

5TH AVENUE

AREA WIDE PLANNING STUDY

Prepared for:
City of Pocatello

Prepared by:
 **Stantec**

April 2025

ACKNOWLEDGMENTS

City of Pocatello Staff

Brent McLane, Director, Planning & Development Services
Jim Anglesey, AICP, Long-Range Senior Planner
Christine Howe, Grants Manager
Jen Flynn, Assistant Planner
Anne Butler, Parks and Recreation Director
Tom Kirkman, Director of Public Services
Hannah Sanger, Science & Environment Administrator

Consultant Team (Stantec)

Leonard Farr, Project Manager
Rhonda Bell, Principal Planner
Kristin Baldonado, AICP, Urban Planner
Emily Huang, Urban Planner/Designer
Aaron Wisner, GIS Specialist

United States Environmental Protection Agency (EPA)

This project was funded by a U.S. EPA Brownfield Grant – the grant provides funding for local communities to investigate and plan for the cleanup and reuse of brownfield sites.

Community Stakeholders

Thanks are given to residents, business owners, community organizations, and real-estate representatives for their valuable input and time in shaping this plan.

Mark Dahlquist and Catherine McCarthy, NeighborWorks Pocatello
Cheryl Hanson, Campus Architect, Idaho State University
Brett Walker, Community Member
Jack Brennan, Community Member
Joann Bailey, Local Realtor
Ruby Walsh, Property Owner
Mohammed Alqurashi, Islamic Society of SE Idaho representative
Amanda Collins, SICOG
Greydon Wright, ITD



CONTENTS

EXECUTIVE SUMMARY	1
Project Overview	2
Community Priorities	4
Recommendations Summary	5
Plan Components	7
CHAPTER 1: INTRODUCTION.....	9
Section 1.1: Project Introduction	10
Section 1.2: The Focus Area.....	11
Section 1.3: Relevant Plans	14
CHAPTER 2: COMMUNITY CONDITIONS	17
Section 2.1: Demographics	18
Section 2.2: Land Use Plan and Zoning	21
Section 2.3: Transportation Systems	24
Section 2.4: Drainage	26
CHAPTER 3: COMMUNITY CONVERSATIONS AND PRIORITIES	27
Section 3.1: Engagement.....	28
Section 3.2: Community Priorities.....	29
CHAPTER 4: REVITALIZATION PLAN.....	31
Section 4.1: Community Vision.....	32
Section 4.2: Revitalization Recommendations	33
Section 4.3: Element 1 - Revitalize Vacant and Underutilized Properties.....	35
Section 4.4: Element 2 - Expand Multimodal Mobility.....	41
Section 4.5: Element 3 - Enhance and Diversify Shared Community Spaces	49
Section 4.6: Element 4 - Identify and Support Community Champions	53
CHAPTER 5: IMPLEMENTATION AND ACTION PLAN.....	55
Section 5.1: Action Plan Matrix.....	56
APPENDICES	59
A: Brownfield Inventory	
B: Demographic Tables	
C: Community Engagement Results Summary	



EXECUTIVE SUMMARY



Project Overview

This City of Pocatello and its community stakeholder partners saw an opportunity to complete an area-wide planning (AWP) study for the S. 5th Avenue corridor, a distinct business district with adjacent neighborhoods that possess redevelopment and infill capacity to bring future housing and commercial services to the neighborhood, city, and region. Over time, the corridor has lagged behind other areas of the City in terms of reinvestment and vitality. The corridor and broader Focus Area has great potential – it benefits from an established street grid, local and regional destinations, and urban infrastructure – and is prime for redevelopment and other revitalization interventions that capitalize on these existing assets.

Through a common vision, action plan, and long-term investment commitments, the Focus Area can reemerge over time as an improved experience and destination.

Project Funding

This project was funded by a United States Environmental Protection Agency (EPA) Brownfield Assessment Coalition Grant awarded to the City of Pocatello in 2022. The grant supports area-wide planning initiatives to address brownfields (defined as “a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant”) and establish strategies for redevelopment, adaptive reuse, site cleanup, and capital investments.

Project Team and Focus Area

The City established a core project team that included City staff, stakeholder advisors and a planning consultant team. The project team also established a formal Focus Area that includes the blocks generally bounded by 1st Avenue, Terry Street, 5th Avenue, and Barton Road, and includes the area between Mountain View Cemetery and Restlawn Memorial Gardens Cemetery. The Focus Area intentionally encompasses many of the surrounding residential streets so that this planning process can achieve a holistic vision and action plan to improve area conditions and quality of life for a variety of community members. The boundary for the Focus Area is shown on the next page.

Focus Area Vision Statement

The following vision statement was developed for the Focus Area, based on engagement with the community and their priorities.

The Focus Area is a diverse, bustling neighborhood that seamlessly integrates with both the university campus and existing residential development. The neighborhood fosters a harmonious blend of academic, residential, and commercial spaces creating an inviting environment that supports growth, innovation, and a high quality of life for all residents.



AWP Focus Area

Community Priorities

The AWP process had several ways for community members and local stakeholders to provide ideas and feedback regarding Focus Area revitalization. Engagement included a Working Group (comprising business/property owners, community organizations, residents, ISU students, and governmental partners), a community-wide survey, and presence at a local event. The overall feedback from these engagement activities are summarized in the following list of Community Priorities; these priorities align with a number of Vision Elements from the Pocatello Comprehensive Plan 2040, as noted in the italics (some paraphrased for brevity).



1. Safe and Comfortable Pedestrian and Bicycle Infrastructure

Comprehensive Plan:

- *Connected, Safe, & Accessible: Goals 1, 2, 3, 4*
- *Environmentally Resilient: Goal 5*



2. Enhanced Community Appearance, both private properties and public realm

Comprehensive Plan:

- *Environmentally Resilient: Goal 4*
- *Authentic & Affordable Neighborhoods: Goal 6*
- *Creative Community: Goal 1*



3. Diversified Housing that meets the needs of everyone, especially students

Comprehensive Plan:

- *Authentic & Affordable Neighborhoods: Goals 1, 2, 3, 4*



4. Streets that feel safe at all hours, slow through-traffic, and may better function as public spaces.

Comprehensive Plan:

- *Connected, Safe, & Accessible: Goals 2, 3, 4*
- *Civic Collaboration: Goal 4*
- *Creative Community: Goal 1, 2, 3, 5*



5. Increased opportunities to recreate and gather as a community.

Comprehensive Plan:

- *Outdoor Oriented: Goals 2, 3*
- *Civic Collaboration: Goal 2, 4*
- *Authentic & Affordable Neighborhoods: Goal 1, 2, 6*
- *Creative Community: Goal 1, 2, 3, 5*

Recommendations Summary

This Area Wide Plan provides a series of both physical interventions and policy/programmatic strategies to improve neighborhood conditions and support property reuse and redevelopment. The Framework Plan, presented on the next page, graphically depicts the recommended physical enhancements. While Chapter 4 delves into detail on the recommendations, the following is an overview of recommendations, categorized by land use, mobility, community spaces, and community champions.

Element 1: Revitalize Vacant and Underutilized Properties

- A. Designate **Mixed Use Activity Centers** to prioritize (re) development that aligns with the Vision.
- B. Support **Infill Development** projects on underutilized portions of properties.
- C. **Parking Strategies:** Consider a parking district or structure for the mixed use area adjacent to the ISU campus.
- D. Connect property owners with financial and technical assistance for **Environmental Site Assessment and Remediation**.

Element 2: Expand Multimodal Mobility

- A. Designate a **Pedestrian Safety Zone** and associated implementable strategies to improve the safety and comfort of pedestrians along key areas and intersections within the 5th Avenue corridor.
- B. Introduce **Pedestrian-Controlled Intersections** at high-demand intersections of 4th and 5th Avenues.
- C. Focus installation or redesign of **Bicycle and Trail Infrastructure** along key corridors, including 5th Avenue and 2nd Avenue, along with associated wayfinding signage for routes and destinations.
- D. Promote transit use with **Bus Stop Enhancements** at key locations
- E. Create or update **Citywide Mobility Guidance** for the greenway trail system plan and a citywide bicycle master plan.

Element 3: Enhance and Diversify Shared Community Spaces

- A. Implement **Streetscape Enhancements** along Terry Street and 5th Avenue to create more attractive, functional, and safe street environments.
- B. **Redesign Public Spaces**, including two key neighborhood amenities – Bremmer Park and Brady Chapel – to invite a wider range of uses and users.
- C. Introduce **Privately Owned Public Open Spaces (POPOS) Opportunities** through two restaurant parking lots to serve as a unique public space as well as pedestrian passageway.
- D. Create or update **Policies and Programs** that enhance community aesthetics and foster a sense of pride among the neighborhood.

Element 4: Identify and Support Community Champions

- A. **Reinvigorate the Mountain View Neighborhood Association** to take pride and ownership in the neighborhood's upkeep, aiding in defining or enhancing the neighborhood's identity, and assisting with programming and events.
- B. **Create an Improvement District** to oversee community services, promotion and activation.



Framework Plan. See Chapter 4 for further explanation of site numbers.



Plan Components

This document includes six components that will aid in advancing the City's revitalization goals for the Focus Area.



Existing Conditions Analysis: A summary of the existing area conditions in terms of land use, urban character, zoning, transportation/mobility networks, demographics, and public services. This element is discussed in Chapter 2.



Action Plan: An Action Plan matrix that organizes the recommendations by anticipated timeline, lead entity/partners, and individual actions. This element is discussed in Chapter 5.



Community Vision and Priorities: The definition of the community's vision and priorities for the future derived through community surveys, conversations with a formal project Steering Committee, and review of the City's Comprehensive Plan. This element is discussed in Chapters 3 and 4.



Property Inventory / Brownfield Sites: A property conditions inventory defining site characteristics that are associated with redevelopment potential (e.g., size, zoning, occupancy status, environmental conditions). This element is in the Appendix.



Revitalization and Framework Plan: The Revitalization Plan includes several recommendations categorized into four elements: Land Use, Mobility, Community Spaces, Community Champions. The recommendations include specific physical enhancements as presented in the Framework Plan, and the necessary policy and programmatic support to transform the area to align with the community's vision. This element is discussed in Chapter 4.

Page intentionally left blank.



CHAPTER 1

Introduction

Section 1.1: Project Introduction

In 2024, the City of Pocatello embarked on an Area Wide Plan (AWP) to define a vision and set of priorities, and create an action plan for revitalization for the 5th Avenue corridor. In recent decades, when compared to other areas of the City, the corridor has experienced building vacancies, underutilized properties, and a lack of private investment. Additionally, the existing corridors exist as an auto-oriented character and the current streetscapes are less conducive for pedestrian and non-motorized travel. Through a comprehensive planning effort, there is opportunity to define strategies to improve mobility options, enhance streetscapes, and entice private investment on vacant and/or underutilized sites that can breathe new life into the neighborhood for community-serving uses like housing, commercial services, and employment opportunities.

Objectives. The AWP project objectives include the following:

- Identify properties with redevelopment potential.
- Identify existing regulatory and Focus Area conditions.
- Engage with community members to define local priorities and revitalization ideas.
- Identify and prioritize potential public investments and capital projects that support revitalization.
- Provide recommendations focused on potential land uses, mobility enhancements, and future amenities.
- Define implementation strategies.

Funding. This project was funded by an EPA Brownfield Assessment Coalition Grant awarded to the City of Pocatello in 2020. The grant supports area-wide planning initiatives to address brownfields and establish strategies for redevelopment, adaptive reuse, site cleanup, and capital investments.



1. Looking northwest down 5th Avenue near the Thunderbird Motel.
2. A typical view of one of the nicer homes in the residential part of the neighborhood, mostly comprised of single-story detached homes and mature trees.
Source: Stantec, Google Street View.

Section 1.2: The Focus Area

Focus Area. The Focus Area is generally bounded by the railroad tracks and 1st Avenue, Terry Street, 5th Avenue, and Barton Road, and it includes the area between Mountain View and Restlawn Cemeteries.

The 4th and 5th Avenue corridors are configured as a one-way street pair, with 5th Avenue serving as a gateway into Downtown Pocatello and Idaho State University from Interstate 15. A traditional street grid comprises the northern limits of the corridor with regularly spaced side streets that lead into surrounding neighborhoods. The corridors include several community

anchors and amenities that serve as the foundation for revitalization planning; these uses include the Idaho State University campus, the Mountain View and Restlawn Cemeteries, the Upper Ross Park Disc Golf Course, the Visit Pocatello Center and rose garden, and the Red Hill Trail network. Additionally, Downtown Pocatello, Miller Ranch Stadium/Bartz Field, and several residential neighborhoods are located near the Focus Area. Red Hill is a significant geographic feature.



ISU logo painted on pavement at the intersection of 5th Avenue and Terry Street.

Source: Stantec



AWP Focus Area Map
Source: Google Earth

Key Assets for Successful Revitalization

This AWP process examines existing Focus Area assets and aims to build upon those assets to ground recommendations in the context of the local values, people, and place. The following are key assets that serve as a foundation for revitalization strategies and community enhancement projects.



Traditional Urban Form

The Focus Area is built on a formal street grid – the area has continuous, regularly-shaped city blocks, service alleys, and streets that feed into surrounding neighborhoods. This pattern benefits redevelopment projects because the street system is in place and the scale is extremely conducive for pedestrians. Additionally, the neighborhood’s legacy buildings are small in scale and generally oriented along public sidewalks, promoting a walkable shopping/entertainment environment and providing a distinctive experience for visitors.



Underutilized and Vacant Properties

The Focus Area has a variety of vacant or underutilized sites that create opportunities for redevelopment projects that could provide housing, jobs, and services. The variety of sites and locations provide opportunities for both large- and small-scale infill projects.



ISU as Neighbor and Partner

The Focus Area is adjacent to Idaho State University campus, an institution that contributes greatly to the area’s vitality. The University is a major attractor and could benefit businesses as students and ISU visitors may seek out shopping and dining options.

Section 1.3: Relevant Plans

The Focus Area benefits from several existing long-range land use and transportation-related community planning efforts that are detailed below. Additionally, Pocatello's Comprehensive Plan is discussed in Section 2.2.

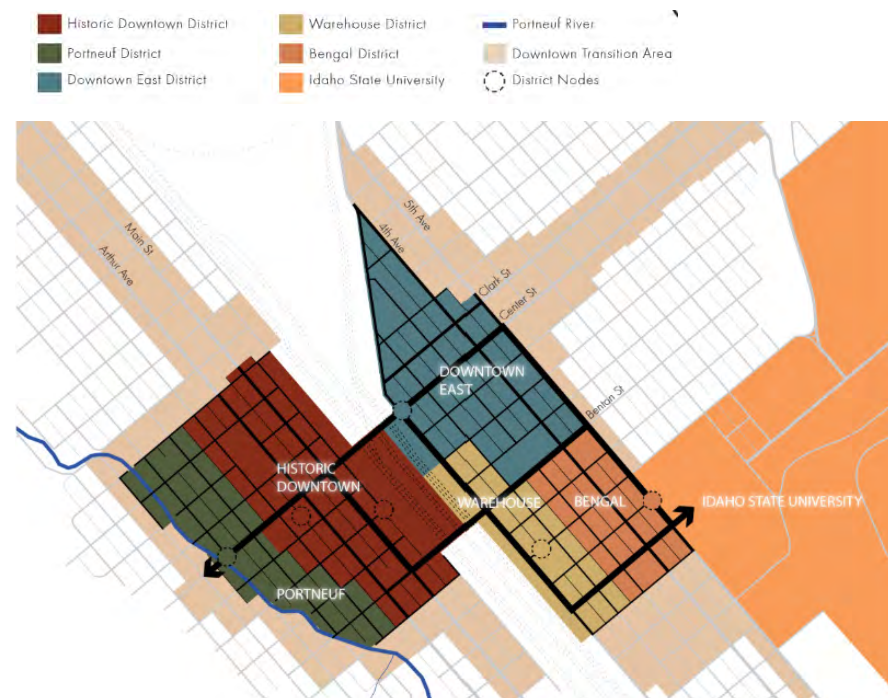
Pocatello Downtown Development Plan (2022). This vision document addresses the City's downtown district, which extends to the south until Putnam Street. The Focus Area and the downtown district overlap for four blocks including Terry Street, 5th Avenue, Putnam Street, and 1st Avenue. This area includes two sub-districts, the Warehouse District, and the Bengal District (see map at right). The downtown transition area extends even further south, until Sutter Street. There are no major land use or development projects proposed within any of the 4-block overlap with the Focus Area.

The 5th Avenue AWP acknowledges the connection between the two planning areas, as the areas should not exist in a vacuum, rather, they should connect, complement, and build off of one another.

Transportation Master Plan (2010). The 2035 Metropolitan Transportation Plan (MTP) is Pocatello's long range transportation vision and guide. The MTP has several functions including establishing the goals and vision for a future transportation system, identifying the current and future transportation problems, and identifying the projects and strategies to address the transportation problems. There are Transportation Improvement Programs that accompany the master plan which identify specific projects. There are no proposed projects that fall within the Focus Area.

Portneuf Greenway Master Plan (2009). This Master Plan outlines the vision for the development of the Portneuf Greenway Trail System. While there are no proposed improvements within the Focus Area, there are improvements surrounding the Focus Area that may be relevant, including the ISU Corridor, north of the Focus Area, and the Riverside Corridor, south of the Focus Area. These plans are further detailed in the Master Plan document.

Bicycle and Pedestrian Master Plan (2019). The Bannock Transportation Planning Organization's plan provides guidance and recommendations for the region on creating a connected bicycle and pedestrian networks. The master plan recommends strategies and projects needed to complete the networks. The master plan includes a bicycle network, pedestrian network, separated network, and an implementation plan. Based on this Plan, there are no major bicycle or pedestrian infrastructure projects planned for the Focus Area. Intersection projects include evaluating the conditions for curb extensions, advance yield here sign, and pedestrian hybrid beacon for the two intersections at Terry Street and 5th Avenue and 4th Avenue.

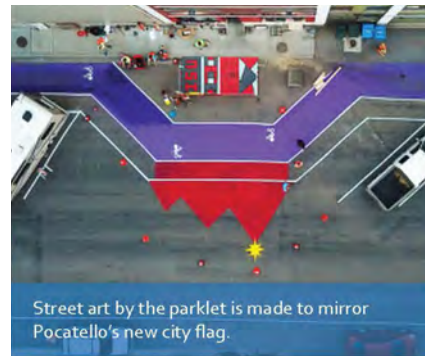


From the Downtown Development Plan, the above map shows the locations of five distinct downtown districts, which each have their own vision, nodes/catalytic projects, and landmarks.

Terry First (2018). The Terry First report was a collaboration between the City of Pocatello, the community, the non-profit organization Community Builders, and the transportation- and placemaking-focused firm Team Better Block. The plan established a vision, goals, and strategies for the Terry Street and First Avenue corridors, while also identifying the tools, resources, and leadership capacity required for implementation.

