job projections for the focus area.

Figure 10: Employment Data Sources and Methods

Category	Notes	Sources
Industry Projections (State and Region)	Occupational and industry projections for the State of Idaho and six economic regions within the state. Bonneville County is part of region 6, Eastern Idaho. Data includes 2016 estimates 2026 projections, net growth, and growth rate by industry.	Idaho Department of Labor
Employment Statistics (City/MSA)	Total nonfarm employment for the city of Idaho Falls from 2000-2019. The Current Employment Statistics (CES) program collects data on employment, payroll, and hours from payroll records.	Bureau of Labor Statistics
Workforce Trends (County)	Labor and workforce trends for Bonneville County, including unemployment rates and labor force and employment statistics.	Idaho Department of Labor
Employment Estimates and Forecasts (TAZ)	2019 employment estimates and 2040 employment forecast by Traffic Analysis Zone (TAZ)	Bonneville Metropolitan Planning Organization
Employment (Census Tract)	Includes the industries of employed residents, unemployment rates, and labor force estimates. Pulls from QCEW data sets.	American Community Survey 5-Year Estimates

Over the past 10 years, employment in Idaho Falls has experienced modest growth, with an average annual growth rate of 2.2 percent. Employment projections for Eastern Idaho show a similar trend of consistent but modest job growth over the past decade and are projecting an average annual growth rate of 1.2 percent through 2026. Using the Bonneville Metropolitan Planning Organization (BMPO) forecasts for job growth at the TAZ level, we assume an average annual growth rate for employment of 1.5 percent for the focus area, which is slightly lower than historical trends in the city (2.2 percent) and very close to the forecast for Eastern Idaho (1.2 percent). This yields approximately 4,197 jobs in the focus area by 2040, up from 3,185 in 2019.

Figure 13 shows what future employment in the focus area could look like if the 1.5 percent growth rate is applied proportionally across the major sectors that make up Eastern Idaho's economy. The top four sectors of Health Care, Retail Trade, Accommodations and Food Services, and Education account for nearly half of the existing jobs in the focus area and are projected to continue to grow over the next 20 years. Sector specific projections are used to identify demand for different types of commercial space.

Figure 11: Job Projections by Industry

Sector	Region 6: Eastern Idaho			Focus Area (TAZs)		
	2016 Employment	2026 Employment	Average Annual Growth Rate	2019 Estimated Jobs	2040 Projected Jobs	Net Change
Health Care & Social Assistance	11,669	13,964	1.8%	88	585	209
Retail Trade	11,652	13,293	1.3%	3	557	149
Accommodation & Food Service	7,617	9,446	2.2%	172	396	166
Educational Services	8,177	9,434	1.4%	185	395	114
Professional, Scientific, and Technical Services	9,387	8,377	-1.1%	9	351	-92
Manufacturing	5,158	6,296	2.0%	151	264	104
Public Administration	6,126	6,279	0.2%	419	263	14
Construction	4,774	5,620	1.6%	91	235	77
Wholesale Trade	4,215	5,297	2.3%	40	222	99
Administrative and Support Services	5,332	4,519	-1.6%	72	189	-74
Transportation and Warehousing	2,536	3,964	4.6%	337	166	130
Other Services	2,106	2,411	1.4%	7	101	28
Agriculture, Forestry, Fishing, & Hunting	2,453	2,391	-0.3%	192	100	-6
Finance & Insurance	2,002	2,096	0.5%	64	88	9
Waste Management and Remediation Services	1,785	1,818	0.2%	294	76	3
Arts, Entertainment, & Recreation	1,090	1,403	2.6%	419	59	28
Information	1,105	1,396	2.4%	39	58	27
Management of Companies and Enterprises	205	399	6.9%	274	17	18
Mining	73	215	11.4%	76	9	13
Utilities	238	202	-1.6%	220	8	-3
Total	88,611	100,206	1.2%	3,185	4,197	1,012

Source: Idaho Department of Labor Occupational and Industry Projections, Bureau of Labor Statistics (BLS) Employment Projections; Bonneville Metropolitan Planning Organization Demographic Projections.

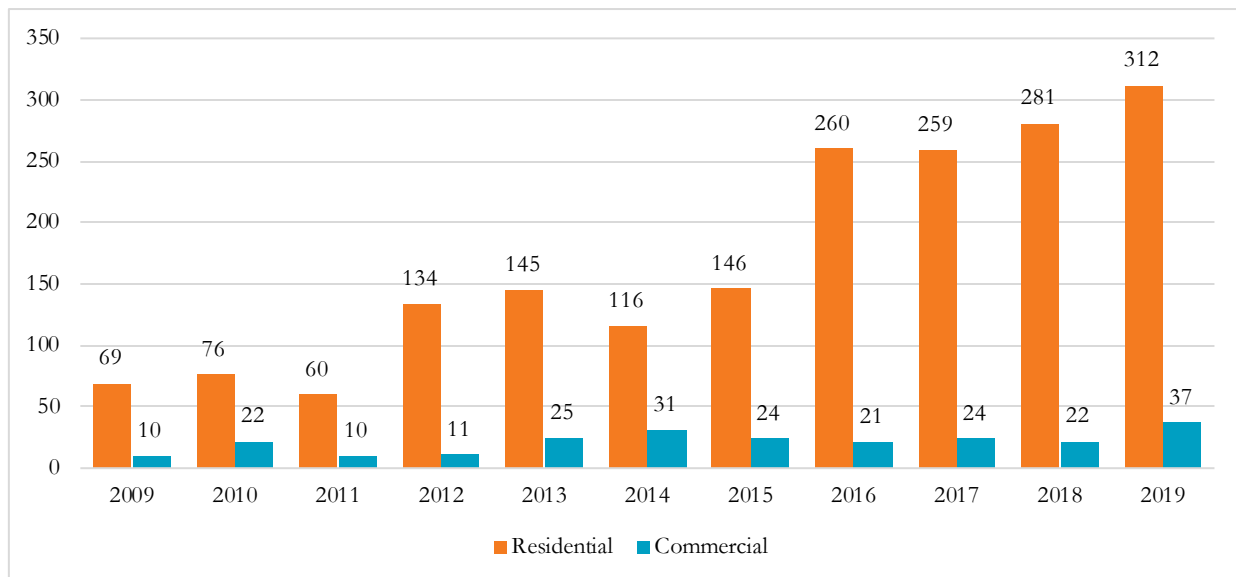
3. Development Trends

Building Permit Trends

There was very little new construction that occurred in the focus area between the years of 2009 and 2019. One commercial operation (a Java Express) was constructed in 2016 and two new residential units were constructed in 2019 on Lomax St. in the southern portion of the focus area. This low new construction rate was not mirrored by the city as a whole, with significant new construction on an annual basis and an increase in housing construction beginning around 2016 (shown in figure 11).

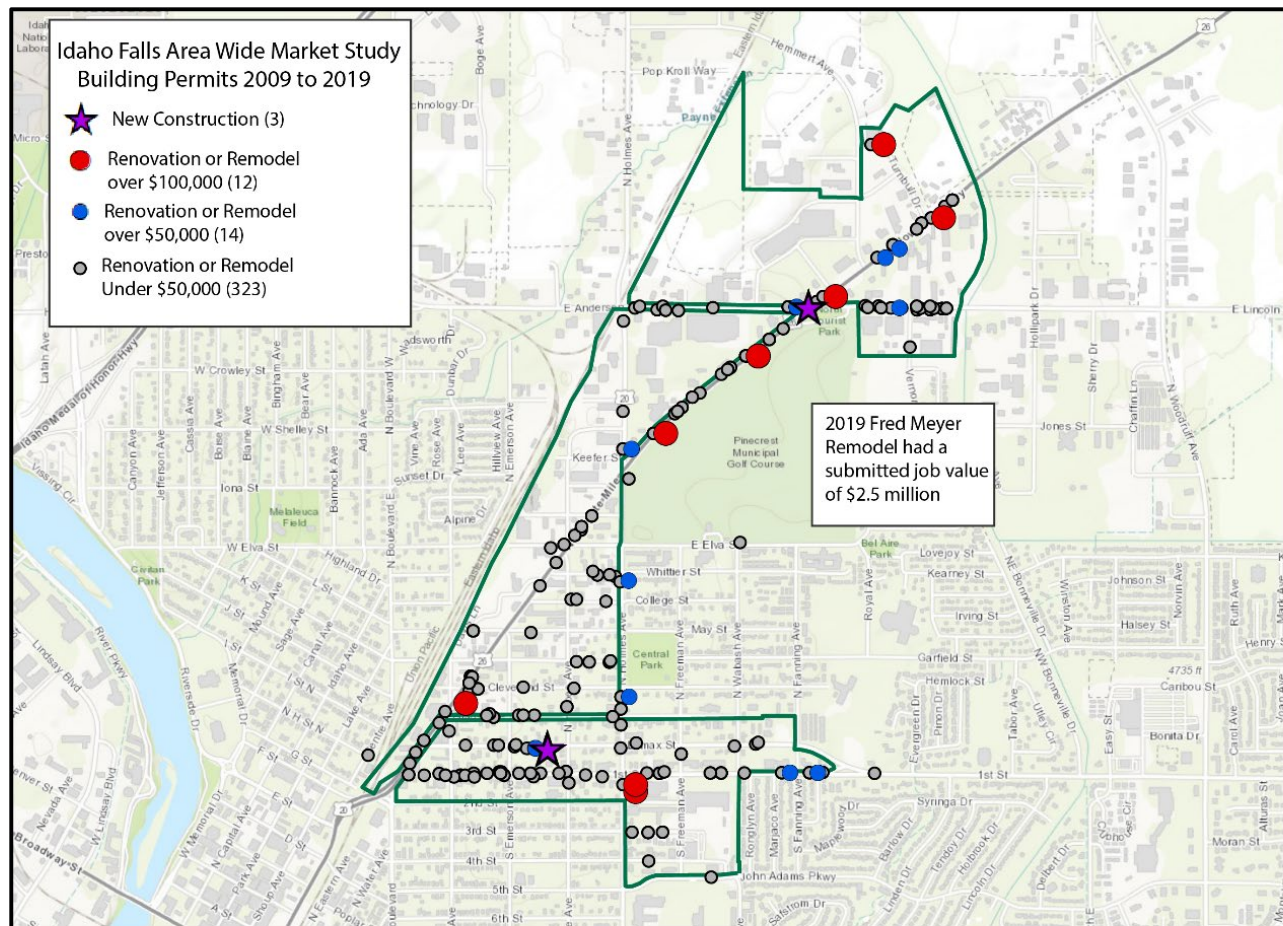
While new construction in the focus area was limited, there were many permits submitted and approved for building improvements and renovations in the focus area. Between 2009 to 2019 there were 349 permitted and approved improvement and renovation projects in the focus area, which includes roofing projects, mechanical, electrical, and plumbing updates as well as home additions and remodels and fencing and sign installations. Most of the renovation and remodel projects were small (under \$50,000), but a few larger renovations and additions were completed, including multiple projects at the Fred Meyer on Northgate Mile, with the largest having an assessed project value of \$2.5 million in 2019. The number of renovations indicates a willingness of owners to invest in their properties in this area. This is an indication that adaptive reuse projects are occurring in the focus area.

Figure 12: Residential and Commercial New Construction in Idaho Falls 2009-2019



Source: City of Idaho Falls, 2020

Figure 13: New Development in the Focus Area, 2009-2019



*Renovations and Remodels includes all permitted construction (residential and commercial) that was not considered new construction and includes electrical, plumbing, sign installations, heating and cooling, roofing projects, and home/commercial additions.

Source: City of Idaho Falls, 2020.

Residential Market

The median gross rent, the midpoint between the highest and lowest rents, was considerably lower in Census Tract 9707 (the closest available representation of the data in the focus area) than City and State averages. Median housing costs and monthly mortgage payments were also lower in Census tract 9707 when compared to the City of Idaho Falls. The median housing cost for households with a mortgage in Census Tract 9707 is approximately 30 percent lower than the median mortgage payment for the City of Idaho Falls.

There is a need for less expensive housing options in the area. Mixed-use development with units for senior housing would be a good strategy for the Focus Area.

- Stakeholder interview

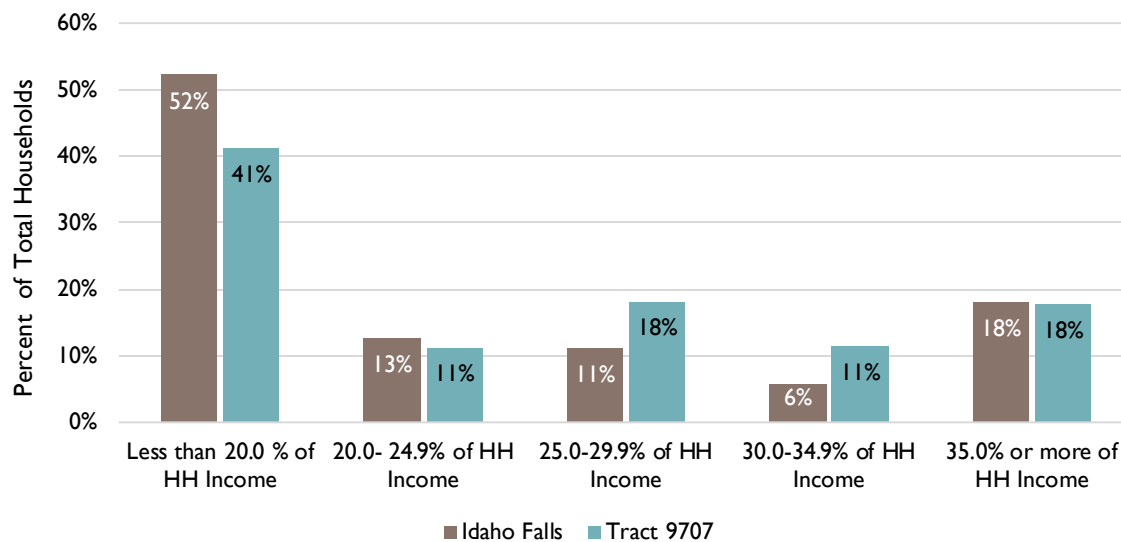
Figure 14: Median Housing Cost

Item	Idaho	Bonneville County	Idaho Falls	Census Tract 9707	Block Groups 1&2
Median Gross Rent	\$825	\$784	\$748	\$685	\$695
Median Costs (w/Mortgage)	\$1,228	\$1,180	\$1,116	\$785	\$778
Median Costs (No Mortgage)	\$368	\$352	\$350	\$314	\$325
Median Value	\$192,300	\$168,100	\$153,600	\$88,500	\$83,251

Source: Source: 2013-2017 American Community Survey 5-Year Estimates

Households who spend more than 30 percent of their total income on housing costs are considered to be cost burdened. Spending a larger portion of household income on housing limits the amount of income available for other non-discretionary spending, such as food clothing and transportation. Based on that criteria, 24 percent of households in Idaho Falls and 29 percent of households in Census Tract 9707 are cost burdened. This suggests that there is a need for additional affordable housing in and around the focus area.

Figure 15: Monthly Housing Costs as a Percent of Household Income



Source: Source: 2014-2018 American Community Survey 5-Year Estimates

Commercial Market

Only one new commercial development was constructed in the focus area from 2009 to 2019, however six commercial use buildings received additions and 30 underwent remodeling, totaling over \$4.1 million in commercial project value for the focus area. Development activity in the focus area are most associated with adaptive reuse projects. The City of Idaho Falls has seen an uptick in new commercial development with a total of 237 new commercial buildings between 2009 to 2019.

The 1st Street Corridor is a forgotten commercial district in Idaho Falls. People generally pass through the area without feeling the connection to stop and patronize businesses.

- Stakeholder interview

4. Development Forecast

Key Findings

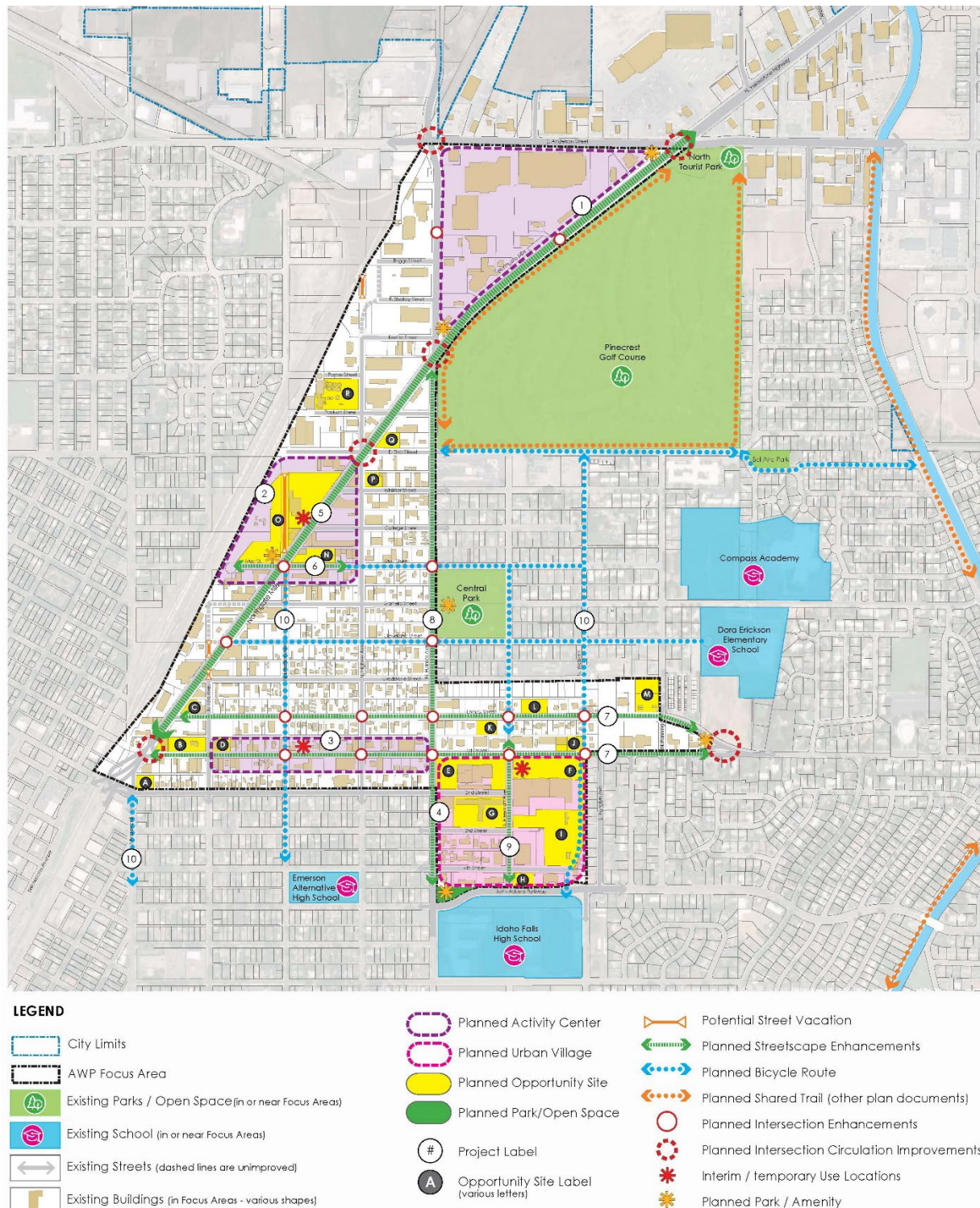
The team compiled population, employment, and housing forecasts to model the demand for residential and commercial land in the focus area. Those development forecasts were then compared to an analysis of vacant land that currently exists within the focus area to determine whether there is adequate vacant land and properties to accommodate projected demand. For purposes of this study, vacant land is defined as sites that do not have a tenant/occupant and/or do not have any habitable structures.

- **Overall, there is a vacant land shortage of 18.8 acres in the focus area.** The focus area has a total of 40.0 acres of vacant land, which is not adequate to meet the combined commercial and residential demand of 58.8 acres over the next 20 years. This indicates that demand will either move elsewhere or additional redevelopment will be needed to more intensively utilize existing properties.
- **Commercial development faces a shortage of vacant land in the focus area.** When looking at land that currently allows commercial and industrial activities, there will likely be a shortage of 3.2 acres of vacant land in the focus area to accommodate future employment growth. This includes vacant land that is currently zoned to allow residential, as well as commercial uses, which means that the commercial development would likely be competing with residential demand for those same parcels.
- **Adequate vacant land exists to accommodate residential development in the focus area.** There is just under 29 acres of vacant land that could accommodate some form of residential development within the focus area. This would meet the forecasted need for 17.5 acres of residential development. This includes vacant lands with a zoning designation that allows for residential, as well as commercial uses, which means that residential development would likely be competing with commercial demand for those same parcels.
- **Opportunity sites offer 18.5 acres of vacant land supply that could accommodate 25 percent of the demand.** Stantec identified 18 opportunity sites within the focus area, totaling 18.5 acres, that are vacant and have a low Improvement to Land Value Ratio (ILVR). The ILVR is calculated based on property tax records and is a metric commonly used to identify parcels that are under-utilized from a development perspective.

The findings described above make a strict comparison between acreage that is in demand and acreage that is available as vacant land supply. However, it is important to note the following caveats to these estimates.

- The vacant land estimates are duplicated between residential and commercial because many of the zoning districts allow both activities. For example, if residential development outpaces commercial development and “uses-up” the majority of vacant land, there would be less commercially zoned vacant land available to meet demand. Similarly, if commercial development quickly absorbs much of the vacant land supply, there will be less land available for residential development. Overall, there is a shortage of vacant land when compared to overall demand for land in the focus area.
- Not all parcel sizes and shapes will be conducive to development depending on the size of the project being considered. Land assembly may be needed to ensure adequate parcel size.
- Not all vacant parcels are easily developed. For example, vacant parcels with existing unoccupied buildings limit development potential and/or impose higher development costs on redeveloping properties.

Figure 16: Proposed Urban Design Plan for the focus area with Opportunity Site Designations



Note: The UDP is a part of the proposed Area-Wide Planning study document for the Northgate/1st Street focus area (under separate title)

Methodology

Demographic, employment, and housing trends (summarized in Section 2) were used to forecast expected development for industrial, commercial, and residential needs in the Area Wide Planning focus area (focus area).

