



## **Ketchum Urban Renewal Agency**

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**P.O. Box 2315 | 480 East Ave. N. | Ketchum, ID 83340**

September 20, 2021

Chair and Commissioners  
Ketchum Urban Renewal Agency  
Ketchum, Idaho

### **RECOMMENDATION TO PROVIDE DIRECTION TO STAFF ON PUBLIC OUTREACH SCOPE AND COST FOR THE FIRST STREET AND WASHINGTON AVENUE KURA PROPERTY**

#### Introduction/History

At the August 16, 2021 meeting, the KURA discussed different outreach options and asked staff to return to the Board with a proposed scope of work and cost proposal for conducting community outreach and input for development on the KURA owned site at First Street and Washington Avenue.

Staff has been in discussion with Agnew Beck on a proposed scope of work and a cost proposal. Included in Attachment A is the proposed approach, timeline, and cost for the outreach.

#### Analysis

As outlined at the last meeting, Agnew Beck, has experience in assisting cities and URA agencies with this type of effort. Attached to the report are examples of work products prepared by Agnew Beck for Idaho Falls and Boise. Recently the Ketchum City Council hired Agnew Beck to update the city's housing strategy. Having a firm with information about the city's housing strategy will help inform the KURA's outreach efforts. The KURA outreach will be a separate and distinct process from the city.

Staff is recommending the Board review the proposed scope of work, schedule and cost and provide input into the proposal. Representatives of Agnew Beck will provide a brief presentation at the meeting and will be available to answer any questions.

Financial Requirement/Impact

There are sufficient funds in the FY 2022 budget to support a professional services contract for the work.

Recommendation

Staff recommends the Board review the proposal and cost estimate and if acceptable, direct staff to prepare a contract for services with Agnew Beck.



# Ketchum Urban Renewal Agency Community Engagement

Proposal Submitted by Agnew::Beck  
*September 16, 2021*



September 15, 2021

Ketchum Urban Renewal Agency (KURA)  
Suzanne Frick  
480 East Ave. N.  
Ketchum, ID 83340



Dear Suzanne –

Agnew::Beck is excited to submit our proposal to assist the Ketchum Urban Renewal Agency in its endeavor to assist with stakeholder engagement efforts related to the redevelopment of the property on Washington Street downtown. Our firm has assisted several urban renewal agencies, development authorities, housing entities and communities assess the potential of their public or private assets, working with and learning from key community stakeholders and the general public. We firmly believe and have repeatedly seen that project outcomes improve when key constituencies have a place at the table and can engage in meaningful conversations. We are excited about KURA's willingness and interest in investing in this type of community dialogue, and the potential for A::B to facilitate this process on your behalf.

A::B is a multidisciplinary consulting firm based in Boise, Idaho and Anchorage, Alaska. Our aim is to promote strength, health, vibrancy, and equity across communities throughout the West. We are skilled in policy, planning, engagement, and project implementation. Since 2002, we have helped our clients strategically respond to growth and change, challenges, and opportunities to achieve their goals. Our team is committed to effective and efficient project management. We are committed, passionate, and practical partners, working as allies with our clients to identify and tackle their most important issues with smart, effective solutions, and with key stakeholders at the center of the process. We emphasize data-based decision-making, meaningful engagement and project implementation to build healthy, sustainable and equitable communities.

Our firm's areas of specialty include:

- Public Engagement and Stakeholder Outreach
- Facilitation and Communications
- Community-Based Planning
- Economic Development Strategies and Projects

"Engage, Plan, Implement" is our approach to helping people, places and organizations get beyond ideas and issues, and get into making things happen. This proposal describes our proposed approach to assisting KURA in your efforts to improve Ketchum and make good use of public resources. We have also included information about our team's experience and a cost estimate for our work.

We look forward to the next steps in this process, and your feedback on our proposal. Thank you for the opportunity to share our firm's proposed approach and qualifications.

Sincerely,

Ellen Campfield Nelson, Principal::Owner

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# Project Proposal

Below is A::Bs proposed tasks, timeline, outcomes and impacts to provide Community Outreach to KURA. A::B understands that the objectives of this project are:

- Conduct due diligence about community interests and site considerations for KURA’s parcel on Washington Street, between 1<sup>st</sup> and 2<sup>nd</sup> Streets to inform decision-making.
- Design and run an inclusive community stakeholder engagement process to learn about community priorities and ideas for the parcel, and about community housing needs, generally.
- Deliver a summary of community input and recommendations from the process to KURA Commissioners and staff team.

These tasks, timeline, deliverables and objectives can be refined to better meet KURA’s needs, as requested.

## Tasks and Timeline Overview

Scope of Work	Oct	Nov	Dec	Jan	Feb	Mar
<b>Task 1:</b> Project Initiation						
<b>Task 2:</b> Project Research and Preliminary Findings						
<b>Task 3:</b> Conduct Additional Community Outreach						
<b>Task 4:</b> Summarize and Synthesize Community Preferences						

## Proposed Scope of Services

### Task 1: Project Initiation (Oct)

#### 1A. Project Team Kick-Off.

Meet with City team (up to two times) to refine scope and timeline, transfer documents and information, and clarify role with KURA Staff.

#### 1.B Virtual Work Session with Kura Commissioners

Host a virtual or in-person project work session with the KURA commissioners to further refine the project intention and vision for the site. Discuss stakeholder engagement processes and project information. Alternatively, brief one-on-one interviews with Commissioners can be substituted for work session, if preferred.

#### 1C. Conduct Stakeholder Analysis and Develop Engagement Plan

Identify key stakeholder groups within the community and region who should be consulted and informed during the process. Develop a stakeholder engagement plan that includes a list of key informants to interview, intended audiences for community survey, and other people and organizations who should be invited to participate in and contribute to planning and activities.

#### Key Deliverables from Task 1:

- *Stakeholder engagement plan*
- *KURA staff and Commissioners project goals and objectives*
- *Project management schedule and work plan*

### Task 2: Project Research and Preliminary Findings (Oct-Dec)

#### Key Deliverables from Task 2:

#### 2A. Key Informant Interviews

Conduct approximately eight (8) key informant interviews with community group representatives, nearby neighbors, City of Ketchum and others as identified to understand the community interests, goals and potential issues related to site development. Share interviews summary.

#### 2B. Review and Summarize Existing Site Conditions Information

Compile and review existing conditions and site considerations materials such as zoning, plat and intended land uses, traffic count data, regulating plans, key community and KURA initiatives, parking revenues and parking plans/demand, housing plans/demand, GIS data and other relevant contextual documents. If KURA work session is in-person, conduct brief site visit. Generate site considerations map.

#### 2C. Coordinate Community Survey Questions and Analysis

Coordinate inclusion of survey questions into City of Ketchum community housing survey and record and analyze results. Alternatively, issue a short site-specific survey separate from City survey. Work with KURA staff and partners to widely publicize survey. Track demographic data, if desired, to compare survey results with community demographics.

#### Key Deliverables from Task 2:

- *Site considerations summary map*
- *Community survey and key informant findings*
- *Preliminary findings memo/presentation*

## **2D. Key Findings**

Summarize the preliminary results and key findings of the research tasks. Create a report and a short, graphic explainer presentation that can be shared online or in meetings with stakeholders and the community.

## **2E. Share Findings with KURA Commissioners**

Meet with KURA Staff/Project Team. Share findings with KURA Commissioners (via staff report or virtual work session) and coordinate publication in public forums such as KURA website and/or newsletter.

## **Task 3: Conduct Additional Community Outreach (Dec-Feb)**

### **3A. Facilitate Community Workshops**

Design, prepare and facilitate up to two (2) community workshops (virtual and/or in-person, depending on health and safety conditions and preferences) to discuss potential uses and options for the site, and share contextual information with the general public and key stakeholders. Develop visuals and exercises that get at key questions and decision areas.

Document and summarize workshop results.

#### **Key Deliverables from Task 3:**

- *Workshop materials and documentation*

## **Task 4: Summarize and Synthesize Community Preferences (Feb-Mar)**

### **4A. Summarize and Share Findings**

Create project boards identifying community goals, outreach process and preferred use(s)/scenario(s) for the site (based on public input and project parameters).

#### **Key Deliverables from Task 4:**

- *Summary boards/final findings*

### **4B. Share Final Findings with KURA Commissioners and Staff/Project Team**

Final presentation to KURA Commissioners and publish in public forums such as KURA website and/or newsletter. Project close-down meeting with KURA Staff/Project Team and transfer all project materials digitally, in an organized manner.

## Our Team and Experience

### ***Ellen Campfield Nelson, AICP, Principal and Project Manager***



Ellen is a dedicated project manager and nationally-certified planner with 15 years of strong multidisciplinary experience in planning, public outreach and project implementation. Based in Boise, Ellen specializes in projects that pull together a wide array of components and stakeholders, where creativity and communication are critical to project success. Many of her projects have been recognized by the state chapter of the American Planning Association and by Idaho Smart Growth, particularly for their engagement and outreach approaches. Ellen invests time in understanding the fine-grain details of Idaho's communities. She has provided Board and staff strategic planning and facilitation for the Idaho Commission on the Arts, Catholic Charities of Idaho, the Truckee-Donner Land Trust (CA) and Jesse Tree in Boise. For more than five years Ellen and her team have supported "Neighbors United," a regional refugee collaborative for the Idaho Office of Refugees and City of Boise Mayor's Office with outreach, communication, event planning and facilitation. In 2020 Ellen assisted Ada County in developing potential scenarios for the 260-acre Expo Idaho site, facilitating the Citizen Advisory Committee through a robust process she helped design. She has been able to support CCDC in the stakeholder engagement, visioning and placemaking reinvestment in both the Old Boise Blocks on Grove and the Linen District on Grove in downtown Boise. She is currently assisting the City of Idaho Falls and the Idaho National Labs create a concept master plan for an innovation district in southeast Idaho.

### ***Aaron Mondada, Associate | Outreach and Engagement Specialist***



Aaron holds a Masters of Community and Regional Planning from Boise State University. Since joining Agnew::Beck in 2015, Aaron has led data collection and analysis projects as well as survey design, and community engagement initiatives. Aaron's recent work included data collection and analysis for the City of Boise's Our Path Home 5-Year Supportive Housing Plan, project coordination, engagement, and planning for the Central Bench, North End, and Sunset Neighborhood plans, and planning and zoning application review for the City of Ketchum. Aaron is currently helping Capitol City Development Corporation with their coordinated efforts to envision the future of the Linen Blocks on Grove Street and is an implementation coordinator for Neighbors United, Boise's refugee network. Aaron has presented on topics as varied as food systems, data for understanding recreation trends, and the rise of "pop-up" events in community planning.

### ***Wyatt Schroeder, Senior Associate | Strategic Planner***



Wyatt is an experienced strategist, working to address key social issues like homelessness, housing affordability, equity, and education. From directing social service organizations to serving in the Boise Mayor's Office, he designs community-wide strategies that tackle socially conscious issues and embrace public-private partnerships. This has led Wyatt to taking a leadership role in establishing Idaho's most robust collaboration on homelessness, designing new Boise programming that addresses housing affordability, and serving on statewide and local nonprofit boards. True to his MBA background, he takes an analytical method in revealing the story behind our impact and exposing the underlying strategy that informs our next steps. Current projects include providing management and facilitation to the Ada County Campaign to End Homelessness, and creating a strategic development plan for supportive housing for Our Path Home.

### ***Shanna Zuspan, Principal | Finance Specialist***



Shanna is a Principal and Co-Owner of Agnew::Beck Consulting with a background in financial and economic analysis, as well as community planning. Born and raised in McCarthy and Anchorage, Shanna is passionate about helping communities find solutions to the critical issues facing Alaska's future. Whether working with local governments, tribal entities, state agencies, or the private sector, Shanna provides objective facts and analytical tools to help organizations find common solutions to critical issues. She is skilled at translating complex technical data so that it is understandable and transparent. Since joining Agnew::Beck in 2010, Shanna has led several housing needs assessments and has led several projects examining multi-family housing feasibility pro forma analysis to inform public private partnership and economic development incentives. Shanna currently provides financial feasibility and redevelopment technical assistance to the Anchorage Community Development Authority and is the project manager to Cook Inlet Housing Authority and their subsidiary Cook Inlet Lending Center on grant writing, strategic initiatives, and business planning.

### ***Michelle Humphrey, Senior Associate | Research Analyst***



Michelle Humphrey brings a creative and analytical approach to economic development to make a positive impact in communities across Alaska. Born and raised in Anchorage, Michelle is passionate about helping communities develop solutions that address the unique and critical issues they face. With a diverse background, she takes a holistic approach to problem solving, focusing both on rigorous analysis and effective communication to produce tangible results. After earning a business degree from Northern Arizona University and getting some job experience under her belt, she went back to school to get a master's degree in supply chain management from the University of Anchorage Alaska and continues to expand her tool set, recently earning a certificate in project management from Georgetown University.



## Select Stakeholder Engagement and Land Use Planning Experience

### Old Boise Blocks on Grove Street Placemaking and Redevelopment Strategy



**Capital City Development Corporation | 2019-2021** | The Old Boise Blocks on Grove Street, between 3rd and 6th Streets downtown, are ready for catalytic transformation. CCDC has more than \$10M in capital improvement project funding dedicated to investments in this area. With the assistance of Agnew::Beck, CCDC is in the middle of an inclusive community-driven visioning process to develop a placemaking strategy for the Old Boise Blocks on Grove that will further energize and activate one of Boise's original neighborhoods. The placemaking and redevelopment strategy featured a broad

public engagement and a 43-member Visioning Workgroup who met regularly throughout the summer of 2020 to discuss the vision and desired function in the project area. The Visioning Workgroup brought together a wide range of stakeholders including developers, private landowners, residents, agency representatives, businesses, and members of Idaho's Basque community. Alongside the visioning workgroup, Agnew::Beck designed and implemented two public surveys to collect additional information regarding the values and vision for the project area, receiving over 600 responses in total. The final Placemaking and Redevelopment Strategy report was finalized in November 2020. Agnew::Beck has continued to support the implementation of the Old Boise Blocks on Grove Street Vision through additional stakeholder engagement efforts during phase 2 of the streetscape design process. Final Streetscape designs are undergoing final agency review and should be approved later this year.



### Linen Blocks on Grove Street Placemaking and Redevelopment Strategy

**Capital City Development Corporation | 2020-2021** | The Linen Blocks on Grove Street (9th through 16th Street) are home to an eclectic mix of shops, eateries, industries, and activities. The area has thrived under lower rents, proximity to downtown and nearby neighborhoods, and the endemic entrepreneurial and creative investments of its inhabitants. CCDC hired Agnew::Beck to conduct a placemaking and reinvestment strategy that creates a collaborative vision for the area, including specific design

recommendations and investment actions aimed at protecting and preserving important features and characters while transforming aspects of the area where catalytic change is needed. The Linen Blocks on Grove Street Reinvestment Strategy Visioning process featured innovative and extensive outreach that engaged area stakeholders including local businesses, area residents, arts and cultural institutions, and property owners. Through 17 interviews, three visioning workgroup meetings, two public surveys, and a business specific survey, the process reached and included input from nearly 500 stakeholders and interested residents. This broad engagement process was critical in developing a widely supported vision and set of design principles that shaped the recommendations for direct capital investment, reinvestment, and future development. Despite limitations due to the COVID-19 pandemic, engaging and interactive tools allowed collaboration and consensus to continue, resulting in a plan that is supported by those involved. Notable highlights from the process included live polling exercises, visual preference surveys, and virtual breakout rooms that allowed workgroup participants to delve deeply into substantive issues facing Grove Street. The project has entered the design phase and final plans should be ready in 2022.



### ***CCDC Outreach and Communications Guide and Toolkit***

**Capital City Development Corporation | 2019-2020** | In 2019, CCDC hired Agnew::Beck to do an in-depth analysis of their existing communications and marketing tools. Through this process Agnew::Beck created an outreach and communications guide that details out the process for coordination and related stakeholder engagement activities that can be widely used by CCDC's team members. The guide also provides an in-depth communications strategy that maximizes outreach and communications to all stakeholders, including the general public and contains draft materials that CCDC can adapt to meet the needs of their projects and processes. The outreach and communications guide was finalized in 2020 and has been used to help direct outreach and engagement efforts for a variety of public facing processes.

### ***Idaho Falls Comprehensive Plan – Public Involvement Plan***

**City of Idaho Falls | 2020-2021** | In 2021, the City of Idaho Falls initiated the process to update their Comprehensive Plan. Prior to launching this effort, the City reach out to Agnew::Beck to evaluate the City's stakeholder engagement processes and create an in-depth public engagement plan to help capture a wide spread of community and stakeholder voices throughout the process. The plan features an in-depth analysis of community stakeholders, an outreach and engagement schedule and process recommendations that can be adapted to various events and communications.

### ***Idaho Falls – Northgate Mile Market Study***

**City of Idaho Falls | 2020** | In collaboration with Stantec and the City of Idaho Falls, Agnew::Beck helped created an Brownfields Area Wide Plan and subsequent market study for the South Northgate Highway Corridor and the 1st Street Corridor. These corridors are ripe for redevelopment and represented an area for City investment that would benefit a diverse group of Idaho Falls residents. Our team analyzed population, housing, and economic trends to inform a market study for a Brownfields Area Wide Plan. A::B then translated job and housing forecasts into an estimate for land need apportioned to relevant land use



categories in the planning area. Key stakeholder interviews, community meetings and a site visit to Idaho Falls informed the market trends and capture rates.



### ***Idaho Falls – Downtown Development Facilitations***

**City of Idaho Falls | 2015 |** In 2015, the City of Idaho Falls approached Agnew::Beck to help facilitate a series of focus groups aimed at generating public input on the type of developments they would like to see brought to the downtown core. This input would then be directly used to help inform an RFP process to develop two prime downtown parcels, the Bonneville lot, and the Kelsch lot. These two parcels hold both prominent locations and have historical context, which makes them the prime target for meaningful redevelopment with an

eye on creating anchor institutions to further improve the downtown area. Based upon these needs, Agnew::Beck facilitated four focus groups each targeting a different sector of downtown stakeholders to receive a broad range of input. Audience response polling was conducted at each focus group, and at a monthly rotary club meeting. This data was used to inform the final summary report of desires of residents, business owners, non-profit directors, and major employers.

### ***Boise Downtown Parks and Public Spaces Stakeholder Engagement Process - 2015***

**City of Boise | 2015 |** Agnew::Beck led a stakeholder focus group process for the Downtown Parks and Public Spaces Plan to identify the needs and desires of a broad range of downtown users, including residents, small businesses, land owners, developers, architects, and local non-profit arts and cultural institutions. These focus groups explored facets of stakeholder perspectives and interests in the types of spaces needed downtown, and the location of “hot spot” areas prioritized for improvement. Agnew::Beck went on to work with City of Boise planners to develop the executive summary, which includes clear recommendations on downtown’s specific and unique public space needs, and which, in turn, will help direct funding from Boise Parks and Recreation, the Capital City Development Corporation (CCDC), and private investment.



### ***City of Boise Continuum of Care Action Plan***

**City of Boise | 2017 |** The Boise City Ada County Continuum of Care (CoC) Executive Committee was asked by a local funders forum to clearly state their highest priority projects. Agnew::Beck facilitated two meetings with the CoC to map the existing system and its gaps, identify interventions that would address them, establish criteria for prioritization and put forward a concise action plan. A::B presented the action plan to the funding group, which led to funding a majority of the CoC's priorities, including an innovative “barrier removal” fund that allows local nonprofit to pay for low-level one-time costs such as security deposits, utility bills in arrears or application fees that routinely prevent people from achieving stable housing.



## ***City Go Downtown Mobility Collaboration – 2019-present***

**Valley Regional Transit | 2019-2021** | City Go, an initiative of Valley Regional Transit, is aimed at providing all-inclusive mobility services for businesses and individuals in downtown Boise. Agnew::Beck was hired in 2019 to help establish stronger partnerships through a series of strategic work sessions with an MOU partners group, which consisted of the City of Boise, Ada County Highway District, Capital City Development Corporation, Boise State University and Valley Regional Transit. Through these work sessions, Agnew::Beck assisted in creating subcommittees and charters to expand City Go's impact and developed a strategic framework for the partnership based on research into successful Transportation Demand Management models, nationally. Additionally, Agnew::Beck helped develop a budget process and refreshed the partners MOU that will govern the agency and partnership into the future. City Go weathered change brought about by COVID-19 in 2020, emerging with strong new private-sector support; A::B continues to provide facilitation services to the expanded Steering Committee and City Go's new outreach collaboration "City Go Engage."

## ***Blue Lake Rancheria Resilience Business Incubator Feasibility Study***

**Blue Lake Tribe | 2017-2018** | Agnew::Beck supported the Blue Lake Tribe of Northern California in its aim to develop a business incubator which would encourage entrepreneurs to explore business ideas promoting environmental and economic resilience. Agnew::Beck assessed the entrepreneurial ecosystem, leadership capacity and organizational readiness as well as a market assessment of demand for such a space in Humboldt County. In-depth interviews with business incubators and accelerators nationwide provided a representative sampling of similar successful programs and develop a program model, determine space needs for construction, develop a financial sustainability plan and design performance measurables for the business incubator. The Blue Lake Rancheria Resilience Business Incubator Feasibility Study facilitated an Economic Development Administration (EDA) Economic Adjustment Assistance proposal submission to construct a regional Resilience Innovation Center at Blue Lake Rancheria, which ultimately received \$7M in funding.

