



THE URBAN RENEWAL AGENCY OF THE  
CITY OF TWIN FALLS

TWIN FALLS DOWNTOWN  
MASTER PLAN

Master Plan Package  
May 15, 2023

**GGLO**

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# TWIN FALLS DOWNTOWN MASTER PLAN

MAY 15, 2023

Prepared by:

# GGLO

with ECONorthwest

On behalf of:

The Urban Renewal Agency of the City of Twin Falls

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## ACKNOWLEDGMENTS

Thank you to the City staff, Urban Renewal Agency, and other community members who contributed to the development of this plan and the thoughtful continued progress of Downtown Twin Falls.

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Chris Reed, Vice Mayor

Travis Rothweiler, City Manager

Shawn Barigar, Economic Development Director and URA Executive Director

Mitch Humble, Deputy City Manager of Community Development

Jonathan Spendlove, Planning and Zoning Director

Josh Baird, Public Works Director

Troy Vitek, City Engineer

Wendy Davis, Parks and Recreation Director

### THE URBAN RENEWAL AGENCY

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Andy Hohwieler, Vice Chair

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# INTRODUCTION

The City of Twin Falls stands proudly on the canyon rim, a community of people who have derived their livelihoods from the land and the mighty Snake River for generations. Over a century ago, a visionary canal and irrigation system diverted water from the Snake River to the lands surrounding the rim, making possible a productive agricultural region in the Magic Valley. This same ingenuity and pioneering sense of adventure marks Twin Falls today. As the region continues to experience rapid growth, planning is critical to ensure Twin Falls maintains its natural beauty, rural character, and small-town feel. Focusing investment and development Downtown will help preserve surrounding agricultural lands and secure Twin Falls' farming community for generations.

Downtown Twin Falls has historically served as the center of the community. The Downtown area experienced a period of decline in the late 1900s as car-centric commercial activity stretched northwards along Blue Lakes Boulevard and drained activity from the once active Main Street. Today, as communities rediscover the value of a vibrant, walkable center, Downtown Twin Falls is reemerging as the focal point of the community. This Downtown Master Plan sets out to capitalize on that momentum by providing a forward-thinking and community-generated vision for Downtown Twin Falls.



## PROCESS

The intent of this scope of work was to develop an overall Master Plan as the basis for establishing a new Urban Renewal District for Downtown Twin Falls.

The Urban Renewal Agency of the City of Twin Falls (TFURA) contracted GGLO to provide design services in the creation of a Downtown Master Plan. ECONorthwest supported by conducting an economic assessment of the study area to better understand the existing market conditions of the area. A data-driven assessment of area market potential to inform the demand potential of best and highest uses along with a financial feasibility of those potential uses was also conducted. This assessment, in conjunction with existing City plans, public input, and the physical conditions of Downtown Twin Falls, informed the development of the Downtown Master Plan.

Kushlan Associates is supporting by creating an eligibility report for the proposed Downtown district, the phasing plan, and tax increment financing documents. This work will lead to TFURA's consideration and possible implementation of the Master Plan. Upon the Master Plan's implementation, it will then be given to City Council for its inclusion in the Comprehensive Plan.

The design process for the Twin Falls Downtown Masterplan was conducted in three phases: Discovery, Draft Master Plan and Final Master Plan.

The Discovery phase included studying local history; reviewing existing plans and policies; examining existing conditions, city ordinances, and land development regulations; gathering community input; and analyzing the physical, social, and economic characteristics of Downtown.

The Draft Master Plan phase builds on the major goals and opportunities outlined through team meetings and public input collected during the Discovery phase. From these processes, a list of goals with a subset of opportunities was derived, driving the design and documentation of the new Downtown Master Plan.

During the Final Master Plan phase, GGLO team members responded to feedback collected through the public

involvement process and adjusted the Draft Master Plan accordingly.

Public Involvement occurred throughout the design process and was facilitated in a variety of ways. Monthly working group meetings with GGLO, Kushlan Associates, ECONorthwest, City staff members, and the URA board provided an opportunity to review and discuss progress. One-on-one stakeholder meetings conducted during the Discovery and Draft Master Plan phases provided an opportunity for input and direction from community members. The stakeholder group consisted of City staff, public agency directors, major property owners, developers, utility directors, and other members of the Downtown Twin Falls community. Online surveys open to the public provided further opportunity for community input and were conducted during the Discovery and Draft Master Plan phases. Public presentations at City Council meetings provided opportunity for public input and review during the Draft and Final Master Plan phases.

Upon completion of the Final Master Plan, Kushlan Associates will take the plan through phasing and city council approval for the potential establishment of a new Urban Renewal District by December 2023.

## PUBLIC INVOLVEMENT

Public input is central to the development of a Downtown Master Plan. This Public Involvement Plan outlines how public input was collected throughout the design process.

Working group meetings provided an opportunity to hear from City representatives and Urban Renewal Agency members. These monthly in-person meetings served as a regular check-in to ensure the project developed in accordance with the community's vision.

One-on-one stakeholder interviews provided an opportunity to hear from corporations and agency directors to learn more about their specific needs and plans for Downtown. These interviews

occurred first during the Discovery phase and then again at the conclusion of the Draft Master Plan phase in order to review progress and receive critical feedback.

Online Surveys provided an opportunity to hear from the general public and were issued at critical checkpoints throughout the process to gain input and feedback pertaining to the creation of the Downtown Master Plan.

### WORKING GROUP

In-person progress meetings once monthly

Travis Rothweiler, City Manager  
 Shawn Barigar, Economic Development Director and URA Ex. Director  
 Phil Kushlan, Kushlan Associates  
 Mitch Humble, Deputy City Manager  
 Troy Vitek, City Engineer  
 Jonathan Spendlove, Planning and Zoning Director  
 Josh Baird, Public Works Director  
 Rudy Ashenbrenner, TFURA Board Chair  
 Andy Hohwieler, TFURA Vice Chair  
 Dan Brizee, TFURA Secretary

### STAKEHOLDER GROUP

In-person small group and individual meetings

City Council Members (8)  
 TFURA Board Members (3)  
 Planning and Zoning Commission (2)  
 City Staff (8)  
 External Public Agency Directors (4)  
 Utility Directors (2)  
 Major Property Owners (7)

### GENERAL PUBLIC

Online surveys and public presentations

#### Online Survey #1: Discovery

Intent: Gain an understanding of the public's use, observations, and desires for Downtown Twin Falls. Understand the community's perspective on the culture and identity of Downtown Twin Falls. Identify what the community feels are future

opportunities for Downtown Twin Falls.

Format: Survey Monkey

Date launched: November 18th, 2022

#### Online Survey #2: Draft Master Plan

Intent: Present draft masterplan, overall concepts, and big ideas.

Gather feedback.

Format: Survey Monkey

Date launched: January 9th, 2023

#### Public Presentation #1: Draft Master Plan

Intent: Present draft masterplan, overall concepts, and big ideas.

Gather feedback.

Format: Verbal presentation with visuals

Location: On-site at City Hall

Date: January 18, 2023

#### Public Presentation #2: Final Master Plan

Intent: Share final plan, confirm anything to be adjusted, and discuss timeline and expectations moving forward.

Format: Verbal presentation with visuals

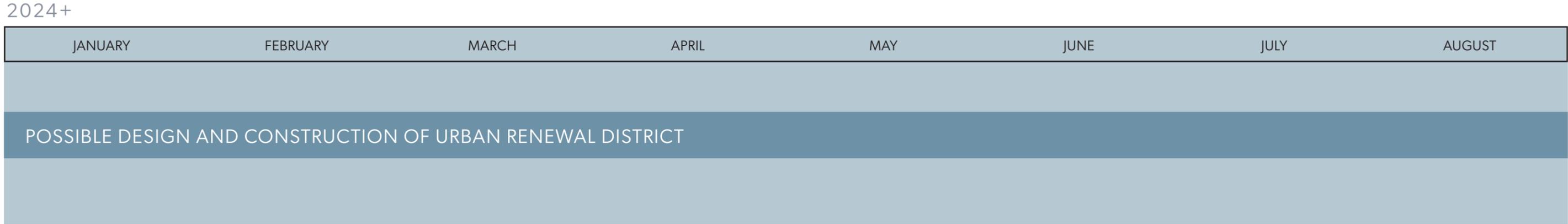
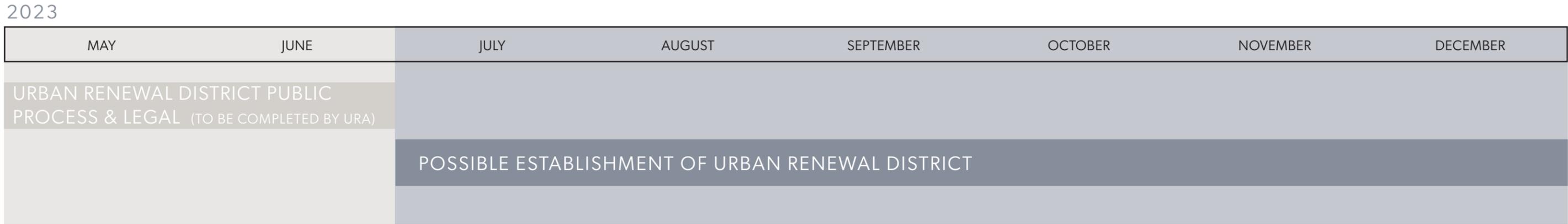
Location: On-site at City Hall

Date: April 17, 2023

# PROJECT TIMELINE

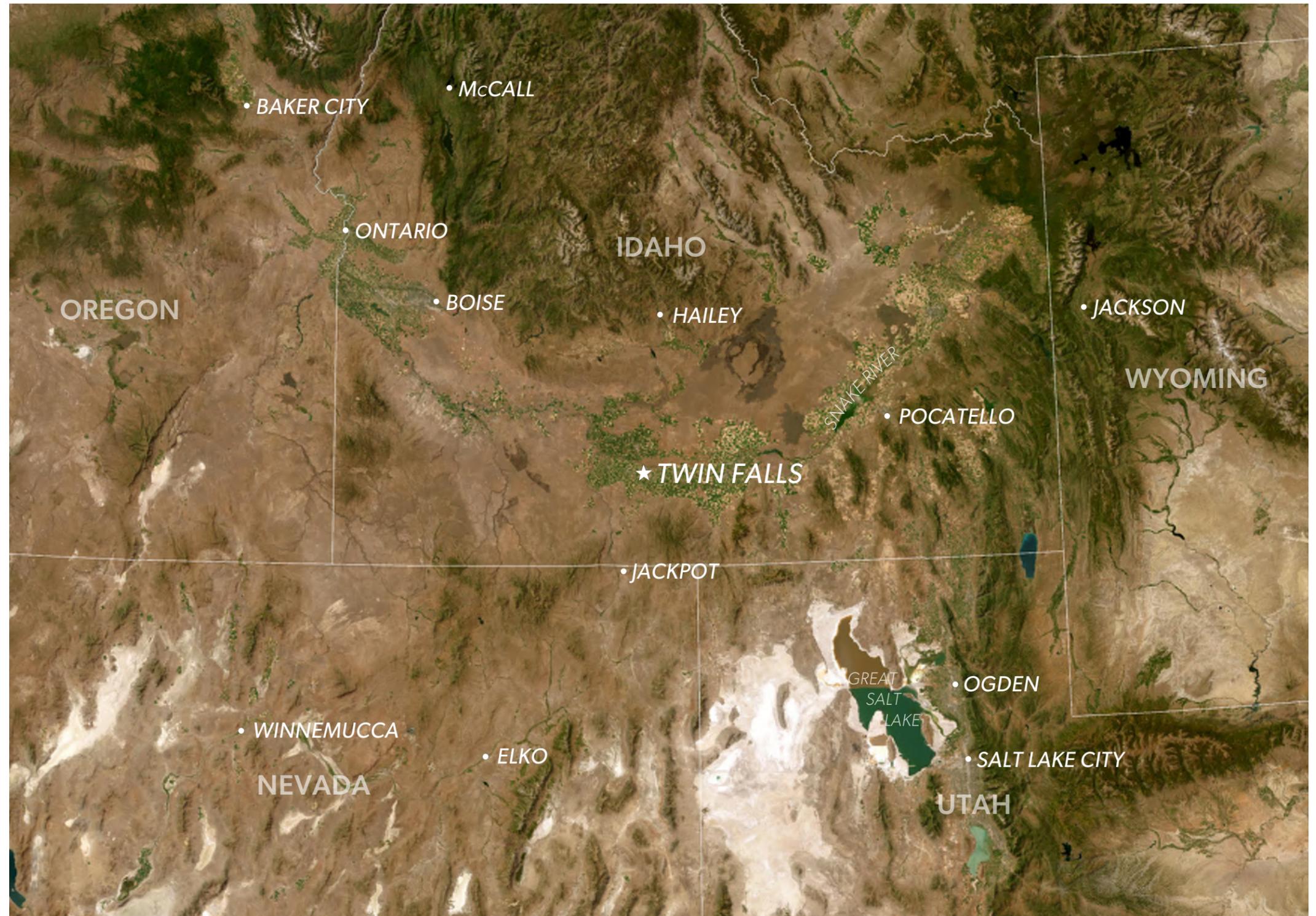
The project was broken down into three phases of design followed by two phases of administrative approval.

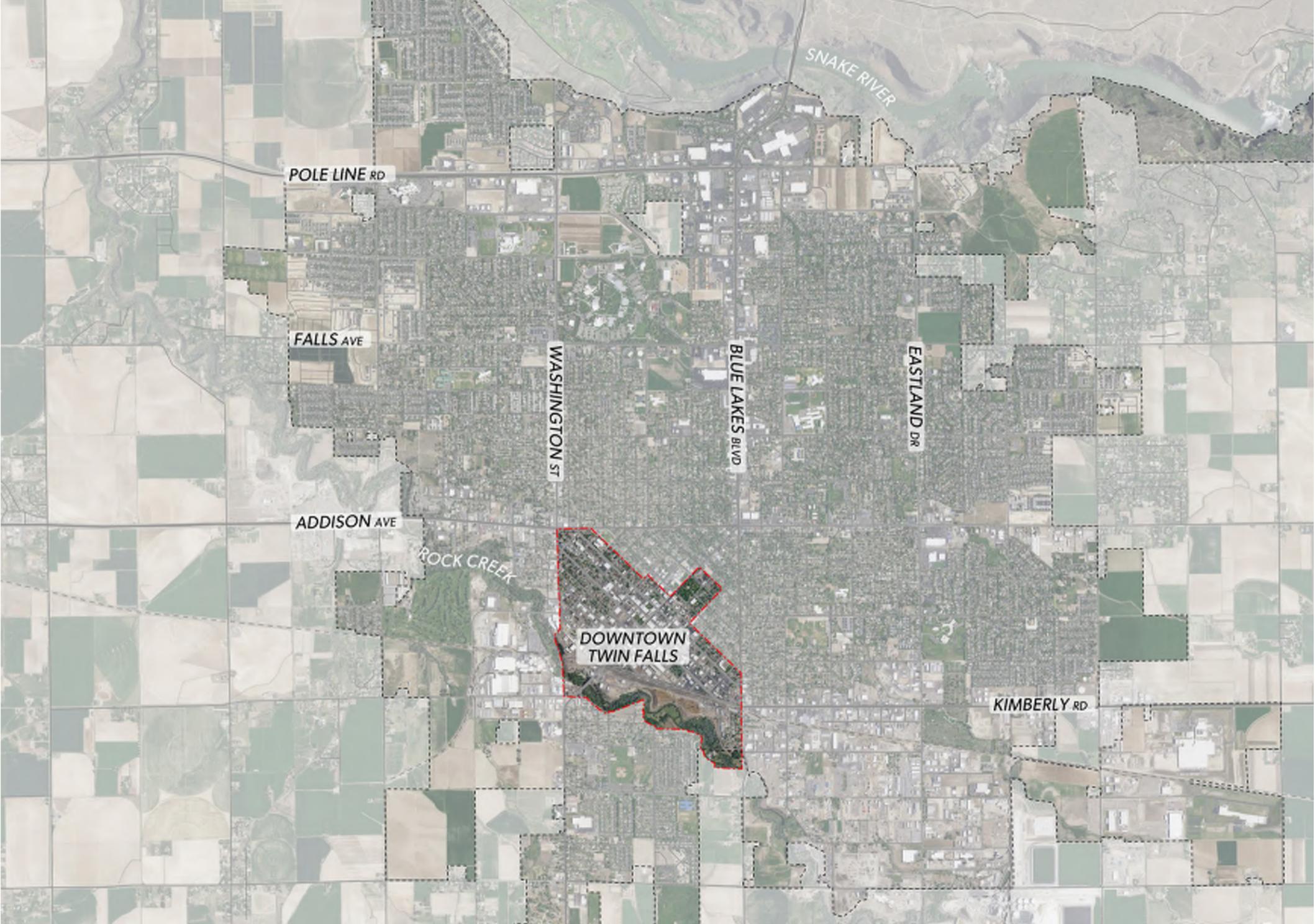
KEY DATES		
09.05.22		Project Kick-Off, Begin Discovery
11.18.22		Launch Online Survey #1
11.25.22		Discovery Completion
11.28.22		Begin Draft Master Plan
02.20.23		Launch Online Survey #2
02.28.23		Draft Master Plan Completion
03.01.23		Begin Final Master Plan
04.17.23		City Council and URA Presentations
05.15.23		Final Master Plan Completion



## PROJECT LOCATION

Twin Falls is located along the Snake River in south-central Idaho in an agricultural region known as the Magic Valley. It is the largest city in a 100-mile radius, with a population exceeding 50,000 inhabitants. Twin Falls serves as the regional commercial center for south-central Idaho and northeastern Nevada. Boise, Sun Valley, and Pocatello are within a two-hour's drive.

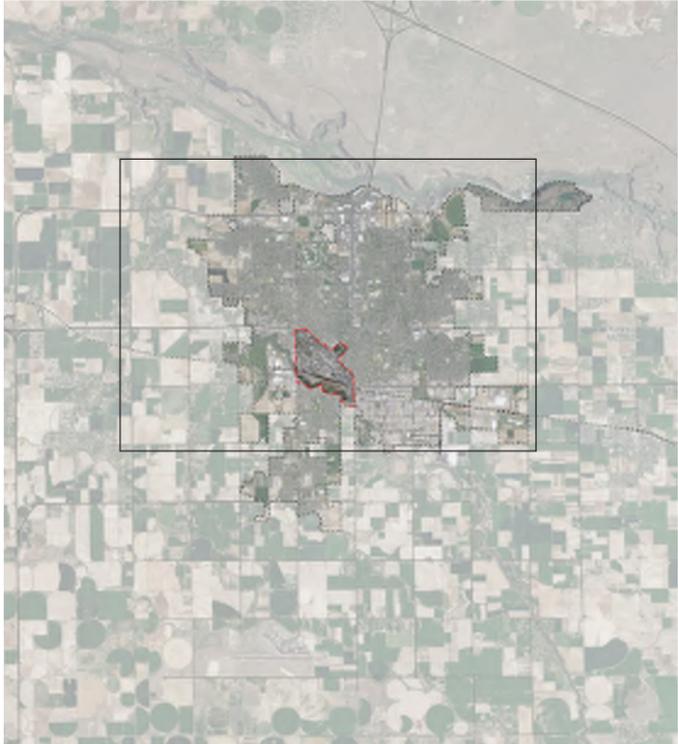


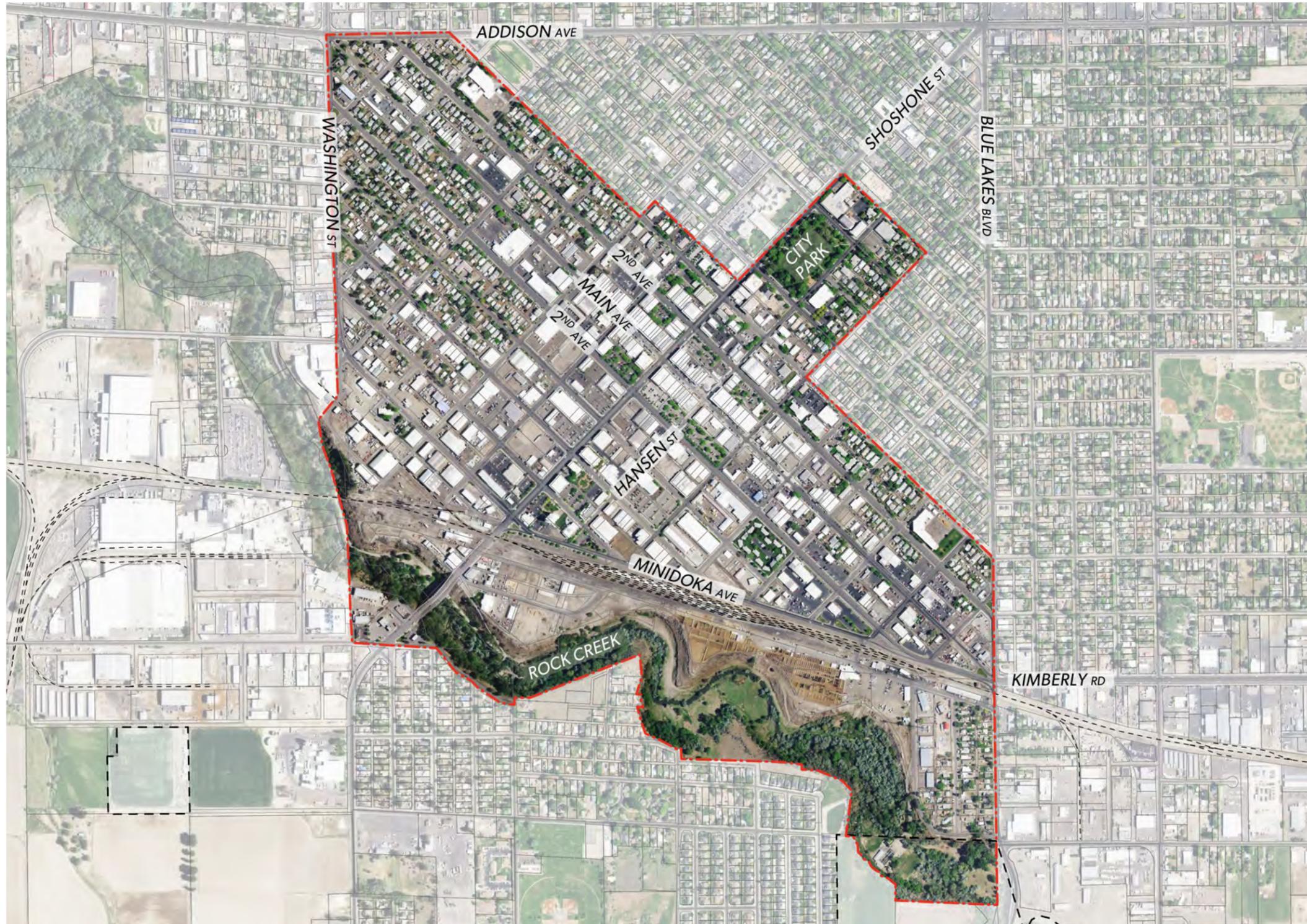


URBAN RENEWAL DISTRICT STUDY AREA

This Downtown Master Plan will focus on select areas within the bounds of the original townsite. This includes the areas commonly known as Downtown and Old Towne as well as some adjacent commercial, industrial, residential, and open space lands. An outline of the study area in its broader context is provided for reference.

- - - District boundary line
- City limits

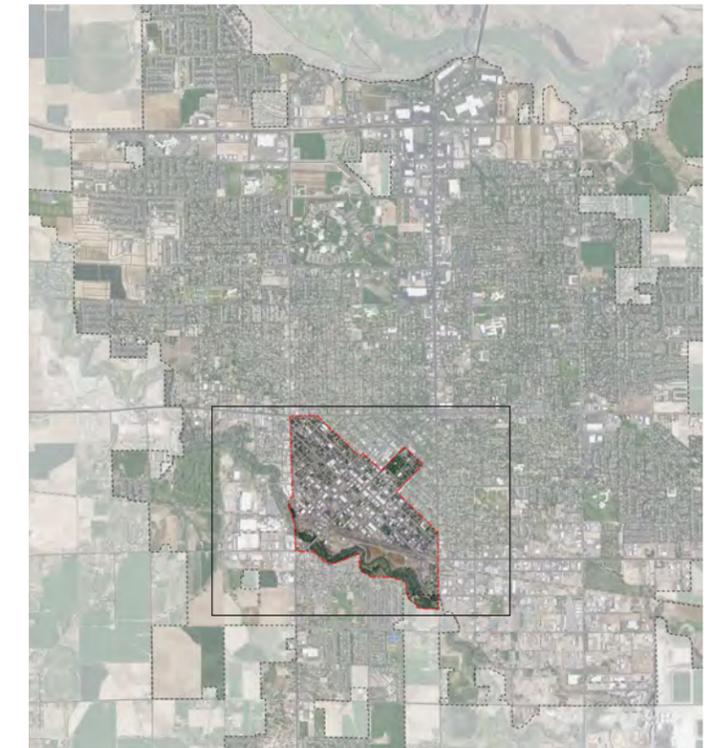




URBAN RENEWAL DISTRICT STUDY AREA

An outline of the study area with key streets and landmarks identified is provided for reference.

- - - District boundary line
- - - City limits



# VISION

As both the symbolic and functional center of the region, Downtown Twin Falls is a reflection of the people and places that help create it. From the town’s beginning as a farm-to-market community to its evolving identity as a center for food tech, agribusiness, and adventure, the pioneering spirit of Twin Falls lives on. The inviting atmosphere, strong work ethic, and deep respect for the land that has defined Twin Falls for generations will continue to shape the town as it grows.

As the heart and soul of the region, Downtown Twin Falls is where the local culture can be most clearly expressed. Creating a Downtown that reflects this culture is central to the vision for Downtown. Distinct from Boise, Sun Valley, or other neighboring communities, Twin Falls aspires to be an ideal place to live, work, and raise a family with convenient access to urban amenities and world-class natural attractions. Downtown will be the embodiment of these characteristics, providing a truly mixed-use, urban environment within walking distance of Rock Creek Canyon.

The Downtown of tomorrow is a place where the community of Twin Falls comes together. Public gathering spaces are distributed throughout downtown, and a robust mix of uses provides space for living, shopping, dining, and recreation. An active and historic Main Street anchors the Downtown, while neighborhood subdistricts bring unique character and complementary uses to the area. The city’s ability to host regional attractions and events is enhanced with high-capacity events facilities and expanded lodging options. An attractive, walkable streetscape is supported by an efficient parking system that makes visiting Downtown a pleasure. Pedestrian and bicycle accessibility is enhanced through an expanded on- and off-street trail network linking Rock Creek Canyon to Main Street to City Park and beyond, making it even easier for residents and visitors to enjoy all that Twin Falls has to offer.





# EXISTING CONDITIONS STUDY

During the Discovery phase, a study of existing conditions and regulations in Twin Falls was conducted to better understand the regional and local design context. Conditions studied include:

- Future Land Use
- Zoning Regulations
- Historic Districts
- Flood Hazards
- Parks + Trails
- Parcel Ownership
- Downtown Programs
- Rock Creek + Environs

This information was distilled into illustrated map diagrams for quick comprehension and future reference. These materials are available for reference in the Appendix section of this document.

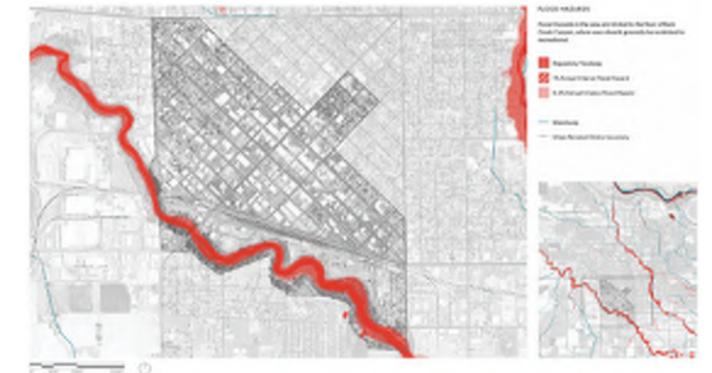
FUTURE LAND USE



EXISTING ZONING



FLOOD HAZARDS



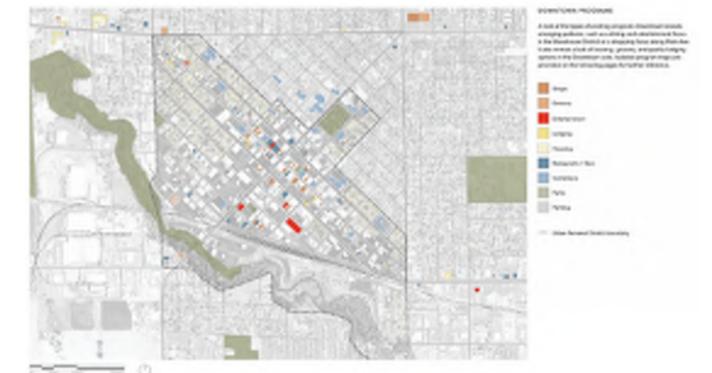
PARKS + TRAILS



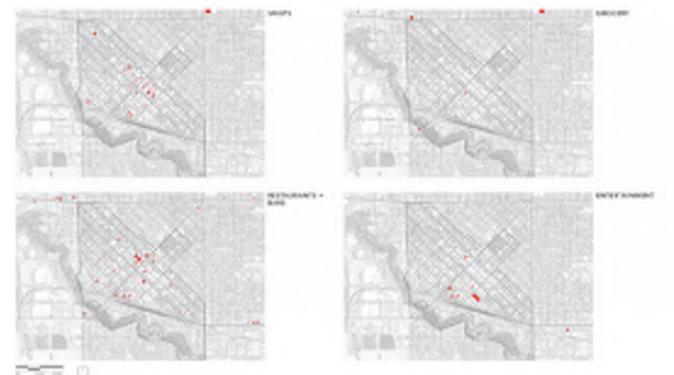
PARCEL OWNERSHIP



DOWNTOWN PROGRAMS



DOWNTOWN PROGRAMS (CONTINUED)



DOWNTOWN PROGRAMS (CONTINUED)



DOWNTOWN PROGRAMS (CONTINUED)



# SUMMARY OF EXISTING PLANS AND POLICIES

A review of Twin Falls’ existing planning documents was conducted to ensure the Downtown Master Plan aligns with the community’s vision and goals for the City. The following documents were reviewed in detail:

1. Twin Falls Transit Study, Final Report (2021)
2. Twin Falls City Strategic Plan (2018)
3. Twin Falls Historic Preservation Master Plan (2018)
4. Twin Falls “Grow With Us” Comprehensive Plan (2016)
5. Twin Falls Transit Development Plan (2016)
6. City of Twin Falls Parks and Recreation Master Plan (2015)
7. Twin Falls Master Transportation Plan (2009)
8. The Canyon Rims Plan (1994)
9. Twin Falls County 20|20 – Vision for the Future (2021)

A brief description of each document and key takeaways for the Downtown design process follow.

## TWIN FALLS TRANSIT STUDY, FINAL REPORT (2021)

This study conducted by researchers at Montana State University and the Western Transportation Institute evaluated Twin Falls’ current transit needs and made recommendations on how to best meet them.

### Short-Range Recommendations

- A taxi voucher/ridehailing subsidy (TVRS) program and a Demand Response Transit-Transportation as a Service (DRT-TaaS) microtransit turnkey option are the most suitable transit solutions for the City’s current conditions
- Twin Falls should commit to a service type and implement a 1-2 year pilot program using CARES Act funding
- The DRT-TaaS service would more fully and directly set Twin Falls up to achieve its 2030 vision of a “modern public transportation system”

### Long-Range Recommendations

- Increase mixed-use zoning and development
- Improve active transportation facilities
- Revisit parking management policies
- Develop a corridor plan for Blue Lakes Boulevard/US-93
- Develop regional partnerships
- Leverage existing partners and resources
- Develop commute-oriented programs

## TWIN FALLS COMMUNITY STRATEGIC PLAN (2018)

The Twin Falls Community Strategic Plan presents a 2030 Vision for Twin Falls in eight specific focus areas and outlines goals and objectives to achieve that vision.

