

JUNE 23, 1970

Pursuant to a call by the Mayor the City Council of the City of Idaho Falls met in Special Session in the Civic Auditorium on June 23, 1970 at 7:30 p.m. for the purpose of considering an Urban Renewal Plan and project proposals of the Idaho Falls Community Redevelopment Commission of the City of Idaho Falls for the redevelopment and re-habilitation of the Eagle Rock Redevelopment Project No. Idaho R-6, due and legal notice of said meeting having been given as required by law and the rules and ordinances of the City.

On roll call the following members, constituting a quorum were present: Mayor S. Eddie Pedersen; Councilmen Dale Parish, Jim Freeman, Melvin Erickson, Jack Wood, Gordon Nelson and Paul Hovey. Also present: Roy C. Barnes, City Clerk; Arthur Smith, City Attorney.

The Mayor announced that this was the time and the place for a public hearing, as advertised, to hear written and oral communications, pro and con, and to otherwise consider an Urban Renewal Plan and project proposals of the Idaho Falls Community Redevelopment Commission of the City of Idaho Falls for the redevelopment and re-habilitation of the Eagle Rock Redevelopment Project No. Idaho R-6. The Mayor expressed appreciation for the civic interest shown by all of those present and assured them that all who desired would have an opportunity to be heard. He asked the cooperation of all participants by limiting their comments to three minutes.

The Mayor introduced all City Officials present: Also, Mr. Tom Notos, Planning Consultant, Mr. Eugene Carr, Executive Director of the Community Redevelopment Commission and the members of said Commission, as follows: Messrs. John Smith, Chairman, Charlie Just, Ed Fanning, Milton Russell and Ray Johnson.

Mayor Pedersen then presented and read aloud the section of the Idaho Code #50-2008 pertaining to an urban renewal project, as follows:

SECTION 50-2008

- (c) The local governing body shall hold a public hearing on an urban renewal project, after public notice thereof by publication in a newspaper having a general circulation in the area of operation of the municipality. The notice shall describe the time, date, place and purpose of the hearing, shall generally identify the urban renewal area covered by the plan, and shall outline the general scope of the urban renewal project under consideration.

- (d) Following such hearing, the local governing body may approve an urban renewal project and the plan therefore if it finds that (1) a feasible method exists for the location of families who will be displaced from the urban renewal area in decent, safe and sanitary dwelling accommodations within their means and without undue hardship to such families; (2) the urban renewal plan conforms to the general plan of the municipality as a whole; (4) the urban renewal plan will afford maximum opportunity, consistent with the sound needs of the municipality as a whole, for the rehabilitation or redevelopment of the urban renewal area by private enterprise.

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At the invitation and request of the Mayor, the City Clerk presented and read aloud the legal notice of this hearing which had been duly published in the local newspaper as required by law, as follows:

NOTICE OF HEARING

NOTICE IS HEREBY GIVEN that the MAYOR AND CITY COUNCIL OF THE CITY OF IDAHO FALLS will hold a public hearing in the Civic Auditorium, Idaho Falls, Idaho on the 23rd day of June, 1970, at the hour of 7:30 P.M. to consider the Urban Renewal Plan and project proposals of the Idaho Falls Community Redevelopment Commission of the City of Idaho Falls, for the redevelopment and rehabilitation of the Eagle Rock Development Project No. Idaho R-6, the boundaries of which are hereinafter described. It is proposed that the Idaho Falls Community Redevelopment Commission will undertake an urban renewal project pursuant to the Idaho Urban Renewal Law of 1965, with Federal financial assistance under Title I of the Housing Act of 1949 (Public Law 171 - Eighty-first Congress), as amended.

The general scope and objective of said project provides for the Idaho Falls Community Redevelopment Commission to acquire land in the project area by purchase or eminent domain; to demolish or remove buildings and improvements; to install, construct, or reconstruct streets, utilities, and other site improvements; to prepare such land for uses consistent with the Comprehensive Plan of the City of Idaho Falls; and to make the land available for development and redevelopment by private enterprise or public agencies as authorized by law.

The project area herein referred to is described as follows:

Beginning at the northwest corner of the intersection of Memorial Drive and West Broadway and running thence southeasterly along the north line of Broadway to the east line of Park Avenue; thence southwesterly along the east line of Park Avenue to the north line of Market Street; Thence southeasterly along the north line of Market Street to the west right-of-way line of the Union Pacific Railroad; Thence southwesterly along the said right-of-way line to the south line of Cliff Street extended; Thence northwesterly along the south line of Cliff Street to the intersection of the westerly lot line of Lot 21, Block 3, Original Township as extended; Thence northeasterly, along the said lot line and its extension, approximately 160 feet to the northwest corner of Lot 21, Block 3, Original Township; Thence southeasterly along the north lot line of Lot 21, Block 3, Original Township, to the intersection of the westerly lot line of Lot 25, Block 3, Original Township, as extended; thence northeasterly, along said lot line and its extension, approximately 120 feet to the south line of Eagle Rock Street extended;

Thence northwesterly along the south line of Eagle Rock Street extended to the Easterly Bank of the Snake River; Thence northerly along the Easterly bank of the Snake River to

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its intersection with the south line of Broadway; Thence northerly to the Point of Beginning.

All persons attending said hearing will be provided an opportunity to be heard in connection with said plan and project. Both written and oral communications will be considered. Following the hearing the Mayor and City Council may approve or disapprove said plan and project.

The Idaho Falls Community Redevelopment Commission has heretofore adopted a Relocation Plan for said Project No. Idaho R-6, and the same is on file in the office of the Idaho Falls Community Redevelopment Commission, 206 Salisbury Building, Idaho Falls, Idaho, and available for examination during regular business hours. Said Relocation Plan provides for the relocation of all persons to be displaced by the proposed Urban Renewal Plan and will be open for discussion at the hearing.