Forecasted population change along with existing housing conditions and overcrowding statistics were used to estimate the forecasted need for new residential units within the focus area. The residential housing need was then translated from housing units into total acreage using floor area ratios (FAR) based on unit type and average unit size. Forecasts were further refined by applying an estimated capture rate that was specific to the focus area geography.

Figure 17: Sources Used for Residential Development Forecast

Item	Source
Current Estimate of Housing Units	2018 American Community Survey (ACS) 5-Year Estimate. Includes total units, occupied units, tenure, occupancy, median gross rent, median mortgage gross rent, unit type, unit size, age of housing unit, and household size
New Units Needed Due to Population Change	Population and demographic estimates and projections were sourced from the 2018 ACS 5-Year Estimates and the Bonneville Metropolitan Planning Organization TAZ level data
New Units Needed Due to Housing Condition	Estimated as the average of two indicators applied as a percent to the sum of occupied units and units on the market: occupied units lacking kitchen and plumbing facilities, and all units that are mobile homes. 2018 ACS 5-Year Estimate.
New Units Needed Due to Overcrowding	Overcrowding is defined by Census and HUD as homes with more than one occupant per room. Severe overcrowding is defined as more than 1.5 occupant per room. Rooms are defined as the total number of rooms, not just the bedrooms. 2018 ACS 5-Year Estimate
New Residential Construction (2018-2020)	New residential units are counted as those that result in a new unit (or units) calculated within the focus area. Source: Local Building Permit Data
Focus Area Capture Rates	Interviews with real estate and local area experts informed capture rate estimates, which were used to refine estimated residential housing need within the focus area boundaries.

Employment characteristics, such as worker and job locations, and published industry specific job forecasts from Idaho Department of Labor informed the estimates for commercial and institutional space needs. Building permit data was compared with changes in population to understand historical trends in construction that are relevant to the focus area. Local real estate experts were also interviewed to better understand the current market for residential and commercial development and how much of the forecasted demand could be captured within the focus area.

Figure 18: Sources Used for Commercial Development Forecast

Item	Source
Labor Force + Employment Trends	Workforce estimates and projections, unemployment rates, occupational data and industry forecasts primarily sourced from the Idaho Department of Labor and the U.S. Bureau of Labor Statistics.
Existing Inventory	An Area Wide Plan (AWP) land analysis conducted by Stantec was used to estimate the total area withing the AWP boundaries, how that land is zoned and what portion of that land is vacant, undeveloped, or unoccupied.
Commercial Space Needed to Accommodate Job Growth	Estimated based on area and industry specific job projections and commercial land use assumptions developed by Economic Planning Systems for a separate report. Demand for commercial space is then translated into acreage using industry specific floor area ratios (FAR).
Focus	Interviews with real estate and local area experts will inform capture rate estimates, which will be used to refine estimated commercial need within the focus area boundaries.
Area Capture Rates	

Land Supply in the Focus Area

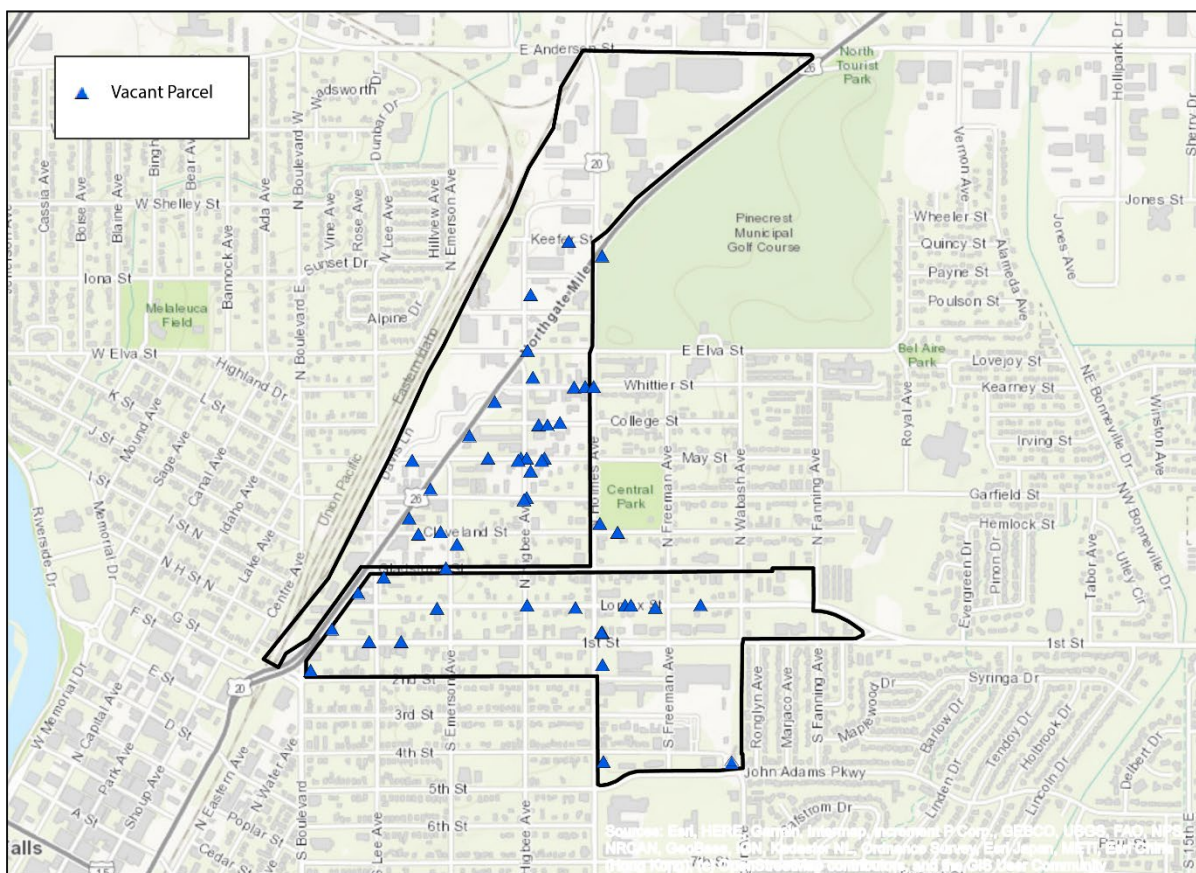
The focus area contains a total of 202.9 acres of land and roughly 20 percent or 40 acres of land is considered vacant. Vacant land calculations include undeveloped land without structures and unoccupied land with existing but unoccupied structures. Over half of the vacant land within the focus area is zoned as central commercial (CC), which allows for both commercial and residential uses. Roughly 95 percent of the vacant land present in the focus area allows for commercial uses and 72 percent of the vacant acreage allows for residential uses. These two categories exceed 100 percent because many of the zoning districts in the focus area allow for both commercial and residential development. The only zoning district that exclusively allows for commercial use is industrial and manufacturing (I&M) and the only zoning district that exclusively allows for residential development is multiple dwelling residential (R3).

Figure 19: Land Supply in Focus Area by Zone

Zoning Districts	Total Land Area	Undeveloped Land (no structures)	Unoccupied Land (no tenant on property)	Subtotal Vacant Land Supply
	<i>a</i>	<i>b</i>	<i>c</i>	<i>d=b+c</i>
Central Commercial (CC)	92.9	12.0	9.9	21.8
Highway Commercial (HC)	42.6	2.7	0.0	2.7
Industrial & Manufacturing (I&M)	25.0	7.3	3.4	10.7
Limited Commercial (LC)	1.2	0.6	0.0	0.6
Multiple Dwelling Residential (R3)	4.0	1.3	0.0	1.3
Residential Mixed Use (R3A)	10.9	0.2	0.0	0.2
Traditional Neighborhood (TN)	25.7	2.0	0.0	2.0
Parks & Open Space (P)	0.6	0.6	0.0	0.6
Total Unduplicated Acres	202.9	26.7	13.3	40.0

Source: Stantec Field Observations

Figure 20: Vacant Land in Focus Area



Source: Stantec Field Observations

Summary of Vacant Land Analysis Compared to Land Demand

Overall, there will likely be demand for 58.8 acres of land for residential and commercial development within the focus area. This is based on anticipated population and employment growth within and around the focus area. We prepared or used existing employment and population forecasts to estimate land demand for commercial and residential development in the focus area. Next, we applied a capture rate to the demand in Idaho Falls to help estimate how much of the market demand for a particular land use is likely to be absorbed in the focus area.

There is more demand (58.8 acres) for land within the focus area than supply of vacant land (40.0 acres). Based on Stantec's land use definitions and field observations, this report defines vacant land to include undeveloped land with no structures and unoccupied land with or without structures but no tenants on the property. The 40.0 acres of vacant land includes parcels with zoning districts that allow residential and commercial development, as well as land zoned as public lands. The redevelopment of parcels that are home to existing buildings will be necessary to accommodate expected development, but it will impose higher development costs than undeveloped vacant properties. The following section assesses demand for residential and commercial land compared to vacant land that allows for those uses.

Figure 21: Commercial and Residential Land Supply and Demand in Focus Area (Acres)

	Total Land Area	Undeveloped Land (no structures)	Unoccupied Land (no tenant on property)	Subtotal Vacant Land Supply	Projected Demand	Potential Land Shortage or Surplus in Focus Area
	a	b	c	d=b+c	e	f=d-e
Allows Residential [1] <small>Some duplication with Commercial</small>	177.7	18.8	9.9	28.7	17.5	11.2
Allows Commercial [2] <small>Some duplication with Residential</small>	198.3	24.8	13.3	38.1	41.3	(3.2)
Public Lands (PL)	0.6	0.6	0.00	0.6	0	0.6
Total Unduplicated Acres [3]	202.9	26.7	13.3	40.0	58.8	(18.8)

Source: Stantec Field Observations

[1] Includes the following zoning districts: Central Commercial, Highway and General Commercial, Limited Commercial, Multiple Dwelling Residential, Residential Mixed Use, Traditional Neighborhood.

[2] Includes the following zoning districts: Central Commercial, Highway and General Commercial, Industrial and Manufacturing, Limited Commercial, Residential Mixed Use, Traditional Neighborhood.

[3] Rows add to more than the total because acreage can be used for both residential and commercial uses

Commercial Development Forecast + Available Land

Based on the estimated growth in employment, approximately 41.3 acres of commercial/industrial land will be needed in the focus area by 2040. Roughly, 38.1 acres of vacant land in the focus area allows commercial and industrial activities based on a review of the zoning districts, which results in a shortage of 3.2 acres. It should be noted that the majority of the vacant land allows for both commercial and residential uses, and commercial development in the focus area will likely be competing for the same vacant land as future residential developments.

Figure 22: 20- Year Commercial Land Use Forecast for Area Wide Plan Focus Area

Land Use	Projected Employees Requiring Space	Sq. Ft. per Employee	Demand for New Commercial Space (Building Sq. Ft)	Floor Area Ratio (FAR)	Land Demand (Sq.Ft.)	Land Demand (acres)
Office	59	250	14,853	0.3	49,511	1.1
Industrial/Flex Space	117	750	87,587	0.15	583,914	13.4
Retail	79	350	27,773	0.25	111,094	2.6
Accommodation +Food Services	70	300	21,143	0.5	42,285	1.0
Institutional	66	750	49,568	0.3	165,228	3.8
Total	392		200,925		952,032	21.9
Estimated Vacant Land with Zoning that Allows Commercial, Office, Industrial Users [1]						38.1

[1] Includes the following zoning districts: Central Commercial, Highway and General Commercial, Industrial and Manufacturing, Limited Commercial, Residential Mixed Use, Traditional Neighborhood.

Figure 23: 20- Year Commercial Land Use Forecast for Area Wide Plan Focus Area

Land Use	Projected Employees Requiring Space	Sq. Ft. per Employee	Building Sq. Ft Needed	FAR	Land needed	Acres Needed
Office	112	250	28,055	0.3	93,516	2.1
Industrial/Flex Space	221	750	165,433	0.15	1,102,887	25.3
Retail	150	350	52,458	0.25	209,832	4.8
Accommodation + Food Services	133	300	39,934	0.5	79,867	1.8
Institutional	125	750	93,624	0.3	312,080	7.2
Total	741		379,503		1,798,182	41.3
Estimated Vacant Land with Zoning that Allows Commercial, Office, Industrial Users [1]						38.1

[1] Includes the following zoning districts: Central Commercial, Highway and General Commercial, Industrial and Manufacturing, Limited Commercial, Residential Mixed Use, Traditional Neighborhood.

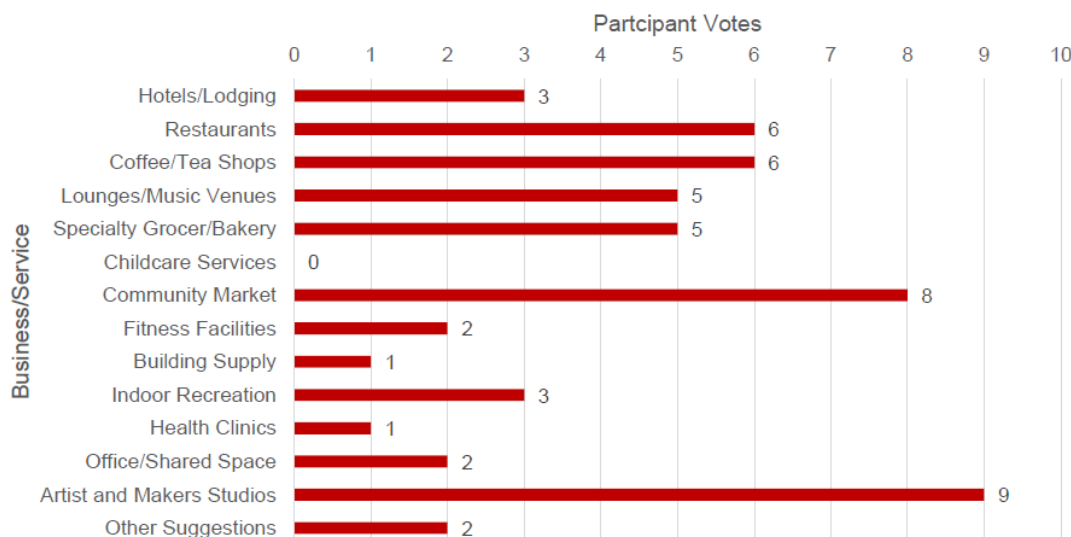
Need for commercial land was forecasted using TAZ level employment estimates for 2020 and 2040 and industry level growth projections for Eastern Idaho. Land use conversions were then applied to employment projections at the industry level to estimate the space demanded by additional employment in the focus area.

As part of the public outreach efforts for this project, the team set up engagement boards at a town-hall style meeting and asked attendees to identify the types of businesses and services that they would like to see in the focus areas. Based on the participants responses, the most desired businesses/services include restaurants, coffee/tea shops, community markets, and artists/makers spaces. To a lesser extent specialty grocers and music venues were also desired.

The 1st Street Corridor is promising, and there is opportunity to leverage existing businesses to grow the area.

- Stakeholder interview

Figure 24: Business and Services Engagement Board



Residential Land Use Forecast + Available Land

Future housing needs in the focus area are forecasted based on estimated population growth, the condition of existing housing stock, and number of overcrowded housing units. This forecast assumes that housing units without complete plumbing and kitchen facilities and mobile home units will be replaced in the next twenty years with updated residential units, and additional housing units will be added to alleviate overcrowding. Recent residential construction was also taken into consideration and used to refine the 20-year housing need estimates. Based on the estimated population growth in Idaho Falls and estimated housing types for future residential development, approximately 17.5 acres of land will be needed to develop 197 housing units in the focus area over the next ten to twenty years. This includes replacement housing. Roughly, 28.7 acres of vacant land allows for residential development based on a review of the zoning districts in the focus area, which should be able to meet the need for forecasted residential development. As previously mentioned, the majority of the vacant land in the focus area allows for both residential and commercial uses, so new housing units will be competing with commercial development over a limited vacant land supply.

Figure 25: Housing Forecast in the Focus Area

Unit Type	Distribution of Housing by Type Current [2]	Distribution of Housing by Type for Anticipated Redevelopment	New Units in Focus Area by 2040	Gross Density Shown as Units Per Acre [3]	Future Demand in Focus Area (Acres)
Single-family	57%	15%	30	6	7.0
Duplex	0%	10%	20	10	2.8
3-9 Units	34%	35%	69	20	5.0
10+ Units	9%	40%	79	41	2.88
Total	100%	100%	199	n/a	17.7
Vacant Land with Zoning that Allows Residential within Focus Area [1]					28.7

[1] Includes the following zoning districts: Rural Residential One District, Single-Family Residential District, Multi-family Residential District, Business District, Retail Business District

[2] Based on trends from the 2014–2018 American Community Survey 5-Year Estimates.

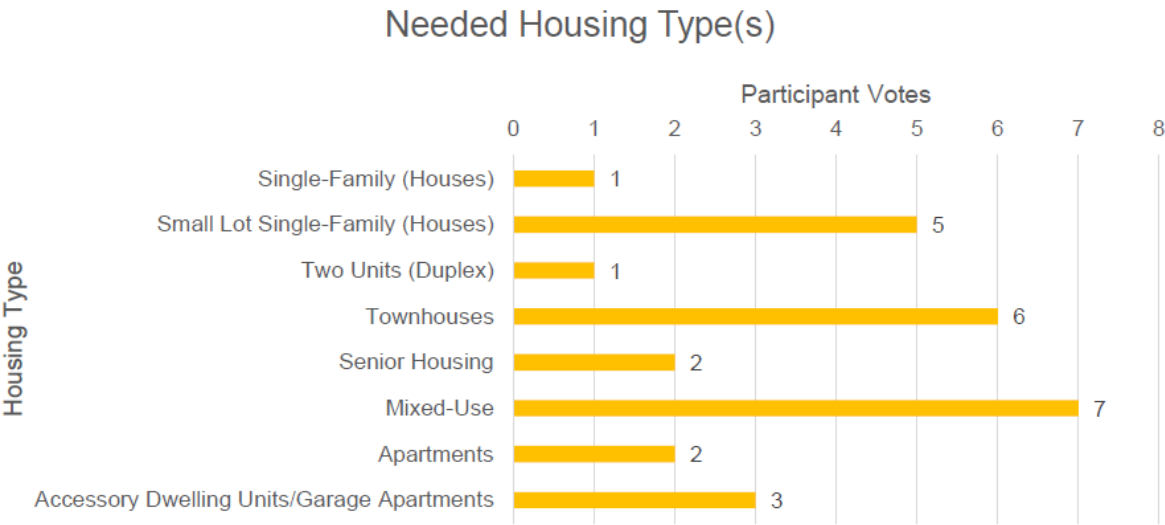
[3] Based on samples from the land inventory within the focus area

At the community town hall, a housing need engagement board allowed participants to identify the type of housing they felt is needed in the focus areas. Participants identified small lot houses, townhouses, and mixed-use buildings as the most needed housing types for the focus areas (see Figure 25). Given this preference, changing demographics and the likelihood that redeveloping properties will yield higher density housing projects compared to single family development, we adjusted the share of housing type from the status quo. This results in 75 percent of the new housing being built as multi-family product and 25 percent being built as single family and duplex in the future.

The City should promote addition housing in the focus area with an emphasis on a variety of housing types. Housing is an activator and essential for local business to be successful.

- Stakeholder interview

Figure 26: Needed Housing Engagement Board



The map shows the City of Lincoln, Nebraska, with the proposed new stadium site highlighted in green. The site is located east of the city center, bounded by North 15th Street to the north, East 3rd Street to the east, and the city limits to the south and west. Major roads shown include US 20, I-80, and various local streets like University Place, Russ Freeman Park, and Pinecrest Municipal Golf Course. The map also shows the location of the existing stadium site, which is a smaller green area located west of the proposed site, near the intersection of US 20 and I-80.

Appendix B: Funding Sources

We researched funding opportunities for capital projects, including public improvements and placemaking, as well as opportunities to fund program supports. This is not meant to be an exhaustive list of possible funding sources. Some possible options that appear promising include the Blue Cross of Idaho Foundation for Health, Community Transformation Grants provide opportunities up to \$135,000 for health focused projects, including trails and pathways. The National Endowment for the Arts offers up to \$150,000 in funding through the Our Town Grant, which is promising for funding placemaking within the focus area.

Table I Potential Federal, State and Foundation Funding Opportunities for the Planning Area

Funding sources are shaded according to whether they are a good fit for a capital project or for program support.	
Capital Projects	Examples projects: Infrastructure, Streetscape, Parks, Trails and pathways, Activity center, Business improvements, Residential remodels and development, Commercial remodels and development, Parking, Cultural assets (Idaho Fall Museum, Historic Preservation, Idaho Council on the Arts, Mural Program), Public spaces, biking and walkability, Placemaking
Program Support	Examples projects: Library, Arts organizations, Recreation district, Beautification, Marketing and Visitation, Community Capacity, Network & association support Urban renewal

Opportunity Name:	U.S. Department of Transportation, Better Utilizing Investments to Leverage Development “BUILD” Transportation Grants
Deadline:	May 18, 2020
Award Information:	Total Program Funding 1 billion, Award Floor \$5 million, Award Ceiling \$25 million.
Description:	This annual opportunity, formerly known as the TIGER program, is intended for States, local and tribal governments or joint applicants with not more than 10% of funds to be awarded in a single state. This program supports capital and planning projects to develop surface transportation infrastructure that will have a significant local or regional impact. special consideration to projects which emphasize improved access to reliable, safe, and affordable transportation for communities in rural areas (and communities of fewer than 200,000 residents), such as projects that improve infrastructure condition, address public health and safety, promote regional connectivity or facilitate economic growth or competitiveness.
Relevant Priority Area(s):	Capital Projects: infrastructure, surface transportation, streetscape, bike paths, pedestrian areas, historic preservation

Opportunity Name:	U.S. Department of Transportation, Build America Bureau, Transportation Infrastructure Finance and Innovation Act (TIFIA) Credit Program
Deadline:	Rolling
Description:	This program seeks to leverage limited Federal resources and stimulate capital market investment in transportation infrastructure by providing credit assistance in the form of direct loans, loan guarantees, and standby lines of credit (rather than grants) to projects of national or regional significance. Project categories may include Transit-Oriented Development for local and regional projects, Transportation System projects, and Surface Transportation projects. The minimum eligible project costs for this program range from \$10 million - \$50 million.
Relevant Priority Area(s):	Capital Projects: pedestrian and bicycle infrastructure, transportation facilities, surface transportation development and improvement.

