

Advantage Caldwell

Caldwell is one of the fastest growing cities in Idaho, with the population now nearing 70,000 residents. Located just 45 minutes west of Boise, and next door to Nampa and Meridian, the City is becoming the premier service center and shopping hub for the entire eastern Oregon communities of Ontario (about 35 miles west), Baker City and north to LaGrande. The Caldwell market area includes a population of 372,700 residents and includes Canyon and Payette Counties in Idaho, and Baker, Malheur, Grant and Harney Counties in Eastern Oregon. Additionally, approximately 160 million people drive through Caldwell on Interstate-84 each year (an average of 160,000 vehicles per day with 2.75 people per vehicle).

Tourism - Idaho's second largest industry

This Vision brings Caldwell, a long-time agricultural community, into the tourism industry. Caldwell is home to Idaho's premier Treasure Valley wine region and the Sunnyslope Wine Trail - home to 40% of the state's wineries. The city is also home to the extremely popular Indian Creek Plaza, top-rated restaurants, destination shopping, the Caldwell Night Rodeo (one of the top rodeos in the U.S.), Canyon County Fair, College of Idaho sporting events, and the future Caldwell Conference Center, which will help fill the incredible demand for mid-sized conference, convention and trade-show space in Southern Idaho.

With Caldwell being the closest major metropolitan area to much of Eastern Oregon, it will become the overnight destination for medical services, major shopping (the flagship D&B Supply store is in Caldwell), and other metro area goods and needs not found closer to home.

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To view the Envision Central Caldwell 2050 Blueprint head to www.EnvisionCaldwell.com



Private sector opportunities include:

- **Boutique upmarket hotel.** Upscale creek side limited-service hotel (78-90 rooms) within a half-block of Indian Creek Plaza (see concept bottom, this page)
- **Mid-tier hotel.** Creek side limited-service hotel (90-110 rooms) within a half-block of Indian Creek Plaza
- **Full-service hotel.** Flagged or boutique hotel with restaurant and meeting space (on the creek) (140 – 160 rooms) (see concept immediately below)
- **Professional office.** 60,000 square feet of professional Class A mixed-tenant office space with on-site amenities (see concept, bottom left)
- **Small box retail.** 60,000 to 70,000 square feet of additional 500 to 5,000 square foot retail shops downtown (for a list of feasible businesses for downtown Caldwell, visit Caldwell's Economic Development office)
- **Garden Center.** Full-service gardening center along 5th Avenue in the Garden District
- **Big box retail.** Trader Joe's, Costco or Sam's Club, and farm-oriented big-box retailers (along 21st Ave with great I-84 visibility)
- **Restaurants.** Chain and franchise restaurants in the Stockyard District
- **Eateries.** Home-grown restaurants (no chains or franchises - on the creek with patio dining) in the Plaza District
- **55+ Housing.** Multi-family (300 to 550 units) 55+ development along the Indian Creek Promenade with easy I-84 access



Concept shown on this page: Above, the Plaza District's flagship hotel with creek-front patio dining and along the Indian Creek Promenade. Below, an upscale boutique hotel. Left, a full-service Class A office complex with meeting rooms and first floor coffee shop.



Envision Central Caldwell 2050: The Blueprint

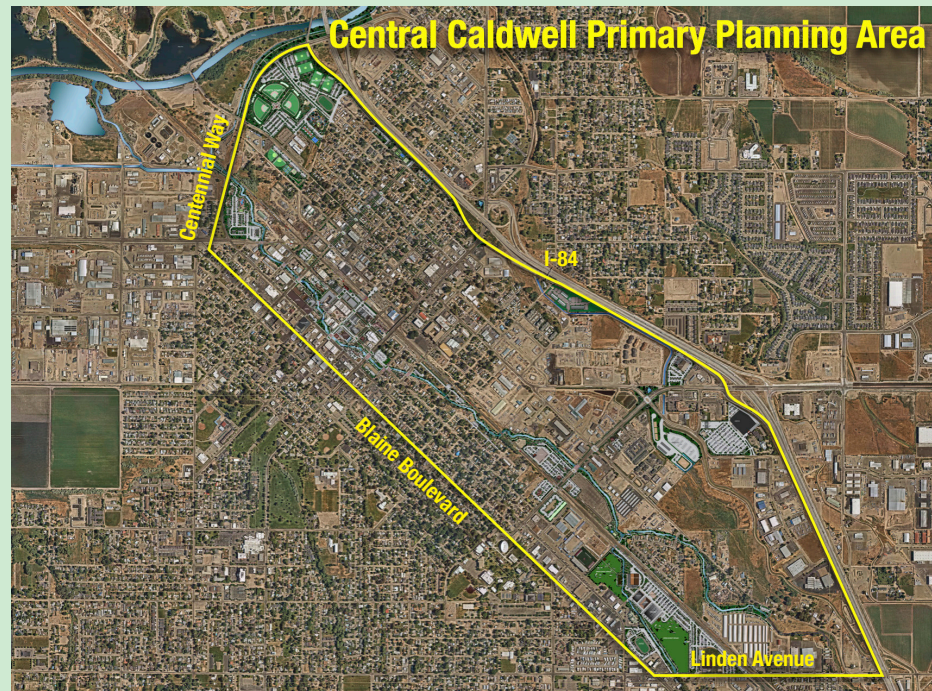
A brief overview of the visioning process, primary objectives, and investment opportunities in Central Caldwell



Spring 2026

Envision Central Caldwell 2050 – The Master Development Plan

This plan was a year-long visioning project led by the Caldwell Chamber of Commerce and funded by the City of Caldwell, Destination Caldwell, and private-sector donations. With extensive public outreach and in-depth research, combined with competitive and comparative analysis, demand studies, and using the City of Caldwell’s 2025 Comprehensive Plan as the backbone of the project, this vision encompasses the 1,500 acres that make up Central Caldwell (right). This plan creates incredible opportunities for private-sector high-density commercial development, making Central Caldwell one of the most sought-after places to invest in the State of Idaho. Caldwell is also the fastest growing city in the state creating strong opportunities and infill development in this area of Caldwell.



