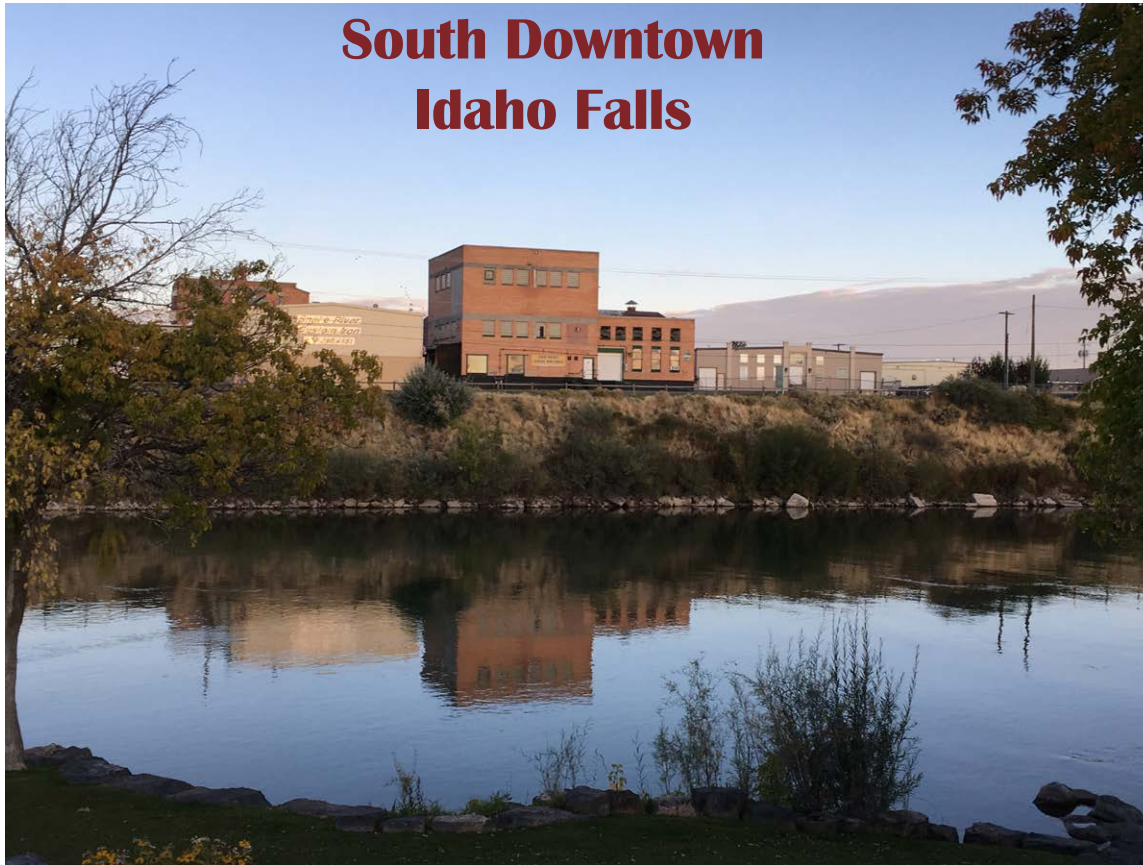


SODO Vision

Envisioning a Future for South Downtown Idaho Falls



**Prepared by Idaho Smart Growth for
Greater Idaho Falls Area REALTORS® and
Idaho Falls Community Development Services**



Key Project Partners

Greater Idaho Falls Association of REALTORS®

City of Idaho Falls

Idaho Falls Public Library

Compass Academy High School of Business

The Art Museum of Eastern Idaho

Summary and Background

For over two decades the City of Idaho Falls has invested significantly in the downtown core of the city. Improvements have included parks and greenbelt access along both sides of the Snake River, a redesigned Memorial Drive that is pedestrian-friendly and offers better connections to the greenbelt, a historic theater and other redevelopment efforts that are successfully revitalizing the downtown core. However, the revitalization has not reached downtown south of Broadway Street. In 2015, Idaho Falls Community Development Services began a two-year downtown planning effort. Through an initial focus group the city learned that the south downtown area should be included in the downtown plan. They also realized this area was unique from the rest of the downtown so it was included at a high level but the plan continued to focus north of Broadway.

The Greater Idaho Falls Association of REALTORS® (GIFAR) received a Smart Growth Grant from the National Association of REALTORS® to assist the city of Idaho Falls in developing a vision for south downtown (“SODO” for the purpose of this grant) to help catalyze investment and redevelopment in this area. GIFAR recognized the significant potential of this area and also understood the area lacked a clear vision and required a separate effort to understand the community’s perceptions and desires for SODO to realize this potential. The project purpose was to assess why revitalization has not reached this area and develop a vision to guide its redevelopment.

In April 2017, GIFAR contracted with Idaho Smart Growth to work with the city and stakeholders to develop a community vision to attract more people and development to the area and identify



Idaho Falls' warehouses in SODO offer excellent redevelopment opportunities.

improvements to the transportation network for people who walk, bike or use transit. The area is complex and the city wanted to better understand:

- ▶ Who spends time there today and what brings them there?
- ▶ How important is historic preservation?
- ▶ What are the barriers to redevelopment?
- ▶ What would attract more people to the area?
- ▶ What do existing businesses need to stay and succeed?

The area is rich in amenities today but is missing a sense of place and good connections to the rest of downtown. Identifying and developing this area’s unique place in Idaho Falls was the essence of this project.

Project Area

The project area is bounded by Broadway Street to the north, the Snake River to the west, Yellowstone Highway to the east and Pancheri Drive to the south. It is home to Idaho Falls' original townsite, the Idaho Falls Public Library, The Art Museum of Eastern Idaho, Idaho Falls Power, two parks and the greenbelt pathway, a state of Idaho office building and several large and small businesses—both well-established and newer.

History

SODO is rich with history as the first settlement site of Idaho Falls, originally founded as Eagle Rock in 1879. A ferry at Taylor's Crossing preceded the settlement. When the rail bridge was built Eagle Rock was established. Ed Winn played a key role in development of Eagle Rock. The original townsite of Eagle Rock was renamed Idaho Falls in 1892 as the town grew north.



Eagle Rock monument near library.

A rail spur goes through the area that once served a thriving manufacturing area including the original creamery for Idaho Falls. Eagle Rock Street ran parallel to this rail line where the library parking lot is today.

Aside from a memorial rock there is no indication of the once bustling main street although much of the original residential neighborhood of Winn's Addition remains today. Over time the downtown moved north of Broadway and the historic main street scene was replaced with manufacturing businesses served by the rail line, including the creamery. Eventually, manufacturing changed and much of it moved out of SODO causing this area to be somewhat left behind.



Project area: Idaho Falls South Downtown.

Developing the Vision

The project included the following activities:

- ▶ Review of Current Planning Documents
- ▶ Current Conditions Analysis
- ▶ Stakeholder Identification and Interviews
- ▶ Stakeholder Visioning Workshop
- ▶ National Association of REALTORS® Citywide Poll
- ▶ Developing Draft Vision
- ▶ Final Outreach—Listening Stations and Survey
- ▶ Final Report with Recommendations and Actions

Idaho Smart Growth established a team of community partners, including Chris Pelkola, GIFAR; Julie Angelsey, GIFAR; Brad Cramer, Idaho Falls Community Development Services director; Renée Magee and Julie Braun Williams, historic preservation; and Dana Briggs, Idaho Falls Economic Development, to provide local direction and input. These individuals helped with contacts and outreach, and developed the polling questions. They also provided valuable stakeholder perspective.



Compass Academy students at listening station.

