

# POCATELLO

## Idaho Opportunity Zone

### OPPORTUNITY ZONE OVERVIEW

Centrally located within the City of Pocatello, this opportunity zone extends from its historic downtown northward. Transportation infrastructure, including nearby rail and interstate access, is readily available.

The area includes a diversity of land uses and employment opportunities including

residential, commercial and industrial.

The Pocatello opportunity zone covers the north portion of historic Old Town Pocatello and some of the NeighborWorks Pocatello “Neighborhoods of Historic Old Town.” Industrial and potential mixed use areas are north of downtown.

### WHAT'S IN THE ZONE?



Access to Highway 30 and Interstates 15 and 86



Raymond Park and the Portneuf River



Industrial rail access readily available



Easy access to Pocatello Regional Airport

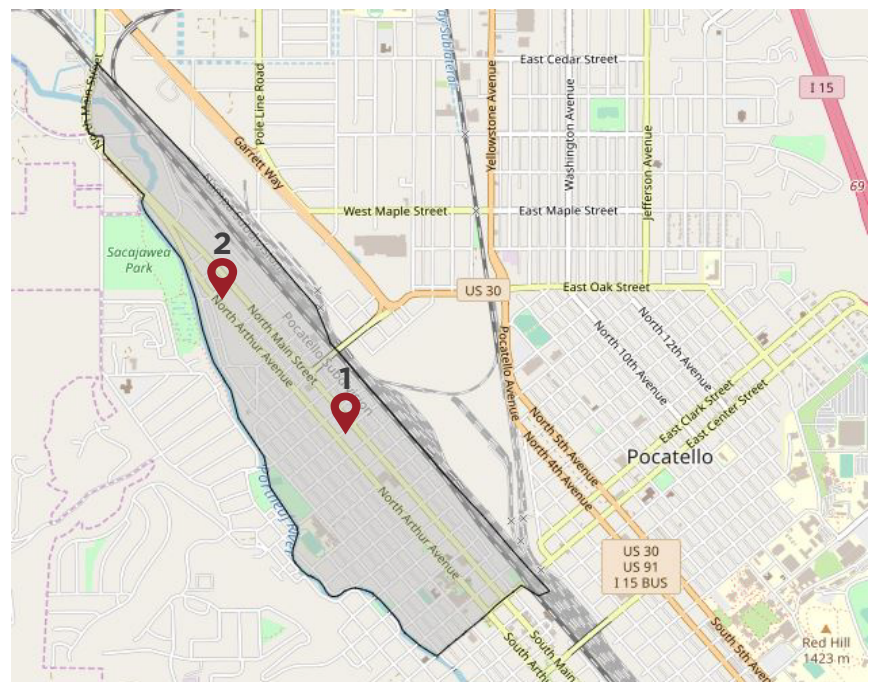
### INVESTMENT SITES

#### 1. Old Town Pocatello

A locally and nationally-designated historic district, Old Town Pocatello boasts a mix of uses. The Old Town Pocatello organization oversees revitalization efforts. For more info, visit [www.oldtownpocatello.com](http://www.oldtownpocatello.com).

#### 2. North Main Extension

This area is home to a variety of commercial and industrial uses and redevelopment potential.



CENSUS TRACT 16005001601



## Quick Facts About Pocatello, Idaho

# 55,416

Population

# 2.5%

Unemployment  
Rate

# \$44,436

Median Income

# 38.7%

Population With  
College Degree

### LOCAL PRIORITIES

Continued revitalization of the Old Town Pocatello area remains a focus for the City of Pocatello. Rehabilitation of historic buildings, such as the Peterson Building, would continue to breathe life into the area. The majority of the businesses in the area are small, local businesses, and diversifying the types of commercial offerings in the area is a point of emphasis.



Pocatello remains committed to having decent, safe, affordable housing in this tract as well as throughout the community.

NeighborWorks recently completed a rebranding effort to raise the profile of this historic residential area. The City also works closely with NeighborWorks Pocatello to further their mission of neighborhood revitalization and provision of affordable housing, which is a need and priority both in this census tract and throughout the Pocatello community.

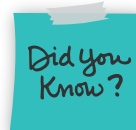
### DEVELOPMENT GOALS

Significant public investment has been made for several years, including upgrading public infrastructure. Investment and redevelopment in this area, where infrastructure is already available, reduces the cost to the community and the developer vs. extending public services to new development.

There is an increased effort to connect the Idaho State University campus to the Historic Warehouse District and Old Town Pocatello through complete street techniques.



This is being done to encourage redevelopment in the area. Recently, the city hosted a “Build a Better Block” event, highlighting potential streetscape improvements that could further this connection.



Idaho State University is the state’s lead institution in health professions.



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