

Design Assessment for Idaho Falls, Idaho

April 13, 2006

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Design Assessment for Idaho Falls

Downtown Idaho Falls has long served as the shopping district for the region but the economic prosperity of this district has dropped off significantly since the 1970's with the development of Country Club Mall. More recently new retail venues have been built up along East 17th Street and now there is increasing competition from Taylor's Crossing, an Urban Renewal Area funded through a tax increment finance district and located just downriver from the central business district.

Idaho Falls Downtown Development Corporation (IFDDC) requested assistance from Urban Development Services to assess the needs of downtown for a downtown development strategy and streetscape improvements to make downtown a more vibrant place for businesses, shopping, entertainment and social gatherings. Urban Development Services interviewed the IFDDC board in early October 2005 and then returned with the full design team in early December 2005 to conduct a five day design charrette.

The design team was led by Scott Day, Principal of Urban Development Services in San Antonio, TX . Also on the team were Larry Clark, Vice President of Bender, Wells, Clark Design in San Antonio, TX and Kent Schuette of Urban Market Collaborative in Lafayette, IN. The team specifically examined how the water front could be more of an asset for Idaho Falls and how to improve the sense of entrance, both as you cross the Snake River Bridge on Broadway and also as you enter the Yellowstone Highway Corridor from the railroad underpass to Broadway and Yellowstone. Attached in the appendix are the drawings done by the team that serve as the basis for the team's recommendations.

The team would like extend a special thank you to Idaho Falls Downtown Development Corporation's Executive Director, Shirley Chastain; Steve Carr, President of IFDDC; Jan Blickenstaff and Renee Magee of the City of Idaho Falls; and the IFDDC board of directors for their guidance, time and resources in helping to make this study possible.

Conceptual Drawings

Attached in the appendix of this report are a series of conceptual drawings done for the downtown Idaho Falls technical assistance visit. The drawings convey some of the critical issues and ideas that need to be considered while planning a new waterfront and streetscape for downtown Idaho Falls. These drawings are merely conceptual, and with a study area of more than 20 city blocks it is to be expected that a more detailed engineering study will need to be done before each section of the plan is implemented. Readers are encouraged to refer to the appendix while reading the report. Some of the notes on the drawings may be difficult to read because the original drawings have been reduced for this report. The IFDDC has an original set for viewing.

Observations Summary

Water Front

The water front is a unique asset that allows downtown to have a one-of-a kind sense of place. Idaho Falls has been working on improving the Snake River water front for quite some time and the community has responded well to the changes. The Idaho Falls Downtown Rotary Club has helped spearhead this effort by underwriting various projects along the greenbelt and the Trapper Sculpture on Memorial Drive. As a result of these efforts the water front is an active, year-round spot for community events and a place for community residents and visitors to walk and jog the water-front trails. The current set of improvements has allowed the community to access this unique scenic beauty. This study was undertaken to see how to build on this success so that the water front becomes even more central to the community's daily needs for recreational and social opportunities and to spur economic investment.



The central element that the team was tasked with was: given a wider water front area via relocating the parking lot, how could this space be used to build on existing success without eroding the location's unique quality.

Entryways

The current entryways don't provide a favorable sense of arrival for potential customers. As potential customers enter the downtown they're met with a design palette that doesn't create a sense of place and instead encourages them to speed on by, not giving them an incentive to stop. Such an incentive could be the area's scenic beauty or a strong and attractive architectural identity. The current streetscape improvements along Broadway and Yellowstone are a patchwork of various improvements made over time resulting in a very disjointed appearance. Much of the hardware is worn out and the vegetation is in need of replanting. Collectively these design issues and images present a challenge to downtown. However, recently a project was undertaken by the City of Idaho Falls to plant trees along the Yellowstone parking lots to screen the backs of buildings and provide more shade on downtown parking lots. This has dramatically improved this section of Yellowstone.

Figure 1 The Greenbelt Trail System is Heavily Used Year Round.

Other Observations

- The community has become rather preoccupied with constructing new parking lots while existing on-street parking is not managed and signed properly. This results in several off-street parking lots not being used to their capacity. Ultimately this leads to a perception of a lack of parking, whether or not this is accurate.

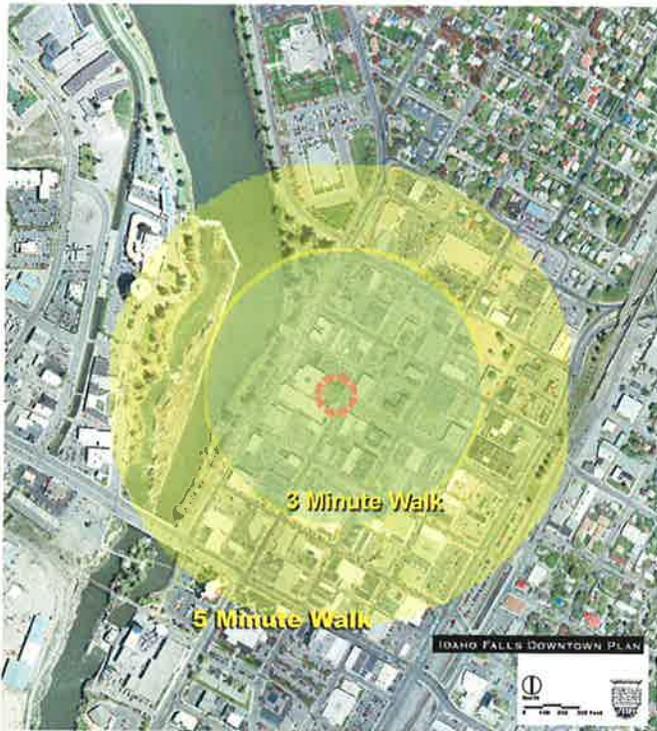
Memorial Drive is extremely wide. This width provides both opportunity and challenges for creating a pedestrian friendly environment that attracts shoppers and strollers.

- The core downtown shopping streets are narrower than other streets which gives the downtown an attractive pedestrian scale.
- Constitution Avenue is a major entry point to downtown and acts as the front door for City Hall and County Government. This makes the street an important asset, and improvements to it can help establish a better sense of arrival for downtown Idaho Falls. The broad width of this street allows for a wide array of possibilities.
- The appearance of Yellowstone and Broadway, Broadway and the River, and Broadway and Memorial are critical to establishing a positive and lasting impression of downtown Idaho Falls. Currently these intersections are without definition and the crosswalk lights favor auto movement and discourage pedestrian movement between the core downtown district and outlying cultural resources and businesses.
- The street wall along Broadway and Yellowstone is becoming less defined due to the removal of several buildings, and more buildings are threatened.

Riverfront Improvements

Two different scenarios were presented to the board for Memorial Drive. Scenario 1 retained a travel lane in each direction with parallel parking along the curb. The cross-section of the street would be about 42 feet. This would reduce the street to less than 2/5 of its original size and make it much more human scale. (See Appendix A, Page 35) Scenario 2 basically keeps a service lane in place between B Street and D Street and eliminates any travel along this area except for emergency vehicles and county police vehicles delivering incarcerated individuals. The width of this service lane would be about 15 feet and would be signed “no entrance except for authorized vehicles”. Temporary bollards could be installed to block off the street when larger public gatherings would need this space. (See Appendix A, Page 35) The board asked UDS to advance Scenario 2 so that the community could take maximum advantage of the water front. The discussion below covers the design elements for the latter scenario.

Shifting of Memorial Drive’s Parking Resources



The redesign of the water front starts with a discussion of parking. The current number of parking spaces on Memorial is 230 and most of this could be accommodated in other areas by improving the efficiency of existing parking lots and on-street parking. Much of this shift happens by taking most of the parking off of Memorial and placing it further into the commercial area, primarily onto Constitution Way (See Appendix B, Page 36). Figure 2, page 4 shows that most of downtown’s parking resources are still the same distance or less from the Bonneville Courthouse as the parking on Memorial Drive. In Scenario 2, Memorial would still have parking at the northeast end by D Street (See Appendix C, Page 37.) and would have some parking on the southwest end (See Appendix C Page 37), but the center of Memorial by the courthouse would be void of parking to

allow for greater use of the water front. (Appendix D, Page 38)

The redesign of Constitution Way results in a net gain of 65 new parking spaces and all are primarily the same distance or closer than the current parking on Memorial (See Appendix B, Page 36). This shift of parking should also help jumpstart more revitalization because more people would be parking here and walking to the courthouse.

Additional spaces were gained by redesign of the parking lots on the northeast and northwest side of the courthouse (See Figure 3.) This represents a gain of about 10 spaces. Redesign of Legion Drive is really a zero-sum game because if all the parallel parking on northeast side of the street is removed and placed on the southwest side of the street in the form of head-in diagonal spaces, what you gain on one side is equal to what you have lost on the other side.

Figure 2, Three and Five Minute Walking Distances From Courthouse

With all of these proposals, Scenario 2 is still short by about 40 spaces. This number is for all of Memorial Drive that would be impacted. This may seem rather dramatic at first but typically on any given day there are more than that many spaces open around the courthouse and primarily on the southwest end of Memorial Drive. We suggest that the community try and live with this reduced amount first before new lots are constructed.

If the County completes its plans to relocate Motor Vehicle Services out of the Courthouse and move it over to the District 7 Building on E Street and Yellowstone, the parking demand at the Courthouse should be significantly reduced.

Additional surface parking can be found in the area of the courthouse if necessary but would require acquisition and development costs. Two areas where the community should look to gain parking for the courthouse are:

- The Public Defender’s building is relatively inexpensive as most of this site is currently parking; and



Figure 3, Blue Area Indicates Ideal Area for Interim Surface Parking Lot

- Building a parking structure at the corner of B Street and Capital on the existing lots that are there now. This site is ideal because it becomes a shared resource for courthouse-related functions and it serves as a space for peak demands such as cultural arts performances. This is discussed in detail on page 20.