Opportunity Name:	U.S. Department of Transportation, Bicycle and Pedestrian Program
Type of Opportunity:	Grants / Financing
Contact:	State Bicycle and Pedestrian Coordinator: Margaret Havey Idaho Transportation Department 208-334-8469 or Margaret.havey@itd.idaho.gov Federal Highway Administration, Idaho Division Contact: Lori Porreca 208-334-9180 x 132 lori.porreca@dot.gov
Description:	Bicycle transportation facilities and pedestrian walkways are eligible under nearly all Federal-aid and Federal lands highway programs. State appropriated funds may be allocated to local infrastructure projects to support planned surface infrastructure and technology improvements in transportation. DOT Highway and Safety Fund programs funded and implemented at the state level include Congestion Mitigation and Air Quality Improvement (CMAQ) Program, Strategic Highway Safety Plan, National Highway Performance Program (NHPP), Surface Transportation Block Grant Program (STBG), Transportation Alternatives (TA) Program. Accessing to these programs in the pre-implementation state is available through state coordinators and division contacts.
Relevant Priority Area(s):	Capital Projects: pedestrian and bicycle infrastructure, transportation facilities, surface transportation development and improvement.

Opportunity Name:	National Endowment for the Arts, Our Town Grants
Deadline:	August 6, 2020
Award Information:	\$25,000 - \$150,000
Description:	This creative placemaking grants program supports projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. These projects require a partnership between a local government entity and nonprofit organization, one of which must be a cultural organization; and should engage in partnership with other sectors (such as agriculture and food, economic development, education and youth, environment and energy, health, housing, public safety, transportation, and workforce development). Project types include Arts Engagement, Cultural Planning, Design, Artist and Creative Industry Support.
Relevant Priority Area(s):	Capital Projects: Public Spaces and Art, Cultural Facilities and Spaces, Creative Business Development
	Programs: Cultural Program Development and Support

Opportunity Name:	Institute of Museum and Library Services, Save America's Treasures
Deadline:	Forecasted for Fall 2020
Award Information:	\$125,000 - \$500,000
Description:	Save America's Treasures is a National Park Service grant program in collaboration with the Institute of Museum and Library Services, the National Endowment for the Arts, and the National Endowment for the Humanities. Designed to support the preservation of nationally significant historic properties and collections, the grant program is competitive and requires a dollar-for-dollar match.
Relevant Priority Area(s):	Capital Projects: Historic Preservation

Opportunity Name:	National Endowment for the Humanities, Digital Projects for the Public
Deadline:	June 10, 2020
Contact:	Division of Public Programs, by Phone at 202-202-606-8269 or by Email at publicpgms@neh.gov
Award Information:	Total Program Funding \$1.5 million, Award Ceiling \$400,000. Est. # of Awards: 16
Description:	The purpose of this program is to support projects that interpret and analyze humanities content in primarily digital platforms and formats, such as websites, mobile applications and tours, interactive touch screens and kiosks, games, and virtual environments.
Relevant Priority Area(s):	Program Support: Cultural assets, which may be integrated with Capital Projects

Opportunity Name:	Institute of Museum and Library Services, Inspire! Grants for Small Museums
Deadline:	Forecasted release Fall 2020
Award Information:	\$5,000 - \$50,000
Description:	This special initiative of the Museums for America program is designed to help small museums implement projects that address priorities identified in their strategic plans. Inspire! has three project categories: Lifelong Learning, Community Anchors and Catalysts, Collections Stewardship and Public Access
Relevant Priority Area(s):	Capital Projects: Parks, Trails and pathways, Public Spaces
	Programs

Opportunity Name:	Institute of Museum and Library Services, Laura Bush 21st Century Librarian Program
Deadline:	Forecasted release Fall 2020
Award Information:	Award Ceiling \$100,000 - \$1 million, depending on project type
Description:	This program supports developing a diverse workforce of librarians to better meet the changing learning and information needs of the American public by: enhancing the training and professional development of library and archives professionals, developing faculty and library leaders, and recruiting and educating the next generation of library and archives professionals. Project categories include: Lifelong Learning, Community Catalysts, National Digital Infrastructures and Initiatives
Relevant Priority Area(s):	Programs: Community Capacity, Program Support for Libraries

Opportunity Name:	Blue Cross of Idaho Foundation for Health, Community Transformation Grants
Deadline:	
Contact:	Phone: (986) 224-3658, or by Email at https://www.bcidahofoundation.org/contact-us/
Award Information:	Typical range is \$1,000 - \$135,000
Description:	This initiative supports communities with health-focused, city planning to provide environments for healthier lifestyles, especially for youth. .
Relevant Priority Area(s):	Capital Projects: public spaces, trails and pathways
	Programs: recreation district

Opportunity Name:	Laura Moore Cunningham Foundation
Deadline:	
Contact:	By Email at lmcf_idaho@msn.com
Award Information:	Typical award range is \$5,000 - \$100,000
Description:	Grant funds support non-profit organizations providing educational programs for children, community improvement and and programs in underserved communities and for underserved populations.
Relevant Priority Area(s):	Capital Projects: Parks, Trails and pathways, Activity center, Library, Museum and Arts Projects, Library,
	Programs: Museum and Arts programming, Recreation

Opportunity Name:	Union Pacific Foundation, Local Grants Program
Deadline:	April 1, 2020 – May 1, 2020 (annual opportunity)
Award Information:	Typical Range \$2,500 - \$10,000
Description:	<p>This opportunity provides funding for direct services and efforts that build the capacity of organizations. Local grants support the local economy by building and enhancing community spaces that contribute to the distinct identity of a city or town, creating destinations where families, businesses, and visitors want to be. The following objectives are supported:</p> <ul style="list-style-type: none"> • Create, sustain or expand upon artistic and cultural experiences offered to a broad and diverse audience (e.g., museums, theatres, libraries, concerts, lectures, etc.). • Preserve and share the unique history of the local community, including projects related to train and/or Union Pacific history. • Provide clean, safe, and positive outdoor recreational and/or educational opportunities that foster an appreciation for our natural environment. • Beautify neighborhoods and main street areas in order to improve livability, promote commerce, and ultimately attract more residents, businesses, and visitors to town. • Plan for, create or enhance unique spaces that reflect the character of a place and take into account community members' diverse needs and desires.
Relevant Priority Area(s):	Capital Projects
	Programs

Opportunity Name:	M.I. Murdock Charitable Trust
Award Information:	Award Ceiling \$350,000
Description:	The Trust supports non-profit organizations and communities in the Northwest. From museums to performance companies to artistic incubators, organizations serving the Arts and Culture sector seek to breathe life into our communities. Funding helps preserve and share the history and heritage of communities and cultures both historical and present.
Relevant Priority Area(s):	Capital Projects: Library
	Program Support: Arts & History, Library, Community Organizations

Opportunity Name:	Kaboom!, Let's Play Community Construction Grants
Deadline:	Rolling opportunity
Award Information:	\$15,000
Description:	Keurig Dr Pepper & KABOOM! have teamed up to offer \$15,000 grants to be used toward the purchase of playground equipment. Grantees will lead their community through a self-guided planning process, using the \$15,000 grant towards the total cost of playground equipment and assembling the playground using the KABOOM! community-build model.
Relevant Priority Area(s):	Capital Projects: parks, public spaces

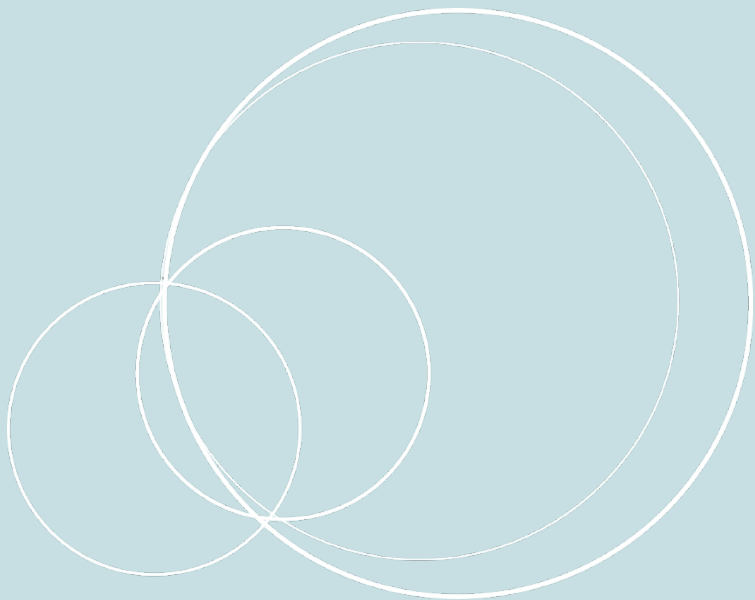
Opportunity Name:	National Association of Realtors, Placemaking Program Grant
Deadline:	October 31, 2020
Award Information:	Award Range is \$1,500 - \$5,000
Description:	The Placemaking Grant, available to state and local REALTOR® Associations, funds the creation of new, outdoor public spaces and destinations in a community. Grants support investment initiatives that increase community livability and downtown revitalization and lead to the creation of new public spaces and destinations in a community accessible to everyone and open at all
Relevant Priority Area(s):	Capital Projects: Parks, Trails and pathways, Landscaping, Public Spaces

Opportunity Name:	Loleta D. Fyan Libraries Grant
Deadline:	February 2021
Award Information:	\$5,000
Description:	This opportunity supports the development and improvement of public libraries and the services they provide. The project(s) must result in the development and improvement of public libraries and the services they provide, must have the potential for broader impact and application beyond meeting a specific local need, and should be designed to effect changes in public library services that are innovative and responsive to the future.
Relevant Priority Area(s):	Capital Projects: Library projects
	Programs: Library programming

Opportunity Name:	US Environmental Protection Agency (EPA) Cleanup Grants
Deadline:	December annually (estimated early submittal requirements for FY 2021)
Award Information:	Up to \$500,000, a 20% match is required
Description:	Funding for eligible entities to carry out cleanup activities at brownfield sites. An applicant must own the site for which it is requesting funding. The performance period for these grants is three years. The grant can cover 1 or multiple sites.
Relevant Priority Area(s):	Capital Projects: brownfield sites

Opportunity Name:	US Environmental Protection Agency (EPA) Assessment Grants
Deadline:	December annually (estimated early submittal requirements for FY 2021)
Award Information:	Up to \$300,000, or \$600,000 for coalition applicants
Description:	Assessment Grants provide funding for a grant recipient to inventory, characterize, assess, conduct a range of planning activities, develop site-specific cleanup plans, and conduct community involvement related to brownfield sites. The performance period for these grants is three years.
Relevant Priority Area(s):	Capital Projects: brownfield sites

Opportunity Name:	HUD Choice Neighborhood Implementation Grant
Deadline:	November (annually)
Award Information:	Up to \$30 million
Description:	Funds for implementation of comprehensive neighborhood revitalization plans that are expected to achieve the following three core goals: 1. Housing 2. People and 3. Neighborhood
Relevant Priority Area(s):	Capital Projects: Neighborhood Revitalization



To:	Project Team	From:	Ryan Givens Bellevue, Washington
File:	Idaho Falls Northgate/1st Street Area-wide planning (AWP)	Date:	March 20, 2020

Reference: Community Engagement Summary **DRAFT**

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SECTION 1 – COMMUNITY ENGAGEMENT OVERVIEW

During the week of March 2, 2020, the City of Idaho Falls and their consultants Stantec Consulting Services, Inc. (Stantec) and Agnew::Beck facilitated a multi-part public engagement event for the Northgate/1st Street area-wide planning (AWP) initiative (the core *project team* includes City planning staff, Stantec, and Agnew::Beck). The AWP project included three individual focus areas: Focus Area 1 includes the 1st Street Corridor west of Northgate Highway, Focus Area 2 includes the southern Northgate Highway Corridor (south of Anderson Street to the railroad tracks), and Focus Area 3 includes the Yellowstone Highway Corridor (north of Anderson Street to Idaho Canal).

The project team aimed to collect public and stakeholder input related to the community's vision, desired capital improvements, future businesses, ideas for activation and vibrancy, and strategies to improve the focus areas' appearance. The engagement event included a listening session with City staff, round table discussions with local stakeholder participants, a discovery walking tour of the 1st Street Corridor, and a community workshop for the general public. The following summarizes the public engagement components:

- **City Staff Listening Session** – This included an opportunity for City staff to identify their goals for the AWP process, identify any concurrent planning efforts (regulatory or capital projects), and identify opportunity sites within the focus areas.
- **Stakeholder Round Table Interviews** – This included a series of stakeholder group interviews to understand current issues, identify opportunities/constraints, and to obtain community ideas for the focus areas.
- **Discovery Walking Tour** – This walking tour focused on the 1st Street Corridor and the adjacent neighborhoods. Attendees provided feedback about the area, including area assets, challenges, potential improvements, and desires.
- **Community Engagement Meeting (Community Workshop)** – This was a town hall-style meeting that included a presentation and interactive public engagement stations for the general community to provide feedback, comments, and recommendations for the focus areas.

The following sections summarize the participant feedback from each of the engagement parts.

SECTION 2 – CITY STAFF LISTENING SESSION

On March 2, 2020, the project team hosted a listening session with City of Idaho Falls staff to allow participants to share their ideas, concerns, perceived opportunities, and identify active projects in and around the focus areas. Stantec and Agnew::Beck co-facilitated the discussion and provided a list of topics to guide participant conversations. The following subsections summarize the topics and participant responses.

Table 2.1.a. – City Staff Listening Session Participant Summary	
Date	March 2, 2020
Location	City of Idaho Falls Annex Building
Attendees (also see the sign-in sheet at the end of this memorandum)	
City of Idaho Falls (Project Team)	Brad Cramer, Kerry Beutler, Brent McLane
Consultant Team	Ryan Givens and Ellen Campfield Nelson
Participants	Lisa Farris - Planning, Darrel West – MPO, Kent Fugal – Public Works/Engineering, Chris Canfield – Public Works, Stephen Boorman – Idaho Falls Power, Scotty Davis – Parks and Recreation

Table 2.1.b. – City Staff Listening Session Participant Feedback	
Questions	Participant Feedback / Responses
What are your current projects in/around the focus areas? (public)	<ul style="list-style-type: none"> • 1st Street Public Works Project (planned) – Public Works is in the planning stage to upgrade the water lines and resurface the 1st Street Corridor; the road crown should be lowered. The project is planned for 2021. • Holmes Avenue – The City plans to conduct a transportation study for the Corridor to improve capacity. Idaho Transportation Department (ITD) plans to replace the intersection at Holmes Avenue and Northgate Mile (resurface). • Pinecrest Municipal Golf Course – The City is exploring the feasibility to irrigate the golf course with the nearby canal in lieu of using potable water. • Planned Irrigation Pond – The City is exploring the feasibility to create an irrigation pond on the vacant site along Vernon Avenue, across from Ward. The pond may include greenspace around its edges. • Canal Trail – The Connecting Our Communities Plan identifies a future trail along the canal.
What are some initiatives your department would like to achieve in and around the focus areas?	<ul style="list-style-type: none"> • Northgate Mile Improvements – There is a need to improve the highway and support future land uses (housing and commercial). The Corridor projects a highway-oriented (auto-oriented) land

Table 2.1.b. – City Staff Listening Session Participant Feedback	
Questions	Participant Feedback / Responses
	<p>use/development pattern. There needs to be a way to address Northgate Mile's inconsistent look</p> <ul style="list-style-type: none"> • Housing – There is a need to add housing to the Northgate and 1st Street Corridors that will support retail enterprises. • Perceptions – There is a need to improve the perception of the focus areas. Address the question “why would I come out there?” • Connectivity – There is a need to improve street, pedestrian, and bicyclist connectivity in the focus areas.
What are some of the opportunities you see for the focus area?	<ul style="list-style-type: none"> • Redevelopment/Adaptive Reuse – There are several underutilized properties that can be redeveloped or adaptively reused for new community-serving uses. • Habitat for Humanity – There is opportunity to partner with Habitat for Humanity to construct new, quality housing in and around the focus areas. • Iconic Businesses – There is opportunity to preserve, support, and build off of existing iconic businesses in the focus areas: Scotty's, North Hi-Way Café, Anita's, and Garcia Meat Market #2. • Specialty Food – There is an opportunity to build off the existing specialty food culture in the focus areas (e.g., Hispanic/Latino restaurants and markets) • Fred Meyer Shopping Center - There is opportunity to recognize and build off the existing Fred Meyer store at Northgate Mile and Anderson as a large grocer and commercial anchor.
What are some big ideas you have for the focus areas?	<ul style="list-style-type: none"> • Improved Circulation – There are opportunities to improve circulation throughout the focus areas which could include: <ul style="list-style-type: none"> > Northgate Intersections - changes to the streets that intersect the highway at irregular angles, > 1st Street/Northgate Intersection - improvements to the 1st Street Corridor intersection at Northgate Mile, and > Lomax/1st Street Couplet – examine circulation enhancements/changes to the Lomax and 1st Street couplet design. • Redevelopment – There is opportunity to promote redevelopment in the focus areas. • 1st Street Walk/Shop Area - There is opportunity to plan for the 1st Street area and the southern end of Northgate Mile as a walk and shop area. • Entertainment and Nightlife – There is opportunity for the 1st Street corridor to emerge as a distinctive entertainment and nightlife district. • Urban Design Improvements – There is a need to improve the urban design throughout the focus areas in terms of lighting,

Table 2.1.b. – City Staff Listening Session Participant Feedback	
Questions	Participant Feedback / Responses
	<p>public spaces, building orientation, and street configuration/alignments.</p> <ul style="list-style-type: none"> • Police Station Catalyst – The planned Police Station along Northgate Mile on the old stockyards has the potential to serve as a catalyst project for other private reinvestment projects in the corridor. • Marketing – There needs to be a good marketing plan for the focus areas. • Golf Course – There is opportunity to capitalize on the Pinecrest Municipal Golf Course as an anchor for neighborhood revitalization. • Neighborhood Improvements – There is an opportunity to improve the surrounding neighborhoods as part of the revitalization strategy and recognize that those residents are future customers for the Northgate Mile and 1st Street Corridor businesses.
What are some challenges that your department noticed in the focus areas?	<ul style="list-style-type: none"> • Hospital and Mall – The hospital and mall (located to the east) are outside the focus areas and have changed the commercial viability for the Northgate Mile and 1st Street Corridors. Acknowledge that hospitals play a regional role for Idaho Falls and serve a large, outlying rural population. • Costco Store – The future Costco store will affect the retail dynamics in Idaho Falls and the focus areas. • 1st Street Streetscape – The right-of-way is narrow and may not allow for additional streetscape elements (e.g., trees, landscaping, furniture). • Northgate Mile Streetscape – Northgate Mile is wide and has heavy traffic volume making pedestrian and bicyclist travel difficult. There is opportunity to add islands to create refuge areas for peds/bikes.

SECTION 3 – STAKEHOLDER ROUND TABLE INTERVIEWS

On March 2 – 4, 2020, the project team hosted a series of stakeholder group interviews to allow local participants, industry experts and local leaders to share their ideas, concerns and active projects in and around the focus areas. These interviews were held as casual round table discussions. The stakeholder interviews included the following groups (note that the City Listening Session was referred to as Group 1):

- Group 2. Elected Officials & Boards (*Note: An individual meeting with the Mayor was rescheduled and conducted via telephone on March 10, 2020*)
- Group 3. Economic Development Partners
- Group 4. Property Owners
- Group 5. Developers
- Group 6. Real Estate Professionals
- Group 7. Community Groups and Residents
- Group 8. Schools
- Group 9. Idaho Falls Planning Commission

Stantec and Agnew::Beck co-facilitated the discussion and provided a list of topics for the participants to respond to. The following subsections summarize the topics and participant responses for each stakeholder round table discussion.

Section 3.1 – Elected Officials & Boards Participant Interviews

Table 3.1.a. – Elected Officials & Boards Participant Summary	
Date	March 2, 2020
Location	City of Idaho Falls Annex Building
Attendees (also see the sign-in sheet at the end of this memorandum)	
City of Idaho Falls (Project Team)	Brad Cramer, Kerry Beutler, Brent McLane
Consultant Team	Ryan Givens and Ellen Campfield Nelson
Participants	<p>Jim Francis – City Council, Carrie Athay – Museum of Idaho/Historic Preservation Commission, John Radford – City Council. Rebecca Casper – Mayor**</p> <p><i>** (Note: An individual meeting with the Mayor was rescheduled and conducted via telephone on March 10, 2020 – comments were added to the Elected Officials and Boards meeting notes)</i></p>

Table 3.1.b. – Elected Officials & Boards Participant Feedback	
Questions	Participant Feedback / Responses
What are the challenges the City is facing? How could the focus areas address these challenges?	<ul style="list-style-type: none"> • Story Telling – There is a need to rediscover and celebrate the history of these areas (Northgate Mile and 1st Street). Identify how the community impacts these areas. Identify ways to build excitement. It is important to address the question “why do we care about these areas?” This is a need to strengthen the connection to the past and the place. • Redevelopment and Adaptive Reuse – There is a need to promote redevelopment of underutilized sites and adaptive reuse of existing buildings. • Displacement / Gentrification – There is a concern about potential displacement of existing residents/businesses due to gentrification. There is a need to balance reinvestment while being mindful not to cause displacement. • Neighborhood Character Protection – There is a need to increase density while being mindful to protect neighborhood character. • Business Turnover – The areas experience business turnover. There is a need to ensure businesses remain viable in the Northgate Mile and 1st Street Corridors. • Traditional Zoning – The City’s Traditional Zoning District has been successful in other historic districts (e.g., the Numbered Streets) and it may be a viable regulatory tool for the focus areas. • Housing Affordability – There is a need for less expensive housing options, whereas, the average cost of for-sale housing is over \$300,000. There is a need for increased density to achieve affordability. The housing strategy should focus on quality, well-

Table 3.1.b. – Elected Officials & Boards Participant Feedback	
Questions	Participant Feedback / Responses
	<p>designed projects so the area doesn't necessarily look like "affordable projects". Mixed-use development with housing units and senior housing should be a strategy for the focus areas.</p> <ul style="list-style-type: none"> • Central Park – The park has opportunity to incorporate additional amenities to support neighborhood revitalization and serve residents. • Northgate Mile Corridor Perceptions – The Corridor is misunderstood in terms of activity, traffic volumes and commercial opportunities. Northgate Mile experiences traffic volumes over 16,000 daily trips. There needs to be a way to capture passer-by trips for commercial services. • Redevelopment Catalysts – The Dora Elementary and Compass Academy may help with redevelopment efforts. The future Police Department could incentivize redevelopment on Northgate Mile since it will provide new investment, additional employees/ customers, and opportunities for complementary businesses. There is a need for food trucks or other small start-up business options that would enliven properties in the focus areas. The planned irrigation pond could provide more recreational area. The donated residential land would support new infill housing development. • Elected Official Collaboration – There may be some political challenges between the local elected officials and policies at the state level. Currently, there is a funding freeze at the state legislature level, this affects local government's ability to fund projects. There is a need, albeit a challenge, to bring elected officials together.
What have you heard from residents/property owners/businesses in the focus areas? What do they want?	<ul style="list-style-type: none"> • Destination Planning – There is a need to create a true destination along Northgate Mile and/or the 1st Street Corridors. • Perception - There is a need to change the perception of the Corridors from negative to positive. • Underrepresented Populations – There is a need to conduct more engagement and outreach. The City has not heard from the Hispanic/Latino community living and working in the Corridors (notably along 1st Street). There is a need to reach out to these individuals. • Blight (Eye-sore) – There are community sentiments that the Corridors are blighted and appear as an eye-sore. Northgate Mile is blighted and appears to be "run-down".
What do they [residents/business owners] need?	<ul style="list-style-type: none"> • Sign Preservation – There is a need to preserve the historic/iconic signs in the Corridors. • Neighborhood Engagement – There is a need to provide continual neighborhood engagement including a special effort to reach out and involve the Hispanic/Latino community.