Interested persons may obtain additional information concerning said Plan and project at the office of the Idaho Falls Community Redevelopment Commission, 206 Salisbury Building, Idaho Falls, Idaho, or at the office of the City Clerk, City of Idaho Falls.

s/ Roy C. Barnes
CITY CLERK
City of Idaho Falls

Inasmuch as the Idaho State Code stipulates that "The Planning Commission shall submit its written recommendations with respect to the proposed urban renewal plan to the local governing body", the Mayor read this letter, directed to the Redevelopment Commission Executive Director, as follows:

I. F. PLANNING COMM.
Idaho Falls, Idaho
April 9, 1970

Mr. Eugene E. Carr
Executive Director
Community Redevelopment Commission
206 Salisbury Building
Idaho Falls, Idaho

RE: EAGLE ROCK REDEVELOPMENT PROJECT, IDAHO R-6

The Idaho Falls City Planning Commission at its Regular Meeting of April 7, 1970, reviewed the Urban Renewal Plan for the Eagle Rock Redevelopment Project and the accompanying zoning proposal.

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The Commission finds the Plan and the zoning proposals to be in general conformance with land use provisions of the Comprehensive Plan for Idaho Falls. The modification to the Comprehensive Plan proposed by the Urban Renewal Plan regarding the alignment of Capital Avenue - Memorial Drive Extension was found to be acceptable and a recommendation of the modification has been transmitted from this body to the City Council.

Minor modifications to the existing Zoning Ordinance, as it will apply to the Project Area, are noted and accepted, as is the proposal for timing of the zoning changes. The City Planning Commission will make necessary zoning changes as lands in the Project Area are acquired by the Community Redevelopment Commission.

Yours very truly,
s/ Keith C. Sundberg
Chairman

The Mayor then paid tribute to the Citizen's Advisory Committee for their dedicated efforts in assisting and guiding the Redevelopment Commission and the City Council. The Mayor then introduced Mr. John Smith, Chairman of the Community Redevelopment Commission, who, in turn, introduced Mr. Eugene Carr, Executive Director, who explained the proposed Urban Renewal Project. Mr. Carr, having served in this capacity here in Idaho Falls since January, 1969, presented a document entitled Part I of the Loan and Grant application which, he noted had been submitted to the Department of Housing and Urban Development (HUD) April 1, 1970. He invited any interested party to come to his office at any time to study it. Assisted by an illustrated architect's drawing, Carr then described the boundaries of the area to be affected by the proposed Urban Renewal Project as set forth in the foregoing notice of public hearing. The objectives of the plan were then submitted, as follows:

1. Elimination of blight and obsolescence.
2. Rehabilitation or removal of buildings which are below minimum building and housing codes.
3. Improvement of the environmental characteristics of the Eagle Rock area by providing for the separation of pedestrian and vehicular traffic; adequate off street parking, architectural harmony of the buildings and appropriate landscaping.
4. Relocation of land uses which are incompatible with the central business district.
5. Removal of impediments to effective land disposition.
6. Creation of incentives for the attraction of new private enterprise which will contribute to the stabilization and improvement of the area.

7. Strengthening of the tax base and the economic health of the entire community.
8. Recognition through the specific design proposals of the historic significance of the area.
9. Acquisition of land on the banks of the Snake River for public enjoyment of its scenic potential as well as its historic importance.

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These objectives can best be achieved, continued Carr, by certain specific land use designations, controlled by appropriate covenants. Even though the plan calls for the elimination of railroad spurs, it has been determined that the main line must remain. It is, therefore, recommended that the land use north of the main railroad track closely resemble the central business district. Also, north of said track along the River it is contemplated that the City would continue its river beautification program. It is proposed that the area south of the track be designated for general commercial and light manufacturing. The third land use would be a park development along the River to the City owned power plant and substation. Carr noted that there are certain land use regulations that must be adhered to pertaining to minimum parcel size, setbacks, landscaping of open spaces, off street parking requirements, off street loading, business signs, preservation of historical sites, building plans to be approved by the Commission. Redevelopers must complete their development within a reasonable time as determined by the Commission; they must agree that their acquisition of land is for the purpose of development and not for speculation; they may not dispose of land acquired without the consent of the Commission; there is to be no restriction of land ownership or use because of race, religion, creed or national origin.

Carr then introduced the subject of relocation. Practically all tenants within the area have been contacted to determine their needs in the event of relocation. Each tenant will be considered individually. Realtors may be used to assist in relocation. Those relocated will be reimbursed for moving expenses and direct property losses caused by said relocation with certain limitations. Moving expense reimbursement will be limited to a 100 mile distance. There are other minor benefits for those so relocated, too numerous to discuss in detail at this hearing, said Carr.

Carr then referred to the financing program. Costs for preparing this area for re-sale have been completed. These include building acquisition, demolition, public improvements, and the expenses of the Commission staff. The gross project cost is estimated at \$3,993,195.00. From that must be subtracted the proceeds from the sale of land, estimated at \$1,400,000.00. The difference represents the net project cost, three fourths by the City in the amount of approximately \$625,000.00. Carr explained that the City's share would be payable over the four year period for project completion. It would be expended for such facilities as parking and electrical improvements and monies would be forthcoming from operating budgets, eliminating the necessity for bond funding. Carr explained, further, that, added to HUD's share would be the relocation cost. The total Federal Capital Grant would, therefore, be \$2,246,603.00, formal application for which has been made and which amount is now being held in reserve, pending the outcome of all approvals as required by law. Carr noted that property appraisals were made locally; that existing structures within the project area have been made and is available to any interested party.

The Mayor then invited the presentation of all written statements and the following were submitted:

Downtown Imp. Assn.
June 23, 1970

The Honorable Mayor and City Council
City of Idaho Falls
Idaho Falls, Idaho 83401

JUNE 23, 1970

Dear Sirs:

I represent the Downtown Improvement Association of Idaho Falls as that organization's president, and wish to express our Association's endorsement of the Community Redevelopment Project for Idaho Falls.

The Downtown Improvement Association is comprised of property owners, business and professional people. The aim and purpose of the organization is the betterment and improvement of the City as a whole, with special attention to the central downtown area.