Ideal Location for Future Parking Structure

Figure 4,

Modeling Improvements

Idaho Falls should first finish the traffic flow model changes before the closing of Memorial occurs. Constructing these improvements will cost somewhere in the neighborhood of \$2,500,000. With an investment this size you want to make sure you're doing something that doesn't have to be undone. One easy way to model these changes is to erect construction barricades for a month to redirect traffic around Memorial Drive. Phone numbers should be posted to collect comments from the public. This is analogous to the "listening posts" that the planning department has employed before to gain public input. This trial phase should include polling downtown businesses to gain their input about the positive or negative impacts this would have on their sales. Parking improvements on Constitution Way should be completed first so that a gross shortage of parking doesn't occur.

Plan Elements

New Water Front Amenities

The expanded open space of the water front affords the community to develop some new public amenities. The proposed design shows a new 500-700 seat amphitheater, a long sought after footbridge over the Snake River, an increase in picnic tables along the water's edge and a combination skate board park and ice skating rink. The existing trail would be retained but realigned in sections. The proposed design allows for the trail to be moved closer to the water's edge in some areas so that people can have better interaction with the water. Each of these amenities is discussed below.

Footbridge Design

(Starting on the east bank and moving to the west bank) The span that leaves from the east bank is designed to be as low as possible to the water without it becoming an obstruction to spring runoff and ice flows. This allows people on the bridge to be as close to the water as possible.

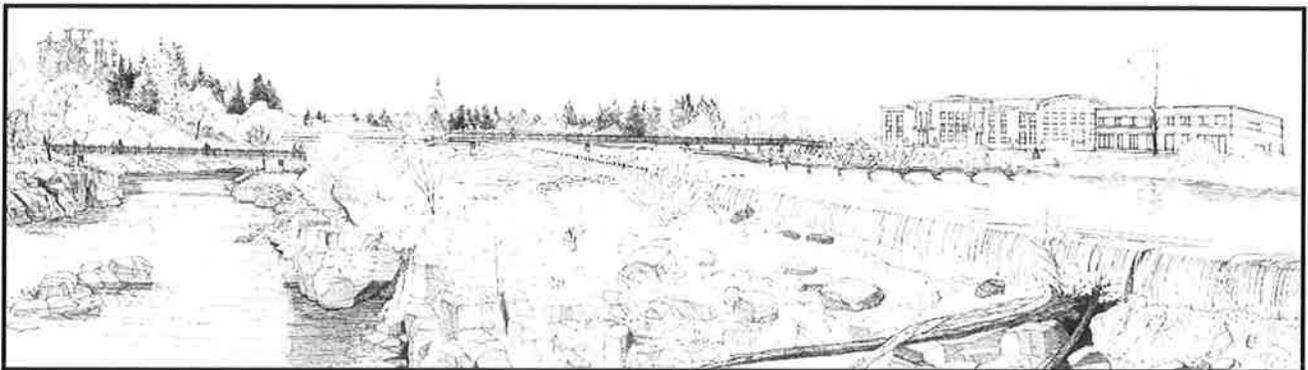


Figure 5 Foot Bridge Across Snake River

The height of the foot bridge is likely to be dictated by the need to have the edge-of-bank trail on the east side pass underneath the bridge, so it is likely that bottom of the bridge would be no closer to the water than about eight feet (See Appendix A, Page 35). This span transitions into a section by the dam that allows people on the bridge to go below the upper flat plane of water and go down towards the falls to experience the falling of the water first hand. As viewers descend

to the north they should be able to see a great view of the temple reflected in the water. This downward section of the bridge is close enough to allow viewers to feel the vibration yet far enough away that the view of the falls is preserved. This section then jogs to the south and upwards to take people back up to west bank. Night time lighting on the bridge will be with low level lighting directed to the walking path.

Estimated costs for the bridge are estimated at about \$1,000,000. This would include bridge approaches some prefabricated elements, piers as well as custom design work, lighting, site work and engineering.

Value of Building a Footbridge over the Snake River

It's estimated that there are over 900 hotel rooms within a one minute or less walk of the greenbelt across the river from downtown yet very few of these people can access the downtown via the greenbelt due to distance that they would have to travel. Part of our work was to look at the viability of placing a foot bridge across the river to provide an additional link between both sides. At first blush, this seems to be a very expensive proposition and that it might be more fiscally prudent to use the money instead to lure a hotel to build on the east side of the river. The following reasons justify constructing the bridge.

- It appears as though visitors only get to the overlook on the northwest side of the river and never venture into downtown. According to the calculation in (Appendix E, Page 39) every day there's \$27,300 being spent at a bare minimum on various sundries by visitors staying adjacent to the river. If downtown can get just 1% of these additional purchases, this will mean an increase of \$273 per day or about \$100,000 per year.
- Joggers and runners are left with only one choice of routes that is rather long and if they want to do a loop around the river it puts them into some rather isolated spots. The bridge will establish a shorter route for the more casual jogger making this an easy loop and if more ambitious runners want a greater distance then they can do it several times.
- The bridge will establish a route that is about ½ mile loop, a distance that most Americans are willing to walk, if it's scenic and adventurous.

Amphitheater

The amphitheater is projected to be a multiuse space that could be used for a variety of performances and public assembly needs (See figure 6). The site is ideal for this because of its gently sloping topography and its proximity to the proposed pedestrian bridge over the Snake

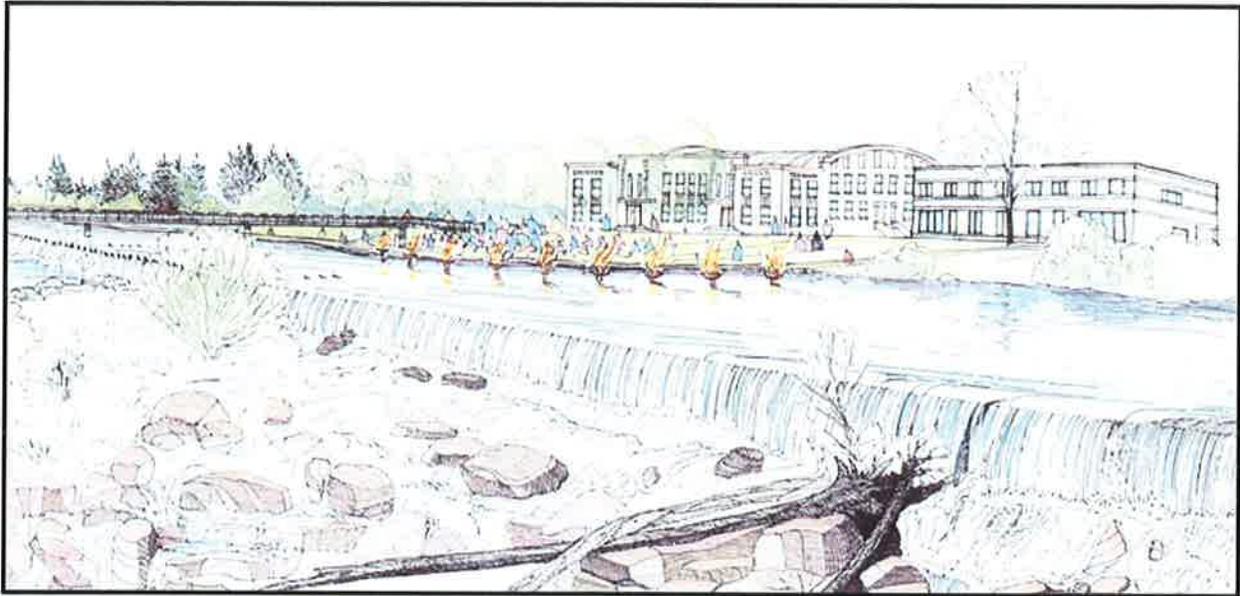


Figure 6 Amphitheater with Fire Baskets

River. If the amphitheater is properly marketed it should bring thousands of visitors to the downtown on an annual basis. The concept shown in the drawings shows a space that is capable of seating about 500 people (Appendix D, Page 38).

Immediately adjacent to the amphitheater is a series of fire baskets. These are large 6 foot diameter baskets that could have larger logs placed in them and set on fire for special occasions such as a first Friday of the month series of concerts. The baskets would be lined with a screen that would stop chunks of wood from falling through but allow ash to slowly drop and they would also have a screen on top to stop water fowl from nesting in them. The baskets would be placed far enough from shore so that there would be little risk to people, water fowl, or structures.

Estimated cost for the construction of the amphitheater is about \$500,000 including concrete seating/steps with grass in between, stage, lighting, site work and utilities.



Skate Park

Community members during our interviews expressed the desire for a skateboard park. Idaho Falls already has one at Tautphaus Park but it is wearing out and a community of this size could easily support another. The design proposes that this be a combination ice skating rink during winter months and a skateboard park during warmer months so that there's constant activity on the water front. The skateboard elements can be

designed to unbolt from their mounts to ready the space for winter skating. A key thing to look for in selecting skateboard park equipment is that it should be made of fiberglass or metal and not plywood, which presents too many splinters for skaters.

An alternate design for this location is a fountain/ice rink with a separate skate park with the latter being moved to the northern end of Memorial Drive. This plan element could be designed to be used during summer months as fountain and in the winter it could be used as an ice rink.

Estimated cost for the skate park construction and equipment is about \$100,000 including site work, utilities, lighting, plumbing and engineering.

Entrance Sign at Broadway

A natural gateway to downtown occurs on the western side of the Broadway Bridge. Right now this intersection is designed solely for the auto and it is difficult at best for pedestrians to cross.



Figure 8 Entrance Sign, Broadway and the north bank of the Snake River

shows several improvements to Broadway to make it more visually appealing and more accessible to the pedestrian. The most significant improvement is the arched entry sign over Broadway. This is a prefabricated unit with neon lettering. This type of sign is quite common, more so in the western U.S. Brigham City, just south of Idaho Falls, has a well-known entrance signs such as this.