Prior to the project launch ISG visited SODO twice—walking, biking and driving

the streets and pathways to understand what was on the ground, observe activity in the area and experience the network firsthand. ISG led the local team on a walking tour assessment of conditions on the ground and conducted interviews with some key stakeholders including the library, The Art Museum, Idaho Falls Power and a few area businesses.

Several planning studies and reports were reviewed to avoid redundancy, ensure compatibility and support implementation of previous planning efforts. (See list on p. 24.)



Stakeholder workshop group at TAM.

A stakeholder workshop was held September 27, 2017 at The Art Museum (TAM). Nearly 40 people participated in a three-hour workshop. Participants included homeowners and residents, business and property owners, the city, TAM, library and Idaho Falls Power. The participants were broken down into four groups; each group conducted a place audit using the Place Game as they walked around SODO, then returned to TAM and developed their own placemap. These tools, developed by Project for Public Spaces, provided this diverse group the basis to view and discuss the

challenges and opportunities for SODO and begin developing a vision. It was remarkable how much similarity there was among the various groups, as demonstrated by the placemapping results from the workshop described in the conditions and preferences section.



Place Game audit tool (Project for Public Spaces)

The team used these results to inform and develop questions for a professional phone survey conducted by National Association of REALTORS® of 400 Idaho Falls residents. ISG reviewed the results of these efforts with the team to develop the ideas presented to the community in February 2018.

Tami Perez, a faculty member from Compass Academy, had attended the September workshop and was interested in having her students participate in the project. Using the workshop tools, they conducted their own place audit and generated their own ideas. This incorporated youth stakeholders into the project.



Business from Market Street south of Broadway.

They further assisted the project by conducting interviews with area businesses including Ben's Quality Cycle, Ross's Hair Salon, Possibly Picasso, Cartens Bakery, Chesbros, Idaho Dive Pirates and Dave's Bike Shop. The students also helped with outreach at the listening stations located at the Idaho Falls Library and Department

of Health and Welfare, February 26 to March 2. To reach more people the listening station was at TAM during their Young at Art exhibit opening day. An open house was held at the library one evening providing the community another opportunity to comment on the proposed ideas.



Participants working on mapping exercise.

Outcomes Summary

► Who spends time there today and what brings them there?

Many people spend time in SODO for work, play, entertainment and business, along with those who live there. They come for the library, the art museum, greenbelt and parks, social services at Department of Health and Welfare and various local businesses.

► How important is historic preservation?

The outreach revealed strong community support for preserving the remaining historic structures and values of SODO.

► What are the barriers to redevelopment?

SODO has an identity problem created by poor connections to the rest of the community, poorly maintained infrastructure and the appearance of vacancy. Surrounded by busy roads the interior is somewhat invisible to passersby.

► What would attract more people to the area?

The same that attracts people to any place—activity, a sense of place, comfort and access.

► What do existing businesses need to stay and succeed?

First and foremost they want what all businesses want: more people. The interviews also revealed that many would like to see the pedestrian infrastructure improved and more attention paid to maintenance in the area. Several expressed a desire for more programming efforts such as those occurring north of Broadway, i.e. farmers market, Art Walk.

The project developed this community vision for SODO with specific implementation action steps. This report details the vision that grew out of community outreach and the actions necessary for this vision to become reality. These results can be summarized in three outcomes:

1. Strong recognition of the value and amenities the area holds for downtown redevelopment.

2. Overall agreement on a vision supporting the following outcomes:

- Recognize and preserve the historic values of this place.
- Improve the greenbelt and parks and connect both across Capital Avenue.
- Develop outdoor community gathering spaces that activate the area.
- Continue to provide downtown parking.
- Support the commercial edge along Yellowstone Highway and Panchari Drive but don't let it encroach into the residential area.

- Preserve and enhance Cliff Street as a “Main Street” with small, local businesses.
- Preserve and improve the historic neighborhood as a place to live downtown.
- Redevelop the old warehouses into a warehouse district with a mix of uses including loft apartments, retail and a plaza or other large outdoor gathering place.

3. The emergence of four districts within SODO which require individual recommendations and actions due to their unique conditions and opportunities.

This vision and action plan provide the city, property owners, residents, businesses and prospective development a clear direction for the area along with immediate steps that interested parties can take to begin activating the area and illustrate its potential for revitalizing this part of downtown.

Current Conditions and Community Preference

South Downtown (SODO) is a subarea of Idaho Falls' downtown that for various reasons, both known and unknown, has not experienced the same level of revitalization and development as surrounding areas. Despite this, the area is not vacant but actually quite active with commercial, civic and residential uses. One part of the area in particular, with old, underutilized or vacant warehouses, is in need of attention and redevelopment.

SODO holds great potential for redevelopment and placemaking for the downtown. Rich with opportunity, the area has a good balance of land use types, an abundance of amenities including the Idaho Falls Public Library, The Art Museum of Eastern Idaho, active local businesses, downtown housing, a bus route, more parking than anywhere else in downtown, two parks, the greenbelt and the only river crossing exclusive to bicycles and pedestrians. At the same time the area has several vacant or underused properties; poorly maintained infrastructure with gaps, especially for people who want to bike or walk; an abandoned rail line; and a park with a poor reputation—yet all of these present opportunities.



Three historic homes on Chamberlain.



The Art Museum from the park, where museum expansion will occur.

The following analysis of current conditions and project outreach offer answers to these questions:

- ▶ Who spends time there today and what brings them there?
- ▶ How important is historic preservation?
- ▶ What are the barriers to redevelopment?
- ▶ What would attract people to the area?
- ▶ What do existing businesses need to stay and succeed?

What was learned from other plans

In 2015 Idaho Falls Community Development Services began a two-year-long downtown planning effort. Through an initial focus group the city learned that many thought SODO or parts of it should be included in the downtown plan. While the plan did extend south to Cliff Street the focus remained north of Broadway as the city realized the area south of Broadway had unique challenges and needed more attention than the broader downtown planning effort could provide.

Rather than repeat the analysis completed for the recent downtown plan and other planning efforts the team applied relevant results to SODO. Of the existing planning documents reviewed (see list on p. 24); the following were considered most relevant to SODO, as they include information about the area and recommendations that both impact and coincide with this vision:

- ▶ Idaho Falls Downtown Plan
- ▶ Comprehensive Plan
- ▶ Connecting Our Community
- ▶ Bonneville Metropolitan Planning Organization (BMPO)
 - 2040 Long Range Transportation Plan
 - Complete Streets Strategy
 - Public Transit Human Service Plan (PTHSP)
- ▶ TRPTA Short-range Transit Plan



Idaho Falls downtown wayfinding.

While the city did not include most of SODO in the **Idaho Falls Downtown Plan**, all the analysis from the plan applies well here, such as the Market Analysis, including the following noteworthy overlaps in vision, challenges and opportunities.

- ▶ outdoor gathering places
- ▶ draw people into the interior by providing more places and activities
- ▶ need downtown housing
- ▶ more shopping and dining opportunities
- ▶ redevelop with a mix of land uses
- ▶ improve connection to the greenbelt
- ▶ another pedestrian bridge over the river
- ▶ more parking, maybe a parking garage



Retail activity in repurposed warehouse.

The city's **comprehensive plan** includes support for the vision created through this project.

- ▶ Treed residential areas with a strong sense of identity, served by neighborhood parks and schools, and shielded from but convenient to attractive, landscaped shopping areas.
- ▶ Bikeways and walkways that are transportation facilities and link residential neighborhoods, parks, employment centers, and shopping areas.
- ▶ An active, vital downtown—attract residents and tourists with historic character, community events, specialty shopping, and strong links to the Snake River Greenbelt.