### Focus Area 1 – Healthy Community

- Expand trail systems to promote healthy and active lifestyles
- Find and acquire property for a new community park
- Find and acquire property for future neighborhood park sites to ensure a park within a half mile of every neighborhood
- Expand recreation and aquatic programming
- Create a community recreation center

### Focus Area 2 – Learning Community

- Ensure local students have opportunities to stay in the

- community or return later in life
- Maximize capacity of Twin Falls Public Library as community learning center

### Focus Area 3 – Secure Community

- Remove or diminish physical hazards at public facilities
- Improve security and reduce vandalism at parks and other facilities through the use of lighting, cameras, alarms, trail markers, or other appropriate systems
- Increase public awareness of safe vehicle, bike and pedestrian practices on trails, shared use paths, bike lanes and crossings

### Focus Area 4 – Accessible Community

- Expand and connect bicycle facilities
- Expand and connect pedestrian facilities
- Implement the master trail plan
- Explore a third bridge crossing the Snake River Canyon
- Reroute US Highway 30 (2nd Avenues) around Downtown

### Focus Area 5 – Environmental Community

- Maintain clean water and air
- Reduce negative impacts of noise and light
- Increase the use of xeriscape landscaping
- Encourage locally productive mixed use/mixed housing developments
- Protect the natural environment
- Increase tree population in the City

### Focus Area 6 – Prosperous Community

- Revitalize Downtown
- Restore historic structures
- Make room for new industries and businesses
- Partner with businesses and organizations to promote talent attraction to Twin Falls
- Create physical forums for Downtown business community to gather and collaborate
- Support events which activate and enliven Downtown
- Provide public services that support travel and tourism
- Create a community event space to support the region
- Develop parks and public spaces for the attraction of tourists

### Focus Area 7 – Responsible Community

- Welcome new residents
- Host City fairs

### Focus Area 8 – Internal Organization

- Promote transparency in government decision-making
- Offer opportunities for direct public involvement in civic affairs

## TWIN FALLS HISTORIC PRESERVATION MASTER PLAN (2018)

The Twin Falls Historic Preservation Master Plan establishes goals and policies to guide the City in the preservation and rehabilitation of historic resources in order to maintain and enhance Twin Falls’ history and identity for future generations. The plan is primarily concerned with historic districts in Downtown Twin Falls: the City Park Historic District, Downtown Historic District, Warehouse Historic District, and Twin Falls Original Townsite.

### Key Objectives

- Draw tourists and visitors into the historic core area from the City’s north gateway at the Perrine Bridge
- Identify each historic district with plaques, street light banners, or monuments at the boundary
- Redevelop historic properties while maintaining their historic character

## TWIN FALLS “GROW WITH US” COMPREHENSIVE PLAN (2016)

The Twin Falls “Grow With Us” Comprehensive Plan builds on previous plans including the Parks and Recreation Master Plan, Transportation Master Plan, Twin Falls Community Strategic Plan 2030, and Twin Falls Vision 2030, A Comprehensive Plan for a Sustainable Future, among others, and incorporates their contents into a broad overview of strategic planning in Twin Falls. This Comprehensive Plan was developed with input from the community through a meaningful involvement process that provided critical community feedback. This document is both an aspirational statement and a practical tool to guide future

decision-making by City staff and officials.

Land Use

- Encourage infill in town
- Provide wide range of housing types
- Provide mix of uses and amenities
- Encourage structures and site layout within mixed use developments that are more adaptable to change of use and change over time
- Echo densities and patterns reminiscent of historic Downtown neighborhoods
- Encourage a suitable minimum level of development compactness and density within mixed use developments to increase opportunities for shared parking facilities, the creation of public gathering spaces and open lands
- Preserve and restore historic neighborhoods and buildings
- Define and develop Twin Fall’s cultural and historic assets as important marketing and image-building tools of the City’s business districts and neighborhoods

Community Design and Character

- Retain the friendly, safe, family-oriented, and small-town community feel
- Accentuate the region’s existing assets:
  - Agricultural heritage
  - Historic buildings and neighborhoods
  - Rock Creek and Snake River Canyons
- Protect and preserve the canyon rim experience
- Improve the sense of arrival into the community
- Promote the high quality of life and outdoor activities
- Link the canyon rim and Downtown via Blue Lakes Boulevard
- Enhance the “sense of increasing density” from rural fringe to Downtown
- Encourage the development of public spaces and plazas
- Locate new and existing events along Main Street
- Use landscaping, open spaces, interpretive and wayfinding signage, gateway monuments, public art, and appropriate lighting at entrances to welcome visitors and establish the character of the City

Housing

- Increase housing options in Downtown

- Promote the rehabilitation and restoration of older buildings and neighborhoods
- Promote higher density housing in and around the Downtown area
- Site affordable housing in close proximity to workplaces and services
- Create urban village/urban infill nodes with mixed uses and higher densities
- Maintain and improve the quality of the existing housing stock in the City
- Revitalize the physical and social fabric of neighborhoods that are in decline
- Encourage live-work environment by allowing live-work units
- Provide housing and employment opportunities in close proximity
- Provide active senior and retirement housing in or near Downtown, along with supporting services and amenities
- Encourage clusters of services, retail, and amenities in close proximity to new housing in order to reinforce the walkability of Downtown

Economic Development

- Maintain and enhance the Downtown area as the central business district of the City, with a mix of commercial, civic, cultural, recreational, and residential uses
- Create a place where business and talent will stay and thrive
- Anticipate growth in the three largest employment sectors (health care, retail trade, and leisure and hospitality)
- Anticipate the possibility of precision agriculture and other R&D type industries locating offices Downtown
- Encourage later store hours to increase Downtown vitality after working hours
- Support and promote agriculture and food processing industries
- Invest in transportation infrastructure to provide convenient access via multiple modes to goods and services throughout the community
- Support bike and pedestrian infrastructure and amenities to enhance low-cost, active transportation options
- Consider tourists as potential employees or employers
- Build a conference center/ hotel to support major employers as well as tourists
- Market the outdoors as an asset to help attract and retain talent

Parks, Recreation, Open Space, and Trails

- Develop and connect the sidewalk and trails network
- Connect walking and bike paths to circulate through the City, capitalizing on major drainages, and connecting Downtown to the Canyon Rim, schools, parks, and community facilities
- Expand the range of parks and recreational activities and facilities
- Explore the feasibility of a community recreation center that provides gymnasium space, swimming, walking track, and classroom space
- Explore the feasibility of a kayak park at Rock Creek Canyon or Auger Falls

Transportation

- Improve circulation along Blue Lakes Boulevard
- Add both on and off-street walking and bicycling facilities
- Create more consistency among street lighting, landscape design, and streetscape design
- Create a transit circulator that provides access to the visitor center, the mall, CSI, Downtown, St. Luke’s, and industrial hub
- Increase bicycle and pedestrian access between neighborhoods and activity centers
- Investigate opportunities for accommodating differing modes of travel within existing curb-to-curb widths
- Convert one-way streets to two-way streets with parking

Public Facilities and Services

- Reduce impacts to the natural environment
- Complete and improve the sidewalk network in the City
- Consider where to locate a museum in Twin Falls
- Encourage developers to work together to generate regional retention facilities that can also act as a mini-park for the community
- Be aware of existing transmission corridors located on Washington Street, across the College of Southern Idaho Campus, and along the railroad facilities accessing Twin Falls
- Be aware of the substation located at the intersection of Harrison Street and Filer Avenue that supplies electricity to the Downtown area
- Evaluate the feasibility of providing public Wi-Fi service in public spaces Downtown

Public Airport Facilities

- Provide facilities that are safe, high-quality, and regionally accessible and are able to accommodate future aviation activity

**TWIN FALLS TRANSIT DEVELOPMENT PLAN (2016)**

The Twin Falls Transit Development Plan intends to identify what public transportation might look like in Twin Falls in five to ten years and what steps Twin Falls and its partners can take in the near-term to lay a foundation for that future. Gridworks Consulting provided seven recommendations for the city’s consideration.

Recommendations

- Get mixed use right: concentrate resources and development in a smaller area
- Build a better active transportation experience: improve biker and pedestrian facilities
- Update parking policy: create policies that make walking, biking, and taking transit attractive options
- Develop corridor plan for Blue Lakes: it is a critical corridor that will play an important role in the region’s transit future
- Develop regional partnerships: develop structures to work on regional issues like housing, economic development, and commuting patterns
- Work with what you have: capitalize on existing transit services like Trans IV and LINC, and work with employers to develop innovative carpool and commuter programs that move Twin Falls away from a single-occupancy vehicle transportation model
- Develop a commuter route proposal for 5311 funding in the near-term: a single commuter route may provide a cost-effective solution that allows Twin Falls to compete for fixed-route funding

**CITY OF TWIN FALLS PARKS AND RECREATION MASTER PLAN (2015)**

The Parks and Recreation Master Plan looks closely at

recreational opportunities and amenities provided by the City of Twin Falls to its residents. This was accomplished by conducting a comprehensive inventory and condition assessment to identify what opportunities are available, and how they are classified using existing City recreation classifications. The potential demand on recreation as the City reaches build-out was also examined.

Recommendations

- Maintain or improve existing level of service of 3.42 acres of parks per 1,000 population (4 to 6 acres is typical)
- Add approximately 371 acres of new park space to maintain the current 3.42 acres/1,000 population level of service as population increases
- Provide the most desired amenities/facilities in City parks: shade, trails, and natural features
- Consider where to locate a recreation center to provide open gym space, walking facility/track, and swimming classes
- Build more trails to accommodate demand and provide walkable connections to other parks and areas of the City
- Consider expanding disc golf facilities in Twin Falls
- Focus on ways to develop community parks through public/private partnerships with school districts, businesses, and other public entities
- Size new neighborhood parks to be an average of 6.5 acres
- Add more trees, walking paths and trails, and picnic tables to existing parks

**TWIN FALLS MASTER TRANSPORTATION PLAN (2009)**

The Twin Falls Master Transportation Plan updates the 1993 transportation plan to address the growth in the community up to 2009 while also looking forward to a planning horizon of 2030. This study analyzes and provides recommendations for various transportation facilities including roads, on street bicycle areas, transit, and pedestrian accommodations.

Recommendations

- Build new roads and modify current roads to the following standards:
  - 92-foot, 5-lane arterials: 92-foot ROW should include two 12-foot travel lanes in each direction and a 14-foot center

- turn lane for a total of 62 feet of road surface.
- 78-foot, 4-lane collectors: 78-foot ROW should include two 12-foot travel lanes in each direction for a total of 48 feet of road surface.
- 78-foot, 3-lane collectors: 78-foot ROW should include one 12-foot travel lane in each direction, a 12-foot center turn lane, and a 6-foot bicycle lane shoulder in each direction for a total of 48 feet of road surface.
- 50-foot, 2-lane locals: 50-foot ROW should include one 11-foot travel lane in each direction and a 7-foot shoulder in each direction for a total of 36 feet of road surface.
- Address hotspot intersections:
  - Blue Lakes and Addison
  - Washington and Addison
  - Blue Lakes and Kimberly
- Provide public transportation options to reduce auto dependency and assist the mobility of vulnerable and at-risk populations
- Provide pedestrian and bicyclist accommodation on-street in the form of sidewalks and bike lanes to supplement and connect with off-street facilities

**THE CANYON RIMS PLAN (1994)**

The Twin Falls Canyon Rims Land Use Advisory Committee was chartered to study and prepare recommendations for land use patterns along the Snake River and Rock Creek Canyon rims. The geological, visual, wildlife habitat, and other natural values of the canyon rims were studied and considered in conjunction with public opinion.

Recommendations

- Develop a continuous greenway along the canyon rims, arcing from Rock Creek Park to the Shoshone Falls-Dierkes Lake Park
- Do not use eminent domain to acquire private property for the development of parks, greenways, or trails
- Design the canyon rims greenway to meander and include

- room for landscaping; it should not simply be a wide sidewalk
- Build a trail along Rock Creek Canyon, transitioning from the rim to the canyon floor south of Pole Line Road
  - Provide connections to adjacent neighborhoods as often as possible
- Require that neighborhood parks serving areas on the west side must be built along Rock Creek, including upland areas for sports fields, a length of canyon rim with fully protected views, and the canyon floor
- Require canyon rim developers to dedicate park space in proportion the recreational needs the project with generate, with at least part of the park sited along the canyon rim
- Establish a 50' setback along Rock Creek Canyon where buildings may not rise above 16', rising evenly to a height of 35' at 200' from the rim

**TWIN FALLS COUNTY 20|20 – VISION FOR THE FUTURE (2021)**

The 20|20 – Vision for the Future document provides a community vision for the future of Twin Falls County. Community values and planning principles were established through an inclusive public engagement process. The plan puts forth an aspirational vision of what kind of community Twin Falls will be in twenty years and provides goals and objectives along with recommended actions to help achieve this community vision.

Vision

“Rooted in the very soil that sustains us, embodying the western spirit of independence, we face the future with resolve. We know that as we grow, we are most successful when we grow together. We recognize that change will come and our community’s resilience requires seizing opportunities to expand our horizon while protecting and supporting the place – and people – that have made us who we are today. Our vision for the future relies on preserving individual freedom while capitalizing on collective strengths; working together towards a common goal through innovation, collaboration, and determination.”

Top Strengths

- The abundance of and access to open space and public lands

- The rural character of the County
- The agricultural economy

Top Weaknesses

- Lack of multi-modal infrastructure such as sidewalks, bike lanes, or transit options
- Road congestion and lack of connectivity
- Attracting and retaining a qualified workforce

Goals

- Preserve rural character
- Support agricultural base
- Protect and expand access to recreation and open spaces
- Improve efficiency of movement throughout the county
- Advance economic diversity through existing and new industries
- Determine intelligently where growth will occur in the future
- Maintain housing affordability
- Expand housing options
- Ensure a clean and healthful environment for all residents

Actions

- Identify key corridors and missing links necessary to improve connectivity between existing and future parks, recreation facilities, and open space
- Protect and encourage existing rail systems for economic development

# ANALYSIS OF EXISTING PLANS AND POLICIES

Reviewing Twin Falls’ existing planning documents revealed common themes that have surfaced in multiple plans over the past thirty years. These commonalities have been compiled here into an “Affirmations” chart. Conversely, some existing planning documents make conflicting recommendations. These items have been noted and compiled into a “Discrepancies” chart. Relevant issues that are not addressed in any existing planning documents are identified in a “Gaps” chart.

## AFFIRMATIONS

<b>A</b>	<b>Twin Falls should expand active transportation facilities for cyclists and pedestrians.</b>	<b>1, 2, 3, 5, 6, 8, 9</b>
A.1	Improve pedestrian and cyclist connectivity between parks, recreation facilities, and open space.	1, 2, 3, 5, 9
<b>B</b>	<b>Twin Falls should work to improve the efficiency of vehicular travel in and around Downtown.</b>	<b>1, 2, 5, 6</b>
B.1	Reduce congestion and address hotspot intersections on Blue Lakes Boulevard.	2, 5, 8
B.2	Reroute 2nd Avenues around Downtown and convert one-way streets to two-way streets with street parking in Downtown.	3, 5
B.3	Develop innovative, commute-oriented transit programs.	2, 6, 8
<b>C</b>	<b>Twin Falls should increase mixed-use zoning and development in and around Downtown.</b>	<b>2, 3, 5, 6</b>
<b>D</b>	<b>Twin Falls should create new parks and a recreation center to maintain the city’s current level of service as the population grows.</b>	<b>3, 5, 7</b>
<b>E</b>	<b>Twin Falls should encourage the preservation and restoration of historic structures Downtown.</b>	<b>3, 4, 5</b>
<b>F</b>	<b>Twin Falls should work to improve its appeal to young and new residents in order to attract and retain a qualified workforce.</b>	<b>1, 3, 5</b>
<b>G</b>	<b>Twin Falls should expand tourist facilities and promote tourism by capitalizing on the unique natural setting, historic context, and agricultural heritage of the region.</b>	<b>3, 4, 5</b>

DISCREPANCIES

<b>A</b>	<b>While the need for expanded transit options is affirmed by multiple planning documents, recommended transit solutions vary.</b>	<b>2, 5, 6</b>
A.1	The 2021 Twin Falls Transit Study recommends developing on-demand microtransit options.	2
A.2	The 2016 Comprehensive Plan recommends developing a fixed-route transit option.	5
A.3	The 2016 Transit Development Plan recommends establishing a denser, mixed use environment that can support fixed-route transit before launching a fixed-route transit option.	6
<b>B</b>	<b>The recommended bicycle routes traversing northwest-southeast through Downtown vary among planning documents.</b>	<b>7, 8</b>
B.1	The 2015 Parks and Recreation Master Plan recommends installing bicycle facilities along Main Street.	7
B.2	The 2009 Master Transportation Plan recommends installing bicycle facilities along 2nd Avenues.	8

GAPS

<b>A</b>	<b>The planned future of the railroad adjacent to Downtown is not addressed in planning documents.</b>
<b>B</b>	<b>A thorough environmental analysis of Rock Creek and its surrounds, the results of which could impact planned future uses of Rock Creek Canyon, has not been performed.</b>
<b>C</b>	<b>A recommended alternative route for US-30 around Downtown has not been identified in the planning documents.</b>

# PUBLIC SURVEY #1 RESULTS

## SUMMARY

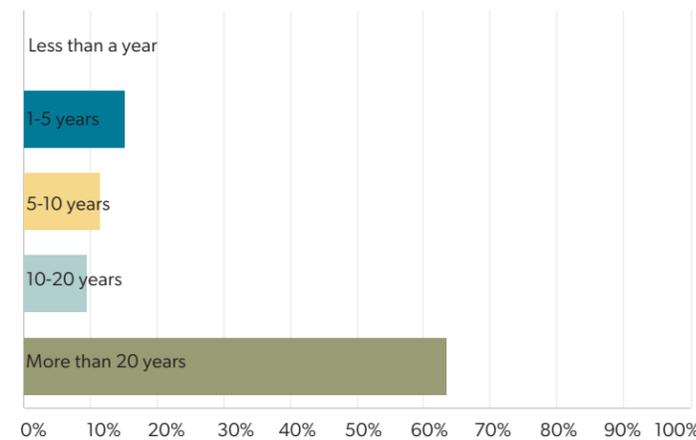
- 106 total respondents
- Conducted through Survey Monkey
- Opened 11.18.22 and closed 12.12.22
- Emailed to project stakeholders and distributed to their contacts through an online link

The eight-question online survey was a mixture of multiple choice and short answer. The questions were written to facilitate an understanding of the individual's wants and needs as well as their opinions on past Downtown developments, the culture and identity of Downtown, and future dreams for Twin Falls.

The results of the online survey are valuable as they reveal the community's vision for Downtown. The community sees Downtown Twin Falls as the heart of the region, and there is an overwhelming optimism about continued revitalization of the district. The community appreciates Downtown's new restaurants, bars, small businesses, and the Main Avenue improvements, and are excited to see more in the future.

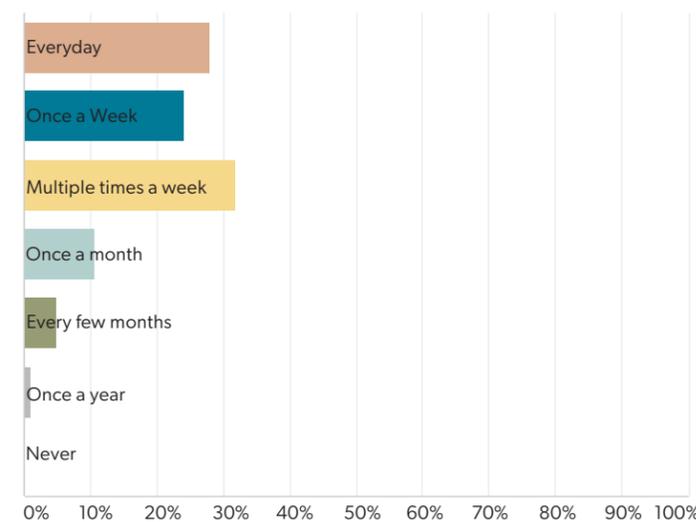
### Q1 HOW MANY YEARS HAVE YOU LIVED IN THE TWIN FALLS AREA?

Out of 106 responses, 16% of people have lived in Twin Falls for 1-5 years, 12% for 5-10 years, 9% for 10-20 years, and 63% for more than 20 years.



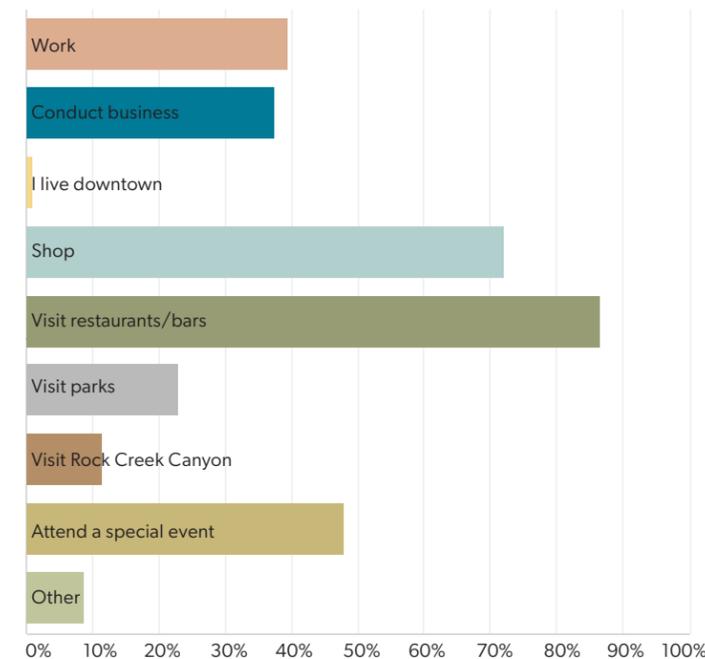
### Q2 HOW OFTEN DO YOU VISIT DOWNTOWN/OLD TOWNE TWIN FALLS?

The majority of respondents are accessing Downtown Twin Falls on a daily or weekly basis.



### Q3 WHAT DO YOU DO WHEN YOU ARE IN DOWNTOWN/OLD TOWNE TWIN FALLS?

Visiting local restaurants/bars and shopping were the most common responses. 39% of respondents work or conduct business downtown, but less than 1% of respondents currently live downtown. The "other" responses included visiting the Public Library, dance class, and visiting family.



### Q4 WHAT DO YOU LIKE MOST ABOUT DOWNTOWN/OLD TOWNE TWIN FALLS?

The community is enthusiastic about what they like most in Downtown Twin Falls. People think it is a friendly, welcoming place with a unique and positive atmosphere. Below is a list of top answers and a selection of quotes from the online survey.

- Friendly
- Atmosphere
- Local Shops
- Local Businesses
- Small town feel
- Restaurants and Bars
- History and Historic Buildings
- Main Street Improvements
- Sense of Community
- Walkability
- Uniqueness
- Blend of Old and New
- Clean
- Special Events

*"[Downtown] That it has progressed and become a hub of the community and a place to spend time."*

*"I love all the new businesses and restaurants that have come downtown. You can do a variety of things there now. The farmers market is also great!"*

*"It is becoming a place with identity. It has potential to be a social and civic hub for Twin Falls."*

*"The people, the individual shops, the restaurants, the friendliness of the shoppers and sales people, the variety and individuality of each shop."*

**Q5 HOW WOULD YOU DESCRIBE THE CULTURE AND IDENTITY OF DOWNTOWN/OLD TOWNE TWIN FALLS?**

Respondents used a range of terms to describe the culture and identity of Downtown Twin Falls. A common theme emerged in describing Downtown as a mix of old and new, both in term of culture and development. The recent improvements are well-loved but some old sections need to be revitalized. Below is a list of top answers and a selection of quotes from the online survey.

- New and Vibrant
- Local
- Heart of Twin Falls
- Small Town Feel
- Fun
- Mixed Identity
- Charming
- Friendly
- Refreshed
- Historic
- Original
- Inviting
- Up and Coming
- Family Oriented
- Lively

*"A welcoming area with kind/helpful people offering a unique local variety of businesses"*

*"Historic, traditional, welcoming, neighborly, and high energy!"*

*"I really feel like it is growing and we are generating a younger crowd downtown and events and activities are very welcome and bring people of all ages. I think it's an up-and-coming area and it's very exciting"*

**Q6 WHAT ARE YOUR OBSERVATIONS ABOUT THE CHANGES OF DOWNTOWN/OLD TOWNE TWIN FALLS IN THE LAST 5-10 YEARS?**

A majority of respondents responded positively to the changes of Downtown Twin Falls in the last 5-10 years. They especially love the Main Avenue revitalization, new retail offerings, restaurants, and small businesses. See below a summary of the respondents' reactions.

**Reactions to Downtown Changes:**

Positive: 77  
 Negative: 3  
 Mixed Feelings: 12  
 N/A: 5

**Positive Reasoning (top 10):**

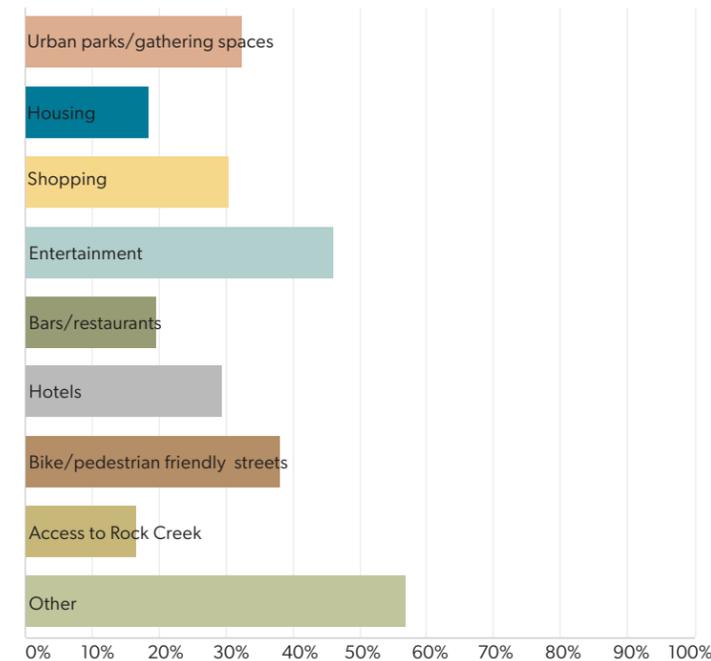
1. Main Ave Revitalization (14)
2. Retail (13)
3. Restaurants (12)
4. New/Small Businesses (11)
5. Housing on Main (5)
6. Restoration of existing buildings (5)
7. Accessibility (3)
8. Safety (2)
9. Downtown Twin Falls commons (2)
10. 2nd South Market (2)

**Negative Reasoning:**

1. Lack of parking (8)
2. Housing on Main Ave (2)
3. Lack of reuse of existing buildings (2)
4. Lack of Community Activities (1)
5. Lack of development beyond Main Ave (1)

**Q7 WHAT IS DOWNTOWN/OLD TOWNE TWIN FALLS MISSING?**

Respondents want more options for the current programs in Downtown. Entertainment was the most popular selection for what is missing. From the "other" responses, it is clear there is a need for a parking strategy throughout Downtown.



**Other Responses**

**Atmosphere (top 3)**

1. Family Friendly Activities/Programs (4)
2. Longer Business Hours/More Days Open (1)
3. Keep up Improvements (1)

**Entertainment**

1. Children's Museum (8)
2. Convention/Event Center (2)

**Public**

1. Recreation Center (2)
2. Rock Creek Revitalization (2)

**Commercial (top 3)**

1. Grocery Store (4)
2. Restaurants/Bars (3)
3. Hotel (3)

**Infrastructure**

1. Parking (19)
2. Clean up existing buildings (1)

**Housing**

1. Housing (2)
2. Housing for Homeless (1)

**Q8 DREAMING BIG FOR DOWNTOWN/OLD TOWNE TWIN FALLS, WHAT WOULD YOU LIKE TO SEE IN THE NEXT 10-30 YEARS?**

The community is dreaming big for Downtown Twin Falls. They are excited about continuing the improvements and the opportunity for new public programs. See the top answers below.

(Listed Top 3)

**Atmosphere**

1. Keep up Improvements (12)
2. Family Friendly Activities/Programs (7)
3. Downtown is good as is (4)

**Entertainment**

1. Convention/Event Center (15)
2. Children's Museum (14)
3. Music/Performing Arts (6)

**Public**

1. Rock Creek Revitalization (8)
2. Recreation Center (7)
3. Parks; Festival/Pedestrian/Market Street (6)

**Commercial**

1. Restaurants and Bars (22)
2. Retail (16)
3. Boutique Hotel/Hotel (8)

**Infrastructure**

1. Parking (14)
2. Streets for pedestrians/biking (6)
3. Relocation of Highway 30 (3)

**Housing**

1. Housing (10)

*"Diverse options for everyone."*

*"LOVE to see rock creek park revitalized. It's AMAZING down there, but I will not go without my husband. It feels a bit creepy."*

*"Children's Museum built, main street's sidewalks and public art extended elsewhere, "hidden gem" parks added, biking trails extended, additional places for families, rooftop gardens."*

# PUBLIC SURVEY #2 RESULTS

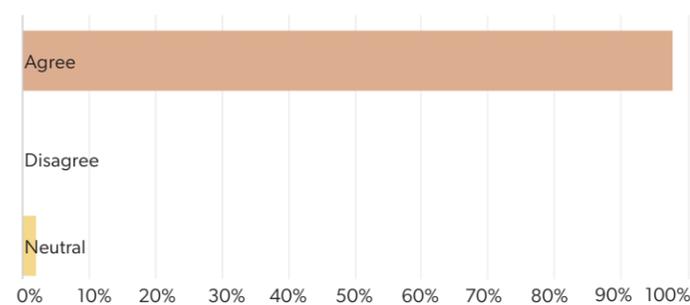
## SUMMARY

- 45 total respondents
- Conducted through Survey Monkey
- Opened 01.22.23 and closed 03.13.23
- Emailed to project stakeholders and distributed to their connections through an online link

### Q1 DO YOU AGREE WITH THESE GOALS FOR DOWNTOWN/OLD TOWNE TWIN FALLS?

The respondents are aligned with these goals.

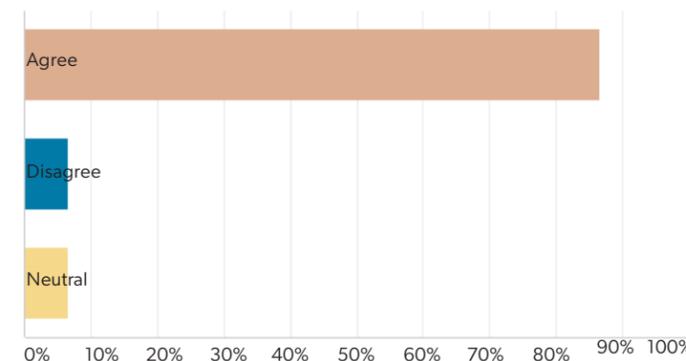
<b>REGIONAL CENTER</b> Establish Downtown Twin Falls as the social, economic, and cultural center of the region
<b>UNIQUELY TWIN FALLS</b> Preserve and promote the agricultural heritage and small-town feel of the community
<b>CANYON CONNECTIONS</b> Improve Downtown's connection to the region's unique natural features: Snake River and Rock Creek Canyons
<b>DOWNTOWN LIVING</b> Expand housing opportunities for a range of income levels Downtown
<b>VIBRANT STREETS</b> Establish a vibrant, walkable, mixed-use environment
<b>RECREATIONAL HUB</b> Attract tourists and new residents by capitalizing on the region's growing reputation as a destination for outdoor adventure
<b>ACCESS FOR ALL</b> Provide clear and safe routes to Downtown for drivers, bikers, walkers, and transit riders



### Q2 DO YOU AGREE WITH THESE OPPORTUNITIES FOR DOWNTOWN/OLD TOWNE TWIN FALLS?

Overall the community believes in the opportunities. Respondents with concerns mentioned increased parking demand from new development and feasibility of larger projects.

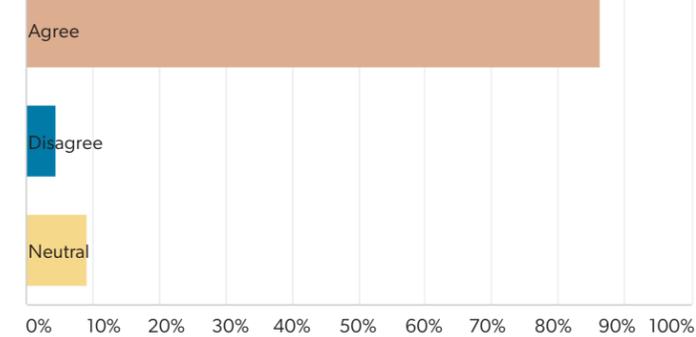
<b>MAIN STREET EXPANSION</b> Expand Main Street shopping and street improvements to the ends of the Downtown/Old Towne edges.	<b>2ND AVENUE SAFETY IMPROVEMENTS</b> Reduce safety hazards to bikers and pedestrians at 2nd Avenue and convert to two-way streets.	<b>HANSEN STREET ENHANCEMENT</b> Enhance Hansen Street to be an attractive side connection from City Park to Rock Creek.
<b>ROCK CREEK CONNECTION</b> Study ways to provide a direct pedestrian connection from Rock Creek to the center of Downtown.	<b>HOTEL &amp; CONVENTION CENTER</b> Consider a hotel and conference center at Hansen Street end of Rock Creek.	<b>ROCK CREEK RESTORATION</b> Develop a plan for Rock Creek to become a healthy urban amenity with habitat value for people and wildlife.
<b>ROCK CREEK CANYON RIM PARK</b> Consider a large park along the rim of Rock Creek Canyon.	<b>CHARACTER NEIGHBORHOODS</b> Study character neighborhoods throughout Downtown based on existing culture, history and development patterns.	<b>SMALL TOWN CHARM</b> Develop a strategy for preserving the charming small town feel of Downtown / Old Towne while leveraging nearby sites for new mixed-use, higher density housing.
<b>PARKING STRATEGY</b> Develop a long term parking strategy for Downtown to address growth.	<b>ENTRY GATEWAYS</b> Develop a strategy for Downtown's Old Towne entry gateway, including, and providing signage to promote walkability.	<b>HOUSING STRATEGY</b> Develop a strategy for increasing housing options Downtown, targeting areas of housing typologies and a range of income levels.