Table 3.1.b. – Elected Officials & Boards Participant Feedback	
Questions	Participant Feedback / Responses
	<ul style="list-style-type: none"> • Central Park – There is a need to change/improve the uses at Central Park and to use the property for future engagement events. It should be recognized that many minority groups choose to engage/participate in other ways than community workshops. Explore engagement opportunities that include pop-up stations at parks and festivals and partnerships with local places of worship. • Business Support – There is a need to support local businesses and engage with them about future planning and capital improvement projects. There is an opportunity to provide incentives including seeding minority businesses. • Community Anchor – There is a need for a community center such as the YMCA to serve as an anchor to the neighborhoods. • Business Association & Local Champion – The Corridors (namely 1st Street) needs a formal and active business association to represent the business enterprises, advise on capital improvement projects, and oversee community events/initiatives. Consider starting an arts district or similar district brand. There is opportunity to partner with BYU – Idaho for support. • Interim Uses / Independent Business Space – There needs to be pop-up events and businesses to enliven the 1st Street Corridor. There is a need for a mercado or similar platform to lease small spaces to independent merchants, artisans and makers. (e.g., makers spaces in Nampa, ID). • Redevelopment Tools – The planning process needs to result in a set of tools that the City and stakeholders can use for implementation. Funding and regulatory tools are needed. • Developer Recruitment – The City and stakeholders need to identify ways to make developers and investors excited about the focus areas. There is opportunity for the City to host a luncheon with developers to promote tax incentives and other tools.
What is your vision for the focus areas?	<ul style="list-style-type: none"> • Business and Public Gathering – The Corridors should be a place for businesses and public gathering. • Social Infrastructure – The areas need a group of engaged local participants. It's important to support and grow the areas' social infrastructure and connect like-minded entrepreneurs and neighborhood stewards. • Beautiful Community Entrance – The areas need to project a beautiful and positive entrance into the City. • Celebrate Cool and Unique – The areas should celebrate and capitalize on their unique and interesting attributes and build a brand around those aspects. Create a connection to the areas' past. Celebrate the artisan/makers culture and integrate this into the revitalization plans. • Neighborhood/Businesses Integration – There needs to be a way to integrate the adjacent neighborhoods into the business

Table 3.1.b. – Elected Officials & Boards Participant Feedback	
Questions	Participant Feedback / Responses
	<p>corridors. Recognize that the surrounding residences are the Corridors' customers.</p> <ul style="list-style-type: none"> • Regional Connections – There is an opportunity to integrate the focus areas into other community assets by way of trails, recreation, and wayfinding. • 1st Street – The 1st Street Corridor is promising, and there is opportunity to leverage existing businesses to grow the area. Planning activities should embrace the “funky” character as well as partner with and support the collection of Hispanic/Latino-owned businesses in the Corridor. • Identity – The focus areas need their own, unique identities. A Northgate Mile name change may have merit. 1st Street needs its own brand and identity that should focus on the minority businesses (e.g., plan Cinco De Mayo event, designate as an international district.)

Section 3.2 – Economic Development Partners Participant Interviews

Table 3.2.a. – Economic Development Partners Participant Summary	
Date	March 2, 2020
Location	City of Idaho Falls Annex Building
Attendees (also see the sign-in sheet at the end of this memorandum)	
City of Idaho Falls (Project Team)	Brad Cramer, Kerry Beutler, Brent McLane
Consultant Team	Ryan Givens and Ellen Campfield Nelson
Participants	Catherine Smith – Idaho Falls Development, Frosty Wilson – Small Business Development Center, Bryan Magleby – Idaho Innovation Center, Chip Schwarzee – Greater Idaho Falls Chamber of Commerce.

Table 3.2.b. – Economic Development Partners Participant Feedback	
Questions	Participant Feedback / Responses
What are the business/sales/real estate perceptions of the focus areas?	<ul style="list-style-type: none"> • Forgotten District (1st Street) – The 1st Street Corridor is a forgotten commercial district in Idaho Falls. People generally pass through the area without feeling the connection to stop and patronize businesses. 1st Street was once an important commercial hub. • Residential Properties – The surrounding neighborhoods have nice properties and homes. There are desirable (neat) homes and there are opportunities for additional rentals. The area is experiencing investor activity (e.g., house flipping). • Crime/Safety – There are local perceptions that the areas have crime and other safety concerns. • Business Clusters – Commercial businesses want to cluster near other viable enterprises, whereas, the Northgate Mile and 1st Street corridors may not have recognizable business clusters that would entice other investors/start-ups. However, there is a cluster of Hispanic/Latino businesses that create a distinctive business character along 1st Street. There is a coffee roaster at the Innovation Center (north on Yellowstone Highway) that needs new space; they may want to locate in the focus areas. • Parking – There is a perception that there is not enough vehicle parking – either on-street or in surface parking lots.
What are the near/long-term opportunities in the focus areas?	<ul style="list-style-type: none"> • 1st Street: A town within a town – There is opportunity for 1st Street to reemerge as a quaint little town within the larger city that has its own distinctive cultural and business clusters. It is important to create a clean environment that includes both the rights-of-way and private properties. • Congestion Management – There is opportunity to address traffic congestion in and around the focus area with particular priority in the 1st Street/Lomax Corridors. There is opportunity to

Table 3.2.b. – Economic Development Partners Participant Feedback	
Questions	Participant Feedback / Responses
	<p>enhance points of entry at each end of the Corridors. Acknowledge that traffic flow is an issue.</p> <ul style="list-style-type: none"> • Leverage Ethnic/Hispanic Businesses – There is opportunity to build upon the collection of ethnic and Hispanic businesses in the Northgate Mile and 1st Street Corridors to grow successful districts. The planning efforts should acknowledge, support and build off the existing Hispanic/Latino businesses along 1st Street. • Eastside Growth – It is important to acknowledge the growth that is occurring on the east side of Idaho Falls and there needs to be a strategy to capture new customers from commuting patterns.
What are the challenges/barriers to investment in the focus areas?	<ul style="list-style-type: none"> • Traffic and Congestion – The Northgate Mile and 1st Street Corridors handle a lot of traffic and there is congestion at peak commute times. The entering/exiting traffic flow is awkward at each end of 1st Street (e.g., limited turning movements, difficult to navigate to 1st Street from southbound Northgate Mile). • No Stop and Shop – Commuters/travelers along the 1st Street Corridor do not stop and shop at local businesses, since the area is perceived as a pass-through area. Furthermore, the area is not seen as a distinctive local destination. • Lack of Economic Development Programming – The region does not have a lot of economic development programs to support business districts like 1st Street.
What types of projects would help incentivize investment in the corridor?	<ul style="list-style-type: none"> • Streetscaping / Roadway Aesthetics – There is opportunity to enhance the streetscape along Northgate Mile, 1st Street and other major roadway corridors that would enhance the image of the focus areas. Improvements could include new pavement, trees, landscaping, pedestrian/bicycle facilities, furniture, and wayfinding. Additionally, there is opportunity to fix the physical condition and operation of area streets – some streets have no curbs. • Housing – There is a need to add additional housing and housing choices in and around the focus areas. • Branding/Wayfinding – There is a need for a distinguished brand for both the Northgate Mile and the 1st Street Corridors. The brand should be reinforced on wayfinding that would direct visitors to major destinations in the focus areas and within the larger city urban context. • Schools – Improvements to area schools will help support revitalization in the focus areas. There was a recent school bond that should improve facilities. • Small Industrial/Manufacturing – There is opportunity to grow and support small scale industrial and manufacturing enterprises in the Corridors, especially along the railroad. However, it should be noted that the rail line may not be an asset to modern industries like it was in the past.

Table 3.2.b. – Economic Development Partners Participant Feedback	
Questions	Participant Feedback / Responses
	<ul style="list-style-type: none"> • Perception – There is a need to improve local perceptions of the Northgate Mile and 1st Street Corridors and change these insights from negative to positive. The community needs to promote excitement for the area. • Embrace Retro – The area has several iconic buildings and signs that reflect its history (e.g., 1950s). The revitalization strategies need to embrace the retro character.
Describe your business / developer recruitment process?	<ul style="list-style-type: none"> • Business Incubator - The business incubator provides discounted rents for business start-ups. • Economic Development Collaboration – There needs to be more collaboration with other economic development efforts. • Tourist Marketing – There are needs to market the area to tourists, especially regional travelers that pass along the Northgate Mile Corridor on their way to Yellowstone National Park and Jackson, Wyoming. • Show Progress – The community/City needs to demonstrate that positive things are happening in the focus areas so that businesses invest in their properties, new businesses move in, and patrons visit the area.

Section 3.3 – Property Owner Representative(s) Participant Interviews

Table 3.3.a. – Property Owner Representative(s) Participant Summary	
Date	March 3, 2020
Location	City of Idaho Falls Annex Building
Attendees (also see the sign-in sheet at the end of this memorandum)	
City of Idaho Falls (Project Team)	Brad Cramer, Kerry Beutler, Brent McLane
Consultant Team	Ryan Givens and Ellen Campfield Nelson
Participants	Jonathan Gallup – Resin Architecture, Travis Quast – Post Register, Jenny Bueno – Chapolera Coffee, Connie Schumacher – First Street Welding, Greg Croft – Resin Architecture.

Table 3.3.b. – Property Owner Representative(s) Participant Feedback	
Questions	Participant Feedback / Responses
What are the current / near-term projects on your property?	<ul style="list-style-type: none"> • First Street Welding – The business is expanding to include a new outdoor storage area along the Lomax frontage. The City requires screening including a fence and landscaping. • Chapolera Coffee and Roaster – The company originally had plans to build a new building next door to their coffee shop, but construction costs are too high. The company is looking to buy an existing building somewhere in the city. • Resin Architecture – The company just purchased an old bank building on 1st Street. The company has converted the space for their architecture firm and they have a large parking area with excess capacity. • Post Register – The company moved the printing operations out of the building on Northgate Mile. There are opportunities to subdivide the building for other, third party tenant spaces.
Why did you select your business location? How did you arrive in the area?	<ul style="list-style-type: none"> • First Street Welding – The company has been family-owned for generations and they have always been at that location. Their name is somewhat dependent on staying in the location but is not the only reason when considering whether to relocate. • Resin Architecture – The company originally wanted to locate in Downtown Idaho Falls but the rental/sales prices were too high. The company also heard that the City was going to do something for the area. • Chapolera Coffee – The company opened operations four years ago because they liked the building.
What do you like about the area?	<ul style="list-style-type: none"> • Post Register – The access is good to other transportation corridors. There is plenty of parking for their needs.

Table 3.3.b. – Property Owner Representative(s) Participant Feedback	
Questions	Participant Feedback / Responses
	<ul style="list-style-type: none"> • Chapolera Coffee – The owners like the area's history (e.g., the next door building was a fly fishing business, they like the historical aspects). • Resin Architecture – The location is good as it provides access to the larger region and outlying project locations. Parking is good. • First Street Welding – There is an emotional connection since they have been in this location for generations. The location and access are good; it's easy to get in and out.
What are the business/sales/real estate perceptions of the focus areas?	<ul style="list-style-type: none"> • Suspicious/Uninformed – Many people ask “you live where?” and there appears to be misinformation about the neighborhood character and safety. • Blighted – There are perceptions that the area is blighted and “run down”. • Safety – There are perceptions that the area (notably the 1st Street Corridor) has safety issues pertaining to crime and pedestrian/bicycle access. There is opportunity to enhance aesthetics to address these safety perceptions.
What types of projects would help incentivize investment in the focus areas?	<ul style="list-style-type: none"> • Traffic Circulation (Pass-through) – There is opportunity to improve traffic circulation on 1st Street/Lomax to address the perception that the Corridors are just pass-through areas. • Support Legacy Businesses – The Northgate Mile and 1st Street Corridors have several legacy businesses that the community should support as part of the planning process. There is opportunity to grow commerce around legacy businesses. • 1st Street Connections – There is opportunity to better interconnect the 1st Street Corridor to the rest of the city both physically and psychologically. • 1st Street Reconfiguration – There is opportunity to reconfigure 1st Street as a one-way corridor. • Traffic Calming – There is opportunity to add traffic calming elements to both 1st Street and Holmes Avenue. There is opportunity to reduce the speed to 25 miles per hour to create a more walkable business district along 1st Street and to allow motorists to notice area businesses. • Parking – There is a need to add additional parking to the 1st Street Corridor, as there is limited on-street parking availability in front of certain businesses.
What would make your businesses more successful?	<ul style="list-style-type: none"> • Art and Murals – There is opportunity to add art installations and/or artist murals on buildings to improve aesthetics and to show potential customers that there are positive activities in the district. • Other Aesthetics – There is opportunity to make the 1st Street Corridor more aesthetically pleasing to address negative safety perceptions.

Table 3.3.b. – Property Owner Representative(s) Participant Feedback	
Questions	Participant Feedback / Responses
	<ul style="list-style-type: none"> • Embrace History – There is opportunity to celebrate the 1st Street Corridor's history. Specifically, add murals that reflect history and tell the community's story. • Organization Support – There is opportunity to support/engage local organizations to help with the 1st Street Corridor revitalization (e.g., the arts council, students etc.). • Minority/Hispanic Community – There is a need to involve the Hispanic/Latino community in the revitalization efforts. The 1st Street Corridor has a Hispanic/Latino business cluster. • Waste Receptacles – The 1st Street Corridor needs public waste receptacles and a formal program for waste collection. • Stewardship – The 1st Street Corridor should employ an effective stewardship program that could involve volunteers or a formal business association to deal with blight and also to plan events. • Food Truck Court / Interim Uses – There is opportunity to organize a food truck court and/or other interim uses to activate specific areas of the 1st Street Corridor, provide needed commercial services, and as a means for people to start businesses. • Regulatory Flexibility – There is a need to create flexibility in zoning regulations to support new businesses and adaptive reuse projects (e.g., the buffering standards require a 7-ft wide landscape buffer which occupies a large portion of sites). Additionally, the on-site parking requirements are too high. The sign regulations do not allow for "off-premise" signage which is problematic for businesses that front on both 1st Street and Lomax. The City needs to reevaluate the zoning regulations for the area and make adjustments. • Street Improvement Planning – Future improvements on 1st Street must be mindful of local businesses. The improvement project must keep vehicle traffic open during construction. • Business Association – The 1st Street Corridor could benefit from a formal business association, however, it may be difficult to start due to a lack of business participation. • City Commitment – There is a perception that the City does not care about the 1st Street Corridor and there are sentiments that the City prioritizes downtown in its promotion efforts. The City needs to address these sentiments through action and investment in the 1st Street Corridor.

Section 3.4 – Developer Participant Interviews

Table 3.4.a. – Developer Participant Summary	
Date	March 3, 2020
Location	City of Idaho Falls Annex Building
Attendees (also see the sign-in sheet at the end of this memorandum)	
City of Idaho Falls (Project Team)	Brad Cramer, Kerry Beutler, Brent McLane
Consultant Team	Ryan Givens and Ellen Campfield Nelson
Participants	Lorin Walker – McNeil Development

Table 3.4.b. – Developer Participant Feedback	
Questions	Participant Feedback / Responses
What are the business/sales/real estate perceptions of the focus areas?	<ul style="list-style-type: none"> • Northgate Mile – The corridor is good for moving traffic but it is not considered quaint. The City depends on successful commercial and industrial enterprises in the Corridor. • Timing – There is a need to redevelop the Northgate Mile Corridor in the near term; whereas, it is not viable to land bank properties over the long-term.
What does the Northgate Mile Corridor need to be successful?	<ul style="list-style-type: none"> • Appearance – The Corridor needs a new look in terms of streetscape enhancements and new buildings. • Anchors – The revitalization strategy should identify successful anchors and build the redevelopment strategy around those uses/properties (e.g., the Fred Meyer shopping center – grocery is a good anchor).
<p>What are the near/long-term opportunities in the focus areas?</p> <p><i>AND</i></p> <p>What types of projects would help incentivize investment in the focus areas?</p>	<ul style="list-style-type: none"> • Limited Parcels – The Northgate Mile Corridor has challenging parcels on the west and running alongside the rail lines. This may be good for industrial. • Corridor Distinction – The Northgate Mile Corridor has a much different character than downtown Idaho Falls, and the community needs to address this. • Strengths and Weaknesses – The City needs to identify the strengths and weaknesses and devise a plan around those findings. • 1st Street Character – The 1st Street Corridor is narrower than Northgate Mile and has a very different look and feel. There is opportunity to plan for a live-work environment; commercial along 1st Street and residential and supporting uses on parallel streets. • Traffic Circulation/Patterns – The City should study the traffic circulation and patterns in the 1st Street Corridor and create a solution that supports local businesses. The City should improve intersections along Northgate Mile to connect at right angles.

Table 3.4.b. – Developer Participant Feedback	
Questions	Participant Feedback / Responses
	<p>Acknowledge that one-way traffic patterns (e.g., 1st Street and Lomax) may be problematic for businesses.</p> <ul style="list-style-type: none"> • Parking Solutions – There is a need to create a parking solution/scheme for the 1st Street Corridor to support local businesses. This could be a combination of on-street and surface lots. Consumers are accustomed to large surface parking lots and people will expect convenient parking. • Good Design – The focus areas need good urban design in terms of buildings and streetscapes. Introduce “New Urbanism” principles into the community. (Quote “Take 1st Street and turn it into a beloved street?”) • Business Types and Scale – The 1st Street Corridor is more conducive for local businesses, not chain stores. Small boutiques would do better on 1st Street (e.g., King Street in Indianapolis). Signage should be pedestrian scale but designed to promote the businesses. Future residents will be looking for consumer goods that the City does not presently have. • Regulatory Options – The City should adopt specific code standards for the 1st Street Corridor to promote the intended character and urban design. Avoid overly detailed guidelines that may deter investors. Require park/green space as part of commercial projects – the nicest places have greenspace for people to gather. • Police Station Activity Node – There is opportunity for the planned Police Station on Northgate Mile to serve as an activity node with supporting business clusters. • Business Improvement District (BID)- The 1st Street Corridor may benefit from a formal business improvement district to fund capital projects and enhancements. An effective BID should be small in area. • Food Anchors – A collection of restaurants and/or a food mall may be a good customer draw to the 1st Street Corridor. • Furniture and Appliance Cluster – There is opportunity to recognize and build off the existing furniture and appliance business cluster at 1st Street and Holmes Avenue. • Automobile Sales Cluster – Automobile sales is a good use for the Northgate Mile in terms of visibility and customer traffic volumes – car sales is a good tax base. • Housing – Future housing is essential for local businesses to be successful, especially along 1st Street. The community should define ways to draw existing residents into the Corridor. Also, the City should promote additional housing in the focus areas with an emphasis on a variety of types (e.g., large and small scale housing projects). (Quote “Housing is the activator”)

Section 3.5 – Real Estate and Broker Representative(s) Participant Interviews

Table 3.5.a. – Real Estate and Broker Representative(s) Participant Summary	
Date	March 3, 2020
Location	City of Idaho Falls Annex Building
Attendees (also see the sign-in sheet at the end of this memorandum)	
City of Idaho Falls (Project Team)	Brad Cramer, Kerry Beutler, Brent McLane
Consultant Team	Ryan Givens and Ellen Campfield Nelson
Participants	Steve Kelm – Iwest Companies, Chad Mrdock – Property Owner, Kevin Murray – K.W. Realty E. Idaho

Table 3.5.b. – Real Estate and Broker Representative(s) Participant Feedback	
Questions	Participant Feedback / Responses
What are the business/sales/real estate perceptions of the focus areas?	<ul style="list-style-type: none"> • Blight and Depressed – The focus areas are perceived as blighted, dirty, and depressed, whereas, 1st Street does not seem as bad as other Corridors. • Unrealized Potential – Northgate Mile has the potential to be the gem of Idaho Falls in terms of appearance, a gateway, and commercial vibrancy. • Police Department Catalyst - The planned Police Department building would provide higher investor confidence in the Corridor because it represents a significant public investment and will improve a blighted property. • Fred Meyer - The Fred Meyer decision to stay in the Northgate Mile Corridor and to conduct renovation is positive for the area.
What types of projects would help incentivize investment in the focus areas?	<ul style="list-style-type: none"> • Commercial Frontage and Industrial – New commercial enterprises and buildings along the Northgate Mile frontage would help catalyze other investment. Industrial businesses on the side streets or other blocks would also be good.
What are the challenges/barriers to investment in the focus areas?	<ul style="list-style-type: none"> • Construction Costs/Workers – Current construction costs in terms of labor and materials is a barrier to new investment. There is a worker shortage. • Property Neglect – There is a lot of neglected and unmaintained properties in the focus areas that deter others from investing. • Long-Term Area Stigma – The focus areas struggle to shed a long history of a negative perception/stigma that includes blight, unmaintained properties, and a lack of aesthetics. • Catalyst Needs – The focus areas need a catalyst project to influence and attract other investment in the Northgate Mile and 1st Street Corridors.