## ***Neighbors United Implementation Coordination***

### **Idaho Office for Refugees | 2014-Present**

| Since 2014, Agnew::Beck has served as the Neighbors United Implementation Coordinator. Our team has been facilitating meetings and managing the network's seven subcommittees to promote collaboration, accountability, and track progress for the Neighbors United Network, a nationally-recognized initiative to help refugees successfully integrate and thrive in Boise. The network is made up of more than 100 organizations and has helped promote successful programming in Boise. Agnew::Beck developed the 2019 Neighbors United Community Plan and is continuing to drive partner agencies to implement the vision, goals and strategies of the broader Neighbors United network.



## ***Select Additional Stakeholder Engagement and Capacity Building Experience***

- 2021-current – City of Weiser Comprehensive Plan
- 2017-2021 – City of Boise Neighborhood Plans
- 2018 – City of Kuna Comprehensive Plan
- 2018 – Shoshone-Bannock Comprehensive Economic Development Strategy

## Work Samples

Our team has included the following work samples as attachments to this proposal:

- Old Boise Blocks on Grove Street Vision and Redevelopment Strategy
- Idaho Falls Public Involvement Plan
- Idaho Falls Northgate Mile Market Study

# Proposed Pricing

Our estimated fee for the described work is below.

Ketchum Urban Renewal Agency Site Specific Outreach and Engagement <i>Submitted by Agnew::Beck   September 13, 2021</i>	Principal		Data Analyst and Project Support		Total
Timeframe: October 2021 to March 2022	hours	rate	hours	rate	
		\$170		\$100	
Task 1: Project Initiation (Oct)	14	\$2,380	16	\$1,600	\$3,980
1A. Project Team Kick-Off	4	\$680	6	\$600	
1.B Virtual Work Session with KURA Commissioners	8	\$1,360	4	\$400	
1C. Conduct Stakeholder Analysis and Develop Engagement Plan	2	\$340	6	\$600	
Deliverables from Task 1: Stakeholder engagement plan; summary of KURA staff and Commissioners project goals and objectives; project management schedule and work plan					
Task 2: Project Research and Preliminary Findings (Oct-Dec)	32	\$5,440	50	\$5,000	\$10,440
2A. Key Informant Interviews	8	\$1,360	12	\$1,200	
2B. Review and Summarize Existing Site Conditions Information	6	\$1,020	12	\$1,200	
2C. Coordinate Community Survey Questions and Analysis	4	\$680	12	\$1,200	
2D. Key Findings	8	\$1,360	8	\$800	
2E. Share Preliminary Findings with KURA Commissioners and Staff/Project Team	6	\$1,020	6	\$600	
Deliverables from Task 2: Site considerations summary map; community survey and key informant findings; preliminary findings memo/presentation					
Task 3: Conduct Additional Community Outreach (Dec-Feb)	30	\$5,100	36	\$3,600	\$8,700
3A. Facilitate Community Workshops	30	\$5,100	36	\$3,600	
Deliverables from Task 3: Workshop materials and documentation					
Task 4: Summarize and Synthesize Community Preferences (Feb-Mar)	14	\$2,380	18	\$1,800	\$4,180
4A. Summarize and Share Findings	8	\$1,360	12	\$1,200	
4B. Share Final Findings with KURA Commissioners and Staff/Project Team	6	\$1,020	6	\$600	
Deliverables from Task 4: Summary boards/final findings					
Expenses *					\$1,750
TOTAL	90	\$ 15,300	120	\$ 12,000	\$ 29,050

## EXCLUSIONS + TERMS

\* Expense line includes Travel and Non-Travel Expenses. Travel Expenses estimate assumes up two (2) in-person visits by 1 or 2 people per visit. Visits are assumed to be 2 days/1 night. Costs include lodging, mileage and per diem, using current federal mileage and per diem rates. Other meetings will be held virtually. A::B strictly adheres to current CDC and local health authority health and safety guidance when planning for and participating in in-person meetings/events/gatherings. Non-Travel Expenses covers costs for use of equipment and services required in the normal performance of the contract. Costs for printing, mailing or otherwise distributing materials, or for paid advertising are not included in this budget and would be paid for directly by client, as needed.

Rights to final versions of all materials are transferred to the client upon conclusion of the project. A::B reserves the right to use any and all project materials for educational and marketing purposes. A::B reserves the rights to any draft or conceptual materials developed in the course of the project, or other materials specified in the terms of the contract.

A::B reserves the right to move budget between tasks, staff and subcontractors so long as costs do not exceed the total budget.

This estimate is good for 90 days from the date of the estimate.



# Idaho Falls Market Study

Prepared for the City of Idaho Falls under contract to Stantec

By Agnew::Beck Consulting

06.02.20



# Engage Plan Implement



Prepared by Agnew::Beck Consulting, Inc.  
[www.agnewbeck.com](http://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

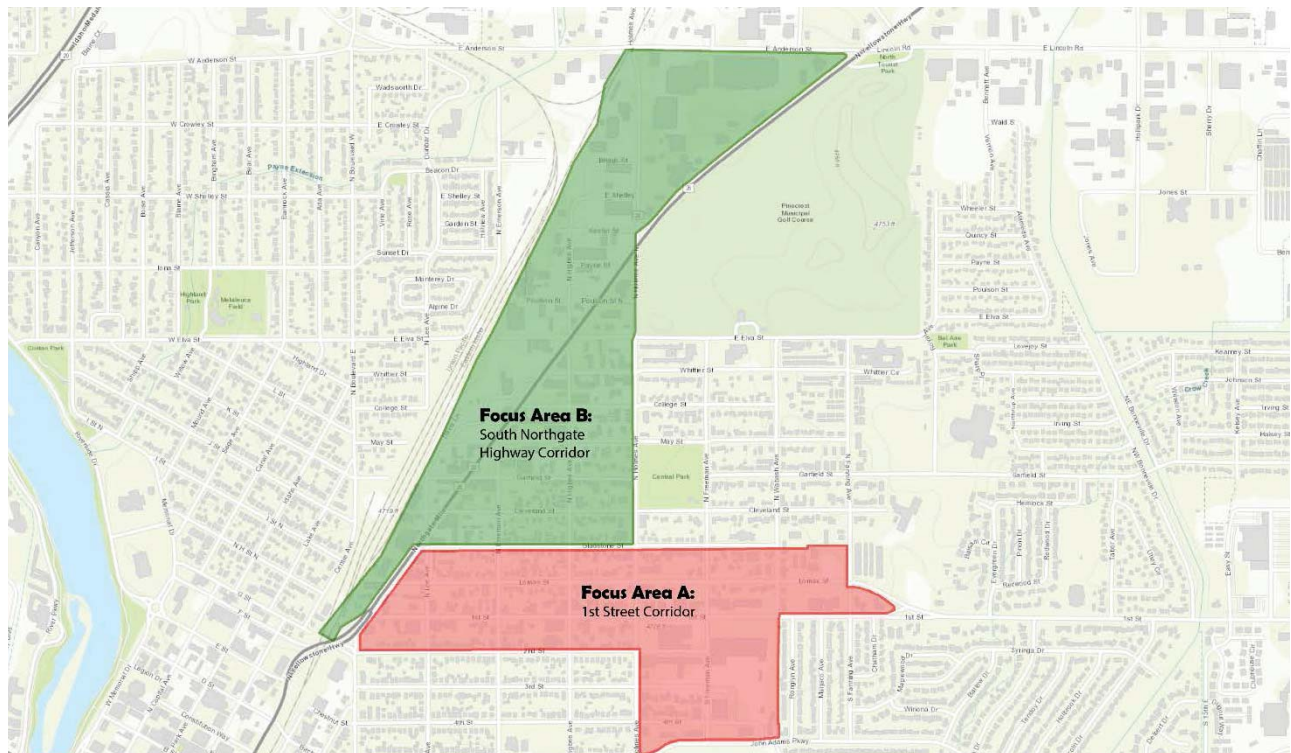
There are several types of geography that are utilized to share out demographic, housing and economic data in this report.

- **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.<sup>1</sup> Comparably, the city of Idaho Falls is expected to grow by 17 percent by 2040, adding around 11,000 new residents to the City.<sup>2</sup> 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

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

<sup>2</sup> 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

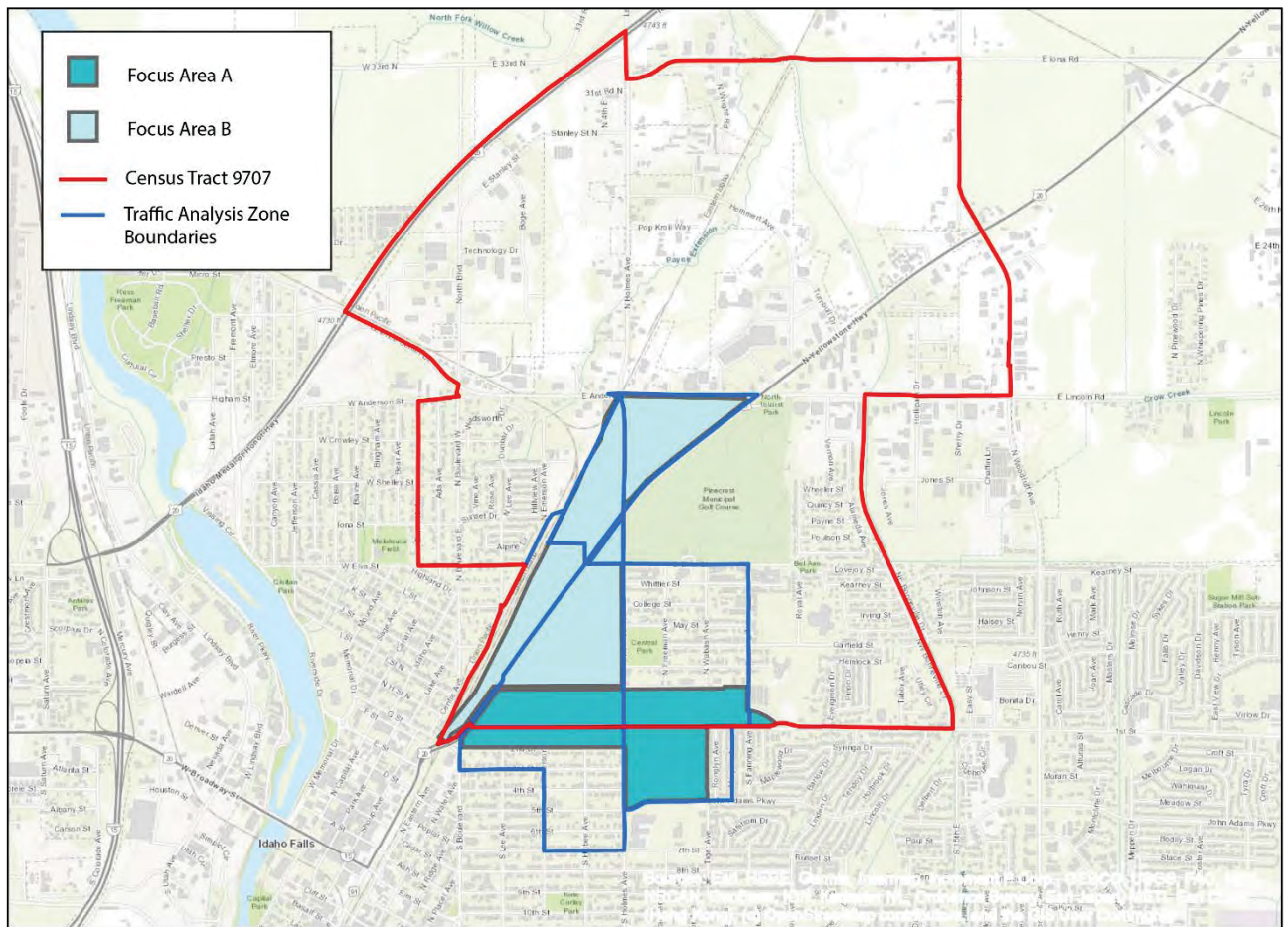




Figure 2: Population and Employment Characteristics

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 <sup>3</sup>	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.

<sup>3</sup> 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
<b>Allows Residential [1]</b> Some duplication with Commercial	177.7	18.8	9.9	28.7	17.5	11.2
<b>Allows Commercial [2]</b> Some duplication with Residential	198.3	24.8	13.3	38.1	41.3	(3.2)
<b>Public Lands [3]</b>	0.6	0.6	0.00	0.6	0	0.6
<b>Total Unduplicated Acres [4]</b>	<b>202.9</b>	<b>26.7</b>	<b>13.3</b>	<b>40.0</b>	<b>58.8</b>	<b>(18.8)</b>

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.

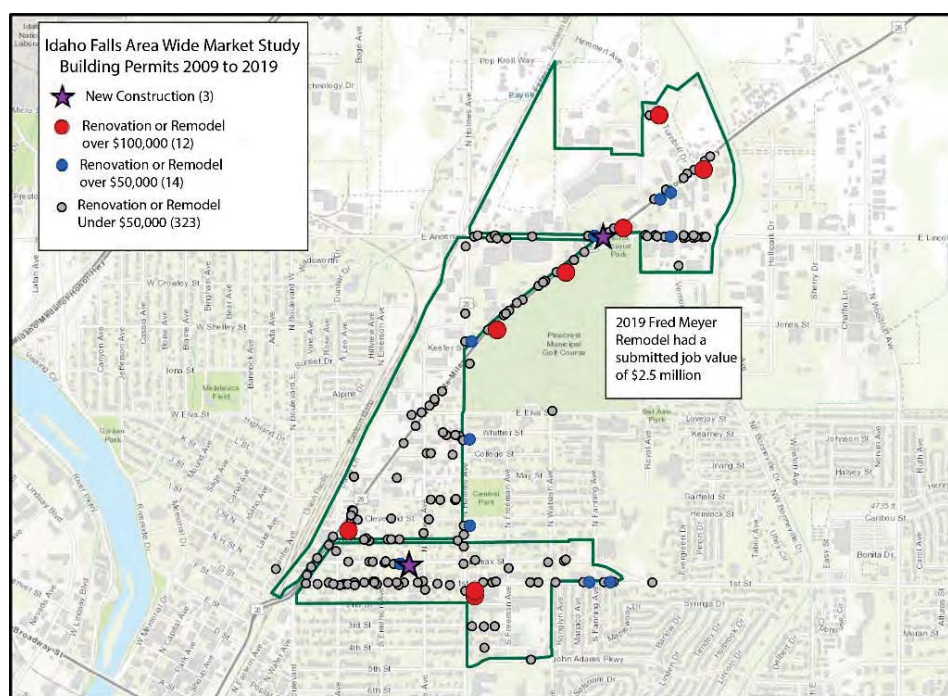
[2] Includes the following zoning districts: Central Commercial, Highway and General Commercial, Industrial and Manufacturing, Limited Commercial, Residential Mixed Use, Traditional Neighborhood.

[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/1<sup>st</sup> 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 1<sup>st</sup> 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 1<sup>st</sup> Street. Community stakeholders emphasized the need for a variety of housing types, including multi-unit, single family, and mixed-use development.

**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 1<sup>st</sup> 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.

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

## 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/1<sup>st</sup> 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 District<sup>4</sup>**

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

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<sup>4</sup> 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 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.<sup>5</sup>

### **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 authority<sup>6</sup> 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.<sup>7</sup> 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/1<sup>st</sup> 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**

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<sup>5</sup> 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/>

<sup>6</sup> 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/>

<sup>7</sup> <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.<sup>8</sup> 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.<sup>9</sup> 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.

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<sup>8</sup> [By Laws of the Idaho Falls Auditorium District](#)

<sup>9</sup> [“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%

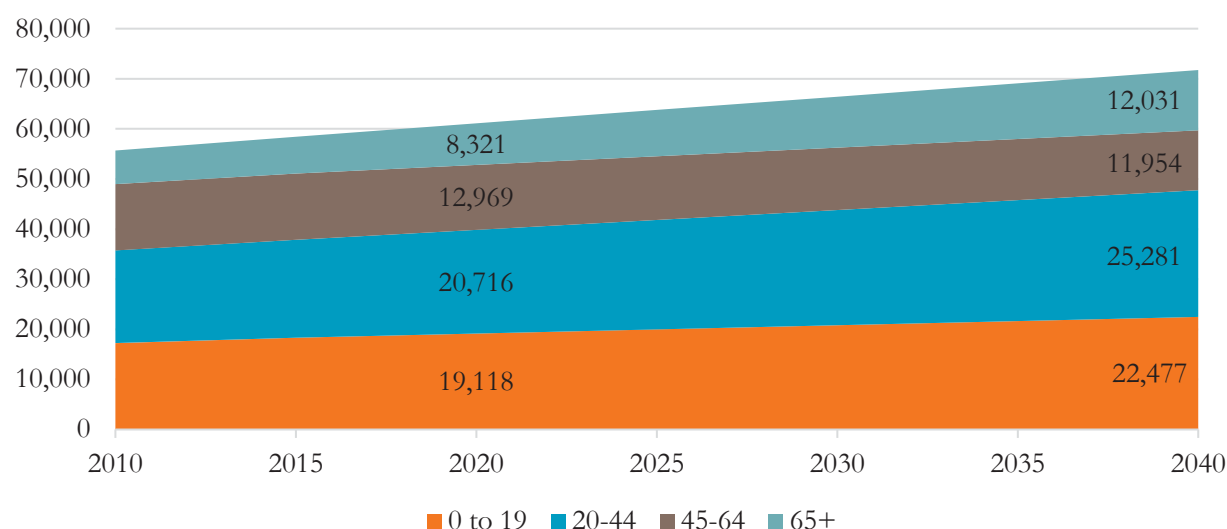
Source: U.S. Census Bureau, 2010 Decennial Census; U.S. Census Bureau, 2018 American Community Survey 5-Year Estimates; Bonneville Metropolitan Planning Organization TAZ Estimates.

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)<sup>10</sup>. 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.