- "Keep the area with a hometown feel and not a commercial feel with big box stores or national chains."*
- "In my opinion, the biggest negative our community needs to overcome is the walkability score. We struggle getting to and from necessities without a car."*
- "Twin Falls Downtown should be the main draw of the city."*

### Q3 DO YOU AGREE WITH EXTENDING MAIN AVENUE'S CORE FROM FOUR TO EIGHT BLOCKS?

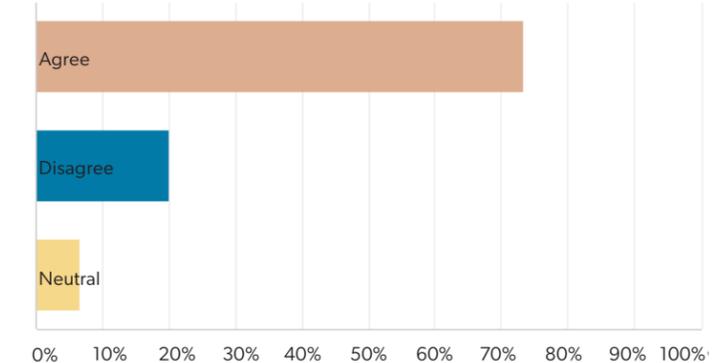
The community wants to see this expansion of Main Avenue with increased support to existing small businesses.



- "YES! Please bring more local businesses, diverse businesses please!"*
- "The Main Aves North and South have historically been neglected. This is an opportunity to fix that and expand the downtown area."*
- "The focus on the downtown area needs to be on helping small business that are already downtown. With inflation and the way things are going, it's extremely difficult for a small business to stay down here. Many businesses are on the edge of being priced out."*

### Q4 DO YOU AGREE WITH THE STREETScape PLAN AND PROPOSED STREET IMPROVEMENTS FOR DOWNTOWN/OLD TOWNE TWIN FALLS?

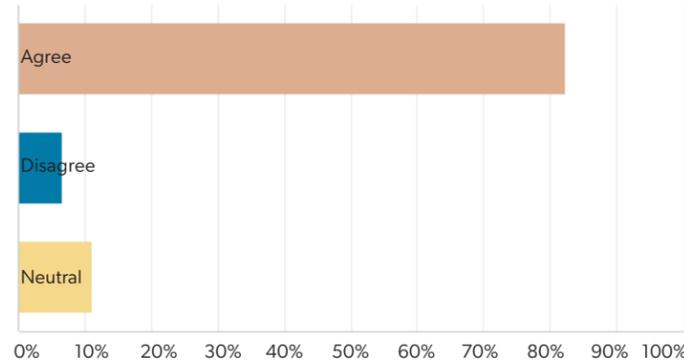
The community is supportive of the streetscape plan. Respondents with concerns mentioned increased traffic on the 2nd Avenues and the feasibility of a partial pedestrian street on Hansen.



- "I really like the idea of the Hansen Green street. It will connect two great outdoor spaces and make going downtown a family affair kids can have larger area to play while parents run errands or catch up with friends."*
- "I would prefer the 2nd Ave Streets remain one way and that Main street eliminates traffic for the two blocks east and west of Shoshone street."*

**Q5 DO YOU AGREE WITH THE PARKING STRATEGY FOR DOWNTOWN/OLD TOWNE TWIN FALLS?**

Downtown parking has been a concern for many respondents of both online surveys. It is important to maintain a clear parking strategy and provide adequate and accessible parking for Downtown users.

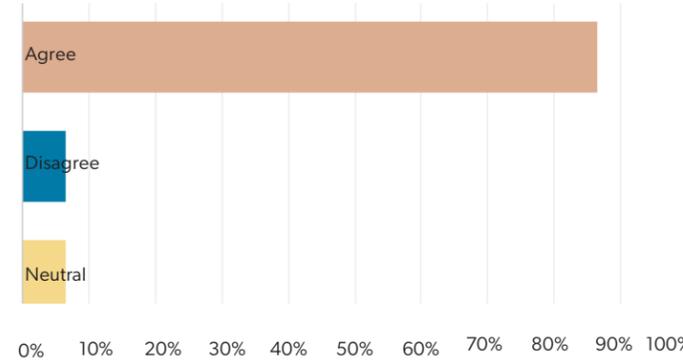


*"I think the need for structures of 3 levels where some open parking is now, would alleviate the complaints of having to walk a long distance (even though it may be the same number of steps). Structures help when there is*

*"Having a well thought strategy that can be easily conveyed and bought into is key. People will struggle with parking always."*

**Q6 DO YOU AGREE WITH THE PARKS AND OPEN SPACE PLAN FOR DOWNTOWN/OLD TOWNE TWIN FALLS?**

A majority of the respondents support the proposed parks and open Space network. Many want to see the green street on Hansen come to life and the continued maintenance of existing parks.



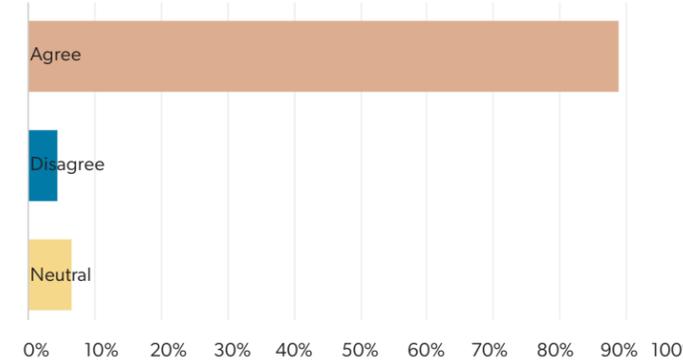
*"Consider the waterway of Rock Creek as a main attraction. If possible, a floatable stretch could make it incredibly enticing for easy access recreation."*

*"Really like making Rock Creek a focal point of downtown, and a focal point of our parks system"*

*"You need to include sports fields for kids and adults in a nice modern setting . Rec Complex."*

**Q7 DO YOU AGREE WITH THE RESTORATION AND IMPROVED ACCESS TO ROCK CREEK AND THE DEVELOPMENT OF A RIM PARK?**

The community is excited about Rock Creek and wants to see it restored and activated as an urban amenity.



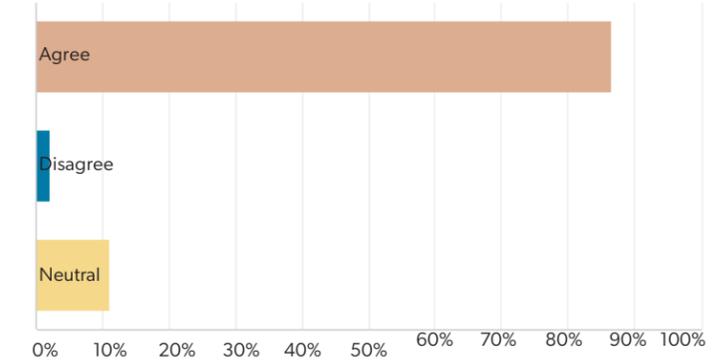
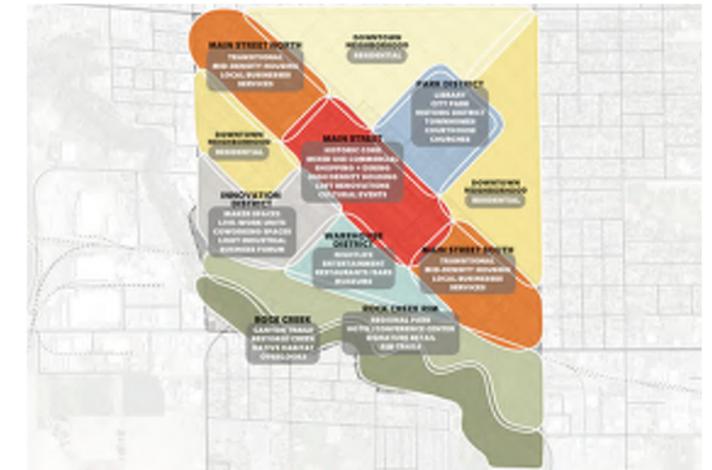
*"Love IT! Lots of new outdoor opportunities!"*

*"Rock Creek could be so much more with some capital investments. With more traffic as a result of people living downtown, I think there will be more motivation and focus on making Rock Creek an iconic recreation area."*

*"Again, a waterpark element would be amazing. In addition, the meadow area below the livestock commission could be a possible music venue."*

**Q8 DO YOU AGREE WITH THE CHARACTER NEIGHBORHOODS PROPOSED FOR DOWNTOWN/OLD TOWNE TWIN FALLS?**

Overall the respondents agree with the proposed character neighborhoods and the programs outlined for each.



*"Excellent idea identifying unique downtown neighborhoods."*

*"My first impressions are very favorable...need to think about it and study it more."*

# INITIAL MARKET STUDY FINDINGS

Prepared by ECONorthwest

## SOCIOECONOMIC TRENDS

### City-Wide Analysis

Twin Falls is the largest city in Twin Falls Metro Area, making up approximately 45 percent of the metro’s population. Twin Falls is also one of the most densely populated cities in Idaho. Twin Falls residents generally earn less than its counterparts in the metro and state overall.

The City’s population is generally young, with a higher share of residents of working age (20-59). Twin Falls has a larger presence of younger adults likely attributed to the College of Southern Idaho which will continue to attract young students annually. About 1 in 5 adults are 60 years or older which is similar to the rate observed in the state.

In the last decade, Twin Falls’ population has grown faster than the metro and state. Overall, household formation has been greater in Twin Falls than its comparison counterparts.

	Twin Falls	Twin Falls Metro Area	Idaho
Population	53,213*	118,253*	1,900,923*
Population Density	2,729/ sq mile*	46.9/ sq mile*	23 / sq mile*
Median Age	33.6	35.9*	37.3*
Population aged 20-39	30%	25%*	26%*
Population aged 40-59	21%	24%	23%
Population aged 60+	20%	21%	23%
Median Household Income	\$50,839	\$55,519*	\$66,474*
Owner-occupied housing	64%	70%*	72%*
Renter-occupied housing	36%	30%*	28%*

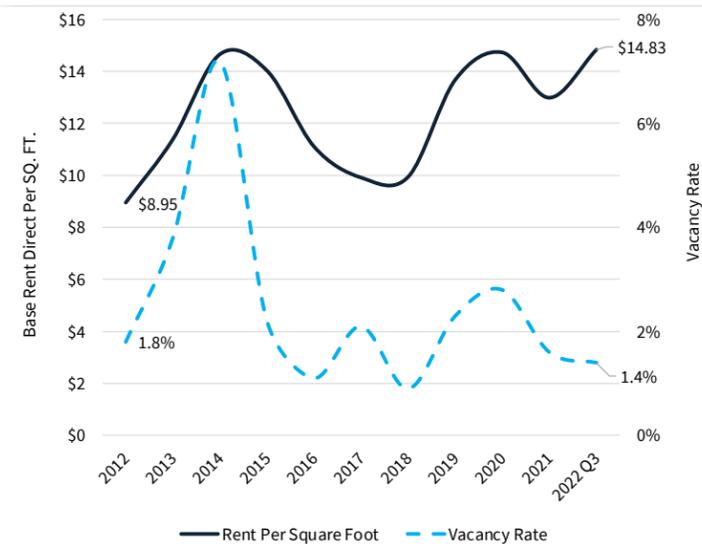
2010-2021 Percent Change	Twin Falls	Twin Falls Metro Area	Idaho
Population	20.6%*	15.4%*	14.9%*
Household	19.9%	15.4%*	13.9%

Source: ACS 2010 & 2020 5-year Estimates  
\*ACS 2021 1-year Estimates

## MARKET TRENDS

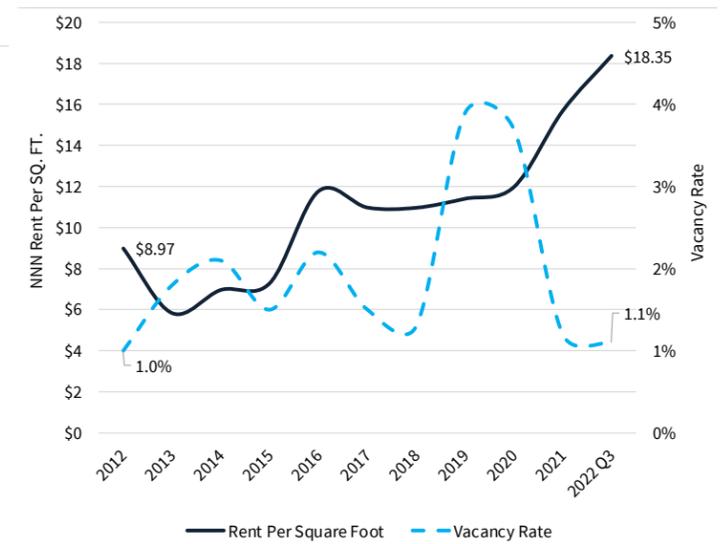
### Office

Generally, average per-square-foot rents have trended upward in the past decade. The office submarket in Twin Falls rebounded quickly after the COVID-19 pandemic in 2020 with average office rents of \$14.83 per square foot in 2022 Q3. Vacancies have remained low for several years and it is at 1.4 percent in 2022 Q3. Total vacancy below 5 percent and upward rent growth is indicate of a constrained market supply that will continue to drive near-term rent escalations and demand for office space in the area.



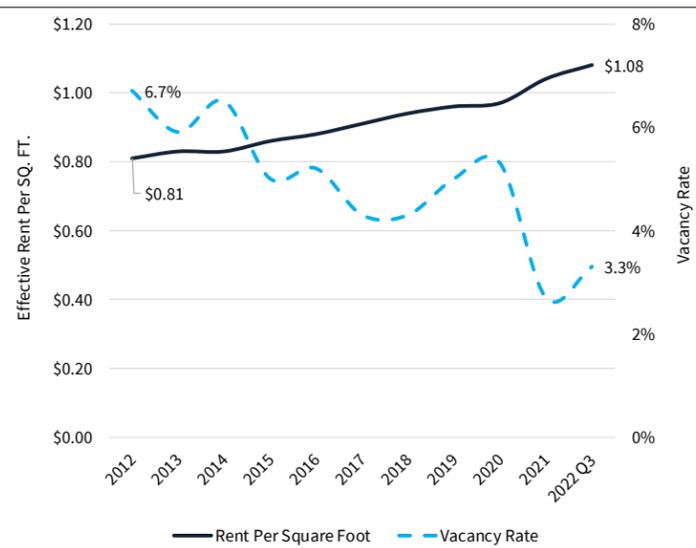
### Retail

The retail submarket has performed well with year-over-year rent escalation. Retail rents are at a decade-high of \$18.35 per square foot in 2022 Q3. Vacancies have remained low for a decade—which has fueled rent escalations. Low vacancies rates will continue to drive upward rent growth that could support new speculative retail construction. Market trends indicate a strong demand for retail in the Twin Falls area.



Multifamily Rental

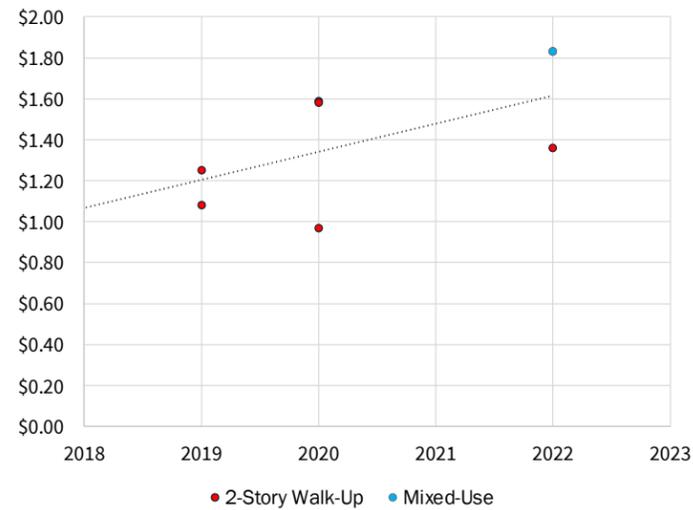
Average rents for rental residential has increased steadily in the past decade. Since the onset of the COVID-19 pandemic, rents have escalated double digits increasing 13 percent between 2019 and 2022 Q3. Vacancy rates have declined in the past decade to 3.3 percent in 2022 Q3. Market trends indicate a strong demand for multifamily units however, the observed citywide average rent per square foot of \$1.08 in 2022 Q3 is not support of new podium mixed-use residential product type.



Multifamily Rental – Recent New Construction

Rents for new rental residential construction in Twin Falls has varied greatly. Generally, rents have varied between \$0.97 to \$1.83 per square foot on average. Newer mixed-use residential product types are able to fetch higher premium rents of upwards of \$2.29 per square foot in 2022 Q3. These higher rents are supportive of newer mixed use residential developments in downtown Twin Falls.

Rents for new rental residential construction in Twin Falls has varied greatly. Generally, rents have varied between \$0.97 to \$1.83 per square foot. In the past decade, most new rental residential construction has been 2-story garden-style apartments. Most recently, Twin Falls received its first-ever mixed-use residential development in Downtown. This mixed-use development commands top-of-the-market premium rents averaging \$1.83 per square foot in 2022 Q3, with studios fetching up to \$2.29 per square foot.



Unit Type	2021	2022 YTD	Chg. Rent	% Chg.
Studio	\$2.23	\$2.29	0.06	3%
1-bed	\$1.38	\$1.42	0.04	3%
2-bed	\$1.39	\$1.44	0.05	4%
3-bed	\$1.11	\$1.20	0.09	8%

## OPPORTUNITY ZONE

Downtown Twin Falls north of the railroad lies within a federally designated Opportunity Zone. From the Idaho Department of Commerce:

*“Opportunity Zones are a community development program established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities. Private investment vehicles that place 90% or more of their funds into an Opportunity Zone can earn tax relief on the capital gains generated through those investments. Tax benefits increase the longer investments are in place.”*

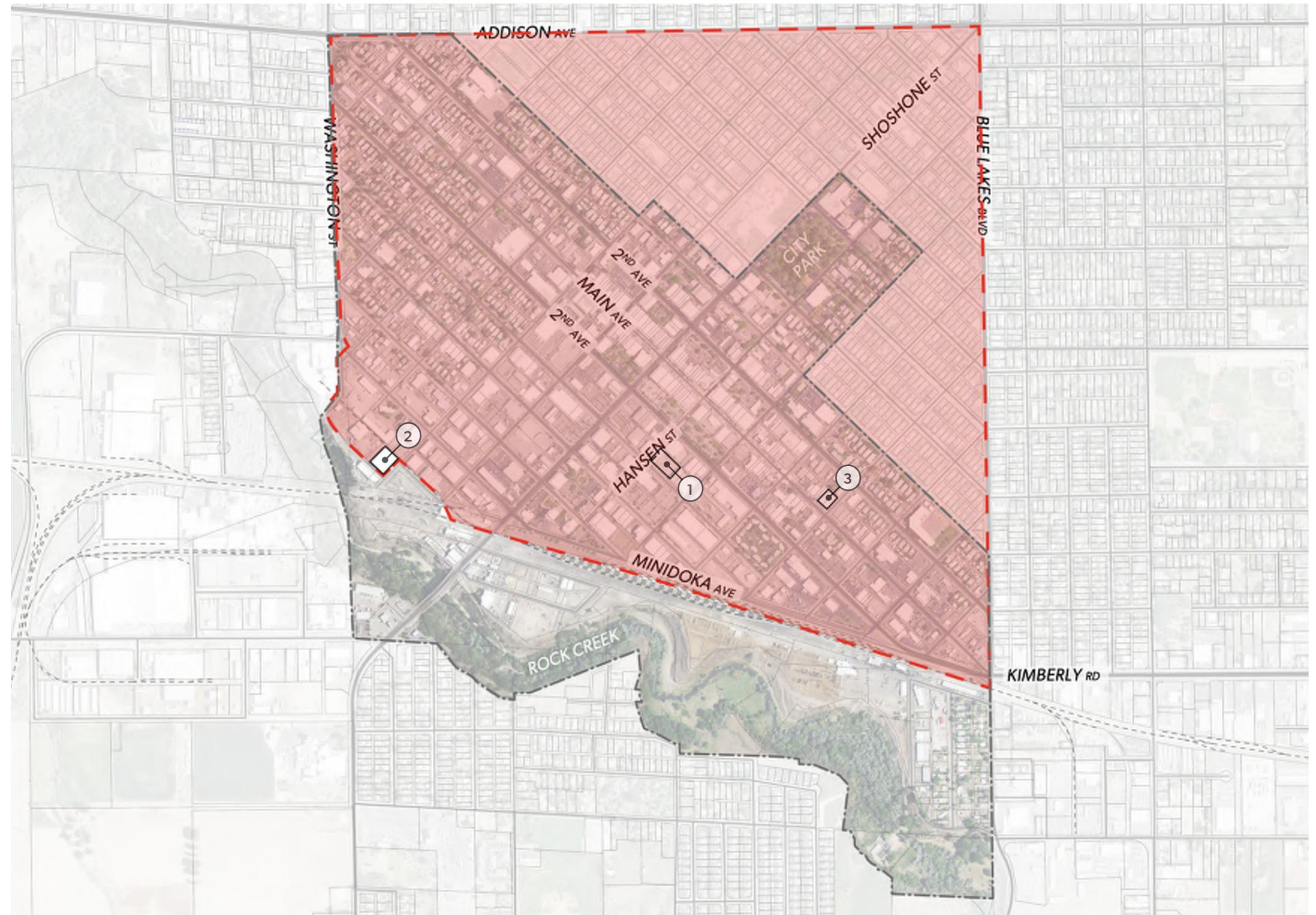
This program can be leveraged to encourage development Downtown, and has already aided several new businesses in establishing a Downtown presence, including 2nd South Market. Though the benefits of the Opportunity Zone can be applied to any property within the zone, three properties were identified by the Idaho Department of Commerce as prime investment sites:

1. 211 3rd Avenue South: vacant property permitted for residential along with light industrial/mixed-use
2. 702 Fairfield Street West: 42,000 sq. ft. warehouse with rail siding
3. 365 Main Avenue East: 0.28 acre corner lot ideal for office, retail or mixed use currently used for parking

For more information, please visit [commerce.idaho.gov](https://commerce.idaho.gov).

 Opportunity Zone

 Urban Renewal District boundary



## KEY TAKEAWAYS

At the conclusion of the Discovery Phase, the following observations were identified as key takeaways that were critical to the development of the Downtown Master Plan. These observations are based on a review of existing conditions, existing plans and policies, and initial public input.

Overall, there is a strong emphasis on the desire to preserve Twin Falls' agricultural heritage and small-town feel. A Downtown revitalization effort should build on and enhance these characteristics, rather than diminish them. In addition, there is a need for increased connectivity to and within Downtown. This includes a need for clear, safe, and attractive routes into Downtown for walkers, bikers, and drivers as well as attractive and walkable streetscapes supported by a well-communicated parking strategy. Taken together, these additions would help increase Downtown's attractiveness as both a local and regional destination.

Other emerging themes include a desire to enhance and increase access to Rock Creek; to preserve and reuse historical buildings Downtown; to continue building on the success of Main Street revitalization efforts; to add housing Downtown while maintaining housing affordability; to expand entertainment options Downtown; to increase trail connections from Downtown to parks, schools, and other area attractions; and to address safety and accessibility concerns over US-30 running through Downtown.

These key takeaways are summarized here.

### CULTURE & IDENTITY

Across planning documents and public surveys, one of the community's top concerns is maintaining the culture and identity of Twin Falls as the city grows. The way Twin Falls residents define and characterize that culture can vary, but some common themes that continue to resurface are the agricultural roots of the region and the small-town feel of the community. Preserving these characteristics will need to be a central tenet of the Downtown Master Plan. The good news is that focusing development in the Downtown core rather than on greenfield sites at the town's perimeter will go a long way towards preserving the agricultural surrounds of Twin Falls.

Residents have also pointed to the story of the town's founding as a farm-to-market community and the ingenuity of the irrigation system as good representations of the culture of Twin Falls. There is a strong work ethic, a deep respect for the land, and a broad appreciation for the region's unique natural features. These values, in addition to an entrepreneurial and adventurous spirit, define Twin Falls.

### ACCESSIBILITY

Getting to and around Downtown is a primary concern in Twin Falls. Current accessibility issues for drivers include hotspot intersections at the corners of Downtown, one-way streets limiting navigation, and a perceived lack of parking. A well-communicated parking strategy will be critical to the Downtown Master Plan. To that end, key opportunity sites for the addition of structured parking will need to be identified.

Improving walkability is another key concern as it will not only create a more vibrant Downtown but should also alleviate the demand for parking as it becomes easy and enjoyable to park once and walk between destinations. Residents would like to see the streetscape improvements along the core of Main Street expand throughout Downtown. Pedestrian crossing facilities should be considered at intersections along wide and busy streets like Shoshone and the 2nd Avenues.

US-30's presence in Downtown creates safety and accessibility concerns along the 2nd Avenues. The high-speed traffic and

wide right-of-way make crossing difficult and dangerous for pedestrians. This safety risk is heightened in front of Bickel and Lincoln Elementary Schools. Rerouting US-30 around Downtown should be a top priority as it is a physical and psychological barrier to current and future developments.

There is also a need for expanded bicycle facilities Downtown. City planning documents show a proposed shared bike lane along Hansen Street and Main Ave. A dedicated, protected bike lane along 2nd Ave N and 2nd Ave W should also be considered.

### HOUSING

Housing options in Downtown Twin Falls should be expanded. Urban housing adds to the vibrancy and viability of an active Downtown environment. Adding housing Downtown will also reduce development pressure on surrounding agricultural lands and make walkable, car-optional lifestyles possible.

There are several housing developments within the Downtown area that were recently completed, and more are on the way. Fifty units were constructed at the Main Ave Lofts building across from the Commons and have already been fully rented. Westerra Real Estate has added eleven luxury townhomes along City Park, and Galena plans to add twenty three-story townhomes at the north end of the park. Masqueray Apartments, an affordable housing complex with tuck-under parking, went in behind St. Edward's Catholic Church. The Twin Falls Housing Authority would like to add more affordable housing Downtown in the future. The College of Southern Idaho needs more housing options for students and believes privately developed student housing Downtown would be met with strong demand. Historic buildings along Main Street also provide an opportunity to add housing Downtown through second-floor loft renovations.

### RETAIL

Downtown offers an attractive retail environment distinct from car-based development along Blue Lakes Blvd. Current retail offerings along Main Street includes a number of boutique,

specialty, and second-hand stores. Retail space has performed well throughout the pandemic. New-build retail space Downtown is renting at approximately \$18/SF. Smaller retail spaces have been easier to find tenants for. Notably, there is a need for a downtown grocer of some kind, whether a bodega or a retailer like Trader Joe's. Adding more anchor retail stores along Main and 2nd Avenues will help build momentum for creating a walkable shopping district Downtown.

### ENTERTAINMENT

Survey results revealed a strong desire for more entertainment options Downtown. Current offerings include The Orpheum Theater, JumpTime Indoor Trampoline Park, Bearded Axe Axe-Throwing Gym, Gemstone Climbing Center, and The Lamphouse Theater. Residents would like to see more things for kids to do and more nightlife options. Ideas for a regional Magic Valley Museum were mentioned and plans to add a Children's Museum are currently underway. A need for a large regional events venue has also been expressed, such as a convention center, an amphitheater, or an arena.

### PARKS & RECREATION

Downtown Twin Falls would benefit from additional park space and expanded trail connections. Within the Downtown area are currently four public parks – City Park, the Commons, Dennis Bowyer Park, and Drury Park – comprising a total of 2.11 acres. Rock Creek Canyon sits just at the southern edge of Downtown and provides a unique natural setting that could be a huge draw for Downtown and a distinguishing feature of Twin Falls. Efforts should be made to restore Rock Creek and improve access into the Canyon. The potential of creating a destination park at the Rock Creek Canyon rim should continue to be explored. A direct connection from Rock Creek to Downtown should also be considered.

**VISION**

## GOALS

The following set of goals have been identified to help achieve the community's vision for a vibrant Downtown that accurately reflects the spirit and character of Twin Falls. These goals were developed from a review of public input, existing planning documents, and current conditions. Within each of these broader goals are opportunities for more defined actions that support this vision. The goals are not ranked in order of importance.

### REGIONAL CENTER

Establish Downtown Twin Falls as the social, economic, and cultural center of the region

### UNIQUELY TWIN FALLS

Preserve and promote the agricultural heritage and small-town feel of the community

### CANYON CONNECTIONS

Improve Downtown's connection to the region's unique natural features: Snake River and Rock Creek Canyons

### DOWNTOWN LIVING

Expand housing opportunities for a range of income levels Downtown

### VIBRANT STREETS

Establish a vibrant, walkable, mixed-use environment

### RECREATIONAL HUB

Attract tourists and new residents by capitalizing on the region's growing reputation as a destination for outdoor adventure

### ACCESS FOR ALL

Provide clear and safe routes to Downtown for drivers, bikers, walkers, and transit riders

# OPPORTUNITIES

Based on initial studies conducted during the Discovery phase of work, the following items have been identified as key opportunities in the development of Downtown. Each opportunity supports one or more goals identified for Downtown development.

## MAIN STREET EXPANSION

Expand Main Street shopping and street improvements to the ends of the Downtown/Old Towne edges.

## 2<sup>ND</sup> AVENUE SAFETY IMPROVEMENTS

Reduce safety hazards to bikers and pedestrians at 2nd Avenues and revert to two-way streets.

## HANSEN STREET ENHANCEMENT

Enhance Hansen Street to be an attractive, safe connection from City Park to Rock Creek.

## ROCK CREEK CONNECTION

Study ways to provide a direct pedestrian connection from Rock Creek to the center of Downtown.

## HOTEL & CONVENTION CENTER

Consider a hotel and conference center at Hansen Street end/Rock Creek.

## ROCK CREEK RESTORATION

Develop a plan for Rock Creek to become a healthy urban amenity with habitat value for people and wildlife.

## ROCK CREEK CANYON RIM PARK

Consider a large park along the rim of Rock Creek Canyon.

## CHARACTER NEIGHBORHOODS

Study character neighborhoods throughout Downtown based on existing culture, history and development patterns.

## SMALL TOWN CHARM

Develop a strategy for preserving the charming small town feel of Downtown/Old Towne while leveraging nearby sites for new mixed-use, higher density housing projects.

## PARKING STRATEGY

Develop a long term parking strategy for Downtown to address growth.

## ENTRY GATEWAYS

Develop a strategy for Downtown/Old Towne entry gateways, wayfinding, and graphics signage to promote walkability.

## HOUSING STRATEGY

Develop a strategy for expanding housing options Downtown, targeting a mix of housing typologies and a range of income levels.

# SUSTAINABLE DESIGN INITIATIVES

As Twin Falls develops, smart growth principles can be applied to ensure Downtown is sustainable and resilient in the face of future change. Creating a walkable, mixed-use Downtown goes a long way towards promoting lifestyles with reduced environmental footprints. Adding housing Downtown in addition to retail and employment centers makes car-optional lifestyles possible, as residents are able to walk or bike to their daily destinations. In addition to reducing vehicular dependency, sustainable development practices that help reduce Downtown's environmental impact are integrated into the master plan. Some of those features are highlighted here.



GREEN INFRASTRUCTURE



LOW CARBON DESIGN



COMPLETE STREETS



SILVA CELL TREE MANAGEMENT



TREE SELECTION TO MAXIMIZE CARBON SEQUESTRATION



INCREASING BIKE INFRASTRUCTURE



STORMWATER FILTRATION



DESIGN FOR LOCAL ECOLOGY



PEDESTRIAN FRIENDLY STREETS



DARK SKY INITIATIVE



RECYCLED MATERIALS



FUTURE TRANSIT RECOMMENDATIONS

# RECOMMENDATIONS

Building off the goals and opportunities identified for Twin Falls, the following recommendations can be made to guide Downtown development. In the next pages, recommendations are provided for the following:

- Main Street Extension
- Streetscape Hierarchy
- Streetscape Enhancements
- Streetscape Enhancements Priority Plan
- Parking Strategy
- Parks + Open Space Network
- Rock Creek Enhancements
- Character Neighborhoods
- Zoning and Utilities

The intent of these recommendations is to provide an actionable plan to guide city decisions towards the achievement of the community's vision for Downtown Twin Falls.

## MAIN STREET EXTENSION



**MAIN STREET EXTENSION**  
Main Street serves as the heart and soul of Twin Falls. As Downtown grows, there is opportunity to extend the energy of Main Street into surrounding areas. This extension plan outlines street types and recommendations for each right-of-way. Main Street will be extended from 2nd Avenue to 4th Avenue, with a new section between 2nd and 3rd Avenues. The 2nd Avenue section will be extended from 2nd Avenue to 3rd Avenue, with a new section between 2nd and 3rd Avenues. The 3rd Avenue section will be extended from 3rd Avenue to 4th Avenue, with a new section between 3rd and 4th Avenues. The 4th Avenue section will be extended from 4th Avenue to 5th Avenue, with a new section between 4th and 5th Avenues.