Table 3.5.b. – Real Estate and Broker Representative(s) Participant Feedback	
Questions	Participant Feedback / Responses
<p>What types of projects would help incentivize investment in the focus areas?</p> <p><i>AND</i></p> <p>What does the Northgate Mile need to support revitalization?</p>	<ul style="list-style-type: none"> • Police Department Catalyst – The planned Police Department building would be a good catalyst to attract new investment in the Northgate Mile Corridor. • Housing – The focus areas and the City as a whole need additional housing and a variety of choices (e.g., for sale, rental, apartments, etc.). Promote and allow small houses. • 1st Street/Lomax Access Improvements – The 1st Street Corridor would benefit from a new roundabout at the east end to improve access that would support local businesses. Additionally, 1st Street needs better access and an entry from Northgate Mile. The City should study circulation options for Lomax (one-way vs two-way, and access improvements). • Northgate Mile Beautification – The Northgate Mile Corridor needs a beautification and streetscape project to make it a gateway into the city. • District Designation – There is opportunity to designate 1st Street and the vicinity as a future growth area and devise a plan for infill development and business growth. • Tax Incentive Menu – The City should create ways to educate developers, realtors and the business community on the available tax incentives that could make projects more economically feasible. Currently, many small developers are unaware of tax programs and are at a disadvantage to larger, out-of-state developers. The City should create a tax incentive fact sheet and hold educational lunches to support local developers/investors. • Branding – The Northgate Mile and 1st Street Corridors need their own branding to support business recruitment and to attract customers. The branding should be based on the past character.

Section 3.6 – Community Groups and Residents Participant Interviews

Table 3.6.a. – Community Groups and Residents Participant Summary	
Date	March 4, 2020
Location	City of Idaho Falls Annex Building
Attendees (also see the sign-in sheet at the end of this memorandum)	
City of Idaho Falls (Project Team)	Brad Cramer, Kerry Beutler, Brent McLane
Consultant Team	Ryan Givens
Participants	Arianne Holt – Idaho Legal Aid Services, Inc., Dave Manson – Community Food Basket Soup Kitchens, Karen Lansing – Habitat for Humanity Idaho Falls, Jay Doman – Eastern Idaho Community Action.

Table 3.6.b. – Community Groups and Residents Participant Feedback	
Questions	Participant Feedback / Responses
What are the business/sales/real estate perceptions of the focus areas?	<ul style="list-style-type: none"> • 1st Street Potential – The neighborhoods in and around the 1st Street Corridor have similar characteristics as the Numbered Streets in Idaho Falls. The neighborhood is diverse in terms of income and housing types. There are opportunities for additional multifamily and rentals. The City is experiencing more housing renovation at the higher numbered streets. • Struggling – The 1st Street Corridor appears to be struggling. There is business turn over. • Blighted Northgate Mile – Northgate Mile shows signs of blight and unmaintained properties. The focus areas may not be the most desired location for commercial and businesses.
What types of opportunities do you see for/around the focus areas?	<ul style="list-style-type: none"> • Northgate Mile Streetscape – There is opportunity to improve the aesthetics and function of Northgate Mile. • Attract and Preserve Businesses – There is opportunity to attract additional businesses and preserve current enterprises. This is essential to the Corridors' revitalization strategies. • Railroad Access – The railroad line greatly limits access in the focus areas. The City must consider this condition in the revitalization approach. • Destination Creation – There is opportunity to create destinations within the focus areas to give commuters a reason to stop. There is opportunity to add a Visitors Center at a central location along Northgate Mile, potentially as part of the planned Police Station building. Provide a recreation center somewhere in the focus area.

Table 3.6.b. – Community Groups and Residents Participant Feedback	
Questions	Participant Feedback / Responses
	<ul style="list-style-type: none"> • 1st Street Business Improvement District (BID) – There is opportunity to start a BID in the 1st Street Corridor and improve the streetscape. An improved streetscape would help capture customers. • Food as Catalyst – The focus areas, notably the 1st Street Corridor, can use food as a means to catalyze redevelopment. Focus on the existing restaurants and recruit additional restaurants/markets. The prices should be fair, some of the venues along 1st Street appear to be a little pricy. • Neighborhood Oriented – There is opportunity to attract businesses and change marketing efforts to focus on the surrounding neighborhoods. The 1st Street Corridor should be a neighborhood commercial district.
What types of community services/improvements would you like to see in the focus areas?	<ul style="list-style-type: none"> • Local Food Store – A local food store would benefit the 1st Street Corridor and the adjacent residential neighborhoods. The store should provide a full range of food options (not like convenience stores). • Traffic Circulation/Patterns – The 1st Street/Lomax circulation patterns are awkward and difficult to navigate for a business district. The community needs to address the circulation patterns on these streets. • Distinct Character and Patron Focus – The City should recognize that Northgate Mile and 1st Street have different urban characters and customer focus opportunities. Northgate Mile should be planned for tourists and 1st Street should be planned for neighborhood residents. • History Reconnection – The focus areas have forgotten their history. There is opportunity to incorporate history in the revitalization strategy (e.g., building preservation/adaptive reuse, art, etc.). In the past, 1st Street “was a happening place”. The commercial super blocks southeast of Holmes and 1st Street used to be the city’s second downtown. • Events – Annual events would support businesses and give a reason for people to visit the focus areas. Scotty’s restaurant has an annual car show that brings visitors. • Regional Directional Signage – There is a big opportunity to change the regional directional signage from I-15 to direct travelers/tourists through the Northgate Mile corridor and provide customer activity. • Housing Projects – Housing is very important to revitalization in the focus areas. Residents become built-in customers for the adjacent business corridors. There should be a variety of housing choices and at lower rental rates. Habitat for Humanity has tentative plans to construct a tiny home community on the property

Table 3.6.b. – Community Groups and Residents Participant Feedback	
Questions	Participant Feedback / Responses
	at the northern terminus of Royal Avenue and adjacent to the planned City irrigation pond.
How can you or your organization help in the area's redevelopment?	<ul style="list-style-type: none"> • Eastern Idaho Community Action – The organization would like to be an active resource for reinvestment in the focus areas. Provide information about low tax incentives for housing. Provide partnerships for affordable housing projects. • Habitat for Humanity – Provide volunteer resources. • Idaho Legal Aid Services – The organization will continue to advocate for and represent fair housing and disputes with landlords. The organization wants to help people avoid homelessness. • Community Food Basket - A Community Benefit Agreement would help with neighborhood improvements. The food bank will continue to provide resources to the community. <p><i>Note: "A Community Benefits Agreement ("CBA") in the United States is a contract signed by community groups and a real estate developer that requires the developer to provide specific amenities and/or mitigations to the local community or neighborhood. In exchange, the community groups agree to publicly support the project – Source: Wikipedia</i></p>

Section 3.7 – School Participant Interviews

Table 3.7.a. – School Participant Summary	
Date	March 4, 2020
Location	Dora Erickson Elementary School
Attendees (also see the sign-in sheet at the end of this memorandum)	
City of Idaho Falls	Brent McLane
Consultant Team	Ryan Givens
Participants	Mark Hunsmark – Dora Erickson Elementary School, Shelly Smede – Compass Academy, Natalie Black – Idaho Falls High School, Becky Harmon – Dora Erickson Elementary School

Table 3.7.b. – School Participant Feedback	
Questions	Participant Feedback / Responses
<p>What are your current projects in/around the focus areas? (school expansions)</p> <p><i>AND</i></p> <p>What challenges do students / faculty face in and around the focus area?</p>	<ul style="list-style-type: none"> • Code Enforcement / Nuisance House – There is a house on Garfield Street that has debris and junk that is a safety concern for students. The area needs to maintain good lines of sight and code enforcement would help ensure properties are properly maintained. • High School – The high school is working on retrofit projects. It is losing its civic section. Many students appear apathetic about schoolwork. • Dora Erickson Elementary – The elementary school students come from the lowest household incomes in the state. Many low-income households are losing their leases and people are being displaced or can't find new housing. There are a lot of student behavior issues. Many students come to school hungry. There are a lot of truancy issues. There are some students that allegedly vape around the neighborhood. • After School Programs – Dora Erickson has snacks and tutoring after school. Some students just hang out in the neighborhood after school. The high school has sports programs, and some students just hang out at the school after hours. • Elementary School and Compass Academy Access – The pedestrian crossing location at 1st Street and Evergreen Drive is challenging even with a crossing guard. The sidewalk access from the elementary school to the eastern neighborhoods is narrow.
What community improvements would benefit the school and its students/faculty?	<ul style="list-style-type: none"> • High School Capacity Challenges – The school has no room to grow on their site. • 1st Street Lunch Options - Students are permitted to leave campus at lunch. There is opportunity to provide additional lunch options in the 1st Street Corridor to serve students.

Table 3.7.b. – School Participant Feedback	
Questions	Participant Feedback / Responses
	<ul style="list-style-type: none"> • Activities – There is opportunity to add additional activities and amenities in the neighborhoods. Specifically, add amenities and equipment in Central Park, the ballfields are the only amenities. • Designated Bicycle Lanes – Add bicycle lanes to the streets that lead to the schools. Specifically, add bicycle lanes to Garfield Street that leads to Central Park.

Section 3.8 – Planning Commission Work Session

Table 3.8.a. – Planning Commission Participant Summary	
Date	March 3, 2020
Location	City of Idaho Falls Annex (Council Chambers)
Attendees (also see the sign-in sheet at the end of this memorandum)	
City of Idaho Falls (Project Team)	Kerry Beutler, Brent McLane
Consultant Team	Ryan Givens
Participants	Planning Commission

Table 3.8.b. – Planning Commission Participant Feedback	
Questions	Participant Feedback / Responses
<p>What are the near/long-term opportunities in the focus areas?</p> <p><i>AND</i></p> <p>What types of projects would help incentivize investment in the focus areas?</p>	<ul style="list-style-type: none"> • Housing – The focus areas and the City as a whole need more housing. • Hotels – 1st Street could use a new hotel. Also, a new hotel near the planned Police Station may be an asset. • Amenities – Add public amenities and destinations to 1st Street. The AWP process should identify a way to integrate the focus areas to the city-wide green belts and trail systems. There should be regularly scheduled events (e.g., Friday night food trucks). Add landscaping enhancements to Northgate Mile, Lomax, and 1st Street. • Improve Impressions – The process should identify strategies to create a positive first impression for travelers passing through the Corridors.

SECTION 4 – DISCOVERY WALKING TOUR

On March 4, 2020, the project team hosted a discovery walking tour of the 1st Street and Lomax Corridors to allow the general public and project stakeholders to become acquainted with the physical conditions, land uses, and character. The project team chose this area for the walking tour because it is compact and more conducive to walking than the Northgate Mile segments. Stantec prepared a walking map and led participants in an informal group tour. There were no sign-in sheets or formal engagement activities. The tour was intended to allow interested parties to understand the 1st Street/Lomax Corridors and provide feedback at the community workshop later that evening. Participants were asked to note their perceptions/observations on the following elements:

- Walking/Pedestrian Conditions
- Biking/Bicycling Conditions
- Notable Buildings/Businesses
- Redevelopment Opportunities
- General District Concerns
- Potential Neighborhood Improvements

The following map illustrates the tour route; the tour started and ended at the Chapolera Coffee located along 1st Street.



The purpose of this walking tour is for community residents, business owners, and overall stakeholders to visit the 1st St Area and notate their personal site observations. Your feedback will help the City of Idaho Falls plan for the future of the neighborhood.

(1) Tour Route: Use the map below to follow the route on the discovery tour.

(2) Notes: Use the back of this page to notate key site observations.



Figure 1 - Discovery Walking Tour Route Map

SECTION 5 - COMMUNITY WORKSHOP

On March 4, 2020, the project team hosted a community workshop at the Pinecrest Municipal Golf Course Clubhouse to allow the general public to learn about the AWP initiative for the Northgate/1st Street area-wide planning project, share their personal desires for the area, and assess the area's conditions (e.g., safety and aesthetics). City staff provided a brief introduction. Stantec facilitated the community workshop segments. The meeting began with a brief presentation of the project, brownfield conditions, initial observations, and the planning process. Stantec led the meeting participants in a discussion to identify the community's priorities. Stantec finished the meeting with a set of interactive engagement stations for the participants to provide feedback on business preferences, desires for potential streetscape enhancements, access challenges, and District perceptions. The following subsections summarize the topics and participant responses.

Table 5.0.a. – Community Workshop Participant Summary	
Date/Time	March 4, 2020 – 6:30 to 8:30pm
Location	Pinecrest Municipal Golf Course Clubhouse
Public Attendees	14 individuals (see sign-in sheet at the end of this memorandum) <i>Note: additional attendees may have been present but chose not to sign-in</i>

Subsection 5.1 – Presentation Summary

Stantec gave a brief presentation to provide an overview of the project and its objectives, educate about brownfields, identify initial observations, and explain the next steps in the planning process. A copy of the presentation is attached to the end of this memorandum. The following lists the presentation segments:

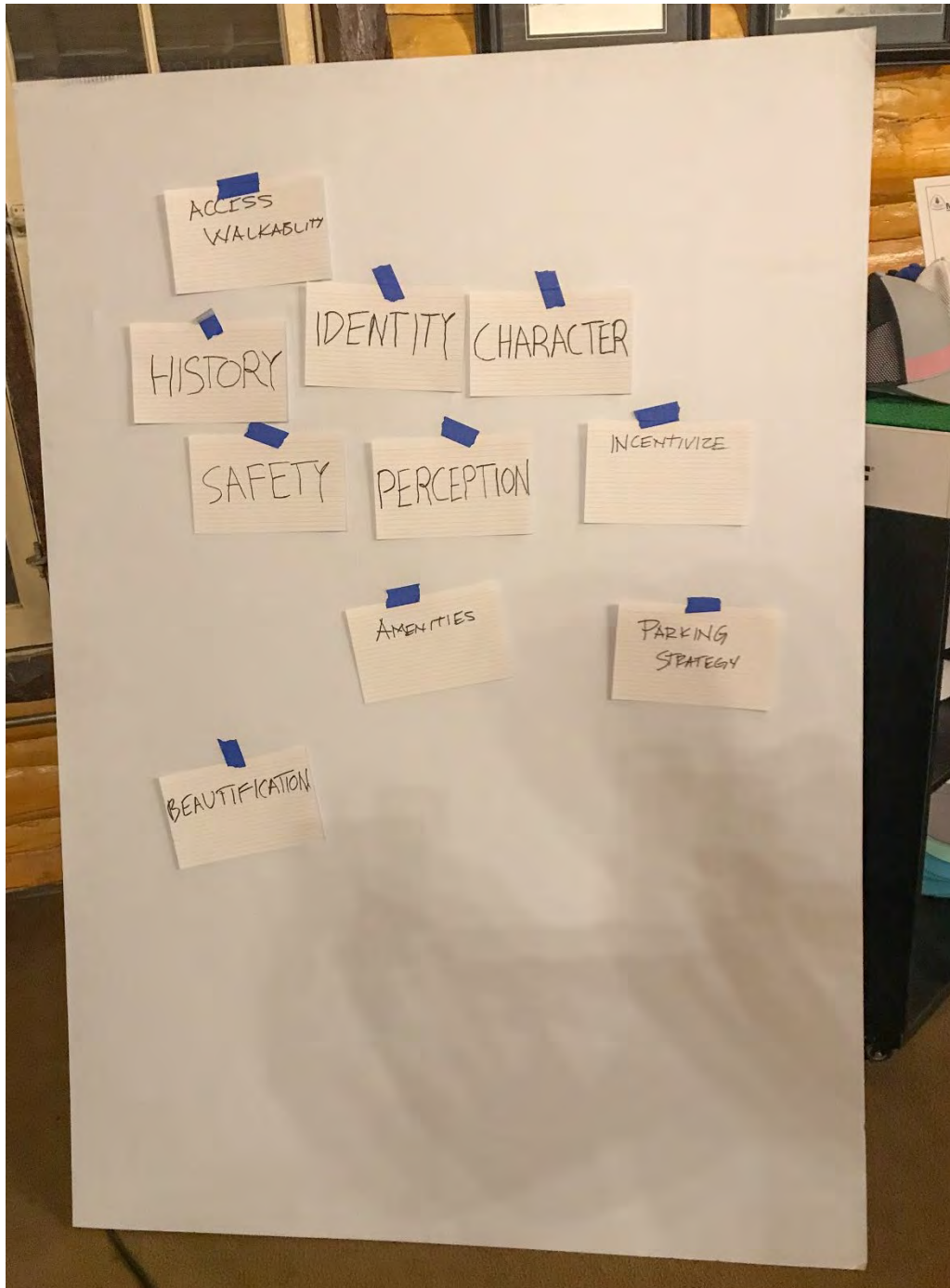
- 1) Project Objective
- 2) Brownfields Overview
- 3) Area-Wide Planning
- 4) Existing Assets / Opportunity Examples
- 5) Market and Demographic (in process)
- 6) Next Steps (Community Priorities exercise and the Engagement Stations)
- 7) Community Priorities Exercise
- 8) Engagement Station Instructions



Subsection 5.2 - Community Priorities Exercise

Stantec facilitated a Community Priorities exercise to engage participants to share their personal aspirations for the focus areas. The group discussion yielded the top seven (7) priorities the participants felt were important for the focus areas. These ideas were shared on comment cards at the meeting, read aloud, and grouped according to subject categories. These comments are summarized below.

Table 5.2.a. Community Priorities and Supporting Elements	
Priority	Actions / Supporting Elements
Priority 1 - Improve traffic and circulation in the focus areas	<ul style="list-style-type: none"> • Improve traffic flow • Improve access to 1st Street and Northgate Mile with additional stop lights, roundabouts and similar roadway features • Create management plans for snow removal
Priority 2 - Improve property appearance and code enforcement activities	<ul style="list-style-type: none"> • Create response plan for code enforcement • Create strategies and incentives to improve blighted properties
Priority 3 - Create public amenities and promote beautification	<ul style="list-style-type: none"> • Remove concrete • Plant more trees and landscaping • Improve and maintain area parks • Create beautification projects • Create and implement maintenance plans for rights-of-way and parks
Priority 4 - Improve walkability and pedestrian safety	<ul style="list-style-type: none"> • Create safer pedestrian connections • Create more walkable sidewalks • Make streets safer and more comfortable for pedestrians
Priority 5 - Address parking demand	<ul style="list-style-type: none"> • Create parking options behind buildings, less emphasis on street parking • Provide additional parking locations and quantities
Priority 6 - Create a distinct community identity and include links to history	<ul style="list-style-type: none"> • Define a community identity for Northgate Mile and the 1st Street Corridors • Create a live-work-play community brand • Celebrate the areas' history • Promote historic preservation • Adaptively reuse and repurpose historic buildings
Priority 7 - Incentivize private development projects	<ul style="list-style-type: none"> • Create incentives for adaptive reuse and repurpose projects • Create funding sources for private property improvements



*Figure 2 - Community Priorities Exercise
(these are broader categories - participants provided an array of written responses)*

Subsection 5.3 - Engagement Stations

Stantec invited participants to provide written and oral feedback at a series of engagement stations. Stantec prepared and presented boards on an array of community planning topics. The engagement stations included the following:

Table 5.3.a. Engagement Stations Summary		
Engagement Station	Discussion Topics	Materials/Components
Station 1 – Streetscape / Community Character	<ul style="list-style-type: none"> ▪ Identify preferred building orientation ▪ Identify preferred streetscape elements (e.g., sidewalks, multi-use pathways, vegetation) ▪ Identify pedestrian access challenges 	<ul style="list-style-type: none"> ○ Facilitator(s) ○ Idea board (writing) ○ S1 Board A – Building Orientation Board (traditional and suburban options) ○ S1 Board B – 1st Street Streetscape Options (various streetscape elements, traditional) ○ S1 Board C – Northgate Hwy Streetscape Options (various streetscape elements, suburban/hybrid) ○ S1 Board D – Pedestrian Access Challenges (map with street names)
Station 2 – Services / Amenities	<ul style="list-style-type: none"> ▪ What commercial services do you need? ▪ What health / safety services do you need? ▪ What type of trail / parks / recreation do you need / want? 	<ul style="list-style-type: none"> ○ Facilitator(s) ○ Idea Board (writing) ○ S2 Board A – Commercial Services (images of commercial/service options) ○ S2 Board B – Parks and Recreation (images of various park amenities)
Station 3 – Housing	<ul style="list-style-type: none"> ▪ What types of housing do you need? ▪ What types of housing do you prefer? ▪ What architectural style(s) do you prefer? 	<ul style="list-style-type: none"> ○ Facilitator(s) ○ S3 Board A – Needed Housing Types (images of housing types – focus on ‘missing middle’)
Station 4 – Community Ideas	<ul style="list-style-type: none"> ▪ Favorite places ▪ Redevelopment sites ▪ What is one great project for the corridor? 	<ul style="list-style-type: none"> ○ Facilitator(s) ○ S4 Board A – Favorite Place(s) (map with street names, aerial, parcels) ○ S4 Board B – Catalyst Redevelopment Sites (map with street names, aerial, parcels)

Station 1 – Streetscape / Community Character

Station 1 included four engagement boards with the intent for participants to identify their preferences relating to (1) building orientation, (2) potential streetscape enhancements for 1st Street, (3) potential streetscape enhancement for Northgate Mile/Yellowstone Highway, and (4) existing pedestrian access challenges in the focus areas. The following subsections identify the participant responses to each engagement board.