<sup>10</sup> 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

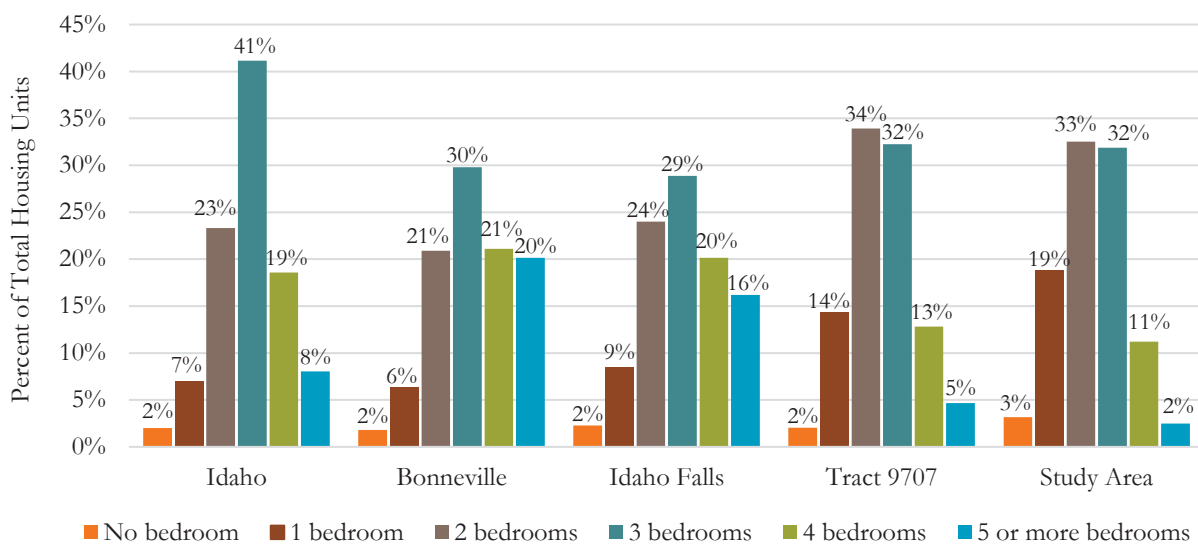
Indicator	Focus Area*	Focus Area %	Idaho Falls	Idaho
Total Housing Units	1,173		23,906	711,731
Occupied Units	1,034	88%	93%	87%
Owner Occupied	471	46%	64%	69%
Renter Occupied	562	54%	36%	31%
Homeowner Vacancy Rate <sup>11</sup>			2.3	1.7
Rental Vacancy Rate			7.5	5.4
Average Household Size	2.29		2.65	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

<sup>11</sup> 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.
<b>Total New Units Needed</b>	<b>197</b>	<b>Over 10 to 20 years</b>
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
<b>Health Care &amp; Social Assistance</b>	11,669	13,964	1.8%	88	585	209
<b>Retail Trade</b>	11,652	13,293	1.3%	3	557	149
<b>Accommodation &amp; Food Service</b>	7,617	9,446	2.2%	172	396	166
<b>Educational Services</b>	8,177	9,434	1.4%	185	395	114
<b>Professional, Scientific, and Technical Services</b>	9,387	8,377	-1.1%	9	351	-92
<b>Manufacturing</b>	5,158	6,296	2.0%	151	264	104
<b>Public Administration</b>	6,126	6,279	0.2%	419	263	14
<b>Construction</b>	4,774	5,620	1.6%	91	235	77
<b>Wholesale Trade</b>	4,215	5,297	2.3%	40	222	99
<b>Administrative and Support Services</b>	5,332	4,519	-1.6%	72	189	-74
<b>Transportation and Warehousing</b>	2,536	3,964	4.6%	337	166	130
<b>Other Services</b>	2,106	2,411	1.4%	7	101	28
<b>Agriculture, Forestry, Fishing, &amp; Hunting</b>	2,453	2,391	-0.3%	192	100	-6
<b>Finance &amp; Insurance</b>	2,002	2,096	0.5%	64	88	9
<b>Waste Management and Remediation Services</b>	1,785	1,818	0.2%	294	76	3
<b>Arts, Entertainment, &amp; Recreation</b>	1,090	1,403	2.6%	419	59	28
<b>Information</b>	1,105	1,396	2.4%	39	58	27
<b>Management of Companies and Enterprises</b>	205	399	6.9%	274	17	18
<b>Mining</b>	73	215	11.4%	76	9	13
<b>Utilities</b>	238	202	-1.6%	220	8	-3
<b>Total</b>	<b>88,611</b>	<b>100,206</b>	<b>1.2%</b>	<b>3,185</b>	<b>4,197</b>	<b>1,012</b>

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

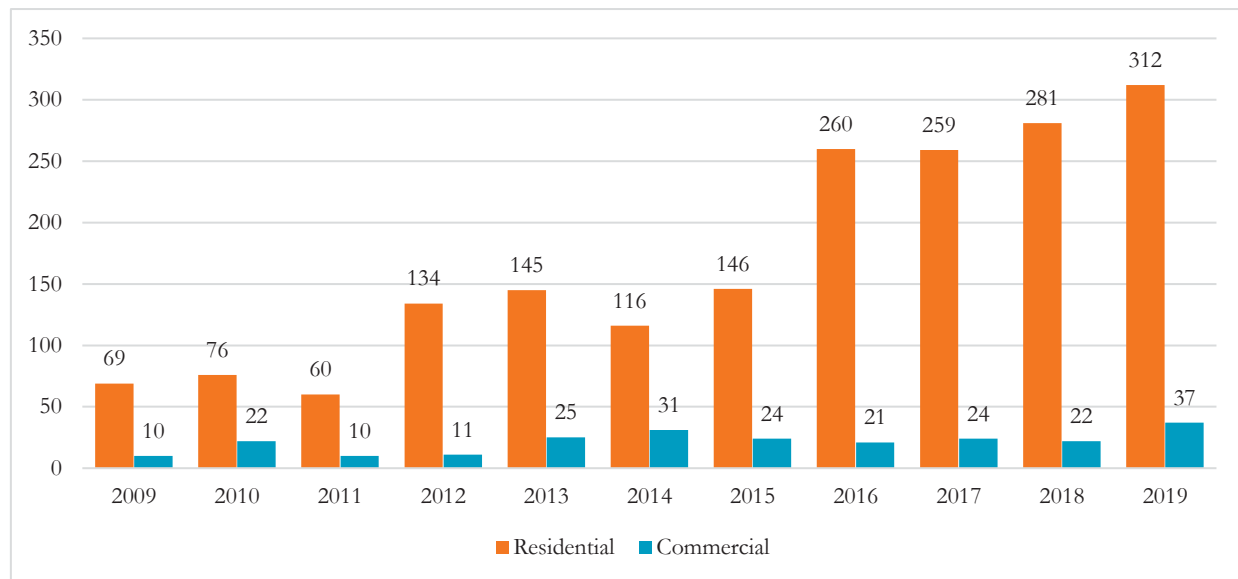
### 3. Development Trends

#### 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).

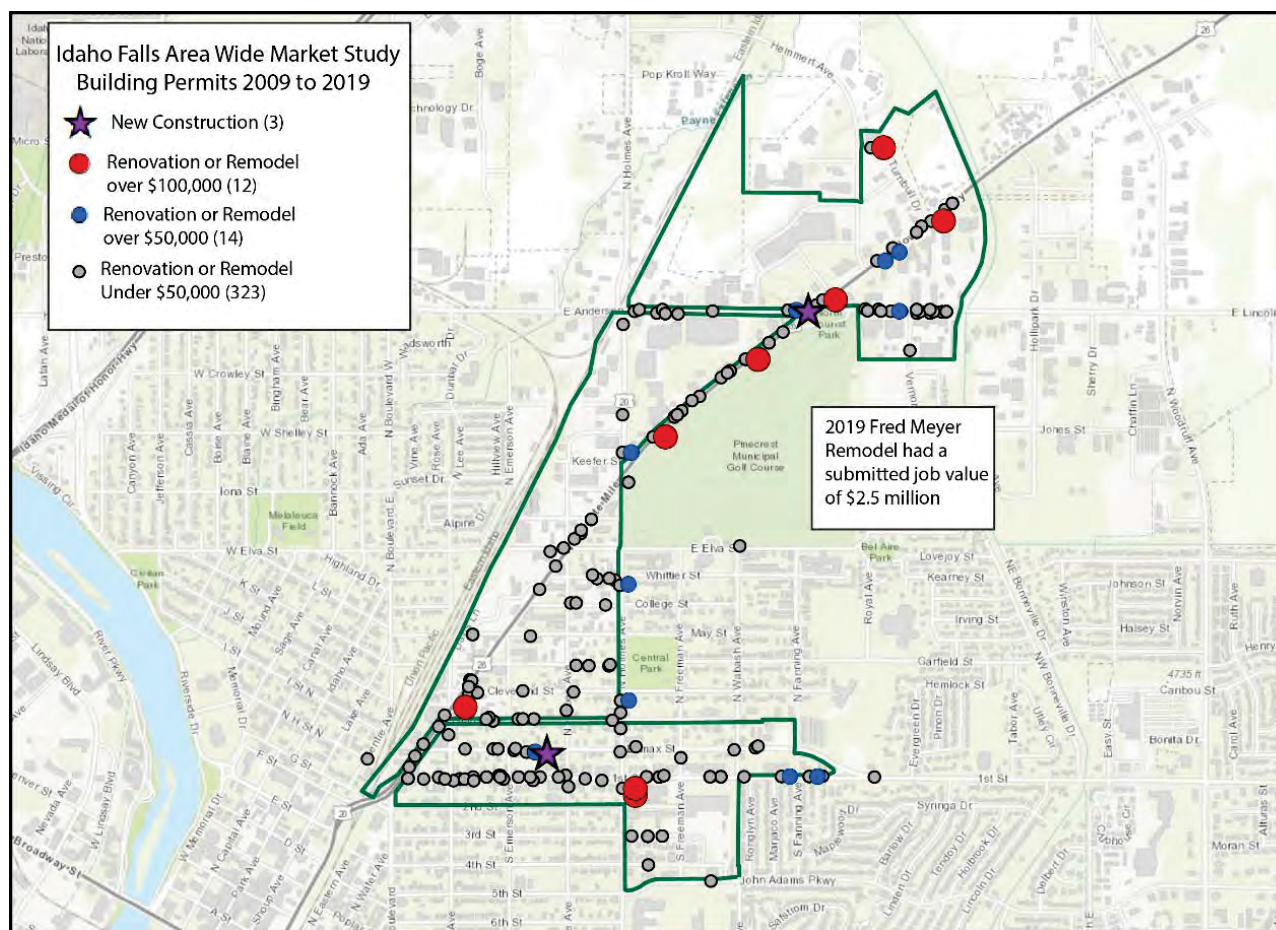
While new construction in the focus area was limited, there were many permits submitted and approved for building improvements and renovations in the focus area. Between 2009 to 2019 there were 349 permitted and approved improvement and renovation projects in the focus area, which includes roofing projects, 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

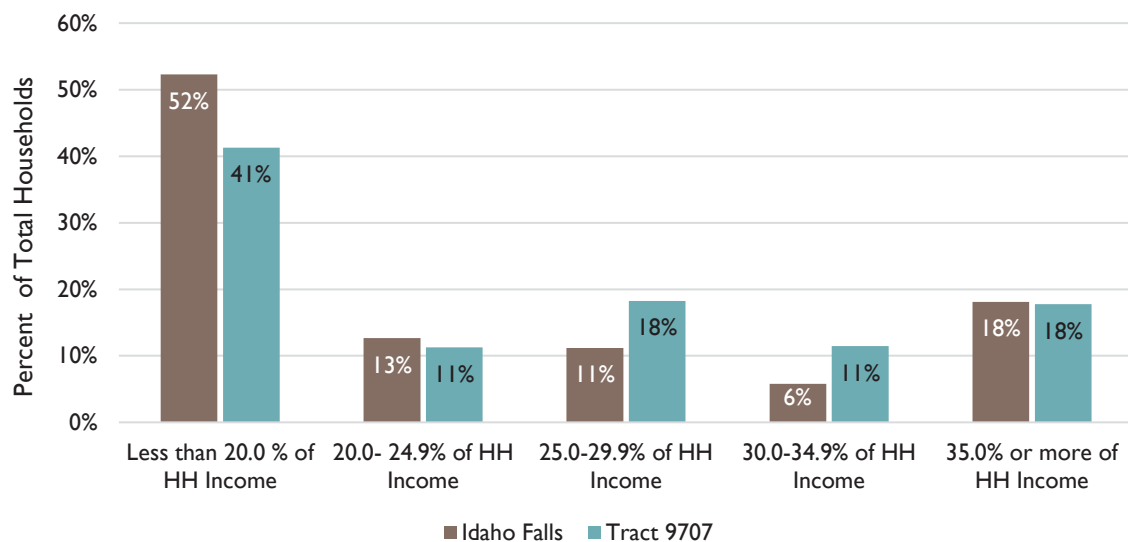
Figure 14: Median Housing Cost

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 1<sup>st</sup> 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.

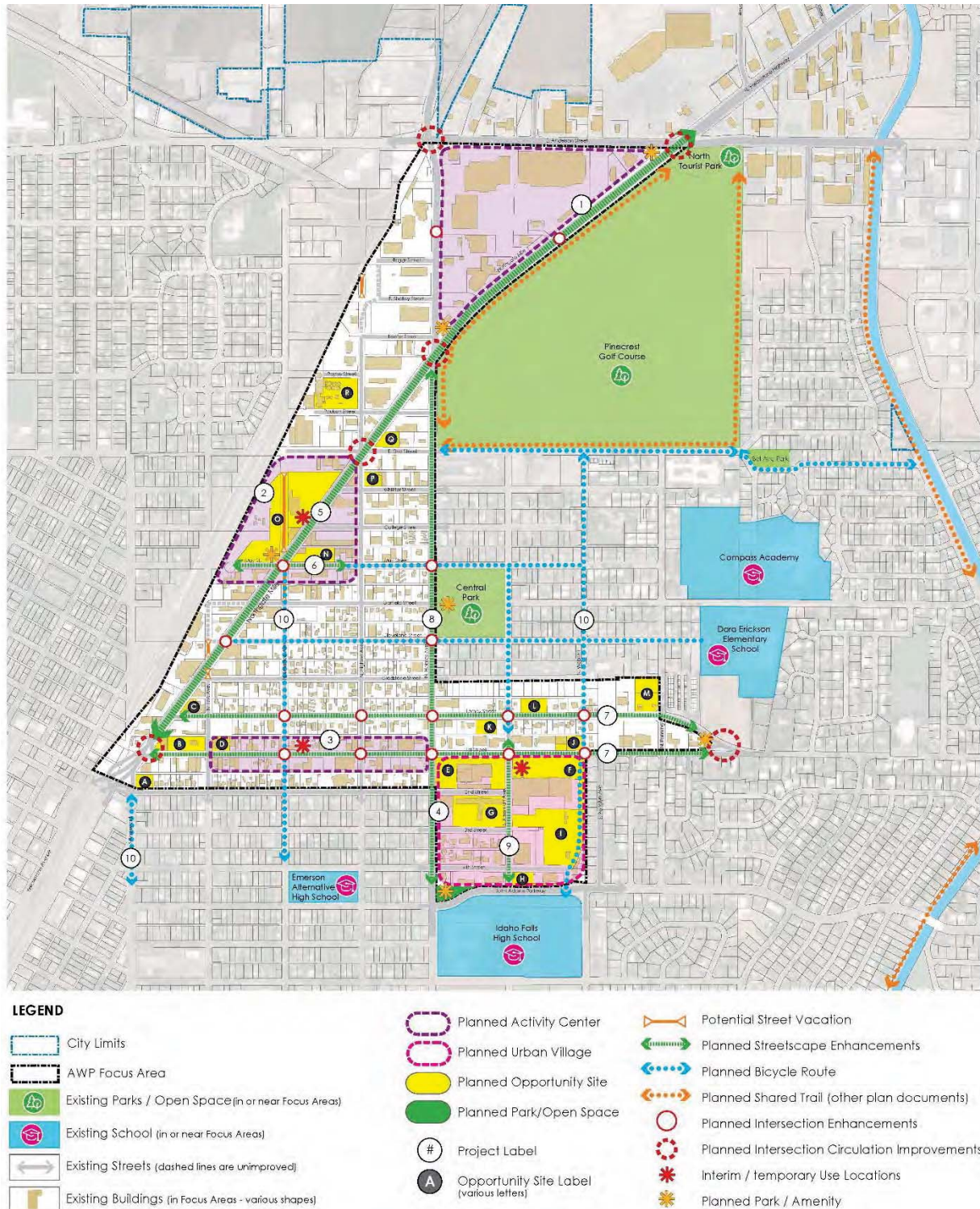
- **Overall, there is a vacant land shortage of 18.8 acres in the focus area.** The focus area has a total of 40.0 acres of vacant land, which is not adequate to meet the combined commercial and residential demand of 58.8 acres over the next 20 years. This indicates that demand will either move elsewhere 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” most 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.

- Not all opportunity sites or vacant parcels are suitable for residential development due to proximity to the railroad.

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/1<sup>st</sup> 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
<b>Current Estimate of Housing Units</b>	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
<b>New Units Needed Due to Population Change</b>	Population and demographic estimates and projections were sourced from the 2018 ACS 5-Year Estimates and the Bonneville Metropolitan Planning Organization TAZ level data
<b>New Units Needed Due to Housing Condition</b>	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.
<b>New Units Needed Due to Overcrowding</b>	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
<b>New Residential Construction (2018-2020)</b>	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
<b>Focus Area Capture Rates</b>	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
<b>Labor Force + Employment Trends</b>	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.
<b>Existing Inventory</b>	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.
<b>Commercial Space Needed to Accommodate Job Growth</b>	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).
<b>Focus Area Capture Rates</b>	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.

## Land Supply in the Focus Area

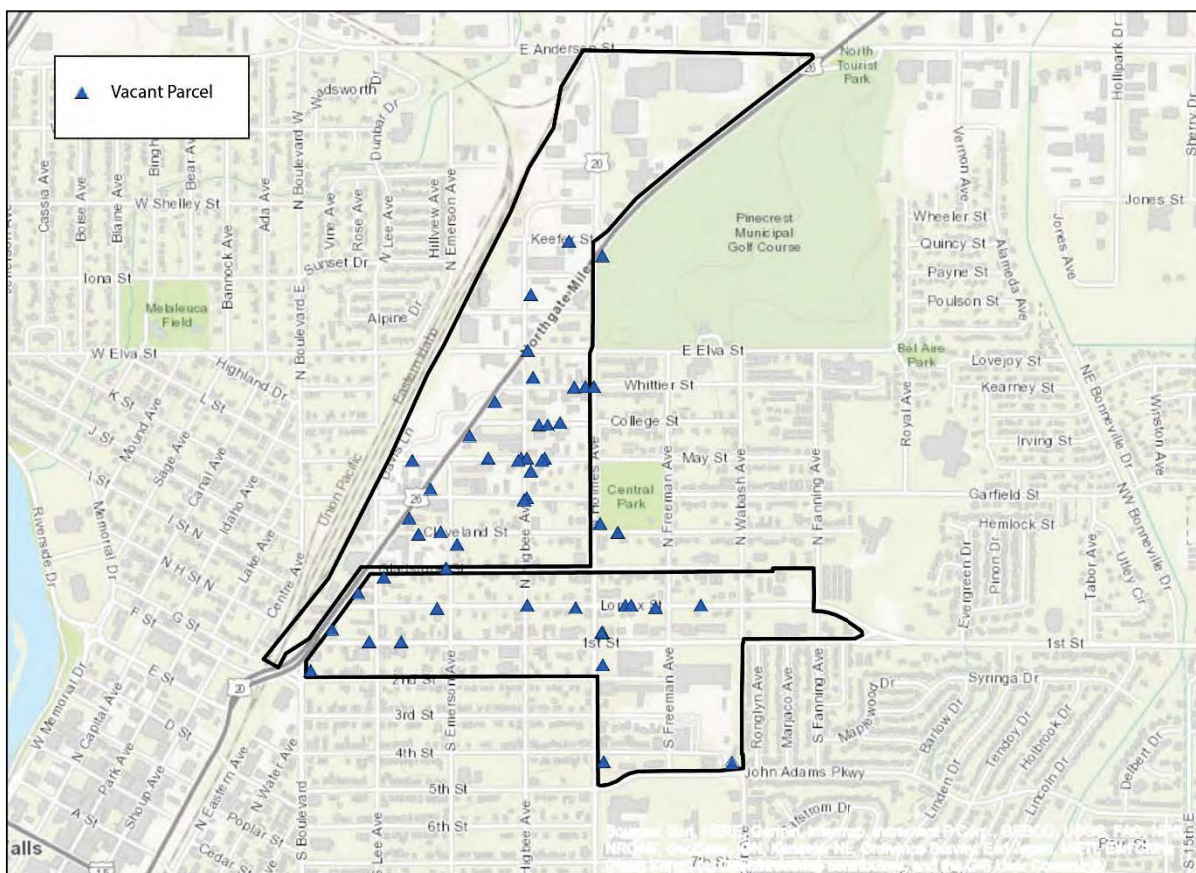
The focus area contains a total of 202.9 acres of land and roughly 20 percent or 40 acres of land is considered vacant. Vacant land calculations include undeveloped land without structures and unoccupied land with existing but unoccupied structures. Over half of the vacant land within the focus area 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
<b>Total Unduplicated Acres</b>	<b>202.9</b>	<b>26.7</b>	<b>13.3</b>	<b>40.0</b>

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
<b>Allows Residential [1]</b> <small>Some duplication with Commercial</small>	177.7	18.8	9.9	28.7	17.5	11.2
<b>Allows Commercial [2]</b> <small>Some duplication with Residential</small>	198.3	24.8	13.3	38.1	41.3	(3.2)
<b>Public Lands (PL)</b>	0.6	0.6	0.00	0.6	0	0.6
<b>Total Unduplicated Acres [3]</b>	<b>202.9</b>	<b>26.7</b>	<b>13.3</b>	<b>40.0</b>	<b>58.8</b>	<b>(18.8)</b>

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
<b>Total</b>	<b>392</b>		<b>200,925</b>		<b>952,032</b>	<b>21.9</b>
<b>Estimated Vacant Land with Zoning that Allows Commercial, Office, Industrial Users [1]</b>						<b>38.1</b>

[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
<b>Total</b>	<b>741</b>		<b>379,503</b>		<b>1,798,182</b>	<b>41.3</b>
<b>Estimated Vacant Land with Zoning that Allows Commercial, Office, Industrial Users [1]</b>						<b>38.1</b>

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

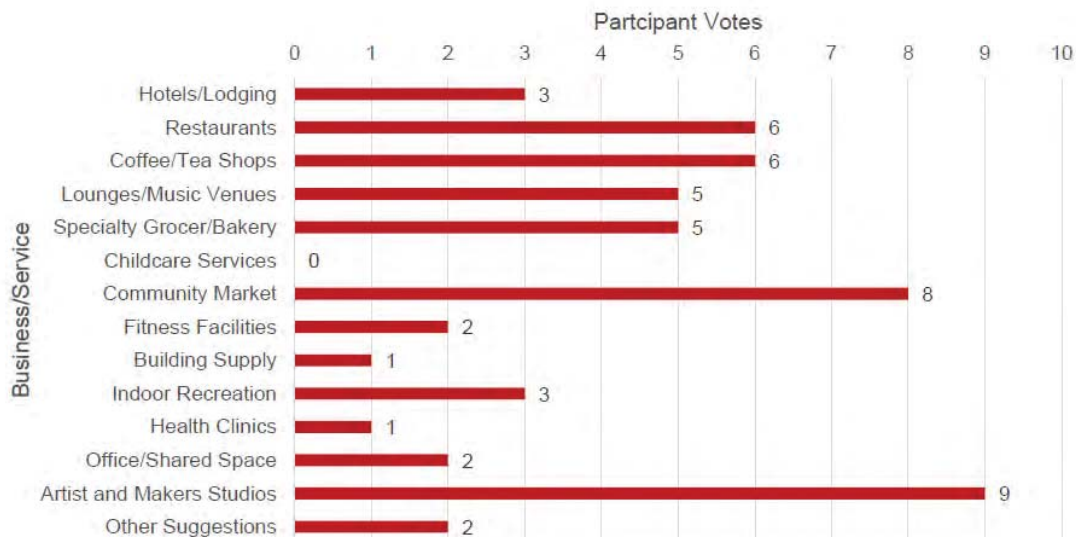
Need for commercial land was forecasted using TAZ level employment estimates for 2020 and 2040 and industry level growth projections for Eastern Idaho. Land use conversions were then applied to employment projections at the industry level to estimate the space demanded by additional employment in the 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 1<sup>st</sup> 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
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>199</b>	<b>n/a</b>	<b>17.7</b>
<b>Vacant Land with Zoning that Allows Residential within Focus Area [1]</b>					<b>28.7</b>

[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.