## STREETSCAPE HIERARCHY



**STREETSCAPE HIERARCHY**  
A successful downtown requires a range of street conditions, offering various traffic volumes and pedestrian and bicycle travel options. This hierarchy plan outlines street types and recommendations for each right-of-way. The hierarchy includes: Main Avenue (Arterial Street), Downtown Main Street (Collector Street), Main Street (Local Street), and 2nd Avenue (Local Street).

## STREETSCAPE ENHANCEMENTS



## STREETSCAPE ENHANCEMENTS PRIORITY PLAN



**STREETSCAPE ENHANCEMENTS PRIORITY PLAN**  
The Streetscape Enhancements Priority Plan breaks down the streetscape enhancement projects into three sections and identifies the priority areas. Enhancements to the core area of the 2nd Avenue and Hansen Street through the Warehouse District are high priority. Enhancements to the core area of the 3rd Avenue and Hansen Street through the Warehouse District are medium priority. Enhancements to the core area of the 4th Avenue and Hansen Street through the Warehouse District are low priority.

## PARKING STRATEGY

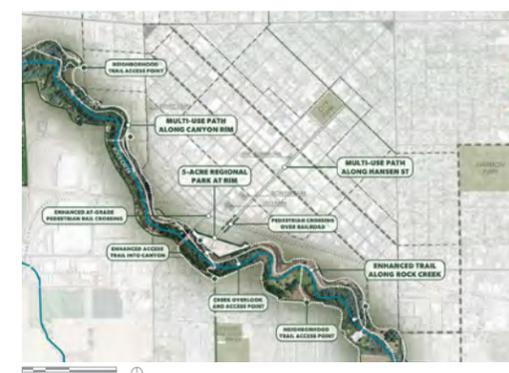


**PARKING STRATEGY**  
Cities with vibrant downtowns are designed for people rather than cars, a prioritization that helps create an attractive place where people want to spend time. An effective parking strategy ensures convenient access to downtown destinations without compromising the pedestrian experience. The parking strategy should have a mix of parking options for different types of users and destinations. The parking strategy should have a mix of parking options for different types of users and destinations.

## PARKS + OPEN SPACE NETWORK

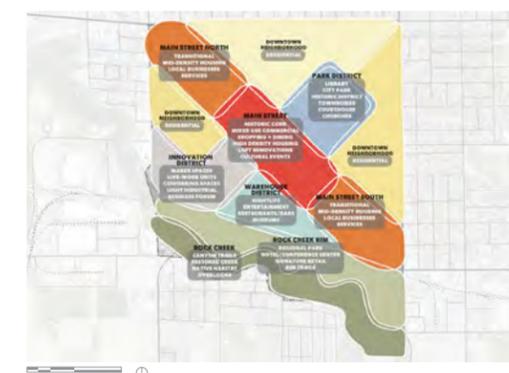


## ROCK CREEK ENHANCEMENTS



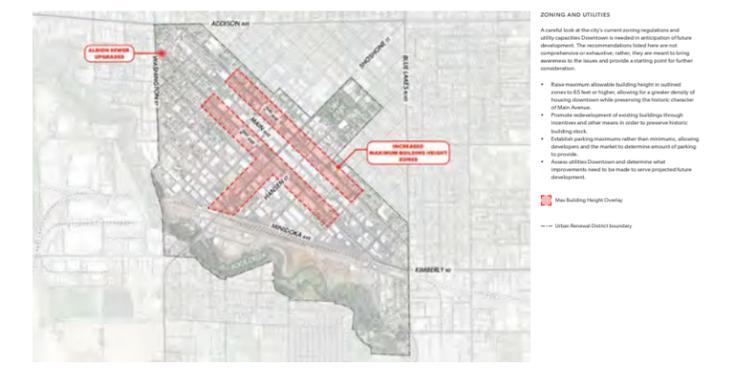
**ROCK CREEK ENHANCEMENTS**  
Rock Creek Canyon provides a scenic landscape feature in close proximity to Downtown. Enhancing Rock Creek and expanding access to the canyon will help Twin Falls become a regional and even national destination. The plan includes: Enhanced Trail Access Point, Enhanced Trail Access Point, and Enhanced Trail Access Point.

## CHARACTER NEIGHBORHOODS

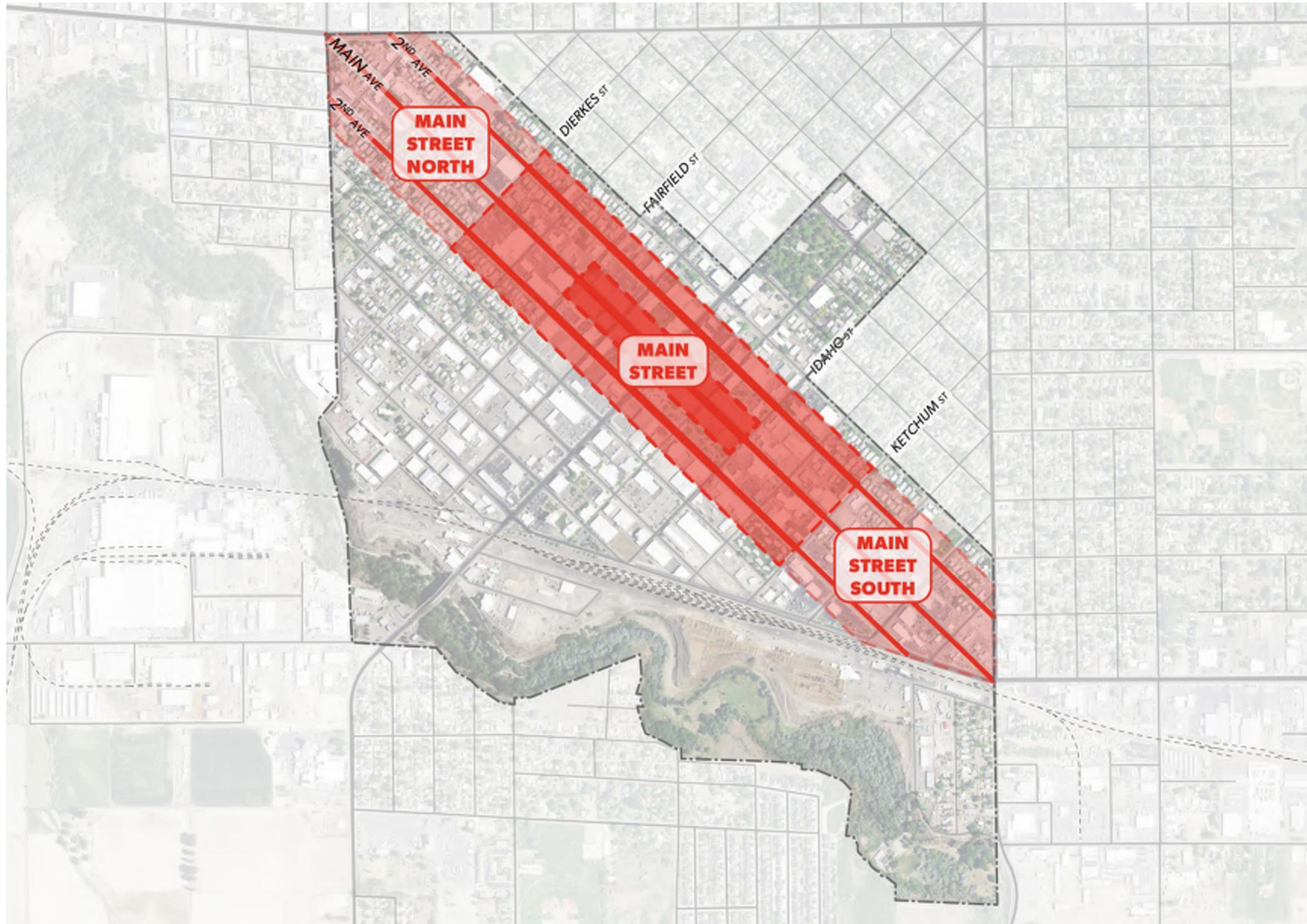


**CHARACTER NEIGHBORHOODS**  
Downtown Twin Falls encompasses a variety of neighborhoods, each with its own unique character. The development of these neighborhoods should be done in a way that respects their unique character. The plan includes: Main Street North, Main Street South, and Rock Creek.

## ZONING AND UTILITIES



**ZONING AND UTILITIES**  
A careful look at the city's current zoning regulations and utility infrastructure is needed to support future development. The plan includes: Building Height, Building Height, and Building Height.

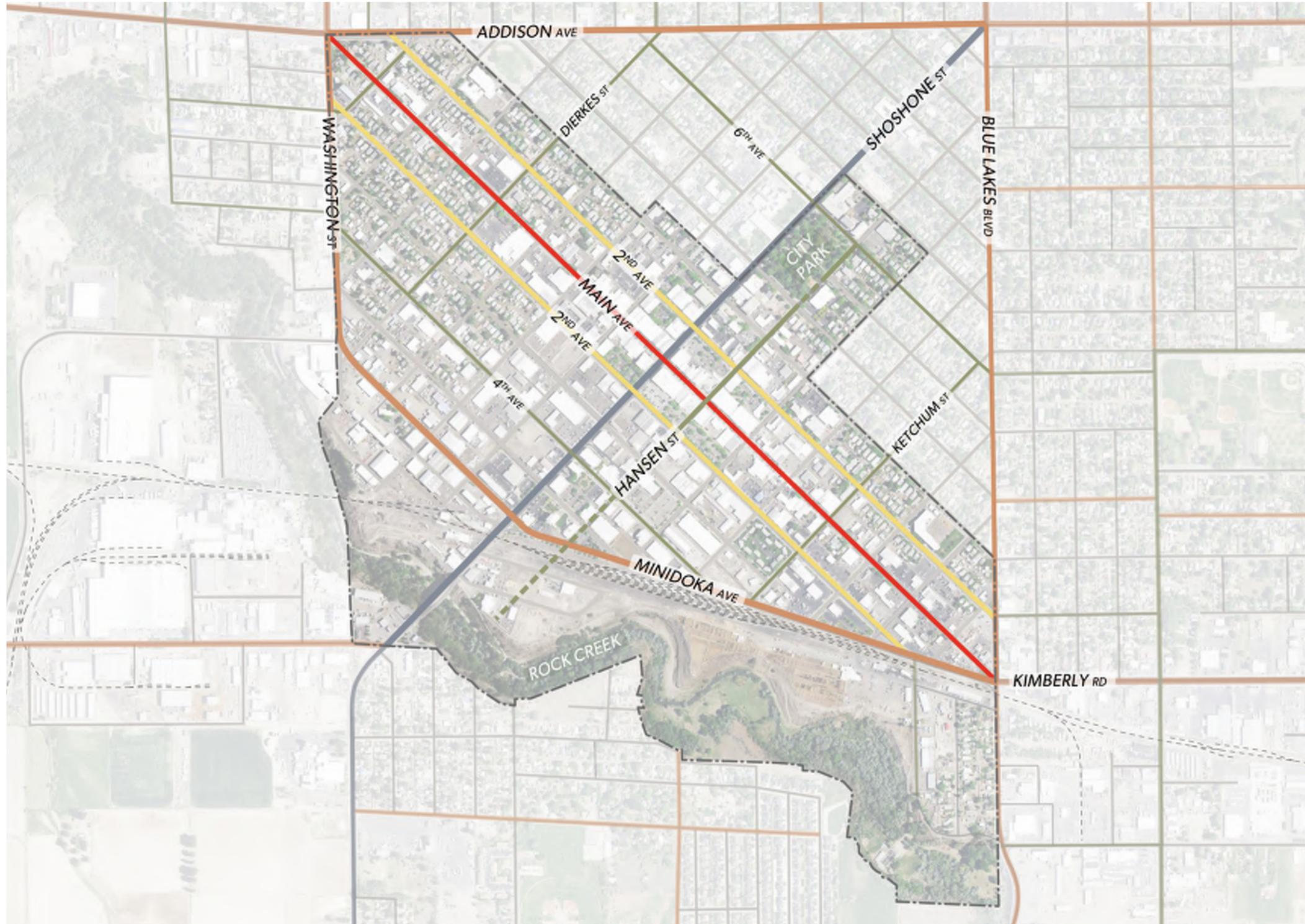


**MAIN STREET EXTENSION**

Main Street serves as the heart and soul of Twin Falls. As Downtown grows, there is opportunity to extend the energy of Main Street while maintaining a density of activity. The current four-block core along Main Avenue can be extended an additional two blocks at either end, creating an eight-block core from Dierkes Street to Ketchum Street. The 2nd Avenues can support this density of activity by continuing to provide retail and service opportunities on the ground floor but with an increased focus on providing Downtown housing above. As Main Avenue approaches the northwest and southeast termini, this pattern continues but at a smaller scale with reduced density.

-  Existing Main Street Core
-  Extended Main Street Core
-  Lighter Density Main Street Extensions
-  Urban Renewal District boundary





**STREETSCAPE HIERARCHY**

A successful downtown features a range of street conditions, focusing vehicular traffic on some and pedestrian and bicycle travel on others. This Streetscape Hierarchy plan outlines street types and recommended features along each right-of-way. Main Ave will remain a pedestrian-focused environment, with streetscape enhancements eventually extending to the street's termini. Pending coordination with ITD and the reconfiguration of US-30, the 2nd Avenues will transition to pedestrian- and bike-focused streetscapes lined with mixed use development. Hansen will become a park-like festival street, while Shoshone will maintain its focus on vehicular travel.

- Main Ave Historic Retail Street
  - travel lanes: 2 (1 in each direction)
  - parking: angled
  - features: expanded sidewalks, planting strips
- 2nd Ave Mixed Use Street
  - travel lanes: 2 (1 in each direction)
  - parking: parallel
  - features: sidewalks, protected bike lanes, planting strips
- Shoshone Street (State Highway 74)
  - travel lanes: 4 (2 in each direction)
  - parking: none
  - features: expanded sidewalks, planters
- Hansen Green Street
  - No Vehicular Access
  - travel lanes: 2 (1 in each direction)
  - parking: none
  - features: linear plaza/park
- Bike-Friendly Street
  - travel lanes: 2 (1 in each direction)
  - parking: parallel
  - features: shared vehicle/bicycle lanes
- Arterial Street
- Collector Street
- Local Street
- - - Urban Renewal District boundary



Existing Conditions on Main Ave



Main Ave Enhancements from Fairfield St to Jerome St



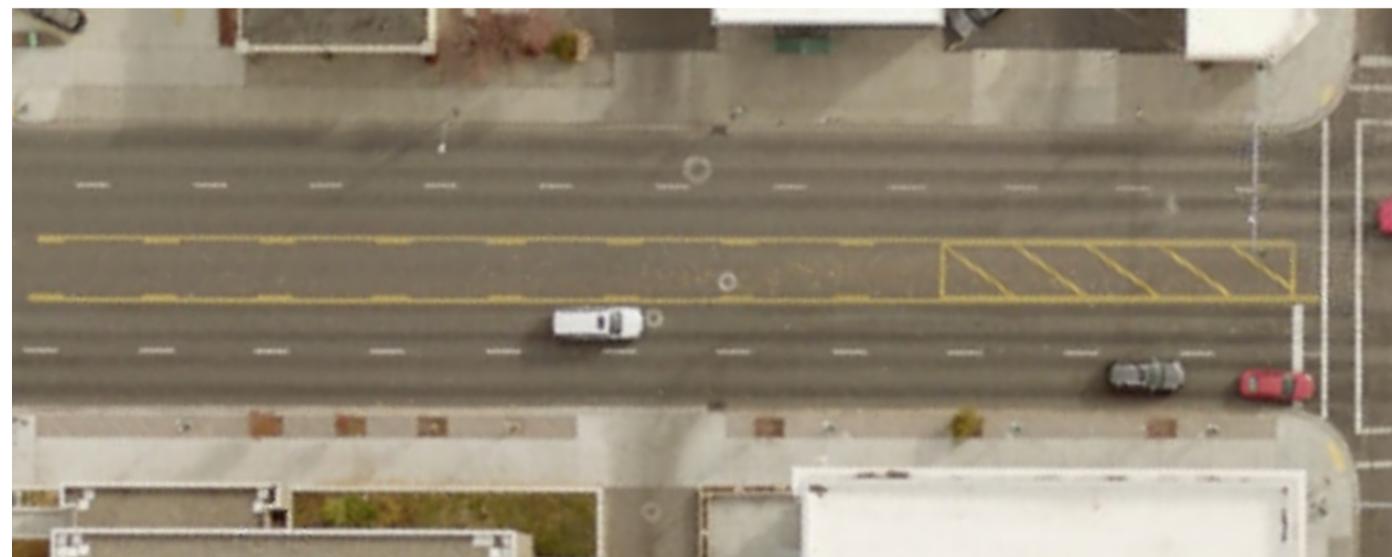
**STREETSCAPE ENHANCEMENTS  
ON MAIN AVE (90' ROW)**

Streetscape enhancements made to the core of Main Avenue have successfully revitalized the five-block strip of Downtown from Fairfield Street to Jerome Street. The addition of curb extensions, expanded sidewalks, street trees and planting beds, flower baskets and seasonal displays, coordinated signage and banners, street furniture and lighting, specialty paving, outdoor plaza and patio space, and a curbside design have all served to make Main Avenue a safe, comfortable, and attractive Downtown environment. As Downtown grows and development opportunities expand beyond the five-block core, streetscape enhancements in the core should be extended to Main Avenue's termini.

Existing Conditions on Shoshone St



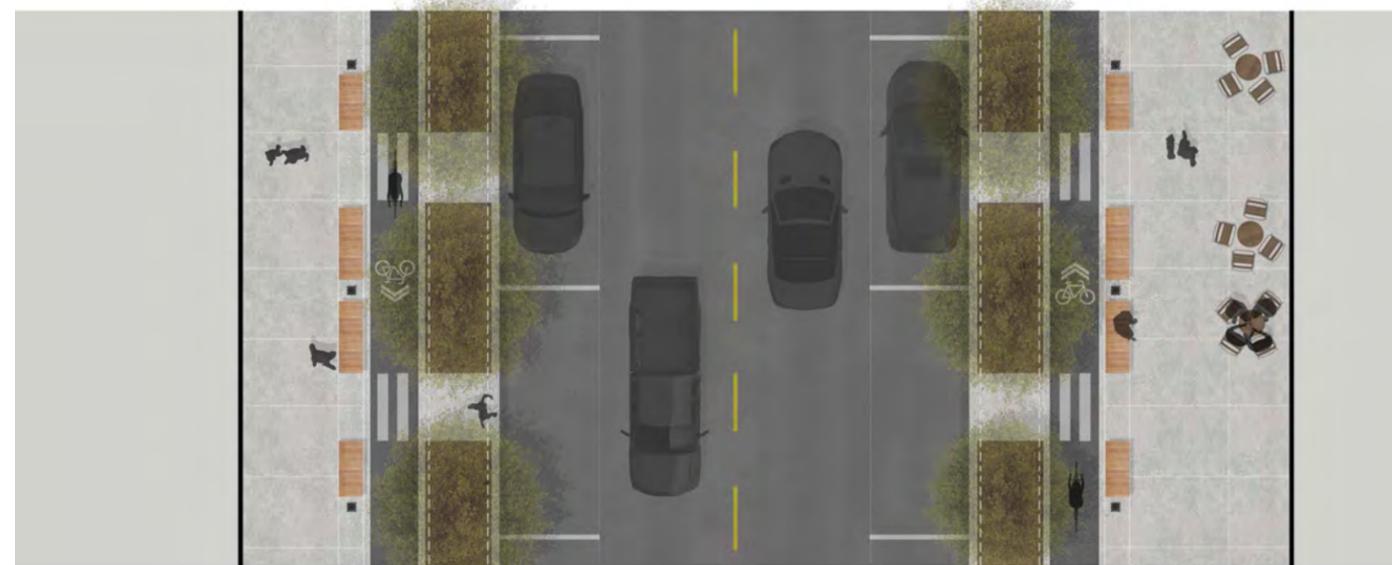
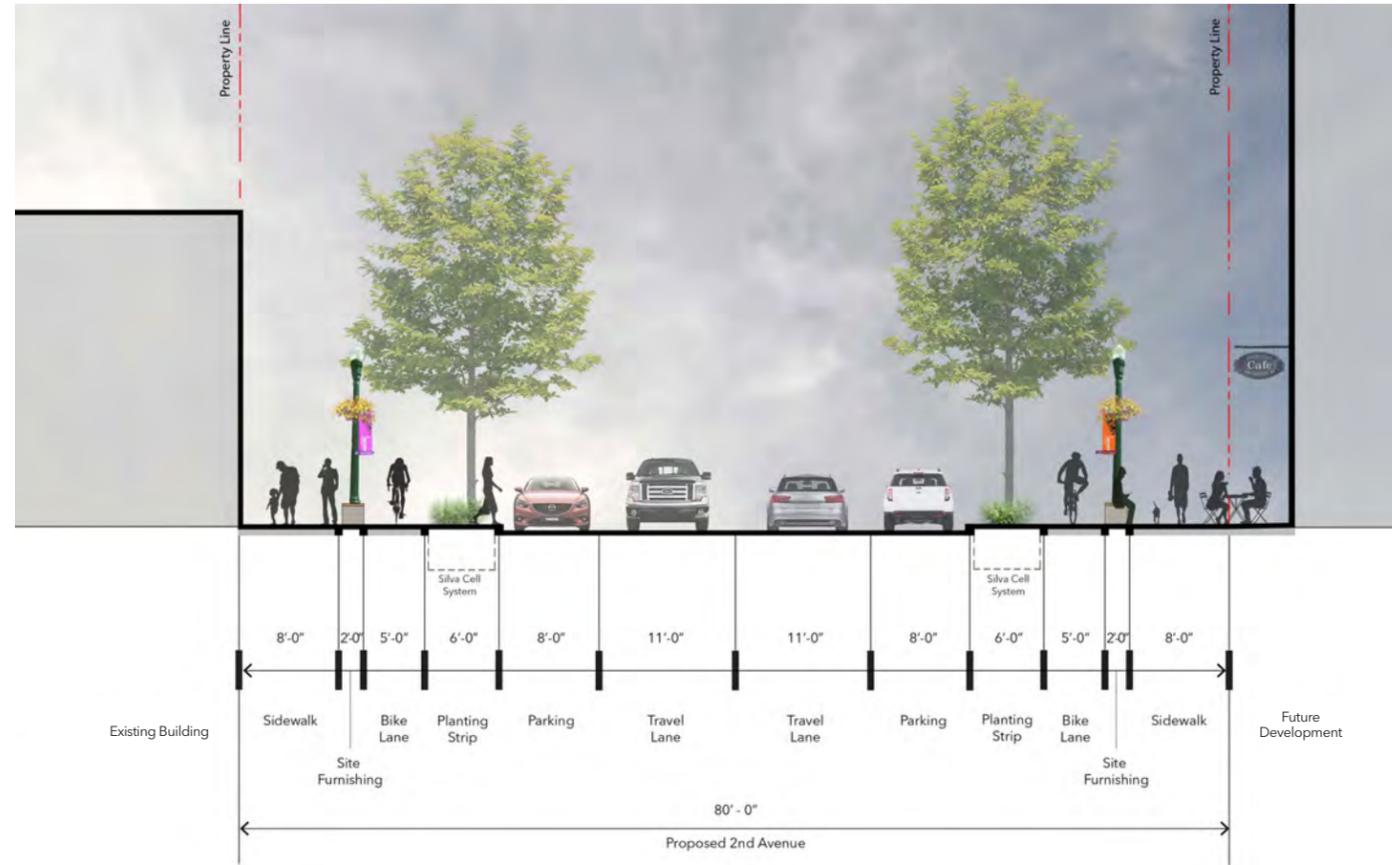
Shoshone St Enhancements from 2nd Ave N to 4th Ave N



**STREETScape ENHANCEMENTS  
ON SHOSHONE STREET (90' ROW)**

Shoshone Street is a critical north-south connector for both vehicles and pedestrians and serves as the introduction to Downtown for many. Shoshone currently carries the bulk of vehicular traffic moving north-south through Twin Falls along ID-74. The 90' right-of-way is dedicated to sidewalks, 4 travel lanes (2 in each direction) and a center turning lane. Sections of Shoshone Street through Downtown have received streetscape enhancements while others have not. This plan recommends the streetscape enhancements found along Shoshone Street in front of Milner's Gate between Main and 2nd Ave N should be extended to the rest of Shoshone Street through Downtown. These enhancements include the addition of expanded sidewalks, curb extensions for improved crossings, street trees and planting beds, coordinated street lighting, banners and signage, and seasonal displays.

Existing Conditions on 2nd Ave N/E



**STREETScape ENHANCEMENTS  
ON 2ND AVE (80' ROW) - FULL REMODEL**

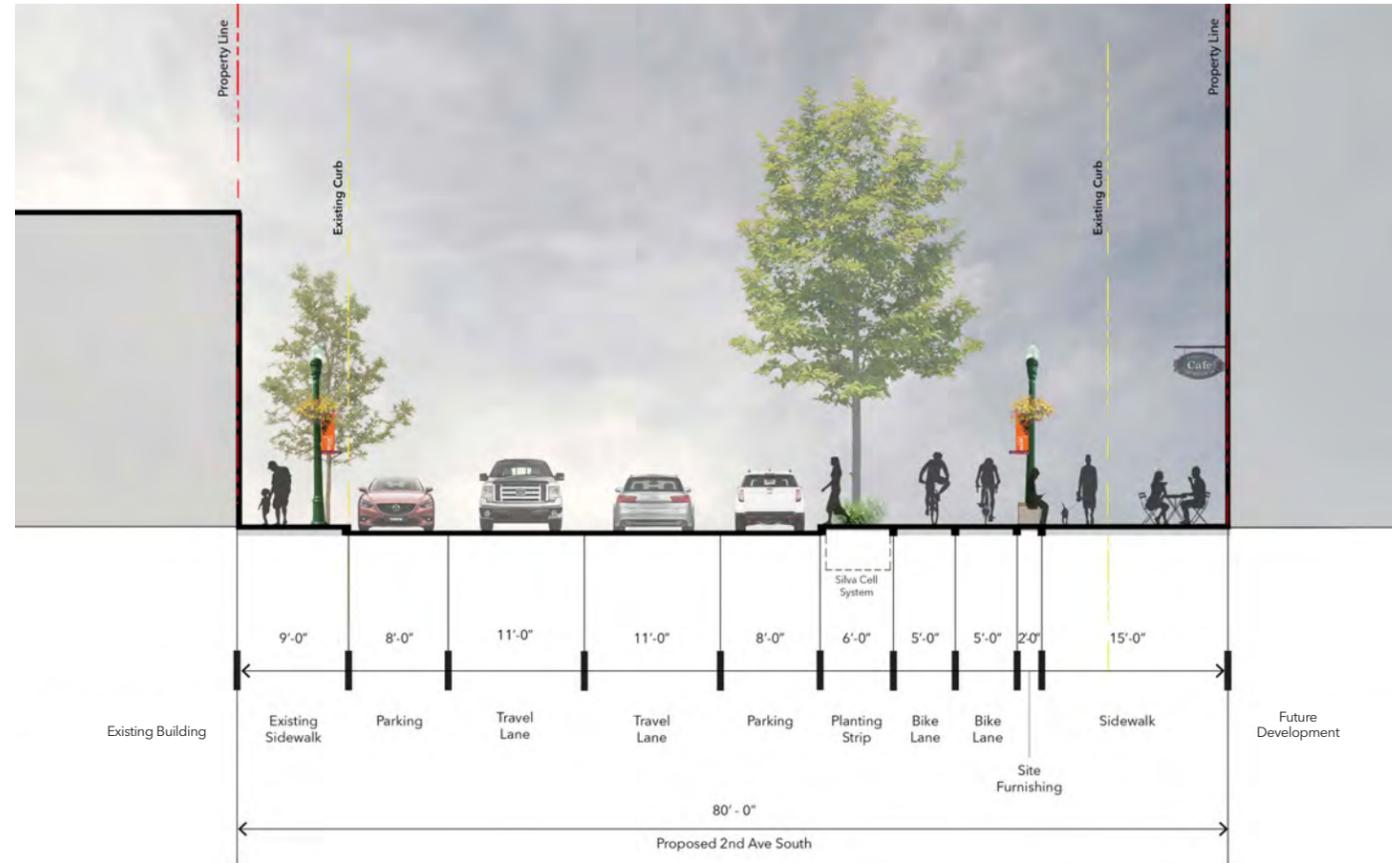
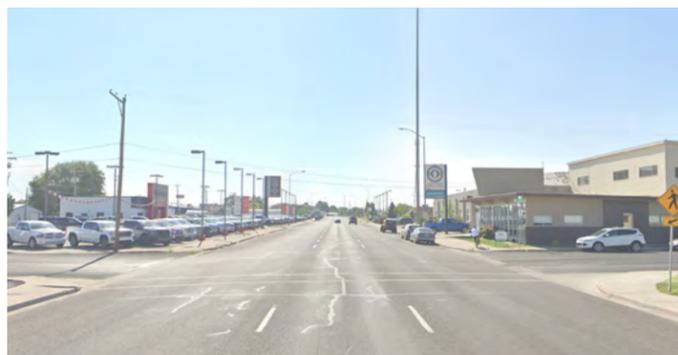
Downtown activity and development is currently focused on Main Avenue, bounded to the north and south by US-30 on the 2nd Avenues. The 2nd Avenues are wide one-way streets running in a couplet through Downtown Twin Falls on either side of Main Avenue. The 2nd Avenues' 80' right-of-ways are currently dedicated to three travel lanes with parallel parking and sidewalks on either side. Crossing the 2nd Avenues is a challenge due to the wide roadway, fast traffic speed, and limited pedestrian crossing facilities. As such, expanding a vibrant, walkable Downtown environment beyond Main Ave has been a challenge. Streetscape enhancements to the 2nd Avenues are a critical element of the Downtown Master Plan and will serve as an important catalyst for further Downtown development.

Shown here is a complete remodel of the 80' right-of-way. Two 11' travel lanes, one in either direction, carry vehicular traffic at a reduced speed. Parallel parking lines both sides of the street and provides convenient access to businesses while also acting as a buffer between vehicles and pedestrians. 6" curbs and 6' planting strips separate the roadway from 5' protected bike lanes on both sides of the street. A 2' strip for site furnishings such as streetlights and benches divides the bike lane from the 8' sidewalk.

REFERENCE: Protected Bike Lane, Blanchard Street



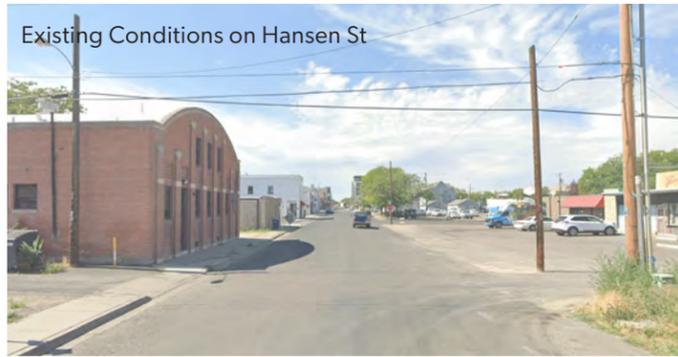
Existing Conditions on 2nd Ave S/W



**STREETScape ENHANCEMENTS  
ON 2ND AVE (80' ROW) - PARTIAL REMODEL**

This partial remodel of the 80' right-of-way is meant to provide an alternative option for streetscape enhancements on the 2nd Avenues. This design is based on one side of the street remaining largely unimproved while the other side features an expanded sidewalk, a 2' strip for street furnishing, two 5' bike lanes traveling in either direction, and a 6' planting strip. The roadway configuration remains the same as shown in the full remodel with two 11' travel lanes (1 in each direction) lined with parallel parking. Enhancements to the existing sidewalk in the form of additional street trees, furnishings, planters, and seasonal displays are recommended.