We believe that it is in the best interest of Idaho Falls that the central business district be maintained as a vital, aggressive and attractive area. Downtown Idaho Falls is the feature attraction for shopping and commercial trade by persons residing throughout Eastern Idaho. This business strength must be maintained and improved. This area is also the strongest single tax base for the City of Idaho Falls. Loss of value to these properties, and dissipation of this tax base resulting from scattering of businesses outside the City and to fringe areas within the City will result in an increased tax proportionally to all other property owners.

The redevelopment area is an integral part of downtown Idaho Falls. Our organization is in favor of the approval of the project.

We strongly urge, however, that the core area of downtown Idaho Falls, be improved before or coincidentally with the Community Redevelopment Project. The redevelopment area, if improved and refurbished only in that area, would not create the strong business and shopping center in downtown Idaho Falls so important to our community. To do the redevelopment area without a corresponding downtown improvement would be only half a job, incomplete and unsatisfactory.

To have a unified, complete, business and commercial center in downtown Idaho Falls, we think it is imperative that the improvements of the area north of Broadway be undertaken concurrently with or prior to that of the redevelopment area. The property owners in this improvement area have previously indicated their willingness to support such improvements through a Local Improvement District. It is necessary however, that the City participate as to expenditures relative to City property, intersections and lighting.

We therefore voice approval of the Community Redevelopment Project, but urge that the improvements in the central business district of Broadway be undertaken at least concurrently with, if prior thereto.

Sincerely yours,
s/ W. J. Anderson

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American Association of
University Women
March 22, 1970

The Honorable Mayor S. Eddie Pedersen
City of Idaho Falls
City Hall
Idaho Falls, Idaho

Dar Mayor Pedersen:

For the past year the American Association of University Women, Idaho Falls, Branch, has studied the subject of the Idaho Falls downtown revitalization and listened to many presentations. These presentations have involved both the Local Improvement District proposed by the Downtown Improvement Association and the Eagle Rock Redevelopment project that is under the direction of the Community Redevelopment Commission.

We fully support these efforts to revitalize the central business district of Idaho Falls and urge that these projects be undertaken at the earliest opportunity.

Sincerely yours,
s/ Mrs. Henry Rigby
President 1969-70

The League of Women
Voters of Idaho Falls
June 23, 1970

The League of Women Voters took as a local item in 1968 - urban redevelopment in Idaho Falls. After two years of intensive study, the League, composed of about 100 members, reached several conclusions about the need for redevelopment in our area. Among these, the League feels that urban renewal in the downtown area is necessary because of poor parking, traffic congestion, eroding tax base and the rundown condition of streets and buildings. In

the Eagle Rock area, we fully support the proposed urban renewal project, as it appears to be the only feasible method of redevelopment.

There is a demand for a regional shopping center in the Idaho Falls area. Unless the downtown improves itself so that it can become such a commercial center, competition will capture the demand and downtown will lose the vitality it has.

The City over the past several years has tried unsuccessfully to find an alternative to urban renewal, but private funds have been unavailable for the primary phases of leveling and

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relocating, and will probably be unavailable for the foreseeable future. The League of Women Voters therefore, feels that if anything is accomplished in this area, it will be done in partnership with the City and the Federal Government.

Under Urban Renewal plans, Government funds are only used for relocating businesses and residents and clearing the land. Private enterprise would then utilize the land for business purposes.

We urge that the City Council of Idaho Falls adopt the proposal of the Redevelopment Commission, act upon it immediately for the good of the community.

League of Women Voters
By: Nancy Hall

My name is Cliff Brady. I have a small business located on the Northgate Mile. Even though I am not a downtown merchant, my business is effected by the sound quality of the economy of the downtown stores. The Northgate Mile, First Street and Skyline Shopping areas all owe there existence to the downtown drawing power. What would the Northgate Mile be without the downtown area as a magnet to pull people along its route? Nobody but tourists would be using it as a means of getting to Yellowstone. Now, I am not against tourism but they do not support a business such as mine. The people on the way to and from downtown see my business and become aware of the goods and services I have and thus support it.

I believe the downtown redevelopment program in its entirety is sound and valid, but even more so it is essential to have a strong - viable - and attractive downtown to offer goods and services in a presentable manner. This will keep the economy strong and also attract new industries to our area. A small business such as mine can exist and grow in a climate such as this. If the downtown dies a lot of small businesses on the path of downtown will die also of customer starvation.

There has to be a nucleus of business. If Idaho Falls is to grow it will have to have a strong downtown as a nucleus of business. I would like to say also that beauty plays an important part in the redevelopment program. Paris is a beautiful City and those who have visited there proclaim its beauty. We have a setting for beauty right here in our City with our river shores and falls if we can begin now to rebuild our downtown area with some planning.

I am in favor of the redevelopment program because of the economic and emotional benefits that will be brought about by its completion. I have staked my future on it by being in business here.

s/ Cliff Brady
Home of the Brady Bunch

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Idaho Falls Off-Street
Parking, Inc.
June 24, 1970

Honorable Eddie Pedersen
308 "C" Street
Idaho Falls, Idaho

Dear Mayor Pedersen:

We of the Off-Street Parking Corporation have been keenly aware of the steady deterioration of certain areas in the business district of Idaho Falls.

We have been encouraged by recent interests of the merchant property owners, the Mayor and Council to cooperate in improving the old buildings, streets, sidewalks, traffic, parking and etc.

The need for bold, large scale action to improve the appearances of the downtown area is especially urgent in the portion of downtown south of Broadway, within the Eagle Rock Re-development Project.

This area was developed by the early pioneers to suit their needs back in 1900, 70 years ago. Now, it is time the buildings be torn down and new ones built in their place, re-design streets, provide ample parking, make it so attractive that customers will want to come to Idaho Falls to do their shopping.

It is very important now that we support the Redevelopment Commission in this needed improvement while there is needed finance available to assist in the redevelopment cost. It will not only improve the town but will add the needed tax income to City and County.

Gentlemen, the Off Street Parking Corporation urges your approval of the Eagle Rock Project and efforts to restore pride in our central business district.

The involvement of more people would assure the success of the timely and needed project.

Thank you!

Yours very truly,
Idaho Falls Off-Street
Parking Corporation
s/John Homer, Pres.