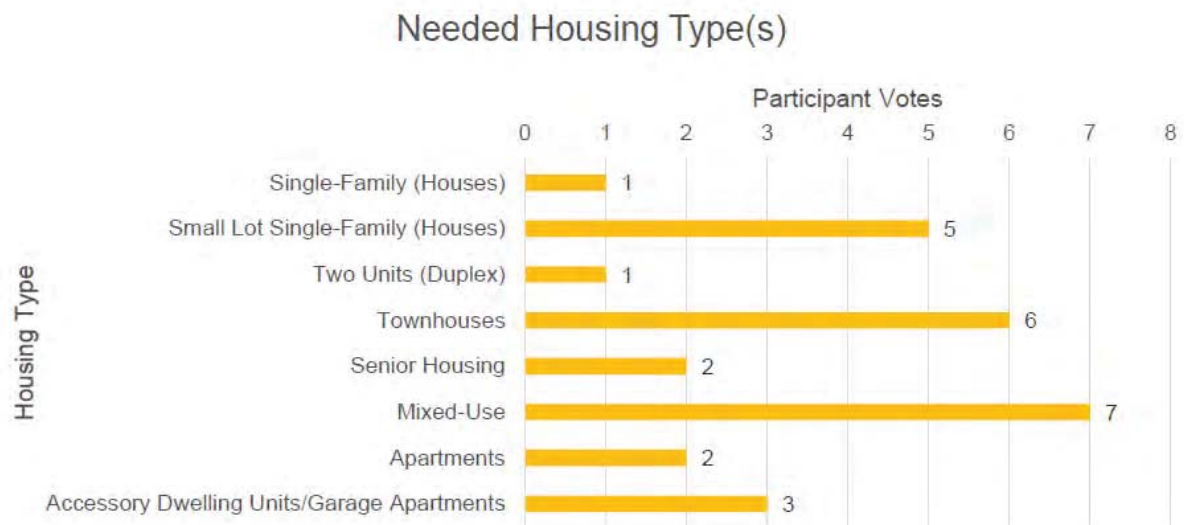
[3] Based on samples from the land inventory within the focus area

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



# Appendix A: Geographies Used for Analysis

Figure 27: Census Tract 9707, Bonneville County, Idaho

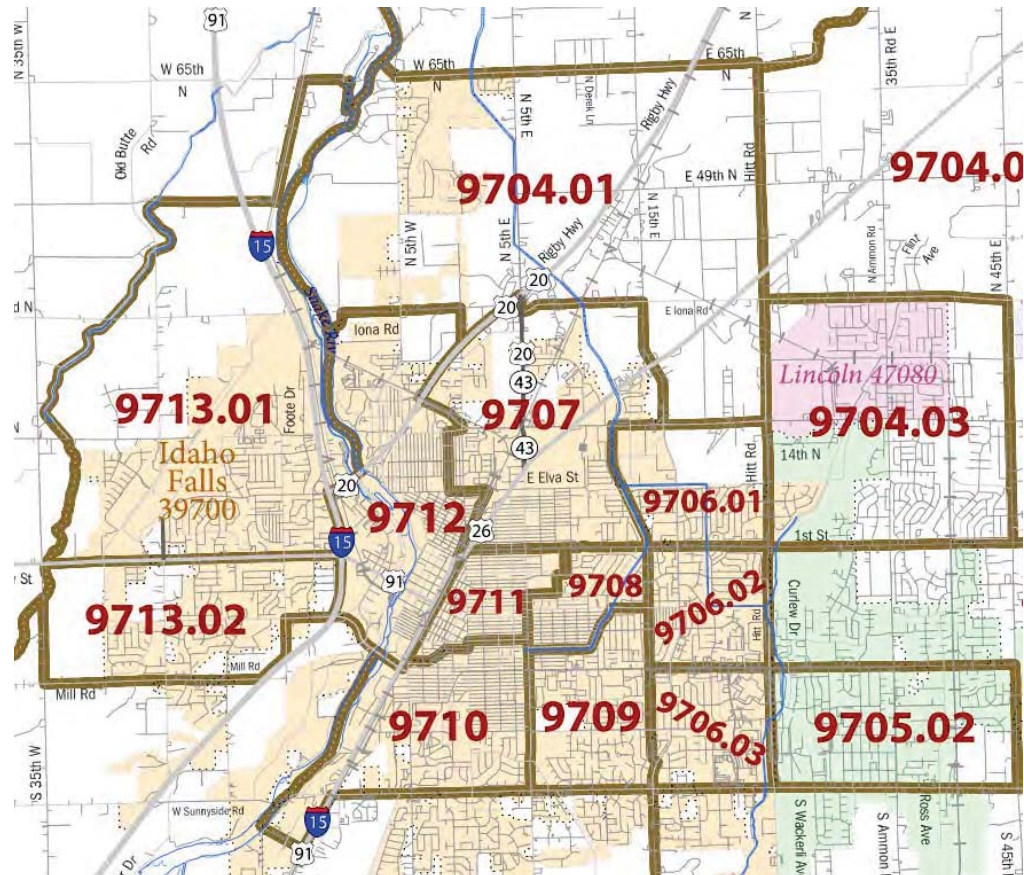


Figure 28: Block Group 1, Bonneville, Idaho





Figure 29: Block Group 2, Bonneville, Idaho

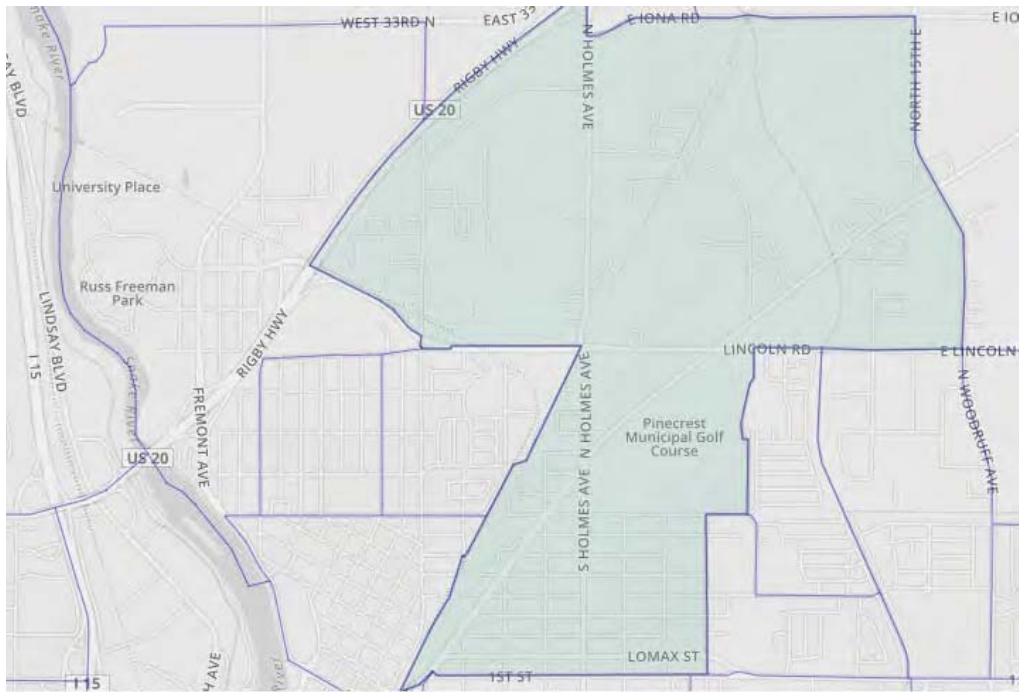
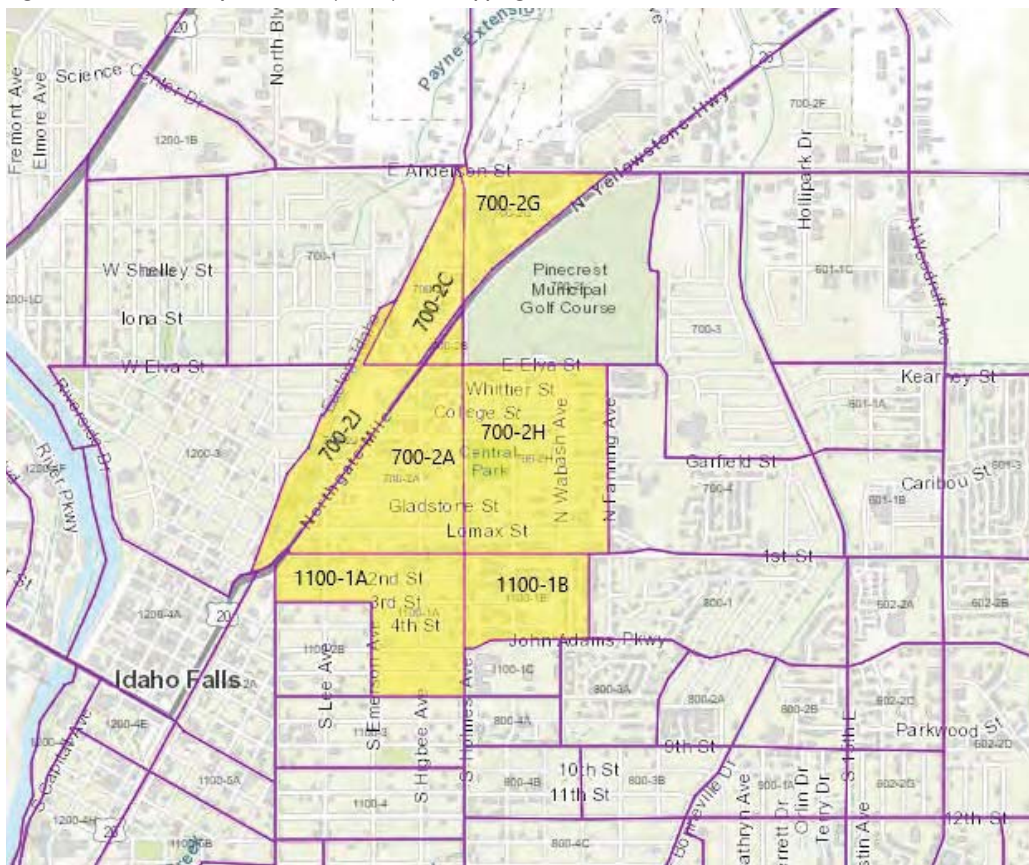


Figure 30: Traffic Analysis Zones (TAZs) Overlapping Focus Area



## 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.	
<b>Capital Projects</b>	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
<b>Program Support</b>	Examples projects: Library, Arts organizations, Recreation district, Beautification, Marketing and Visitation, Community Capacity, Network & association support Urban renewal

<b>Opportunity Name:</b>	<a href="#">U.S. Department of Transportation, Better Utilizing Investments to Leverage Development “BUILD” Transportation Grants</a>
<b>Deadline:</b>	May 18, 2020
<b>Award Information:</b>	Total Program Funding 1 billion, Award Floor \$5 million, Award Ceiling \$25 million.
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: infrastructure, surface transportation, streetscape, bike paths, pedestrian areas, historic preservation

<b>Opportunity Name:</b>	<a href="#">U.S. Department of Transportation, Build America Bureau, Transportation Infrastructure Finance and Innovation Act (TIFIA) Credit Program</a>
<b>Deadline:</b>	Rolling
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: pedestrian and bicycle infrastructure, transportation facilities, surface transportation development and improvement.

<b>Opportunity Name:</b>	<a href="#">U.S. Department of Transportation, Bicycle and Pedestrian Program</a>
<b>Type of Opportunity:</b>	<a href="#">Grants / Financing</a>
<b>Contact:</b>	State Bicycle and Pedestrian Coordinator: Margaret Havey Idaho Transportation Department 208-334-8469 or <a href="mailto:Margaret.havey@itd.idaho.gov">Margaret.havey@itd.idaho.gov</a> Federal Highway Administration, Idaho Division Contact: Lori Porreca 208-334-9180 x 132 <a href="mailto:lori.porreca@dot.gov">lori.porreca@dot.gov</a>
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: pedestrian and bicycle infrastructure, transportation facilities, surface transportation development and improvement.

<b>Opportunity Name:</b>	<a href="#">National Endowment for the Arts, Our Town Grants</a>
<b>Deadline:</b>	August 6, 2020
<b>Award Information:</b>	\$25,000 - \$150,000
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: Public Spaces and Art, Cultural Facilities and Spaces, Creative Business Development
	Programs: Cultural Program Development and Support

<b>Opportunity Name:</b>	<a href="#">Institute of Museum and Library Services, Save America's Treasures</a>
<b>Deadline:</b>	Forecasted for Fall 2020
<b>Award Information:</b>	\$125,000 - \$500,000
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: Historic Preservation

<b>Opportunity Name:</b>	<a href="#">National Endowment for the Humanities, Digital Projects for the Public</a>
<b>Deadline:</b>	June 10, 2020
<b>Contact:</b>	Division of Public Programs, by Phone at 202-202-606-8269 or by Email at publicpgms@neh.gov
<b>Award Information:</b>	Total Program Funding \$1.5 million, Award Ceiling \$400,000. Est. # of Awards: 16
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Program Support: Cultural assets, which may be integrated with Capital Projects

<b>Opportunity Name:</b>	<a href="#">Institute of Museum and Library Services, Inspire! Grants for Small Museums</a>
<b>Deadline:</b>	Forecasted release Fall 2020
<b>Award Information:</b>	\$5,000 - \$50,000
<b>Description:</b>	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
<b>Relevant Priority Area(s):</b>	Capital Projects: Parks, Trails and pathways, Public Spaces
	Programs

<b>Opportunity Name:</b>	<a href="#">Institute of Museum and Library Services, Laura Bush 21st Century Librarian Program</a>
<b>Deadline:</b>	Forecasted release Fall 2020
<b>Award Information:</b>	Award Ceiling \$100,000 - \$1 million, depending on project type
<b>Description:</b>	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
<b>Relevant Priority Area(s):</b>	Programs: Community Capacity, Program Support for Libraries

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



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

<b>Opportunity Name:</b>	<a href="#">Union Pacific Foundation, Local Grants Program</a>
<b>Deadline:</b>	April 1, 2020 – May 1, 2020 (annual opportunity)
<b>Award Information:</b>	Typical Range \$2,500 - \$10,000
<b>Description:</b>	<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"> <li>• Create, sustain or expand upon artistic and cultural experiences offered to a broad and diverse audience (e.g., museums, theatres, libraries, concerts, lectures, etc.).</li> <li>• Preserve and share the unique history of the local community, including projects related to train and/or Union Pacific history.</li> <li>• Provide clean, safe, and positive outdoor recreational and/or educational opportunities that foster an appreciation for our natural environment.</li> <li>• Beautify neighborhoods and main street areas in order to improve livability, promote commerce, and ultimately attract more residents, businesses, and visitors to town.</li> <li>• Plan for, create or enhance unique spaces that reflect the character of a place and take into account community members' diverse needs and desires.</li> </ul>
<b>Relevant Priority Area(s):</b>	Capital Projects
	Programs

<b>Opportunity Name:</b>	<a href="#">M.J. Murdock Charitable Trust</a>
<b>Award Information:</b>	Award Ceiling \$350,000
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: Library
	Program Support: Arts & History, Library, Community Organizations

<b>Opportunity Name:</b>	<a href="#">Kaboom!, Let's Play Community Construction Grants</a>
<b>Deadline:</b>	Rolling opportunity
<b>Award Information:</b>	\$15,000
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: parks, public spaces

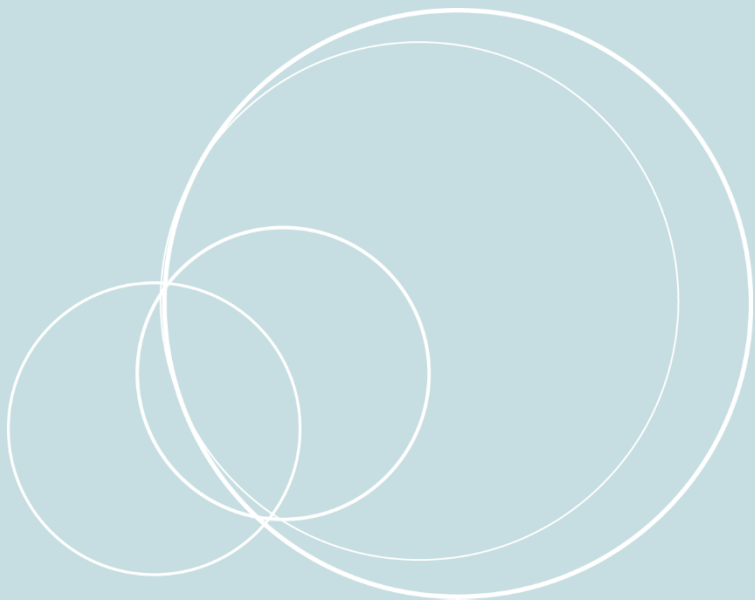
<b>Opportunity Name:</b>	<a href="#">National Association of Realtors, Placemaking Program Grant</a>
<b>Deadline:</b>	October 31, 2020
<b>Award Information:</b>	Award Range is \$1,500 - \$5,000
<b>Description:</b>	The Placemaking Grant, available to state and local REALTOR® Associations, funds the creation 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
<b>Relevant Priority Area(s):</b>	Capital Projects: Parks, Trails and pathways, Landscaping, Public Spaces

<b>Opportunity Name:</b>	<a href="#">Loleta D. Fyan Libraries Grant</a>
<b>Deadline:</b>	February 2021
<b>Award Information:</b>	\$5,000
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: Library projects
	Programs: Library programming

<b>Opportunity Name:</b>	<a href="#">US Environmental Protection Agency (EPA) Cleanup Grants</a>
<b>Deadline:</b>	December annually (estimated early submittal requirements for FY 2021)
<b>Award Information:</b>	Up to \$500,000, a 20% match is required
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: brownfield sites

<b>Opportunity Name:</b>	<a href="#">US Environmental Protection Agency (EPA) Assessment Grants</a>
<b>Deadline:</b>	December annually (estimated early submittal requirements for FY 2021)
<b>Award Information:</b>	Up to \$300,000, or \$600,000 for coalition applicants
<b>Description:</b>	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.
<b>Relevant Priority Area(s):</b>	Capital Projects: brownfield sites

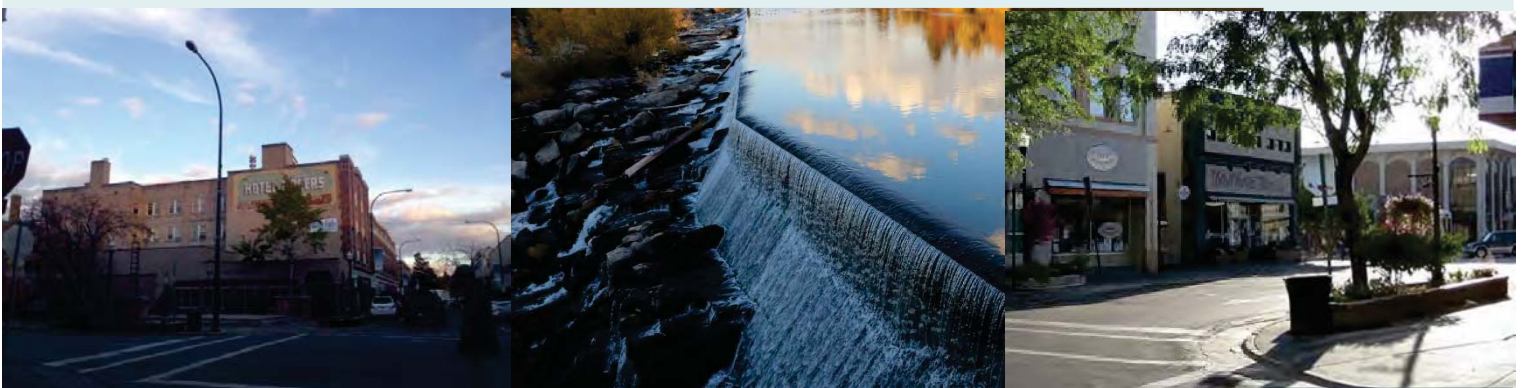
<b>Opportunity Name:</b>	<a href="#">HUD Choice Neighborhood Implementation Grant</a>
<b>Deadline:</b>	November (annually)
<b>Award Information:</b>	Up to \$30 million
<b>Description:</b>	Funds for implementation of comprehensive neighborhood revitalization plans that are expected to achieve the following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





# Imagine IF...

A Public Involvement Plan for the Idaho Falls Comprehensive Plan



Idaho Falls Planning Division | 680 Park Avenue | Idaho Falls, ID 83405

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## Plan Framework

Comprehensive planning processes have sweeping implications for the future of our communities and often tackle large, complicated issues. With the many requests for attention that barrage us daily, it can be difficult to stay informed of, and participate in, planning efforts that may at first glance appear to have little affect on our daily lives. This public involvement plan is an important scaffold in the framework to help ensure that all voices in Idaho Falls are heard as the City endeavors to create a plan that matches the needs and desires of the community.