Existing Conditions on Hansen St



**STREETSCAPE ENHANCEMENTS ON HANSEN ST (60' ROW)**

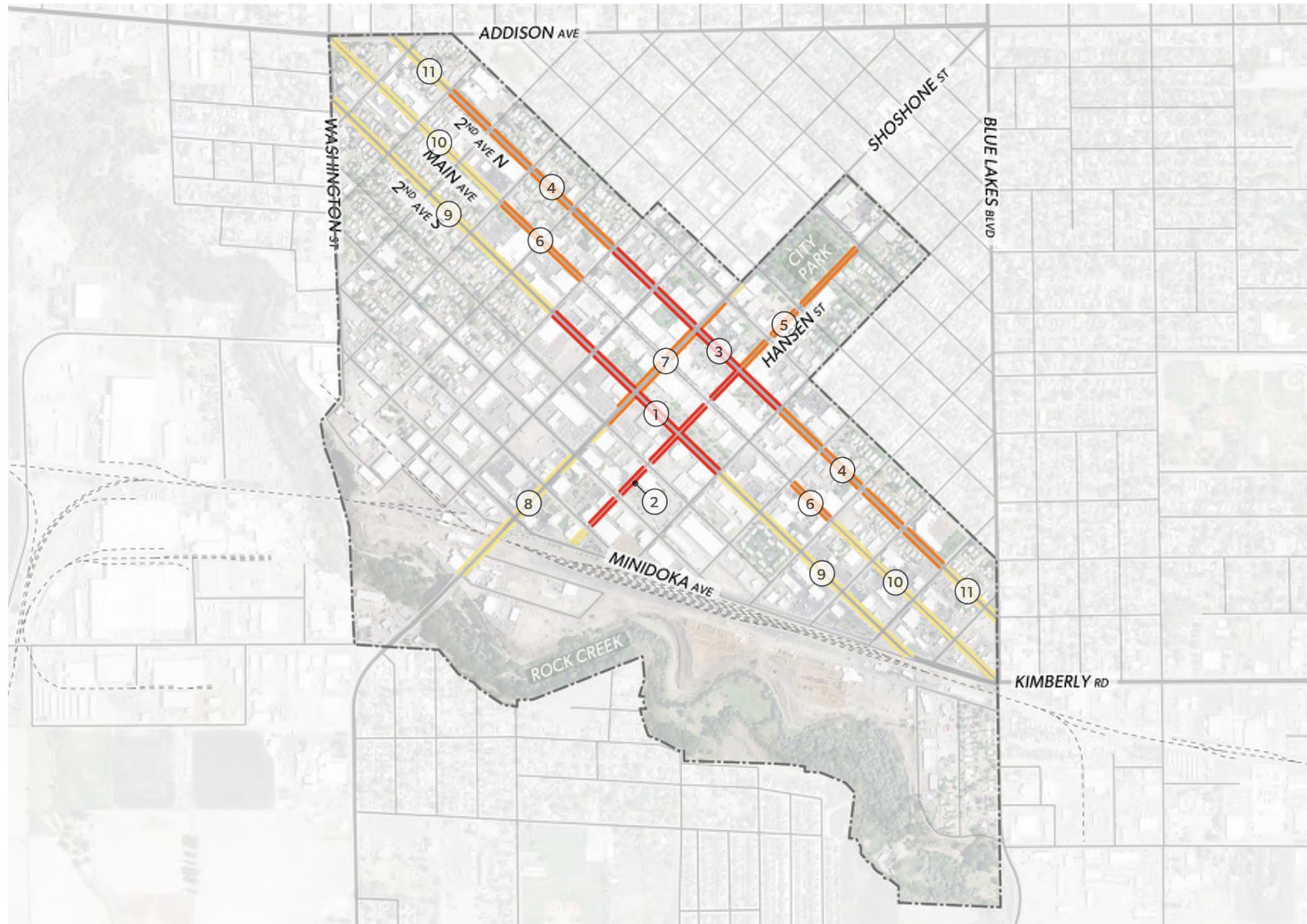
Streetscape enhancements on Hansen transform the 60' right-of-way into a park-like festival street, creating a unique urban environment in Downtown Twin Falls. Traversing from City Park all the way to Rock Creek with the addition of a new pedestrian bridge, Hansen Street becomes a signature feature of Downtown and an attractive destination for retail and hospitality-oriented development Downtown. These Hansen Street enhancements follow the design principles of a *woonerf*, a type of street that facilitates both slow vehicular traffic and pedestrian and bicycle travel within the same lane. A curbsless design allows the entire right-of-way to function as a seamless plaza, while planting strips and raised planters help to define the street and limit vehicular access to the two 11'-wide shared travel lanes. The design is flexible to allow or restrict vehicle access according to the changing needs of the community. Vehicle access can be restricted through the use of retractable bollards at intersections. The gently meandering curves of the travel lanes discourage fast travel and signify a pedestrian-focused environment.

REFERENCE: Pearl Street, Boulder



REFERENCE: Grove Street, Boise (Basque Block)





**STREETScape ENHANCEMENTS PRIORITY PLAN**

The Streetscape Enhancements Priority Plan breaks down the streetscape enhancement projects into phaseable sections and identifies the priority of each. Enhancements to the core area of the 2nd Avenues and Hansen Street through the Warehouse District are high priority, as these enhancements will go the furthest towards improving safety and promoting development Downtown. Extending improvements along Main Ave to the edge of the expanded 8-block core is a secondary priority, as is extending streetscape enhancements along 2nd Ave N to reach Lincoln and Bickel Elementary Schools. Creating a cohesive and enhanced streetscape along Shoshone Street within the core and extending Hansen Street enhancements to City Park are also secondary priorities and will help create a complete and robust Downtown Streetscape. As development continues, low priority streetscape enhancements can be extended to the edges of the Downtown district boundary, improving safety and walkability throughout Downtown Twin Falls.

- High Priority Streetscape Enhancements
  1. 2nd Ave S Core
  2. Hansen St S
  3. 2nd Ave N Core
- Medium Priority Streetscape Enhancements
  4. 2nd Ave N Schools Extension
  5. Hansen St N
  6. Main Ave Core
  7. Shoshone Core
- Low Priority Streetscape Enhancements
  8. Shoshone Extensions
  9. 2nd Ave S Extensions
  10. Main Ave Extensions
  11. 2nd Ave N Extensions
- Urban Renewal District boundary



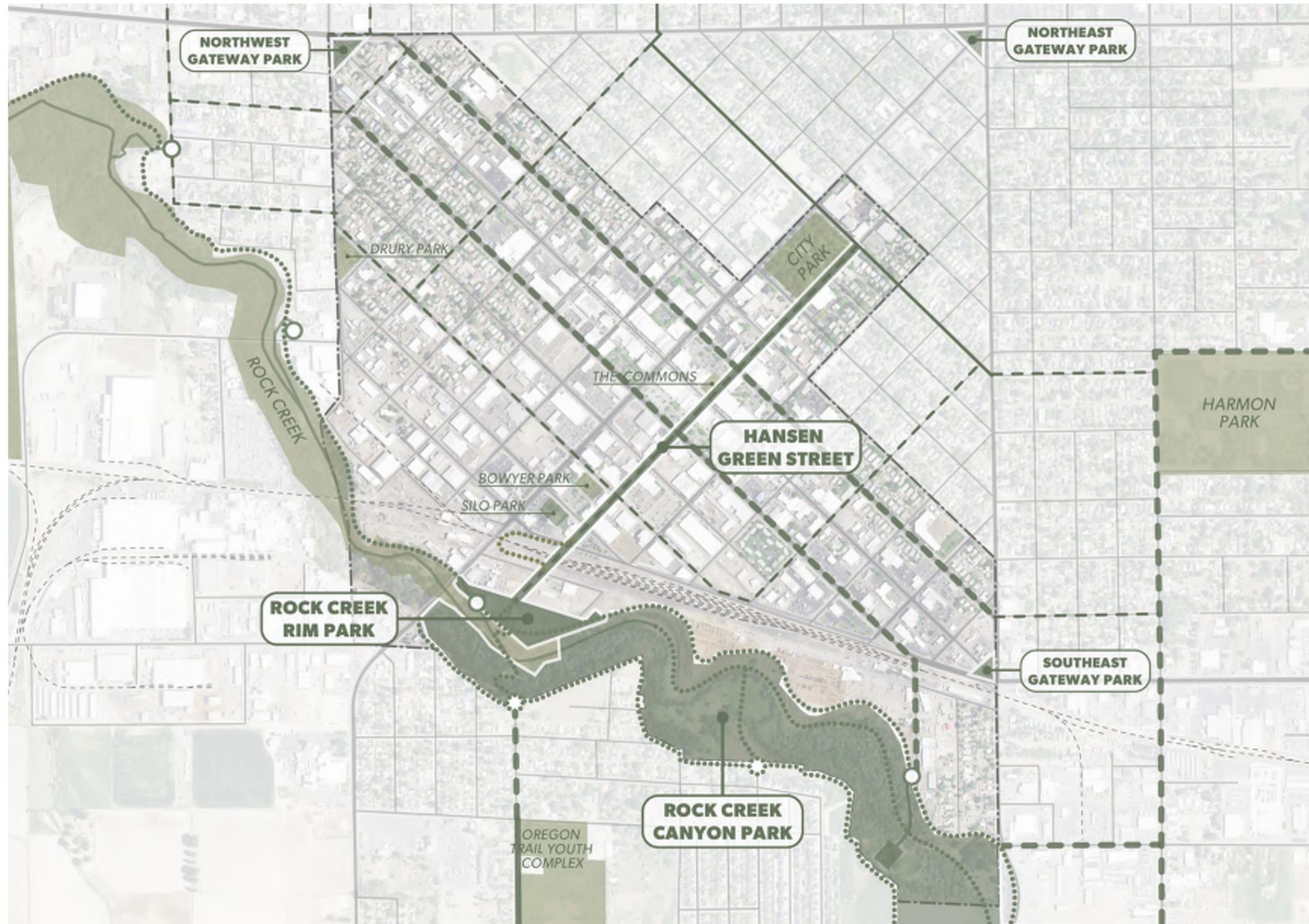


**PARKING STRATEGY**

Cities with vibrant downtowns are designed for people rather than cars, a prioritization that helps create an attractive place where people want to spend time. An effective parking strategy ensures convenient access to downtown destinations without compromising the pedestrian experience. The parking strategy shown here leverages street parking for quicker visits and consolidates existing surface lots into structured parking in close proximity to the Main Ave core. This will enhance the attractiveness and walkability of Downtown while providing clear and accessible parking options for Downtown drivers. Providing comfortable and attractive pedestrian connections and clearly communicating this parking strategy with wayfinding signage will enhance the Downtown visitor experience.

- Proposed Structured Parking
- Existing Surface Lots
- Angled Street Parking
- Parallel Street Parking
- Urban Renewal District boundary





**PARKS + OPEN SPACE NETWORK**

The Downtown Parks and Open Space Plan builds on existing park offerings Downtown and proposes a number of enhancements with increased park-to-park connections. This plan details Hansen Street as a park-like street connecting Rock Creek, Main Avenue, and City Park. A new 5-acre regional park sits on the canyon rim at Rock Creek, and an expanded Rock Creek Canyon Park extends the current trail system through the canyon. Gateway Parks provide an opportunity to create signature entries to Downtown that help define the character and identity of Twin Falls.

- Proposed Park
- Existing Park
- Proposed Dedicated Bike Lane
- Existing Dedicated Bike Lane
- Proposed Shared Bike + Vehicle Lane
- Existing Shared Bike + Vehicle Lane
- Proposed Multi-Use Path
- Existing Multi-Use Path
- Proposed Canyon Access Point
- Existing Canyon Access Point
- Urban Renewal District boundary



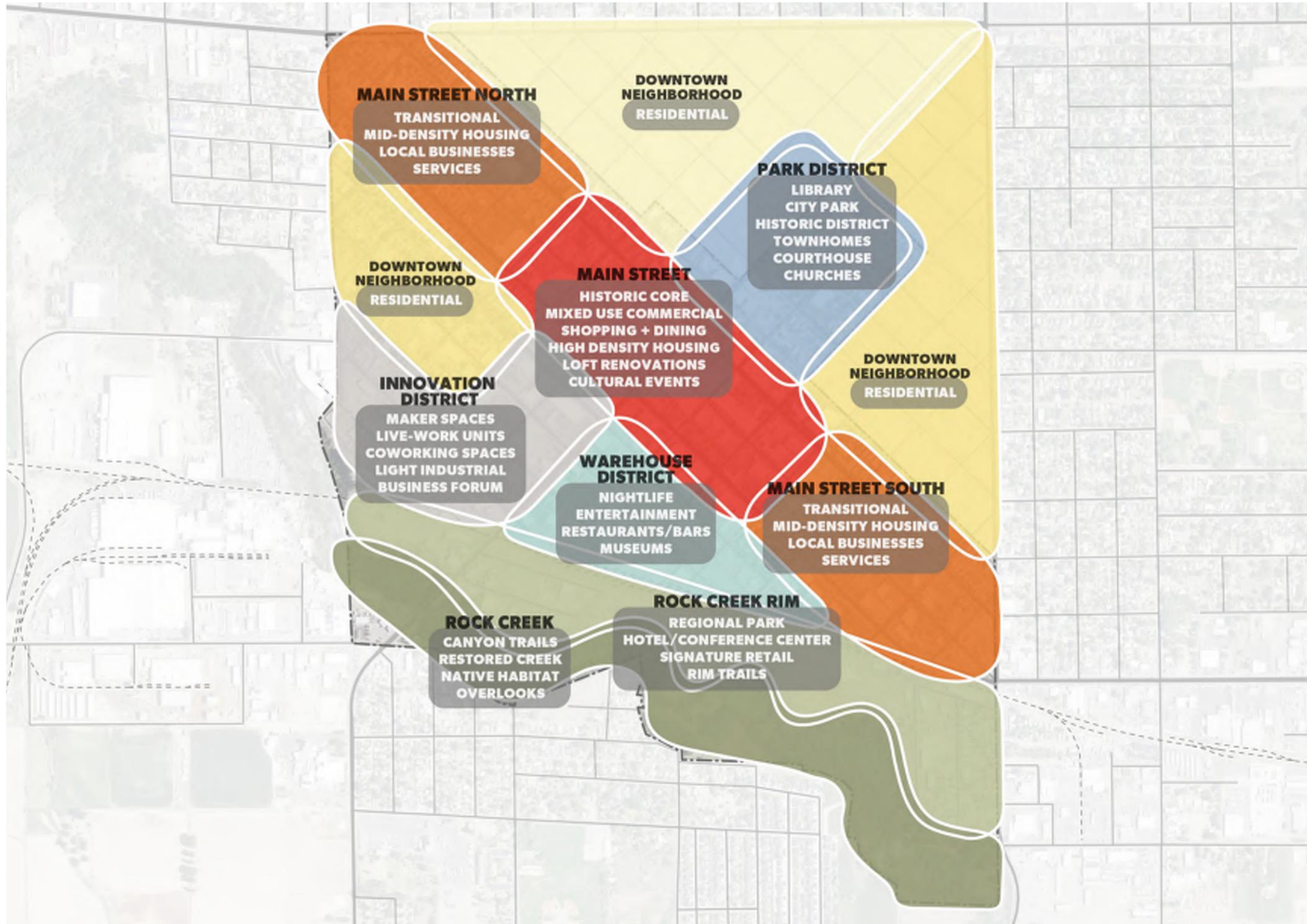


**ROCK CREEK ENHANCEMENTS**

Rock Creek Canyon provides a dramatic landscape feature in close proximity to Downtown. Restoring Rock Creek and expanding access to the canyon will help turn Rock Creek into a unique urban amenity that increases Downtown’s draw as a regional and even national destination.

- Proposed Rock Creek Park Boundary
- Proposed Park
- Existing Park
- Proposed Dedicated Bike Lane
- Existing Dedicated Bike Lane
- Proposed Shared Bike + Vehicle Lane
- Existing Shared Bike + Vehicle Lane
- Proposed Multi-Use Path
- Existing Multi-Use Path
- Proposed Canyon Access Point
- Existing Canyon Access Point
- Urban Renewal District boundary





**CHARACTER NEIGHBORHOODS**

Downtown Twin Falls encompasses a mixture of neighborhoods, each with their own unique character. The distinctiveness of neighborhoods allows them to have complementary, rather than competing, identities. These identities can be expressed through an emphasis on specific land uses and a novel look and feel for each neighborhood that increases a distinctive sense of place for Downtown Twin Falls.

**MAIN STREET** is the center of Downtown and includes the highest density of retail and residential use. Historic shopfronts line Main Ave and are complemented by high density mixed-use development along 2nd Avenues.

**MAIN STREET NORTH/SOUTH** continue the retail and residential focus of Main Street but at a reduced scale and density. Townhomes, services, and transitional uses are found here.

**WAREHOUSE DISTRICT** is an emerging entertainment district with parks, restaurants, bars, venues, and unique entertainment options like axe-throwing and rock climbing gyms. Historic warehouse buildings are repurposed and, in conjunction with a park-like Hansen Street, give this neighborhood its distinctive character.

**PARK DISTRICT** centers on Twin Falls City Park and the surrounding civic buildings including the court house, library, and historic churches. It maintains its reputation as a stately neighborhood while adding increased housing options in this green, leafy district.

**INNOVATION DISTRICT** provides a centralized location for growing and attracting innovative new businesses to Twin Falls. Coworking spaces, startup hubs, and a business forum provide opportunities for collaboration. Creative studios, maker spaces, and cottage industries add to the culture and character of the district.

**DOWNTOWN NEIGHBORHOODS** are existing residential areas with primarily single-family dwellings and a large number of historic homes. These neighborhoods will be preserved and restored, providing great places to live within walking distance of downtown.

**ROCK CREEK RIM** is a new Downtown destination with a five-acre regional park, hotel and conference center, and signature retail. The park and accompanying development take in views of the canyon and a feature pedestrian bridge crosses the railroad at Hansen St.

**ROCK CREEK** is a recreational oasis in the center of Twin Falls. Multi-use paths run along a restored Rock Creek bordered by native landscape, providing opportunities for fishing, kayaking, biking, walking, and jogging in Rock Creek Canyon just a few blocks off Main Ave.





ZONING AND UTILITIES

A careful look at the city's current zoning regulations and utility capacities Downtown is needed in anticipation of future development. The recommendations listed here are not comprehensive or exhaustive; rather, they are meant to bring awareness to the issues and provide a starting point for further consideration.

- Raise maximum allowable building height in outlined zones to 65 feet or higher, allowing for a greater density of housing downtown while preserving the historic character of Main Avenue.
- Promote redevelopment of existing buildings through incentives and other means in order to preserve historic building stock.
- Establish parking maximums rather than minimums, allowing developers and the market to determine amount of parking to provide.
- Assess utilities Downtown and determine what improvements need to be made to serve projected future development.

 Max Building Height Overlay

 Urban Renewal District boundary

## DESIGN CONCEPTS

A master plan is broad in scope and balances the need to be both prescriptive and flexible in application. On the pages that follow, three developed design concepts provide a visual reference for what shape Downtown development under this master plan might take. Three areas of key importance were selected to represent: 2nd Avenue North, Hansen Street, and Rock Creek. The design concepts depicted here are representative of the type of Downtown environment this master plan seeks to create.



2ND AVENUE NORTH DEVELOPMENT CONCEPT

The development concept for the 2nd Avenues centers on the streetscape enhancements that create an attractive, walkable environment supportive of a mix of uses. Curb extensions at intersections make crossing 2nd Avenue safer and more inviting to the pedestrian while also providing space for sidewalk amenities like cafe seating or sidewalk retail displays. Mixed use development with active ground-floor retail and housing or office above infills lots that were previously vacant or used for parking. The existing public parking lot transitions to structured parking with active retail frontage as demand for Downtown parking increases.



- 2ND AVENUE NORTH  
CONCEPT PLAN**
1. Parallel Parking
  2. Curb Extension
  3. Restaurant Patio Seating
  4. Enhanced Pedestrian Crossing
  5. Protected Bike Lane
  6. Sidewalk
  7. Planting Strip
  8. Structured Parking
  9. Mixed Use Housing Development

2ND AVENUE NORTH CONCEPTUAL RENDERING

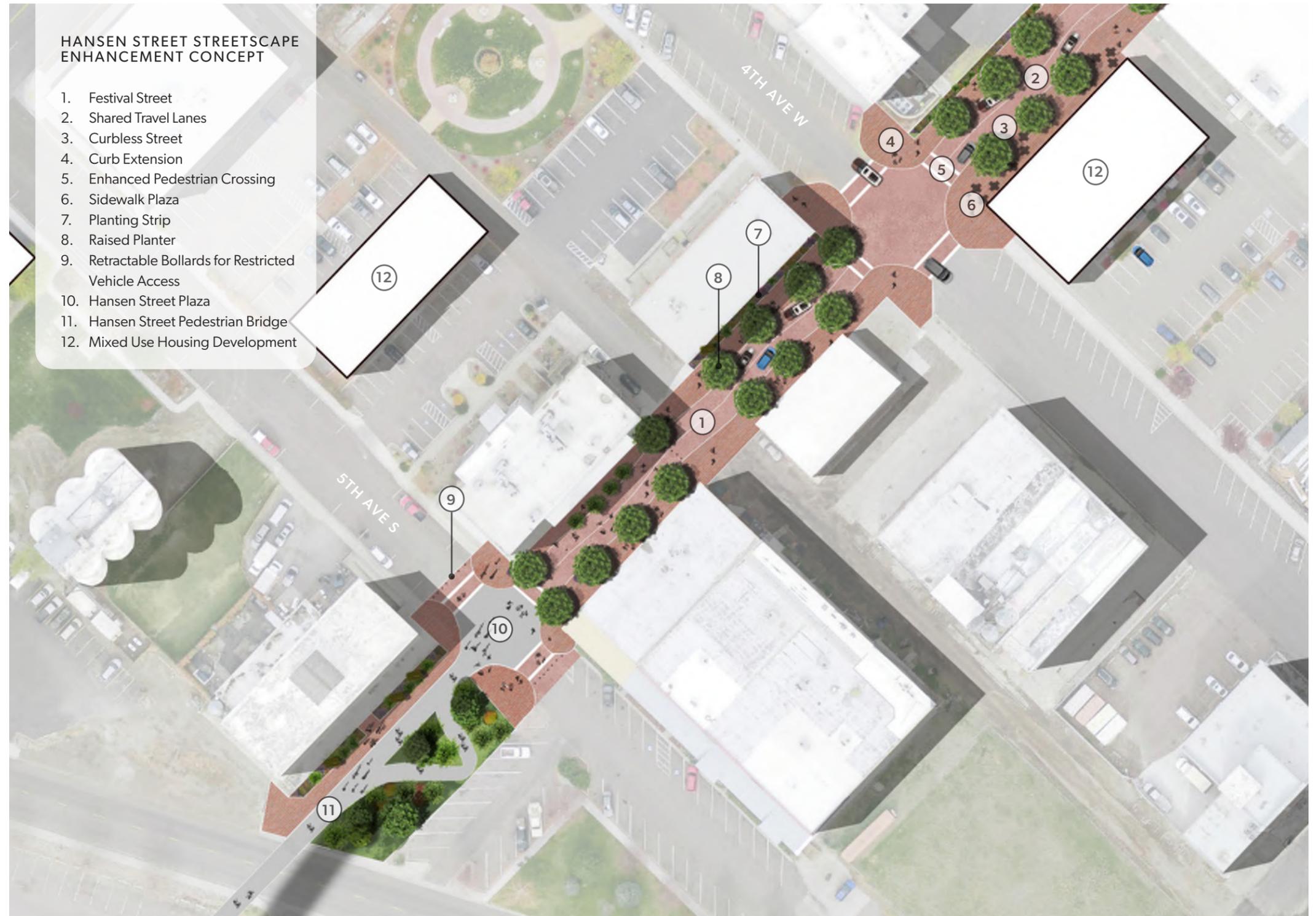
The amount of space on 2nd Avenue dedicated to vehicles is reduced considerably, creating space for pedestrians, bikers, and generous plantings that soften the streetscape. A protected bike lane lines both sides of the street and is separated from the sidewalk by a 2-foot-wide zone for street furnishings. Parallel parking is maintained along the roadway, providing quick access to area businesses and creating a buffer between vehicles and pedestrians.

Existing Condition



HANSEN STREET DEVELOPMENT CONCEPT

The development concept for Hansen Street leverages the relatively narrow right-of-way to create a concentrated, vibrant streetscape through the Warehouse District. A park-like design incorporates ample plantings, a curbless street, and wide sidewalks to create a streetscape that functions more like a public plaza than a vehicular roadway. The winding travel lanes signify to drivers that this is a unique environment where fast thru-travel is not permitted and pedestrians have the priority. Retractable bollards at intersections allow the ability to close portions of Hansen Street to vehicles entirely during special events or certain times of the week. Development along Hansen street focuses on restoring historic warehouse buildings and providing active ground-floor uses like restaurants, bars, retail, and entertainment.



HANSEN STREET CONCEPTUAL RENDERING

The design concept for Hansen Street is to create a truly unique streetscape that becomes an identifying feature and a major destination for Downtown Twin Falls. Traversing through the heart of the Warehouse District, Hansen Street becomes a vibrant public space with a focus on entertainment and hospitality. Opportunities for seasonal displays, festival lighting, public art, and specialty paving throughout further emphasizes the distinctness of this space. A night-time closure of the roadway to vehicles creates a safe environment for dining and strolling through the district.

Existing Condition



ROCK CREEK DEVELOPMENT CONCEPT

The development concept for Rock Creek brings Downtown energy to the rim of Rock Creek Canyon. Using Hansen Street as the connector from Main Avenue to Rock Creek, Downtown visitors can now travel safely and comfortably from Rock Creek Canyon to City Hall. A new pedestrian bridge with a signature design crosses Minidoka and the railroad, providing a direct connection from Rock Creek to the rest of Downtown. From Hansen Street, the pedestrian bridge crosses the tracks and lands in an actively programmed welcome plaza at the Rock Creek rim. This site has been identified as a potential location for a hotel and convention center that would support Twin Falls' role as a regional hub. Restaurants and signature retail support the development as a destination and provide complementary uses to the new park. The park is sited on the canyon rim, taking advantage of views of the canyon and allowing the development behind to buffer from the noise of the railway. Enhanced trails along the rim and into the canyon provide the public with many opportunities to enjoy the natural beauty of Rock Creek.



- ROCK CREEK CONCEPT PLAN**
1. Hansen Street Plaza
  2. Hansen Street Pedestrian Bridge
  3. Arrival Plaza
  4. Hotel
  5. Convention Center
  6. Signature Retail
  7. Structured Parking
  8. Activity Lawn
  9. Destination Playscape
  10. Observation Point
  11. Native Landscape
  12. Rim Trail
  13. Canyon Trail
  14. Observation Deck

ROCK CREEK RIM PARK CONCEPTUAL RENDERING

The new Rock Creek Rim Park provides the city of Twin Falls with an opportunity to create a destination park on the rim of Rock Creek Canyon that proudly conveys Twin Falls' heritage and showcases the natural beauty of the region. A destination playscape that makes use of nature-based play and incorporates artistic and cultural elements provides fun for all ages in a way that is attractive, timeless, and fitting for a public space in such a prominent setting. Native drought-tolerant plantings reduce the need for maintenance and irrigation while also highlighting the region's natural ecologies.

Existing Condition





## POTENTIAL DEVELOPMENT BUILDOUTS

Implementation of the Master Plan will not occur overnight. The buildout of Downtown will occur incrementally over the decades that follow. As a 20-year plan, this Master Plan projects to 2043 and uses the next twenty-year window as the goal for which to implement the many pieces of this plan.

The Potential Development Buildout represents what Twin Falls might look like in 2043 based on best practices in planning, urban design, and economic development. The buildout in its final targeted state (illustrated to the right) has been broken down into recommended phases and development types on the pages that follow.





EXISTING DOWNTOWN INVENTORY

<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="width: 15px; height: 15px; background-color: #f1c232; margin-right: 5px;"></div> <p><b>HOUSING</b></p> </div> <hr style="border: 0.5px solid black; margin: 5px 0;"/> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Existing Inventory:</span> <span>205,000 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 1:</span> <span></span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 2:</span> <span></span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 3:</span> <span></span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 10px;"> <span><b>TOTAL NEW:</b></span> <span></span> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="width: 15px; height: 15px; 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POTENTIAL DEVELOPMENT BUILDOUT - 2028

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Phase 2:											
Phase 3:											
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Phase 3:											
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Phase 1:	30,000 SF										
Phase 2:											
Phase 3:											
<b>TOTAL NEW:</b>	<b>30,000 SF</b>										
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<div style="display: flex; align-items: center;"> <div style="width: 15px; height: 15px; border-top: 1px dashed black; margin-right: 5px;"></div> <p>Urban Renewal District boundary</p> </div>											



POTENTIAL DEVELOPMENT BUILDOUT - 2033

	<b>HOUSING</b>	
	Existing Inventory:	205,000 SF
	Phase 1:	300,000 SF
	Phase 2:	200,000 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>500,000 SF</b>
<hr/>		
	<b>RETAIL</b>	
	Existing Inventory:	1,050,000 SF
	Phase 1:	115,000 SF
	Phase 2:	95,000 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>210,000 SF</b>
<hr/>		
	<b>OFFICE</b>	
	Existing Inventory:	1,045,000 SF
	Phase 1:	25,000 SF
	Phase 2:	95,000 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>120,000 SF</b>
<hr/>		
	<b>HOTEL</b>	
	Existing Inventory:	45,000 SF
	Phase 1:	30,000 SF
	Phase 2:	0 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>30,000 SF</b>
<hr/>		
	<b>CONVENTION</b>	
	Existing Inventory:	0 SF
	Phase 1:	0 SF
	Phase 2:	0 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>0 SF</b>
<hr/>		
	<b>STRUCTURED PARKING</b>	
	Existing Inventory:	0 SF
	Phase 1:	0 SF
	Phase 2:	0 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>0 SF</b>
<hr/>		
- - -	Urban Renewal District boundary	



POTENTIAL DEVELOPMENT BUILDOUT - 2043

<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="width: 15px; height: 15px; background-color: #f1c232; border: 1px solid black; margin-right: 5px;"></div> <p><b>HOUSING</b></p> </div> <hr/> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Existing Inventory:</span> <span>205,000 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 1:</span> <span>300,000 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 2:</span> <span>200,000 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 3:</span> <span>200,000 SF</span> </div> <div style="display: flex; justify-content: space-between;"> <span><b>TOTAL NEW:</b></span> <span><b>700,000 SF</b></span> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="width: 15px; height: 15px; background-color: #c88e4c; border: 1px solid black; margin-right: 5px;"></div> <p><b>RETAIL</b></p> </div> <hr/> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Existing Inventory:</span> <span>1,050,000 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 1:</span> <span>115,000 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 2:</span> <span>95,000 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 3:</span> <span>90,000 SF</span> </div> <div style="display: flex; justify-content: space-between;"> <span><b>TOTAL NEW:</b></span> <span><b>300,000 SF</b></span> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="width: 15px; height: 15px; background-color: #76a5af; border: 1px solid black; margin-right: 5px;"></div> <p><b>OFFICE</b></p> </div> <hr/> <div style="display: flex; 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justify-content: space-between; margin-bottom: 5px;"> <span>Phase 1:</span> <span>30,000 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 2:</span> <span>0 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 3:</span> <span>140,000 SF</span> </div> <div style="display: flex; justify-content: space-between;"> <span><b>TOTAL NEW:</b></span> <span><b>170,000 SF</b></span> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="width: 15px; height: 15px; background-color: #e6c990; border: 1px solid black; margin-right: 5px;"></div> <p><b>CONVENTION</b></p> </div> <hr/> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Existing Inventory:</span> <span>0 SF</span> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 5px;"> <span>Phase 1:</span> <span>0 SF</span> </div> <div style="display: flex; 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# PHASED IMPLEMENTATION PLAN

The Phased Implementation Plan synthesizes recommendations made in the Downtown Master Plan and itemizes them into actionable opportunity projects. Each opportunity is assigned to a recommended phase according to its anticipated impact, current feasibility, and catalytic potential.

Phase 1 is reserved for high-priority opportunities central to the Downtown core, particularly along Hansen Street and 2nd Avenue S. Connecting the energy of Main Ave to the Warehouse District will begin to create a cohesive, concentrated Downtown environment. At Rock Creek, restoring the waterways and expanding the park further down the Canyon with extended trails should be prioritized to build momentum on Rock Creek becoming an urban amenity and Downtown destination. Opportunities in this phase are targeted for completion in the next five years, by 2028.

Phase 2 expands and densifies the Downtown core while adding office, retail, and housing on the edges. Development of the Innovation District begins here with the addition of creative offices, live-work studios, and a maker's space renovation. Additionally, the destination park at Rock Creek Rim is constructed here in this phase targeted for completion in the next ten years, by 2033.

Phase 3 continues to fill out the Downtown core, extends streetscape improvements to the edges, and adds anchor development at the Rock Creek Rim.

- Phase 1
- Phase 2
- Phase 3
- Urban Renewal District boundary





PHASE 1 DEVELOPMENT OPPORTUNITIES

The following development opportunities have been identified as key catalysts for advancing the vitality and continued growth of Downtown. Phase 1 opportunities are targeted for completion in five years by 2028. For a comprehensive list of all Downtown development opportunities, see the Implementation Matrix.