Terry Street is the AWP Focus Area's northwestern boundary, and therefore the plan and its recommendations are relevant for the AWP planning effort. Recommendations include the following short-term, mid-term, and long-term actions. Some desired outcomes from this AWP document are designed to be coordinated with Terry First recommendations.

- Short-term recommendations: stripe on street parking, buffer/widen sidewalk between parking and building frontages, keep the popup park, encourage the addition of art, install bulbouts, make ISU logo permanent, no dutch intersection or angle parking, install water spigot and irrigation, continue parklet experimentation
- Mid-term recommendations: add street lighting, add string lighting, modify the City's zoning regulations to create more opportunity for private investment, connect First and Second Avenue for pedestrians, stormwater infiltration in tree wells and planter strips.
- Long-term recommendations: street striping, make the purple bike lane permanent, expand housing choices, brand the Warehouse District, enhance the park, move forward with Benton Street improvements.



Street art by the parklet is made to mirror Pocatello's new city flag.



The Idaho State University logo was stenciled on 5th Street, with permission from ITD.



A "Dutch Intersection" provides pedestrian refuge and clear crossings.



A mountain made to mirror the city's flag was painted between 4th and 5th.



All images on this page and descriptions below are from the Terry First Final Report.
 1. Murals. A group of students from ISU developed three murals, which were hung on the brick building face in the pop-up park area. These murals are permanent and add a flash of color to the corridor. 2. Street art and intersection calming. 3. Citizen's were interested in creating more attractions and destinations within the Terry Street corridor, which help boost economic activity. A 'pop up park' was created in the parking lot across from the Museum of Clean and the Portneuf Valley Brewery. The park contained interactive games like huge Jenga and rubber band crossbows, along with stalls for entrepreneurs to sell their products.

Page intentionally left blank.



CHAPTER 2

Community Conditions

Section 2.1: Demographics

When planning for the 5th Avenue Focus Area, it is important to consider existing demographic characteristics and future population projections. The project team reviewed available demographic data from the U.S. Census Bureau (2010 and 2020 decennial Census data) and Esri (2023 data and forecasts).

Data and Geographies. Data tables for the Focus Area as well as multiple comparison geographies, showing how the Focus Area fits into a larger local and regional picture, are included in the Appendix.

Key Findings and Considerations

- **Growth.** The Focus Area is not within a high growth area, city, or county (less than 1% annual growth rate for the next 5 years).
- **Diversity.** Racial diversity is higher in the Focus Area compared to the city, county, and state.
- **Population.** With such close proximity to the ISU campus, student population influences just about all demographic and household data within the Focus Area:
 - 55 percent of the population are aged 15 to 24.
 - Less children (under 18 years) and seniors (over 65 years).
- Educated population, with high percentage of those with higher degrees.
- Smaller average household and family size.
- Lower median household and per capita income.
- **Unemployment.** Low unemployment rate of 1 percent compared to 3 percent for the city and county, 2 percent for the state.
- **Housing Type.** The Focus Area has a higher proportion of multi-family housing compared to the city, county, and state.

Population

Population Trends and Forecast. In 2023, the Focus Area had 2,181 residents, about 4% of the city's population. Both areas have grown less than 0.5% since 2000 and are expected to grow by 0.1% in the next five years. This means 12 more residents and 6 new housing units in the Focus Area, and 900 more residents and 300 new housing units citywide.

Race and Ethnicity. The Focus Area is more racially diverse than the city, county, and state. It is 79% white and 14% Hispanic or Latino, with white being the predominant race in all three regions.

Age. The Focus Area has a younger median age of 23 years, compared to mid-30s in the city, county, and state. Over half of its residents are 15 to 24 years old, likely due to Idaho State University. There are more working-age adults and lower unemployment. Transportation improvements should focus on student needs.

Education. The Focus Area has more residents with less than a 9th-grade education and more with graduate or professional degrees compared to city, county, and state levels. This is likely due to Idaho State University, indicating many students and professors live there. The area is well-educated, which is important for attracting employers and job opportunities.

English Speaking Ability. About 89% of the Census Tract* population speak only English at home, closely matching statewide data. The city and county have slightly higher percentages of English-only speakers and fewer people who speak English less than very well.

*Data for the Focus Area was not available, but the Census Tract data (a slightly larger geographic area) is a close representation of the Focus Area.

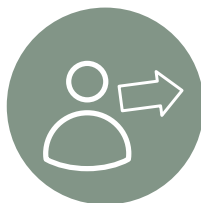
Household Characteristics

Household Size. The Focus Area has an average household size of 2.11, slightly lower than city, county, and state averages. There are fewer households with children and more single-person households, reflecting its majority student-age population. This suggests a need for smaller, single-occupancy housing units geared towards students.

Household Incomes / Financial Hardship. The Focus Area has a significantly lower median household (noted below) and per capita incomes compared to the city, county, and state. This is likely due to the high percentage of students. A quarter of the population lives below the poverty rate, and one-fifth receive food stamps.

Median household income (approximate):

- Focus Area: \$32,500
- City: \$58,800
- County: \$63,900
- State: \$69,400



Housing Conditions

Across the nation, adequate housing supply and lack of affordability have become major issues, from large cities to small communities alike. Therefore, planning for housing, including supply, cost, a range of options, and quality is critically important. Good housing stock also helps retain a talented workforce, attract major employers, and accommodate natural growth in the region.

Housing Units and Tenure. The Focus Area has about 900 housing units, with 90% occupied and most being renter-occupied. It has a higher percentage of renters and a slightly higher vacancy rate than the city, county, and state, likely due to the fluctuating student population.

Age. The Focus Area has older housing compared to the city, county, and state. Only a quarter of the housing is newer than 1980, versus nearly 60% statewide. This increases the likelihood of lead-based paint and higher maintenance costs.

Housing Types. The Focus Area has a greater diversity of housing types when compared to the city, county, and state. Approximately half of the units in the Focus Area are single-family homes, compared to closer to 70 percent in the county and statewide. The Focus Area also has many more multi-family properties containing 3 or more units. Once again, this information is consistent with a large student population.



Housing Cost and Affordability

Owner-occupied Housing. Median home value increases as the geographies get larger, with homes in the Focus Area having the lowest value at \$142,935, and statewide value being the highest at \$377,102.

Renter-occupied Housing. The median rental rate is \$725 in the Focus Area, which is higher than the citywide rent at \$616, but lower than the county and state median rents. Approximately one quarter of renters in the Focus Area are housing cost burdened, paying more than 30 percent of their household income on gross rent, a figure which is about 5 percent higher than the city and county.



1. Detached single-family street in the Focus Area.
 2. Older multi-family development.
 3. Newer low-income senior housing.
- Source: Stantec.

Section 2.2: Land Use Plan and Zoning

Existing policy, zoning and design standards form an important framework for how the Focus Area will grow and evolve. This area wide plan offers an important tool to carry forward and further customize the direction established in these City-wide policies and to identify regulatory challenges and potential remedies that may exist in the unique context of the Focus Area. The following policies apply to the AWP Focus Area.

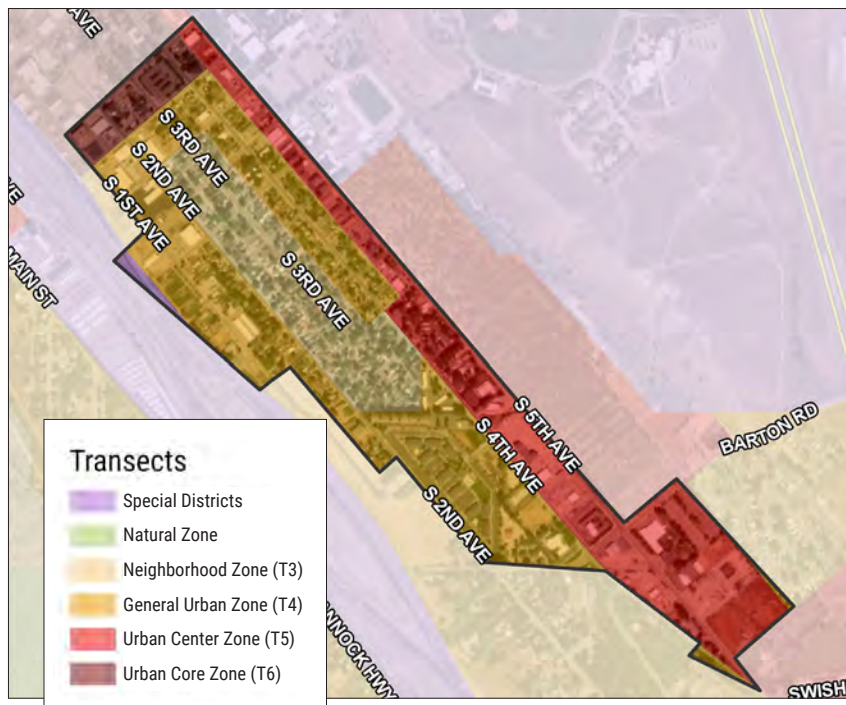
Pocatello Comprehensive Plan 2040

Pocatello recently adopted its Comprehensive Plan (Plan) in 2023. This AWP is subject to the Comprehensive Plan's vision and goals, and future land use designations. The Plan sets forth several Vision Elements tied to goals and even more specific strategies. Many of this AWP's objectives and intended outcomes align with the Plan's goals, organized by Vision Element in the table below.

Table 2.2. Relevant Comprehensive Plan Goals	
Vision Element	Relevant Goals
Outdoor Oriented	Goal 3: Develop a continuous greenway system that connects to local neighborhood centers and outdoor amenities, while promoting a healthy community through recreation and active transportation.
Environmentally Resilient	Goal 4: Cultivate compact development patterns and enhanced aesthetics that promote walkability, community health, reduced infrastructure, and energy costs. Goal 5: Develop a transportation system that accommodates multi-modal choices to reduce dependence on fossil fuels.
Connected, Safe, and Accessible	Goal 1: Develop a mobility network that interconnects and distributes pedestrian, bicycle, and vehicle traffic to multiple streets and nodes of activity. Goal 2: Provide a safe transportation system that serves all users. Goal 3: Evaluate roadways, sidewalks, and paths by utilizing multiple variables such as safety, mobility, access for people and goods, system operation, and quality of life. Goal 4: Maximize the public right-of-way to create great places. Goal 5: Maintain and update existing infrastructure such as roads, sewer, water, and high-speed internet.
Civic Collaboration	Goal 2: Empower the community to be involved and collaborative in City government. Goal 4: Protect the health, safety, and welfare of the community by providing high quality services, infrastructure, and innovation
Authentic and Affordable Neighborhoods	Goal 2: Conduct intentional, equitable, and measurable neighborhood planning.
Creative Community	Goal 1: Promote a positive image of the City by creating an attractive, well-maintained public realm through enhanced streetscapes. Goal 2: Embrace Pocatello as Eastern Idaho's cultural hub by implementing creative placemaking strategies to shape the physical and social character of Pocatello, centered around the arts and cultural activities. Goal 3: Engage in the expansion of public facilities and programmed events that enhance the quality of life of our residents. Goal 5: Foster development within the City that considers and incorporates arts and cultural spaces, connected by green space and corridors.

Transect Zones. The City intends to phase out the traditional Future Land Use Map and to transition to a Smart Growth planning approach and SmartCode model, which uses a Future Land Designation Map that reflects the Community Development Patterns and Transect Zones. The following are the land designations and their descriptions for transect zones that are present within the Focus Area:

- Neighborhood Zone (T3) - Consists of low-density residential areas adjacent to higher zones with some mixed-use. Landscaped yards surrounding detached single-family houses.
- General Urban Zone (T4) - Consists of a mixed-use but primarily residential urban fabric. Mix of houses, townhouses, and small apartments, with scattered commercial activity.
- Urban Center Zone (T5) - Consists of higher density mixed-use buildings that accommodate retail, offices, row houses, and apartments with buildings close to the street.
- Urban Core Zone (T6) - Consists of the highest density and height with the greatest variety of uses and civic buildings of local and regional importance. Buildings form a continuous street front along the sidewalk.



Illustrations of the Transect Zones that are found within the Focus Area.

Source: Smart Growth America and the Pocatello Comprehensive Plan.

Zoning Designations

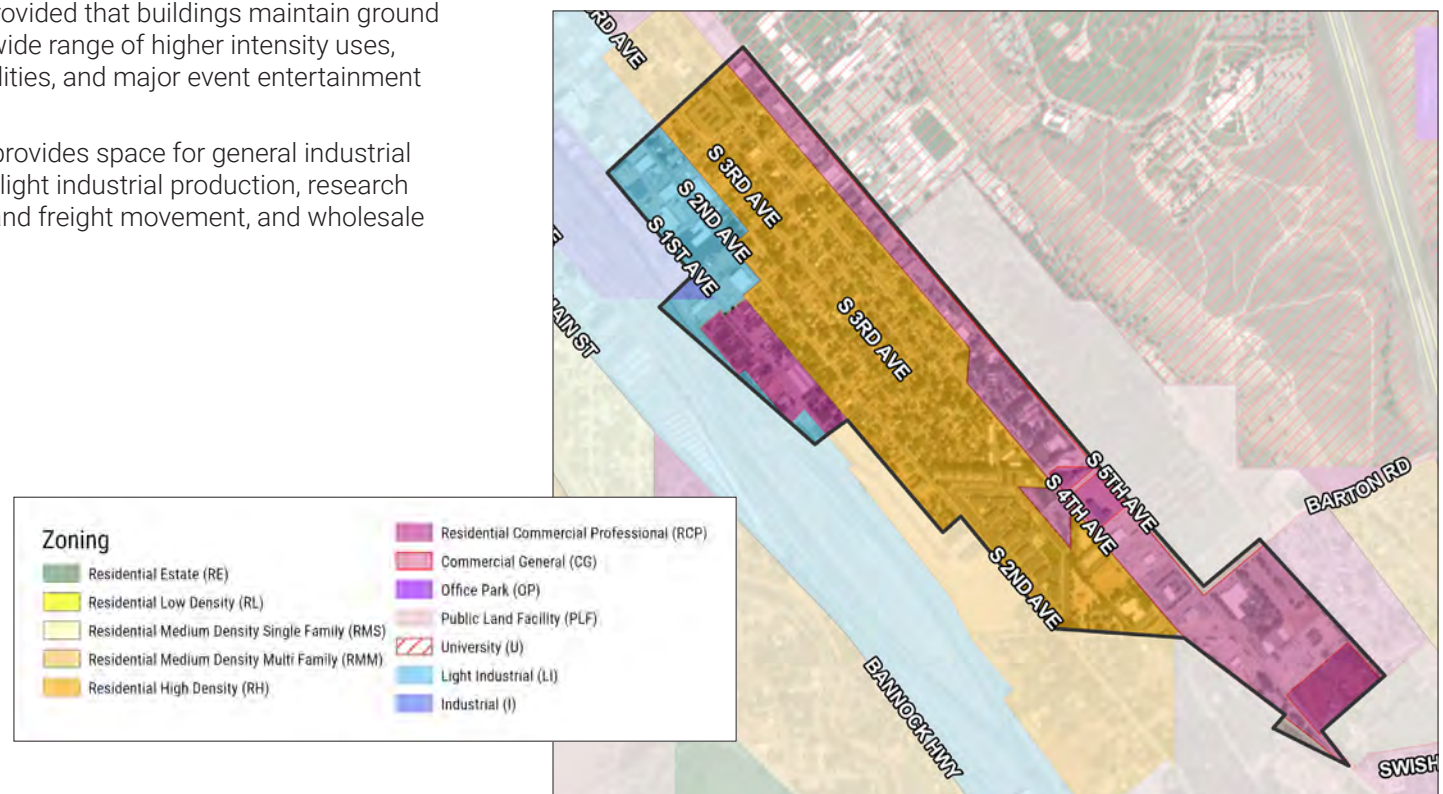
Properties within the Focus Area are categorized into the four zoning districts described below and shown on the map on this page.

- **Residential High Density (RH):** This district accommodates single-family homes, accessory dwellings, apartments/condominiums, duplexes and town homes. A limited amount of neighborhood commercial, civic, and institutional uses are permitted outright; other civic and institutional uses also are conditionally permitted.
- **Residential Commercial Professional (RCP):** This district allows a mix of residential, professional office, and neighborhood commercial uses including business/professional services, convenience retail, personal services, and restaurants, in close proximity to residential areas and major transportation facilities.
- **General Commercial (GC):** This district accommodates a full range of retail, office and civic uses with a citywide and/or regional trade area. Residential uses are permitted provided that buildings maintain ground floor commercial storefronts. A wide range of higher intensity uses, including self-service storage, utilities, and major event entertainment are conditionally permitted.
- **Light Industrial (LI):** This district provides space for general industrial uses including industrial service, light industrial production, research and development, warehousing and freight movement, and wholesale sales activities.

Land Use and Development Standards

Lot, Density, Height, and Setback. In the Focus Area, the lot size per unit ranges from 1,452 square feet for multi-family or condominiums to 6,720 square feet for two-family, though much of the existing housing stock are single-family types and sit on larger lots closer to 5,000 square feet and above. Front setbacks are 10 feet for all districts within the Focus Area. The RH district requires a 6-foot side yard setback and 10-foot rear yard setback, while the CG district does not require side or rear yard setbacks. The maximum building height in the RH district is 45 feet, and 105 feet in the CG district.

Parking Requirements. Parking requirements are based on land use and are typically measured per unit for residential uses, and by gross floor area of a building for commercial uses.



The map below shows the road classifications and major roads through the Focus Area.

Pocatello Regional Transit (PRT) provides public transit throughout the Focus Area and the City, with 9 fixed bus routes, commuter services, and paratransit/door-to-door service. Four of the fixed bus routes serve the Focus Area, as outlined in Table 2.3.



Trails

The Focus Area has access to two nearby trails - Red Hill Trail and AMI Trail - that provide important recreational opportunities to the area; a third trail, Taysom Rotary Park Trail, is a bit further away and across the railroad right-of-way but a viable option for local use. Additionally, while not a formal trail, many use the cemetery paths for recreation purposes.

A trail connection is proposed along Terry Street as well as a continuation of the trail south along the Portneuf River. These trail systems are shown on the map to the right, and the two trailheads in the Focus Area are shown below.



1. Red Hill trailhead at 5th Avenue and Barton Road.
2. Shady Side trailhead at 4th Avenue and Fredregill Road.
Source: Google Street View



Section 2.4: Drainage

The Focus Area has a moderately developed stormwater system that collects surface stormwater from the area streets into storm sewer system conduits, where it is conveyed to the 1st Avenue stormwater treatment basins. There are segments where multiple blocks drain by surface conveyance between inlet structures, and some segments where no curb and gutter is in place. Some inlets are deficient in their size. Approximately 60 percent of the stormwater pipes in the area have been determined to have insufficient capacity to fully manage the design storm. This level of service for the stormwater system is fairly consistent with other portions of the City stormwater system. No major recurring flood areas have been identified in this neighborhood.

FEMA Flood Hazard Zones

While the Focus Area is located within 1,500 feet of the Portneuf River, it is outside the at-risk area for flooding. As indicated in the map below, a levee exists on either side of the river, which provides the areas with a reduced flood risk.



View of Portneuf River and levee structure at Bannock Hwy bridge crossing.
Source: Google Street View





Source: matt-noble, unsplash.com

CHAPTER 3

Community Conversations and Priorities

Section 3.1: Engagement

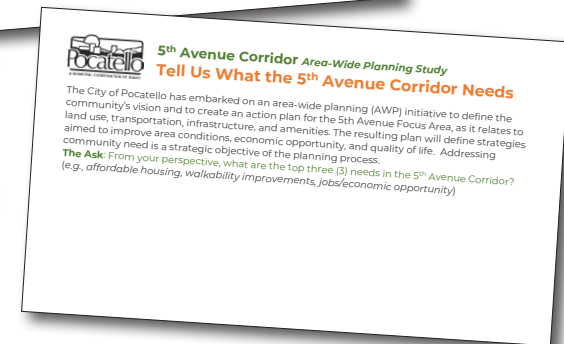
Residents, business owners, and other stakeholders are the experts of their own communities and hold the most valuable local knowledge. For that reason, the vision, goals, and projects recommended by this plan evolved from engaging with the community to learn about local needs and desires. The Area Wide Planning process included the following activities:

- **Pop-Up Event:** the project team staffed an information table at the Portneuf Valley Environmental Fair in April of 2024 to encourage community members and stakeholders to learn about the AWP project and provide ideas for area revitalization.
- **Walking and Biking Tours:** the City and its consultants toured the area on foot and by bike.
- **Community-Wide Survey:** the City hosted an online survey to collect input on existing area conditions, needed improvements, and aspirations for revitalization. Over 275 responses were collected.
- **Working Group Sessions:** the AWP process included a formal project “Working Group” comprising City staff, area business/property owners, and community representatives; this group served as the core recommendation body for the AWP project. The Working Group provided guidance and feedback at project milestones such as visioning and draft recommendations review.

Additional engagement details are provided in the Appendix.



Engagement materials from the Pop-Up Event to promote the community survey (left) and collect initial feedback about the Focus Area's needs through a short written response (below).



Section 3.2: Community Priorities

Several themes emerged during early engagement about existing neighborhood conditions and desired enhancements participants want to see. These themes were endorsed as the AWP Community Priorities and are listed below. In addition to each priority, the associated Comprehensive Plan Vision Elements and goals that each priority meets are listed. An excerpt from the Comprehensive Plan is shown on the next page which includes all the Vision Elements and goals for context and reference.



1. Safe and Comfortable Pedestrian and Bicycle Infrastructure

Comprehensive Plan:

- *Connected, Safe, & Accessible: Goals 1, 2, 3, 4*
- *Environmentally Resilient: Goal 5*



2. Enhanced Community Appearance, both private properties and public realm

Comprehensive Plan:

- *Environmentally Resilient: Goal 4*
- *Authentic & Affordable Neighborhoods: Goal 6*
- *Creative Community: Goal 1*



3. Diversified Housing that meets the needs of everyone, especially students

Comprehensive Plan:

- *Authentic & Affordable Neighborhoods: Goals 1, 2, 3, 4*



4. Streets that feel safe at all hours, slow through-traffic, and may better function as public spaces.

Comprehensive Plan:

- *Connected, Safe, & Accessible: Goals 2, 3, 4*
- *Civic Collaboration: Goal 4*
- *Creative Community: Goal 1, 2, 3, 5*



5. Increased opportunities to recreate and gather as a community.

Comprehensive Plan:

- *Outdoor Oriented: Goals 2, 3*
- *Civic Collaboration: Goal 2, 4*
- *Authentic & Affordable Neighborhoods: Goal 1, 2, 6*
- *Creative Community: Goal 1, 2, 3, 5*



Vision Elements

The vision elements form an action-oriented, comprehensive vision for our city. Each vision element is linked to a set of goals and strategies to help ground and implement the vision. This page shows a summary of each vision element and their respective goals.

Outdoor Oriented



In 2040, Pocatello embraces its connection to nature, through the preservation of outdoor spaces and expanded recreational opportunities that are connected & accessible.

GOALS:

1. Develop and implement a comprehensive Parks and Recreation Plan.
2. Provide a variety of recreation programs, activities, and events to ensure that the quality and quantity of recreation opportunities is sufficient to facilitate recreation opportunities for all citizens.
3. Develop a continuous greenway system that connects to local neighborhood centers and outdoor amenities, while promoting a healthy community through recreation and active transportation.
4. Guide and plan for the protection, development, and acquisition of public access to the natural resource amenities within and surrounding the Portneuf River Valley.

Economically Robust



In 2040, Pocatello fosters a diverse and resilient economic base that leads in regional economics by strengthening the local economy.

GOALS:

1. Develop and implement a City-wide marketing strategy.
2. Create a business environment that has a diverse economic base.
3. Promote Downtown as the economic engine for the city.
4. Be a leader in regional economics.

Environmentally Resilient

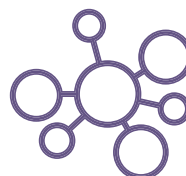


In 2040, Pocatello's residents embrace environmental resiliency resulting in increased community stewardship of the local and regional environment.

GOALS:

1. Protect and enhance the quality and quantity of ground and surface water resources in the Portneuf River Valley.
2. Conserve and enhance the natural resources within and surrounding the Portneuf River Valley.
3. Mitigate climate change at the local level by adopting a Climate Action Plan.
4. Cultivate compact development patterns and enhanced aesthetics that promote walkability, community health, reduced infrastructure, and energy costs.
5. Develop a transportation system that accommodates multi-modal choices to reduce dependence on fossil fuels.

Connected, Safe, & Accessible



In 2040, Pocatello embraces Complete Streets by contextually designing streets for all modes of transportation that provide safe access to live, work, and play.

GOALS:

1. Develop a mobility network that interconnects and distributes pedestrian, bicycle, and vehicle traffic to multiple streets and nodes of activity.
2. Provide a safe transportation system that serves all users.
3. Evaluate roadways, sidewalks, and paths by utilizing multiple variables such as safety, mobility, access for people and goods, system operation, and quality of life.
4. Maximize the public right-of-way to create great places.
5. Maintain and update existing infrastructure such as roads, sewer, water, and high-speed Internet.

Civic Collaboration



In 2040, community decisions are informed by those who live and work in Pocatello. The City works closely with neighborhoods, community organizations, and other government entities to enhance the health, safety, and welfare of the community.

GOALS:

1. Bolster local government accountability and transparency through the efficient use of public funds.
2. Empower the community to be involved and collaborative in City government.
3. Lead the advancement and promotion of local and regional collaboration.
4. Protect the health, safety, and welfare of the community by providing high quality services, infrastructure, and innovation.

Authentic & Affordable Neighborhoods



In 2040, Pocatello's neighborhoods are affordable, complete, unique, and reflective of our city's history.

GOALS:

1. Create Complete Neighborhoods by implementing development criteria informed by unique neighborhood plans.
2. Conduct intentional, equitable, and measurable neighborhood planning.
3. Create a Housing Plan that will provide guidance on housing needs for each neighborhood.
4. Assist those who are unhoused or otherwise in need to help prevent their involuntary displacement.
5. Develop form-based code standards to guide new development within each neighborhood.
6. Preserve the authenticity of Pocatello's neighborhoods and celebrate our history, architecture, and culture.

Creative Community



In 2040, Pocatello is a community that embraces its local creative talent through the inclusion of arts in public spaces and the integration of native vegetation into development, both public and private.

GOALS:

1. Promote a positive image of the city by creating an attractive, well-maintained public realm through enhanced streetscapes.
2. Embrace Pocatello as Eastern Idaho's cultural hub by implementing creative placemaking strategies to shape the physical and social character of Pocatello, centered around the arts and cultural activities.
3. Engage in the expansion of public facilities and programmed events that enhance the quality of life of our residents.
4. Support the vitality and creative spirit of Downtown Pocatello as the heart of activity and gathering.
5. Foster development within the City that considers and incorporates arts and cultural spaces, connected by green space and corridors.



CHAPTER 4

Revitalization Plan

Section 4.1: Community Vision

Vision Statement

The Focus Area is a diverse, bustling neighborhood that seamlessly integrates with both the university campus and existing residential development. The neighborhood fosters a harmonious blend of academic, residential, and commercial spaces creating an inviting environment that supports growth, innovation, and a high quality of life for all residents.



Section 4.2: Revitalization Recommendations

The Plan proposes the following recommendations, categorized by A) Land Use; B) Mobility; C) Community Spaces; and D) Community Champions. These major concepts are grounded in the information presented in earlier chapters, which cover the community context, assets, and priorities. Implementing these recommendations will align the Focus Area with the community's vision. The following pages will detail each recommendation, including specific physical enhancements from the Framework Plan (shown on the next page) and the necessary policy and programmatic support.

Element 1: Revitalize Vacant and Underutilized Properties

Incrementally transform the Focus Area through infill and redevelopment opportunities - with a focus on residential development - while improving the pedestrian-friendliness of the neighborhood and addressing environmental concerns.

Recommendations:

- A. Designate **Mixed Use Activity Centers** to prioritize (re)development that aligns with the Vision (L1 and L2).
- B. Support **Infill Development** projects on underutilized portions of properties (L3 through L13).
- C. **Parking Strategies:** Consider a parking district or structure for the Bengal Village Activity Center.
- D. Connect property owners with financial and technical assistance for **Environmental Site Assessment and Remediation**.

Element 2: Expand Multimodal Mobility

Ensure safety and comfort for all residents and visitors, regardless of how they choose to move around the area, whether on foot, by bike, by bus, with assistance devices, or private vehicle.

Recommendations:

- A. Designate a **Pedestrian Safety Zone** and associated implementable strategies to improve the safety and comfort of pedestrians along key areas and intersections within the 5th Avenue corridor (P1).
- B. Introduce **Pedestrian-Controlled Intersections** at high-demand intersections of 4th and 5th Avenues.

- C. Focus installation or redesign of **Bicycle and Trail Infrastructure** along key corridors, including 5th Avenue and 2nd Avenue, along with associated wayfinding signage for routes and destinations.
- D. Promote transit use with **Bus Stop Enhancements** at key locations
- E. Create or update **Citywide Mobility Guidance** for the greenway trail system plan and a citywide bicycle master plan.

Element 3: Enhance and Diversify Shared Community Spaces

Enhance the aesthetic appeal of the neighborhood through improvements to existing facilities and creation of new public spaces.

Recommendations:

- A. Implement **Streetscape Enhancements** along Terry Street and 5th Avenue to create more attractive, functional, and safe street environments (B3).
- B. **Redesign Public Spaces**, including two key neighborhood amenities – Bremmer Park and Brady Chapel – to invite a wider range of uses and users (D3 and D4).
- C. Introduce **Privately Owned Public Open Spaces (POPOS) Opportunities** through two restaurant parking lots to serve as a unique public space as well as pedestrian passageway (D2).
- D. Create or update **Policies and Programs** that enhance community aesthetics and foster a sense of pride among the neighborhood.

Element 4: Identify and Support Community Champions

Build the long-term community support needed to execute community improvements, provide ongoing programming and ensure that the neighborhood evolves with changing community needs and priorities.

Recommendations:

- A. **Reinvigorate the Neighborhood Association** to take pride and ownership in the neighborhood's upkeep, aiding in defining or enhancing the neighborhood's identity, and assisting with programming and events.
- B. **Create an Improvement District** to oversee community services, promotion and activation.



Label	Proposed Improvement
L1, L2	Mixed Use Activity Centers
L4, L5, L6, L7, L8	Planned Infill
L3, L9, L10, L11, L12, L13	Recommended Infill
P1, P2, P3	Pedestrian Infrastructure
B1, B2, B3	Bicycle and Trail Infrastructure
D1, D5	Streetscape Enhancements
D3, D4	Public Space Enhancements
D2	POPOS Opportunities



Section 4.3: Element 1 - Revitalize Vacant and Underutilized Properties

A. Mixed Use Activity Center Designations

This concept recommends designating two mixed-use activity centers on either end of the Focus Area to be prioritized for new uses that align with the Vision. The City, in partnership with the community, should identify the desired land uses and development form for each site. The City should partner with property owners and real estate professionals to recruit potential developers or tenants to these nodes.

While each site has different existing land uses, they share similar (re) development opportunities for housing and commercial uses in proximity to one another that will invite more life into each space and the surrounding neighborhood.

Bengal Village District (L3) – Encompassing three blocks between Carter Street and Putnam Street between 4th and 5th Avenue, this area represents the bridge between the ISU campus and the adjacent neighborhood. After several years of being in various states of disrepair, ISU's West Campus housing building that sat along 5th Avenue between Lovejoy and Carter Streets was demolished in 2024. The property currently sits vacant, and although a number of ideas have been considered, there is no specific plan being moved forward at this time.



Redevelopment opportunities appropriate for this area include adding new horizontal mixed uses that primarily serve the northwestern part of the Focus Area and student population (such as university or student-oriented uses), which will spur the integration of students into the adjacent neighborhood. Vertical mixed use could also be considered where feasible. Structured parking is preferred, but public/shared parking could also be provided as part of a parking district.

It is also strongly encouraged that new development in this location include publicly-accessible space, whether indoor, outdoor or both. This space should be designed to be robustly public in a way that non-residents and non-students feel comfortable and welcome to use it; for more information refer to the 'POPOS Opportunities' (privately owned public open space) section under 'Element 3' of this chapter.



The recommended Bengal Village District area (left); an Example of vertical mixed use at a scale that would fit well within the Bengal Village District and into the existing fabric of the neighborhood (above). Source: Google Earth, Adobe Stock

Whittier Village Mixed Use Activity Center (L8 and L13) – This approximately 16-acre area at the southern part of the Focus Area between Barton Road and Restlawn Drive includes several parcels under separate ownership, and property aggregation may be needed in order to pursue the Activity Center concept. Together, the area has several smaller buildings spread out across the larger site, a large parking lot, and a significant amount of unused paved area. There are also two large opportunity sites within this area. The site as a whole is ripe for redevelopment.

Redevelopment should focus on uses for the local community, such as a grocery store, gym/fitness studio, and other retail and services that meet daily needs. The site also presents an opportunity to provide upper-floor residential, potentially including larger-unit apartments calibrated to families and non-student living. Since this site abuts non-residential uses on 3 sides, higher density and vertical mixed use should be favored, with a step down in density and height on the northern boundary where the property borders an existing manufactured home community. Horizontal mixed use could also be considered with appropriate density and mix of uses. If the site ownership is not consolidated but instead developed in a coordinated fashion of separate parcels, shared parking should be encouraged to allow optimal land use and higher densities.



The recommended Whittier Village Mixed Use Activity Center (above); example of horizontal mixed use at a scale and height that would fit well within the context of this site (below). Source Google Earth.



B. Infill Development

This idea promotes infill projects on underutilized portions of properties, such as ADUs on existing residential properties and redevelopment of oversized surface parking lots, vacant areas along street frontages and vacant properties. The City should create and initiate a developer recruitment program to promote infill projects. Recruitment should be complemented with incentive programs such as low interest loans, grants, and regulatory flexibility to make infill projects feasible.

Planned Infill

- Student Housing (L4) – Alternate types of student housing that do not yet exist should be considered. The development should also include a non-paid ‘third place’ that is designed to be publicly accessible and welcoming to the broader public.
- Senior Housing (Park Meadows Expansion) (L5) – planned senior housing
- South 2nd Avenue between Bengal View Dr and Fredregill Rd (L6) – planned multi-family residential.
- 400-Block S 4th Avenue (L7) – planned multi-family residential.
- 2806 S 5th Avenue (L8) – planned multi-family residential.

Recommended Infill

- L3 - Bengal Village ISU Mixed Use. Vertical mixed use with residential should strongly be considered.
- L9 and L10 – Nestled between existing single-family homes, these sites are good opportunities to add gentle density in the neighborhood through ‘missing middle’ housing. Missing middle includes low- to medium-density multifamily options such as duplexes, triplexes, town homes and small home clusters around a courtyard.
- L11 – Separated by Park Meadows Dr., abutting existing apartments on two sides and adjacent to bus stops, these sites would be ideal for additional multi-family development.
- L12 – Existing development on these two parcels consists of commercial auction use with outdoor storage. The proximity of this site to the high-visibility 4th and 5th Avenue corridors, bus stops, trail heads, and more, makes it another great candidate for mixed-use, multi-family residential.

- L13 – The existing fitness/gym-type use on the south/west part of the property along 5th Avenue aligns with the mixed-use activity center for this property (see L8 and L13) and could remain, either in the existing building or as a tenant in a higher-density mixed use development. If the existing building remain, the back half of the property could be redeveloped as multi-family residential to complement the planned project just east of here.



Infill development sites in yellow.



Examples of small, affordable missing middle housing, in the form of duplex and multiplex cottage courts (left, top and bottom). Source: Google Earth.

Temporary / Interim Uses. The City should identify and work with property owners and private partners to promote temporary, public-facing uses on vacant parcels until a permanent use/development is established on those properties. Examples could include food truck courts, public art installations, event spaces, and pop-up markets.



Examples of temporary/interim uses, including a pop-up skate park, art installation, mobile food vendors (above).

C. Parking Strategies

Parking requires a careful balance – too much parking can reduce the amount of land available for development, while too little parking – or parking in the wrong place - can negatively impact local shops and businesses. A smart, context-sensitive approach to parking can be an effective tool to promote Focus Area evolution.

Parking District. A parking district could benefit the proposed Bengal Village Activity Center near campus. The district could take the form of a centrally located shared surface parking lot or a shared parking structure intended for use by patrons of all businesses within the district; either a lot or a structure would remove the need for each business to provide its own on-site parking and potentially reduce the overall number of spaces needed. Acknowledging the significant investment a structure would require, a new garage could be part of a mixed-use development, and access control could reserve certain floors or spaces specifically for residentially uses within the development, with other spaces open for general commercial/retail patrons.

Additional research is warranted to discover if a district approach could be successful in this area, either now or as the area redevelops and densifies. The benefits of a parking district/structure include managing parking demand and freeing additional property for development, reducing congestion, creating revenue for local improvements, encouraging alternative transportation methods, and enhancing the local environment.



Parking structure lined with retail buildings. Source: Google Earth

Remove Off-Street Parking Requirements for ADUs. Eliminating off-street parking requirements for accessory dwelling units (ADUs) can significantly boost their construction. By removing these mandates, homeowners face fewer regulatory hurdles and reduced construction costs, making it easier to add ADUs to their properties. This change can encourage the development of more affordable housing options, increase urban density, and make better use of existing land. Additionally, it supports sustainable urban planning by reducing reliance on cars, promoting public transportation, and fostering walkable communities. Overall, this policy shift can help address housing shortages and create more vibrant, inclusive neighborhoods.

Electric Vehicle Charging Stations. Electric vehicles are becoming increasingly common and there will be growing demand for reliable charging stations to service both residents and visitors. Existing on-street parking along major corridors should incorporate new electric vehicle charging infrastructure alongside the stalls. Redevelopment projects should also consider including EV charging in their off-street parking count, as another potential way to attract patrons to the corridor. This may require coordination with ITD when considering infrastructure along the 4th and 5th Avenue corridors.



Curbside electric vehicle charging station.

D. Environmental Site Assessment and Remediation

Given their past land uses, building ages, and urban context, many of the opportunity sites are likely or potential brownfields. Brownfield sites have the possibility of containing hazardous substances, pollutants, and/or building materials that threaten human health and the environment. Property redevelopment/reuse may necessitate Environmental Site Assessments (ESAs) and/or Regulated Building Materials (RBM) Surveys to identify potential environmental liabilities that may exist and associate cleanup/abatement requirements. See Chapter 3 for more detail on these studies and outcomes.

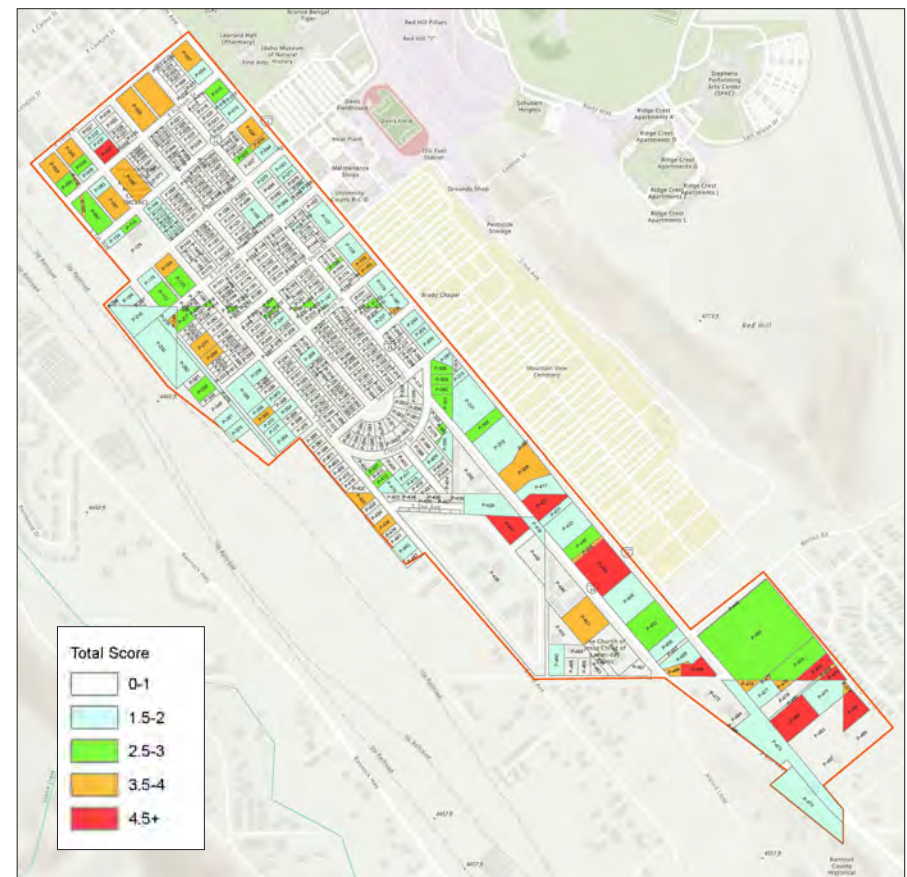
The City should collaborate with property owner to identify financial assistance via grant and loan funding for environmental studies and, potentially, cleanup/abatement activities that address site contaminants, pollutants, and/or hazardous building materials.

Environmental Assessments. Technical evaluations are particularly important when building demolition and soil disturbance are required. These studies can be costly to property owners and potential investors and are often a prerequisite for land sales and lending/financing practices. The City should establish programs that provide financial and/or technical assistance for environmental studies, either internally or by connecting owners with resources for same; opportunities might include grant funding from the State of Idaho and the EPA.



This commercial lot between 4th and 5th Avenues scored high on the property inventory as a likely brownfield..

Incentives. Several of the properties in and around the Focus Area may require substantial investment to improve site conditions, enhance buildings for new tenants, or to address years of deferred maintenance. Small investors may be challenged to obtain funds or financing to complete the site improvements needed to put these properties back into productive use. There is opportunity for the City to provide incentives to make projects cost feasible. Incentives may include, but not be limited to, low-interest loans, grants, and other financial support for façade and site enhancements.



Property inventory of brownfields within the Focus Area. Parcels that score higher have a higher likelihood of being brownfields.

Section 4.4: Element 2 - Expand Multimodal Mobility

Walking, biking and transit are all important ways of traveling to, through and around the Focus Area and the City at large. The following improvements focus on completing and enhancing existing pedestrian, bicycle and transit networks, and promoting expanded transportation choice for residents and visitors alike.

A. Pedestrian Infrastructure

Pedestrian-Safety Zone (P1). Pedestrian safety zones use a suite of roadway enhancements to increase both safety and comfort of those who choose to move through the area on foot. The segment of 5th Avenue between Carter St and 8th Avenue is an area of exceptionally high crossings between the ISU campus and the housing and businesses on the other side of the street, and could benefit from treatment as a pedestrian safety zone. Potential improvements in this area could include but not be limited to: intersection bump-outs, 3-sided crosswalks (many are currently 2-sided), raised crosswalks or raised intersections (further study needed due to impacts to drainage and/or plowing), narrowed travel lanes, colored crosswalks or intersections. The City should coordinate with ITD to select the most impactful and feasible enhancements throughout this area.

Pedestrian-Controlled Intersections. High Intensity Activated Crosswalks (HAWK) are pedestrian-activated crossings that improve pedestrian visibility and safety without the installation of full intersection signalization. Park Meadows Drive is a high-desire crossing location at both 4th and 5th Avenues; both locations should be strongly considered for HAWK or other similar crossing enhancements. The volume of pedestrian and cyclist crossings, currently related to the concentration of students living in housing at Bengal Creek Apartments and using 5th Avenue as a direct connection to ISU, is likely to increase with the new multi-family development planned immediately south of Bengal Creek, as well as with the recommended enhancement of the cemetery-fronting sidewalk as a multiuse path (see page 41). In addition, the presence and expansion of senior apartments at 5th Avenue/Park Meadows Drive represents a clustering of more vulnerable users, underlining the need for a more robust crossing.

HAWK Signals

What is it? Named using an abbreviation for High intensity Activated crossWalk, a HAWK signal is a pedestrian-activated signal used to improve safety at crosswalks on high-traffic roadways.

How does it work? The HAWK signal uses a set of steady or flashing lights to warn vehicle traffic when a pedestrian wants to enter a crosswalk.

Because they are pedestrian controlled and only light up when activated, they help maintain the flow of regular traffic on the roadway.

Is it effective? According to the Federal Highway Administration, HAWK signals reduce pedestrian collisions at crosswalks by up to 69%, and overall roadway collisions by up to 29%.



High Intensity Activated Crosswalk (HAWK) signals are a type of pedestrian activated crossing.
Source: Indiana University

Access Control. Consolidate and Resize Curb Cuts. Driveways are a significant source of potential conflict between pedestrians, cyclists and motor vehicles. Curb conditions vary widely along west side of 5th Avenue within the Focus Area, and many properties have multiple driveways, excessively wide driveways, or both. As the corridor redevelops, driveways should be restricted in both width and number, to reduce potential conflict points and enhance pedestrian safety.

Standardized Sidewalk. Sidewalks must be both continuous and comfortable, and conditions within the Focus Area vary widely. In many locations, sidewalk is completely absent; elsewhere, conditions vary block by block between attached and detached sidewalk of varying width. Detached sidewalks sometimes feature street trees. The City's first priority should be closing sidewalk gaps along priority corridors and between well-used destinations such as businesses and parks.

The west side of 5th Avenue in particular should be a priority, and parcels should be required to install a standard sidewalk cross-section, defined by the City, when the property redevelops. Street trees should be encouraged, either in an amenity zone or behind the sidewalk, in order to provide shade and increase comfort during summer months.

Elsewhere and on residential properties, the City should prepare a capital improvement plan to install sidewalks incrementally, potentially as an add-on when streets come up for scheduled resurfacing. A special assessment to properties, based on lineal foot of street frontage, may also be an option, although often a last resort due to the financial burden on property owners. For residential properties, low-cost subsidized street tree programs could also be considered.



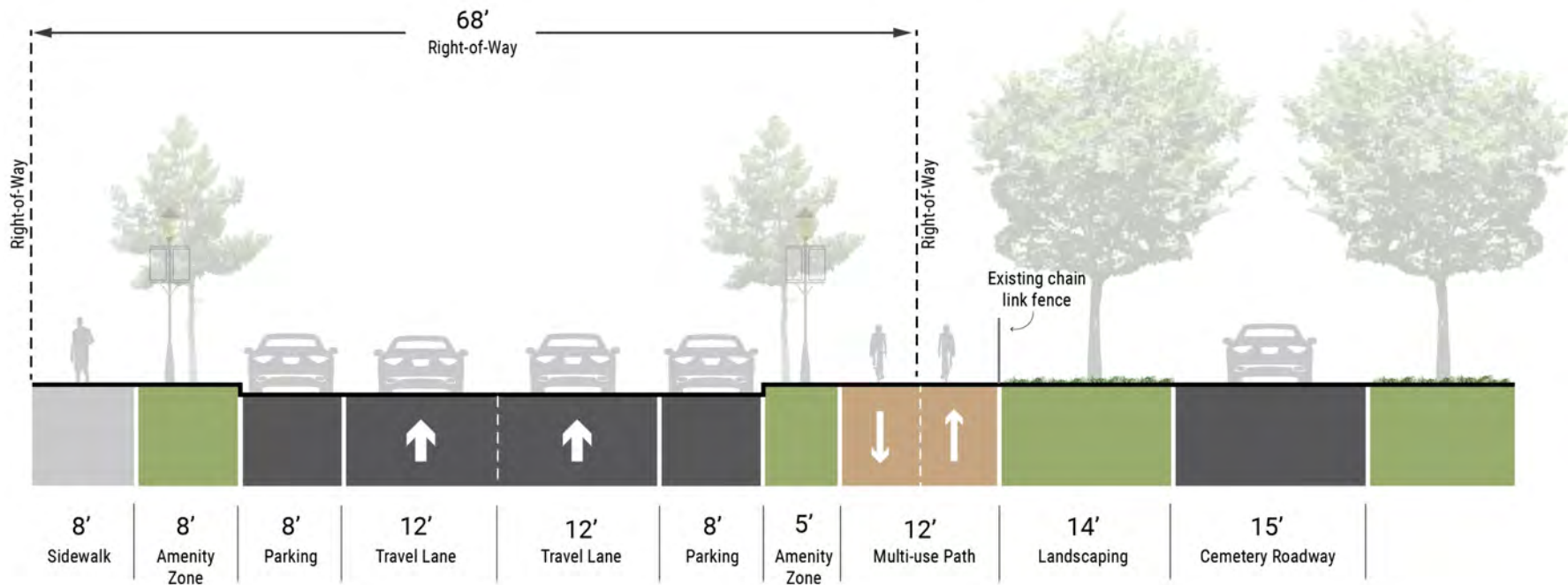
Major sidewalk gap on the southwest side of 5th Avenue along William Walker Monument Co. Source: Google Earth.

B. Bicycle and Trail Infrastructure

The Focus Area benefits from existing multimodal infrastructure, including north-south bike lanes on 5th and 4th Avenues, east-west connection on Terry Street, and nearby bicycle connections to an on the Benton St bridge. Bicycle recommendations look to expand existing infrastructure with additional high-comfort, low-stress options as well as an updated plan on integrated local mobility with the larger community.

Multimodal Path along Cemetery. The Focus Area has the opportunity to capitalize on existing 'low-hanging fruit' by expanding the existing sidewalk along the Mountain View Cemetery into an enhanced multimodal path. The path will extend the full length of the cemetery, from Dunn St to Barton Rd. This new path will provide enhanced near-term connectivity for both cyclists and pedestrian to the southern portion of the neighborhood, and allows flexibility to improve pedestrian connections on the west side of 5th Avenue incrementally as parcels on that side redevelop.

The design generally calls for defined on-street parking, a new curb, a 5-foot amenity zone, and 12-foot multimodal path; cross-section will may vary along the length of the roadway based on available right-of-way but should strive for a minimum 5' amenity zone to allow for street trees and a minimum 10' pathway.



Existing 5th Avenue cross-section (top); proposed 5th Avenue cross-section includes enhanced streetscape, defined parking areas and a multi-use path (bottom).

Curbside Bike Lane. To provide both an easier transition to the new multimodal cemetery path and enhanced bicyclist safety, the existing on-street bicycle path between Dunn and Carter Streets should be relocated curbside. Placing cyclists along the curb and using parked cars to protect them from moving traffic is now considered a best practice for bicycle infrastructure. The final pieces of 5th Avenue bicycle design will be designing a transition and additional infrastructure from Carter St into the rest of the City (see text regarding a Citywide Bicycle Plan, in the next section).

2nd Avenue Bike Lanes. For less confident cyclists and those looking for a lower-stress route, new bike lanes along 2nd Avenue can provide an alternative to the higher-volume 4th and 5th Avenue lanes. This new route align with recommendations from the Terry First plan, and link the community to the Benton St bridge to the north and Upper Ross Park to the south.

Bike Parking. Future streetscape enhancement projects should include bike parking as part of the behind-the-curb design. In addition, encouraging new development or renovations to include secure, interior bike parking for employees can promote a more bike-friendly environment for staff.

Associated Wayfinding Signage. Although the neighborhood has some existing wayfinding signage, particularly at the cemetery and some apartment buildings, current signs are not consistent in design or clear in providing direction. Clear standards for bike/pedestrian signage – including font, color, size, theming, placement, and content – should be included in the citywide bicycle plan described in the next section.



Examples of bicycle infrastructure: covered bike parking; indoor bike parking; wayfinding signage; curbside bike lane; differentiated multi-use path. lane protected by bollards.

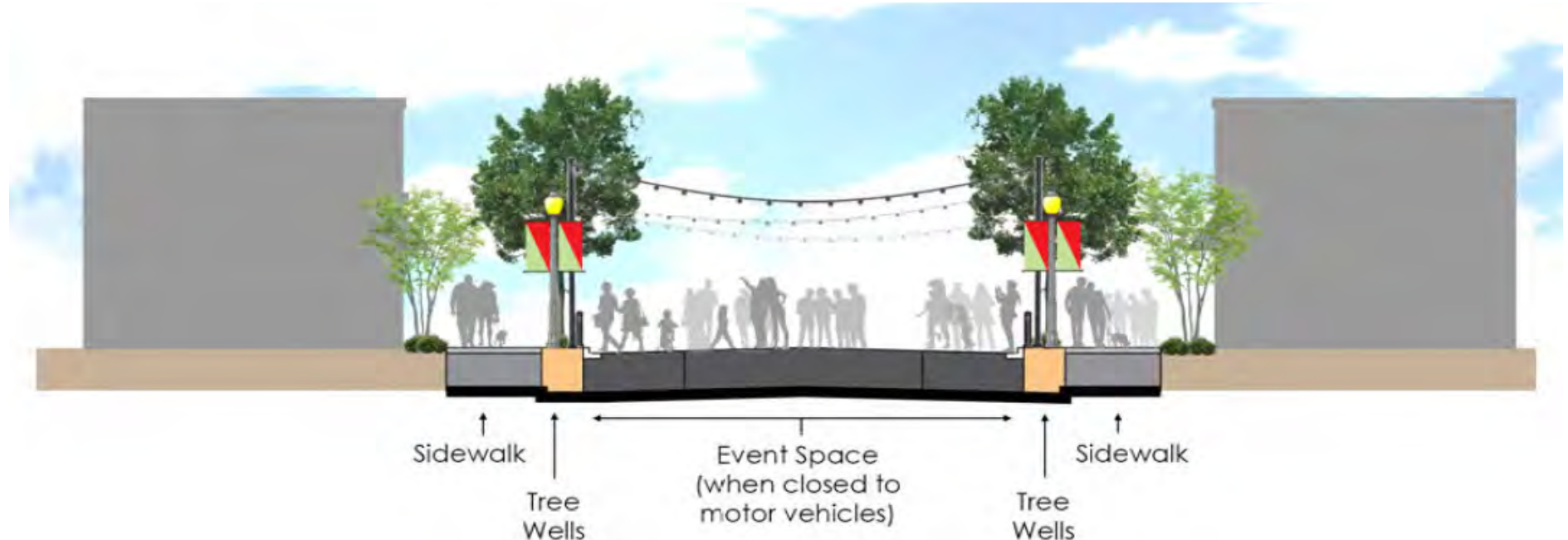
C. Streetscape Enhancements

Terry Street. Terry Street is an important spine and connection from the college campus and was the focus of the recent Terry First project well-received by the community, which recommended several short-term and long-term improvements to create a safer and livelier street. In addition to the recommendations in that plan, this AWP proposes the following additional enhancements to the Terry Street corridor:

- **Festival Block (FP D1)** –a festival block along Terry Street between 1st and 2nd Avenue will serve as a community gathering space that is temporarily closed to vehicles during events. Recommended enhancements include decorative paving, landscaping, art, and ambient lighting to the streetscape to enhance the public realm.
- **Terry St and 2nd Avenue Plaza** – a half-acre vacant lot currently sits at the south corner of Terry Street and 2nd Avenue. This space can be transformed to a small pocket plaza or park that can be utilized in conjunction with the festival block during events; it is suggested that the space provide a central plaza area to maximize flexibility, as well as seating, shade and some level of plantings. Design should be carried out through a community process.



Potential location for a community plaza adjacent to Terry Street (left); potential plaza elements could include flexible paved space, casual seating/planters, and cafe lights (below); 'festival street' section from Terry First Plan (bottom).



5th Avenue. This corridor acts as both a neighborhood and City gateway as drivers enter Pocatello from I-15 and therefore should create a welcoming atmosphere, and an improved streetscape will establish a neighborhood or citywide sense of identity and pride.

A streetscape should provide a consistent identity and theme along the entire length of the study area, and should integrate with ISU theming elements already in place, such as roadway and intersection decals. Along the cemetery/ISU edge, enhancements should include regular street trees

and pedestrian lighting; enhanced landscape, public art, street furniture, and seasonally varied elements such as light pole banners and pots or planters are also potential inclusions. The western side of the roadway will take longer to realize, given the varied development conditions along that edge; the City should create a standard sidewalk cross-section, which could potentially include an amenity zone based on right-of-way, that will be required as part of all new development and redevelopment. All 5th Avenue enhancements should be coordinated with ITD.



Examples of streetscape elements: detached sidewalk with planted amenity zone and street trees (left); district signage, decorative lighting and neighborhood banners (top row); art on utility boxes; interpretive signage, art, 'tactical urbanism' art that the city allows to remain (bottom).

D. Transit Infrastructure

Comfort and safety are critical considerations in how people choose to travel. The Focus Area is served by the C, H and D routes, with stops along 4th and 5th Avenues, with a spur to Bengal Creek Apartments. Recommended bus stop enhancements include signage, lighting, seating and shelters; these enhancements can be deployed in a phased approach that prioritizes most used stops first. Enhancements to 5th Avenue stops should be coordinated with streetscape enhancements also recommended in this document. There may also be potential for local organizations to partner and sponsor stops, either for capital investment or for long-term maintenance.

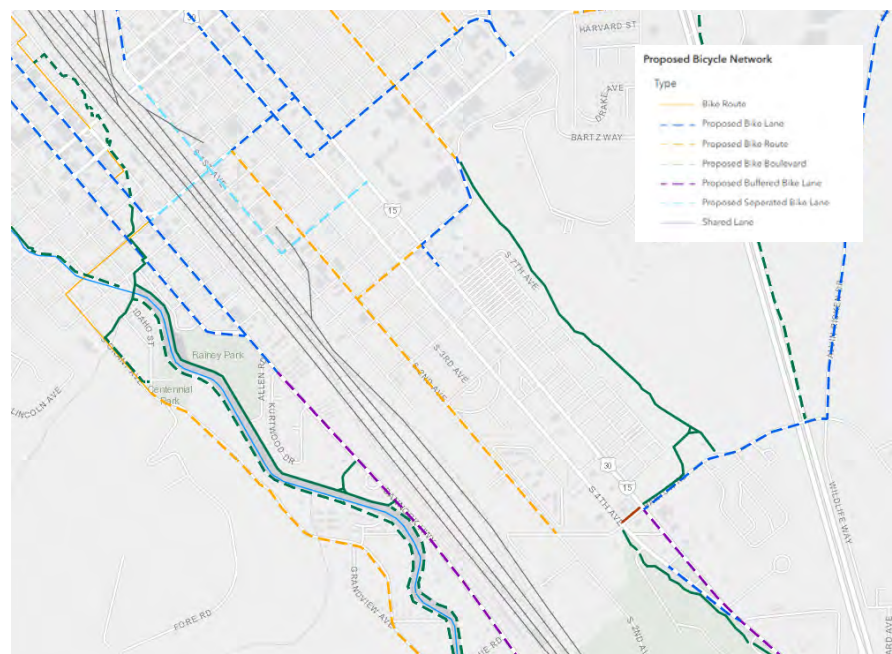


Existing bus stop at 4th Avenue and Lovejoy Street (top); example of a highly amenitized bus stop, including shelter, seating, trash and recycling receptacles, transit stop marker/sign with schedule, bike racks, raised curb, and specialized paving. Enhanced stops could include any combination of these elements, depending on location, available space and ridership (bottom). Source: Google Earth

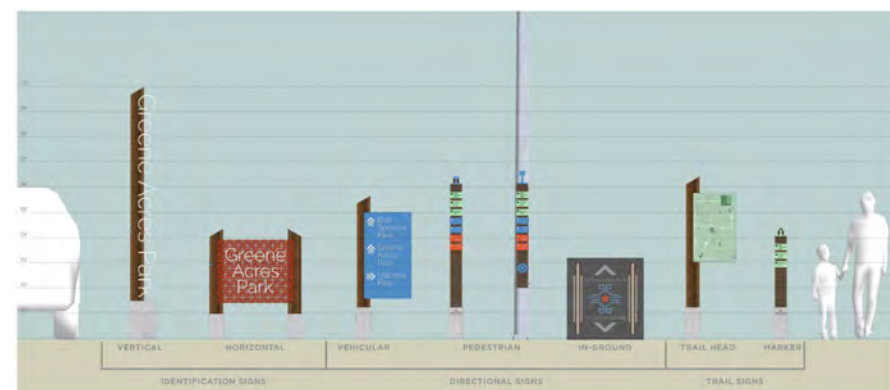
E. Citywide Mobility Guidance

Citywide mobility plans are essential for creating efficient, inclusive, and sustainable transportation systems. By integrating various modes of transport, these plans ensure seamless connectivity and accessibility for all residents. They help reduce traffic congestion, lower emissions, and promote healthier lifestyles by encouraging active transportation. Additionally, mobility plans support revitalization and economic growth by improving access to jobs, education, and services.

Citywide Bicycle Plan. Bannock Transportation Planning Organization (BTPO) Bicycle and Pedestrian Master Plan was updated in 2019 and includes the City of Pocatello. This plan provides strategic direction for active transportation at the regional level, but does not provide the detail at the city, neighborhood and street level. The City should create its own bicycle network plan to define the detail needed to link the City's neighborhoods together into a comprehensive system, making sure to coordinate with the regional connections defined in the BTPO plan. This effort should include PRT as a planning partner, to ensure that existing and future bike routes provide appropriate connection to, but do not conflict with physical facilities for, existing and future bus routes.



Portneuf Greenway Trail System Plan. This City master plan was released in 2009 and is due for an update, including signage and wayfinding. The update should be coordinated with the recommended citywide bicycle master plan and with the BTPO regional plan.



Examples of potential bicycle and trail amenities could include a tool station and bike counter (top); a signage 'family' should be calibrated for location and user.

Proposed bicycle network for the Focus Area based on the Bannock Transportation Planning Organization Bicycle and Pedestrian Master Plan (left).

Section 4.5: Element 3 - Enhance and Diversify Shared Community Spaces

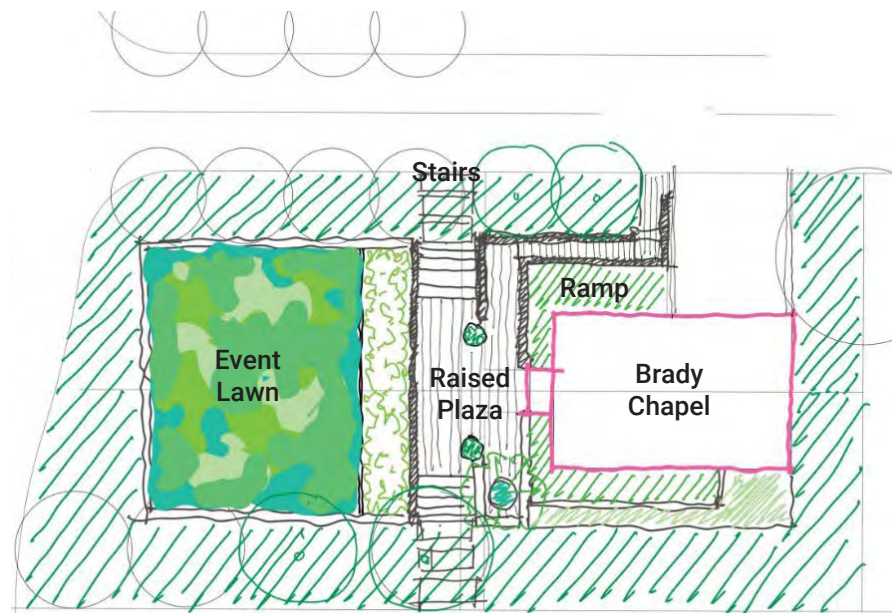
A. Redesign Public Spaces

Brady Chapel Enhancements. Brady Chapel is a City-owned space within Mountain View Cemetery, surrounded by beautiful mature trees and picturesque views and moments. The chapel has a single non-accessible entrance, and the City has identified a need for ADA-compliant retrofit. A raised entry plaza allows the addition of ramps in a style that preserves the historic character of the building while inviting new visitors and users into the space and building. The plaza is paired with a lower level lawn or plaza extension that can provide spill-out event space to expand the options for chapel use. Adding outdoor space offers the opportunity to create a funding stream to support the upkeep of the chapel and grounds. Three options for redesign are presented on the right.



Conceptual Brady Chapel Redesign

- Maintain access (with stairs) at plan north and south
- Create plaza plinth, extending front face of chapel towards 5th Avenue - no access to lower lawn area
- Frame patio plinth with symmetrical response in garden walls, trees, and small planter pots



Brady Chapel (left); sample concept for Brady Chapel enhancements (above).

Bremmer Park Redesign. Bremmer Park is one of the few parks situated within the residential part of the neighborhood. It currently features a bench, a picnic table, a swing set, and a very small play structure, as well as several beautiful mature trees along Stansbury Street. Proposed improvements here include redesigning the park to appeal to a wider group of users, specifically so that different types of users may use the space simultaneously. The illustration below shows a high-level concept of how the space could be redesigned to serve both passive, contemplative uses while retaining a naturalized play area. Park redesign should follow a formal City process inviting the local neighbors and potential users of the park to input on park elements and uses.



Examples of naturalistic play structures and elements that could be added to Bremmer Park that appeal to a wide age range (above).

Existing Bremmer Park and sample concept for redesign (left); actual design should be determined via a community-led process.



B. POPOS Opportunities

POPOS are privately owned public open spaces that, under the direction of a City's zoning ordinance, are formally (legally) open to the public. These spaces may be an integrated part of a new development, and may be simply an agreement that required open space within a development is open to the public. In this case, it is important that the space be specifically designed to look and feel like public open space. They may also be a park or plaza area that is constructed on private property, such as an unused portion of a parcel, that is maintained by an entity other than the property owner, such as a neighborhood association, a business improvement district or the City itself.

This concept requires cooperation and coordination with private property owners. New development on parcels x, y, z (the ISU parking lot, Bengal place, and Whittier Village – please look up the parcels) are examples of the first situation, locations where courtyards or other spaces associated with the development could be designed to welcome and include the public.

There are also two additional opportunities in the Focus Area for the second type of POPOS, opportunities for a pocket plaza-type space or pedestrian passageways that would greatly enhance the pedestrian experience and add a uniqueness to the neighborhood. Both Pizza Hut and Taco Bell have parking areas south of their buildings between the alley and 4th Avenue that provide circulation and overflow parking. While the vehicular pass-through is well-used, the parking is minimally used. The area currently dedicated to parking could be redesigned for passive public use, including seating and planters, and should include a visual and physical barrier between the park/plaza area and the retained vehicular circulation. Another alternative would be to create a small community garden with raised planter beds, or a small art park. Acknowledging the City's Parks & Recreation Department is at capacity for maintenance, partners should be sought for the construction and upkeep of these spaces; potential partners could include public or private entities such as a business improvement district, the university extension master gardener program, or even a community-based horticultural or arts group or organization.



Existing driveway from 4th Avenue to Pizza Hut (left), and example of simple changes to improve the pedestrian experience while still allowing vehicles to pass through, including removal of parking, the addition of street lights, and installation of brick pavement (right). Additional elements could include raised planters for community gardening, seating, or other community-sponsored/maintained items.

C. Policies and Programs

Updating or creating policies and programs as it relates to community amenities and environment can enhance the aesthetics and foster a sense of pride among residents. The City should re-evaluate and update or introduce policy standards and requirements as needed regarding the elements listed below. In some cases, appropriate policy may exist but more robust enforcement is needed.

- **Screening Requirements.** A number of properties within the Focus Area have insufficient screening of outdoor storage areas, notably along high-visibility and priority corridors such as 5th Avenue and Terry Street. The City should evaluate current requirements regarding location and screening of outdoor storage, and update zoning and/or increase enforcement as appropriate.
- **Third Spaces.** Third spaces are locations outside of the home or workplace where people gather to socialize and interact. These spaces may be 'paid' where patrons are expected to make a purchase to occupy the space, such as a café, or unpaid, such as parks or libraries. In a context like the Focus Area, with (1) few parks or civic spaces, (2) cold winters and (3) a high student population, free indoor spaces offer an important amenity for the community – students and working residents alike – to interact with each other. Mixed-use and multi-family residential development offer the best opportunity to introduce/increase the number and type of these spaces, and the City should collaborate with developers to explore the potential for including these types of spaces in new developments.
- **Waterwise Landscape.** Attractive landscaping can not only increase the aesthetic appeal and sense of pride in a community, but can also promote community sustainability related to water conservation, ambient temperature and even air quality. 'Garden in a Box' programs typically provide professionally designed templates showing xeric, 'plant-by-number' designs along with plant materials and plant care guides. Programs of this type may be sponsored by the City itself, by an agency such as a water department with an interest in low-water plantings, or by another community-based organization. The programs often offer a variety of kits that cover areas of different size and sun exposure, often for both front yards and for amenity zones.



Non-paid third places can include civic spaces like libraries or 'community rooms' of multifamily buildings that are open to the public via development agreements (top); example of screening combining fencing and planting; height depends on what needs screened (left); example of low-water landscaping (right).

Section 4.6: Element 4 - Identify and Support Community Champions

A. Reinvigorate the Neighborhood Association

The Mountain View Neighborhood Association (formerly Whittier, now MVNA) covers the Focus Area, but has been largely inactive in recent years, with open seats for both Vice President and Secretary-Treasurer at the time of this writing. Registered Neighborhood Associations (RNOs) can play an important role in community advocacy, activation and evolution; in Pocatello, RNOs are eligible for funding from the City as well.

The City should work with the MVNA to recruit new members and establish a 5-year plan of activities. Potential tasks for a BID or Neighborhood Association have been noted throughout this chapter, and the newly revitalized group should identify their responsibilities and goals for each task they choose to take on.

A recommended first task for the MVNA is defining community boundary and identity, two elements which may have evolved since the organization was established. Both of these elements may inform other projects recommended in this plan, such as streetscape and banners, and business recruitment.

B. Create an Improvement District

Another locally based group that can play an important role in promoting community vitality and guiding neighborhood evolution is an improvement district. These organizations can take many forms, and the City should work with local stakeholders to determine the most appropriate type based on goals, expected role and local laws.

Some examples include Business Improvement Districts (BID), Local Improvement District (LID), and General Improvement Districts (GID). Difference can include how the organization is enabled (legally) and run – whether public or private – and the scope and nature of their responsibilities. Some districts may oversee primarily services - such as security, sanitation, marketing - while others may focus on capital improvements. Their benefits may be limited to a defined area, or may

participate improvements (such as roadways) that benefit the community inside and outside of their formal boundaries. Districts may be permanent or may dissolve at the completion of the defined task(s) for which they were created. Most often, these types of districts are funded by an assessment on commercial properties or businesses.

Within the Focus Area, an improvement district could have significant role in programming events, promoting the district and in attracting new development. Ideally, reactivation of the Neighborhood Association and the formation of an improvement district should happen concurrently, so that the organizations can collaborate on defining each group's roles and tasks.



Programming community events - festival, movies in the park, sporting events - is one of the roles a Neighborhood Association and/or Improvement District can fill.

Page intentionally left blank.



CHAPTER 5

Implementation and Action Plan

Section 5.1: Action Plan Matrix

The City of Pocatello and its partners need an action plan to advance the community's vision, reuse property, and improve quality of life in the Focus Area. Over the next decade, a strategy-based matrix will prioritize actions, identifying community goals, timelines, leadership roles, and resources. It will also guide the City's work plan and budget to implement the recommendations in this Plan.

Action		Community Priorities					Phasing		Lead and Partners	Resources
		Bike/Ped Safety	Community Aesthetics	Housing Variety	Safe Streets	Community Gathering	Near Term (0-5 years)	Long Term (5+ years)		
Element 1: Revitalize Vacant and Underutilized Properties										
Physical Enhancements										
L1	Create a ‘Bengal Village’ mixed-use activity center			X		X	X	X	Planning & Development	Staff resources
L2	Create a ‘Whittier Village’ mixed-use activity center			X		X	X	X	Planning & Development	Staff resources
L3	Opportunity Site (planned): Bengal Place ISU student life /res			X		X	X		Planning & Development	Staff resources
L4	Opportunity Site (planned): Student Housing (ISU)			X		X	X		Planning & Development	Staff resources
L5	Opportunity Site (planned): Senior Housing (Park Meadows Expansion)			X			X		Planning & Development	Staff resources
L6	Opportunity Site (planned): Apartments			X			X		Planning & Development	Staff resources
L7	Opportunity Site (planned): Apartments			X			X		Planning & Development	Staff resources
L8	Opportunity Site (planned): Student Housing			X			X		Planning & Development	Staff resources
L9	Opportunity site: Res SF - duplex mm (100% bf, also law office next door)			X			X	X	Planning & Development	Staff resources
L10	Opportunity site: Res SF - duplex mm (100% bf)			X			X	X	Planning & Development	Staff resources
L11	Opportunity site: Res missing middle with small park (50% is bf)			X		X	X	X	Planning & Development	Staff resources
L12	Opportunity site: Res MU/Ret MU (prime time auctions – 50% is bf)			X			X	X	Planning & Development	Staff resources
L13	Opportunity site: Res MU/Ret MU			X			X	X	Planning & Development	Staff resources
Policy/Program										
	Environmental site assessments and remediation for opportunity sites								Planning & Development	Grant resources
	Create a district parking strategy						X	X	Planning & Development	Staff resources
	Remove off-street parking requirement for ADUs			X			X		Planning & Development	Staff resources

Action		Community Priorities					Phasing		Lead and Partners	Resources
		Bike/Ped Safety	Community Aesthetics	Housing Variety	Safe Streets	Community Gathering	Near Term (0-5 years)	Long Term (5+ years)		
Element 2: Expand Multimodal Mobility										
Physical Enhancements										
P1	Designate a pedestrian safety zone on 5th Ave from Carter to Barton	X					X		Planning & Development	Staff resources
P2	Resize/consolidate curb cuts on south side of 5th Ave	X					X		Public Works	Staff resources
P3	Introduce ped-controlled intersection at 4th & Park Meadows, 5th & Park Meadows Dr	X					X		Public Works	Staff resources
B1	Flip bike lane and parking along ISU (w of Carter transition)						X		Public Works	Staff resources
B2	Introduce bike lane on 2nd (already on map), including connection to Ross Park	X			X		X		Public Works	Staff resources
B3	Bi-directional bike lane along 5th; design transition to cemetery MU path	X			X		X		Public Works	Staff resources
T1	Improve signage, lighting, and seating (and other amenities as needed) at PRT stops	X	X		X		X		Public Transit	Staff resources
Policy/Program										
	Introduce bicycle wayfinding signage (for trails and lanes)	X					X	X	Parks & Recreation; Public Works	Staff resources
	Prepare citywide bicycle plan	X					X		Planning & Development	Staff resources
	Require pedestrian sidewalk as properties on the south side of 5th Street redevelop	X	X		X			X	Planning & Development; Public Works	Staff resources
	Update Portneuf Greenway Trail System Master Plan						X	X	Planning & Development	Staff resources
Element 3: Enhance and Diversify Shared Community Spaces										
Physical Enhancements										
D1	Additional Terry St Enhancements - Park SE corner of 2nd Terry (instead of NW corner of Carter/1st--demo project) - closeable festival block (minimal curb cuts and traffic)						X	X	Planning & Development; Public Works	Staff resources
D2	"No maintenance" pocket parks/pedestrian passageways - Pizza Hut, Taco Bell parking -partner with community for any required upkeep/maintenance	X	X		X	X		X	Parks & Recreation; Public Works	Staff resources
D3	Brady Chapel enhancements - access and plaza					X	X		Planning & Development	Staff resources

Action	Community Priorities					Phasing		Lead and Partners	Resources
	Bike/Ped Safety	Community Aesthetics	Housing Variety	Safe Streets	Community Gathering	Near Term (0-5 years)	Long Term (5+ years)		
D4	Redesign Bremmer Park for use by a wider segment of users				X	X		Parks & Recreation	Staff resources
D5	Streetscape enhancements along the north side of 5th Ave	X					X	Public Works	Staff resources
Policy/Program									
	Require public open space with new multi-family development	X			X	X		Planning & Development	Staff resources
	Create + incentivize non-pay third spaces, preferably indoor (Bengal Life Student Center, Terry block)				X		X		Staff resources
	Identify partners for water-wise landscape programs and subsidies	X				X	X	Science & Environment	Staff resources
	Update screening requirements for outdoor storage and enforce	X				X		Planning & Development	Staff resources
	Create city-led group to program activities along Terry Street, public plaza, etc.			X	X	X	X		Staff resources
Element 4: Identify and Support Community Champions									
Physical Enhancements									
	Include branded furnishings/banners in 5th Ave Streetscape	X					X	Public Works	Staff resources
Policy/Program									
	Reinvigorate the local neighborhood association					X			Staff resources
	Create Local Improvement District (or similar)					X	X		Staff resources
	Define/enhance neighborhood branding/identity	X				X		Planning & Development; Communications Dept.	Staff resources
	Program Terry Street events (run by neighborhood association)				X	X	X		Staff resources





APPENDICES

A: Brownfield Inventory

B: Demographic Tables

C: Community Engagement Results Summary

Appendix A: Brownfield Inventory

About the EPA Brownfield Assessment Grant Program

The EPA provides funding and technical assistance to local communities to address brownfield conditions and advance redevelopment activities in neighborhoods, corridors, and districts that have a history of blight, abandonment, and disinvestment, as well as the potential presence of environmental concerns and liabilities linked to brownfield sites. A brownfield is defined by the EPA as “a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.” Former industrial and commercial sites abandoned and underutilized properties, and structures with potentially hazardous building materials (e.g., asbestos and lead-based paint) are included in the EPA definition of brownfields.

The EPA awarded a Brownfield Assessment Coalition Grant to the City of Pocatello to inventory, prioritize, assess, and plan the cleanup/reuse of hazardous substances and petroleum brownfield sites. Pocatello is committed to transforming neglected, underutilized properties into vibrant new uses that provide community benefit. Over time, brownfield sites have complicated the City’s revitalization goals as they present redevelopment barriers as a result of confirmed or perceived environmental contamination and other liabilities.

Brownfield Challenges - Brownfield sites can present a multitude of challenges for local communities associated with their blighted condition, documented (and undocumented) environmental liabilities, underutilized status, and prolonged disinvestment. Many times, brownfield sites remain vacant due to uncertainties of the property conditions and clean up requirements. The environmental liabilities can include the presence of hazardous chemicals or petroleum products in soil, groundwater, and soil vapor. They may also possess hazardous building materials, commonly used in the construction or maintenance of older (pre-1980s) buildings. These conditions can pose a hazard to both humans and the natural environment.

The presence of the environmental liabilities can significantly complicate site reuse, as well as result in significant added costs (and delays) for abatement, demolition, environmental investigation, and cleanup. In extreme cases, brownfield cleanup costs can far exceed a site’s market value (making some projects cost prohibitive without incentives). Thus, many developers avoid brownfield sites and focus on the development of other properties, including “greenfield” sites located on the edges of cities which contributes to urban sprawl over high-value farm and forest land.

Many brownfield sites remain underutilized and hinder revitalization efforts in the larger community due to their blighted condition and documented (or feared) environmental liabilities. Thus, it is important to identify brownfield sites that are subject to environmental liabilities and other challenges, and to devise plans for assessment, cleanup, infrastructure improvements, and other actions that may be necessary to return these properties to productive use.

Area-wide Planning - An eligible activity under the EPA Brownfield Assessment Coalition Grant is the performance of AWP activities in areas that are impacted by the presence of multiple brownfield sites. The resulting plans or studies can provide communities with a defined vision and action plan that will help bring positive change to these areas. The AWP process considers several brownfields simultaneously in the context of other properties in a defined Focus Area. An

effective AWP process identifies a reuse strategy for brownfield sites as well as for a larger Focus Area and considers other shared impediments to redevelopment (such as missing or inadequate public infrastructure, regulatory barriers, and market challenges).

AWP activities allow communities to explore redevelopment/reuse options for brownfield sites and the surrounding urban setting. The AWP program allows local governments to partner with local stakeholders and citizen groups to design a vision and action plan to the subject areas. AWP considers surrounding conditions, community assets, public needs, and barriers to brownfield redevelopment.

Brownfields Overview - Brownfields are an important consideration when planning for revitalization and returning vacant/underutilized properties to productive use. They pose both challenges and opportunities for redevelopment and placemaking activities. When left unaddressed, brownfields may remain idle for decades creating voids in the urban fabric. But through proper assessment (and cleanup), brownfields could be revived as signature community redevelopment projects that fit seamlessly into the larger context.

The EPA defines a brownfield as, **“real property, the expansion, redevelopment or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.”** This is a broad definition, meaning that many developed or previously used properties, especially in an urban setting, could be classified as a brownfield. Identifying and gaining an understanding of brownfields and their associated redevelopment and adaptive reuse challenges can be a key step for communities to develop effective action plans to address potential and known hazards and liabilities associated with these properties and return them to productive use.

Past industrial, commercial, and other intensive land use activities at brownfield sites can result in the presence of petroleum products and other hazardous constituents within soil, groundwater, and soil vapor underlying the sites. Older buildings may contain hazardous building materials such as asbestos, lead-based paint, and polychlorinated biphenyls (PCBs) that were commonly used in the construction and maintenance of buildings prior to 1980¹. For the 5th Avenue Focus Area, several properties meet the EPA’s definition for brownfields.

In many cases, developers, investors, and potential tenants avoid brownfield sites because of concerns of potential health hazards or liability for possible environmental cleanup. This negative perception can hinder the community’s ability to achieve desired redevelopment goals for the 5th Avenue Focus Area. Therefore, it is important as part of the revitalization process to identify and evaluate brownfield sites to obtain a good understanding of their known (or perceived) environmental liabilities.

Reuse/Redevelopment Potential - It is anticipated the AWP process will provide a strategy for property owners to redevelop/adaptively reuse brownfield sites with new uses that fit into a larger vision for the 5th Avenue Focus Area and the City of Pocatello. By demonstrating that projects have community support, and government agencies have strategies for addressing potential

¹ Lead-based paint was widely used in the United States (US), because of its enhanced durability, but banned from use in household paints in the US in 1978 due to health concerns. Asbestos was historically used in a wide range of building materials, because of its fiber strength and heat resistance, but was banned from select building products in a series of regulatory decisions beginning in 1973 and continuing through 1989 (although asbestos remains in use in numerous building products). PCBs were used in caulk, paint and coating, fluorescent light ballasts, and other building materials during about 1950 through 1979, but were banned from use in the US in 1979.

infrastructure and other public services/amenities, the AWP will serve as a tool for attracting increased interest of developers who will purchase, cleanup, and redevelop the sites. Brownfield redevelopment will capitalize on existing infrastructure, benefit from nearby amenities, build upon established business enterprises, and help complete the community's vision for the area.

Brownfield Inventory

As an essential part of defining revitalization strategies for the 5th Avenue Focus Area, Stantec completed an inventory and analysis of the tax lots within the AWP Focus Area. Stantec examined readily available parcel data and applied scoring criteria to identify potential brownfields and sites most conducive for near-term redevelopment (within 10-years). The brownfields inventory had three primary objectives:

1. **Identify Property Conditions:** Identify the existing property conditions in the AWP target area (e.g., size, utilization, vacancy status, current/past land use, presence on a state/federal environmental data base, and building age).
2. **Identify Brownfields:** Identify which properties are likely brownfields based on the property condition findings.
3. **Prioritize Redevelopment Sites:** Apply scoring criteria to rate and determine which properties the City/community should prioritize their redevelopment efforts and public resources.

The inventory process identified 40 parcels that possess property conditions that suggest they are brownfield sites. The inventory identified approximately 20 priority redevelopment sites that would support meaningful and transformative infill projects based on their vacant/underutilized status, size, and ideal locations within the Focus Area.

Collectively, the high scoring sites (properties with scores 4 and above) possess conditions that necessitate environmental site assessment (ESA) studies to further determine the specific property/building conditions and potential cleanup activities. The following subsections provide more detail on these findings.

Methodology and Database - Stantec created the brownfields inventory for the Focus Area using geographic information systems (GIS) and tax lot data obtained from various sources (namely Bannock County Tax Assessor, the City of Pocatello, and State and Federal Environmental Databases) and confirmed the findings through field observations. Using these data sources, Stantec created (a) a working spreadsheet, (b) inventory maps, and (c) assigned a scoring system to each property.

The process for developing the inventory is described below. An inventory spreadsheet and associated maps displaying the property inventory data and findings are provided in Appendix A.

- **Property Data Sources** - Stantec developed the foundation of the brownfield inventory GIS database using basic property data obtained from the Bannock County Tax Assessor and City of Pocatello.
- **Regulatory/Historical Sources** - Stantec reviewed select federal and state environmental databases to identify known and suspected environmental issues. Stantec also reviewed historical Sanborn® Fire Insurance maps to identify past businesses/properties with potential pollute causing land uses.

- **Site Observations** - Stantec toured the Focus Area and made observations to verify existing conditions, determine occupancy/utilization status, observe building conditions, and identify potential environmental concerns (e.g., presence of chemical storage, spills, soil staining, etc.).

Stantec created the database from the following data sources.

Inventory Data Sources	
<i>Inventory Data Source</i>	<i>Components</i>
Data Source A: Tax Lot Information Database ▪ Bannock County Tax Assessor ▪ City of Pocatello	Property Characteristics including: ▪ Address / property identification number ▪ Owner / business name ▪ Zoning ▪ Size ▪ Structures (and age) ▪ Land and structure values ▪ Improvement to Land Value Ratio (ILVR)¹
Data Source B: Environmental Databases & Historical Records ▪ State of Washington Environmental Data Bases ▪ Federal Environmental Data Bases (FRS) ▪ Sanborn® Fire Insurance maps (obtained from GHCOG)	Information related to known or suspected environmental releases documented in regulatory databases such as contaminants, record status, media impacted, cleanup date, etc. Review past maps to identify properties that once supported polluting/contaminating land uses (e.g., dry cleaners, automobile service stations, and similar businesses).
Data Source C: Field Observations ▪ Field Observations from a site tour (June 2022) ▪ Google Earth Pro aerial/streetview photography.	Selected site observations concerning: ▪ Current land use ▪ Occupancy/Vacancy ▪ Obvious Environmental Conditions (e.g., containers/drums, above ground storage tanks, pavement/soil staining, etc.). ▪ Blight Indicators
Notes: 1. ILVR (Improvement to Land Value Ratio) is calculated by dividing the assessed value for improvements (e.g., buildings and structures) by the assessed value of the land. Properties with high land values when compared to structure values indicate the property is <i>underutilized</i> and could support future development. An ILVR of 0 typically means a tax lot is vacant, and a value <1 indicates that the land is more valuable than the improvements, and therefore is underutilized in terms of development potential).	

Prioritization and Scoring Criteria - Stantec used the property data sources (described in the preceding subsection) to apply a scoring system to identify which brownfields/parcels the City may choose to prioritize for cleanup, reuse, and/or redevelopment. Stantec ranked the sites by applying scoring criteria to the tax lots. The scoring criteria considered site characteristics including property size, ILVR, the presence of an environmental database record, building age, and vacancy/abandonment. The following table lists the criteria, associated score/points (if the conditions are present), and the reasoning for the criterion rating (as it relates to revitalization).

Scoring Criteria Matrix			
Criterion	Points	Description	Reasoning
A. Site Nomination <i>Method: GIS Analysis</i>	2	Site was nominated for environmental site assessment activities by the City and/or property owner	This criterion assigns a score based on whether the site was nominated for environmental site assessments (ESA) by the City and/or property owner. Nominated sites have a higher potential for near-term redevelopment activities due to property owner willingness/interest in participating in the project.
	0	Site was not officially nominated for environmental assessment	
B: Site Size <i>Method: GIS Analysis</i>	1.0	1.0 acre or greater property size	The criterion assigns scores based on lot size. Sizes one acre or greater have high potential to accommodate significant redevelopment projects, whereas sizes less than 0.25 acres may only accommodate modest redevelopment activity.
	0.5	0.25 acres or greater AND less than 1.0 acre	
	0	Less than 0.25 acres	
C: Underutilization / Improvement to Land Value Ratio (ILVR) <i>Method: GIS Analysis</i>	1.0	ILVR < 0.5	The criterion assigns scores based on the properties' ILVR. A lot having an ILVR less than 0.5 means the property is more valuable than its buildings and suggests the property is underutilized and has the potential to support additional development. In contrast, lots with an ILVR greater than 1.0 suggests the property is utilized and less likely to be razed and redeveloped.
	0.5	ILVR > 0.5 AND ≤ 1.0	
	0	ILVR > 1.0	
D: Environmental Data Base & Historical Land Use <i>Method: GIS Analysis, State & Federal Databases, and Historical Records</i>	2	Site is on an environmental database listing with confirmed release	This criterion assigns scores based on whether the lot is on a state or federal environmental database AND/OR once supported a polluting land use/activity. Lots with these conditions should be prioritized for redevelopment to address the potential environmental liabilities through site cleanup and/or abatement.
	1	Site is on an environmental database listing and/or originally supported a polluting land use	
	0	Site is NOT on an environmental database listing (no records) and/or did not appear to support a polluting land use	
E. Building Age (pre- 1980) <i>Method: GIS Analysis</i>	1	Building was constructed prior to 1980	This criterion assigns a score to identify buildings that were constructed prior to 1980 – buildings constructed before this time have a higher potential for containing asbestos and other hazardous building materials.
	0	Building was constructed in 1980 or newer	
F: Vacant / Undeveloped Property <i>Method: GIS Analysis / Field Observations</i>	2	Site does not have a building/structure (i.e., the property is undeveloped)	This criterion assigns a score to identify lots which are currently undeveloped and do not have a building. There is opportunity to target these properties for redevelopment. An ESA may be needed to proceed with development activities.
	0	Site has a building	
G: Vacant Building (no tenant) <i>Method: Field Observations</i>	2	Site does not have a current occupant AND/OR has a vacant building (identified through field observations) that could be adaptively reused	This criterion assigns a score to identify lots that do not have an occupant/tenant AND/OR have a vacant building. Vacant buildings could be actively reused for new uses. Older buildings may suggest the need for studies (ESAs) to ensure the building can be safely reoccupied and/or improved.
	1	Building only has an upper OR lower floor tenant	

Scoring Criteria Matrix			
Criterion	Points	Description	Reasoning
	0	Site has an active tenant	
H: Non-Residential/Mixed-Use Zoning <i>Method: GIS Analysis / Field Observations</i>	1	Site is within one of the City's nonresidential/mixed-use zone	This criterion assigns a score to identify lots that are within a nonresidential or mixed-use zone – nonresidential properties have a higher potential of being a brownfield (whereas, residential properties, including houses, are less likely to have soil/ground water contaminants caused by a historical use)
	0	Site is NOT within a non-residential/mixed-use zone	
I: Blight Indicator <i>Method: Field Observations</i>	1	Site or building has debris, broken windows, and/or deteriorating exterior/ roof.	This criterion assigns a score to identify buildings/sites that have various signs of deterioration, blight, and deferred maintenance. Sites that are in poor condition should be prioritized for revitalization/redevelopment.
	0.5	Site or building shows signs of minor deferred maintenance (e.g., peeling paint, overgrown vegetation)	
	0	Site or buildings are in good condition	

Results and Findings

The inventory process assigned a score rating to each of the tax lots within the Focus Area based on site conditions. This identified properties within the Focus Area that should be prioritized for future assessment/redevelopment (in both near- and long-term timelines). The inventory also identified vacant/underutilized sites that are currently idle but would be most conducive to supporting near-term investment/re-tenanting. The following table identifies the number of tax lots for each site scoring category. The following subsections describe the findings for the High Priority Brownfields/Properties (scoring 4 or more points) and the Vacant/Underutilized Properties.

Scoring Results – Number of Tax Lot Scores		
Site Scoring Categories	Number of Tax Lots	Brownfield Consideration
6.0 or more points	4	More Likely to be a Brownfield
5.0-5.5 points	3	More Likely to be a Brownfield
4.0 - 4.5 points	11	Likely to be a Brownfield
3.0 – 3.5 points	18	Not a Brownfield (or Not Likely to be a Brownfield)
Less than 3 points	111	Not a Brownfield (or Not Likely to be a Brownfield)
Total Parcels	147	

High Priority Brownfields/Properties - Based on inventory scores of 4.0 or above, the process identified 40 parcels/tax lots in the Focus Area that could be prioritized for reuse/redevelopment

and/or future study based on their ripeness for redevelopment, or their potential for environmental liabilities caused by past uses. These properties and their associated scoring conditions are summarized in the table below and depicted on the figure titled “AWP Brownfield Inventory - Scoring Map.” Notably, the table identifies the “Brownfield Potential” for each tax lot in the inventory; sites identified as “Yes” or “Likely” should undergo Phase I/II ESA activities to determine the potential presence (and extent) of contamination, hazardous building materials, and/or other hazards.

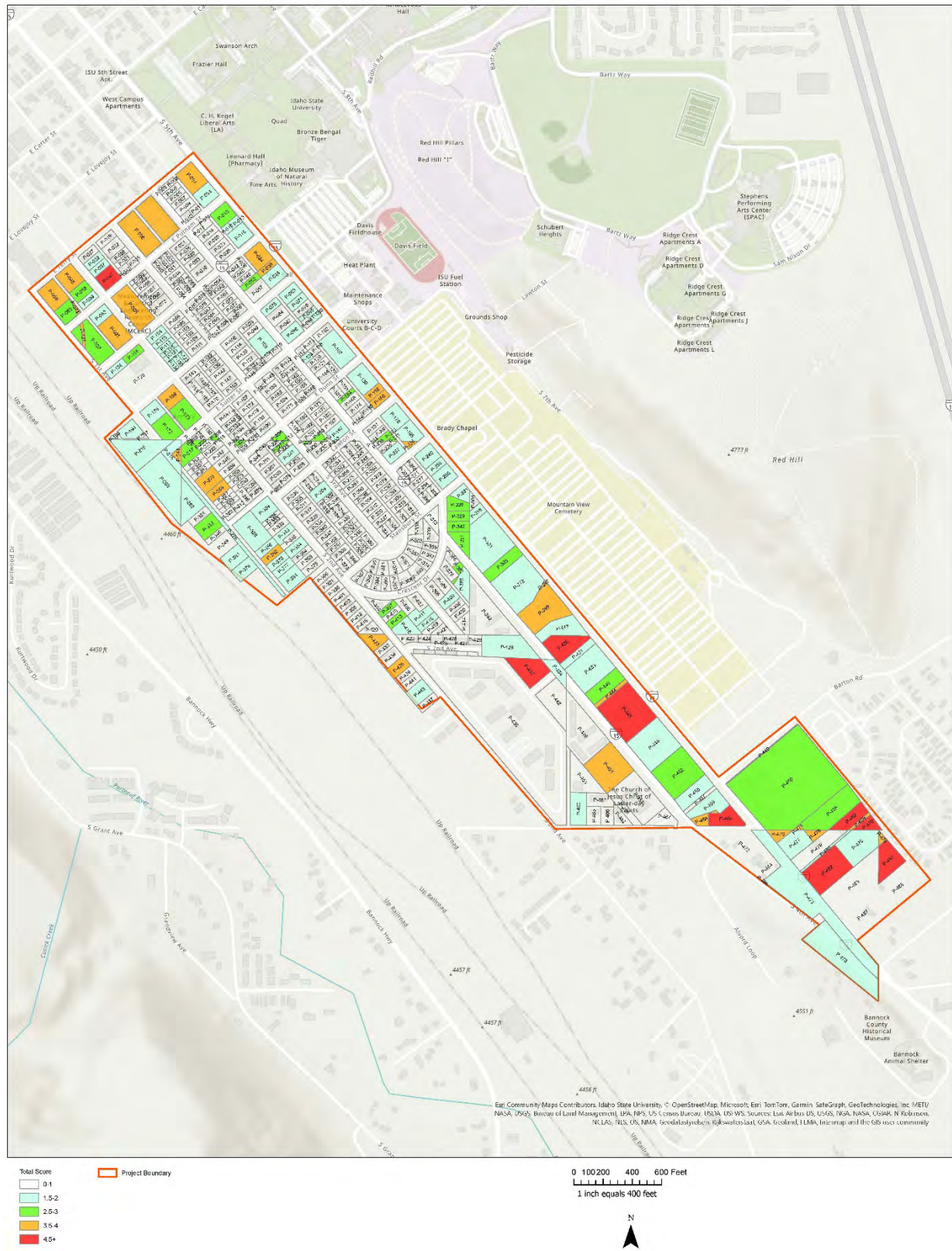
Vacant and Underutilized Properties – The inventory also identified several vacant and/or underutilized properties within the 5th Avenue Focus Area. These include sites that (a) are vacant without a permanent structure, (b) possess existing structures with vacant tenant spaces, and/or (c) are not fully utilized (meaning other portions of the site could support additional development). Given their vacancy or underutilized status, these properties have the greatest near-term reuse/redevelopment potential (versus occupied parcels). Near-term, these properties could be considered “opportunity sites” and should be targeted for infill projects or adaptive reuse activities to support new community-serving uses such as commercial services, employment, and/or housing.

Some of these properties are also considered brownfields based on the site characteristics and scoring criteria; these sites will require additional environmental studies before they are redeveloped, buildings are demolished, and/or support new tenants. Fortunately, several of the vacant/underutilized sites are not brownfields and can be quickly reused for new community-serving purposes. The figure titled “AWP Brownfield Inventory – Vacant/Underutilized Property Map” depicts vacant and underutilized sites in the Focus Area.

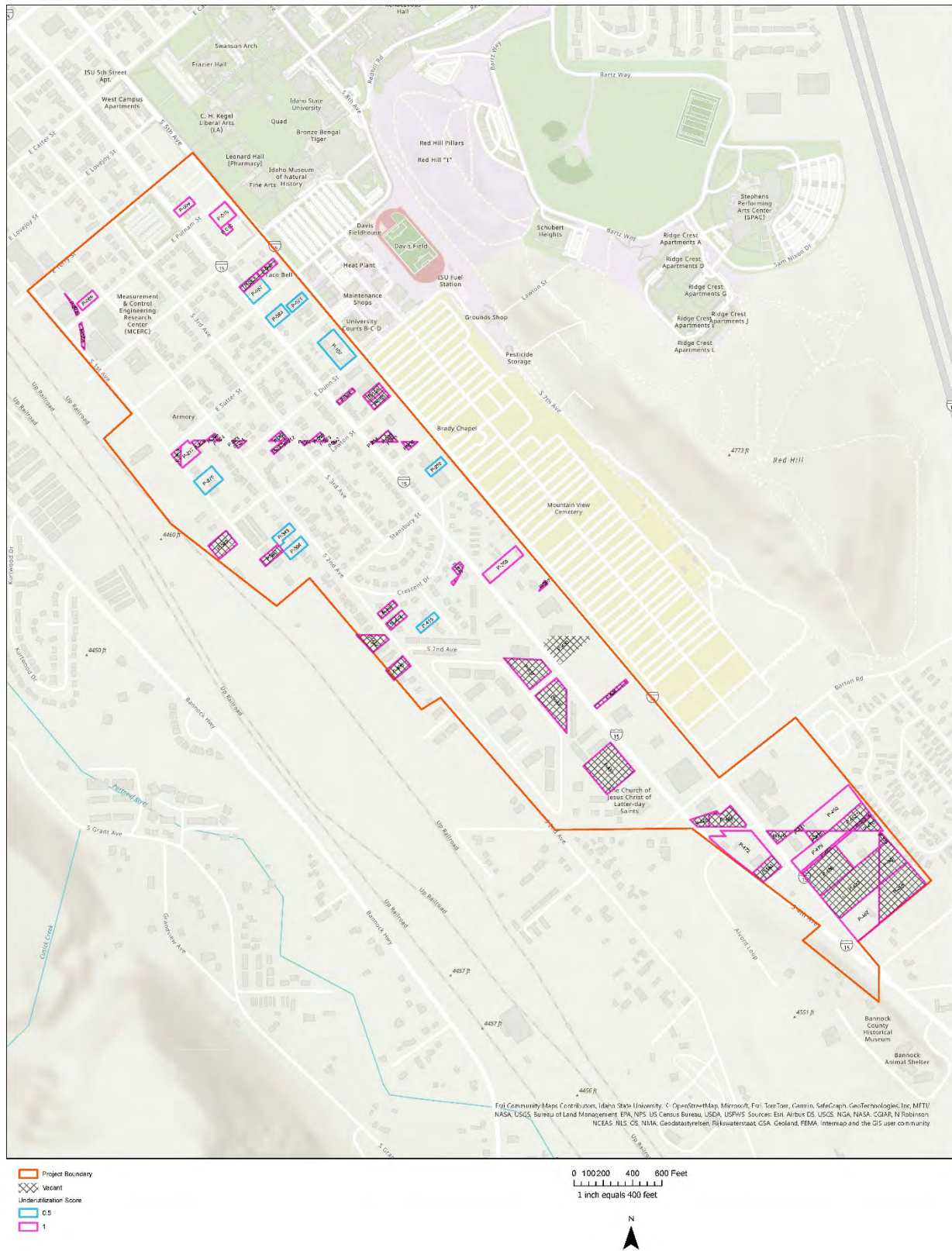
High Priority Brownfields/Properties Scoring Results (scoring 4.0 and above)														
Parcel ID	Map ID	Property Scoring Results										Brownfield Potential	Site Address	Acres (Size)
		Site Nomination	Site Size	Underutilization / Improvement to Land Value Ratio (ILVR)	Environmental Data Base	Building Age (pre- 1980)	Vacant / Undeveloped Property	Vacant Building (no tenant)	Non-Residential/Mixed-Use Zoning	Blight Indicator	Total Score			
RPRPCPP 115400	P-479	0	0.5	1	2	0	0	2	1	1	7.5	Likely Brownfield		0.82
RPRPCPP 115600	P-482	0	1	1	2	0	2	0	1	0	7.0	Likely Brownfield	2700 S 5TH AVE	1.38
RPRPCPP 114901	P-484	0	0.5	1	0	0	2	2	1	0	6.5	Potential Brownfield	2530 S 5TH	0.38
RPRPCPP 115900	P-487	0	1	1	0	0	0	2	1	1	6.0	Potential Brownfield	2806 S 5TH	1.26
RPRPPOC 237900	P-125	0	1	0	2	1	0	0	1	0.5	5.5	Potential Brownfield	1121 S 2ND	1.65
RPRPCPP 103100	P-349	0	0.5	1	0	0	2	0	1	0.5	5.0	Likely Brownfield	1501 S 1ST	0.44
RPRPBCS 000300	P-442	0	0.5	1	0	0	2	0	1	0.5	5.0	Unlikely Brownfield		0.94
RPRPCPP 115800	P-483	0	1	1	0	0	2	0	1	0	5.0	Likely Brownfield		2.03
RPRPCPP 114902	P-472	0	1	1	1	0	0	0	1	1	5.0	Likely Brownfield		1.52
RPRPCPP 129600	P-485	0	1	1	0	0	2	0	1	0	5.0	Not Analyzed		1.53
RPRPCPP 104204	P-430	0	0.5	0	0	0	2	0	1	1	4.5	Likely Brownfield		0.83

High Priority Brownfields/Properties Scoring Results (scoring 4.0 and above)														
		Property Scoring Results												
Parcel ID	Map ID	Site Nomination	Site Size	Underutilization / Improvement to Land Value Ratio (ILVR)	Environmental Data Base	Building Age (pre- 1980)	Vacant / Undeveloped Property	Vacant Building (no tenant)	Non-Residential/Mixed-Use Zoning	Blight Indicator	Total Score	Brownfield Potential	Site Address	Acres (Size)
RPRPBCS 000200	P-437	0	0.5	1	0	0	2	0	1	0	4.5	Unlikely Brownfield		0.83
RPRPPOC 232500	P-047	0	0.5	0	0	1	0	1	1	1	4.5	Potential Brownfield	938 S 2ND	0.39
RPRPCPP 104501	P-445	0	1	0	2	0	0	0	1	0.5	4.5	Likely Brownfield		2.00
RPRPCPP 106500	P-462	0	0.5	1	0	0	2	0	1	0	4.5	Not Analyzed		0.51
RPRPCPP 106000	P-464	0	0.5	1	0	0	2	0	1	0	4.5	Not Analyzed	2475 S 5TH	0.54
RPRPCPP 106700	P-470	0	0.5	1	0	0	2	0	1	0	4.5	Not Analyzed		0.26
RPRPCPP 129500	P-481	0	0.5	1	0	0	2	0	1	0	4.5	Not Analyzed		0.74
RPRPPRD 001100	P-288	0	0.5	0	0	1	1	0	1	0.5	4.0	Likely Brownfield	1402 S 1ST	0.28
RPRPCPP 105301	P-451	0	1	1	0	0	2	0	0	0	4.0	Unlikely Brownfield		1.43
RPRPCPP 106201	P-468	0	0	1	0	0	2	0	1	0	4.0	Unlikely Brownfield		0.19
RPRPPOC 206500	P-008	0	1	0	1	0	0	2	0	0	4.0	Unlikely Brownfield		1.94
RPRPPOC 194900	P-024	0	0.5	0	2	0	0	0	1	0.5	4.0	Potential Brownfield	1107 S 5TH	0.48
RPRPPOC 195301	P-038	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.16
RPRPPOC 238801	P-074	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.04
RPRPPOC 238500	P-101	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.08
RPRPPOC 198200	P-158	0	0	1	0	0	2	0	1	0	4.0	Potential Brownfield	1445 S 5TH	0.19
RPRPPOC 237500	P-159	0	0.5	0	2	0	0	0	1	0.5	4.0	Likely Brownfield		0.39
RPRPPOC 198300	P-165	0	0	1	0	0	2	0	1	0	4.0	Unlikely Brownfield	1455 S 5TH AVE	0.19
RPRPKYS 006400	P-238	0	0	1	0	0	2	0	1	0	4.0	Unlikely Brownfield		0.07
RPRPCPP 097800	P-244	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed	219 E SUTTER	0.10
RPRPPRD 003100	P-362	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.22
RPRPCPP 101701	P-397	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.03
RPRPCPP 101700	P-399	0	1	0	0	0	0	2	1	0	4.0	Unlikely Brownfield	1975 S 5TH	1.43
RPRPCPP 104302	P-444	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.16
RPRPCPP 106600	P-469	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.07
RPRPCPP 106801	P-471	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.03
RPRPCPP 129400	P-474	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.07
RPRPCPP 115200	P-476	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.19
RPRPCPP 115302	P-478	0	0	1	0	0	2	0	1	0	4.0	Not Analyzed		0.16

AWP Brownfield Inventory - Scoring Map



AWP Brownfield Inventory – Vacant/Underutilized Property Map



Environmental Site Assessments (ESAs) & Other Studies

Environmental studies and related assessment activities are typically required (or highly recommended) for sites that possess one or more of the following conditions/characteristics:

- Supporting existing or historical land use activities with high probability of emitting pollutants and/or contaminants to the environment.
- Located adjacent to existing or historical polluting land uses.
- Containing current or past buildings/structures which were constructed prior to 1980 (pre-dating the 1978 US ban on the sale of leaded paint and likely to contain asbestos, polychlorinated biphenyls [PCBs] and/or other hazardous building materials).
- Deteriorating structures that contain molds and/or structural hazards.
- Located on or near a confirmed release of a pollutant/contaminant into the environment.
- Located near a rail line.
- Containing other situations, features, or activities that pose a health threat to humans, wildlife habitat, and/or the natural environment.

A critical future step for identifying and assessing environmental liabilities associated with brownfields is to conduct environmental site assessments (ESAs) and building materials surveys on the high priority sites identified in the previous section. It is also important to note that any site that once supported (or are in proximity to) confirmed or potential pollutant-generating land use activities should undergo ESA activities. These technical environmental studies will review past property use and/or include site testing to inform property owners and prospective tenants of potential environmental conditions that must be addressed before the sites are redeveloped/repurposed for new uses. These studies are also frequently required by banks/lenders involved in property transactions and permitting departments for demolition, adaptive reuse, and redevelopment activities. Descriptions of ESAs and building materials surveys are provided below.

Phase I ESA - The initial step in evaluating potential environmental liabilities associated with a property is the performance of a Phase I ESA. Phase I ESAs are nearly always completed in accordance with a detailed standard process established by ASTM International (ASTM) – “Standard Practice for Environmental Site Assessments: Phase I Environmental Site Assessment Process,” Designation E1527-21. The scope of work for a Phase I ESA includes a visual reconnaissance, interviews with key individuals, and review of reasonably ascertainable documents (typically including federal, state, and other environmental databases; historical maps, city directories, and aerial photographs; and any existing environmental reports). The Phase I ESA is designed to identify “recognized environmental conditions” (RECs) which, as defined by ASTM, means: “the presence or likely presence of any hazardous substances or petroleum products in, on, or at a property: 1) due to any release to the environment; 2) under conditions indicative of a release to the environment; or 3) under conditions that pose a material threat of a future release to the environment.” Phase I ESAs also identify several other categories of environmental concerns as defined by ASTM, including Historical Recognized Environmental Conditions (“HRECs”), Controlled Recognized Environmental Conditions (“CRECs”), and Business Environmental Risks (“BERs”).

Phase I ESA reports provide a summary of known or confirmed environmental liabilities associated with a property (and adjoining properties), as well as findings and conclusions related

to potential or probable additional environmental liabilities. Phase I ESAs will typically include information on the types of contaminants that are either confirmed to be present or potentially present based on past land uses and may also include information on the specific locations where contaminants are known or potentially present. The Phase I ESA does not include actual testing of building materials, soil, groundwater, soil vapor, or other environmental media, but the information developed is useful for developing a scope of work for a Phase II ESA (described below).

In situations where a Phase I ESA identifies no RECs or other types of significant potential environmental concerns, completion of the Phase I ESA alone may be sufficient to address previous concerns by developers over unknown or perceived environmental liabilities and serve to enhance developer interest and redevelopment prospects. However, if a Phase I ESA identifies significant known or potential environmental liabilities, then a Phase II ESA (described below) will likely be needed to further evaluate these known or perceived liabilities.

Phase II ESA - A Phase II ESA generally includes collection of samples of various types of environmental media (i.e., soil, groundwater, soil vapor, etc.) and analysis of the samples for known or suspected “contaminants of concern.” The scope of work for the Phase II ESA is typically based on the findings of a Phase I ESA as well as information relevant to the types of chemicals or petroleum products used or stored on a site (or neighboring properties) and the locations for this use or storage (including features such as underground storage tanks).

A Phase II ESA will often confirm the presence or absence of contaminants of concern, as well as whether measured concentrations exceed applicable cleanup or other regulatory threshold values. If no or very low-level concentrations of contaminants are detected, the Phase II ESA may be sufficient to address concerns related to potential contamination. However, if significant or widespread contamination is documented during a Phase II ESA, then additional follow-up testing may be required to fully assess the magnitude, nature, and extent of contaminants in various environmental media, and/or to satisfy state or federal requirements associated with the discovery of contamination above cleanup standards or other applicable regulatory limits.

Regulated Building Material (RBM) Survey – The purpose of a RBM survey is to identify the presence and quantity of RBMs. Building materials can contain a number of hazardous components that, if disturbed, can pose a health risk to workers and occupants. RBMs may pose little health risk when left alone and intact; however, during maintenance, renovation, or demolition, materials that may pose health risks must be managed, abated, and disposed of appropriately according to regulations. Data obtained during the RBM survey can be used to assess exposure for renovation workers and in the case of demolition, identify the areas of abatement needed and their costs to support redevelopment of the property. RBMs include but are not limited to:

- Asbestos-containing materials (ACMs).
- Lead-based paint (LBP) and/or use of other heavy metals.
- Polychlorinated biphenyls (PCBs) present in electric ballasts and other equipment, as well as some caulks, paints, and other building materials.
- Mercury-containing fluorescent lamps.
- Mercury-containing thermostats/switches.
- Chlorofluorocarbon (CFC) refrigerants; and
- Silica dust from disturbed concrete, stucco, stone products, ceramic tile, drywall and plaster.

Appendix B: Demographic Tables

The tables in this section support the information presented in Section 2.1 of the AWP.

Sources - The project team reviewed available demographic data from the U.S. Census Bureau (2010 and 2020 decennial Census data) and Esri (2023 data and forecasts).

Population Trends and Forecast

Population Trends					
	<i>Focus Area</i>	<i>Census Tract</i>	<i>City of Pocatello</i>	<i>Bannock County</i>	<i>State of Idaho</i>
<i>Population Totals</i>					
2010 Population	2,020	2,918	54,273	82,839	1,567,582
2020 Population	2,191	3,097	56,320	87,018	1,839,106
2023 Population	2,181	3,135	57,909	89,078	1,955,585
2028 Population (Est.)	2,193	3,157	58,815	90,474	2,062,714
<i>Population Change</i>					
Annual Pop Growth Rate 2000 - 2023	0.4%	0.4%	0.4%	0.4%	1.2%
Annual Pop Growth Rate (Est.) 2023 - 2028	0.1%	0.1%	0.3%	0.3%	1.1%
<i>Housing Units Needed</i>					
Est. Additional Residents by 2028	12	22	906	1,396	107,129
Housing Units Needed	6	11	361	537	40,579
<i>Source: U.S. Census, ESRI (2023)</i>					

Race and Ethnicity

Race and Ethnicity						
		Percent of Population				
		<i>Focus Area</i>	<i>Census Tract</i>	<i>City of Pocatello</i>	<i>Bannock County</i>	<i>State of Idaho</i>
Two or more races		7.7%	8.2%	7.6%	7.2%	8.7%
One Race	White	78.8%	78.0%	83.0%	83.3%	81.5%
	Black or African American	2.5%	2.5%	1.3%	1.0%	0.9%
	American Indian and Alaska Native	3.4%	3.5%	2.1%	3.4%	1.3%
	Asian	2.5%	2.7%	1.8%	1.4%	1.5%
	Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.4%	0.3%	0.2%
	Some other race	5.0%	4.9%	3.8%	3.3%	5.8%
Hispanic or Latino/Latina		13.7%	14.0%	10.7%	9.5%	13.5%
<i>Source: U.S. Census Bureau, Esri, 2023</i>						

Age

Age Cohorts and Median Age					
	Percent of Population				
Age Group	Focus Area	Census Tract	City of Pocatello	Bannock County	State of Idaho
Under 5 years	3.9	4.1	7.2	7.4	6.8
5 to 9 years	2.7	2.8	7.0	7.3	7.0
10 to 14 years	1.8	1.9	6.9	7.1	7.0
15 to 24 years	54.8	53.5	16.3	14.9	13.8
25 to 34 years	18.8	19.3	15.6	14.7	13.3
35 to 44 years	5.5	5.6	13.4	13.0	12.8
45 to 54 years	4.0	4.2	9.4	9.6	10.9
55 to 64 years	4.5	4.6	10.3	10.8	11.8
65 to 74 years	2.6	2.6	8.3	9.2	10.1
75 to 84 years	0.9	1.0	4.1	4.4	4.8
85 years and older	0.5	0.5	1.6	1.6	1.6
Under 18 years	11.4	11.5	24.8	25.8	24.8
65 years and older	4.0	4.1	14.0	15.2	16.5
Adults in Prime Working Age (18 to 65)	84.6	84.4	61.2	59.0	58.7
Population not in Labor Force (age 16+ years)	0.9	0.9	3.5	3.2	1.9
Median Age (years)	23.1	23.2	33.1	34.0	36.6
<i>Source: U.S. Census Bureau, Esri, 2023</i>					

Education Attainment

Education Attainment for population 25 years and older					
Highest Educational Attainment (population 25 years or older)	Focus Area	Census Tract	City of Pocatello	Bannock County	State of Idaho
Less than 9 th grade	5.1	4.3	1.4	1.3	2.7
9 th to 12 th grade, no diploma	1.7	1.9	5.2	5.0	5.5
High school graduate (includes equivalency)	24.2	24.8	25.7	27.1	28.0
Some college, no degree	17.2	18.3	21.9	22.9	21.3
Associate degree	14.6	14.5	12.1	11.9	10.8
Bachelor's degree	21.2	21.6	22.0	21.5	21.2
Graduate or professional degree	16.0	14.6	11.7	10.3	10.7
<i>Source: U.S. Census Bureau, Esri, 2023</i>					

English Speaking Ability

Languages spoken at home, population 5 years and over					
	Percent of Total Population				
English Use / Ability	Focus Area	Census Tract	City of Pocatello	Bannock County	State of Idaho
Speaks English Only at Home (age 5 or older)	Data not available	89.2%	94.6%	94.2%	89.0%
Speaks Language other than English at Home (age 5 or older)	Data not available	10.8%	5.4%	5.8%	11.0%
Speaks English Less than Very Well (age 5 or older)	Data not available	5.9%	1.7%	1.6%	3.8%
Source: 2022 ACS 5-year estimates					

Household Characteristics

Household Characteristics					
	Number OR Percent of Total Population				
Household Characteristic	Focus Area	Census Tract	City of Pocatello	Bannock County	State of Idaho
Average household size	2.11	2.06	2.51	2.60	2.64
Average family size	2.36	2.34	3.10	3.13	3.15
Householder Living Alone	42.9%	43.4%	29.5%	26.9%	24.0%
Households with one or more people under 18 years (Children)	19.5%	19.2%	28.4%	29.7%	29.3%
Source: U.S. Census Bureau, Esri, 2023					

Household Incomes / Financial Hardship

Household Income and Financial Hardship					
	Number OR Percent of Total Population				
Household Characteristic	Focus Area	Census Tract	City of Pocatello	Bannock County	State of Idaho
Median household income (\$)	\$32,427	\$32,141	\$58,810	\$63,898	\$69,400
Per capita income	\$19,539	\$19,893	\$30,313	\$31,413	\$35,545
Cost Burdened Households (gross rent ≥30% of household income – **Rental Situations Only**)	24.5%	25.0%	20.7%	20.6%	23.8%
Poverty rate	Data not available	25.2%	14.4%	12.7%	10.7%
Senior Population (65+ years)		13.7%	12.3%	9.8%	8.6%
Children Population (>18 years)		14.2%	17.0%	17.2%	13.3%
Households receiving Food Stamp/SNAP Benefits		20.3%	16.5%	14.9%	7.3%
Population not in Labor Force (age 16+ years)	0.9%	0.9%	3.5%	3.2%	1.9%
Source: US Census / American Community Survey 2020-5-year estimates					

Housing Units and Tenure

Housing Units and Tenure					
	Number OR Percent of Total				
Housing Characteristic	Focus Area	Census Tract	City of Pocatello	Bannock County	State of Idaho
Total housing units	893	1,338	24,016	35,949	796,848
Occupied units	90.9%	91.8%	92.9%	93.0%	90.6%
Owner occupied	22.3%	22.5%	57.1%	62.0%	64.5%
Renter occupied	68.6%	69.3%	35.7%	31.0%	26.1%
Vacant Units	9.1%	8.2%	7.1%	7.0%	9.4%
Housing Age					
Housing Units Built Prior to 1980	74.5%	74.4%	68.2%	59.3%	41.4%
Housing Units Built 1980 or newer	25.5%	25.6%	31.8%	40.7%	58.6%
Source: U.S. Census Bureau, 2017-2021 ACS					

Housing Types

Housing Types					
	Percent of Total				
Housing Type (# of units in Building)	Focus Area	Census Tract	City of Pocatello	Bannock County	State of Idaho
Total housing units	916	1,357	23,210	34,730	742,145
1 unit, detached	52.9%	52.4%	63.2%	67.5%	73.7%
1 unit, attached	1.7%	1.9%	4.8%	4.1%	3.3%
2 units	8.2%	8.3%	6.8%	4.8%	2.2%
3-4 units	11.0%	11.3%	6.7%	6.6%	4.4%
5-19 units	16.0%	16.4%	7.7%	5.7%	4.8%
20+ units	6.7%	6.5%	3.9%	3.3%	3.6%
Mobile home	1.9%	1.8%	7.4%	7.6%	7.7%
Boat, RV, van, etc.	1.6%	1.5%	0.5%	0.4%	0.2%
Source: U.S. Census Bureau, 2017-2021 ACS					

Housing Cost and Affordability

Housing Value/Cost, Owner-occupied units					
	Percent of Total				
Housing Cost Category	Focus Area	Census Tract	City of Pocatello	Bannock County	State of Idaho
Median Home value	\$142,935	\$139,384	\$260,447	\$288,967	\$377,102
Owner-occupied Unit Value (percent of total)					
Less than \$50,000	6.0%	5.6%	8.4%	7.2%	4.5%
\$50,000 to \$99,999	24.1%	25.2%	6.0%	4.8%	3.2%

\$100,000 to \$149,999	23.1%	24.3%	10.2%	7.0%	4.2%
\$150,000 to \$199,999	19.6%	18.9%	9.5%	6.8%	5.9%
\$200,000 to \$299,999	17.6%	19.3%	25.8%	27.6%	15.2%
\$300,000 to \$499,999	3.5%	4.0%	31.3%	36.6%	39.5%
\$500,000 to \$999,999	2.0%	2.0%	8.1%	9.5%	24.2%
\$1,000,000 or more	1.0%	0.6%	0.6%	0.5%	3.4%
Housing units without a mortgage	26.4%	26.1%	30.4%	31.7%	31.8%
Housing units with a mortgage	73.6%	73.9%	69.6%	68.3%	68.2%
Source: U.S. Census Bureau 2020, Esri 2023					

Gross rent, occupied units paying rent					
	Percent of Total				
Housing Cost Category	Focus Area	Census Tract	City of Pocatello	Bannock County	State of Idaho
Median Rent	\$725	\$717	\$616	\$740	\$817
Monthly Rental Rates (percent of total)					
Less than \$500	13.5%	13.9%	29.2%	15.8%	14.5%
\$500 to \$999	61.5%	61.5%	61.3%	61.7%	49.8%
\$1,000 to \$2,000	22.2%	22.0%	6.3	17.8%	27.4%
\$2,000 or more	0%	0%	0.2%	0.1%	2.0%
Cost Burdened Households (gross rent $\geq$ 30% of household income)	24.5%	25.0%	20.7%	20.6%	23.8%
Gross Rent as a Percentage of Household Income					
Less than 10 percent	7.4%	7.2%	4.5%	4.6%	4.5%
10.0 to 14.9 percent	10.1%	10.4%	10.4%	10.2%	9.5%
15.0 to 19.9 percent	9.2%	9.2%	12.1%	11.5%	13.0%
20.0 to 24.9 percent	13.5%	13.1%	18.8%	17.5%	12.9%
25.0 to 29.9 percent	3.8%	3.6%	10.1%	9.9%	10.9%
30.0 to 34.9 percent	12.1%	12.4%	6.4%	5.9%	8.1%
35.0 percent or more	12.4%	12.6%	14.3%	14.7%	15.7%
Source: U.S. Census Bureau, 2017-2021 ACS					

Appendix C: Community Engagement Results Summary

Pop-up event

Stantec attended the Portneuf Valley Environmental Fair on April 27, 2024, from 11am – 3pm at the Lookout Point in downtown Pocatello. The purpose of the event was to share information about the AWP process, invite people to take the community questionnaire, and to collect initial feedback about the Focus Area.

Working Group

Stantec and the City engaged a project Working Group to explore local needs/desires, define the community's priorities, review/evaluate potential revitalization strategies, and provide recommendations/guidance throughout the project.

Results

The table below provides the meeting information and key results from each working group meeting.

Working Group Results	
Meeting Information	Notes
Meeting 1 Topic: Visioning and Idea-Generating Session Date: May 16, 2024 Format: In-person and virtual	Local perspectives: The Focus Area, despite being highly walkable, bikeable, and runnable, lacks adequate infrastructure, making it feel unsafe and automobile centric. Beloved places: Goodies, Tasty Treat, Mocha Madness, Ross Park, Museum of Clean, Bengal Creek. Missing Elements: The Focus Area needs safe streets and ways to get around for all, including north-south biking routes, well-lit crosswalks, and improved walking and biking infrastructure, along with diverse food options and unique gathering places both indoor and outdoor, especially for off-campus students. Opportunities: The Focus Area needs utility infrastructure improvements, a powered food truck court, enhanced southern gateway, safe and improved public transit, continuity in street design, less busy streets for cyclists, programmed events outside downtown, slower traffic on 4th, 2nd, 5th streets, improved sidewalks, longer pedestrian crossing times, ADA audible crosswalks, and more crosswalks to school bus stops, all while capitalizing on the upcoming Children's Museum at the Museum of Clean space. Challenges: The Focus Area has issues with blighted hotels affecting students, significant rail activity, lack of city policies or programs for sidewalks, challenges in engaging the transient student population in the neighborhood, a manageable unhoused population, and state-controlled highways where changes must be approved by IDT. Other themes that emerged: ISU: ISU, a large property owner in the area, is working on a campus master plan to balance student needs, including housing and east-west connections, but the community, which feels more like a town with a college rather than a college town, needs to better embrace the student population, support ISU, and foster a strategic alliance with ISU and business owners, potentially through initiatives like a student small business incubator Housing: The housing crisis, exacerbated by a disconnect between student housing and families, is a major issue in the community, with conflicts arising from overcrowded student accommodations in single-family homes, a lack of affordable options, and out-of-state landlords who neglect upkeep and maintenance, all while there is a significant demand for one-bedroom units and new apartment buildings for seniors.

Working Group Results	
Meeting Information	Notes
Meeting 2 Topic: Proposed Recommendations Date: January 23, 2025 Format: In-person and virtual	The meeting presented the proposed physical and policy/program recommendations of the AWP and collected feedback, suggestions, and questions related to the recommendations. Bike/Pedestrian Improvements - Concern: concern about multi-use path for bikes and pedestrians, especially with bikes going 30 mph. There is a need to find a way to mitigate this. - Concern: Will bump outs be allowed on 5th Ave due to snowplows and other considerations? Will require collaboration between city departments. - Suggestion: The plan could include best practices for e-bikes. There are several multi-use paths where they can stripe them in a certain way to keep faster traffic on one side. Funding - Brownfields money cannot be used for implementation. Brady Chapel - Overall support for proposed improvements. Waterwise Landscaping Concept - The waterwise landscaping concept is well-liked by several participants. If there is a template plan available, that would be great. - Suggestion: Consider issuing a Request for Proposal (RFP) and have 2 or 3 landscape companies ready to create a plan. Terry Street Gathering Place/Closeable Block and Adjacent Park - Idea of a place to gather on Terry St. is well received

Community Survey

Stantec hosted a 20-question on-line community survey to obtain feedback, perspectives, and preferences from the larger Pocatello community (i.e., residents, business owners, and individuals working in the community) to help guide the AWP.

Key Takeaways

- A majority of respondents live in Pocatello outside the Focus Area (73%) and are aged between 21 and 64 (91%).
- 68% of respondents visit businesses, services, and/or amenities in the Focus Area at least once a week (25% daily).
- Top businesses, services and/or amenities visited include restaurants/drinking establishments (#1 at 85%), parks and recreation amenities (#2 at 46%), and professional services/offices and retail shops were tied at #3.
- Many respondents believe that there are a lot of businesses, services, and amenities are missing from the Focus Area. The top 3 include aesthetic elements (e.g. trees, art, landscaping), more diverse restaurant and drinking options, and more diverse commercial/shopping options.
- A majority (54%) responded that the Focus Area generally feels safe and comfortable to walk during the day but needs improvement.

- A majority (60%) responded that the Focus Area does not feel safe and comfortable to walk during nighttime hours.
- 73% of respondents feel that bike infrastructure needs improvement (41% responded that it doesn't feel safe and comfortable to bike).
- Nearly half the respondents (49%) reported that they are unaware of the transit options in the Focus Area.
- A majority of respondents (55%) believe that the Focus Area or individual properties are not attractive and well-maintained.
- 45% of respondents feel that the connection between the Focus Area and the ISU campus need improvement, and 28% feel that the connection needs substantial improvements.
- Based on responses, here are the top community elements that need improvement in the Focus Area: sidewalks (72%), bike lanes (66%), individual residential properties (64%), individual commercial properties (62%), and trees/landscaping (62%)
 - Other comments: this should be seen as, and is an important gateway into Pocatello, especially for the ISU community
- A majority (58%) believe that the 4th and 5th Avenue one-way pairs should be left as is.
- 43% believe that the Focus Area has at least some affordable housing options, but there could be more. 30% responded that they did not have an opinion.
- 65% of respondents believe that there are either few or some housing options, indicating that the neighborhood needs more housing options.
- A majority of respondents (74%) indicated that 2- and 3-bedroom units are needed most in the Focus Area, followed by 1-bedroom units (34%)
- Based on responses, here are the top types of housing that are most appropriate for the Focus Area: single-family homes (1 unit) (61%), townhouses (54%), apartments (small, 4-6 units) (46%), and duplexes (2 units) (46%).
- Respondents ranked the neighborhood improvements that are most important to them over the next 5 years. The items are listed in order:
 - 1) Community appearance – develop vacant lots, improve building appearance
 - 2) Streetscape enhancements – add trees, landscaping, benches, lighting
 - 3) Commercial shops and services – attract new shopping, dining, entertainment, and services
 - 4) Mobility – improve walkability, biking, and transit access
 - 5) Community parks, spaces, and events – create more options for the community to recreate and gather

- 6) Housing affordability and options – add a wider variety of housing options
- 7) Employment – attract new businesses, add new jobs
- 8) Connections to Idaho State University Campus
- The last 2 questions asked about one community improvement project that respondents would like to see in the Focus Area, followed by a final opportunity to add any additional comments. The following themes emerged in both open-ended questions.
 - o **Pedestrian and Bicycle Infrastructure.** Desire for improved and new bike and pedestrian infrastructure that is safe and comfortable.
 - o **Community Feel and Aesthetic.** Maintenance, upkeep, and beautification of both public and private properties, and the public realm in between
 - o **Housing.** More housing options (types and tenancy), affordable options, and student housing.
 - o **Public safety** at night is a concern, more and better lighting is desired.
 - o **Traffic Safety.** The conflict between pedestrians (ISU students in particular) and vehicles is felt throughout the Focus Area, but of most concern are vehicle speeds along 4th and 5th Avenues.
 - o **Public Space and Recreation:** There is a need and desire for more public gathering space, community events, green space, and generally more opportunities for recreating in a communal way.