### Mission

The overarching mission of this public involvement plan is to ***create an inclusive and effective public and stakeholder engagement process that captures the input, interests, and ideas of the community to ensure the long-term success and implementation of the comprehensive plan.***

### Goals

The following goals were developed to help translate the mission of this public involvement plan into actions and measurable outcomes.

1. **Ensure a representative group of stakeholders are invited and engaged throughout all phases of the comprehensive planning process.**
2. **Work with known stakeholder groups to engage other segments of the population who may not traditionally be involved in planning initiatives.**
3. **Transparently share information about the purpose, process, and potential impacts of the comprehensive plan update**
4. **Listen to the community and incorporate ideas, and address concerns, related to the comprehensive plan, its implementation, and outcomes.**
5. **Identify priority projects that are supported by the public and key stakeholder groups.**
6. **Create a vehicle for evaluation that can be utilized to track the success of outreach initiatives now, and for future processes.**
7. **Establish processes and outreach tools that are applicable to future engagement efforts.**

## Priority Topic Areas – Interview Highlights

Between December 20, 2020 and January 14, 2021 five community interviews were conducted with key informant groups which included young professionals, Idaho National Laboratory representatives, a constituent of community service providers, housing developers and housing supportive services, educational institutions, and individuals representing minority communities in Idaho Falls. A full summary of interviews and participants is included in Appendix A. The community interviews highlighted the following major themes.

1. **Housing** – Far and above the most pressing issue on the minds of interviewees was the topic of housing affordability, inventory, and support. Like many markets across the U.S. many individuals in Idaho Falls are having difficulty accessing affordable and readily available housing. Interviewees indicated the following larger trends in the market that are impacting housing in Idaho Falls.
  - a. Increasing costs of land and construction.
  - b. Materials shortages due to COVID-19 barriers.
  - c. Growth and housing demand that is outpacing new inventory entering the market.
  - d. New competition in the market coming from both out of state residents with deep pockets making cash offers, and more retirees seeking to downsize, creating additional competition for smaller units once primarily sought after by new home buyers and younger families.
  - e. Restrictive planning and zoning regulations that limit more affordable unit development including a lack of mixed-use zoning, acreage requirements, and development fees for new home construction.
2. **Transportation** – Transportation investment and accessibility were priority topic areas for many interviewees. Idaho Falls is an auto centric City with limited access to public transportation options and a wide development pattern that prohibits many from biking and walking to destinations and amenities. Interviewees revealed that existing transportation conditions have created access barriers for some members in the community – particularly those who many do not have access to a personal vehicle or would like to participate in more active modes of transportation.
3. **Economic Development and Workforce Development** – Idaho Falls has become an economic hub in Idaho and along the I-15 Corridor. While interviewees felt that Idaho Falls has created a strong and growing economy, additional efforts could be made to help create additional resiliency.
  - a. Attracting new business and major employers to the region
  - b. Continuing to invest in, and strengthen, workforce development initiatives and educational opportunities.
  - c. Utilize land use and development to create housing and activity centers that entice new employees to the region.
4. **Recreation** – Idaho Falls is home to a wealth of outdoor recreation opportunities, which attracts many visitors and serves as a positive workforce attractor. Interviewees indicated that while outdoor recreation is prolific and easily accessible, local indoor recreation facilities do not meet the needs of the community. Additional indoor recreation facilities (which could include the construction of a City owned recreation center) would benefit many populations and geographies in Idaho Falls that are currently experiencing a gap in this desired service.

## Metrics of Success

To evaluate the success of public and stakeholder engagement efforts conducted through this comprehensive planning process, the City of Idaho Falls should track the following information.

1. **Scale of Reach** – How many respondents are participating at each point of outreach? When possible compare to previous efforts from this project and past initiatives.
2. **Topic Coverage** – Are the responses providing meaningful input around key topic areas including housing, transportation, economic development, land use, recreation, and other requirements of the Local Land Use and Planning Act?
3. **Inclusivity** – Is the City receiving participation from a representative range of community stakeholders? If not, what additional outreach methods are necessary to build awareness and participation?
4. **Partner Participation** – In addition to tracking community representation, the City should monitor participation from partner agencies (State and Local Governments, Service Providers, Major Employers, other City departments, etc.). Whenever possible use this process to build stronger relationships with partners.
5. **Creating a Stakeholder Database** – The city should utilize this process to create the infrastructure to make future engagement efforts easier. Collect email addresses and contact information from participants who want to stay involved with the City.

The planning team should create a regular evaluation schedule and adjust the approach depending on the results from each engagement touch point.





## Stakeholder Analysis

Achieving the mission and goals put forward in this public involvement plan begins with appropriately identifying broad audiences and key stakeholders that will be impacted by the recommendations and strategies of the comprehensive plan. This plan identifies 11 targeted stakeholder groups that will need to be consulted, involved, and informed throughout this process in addition to the regular engagement of the general public. These identified groups represent interests that are either traditionally underrepresented in planning efforts or are organized around key issues facing Idaho Falls. Each of these stakeholder groups brings a unique perspective to issues facing the community. The tables on the following pages provide information about each stakeholder group, and how to best involve them throughout the process.

Priority stakeholder groups have been broken down into three tiers of involvement. Tier 1 (Consult) indicates a group that should have a prominent seat at the table and should be considered for inclusion and representation on an Advisory Committee or other working groups. Tier 2 (Involve) indicates groups that need to provide meaningful feedback throughout the process and should be specifically invited to all engagement efforts. Tier 3 (Limited Targeted Involvement) represents groups who should remain abreast of the project but may only need to be involved or consulted at specific points in the process.

### Tier 1 Stakeholders - Consult

- State and Local Governments and Agencies
- Community Service Providers
- Developers and Real Estate Professionals
- Mobility and Transportation Providers and Advocates

### Tier 2 Stakeholders - Involve

- Neighborhoods
- Educational Institutions
- Minority Communities
- Business Community and Major Employers
- Young Professionals
- Agricultural Interests

### Tier 3 Stakeholders - Limited Targeted Involvement

- Utilities and Service Providers

## Priority Stakeholder Tables

<b>Priority Stakeholder Group</b>	<b>Stakeholders and Associated Constituent Groups</b>	<b>Barriers to Participation</b>	<b>Involvement Methods</b>
<b>State and Local Governments and Agencies</b>	<ul style="list-style-type: none"> <li>Bonneville County</li> <li>Bonneville Metropolitan Planning Organization</li> <li>City of Ammon</li> <li>City of Blackfoot</li> <li>City of Idaho Falls Departments</li> <li>City of Rigby</li> <li>Idaho Falls Chamber of Commerce</li> <li>Idaho Falls Redevelopment Agency</li> <li>Idaho Department of Agriculture</li> <li>Idaho Department of Education</li> <li>Idaho Department of Labor</li> <li>Idaho Department of Transportation</li> <li>U.S. Forest Service</li> </ul>	<p>Few barriers to participation. Some past relationships may impact the willingness of these partners to commit to larger initiatives and the planning process.</p> <p>The largest barrier is finding the right connection at each agency who will be willing to champion opportunities for partnership.</p>	<p><b>Tier 1</b> – Consult throughout the process. Invite to Advisory Committee meetings and lean on these partners to help distribute surveys, workshop invitations and other promotions of engagement.</p> <p>This planning process is an ideal time to strengthen partnerships, align goals and priorities, and establish connections for future collaboration.</p>
<b>Community Service Providers</b>	<ul style="list-style-type: none"> <li>What IF Foundation</li> <li>Eastern Idaho Community Action Partnership</li> <li>Habitat for Humanity</li> <li>United Way of Idaho Falls</li> <li>Idaho Falls Senior Citizen's Community Center, Inc.</li> <li>Vista Family Services</li> <li>Idaho Falls Interfaith Community</li> </ul> <p><b>Constituent Groups</b></p> <ul style="list-style-type: none"> <li>Low to moderate income populations</li> <li>Renters and homeowners</li> <li>Minority demographics</li> <li>Senior Citizens</li> </ul>	<p>Service providers have limited capacity and are often underfunded, which can create staffing barriers for more committed participation.</p> <p>The constituents this group represents and serves individuals who experience barriers to participation including.</p> <ul style="list-style-type: none"> <li>Non-traditional work schedules</li> <li>Limited computer access</li> <li>Historic disenfranchisement from planning efforts</li> <li>Limited English language skills</li> <li>Limited transportation options</li> </ul>	<p><b>Tier 1</b> – Consult throughout the process. Invite select representatives to Advisory Committee meetings.</p> <p>These groups are critical access points to reaching stakeholders who may not traditionally be involved in City initiatives. Lean on this group to help distribute surveys, workshop invitations and other engagement efforts.</p> <p><b>Specific engagement methods:</b></p> <ul style="list-style-type: none"> <li>Survey distribution to LMI areas</li> <li>Paper surveys distributed via a volunteer network to senior citizens and demographics less likely to have regular computer access.</li> <li>Volunteer door knocking</li> <li>Utilizes churches for messaging and promotion</li> </ul>

<b>Priority Stakeholder Group</b>	<b>Stakeholders and Associated Constituent Groups</b>	<b>Barriers to Participation</b>	<b>Involvement Methods</b>
<b>Developers and Real Estate Professionals</b>	<ul style="list-style-type: none"> <li>IdaHome Committee</li> <li>Developers</li> <li>Real Estate Agents and Brokers</li> </ul> <p><i>Constituent Groups</i></p> <ul style="list-style-type: none"> <li>Homebuyers</li> <li>Individuals seeking housing assistance and supports</li> </ul>	This group is traditionally active and experiences few barriers to participation.	<p><b>Tier 1</b> – Consult throughout the process. Invite select representatives to Advisory Committee meetings.</p> <p><b>Specific Engagement Methods</b></p> <ul style="list-style-type: none"> <li>Suggested focus group to provide feedback on final strategies and plan implementation recommendations</li> </ul>
<b>Mobility and Transportation Providers and Advocates</b>	<ul style="list-style-type: none"> <li>Idaho Transportation Department</li> <li>Bonneville Metropolitan Planning Organization</li> <li>Greater Idaho Falls Transit</li> <li>Idaho Falls Public Works</li> <li>Bonneville County Public Works</li> </ul> <p><i>Constituent Groups</i></p> <ul style="list-style-type: none"> <li>Cyclists and walkers</li> <li>Public transportation users</li> <li>Medical transportation users</li> <li>Mobility advocates</li> </ul>	<p>Transportation providers are traditionally involved and have few barriers to participation.</p> <p>Transportation advocates and constituents are typically represented in engaged in engagement efforts and could be utilized to reach mobility limited members of the community.</p>	<p><b>Tier 1</b> – Consult throughout the process.</p> <p><b>Specific Engagement Methods</b></p> <ul style="list-style-type: none"> <li>Suggested focus group for providers to provide feedback on final strategies and plan implementation recommendations.</li> <li>Mobility advocates focus group or interviews.</li> <li>Utilize mobility advocates to distribute surveys and information to members of the community who may be mobility limited.</li> </ul>
<b>Educational Institutions</b>	<ul style="list-style-type: none"> <li>Idaho Falls School District 91</li> <li>Bonneville Joint School District 93</li> <li>College of Eastern Idaho</li> <li>University of Idaho, Idaho Falls</li> <li>Idaho State University</li> <li>Idaho Education Association</li> </ul> <p><i>Constituent Groups</i></p> <ul style="list-style-type: none"> <li>Youth</li> <li>Parents and families</li> </ul>	<p>Few barriers to participation. Educational institutions are traditionally involved or informed in community initiatives.</p> <p>Youth are often underrepresented in community engagement efforts. This group is often unaware of ongoing engagement and initiatives and outreach methods typically overlook this demographic.</p>	<p><b>Tier 2</b> – Involve and provide ample opportunities to provide feedback on plan elements and specific recommendations.</p> <p><b>Specific engagement methods:</b></p> <ul style="list-style-type: none"> <li>Focus groups with the Idaho Falls Education Association</li> <li>Student engagement with surveys and presentations in classrooms</li> <li>Compass Academy</li> <li>University and College distribution lists for surveys</li> <li>Utilize social media campaigns</li> <li>Provide incentives for participation</li> </ul>

<b>Priority Stakeholder Group</b>	<b>Stakeholders and Associated Constituent Groups</b>	<b>Barriers to Participation</b>	<b>Involvement Methods</b>
<b>Minority Communities</b>	<ul style="list-style-type: none"> <li>Idaho National Laboratory (diverse workforce and international recruitment efforts)</li> <li>Idaho Community Action Network</li> <li>Community Council of Idaho</li> <li>Idaho Falls African American Alliance</li> </ul> <p><b>Constituent Groups</b></p> <ul style="list-style-type: none"> <li>Hispanic Population</li> <li>International community</li> <li>Immigrant and refugee populations</li> <li>Other ethnic and cultural minority groups</li> <li>Native American Populations</li> </ul>	<p>This group traditionally experiences significant barriers to participation. Significant barriers include:</p> <ul style="list-style-type: none"> <li>Limited English language skills</li> <li>A lack of available translation services and translated materials</li> <li>More likely to have limited computer access</li> <li>Historic disenfranchisement from planning efforts and community investments</li> </ul>	<p><b>Tier 2</b> – Involve and provide ample opportunities to provide feedback on plan elements and design.</p> <p><b>Specific engagement methods:</b></p> <ul style="list-style-type: none"> <li>Spanish radio</li> <li>Translated materials, including postcards and flyers</li> <li>Community Council of Idaho via Headstart and housing services</li> </ul>
<b>Business Community and Major Employers</b>	<ul style="list-style-type: none"> <li>All businesses in Idaho Falls</li> <li>Idaho Falls Chamber of Commerce</li> <li>Idaho Falls Auditorium District</li> <li>Idaho Falls Small Business Development Center</li> <li>Idaho National Laboratory</li> <li>Eastern Idaho Regional Medical Center</li> </ul>	<p>This group experiences few barriers to participation and are often involved in community efforts.</p>	<p><b>Tier 2</b> – Involve and provide ample opportunities to provide feedback on plan elements and design.</p> <p><b>Specific Engagement Methods:</b></p> <ul style="list-style-type: none"> <li>Targeted business survey or focus group.</li> <li>Utilize businesses to distribute surveys, and information or display flyers to patrons and employees</li> </ul>
<b>Young Professionals</b>	<ul style="list-style-type: none"> <li>Idaho Falls Chamber of Commerce, Young Professionals Network</li> <li>INL Young Professionals Group</li> </ul>	<p>This group has few barriers to participation; however, they are traditionally less likely to be involved. Lack of awareness is the largest barrier facing this group.</p>	<p><b>Tier 2</b> – Involve and provide ample opportunities to provide feedback on plan elements and design.</p> <p><b>Specific Engagement Methods:</b></p> <ul style="list-style-type: none"> <li>Targeted young professionals survey or focus groups with invitations from employers including INL and the Idaho Education Association</li> <li>Utilize downtown event boards, and public gathering spaces at CEI.</li> </ul>

<b>Priority Stakeholder Group</b>	<b>Stakeholders and Associated Constituent Groups</b>	<b>Barriers to Participation</b>	<b>Involvement Methods</b>
<b>Agricultural Interests</b>	<ul style="list-style-type: none"> <li>Idaho Fam Bureau Federation</li> <li>Idaho State Department of Agriculture</li> <li>Leadership Idaho Agriculture</li> <li>Community Food Basket Farm of Idaho Falls</li> </ul> <p><i>Constituent groups</i></p> <ul style="list-style-type: none"> <li>Farmers and agricultural workers</li> <li>Rural landowners</li> </ul>	<p>This group experiences few barriers to participation and are often involved in community efforts.</p> <p>Agricultural producers may feel like the plan does not impact them directly and could reduce their interest in participating.</p>	<p><b>Tier 2</b> – Involve and provide ample opportunities to provide feedback on plan elements and design.</p> <p><b>Specific Engagement Methods:</b></p> <ul style="list-style-type: none"> <li>Utilize Idaho Farm Bureau Federation membership contact lists <b>to</b> distribute surveys and promotional materials</li> <li>Conduct a focus group of farmers, ranchers, and rural landowners.</li> </ul>
<b>Neighborhoods</b>	<ul style="list-style-type: none"> <li>All Idaho Falls neighborhoods and their residents.</li> </ul>	<p>Neighborhoods are more or less involved depending on socio-economic indicators and past involvement with the City. The City should make a targeted effort to connect with all neighborhoods to ensure a broader representation of geographic participation.</p>	<p><b>Tier 2</b> – Involve and provide ample opportunities to provide feedback on plan elements and design.</p> <p><b>Specific Engagement Methods:</b></p> <ul style="list-style-type: none"> <li>Neighborhood conversations. The city will set-up a meeting and engagement event to encourage neighbors to provide input on the vision, values, and goals.</li> <li>Direct mailers to announce surveys and workshops.</li> <li>Utilize neighborhood applications including Nextdoor to encourage participation.</li> </ul>
<b>Utilities and Service Providers</b>	<ul style="list-style-type: none"> <li>Idaho Falls Power</li> <li>Intermountain Gas</li> <li>Idaho Falls Public Works</li> <li>Rocky Mountain Power</li> <li>Idaho Canal and Irrigation district</li> <li>Eastern Idaho Regional Wastewater Association</li> </ul>	<p>This group experiences few barriers to participation and are often involved in community efforts.</p>	<p><b>Tier 3</b> – inform throughout the process and seek feedback on specific plan elements relevant to each organization. These organizations should review any strategies and objectives that impact their operation and infrastructure.</p> <p><b>Engagement Note:</b> engagement opportunities promoted through physical billing distribution used to be effective at promoting awareness of engagement opportunities. In many markets this is no longer a useful or cost-effective tool due to online billing utilization.</p>



## Proposed Outreach Methods

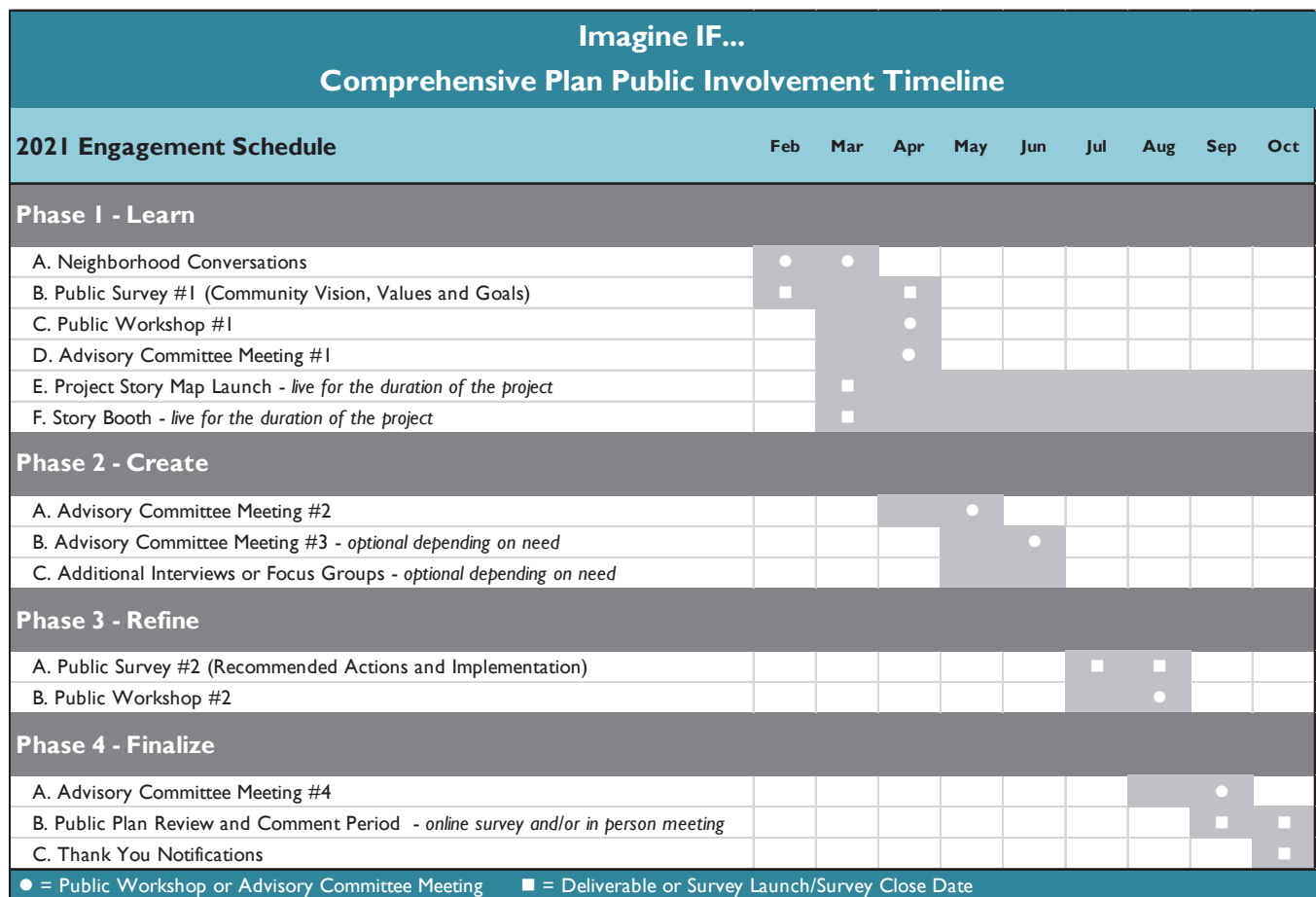
The content below highlights potential engagement methods to capture a broad spectrum of input from a diversity of stakeholder groups. The City of Idaho Falls should utilize a combination of these approaches throughout the comprehensive planning process depending on the needs, timeline, and budgetary constraints of the City.