- Potential Development on City-Owned Parcels\*
- Potential Development on Privately Owned Parcels
- Potential Parks
- Streetscape Enhancement Projects
- Multi-Use Path Projects
- Bicycle Facility Projects
- Urban Renewal District boundary

Streetscape Enhancements

1. 2nd Ave N
2. 2nd Ave S
3. Hansen St S

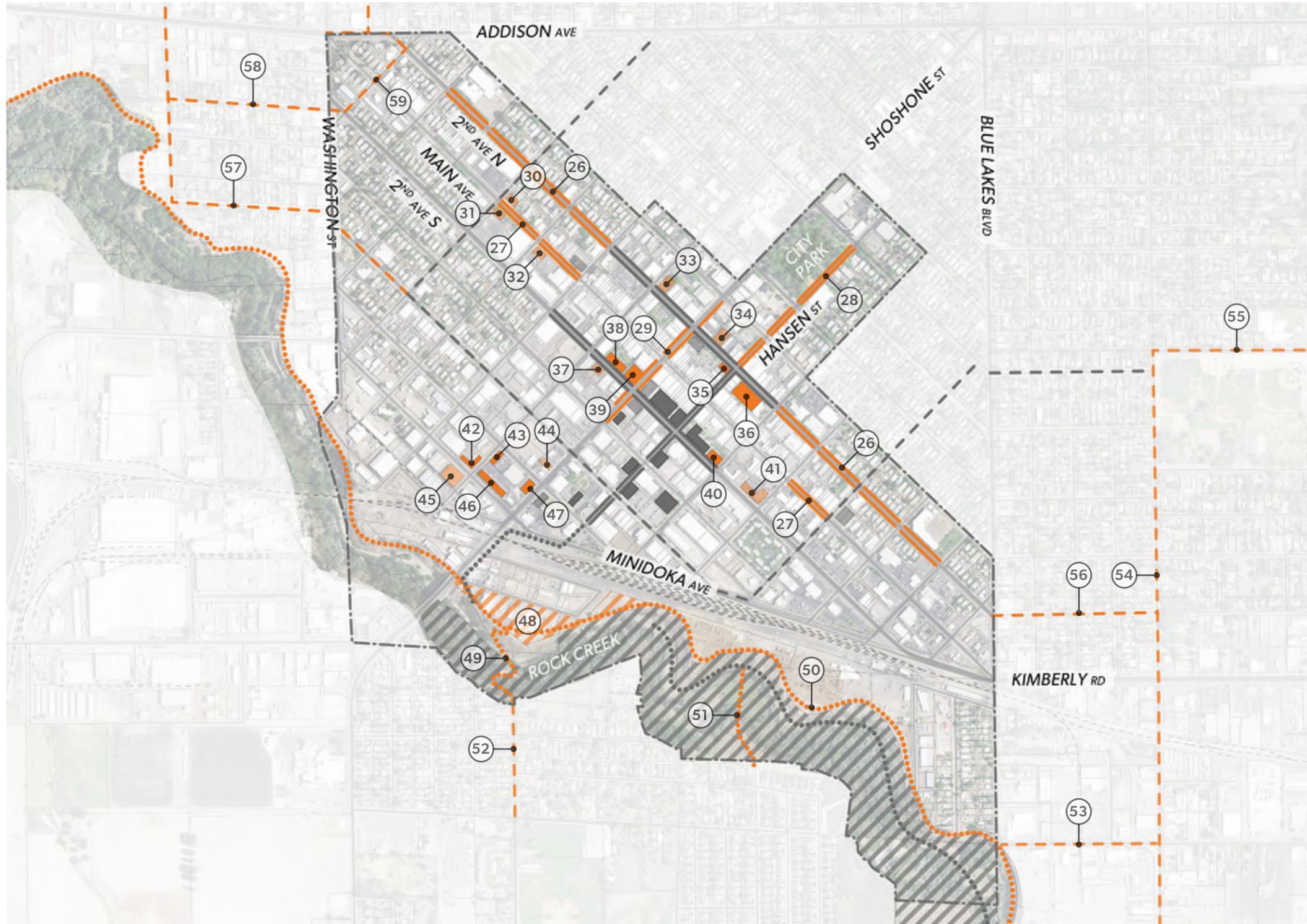
Development

4. Mixed Use at 3rd St W
5. Mixed Use at 2nd Ave N & Shoshone St
6. Mixed Use at 2nd Ave S & Shoshone St
7. Parking Deck at 2nd S\*
8. Mixed Use at 2nd Ave S & Hansen St\*
9. Mixed Use at 2nd Ave S\*
10. Retail at Main Ave S & Ketchum St
11. Retail at 2nd Ave S & Shoshone St
12. Retail at 3rd Ave W & Shoshone St\*
13. Mixed Use at 3rd Ave W & Hansen St\*
14. Boutique Hotel at Hansen St\*
15. Children's Museum\*
16. Mixed Use at 4th Ave W & Hansen St\*
17. Mixed Use at 5th Ave S\*
18. Retail at 5th Ave S & Shoshone St

Parks + Paths

19. Rock Creek Canyon Park
20. Enhanced Pedestrian Crossing at Railroad
21. Extended Rock Creek Canyon Trail
22. 4th Ave S Bike Sharrows
23. Dierkes St Bike Sharrows
24. Ketchum St Bike Sharrows
25. N 6th Ave Bike Sharrows





**PHASE 2 DEVELOPMENT OPPORTUNITIES**

The following development opportunities have been identified as key catalysts for advancing the vitality and continued growth of Downtown. Phase 2 opportunities are targeted for completion in ten years by 2033. For a comprehensive list of all Downtown development opportunities, see the Implementation Matrix.

- Potential Development on City-Owned Parcels\*
- Potential Development on Privately Owned Parcels
- Potential Parks
- Streetscape Enhancement Projects
- Multi-Use Path Projects
- Bicycle Facility Projects
- Urban Renewal District boundary

Streetscape Enhancements

- 26. 2nd Ave N Schools Extension
- 27. Main Ave Core
- 28. Hansen St N
- 29. Shoshone Core

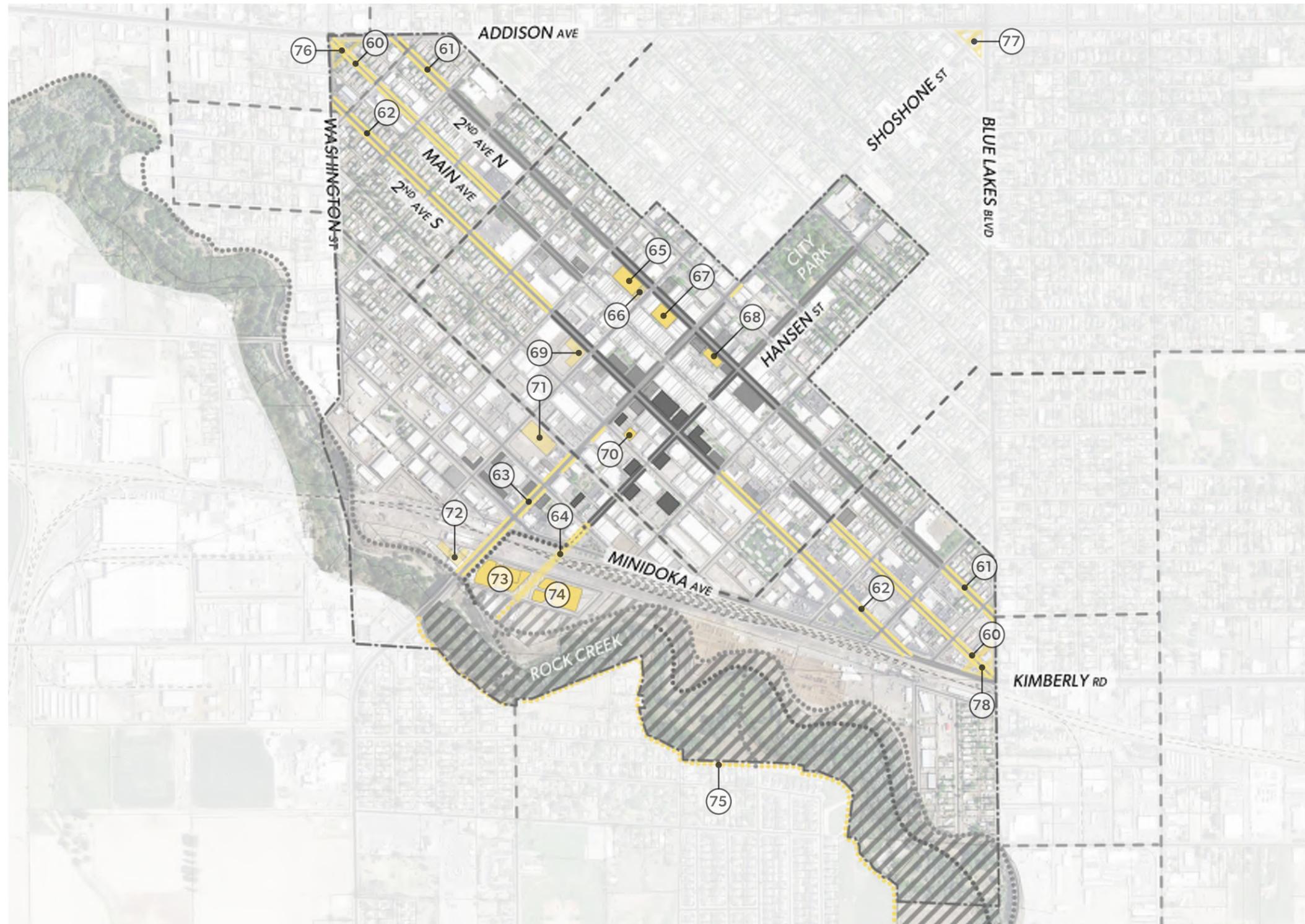
Development

- 30. Mixed Use at Main Ave N & Dierkes St N
- 31. Mixed Use at Main Ave N & Dierkes St S
- 32. Mixed Use at Main Ave N & 4th St W
- 33. Mixed Use at 2nd Ave N & Gooding St I
- 34. Mixed Use at 2nd Ave E
- 35. Retail at 2nd Ave E & Hansen St N\*
- 36. Parking Deck at 2nd Ave E\*
- 37. Mixed Use at 2nd Ave W I
- 38. Mixed Use at 2nd Ave W II\*
- 39. Office/Retail at 2nd Ave W & Shoshone St\*
- 40. Retail at 2nd Ave S & Idaho St\*
- 41. Mixed Use at 2nd Ave S & Jerome St
- 42. Live/Work Units\*
- 43. Studios at 5th Ave S & Gooding St\*
- 44. Retail Renovation at Shoshone St S
- 45. Maker Spaces Renovation
- 46. Studios Renovation\*
- 47. Retail at 5th Ave S & Shoshone St\*

Parks + Paths

- 48. Rock Creek Rim Park
- 49. Enhanced Canyon Access Trail
- 50. Northern Canyon Rim Trail
- 51. Neighborhood Access Trail
- 52. Lois St Bike Lanes
- 53. Canyon St Bike Lanes
- 54. Madrona St Bike Lanes
- 55. Elizabeth Blvd Bike Lanes
- 56. 2nd Ave E Bike Sharrows
- 57. 4th Ave W Bike Sharrows
- 58. 2nd Ave W Bike Sharrows
- 59. Albion St Bike Sharrows





**PHASE 3 DEVELOPMENT OPPORTUNITIES**

The following development opportunities have been identified as key catalysts for advancing the vitality and continued growth of Downtown. Phase 3 opportunities are targeted for completion in twenty years by 2043. For a comprehensive list of all Downtown development opportunities, see the Implementation Matrix.

- Potential Development on City-Owned Parcels\*
- Potential Development on Privately Owned Parcels
- Potential Parks
- Streetscape Enhancement Projects
- Multi-Use Path Projects
- Bicycle Facility Projects
- Urban Renewal District boundary

Streetscape Enhancements

- 60. Main Ave Extensions
- 61. 2nd Ave N Extensions
- 62. 2nd Ave S Extensions
- 63. Shoshone St Extensions
- 64. Hansen St Pedestrian Bridge

Development

- 65. Parking Deck at 2nd Ave N\*
- 66. Mixed Use at 2nd Ave N & Gooding St II
- 67. Mixed Use at 2nd Ave N\*
- 68. Mixed Use at 2nd Ave E\*
- 69. Residential at 2nd Ave W & Gooding St
- 70. Office/Retail at 3rd Ave W\*
- 71. Business Forum
- 72. Mixed Use at Canyon Rim & Shoshone St
- 73. Hotel (with Parking Deck & Retail) at Rock Creek\*
- 74. Convention Center at Rock Creek\*

Parks + Paths

- 75. Southern Canyon Rim Trail
- 76. Northwest Gateway Park
- 77. Northeast Gateway Park
- 78. Southeast Gateway Park

# IMPLEMENTATION MATRIX

The Phased Implementation Plan synthesizes recommendations made in the Downtown Master Plan and itemizes them into actionable opportunity projects. Each opportunity is assigned to a recommended phase according to its anticipated impact, current feasibility, and catalytic potential.

Phase 1 is reserved for high-priority opportunities central to the Downtown core, particularly along Hansen Street and 2nd Avenue S. Connecting the energy of Main Ave to the Warehouse District will begin to create a cohesive, concentrated Downtown environment. At Rock Creek, restoring the waterways and expanding the park further down the Canyon with extended trails should be prioritized to build momentum on Rock Creek becoming an urban amenity and Downtown destination. Opportunities in this phase are targeted for completion in the next five years, by 2028.

Phase 2 expands and densifies the Downtown core while adding office, retail, and housing on the edges. Development of the Innovation District begins here with the addition of creative offices, live-work studios, and a maker’s space renovation. Additionally, the destination park at Rock Creek Rim is constructed here in this phase targeted for completion in the next ten years, by 2033.

Phase 3 continues to fill out the Downtown core, extends streetscape improvements to the edges, and adds anchor development at the Rock Creek Rim.

Item	Project	Notes	Phase	Lead/Partner	Funding Mechanism
Phase 1 Streetscape Enhancements					
1	2nd Ave N Streetscape Enhancements	Provide safety enhancements by reducing lane count and width, expanding sidewalks, and adding planting strips and protected bike lanes.	1	URA/Public Works	URA/City funded
2	2nd Ave S Streetscape Enhancements	Provide safety enhancements by reducing lane count and width, expanding sidewalks, and adding planting strips and a protected bike lane.	1	URA/Public Works	URA/City funded
3	Hansen St S Streetscape Enhancements	Convert Hansen St into a park-like green street (woonerf) with expanded sidewalks, plaza space, and plantings.	1	URA/Public Works	URA/City funded
Phase 1 Development Opportunities					
4	Mixed Use at 3rd St W		1	URA/private developer	URA developer RFP
5	Mixed Use at 2nd Ave N & Shoshone St		1	URA/private developer	URA developer RFP
6	Mixed Use at 2nd Ave S & Shoshone St		1	URA/private developer	URA developer RFP
7	Parking Deck at 2nd S*	Convert existing surface parking lot into structured parking deck as parking demand increases.	1	URA/private developer	URA developer RFP
8	Mixed Use at 2nd Ave S & Hansen St*		1	URA/private developer	URA developer RFP
9	Mixed Use at 2nd Ave S*		1	URA/private developer	URA developer RFP
10	Retail at Main Ave S & Ketchum St		1	URA/private developer	URA developer RFP
11	Retail at 2nd Ave S & Shoshone St		1	URA/private developer	URA developer RFP
12	Retail at 3rd Ave W & Shoshone St*		1	URA/private developer	URA developer RFP
13	Mixed Use at 3rd Ave W & Hansen St*		1	URA/private developer	URA developer RFP
14	Boutique Hotel at Hansen St*		1	URA/private developer	URA developer RFP
15	Children’s Museum*		1	URA/private developer	URA developer RFP
16	Mixed Use at 4th Ave W & Hansen St*		1	URA/private developer	URA developer RFP
17	Mixed Use at 5th Ave S*		1	URA/private developer	URA developer RFP
18	Retail at 5th Ave S & Shoshone St		1	URA/private developer	URA developer RFP
Phase 1 Parks and Paths					
19	Rock Creek Canyon Park	Expand the current park in Rock Creek Canyon to extend southeast to the edge of the Urban Renewal District boundary and continue ecological restoration of Rock Creek.	1	URA/Parks & Rec	URA/City funded
20	Enhanced Pedestrian Crossing at Railroad		1	URA/Public Works	URA/City funded

Item	Project	Notes	Phase	Lead/Partner	Funding Mechanism
21	Extended Rock Creek Canyon Trail	Expand the current trail in Rock Creek Canyon to extend southeast to the edge of the Urban Renewal District boundary and add recommended amenities.	1	URA/Parks & Rec	URA/City funded
22	4th Ave S Bike Sharrows	Add sharrows to 4th Ave S to indicate a shared vehicle/bike lane and to complete a bike-friendly loop Downtown.	1	Public Works	City funded
23	Dierkes St Bike Sharrows	Add sharrows to Dierkes St to indicate a shared vehicle/bike lane and to complete a bike-friendly loop Downtown.	1	Public Works	City funded
24	Ketchum St Bike Sharrows	Add sharrows to Ketchum St to indicate a shared vehicle/bike lane and to complete a bike-friendly loop Downtown.	1	Public Works	City funded
25	N 6th Ave Bike Sharrows	Add sharrows to N 6th Ave to indicate a shared vehicle/bike lane and to complete a bike-friendly loop Downtown.	1	Public Works	City funded
Phase 2 Streetscape Enhancements					
26	2nd Ave N Schools Extension Streetscape Enhancements	Extend 2nd Ave N Streetscape Enhancements to Bickel and Lincoln Elementary Schools to improve safety conditions for bikers and pedestrians.	2	URA/Public Works	URA/City funded
27	Main Ave Core Streetscape Enhancements	Extend Main Ave streetscape improvements to the edge of the 8-block core.	2	URA/Public Works	URA/City funded
28	Hansen St N Streetscape Enhancements	Continue Hansen St Streetscape Enhancements north to City Park.	2	URA/Public Works	URA/City funded
29	Shoshone Core Sidewalk Enhancements	Provide safety enhancements at pedestrian crossings, expand sidewalks, and add street trees.	2	URA/Public Works	URA/City funded
Phase 2 Development Opportunities					
30	Mixed Use at Main Ave N & Dierkes St N		2	URA/private developer	URA developer RFP
31	Mixed Use at Main Ave N & Dierkes St S		2	URA/private developer	URA developer RFP
32	Mixed Use at Main Ave N & 4th St W		2	URA/private developer	URA developer RFP
33	Mixed Use at 2nd Ave N & Gooding St I		2	URA/private developer	URA developer RFP
34	Mixed Use at 2nd Ave E		2	URA/private developer	URA developer RFP
35	Retail at 2nd Ave E & Hansen St N*		2	URA/private developer	URA developer RFP
36	Parking Deck at 2nd Ave E*	Convert existing surface parking lot into structured parking deck as parking demand increases.	2	URA	URA/City funded
37	Mixed Use at 2nd Ave W I		2	URA/private developer	URA developer RFP
38	Mixed Use at 2nd Ave W II*		2	URA/private developer	URA developer RFP
39	Office/Retail at 2nd Ave W & Shoshone St*		2	URA/private developer	URA developer RFP
40	Retail at 2nd Ave S & Idaho St*		2	URA/private developer	URA developer RFP
41	Mixed Use at 2nd Ave S & Jerome St		2	URA/private developer	URA developer RFP

Item	Project	Notes	Phase	Lead/Partner	Funding Mechanism
42	Live/Work Units*		2	URA/private developer	URA developer RFP
43	Studios at 5th Ave S & Gooding St*		2	URA/private developer	URA developer RFP
44	Retail Renovation at Shoshone St S		2	URA/private developer	URA developer RFP
45	Maker Spaces Renovation		2	URA/private developer	URA developer RFP
46	Studios Renovation*		2	URA/private developer	URA developer RFP
47	Retail at 5th Ave S & Shoshone St*		2	URA/private developer	URA developer RFP
Phase 2 Parks + Paths					
48	Rock Creek Rim Park	Create a new 5-acre regional park at Rock Creek Rim to serve as a recreational destination and as the Downtown gateway to Rock Creek.	2	URA/Parks & Rec	URA/City funded
49	Enhanced Canyon Access Trail		2	URA/Parks & Rec	URA/City funded
50	Northern Canyon Rim Trail	Establish a multi-use path along the northern rim of Rock Creek Canyon.	2	URA/Parks & Rec	URA/City funded
51	Neighborhood Access Trail		2	URA/Parks & Rec	URA/City funded
52	Lois St Bike Lanes	Add bike lanes to Lois St to connect South Park to the trail network at Rock Creek.	2	Public Works	City funded
53	Canyon St Bike Lanes	Add bike lanes to Canyon St to connect Madrona St Bike Lanes to Rock Creek Canyon.	2	Public Works	City funded
54	Madrona St Bike Lanes		2	Public Works	City funded
55	Elizabeth Blvd Bike Lanes		2	Public Works	City funded
56	2nd Ave E Bike Sharrows		2	Public Works	City funded
57	4th Ave W Bike Sharrows		2	Public Works	City funded
58	2nd Ave W Bike Sharrows		2	Public Works	City funded
59	Albion St Bike Sharrows		2	Public Works	City funded
Phase 3 Streetscape Enhancements					
60	Main Ave Extensions Streetscape Enhancements		3	URA/Public Works	URA/City funded
61	2nd Ave N Extensions Streetscape Enhancements		3	URA/Public Works	URA/City funded
62	2nd Ave S Extensions Streetscape Enhancements		3	URA/Public Works	URA/City funded
63	Shoshone St Extensions Streetscape Enhancements		3	URA/Public Works	URA/City funded
64	Hansen St Pedestrian Bridge	Build a landmark pedestrian crossing with a signature design over the railroad at Hansen St, linking Downtown with Rock Creek.	3	URA/Public Works	URA/City funded
Phase 3 Development Opportunities					
65	Parking Deck at 2nd Ave N*	Convert existing surface parking lot into structured parking deck as parking demand increases.	3	URA	URA/City funded

Item	Project	Notes	Phase	Lead/Partner	Funding Mechanism
66	Mixed Use at 2nd Ave N & Gooding St II		3	URA/private developer	URA developer RFP
67	Mixed Use at 2nd Ave N*		3	URA/private developer	URA developer RFP
68	Mixed Use at 2nd Ave E*		3	URA/private developer	URA developer RFP
69	Residential at 2nd Ave W & Gooding St		3	URA/private developer	URA developer RFP
70	Office/Retail at 3rd Ave W*		3	URA/private developer	URA developer RFP
71	Business Forum		3	URA/private developer	URA developer RFP
72	Mixed Use at Canyon Rim & Shoshone St		3	URA/private developer	URA developer RFP
73	Hotel (with Parking Deck and Retail) at Rock Creek*	Develop a landmark hotel with a signature design adjacent to Rock Creek Rim Park to increase Twin Falls' status as a regional center.	3	URA/private developer	URA developer RFP
74	Convention Center at Rock Creek*	Develop a landmark convention center with a signature design adjacent to Rock Creek Rim Park to increase Twin Falls' status as a regional center.	3	URA/private developer	URA developer RFP
Phase 3 Parks + Paths					
75	Southern Canyon Rim Trail	Establish a multi-use path along the southern rim of Rock Creek Canyon.	3	URA/Parks & Rec	URA/City funded
76	Northwest Gateway Park	Create a landscaped park with features that signify the northwest entry to Downtown.	3	URA/Parks & Rec	URA/City funded
77	Northeast Gateway Park	Create a landscaped park with features that signify the northeast entry to Downtown.	3	URA/Parks & Rec	URA/City funded
78	Southeast Gateway Park	Create a landscaped park with features that signify the southeast entry to Downtown.	3	URA/Parks & Rec	URA/City funded

**APPENDIX**

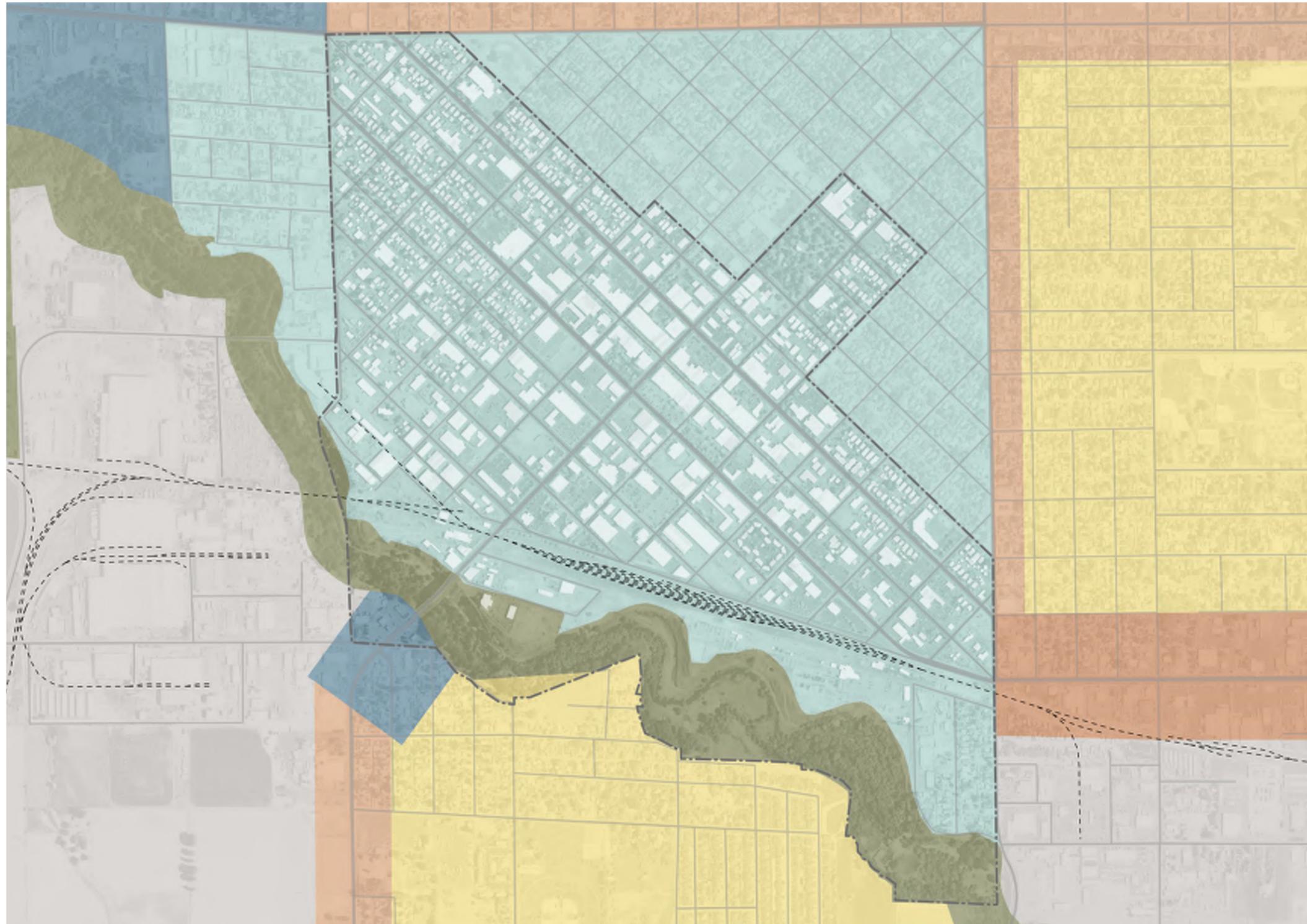
# EXISTING CONDITIONS STUDY

During the Discovery phase, a study of existing conditions and regulations in Twin Falls was conducted to better understand the regional and local design context. Conditions studied include:

- Future Land Use
- Zoning Regulations
- Historic Districts
- Flood Hazards
- Parks + Trails
- Parcel Ownership
- Downtown Programs
- Rock Creek + Environs

This information was distilled into illustrated map diagrams for quick comprehension and future reference. These materials are available for reference on the following pages.



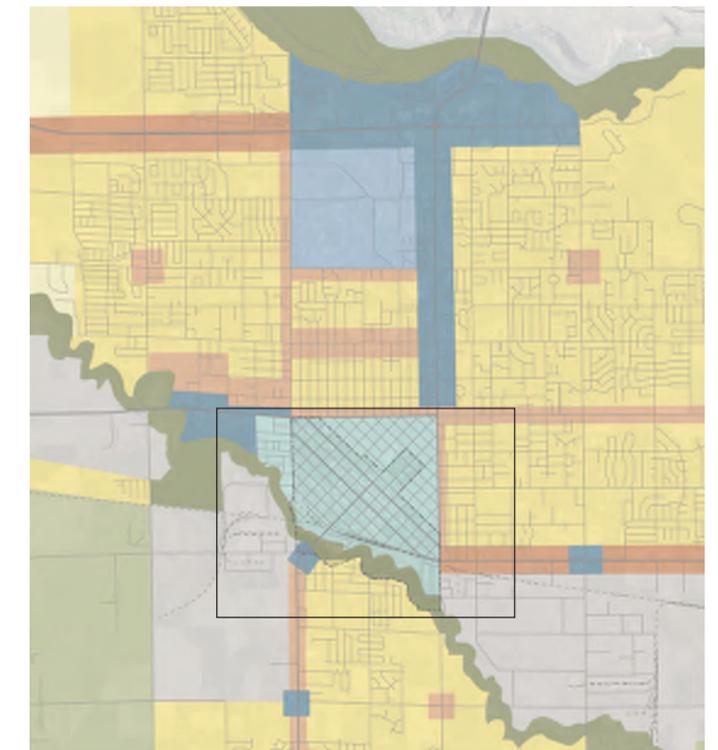


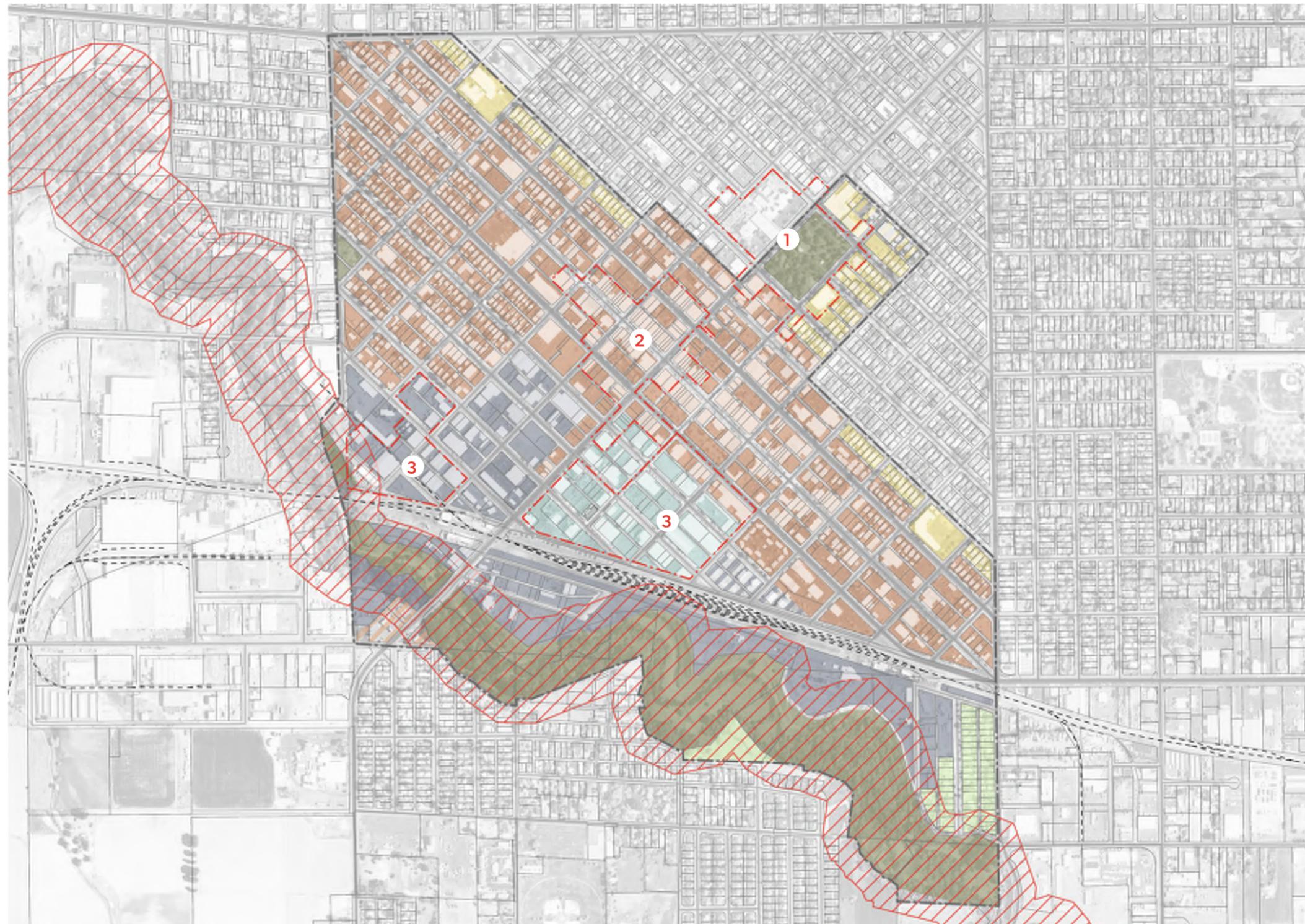
**FUTURE LAND USE**

Community members outlined desired locations for land uses within the city limits in the 2016 Comprehensive Plan. Downtown includes high-density, mixed-use development with parks, plazas, recreation, and cultural attractions.

