

## Urban Development Services Downtown Idaho Falls Master Plan



Idaho Falls is a regional market for goods and services in Eastern Idaho. Urban Development Services devised a public improvements and retail/entertainment strategy to anchor downtown's revitalization. This strategy uses downtown's water front on the Snake River as the community's new living room. Anchoring this proposed development is a 1,500 person amphitheater and walkway over the Snake River taking pedestrians past some of the most dramatic scenery on the Snake River. The walkway links hotels directly north of the downtown to the core downtown. Two key aspects of this plan are to recruit the YMCA to build its new facilities downtown and to build a new showroom for Chesbro Music, a long time downtown retailer and the largest distributor of music west of the Mississippi. Both of these developments are to be located on the water's edge to anchor recreational opportunities.