Engagement Method	Key Audience	Objectives
<b>Key informant Interviews/Focus Groups</b> <i>An initial round of key informant interviews took place between December 2020 and January 2021 as part of the preliminary involvement planning. Additional interviews could be considered throughout the comprehensive plan Update to collect specific information or reach new stakeholder groups identified throughout initial plan phases.</i>	A diverse group of area stakeholders including local and state agencies, service providers, businesses and major employers, housing developers and real estate agencies, local committees and interest groups, and specific demographics like youth or minority populations.	Interviews and focus groups provide a foundation of understanding around key issue and opportunity areas. Interviews will help our team gauge the best ways to involve stakeholders and constituents throughout the comprehensive planning Process.
<b>Comprehensive plan Advisory Committee</b> Meet between two to four times throughout the project to review key deliverables. <ul style="list-style-type: none"> <li>Vision, values, goals, strategies</li> <li>Recommended Actions and Implementation Plan</li> </ul>	A diverse group of key stakeholders that focuses on representatives who will more actively utilize and implement parts of the comprehensive plan.  If utilized, this group should commit to staying involved at regular intervals throughout the process.	The Advisory Committee will serve as the community-based sounding board that will help develop the vision, values and goals for the project will provide input on the recommended strategies and implementation plan.  This group provided deeper review of plan content and serves an advisory role throughout the process.
<b>Public Surveys</b> Develop and host three surveys that can be distributed virtually and hard copy at key locations. Surveys will coincide with the “Learn” and “Refine” project phases. It is recommended to have surveys live for two to three weeks to ensure adequate time for response analysis, followed-up by targeted outreach to groups who are not participating.	The general public with targeted outreach to groups and individuals who have traditionally been less involved in City initiatives and planning processes.	The tool we recommend in the COVID environment to reach the general public to collect feedback on the vision, values and goals of the comprehensive plan. Later surveys will provide direct feedback into specific strategies and implementation.
<b>Interactive Story Map (Optional)</b> Online for the duration of the project, launched with the first public workshop or survey	The public and anyone interested in learning more about the comprehensive plan update	Create a platform to share project updates and information that is visually appealing while also offering opportunities for public comment in the form of interactive comment maps, questionnaires, or short surveys. Storymaps are a product of Esri and can be developed in numerous formats depending on the needs of the project.
<b>Storytelling Booths</b> Online for the duration of the project, launched with the first public workshop or survey. Primary mode would be to collect responses online, however a physical recording booth could be set-up at in-person workshops if allowed under COVID-19 restrictions. Possible software options include: StoryKiosk, LifeOnRecord, or Vidday.	The public and anyone interested in learning more about the comprehensive plan update	Host an online recording booth for members of the public to record stories, historic accounts and personal narratives related to Idaho Falls. These recordings can be archived to create an engaging history and narrative of Idaho Falls.

<b>Public Workshops</b> Public Workshops will coincide with the “Learn” and “Refine” project phases to collect key input from the public. These workshops should have an interactive approach and should shy away from the traditional open house style.	The public and anyone interested in learning more about the comprehensive plan update	Provide the public with an opportunity to engage in-person (or online) with elements of the plan, talk to planning team staff and learn about the ongoing plan update.
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## Suggested Outreach Schedule

To capture critical public and stakeholder input throughout the comprehensive plan Update, our team recommends the following outreach schedule. This schedule should be adapted to meet shifting project timelines and can be reworked to include additional outreach events and touch points after evaluating the success of each prior project phase. All outreach methods suggested in the “Proposed Outreach Methods” table are included in this schedule.



## Phase I – Learn (February-April 2021)

- **Objective** – learn about key issues, values, and ideas from the public and key stakeholders.
- **Engagement Points**
  - ***Neighborhood Conversations*** – Conduct scheduled meetings with each identified neighborhood area. Neighborhood conversations allow interested residents an opportunity to learn about the comprehensive planning process and how to stay involved. These conversations should also provide an avenue for residents to voice their ideas about the community vision and important issue areas.
  - ***Public Survey #1*** (Community Vision, Values, and Goals)
    - Recommended addition – Community map pin drop survey
  - ***Public Workshop #1*** (Community Vision, Values and Goals)
    - Recommended Workshop Elements
      - Planning Process Overview – Informational posters
      - “What do you love most about Idaho Falls” – Large stickies on wall or poster board
      - Pindrop Map for identifying places people love and areas where there are opportunities for improvement
      - Community Data Profile – Comment and reaction cards
      - Neighborhood visioning stations
      - Agency Alley – Invite partner agencies to bring materials and discuss how their work fits into the comprehensive planning Process
    - Workshop Format – Depending on the state of COVID-19 restrictions and protocols, the workshop format can adjust between an online only event, or an in-person public workshop with online elements. If an online only event is required, our team recommends setting up a short virtual presentation and Q+A session that accompanies the online survey. Under this online only model, participants would submit their feedback primarily through the first survey, with the live presentation serving as the vehicle to address initial concerns and answer questions.
  - ***Story Booth*** – Set up the online story booth and ask respondents to record a story, memory, or historical account about Idaho Falls. We recommend keeping this online for the duration of the process and compiling everything into a publicly accessible file or database.
  - ***Project Story Map*** (Optional) – Set up an interactive home page for the project that can house project updates, interactive maps, community data and be a landing point for both the story booth and project surveys. Example story maps can be found online at <https://www.esri.com/en-us/arcgis/products/arcgis-storymaps/stories>
  - ***Advisory Committee Meeting #1*** – Recruit and convene the comprehensive plan Advisory Committee. This committee should consist of partner agencies, state and local government interests, nearby cities and Bonneville County, community service providers, developers, and landowners, and select representatives from the broader stakeholder groups. Ideally this group would be around 15-30 members committed to participating throughout the course of the project.

## Phase 2 – Create (April-June 2021)

- **Objective** – Utilize input and results from Phase 1 to inform the production and drafting of comprehensive plan elements.
- **Engagement Points**
  - ***Advisory Committee Meeting #2 and #3***– Work with the Advisory Committee to develop the plan, refine project elements. Advisory Committee Meeting #3 is optional depending on the need for additional stakeholder input for plan elements.
  - ***Interviews and Focus Groups*** – Idaho Falls should schedule any additional interviews or focus groups needed to refine and develop plan elements.

## Phase 3 – Refine (July-August 2021)

- **Objective** – Showcase the draft comprehensive plan and collect feedback on ways to improve plan elements and suggested projects. Assess whether the plan will be well received by the public as it moves through approval processes.
- **Engagement Points**
  - ***Public Survey #2*** (Recommended Actions and Implementation)
    - Recommended addition – Community map pin drop survey aimed at collecting project ideas for certain lots or geographic zones.
  - ***Public Workshop #2*** (Recommended Actions and Implementation)
    - **Recommended Workshop Elements**
      - Confirm proposed Vision, Values and Goals
      - What are your “big ideas” (projects and actions) for Idaho Falls
      - Pindrop map that replicates online map.
      - Breakout groups to discuss actions and implementation (requires dedicated time and breakout table facilitators)
      - Prioritization of suggested projects and actions by goal area.
    - Workshop Format – Depending on the state of COVID-19 restrictions and protocols, the workshop format can adjust between and online only event, or an in-person public workshop with online elements.

## Phase 4 – Finalize (September-October 2021)

- **Objective** – Refine the comprehensive plan, finalize, and move the plan through approval processes.
- **Engagement Points** –
  - ***Advisory Committee Meeting #4***– Present the final plan to the Advisory Committee for final review and comment. Partner agencies and committee members have this opportunity to suggest final edits and let the planning team know if there are any conflicts with planned investments or agency goals.
  - ***Public Plan Review and Comment Period*** – Host the finalized draft plan online and allow for public review and comment prior. This process should the planning team know if there are any significant public concerns that would hinder the plan from final adoption.
  - ***Thank You Notifications*** – Once the plan has been adopted send out thank you emails to partners, the Advisory Committee, and members of the public.

# Appendix A – Preliminary Plan Interview Summaries

## IdaHome Committee

**Date of Interview – 12.16.2020**

### ***In Attendance***

- Erin Cannon – Vice President, Comfort Construction
- Juan Contreras – Realtor
- Margaret Wimborne – Communications and Community Engagement Director, District 91
- Jim Francis – Idaho Falls City Council
- John Radford – Idaho Falls City Council member Radford
- Chris Pelkola Lee – Broker and Realtor
- Marsha McDaniel – Idaho National Lab
- Chad Murdock – Realtor
- Devan Thompson – Builder/Developer
- Lindsey Romankiw – Idaho Falls Planning Commission

### ***Summary and Highlights***

- **Housing affordability is a major issue facing Idaho Falls**
  - Increasing costs of living broadly impact younger families.
  - Increased cost of construction coupled with increasing demand has resulted in significant price spikes and a highly competitive housing market.
    - Materials prices have skyrocketed since the start of COVID, however the market will likely correct once production and distribution channels return to pre-pandemic levels.
  - “The real estate market has completely changed in the last 4 years. Housing is no longer affordable for lower income individuals and families. There are no units in the \$150,000 range and “fixer-uppers” that require significant investment start around \$220,000”.
  - More people are coming to Idaho Falls with outside money, this has pushed some local buyers out of the market who cannot keep up with all cash offers.
  - Retirees are competing with first time home buyers as they are downsizing – creating additional strains on affordability.
  - As people move farther from the City, transportation costs go up.
- **Development tensions create additional barriers to creating an inventory that meets the needs of the community**
  - There is tension between development of housing units in within the City and in outlying areas of the County.
  - There is demand for higher density housing, but a majority of new construction is still larger single-family homes further out from the city center and into county land.
  - Concerns about traffic and parking are common with new development proposals.
  - NIMBYSM is rampant and the planning commission has historically been swayed by these concerns.
  - The City would greatly benefit from an example or two of successful affordable, and higher density housing developments.
  - Developers default to larger single-family homes because they know they will sell.



- **Existing planning regulations are not conducive to developing affordable housing**
  - Very little mixed-use development is happening.
  - Acreage requirements limit more affordable unit development.
  - NAHB indicates that government regulations attribute 25-32% of the price of a home, which are then passed on to home buyers and renters.
- **Possible solutions to increase inventory and affordability**
  - Continue to support groups like the IdaHome Committee who can help direct resources and actions.
  - Encourage and promote a wide variety of housing choices. Show the community that there is real demand for other types of housing. Without a change to public perception of growth and development many of these issues will continue.
  - Develop “missing middle” housing inventory.
  - Seek and utilize additional funding sources to reduce the costs of new development (including the Idaho Falls Redevelopment Agency).
- **The Idaho National Labs anticipates steady growth which could place more demand on the housing market**
  - INL workers who are coming to Idaho Falls from outside of the community are experiencing difficulty finding housing that meets their interests (proximity to good schools, furnished units for those moving overseas, walkable destinations, access to public transportation).
- **The best ways to involve this group in the Comprehensive Planning Process**
  - Continue to engage all the individuals involved with IdaHome through focus groups, surveys, workgroups, etc.
  - Partner with larger employers to help disseminate surveys and engage a wider audience.
  - Make special efforts to ensure renters and younger families are involved in the conversation, as these groups often do not have the same level of stake and involvement as the landowners and developers.
  - Reach out to engineering firms to help connect with developers.
  - Involve the Grow Idaho Falls Commission.
  - Utilize CUSP.

# Idaho Falls Young Professionals

**Date of Interview – 12.21.2020**

## **In Attendance**

- Dana Briggs
- Boone (Geoffrey) Beausoleil

## **Summary and Highlights**

- **Strengths and draws of Idaho Falls for young professionals**
  - Outdoor recreation is a major draw to the area “A fantastic place to live if you like leaving town for the weekend”. People look for jobs here to be close to these recreation opportunities.
  - Quiet and peaceful place to establish roots.
  - Idaho Falls is starting to reach a critical mass where arts, culture and entertainment could thrive.
  - It is easy to be involved with the community as there are many opportunities to serve on boards and volunteer.
  - Downtown development has been great, lots of fun bars, restaurants.
  - Generally, Idaho Falls is an affordable place to live (rising housing costs have made it less so)
  - Idaho Falls as an organization is doing a good job creating opportunities, they take opportunities to make improvements even if they are not always the perfect solution.
- **Challenges facing young professionals in Idaho Falls (and opportunities for improvement)**
  - The school system (K-12) is not as strong as many folks would like. This is particularly notable for many of INL’s transplants who place a very high value on education.
  - The community is not particularly diverse.
  - Being an automobile-oriented city creates barriers for new arrivals and is a deterrent for people who are accustomed to strong transportation systems and walkable cities.
  - The Idaho Falls Airport does not have very many direct flights (Portland, Seattle, etc.). Many INL employees who regularly return to their families overseas have challenges with limited travel options and numerous connecting flights.
  - Outside of INL there are limited professional opportunities for younger populations.
- **The best ways to involve this group in the Comprehensive Plan Process**
  - Communicate through established networks (Chamber of Commerce, INL Young Professionals, Downtown events boards, etc.)
  - Utilize the College of Eastern Idaho and University Place
- **Broad Trends at INL**
  - INL has a strong young professionals’ group of about 150 members, mostly post graduate/doctoral students in the first five years of their career who are arriving from the U.S. and abroad.
  - INL is the first non-academic position for many of these individuals. Since many of these younger INL employees are coming to Idaho Falls for 2–3-year contracts they do not necessarily quickly establish deep ties to the community.
  - New employees at INL are typically trying to find rental housing units, which are limited (particularly furnished apartments) and many do not own a car upon arrival adding to the

costs of migrating to Idaho Falls. Often new employees will have an extended stay in a hotel while their furnishings are shipping from overseas.

- INL expects to hire another 5-6 thousand employees over the next five years as departments expand. Partially due to of Small module reactor development and the ongoing effects of the Energy Nuclear Leadership Act.

## Minority Communities

**Date of Interview – 01.14.2021**

### **In Attendance**

- Arnold Cantu – Clinic administrator for Community Family Clinics, serving Idaho Falls, Blackfoot and Roberts. Idaho Falls Planning and Zoning Commission.
- Juan Alvarez – INL, Deputy Laboratory Director for Management and Operations and Chief Operating Officer
- Abdalla Abou Jaoude – INL, Advanced Reactor Core Analyst Not present but sent thoughts in an email.

### **Summary and Highlights**

- **Idaho Falls is facing challenges associated with growth**
  - There is a desire to maintain a small-town feel in Idaho Falls, while simultaneously adapting to ensure access to housing, services, and amenities. Maintaining the small-town feel requires a focus on safety and security.
  - Recreation is a large part of life in Idaho Falls that is under pressure from increased population growth and reductions to open spaces.
  - The City is currently separated into activity clusters that are difficult to access without an automobile.
  - The northern part of the City needs investment as a portion of the housing is in disrepair, and some restaurants and businesses are leaving.
  - Housing affordability has become a major issue for the community.
  - The lack of public transportation is creating large barriers to creating an active city.
  - Environmental sustainability is very challenging in an auto centric city.
- **A few strong clusters of economic activity are starting to shape and define Idaho Falls**
  - Healthcare – A very competitive regional field.
  - Technology – INL and many efforts to bring tech companies to the I15 corridor.
  - Education – Accommodating the growing population of young professionals.
- **The City of Idaho Falls is increasing its demographic diversity and needs to build in inclusive processes to ensure all members of the community have opportunities to participate and thrive**
  - Hispanics make up roughly 13% of the population in the State and Bonneville County.
  - The Hispanic community faces language barriers with City signage and services. The City is hard to navigate for individuals who have limited English skills.
  - What is the best way to ensure that City services are distributed equitably?
  - INL is recruiting employees from all over the world with a huge range of ethnic, education and economic backgrounds.
- **One possible way to ensure inclusivity would be through a “Welcoming Idaho Falls” program, which could include:**
  - An audit of accessibility (both physical infrastructure and service access).
  - A review of available translation services.
  - Geospatial analysis of service centers in relation to population clusters.
- **The best ways to involve this group in the Comprehensive Plan Process**
  - Via the young professionals’ networks.

- INL is willing to arrange focus groups from population segments of their employees.
- For non-English speaking segments of the population utilize these communication methods:
  - Spanish radio
  - Translated flyers and postcards
  - Community Council of Idaho – Headstart programs, low-income housing services



## **Service Providers**

***Date of Interview –01.14.2021***

### ***In Attendance***

- Dave Manson – Executive Director, What IF Foundation
- Jay Doman – Chief Executive Director, Easter Idaho Community Action Partnership
- Karen Lansing – Executive Director, Habitat for Humanity
- Chris Weirsema – President, CEO, United Way of Idaho Falls
- Lisa Farris – Grants administrator, City of Idaho Falls
- Valisa Say – Executive Director, Idaho Falls Senior Citizen’s Community Center, Inc.

### ***Summary and Highlights***

#### **Housing is quickly becoming the biggest challenge facing Idaho Falls**

- Low-income families are being priced out of the market. There are no units available for under \$200,000 and rent has increased substantially.
  - It is not just low-income families who are experiencing difficulties, median income earners are also struggling to find affordable inventory and rentals.
- Cost of materials and labor have gone up considerably the last year. Building sites are becoming harder to find and are increasing in cost.
- Habitat for Humanity has seen a 500% increase in the number of families reaching out for housing support.
- More and more people are seeking assistance, but funding has stagnated at the federal level.
- Bonneville County has 1,500 evictions coming down the pipeline, which is about \$11 million in accounts receivable.
- Even just applying for housing has become burdensome with many application fees ranging from \$75-100.
- One silver lining – affordable housing is getting talked about with a focus on creating solution.

#### **Transportation is a barrier to accessing services for many individuals in Idaho Falls**

- Seniors do not have access to readily available and appropriate transit options, which has an impact on food security.

#### **Suggested projects and actions**

- Invest in a recreational center. There are limited opportunities for community (indoor) recreation. There is a large demand for this type of space that is currently not being supplied by the market.
- Free medical and mental health clinics.
- Support and create a tiny home community.

#### **The best ways to involve this group in the Comprehensive Plan Process**

- Work closely with agencies for funding opportunities to provide coverage for services.
- Region 6 Housing Coalition.
- A public survey that is targeted for low-income areas of Idaho Falls. Habitat has previous surveys and outreach methods they can share with us.

- Send paper copies of the survey to seniors who receive meal delivery services and through food support and distribution locations. (Valisa is amenable to providing support here).
- Door knocking was successful in the past (requires volunteers and could be restricted by COVID).
- Online neighborhood meetings.
- Churches have been very successful outreach locations for the Spanish speaking community.

## Educators

***Date of Interview – 01.14.2021***

### ***In Attendance***

- Hailey Mack – College of Eastern Idaho
- Margaret Wimborne – Director of Communications and Community Engagement, District 91
- Kelly Coughenour - Dean of enrollment management, District 91

### ***Summary and Highlights***

#### **College of Eastern Idaho**

- Seeing substantial growth in student populations (traditional and non-traditional).
- More students staying in the local area for post-secondary educational opportunities.
- Student housing is becoming an issue for CEI who does not currently provide student housing. Rising costs of rent are burdensome to their students.
- A lack of public transportation is a concern for students who might not live within walking distance of campus.
- Space is a limiting factor for growth. Would like to acquire additional parcels to expand.

#### **District 91**

- While district 91 has not experienced significant student population growth, other schools in the area are seeing a boom in population (Bonneville School District).
- A lack of affordable housing options makes recruiting new educators more difficult.
- The school districts have great partnerships with higher educational facilities. Early college prep is functioning well, and many students receive dual credits with their coursework.

