Pocatello Downtown Development Plan: A Vision for the Twenty-First Century

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POCATELLO DOWNTOWN DEVELOPMENT PLAN: A VISION FOR THE TWENTY-FIRST CENTURY

by

James L. Anglesey

A Plan B Project submitted in partial fulfillment of the requirements for the degree of

MASTER OF LANDSCAPE ARCHITECTURE

in

Landscape Architecture and Environmental Planning

Approved:

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UTAH STATE UNIVERSITY
Logan, Utah 2022
ABSTRACT

Pocatello Downtown Development Plan: A Vision for the Twenty-first Century

by

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Utah State University, 2022

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Department: Landscape Architecture and Environmental Planning

Downtown Pocatello is the beating heart of the city and serves as the community's epicenter of civic and cultural life. It encompasses Pocatello's unique heritage and will play a vital role in Pocatello's success in the future. Downtown's physical location between world-class recreational opportunities and a research-based university provides key metrics for creating a successful downtown. This thesis establishes the foundational premise for downtown success and sets forth a vision for Pocatello to reinforce, connect, and intensify its greatest community assets through a series of urban design and redevelopment solutions and recommendations. A literature review focused on the theoretical underpinnings of the Plan is provided to support its vision. The featured case study briefs highlight other communities that have leveraged similar assets for downtown development success. The Plan, its vision, process, and unfolding implementation has, at its heart, a call for community action, equitable collaboration, urban
planning and design solutions, and policy strategies to help heal the built and natural environments. These solutions seek to create a more resilient and productive Pocatello community, centered and grounded in its urban core. These solutions and recommendations identified in the Plan will foster renewed interest in Downtown Pocatello and lead to enhancements that will ultimately provide greater economic, social, environmental, and cultural value.

(25 pages)
To Sara for your longsuffering during all my years of attaining an education.

To Stephen Goldsmith for helping me learn how to love my hometown.

To Todd Johnson for your mentorship, guidance and unlocking for me, time proven principles that create community success.
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**APPENDIX**

THE DOWNTOWN DEVELOPMENT PLAN
INTRODUCTION

Pocatello is a vibrant community of approximately 57,000 citizens nestled in a small valley on the southeastern edge of the Snake River Plain. What began as a small railroad junction has grown to become Idaho's sixth largest city. Many notable forces have shaped Pocatello's landscape and culture to become what we know today; prehistoric flooding, indigenous peoples, mountain men, gold prospectors, pioneers, railroad industries, world war, and continuing urban/suburban development have all played a vital role in the creation of our current city.

Foundation & Value

Downtown Pocatello (Downtown) is the beating heart of the city and serves as the community's historic epicenter of civic and cultural life. It encompasses Pocatello's unique heritage and will play a vital role in Pocatello's success in the future. The Pocatello Downtown Development Plan (The Plan) is based off of the foundational premise that downtown development occurs in a knowledge economy when a community’s greatest assets are identified, reinforced, linked together, and intensified within and in close proximity to the downtown core. The formation of the foundational premise is explained further in the “Literature Review, Research & Case Studies” section of this document (p. 5). Downtown's physical location (Historic Civic) between world-class recreational opportunities (Nature) and a research-based university (Knowledge) and their connections provide key metrics for creating a successful downtown. Nature, historic civic, and knowledge comprise the three greatest assets in Pocatello, and their intentional connection will create the highest social,
economic, and environmental value in the community (The Value Proposition).

The Pocatello Downtown Development Plan provides a guiding vision and implementation strategies aimed at achieving the value proposition. This vision helps guide development and future investment through the recommendation and implementation of urban design solutions as well as catalytic projects and policies. As a living document, this plan is designed in a way that is meant to be built upon and added to as opportunities and the realities of unforeseen setbacks present themselves. While the foundational premise and value proposition of the Plan serve as a solid underpinning, the components and details of the vision will evolve as ongoing public engagement, investments, and community support occur. The Plan is meant to serve as a companion to the Portneuf River Vision and Utah State University's 2018 urban design study entitled "The City of Pocatello and the Portneuf River." Altogether, these resources provide a compendium of revitalization strategies for both the natural and urban ecological systems present in Pocatello. The implementation of these strategies is key to improving the quality of life in Pocatello, which includes greater environmental quality, economic success, social opportunities, and an enhanced sense of place. Through the active use and implementation of these guiding documents, the assets and identity of Pocatello will be enhanced in meaningful, effective, and responsible ways.

Methodology

The Plan is the result of collaboration between Historic Downtown Pocatello, Inc. (HDP), Utah State University (USU), and the City of Pocatello (the City). Collaborators also included a group of Downtown stakeholders, community and business leaders, elected officials, and other members of the public with a passion and
interest in Downtown success. The Plan reflects the recommendations, suggestions, and contributions of those involved in the process. The Plan’s process began in the summer of 2018. As studies regarding the Portneuf River Vision in coordination with the City and USU were recently completed, it was the desire of HDP to build off that momentum with a renewed vision for Downtown. This vision, while focused on downtown development, sought to incorporate the strategies and concepts of the River Vision and USU’s 2018 study. The purpose of the River Vision is to “restore the Portneuf River corridor in order to revitalize environmental, recreational, and economic opportunities while increasing community pride, connectivity, and quality of life.” (Pocatello, 2015, Portneuf River Vision, p. 1). The purpose of the USU study is to expand on the River Vision by creating meaningful connections between the community and its greatest natural resource, the Portneuf River. The study discusses at length the need to connect three “energy centers” which include Downtown Pocatello, Idaho State University (ISU), and the Portneuf River (Utah State University, 2018).

This concept of connecting these “energy centers” led to the creation of the value proposition as previously identified (p. 2).

Once this value proposition was created and Pocatello’s assets identified, it became critical to physically identify the areas that encapsulate these assets. Through the River Vision and the USU study, the location of Pocatello’s greatest natural assets was identified as the extent of the Portneuf River and its associated tributaries and trail systems. Pocatello’s greatest knowledge asset, ISU, was identified as the extent of the institution’s campus. Pocatello’s greatest historic civic asset was identified as Downtown; however, the bounds which make up Downtown
were not yet defined. This lack of definition is acknowledged in Pocatello’s 2015 Comprehensive Plan. The Comprehensive Plan establishes the goal to “define ‘Downtown Pocatello’ and incorporate specific improvements that will enhance the aesthetic appearance and further define Pocatello’s unique identity” (Pocatello, 2015, Comprehensive Plan, p. 152). To successfully identify the extents of the Downtown area, collaborators walked the area between the Portneuf River and ISU’s campus. In order to connect Pocatello’s greatest assets, it was determined that the defined Downtown area would extend from the Portneuf River to the west and ISU’s campus to the east.

As collaborators walked the area, it was also determined that while the nearly one-mile stretch was considered Downtown, it was clear that the area was comprised of various differences in character, form, and feel. These differences were utilized to create separate and distinct downtown districts to help formalize the organization of the Downtown area. To reinforce these districts, nodes, or “energy centers,” were identified for each district. This method of organization (meaning, the creation of a downtown area and the formation of districts and nodes) reinforced the value proposition where the districts and their associated nodes created intentional connection between Pocatello’s greatest assets. The vision, elements, and projects within these downtown districts and nodes and the supporting goals and strategies were identified, culminating into what became the Plan.

Once the Plan was drafted, the City’s Planning staff and HDP approached the City Council to gather the Council’s feedback regarding the Plan. Subsequently, the Plan was released to the community for public comment and went through the adoption process with the approval of the Planning & Zoning Commission and the City Council. The
Plan was adopted by the City Council as an official City plan on March 17, 2022.

LITERATURE REVIEW, RESEARCH & CASE STUDIES

The Plan is supported by extensive research, literature and case studies. The following sections provide a review of supporting information for the Plan, its vision, goals, strategies and recommendations.

The Foundational Premise

The Foundational Premise (the Premise) initially presented on page one (1) and reiterated here provides the theoretical underpinning of this Thesis and Plan. This section provides further clarity and meaning for the Premise to demonstrate its validity, not only for the success of Downtown Pocatello, but for other communities that seek to revitalize their city center.

Knowledge Economy

The Premise begins with the idea that “Downtown development occurs in a knowledge economy.” The knowledge economy is defined as “production and services based on knowledge-intensive activities that contribute to an accelerated pace of technological and scientific advance as well as equally rapid obsolescence” (Powell & Snellman, 2004, p. 201). Further, “The key components of a knowledge economy include a greater reliance on intellectual capabilities than on physical inputs or natural resources, combined with efforts to integrate improvements in every stage of the production process” (Powell & Snellman, 2004, p. 201). The Premise’s assumption is that the current and future economic forces in today’s society are driven by “knowledge-intensive activities” (Yigitcanlar, 2007, p. 2), and in order
“to compete nationally and internationally, cities need knowledge infrastructures (e.g. universities, research and development institutes); a concentration of well-educated people; technological, mainly electronic, infrastructure; and connections to the global economy (e.g. international companies and finance institutions for trade and investment). Moreover, knowledge cities must not only possess the people and things necessary for the production of knowledge, but, as importantly, function as breeding grounds for talent and innovation” (Yigitcanlar, 2007, p. 2).

Pocatello has the potential to compete with other cities in the knowledge economy by utilizing ISU as its “knowledge infrastructure” and focusing redevelopment initiatives to attract and retain individuals and organizations that contribute to this economic force.

**Community Assets**

The Premise further states that downtown development occurs in today’s economy “when (emphasis added) a community’s greatest assets are identified, reinforced, linked together, and intensified within and in close proximity to the downtown core.” (p. 1) These assets, their reinforcement and connection vary for each community. This is where the value proposition provides a customized approach to the Premise. The value for any community is based off what it can offer to individuals and organizations it seeks to attract. These assets provide the catalyst for downtown development if a community prioritizes them.