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Beautify Bonneville
June 22, 1970

Honorable Eddie Pedersen
Mayor of Idaho Falls
Idaho Falls, Idaho

Dear Mayor Pedersen:

This is to advise that Beautify Bonneville Council fully supports the Eagle Rock Redevelopment Project.

On two occasions during the past year the redevelopment project for the Eagle Rock area was presented to our Council, and we are familiar with the overall plan and its objectives. The project is the beginning of a major effort to improve the visual appearance and attractiveness of a part of the downtown area. We feel it will have widespread effects on the surrounding area. Hopefully, it will be forerunner for the eventual improvement and beautification of the rest of the downtown area. We believe that the City's investment would be more than repaid through increased taxes that would accrue. Also, increased civic pride would be a fringe benefit from this project.

Beautify Bonneville Council wholeheartedly endorses this project, and recommends that it be adopted.

The City, the Council, and the Chamber of Commerce are to be complimented for their interest and initiative in evaluating this project.

Sincerely yours,
s/ Ruth Thompson

President – Beautify
Bonneville Council
B/ Aaron Robinson

J. Allen Jensen
June 23, 1970

To the Honorable Mayor & Councilmen
City of Idaho Falls

I would speak tonight from the standpoint of one who would like to see an improvement in the Human Environment in our community.

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The Eagle Rock area is one of the oldest and one of the most run-down parts of Idaho Falls. At one time it was the heart of the City.

Changing circumstances saw a growth of the business section of the City to the north of the Eagle Rock area. With the passing of the years, decay, neglect and fashion caused this area to sink into ugliness and misuse.

Further passage of time has seen the northern part of the downtown area blossom and then slowly decay as businesses, under the pressures of the automobile and the need for parking space moved out into the shopping center which now surround the downtown area.

If we leave the core of our City to further decay we shall one day find that the City proper has moved out into the suburbs leaving behind a moldering mess of shabby buildings, and ugly, blighted streets. This process is already upon us. Within the past few years community leaders have recognized the need to look ahead and improve our town. A Comprehensive Planning Study was undertaken and developed which looks, five, ten, fifteen, twenty-five years into the future.

As I understand it, the proposed Eagle Rock Development is an outgrowth of the thinking that went into the Planning Study.

A great amount of thought and time has gone into the project under discussion tonight. No one claims that their proposals are without flaw or that they cannot be improved upon. But their proposals are a look into the future with some of the best means at their disposal, including common-sense.

We need to look ahead - to foresee where our past courses of action will lead us and if, reviewing the past course we can foresee a calamity coming to pass, we should take steps to alter our course.

And this is what this meeting is all about. The Eagle Rock proposal is one step----and only one step. Other plans will have to be developed and implemented if we are to renew and rebuild the downtown area of our City.

I think it is vital that this be done.

Personally, I feel, that if there are structures in the area of great historical value or of architectural worth, every effort should be made to preserve them through some means. Further, I think we cannot say we will have gained anything if the Eagle Rock renewal area becomes one big parking lot.

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We all have to make up our minds what kind of a town we want Idaho Falls to be. I, for one, want to see a healthy, beautiful, functional City, whose downtown area is the focal point for the cultural, social and business activities of the community.

Societies collapse when they have no vision of the future, and when the people do not care enough to make a determination of what their future shall be.

I sincerely hope that the Eagle Rock Development program will go forward and I urge the City Council to take such steps as are necessary to implement the planning that has been undertaken with respect to this part of the City.

s/ J. Allen Jensen

Greater Idaho Falls
Chamber of Commerce
June 23, 1970

The Honorable S. Eddie Pedersen, Mayor
City Council
City of Idaho Falls
Idaho Falls, Idaho

Gentlemen:

The membership of the Greater Idaho Falls Chamber of Commerce is made up of all types of businesses, both large and small, with some having businesses in the downtown section of Idaho Falls and others engaged in business in the various shopping areas located throughout the City. We also have as members, representatives of all professions, who, likewise, are located in both the downtown area and the suburban area of Idaho Falls.

Any community must have a healthy business core, which is normally housed in the original developed section of any community.

Idaho Falls, which is a shopping area for some 200,000 people, has historically enjoyed a healthy downtown business complex. Like all communities in the west which had their beginning in the early part of this century, deterioration of the business area has taken place. To continue to service and attract the growing population that has made Idaho Falls its shopping center necessitates a revitalization of our downtown area.

All members of this community have a stake in this redevelopment project and are sure to benefit by its completion.

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This is a wonderful community, blessed with a strong agricultural base, the gateway to some of the greatest winter and summer recreational areas that we have in our nation, and bolstered by an excess of 5,000 of its citizens having employment at the National Reactor Testing Station and its facilities. A continued strong and successful business section creates and maintains employment for our citizens, who contribute their share of the tax base.

We cannot afford to bypass any opportunity that will continue the healthy business climate that we enjoy in this community. We in the west have only limited avenues where we can participate in the return of federal tax dollars. This project will be one of the avenues where we can participate in the return of federal tax dollars and where the community can join in bringing about a revitalized bighted area.

The Board of Directors of the Greater Idaho Falls Chamber of Commerce unanimously agree that the decision we must make is unmistakably clear. As our dynamic future unfolds, we cannot afford to make the wrong decision. We must support this project as it has been presented.

Sincerely,
s/ Luther B. Squires
President

This project will be a great hardship and injustice to me because there just isn't another similar place suitably located for me to move into.

s/ Francis W. Sima

The Mayor then asked the City Clerk to present and read aloud all written statements from those not able to be present, as follows:

Citizens Advisory Comm.
Idaho Falls, Idaho
June 9, 1970

Mayor S. Eddie Pedersen and City Council
City Hall, City of Idaho Falls
Idaho Falls, Idaho

Dear Mayor Pedersen and Councilmembers:

The Citizens Advisory Committee was organized by the City Council for the purpose of providing for the Community Redevelopment Commission a means of hearing the attitudes and opinions of citizens of Idaho Falls toward the planning of the Eagle Rock Redevelopment Project.

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The Committee is composed of residents of Idaho Falls chosen for their demonstrated involvement in the life of their community and because they represent the various segments and conflicting values that comprise any dynamic American City.