### ***Suggested projects and actions***

- Improved recycling programs
- Indoor recreation facility – very limited options locally, CEI does not have a gym facility.
- Invest in outdoor recreation spaces – parks, trails, zoos, etc.
- The City could help the school districts with land allocation and additional planning support. The current relationship is very strong, and much appreciated.

### ***The best ways to involve this group in the Comprehensive Plan Process***

- Directly involve CEI and the School Districts. Interviewees seemed very willing and excited to help distribute surveys, create opportunities for focus groups, or to promote additional engagement events.
  - Focus group with the Idaho Falls Education Association to help capture input from younger educators.
  - Student outreach via surveys in classes, presentations. Student government classes might be willing to utilize this time for a project.
  - Joint projects with the Compass Academy.
  - CEI is hiring many new employees and could facilitate a focus group.
  - Survey sent out through CEI's email distribution (need an incentive, like a raffle to see large participation).





**CAPITAL CITY**  
DEVELOPMENT CORP

# Old Boise Blocks on Grove Street

REDEVELOPMENT STRATEGY VISION REPORT





# Acknowledgements

CCDC operates and works on the land of the Boise Valley People. The original Boise Valley Inhabitants are descendants of:

- Burns Paiute of Oregon
- Confederated Tribes of Warm Springs, Oregon
- Fort McDermitt Paiute and Shoshone of Nevada
- Shoshone-Paiute Tribe of Idaho and Nevada
- Shoshone-Bannock of Idaho

## PROJECT TEAM



- John Brunelle – Executive Director
- Doug Woodruff – Assistant Director – Placemaking & Infrastructure
- Jordyn Neerdaels – Communications Manager
- Karl Woods – Senior Project Manager



## WORK GROUP MEMBERS, PUBLIC SUPPORT AND OTHERS WHO CONTRIBUTED

Businesses, property owners and numerous other community stakeholders and interested citizens as well as these partner agencies and community organizations:

- Ada County Highway District
- Ada County Commissioners
- Ada County Development Services
- Basque Museum
- Boise Canal Company
- City of Boise - Arts and History
- City of Boise - City Council
- City of Boise - Parks and Recreation
- City of Boise - Planning and Development Services
- Downtown Business Association
- Downtown Neighborhood Association
- Idaho Department of Labor
- Idaho Power
- Idaho Transportation Department
- Valley Regional Transit

*A full list of Visioning Workgroup members is included in the "Stakeholder Engagement" section of this report.*

## BOARD OF COMMISSIONERS



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# About CCDC

Boise's redevelopment agency, Capital City Development Corporation (CCDC), catalyzes investment in the city through its own projects and public/private partnerships. CCDC focuses its work on economic development, infrastructure, place making, and mobility in its five redevelopment districts. Agency staff work hand-in-hand with local partner organizations and companies to redevelop underutilized properties and improve public places.

## Vision

Help the Boise community thrive in a sustainable economy where an exceptional built environment and excellent business opportunities are in perfect balance.

## Mission

CCDC ignites diverse economic growth, builds attractive urban centers, and promotes healthy community design.

## Five Key Strategies

### ECONOMIC DEVELOPMENT

Cultivate commerce and grow resilient, diversified, and prosperous local economies.

### INFRASTRUCTURE

Improve public infrastructure to attract new investment and encourage best use of property.

### MOBILITY

Expand mobility choices that include parking and multiple transit modes to enable universally accessible urban districts.

### PLACEMAKING

Develop public spaces and energized environments where a blend of cultures and concentrated mix of uses create a valued sense of place.

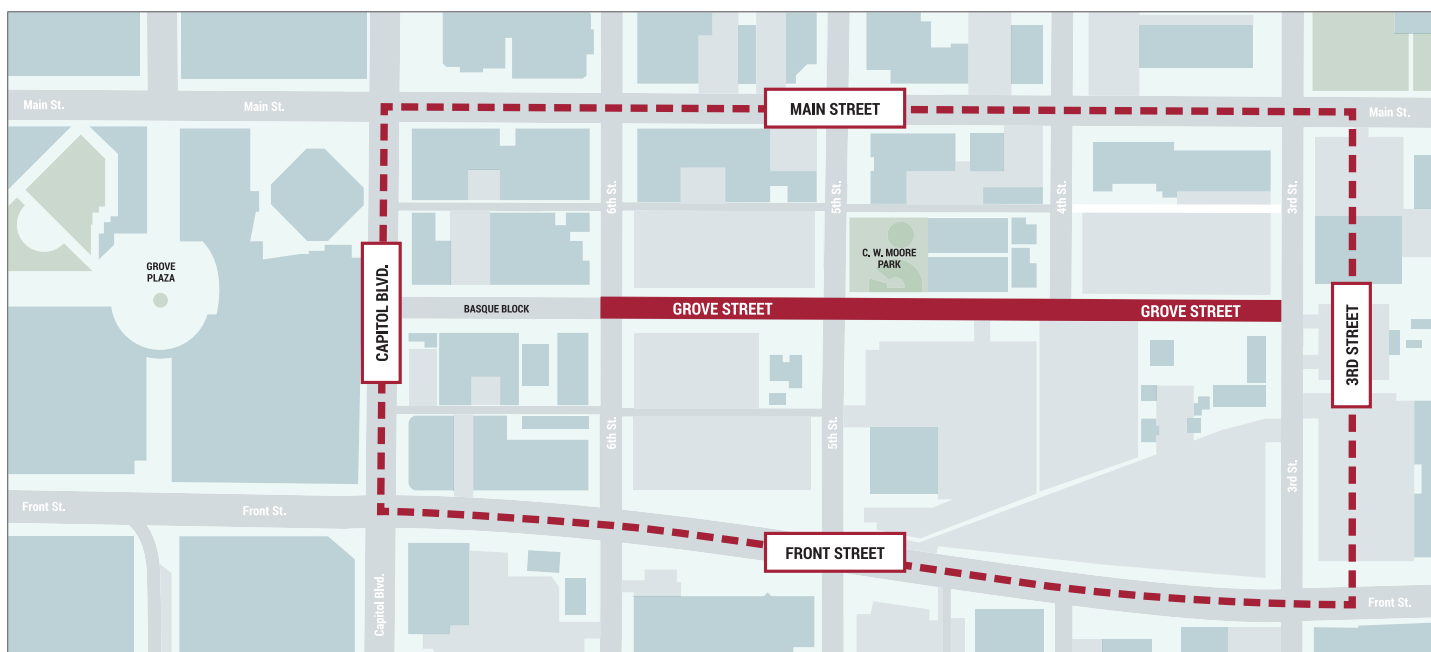
### SPECIAL PROJECTS

Invest in projects that respond to emerging revitalization opportunities including public amenities, historic preservation, and support of local arts and culture.



# Key Project Elements

The Old Boise Blocks on Grove Street, between 3rd and 6th Streets downtown, are ready for catalytic transformation. From 2019-2023, CCDC has more than \$10M in capital improvement project funding dedicated to investments in this area. This report is the final product of the effort to build a vision that was supported by both the public and key stakeholders, including developers, property owners, and public agencies. The vision and recommended actions that were developed through this collaborative process will help guide investment and future design decisions for the Old Boise Blocks on Grove Street.



## Project Area

The Old Boise Blocks on Grove Street consists of eight city blocks along the east end of Grove Street, adjacent to Boise's downtown core. The project area includes properties on the east side of 3rd Street to Capitol Boulevard and is bounded by Main and Front Streets on the north and south. Within this project area, particular focus is given to Grove Street itself between 3rd and 5th Streets, and the properties immediately adjacent to the street.

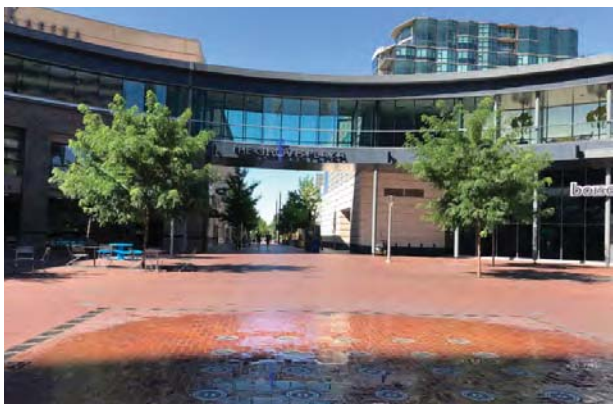
The project area is located within the broader River-Myrtle/Old Boise Urban Renewal District, which will sunset on December 31, 2024. The area features unique characteristics and history, contains several parcels with high redevelopment potential, and includes property owners and neighbors supportive of transformative investments. The area also offers critical linkages to increase mobility throughout downtown, attract more economic activity, and provide needed infrastructure such as gathering spaces, parking, retail and housing.

# Project Motivation

Old Boise - the area bounded by Idaho and Grove Streets and from Capital Boulevard toward 4th Street - is designated as a historic district by the City of Boise and listed on the National Historic Register. The area is one of downtown Boise's great assets. However, the blocks along Grove Street from 6th eastward have not seen significant investment activity in the past two decades. This area is ready for catalytic reinvestment that builds on existing assets and addresses essential needs.



Basque Block



Grove Plaza

## WHAT'S WORKING

- The area is home to beloved locations including **C.W. Moore Park** and the **Basque Block**
- There is a **high degree of support for reinvestment** amongst property owners and area stakeholders
- Proximity and convenience to **nearby live/work/learn destinations**, such as Ada County campus, Grove Plaza, LIV District and downtown
- The area is **near many successful and highly utilized spaces/amenities** in Boise, including downtown, Grove Plaza and Julia Davis Park
- The River Myrtle Urban Renewal District provides **significant reinvestment resources** that are available until the district sunsets
- There are **existing residents along the street** which is a necessary ingredient for a vibrant downtown district

## AREAS FOR IMPROVEMENT

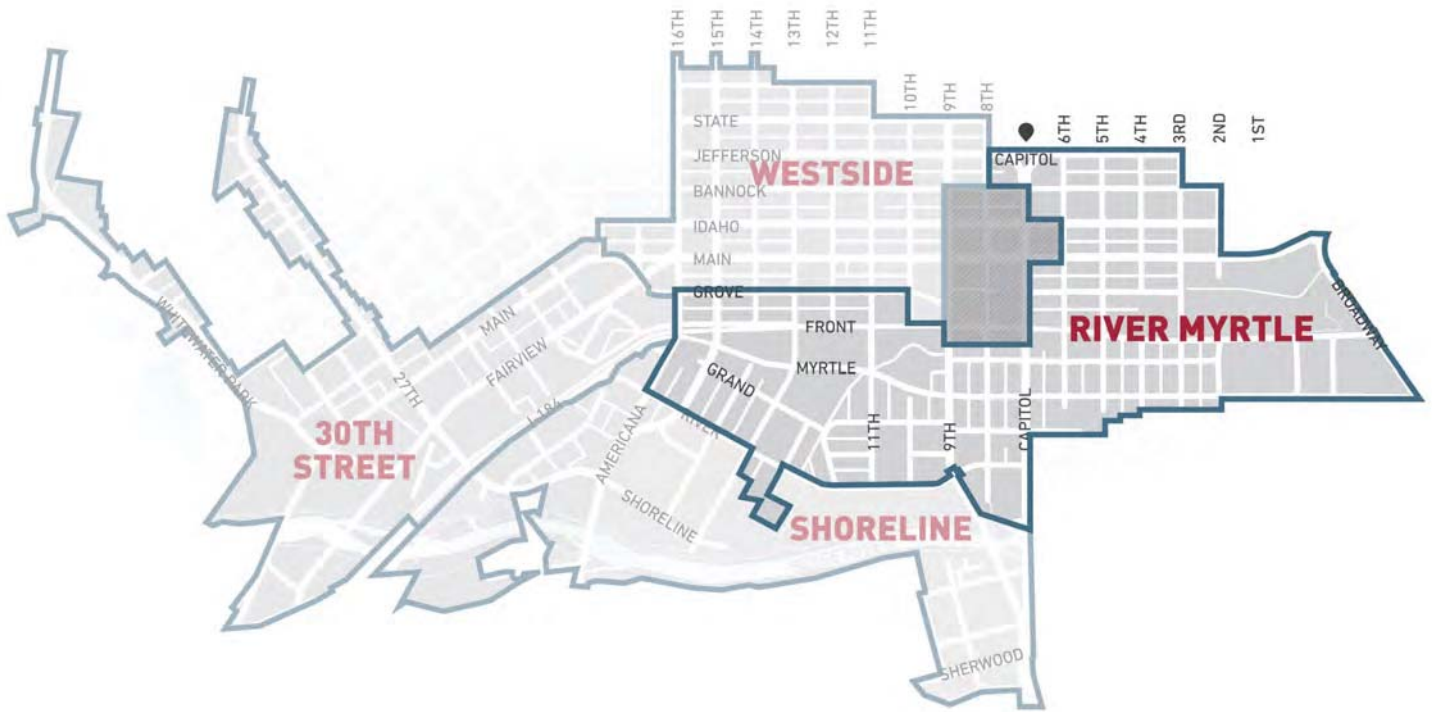
- There are only a **handful of active businesses that engage the street front**
- Land used primarily for **surface parking** covers 43 percent of the area
- There are **stormwater drainage issues**
- Compared to other parts of the city, there is an **underdeveloped tree canopy**
- The street today sees **very little pedestrian and bicycle traffic** and is not well-connected to other destinations
- There are **few attractors to the area** that draw in visitors or economic activity



Surface parking lot on Grove - there is significantly more surface parking in this area than in the rest of downtown

## THE RIVER MYRTLE URBAN RENEWAL DISTRICT

The Old Boise Blocks on Grove Street redevelopment initiative falls within the broader River Myrtle Urban Renewal District set to sunset December 31, 2024. The district was established to help guide development and investment into the project area and ensure the wholistic implementation of the 2025 Downtown Redevelopment Plan.



Treasure Valley Tree Canopy Network

## TREE CANOPY COVERAGE

Urban tree canopy coverage provides both aesthetic and ecosystem improvements for the community. A healthy tree canopy helps remove pollutants from the air, soil and water, provides shade and serves as a natural method to reduce automotive speeds on the roadway. The map to the left showcases the existing tree canopy coverage for the Old Boise Blocks on Grove Street project area. Existing canopy coverage in the project area ranges from between less than 5 to 25 percent across the eight city blocks. Increasing tree canopy to around 25 percent across the project area is a supported and realistic project goal.



# Historic Themes

The history of Boise's Grove Street tells us a great deal about the history of the city itself. Grove Street was one of the originally platted streets on the city's first plat, in 1864. Historic Sanborn Fire Insurance Maps show that the street's original alignment was slightly to the north of the current street between 4th and 10th. The city widened Grove Street three times before 1903 and has since extended it west to 16th Street. Historical records illustrate significant trends in urban development along its length, from a mixed-use residential area with lush tree groves to a commercial neighborhood dominated by the automobile industry in the mid-20th century. Today, the street is home again to residents, and is beginning its return to a dense, mixed-use corridor. In examining the history of Grove Street, five themes emerge that help describe the street's history as well as the history of the city overall:

## THEME: MIXED-USE



The overarching theme that ties together the history of Grove Street is its cycle of mixed land uses. Early historical records indicate that the street, particularly the eastern blocks situated between 3rd and 7th Streets, hosted beautiful residences as well as a variety of businesses. People's fondest memories of the street were of those early years, which seemed to be waning by 1920, when the Idaho Statesman commented that, "the beauty of Grove Street, which was well named, has about gone now..." Describing those early days, the Idaho Statesman said: "for many years Grove Street was unique in the world, with its open irrigation ditch, filled with creaking, moss grown water wheels, the banks abloom in June with briar roses..." But it was during those same years that Sanborn maps indicate the presence of livery stables, boarding houses, a lumber yard, paint shops,

named buildings, and the Y.M.C.A. The rich variety of uses was clearly what the residents loved and remembered. Increased automobile industry began to edge out other businesses beginning in 1912, a trend that is reflected in the marked increase in automobile service advertisements that appeared in the newspaper. By 1953, the majority of businesses along Grove Street were automobile-oriented. During more modern times, the street evolved into a mix of office and residential uses, predominated by parking areas. It is interesting that today, Grove Street may move toward a return to the traditional mixed-use area it once was.

## THEME: IRRIGATION



Irrigation played a crucial role in the development of Grove Street. The first Sanborn map for Boise City, recorded in 1884, indicated that the Grove Street Ditch - which diverted water from the Boise River - formed the southern city limits. Canal water irrigated numerous orchards in the surrounding area and allowed the groves of trees that gave the street its name to flourish. By the mid-1880s, newspaper reports indicate that the trees along Grove were so lush and full that they arched over the road. The ditch, known today as the Boise City Canal, provided valuable support for infrastructure and the Boise Fire Department often used its water to extinguish fires with potential to decimate the area.

Despite the canal's importance, complaints about its hazardous and unsanitary nature were common in the newspaper, leading to its ultimate disappearance from the landscape. An account from the early 1890s insisted that the ditch accumulated filth, that the "apology for a bridge in the center" was a hazard, and that the open water was dangerous to children, several of whom drowned after falling in. Casual pedestrians dumped trash and sometimes political refuse in the ditch, as they did with a Republican newspaper press following one journalist's scathing review of the Governor in 1899. As a result of the mixed feelings about the resource, the city gradually covered over the canal with pavement, starting in 1905. Newspaper records indicate that the majority of the canal was covered by the early 1930s, and today the canal remains buried beneath a line of asphalt.

## THEME: TRANSPORTATION



Transportation innovation is reflected in the history of Grove Street, particularly on the eastern end of the street. Sanborn maps from the 1880s and 1890s indicate a plethora of feed yards, corrals and barns along the route, and a stable operated on the corner of Grove and 5th from 1884 until ca. 1912. Speculation on a potential railroad near Grove Street appeared in the newspapers in the 1870s, and a section of the Oregon Short Line Railroad appeared on the Sanborn maps by 1903, though not in the same place as was originally envisioned. While the railroad ran close to Grove on the west end of the street, it was more distant on the east end, and its influence on the east end of Grove Street is less apparent. There were, however, structures that housed railroad workers near the corner of 5th and Grove Streets. The economic activity along Grove Street shifted with the advent of the automobile. Between 1912 and 1953, Sanborn maps indicate a growing trend on the street: a move away from small, local businesses mixed with residences to a primary focus on auto-related businesses, including used car lots, parking lots, mechanic shops, gas stations, and tire shops.

## THEME: INDUSTRY



Over the course of the past 150 years, a wide variety of businesses have operated along Grove Street, ranging from industry to retail shops. Livestock and lumber interests dominated the street's early history. Sanborn maps indicate that W. H. Ridenbaugh operated a lumber yard that occupied a city block at the intersection of Grove and 3rd Streets from 1888 to 1949, and multiple wagon shops, livery stables, and blacksmiths operated on the east end of Grove Street during this same era. Another major employer in the area, the Jellison stone cutting yard, briefly occupied Grove Street around the turn of the century before relocating to Main Street. A few ethnic businesses also occupied Grove Street, including members of the Basque community who operated several boarding houses and stores around the present-day Basque Block and at least two Chinese businesses, On Wo Ho Co and the Chong Wah Low Noodle House, which both operated on Grove Street in the 1920s.

## THEME: NEIGHBORHOOD



In addition commercial uses, Grove Street also boasted many beautiful residences, and was home to both prominent citizens as well as temporary boarders and even some professional women. In fact, the street was part of the first residential district in the downtown. The south side of the street remained primarily residential until the 1940s. Some of Boise's notable citizens owned and lived in large homes along Grove Street's south parcels, including Idaho State Chief Justice John Noggle, John Lemp, C. W. Moore and General Lafayette Cartee. More modest residences dotted the north side of the street and, at one time, "quaint little bridges spanned the ditch at the entrance to each home on the north side of the street." Boarding houses were also common on both sides of the street along the east blocks of Grove. Others, who did not abide by cultural norms, called the street home, too, including Dr. Addie Kester, a female physician who resided at 1109 Grove. Kester specialized in diseases that afflicted women and children. From the late 19th century and well into the 20th, a variety of immigrants from all over the world called Grove Street home. The mix of residents on the street indicates the extent of the economic, cultural, and ethnic mosaic that Grove Street represented in its early history.