**The Value Proposition**

A value proposition is the identification and the acknowledgement of value that determines a course of action or intent. In the context of the Plan, the value proposition
identifies what Pocatello has to offer and how it can successfully compete in the knowledge economy. This is manifested in Pocatello’s greatest community assets. These assets; nature, historic civic, and knowledge, provide a foundation and guidance regarding the priorities, strategies, and direction for downtown development. The Value Proposition initially presented on page 2 and reiterated here asserts that by connecting Pocatello’s assets, Downtown will experience development that will lead to attaining the community’s highest social, economic, and environmental value. The following subsections define and give clarity to understanding Pocatello’s greatest assets.

**Nature**

Pocatello is nestled along the edge of the Snake River Plain in the Portneuf River Valley. This landscape continues to draw outdoor enthusiasts and nature lovers to the city, as they can enjoy mountain views from nearly every location in town. As identified on page four, the extent of the Portneuf River and its associated tributaries and trail systems make up Pocatello’s greatest natural assets. Outdoor recreation is a powerhouse in today’s economic realities. A report by the Outdoor Industry Association states that “more than 140 million Americans make outdoor recreation a priority in their daily lives – and they prove it with their wallets. Each year, Americans spend $646 billion on outdoor recreation” (Outdoor Industry Association, 2008, p. 2). This holds true for Pocatello. In 2021, the City released a community survey to identify what the community values most in an effort to align City priorities with these values (Pocatello, 2021, Community Values Survey). The survey found that recreation, especially access to trails and the restoration of the river, play a significant role in the values of the community. Pocatello’s direct access to natural amenities and the short drive to surrounding national forests and parks,
such as Craters of the Moon National Monument and Yellowstone National Park, make it a prime location to live for those who enjoy outdoor living with urban amenities.

**Historic Civic**

The railroad is at the heart of Pocatello. The town began as a railroad junction and evolved into a booming turn-of-the-century mercantile city. Development followed traditional patterns, complete with a concentrated yet diverse civic, commercial, residential, and cultural core. The historic downtown district provides a framework for responsible urban development. A report by PlaceEconomics states that “a community without memory is a meaningless place” and “historic resources are the physical manifestation of memory” (Rypkema & Cheong, 2011, p.9). The report continues, stating that “today, quality of life is essential for a competitive community. The long-term quality and character of a community is directly related to its willingness to identify, protect, and enhance those places that define and differentiate it” (Rypkema & Cheong, 2011, p.9). Further, in her landmark publication, *The Death and Life of Great American Cities*, Jane Jacobs states that “cities need old buildings so badly, it is probably impossible for vigorous streets and districts to grow without them” (Jacobs, 1961, p.187). For these reasons, it is critical for Pocatello to save, preserve, and rehabilitate its historic core. It is also important to complement this historic asset with infill development that will invigorate the City’s core. Doing this will promote diversity, culture, and development that is sustainable, responsible, and sensitive to the historic civic assets found in Downtown.

**Knowledge**

The Knowledge Economy suggests that ideas are the ultimate creator of wealth and prosperity. These ideas and the pursuit of knowledge epitomize the information age, and
the Pocatello community will see success if this knowledge is prioritized. In Pocatello, the bedrock of the knowledge economy is housed in ISU. This institution plays a leading role in the economic and social engine of the Pocatello community. In *The Indispensable University*, Trani & Holsworth (2013) state that

“colleges and universities have become indispensable actors in the social and economic development of modern society, at almost every level and in almost every venue. Higher education is a key factor in the revitalization of urban communities… and to the competitive strategies of regions, states, and nations” (p. 2).

The book further explains that universities and similar institutions build up the local community’s social capital and economic capacity, which is paramount in the knowledge economy. Trani & Holsworth (2013) continue by stating that “higher education institutions that develop a genuine partnership with their communities have an enormous asset at their disposal – the capacity to develop real estate in a deliberate and large-scale manner – that can serve the interests of the university and the residents of their neighboring communities” (Trani & Holsworth, 2013, pp. 226-227).

Prioritizing the intentional connection of these assets and applying urban design solutions to achieve such connections will cause Downtown to experience an increase in value and an enhanced sense of place.

**Sense of Place**

1) Kevin Lynch – *Image of the City*

In his landmark publication, *The Image of the City*, Kevin Lynch identifies the organizational elements of the city. These elements reinforce the city’s legibility or imageability, which in turn creates a sense of place, familiarity, and
recognition, thus leading to meaning, civic pride, and economic success. Lynch describes these elements as follows:

“Paths: The channels along which one moves. They may be streets, walkways, canals, railroads, etc. For many people, these are the predominant elements in their image. People observe the city while moving through it, and along these paths, the other elements are arranged and related…. Edges: The boundaries between two phases, or linear breaks in continuity. These may be walls, railroad cuts, the line where a certain development pattern ends, etc. Edges can be permeable or not, but they play a critical role in organizing features or holding together generalized areas…. Districts: Sections of a city which one mentally enters ‘inside of’ and which are recognizable as having some common, identifying character. Always identifiable from the inside and used for reference from the outside…. Nodes: Points, or strategic spots that one can enter, and which are the intensive foci to and from which one is traveling. These can be junction points or a concentration of development or activity or core of a district or city…. Landmarks: Objects used as a point of reference and orientation such as a building, mountain, sign, store, etc.” (Lynch, 1960, pp. 47-48).

These elements have been utilized in the Plan to provide Downtown a defined organizational structure that will not only improve the imageability of Downtown but also the city as a whole. (See p. 8 of the Plan)

2) Jane Jacobs – Downtown is for People

Originally published in the April 1958 edition of Fortune Magazine, Jane Jacobs provides a case for the importance of downtown. Her article, “Downtown is for People,” provides
a stirring argument to protect the assets and value of
downtown. Jacobs argues that many plans to “redo”
downtown come with empty or misguided promises but miss
the underlying reasons as to why downtowns are successful.

“There are, certainly, ample reasons for redoing
downtowns – falling retail sales, tax bases in
jeopardy, stagnant real-estate values, impossible
traffic and parking conditions, failing mass transit,
encirclement by slums. But with no intent to
minimize these serious matters, it is more to the point
to consider what makes the city center magnetic,
what can inject the gaiety, the wonder, the cheerful
hurly-burly that make people want to come into the
city and to linger there. For magnetism is the crux of
the problem. All downtown’s values are its byproducts. To create in it an atmosphere of urbanity
and exuberance is not a frivolous aim” (Jacobs, 2016,
p. 108).

Downtowns are inherently complex, and their value cannot
be replicated without small, incremental steps over long
periods of time. It is for this reason that downtowns and their
built-up form are so valuable. Jacobs continues,

“the underlying intricacy, and the life that makes
downtown worth fixing at all, can never be fostered
synthetically. No one can find what will work for our
cities by looking at the boulevards of Paris, as the
City Beautiful people did; and they can’t find it by
looking at suburban garden cities, manipulating scale
models, or inventing dream cities. You’ve got to get
out and walk. Walk, and you will see that many of
the assumptions on which the projects depend are
visibly wrong” (Jacobs, 2016, p. 109).
The very beginnings of the Plan began with walking the area to determine its form, feel, aesthetic, and potential. Actively planning and honoring Downtown for what it is and responding to opportunities for redevelopment as they present themselves must occur on an ongoing manner and can’t be accomplished with a static vision or plan; rather, this requires a plan that is fluid and livable can help guide downtown development while ensuring that the complex values of Downtown are preserved.

3) Michael Burayidi – Resilient Downtowns

Burayidi presents an approach to help revitalize small to mid-sized downtowns via case studies from fourteen cities that he determined to have resilient downtowns. Burayidi presents a method he coins the “en-RICHED” method, which, if followed, can lead to a downtown becoming resilient, as the case study cities have illustrated. Through the application of this method, the cities had: 1) “grown their downtown residential population,” 2) “increased the assessed value of downtown properties,” 3) “augmented the number of housing units downtown,” 4) “attracted high-income residents to the downtown,” 5) “increased the daytime population of their downtown,” 6) “preserved a significant number of their heritage resources, and have consistently done so for decades,” and 7) enjoyed success because “civic leaders in these cities recognized the importance of downtown to the overall health and image of the communities and therefore took action to reverse the trend” (Burayidi, 2013, p. 18). While this method has been referenced in regards to the Plan, the creation of the Plan does not rely on this method; Instead, this method and Burayidi’s study provides a wealth of information and case studies from downtowns that have been considered successful.
**Downtown as a Civic Center**

Burayidi emphasizes the importance of downtown as the civic center of the city. He posits that the extent to which a community is able to retain civic and cultural activity in its downtown has a direct correlation to the health of the downtown” (Burayidi, 2013, p.15). In his words, “the location of… government offices such as jails, city hall, police and fire stations, recreational centers, and post offices all have an impact on downtown’s economic health…. these [resilient] downtowns have a considerable number of governmental buildings. Leaders of cities in resilient downtowns work to retain and attract such civic and cultural uses to the downtown…. In many cases, these civic buildings have typically been the catalytic projects that are used to jumpstart redevelopment of the downtown” (Burayidi, 2013, pp. 100,102).

Further, Philip Langdon, in his article entitled “Public Buildings Keep Town Centers Alive,” states that “the location of public buildings helps cause a downtown to rise or fall. When public facilities move out, the downtown may spiral downward, as its retail activity withers and local people invest their energy elsewhere…. The presence of public buildings is one of the keys to a strong and vibrant downtown or town center. Many communities have seen economic and social benefits when the post office, the municipal building, the public library, and other important public buildings stay or expand downtown. Conversely, when they leave, the fabric knitting downtown together can start to unravel.” (Langdon, 2003, pp. 1,7).