Building Orientation (S1 Board A)

This engagement board aimed for participants to identify their preferences for future building orientation along Northgate Mile/Yellowstone Highway. One option showed buildings positioned close to the street with parking/service in the rear yard (traditional option) and the other option showed building setback from the street with parking in front (suburban option). Based on the community meeting participant responses, there was a preference for a suburban building orientation pattern along Northgate Mile/Yellowstone Highway.

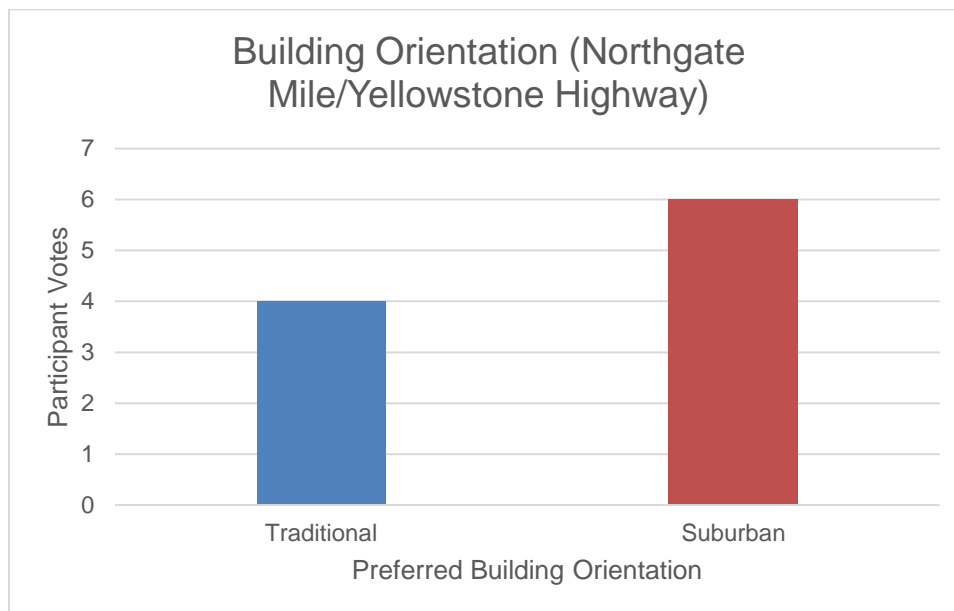


Figure 3 - Building Orientation Participant Votes Tally

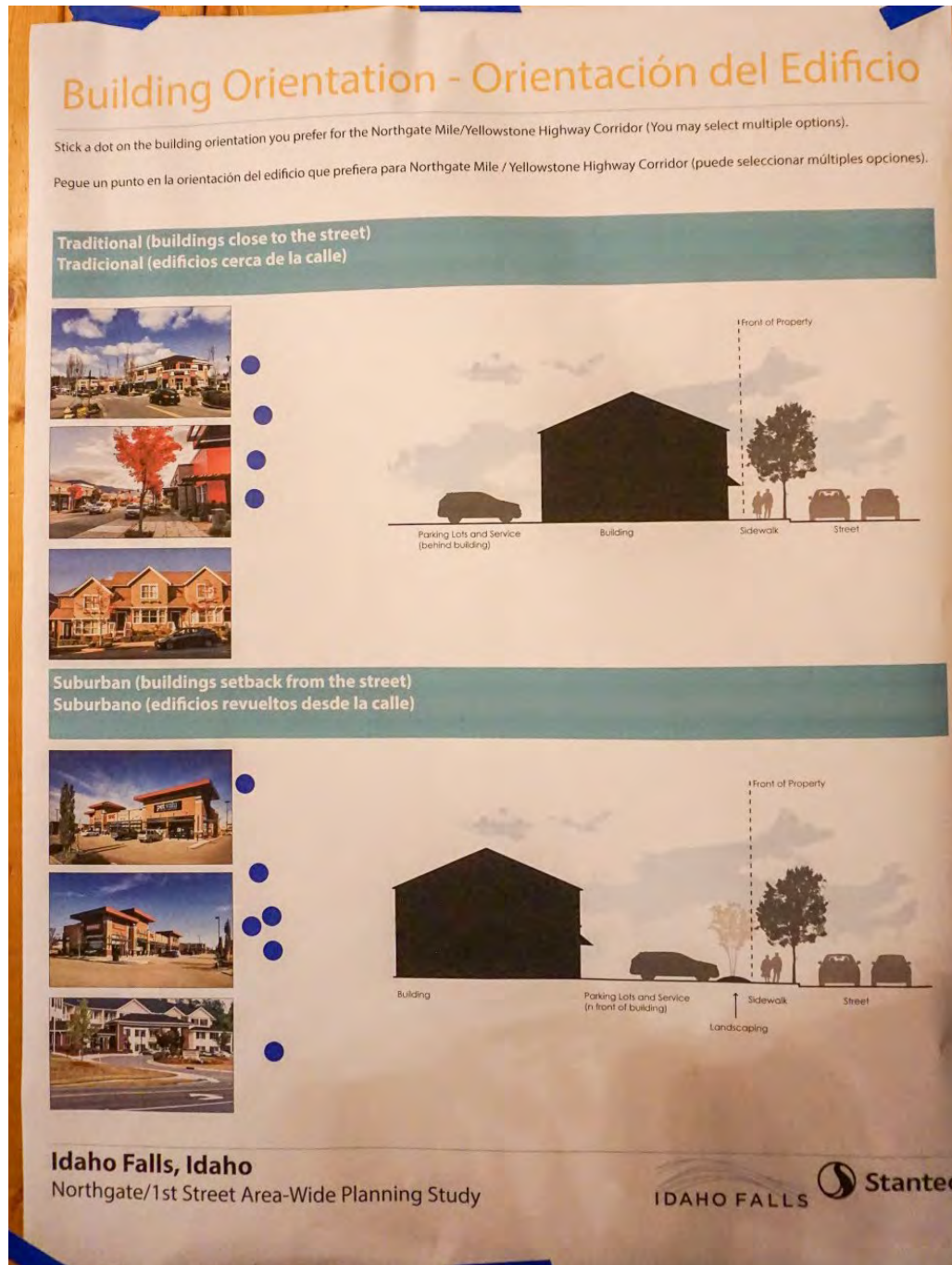


Figure 4 - Building Orientation Completed Board

1st Street Streetscape Options (S1 Board B)

This engagement board was intended to allow participants to select from an array of streetscape elements they would like to see incorporated into a potential street enhancement project for 1st Street. Based on the participant responses, the most desired streetscape elements include murals, public art, lighting, street trees, and wayfinding/signage.

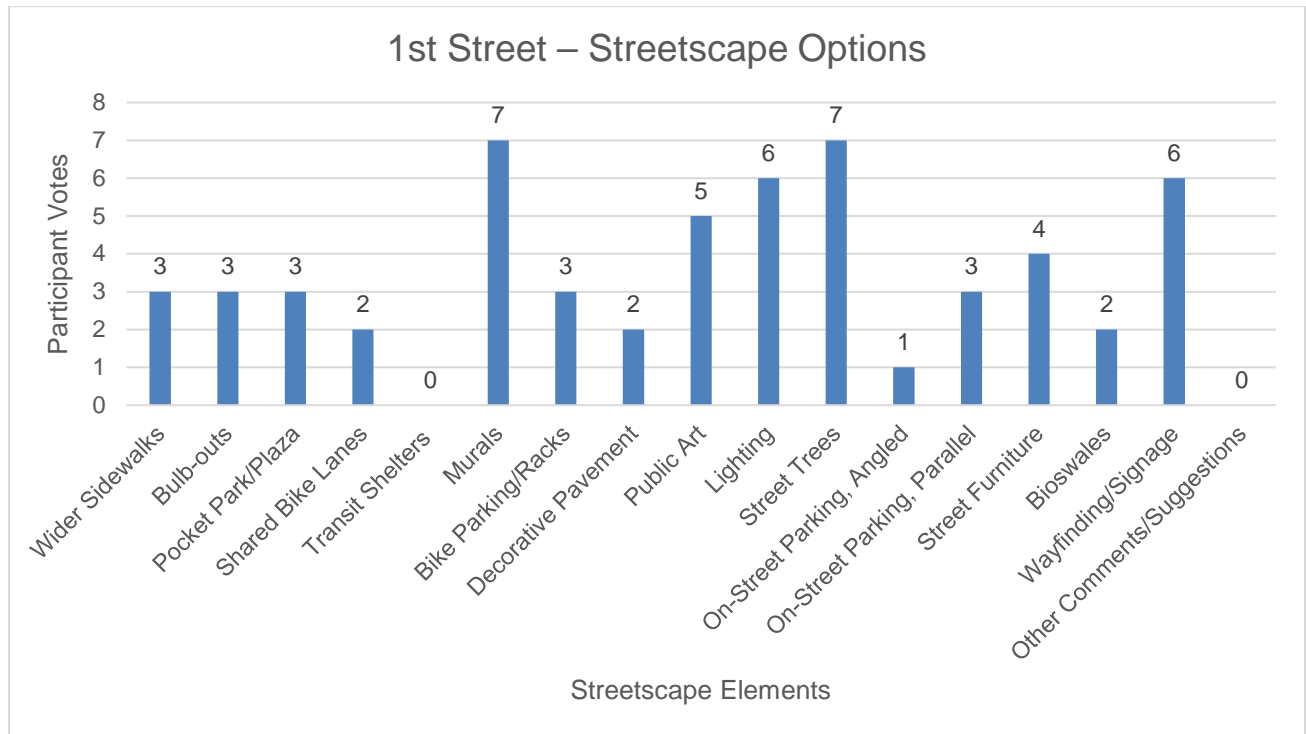

























Figure 5 - 1st Street Streetscape Participant Votes Tally

1st Street - Streetscape Options Opciones de Paisaje Urbano

Stick a dot on the types of streetscape elements that you would like to see incorporated into the 1st Street corridor (You may select multiple options).
Pegue un punto en los tipos de elementos del paisaje urbano que le gustaría ver incorporados en el corredor de 1st Street (Usted puede seleccionar múltiples opciones).

Wider Sidewalks Ranquas más anchas    	Bulb-outs    	Pocket Park/Plaza    
Shared Bike Lanes Carriles de Bicicleta Compartidos   	Transit Shelters Refugios de tránsito   	Murals Murales      
Bike Parking/Racks Estacionamiento de bicicletas/ bastidores    	Decorative Pavement Pavimento decorativo   	Public Art Arte público    
Lighting Alumbrado público     	Street Trees Árboles de la calle     	On-Street Parking, Angled Estacionamiento en la calle, en ángulo   
Street Furniture Mobiliario urbano     	Bioswales   	On-Street Parking, Parallel Estacionamiento en la calle, en paralelo    
Wayfinding/Signage Señalización de ubicaciones públicas     	Other Suggestions? ¿Otras sugerencias? 	

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Figure 6 - 1st Street Streetscape Completed Board

Northgate Mile/Yellowstone Highway Streetscape Options (S1 Board C)

This engagement board was intended to allow participants to select from an array of streetscape elements they would like to see incorporated into a potential street enhancement project for Northgate Mile/Yellowstone Highway. Based on participant responses, the desired streetscape elements include wider sidewalks, pedestrian crosswalks, landscaping, decorative lighting, public art, and bike lanes.

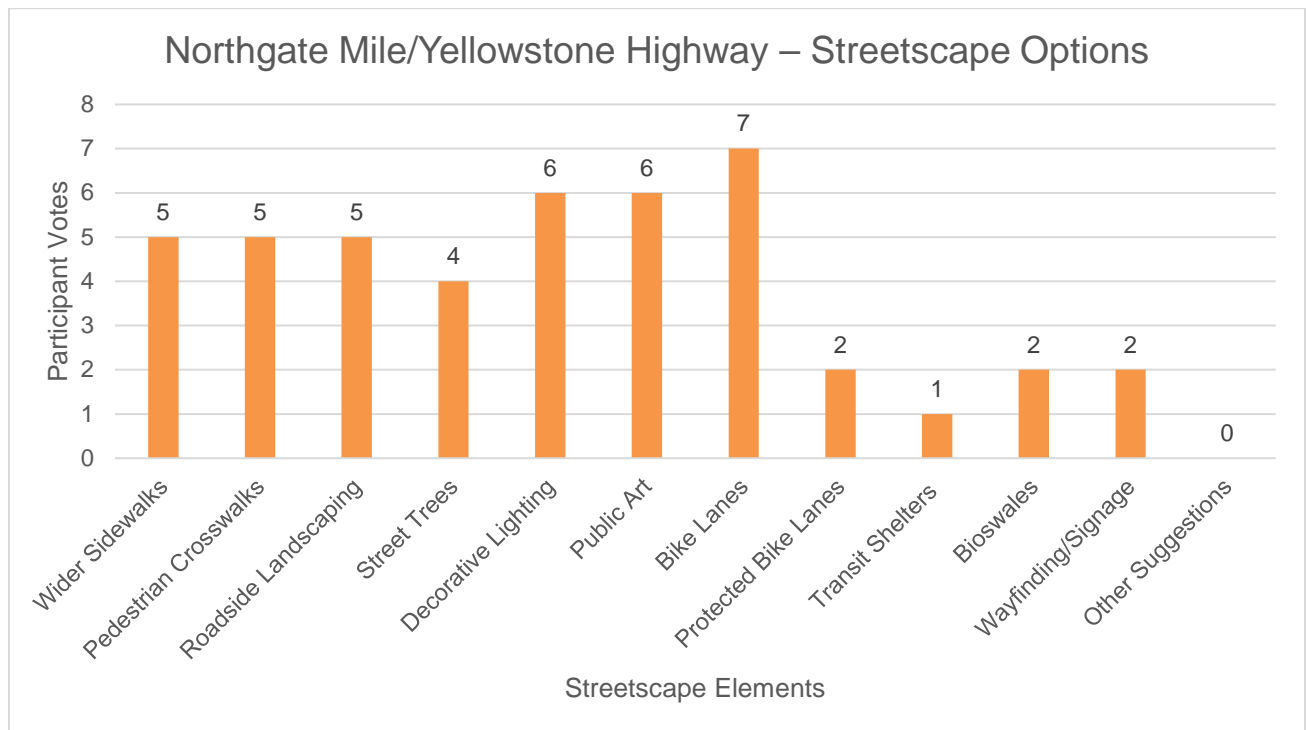
























Figure 7 - Northgate Mile/Yellowstone Hwy Streetscape Participant Votes Tally

Northgate Mile/Yellowstone Highway - Streetscape Options Opciones de Paisaje Urbano

Stick a dot on the types of streetscape elements that you would like to see incorporated into the Northgate Mile/Yellowstone Highway Corridor (You may select multiple options).
Pegue un punto en los tipos de elementos del paisaje urbano que le gustaria ver incorporados en Northgate Mile / Yellowstone Corredor de la autopista (puede seleccionar varias opciones).

Wider Sidewalks 	Banquetas más anchas 	Bike Lanes 	Líneas de bicicleta 
Pedestrian Crosswalks 	Cruces peatonales 	Protected Bike Lanes 	Carriles de bicicleta protegidos 
Roadside Landscaping 	Paisajismo en carretera 	Transit Shelters 	Refugios de tránsito 
Street Trees 	Árboles callejeros 	Bioswales 	
Decorative Lighting 	Alumbrado publico 	Wayfinding/Signage 	Señalización de ubicaciones publicas 
Public Art 	Arte publico 	Other Suggestions? 	¿Otras sugerencias?

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Northgate/1st Street Area-Wide Planning Study


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Figure 8 - Northgate Mile/Yellowstone Hwy Streetscape Competed Board

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Current Pedestrian Access Challenges (S1 Board D)

This engagement board allowed participants to identify locations within the focus areas that are challenges for pedestrian access in terms of sidewalk connections and crosswalks. See map for participant responses.

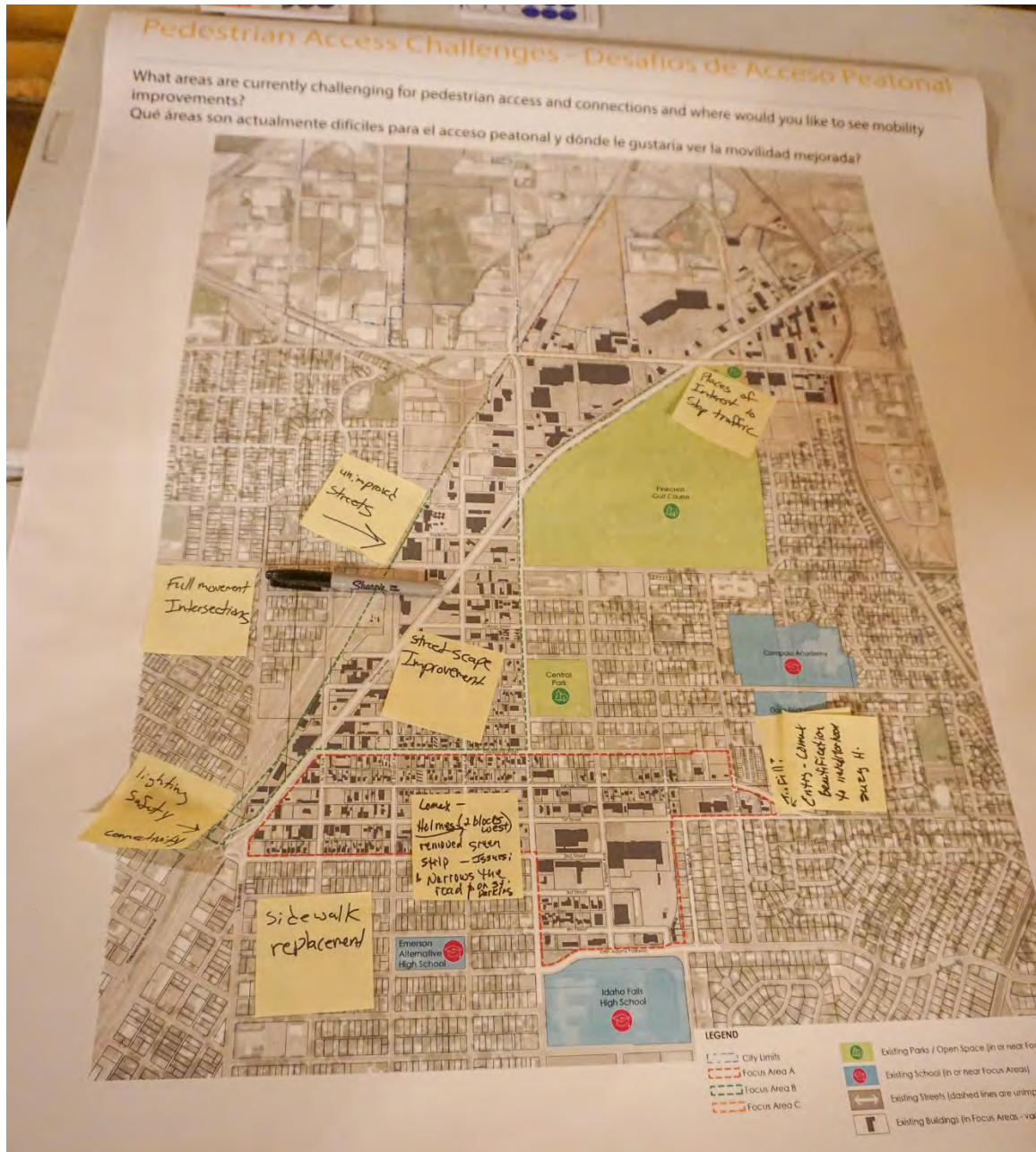


Figure 9 - Pedestrian Access Challenges Completed Board

Station 2 – Services / Amenities

Station 2 included two engagement boards with the purpose to allow participants to identify their preferences for future (1) business services and (2) recreational amenities. The following subsections identify the participant responses to each engagement board.

Business and Services (S2 Board A)

This engagement board aimed to allow participants to identify the types of businesses and services that they would like to see in the focus areas. Based on the participant responses, the most desired businesses/services include restaurants, coffee/tea shops, community markets, and artist/makers spaces. To a lesser extent, specialty grocers and music venues were also desired.

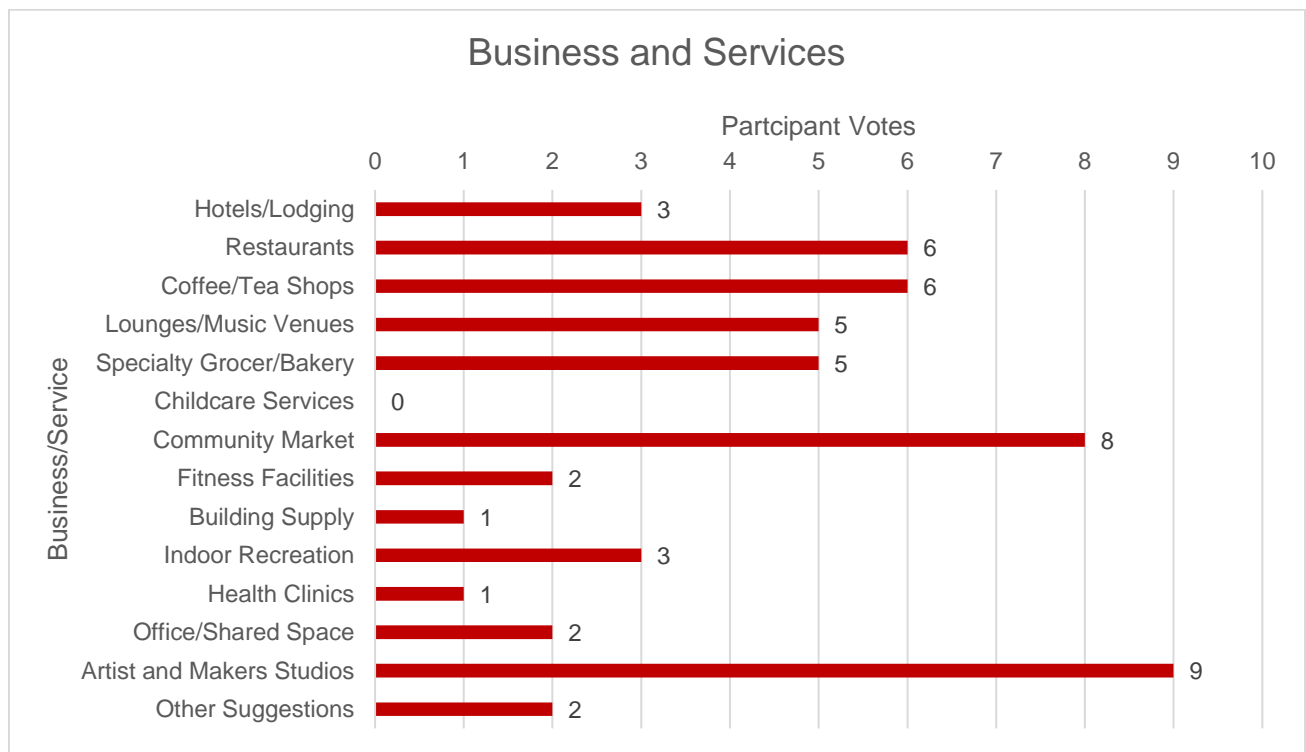


























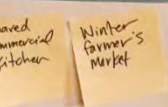


Figure 10 - Business and Services Participant Votes Tally

Business and Services - Negocios y Servicios

Stick a dot on the types of business or service options you would like to see in the Northgate/1st Street area (You may select multiple options).
Ponga un punto en los tipos de opciones de negocios o servicios que le gustaría ver en el área de Northgate / 1st Street (puede seleccionar múltiples opciones).