The illustration also shows bollards being added along the bridge walkway along with new overhead lights that coordinate stylistically with the bollards. The bollards are an off-the-shelf item and would be rather easy to install. Adding light to the bollards will give road edge a warmer glow in the evening but this will require some additional work because the electricity

will have to be brought in from below the bridge deck. Also the style of the bridge railing has been changed to create a tall, long arch. This too is a prefabricated unit that would bolt on to the bridge. Both of these elements help to define the width of the bridge and provide a greater sense of enclosure which ultimately acts as a traffic calming measure.

The redesign of Memorial might also allow the number of lanes on the bridge to be reduced from seven to five. Currently, going eastbound there is a dedicated lane for traffic turning onto Capital headed south, and we have never observed this lane to back up to the bridge or even get close to it. With Memorial being redesigned it is anticipated that traffic coming from Memorial would only be local, instead of the cut-through traffic that now occurs. Right now the outside lane on the northern side of the bridge is dedicated for traffic coming from Memorial. This merge could happen at the intersection instead of being allowed to occur along the entire length of the bridge. If these lanes are transformed into walkways then we have the opportunity to narrow the intersection at each end of the bridge, making it easier for pedestrians to cross. This would allow a much wider sidewalk on each side of the bridge. Redesign of the intersection to be more pedestrian friendly could then occur.



Figure 9 Broadway and Memorial Improvements.

Shows improvements to the south side of this intersection by capturing redundant lane width. It's possible that the northern side could have the same done to it depending upon the final design of Memorial Drive.

Estimated cost for the sign is about \$120,000 including site work, utilities, lighting, plumbing and engineering. Estimated costs for the enhanced bridge rails, streetlight and bollards with lights is about \$150,000

Downtown Improvements

Redesign of Constitution Way

Constitution Way is the primary entrance to government for Bonneville County and the City of Idaho Falls. This wide, arterial street was originally designed with the courthouse at one end and the train station at the other end. In between were hotels that early travelers could stay at after they disembarked the train. The train station is unfortunately no longer there but much of the other architectural fabric remains.

In addition to city and county offices, Constitution now has other government agencies and offices along it. Parking is now in the form of diagonal parking along the outer edges. The suggested design places a single line of head in parking in the center of the street and parallel curb parking instead of diagonal. The advantage of placing parking in the center of the street is that it can be accessed from either direction. This makes it easier and safer for people to pull through the space after they've parked, as opposed to backing blindly into traffic. This design generates 65 additional spaces on Constitution. Consider a parking management scenario for Constitution that allows all day parking in the center of the street and place parking limits on cars parked along the curb (See Appendix B, Page 36).

Each end-of-the-block parking bay is defined by a raised planting bed with trees. This affords safety to the pedestrians crossing the street because they could cross one half of the street at a time as opposed to having to cross all lanes at once. The outer edge of the intersection would be defined with curb bump-outs as well. Collectively the center parking bay planters and the curb bump-outs dramatically shorten the unprotected distance that pedestrians have to cross. Crosswalks and the center of intersections would be defined by changes in pavement and different color materials.

While it's possible to install a landscaped median down the center of Constitution and increase the amount of green, we feel that the parking option will provide the maximum amount of spaces for the area, make it easier for pedestrians to cross Constitution, and will allow the community to have larger, uninterrupted spaces for larger public events such as festivals and fairs on weekends.

Estimated costs for doing this are about \$350,000, including new pavement in intersections, cross walks, lighting, landscaped raised planters at the end of each parking bay.

Yellowstone Improvements

Street trees help to bring down the scale of the space to more human scale, provide shade, and help to act as a traffic calming measure. Motorists will slow down as they encounter an area where trees line the right-of-way because this makes the space appear more restricted when in reality the street width is the same.



Figure 10 Existing Conditions, Yellowstone



Figure 11 Proposed Median and Landscaping, Yellowstone Highway

This is particularly important along Yellowstone where the street has a wide cross-section, has

public parking lots flanking each side of the street and has suburban style commercial development set back from the street. Installation of trees along the edge of Yellowstone's parking lots will help to re-establish the street wall, creating a greater sense of enclosure along Yellowstone.

Estimated cost to do this is about \$45,000 including trees, mulch, some cutting of pavement and ground cover.

Reestablish Medians Along Yellowstone

Downtown Idaho Falls has the opportunity to restore the medians in the middle of Yellowstone Highway between Constitution and Avenue A where the medians have been paved over. The medians occur because downtown's one way street configuration does not require turning bays for A Street. Idaho Falls is encouraged to reestablish this valuable focal point for downtown. The addition of trees here is completely different than the rest of Yellowstone:

- A planted and landscaped median helps to signify that you've reached a place that is unique and establishes a more favorable first impression of downtown.
- Medians makes it easier for slower moving pedestrians to cross the street by providing a safe resting spot if they can't cross all at once.
- Trees act as a traffic calming device by lining and arching over the street right-of-way and causing the motorist to slow.
- The trees also give the pedestrians a psychological perception of protection from motorist by creating a kind of barrier from moving vehicles.
- The median will help break up the street from being a rather ominous space to one that is much more human-scaled

Estimated costs for this are about \$50,000 including plant material for understory plantings, trees, mulch and watering. Figure does not include costs for new curbing around median.

Improving the Intersection of Yellowstone and Broadway

The intersection of Broadway and Yellowstone Highway is an important node for Downtown Idaho Falls. Over 28,000 cars pass through this intersection each day. The appearance of this intersection is critical to establishing a positive and lasting impression of downtown. The vertical elements announce a sense of arrival and are the most important elements to improve as you approach this intersection.



Figure 12 Existing Conditions, Broadway and Yellowstone

These elements are primarily trees and landscaping along with improvements to signs and building facades. The intersection upgrades should also include better delineation of the pedestrian crosswalks through a contrasting pavement material and adding count-down style crosswalk lights.



Figure 13 Broadway and Yellowstone Proposed

Estimated costs for the intersection improvements are about \$50,000 including pavement, crosswalk lights, mechanicals and engineering. Since this intersection was recently repaved it's suggested that the crosswalks be saw cut and replaced with pavers in a contrasting color. The center intersection can be left as is since it's in good shape.

Broadway and Yellowstone Crosswalk Lights

Crossing this intersection is not as difficult as other intersections along Broadway and Yellowstone. The street is five lanes and about 60 feet wide at this point. The cross walk lights range from about 20 to 23 seconds with about a minute wait time between signals. Pedestrians have to push the crosswalk button in order to receive a cross walk signal.

The crosswalk light should be a count-down type light that shows pedestrians how long they have to cross the street. The amount of time that the pedestrian has to cross the street should be extended to reduce the amount of feet per second that they have to travel. Right now pedestrians have to travel at about 3 feet per second to make to the other side of the intersection in the allotted time, which is not too bad but could be improved. This light was checked on a weekend, so double check with Idaho Transportation Department (ITD) to make sure that this doesn't vary throughout the week. It would be ideal if the light were timed to allow the pedestrians to walk at about 2-3 feet per second meaning that the crosswalk light should allow about 30 seconds. Also check with IDT to see if pedestrians can automatically get a crosswalk signal without having to punch the button. Often pedestrians don't see the crosswalk button or punch the wrong one. All

of these suggestions would make it easier for families with children to cross back and forth between downtown and the Museum of Idaho.



Figure #14 countdown type light for cross walks

Broadway Improvements

Curb Parking along Broadway

The team recommends that the traffic lane along the south curb line be converted back to parallel parking. Historically both sides of Broadway had parking on it but over time this was removed to allow more traffic flow through the downtown. It appears as though this tactic has created more capacity than necessary. Putting parking back on the street will do several things to enhance the business climate along this part of Broadway, including:

- Slow other motorists because the street will be slightly narrower but will not have a reduction in capacity. The ideal speed for moving the maximum amount of traffic through a street is 30 miles per hour which means it should be signed for 25 miles per hour traffic.
- Create a barrier between the motorists and cars by pushing the moving motorist further away from the curb. This reduces noise, intimidation, and the danger that passing motorists will splash pedestrians with water and snow slush. All of these are positives that will help the business climate by allowing more people to access the businesses.
- Provide more parking in the most desirable spot, right at the front door of businesses.
- Bring the front doors of businesses back to Broadway instead of encouraging customers to enter off the parking lots.

The lane of curb parking will need to be defined with curb bump-outs at intersections along with an occasional bump out at mid-block with trees to remind people that the lane is now reserved for parking.



Figure 15 Broadway Improvements

Estimated costs for the Broadway Street improvements are \$300,000 including street trees, some pavement replacement, crosswalk lights and civil engineering work.

View Shed to Museum of Idaho

The recommendations to increase the amount of trees along Yellowstone should not be at the expense of blocking off the view of the Museum of Idaho. This facility should retain its direct view shed as you move east along Broadway. Additionally the museum should employ distinctive up-lights at night to reinforce its location.

Design Elements for Future Improvements

Style or Theme of Streetscape

If there is a prevailing architectural style in downtown Idaho Falls, it tends towards the turn of the century. Building materials and styles of this era in Idaho Falls are fairly simple and straightforward. When commercial streets are homogenous in their architectural appearance, communities are encouraged to play off of the prevailing style. Downtown Idaho Falls' overall appearance dictates that streetscape elements be simple and straightforward.

Lighting

Currently downtown is lit to Idaho Transportation Department (ITD) standards, meaning that downtown at night is quite bright along the Broadway Yellowstone State Highway Corridors in downtown and rather dark along downtown streets off of these corridors. This lighting is rather undramatic.

The team recommends that a shorter light pole, about 14 feet tall, be used and that the light poles be located more frequently along the street, about every 90 feet. A shorter light pole will bring the streetscape back to a more pedestrian scale and, with the right luminaries, will make the street appear warmer. The luminaries should be a cleaner, whiter, and brighter light such as metal halide, and be about 70 watts (no more than 100 watts). Use higher-powered lights at the intersections to announce these important nodes. Lights should reflect downwards to minimize light pollution.

An interim but also long term strategy for Idaho Falls is to encourage all businesses to leave their show window lights on all night. With energy efficient fixtures and timers this strategy can be cost-effective. Leaving lights on will help illuminate more of the sidewalk and entryways immediately adjacent to the store, thus helping to deter crime and vandalism. This strategy also

sells more merchandise or services.