What this vision accomplishes

Due to the fast growth of the area and its transformation from an agricultural community to manufacturing, retail hub, and a desirable residential community, initial research revealed four areas in need of remedying. This Vision concentrates on those for the benefit of Caldwell’s residents:

1) Reduction in leakage

Tripling the retail square footage downtown and then attracting small-box retail shops in these new or revitalized spaces will make it a true pedestrian-oriented shopping district, something in high demand throughout Southern Idaho. This Vision addresses this opportunity, helping to keep locally earned money in Caldwell.

2) New trails, parks, sports facilities & open space

With the fast residential growth in Caldwell the City of Caldwell has slipped in terms of per capita open space, trails, parks, and sporting facilities. This plan addresses that by adding the Caldwell Sports Park, a whitewater park, community gardens, additional public assembly spaces (plazas), and miles of biking and pedestrian trails along the handicap-accessible Indian Creek Promenade.

3) Reduction in commute traffic

Nearly a third of Caldwell’s workforce is in the professional services industry, yet the city has no Class A office space. Addressing this will encourage businesses to set up

shop IN Caldwell and will reduce morning and evening rush hour traffic to and from Caldwell to its neighboring cities.

4) Industry diversification

Caldwell is leaving hundreds of millions of dollars in visitor-spending on the table each year. Home to Idaho’s premier wine region and the Sunnyslope Wine Trail, there is demand for more than 600 hotel rooms in Caldwell. Creation of a Destination Marketing Organization (DMO), a conference center, combined with the new Canyon County Fair Event Center, and dozens of day-trip destinations in and around Caldwell will offset much of the leakage the community currently experiences and will bring fresh money into the city.



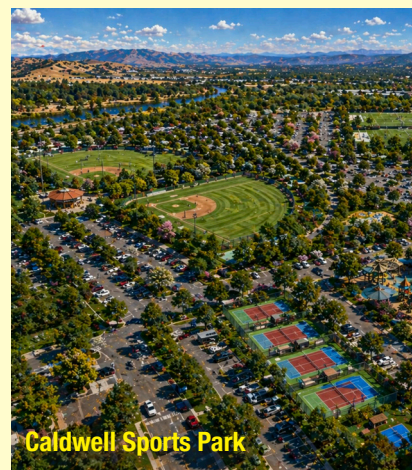
Indian Creek Promenade

The Vision and site planning

The projects shown throughout the Vision are based on “highest and best use” principles including:

- Visibility from major roadways
- Access and egress
- Supporting attractions, activities and/or amenities
- Desirable views
- Demand (feasibility)

In many cases, there may be existing businesses on these sites used for other purposes. This Vision does not recommend they be removed or relocated. However, if the property owner should decide, at some time in the future, to relocate or re-develop their property, this vision will showcase the highest and best use of their land.



Caldwell Sports Park

Public-sector projects included in the Central Caldwell Blueprint

Public parking

The 700+ space downtown parking structure is this plan’s top priority project. It would likely be a public-private partnership development since many new downtown development projects would use this to fulfill their primary parking needs. This one project, alone, would spur more than \$200 million in new downtown development projects.

The Caldwell Conference Center

This 70,000 square foot conference center would be a keystone project bringing Caldwell into the tourism industry. After all, Caldwell is home to 40% of Idaho’s wineries and Indian Creek Plaza. It would be the greater Boise area’s western “bookend.” There is great demand for medium-sized conference, convention, trade show, and event space.

Indian Creek Promenade

This three-plus mile long wide (12’ to 16’) paved fully ADA accessible promenade will provide pedestrian access from the Canyon County Fairgrounds, through the Plaza District (downtown), to the Rotary Ponds on the NW side of Central Caldwell.

Sunnyslope Wine & Culinary Center

The Wine & Culinary Center will bring the Sunnyslope Wine Trail into Caldwell’s Plaza District (core downtown area). The Center could be owned by the City of Caldwell, but operated by the College of Idaho, also bringing university students into downtown.

City gateways

First impressions are lasting impressions. The two primary gateway locations are along Interstate-84 at the 21st and 10th Avenue exits. In both locations, gateway concepts have been created to showcase a true welcome to Caldwell.

District identifiers and wayfinding

Central Caldwell’s wayfinding system has already been developed

and installation will take place in 2026. This Vision also includes identification of three distinct districts: The Garden District (formerly known as Old Town), the Plaza District (the core pedestrian-oriented shopping, dining and entertainment district), and the Stockyard District, which includes the fairgrounds, rodeo grounds, and the heart of Caldwell’s agricultural community.

Caldwell Whitewater Challenge Course and Environmental Park

The Boise River, just NW of Central Caldwell, provides an excellent opportunity to create one of the greatest whitewater challenge courses and parks in the Western United States. This could be developed, over time, through partnerships with the private sector, National Recreation Areas (Dept. of the Interior), Idaho State Parks, Canyon County, City of Caldwell, several foundations, and enthusiast organizations.



Conference Center example



5th Avenue streetscape



10th Avenue gateway



Indian Creek Promenade