- |   |   |
|---|---|
|  Commercial                |  Town Neighborhood |
|  Neighborhood Commercial   |  Agriculture       |
|  Mixed Use                 |  Open Space        |
|  College of Southern Idaho |  Industrial        |
|  Downtown                  |   |

 Urban Renewal District boundary



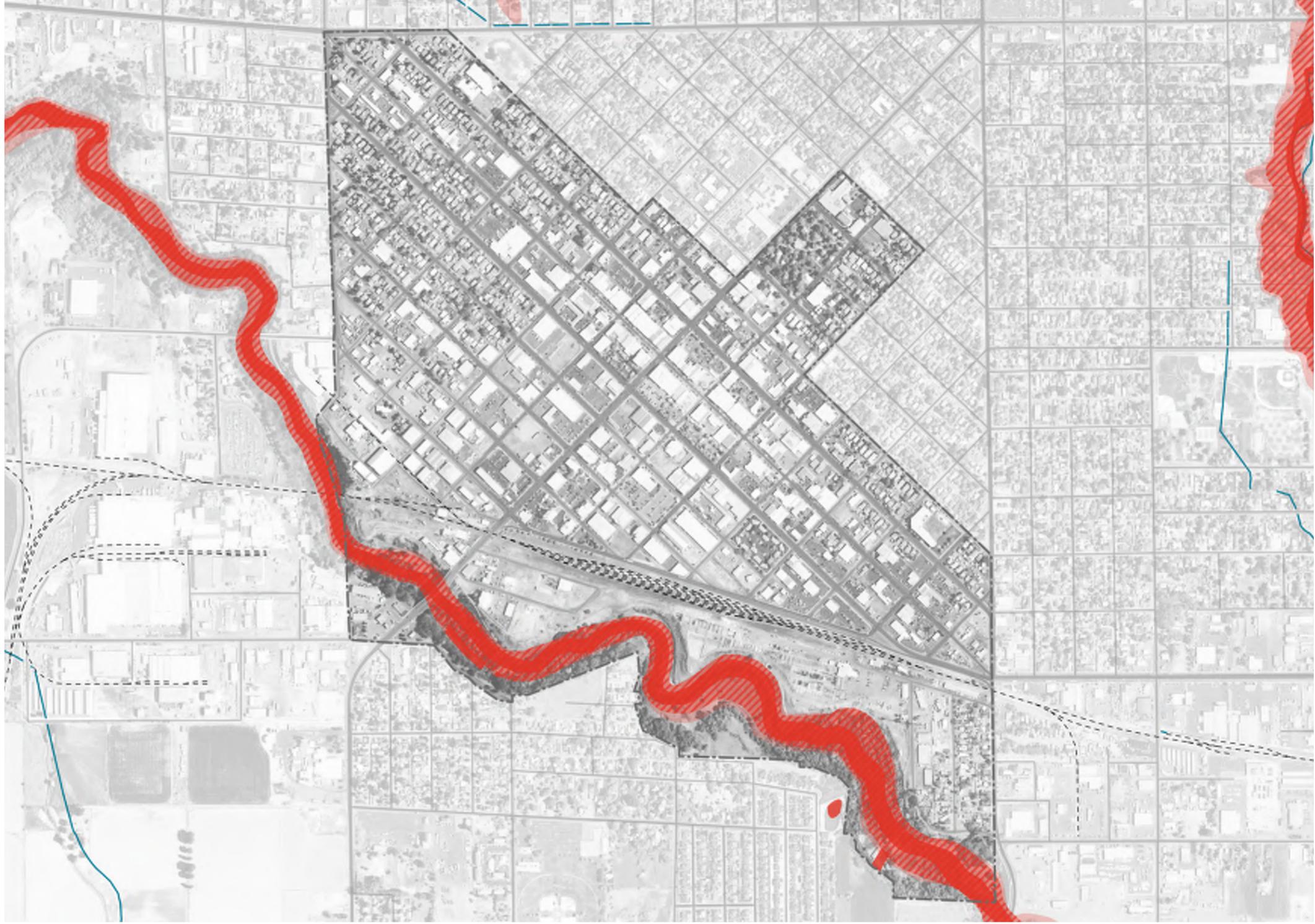


**EXISTING ZONING**

Current zoning allows for a high amount of flexibility in permitted uses throughout CB, OT, M2, and M1. Maximum allowable building height is 50'. Additional building height may be granted following a public hearing. Historic District Overlays cover a large amount of downtown and require that any new construction is first reviewed by the Historic Preservation Commission.

- CB** (Commercial Central Business)  
- Allowable Building Height 50'
- R6-MHO-1** (Residential Multi-Household Mobile Home Overlay District One) - Allowable Building Height 35'
- R6** (Residential Multi-Household)  
- Allowable Building Height 35'
- R4** (Residential Medium Density)  
- Allowable Building Height 35'
- OT** (Old Town)  
- Allowable Building Height 50'
- M2** (Manufacturing, heavy)  
- Allowable Building Height 50'
- M1** (Manufacturing, light)  
- Allowable Building Height 50'
- OS** (Open Space)
  
- Historic District boundary
- Urban Renewal District boundary
  
- 1** Historic City Park District
- 2** Historic Downtown District
- 3** Warehouse Historic Overlay
  
- Canyon Rim Overlay  
- 100' required setback from canyon rim, may be reduced to 50' pending geotechnical survey

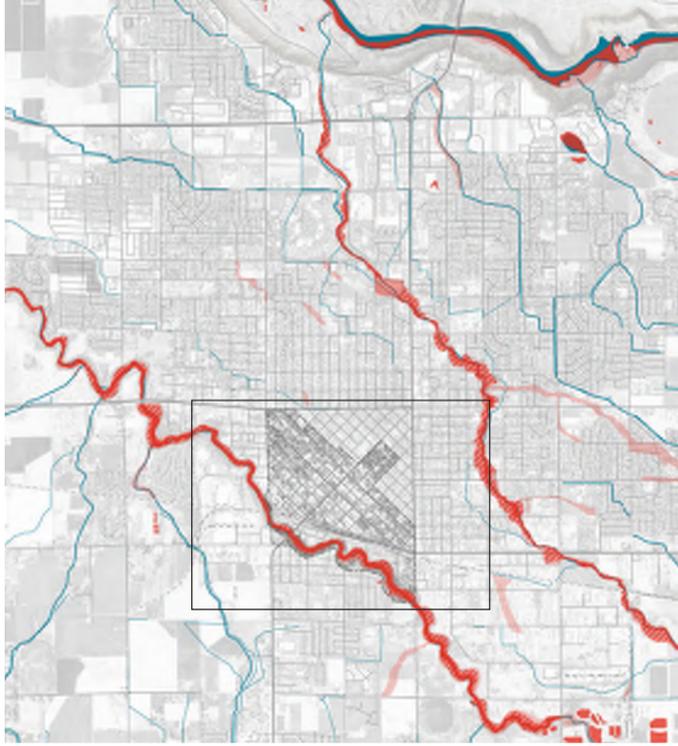


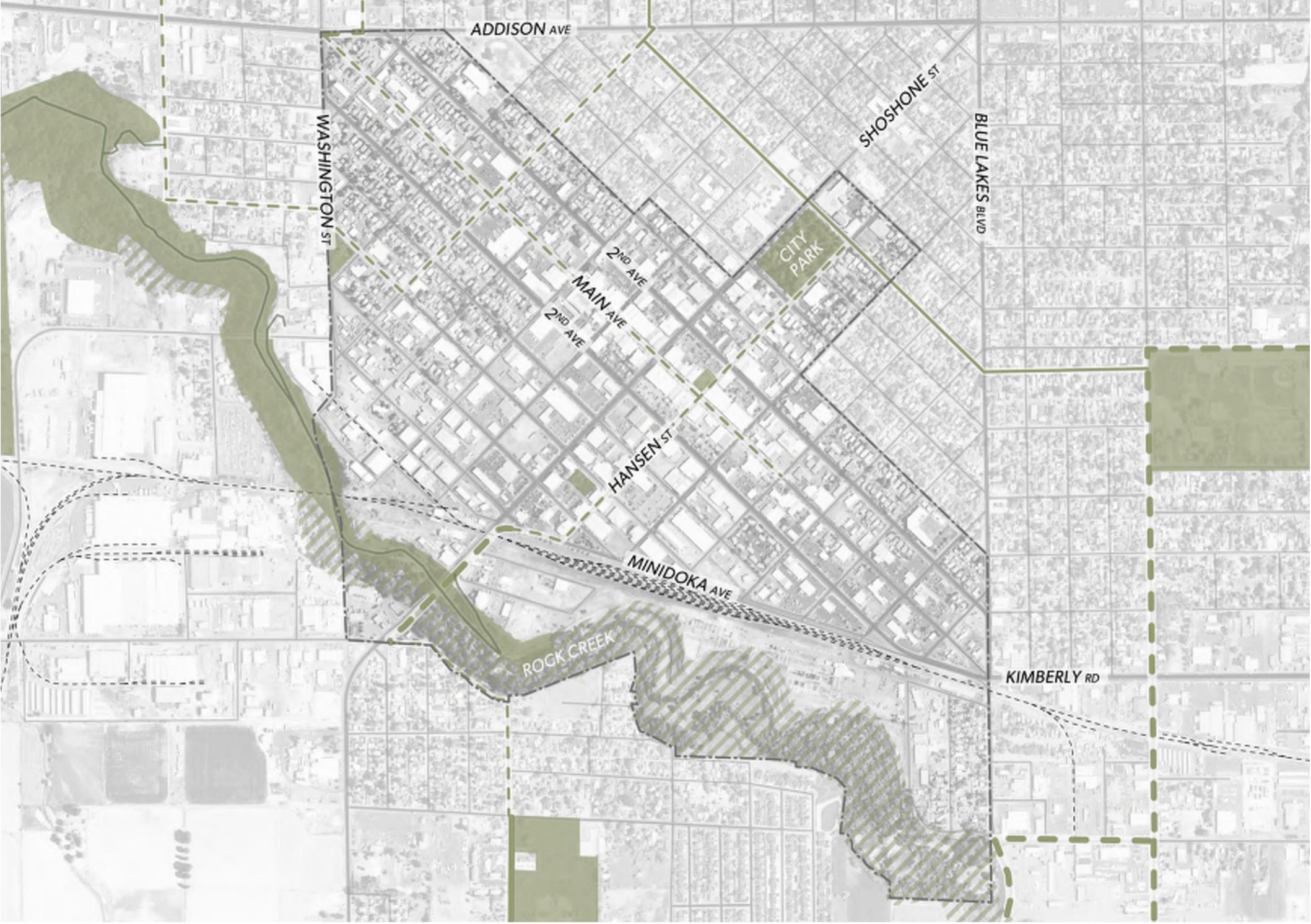


FLOOD HAZARDS

Flood Hazards in the area are limited to the floor of Rock Creek Canyon, where uses should generally be restricted to recreational.

- Regulatory Floodway
- 1% Annual Chance Flood Hazard
- 0.2% Annual Chance Flood Hazard
- Waterbody
- Urban Renewal District boundary

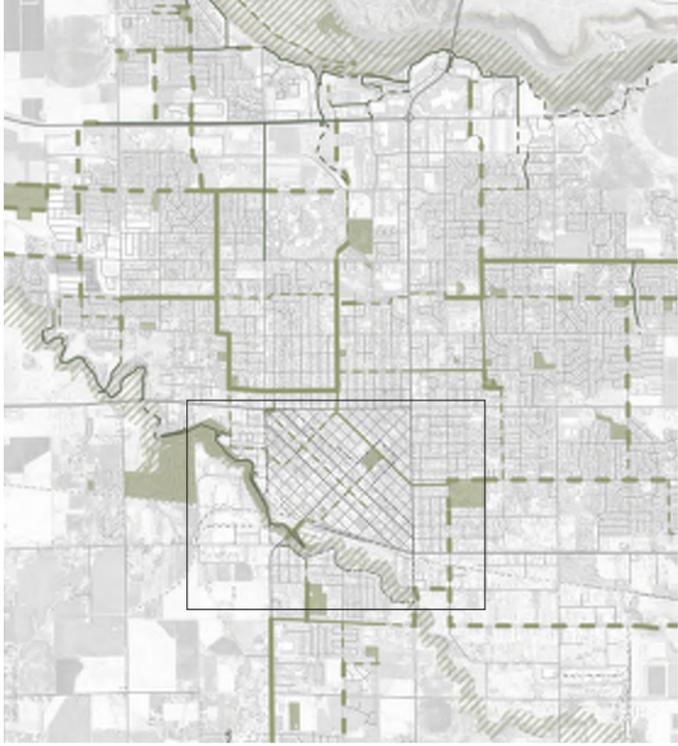


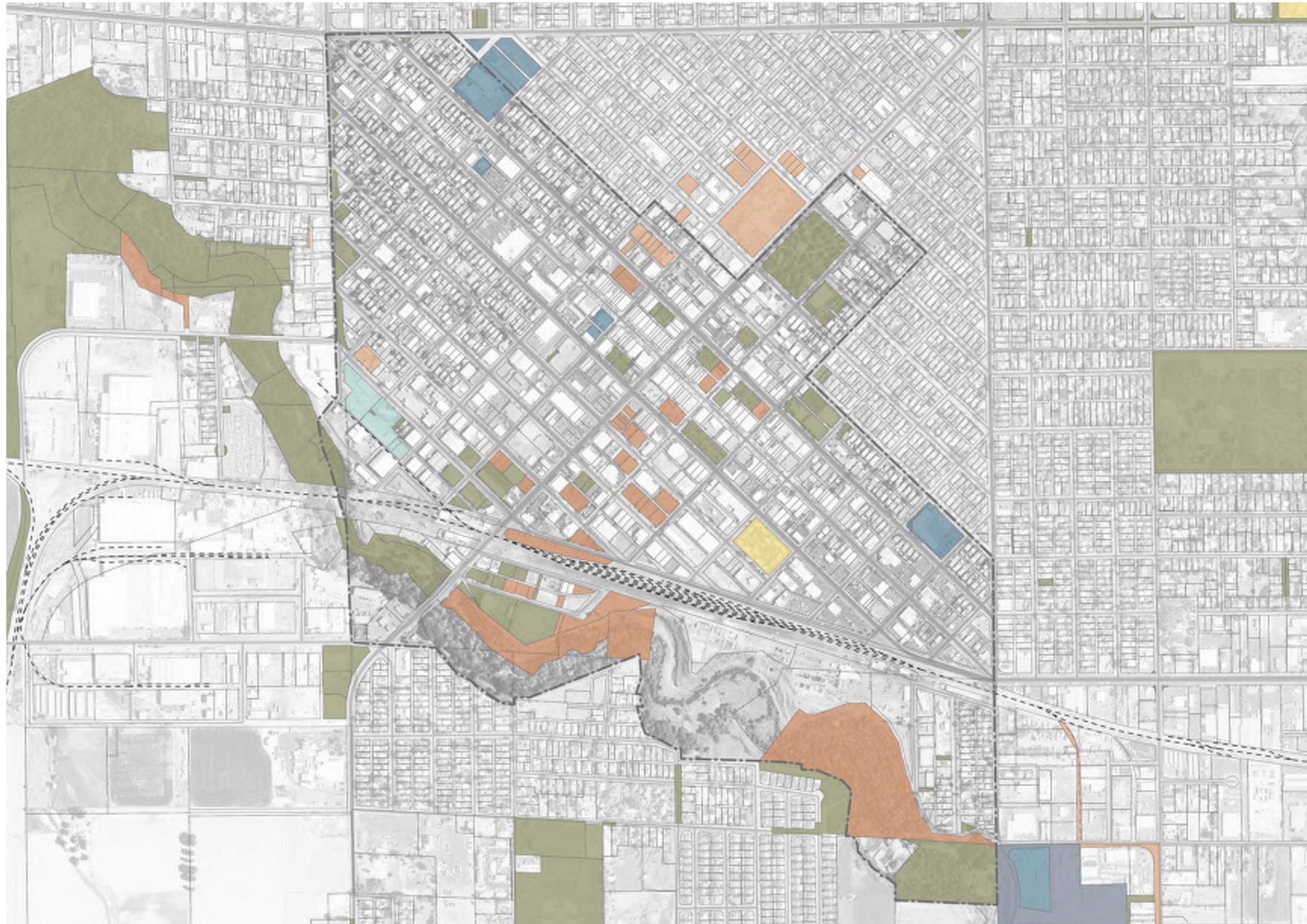


PARKS + TRAILS

There are currently 2.11 acres of parks per 1,000 population in the Downtown area bounded by Addison, Blue Lakes, Minidoka, and Washington. This is below the city-wide average of 3.42 acres. Efforts should be made to connect Rock Creek to Downtown, as it could improve the level of service to 5.11 acres per 1,000 population.

- Parks
- Open Space
- Dedicated Bike Lane
- Proposed
- Shared Bike + Vehicle Lane
- Proposed
- Multi-Use Path
- Urban Renewal District boundary



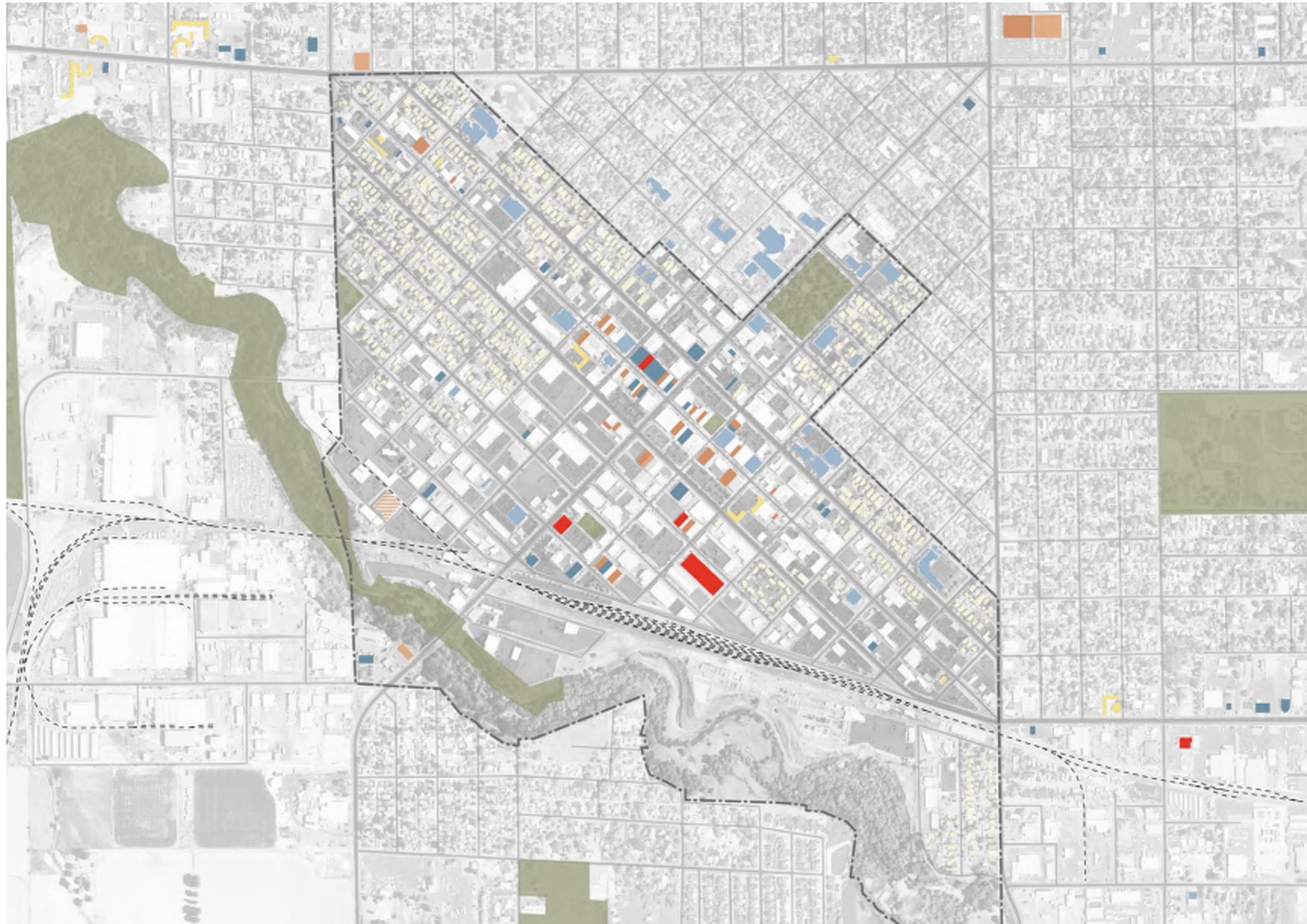


**PARCEL OWNERSHIP**

City agencies own a large portion of downtown. Property holdings of the City of Twin Falls and the Urban Renewal Agency are concentrated along Hansen Street and Rock Creek, making these areas prime locations for initial development.

- Urban Renewal Agency
- Twin Falls County
- Twin Falls Housing Authority
- Twin Falls Canal Company
- Twin Falls School District
- City of Twin Falls
- Urban Renewal District boundary





### DOWNTOWN PROGRAMS

A look at the types of existing programs Downtown reveals emerging patterns, such as a dining and entertainment focus in the Warehouse District or a shopping focus along Main Ave. It also reveals a lack of housing, grocery, and quality lodging options in the Downtown core. Isolated program maps are provided on the following pages for further reference.

- Shops
- Grocery
- Entertainment
- Lodging
- Housing
- Restaurants + Bars
- Institutions
- Parks
- Parking
- Urban Renewal District boundary

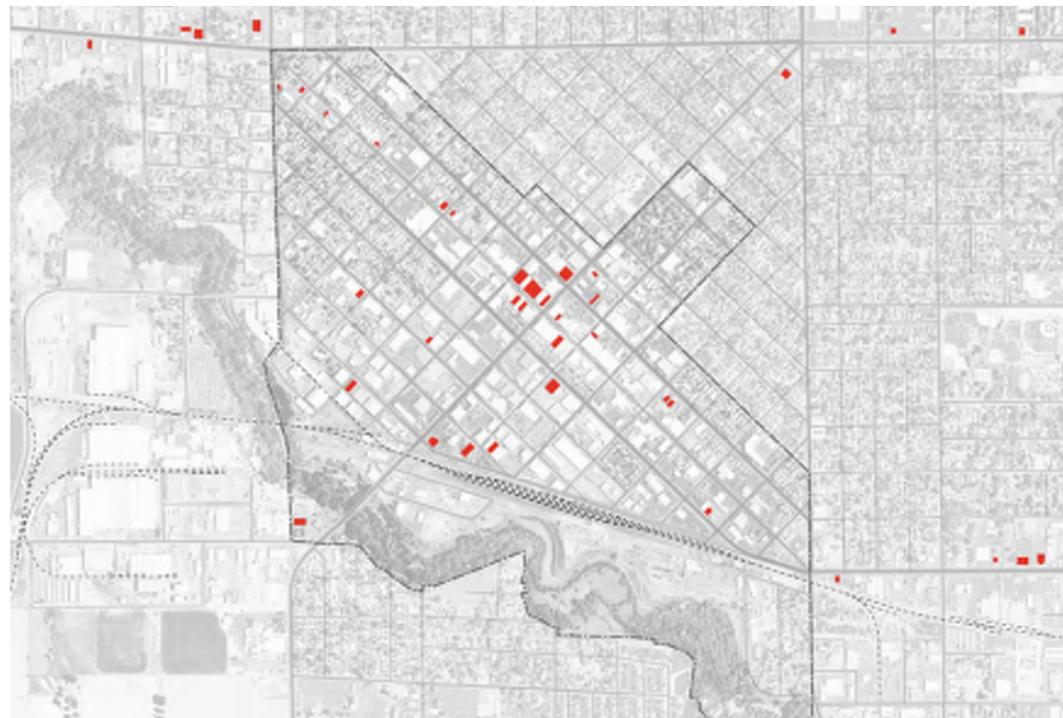




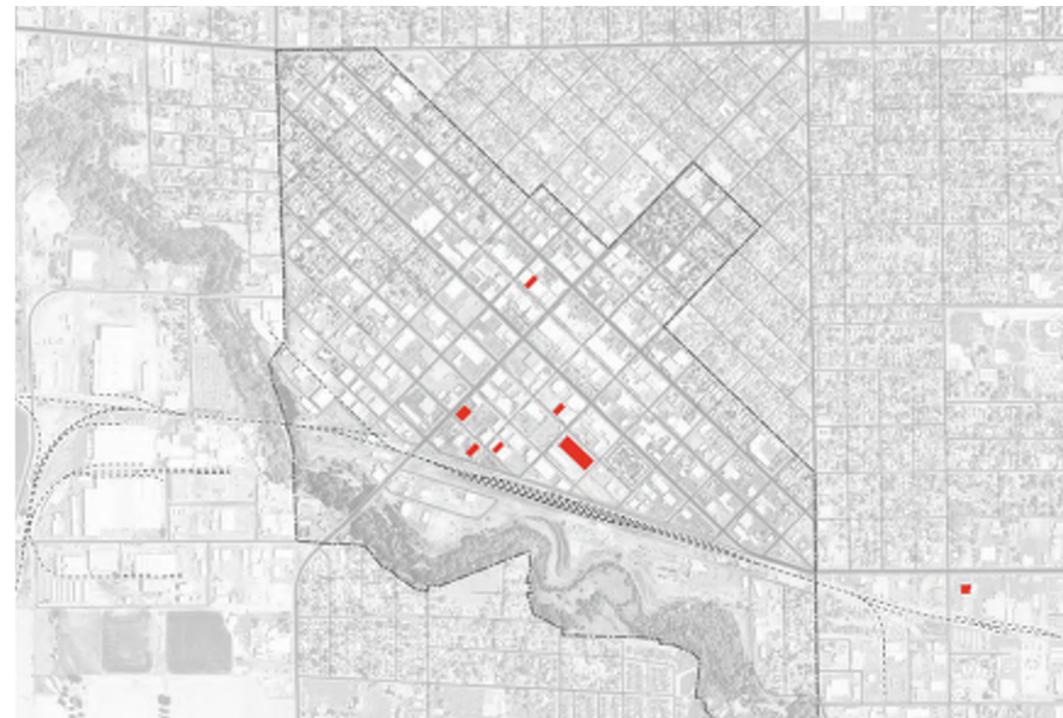
SHOPS



GROCERY



RESTAURANTS +  
BARS



ENTERTAINMENT

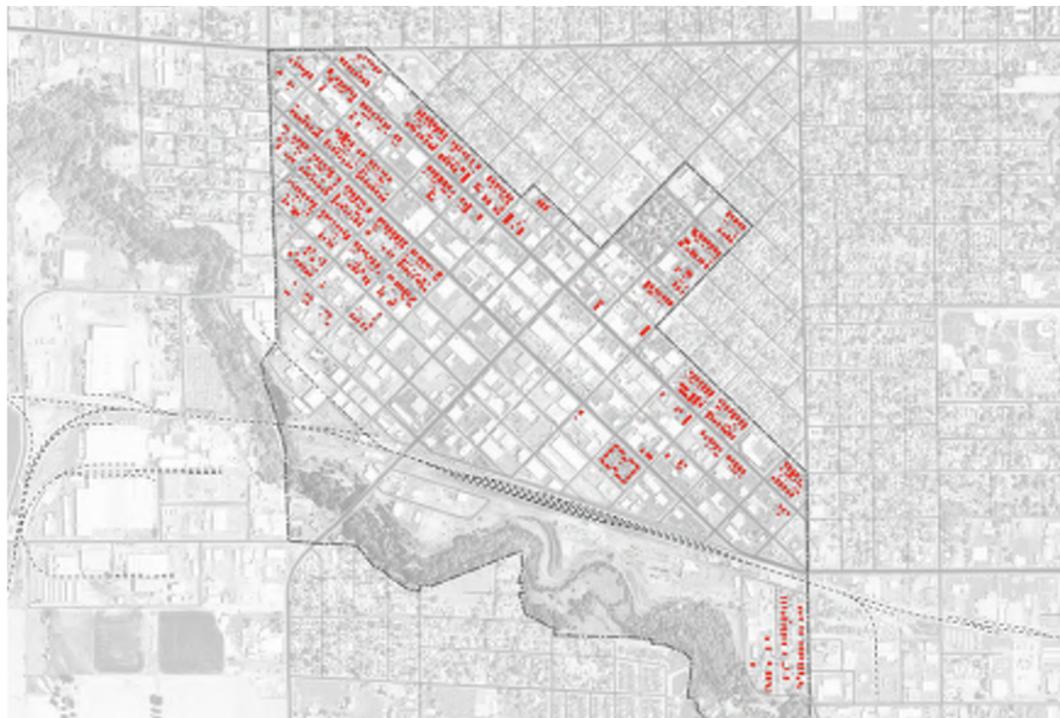




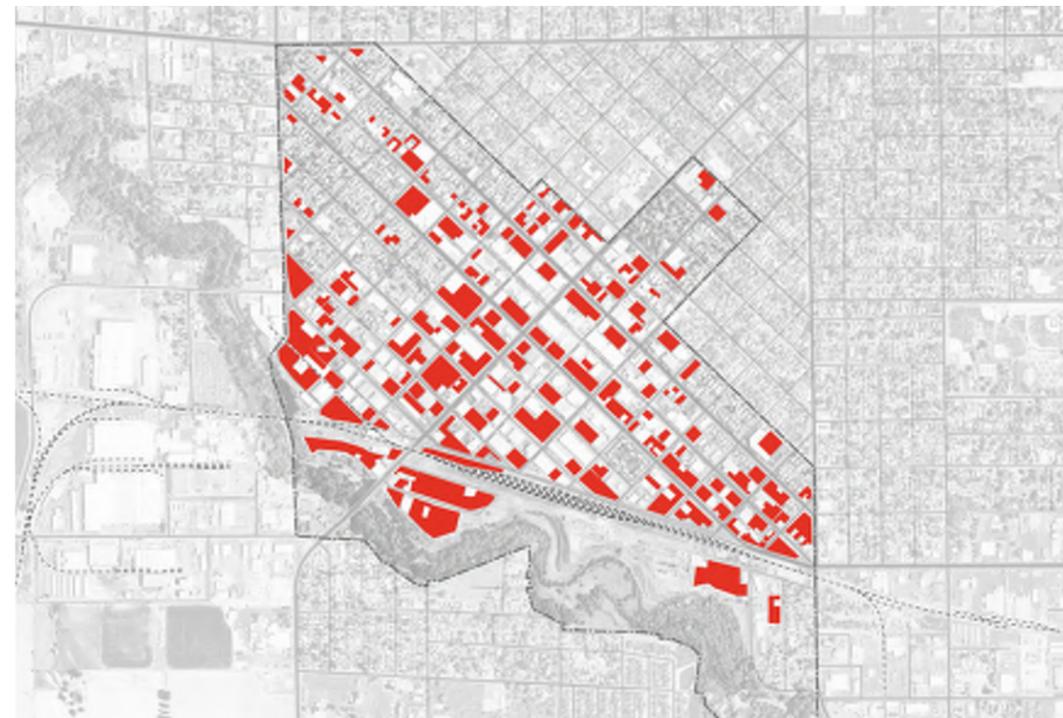
LODGING



INSTITUTIONS  
schools, government buildings,  
libraries, churches

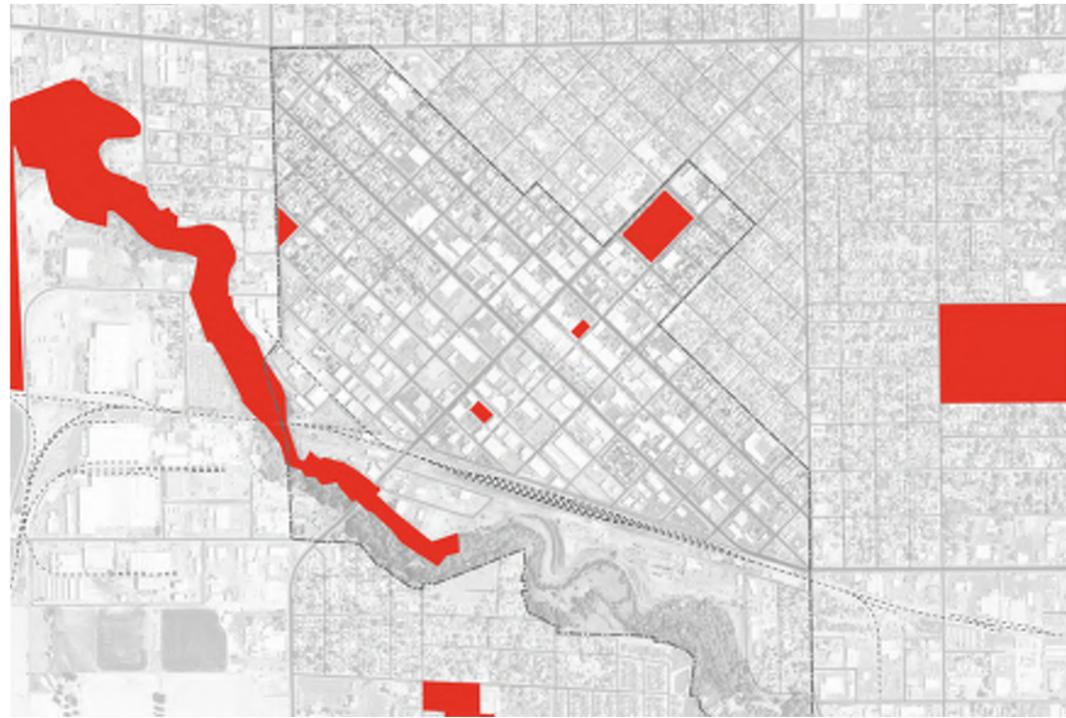


HOUSING



PARKING  
private and public surface lots,  
vacant paved areas, storage lots





PARKS



# PHASING + FINANCIAL FEASIBILITY STUDY

Prepared by ECONorthwest  
Presented to the City Council on April 17, 2023

Twin Falls URA

Beginning the Transition to Implementation:  
Phasing Discussion

**ECONorthwest**  
ECONOMICS · FINANCE · PLANNING

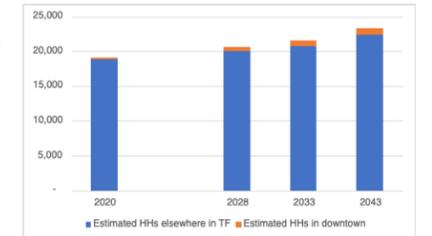
## Reminder: Development program

	Estimated Existing (s.f.)	50' Preferred Program (s.f.)
Housing	205,000	700,000
Retail	1,050,000	300,000
Office	1,045,000	310,000
Hotel	45,000	170,000
Convention/Civic		105,000