Hotels/Lodging 	Hoteles / Alojamiento 	Fitness Facilities 	Gimnasio 
Restaurants 	Restaurantes 	Building Supply 	Suministro de construcción 
Coffee/Tea Shops 	Tiendas de café / té 	Indoor Recreation 	Recreación interior 
Lounges/Music Venues 	Salones / Locales de música 	Health Clinics 	Clinicas de salud 
Specialty Grocer/Bakery 	Panaderías 	Office/Shared Space 	Espacio compartido de oficinas 
Childcare Services 	Servicios de guardería 	Artist and Makers Studios 	Estudios de artistas y creadores 
Community Market 	Mercado comunitario 	Other Suggestions? 	¿Otras sugerencias?

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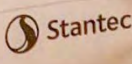
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Figure 11 - Business and Services Completed Board

Parks and Recreation (S2 Board B)

This engagement board aimed to allow participants to identify the type of recreational amenities that they would like to see in the focus areas. Based on participant responses, the most desired parks and recreational amenities include playgrounds, multi-use shelters, and a splash pad.

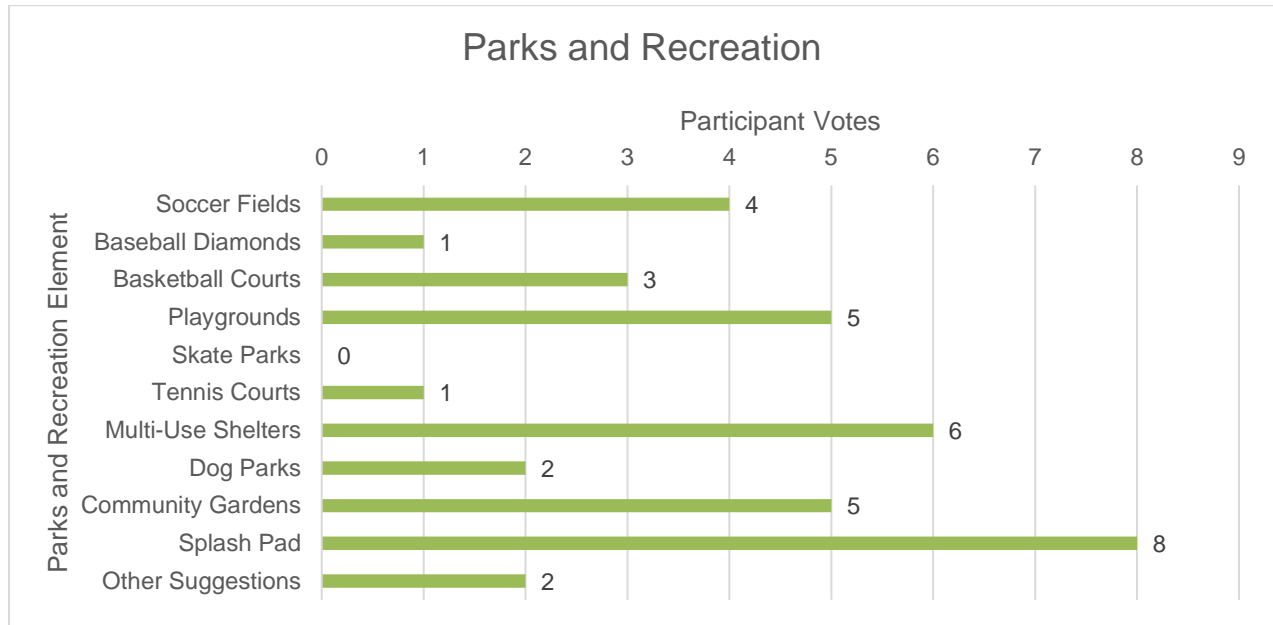






















Figure 12 - Parks and Recreation Participant Votes Tally

Parks and Recreation - Parques y Recreación

Stick a dot on the types of parks and recreation amenities you would like to see in the Northgate/1st Street area (You may select multiple options).
Ponga un punto en los tipos de parques y recreación que le gustaría ver en el área de Northgate / 1st Street (puede seleccionar múltiples opciones).

Soccer Fields 	Campos de fútbol 	Multi-Use Shelters 	Refugios de usos múltiples 
Baseball Diamonds 	Diamantes De Béisbol 	Dog Parks 	Parques para perros 
Basketball Courts 	Canchas de baloncesto 	Community Gardens 	Jardines comunitarios 
Playgrounds 	Parques infantiles 	Splash Pad 	
Skate Parks 	Parques de patinaje 	Other Suggestions? 	¿Otras sugerencias?
Tennis Courts 	Canchas de tenis 		

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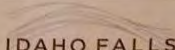
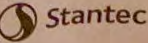



Figure 13 - Parks and Recreation Completed Board

Station 3 – Needed Housing

Station 3 included one engagement board to allow participants to identify the type of housing that they felt is needed in the focus areas. The following subsection identifies the participant responses.

Needed Housing (S3 Board A)

This engagement board aimed to allow participants to identify the types of recreational amenities that they would like to see in the focus areas. Participants identified small lot houses, townhouses, and mixed-use buildings are the most needed housing types for the focus areas.

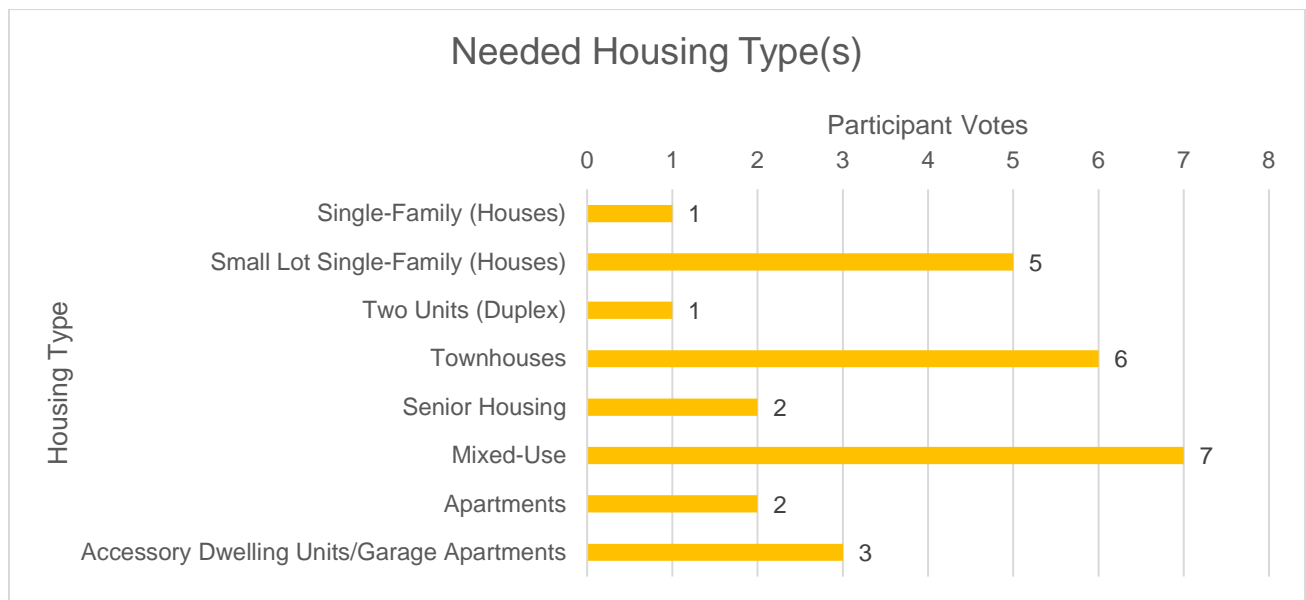


Figure 14 - Needed Housing Participant Votes Tally



Figure 15 - Needed Housing Completed Board

Station 4 – Community Ideas

Station 4 included two engagement boards with the purpose to allow participants to identify (1) their favorite places in the focus areas, and (2) potential catalyst redevelopment sites in the focus areas. The following subsections identify the participant responses.

Favorite Place(s) (S4 Board A)

This engagement board aimed to allow participants to identify their favorite place(s) within the focus areas so that the planning process can ensure these places are preserved and enhanced through land use and potential capital improvement projects. See map for participant responses. Participants noted the following favorite places:

- Cal Ranch Building
- Scotty's Restaurant
- North Hi-Way Café
- Other properties along the Northgate Mile Corridor

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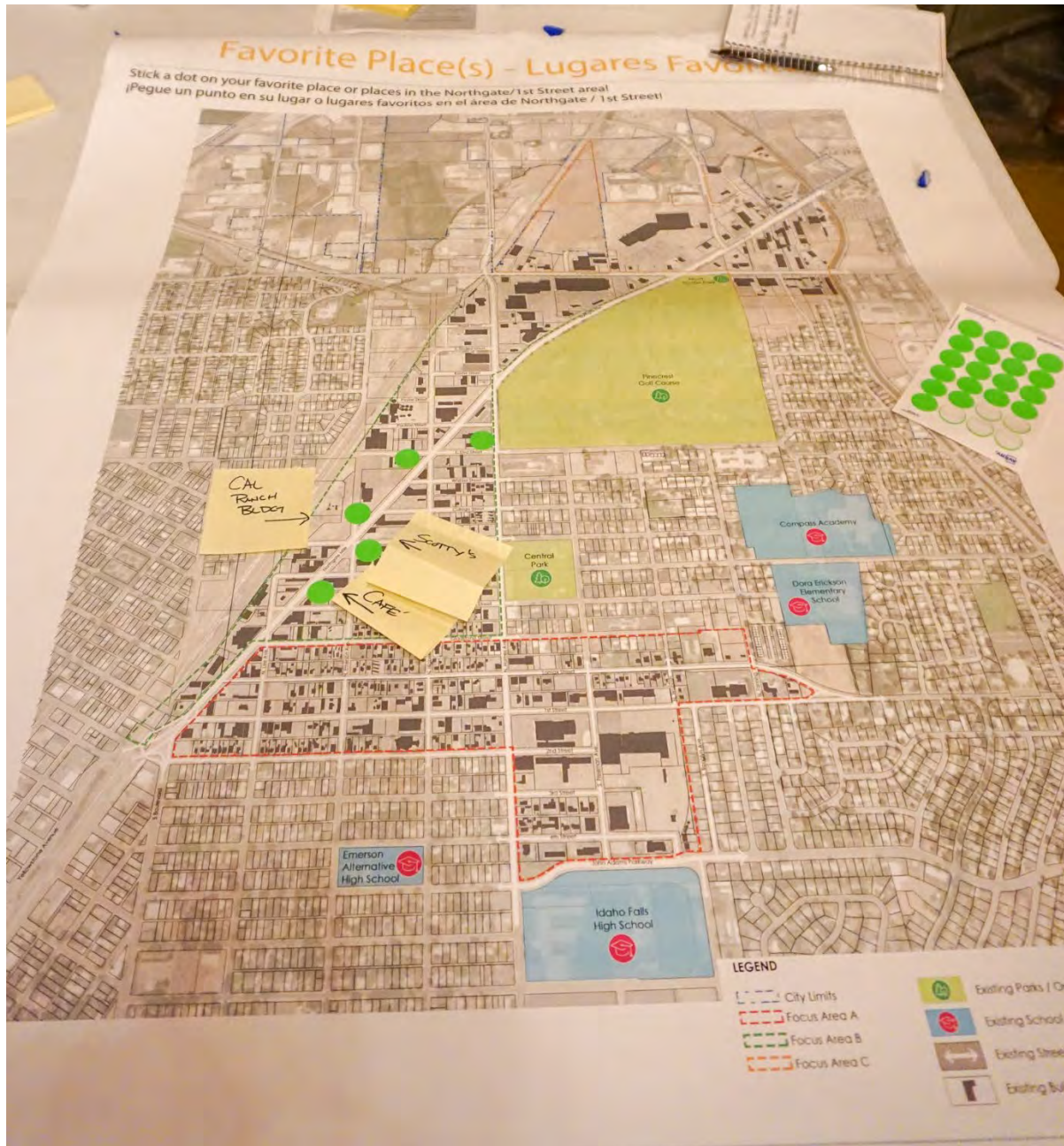


Figure 16 - Favorite Place(s) Completed Board

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Catalyst Redevelopments Sites (S4 Board B)

This engagement board allowed participants to identify sites, that they felt, would be good locations for catalyst redevelopment projects. See map with participant responses.

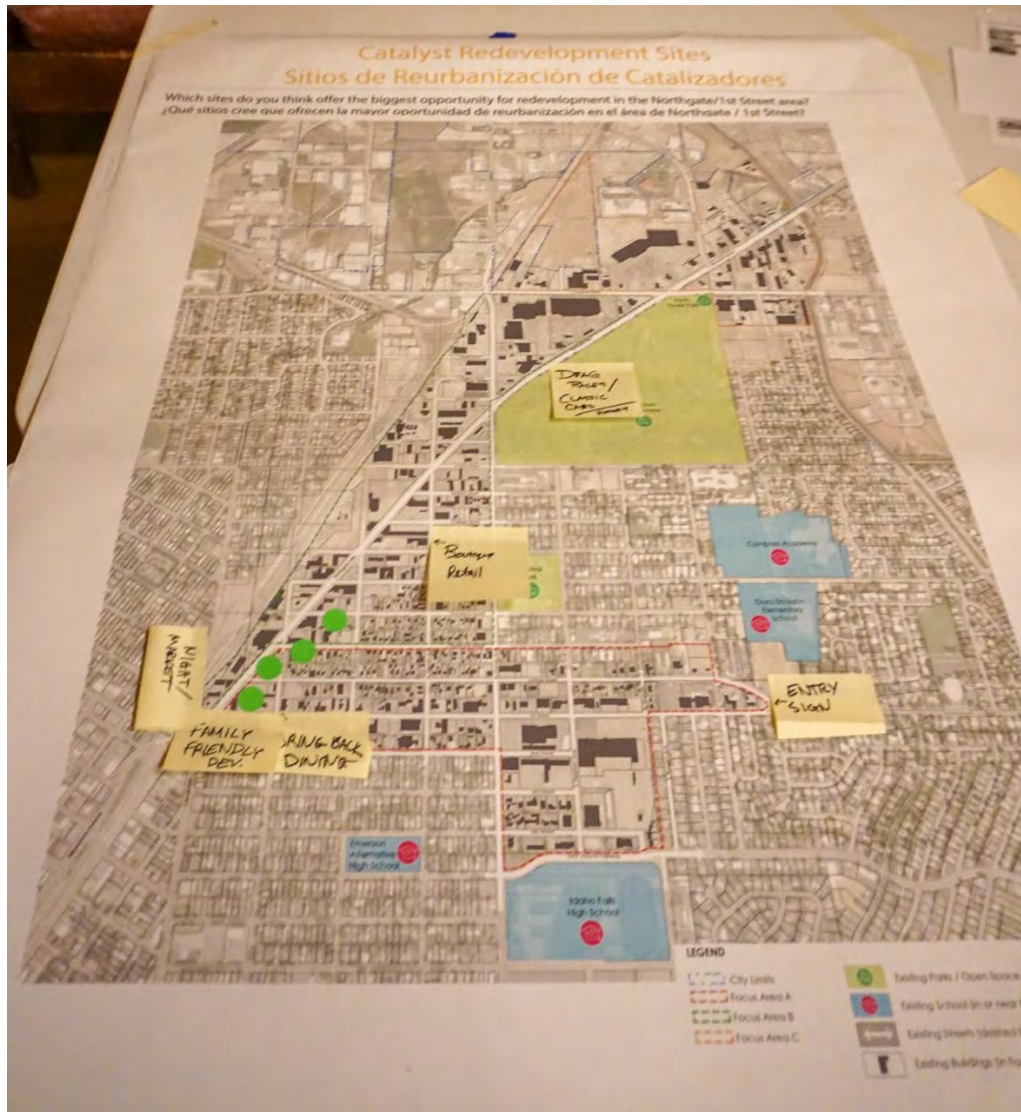


Figure 17 - Catalyst Redevelopment Projects Completed Board

Subsection 5.4 – Comment Cards

The project team provided an opportunity for community workshop participants to submit additional written feedback on comment cards. The comment cards asked participants to respond to specific questions pertaining to area-wide planning in the Northgate Mile/1st Street focus areas; this included a final open-ended question that allowed participants to provide feedback on any topic. The following lists the comment card questions:

- Tell us about yourself (participants indicated if they were a resident, business owner, property owner or other affiliation).
- Please tell us about your interest in the project.
- What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)
- How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)
- What types of amenities, businesses and/or services would you like to see in the Northgate Mile/1st Street areas?
- Please share your other ideas or opinions about the Northgate Mile/1st Street areas

The completed comment forms that the project team received on the community workshop are attached to this memorandum.

Table 5.4.a. Comment Cards Responses Summary	
Question	Responses (Summarized)
Please tell us about your interest in the project	<ul style="list-style-type: none"> • Respondent 1 – I am the property N.W of stock yards and am curious what is happening • Respondent 2 – No response • Respondent 3 – Improve and beautify 1st Street • Respondent 4 – Want to see the area improve • Respondent 5 – Just want to know exactly what's going on • Respondent 6 – Everything in Idaho Falls interests me! • Respondent 7 – Lived in this neighborhood over 30 years • Respondent 8 – Always interested in city plans, longtime resident in this area • Respondent 9 – Idaho Falls resident and area business owner. Historic memory – hometown region (wish for restoration) • Respondent 10 – No response
What makes the Northgate Mile/1 st Street areas unique (e.g. What are the community's assets/strengths that set it apart from other area communities?)	<ul style="list-style-type: none"> • Respondent 1 – It is easy access to downtown. The area is ripe for improvement. This improvement will bless downtown area and enhance the area • Respondent 2 – A scattering of unique landmark businesses • Respondent 3 – Small and unique businesses. The history and potential for redevelopment

Table 5.4.a. Comment Cards Responses Summary	
Question	Responses (Summarized)
	<ul style="list-style-type: none"> • Respondent 4 – Older part of town, older buildings and businesses • Respondent 5 – High traffic areas, plenty of businesses along both roads • Respondent 6 – It is central core. Northgate should be our best face that we present to visitors. 1st is a great mix of uses and this should be encouraged • Respondent 7 – Older neighborhood with mix of residential and commercial properties, lots of nature and trees • Respondent 8 – Established area, old businesses, many locally owned and locally invested • Respondent 9 – Historic memory. Sad to see having become rundown, so vacant, unkept. An important area of junction should be improved and maintained, to represent city character and quality • Respondent 10 – Long term businesses are located in the area giving it a small-town feel. However, all of the poor traffic patterns caused by 5- and 6-point intersections make it hard to navigate. The area looks old and needs improvements in curb, gutter, and streets
How could we improve the Northgate Mile/1 st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)	<ul style="list-style-type: none"> • Respondent 1 – Incentivize building improvement. Make it easy to remodel and cosmetically improve the buildings in the area by fast tracking permits and giving time before raising property values/taxes due to improvements • Respondent 2 – Develop more mixed-use spaces, Live-work-play, Anchor store or two • Respondent 3 – Walkability, connectivity, safety, beautification • Respondent 4 – Access to 1st street, traffic issues, pedestrian access, crime suspension • Respondent 5 – Traffic flow and or accessibility leaves something to be desired. North Hi-way Café could use a facelift, and the properties adjacent/across the street. • Respondent 6 – I'd like to see more shopping and apartments • Respondent 7 – Take better care of central park, enforce codes • Respondent 8 – Street signs, traffic flow, central park upgrades • Respondent 9 – Beautification, repairs, property weed management. Owner accountability. Improve flow of traffic. Sidewalks, roads, signage improvements

Table 5.4.a. Comment Cards Responses Summary	
Question	Responses (Summarized)
	<ul style="list-style-type: none"> Respondent 10 – Traffic patterns, Beautification, and New business incentives
What types of amenities, businesses and/or services would you like to see in the Northgate Mile/1 st Street areas?	<ul style="list-style-type: none"> Respondent 1 – Green spaces/parks, strip mall, office buildings Respondent 2 – No response Respondent 3 – Crosswalks, streetlights, trashcans, bike paths, art Respondent 4 – Move restaurants, family friendly areas and businesses Respondent 5 – No response Respondent 6 – Small/local shopping, restaurants, multi family living, small parklets Respondent 7 – Walkability (sidewalks are horrible) Respondent 8 – More restaurants, continued local business growth Respondent 9 – Variety. Casual food. Brought back to life, an area used and enjoyed – pleasant, drawing business and community activity. Vibrancy. Tourism casual stops Respondent 10 – No response
Please share your other ideas or opinions about the Northgate/1 st Street areas	<ul style="list-style-type: none"> Respondent 1 – No response Respondent 2 – Reflects an entrance to Idaho Falls and Should be more appealing Respondent 3 – No response Respondent 4 – It feels like the part of town the city has forgotten Respondent 5 – No response Respondent 6 – Make Landscaping a priority, move parking off street Respondent 7 – No response Respondent 8 – It would be nice to see revitalization Respondent 9 – Awkward junction, intersections – flow of traffic could be improved. Drab, unattractive – needs beautified Respondent 10 – No response

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Attachments

- Stakeholder Interviews Sign-in Sheets
- Community Workshop Presentation Slides
- Community Workshop Sign-in Sheet
- Community Workshop Comment Cards

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Stakeholder Interviews | Date: ²⁰²⁰ MARCH 2ND Group: 1 - CITY STAFF LISTENING SESSION

Name	Affiliation/Organization (e.g., Planning Department)	Email
Kerry Beutler	Planning	kbeutler@idahofallsidaho.gov
Lisa Farris	Planning/Grants/CABG	lfarris@idahofallsidaho.gov
Darrell West	BMPO	dwest@bmbo.org
Kent Fugal	Public Works/Engineering	kfugal@idahofallsidaho.gov
Brad Cramer	Community Development Services	bcramer@idahofallsidaho.gov
Brent McLane	Planning	bmclane@idahofallsidaho.gov
Chris Canfield	P.W.	ccanfield@idahofallsidaho.gov
Stephen Boorman	IFP	sboorman@ifpower.org
Scotty Paus	Traks & Rec	SPaus@idahofallsidaho.gov

Stakeholder Interviews | Date: MARCH 2²⁰²⁰ Group: 2 ELECTED OFFICIALS & BOARDS

Stakeholder Interviews | Date: MARCH 2²⁰²⁰ Group: 2 ELECTED OFFICIALS & BOARDS

[illegible]

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Stakeholder Interviews | Date: MARCH 2 2020 Group: 3 Economic Development Partners

[illegible]

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

Stakeholder Interviews | Date: MARCH Group: 4 PROPERTY OWNERS

[illegible]

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

Stakeholder Interviews | Date: MARCH 3 Group: DEVELOPERS

[illegible]

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

Stakeholder Interviews | Date: MARCH 3 Group: LO REAL ESTATE PROF.