Connecting Our Community's survey shows that Idaho Falls is an active community that desires more opportunities to walk and bike. Eighty percent of respondents said they walk and/or bike for fitness or exercise, 40% walk daily and 68% walk at least once a week. It shows the greenbelt is one of the top places where people want to walk and bike in Idaho Falls. However, none of the locations or destinations identified where people want to walk are in SODO. This illustrates the invisibility of SODO in spite of the presence of the greenbelt and two parks in the area.

Connecting Our Community (COC) identifies several needs inside SODO which were also identified by this project. A gap analysis conducted for the COC plan includes three related to SODO:

- ▶ Connections into downtown, especially for those who work, shop, and recreate are very important. These connections are also important for users to access the Greenbelt.
- ▶ Crossing Yellowstone Highway and the rail tracks on the west of downtown.
- ▶ Crossings for pedestrians and bicyclists across Capital Avenue.



View from Greenbelt across Capital to library.

In response to these and other network needs COC identifies some recommendations for this area. The SODO analysis and outreach found similar concerns and incorporates, but also expands upon, these recommendations for implementation of this vision.

- ▶ **Maple from Boulevard to Cliff to the rail line is identified as a bike route.**
- ▶ Bike routes on Park and Shoup from Cliff to F Street.
- ▶ Improved at-grade crossing on Capital Avenue where the rail line crosses.
- ▶ Develop the abandoned rail spur into a shared use path. (A comment received during outreach proposed the rail-trail, including the trestle bridge, be developed all the way to Grandview Drive/US 20 connecting the northwest side of town to downtown south of Broadway.)



Lack of sidewalk on Capital.

BMPO 2040 Long Range Transportation Plan (LRTP) indicates little change in this area. Capital Avenue is identified as a major collector with adequate future capacity and no plans for expansion. This means there is excess right of way on Capital that could be used to serve people walking and biking which is important as today Capital is a barrier between nearly all of SODO and some of its greatest amenities—the river, greenbelt, parks and TAM as well as Idaho Falls Power, one of its larger workforces. This disconnect has been identified in several city planning efforts. This project echoed the desire to make it easier and safer for people to cross Capital.

The LRTP also recommends reviewing all roadway projects to identify if they meet the intentions of **BMPO's 2013 Complete Streets Strategy** and adoption of a complete streets ordinance. As described in the 2040 plan, complete streets are intended to safely and conveniently provide for vehicular, public transportation, bicycle and pedestrian travel.

Below are just a couple of goals from the Complete Streets Strategy that apply to this vision.

- ▶ Address the need for bicyclists and pedestrians to cross corridors as well as travel along them.
- ▶ Consider enhancements such as landscaped medians and buffer areas, pedestrian lighting, and on-street parking in new construction and reconstruction projects.



Intersection of Hill and Capital—a challenging walk to the park.

The **Public Transit Human Service Plan (PTHSP)** calls for evaluating bus stops for walkability, accessibility and multimodal connectivity.

Targhee Regional Transportation Authority (TRPTA) serves SODO today with one of four fixed routes—the green route—which serves the Department of Health and Welfare (DHW) as well as the library and other destinations in SODO. The **TRPTA Short-range Transit Plan** shows this route has high ridership, and the stop at DHW as one of the highest on-and-off locations in the system. This tells us that DHW attracts a large number of people to the area who likely are a missed opportunity for more activity in the area. SODO is also served by another stop at Chamberlain and Short streets. This Transit Plan recommends system changes that will increase service for this area. This high ridership and potentially increased future demand as well as the PTHSP are reasons to make first and last mile improvements to the network.



The green route in SODO and the bus stop at DHW (circled) — one of the most used in the system.

A vision emerges from the workshop

Idaho Smart Growth led the community and stakeholders through a process utilizing engagement techniques developed by Project for Public Spaces, as well as others, to create a community vision for SODO. This approach generated community ownership of the vision which should provide confidence and more certainty for private and public investment and development decisions.

Many participants held perceptions of this area as very run down and vacant and were surprised to find the homes are occupied and most are in good condition. Some did not know the neighborhood or warehouses existed at all. It was at the workshop that four districts emerged with two providing significant opportunity for redevelopment, housing and placemaking while the other two provide stability and serve as attractors to bring people into SODO. This report presents the conditions and preferences in each of the four districts as they are so different. Each area is described below with its unique challenges and opportunities.

At right, project area map with the four districts highlighted.



Civic Anchor District

This area is defined by the many civic uses and buildings within it, including the parks and greenbelt, art museum, Idaho Falls Power, the library, public parking, ARTitorium, Department of Health and Welfare and businesses along Broadway and Market Street. These properties and uses make up the northern and western portions of SODO.

Over half of the property in this district is public; the largest share (over 14.5 acres) is owned by the city and the state owns another

2.5+ acres. Several established civic uses and three large parking lots bring thousands of people weekly to SODO for jobs and recreation, providing stability and an anchor to the area. Due to previous significant community investments in the library, art museum, greenbelt, Sportsman Park and Friendship Garden, this area should see little change and requires minimal redevelopment but as anchors these uses and the investment they represent can and should provide the stimulus for activating and redeveloping other parts of SODO.

Plans are already underway that should catalyze interest in the area. The expansion of the Art Museum will create a place where one can sit and enjoy the spectacular view of the river from the SODO side. The Canvas on the River Project will improve the view from the west side of the river across to SODO and create a statement that there is something more interesting across the river than what is presented by the very industrial appearance of the power plant and dam.



Looking south on Capital from Hill.

Challenges

- ▶ Poorly connected to rest of SODO due to the barrier created by S. Capital Avenue.
- ▶ Park near TAM is perceived as an unsafe place by youth and others.
- ▶ Sidewalk gap on S. Capital Avenue south of Short Street on east side.
- ▶ Little room for development on west side of S. Capital Avenue.
- ▶ S. Capital Avenue is uncomfortable and unsafe for people to cross or walk along.



The Art Museum.

Opportunities/Amenities

- ▶ Parking.
- ▶ Jobs.
- ▶ Attractors that bring people to SODO.
- ▶ Existing programs and activities.
- ▶ The greenbelt is a significant amenity but needs improvements and better connection into the area.



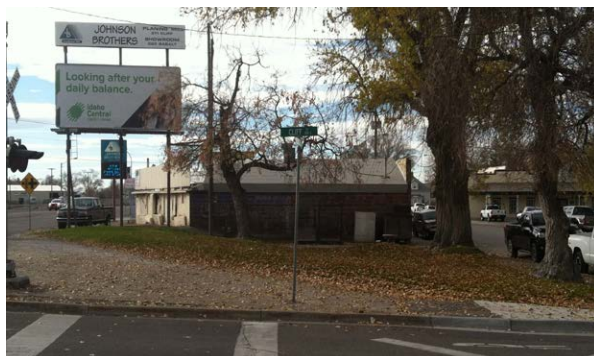
Rail spur in front of library.

Commercial Edge District

This district frames SODO along its eastern and southern boundaries and is defined by commercial uses compatible for the corridors they are located along—Yellowstone Avenue and Pancheri Drive. Both are high-volume arterials that serve the transportation network as major connectors for the entire city and region in the case of Yellowstone Avenue which is also the business route for I-15/US 20. Generally this land use reaches into SODO about a block—from Yellowstone Avenue to Oneida Street on the eastern edge and Pancheri Drive to W. 15th Street on the southern edge. While this district has quite a different character from the Civic Anchor they are similar in that both bring economic stability to SODO with recent redevelopment and active businesses and do not need significant development or change. This area does however presents some unique challenges.

Challenges

- ▶ Poorly connected to interior, especially the south side.
- ▶ Uses not always compatible with historic neighborhood.
- ▶ Accommodating growth for existing businesses.



Intersection of Cliff and Yellowstone.

Opportunities/Amenities

- ▶ Attractors that bring people to SODO.
- ▶ Jobs.



Johnson Brothers.

Historic Residential District

The historic homes cover approximately six blocks in the middle of SODO and sit directly across Capital Avenue from the park, greenbelt and river. Most are single-family homes with some duplexes and multifamily. The housing is a mix of owner-occupied and rentals and currently provides some workforce and low-income housing in downtown.

The northeast portion of this area—Cliff Street to Lava Street and Chamberlain to Oneida—is mostly commercial with a number of small businesses that are a mix of restaurants, retail and services, including a hair styling school. Several of these businesses are well established and have been in this location for decades. There is little vacancy. Most are located along Cliff Street between Oneida and Capital avenues with sidewalks on both sides, creating a nice two-block walkable space just waiting to be activated.



Historic home.

There is only one large property in this district where the well-established Johnson Brothers is located on Basalt and has grown to Chamberlain. This is the one place where the commercial edge reaches into the historic district.

This district has a well-connected street grid with sidewalks, however this infrastructure is in serious need of maintenance and improvements such as lighting. Several of the homes and yards need attention, but workshop participants recognized that some simple TLC is really all that is necessary. The workshop identified the historic value of this existing neighborhood and its value in providing housing in downtown.

Challenges

- ▶ Protection of historic structures, land uses and values.
- ▶ Gentrification of existing housing.
- ▶ Lack of lighting.
- ▶ Infrastructure in poor condition.
- ▶ Properties with minimal upkeep.
- ▶ Residents and visitors are disconnected from green-belt and parks.
- ▶ Hidden and disconnected from the activity in the Civic Anchor and Commercial Edge.



Historic stone house.

Opportunities/Amenities

- ▶ A rich history which could become a historic district.
- ▶ Cliff Street has what it takes to become an active street and vibrant place.
- ▶ Good walkable internal connectivity, close destinations, potential access to parks, river and greenbelt,
- ▶ Downtown housing; the single family homes offer true housing diversity for downtown. Many downtowns have lost the opportunity to include single family in their downtown housing mix.
- ▶ Established art gallery that participates in downtown art walks and similar events.
- ▶ Well-established businesses.

Warehouse District

The warehouse district lies south of Short Street and north of 15th Street, between Oneida and Capital, and comprises the southern half of SODO's interior. This district has a high rate of vacant or underutilized properties and infrastructure is minimal with Chamberlain becoming a dirt road as it enters this area south of Short with no sidewalks or other improvements. The area has a significant elevation change at Trask dropping down towards the river to the west and Pancheri to the south. There are several old warehouses, some of which are in very poor condition while others have recently seen some restoration.

Despite these conditions, participants were excited by the potential of these old warehouses, perhaps in part due to the slow revitalization that has already begun. This includes a popular microbrewery with indoor seating and nice outdoor gathering space, a scuba diving shop on Capital, a loft in one of the old warehouses, the old creamery with the Emporium and a few other buildings that have been renovated for housing, retail and office.

While it is clear this area will require significant investment and redevelopment for it to be revitalized, many thought it held the greatest potential. Every group at the workshop envisioned Chamberlain becoming an outdoor plaza or a people-centered street with a vibrant street scene where events could occur. Participants wanted to see the warehouses preserved and redeveloped into loft-style,



Old creamery warehouse.

mixed-use residential with housing above and retail at the ground level. The students at Compass Academy also were very excited about these ideas.

Challenges

- ▶ Cost of redevelopment.
- ▶ Connectivity.
- ▶ Lack of infrastructure.
- ▶ Vacancies, underutilized properties and some in poor condition.



Available warehouse buildings.

Opportunities/Amenities

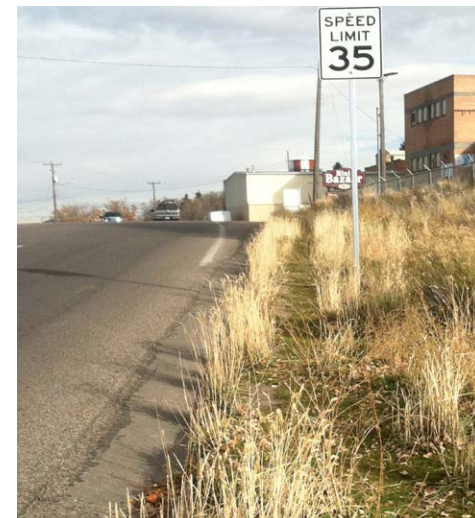
- ▶ Redevelopment that has occurred is compatible with vision.
- ▶ Space for large public plaza or gathering place on Chamberlain.
- ▶ Warehouses provide district identity if repurposed and redeveloped.
- ▶ Land and potentially a structure large enough for the desired city recreation center.
- ▶ Compact downtown housing in response to the need for rentals for workforce, millennials and others.
- ▶ Elevation rise at Trask could provide a place to build housing with river views compatible with warehouse district loft housing.

Connections

In addition to the four districts, throughout the outreach we heard from many about the challenges of access to and getting around SODO. Poor connectivity was identified as a specific fifth unique area of concern but also an opportunity. SODO is poorly connected to the river with its many amenities and is surrounded on all sides by wide roads with higher traffic volumes that disconnect it from the rest of downtown, parks, TAM and neighborhoods just east of downtown. While the successful greenbelt runs through this area it is poorly connected and poorly designed through much of the area.

Improving connections and infrastructure, especially for walking and biking, will be critical for revitalization to this area. The recently improved Memorial Drive between downtown and the river illustrates the potential for bringing more people using similar improvements to provide access from the greenbelt across Capital into SODO.

An abandoned rail line runs east to west through the area, connecting from the Yellowstone Highway through SODO, across the river to the greenbelt and Taylor's Crossing on the west side of the river. The railroad has indicated they might be interested in no longer owning this railroad right-of-way which has been identified as a potential trail connection by the city of Idaho Falls if funding could be identified to build it.



Capital Avenue with no sidewalk.

Challenges

- ▶ Street lighting.
- ▶ Greenbelt disconnect through Idaho Falls Power.
- ▶ Sidewalk maintenance and improvements.
- ▶ Crossing Broadway, Capital and Pancheri.
- ▶ Sidewalk gaps, especially on Capital.
- ▶ Lack of bike parking.
- ▶ Inadequate first and last mile infrastructure to serve bus riders.



Greenbelt confusion.

Opportunities/Amenities

- ▶ Rightsizing Capital to connect SODO to amenities on west side.
- ▶ Cliff Street could become a bike route connecting Maple Street bike route identified in Connecting Our Community to the east across Yellowstone to the greenbelt.
- ▶ Develop the abandoned rail line as a greenbelt spur and create a second river crossing for people walking and biking.

What was learned from the NAR survey

In November 2017 a professional statistically accurate phone poll was conducted for the project by the National Association of REALTORS®. They surveyed 400 Idaho Falls residents; in addition to demographic and quality of life questions, they asked respondents 14 questions about south downtown. Nearly 100% said they consider quality of life in Idaho Falls to be good to excellent. Here is what was learned about south downtown:

- ▶ When asked how often they go to SODO, nearly half said they never do but of those who do, about 70% visit a few times a month to every week.
- ▶ When asked what they like most about SODO, over 40% said shopping/business and the riverfront/greenbelt.
- ▶ When asked what they least liked, 15% responded it was rundown, unattractive, old and dirty. All answers were spread fairly evenly; 13% want more parking and don't like the one-way streets, 12% want more development and shops and 10% think the older buildings need to be renovated.
- ▶ Of those who do go to SODO, the top three reasons were to use the greenbelt, the library or go out to bars, breweries or restaurants.
- ▶ When asked about reasons not to go to SODO, the top three were not enough variety of restaurants and bars, not enough places to shop and not enough entertainment options. The fourth highest reason was, "I don't know what is there."
- ▶ When asked whether they favor or oppose preserving the historic buildings in the area, a strong majority favor preservation as part of redevelopment.
- ▶ When asked if they had to choose whether the city should focus on revitalizing SODO over other areas of downtown, a majority responded the city should focus on SODO.

The results of this poll confirmed much of what was learned at the workshop and through stakeholder interviews as well as survey and outreach efforts done for previous plans. The focus on SODO over other areas of downtown was unexpected and likely reflects the success of the investments and efforts already made north of Broadway. In response to a list of possible strategies for implementing change in SODO there was strong support for the following:

- ▶ A central plaza for gatherings, entertainment or a farmers market;
- ▶ Improving pedestrian and bicycle access from the greenbelt by creating safer crossings across Capital Avenue;
- ▶ Preservation and redevelopment of historic buildings and highlighting Eagle Rock as Idaho Falls' original townsite.
- ▶ Building more walkways and pedestrian areas to make it easier to get around by foot.

A majority supported these strategies although not as strongly:

- ▶ A mural or other art project on the Idaho Falls Power plant wall;
- ▶ Narrowing lanes on Capital similar to changes made to Memorial Drive in order to improve greenbelt access;
- ▶ Zoning to allow more housing/apartments.

The local team raised a concern that some respondents' answers may have not been solely about south downtown but rather all of downtown, in particular the comment about one-way streets, as SODO has only one of these. While the consultant agreed with this concern they felt it did not impact the results in any meaningful way. The full poll is included in the appendix of this report.

Summary

The mapping and place audit revealed desired conditions and preferences. The survey was used to test what was heard at the workshop and then all these ideas were taken to the public during the weeklong listening stations and an open house presentation at the library in February.

A very large number of people come to SODO regularly yet rarely stay for more than one purpose—they come to the library, art museum, Department of Health and Welfare or one of the businesses—and then leave. Nearly every place in SODO that is successful today sits on the edge of SODO and few know what is “inside.” This project has illuminated why people do not stay and venture into the area. Here is what was learned:

- ▶ It is invisible to both those visiting and to passersby.
- ▶ It is poorly connected to the greenbelt, the active places in SODO and the rest of downtown.
- ▶ Some places have reputations that discourage visitation.
- ▶ Few residents know the history of Eagle Rock or the area in general.

This area is close and compact with a good mix of land uses today. The city should build upon and enhance these strengths as important assets. Revitalizing this part of downtown by retaining its full mix of land uses and connecting them is the recipe for success. Successful redevelopment will honor the historic values in the area and reconnect the neighborhood to the river, greenbelt and downtown and improve existing infrastructure, making it one of the most walkable neighborhoods in the city.

What is missing from SODO today is a sense of place. Identifying and developing this area's unique place in Idaho Falls is the essence of the following recommendations.

Recommendations and Actions

The recommendations and actions steps presented here are guides for achieving the vision developed by the community through the outreach. Full implementation of the vision for SODO will require private investments but these recommendations provide steps the city and other stakeholders can take to help this part of downtown become recognized as a place with activity and destinations. Other recommendations inform prospective developers what is desired here. Both should attract private investment.



The essential elements for successful places (PPS).

Development is drawn to places that are dynamic and active with people. “Placemaking” requires people and people require activity, social connections, comfort and access. We learned there are plenty of people coming to SODO daily but they come or pass through, largely by car, for a single purpose like work, the library, art museum or a walk across the pedestrian bridge to Sportsman Park, and then leave. The goal of this vision and these recommendations is to create a place that will attract people for longer periods of time and spur redevelopment, which in turn will attract more people.

This area will take time to redevelop and realize this vision. However, there is no reason to wait for redevelopment to begin activating the area and illustrate the many opportunities it has to offer through events and other programs that will bring visitors

to the area to discover and enjoy what is there. Local businesses, residents and interested organizations, i.e. historic preservation, arts, biking and walking groups, etc. can begin pop-up placemaking efforts now. The city should consider holding events and programs in the park and coordinate efforts with the art museum. Large employers could hold events for their employees. These temporary placemaking activities are called tactical urbanism in this report.

Some of the recommendations and actions apply to all of SODO while others are specific to one of the four districts. Recommendations are for policies or other regulatory tools necessary to implement the vision, infrastructure changes, art installations and other development. The actions are suggestions for tactical urbanism that can be done quickly with low cost as temporary ways to explore or catalyze revitalization and redevelopment. The potential for tactical urbanism is endless and ideas are transferable from one district to another.

Recommendations for SODO

- **Include all of SODO in the downtown plan.** This should be simple because this vision for SODO aligns well with the downtown plan. Including all of SODO in the plan would ensure consistency with the rest of downtown. The Idaho Falls Downtown Design Guidelines and other policies would apply to this area and help build the relationship between downtown north and south of Broadway. Developing downtown with Broadway as the center rather than the edge would help revitalize Broadway.
- **Include SODO in the downtown wayfinding system.** This would help connect visitors north of Broadway to the parking in SODO and help residents and visitors recognize this as part of downtown.

- **Develop historic interpretive signage.** Expand the existing interpretive signage about Friendship Garden in Sportsman Park to tell the story of Eagle Rock.

- **Recognize the four districts** by adopting a unique form-based code for each. Review and finalize district boundaries.

- **Consider creating a unique identity for each of the four districts.**

- **Create an urban renewal district** to help finance implementation of the vision for this area.
- **Develop a parklet policy for SODO** (or downtown or city-wide) to readily allow parklets on streets where activity is desired to make room for outdoor cafes and other uses. In SODO these would serve businesses along Market and Cliff streets and other locations where sidewalks are too narrow or nonexistent.



Wayfinding and commercial signage north of Broadway.



Parklet example.

- **Redevelop the area with more retail** and eateries in mind, creating areas where these are grouped with walkable infrastructure.

- **Adopt a bike parking policy** using best practice to encourage people on bikes into the area (for all of downtown if none exists.)

- Identify a location to **build a parking structure**. We recommend working with the state to use their large surface lot along Yellowstone to serve existing and future demand. This would address the need for downtown parking while reducing acreage committed to parking and provide opportunity for redevelopment of surface parking lots into other land uses.



Possible parking structure location

- **Improve connectivity, safety and comfort for people walking and biking and first and last mile for transit riders.**
- **Officially recognize Cliff, Market and Chamberlain streets as festival streets** and develop policies for temporary street closures. (This could be for all of downtown or the city.)



Temporary street closure example.

Tactical Urbanism Actions for SODO

- ▶ **Create a SODO tactical urbanism team** of residents, business owners and civic groups interested in revitalizing SODO. Identify interested stakeholders in the area who would be willing to lead lighter, quicker, cheaper projects.
- ▶ **Expand downtown programs to include SODO**, such as the art walk, activities at the art museum, the library, etc. to draw people into SODO.
- ▶ Establish one or more **food truck courts** in a small portion of surface parking lots or streets. Have a roving food truck court to introduce people to different parts of SODO.



Local food truck.

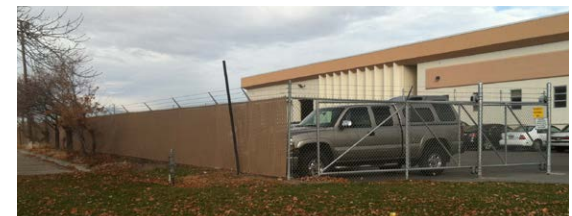
Civic Anchor District

Recommendations

- ▶ **Convert rail spur into a greenbelt extension** to create good access for people on the greenbelt to the library and businesses in SODO (recommended in COC). This would also improve access to the greenbelt for residents of SODO.
- ▶ **Create a second greenbelt river crossing** using the abandoned rail line bridge.
- ▶ **Improve greenbelt from Sportsman Park to Capital Park South. Convert the sidewalk in front of Idaho Falls Power** to a shared use path with signage and striping and widen it to 12 feet, then work with the art museum to bring it close to their building around the parking lot to pull it off of Capital earlier and connect it into the park.
- ▶ **Work with Idaho Falls Power to move the fencing and gate** on the south side of the building along Capital sidewalk further back on their property to create a more open, aesthetic and friendly feeling between the building and the art museum along Capital.



Rail spur west to bridge across river.



Idaho Falls Power fencing at sidewalk.

► **Right-size Capital like Memorial Drive.**

The design may be completely different from Memorial Drive but Capital is unnecessarily wide today and is the primary reason the rest of SODO is cut off from

the parks, greenbelt and river. Narrow the crossing distance for pedestrians with islands, bulbouts, etc. to make SODO more inviting to greenbelt users and slow traffic on Capital. Use the excess right-of-way to construct detached, tree-lined sidewalks and buffered bike lanes on both sides of the street with clear and efficient crossings.

► **Improve pedestrian and bicycle access across Capital.** This does not have to wait for the redesign. While further improvements should be made with the redesign for

people walking and biking, several crossings should be added today. There currently is only one formal crosswalk, at Cliff and Capital. This location does not serve the network well and is not used by many today. We recommend keeping this crosswalk but adding one where the greenbelt comes out to Capital (essentially the rail spur) and connects to the library and one



Capital Avenue reimagined for comfortable walking. (Kaleus Harmon, Compass Academy)



Capital looking north from Pancheri.

at both Short and Capital and Lava and Capital to provide more crossings for residents to access the park and for greenbelt users to come into SODO.

- **Widen the greenbelt** to a similar width as on the west side of the river to better accommodate fast and slow users.
- **Assist the art museum with building their cafe** that looks out over the river as part of their expansion.
- **Support the Canvas Project** to paint a mural on the blank concrete wall of the power plant. While one can only see this from across the river it would draw attention to SODO and serve as an invitation to come over and see what is across the river. Work with Idaho Falls Power and the art museum to put an interpretive sign about the art project along the sidewalk/greenbelt near the power plant.
- **Create river viewing places.** This side of the river bank sits high above the river and provides wonderful views but there are few places today where one can see the river and enjoy the view.

Tactical Urbanism Actions

- **Bring life to the park south of the art museum** with events, programming, a food truck court, etc.
- **Use the pleasant tree-lined parking lot off of Market Street for pop-up placemaking.** This could serve nicely as a place to hold outdoor events and festivals.
- **Create a historic walk along the greenbelt** using interpretive signage that tells the story of Taylor's Crossing and Eagle Rock.
- **Test Capital design options** with temporary infrastructure, i.e. bulbouts, islands/medians.

Commercial Edge District

Recommendations

- **Develop form-based codes that create a compatible transition**, through design and use, from this district to the interior historic and warehouse districts.



Looking into Historic Residential from Commercial Edge.



Looking south into Commercial Edge.

Historic Residential District

Recommendations

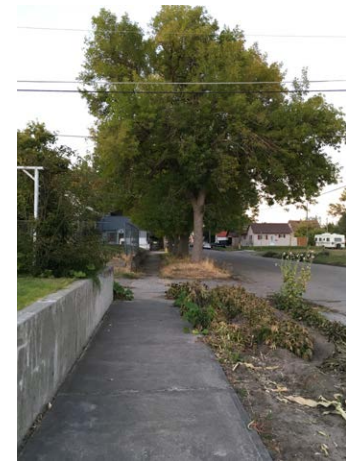
- **Protect and improve historic residential core.** The existing homes and duplexes provide some of the much needed downtown housing today. By keeping



Historic home on Lava Street.

these structures while adding multifamily units in the warehouse district and elsewhere in downtown, Idaho Falls will enjoy a rich housing diversity. If these single-family homes are lost this diversity will be lost with them.

- **Improve and maintain sidewalks and install pedestrian street lighting.** The sidewalks are in poor condition today. Improving them should be a high priority and will significantly improve the look of SODO with minimal investment.
- **Plant street trees in the landscaping strip** where absent today. This will help improve the look of the area as well as enhance walking by making it more comfortable and interesting.
- Work with Cliff Street businesses to **develop Cliff as a neighborhood activity center** to bring more people and economic activity to the street. **Widen sidewalks** to allow outdoor seating for eateries. **Designate Cliff as a festival street** that can be closed easily for events.
- **Incorporate district and downtown's historic signage** to tell Eagle Rock story and include in downtown's wayfinding.
- **Make Cliff Street a bike route.** Cliff is a low-stress street in terms of speeds and



Sidewalk maintenance needs.



Cliff Street reimagined as an active place. (Teagan Kimbro, Compass Academy)

volumes and would provide a more comfortable alternative to Broadway. This low-stress bike route should extend from the greenbelt across Yellowstone and the railroad tracks to Maple Street through to South Boulevard creating a .6-mile low-stress bike route connecting to the greenbelt.

Tactical Urbanism Actions

- ▶ **Tell Eagle Rock's story.** Historic preservation advocates should establish regular historic walks and/or create a self-guided walking tour and then work the Chamber of Commerce and others to promote it.
- ▶ **Develop Cliff as a neighborhood activity center.** Hold outdoor events on Cliff with regular street closures. Tie these into existing programming or develop new ideas. Use events to help create a sense of place where people can come and find good places to eat and shop anytime.



Gallery Walk is an existing program brought into the district by Willowtree Gallery.

Warehouse District

Recommendations

- ▶ Create a **dynamic mixed-use warehouse district** through rehabilitation and repurposing of the warehouses.
 - Seek investors interested in rehabilitating and repurposing warehouses into mixed use with retail and commercial on the ground level and loft-style multifamily housing above.
 - Create code and other regulatory tools that facilitate and support such efforts.
 - Create an urban renewal district to help finance implementation of the vision for this district. Due to the challenges of redeveloping some of the old warehouses, if the city does not develop an urban renewal district for all of SODO it may determine that the warehouse district alone requires urban renewal support for redevelopment.
 - Deploy historic tax credits to support development that preserves historic structures.
- ▶ Consider locating the **new recreation center** in this area, perhaps by repurposing one of the warehouses.
- ▶ Redevelop **Chamberlain between Trask and Short** as a plaza or open street, whose primary use is for pedestrians.
- ▶ Work with property and business owners to develop these ideas in a way that is compatible with their current uses or help them relocate if preferred.



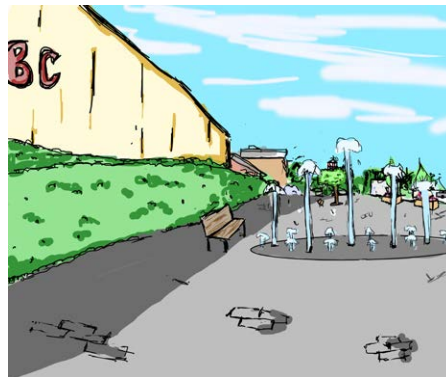
Business in the warehouse district.

Tactical Urbanism Actions

- Support and encourage local businesses and other organizations to hold **public events on Chamberlain**. This area is large and will accommodate large events. Consider creating a large annual event to highlight the potential for a plaza or similar design here.
- Include the history of this area in the **story of Eagle Rock**. Share the history of the old creamery and other warehouses in the area.



Chamberlain south of Short, above, and reimagined as a plaza, below. (Teagan Kimbro, Compass Academy)



910 Main St., Ste. 314

Boise, ID 83702

208.333.8066

www.idahosmartgrowth.org

September 2018; produced by Idaho Smart Growth with support from the National Association of REALTORS® Smart Growth grant, in collaboration with the Greater Idaho Falls Association of REALTORS® and the Idaho Falls Community Development Services Department. Special thanks to Chris Pelkola, GIFAR; Julie Angelsey, GIFAR; Brad Cramer and others at the City of Idaho Falls; Renée Magee and Julie Braun Williams, historic preservation; Dana Briggs, Idaho Falls Economic Development; Alexa Stanger and Miyai Abe Griggs, The Art Museum of Eastern Idaho; Tamara Perez and others at Compass Academy; and the people of Idaho Falls.

Idaho Smart Growth is an independent statewide 501c3 nonprofit organization whose mission is to bring people together to create great places to live. Smart growth is an approach to community development that makes sense economically, environmentally and socially.

Glossary Terms

- ▶ **Festival Street:** A street designed to be easily closed or partially closed to motor vehicles for the purpose of holding events or programming other activities. Such streets typically are narrow, with sidewalks and local businesses alongside. However these really can be anywhere a community would like to be able to close the street to vehicles somewhat regularly.
 - ▶ **Interpretive Signage:** Signs that explain information about an area's history or culture to visitors and residents. Examples include the signs along the greenbelt about the island.
 - ▶ **Lighter, Quicker, Cheaper:** Actions that require few resources to be implemented for the purpose of testing an idea for change to an area. For instance, putting in temporary bulbouts to test the impacts to drivers and see if they increase pedestrian use and safety.
 - ▶ **Parklets:** Temporary or permanent use of car parking space/s for other uses, i.e. an outdoor cafe, a small greenspace or outdoor gathering place.
 - ▶ **Placemaking:** Any activity or development that brings more people to an area more frequently and for longer periods of time. Placemaking can be temporary or permanent. Project for Public Spaces has been a leader on placemaking for over 40 years.
 - ▶ **Pop-up:** Pop-ups are temporary changes to a space that enhance the use of an area for the purpose of bringing more people there by providing a place to socialize and interact, and where a variety of activities can occur, i.e. pop-up parklet, food truck courts, mobile libraries and temporary street closures for events.
 - ▶ **Tactical Urbanism:** Temporary actions done to illustrate or test a desired change that may require regulatory changes to become more permanent, i.e. temporary bike lanes or sidewalks.
 - ▶ **Wayfinding:** A system of signage to inform visitors and residents about what is in an area and guides them to the places they want to go. A full system guides people from outside the area to parking and destinations. Wayfinding does not include advertisements or commercial ventures.
-

Plans reviewed

- ▶ Bonneville Metropolitan Planning Organization (BMPO)
 - 2040 Long Range Transportation Plan
 - Complete Streets Strategy
 - Public Transit Human Service Plan (PTHSP)
- ▶ Canvas on the River Project
- ▶ Comprehensive Plan
- ▶ Connecting Our Community
- ▶ Idaho Falls Downtown Plan and Development Focus Group Report
- ▶ Land Use Zoning and Parcel by Property Owner maps
- ▶ The Art Museum Feasibility Study
- ▶ TRPTA Short-range Transit Plan

November 14-19, 2017

400 Respondents

198 Split A Respondents, 202 Split B Respondents

219 Wireless Respondents, 19 VOIP, 161 Landline

Margin of error: ± 4.9 percentage points

National Association of REALTORS® Idaho Falls Smart Growth Frequencies

Q.2 Sex of respondent (INTERVIEWER CODE--DO NOT ASK RESPONDENT)

	Total
Male	48
Female	53

Q.3 How would you describe the quality of life in Idaho Falls - excellent, good, just fair, or poor?

	Total
Excellent	42
Good	50
Just fair	7
Poor	1
(Don't know/refused)	1
Excellent/Good	91
Just fair/Poor	8
Excellent/Good - Just fair/Poor	84

Q.4 And do you think the quality of life in Idaho Falls has gotten better, worse, or has it stayed about the same over the last few years?

	Total
Better	32
Worse	10
Stayed the same	55
(Both)	1
(Don't know/refused)	3
Better - Worse	22

Q.5 Do you, yourself, live in this south downtown area of Idaho Falls?

	Total
Yes	9
No	90
(Don't know/refused)	1
Yes - No	-80

(359 respondents)

Q.6 [IF NO IN Q.5] How often do you go to the south downtown area for work, business, shopping, or recreation? Would you say you go to south downtown every week, a few times a month, less than once a month, a few times a year, or do you never go to south downtown?

	Total
Every week	28
A few times a month	32
Less than once a month	13
A few times a year	17
Never	10
(Don't know/refused)	1
Total Visit	90
Total Visit - Never	80

(355 respondents)

Q.7 (ROTATE WITH Q.8)

(IF NOT NEVER IN Q.6) What do you like most about the south downtown area of Idaho Falls?

(OPEN END - RECORD VERBATIM RESPONSE - ALLOW MULTIPLE RESPONSES)

(IF DON'T KNOW, PROMPT) Well is there any one thing that comes to mind?

	Total
The shopping/businesses	23
The river front/River Walk/the Greenbelt	20
The restaurants	14
It is convenient/close	10
The older buildings/historic area	10
The landscaping/scenery/beautiful	8
The library	8
It looks great now/ they did a good job redoing the area	6
The art museum	3
(Other)	11
(None)	9
(Don't know/refused)	7

(355 respondents)

Q.8 (ROTATE WITH Q.7)

(IF NOT NEVER IN DOWNTOWN) What do you like least about the south downtown area of Idaho Falls?

(OPEN END - RECORD VERBATIM RESPONSE - ALLOW MULTIPLE RESPONSES)

(IF DON'T KNOW, PROMPT) Well is there any one thing that comes to mind

	Total
Unattractive/rundown/old/dirty	15
Lack of parking	13
Traffic/one-way streets	13
Needs more development/more shops	12
Older buildings and homes in need of renovation	10
Streets and sidewalks in need of renovation	4
Crime/feel unsafe there	3
(Other)	9
(None)	19
(Don't know/refused)	12

(366 Respondents)

Q.9 (IF NOT NEVER IN Q.6) Now I am going to read to you a list of reasons why people go to south downtown. For each one, please tell me if this is a reason why you go to south downtown, or if you never go to south downtown for this reason.

(READ REASON)

(PROMPT) Is that a reason why you go to south downtown or not?

(IF REASON) And do you go to south downtown [READ ITEM] every week, a couple of times a month, at least once a month, or just a few times a year?

(RANDOMIZE)

	Yes, every week	Yes, couple times a month	Yes, at least once a month	Yes, just a few times a year	No, not a reason	(Dk/Ref)	Total Yes	Total Yes - No
A. To go to work or a work meeting	7	3	5	5	79	1	21	-58
B. To shop for clothes, furniture, or novelty items	3	7	13	26	50	1	49	-1
C. To go out to bars, breweries, or restaurants	6	21	19	25	29	-	71	43
D. To visit the museums or theater	1	9	12	44	34	1	66	32
E. To go to Capital Park, Friendship Garden, or Sportsman's Park	4	10	12	30	44	1	56	12
F. To visit the Idaho Falls public library	10	12	17	34	27	1	72	46
G. To get services at the department of health and welfare	0	1	5	13	81	0	19	-62
H. To visit friends or family	6	6	6	7	75	0	25	-50
I. To use the Greenbelt	15	16	15	32	20	2	78	57

Q.10 (RESUME ALL) Now I am going to read to you a list of reasons why people do not visit the south downtown area more often. For each, please tell me if this is a (ROTATE FIRST TO LAST; LAST TO FIRST) very big reason why you don't go to the south downtown more often, a fairly big reason, somewhat of a reason, not really a reason, or not a reason at all?

(READ REASON)

(PROMPT) Is that (ROTATE FIRST TO LAST; LAST TO FIRST) a very big reason why you don't go to south downtown more often, a fairly big reason, somewhat of a reason, not really a reason, or not a reason at all?

(RANDOMIZE)

	A very big reason	Fairly big reason	Smwt of a reason	Not really a reason	Not a reason at all	(Dk/ Ref)	Total Reason	Total Not a reason	Total Reason - Total Not a reason
A. It's too hard to walk around.	5	5	10	20	59	1	19	79	-60
B. There's not enough variety of restaurants and bars.	7	6	19	21	47	1	31	67	-36
C. There aren't enough places to shop.	12	11	24	18	33	1	47	52	-5
D. There aren't enough entertainment options.	12	9	22	18	38	2	42	56	-14
E. It takes too long to get to south downtown.	4	2	7	22	64	1	13	86	-72
F. It's too hard to get from the Greenbelt into the rest of south downtown.	5	3	9	25	58	0	17	83	-66
G. Broadway disconnects it from the rest of downtown.	2	4	11	24	55	3	18	79	-61
H. I don't know what is there.	6	3	19	19	52	1	28	71	-43

Q.11 Some local officials have been working on ways to make south downtown a better destination for shopping, eating, and entertainment and to highlight the unique history of Eagle Rock. Have you seen, heard, or read anything about these efforts?

(IF YES) How much would you say you have seen, heard, or read about the south downtown redevelopment project:
(ROTATE, KEEP SOME IN THE MIDDLE) A lot, some, or just a little?

	Total
Yes, a lot	7
Yes, some	19
Yes, just a little	16
No, haven't heard anything	56
(Don't know/refused)	1
Total Heard	42
Total Heard - Haven't heard	-14

Q.12 As part of this redevelopment project, would you (ROTATE) favor or oppose preserving the historic buildings in the south downtown neighborhood?

(FOLLOW UP) And is that strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE?

	Total
Strongly favor	46
Somewhat favor	35
Somewhat oppose	7
Strongly oppose	2
(Don't know/refused)	10
Total Favor	81
Total Oppose	9
Total Favor - Total Oppose	72

Q.13 The area south of Broadway is the site of Eagle Rock, the first settlement in the City of Idaho Falls. Knowing this, would you be (ROTATE) more or less willing to preserve the historic buildings, or does that make no difference to you?

(FOLLOW UP) And is that much MORE/LESS likely or somewhat MORE/LESS likely?

	Total
Much more likely	31
Somewhat more likely	19
Somewhat less likely	0
Much less likely	1
No difference	46
(Don't know/refused)	3
Total more likely	50
Total less likely	1
Total more likely - Total less likely	49

Q.14 As you may have heard, the city is working on a plan to revitalize south downtown. I am going to read you some proposals for changes to south downtown. After I read each one, please tell me if you (ROTATE) favor or oppose that proposal. (READ STATEMENT)

(PROMPT) Do you (ROTATE) favor or oppose that proposal?

(FOLLOW UP) And is that strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE?

(RANDOMIZE)

	Strng Fav	Smwt Fav	Smwt Opp	Strng Opp	(Dk/Ref)	Total Fav	Total Opp	Fav - Opp
A. Changing zoning rules to allow more housing and apartments in south downtown.	17	35	20	19	8	52	39	13
B. Painting a mural or other art project on the Idaho Falls Power turbine wall facing the Greenbelt.	27	30	17	14	11	57	31	26
C. Creating a central plaza for gatherings, entertainment, or a farmers' market.	58	30	4	4	4	87	9	79
D. Building more walkways and pedestrian areas to make it easier to get around south downtown on foot.	44	37	10	6	3	81	16	65
E. (SPLIT A) Improving pedestrian and bicycle access from the Greenbelt to south downtown by creating safer connections across Capital Avenue.	57	27	9	3	4	84	12	72
F. (SPLIT B) Reducing the number of lanes on Capital Avenue, similar to the changes made to Memorial Drive, in order to create safer and more comfortable pedestrian and bicycle connections from south downtown to the Greenbelt.	26	30	15	23	7	55	38	18
G. Redeveloping historic buildings and highlighting Eagle Rock and Idaho Fall's unique history.	49	35	8	3	6	84	10	74

(373 respondents)

Q.15 Are there any other specific changes to south downtown that I haven't mentioned that you would like to see happen or that would make you more likely to come to this area?

(OPEN END - RECORD VERBATIM RESPONSE - ALLOW MULTIPLE RESPONSES)

	Total
More stores/businesses/restaurants	9
More parking	8
Renovate properties/tear down some properties	7
Recreation for family/family-centered events	4
More entertainment options	3
Repair roads/bridges	3
Traffic solutions	3
Better lighting	1
(Other)	5
(None)	61
(Don't know/refused)	3

Q.16 If you had to choose, do you think the city should focus on revitalizing this south downtown area of Idaho Falls, or do you think that there are other areas of downtown Idaho Falls that are a higher priority?

	Total
Focus on south downtown	60
Other areas higher priority	19
(Both)	3
(Neither)	3
(Don't know/refused)	15
South downtown - Other areas	41

Q.17 Finally, I would like to ask you a few questions for statistical purposes.

How long have you lived in Idaho Falls?

	Total
Less than 5 years	12
5 to 10 years	12
11 to 20 years	18
More than 20 years	56
(Don't know/refused)	3
Less than 10 years	24
More than 10 years	73

Q.18 In what year were you born? (DON'T KNOW = 0000)

	Total
18-29	13
30-39	18
40-49	16
50-64	25
65+	26
(Don't know/refused)	3

Q.19 What is the last year of schooling that you have completed? (DO NOT READ LIST)

	Total
1 - 11th grade	2
High school graduate	20
Non-college post H.S.	1
Some college	29
College graduate	30
Post-graduate school	16
(Don't know/refused)	2
H.S. or less	22
Post H.S.	31
College Graduate	46
Not College	52

Q.20 Are you currently married, unmarried but living with a partner, single and never married, separated, widowed, or divorced?

	Total
Married	59
Unmarried, living with partner	4
Single	11
Separated	1
Widowed	9
Divorced	12
(Other)	-
(Refused)	5
Total Unmarried	36

Q.21 Do you have any children 18 years of age or younger currently living more than half-time in your household?

	Total
Yes	34
No	62
(Refused)	4

Q.22 What is your annual household income? Just stop me when I get to the right amount. (READ OPTIONS TOP TO BOTTOM)

	Total
Less than \$25,000	11
\$25,000 to \$50,000	26
\$50,001 to \$75,000	19
\$75,001 to \$100,000	16
\$100,001 to \$125,000	5
More than \$125,000	11
(Refused)	14
Under \$50K	36
\$50K - \$100K	35
Over \$100K	15

Party Registration

	Total
Democrat	7
Unaffiliated/Other	28
Republican	41
Not Registered	24

Region by Zip Code

	Total
83401	38
83402	28
83404/06	34

Line Type

	Total
Landline	40
VOIP	5
Wireless	55

Split A/B

	Total
A	49
B	51

Survey Methodology

American Strategies designed and administered this telephone survey conducted by professional interviewers. The survey reached 400 adults, age 18 or older. The survey was conducted from November 14-19, 2017. The sample was randomly selected from TargetSmart's enhanced voter file. Fifty-five percent of respondents were reached on wireless phones, five percent on VOIP phones, and forty percent on landlines. Quotas were assigned to reflect the demographic distribution of adults in Idaho Falls who are 18 and older. The data were weighted by age, region, and party registration to ensure an accurate reflection of the population. The overall margin of error is +/- 4.9%. The margin of error for subgroups is larger and varies. (Percentage totals may not add up precisely due to rounding.)