Paving

In many places the sidewalk pavement is crumbling and settling due to old age and use of salt. As sidewalks have been replaced this has been done without regard to existing grades and without regard to any patterns formed by control and expansion joints. Some of the concrete has been over-trowled during installation causing the surface to become slippery when wet.

Paving patterns and materials should remain simple and true to their composition. We suggest that whenever concrete is used that it not be dyed or stamped with a pattern. This allows for the paving to be easily replicated after maintenance activity occurs under sidewalks. Dyed concrete and concrete made to look like pavers are difficult to replicate and will make repairs much more obvious. Thus, this use of concrete should be avoided. Stamped asphalt should be avoided at all costs as this material will eventually heave and buckle. Concrete can be laid out in creative patterns through placement of the control and expansion joints. The top finish of the concrete can also add some variety to the street through a broom finish applied during the curing process. These finishes make the sidewalk more interesting and not appear as one monotonous slab. Most importantly these finishes are easily replicated.

As sidewalks and curbs have been replaced in downtown Idaho Falls they've followed the new ADA accessibility guidelines. The older standards encouraged the visually impaired to cross diagonally across the intersection while newer intersections send the pedestrian across perpendicular. Most of these can be installed with ease. The older curb ramps should be scheduled for replacement with the newer standards.

Pedestrian Crosswalk Lights

As a general principal, countdown pedestrian crosswalk lights should be installed whenever intersections signals are being redone. This will greatly facilitate movement to the outer edges of the downtown and will be helpful to drivers and pedestrians alike.

Tree Placement throughout Downtown

Trees are an important element of the streetscape, providing shade and visual interest. However, they also require careful selection and maintenance. Downtown Idaho Falls sidewalks are generally wide, making them ideal for trees, yet the ability to place trees in downtown will likely be limited by the generous widths of canopies suspended from buildings, covering the majority of the sidewalks. We encourage the community to respect this awning design characteristic as it is part of the community's commercial design heritage. Tree placement should be limited to street intersections, curb bump-outs, and along key pedestrian routes that don't have any cover over them. Street trees are appropriate wherever parking lots and vacant lots exist along streets, where there are unsightly views, or where buildings have been greatly set back from the street.

Many of the trees that were planted five years ago are beginning to show the rigors of urban life. Some have been removed and others are damaged. About 50% of the remaining locusts and maples are poorly pruned and can't take much more before they're irreparably harmed. The trees that remain could be moved with a tree spade to areas where they could be left to grow

more naturally in other downtown locations. Contact the City of Idaho Falls Urban Forester to determine if this is possible.

Eventually a replacement schedule could be worked out so all the trees will not be the same age throughout downtown. The planting plan should also bring different varieties so that a sudden blight won't eliminate all the trees in downtown. Current species diversity should be continued.

Planters

The existing planters are a compilation of various styles and inconsistently planted. We recommend that city continue with their efforts to rebuild the deteriorating planters and unify the look of the planters. Keep the planters heavily mulched to help with ease of weed removal and to retain water for the plants. Drought tolerant plants survive better in an elevated planter.

Coordinated Seating Style

The community has undertaken a very creative project to provide seating in downtown by commissioning artists to design and construct a wide variety of seating. It's suggested that as the community constructs the water front improvements one type of bench is used to provide more of a consistent look and reinforce a sense of place. The seating could still be constructed of hand made materials and could be design by a local artist.

Further, it is recommended that any additional seating in downtown be implemented with committee review so that well-intentioned property owners don't disregard the approach that has already been selected.

Development of a Parking Structure

The team did a brief analysis of the amount and location of parking in Idaho Falls. There seem to be more than enough spaces. Our observations indicate that management, promotion, and upkeep of the lots are the central issues at this point rather than the number of spaces.

One suggestion is to eliminate all parking requirements in the central business district development code so that more shared parking is generated. This will move more of the all-day parking to public parking lots which results in more efficient land use. However, the IFDDC or City would need to provide more parking which eventually means a parking structure. Vibrant city centers don't have surface parking lots. The city is starting to move in this direction with adoption of a new parking ordinance. This ordinance would require no new parking if a business was occupying an existing building but building on a parking lot would require replacement of the parking. The intent of this ordinance is to keep the same amount of parking in downtown but this policy needs to be weighed against in-fill development on some of the existing parking lots that begins to tie together key destinations and uses in downtown. A possible solution is to have developers of new buildings sited on former parking lots pay into a fund that helps to build

parking structures. Another consideration is to waive all parking requirements for certain types of businesses such as cultural arts related businesses.

If downtown is successful in its waterfront redevelopment efforts they will eventually need to build a parking structure. A good site is on land that is already being used for parking on B Street directly behind the Willard Arts Center (See Figure 4). This is the best site in downtown because of downtown's one way streets and physical block layouts. If people are driving around looking for parking or miss the lot they can easily get back to this site. The structure should be sure to accommodate the Willard's stage door loading requirements and it should be designed to have retail spaces on the first floor facing B Street and Capital. Addressing this vacant lot is a key link to getting people to walk to and from the water front. Constructing retail spaces on the first floor will be central to downtown's leasing strategies.

Housing Development

The team envisions moderate density housing development downtown, especially along Memorial Drive facing the river. Just a few new units could help jumpstart more downtown residential development, such as second story adaptive reuse and reuse of older hotels, by proving that a market does indeed exist for housing. Idaho Falls' downtown offer numerous opportunities for new residential units in second and third-story spaces that are currently vacant or underutilized.

Conducting a separate housing study was outside the scope of the current project, but the team believes that increasing the population downtown will lead to more pedestrian activity, greater demand for goods and services, and an increased perception of safety. Downtown residents spend roughly twice what an office worker does on basic goods and services.

A good rule of thumb is that at least 1% of a community's population can be housed downtown. Idaho Falls has a population of more than 50,000, yet there are far fewer than 500 units downtown. Downtown housing will support the development of waterfront sports and recreational venues, and those venues will make downtown housing more attractive.

Establish a Downtown Design Overlay District

The street wall along Broadway and Yellowstone is becoming less defined due to the removal of several buildings and acceptance of suburban, strip-style commercial development with front loaded parking lots.

As downtown Idaho Falls continues to redevelop, there will be increasing pressure to build on vacant and under-used parcels. There are several vacant lots along Yellowstone and Broadway that are ripe for development. How new development physically relates to existing

store fronts and businesses can be critical. The team feels that it's imperative for Idaho Falls to lay out development guidelines that are codified in an overlay district as a as a part of the standard development code for downtown. These are not guidelines that dictate minute details, but rather outline the critical elements necessary for new development to be woven into the existing urban fabric. Key design details are:

- No building setback from the sidewalk. All building should directly abut the front lot line and parking should be at the rear of the property.
- Establish an overall percentage of the building frontage to abut the front lot line, ideally 90%. (Sometimes developers will only attach a certain percentage of the building for the purpose of meeting the code only.)
- Eliminate parking requirements. This will encourage greater demand for community accessible parking which is a more efficient land use as opposed to everyone owning their own lot and not allowing others to park in it.
- Make sure that the first floor contains clear glass in the show case windows to allow the interior to be viewed. From about 2.5 feet from the ground to about 12 feet should be 80% clear glass. This eliminates smoked glass, mirrored glass, or other forms of window tint. Additionally the public should be able to view into the building for a depth of 5 feet. This establishes a richer, more interesting street for pedestrians to stroll along.
- Primary entrance to the first floor retail spaces should be a recessed foyer space that directly abuts the primary shopping street. The primary shopping streets should be Broadway, A and B Streets between Yellowstone and Memorial, and Memorial, Capital, Park and Shoup between Broadway and Constitution Way.

Development Strategy /Real Estate Linkage Strategies

It is difficult for downtowns across the United States to regain their original positions as the center of retail activity due to an overabundance of retail space in the United States. The US has more than three times the amount of commercially available space per capita as the next closest industrial nation, Great Britain (source: Harvard and International Council Of Shopping Centers, Project on the City). Idaho Falls is not exempt from this trend. One development alone, General Growth's recently renovated Grand Teton Mall, has more than 80 stores, ½ million square feet of retail space and 2,800 parking spaces. This mall is anchored by Dillard's, JC Penney, Sears, Bon-Macy's. Malls such as this are built to serve not only the community they are located in but to serve a 60+ mile radius around Idaho Falls.

If we assume a conservative estimate of \$200 in sales per square foot at this mall then we find that this facility generates over \$100 million in sales per year. Typically the average person expends about \$1,640 on apparel purchases per year. Idaho Falls population is about 50,000 so that would generate \$82 million in sales meaning that the mall provides for all clothing purchases plus some. While this is a very quick estimate of sales it shows that Idaho Falls is a dominant regional player for retail; on the other hand, it also implies that your market is probably saturated for typical retail sales, particularly in the area of clothing and household furnishings.

This fact requires a creative approach to leasing downtown. The suggested approach is to lease to destination retailers, develop more services or convenience retail to serve the built-in daytime professional and government sectors, and to put in place a couple of non-traditional anchor tenants. This will be coupled with asset enhancement to establish an environment that is big-box and mall proof.

Continue to Solidify Downtown's 100% Corner

The 100% corner is a term applied to identify the best location for retailing in a district. Some districts may have more than one of these depending on the development of the downtown. Historically in Idaho Falls this used to be more at the corner of Park and Broadway and then shifted more to Shoup and B Street with the Rogers Hotel, Bon Marche Department Store, and Ahlstroms Furniture Store fronting on this corner. Since all of the downtown department stores have relocated to the mall the best area for retailing has migrated back to Park Street and appears to be centered on Park and A Street. Analysis of the 100% corner was based on a ground-floor-use study (Appendix F, Page 40) and a quick assessment of building facades relative to their quality or ease of adaptation for retailing. (Appendix G, Page 41)

The significance of this from a programmatic standpoint is that the IFDDC should concentrate its efforts and resources in a two block radius of this intersection. These efforts should focus on upgrading facades, recruiting and retaining businesses according to the suggested tenants listed below, implementing public improvements that help facilitate a more pedestrian oriented environment and conducting promotions that support this group of businesses.