[illegible]

Stakeholder Interviews | Date: 3-4-2020 Group: 7 COMMUNITY GROUPS + RESIDENTS

Stakeholder Interviews | Date: 3-4-2020 Group: 7 COMMUNITY GROUPS + RESIDENTS

[illegible]

Stakeholder Interviews | Date: 3/4/2020 Group: SCHOOLS

[illegible]

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Bonneville Metropolitan
Planning Organization

IFRdA
Idaho Falls Redevelopment Agency



Idaho Falls, Idaho
NORTHGATE/1ST STREET
Area-Wide Planning

Community Workshop
March 4, 2020

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1



Agenda

1. Project Objective
2. Brownfields Overview
3. Area-Wide Planning
4. Existing Assets / Opportunity Examples
5. Demographic & Market Conditions (in progress)
6. Next Steps
7. Community Priorities
8. Engagement Stations

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2

Project Overview and Purpose

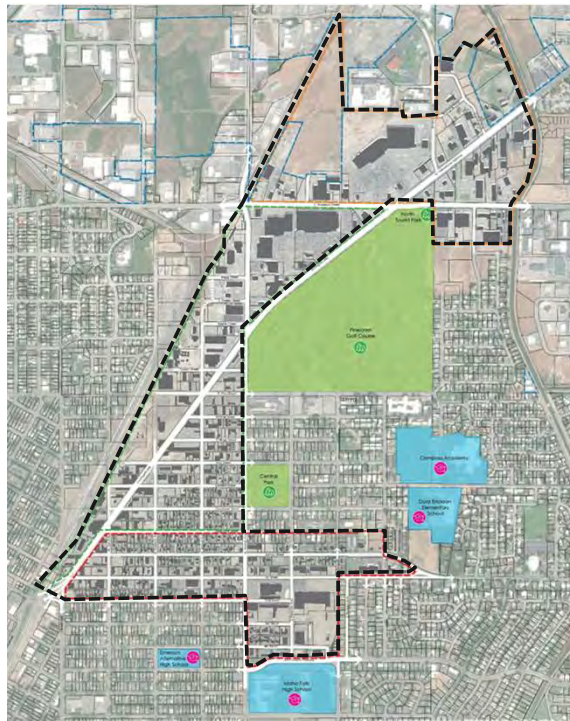


3

EPA Brownfield Grant

- \$600,000 EPA Brownfield Assessment Grant awarded in 2018
- 100% grant funded – no matching funds required
- Inventory, assessment and reuse planning for brownfield sites

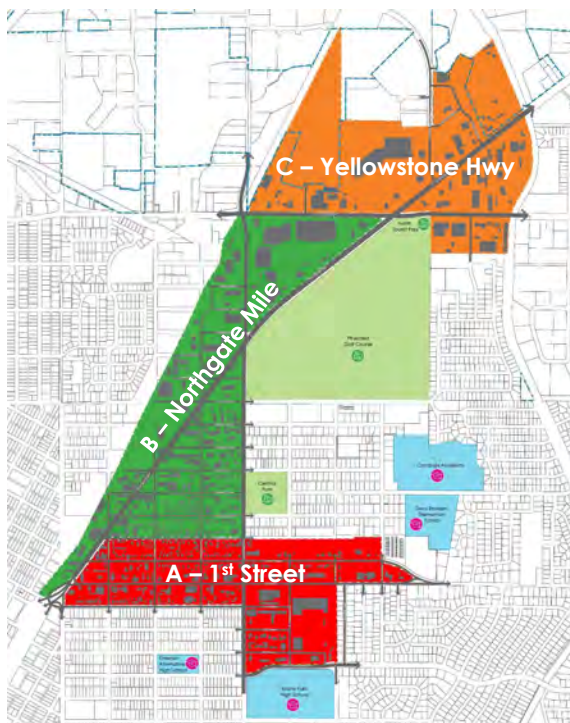
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Area-Wide
Planning
(AWP)



5



Area-Wide
Planning
(AWP)
3 Focus Areas



6

AWP Objectives and Desired Outcomes



Address Brownfield Sites /
Abandonment / Urban Blight



Define Community Priorities



Build Upon Existing Assets



Identify Redevelopment / Reuse
Opportunities



Develop an action plan

7

Brownfields Overview



8

What is a brownfield?

EPA definition:

"Brownfields are real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant."

→ Definition is very broad



9

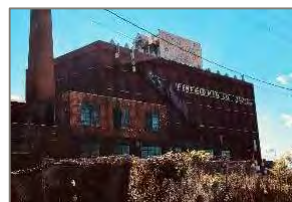
What do brownfields look like?



Former Auto Repair Shop



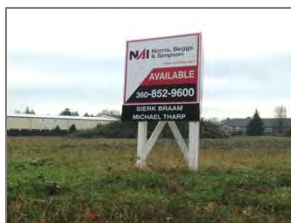
Vacant Commercial Building



Former Industrial Site



Former Gas Station



Vacant Lot



Former Dry Cleaners

10

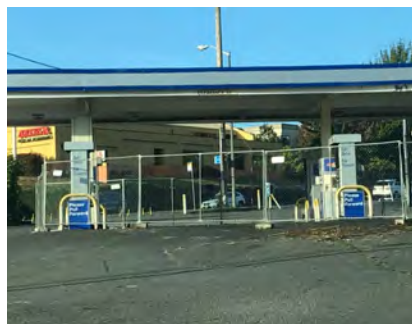
Brownfield vs. Greenfield

Brownfield:

- Previously developed site
- Redevelopment may be complicated by past use

Greenfield:

- Never developed (open space or agricultural land)



11

How are brownfields created?

Contributing Factors:

- Economic transition
- Infrastructure failures
- Incorrect monitoring
- Illegal dumping
- Natural disasters

Common Contaminants:

- Petroleum
- Solvents
- Asbestos
- Metals
- PCBs



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How do brownfields impact our community?



Economic Impacts

- Lost tax revenues
- Decreased property values
- Diminished job opportunities
- Deters private investment & hinders redevelopment projects



Social Impacts

- Blighted buildings & community eyesores
- Public safety concerns
- Public health risks



Environmental Impacts

- Urban sprawl / greenfield development
- Water quality (surface water & drinking water sources)
- Uncontrolled contamination (toxic runoff)
- Greenhouse gas emissions (increased vehicle miles traveled)
- Wildlife habitat & populations



13

What are brownfield redevelopment benefits?



Economic Impacts

- Increased tax revenues / property values
- Job creation
- Attracts private investment
- Bolsters private market



Social Impacts

- Attractive spaces & community amenities
- Increased access to jobs, housing, open space, services
- Decreased crime
- Community pride (community identity & sense of place)



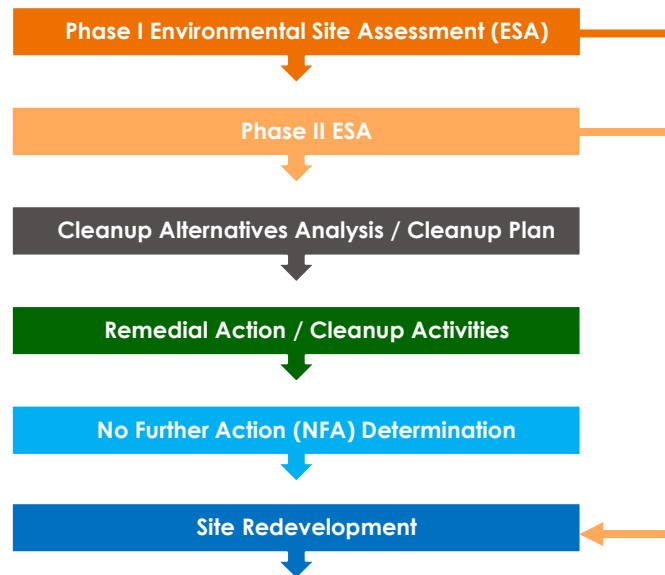
Environmental Impacts

- Infill development that reduces urban sprawl
- Protect surrounding properties from toxic runoff/contaminant
- Remove environmental threats
- Reduce greenhouse gas emissions



14

What key steps are involved in brownfield redevelopment?



15

Area-Wide Planning For Redevelopment



16

Means to Address Brownfield Conditions



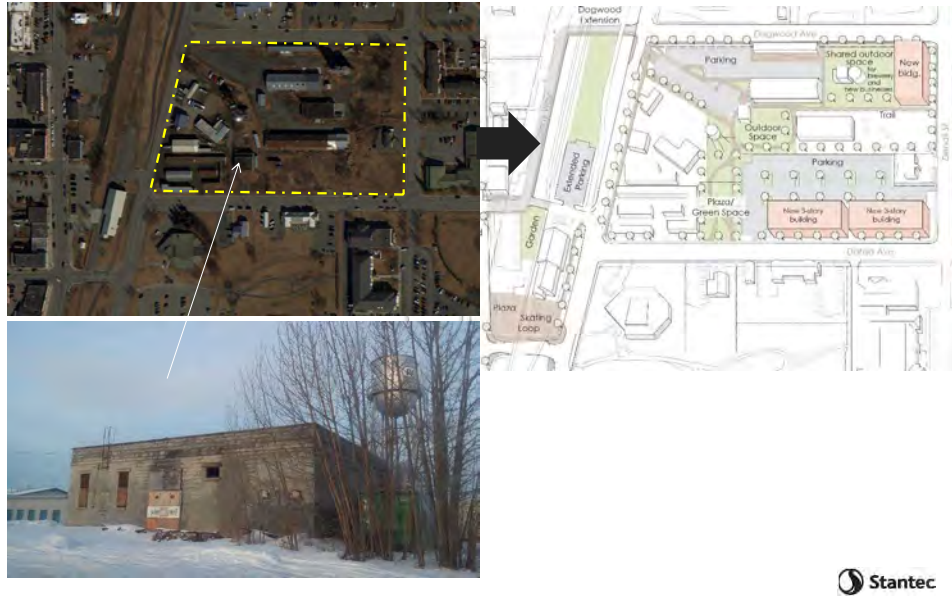
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Area-Wide Planning (AWP) for Brownfields



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Example AWP: Palmer, Alaska



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Example AWP: Bremerton, Washington



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City's Role in Economic Development






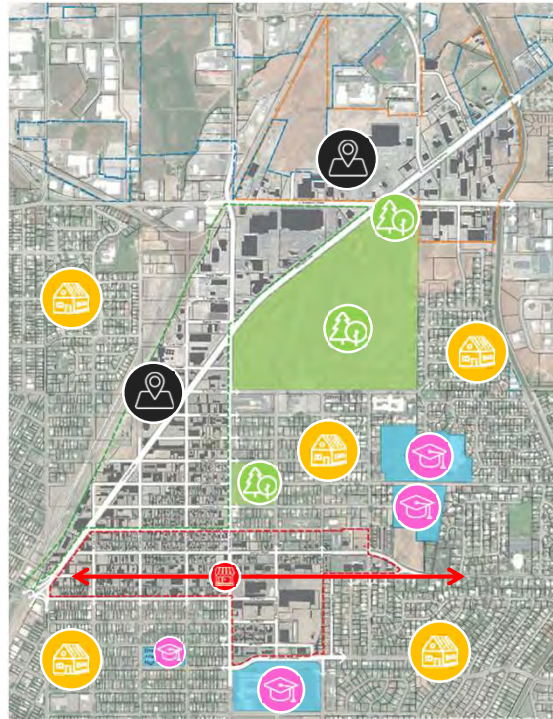
21



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Community Assets

-  Existing Neighborhoods
-  Existing Schools
-  Existing Parks
-  Existing "Main Street"
-  Large Sites
-  Old Buildings



23

Examples: Reuse of older buildings



24

Examples: Reuse of older buildings



25

Examples: Reuse of older buildings



26

Examples: Redevelopment Sites



27

Examples: Redevelopment Sites



28

Examples: Redevelopment Sites



29

Examples: Streetscape Improvements



30

Examples: Streetscape Improvements



31

Examples: Activate Spaces / Create fun



32

Examples: Activate Spaces / Create fun



33

(In progress)
Demographics and Market Research



34

Redevelopment Challenges



Brownfield Sites & Vacancies



Lack of Amenities



District Perception



Lack of a Strategy Plan



35

Demographic / Market Analysis Process



Who lives here now



Who WILL live here



What are the household characteristics



Market Opportunities/Challenges



36

Next Steps in Area-Wide Planning



37

AWP Next Steps



Visioning Process



Community Priorities Exercise



Engagement Stations



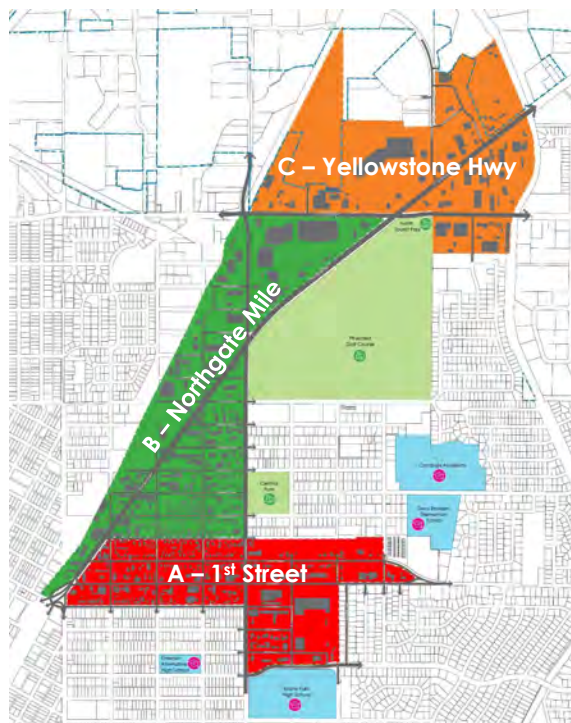
Plan Development

38

What are your community priorities?



39



What are your
community
priorities?



40

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AREA-WIDE PLANNING STUDY / ESTUDIO DE PLANIFICACIÓN EN TODA EL ÁREA

Community Workshop Sign-In (March 2020) / Taller comunitario (Marzo de 2020) Por favor, registre

Name Nombre	Affiliation/Organization (e.g., Citizen) Afiliación / Organización (por ejemplo, ciudadano)	Email
Nathan W. Smith	FASTSIGNS-	nathan.smith@fastsigns.com
Jeff Cooney	Gangplank	aycefishfry@hotmail.com
Chase Wise	Pockets Inc.	wisenheimer92@gmail.com
Randy Lee	Simple Home	randy@simplehome.com
Nicki Stephens	SIR Properties	mail4411@aol.com
And Baker	Chopote Coffee	abaker@chopote.com
Jenny Bueno	Chopote Coffee	jbueno@chopote.com
Tom & Suzy Hersh	Residents	tsersh25@gmail.com
Dave Bailey	Property Owner	dlbaileyjr@yahoo.com
Connie Schumacher	First Street Welding/Property Owner	connie@firststreetwelding.com
JIM FREEMAN	CITY COUNCIL	
Brent Greenwald	commercial prop owner	Brentgreenwald@aol.com
Kristy Johnson	Property Owner (Commercial)	KrunchyKristy@hotmail.com

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COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☐ Resident ☒ Business Owner ☒ Property Owner ☐ Other/Interested Person

Please tell us about your interest in the project:

I own the property N.W. of stock yards and am curious what is happening

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

It is easy access to downtown. The area is ripe for improvement. This improvement will bless downtown area and enhance the history of the area.

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

incentivize building improvement. - Make it easy to remodel and cosmetically improve the buildings in the area by fast tracking permits and giving time before raising property values/taxes due to improvements

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

green spaces/parks, strip mall, office buildings

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas:

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COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☐ Resident ☐ Business Owner ☐ Property Owner ☒ Other/Interested Person

Please tell us about your interest in the project:

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

A scattering of unique
landmark businesses

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

Develop more mixed use spaces
Live-Work-Play
Anchor store or two

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas:

Reflects an entrance to I.F. and
should be more appealing

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COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☐ Resident ☒ Business Owner ☐ Property Owner ☐ Other/Interested Person

Please tell us about your interest in the project:

Improve and beautify 1st st.

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

Small and unique businesses. The history and potential for redevelopment.

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

Walkability - connectivity - safety - beautification

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

Crosswalks, streetlights, trashcans, bikepaths, Art

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas:

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☒ Resident ☒ Business Owner ☐ Property Owner ☐ Other/Interested Person

Please tell us about your interest in the project:

Want to see the area improve

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

Older part of town, older buildings + businesses.

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

*Access to the First St, traffic issues, pedestrian access
Crime suspension*

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

More restaurants, family-friendly areas + businesses

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas:

It feels like the part of town the city has forgotten

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☒ Resident ☐ Business Owner ☐ Property Owner ☒ Other/Interested Person

Please tell us about your interest in the project:

Just want to know exactly whats going on

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

High traffic areas, plenty of businesses along both roads.

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

Traffic Flow and or accessibility leaves something to be desired. North Hi-way Cafe could use a facelift, and the properties adjacent/across the street.

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas:

N/A

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☒ Resident ☐ Business Owner ☐ Property Owner ☐ Other/Interested Person

Please tell us about your interest in the project:

EVERYTHING IN IDAHO FALLS INTERESTS ME!

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

IT IS CENTRAL CORE. NORTHGATE SHOULD BE OUR BEST FACE THAT WE PRESENT TO VISITORS. 1ST IS A GREAT MIX OF USES AND ^{THIS} SHOULD BE ENCOURAGED.

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

I'D LIKE TO SEE MORE SHOPPING AND APARTMENTS

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

SHOPPING (SMALL LOCAL) RESTAURANTS, MULTIFAMILY LIVING, SMALL PARKLETS

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas:

MAKE LANDSCAPING A PRIORITY, MOVE PARKING OFF STREET.

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☒ Resident ☐ Business Owner ☐ Property Owner ☐ Other/Interested Person

Please tell us about your interest in the project:

Lived in this neighborhood over 30 years

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

Older neighborhood with mix of residential + commercial properties.
Lots of mature trees.

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

Take better care of Central Park
Enforce codes

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

Walkability - Sidewalks are horrible

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas:

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☒ Resident ☐ Business Owner ☐ Property Owner ☐ Other/Interested Person

Please tell us about your interest in the project:

ALWAYS INTERESTED IN CITY PLANS, LONGTIME RESIDENT IN THIS AREA

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

ESTABLISHED AREA, OWN BUSINESSES, MANY LOCALLY OWNED
LOCALLY INVESTED

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

STREET SIGNS, TRAFFIC FLOW, CENTRAL PARK UPGRADES

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

MORE RESTAURANTS, CONTINUED LOCAL BUSINESS GROWTH

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas:

IT WOULD BE NICE TO SEE REVITALIZATION LIKE IS BEING DONE DOWNTOWN

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☐ Resident ☒ Business Owner ☒ Property Owner ☐ Other/Interested Person

Please tell us about your interest in the project:

Idaho Falls resident. Area business owners Historic Memory - Wish for restoration
Hometown Region.

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

Historic Memory. Sad to see having become rundown, so vacant,
unkept. An important area of Junction - should be improved &
maintained - to represent City Character & quality.

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

Beautification, repairs, property weed management, owner accountability
Improve flow of traffic.
Sidewalks, roads, signage improvements.

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

Variety. Casual Food. Brought back to life, an area used &
enjoyed - Pleasant, drawing business & community activity.
Vibrancy. Tourism casual stops.

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas:

Awkward junction, intersections - flow of traffic could be
improved. Drab, unattractive - needs beautified

IDAHO FALLS | NORTHGATE/1ST STREET AREA-WIDE PLANNING STUDY

COMMENT CARD (March 2020)

Step 1 - Tell us about yourself: ☐ Resident ☒ Business Owner ☒ Property Owner ☐ Other/Interested Person

Please tell us about your interest in the project:

Step 2 - Please answer the following questions about Northgate Mile/1st Street (Area-wide planning focus areas):

a: What makes the Northgate Mile/1st Street areas unique? (e.g. What are the community's assets/strengths that set it apart from other area communities?)

Long term businesses are located in the area giving it a small town feel. However, all of the poor traffic patterns caused by 5+6 point intersections make it hard to navigate. The area looks old and needs improvements in curb, gutter and streets.

b: How could we improve the Northgate Mile/1st Street corridors? (e.g. Which characteristics could be enhanced? Which properties should be prioritized for redevelopment?)

1. traffic patterns 2. Beautification 3. new business incentives. 4.

c: What types of amenities, businesses and/or services would like to see in the Northgate Mile/1st Street areas?

d: Please share your other ideas or opinions about the Northgate Mile/1st Street areas: