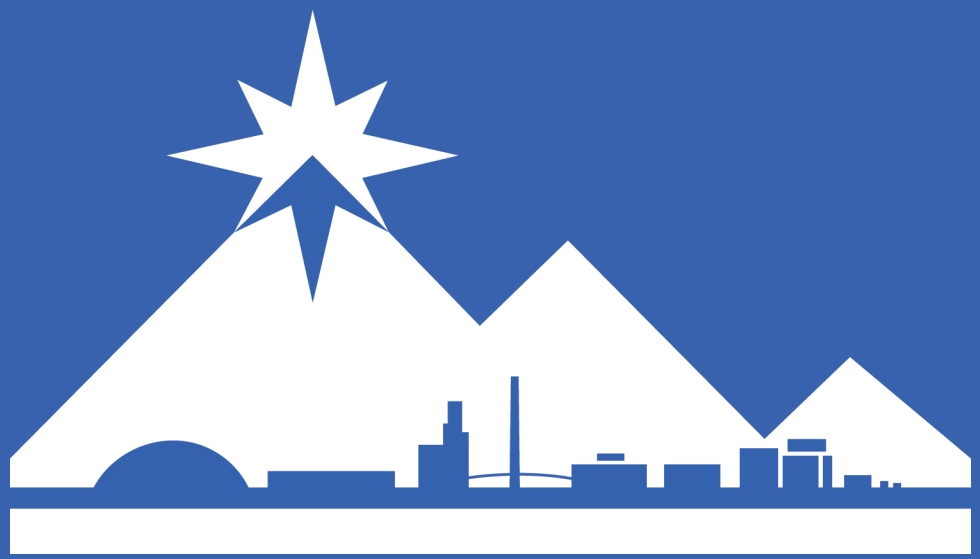
POCATELLO

DOWNTOWN DEVELOPMENT PLAN

A VISION FOR THE TWENTY-FIRST CENTURY

ADOPTED BY POCATELLO CITY COUNCIL: MARCH 17, 2022

OUR VALLEY
OUR VISION



OUR VALLEY | OUR VISION

What is Our Valley | Our Vision?

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

What is the Downtown Development Plan?

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

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

ACKNOWLEDGEMENTS

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

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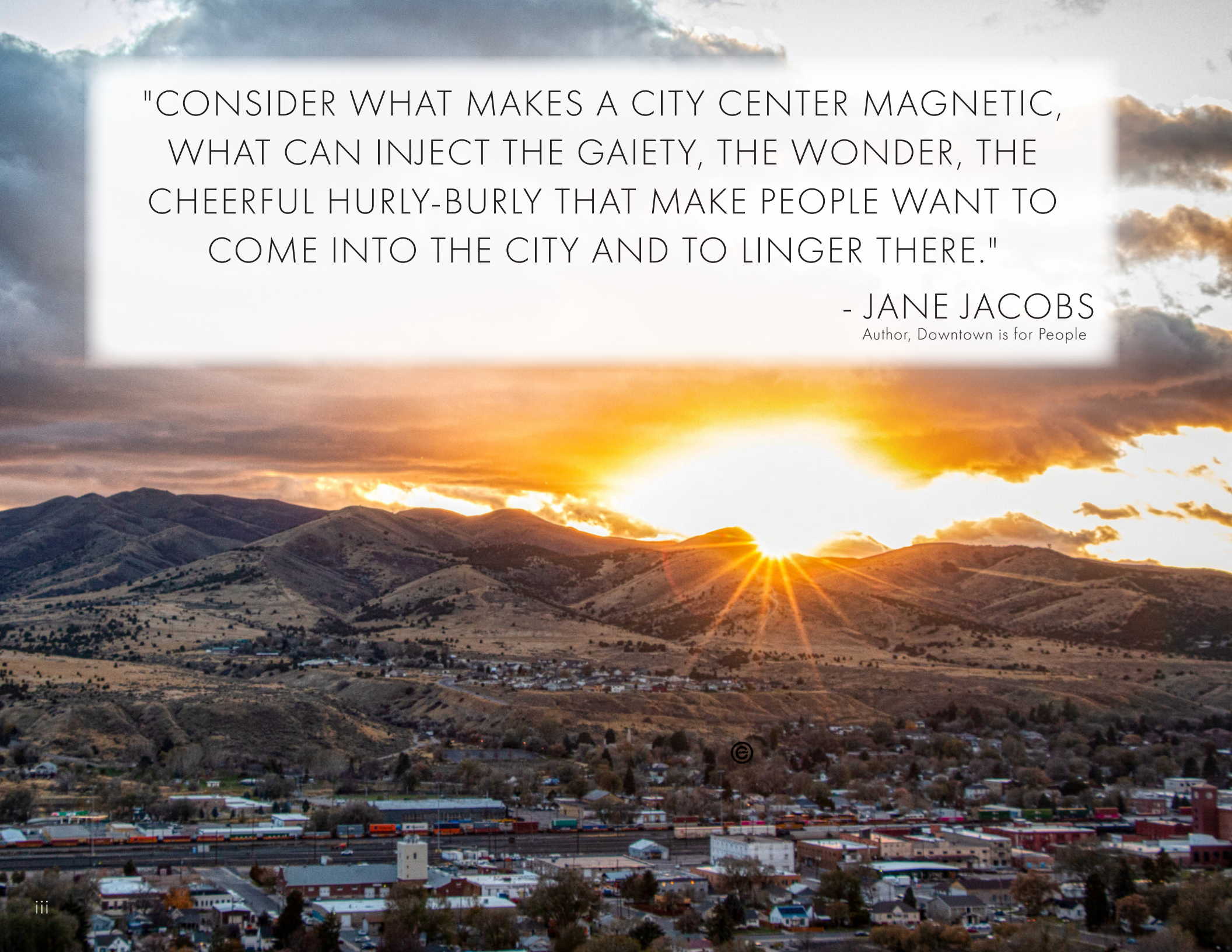

"CONSIDER WHAT MAKES A CITY CENTER MAGNETIC, WHAT CAN INJECT THE GAIETY, THE WONDER, THE CHEERFUL HURLY-BURLY THAT MAKE PEOPLE WANT TO COME INTO THE CITY AND TO LINGER THERE."

- JANE JACOBS
Author, Downtown is for People

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DOWNTOWN VISION

THE HEART OF POCATELLO

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

WELCOME TO POCATELLO

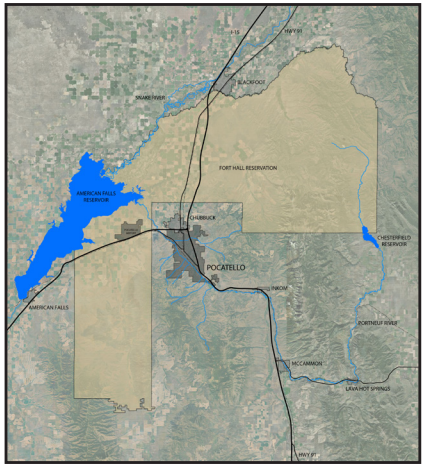
Pocatello is a vibrant community of approximately 57,000 citizens nestled in a small valley on the southeastern edge of the Snake River Plain. What began as a small railroad junction has grown to become Idaho's sixth largest city. Many notable forces have shaped Pocatello's landscape and culture to become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

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

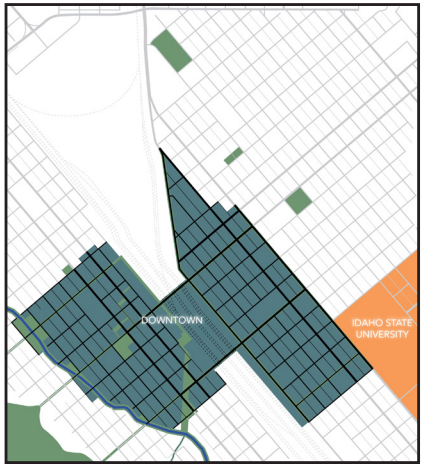
The Pocatello Downtown Development Plan provides a guiding vision and implementation strategies for future improvement. This vision aims at guiding development and future investment through the recommendation and implementation of design solutions as well as catalytic projects and policies.

As a living document, this plan is designed in a way that is meant to be built upon and added to. While the premise, principles and value proposition of the vision serve as an unchanging foundation, the components and details of the vision will evolve as ongoing public engagement, investments and community support occur.

The Region



The City in Context



The Downtown

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

- ED MCMAHON

Board Chair | National Main Street Center

This document is meant to serve as a companion to the City of Pocatello's Comprehensive Plan, the Portneuf River Vision and the Utah State University's 2018 urban design study entitled "The City of Pocatello and the Portneuf River". Altogether, these resources provide a unified vision for the continued revitalization of both the natural and urban ecological systems present in Pocatello. The implementation of this shared vision is key to improving the quality of life in Pocatello, this includes greater environmental quality, economic success, social opportunities and an enhanced sense of place. Through the active use and implementation of these guiding documents, the assets and identity of Pocatello will be greatly enhanced in meaningful, effective and responsible ways.

The Plan is based off of this foundational premise:

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

Pocatello's greatest assets include:

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

Nature

Historic Civic

Knowledge

WHY PLAN DOWNTOWN?

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

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

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

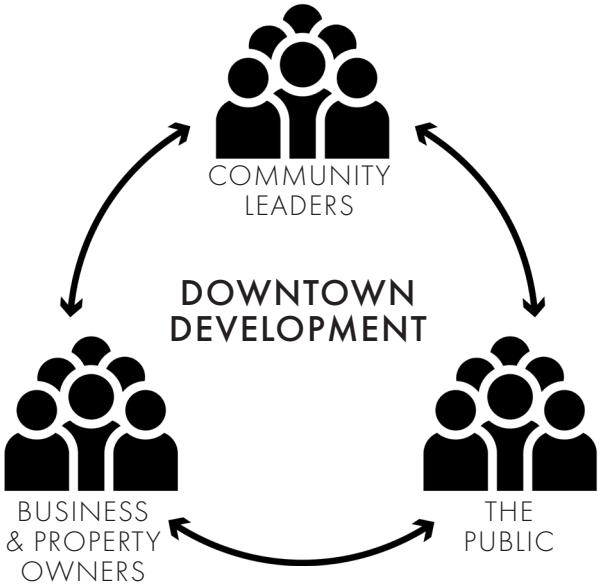
- **Provide guidance to owners and developers.** The plan is the source of public policy regarding the downtown. It identifies the capital, regulatory, and service investments and policies to be followed by the community, owners, developers, and tenants in downtown.

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

COLLABORATIVE PLANNING

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

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



"DOWNTOWN HAS HAD THE CAPABILITY OF PROVIDING SOMETHING FOR EVERYBODY ONLY BECAUSE IT HAS BEEN CREATED BY EVERYBODY."

- JANE JACOBS
Author, Downtown is for People

ORGANIZING DOWNTOWN

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

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

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

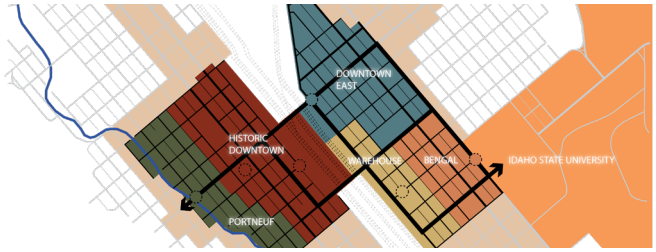
Districts: Sections of a city which one mentally enters "inside of" and which are recognizable as having some common, identifying character. Always identifiable from the inside and used for reference from the outside.

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

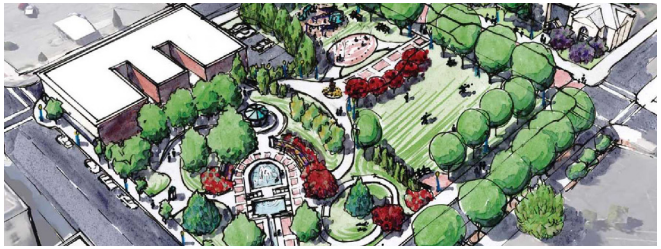
Landmarks: Objects used as a point of reference and orientation such as a building, mountain, sign, store, etc.

Main Street is Considered a Path

5th Ave. is a Path & a Downtown Edge



The Downtown Districts

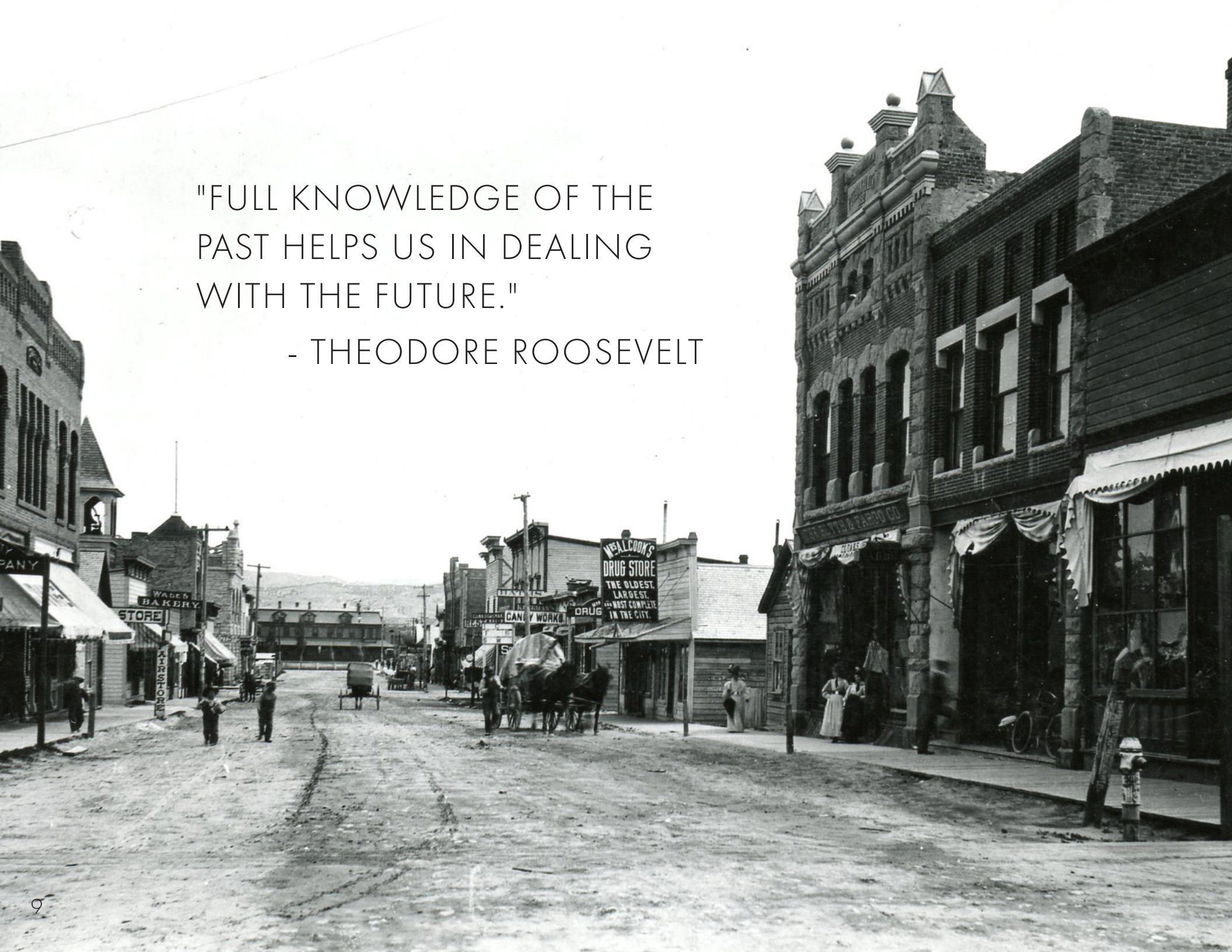


The Civic Center is a Node

Union Depot is a Landmark

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

- THEODORE ROOSEVELT



PAST, PRESENT, FUTURE

In order to understand Pocatello's best path forward in downtown development, it is crucial to peel back the layers of history to evaluate the complexities that have built up overtime to get us where we are at today.

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

WATER

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

INDIGENOUS PEOPLE

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

EXPLORERS

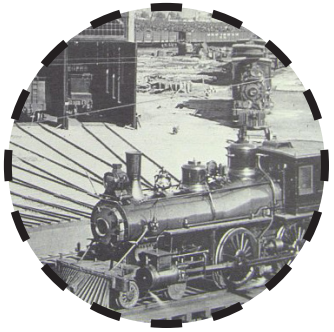
With the advent of European settlers in the 19th century, the Portneuf Valley and surrounding area became a hotbed for conflict between white settlers and the First Peoples. The establishment of the Oregon Trail and Fort Hall, and their impact on further exploration of the Portneuf Valley opened the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

GOLD

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

RAILROAD

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



RAILTOWN

This junction point became known as Pocatello Junction. It didn't take long for this small obscure rail stop to grow into a settlement for railroad workers, pioneers, and prospectors. By the late 1800's, this area would evolve into a booming western town. The Village of Pocatello was established in 1889 and became known as the "Gateway to the Northwest"due to its status of a critical junction point in the railroad industry.