Figure 16 Downtown's 100% Corner is at A Street and Park Avenue.

Key Tenant Development and Recruitment to Downtown

Most successful revitalization efforts in the US today happen as a result of the community's developing a mix of retail and services that are unique and one of a kind. This translates into destination oriented retailing, meaning businesses that sell products to a customer market that is primarily outside the immediate geographic area. Typically, destination businesses aren't chain stores, are heavily service oriented or offer value-added retail products. There are two obvious opportunities for destination businesses in downtown Idaho Falls. One is the presence of Chesbro Music and the second is the need to rebuild the YMCA or a community recreation center, ideally on a prominent Memorial Drive site.

Chesbro Music Company

Chesbro has the largest inventory of printed sheet music west of the Mississippi. In addition, they wholesale and retail a significant amount of musical instruments and they are truly an international company via the internet. Chesbro has over 25,000 square feet of space in their Broadway facility where they have their retail facilities and the bulk of their wholesale business.

This is done on three floors with the first floor being all retail and the second floor being a combination sales area and wholesale area and the third is all wholesale. It's the opinion of UDS that their second floor sheet music and gift sales could be greatly aided if it was on the same level as the instruments. It's always better for retailers to be able to put all of their merchandise on the same floor level. In addition, Chesbro is located in a spot where the rest of downtown can't take advantage of the foot traffic that they generate and vice versa.

IFDDC is encouraged to enter into discussions with Chesbro to relocate at least the retail portions to a more modern building in downtown. A new building designed for retailing musical instruments would boost their sales immensely and create an anchor for downtown. Downtown also gains by retaining a unique retailer, around which promotions aimed at a wider array of customer groups can be developed.

Two of the best locations for Chesbro are on Memorial Drive at the end of A Street or on Capital between A and B Streets. These sites are suggested because it would put the retailer halfway between the Willard Arts Center and the proposed amphitheater on the water front and they would have good parking nearby. The amphitheater is slated to become the center of Idaho Falls' social gatherings by hosting musical performances, theatrical productions and competitions such as ice carving and other performance arts. Downtown would be solidly positioned as a center for musical and performance arts and Chesbro would be in the middle of it. Furthermore, the Willard is considering an interactive expansion which would greatly benefit Chesbro. This is discussed below.

Complementary Tenants to Recruit for around Chesbro

Instrument repair

Used instrument sales

Rehearsal and instructional studios

Recording studios

Development of a Recreation Center or YMCA

The following discussion outlines the benefits of building a new recreation center or a new YMCA. The YMCA would be more beneficial to downtown because of the YMCA's extensive programming. The current YMCA is composed of several additions to the original building. Since its original construction, Idaho Falls' population has grown significantly. General consensus is that the community could support a larger YMCA with expanded offerings. Locating this facility on the water front would be a major boon to the downtown and it would be good for the YMCA. Here it would be immediately adjacent to the expanded greenbelt and its resources of trails for hiking, biking, running, ice skating and skateboarding. Another selling point is that the travelers staying across the river could be afforded the opportunity to work out at a state of the art facility. Most importantly this sets up downtown housing as a real opportunity because daycare and recreational opportunities would all be in close proximity. Office workers would be afforded the opportunity to work out as a part of their daily work routine and take advantage of daycare which makes downtown an even more attractive office market.

The location for the YMCA should be on Memorial Drive and it should be between Broadway and the present site of the Recreation Center. Ideally a multi-level building allows some of the upper work-out rooms to overlook the greenbelt and offices.

Key steps:

- Develop an interested group of 25+ citizens who would like to see the YMCA located on the water front and are committed to placing it there; ask this steering committee to oversee fundraising and feasibility studies.
- Conduct a financial feasibility study with the guidance of the YMCA and their consultant.
- Conduct a community-based Founders Campaign to secure seed money. The seed money is estimated to be about \$500,000. This typically represents three-year pledges for contributions from approximately 50 to 150 households and businesses.

Complementary Businesses to Recruit

The following is a brief list of business categories that could be considered for recruitment if a commitment from the YMCA can be gained. Having these sports and work-out equipment stores in close proximity to the YMCA would create synergy.

Cycling	Camping	Swimming
Hiking	Fishing	Archery
Running	Healthy dining/Juice Bar	Skateboard shop
Outfitters	Golf store	Outfitters and tour guides
Ski	Basketball	

Downtown is fortunate to have Idaho Mountain Trading (IMT). This store carries merchandise in most of the above categories plus some. If the YMCA can commit to building in downtown then IMT may want to consider a store closer to the YMCA as this will be ready made source of customers. Appendix H, page 43, has a list of businesses that are presently in the Idaho Falls area and may be in need of better space and could benefit from the proximity of being adjacent to the YMCA and greenbelt trail system or in closer proximity to IMT. Some overlap of product lines with IMT is a positive thing as this will build foot traffic back and forth between these businesses. This type of competitive clustering of businesses usually results in a more favorable retail environment because customers know if they can't find it at one store then they can get it at the other.

Cultural Arts

Using cultural facilities to further development of downtown is a strategy that has been successful in many communities. Downtown Idaho Falls is home to several art galleries, music stores, dance studios, a movie theater, a ceramics studio and others. In addition, downtown is

home to the community's core cultural facilities that draw a combined 729,000 visitors to downtown annually.

IF Public Library	464,000 annual visitors
Museum of Idaho	151,000 annual visitors
Willard Arts Center/Colonial Theatre	80,000 annual visitors
Eagle Rock Art Museum	29,000 annual visitors
Actors Repertory Theater of Idaho	4,500 annual visitors

Tying other Cultural Resources Together

The Museum of Idaho, Idaho Falls Library and Eagle Rock Art Museum are three key institutions in downtown Idaho Falls. Unfortunately their distance from the central core downtown (Park Avenue and "A" Street) means that their ability to tap into the walking visitor is limited. The library is the best situated of all these but all are well outside the distance and time that most people are willing to walk (70 feet) which means that they are without the support businesses—such as an ice cream parlor-- that help them become more of a full or half-day destination.

A good example of complementary relationship between cultural institutions and supporting businesses is 'A' Street. The Willard Arts Center has a great restaurant on the corner, a place for a glass of wine or light snacks before or after the show, galleries and other interesting stores to stop in before the show. All of these activities occur within one block of the Willard Arts Center.

It would be more ideal if the Museum of Idaho and the Eagle Rock Art Museum facilities were closer into the core downtown but there are no plans to relocate and the Museum of Idaho saved a building that might otherwise have been torn down. An initial way to improve their connection to downtown is by improving the intersection designs at Broadway and Yellowstone and at Capital and Broadway. This will hopefully make them easier to walk to. Unfortunately the greenway doesn't connect along the river to the Eagle Rock Art Museum, so this link needs to be made along Capital.

As downtown becomes more vibrant and the economic base of downtown becomes stronger, these outer facilities will become more a part of the core, walkable downtown. To accomplish this requires placing other support businesses in key locations through a downtown leasing plan that helps meet the needs of those who use current facilities. This is a challenge at this point because these facilities have limited hours which means their support businesses need to develop other customers. This will take time. The emphasis with Idaho Falls right now is to establish a sound, walkable core business district.

At this point, in order to reap the benefit of these outer cultural resources, you need to increase the current marketing campaign. Continue to track and evaluate this campaign to make sure it is generating the desired impacts. Work with the managers of these institutions to ensure that cross marketing of the other facilities and support businesses happens.

Possible Expansion of the Idaho Falls Arts Council

The Willard Arts Center is contemplating developing a series of musical labs aimed at promoting all types of music and musical instruments to people ranging from those who have never played an instrument to people that are professionals. This “Experience the Music” lab would probably happen in the basement of the Willard where they have over 9,000 square feet of space. The installation of this facility would be a wonderful complement to a new Chesbro and the amphitheater.

How this facility interacts with the street is critical. Again, from an urban design perspective it’s imperative to provide continuous and interesting activity in each storefront. In this instance, the Willard has the opportunity to move some of their offices to other locations and let some of the “Lab” functions take place on the ground floor. This could be as simple as constructing a dramatic entrance foyer that encourages people to move from the ground floor to the basement labs. This should be something on the order of a large, open staircase with an elevator in the center. If the space is too constricted or too understated there will be a high resistance factor for people to move to the basement.

Professional Services Sector

The ideal leasing scenario is to develop a base of tenants that help support these core facilities or key tenants as well as serve the regular daytime users of downtown. Downtown Idaho Falls’ other daytime users, and a key tenant group, are the professional services, composed of legal, banking, and government sectors. Businesses that would serve professional services and cultural arts are specialty retailing, drug stores, specialty grocery stores with good in-store dining, caterers and restaurants. Specialty retailing would include office supply and printing, newsstand, golf store, telecommunications stores, bakeries, gifts stores, and specialty clothing.

Tourism Market

A 1993 study by the Travel Industry of Association of America shows that 35 percent of 1500 respondents intend to visit an historic site while on vacation. A separate study notes that visitors stay a half-day longer and spend \$62 more at historic sites than at other locations (Wall Street Journal, 1993). Although this study is older, all indicators are that the spending has continued to climb. This bodes well for downtown’s historic preservation efforts, especially when their impact is coupled with nearby water-front recreational opportunities and adjacent hotels.

Wedding Cluster

The following business categories could be used for promotional purposes, such as a once a year promotional campaign to establish downtown as great place to get married. In addition to this list, downtown Idaho Falls has several other draws that help make this a solid niche. Perhaps they could be persuaded to work together once or twice a year via a marketing campaign to highlight downtown as a good wedding location.

- Directly across the river are about 900 hotel rooms.
- The Church of Jesus Christ of Latter Day Saints have a church house and a Temple that are located on downtown's water front.
- The proposed amphitheater could be a site for an outdoor wedding.
- The proposed walkway across the river could be used for a small wedding ceremony, as could a restored railroad trestle if it were retrofitted with a deck and temporary canvas ceiling.