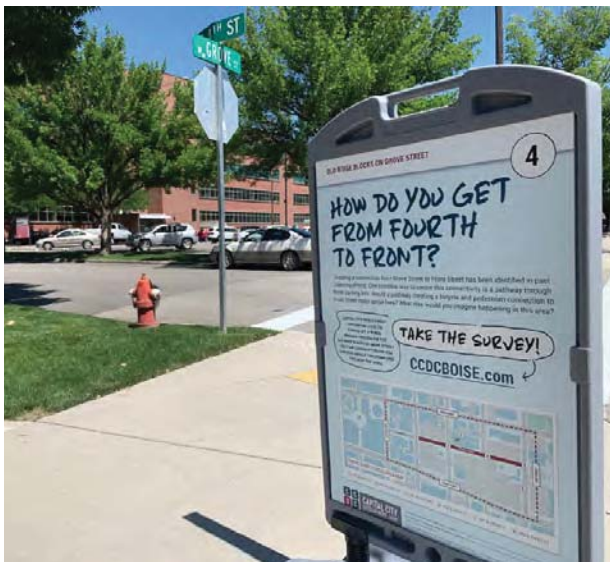
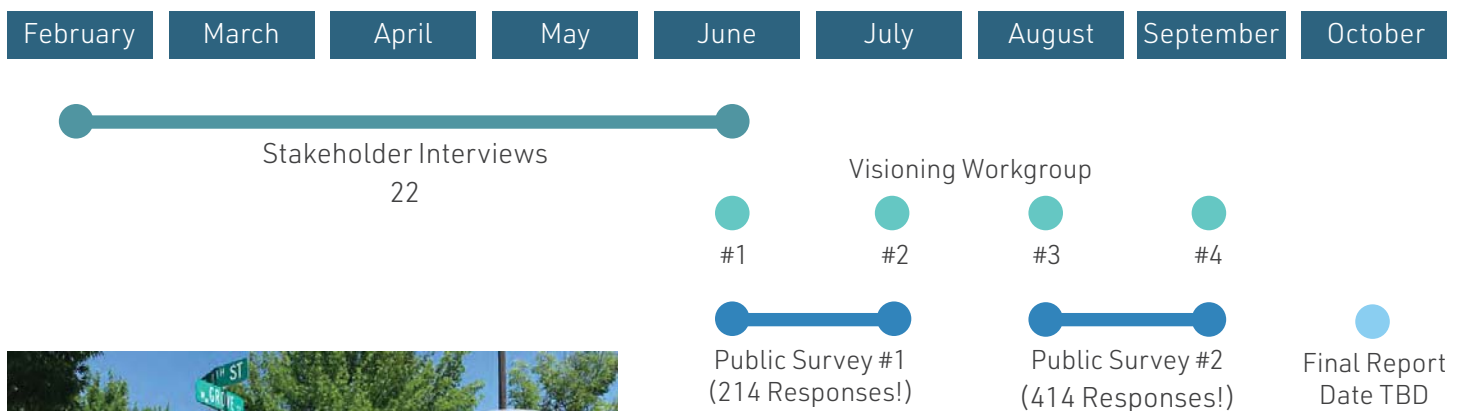
# Stakeholder Engagement

The Old Boise Blocks on Grove Street Redevelopment Strategy Visioning process featured innovative and extensive outreach that engaged area stakeholders, including local businesses, downtown residents, arts and cultural agencies and property owners. Through 22 interviews, four Visioning Workgroup meetings and two public surveys, the process reached and included input from nearly 700 respondents.

The engagement process was critical in developing a broadly-supported set of vision and design principles and providing recommendations for direct capital investments and future development. Despite limitations due to the COVID-19 pandemic, engaging and interactive tools allowed collaboration and consensus to continue, resulting in a plan that is enthusiastically supported by those involved. Notable highlights from the process included virtual “breakout room” conversations, visual preference surveys and live polling exercises.

Communications were conducted via the CCDC project webpage, social media platforms and paid social media advertising, direct emails to constituents from CCDC, the City of Boise, the Downtown Business Association, the Downtown and West Downtown Neighborhood Associations and wind signs placed at critical locations along the roadway.

## OUTREACH AND INVOLVEMENT TIMELINE 2020



Survey street sign

*“When I was a child, growing up on Grove Street, there was a real mix of cultures – Italians, Chinese, Basque – and it was nice and quiet. The street had a warm feeling, of being very safe. Like everybody on the street was a grandma to you. I would like to see it have that feeling again.”*

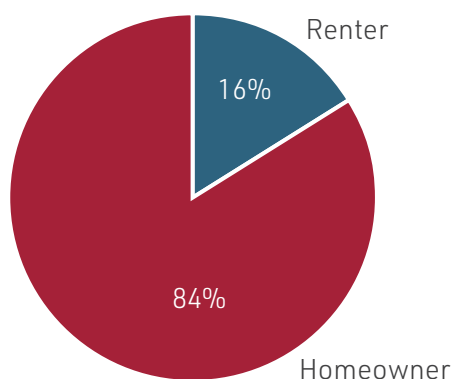
*- Basque Block Representative*

## WHO DID WE REACH?

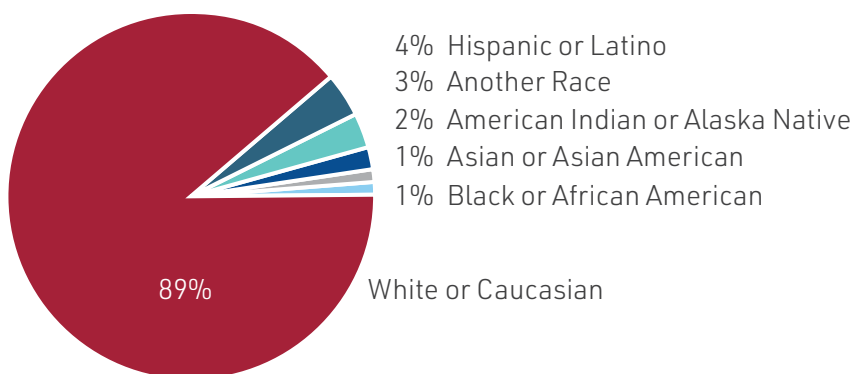
The process included feedback from 628 survey respondents over the course of two surveys. Survey demographics were collected to help build a picture of who participated in the process and will be used to inform future outreach in an effort to continue to increase diversity of participants, and promote equity and inclusion in CCDC projects.

Survey results indicate that a range of people participated, including both renters and homeowners, and that responses approximately reflected the ethnic and racial make-up of the City as a whole. However, renters and lower-income households responded at a lower rate, demonstrating that further effort should be put into connecting with these groups in future outreach processes.

**Respondent Homeownership**



**Respondent Race**



## WORKGROUP MEMBERS

The Visioning Workgroup met four times between June and September 2020 and featured broad stakeholder representation by downtown residents, arts and cultural organizations, local businesses, area property owners, local developers, and public agencies. Special thanks to the following individuals for their commitment to the success of this vision.

Alex Markle  
Amy Wray  
Annie Gavica  
Betty Heath  
Bosco (Henry) Baldwin  
Cecil Wilcomb  
Cecilia Awusie  
Christy Little  
Clay Carley  
Daren Fluke  
Dean Pape  
Deanna Dupuy  
Ed Orbea

Gary Zimmerman  
Hawk Stone  
Heather Lile  
James A Kissler  
Jan Carley  
Jeff Heath  
Jeff May  
Jennifer Mauk  
Jennifer Tomlinson  
Jimmy Hallyburton  
Joe Bruce  
Joely Rhodes  
John Roldan

Karl Adamowicz  
Karl LeClair  
Karlee May  
Kati Stallings  
Keith Reynolds  
Kevin Settles  
Martin Bilbao  
Mary Stadstad  
Miren E. Artiach  
Nancy Kois  
Nancy Merritt  
Nina Schaeffer  
Patty Miller

Richard Beck  
Shannon Cook  
Stephanie May  
Stephen Hunt  
Tim Flaherty  
Timothy R Wilcomb  
TJ Wilcomb  
Tony Eiguren  
Travis Wright  
Trevor Kesner  
Zach Piepmeyer



# Envisioning a New Old Boise Blocks

Through an in-depth public and stakeholder involvement process, our team collaboratively developed the following vision statements that capture the ideas and desires for the future of the Old Boise Blocks on Grove Street.

## The Vision

### HIGHLIGHT HISTORY AND CULTURE

The Old Boise Blocks on Grove Street have a rich cultural and historic background that should be incorporated and preserved in the form and function of the area. Complimenting the existing Basque Block should be emphasized.



### FOCUS ON A MIX OF USES

This area should develop as a mixed-use space, with housing for all income levels, office spaces, retail and restaurants as well as public spaces that can be used for a variety of activities.

### EXPLORE WAYS TO INTEGRATE WATER FEATURE/CANAL

Incorporate the canal and irrigation history into the design of Grove Street in some capacity. Safety, year-round aesthetics, liability and other issues should be addressed in the design.



### ACTIVATE THE AREA

Increase activity in the area, including more pedestrian and bicycle traffic, events and opportunities to socialize. Ultimately repurpose all surface parking to better utilize those parcels and draw people into the area.

### INVEST IN PUBLIC SPACES

Design Grove Street to function as a festival street with a nearby open and green public spaces. Street operations and infrastructure should be designed to make use of the street and public spaces easy. Keep and improve C.W. Moore Park and potentially add additional park or plaza space.

## DESIGN WITH ECOLOGICAL FOCUS

Integrate sustainable infrastructure – for example, through protecting and expanding the local tree canopy, building green infrastructure storm water systems, encouraging green building design, extending waste and recycling receptacles and services into the area and placing emphasis on alternative mobility options.



## EMPHASIZE PRIMACY OF THE PEDESTRIAN

Create a walkable and bike-friendly environment with characteristics such as wide sidewalks, and integrated bike facilities (bike lanes, bike racks, etc.). Automobiles should be accommodated in parking garages and diverted from Grove Street as much as possible through circulation planning.

## CREATE MORE CONNECTIVITY

Ensure routes and crossings from Grove Street to other destinations – such as Julia Davis Park, the Grove Plaza and other parts of downtown – are well-marked and as comfortable as possible for pedestrians and bikes. Add new pathways where needed to improve pedestrian and bike connectivity.



## BUILD AT A COMPATIBLE SCALE WITH EMPHASIS ON STREET LEVEL INTERACTIONS

The Street level façade should evoke a downtown neighborhood character that is consistent with the Basque Block and the rest of downtown while allowing for a mix of low, medium and high-rise development.

## COMPLEMENT THE BASQUE BLOCK

New development and investments should be designed to enhance and create a relatively seamless experience along the entire Old Boise Blocks area while maintaining a distinct and unique feeling on the existing Basque Block. Replicating design features from the Basque Block – such as rolled curbs, street lighting and greenery as well as street dimensions and frontage building scale – are ways to create a unified form and feeling on Grove, while changes to public art and streetscape details can help distinguish the Basque Block from other blocks.

*“These ten vision statements were positively received by the public and area stakeholders. Respondents to the second public survey indicated by a wide margin that these statements generally reflected their vision for the future of the area.”*



# Recommended Design Principles

The Old Boise Blocks Workgroup and survey respondents from the general public largely agreed on the most important design elements they would like to see integrated into the Old Boise Blocks on Grove Street. These elements are intended to create distinct form and function for the district and inform development and investment in the area. Design principles aim to ensure creation of a unique and authentic experience of “Old Boise” - recognizing its many past iterations and opening up potential for this history to live on and be reinterpreted in years to come.



*Historic noodle shop*



*Historic signage*



*Historic water wheel*



*Integrated historic signage*

**PRINCIPLE 1: DISTINGUISH THE AREA THROUGH AUTHENTIC HISTORIC AND CULTURAL REFERENCES**

- Emphasize the important legacy and continued role of immigrant communities in Boise
- Create cohesive integration with the Basque Block
- Use interpretive design elements in both public and private projects to share Grove Street's history
- Interpret and incorporate the canal, water wheels and orchards of early Boise settlement
- Encourage modern reinterpretations through art installations such as murals and street-level sculpture



*Integrated canal elements*  
*iStock.com/Nicole Silvestri*



*Art mural*



*Cultural celebration elements*



*Mixed use or mixed-height design*



*Mixed use housing types*



*Mixed use within building*

## PRINCIPLE 2: PROMOTE A MIX OF USES FOUND IN TRADITIONAL NEIGHBORHOOD DESIGN

- Incorporate multi-unit and mixed-income housing opportunities
- Attract local shops, retail and restaurant space, especially at street level
- Include office and work space
- Mix uses on parcels and within buildings, where possible
- Use undeveloped spaces for parks and plazas (not surface parking)



*Street level shops, retail and restaurants*



*C.W. Moore Park plaza space*

## PRINCIPLE 3: PROVIDE GATHERING SPACES AT SEVERAL SCALES

- Design Grove as a “festival street”
- Connect the street to off-street public gathering spaces such as C.W. Moore Park and additional new park space
- Encourage private development to create gathering spaces that interact with the street, such as small-scale “foyer” plazas or covered sidewalk cafes or market space



*Festival street elements*  
*iStock.com/georgealmanza*



*Temporary street activation*





Bicycle infrastructure/pathway  
iStock.com/Lanski

## PRINCIPLE 4: DESIGN FOR COMFORTABLE WALKING AND BIKING

- Emphasize accommodations for bikes and pedestrians in the street design and circulation
- Solve for parking through structured parking and mobility planning
- Create wayfinding and pathways that connect the neighborhood to key destinations



Tree canopy  
Credit: Treasure Valley Canopy Network

## PRINCIPLE 5: INCORPORATE ECOSYSTEM DESIGN PRINCIPLES

- Expand tree canopy and greenery elements in this area through use of "green walls" and other features
- Create blue green stormwater infrastructure and capture systems
- Use traditional canal irrigation where possible
- Incorporate green building design



Canal



Blue green pathway



Green infrastructure

# Transformation Plan

Implementing the vision for the Old Boise Blocks on Grove Street will require the collaboration of public and private partners, and both large investors who can bring catalytic projects and small investors, who are willing to start businesses, host events and share their culture and history. Collective will and coordinated investment can drive thoughtful, desirable change that results in a beloved and unique place.

## Supported Investments

The following projects and efforts represent ideas identified and widely supported by both the general public and Workgroup members. These projects were evaluated and elevated based on whether they helped implement the vision and would transform the area in accordance with stated design principles. Likely lead or type of partnership for each investment is suggested, and projects that had higher degrees of support from the public and/or the Workgroup are identified.

### Top 5 highly supported public investments from responses to Old Boise Blocks public survey:

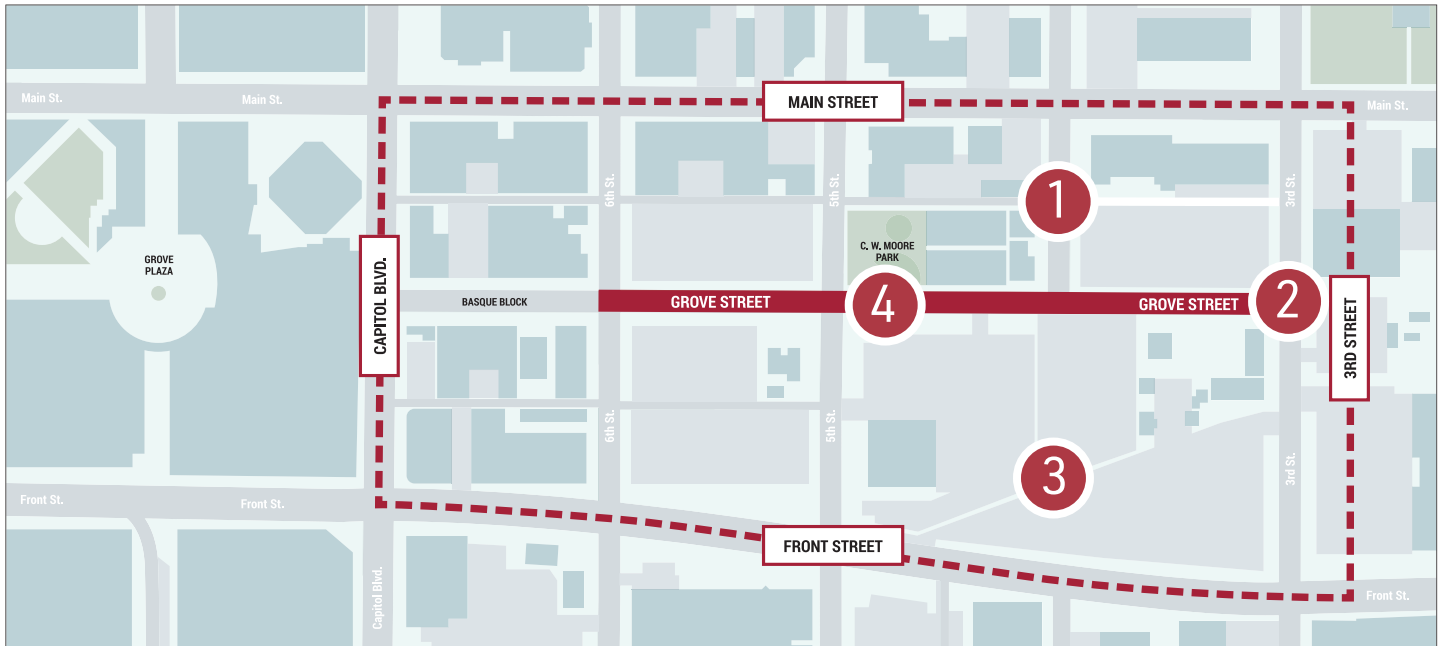
1. Plant additional shade trees and green landscaping
2. Streetscape improvements on Grove Street
3. Create a new public park, plaza or green space along Grove Street
4. Highlight or uncover the Boise City Canal or create public water feature highlighting the canal
5. Create a pedestrian and bicycle pathway connection from the East End of Grove Street to Broadway Avenue

SUPPORTED INVESTMENTS	Likely Lead or Partnership Type	Identified Public High Priority
Connectivity and Mobility Projects		
Bike and pedestrian facilities improvements on Grove Street	Public	
4 <sup>th</sup> Street extension bicycle and pedestrian pathway (connecting Grove and Front Streets)	CCDC	
Grove Street to Broadway Avenue bicycle and pedestrian pathway (ties into this area at 3 <sup>rd</sup> Street)	Public	★
Alleyway improvements along 4 <sup>th</sup> Street	CCDC	
Structured parking (to divert vehicle traffic from Grove Street)	CCDC	★
5 <sup>th</sup> and 6 <sup>th</sup> Streets two-way configuration	Public	
Street signage and wayfinding	Public	
Nearby transit	Public	

SUPPORTED INVESTMENTS	Likely Lead or Partnership Type	Identified Public High Priority
Infrastructure Improvement Projects		
Streetscape investments on Grove Street from 3 <sup>rd</sup> Street to 6 <sup>th</sup> Street <ul style="list-style-type: none"> <li>• Surface treatments</li> <li>• Seating</li> <li>• Lighting</li> <li>• Landscaping</li> <li>• Sidewalk redesign</li> <li>• Integration of public art and historic elements</li> </ul>	CCDC	★
Streetscape improvements on 3 <sup>rd</sup> Street	CCDC	
Public restrooms	Public-Private	
Stormwater infrastructure (including blue-green infrastructure elements)	Public	
Use of Boise City Canal for irrigation	Public-Private	★
Festival Street infrastructure <ul style="list-style-type: none"> <li>• Hardware for temporary overhead lighting, coverings or art</li> <li>• Bollards</li> <li>• Electrical/power connections</li> <li>• Temporary stage and pop-up event area</li> </ul>	Public	★
Recycling and trash collection	Public-Private	★
Placemaking Projects		
Interpretive installations that recognize the importance of past, present and future immigrant populations	Public	★
Give prominence to Boise City Canal as a unique element within this area of downtown through uncovering or other feature	Public-Private	★
Parcel acquisition with the intent to catalyze mixed-use development and housing – parcels of interest for redevelopment: <ul style="list-style-type: none"> <li>• Ada County “triangle lot” at the Corner of 4th and Front</li> <li>• State of Idaho Department of Labor surface lot and building on the north side of Grove between 3rd and 4th</li> <li>• Privately held parcels currently used for surface parking</li> </ul>	CCDC	★
Enhancements to C.W. Moore Park to: <ul style="list-style-type: none"> <li>• Further orient toward and interact with Grove Street</li> <li>• Retain authentic historic elements and possibly relocate other elements to their original locations in downtown</li> <li>• Allow event space extension from Grove Street into the park</li> </ul>	Public	
Installation of additional shade trees (street trees as well as on private land) and greenery such as planters, hanging baskets and green walls	Public-Private	★
New downtown urban park or plaza	Public-Private	★
Programming pop-up and temporary events	Public-Private	
District brand and identity materials	Public-Private	

# Transformational Nodes

Some of the key investments identified through this process are clustered, and these “catalytic street corners” are identified on the “Transformational Nodes” map.



- 1 Alleyway improvement and surface parking conversion
- 2 3rd Street bike and pedestrian improvements and east-west pathway connection to Broadway Avenue
- 3 Surface parking conversion, development of traditional small block pattern that links to existing street grid, creation of 4th Street pathway extension
- 4 Grove streetscape investments, improved interaction between C.W. Moore Park and Grove Street, blue-green infrastructure

## Process Recommendations

- Include a historian and artist on the design team to ensure that the rich history of the Old Boise Blocks on Grove Street is integrated into design recommendations.
- Consult with Boise’s immigrant communities to inform project designs and ensure that their histories are authentically reflected in public investments, as appropriate.
- Involve the Old Boise Blocks on Grove Street Visioning Work Group in the design phase of the Redevelopment Strategy process.
- Focus on encouraging strong public-private partnership, particularly with private landowners and developers who are willing to assist in the implementation of the vision.
- Continue to communicate with and involve the public and key stakeholders throughout the design and implementation process.
- Articulate a brand for the Old Boise Blocks on Grove that grounds the district’s identity.





# Old Boise Blocks on Grove Street

## REDEVELOPMENT STRATEGY VISION REPORT