Currently, the only civic buildings located in Downtown Pocatello are the public library and a small satellite post...
office. To create Downtown success, it is critical that the Plan emphasize the need to concentrate its civic buildings and uses into the Downtown area, starting with the formation of a civic plaza bordered by the library and City Hall. The Plan focuses on relocating City Hall, since the civic plaza is already under construction and the library is already situated adjacent to that plaza. The next section presents case studies which highlight other communities that have experienced a resurgence of downtown interest and development and will help offer some insight into how Pocatello may experience similar redevelopment with similar adjustments.

**Downtown Case Studies**

Each city is unique in its own way. However, there are many lessons that can be gleaned from other communities. Their success stories play an important role in establishing the priorities of a plan seeking similar success. The following case studies provide a brief overview and exhibit the qualities of successful downtowns that are relatable to the vision and potential for Downtown Pocatello. The case studies highlight communities that 1) are located within the Intermountain West region, 2) have natural / outdoor recreational assets within close proximity to the downtown core, 3) have a historic downtown core built in a traditional urban form and pattern, 4) feature a civic center or a concentration of public spaces and civic/government buildings in downtown, and 5) feature a college or university campus in close proximity to the downtown core. The selected downtown case studies include: Boulder, Colorado; Fort Collins, Colorado; and Boise, Idaho. These communities have experienced outstanding success by prioritizing investment and redevelopment of their downtowns. These communities have all had time to see the fruits of their efforts unfold, providing a wealth of information for other communities to glean from, because
they provide a “full picture” of what downtowns can become.

*Boulder, Colorado*

Boulder has long been a case study for successful planning and urban design. The city is especially known for its pedestrian mall on Pearl Street, the epicenter of the downtown historic district. Downtown Boulder has a high concentration of civic buildings, including but not limited to, Boulder County Courthouse, Boulder City Hall, the public library, the post office, and multiple civic plazas. Boulder Creek runs along the southern end of downtown and is a public amenity connecting park spaces and a vast trail system throughout the city and nearby foothills and forest land. To the southeast of downtown is the University of Colorado – Boulder campus. The campus is closely connected to downtown, especially by means of the Boulder Creek trail system. Boulder is a prime example of the validity of the value proposition presented in this thesis wherein the physical manifestation of connecting the natural, historic civic, and knowledge assets of the community has bolstered the desire, value, and need for downtown development.

*Fort Collins, Colorado*

An hour north of Boulder is the City of Fort Collins. Downtown Fort Collins is located along the banks of the Cache la Poudre River and was included by Burayidi as a successfully resilient downtown. Like Downtown Boulder, Fort Collins has a high concentration of civic buildings in its downtown, including but not limited to, Larimer County Courthouse, Fort Collins City Hall, Larimer Justice Center, the public library, the federal building and post office, a recreation center, The Lincoln Center (cultural center), and multiple civic plazas and public parks. The Cache la Poudre River runs along the northern end of downtown with an
Figure 1: Downtown Boulder and its interconnected assets
Figure 2: Downtown Fort Collins and its interconnected assets
Figure 3: Downtown Boise and its interconnected assets.
interconnected system of parks and nature areas. To the southwest of downtown is the Colorado State University campus. The campus is closely connected to downtown, especially by means of the Mason Corridor Transitway, a multi-use transportation corridor including bike, and bus rapid transit. Like Pocatello, downtown Fort Collins is bisected by industrial rail lines. However, unlike Pocatello, these rail lines have been integrated into the urban landscape of downtown. Fort Collins continues to realize its potential by prioritizing its downtown and focusing energy on its core assets, creating an energized historic core between its greatest knowledge and natural centers.

Boise, Idaho

On the opposite side of the State from Pocatello, Boise is situated along the foothills of Treasure Valley. Downtown Boise, like other successful downtowns, has a high concentration of the community’s most important civic buildings including, but not limited to, the Idaho State Capitol Building, several State government offices, Boise City Hall, Ada County Courthouse, the public library, a post office, museums, Zoo Boise and civic plazas and parks. The Boise River runs along the southwest end of downtown Boise. The Boise River greenbelt is the gem of Boise. This popular public asset features a heavily utilized river trail system interconnecting ample park and recreational amenities. Directly south and adjacent to the Boise River is the Boise State University campus. Right across the river from downtown, Boise State is intimately connected to by way of the greenbelt, bridges, and boulevards.

These three case study briefs demonstrate the connection between these communities’ greatest assets, namely nature, historic civic, and knowledge, and show that intensifying those assets creates downtown success. It should be clear that the physical proximity and interconnectedness of the
identified assets in each of these communities played a critical role in downtown redevelopment.

Maximizing Their Assets

Boulder, Fort Collins, and Boise clearly have similarities with Pocatello in terms of the type of assets by which they are characterized. These similarities make it possible to compare these communities, not by demographics, economic status, or other legitimate analytical comparisons, but by the physical manifestations of these assets and how they interact with each other to create value and meaning for each community. Each of these examples are governed by separate and distinct governments and comprised of varying cultural differences. These are a host of other factors that play a role in how each of these communities found success. It is clear, however, that these shared physical assets and their close proximity to the downtown core play a significant role in this success. Each of these examples found that they needed to capitalize on their most significant assets to create lasting value and desirability for visitors and residents alike.

THE PLAN DOCUMENT

The Plan is presented in a way that is intended to be straightforward, succinct, and high level, rather than greatly detailed. This is so the document can be living and flexible in nature as opportunities and situations ebb and flow over time. As the Plan is a vision and not so much a strategic plan, ongoing collaboration and planning is needed to identify and implement details of the vision. The Plan is organized into three distinct sections: introduction, vision, and implementation.

Introduction

The introduction section is broken into three subsections: 1) Executive Summary; which provides the overall downtown vision, an introduction to Pocatello, a
brief summary of the community’s value proposition, the purpose of a downtown plan, the planning process, and the method by which the downtown is physically organized; 2) Background; which provides a brief synopsis of “eras” throughout Pocatello’s history and development “episodes” that highlight Downtown improvement efforts; and 3) Value Proposition; which presents the community’s greatest assets and the premise upon which the Plan is founded.

Vision

The vision section begins with presenting the overall vision for Downtown Pocatello. This overall vision includes providing a clear, defined physical organization of the Downtown area; separate and distinct downtown districts with a vision statement for each district; and priorities in downtown development. The remaining subsections lay out the visions for each of the downtown districts, the priorities for downtown development, and details regarding the development of district nodes and catalytic projects. The vision section ends by providing an overall summary of the downtown vision and gives a unifying streetscape plan for Downtown.

Implementation

The implementation section provides a concise guide for implementation of the vision presented in the Plan. This includes implementation for each downtown district as well as for Downtown overall. The implementation recommendations include the following categories: vision, which provides a statement of the desired future for downtown in each district; policies, which help guide decisions and standards regarding investment in downtown development; projects, which identify catalytic projects that will help spur additional development throughout Downtown; and goals, which identify specific, measurable, attainable, relevant, and time-based action items to
implement the vision. The implementation section also provides a conclusion to the plan and provides additional recommendations regarding how successful implementation of the Plan should occur moving forward.

The Pocatello Downtown Development Plan, as discussed in this section and which serves as the central piece of this thesis project, is attached at the end of this document.

CONCLUSIONS & IMPLICATIONS

This thesis has established a foundational premise that represents a formula for downtown success. Through the identification, connection, and intensification of the community’s greatest assets, Pocatello will experience economic success, social diversity, and environmental improvements. This will occur through the implementation of urban design, redevelopment solutions, and recommendations as outlined in the Plan. Downtown's physical location between world-class recreational opportunities and a research-based university is critical to downtown success, as has been proven in other communities and evidenced by the case studies included in this thesis.

The Plan, its vision, process, and unfolding implementation includes, at its heart, a call for community action, equitable collaboration, urban planning and design solutions, and policy strategies to help heal built and natural environments. These solutions seek to create a more resilient and productive Pocatello community, centered and grounded in its urban core. The solutions and recommendations identified in the Plan will foster renewed interest in Downtown Pocatello and lead to enhancements that will ultimately provide greater economic, social, environmental, and cultural value.

The Implementation of the Plan will require a collaborative effort between planning and design
professionals, city staff, elected officials, and members of
the community. Landscape architects play a critical role in
this process to help visualize and guide the implementation
of this vision to help the community realize its potential by
investing in its urban core.
REFERENCES


   https://www.pocatello.us/ourvalleyourvision


   https://www.pocatello.us/333/Comprehensive-Plan


OUR VALLEY | OUR VISION

What is Our Valley | Our Vision?
Our Valley | Our Vision serves two purposes; first, to provide the City of Pocatello with a common planning process focused on citizen engagement and collaboration among various organizations and second, to provide the City with a suite of community plans for the future vision of the Portneuf Valley, informed by members of the community. The Pocatello Downtown Development Plan is one of these community plans.

What is the Downtown Development Plan?
The Downtown Development Plan provides the City and the community, an ambitious vision for the future of Downtown Pocatello. It provides a foundational framework for downtown success and goals and strategies to implement the vision. This plan should be utilized as a playbook by the City of Pocatello, Historic Downtown Pocatello, Inc., business and property owners, investors, developers and various community organizations in determining priorities and strategies to accomplish the goals of the vision within Downtown and the surrounding areas.

For more information regarding Our Valley | Our Vision please visit: www.pocatello.us/ourvalleyourvision or call the City of Pocatello Planning & Development Services Department at 208.234.6184

ACKNOWLEDGEMENTS

The Pocatello Downtown Development Plan is the result of years of work and collaboration between Historic Downtown Pocatello, Inc., Utah State University, and the City of Pocatello as well as a group of stakeholders, community and business leaders, elected officials and members of the public with a passion and interest in Downtown success. The following people are recognized for their significant contributions to this plan:

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"CONSIDER WHAT MAKES A CITY CENTER MAGNETIC, WHAT CAN INJECT THE GAIETY, THE WONDER, THE CHEERFUL HURLY-BURLY THAT MAKE PEOPLE WANT TO COME INTO THE CITY AND TO LINGER THERE."

- JANE JACOBS
Author, Downtown is for People
DOWNTOWN VISION

THE HEART OF POCATELLO

Downtown Pocatello is the beating heart of the City. Its physical position between world-class recreational opportunities and a research-based university sets the stage for optimal success. Downtown is the center for community, civic and cultural life. It encompasses Pocatello’s unique heritage and holds the answers to Pocatello’s success in the future.

DOWNTOWN VISION

WELCOME TO POCATELLO

Pocatello is a vibrant community of approximately 57,000 citizens nestled in a small valley on the southeastern edge of the Snake River Plain. What began as a small railroad junction has grown to become Idaho’s sixth largest city. Many notable forces have shaped Pocatello’s landscape and culture to become what we know today: prehistoric flooding, indigenous peoples, mountain men, gold prospectors, pioneers, railroad industries, world war, and continuing urban/suburban development have all played a vital role in the creation of our current city.

Downtown Pocatello is the beating heart of the City and serves as the community’s epicenter of civic and cultural life. It encompasses Pocatello’s unique heritage and will play a vital role in Pocatello’s success in the future. Downtown’s physical location between world-class recreational opportunities and a research-based university provide key metrics for creating a successful downtown.

The Pocatello Downtown Development Plan provides a guiding vision and implementation strategies for future improvement. This vision aims at guiding development and future investment through the recommendation and implementation of design solutions as well as catalytic projects and policies.

As a living document, this plan is designed in a way that is meant to be built upon and added to. While the premise, principles and value proposition of the vision serve as an unchanging foundation, the components and details of the vision will evolve as ongoing public engagement, investments and community support occur.
This document is meant to serve as a companion to the City of Pocatello’s Comprehensive Plan, the Portneuf River Vision and the Utah State University’s 2018 urban design study entitled “The City of Pocatello and the Portneuf River.” Altogether, these resources provide a unified vision for the continued revitalization of both the natural and urban ecological systems present in Pocatello. The implementation of this shared vision is key to improving the quality of life in Pocatello, this includes greater environmental quality, economic success, social opportunities and an enhanced sense of place. Through the active use and implementation of these guiding documents, the assets and identity of Pocatello will be greatly enhanced in meaningful, effective and responsible ways.

The Plan is based off of this foundational premise:

DOWNTOWN DEVELOPMENT OCCURS IN A KNOWLEDGE ECONOMY WHEN A COMMUNITY’S GREATEST ASSETS ARE IDENTIFIED, REINFORCED, LINKED TOGETHER AND INTENSIFIED WITHIN AND IN CLOSE PROXIMITY TO THE DOWNTOWN CORE.

Pocatello’s greatest assets include:

• Nature: The restoration of and direct access to natural amenities such as the Portneuf River, and the vast network of trails throughout the surrounding foothills.
• Historic Civic: Concentrated, urban development including civic, commercial, residential and cultural uses within and surrounding the historic building stock of the downtown core.
• Knowledge: Close proximity to and collaboration with Idaho State University, an institution of higher learning and innovation.

“DOWNTOWN IS IMPORTANT BECAUSE IT’S THE HEART AND SOUL OF ANY COMMUNITY. IF YOU DON’T HAVE A HEALTHY DOWNTOWN, YOU SIMPLY DON’T HAVE A HEALTHY TOWN.”

- ED MCMAHON
Board Chair | National Main Street Center
The purpose of a downtown plan is to promote and provide a vision and direction for residents, businesses, investors, and various organizations, both public and private, to coordinate efforts to enhance the image and quality of Downtown Pocatello. Downtowns are inherently complex in land use and design and contain significant investments found nowhere else, such as the rehabilitation of historic buildings, local businesses ventures, key community facilities like city hall, civic squares, libraries, and courthouses. Unlike newer shopping centers and business parks, which are often owned and managed by a single entity, downtown has many owners, tenants, and users. The need for the coordination between all downtown stakeholders underlies all the reasons listed below to prepare and implement a downtown plan (as presented by the American Planning Association; Planning & Urban Design Standards (2006)).

- Establish a vision for the future. The older building stock, affordable spaces, and pedestrian scale of development make downtowns attractive areas for dining, entertainment, and, to a degree, housing. A downtown plan serves to describe and reinforce the worth, role, and future of the downtown to the community. It gives guidance to existing and future owners, developers, and users of downtown as to how their property or services fit into the present and future of the area.

- Coordinate improvement activities. Downtown is the result of many public and private actions. The plan helps to coordinate the investment and use activities of the private sector with the capital investment and service programs of the community.

- Provide guidance to owners and developers. The plan is the source of public policy regarding the downtown. It identifies the capital, regulatory, and service investments and policies to be followed by the community, owners, developers, and tenants in downtown.

- Market downtown investment and development. As a compendium of a vision and policies for downtown development, the plan provides direction for the common marketing of downtown as a center of attraction and a place of investment by both the public and private sectors.

This Downtown Development Plan was spearheaded by Historic Downtown Pocatello, Inc. in collaboration with Utah State University, the City of Pocatello and a group of community leaders, property and businesses owners. This collaborative group formed the Downtown Plan Task Force. Between 2018-2021, through a series of hands-on meetings and walkabouts, the Task Force discussed, reviewed and approved the vision and implementation strategies for the Downtown Plan. Many critical issues and visionary ideas were evaluated and discussed. The foundational vision presented in this plan represents the outcome of these meetings.

As stated previously, The Downtown Development Plan is designed in a way that is meant to be built upon and added to and serves as the foundational vision for Downtown Pocatello. Further input and collaboration with the members of the public, community leaders, and business and property owners is critical for the successful development of Downtown. This plan is intended to be an active plan, a living document where, as long as the foundational principles are consistent, plans that are built off of those principles have the ability to fluctuate or become more refined as they are further pursued. Constant collaborative engagement in planning for the future of Downtown will empower the community to create a downtown for everyone.
"DOWNTOWN HAS HAD THE CAPABILITY OF PROVIDING SOMETHING FOR EVERYBODY ONLY BECAUSE IT HAS BEEN CREATED BY EVERYBODY."

- JANE JACOBS
Author, Downtown is for People

ORGANIZING DOWNTOWN

In his landmark publication, The Image of the City, Kevin Lynch identifies the organizational elements of the city. These elements, as presented on this page, are to reinforce the city’s legibility or imageability which in turn creates a sense of place, familiarity, recognition and thus leads to meaning, civic pride and economic success. These elements have been utilized in this Plan to provide Downtown Pocatello a defined organizational structure that will not only enhance the imageability of Downtown but also the City as a whole.

Paths: The channels along which one moves. They may be streets, walkways, canals, railroads, etc. For many people, these are the predominant elements in their image. People observe the city while moving through it, and along these paths the other elements are arranged and related.

Edges: The boundaries between two phases, or linear breaks in continuity. These may be walls, railroad cuts, the line where a certain development pattern ends, etc. Edges can be permeable or not, but play a critical role in organizing features or holding together generalized areas.

Districts: Sections of a city which one mentally enters "inside of" and which are recognizable as having some common, identifying character. Always identifiable from the inside and used for reference from the outside.

Nodes: Points, or strategic spots that one can enter, and which are the intensive flux to and from which one is traveling. These can be junction points or a concentration of development or activity or core of a district or city.

Landmarks: Objects used as a point of reference and orientation such as a building, mountain, sign, store, etc.
In order to understand Pocatello’s best path forward in downtown development, it is crucial to peel back the layers of history to evaluate the complexities that have built up over time to get us where we are at today.

*WATER*

The melting of glacier formations at the end of the last ice age caused Lake Bonneville to overflow its natural bounds. The flooding made its way into the Portneuf valley scouring valley floors, canyon walls, exposing lava beds and depositing sediment along its path. This singular event created the unique landscape that is observed in Pocatello today.

*INDIGENOUS PEOPLE*

The First Peoples here were comprised of the Shoshone and Bannock Nations. The name “Pocatello” originates from a prominent Shoshone Chief whose tribe frequented the Portneuf Valley and surrounding areas. Today, the Shoshone-Bannock traditions and heritage live on through the present-day Tribes. This heritage is a strong identifying characteristic of Pocatello.

*EXPLORERS*

With the advent of European settlers in the 19th century, the Portneuf Valley and surrounding area became a hotbed for conflict between white settlers and the First Peoples. The establishment of the Oregon Trail and Fort Hall, and their impact on further exploration of the Portneuf Valley opened the area up for future interest on immigrant settlement.

*GOLD*

The Gold Rush of the 1860’s and 70’s would bring droves of settlers to the region. The Portneuf Valley became the most direct route between Salt Lake City and the Montana mines. Thousands of stagecoaches and millions of dollars in gold and other valuable resources traveled through here. If there was any place that characterized the “Wild West” it was here.

The following is a brief synopsis of “eras” through Pocatello history. While not a complete record of its history, these “eras” assist in validating the community’s greatest assets.

*PAST, PRESENT, FUTURE*

“FULL KNOWLEDGE OF THE PAST HELPS US IN DEALING WITH THE FUTURE.”

- THEODORE ROOSEVELT
In order to increase the rate and safety at which natural resources were acquired and transported, it was determined that the railroad system be expanded up from Utah, through Southeast Idaho to access gold mines and timber sites in Montana, Washington, and Idaho. As the railroad made its way through Idaho near the end of the 19th century, the Portneuf Valley quickly became a junction point that connected the rest of the country to the resources of the Northwest, especially its gold and timber.

In 1901, the Academy of Idaho was established. Located to the east of Downtown Pocatello, this institution quickly became an added attractant to the City of Pocatello. By 1910, enrollment reached to nearly 300 students. After WWI, enrollment reached near 1,000 students. In 1947, the university became a four-year school. In 1963, the school became what we know today, Idaho State University, which continues to serve as the region’s institution of higher learning and innovation.

Due to its inland location and accessibility by rail, Pocatello became a prime location to produce naval weapons for U.S. military ships. The Naval Ordnance Plant in Pocatello was one of two factories of its kind in the nation. In addition to these war factories, the Pocatello Army Air Field was developed as a training base for bombers. These operations led to a surge in development during this era including outward suburban expansion.

The suburban experiment from the 1950s to the 1980s drained the vibrancy and civic life and identity from downtown leading to the demise and neglect of the urban core. This decay led to the destruction of many historic structures in Downtown Pocatello which prompted a growing movement to establish protections for the remaining historic structures to preserve and protect the historic, cultural and civic identity of Pocatello.

These movements, most notably the creation of the Downtown Historic District (1953) and the establishment of a Business Improvement District (1991) has prompted a renaissance in Downtown. The realization of continued development in Downtown Pocatello will occur in collaboration with downtown stakeholders and as the community’s values are established within a formalized downtown area and responsible development is encouraged.
The historic preservation movement began with the demise of a city landmark. Built in 1919, The Bannock Hotel hosted many prominent people including Theodore Roosevelt. In 1982, The building was slated for demolition. Due to this great community loss, there was a call for the protection of historic structures in Pocatello. In 1983, the locally protected Downtown Pocatello Historic District was formed and the City has sought to protect Pocatello’s cultural and historical assets since. In 1991, the City saw the need to further the advance of revitalization efforts in downtown, especially the need to encourage businesses to recoup the City’s core. This led to the establishment of the Downtown Business Improvement District (BID). The BID operated under the management and direction of Old Town Pocatello, Inc. Now named Historic Downtown Pocatello, Inc., the organization continues to coordinate events and provide support to Downtown business and property owners to encourage and promote downtown development.

Downtown once housed an awesome collection of neon signs that rivaled those of any city. In 2012, the Historic Downtown Pocatello Foundation announced a new initiative dubbed Relight the Night. This initiative sought to restore this historic neon. On November 29, 2013, The historic Chief Theater sign was relit after a coordinated effort between the Relight the Night Committee and the City of Pocatello. Historic neon continues to be restored and relit under the vigilant efforts of the Relight the Night Committee.

In 2016, the City of Pocatello and the Army Corps of Engineers coordinated a shared vision of restoring the health and vitality of the Portneuf River which since the 1940’s had been channelized and community access denied. In 2017, the City of Pocatello and Utah State University’s urban design students produced a study which provided a wide variety of ideas and plans to restore the river as a critical local asset. The River Vision Committee continues to direct funding to implement the restoration of the Portneuf.

In 2018, the City of Pocatello, in coordination with Idaho State University and Team Better Block, engaged with the public to explore various temporary projects that would inform long-term improvements in connecting the University to Downtown Pocatello. The study area included areas along Terry Street and 1st Avenue. This exercise sought to explore opportunities and projects that would help energize the Historic Warehouse District and promote renewed interest and development in the area.

Historic Downtown Pocatello, Inc., in coordination with Utah State University and the City of Pocatello, saw a pressing need to establish a coordinated vision for the future of Downtown. This living document provides a vision to guide the efforts of investors, community leaders, business owners and property owners in a coordinated effort to encourage the development and enhancement of Downtown. This plan offers the foundational principles and strategies that are crucial in repositioning Downtown as the beating heart of the City.

While not a detailed history, these development episodes represent major hinge points for Downtown Pocatello.
VALUE PROPOSITION

**Unique Assets of Pocatello**

**HISTORIC**

Historic Main Street and the surrounding downtown district provides the framework for responsible urban development. While improvement is needed, the historic value of Pocatello’s civic and community core offers a glimpse at a pattern for city success and resiliency.

**CIVIC**

Pocatello is nestled along the edge of the Snake River Plain in the Portneuf River Valley. This landscape continues to draw outdoor enthusiasts and nature lovers to the City who enjoy mountain views from nearly every location in town. Pocatello boasts an extensive trail system throughout its foothills and an ever-expanding greenway and river restoration.

**KNOWLEDGE**

The railroad is at the heart of Pocatello, literally. The town began as a railroad junction and evolved into a booming turn-of-the-century mercantile city. Development followed traditional patterns complete with a concentrated yet diverse civic, commercial, residential, and cultural core. Historic Main Street and the surrounding downtown district provides the framework for responsible urban development. While improvement is needed, the historic value of Pocatello’s civic and community core offers a glimpse at a pattern for city success and resiliency.

**NATURE**

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**VALUE PROPOSITION**

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Defining Downtown Pocatello

This proposed representation portrays an enhanced Downtown Pocatello with a clear, defining area. This defined downtown area also supports the value proposition which seeks to physically connect Nature, Historic Civic, and Knowledge with a clear area for development and focus. This defined area promotes a highly energized destination downtown.

Relationship to Surrounding Areas

Planning for Downtown Pocatello must involve careful consideration of linking surrounding neighborhoods, corridors and the remainder of the City to a defined downtown core. The identified “transition area” sets to effectively accomplish this connection. While not within Downtown Pocatello, all of these neighborhoods and corridors are critical to successful development and improvement of the downtown area. All recommendations within the plan seek to improve connections, relationships and neighborhood impact in relation to downtown development.

Where is Downtown Pocatello?

Downtown is generally defined as a city’s central commercial, cultural and governmental area. Downtown is the heart of the community and, if successful, provides the most diverse and most intense development patterns in the City. As previously explained, many downtowns, like Pocatello, have suffered the ravages of suburbanization and degradation. For this reason, it is crucial to identify what area of the City was, is, and should be Downtown. So what area makes up Downtown Pocatello? While many locals inherently know where downtown is, there has never been a clearly defined and officially adopted downtown area by the City.

Considering the Downtown Area

Downtown Pocatello has experienced an ever-increasing interest in development and investment. As downtown development pressures increase, it has become paramount to consider what the official downtown boundaries are. These boundaries, as proposed on page 18, build off of the ongoing development episodes, value proposition and physical characteristics of the area. This will further promote and encourage a critical mass in economic development and civic activities.

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DOWNTOWN VISION

Taking Development to the Next Level

DOWNTOWN DISTRICTS

**Legend:**
- Historic Downtown District
- Portneuf District
- Bengal District
- Downtown East District
- Warehouse District
- Idaho State University

**Unique Areas of Downtown**

In walking the downtown area, it is apparent that Downtown has distinct areas that differ from each other in intensity, aesthetics, feel, and form. This map shows the locations of five distinct downtown districts that have been carefully considered among various stakeholders. Each district will have, or already has a common identifying character. Each district also will have intense centers of activity, or nodes. These nodes were determined based off of existing commercial intensity, critical civic uses, critical intersections, or locations with greatest potential. As these nodes are reinforced and intensified, they will act as each district’s unique catalytic project to invigorate downtown development and encourage complementing activities within the Downtown. Page 20 provides a summary of the five different districts of Downtown Pocatello including individual vision statements, nodes and landmarks/historic districts. The historic districts of Downtown play a critical role in the identity, aesthetics, and form of Pocatello’s urban fabric. While not presented in this Plan, these historic areas played a major role in how these downtown districts evolved. This map also shows the relationship between the Downtown area and the transition zone surrounding it as explained on page 18.

**DOWNTOWN DISTRICTS**

**HISTORIC DOWNTOWN**

The Beating Heart of Downtown

- The center of cultural and civic identity
- A renewed focus on historic assets
- Traditional urban form

**PORTNEUF**

Where Urban Embraces Nature

- Outdoor recreation
- Direct access to the Portneuf River
- Riverfront shopping and dining

**DOWNTOWN EAST**

Gritty + Grounded

- Development using traditional urban form
- Intense development opportunities

**WAREHOUSE**

Arts, Innovation + Industry

- Creative industries
- Entrepreneurial driven enterprise
- Young professional lofts

**BENGAL**

Knowledge + Community

- Connection between Campus + Downtown
- Community programs and networks for students

**Vision Highlights:**

- The center of cultural and civic identity
- A renewed focus on historic assets
- Traditional urban form

**Nodes/Catalytic Projects:**

- Pocatello Civic Center
- Depot Crossroads
- Portneuf Landing
- East Center Plaza
- Varsity Commons
- Bengal Block Student Life Center

**Landmarks/Historic Districts:**

- Union Pacific Railroad Depot
- Pocatello Historic District
- Portneuf River
- Memorial Building
- Old Town Historic Neighborhood
- Rail yard grain mill
- East Side Downtown Historic District
- Museum of Clean
- Warehouse Historic District
- Idaho State University Campus

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HISTORIC DOWNTOWN
THE BEATING HEART OF DOWNTOWN

When you think of Pocatello, images of Historic Downtown come to mind. This is where it all started and is key to the future success of Pocatello. As the center of cultural and civic identity, an enhanced focus on the historic core provides a template for responsible urban development and reinforces the City’s identity.
HISTORIC DOWNTOWN VISION

The Beating Heart of Downtown

Historic Downtown is the center of cultural and civic identity for the entire City. This district will continue to play a central role in the success of Pocatello. This district’s vision for downtown development prioritizes economic development utilizing the following strategies: Historic preservation, which is key to retaining all historically and culturally significant buildings; affordable housing to retain a diverse downtown population; the removal of intrusive uses, such as parking lots and other un/under-productive land uses; and infill with responsible urban development, such as public open space and buildings with 2+ stories, will be essential in creating a walkable downtown, reinforcing the City’s identity and enhancing the Downtown as the center for business, living and recreation in Pocatello.

This district will experience the intensification of two nodes including the Pocatello Civic Center (featuring the Marshall Public Library, a civic square, Pocatello City Hall, and a downtown recreation center) and the Depot Crossroads (featuring the Union Pacific Railroad Depot, Bus Station, Union Pacific Plaza, Hotel + Convention Center, Crossroads + Pioneer Park).

This District will feature:

1) Pocatello Civic Square (p)
2) Pocatello City Hall (p)
3) Recreation Center (p)
4) Marshall Public Library (e)
5) RR-YMCA Plaza (p)
6) Pocatello High School (e)
7) Old Town Art Alley (e)
8) Chief Plaza (p)
9) Leadership Park (e)
10) Center St. Underpass (e)
11) Union Pacific Depot (e)
12) Union Pacific Plaza (p)
13) Crossroads Park (p)
14) Pioneer Park (e)

e = existing  p = proposed

LEGEND

- Commercial
- Residential
- Mixed-Use
- Public/Civic
- Religious/Institutional
- Industrial
- Public Open Space
- Parking Structure
- Portneuf River

*These figures are approximate

*Buildings with a bold outline are conceptually proposed
POCATELLO CIVIC CENTER

Development in the Heart of Downtown

The site of the proposed civic center was historically the epicenter of activity in Downtown Pocatello. Today, the site features Simplot Square, the Marshall Public Library, various commercial and professional offices. The site also has several surface parking lots which are prime for redevelopment.

Redevelopment efforts include repurposing un/underutilized buildings, developing surface parking lots, street redesign and expand the square.
At the heart of the Civic Center is the Civic Square. This square is bookended with the Marshall Public Library to the west, City Hall to the east and the Downtown Recreation Center to the south. The square spans across an entire city block with the exception of preserving the historic North Building. The goal of the square is to offer a flexible space for various activities throughout the year. The square will feature a splash pad, ice rink, playground, pavilion/ stage, grass seating areas, food truck staging area, restroom facilities, art and tree cover.

This vision for a new Pocatello Civic Center includes:
• The expansion and redesign of the current Simplot Square.
• A new City Hall located in the Historic Federal Building at 150 S. Arthur Ave.
• Addition of an atrium between the Valentine & Federal Buildings to enhance ADA accessibility to City Hall.
• Relocate Historic Downtown Pocatello, Inc. into the Pavilion.
• Expansion of the Marshall Public Library.
• A new Downtown recreation center.
• Street redesign surrounding the square.
City Success Requires a Local Government Presence Downtown

Every successful City locates their City Hall in the heart of Downtown. If local leaders seek to improve the resiliency, viability and identity of the City, they must turn their attention not only to encouraging businesses to locate downtown but they should also establish a plan to relocate City government operations downtown as well. If the City is invested in downtown, it is more likely that investors will follow. This investment will, over time, improve the overall health and financial viability of the City as a whole.

The Pocatello Federal Building

Built in 1914, The Federal Building served as the original location for a federal courthouse and post office in Pocatello. Designed by locally renowned architect at the time, Frank H. Paradice, this building is of an era and style that are rare in Idaho. In 1977, when the building was placed on the National Register of Historic Places, it was being used as the Bannock County Courthouse. The Federal Building has stood as a significant landmark in Pocatello and has been a part of the community’s identity for over 100 years. This building was the only structure built in Downtown for a governmental purpose. Without the Federal Building, Downtown would lose much of its cultural value, merit and integrity. With much of its history being used to serve as a public building, it is more than fitting for the City to pursue its purchase and use as Pocatello’s City Hall.

City Hall Downtown Demonstrates that the City is Invested in its Community.

Locating City Hall in downtown is nothing new. Traditionally, city builders placed their civic buildings at the center of town for accessibility and as a symbol of City investment to the community. During the age of suburbanization, there were many examples of government offices being moved out of downtown. In case after case these are the cities that experienced major economic downturn as the city decentralized. Conversely, cities that kept their city offices downtown or even cities that have moved back to downtown have experienced a resurgence in their city economy and desirability. It doesn’t take long in researching “successful” cities to find out that one component of their success is that government offices are located in the downtown. This also goes for cities surrounding Pocatello: Idaho Falls, Twin Falls, Boise, Logan, and Ogden are all experiencing a downtown revival and all have city hall located downtown. Even suburban cities like Meridian, and Chubbuck understand that, in order to strengthen their city, they must have a downtown and in building their own downtowns from scratch, City Hall is a critical component.

When the City is ready to be invested in its own community both economically and socially, it will do what it takes to relocate Downtown.

Truly built cities like Idaho Falls, Twin Falls, Caldwell, & Ogden located their city offices downtown. Even suburban cities like Chubbuck and Meridian, that have to build downtowns from scratch are locating city offices downtown.

City Hall Downtown Demonstrates that the City is Invested in its Community.
DEPOT CROSSROADS

Where Open Space and the Railroad Meet

This site includes three of Downtown’s major landmarks: the Yellowstone Hotel, the Bus Depot and the Union Pacific Depot. The area also has some park space, although underutilized. Areas to preserve include historic structures, and well-kept, modernized buildings. Development opportunities include the expansion of public open space that connects the existing park space to the Union Pacific Depot, street redesign, and the construction of structured parking.
The Depot Crossroads features a redesign of the area in front of the Union Pacific Railroad Depot at the corner of Bonneville Street and Union Pacific Avenue. This Union Pacific Plaza is connected to the Portneuf Greenway via a series of parks and public open spaces. This redesign will provide a renewed emphasis on the significance of the railroad industry and its defining role in the history of Pocatello. The open space that connects the Depot to the Portneuf River will draw new development and will become a desirable asset for mixed-use, commercial and residential uses that are in close proximity to it. This will be an attractive entrance into Pocatello’s Historic Downtown District.

This vision for the Depot Crossroads includes:

• The implementation of a new civic plaza that celebrates the Depot and the history of the railroad in Pocatello.
• A walking path and a series of parks and open space fronted by mixed-use development connecting to the Portneuf River Greenway.
• Improvement to and utilization of the Rail & Bus Depot as a regional transportation hub.
Recreation plays a major role in the identity and draw of Pocatello. With river restoration underway, the Portneuf District sits at the doorstep to the Portneuf greenway and access to the vast network of trails throughout the west bench, this district is positioned to be the City’s & Region’s greatest recreational hub.
**PORTNEUF DISTRICT VISION**

Where Urban Meets Nature

Recreation plays a major role in the identity and draw of Pocatello. With river restoration underway, the Portneuf District sits at the doorway to the Portneuf greenway and access to the vast network of trails throughout the western foothills. This district is positioned to be the City’s greatest recreational hub. This district’s vision for downtown development prioritizes economic development utilizing the following strategies: Historic preservation, which is key to retaining all historically and culturally significant residential neighborhoods, affordable housing to retain a diverse downtown population, and the establishment of a district node that integrates with existing historic buildings using responsible urban development, will be essential in strengthening the identity and vibrancy of the neighborhood that skirts the Portneuf River, reinforcing the district as the center for recreation in Pocatello.

This district will experience the intensification of one node, Portneuf Landing, featuring the Parisian Building, and access into the Portneuf River.

<table>
<thead>
<tr>
<th><strong>Housing</strong></th>
<th><strong>Commercial</strong></th>
<th><strong>Public Open Space</strong></th>
<th><strong>Public Parking</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing: 400 units</td>
<td>Existing: 45,000 sf</td>
<td>Existing: 3 acres</td>
<td>Existing: 800 vehicles</td>
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<tr>
<td>Proposed: 500 units</td>
<td>Proposed: 56,000 sf</td>
<td>Proposed: 6 acres</td>
<td>Proposed: 800 vehicles</td>
</tr>
</tbody>
</table>

*These figures are approximate*

This District will feature:

1) The Portneuf River (r)
2) The Parisian Building (r)
3) Portneuf Landing (e)
4) Portneuf @ Center Building (p)
5) Veteran’s Memorial Building (e)
6) Memorial Park (e)

e = existing
p = proposed
r = rehabilitated

**LEGEND**

- Commercial
- Residential
- Mixed-Use
- Public/Civic
- Religious/Institutional
- Public Open Space
- Portneuf River

*Buildings with a bold outline are conceptually proposed*
PORTNEUF LANDING

Downtown Disconnected from the River

This site is where Downtown meets the Portneuf River. The problem? No one can access the River here due to its waters being encased in a concrete channel. Development opportunities at this site include providing access into the River, repurposing existing historic buildings, infill on empty lots and street redesign.

EXISTING

HARD-SOFT ANALYSIS

LEGEND

Hard
Soft
Portneuf Landing is located at the intersection of Center Street and the Portneuf River. At the edge of the Downtown commercial district, the Landing serves not only as the central node to the Portneuf District but also a major access point into a newly revitalized river channel. The Landing celebrates the river and its importance to the Portneuf Valley while providing urban amenities such as local retail shops and sidewalk cafes. This node is within walking distance to many historic homes, the public library and Main Street. This is an ideal location for residents to spend the day floating the river or have lunch along the channel walls.

This vision for the Portneuf Landing includes:
• Access into the Portneuf River.
• An extension of the greenway.
• Small scale commercial development to provide spaces for local businesses.
• Rehabilitation of the Parisian Building and Center Street bridge to accommodate a space for sidewalk cafes and recreation rentals.

LEGEND
Commercial
Residential
Mixed-Use

PROPOSED USES
Res. 15 units
Comm. 15,000sf
Comm. 6,000sf
Res. 20 units
Comm. 25,000sf
Res. 28 units
Comm. 6,000sf

PROPOSED

LEGEND
Existing
Proposed

PORTNEUF
Where Urban Embraces Nature

PORTNEUF
Landing
Celebrating the Portneuf River

41

42
DOWNTOWN EAST
GRITTY + GROUNDED

Downtown East was historically the melting pot of Pocatello. People of various backgrounds and ethnicities congregated in what was known as the "Triangle". Today, this rich history provides a unique identity that is set to guide development efforts that honors this history and the remaining urban development pattern.
Back in the day, Downtown East was home to a rich concentration of cultural and ethnic groups. This was the heart of the "Triangle" which was home to many notable figures of the Civil Rights movement in Pocatello. While only fragments of its history remain, ample opportunity awaits for intense urban development on underdeveloped land. This opportunity provides a bright future for Downtown Pocatello as a whole offering an exceptional location to all the amenities of not only Downtown but the entire city. This district’s vision for downtown development prioritizes economic development utilizing the following strategies: Historic preservation, which is key to retaining all historically and culturally significant buildings, affordable housing to retain a diverse downtown population, the removal of intrusive uses, such as parking lots and other un/under-productive land uses, and infill with responsible urban development, such as public open space and buildings with 2+ stories will be essential in reinforcing the City’s identity and enhancing Downtown as the center for business, living and recreation in Pocatello. This district will experience intense urbanization along Center Street and 4th Avenue providing ample housing and mixed-use opportunities for Downtown.

This District will feature:
1) Albertson’s Grocery (e)
2) Fire Station (e)
3) Homeless Shelter (e)
4) TerryFrost Corridor & Center St Underpass and Pedestrian Bridge (p)
5) East Center Plaza (p)
e = existing
p = proposed

LEGEND
Commercial
Residential
Mixed-Use
Public/Civic
Institutional
Industrial
Public Open Space
Parking Structure

*These figures are approximate
*Buildings with a bold outline are conceptually proposed
EAST CENTER PLAZA

Parking Lots and No Public Space

This site is characterized by a small historic district, one story buildings and lots of surface parking lots. This area in Downtown does not have any public spaces either. Development opportunities include creating public open space, locating structure parking, improvements to the Center Street Underpass, the construction of a pedestrian bridge, repurposing of historic buildings, and street redesign.
Currently, there is no park or open space in Downtown East. What currently characterizes this District is a small historic district and several single story buildings and surface parking lots. The addition of 2+ story developments, parking structures and areas for recreation will greatly enhance Downtown East. The East Center Plaza is located near the corner of 1st Avenue and East Center Street which lies on the west end of the Center Street Underpass. Right-of-way improvements along 1st Avenue and the proposed Center Street pedestrian bridge will reinforce this corner as a critical node and connection point between the east and west sides of the Downtown District.

This vision for the East Center Plaza includes:

- Reinforcing 1st & Center as a district node.
- Plaza space directly adjacent to the intersection.
- Improvements to the Underpass and assessing the need for a pedestrian bridge.
- Right-of-way improvements along 1st Avenue to include a walking path and bike lanes that connect to the underpass/proposed overpass.
WAREHOUSE DISTRICT  
ARTS, INNOVATION + INDUSTRY

Located between Historic Downtown and Idaho State University, The Historic Warehouse District is primed for an eclectic mix of research and entrepreneurial driven enterprise and young professional lofts. The district is a laboratory for students to appreciate history while also engaging with innovative and creative industries.
WAREHOUSE DISTRICT VISION

Arts, Innovation + Industry

A simple online search of "Warehouse district" results in examples of vibrant, hip, artistic and creative places. These examples are part of a renaissance of the adaptive reuse of historic places. Pocatello has a valuable asset that is our Historic Warehouse District. The District is primed for adaptive reuse, injecting an eclectic mix of young professional lofts, creative industries, research and entrepreneurial enterprises. This district’s vision for downtown development prioritizes economic development utilizing the following strategies: adaptive reuse of historic warehouse buildings, affordable housing to retain a diverse downtown population, the removal of intrusive uses, such as parking lots and other un/under productive land uses, infill with responsible urban development, such as public open space and buildings with 2+ stories. These strategies will reinforce the Warehouse District identity as a center of vibrant enterprise where college students and young professionals and long-term residents want to be.

This district will experience the creation of one node, Varsity Commons, supported by adaptive reuse of warehouse buildings and the improvement of public spaces within the district.

**Housing**
- Existing: 10 units
- Proposed: 300 units

**Commercial**
- Existing: 150,000 sf
- Proposed: 300,000 sf

**Public Open Space**
- Existing: 0 acres
- Proposed: 1.5 acres

**Public Parking**
- Existing: 550 vehicles
- Proposed: 600 vehicles

*These figures are approximate

This District will feature:
1) TerryFirst Corridor (p)
2) Museum of Clean (e)
3) Varsity Commons (p)
4) Idaho Food Bank (e)

e = existing
p = proposed

LEGEND
- Commercial
- Residential
- Industrial
- Mixed-Use
- Public/Civic
- Public Open Space

*Buildings with a bold outline are conceptually proposed
The Center of the Historic Warehouse District

This site is home to several historic warehouses, most of which are un/under utilized. The center of this district features the Museum of Clean which draws people from in/out of the community. Development opportunities include the creation of public open space right across from the Museum, street redesign, and the repurposing of existing warehouse buildings.

LEGEND

- Hard
- Soft
Since the beginning of time, the purpose of the city has been to provide a central locale for the exchange of ideas and goods. This is a place improved by healthy competition and a "think tank" culture. With roots reaching back to the Roman Forum, the plaza, commons or other central gathering places provide a location of gathering, interaction and the exchange of ideas. Varsity Commons seeks to provide these opportunities. With a District emphasis on creative industries, entrepreneurship and young professionals, the Commons is centrally located in the District to encourage this collaborative atmosphere. The Commons are to be supported by right-of-way improvements on 1st Avenue and adaptive reuse of surrounding historic warehouse buildings.

This vision for Varsity Commons includes:

- Providing a central gathering space
- Implementing creative ideas tested out during the TerryFirst project
- Connecting 1st Avenue to the Benton Street Bridge and the creation of plaza space under the overpass
- Right-of-way improvements along 1st Avenue and Terry Street to include a walking path and bike lanes as supported in the TerryFirst project.
At the doorstep of Idaho State University, the Bengal District serves as the linchpin between Campus and Downtown. This district is where student and community life fuse together, strengthening the bonds of our town and gown relationship.
BENGAL DISTRICT VISION

Connecting Knowledge + Community

Idaho State University has been an asset of Pocatello since its early history and are inseparably connected. The Bengal District provides a physical connection between Downtown and the University Campus. The focus of this District is to provide places where students can interact with the community in meaningful ways. This includes providing additional student housing and a facility that proactively seeks to connect university students to community networks. This district’s vision for downtown development prioritizes economic development utilizing the following strategies: responsible urban development focused on providing services to university students, reinforcing the town /gown relationship, drawing energy from campus into Downtown Pocatello, affordable housing to retain a diverse downtown population, and enhancing the pedestrian experience to provide greater safety to commuting university students, effectively strengthening the link between Knowledge and the Historic Civic core.

This district will experience the creation of one node, the Bengal Block Student Life Center. While its own district, based off of its pattern of development, Bengal draws off of the strength of the University and the strong historic character of the Warehouse District.

**Housing**
- Existing: 240 units
- Proposed: 600 units

**Commercial**
- Existing: 60,000 sf
- Proposed: 180,000 sf

**Public Open Space**
- Existing: 0 acres
- Proposed: 0 acres

**Public Parking**
- Existing: 500 vehicles
- Proposed: 600 vehicles

*These figures are approximate

This District will feature:
1) ISU Campus Access (e)
2) TerryFirst Corridor (p)
3) ISU’s Bengal Block Student Center (p)

e = existing
p = proposed

**LEGEND**
- Commercial
- Residential
- Mixed-Use
- Industrial
- Public Open Space
- Parking Structure

*Buildings with a bold outline are conceptually proposed*
BENGAL BLOCK

Expanding the Campus into Downtown

This site features outdated student housing facilities and a hotel at the end of its useful life. The idea of the Bengal Block is to expand Idaho State University’s campus life into Downtown. Development opportunities include the redevelopment and expansion of student housing facilities, structured parking, the creation of a student center, and street redesign.

EXISTING

HARD-SOFT ANALYSIS

LEGEND

Hard

Soft
BENGAL BLOCK
Offering Community Life for Students

The Bengal Block Student Life Center will provide not only a place for students to live directly adjacent to Campus, but also a facility and programs that focus on civic and community life for students. These experiences will allow students to engage with the community and open various networks for career, service, or social opportunities. The objective of the Bengal Block is to strengthen the student’s ties with the community, strengthening the lasting legacy of Idaho State University as a critical member of the Pocatello community.

This vision for Bengal Block includes:
• Providing programs that connect ISU students to community networks.
• Offering additional housing options for students.
• Right of way improvements along 4th and 5th Avenue to enhance safety and the pedestrian experience within the District.
• Right of way improvements along Terry Street to include a walking path and bike lanes as supported in the TerryFirst project.
The Heart of Pocatello

Downtown Pocatello is the beating heart of the City. Its physical position between world-class recreational opportunities and a research-based university sets the stage for optimal success. Downtown is the center for community, civic, and cultural life. It encompasses Pocatello’s unique heritage and holds the answers to Pocatello’s success in the future.

This vision for Downtown Pocatello prioritizes economic development utilizing the following strategies: historic preservation, which is key to retaining all historically and culturally significant buildings; affordable housing to retain a diverse downtown population; the reduction of intrusive uses, such as surface parking lots along major streets and other on- or under-productive land uses; and infill with responsible urban development, such as public open space and buildings with 2+ stories. These will all be essential to reinforce the downtown form, the City’s identity, and enhance Downtown as the center for business, living and recreation in Pocatello.

Downtown Pocatello will experience the implementation of distinct downtown districts, form-based zoning, and an increase in housing and public open space as demonstrated in this plan.