The following categories of businesses are presently found in downtown.

- | | |
|---------------------------------|-----------------|
| • Several jewelry stores | • Beauty Salons |
| • Wedding gowns and formal wear | • Day Spas |
| • Photographer | • Bakery |
| • Travel Agent | • Wine shops |
| • Catering Hall | • Hotels |
| • Several printers | |
| • Judges and Attorneys | |

Development of the West Bank Edge of the River

Currently there's some activity along this edge but there are enormous possibilities to make this edge more of an asset, especially at night. It's suggested that the restaurants along the street be allowed to serve customers seated in front of their restaurants on the sidewalk and along the sidewalk on the other side of the street, over looking the falls if the weather permits. This may be limited to take out service at first but over time it may catch on to make full service a possibility. (A relatively dead pedestrian mall in South Beach, Florida was reactivated using this strategy.) Other amenities here need to include better, low level, pedestrian scale lighting all along the top of bank path system and illumination of the falls at night.

Additionally the community may want to consider repaving River Parkway and narrowing the first part of it somewhat to provide for a wider walkway with trees and to accommodate the base of the proposed arch over Broadway.

The southwest corner of Broadway and the river is one of the most critical in-fill development sites in downtown. It has frontage along the river, which means it can have an enormous impact on how people use or don't use the river, and it has frontage on Broadway which means it has enormous potential to define the gateway for downtown. Right now it is proposed that a hotel be built here.

A hotel on this site should place restaurants and hotel rooms facing the river and Broadway so as you walk out from the restaurant you are on the top of the bank path or you can directly access the sidewalk along Broadway. The hotel should also offer outside, patio dining so that more people are heard and seen along the top of the banks. Additionally the entrance for the hotel should be perpendicular to Broadway so that Broadway is more defined by a new street wall. The first two floors of the hotel should not be more than 20 feet off of the edge of the sidewalk

and all parking and arrival should be on the northwest and southwest sides of the building. Patio dining could occupy the first floor corner space between the building and the river and Broadway.

Reuse of the Railroad Bridge and Consolidated Wagon and Wheel Building

One of the more intriguing structures on downtown Idaho Fall's skyline is the Consolidated Wagon and Wheel building that is now commonly referred to as the Army Surplus Building. Immediately adjacent to this is a steel beam railroad bridge from the turn of the 20th century. The team would like to see these structures retained as part of the community's history. These structures tell an important story about Idaho Fall's development as an agricultural area and its link to the railroad, and they appear to be in sound structural condition.

There are a number of adaptive reuses for the Consolidated building. It could be used as a museum, an experimental learning center for kids or another commercial enterprise such as a restaurant or meeting space in conjunction with a new hotel. The building has already been examined by an engineer and is a lava rock building in a #2 seismic zone. Despite what may seem to be an insurmountable hurdle these types of structures can be made safe for occupancy. The railroad bridge should just simply be left as a walking bridge. Perhaps at key times the bridge could have catered parties or receptions on it.

Conclusion

Implementing these strategies over time will begin to put into place a retail mix that is more interdependent and, most importantly, will develop more market synergy among the immediate businesses. Ultimately this will build a stronger rent structure in downtown and enable more property restoration and rehabilitation.

Currently there are very few retail businesses directly abutting the river along Memorial Drive to take advantage of the additional foot traffic. Two things need to happen in order to take advantage of the proposed foot bridge. Initially, the linkages along A Street and B Street must be improved in order to get people to walk into the core of downtown. This means that as spaces are re-leased along these corridors this should be done according to the recommended leasing strategy of pursuing businesses that fulfill the cultural or recreation niche. As sites, parking lots and office buildings are redeveloped they should be occupied with the retail and cultural businesses. The second strategy is to make sure that the ground floor lease spaces adhere to the design guidelines suggested in the retail overlay section of this report.

Next Steps

Break the Design Committee into Several Standing Subcommittees.

The first action item for the design committee in pursuing a streetscape project is to break the design committee into several standing subcommittees in order to become more implementation-oriented. A public improvement project of this scale is a considerable undertaking and will take several years to complete. If the design committee addresses the project as a single group, there's a high likelihood that the committee could become overwhelmed and other important components of the design program may suffer. In the first few years of a new Main Street program it's important for the program to generate simple, highly visible changes. To make sure that this happens we recommend that the design committee break into the following subcommittees:

- Public improvements
- Store front incentives and assistance
- Downtown development design guidelines

Selling the Streetscape

A vital role for the public improvements subcommittee is acting as the sales force behind the streetscape project. One key task is to take the drawings that have been done as a part of this report and meet with key constituency groups or funding prospects to gain their feedback on the proposed projects. The drawings should be presented to individual property owners, business owners, neighborhood leaders, city staff and city government officials to gain their feedback before making the final improvement program decisions.

Meet with other Idaho Main Street Communities that have completed streetscapes.

One of the first steps after the design committee breaks into the above mentioned subcommittees is to have the public improvements subcommittee meet with representatives from and tour other Main Street districts in Idaho to determine obstacles and strategies for implementing a streetscape project. In particular the committee should seek out communities that have State Highways running through their downtowns.

Distinguish between the streetscape's design problems and management problems.

Successful streetscapes are a blend of good design and good management policies. Each of these elements is influenced by the other but rarely can good design be substituted for management policies and vice versa. No streetscape is maintenance and management-free, but the degree to which a streetscape can be easily maintained is dictated by its design.

Policies need to be developed regarding how property owners and businesses use the sidewalk space. Specifically policies need to make sure that planters, plants, signs, benches, lamp posts, new sidewalks, and sidewalk coverings are in keeping with the adopted standards. A new streetscape can become quite tattered in short time if repairs don't match the existing pavement finishes including control and expansion joints. Another set of standards needs to address how regular maintenance is performed such as pruning and watering of shrubs, painting of hardware and snow removal. Otherwise the streetscape will again take on a tattered appearance.

Research and Track Resources

Street Conditions

- **Subgrade conditions**

Streets in older commercial areas can be composed of several types of paving and patches. Some streets may even have the old brick or streetcar tracks underneath, which will need to be determined before any construction is done.

- **Basements**

An important element to survey for is which buildings have basements or underground delivery chutes that may extend into the public right-of-way. These can be expensive to cap off or fill so it's important to determine these situations ahead of time. These will more likely occur in the heart of the business district but there maybe some along Memorial drive.

Potential sources of funds and requirements

One of the significant roles for Idaho Falls Downtown Development Corporation to play in improving public improvements is to advocate, track and coordinate the various sources of funds necessary to rebuild the streetscape. There are likely to be four or five sources of funds.

- **Enhancement Funds**

Each State Department of Transportation receives Federal Highway Administration money to use to improve transportation related items outside of the roadbed improvements. These funds can typically be used for gateway signs, trails, and roadside recreation facilities.

- **Fund Raising and Assorted Grants**

Some communities are able to raise funds from local individuals, corporations or organizations to fund key plan elements. Typically these are lead gifts for one or more significant elements. Key elements that would be attractive in Idaho Falls are the skate rink, foot bridge, amphitheater and the entrance sign over Broadway.

- **Street repaving money from city government**

The city's annual budget process will dedicate money to repaving projects. This could be a source of funds specifically for repaving. These funds may also possibly be used for sidewalks.

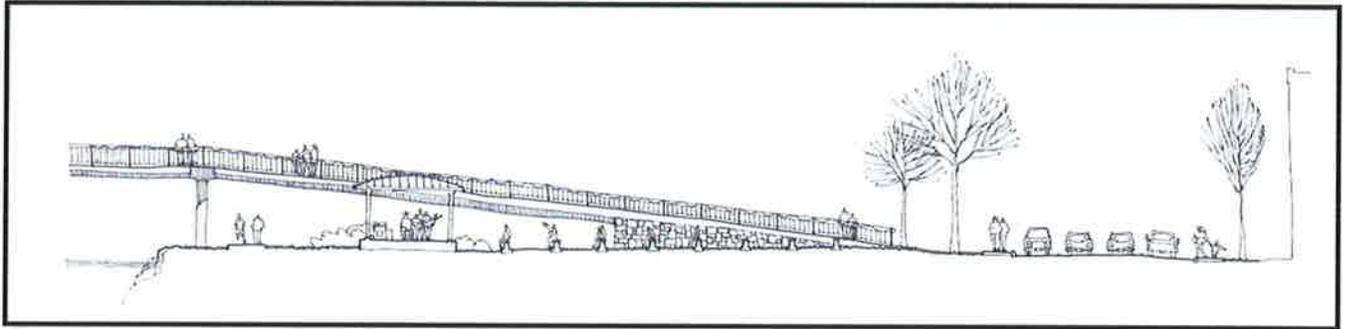
- **Use of a tax increment finance district [T.I.F.]**

The team sees the potential for a T.I.F. to be established in downtown Idaho Falls for infrastructure in support of economic development. Establishing the district now could be advantageous because property values are fairly low. As properties are improved and become more valuable or new construction occurs, the tax revenue increment will be generated to help pay for public infrastructure.

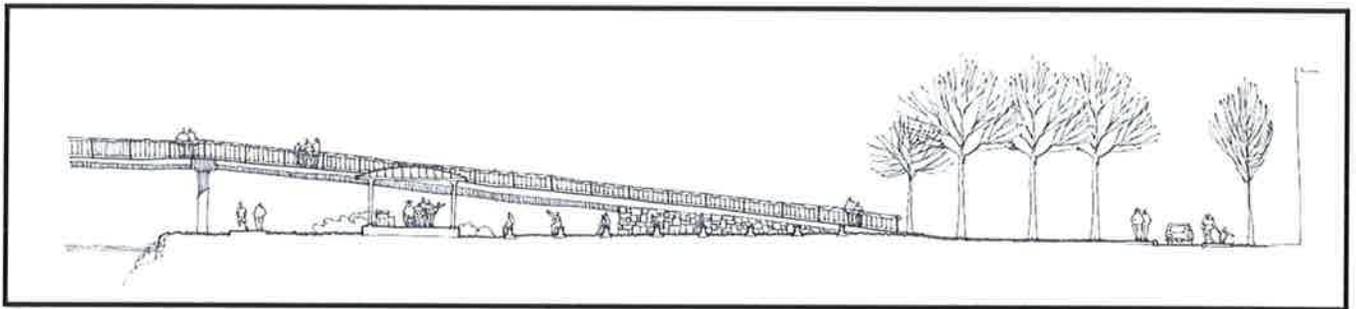
- **Meet with utility companies**

Meet with the various utility companies to determine where their services run and which services need to be upgraded. The Main Street office should try to have a set of utility maps in their office. Services running under the sidewalks that need to be upgraded will be the primary target for this project, because utilities can share the cost of trenching. In addition, it would be detrimental to redo the streetscape and later have to upgrade utilities.