The Citizens Advisory Committee has met each month since the establishment of the staff of the Redevelopment Commission in February of last year. Many aspects of the planning for the Eagle Rock area have been presented and openly discussed at each meeting. We can attest to the fact that the planning for this project has been conducted locally and that it reflects, to the greatest possible extent, the value and needs of our citizens.

The Committee has sponsored two special panel discussions with area residents in order to broaden even more the exposure to citizens attitudes regarding downtown redevelopment. The first of these was with a cross-section of housewives and the other with representatives of youth from each of the local high schools.

As a result of these discussions, and its own investigations, the Committee is impressed with the apparent feeling of need and urgency among the citizens of this community for a general upgrading and improvement of the heart of our City.

During the period of time that it has followed the progress of the Eagle Rock Urban Renewal Plan, the Committee has noted the thought and consideration that has been devoted to understanding the economic feasibility for this project and its relationship to the needs and capabilities of the City of Idaho Falls.

The Citizens Advisory Committee feels that the time is none too soon for this community to take the bold action suggested by this Plan, to stop the steady decline of our downtown area, to build the tax base of our community, to restore pride and vitality to the center of our City. It is time for this City to begin to measure up to its great potential.

The Plan that has been prepared by the Redevelopment Commission provides the guidelines for and attractive and rational redevelopment but with the flexibility that will allow businesses that are to move into the area to exercise their own creative initiative in the best tradition of the American free enterprise system.

We believe that the planning concepts as proposed will be compatible with the planning objectives of our community and that the Eagle Rock area, the birthplace of our City, will once again reflect the values and vitality of the people of Idaho Falls such as would likely never happen should this area be allowed to continue in its present condition.

The Committee has reviewed the Plan for the relocation of the occupants of the project area. We feel that this very important aspect of the project can be conducted in a manner that will be fair and reasonable to all those involved.

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The Committee feels that the much needed and long overdue revitalization of our downtown area will depend to a considerable extent upon the success of this first step. The financial commitment necessary to meet this need may seem out of proportion to many, but we must seriously consider the consequences that will be felt by us all if this project is not undertaken.

The Idaho Falls Citizens Advisory Committee sincerely recommends that the Eagle Rock Redevelopment Project be approved and that the City of Idaho Falls move with conviction into what could become the most significant period of its history.

Very sincerely yours,
CITIZENS ADVISORY
COMMITTEE

s/ Joe Marker
s/ Rev. Jack Viggars
s/ Mrs. Fred Ochi
s/ Dr. Dauchy Migel
s/ R. G. Green
s/ Phyllis M. Smith
s/ Reed B. Cook
s/ Ida T. Holden
s/ Joe Lyon

s/ Karl G. Page
s/ Arthur Mahood
s/ Keith Douglass

The Bank of Commerce
Richard N. Adams
June 23, 1970

Mayor S. Eddie Pedersen and Councilmembers
Idaho Falls, Idaho

Gentlemen:

I was born and raised in Rigby, Idaho and have lived in the Upper Snake River Valley all my life. For as long as I can remember, downtown Idaho Falls has been a shopping center hub and is the place that many out of town people from the small surrounding communities come to shop. It seems to me there is no other way but the Urban Renewal Program to preserve our downtown Idaho Falls in order to keep the many thousands of out of town shoppers coming to our City. Beautification, adequate parking, remodeling and new buildings will certainly help the situation.

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I would recommend the adoption of the Urban Renewal Program for our downtown Idaho Falls.

Very sincerely,
s/Richard N. Adams-Pres.
Bank of Commerce

Bank of Idaho
June 23, 1970

Mayor S. Eddie Pedersen & City Councilmembers
Idaho Falls, Idaho

Your Honor and Members of the City Council, your approval of the Idaho Falls Development Program is urgently requested. This plan and program for the revitalization of the downtown area of Idaho Falls should be implemented by action as soon as possible.

Every day that goes by and further delay means a retardation in revenue to all levels of local district and to the general economy of the area.

Idaho Falls must provide and maintain improved business and cultural facilities. If we delay we will face further compounding of existing problems in traffic congestion, devaluation of land values, and escalation of the costs which will ultimately be required to bring about vitality needed improvements.

There can be no doubt that the research accomplished, which points up the need for more productive land use in the downtown area is sufficient and valid.

The means of financing redevelopment provided for in this program is valid, and has been demonstrated to be sound in practice in other cities.

Because development in adequate proportions has been so long in coming, and because this City must be ready for the continued growth, the need for prompt action is critical.

Your approval in launching this program will be a most significant step in the future development and progress of Idaho Falls.

Very sincerely yours,
s/ Ray F. Archibald
Vice President & Manager
Bank of Idaho

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Idaho First National Bank
June 23, 1970

Mayor Eddie Pedersen and Councilmembers

RE: IDAHO FALLS REDEVELOPMENT PROGRAM

Transportation and convenience has changed the shopping habits of the American public the nation over, and Idaho Falls is no exception. The development of trade areas and outlying shopping centers is an outgrowth of these changing habits and are wholly acceptable and understandable.

The preservation of a hard core downtown area is extremely important as a base, and as an anchor for this development of the entire area. We just can't wind up with places to park an automobile downtown because unless we have businesses we won't need the parking.

Downtown Idaho Falls has recently seen new buildings and for some time now considerable remodeling has been done and is being done which adds to the appearance of the downtown

area. It is also noticeable that new businesses are coming into Idaho Falls, and even we are in the process of planning a multi-storied building in the very near future.

I would hope that along with the proposed redevelopment area that the City would suggest that financing be utilized that would benefit existing businesses wishing to continue to locate in the same area as well as other concerns that will undoubtedly want to locate there also.

I have studied the proposed plan of redevelopment and strongly recommend its adoption.

Yours very truly,
s/ Donald J. MacKay
Vice President
Idaho First National Bank

First Security Bank of Id.
June 23, 1970

Mayor S. Eddie Pedersen and
City Councilmembers
Idaho Falls, Idaho

Gentlemen:

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We understand that there is to be a public hearing on Tuesday evening, June 23, regarding the adoption of the Idaho Falls Redevelopment Project. It will be impossible for me to be in attendance, but I would like to express my support and the bank's support of this project.