Proposed Downtown Nodes will include:
1) Portneuf Landing
2) Pocatello Civic Center
3) Depot Crossroads
4) East Center Plaza
5) Varsity Commons
6) Bengal Block Student Center

Housing

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Commercial

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Public Open Space

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Public Parking

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<tbody>
<tr>
<td>4,350 vehicles</td>
<td>6,300 vehicles</td>
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*These figures are approximate

*Buildings with a bold outline are conceptually proposed
Unifying Downtown Streetscape Elements

Each Downtown district presents a unique character both in intensity, aesthetics, feel, and form. So how do we effectively unify the downtown as a whole to create a strong sense of place? It is recommended that to accomplish this, the Downtown is unified through common street elements, especially in the use of street lighting and street trees. In addition to these major elements, the Downtown area should have complementing street furniture (benches, bins, bike racks, etc.) on major Downtown Streets. Public plazas and parks within the Downtown area should be lit with single light street lamps.

Improved Streetscape Elements in the Downtown Transition Area

The purpose of the Downtown transition area is to connect adjacent neighborhoods and corridors to Downtown. For this reason, it is essential that streetscapes along major corridors leading into Downtown are improved. In order to avoid the confusion of downtown vs. not downtown, it is recommended that an alternate street lamp be used. Improving these streets will effectively help guide people into Downtown creating that strong sense of arrival.

Double Light Street Lamp

• Maintains a unifying street element throughout the Downtown.
• Reinforces major Downtown streets.
• Placed every 50’ max, mirrored on each side of the street.
• Street trees should be placed in between each lamp, making each tree 25’ max from the nearest lamp.
• Each block segment should have a minimum of 6 lamps and 5 trees.

Single Light Street Lamp

• Maintains a unifying street element throughout the Downtown.
• Reinforces secondary Downtown streets.
• Placed every 75’ max, mirrored on each side of the street.
• Street trees should be placed in between each lamp, making each tree 37.5’ max from the nearest lamp.
• Each block segment should have a minimum of 4 lamps and 3 trees.

Downtown Transition Street Lamp

• Provides improved street elements but is differentiated from Downtown.
• Reinforces wayfinding to Downtown.
• Placed every 75’ max, mirrored on each side of the street.
• Street trees should be placed in between each lamp, making each tree 37.5’ max from the nearest lamp.
• Each block segment should have a minimum of 4 lamps and 3 trees.
**VISION**

Vision statements provide a snapshot into the desired future for Downtown and its districts.

- **Overall**
  - Historic Downtown is the center of cultural and civic identity for Pocatello. An enhanced focus on the historic core provides a template for responsible urban development and the reinforcement of the City’s unique identity.

- **Portneuf**
  - Downtown Pocatello is the beating heart of the City. It’s physical position between world-class recreational opportunities and a research-based university sets the stage for optimal success. Downtown is the center for community, civic and cultural life. It encompasses Pocatello’s unique heritage and is the gateway to Pocatello’s success in the future.

- **Historic Downtown**
  - Adjacent to the Portneuf Greenway and direct access to a vast network of trails throughout the west bench, this district is positioned to be the City’s & Region’s greatest recreational hub.

- **Downtown East**
  - Downtown East was historically the melting pot of Pocatello. People of various backgrounds and ethnicities congregated in what was known as the “Triangle”. Today, this rich history provides a unique identity that is set to guide development efforts that honors this history and the remaining urban development pattern.

- **Warehouse**
  - Primed for research and entrepreneurial driven enterprise and young professional lofts, the Historic Warehouse District is a laboratory for students to appreciate history while also engaging with innovative and creative industries.

- **Bengal**
  - The linchpin between Campus and Downtown. This district is where student and community life fuse together, strengthening the bonds of our town and gown relationship.

**PROJECTS**

Identified projects that provide a unified identity and projects that are to be located at strategic nodes in each district, catalysts for future development and investment in Downtown.

- **Portneuf Landing**
  - A mixed-use development adjacent to the Portneuf River at Center Street and future river access point. This node will attract recreation related businesses and opportunities for riverside cafes to provide a relaxing outdoor-oriented environment.

- **East Center Plaza**
  - The first public open space amenity on the east side of Downtown. This plaza will provide a space in an urban environment and a critical downtown node. The plaza will be reinforced by intersection improvements at 1st and Center, the Underpass, and pedestrian bridge.

- **Varsity Commons**
  - The commons will provide a place for the creative class, students and residents to collaborate and engage with each other.

- **Bengal Block**
  - A student life center geared toward a community oriented experience for students, providing them access to community networks strengthening their ties to Pocatello. Provides additional housing opportunities for students.
GOALS
Goals identify specific, measurable, attainable, relevant and time-based action items that are intended to implement the vision.

POLICIES
Policies help guide the decisions & actions that are implemented regarding investment and efforts in Downtown development.

OVERALL
• Replace current zoning districts with a new Downtown Zone that incorporates form-based code standards.
• Create & implement a comprehensive transportation plan as well as a street design/lighting plan for Downtown.
• Collaborate with ISU, City, and PRT to enhance the availability of transportation options throughout Downtown.
• Assess the City’s façade improvement Program and use CDBG funding for the program.
• Update the Downtown Historic District design guidelines.
• Assess the possibility of expanding the Business Improvement District.
• Assess the possibility of implementing a Tax-Increment Financing (TIF) District within the Downtown to help fund development activities.
• Facilitate the repurposing of existing historic buildings for residential, commercial and mixed uses.

PORTNEUF
• Brand each district & implement brands on street signs, wayfinding elements & public infrastructure.
• Assess parking needs & locate strategic locations for public parking structures & encourage the mid-block development.
• Implement standards that are consistent with the pedestrian experience throughout Downtown.
• Collaborate with City staff to identify areas of needed repair & improvement regarding sidewalks, curbs, and other various public infrastructure & set a time frame for improvements.
• Implement standards district wide that preserve the historical (or potentially historic) building stock in each district.
• Centralize parking locations to reduce pedestrian/auto conflict zones.
• Collaborate with Historic Downtown Pocatello, Inc., property owners & potential investors to implement complete streets standards that are identified in the Plan.
• Prioritize pedestrian needs while supporting auto accommodations.
• Strengthen relationships & collaborations with property owners using the Historic Downtown District Plan & ISU’s Historic Preservation program for potential land acquisition.

HISTORIC DOWNTOWN
• Collaborate with property owners & design the expansion of the district & seek public input regarding its design prior to construction.
• Assess City Hall & Police Department space needs & perform an analysis regarding the viability of relocating to the Historic Downtown District.
• Identify & collaborate with property owners of potential public spaces & open space locations in the Downtown East District.
• Identify & collaborate with property owners of potential public spaces & open space locations in the Warehouse District including but not limited to the empty lot southwest of the Museum of Clean.
• Identify & collaborate with property owners of potential public spaces & open space locations in the Downtown East District.
• Implement standards that encourage the development of live-work units.
• Perform a traffic analysis study to determine the possibility of street realignment regarding the convenience of one-way couples to two-way on East Center & East Clark.
• Implement incentives that encourage the centralization of parking for multiple properties & promote off-street development of surface lots.

DOWNTOWN EAST
• Collaborate with property owners regarding investment & seek public input regarding its design prior to construction.
• Assess City Hall & Police Department space needs & perform an analysis regarding the viability of relocating to the Historic Downtown District.
• Improve the pedestrian experience at the Center Street Plaza & the Benton Street Underpass.
• Perform a traffic analysis study to determine potential future roadway changes for the area of one-way couplets to two-ways on Main, West Center & West Clark.
• Implement incentive programs that promote & encourage open space housing in historic buildings.
• Assess & collaborate with property owners regarding historic preservation standards, permissible changes, and incentives to rehabilitate historic buildings.
• Promote the development of surface parking lots with multi-story structures that are sensitive to the historic assets of the district.
• Encourage high intensity urban development.

WAREHOUSE
• Collaborate with property owners of potential public spaces & open space locations.

BENGAL
• Collaborate with property owners regarding investment & seek public input regarding its design prior to construction.
• Identify & collaborate with property owners of potential public spaces & open space locations.
• Collaborate with property owners regarding investment & seek public input regarding its design prior to construction.
• Encourage entrepreneurs & developers to invest in & rejuvenate the Historic Warehouse District.
• Encourage the reduction of automobile impact on the district & the enhancement of the pedestrian experience.

INTERACT WITH ISU UNIVERSITY FACULTY, STAFF & STUDENTS TO IDENTIFY OPPORTUNITIES TO STRENGTHEN THE TOWN & GOWN RELATIONSHIP AS WELL AS EXPAND THE POSSIBILITY OF Acquiring property and constructing a new student living center & student housing facilities along South 5th Avenue in the Bengal District.

IMPLEMENTATION
Turning Vision Into Action
The Pocatello Downtown Development Plan provides a vision and strategic framework to guide the resurgence of Downtown Pocatello over the next 20 years. Moving forward, collaboration is key between community leaders, property & business owners, and the public. Development efforts are guided by a community with a unified vision as well as investors and developers that share that vision. Market forces and public policies will be critical in turning this vision into a reality. The projects and goals of this plan are ambitious in order to help the community realize the potential of Downtown Pocatello. While the vision’s details may vary, the foundational premise should be followed in order to meet the overall goal for successfully reinforcing Downtown Pocatello as the most important district in the region both in economic and cultural terms. If followed, this plan will help successfully link together the community’s greatest assets, reinforcing their purpose and meaning, and because of these valuable assets, intense urban development and increased walkability will occur in the Downtown area.

To accomplish this, it is critical to have a standing Downtown Plan Committee that possesses the following attributes:

• Include leaders and key staff from the City, Historic Downtown Pocatello, Inc., and other key downtown organizations;
• Keep the committee to a workable size (8 to 10 members);
• Conduct regular meetings;
• Establish the specifics of the goals and strategies as outlined;
• Invite public participation and comment often;
• Review Plan annually to measure success and make adjustments;
• Celebrate and publicize accomplishments.
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