Appendix A



Scenario 1, Two-Way Traffic with Two lanes of Parking

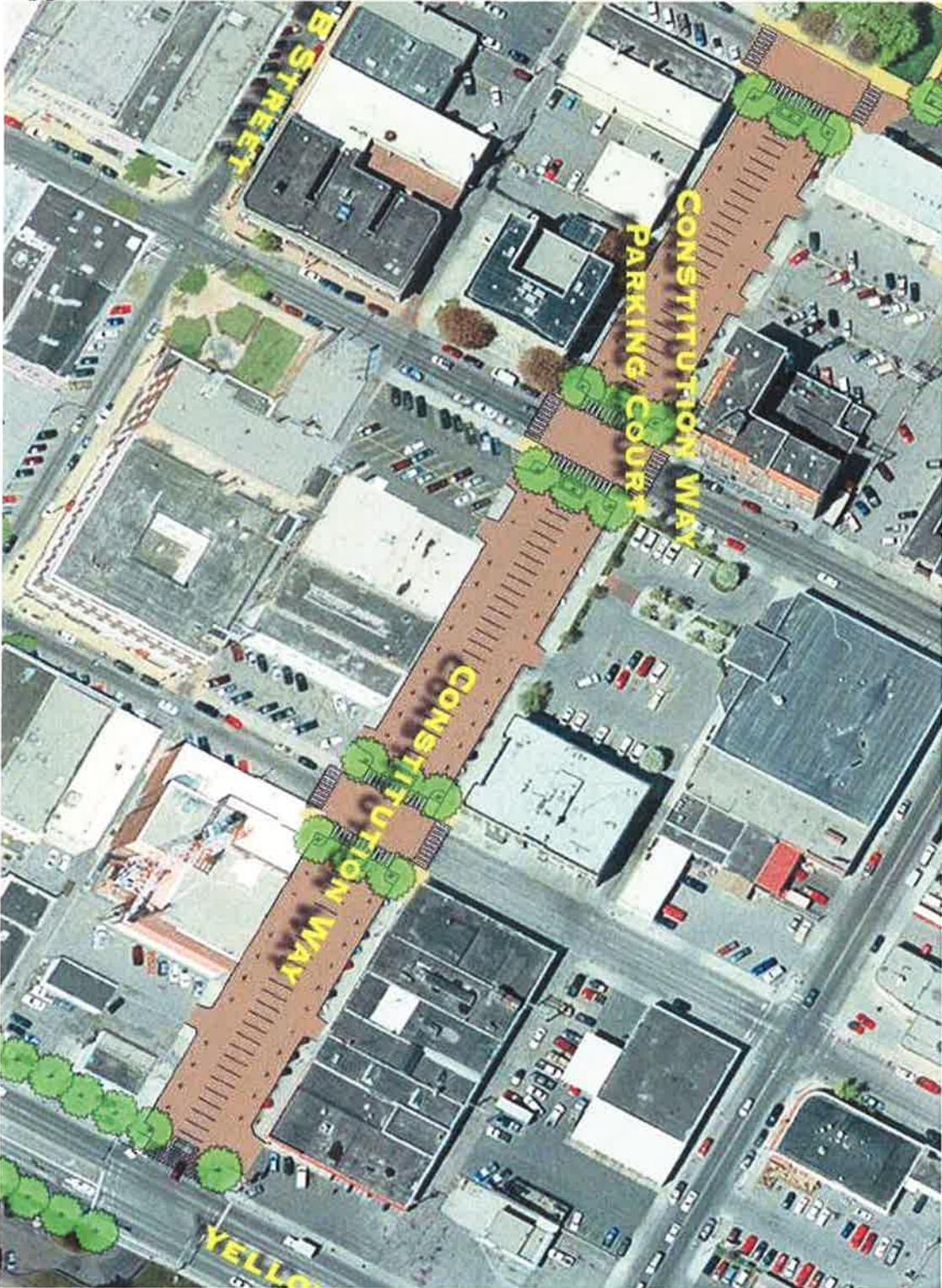


Scenario 2, One Service Lane North Bound



Temporary Gates, Sample from Greeley, CO

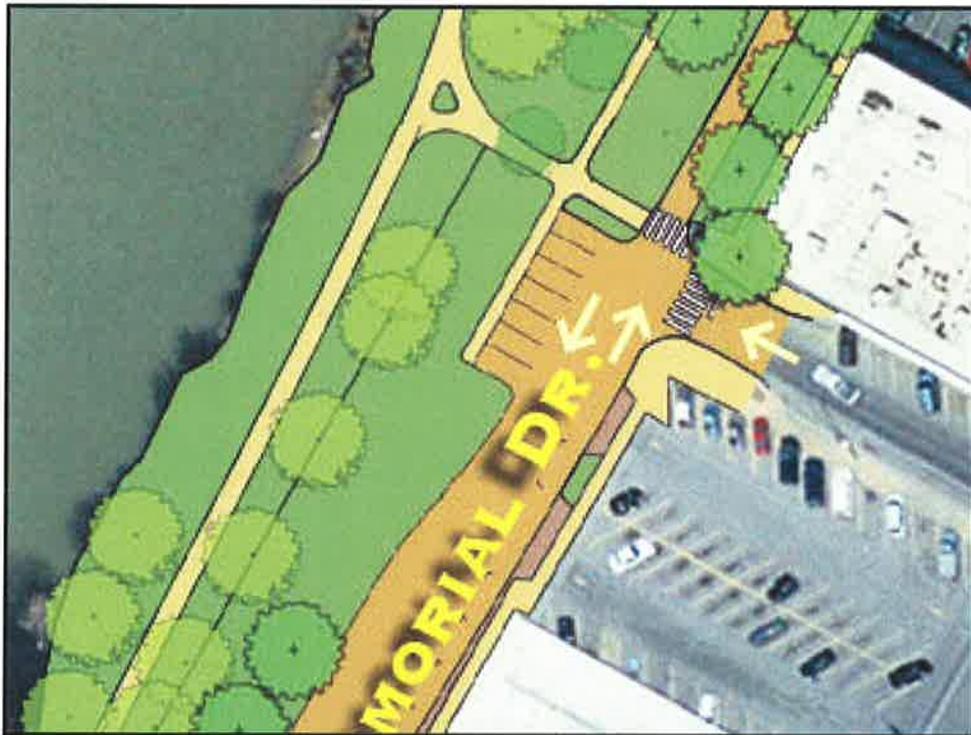
Appendix B



Appendix C



Parking At Northern End of Memorial, Scenario 2



Parking Lot at Southern End of Memorial and A Street , Scenario 2

Appendix D



Courthouse with No Parking in Front, Scenario 2



Amphitheater

Appendix E

Calculating the potential return on investment necessary to justify the bridge will be based on the number of hotel rooms in proximity to the bridge/greenbelt and the minimum amount that we could expect to be generated as a result of an increase in visitors crossing the bridge and making a purchase. Currently the majority of sales increase will probably occur on the northern side of the river because there's already retail where the base of the bridge would be located

Proximity of Hotels

BestWestern Driftwood	74 guestrooms
Shilo Inn and Suites	162 guestrooms
Le Ritz	166 guestrooms
Super 8	90 guestrooms
Days Inn	98 guestrooms
Ameritel	126 guestrooms
Red Lion	138 guestrooms
<u>Comfort Inn</u>	<u>56 guestrooms</u>
Total Rooms	910 guestrooms