We understand that this phase of the development is in connection with the property south of Broadway and if any area of the City needs rejuvenating, this is certainly the area. However, I would like to mention that in our opinion it would be wise to give the area north of Broadway some consideration since the curbs and gutters and sidewalks certainly need work in order to make the area more presentable and more attractive. As you well know, this is the area where people coming in to Idaho Falls, whether they be prospective residents or whether they be tourists merely traveling through, receive their first impression of our City.

However, there must be a starting place, and we certainly would like to add our support and cooperation in anything that is done. We would like to see something started as soon as possible as we feel that Idaho Falls has a great future in this valley and we are certainly optimistic about its future growth.

Again we would like you to understand that we want to cooperate and if there is anything we can do, we would appreciate your letting us know what help we can render.

Very truly yours,
s/ V. C. Nelson
Vice Pres. and Manager

J.C. Penney Co., Inc.
June 19, 1970

Mayor Eddie Pedersen
Idaho Falls Redevelopment Commission
City of Idaho Falls
Idaho Falls, Idaho

Dear Mayor Pedersen:

The pictures that are proposed for the redevelopment of the Eagle Rock section of the south of Broadway and west of the Yellowstone Highway show some of the soundest thinking I have ever seen in a City the size of Idaho Falls. This is an area that contributes nothing to anyone who might pass thru our City, or stay here for a few evenings. The buildings for the most part south of Broadway could actually deter someone from looking any further into many fine things in Idaho Falls.

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This development should be pushed as rapidly as possible because it does three things that would be healthy.

1. The problem we have with Indians would be alleviated to a great extent saving the City considerable expense.
2. It would eliminate a rather severe fire problem, which could cause some loss of life.
3. It would bring back on the main tax rolls, some property that today has very little value, plus strengthening the main core area of our City which is in need of strength.

It is very difficult to have a real thriving community without a strong main core, and it should be located in the downtown area where our City and County buildings are located. With the

new concept the people of Idaho Falls, will be much more proud of their community, and the parking problems, which is not good, can be solved.

Many cities of this size do not take the positive action, before it is too late, and then it becomes almost impossible to correct a bad situation.

Sincerely,
s/ R. J. Svendsen
Manager

You have an excellent community, don't let this opportunity get away.

Rogers Brothers Company
June 9, 1970

The Honorable S. Eddie Pedersen
Mayor of Idaho Falls
and Idaho Falls City Council
City Hall
Idaho Falls, Idaho

Gentlemen:

In behalf of the Rogers Brothers Company I am writing in support of the Idaho Falls Redevelopment Commission's efforts to improve our central business district through the Eagle Rock Development Project. Although we as a company are not directly involved, we

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would like to commend the Commission for its thinking and planning and offer any support our organization can bring to bear.

As a group of citizens, we are interested in any and all projects which will enhance the general appearance of our community and serve to attract business and commerce to our City.

Sincerely yours,
s/ John T. Orr
Manager, Public Relations

Simplot Soil Builders
P.O. Box 937
June 10, 1970

Mayor S. Eddie Pedersen
City of Idaho Falls
P.O. Box 220
Idaho Falls, Idaho

Dear Mayor Pedersen:

We wish to go on record, advising you and the Idaho Falls Redevelopment Commission, that we are very much in favor of improving the developing of the downtown area of Idaho Falls.

In this connection we favor and support the proposed Eagle Rock Development Project. We understand a hearing on this project is scheduled for June 23. We will attend this if possible, if not, you may use this letter as evidence of our support.

Idaho Falls is fortunate to have a beautiful river running through its center. This river and falls is the envy of many cities and we certainly should use it to advantage and build our City around it as was planned by the pioneers who located on its bank.

Let do everything possible to utilize this natural heritage in developing and improving our City.

Very truly yours,
s/ Jack Wursten
Simplot Soil Builders
District Manager

Sears, Roebuck & Co.
June 23, 1970

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To the Mayor and City Council:

I am writing this letter in support of the Eagle Rock Urban Redevelopment project.

As you know I am the manager of a large store in one of the outlying shopping centers. Our firm enjoys a good business because Idaho Falls is the trade center for many people in Eastern Idaho and Western Wyoming.

We are vitally interested in preserving this advantage. We are interested in improvements any place in Idaho Falls that will elevate and improve the attractiveness of the City.

There are numerous benefits to be gained in community pride by the renovation of the obsolete Eagle Rock area.

We need the construction that will result from the raising, relocation, and re-building of the project.

I feel the project should be endorsed and implemented at the earliest possible date.

Sincerely,
s/ Robert E. Bertuzzi
Manager, Sears-Roebuck

Earlier, during this hearing, cards had been passed out with instruction that all of those in the audience wishing to be heard, pro & con, either with statements or questions, sign the cards and return them to the Mayor. Several were returned, some signed, others unsigned. The Mayor now opened this portion of the hearing by calling on Mr. R. S. McPherson, 657 Holbrook Drive. Mr. McPherson appeared before the Council to register concern that, by virtue of having accepted a Federal Grant, this entire community might become subject to the dictates of a Federal Commission similar to the Bureau of Indian Affairs. Even though McPherson acknowledged statements having been made this night to the effect that the Redevelopment Commission would have no authority over properties outside the project area and that any land use controls, zoning changes or rehabilitation standards adopted by the Commission would apply only to properties within the project area, he said he was still concerned, inasmuch as he had previously been given to understand that a Federal Government Agency would, upon initiation of any redevelopment program within the City, have jurisdiction over the entire City plus an area five miles beyond the City limits. At the invitation of the Mayor, City Attorney Arthur Smith explained that the area of operation of the Community Redevelopment Commission is co-terminus with the boundaries of the City. Smith said the City has very limited jurisdiction outside its boundaries and these are limited to such functions as health, public utilities and platting. Therefore, concluded Smith, the City nor the Commission nor the Federal Government, in his opinion, would have any authority on the subject matter in question outside the City limits. Mr. Carr supplemented Smith's comments by explaining that an urban

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renewal agency is controlled and regulated by State, rather than Federal law and that the only part the Federal agency plays is that of rendering financial assistance and auditing the books.