MERCANTILE TOWN

Pocatello's urban development, would continue to evolve into a bustling city. As typical of most Intermountain cities, the downtown, including areas directly adjacent to the rail yards, were being developed into the mercantile, trade and commerce hub for the area. In addition to these commercial and residential developments, a downtown civic presence was established and formalized. Many buildings in Downtown Pocatello today were built during this significant period in its history.

ACADEMIA

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

WORLD WAR II

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

THE SUBURBAN EXPERIMENT

The end of World War II brought with it a number of policies that altered the way in which cities were traditionally developed. Housing and commercial activity migrated from the urban core to the periphery. Whether intentional or not, we now know today that suburbanization not only created an unsustainable development and business model, it also ripped out the heart of almost every community, including Pocatello.

DOWNTOWN DEMISE

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

REVITALIZATION

These movements, most notably the creation of the Downtown Historic District (1983) and the establishment of a Business Improvement District (1991) has prompted a renaissance in Downtown. The realization of continued development in Downtown Pocatello will occur in collaboration with downtown stakeholders and as the community's values are established within a formalized downtown area and responsible development is encouraged.

DEVELOPMENT EPISODES

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

1 1982-83

Preservation

Formation of the Historic District

The historic preservation movement began with the demise of a city landmark. Built in 1919, The Bannock Hotel hosted many prominent people including Theodore Roosevelt. In 1982, The building was slated for demolition. Due to this great community loss, there was a call for the protection of historic structures in Pocatello. In 1983, the locally protected Downtown Pocatello Historic District was formed and the City has sought to protect Pocatello's cultural and historical assets since.

2 1991

Downtown, Inc.

Business Improvement District Established

In 1991, the City saw the need to further the advance of revitalization efforts in downtown, especially the need to encourage businesses to reoccupy the City's core. This led to the establishment of the Downtown Business Improvement District (BID). The BID operated under the management and direction of Old Town Pocatello, Inc. Now named Historic Downtown Pocatello, Inc., the organization continues to coordinate events and provide support to Downtown business and property owners to encourage and promote downtown development.

3 2012

Relight the Night

Iconic Neon Brought Back to Life

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

4 2016-18
Portneuf River Vision
Reinvesting in an Abused Community Asset

In 2016, the City of Pocatello and the Army Corps of Engineers coordinated a shared vision of restoring the health and vitality of the Portneuf River which since the 1960's had been channelized and community access denied. In 2017, the City of Pocatello and Utah State University's urban design students produced a study which provided a wide variety of ideas and plans to restore the river as a critical local asset. The River Vision Committee continues to direct funding to implement the restoration of the Portneuf.

5 2018
TerryFirst
Big Picture Ideas to Site Specific Plans

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

6 2020-21
Downtown Plan
Development Plan for Downtown

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

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

VALUE PROPOSITION

Unique Assets of Pocatello

NATURE

Pocatello is nestled along the edge of the Snake River Plain in the Portneuf River Valley. This landscape continues to draw outdoor enthusiasts and nature lovers to the City who enjoy mountain views from nearly every location in town. Pocatello boasts an extensive trail system throughout its foothills and an ever expanding greenway and river restoration. Pocatello's direct access to natural amenities and the short drive to surrounding national forests and parks such as Craters of the Moon and Yellowstone National Park make it a prime location to live for those who enjoy outdoor living with urban amenities.

HISTORIC CIVIC

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

KNOWLEDGE

The Knowledge Economy suggests that ideas are the ultimate creator of wealth and prosperity. These ideas and the pursuit of knowledge epitomizes the information age and our City will see success if this knowledge is prioritized. Fortunately, Pocatello is home to Idaho State University which plays a vital role in producing and fostering ideas and backs those ideas up with research and innovative solutions. Downtown Pocatello has a significant advantage in the Knowledge Economy by having Idaho State University adjacent to it.

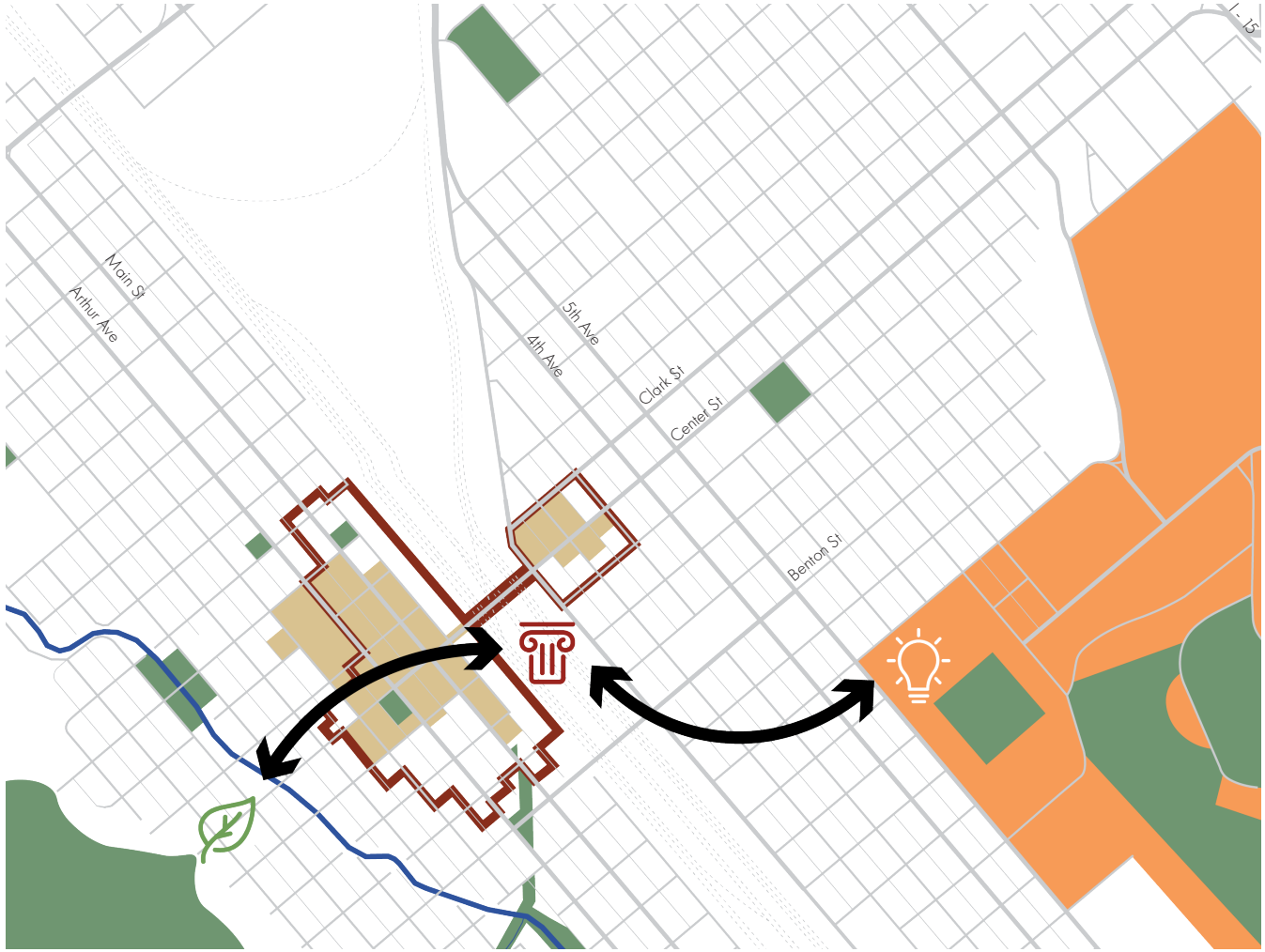
DOWNTOWN AREA

Where is Downtown Pocatello?

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

Considering the Downtown Area

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



LEGEND

- Downtown Historic District
- Idaho State University
- Parks/Open Space
- Asset Connection
- Business Improvement District
- Portneuf River

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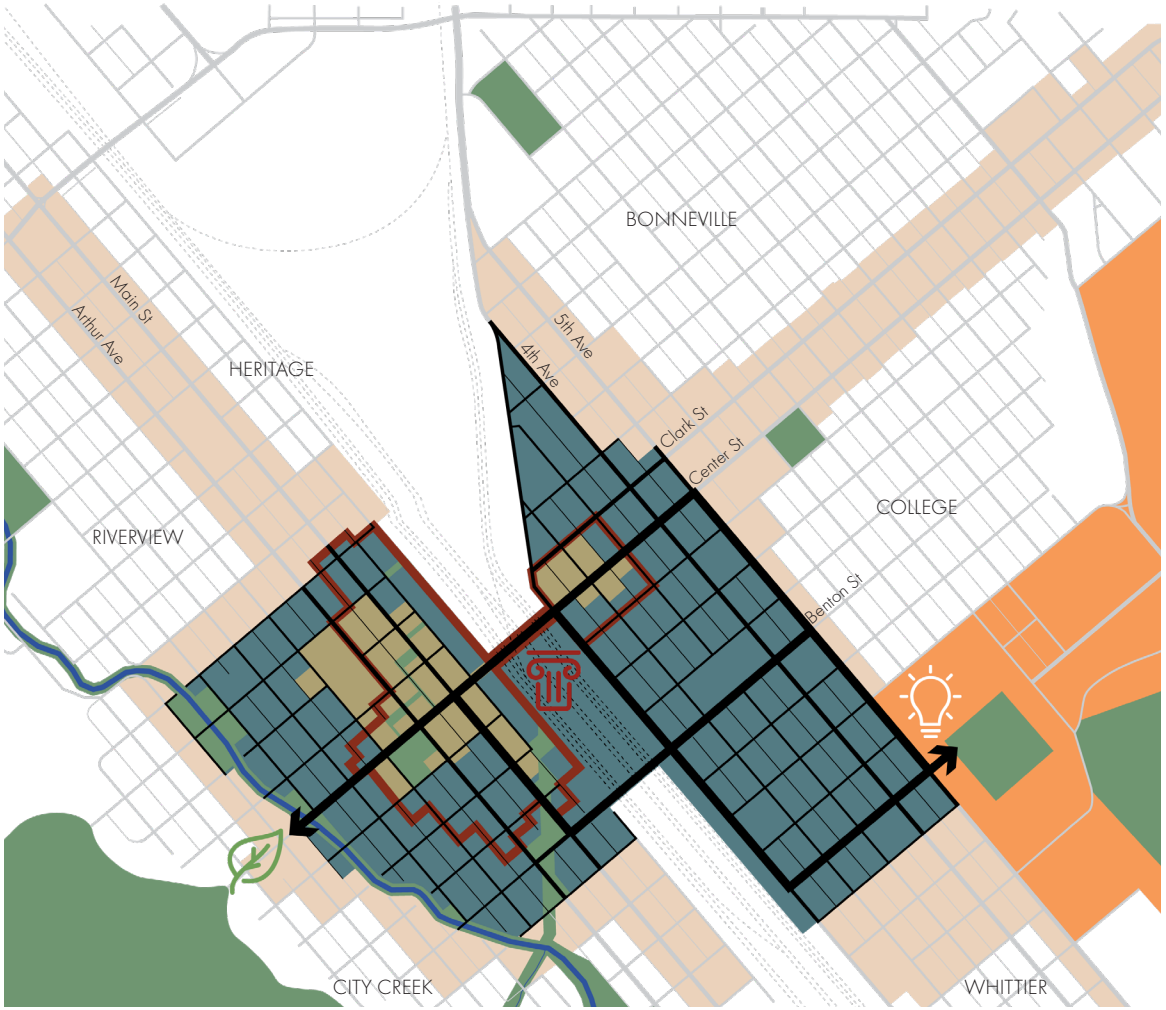
DOWNTOWN DEFINED

Defining Downtown Pocatello

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

Relationship to Surrounding Areas

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



LEGEND

- Downtown Pocatello
- Downtown Historic District
- Idaho State University
- Downtown Transition Area
- Parks / Open Space
- Asset Connection
- Business Improvement District
- Portneuf River

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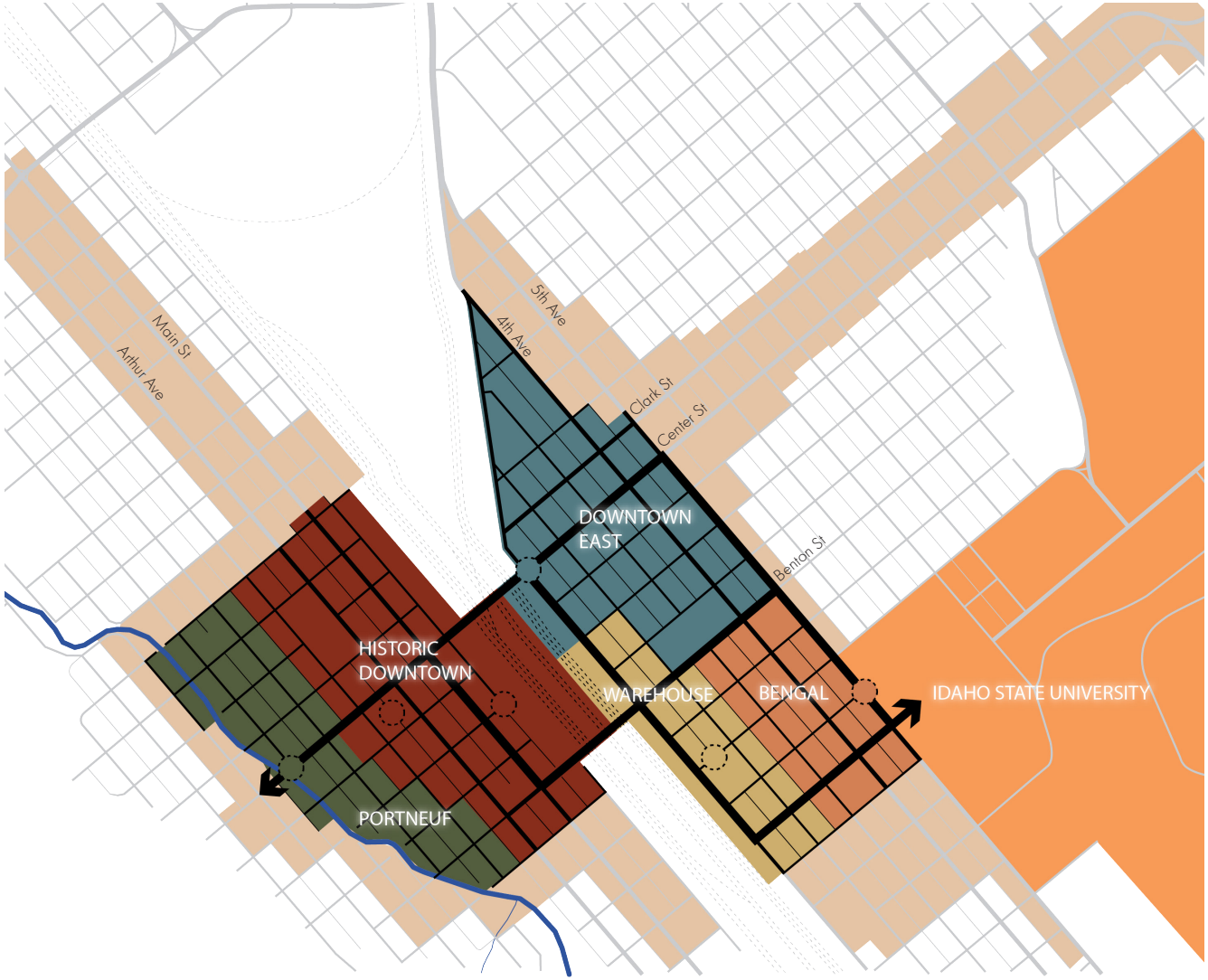
DOWNTOWN DISTRICTS

Unique Areas of Downtown

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



LEGEND

- Historic Downtown District
- Portneuf District
- Downtown East District
- Warehouse District
- Bengal District
- Idaho State University
- Portneuf River
- Downtown Transition Area
- District Nodes