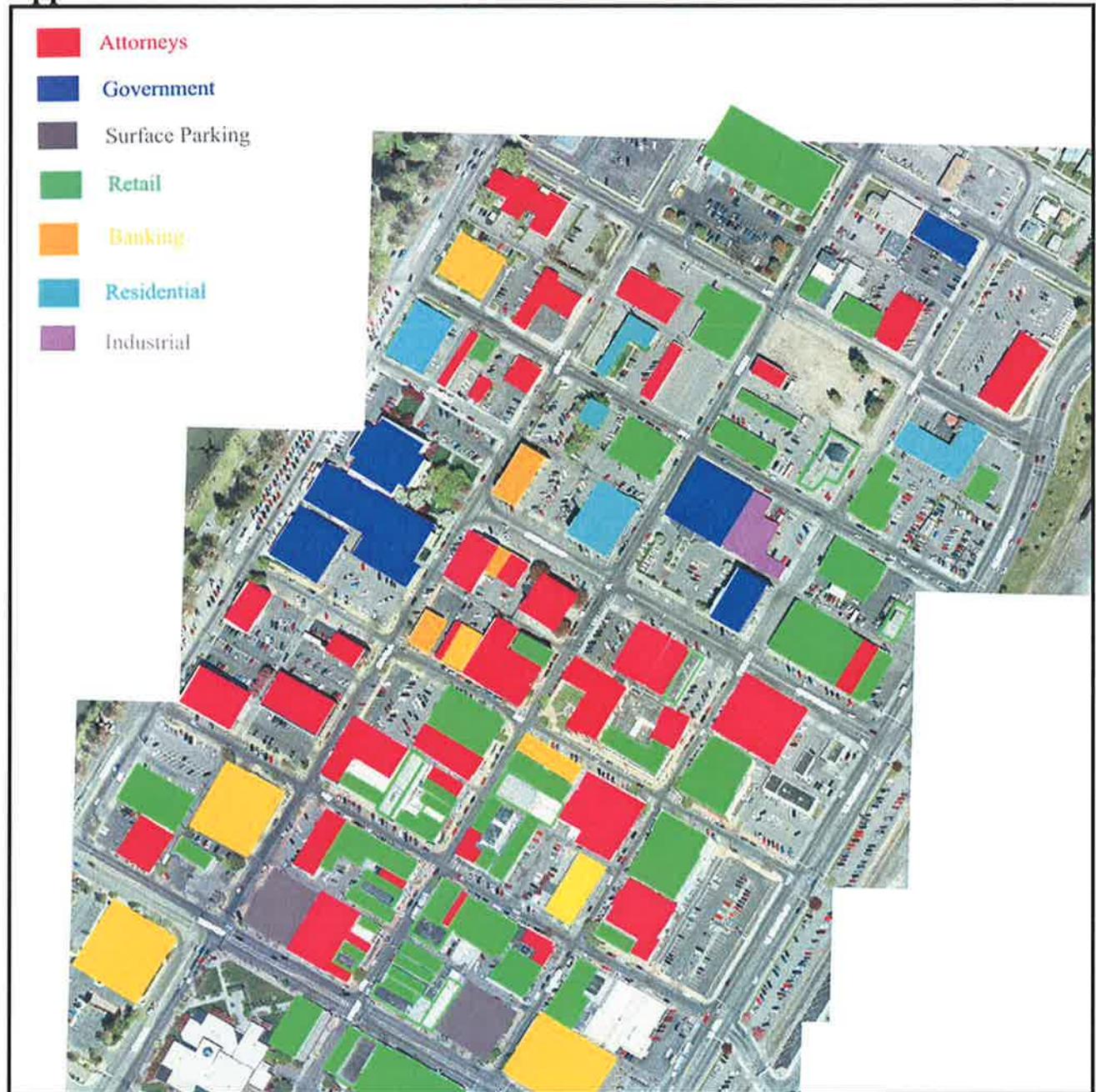
A 1998 report by the Institute for Tourism and Recreation Research shows a minimum expenditure of \$65 per night for people passing through an area, to a high of \$146 for people vacationing. For the sake of calculating the investment return for the foot bridge to be justified we'll use a number at the low end. Given that the study is eight years old makes this estimate even more conservative because the amount is certainly higher now.

Assume an industry standard of 60% hotel room occupancy

(60% occupancy rate) X 910 rooms = means that on average 546 rooms are occupied.

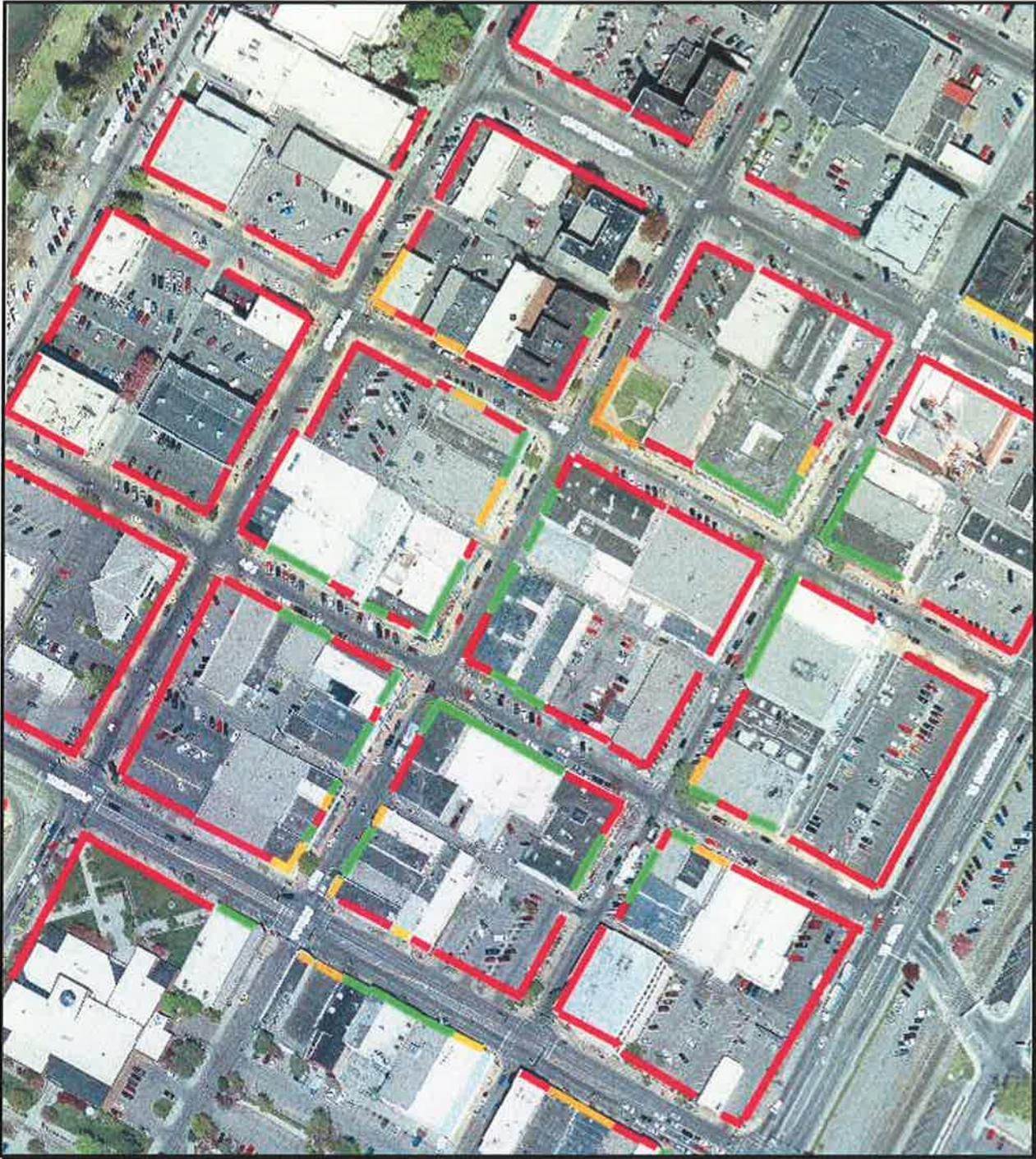
Multiply this by a conservative estimate of \$50 per room on additional expenditures and this means that every day there's \$27,300 being spent on various sundries. If downtown can get just 1% of these additional purchases, this will mean an increase of \$273 per day or about \$100,000 per year. Again, this number is at the low end and would expect the number to be much higher. At this rate, the bridge would be justified solely via an increase in hotel expenditures that are immediately adjacent to the greenbelt. It's anticipated that there will be an even larger percentage in sales increase along with property values as the water front is upgraded, rebuilt and released.

Appendix F



First Floor Land Use

Appendix G



Analysis of First Floor Spaces to Accommodate Good Retailing
Green = Best presentation and store fronts for retailing
Orange = Average quality presentation and space
Red = Least attractive and conducive for retailing

Appendix H

Tenant Recruitment

The following list is a broad spectrum of the businesses that are in the Idaho Falls Area. This list is by no means complete. One of the first steps is to have members of the Economic Restructuring Committee quietly shop each of these businesses and then to rate it according to your schedule of criteria such as good merchandising, product knowledge, exterior appearance, etc. After the best candidates are determined you should then write them a letter of inquiry, followed by a phone call to set up a presentation by the economic restructuring committee.

The following list includes apparel, bicycles, skateboards, archery, scuba, footwear, kayaks, skis, and snowboards.

Canyon Whitewater Supply
(208) 522-3932
450 S Yellowstone Hwy
Idaho Falls, ID 83402

C-A-L Ranch Stores
(208) 523-3359
(208) 523-3431
665 E Anderson St
Idaho Falls, ID 83401

Alpine Tailoring
(208) 528-9554
366 N Holmes Ave
Idaho Falls, ID 83401

Five-O Skate Shop
(208) 522-7878
1532 E 17th St
Idaho Falls, ID 83404

Renegade Golf
(208) 589-3726
1440 Vega Cir
Eagle Rock, ID 83402

Fur-Feather & Fly
(208) 356-9522
(208) 356-6599
402 W 4th S
Rexburg, ID 83440

Bill's Bike Shop
(208) 522-3341
805 S Holmes Ave
Idaho Falls, ID 83401

Alpine Cycle & Fitness
(208) 523-1226
1352 S Holmes Ave
Idaho Falls, ID 83404

Snake River BMX
(208) 552-9666
4701 N Yellowstone Hwy
Idaho Falls, ID 83401

Sportsman's Warehouse Retail
(208) 542-1900
2909 S Hitt Rd
Ammon, ID 83406

Northwest Angler The
(208) 529-3132
3202 Merlin Dr
Idaho Falls, ID 83404

Fin Chasers
(208) 557-0333
220 Northgate Mile
Idaho Falls, ID 83401

Heise Expeditions Tackle Shop
(208) 538-7453
5135 E Heise Rd
Ririe, ID 83443

Rendezvous at South Fork
(208) 483-2267
3333 Swan Valley Hwy
Swan Valley, ID 83449

Snake River Outfitters
(406) 222-1673
238 N 4700 E
Rigby, ID 83442

Inland Scuba
551 S Capital Ave
Idaho Falls, ID 83402
(208) 529-2636

Dave's Archery
2070 W Broadway St
Idaho Falls, ID 83402
(208) 522-3446

Archery Idaho
1363 Northgate Mile
Idaho Falls, ID 83401
(208) 524-0161

Downwind Archery
7323 E Ririe Hwy
Idaho Falls, ID 83401
(208) 523-2237

Mountain Archery
56 E Main St
Rexburg, ID 83440
(208) 656-0616

Carter Enterprises
108 W 1st N
Saint Anthony, ID 83445
(208) 624-3467

Wilde Arrow
4922 Yellowstone Ave
Chubbuck, ID 83202
(208) 238-0287