The Mayor read a question from a unsigned card: "Since appraisal, has increased cost been taken into consideration?" Carr answered by saying that the first appraisal was made simply for purposes of providing estimates for a budget and that, before any property is acquired, a second appraisal would be made by a different appraiser.

Mr. Eldon Wirt, 215 Pine Street, submitted this request. "Explain the total cost of relocating the railroad tracks and the warehouses in Eagle Rock area." Carr prefaced his answer by saying he assumed Mr. Wirt understood that the main track would not be moved and so he assumed, further, that the query was related only to removal of the spur tracks which, he said, would be accomplished by the railroad company. Mr. Wirt, being a retired railroad employee, said he questioned that the railroad company would or could do this, even for the total amount previously quoted as total project

cost. Carr explained, further, that the buildings adjacent to the railroad spurs were not a factor, inasmuch as they were not owned by the railroad and that all land owned by the railroad would be purchased by the Commission at a fair market value.

The Mayor then read another question from an unsigned card: "Will this raise our taxes and, if so, to what extent?" Carr, again was called upon to answer. He said no increases for taxes is expected. He drew attention to his earlier comments, that the City's share of the project cost would be forthcoming from operational budgets. He said it is hoped instead, that over-all tax revenue would increase, due to the area improvements and it is anticipated that this might be as much as 300%, within the area.

This question was forthcoming from Mr. A. W. Naegle, local realtor: "What is the time schedule from start to finish?" Carr explained that, assuming the project is approved, Part III of the Loan and Grant application must be prepared, giving evidence of this hearing and reflecting any changes not heretofore recommended and this will take about two months, after which the Commission would enter into a loan and grant contract with HUD. Then, Carr said, "We would be in business". Project completion date, after that time, is 48 months.

Another unsigned card was submitted with this question: "On the basis of a 30 year development plan, would the tax base change be withheld until the development is completed? 30 years is a long time to wait for tax relief." Carr continued to the effect that there is obviously a misunderstanding here. The thirty years, previously mentioned, applies only to land use controls within the project area.

Mr. Jim Hill, 1695 Riviera Drive, appeared before the Council with several questions:
(ANSWERED BY CARR)

Q. Will the people of Idaho Falls have an opportunity to vote on the project?

A. No

Q. The Commission has the power of eminent domain. What is the shown cooperation by those owning businesses within the project area and will the power of eminent domain have to be used?

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A. The power is there but it would only be used if there is disagreement as to the purchase price. In that event, it might be necessary to resort to the courts for a decision. Most of those businessmen contacted have been very cooperative and agreeable.

Q. This is not so much a question as a recommendation. We've seen certain areas throughout the nation crumble. Above all else, as this project proceeds, the historic significance of the area must be preserved. This is a great attribute to the City and could even help the local economy if handled right.

Q. How many land sales, once cleared, can there be assured in a relatively quick period of time? This question is prompted by other areas in large cities which have fallen victim to urban renewal and have become nothing more than waste land.

- A. Every effort will be made, before any land is cleared, to obtain a commitment from a potential redeveloper. Public improvements should provide sufficient incentive to make for a desirable location.

Another question from an unsigned card followed: "Why not acquire all railroad property within the proposed boundaries?" Carr noted this would be desirable. However, the railroad company has indicated that the main track must remain as a means of serving customers outside the area, across the river. The labor union would object to these customers being served from the north, inasmuch as this would be out of their yard limits. Moreover, Civil Defense requires that there be a railroad bridge in the general area of its present location. Therefore, the only alternative would be for the Commission to relocate the track and the bridge at another location. The cost would not be economically feasible and would be financially prohibitive. By negotiation, the railroad company has agreed to a 25-foot right-of-way, vs. a 40-foot normal standard. This would be landscaped and screened.

Mr. Jim Kechajias, 481 Broadway, appeared before the Council. He testified that he had lived within the City of Idaho Falls seven years and was proud to be a local citizen. He said this project should serve to spirit and wake up the people of the City and that it should proceed immediately as tomorrow may be too late.

Mrs. Robert A. Cushman, 431 9th Street, then appeared before the Council. She said she had lived in the area 11 years and she loved it here. There must be progress. The downtown area is obviously blighted. A local improvement district should correct this situation within the central business district. However, she said she was apprehensive that there is sufficient private money interested and available to accomplish that which has been proposed for redevelopment of the Eagle Rock area, although the plan, as proposed, would appear the only feasible solution.

Next to appear before the Council was Mr. Jack B. Ellsworth, co-owner of Ellsworth Brothers, Inc., 490 Northgate Mile. Even as a businessman outside the central business district, it is disheartening to see the downtown area go downhill, said Ellsworth. He noted that urban redevelopment is being recognized all over the United States and Idaho Falls should participate in it as soon as possible. Federal dollars are our tax dollars and if we don't get them, some other community will. Ellsworth commended the City on its progress so far and urged official acceptance of the urban renewal plan as proposed.

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Mr. C. R. Miller, 700 East Elva, then appeared before the Council to say that, in his opinion, cleaning up the area in question would be money well spent. He said that City participation is a good thing. Unless we help pay for a project of this nature, at least in part, we are prone not to appreciate it. The Mayor thanked Mr. Miller for his comments and also commended him for the manner in which he had voluntarily, and with his own funds, improved the street, sidewalk, curb, gutter and landscaping across the street from where his apartment house is located at the above address.

Mr. Bud Nielsen representing the Idaho Falls Realtors, appeared before the Council to say that his group supports the Urban Renewal Plan.

Mr. Harold L. Christensen, 1054 Jefferson Avenue, appeared before the Council. He said he detected enthusiasm for the proposed urban renewal program and that he is proud of all the work expended to date by so many dedicated parties. He said the members of the Citizen's Advisory Committee, of which he is a member, are no exception. He testified that Mr. Carr had been very patient with him, inasmuch as he had at all times been steadfastly on the other side of the fence. He then quoted a resolution passed by the Young Republicans in Chicago, July 11, 1969; "Whereas, urban renewal programs sponsored by the Federal Government have resulted in the dislocation from their homes of many low income families and where it is wrong in principle to condemn one man's property for resale to another private property, now therefore, be it resolved that the Young Republicans National Federation is in favor of an end to Federal urban renewal programs and in favor of greater reliance on private enterprise as the real generator of urban progress."

Christensen then quoted from Andrew Jackson's farewell address, as follows: "The Constitution cannot be maintained nor the union preserved in opposition to public feeling by the mere exertion of the coercive powers conveyed to the General Government. The foundation must be laid in the affections of the people and the security it gives to life, liberty, character and property in every quarter of the country. All measures calculated to disturb their rights of property or to put in jeopardy their peace and interest tranquility are in direct opposition to the spirit in which the union was formed and must endanger its safety. Motives of philanthropy may be assigned for this unwarrantable interference and weak men may persuade themselves for a moment that they are laboring the cause of humanity and asserting the rights of the human race, but everyone, upon sober reflection, will see that nothing but mischief can come from these improper assaults upon the feelings and rights of others. Rest assured that the men found busy in this work of discord are not worthy of your confidence and deserve your strongest reprobation." From these quotations, continued Christensen, it would appear unwise to enter into an urban renewal program in our own interests or at least the interest of our children, and if we do so proceed, we may see the time when we regret it.

Mr. McPherson reappeared before the Council to ask where private enterprise has failed in the improper and inadequate maintenance of the area in question. Carr replied by saying that, to a certain degree, we all share in that responsibility. Society has passively accepted its slow deterioration and obsolescence. Carr observed that, just within this generation, the pace of living has more drastically changed than at any other time in history and cities haven't been able to keep abreast. There are absentee landlords in that area not particularly interested in this City's appearance. One half the land area is owned by the railroad company which has not indicated a redevelopment interest in this particular area. There are many more reasons why the area in question

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has not and cannot generate its own redevelopment as is still possible north of Broadway where there is still landowner vitality. Carr pointed out that his findings reveal that there was concern on this problem as long ago as 1949 by creation of the urban renewal program, and State and local governments have not had, until recently, the capability to accomplish urban renewal programs. In the past, any investment made by an individual property owner to substantially improve his property would have been lost. There was no assurance that others would have followed his example. The proposed program is not being forced into this community. The funds are simply

being made available and it is the opinion of the community whether they will or will not be used for this purpose.

Mr. Oliver Halford, 1180 Merritt Drive, appeared before the Council. He said that, in his opinion, leadership is the key and that is the purpose of this hearing this night, to try and accomplish that which should have been accomplished many years ago with local money. Had this been the case, the property in question would, today, be more valuable and, throughout past years, would have been bringing in more through tax revenue and so, in effect, had this been the case, the improvement would have paid for itself. Now, it is still a matter of leadership to get this project successfully completed and without said leadership this or some other section of the City will be just as deteriorated within four or five years.

Halford continued by saying that, in his opinion, it is not too late to rehabilitate the area in question with local funds. Improvement, just for the sake of improvement, without leadership, is to no avail. Even minor improvements or repairs such as curbs, gutters or water lines, without leadership, is money wasted. The Eagle Rock project could have been planned and designed with high school students without cost.

Mr. Charles Steward, 245 E. 14th Street, owner of property within the Eagle Rock area, appeared before the Council. He drew attention to an area designed for urban renewal in Aberdeen, Washington, but which is still in weeds. It has been off the tax roll ever since the urban renewal program was accepted. This could happen in Idaho Falls, said Stewart. Under urban renewal, interest charges have a way of mounting during the various stages of redevelopment. Stewart asked what would happen if, after 48 months, there is no interest shown by a redeveloper. Carr explained that, under those circumstances, the property would not be acquired. Stewart then asked if this wouldn't result in a rather spotty development. Carr explained, further, that this would be on a block basis, rather than by lot, at the discretion of the Commission.

Mr. Karl Page, 945 7th Street, appeared before the Council as an Idaho Falls businessman. He said he had no qualms at being at the "public trough" if for the purpose of improving the local environment, especially when those public funds are made available at the local level. Page recognized that there have been many failures or at least dismal results in urban renewal projects throughout the country, but there have also been successful ones. The difference lies in the administration. Page said he had complete confidence in our local administrators and gave his endorsement to the program.

Mr. Dale Hoskins, 1280 Washburn, appeared before the Council, representing, in his words, a very important organization with five members, his wife, his three children, and himself. Hoskins said that, in his opinion, the most important facet of this project is one of clearance to first eliminate the blight and that we should then take our chances on satisfactory redevelopment. He said his

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feelings are prompted by blight areas in other cities which have not enjoyed urban renewal and he would not, under any circumstances, want his children to live in such slum surroundings.

Mr. Joe Call, 480 West Sunnyside Road, owner of property on the south side of Broadway just east of the Broadway Bridge, appeared before the Council. Call noted a question posed earlier in this hearing as to why the Eagle Rock area had failed. Call said that, in his opinion, it just doesn't lend itself to growth. The railroad track and spurs are a contributing factor. Call said his property is so

located that there is inadequate parking and there is no chance or way of expansion, therefore he registered his approval of the planned project.

Mr. Ray Johnson, member of the Redevelopment Commission, commented to the effect that relocation of residents in this particular project is minimized because of the fact that there are virtually no residents within the area and the few that are will benefit by said relocation. It is not the intention of the Commission, continued Johnson, to hurt anyone, financially, or otherwise, by relocation.

In the absence of further comment, the Mayor assured all present that the City Council would seriously weigh all evidence and make every effort to render a satisfactory decision. The Mayor complimented those present for their formal decorum, their lack of emotionalism and their cooperative attitude. He then invited response from any member of the City Council. It was moved by Councilman Parish, seconded by Freeman, that the entire proceedings of this hearing be taken under advisement. Roll call as follows: Ayes, 6; No, none; carried.

The Mayor then declared this public hearing concluded and adjourned.

ATTEST: s/ Roy C. Barnes
CITY CLERK

s/ S. Eddie Pedersen
MAYOR