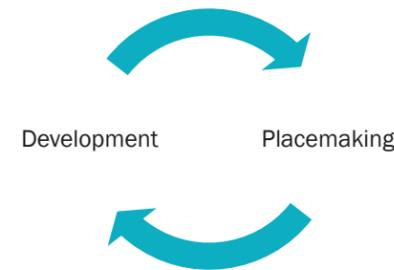
## Gut checking the development program

### Success depends on downtown increasing its share of residential development over past trends

Recommended program adds up to 700K sf of housing (700-800 units)



## Coordinated investment strategy



## MARKET TRENDS Multifamily Comps

**Main Ave Loft - Twin Falls**

GSF	52,850
Stories	6
Typical Floor	8,800
Units	44



**Masqueray Lofts - Twin Falls**

GSF	50,000
Stories	3
Units	50



## Development Feasibility Findings

Prototype	Market Trends	Development Feasibility	Market Potential	Placemaking Potential
Townhomes	Moderate	Medium Feasibility	Low to Moderate	Low to Moderate
6-Story Mixed Use (podium)	Strong	Not Feasible	Low	High
3-Story Multifamily (Tuck Under)	Strong	Low to Medium Feasibility	Low to Moderate	Moderate
3-Story Multifamily	Strong	Medium Feasibility	Moderate to Strong	Low to Moderate
Strip Retail	Strong	Medium Feasibility	Moderate to Strong	Low
2-Story Office	Strong	Medium Feasibility	Low	Low

## Potential Phasing Plan

	Phase 1 (s.f.)	Phase 2 (s.f.)	Phase 3 (s.f.)
Housing	300,000	200,000	200,000
Retail	115,000	95,000	90,000
Office	25,000	95,000	190,000
Hotel			140,000
Convention/Civic			105,000

## What it might look like-in 2043



## Implications for Downtown Twin Falls

- Urban development product types are challenging to build in downtown. To support the viability of urban development, the City may consider:
- Seeking opportunities for cost effective redevelopment of existing buildings
  - Reducing parking minimums for residential and commercial uses
  - Continuing to support shared parking across uses
  - Selling city-owned land at a discount
  - Providing incentives such as additional height, density, and lower minimum lot size
  - Raising maximum height (to 65 feet or higher) to support higher density development and parking requirements (outside of Main Avenue)

# Twin Falls URA

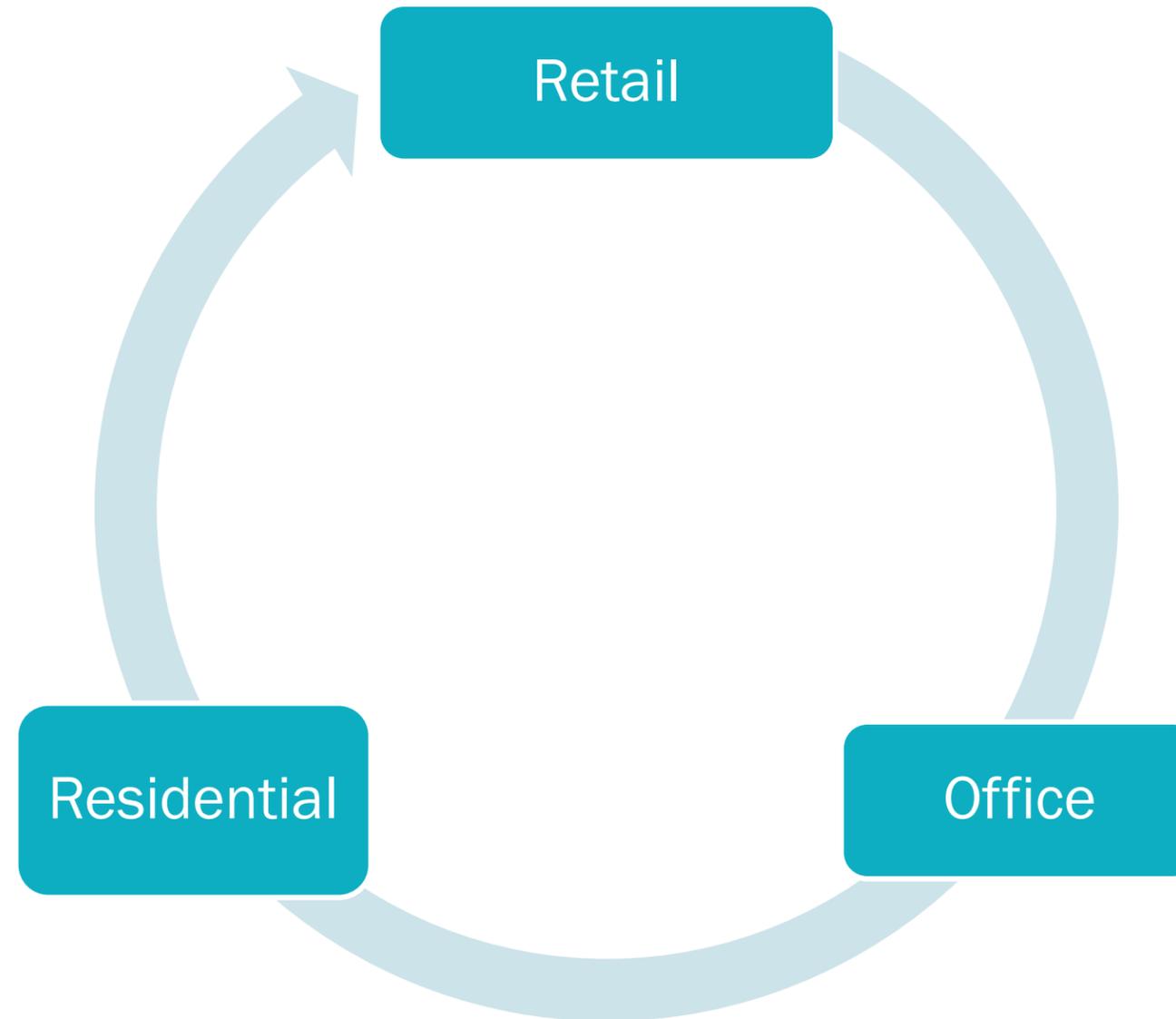
Beginning the Transition to Implementation:  
Phasing Discussion

**ECONorthwest**  
ECONOMICS • FINANCE • PLANNING

## Reminder: Development program

	Estimated Existing (s.f.)	50' Preferred Program (s.f.)
Housing	205,000	700,000
Retail	1,050,000	300,000
Office	1,045,000	310,000
Hotel	45,000	170,000
Convention/Civic		105,000

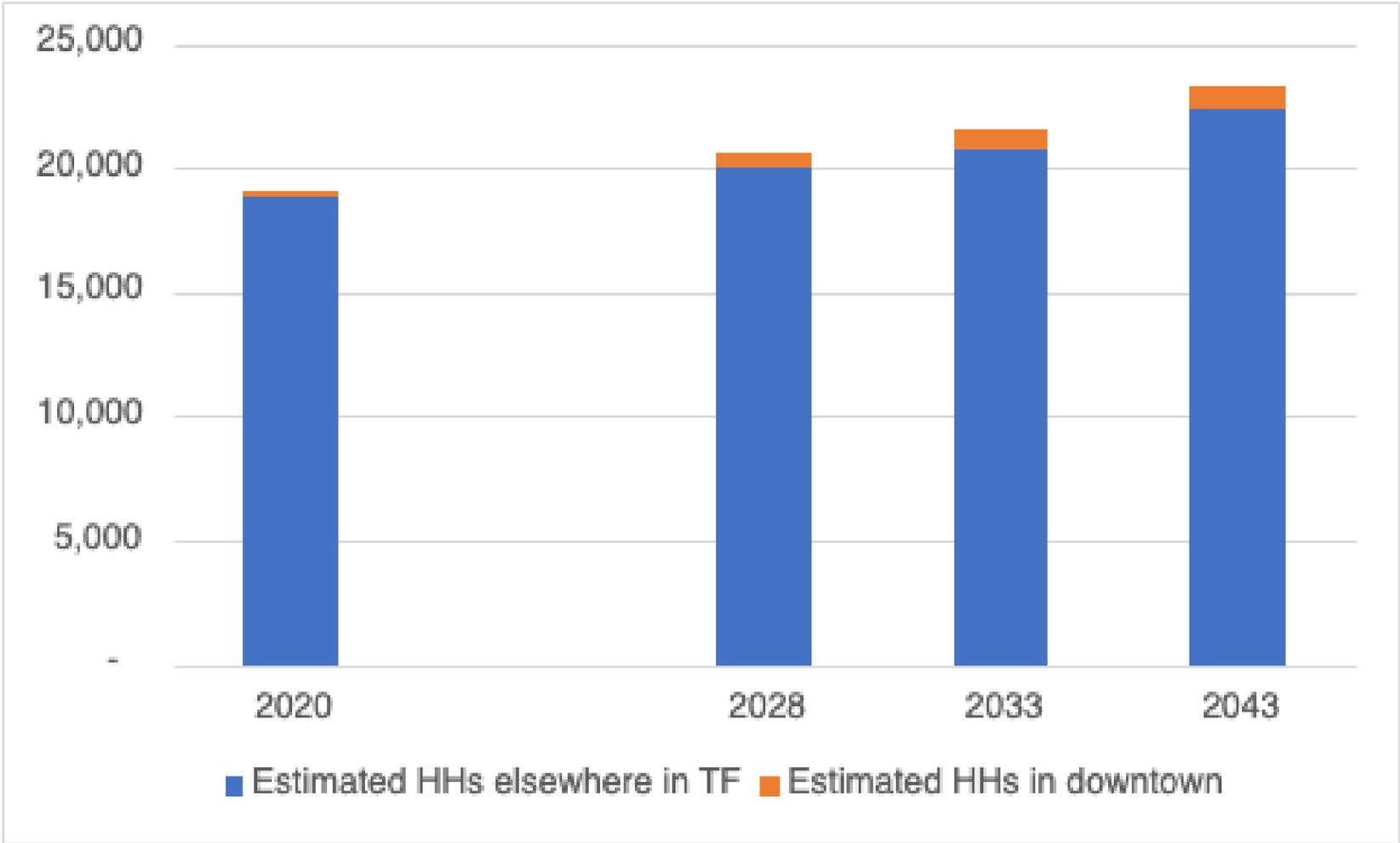
# All uses work together to create a vibrant downtown



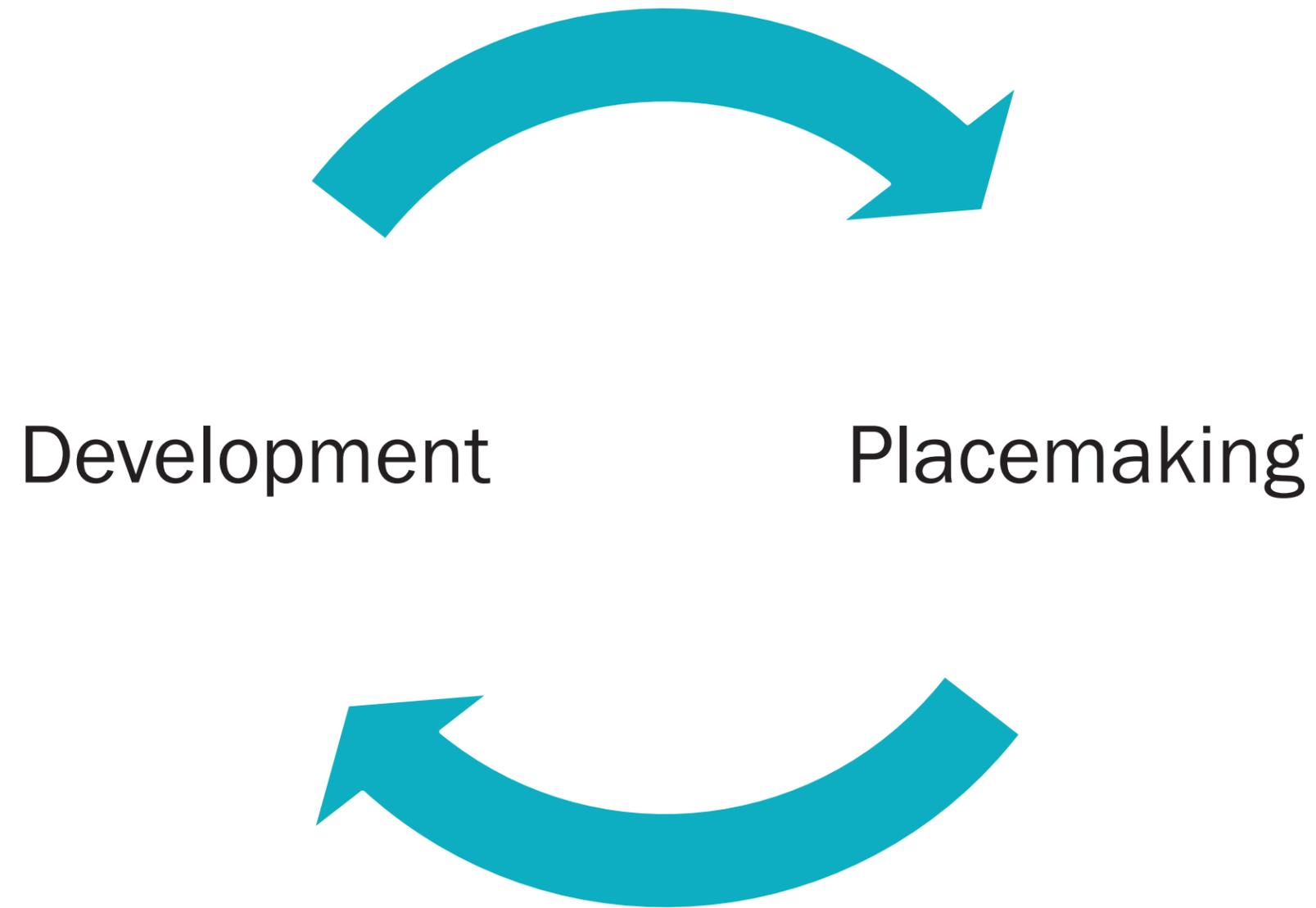
# Gut checking the development program

## Success depends on downtown increasing its share of residential development over past trends

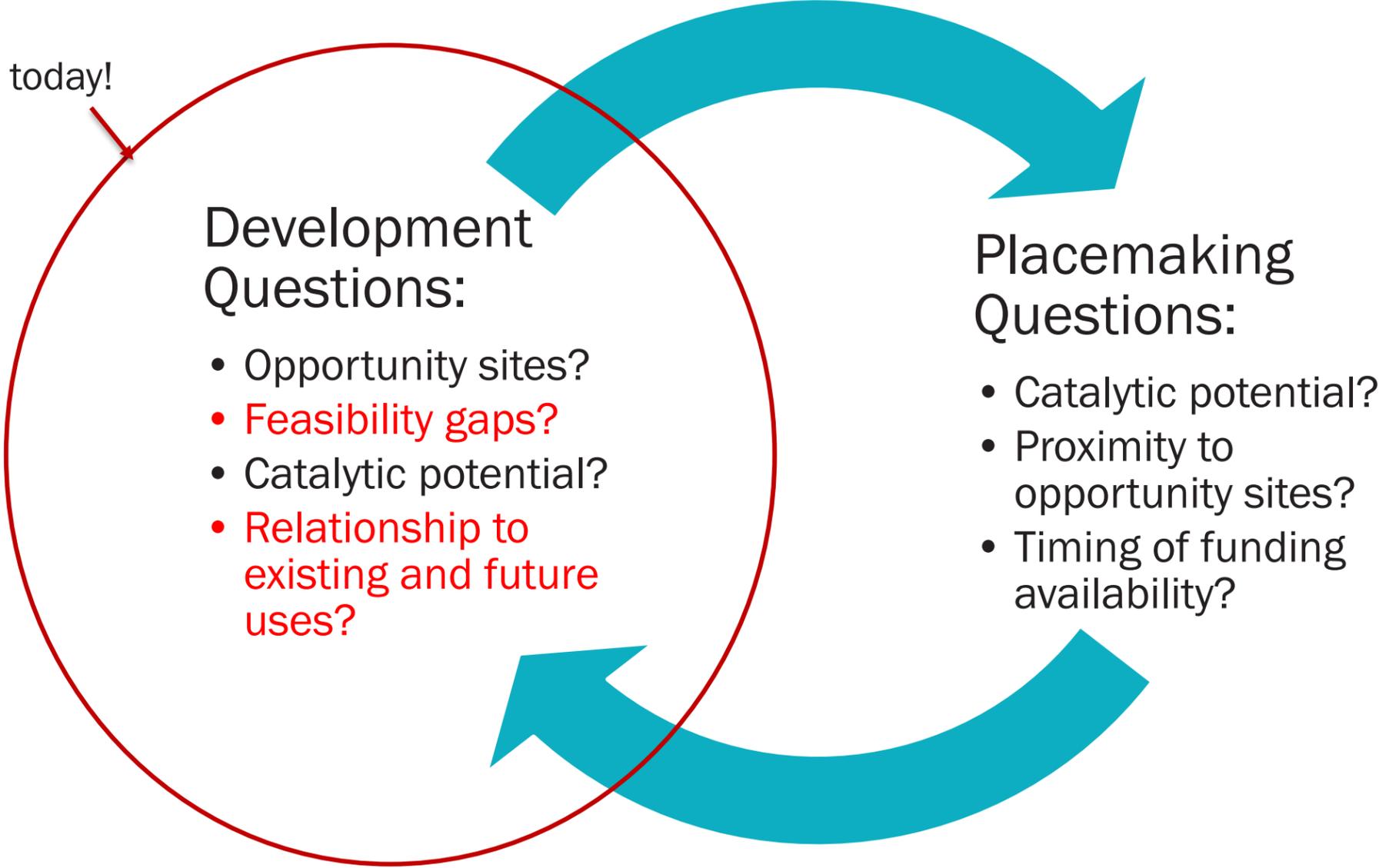
Recommended program adds up to 700K sf of housing (700-800 units)



# Coordinated investment strategy



Focus here today!



MARKET TRENDS

# Multifamily Comps

## Main Ave Loft – Twin Falls

GSF	52,850
Stories	6
Typical Floor	8,800
Units	44



## Masqueray Lofts– Twin Falls

GSF	50,000
Stories	3
Units	50



MARKET TRENDS

# Retail Comps

## The Broadway – Idaho Falls

GSF	7,000-10,000
Stories	1
Retailers	3-5



## Main Ave Loft – Twin Falls

Retail	4,500
Office	9,500
Retailers	2-3



MARKET TRENDS

# Office Comps

## Glanbia HQ – Twin Falls, ID

GSF	40,000
Stories	3
Typical Floor	13,300
Parking (Surface)	46



## 3147 Belltower DR- Meridian, ID

GSF	20,000
Stories	2
Typical floor	10,000
Parking (Surface)	100



MARKET TRENDS

# Hotel Comps

## Marcus Whitman Hotel - Walla Walla

GSF	157,000
Stories	13
Typical Floor	13,300
Rooms	133
Meeting Space	13,000



## The Hilton Hotel - Vancouver

GSF	225,000
Stories	7
Typical Floor	69,000
Rooms	226
Meeting Space	30,000



## Financial Feasibility Methods and Interviews

- Proforma-based financial feasibility was conducted for the development prototypes.
- Assumptions crafted and confirmed in developer and broker interviews:
  - Hard costs
  - Soft costs
  - Efficiency ratios
  - Parking requirements
  - Other factors

# Development Feasibility Findings

Prototype	Market Trends	Development Feasibility	Market Potential
Townhomes	<p><b>Moderate</b></p> <p>Demand for for sale housing is strong, however sale prices need to be sustained high to support this prototype.</p>	<p><b>Medium Feasibility</b></p> <p>Home prices have increased steadily, homeownership rates are high, and expected future growth of population would support additional housing options.</p>	<p><b>Low to Moderate</b></p> <p>Continued housing demand would support a range of housing options if housing prices keep increasing.</p>
6-Story Mixed Use (podium)	<p><b>Strong</b></p> <p>Local market conditions are improving with demand for rental residential housing.</p>	<p><b>Not Feasible</b></p> <p>Low market rents and high construction costs for podium development create financial challenges. Higher market rents could help make this prototype feasible while limiting parking requirements.</p>	<p><b>Low</b></p> <p>Continued population growth will demand housing options for both rental and for-sale. This product type will need several incentives to support it.</p>
3-Story Multifamily (Tuck Under)	<p><b>Strong</b></p> <p>Local market conditions are improving with demand for rental residential housing.</p>	<p><b>Low to Medium Feasibility</b></p> <p>Current market conditions would not support development feasibility. Higher market rents could help make this prototype feasible while limiting parking requirements.</p>	<p><b>Low to Moderate</b></p> <p>Continued population growth will demand housing options for both rental and for-sale. This product type will need several incentives to support it.</p>
3-Story Multifamily	<p><b>Strong</b></p> <p>Local market conditions are improving with demand for rental residential housing.</p>	<p><b>Medium Feasibility</b></p> <p>Market is supportive of suburban style apartments with surface parking.</p>	<p><b>Moderate to Strong</b></p> <p>Continued population growth will demand housing options for both rental and for-sale.</p>
Strip Retail	<p><b>Strong</b></p> <p>Market has seen increasing rents and very low vacancy rates. Market fundamentals are moderate with near to mid-term demand.</p>	<p><b>Medium Feasibility</b></p> <p>Current market trends would support strip retail development and other forms of existing reuse of buildings.</p>	<p><b>Moderate to Strong</b></p> <p>Smaller scale retail development would be supportive of a mix of tenant types.</p>
2-Story Office	<p><b>Strong</b></p> <p>Market has seen increasing office rents with</p>	<p><b>Medium Feasibility</b></p> <p>High market rents can support the construction of this</p>	<p><b>Low</b></p> <p>Speculative office development could be</p>

# Development Feasibility Findings

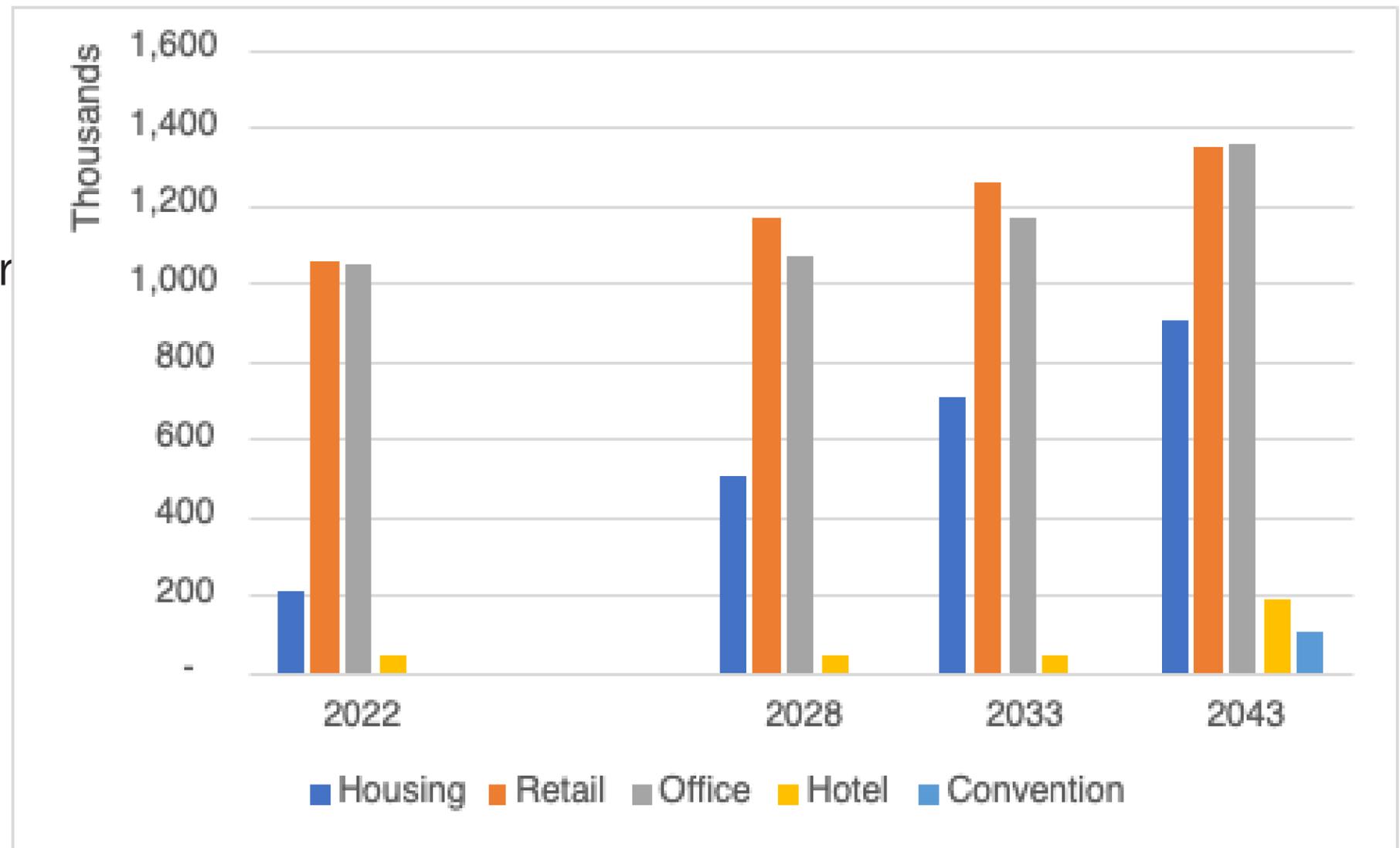
Prototype	Market Trends	Development Feasibility	Market Potential	Placemaking Potential
Townhomes	Moderate	Medium Feasibility	Low to Moderate	Low to Moderate
6-Story Mixed Use (podium)	Strong	Not Feasible	Low	High
3-Story Multifamily (Tuck Under)	Strong	Low to Medium Feasibility	Low to Moderate	Moderate
3-Story Multifamily	Strong	Medium Feasibility	Moderate to Strong	Low to Moderate
Strip Retail	Strong	Medium Feasibility	Moderate to Strong	Low
2-Story Office	Strong	Medium Feasibility	Low	Low

## Potential Phasing Plan

	Phase 1 (s.f.)	Phase 2 (s.f.)	Phase 3 (s.f.)
Housing	300,000	200,000	200,000
Retail	115,000	95,000	90,000
Office	25,000	95,000	190,000
Hotel			140,000
Convention/Civic			105,000

# Potential Phasing By Land Uses

- Housing focus to support retail: front-load smaller units of multifamily
- Convention Center in a later phase
- Tie infrastructure and placemaking to phasing



# Existing Conditions



**HOUSING**

---

Existing Inventory: 205,000 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

**RETAIL**

---

Existing Inventory: 1,050,000 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

**OFFICE**

---

Existing Inventory: 1,045,000 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

**HOTEL**

---

Existing Inventory: 45,000 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

**CONVENTION**

---

Existing Inventory: 0 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

# Public Ownership



**HOUSING**  
 Existing Inventory: 205,000 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

**RETAIL**  
 Existing Inventory: 1,050,000 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

**OFFICE**  
 Existing Inventory: 1,045,000 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

**HOTEL**  
 Existing Inventory: 45,000 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

**CONVENTION**  
 Existing Inventory: 0 SF  
 Phase 1:  
 Phase 2:  
 Phase 3:  
 TOTAL NEW:

# What it might look like-in 2028



<span style="color: yellow;">■</span>	<b>HOUSING</b>	
	Existing Inventory:	205,000 SF
	Phase 1:	300,000 SF
	Phase 2:	
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>300,000 SF</b>
<span style="color: brown;">■</span>	<b>RETAIL</b>	
	Existing Inventory:	1,050,000 SF
	Phase 1:	115,000 SF
	Phase 2:	
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>115,000 SF</b>
<span style="color: teal;">■</span>	<b>OFFICE</b>	
	Existing Inventory:	1,045,000 SF
	Phase 1:	25,000 SF
	Phase 2:	
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>25,000 SF</b>
<span style="color: blue;">■</span>	<b>HOTEL</b>	
	Existing Inventory:	45,000 SF
	Phase 1:	30,000 SF
	Phase 2:	
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>30,000 SF</b>
<span style="color: tan;">■</span>	<b>CONVENTION</b>	
	Existing Inventory:	0 SF
	Phase 1:	0 SF
	Phase 2:	
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>0 SF</b>
<span style="color: pink;">■</span>	<b>URA / CITY OWNED PARCEL</b>	

# What it might look like-in 2033



<span style="color: yellow;">■</span>	<b>HOUSING</b>	
	Existing Inventory:	205,000 SF
	Phase 1:	300,000 SF
	Phase 2:	200,000 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>500,000 SF</b>
<span style="color: brown;">■</span>	<b>RETAIL</b>	
	Existing Inventory:	1,050,000 SF
	Phase 1:	115,000 SF
	Phase 2:	95,000 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>210,000 SF</b>
<span style="color: teal;">■</span>	<b>OFFICE</b>	
	Existing Inventory:	1,045,000 SF
	Phase 1:	25,000 SF
	Phase 2:	95,000 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>120,000 SF</b>
<span style="color: blue;">■</span>	<b>HOTEL</b>	
	Existing Inventory:	45,000 SF
	Phase 1:	30,000 SF
	Phase 2:	0 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>30,000 SF</b>
<span style="color: tan;">■</span>	<b>CONVENTION</b>	
	Existing Inventory:	0 SF
	Phase 1:	0 SF
	Phase 2:	0 SF
	Phase 3:	
	<b>TOTAL NEW:</b>	<b>0 SF</b>
<span style="color: pink;">■</span>	<b>URA / CITY OWNED PARCEL</b>	

# What it might look like-in 2043



<span style="color: yellow;">■</span>	<b>HOUSING</b>	
	Existing Inventory:	205,000 SF
	Phase 1:	300,000 SF
	Phase 2:	200,000 SF
	Phase 3:	200,000 SF
	<b>TOTAL NEW:</b>	<b>700,000 SF</b>
<span style="color: brown;">■</span>	<b>RETAIL</b>	
	Existing Inventory:	1,050,000 SF
	Phase 1:	115,000 SF
	Phase 2:	95,000 SF
	Phase 3:	90,000 SF
	<b>TOTAL NEW:</b>	<b>300,000 SF</b>
<span style="color: teal;">■</span>	<b>OFFICE</b>	
	Existing Inventory:	1,045,000 SF
	Phase 1:	25,000 SF
	Phase 2:	95,000 SF
	Phase 3:	190,000 SF
	<b>TOTAL NEW:</b>	<b>310,000 SF</b>
<span style="color: blue;">■</span>	<b>HOTEL</b>	
	Existing Inventory:	45,000 SF
	Phase 1:	30,000 SF
	Phase 2:	0 SF
	Phase 3:	140,000 SF
	<b>TOTAL NEW:</b>	<b>170,000 SF</b>
<span style="color: tan;">■</span>	<b>CONVENTION</b>	
	Existing Inventory:	0 SF
	Phase 1:	0 SF
	Phase 2:	0 SF
	Phase 3:	105,000 SF
	<b>TOTAL NEW:</b>	<b>105,000 SF</b>
<span style="color: pink;">■</span>	<b>URA / CITY OWNED PARCEL</b>	

## Implications for Downtown Twin Falls

Urban development product types are challenging to build in downtown.

To support the viability of urban development, the City may consider:

- Seeking opportunities for cost effective redevelopment of existing buildings
- Reducing parking minimums for residential and commercial uses
- Continuing to support shared parking across uses
- Selling city-owned land at a discount
- Providing incentives such as additional height, density, and lower minimum lot size
- Raising maximum height (to 65 feet or higher) to support higher density development and parking requirements (outside of Main Avenue)

## Implications of Implementing the Master Plan

- Placemaking investments on Hansen Street in Phase 1
- Leverage public land ownership
- Identify specific near-term opportunity sites (for housing especially)

Twin Falls Downtown Master Plan  
Twin Falls, ID

**GGLO**

Twin Falls Urban Renewal Agency  
Master Plan Package  
May 15, 2023