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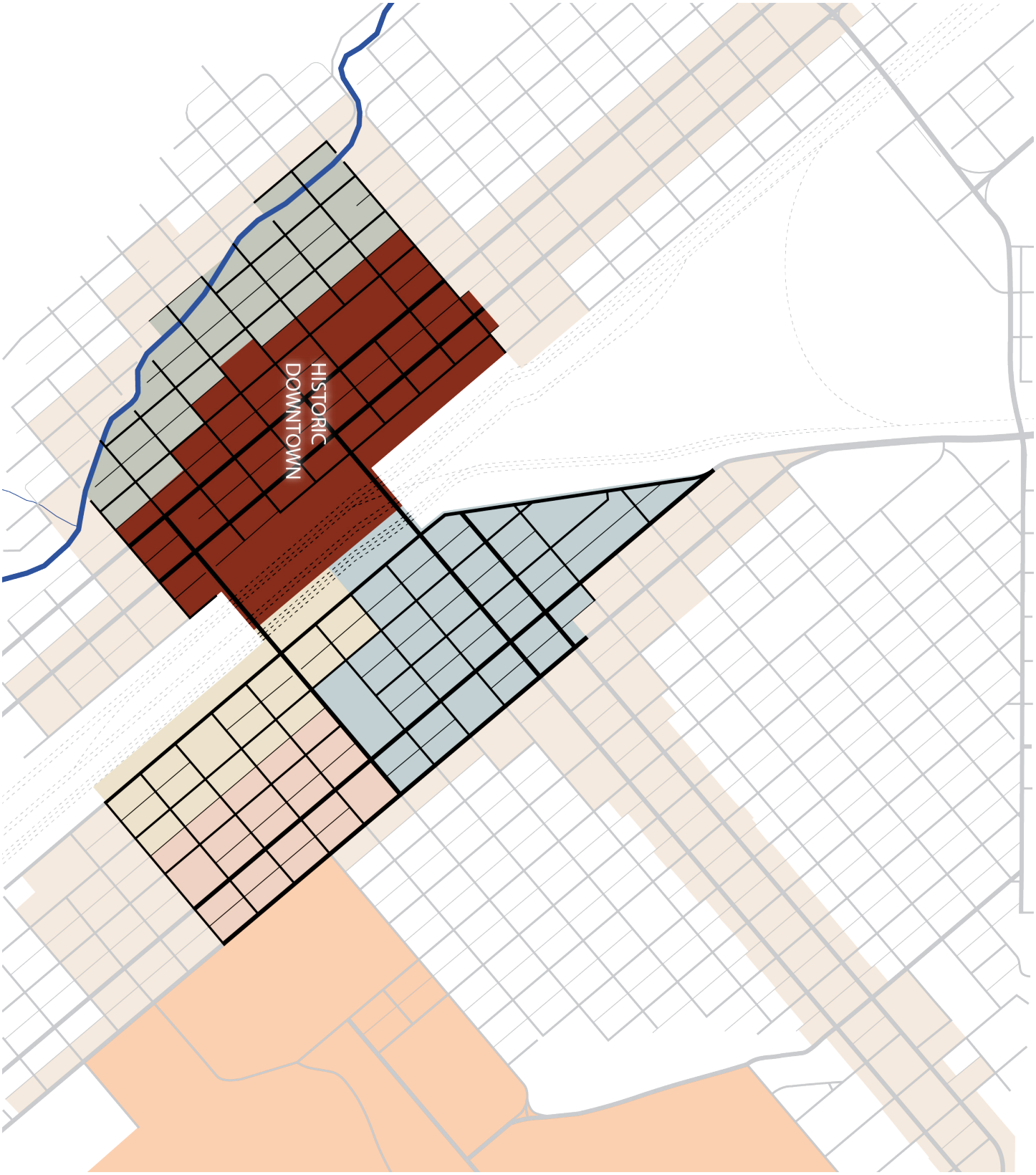
DOWNTOWN DISTRICTS

	Vision Highlights:	Nodes/Catalytic Projects:	Landmarks/Historic Districts:
HISTORIC DOWNTOWN The Beating Heart of Downtown	• The center of cultural and civic identity • A renewed focus on historic assets • Traditional urban form	• Pocatello Civic Center • Depot Crossroads	• Union Pacific Railroad Depot • Pocatello Historic District
PORTNEUF Where Urban Embraces Nature	• Outdoor recreation • Direct access to the Portneuf River • Riverfront shopping and dining	• Portneuf Landing	• Portneuf River • Memorial Building • Old Town Historic Neighborhood
DOWNTOWN EAST Gritty + Grounded	• Development using traditional urban form • Intense development opportunities	• East Center Plaza	• Rail yard grain mill • East Side Downtown Historic District
WAREHOUSE Arts, Innovation + Industry	• Creative industries • Entrepreneurial driven enterprise • Young professional lofts	• Varsity Commons	• Museum of Clean • Warehouse Historic District
BENGAL Knowledge + Community	• Connection between Campus + Downtown • Community programs and networks for students	• Bengal Block Student Life Center	• Idaho State University Campus

HISTORIC DOWNTOWN

THE BEATING HEART OF DOWNTOWN

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



HISTORIC DOWNTOWN

The Beating Heart of Downtown

HISTORIC DOWNTOWN VISION

The Beating Heart of Downtown

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

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

Housing

Existing: 220 units
Proposed: 700 units

Commercial

Existing: 756,000 sf
Proposed: 846,000 sf

Public Open Space

Existing: 3 acres
Proposed: 7 acres

Public Parking

Existing: 1,500 vehicles
Proposed: 2,500 vehicles

*These figures are approximate

This District will feature:

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

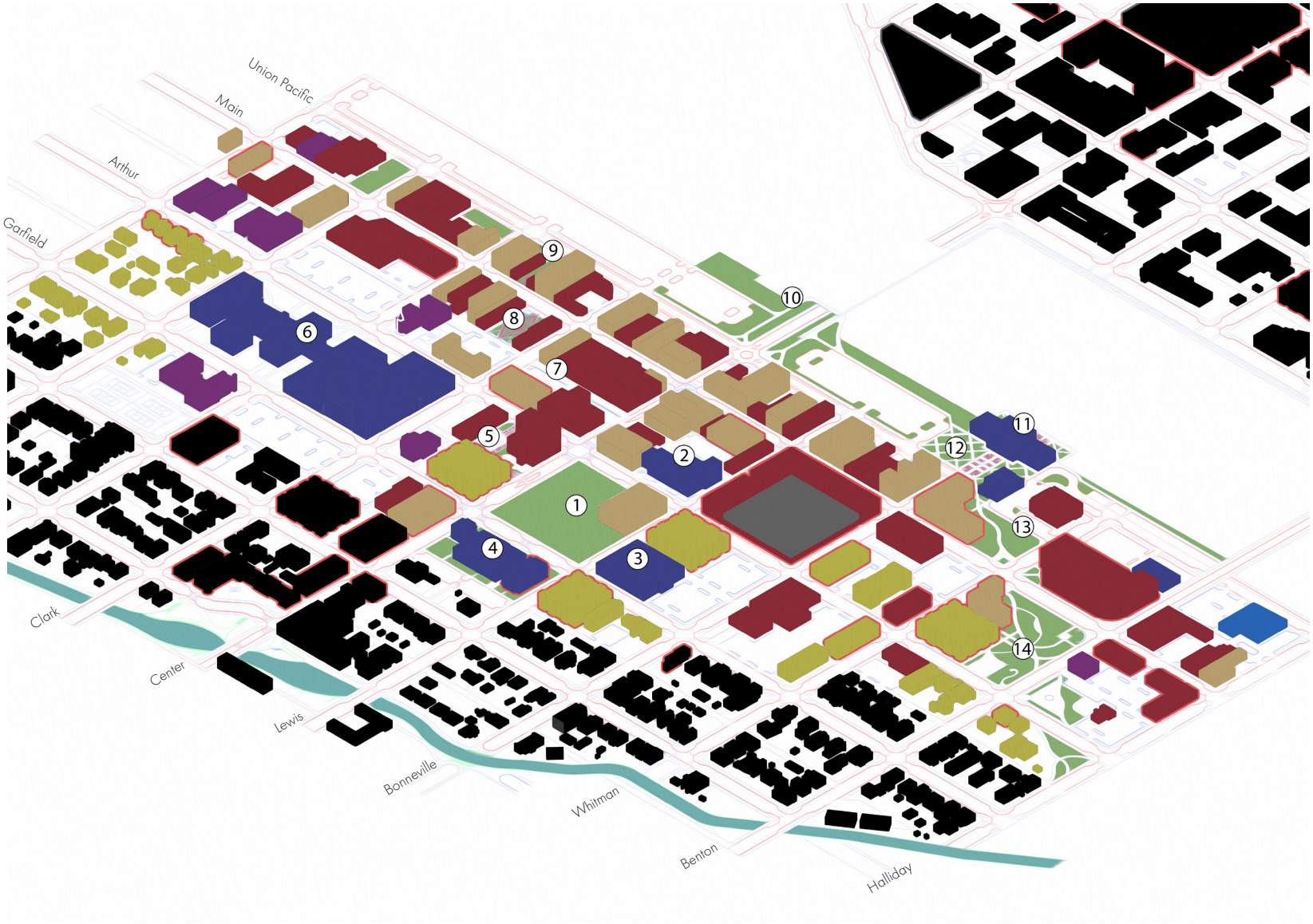
e = existing
p = proposed

LEGEND

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

HISTORIC DOWNTOWN

The Beating Heart of Downtown



*Buildings with a bold outline are conceptually proposed

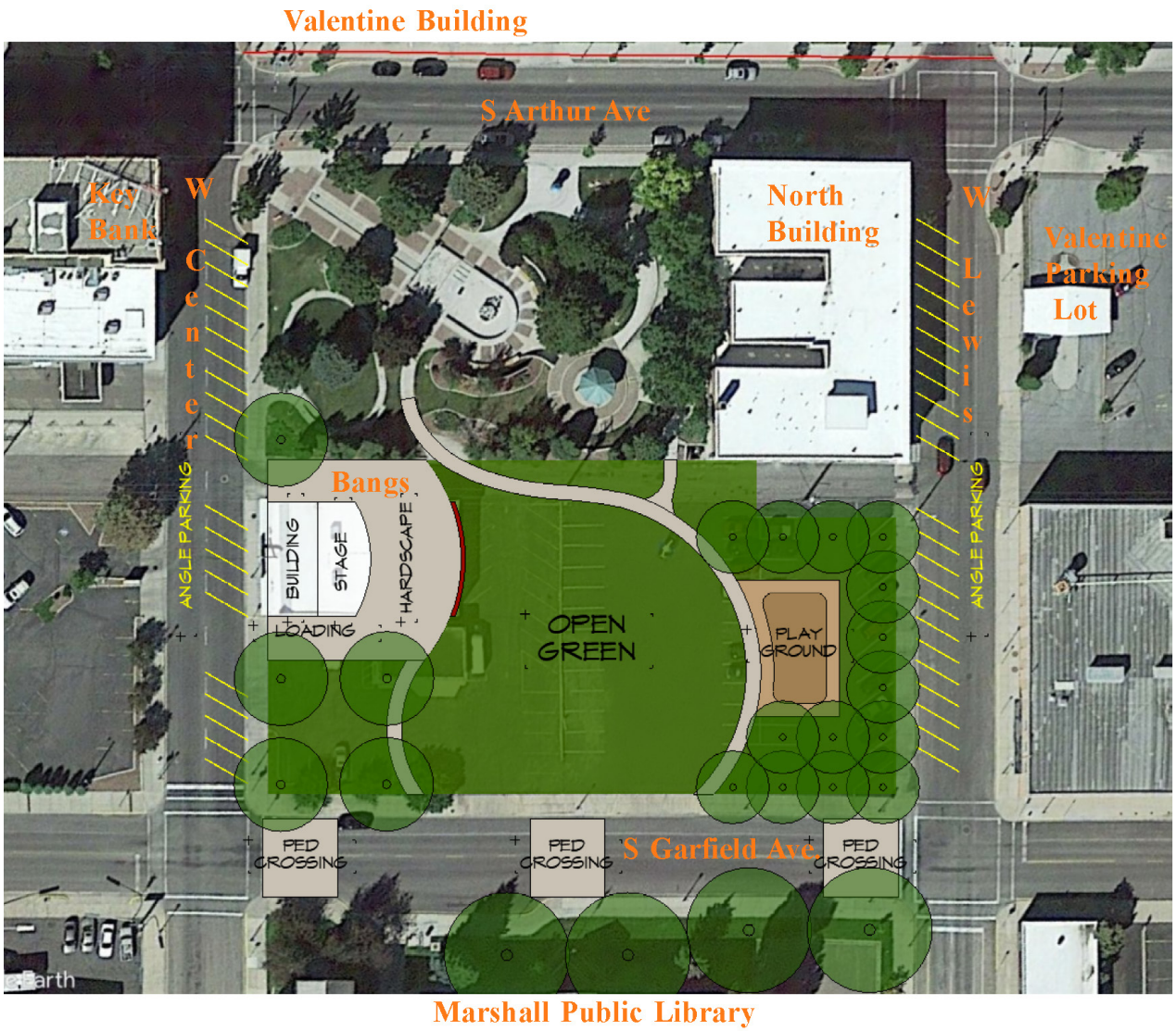
POCATELLO CIVIC CENTER

A Center for Year-Round Activities

At the heart of the Civic Center is the City Square. This square is bookended with the Marshall Public Library to the west, City Hall to the east and a downtown recreation center to the south. The square spans across an entire city block with the exception of preserving the historic North Building. The goal of the square is to offer a flexible space for various activities throughout the year. The square will feature a splash pad, ice rink, playground, performing stage, grass seating areas, food truck staging area, restroom facilities, art and tree cover.

This vision for a new Pocatello Civic Center includes:

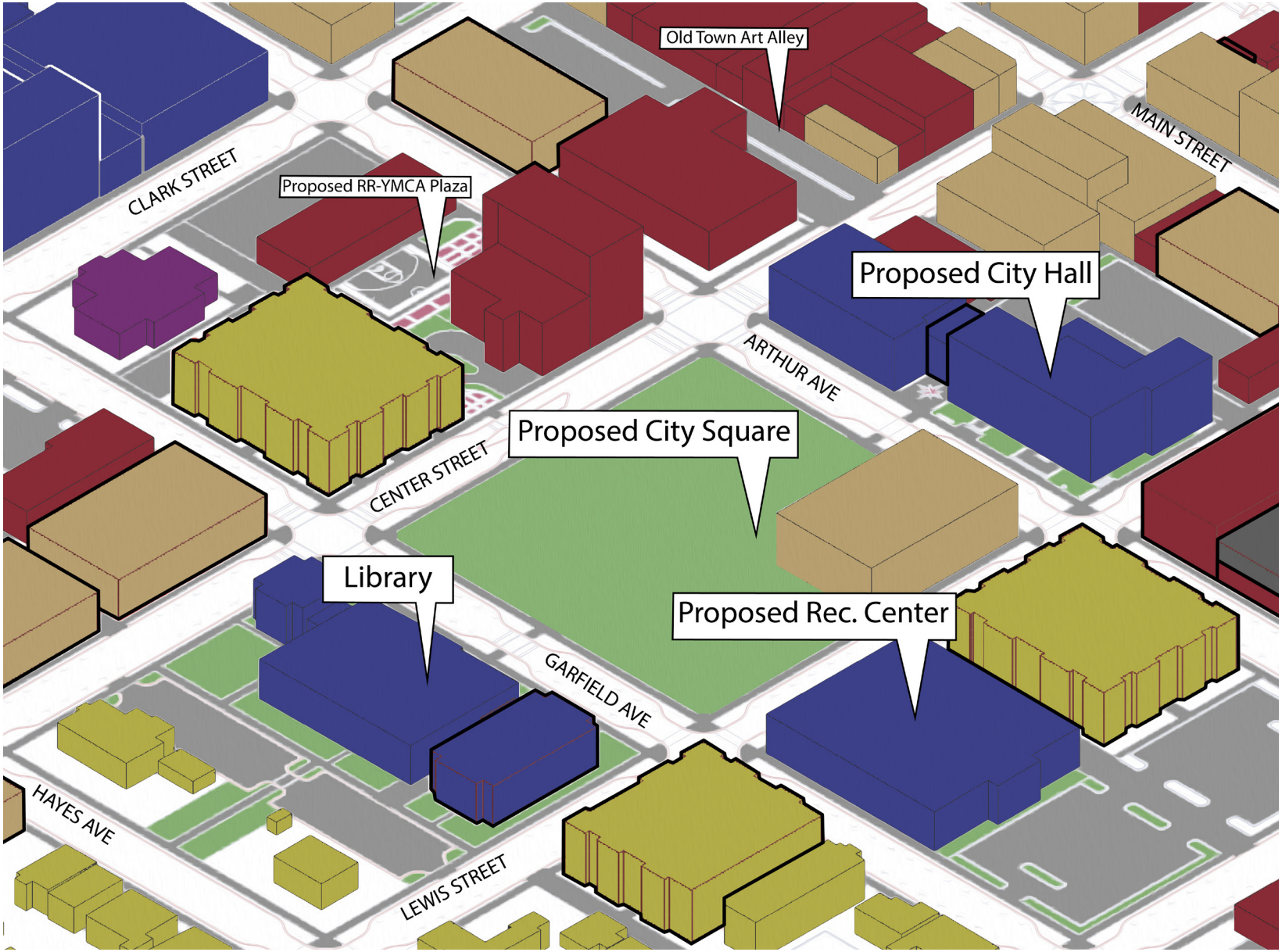
- The expansion and redesign of the current Simplot Square (image at right).
- A new City Hall located in the Historic Federal Building at 150 S. Arthur.
- Addition of an atrium between the Valentine & Federal Buildings to enhance ADA accessibility to City Hall.
- Relocate Historic Downtown Pocatello, Inc. into the North Building.
- Expansion of the Marshall Public Library.
- A new downtown recreation center.
- Street redesign surrounding the square.



*This is a conceptual image by Ben Ledford, Architect

HISTORIC DOWNTOWN

The Beating Heart of Downtown



LEGEND

*Buildings with a bold outline are conceptually proposed

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

N

POCATELLO CIVIC CENTER

City Success Requires a Local Government Presence Downtown

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

The Pocatello Federal Building

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

HISTORIC DOWNTOWN

The Beating Heart of Downtown

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

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

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

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

DEPOT CROSSROADS

Intensified Uses Coupled with Open Space Amenities

The Depot Crossroads features a redesign of the area in front of the Union Pacific Railroad Depot at the corner of Bonneville Street and Union Pacific Avenue. This Union Pacific Plaza is connected to the Portneuf Greenway via a series of parks and public open spaces. This redesign will provide a renewed emphasis on the significance of the railroad industry and its defining role in the history of Pocatello. The open space that connects the Depot to the Portneuf River will draw new development and will become a desirable asset for mixed-use, commercial and residential uses that are in close proximity to it. This will be an attractive entrance into Pocatello's Historic Downtown District.

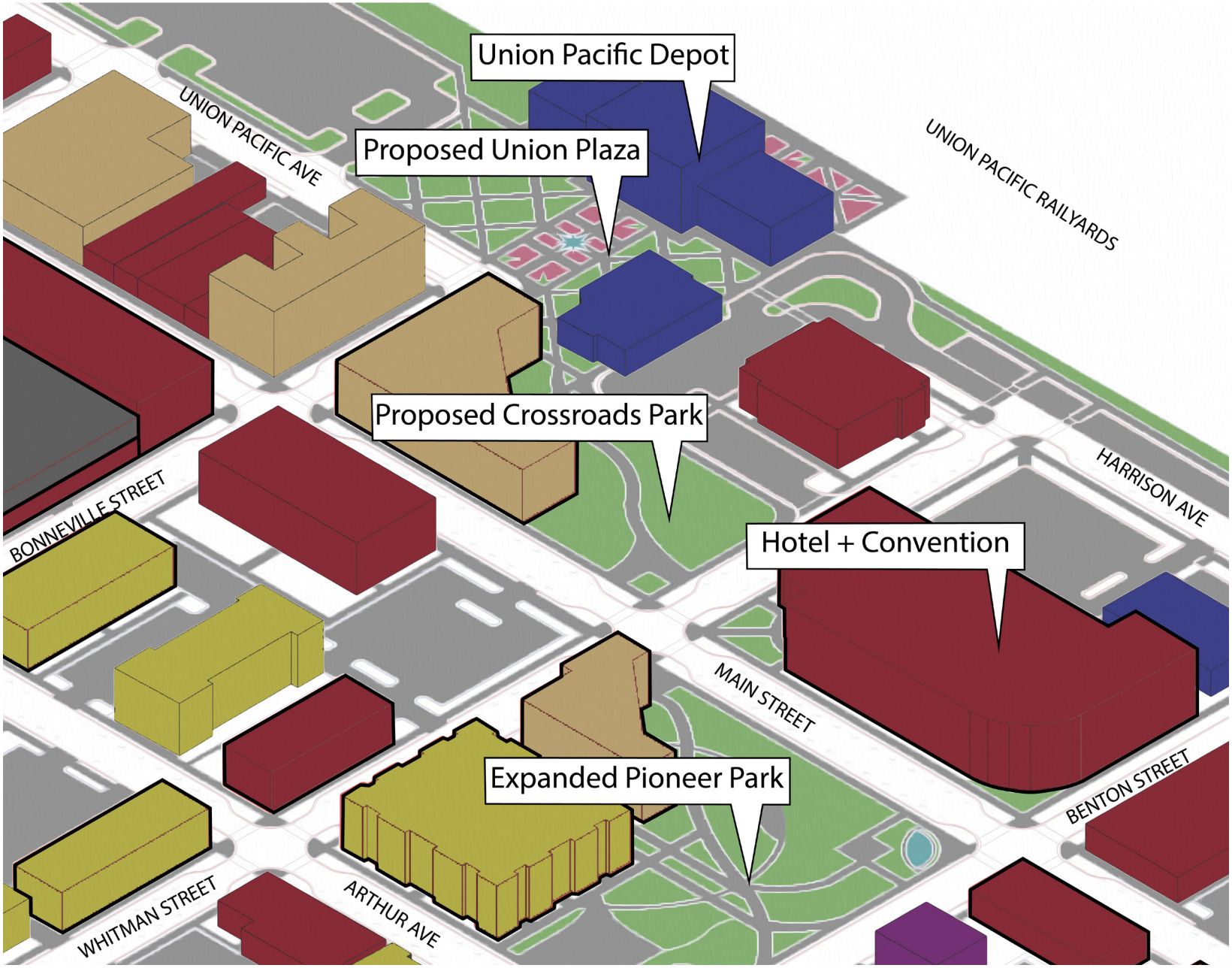
This vision for the Depot Crossroads includes:

- The implementation of a new civic plaza that celebrates the Depot and the history of the railroad in Pocatello.
- A walking path and a series of parks and open space fronted by mixed-use development connecting to the Portneuf River Greenway.
- Improvement to and utilization of the Rail & Bus Depot as a regional transportation hub.

*These are conceptual images by Utah State University Students

HISTORIC DOWNTOWN

The Beating Heart of Downtown



LEGEND

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

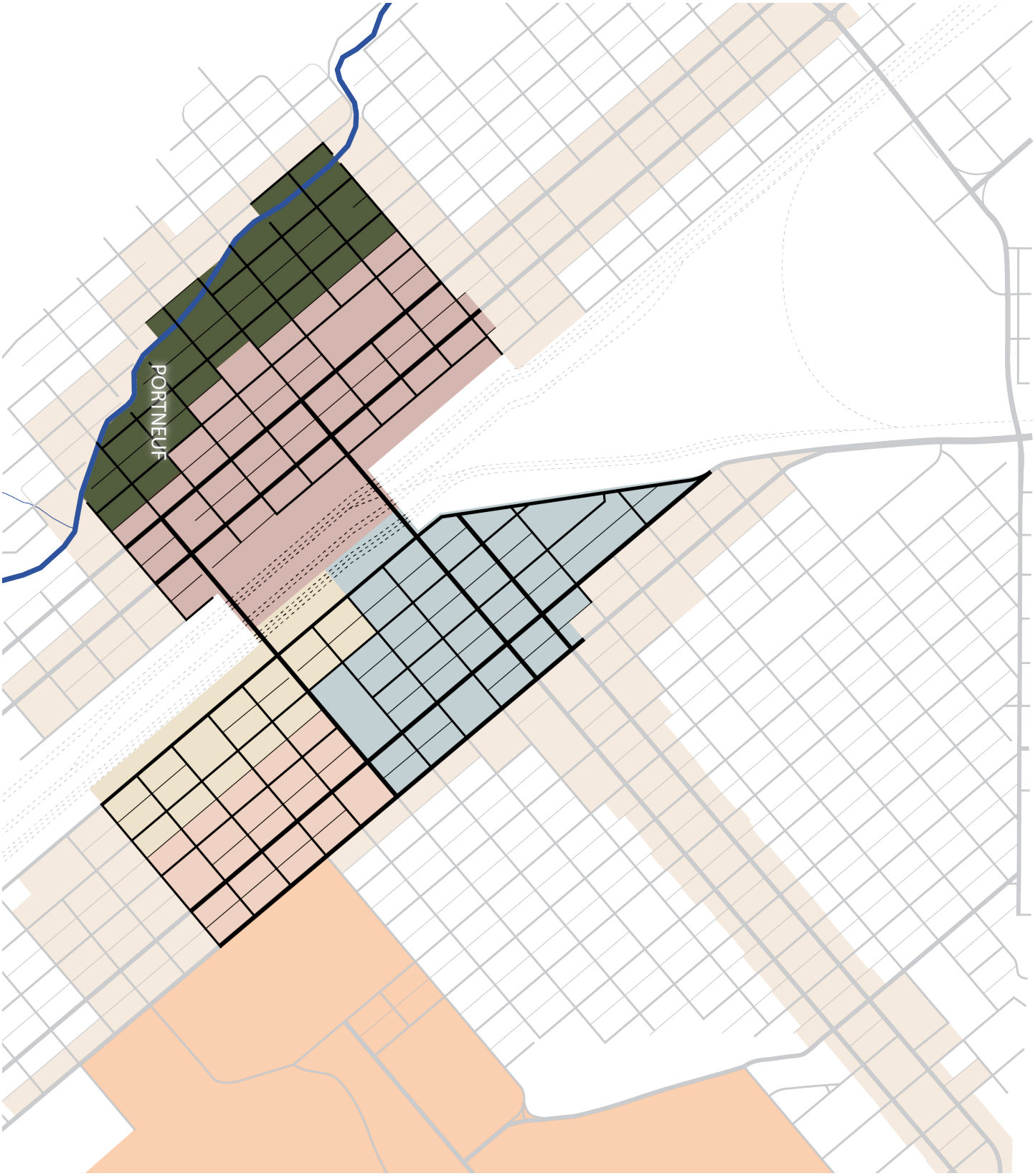
*Buildings with a bold outline are conceptually proposed

N

PORTNEUF DISTRICT

WHERE URBAN EMBRACES NATURE

Recreation plays a major role in the identity and draw of Pocatello. With river restoration underway, the Portneuf District sits at the doorway to the Portneuf greenway and access to the vast network of trails throughout the west bench, this district is positioned to be the City's & Region's greatest recreational hub.



PORTNEUF

Where Urban Embraces Nature

PORTNEUF DISTRICT VISION

Where Urban Meets Nature

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

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

Housing

Existing: 400 units

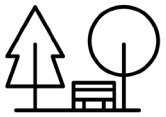
Proposed: 500 units

Commercial

Existing: 45,000 sf

Proposed: 56,000 sf

Public Open Space



Existing: 3 acres

Proposed: 6 acres

Public Parking

Existing: 800 vehicles

Proposed: 800 vehicles

*These figures are approximate

This District will feature:

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

e = existing
p = proposed
r = rehabilitated

LEGEND

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

PORTNEUF

Where Urban Embraces Nature

*Buildings with a bold outline are conceptually proposed

PORTNEUF LANDING

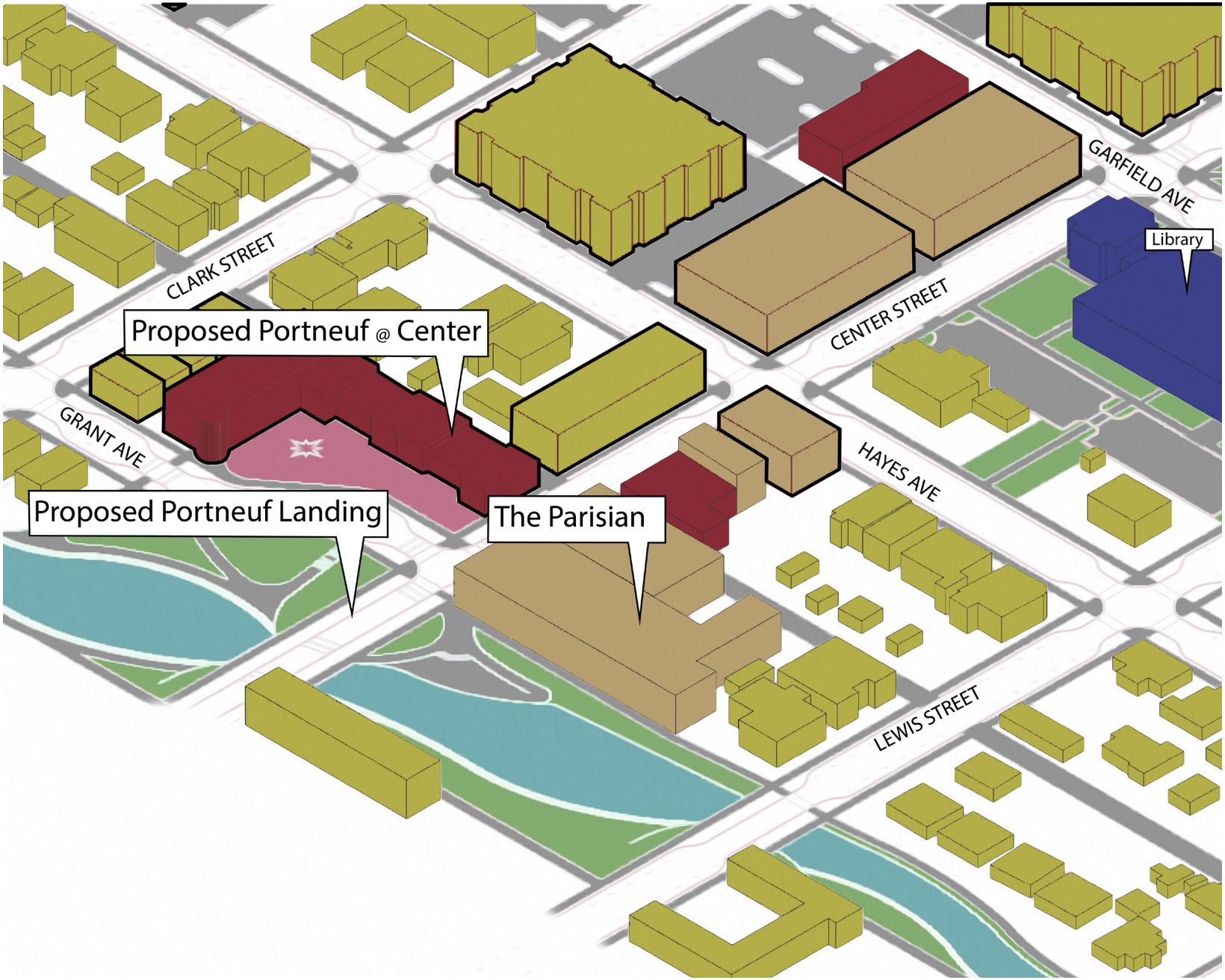
Celebrating the Portneuf River

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

This vision for the Portneuf Landing includes:

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

*This is a conceptual image by Ben Ledford, Architect



LEGEND

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

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N

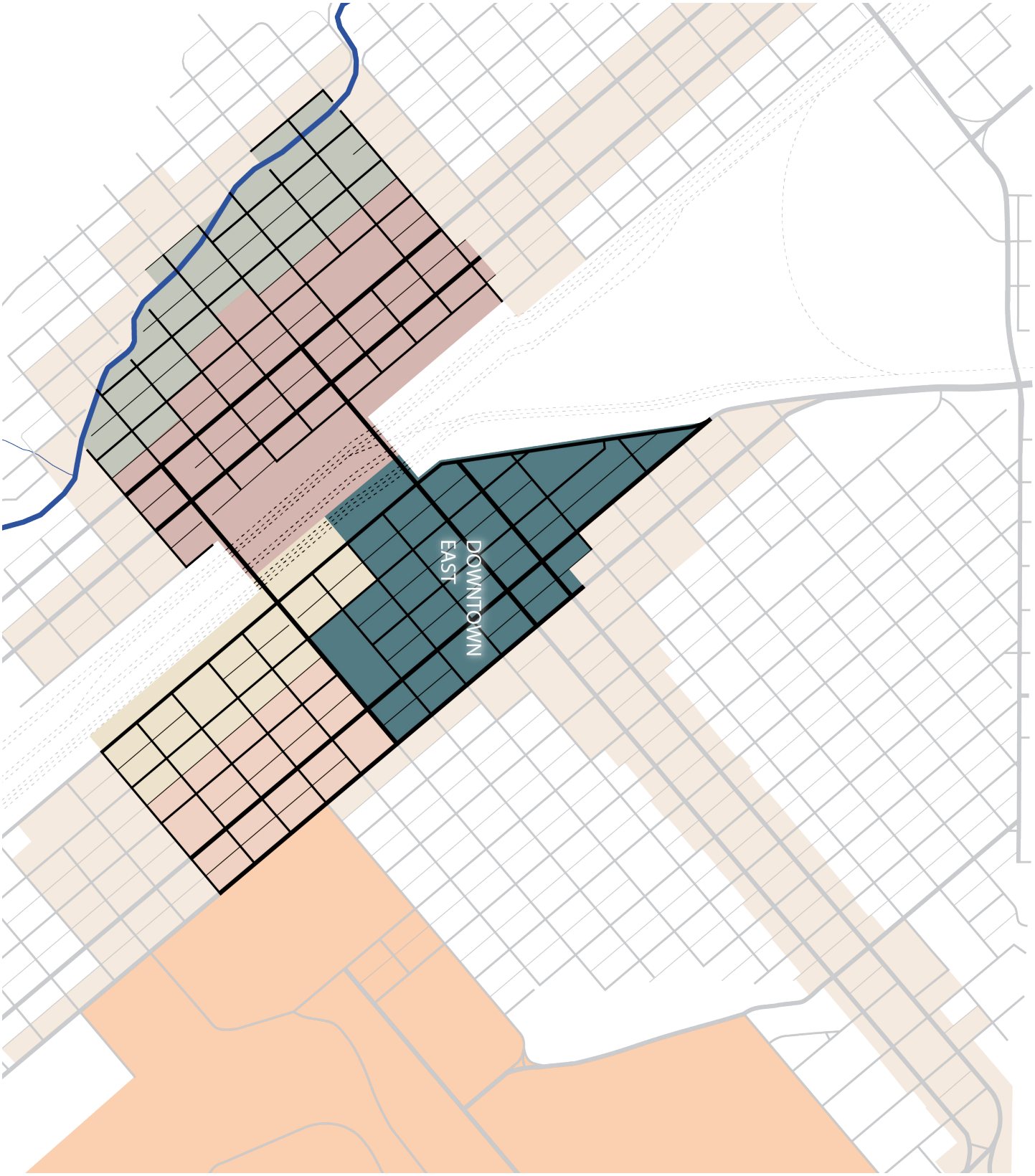
PORTNEUF

Where Urban Embraces Nature

DOWNTOWN EAST

GRITTY + GROUNDED

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



DOWNTOWN EAST

Gritty + Grounded

DOWNTOWN EAST DISTRICT VISION

Gritty + Grounded

Back in the day, Downtown East was home to a rich concentration of cultural and ethnic groups. This was the heart of the "Triangle" which was home to many notable figures of the Civil Rights movement in Pocatello. While only fragments of its history remains, ample opportunity awaits for **intense urban development** on underdeveloped land. This opportunity provides a bright future for Downtown Pocatello as a whole offering an exceptional location to all the amenities of not only Downtown but the entire city. This district's vision for downtown development prioritizes **economic development** utilizing the following strategies: **Historic preservation**, which is key to retaining all historically and culturally significant buildings, the **removal of intrusive uses,** such as parking lots and other un/under-productive land uses, and **infill** with responsible urban development, such as public open space and buildings with 2+ stories will be essential in reinforcing the City's identity and enhance Downtown as the center for business, living and recreation in Pocatello.

This district will experience intense urbanization along Center Street and 4th Avenue providing ample housing and mixed-use opportunities for Downtown.

Housing

Existing: 100 units

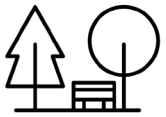
Proposed: 800 units

Commercial

Existing: 680,000 sf

Proposed: 800,000 sf

Public Open Space



Existing: 0 acres

Proposed: 1.5 acres

Public Parking

Existing: 1,000 vehicles

Proposed: 1,800 vehicles

*These figures are approximate

This District will feature:

1) Albertson's Grocery (e)
2) Fire Station (e)
3) Homeless Shelter (e)
4) TerryFirst Corridor & Center St. Underpass and Pedestrian Bridge (p)
5) East Center Plaza (p)

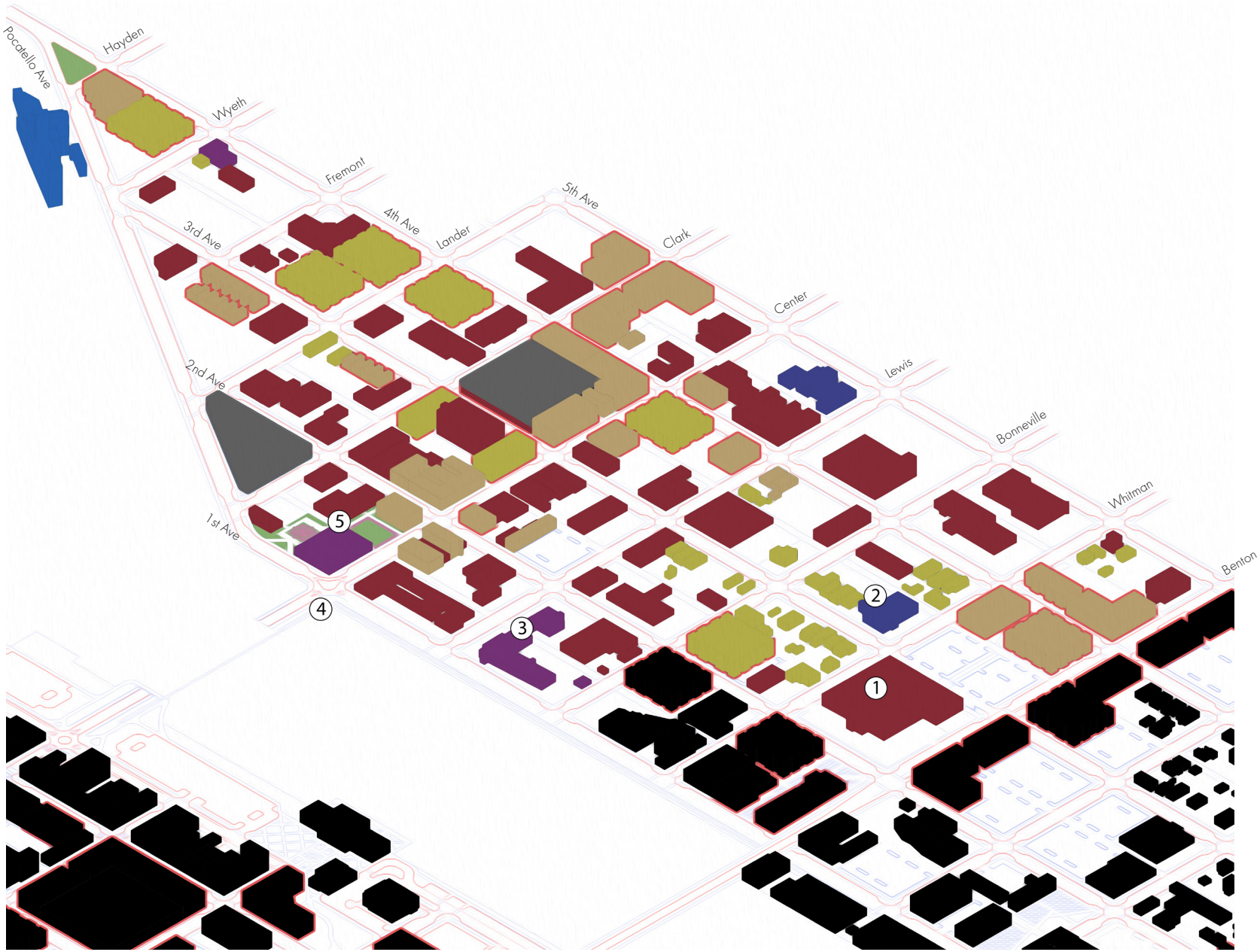
e = existing
p = proposed

LEGEND

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

DOWNTOWN EAST

Gritty + Grounded



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*Buildings with a bold outline are conceptually proposed

EAST CENTER PLAZA

Reclaiming Paradise from a Parking Lot

Currently, there is no park or open space in Downtown East. What currently characterizes this District is a small historic district and several single story buildings and surface parking lots. The addition of 2+ story developments, parking structures and areas for recreation will greatly enhance Downtown East. The East Center Plaza is located near the corner of 1st Avenue and East Center Street which lies on the east end of the Center Street Underpass. Right-of-way improvements along 1st Avenue and the proposed Center Street pedestrian bridge will reinforce this corner as a critical node and connection point between the east and west sides of the Downtown District.

This vision for the East Center Plaza includes:

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

Existing intersection at 1st & Center

Public plaza concept

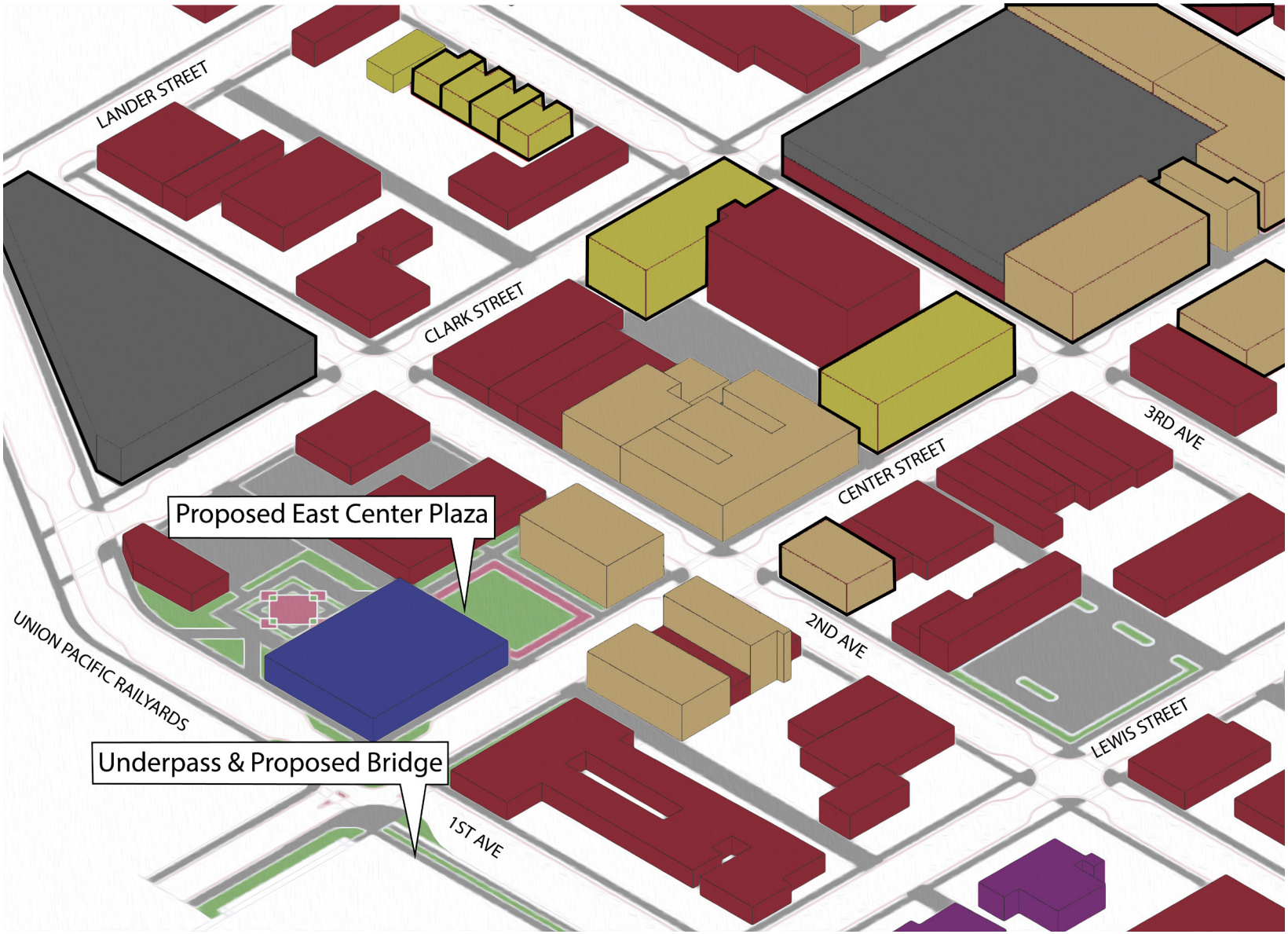
Public plaza concept

Pedestrian bridge concept (credit: Ben Ledford, Architect)

*These are conceptual images

DOWNTOWN EAST

Gritty + Grounded



LEGEND

- Commercial
- Residential
- Mixed-Use
- Institutional
- Parking Structure
- Public Open Space

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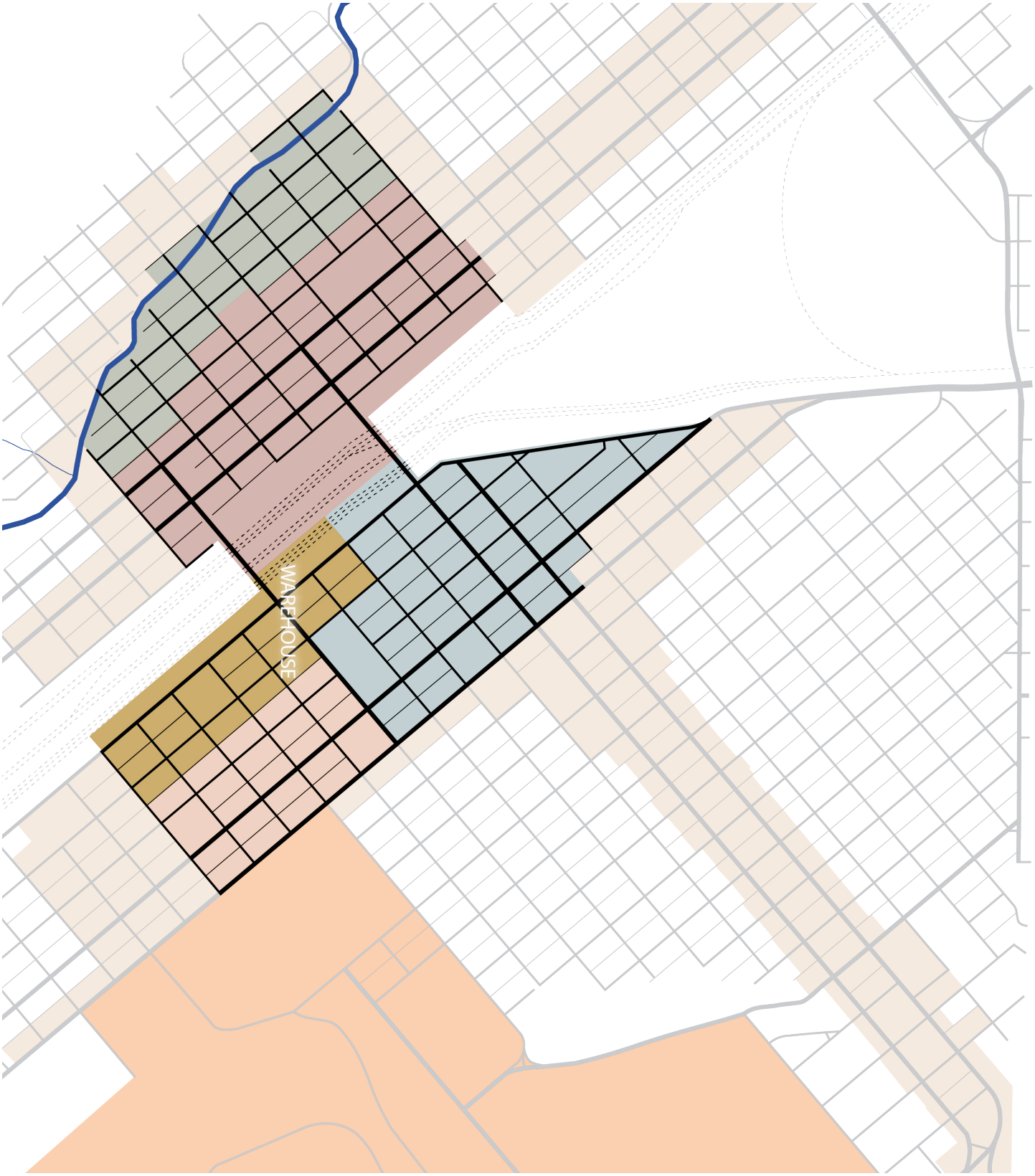
WAREHOUSE DISTRICT

ARTS, INNOVATION + INDUSTRY

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



WAREHOUSE

Arts, Innovation + Industry

WAREHOUSE DISTRICT VISION

Arts, Innovation + Industry

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

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

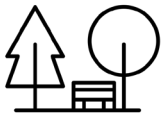
Housing

Existing: 10 units
Proposed: 300 units

Commercial

Existing: 150,000 sf
Proposed: 300,000 sf

Public Open Space



Existing: 0 acres
Proposed: 1.5 acres

Public Parking

Existing: 550 vehicles
Proposed: 600 vehicles

*These figures are approximate

This District will feature:

1) TerryFirst Corridor (p)
2) Museum of Clean (e)
3) Varsity Commons (p)
4) Idaho Food Bank (e)

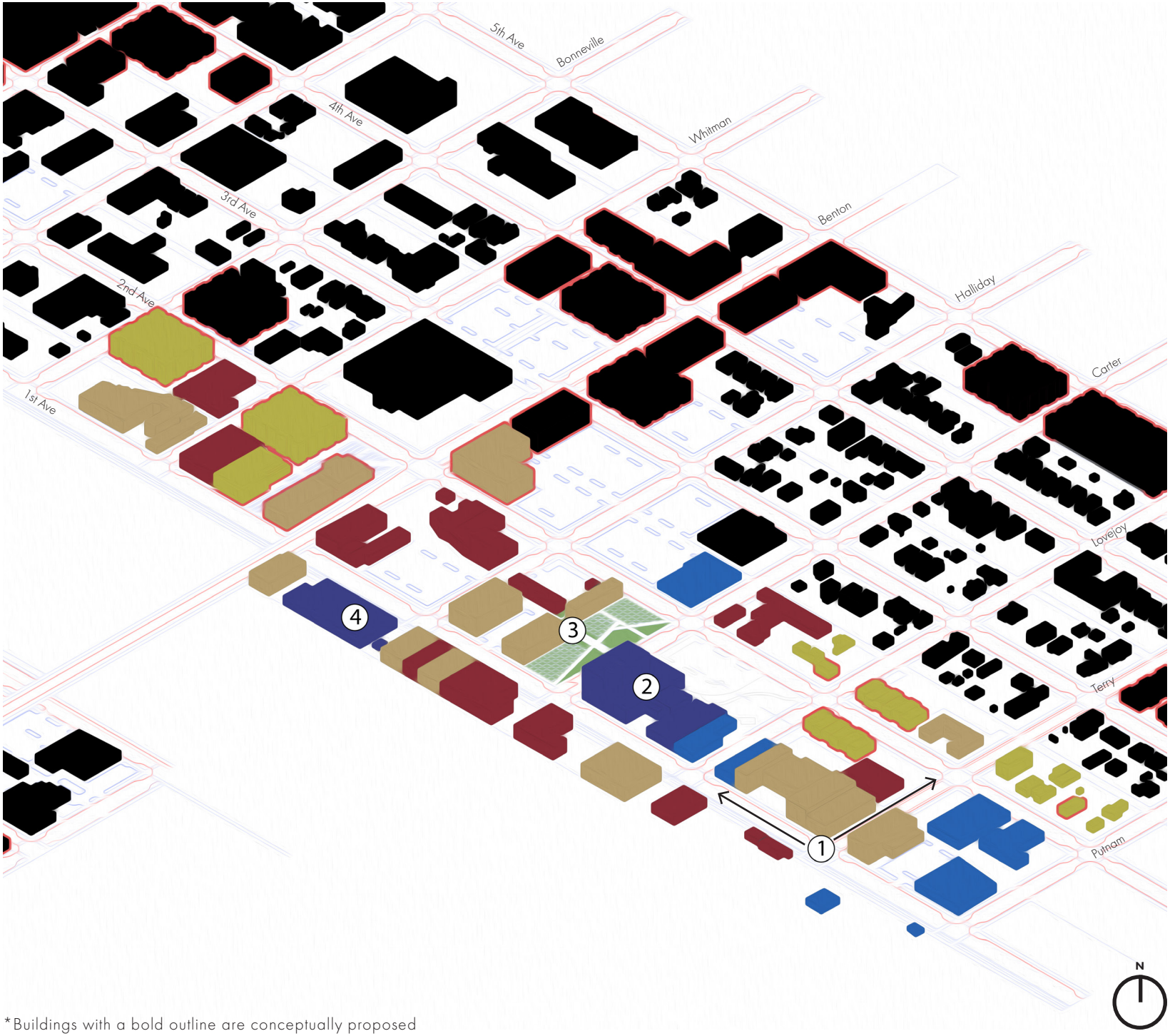
e = existing
p = proposed

LEGEND

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

WAREHOUSE

Arts, Innovation + Industry



*Buildings with a bold outline are conceptually proposed

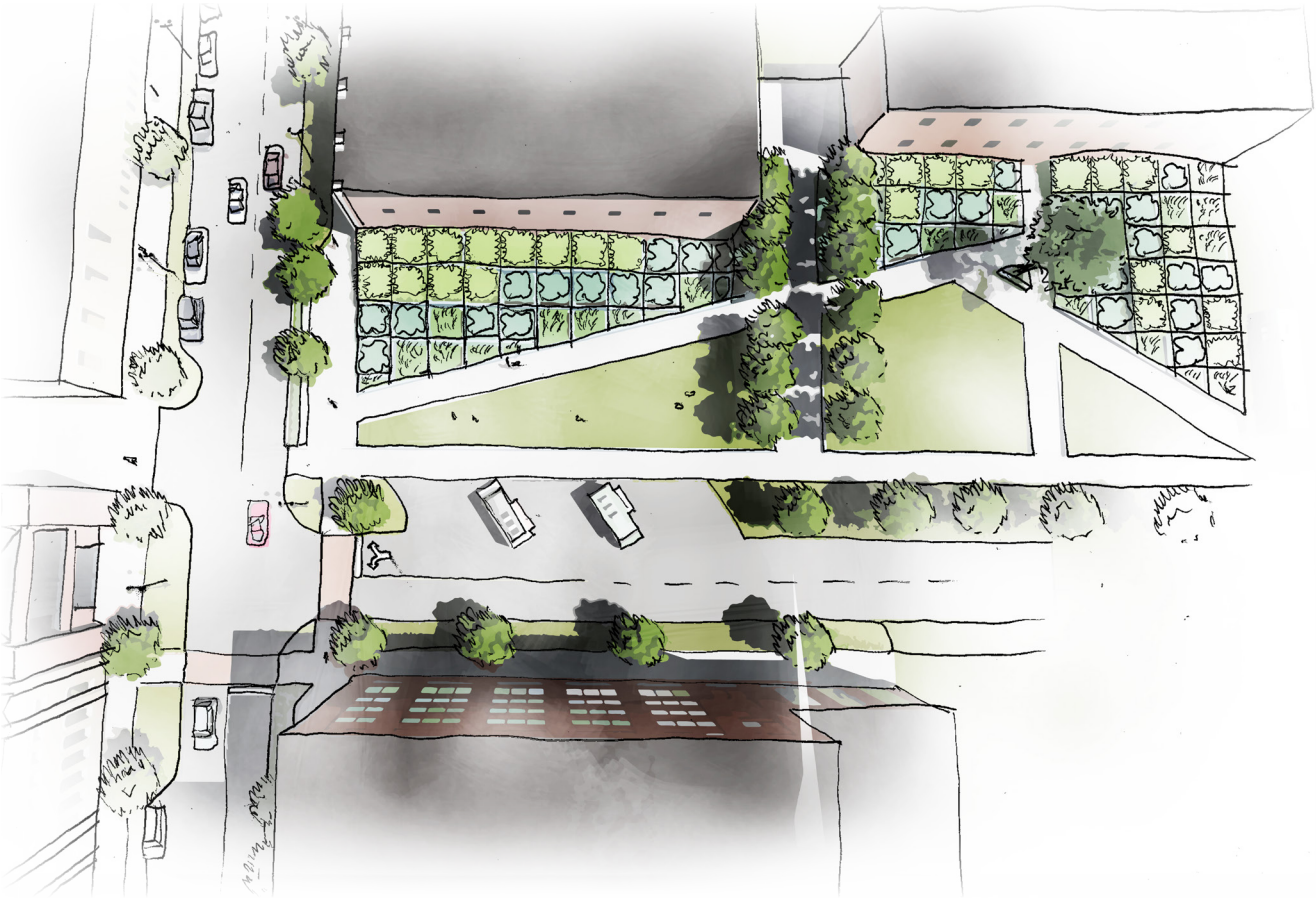
VARSITY COMMONS

Where Creative Minds Collaborate

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

This vision for Varsity Commons includes:

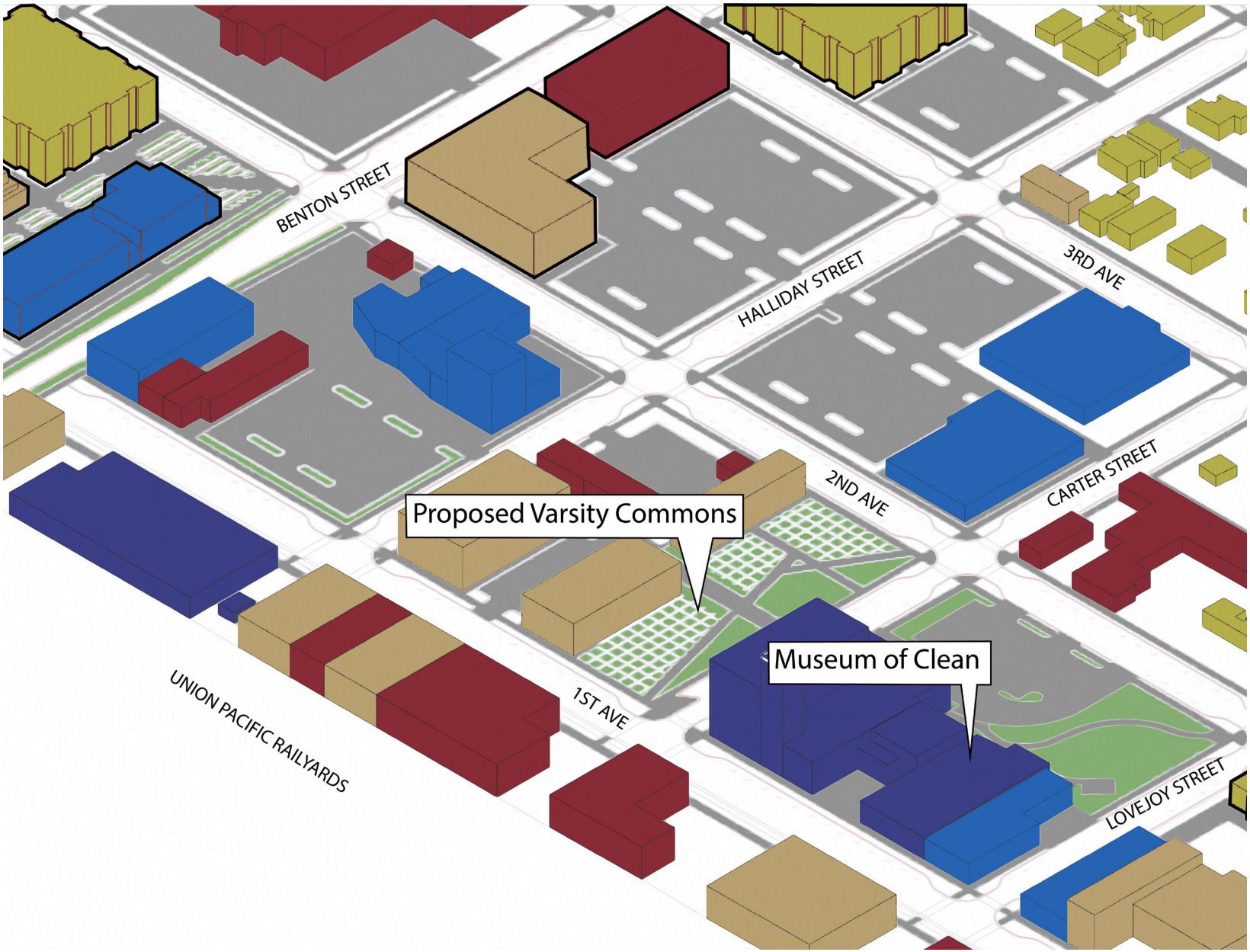
- Providing a central gathering space.
- Implementing creative ideas tested out during the TerryFirst project.
- Connecting 1st Avenue to the Benton Street Bridge and the creation of plaza space under the overpass.
- Right-of-way improvements along 1st Avenue and Terry Street to include a walking path and bike lanes as supported in the TerryFirst project.



*This is a conceptual image by Utah State University Students

WAREHOUSE

Arts, Innovation & Industry



LEGEND

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

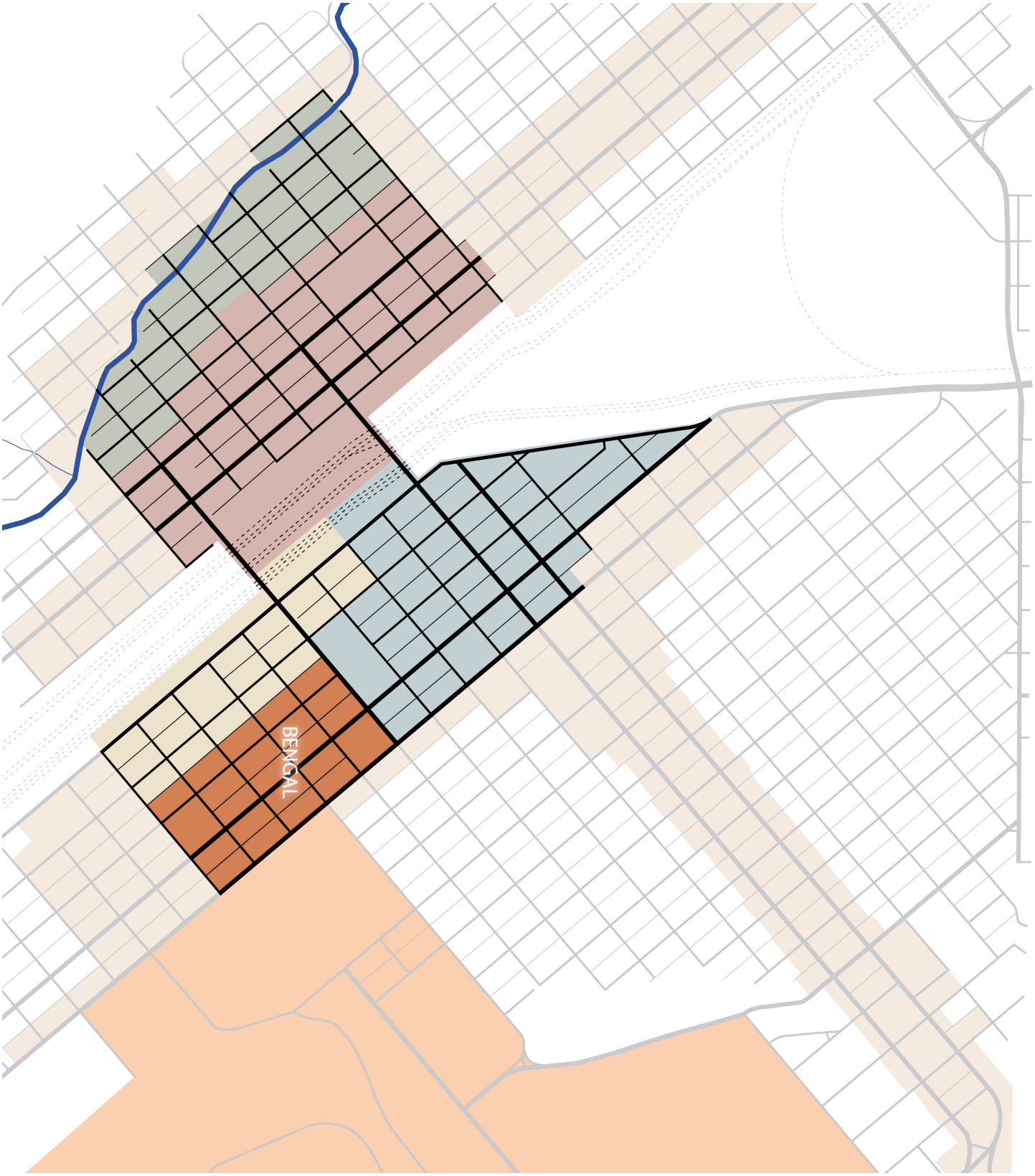
*Buildings with a bold outline are conceptually proposed

N

BENGAL DISTRICT

CONNECTING KNOWLEDGE + COMMUNITY

At the doorstep of Idaho State University, the Bengal District serves as the linchpin between Campus and Downtown. This district is where student and community life fuse together, strengthening the bonds of our town and gown relationship.



BENGAL

Connecting Knowledge + Community

BENGAL DISTRICT VISION

Connecting Knowledge + Community

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

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

Housing

Existing: 240 units
Proposed: 600 units

Commercial

Existing: 60,000 sf
Proposed: 180,000 sf

Public Open Space

Existing: 0 acres
Proposed: 0 acres

Public Parking

Existing: 500 vehicles
Proposed: 600 vehicles

*These figures are approximate

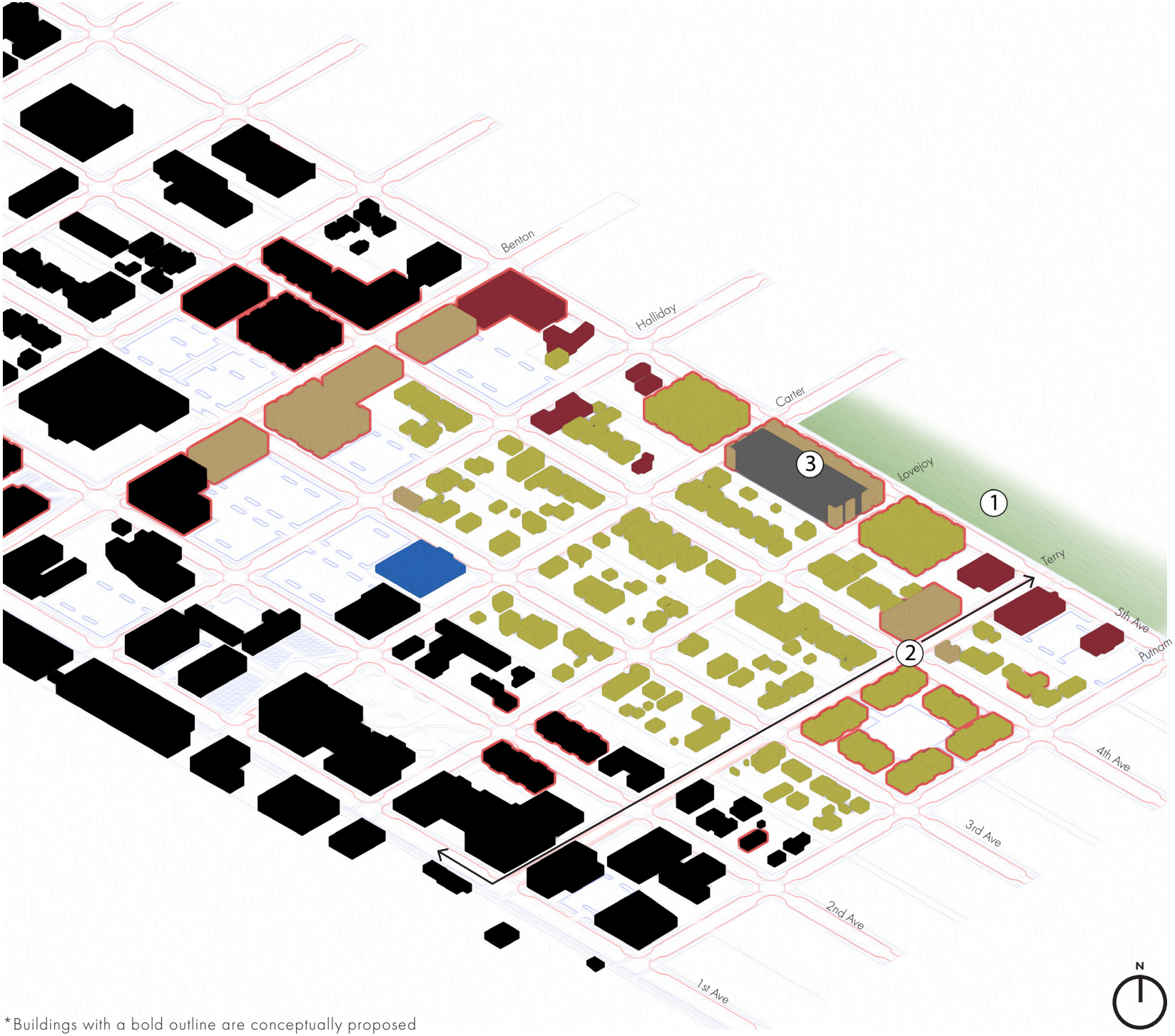
This District will feature:

1) ISU Campus Access (e)
2) TerryFirst Corridor (p)
3) ISU's Bengal Block Student Center (p)

e = existing
p = proposed

LEGEND

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



*Buildings with a bold outline are conceptually proposed

BENGAL

Connecting Knowledge + Community

BENGAL BLOCK

Offering Community Life for Students

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

This vision for Bengal Block includes:

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

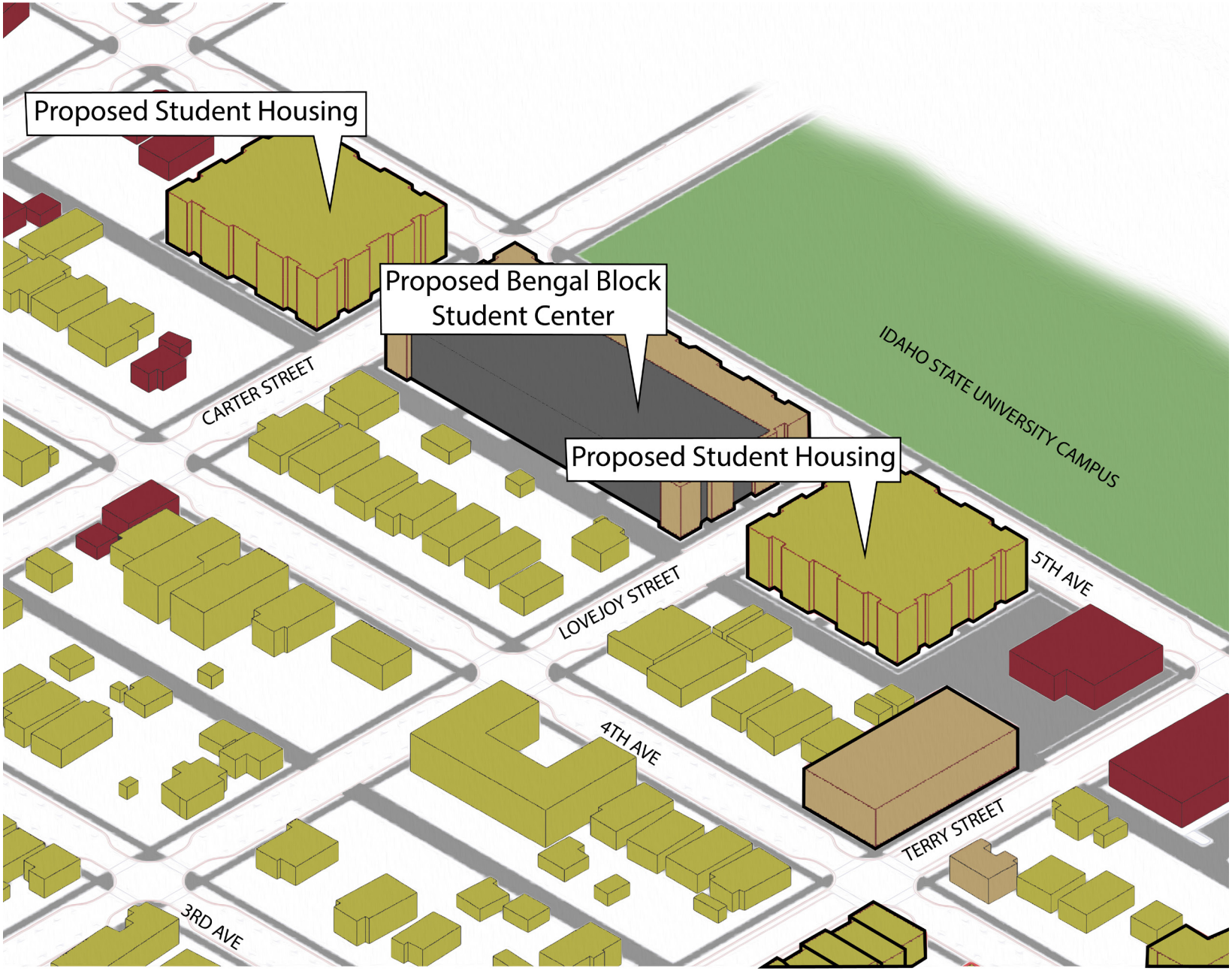
Existing development on 5th Ave

Student Life Center concept

Bike/Pedestrian Enhancements

Student Life Center concept

*These are conceptual images



LEGEND

- Commercial
- Residential
- Mixed-Use
- Parking Structure
- Public Open Space

*Buildings with a bold outline are conceptually proposed

N

BENGAL

Connecting Knowledge + Community

DOWNTOWN POCATELLO OVERALL

The Heart of Pocatello

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

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

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

Housing

Existing: 970 units

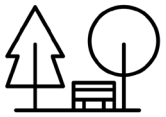
Proposed: 2,900 units

Commercial

Existing: 1,691,000 sf

Proposed: 2,182,000 sf

Public Open Space



Existing: 6 acres

Proposed: 16 acres

Public Parking

Existing: 4,350 vehicles

Proposed: 6,300 vehicles

*These figures are approximate

Proposed Downtown Nodes will include:

1) Portneuf Landing
2) Pocatello Civic Center
3) Depot Crossroads
4) East Center Plaza
5) Varsity Commons
6) Bengal Block Student Center

LEGEND

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

DOWNTOWN

The Heart of the City

N

*Buildings with a bold outline are conceptually proposed

LIGHTING PLAN

Unifying Downtown Streetscape Elements

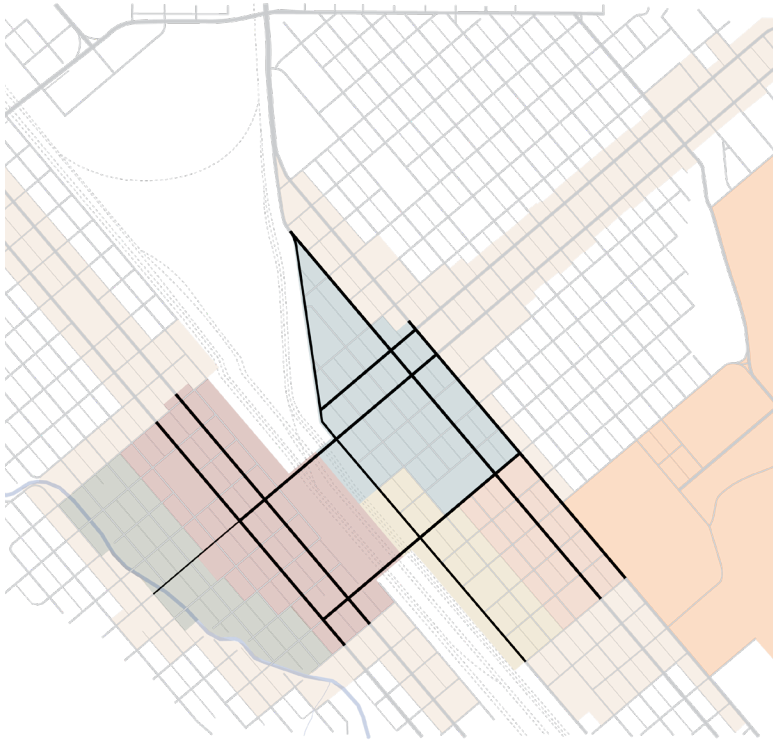
Each Downtown district presents a unique character both in intensity, aesthetics, feel, and form. So how do we effectively unify the downtown as a whole to create a strong sense of place? It is recommended that to accomplish this, the Downtown is unified through common street elements, especially in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

Improved Streetscape Elements in the Downtown Transition Area

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

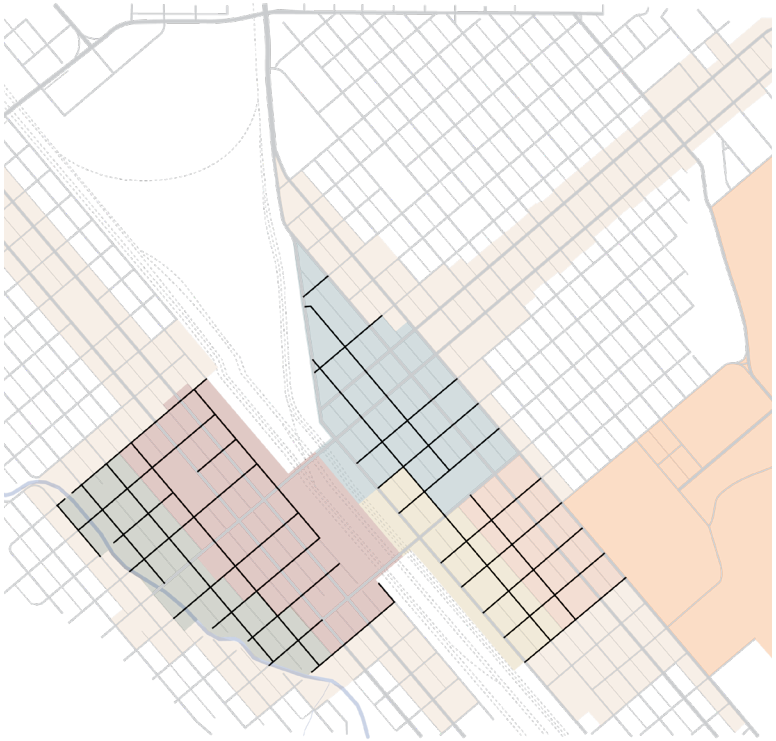
Double Light Street Lamp

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



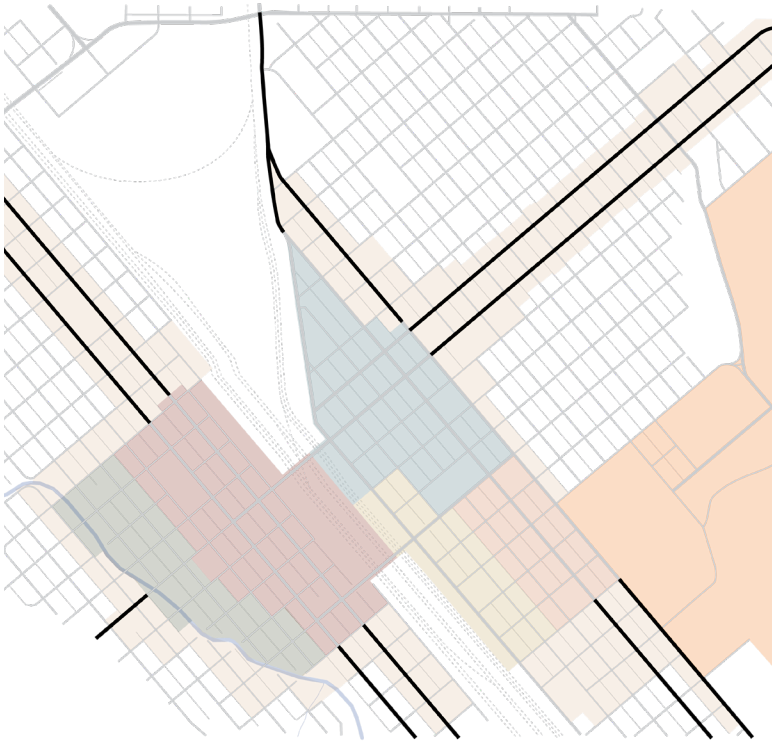
Single Light Street Lamp

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



Downtown Transition Street Lamp

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



WAYFINDING PLAN

Where Am I?

Gateways are critical to provide orientation and an attractive entrance into Downtown. These create a sense of place and arrival and are to be designed in a way that reflect the overall design of Downtown.

In addition to Downtown gateways, wayfinding elements that guide people to downtown as well as signal arrival into each downtown district have been provided in this plan. These gateways and wayfinding elements are to be designed with the culture of the railroad in mind as well as integrating iconic Downtown elements such as street lamps, hanging signage, as well as brick and riveted steel materials.

This map offers proposed locations for the various gateway and wayfinding elements. Downtown Pocatello currently does not have an existing wayfinding system. Drawings on the following pages offer conceptual designs for proposed gateway elements and wayfinding signage.

LEGEND

- Large Gateway
- Large Monument Sign
- Bridge Gateway
- Small Monument Sign
- District Marker
- Wayfinding Signage

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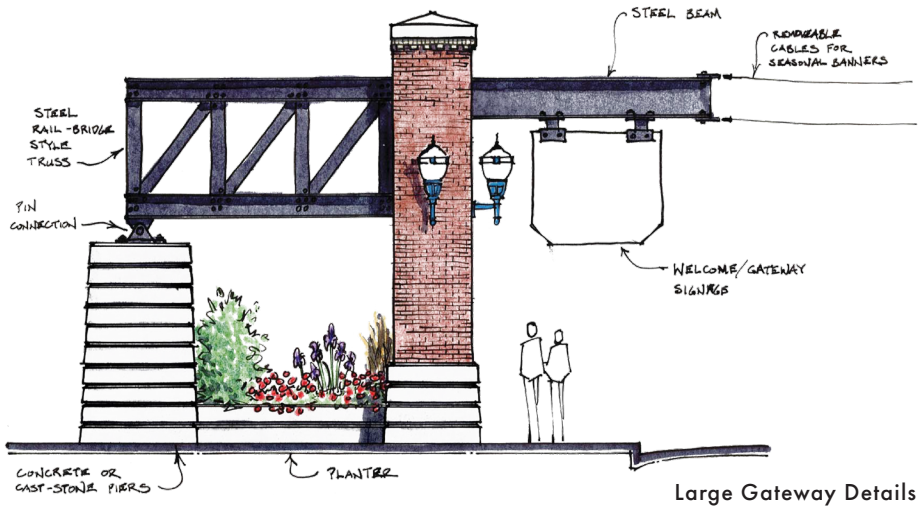
Large Gateway

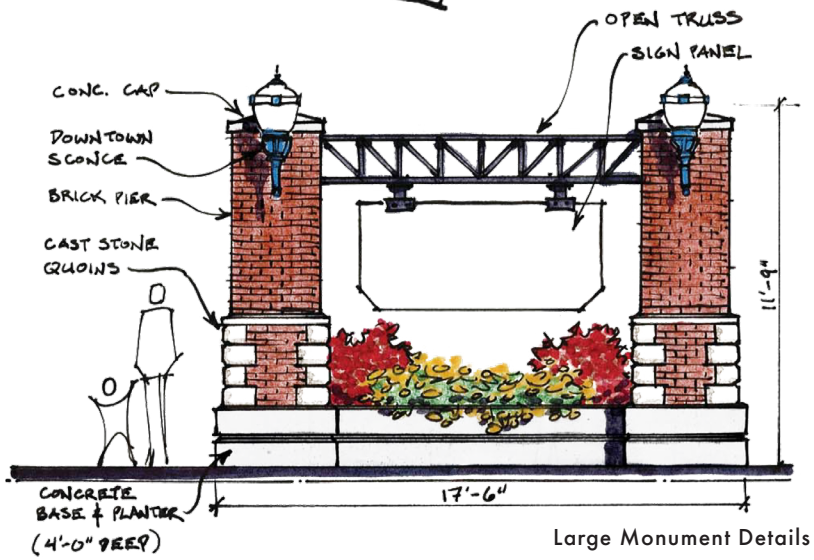
These large gateways are to feature the ability to hang temporary and community banners that span across the street. Permanent signage would feature welcome signs with the downtown logo and district markers with an associated district color.



Large Gateway Details

Large Monument Sign

These large monument signs are placed in strategic areas to serve as an indication that you are entering not only Downtown but also the Downtown Historic District. Permanent signage would feature welcome signs with the downtown logo and district markers with an associated district color.

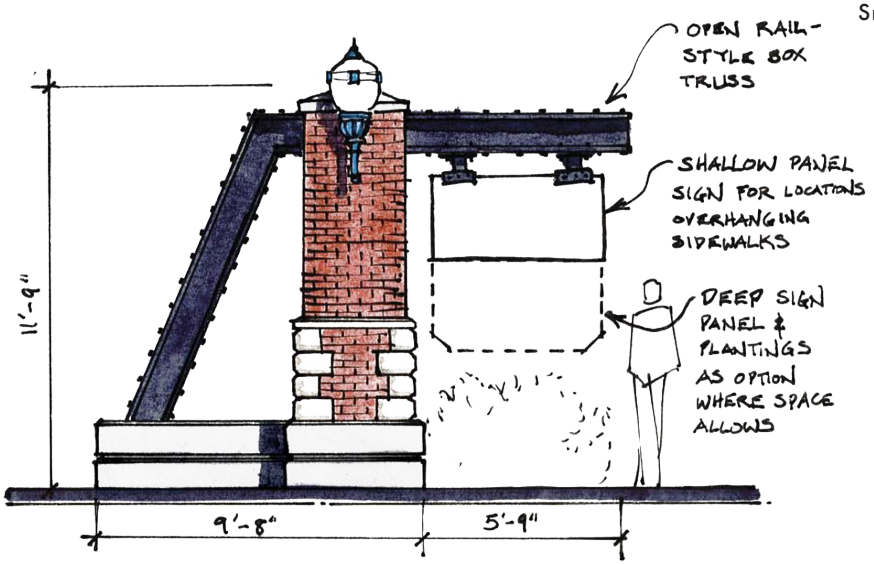


Large Monument Details

Small Monument Sign

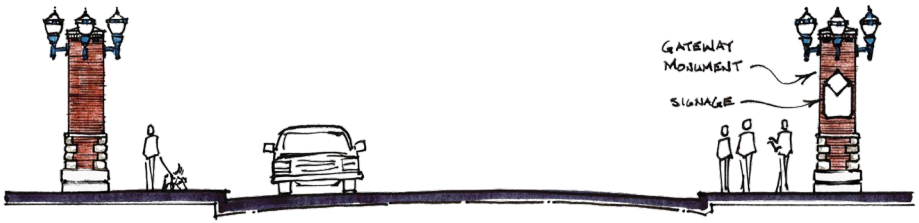
These smaller monument signs are placed in strategic areas to serve as an indication that you are exiting Downtown. Permanent signage would feature "come back soon" signage with the downtown logo and district markers with an associated district color. The back of the sign would also feature the Downtown logo and district markers with an associated district color.

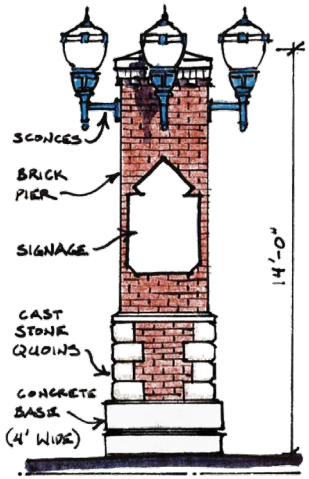
Small Monument Details



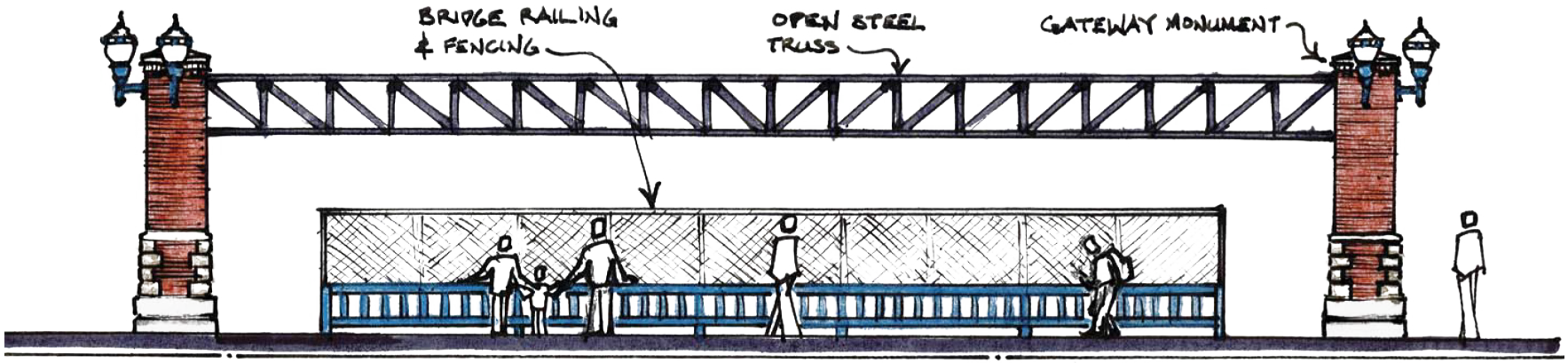
Bridge Gateway

These large structures will accentuate six of the bridges in the Downtown area including the Benton Street overpass. These gateways will provide a sense of place, points of interest, safety and wayfinding. Signage will also feature the Downtown logo, district markers and an associated district color. The bridge gateways will also feature welcome and exit signage.



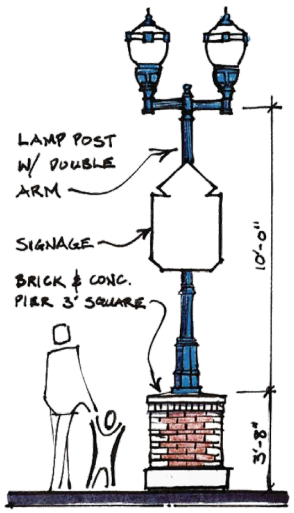


Bridge Gateway Details



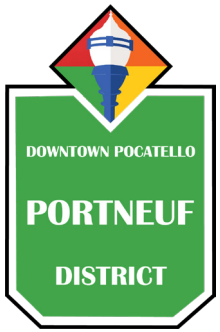
District Marker

These district markers feature a double light street lamp on a pedestal. Attached signage features the Downtown logo and district markers with an associated district color.



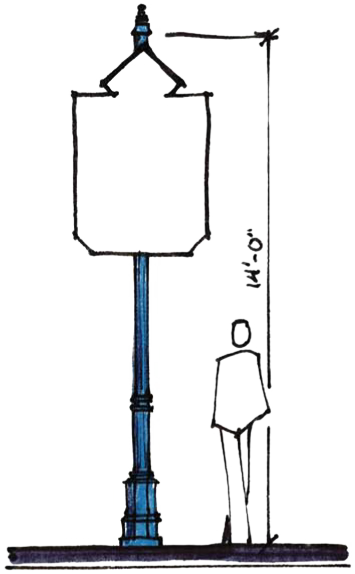
Conceptual Signage

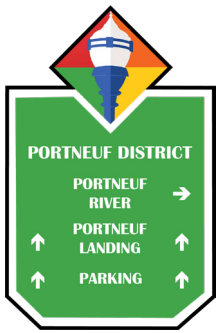
Signage such as these below will help establish each district's locale and identity



Wayfinding Signage

These signs will feature the Downtown logo, district markers with an associated district color and wayfinding information to direct people to certain destinations or districts. See conceptual signage to the right.





Lighting & wayfinding drawings by: Ben Ledford, Architect

*These are conceptual images

IMPLEMENTATION

	OVERALL	HISTORIC DOWNTOWN	PORTNEUF
VISION Vision statements provide a snapshot into the desired future for Downtown and its districts.	• Downtown Pocatello is the beating heart of the City. It's physical position between world-class recreational opportunities and a research-based university sets the stage for optimal success. Downtown is the center for community, civic and cultural life. It encompasses Pocatello's unique heritage and is the gateway to Pocatello's success in the future.	• Historic Downtown is the center of cultural and civic identity for Pocatello. An enhanced focus on the historic core provides a template for responsible urban development and the reinforcement of the City's unique identity.	• Adjacent to the Portneuf Greenway and direct access to a vast network of trails throughout the west bench, this district is positioned to be the City's & Region's greatest recreational hub.
POLICIES Policies help guide the decisions & standards that are implemented regarding investment and efforts in Downtown development.	• Prioritize the re-purposing of existing historic buildings for residential, commercial and mixed-uses. • Collaborate with Historic Downtown Pocatello, Inc., property owners & potential investors to implement catalytic projects as identified in the Plan. • Prioritize pedestrian needs while supporting auto accommodations.	Inform & collaborate with property owners regarding historic preservation standards, potential funding opportunities and incentives to rehabilitate historic buildings. • Collaborate with the Historic Preservation Commission to promote and encourage the standards for the treatment of historic properties as outlined by the Secretary of the Interior and the Downtown Historic District Design Guidelines.	• Strengthen relationships and collaborations with property owners along the Portneuf River for potential land acquisition to complete the Portneuf Greenway through Downtown. • Encourage recreational uses throughout the district.
PROJECTS Identified projects that provide a unified identity and projects that are to be located at strategic nodes, catalysts for future development and investment in Downtown.	• Wayfinding, lighting and street design enhancements.	• The Pocatello Civic Center: A concentration of community uses that includes a civic square, city hall, library and a community recreation center. This node will be the center of government & civic activities. • The Depot Crossroads: dense development and open space linking the river greenway.	• Portneuf Landing: A mixed-use development adjacent to the Portneuf River at Center Street and future river access point. This node will attract recreation related businesses and opportunities for riverside cafes to provide a relaxing outdoor-oriented environment.

DOWNTOWN EAST

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

- Promote the development of surface parking lots with multi-story structures that are sensitive to the historic assets of the district.
- Encourage high intensity urban development.

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

WAREHOUSE

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

- Encourage entrepreneurs & developers to invest in and invigorate the Historic Warehouse District.
- Encourage the reduction of automobile impact on the district and the enhancement of the pedestrian experience.

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

BENGAL

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

- Interact with Idaho State University faculty, staff & students to identify opportunities to strengthen the town & gown relationship as well as explore services to be provided in close proximity to ISU campus within the Bengal District.

- Bengal Block: A student life center geared toward a community oriented experience for students, providing them access to community networks strengthening their ties to Pocatello. Provides additional housing opportunities for students.

IMPLEMENTATION

GOALS

Goals identify specific, measurable, attainable, relevant and time-based action items that are used to implement the vision.

OVERALL

- Replace current zoning districts with a new Downtown Zone that incorporates form-based code standards.
- Create and implement a comprehensive wayfinding plan as well as a street design/lighting plan for Downtown.
- Collaborate with BTPO, and PRT to enhance the availability of transportation options Downtown.
- Assess the City's Facade Improvement Program and using CDBG funding for the program.
- Update the Downtown Historic District design guidelines.
- Assess the possibility of expanding the Business Improvement District.
- Assess the possibility of implementing a Tax-Increment-Financing (TIF) District within the Downtown to help fund development activities.
- Brand each district & implement brands on street signs, wayfinding elements & public infrastructure.
- Assess parking needs and locate strategic locations for public parking structures and encourage the redevelopment of surface parking lots throughout Downtown.
- Collaborate with the City's Public Works and Neighborhood & Community Services to identify areas of needed repair and improvement regarding sidewalks, trails and other various public infrastructure and set a timeline for improvements.
- Implement standards district wide that preserve the historic (or potentially historic) building stock in each district.
- Centralize parking locations to reduce pedestrian/auto conflict zones.

HISTORIC DOWNTOWN

- Collaborate with property owners and design the expanded civic square and seek public input regarding its design prior to construction.
- Assess City Hall & Police Department space needs & perform an analysis regarding the viability of City Hall relocating to the Historic Federal Building.
- Improve the pedestrian experience at the Center Street Underpass & the Benton Street Overpass.
- Perform a traffic analysis study to determine potential street redesign regarding the conversion of one-way couplets to two-ways on Main, Arthur, West Center & West Clark.
- Implement incentive programs that promote & encourage upper story housing in historic buildings.

PORTNEUF

- Collaborate with Sagebrush Steppe Land Trust, Army Corps of Engineers & property owners to acquire property along the Portneuf River and to provide access to the river.
- Develop & install interpretive and directional signage for bridges and river access points.
- Implement the various goals and objectives identified in the Portneuf River Vision Implementation Plan.
- Secure funding and install additional river access points.
- Assess the possibility of using CDBG funds for public recreation amenities and facilities.

DOWNTOWN EAST

- Identify & collaborate with property owners of potential plaza & open space locations in the Downtown East District.
- Implement standards that encourage the development of live-work units.
- Perform a traffic analysis study to determine the possibility of street redesign regarding the conversion of one-way couplets to two-ways on East Center & East Clark.
- Implement incentives that encourage the centralization of parking for multiple properties and promote infill development of surface lots.

WAREHOUSE

- Identify & collaborate with property owners of potential plaza & open space locations in the Warehouse District including but not limited to the empty lot northwest of the Museum of Clean.
- Implement recommendations identified in the TerryFirst Final Report and secure funding for proposed street redesign.
- Collaborate with the City's Public Works and Neighborhood & Community Services to improve connections between S. 1st Ave & Benton Street as well as improve the pedestrian experience over the Benton Street Overpass.

BENGAL

- Collaborate with Idaho State University Facilities personnel to explore the feasibility of acquiring property and constructing a new student living center and student housing facilities along South 5th Avenue in the Bengal District.
- Collaborate with Idaho State University & City Public Works Department to improve the pedestrian experience and expand the ISU/Pocatello branding effort along 4th, 5th, and Terry on public infrastructure including lighting, light pole banners, fire hydrants, traffic control boxes, curbs, sidewalks and bike lanes.
- Implement recommendations identified in the TerryFirst Final Report and secure funding for proposed street redesign.

PURPOSE
CHIEF
TREASURES

A GUIDING VISION

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

PHOTO CREDITS

All images not credited throughout the Plan are credited here:

Stefano Carini: p. iii, iv, 1, 29

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Team Better Block: p. 7, 14, 51, 68

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KRESS

HISTORIC DOWNTOWN
POCATELLO

UtahState University®
LANDSCAPE ARCHITECTURE &
ENVIRONMENTAL PLANNING

Pocatello